



Book Industry Study Group, Inc.
Consumer Attitudes Toward E-Book Reading: VOLUME THREE
2011-2012 Cycle (Volume Three, Survey 1 of 4)

Questionnaire Last Modified: November 11, 2011

P1

Hello! At some point in the past year, you took a survey about books and indicated that you purchased, downloaded or otherwise acquired an e-book at least once, and so we would like you to complete the following short survey.

Your feedback will ensure that your needs and preferences are incorporated in future enhancements of e-books and e-readers. Please consider the following definitions when completing the survey:

Acquire – to either purchase or receive for free

E-book – a book in digital format, read on either a dedicated or multi-function e-reader

E-audio book – an audiobook downloaded from an audio bookstore such as iTunes, rather than purchased as a cassette or CD

Dedicated e-reader – a dedicated electronic device used primarily for reading e-books (such as an Amazon Kindle or Barnes & Noble Nook)

Multi-function device – a versatile electronic device which can be used for reading e-books but is primarily used for other things (such as a tablet, smartphone or desktop/laptop/netbook computer)

P1

Please be thoughtful and complete in your responses to each question and section. Note that all questions (except for comments) are required in order for you to move to the next question or section.

P2

SECTION I.: E-Book Acquisition & Attitudes

P2 1

[M]

When did you first begin acquiring e-books (either purchased or free)?

- Within the last MONTH
- 2 to 6 MONTHS ago
- 7 to 12 MONTHS ago
- 1 to 2 YEARS ago
- 2 or more YEARS ago

P2 3

[M]

In the past year, or since you first began acquiring e-books if that started less than a year ago, approximately what percent have been purchased vs. received for free? Total must add to 100

+ % you purchased	0 - 100
+ % received free	0 - 100
Total	100

P2 4

[M]

Since you have begun acquiring e-books, how has your purchase of the following formats changed? Answer in terms of the numbers of titles (books) you've purchased:

	increased	decreased	remained the same	never buy
Hardcover books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paperback books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio books (purchased on cassette or CD)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-audio books (downloaded from an audio bookstore such as iTunes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The total number of titles you've purchased (all formats):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P2 60

[M]

Since you have begun acquiring e-books, how has your dollars spent on the following formats changed? Answer in terms of the dollars you've spent on books:

	increased	decreased	remained the same	never buy
Hardcover books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paperback books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio books (purchased on cassette or CD)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-audio books (downloaded from an audio bookstore such as iTunes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The total dollars spent on all books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P2 44

[M]

Approximately what percent of the book titles you purchased for yourself or for others in the last 12 months have been in each of the following formats? (must add to 100%)

+ Hardcover book:	0 - 100
+ Paperback book:	0 - 100
+ E-book:	0 - 100
+ Audio book (purchased on cassette or CD):	0 - 100
+ E-audio book (downloaded from an audio bookstore such as audible.com):	0 - 100
Total	100

P2 5

[M]

Would you purchase an e-book that couldn't be copied or moved from one device to another if it were the only way that particular e-book title was available?

- Yes
 No
 Maybe

P2 6

[M]

Since you first began acquiring e-books, which of the following is most true about your book purchasing pattern for personal use?

- I now exclusively purchase e-books, and no longer purchase print books
 I mostly purchase e-books, and purchase fewer print books than I used to

- I purchase e-books and print books interchangeably, I have no preference
- I no longer buy e-books, only print books
- I prefer some types or genres of books as e-books and others as print
- Other, please specify

P2 61 [M]

What, if anything, hinders you from reading more e-books?

[hidden Randomize first 10 choices]

- Prefer print
- Difficult to find/discover e-books
- Difficult to read on a screen
- Difficult to annotate
- Difficult to share with others
- Difficult to find titles available for my e-reading device
- Lack of a good e-reading device
- Difficult downloading process
- Not enough time
- Inability to legally re-sell or give away e-books after I'm done with them
- Cost of the titles
- Other, please specify
- Nothing **[Exclusive]**

P2 7 [M]

Which are you more likely to purchase as an e-book, rather than as a print book?

