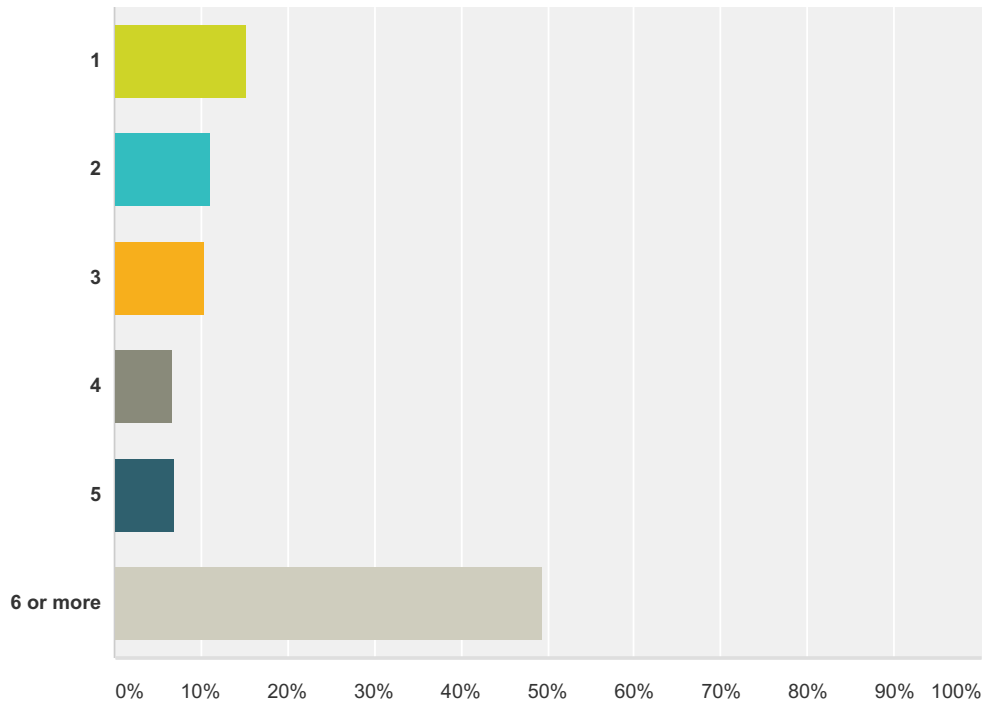


Q1 How many books have you published, including traditionally published titles and self-published titles?

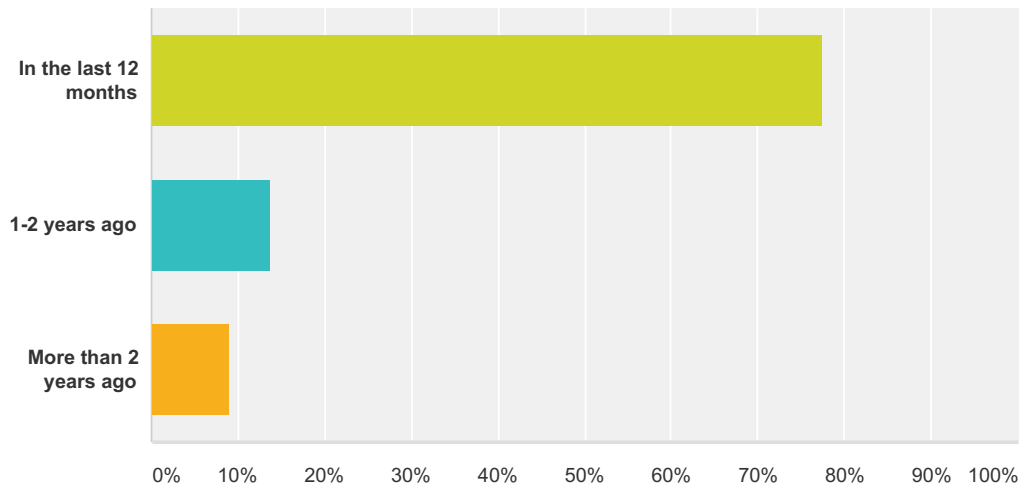
Answered: 809 Skipped: 3



Answer Choices	Responses
1	15.33% 124
2	11.12% 90
3	10.38% 84
4	6.67% 54
5	6.92% 56
6 or more	49.57% 401
Total	809

Q2 When did you publish your last book?

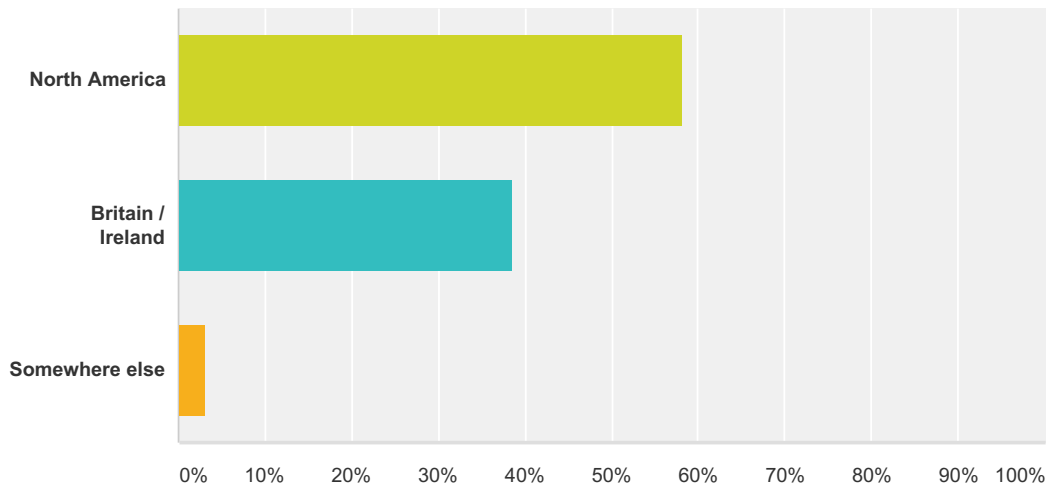
Answered: 808 Skipped: 4



Answer Choices	Responses	Count
In the last 12 months	77.35%	625
1-2 years ago	13.74%	111
More than 2 years ago	8.91%	72
Total		808

Q3 What do you consider to be your “home” publishing market?

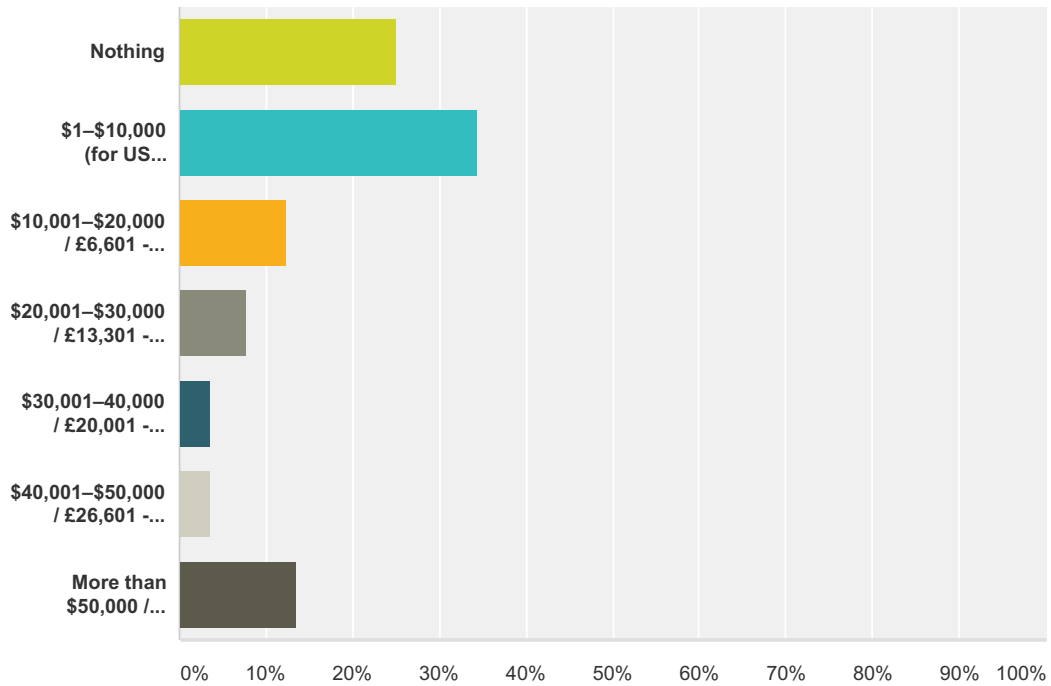
Answered: 804 Skipped: 8



Answer Choices	Responses
North America	58.33% 469
Britain / Ireland	38.56% 310
Somewhere else	3.11% 25
Total	804

Q4 What advance did you receive for your last published book? (Ignore overseas sales.)

