

## Summary of 2012 Digital Use Survey Responses

### Respondent characteristics

#### Membership status

Overall 952 members (37%) and prospective members (61%) responded. Twenty did not enter an ID number, so their status is unknown.

#### Age group

- Less than 1% (7) are in the age group 18-24.
- Ten percent are in the age group 25-34.
- Forty-six percent are in the age group 35-54
- Forty-four percent are in the age group 55 and above.

#### Gender

- Information is not available on enough of the respondents to be useful.

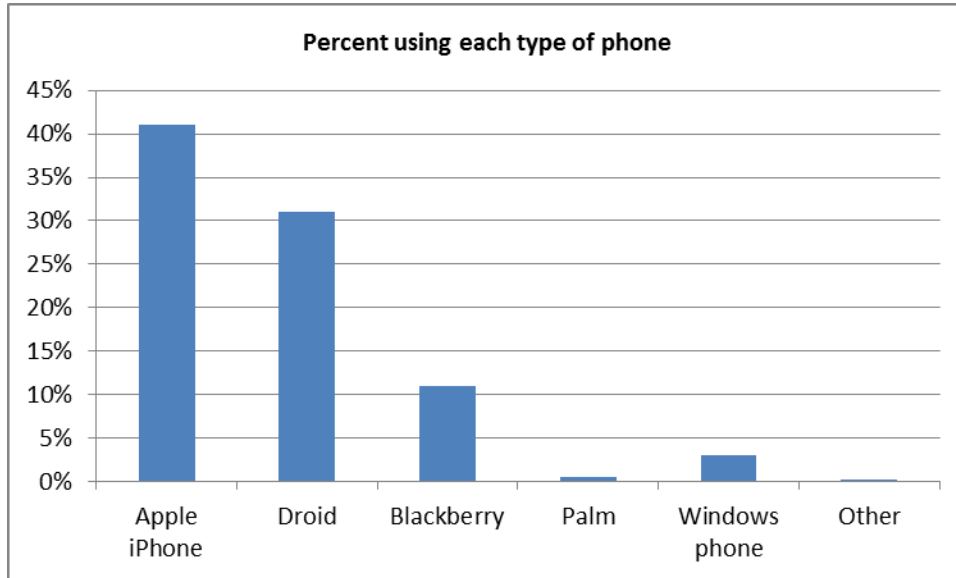
Overall age and member status do not seem to make a difference in the responses, so they are not broken out in the following summary.

### Survey Highlights

- High use of Smartphones; iPhones and Droids are reported by the highest percentages.
- Majority use Smartphones for both business and personal use.
- Virtually all use the phones to access the Internet.
- 50% prefer mobile versions of sites when accessing the Internet.
- iPads are by far reported by the highest percentage of e-readers/tablet users; they say they use them to read books and magazines. Yet, e-readers are not the preferred method of accessing books and magazines.
- A majority prefer to access print versions of books and magazines. (These may not be the same people who use e-readers.)
- Pluralities prefer to access articles and reports on their laptops/pcs.
- Facebook and YouTube are the top reported social media used by respondents.

## Smartphone Use

- Eighty one percent use a Smartphone. Of those 81%, the following operating systems are reported.



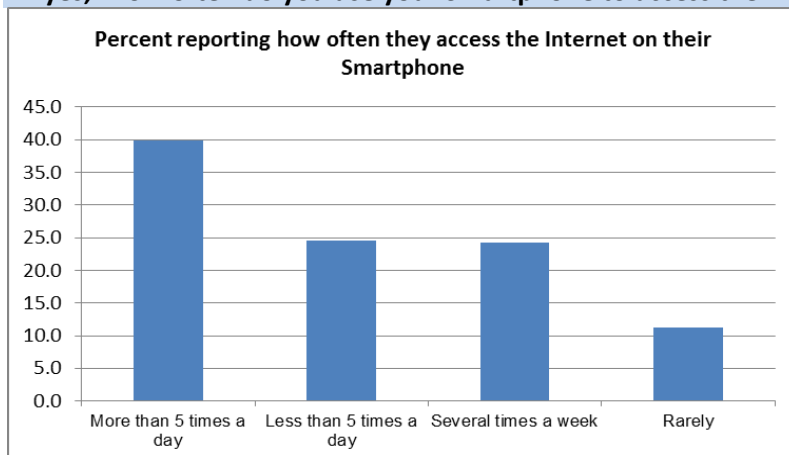
### Which statement best describes your use of the Smartphone?

- 75% report both business and personal use
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### Do you use your Smartphone to access the Internet?