- More likely to purchase a new title (published in the last 6 months) as an e-book
- More likely to purchase an old title (published over 6 months ago) as an e-book
- Neither – just as likely to purchase a new or an old title as an e-book

P2 8 [M]

If the e-book version of a title by your favorite author came out 3 months after the print version, would you wait to purchase the e-book or would you purchase the hardcover right away?

- I'd wait to buy the e-book
- I'd buy the hardcover right away
- I'd buy both
- Not sure
- Other, please specify

NEW [M]

Since the point when you began acquiring or purchasing e-books, how has your use of the following sources for print books or e-books changed?

	Increased	Decreased	Remained the same	Not applicable; I do not use this source
National chain bookstores (e.g., Barnes & Noble)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local or regional independent bookstores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Big box" stores (e.g., Walmart, Target)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Membership warehouse stores (e.g., BJ's Costco, Sam's Club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supermarkets or drug stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other locations (e.g., airport/train kiosks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used book sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General retail Web sites (e.g., Amazon.com) – not apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Book retail Web sites (e.g., Barnes & Noble.com) – not apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-book apps (e.g., iTunes/iBooks, Kindle, Google Books, NOOK)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online or mail order book clubs (e.g., Book-of-the-Month Club)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publisher or author Web sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General e-commerce Web sites (e.g. eBay)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P3 80 [M]

Since you have been acquiring e-books, which is more true regarding your book and e-book buying budget?

- My total spending on books and e-books is less than before
- My total spending on books and e-books is the same as before
- My total spending on books and e-books is more than before

P4 10 [M]

How important are each of the following characteristics of e-books when you decide to purchase an e-book rather than a print book of the same title?

	Very Important	Somewhat Important	Not Important
Easy to download or stream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instant access to the book	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable (fits within an acceptable price range)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portable (easy to carry/transport/download)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readable (easy on the eyes/adjustable font size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searchable (easy to search/link/interact/mark text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmentally friendly (less paper and ink)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P4 9 [M]

Have you ever purchased an e-book as a result of the following?

	Yes	No, but it may have influenced me	No, not at all
Receiving a free/promotional e-book by the same author	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving a free/promotional sample chapter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing an online advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing a print advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading a personalized online recommendation from a social networking site (Facebook, Twitter, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading an online recommendation from a NON-social networking site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading an online book review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading a print book review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing the title on a best-seller list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Seeing a low price in an advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation from an e-book store sent over email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving a recommendation at a Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving a promotional offer from an e-book store (e.g., "Download an e-book and enter to win a free iPad")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Viewing an ad on iTunes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P4 62 [M]

What do you typically use to acquire your e-books (either purchased or free)?

- Download from a Web site
- Download from an app on a mobile device
- Download directly on an e-reading device
- Other, please specify

P4 11 [M]

Where do you typically acquire e-books (either purchased or free)? Select your top three sources of e-book content.

- Amazon.com
- Baen Books.com
- Barnes & Noble.com
- Borders.com
- Books on Board.com
- Diesel ebook store
- Directebooks.com
- Direct from the publisher
- eBooks.com
- ePubBooks.com
- eReader.com
- Fictionwise.com
- Google.com
- iBooks/iTunes (Apple)
- From a Book Club (like Book-of-the-Month Club)
- Kobo
- From the library
- Powells.com
- RapidShare.com
- Scribd.com
- Smashwords.com
- Stanza
- Sony eBook Store
- Wattpad.com
- Other, physical book store (please specify)
- Other, please specify

P4 12 [M]

Which of the following best describes your frequency of acquiring e-books (either purchased or free)?

