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Infographic: iPhone Usage Rates by State

22 January 2015

Despite iPhones [remaining the largest source](#) of smartphone Internet traffic in North America, our latest study finds a relatively high degree of variation of iPhone usage rates on a state-by-state basis.

To quantify this study, [Chitika Insights](#) analyzed a sample of hundreds of millions of U.S.-based iPhone ad impressions accessed via Chitika's [Cidewalk](#) mobile ad platform. The data were drawn from a date range of December 25 through 31, 2014, thus including traffic from devices given as gifts during the most recent Christmas holiday.

As seen in the table and infographic below, iPhone usage rates aren't particularly correlative with geography or raw population figures. However, following some correlative analysis as presented in [this associated white paper](#), we did find that state-by-state iPhone usage rates did correlate with:

- Education level
- Population density

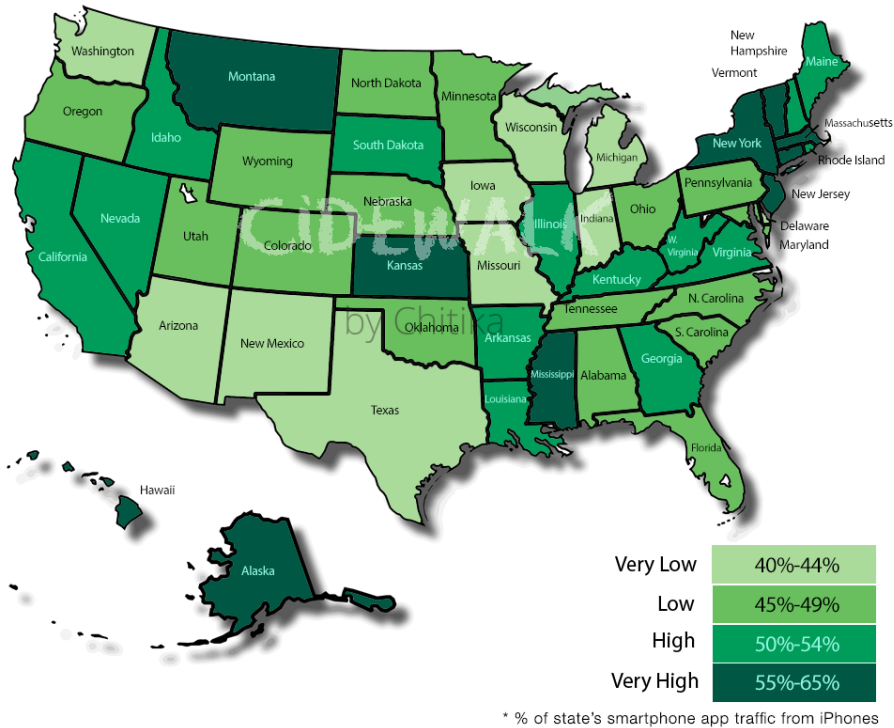
The relationship also held across median income, however the high correlation in median income and education level resulted in redundancy of this particular variable.

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iPhone Usage Rate by State



Data Driven by Chitika Insights December 2014
Data are representative of U.S. and Canadian smartphone-based Web traffic only

On the whole, the data set reinforces the impression that Apple's iPhone is a significant source of smartphone Internet activity across the United States. However, the range of usage rates between different states can assist marketers when crafting regional strategies based on these broader user base characteristics.

State	Share of Smartphone Traffic from iPhone Users
Alabama	47.1%
Alaska	65.5%
Arizona	44.6%
Arkansas	50.4%
California	53.3%
Colorado	48.3%
Connecticut	58.1%
Delaware	42.2%
Florida	45.8%
Georgia	50.8%
Hawaii	58.7%
Idaho	50.8%
Illinois	51.5%
Indiana	44.6%
Iowa	42.1%
Kansas	55.6%
Kentucky	50.5%
Louisiana	53.3%
Maine	50.0%
Maryland	47.8%
Massachusetts	56.6%
Michigan	43.8%
Minnesota	48.3%
Mississippi	58.7%
Missouri	43.6%
Montana	60.1%
Nebraska	49.0%
Nevada	50.5%
New Hampshire	52.1%
New Jersey	55.3%
New Mexico	40.5%
New York	56.2%
North Carolina	46.2%
North Dakota	48.5%
Ohio	46.3%
Oklahoma	45.1%
Oregon	49.7%
Pennsylvania	49.5%
Rhode Island	52.0%
South Carolina	47.2%
South Dakota	52.9%
Tennessee	48.0%
Texas	44.9%

Utah	49.0%
Vermont	59.4%
Virginia	50.0%
Washington	43.6%
West Virginia	52.4%
Wisconsin	43.1%
Wyoming	49.5%

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