

Constant Contact Survey Results





Survey Name: Mar 02 2009 eBook Survey

Response Status: Completed





Filter: None

May 06, 2009 9:31:15 AM

* How many books did you read in 2008?

Answer	0%	100%	Number of Response(s)	Response Ratio
12 or less (less than one a month)			14	14.0 %
13 to 24 (1 to 2 books a month)			38	38.0 %
25 to 50 (2 to 4 books a month)			25	25.0 %
more than 50 (one book a week or more)			23	23.0 %
No Response(s)			0	0.0 %
Totals			100	100%

* How many books did you purchase in 2008 (for yourself or others)?

Answer	0%	100%	Number of Response(s)	Response Ratio
12 or less			33	33.0 %
13 to 24			27	27.0 %
25 to 50			23	23.0 %
more than 50			17	17.0 %
No Response(s)			0	0.0 %
Totals			100	100%

*** Rank the methods used to buy or obtain books read in 2008.**

1 = Never or very rarely

Answer	1	2	3	4	5	6	7	Number of Response(s)	Ranking Score*
Physical "Super Store" (ex. Barnes & Noble)								100	4.6
Physical Independent Bookstore								100	3.9
On-line Bookstore								100	4.6
Mail Order Book Store/Club								100	3.6
Street Vendor								100	2.7
Conference or Other Special Event								100	3.7
Borrowed from library or friend								100	4.9

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

*** How much time do you spend, a day, reading items online?**

Answer	0%	100%	Number of Response(s)	Response Ratio
an hour or less			15	15.0 %
1 to 3 hours			63	63.0 %
4 to 8 hours			20	20.0 %
more than 8 hours			2	2.0 %
No Response(s)			0	0.0 %
Totals			100	100%

*** Which of the following best reflects your thinking about eBook Readers?**

Answer	0%	100%	Number of Response(s)	Response Ratio
I own an eBook reader and like or love it.			8	8.0 %
I own an eBook reader and am indifferent to it or dislike it			0	0.0 %
I would purchase an eBook reader now, but they are too expensive.			21	21.0 %
I plan to purchase an eBook reader within the next two years.			5	5.0 %
I plan to purchase an eBook reader one day			14	14.0 %
I do not plan to purchase an eBook reader			22	22.0 %
I'm not familiar with eBooks reader			30	30.0 %
No Response(s)			0	0.0 %
Totals			100	100%

If you own an eBook Reader who is the manufacturer? (Select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Sony			4	4.0 %
Jinke			0	0.0 %
Netronix			0	0.0 %
Amazon: Kindle			11	11.0 %
Irex			1	1.0 %
Polymer Vision			0	0.0 %
Cell Phone or other device not made specifically for reading eBooks			5	5.0 %
Totals			100	100%





If you own an eBook Reader, what is your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 21			0	0.0 %
21 to 39			6	6.0 %
40 to 59			9	9.0 %
60 or older			2	2.0 %
No Response(s)			83	83.0 %
Totals			100	100%

* Are you male or female?

Answer	0%	100%	Number of Response(s)	Response Ratio
Female			90	90.0 %
Male			10	10.0 %
No Response(s)			0	0.0 %
Totals			100	100%

* Please select the eBook reader benefits you are aware of (select all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Can enlarge type for easier reading and reduced eye strain			52	52.0 %
More than 350,000 books are available to download			37	37.0 %
More than 20,000 books are available free to download			38	38.0 %
Ability to read text to you			45	45.0 %
Totals			100	100%

Please provide any comments you have on this survey and eBooks readers in general

35 Response(s)

First name and email address collected here will ONLY be used to contact prize winners and will be discarded when the survey has ended.

* The country and state information is being collected for demographic purposes only.

Respondents are automatically entered into a contest which will award a \$10 prize to 10 randomly selected individuals.

Answers	Number of Response(s)
First Name	100
Email Address	100
State/Province (US/Canada)	99
Country	100