

Wireless-Only U.S. Households On The Rise: By the second half of last year, 41% of U.S. households had just wireless phones and no landline, according to a Pew Research Center analysis of data from the National Center for Health Statistics. This is up 2.8% from the same period in 2012 and continues the trend of Americans opting for wireless phones over landlines in their homes.

It is not just the youngest American adults who have ditched their landline phones. Fifty-three percent of 18-24 year olds have wireless-only households (compared to 40% in 2010). By comparison, 66% of 25-39 year olds and 60% of 30-34 year olds only had wireless phones in the second half of 2013, up from 51% and 40%, respectively, in 2010. The 35-44 year old and 45-64 year old age brackets also saw their wireless-only numbers almost double from 2010, increasing from 27% to 48% and from 17% to 31%, respectively. Even 14% of Americans 65 years old and older traded in their landlines for wireless, up from 5% in 2010. Looking at economic status, the data revealed 56% of wireless-only households were “poor,” while 46% were “nearly poor” and 37% were “not poor” by the National Center for Health Statistics’ measurements.

These wireless-only numbers will likely increase in 2014 and beyond, impacting not just the way campaigns contact potential voters, but how they conduct polls and raise funds, too.

