

The Smartphone Consumer 2012



 **BlackBerry**



June 2012

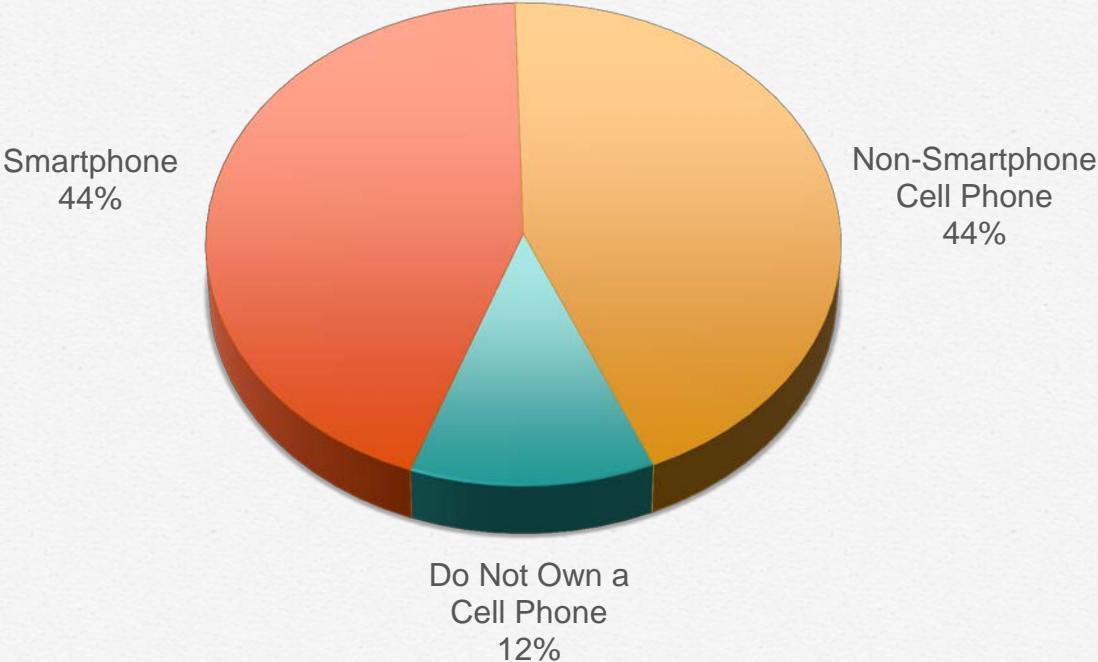


Methodology

- In January/February 2012, Edison Research and Arbitron conducted a national telephone survey offered in both English and Spanish language (landline and mobile phone) of 2,020 people aged 12 and over
- Data were weighted to national 12+ population figures
- This is the 20th study in this series, dating to 1998

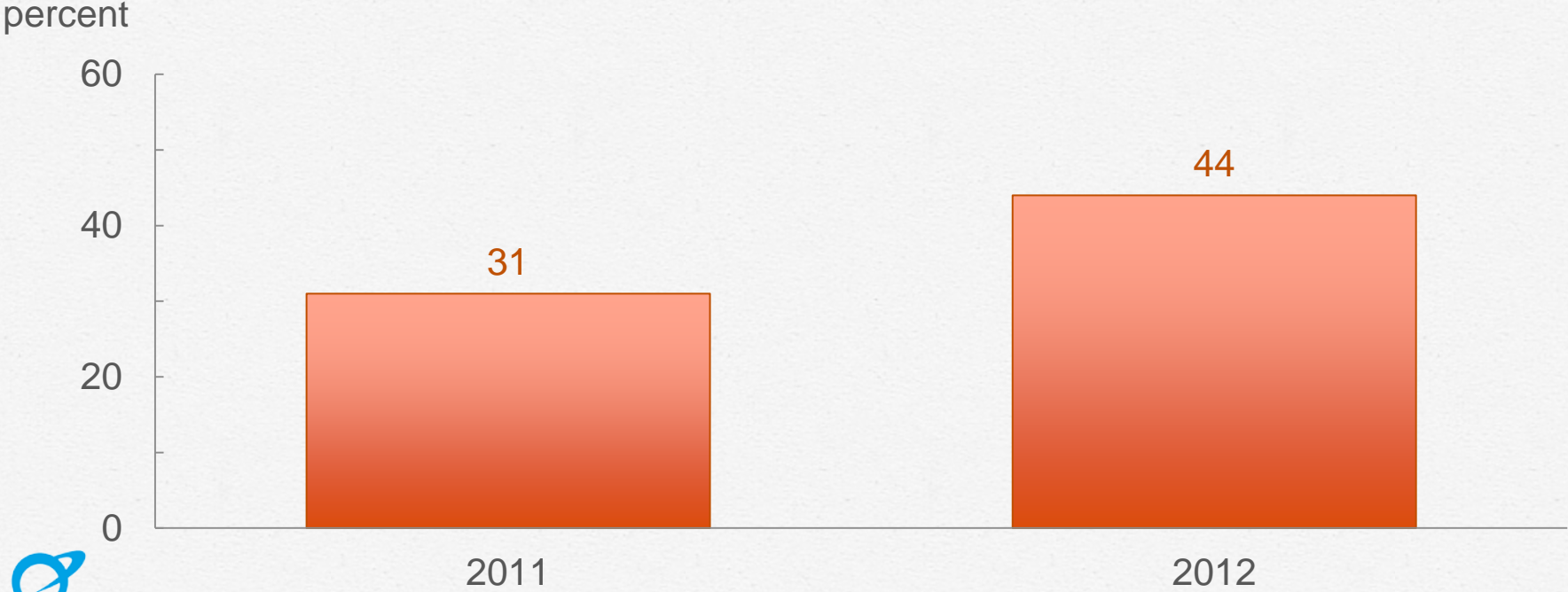
Half of Cell Phone Owners Have a Smartphone

Cell Phone Ownership



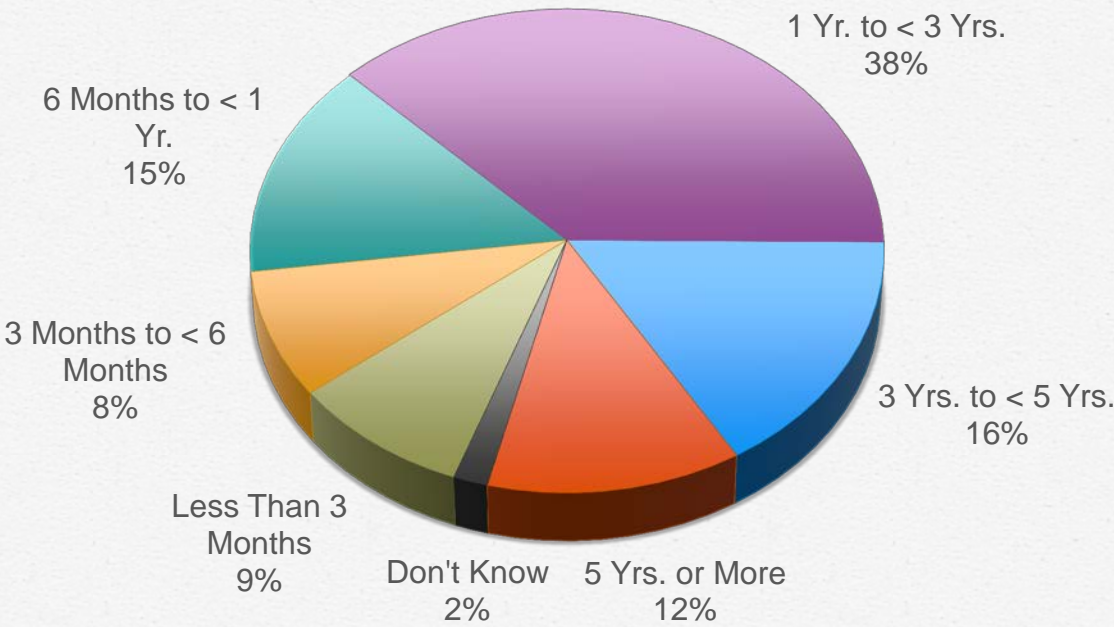
Smartphone Ownership Has Increased 40% in the Last Year

Own iPhone, Android, BlackBerry, or Windows Smartphone



Nearly One Third of Smartphone Users Purchased Their First Smartphone in the Last 12 Months

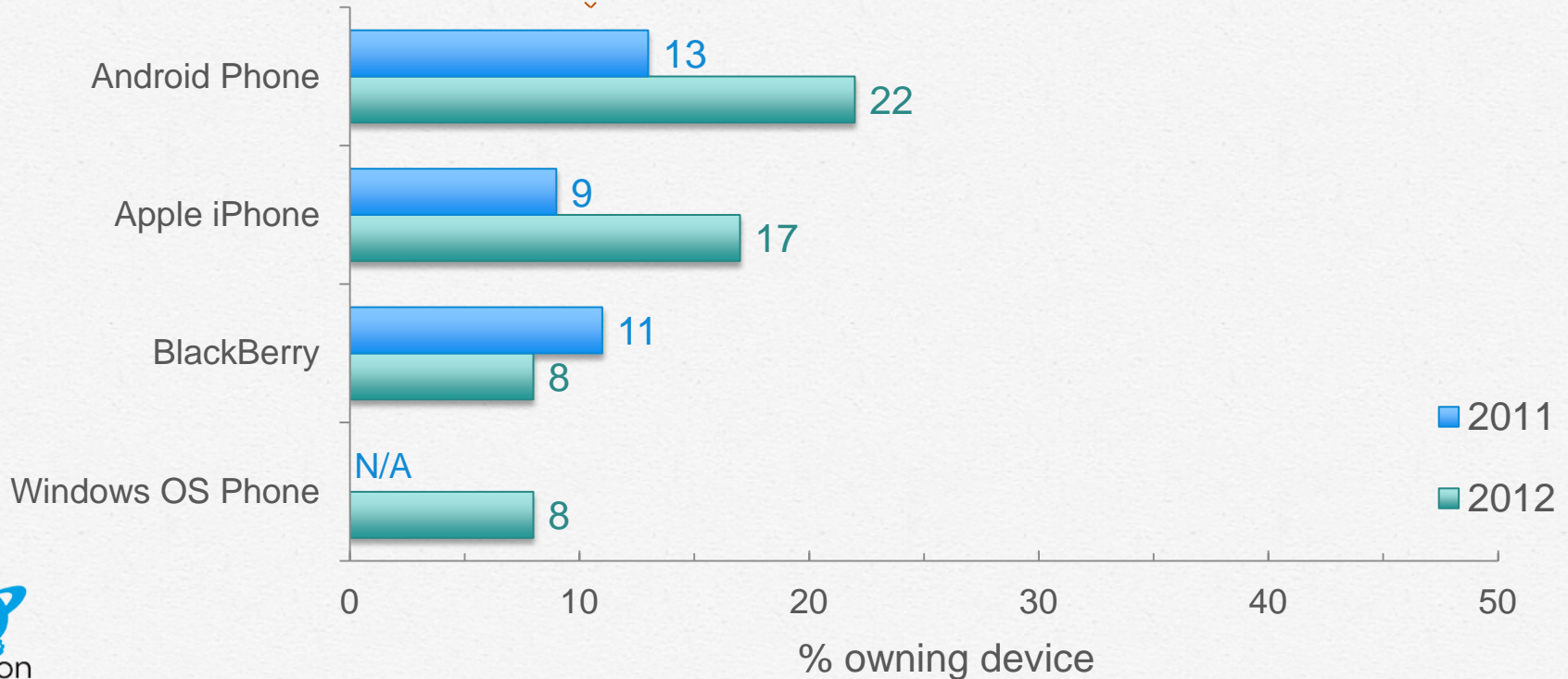
“How long have you been a smartphone owner?”



