

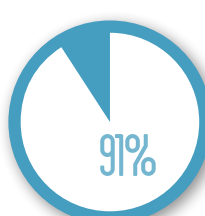


SO YOU LOVE YOUR

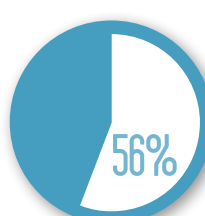
# CELL PHONE

DO YOU?

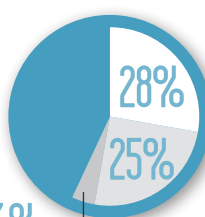
AS OF MAY 2013



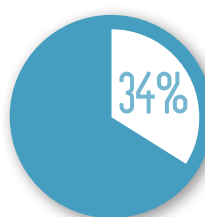
91% OF AMERICAN ADULTS HAVE A CELL PHONE



56% OF AMERICAN ADULTS HAVE A SMARTPHONE



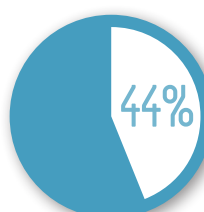
28% OF CELL OWNERS OWN AN ANDROID; 25% OWN AN IPHONE; 4% OWN A BLACKBERRY



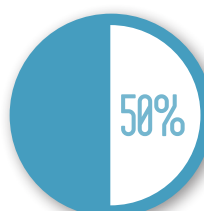
34% OF AMERICAN ADULTS OWN A TABLET COMPUTER

## CELL PHONE BEHAVIORS

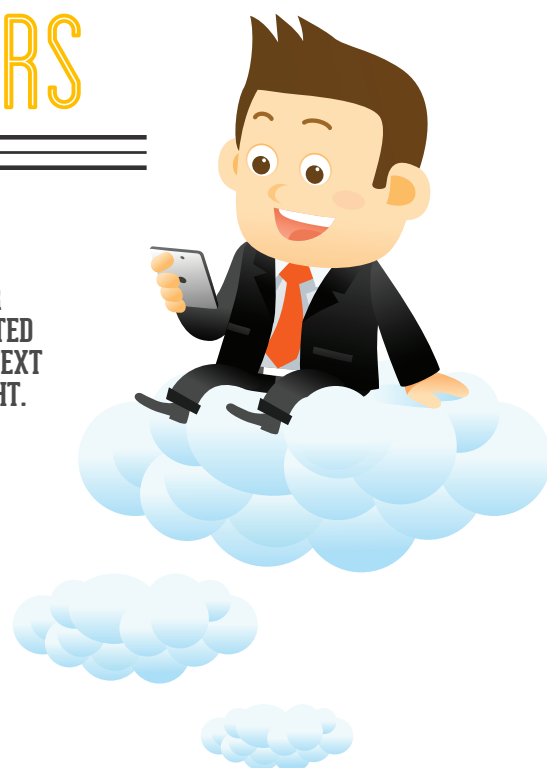
SLEEPING



44% OF CELL OWNERS HAVE SLEPT WITH THEIR PHONE NEXT TO THEIR BED BECAUSE THEY WANTED TO MAKE SURE THEY DIDN'T MISS ANY CALLS, TEXT MESSAGES, OR OTHER UPDATES DURING THE NIGHT.

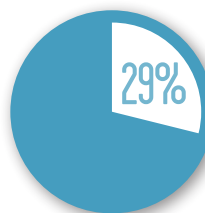


50% OF AMERICANS SLEEP WITH THEIR PHONE NEXT TO THEM LIKE A TEDDY BEAR OR A SPOUSE, A NUMBER THAT INCLUDES MORE THAN 80% OF 18-24 YEAR OLDS.

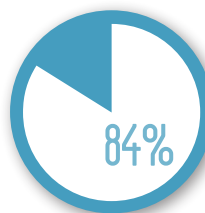


## CELL PHONE BEHAVIORS

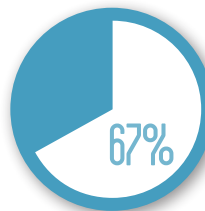
ANXIETY



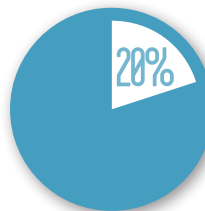
29% OF CELL OWNERS DESCRIBE THEIR CELL PHONE AS "SOMETHING THEY CAN'T IMAGINE LIVING WITHOUT"



84% OF RESPONDENTS SAID THAT THEY COULD NOT GO A SINGLE DAY WITHOUT THEIR CELLPHONES



67% OF CELL OWNERS FIND THEMSELVES CHECKING THEIR PHONE FOR MESSAGES, ALERTS, OR CALLS - EVEN WHEN THEY DON'T NOTICE THEIR PHONE RINGING OR VIBRATING



20% OF RESPONDENTS CHECK THEIR PHONE EVERY 10 MINUTES.

