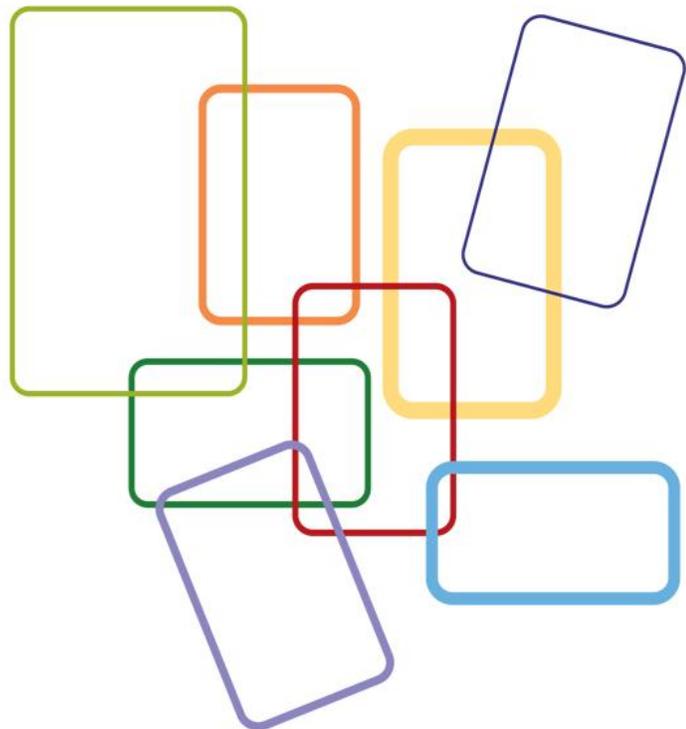


# Magazine Media Readers and

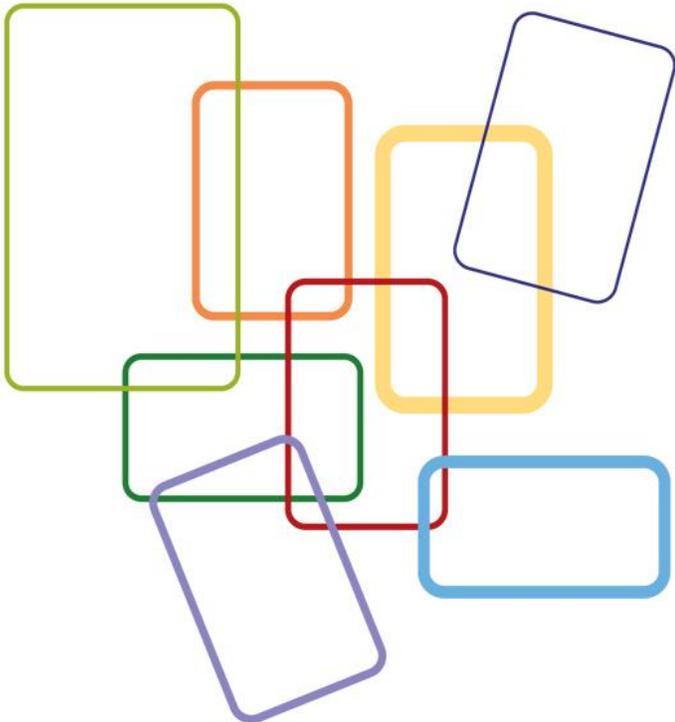


RESEARCH  
TOPLINE

# Tablets



mpa



# Methodology

Affinity Research, an independent media research firm, was commissioned by The Association of Magazine Media to conduct a study among consumers who read the digital editions of magazines via mobile apps designed for tablets and eReaders.

The sample source for the study was Affinity's AppTrack panel, a pool of more than 75,000 consumers that have been pre-screened for their ownership of mobile devices and their use of magazine-branded apps.

An online survey was launched on November 4, 2011 among a random selection of doubly-qualified AppTrack panel members. At the close of the study on November 8, 2011, a total of 1,009 mobile magazine readers had completed the questionnaire.

