



The Nielsen Company
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Media Blast

NIELSEN MOBILE PROVIDES SMARTPHONE STATISTICS

With the one-year anniversary of the Apple iPhone's debut this past weekend, Nielsen is pleased to provide you with relevant smartphone statistics from Nielsen Mobile, a service of The Nielsen Company and the world's leading provider of mobile audience measurement and wireless market research.

The buzz of the iPhone has fueled increased awareness and interest in smartphones; below you will find key stats for US smartphones in terms of penetration, demographics and growth.

As of Q1 2008:

Who is using smartphones?

- 59% of US smartphone users are male
- Among users ages 18 and older:
 - o 10.4% are ages 18-24
 - o 29.0% are 25-34
 - o 24.5% are 35-44
 - o 18.2% are 45-54
 - o 13.0% are 55-64
 - o 4.9% are 65+
- 35.1% of smartphone users have a household income of \$100,000+ (nearly an 8% increase from the previous year)

How has smartphone use grown over the past year?

Smartphone Penetration

| | Q1 2008 | Q1 2007 |
|--------|---------|---------|
| Total | 9.9% | 4.8% |
| Male | 12.2% | 6.1% |
| Female | 7.8% | 3.4% |

At what price?

- The average smartphone user paid \$205 for their device
- The average smartphone user spent \$110 on their monthly service plan (a 10% increase from the previous year)
- Although men and women spend nearly the same amount on monthly service, men tend to spend more on for their device than women (\$216 vs \$189)

Business or pleasure?

- 23% say their company foots the bill



- 25% say they use their phone for business but pay the bill themselves
- 52% say they are a personal user (a nearly 10% increase from the previous year)

How is the iPhone faring?

- Research in Motion (23.4%), HTC (25.2%), and Palm (19.3%) continue to lead the smartphone industry in manufacturer market share, with Apple (11.6%) trailing in fourth place.
- Apple iPhone users report the highest overall satisfaction scores among major smartphone manufacturers
- Mac OS users reported the highest overall satisfaction scores among major operating systems.