- I frequently acquire e-books (at least weekly)
- I acquire e-books on occasion (once or twice a month)
- I rarely or sporadically buy e-books
- Other, please specify

Which of the following shifts, if any, have taken place in your e-reading practices over the past 12 months?

	Increased	Decreased	Remained the same	Not applicable; I do not do this
Reading the same e-book on multiple devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading the same book on e-reading devices and in print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading e-books on a personal computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading e-books on a tablet (e.g., Apple iPad)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading e-books on a dedicated e-reader (e.g., Amazon Kindle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading e-books on a smartphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Where do you receive most of your information about current and upcoming e-books? Select your top three sources.

- Publisher Web sites/newsletters
- Author Web sites/newsletters
- Online banner ads
- Retailer email
- Publisher email
- Print ads
- Radio ads
- TV ads
- Major social networks (e.g., Facebook, Twitter)
- Reading-specific social networks (e.g., LibraryThing, Goodreads)
- Book reviews
- iBooks / iTunes
- Family / friends / colleagues
- Libraries
- Blogs
- Online retailer (e.g., Amazon, Half.com)
- Physical bookstore (e.g., Barnes & Noble)
- Twitter updates
- Online e-book store (e.g., Kobo, ebooks.com, ereadable.com)
- Online bookstore (e.g., Barnes & Noble.com)
- From the apps on my device
- Other, please specify

What book genre(s) do you like to read, overall, in any format?

- Biography/Autobiography
- Business/Finance
- Comics/Graphic Novels
- General Fiction
- How-To Guides/Manuals
- Literary Fiction
- Mystery/Detective
- Espionage/Thriller

- Horror/Occult
- Textbooks
- Travel
- Religious
- Romance
- Science Fiction/Fantasy
- Scientific/Medical/Technical
- Young Adult
- Other Nonfiction
- Other Academic/Professional
- Other, please specify

P4 14 [M]

Are there any genres that you're more likely to read as an e-book rather than a print book?

- Yes
- No

P4

Click "Continue" below to proceed to the next section.

P5 15 [M]

Which book genre(s) are you more likely to read as an e-book rather than a print book? Select up to three.

- Biography/Autobiography
- Business/Finance
- Comics/Graphic Novels
- General Fiction
- How-To Guides/Manuals
- Literary Fiction
- Mystery/Detective
- Espionage/Thriller
- Horror/Occult
- Textbooks
- Travel
- Religious
- Romance
- Science Fiction/Fantasy
- Scientific/Medical/Technical
- Young Adult
- Other Nonfiction
- Other Academic/Professional
- Other, please specify

P6 20

Let's say a new fiction title by an author you're interested in reading is list priced at \$29.95 for the hardcover edition, but it's available to purchase as a hardcover at most bookstores for the discounted price of \$17.00.

At what price would you consider the book to be...? (Please express your answer in whole dollars, and don't use dollar signs.)

↕ ...a great value

0 - 100

- ↕ ...so inexpensive, you'd doubt the quality 0 - 100
- ↕ ...expensive, but within reason 0 - 100
- ↕ ...too expensive 0 - 100

P6 19 [M]

Please indicate how often you've done each of the following:

	Never	Rarely	Sometimes	Frequently
Heard about or discussed an e-book via a social networking site (e.g., Facebook, Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Given an e-book gift certificate to someone else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Received an e-book gift certificate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloaded or streamed free/promotional e-book content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased an e-book "original title" (title available as e-book only)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloaded or streamed an e-book from the library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloaded or streamed an e-book from a subscription service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bought an e-book as part of a contest (e.g., "purchase an e-book and be entered to win a free iPad...")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P6 46 [M]

On what device you typically purchase your e-book?

- On a computer (desktop, laptop)
- Directly on an e-reader device
- Directly on a multi-functional device (iPad, iPhone, Blackberry, etc.)

P6 59 [M]

Do you currently own or are you planning on purchasing the following devices for any purpose, even if not for reading e-books?

