

Chart of the Day

3 NOVEMBER 2017



Digital Consumers Own 3.2 Connected Devices

Multi-Device Ownership

Average number of devices owned per internet user



GLOBAL
3.2

AGE

16 to 24 **3.1**

25 to 34 **3.4**

35 to 44 **3.3**

45 to 54 **3.2**

55 to 64 **3.0**

INCOME

Bottom 25% **2.7**

Mid 50% **3.4**

Top 25% **3.9**

GENDER

Men **3.3**

Women **3.2**

Question: Which of the following devices do you personally own?

Source: GlobalWebIndex Q2 2017 | **Base:** 89,029 Internet Users aged 16-64
