

DATA TABLES

Tables	Page
Gender, Income, Location of E-book Consumers	10
Reasons why a consumer acquires an e-book	11
Percentage of consumers who indicate a preference for certain genres as e-books	12
Most popular genres consumers prefer to read as e-books	12
Top characteristics why consumers purchase an e-book rather than print book	13
Reasons why consumers choose not to purchase a dedicated e-reader device ..	14
Percentage of consumers who think that, once purchased, the dedicated e-reader is worth the price	14
When first e-book was acquired	15
How often e-books were acquired	15
Purchase date of e-reader	16
How e-reader was acquired	16
Likelihood of buying an e-reader within the next two months	16
Typical e-book formats	17
Most popular devices used to read e-books	18
The one device used most frequently to read e-books	18
Top sites for acquiring e-books	19
Sources of information for e-books	20
Changes in purchasing habits of consumers since they started acquiring e-books	21
Change in consumers' acquisition habits of formats in past year	22
Percentage of e-books purchased compared to those received for free in the last year	22
Percentage of consumers willing to wait three months to buy e-book rather than immediately buy print book	23
Preference of consumers for buying a frontlist or backlist title as an e-book	23
Does DRM affect consumers' decision to purchase an e-book?	24
Benefits of e-readers	25
Reasons for buying an e-reader	26
Satisfaction rating of e-reader characteristics	27
E-reader problems	28
E-book extras for which consumers would pay more	29
How consumers are using e-books and e-readers	30