

BOOK CLUBS BY THE NUMBERS

BookBrowse.com interviewed 2650 USA women aged 25+ who read at least 1 book a month:

1



ARE IN A BOOK CLUB



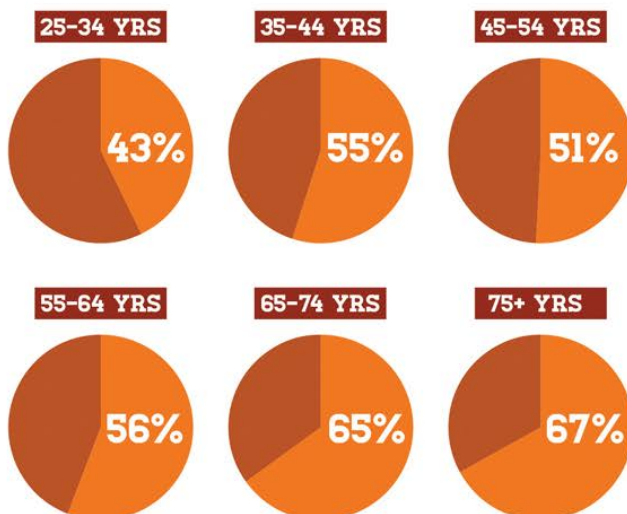
ARE IN JUST ONE BOOK CLUB



ARE IN TWO OR MORE CLUBS

2

% in Book Clubs by Age Group



3

Do you meet in person or online?

89%

89% belong to a book club that meets in person



17%

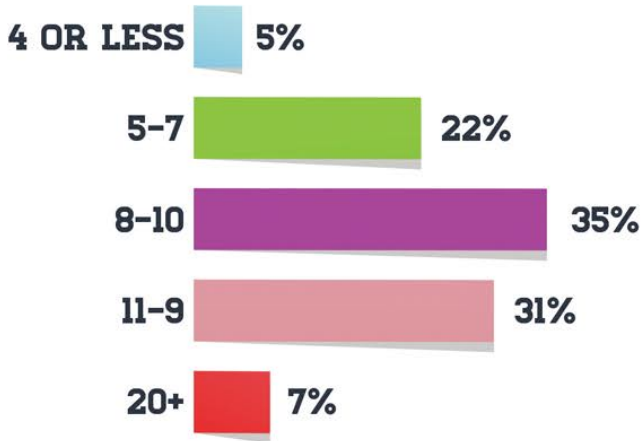
17% belong to a club that meets online



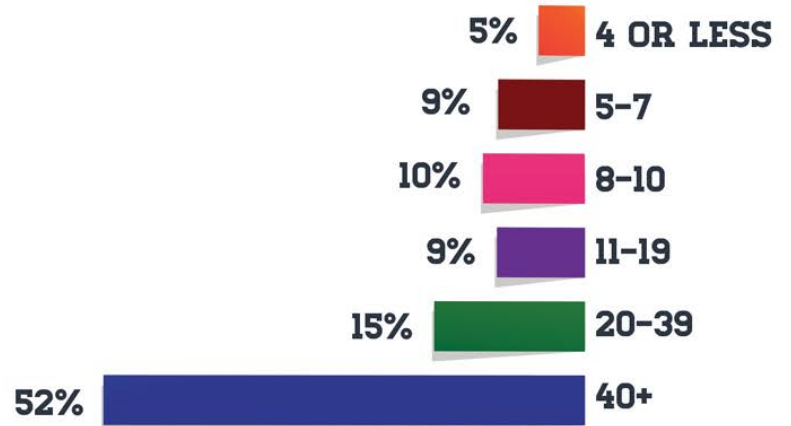
4

How many members does your group have?

Book clubs that meet in person



Book clubs that meet online



5

How many books does your club read a year?

