

Pearson Student Mobile Device Survey 2015

National Report: College Students



**Report date:
Revised June, 2015**

Conducted by Harris Poll

This report contains public findings

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Background & Objectives

Pearson seeks to better understand how college students use technology for learning. The market for tablets, smartphones, and other mobile devices has grown dramatically in the past few years. These mobile devices have the potential to transform learning and to impact the delivery of course materials.

The 2015 Student Mobile Device Survey covered:

- Current ownership and usage of mobile devices by college students;
- How college students currently use mobile devices for school work, and how they expect to use them for school work in the future;
- Students' attitudes towards mobile devices for learning, with a special focus on tablets;
- The devices that students feel they learn best on; and
- Preferences for different types of digital devices when reading, studying, taking notes, and doing other school-related activities.

Pearson's partnership with Harris Poll in examining students' use of mobile devices began in 2011. This report contains both proprietary findings for Pearson's internal, strategic planning and results available for public release.

Research Methodology: Overview

This survey was conducted online within the United States by Harris Poll on behalf of Pearson between February 7, 2015 and March 11, 2015.


The survey was conducted among 1,211 college students. Qualified college students were U.S. residents between the ages of 18 – 30 who were enrolled in either a 2-year college, 4-year college or university, or graduate school.

Data were weighted to be representative of the college student population in the U.S. Figures for age, gender, full-time/part-time enrollment, school type, race/ethnicity, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. This survey was part of a larger study on students in the U.S. that also included 4th through 12th graders.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Research Methodology: Trending and Significance

Notes on reading this report

- At certain questions, trended data from the 2014, 2013, 2012 and 2011 *Students and Tablets* surveys are included where relevant.
 - The 2014 survey was conducted online from February 13 – March 12, 2014 among 1,228 college students
 - The 2013 survey was conducted online from January 28 – February 24, 2013 among 1,206 college students.
 - The 2012 survey was conducted online from January 9 – January 27, 2012 among 1,206 college students
 - The 2011 survey was conducted online from March 8 – March 31 among 1,214 college students.
- This report also references data for regular tablet usage from the 2013 *Students and Tablets* survey. In the 2013 study, students were asked if they regularly used a *small or full-size tablet*, where the 2014 and 2015 studies ask if they regularly use a *tablet* (without mention of size). In comparing results from the 2013, 2014 and 2015 studies, the percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.
- Significant differences between subgroups at the 95% confidence level are indicated by arrows  or capital letters (A, B, C).
- A dash represents a value of zero. An asterisk represents a value greater than zero but less than one.
- Numbers may not add up to 100% due to rounding.

Research Methodology: Devices Examined

Notes on reading this report

- Throughout this report, we mention various mobile devices. Below are the definitions and accompanying images that were provided in the survey.



Standard Smartphone
(a cell phone with internet access, 5 ½ inches or smaller)



Large Smartphone
(a cell phone with internet access, bigger than 5 ½ inches)



Tablet



Hybrid or "2 in 1" computer
(a mobile device that has the features of a tablet and a laptop, such as a touch screen and a keyboard)



Laptop, notebook or Chromebook computer

EXECUTIVE SUMMARY

Executive Summary

- **College students' interest in using tablets for school work continues to grow. However, they continue to have somewhat mixed feelings when it comes to the future use of mobile devices in the classroom.**
 - The vast majority of college students agree that tablets will transform the way college students learn in the future (83%).
 - College students are more likely this year than last to feel that tablets make learning more fun (79%) and help students perform better in class (68%). Both of these measures are up significantly from last year (74% and 62%, respectively).
 - When asked about their future use of mobile devices in class, two in five (40%) students would like to use mobile technologies more often than they do now. A slightly larger percentage (47%) say their usage is *just right*; one in eight (13%) would like to use mobile devices *less often* than they do now.
 - The percentage of students saying they would like to use mobile devices "more often" rebounded from a decline in 2014 (36%) to return close to the level reported in 2013 (43%).

Executive Summary

- **While usage of smartphones far outpaces the usage of tablets, the usage of tablets grew at a faster rate in 2015.**
 - Eight in ten (86%) college students regularly use a smartphone, up slightly from 83% in 2014. Smartphones are now close to laptops (89%) as the mobile device students are most likely to use on a regular basis.
 - 51% of college students report that they regularly use a tablet, up significantly from the 45% who reported using a tablet last year.
 - 85% of college students own a smartphone, similar to the 84% who reported owning a smartphone in 2014. 52% own a tablet, up significantly from 45% a year ago. 10% own a hybrid or 2-in-1 computer.
 - Students who own a smartphone are most likely to own the standard size phone (89%), although ownership of the large size smartphone doubled this past year (from 6% to 12%).
 - Despite the higher usage/ownership of smartphones, they are not necessarily best for learning. When asked which device they learn *best* on, one in six college students (16%) said a tablet, nearly three times the 6% who said they learned best on a standard smartphone. One in five (22%) older students (ages 25 – 30) feels that he or she learns best on a tablet.

Executive Summary

- **Laptops are still the most commonly used mobile device for school work. More students use smartphones regularly for school work than use tablets. Roughly one in five students uses a hybrid laptop/tablet.**
 - Nine in ten (87%) college students use a laptop, notebook or Chromebook computer every week in order to do their school work. By comparison, 64% use a smartphone and 40% a tablet. 15% use a hybrid.
 - Weekly usage of smartphones, tablets and hybrids is up from the 56% vs. 33% vs. 12% reported for these devices last year – with weekly smartphone and tablet usage up significantly this year.
 - The vast majority of students who use a smartphone for school work use the standard size smartphone (88%). Those who use a tablet for schoolwork are most likely to use the large size tablet (43%).
- **College students typically use a single mobile device during an average school day. Four in ten use two or more devices.**
 - The majority of college students (52%) use only one mobile device on a typical school day.
 - Four in ten (42%) use two or more devices.
 - During a typical school day, students are most likely to use a laptop (73%) or smartphone (42%), followed by a tablet (24%) or hybrid (9%).

Executive Summary

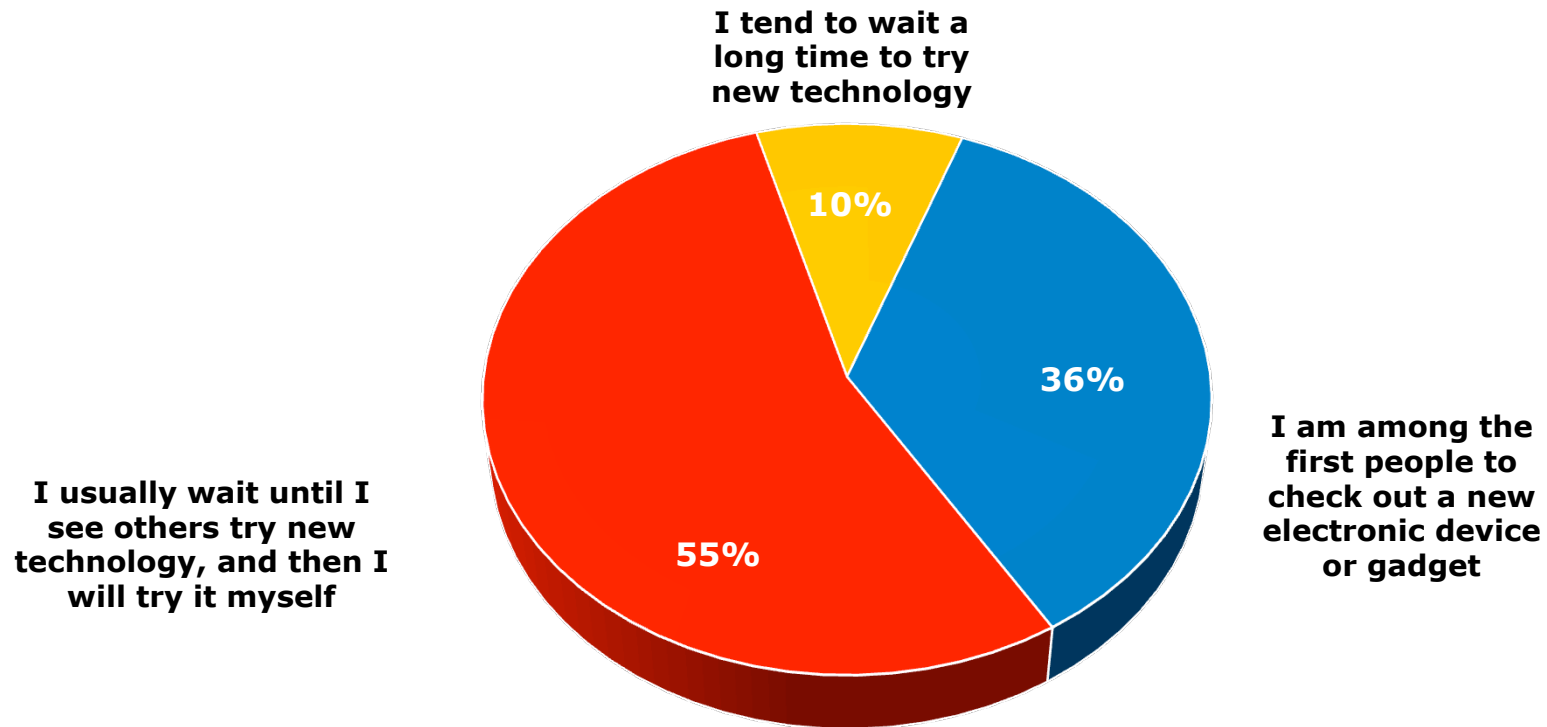
- **Which devices do students want to use next year?**
 - Currently, 15% of college students use a hybrid for school work on a weekly basis. Nearly twice that many (27)% say they would like to use hybrids *a lot/a great deal* for school work during the upcoming school year.
 - Two in five (40%) students currently use a tablet at least twice a week for school work. This percentage is identical to the 40% who say they want to use a tablet *a lot/a great deal for* school work next year – suggesting that the desire to use tablets may be leveling off.
 - 64% of students now use a smartphone at least twice a week for school work. Next year, 39% of college students say they would like to use a standard smartphone *a lot/a great deal* for school work, while 22% say they would like to use the large smartphone.
- **College students show some desire to switch to a smartphone or tablet that is a different size from the one they now use.**
 - Most college students (78%) continue to prefer the standard size smartphone. However, there is a noticeable shift towards using the large size smartphone next year (22% vs. 12% currently).
 - The large 10" tablet remains the preferred tablet for school work (45% in 2016 vs. 43% currently). However, when future and current usage are compared, there is shift away from students wanting to use the small tablet (32% vs. 25%).

