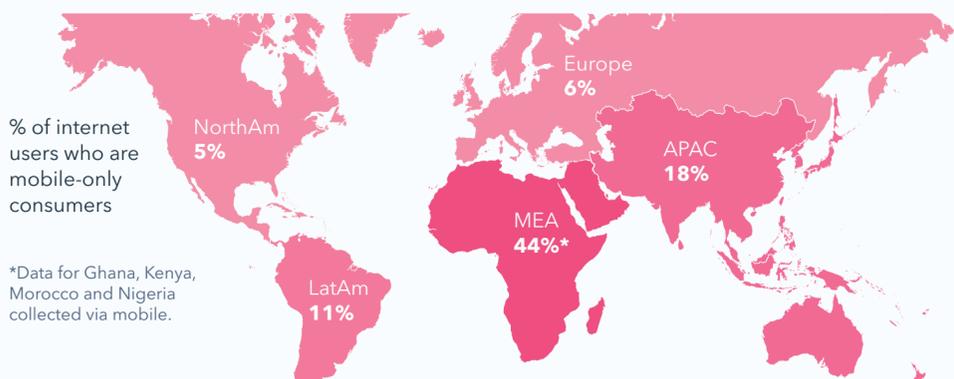
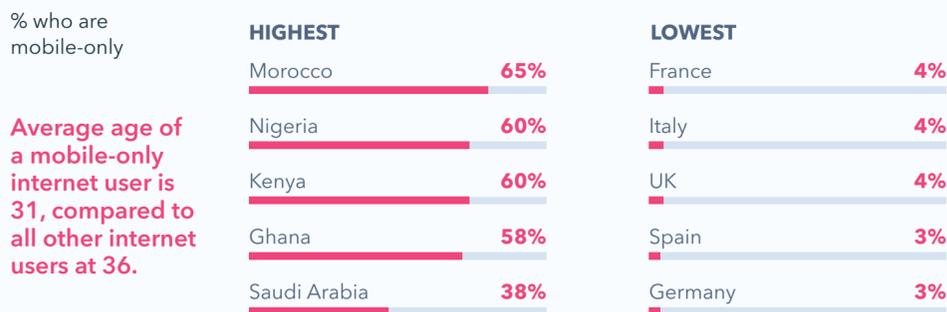


10 Things to Know About the Mobile-Only Consumer

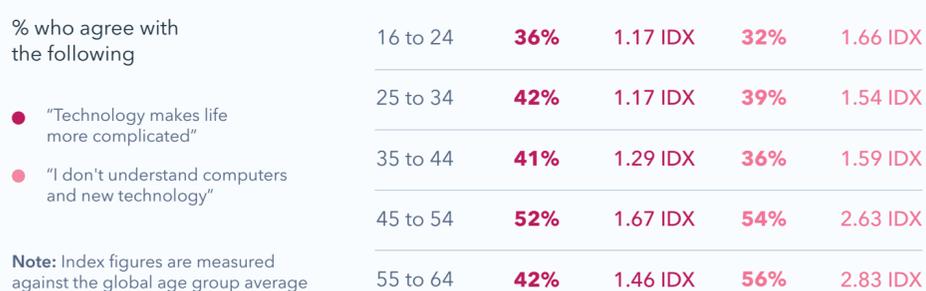
1. 16% of the global online population are mobile-only



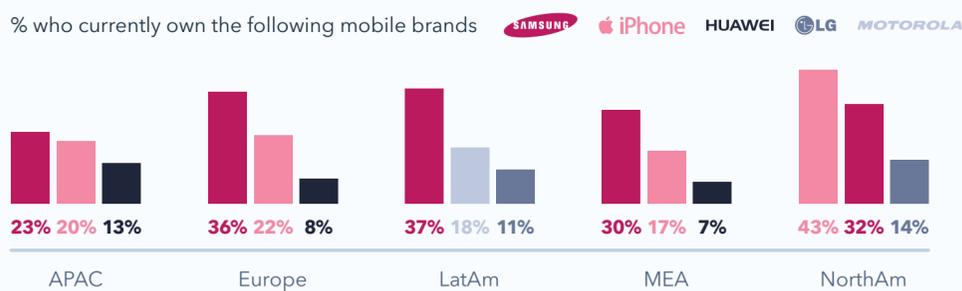
2. Mobile-only users are younger and more prevalent in countries with younger populations



