Pearson Student Mobile Device Survey 2014

National Report: College Students

Conducted by Harris Poll
Field dates: February 13 – March 12, 2014

Report date: May 16, 2014
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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 2014 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; and
- Preferences for different types of digital devices when reading, studying, taking notes, and doing other school-related activities.
Research Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Pearson between February 13 and March 12, 2014.

The survey was conducted among 1,228 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.
Throughout this report, we mention various mobile devices. Below are the definitions and accompanying images that were provided in the survey.

- Smartphone (a cell phone with internet access)
- 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
Research Methodology (continued)

Notes on reading this report

- At certain questions, trended data from the 2013, 2012 and 2011 Students and Tablets surveys are included where relevant.
  - 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 current study asks if they regularly use a tablet (without mention of size). In comparing results from the 2013 and 2014 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.
EXECUTIVE SUMMARY
Executive Summary

- College students have high interest in tablets for school work, but 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 (81%) and that they make learning more fun (74%).
  - They are somewhat less positive when asked whether tablets help students learn more efficiently (66%) and whether tablets help students perform better in class (62%).
  - When asked about their future use of mobile devices in class, one in three (36%) students would like to use mobile technologies more often than they do now, one half (48%) say their usage is just right, while one in five (17%) 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” declined significantly, from 43% in 2013 to 36% in 2014.
Executive Summary

- **Usage of smartphones is still outpacing the usage of tablets.**
  - Eight in ten (83%) college students regularly use a smartphone, up significantly from 72% in 2013. Smartphones are now close to laptops (89%) as the mobile device students are most likely to use on a regular basis.
  - 45% of college students report that they regularly use a tablet, up from the 40% who reported using a tablet last year.
  - 84% of college students own a smartphone, up from 72% in 2013. 45% own a tablet, up from 38% a year ago. 8% own a hybrid or 2-in-1 computer.
  - Students who own a smartphone are most likely to own the standard size phone (95%), as opposed to the large phone or phablet (6%).
  - 29% of students who own a tablet have a separate keyboard they can use with that 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 use a hybrid laptop/tablet.**
  - Nine in ten (89%) college students use a laptop, notebook or Chromebook computer every week in order to do their school work. By comparison, 56% use a smartphone and 33% a tablet. 12% use a hybrid.
  - The standard size smartphone (95%) and large size tablet (45%) are the most commonly used of these two mobile devices.

- **College students typically use a single mobile device during an average school day. Nearly four in ten use two or more devices.**
  - The majority of college students (54%) use only one mobile device on a typical school day.
  - Four in ten (37%) use two or more devices.
  - During a typical school day, students are most likely to use a laptop (72%) or smartphone (37%), followed by a tablet (21%) or hybrid (7%).
Executive Summary

- **Which devices do students want to use next year?**
  - Currently, 12% of college students use a hybrid for school work on a weekly basis. 24% say they would like to use hybrids *a lot/a great deal* for school work during the 2015 school year.
  - One in three (33%) students currently use a tablet at least twice a week for school work. This percentage is similar to the 36% who say they want to use a tablet *a lot/a great deal for* school work next year.
  - 56% of students now use a smartphone at least twice a week for school work. This percentage drops to 34% when asked if they would like to use a smartphone *a lot/a great deal for* school work next year.
Executive Summary

- For the most part, college students prefer not to switch to a smartphone or tablet that is larger or smaller than the one they now use.
  - Most college students (86%) continue to prefer the standard size tablet. However, there is a small – but noticeable – shift towards using the phablet next year (14% vs. 5% currently).
  - The large 10” tablet remains the preferred tablet for school work (46% in 2015 vs. 45% currently).

- Students are more interested in using a tablet with separate keyboard.
  - Despite their current lack of experience in using tablets with separate keyboards, two in five college students (44%) would like to use a tablet with a separate keyboard during the next school year.
COLLEGE STUDENTS’ ATTITUDES TOWARDS TABLETS AND OTHER MOBILE DEVICES
One in three college students consider themselves an “early adopter” of electronic devices.