	Currently own	Plan to buy, next 3 months	Plan to buy in 3-6 months	Plan to buy in 6-12 months	No plans to buy	Not aware of this device
Personal computer (desktop, laptop or netbook)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple iPad tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Kindle Fire tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barnes & Noble Nook tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Android tablet (e.g., Motorola Xoom)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon Kindle e-reader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barnes & Noble Nook e-reader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Barnes & Noble Nook Color e-reader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other dedicated e-reader (e.g., Sony Reader)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple iPhone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Android or other smartphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEW [M]

You currently own the following device: [Pipe from P6 59]. What are your plans for this device, such as upgrading to a newer version of the same device or switching to a different device for e-book reading?

- Upgrade to a newer version within the next 3 months

- Upgrade to a newer version after 3 months
- Switch to a different device within the next 3 months
- Switch to a different device after 3 months
- No plans to upgrade or switch
- Uncertain

NEW [M]

If you are planning to switch, what type of device are you most likely to buy for e-book reading?

- Tablet or other multi-function device (please specify: _____)
- Dedicated e-reader (please specify: _____)
- Other, please specify: _____

P7
SECTION II: E-Reader Acquisition & Attitudes

P7 21 [M]

What various device(s) have you used to read e-books? Select up to three.

- Desktop, laptop or netbook computer
- Apple iPad tablet
- Amazon Kindle Fire tablet
- Barnes & Noble Nook tablet
- Android tablet (e.g., Motorola Xoom)
- Amazon Kindle e-reader
- Barnes & Noble Nook e-reader
- Barnes & Noble Nook Color e-reader
- Other dedicated e-reader (e.g., Sony Reader)
- Apple iPhone
- Other smartphone (e.g., Android, BlackBerry)
- Other, please specify

NEW [M]

You selected [Pipe from P7 21] as a device you use to read e-books. How frequently do you spend time doing each of the following? Select up to three.

	Very often	Sometimes	Seldom	Never
Reading e-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading non-book content (e.g., e-magazines, news apps)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching video content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listening to music or other audio content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playing games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searching for or ordering e-books and other content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web browsing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating or reading emails or text messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating documents or other content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using other apps or programs (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P7 22

[M]

What device do you now use most frequently to read e-books? Select only one.

- Desktop, laptop or netbook computer
- Apple iPad tablet
- Amazon Kindle Fire tablet
- Barnes & Noble Nook tablet
- Android tablet (e.g., Motorola Xoom)
- Amazon Kindle e-reader
- Barnes & Noble Nook e-reader
- Barnes & Noble Nook Color e-reader
- Other dedicated e-reader (e.g., Sony Reader)
- Apple iPhone
- Other smartphone (e.g., Android, BlackBerry)
- Other, please specify

P8 28

[M]

You selected [Pipe from P7 22] for your e-book reading. Which do you prefer in relation to how applications are used on this device?

- I prefer a separate application ("app") for each e-book
- I prefer a single app for all my e-books
- No opinion
- Other, please specify

P8 63

[M]

Approximately how many e-book apps do you have on this device?

↕ # of e-book apps: 0 - 100.00

P8 64

[M]

Which of these e-book apps do you have on this device? Select all apps that you have downloaded and installed.

- Amazon Kindle
- Barnes & Noble NOOK
- Apple iTunes
- Apple iBooks
- Google Books
- Lexcycle Stanza
- Barnes & Noble Fictionwise
- WattPad
- Kobo
- Audible
- Other, please specify
- None / doesn't apply **[Exclusive]**

P8 65

[M]

Which of these apps do you use most often for acquiring and/or reading e-books?

- Amazon Kindle
- Barnes & Noble NOOK
- Apple iTunes

- Apple iBooks
- Google Books
- Lexcycle Stanza
- Barnes & Noble Fictionwise
- WattPad
- Kobo
- Audible
- Other, please specify
- None / doesn't apply

P8 66

In your own words, why did you choose this app for your e-book downloads?

