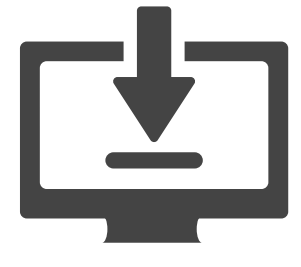


Mobile's Hierarchy of Needs

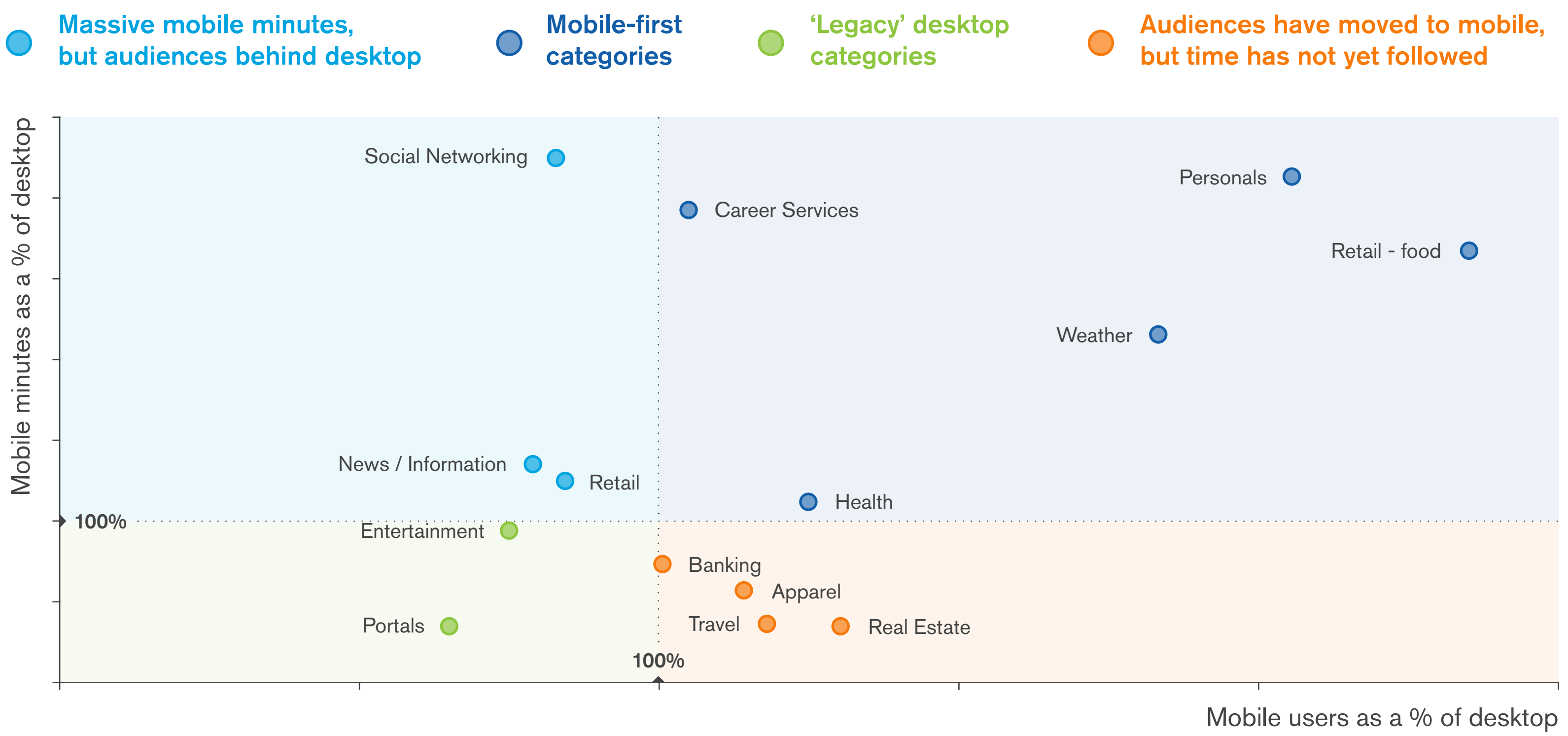
How mobile evolved as the primary tool for the digital omnivore



Mobile devices account for more than 60% of digital time in all 9 regions researched. The data below illustrates how mobile consumption can be aligned with human needs. For more detail, download the full report at comscore.com/mobile.

