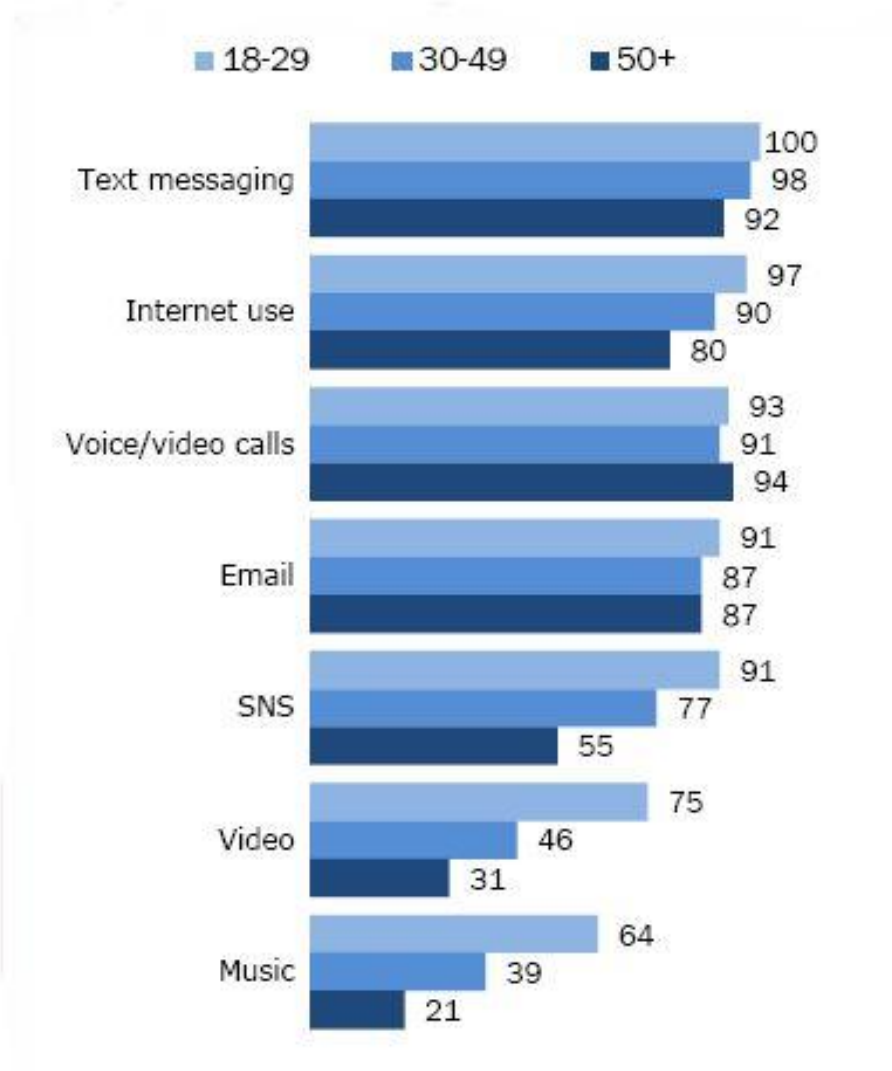


Current Trends and Patron Preferences

Laura Bosley

July 8, 2015

% of Smartphone Users who Used the Following Features



Pew Research Center American Trends Panel experience sampling survey, November 10-16 2014

Pew Research Center, April, 2015, "The Smartphone Difference" Available at: <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

How Americans Use Their Cell Phones

Cell phone activities

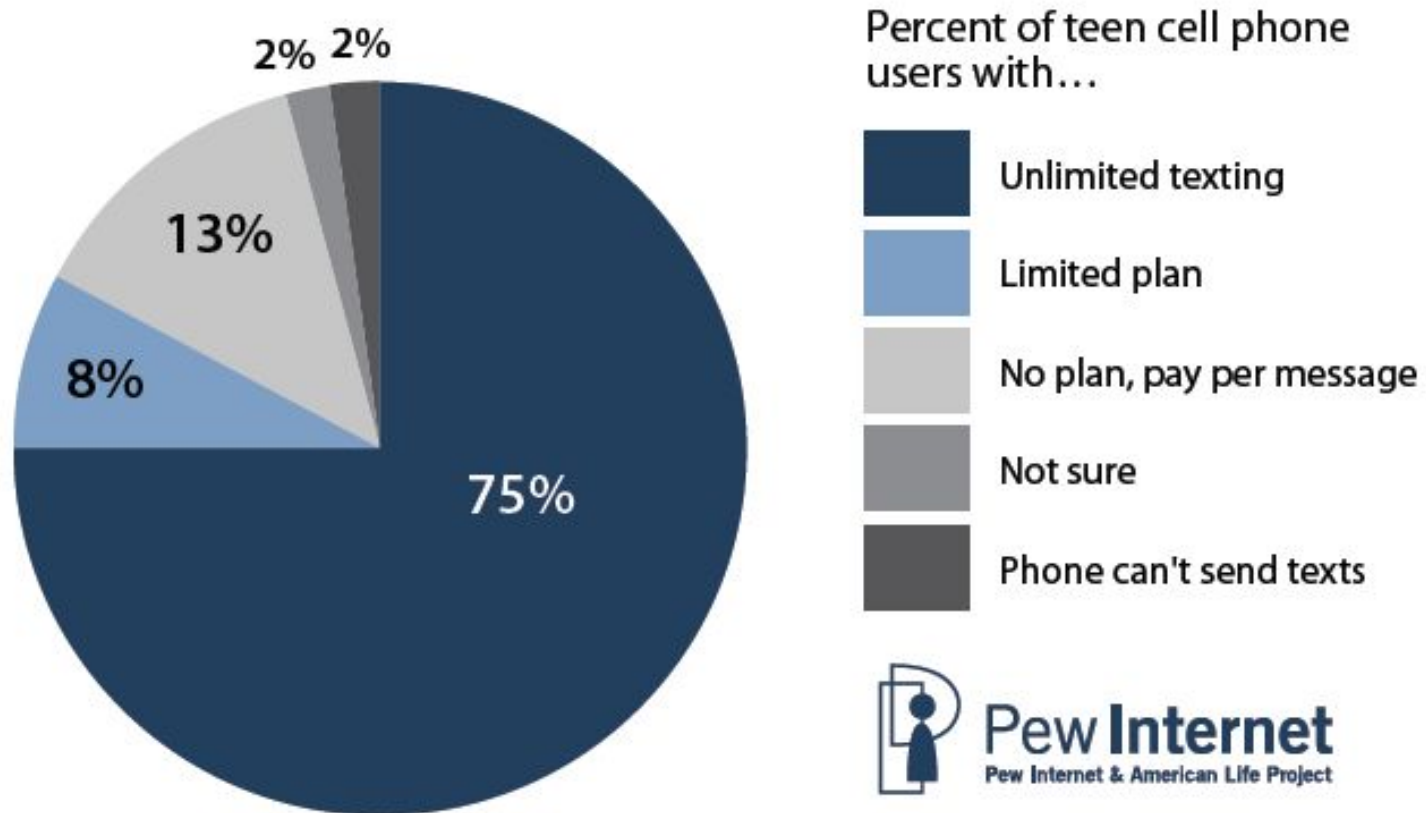
The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	“check in” or share your location

