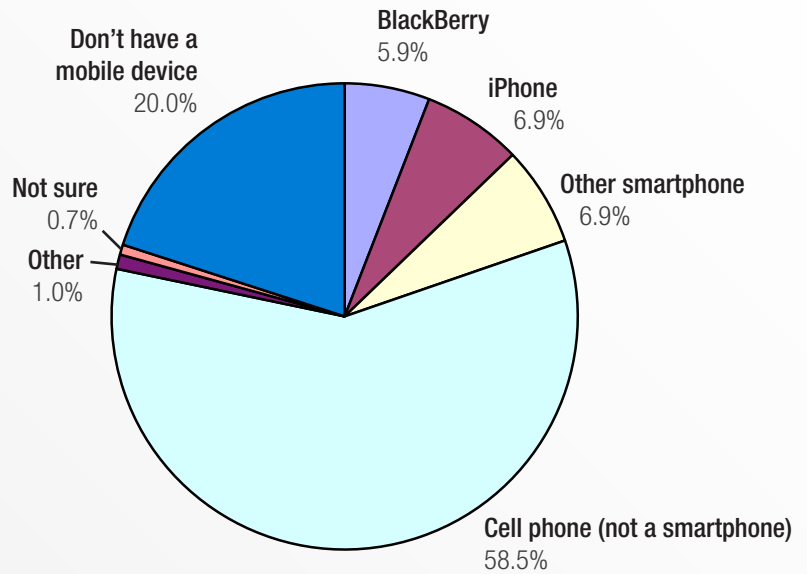


Consumer Survey Results

Is your primary mobile device a:

Although mobile banking is thought to be the next big thing, most consumers purchase cellular phones, not the smartphones needed to dial up account information. While it is projected that by 2013, smartphones will make up 38 percent of all handsets, that is not the case today. Nearly 60 percent of consumers own regular cell phones compared with seven percent who own an iPhone. Six percent bought a BlackBerry and seven percent purchased another type of smartphone, such as an Android. Still, 20 percent of consumers don't own any mobile device.



Is the size of your bank or credit union:

