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# Tablet Ownership 2013

*Tablet adoption has almost doubled over the past year. For the first time a third (34%) of American adults now own a tablet computer, including almost half (49%) of those in their late thirties and early forties and a majority (56%) of those in higher income households.*

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<http://pewinternet.org/Reports/2013/Tablet-Ownership-2013.aspx>

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# For the first time, a third of American adults own tablet computers

A third (34%) of American adults ages 18 and older own a tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire—almost twice as many as the 18% who owned a tablet a year ago.<sup>1</sup>

Demographic groups most likely to own tablets include:

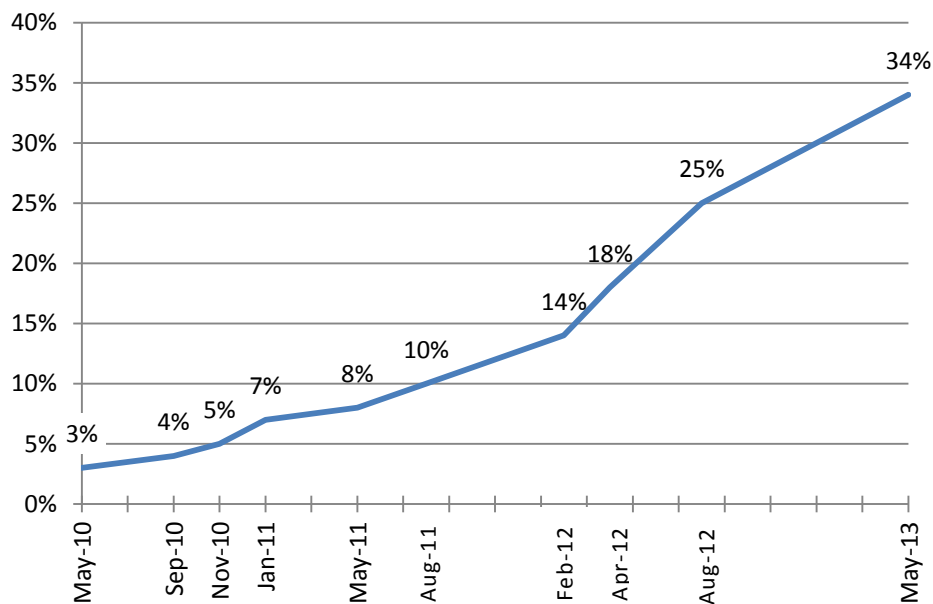
- Those living in households earning at least \$75,000 per year (56%), compared with lower income brackets
- Adults ages 35-44 (49%), compared with younger and older adults
- College graduates (49%), compared with adults with lower levels of education

The following chart shows the increase in general tablet ownership over time, beginning with May 2010 when just 3% of adults said they owned a tablet computer.

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## Tablet ownership over time (2010-2013)

*% of American adults ages 18+ who own a tablet computer, over time.*



**Source:** Pew Research Center's Internet & American Life Project tracking surveys, May 2010 – May 2013. May 2013 data is from the Pew Research Center's Internet & American Life Project's April 17-May 19, 2013 Tracking Survey of 2,252 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error on the sample is +/- 2.3 percentage points.

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<sup>1</sup> 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".

## About this survey

The findings in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults ages 18 and older. Telephone interviews were conducted in English and Spanish by landline and cell phone. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. More information is available in the Methods section at the end of this report.

## Portrait of tablet owner demographics

Unlike smartphones, which are most popular with [younger adults ages 18-34](#), we see the highest rates of tablet ownership among adults in their late thirties and early forties. In fact, almost half (49%) of adults ages 35-44 now own a tablet computer, significantly more than any other age group. Adults ages 65 and older, on the other hand, are less likely to own a tablet (18%) than younger age groups.

There are no statistically significant differences in tablet ownership between men and women, or between members of different racial or ethnic groups.

### Tablet ownership by demographic group: Gender, age, race/ethnicity

*% of American adults ages 18+ within each group who own a tablet computer*

		Own a tablet
All adults ages 18+ (n=2,252)		34%
<b>Gender</b>		
a	Men (n=1,029)	32
b	Women (n=1,223)	35
<b>Age</b>		
a	18-24 (n=243)	33 <sup>f</sup>
b	25-34 (n=284)	37 <sup>ef</sup>
c	35-44 (n=292)	49 <sup>abdef</sup>
d	45-54 (n=377)	38 <sup>ef</sup>
e	55-64 (n=426)	28 <sup>f</sup>
f	65+ (n=570)	18
<b>Race/ethnicity</b>		
a	White, Non-Hispanic (n=1,571)	33
b	Black, Non-Hispanic (n=252)	32
c	Hispanic (English- and Spanish-speaking) (n=249)	34

**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey of 2,252 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error on the sample is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Along with age, another pattern in tablet adoption is the strong correlation with educational attainment and household income. For instance, 49% of adults with at least a college degree own a tablet, significantly more than those at any other education level (including 17% of those who did not graduate

high school). And a majority (56%) of adults living in households making at least \$75,000 per year say they have a tablet computer, compared with 38% of those in the next highest income bracket and 20% of those making less than \$30,000 per year.

Additionally, adults living in suburban areas (37%) are significantly more likely than those living in rural areas (27%) to own a tablet. And parents are also more likely than non-parents to own a tablet: Half (50%) of parents with minor children living at home own a tablet computer, compared with 27% of non-parents.

