



“First National Survey on Consumption of Digital Media and Reading”

November 2015



Methodological Note

Surveys with two different audiences in urban areas of Mexico:



Young people in general: People between 12 and 29 years of age, regardless of their occupation

- **Door-to-door, face-to-face survey**
- **Sample size: 2,081 cases** (95% confidence level and +/- 2.1% margin of error)



College Students: Undergraduate and graduate students of both public and private higher education institutions

- **Face-to-face survey at educational institutions**
- **Sample size: 2,102 cases** (95% confidence level and +/- 2.1% margin of error)

- **Nationally representative samples focused on six geographic regions**
- **Fieldwork: From August 24 through September 9, 2015**

The study was conducted by CINCO (Consultores en Investigación y Comunicación, S.C.), with over 30 years of experience. CINCO is an active member of the AMAI (Asociación Mexicana de Agencias de Inteligencia de Mercado y Opinión - Mexican Association of Market Intelligence and Opinion Agencies). Since 2002 it has been certified for having complied with all ESIMM's (Estándar de Servicios para la Investigación de Mercados en México - Standard of Service for the Market Research in Mexico) requirements for quantitative and qualitative studies.

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The Scope of the Internet

Young people from Mexican urban areas have a high Internet penetration.

87%

is an Internet user.

33% more than the national average (54% of the total population according to the AMIPCI 2015 Internet Usage Habits survey).



On average, young people use the Internet a quarter of the day.



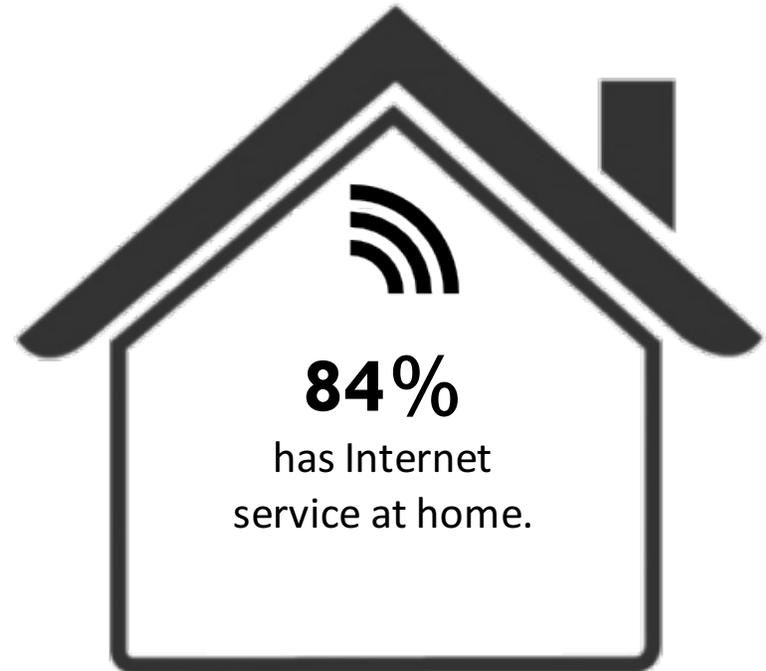
6.1 hrs.

Weekdays



8.1 hrs.

Weekends



Smartphone — The Favorite Device

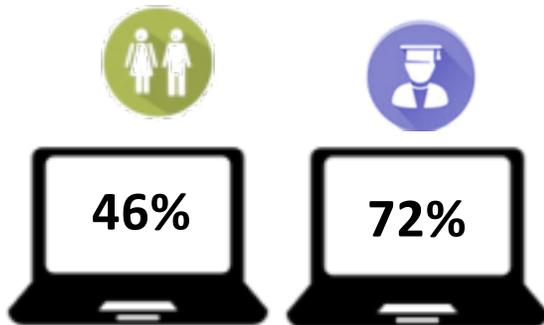


has a personal smartphone to access the Internet.