Base: Own a Smartphone

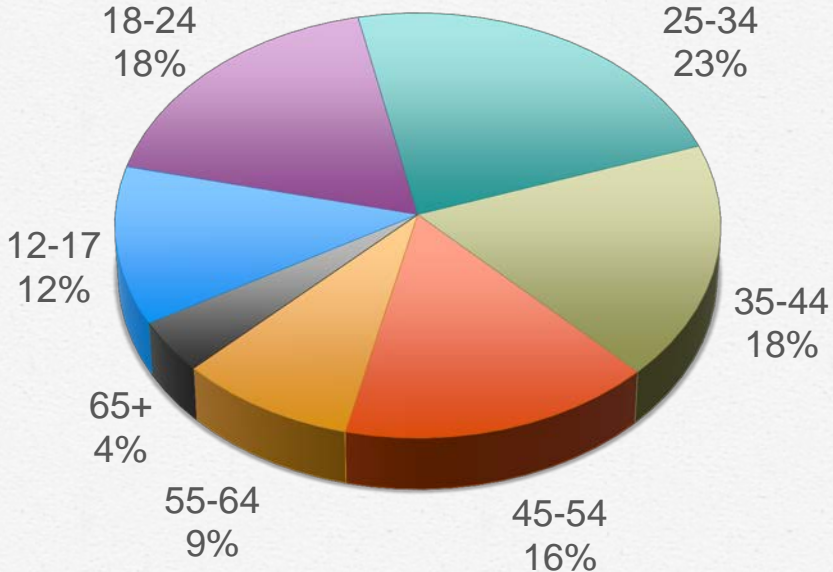
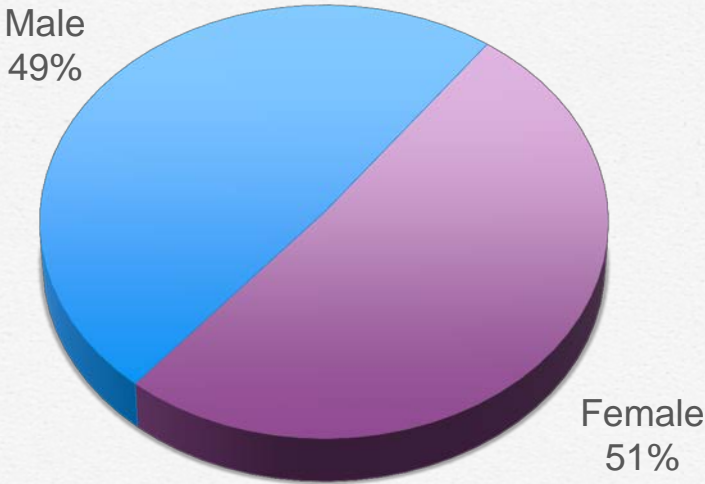
Android Phones Remain the Most Popular

“Do you currently own...”



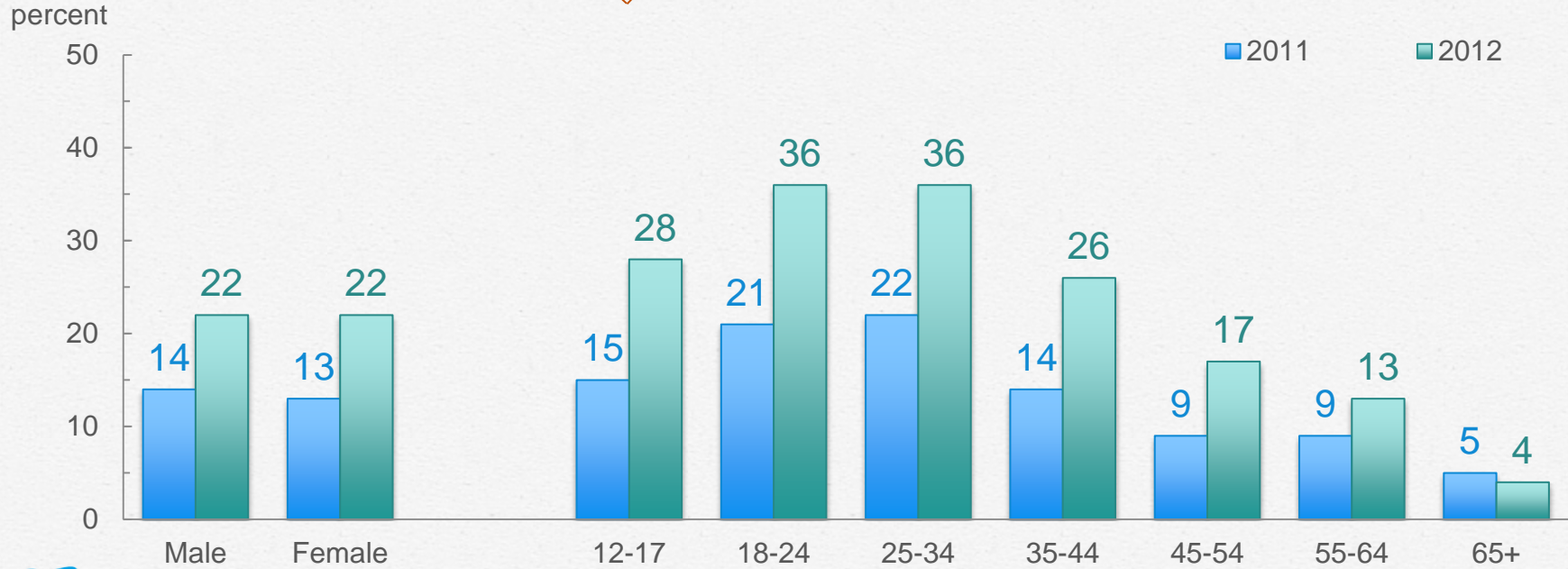
More Than Half of Smartphone Owners Are Age 12-34

Demographic Composition of Smartphone Owners



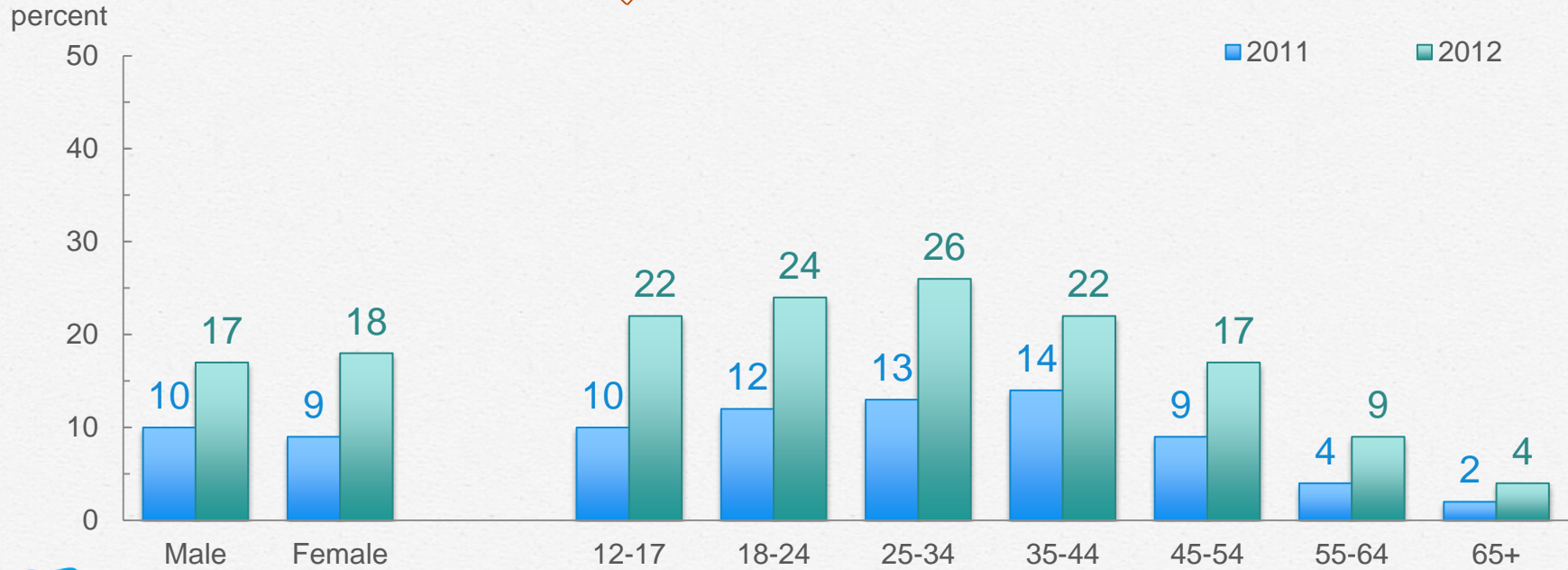
Nearly Four in Ten 18-34s Own an Android Phone

Android Smartphone Ownership



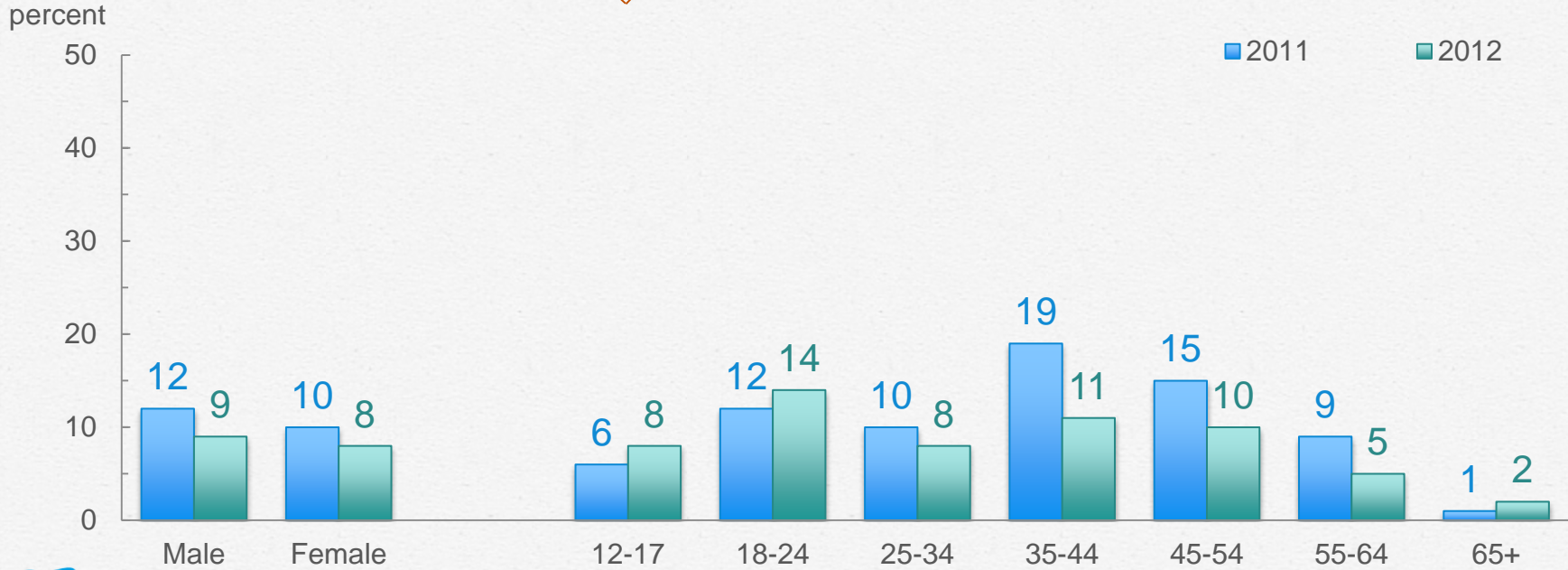
iPhone Ownership Concentrated Age 12-44

iPhone Ownership



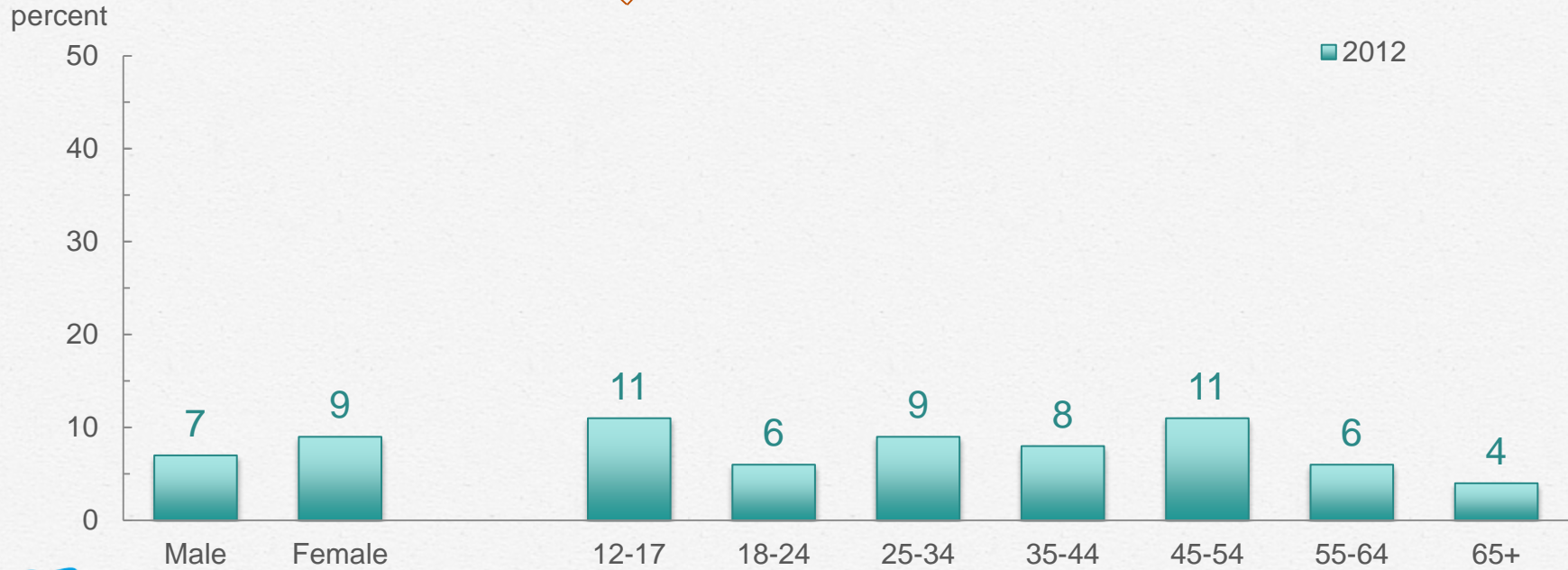
BlackBerry Ownership Down Significantly Among 35-64s

