

**PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
IN COLLABORATION WITH THE ECONOMIST GROUP
2011 Tablet News Web Survey
September 6-19, 2011
N=300 tablet news users**

The language for most tablet questions was customized based on whether the respondent said they had an iPad or another type of tablet computer.

ASK ALL:

Q.1 Recently, you answered some questions about your [iPad/tablet computer] and getting news, analysis and commentary on your [iPad/tablet computer]. Just to confirm, do you still use your [iPad/tablet computer]?

NO QUESTIONS 2-3

ASK IF TABLET NEWS USER (Q1=1): [N=300]

We'll be asking you about three kinds of content that you might get on your [iPad/tablet] or elsewhere: headlines and quick stories, longer articles and analysis and books.

Q.4 During the past 7 days, how frequently, if at all, did you **get headlines or quick stories about the day's events** using each of the following?

	Several times a day %	About once a day %	A few times %	About once %	Not at all %	No answer %
a. [iPad/Tablet computer] Sept. 6-19, 2011	40	27	24	5	4	1
b. Desktop or laptop computer Sept. 6-19, 2011	44	21	17	6	10	2
c. Smartphone Sept. 6-19, 2011	33	16	12	6	30	4
d. Printed publication Sept. 6-19, 2011	6	28	16	18	29	4
e. Television Sept. 6-19, 2011	22	26	21	12	16	2
f. Radio Sept. 6-19, 2011	22	21	19	8	24	5

NO QUESTION 5

ASK IF GOT HEADLINES OR QUICK STORIES ABOUT DAY'S EVENTS IN PAST 7 DAYS ON TABLET (Q4a=1-4): [N=287]

Q.6 Now thinking just about your [iPad/tablet], where were you most of the time when you got headlines or quick stories about the day's events during the past 7 days?

BASED ON THOSE WHO GOT HEADLINES OR QUICK STORIES ABOUT DAY'S EVENTS IN PAST 7 DAYS ON THEIR TABLET

Sept. 6-19

2011

%

74	At home
11	At work
10	Traveling (by car, train, bus, etc.)
4	Somewhere else

NO QUESTIONS 7-8

ASK IF GOT HEADLINES OR QUICK STORIES ABOUT DAY'S EVENTS IN PAST 7 DAYS ON TABLET (Q4a=1-4):

Q.9 During the past 7 days, when you got headlines or quick stories about the day's events on your [iPad/tablet], was it...

Sept. 6-19

2011

%

39	Mostly through a web browser
31	Mostly through apps
30	About equally through a web browser and apps

ASK IF MOSTLY THROUGH A BROWSER OR BOTH (Q9=1,3): [N=199]

Q.10 When you used the **web browser** on your [iPad/tablet] to get headlines or quick stories during the past 7 days, did you do each of the following, or not?

BASED ON THOSE WHO GOT HEADLINES OR QUICK STORIES MOSTLY THROUGH THEIR TABLET'S WEB BROWSER OR EQUALLY BROWSER/APPS

	Yes %	No %	No Answer %
a. Went directly to websites for a specific news outlet or organization Sept. 6-19, 2011	81	17	2
b. Went to a website that aggregates news from multiple sources, such as Yahoo News or Topix Sept. 6-19, 2011	51	47	3
c. Went to a social networking site, such as Facebook or Twitter, for news Sept. 6-19, 2011	35	61	4
d. Used a search engine, such as Google or Bing, to find news on a particular story or topic Sept. 6-19, 2011	68	27	5
e. Other (please specify)	6	22	73

ASK IF WENT TO A NEWS OUTLET USING BROWSER (Q10A=1) AND OTHER SITES (Q10b=1 OR Q10c=1 OR Q10d or Q10e=1):

Q11. When you got headlines or quick stories on your [iPad/tablet] during the past 7 days, how much of the time did you go directly to **websites** for specific news outlets or organizations?

BASED ON THOSE WHO WENT DIRECTLY TO A NEWS OUTLET WEBSITE USING THEIR TABLET'S BROWSER AND ALSO VISITED OTHER SITES USING THEIR TABLET'S BROWSER [N=146]

Sept. 6-19

2011

%

18 Almost always
 41 Most of the time
 37 Some of the time
 3 Rarely
 - No answer

ASK IF MOSTLY THROUGH APPS OR BOTH (Q9=2,3): [N=175]

Q.12 Did you use any of the following types of **apps** on your [iPad/tablet] to get headlines or quick stories during the past 7 days, or not?

