

Pearson Foundation Survey on Students and Tablets 2012

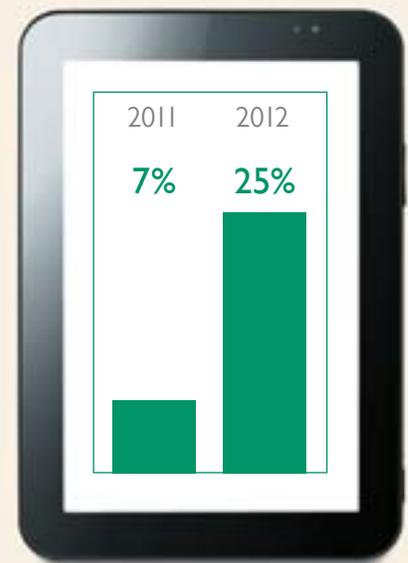
The Pearson Foundation's Second Annual Survey on Students and Tablets seeks to understand the ways that college students and high school seniors are using mobile technology, and their perceptions about the latest mobile devices available to them. The first annual survey was conducted in March 2011. This year's survey reveals dramatic changes in tablet ownership, usage, and attitudes.

Summary of Findings

This summary highlights the major conclusions from a nationally representative online poll of 1,206 college students and 204 college-bound high school seniors in the United States. The survey was conducted online by Harris Interactive on behalf of the Pearson Foundation between January 9 and January 27, 2012.

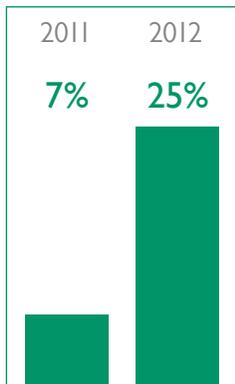
The major conclusions are as follows:

1. Tablet ownership among college students and college-bound high school seniors has more than tripled from a year ago. Further, a large number of students plan to purchase a tablet within the next six months.
2. College students and high school seniors believe that tablets are just as valuable for educational purposes as they are for personal entertainment.
3. Students agree that tablets will transform the way college students learn in the future.
4. More students are reading digital books, and a majority of college students now prefer to read digital books rather than print.



Tablet ownership among college students has more than tripled from a year ago, with one-quarter of college students now owning a standard tablet.

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1. Tablet ownership among college students and college-bound high school seniors has more than tripled from a year ago. Further, a large number of students plan to purchase a tablet within the next six months.

- ▶ Tablet ownership has more than tripled among college students since March 2011, with one-quarter of students now owning a standard tablet (25%), compared to only 7% in March 2011.
- ▶ Ownership of standard tablets among college-bound high school seniors has quadrupled from 4% in March 2011 to 17% in January 2012.
- ▶ Among college students, one-third (35%) of those who own a standard tablet also own an e-book reader or small tablet device.
- ▶ Almost one-half of current tablet owners (46%) say that they intend to purchase another tablet within the next six months.



2. College students and high school seniors believe that tablets are just as valuable for educational purposes as they are for personal entertainment.

- ▶ Almost all college students (90%) who are tablet owners say that tablets are valuable for educational purposes.
- ▶ Nearly nine in ten of both college students (86%) and high school seniors (87%) believe that tablets are very or somewhat valuable for educational purposes, which is an increase from the previous year. The same proportion of students believes that tablets are very or somewhat valuable for personal entertainment (college students: 88%, high school seniors: 86%).
- ▶ More than six in ten college students and high school seniors agree that tablets help students to study more efficiently (66% and 64%) and help students to perform better in classes (64% and 63%).



3. Students agree that tablets will transform the way college students learn in the future.

- ▶ College students (63%) and high school seniors (69%) believe that tablets will effectively replace textbooks as we know them today within the next five years.
- ▶ Large majorities of college students and high school seniors believe that tablets encourage students to buy digital textbooks instead of print textbooks (83% and 86%).
- ▶ Around eight in ten college students and high school seniors agree that tablets make learning more fun (78% and 84%), and that they can greatly enhance the college learning experience (77% and 80%).

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4. More students are reading digital books, and a majority of college students now prefer to read digital books rather than print.

- Seven in ten college students (70%) have read digital textbooks, compared to 62% a year ago.
- Six in ten high school seniors (58%) have read digital textbooks, compared to 41% a year ago.
- Among those students who had previously read a digital textbook, eight in ten college students (81%) and two-thirds of high school seniors (66%) have read a digital textbook this school year (since September 2011).
- Almost six in ten college students prefer a digital format when reading books for fun (57%) or textbooks for class (58%), while one-third say that they prefer print. This is a reversal from last year, when more students preferred print over digital. This trend can be seen among high school seniors as well, and is mostly driven by an increase in the preference to use tablets for reading.

Survey Methodology

The survey was conducted online within the United States by Harris Interactive on behalf of the Pearson Foundation between January 9 and January 27, 2012. The survey was conducted among 1,206 college students and 204 college-bound high school seniors. Qualified college students were U.S. residents between the ages of 18 and 30 who were enrolled in a two-year college, four-year college or university, or graduate school. Qualified college-bound high school seniors were U.S. residents age 17 or 18, enrolled as seniors in high school and intending on enrolling in a two-year or four-year college upon graduation. This online survey is not based on probability sampling and therefore no estimates of theoretical sampling error can be calculated. The Pearson Foundation will make the full methodology including weighting variables, cross tabulations, and the underlying SPSS data file available upon request.

A “Detailed Tables” document providing answers to each survey question, segmented by population, is available upon request.

When referenced in publications, the source of this copyrighted survey should be cited as Pearson Foundation Survey on Students and Tablets. For details, please contact media@pearsonfoundation.org.

The Pearson Foundation Survey series has addressed early literacy, community college, literacy, philanthropy and, again in 2012, tablet usage.

About the Pearson Foundation

The Pearson Foundation is an independent 501(c)(3) nonprofit organization that aims to make a difference by promoting literacy, learning and great teaching. The Pearson Foundation collaborates with leading businesses, nonprofits and education experts to share good practice; foster innovation; and find workable solutions to the educational disadvantages facing young people and adults across the globe. More information on the Pearson Foundation can be found at www.pearsonfoundation.org.