

Trends in mobile phone ebook reading

The mobile phone is rising in popularity among UK and US readers, but abandon rates and sporadic use could be holding it back.

MOBILE PHONE USE



43%

have read part of an ebook on their mobile phones



"I read more on my mobile phone than I did a year ago."

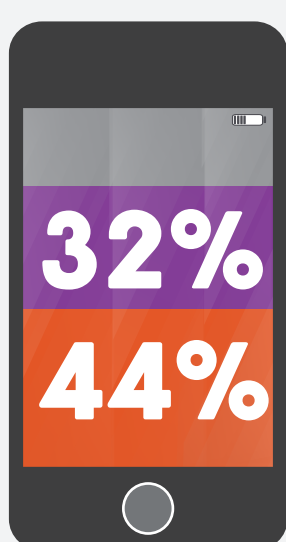


66%

"I read the same or less on my mobile phone than I did a year ago."



34%



"I regularly read whole books on my mobile."

"I read parts of books on my mobile but continue reading on another device or in print."

WHERE PEOPLE READ

* UK responses



At Home
47%



On Public Transit
47%



On Holiday
36%



At Work
21%



In the Bathroom
11%

READING HABITS & TIME



58%

say that they read books for **up to 30 minutes** in one sitting on their mobile phones.



61%

say that they read books on their mobile phones **less than once a week.**

For those that don't read on their mobiles

WHAT WOULD ENCOURAGE

MOBILE READING?

Nothing could encourage me to read on my mobile

50%

More suitable device

21%

Better apps

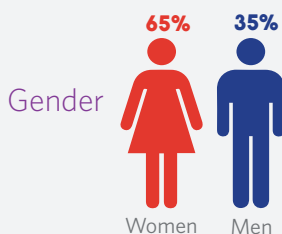
17%

Price promotions

15%



MOBILE READER DEMOGRAPHICS



Age

