

DEPOSIT CAPTURE & SMARTPHONE  
**Mobile Trends**

MOBILE DEPOSIT  
**Attitudes**

40%  
of consumers say mobile  
deposit is desirable



25%  
made a mobile deposit  
within the last 90 days

15%  
want it but it is  
not offered by their  
financial institution

SMARTPHONE  
**Behavior**



34%  
use a smartphone  
as their **primary**  
online device



SMARTPHONE  
**Demographics**

56%  
of U.S. adults own a  
smartphone in 2014



35%  
of U.S. adults owned  
a smartphone in 2011

76%  
of those earning 75K+  
63%  
of those earning 50-74K



54%  
of those earning 30-49K  
41%  
of those earning 30K or less

79%  
of 18-29 year-olds



67%  
of 30-49 year-olds

45%  
of 50-64 year-olds

57%  
Male



53%  
Female

Data Sources: Pew Research, Javelin Strategy and Research

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*think* alloya *first*

for **Mobile Deposit Capture** services