The data are presented for total respondents and also for the following segments:

- Type of device owned: tablet, eReader
- How long the device has been owned: less than one year, one year+
- Gender: male, female
- Age: 18-34, 35+
- Household income: under \$50k, \$50k-\$99,999, \$100,000+
- Types of magazine apps downloaded
- Amount of time spent reading electronic magazines on mobile device in a typical week: less than one hour, one to three hours, three hours or more
- Number of magazine apps downloaded: one to five, six or more
- Plan to give mobile device as a gift during holiday season: yes/no

Only noteworthy segment differences have been reported.

Beyond those stated above, questions included the following areas of inquiry:

- Length of time device has been used for reading/viewing magazines
- Whether time spent reading increased/decreased/stayed the same since first acquiring mobile device
- Expectation over next year as to time spent reading magazines via device
- Overall readership of printed magazines since began reading via device
- Change in past year in overall reading of both print and digital magazines
- Ways in which magazine apps downloaded were found
- Reasons for accessing magazines in electronic form
- Actions taken as a result of downloading magazine content
- Sharing of electronic issues of magazines with family or friends
- Readership of current issues and back issues
- Repeat access to the same issue of a particular magazine
- Frequency of reading or tapping on ads in electronic magazines
- Ways electronic issues of magazines were purchased
- Visitation of specific electronic newsstands
- Change in time spent at traditional newsstands
- Interest in features if offered through electronic newsstands
- Level of agreement with statements about downloading and navigation
- Level of agreement with statements about magazine content
- Level of agreement with statements about electronic magazine advertising

**Do you, or anyone in your household, currently own any of the following electronic mobile devices?**

| <b>Tablets</b>                  |     | <b>eReaders</b>                  |     |
|---------------------------------|-----|----------------------------------|-----|
| Apple iPad                      | 68% | Amazon Kindle                    | 40% |
| Samsung Galaxy                  | 9   | Barnes & Noble Nook              | 17  |
| HP (TouchPad, Slate)            | 7   | Sony eReader                     | 4   |
| Motorola Xoom                   | 3   | <i>Some other eReader device</i> | 6   |
| Vizio                           | 3   |                                  |     |
| Asus (Slider, Transformer)      | 2   |                                  |     |
| Blackberry Playbook             | 2   |                                  |     |
| View Sonic                      | 2   |                                  |     |
| Lenovo (IdeaPad)                | 2   |                                  |     |
| ACER Iconia Tab                 | 2   |                                  |     |
| Toshiba Thrive                  | 2   |                                  |     |
| Archos                          | 1   |                                  |     |
| Dell Streak                     | 1   |                                  |     |
| PanDigital                      | 1   |                                  |     |
| Sony S Tablet                   | 1   |                                  |     |
| Boss                            | 1   |                                  |     |
| Coby Kryos                      | *   |                                  |     |
| <i>Some other tablet device</i> | 5   |                                  |     |

*Base: Total respondents (1,009); Multiple responses*

**Have you ever used your mobile device to download an “app” for a specific magazine that enables you to read an entire issue of that magazine, or just select content or articles from that magazine?**

Yes 100%

*Base: Total respondents (1,009)*

**What types of magazine apps have you downloaded?**

|  |     |
|--|-----|
| Apps that enable me to view an entire issue of a magazine, just like the printed version | 41% |
| Apps that feature select content from a magazine   | 17  |
| I have downloaded both types of magazine apps  | 42  |

*Base: Total respondents (1,009)*

**What types of electronic magazines have you downloaded to read or view on your mobile device?**

|                         |     |
|-------------------------|-----|
| Food                    | 34% |
| News                    | 28  |
| Health                  | 25  |
| Sports                  | 24  |
| Celebrity/Entertainment | 24  |

|                       |    |
|-----------------------|----|
| Science/Technology    | 21 |
| Computers             | 19 |
| Women's               | 19 |
| Men's                 | 17 |
| Business/Finance      | 17 |
| Automotive/Motorcycle | 17 |
| Women's Fashion       | 16 |
| Music                 | 15 |
| Travel                | 15 |
| House & Home          | 12 |
| Outdoor               | 7  |
| Bridal                | 6  |
| General Editorial     | 6  |
| Parenting/Babies      | 6  |
| Boating               | 3  |
| <i>Other</i>          | 9  |