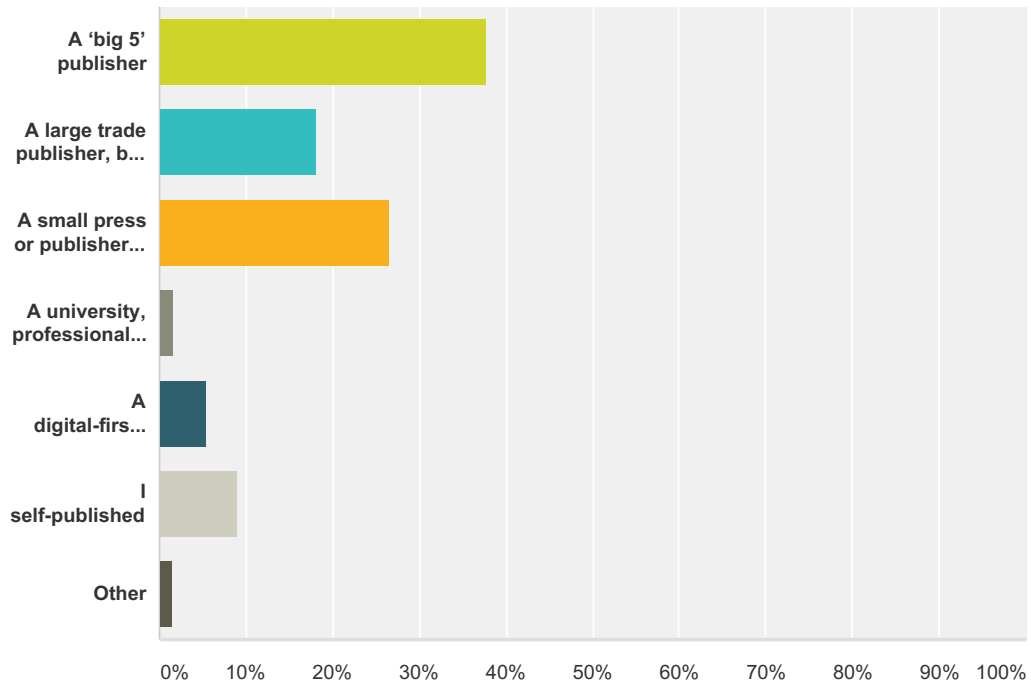
Answered: 805 Skipped: 7



Answer Choices	Responses
Nothing	25.09% 202
\$1-\$10,000 (for US authors) / £1 - £6,600 (for British ones)	34.41% 277
\$10,001-\$20,000 / £6,601 - £13,300	12.30% 99
\$20,001-\$30,000 / £13,301 - £20,000	7.70% 62
\$30,001-\$40,000 / £20,001 - £26,600	3.48% 28
\$40,001-\$50,000 / £26,601 - £33,300	3.48% 28
More than \$50,000 / £33,301	13.54% 109
Total	805

Q5 Who was the publisher of your most recent book?

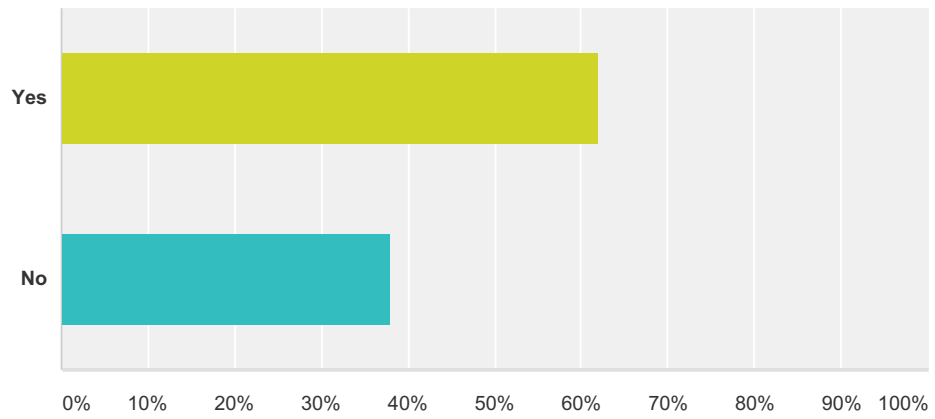
Answered: 808 Skipped: 4



Answer Choices	Responses
A 'big 5' publisher	37.75% 305
A large trade publisher, but outside the big 5 (publishing revenues of more than \$15 million / £10 million). Examples would be Perseus (US) or Bloomsbury (UK).	18.19% 147
A small press or publisher (publishing revenues below \$15 million / £10 million)	26.49% 214
A university, professional or academic press	1.73% 14
A digital-first publisher	5.45% 44
I self-published	9.03% 73
Other	1.36% 11
Total	808

Q6 Do you have an agent?

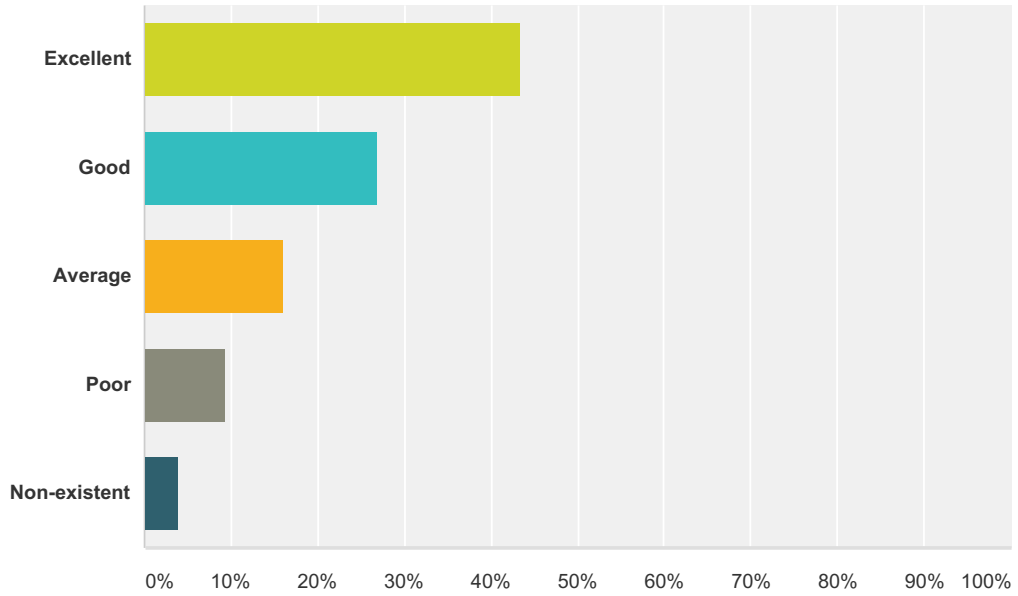
Answered: 809 Skipped: 3



Answer Choices	Responses	
Yes	61.93%	501
No	38.07%	308
Total		809

Q7 How would you rate your publisher's editorial input? (Please answer in relation to your most recent traditionally published title.)

