10 Things to Know About the Mobile-Only Consumer



4%

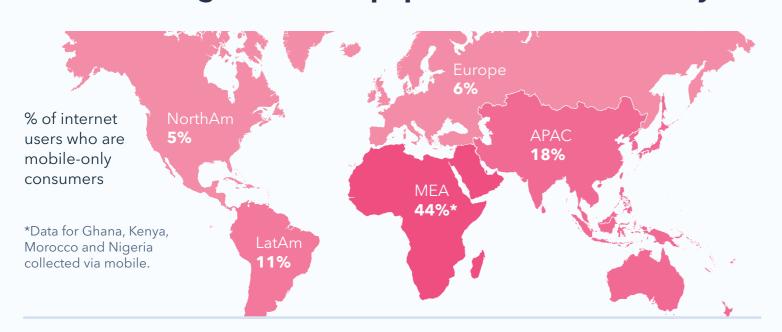
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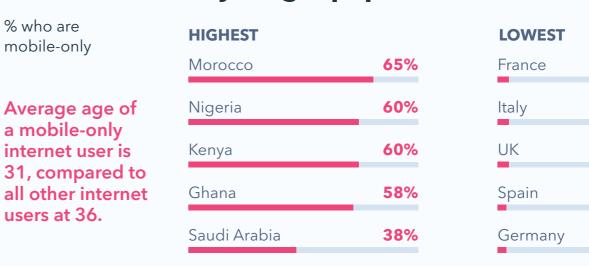
1. 16% of the global online population are mobile-only



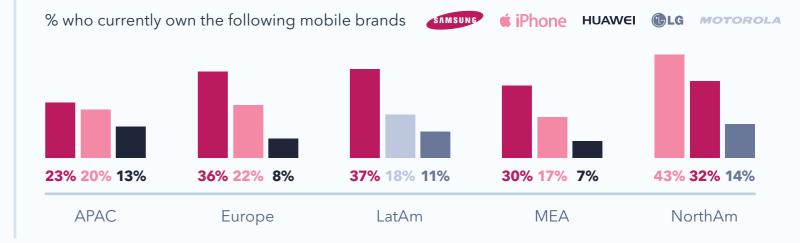
3. They're less keen on other technology than others in their age group

% who agree with the following	16 to 24	36%	1.17 IDX	32%	1.66 IDX
 "Technology makes life more complicated" "I don't understand computers and new technology" 	25 to 34	42%	1.17 IDX	39%	1.54 IDX
	35 to 44	41%	1.29 IDX	36%	1.59 IDX
	45 to 54	52 %	1.67 IDX	54%	2.63 IDX
Note: Index figures are measured against the global age group average	55 to 64	42%	1.46 IDX	56%	2.83 IDX

2. Mobile-only users are younger and more prevalent in countries with younger populations

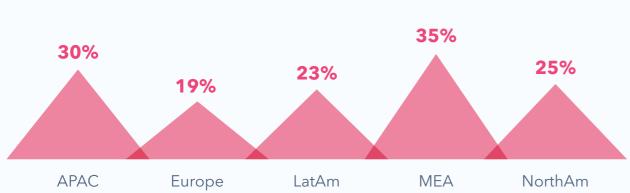


4. Samsung dominates Latin America; **Apple leads in North America**



5. Middle East & African users are most likely to be planning their next mobile purchase

% who plan to buy/upgrade a mobile phone in the next 6 months



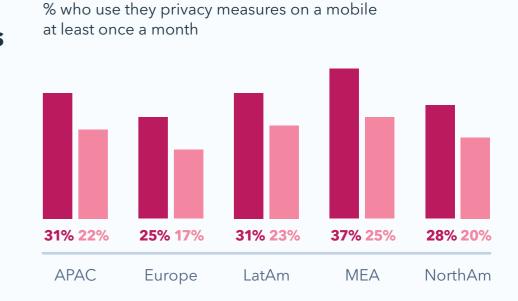
6. Latin American mobile-only users are the biggest group of privacy tool users



Average daily time spent on

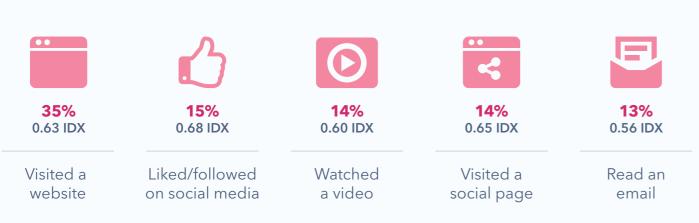
social media:

02:26



7. They're less likely to engage with brands on social media

% who engaged with brands or branded content in this way last month

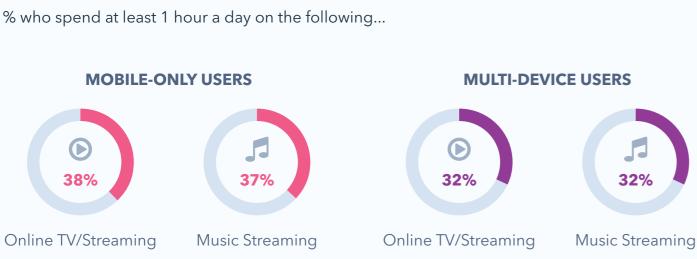


8. Top motivations for social media use are still very much social



9. They're ahead of multi-device users for online entertainment like TV and music streaming

% who spend at least 1 hour a day on the following...



10. Mobile-only users are less likely to use search engines for product research

% who mainly use the following when looking for more information about brands/products/services...