DETAILED FINDINGS

COLLEGE STUDENTS' ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES

One in three college students consider themselves an “early adopter” of electronic devices.

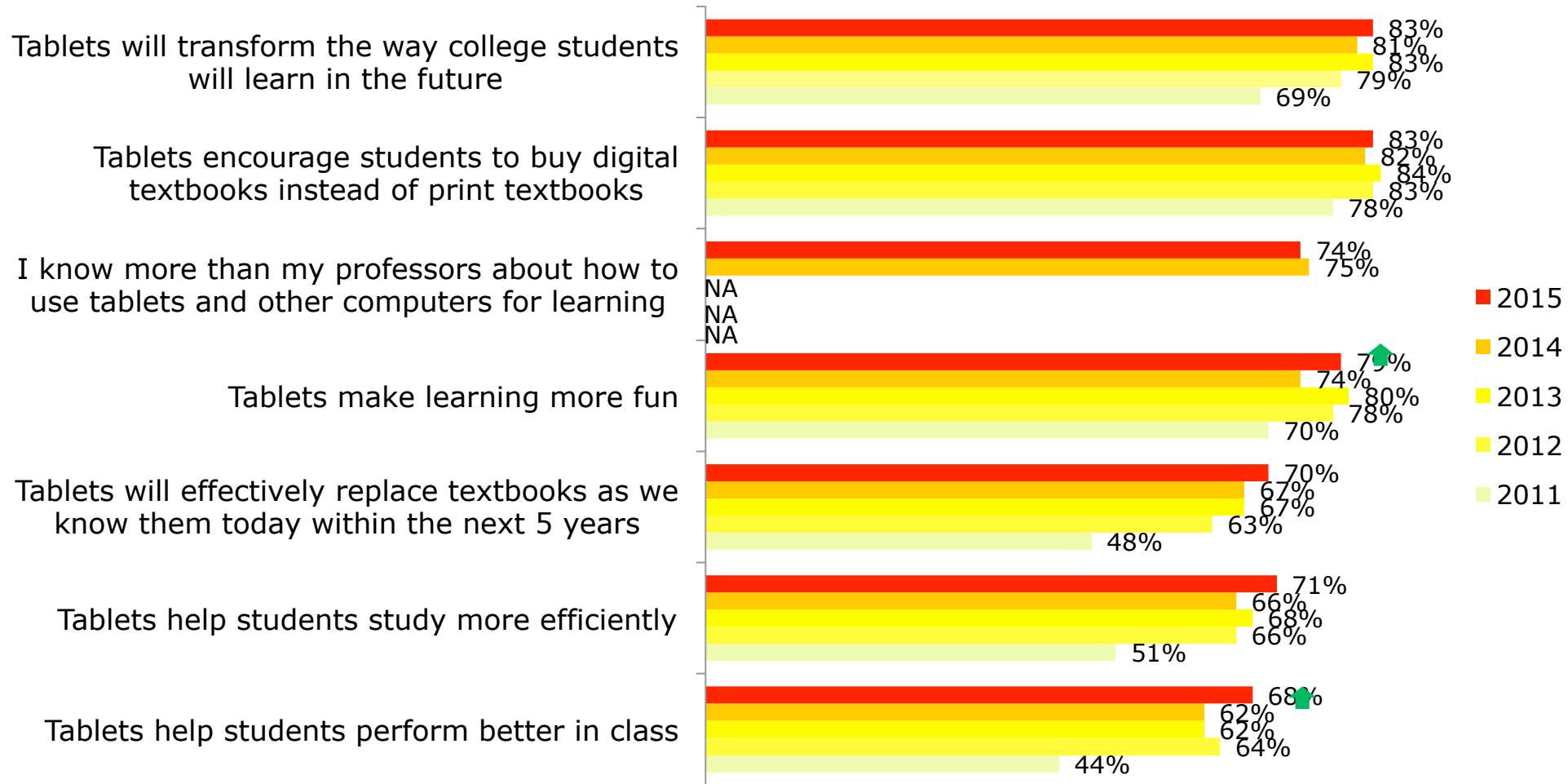
Technology Adoption



Base: College Students: n=1211
Q705. Which best describes you about electronic devices and technology?

More college students in 2015 feel that tablets help them perform better in class.

College Students' Attitudes Towards Tablets (% Strongly/Somewhat Agree)

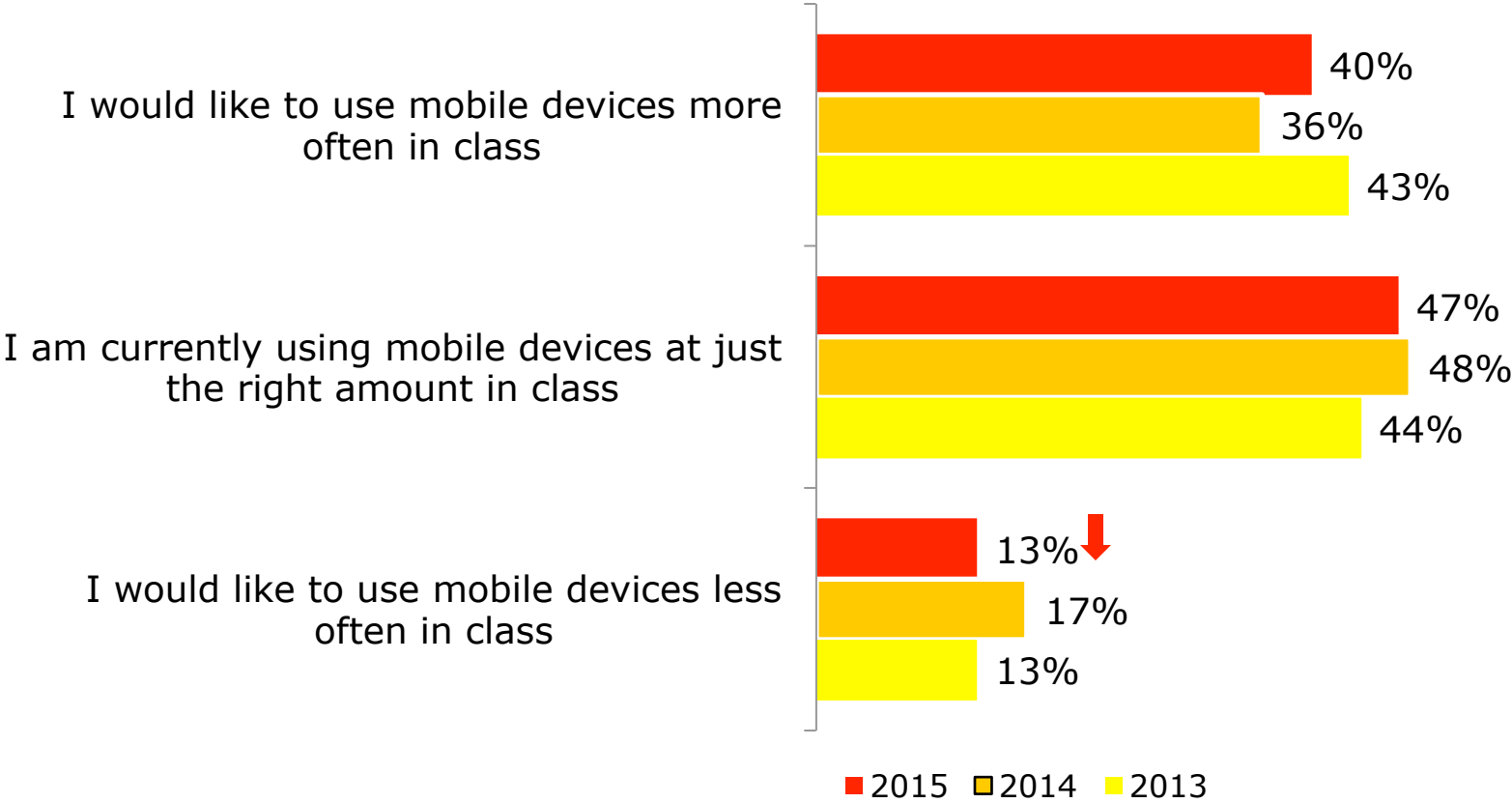


↑ Indicates significant increase from 2015 to 2014 at 95% confidence

Base: College Students (2015: n=1211; 2014: n= 1228; 2013: n=1206; 2012: n=1206; 2011: n= 1214)
Q945. How much do you agree or disagree with the following statements?

Two in five students want to use mobile devices more often in class. This percentage has not grown since 2013.

Attitudes Towards Mobile Device Usage in Class Trended Over Time



Arrows indicate significant differences at the 95% confidence level.
 Base: College Students: 2015: n=1211; 2014: n=1228; 2013: n=1206
 Q935. Which of the following best describes how you would like to use mobile devices in class?

↓ Indicates significant decrease over 2014 at 95% confidence

COLLEGE STUDENTS' ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES

A Closer Look ...

Early adopters of new mobile technologies are most likely to come from students in their mid-to-late 20s, African-American and Hispanic students, those who take at least some of their classes online, and those who learn best on a large smartphone.

•Overwhelmingly – and, perhaps, surprisingly – it is **older students** who are most likely to consider themselves early adopters of new technologies. Conversely, **younger students** are the most likely to see themselves as middle adopters.

Technology Adopters	A. 18-19	B. 20-24	C. 25-30
	Base: 336	631	244
I am among the first people to check out a new electronic device or gadget	26%	35% A	51% AB
I usually wait until I see others try new technology, and then I will try it myself	65% BC	56% C	37%
I tend to wait a long time to try new technology	9%	9%	12%

COLLEGE STUDENTS' ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES

A Closer Look ...