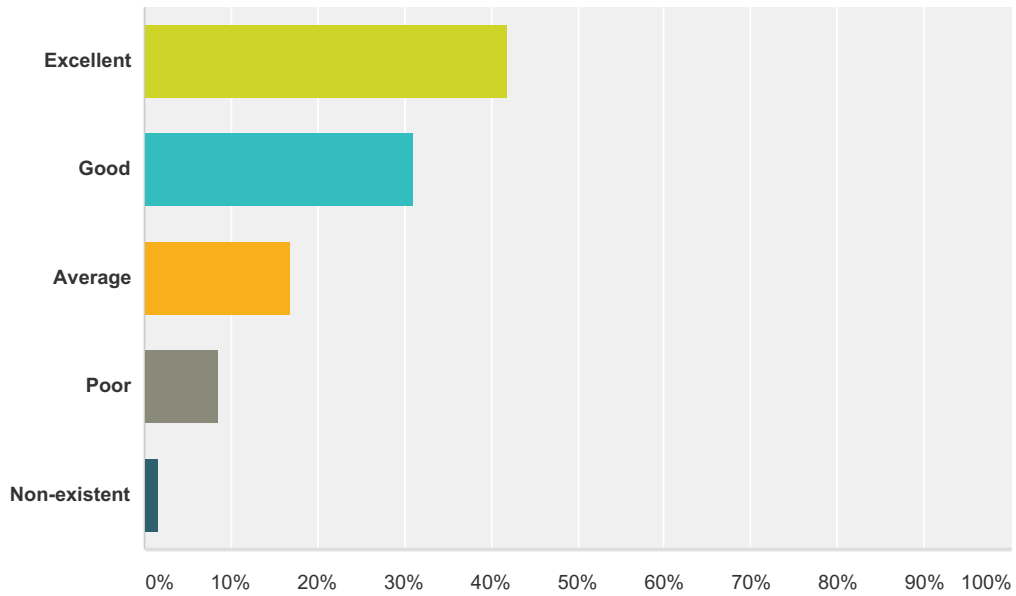
Answered: 729 Skipped: 83



Answer Choices	Responses
Excellent	43.48% 317
Good	27.02% 197
Average	16.05% 117
Poor	9.47% 69
Non-existent	3.98% 29
Total	729

Q8 How would you rate your publisher's copyediting? (Includes copyediting, proofreading, etc.)

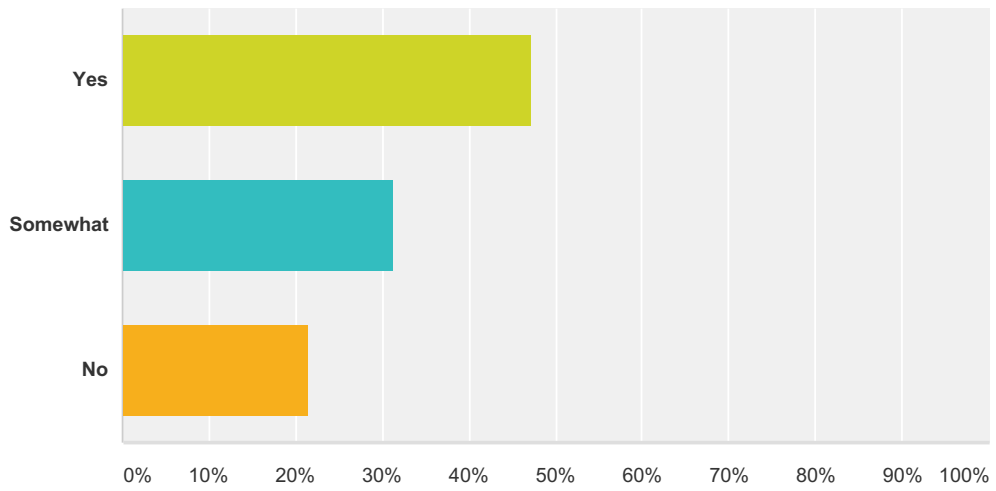
Answered: 731 Skipped: 81



Answer Choices	Responses	Count
Excellent	41.86%	306
Good	31.19%	228
Average	16.83%	123
Poor	8.48%	62
Non-existent	1.64%	12
Total		731

Q9 Were you meaningfully consulted on cover design?

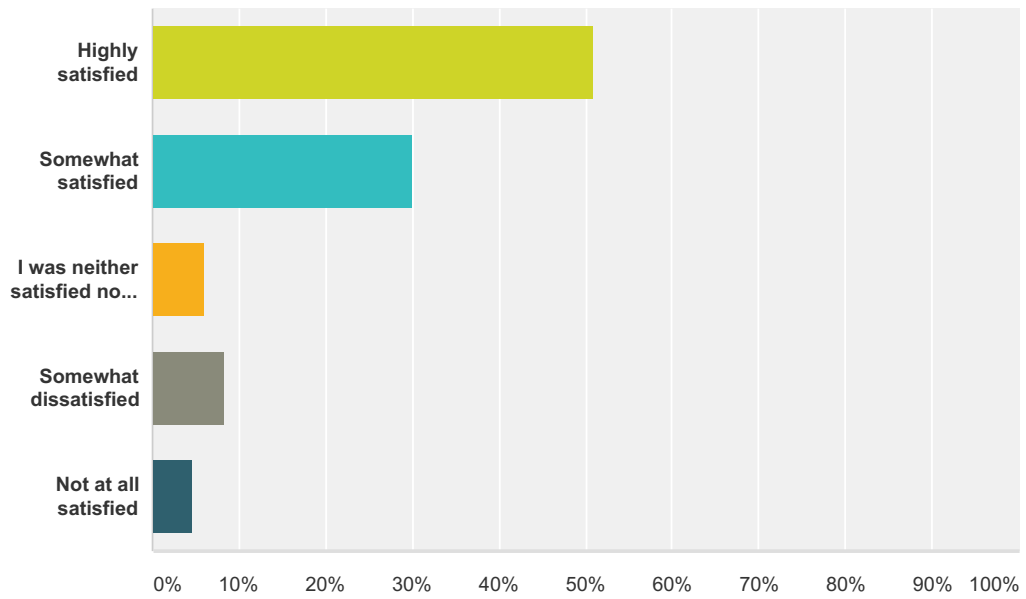
Answered: 731 Skipped: 81



Answer Choices	Responses
Yes	47.20% 345
Somewhat	31.33% 229
No	21.48% 157
Total	731

Q10 Were you satisfied with the final cover design?

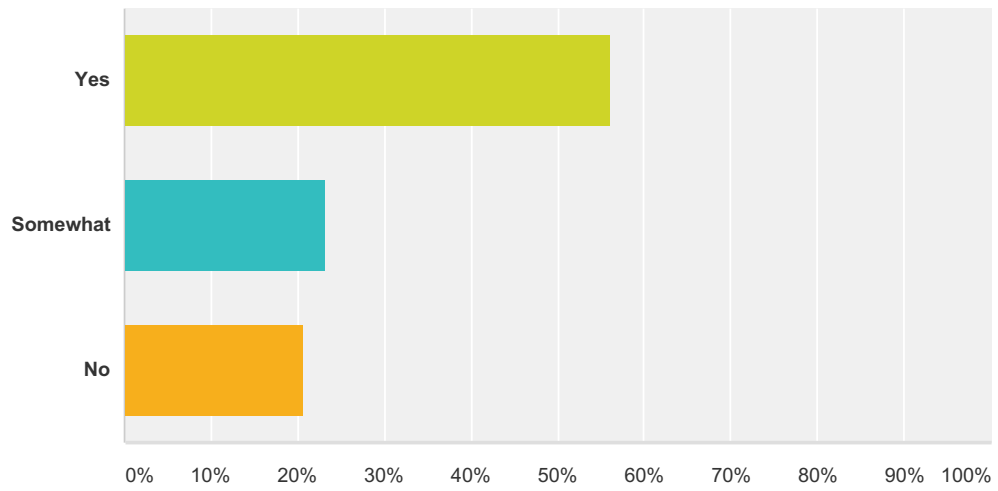
Answered: 734 Skipped: 78



Answer Choices	Responses
Highly satisfied	50.95% 374
Somewhat satisfied	29.97% 220
I was neither satisfied nor dissatisfied	5.99% 44
Somewhat dissatisfied	8.45% 62
Not at all satisfied	4.63% 34
Total	734

Q11 Were you meaningfully consulted on jacket copy?

