First we talked, then texted – what’s next? Our latest Trends in Consumer Mobility Report explores this very question, as well as timely mobile trends and forward-looking consumer behaviors that increasingly impact our everyday lives.

More than ever before, we find the evolution of mobile technology is changing how we communicate and build relationships. Social media is the new “digits,” as the phone number becomes extinct.

As Americans, we rarely realize how ‘app-tive’ we are. Our mobile has become an extension of ourselves and so ingrained in our daily lives to the point where it’s fading into the background.

From next-gen relationships to kissing cash goodbye, the findings from this report truly demonstrate our growing mobile-first mindset.

"We take a unique high-tech, high-touch approach at Bank of America, meeting our 36 million digital clients where they are."

Nikki Katz, Head of Digital Strategy and Emerging Experiences

Click to explore:

- Next-gen relationships
- Evolution of communication
- Staying “app-tive”
- Paying the new way
- Kissing cash goodbye
- Accelerating the move to mobile banking
- The decline of the password
Next-gen relationships

Phone numbers are on the verge of extinction. When meeting new people, younger Americans (ages 18-22) are turning to social media to stay in touch.

Majority of Americans believe they can be friends with someone they have only met virtually.

- **Gen Z**: 71%
- **Millennials**: 64%
- **Gen X**: 59%
- **Baby boomers**: 50%

Americans see no distinction between the digital and physical worlds, as 42 percent view communicating virtually just as or more meaningful than communicating in-person.

- **Gen Z**: 44%
- **Millennials**: 55%
- **Gen X**: 38%
- **Baby boomers**: 24%
Evolution of communication

The evolution of mobile technology is drastically changing daily communications. Americans are taking many different factors into consideration before deciding to make a phone call, send a text or talk in-person. And it’s clear that when communicating, relationships are everything.

What are the factors that determine the way you choose to communicate with others?

<table>
<thead>
<tr>
<th>Importance of the conversation</th>
<th>Relationship status</th>
<th>Urgency of the conversation</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>38%</td>
<td>36%</td>
</tr>
</tbody>
</table>

41% of Gen Zers also say that their mood plays a major part.

What best describes the way you communicate with the following?

<table>
<thead>
<tr>
<th>Mostly or entirely via mobile</th>
<th>Mostly or entirely in-person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siblings</td>
<td>74%</td>
</tr>
<tr>
<td>Friends</td>
<td>68%</td>
</tr>
<tr>
<td>Parents</td>
<td>53%</td>
</tr>
<tr>
<td>Colleagues</td>
<td>39%</td>
</tr>
<tr>
<td>Children</td>
<td>33%</td>
</tr>
<tr>
<td>Significant others</td>
<td>16%</td>
</tr>
</tbody>
</table>

When it comes to mobile, Americans are most likely to...

<table>
<thead>
<tr>
<th>Text</th>
<th>Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Siblings</td>
<td>56%</td>
</tr>
<tr>
<td>Friends</td>
<td>61%</td>
</tr>
<tr>
<td>Dad</td>
<td>36%</td>
</tr>
<tr>
<td>Mom</td>
<td>33%</td>
</tr>
<tr>
<td>Colleagues</td>
<td>44%</td>
</tr>
<tr>
<td>Children</td>
<td>41%</td>
</tr>
<tr>
<td>Significant others</td>
<td>46%</td>
</tr>
</tbody>
</table>
Staying “app-tive”

Consumers are turning to apps to manage their everyday lives, with 28 percent of Gen Zers even accessing apps more than 50 times a day.

Consumers are most likely to depend on the following types of apps…

- Navigation: 68%
- Entertainment: 58%
- Retail: 55%
- Music: 51%

...and rely on them to:

- Earn rewards: 48%
- Connect with others: 36%
- Track their location: 35%
- Make payments: 34%

When asked to describe their favorite app’s personality, several traits rise to the top.

- Trustworthy: 37%
- Easygoing: 36%
- Well-rounded: 27%

Americans prefer an app that is easy to use (35 percent) and efficient (23 percent), compared to one that is entertaining (12 percent) or social (5 percent).
Paying the new way

Person-to-person payments (P2P) continue to take off, as 44 percent of consumers currently use P2P technology, an 8 percent increase year over year.

When it comes to how often consumers are using P2P, most use it at least monthly, with 47 percent of Gen Zers turning to the payments technology on a daily or weekly basis.

Eighty-one percent are comfortable gifting money via P2P, with birthdays, graduations and holidays the top occasions for doing so.
Kissing cash goodbye

Consumers are warming up to the idea of a cashless society, as many say that they could forego physical currency for an extended period of time.

Most Americans believe an entirely cashless society will happen within their lifetime, and many predict it may even be sooner.

- 45% Within my lifetime
- 53% Within the next 20 years
- 18% Within the next five years
- 11% Within the next year
Accelerating the move to mobile banking

Mobile banking usage continues to rise, as nearly three-quarters of consumers say they use their bank’s mobile app.

![Graph showing mobile banking usage from 2015 to 2018]

95 percent of mobile banking users feel the app saves them time, with 80 percent citing it saves up to an hour per week.

Digital natives continue to lead the charge, with Gen Zers and millennials the highest adopters and most frequent users of mobile banking.

**Do you use your bank’s mobile banking app?**

<table>
<thead>
<tr>
<th>Generation</th>
<th>Use Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>78%</td>
</tr>
<tr>
<td>Millennials</td>
<td>77%</td>
</tr>
<tr>
<td>Gen X</td>
<td>67%</td>
</tr>
<tr>
<td>Baby boomers</td>
<td>59%</td>
</tr>
</tbody>
</table>

**How often do you access your mobile banking app?**

<table>
<thead>
<tr>
<th>Generation</th>
<th>Daily</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>28%</td>
<td>53%</td>
</tr>
<tr>
<td>Millennials</td>
<td>34%</td>
<td>49%</td>
</tr>
<tr>
<td>Gen X</td>
<td>33%</td>
<td>44%</td>
</tr>
<tr>
<td>Baby boomers</td>
<td>23%</td>
<td>44%</td>
</tr>
</tbody>
</table>
The decline of the password

The majority of Americans are comfortable using biometrics on their smartphone, with baby boomers surprisingly paving the way for usage.

Voice recognition 65% 71%
Facial recognition 50% 55%
Retina scan 44% 52%
Fingerprint/touch ID 69% 65%

Consumers predict emerging technology will play an even larger role in their lives over the next decade.

In the next 10 years, consumers believe...

60% It will be more difficult to disconnect entirely from technology
39% All technology devices will be touchscreen
35% All information will be accessed via biometrics
30% All payments will be digital

Methodology

Convergys Analytics (an independent market research company) conducted a nationally representative online survey on behalf of Bank of America May 2 – May 8, 2018. Convergys surveyed 1,001 adults 18+ with a current banking relationship (checking or savings) and who own a smartphone. The margin of error is +/- 3.2 percent and is reported at a 95 percent confidence level.

Generational breakdowns for this report

Gen Z
Born 1996-2000

Millennials
Born 1978-1995

Gen X
Born 1965-1977

Baby boomers
Born 1946-1964

Seniors
Born before 1946

The Convergys survey results conducted on behalf of Bank of America and interpretations in this release are not intended, nor implied, to be a substitute for the professional advice received from a qualified accountant, attorney or financial advisor. Always seek the advice of an accountant, attorney or financial advisor with any questions you may have regarding the decisions you undertake as a result of reviewing the information contained herein. Nothing in this report should be construed as either advice or legal opinion.