Early adopters of new mobile technologies are most likely to come from students in their mid-to-late 20s, African-American and Hispanic students, those who take at least some of their classes online, and those who learn best on a large smartphone. (continued)

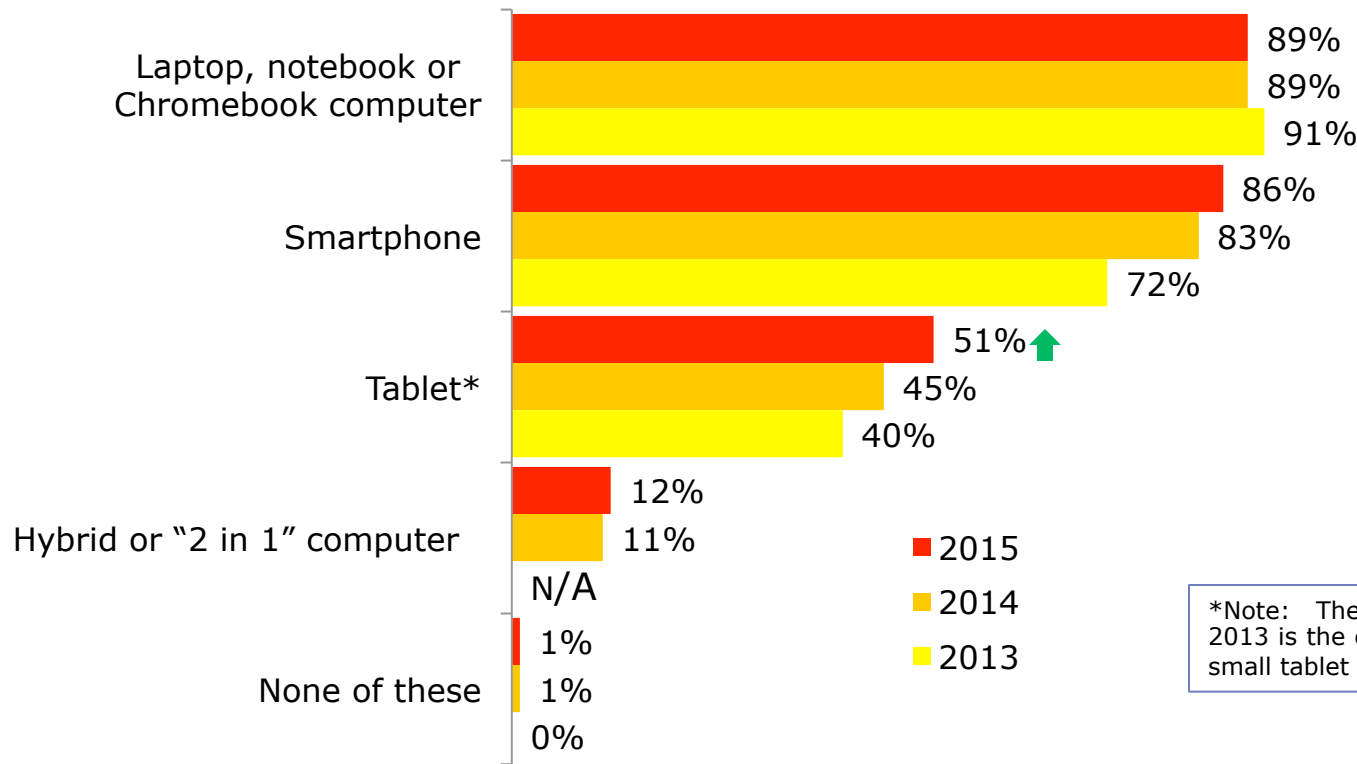
- **African-American** and **Hispanic** students are more likely than **White** students to consider themselves “early adopters” (41% vs. 47% vs. 33%). **African-American** students are also the most likely to say that they would like to use mobile devices more often in the classroom than they do: 53% vs. 41% vs. 38%).

- Early adopters can also be found among those who take at least some of their **classes online** (All online: 49% vs. Some online 43% vs. All in-person: 28%) and those who feel that they learn best on a **large smartphone**: 73% vs. standard smartphone: 57% vs. tablet: 48% vs. laptop: 31%. Conversely, those who learn best on the “traditional” laptop are the most likely to consider themselves middle adopters: 58% vs. standard smartphone: 42% vs. large smartphone: 26% vs. tablet 44%.

PERSONAL MOBILE DEVICE USAGE AND OWNERSHIP

Nine in ten college students use a laptop or smartphone on a regular basis. Half regularly use a tablet, while roughly one in ten regularly uses a hybrid. Tablet usage is up significantly from last year.

Device Usage
At Home, School and Elsewhere

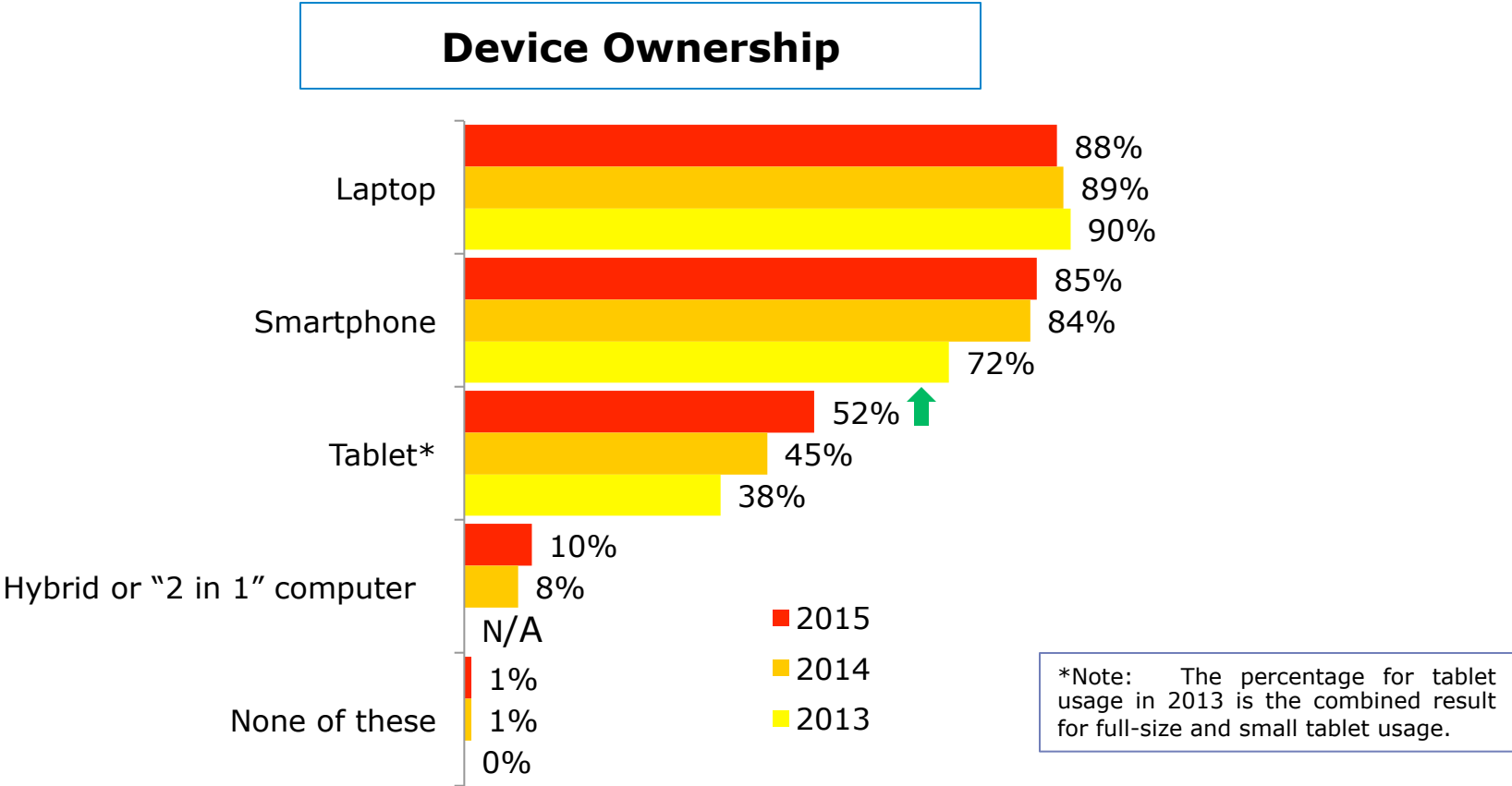


*Note: The percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.

↑ Indicates significant increase over 2014 at 95% confidence

Arrows indicate significant differences at 95% confidence.
 Base: College students: 2015: n=1211; 2014: n=1228; 2013: n=1206
 Q708 Which of the following devices do you regularly use, either at home, at school or somewhere else?

Device ownership is nearly identical to device **usage**. Most college students own a laptop or a smartphone. Just about half own a tablet, while just under one in ten owns a hybrid. Tablet ownership also increased significantly this year.

