



2009

Demographics & Buying Behaviors

Essential Facts

About the U.S. Book Consumer

 **pubtrack**TM
Consumer

Who Are We?

About PubTrack™ Consumer

PubTrack™ Consumer, a service of RR Bowker, LLC, is the publishing industry's exclusive resource for understanding consumer book buying behavior. Moving beyond basic book sales data, PubTrack Consumer shows you who today's book buyer is, what they buy, where they buy books, and what motivates their purchase.

Trendable, regularly updated, and actionable reports are designed to provide your entire team the information they need to create, market and sell in today's dynamic book publishing environment.

Contact Us:

Email: PubTrackInfo@bowker.com

www.PubTrackOnline.com

www.BookConsumer.com

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The logo for Bowker, featuring the word "Bowker" in a bold, black, serif font. The letter "o" is stylized with a blue and yellow checkered pattern.The logo for PubTrack Consumer, featuring the word "pubtrack" in a bold, green, sans-serif font. To the left of "pubtrack" are three green circles of increasing size. Below "pubtrack" is the word "Consumer" in a smaller, black, sans-serif font.

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Where Does Our Data Come From?

This report is based on the world's largest survey of U.S. book buyers!

Here's why:

Data for *2009 Essential Facts* was derived from a nationally representative 2009 annual panel of more than 43,000 unique **U.S. book buying** men, women, and teens. The same sample represents more than 118,000 unique book purchases and 79,000 shopping occasions.

This resulting 2009 panel of over 43,000 is built by monthly recruiting of book buyers who complete surveys solely about their book purchasing behavior as part of PubTrack™ Consumer, a service of RR Bowker, LLC.

Each month, a minimum of 3,000 unique buyers are U.S. book buyers.

Project Partners

PubTrack™ Consumer was primarily responsible for integrating questions posed in the survey instrument and using Bowker's vast Books-In-Print database, and provided the bibliographic data associated with a respondent's book selection such as the title, author, binding (format), and genre.

MarketTools Inc. (MTI) was primarily responsible for survey deployment and sampling to ensure that responses were received from at least 3,000 monthly unique respondents. These respondents were part of a larger sample of U.S. adults over age 13, balanced to U.S. Census data, and who qualified as respondents to this survey as described in "Data Collection, Sample Size, and Sampling Details" at the end of this report. MarketTools Inc. also loaded data into the Real-Time Reporting tool for online access to the results of the monthly survey.

Management Science Associates (MSA) was primarily responsible for aggregating the respondent and book detail data (enhanced by the Bowker Books-In-Print data) into a tool set for cross-tabbing and analysis.

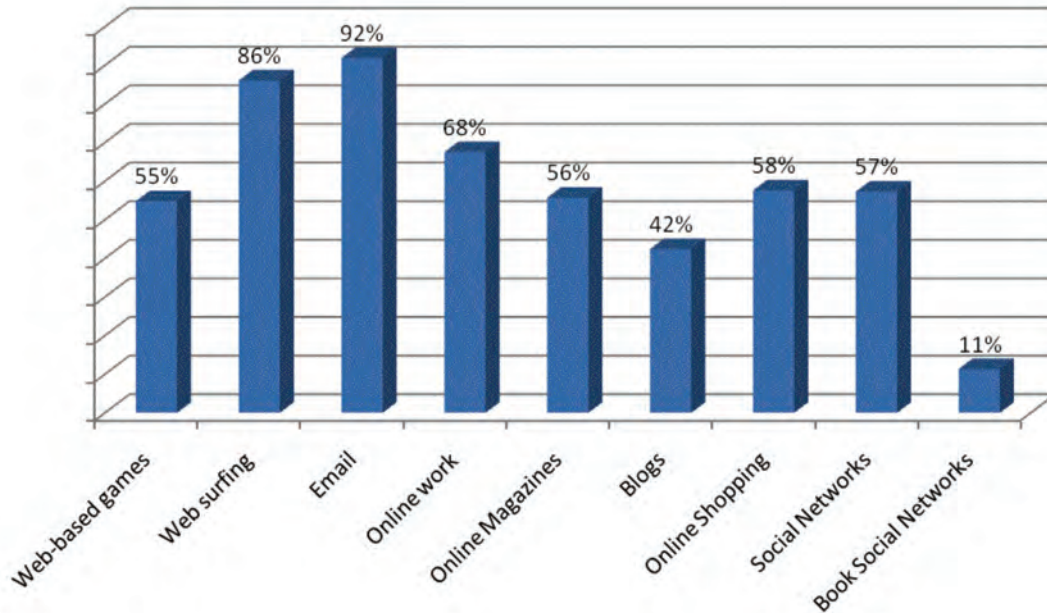
What Do Book Buyers Do?