The uneven distribution of 'mobile first'

In all markets, categories have shifted audiences and time to mobile in varying degrees.

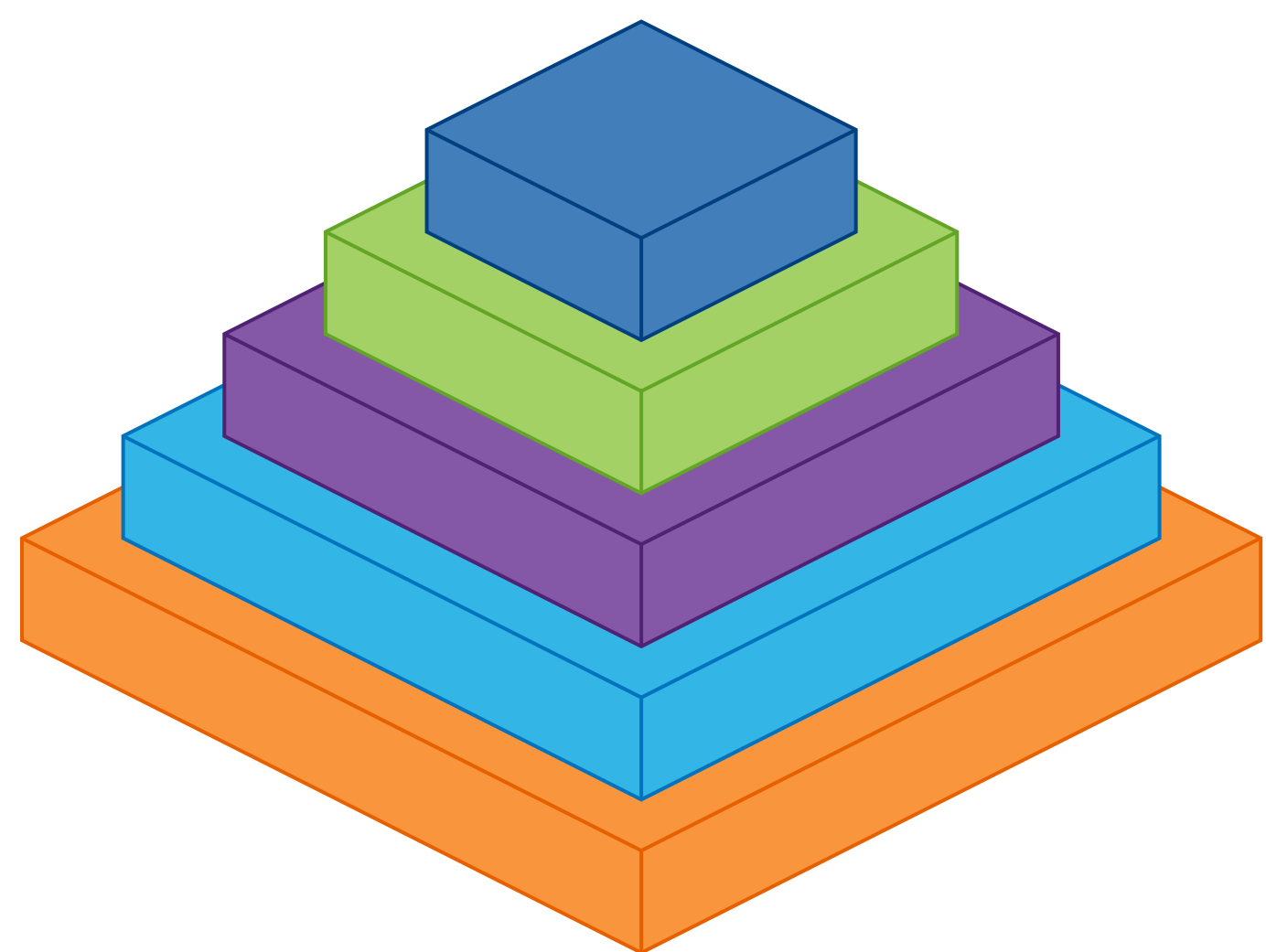


Source: comScore MMX Multi-Platform, Canada, January 2017

Maslow's hierarchy of needs (and how mobile meets it)

Many prominent mobile categories can be aligned against Abraham Maslow's hierarchy of human needs.

