

SCIENCE READER SURVEY, CONDUCTED BY CARL ZIMMER, MARCH 2010

<http://blogs.discovermagazine.com/loom/2010/03/15/the-science-reader-help-me-draw-a-profile/>

Questions & Answers

Question	Answers					Skips
01 Where do you get your science fix, and how often?	756 99%					5 1%
	AVIDLY	FREQUENTLY	OCCASIONALLY	RARELY	NEVER	
Newspapers (old-fashioned fish-wrapping format)	17	54	168	245	198	
Magazines (old-fashioned doctor's office format)	47	157	263	173	64	
News web sites (nytimes.com, bbc.co.uk, etc)	209	304	168	40	7	
Blogs	385	274	58	24	6	
Ebooks that you pay for	12	33	69	86	484	
Television (Chunkin Punkin doesn't count)	10	92	227	195	175	

Question	Answers				Skips
02 How many science books (traditional paper format) do you buy a year?	754 99%				7 1%
	0%	20.5%	41%	COUNT	PERCENT
Five or more				310	41%
Three				109	14%
Two				94	12%
Four				92	12%
One				84	11%
None. I prefer to use my shelf space for my Battlestar Galactica figurine collection				65	9%

Question	Answers				Skips
03 How many science magazines (traditional paper format) do you subscribe to?	753 99%				8 1%
	0%	24.5%	49%	COUNT	PERCENT
None				372	49%
One				182	24%
Two				105	14%
Three or more				94	12%

Question	Answers	Skips
What kind of device do you use to get your *digital* science fix? (Check all that apply)		

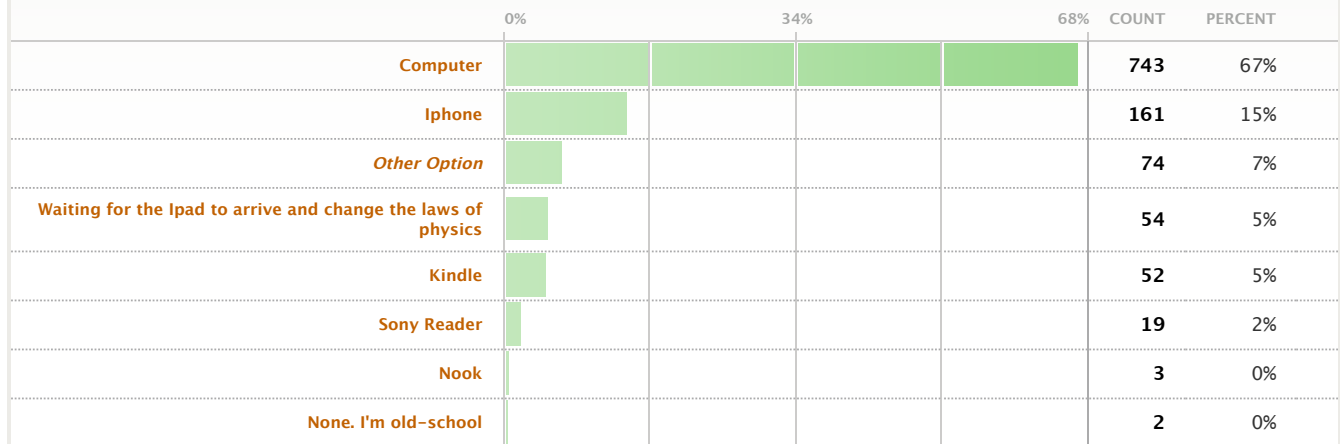
04

831

109%

0

0%



Question

05

What statement best describes your feelings towards ebooks?