	Yes %	No %	No Answer %
a. Apps for a specific news outlet or organization Sept. 6-19, 2011	90	9	1
b. Apps that organize or aggregate news from multiple sources, such as Flipboard or Pulse Sept. 6-19, 2011	36	63	1
c. Apps that access your social networking accounts, such as Facebook or Twitter Sept. 6-19, 2011	41	56	3
d. Other (please specify)	4	18	78

ASK IF WENT TO AN APP FROM A NEWS OUTLET (Q12a=1) AND OTHER APPS (Q12b=1 OR Q12c=1 OR Q12d=1): [N=92]

Q.13 When you got headlines or quick stories on your [iPad/tablet] during the past 7 days, how much of the time did you use **apps** for specific news outlets or organizations?

Sept. 6-19

2011

%

28 Almost always
 39 Most of the time
 29 Some of the time
 1 Rarely
 2 No answer

NO QUESTION 14

ASK IF GOT HEADLINES OR QUICK STORIES ABOUT DAY'S EVENTS IN PAST 7 DAYS ON TABLET (Q4a=1-4): [N=287]

Q.15 During the past 7 days, did you have any trouble finding the news you were looking for about the day's events on your [iPad/tablet], or not?

Sept. 6-19

2011

%

3 Yes, had trouble
97 No, did not have trouble

**ASK IF HAD TROUBLE FINDING NEWS (Q15=1): [N=8]
[PROGRAM TO APPEAR ON SAME SCREEN AS Q15 IF SELECTS "YES, HAD TROUBLE" IN Q.15]**

Q.15a What kind of trouble did you have?

Sample size too small to report results.

ASK IF GOT HEADLINES OR QUICK STORIES ABOUT DAY'S EVENTS IN PAST 7 DAYS ON TABLET (Q4a=1-4): [N=287]

Q.16 During the past 7 days, when you were using your [iPad/tablet] to get headlines or quick stories, did you do each of the following, or not?

	Yes	No	No
	%	%	Answer
	%	%	%
a. Post any comments to stories you read Sept. 6-19, 2011	13	85	2
b. Share or recommend stories using email, Facebook, Twitter or other social networks Sept. 6-19, 2011	39	60	1

ASK IF TABLET NEWS USER (Q1=1):[N=300]

Q.17 All in all, if you had to choose which of the following do you prefer *most* for getting headlines or quick stories about the day's events?

Sept. 6-19

2011

%

43 [iPad/Tablet computer]
23 Desktop or laptop computer
14 Smartphone
7 Radio
7 Television
6 Printed publication
- No answer

NO QUESTIONS 18-19

ASK IF TABLET NEWS USER (Q1=1): [N=300]

Now, we'd like to ask you about **reading longer articles or analysis** about current events, such as you would get in a magazine.

Q.20 During the past 7 days, how frequently, if at all, did you read longer articles or analysis using each of the following?

	Several times a day %	About once a day %	A few times %	About once %	Not at all %	No answer %
a. [iPad/Tablet computer] Sept. 6-19, 2011	24	29	25	10	11	1
b. Desktop or laptop computer Sept. 6-19, 2011	30	23	23	10	12	2
c. Smartphone Sept. 6-19, 2011	9	9	19	13	46	4
d. Printed publication Sept. 6-19, 2011	10	19	26	16	26	2

NO QUESTION 21

ASK IF DID NOT READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=5 or no answer): [N=36]

Q.22 Do you ever read longer articles or analysis on your [iPad/tablet], or not?

Sample size too small to report results.

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4): [N=264]

Q.23 How much of the longer reading that you did during the past 7 days on your [iPad/tablet] is reading you would have done before ...

	Nearly all %	A fair amount %	Just a little %	None at all %	No Answer %
a. In a printed publication Sept. 6-19, 2011	22	41	26	7	4
b. On a laptop or desktop computer Sept. 6-19, 2011	30	47	17	3	3

NO QUESTION 24

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4): [N=264]

Q.25 Now thinking just about your [iPad/tablet], where were you most of the time when you read longer articles or analysis during the past 7 days?

