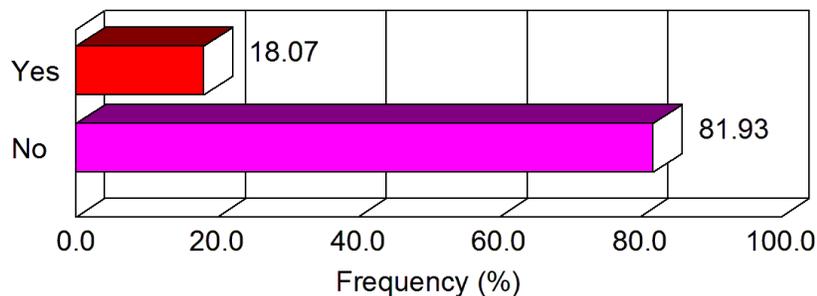


The Electronic Book and eReader Device survey was sent on February 15, 2011 to the OnCampus Research Student Panel. Over six hundred students (655) participated in this survey. The primary purpose of this study was to follow-up with college students on their usage of electronic books (e-books), as well as their interest and usage of eReader devices, to identify changes over the past five months. The typical respondent was a female upper class college student, between 18 to 24 years old.

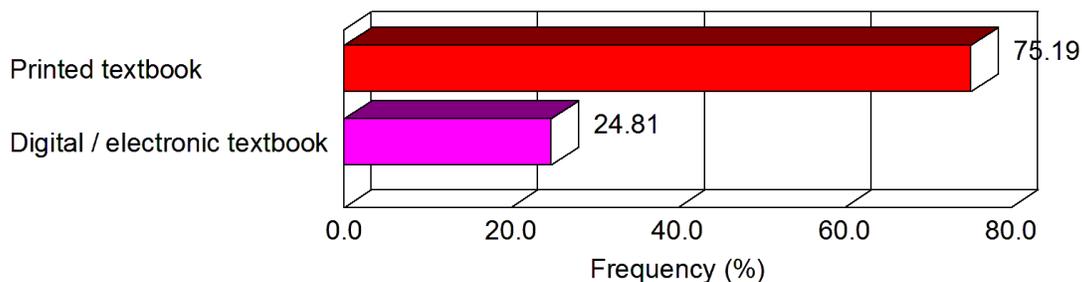
In the past 3 months, have you purchased an electronic book (e-book)?



Electronic book purchases were made by 18% of college students within the past three months. This was up six percent from the previous study conducted in October 2010. Similar to before, nearly six out of ten (57%) stated that the primary purpose of their e-book purchase was a required course material for class. More than one-third of students (39%) purchased an e-book specifically for leisure reading.

Approximately 64% of the students who said they recently purchased an e-book indicated that they used a laptop computer or Netbook to read their e-book. This was down from 77% in October 2010. The most significant change occurred for those that used an eReader device. Around 39% of students said they used such a device, compared to only 19% of students five months ago. Desktop computer was selected by only 24% of students, down from 30%. On the other hand, students that used a smartphone (e.g., iPhone, Blackberry) or a tablet (e.g., iPad) remained unchanged at 20% and 4% respectively.

If the choice were entirely up to you, what would your preferred textbook option be when taking a class?

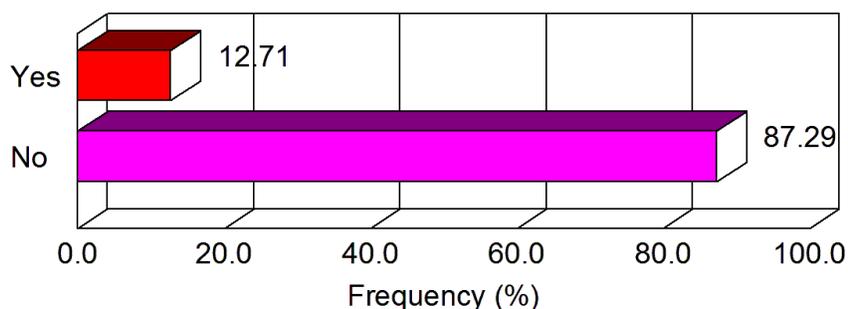


Print textbooks continue as the preferred textbook option among college students. Similar to the survey conducted in October 2010, 75% indicated that if the choice were entirely up to them, print textbooks would be their top option when taking a class. While, 25% of students did state they would prefer a digital / electronic textbook over the traditional print version.

