



Pew Internet
Pew Internet & American Life Project

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PewResearchCenter

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Two-thirds of young adults and those with higher income are smartphone owners

66% of those ages 18-29 own smartphones; 68% of those living in households earning \$75,000 also own them

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<http://pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012.aspx>

On the eve of Apple's unveiling of the iPhone 5, 45% of American adults own smartphones. They are particularly popular with young adults and those living in relatively higher income households.

Who owns smartphones

% of American adults within each group who have a smartphone

All adults (n=3,014)	45%
Men (n=1,337)	46
Women (n=1,677)	45
Age	
18-29 (n= 478)	66
30-49 (n=833)	59
50-64 (n=814)	34
65+ (n=830)	11
Race/ethnicity	
White, Non-Hispanic (n=1,864)	42
Black, Non-Hispanic (n=497)	47
Hispanic (n=427)	49
Annual household income	
Less than \$30,000/yr (n=876)	35
\$30,000-\$49,999 (n=523)	42
\$50,000-\$74,999 (n=371)	56
\$75,000+ (n=680)	68
Education level	
No high school diploma (n=269)	21
High school grad (n=830)	36
Some College (n=778)	50
College + (n=1,115)	61
Geographic location	
Urban (n=1,095)	48
Suburban (n=1,406)	49
Rural (n=396)	29

Source: Pew Research Center's Internet & American Life Project, Summer Tracking Survey, August 7-September 6, 2012. N=3,014 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones (1,206 cell calls were completed). Margin of error is +/- 2 percentage points.

These findings come from a survey of 3,014 adults by the Pew Research Center's Internet & American Life Project between August 7-September 6, 2012.

More American adults own smartphones than own feature cell phones—that is, the phones that can be used as a phone and for texting, but do not have a smartphone operating system such as Apple’s iOS or Google’s Android. Some 34% of adults have a feature phone; 5% of adults say they do not know if they have a smartphone or not; and 15% of American adults have no cell phone at all.

These latest figures show that smartphone ownership has increased from 35% in May of 2011 to 45%, though there has been no change in smartphone ownership from figures that the Pew Internet Project found in a [survey at the beginning of the year](#).

Survey questions

Tracking Survey 2012

Final Topline

09/10/2012

Data for August 7–September 6, 2012

Princeton Survey Research Associates International for
the Pew Research Center’s Internet & American Life Project

Sample: n=3,014 national adults, age 18 and older, including 1,206 cell phone interviews
Interviewing dates: 08.07.2012 – 09.06.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=3,014]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=2,392]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=2,581]

Margin of error is plus or minus 3 percentage points for results based on online health seekers [n=1,741]

Margin of error is plus or minus 4 percentage points for results based on caregivers [n=1,171]

QL1 Do you have a cell phone... or a Blackberry or iPhone or other device that is also a cell phone?¹

YES

NO

DON'T KNOW

REFUSED

¹ Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Current	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

SMPH Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?²

Based on cell phone owners

	<u>CURRENT</u>		<u>APRIL 2012</u>	<u>FEB 2012</u>	<u>MAY 2011</u>
%	53	Yes, smartphone	46	45	33
	40	No, not a smartphone	44	46	53
	6	Not sure/Don't know	10	8	14
	*	Refused	*	*	*
	[n=2,581]		[n=1,954]	[n=1,961]	[n=1,914]

² Prior to the current survey, question wording was slightly different: “Some cell phones are called ‘smartphones’ because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”