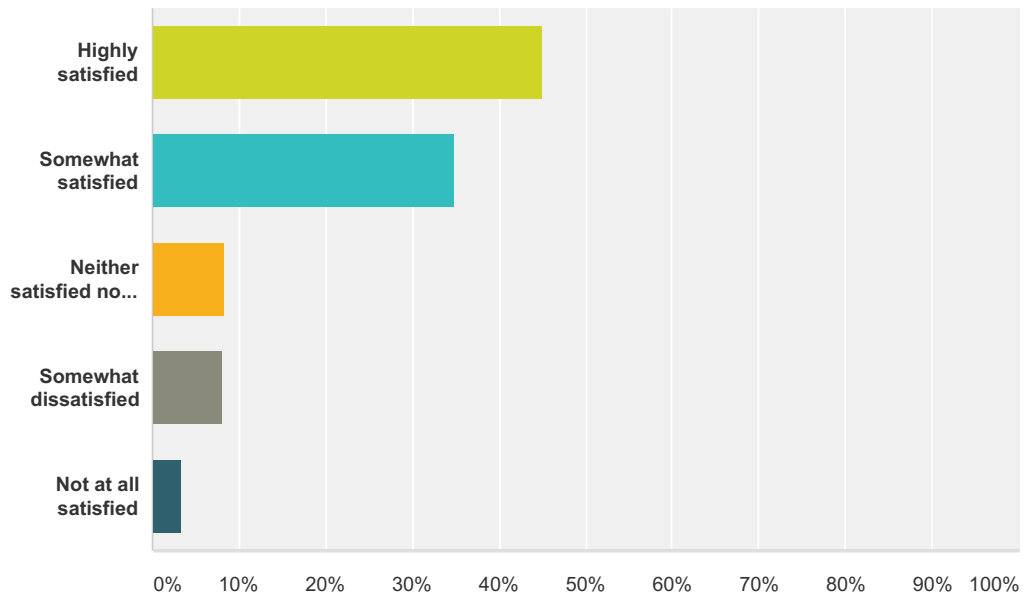
Answered: 728 Skipped: 84



Answer Choices	Responses
Yes	56.18% 409
Somewhat	23.08% 168
No	20.74% 151
Total	728

Q12 Were you satisfied with that copy?

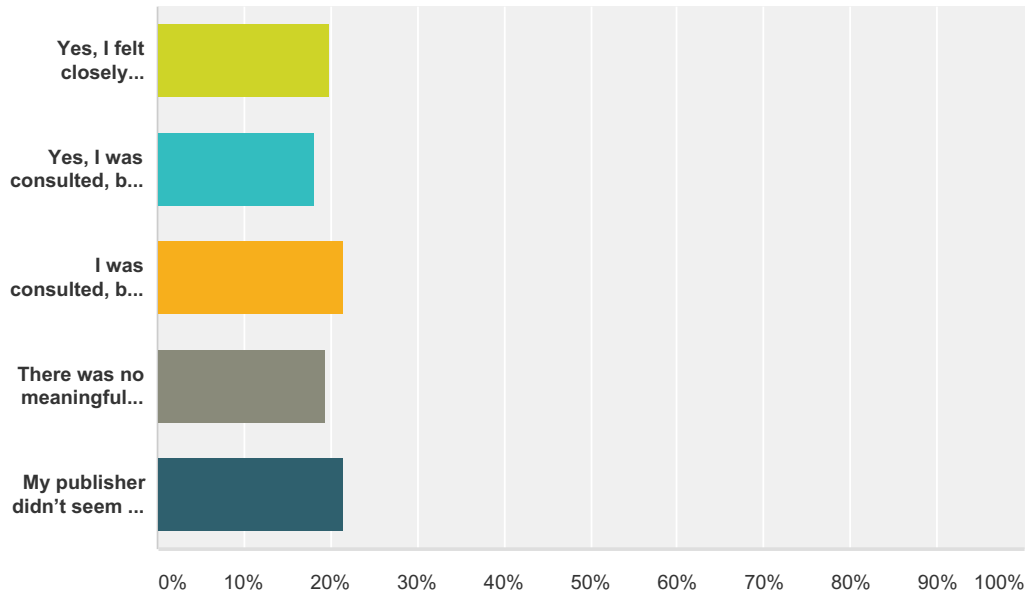
Answered: 726 Skipped: 86



Answer Choices	Responses
Highly satisfied	45.18% 328
Somewhat satisfied	34.85% 253
Neither satisfied nor dissatisfied	8.40% 61
Somewhat dissatisfied	8.13% 59
Not at all satisfied	3.44% 25
Total	726

Q13 Were you consulted and involved in your publisher's marketing plans?

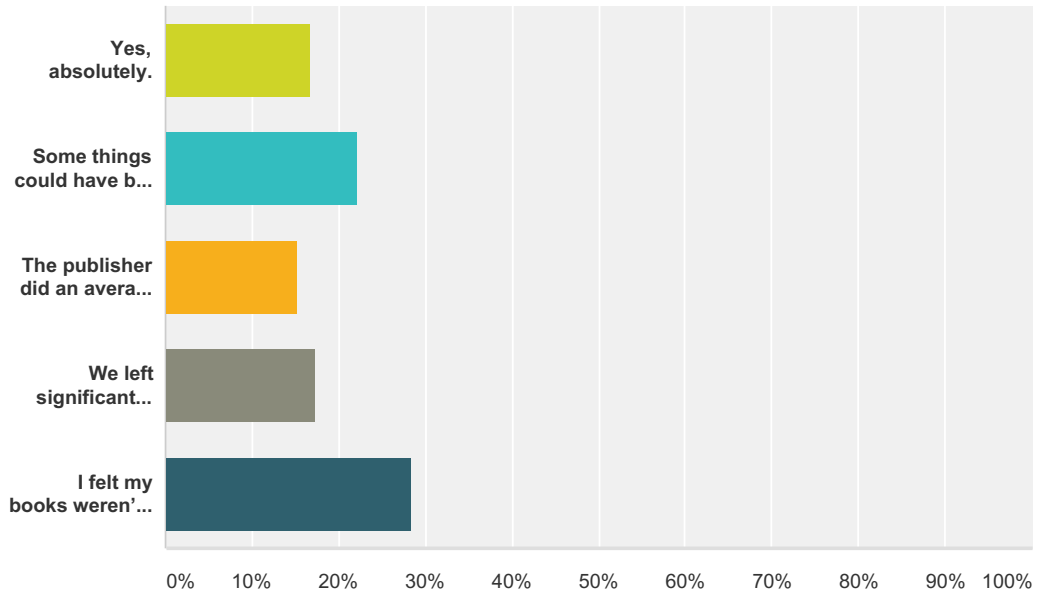
Answered: 729 Skipped: 83



Answer Choices	Responses
Yes, I felt closely involved and informed.	19.75% 144
Yes, I was consulted, but there was still room for better involvement.	18.11% 132
I was consulted, but my involvement felt marginal.	21.40% 156
There was no meaningful attempt at consultation or involvement.	19.34% 141
My publisher didn't seem to have any marketing plan.	21.40% 156
Total	729

Q14 Keeping in mind that marketing budgets are limited, did you feel that your publisher’s marketing campaign made full use of your skills, passion, contacts & digital presence?

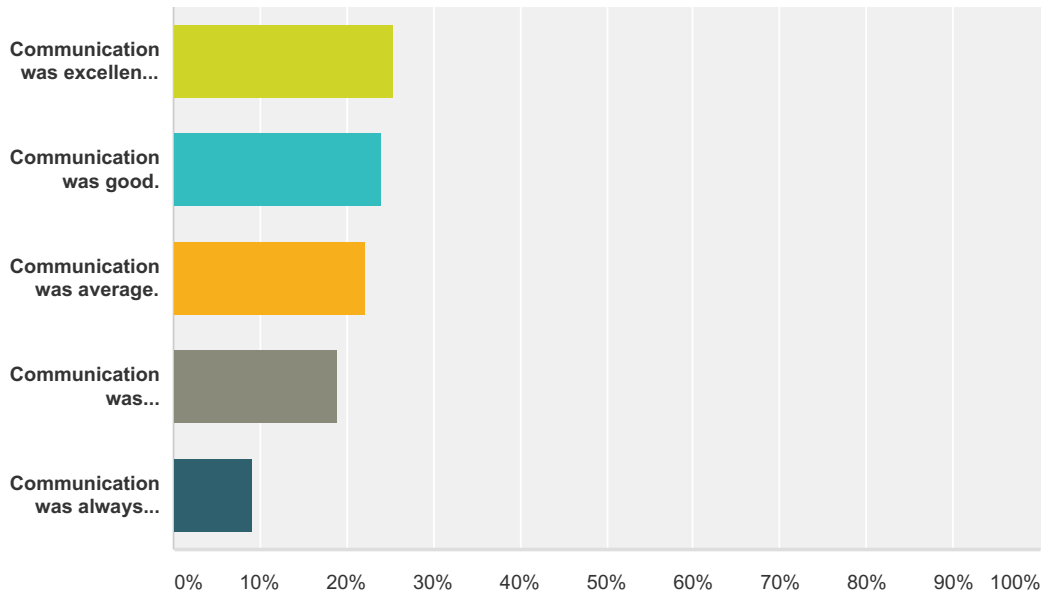
Answered: 724 Skipped: 88



Answer Choices	Responses
Yes, absolutely.	16.71% 121
Some things could have been done better, but overall we did a good job.	22.10% 160
The publisher did an average job.	15.33% 111
We left significant gaps and didn't make use of all opportunities.	17.40% 126
I felt my books weren't really marketed at all.	28.45% 206
Total	724

Q15 Did your publisher remain communicative before, during and after publication?