Students' reasons for preferring print textbooks also remain unchanged. Of the students that prefer print, over half indicated that they did not favor digital textbooks because they simply preferred print to digital. Around 12% said their primary reason for not preferring digital is that you lose access to content after the end of the semester. Some other reasons include: no buyback option (8%), the professor uses the print copy (3%) and there are no digital / electronic textbooks available for the classes they are taking (3%)

However, of the students that prefer digital, 85% stated they favor digital over print because it reduces the weight of textbooks in their back pack. Another 85% of respondents like digital because all their required course materials are in one place at all times (up from 78%). Some other top reasons include: convenience (74%), saving paper (71%), price (68%), and prefer technology (39%).

Do you currently own an eReader device?



Do not own an eReader device remains a common theme among college students. However, this number appears to be declining. Approximately 87% of students indicate that they currently do not own an eReader device, down from 92% in October 2010.

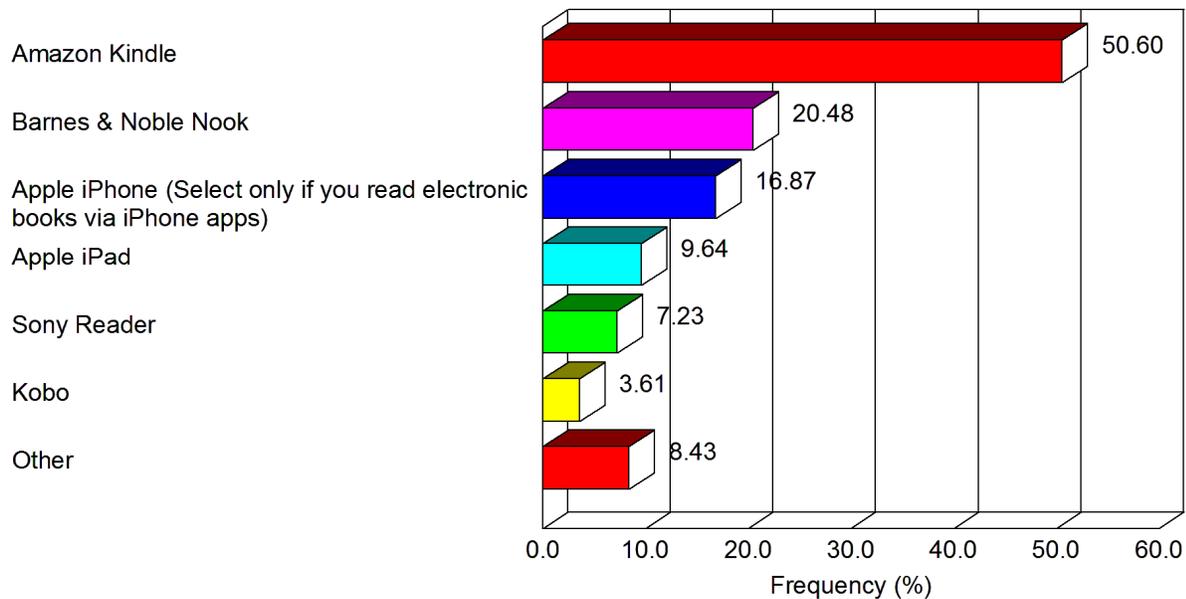
Of those that do not own an eReader device, 63% of these students said they do not plan to purchase one in the next three months. Another 32% of respondents said they were unsure whether they would buy one. And similar to the prior study, another 5% of college students stated they plan to make this purchase sometime in the near future.

Students interested in purchasing a new eReader are most interested in the following devices: Apple iPad (27%), Amazon Kindle (27%), and the Barnes & Noble Nook (19%). Around 23% of respondents said they were unsure which specific device they are intending to buy.

When asked what their reason is for wanting to purchase an eReader device, the majority of college students indicated leisure reading, which decreased from 96% to 73%. Another 69% said for school use (down from 74%) and 57% would like to keep up with the latest technology (up from 37%).

However, of the students that do not plan to purchase an eReader device any time soon, around 49% stated the primary reason is that they simply prefer regular print books (up from 42%). A quarter of college students are not quite sure how an eReader device would benefit them. And 13% believe them to be too expensive or are waiting for prices to drop.