Technology Adoption

- **I usually wait until I see others try new technology, and then I will try it myself**: 54%
- **I am among the first people to check out a new electronic device or gadget**: 35%
- **I tend to wait a long time to try new technology**: 11%

Base: College Students: n=1228
Q705. Which best describes you about electronic devices and technology?
College students’ expectations for tablets remain high, especially tablets’ role in transforming future learning and the use of digital textbooks. Three in four feel they know more about tablets than their professors.

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

- **Tablets will transform the way college students will learn in the future**
  - 2014: 81%
  - 2013: 83%
  - 2012: 79%
  - 2011: NA

- **Tablets encourage students to buy digital textbooks instead of print textbooks**
  - 2014: 82%
  - 2013: 84%
  - 2012: 83%
  - 2011: 78%

- **I know more than my professors about how to use tablets and other computers for learning**
  - 2014: 74%
  - 2013: 80%
  - 2012: 80%
  - 2011: NA

- **Tablets make learning more fun**
  - 2014: 70%
  - 2013: 74%
  - 2012: 70%
  - 2011: NA

- **Tablets will effectively replace textbooks as we know them today within the next 5 years**
  - 2014: 48%
  - 2013: 67%
  - 2012: 63%
  - 2011: NA

- **Tablets help students study more efficiently**
  - 2014: 66%
  - 2013: 68%
  - 2012: 66%
  - 2011: 66%

- **Tablets help students perform better in classes**
  - 2014: 62%
  - 2013: 62%
  - 2012: 64%
  - 2011: 64%

### Notes
- Arrows indicate significant differences at the 95% confidence level.
- Q945. How much do you agree or disagree with the following statements?
Fewer students than in 2013 want to use mobile devices more often in class.

<table>
<thead>
<tr>
<th>Attitude</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to use mobile devices more often</td>
<td>36%</td>
<td>43%</td>
</tr>
<tr>
<td>I am currently using mobile devices at just</td>
<td>48%</td>
<td>44%</td>
</tr>
<tr>
<td>the right amount in class</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to use mobile devices less</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>often in class</td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

Arrows indicate significant differences at the 95% confidence level.
Base: College Students: 2014: n=1228; 2013: n=1206
Q935. Which of the following best describes how you would like to use mobile devices in class?
More men than women see themselves as early adopters and want more technology in the classroom. By ethnicity, African Americans are the most likely to be early adopters. The willingness to adopt new technologies plays a key role in tablet ownership – with tablet owners nearly twice as likely as non-owners to be early adopters.

• **Men** are twice as likely as **women** to see themselves as early adopters of new technologies (48% vs. 24%).

• **Men** are also more likely than **women** to want to use mobile devices more often in class (43% vs. 30%). In contrast, **women** are more likely to say that their usage of mobile devices is just right (53% vs. 42%).

• **African American** students are more likely than either **White** or **Hispanic** students to consider themselves “early adopters” (52% vs. 32% vs. 37%).

• **Tablet Owners** are nearly twice as likely as **Non-Owners** to consider themselves early adopters of new technologies (46% vs. 26%).
PERSONAL MOBILE DEVICE USAGE AND OWNERSHIP
Nine in ten college students use a laptop on a regular basis. Eight in ten use a smartphone. Just under half regularly use a tablet, while roughly one in ten regularly uses a hybrid. Smartphone and tablet usage are up significantly from last year.

*Note: The percentage for tablet usage in 2013 is the combined result for full-size and small tablet usage.
Device ownership is nearly identical to device usage. Most college students own a laptop and a smartphone. Just about half own a tablet, while just under one in ten owns a hybrid. Smartphone and tablet ownership increased significantly over the past year.

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

Arrows indicate significant differences at 95% confidence
Base: College students: 2014: n=1228   2013: n=1206
Q710. Which of the following devices do you personally own?
Nearly all smartphone owners own the standard size smartphone. Very few own a large size smartphone or phablet.

**Size of Smartphone Size Currently Owned**
(Among smartphone owners)

- 95% Standard size*
- 5% Large size smartphone or phablet**

*Such as the Apple iPhone, Samsung Galaxy S4, HTC One or Nokia Lumia
**Such as the Samsung Galaxy Note, the Nokia Lumia 1520 or the HTC One Max

Base: Owns smartphone; College students: n=1002
Q715. What size is the smartphone that you personally own? (Multiple response)
College students are most likely to own the large 10-inch tablet. Roughly one in three has a separate keyboard to use with the tablet they own.