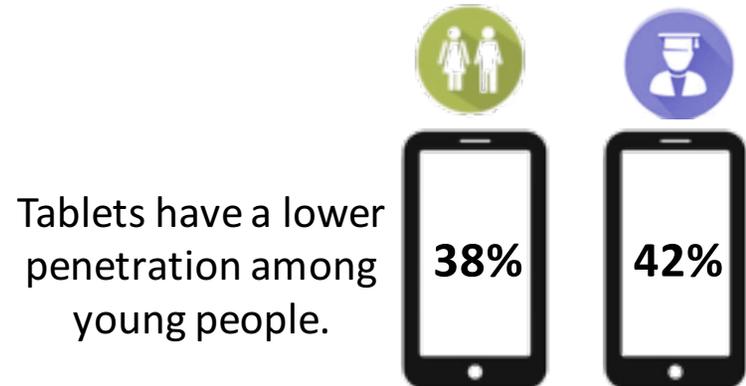
73% has Internet access from their cell phone, mainly using prepaid services (68%).



The average amount paid for this service is MXN \$192.00 monthly.



Laptops are more popular among college students



Tablets have a lower penetration among young people.

Smartphone — A Basic Necessity

The smartphone has a high functional and emotional value for young people, since it practically meets all their digital needs, and it is readily accessible.



The popularity of this device is likely changing the information and reading consumption habits of young people, who are becoming more accustomed to short, more visual and more diversified contents.

Digital Media Applications

The main uses of digital media are interpersonal communication (chats) and social networking activity.



Chatting



85%

Social networking activity



55%

Investigating issues of personal interest



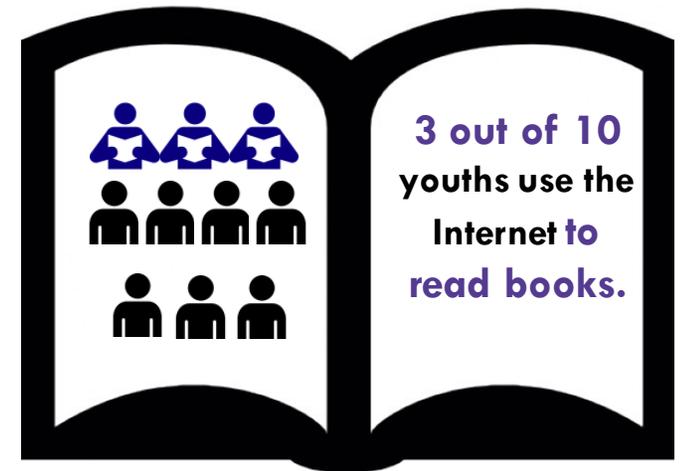
Breaking news information

For college students they are an important tool for their academic activities as well as a platform for research and reading approach.



- 90% uses the Internet for school activities.
- 69% usually investigates issues of personal interest on the Internet.
- 60% consumes news contents on the Internet.
- 4 out of 10 students usually read on-line books.

These media also represent tools for reading approach.



