

Alison Morton's Reader Survey

Q4 comments: What would you pay for a fiction ebook?

Depending on the book and who it is written by I would pay up to 10.00 US

I am wary of a cheap price. For some reason, I feel that the book would not be so good if it was too cheap.

If it's a good book, its priceless :)

It depends on if it's a book I've been waiting for. Then I would pay over 6.00. If it's an author unknown to me, I wouldn't pay over 1.99.

Free

Depends how long it is.

Have paid more for new books by Lee child/Donna Leon et al.

It would be rare for me to pay more than this but I might for a highly anticipated book.

This depends - hardback by one of my favourite authors >£10. E-book by an unknown, 99p

Don't have an ereader

It depends on what I have to read, how badly I want to read it and who the author is. I love books, and have taken to books because I have no more room at home.

Although I have on VERY rare occasion paid £5

And obviously anything below - but if I buy an ebook and really enjoy it then I would probably buy the paperback as well to have.

I have paid 5.99 for fiction from a well-known author, and have selected what I would be happy to pay in general (up to...).

Never buy novels as ebooks

It really depends on the book. I could spend more if I really wanted it badly.

Depends how much I want to read it

Depends on book. Will pay more for a book I have more confidence in (eg known author)

Less than 3 USD for book I'm not familiar with. Up to 7 USD for book I know a bit about. Up to 12 USD for a fiction book I really want.

It depends on the genre, the length, and the time I have available to read when I see the book. Typically 1.99 to 3.99, up to 4.99 if it's a already known, favorite author and I like the first few pages (typically read the excerpt first).

Usually under £3, but if it was a book I knew I wanted (rather than one I'm taking a punt on) I'd pay up to £5.

I hate that ebooks are so undervalued. I would be happy to pay whatever the RRP is on a normal paper- or hardback. The content is what's important, not the

product, if you know what I mean. However, although I do love my Kindle, I have been going back to hardback/paperbacks as I do prefer the reading experience.

Regularly pay anything up to £10 and over.

This varies, often I will buy a first book at 99p or 1.99 and then buy the rest all at once. PS you missed out the paper press in your list of where I find out about books. The Saturday Guardian would be at #3 or 4

£4.99 max, within that depends how much I want it. FYI I didn't answer Q2 because my top answer would be 'newspaper reviews' and the same for Q3 really (some of us are old skool you know!).

Unknown author -- Free to .99 cents Author I Enjoy -- Up to 4.99 Favorite Author -- Up to 6.99

You forgot the main source of new book info. Reviews in (subscribed) magazines and occasionally Saturday supplements. If a reasonably heavy or trade mag. carries a good review I'll follow it.