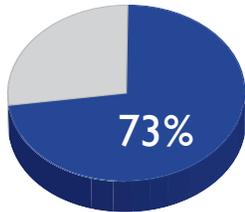
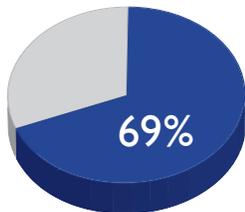


Survey on Students and Tablets



Nearly three quarters of students who own tablets prefer digital format over print for reading textbooks.



Sixty-nine percent of college students believe that tablets will transform the way college students learn in the future.

Summary of Results

This summary highlights the major conclusions from a nationally representative online poll of 1,214 college students and 200 college-bound high school seniors in the United States. The Pearson Foundation Survey on Students and Tablets was conducted by Harris Interactive from March 8 through 31, 2011.

The major conclusions are as follows:

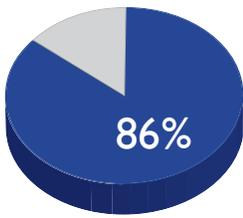
1. College students believe that tablet computers will transform learning.
2. A majority of students in both college and high school are interested in owning a tablet.
3. College students who own tablets believe that the devices are valuable for educational purposes.
4. On average, students prefer print over digital format for both textbooks and leisure reading. Students who own tablets, however, are far more likely to favor digital books over print.

Since the first major tablet was introduced in 2010, interest in these devices has been high, especially in education. College students have been a particular group of interest, since they have the potential to use tablets not just for entertainment, but also as a tool in their complex educational setting to read digital textbooks, to take notes in class, and to download applications such as study guides.

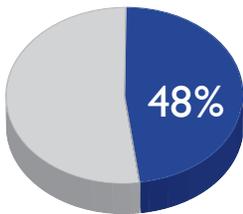
This is the first in a series of surveys to track students' use, acceptance, and preferences when using mobile technology.

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

1. College students believe that tablet computers will transform learning.
 - Sixty-nine percent of college students believe that tablets will transform the way college students learn in the future.
 - Seven in ten college students say that tablets make learning more fun.
 - A majority of college students (63%) also believe that tablets can greatly enhance the college learning experience.
 - Almost half of college students (48%) say that tablets will effectively replace textbooks as we now know them within the next five years.



Eighty-six percent of college student tablet owners believe that tablets help students study more efficiently.



Almost half of college students say that tablets will effectively replace textbooks as we now know them within the next five years.

2. While ownership is still low, a majority of students, both collegians and high school seniors, are interested in owning a tablet.

- More than 70% of college students and college-bound high school seniors are interested in owning a tablet.
- Nearly 20% of college students and 7% of high school seniors intend to purchase a tablet in the next six months.

3. College students who own tablets believe the devices are valuable for educational purposes.

- Nine in ten college students who own tablets believe that tablets are valuable for educational purposes.
- Almost nine in ten college student tablet owners (86%) believe that tablets help students study more efficiently.
- The majority of college students who own tablets (86%) also believe that professors at their institutions should integrate tablet-based activities into their courses. Only two in ten college students say that some of their professors use tablets.
- Three-quarters of college student tablet owners (76%) believe that tablets help students perform better in their classes.

4. On average, students prefer print over digital format for both textbooks and leisure reading. Students who own tablets, however, are far more likely to favor digital books over print.

- More than half of all students prefer print over digital format for both textbook (college and high school: 55%) and leisure reading (college: 55%; high school: 59%).
- When reading or studying for class, 73% of tablet owners (32% of non-owners) prefer digital format over print for reading textbooks.
- Students are more likely to prefer digital formats when reading or studying course materials besides books, such as journal articles (college: 62%; high school: 49%).

Survey Methodology

The survey was conducted with college students and college-bound high school seniors. Qualified college students were US 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 US 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.

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.

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