In 2009

56%

of book buyers engaged in reading
online magazines

Book Buyer Online Activities



*Percents based on heavy & moderate usage by book buyer

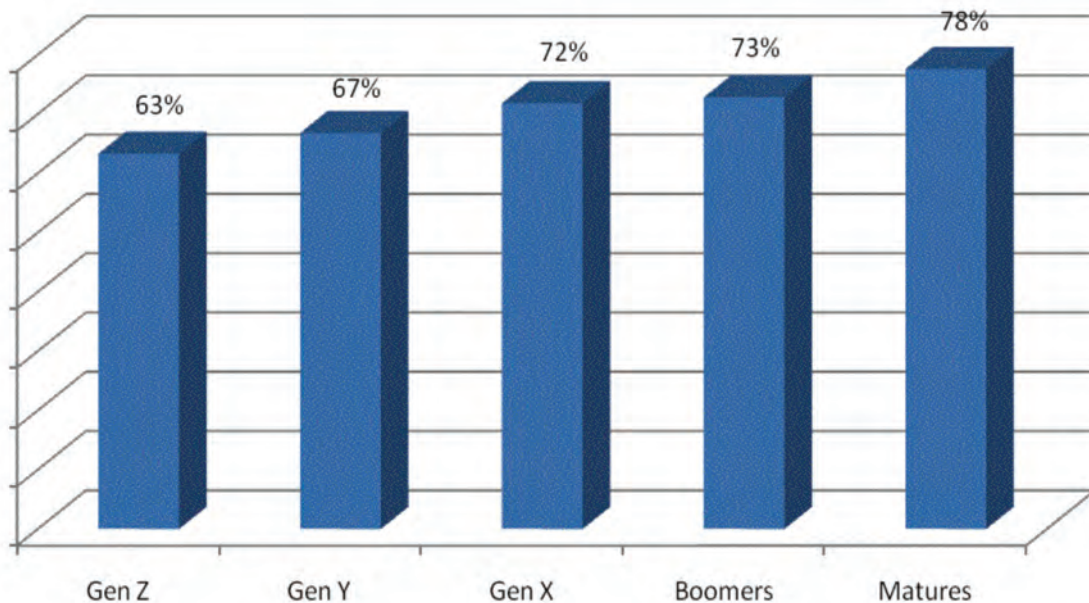
What Do Book Buyers Do?