P8 36 [M]

How likely are you to buy a dedicated e-reader such as Amazon Kindle, Barnes & Noble NOOK or NOOKcolor, or Sony Reader for yourself or to give as a gift (in the next 2 months)?

	very likely	somewhat likely	not at all likely
for myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to give as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P8 38

If you are not likely to buy an e-reader for yourself in the next 2 months, why not?

- Price is too high
- Prefer a tablet or other multi-function device
- Waiting for a better device (please specify which device)
- Other, please specify

NEW [M]

How likely are you to buy a tablet device such as Apple iPad, Amazon Kindle Fire, Barnes & Noble NOOK tablet, or an Android tablet for yourself or to give as a gift (in the next 2 months)?

	very likely	somewhat likely	not at all likely
for myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to give as a gift	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEW

If you are not likely to buy a tablet for yourself in the next 2 months, why not?

- Price is too high
- Prefer a dedicated e-reader
- Tablets are too complicated
- Tablets lack features I need
- Other, please specify

At what price range would you definitely purchase one of the following devices, for reading e-books or any other purpose?

	N/A (I would not purchase at any price)	Under \$50	\$50–\$99	\$100–\$149	\$150–\$199	\$200–\$249	\$250–\$299	\$300–\$399	\$400–\$499	\$500 or more
Monochrome e-reader (e.g., Amazon Kindle)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color e-reader (e.g., Barnes & Noble Nook Color)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Android tablet (e.g., Motorola Xoom, Amazon Kindle Fire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apple iPad tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P8 37

Comment

- Why would you buy a dedicated e-reader? _____
- Why would you not buy one? _____
- Which one might you buy? _____

P9 25

[M]

When did you acquire your [Pipe from P7 22] ?

- Within the last MONTH
- 2 to 6 MONTHS ago
- 7 to 12 MONTHS ago
- 1 to 2 YEARS ago
- 2 or more YEARS ago

P9 26

[M]

How did you acquire your [Pipe from P7 22] ?

- Purchased it for myself
- Received it as a gift
- Received it free as part of a promotion
- Other, please specify

P9 24

[M]

How much of a benefit are each of the following for this device?

	High Benefit	Moderate Benefit	Low benefit	No Benefit	Not applicable for this device
Instant access to e-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large selection of e-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower cost of e-book vs. print book	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to find, purchase and download e-books online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to enlarge font size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to carry multiple e-books on a single device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to search for e-books as needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Availability of free/promotional e-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of free/promotional sample chapters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cool and sleek design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to transfer content to other devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to take notes and highlight text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to look up words in a built-in dictionary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental considerations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to read e-magazines and other non-book content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to watch video content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to listen to music and other audio content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to play games and other interactive content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displays pictures and illustrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lightweight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web browsing capability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email or text messaging capability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to make phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to create documents or other content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to use other applications (apps) on the device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P9 27 [M]

Did you find the initial purchase price of this device to be good value for the money?

- Yes, very much so
- Yes, somewhat
- No
- N/A - I received it free

P10 30

What made you choose the [\[Pipe from P7 22\]](#) over other e-reader options?

- Why you selected the device you did:
- Why you rejected other options:

P10 29 [M]

What most influenced your decision to use the [\[Pipe from P7 22\]](#) as the main device to read e-books? Select the top three reasons.

- Recommended by a friend/family member
- Recommended by a colleague/teacher
- Got one free (as a gift or promotion)
- Saw other people with one
- Needed something portable on which to store lots of content
- Wanted a more convenient purchase experience
- Wanted a more pleasant reading experience
- Saw an advertisement
- Received a discount offer

- Wanted something more convenient for traveling/commuting
- Wanted to get books at a cheaper price
- Wanted instant access to desired titles
- Borrowed one from the library and really liked it
- Wanted access to other content (online newspapers/magazines, etc.)
- Wanted functionality beyond just reading e-books
- Other, please specify

P10 31

[M]

How satisfied are you with this device, for reading ebooks, in each of the following categories?