Size of Tablet Currently Owned
(Among tablet owners)

- LARGE (about 10”, such as the Apple iPad or Google Nexus 10) - 45%
- MEDIUM (about 8” - 9”, such as the Amazon Kindle Fire HDX 8.9, Lenovo Think Pad 8 or Samsung Galaxy Tab 5) - 25%
- SMALL (about 7”, such as the Apple iPad Mini 2 or iPad Air; Google Nexus 7 or Amazon Kindle Fire) - 38%

Total - 29%

Do you have a separate keyboard to use with the tablet you own?

% Yes

Base: Owns tablet; College students: n=544
Q725. You said that you personally own a tablet. What size is the tablet(s) that you personally own? (Multiple response)
Q730. Do you have a separate keyboard to use with the tablet you own?
Usage of tablets and, especially, smartphones is on the rise – with early adopters making the most of the mobile technologies available to them.

• More than four in ten (45%) college students report that they regularly use a tablet. In 2013, 40% of college students reported that they regularly used a small or full-sized tablet.

• Eight in ten (83%) college students now report regularly using smartphones – up significantly from the 72% who reported regularly using smartphones in 2013.

• Laptops and smartphones are the most commonly-used mobile devices. When compared with Middle and Late Adopters, Early Adopters show the widest usage of mobile technologies – including hybrids:

<table>
<thead>
<tr>
<th>Regularly Uses</th>
<th>A. Early Adopter (n=424)</th>
<th>B. Middle Adopter (n=661)</th>
<th>C. Late Adopter (n=143)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop/notebook/Chromebook</td>
<td>89%</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>91% BC</td>
<td>82% C</td>
<td>65%</td>
</tr>
<tr>
<td>Tablet</td>
<td>59% BC</td>
<td>41% C</td>
<td>19%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>18% BC</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

• While the percentage is small, Early Adopters are the most likely to personally own a phablet (10% vs. 3% of Middle Adopters and 1% of Late Adopters).

Capital letters indicate significant differences at 95% confidence.
Consistent with their greater presence as early adopters, African American students are more likely than other ethnic groups to experiment with new technologies and special features, such as using a separate keyboard with their tablets or the use of hybrids.

- **African American** students are nearly twice as likely as **White** or **Hispanic** students to report having a separate keyboard that they can use with their tablets (48% vs. 27% vs. 25%).

- **African American** students are also twice as likely as **White** or **Hispanic** students to own a hybrid: 15% vs. 8% vs. 6%.
MOBILE DEVICE USAGE FOR COLLEGE WORK
Laptops, in particular, and smartphones are the mobile devices college students are most likely to use every week when doing school work. Roughly one in three uses a tablet for school work on a weekly basis.

**Mobile Device Usage for College Work**

<table>
<thead>
<tr>
<th>Mobile Device</th>
<th>Never</th>
<th>A few times a month or less</th>
<th>2 - 3 times a week or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop, notebook or Chromebook computer</td>
<td>6%</td>
<td>5%</td>
<td>89%</td>
</tr>
<tr>
<td>Tablet</td>
<td>49%</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>22%</td>
<td>22%</td>
<td>56%</td>
</tr>
<tr>
<td>Hybrid or '2-in-1' computer</td>
<td>83%</td>
<td>5%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Ever (Net)

- Laptop, notebook or Chromebook computer: 94%
- Tablet: 51%
- Smartphone: 78%
- Hybrid or '2-in-1' computer: 17%

Base: College students: n=1228
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)
When it comes to school work, African American students are making greater use of the technologies available to them than either White or Hispanic students.

For example:

• **African American** and Hispanic students are more likely than White students to use a smartphone *every day* for school work: 36% vs. 35% vs. 25%.

• **African American** students are the most likely to use a hybrid on a *weekly basis* for school: 22% vs. 17% for Hispanic students and 10% for White students.

• Overall, college students prefer the large and small tablets for school. However, **African American** students are the most likely to use the medium tablet: 39% vs. 25% for White students vs. 17% for Hispanic students.