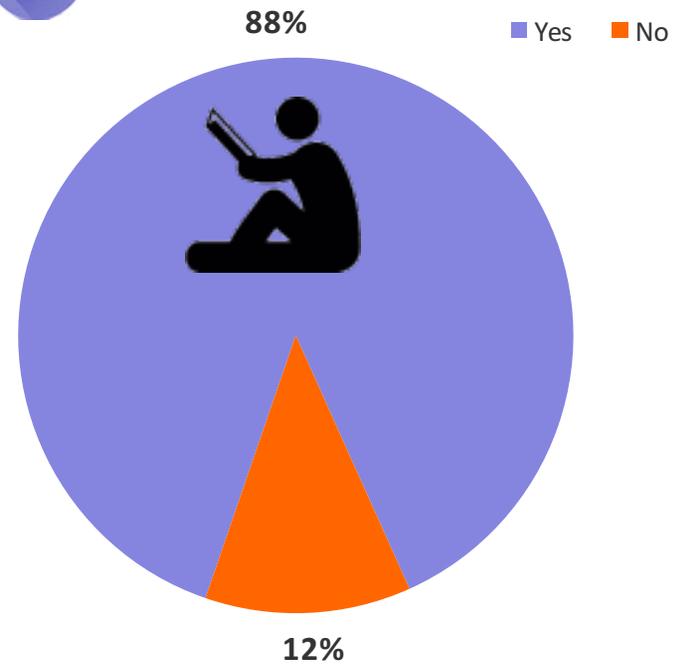
Love of Reading

Most young people do express their love of reading.

Do you like reading—either on the Internet or on a digital or printed format?



