

# YouGov Survey: Phone Cases



Sample 1157 U.S. Adult Citizens  
Conducted May 16 - 19, 2024  
Margin of Error ±3.5%

## 1. Do you currently own a cellphone?

Yes ..... 97%  
No ..... 3%

## 2. Do you currently own a phone case that is compatible with your cellphone?

*Among people who currently own a cellphone*

Yes ..... 86%  
No ..... 14%

## 3. How often do you have a case on your cellphone?

*Among people who currently own a cellphone case*

Always ..... 86%  
Usually ..... 7%  
Sometimes ..... 5%  
Rarely ..... 1%  
Never ..... 1%

## 4. How many phone cases compatible with your current phone do you own?

*Among people who currently own a cellphone case*

1 ..... 70%  
2 ..... 15%  
3 ..... 3%  
4 ..... 2%  
5 or more ..... 3%  
Not sure ..... 7%

## 5. Thinking about the phone case you use most often, is it...?

*Among people who currently own a cellphone case*

Patterned .....	9%
Red .....	5%
Pink .....	4%
Yellow .....	0%
Orange .....	0%
Green .....	3%
Blue .....	10%
Purple .....	6%
Black .....	37%
Gray .....	3%
Tan .....	0%
Brown .....	1%
White .....	1%
Clear .....	13%
Other .....	6%
Not sure .....	2%

## 6. Does your phone case currently have any of the following features? Select all that apply

*Among people who currently own a cellphone case*

Built-in stand .....	15%
Expandable phone grip .....	8%
Wallet or card holder .....	11%
Rechargeable battery pack .....	5%
Wireless charging compatibility .....	19%
Screen protection .....	42%
Belt clip or holster .....	7%
Accessibility features .....	6%
Other .....	1%
None of the above .....	33%

## 7. Which of the following are reasons why you use a phone case? Select all that apply

*Among people who currently own a cellphone case*

To protect from damage .....	89%
As a fashion accessory .....	12%
As a form of self-expression .....	11%
To easily spot my phone .....	16%
To make it easier to hold .....	30%
For special features it has .....	9%
Other .....	1%
Not sure .....	3%

## 8. How often do you clean your phone case?

*Among people who currently own a cellphone case*

Very often .....	18%
Somewhat often .....	30%
Not very often .....	41%
Never .....	10%
Not sure .....	1%

<b>Interviewing Dates</b>	May 16 - 19, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.078 to 6.513, with a mean of one and a standard deviation of 0.705.
<b>Number of respondents</b>	1157
<b>Margin of error</b>	± 3.5% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.

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## 1. Owns Cellphone

Do you currently own a cellphone?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	97%	96%	99%	98%	97%	96%	99%	97%	95%	100%	100%
No	3%	4%	1%	2%	3%	4%	1%	3%	5%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,156)	(531)	(625)	(254)	(212)	(407)	(283)	(701)	(137)	(181)	(137)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	97%	97%	97%	98%	99%	98%	95%	99%	99%	99%	99%	97%	95%
No	3%	3%	3%	2%	1%	2%	5%	1%	1%	1%	1%	3%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,156)	(380)	(446)	(330)	(395)	(366)	(525)	(294)	(208)	(203)	(258)	(430)	(265)

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## 2. Owns Cellphone Case

Do you currently own a phone case that is compatible with your cellphone?

*Among people who currently own a cellphone*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	86%	85%	87%	96%	91%	83%	76%	86%	88%	89%	81%
No	14%	15%	13%	4%	9%	17%	24%	14%	12%	11%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(514)	(618)	(248)	(207)	(398)	(279)	(685)	(132)	(179)	(136)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	86%	87%	88%	85%	87%	86%	84%	90%	90%	87%	83%	88%	86%
No	14%	13%	12%	15%	13%	14%	16%	10%	10%	13%	17%	12%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(373)	(436)	(323)	(391)	(360)	(510)	(291)	(205)	(200)	(254)	(419)	(259)

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## 3. Use Cellphone Case

How often do you have a case on your cellphone?