• Nearly half (47%) of **African American** students use a separate keyboard with the tablet they use most often for school. Roughly one in three White (30%) or Hispanic (32%) students use these separate keyboards.

• **African American** students are twice as likely as either White or Hispanic students to use a Chromebook for school: 19% vs. 8% vs. 9%.
MOBILE DEVICE USAGE AT COLLEGE
On a typical school day, three in four college students will use a laptop to do their school work. By contrast, one in three will use a smartphone, while one in five will use a tablet.

### Daily Usage of Mobile Devices

- **Laptop**: 72%
- **Smartphone**: 37%
- **Tablet**: 21%
- **Hybrid or “2 in 1” computer**: 7%
- **None of these**: 9%

Base: College students: n=1228

Q897 On a typical school day, which of these do you use at school for school work? Please select all that apply.
A majority of college students use a single mobile device during a typical school day. Only one in ten use three or more devices during a typical school day.

**Number of Mobile Devices Used Daily**

- **54%** One Device
- **28%** Two Devices
- **9%** Three to Four Devices
- **9%** None
- **9%**

**Mean Number of Devices Used**

Total – 1.5

Base: College students: n=1228
Q897 On a typical school day, which of these do you use at school for school work? Please select all that apply.
Students using 3 or more mobile devices during a typical school day are hungry to make even greater use of these technologies. However, a small percentage of students may be experiencing technology overload when it comes to their use of mobile devices.

- Students who use **3 – 4 mobile devices** during a typical school day are more likely than those who use **1 – 2 devices** or **0 devices** to consider themselves early adopters of new technologies (62% vs. 34% vs. 21%).

- They are also more likely to say that they want to use mobile technologies *even more* in the classroom (51% vs. 35% vs. 24%).

- **Women** are more likely than **men** to use one mobile device on a typical school day: 59% vs. 49%. By contrast, **men** are nearly three times as likely to use three or more devices: 13% vs. 5%.

- Some students who use **1 – 2 mobile devices** during a typical school day may be experiencing “technology overload” – with one in five (17%) saying they would like to use mobile technologies less often in the classroom. Only 2% of those who use **3 – 4 devices** feel this way.

- By way of contrast, students using **1 – 2 mobile devices** are far more likely than those using **3 – 4 devices** to consider themselves middle adopters of new technologies (57% vs. 33%).
USING THE INTERNET AT COLLEGE
Whether at home or at college, nearly all college students have access to Wi-Fi.

Wireless Internet Access
% Saying “Yes”

At Home
- Yes: 96%
- No: 4%

At School
- Yes: 91%
- Don't know: 3%
- No: 6%

Base: College students: n=1228
Q746. Do you have wireless internet access (Wi-Fi)...?
College students feel a strong need to be connected to the internet to do school work in a variety of locations – with most feeling they need to be connected at least twice a week when at school (87%) or at home (94%). Two in five (41%) feel they need weekly connection even while on the way to school.

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Never</th>
<th>A few times a month or less</th>
<th>2 - 5 times a week</th>
<th>Everyday</th>
</tr>
</thead>
<tbody>
<tr>
<td>At school</td>
<td>6%</td>
<td>7%</td>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>On the way to school (i.e., in a bus or car)</td>
<td>40%</td>
<td>19%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>At home</td>
<td>3%</td>
<td>4%</td>
<td>27%</td>
<td>67%</td>
</tr>
</tbody>
</table>
When compared with current usage, college students show an increased interest in using hybrids when it comes to their future use of mobile devices for school work.

![Desire to Use Mobile Devices for College Work](chart)

<table>
<thead>
<tr>
<th>Device</th>
<th>A Little/Not at All</th>
<th>Some</th>
<th>A lot/A great deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop, notebook or Chromebook computer</td>
<td>7%</td>
<td>0%</td>
<td>83%</td>
</tr>
<tr>
<td>Tablet</td>
<td>42%</td>
<td>23%</td>
<td>36%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>41%</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Hybrid or '2-in-1' computer</td>
<td>66%</td>
<td>11%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Currently Uses Device 2X a Week or More

- Laptop, notebook or Chromebook computer: 89%
- Tablet: 33%
- Smartphone: 56%
- Hybrid or '2-in-1' computer: 12%

Base: College students: n=1228
Q900. Next school year, how much do you want to use each of the following devices to do school work?