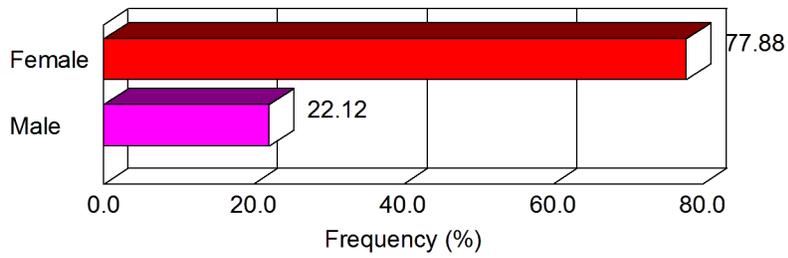
Which of the following eReader devices do you own? (Select all that apply)



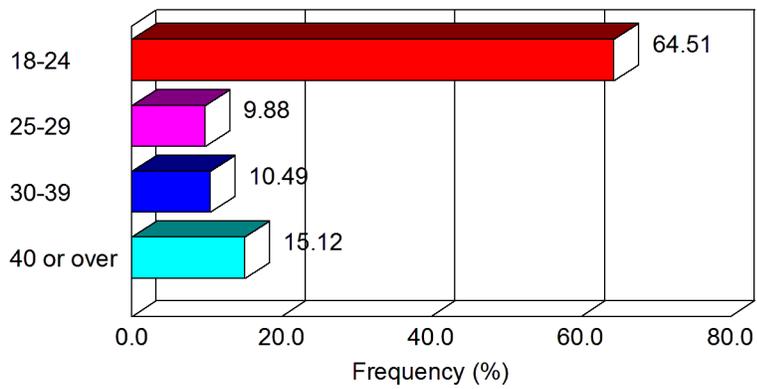
The Amazon Kindle is the most popular digital reading device among the 13% of college students who own an eReader. Approximately 52% own an Amazon Kindle, compared to 32% five months ago. The other top devices owned by college students include: Barnes & Noble Nook (21%), Apple iPhone (17%), and the Apple iPad (10%). Over three-fourths of the students indicated that they purchased their eReader for leisure reading (up from 53%), while 29% stated that they purchased this device for school use (down from 33%). The length of time which students have owned their eReader varies. Around 8% of students have only owned their eReader device for less than a month, while 12% have owned their device for more than a year.

Demographic Information

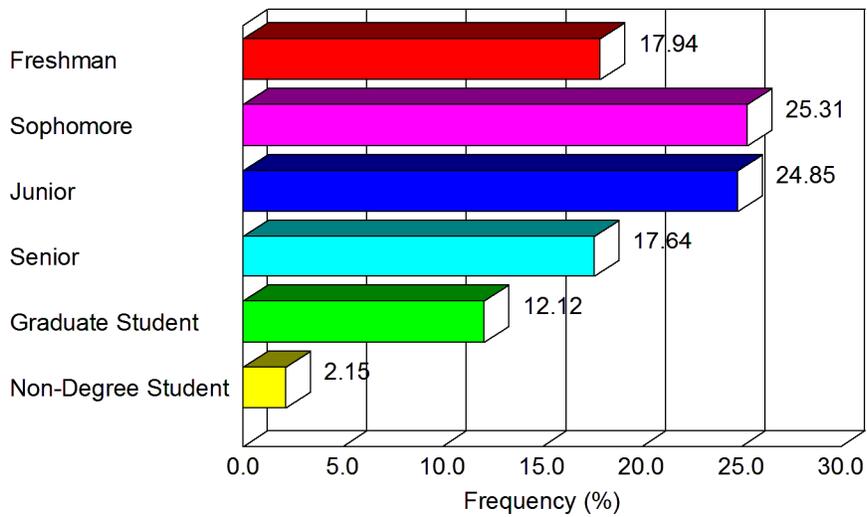
Gender



Age



Current student status



About the OnCampus Research Student Panel

The OnCampus Research Student Panel consists of over 18,000 college students from across the U.S. who have agreed to participate in market research studies throughout the year. The student panel is periodically sent short surveys (5-10 questions) on current market research topics. The data from these surveys are used for varied purposes, such as helping us to understand better student attitudes and shopping behaviors.