Sept. 6-19 <u>2011</u> %	
80	At home
6	At work
9	Traveling (by car, train, bus, etc.)
6	Somewhere else
-	No answer

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4): [N=264]

Q.26 During the past 7 days, when you read longer articles or analysis on your [iPad/tablet], was it...

Sept. 6-19

2011

%

42	Mostly through a web browser
31	Mostly through apps
27	About equally through a web browser and apps
-	No answer

ASK IF MOSTLY USE BROWSER (Q26=1): [N=111]

[PROGRAM TO APPEAR ON SAME SCREEN AS Q26 IF SELECTS "WEB BROWSER" IN Q.26]

Q.26a Why did you mostly choose the web browser, rather than apps, to read longer articles or analysis on your [iPad/tablet]?

Sept. 6-19

2011

%

27	Habit or preference
20	Ease of use
16	Do not have apps or insufficient number of apps
14	Website gives more detailed information than apps or website has no apps
14	Better navigation
6	Want more information on specific topic
5	Bookmarks already set up
7	Other
6	No answer

* Responses do not add up to 100% because multiple responses were allowed.

ASK IF MOSTLY USE APPS (Q26=2): [N=82]

[PROGRAM TO APPEAR ON SAME SCREEN AS Q26 IF SELECTS "APPS" IN Q.26]

Q.26b Why did you mostly choose apps, rather than the web browser, to read longer articles or analysis on your [iPad/tablet]?

Sept. 6-19

2011

%

29	I prefer app of particular news organization or subject area
22	Ease of use
15	Better navigation
12	Quick access to targeted news
11	I prefer aggregator or organizing apps
4	Habit or preference
6	Other
10	None/no answer

* Responses do not add up to 100% because multiple responses were allowed.

ASK IF USE BOTH (Q26=3): [N=71]

[PROGRAM TO APPEAR ON SAME SCREEN AS Q26 IF SELECTS "BOTH EQUALLY" IN Q.26]

Q.26c What are the main reasons you choose the web browser sometimes and apps at other times to read longer articles or analysis on your [iPad/tablet]?

Sept. 6-19

2011

%

28	Use apps/browsers to access specific sites, content or sources
17	Apps unavailable or not working
14	Apps are easier, quicker and have better features
14	Use browser to search more information/stories
10	Cost
9	Apps do not provide enough detail or longer articles
4	Browser gives more details
4	Variety
4	Availability other
1	Accessibility
13	Other
17	None/no answer

ASK IF MOSTLY THROUGH A BROWSER OR BOTH (Q26=1,3): [N=182]

Q.27 When you read longer articles or analysis on your [iPad/tablet] during the past 7 days, how much of the time, if at all, did you go directly to **websites** of specific news outlets or organizations rather than follow a link of some kind?

Sept. 6-19

2011

%

13	Almost always
33	Most of the time
36	Some of the time
15	Rarely
3	Not at all
-	No answer

ASK IF MOSTLY THROUGH APPS OR BOTH (Q26=2,3): [N=153]

Q.28 When you read longer articles or analysis on your [iPad/tablet] during the past 7 days, how much of the time, if at all, did you use **apps** for specific news outlets or organizations?

Sept. 6-19

2011

%

28	Almost always
27	Most of the time
38	Some of the time
5	Rarely
3	Not at all
-	No answer

NO QUESTION 29

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4):

Q.30 For each of the following, please indicate whether or not this is a reason you turned to your [iPad/tablet] to read longer articles or analysis during the past 7 days.

	Yes %	No %	No Answer %
BASED ON IF READ LONGER ARTICLES THROUGH APPS [N=153]			
a. I have the app and regularly check in to see what is there. Sept. 6-19, 2011	89	10	1
b. I received a prompt or notification from the app that new content was available. Sept. 6-19, 2011	42	56	3

BASED ON IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS [N=264]

c. I received an email or text from a news organization. Sept. 6-19, 2011	23	73	3
d. The content was recommended to me by someone I know. Sept. 6-19, 2011	39	59	2
e. I wanted to see how a story was covered by a particular source or outlet. Sept. 6-19, 2011	36	63	2
f. The specific article was mentioned in another news article or blog. Sept. 6-19, 2011	56	41	3

BASED ON IF READ LONGER ARTICLES OR ANALYSIS MOSTLY THROUGH THEIR TABLET'S WEB BROWSER OR EQUALLY BROWSER/APPS [N=182]

g. I was searching for in-depth analysis about a topic that interested me. Sept. 6-19, 2011	70	29	1
h. I regularly check the news outlet to see what is there. Sept. 6-19, 2011	79	20	1

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4): [N=264]

Q.31 When you were using your [iPad/tablet] during the past 7 days, did you come across and read any longer articles or analysis you were not initially looking for, or not?