Pearson Student Mobile Device Survey: College Students May 16, 2014
When it comes to their future usage of smartphones for school work, college students show a small – but noticeable – shift towards using the phablet.

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

- **Standard size**: 86%
- **Large size**: 14%

### Current Usage
Smartphones for College
- **Standard Size**: 95%
- **Large Size**: 5%

Base: Want to use a smartphone for schoolwork at least a little; College students: n=939
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?
There is little change in the relative size of the tablets students want to use, with the large tablet remaining the preferred tablet.

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

- Large (about 10 inches): 46%
- Medium (about 8-9 inches): 29%
- Small (about 7 inches): 24%

**Current Usage**
Tablets for College
- Large: 45%
- Medium: 26%
- Small: 30%

Base: Wants to use tablet for school work at least a little; College students: n=871
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?
However, despite their overall lack of experience in using tablets with separate keyboards, two in five college students say they would like to use a tablet with a separate keyboard a lot or a great deal.

<table>
<thead>
<tr>
<th>Type of Tablet Desired</th>
<th>A Little/Not at All</th>
<th>Some</th>
<th>A lot/A great deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>With a separate keyboard</td>
<td>33%</td>
<td>23%</td>
<td>44%</td>
</tr>
<tr>
<td>With a touch screen</td>
<td>26%</td>
<td>29%</td>
<td>44%</td>
</tr>
</tbody>
</table>
• The following chart shows the breakdown, by gender and ethnicity, of college students’ desire to use the following types of tablets – with Men and African American students the most likely to use new technologies.

<table>
<thead>
<tr>
<th>Would like to use a great deal/a lot</th>
<th>A. Men</th>
<th>B. Women</th>
<th>C. White</th>
<th>D. African American</th>
<th>E. Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop, notebook or Chromebook computer</td>
<td>79%</td>
<td>87% A</td>
<td>84%</td>
<td>77%</td>
<td>86%</td>
</tr>
<tr>
<td>Smartphone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Standard Size</td>
<td>86%</td>
<td>85%</td>
<td>88%</td>
<td>79%</td>
<td>82%</td>
</tr>
<tr>
<td>- Large size or phablet</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Tablet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Small (7”)</td>
<td>27%</td>
<td>22%</td>
<td>23%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>- Medium (8” – 9”)</td>
<td>28%</td>
<td>30%</td>
<td>30%</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>- Large (10”)</td>
<td>45%</td>
<td>48%</td>
<td>46%</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>A tablet with a touch screen</td>
<td>51% B</td>
<td>39%</td>
<td>41%</td>
<td>64% C</td>
<td>48%</td>
</tr>
<tr>
<td>A tablet with a separate keyboard</td>
<td>42%</td>
<td>45%</td>
<td>43%</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>27%</td>
<td>21%</td>
<td>21%</td>
<td>36% C</td>
<td>35% C</td>
</tr>
</tbody>
</table>

Capital letters indicate significant differences at 95% confidence.
DEMOGRAPHIC PROFILE
# Student Profile

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base:</td>
<td>1228</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>18-19</td>
<td>27%</td>
</tr>
<tr>
<td>20-24</td>
<td>53%</td>
</tr>
<tr>
<td>25-29</td>
<td>11%</td>
</tr>
<tr>
<td>30-34</td>
<td>9%</td>
</tr>
<tr>
<td>Mean:</td>
<td>22.1</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>68%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Student Status</strong></td>
<td></td>
</tr>
<tr>
<td>Full-time</td>
<td>79%</td>
</tr>
<tr>
<td>Part-time</td>
<td>21%</td>
</tr>
</tbody>
</table>
Student Profile