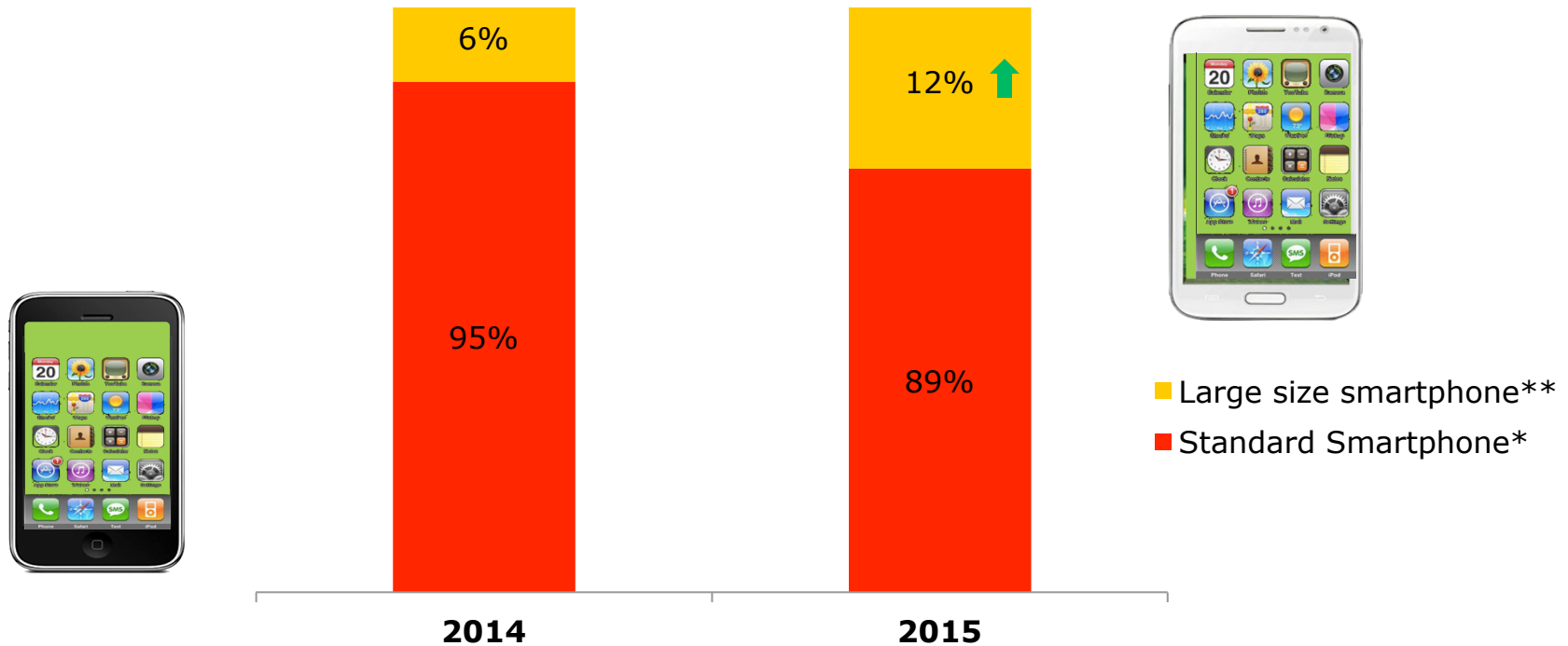


Arrows indicate significant differences at 95% confidence
 Base: College students: 2015: n=1211; 2014: n=1228; 2013: n=1206
 Q710. Which of the following devices do you personally own?

↑ Indicates significant increase over 2014 at 95% confidence

Nearly all smartphone owners own the standard size smartphone. The percentage owning a large size smartphone doubled over the past year.

Size of Smartphone Size Currently Owned
(Among smartphone owners)



*Such as the Apple iPhone 5, Apple iPhone 6, Samsung Galaxy S4, HTC One or Nokia Lumia

**Such as the Apple iPhone 6 Plus, Samsung Galaxy Note, the Nokia Lumia 1520 or the HTC One Max

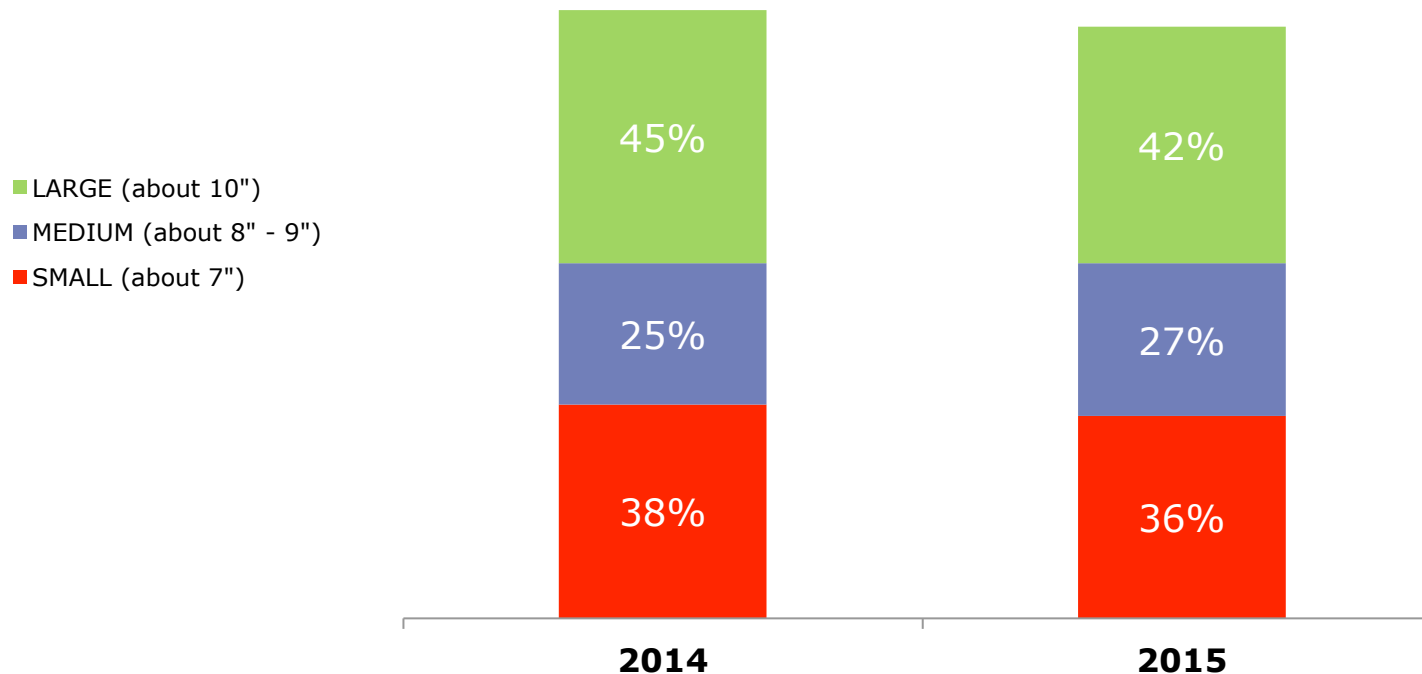
Base: Owns smartphone; College students: n=1028 (2015) / 1002 (2014)
Q715. What size is the smartphone that you personally own? (Multiple response)

↑ Indicates significant increase over 2014 at 95% confidence

College students are most likely to own the large 10-inch tablet, as they were in 2014.



Size of Tablet Currently Owned
(Among tablet owners)



Base: Owns tablet; College students: n=599 (2015) / 544 (2014)
Q725. You said that you personally own a tablet. What size is the tablet(s) that you personally own? (Multiple response)

COLLEGE STUDENTS' MOBILE DEVICE OWNERSHIP AND USAGE

A Closer Look ...

Not surprisingly, early adopters (older students, Hispanic students and those who take their classes online) are the most likely to use a hybrid.

- Looked at by age, smartphone usage is highest among **younger college students**. Conversely, **older students** are the most likely to use tablets.
- **Older students** are also twice as likely as **younger students** to use a hybrid.

Device Usage	A. 18-19	B. 20-24	C. 25-30
	<i>Base:</i> 336	631	244
Laptop, notebook or Chromebook	90% C	91% C	83%
Smartphone	91% BC	85%	81%
Tablet	42%	51% A	62% AB
Hybrid	10%	8%	22% AB

COLLEGE STUDENTS' MOBILE DEVICE OWNERSHIP AND USAGE

A Closer Look ...

Not surprisingly, early adopters (older students, Hispanic students and those who take their classes online) are the most likely to use a hybrid. (continued)

- The little-used hybrid is most likely to be used by **Hispanic students**, where its usage is twice that of other ethnic groups.

Device Usage	A. Whites	B. African Americans	C. Hispanics
Hybrid	10%	13%	25% AB
	<i>Base:</i> 933	147	131

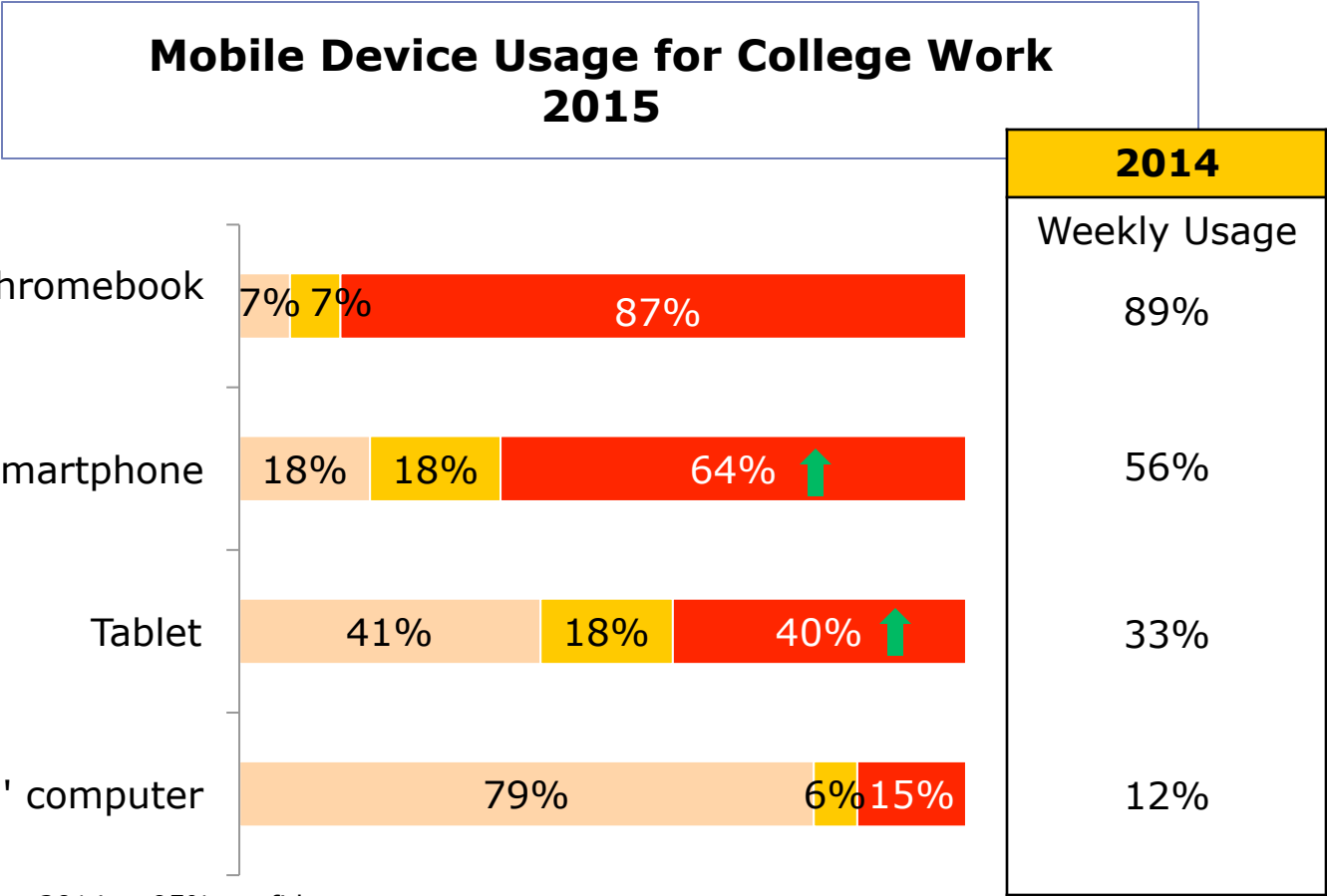
- Those who take **classes online** (especially those who take all of their classes online) are more likely to use a hybrid than those who don't.

