

Books & Purchasing Decisions

Book Discovery

Non-Fiction	%	Fiction	%
Browse/Search	30	Author/Series	35
Recommend/Review	17	Browse/Search	24
Author/Series	11	Recommend/Review	12
Interview/Event	7	Follow - Social/Fan	8
Recipient/Request	7	Read Book Before	6
Young Adult	%	Children's	%
Author/Series	24	Browse/Search	27
TV/Film	14	Recipient/Request	20
Browse/Search	13	Author/Series	13
Recommend/Review	12	Read Book Before	11
Read Book Before	11	Shop Window	10

Source: [Books & Consumers](#) (April 2015)

Motives for Book Purchasing

Subject	25%
Author	25%
Price/offer	20%
Series	17%
Characters	11%
Cover appeal	10%
Extract/inside	10%
Request	10%
Recommendation/review	9%
Cover blurb	8%
Website blurb	7%
Information	6%
Adaption	5%
Book	4%
Study/work	4%

Source: [Books & Consumers](#) (April 2014)

Purchase Prompt

Subject	23%
Author	23%
Recipient request/likes	20%
Price/offer	17%
Series	13%
Cover look	10%
Recommendation/review	10%
Character(s)	9%
Looked inside	7%
Cover description	6%
Website description	6%
Contained info needed	5%
Best on subject	5%
Saw film/TV programme	4%
Read before	4%
Publisher	3%
On bestseller list	2%
Cheapest/Only on subject	1%
Advert/trailer	1%
Book prize	1%

Source: [Books & Consumers](#) (April 2012)

Where do you most like to browse for books that you want to buy?

	2008	2009	2010
Internet	17%	40%	38%
Chain bookshop	34%	31%	25%
Independent bookshop	26%	15%	17%
Supermarket	17%	14%	14%
Social networking site	-	-	6%

Which of the following would make you more likely to spend money in bookshops?

	2008	2009	2010
More promotional offers/discounts	-	-	56%
More money off books	46%	55%	-
More offers like 3 for 2	38%	43%	-
Loyalty schemes	-	-	34%
Wider range of quality books	19%	22%	21%
More recommendations in store	12%	13%	17%
Ability to order online and pick up in store	-	-	17%
Bookshops stay open later	15%	17%	14%
Other products and services in store	17%	10%	13%
Better personal service in store	8%	15%	12%
More in store events	-	-	12%
National Book Tokens	-	-	12%
I never buy from bookshops	12%	6%	9%

How would you typically find out about new books and authors?

	2008	2009	2010
Recommendations from friends or family	12%	17%	20%
Display in a bookshop	26%	18%	17%
Newspaper or magazine review	14%	17%	15%
Interview or recommendation	9%	17%	13%
Mentioned on TV or radio show	13%	11%	8%
Blurb on book jacket when browsing	5%	6%	8%
Newspaper or magazine advert	6%	5%	5%
Recommendation from famous person	4%	4%	4%
Shop assistant's advice	2%	1%	3%
Street poster or billboard	1%	2%	2%
Local reading group	1%	1%	2%
Librarian's advice	2%	1%	2%
Book club catalogue	3%	2%	1%

Source: Reading the Future Survey – [The Bookseller](#) (June 2008, 2009 & 2010)

Primary factor in book purchase decision

Author reputation	52%
Personal recommendation	49%
Price	45%
Book reviews	37%
Cover artwork/blurbs	22%
Advertising	14%

Online marketing awareness factors

Search engine results	58%
Author websites & blogs	30%
Social networks	20%
Online advertising	17%

Source: Verso Digital (US): 2009 [Survey of Book-Buying Behavior](#) (January 2010)

What influences heavy book buyers in buying books

Author familiarity	90%
Series familiarity	63%
Recommendations from family/friends	66%
Blurb on book	62%
Newspaper/magazine reviews	59%
Book cover	27%

Source: Lovereading.co.uk survey (January 2010)

