

# INSEPARABLE

## DAILY MOBILE USERS DISH ON THE DEVICES THEY LIVE WITH

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 users reported spending a staggering **6 hours per day** on mobile devices, primarily smartphones, with seemingly no end to the list of activities they do smartphone in hand.

**"I'd rather have access to my mobile device than my wallet."**

-52% of daily users

### When do they reach for their smartphones?

**87%**

As soon as I wake up



**80%**

While eating



Watching a movie

**70%**



At a doctor's appointment



**55%**

**52%**

Watching a sporting event



During sex

**5%**

**85%**

Watching TV shows



**82%**

Before bed

During work

**77%**



**62%**

Using the restroom

During a party

**60%**



**42%**

Working out



**33%**

On a date



It's clear mobile is a big part of consumers' daily lives--and increasingly their most private moments. To stay top of mind, brands must find engaging ways to be present in these moments.

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

With such high consumer interest in (and expectations of) mobile, brands can no longer consider it a "nice-to-have" platform. How are you using mobile to engage consumers?

Source: Phunware "Mobile Future" Study, 2017

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

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