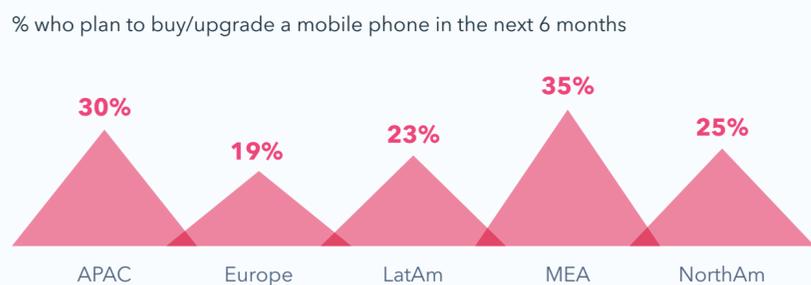
3. They're less keen on other technology than others in their age group



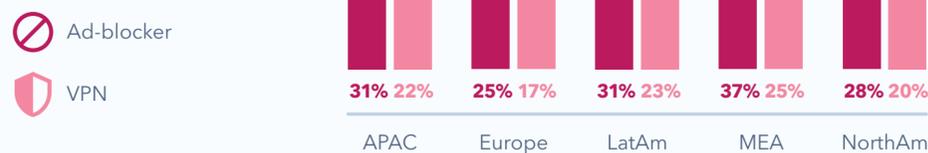
4. Samsung dominates Latin America; Apple leads in North America



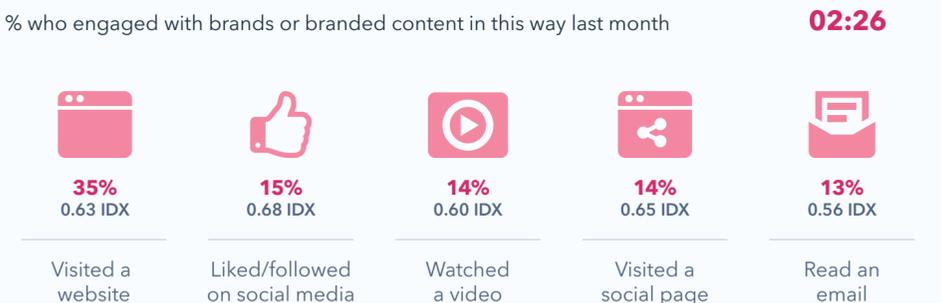
5. Middle East & African users are most likely to be planning their next mobile purchase



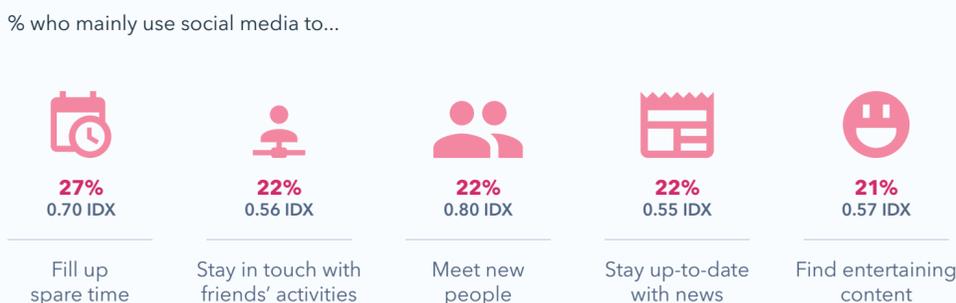
6. Latin American mobile-only users are the biggest group of privacy tool users



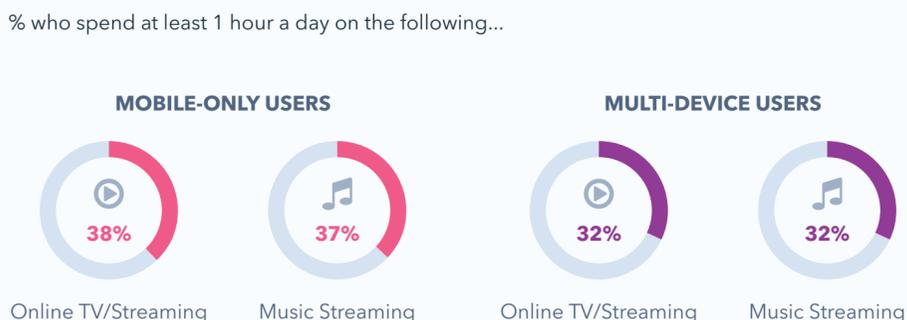
7. They're less likely to engage with brands on social media



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



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

