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Pew Internet & American Life Project

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E-reader Ownership Doubles in Six Months

Adoption rate of e-readers surges ahead of tablet computers

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June 27, 2011

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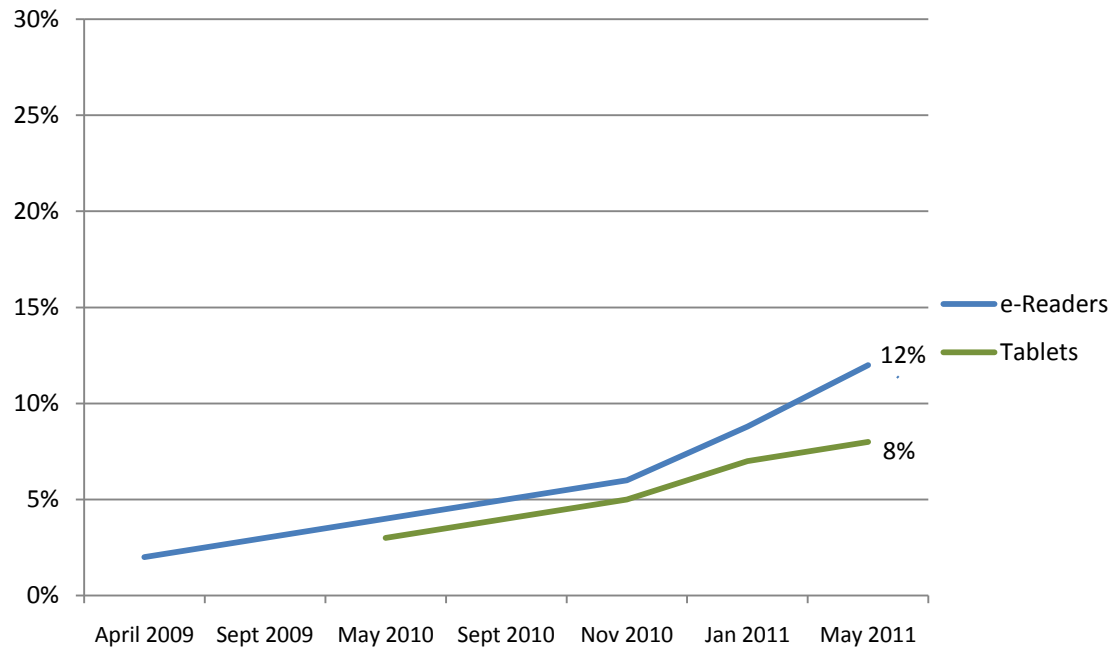
http://pewinternet.org/Reports/2011/E-readers-and-tablets.aspx

e-Reader ownership surges since last November; tablet ownership grows more slowly

The share of adults in the United States who own an e-book reader doubled to 12% in May, 2011 from 6% in November 2010. E-readers, such as a Kindle or Nook, are portable devices designed to allow readers to download and read books and periodicals. This is the first time since the Pew Internet Project began measuring e-reader use in April 2009 that ownership of this device has reached double digits among U.S. adults.

Tablet computers—portable devices similar to e-readers but designed for more interactive web functions—have not seen the same level of growth in recent months. In May 2011, 8% of adults report owning a tablet computer such as an iPad, Samsung Galaxy or Motorola Xoom. This is roughly the same percentage of adults who reported owning this kind of device in January 2011 (7%), and represents just a 3 percentage-point increase in ownership since November 2010. Prior to that, tablet ownership had been climbing relatively quickly.

