



ピュー・リサーチが、昨年12月27日にネットに『E-book Reading Jumps; Print Book Reading Declines』という調査記事をアップしているが、この調査が興味深いので、ここに要約しておきたい。

この調査は、16歳以上の米国人2252人を対象にしたインタビューによる調査で、過去12カ月間に読んだ本（電子、紙の両方）を聞いている。それによると、過去12カ月に本を読んだ人は75%で、その読書量は単純平均15冊、中央値は6冊。読まなかった人が25%いて、1冊だけが7%なので、約3分の1くらいの人間が、本とはまったく関係ない暮らしをしている。

また、電子書籍の読書が16%から23%に7ポイント増加したのに対し、プリント版書籍は72%から67%へと5ポイント減っている。電子書籍を読むデバイス（タブレット端末、電子書籍リーダー）は、2011年の18%から2012年末には33%と倍増している。

その内訳は、「iPad」や「Kindle Fire」のようなタブレット端末が2011年の15%から10ポイント上がって25%。「Kindle」や「Nook」のような電子書籍リーダーも2011年の9%から9ポイント上がって19%となっている。

それでは、以下、この調査記事から、一部の内容と、図表を転載させていただく。

Who read books in the past 12 months

In the new Pew Internet survey 75% of Americans ages 16 and older said they had read a book in any platform in the previous 12 months. That is not statistically significantly different from the 78% who in late 2011 said in a survey they had read a book in the previous 12 months. Of them:

- 89% of the book readers said they had read a printed book. This translates into 67% of all those ages 16 and older.

- ・ 30% of the book readers said they had read an e-book. This translates into 23% of all those ages 16 and older.

- ・ 17% of the book readers said they had listened to an audio book. This translates into 13% of all those ages 16 and older.

All told, those book readers consumed a mean (average) of 15 books in the previous 12 months and a median (midpoint) of 6 books ▪ in other words, half had read fewer than six and half had read more than six. That breaks down as follows:

- ・ 7% of Americans ages 16 and older read one book in the previous 12 months

- ・ 14% had read 2-3 books in that time block

- ・ 12% had read 4-5 books in that time block

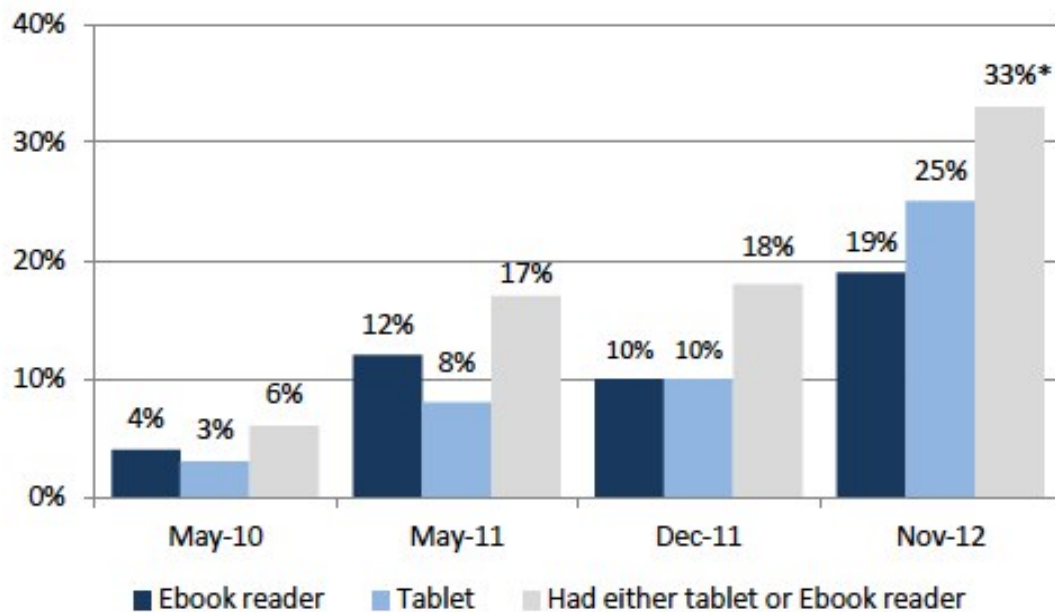
- ・ 15% had read 6-10 books in that time block

- ・ 13% had read 11-20 books in that time block

- ・ 14% had read 21 or more books in that time block

E-reading device ownership

% of Americans who own e-book readers, tablet computers, or at least one of those devices



Source: Most recent data from Pew Research Center Internet & American Life Project Library Services survey. October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for the total sample.