In 2009

63%

of Generation Z book buyers said they read print magazines

Magazine Readership of Book Buyers by Generation



*Percents based on heavy & moderate usage by book buyer

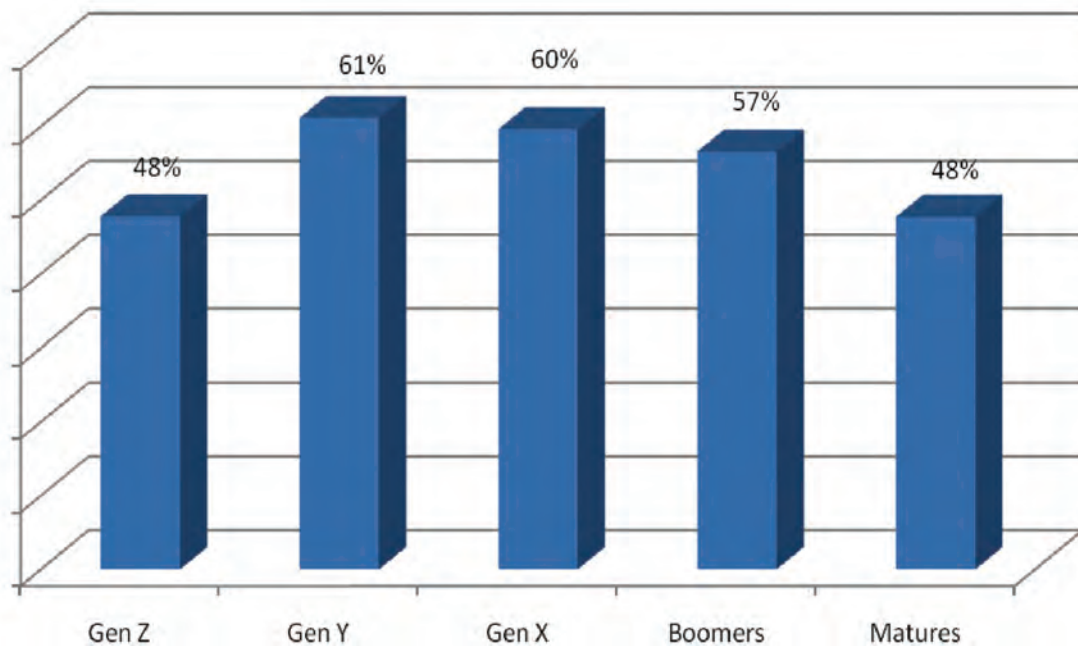
What Do Book Buyers Do?

In 2009

60%

of Generation X book buyers engaged in reading
online magazines

Online Magazine Readership of Book Buyers by Generation



*Percents based on heavy & moderate usage by book buyer

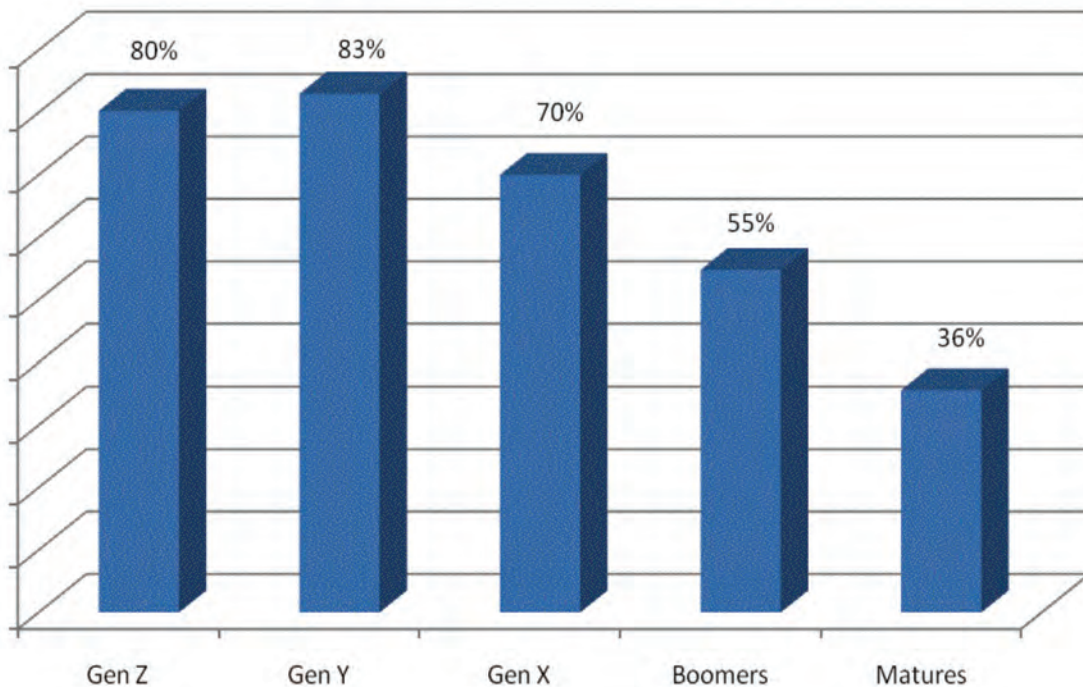
What Do Book Buyers Do?