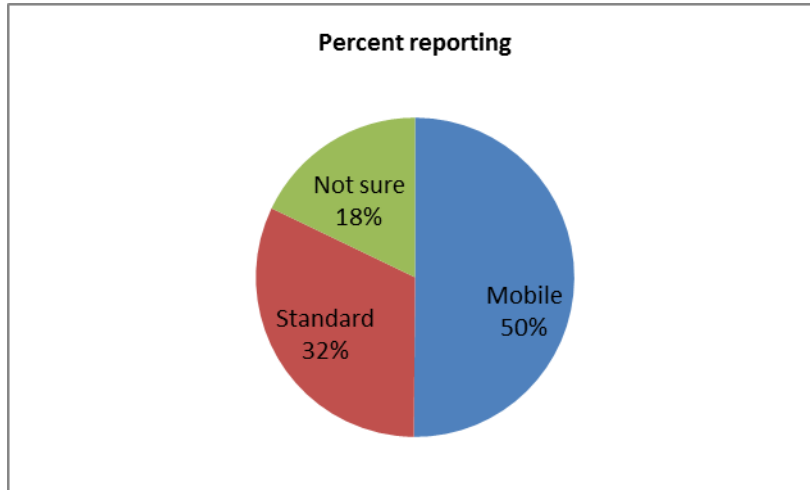
- 99% use it to access the internet

### If “yes,” how often do you use your Smartphone to access the Internet?



- There are differences in age groups with 60% of the 18-24 and 25-34 groups reporting they use it more than 5 times a day.

**When accessing the Internet on your Smartphone, do you prefer to access mobile versions of sites or the standard websites?**



**Do you access any apps on your Smartphone, e.g., NYT, WSJ, or Facebook, etc.?**

- 85% use apps on their Smartphone

**If you do not use a Smartphone, do you plan to use one in the next 12 months?**

- 84% reported that they do not plan to use one or are not sure.

**If you do not plan to use a Smartphone in the next 12 months, why not? (Check all applicable.)**

Of those who said they do not plan to use one or are not sure:

- 51% indicated they are too expensive
- 32% indicated that they don't like the technology (keys too small, screen too small, too complicated, etc.)
- The remainder gave other reasons, which varied considerably.

## E-readers/Tablets

Please check the box for each product that best describes any current and/or future use. (We are asking this question so that we can select platforms that best meet your needs for electronic publications.)

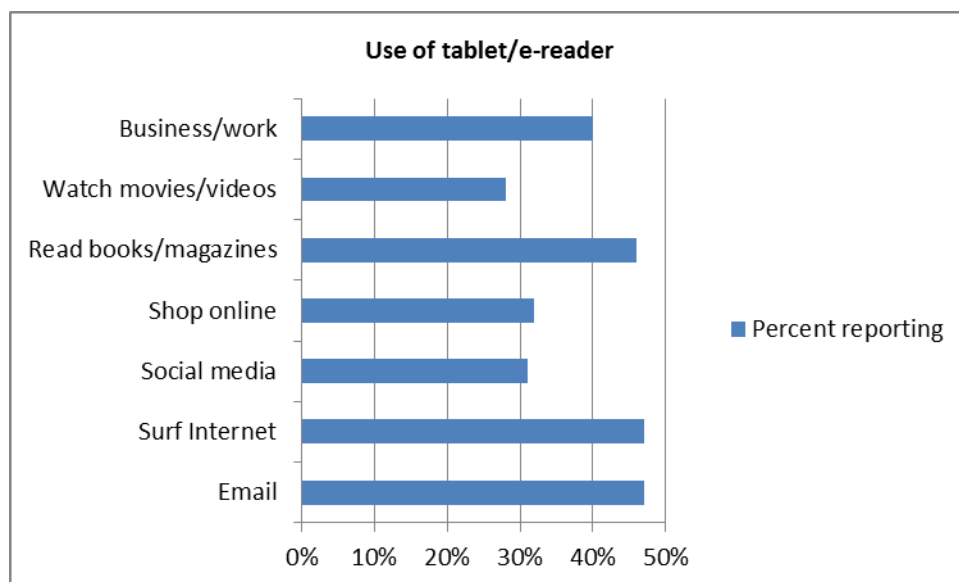
*These percentages will not add up to 100 because not everyone answered each question. The base used for the calculations is the total number of respondents.*

Tablets/e-readers	I have this product (%)	I do not have this product, but I plan to have one in the coming year (%)	I do not have this product and do NOT plan to have one in the coming year (%)
iPad (N=876)	44	19	37
Android Tablet (N=722)	10	11	79
Kindle Fire (with Internet) (N=726)	11	7	82
Kindle (No Internet except to access reading material) (N=708)	18	2	80
Nook Tablet (N=696)	5	3	92
Nook Color (No Internet except to access reading material) (N=688)	4	2	94
Other (N=424)	12	4	84

**If you checked “other,” please describe the type of e-reader.**

- Under “other” some wrote in what they are interested in buying; others wrote in that they don’t need an e-reader, etc.

