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

	Apple iPhone/iPod Touch	Android Phone	Blackberry/RIM	Symbian	Windows Mobile	Other Brand/Platform	Don't own a Smartphone	Response Count
Brand/Device	**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

	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
Brand/Device	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
	456
answered question	456
skipped question	892

Do you read eBooks?

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

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**