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## The Tablet Revolution and What it Means for the Future of News

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By Amy Mitchell, Leah Christian and Tom Rosenstiel

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## Introduction

Eighteen months after the introduction of the iPad, 11% of U.S. adults now own a tablet computer of some kind. About half (53%) get news on their tablet every day, and they read long articles as well as get headlines. But a majority says they would not be willing to pay for news content on these devices, according to the most detailed study to date of tablet users and how they interact with this new technology.

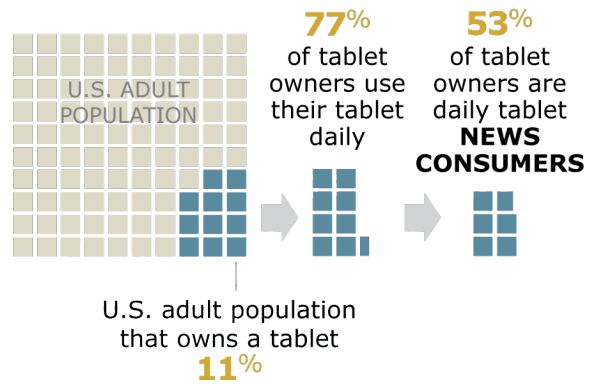
The study, conducted by the Pew Research Center’s Project for Excellence in Journalism in collaboration with The Economist Group, finds that the vast majority of tablet owners—fully 77%—use their tablet every day. They spend an average of about 90 minutes on them.

Consuming news (everything from the latest headlines to in-depth articles and commentary) ranks as one of the most popular activities on the tablet, about as popular as sending and receiving email (54% email daily on their tablet), and more popular than social networking (39%), gaming (30%), reading books (17%) or watching movies and videos (13%). The only activity that people said they were more likely to do on their tablet computer daily is browse the web generally (67%).

The survey also finds that three-in-ten tablet news users (defined for this study as the 77% of all tablet users who get news at least weekly) say they now spend more time getting news than they did before they had their tablet. Just 4% say they spend less time while two-thirds (65%) spend about the same amount of time.

A third (33%) of tablet news users say they are turning to new sources for news on their tablet, sources they had not turned to on other platforms such as television or their desktop computer. And, more than four in ten (42%) say they regularly read in-depth news articles and analysis on their tablet.

### Half of Tablet Owners Consume News On Their Tablets Daily



N=1159 tablet users

Pew Research Center’s Project For Excellence In Journalism in collaboration with The Economist Group

### Tablet News Habits

<b>53%</b>	Consume news daily
<b>30%</b>	Spend more time getting news than before owning a tablet
<b>33%</b>	Turn to new sources on their tablet
<b>42%</b>	Read in-depth articles regularly on their tablet

N=1159 tablet users; 894 tablet news users

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Tablet news users also say they now prefer their new devices over traditional computers, print publications or television as a way both to get quick news headlines and to read long-form pieces.

Whether people will pay for content, though, still appears to be a challenge, even on the tablet. Just 14% of these tablet news users have paid directly for news content on their tablets. Another 23%, though, have a subscription to a print newspaper or magazine that they say includes digital access. Thus, the percent of these early tablet news users who have paid either directly or indirectly for news on their tablet may be closer to a third. That is a much higher number than previous research has found more broadly of people paying for digital content.

Still, a large majority of those who have not paid directly for news on their tablet remains reluctant to do so, even if that was the only way to get news from their favorite sources.

These are some of the findings of the study, which probed at three different levels the behavior of 1,159 tablet users and 894 who consume news on their tablet weekly. The study, conducted in the summer and early fall of 2011, assessed the penetration of tablets and the general activities people use their tablets for across a representative sample of the U.S. population. The study also probed deeply into how tablet users get different kinds of news and information on these devices and asked them to evaluate their experience using the device, including how that experience relates to other platforms.

One reason early tablet adopters may have integrated the devices so significantly into their daily lives is tied to the demographic profile of the tablet-owning population. In general, they are middle-age, higher-income working individuals who follow the news more closely and more frequently than the population overall.

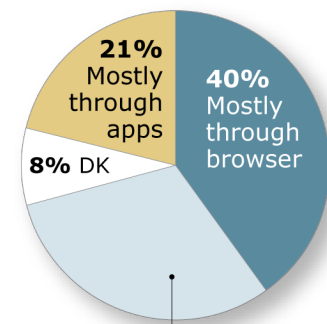
The study also finds that these early users turn to the internet as their main source for news much more frequently than the public overall, and they have a strong preference for reading and listening to news rather than watching it—again much more than the population overall. Fully 71% of tablet users prefer reading and listening versus 45% of all U.S. adults.

The way these tablet users consume news, though, may surprise some. When it was launched, many observers believed that the tablet might help change the experience of news consumers and the economic ground rules of digital news consumption. That belief was based on the sense that people would consume information on tablets largely through special applications or apps that provide content from a favorite news organization like the New York Times or one's local newspaper. Users would

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### **Apps have not taken over as the primary way to get news on the tablet**

*Tablet news users who consume news...*



**31%** Through both equally

N=894 tablet users who get news at least weekly

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download the apps, which news organizations might be able to charge for, and which could make advertising more appealing.

The study reveals that, so far, while about two-thirds of tablet news users have a news app on their tablet, the browser, carried over from the desktop experience, is still the more popular means of consuming news. A plurality of tablet news users (40%) say they get their news mainly through a web browser. Another 31% use news apps and the browser equally, while fewer, 21%, get their news primarily through apps.

There may be reason for news organizations to continue to develop and promote their news apps, however. Those tablet news users who primarily use apps for news are the most avid consumers of news on tablets. They consume news more heavily, and in more different ways. They also report higher levels of enjoyment and learning from their news experience.

The study, executed by Princeton Survey Research Associates International, involved a survey of the general public and three separate surveys. The first was a general population survey. The next two surveys were conducted with a Pew Research Center panel of more than a thousand tablet users. The panel was developed through interviews with 40,000 U.S. adults. A telephone survey was conducted with 1,159 tablet users and 894 tablet news users, and a web-based survey was conducted among a select group of those news users about their news habits over the past seven days. (For more information, please see the About the Survey box below.)

Among the other major findings:

- **The revenue potential for news on the tablet may be limited.** At this point just 14% of tablet news users have paid directly to access news on their tablet. Another 23% get digital access of some kind through a print newspaper or magazine subscription. Still, cost is a factor, even among this heavy news consuming population. Of those who haven't paid directly, just 21% say they would be willing to spend \$5 per month if that were the only way to access their favorite source on the tablet. And of those who have news apps, fully 83% say that being free or low cost was a major factor in their decision about what to download.
- **Brand is important on the tablet.** Whether an app comes from "a news organization I like" is as prevalent a factor in the decision to download an app as is low cost. Liking the news organization is a major factor for 84% of those who have apps. In addition, among both app and browser respondents surveyed about their behavior over the last seven days, the most common way by far to get news headlines was by going directly to a news organization's content. Fully 90% of app users went directly to the app of a specific news organization, compared with 36% that went to some sort of aggregator app like Pulse. And, 81% of those who went through their browser accessed news headlines via a direct news website, compared with 68% who went through a search engine and about a third (35%) that went through a social network.

