



**90%**

of American adults have a cell phone

**58%**

of American adults have a smartphone

**32%**

of American adults own an e-reader

**42%**

of American adults own a tablet computer

**62%**

of Americans use their phones for apps

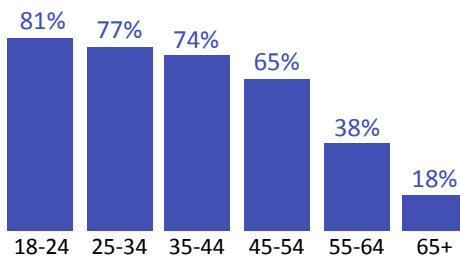
## WHY WE LOVE OUR IPHONES & ANDROIDS



According to Nielsen, the **top two types of apps** used by Americans are **social media** and **map/navigation/search**

### AGE GROUPS

Percent of smartphone users by age group

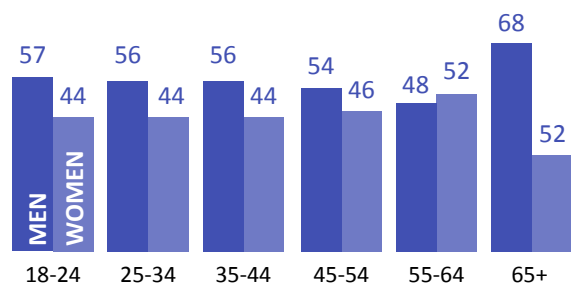


**34 hrs**

average per month spent on using mobile apps or browsers. Only 27 hours are used online with a PC

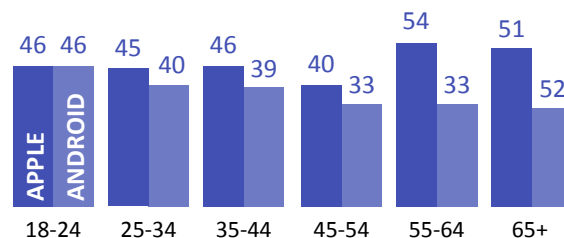
### MEN VS. WOMEN

Percent of smartphone users within age groups



### APPLE VS. ANDROID

Percent of smartphone users within age groups  
All other types totalled 16 percent overall



## SUPPLEMENTAL READING

[Nielsen on The Mobile Consumer](#) • [Emarketer on Worldwide Smartphone Users](#) • [Phone Arena Infographic on Smartphone Penetration](#) • [Nielsen's U.S. Digital Consumer Report](#)