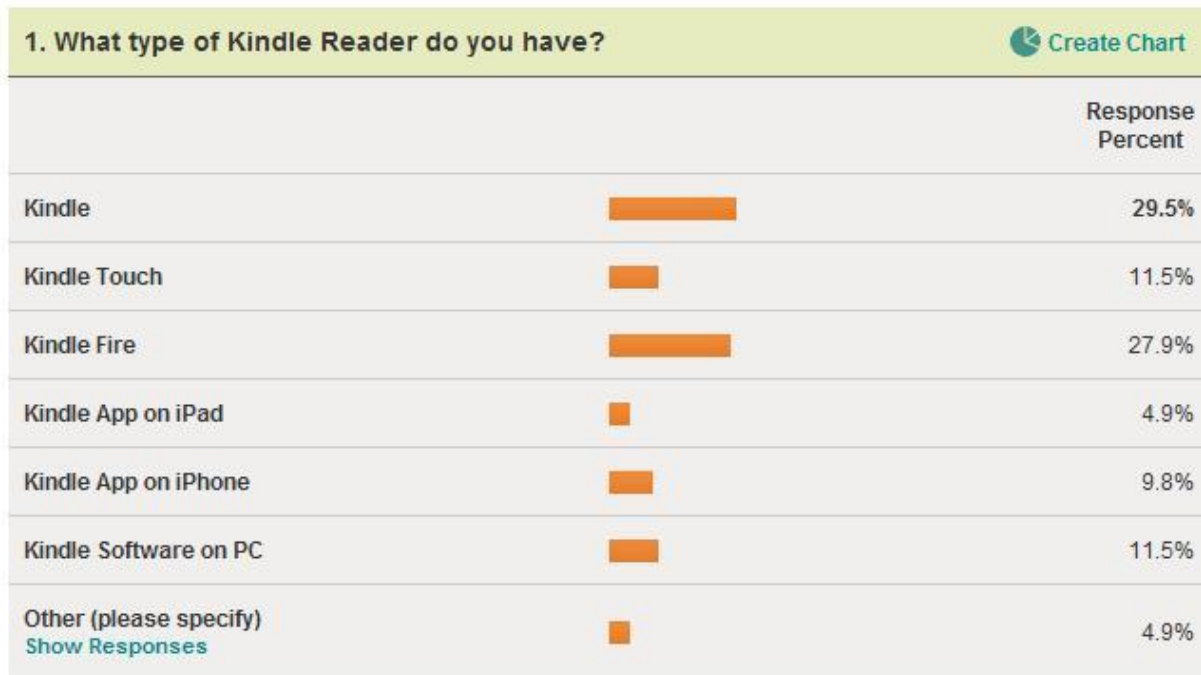**Kindle Triangulation Bonus:**
Kindle User Survey

I'm a big believer in using surveys to gain insight into your market.   So, I hired a company to survey 160 Kindle users on their Kindle Reading habits.

Here are the results along with my conclusions.

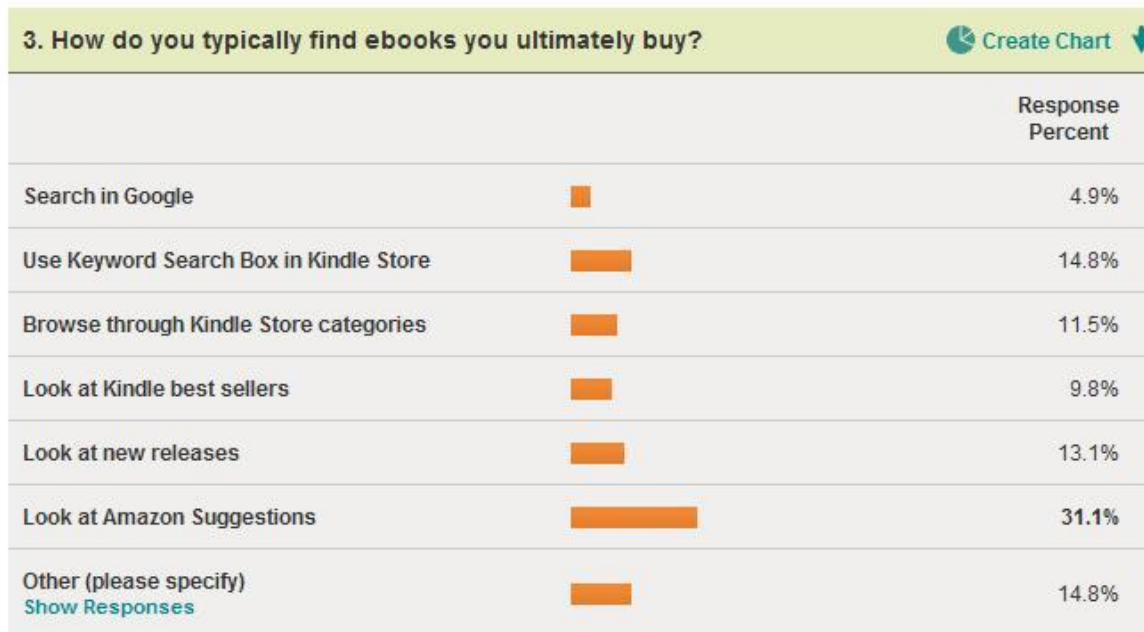| 1. What type of Kindle Reader do you have?	Response Percent
Kindle	29.5%
Kindle Touch	11.5%
Kindle Fire	27.9%
Kindle App on iPad	4.9%
Kindle App on iPhone	9.8%
Kindle Software on PC	11.5%
Other (please specify) Show Responses	4.9%

