



# **Smartphones**

**Fieldwork Dates: January 30, 2018**

**Conducted by YouGov  
On behalf of YouGov NY**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1102 adults. Fieldwork was undertaken between 30th - 30th January 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov NY Smartphones

US\_nat Sample: January 30, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
	A	B	C	D	E	F	G	H	I	J	K	L	M

What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often.

Unweighted base	1102	468	634	265	334	503	210	217	421	254	818	119	86	79
<b>Base: All US adults</b>	1078	531	547	329	337	412	208	189	423	257	716	130	159	72
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	86%	85%	87%	89%	91%	79%	84%	86%	87%	87%	84%	91%	87%	92%
				E	E							*	*	*
Standard mobile phone	10%	10%	10%	6%	6%	16%	12%	11%	10%	8%	11%	6%	8%	6%
						C.D						*	*	*
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	-	3%	2%
												*	J*	*
Not applicable - I don't have a cell phone	3%	4%	2%	4%	2%	4%	3%	3%	3%	4%	4%	3%	2%	-
												*	*	*

Q1. In recent years, smartphone manufacturers have begun to offer smartphones that no longer feature a 3.5mm headphone jack (i.e., a standard headphone jack). Instead, users rely on a converter for current headphones or use Bluetooth headphones. How interested, if at all, are you in purchasing a phone that does not have a 3.5mm headphone jack? If your current smartphones does not have a 3.5mm headphone jack, please select the "not applicable" option.

Unweighted base	939	396	543	237	302	400	172	185	363	219	688	107	72	72
<b>Base: All US adults with smartphones</b>	927	453	474	292	308	327	175	163	366	222	605	118	138	66
Very interested	12%	12%	12%	17%	16%	4%	7%	8%	16%	13%	9%	19%	17%	15%
				E	E				F.G			J*	*	*
Somewhat interested	17%	19%	16%	19%	17%	15%	18%	16%	17%	19%	15%	23%	15%	29%
												*	*	J*
Not very interested	23%	21%	25%	21%	23%	25%	28%	26%	22%	20%	24%	22%	25%	15%
												*	*	*
Not at all interested	31%	33%	29%	24%	30%	36%	32%	35%	27%	33%	34%	22%	22%	30%
						C						*	*	*
Not applicable - my current smartphone doesn't have a 3.5mm headphone jack	17%	15%	19%	19%	13%	19%	15%	16%	19%	16%	17%	13%	21%	12%
												*	*	*
Net: Interested	29%	31%	27%	35%	33%	20%	25%	24%	32%	31%	24%	42%	32%	43%
				E	E							J*	*	J*
Net: Not interested	54%	54%	54%	46%	54%	61%	60%	60%	48%	53%	58%	45%	47%	45%
						C	H	H				*	*	*

**YouGov NY**  
**Smartphones**

US\_nat Sample: January 30, 2018



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	N	O	P	Q	R	S	T	U	V	W

What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often.

Unweighted base	1102	352	390	232	128	567	14	121	45	316	39
<b>Base: All US adults</b>	1078	459	340	181	97	516	16	109	43	351	42
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	86%	82%	87%	92%	88%	85%	91%	84%	84%	89%	89%
			N				**	*	**		**
Standard mobile phone	10%	13%	8%	5%	8%	11%	9%	11%	16%	7%	9%
		P				V	**	*	**		**
Don't know	1%	1%	1%	1%	-	1%	-	1%	-	1%	-
							**	*	**		**
Not applicable - I don't have a cell phone	3%	3%	4%	2%	3%	3%	-	4%	-	4%	2%
							**	*	**		**

Q1. In recent years, smartphone manufacturers have begun to offer smartphones that no longer feature a 3.5mm headphone jack (i.e., a standard headphone jack). Instead, users rely on a converter for current headphones or use Bluetooth headphones. How interested, if at all, are you in purchasing a phone that does not have a 3.5mm headphone jack? If your current smartphones does not have a 3.5mm headphone jack, please select the "not applicable" option.

