Reading in a Digital Age Webcast Poll Results

What type of attendee are you?
Librarian 86%
Publisher 11%
Student 0%
Other 3%

Which do you prefer to read?
Print 54%
Electronic 3%
Both 43%

If you prefer e-reading, which device do you primarily use?
iPad 43%
Kindle 26%
Nook 6%
Smart Phone 17%
Other 8%

Which do you primarily read in print?
Work-related/professional titles 15%
Pleasure reading 85%

Which do you primarily read electronically?
Work-related/professional titles 84%
Pleasure reading 16%

Are you confident that print books have a future?
Yes 91%
No 1%
Unsure 8%