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TECHNOLOGY DEVICE OWNERSHIP: 2015

## The Demographics of Device Ownership

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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.

## 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*

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

## 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

*% of U.S. adults who own a cellphone*

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

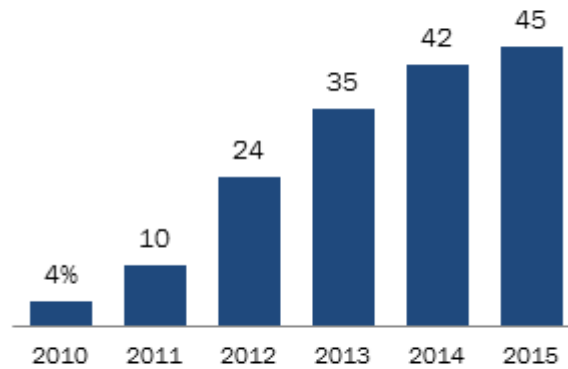
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Cellphone ownership is common across all major demographic groups, though older adults tend to lag behind their younger counterparts. Some 78% of adults ages 65 and older own a cellphone, compared with 98% of 18- to 29-year-olds. Lower-income adults 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.

## Close to half of all Americans own a tablet

## 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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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 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*

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

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

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

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

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

## 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.

## 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*

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

## 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*

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

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