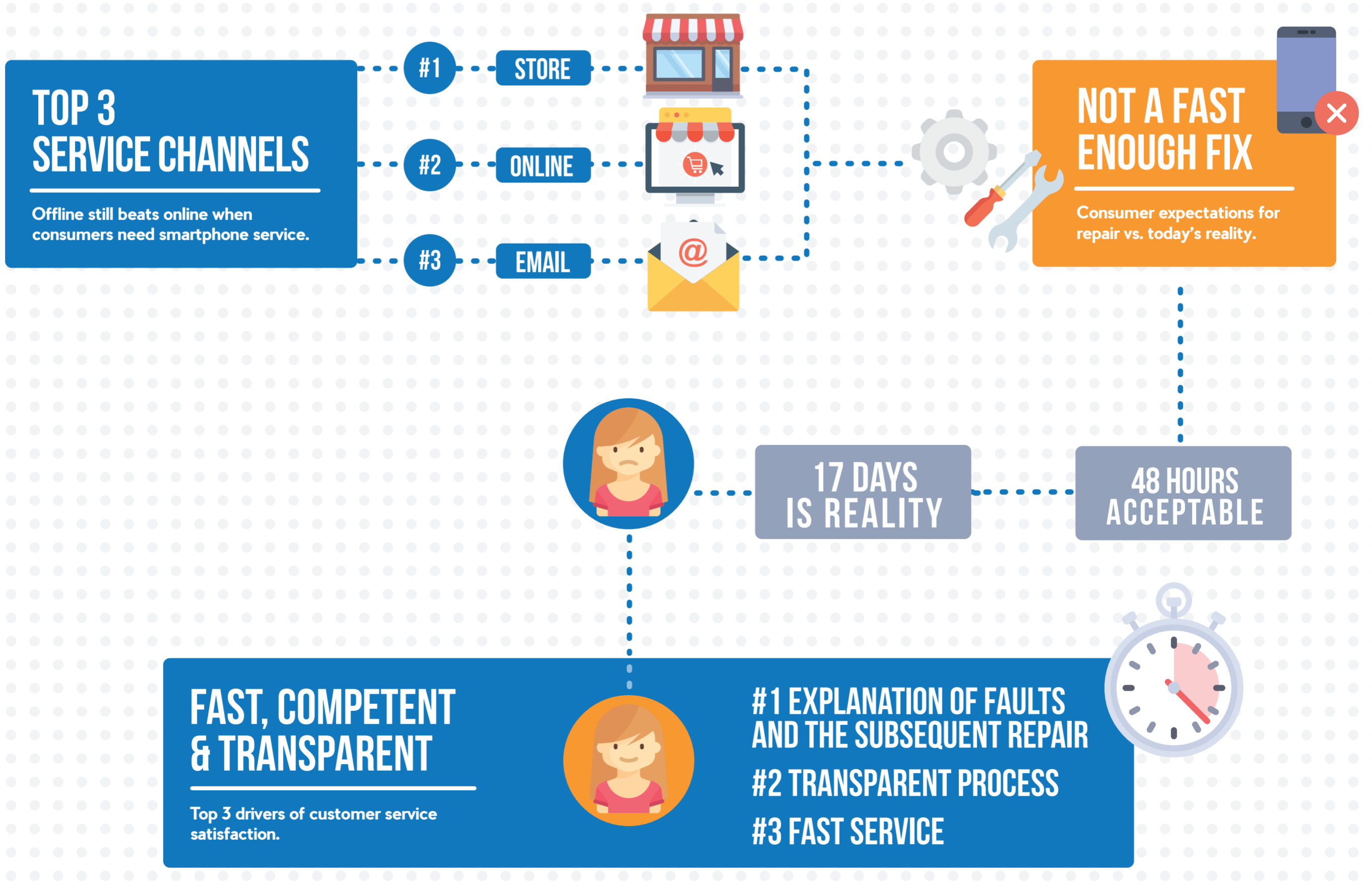
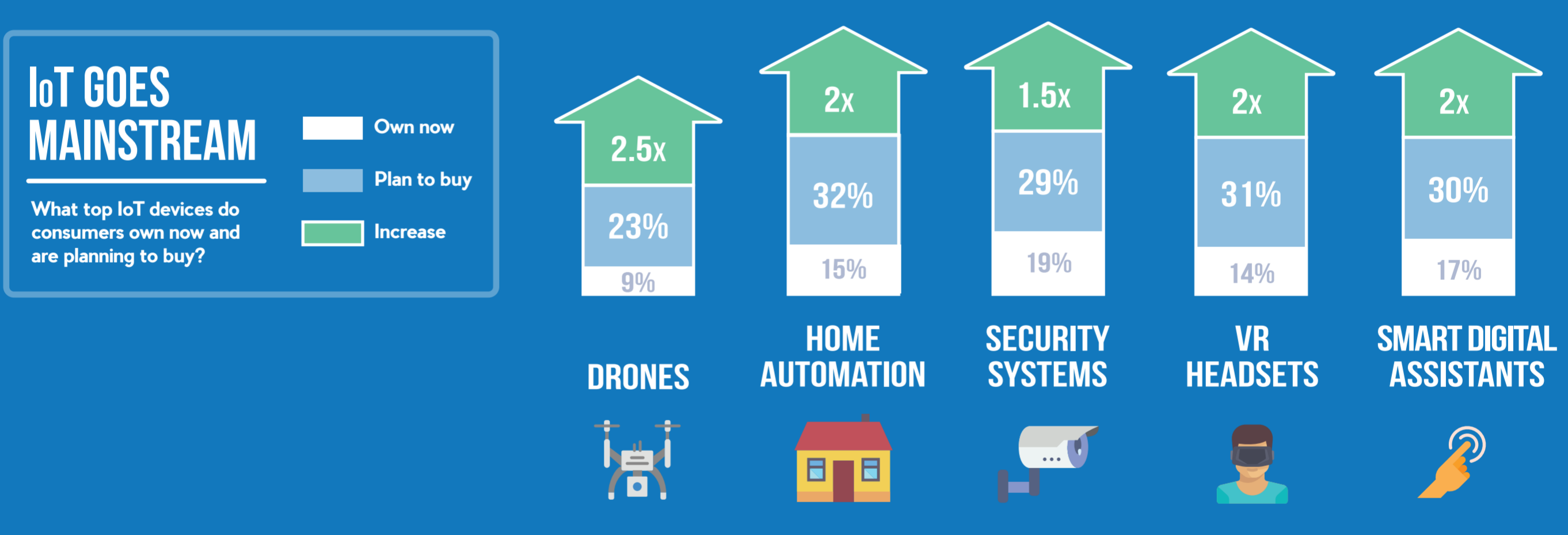
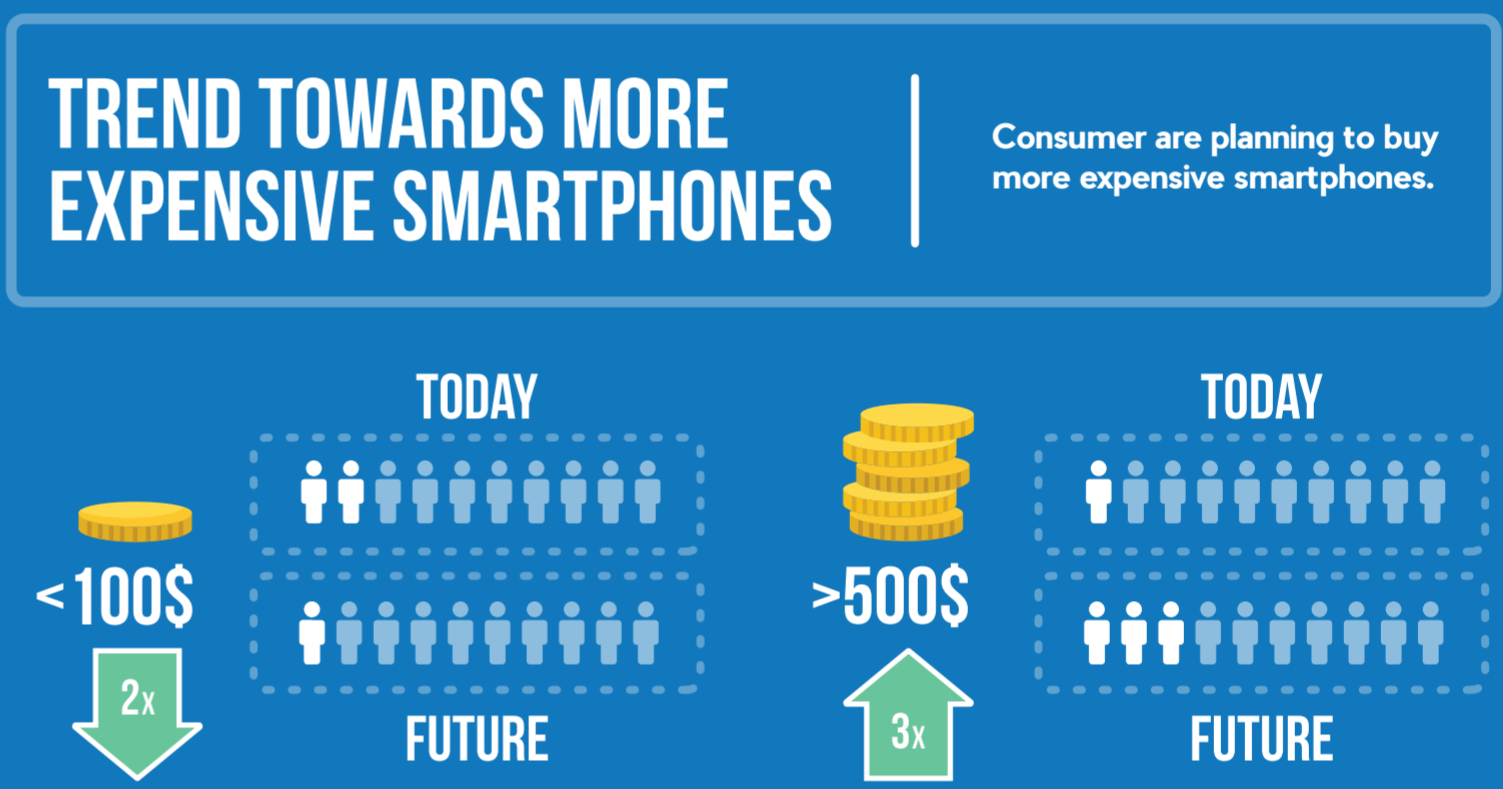
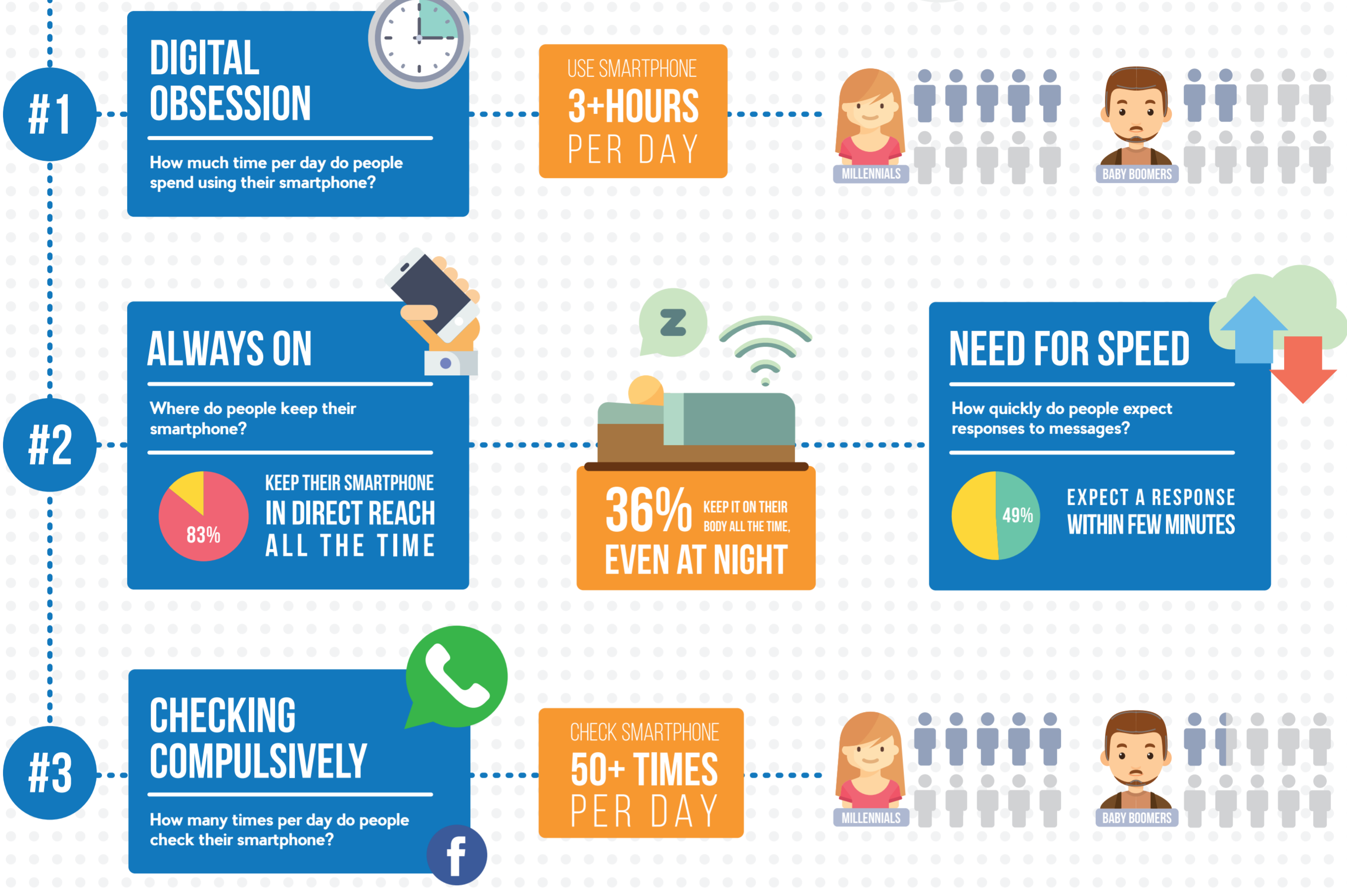
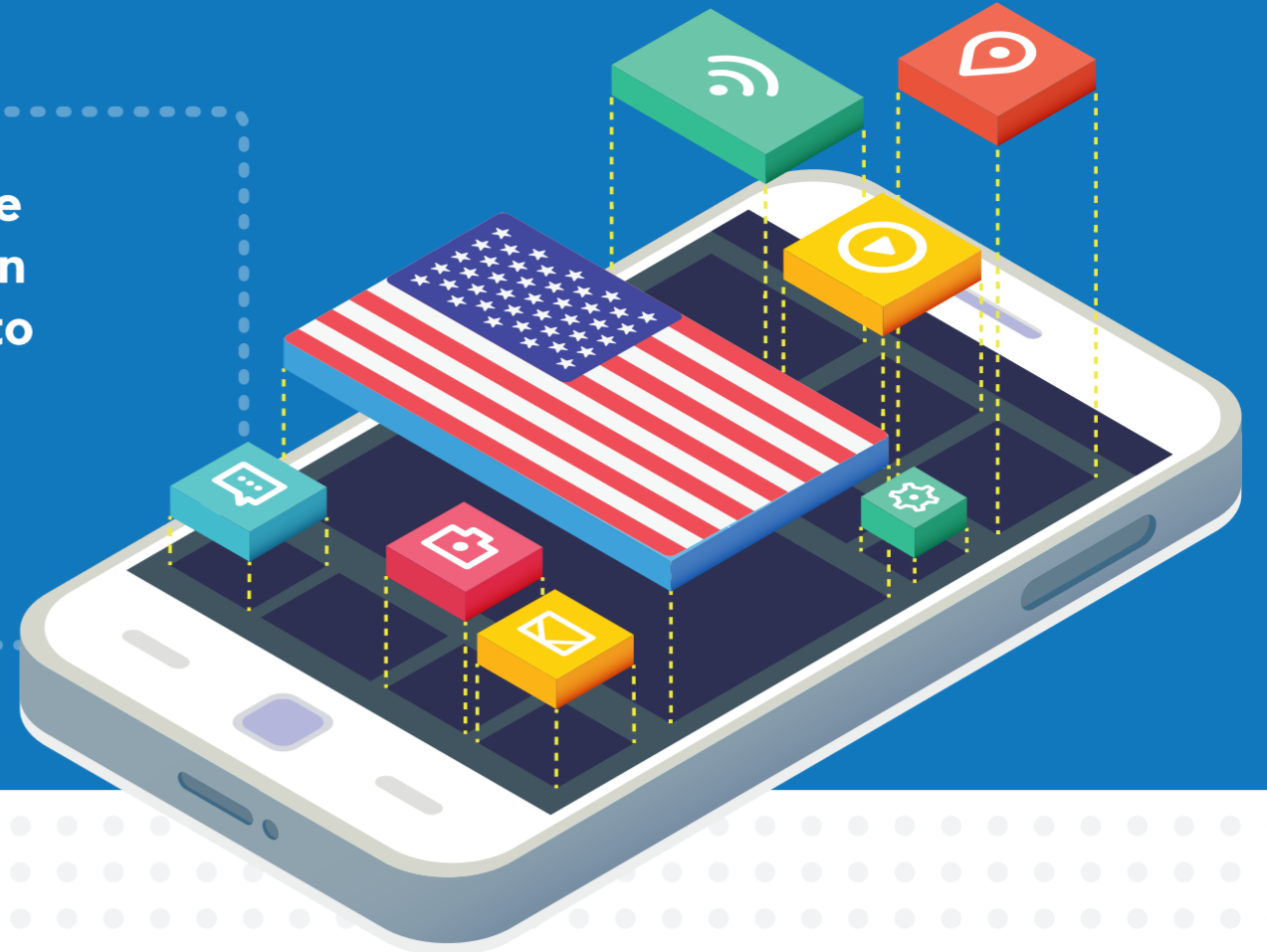


# SMARTPHONE & IoT CONSUMER TRENDS 2017

Five out of ten Millennials in the US look at their smartphone more than 50 times a day. 85% of people keep their phone in direct reach all the time and 49% expect friends and family to respond to messages within a few minutes.

These and other exciting insights can be found in the B2X Smartphone and IoT Consumer Trends 2017 global study.



The B2X Smartphone and IoT Consumer Trends 2017 study is based on interviews of more than 2,600 people in Brazil, Germany, India, Russia and the United States conducted by Facit Research in cooperation with Prof. Dr. Anton Meyer and Prof. Dr. Thomas Hess from the Institutes of Marketing and New Media at the Ludwig-Maximilian's University of Munich. Methodology was online interviews (CAWI).