*Base: Total respondents (1,009); Multiple responses*

**How long have you been reading or viewing magazines on your mobile device?**

|                    |     |
|--------------------|-----|
| Less than one year | 68% |
| One year or more   | 32  |

*Base: Total respondents (1,009)*

**On average, how much time do you spend reading or viewing electronic magazines on your mobile device in a typical week?**

|                    |     |                   |   |
|--------------------|-----|-------------------|---|
| Less than one hour | 27% | 5-7 hours         | 7 |
| 1-3 hours          | 45  | 7-9 hours         | 1 |
| 3-5 hours          | 18  | More than 9 hours | 2 |

*Base: Total respondents (1,009)*

**On average, has the amount of time that you spend reading electronic issues of magazines increased, decreased, or stayed the same as when you first acquired your mobile device?**

|                 |     |
|-----------------|-----|
| Increased       | 59% |
| Decreased       | 12  |
| Stayed the same | 29  |

*Base: Total respondents (1,009)*

**Over the next year, to what extent do you believe that the time you spend reading electronic magazines will increase, decrease, or stay the same?**

|                   |     |
|-------------------|-----|
| Increase a lot    | 13% |
| Increase somewhat | 53  |
| Decrease somewhat | 5   |
| Decrease a lot    | 1   |
| Stay the same     | 28  |

*Base: Total respondents (1,009)*

**Which of the following statements best describe your overall readership of printed magazines since you began reading magazines in electronic form?**

|   |     |
|---|-----|
| I am reading more copies of printed magazines           | 12% |
| I am reading fewer copies of printed magazines          | 48  |
| I still read about the same number of printed magazines | 40  |

*Base: Total respondents (1,009)*

**Thinking about all of the magazines that you currently read in both printed and electronic form, are you reading more, less, or about the same number of total magazine issues than you did one year ago?**

|                |     |
|----------------|-----|
| More           | 46% |
| Less           | 10  |
| About the same | 44  |

*Base: Total respondents (1,009)*

**In what ways have you typically found the magazine apps that you have downloaded?**

|  |     |
|--|-----|
| Through the Apple iTunes store or some other electronic magazine newsstand     | 58% |
| Someone recommended a magazine app to me                                       | 33  |
| I read about the app in a printed magazine                                     | 27  |
| I subscribe to a printed magazine and they alerted me about the magazine's app | 26  |
| I saw the magazine app on the Internet   | 25  |
| I searched for a specific magazine app   | 25  |
| Through a link from another app that I had downloaded                          | 15  |
| By tapping on a link for the app that appeared in an electronic magazine ad    | 13  |
| I read a review about the magazine app   | 12  |
| I saw a demo of the magazine app in a retail store or somewhere else           | 8   |
| <i>I obtained a magazine app in some other way</i>                             | 5   |

*Base: Total respondents (1,009); Multiple responses*

**For which of the following reasons, if any, do you access magazines in electronic form?**

|   |     |
|---|-----|
| It's easy to access the magazine's content and articles   | 70% |
| The portability of having all my magazines on one device  | 53  |
| I like the interactive features like videos, photo galleries and 3D views                       | 40  |
| It saves trees and is better for the environment  | 37  |
| It's a convenient way to buy issues or subscribe to a magazine                                  | 37  |
| It costs less than the printed copy of a magazine   | 30  |
| The availability of back issues and special issues about topics of interest to me               | 26  |
| The ability to save past issues and articles in electronic form                                 | 25  |
| There are a lot of added extras that are not available from the printed magazine                | 23  |
| I am an "early adopter" when it comes to accessing media  | 19  |
| The ability to change the type size and format of the magazine                                  | 19  |
| It's easy to upgrade my existing subscription to include the electronic version of the magazine | 17  |
| <i>Some other reason</i>  | 4   |

*Base: Total respondents (1,009); Multiple responses*

**Which of the following, if any, have you ever done as a result of downloading the electronic version or select magazine content of a magazine?**

|   |     |
|---|-----|
| Visited the magazine's Website  | 63% |
| Recommended the magazine to someone   | 35  |
| Visited the magazine on Facebook, Twitter or other social media site                      | 28  |
| Subscribed to the digital edition of a magazine after downloading select magazine content | 24  |
| Purchased a printed copy of the magazine at a newsstand or other retail outlet            | 17  |
| Subscribed to the printed version of the magazine   | 14  |
| <i>None of these</i>  | 15  |