- **Substitution is already occurring to large degrees.** Fully 90% of tablet news users now consume news on the tablet that they used to get access in other ways. The greatest substitution is occurring with news that people used to get from their desktop computer. Eight-in-ten tablet news users say they now get news on their tablet that they used to get online from their laptop or desktop computer. Fewer respondents, although still a majority, say the tablet takes the place of what they used to get from a print newspaper or magazine (59%) or as a substitute for television news (57%).
- **Incidental news reading is prevalent on the tablet.** Nearly nine-in-ten (88%) of those who read long articles in the last seven days ended up reading articles they were not initially seeking out. In addition, 41% went back and read past articles or saved articles for future reading.
- **Those who rely mainly on apps for news, 21% of all tablet news users, represent a kind of power news consumer.** Close to half of this group say they now spend *more time* getting news than they did before they had their tablet (43%). That is more than twice the rate of those who mainly go through a browser (19%). App users are also more than three times as likely as browser news users to regularly get news from new sources they did not turn to before they had their tablet (58% versus 16% for browser users).
- **Word of mouth is a key component of tablet news sharing.** Fully 85% of those who get news on their tablets said they had talked with someone about a long article they had read there. This is more than twice the percentage who say they had shared articles electronically. Some 41% of tablet news users say they share news through email or social networking at least sometimes. And when a select group was asked specifically about their behavior in the last seven days, again about four in ten say they had shared news content through social networking sites or email.
- **When it comes to ownership, many see the tablet computer as more of a household device to share than as a strictly personal one.** Half of those with a tablet share it with other members of the household. And the iPad still dominates the market—81% of tablet owners in this survey own the Apple product.

## About the Study

This report is based on findings from seven surveys conducted in the summer of 2011.

The overall portrait of tablet computer users among the **general public** is based on aggregated data from five telephone surveys conducted on landlines and cell phones June 30-July 31, 2011 with national samples of adults ages 18 and older living in the continental United States. Interviews were conducted with 5,014 adults, including 504 who use a tablet computer. A total of 3,150 interviews were completed with respondents on a landline telephone (including 293 with tablet users) and 1,864 with those contacted on a cell phone (including 211 with tablet users). The data are weighted to produce a final sample that is representative of the general population of adults in the continental United States. Interviews were conducted in English under the direction of Princeton Survey Research Associates International. The margin of sampling error at the 95% confidence level is plus or minus 5.5 percentage points for results based on the total sample of tablet users.

Detailed discussion of tablet usage, including news consumption and habits, came from two additional surveys conducted with adults in the **Pew Research tablet user panel**, created specifically for this study. This panel was developed by re-contacting people who previously identified as having a tablet computer in a large-scale survey effort that interviewed more than 40,000 adults earlier this year. Adults living in some parts of the U.S. were not included in the sample for the panel, but the demographic characteristics and basic usage patterns of tablet users from this panel were very close to the profile of tablet users from the nationally representative survey.

Two surveys were conducted with the Pew Research tablet user panel. The first was a telephone survey conducted on landlines and cell phones July 15-30, 2011. Interviews were conducted with 1,159 members of the panel (635 by landline telephone and 524 by cellular telephone), including 894 who get news on their tablet weekly. The data are weighted to match the demographic profile of tablet users from the nationally representative surveys. The margin of sampling error at the 95% confidence level is plus or minus 3.5 percentage points for results based on the total sample of tablet users and plus or minus 4.0 percentage points for results based on tablet news users.

The second was a web survey conducted September 6-19, 2011. This select group was derived from members of the panel who get news on their tablet at least weekly and indicated they would be willing to be re-contacted by email for another survey. A total of 300 tablet news users completed the web survey. The margin of sampling error at the 95% confidence level is plus or minus 6.0 percentage points for results based on the total sample of tablet news users.

Both surveys with the tablet user panel were conducted in English under the direction of Princeton Survey Research Associates International.

For more details about these surveys, see the Survey Methodology.

**Contributors:** A number of individuals worked on this study. Amy Mitchell of the Project for Excellence in Journalism wrote the report. Tom Rosenstiel of PEJ and Leah Christian of the Pew Research Center on the People and the Press closely edited the report. Mitchell, Rosenstiel and Christian along with Scott Keeter of the PRC and Mike Mokrzycki an independent contractor designed the three surveys. Princeton Survey Research Associates International executed the three surveys. Also at PEJ, Laura Santhanam, Monica Anderson and Mahvish Shahid Khan of PEJ provided data cleaning, analysis and number checking and Dana Page managed communications and design. At the PRC, Michael Keegan designed the graphics and Russell Heimlich created the slide show. Molly Rohal copyedited. The study was produced in collaboration with the Economist Group.

## Notes on Terminology

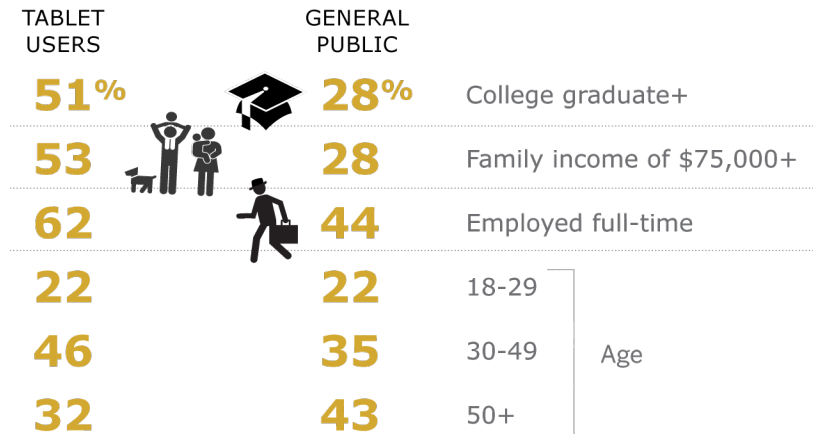
Unless otherwise noted, “tablet users” refers to adults who own and use a tablet computer and “tablet news users” refers to tablet users who get news on their tablets at least once a week.

## Who Tablet Users Are: Demographics and News Habits

Tablet users tend to be more highly educated and have a higher household income than U.S. adults overall. In addition, more tablet users are in their 30s and 40s than the public overall, and they are more likely to be employed full time.

About half, 51%, of tablet users have graduated from college, compared with 28% of all U.S. adults; 62% are fully employed compared with 44% of the population overall (and just 26% are not employed, including those who have never worked, are retired or are currently out of work versus 41% overall). They are nearly twice as likely as U.S. adults overall to have a household income of at least \$75,000 per year (53% versus 28%). It will be worth watching the whether the new, lower cost tablets like Amazon's Kindle Fire draw more middle-income buyers into the tablet realm.

### Educated, Employed and Earning Money But Not Necessarily Young



N=504 tablet users; General public data from the June 2011 Census Bureau's Current Population Survey; Employment from June 2011 survey by the Pew Research Center for the People & the Press

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When it comes to age the tablet, unlike most new technologies, is not simply a device for the young. The proportion of the youngest cohort— 18-29 year olds—is on par with the population overall, 22%. Instead, the largest share of tablet users, 46%, are in their 30s and 40s, compared with 35% of the population overall. As is the case with other digital technologies, older people tend to lag behind in terms of adoption (only 7% of tablet users are 65 and older, compared with 17% of the general public).

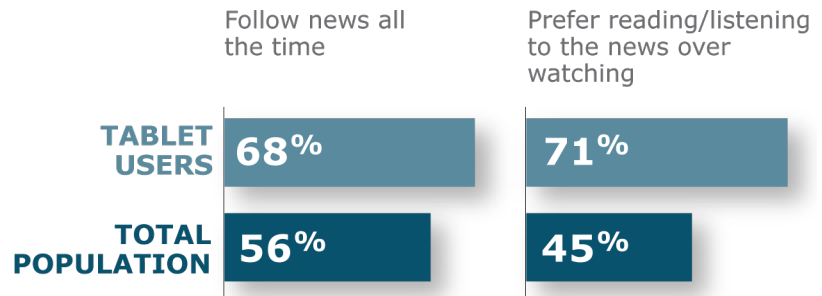
Even more than demographics, though, the news consumption habits of tablet users stand out strikingly from the U.S. population overall.

