

There Are **OVER**  
**1.4 BILLION**

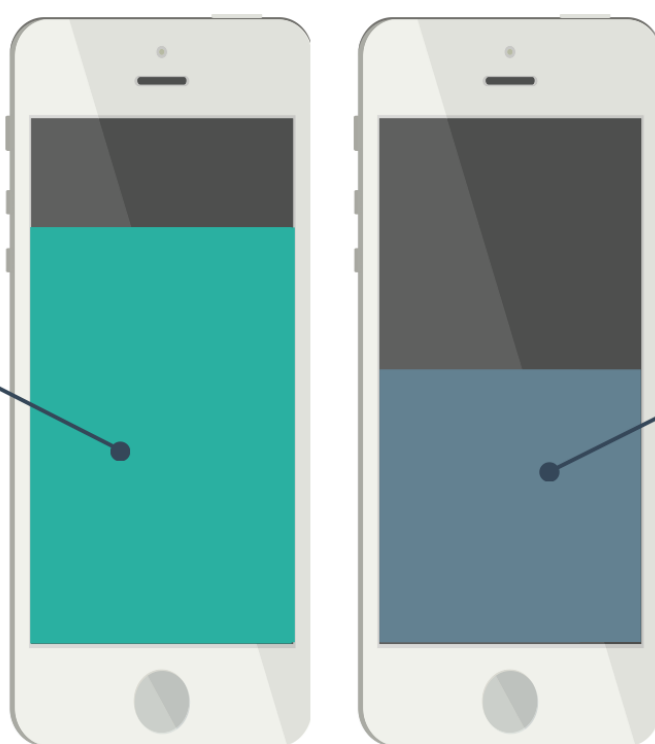
# SMARTPHONES

in the world

It is estimated that half of all offline businesses will have their own app by 2020

Find themselves checking their phone for messages, alerts, or calls — even when they don't notice their phone ringing or vibrating.

**67%**



**44%**

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.

## SHARE OF TIME SPENT USING SMARTPHONE APPS



**12%**

Communications



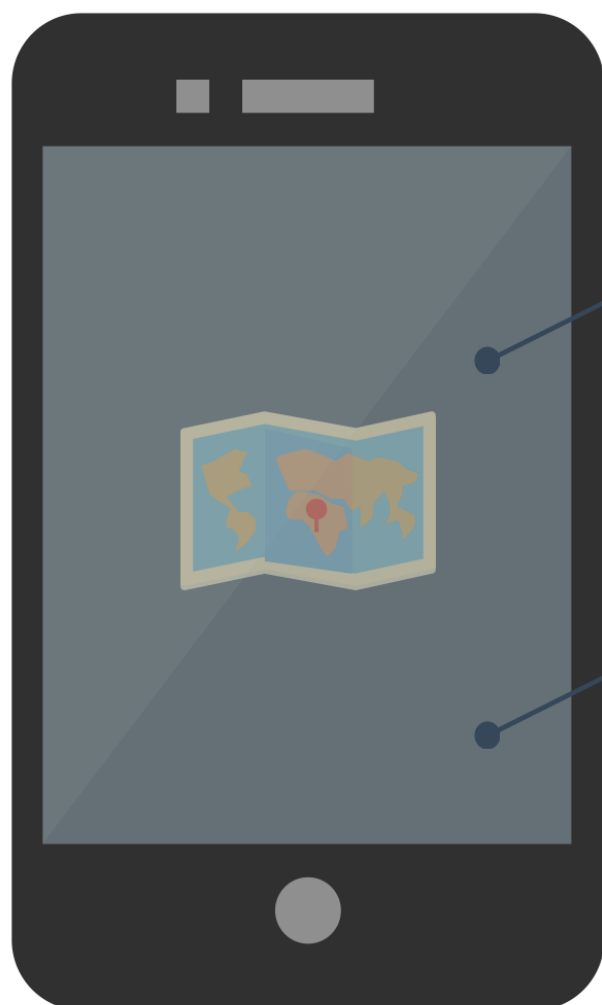
**28%**

Social



**11%**

Productivity/Function



### LOCATION

Among adult social media users ages 18 and older, 30% say that at least one of their accounts is currently set up to include their location in their posts.

### CELL INTERNET ACCESS

As of May 2013, 63% of adult cell owners use their phones to go online.

Sources:

<http://www.businessinsider.com/15-billion-smartphones-in-the-world-2013-2?IR=T&>

<http://www.nielsen.com/us/en/insights/news/2014/how-smartphones-are-changing-consumers-daily-routines-around-the-globe.html>

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