	N/A	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Battery life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display (e-paper, LCD, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-book selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Book purchase price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Screen size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Storage capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touch screen usability (if available)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall reading experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P10 32

[M]

For which of the following e-reader "extras" would you be willing to pay more? Assume these are for fiction titles.

	N/A	Would like & would definitely pay more	Would like & might pay more	Would like & would not pay more	Would not like	Already have/do this
Connect with other readers for discussion/commentary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download/stream extra content (e.g., author interviews/original manuscript/footnotes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give or lend e-book after you're done with it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download e-books via wireless access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get an audio version bundled with the e-book so you can listen and read at the same time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy the e-book before the print book goes on sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access embedded links to related information (e.g., a fiction author may give an opportunity for the reader to link to more information about a character, place, or object without disturbing the narrative)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
View color photos and graphics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access video or video additions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access up to 20% of an e-book with option to buy the rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download or copy/paste content to other files/documents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take notes on the device and print them out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access recommendations/sample chapters for other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

books you might enjoy

Use text-to-speech	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access a foreign language translation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access music/sound effects audio tracks to match the atmosphere of the scene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P10 34

[M]

To what extent do you feel the following are "problems" of this device to read ebooks?

	Major problem	Somewhat of a problem	Minor Problem	Not a problem at all
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Can't do other things (play games, listen to music, get email, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to send and receive e-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of the screen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Initial purchase cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not "cool"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear of damage/theft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fear that a book vendor can track what I'm reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complex download options and formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to transfer content from one device to another	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not enough titles available for download	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burden of having to carry yet another device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some e-books are specific to a certain e-reader brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor quality of text and layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of wireless connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of wireless connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of stability – don't know if it will still be around 2 years from now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to view photos, illustrations and charts properly, or at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to share e-books with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to legally re-sell or give away e-books after I'm done with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P10 35

What, if anything, would you most like to see improve about e-readers and/or the e-reader experience?

P4 10 [M]

How important are each of the following characteristics of e-books when you decide to purchase an e-book rather than a print book of the same title?

	Very Important	Somewhat Important	Not Important
Acquisition (easy to download or stream)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Speed (instant access to the book)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordability (fits within an acceptable price range)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portability (easy to carry/transport/download)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readability (easy on the eyes/adjustable font size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Searchability (easy to search/link/interact/mark text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmentally friendly (less paper and ink)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

P13 A3 Gender

[M]

Are you:

- Male
- Female

A3 Gender

P13 A4 Age

[M]

In the space below, please enter your age.

↕ Age 13 - 100

A4 Age

P13 50

[M]

Age2

- 13-17 Yrs
- 18-29 Yrs
- 30-44 Yrs
- 45-54 Yrs
- 55-64 Yrs
- 65+ Yrs

P14 G2 State

[M]

In which state do you live?

- | | | |
|--------------------------|--------------------------|--|
| <input type="radio"/> AK | <input type="radio"/> LA | <input type="radio"/> OK |
| <input type="radio"/> AL | <input type="radio"/> MA | <input type="radio"/> OR |
| <input type="radio"/> AR | <input type="radio"/> MD | <input type="radio"/> PA |
| <input type="radio"/> AZ | <input type="radio"/> ME | <input type="radio"/> RI |
| <input type="radio"/> CA | <input type="radio"/> MI | <input type="radio"/> SC |
| <input type="radio"/> CO | <input type="radio"/> MN | <input type="radio"/> SD |
| <input type="radio"/> CT | <input type="radio"/> MO | <input type="radio"/> TN |
| <input type="radio"/> DC | <input type="radio"/> MS | <input type="radio"/> TX |
| <input type="radio"/> DE | <input type="radio"/> MT | <input type="radio"/> UT |
| <input type="radio"/> FL | <input type="radio"/> NC | <input type="radio"/> VA |
| <input type="radio"/> GA | <input type="radio"/> ND | <input type="radio"/> VT |
| <input type="radio"/> HI | <input type="radio"/> NE | <input type="radio"/> WA |
| <input type="radio"/> IA | <input type="radio"/> NH | <input type="radio"/> WI |
| <input type="radio"/> ID | <input type="radio"/> NJ | <input type="radio"/> WV |
| <input type="radio"/> IL | <input type="radio"/> NM | <input type="radio"/> WY |
| <input type="radio"/> IN | <input type="radio"/> NV | <input type="radio"/> Outside the U.S. |
| <input type="radio"/> KS | <input type="radio"/> NY | |
| <input type="radio"/> KY | <input type="radio"/> OH | |

