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Technology Device Ownership: 2015

*68% of Americans have smartphones;
45% have tablet computers.
Ownership of other digital devices
has not grown in recent years.*

BY *Monica Anderson*

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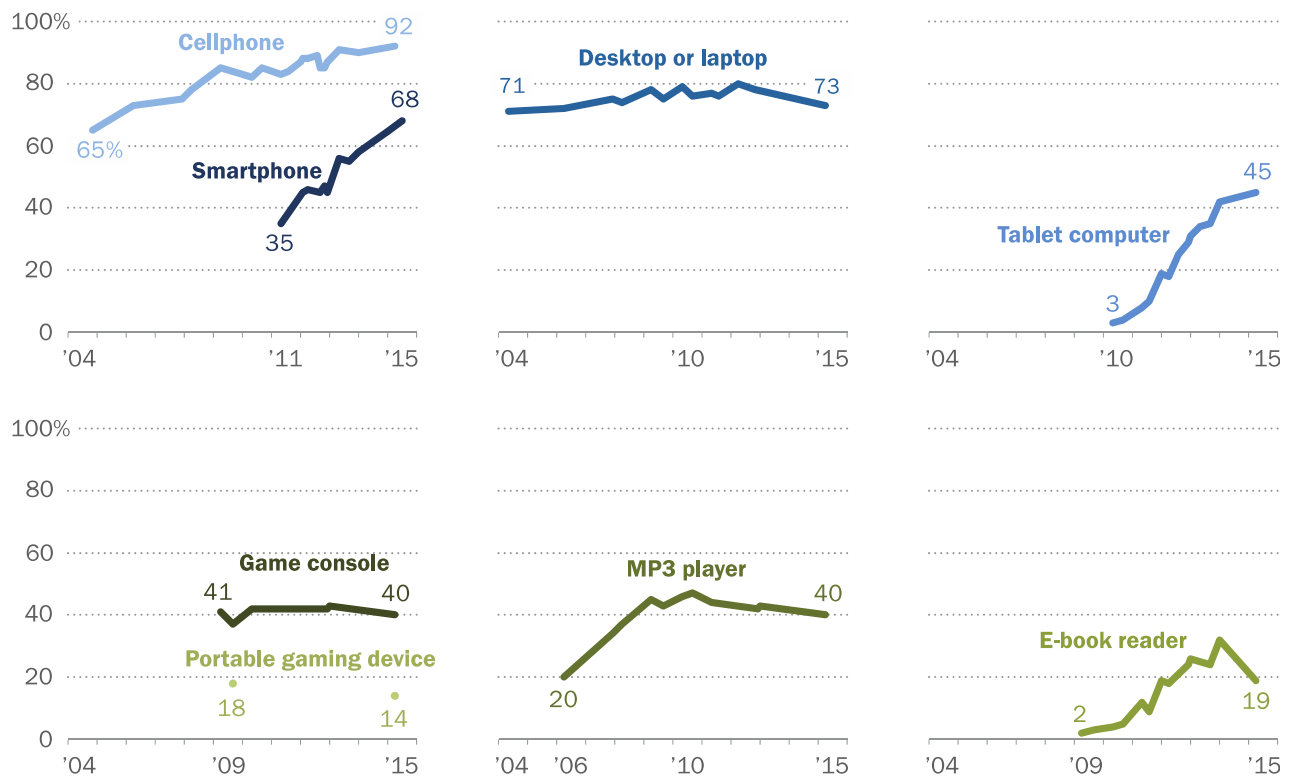
Summary of Findings

Today, 68% of U.S. adults have a smartphone, up from 35% in 2011, and tablet computer ownership has edged up to 45% among adults, according to newly released survey data from the Pew Research Center.¹ Smartphone ownership is nearing the saturation point with some groups: 86% of those ages 18-29 have a smartphone, as do 83% of those ages 30-49 and 87% of those living in households earning \$75,000 and up annually.