In 2009

83%

of Generation Y book buyers engaged in some kind of social network website

Social Network Activity of Book Buyers by Generation



*Percents based on heavy & moderate usage by book buyer

*Percents based on people belonging to any social network

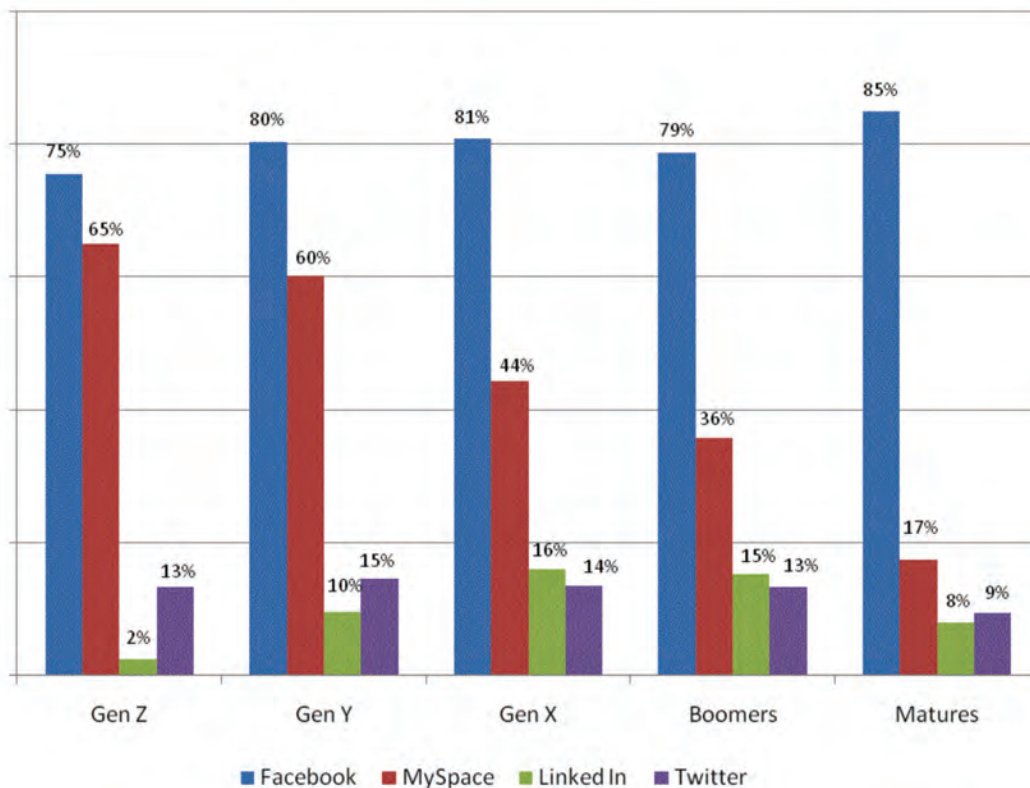
What Do Book Buyers Do?

In 2009

65%

of Generation Z book buyers engaged in MySpace social network

Social Network Membership of Book Buyers by Generation



Who Buys Books?

