

# WHAT'S MISSING FROM YOUR MOBILE WALLET?

## Why are Consumers holding back?

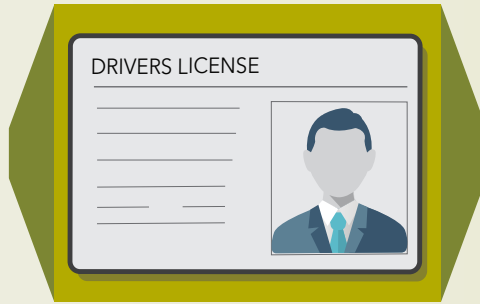
We asked 500 Consumers...

### TODAY'S PHYSICAL WALLET

Rank your wallet/purse contents:

## TOP 3

- 1 Driver's License ✓
- 2 Payments Cards
- 3 Insurance Cards



### TOMORROW'S MOBILE WALLET

Rank what you would add to your mobile wallet:

## TOP 3

- 1 Driver's License ✓
- 2 Payments Cards
- 3 Insurance Cards

73% rated it Important and 53% rated it #1!

Driver's License was again #1, 55% said likely.

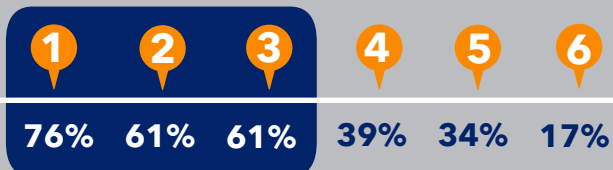
## So we looked a bit deeper...

### AGE GROUPS POLLED

- 1 18-24 years
- 2 25-34 years
- 3 35-44 years
- 4 45-54 years
- 5 55-64 years
- 6 65 or older

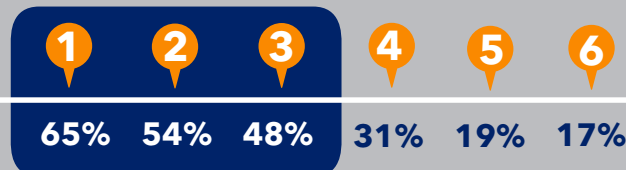
Would you use mobile wallets more if it offered everything in your physical wallet?

47% said YES



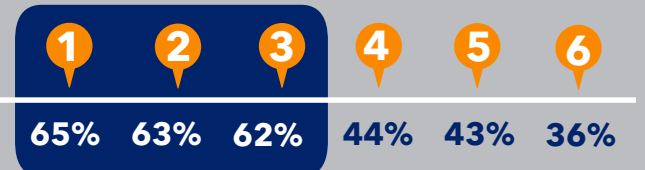
Would you potentially leave your physical wallet at home for a day?

37% said YES



Would you store your Driver's License on your mobile device if it were accepted as legal proof of ID?

52% said YES



### Could consumers be enticed by:



Broader, Full-Wallet Capabilities



Targeting the Right Consumers (<45)



Offering a Mobile ID

LEARN MORE on this research and get a "prescription for success" for both the public and private sectors in the following white paper: [www.tsys.com/mobilewalletpaper](http://www.tsys.com/mobilewalletpaper)



People-Centered Payments