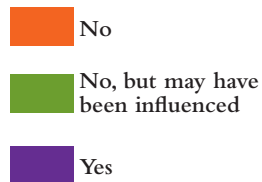


## Why does a consumer acquire an e-book or e-book reader?

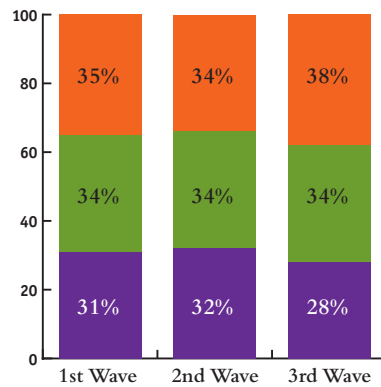
Over the course of the three *Consumer Attitudes Toward E-Book Reading* survey fieldings, respondents showed a remarkable consistency in terms of what prompted them to buy an e-book or dedicated e-reader device. Free samples, whether of complete e-books or of chapters, influenced approximately two-thirds of acquisitions.

Respondents also indicated that reviews played an important role

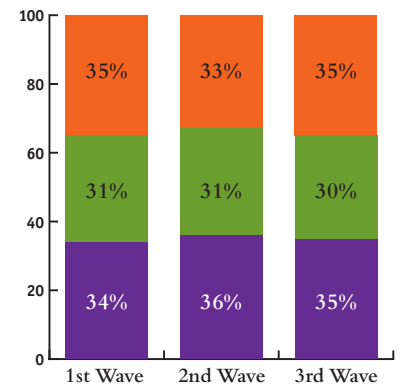


**Table 2**

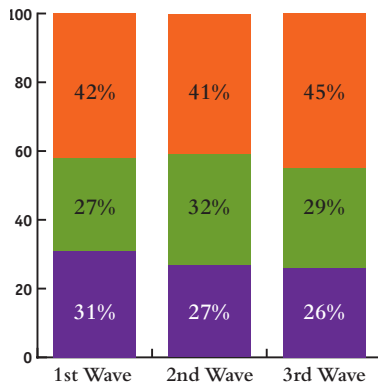
**Receiving a free/promotional e-book by same author**



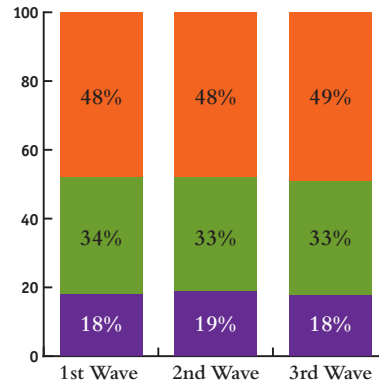
**Receiving a free/promotional sample chapter**



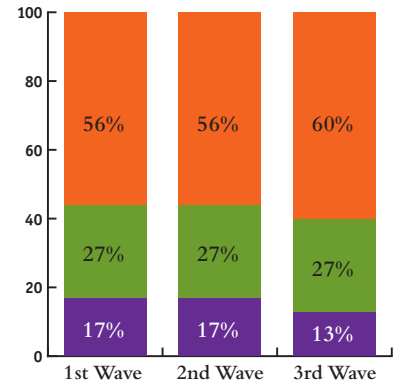
**Viewing an online ad**



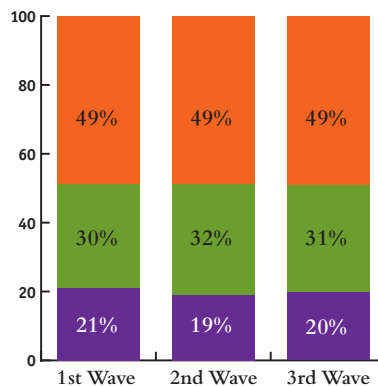
**Viewing a print ad**



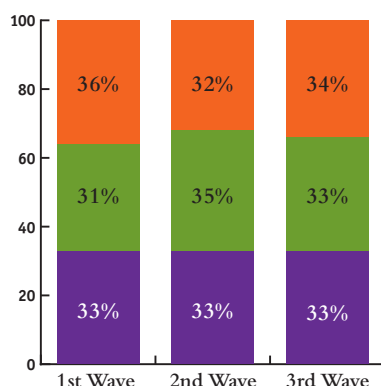
**Personalized recommendation from social networking site (Facebook, Twitter, etc.)**



**Online recommendation from non-social networking site**



**Online book review**



**Print review**

