



Pew Internet
Pew Internet & American Life Project

a project of the
PewResearchCenter

OCTOBER 4, 2012

25% of American Adults Own Tablet Computers

Lee Rainie
Director, Pew Internet Project

Pew Research Center's Internet & American Life Project
1615 L St., NW – Suite 70
Washington, D.C. 20036
Phone: 202-419-4500

<http://pewinternet.org/Reports/2012/Tablet-Ownership-August-2012.aspx>

A quarter of American adults now own tablet computers, a major increase from the first measurement of tablet ownership by the Pew Research Center’s Internet & American Life Project in the late summer of 2010. In September 2010, 4% of American adults owned tablets and now 25% do, according to a survey the Project conducted from July 16-August 7, 2012.

A table showing the growth of tablet ownership since that November 2010 survey can be found [here](#).

A demographic breakdown of tablet owners in the table below shows that nearly half of those living in households earning \$75,000 or more—47%—now own tablets.

Tablet Ownership

% of American adults who own a tablet computer

All adults (n=2,253)	25
Men (n=1,055)	24
Women (n=1,198)	27
Age	
18-29 (n=363)	25*
30-49 (n=562)	31*
50-64 (n=663)	27*
65+ (n=627)	13
Race/ethnicity	
White, Non-Hispanic (n=1,627)	25
Black, Non-Hispanic (n=266)	26
Hispanic (n=230)	20
Annual household income	
Less than \$30,000/yr (n=684)	10
\$30,000-\$49,999 (n=403)	27*
\$50,000-\$74,999 (n=309)	32*
\$75,000+ (n=511)	47***
Education level	
No high school diploma (n=231)	7
High school grad (n=718)	18*
Some College (n=568)	27**
College + (n=726)	41***

Source: Pew Research Center’s Internet & American Life Project, Civic Engagement Tracking Survey, July 16 – August 7, 2012. N=2,253 adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones (900 cell calls were completed). Margin of error is +/- 2.3 percentage points.

* statistically significant difference compared to others in the same grouping

The Pew Research Center's Project for Excellence in Journalism released a [report](#) earlier this week documenting the striking increase in the number of those getting news on smartphones and tablet computers. Our new finding about the size of the tablet population emerged from a survey that was concluded during roughly the same time period.

Methodology

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 July 16 to August 7, 2012, among a sample of 2,253 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,353) and cell phone (900, including 469 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 Internet users¹ (n=1,873), 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 selected with probabilities in proportion to their share of listed telephone households 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.² This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

¹ Internet user definition includes those who access the internet on their cell phones or other mobile handheld device.

² 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 White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2011 National Health Interview Survey.³

Following is the full disposition of all sampled telephone numbers:

Sample Disposition		
Landline	Cell	
33,411	22,498	Total Numbers Dialed
1,226	341	Non-residential
1,269	51	Computer/Fax
2	----	Cell phone
16,637	8,624	Other not working
2,714	317	Additional projected not working
11,563	13,166	Working numbers
34.6%	58.5%	Working Rate
905	106	No Answer / Busy
2,548	4,225	Voice Mail
54	15	Other Non-Contact
8,056	8,820	Contacted numbers
69.7%	67.0%	Contact Rate
499	1,392	Callback
6,091	5,953	Refusal
1,466	1,475	Cooperating numbers
18.2%	16.7%	Cooperation Rate
59	55	Language Barrier
----	500	Screen-out - Child's cell phone
1,407	920	Eligible numbers
96.0%	62.4%	Eligibility Rate
54	20	Break-off
1,353	900	Completes
96.2%	97.8%	Completion Rate
12.2%	11.0%	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

³ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2011. National Center for Health Statistics. July 2012.

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 12 percent. The response rate for the cellular sample was 11 percent.