

SMARTPHONE OBSESSION

INCREDIBLE INSIGHTS

Seven out of ten people in the US won't give up their smartphone for one month, even if offered a day with their favorite celebrity.

One in three feel lost or frustrated without it and most people would give up social life and hobbies before their smartphone for a week.

These and other incredible insights were discovered in the B2X Smartphone and IoT Consumer Trends 2017 global study.



#1

SMARTPHONE BEATS GEORGE CLOONEY

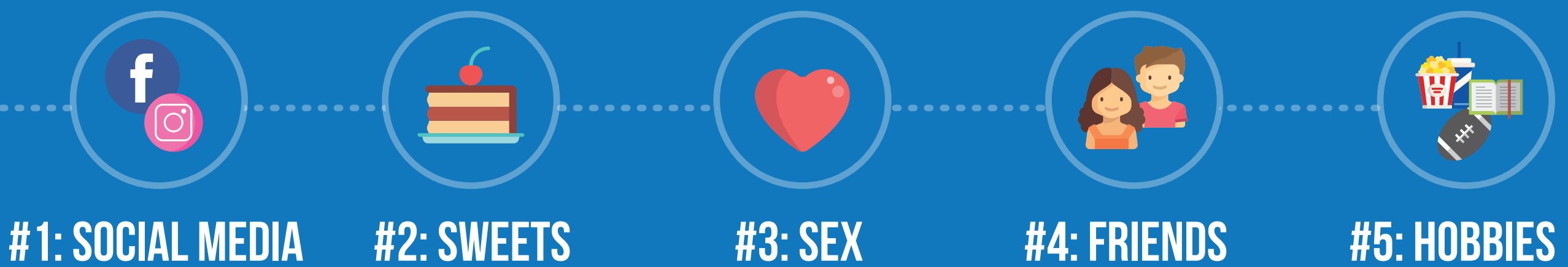
People won't even give up their smartphone for a month in exchange for cash, dream vacation or a day with their favorite star.



#2

SMARTPHONE FIRST

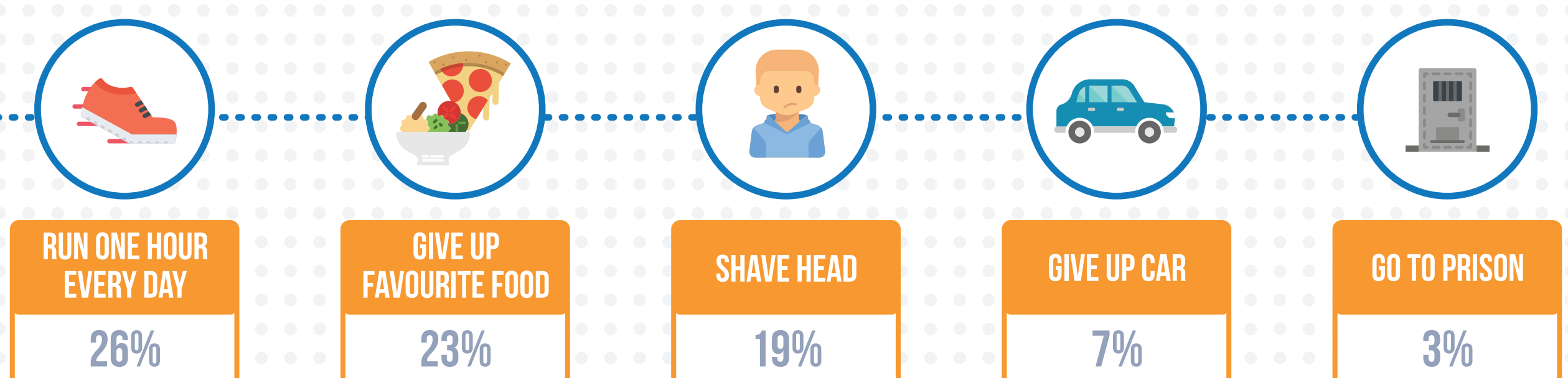
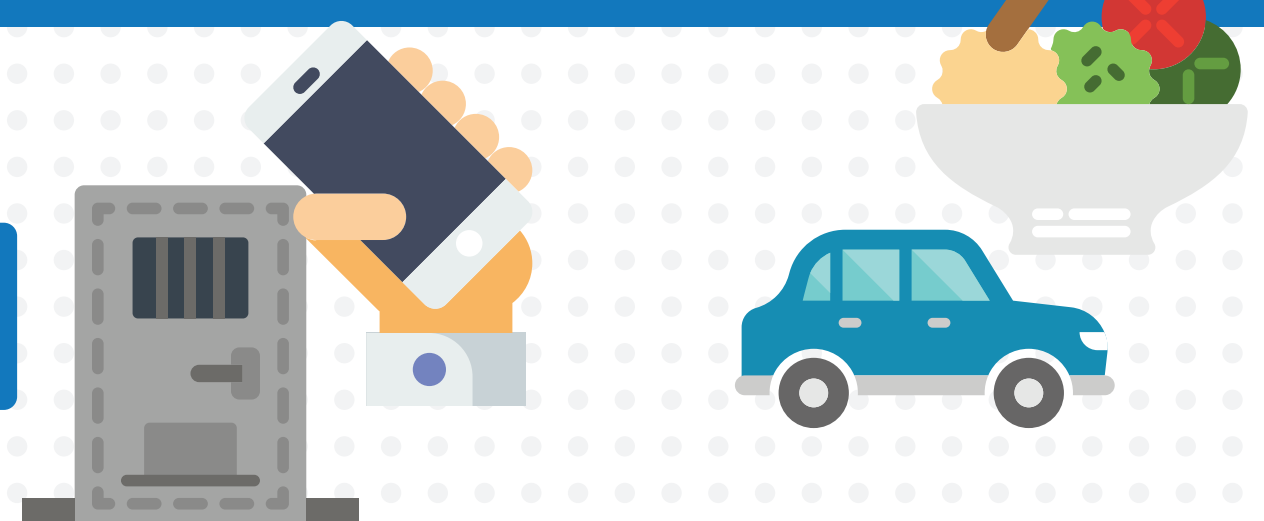
Most people prefer to give up family, friends or sex for a week before their smartphone.



#3

EVEN PRISON

What people would do to keep their smartphone for a year.



#4

LOST & FRUSTRATED

How people feel without their smartphone.