BlackBerry Ownership



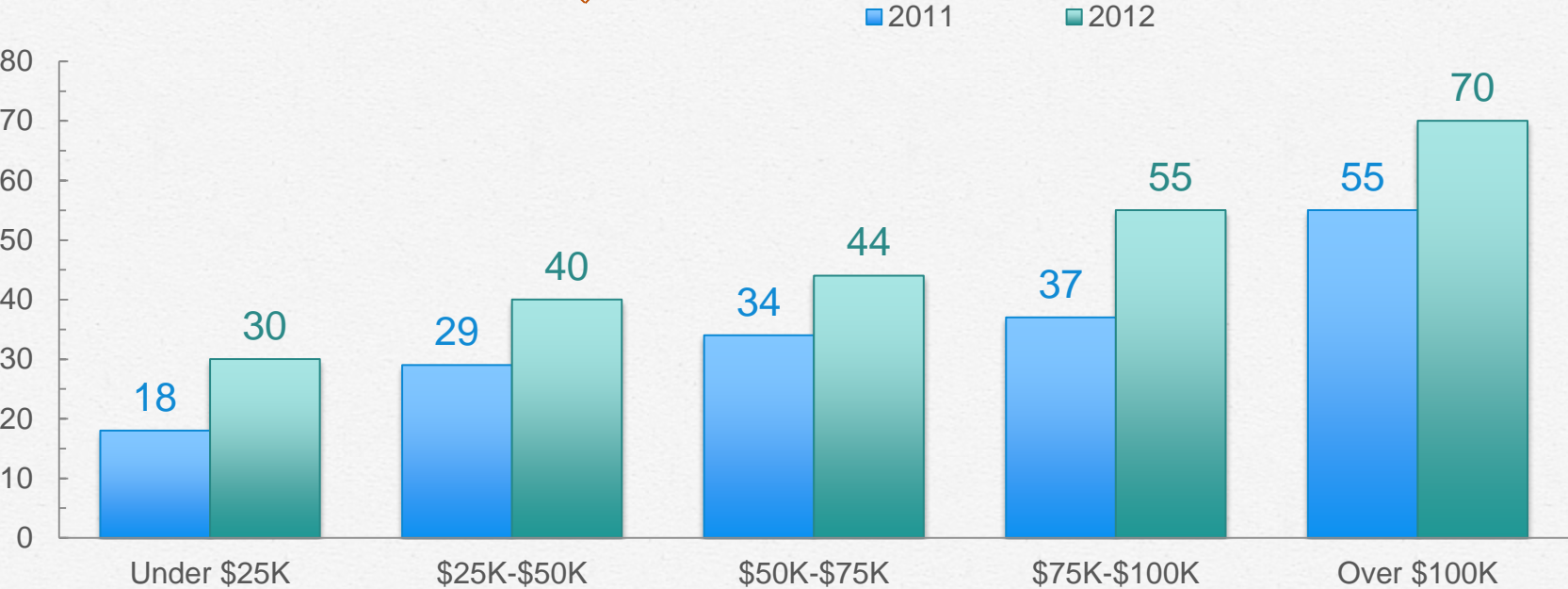
Windows OS Phone Ownership Skews Slightly Female

Windows OS Phone Ownership



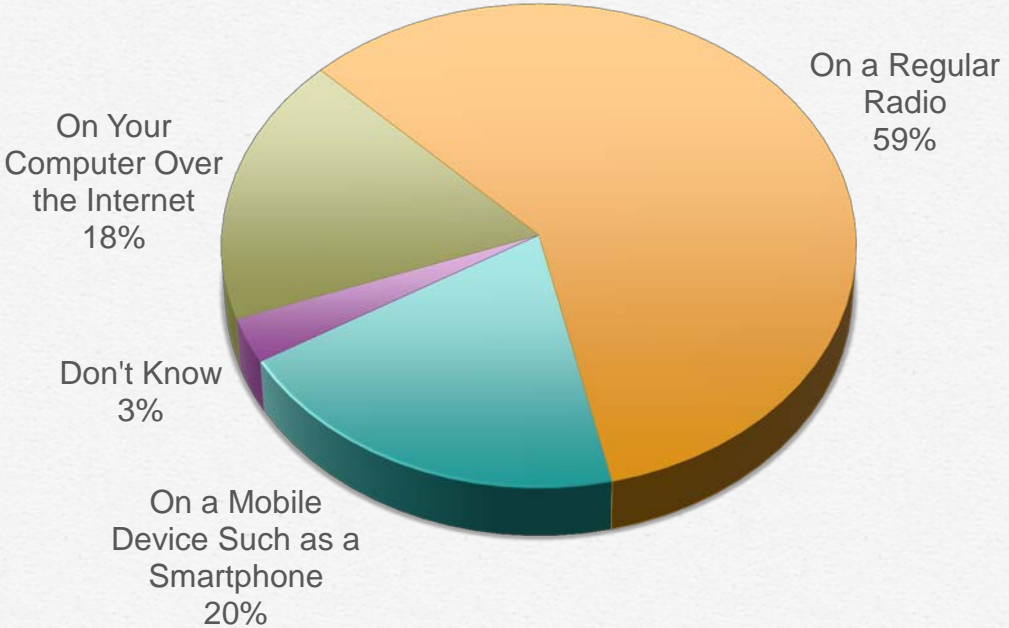
Smartphone Ownership Increases With Income

Smartphone Ownership by Household Income



One in Five Smartphone Owners Listen to Radio Most at Work Through a Mobile Device

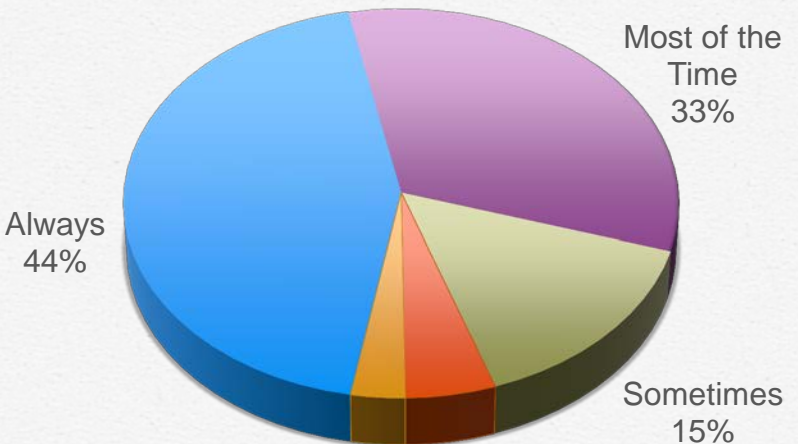
“Thinking about how you listen to the radio while at work, do you most often listen..?”



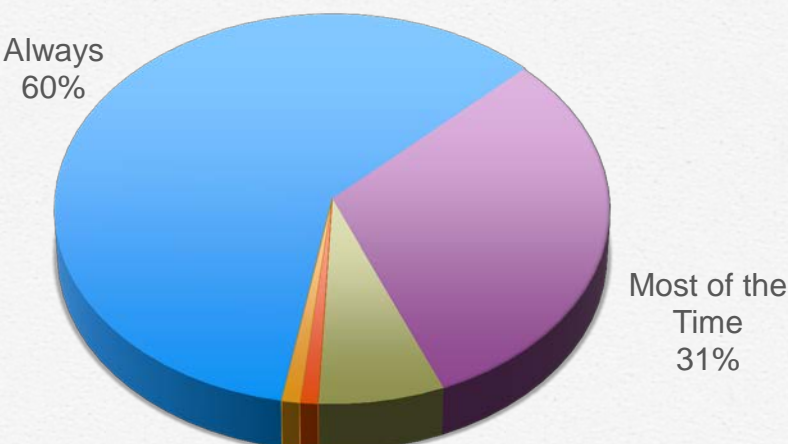
Base: Smartphone Owners Employed Full/Part-Time and Listen to the Radio While at Work (51% of Smartphone Owners)

Smartphone Owners Are Far More Likely to Keep Their Phones Close at All Times

“How often is your cell phone with you or nearby, when it is within arm’s length?”



Non-Smartphone Cell Phone Owners

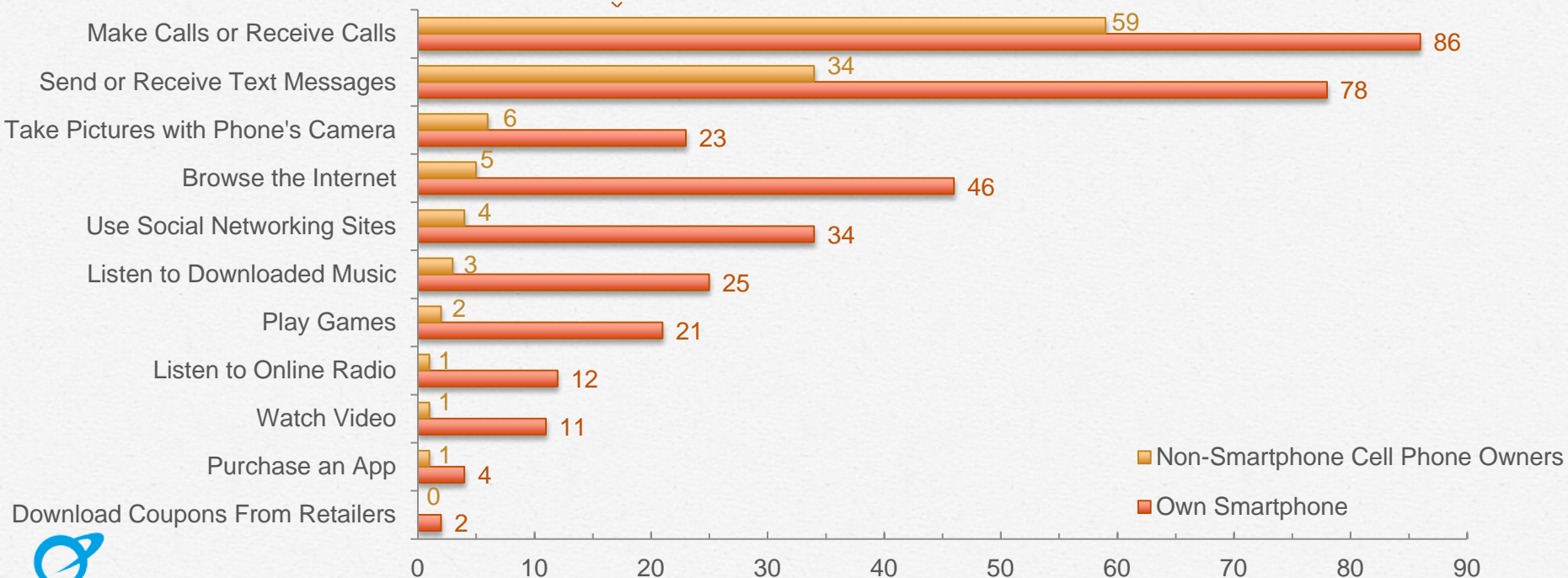


Own a Smartphone



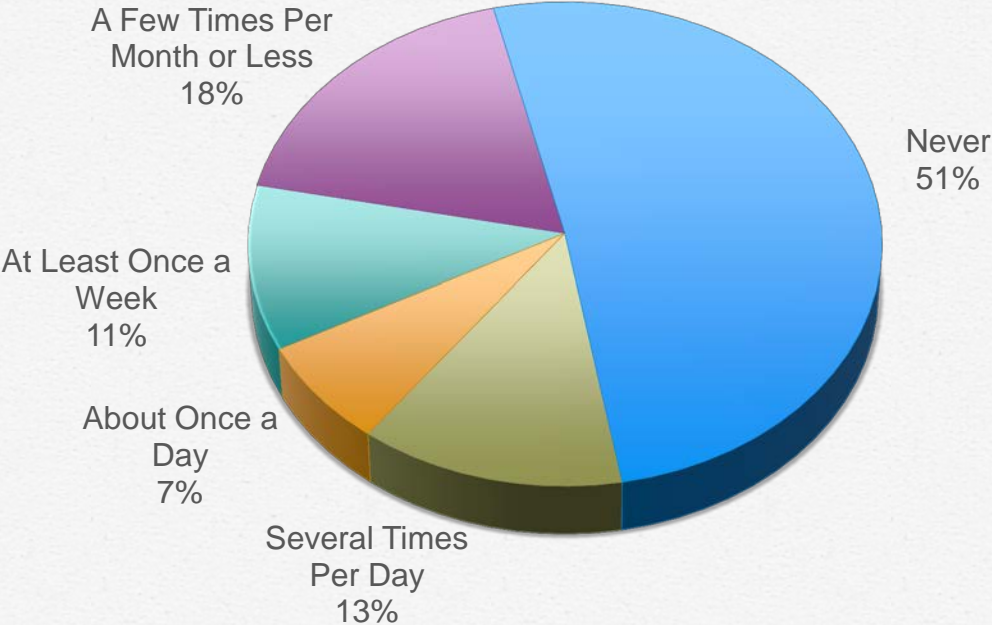
Nearly Half of Smartphone Owners Browse the Mobile Web Several Times Per Day