At the same time, the surveys suggest the adoption of some digital devices has slowed and even declined in recent years.

Smartphones, Tablets Grew in Recent Years; Other Devices Declined or Stayed Flat

% of U.S. adults who own the following devices



Source: Pew Research Center survey conducted March 17-April 12, 2015. Smartphone data based on Pew Research survey conducted June 10-July 12, 2015. Trend data are from previous Pew Research surveys.

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¹ Smartphone data are based on a Pew Research Center survey conducted June 10-July 12, 2015; all other data are from a March 17-April 12, 2015 survey.

For example, e-reader device ownership has fallen. Today, about one-in-five adults (19%) report owning an e-reader, while in [early 2014](#) that share was a third (32%). Ownership of MP3 players has not had a notable decline, but the percentage of adults who own one has hovered around the 40% mark since 2008. And computer ownership levels have stayed roughly where they were a decade ago. These changes are all taking place in a world where smartphones are transforming into all-purpose devices that can take the place of specialized technology, such as music players, e-book readers and gaming devices. Some of the changes in device ownership patterns are particularly evident for young adults. Among those ages 18-29, ownership of MP3 players and computers has declined by double digits in the past five years. In 2010, three-quarters of 18- to 29-year-olds owned an MP3 player; by 2015, only half (51%) had one.

There is a similar pattern with computer ownership. Today, 78% of adults under 30 own a laptop or desktop computer, compared with 88% who did so [in 2010](#). Smartphone ownership, on the other hand, has surpassed both of these devices, with 86% of 18- to 29-year-olds owning one in 2015. In other words, as smartphones came to prominence several years ago, younger owners perhaps did not feel as much of a need as their older peers to have other kinds of devices.

MP3, Computer Ownership Has Dropped Among Younger Adults Since 2010

% of U.S. adults ages 18-29 who own the following devices

	2010	2011	2012	2013	2014	2015
Cellphone	96	95	93	97	98	98
Computer	88	88	89	-	-	78
MP3 player	75	71	-	62	-	51
Game console	62	-	-	71	-	56
Smartphone	-	52	65	79	85	86
Tablet computer	5	13	32	36	48	50
E-book reader	5	8	27	24	28	18

Source: Pew Research Center surveys conducted 2000-15. Dashes represent years when these questions were not asked.

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The Pew Research Center surveys cover ownership of seven [types of devices](#). The center studies them because their use often affects how people connect with each other, with information and with media. They also impact the way people spend their time. And each kind of device has its own attributes of how people use them and engage with the material they provide. Thus, device usage has notable social and cultural implications, and there are sometimes important political and macroeconomic consequences to the way people use their gadgets. For instance, every major media industry – those built around video, audio and text – has been disrupted by these devices.

Cellphones continue to top of the list.

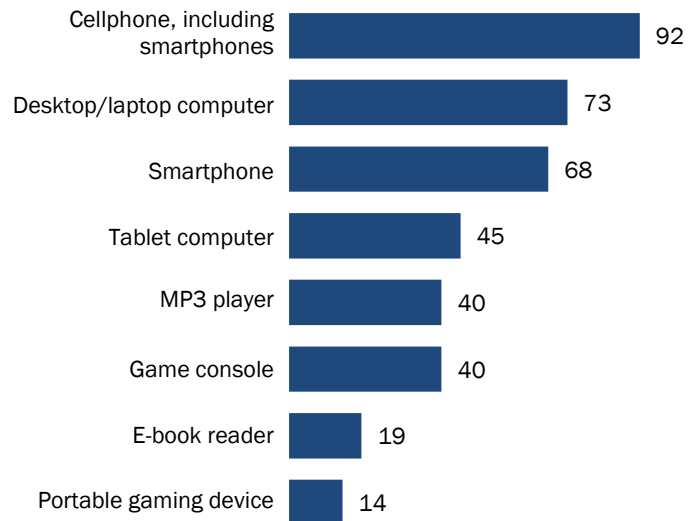
Roughly nine-in-ten American adults (92%) own a mobile phone of some kind. Although these mobile devices are ubiquitous today, the share of adults who own one has risen substantially since 2004, when Pew Research conducted its first poll on cell ownership. At that time, 65% of Americans owned a cellphone.

