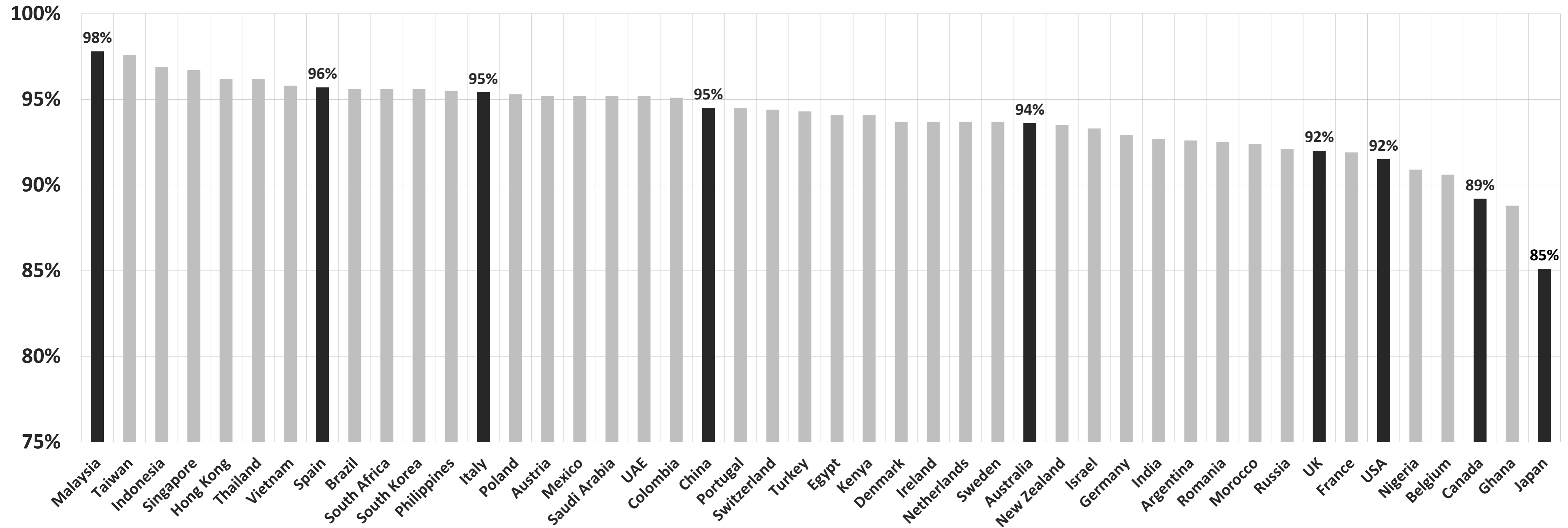




Smartphone Ownership % reach of population

Out of 46 countries measured in the research, Japan has the lowest percentage of smartphone ownership.
Australia, Canada, the UK, and the U.S. are all ahead of Japan by at least 4pts.



An older population, expensive data fees, and unwillingness to share personal data in Japan could be why smartphone penetration is lower in Japan

Looking at the top end, the top 5 countries to own a smartphone all comprise of Asian countries.

Please note – the research is representative of a country’s online population