G2 State

P14 4 Region Nets

[M]

4 Region Nets

- Northeast
- Midwest
- South
- West

Northeast - CT,MA,ME,NH,NJ,NY,PA,RI,VT

Midwest - IA,IL,IN,KS,MI,MN,MO,ND,NE,OH,SD,WI

South - AL,AR,DC,DE,FL,GA,KY,LA,MD,MS,NC,OK,SC,TN,TX,VA,WV

West - AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA,WY

P14 9 Region Nets

[M]

9 Region Nets

- New England
- Middle Atlantic
- East North Central
- West North Central
- Pacific
- Mountain
- West South Central
- East South Central
- South Atlantic

9 Region Nets

P15 G3 Pop Den

[M]

Would you say that you live in... Please select one.

- A city or urban area
- Suburban area
- Small town/rural area

G3 Pop Den

P15 G4 Education - Parent

[M]

What is the highest level of education you have completed? Please select one.

- Less than High School
- High school graduate or equivalent
- Some college, no degree
- College Degree
- Graduate or professional degree
- Prefer not to answer

G4 Education - Parent

Which one of the following best describes your employment status? Please select one.

- Employed full time
- Employed part time
- Self-employed
- Not employed, but looking for work
- Not employed and not looking for work
- Retired
- Student, not employed
- Student, employed part time
- Student, employed full time
- Homemaker
- Prefer not to answer

G5 Employment - Parent

What is your primary occupation? Please select one.

- Professional (doctor, lawyer, teacher, etc.)
- Executive / official / company officer / administrator
- Sales / Marketing
- Secretarial / clerical / office worker
- Military (active in any branch; officer or enlisted)
- Skilled labor / craftsman / machinist
- Unskilled labor
- Farmer
- Repairman / carpenter / electrician / plumber
- Factory worker
- Truck driver /delivery / bus driver
- Service (police, fireman, waiter, sanitation worker)
- Student
- Homemaker
- Other
- Prefer not to answer

G6 Occupation - Parent

Hide and AutoPunch

[hidden zscript]

Which one of the following best describes your marital status?

- Single, never married
- Married
- Living with partner
- Separated
- Divorced
- Widowed

Prefer not to answer

G7 Marital - Parent

P17 G8 Income - Parent

[M]

Which one of the following ranges includes your total yearly household income before taxes? Please select one.

- Under \$15,000
- \$15,000-\$24,999
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 and over
- Prefer not to answer

G8 Income - Parent

P17 G9 Ethnic

[M]

Are you of Hispanic origin or descent?

- Yes
- No
- Prefer not to answer

G9 Ethnic

P17 G9a. Race

[M]

Which one of the following best describes you? Please select one.

- White/Caucasian
- Black/African American
- Asian
- Pacific Islander
- Native American
- Other
- Prefer not to answer

G9a. Race

P18 TSSurveyScore

[M]

How did this survey-taking experience compare to other online surveys you have taken?

Much better

Much worse



This question is required for a survey to get a SurveyScore.

Thank You Page

Thank you for participating in our survey. Your responses have been successfully recorded.