Book purchase influences: relative importance

	Agree Strongly	Tend to agree	Neither/nor	Tend to disagree	Disagree strongly
Enjoy browsing for books	21%	37%	25%	10%	7%
More likely to buy if on offer	14%	45%	24%	11%	6%
Recommended family/ friends	12%	40%	27%	12%	9%
Look of cover important	6%	24%	38%	19%	13%
Buy books advertised	4%	21%	36%	24%	15%
Buy books in bestseller charts	6%	18%	36%	24%	16%
Buy books nominated prizes	4%	13%	37%	27%	20%
Recommended by bookseller	3%	10%	44%	26%	17%

Source: Consumer book purchasing influences: BML/TNS (January 2009)

Inspiration for book purchasing

In store displays	26%
Newspaper and magazine reviews	14%
Mentions on television or radio	13%
Recommended by family/friends	12%
Internet recommendations	9%
Advice of shop staff/librarian	2%

Source: Reading the Future Survey: [The Bookseller](#) (May 2008)

What makes you want to buy a book?

Suggestions from friends and family	60%
Book reviews	49%
Talk radio	22%
Advertising	15%
Public radio	15%
Bookseller recommendations	14%
TV news magazines	7%
TV morning shows	5%
Jon Stewart	8%
Oprah Winfrey	5%
Other (record)	29%
Not sure	7%

Choosing books

	Yes	No	Not sure
Does placement of a book in store (front of the store, on tables etc) influence your purchase?	33%	59%	9%
Do you ever judge a book by its cover?	52%	42%	5%
Do you ever buy a book because of a quote from another author?	35%	57%	7%
If you find a book you enjoy, do you make a special effort to look for other books by the same author?	89%	9%	2%

The Reading and Book Buying Habits of Americans: Zogby International/Random House (US) (May 2008)

When browsing in a bookstore, what first draws you to a book?

Subject	48%
Author	24%
Title	11%
Jacket design	7%
Reading a few pages	3%
Price	1%
Jacket copy	1%
Quotes, endorsements	1%
Bestseller	2%
Other (record)	2%

What was the most important factor in your most recent book purchase?

Subject	43%
Author	29%
Good recommendation/word of mouth	11%
Reading a few pages	5%
Title	4%
Price	3%
Jacket design	1%
Other (record)	2%
Not sure	3%

The Reading and Book Buying Habits of Americans: Zogby International/Random House (US) (May 2008)

Bookshop v Internet – reasons for buying

	Bookshop	Internet
Enjoy visiting	87%	37%
Immediacy v convenience	52%	50%
Window v email	40%	20%
Easier to find books	19%	39%
Better information/advice	18%	12%
Cheaper	7%	77%
More likely to have	9%	51%

Source: Book Marketing Ltd BookZone survey of 1500 heavy book buyers (November 2007)

What prompted the choice of your last book read for pleasure?

Read other books by the same author	26%
Recommendation from friend/relative/colleague	25%
Description of the book on the cover	16%
Received as a gift	12%
Read about in newspaper/magazine	11%
Cover design	7%
Advertisement	6%
Special offer	4%
Seen on TV/cinema	4%
Choice of reading group	4%
Other	7%

Source: World Book Day Survey: Book Marketing Ltd (February 2005)

How did you choose the last book you read?

Familiarity with author's previous work	28%
Recommendation by a friend/family member	17%
Browsing in a bookshop/liked the look of it	16%
Given it as a present	12%
Film/television/radio programme	8%
Newspaper or magazine article/book review	4%
Advertisement	0%
Other	15%

Source: The Way We Read: The Daily Telegraph (March 2003)

When browsing in a bookshop, what most influences your choice of book?

Plot synopsis	53%
Quotes on the jacket	12%
Opening page(s)	10%
Design of cover	9%
Advertisements in the shop	2%
Pictures	2%
Don't know	13%

Source: The Way We Read: The Daily Telegraph (March 2003)

Influences on book reading

Recommendation from a friend	40%
Particular author	35%
Book review	24%
Recommendation from a work colleague	16%
Seeing an advertisement	14%
Library promotion	5%
Book club choice	4%

Source: National Reading Campaign - ONS Survey

BA Reports Library
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