Source: Pew Research Center’s Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

The vast majority of teen cell phone users have unlimited texting



Source: Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey, conducted from June 26 – September 24th, 2009. n=625 teen cell phone owners ages 12-17 and the margin of error is +/- 5%.

<http://pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>

Teens from higher income households are most likely to be on family plans

Lower income teens most likely to pay-as-you-go

	Annual Household Income			
	Less than \$30,000	\$30,000-\$49,999	\$50,000-\$74,999	\$75,000+
Percent of teen cell phone users who have...				
A prepaid or pay-as-you-go plan	36*	16	15	11
A family plan that is part of contract that covers the entire family	47	59	78*	80*
A separate contract covering only your phone	15*	21*	5	6
A set number of voice minutes each month	33	39	47*	44*
A set amount of money to use each month to buy voice minutes	20*	4	9	4
An unlimited number of voice minutes each month	35	42	37	38
An unlimited text plan	68	81*	79	76
A limited text plan	8	7	4	7
Have no plan, pay per text	22*	11	14	11

* indicates a statistically significant difference.

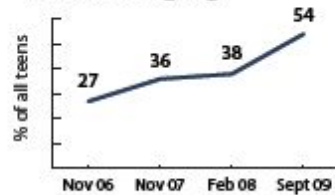
Source: Pew Research Centers Internet & American Life Project, Teens and Mobile Phones Survey, conducted from June 26 - September 24th, 2009. n=625 teen cell phone users ages 12-17 and the margin of error is +/- 5%.



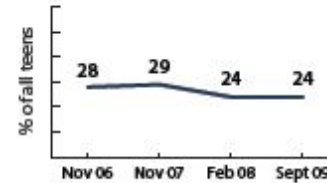
Texting takes off, while use of other communication channels remains stable over time

the % of all teens who have used each communication method to contact their friends daily, since 2006

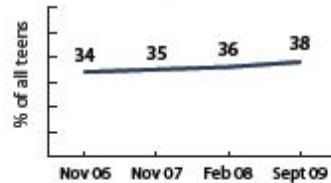
Text messaging



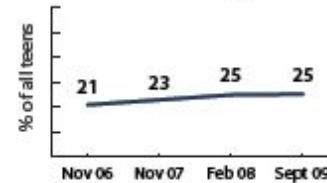
Instant messaging



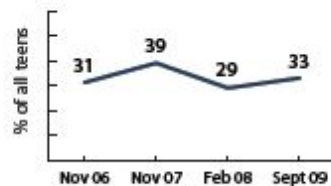
Call on cell phone



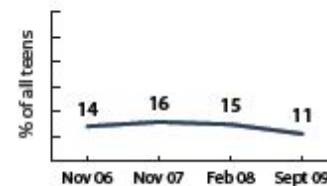
Social networking site



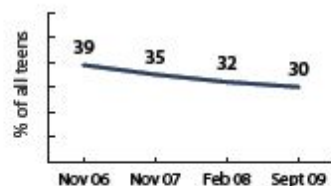
Talk face-to-face



Email



Talk on a landline phone



Source: Pew Research Center's Internet & American Life Project surveys. Percentages are for all teens ages 12-17.



References

- Pew Research Center, April, 2015, “The Smartphone Difference” Available at: <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>
- Pew Research Center, October 2014, “Mobile Technology Fact Sheet” Available at: <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>
- Pew Research Center, April, 2010, “Teens and Mobile Phones” Available at: <http://pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx>
- Pew Research Center, September, 2010, “Cell Phones and American Adults” Available at: <http://pewinternet.org/Reports/2010/Cell-Phones-and-American-Adults.aspx>