n= 2,081

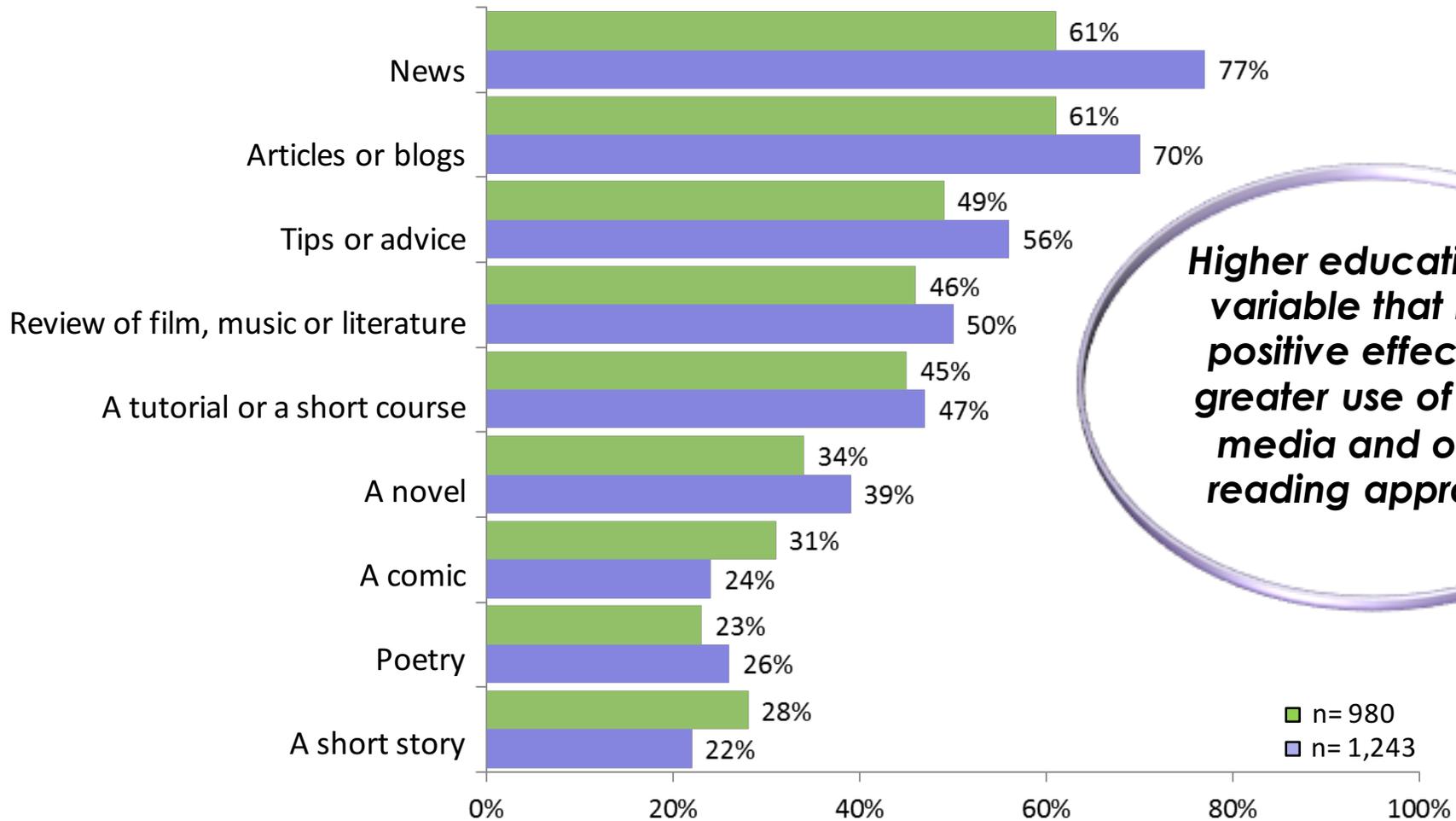


n= 2,102

Type of Reading

 Young People in General  College Students

In the last two weeks, did you read...?



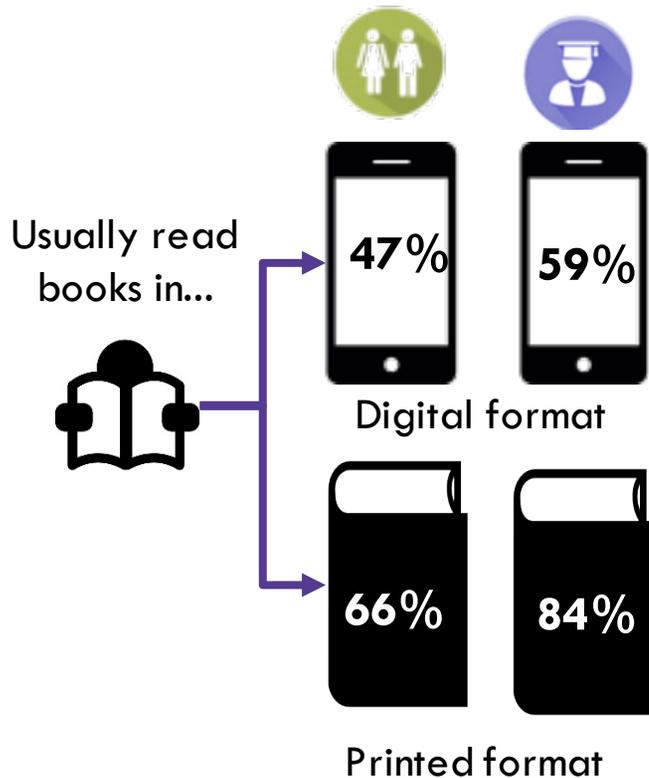
Higher education is a variable that has a positive effect on a greater use of digital media and on the reading approach.

Reading Format



Reading can be made in both printed and digital formats.

Book consumption is more common in printed format.



Digital reading is used, to a large extent, with functional and short-format requirements. Reading print is more associated with literature.

¿En las últimas dos semanas leíste...?

¿En qué formato, impreso o digital?

