

# Women like eReaders; men like their Tablets

NEW YORK, US: Owners of eReaders and tablets are heavy readers of printed versions of magazines and newspapers. Women prefer eReaders; 'wow' factor of Tablets appears to attract men.

As publishers continue to experiment with digital media platforms, the latest consumer research from GfK MRI shows that adult owners of eReaders and Tablets are also heavy readers of the printed versions of magazines and newspapers.



Tablet owners are 66% more likely than the average US adult to be heavy users of printed versions of magazines, while owners of eReaders are 23% more likely to be heavy magazine users. Owners of these digital devices are also more likely than the average adult to be heavy newspaper readers; Tablet and eReader owners are 54% and 63% more likely than the average US adult, respectively, to be heavy newspaper readers. Not surprisingly, given the connectivity of eReaders and especially Tablets, their owners index high for Internet usage.

Tablet owners are 79% more likely than the average adult to be a heavy Internet user, while eReader owners are 36% more likely to be a heavy Internet user.

BASIC Traditional Media Consumption Of Tablet and eReader Owners					
Personality Chart	Heavy Magazine User	Heavy Newspaper User	Heavy TV User	Heavy Internet User	Heavy Smartphone User
Any device	146	154	51	41	119
Any e-reader	122	182	50	47	136
Any tablet	148	154	50	42	119
Kindle	128	188	51	47	143

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Meanwhile, a gender difference in terms of digital ownership has emerged; GfK MRI data reveal that women are 52% more likely than men to own an eReader and men are 24% more likely than women to own a Tablet. Drilling down to the brand level, women are 63% more likely than men to own an Amazon Kindle and twice as likely to own a Barnes & Noble Nook. Men, on the other hand, are 16% more likely to own an Apple iPad. Evidence suggests that men's affinity for Tablets may be a reflection of the way they view ownership of technological gadgets with respect to their peers. For instance, men are much more likely than women to report: "I want others to say 'Wow!' when they see my electronics."

A Gender Difference In eReader vs. Tablet Ownership		
Personality Chart	INDEX Men vs. Women	INDEX Men vs. Women
Any e-reader	152	41
Kindle	163	41
Nook	162	41
Any tablet	41	124
iPad	41	124

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What are digital owners reading on their devices? Books are still the medium of choice among eReader owners, with 87%, on average, having read a book on their device in the last six months. Magazines and newspapers trailed at 15% and 14%, respectively.

The media consumption gap is narrower, however, among owners of Tablets. Some 57% of Tablet owners, on average, read a book on their device in the last six months compared to 39% who read a magazine and 41% who read a newspaper.

Media Usage on Tablets and eReaders Among Owners				
Media Used on a Tablet or e-reader (in last 6 months)	Own Any e-reader	Own Any Tablet	Own an iPad	Own a Kindle
Book	87%	57%	57%	87%
Magazine	15%	41%	41%	15%
Newspaper	14%	41%	41%	14%

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Although Tablet and eReader ownership is still in its infancy, consumer adoption is growing quickly. For instance, personal ownership of Tablets and eReaders skyrocketed after the 2010 Holiday gift-giving season. Average ownership of eReaders was 2.3% of the US adult population in the four months *prior* to Christmas; that rose to 5.1% of adults, on average, in the four months *after* Christmas. The same growth curve is true for Tablets. Average Tablet ownership in the four months prior to Christmas 2010 was 1.8% of adults; after Christmas average ownership rose to 3.5% of US adults.

"These data reinforce the fact that for a device that's been in the market for a little more than one year, Tablets have caught on in a big way," said Risa Becker, V.P. Research at GfK MRI. "Approximately 3.5% of all adults is not a big number in and of itself, but the growth has been very swift and publishers will be encouraged to know that Tablet owners are devotees of both magazines and newspapers."

**Note:** GfK MRI has additional information on the demographics of eReader and Tablet users. This short video explains the data.

## About GfK MRI

GfK MRI has a singular goal: to provide the clearest and most detailed view of American consumers - who they are, what they buy, how they think, and the best ways to reach them. Founded in 1979, GfK MRI is the country's leading provider of magazine audience ratings, multimedia research data and penetrating insights into consumers' behaviour and motivations.

When conducting its national Survey of the American Consumer, GfK MRI interviews approximately 26 000 US adults in their homes each year, asking about their use of media, their consumption of more than 6 000 products in 550 categories, their lifestyles and their attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire US adult population. The survey also serves as a foundation for an array of innovative GfK MRI research products that answer the market's need for granular, cross-media and consumer-focused information.

GfK MRI is part of The GfK Group, based in Nuremberg, Germany. The group delivers a range of information and consultancy services in three business sectors: Custom Research, Retail and Technology and Media. It is the No. 4 market research organisation worldwide, operates in more than 100 countries and employs over 10 000 staff, more than 80% of whom are based outside of Germany.

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