

JAN  
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# DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE  
(ANY TYPE)



92%

we  
are  
social

SMART  
PHONE



75%

Google

LAPTOP OR  
DESKTOP COMPUTER



76%



TABLET  
COMPUTER



38%

TELEVISION  
(ANY KIND)



92%

Google

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



15%



E-READER  
DEVICE



8%

we  
are  
social

WEARABLE  
TECH DEVICE



6%