Device Usage	A. All Online	B. Some Online	C. All In-Person
Hybrid	19% C	14% C	9%
	<i>Base:</i> 185	387	639

- Ownership of mobile devices follows a similar to that for usage.

MOBILE DEVICE USAGE FOR COLLEGE WORK

Laptops and smartphones are the mobile devices college students are most likely to use every week for school. Roughly two in five use a tablet every week.



↑ Indicates significant increase over 2014 at 95% confidence

■ Never
 ■ A few times a month or less
 ■ 2 - 3 times a week or more

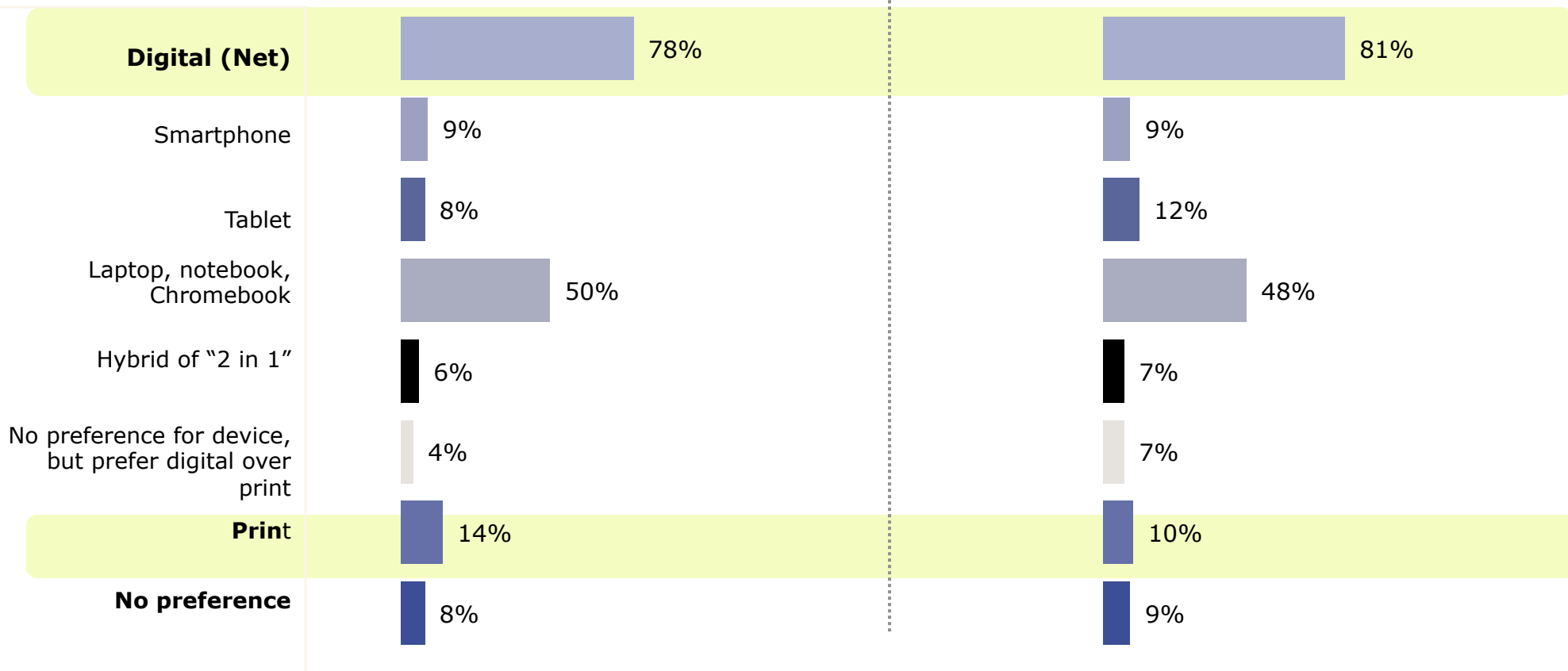
Base: College students: n=1211 (2015) / 1228 (2014)
 Q805. During this school year, how often do you use any of the following devices to do school work? (Never, a few times a year, a few times a month, 2-3 times a week, 4-5 times a week, every day)

Students strongly prefer laptops for homework.

Most Preferred Device for School Work Activities

Doing homework on your own

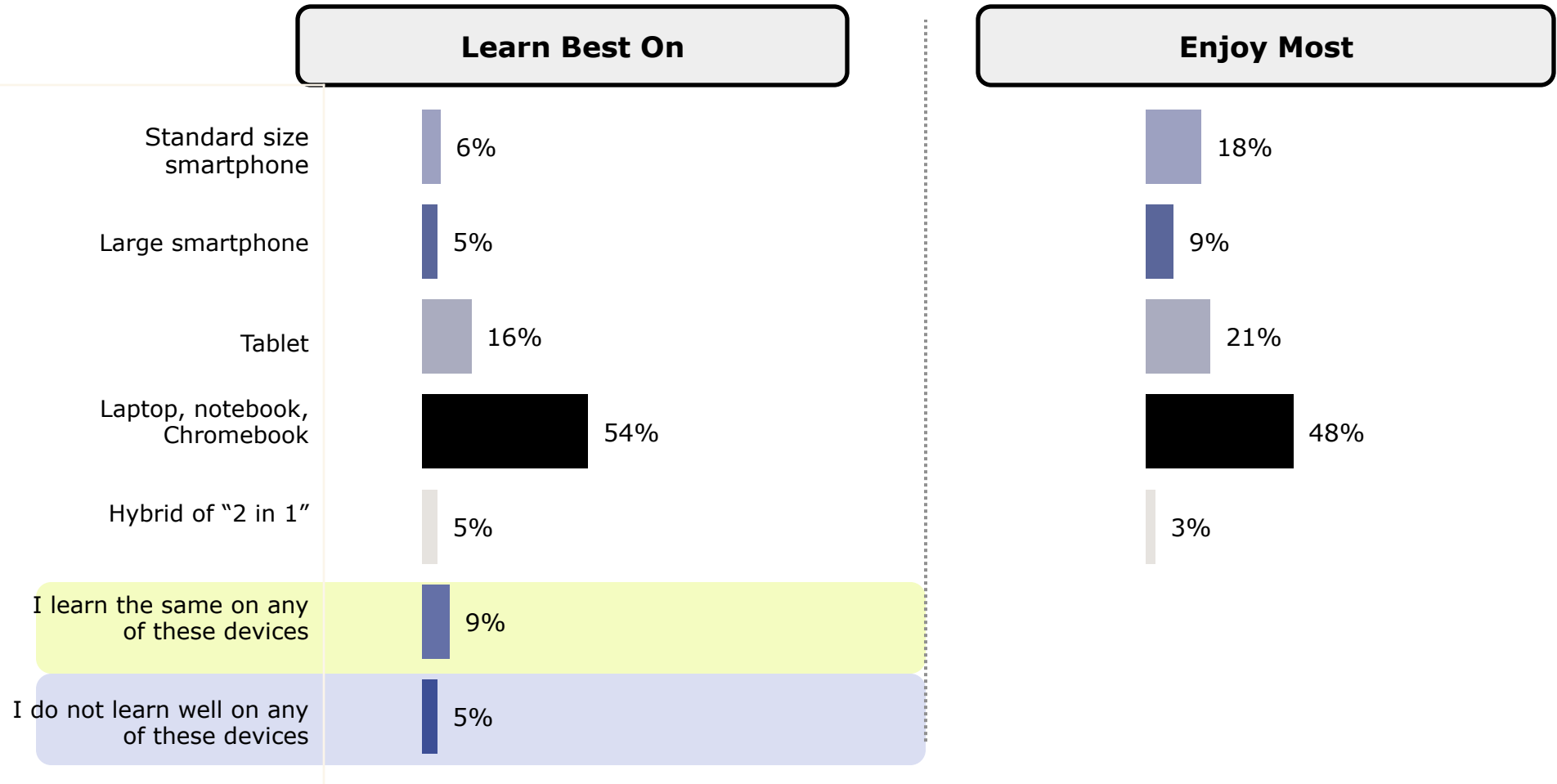
Doing projects with other students



Base: College students: n=1211
 Q1010. Which format or device would you most prefer to use for the following activities?

Students say they learn best on laptops and enjoy them most.

Which Format or Device Do You Think You Learn Best On and Which Do You Enjoy Most?

