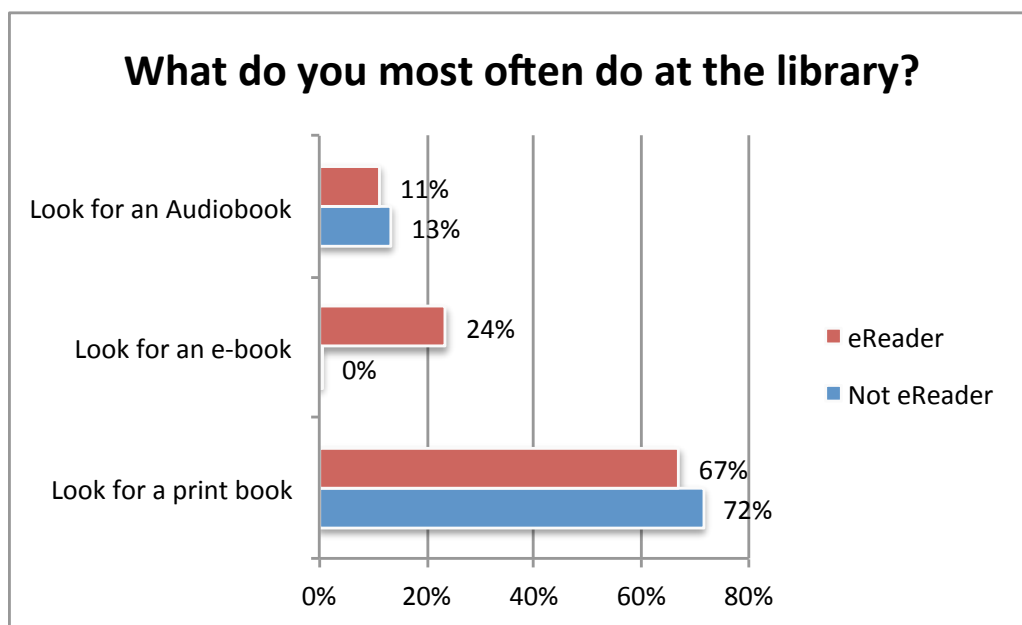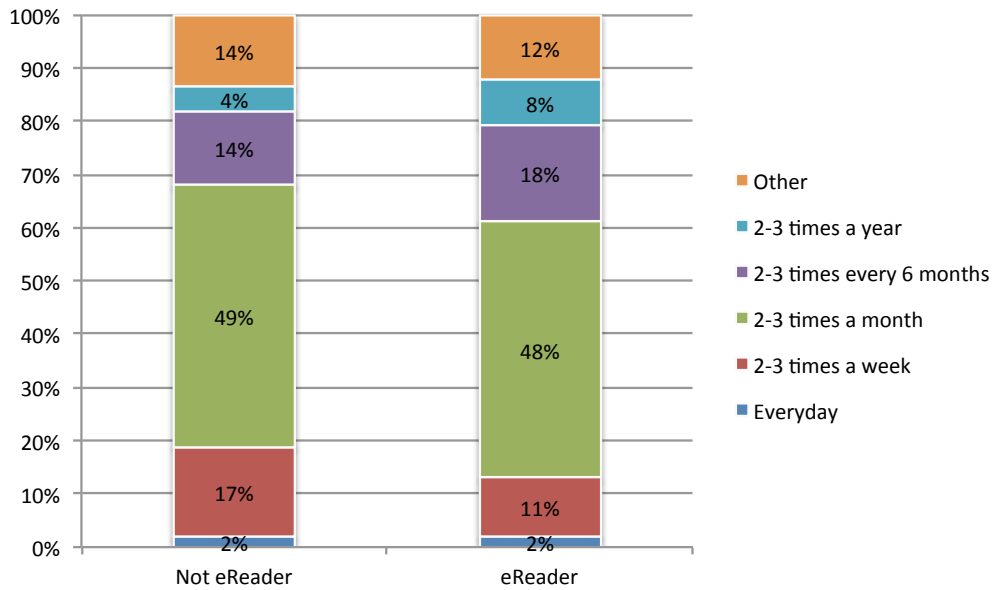Library Simplified – Survey Report / "User Profiles"
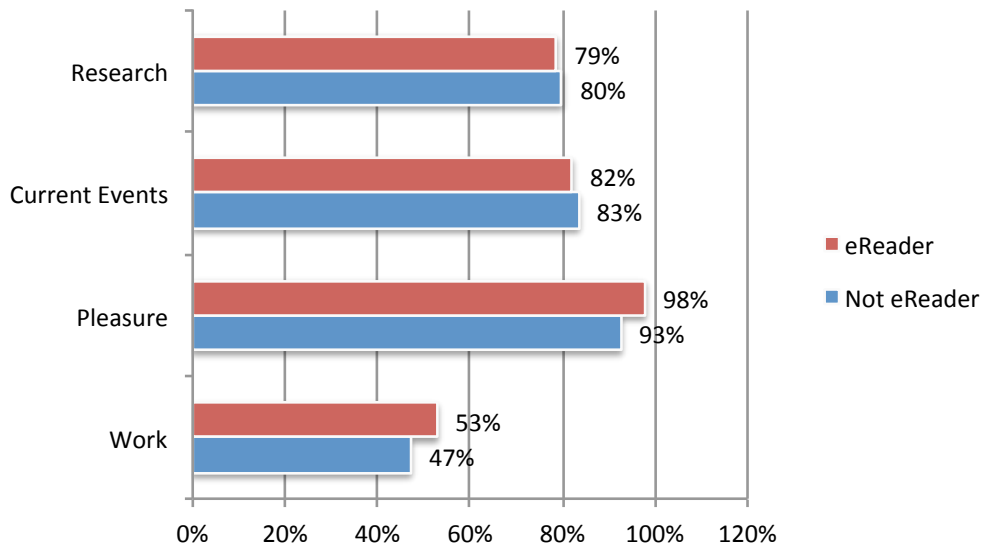
**eReaders – Summary**