### The early tablet users are dedicated news consumers

Tablet users are more likely than the general public to follow the news frequently. They also turn to the internet as a main source for news more than the public overall, and are far more likely to get a better understanding of major news events by reading or hearing about them rather than seeing pictures or watching video.

More than two thirds (68%) of tablet users describe themselves as people who follow news “all or most of the time,” versus more occasional news consumers (18% follow news “just some of the time,” and 9% follow it “now and then”). This outpaces U.S. adults overall, among whom 56% follow news all the time, and a quarter just some of the time, according to a [separate Pew Research survey](#) from 2010.

### Tablet Users Are Heavy News Consumers and Particularly Drawn to the Written Word



N=1159 table users; total population data from, Project for Excellence in Journalism’s “Understanding the Participatory News Consumer,” March 1, 2010, and Pew Research Center for the People & the Press, August 2010, “Key News Audiences Now Blend Online and Traditional News Sources”

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These users also prefer reading or listening over watching. A full 71% of those who use tablets say that generally they prefer reading or hearing facts about what happened, rather than seeing

pictures or video (26% prefer pictures and video). The general population, on the other hand, is nearly evenly split in their preference for words versus pictures or video. When asked in a [Pew Research Survey](#) in 2008, 48% of the general public preferred pictures versus 45% who liked reading or hearing the news most (7% said they did not know).

Tablet users are more likely than Americans overall to get news electronically. Nearly two-thirds of tablet users, 63%, turn to the internet for most of their news about national and international issues. That is a full 20 percentage points more than the population overall (43%), according to a 2011 survey by the Pew Research Centre for the People and the Press.<sup>1</sup> But the tablet population is not anti-print. Close to half of these tablet users subscribe to a print newspaper or magazine.

### Tablet News Users Have Strong News Habits on their Devices

The survey also looked more closely at the habits of those users who get news on their tablets at least weekly (77% of all tablet users). The findings may offer some encouragement to the news industry. For many, the tablet has meant more time spent with news, new sources for news and a better overall experience getting news. News consumed on the tablet has also, for many, become a replacement for news that used to be obtained through other platforms, which may well have both a positive and negative impact on the news industry.

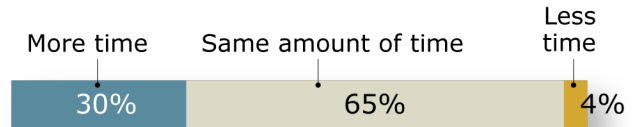
<sup>1</sup> “Press Widely Criticized, but Trusted More than other Information Sources,” Pew Research Center, Sept 22, 2011, <http://www.people-press.org/2011/09/22/press-widely-criticized-but-trusted-more-than-other-institutions/>.



A substantial number of tablet news consumers, three-in-ten, say they now spend more time consuming news than they did before they had their tablet. Only 4% say they spend less. A two-thirds majority (65%) consumes the same amount.

### Time Spent With News Now Compared With Before Owning a Tablet

#### ALL TABLET NEWS USERS



N=894 tablet users who get news at least weekly

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The prospect that a sizable minority of tablet users might be increasing the time they spend with news is also confirmed in two other findings. A third, 33%, say they have found new sources to turn to for news since they got their tablet. (Most of those new sources, incidentally, are also large, nationally known brands like USA Today and CNN and to a lesser degree, online only outlets like the Huffington Post.)

And those new sources do not appear to have supplanted old ones. Among the select follow-up panel (n=300 tablet news users), about half (52%) said they keep up with their favorite sources more now that they own a tablet. Just 3% said they follow their favorite sources less (44% said about the same).

### Long-form News Reading – A Resurgence?

One of the challenges news outlets faced in the earlier periods of the transition to digital news was the dissatisfaction with the long-form reading experience on desktops, laptops and smartphones. Observers speculated that this might be tied partly to screen resolutions that were hard on the eyes, as well as a constant flow of competing information. In 2010, the average time spent on a news website was just 2 minutes and 30 seconds<sup>2</sup>. Many have hoped that the better interface offered by tablets would make long-form reading more pleasurable and thus more frequent.

The behavior of early tablet news users revealed in this study suggests some potential of that hope being realized. Along with spending more time with news on these devices, users are also going more in-depth in their consumption.

### Tablet Users are Adding New Sources but Still Keep Up with Old Ones

#### GET NEWS FROM NEW SOURCES

33% Yes

66% No

(N=894 tablet news users)

#### KEEP UP WITH FAVORITE SOURCES

52% More than before owning a tablet

3% Less than before owning a tablet

44% About the same as before owning a tablet

(N=300 tablet news users)

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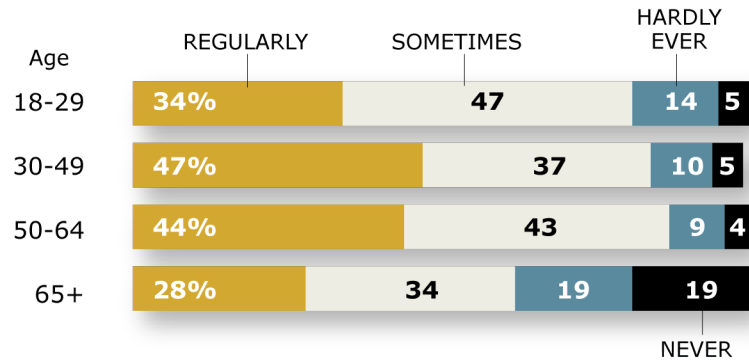
<sup>2</sup> The 2 ½ minutes calculation is based on an average of the top 25 news sites according to the Nielsen Company. Averages were drawn across the first three quarters of 2010.

As has been found in news consumption habits more broadly, checking headlines is the most frequent type of news consumption on tablets. About half of the tablet news users check headlines regularly and another 30% do so “sometimes.”

But reading in-depth articles is not far behind. Fully 42% of tablet users say they regularly read in-depth news articles and about as many, another 40%, do this sometimes. This is about three times the rate at which tablet news users regularly watch news videos. (Some of the low video watching may be tied to the problems with Flash technology.)

### The Middle-aged Read In-depth Articles the Most

Percent who read in-depth articles...



N=894 tablet users who get news at least weekly

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When we asked a select group of 300 about their behavior during the last seven days, nearly as many had read long articles on their tablet as had checked headlines. Fully 96% got headlines and 88% read long-form articles and analysis on their tablet in the last week. A small majority (53%) said they read long articles on their tablets at least once a day.

The tablet also either tied or outranked other platforms for both types of news.

For headlines, these tablet news users were next most likely to turn to their desktop/laptop computers (88% checked headlines there in the last seven days), followed by television at 81%. Printed publications (68%) and smartphones (67%) trailed further back. There were, though, large divides by age.

For reading longer articles the tablet tied with the desktop while 71% had turned to printed publications for this news content and 50% had used their smartphones.

### Magazine Reading - More Popular for Tablet Users than the Population Overall

The survey also asked specifically about magazine reading. While not one of the most popular activities on the tablet, 22% of tablet users report reading magazines of some kind on their tablet at least weekly. While the 22% refers to magazine reading of any kind, that is still more than twice the percentage of the general population that regularly turn to a news magazine in print or

online (8%) and seven times percentage of the general population who said that of specialty magazines like the Atlantic.<sup>3</sup>

One question is what effect the tablet would have on people going back to look at past stories from a magazine. Would people access past issues more, taking advantage of easier access to archives that the tablet might offer? Or would they be less inclined to read old issues because those copies were not physically present—on the coffee table or nightstand—as a reminder that they had been set aside? For some magazine publishers, the notion that older issues were still read, weeks after their publication date, was part of the “value” perceived in the publication.