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	86%	82%	89%	79%	82%	93%	88%	87%	79%	86%	86%
Usually	7%	10%	4%	11%	8%	4%	4%	6%	15%	6%	4%
Sometimes	5%	6%	5%	7%	8%	2%	5%	6%	3%	4%	6%
Rarely	1%	1%	1%	3%	0%	0%	1%	0%	2%	3%	1%
Never	1%	1%	1%	0%	2%	1%	2%	1%	0%	1%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(970)	(434)	(536)	(238)	(184)	(335)	(213)	(579)	(115)	(166)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	86%	82%	90%	84%	86%	87%	88%	88%	79%	82%	87%	88%	83%
Usually	7%	10%	4%	7%	9%	6%	5%	6%	13%	9%	6%	6%	7%
Sometimes	5%	6%	4%	6%	4%	5%	5%	4%	7%	8%	4%	4%	7%
Rarely	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%
Never	1%	1%	1%	2%	1%	2%	1%	1%	1%	0%	3%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(970)	(323)	(382)	(265)	(337)	(300)	(423)	(259)	(182)	(175)	(205)	(371)	(219)

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## 4. Number of Cellphone Cases

How many phone cases compatible with your current phone do you own?

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	70%	74%	67%	58%	66%	76%	83%	75%	56%	59%	74%
2	15%	13%	17%	21%	18%	12%	10%	13%	22%	21%	14%
3	3%	3%	3%	5%	5%	2%	0%	2%	5%	5%	1%
4	2%	1%	2%	3%	3%	0%	0%	2%	0%	2%	2%
5 or more	3%	2%	4%	3%	6%	3%	0%	2%	9%	3%	7%
Not sure	7%	6%	7%	11%	3%	6%	6%	6%	7%	10%	3%
Totals	100%	99%	100%	101%	101%	99%	99%	100%	99%	100%	101%
Unweighted N	(969)	(433)	(536)	(238)	(184)	(335)	(212)	(579)	(115)	(166)	(109)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	70%	66%	74%	72%	67%	78%	69%	76%	69%	65%	79%	73%	62%
2	15%	19%	12%	16%	21%	13%	15%	16%	17%	16%	14%	12%	22%
3	3%	4%	3%	2%	3%	2%	3%	1%	5%	3%	3%	4%	2%
4	2%	3%	0%	2%	2%	1%	1%	1%	3%	4%	0%	1%	2%
5 or more	3%	3%	4%	2%	3%	2%	5%	1%	2%	6%	1%	3%	3%
Not sure	7%	5%	8%	7%	4%	4%	7%	5%	3%	6%	4%	7%	9%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(969)	(322)	(382)	(265)	(336)	(300)	(423)	(259)	(181)	(174)	(205)	(371)	(219)

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## 5. Color of Cellphone Case

Thinking about the phone case you use most often, is it...?