Growth in e-reader and tablet ownership among U.S. adults



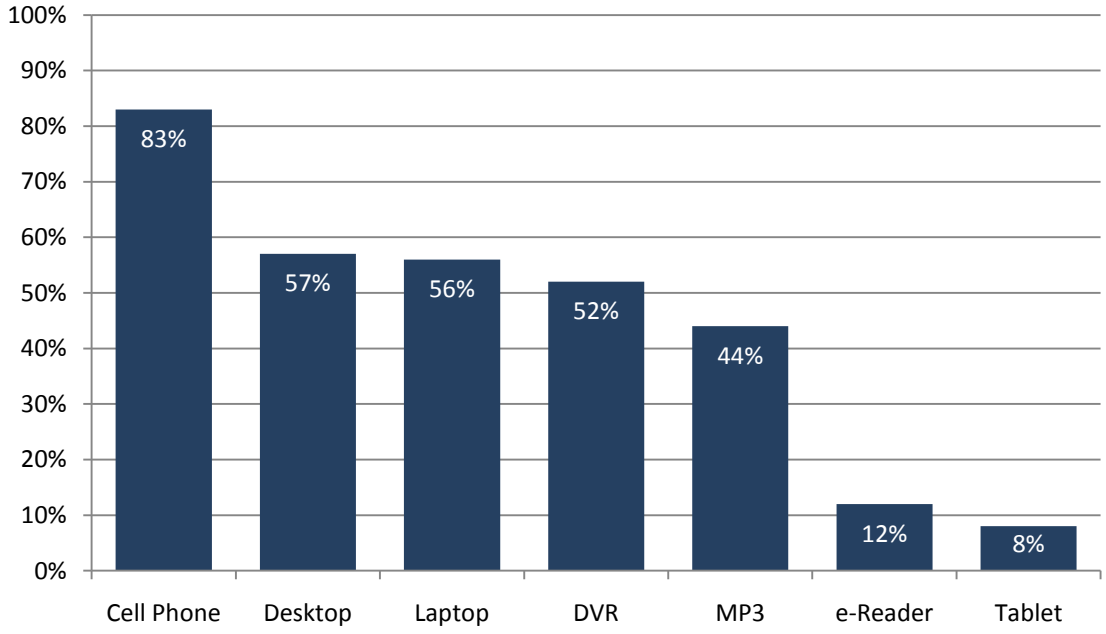
Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish. Margin of error = +/- 2 percentage points.

These findings come from a survey conducted from April 26-May 22 among 2,277 adults ages 18 and over, including surveys in English and Spanish and on landline and cell phones. The margin of error for the sample is plus or minus 2 percentage points.

Both e-book reader and tablet computer adoption levels among U.S. adults are still well below that of other tech devices that have been on the market longer. Cell phones are far and away the most popular digital device among U.S. adults today, followed by desktop and laptop computers, DVRs, and MP3 players.