While there is no comparative data to reveal whether the reading of past issues has increased on the tablet, the signs here may be positive for the industry. A sizable number of tablet users do read past issues of magazines electronically. Close to one-in-four tablet news users, 38% reads previous magazine issues on their tablet devices. And 14% of those say they do so more often than before they had their tablet. Print publications, though, still have some holdouts. Of the 62% of tablet news users who do not ever read back issues of magazines on their tablet, one-in-three, 29%, do so in print.

Even with these holdouts, though, the message about reading magazines seems a positive one. It may be coming back as these heavy internet users find it a better experience on the tablet than on desktop, laptops or small screen smart phones.

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## Magazine Reading

**38%** read back issues of magazines on their tablets

Of those...

**14%** read back issues of magazines **MORE OFTEN** than before

N=894 tablet users who get news at least weekly

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## A Replacement for Desktop Reading

One challenge for the news industry is to understand and manage the degree to which the tablet will take the place of news consumption that had been occurring on other platforms. Even as the internet, primarily accessed through desktop computers, broadened access to the content of legacy print newspapers, it also triggered a business model crisis for the industry, as users flocked to the free version of what they once paid for. Ad revenue tumbled as well, as media companies traded analog dollars for digital cents. To what extent are these new tablet devices further reducing legacy circulation? Is it likely to have the same kind of negative economic impact, or are there signs of a potentially more positive outcome?

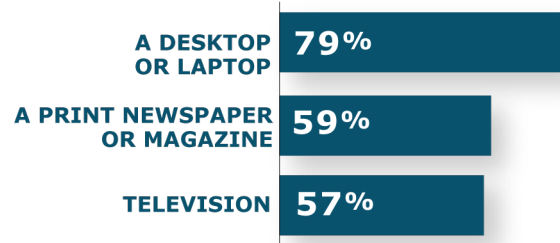
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<sup>3</sup> “Americans Spending More Time Following the News; Ideological News Sources: Who Watches and Why,” The Pew Research Center’s People & the Press, September 12, 2010, <http://www.people-press.org/2010/09/12/americans-spending-more-time-following-the-news/>.

Among the early adopters surveyed for this study, there is indeed a good deal of substitution occurring. Not all of this may raise as much concern as it did in an earlier era. The greatest substitution is occurring with news that people used to get from their desktop computers. Fully 79% of tablet news users say they now get news on their tablet that they used to get online from their laptop or desktop computer. But a majority of tablet users, 59%, also say it takes the place of what they used to get from a print newspaper or magazine. A similar majority, 57%, say they substitute the tablet for television news.

### People Are Using the Tablet Primarily as a Replacement for Desktop or Laptop-based News

*Percent who get news on their tablet that they used to get from...*



N=894 tablet users who get news at least weekly

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When asked specifically about the longer articles and analysis they had read on their tablet over the last seven days, the replacement effect was confirmed. More than three-quarters, 77%, of

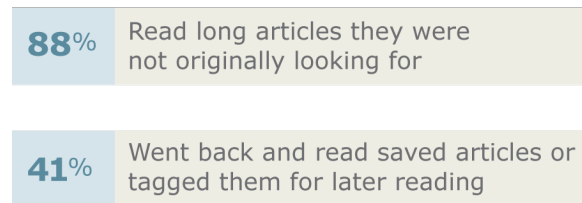
those we followed up with in the Web-based survey, said nearly all or a fair amount of their long-form reading on their tablets over the last seven days was reading they would have done on the desktop/laptop. Nearly two-thirds, 63%, said this of print.

If news organizations are more successful at finding a way to reap revenue in the tablet environment than they have on the internet more broadly, the movement toward tablet consumption could be quite promising. The likelihood of that, though, is uncertain at best (see [News Valued but not for Pay](#)). And the further movement away from print and television suggests that news companies have little time to find that new economic model before the revenue from their legacy platforms completely dries up.

One positive sign, as discussed earlier, is that the substitution does not seem to be cutting down on the overall time tablet users spend consuming news, including long-form articles and analysis. Nor is it keeping people from coming across articles they had not originally set out to read. Nearly nine-in-ten (88%) of those who read long articles in the last seven days ended up reading ones they were not initially looking for. This was the case for both browser and app reading.

### Incidental Reading is High

*Of those who read long articles on their tablet in the last seven days...*



N= 894 tablet users who get news there at least weekly

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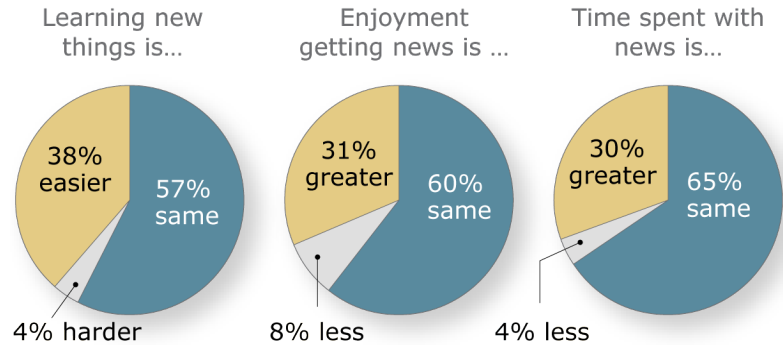
And 41% of tablet news users who read longer articles in the last seven days went back and read past articles or saved articles for future reading.

## More Positive than Negative Assessments Overall

Much of what drives replacement is the sense that what one is getting in the new form is somehow better than what one got previously—either in the format, function or content itself. Tablet news users were asked to give overall assessments of their news experience on these devices compared with before they had their tablet. They were asked both about the ease of learning on their tablet and about their enjoyment getting news. For both, most tablet news users said there wasn't much difference (60% said the enjoyment was about the same and 57% said that of the ease of

learning). But of those who did see a difference, positive assessments far outweighed negative. Nearly ten times as many tablet news users said they find it easier to learn new things (38%) than find it more difficult (4%). Similarly, 31% said they enjoy the news more on the tablet than from other platforms, while just 8% enjoy it less.

### On Their Tablet...



N=894 tablet users who get news at least weekly

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

The select Web survey of 300 tablets users' news consumption habits during the previous seven days delved even more deeply into this issue of enjoyment. Among those who had read longer articles and analysis in the past week, roughly half said they enjoyed doing so more on their tablet than in a printed publication (49%) or on a laptop or desktop computer (51%). Just 16% preferred print over the tablet for longer articles and 15% preferred desktop/laptop reading over the tablet.

What is it that leads to this greater enjoyment and preference? The main survey group of tablet news users (the group of 894) was asked to say in their own words what they felt the tablet is especially good at and bad at when it comes to delivering news. What stood out first was how many more people had something positive to say than something negative. Nearly everyone, 82%, volunteered a positive trait while less than half, 42%, offered a negative one.

When it came to what people like about the tablet, better access to news content was named most often (about a quarter of respondents mentioned access to news). "A lot of different sources in one place," one respondent wrote. I can "pick it up and get access to websites quickly," said another.

The next most mentioned trait was general ease of use (19%), from the tablet's portability to its speed and size. "I would use it in places I would not use my laptop," wrote one individual. The

ability to track breaking news, headlines or specific areas of interest was named nearly as often (18%).