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Patterned	9%	4%	14%	12%	11%	7%	7%	11%	5%	7%	1%
Red	5%	4%	7%	3%	5%	6%	7%	6%	4%	4%	1%
Pink	4%	0%	8%	4%	6%	5%	2%	4%	6%	4%	6%
Yellow	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Orange	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Green	3%	3%	3%	3%	5%	1%	2%	2%	2%	3%	12%
Blue	10%	10%	11%	7%	14%	11%	7%	12%	10%	7%	4%
Purple	6%	3%	8%	4%	3%	8%	9%	6%	6%	6%	5%
Black	37%	54%	22%	33%	38%	38%	40%	36%	45%	37%	34%
Gray	3%	4%	2%	2%	2%	3%	6%	3%	1%	2%	5%
Tan	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%
Brown	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%
White	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%
Clear	13%	10%	14%	21%	12%	9%	8%	10%	14%	21%	19%
Other	6%	3%	8%	5%	3%	7%	8%	6%	3%	6%	6%
Not sure	2%	3%	1%	4%	0%	2%	0%	2%	3%	1%	0%
Totals	100%	100%	101%	100%	100%	100%	98%	100%	101%	99%	99%
Unweighted N	(968)	(433)	(535)	(238)	(184)	(335)	(211)	(578)	(115)	(166)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Patterned	9%	7%	10%	11%	11%	8%	9%	12%	6%	13%	14%	4%	10%
Red	5%	7%	2%	6%	7%	5%	6%	5%	4%	3%	5%	5%	7%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Pink	4%	3%	4%	6%	2%	5%	5%	4%	4%	5%	2%	5%	4%
Yellow	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Orange	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Green	3%	2%	4%	2%	4%	3%	4%	4%	2%	2%	5%	2%	3%
Blue	10%	11%	7%	14%	10%	14%	11%	10%	13%	12%	7%	12%	8%
Purple	6%	2%	9%	6%	5%	5%	8%	3%	6%	6%	7%	6%	4%
Black	37%	38%	39%	34%	32%	39%	35%	39%	40%	34%	40%	40%	30%
Gray	3%	4%	3%	1%	4%	2%	2%	3%	4%	2%	3%	3%	4%
Tan	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%
Brown	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
White	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%
Clear	13%	14%	13%	11%	15%	10%	11%	13%	10%	13%	10%	12%	15%
Other	6%	6%	6%	4%	6%	6%	5%	6%	4%	4%	5%	6%	7%
Not sure	2%	2%	1%	2%	1%	0%	1%	0%	4%	3%	0%	1%	3%
Totals	100%	99%	99%	100%	100%	99%	99%	101%	98%	98%	99%	98%	100%
Unweighted N	(968)	(322)	(381)	(265)	(336)	(299)	(422)	(259)	(181)	(174)	(205)	(370)	(219)

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## 6. Cellphone Case Features

Does your phone case currently have any of the following features? Select all that apply

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Built-in stand	15%	16%	13%	12%	15%	17%	14%	14%	17%	15%	10%
Expandable phone grip	8%	8%	9%	11%	15%	5%	3%	8%	10%	8%	9%
Wallet or card holder	11%	10%	11%	16%	8%	8%	12%	10%	16%	12%	8%
Rechargeable battery pack	5%	7%	4%	7%	5%	3%	6%	4%	9%	6%	3%
Wireless charging compatibility	19%	19%	19%	20%	21%	18%	17%	20%	22%	13%	17%
Screen protection	42%	40%	43%	38%	43%	43%	43%	42%	52%	35%	38%
Belt clip or holster	7%	10%	5%	8%	8%	6%	6%	7%	10%	6%	4%
Accessibility features	6%	6%	5%	4%	5%	6%	8%	5%	5%	5%	12%
Other	1%	0%	2%	1%	1%	2%	1%	1%	1%	0%	5%
None of the above	33%	35%	32%	41%	30%	31%	32%	33%	24%	42%	35%
Unweighted N	(969)	(433)	(536)	(238)	(184)	(335)	(212)	(579)	(115)	(166)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Built-in stand	15%	14%	14%	16%	13%	18%	14%	17%	12%	13%	12%	18%	12%
Expandable phone grip	8%	10%	6%	9%	9%	9%	8%	9%	10%	9%	8%	9%	7%
Wallet or card holder	11%	15%	7%	12%	12%	13%	11%	9%	14%	14%	10%	9%	12%
Rechargeable battery pack	5%	7%	4%	5%	5%	5%	5%	5%	6%	7%	6%	5%	2%
Wireless charging compatibility	19%	20%	16%	21%	23%	22%	17%	21%	25%	22%	19%	16%	22%
Screen protection	42%	44%	38%	44%	42%	45%	41%	44%	45%	44%	36%	47%	37%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Belt clip or holster	7%	9%	6%	7%	8%	7%	8%	9%	5%	5%	9%	8%	5%
Accessibility features	6%	4%	6%	7%	6%	8%	5%	8%	6%	10%	3%	5%	6%
Other	1%	1%	2%	1%	2%	1%	2%	0%	3%	2%	2%	1%	0%
None of the above	33%	34%	37%	29%	32%	28%	33%	31%	30%	31%	35%	31%	38%
Unweighted N	(969)	(322)	(382)	(265)	(336)	(300)	(423)	(259)	(181)	(174)	(205)	(371)	(219)