- SELF-ACTUALISATION**
Travel
- ESTEEM**
Newspapers, Social Networking
- LOVE / BELONGING**
Personals
- SAFETY**
Banking, Weather, Career Services
- PHYSIOLOGICAL**
Health, Apparel, Retail - Food, Real Estate



PHYSIOLOGICAL

Smartphones enable daily healthy habits



Avg. daily smartphone users of the Health category (Jan 2017 vs. Jan 2016)

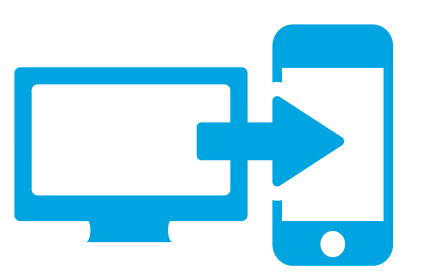
USA **+18%**

Canada **+43%**

UK **+15%**

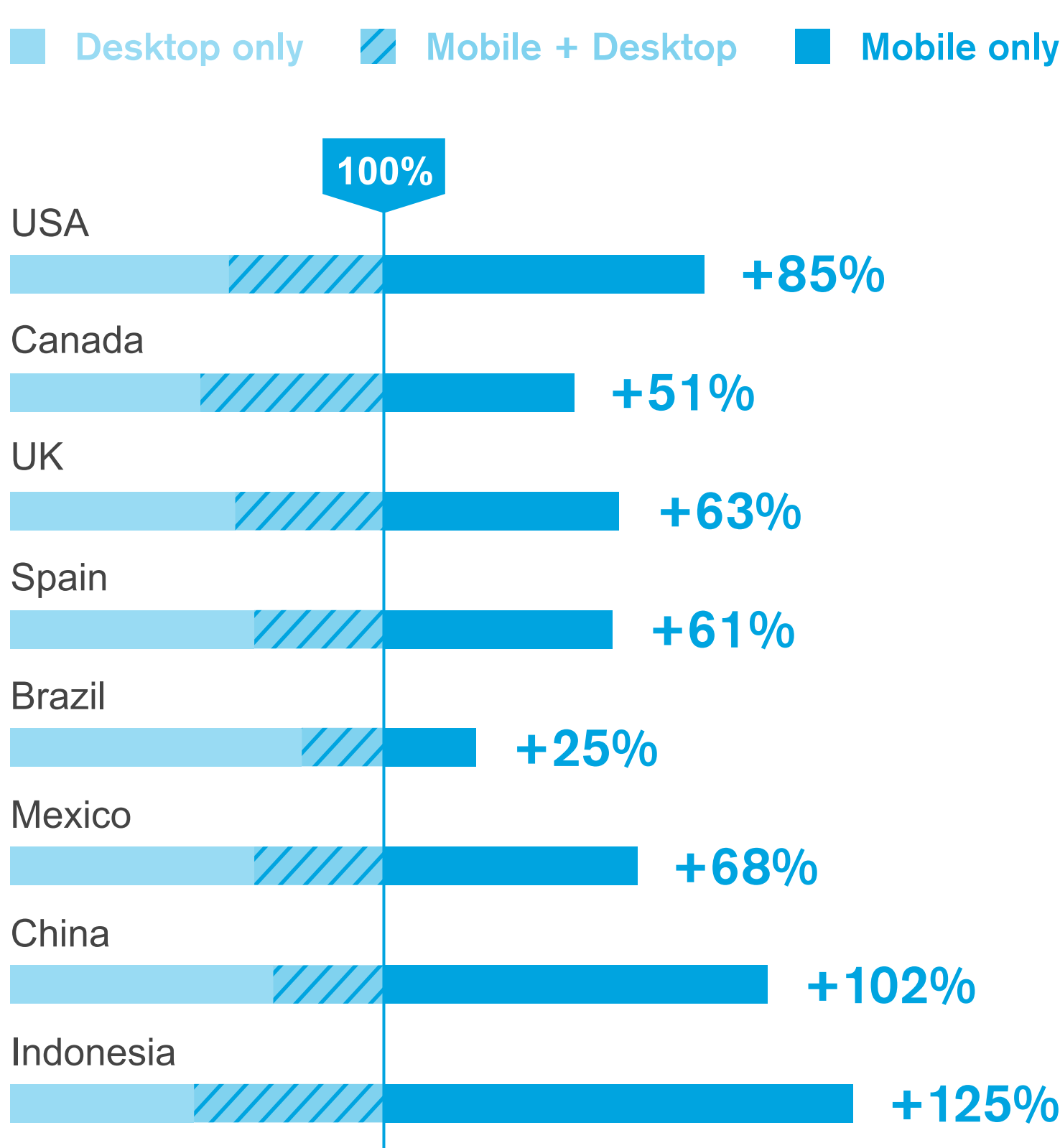
SAFETY

Banking audiences trust mobile, depart desktop



>50% of consumers have now abandoned desktop for their banking needs

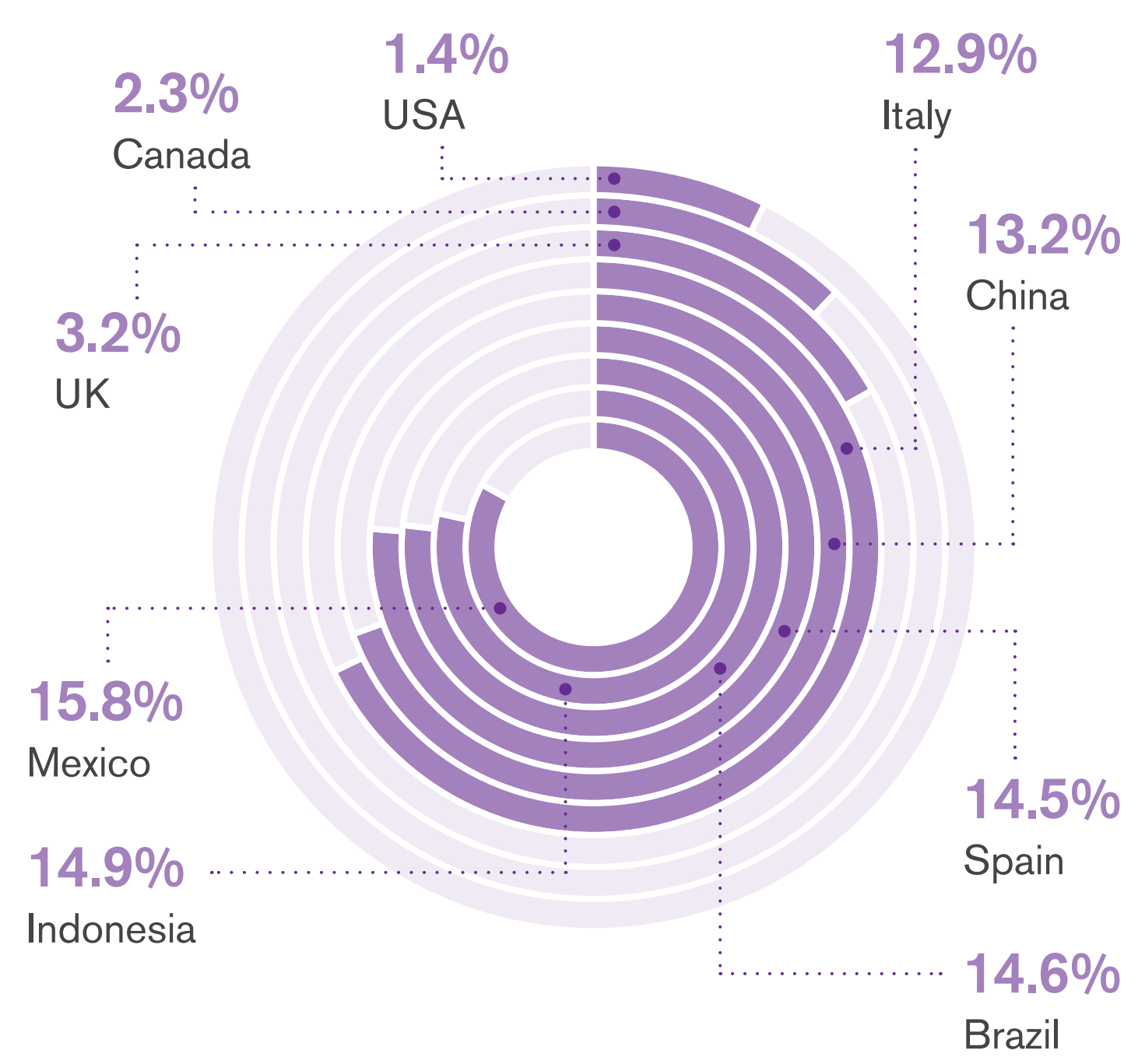
Mobile banking adds large incremental audiences to desktop