Unweighted base	939	280	337	209	113	484	12	99	36	274	34
<b>Base: All US adults with smartphones</b>	927	378	297	166	86	437	14	92	36	311	37
Very interested	12%	14%	11%	11%	9%	10%	-	16%	-	16%	10%
					*		**	*	**	R	**
Somewhat interested	17%	17%	20%	15%	11%	17%	27%	14%	21%	18%	13%
					*		**	*	**		**
Not very interested	23%	22%	23%	23%	29%	23%	42%	26%	40%	20%	21%
					*		**	*	**		**
Not at all interested	31%	27%	32%	36%	31%	34%	10%	30%	22%	26%	45%
					*	V	**	*	**		**
Not applicable - my current smartphone doesn't have a 3.5mm headphone jack	17%	19%	15%	14%	19%	16%	21%	14%	17%	20%	11%
					*		**	*	**		**
Net: Interested	29%	31%	31%	26%	20%	27%	27%	30%	21%	34%	24%
			Q		*		**	*	**		**
Net: Not interested	54%	50%	54%	59%	60%	58%	53%	56%	62%	46%	66%
					*	V	**	*	**		**



**YouGov NY  
Smartphones**

US\_nat Sample: January 30, 2018



Total	Social networks membership												
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often.

Unweighted base	1102	885	411	370	284	72	338	104	353	198	20	22	6	116
<b>Base: All US adults</b>	1078	868	407	338	305	95	309	108	367	220	26	21	7	112
Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone)	86%	88%	93%	92%	93%	92%	90%	91%	96%	94%	94%	88%	27%	73%
		AP	AD.AP	AD.AP	AD.AP	AP*	AP	AP*	D.AE.AF.AG.AI.AJ	AD.AP	**	**	**	*
Standard mobile phone	10%	9%	5%	7%	6%	8%	8%	6%	3%	4%	6%	9%	-	14%
		AE.AK.AL	AK	AK	AK	*	AK.AL	*			**	**	**	AE.AF.AG.AK.AL
Don't know	1%	1%	0%	0%	0%	-	1%	-	1%	0%	-	-	63%	-
						*	*	*	*	*	**	**	**	*
Not applicable - I don't have a cell phone	3%	2%	1%	1%	1%	-	1%	2%	1%	2%	-	3%	10%	13%
						*	*	*	*	*	**	**	**	AF.AG.AH.AI.AJ

Q1. In recent years, smartphone manufacturers have begun to offer smartphones that no longer feature a 3.5mm headphone jack (i.e., a standard headphone jack). Instead, users rely on a converter for current headphones or use Bluetooth headphones. How interested, if at all, are you in purchasing a phone that does not have a 3.5mm headphone jack? If your current smartphones does not have a 3.5mm headphone jack, please select the "not applicable" option.

Unweighted base	939	770	379	339	264	69	304	96	343	190	19	18	2	83
<b>Base: All US adults with smartphones</b>	927	763	379	311	282	87	278	98	352	206	25	19	2	82
Very interested	12%	13%	13%	13%	17%	39%	11%	13%	12%	14%	44%	16%	-	9%
					AI.AK	AF.AG.AI.AJ.AK.AL.AP*	*	*	*	*	**	**	**	*
Somewhat interested	17%	17%	17%	16%	18%	14%	18%	13%	20%	16%	8%	14%	-	15%
					*	*	*	*	*	*	**	**	**	*
Not very interested	23%	24%	26%	24%	20%	25%	25%	20%	23%	30%	12%	18%	49%	17%
					*	*	*	*	*	AG.AK.AP	**	**	**	*
Not at all interested	31%	29%	27%	28%	25%	17%	27%	30%	26%	19%	11%	36%	-	41%
		AL	AL	AL	*	*	AL	AL*	AL	AL	**	**	**	E.AG.AH.AI.AK.AJ
Not applicable - my current smartphone doesn't have a 3.5mm headphone jack	17%	17%	17%	19%	20%	5%	19%	24%	19%	21%	25%	17%	51%	19%
			AH	AH	AH	*	AH	AH*	AH	AH	**	**	**	AH*
Net: Interested	29%	30%	30%	29%	36%	53%	29%	26%	31%	30%	52%	30%	-	23%
					AF	AF.AG.AI.AJ.AK.AL.AP*	*	*	*	*	**	**	**	*
Net: Not interested	54%	53%	53%	52%	45%	42%	52%	50%	49%	49%	23%	54%	49%	57%
		AG	AG	AG	*	*	*	*	*	*	**	**	**	*