% Who (Item) on a (Non-Smartphone Cell Phone/Smartphone) “Several Times Per Day” or More



Half of Smartphone Owners Use Voice Commands on Their Phones

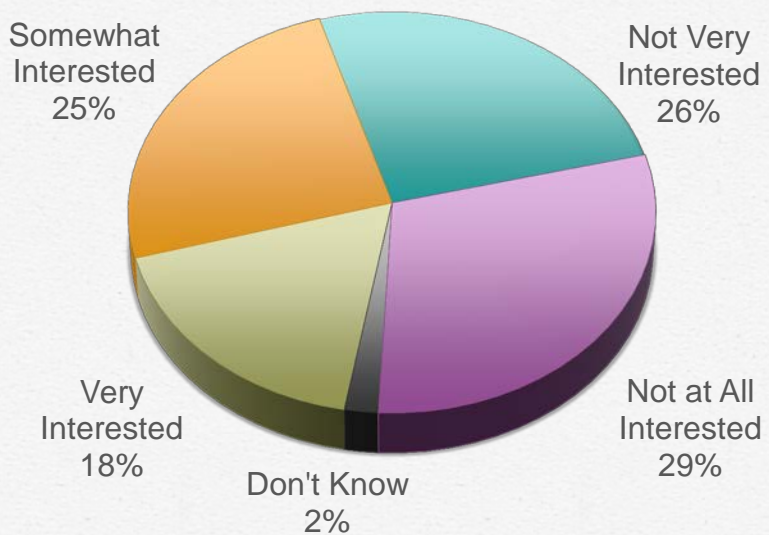
“How often do you use voice commands on your cell phone such as dialing a contact from your address book, playing music by a certain artist or looking up information from the Internet all with just your voice?”



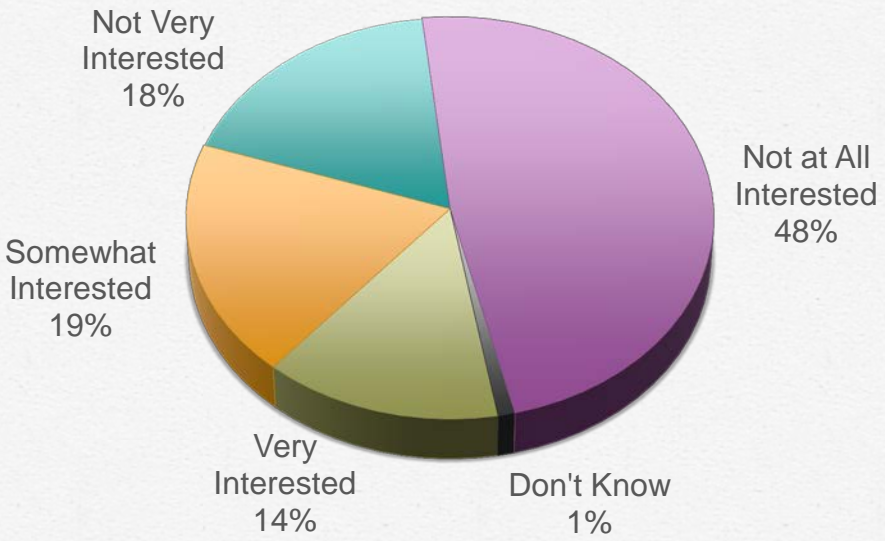
Base: Cell Phone Has the Ability to Take Voice Commands (74% of Smartphone Owners)

Smartphone Owners Show Greater Interest in Voice Command Features

“How interested would you be in the ability to use voice commands on your cell phone such as dialing a contact from your address book, playing music by a certain artist or looking up information from the Internet all with just your voice?”



Smartphone Owners Without Voice Capability



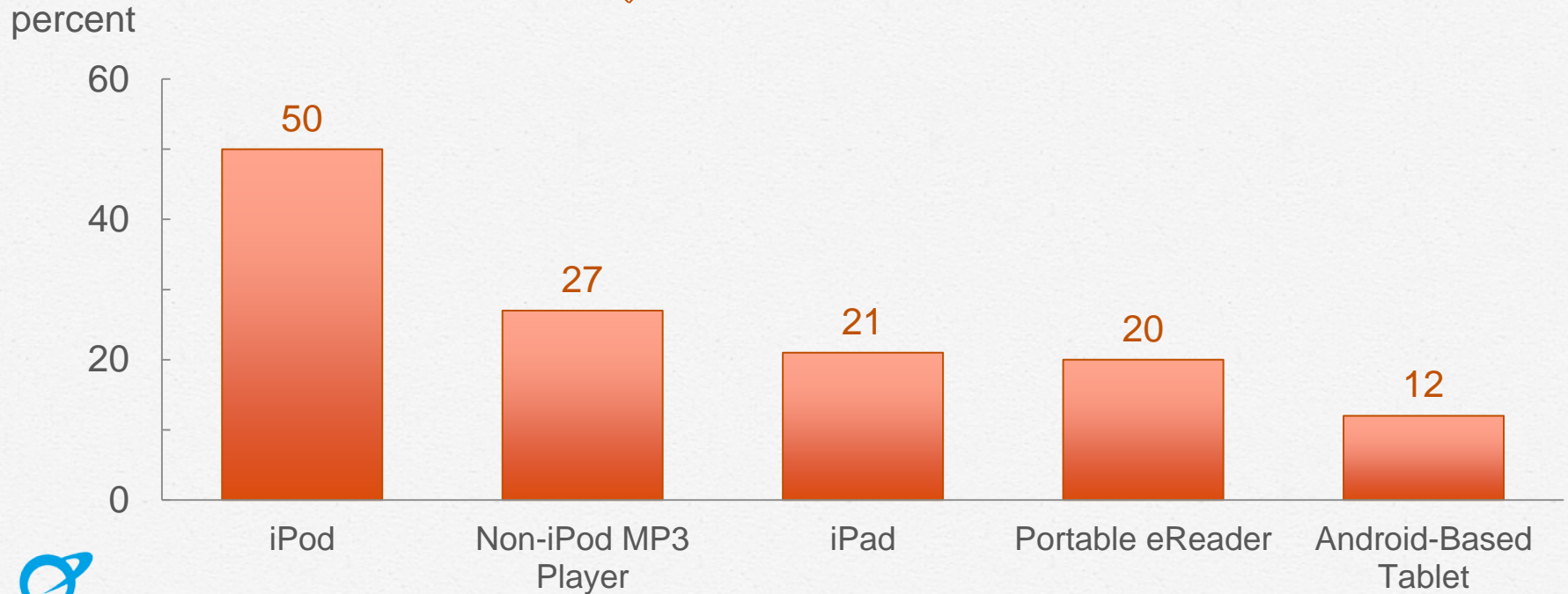
Non-Smartphone Cell Phone Owners



Base: Cell Phone Does Not Have the Ability to Take Voice Commands

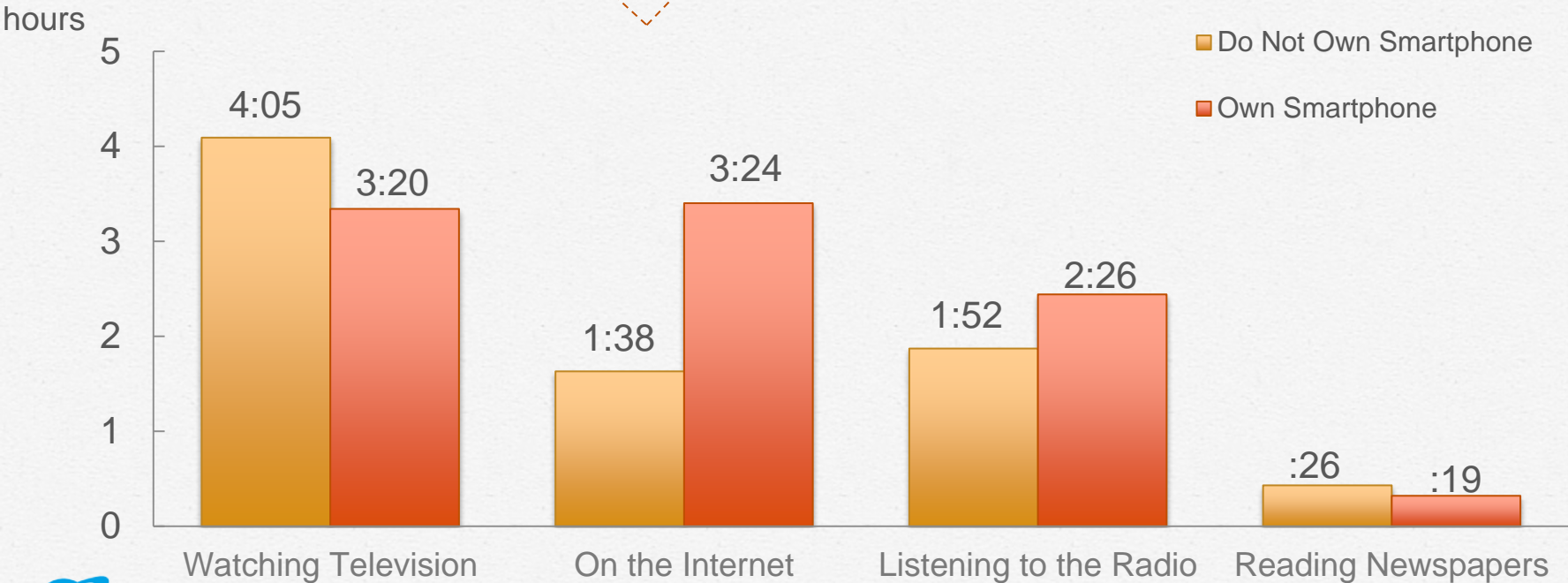
Three in Ten Smartphone Owners Also Own a Tablet

“Do you currently own...”



Smartphone Owners Spend as Much Time Daily Online as They Do Watching Television

“In the last 24 hours, approximately how much time did you spend...”