* Surveys for December 2011 and November 2012 involved those ages 16 and older. Previous samples were of adults age 18 and older.

Book readers

% of all Americans ages 16+ who read at least one book in the past 12 months either all or part of the way through (including those who read printed books and e-books and those who listen to audio books)

	Overall book reading population	Mean number of books (average among book readers)	Median number of books (midpoint among book readers)
Full sample (n=2,252)	75%	15	6
Men (n=1,059)	70	13	5
Women (n=1,193)	81*	17*	8
Age			
16-17 (n=101)	90****	13	5
18-29 (n=369)	80***	13	7
30-49 (n=369)	77**	16	7
50-64 (n=586)	72	15	6
65+ (n=531)	67	18*	7
Race/ethnicity			
White, Non-Hispanic (n=1,572)	78*	16*	8
Black, Non-Hispanic (n=243)	74*	11	5
Hispanic (n=277)	60	13	5
Annual household income			
Less than \$30,000/yr (n=629)	66	14	6
\$30,000-\$49,999 (n= 586)	78*	18	7
\$50,000-\$74,999 (n= 628)	81*	15	7
\$75,000+ (n=567)	84*	15	7
Education level			
No high school diploma (n=254)	55	10	5
High school grad (n=610)	66*	17*	5
Some College (n=562)	82**	13*	6
College + (n=812)	90***	18**	10
Urbanity			
Urban (n=721)	78	14	6
Suburban (n=1,090)	75	16	7
Rural (n=440)	72	17	7

Source: 2012 data from Pew Internet Library Services Survey, October 15 – November 10, 2012. N=2,252 people ages 16 and older. Interviews were conducted on landline and cell phones and in English and in Spanish. Margin of error is +/- 2.3 percentage points for the total sample and +/- 2.7 percentage points for recent readers.

* indicates statistically significant difference compared with others in same grouping

E-book readers

Among those who read at least one book in the past 12 months, the percentage who read at least one e-book in that time period

	December 2011 [^] (n=2,474 book readers)	November 2012 ^{^^} (n=1,754 book readers)	Change in percentage points
All readers	21	30	+9
Men	22	30	+8
Women	20	31	+11
Age			
16-17 (n=91)	13	28	+15
18-29	25	31	+6
30-49	25	41	+16
50-64	19	23	+4
65+	12	20	+8
Race/ethnicity			
White, Non-Hispanic	21	31	+10
Black, Non-Hispanic	19	30	+11
Hispanic	19	24	+5
Annual household income			
Less than \$30,000/yr	14	19	+5
\$30,000-\$49,999	18	28	+10
\$50,000-\$74,999	24	38	+14
\$75,000+	34	44	+10
Education level			
No high school diploma	11	21	+10
High school grad	15	20	+5
Some College	22	31	+9
College +	30	42	+12
Urbanity			
Urban	22	34	+12
Suburban	22	32	+10
Rural	17	20	+3

Source: 2012 data from Pew Internet Library Services Survey, October 15 – November 10, 2012. N=2,252 people ages 16 and older. Interviews were conducted on landline and cell phones and in English and in Spanish. Margin of error is +/- 2.7 percentage points for recent readers.

2011 data from Pew Internet Reading Habits Survey, November 16 – December 21, 2011. N=2,986 people ages 16 and older. Interviews were conducted on landline and cell phones and in English and in Spanish. Margin of error is +/- 2.3 percentage points for recent readers.

[^] In December 2011 survey, 78% of Americans ages 16+ had read a book in previous 12 months

^{^^} In November 2012 survey, 75% of Americans ages 16+ had read a book in previous 12 months