Sept. 6-19

2011

%

88 Yes, read longer articles or analysis that I wasn't initially looking for

13 No, don't read longer articles or analysis that I wasn't initially looking for

- No answer

ASK IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS (Q20a=1-4): [N=264]

Q.32 During the past 7 days, when you were using your [iPad/tablet] to read longer articles or analysis, did you do each of the following, or not?

	Yes	No	No
	%	%	Answer
	%	%	%
a. Post any comments to articles you read Sept. 6-19, 2011	10	89	*
b. Share or recommend stories using email, Facebook, Twitter or other social networks Sept. 6-19, 2011	38	61	*
c. Save or tag articles to read later Sept. 6-19, 2011	22	78	-
d. Go back and read articles from previous editions on your [iPad/tablet] Sept. 6-19, 2011	29	70	1

ASK IF READ LONGER ARTICLES ON TABLET (Q20a=1-4 OR Q22=1): [N=264]

Q32e. And did you talk with other people about anything you read in the longer articles or analysis?

Sept. 6-19	
<u>2011</u>	
%	
85	Yes
15	No
-	No, answer

ASK IF READ LONGER ARTICLES ON TABLET (Q20a=1-4 OR Q22=1): [N=264]

Q.33 Overall when you read longer articles on your [iPad/tablet], would you say you spend **[RANDOMIZE: more time, less time]** or about the same amount of time reading longer articles than you do when you read them in print?

Sept. 6-19	
<u>2011</u>	
%	
21	More time
19	Less time
54	About the same time amount of time
6	Do not ever read longer articles in print
-	No answer

ASK IF READ LONGER ARTICLES ON TABLET (Q20a=1-4 OR Q22=1): [N=264]

Q.34 Compared with a printed publication, would you say you enjoy reading longer articles or analysis ...

Sept. 6-19	
<u>2011</u>	
%	
49	More on your [iPad/tablet]
16	More in a printed publication
35	About the same in both
*	No answer

ASK IF ENJOY MORE ON TABLET (Q34=1): [N=135]

[PROGRAM TO APPEAR ON SAME SCREEN AS Q34 IF SELECTS "IPAD/TABLET" IN Q.34]

Q.34a What is it that makes reading longer articles or analysis more enjoyable on your [iPad/tablet] than in a printed publication?

Sept. 6-19

2011

%

37	Reading/Interface
22	Portability/Mobility
22	Convenience
22	Prefer to other print
16	Access to multiple outlets
16	Features
5	Ease of use
5	Easy-to-use reference tool
6	Other
8	None/No answer

*Responses do not add up to 100% because multiple responses were allowed.

ASK IF ENJOY MORE IN PRINTED PUBLICATION (Q34=2): [N=43, too small to report]

[PROGRAM TO APPEAR ON SAME SCREEN AS Q34 IF SELECTS "PRINT" IN Q.34]

Q.34b What is it that makes reading longer articles or analysis more enjoyable in a printed publication than on your [iPad/tablet]?

ASK IF READ LONGER ARTICLES ON TABLET (Q20a=1-4 OR Q22=1): [N=277]

Q.35 Compared with a laptop or desktop computer, would you say you enjoy reading longer articles or analysis ...

Sept. 6-19

2011

%

51	More on your [iPad/tablet]
15	More on a laptop or desktop computer
34	About the same on both
*	No answer

ASK IF READ LONGER ARTICLES ON TABLET (Q20a=1-4 OR Q22=1): [N=277]

Q.36 When you read longer articles or analysis, is it mostly to ...