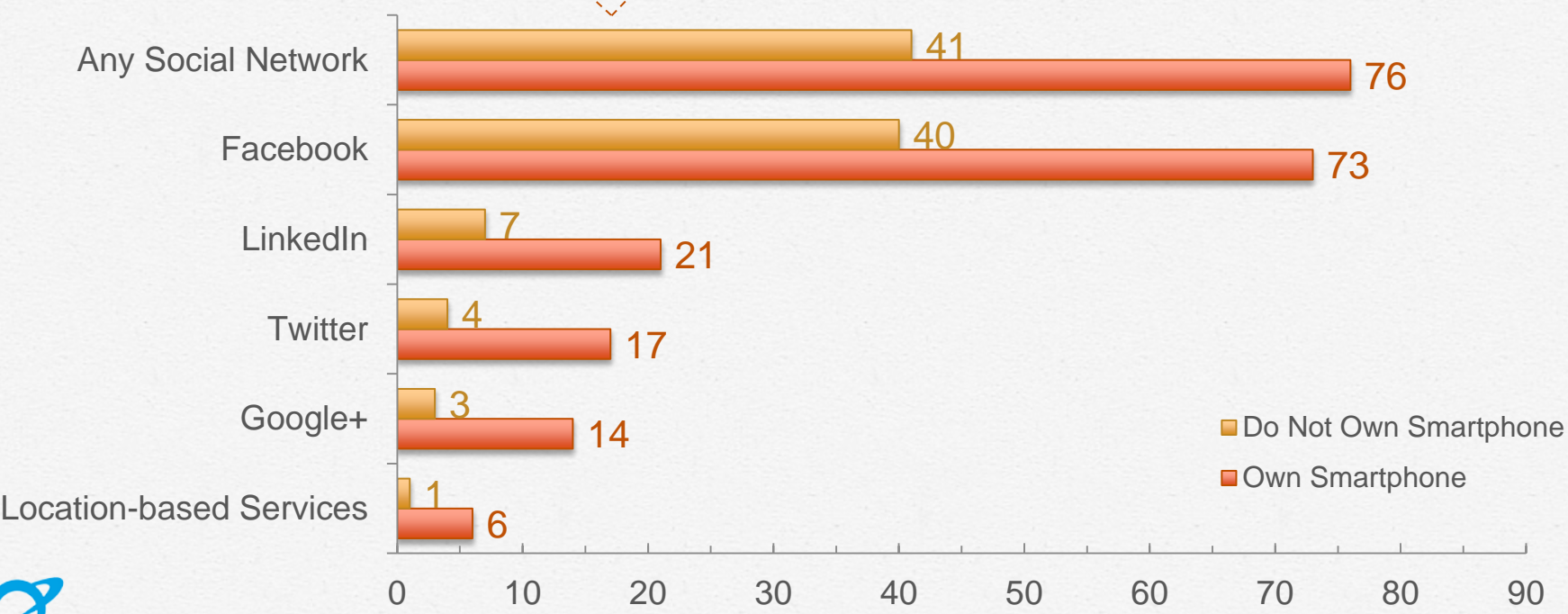


(All Times Are Self-Reported)



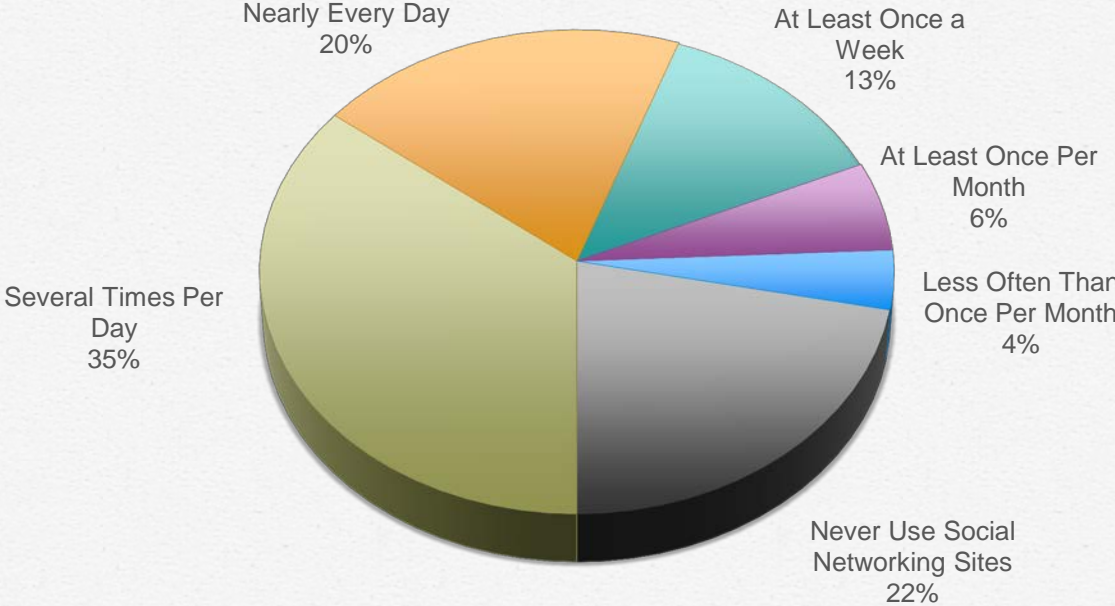
Smartphone Owners Are Far More Likely to Use Social Networks

% Who Ever Use/Have a Profile Page on...



More Than Half of Smartphone Owners Use Social Networks Nearly Every Day or More

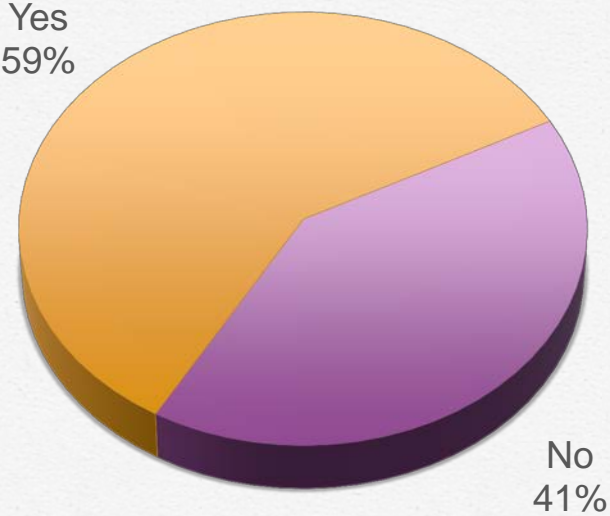
“How often do you use social networking Web sites or services?”



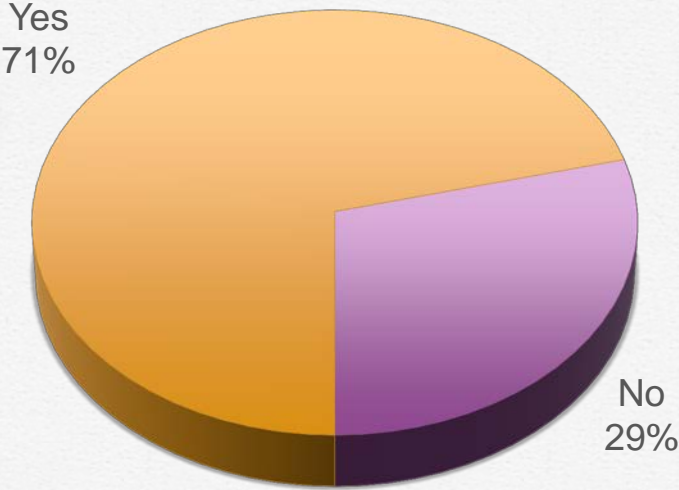
Base: Own a Smartphone

Smartphone Owners Are More Likely to Post Status Updates

“Do you ever post status updates to any social networking Web sites or services?”



Do Not Own a Smartphone



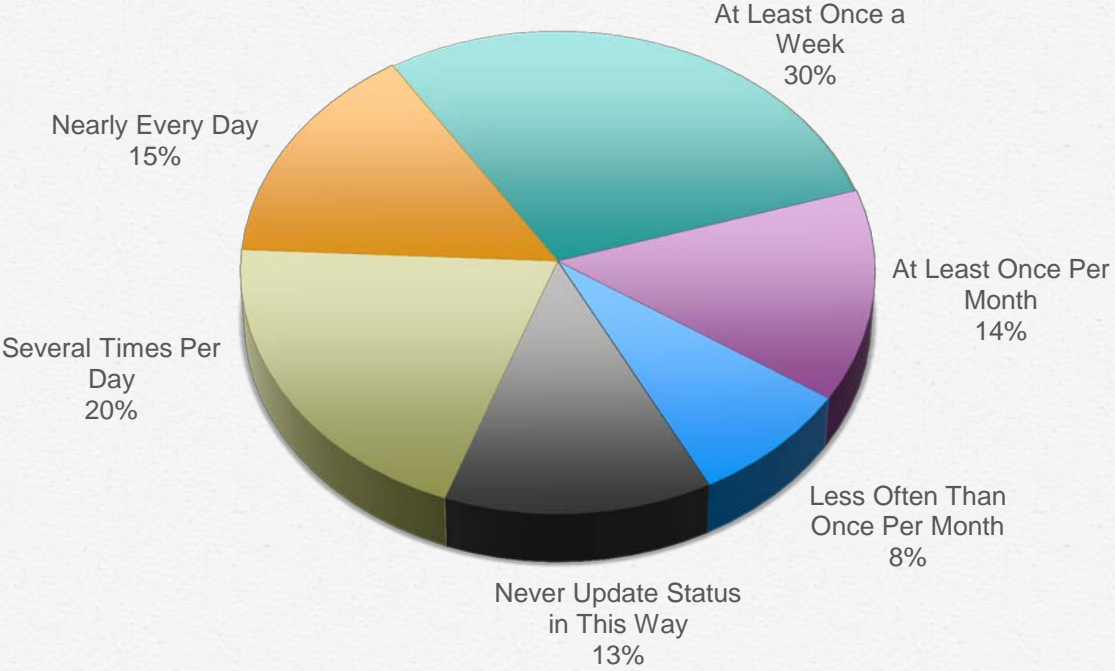
Own a Smartphone



Base: Use Social Networking Web Sites or Services

One in Three Smartphone Owners Who Post Status Updates Use Their Phones to Do So Nearly Every Day

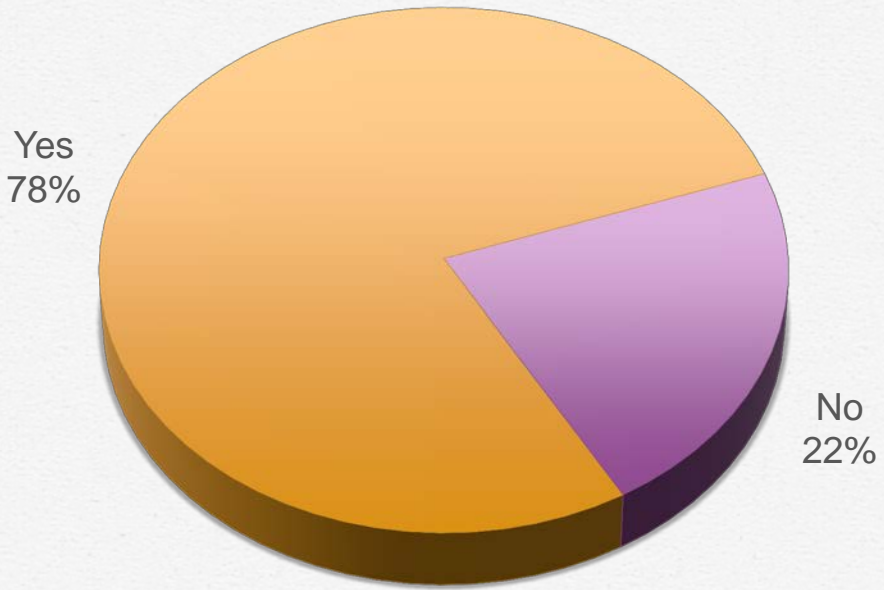
“About how often do you update your status on social networks by cell phone?”



Base: Own a Smartphone and Ever Post Status Updates to Social Networking Web Sites

Nearly Eight in Ten Smartphone Owners With a Facebook Profile Access it Through Their Phones

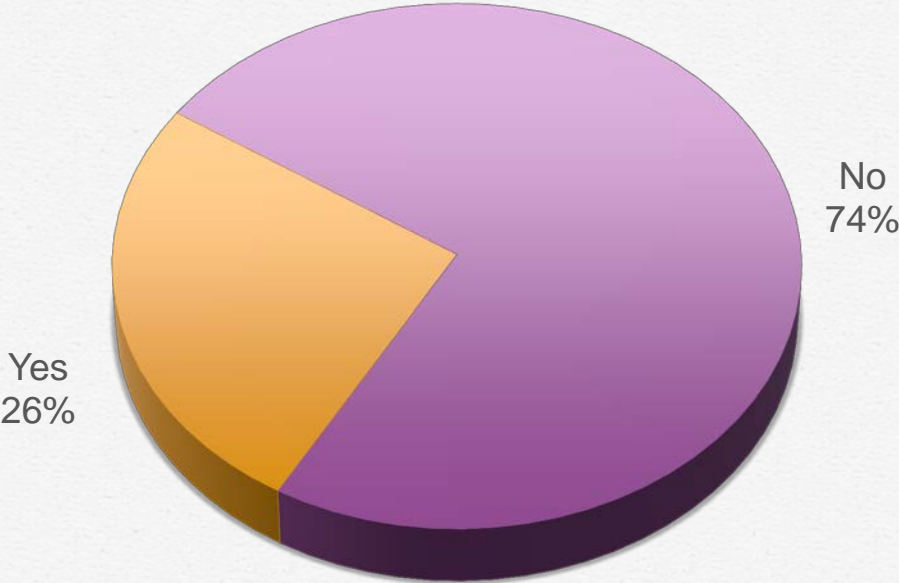
“Do you ever access Facebook on a cell phone?”