Some of the other findings:

- Computers are the next-most popular device among those measured. Some 73% of U.S. adults own a desktop or laptop computer, a figure that is similar to the 71% of those who owned a computer or laptop in 2004 and down somewhat from a high of 80% in 2012.
- Some 40% of adults report having a game console, a number that has not budged in five years.
- Four-in-ten Americans (40%) own MP3 players, down from the high mark of 47% in 2010.
- About a fifth (19%) have e-book readers, a drop from 32% who said they owned one in early 2014.
- Some 14% of adults own a portable gaming device, such as a PlayStation Portable (PSP).

Cellphones, Computers Are the Most Commonly Owned Devices

% of U.S. adults who own each of the following devices



Source: Pew Research Center survey conducted March 17-April 12, 2015. Smartphone data based on Pew Research survey conducted June 10-July 12, 2015.

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The analysis in this report is based mostly on telephone interviews conducted March 17 through April 12, 2015, among a national sample of 1,907 adults ages 18 and older living in all 50 U.S. states and the District of Columbia. Of these respondents, 672 were interviewed on a landline telephone, and 1,235 were interviewed on a cellphone, including 730 who had no landline telephone.

Of the full sample, 1,612 are internet users. The margin of sampling error for results based on the full sample is plus or minus 2.6 percentage points. Because many items were based on half samples, results based on internet users in this report have a margin of error of plus or minus 4.0 percentage points. Results based on smartphone owners come from a survey conducted between June 10 and July 12, 2015. They have a margin of error of plus or minus 3.1 percentage points. See the Methods section at the end of this report for more details.

The Demographics of Device Ownership

From getting news to playing games to reading a book, Americans now have a plethora of devices to choose from in order to meet their technology-based needs. For each type of device, the demographic makeup of owners can vary widely, so this section looks at these differences.

Smartphone ownership continues to grow

The rise of the smartphone has had a major social, political and cultural impact. It has changed the way people reach their friends, obtain data and media, and share their lives. Fully 68% of adults now have a smartphone, nearly double the share that Pew Research Center measured in its first survey on smartphone ownership in mid-2011. At that point, 35% of adults had smartphones.

More than half of most demographic groups have a smartphone. Only those ages 65 and older (30% of whom own smartphones) and those who do not have a high school education (41% own smartphones) fall below majority ownership. On the other hand, those ages 18 to 49 and those in higher-income households are coming closer and closer to saturation adoption. There are no differences in smartphone ownership among different racial and ethnic groups.

Smartphone Owners More Likely to be Younger, More Affluent and Highly Educated

% of U.S. adults who own a smartphone, e.g. iPhone, Android, Blackberry or Windows phone

U.S. adults	68
Sex	
Men	70
Women	66
Race/ethnicity	
White	66
Black	68
Hispanic	64
Age group	
18-29	86
30-49	83
50-64	58
65+	30
Household income	
<\$30K	52
\$30K-\$49,999	69
\$50K-\$74,999	76
\$75K+	87
Educational attainment	
Less than high school	41
High school	56
Some college	75
College+	81
Community type	
Urban	72
Suburban	70
Rural	52

Source: Pew Research Center survey conducted June 10-July 12, 2015. Whites and blacks include only non-Hispanics. N=2,001.

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Cellphones near saturation levels for some groups

Fully 92% of American adults own a cellphone, which is similar to the 90% of the public who reported owning these mobile devices in 2014. Although cellphones are common today, the share of adults who own one has risen substantially since 2004, when 65% of Americans owned a mobile phone.

