









Results for: Book Industry Survey



1) You are:

		Percentage	Responses
Male		39.8	37
Female		60.2	56
Total responses:			93






2) What is your age?

		Percentage	Responses
Under 18		1.1	1
19-25		59.1	55
26-35		26.9	25
36-45		6.5	6
46-55		4.3	4
56-70		2.2	2
Over 70		0.0	0
Total responses:			93

3) Where do you live?







		Percentage	Responses
City		47.3	44
Outside City		52.7	49
Total responses:			93

4) What is your employment status?
(Please tick all that apply)






		Percentage	Responses
I am a student		39.6	44
I have a full time job		29.7	33
I have a part time job		17.1	19
I am unemployed		4.5	5
Other		9.0	10

5) What is your highest educational level achieved?






		Percentage	Responses
Primary School		0.0	0

Secondary School		36.6	34
University Degree		37.6	35
Masters		20.4	19
PhD		1.1	1
Other		3.2	3
Refuse to reveal		1.1	1
Total responses:			93










- 6) Which of the following in home entertainment do you spend the most money on?
(Please rank the answers 1 to 5, 1 – the most, 5 – the least)

		Average Score	Responses
Video Games		4.11 / 5	93
DVDs		2.62 / 5	93
Books		2.13 / 5	93
Music		2.63 / 5	93
Other		3.53 / 5	93
		3.53 / 5	

- 7) How much on average you spend on books in a month?




		Percentage	Responses
I don't buy books at all		7.5	7
€1 – €15		45.2	42
€16 – €30		31.2	29
€31 – €45		7.5	7
€46 and more		8.6	8
Total responses:			93

- 8) What type of books you buy the most?
(Please tick ***two*** that apply)







		Percentage	Responses
Crime/Thriller		19.8	39
Romance		9.6	19
Literary Fiction		23.4	46
Serious Non-Fiction		15.2	30
Celebrity Biography		5.1	10
Science Fiction		7.6	15
Cook Books		2.5	5
Encyclopedias		1.5	3
Dictionaries		0.0	0
Textbooks		5.6	11

Maps		0.5	1
Other		9.1	18





9) When buying a book do you pay attention to whether it was published by an Irish publisher?

		Percentage	Responses
Always		5.4	5
Sometimes		30.1	28
Never		64.5	60
		Total responses:	93









10) In your opinion, do you think the books should be:

		Percentage	Responses
Much cheaper		15.1	14
Slightly cheaper		58.1	54
The same price as they are now		21.5	20
Slightly dearer		0.0	0
Much dearer		0.0	0
No opinion		5.4	5
		Total responses:	93

11) Would you buy more books if they were cheaper?








		Percentage	Responses
Yes		48.4	45
Probably		36.6	34
No		9.7	9
Don't Know		5.4	5
		Total responses:	93

12) What is the most important factor determining your decision where to purchase a book?









		Percentage	Responses
Price		33.3	19
Quality of Service		3.5	2
Recommendation		8.8	5
Loyalty		5.3	3
Convenience		28.1	16
Atmosphere instore		7.0	4
Don't Know		0.0	0
Other		14.0	8

Total responses: 57







13) Where do you usually buy your books?

		Percentage	Responses
Chain bookstores (e.g Easons, Waterstones)		51.6	48
Independent bookstores (local)		10.8	10
Second Hand bookstores		9.7	9
Supermarkets		3.2	3
On-line		10.8	10
I download electronic books		0.0	0
Don't know		2.2	2
Other		11.8	11
Total responses:		93	

14) Why do you buy books in bookstores (chain and independent)?

		Percentage	Responses
I never buy from the bookstore		5.4	5
Other products in store (e.g. cafe, cards, DVDs, etc.)		2.2	2
Wider range of quality books		38.7	36
More offers (e.g. 3 for 2)		19.4	18
Cheaper		2.2	2
Better personal service in store		11.8	11
Recommendations		5.4	5
Other		15.1	14
Total responses:		93	

15) If the recession continues do you think you will?

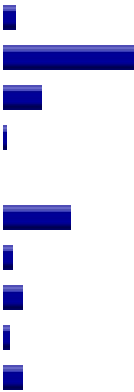
		Percentage	Responses
Buy the same amount of books		44.1	41
Buy slightly fewer books than usual		34.4	32
By a lot fewer books than usual		7.5	7
Buy slightly more books than usual		3.2	3
Buy a lot more books than usual		0.0	0
Will not buy books at all		5.4	5
Don't Know		5.4	5
Total responses:		93	

16) In the last year you bought:

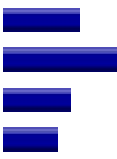
		Percentage	Responses
More books than usual		21.5	20

Fewer books than usual		22.6	21
The same		55.9	52
		Total responses:	93

17) Which of the following goods do you tend to spend less on since the recession started?

		Percentage	Responses
Food		4.3	4
Clothes		41.9	39
Alcohol		12.9	12
Cigarettes		1.1	1
Petrol		0.0	0
Holidays		21.5	20
Books		3.2	3
Video games		6.5	6
Music		2.2	2
Other		6.5	6
		Total responses:	93

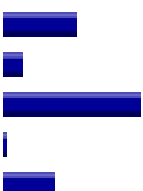
18) Have you purchased more or less goods on the Internet since the recession started?

