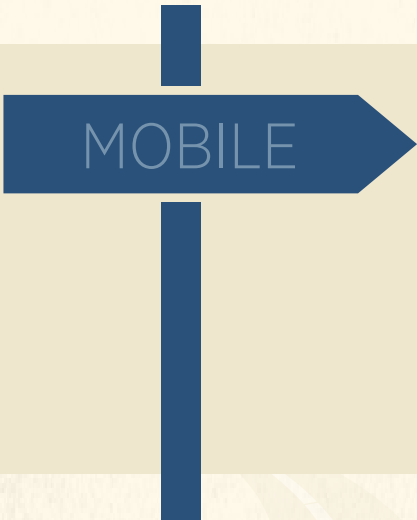


# HOW DAILY MOBILE USERS LIVE NOW

## AND WHERE MOBILE GOES NEXT

A 2017 Phunware-sponsored study surveyed more than 680 daily smartphone and tablet users in the U.S. about how they use mobile today and what they expect from the technology in coming years. These daily users reported spending 6 hours per day on mobile devices, primarily on smartphones.



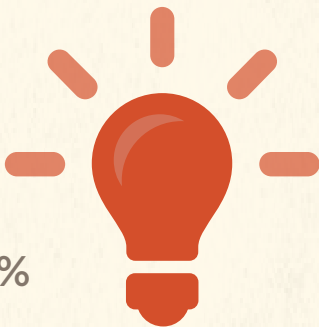
### Within the next year, daily mobile users expect their devices to be the primary way they:



- Consume news **66%**
- Shop **53%**
- Play video games **45%**
- Watch movies and TV shows **33%**

### We saw some strong interest in enabling regular activities:

- Paying utility bills **68%**
- Booking doctor appointments **58%**
- Voting for public officials **48%**
- Paying mortgage/rent **44%**
- Navigating confusing indoor spaces (hospitals, campuses, stadiums) **44%**



### We also saw significant willingness to purchase and pay for high-dollar items on mobile devices:



42%

would purchase and pay for a car on mobile

41%

would use mobile to pay college tuition

40%

would use mobile to buy a new pet

And roughly 1/3 would buy big-ticket items like vacation properties, engagement rings, even a new home!

Mobile devices are no longer reserved for low-level, casual tasks. Instead, the trend to reach for a mobile device first for major life tasks and decisions is only getting stronger.

**Download the full survey report for more eye-opening findings: <http://bit.ly/2o07tCh>**

*Source: Phunware "Mobile Future" Study, 2017*

**Contact Phunware for options that fit your budget, timeline and mobile maturity.**

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