Both e-reader and tablet ownership far behind other devices

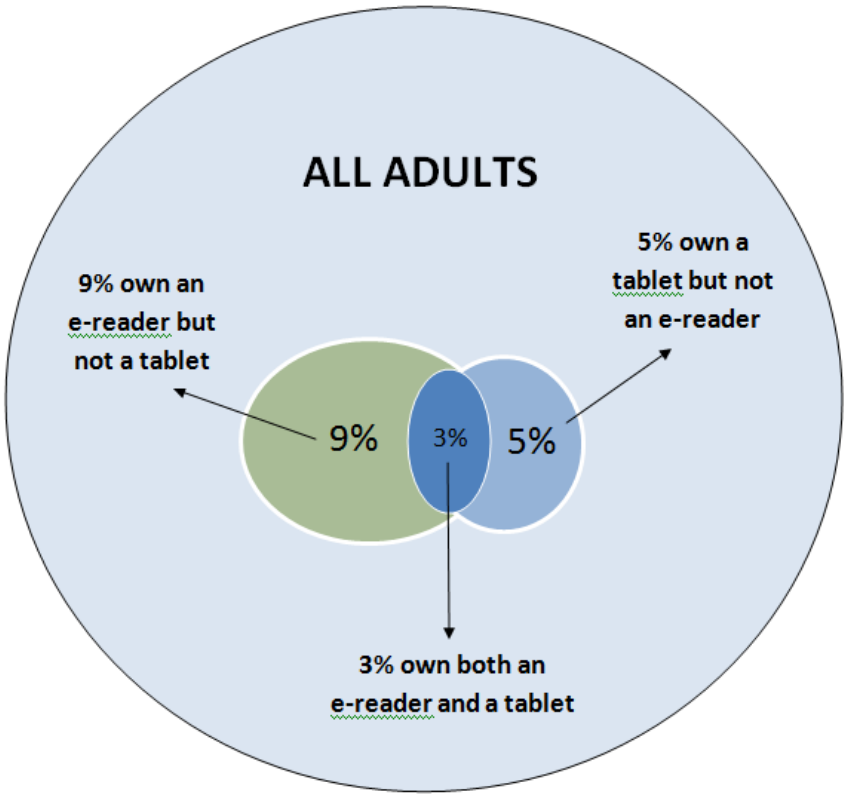
% of adults who own each gadget



Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish. Margin of error = +/- 2 percentage points.

There is notable overlap in e-reader and tablet computer ownership – 3% of US adults own both devices. Nine percent own an e-book reader but not a tablet, while 5% own a tablet computer but not an e-reader.

Three percent of all adults own both an e-reader and a tablet



Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish.

Further confirming the overall trend toward adoption of mobile devices, this survey marks the first time that laptop computers are as popular as desktop computers among U.S. adults. In November of last year, desktop ownership outpaced laptop ownership by 8 percentage points, 61% to 53%. This changing pattern is the result of both a steady decline in the popularity of desktops and a steady increase in the popularity of laptops over time. Laptops have already overtaken desktops in popularity among adults under age 30, and appear poised to do the same among older adults.

Who owns e-readers and tablets?

Hispanic adults, adults younger than age 65, college graduates and those living in households with incomes of at least $75,000 are most likely to own e-book readers. Parents are also more likely than non-parents to own these devices.

Some demographic differences have only recently emerged. For instance, in November of 2010, parents and non-parents were equally likely to own e-readers, yet in the past six months ownership of these

devices among parents has grown more rapidly than it has among-non-parents. Similarly, e-reader ownership grew at a faster pace among Hispanic adults over that time period than it did among white or African-American adults. Moreover, ownership among adults ages 18-49 grew more rapidly than any other age group.

Who owns e-readers

% of adults in each group who own an e-reader, in Nov. 2010 and May 2011

	% of each group who owned an e-reader in Nov 2010	% of each group who own an e-reader in May 2011
All adults in the U.S.	**6%**	**12%**
Gender		
Male	6	12
Female	6	11
Parental status		
Parent of child <18	6	16
Not a parent of child <18	6	10
Race/Ethnicity		
White	6	11
African American	5	8
Hispanic	5	15
Age		
18-29	6	10
30-49	5	14
50-64	9	13
65+	4	6
Education		
Some high school	5	3
High school	4	6
Some college	6	13
College graduate	8	22
Household income		
< $30,000	4	4
$30,000 - $49,999	3	13
$50,000 - $74,999	6	13
$75,000+	12	24

Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish.

Other demographic differences in e-reader ownership are becoming magnified over time. There was considerable growth in e-reader ownership between November 2010 and May 2011 among college graduates, one-fifth of whom now own these devices. This group was already outpacing other adults in Pew Internet's November 2010 survey. Similarly, while ownership grew across all adults with household incomes of at least $30,000 annually, gains were most pronounced among those in the highest household income category ($75,000 or more). As was the case six months ago, this group continues to outpace all other income categories by a wide margin, with one in four adults at this household income level owning an e-reader.

Similar demographic patterns of ownership exist for tablet computers, though parents are no more likely than non-parents to own these devices. However, in the case of tablet computers, men are now slightly more likely than women to own this type of device.