		Percentage	Responses
More		24.7	23
The same		36.6	34
Less		21.5	20
I don't buy on-line		17.2	16
		Total responses:	93

19) Do you have Internet access?







		Percentage	Responses
Yes		100.0	87
No		0.0	0
		Total responses:	87

20) If yes, what kind

		Percentage	Responses
DSL		23.0	20
Cable		6.9	6
Fixed Wireless Access		43.7	38
Dial – up		1.1	1
Mobile Broadband		16.1	14
















Don't Know		6.9	6
Other		2.3	2
		Total responses:	87

21) How often do you purchase goods on the Internet?








		Percentage	Responses
Never		12.6	11
Less than once a month		43.7	38
Once a month		18.4	16
2 – 3 times a month		19.5	17
4 – 8 times a month		4.6	4
More than 8 times a month		1.1	1
		Total responses:	87

22) What items do you usually purchase on the Internet?







(Please select up to ***three***)

		Percentage	Responses
New Books		12.5	35
Second Hand Books		5.0	14
Clothing		7.9	22
Videos/DVDs		8.6	24
Video games		3.2	9
Airline tickets		19.7	55
Electronic Equipment		3.9	11
Music		7.2	20
Computer Hardware		1.4	4
Computer Software		2.2	6
Tours/Hotels Reservations		9.3	26
Event Tickets		11.5	32
Cosmetics		1.4	4
Toys		0.0	0
Sporting Goods		1.4	4
Automobiles and parts		0.0	0
I do not buy goods online		3.9	11
Other		0.7	2





23) If you do not purchase books online, what is the reason?

		Percentage	Responses
No internet access		0.0	0
No credit card		22.0	9
Security concerns		2.4	1
Limited selection		4.9	2
Bad quality products		4.9	2
No personal service		26.8	11
Expensive		7.3	3
Other		31.7	13
Total responses:			41






24) What are **two** the most important reasons of why do you buy books online?
(if you do not buy books online skip to Q 26)

		Percentage	Responses
Cheaper		39.1	43
Don't have to leave house		14.5	16
Open 24 hours		14.5	16
Bigger selection		25.5	28
Quick access to reviews		4.5	5
Other		1.8	2

25) Where do you usually buy books online?
(if you do not buy books online skip to Q 26)








		Percentage	Responses
Amazon.com		61.5	32
E-bay		9.6	5
Play.com		7.7	4
Bookstore webpage		0.0	0
Other		21.2	11
Total responses:			52

26) Which of the following sounds like a good idea to you?









		Percentage	Responses
Book vending machines which offer the bestselling titles		10.5	9
An easy to read electronic book reader		15.1	13
A book that you can download into your mobile phone or iPhone		10.5	9
Optional or customizable book covers (e.g. choose different covers for a single book or add your own name, stickers, etc.)		1.2	1
A machine that prints an out-of stock or out of print book for you while you wait		37.2	32

I don't think that electronic books are a good idea		25.6	22
		Total responses:	86




27) You would buy an electronic book reader:

		Percentage	Responses
If it was easy to use		5.8	5
If it looked good		0.0	0
If it was a combined mobile phone and digital reader		2.3	2
If there were a lot of books available to download		12.8	11
If it was as easy to read as a book		15.1	13
It cost less than 100 euro		15.1	13
I wouldn't buy it		38.4	33
Other		10.5	9
		Total responses:	86

28) You would download an electronic book only if it was:

		Percentage	Responses
Free		22.4	19
70 % cheaper than the traditional book		16.5	14
50% cheaper than the traditional book		17.6	15
25% cheaper than traditional book		7.1	6
10 % cheaper than traditional book		2.4	2
I would download it if it cost the same as a traditional book		8.2	7
I would download it even if it was more expensive than traditional book		0.0	0
I would not download it at all		21.2	18
Don't know		4.7	4
		Total responses:	85

29) Would you prefer that textbooks were in a digital format if the college provided electronic book readers?
(If you are not a student please skip to Q 30)

		Percentage	Responses
Yes		44.6	25
No		46.4	26
I don't know		8.9	5
		Total responses:	56

30) If you would buy an electronic book reader how much would you pay for it?




Average: 11,494,252,873,630.50

Range: 0<=>1,000,000,000,000,000

Median: 50














Total Responses: 84

31) If you had an electronic book reader, would you still buy traditional books?






		Percentage	Responses
Yes		81.2	69
No		3.5	3
Don't Know		15.3	13
		Total responses:	85

32) If yes, what type of books would you buy in the hard copy version?

*(Please tick up to **three** options)*

		Percentage	Responses
Short Novels		8.6	16
Crime/Thriller		11.9	22
Romance		5.9	11
Literary Fiction		22.2	41
Serious Non-Fiction		12.4	23
Celebrity Biography		5.4	10
Science Fiction		7.0	13
Cook Books		3.8	7
Encyclopedias		1.1	2
Dictionaries		6.5	12
Textbooks		5.4	10
Maps		4.9	9
Other		4.9	9

33) Where do you think you will usually buy your books in the future?

		Percentage	Responses
Online		25.3	22
Chain bookstores (e.g. Easons, Waterstones, etc.)		41.4	36
Independent bookstores		12.6	11
Second Hand bookstores		8.0	7
Download an Electronic book		3.4	3
Supermarkets		0.0	0
Other		9.2	8

Total responses: 87