LOVE / BELONGING

Market adoption of messaging apps is a local consideration

% of mobile mins. for 5 major messaging apps



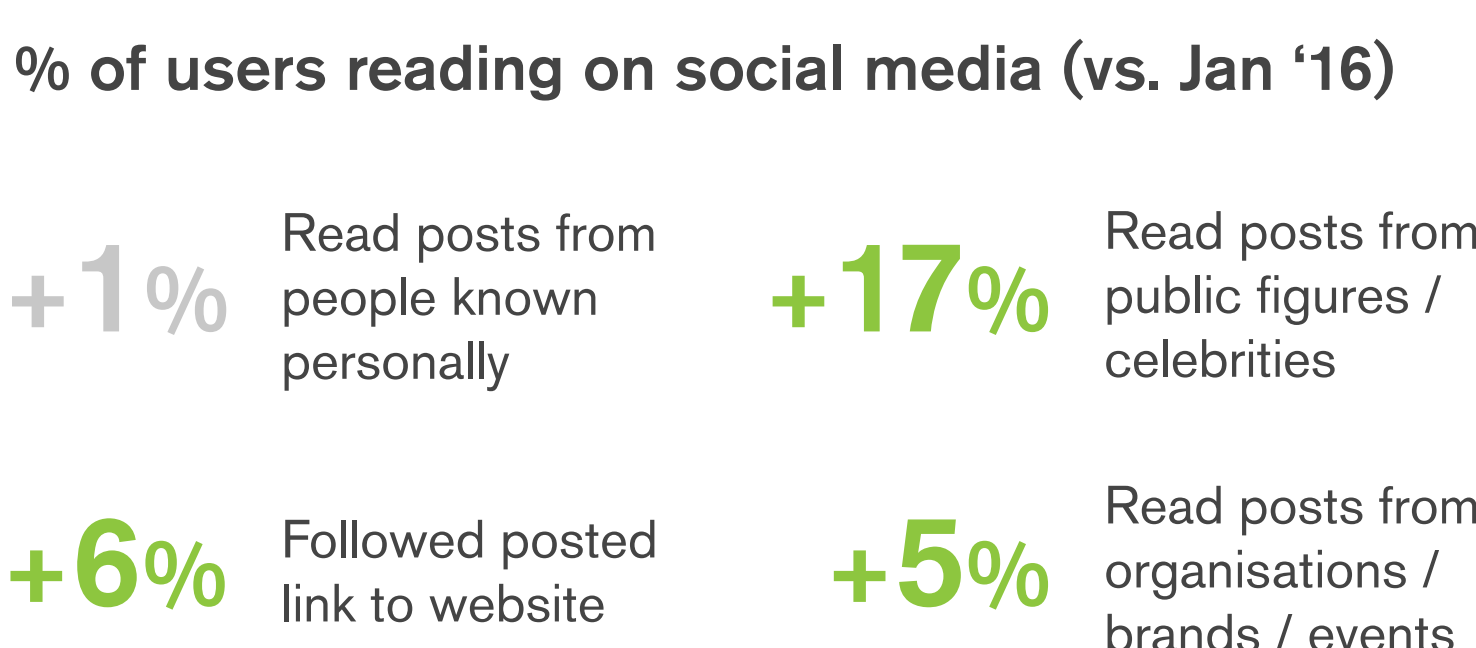
Popular messaging apps

- LINE (Indonesia)
- QQ Messenger (China)
- WeChat (China)
- WhatsApp (UK, Spain, Italy, Brazil, Mexico)
- Facebook Msg. (USA & Canada)

ESTEEM

Social Media esteem is now driven by content choices

Data from Spain confirms that users are posting and consuming fewer personal statuses, and increasingly using social platforms to share and consume content that reflects their views.