# YouGov NY Smartphones

US\_nat Sample: January 30, 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

**Q2. Which of the following statements best describes you?**  
Please select the option that best applies

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
<b>Base: All US adults with smartphones that don't have a headphone jack</b>	154	56	98	43	40	71	26	32	61	35	119	14	12	9
I would prefer my next smartphone have a headphone jack	158	67	90	55	40	63	26	26	71	35	106	15	29	8
I would prefer my next smartphone to not have a headphone jack	28%	37%	21%	29%	29%	26%	34%	32%	22%	32%	28%	25%	25%	46%
I have no preference	8%	12%	5%	7%	7%	11%	5%	5%	8%	13%	12%	-	-	9%
Not applicable - I don't plan on ever buying a new smartphone	57%	51%	62%	54%	60%	58%	51%	52%	63%	53%	56%	69%	63%	24%
	7%	-	12%	11%	4%	5%	9%	12%	7%	3%	5%	6%	12%	21%

**Q3. Which ONE, if any, of the following features would you MOST like your current smartphone to have?**

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
<b>Base: All US adults with smartphones</b>	939	396	543	237	302	400	172	185	363	219	688	107	72	72
Longer battery life	927	453	474	292	308	327	175	163	366	222	605	118	138	66
Water resistant	41%	45%	37%	38%	37%	47%	49%	38%	40%	38%	44%	38%	35%	32%
Shatter proof screen	13%	12%	14%	13%	14%	12%	15%	17%	11%	12%	13%	11%	15%	14%
Hands free technology	20%	20%	20%	17%	23%	19%	15%	20%	23%	19%	19%	25%	18%	26%
The best camera available	5%	6%	4%	4%	5%	6%	3%	2%	5%	10%	4%	2%	11%	7%
Other	15%	12%	19%	22%	15%	9%	14%	14%	16%	15%	13%	21%	17%	18%
Not applicable - can't think of any features I would like my smartphone to have in particular	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-
	5%	4%	6%	4%	5%	6%	4%	6%	5%	6%	6%	3%	4%	3%

**YouGov NY**  
**Smartphones**

US\_nat Sample: January 30, 2018



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

**Q2. Which of the following statements best describes you?**  
Please select the option that best applies

	Unweighted base	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
<b>Base: All US adults with smartphones that don't have a headphone jack</b>	154	50	54	28	22	75	3	16	6	50	4
I would prefer my next smartphone have a headphone jack	158	73	44	24	17	69	3	13	6	63	4
I would prefer my next smartphone to not have a headphone jack	28%	22%	30%	33%	38%	28%	-	11%	-	36%	13%
I have no preference	8%	3%	9%	20%	10%	8%	25%	14%	9%	7%	-
Not applicable - I don't plan on ever buying a new smartphone	57%	65%	54%	44%	52%	58%	75%	61%	79%	50%	87%
	7%	10%	7%	3%	-	5%	-	13%	12%	8%	-

**Q3. Which ONE, if any, of the following features would you MOST like your current smartphone to have?**

	Unweighted base	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
<b>Base: All US adults with smartphones</b>	939	280	337	209	113	484	12	99	36	274	34
Longer battery life	927	378	297	166	86	437	14	92	36	311	37
Water resistant	41%	38%	43%	42%	45%	39%	9%	29%	59%	46%	43%
Shatter proof screen	13%	15%	13%	11%	12%	14%	17%	15%	-	13%	13%
Hands free technology	20%	20%	19%	22%	19%	22%	49%	20%	21%	16%	16%
The best camera available	5%	6%	3%	5%	7%	7%	-	3%	2%	4%	2%
Other	15%	14%	17%	16%	11%	12%	17%	26%	7%	16%	17%
Not applicable - can't think of any features I would like my smartphone to have in particular	1%	1%	1%	3%	-	2%	-	1%	-	0%	-
	5%	7%	4%	1%	6%	5%	8%	6%	11%	4%	8%

