BOOK CLUBS BY THE NUMBERS

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

1. 56% are in a book club
2. 37% are in just one book club
3. 19% are in two or more clubs

% in Book Clubs by Age Group:
- 25-34 yrs: 43%
- 35-44 yrs: 55%
- 45-54 yrs: 51%
- 55-64 yrs: 56%
- 65-74 yrs: 65%
- 75+ yrs: 67%

3. Do you meet in person or online?
- 89% belong to a book club that meets in person
- 17% belong to a club that meets online
### 4. How many members does your group have?

**Book clubs that meet in person**
- 4 OR LESS: 5%
- 5-7: 22%
- 8-10: 35%
- 11-9: 31%
- 20+: 7%

**Book clubs that meet online**
- 4 OR LESS: 5%
- 5-7: 9%
- 8-10: 10%
- 11-19: 9%
- 20-39: 15%
- 40+: 52%

### 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?

- Month to month: 28%
- About 2-3 months at a time: 31%
- About 4-6 months at a time: 17%
- About 7-11 months at a time: 7%
- For the year: 16%

7. Do you influence what your book club reads?

- No: 6%
- All the time: 18%
- Some of the time: 76%

8. What different styles of books does your book club read?

**Answer Options**

- **Recent Releases**
  - Mostly: 16%
  - Sometimes: 78%
  - Never: 6%

- **Bestsellers**
  - Mostly: 16%
  - Sometimes: 82%
  - Never: 2%

- **Classics/Older Books**
  - Mostly: 8%
  - Sometimes: 87%
  - Never: 5%

- **Fiction**
  - Mostly: 66%
  - Sometimes: 33%
  - Never: 0%

- **Non-Fiction**
  - Mostly: 7%
  - Sometimes: 87%
  - Never: 6%

- **Serious Books**
  - Mostly: 31%
  - Sometimes: 67%
  - Never: 2%

- **Lighter Books**
  - Mostly: 5%
  - Sometimes: 86%
  - Never: 9%

- **Local Authors**
  - Mostly: 3%
  - Sometimes: 82%
  - Never: 15%
**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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>33%</td>
</tr>
<tr>
<td>2006</td>
<td>42%</td>
</tr>
<tr>
<td>2007</td>
<td>50%</td>
</tr>
<tr>
<td>2009</td>
<td>54%</td>
</tr>
<tr>
<td>2011</td>
<td>53%</td>
</tr>
<tr>
<td>2012</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: BookBrowse.com Annual Surveys. Created 2014