

CONTENTS

Introduction	6
<i>By Angela Bole, Deputy Executive Director, Book Industry Study Group, Inc.</i>	
Executive Summary	8
<i>By Jim Milliot, Director, Business and News, Publishers Weekly</i>	
Understanding the E-Book Consumer	10
<i>By Jim Milliot</i>	
Who is today's e-book consumer?	10
Reasons why a consumer acquires an e-book	11
How long have consumers been acquiring e-books?	15
Which e-book formats and e-reader devices do e-book consumers prefer?	17
Where are consumers acquiring e-books and e-readers?	19
Are consumers purchasing fewer print books as a result of acquiring e-books?	21
What do consumers think are the pros and cons of e-books and e-readers?	25
How are consumers using e-books and e-readers?.....	30
Methodology, Data Sources, and Definitions	31
<i>By Carl Kulo, Director of Research, PubTrack™ Consumer</i>	
Data collection, sample size, and margin of error	31
Project partners	32
Information collected	33
Demographics	34
Definitions.....	34
Project Sponsors	35
Champion	
Baker & Taylor, Inc.	35
Supporters	
Hachette Book Group	35
Sony Electronics Inc.	36
Contributors	
HarperCollins Publishers	36
OCLC	36
Barnes & Noble, Inc. & Random House	37
Friends	
Cerlalc	37
iPublishCentral	37
Macmillan	38
Pearson	38
Publishing Technology	38