

Owners of Electronic Book Readers Tend to be Well-Educated and Financially Upscale

--Heavy Internet Users in Forefront of E-Reading--

NEW YORK, NY, December 1st, 2009—The approximately 2.1 million U.S. adults who own electronic book readers are more likely than the average adult to be well-educated and have high incomes, according to the most recent data from Mediamark Research & Intelligence (MRI). They are also far more likely to be heavy Internet users.

At 56.3% of e-reader users, men outnumber women (43.7%). Adults ages 35-54 are the “sweet spot” for this product, as they are 20% more likely than the average adult to own an e-reader.

E-book owners are 11% more likely than the average adult to own their home and are 87% more likely to have a household income of \$100,000 or higher annually. They are also 111% more likely to have obtained a Bachelor’s or post-graduate degree.

E-book owners are particularly Web-centric; they are 116% more likely than the average adult to be a heavy Internet user. Moreover, they are 199% more likely to have accessed the Internet using a WiFi or wireless connection outside the home and 154% more likely to have accessed the Internet using a cell phone or other mobile device.

“Clearly, users of the current generation of e-readers are highly educated, upscale and Internet savvy,” said Anne Marie Kelly, SVP, Marketing & Strategic Planning, at Mediamark Research & Intelligence. “With Sony preparing to ship its Reader Daily Edition and Barnes & Noble about to enter the market with its Nook product, it will be interesting to see how quickly e-books catch on in greater numbers with the more mainstream population.”

Profile of U.S. Electronic Book-Reader Owners	
Percent More Likely Than Average U.S. Adult to....	
Have accessed the Internet outside the home via WiFi or wireless connection (in last 30 days).	199%
Have household income of \$100,000 or more annually.	87%
Have accessed the Internet with a cell phone or other mobile device (in last 30 days).	154%
Be a Heavy Internet User.	116%
Have a Bachelor’s or Post-Graduate Degree.	111%
Be between the ages of 35-54.	20%
Be male	16%
Source: MRI's Fall 2009 Survey of the American Consumer.	

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from its *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.

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