*Base: Total respondents (1,009); Multiple responses*

**Do you typically share electronic issues of magazines on your tablet or eReader with your friends, colleagues or family members?**

|     |     |
|-----|-----|
| Yes | 39% |
| No  | 61  |

*Base: Total respondents (1,009)*

**In total, how many different magazine apps have you downloaded onto your mobile device?**

|              |     |
|--------------|-----|
| 1-5          | 74% |
| 6-10         | 20  |
| 11-15        | 4   |
| More than 15 | 2   |

*Base: Total respondents (1,009)*

**Do you typically read only the current issues of electronic magazines, or do you read back issues as well?**

|  |     |
|--|-----|
| I only read current issues                         | 45% |
| I read current issues and some back issues as well | 55  |

*Base: Total respondents (1,009)*

**On average, how many different times do you access the same electronic issue of a particular magazine?**

|           |     |
|-----------|-----|
| 1         | 14% |
| 2         | 40  |
| 3         | 29  |
| 4         | 8   |
| 5 or more | 9   |

*Base: Total respondents (1,009)*

**How often do you typically read or tap on advertisements appearing in electronic magazines?**

|           |    |
|-----------|----|
| Always    | 4% |
| Usually   | 14 |
| Sometimes | 55 |
| Never     | 27 |

*Base: Total respondents (1,009)*

**Which of the following statements best describe the ways in which you have purchased electronic issues of magazines?**

|  |     |
|--|-----|
| I have downloaded free electronic issues of a magazine   | 69% |
| I have purchased single electronic issues of a magazine  | 38  |
| I have access to the electronic issues of a magazine through my subscription to the printed version of that magazine | 32  |
| I have purchased an electronic subscription to a magazine for multiple issues  | 31  |

*Base: Total respondents (1,009); Multiple responses*

**Do you typically know in advance what electronic magazines you are looking for, or do you choose magazines based on what is on the cover of the magazine or the articles featured in that particular issue?**

|  |     |
|--|-----|
| I look for specific magazines  | 54% |
| I choose electronic issues of magazines based on the cover or articles | 18  |
| Both   | 28  |

*Base: Total respondents (1,009)*

**There are now a number of electronic magazine newsstands available, where you can browse different magazines and easily download apps for those magazines. Have you ever visited any of the following electronic newsstands?**

|  |     |
|--|-----|
| Apple’s new magazine newsstand in OS 5.0 | 48% |
| Some other electronic newsstand          | 21  |
| The Zinio newsstand                      | 12  |
| None of these                            | 36  |

*Base: Total respondents (1,009); Multiple responses*

**Now that you can visit electronic newsstands, do you spend more time, less time, or about the same amount of time browsing printed copies of magazines at traditional newsstands, grocery stores or other retail outlets?**

|                               |     |
|-------------------------------|-----|
| More time                     | 20% |
| Less time                     | 37  |
| About the same amount of time | 43  |

*Base: Total respondents visiting electronic newsstands (647)*

**Which of the following features would be most important to you if you were visiting an electronic magazine newsstand?**

|  |     |
|--|-----|
| The ability to easily search for a magazine I was specifically looking for                                 | 79% |
| The ability to buy single electronic issues of a magazine  | 57  |
| The ability to read select articles in a magazine before I decided to purchase the electronic issue        | 55  |
| The table of contents for an issue so I could see everything that was featured in that issue               | 48  |
| The opportunity to search for new magazines that I wasn’t familiar with based on my own personal interests | 47  |
| The ability to buy single back issues of a magazine  | 38  |
| The ability to subscribe to multiple electronic issues from one place                                      | 33  |
| The ability to give a print or digital subscription to someone as a gift                                   | 21  |
| The ability to subscribe to the printed version of the magazine  | 16  |
| Videos of the magazine’s editor telling me a little bit about the magazine                                 | 13  |
| None of these  | 4   |