Sept. 6-19

2011

%

78	Follow a subject or topic that interests you
19	Get analysis or reporting from a publication you trust
*	Follow the work of an individual writer
2	Some other reason
*	No answer

ASK IF TABLET NEWS USER (Q1=1): [N=300]

Q.37 All in all, if you had to choose, which of the following do you prefer *most* for reading longer articles or analysis?

Sept. 6-19

2011

%

55	[iPad/tablet computer]
22	Printed publications
20	Desktop or laptop computer
2	Smartphone
*	No answer

NO QUESTIONS 38-39.

ASK IF TABLET NEWS USER (Q1=1): [N=300]

Q.40 Thinking about all the different news you get on your [iPad/tablet], would you say overall that you keep up with your favorite news sources.....

Sept. 6-19

2011

%

52	More than before you had your [iPad/tablet]
3	Less than before you had your [iPad/tablet]
44	About the same as before you had your [iPad/tablet]
*	No answer

ASK IF USE APPS TO GET HEADLINES OR READ LONGER ARTICLES (Q9=2,3 OR Q26=2,3): [N=189]

Q41. Now, we have some questions about the app you turn to most for news and analysis. What is the name of the app or the organization that produces it?

Sept. 6-19

2011

%

16	CNN
12	Aggregators
11	New York Times
8	USA Today
7	Fox News
6	Network TV
5	Magazine
4	Flipboard
4	NPR
4	Drudge Report
4	Wall Street Journal
4	Washington Post
3	Online
3	Newspaper
3	Huffington Post
2	Associated Press
2	Wired services
2	Browser
1	Cable TV
1	International broadcast
4	Other
1	None/No answer
4	Don't know/Refused

*Responses do not add up to 100% because multiple responses were allowed.

ASK IF USE APPS TO GET HEADLINES OR READ LONGER ARTICLES (Q9=2,3 OR Q26=2,3): [N=189]

Thinking about the app you turn to most for news and analysis...

Q42. How would you rate how often the news organization updates content in the app? In general, is the news organization...

Sept. 6-19

2011

%

5	Slow to update content in the app
74	Quick to update content in the app
20	Neither in particular
1	No answer

ASK IF USE APPS TO GET HEADLINES OR READ LONGER ARTICLES (Q9=2,3 OR Q26=2,3): [N=189]

Q43. How would you rate the navigation features of the app – the ability to move around in it and find what you are looking for? In general, is it...

Sept. 6-19

2011

%

81	Easy to navigate
4	Difficult to navigate
15	Neither in particular
1	No answer

ASK IF USE APPS TO GET HEADLINES OR READ LONGER ARTICLES (Q9=2,3 OR Q26=2,3): [N=189]

Q.44 Does the app you turn to most for news and analysis provide each of the following, or not?

	Yes	No	Not sure	No answer
	%	%	%	%
a. Video content	79	10	10	1
b. Audio content	65	13	22	1
c. Additional charts, graphs or infographics	68	11	19	3

IF Q44a=2 OR Q44b=2 OR Q44c=2:

Still thinking about the app you turn to most for news and analysis...

ASK IF THE APP DOES NOT PROVIDE VIDEO (Q44a=2): [N=19]

Q.45a Do you think you would view video content if the app provided it, or not?

Sample size too small to report results.

ASK IF THE APP DOES NOT PROVIDE AUDIO (Q44b=2): [N=24]

Q.45b Do you think you would listen to audio content if the app provided it, or not?

Sample size too small to report results.

ASK IF THE APP DOES NOT PROVIDE GRAPHICS (Q44c=2): [N=20]

Q.45c Do you think you would view charts, graphics, or info-graphics if the app provided it, or not?

Sample size too small to report results.

IF Q44a=1 OR Q44b=1 OR Q44c=1:

Still thinking about the app you turn to most for news and analysis...

[Programming note: please display on same page as q46a/b/c with space between it and question text.]

DISPLAY Q46a/46b/46c IN SAME ORDER AS ASKED IN Q44

ASK IF THE APP PROVIDES VIDEO (Q44A=1): [N=149]

Q.46a How would you rate the quality of the video content the app provides?

Sept. 6-19

2011

%

26	Excellent
54	Good
10	Only fair
1	Poor
9	I do not watch the video content
1	No answer

ASK IF THE APP PROVIDES AUDIO (Q44b=1): [N=122]

Q.46b How would you rate the quality of the **audio content** the app provides?

