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.

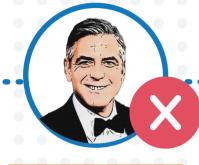
These and other incredible insights were discovered in the B2X Smartphone and IoT Consumer Trends 2017 global study.





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.







10% SALARY INCREASE 55%



EXTRA WEEK OF VACATION 49%



DREAM HOLIDAY 32%



\$1,000 30%

#2

SMARTPHONE FIRST

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











#2: SWEETS



#3: SEX



#4: FRIENDS



#5: HOBBIES

EVEN PRISON

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







RUN ONE HOUR EVERY DAY 26%



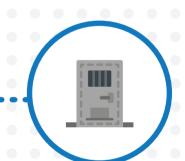
GIVE UP FAVOURITE FOOD 23%



SHAVE HEAD 19%



GIVE UP CAR 7%



GO TO PRISON 3%

#4

LOST & FRUSTRATED

How people feel without their smartphone.



SAD

14%

32%

FRUSTRATED

STRESSED

25%

30%

LOST





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).