*Base: Total respondents (1,009); Multiple responses*

**Some magazine apps are advertised as “free”, but after you download the app you are asked to pay a price to access an issue or subscribe to the magazine. Which of the following statements best describe how you feel about this?**

|   |     |
|---|-----|
| It’s confusing, and the magazine should tell you up front what the real cost is             | 77% |
| It’s no big deal, I can always decide if I want to pay or not after I’ve downloaded the app | 23  |

*Base: Total respondents (1,009)*

**To what extent do you agree or disagree with each of the following statements about downloading and navigating electronic magazines?**

- It is easy to access a magazine app from iTunes or other electronic newsstand

|                   |     |
|-------------------|-----|
| Strongly agree    | 40% |
| Somewhat agree    | 45  |
| Somewhat disagree | 5   |
| Strongly disagree | 1   |
| No opinion        | 9   |

*Base: Total respondents (1,009)*

- The time it takes to download a magazine app is reasonable

|                   |     |
|-------------------|-----|
| Strongly agree    | 36% |
| Somewhat agree    | 53  |
| Somewhat disagree | 7   |
| Strongly disagree | 1   |
| No opinion        | 3   |

*Base: Total respondents (1,009)*

- It would be great if all magazine apps had the same functions and navigational features

|                   |     |
|-------------------|-----|
| Strongly agree    | 44% |
| Somewhat agree    | 45  |
| Somewhat disagree | 6   |
| Strongly disagree | 2   |
| No opinion        | 3   |

*Base: Total respondents (1,009)*

**Summary Table: Downloading & Navigating (Total Agree)**

|   |     |
|---|-----|
| It would be great if all magazine apps had the same functions and navigational features | 89% |
| The time it takes to download a magazine app is reasonable                              | 89  |
| It is easy to access a magazine app from iTunes or other electronic newsstand           | 85  |

*Base: Total respondents (1,009); Total agree = Strongly/Somewhat agree*

**To what extent do you agree or disagree with each of the following statements about electronic magazine content?**

- Pictures and photo galleries enhance my reading experience

|                   |     |
|-------------------|-----|
| Strongly agree    | 41% |
| Somewhat agree    | 46  |
| Somewhat disagree | 7   |

|                   |   |
|-------------------|---|
| Strongly disagree | 1 |
| No opinion        | 5 |

*Base: Total respondents (1,009)*

- I would like to see more videos in electronic magazines

|                   |     |
|-------------------|-----|
| Strongly agree    | 17% |
| Somewhat agree    | 37  |
| Somewhat disagree | 25  |
| Strongly disagree | 9   |
| No opinion        | 12  |

*Base: Total respondents (1,009)*

- I want to control the playing of videos rather than having them play automatically

|                   |     |
|-------------------|-----|
| Strongly agree    | 61% |
| Somewhat agree    | 27  |
| Somewhat disagree | 6   |
| Strongly disagree | 1   |
| No opinion        | 5   |

*Base: Total respondents (1,009)*

- I prefer short videos (less than one minute) rather than longer videos

|                   |     |
|-------------------|-----|
| Strongly agree    | 28% |
| Somewhat agree    | 42  |
| Somewhat disagree | 16  |
| Strongly disagree | 4   |
| No opinion        | 10  |

*Base: Total respondents (1,009)*

- I would like more music content in electronic magazines

|                   |     |
|-------------------|-----|
| Strongly agree    | 14% |
| Somewhat agree    | 31  |
| Somewhat disagree | 25  |
| Strongly disagree | 12  |
| No opinion        | 18  |

*Base: Total respondents (1,009)*

- There is just too much magazine content available in electronic form

|                   |    |
|-------------------|----|
| Strongly agree    | 6% |
| Somewhat agree    | 17 |
| Somewhat disagree | 36 |
| Strongly disagree | 27 |
| No opinion        | 14 |

*Base: Total respondents (1,009)*

- I prefer reading the electronic versions of magazines versus printed copies

|                   |     |
|-------------------|-----|
| Strongly agree    | 19% |
| Somewhat agree    | 34  |
| Somewhat disagree | 28  |
| Strongly disagree | 9   |
| No opinion        | 10  |