- eReaders most often use the library to look for print books
- On average, eReaders visit the library slightly less than non-eReaders
- Generally, eReaders are reading for the same purposes as non-eReaders, with pleasure reading most dominant
- eReaders prefer eBooks for their speed and convenience—they are most often the preferred format for travel and bed, while print is still preferred greatly for kids and sharing
- The majority of eReaders look for recommendations from friends (92%), online bookstores (84%) and librarians (61%), seeking more recommendations across sources than non-eReaders
- About half of eReaders read newspapers and magazines in digital formats
- Just over half (52%) of eReaders use multiple devices to read
- Most eReaders are using a tablet (58%) or an eReader (50%), while some are using their smartphone or a PC
- 45% of eReaders own a Kindle, and 20% own a Nook
- On average, eReaders are wealthier, more likely to be employed, and have higher levels of educations than non-eReaders
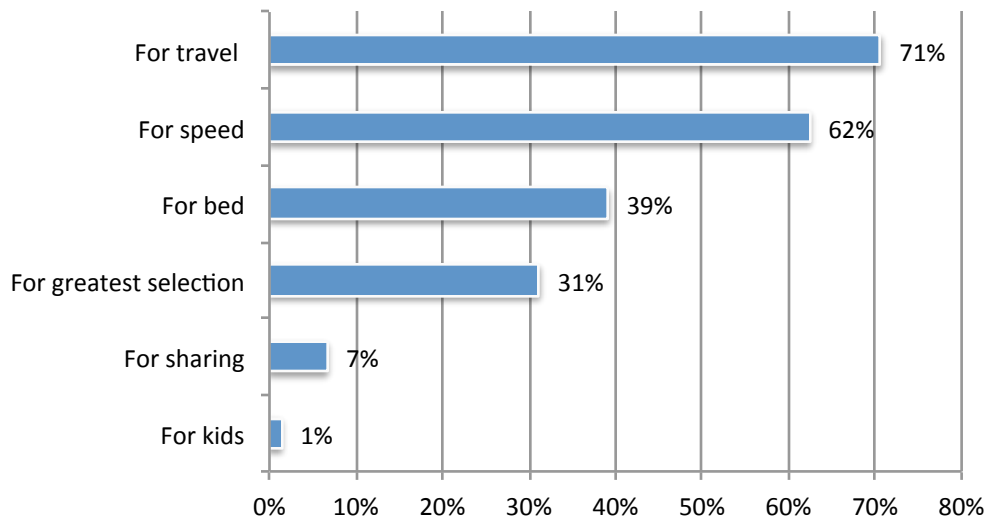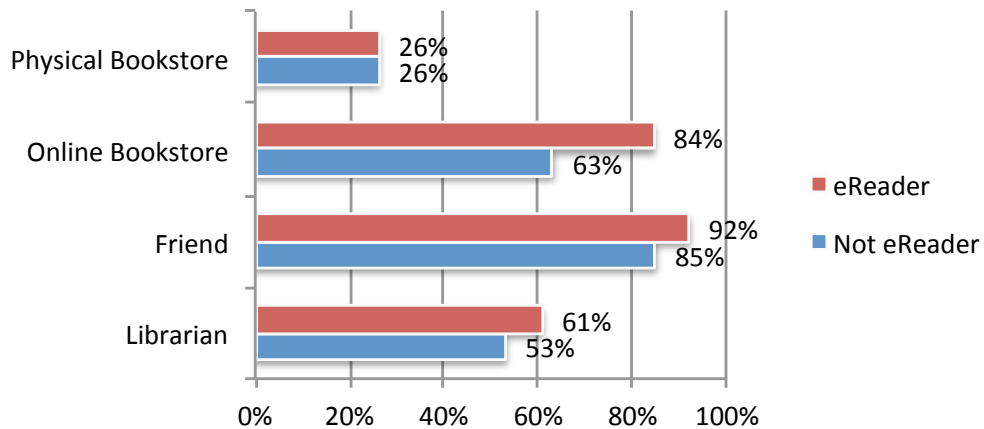
## What do you most often do at the library?

