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















**Income – Key Points of Difference**

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| *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 * 30% read on a tablet * 15% read on a smartphone * 41% read eBooks on multiple devices | * 38% read on an eReader * 59% read on a tablet * 28% read on a smartphone * 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) * Fewer read for work (1/3 a few times a week or more) | * More read current events (½ daily or almost daily) * More read for work (1/2 a few times a week or more) |
| Purposes for electronic reading | * Fewer read news electronically (27%) * Fewer read magazines electronically (27%) | * More read news electronically (53%) * 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**

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| *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) * Read current events less often than men (43% daily) | * Read for pleasure less often than women (82% a few times a week or more) * Read current events more often than women (56% daily) |
| Recommendations | * Majority seek librarian recommendation (63%) * Almost all (93%) seek recommendations from friends | * Minority seek librarian recommendation (39%) * 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 * 11% read on a PC | * 65% read on multiple devices * 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

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| --- | --- | --- |
| *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 * 30% read on multiple devices | * 56% own an eReader * 36% read on multiple devices |
| Library Usage | * Check out print books much more often (80% 2 – 3 times a week or more) * 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) * 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 * Less likely to be employed full time (31%) | * Higher income—only 20% make under $50k * More likely to be employed full time (40%) |