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?

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

**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

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Went directly to websites for a specific news outlet or organization | 81 | 17 | 2 |
Sept. 6-19, 2011
| b.  |     |           |
Went to a website that aggregates news from multiple sources, such as Yahoo News or Topix | 51 | 47 | 3 |
Sept. 6-19, 2011
| c.  |     |           |
Went to a social networking site, such as Facebook or Twitter, for news | 35 | 61 | 4 |
Sept. 6-19, 2011
| d.  |     |           |
Used a search engine, such as Google or Bing, to find news on a particular story or topic | 68 | 27 | 5 |
Sept. 6-19, 2011
| 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?

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

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
%  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?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Post any comments to stories you read</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>13</td>
<td>85</td>
<td>2</td>
</tr>
<tr>
<td>b. Share or recommend stories using email, Facebook, Twitter or other social networks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>39</td>
<td>60</td>
<td>1</td>
</tr>
</tbody>
</table>

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
%  [iPad/Tablet computer] 43  Desktop or laptop computer 23  Smartphone 14  Radio 7  Television 7  Printed publication 6  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?

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

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 ...

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

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?

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Yes %</th>
<th>No %</th>
<th>No Answer %</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASED ON IF READ LONGER ARTICLES THROUGH APPS [N=153]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. I have the app and regularly check in to see what is there.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>89</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>b. I received a prompt or notification from the app that new content was available.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>42</td>
<td>56</td>
<td>3</td>
</tr>
<tr>
<td>BASED ON IF READ LONGER ARTICLES ON TABLET IN PAST 7 DAYS [N=264]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. I received an email or text from a news organization.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>23</td>
<td>73</td>
<td>3</td>
</tr>
<tr>
<td>d. The content was recommended to me by someone I know.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>39</td>
<td>59</td>
<td>2</td>
</tr>
<tr>
<td>e. I wanted to see how a story was covered by a particular source or outlet.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>36</td>
<td>63</td>
<td>2</td>
</tr>
<tr>
<td>f. The specific article was mentioned in another news article or blog.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>56</td>
<td>41</td>
<td>3</td>
</tr>
<tr>
<td>BASED ON IF READ LONGER ARTICLES OR ANALYSIS MOSTLY THROUGH THEIR TABLET’S WEB BROWSER OR EQUALLY BROWSER/APPS [N=182]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. I was searching for in-depth analysis about a topic that interested me.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>70</td>
<td>29</td>
<td>1</td>
</tr>
<tr>
<td>h. I regularly check the news outlet to see what is there.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 6-19, 2011</td>
<td>79</td>
<td>20</td>
<td>1</td>
</tr>
</tbody>
</table>

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?  

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

### 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?  

<table>
<thead>
<tr>
<th>Sept. 6-19, 2011</th>
<th>Yes %</th>
<th>No %</th>
<th>No, answer %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>85</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No, answer</td>
</tr>
</tbody>
</table>

### 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?  

<table>
<thead>
<tr>
<th>Sept. 6-19, 2011</th>
<th>More time %</th>
<th>Less time %</th>
<th>About the same amount of time %</th>
<th>Do not ever read longer articles in print %</th>
<th>No answer %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21</td>
<td>19</td>
<td>54</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

### 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 ...  

<table>
<thead>
<tr>
<th>Sept. 6-19, 2011</th>
<th>More on your [iPad/tablet] %</th>
<th>More in a printed publication %</th>
<th>About the same in both %</th>
<th>No answer %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49</td>
<td>16</td>
<td>35</td>
<td>*</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Video content</td>
<td>79</td>
<td>10</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>b. Audio content</td>
<td>65</td>
<td>13</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>c. Additional charts, graphs or infographics</td>
<td>68</td>
<td>11</td>
<td>19</td>
<td>3</td>
</tr>
</tbody>
</table>

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
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]**

<table>
<thead>
<tr>
<th>Sept. 6-19</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Yes</td>
</tr>
<tr>
<td>41</td>
<td>Yes</td>
</tr>
<tr>
<td>20</td>
<td>No</td>
</tr>
<tr>
<td>36</td>
<td>No</td>
</tr>
</tbody>
</table>

**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?

**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?

<table>
<thead>
<tr>
<th>Sept. 6-19</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Less than 1 hour</td>
</tr>
<tr>
<td>21</td>
<td>1 to less than 2 hours</td>
</tr>
<tr>
<td>20</td>
<td>2 to less than 3 hours</td>
</tr>
<tr>
<td>17</td>
<td>3 to less than 5 hours</td>
</tr>
<tr>
<td>25</td>
<td>5 hours or more</td>
</tr>
<tr>
<td>4</td>
<td>No answer</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Sept. 6-19 2011</th>
<th>%</th>
<th>More time</th>
<th>Less time</th>
<th>About the same amount of time</th>
<th>Do not ever read books in print</th>
<th>No answer</th>
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<tr>
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<td>26</td>
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