### Tablet ownership by demographic group: Education, household income, geography, parental status

*% of American adults ages 18+ within each group who own a tablet computer*

		Own a tablet
<b>All adults ages 18+ (n=2,252)</b>		<b>34%</b>
<b>Education attainment</b>		
a	Less than high school (n=168)	17
b	High school grad (n=630)	26 <sup>a</sup>
c	Some College (n=588)	35 <sup>ab</sup>
d	College + (n=834)	49 <sup>abc</sup>
<b>Household income</b>		
a	Less than \$30,000/yr (n=580)	20
b	\$30,000-\$49,999 (n=374)	28 <sup>a</sup>
c	\$50,000-\$74,999 (n=298)	38 <sup>ab</sup>
d	\$75,000+ (n=582)	56 <sup>abc</sup>
<b>Urbanity</b>		
a	Urban (n=763)	33
b	Suburban (n=1,037)	37 <sup>c</sup>
c	Rural (n=450)	27
<b>Parental status</b>		
a	Parent with minor child living at home (n=562)	50 <sup>a</sup>
b	Non-parent / no minor child living at home (n=1,678)	27

**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey of 2,252 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error on the sample is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

## Trends in tablet ownership

Almost every major demographic group experienced significant year-to-year growth in tablet ownership between April 2012 and May 2013. In several cases, groups that already had the highest levels of tablet ownership saw the greatest percentage point increases over the past year:

- Among **parents with minor children living at home**, tablet ownership rose from 26% in April 2012 to 50% in May 2013 (an increase of 24 percentage points).
- Tablet ownership among adults **living in households making at least \$75,000 per year** rose from 34% to 56% (22 percentage points).
- Tablet ownership among **college graduates** rose from 28% to 49% (21 percentage points).

Meanwhile, other groups continue to show lower adoption levels. For instance, among adults who did not complete high school, 17% own a tablet computer, compared with 11% in 2012 (an increase of six percentage points, a statistically insignificant difference).

And while younger adults ages 18-29 were equally as likely as those ages 30-49 to own a tablet computer in 2012, those in their thirties and forties are now significantly more likely than any other age group to own this device, as is shown in the following table.

## Tablet ownership by demographic group, over time

% of American adults ages 18+ within each group who own a tablet computer

		April 2012	May 2013	Change
All adults ages 18+		18%	34%	+16 percentage points
<b>Gender</b>				
a	Men	20	32	+12
b	Women	17	35	+18
<b>Age</b>				
a	18-29	20 <sup>cd</sup>	34 <sup>d</sup>	+14
b	30-49	26 <sup>cd</sup>	44 <sup>acd</sup>	+18
c	50-64	14 <sup>d</sup>	32 <sup>d</sup>	+18
d	65+	8	18	+10
<b>Race/ethnicity</b>				
a	White, Non-Hispanic	18	33	+15
b	Black, Non-Hispanic	15	32	+17
c	Hispanic (English- and Spanish-speaking)	23 <sup>b</sup>	34	+11
<b>Education attainment</b>				
a	Less than high school	11	17	+6
b	High school grad	13	26 <sup>a</sup>	+13
c	Some College	19 <sup>ab</sup>	35 <sup>ab</sup>	+16
d	College +	28 <sup>abc</sup>	49 <sup>abc</sup>	+21
<b>Household income</b>				
a	Less than \$30,000/yr	7	20	+13
b	\$30,000-\$49,999	15 <sup>a</sup>	28 <sup>a</sup>	+13
c	\$50,000-\$74,999	22 <sup>ab</sup>	38 <sup>ab</sup>	+16
d	\$75,000+	34 <sup>abc</sup>	56 <sup>abc</sup>	+22
<b>Urbanity</b>				
a	Urban	19 <sup>c</sup>	33	+14
b	Suburban	21 <sup>c</sup>	37 <sup>c</sup>	+16
c	Rural	9	27	+18
<b>Parental status</b>				
a	Parent with minor child living at home	26 <sup>b</sup>	50 <sup>b</sup>	+24
b	Non-parent	15	27	+12

**Source:** Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey of 2,252 adults ages 18 and older. 2012 figures are from a March 15-April 3, 2012 Tracking survey of 2,254 adults ages 18 and older. Interviews for both surveys were conducted in English and Spanish and on landline and cell phones. The margin of error on the sample is +/- 2.3 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age) within that same year.

# Survey Questions

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## Spring 2013 Tracking Survey

Final Topline

5/21/2013

Data for April 17-May 19, 2013

Princeton Survey Research Associates International for  
the Pew Research Center's Internet & American Life Project

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews  
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]

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### Q10 Next... Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
b. A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire <sup>2</sup>				
Current	34	66	*	*
August 2012	25	75	*	*
April 2012	18	81	*	*
February 2012	14	85	*	*
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

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<sup>2</sup> 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"



## Methods

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users<sup>3</sup> (n=1,895), the margin of sampling error is plus or minus 2.5 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.<sup>4</sup> This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

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<sup>3</sup> Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

<sup>4</sup> i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

<b>Sample Disposition</b>		
<u>Landline</u>	<u>Cell</u>	<u>-</u>
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- **Contact rate** – the proportion of working numbers where a request for interview was made
- **Cooperation rate** – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- **Completion rate** – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 10 percent. The response rate for the cellular sample was 13 percent.