



EQUITY THROUGH TECHNOLOGY

The Smart Phone is a very effective way to reach our **BIPOC neighbors**, as well as our **rural and lower income neighbors**. According to **Pew Research's** published data from January 2024:

Who owns cellphones and smartphones?

Substantial majorities of Americans across a wide range of demographic groups are cellphone owners. The same is true for smartphone ownership – though some differences do emerge, particularly by age, household income and level of formal education.

% of U.S. adults who say they own a __, by ...

AGE	GENDER	RACE & ETHNICITY	INCOME	EDUCATION	COMMUNITY	POLITICAL AFFILIATION
		White	Black	Hispanic	Asian*	
Cellphone		97	96	98	99	
Smartphone		91	84	91	97	
Cellphone, but not smartphone		6	12	6	2	

* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

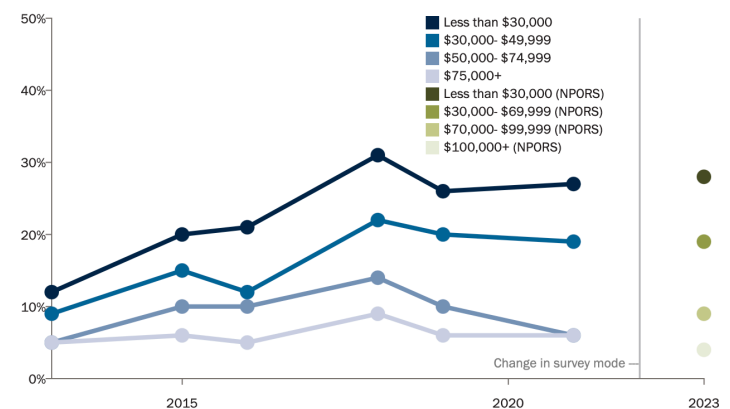
Who is smartphone dependent?

Reliance on smartphones for online access is especially common among Americans with lower household incomes and those with lower levels of formal education.

AGE	RACE & ETHNICITY	GENDER	INCOME	EDUCATION	COMMUNITY
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Smartphone dependency by income

% of U.S. adults who are smartphone dependent, by annual household income



Note: The vertical line indicates a change in mode. Polls from 2013-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. For more details on this shift, please [read our Q&A](#). Refer to the topline for more information on how question wording varied over the years. Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2013-2023. Data for each year is based on a pooled analysis of all surveys containing broadband and smartphone questions fielded during that year.

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Chart Data Share

% of U.S. adults who say they own a __, by ...

AGE	GENDER	RACE & ETHNICITY	INCOME	EDUCATION	COMMUNITY	POLITICAL AFFILIATION
		Urban	Suburban	Rural		
Cellphone		97	98	97		
Smartphone		91	93	87		
Cellphone, but not smartphone		6	5	10		

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.