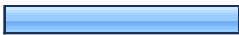






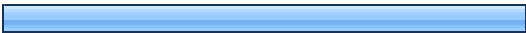








The Springer Publishing Social Sciences Smartphone & eBook Reader Survey

What is your primary area of professional or educational focus?

		Response Percent	Response Count
Psychology		35.0%	472
Social Work		16.3%	220
Counseling		7.9%	106
Gerontology		5.0%	68
Public Health		11.0%	148
Rehabilitation		1.9%	25
Other (please specify)		22.9%	309
		answered question	1,348
		skipped question	0

What is your primary employment setting?

		Response Percent	Response Count
College/University		78.6%	1,059
Hospital, Clinic, Treatment Center or Nonprofit Group		7.3%	98
Private Practice (Group or Solo)		3.0%	41
Government		2.9%	39
Corporate		0.8%	11
Student		3.3%	44
Other (please specify)		4.2%	56
		answered question	1,348
		skipped question	0

What are your favorite professional apps?



Favorite App: Epocrates	Response Count
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456

answered question	456
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skipped question	892
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Do you read eBooks?

		Response Percent	Response Count
Yes		53.0%	700
No		47.0%	622







answered question	1,322
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skipped question	26
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8. On what device do you primarily read eBooks?

		Response Percent	Response Count
eBook Reader		45.1%	315
Smartphone		10.6%	74
Tablet Computer		28.1%	196
Desktop or Laptop Computer		16.2%	113
answered question			698
skipped question			650

9. What is your preferred eReading platform or eBookstore?

		Response Percent	Response Count
Amazon Kindle		55.3%	386
Apple iBookstore		17.0%	119
Barnes & Noble Nook Bookstore		13.6%	95
Google eBooks		10.2%	71
Kobo		2.0%	14
Sony Reader eBookstore		1.9%	13
Other (please specify)			73
answered question			698
skipped question			650

Have you purchased any professional eBooks (i.e. books related to your area of professional practice)?

		Response Percent	Response Count
Yes		38.8%	271
No		61.2%	427
answered question			698
skipped question			650