

Year	Dual-Income Households (thousands)	Smartphone Penetration Rate (%)
1980	614	0
1981	645	0
1982	664	0
1983	708	0
1984	721	0
1985	722	0
1986	720	0
1987	748	0
1988	771	0
1989	783	0
1990	823	0
1991	877	0
1992	914	0
1993	929	0
1994	943	0
1995	908	0
1996	927	0
1997	949	0
1998	956	0
1999	929	0
2000	942	0
2001	951	0
2002	951	0
2003	949	0
2004	961	0
2005	988	0
2006	977	0
2007	1013	0
2008	1011	0
2009	995	0
2010	973	4.4
2011	987	21.1
2012	1054	22.9
2013	1065	36.8
2014	1077	46.7
2015	1114	51.1
2016	1129	59.8
2017	1188	71.7
2018	1219	74.3
2019	1245	85
2020	1240	88.9
2021	1247	92.8
2022	1262	94
2023	1288	96.3