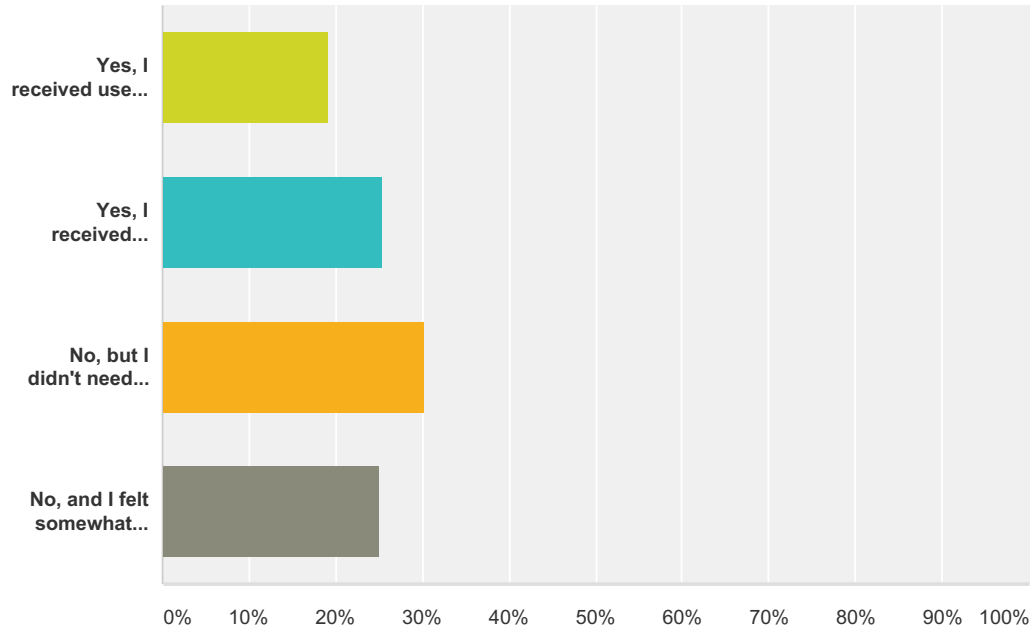
Answered: 729 Skipped: 83



Answer Choices	Responses
Communication was excellent, including post-publication.	25.51% 186
Communication was good.	24.01% 175
Communication was average.	22.22% 162
Communication was inconsistent or confusing.	19.07% 139
Communication was always poor.	9.19% 67
Total	729

Q16 Did you receive systematic guidance from your publisher about how you could add most value to the overall publishing process?

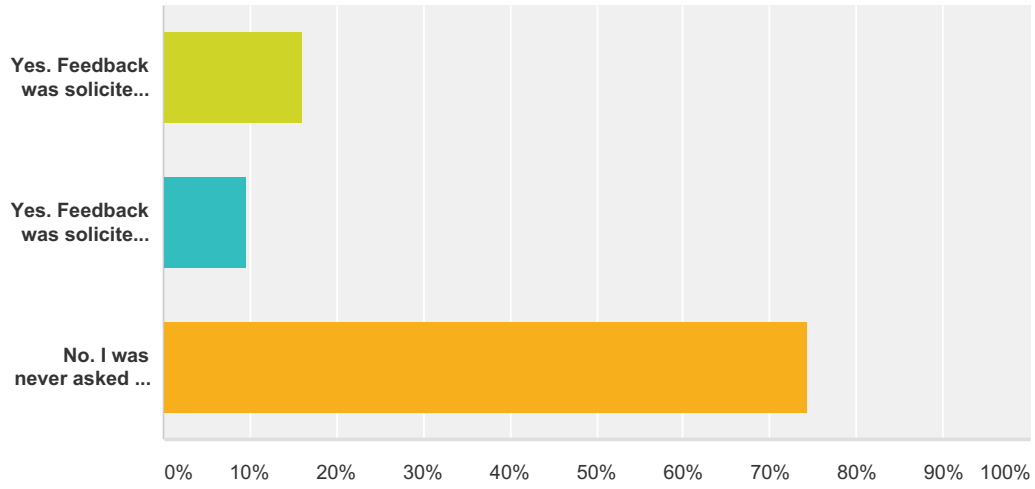
Answered: 724 Skipped: 88



Answer Choices	Responses
Yes, I received useful guidance all or most of the way.	19.20% 139
Yes, I received guidance, but I wish I'd had more.	25.41% 184
No, but I didn't need hand-holding.	30.25% 219
No, and I felt somewhat excluded or marginalised as a result.	25.14% 182
Total	724

Q17 Did your publisher ever solicit feedback from you? E.g., did they ask you how you felt about their overall performance?

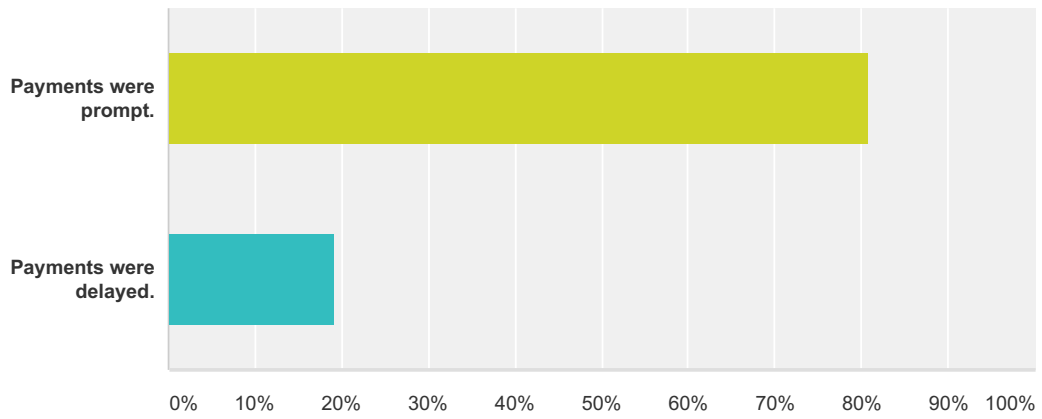
Answered: 730 Skipped: 82



Answer Choices	Responses
Yes. Feedback was solicited and I was able to communicate freely.	16.03% 117
Yes. Feedback was solicited, but only by my editor.	9.59% 70
No. I was never asked for my opinion.	74.38% 543
Total	730

Q18 Were payments made on time?

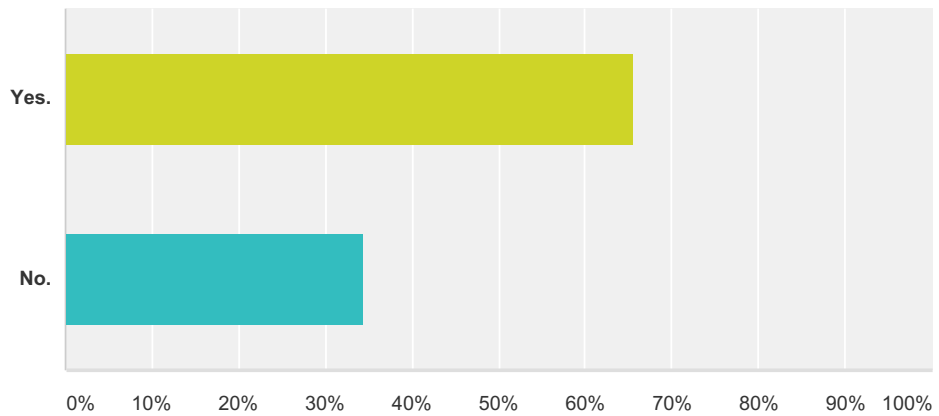
Answered: 726 Skipped: 86



Answer Choices	Responses
Payments were prompt.	80.85% 587
Payments were delayed.	19.15% 139
Total	726

Q19 Were your royalty statements clear and easy to understand?

