

METHODOLOGY, DATA SOURCES, AND DEFINITIONS

Data Collection, Sample Size, and Margin of Error

Data for *Consumer Attitudes Toward E-Book Reading* was derived from a subgroup of a nationally representative panel of unique U.S. book-buying men, women and teens—which will eventually total 40,000—representing purchases of more than 120,000 unique book units. This panel is built by monthly recruiting of book buyers who complete surveys about their book purchasing behavior as part of PubTrack™ Consumer, a service of RR Bowker LLC. Each month, 3,000 new buyers are recruited onto the panel in order to ensure a statistically valid and engaged sample of book buyers.

Select representatives from the larger panel were chosen as qualified to receive the *Consumer Attitudes Toward E-Book Reading* survey because they indicated they had purchased or downloaded an e-book in any month during 2008 or 2009 by:

- selecting “Digital/E-book” as a “binding type” of a book they had acquired and/or
- stating they owned an e-reader device, such as Amazon Kindle, Sony Reader or other device designed for reading e-books

A total of 868 panelists fit the criteria above and were e-mailed a request to complete the *Consumer Attitudes Toward E-Book Reading* survey. The resulting sample size for Report One came in at 556, yielding a response rate of 64%.

Sampling details

The 556 survey responses received yield a margin of error between plus and minus 4.16% at a 95% confidence interval. In other words, if the same size sample were surveyed 100 times, it would produce the same results 95% of the time. According to standard industry best practices, this margin of error falls within the limits prescribed for consumer-based surveying and analysis.

For specific segments with a smaller sample size, the margin of error is higher. For instance, it is 4.6% for females (250 respondents), and 7.9% for Kindle users (153 respondents).

Project Partners

The Book Industry Study Group partnered with PubTrack™ Consumer, a service of RR Bowker LLC, for data collection and processing, and with *Publishers Weekly* for data analysis, editorial content, copy editing and internal page design. In turn, PubTrack™ Consumer partnered with Market Tools Inc., a survey design and data collection organization.

A summary of each partner's role follows.

BISG provided project management, setting process benchmarks to ensure that all deadlines and deliverables met expectations. The BISG Research Committee, chaired by Debbie Stier, SVP, Associate Publisher, for HarperStudio and Director of Digital Marketing for HarperCollins, worked closely with PubTrack™ Consumer on development of the survey, and BISG worked closely with *Publishers Weekly* on analysis of results.

Bowker PubTrack™ Consumer was primarily responsible for integrating questions submitted by the BISG Research Committee into a coherent survey instrument; providing BISG with access to data via Real-time Reporting (RTR); assisting *Publishers Weekly* with data analysis and contracting with MarketTools Inc. for deployment of the survey and collection of the data.

MarketTools Inc. was primarily responsible for survey deployment and survey sampling to ensure that responses were received from at least

500 respondents who were part of a larger sample of U.S. adults over age 13 that is balanced to U.S. Census and who qualified as respondents to this survey as described in “Data Collection, Sample Size, and Margin of Error” above. MarketTools Inc. also loaded data into the Real-time Reporting tool for online access.

Publishers Weekly was primarily responsible for creating an analytical summary of the data and commentary on the findings, and for copyediting, internal page design and layout.

Information Collected

The questions in the *Consumer Attitudes Toward E-Book Reading* survey were based on data and research needs expressed by BISG members over the course of several BISG Research Committee meetings, incorporated in a coherent survey by PubTrack™ Consumer and vetted several times by BISG Research Committee members.

The survey was divided into two parts.

- **Part 1** focused on e-books, regardless of the device used to read them. This section included questions about the frequency of e-book purchases, when consumers first acquired e-books, their reasons for purchasing e-books, their reactions to copy/sharing restrictions, the genres they preferred for e-books and the impact that buying e-books had on their other book purchases.
- **Part 2** focused on e-reader devices, their relative strengths and weaknesses, and consumers’ reasons for acquiring them.

Demographic questions were not asked in the survey, but respondents’ demographics were identified through their respondent IDs for the PubTrack™ Consumer monthly survey.