Overall convenience, such as one respondent’s remark that it is “always on,” ranked fourth at 11%.

On the negative side, there were fewer responses overall. Of those who did answer, again and again they cited the lack of Adobe Flash technology (which results in users being unable to view a good deal of video and graphics). Fully 21% named this specific missing component in statements like, “The iPad is not adobe compatible. I can't get video on all news issues all the time.” These complaints are at least beginning to be addressed. In September 2011 Adobe released new Flash software that allows mobile Apple devices to play some Flash-based content.

A good deal of these early users cited problems directly tied to news: 10% named limited news or content options as the greatest downside, especially the tendency toward headline summaries rather than in-depth reports and the difficulty in finding the news they are looking for. Usability problems such as too small of a screen, that some apps “take a long time refreshing . . . and I just end up closing it down,” and the difficulty in multi-tasking accounted for 9% of responses.

### News is Valued but Willingness to Pay is Low

Does all that—enjoyment of the tablet news experience coupled with ease of use and access—translate into people actually valuing news on tablets more than they did when they were using other mediums? Here respondents demonstrated much more caution. Only about half as many as said the news was more enjoyable or easier to learn from on the tablet also said news on these devices was worth more to them (16% of all tablet news users). That was still three times the number that said it was worth less (5%). Instead, the vast majority, 78%, said the tablet had not changed the value of the news—that the news was worth “about the same amount.” That result may not strike some as promising when majorities still pay nothing for the online news content – substituting one free medium for another.

One major question about the tablet is whether it might change the attitude of consumers about paying for digital content. The theory, at least in the

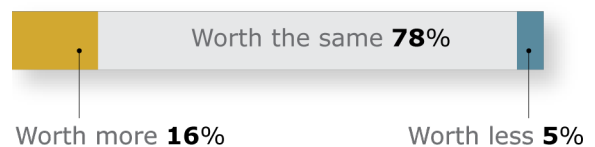
### The Best and Worst That Tablets Have to Offer

BEST	
23%	Access to the news
19	Ease of use
18	Ability to track topics
11	Convenience
9	Reading/Interface
9	Features
4	Multimedia
WORST	
21%	Missing components
10	Limited news/content options
9	Usability
3	Prefer other platforms

N=894 tablet users who get news at least weekly; open-ended responses coded

Pew Research Center’s Project For Excellence In Journalism in collaboration with The Economist Group

### The Value of Tablet-based News Compared With News in Other Forms



N=894 tablet users who get news at least weekly

Pew Research Center’s Project For Excellence In Journalism in collaboration with The Economist Group

early phases of the tablet’s introduction, was that the interface of content through applications would be so much richer an experience—due to similar portability to paper, a larger reading screen than smart phone, much improved screen resolution than desktops and added richness of applications than desktops—that people would pay for it.

This survey finds that, at least when it comes to news, the tablet has made some difference, but the majority is still far from being willing to pay, even among this first generation of tablet users who are heavy news consumers.

When asked specifically about paying for news on their tablets, 14% said they have done so, while 85% have not. While the number who has paid for content, whether through apps or some other means, is small, it is nearly three times the figure (5%) of the online news consumers that told us in a 2011 survey that they had paid for some form of online local news.<sup>4</sup> And a year earlier, in 2010, just 7% of online news consumers said they would be willing to pay for news of any kind online.<sup>5</sup> In addition, 23% of these tablet news consumers have access to digital content through a print subscription of some kind.

The survey then pressed those tablet users who have not paid directly for news with a hypothetical: Would they be willing to pay if that were only way they would be able to access that information. Half were asked about paying \$5 and half about paying \$10—the same question we asked of local news users earlier in 2011. The willingness here was nearly identical to that expressed earlier about local news. In this survey of tablet users, 21% said they would be willing to pay \$5 and half as many, 10%, said they would pay \$10 dollars per month for their favorite source on their tablet if it were the only way to access this content. In that earlier 2011 survey, 18% responded that they would pay \$5 and 14% would pay \$10 when asked about content from their favorite local news source.

Again, price made a difference. Half of the respondents were asked if they would pay \$5 and half asked if they would pay \$10. Those asked to pay \$5 were more than twice as likely to say they

### Would You Be Willing To Pay For Your News?

*Among those who have NOT paid for content...*

Would you pay...	YES	NO
<b>\$5*</b>	<b>21%</b>	<b>77%</b>
<b>\$10*</b>	<b>10%</b>	<b>89%</b>



\* Asked either one or the other, not both.

N=754 tablet users who get news at least weekly but have not directly paid for news there

Pew Research Center’s Project For Excellence In Journalism in collaboration with The Economist Group

<sup>4</sup> “Mobil News and Paying Online, 2011 State of the News Media Report, Pew Research Center’s Project for Excellence in Journalism, March 2011, <http://stateofthemediamedia.org/2011/mobile-survey/>.

<sup>5</sup> “Understanding the Participatory News Consumer,” Pew Research Center’s Project for Excellence in Journalism, March 1, 2010, [http://www.journalism.org/analysis\\_report/understanding\\_participatory\\_news\\_consumer](http://www.journalism.org/analysis_report/understanding_participatory_news_consumer).

would be willing to do so as those asked to pay \$10 (21% for \$5 and 10% for \$10).

## Apps vs. Browsers

The question of whether people will pay for news on tablets is closely related to another issue—whether they use “apps” as a way to interact with news or whether they access that content through a browser, the way they do on a laptop or desktop computer.

If people are using a browser, then the content interface has not changed as much from when they use another kind of computer, and the possibility of charging for content is more challenging.

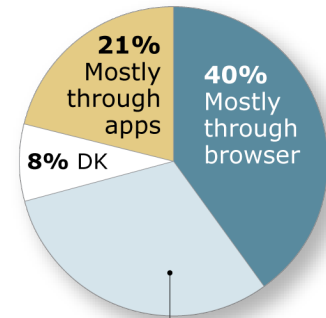
But contrary to many expectations, news apps have not become the primary interface for news on tablets. Or at least, most users have found apps good for certain things and the browser more suited for others. Even among these early adopters who have demonstrated an early affinity for the technology and heavier are news consumers, more than a third, 36%, have no news apps at all, and even some that do have news apps don’t use them as their primary means of getting news.

Fully 40% of tablet news users rely primarily on their browser for news. A little less than a third, 31%, say they use both their browser and apps equally, while just 21% rely mainly on apps.

There is some evidence that the nature of the content makes a difference in whether apps or browsers are preferred, but perhaps not in the way some might expect. The web-based survey of 300 tablet news users revealed an even split in how people just checked headlines: 31% who had used their tablet to check headlines in the last week said they mainly used apps, 39% mainly a browser, and 30% used both equally. Yet people were less prone to use apps for more in-depth content. Indeed, the contrary was true. Of those who had read longer articles over the preceding seven days, somewhat more (42%) mainly went through a browser than mostly used apps (31%) and 27% used both equally.

### Apps have not taken over as the primary way to get news on the tablet

*Tablet news users who consume news...*



31% Through both equally

N=894 tablet users who get news at least weekly

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

## The Power User

If half of tablet users go back and forth between the browser and apps, is the app model still worth investing in? Are there certain characteristics that even at this early stage differentiate apps users from browser users? The short answer is yes.



Those users who mainly use apps have distinct characteristics that may make them a lucrative target for the news industry. Those who mainly use apps for news are somewhat more likely to own an Apple iPad (94% own iPads compared with 83% who mainly use a browser). They are also more active tablet users in general; they are heavier news consumers, more likely to read in-depth articles and more satisfied with their tablet news experience—even to the point of saying the content they get here is worth more than content on other platforms. In other words, they are a kind of power user for this new device.

