

## Path to Purchase quiz

<b>What was the last book you read?</b>	
<b>How did you find out about the book?</b>	<input type="checkbox"/> I've read it before <input type="checkbox"/> A friend recommended it <input type="checkbox"/> My book group is reading it <input type="checkbox"/> It was mentioned in an article <input type="checkbox"/> I read a review of it <input type="checkbox"/> The cover caught my eye in a bookstore <input type="checkbox"/> I was actively searching for a particular theme <input type="checkbox"/> I was searching for books by an author I like <input type="checkbox"/> I saw an advert for it <input type="checkbox"/> Amazon/Goodreads recommended it to me
<b>What made you decide to buy it?</b>	<input type="checkbox"/> A personal recommendation <input type="checkbox"/> Good ratings/reviews <input type="checkbox"/> The blurb looked interesting <input type="checkbox"/> I was impressed when I looked inside <input type="checkbox"/> It's on a theme I enjoy <input type="checkbox"/> I've read previous works by the author
<b>Where/how did you buy the book?</b>	<input type="checkbox"/> Someone gave or lent it to me <input type="checkbox"/> I already owned it <input type="checkbox"/> I bought it from a physical bookshop <input type="checkbox"/> I borrowed it from a library <input type="checkbox"/> I bought a second-hand copy <input type="checkbox"/> I went to an online bookstore for a printed copy <input type="checkbox"/> I bought the Kindle version on Amazon <input type="checkbox"/> I bought a digital copy elsewhere <input type="checkbox"/> I found a free copy (print or digital)
<b>What did you do after reading it?</b>	<input type="checkbox"/> I put it on my shelf <input type="checkbox"/> I gave it away or sold it <input type="checkbox"/> I returned it to a friend/library <input type="checkbox"/> I recommended it to someone else <input type="checkbox"/> I left a rating <input type="checkbox"/> I left a review

**Bonus question:** if you didn't end up buying it, what stopped you?