Cellphone ownership is common across all major demographic groups, though older adults tend to lag behind their younger counterparts. Some 78% of adults ages 65 and older own a cellphone, compared with 98% of 18- to 29-year-olds. Lower-income adults are less likely to own a cellphone. Rural residents are slightly less likely than urban and suburban residents to have cellphones. Still, nearly nine-in-ten rural residents (87%) have them.

Cellphone Ownership Is Common Across All Major Demographic Groups

% of U.S. adults who own a cellphone

U.S. adults	92
Sex	
Men	92
Women	92
Race/ethnicity	
White	91
Black	94
Hispanic	92
Age group	
18-29	98
30-49	96
50-64	90
65+	78
Household income	
<\$30K	86
\$30K-\$49,999	94
\$50K-\$74,999	91
\$75K+	98
Educational attainment	
Less than high school	86
High school	90
Some college	93
College+	95
Community type	
Urban	94
Suburban	92
Rural	87

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=1,907

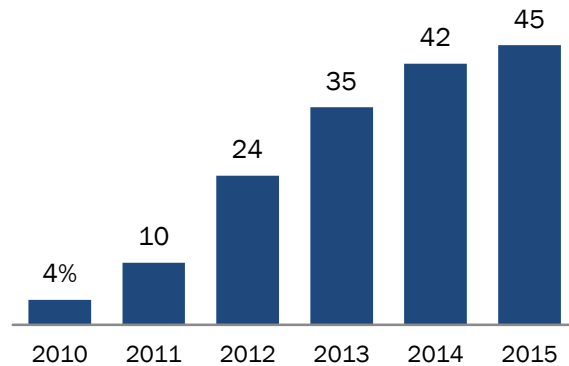
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Close to half of all Americans own a tablet

The share of Americans who own a tablet computer has risen tenfold since 2010. Today, 45% of U.S. adults own a tablet – a substantial increase since Pew Research Center began measuring tablet ownership in 2010. Then, only 4% of adults in the U.S. were tablet owners. Ownership, however, is statistically the same as it was in 2014.

Tablet Ownership, 2010-15

% of U.S. adults that own a tablet computer, e.g. iPad, Samsung Galaxy Tab, Google Nexus or Kindle Fire



Source for current survey: Pew Research Center survey conducted March 17-April 12, 2015.

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Tablet ownership varies across a number of demographic groups. Younger adults and those from more affluent backgrounds are more likely to own the devices, and differences tied to educational attainment are particularly pronounced: 62% of college graduates have a tablet, compared with 35% of those with a high school diploma and 19% who have not completed high school. Additionally, whites are more likely than Hispanics to own a tablet computer, while tablet ownership among blacks is not statistically different from that of whites or Hispanics.

Tablet Owners More Likely to be Younger, More Affluent and Highly Educated

% of U.S. adults who own a tablet computer, e.g. iPad, Samsung Galaxy Tab, Google Nexus or Kindle Fire

U.S. adults	45
Sex	
Men	43
Women	47
Race/ethnicity	
White	47
Black	38
Hispanic	35
Age group	
18-29	50
30-49	57
50-64	37
65+	32
Household income	
<\$30K	28
\$30K-\$49,999	44
\$50K-\$74,999	51
\$75K+	67
Educational attainment	
Less than high school	19
High school	35
Some college	49
College+	62
Community type	
Urban	42
Suburban	50
Rural	37

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=959

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Popularity of e-readers declines

Some 19% of adults report owning an e-reader – a handheld device such as a Kindle or Nook primarily used for reading e-books. This is a sizable drop from early 2014, when 32% of adults owned this type of device. Ownership of e-readers is somewhat more common among women (22%) than men (15%). Whites are more likely than blacks and Hispanics to own an e-reading device, while ownership also tends to be higher among those who are more affluent and those with more education.

