

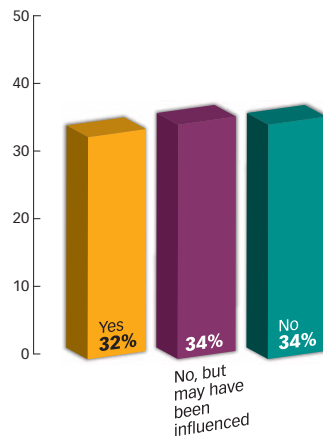
## Why does a consumer acquire an e-book or e-book reader?

Free samples of e-books once again proved to be an effective way to stimulate sales. Getting a free chapter influenced 67% of e-book buyers who made a purchase, and free book promotional material convinced 66% to buy an e-book; both rates were slight increases over the first survey.

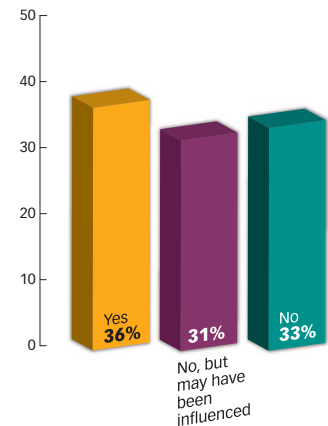
Online book reviews did more to influence respondents to the second survey, with 68% saying that reading a review online helped spur them to make a purchase, compared with 64% in the first survey.

Despite the explosion of networking, recommendations via Twitter and other such sites had relatively little impact in spurring e-book purchases.

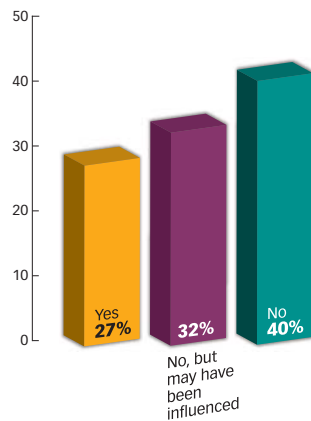
Receiving a free/promotional e-book by same author



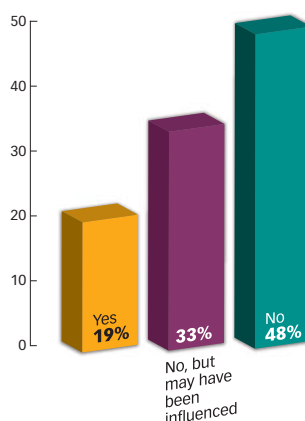
Receiving a free/promotional sample chapter



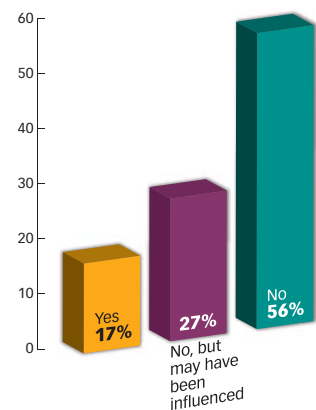
Viewing an online ad



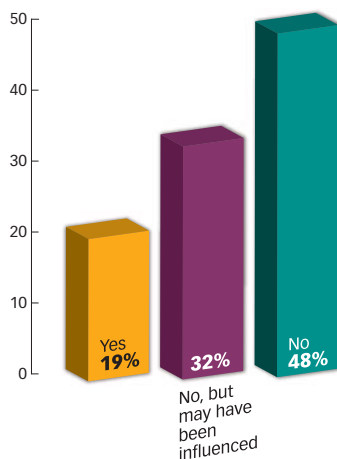
Viewing a print ad



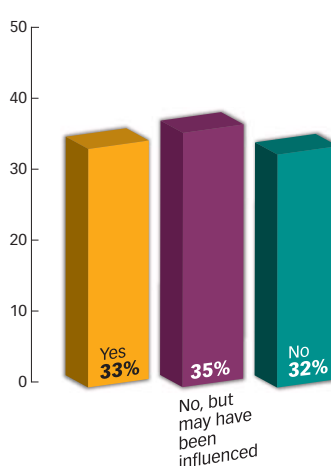
Personalized recommendation from social networking site (Facebook, Twitter, etc.)



Online recommendation from non-social networking site



Online book review



Print review

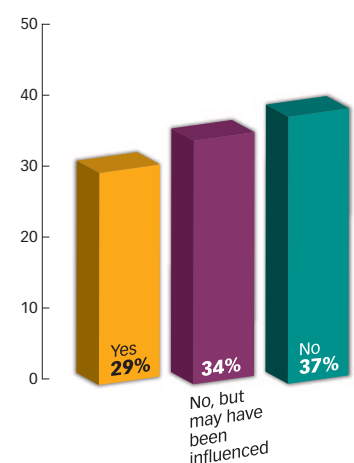


Table 2