LESS THAN 6 BOOKS



6%

6-8 BOOKS



19%

9-12 BOOKS



67%

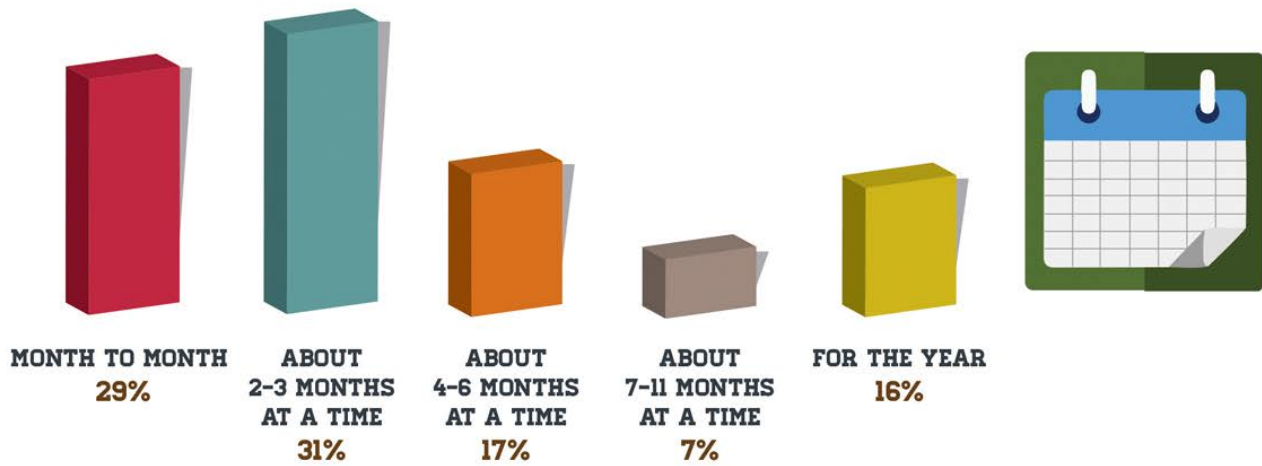
13+ BOOKS



8%

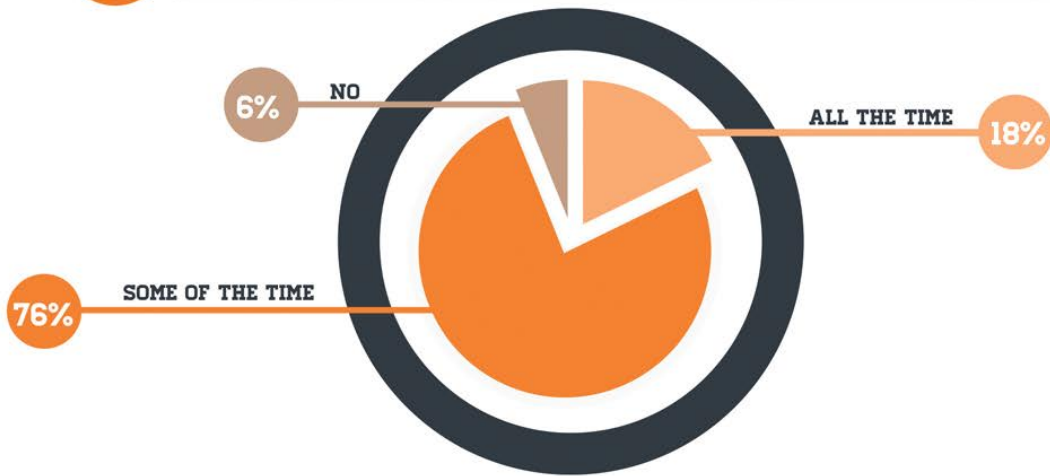
6

When your book club decides what to read next, how far ahead do you plan?



7

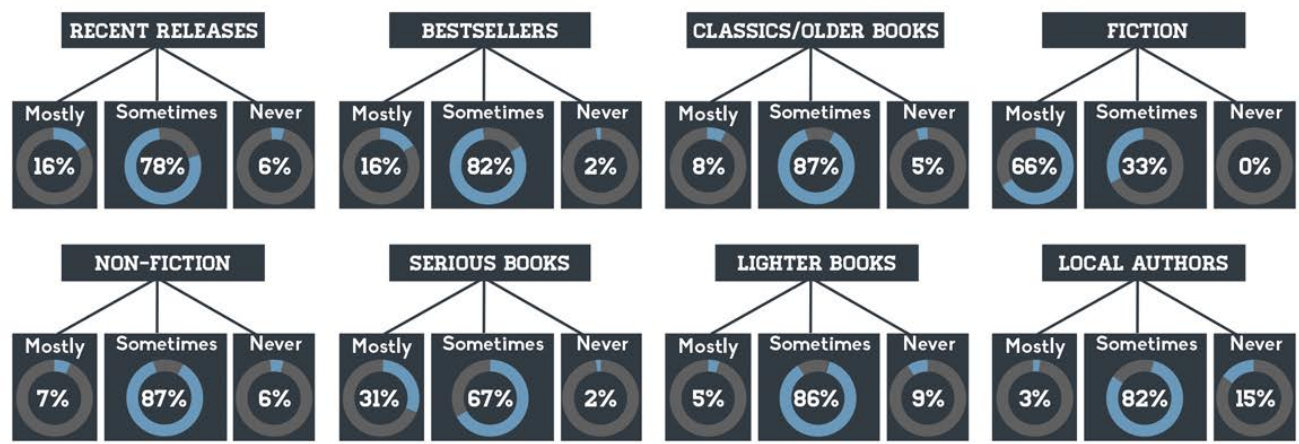
Do you influence what your book club reads?