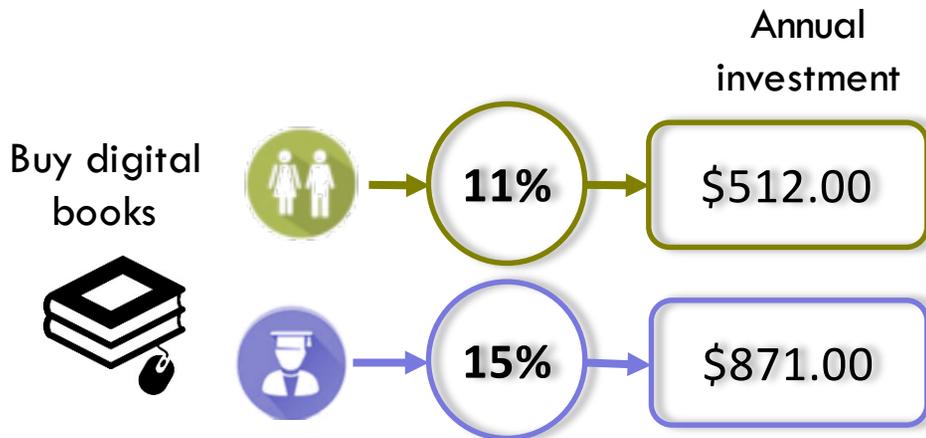
	Sí leyó		Impreso			Digital		
	Icono 1	Icono 2	Impreso	Digital	Ambos	Impreso	Digital	Ambos
Noticias	61%	77%	18%	48%	33%	17%	51%	32%
Artículos o blogs	61%	70%	11%	72%	18%	10%	67%	23%
Tips o consejos	49%	56%	12%	69%	19%	10%	70%	20%
Reseña de cine, música o literatura	46%	50%	15%	65%	20%	15%	64%	21%
Un tutorial o pequeño curso	45%	47%	9%	78%	13%	7%	78%	15%
Una novela	34%	39%	46%	34%	20%	52%	29%	19%
Un comic o historieta	31%	24%	31%	43%	26%	33%	48%	20%
Poesía	23%	26%	34%	39%	27%	37%	38%	25%
Un cuento	28%	22%	45%	32%	23%	44%	34%	22%
Otro material	4%	4%	36%	39%	25%	30%	48%	22%

n=1,606 n=1,860

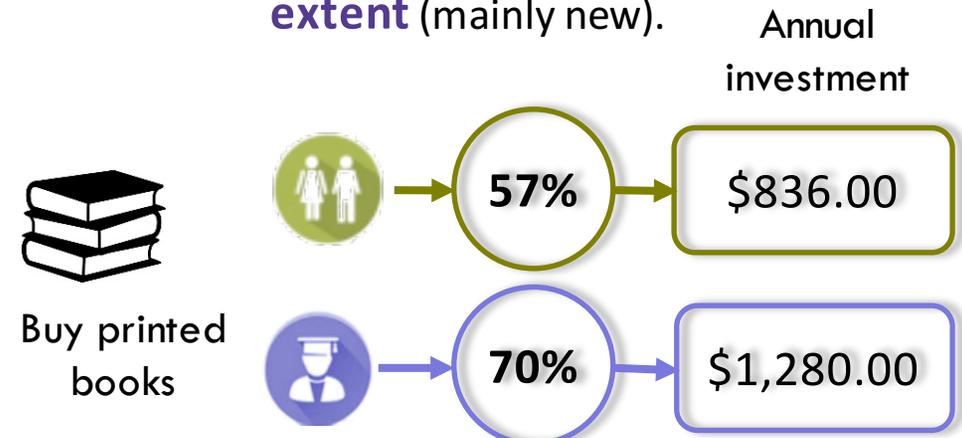
Respuesta múltiple

Reading Format

Access to **books in digital format is mainly free** through Internet.



Printed books are bought to a greater extent (mainly new).



62% of young people in general and **54%** of college students **read texts directly from the Internet**, especially on their cell phone (85% of young people in general and 82% of college students).

The use of **digital libraries is more popular among college students**, who sign in through their schools.



- **24%** of young people in general and **42%** of college students usually consult digital libraries.

Obligation or Pleasure?

Contrary to popular belief, young people read more on their own initiative than as an obligation.