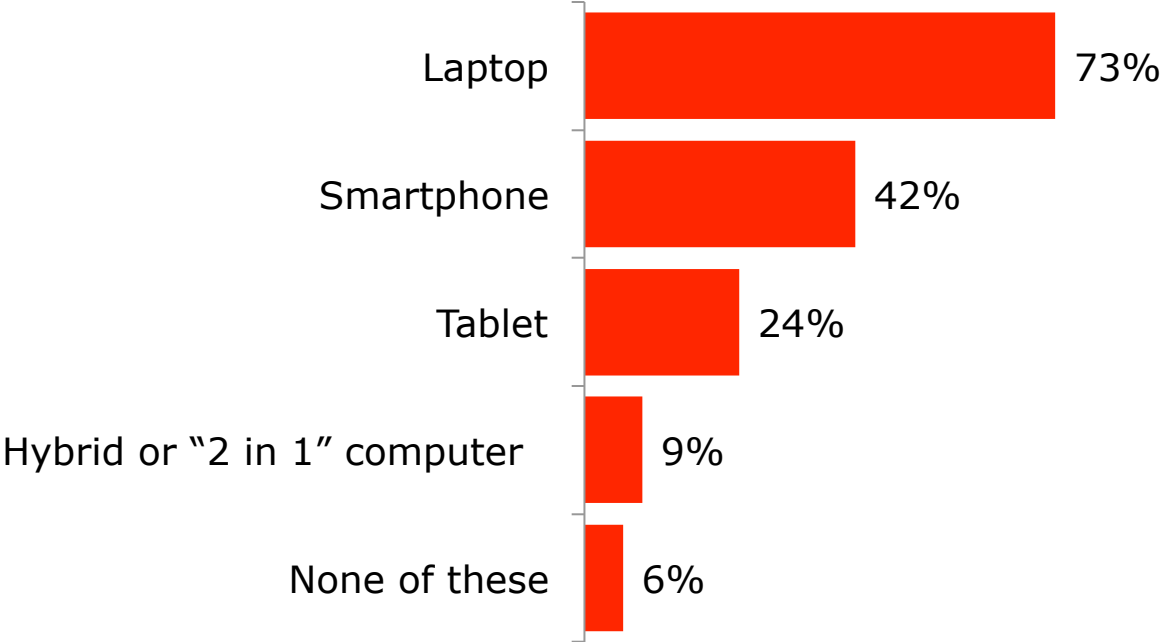


Base: College students: n=1211
 Q1115. Which format or device do you think you learn best on?
 Q1117. Which format or device do you enjoy most?

MOBILE DEVICE USAGE AT COLLEGE

On a typical school day, three in four college students use a laptop for their school work. By contrast, two in five use a smartphone, while one in four use a tablet

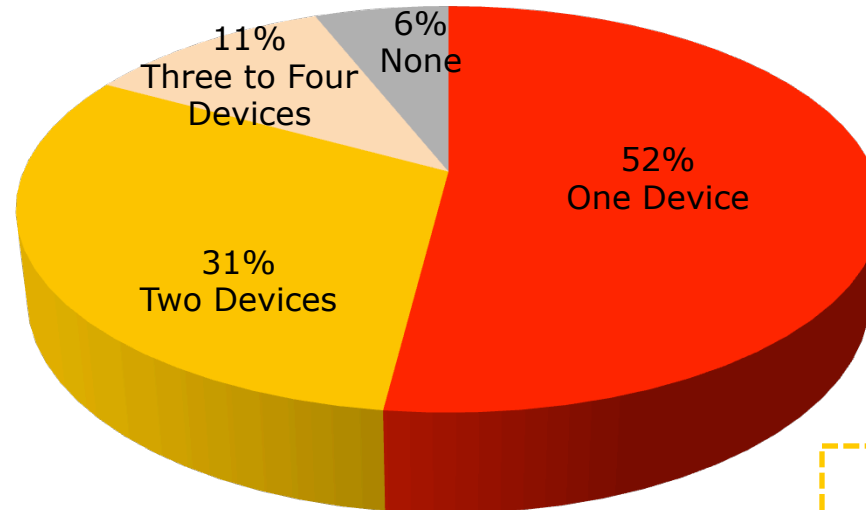
Daily Usage of Mobile Devices



Base: College students: n=1211
Q897 On a typical school day, which of these do you use at school for school work? Please select all that apply.

**Most college students use a single mobile device during a typical school day.
Only one in ten uses three or more devices during a typical school day.**

Number of Mobile Devices Used Daily



Mean Number of Devices Used

Total – 1.6

Base: College students: n=1211

Q897 On a typical school day, which of these do you use [at school](#) for school work? Please select all that apply.

MOBILE DEVICE USAGE AT COLLEGE

A Closer Look ...

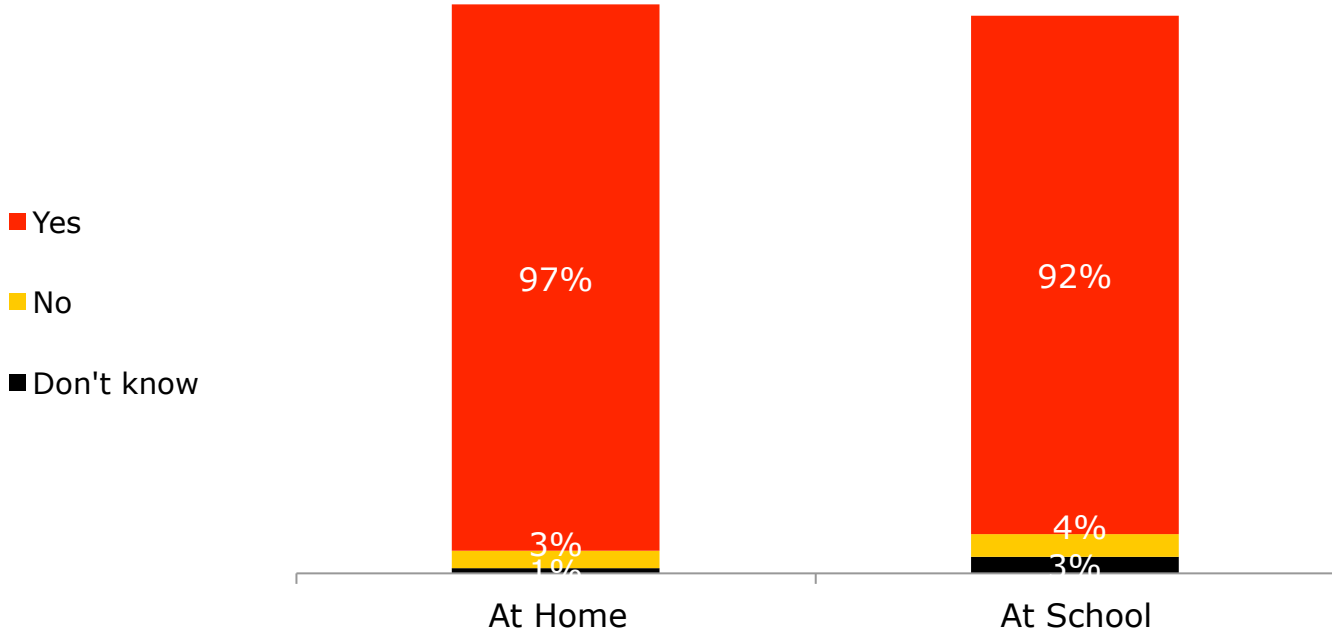
Students using 3 or more mobile devices during a typical school day are hungry to make even greater use of these technologies.

- Students who use **3 or more mobile devices** during a typical school day are more likely than those who use **2 devices** or **1 device** to consider themselves early adopters of new technologies (71% vs. 37% vs. 30%).
- They are also more likely to say that they want to use mobile technologies *even more* in the classroom (61% vs. 45% vs. 36%).

USING THE INTERNET AT COLLEGE

Whether at home or at college, nearly all college students have access to Wi-Fi.

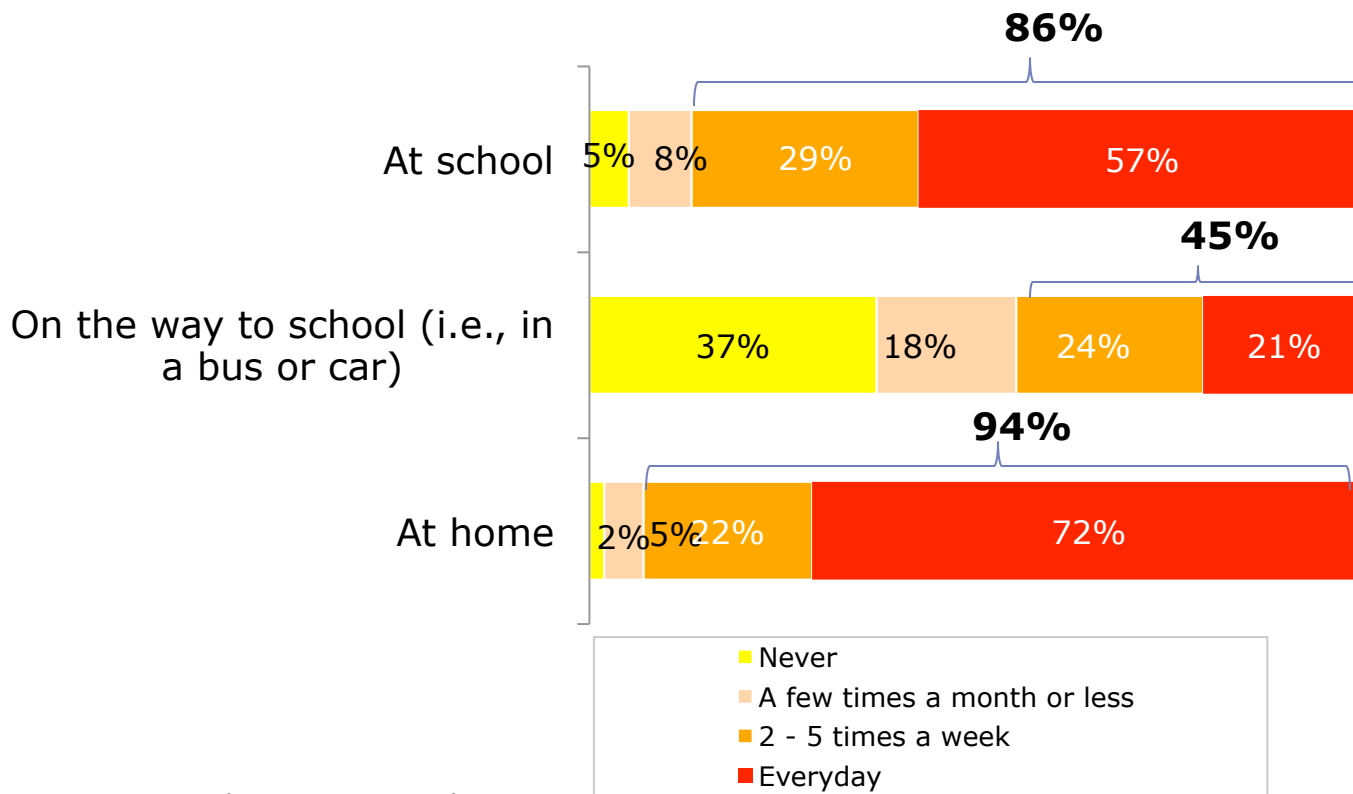
Wireless Internet Access



Base: College students: n=1211
Q746. Do you have wireless internet access (Wi-Fi)...