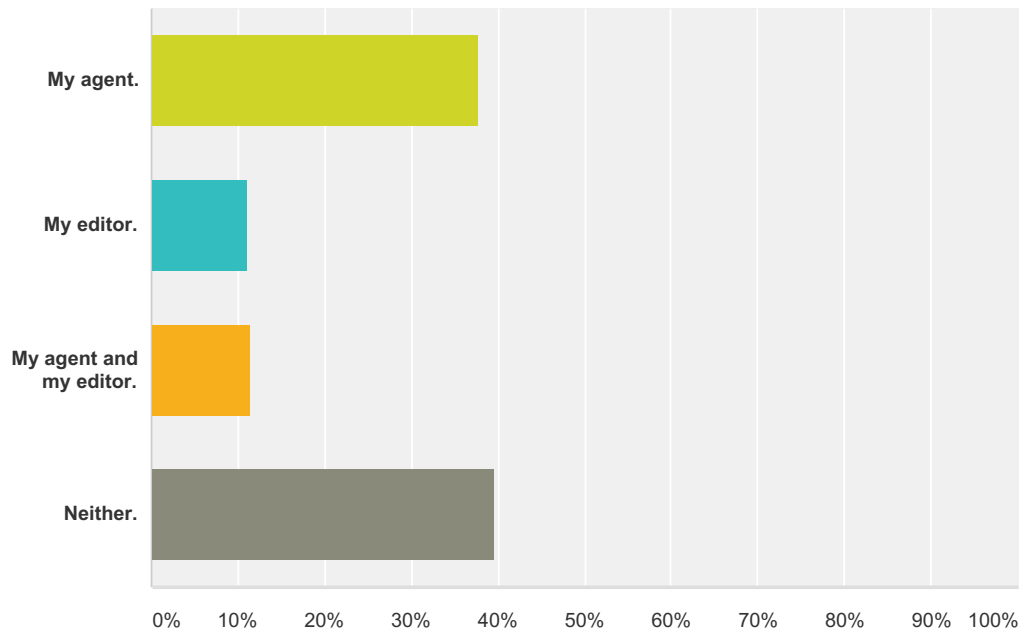
Answered: 708 Skipped: 104



Answer Choices	Responses	
Yes.	65.54%	464
No.	34.46%	244
Total		708

Q20 Who do you most trust when it comes to career advice?

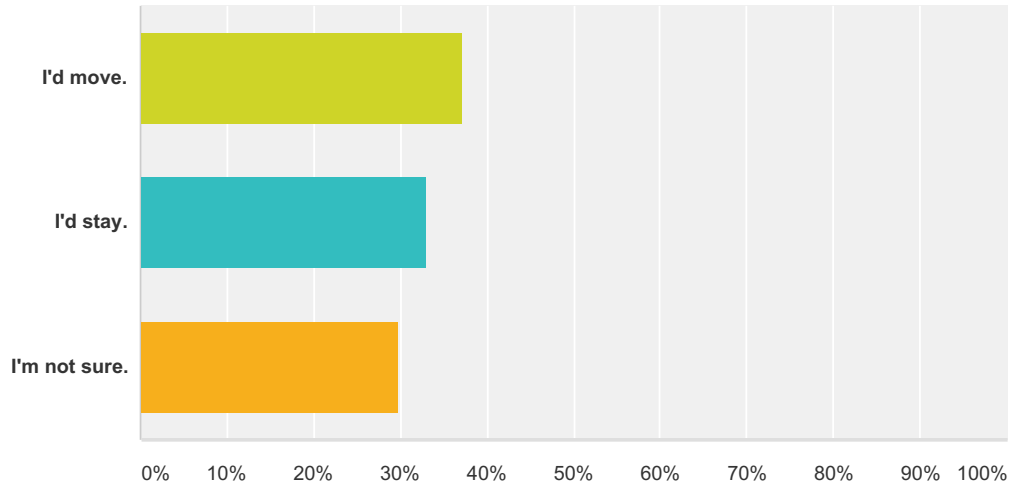
Answered: 720 Skipped: 92



Answer Choices	Responses
My agent.	37.78% 272
My editor.	11.11% 80
My agent and my editor.	11.53% 83
Neither.	39.58% 285
Total	720

Q21 For your next book, if different, reputable publisher were to offer you the same advance as your current one, would you move to the new house or stay where you are?

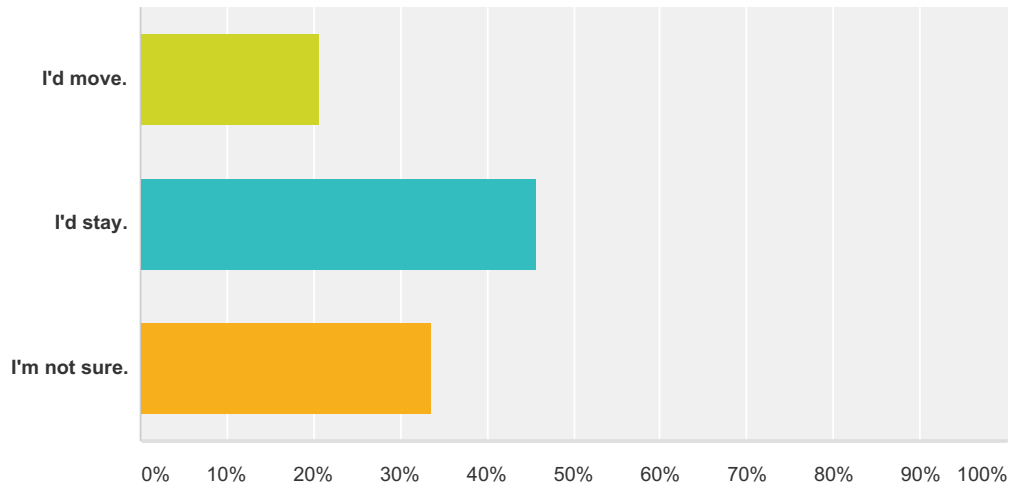
Answered: 720 Skipped: 92



Answer Choices	Responses
I'd move.	37.22% 268
I'd stay.	32.92% 237
I'm not sure.	29.86% 215
Total	720

Q22 If another reputable literary agent at another reputable agency offered you representation, would you accept it?

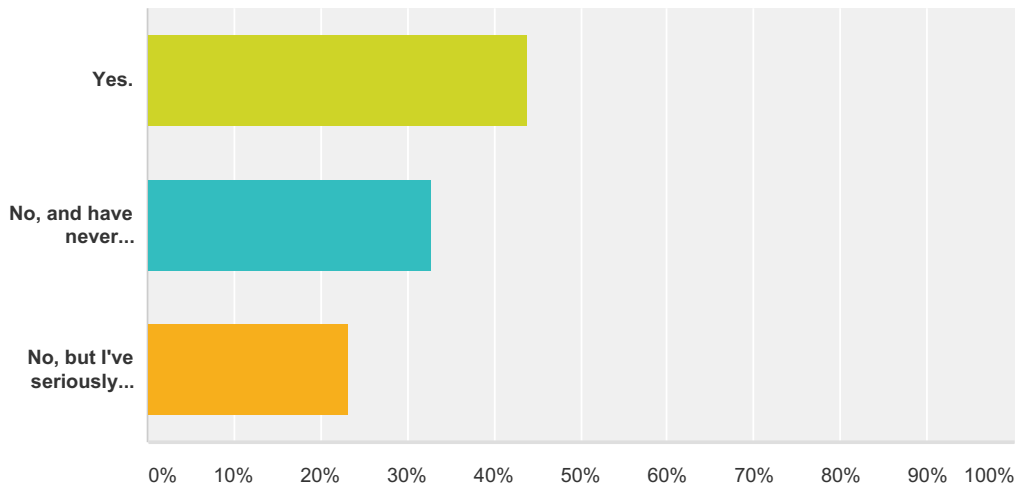
Answered: 697 Skipped: 115



Answer Choices	Responses
I'd move.	20.66% 144
I'd stay.	45.77% 319
I'm not sure.	33.57% 234
Total	697

Q23 Have you ever self-published a book?