Between November 2010 and May 2011, the largest increases in tablet ownership have been among men when compared with women; Hispanic adults when compared with white and African-American adults; adults 18-29; those with some college or college degrees; and those reporting household incomes of $30,000 or more. Overall, the highest rates of tablet ownership are among Hispanic adults and those with household incomes of at least $75,000 annually.

Who owns tablet computers

% of adults in each group who own a tablet computer, in Nov. 2010 and May 2011

	% of each group who owned a tablet computer in Nov 2010	% of each group who own a tablet computer in May 2011
All adults in the U.S.	**5**	**8**
Gender		
Male	6	10
Female	4	6
Race/Ethnicity		
White	4	7
African American	4	8
Hispanic	7	15
Age		
18-29	6	12
30-49	6	9
50-64	4	8
65+	2	2
Education		
Some high school	4	4
High school	3	5
Some college	4	10
College graduate	8	13
Household income		
< $30,000	4	4
$30,000 - $49,999	3	8
$50,000 - $74,999	3	8
$75,000+	9	17

Source: The Pew Research Center's Internet & American Life Project, April 26-May 22, 2011 tracking survey. N=2,277 adults ages 18 and older. Interviews conducted in English and Spanish.

Survey questions

Spring Change Assessment Survey 2011

Final Topline 5/25/2011

Data for April 26–May 22, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]
Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]
Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	yes	no	Don't know	Refused
A desktop computer				
Current	57	42	*	*
November 2010	61	39	0	*
September 2010	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
A laptop computer or netbook[1]				
Current	56	44	*	*
January 2011	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--

[1] Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

Q10 continued...

	yes	no	Don't know	Refused
A cell phone or a Blackberry or iPhone or other device that is also a cell phone[2]				
Current	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--
An electronic Book device or e-Book reader, such as a Kindle or Nook[3]				
Current	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*

[2] Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

[3] Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

Q10 continued...

	yes	no	Don't know	Refused
An iPod or other MP3 player[4]				
Current	44	56	*	*
November 2010	43	57	*	*
September 2010	47	53	*	*
May 2010	46	54	*	0
September 2009	43	57	*	0
April 2009	45	55	*	*
December 2007	34	66	*	--
April 2006	20	79	*	--
February 2005	11	88	1	--
January 2005	11	88	1	--
A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom[5]				
Current	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0
A digital video recorder or DVR				
Current	52	48	*	*
November 2010	50	49	*	*

[4] Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"
[5] Through January 2011, item wording was "A tablet computer like an iPad"

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 April 26 to May 22, 2011, among a sample of 2,277 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,522) and cell phone (755, including 346 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 2.4 percentage points. For results based Internet users (n=1,701), the margin of sampling error is plus or minus 2.7 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 continental 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 weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. 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 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived

from Census 2000 data. The cell phone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey.[6]

Following is the full disposition of all sampled telephone numbers:

Table 2:Sample Disposition

Landline	Cell	
32,909	19,899	Total Numbers Dialed
1,416	364	Non-residential
1,428	35	Computer/Fax
32	----	Cell phone
16,833	8,660	Other not working
1,629	287	Additional projected not working
11,571	10,553	Working numbers
35.2%	53.0%	Working Rate
543	96	No Answer / Busy
3,091	3,555	Voice Mail
53	10	Other Non-Contact
7,884	6,892	Contacted numbers
68.1%	65.3%	Contact Rate
489	1,055	Callback
5,757	4,618	Refusal
1,638	1,219	Cooperating numbers
20.8%	17.7%	Cooperation Rate
56	33	Language Barrier
----	426	Child's cell phone
1,582	760	Eligible numbers
96.6%	62.3%	Eligibility Rate
60	5	Break-off
1,522	755	Completes
96.2%	99.3%	Completion Rate
13.6%	11.5%	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 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

[6] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2010. National Center for Health Statistics. December 2010.

- 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 13.6 percent. The response rate for the cellular sample was 11.5 percent.