

Do poor people really have smart phones and use the internet on their mobile?

- 63% of adults and 88% of teens from households with incomes of \$30,000 or less use the Internet.
- In 2009, African Americans were 70% more likely to access the Internet on a mobile phone than whites.*
- One-quarter of Hispanic adults regularly search the Internet via cell phone, 78% more than the 15% of overall adults.*
- 44% of African Americans and Hispanics are smart phone users.*
- MobiLens data from comScore found that 72.5 million people in the U.S. owned smart phones by March 2011, up 15% from the preceding three-month period.
- A study released in July by the Pew Research Center reported that “smart phone owners under the age of 30, non-white smart phone users, and smart phone owners with relatively low income and education levels are particularly likely to say that they mostly go online using their phones.”
- At the end of 2008, lower-income users already made up the fastest growing segment of the iPhone market. According to the 2008 comScore study “All About iPhone,” those who earned between \$25,000 and \$50,000 annually were buying smart phones and using the mobile Internet at a rate that was *three times faster* than those earning \$100,000+.
- From July-September of 2011, over 11% of visits to IllinoisLegalAid.org were from mobile devices (from April-June of 2011, mobile device visits made up less than 9% of website traffic). Most of the mobile visits to the website from July-September came from an Android (16,131) or iOS (15,449) device.

*Although this measure is by racial classification rather than income, African Americans make up a disproportionate percentage of the client-eligible community. And a rapidly growing Hispanic population has resulted in a higher demand for free legal resources.