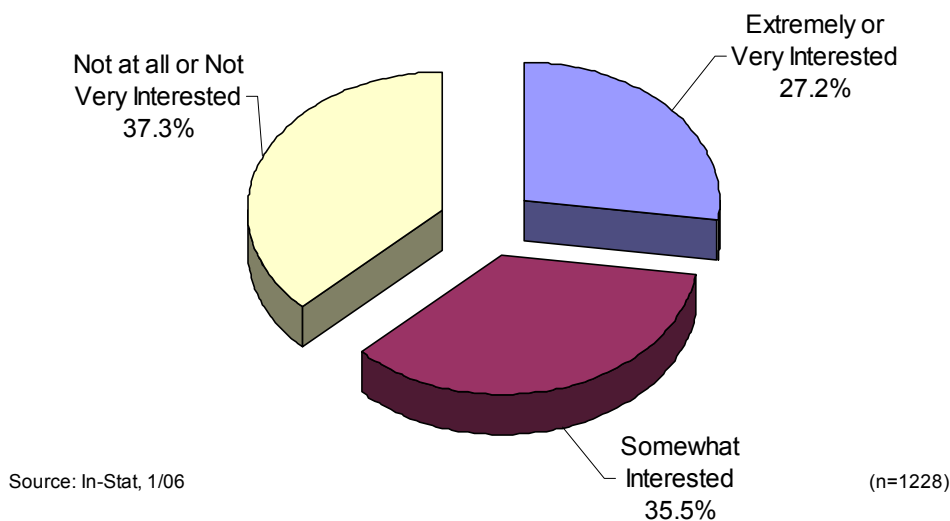


# In-Stat Technology Adoption Panel

## Executive Summary: Mobile Wallet Survey

As the use of credit and debit cards worldwide continues to expand, there is renewed interest in using cell phones as a “mobile wallet” that could be used to purchase small items, bus and train tickets and entertainment. This survey, conducted among In-Stat’s Technology Adoption Panel in December 2005, asked about overall reaction to the concept and specific ways in which it might be used.

**Figure 1. Overall Interest in Mobile Wallet**

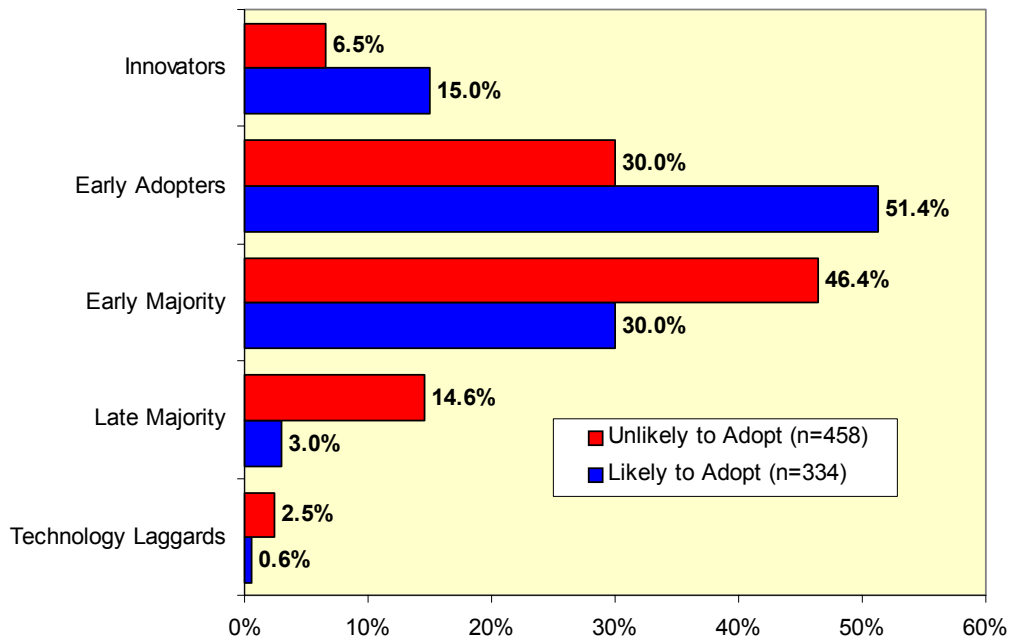


As shown in Figure 1, interest in a mobile wallet among survey respondents is evenly divided among those showing some interest, (roughly one third in “Extremely” or “Very” interested), with another third “Somewhat” interested and the final third “Not Very” or “Not at All” interested.

For this survey, In-Stat asked respondents to rate their attitudes toward technology. Responses were aligned with Rogers’ Diffusion of Technology concepts. Figure 2 shows how likely mobile wallet adopters’ attitudes differ from those who are not likely to adopt mobile wallet services.

Two thirds of those who say they are Extremely or Very Interested in mobile wallet services also consider themselves either innovators or early adopters of technology. About the same percentage of those who are Not Very or Not at All interested in mobile wallet services believe they fit into the Early Majority or Late Majority category of technology users.

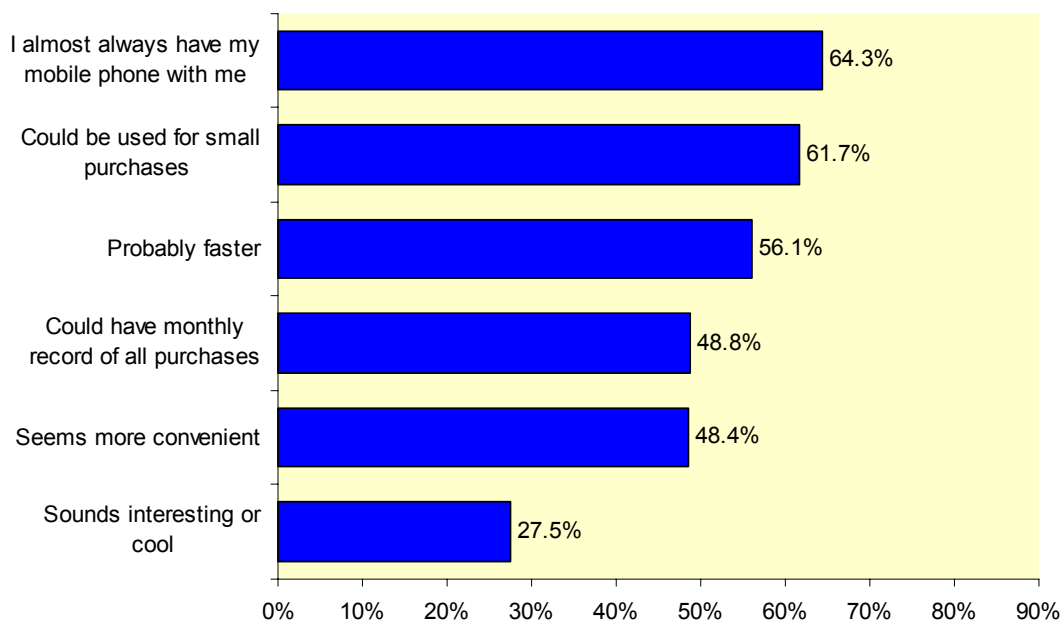
**Figure 2. Factors Influencing Interest in Mobile Wallet Services**



Source: In-Stat, 1/06

Respondents who were at least “Somewhat” interested in the mobile wallet concept were then asked to pick all the factors that influenced their interest in mobile wallet services (Figure 3). As might be expected from Technology Innovators and Early Adopters, even the “cool factor” made it into sixth place out of nine choices.

**Figure 3. Reasons for Interest in Mobile Wallet**



Source: In-Stat, 1/06