| | eReader | Not eReader |
|---|---|---|
| Look for an Audiobook | 11% | 13% |
| Look for an e-book | 24% | 0% |
| Look for a print book | 67% | 72% |

## How often do you physically visit the library?



| | Not eReader | eReader |
|---|---|---|
| Other | 14% | 12% |
| 2-3 times a year | 4% | 8% |
| 2-3 times every 6 months | 14% | 18% |
| 2-3 times a month | 49% | 48% |
| 2-3 times a week | 17% | 11% |
| Everyday | 2% | 2% |

## Do you ever read for the following purposes?
### (% a few times a month or more)



| | eReader | Not eReader |
|---|---|---|
| Research | 79% | 80% |
| Current Events | 82% | 83% |
| Pleasure | 98% | 93% |
| Work | 53% | 47% |

## Circumstances where eBooks are preferred
## (% who prefer eBooks, eBook readers only)

| Category | Percentage |
|---|---|
| For travel | 71% |
| For speed | 62% |
| For bed | 39% |
| For greatest selection | 31% |
| For sharing | 7% |
| For kids | 1% |

## Do you ever get recommendations from the following sources?

| Source | eReader | Not eReader |
|---|---|---|
| Physical Bookstore | 26% | 26% |
| Online Bookstore | 84% | 63% |
| Friend | 92% | 85% |
| Librarian | 61% | 53% |

## Circumstances where eBooks are preferred
## (% who prefer eBooks, eBook readers only)

| Circumstance | Percentage |
|---|---|
| For travel | 71% |
| For speed | 62% |
| For bed | 39% |
| For greatest selection | 31% |
| For sharing | 7% |
| For kids | 1% |
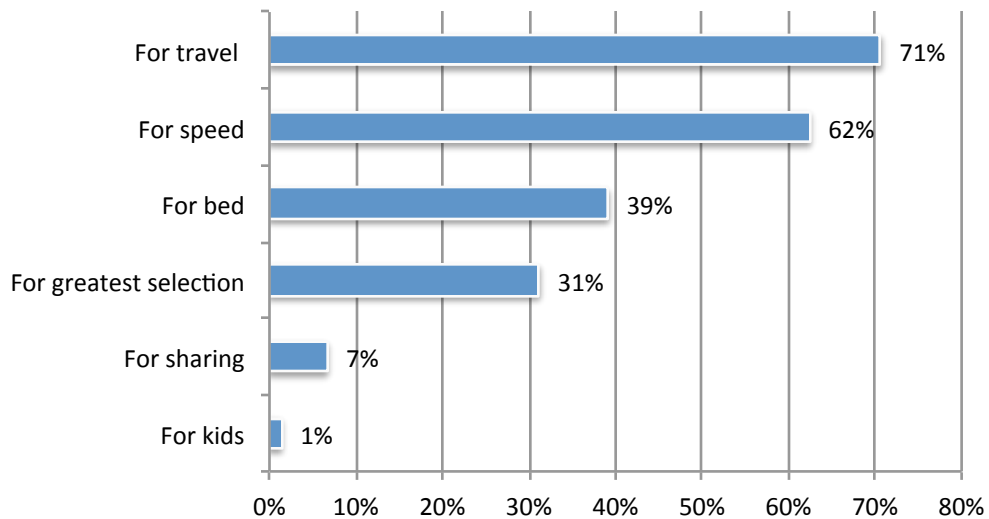
## What devices do you use to read eBooks?