*Base: Total respondents (1,009)*

- I like a magazine's electronic version to be just like the printed magazine

|                   |     |
|-------------------|-----|
| Strongly agree    | 25% |
| Somewhat agree    | 41  |
| Somewhat disagree | 22  |
| Strongly disagree | 5   |
| No opinion        | 7   |

*Base: Total respondents (1,009)*

- I want to be able to archive an article or entire issue

|                   |     |
|-------------------|-----|
| Strongly agree    | 43% |
| Somewhat agree    | 40  |
| Somewhat disagree | 8   |
| Strongly disagree | 2   |
| No opinion        | 7   |

*Base: Total respondents (1,009)*

- Having the ability to forward an article or issue to someone else would be a plus

|                   |     |
|-------------------|-----|
| Strongly agree    | 41% |
| Somewhat agree    | 45  |
| Somewhat disagree | 7   |
| Strongly disagree | 2   |
| No opinion        | 5   |

*Base: Total respondents (1,009)*

- I would like the electronic version of a magazine to deliver more updated information than the printed copy

|                   |     |
|-------------------|-----|
| Strongly agree    | 32% |
| Somewhat agree    | 45  |
| Somewhat disagree | 11  |
| Strongly disagree | 2   |
| No opinion        | 10  |

*Base: Total respondents (1,009)*

- I would be willing to pay a fixed amount for total access to a magazine’s content across any device or platform that I chose to use (for example: Tablet, eReader, Smartphone, printed copies of the magazine, etc.)

|                   |     |
|-------------------|-----|
| Strongly agree    | 30% |
| Somewhat agree    | 43  |
| Somewhat disagree | 15  |
| Strongly disagree | 4   |
| No opinion        | 8   |

*Base: Total respondents (1,009)*

- I prefer to pay just for the magazine content that I choose to access vs. an all-access plan

|                   |     |
|-------------------|-----|
| Strongly agree    | 20% |
| Somewhat agree    | 37  |
| Somewhat disagree | 23  |
| Strongly disagree | 8   |
| No opinion        | 11  |

*Base: Total respondents (1,009)*

- I would be willing to pay more for an electronic magazine than the printed version because it is a more engaging and interactive experience

|                   |    |
|-------------------|----|
| Strongly agree    | 8% |
| Somewhat agree    | 18 |
| Somewhat disagree | 30 |
| Strongly disagree | 37 |
| No opinion        | 7  |

*Base: Total respondents (1,009)*

- I would like to see more electronic newsstands that offered a variety of different magazines to download

|                   |     |
|-------------------|-----|
| Strongly agree    | 31% |
| Somewhat agree    | 45  |
| Somewhat disagree | 9   |
| Strongly disagree | 3   |
| No opinion        | 12  |

*Base: Total respondents (1,009)*

**Summary Table: Electronic Magazine Content (Total Agree)**

|  |     |
|--|-----|
| I want to control the playing of videos rather than having them play automatically | 88% |
| Pictures and photo galleries enhance my reading experience                         | 87  |
| Having the ability to forward an article or issue to someone else would be a plus  | 86  |
| I want to be able to archive an article or entire issue                            | 83  |

|  |    |
|--|----|
| I would like the electronic version of a magazine to deliver more updated information than the printed copy  | 77 |
| I would like to see more electronic newsstands that offered a variety of different magazines to download   | 76 |
| I would be willing to pay a fixed amount for total access to a magazine's content across any device or platform that I chose to use (for example: Tablet, eReader, Smartphone, printed copies of the magazine, etc.) | 73 |
| I prefer short videos (less than one minute) rather than longer videos   | 70 |
| I like a magazine's electronic version to be just like the printed magazine  | 66 |
| I prefer to pay just for the magazine content that I choose to access vs. an all-access plan   | 57 |
| I would like to see more videos in electronic magazines  | 54 |
| I prefer reading the electronic versions of magazines versus printed copies  | 53 |
| I would like more music content in electronic magazines  | 44 |
| I would be willing to pay more for an electronic magazine than the printed version because it is a more engaging and interactive experience  | 26 |
| There is just too much magazine content available in electronic form   | 23 |

Base: Total respondents (1,009); Total agree = Strongly/Somewhat agree

**To what extent do you agree or disagree with each of the following statements about the advertising that appears in electronic magazines?**