E-reader Ownership Differs by Gender, Income, Education, Race and Ethnicity

% of U.S. adults who own an e-book, e.g. a Nook or Kindle e-reader

U.S. adults	19
Sex	
Men	15
Women	22
Race/ethnicity	
White	21
Black	13
Hispanic	14
Age group	
18-29	18
30-49	19
50-64	19
65+	19
Household income	
<\$30K	14
\$30K-\$49,999	16
\$50K-\$74,999	22
\$75K+	27
Educational attainment	
Less than high school	4
High school	13
Some college	24
College+	25
Community type	
Urban	20
Suburban	18
Rural	19

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=959

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Desktop or laptop computers are where they were 10 years ago

Ownership for traditional computers has remained stable. Some 73% of U.S. adults own a desktop or laptop computer. This figure has fluctuated a bit in Pew Research findings over the years, but the 2015 finding is roughly similar to computer ownership levels of a decade ago – though slightly down from a high in 2012, when 80% of Americans said they had a desktop or laptop.

College graduates and those from higher-income households are particularly likely to own a computer. There are also differences based on age as well as race and ethnicity, with younger groups more likely than their older counterparts to report owning a laptop or desktop, and whites (79%) more likely than Hispanics (63%) and blacks (45%) to own one.

Computer Ownership Varies Greatly by Race and Ethnicity, Household Income and Educational Attainment

% of U.S. adults who own a desktop or laptop computer

U.S. adults	73
Sex	
Men	74
Women	71
Race/ethnicity	
White	79
Black	45
Hispanic	63
Age group	
18-29	78
30-49	81
50-64	70
65+	55
Household income	
<\$30K	50
\$30K-\$49,999	80
\$50K-\$74,999	90
\$75K+	91
Educational attainment	
Less than high school	29
High school	63
Some college	81
College+	90
Community type	
Urban	67
Suburban	78
Rural	67

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=959

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Game console ownership is where it was in 2010

Game console ownership has remained consistent since Pew Research last polled about the device in 2010.

Today, 40% of adults report having a game console such as an Xbox or PlayStation. Those whose households earn less than \$30,000 annually are less likely to own a game console – a third have one, compared with 54% of adults from households earning \$75,000 or more a year.

There are also differences by educational attainment – 54% of adults who have some college experience own a game console, a higher share than college graduates (37%), high school graduates (35%) and those who have less than a high school diploma (21%). Younger adults are also more likely than their elders to own a game console, while there are no differences based on gender or race and ethnicity.

Four-in-Ten American Adults Have a Game Console; Ownership Varies by Age, Household Income and Education

% of U.S. adults who own a game console, e.g. Xbox or PlayStation

U.S. adults	40
Sex	
Men	37
Women	42
Race/ethnicity	
White	39
Black	43
Hispanic	45
Age group	
18-29	56
30-49	55
50-64	30
65+	8
Household income	
<\$30K	33
\$30K-\$49,999	43
\$50K-\$74,999	50
\$75K+	54
Educational attainment	
Less than high school	21
High school	35
Some college	54
College+	37
Community type	
Urban	41
Suburban	41
Rural	34

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=948

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For portable gaming devices, it's still 2009

Some 14% of U.S. adults have a portable gaming device such as a PSP or Sega Genesis game player, similar to the share who owned one in 2009. Among all groups, adults 65 and older are the least likely (3%) to own this type of device. And while there are no ownership differences based on educational attainment, those from households earning \$75,000 annually are more likely to own a portable gaming device. An equal percentage of men and women own a portable gaming device, and ownership varies little by race and ethnicity.