College students feel a strong need to be continuously connected to the internet to do school work – with most feeling they need to be connected every day when at school (57%) or at home (72%). Nearly half (45%) feel they need at least weekly connection even while on the way to school.

How Often Need to be Connected to Internet
(In order to do school work)



= desire for internet connection at least 2X per week.

Base: College students: n=1211

Q875. How often do you need to be connected to the Internet to do your schoolwork when you are in the following places?

WHICH DEVICES DO STUDENTS ENJOY MOST, AND WHICH DO THEY SAY THEY LEARN BEST ON?

Most students say they learn best on laptops. Only 11% say they learn best on a smartphone.

Which Format or Device Do You Think You Learn Best On?



	Total
Laptop, notebook or Chromebook computer	54%
Tablet	16%
Smartphone (all sizes)	11%
- Standard smartphone (a cell phone with Internet access, 5 1/2 inches or smaller)	6%
- A large smartphone (a cell phone with Internet access, bigger than 5 1/2 inches)	5%
Hybrid or "2 in 1" computer (a mobile device that has the features of a tablet and a laptop, such as a touch screen and a keyboard)	5%
I learn the same using any of these devices	9%
I do not learn well using any of these devices	5%

Base: College students: n=1211
 Q1115. Which format or device do you think you learn best on?

WHICH DEVICES DO STUDENTS ENJOY MOST, AND WHICH DO THEY SAY THEY LEARN BEST ON?

A Closer Look ...

•A closer look by age shows that college students feel they learn best on the traditional laptop/notebook/Chromebook. Still, one in five **older students** feels that he or she learns best on a tablet. Moreover, one in eight **older students** feels that he or she learns the same, no matter which mobile device is used.

Learn Best On	A. 18-19	B. 20-24	C. 25-30
	<i>Base:</i> 336	631	244
Laptop, notebook or Chromebook	61% C	56% C	39%
Standard Size Smartphone	4%	6%	8%
Large Size Smartphone	2%	6%	6% A
Tablet	11%	17%	22% A
Hybrid	5%	3%	8% B
Learns the same on any device	10%	7%	12% B
Does not learn well on any device	6%	6%	4%

Capital letters indicate significant differences at 95% confidence.

Students say they most enjoy laptops and smartphones.

Which Format or Device Do You Enjoy Most?

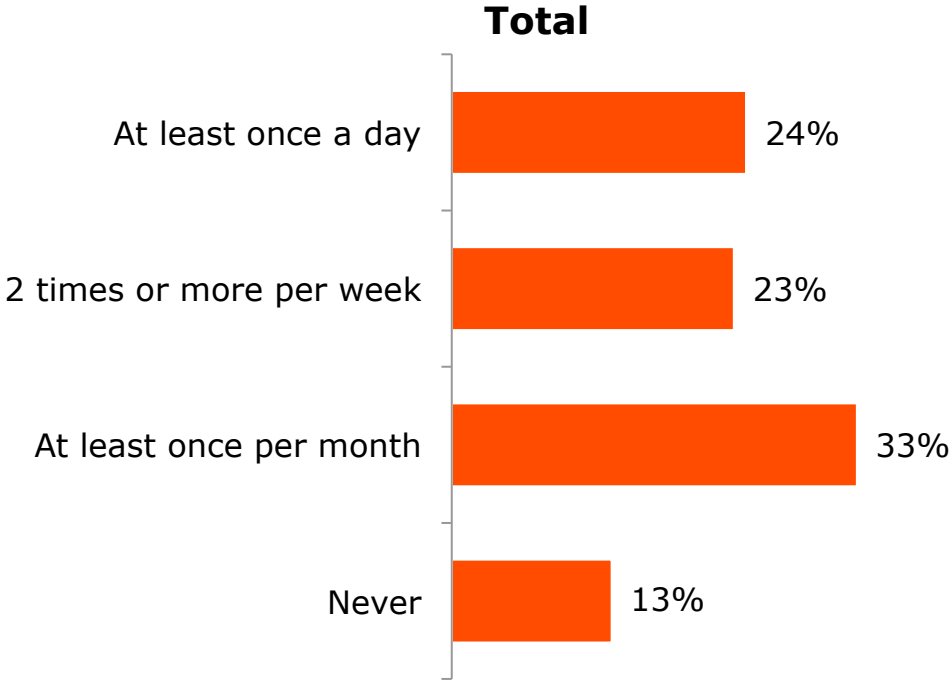


	Total
Laptop, notebook or Chromebook computer	48%
Tablet	21%
Smartphone (all sizes)	27%
- Standard smartphone (a cell phone with Internet access, 5 1/2 inches or smaller)	18%
- A large smartphone (a cell phone with Internet access, bigger than 5 1/2 inches)	9%
Hybrid or "2 in 1" computer (a mobile device that has the features of a tablet and a laptop, such as a touch screen and a keyboard)	3%

Base: College students: n=1211
Q1117. Which format or device do you enjoy most?

One in four students downloads content every day onto their smartphone to use later when they are not connected to the internet.

How Often Download Content Onto Smartphone to Use Without a Wi-Fi or Cellular Connection?



Base: Grades 6 and up and Uses Smartphone: College students: n=1031
Q1205 How often do you download content onto your smartphone to use without a Wi-Fi or cellular connection?

The majority of college students use learning apps on their tablets or smartphones.

Uses Learning Apps on Device % Saying "Yes"

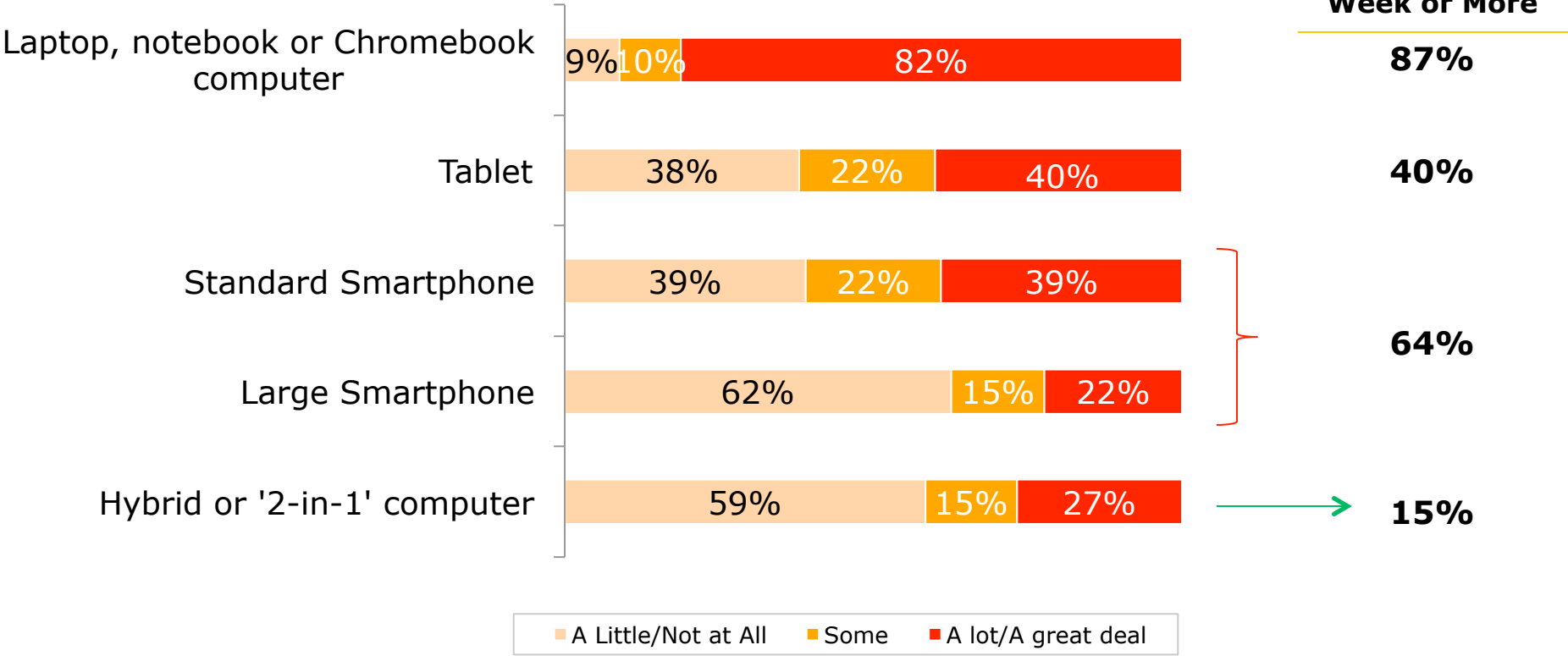


Base: College Students: (Smartphone n=1031/Tablet n=581)
Q1406. You told us that you regularly use a smartphone or tablet. Do you use any learning apps on these devices?

USING MOBILE DEVICES IN THE FUTURE

Future desire and current usage are roughly similar, with one exception: nearly twice as many students want to use a hybrid next year as are using one now.

