

Christians Embracing Tablets, E-Readers

Christians are embracing computer tablets and e-readers at a faster pace than most consumers, according to CBA-commissioned research by the Barna Group (BG).

BG president David Kinnaman summarized the findings of *The Rise of E-Reading: What Digital Content Means for Customer Loyalty, Products and Retailing* study in a video presentation July 15 during the opening general session of the International Christian Retail Show in Orlando, Fla.

Kinnaman shared that some 44 percent of **pastors**, 30 percent of Christian store shoppers and 25 percent of practicing Catholics reported that they owned a mobile tablet device or e-reader, compared to 18 percent of shoppers who don't visit Christian stores.

The survey found that the most popular device was the iPad—44 percent among Christian store shoppers. Additionally, nearly 70 percent of Christian store shoppers said they would definitely or probably buy an e-book or digital download from a Christian store. Kinnaman, co-author of *unChristian*, encouraged Christian retailers in attendance to embrace the technological changes, master digital marketing and choose how they want to compete in the rapidly changing retail market.

[Click here](#) for more information on *The Rise of E-Reading* study.