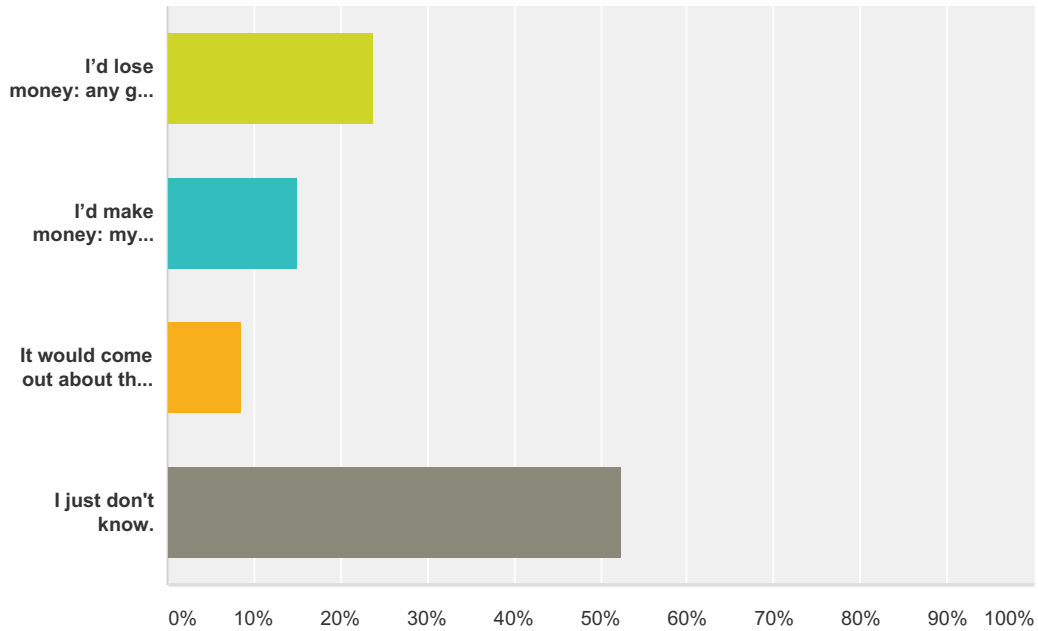
Answered: 740 Skipped: 72



Answer Choices	Responses
Yes.	43.92% 325
No, and have never considered it.	32.84% 243
No, but I've seriously considered it.	23.24% 172
Total	740

Q24 Amazon and other e-book distributors pay a 70% royalty to authors (assuming your price is \$2.99–\$9.99), as opposed to the roughly 17.5% paid by most publishers. If you did self-publish an e-book, how do you expect you would fare financially?

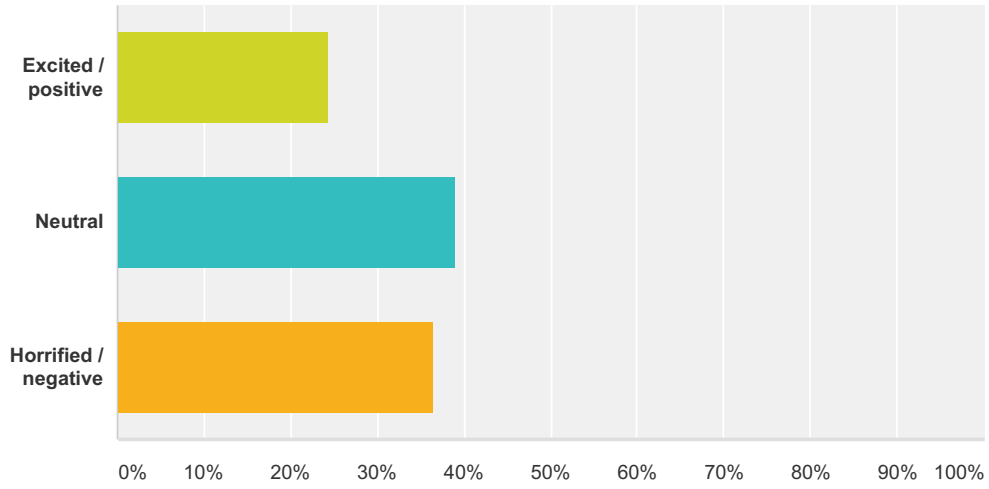
Answered: 370 Skipped: 442



Answer Choices	Responses
I'd lose money: any gain on the e-book side would be dwarfed by the loss of my advance / print income.	23.78% 88
I'd make money: my e-book gains would more than make up for any loss of advance / print income.	15.14% 56
It would come out about the same.	8.65% 32
I just don't know.	52.43% 194
Total	370

Q25 If you were to self-publish, you would have control over every aspect of publication. How would you feel about that prospect?

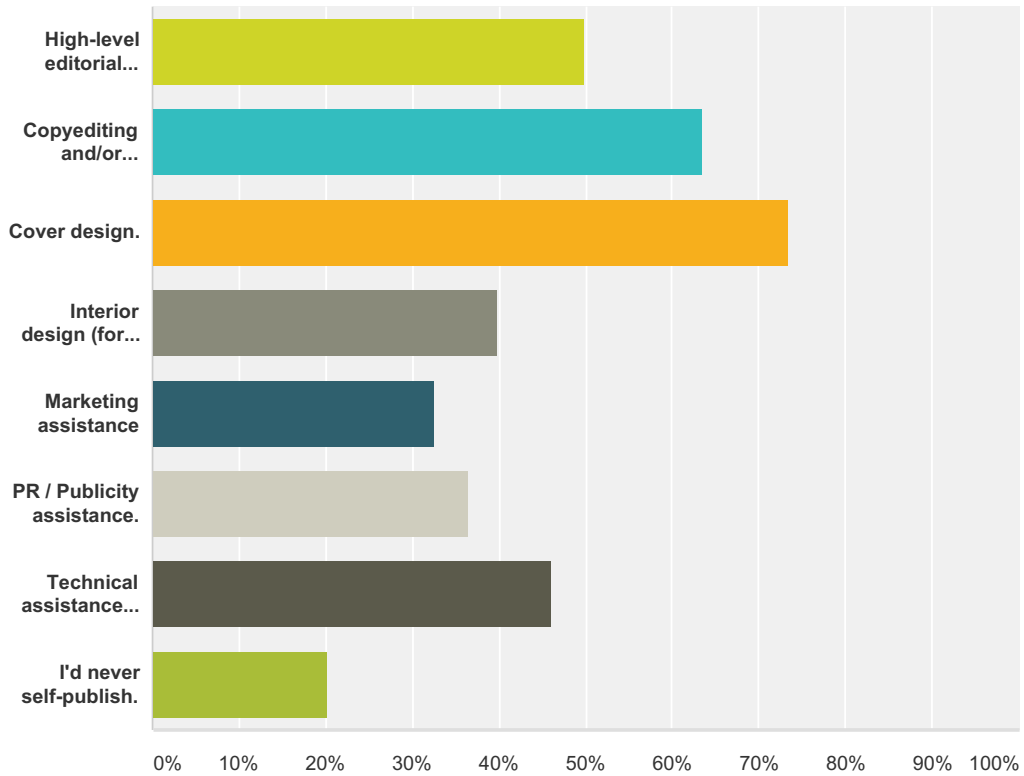
Answered: 374 Skipped: 438



Answer Choices	Responses
Excited / positive	24.33% 91
Neutral	39.04% 146
Horrified / negative	36.63% 137
Total	374

Q26 If you self-published, which of the following would you pay for:

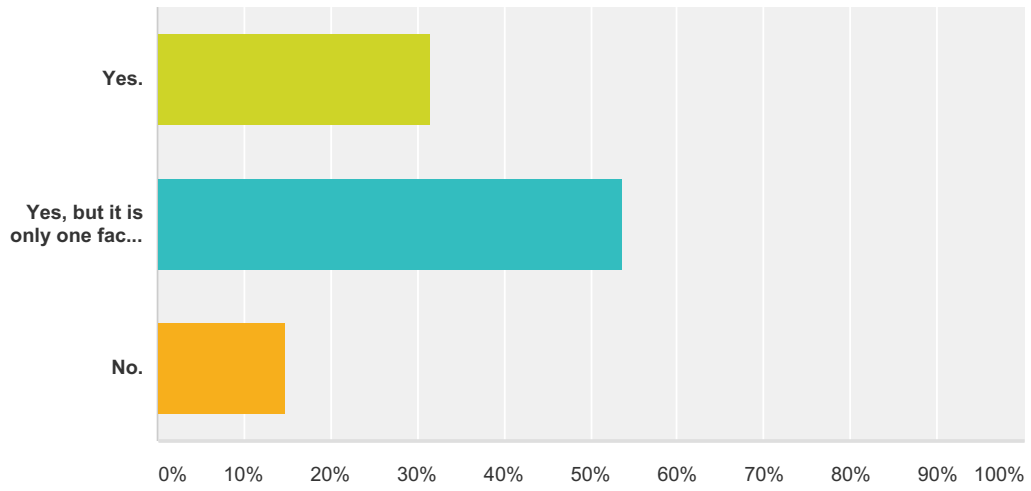
Answered: 372 Skipped: 440



Answer Choices	Responses
High-level editorial advice (leading to structural changes or revision).	50.00% 186
Copyediting and/or proofreading.	63.44% 236
Cover design.	73.39% 273
Interior design (for print).	39.78% 148
Marketing assistance	32.53% 121
PR / Publicity assistance.	36.56% 136
Technical assistance (ebook formatting, uploading to Amazon, etc).	46.24% 172
I'd never self-publish.	20.16% 75
Total Respondents: 372	

Q27 Is the prestige of having a book deal with a traditional publisher important to you?

