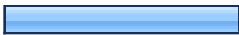















The Springer Publishing Social Sciences Smartphone & eBook Reader Survey

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

Do you own any of the following devices?												
eBook Reader												
				Amazon Kindle	Barnes & Noble Nook	Kobo Reader	Sony Reader	Other Brand	Don't own an eBook Reader	Response Count		
Brand/Device				22.9% (309)	6.2% (83)	0.6% (8)	0.7% (9)	2.1% (28)	67.6% (912)	1,349		
Smartphone												
Brand/Device		Apple iPhone/iPod Touch	Android Phone	Blackberry/RIM	Symbian	Windows Mobile	Other Brand/Platform	Don't own a Smartphone		Response Count		
		35.6% (480)	20.2% (272)	8.5% (114)	0.2% (3)	0.8% (11)	2.4% (33)	32.3% (436)		1,349		
Tablet Computer												
Brand/Device		Apple iPad	Asus EEE Pad	Barnes & Noble Nook Color	Blackberry Playbook	HP TouchPad	Kindle Fire	Motorola Xoom	Samsung Galaxy Tab	Other Brand	Don't own a Tablet Computer	Response Count
		25.8% (348)	0.5% (7)	0.9% (12)	0.2% (3)	0.9% (12)	1.0% (13)	0.4% (6)	0.9% (12)	2.6% (35)	66.8% (901)	1,349
										answered question	1,349	
										skipped question	0	

Have you downloaded/installed any professional applications to your eBook reader, smartphone, or tablet computer (i.e. apps related to your area of professional practice)?

		Response Percent	Response Count
No		59.4%	801
Yes, have downloaded free apps		21.8%	294
Yes, have downloaded paid apps		2.6%	35
Yes, have downloaded both free and paid apps		20.1%	271
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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What are your favorite professional apps?

	Response Count
	456
answered question	456
skipped question	892



Are there any professional apps that you would like to see developed?

	Response Count
	360
answered question	360
skipped question	988

Do you read eBooks?

		Response Percent	Response Count
Yes		53.0%	700
No		47.0%	622
	answered question		1,322
	skipped question		26

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