Looks like Kindle Fire is coming on Strong. A preliminary survey conducted two weeks prior showed the Fire with 23% and Kindle with 33.7. The Fire is definitely going to take over as the dominate device for reading Kindle eBooks.

This is great news for publishers. Why? Because on the Fire the Store Search doesn't require the user to click a link or button to go to the next page of search results. They simply scroll to see more results. What does this mean? More people will see results that are on page two and beyond.

The "Other" 4.9% all said kindle for android.

2. What percentage of non-fiction ebooks do you purchase? (as opposed to fiction)

I asked this question because since I mostly publish non-fiction I wanted to make sure my survey population was not biased toward non-fiction. The results were almost exactly 50/50.

3. How do you typically find ebooks you ultimately buy?

		Response Percent
Search in Google	▮	4.9%
Use Keyword Search Box in Kindle Store	▬▬	14.8%
Browse through Kindle Store categories	▬▬	11.5%
Look at Kindle best sellers	▬	9.8%
Look at new releases	▬	13.1%
Look at Amazon Suggestions	▬▬▬▬	**31.1%**
Other (please specify) Show Responses	▬▬	14.8%

This is where the rubber meets the road! Knowing the answer to this question shows us that people are indeed going straight to Amazon to find the eBooks they want to read.

Are you surprised that a high percentage of people are influenced by Amazon Suggestions? It makes sense when you think about it. Amazon has trained people over the years to look for these suggestions.
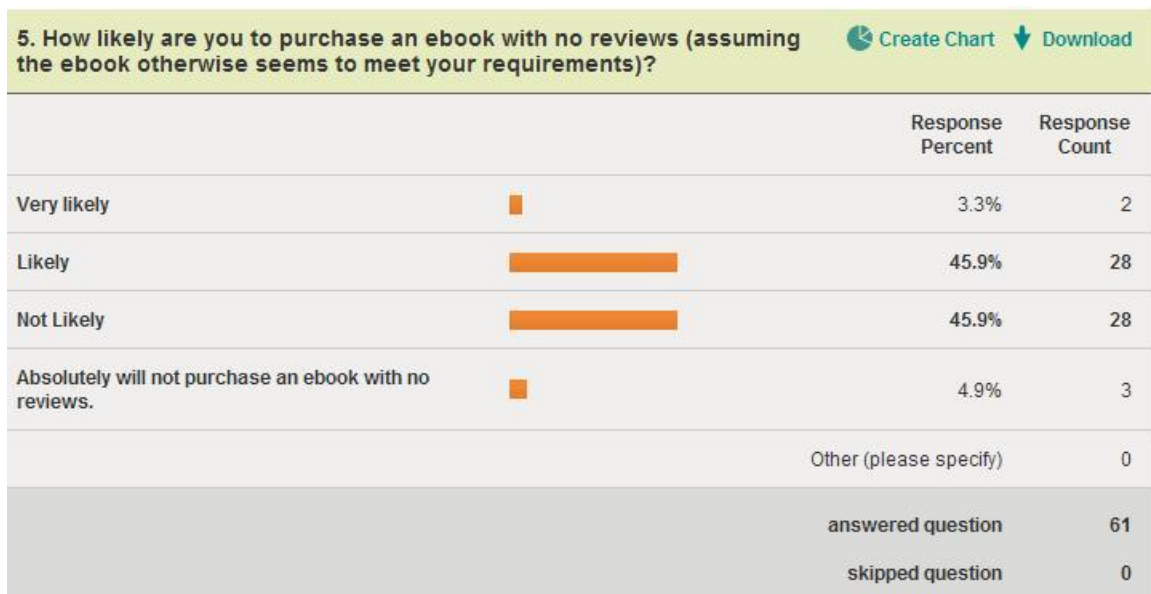
How can we use this to our advantage? How about putting Suggested Reading in our eBooks and list our other eBooks that are on the same topic.