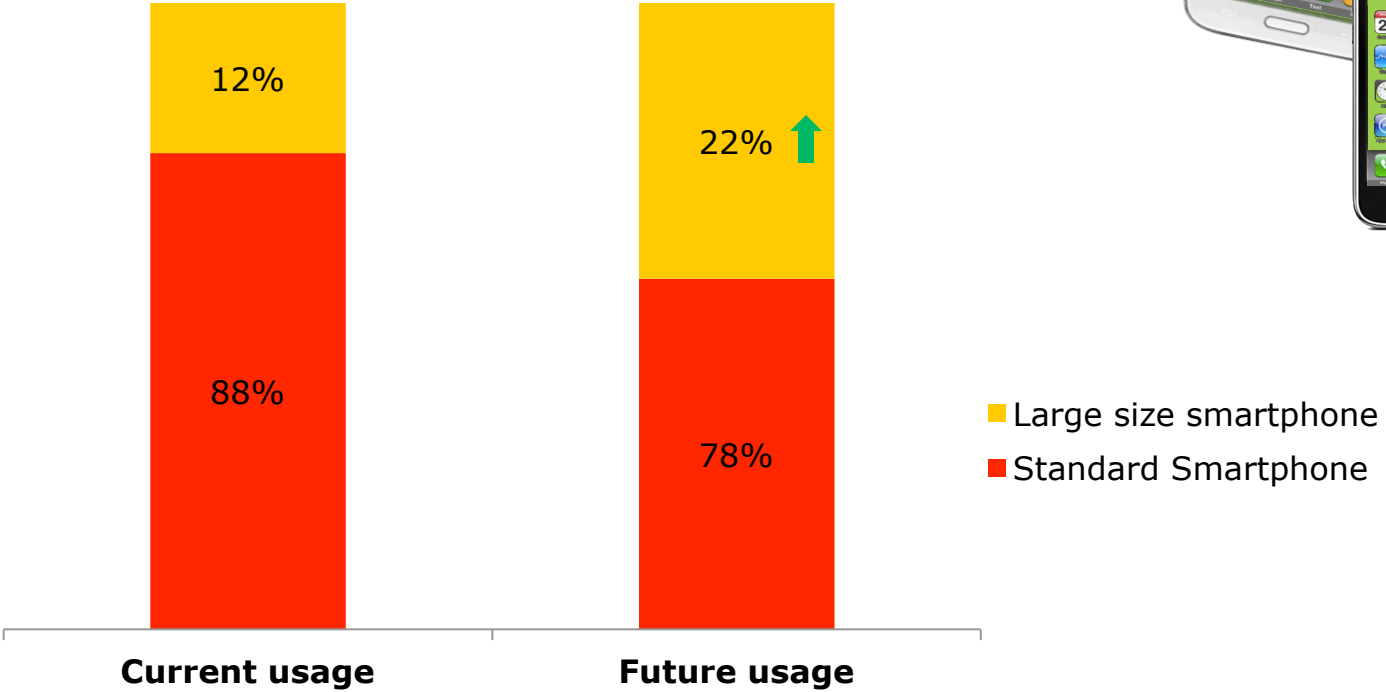
Desire to Use Mobile Devices for College Work 2015 - 2016



Base: College students: n=1211
 Q900. Next school year, how much do you want to use each of the following devices to do school work?

When it comes to their future usage of smartphones for school work, most college students still want to use the standard smartphone. However, there is also a noticeable shift towards using the large smartphone.

What Size Smartphone to Use?
(Among those who want to use a smartphone next year)

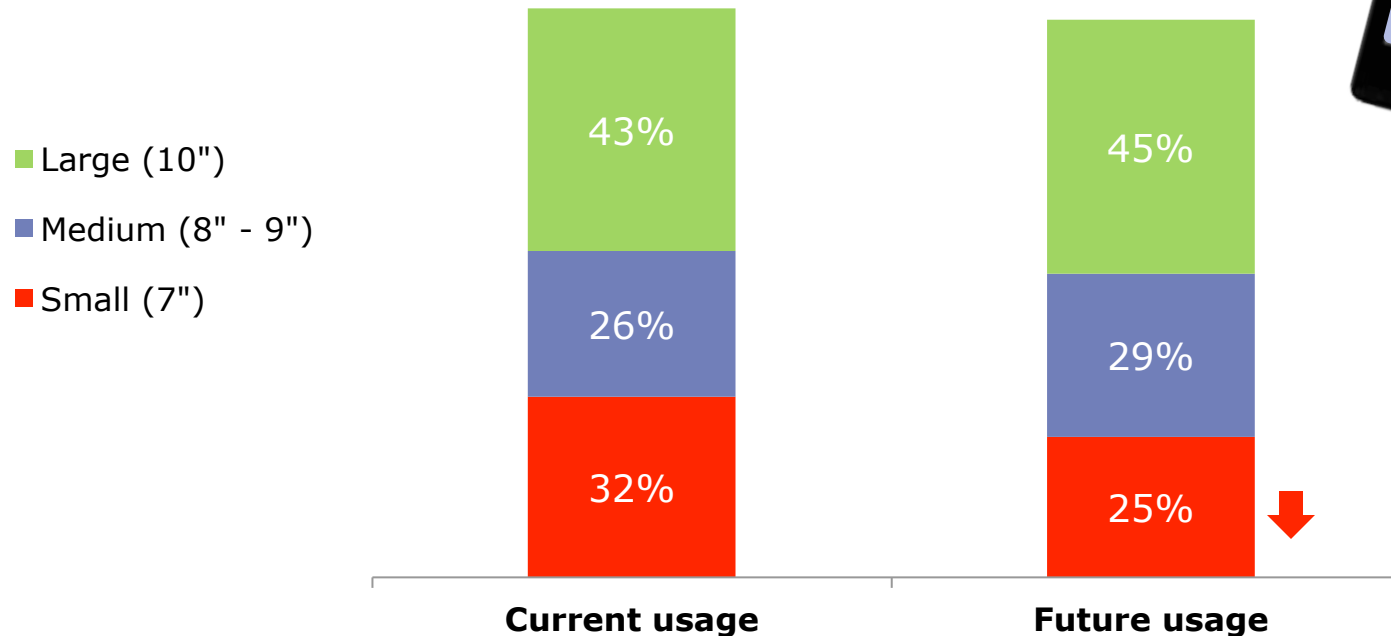


↑ Indicates significant increase over 2014 at 95% confidence

Base: Want to use a smartphone for schoolwork at least a little; College students: n=920 (2015) / 963 (2014)
Q922.You said that you are interested in using a smartphone for schoolwork next year. What size is the smartphone that you are interested in using for schoolwork?

When current and future usage are compared, there is a shift away from students wanting to use the small tablet.

What Size Tablet to Use?
(Among those who want to use a tablet next year)



↓ Indicates significant decrease over 2014 at 95% confidence

Base: Wants to use tablet for school work at least a little; College students: n=882
Q907. You said that you are interested in using a tablet for schoolwork next year. What size is the tablet that you are interested in using for school work?

COLLEGE STUDENTS' USE OF MOBILE DEVICES IN THE FUTURE

A Closer Look ...

•The following chart shows the breakdown, by age and ethnicity, of college students' desire to use mobile devices during the next school year – **with older students and African-American and Hispanic students the most eager to use new technologies.**

Would like to use a great deal/a lot	A. 18-19	B. 20-24	C. 25-30	D. White	E. African American	F. Hispanic
<i>Base:</i>	336	631	244	933	147	131
Laptop, notebook or Chromebook	84%	82%	78%	82%	77%	86%
Standard Size Smartphone	42%	38%	41%	38%	45%	46%
Large Size Smartphone	15%	22% A	32% AB	20%	33% D	27%
Tablet	29%	42% A	52% AB	38%	57% DF	38%
Hybrid	20%	25%	38% AB	25%	28%	36% D

Capital letters indicate significant differences at 95% confidence.

DEMOGRAPHIC PROFILE

Student Profile

Demographic	Total
<i>Base:</i>	1211
Gender	
Male	45%
Female	55%
Age	
18-19	28%
20-24	52%
25-29	17%
30-34	3%
Mean:	22
Race/Ethnicity	
White	62%
Black/African American	12%
Hispanic	11%
Asian or Pacific Islander	12%
Student Status	
Full-time	79%
Part-time	21%

Student Profile

	Total
<i>Base:</i>	1211
School Type	
2-year college	25%
4-year college or university	61%
Graduate or professional school	14%
Type of Classes this Term	
All online	14%
Some online/some in-person	31%
All in-person	55%
Technology Adoption	
Early Adopter	36%
Middle Adopter	55%
Late Adopter	10%
Household Income	
Less than \$35,000	33%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	17%
\$75,000 to \$124,999	18%
\$125,000 or greater	8%

Tech Users and Tablet Owners Profile

Demographic	Uses 1 Device (A)	Uses 2 Devices (B)	Uses 3+ Devices (C)	Owns Tablet (D)	Does Not Own Tablet (E)
<i>Base:</i>	668	349	110	599	612
Gender					
Male	41%	47%	62% AB	49% E	42%
Female	57% C	53% C	38%	51%	58% D
Age					
18-19	29%	28%	20%	23%	33% D
20-24	52%	53%	55%	53%	52%
25-29	16%	17%	23%	21% E	13%
30-34	3%	2%	2%	4%	2%
Mean:	21.9	21.8	22.5	22.4 E	21.5
Race/Ethnicity					
White	63%	61%	56%	60%	64%
Black/African American	11%	12%	15%	12%	12%
Hispanic	11%	12%	11%	11%	10%
Asian or Pacific Islander	11%	13%	17%	14%	10%
Student Status					
Full-time	78%	82%	83%	77%	81%
Part-time	22%	18%	17%	23%	19%

Letters indicate significant differences at the 95% confidence level.

Tech Users and Tablet Owners Profile

Demographic	Uses 1 Device (A)	Uses 2 Devices (B)	Uses 3+ Devices (C)	Owns Tablet (D)	Does Not Own Tablet (E)
<i>Base:</i>	668	349	110	599	612
School Type					
2-year college	28%	21%	20%	27%	24%
4-year college or university	60%	66%	57%	57%	65% D
Graduate or professional school	12%	13%	23% AB	16%	11%
Type of Classes this Term					
All online	16%	11%	11%	13%	15%
Some online/some in-person	29%	35%	41% A	35% E	28%
All in-person	55%	54%	48%	52%	57%
Technology Adoption					
Early Adopter	30%	37%	71% AB	46% E	24%
Middle Adopter	58% C	57% C	27%	47%	63% D
Late Adopter	12% BC	6%	2%	7%	13% D
Household Income					
Less than \$35,000	34%	33%	33%	29%	38% D
\$35,000 to \$49,999	11%	10%	13%	12%	9%
\$50,000 to \$74,999	17%	17%	13%	19%	15%
\$75,000 to \$124,999	17%	20%	24%	19%	18%
\$125,000 or greater	8%	6%	11%	9%	6%

Letters indicate significant differences at the 95% confidence level.

**ALWAYS
LEARNING**