**YouGov NY  
Smartphones**

US\_nat Sample: January 30, 2018



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

**Q2. Which of the following statements best describes you?**  
Please select the option that best applies

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
<b>Base: All US adults with smartphones that don't have a headphone jack</b>	154	36	118	38	47	46	23
I would prefer my next smartphone have a headphone jack	158	36	122	49	39	47	23
		**	*	**	*	**	**
I would prefer my next smartphone to not have a headphone jack	8%	4%	10%	4%	5%	12%	16%
		**	*	**	*	**	**
I have no preference	57%	49%	59%	73%	68%	43%	33%
		**	*	**	*	**	**
Not applicable - I don't plan on ever buying a new smartphone	7%	16%	4%	9%	6%	-	18%
		**	*	**	*	**	**

**Q3. Which ONE, if any, of the following features would you MOST like your current smartphone to have?**

	Unweighted base	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
<b>Base: All US adults with smartphones</b>	939	281	658	280	288	252	119
Longer battery life	927	291	636	306	277	227	117
						Z	*
Water resistant	13%	17%	11%	15%	15%	10%	11%
		Y					*
Shatter proof screen	20%	19%	20%	20%	18%	21%	21%
							*
Hands free technology	5%	4%	6%	5%	6%	4%	4%
							*
The best camera available	15%	18%	14%	17%	14%	14%	15%
							*
Other	1%	0%	1%	1%	0%	2%	1%
							*
Not applicable - can't think of any features I would like my smartphone to have in particular	5%	6%	5%	7%	4%	2%	11%
				AB			AA.AB*

**YouGov NY  
Smartphones**

US\_nat Sample: January 30, 2018



Total	Social networks membership											
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know

**Q2. Which of the following statements best describes you?**  
Please select the option that best applies

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
<b>Base: All US adults with smartphones that don't have a headphone jack</b>	154	125	61	57	44	4	48	21	59	39	4	4	1	15
	158	128	65	60	55	4	52	24	67	43	6	3	1	16
I would prefer my next smartphone have a headphone jack	28%	28%	32%	39%	29%	81%	33%	44%	34%	33%	27%	17%	-	25%
	*	*	*	*	**	**	**	**	*	*	**	**	**	**
I would prefer my next smartphone to not have a headphone jack	8%	8%	6%	9%	2%	-	3%	6%	5%	6%	12%	-	-	16%
	*	*	*	*	**	**	**	**	*	*	**	**	**	**
I have no preference	57%	59%	61%	50%	61%	19%	59%	50%	55%	59%	61%	54%	-	45%
	*	*	*	*	**	**	**	**	*	*	**	**	**	**
Not applicable - I don't plan on ever buying a new smartphone	7%	6%	1%	1%	7%	-	6%	-	6%	2%	-	29%	100%	14%
	*	*	*	*	**	**	**	**	*	*	**	**	**	**

**Q3. Which ONE, if any, of the following features would you MOST like your current smartphone to have?**

	Unweighted base	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
<b>Base: All US adults with smartphones</b>	939	770	379	339	264	69	304	96	343	190	19	18	2	83
	927	763	379	311	282	87	278	98	352	206	25	19	2	82
Longer battery life	41%	41%	43%	41%	34%	33%	39%	32%	37%	38%	34%	47%	49%	36%
		AG	AG.AK			*		*			**	**	**	*
Water resistant	13%	13%	11%	12%	15%	7%	14%	12%	11%	14%	14%	9%	-	21%
					AE	*		*			**	**	**	AE.AH.AK*
Shatter proof screen	20%	19%	22%	19%	22%	14%	22%	22%	21%	18%	27%	11%	-	23%
					*		*	*			**	**	**	*
Hands free technology	5%	5%	6%	7%	5%	10%	4%	5%	4%	4%	12%	16%	-	2%
					*		*	*			**	**	**	*
The best camera available	15%	16%	13%	16%	17%	32%	18%	25%	22%	21%	10%	3%	-	8%
						AD.AE.AF.AG.AI.AP*		AE.AP*	AD.AE.AF.AP	AE.AP	**	**	**	*
Other	1%	1%	2%	2%	2%	2%	1%	3%	1%	2%	-	6%	-	1%
					*	*	*	*	*	*	**	**	**	*
Not applicable - can't think of any features I would like my smartphone to have in particular	5%	5%	4%	4%	5%	3%	2%	1%	3%	4%	5%	7%	51%	8%
		AI				*		*			**	**	**	AI*