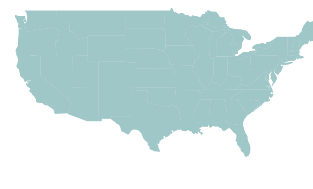




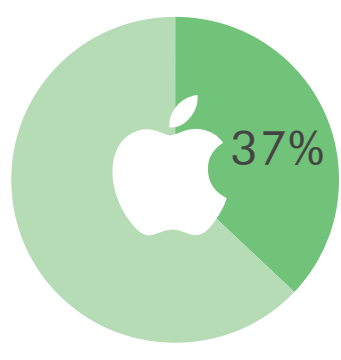
The proliferation of mobile technology has given rise to a new type of consumer in the US, one that frequently uses mobile devices to research products and make purchases.



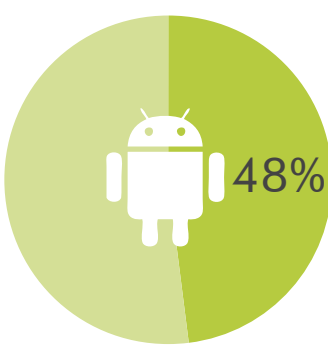
65%



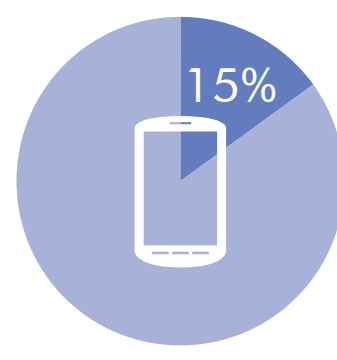
of US consumers own a smartphone



owns an Apple iPhone



owns an Android Phone



owns another type of smartphone

FOR MANY, PERSONAL AND WORK LIVES ARE COLLIDING...



37%

of US mobile phone owners use the same phone for personal and business use.



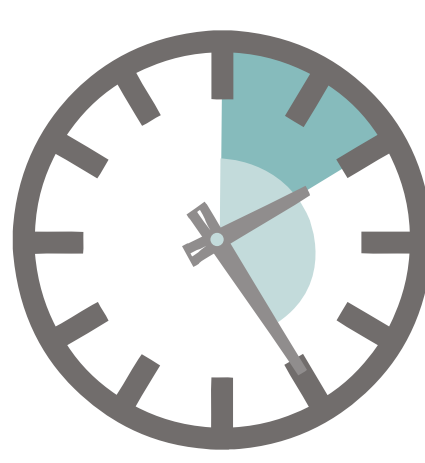
EVERY DAY, THE AVERAGE AMERICAN SPENDS:



5H 13M



Browsing the internet on a desktop or laptop



2H 25M



Using mobile internet



54% of mobile phone owners use social media apps on their phones

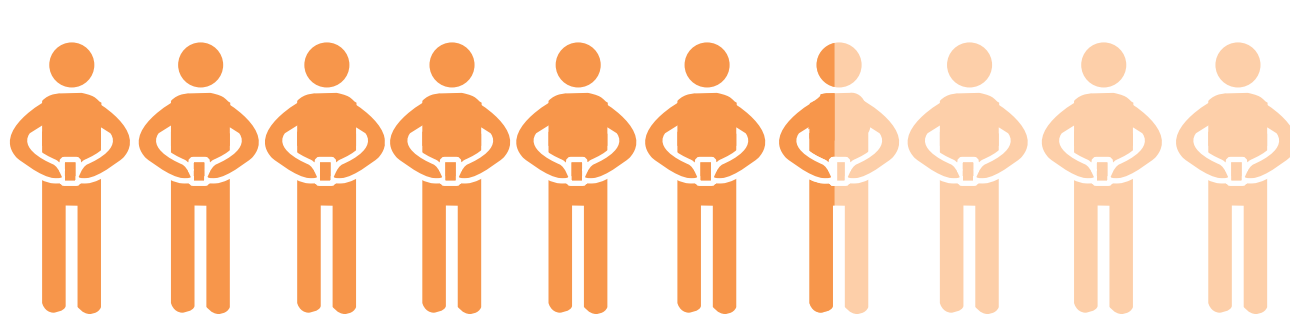


15% of mobile phone owners use location-based services



46% of smartphone users have made a purchase via their phone

FOR THE YOUNGER AGE GROUPS, THE MOBILE PHONE IS THE PRIMARY DEVICE USED TO ACCESS THE INTERNET

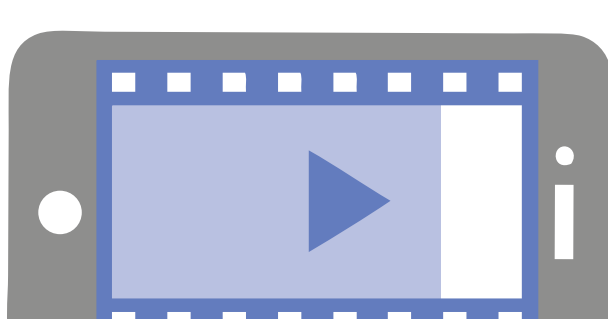


64%

of 18-34 year olds primarily use their smartphones for internet access and browsing

More than

80%



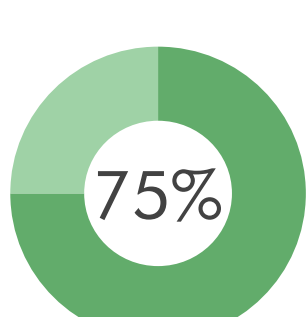
of people watch online videos on their mobile devices.



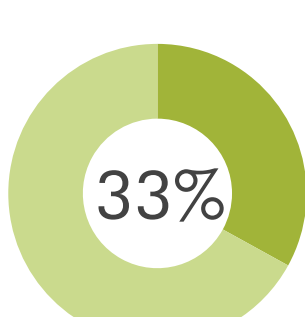
102 MILLION

consumers in the U.S. will make purchases via their mobile devices this holiday season,

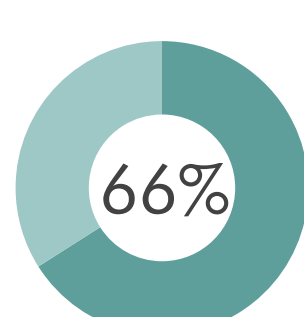
an increase of 37% from last year.



75% of consumers use their mobile devices in-store to obtain product information.



33% of online holiday sales will come from mobile ecommerce in 2014.

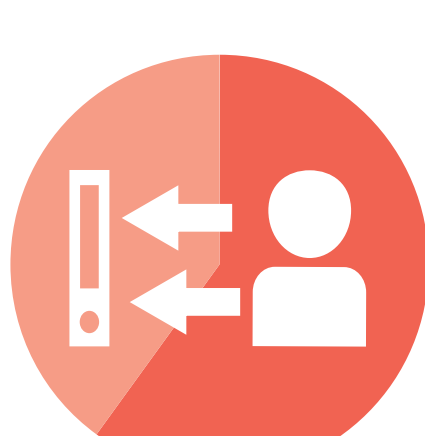


66% of tablet owners used their device to make holiday purchases in 2013.

MOBILE PRIVACY, HOWEVER, IS A MAJOR CONCERN FOR A MAJORITY OF US CONSUMERS



70% of smartphone users in the US are **very concerned** about data privacy when using their mobile phone



60% of US consumers are concerned that businesses are sharing their private information without their knowledge

SOURCES

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