<table>
<thead>
<tr>
<th><strong>Total</strong></th>
<th>1228</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>School Type</strong></td>
<td></td>
</tr>
<tr>
<td>2-year college</td>
<td>25%</td>
</tr>
<tr>
<td>4-year college or university</td>
<td>60%</td>
</tr>
<tr>
<td>Graduate or professional school</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Type of Classes this Term</strong></td>
<td></td>
</tr>
<tr>
<td>All online</td>
<td>13%</td>
</tr>
<tr>
<td>Some online/some in-person</td>
<td>33%</td>
</tr>
<tr>
<td>All in-person</td>
<td>54%</td>
</tr>
<tr>
<td><strong>Technology Adoption</strong></td>
<td></td>
</tr>
<tr>
<td>Early Adopter</td>
<td>35%</td>
</tr>
<tr>
<td>Middle Adopter</td>
<td>54%</td>
</tr>
<tr>
<td>Late Adopter</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Less than $35,000</td>
<td>36%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>11%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>16%</td>
</tr>
<tr>
<td>$75,000 to $124,999</td>
<td>19%</td>
</tr>
<tr>
<td>$125,000 or greater</td>
<td>8%</td>
</tr>
</tbody>
</table>
# Tech Users and Tablet Owners Profile

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Uses 3 – 4 Devices (A)</th>
<th>Uses 1-2 Device (B)</th>
<th>Uses 0 Devices (C)</th>
<th>Owns Tablet (D)</th>
<th>Does Not Own Tablet (E)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong></td>
<td>94</td>
<td>1021</td>
<td>113</td>
<td>544</td>
<td>684</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>66% BC</td>
<td>43%</td>
<td>42%</td>
<td>47%</td>
<td>42%</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
<td>57% A</td>
<td>58% A</td>
<td>53%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-19</td>
<td>25%</td>
<td>27%</td>
<td>23%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>20-24</td>
<td>52%</td>
<td>54%</td>
<td>45%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>25-29</td>
<td>13%</td>
<td>10%</td>
<td>17%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>30-34</td>
<td>10%</td>
<td>8%</td>
<td>15%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Mean:</td>
<td>22.3</td>
<td>21.9</td>
<td>23.1 B</td>
<td>22.4 E</td>
<td>21.8</td>
</tr>
<tr>
<td><strong>Race/Ethnicity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>59%</td>
<td>67%</td>
<td>78% A</td>
<td>69%</td>
<td>66%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>9%</td>
<td>12% C</td>
<td>2%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Student Status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time</td>
<td>85%</td>
<td>79%</td>
<td>70%</td>
<td>76%</td>
<td>81%</td>
</tr>
<tr>
<td>Part-time</td>
<td>15%</td>
<td>21%</td>
<td>30%</td>
<td>24%</td>
<td>19%</td>
</tr>
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# Tech Users and Tablet Owners Profile

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<td>1021</td>
<td>113</td>
<td>544</td>
<td>684</td>
</tr>
</tbody>
</table>

## School Type

- **2-year college**
  - 23%
  - 25%
  - 32%
  - 26%
  - 24%

- **4-year college or university**
  - 58%
  - 61%
  - 52%
  - 55%
  - 64% D

- **Graduate or professional school**
  - 20%
  - 14%
  - 16%
  - 18% E
  - 12%

## Type of Classes this Term

- **All online**
  - 14%
  - 12%
  - 20%
  - 15%
  - 11%

- **Some online/some in-person**
  - 49% BC
  - 32%
  - 27%
  - 37%
  - 30%

- **All in-person**
  - 37%
  - 56% A
  - 53%
  - 48%
  - 59% D

## Technology Adoption

- **Early Adopter**
  - 62% BC
  - 34%
  - 21%
  - 46% E
  - 26%

- **Middle Adopter**
  - 33%
  - 57% A
  - 48%
  - 50%
  - 58% D

- **Late Adopter**
  - 5%
  - 9%
  - 30% AB
  - 4%
  - 16% D

## Household Income

- **Less than $35,000**
  - 18%
  - 35% A
  - 44% A
  - 30%
  - 39% D

- **$35,000 to $49,999**
  - 13%
  - 11%
  - 13%
  - 9%
  - 13%

- **$50,000 to $74,999**
  - 13%
  - 17%
  - 15%
  - 17%
  - 16%

- **$75,000 to $124,999**
  - 35% BC
  - 17%
  - 18%
  - 24% E
  - 15%

- **$125,000 or greater**
  - 9%
  - 9%
  - 5%
  - 12% E
  - 6%

Letters indicate significant differences at the 95% confidence level.