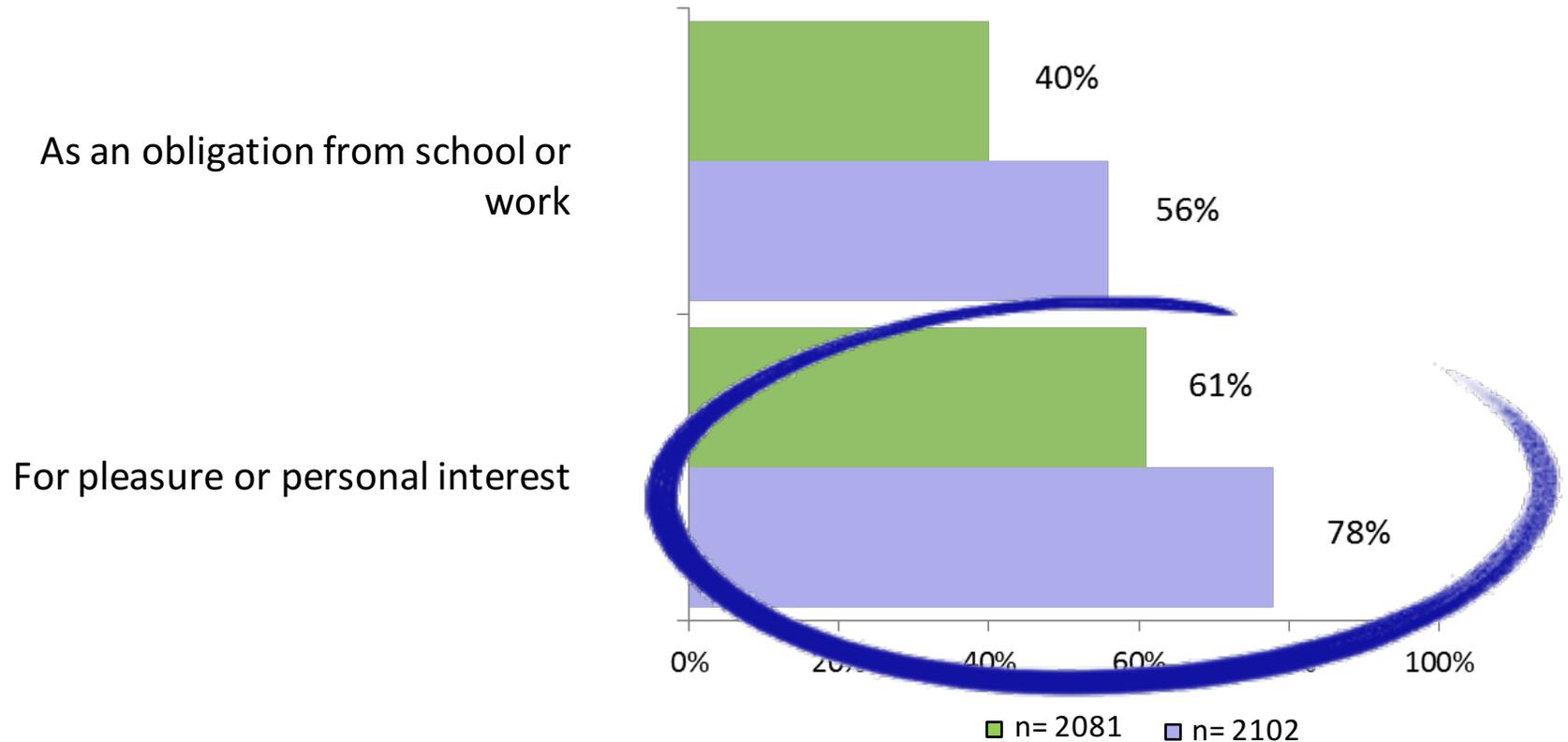
In the last three months, did you read a book or part of a book...?



