

CATEGORY INSIGHTS

MOBILE

Generation App: 62% of Mobile Users 25-54 Own Smartphones

November 3, 2011

Nielsen's third quarter survey of mobile users reveals that while only 43 percent of all US mobile phone subscribers own a smartphone, a mobile phone with a powerful operating system, the vast majority of those under the age of 44 now have smartphones. In fact, 62 percent of mobile adults aged 25-34 report owning smartphones. And among those 18-24 and 35-44 years old the smartphone penetration rate is hovering near 54 percent.

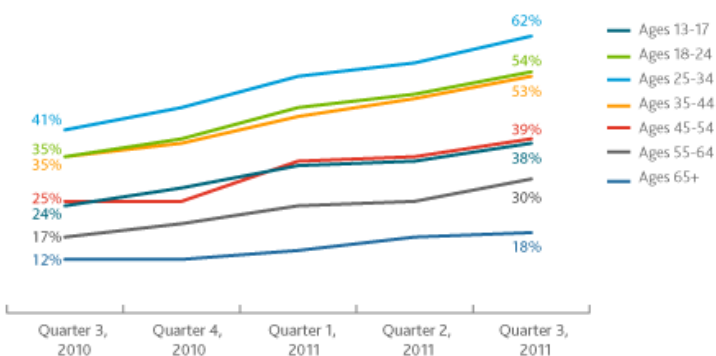
Other groups show slightly lower penetration rates. Around 40 percent of 12-17 year-old teens and 40 percent of 45-54 year-olds reported owning a smartphone, as opposed to a more basic feature phone.

After younger adults, the segment with the second fastest-growing smartphone penetration rate is those aged 55-64. Smartphone penetration among this older group is only 30 percent, but it jumped 5 percent this quarter.

As the smartphone market continues to expand, Android remains the most popular smartphone operating system in the United States, with 43 percent of the market, while Apple is the top smartphone manufacturer, with 28 percent of smartphone consumers sporting an Apple iPhone.

Smartphone Penetration By Age Group

Q3 2010 - Q3 2011, U.S.

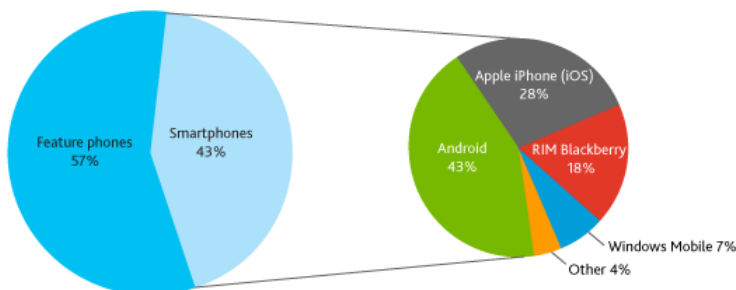


Source: Nielsen

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Smartphone Penetration and OS Share

Q3 2011, U.S.



Source: Nielsen

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For more information, contact Scott Kerr at scott_kerr@timeinc.com

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