**If you have a tablet/e-reader, how do you use it? (Check all applicable.)**

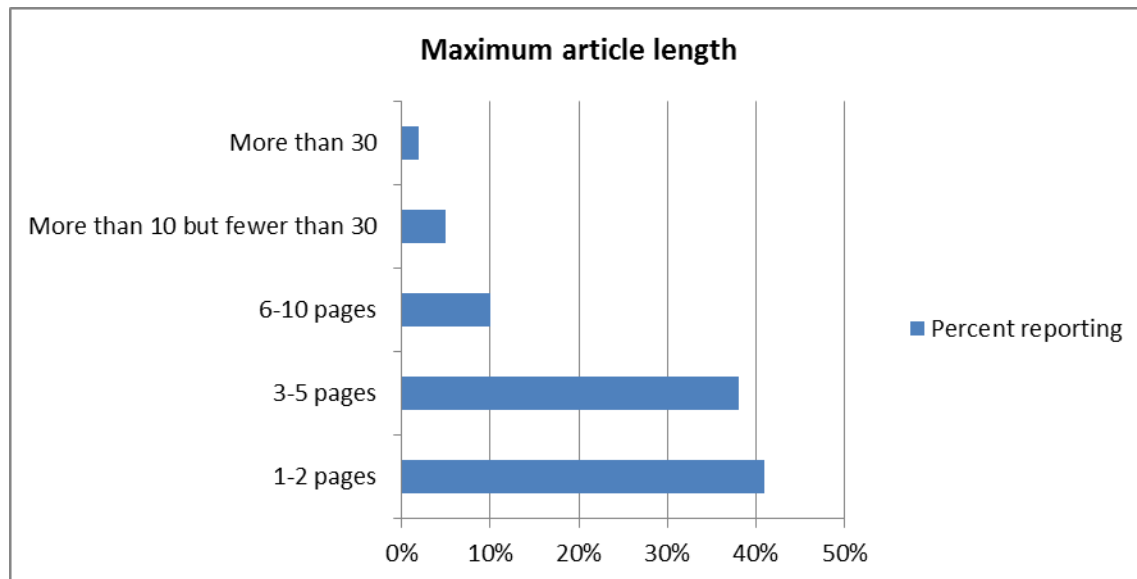


**Is length of article a factor in determining whether you will read using an e-reader or a tablet?**

Yes = 51%

No = 49%

If yes, please indicate the maximum length of article you will typically read. (There may be exceptions.)



Is length of book a factor in determining whether you will read using an e-reader or a tablet?

Yes = 16%

No = 84%

### Preferred Method for Accessing Content

Please indicate your preferred method of accessing each type of content. (Select only one method for each type of content.)

	Print version (%)	Smartphone or other mobile device (%)	E-reader (Kindle, Nook, Sony) (%)	Laptop/PC (%)	iPad, netbook (%)	MP3 player, iTunes (%)	Audiobook (%)
Articles	21	10	5	42	22	0	0
Magazines	61	3	5	14	17	0	0.1
Reports	33	3	2	44	14	0.5	3
Books	57	2	19	5	14	0.5	3

## Social Media Platforms

Please indicate whether you use or plan to use any of these social media platforms and for what purpose. (Check all applicable.)

*These percentages will not add up to 100 because not everyone answered each question. The base used for the calculations is the total number of respondents.*

Platform	I use for personal purposes (%)	I use for professional purposes (%)	I plan to use (%)	I do not use and do not plan to use (%)
Facebook	60	24	5	23
LinkedIn	21	53	5	24
Twitter	18	18	7	49
Myspace	3	0.4	0.3	75
YouTube	57	29	4	23
Pinterest	14	3	6	59
FourSquare	4	2	3	72
GoWalla	0	0	1	77
Flickr	10	5	3	63
Blogs	22	25	7	40
ICMA Knowledge Network	8	48	16	18
Gov Loop	2	9	10	57
Google Groups	16	15	5	53
Yahoo Groups	13	8	2	59
MeetUp.com	2	2	2	71
Other	2	2	1	27