43%

of Americans ages 13+ bought a book in 2009

The average age of a book buyer in 2009 was

42

64%

of the books purchased were by females

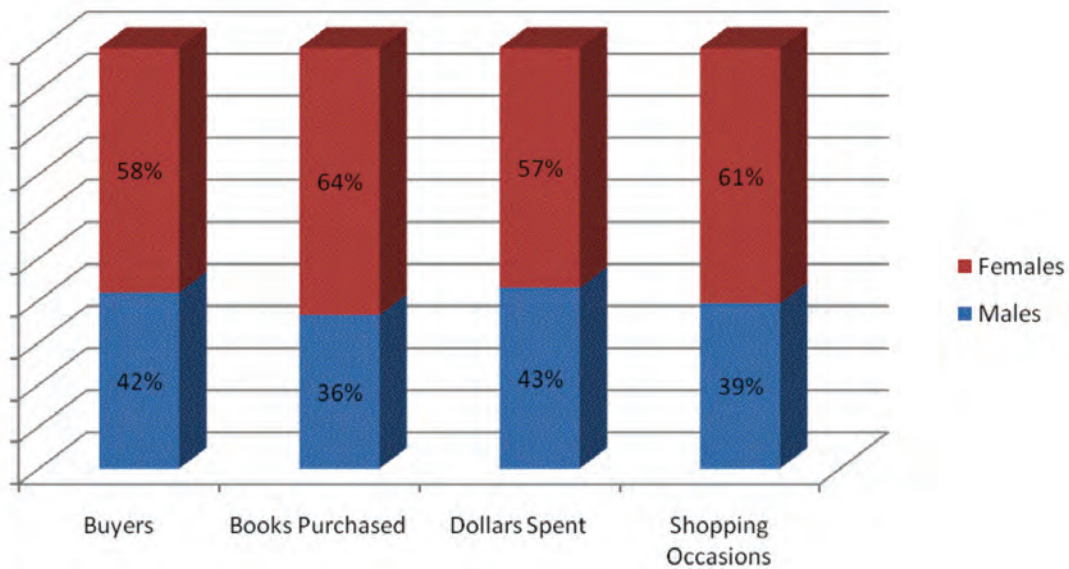
Who Buys Books?

In 2009

58%

of book buyers were female

Book Buyers by Gender

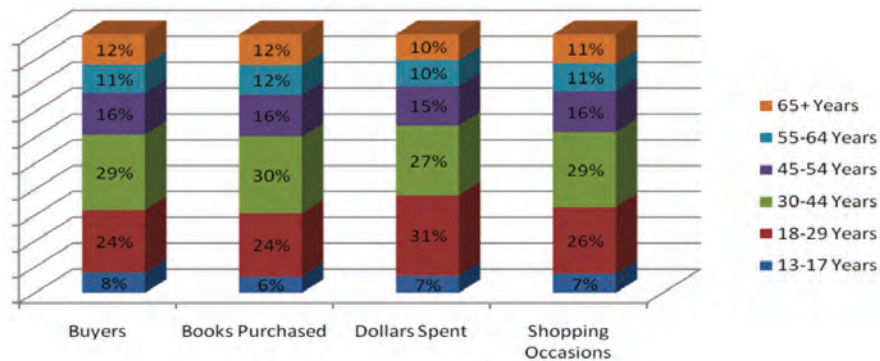


Who Buys Books?