Those that use both the browser and apps equally tend to fall in middle, but are more like app users than browser users, suggesting then that they have realized the benefit of apps for certain kinds of news and the browser for others.

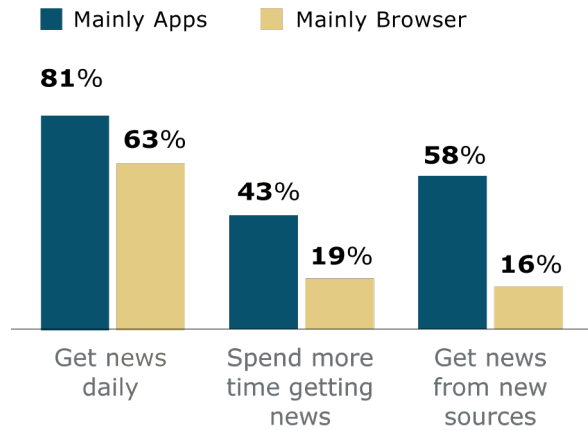
Fully 79% of primarily app users follow news all or most of the time versus 65% of primarily browser users and 77% of those that do both.

And for app users, getting the news tops the list as their No.1 daily activity. Fully 81% of those who mainly use apps to get news, get news daily. That compares with 63% of those who mainly use a browser for news and 73% who use both (the No.1 activity for those who go through browsers was general Web browsing.)

Those who mainly use apps are also twice as likely as those who rely on a browser to read magazines daily on their tablet (13% versus 6% browser and 9% both—7% all news users). They are more likely to read back issues (44% versus 34%). And they are twice as likely as browser users to read *more* back issues on the tablet than they did in print. Having past content archived on their device, then, and the ease of scrolling through previous issues and articles may for this cohort work even better as an incentive for reading than the magazine cover that continues to stare at them on their nightstand.

Those who access news content mainly through apps are also twice as likely as those who rely on the traditional browser to say they spend *more time* getting the news than they did before they had their tablet—fully 43% of primarily app users say they spend more time with the news now compared with 19% of mainly browser users and 40% of those who use both apps and browsers

### Those Who Rely On Apps Are Power News Consumers

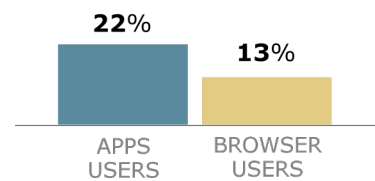


N=544 mainly app news users, 1,068 mainly browser users and 812 who use both equally.

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### App Users Are Heavier Magazine Readers On Their Tablets

Percent who read magazines on their tablet at least weekly



N=894 tablet users who get news at least weekly

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

equally for news. App users are more than three times as likely as browser users to regularly get news from sources they did not get news from before they had their tablet (58% versus 16% for browser users and 45% for both).

Along with the increased news usage for these app users comes a more fulfilling experience. For all three measures of value, app users were twice as likely as browser users to say the tablet news experience is a better one. More than half, 53%, say it is easier to learn new things on the tablet, compared with just a quarter of browser users (26%) and 49% those who use both equally. Nearly as many, 46%, report enjoying the news more on their tablet, more than twice the rate of browser users, 21% (38% for both).

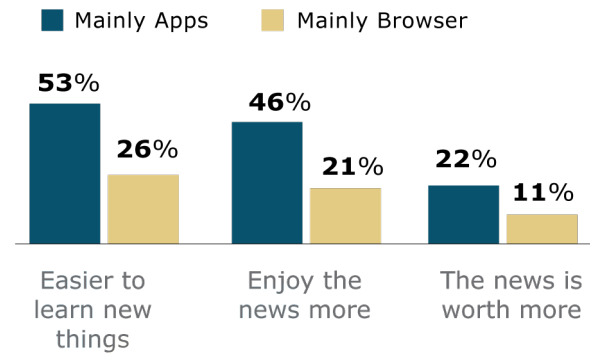
And in the seven-day survey component, those that relied on apps said they preferred tablets the most for longer reading. Nearly two-thirds of both mainly app users and those who use both apps and browsers said they prefer their tablet for this kind of reading over any other platform, compared with 42% of those who go mainly through the browser for their news.

That satisfaction associated with using apps is also tied to more willingness to pay. More than a quarter, 27%, of mainly app users have paid for news on their tablet, compared with just 5% of primarily browser users and 20% of those who use both. While it may be expected that browser only users would not be paying for content, going through apps does not necessarily translate to paying for them as many news apps are still free. But the data also show that those who mainly use apps are more willing to say this news is worth more to them. Just under a quarter, 22%, say tablet news is worth more to them than news in other forms. While still a smaller overall percentage, it is twice that of those who only browse for news, 11%.

In legacy format, app users are paying more as well. More than half still subscribe to a print newspaper or magazine (56%) compared with 42% of browser users and 48% of those who use both.)

Who are power app users? While the demographics of primarily app users are mostly similar to those who mainly go through their browser for news, a few areas of difference stand out. Those who rely on apps are more highly

### App Users Are More Satisfied With Their Tablet News Experience

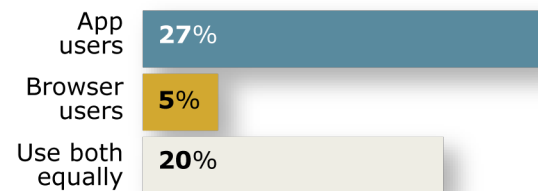


N=894 tablet users who get news at least weekly.

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

### Those Who Use Apps for News are Far More Likely to Have Paid for News

Percent who have paid for news



N=544 mainly app news users, 1068 mainly browser users, 812 who use both equally

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

educated (two-thirds are college graduates versus 55% of browser users) and are less likely to be younger than 30 years old (18% of those who mainly use apps are under 30 compared with 27% of those who mainly use browsers for their news). They also tend to be more liberal. App users for news report themselves as 40% liberal and 25% conservative, while browser users and news users overall are evenly split 30% and 30%.

## The Influence of Brand

Most app users still rely on less than five different news sources or apps on the tablets. So how do these power users chose which apps to download and perhaps pay for? What is the driving factor?

The two most important factors are whether the app is offered by a trusted brand and low cost—much more so than recommendations from friends or positive reviews. This bodes well for news organization with strong well-established brands, but it does not mean that brand equity will necessarily translate into revenue. The vast majority of tablet news users, 84%, say the fact that the app came from a news organization they liked is a major factor in their decision to download it. Just as many say that the app being free, or low cost, is a major factor.

Age also makes a difference. For those adults 18-29 years old, three-quarters, 76%, say brand is a major factor while 94% say they are driven by whether an app was free or low cost. Good reviews are also more important among this age cohort, with 55% naming it as a major factor compared with 40% of the tablet news users overall.

### Factors in Downloading Apps

	YES, MAJOR FACTOR %
They were from a news organization you like	84%
They were recommended to you	29%
They received good reviews	40%
They were free or did not cost very much	83%
They saw an ad for the apps	25%

N=593 tablet users with news apps

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

## News Organizations Have Strong Direct Traffic both Through Apps and Browsers

Regardless of whether these tablet news users went through an app or through their browser, most accessed news over the last seven days by going directly to a news provider of choice – rather than through search engines, social networks or aggregators.

When getting headlines, 81% of browser users (those who mainly used a browser or used both apps and browsers equally) went directly to a news organization as did 90% of app users (again, those who mainly used apps or used both equally). The new tablet news aggregator apps like Pulse and Flipboard have attracted only a small following. Among those who use apps, direct news websites were more than twice as likely to be used as the new tablet news aggregators

(90% versus 36%). Men, incidentally, were more likely than women to use a tablet aggregator like Flipboard (45% of men and 26% of women).