- Electronic advertisements are an important part of an electronic magazine

|                   |     |
|-------------------|-----|
| Strongly agree    | 10% |
| Somewhat agree    | 34  |
| Somewhat disagree | 29  |
| Strongly disagree | 20  |
| No opinion        | 7   |

Base: Total respondents (1,009)

- Electronic ads allow me to customize an ad's content to my own personal needs

|                   |    |
|-------------------|----|
| Strongly agree    | 9% |
| Somewhat agree    | 33 |
| Somewhat disagree | 25 |
| Strongly disagree | 13 |
| No opinion        | 20 |

Base: Total respondents (1,009)

- Electronic ads typically provide more information than there is available in a printed ad

|                   |     |
|-------------------|-----|
| Strongly agree    | 11% |
| Somewhat agree    | 40  |
| Somewhat disagree | 22  |
| Strongly disagree | 11  |
| No opinion        | 16  |

Base: Total respondents (1,009)

- Electronic ads are fun to engage and interact with

|                   |     |
|-------------------|-----|
| Strongly agree    | 10% |
| Somewhat agree    | 26  |
| Somewhat disagree | 31  |
| Strongly disagree | 24  |
| No opinion        | 9   |

*Base: Total respondents (1,009)*

- I find that electronic ads are usually pretty annoying

|                   |     |
|-------------------|-----|
| Strongly agree    | 32% |
| Somewhat agree    | 39  |
| Somewhat disagree | 19  |
| Strongly disagree | 4   |
| No opinion        | 6   |

*Base: Total respondents (1,009)*

- I would be interested in the ability to purchase products and services directly from the advertisements I see in electronic magazines

|                   |     |
|-------------------|-----|
| Strongly agree    | 16% |
| Somewhat agree    | 43  |
| Somewhat disagree | 18  |
| Strongly disagree | 12  |
| No opinion        | 11  |

*Base: Total respondents (1,009)*

- I would be interested in the ability to purchase products and services directly from articles and features that I read in electronic magazines

|                   |     |
|-------------------|-----|
| Strongly agree    | 21% |
| Somewhat agree    | 49  |
| Somewhat disagree | 14  |
| Strongly disagree | 8   |
| No opinion        | 8   |

*Base: Total respondents (1,009)*

### **Summary Table: Advertising (Total Agree)**

|  |     |
|--|-----|
| I find that electronic ads are usually pretty annoying   | 71% |
| I would be interested in the ability to purchase products and services directly from articles and features that I read in electronic magazines | 70  |
| I would be interested in the ability to purchase products and services directly from the advertisements I see in electronic magazines          | 59  |

|   |    |
|---|----|
| Electronic ads typically provide more information than there is available in a printed ad | 52 |
| Electronic advertisements are an important part of an electronic magazine                 | 44 |
| Electronic ads allow me to customize an ad's content to my own personal needs             | 42 |
| Electronic ads are fun to engage and interact with  | 36 |

*Base: Total respondents (1,009); Total agree = Strongly/Somewhat agree*

**Do you plan on giving a mobile device to anyone this holiday season that would allow them to read the electronic versions of magazines?**

|     |     |
|-----|-----|
| Yes | 37% |
| No  | 63  |

*Base: Total respondents (1,009)*

**Would you like the ability to include a pre-loaded gift card for a subscription to an electronic magazine with that mobile device?**

|     |     |
|-----|-----|
| Yes | 82% |
| No  | 18% |

*Base: Total respondents planning on giving a mobile device as a gift this holiday season (377)*

**Have you pre-ordered an Amazon Kindle Fire either for yourself or to give as a gift?**

|     |     |
|-----|-----|
| Yes | 12% |
| No  | 88  |

*Base: Total respondents (1,009)*

## Respondent Profile

### Gender

|        |     |
|--------|-----|
| Male   | 49% |
| Female | 51  |

### Age

|             |     |
|-------------|-----|
| 18-24       | 23% |
| 25-29       | 21  |
| 30-34       | 13  |
| 35-39       | 9   |
| 40-44       | 6   |
| 45-49       | 6   |
| 50-54       | 7   |
| 55-59       | 6   |
| 60-64       | 5   |
| 65 or older | 2   |

