A national survey of early adopters of e-book reading in Sweden

# Details

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## Sample

"E-book reading in the Swedish population was captured in a quantitative mail survey with a representative sample of the Swedish population aged between sixteen and eighty-five years old. The study is based on data collected in the Swedish national SOM surveys (Society, Opinion, Media) conducted in the autumn and winter of 2012." (Authors, in "Method and Data Collection")

## Implications For Stakeholders About

# Abstract

Reading literature is believed to be a cornerstone of democracy and good citizenship. With a decline in book reading and an increasing e-book market, it is of importance to follow the diffusion of e-book reading. Data were collected in a large-scale, mail survey of the Swedish population aged 16 to 85 years conducted in 2012. Analysis. Bivariate analysis was used to reveal groups of users with regard to demographics, book reading habits and the frequency of reading digital texts other than e-books. A multivariate analysis was conducted to reveal the explanatory power of the model. The small number of e-book readers found in the study indicates that we are at the beginning of the diffusion process. A limited number of demographic and other variables account for a significant part of the variation in e-book reading. The demographics of e-book readers differ both from traditional book readers and readers of digital newspapers and blogs. The penetration of reading devices in Sweden is high, which indicates a potential for e-book reading to expand and reach beyond the group of early adopters. But the development is also a question of available Swedish titles, not least in public libraries, currently the main channel for distribution to users.

# Outcome

"A limited number of demographic and other variables account for a significant part of the variation in e-book reading. The demographics of e-book readers differ both from traditional book readers and readers of digital newspapers and blogs. The penetration of reading devices in Sweden is high, which indicates a potential for e-book reading to expand and reach beyond the group of early adopters." (Authors, in Abstract)