Portable Gaming Device Ownership Tied to Age and Household Income

% of U.S. adults who own a portable gaming device console, e.g. PSP or Sega Genesis

U.S. adults	14
Sex	
Men	14
Women	14
Race/ethnicity	
White	14
Black	14
Hispanic	18
Age group	
18-29	21
30-49	17
50-64	12
65+	3
Household income	
<\$30K	12
\$30K-\$49,999	13
\$50K-\$74,999	13
\$75K+	21
Educational attainment	
Less than high school	10
High school	15
Some college	15
College+	12
Community type	
Urban	14
Suburban	14
Rural	12

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=948

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MP3 players still have an audience

While MP3 player ownership grew rapidly in the mid-2000s, the percentage of Americans who own one has not changed significantly in recent years.

The percentage of Americans who own an iPod or another brand of MP3 player has changed little since 2013 (the last time Pew Research polled on ownership of this device). Today, 40% of U.S. adults have an iPod or other MP3 player; in 2013, that share was 43%. While there are no differences based on gender or race and ethnicity, ownership does vary by age, education and household income. Older Americans are especially unlikely to own an MP3 player – only 13% have this type of device.

Four-in-Ten Adults Own an MP3 Player

% of U.S. adults who own an iPod or other MP3 player

U.S. adults	40
Sex	
Men	38
Women	42
Race/ethnicity	
White	41
Black	34
Hispanic	40
Age group	
18-29	51
30-49	51
50-64	37
65+	13
Household income	
<\$30K	26
\$30K-\$49,999	43
\$50K-\$74,999	46
\$75K+	63
Educational attainment	
Less than high school	21
High school	25
Some college	47
College+	56
Community type	
Urban	42
Suburban	42
Rural	30

Source: Pew Research Center survey conducted March 17-April 12, 2015. Whites and blacks include only non-Hispanics. N=948

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Methods

The analysis in this report is based on two Pew Research Center surveys. One survey was conducted March 17 through April 12, 2015, among a national sample of 1,907 adults, ages 18 and older, living in all 50 U.S. states and the District of Columbia. 672 respondents were interviewed on a landline telephone, and 1,235 were interviewed on a cellphone, including 730 who had no landline telephone. The full survey included interviews with respondents ages 16 and 17; the 1,907 respondents in this analysis include only those 18 and older. The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. The smartphone ownership data are based on telephone interviews conducted June 10 through July 12, 2015, among a national sample of 2,001 adults, ages 18 years and older, living in all 50 U.S. states and the District of Columbia. 701 respondents were interviewed on a landline telephone, and 1,300 were interviewed on a cellphone, including 709 who had no landline telephone.

A combination of landline and cellphone random-digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly

asking for the youngest adult male or female who was at home. Interviews in the cellphone sample were conducted with the person who answered the phone, if that person was 16 years of age or older.

Margin of Error

Group	Unweighted sample Size	Margin of error in percentage points
U.S. adults	1,907	+/-2.6
Form A adults	959	+/-3.6
Form B adults	948	+/-3.7
Men	921	+/-3.7
Women	986	+/-3.6
18-29	349	+/-6.0
30-49	510	+/-5.0
50-64	560	+/-4.8
65+	488	+/-5.1
White, non-Hispanic	1,268	+/-3.2
Black, non-Hispanic	232	+/-7.4
Hispanic	266	+/-6.9
Less than high school	181	+/-8.4
High school diploma	541	+/-4.8
Some college	489	+/-5.1
College+	687	+/-4.3
Less than \$30,000/yr.	604	+/-4.6
\$30,000-49,999	300	+/-6.5
\$50,000-\$74,999	225	+/-7.5
\$75,000 or more	494	+/-5.1

Source: Pew Research Center survey conducted March 17-April 12, 2015

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The combined landline and cellphone samples are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, and region to parameters from the 2013 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only or both landline and cellphone), based on extrapolations from the 2014 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

These tables show the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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Margin of Error for Smartphone Data

