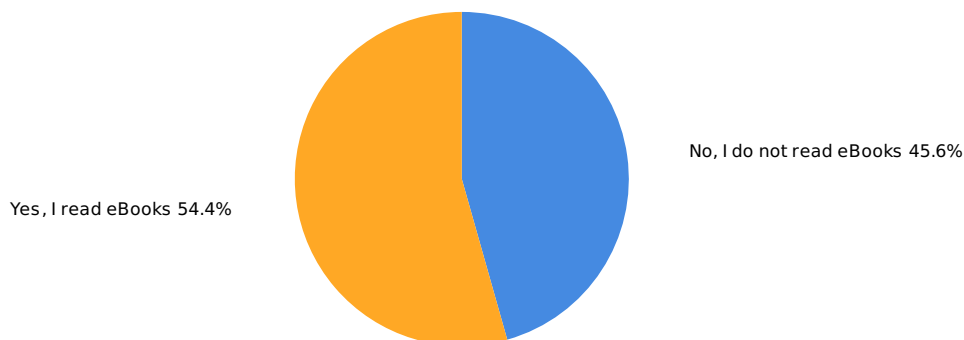


Summary Report - Jul 13, 2011--Ebook results only

Survey: Book Club Survey July 2011

We would like to know about your mobile reading habits. Do you read ebooks and, if so, on which device do you read your eBooks?

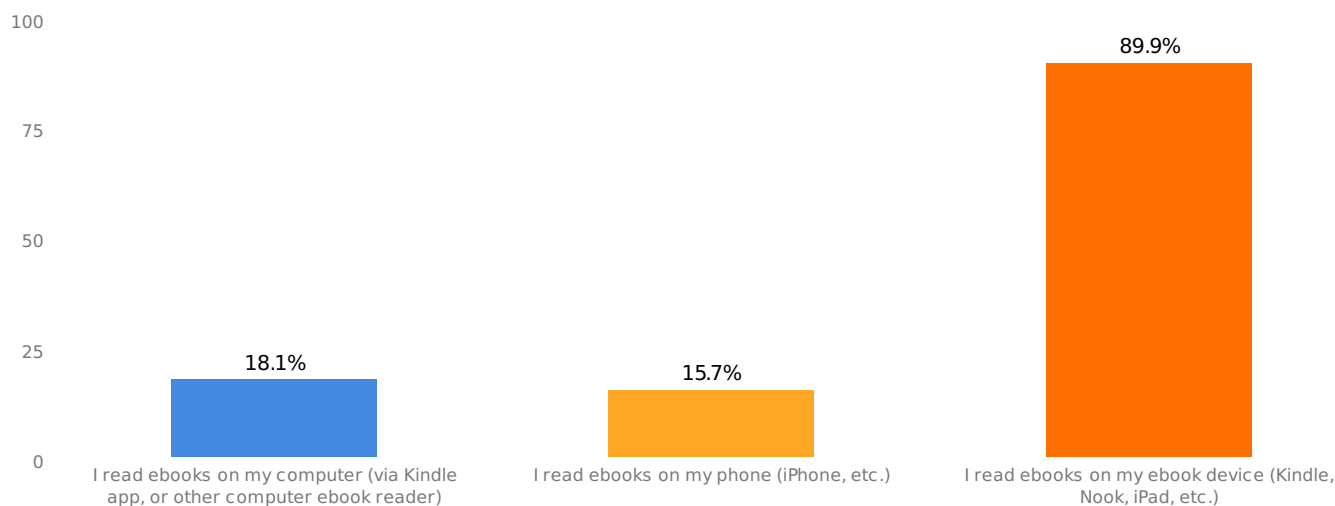


We would like to know about your mobile reading habits. Do you read ebooks and, if so, on which device do you read your eBooks?

Value	Count	Percent %
No, I do not read eBooks	836	45.6%
Yes, I read eBooks	997	54.4%

Statistics	
Total Responses	1,833

If so, Which mobile devices do you read them on? (Check all that apply)



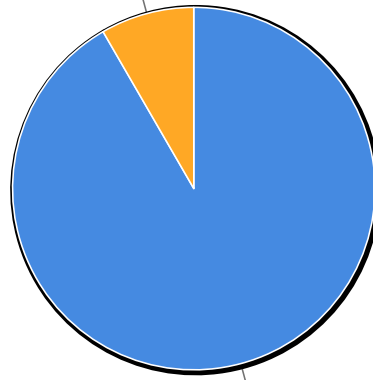
If so, Which mobile devices do you read them on? (Check all that apply)

Value	Count	Percent %
I read ebooks on my computer (via Kindle app, or other computer ebook reader)	179	18.1%
I read ebooks on my phone (iPhone, etc.)	155	15.7%
I read ebooks on my ebook device (Kindle, Nook, iPad, etc.)	888	89.9%

Statistics	
Total Responses	988

If you answered yes to Question #1, Do you own an eBook Device?