### Household Income

|                       |    |
|-----------------------|----|
| Less than \$25,000    | 7% |
| \$25,000 - \$34,999   | 10 |
| \$35,000 - \$49,999   | 11 |
| \$50,000 - \$74,999   | 18 |
| \$75,000 - \$99,999   | 15 |
| \$100,000 - \$149,999 | 17 |
| \$150,000 - \$199,999 | 6  |
| \$200,000 or more     | 5  |
| Prefer not to say     | 11 |

### Marital Status

|                                |     |
|--------------------------------|-----|
| Married or living with someone | 57% |
| Divorced/Separated             | 6   |
| Single (never married)         | 35  |
| Widowed                        | 1   |
| Prefer not to say              | 1   |

### Employment Status

|                     |     |
|---------------------|-----|
| Employed, full-time | 60% |
| Employed, part-time | 14  |
| Homemaker           | 4   |
| Retired             | 7   |
| Unemployed          | 4   |
| Other               | 8   |
| Prefer not to say   | 3   |

**Education**

|                                |    |
|--------------------------------|----|
| Did not graduate high school   | 1% |
| High school graduate           | 8  |
| Some college, did not graduate | 23 |
| College graduate               | 42 |
| Post graduate                  | 24 |
| Prefer not to say              | 2  |

**Geographic Area of Residence**

|           |     |
|-----------|-----|
| Northeast | 26% |
| Midwest   | 22  |
| South     | 28  |
| West      | 24  |

**Race**

|                                  |     |
|----------------------------------|-----|
| White                            | 80% |
| Black/African American           | 4   |
| American Indian or Alaska Native | 1   |
| Asian                            | 10  |
| Other                            | 5   |

**Spanish/Hispanic Origin**

|     |     |
|-----|-----|
| Yes | 12% |
|-----|-----|

## Complete Press Coverage

**iPad Magazine Readers to Publishers: More, Please** (AllThingsD)

<http://allthingsd.com/20111120/ipad-magazine-readers-to-publishers-more-please/>

**MPA Releases Benchmark Magazine Mobile Media Study**

**"The Magazine Mobile Reader" Is the First Study to Look Exclusively at Tablet and E-Reader Owners Who Consume Digital Magazines** (MARKETWIRE)

<http://www.marketwatch.com/story/mpa-releases-benchmark-magazine-mobile-media-study-2011-11-21>

**Survey: Tablet users love digital magazines, want to buy directly from ads** (TabTimes)

<http://tabtimes.com/news/ittech-stats-research/2011/11/22/survey-tablet-users-love-digital-magazines-want-buy-directly>

**Study: Tablets Increase Engagement With Magazines** (MIN online)

[http://www.minonline.com/news/Study-Tablets-Increase-Engagement-With-Magazines\\_19440.html](http://www.minonline.com/news/Study-Tablets-Increase-Engagement-With-Magazines_19440.html)

**Those Reading Digital Magazines on iPads Want More Says Survey** (ITProPortal)

<http://www.itproportal.com/2011/11/22/those-reading-digital-magazines-ipads-want-more-says-survey/>

**MPA: Majority Of Digital Magazine Readers Want In-App, E-Commerce Features** (paidContent.org)

<http://paidcontent.org/article/419-mpa-majority-of-digital-magazine-readers-want-in-app-e-commerce-feature/>

**Majority Of Readers Access Digital Magazine Content, Ads** (MediaPost)

<http://www.mediapost.com/publications/article/162780/majority-of-readers-access-digital-magazine-content.html>

**Survey: Magazine e-readers want more digital content** (Poynter)

<http://www.poynter.org/latest-news/mediawire/153824/survey-magazine-e-readers-want-more-to-digital-content/>

**Survey suggests iPad users want more magazines on tablet** (appolicious)

<http://www.appolicious.com/tech/articles/10268-survey-suggests-ipad-users-want-more-magazines-on-tablet>

**MPA: Tablet users consuming more magazine content** (BtoB MEDIA Business)

<http://www.btobonline.com/article/20111121/MEDIABUSINESS10/311219993/mpa-tablet-users-consuming-more-magazine-content>



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