Base: Own a Smartphone and Have a Profile Page on Facebook

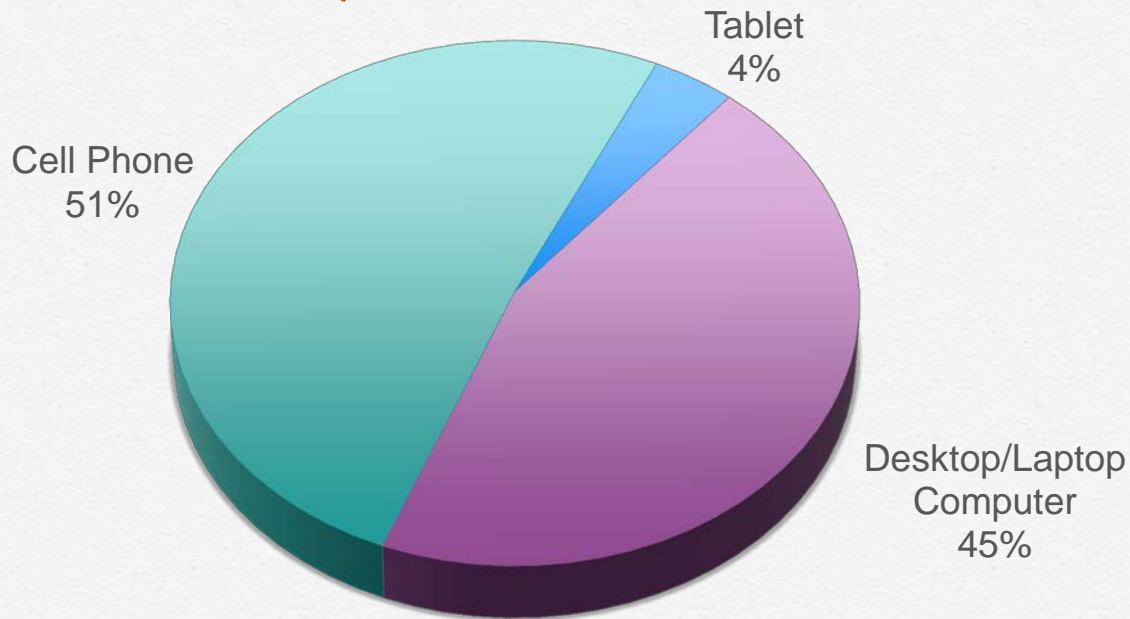
One-Quarter of Smartphone Owners Use a Tablet to Access Facebook

“Do you ever access Facebook on a tablet?”



More Smartphone Owners Access Their Facebook Profiles on a Cell Phone Than on a Desktop/Laptop/Tablet

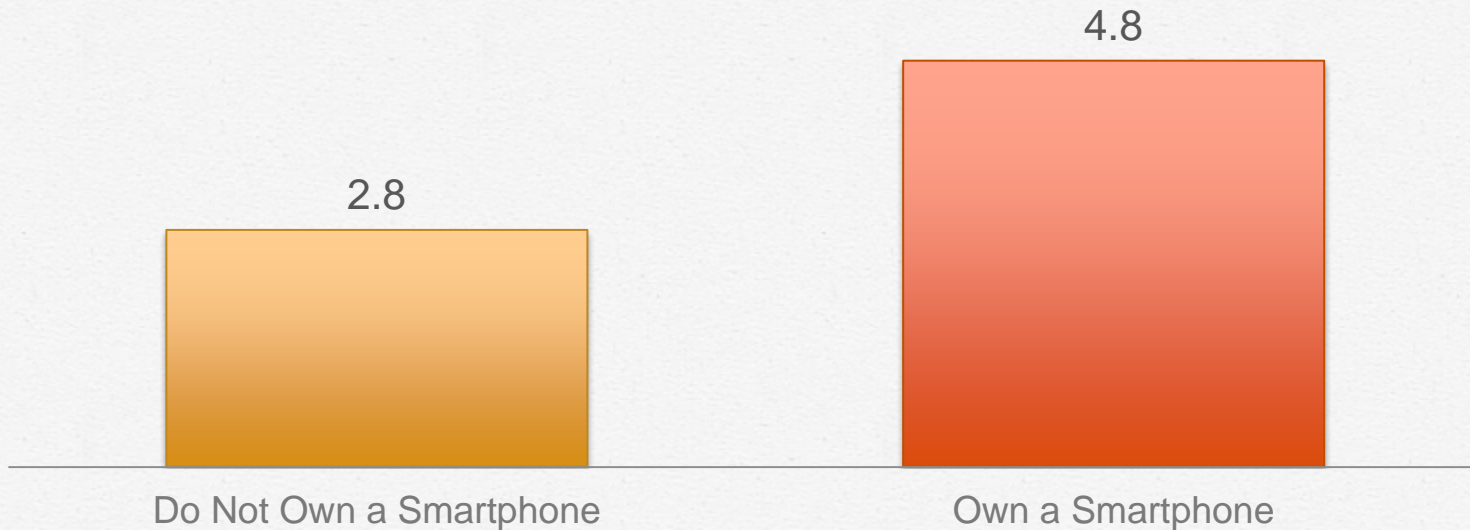
“Which one way do you access Facebook most?”



Smartphone Owners Check Their Facebook Accounts About Five Times Per Day

“In the last 24 hours, approximately how many times did you check your Facebook account?”

Mean # of times



Do Not Own a Smartphone

Own a Smartphone

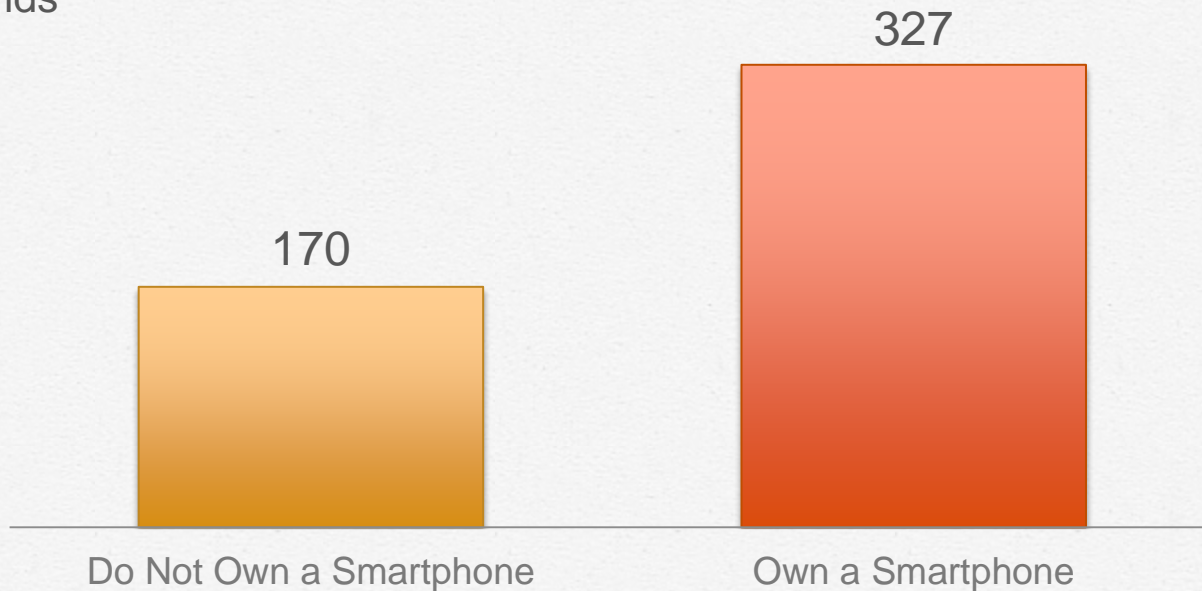


Base: Have a Profile Page on Facebook

On Average, Smartphone Owners Report Having Nearly Twice as Many Facebook Friends

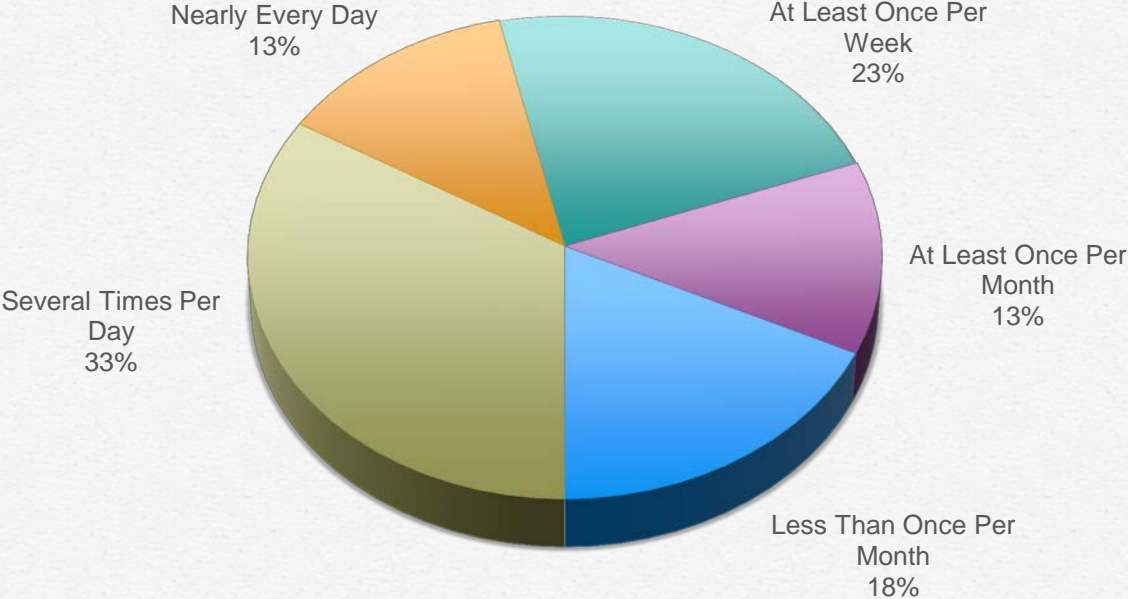
“Approximately how many Facebook friends do you have?”

Mean # of friends



Smartphone Owners Who Use Twitter Do So Very Frequently

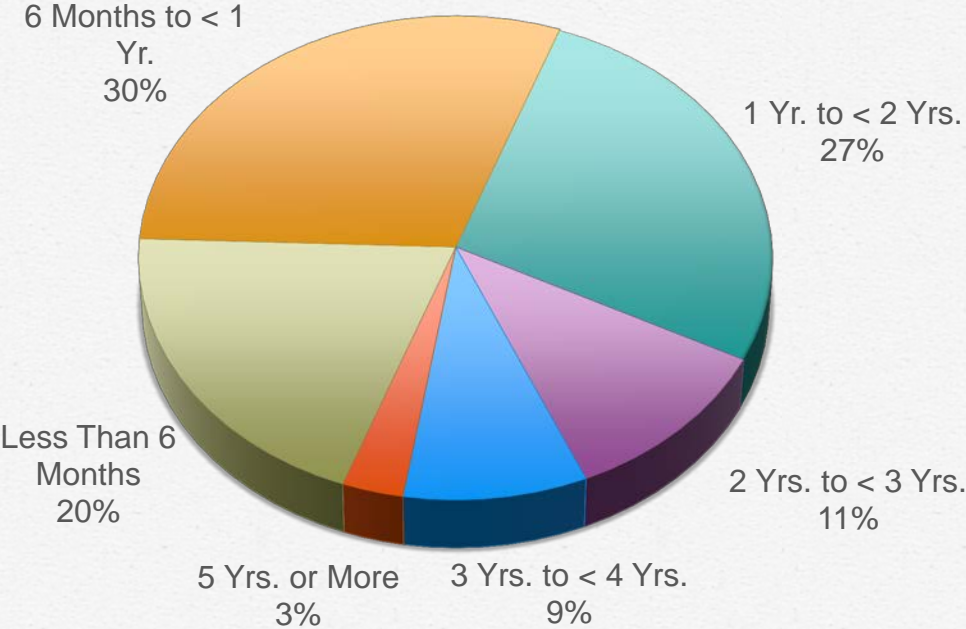
“How often do you use Twitter?”