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## 7. Reason for Using Cellphone Case

Which of the following are reasons why you use a phone case? Select all that apply

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To protect from damage	89%	89%	89%	88%	81%	94%	92%	90%	86%	82%	93%
As a fashion accessory	12%	9%	14%	20%	16%	6%	5%	10%	18%	10%	16%
As a form of self-expression	11%	10%	13%	17%	18%	5%	5%	9%	17%	15%	17%
To easily spot my phone	16%	13%	19%	21%	21%	12%	10%	13%	26%	16%	21%
To make it easier to hold	30%	32%	29%	39%	32%	26%	24%	29%	41%	23%	42%
For special features it has	9%	11%	8%	12%	11%	7%	7%	9%	13%	8%	9%
Other	1%	1%	1%	1%	0%	2%	2%	1%	0%	2%	1%
Not sure	3%	1%	4%	2%	5%	2%	1%	1%	3%	11%	0%
Unweighted N	(969)	(433)	(536)	(238)	(184)	(335)	(212)	(579)	(115)	(166)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To protect from damage	89%	86%	94%	86%	89%	89%	89%	91%	87%	89%	93%	89%	85%
As a fashion accessory	12%	18%	9%	8%	15%	7%	12%	11%	15%	13%	10%	9%	16%
As a form of self-expression	11%	14%	10%	10%	12%	7%	12%	11%	8%	15%	12%	7%	14%
To easily spot my phone	16%	20%	15%	13%	20%	12%	19%	14%	15%	15%	16%	13%	22%
To make it easier to hold	30%	35%	28%	28%	33%	26%	33%	31%	28%	38%	29%	26%	33%
For special features it has	9%	11%	7%	9%	9%	11%	7%	12%	10%	13%	8%	9%	7%
Other	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%
Not sure	3%	4%	2%	2%	2%	1%	3%	1%	2%	1%	1%	4%	2%
Unweighted N	(969)	(322)	(382)	(265)	(336)	(300)	(423)	(259)	(181)	(174)	(205)	(371)	(219)

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## 8. Cleaning Cellphone Case

How often do you clean your phone case?

*Among people who currently own a cellphone case*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	18%	15%	20%	23%	18%	18%	10%	13%	34%	26%	20%
Somewhat often	30%	31%	30%	26%	30%	31%	34%	31%	24%	33%	28%
Not very often	41%	40%	42%	38%	44%	38%	45%	44%	37%	35%	36%
Never	10%	13%	7%	10%	8%	11%	11%	12%	5%	5%	14%
Not sure	1%	1%	1%	3%	0%	1%	0%	1%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	101%	100%	100%
Unweighted N	(968)	(432)	(536)	(238)	(184)	(334)	(212)	(578)	(115)	(166)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	18%	20%	19%	13%	18%	15%	19%	14%	20%	19%	12%	20%	18%
Somewhat often	30%	27%	30%	34%	29%	34%	33%	29%	25%	32%	29%	30%	31%
Not very often	41%	44%	41%	39%	44%	38%	39%	46%	42%	36%	44%	42%	40%
Never	10%	8%	9%	13%	8%	12%	9%	10%	10%	12%	14%	8%	8%
Not sure	1%	1%	1%	0%	0%	0%	0%	0%	2%	1%	1%	0%	2%
Totals	100%	100%	100%	99%	99%	99%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(968)	(322)	(382)	(264)	(336)	(299)	(422)	(259)	(181)	(174)	(204)	(371)	(219)

# YouGov Survey: Phone Cases

## May 16 - 19, 2024 - 1157 U.S. adult citizens



<b>Interviewing Dates</b>	May 16 - 19, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.078 to 6.513, with a mean of one and a standard deviation of 0.705.
<b>Number of respondents</b>	1157
<b>Margin of error</b>	± 3.5% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.