For long-form reading, 46% of browser users went directly to news websites all or most of the time and another 36% went directly sometimes.

## Who Pays for News on the Tablet

As previously mentioned, being free or low cost is one of the strongest factors in the decision to download an app—83% of those with news apps say this was a major factor in their decision to download. And at this point just a small minority, 14% of tablet news users, has paid anything for news on their tablet. Still, this small cohort is the group that most news organizations would like to know and expand on. Who are they and do they value news content on their tablet differently than those who have not paid for it? Many of the tendencies seen among those who mainly use apps are amplified even more among this small group that has chosen to pay for their content.

The vast majority of those who have paid for news content on their tablet (86%) get news on their tablet daily; 42% spend more time with news now than they did before they had their tablet (versus 30% of all news users). They are even deeper readers than app users. More than two-thirds prefer to go more in depth into individual news stories rather than just get headlines and they already largely turn to the Web for their national and international news (83% mostly turn to the internet for this news).

Whether they feel the need to justify their spending or truly value their investments, those who have paid say they are getting something for their money. Nearly two-thirds, 63%, of those who have paid for news on the tablet say it is easier to learn (compared with just a third, 34%, of those who have not paid). Close to half (48%) enjoy the news more on their tablet versus 28% of those who have not paid. And a third, 34%, say the news is worth more to them on their tablet (versus 13% of those who have not yet paid).

### Time Spent With News Now Compared With Before Owning a Tablet

#### HAVE PAID V. HAVEN'T PAID

Those who **HAVE PAID** for news on tablet



Those who have **NOT PAID** for news on tablet



N=894 tablet users who get news at least weekly

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

Those who have paid are more likely than news users overall to be male (69% among those who have paid versus 52% of those who have not paid). They are more highly educated (68% have a college education compared with 54% of those who have not paid).

Those who have paid for news are less likely than browser users to be conservative, 20% versus 30% of those who have not paid, 38% of those who have paid describe themselves as liberal as do 29% of those who have not paid). Finally, this cohort seems to have more money to spend—fully 60% of those who have paid something for news have household income of at least \$100,000 compared with 45% of tablet news users overall.

## **The Social component – Still Emerging**

About one-in-four tablet owners, 39%, use their tablet daily for social networking on sites like Facebook and Twitter. And 56% do so at least weekly—the same percentage that play games on their tablet at least once week. These are not exact comparisons to social networking habits on other devices, but a 2010 survey by the Pew Research Center found that 65% of all online adults said that they were social network users and 29% of adults with cell phones who reported using SNS on their phones.

When it comes to news consumption on the tablet, the social networking component—at least electronically—is still evolving. A portion of users, 16%, share news through email or social networking regularly, the same percentage who watch news videos. Another quarter share news this way at least sometimes. But 41% say they have never shared news stories electronically. When a select group of tablet news users was asked about their tablet activity in the last seven days, the numbers grew somewhat: 39% reported sharing headlines through social networking sites, and 38% said they shared longer articles.

In January 2010, 52% of all adults who got news online said they forwarded links to news stories or blogs via email, social news networks or Twitter. Even more, get their own news this way. Fully 75% of adults who got news online reported having news forwarded to them through email or posts on SNS.

The youngest age group, 18-to 29-year-olds, are the most likely to do social networking on the tablet, though young adults are no more likely to share news. Six-in-ten 18-29 year olds access social networks daily on their tablet, but they really are no more likely than other tablet news users to share news stories regularly through their tablet device (19% of 18-to-29-year-olds, 17% of 30-to-49-year-olds and 15% of 50-to-64-year-olds).

The app power user is no more likely than the browser user to share news through email or social networking. The one group that seems more prone than others to share news via email or SNS is non-white individuals. About a quarter of this demographic group share news stories, while that is the case for just 14% of non-Hispanic whites. Overall though, social networking is just not, at least not yet, a major part of getting news on these devices.

## Sources for News

The majority of tablet news users, 65%, mostly rely on only one to three sources or apps. This corresponds closely to the number of sources people say they turn to in other platforms. In separate Pew Research Center surveys from 2010, for instance, 21% of internet users who got news online, said they turned to just one news website online and another 57% turned to two to five sites.<sup>6</sup> And for local news information, 64% of local news consumers said they turned to 3 to 5 sources regularly.<sup>7</sup>

Of those sources most often visited, CNN beats out other news sites as the most frequently visited news source; 25% named CNN as a source they turn to most often. [Note: Respondents could name up to three sources.] The next popular sites are the New York Times (16%) and Fox News (12%). These sites are also continuously among the most popular news websites more generally, usually in the same order of CNN, The New York Times and then Fox News, according to the major analytics companies.

In addition to the New York Times, other newspaper websites are popular as well: with USA Today, the Wall Street Journal and the Washington Post rounding out the top newspaper websites visited. These three sites also tend to rank within the top 10-15 news websites overall.

The big nationally known outlets are also named most frequently as *new* sources for news on the tablet. Among the one-third of respondents who reported turning to new sources, USA Today—a fully free app—CNN and The New York Times topped the list.

Tablet news organizers like Flipboard and Pulse, accounted for 9% of new sources named.

## Book Reading – Popular both in Print and on the Tablet

Book reading lags behind news as an on-tablet activity among these early tablet adopters. Just 21% reported reading books at least weekly (17% daily), while 48% said they never do so. Most demographics of these users are similar to tablet users overall, except that app news users are more likely to read books on their tablet than are browser users, as are people in their 30s and 40s. The survey then probed further into book reading over the previous seven days and found most had read a book either in print or on the tablet.

About four-in-ten (41%) of the select web-based survey group had read a book on their tablet over the last seven days, but more had read a printed book, 55%. A closer look into these respondents reveals that about half of those who had read books on tablets, 46%, had also read a book in print while 54% had not.

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<sup>6</sup> “Understanding the Participatory News Consumer,” Pew Research Center’s Project for Excellence in Journalism, March 1, 2010, [http://www.journalism.org/analysis\\_report/understanding\\_participatory\\_news\\_consumer](http://www.journalism.org/analysis_report/understanding_participatory_news_consumer).

<sup>7</sup> “How People Learn About Their Local Community,” Pew Research Center’s Project for Excellence in Journalism, September 26, 2011, [http://www.journalism.org/analysis\\_report/local\\_news](http://www.journalism.org/analysis_report/local_news).

Even though fewer are reading books on the tablet, they are reading on average for about the same amount of time as those who read in print: 3 hours and 7 minutes for tablet book reading and 3 hours and 1 minute for print books.

The biggest motivator, according to survey responses, is portability. For nearly half, 48%, this was the biggest factor in opting for tablet reading. Another 13% said just wanting to try to new technology led them there, while another 13% cited a better reading experience such as the “ability to enlarge print to allow me to read without glasses.” Lower cost, in the end, was not as much of a motivator, being cited by just 10% of tablet book readers.

When asked broadly to rank which platform they find most enjoyable for book reading, the greatest percentage, 41%, said the two were equal. Just over a third, 36%, preferred the tablet (and were more heavily made up of older men) while 23% preferred print.

