

**For immediate release  
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### **Owners of e-book readers love their hardware, but are dissatisfied with content**

New research from YouGov reveals that owners of e-book readers rate the hardware components of the readers highly, but ratings are the lowest of all for the content attributes (quality and range of books and subscriptions). The results come from the first wave of YouGov's new research programme, The E-Reader Experience, a quarterly multi-client research programme launched by the Technology and Telecoms Consulting division.

The research highlights satisfaction, usage and attitudes towards electronic reading in the UK and is based upon pre-identified e-book reader owners and hot prospects in the UK. The research also identifies the demographics of current and future owners.

Specifically the top three rated quality attributes for e-readers are:

- the clarity of the screen
- the physical size and weight of the device
- the build quality of the device

By contrast those attributes that owners rate lowest are:

- the range of e-books / subscriptions
- the quality of the e-books / subscriptions available

“Whereas the first wave of purchasers are early technology adopters, what YouGov characterises as the “Tech Vanguard”, the second wave of purchasers, those likely to purchase in the run up to Christmas, are more likely to be younger, female and less tech savvy than current owners”, said Caroline Gaskin, Consulting Director at YouGov. She continued, “Our research shows they will also want a wider range of titles, in particular non-fiction and biographies.”

Potential purchasers are most aware of Sony (65%), Amazon (42%) and Apple (35%) and are likely to be looking to these companies to fulfil their hardware requirements, despite the fact that at the time of the research only one of these companies had a product released in the UK (Sony). Awareness of other current brands is significantly lower by comparison (e.g. BeBook - 15%, Borders – 5%).

“The lack of products from Amazon and Apple may inhibit this market in the short term” says Gaskin. “Prospective Apple purchasers are focused on style with prospective Amazon purchasers more interested in the range of e-books available”. There is a misplaced association in future purchasers’ minds between the arrival of the Kindle and the delivery of the full Amazon catalogue to the hardware. Sony prospects are focused on the reputation of the company and the style of their products.”

## Notes to editors

The E-Reader Experience is conducted quarterly. YouGov interviewed 3,214 respondents between 17<sup>th</sup> and 22<sup>nd</sup> July 2009. Of these, 318 respondents were e-book owners and 784 respondents were classified as 'serious purchase intenders'. All interviews were conducted online with YouGov panellists. Each interview was approximately 15-20 minutes in length.

### Enquiries:

Caroline Gaskin  
Director, Technology & Telecoms Consulting  
T: +44(0)20 7012 6000  
E: [caroline.gaskin@yougov.com](mailto:caroline.gaskin@yougov.com)

### General YouGov enquiries:

T: +44(0)20 7012 6000  
E: [info@yougov.com](mailto:info@yougov.com)  
W: [www.yougov.com](http://www.yougov.com)

## About YouGov Technology and Telecoms Consulting

YouGov has a dedicated team of specialists in technology and telecoms research, working with a wide variety of clients to deliver research and consultancy services. The team specialises in identifying low incidence consumer groups including early technology adopters that are often key to the launch strategy of new technology products and services. Other areas of expertise include brand profiling and tracking and customer satisfaction and loyalty.

### About YouGov

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

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