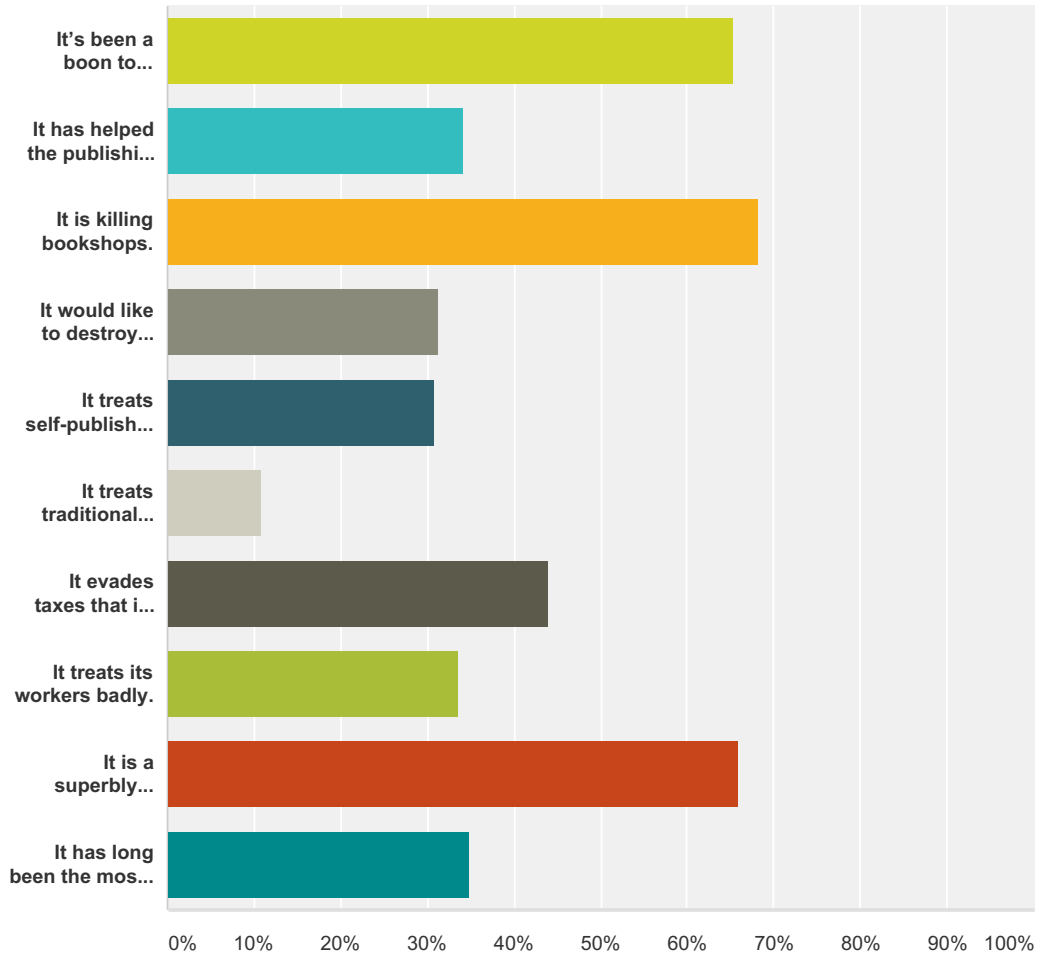
Answered: 684 Skipped: 128



Answer Choices	Responses
Yes.	31.58% 216
Yes, but it is only one factor amongst many.	53.65% 367
No.	14.77% 101
Total	684

Q28 Amazon has been an increasingly controversial player in the book's industry. Which of the following statements do you think are broadly true of it? (You can pick more than one.)

Answered: 685 Skipped: 127

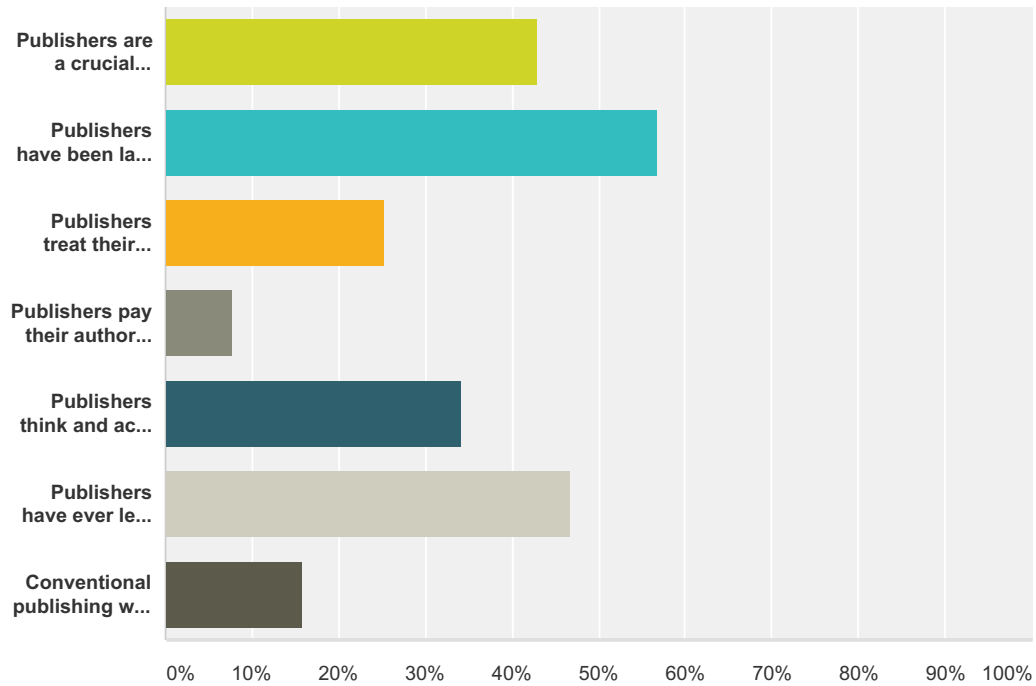


Answer Choices	Responses
It's been a boon to readers.	65.26% 447
It has helped the publishing industry make the switch to digital without major problems.	34.16% 234
It is killing bookshops.	68.18% 467
It would like to destroy publishers.	31.24% 214
It treats self-publishing authors well.	30.95% 212
It treats traditional publishing authors well.	10.95% 75
It evades taxes that it ought to pay.	44.09% 302
It treats its workers badly.	33.58% 230
It is a superbly efficient retail machine.	65.99% 452
It has long been the most innovative part of the books industry.	34.89% 239

Total Respondents: 685

Q29 And here's a set of statements about publishers. Pick all those that you consider to be broadly true.

Answered: 655 Skipped: 157



Answer Choices	Responses
Publishers are a crucial bastion of culture and learning in our society.	43.05% 282
Publishers have been lazy and uninnovative when it comes to matters digital.	56.79% 372
Publishers treat their authors well (in non-financial ways).	25.19% 165
Publishers pay their authors well.	7.63% 50
Publishers think and act collusively: the Big 5 is an oligopoly of sorts.	34.20% 224
Publishers have ever less to offer. They don't know how to market books anymore.	46.72% 306
Conventional publishing will cease to exist in the next 10-20 years.	15.88% 104
Total Respondents: 655	

Q30 If you could send a Tweet direct to your publisher's executive board, what would you want to tell them? [120 characters or less please.]

Answered: 452 Skipped: 360

Q31 If you could send a Tweet direct to your literary agent, what would you want to tell him or her? [120 characters or less please.]

Answered: 376 Skipped: 436

Q32 If you could send a Tweet direct to Jeff Bezos, the CEO of Amazon, what would you want to tell him? [120 characters or less please.]

Answered: 408 Skipped: 404