Group	Unweighted sample size	Margin of error in percentage points
U.S. adults	2,001	+/-2.5
Men	989	+/-3.6
Women	1,012	+/-3.5
18-29	325	+/-6.2
30-49	526	+/-4.9
50-64	593	+/-4.6
65+	513	+/-5.0
White, non-Hispanic	1,384	+/-3.0
Black, non-Hispanic	219	+/-7.6
Hispanic	255	+/-7.0
Less than high school	152	+/-9.1
High school diploma	483	+/-5.1
Some college	523	+/-4.9
College+	823	+/-3.9
Less than \$30,000/yr.	524	+/-4.9
\$30,000-49,999	329	+/-6.2
\$50,000-\$74,999	275	+/-6.8
\$75,000 or more	568	+/-4.7

Source: Pew Research Center survey conducted June 10-July 12, 2015.

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Survey Questions

DEVICE1a Next, do you have a cell phone, or not?²

Based on all adults [n=1907]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"

August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--

January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

SMART1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?³

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/ DON'T KNOW	(VOL.) REFUSED
Current [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

DEVICE1 Please tell me if you happen to have each of the following items, or not. Do you have...
[INSERT ITEMS IN ORDER]?

Based on all adults [n=959]

YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
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³ Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”

Items B-D: Based on Form A

- b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT a Kindle Fire⁴

	19	80	1	*
Current				
	32	68	*	*
January 2014				
	24	75	1	*
September 2013				
	19	80	*	0
November 2012				
	18	81	1	*
April 2012				
	14	86	*	*
February 2012				
	10	89	1	*
December 2011				
	9	90	*	*
August 2011				
	12	88	*	0
May 2011				
	6	94	*	*
November 2010				
	5	95	*	*
September 2010				
	4	96	*	*
May 2010				
	3	97	*	*
September 2009				
	2	98	*	*
April 2009				

DEVICE1 continued...

⁴ From 2012-2013, item wording was "A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader". In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire ⁵				
Current	45	54	*	*
January 2014	42	57	*	*
September 2013	35	65	*	*
May 2013	34	66	*	*
November 2012	25	75	*	*
August 2012	25	75	*	*
April 2012	18	81	*	*
February 2012	14	85	*	*
December 2011	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

⁵ December 2011 through November 2012, item wording was "A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire." In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." January 2011 and earlier, item wording was "A tablet computer like an iPad"

d. A desktop or laptop computer⁶

	73	27	0	*
Current				
	78	22	*	*
November 2012				
	80	20	*	*
April 2012				
	75	25	*	*
December 2011				
	76	24	*	*
August 2011				
	77	22	*	*
May 2011				
	77	23	0	*
November 2010				
	76	24	*	*
September 2010				
	79	21	*	0
May 2010				
	74	26	0	*
January 2010				
	73	27	*	*
December 2009				
	75	25	*	*
September 2009				
	78	22	*	*
April 2009				
	74	26	*	--
April 2008				
	75	25	*	--
Dec 2007				
	72	27	*	--
April 2006				

DEVICE1 continued...

⁶ In past polls, "A desktop computer" and "A laptop computer or netbook" were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes.

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items E-G: Based on Form B</i>				
Based on all adults [n=948]				
e. A game console like Xbox or Play Station	40	60	*	0
Current	41	59	*	*
November 2010	38	62	*	*
September 2010	42	57	*	*
May 2010	42	58	*	*
September 2009	37	63	*	*
April 2009	41	59	*	*
f. An iPod or other MP3 player ⁷	40	60	*	0
Current	44	56	*	*
May 2011	43	57	*	*
November 2010	47	53	*	*
September 2010	46	54	*	0
May 2010	43	57	*	0
September 2009	45	55	*	*
April 2009				

⁷ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

	34	66	*	--
December 2007				
	20	79	*	--
April 2006				
	11	88	1	--
February 2005				
	11	88	1	--
January 2005				
g. A portable gaming device like a PSP or Sega Genesis game player ⁸				
	14	86	*	*
Current				
	18	82	*	*
September 2009				

⁸ Prior to April 2015, item wording was "A portable gaming device like P-S-P or D-S"