### Print Book Reading is Still Popular for Tablet News Users

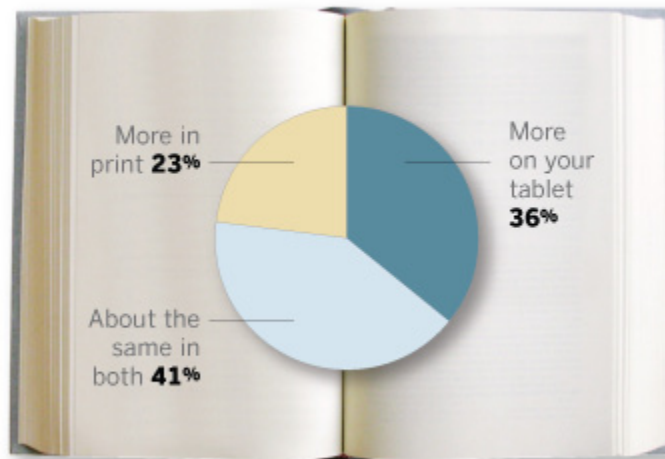
*In the past 7 days...*

<b>41%</b>	Read books on tablet
<b>55%</b>	Read books in printed form
<b>16%</b>	Read books on eReader

N=300 tablet news users

Pew Research Center's Project For Excellence In Journalism in collaboration with The Economist Group

*Do you enjoy reading books...*



## Survey Methodology

This report is based on findings from seven surveys conducted in the summer of 2011.

### Tablet Owner Phone Surveys

The overall portrait of tablet computer users among the general public is based on aggregated data from five telephone surveys conducted on landlines and cell phones June 30-July 31, 2011 with national samples of adults 18 years of age or older living in the continental United States. Interviews were conducted with a total of 5,014 adults, including 504 who use a tablet computer. A total of 3,150 respondents were interviewed on a landline telephone (including 293 tablet users) and 1,864 were interviewed on a cell phone (including 211 tablet users). The following table shows the field dates and sample sizes for each of the five surveys:

Field dates	Adult sample Size	Tablet user sample size
June 30-July 3, 2011	1,001	92
July 7-10, 2011	1,007	88
July 14-17, 2011	1,006	98
July 21-24, 2011	999	126
July 28-31, 2011	<u>1,001</u>	<u>100</u>
	<b>5,014</b>	<b>504</b>

The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status, based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting.

The error attributable to sampling that would be expected at the 95% level of confidence is plus or minus 2.0 percentage points for the total sample of 5,014 adults and 5.5 percentage points for the sample of 504 tablet users. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

### Pew Research Tablet User Panel

Two additional surveys were conducted with adults in the Pew Research tablet user panel, created specifically for this study. This panel was developed by recontacting people previously identified as having a tablet computer in a large-scale survey effort that interviewed more than 40,000 adults earlier this year.



Approximately 55% of the U.S. adult population lived in areas included in this survey; the sampling design for this survey was targeting a particular subgroup so it excluded areas of the U.S. with very few members of this subgroup.

To evaluate whether tablet users in this panel were similar to those reached in the general public survey, we compared the demographic characteristics of tablet users across both surveys and measures of how often people use their tablets overall and for specific activities. In addition, we compared a basic measure of news consumption and whether the tablet has changed how much time people are spending with the news across the two groups. See Appendix for these comparisons.

### Tablet News Phone Survey

The first survey with the panel was conducted by telephone on landlines and cell phones July 15-30, 2011. Interviews were conducted with 1,159 members of the panel (635 by landline and 524 by cell phone), including 894 who get news on their tablet at least weekly. The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. Interviews were conducted in English. Interviewers asked to speak with the person (identified by gender and age) who previously took part in a short telephone survey. After that person came to the phone, additional questions confirmed that they have a tablet computer (not another type of device) and that they themselves actually use the tablet computer.

The sample was weighted using an iterative technique that matched age, education, race and region to parameters based on tablet users identified in the general public survey. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the parameters for tablet users from the general public survey and the unweighted and weighted demographics of tablet users from the Pew Research panel (see Appendix for parameters and unweighted and weighted demographic estimates from the survey).

The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
All tablet users	1,159	3.5 percentage points
Tablet news users	894	4.0 percentage points
<i>Get news on tablet...</i>		
Mostly through browser	347	6.5 percentage points
Mostly through apps	208	8.5 percentage points
Both equally	275	7.5 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The response rate for the phone survey of the Pew Research tablet user panel was 22% in the landline sample and 28% in the cell sample. The response rate for the original screener survey, from which the sample for the tablet user panel was drawn, was 22% in the landline random digit dial (RDD) sample and 20% in the cell RDD sample.

## **Tablet News Web Survey**

The second survey of the Pew Research tablet user panel was conducted online September 6-19, 2011 among a select group of respondents who get news on their tablet at least weekly and indicated they would be willing to be re-contacted by email for another survey. A total of 300 completed the follow-up web interview. This survey probed specifically on tablet news consumption in the past 7 days. The web survey was conducted in English by Princeton Survey Research Associates International. The initial question confirmed that the respondent had and still used their tablet computer.

The error attributable to sampling that would be expected at the 95% level of confidence is plus or minus 6.0 percentage points for the total sample of 300 tablet news users (who get news on their tablet at least weekly). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

All of those who agreed to be recontacted and for whom we had a mailing address were sent an advance letter on August 15, 2011 to inform them they would receive an email invitation in the coming weeks and to give them \$5 as a token of appreciation for completing the phone survey. The survey invitation was sent by email on August 30 and explained the purpose of the study, encouraged participation, provide the survey link and unique identification number and informed respondents they would receive \$25 for completing the survey. Two additional email reminders were sent to all those who had not yet completed the survey on September 13<sup>th</sup> and September 16<sup>th</sup>. All respondents who completed the survey and provided a mailing address were sent \$25 for their participation.

The response rate for the web survey, which was sent to a subsample of respondents from the initial phone survey with the Pew Research tablet user panel, was 46%.

**APPENDIX**

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**Demographic Comparison of Tablet Users From General Public Survey and Pew Research Panel**

	<b>Tablet users from general public survey</b>	<b>Tablet users from Pew Research panel</b>	
		<b>Unweighted</b>	<b>Weighted</b>
<i>Gender</i>	%	%	%
Men	52	53	54
Women	48	47	46
<i>Age</i>			
18-24	13	8	12
25-34	21	16	21
35-44	25	22	25
45-54	20	22	20
55-64	15	20	15
65+	7	13	7
<i>Education</i>			
College graduate+	51	70	23
Some college	23	21	24
High school or less	26	9	53
<i>Race</i>			
White	74	85	77
Black	13	9	13
Other	12	6	11
<i>Region</i>			
Northeast	18	19	19
Midwest	18	20	18
South	38	31	37
West	26	31	26

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**Tablet Usage Comparison of Tablet Users From General Public Survey and Pew Research Panel**

	<b>Tablet users from general public survey</b>	<b>Tablet users from Pew Research panel</b>
<i>How often use tablet?</i>	%	%
Several times a day	59	61
About once a day	18	16
A few times a week	13	14
About once a week	4	4
Less often	6	5
Mean # of minutes spent on tablet yesterday	108	95
<i>Use tablet at least daily to...</i>		
Browse or search the web	66	67
Send or receive email	56	54
Get news, including everything from the latest headlines to in-depth articles and commentary	53	52
Use social networking sites, like Facebook, Twitter or LinkedIn	41	39
Play games	23	30
Create and edit documents	22	17
Read books	19	12
Watch movies or video	16	12
Read magazines	10	7
<i>How often do you like to follow the news?</i>		
All or most of the time	62	68
Some of the time	20	18
Only now and then	9	9
Hardly ever	9	5
Never/Don't know (Vol.)	1	*
<i>Among tablet news users: Do you spend ___ getting news now that you have a tablet</i>		
More time	23	30
Less time	5	4
Same amount of time	71	65
Don't know (Vol.)	1	*

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