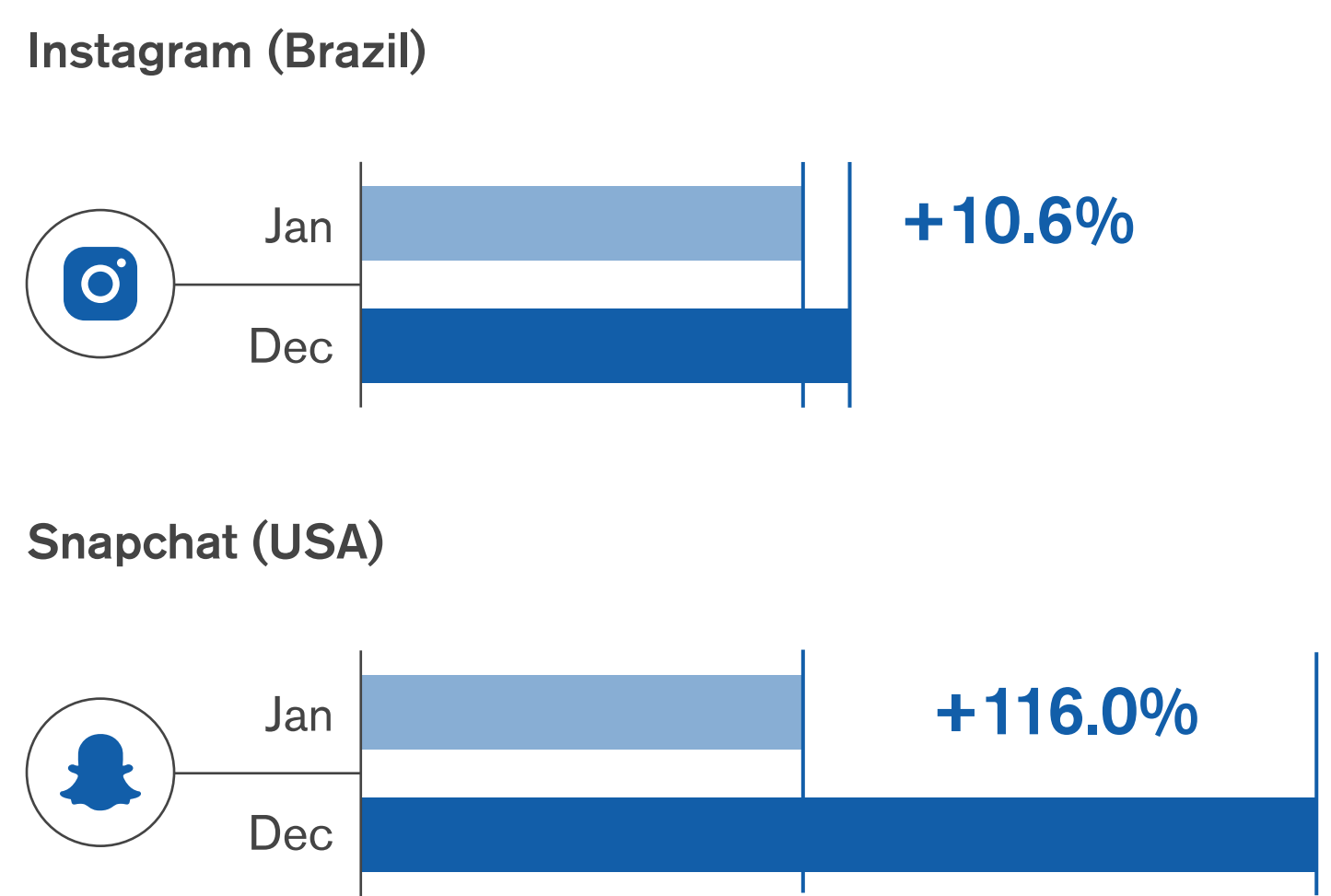


Source: comScore MobiLens, Spain, Jan 2017 (3 month average)

SELF-ACTUALISATION

Creative apps are flourishing on mobile around the world

Total unique visitors in 2016



Contact Us

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