Base: Smartphone Owners Who Currently Ever Use Twitter (17% of Smartphone Owners)

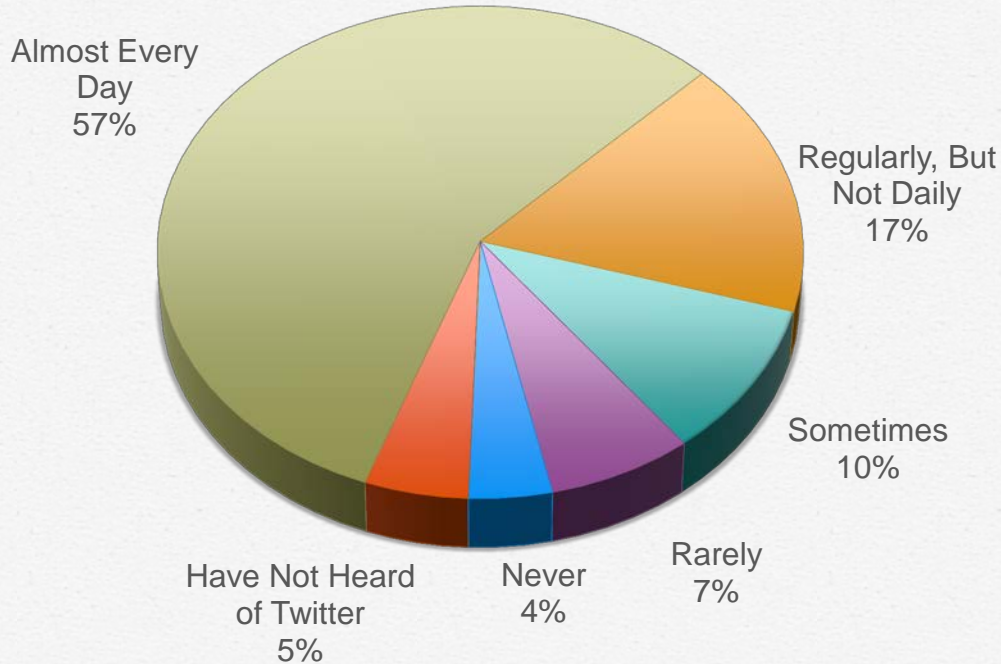
Half of Smartphone Owners Who Use Twitter Started Using it in the Last Year

“How long have you been a Twitter user?”



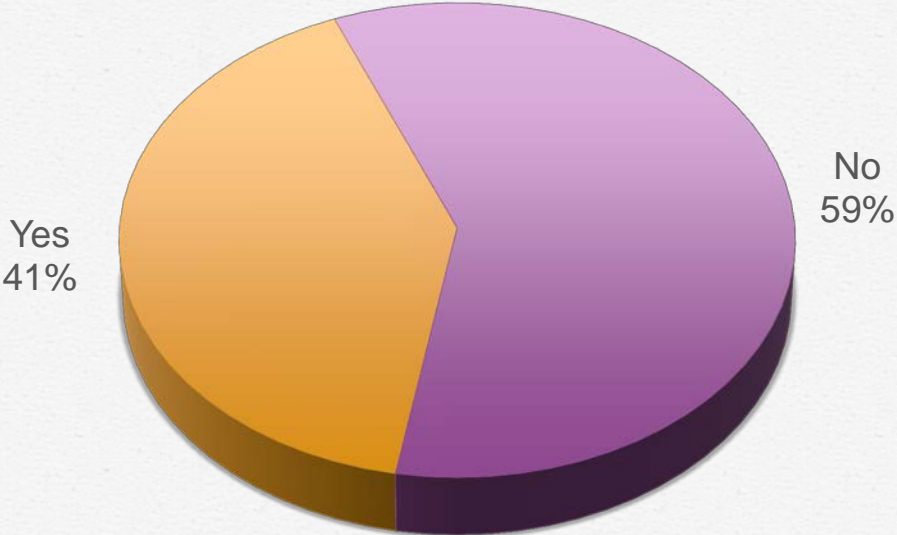
Smartphone Owners Very Attuned To “Tweets” Mentioned In Other Media

“How often do you hear about Twitter feeds – commonly called ‘tweets’ – through traditional media outlets such as TV, radio, newspapers or websites other than Twitter?”



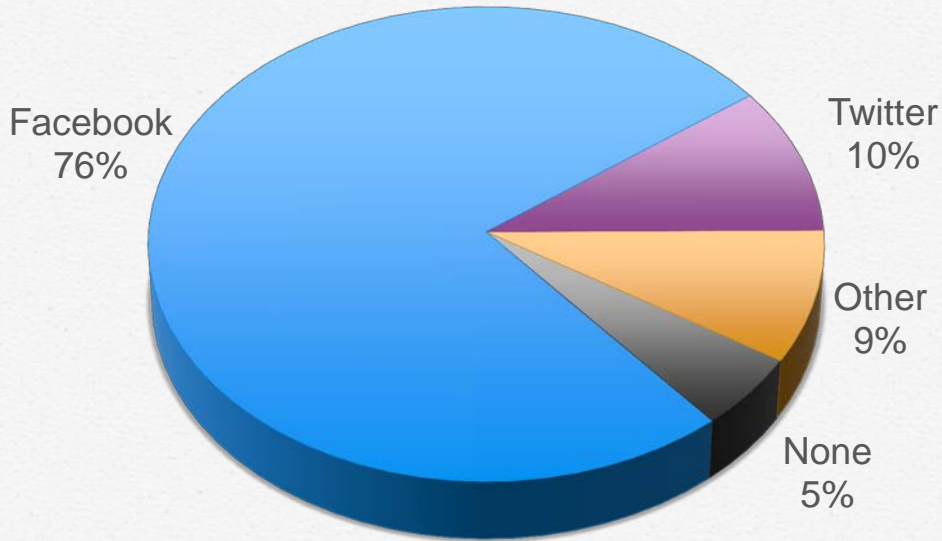
Four in Ten Smartphone Owners Follow a Company or Brand Via Social Networks

“Do you follow any companies or brands on any social networking sites such as Facebook or Twitter?”



Smartphone Owners Mostly Choose Facebook to Connect with Brands or Products

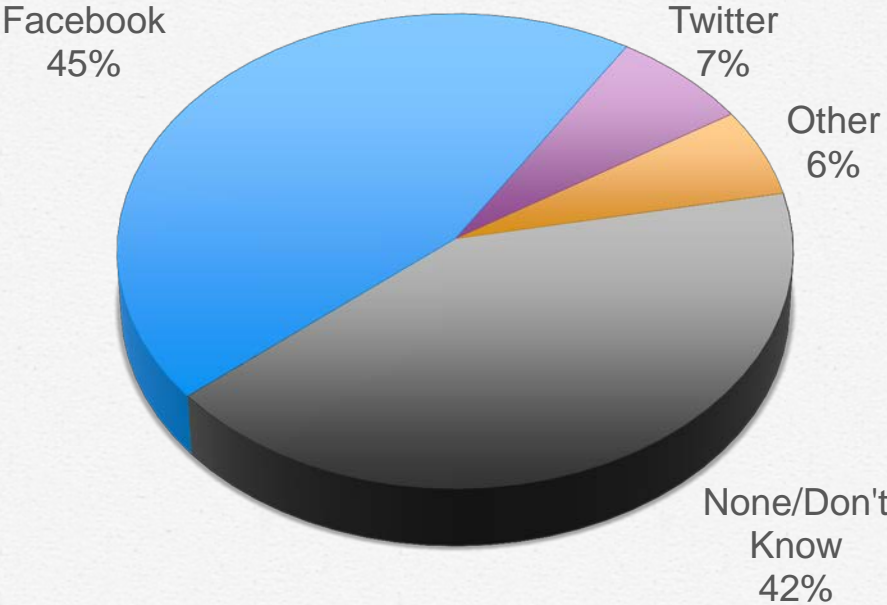
“Which social networking site or service do you use most to connect with brands or products?”



Base: Smartphone Owners Who Follow Companies or Brands on Any Social Networking Sites

Nearly Half of Smartphone Owners Who Use Social Networks Say Facebook Most Influential Social Platform For Purchases

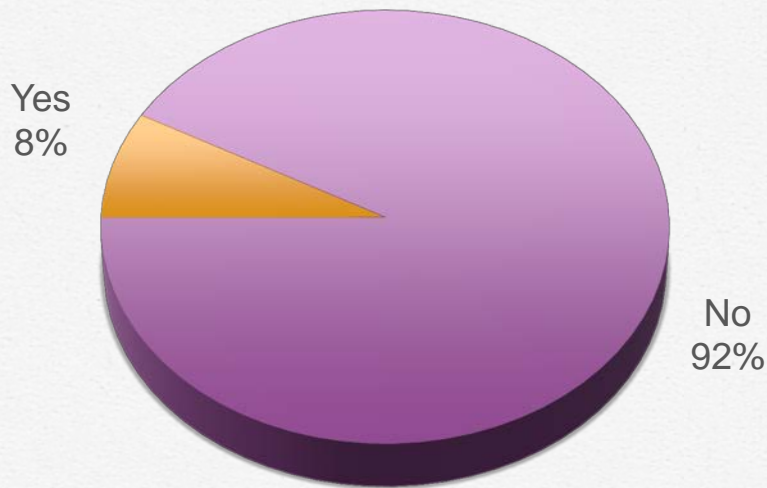
“Which social networking site or service influences your buying decisions the most?”



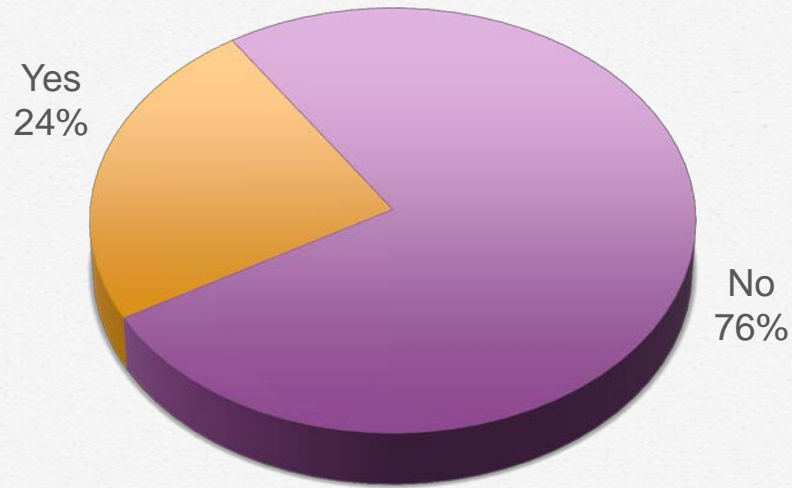
Base: Smartphone Owners Who Use Social Networking Websites or Services at Least Once Per Month

Three Times as Many Smartphone Owners Are Members of a Daily Deals Site

“Are you a registered user of any daily deals sites or services such as Groupon or LivingSocial?”



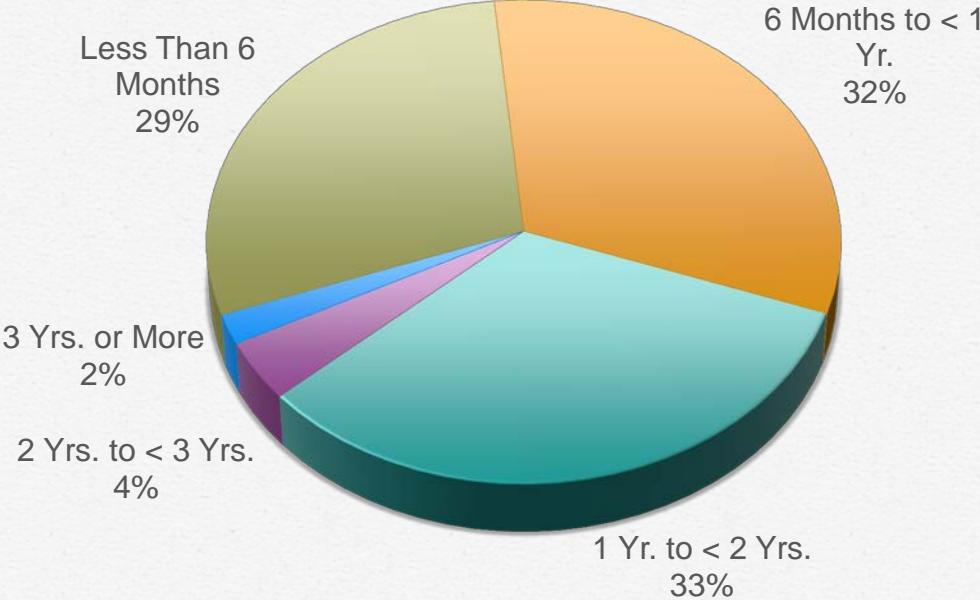
Do Not Own a Smartphone



Own a Smartphone

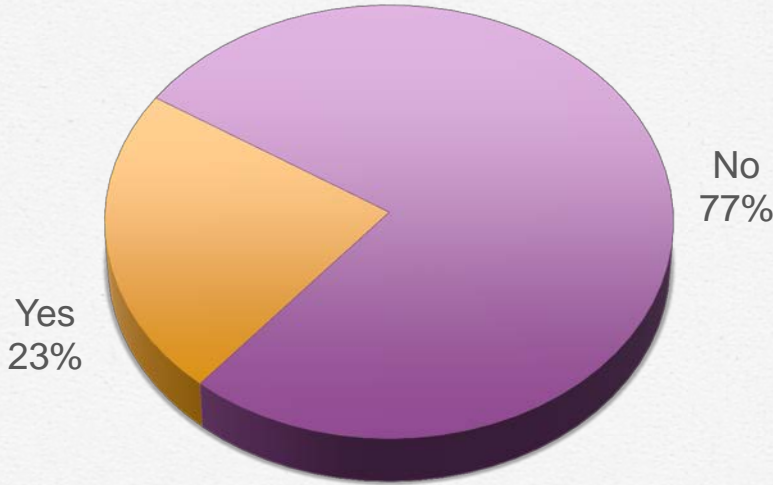
Six in Ten Smartphone Owners Who Use Daily Deals Sites Registered in the Last Year

“How long have you been a registered user of daily deals services?”

