

## Stats on Cell Phone Use in U.S.

271,000,000 estimated current US wireless subscribers (1/19/09) (source CTIA)

Wireless penetration over 86% of total U.S. Population (age 13+). (source M:Metrics)

66,000,000 Americans (22%) owned smart phones in July 2008: (source AndroidTAPP)

Up from 8% in 6/07: (source AndroidTAPP)

Monthly volume and growth of text messages: (source CTIA)

110 billion Dec 2008. 10 billion June 2005.

3.6 billion text messages sent per day in US. (source CTIA)

362.6 billion text messages sent in U.S. in 2007. (source CTIA)

600 billion estimated annualized yearly text messages for 2008 in US. (source CTIA)

16% of households in U.S. are 'wireless only'. (source CTIA)

43% of mobile subscribers in the U.S. (92.5 million people) are actively engaged in text messaging. (source M:Metrics)

41 million people send text message almost every day. (source M:Metrics)

Teens spend over \$1 billion annually on cell phone use. (source CTIA)

79% of all teens (17 million) have a mobile device - 36% increase since 2005. (source CTIA)

85% of teens have a conventional cell phone. 15% own a smart phone. (source CTIA)

It is currently illegal for marketers using auto-dialers to call cell phones. (source CTIA)

Cell phone customers must give permission, or opt in, to be added to be contacted by businesses. Customers who do opt in become a loyal fan club of the businesses they receive text messages from. (source CTIA)

Worldwide Subscribers: 2.5 billion wireless subscribers worldwide. (source CTIA)