Answers

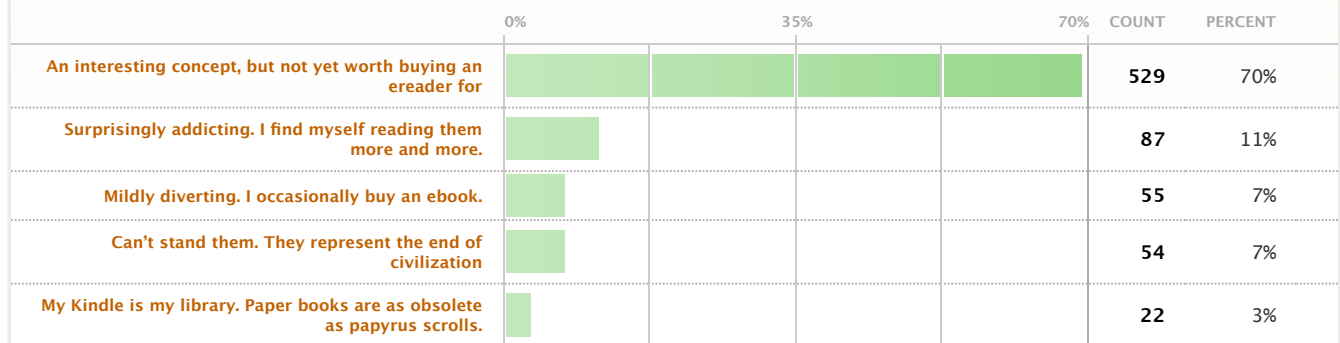
747

98%

Skips

14

2%



Question

06

How many ebooks do you buy a year?

Answers

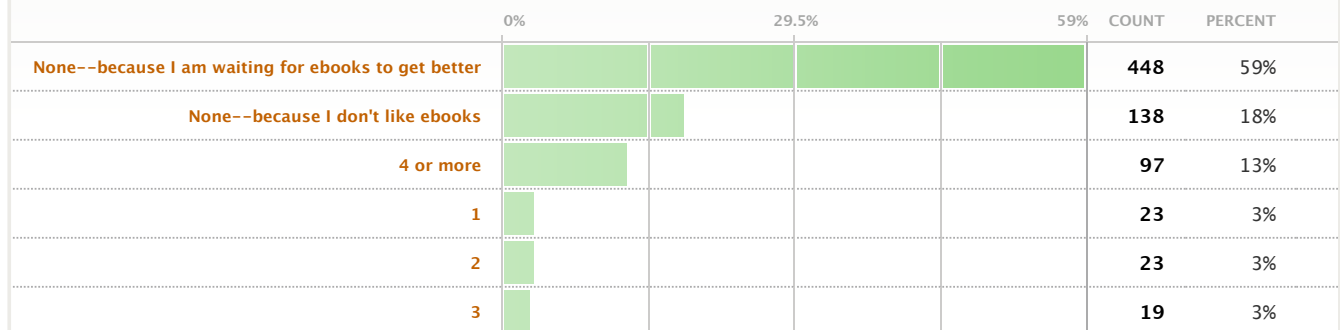
748

98%

Skips

13

2%



Question

07

How would you describe your experience reading about science online?

Answers

747

98%

Skips

14

2%

	0%	31%	62%	COUNT	PERCENT
I will click through all 30 screens to read that massive feature on the future of nuclear fusion to the very end				471	62%
I read the first screen of long pieces and rarely click through to the second. I get the point.				272	36%
By the time I'm done with a headline, I get sleepy				4	1%

Question
08

It is easy now to read for free online, what with blogs, online magazine sites, pirated books, etc. How has this changed your reading patterns? (check all that apply)

Answers
712
94%

Skips
49
6%

	0%	20%	40%	COUNT	PERCENT
I will no longer pay for my science fix				365	40%
I will pay for ebooks				245	27%
I will pay to get past paywalls to magazine and newspapers				187	20%
I will pay for individual articles				127	14%

Question
09

Imagine this ebook: a book-length anthology of pieces by a science writer you like. It's nicely designed and illustrated. What would it be worth to you?

Answers
743
98%

Skips
18
2%

	0%	14.5%	29%	COUNT	PERCENT
\$10				219	29%
Nothing. Didn't you hear me talk about ebooks as the end of civilization?				135	18%
\$6				119	16%
\$4				100	13%
\$8				100	13%
\$2				37	5%
\$1				24	3%
Fifty cents				9	1%

Question
10

Imagine a hybrid magazine. A free short article offers bullet points summarizing a story. You can then pay for the in-depth story, full of deathless prose and graphics. What would you pay for that?

Answers
743
98%

Skips
18
2%

	0%	19%	38%	COUNT	PERCENT
Nothing. Go back to paper and ink where you belong.				282	37%
\$1				156	21%
25 cents				107	14%
50 cents				106	14%
\$2				51	7%

	0%	19%	38%	COUNT	PERCENT
75 cents				24	3%
\$1.50				17	2%