



About the PubTrack Consumer service

The Book Industry Study Group's **Consumer Attitudes Toward E-Book Reading** is powered by PubTrack™ Consumer, a service of RR Bowker, LLC.

PubTrack Consumer survey respondents are derived from a nationwide annual panel of 44,000 adult men, women and teens who complete monthly online surveys about their book purchasing behavior. Regularly updated with actionable reports, PubTrack Consumer surveys have proven to be a key component in the set of essential information required to create, market, and sell in today's dynamic book publishing environment.

Companies can expect to use the information gathered through BISG's **Consumer Attitudes Toward E-Book Reading** survey set to understand:

- Where consumers are acquiring e-books.
- How likely consumers are to buy a dedicated e-reader such as Apple iPad, Amazon Kindle, Barnes & Noble nook, or Sony Reader in the next 2 months.
- Which genre consumers prefer as a e-book rather than a print book.
- And much more!...

Several product offerings are available. See next page for details.

CONSUMER ATTITUDES TOWARD E-BOOK READING

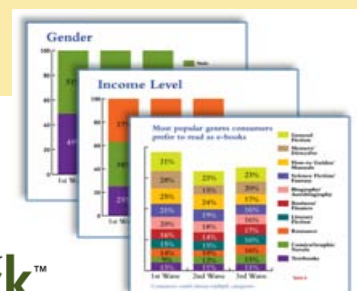
Did you know that 40% of e-book buyers are from households with income over \$75,000? And that 40% of e-book readers use Kindles?

Although much of the book publishing industry is working hard to develop and implement digital strategies, there's little available research that evaluates book consumers' actual interest in and preferences for digital content and their buying behaviors.

To help fill this void, the Book Industry Study Group (BISG) initiated a major baseline survey in August 2009 titled **Consumer Attitudes Toward E-book Reading**. Through three successive waves of consumer surveys over 12 months—each larger in participation than the last—BISG collected, analyzed and published data critical to an understanding of this rapidly changing environment of readers, e-books and e-reading devices. The results have provided an invaluable empirical foundation for trending behaviors over time.

Based on the achievement of year one, BISG has agreed to renew the successful partnership with RR Bowker's PubTrack™ Consumer and extend the **Consumer Attitudes Toward E-book Reading** survey for the next 12 months (Sept 2010 – Sept 2011), increasing the reporting cycle from three times to four times per year.

To varying degrees depending on sponsorship or purchase level, features of the report will include: (1) online tools to modify and sort data through use of the business intelligence tool Real-Time Reporting, (2) hyperlinked content sources and (3) annual PDF Summary Reports.



PRODUCT OFFERINGS

The *Consumer Attitudes Toward E-Book Reading* sponsorship packages have been designed to support your company's thought leadership in digital publishing. In addition to the general sale price, the Book Industry Study Group is please to offer a special discount for current members.

PROPRIETARY QUESTIONS (for both BISG members and non-members)	
<input type="checkbox"/> Proprietary Questions (priced per ea. – max of 8 questions per fielding)	\$1,600 ea.
GENERAL PACKAGES	
<input type="checkbox"/> Real-Time Reporting Bundle, including: Real-Time Reporting access (ONLINE) 3 One-Off Survey Reports (PDF) – summary reports from first three 2010-11 Cycle survey fieldings 1 Final Survey Report (PDF) – collation and analysis of all four 2010-11 Cycle survey fieldings	BISG Members \$3,300 Non-Members \$6,500
<input type="checkbox"/> Survey Report Bundle, including: 3 One-Off Survey Reports (PDF) – summary reports from first three 2010-11 Cycle survey fieldings 1 Final Survey Report (PDF) – collation and analysis of all four 2010-11 Cycle survey fieldings	BISG Members \$1,000 Non-Members \$1,750
<input type="checkbox"/> Final Survey Report (PDF)	BISG Members \$650 Non-Members \$1,500
<input type="checkbox"/> One-Off Survey Report (PDF)	BISG Members \$250 Non-Members \$500

FOR FURTHER INFORMATION, PLEASE CONTACT ANGELA BOLE AT angela@bisg.org OR 646-336-7141.