The Keyword Search and Category browse are next most popular ways to search for en eBooks. So being top in your niche for either the category or search phase (or both) is something to shot for.

The "Other" 14.8% said: recommendation from friend, related to my career and Goodreads.com in that order.
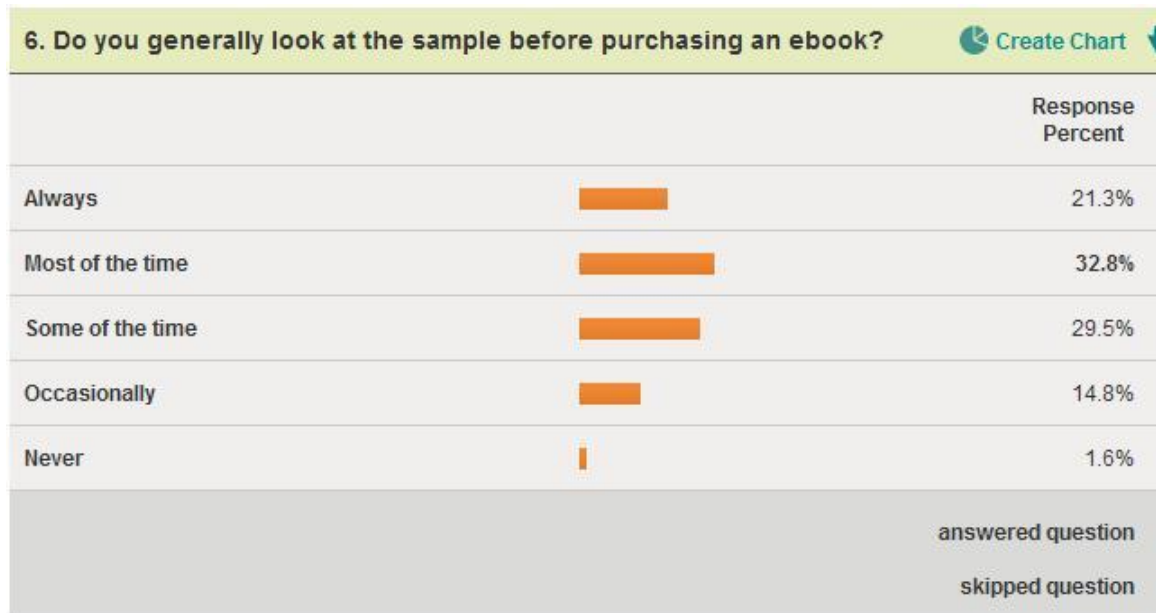
4. How important are positive reviews to your decision to purchase an ebook?

		Response Percent
Very Important		23.0%
Important		36.1%
Moderately Important		37.7%
Not Important		3.3%
	Other (please specify)	

Overwhelming it looks like positive reviews are a must. But take a look at the next question:

5. How likely are you to purchase an ebook with no reviews (assuming the ebook otherwise seems to meet your requirements)?

		Response Percent	Response Count
Very likely		3.3%	2
Likely		45.9%	28
Not Likely		45.9%	28
Absolutely will not purchase an ebook with no reviews.		4.9%	3
	Other (please specify)		0
	answered question		61
	skipped question		0

Now this is very interesting! Almost 50% would likely purchase a book with no reviews.

I wished I had asked a question about Negative reviews but I think we can deduce from these two questions that you either want Positive Reviews or No Reviews.

6. Do you generally look at the sample before purchasing an ebook? Create Chart

		Response Percent
Always		21.3%
Most of the time		32.8%
Some of the time		29.5%
Occasionally		14.8%
Never		1.6%
		answered question
		skipped question

Over 50% look at a Sample most or all the time. This means you should look what shows up as the sample after you publish your eBooks and make sure that what's showing is enticing to the reader.

7. What is the one biggest factor that affects your decision to purchase an ebook or not?

I left this question open ended and then compiled the common answers together so I wouldn't sway the participants' response.

Price	23.08%
Looks Interesting	19.23%
Reviews	13.46%
Subject	13.46%
Author	7.69%
Recommendation	7.69%
Genre	3.85%
Time Required to Read	3.85%
cover	1.92%
No bad reviews	1.92%
positive reviews	1.92%
Ranking	1.92%
	100.00%

Most of the people who said Looks Interesting, Author, and Genre were mostly fiction readers. Non-Fiction readers where most interested in Price, Reviews, Subject.   No big surprises there.