

THE POWER OF MOBILITY

"The mobile wave is coming. If you're not ready to ride it, you'll be swept away by a tsunami of change that will fundamentally alter the world."
– USA TODAY, August 27, 2012



6.8 billion people on the planet;
4 BILLION USE A MOBILE PHONE

ONLY 3.8 billion use a toothbrush

Mobile device use increases in the
LATE NIGHT AND EARLY MORNING



while PC's are used during working hours and tablets during the night



75% OF AMERICANS

bring their phones to the bathroom

25% OF AMERICANS

use **ONLY** their mobile device for Internet use



The average person reports
a lost wallet after 26 hours

and a lost phone after **68 MINUTES**

80% OF SMARTPHONE OWNERS want
more mobile-optimized information

while they're shopping



50% OF ALL LOCAL SEARCHES

are performed on mobile devices

**50% of Twitter's
165 MILLION USERS**

use Twitter Mobile

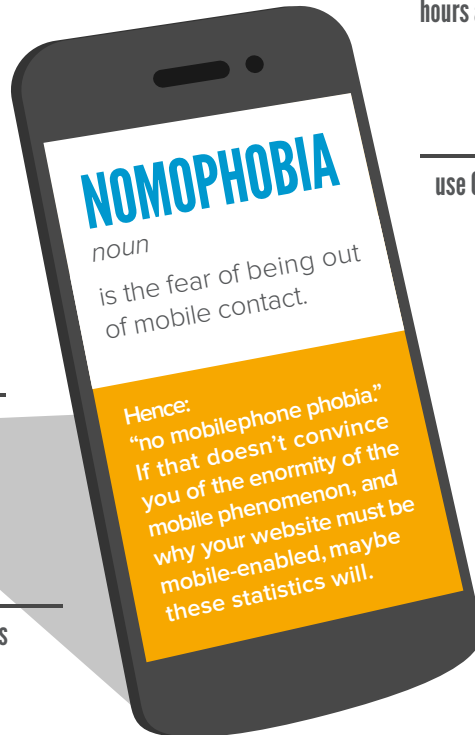


WOMEN AGED 35-54

are the most active group in mobile socialization

**82% of CANADIANS &
75% of AMERICANS**

use a social network



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