Young People in General

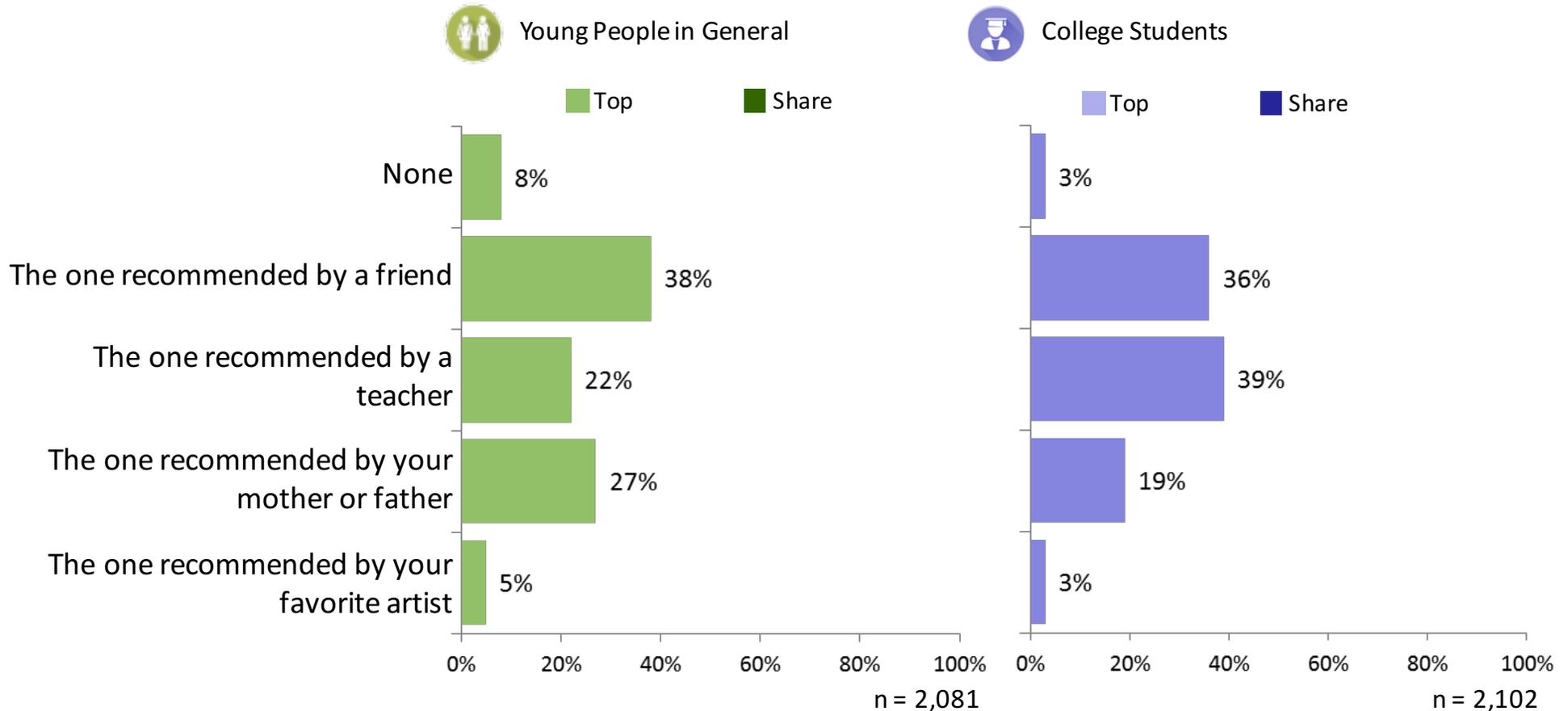


College Students



Reading Influencers

If a different book is recommended to you by each of the following people, which one would you rather read?



- ***The key influencers of young people are their own friends, parents and teachers (the latter mainly among college students).***

Concluding Thoughts

- Data found in the survey debunk two assertions that are constantly made when addressing the issue of reading culture in Mexico.
- The first is that Mexicans do not read, because traditionally the metrics for this assertion is based on the number of books or copies of reading materials consumed; **this survey reveals clearly that nowadays the consumption of reading materials is a common practice among young people**, who have a wider choice of contents based on their interests, although they might be more ephemeral and shorter contents.
- The second assertion centers around the idea that people in Mexico read more out of obligation than pleasure; the study results indicate that, regardless of the occupation of the young people surveyed, **there is a better reading approach by choice, since reading is not intended only as a consumption of books or literary content.**



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