Sept. 6-19

2011

%

28	Excellent
49	Good
8	Only fair
1	Poor
14	I do not listen to the audio content
-	No answer

ASK IF THE APP PROVIDES GRAPHICS (Q44c=1): [N=128]

Q.46c How would you rate the quality of the **charts, graphics or info-graphics** the app provides?

Sept. 6-19

2011

%

34	Excellent
55	Good
8	Only fair
1	Poor
2	I do not view the graphical displays
1	No answer

ASK IF USE APPS TO GET HEADLINES OR READ LONGER ARTICLES (Q9=2,3 OR Q26=2,3): [N=189]

Q.47 Do you have any other comments about particularly good or bad features of the app you use most often for news and analysis?

Sept. 6-19

2011

%

16	Bad
14	Good
70	None/No answer

NO QUESTIONS 48-49

ASK IF TABLET NEWS USER (Q1=1): [N=300]

Finally we'd like to ask you just a few questions about **book reading**.

Q.50 Do you ever read books on your [iPad/tablet]?

ASK IF EVER READ BOOKS ON TABLET (Q50=1):

Q.51 Did you spend any time reading books on your [iPad/tablet] during the past 7 days?

BASED ON TABLET NEWS USERS [N=300]

Sept. 6-19

2011

%

64	Yes, ever read books on tablet
41	Yes, read books on tablet in past 7 days
20	No, did not read books on tablet in past 7 days
2	No answer
36	No, do not ever read books on tablet
0	No answer

ASK IF READ BOOKS ON TABLET IN PAST 7 DAYS (Q51=1): [N=124]

Q.52 How much time did you spend reading books on your [iPad/tablet] during the past 7 days?

Sept. 6-19

2011

%

9	Less than 1 hour
23	1 to less than 2 hours
21	2 to less than 3 hours
19	3 to less than 5 hours
28	5 hours or more
1	No answer

ASK IF TABLET NEWS USER (Q1=1): [N=300]

Q.53 Did you spend any time reading books in *printed* form during the past 7 days?

Sept. 6-19

2011

%

55	Yes
45	No
-	No answer

ASK IF READ BOOKS IN PRINT IN PAST 7 DAYS (Q53=1): [N=164]

Q.53a How much time did you spend reading books in printed form during the past 7 days?

Sept. 6-19

2011

%

14	Less than 1 hour
21	1 to less than 2 hours
20	2 to less than 3 hours
17	3 to less than 5 hours
25	5 hours or more
4	No answer

ASK IF TABLET NEWS USER (Q1=1) : [N=300]

Q.54 Did you spend any time reading books on an *eReader*, such as a Kindle, during the past 7 days?

Sept. 6-19

2011

%

16 Yes

84 No

- No answer

ASK IF READ BOOKS ON E-READER IN PAST WEEK (Q54=1): [N=64]

Q.54a How much time did you spend reading books on an eReader during the past 7 days?

Sept. 6-19

2011

%

13 Less than 1 hour

23 1 to less than 2 hours

4 2 to less than 3 hours

17 3 to less than 5 hours

40 5 hours or more

2 No answer

ASK IF EVER READ BOOKS ON TABLET (Q50=1): [N=191]

Q.55 Would you say you enjoy reading books ...?

Sept. 6-19

2011

%

36 More on your [iPad/tablet]

23 More in print

41 About the same in both

1 No answer

ASK IF EVER READ BOOKS ON TABLET (Q50=1): [N=191]

Q.56 What was the biggest factor in choosing to spend time reading books on your [iPad/tablet] rather than with a printed book?

Sept. 6-19

2011

%

48 More mobility or portability

13 Better reading experience

13 Wanted to try the new technology

10 Lower price

17 Other

- No answer

ASK IF EVER READ BOOKS ON TABLET (Q50=1): [N=191]

Q.57 Overall when you read books on your [iPad/tablet], would you say you spend [**RANDOMIZE:** more time, less time] or about the same amount of time reading books than you do when you read them in print?

Sept. 6-19

2011

%

26	More time
16	Less time
58	About the same amount of time
1	Do not ever read books in print
-	No answer