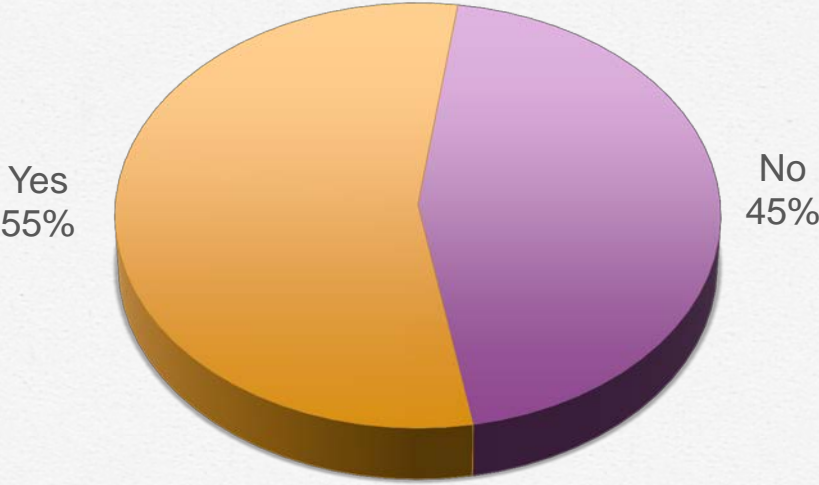


Smartphone Owners Are Heavy YouTube Users

“Have you watched video clips or other Internet video programming from YouTube in the last week?”



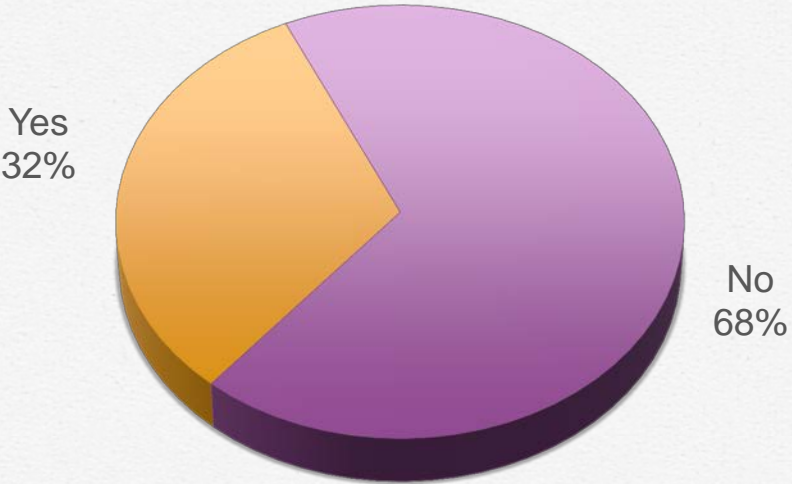
Do Not Own a Smartphone



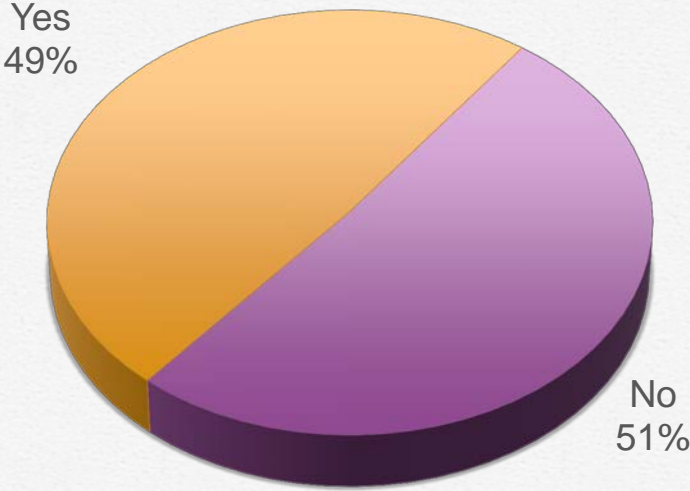
Own a Smartphone

Smartphone Owners Are More Likely to Share YouTube Videos

“Have you shared a YouTube video with anyone in the last month?”



Do Not Own a Smartphone

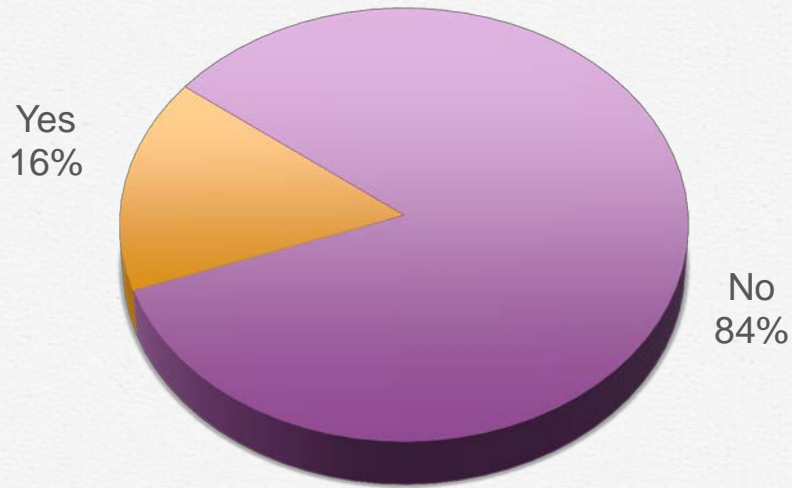


Own a Smartphone

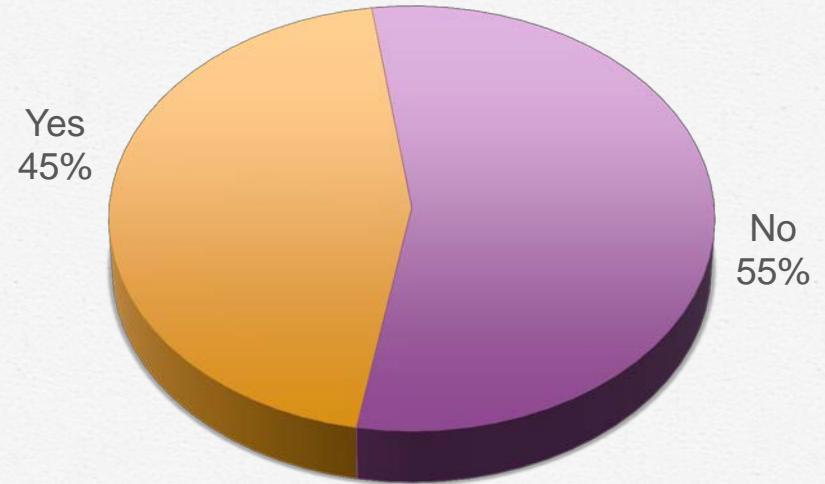
Base: Have Watched Video Clips or Other Internet Video Programming from YouTube in the Last Month

Three Times as Many Smartphone Owners Report Weekly Online Radio Listening

% Listening to Online Radio (AM/FM Streams & Internet-Only) in Last Week



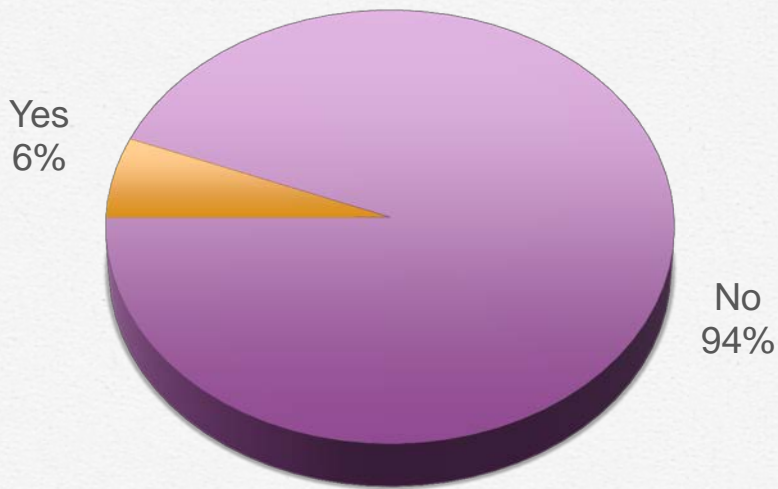
Do Not Own a Smartphone



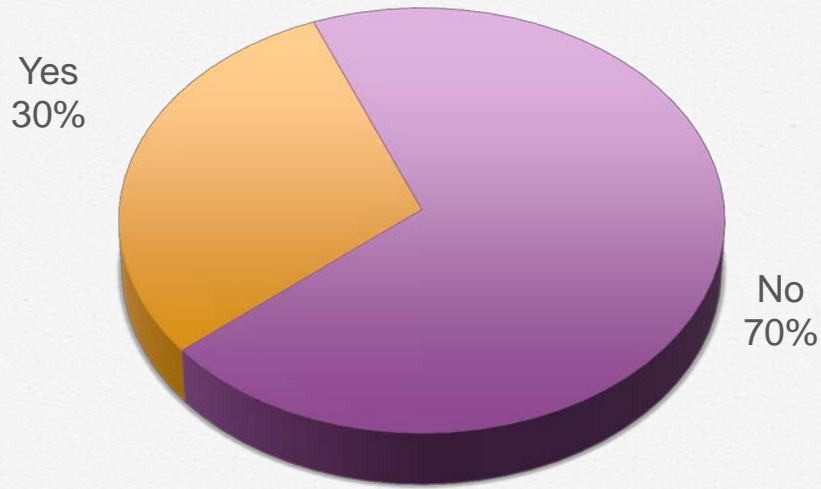
Own a Smartphone

Three in Ten Smartphone Owners Are Weekly Pandora Listeners

% Listening to Pandora Internet Radio in Last Week



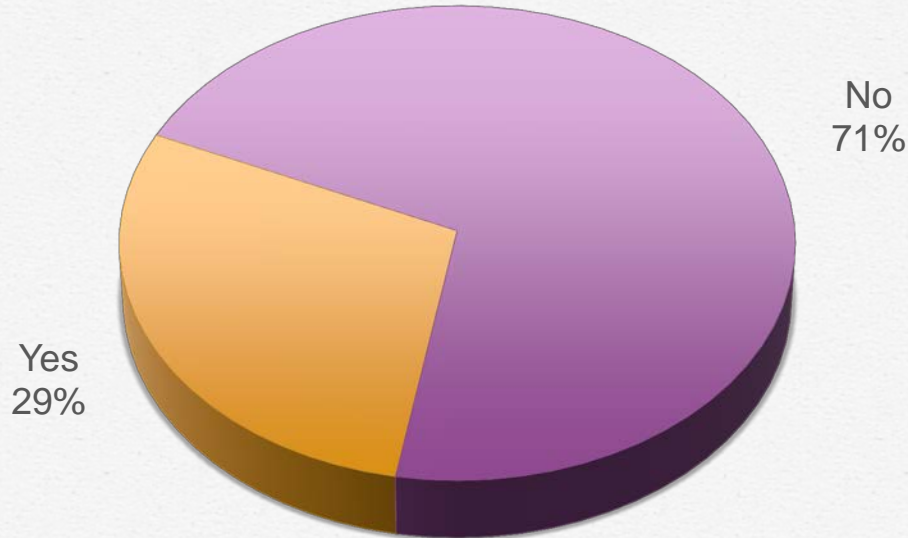
Do Not Own a Smartphone



Own a Smartphone

Three in Ten Smartphone Owners Have Listened to Internet Radio in the Car Through Their Phones

“Have you ever listened to Internet Radio in a car by listening to the stream from a cell phone that you connected to a car stereo?”



Nearly One in Five Smartphone Owners Have Ever Watched TV Programming Through Their Phone

% Watching TV Programming by Streaming or Downloading Shows to be Viewed on a Cell Phone...