No, I do not own an eBook Device 8.3%



Yes, I own an eBook Device (Kindle, Nook, iPad, Kobo, Sony eReader) 91

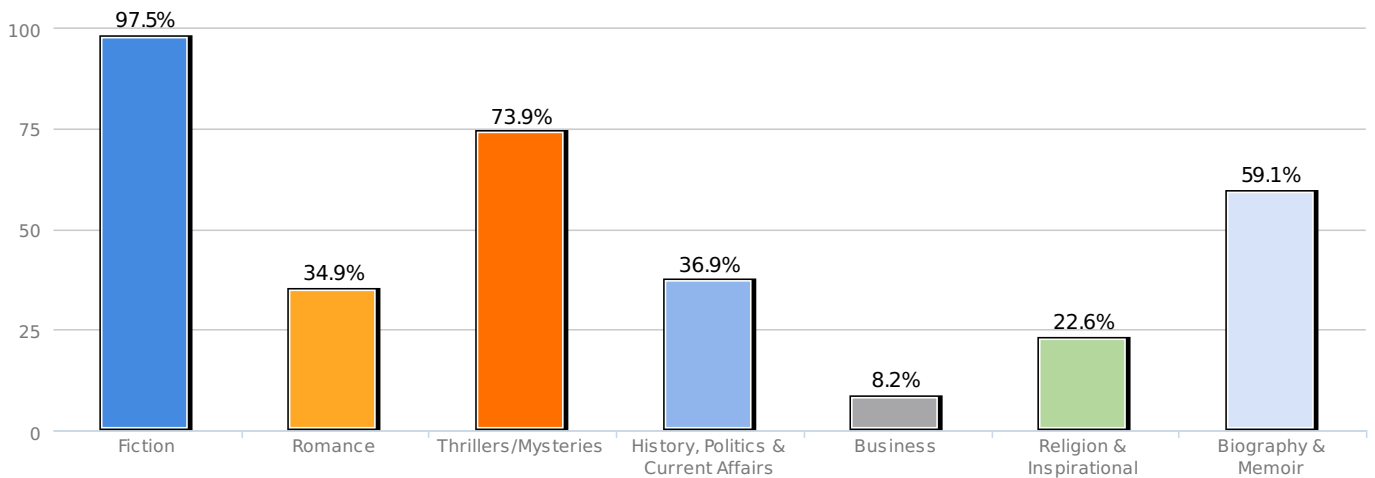
If you answered yes to Question #1, Do you own an eBook Device?

Value	Count	Percent %
Yes, I own an eBook Device (Kindle, Nook, iPad, Kobo, Sony eReader)	912	91.7%
No, I do not own an eBook Device	83	8.3%

Statistics

Total Responses 995

If you answered yes to Question #1, Which genres of ebooks do you read? (Select all that apply)



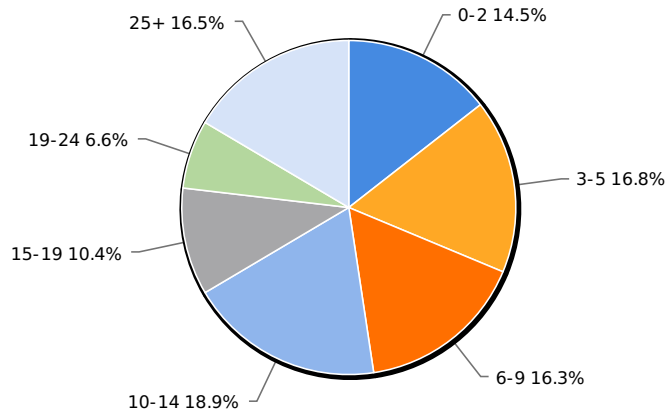
If you answered yes to Question #1, Which genres of ebooks do you read? (Select all that apply)

Value	Count	Percent %
Fiction	967	97.5%
Romance	346	34.9%
Thrillers/Mysteries	733	73.9%
History, Politics & Current Affairs	366	36.9%
Business	81	8.2%
Religion & Inspirational	224	22.6%
Biography & Memoir	586	59.1%

Statistics

Total Responses 992

If you answered yes to Question #1, How many eBooks have you purchased in the past year?



If you answered yes to Question #1, How many eBooks have you purchased in the past year?

Value	Count	Percent %	Statistics	
0-2	85	14.5%	Total Responses	588
3-5	99	16.8%	Sum	5,869.0
6-9	96	16.3%	Average	11.7
10-14	111	18.9%	StdDev	8.20
15-19	61	10.4%	Max	25.0
19-24	39	6.6%		
25+	97	16.5%		

Of the eBooks you have purchased in the past year, how many have you purchased in the following price categories:

	0-2 ebooks	3-5 ebooks	6-9 ebooks	10+ ebooks	Totals
\$0-\$2.99	179 32.7%	160 29.2%	65 11.9%	144 26.3%	548 100%
\$3.00-4.99	142 39.1%	116 32.0%	58 16.0%	47 12.9%	363 100%
\$5.00-\$9.99	158 25.0%	208 33.0%	146 23.1%	119 18.9%	631 100%
\$10.00-14.99	207 38.1%	141 25.9%	103 18.9%	93 17.1%	544 100%