

CONSUMER TECHNOLOGY: HOW WE'RE STAYING CONNECTED

And What's Shaping the Future

An infographic brought to you by CRäKN

Tech Usage by the Numbers

1 in 5

people go online
almost constantly (1)

36%

of 18-29 year olds say they
are online constantly (1)

79%

of wireless subscribers use
their phones for text (2)

4h 39m

amount of time people 18+ spend
on communication apps daily (2)

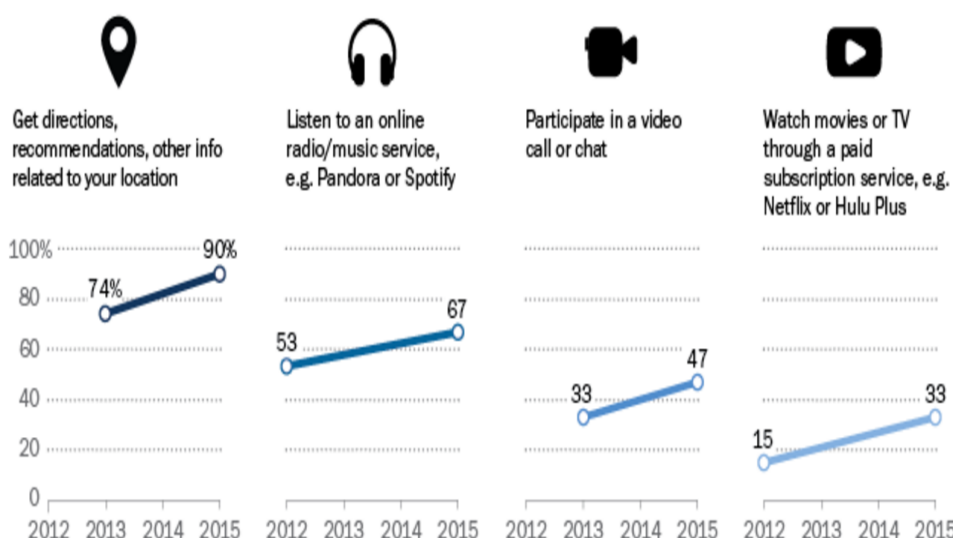
Savvy Smartphone Users

Americans increasingly use
smartphones for more than
voice calls & texting...

% of U.S. smartphone owners ages 18 &
over who have ever used their phone
to....

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Note: In 2012, the survey question was asked of cellphone owners who use the internet or email on their cellphone or download apps to their cellphone. In 2013, item wording was "Get directions, recommendations, or other information related to a location where you happen to be."

Source: Survey conducted June 10-July 12, 2015. Trend data is from previous Pew Research Center surveys.

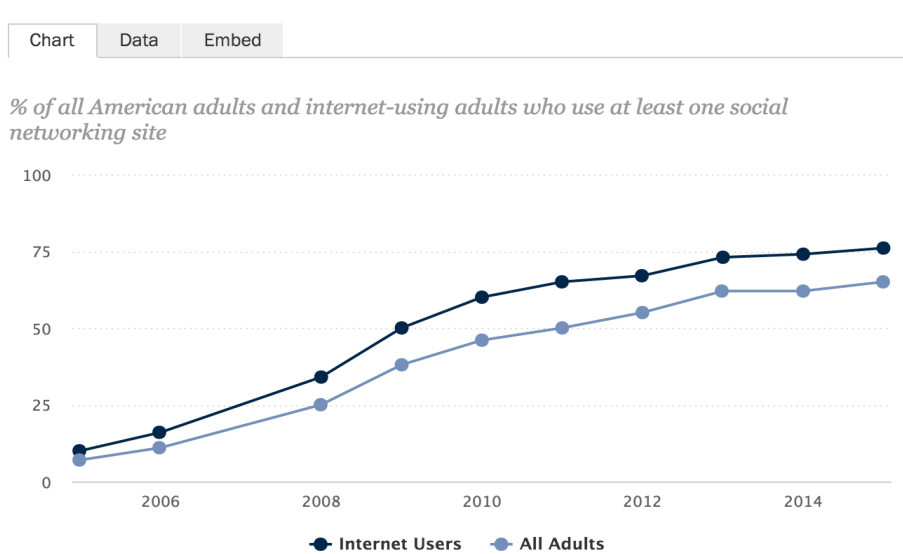
PEW RESEARCH CENTER

From pewresearch.org/fact-tank/2016/01/29/us-smartphone-use/ft_01-27-16_smartphoneactivities_640/

Social Media By the Numbers

Is there a limit to how social we will get?

Social Networking Use Has Shot Up in Past Decade



From pewinternet.org/2015/10/08/social-networking-usage-2005-2015/

Twitter:
500 Million: Tweets per day
65+: fastest growing segment on Twitter (3)

Facebook:
4 Billion: video views daily
1.49 Billion: active users on Facebook

8 out of 10 people: rely on
recommendations from others on
Facebook, YouTube, Yelp & more (4)

Where Are We Headed?

The future brings entirely new "smart" experiences to consumers

GROWTH OF AUGMENTED REALITY:

"Yeah!"
- CEO Mark Zuckerberg's response when asked if Facebook is working on augmented reality (5)

Disney is working on augmented reality with its AR coloring books (6)

MORE STREAMING VIDEO:

78% of people watch videos online each week (7)

About 40% of families already purchase a tribute video at funerals

INCREASED USAGE OF 3D PRINTING:

Toys and Products: one-of-a-kind products that can be made quickly and less expensively

Medical: from printing body parts to ceramic teeth replacements, the medical industry is leading edge when it comes to taking advantage of on-demand 3D printing

Funeral: one-of-a-kind urns are already being printed in unique shapes (8)

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prevent errors.

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Sources

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