8

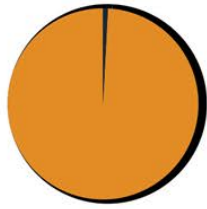
What different styles of books does your book club read?

ANSWER OPTIONS

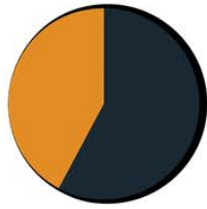


9

How important is it to have a reading guide for the books you discuss?



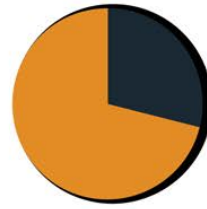
MUST HAVE 1%



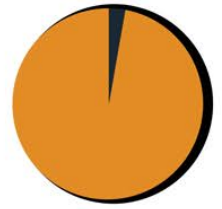
PREFERABLE 58%



DEPENDS WHO'S
LEADING 11%



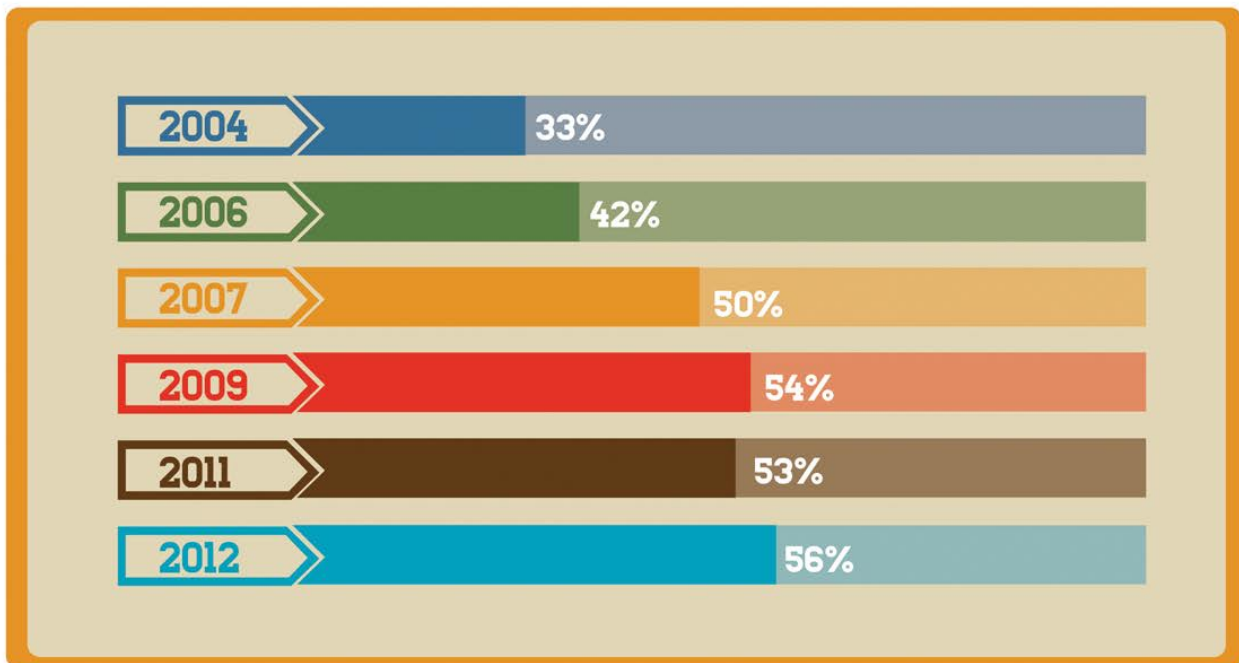
IT'S NOT A
FACTOR 28%



NEVER USE 3%

10

Are you in a book club – trend over time.



SOURCE: BOOKBROWSE.COM ANNUAL SURVEYS. CREATED 2014