| Device | Percentage |
|---|---|
| Tablet | 58% |
| eReader | 50% |
| Smartphone | 24% |
| PC | 17% |
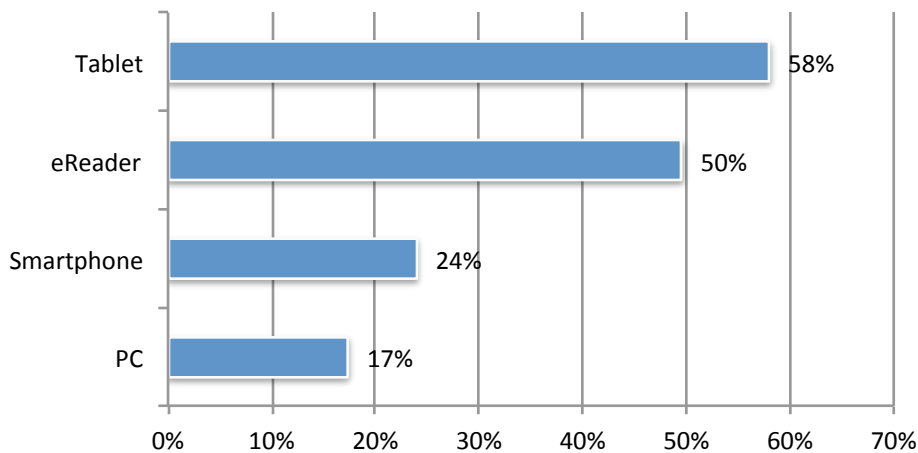
## Income – Key Points of Difference

| Variable | Low Income (<$25K) | High Income ($100K+) |
|---|---|---|
| Reading eBooks | • About half read eBooks (57%) | • About 4 in 5 read eBooks (79%) |
| Devices | • 29% read on an eReader <br> • 30% read on a tablet | • 38% read on an eReader <br> • 59% read on a tablet |

| | • 15% read on a smartphone<br>• 41% read eBooks on multiple devices | • 28% read on a smartphone<br>• 60% read eBooks on multiple devices |
|---|---|---|
| Physical Visits to the Library | • Make the most physical visits to the library—26% visit 2-3 times a week or more | • Make the fewest physical visits to the library—only 10% visit 2-3 times a week or more |
| Purposes for Reading | • Fewer read current events (1/3 daily or almost daily)<br>• Fewer read for work (1/3 a few times a week or more) | • More read current events (½ daily or almost daily)<br>• More read for work (1/2 a few times a week or more) |
| Purposes for electronic reading | • Fewer read news electronically (27%)<br>• Fewer read magazines electronically (27%) | • More read news electronically (53%)<br>• More read magazines electronically  (40%) |
| Recommendations | • More seek librarian recommendations (67%) | • Fewer seek librarian recommendations (57%) |
| Book Type Preferences | • About half  (51%) prefer eBooks for travel | • About ¾ (72%) prefer eBooks for travel |
| Quality of Life | • Rate their quality of life lowest of all income brackets (23% "fair" or "poor") | • Rate their quality of life highest of all income brackets (44% "excellent") |

## Gender – Key Points of Difference

| *Variable* | Female | Male |
|---|---|---|
| Library Usage | • Check out print books more often (47% a few times a week or more) | • Check out print books less often (39% a few times a week or more) |
| Purposes for Reading | • Read for pleasure more often than men (90% a few times a week or more)<br>• Read current events less often than men (43% daily) | • Read for pleasure less often than women (82% a few times a week or more)<br>• Read current events more often than women (56% daily) |
| Recommendations | • Majority seek librarian recommendation (63%)<br>• Almost all (93%) seek recommendations from friends | • Minority seek librarian recommendation (39%)<br>• 78% seek recommendations from friends |
| Number of books read | • Read more books on average in a given year (54) | • Reader fewer books on average in a given year (43) |
| Devices | • 50% read on multiple devices<br>• 11% read on a PC | • 65% read on multiple devices<br>• 20% read on a PC |

## Library Usage (Physical Visits) – Key Points of Difference
*Heavy user = a few times a week or more; Light user = a few times a month or less

| *Variable* | Heavy User | Light User |
|---|---|---|

| Reading eBooks | • Slightly fewer are readers of eBooks (58%) | • Slightly more are readers of eBooks (65%) |
|---|---|---|
| Devices | • 44% own an eReader<br>• 30% read on multiple devices | • 56% own an eReader<br>• 36% read on multiple devices |
| Library Usage | • Check out print books much more often (80% 2 – 3 times a week or more)<br>• Check out eBooks less often (26% 2 – 3 times a week or more) | • Check out print books much less often (40% 2 – 3 times a week or more)<br>• Check out eBooks more often than heavy users (30% 2 – 3 times a week) |
| Purposes for Reading | • More often read for research (63% a few times a week or more) | • Less often read for research (49% a few times a week or more) |
| Recommendations | • More seek recommendations from librarians (68%) | • Fewer seek recommendations from librarians (57%) |
| Number of books | • Read more books on average in a given year (69) | • Read fewer books on average in a given year (50 |
| Reading since electronic formats became available | • 34% are reading more since eBooks became available | • 41% are reading more since eBooks became available |
| Demographics | • Lower income—31% make under $50k<br>• Less likely to be employed full time (31%) | • Higher income—only 20% make under $50k<br>• More likely to be employed full time (40%) |