31%

of the dollars spent by women were by 18-29 year olds

Female Book Buyers by Age



Male Book Buyers by Age



21%

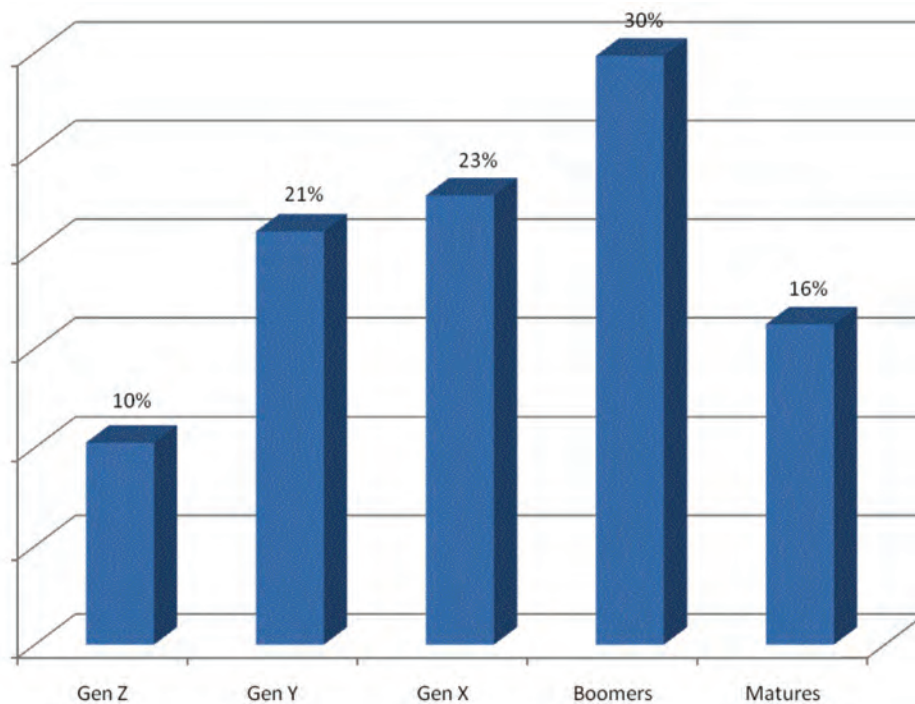
of the dollars spent by men were by 18-29 year olds

Who Buys Books?

30%

of books purchased in 2009 were by
Baby Boomers

All Books Purchased by Generation

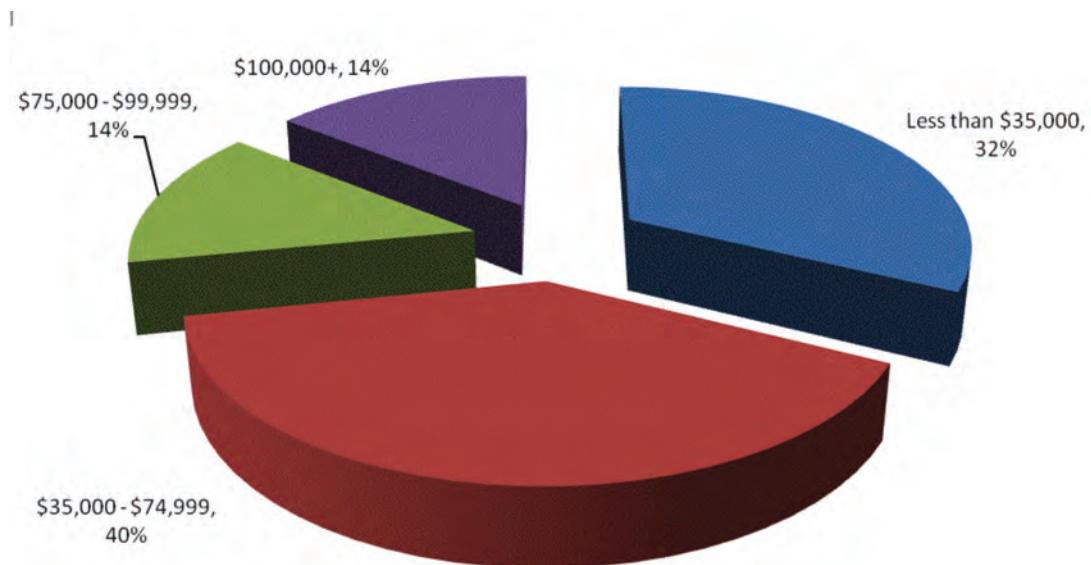


Who Buys Books?

32%

of all books purchased were by household incomes with less than \$35,000

Books Purchased by Household Income

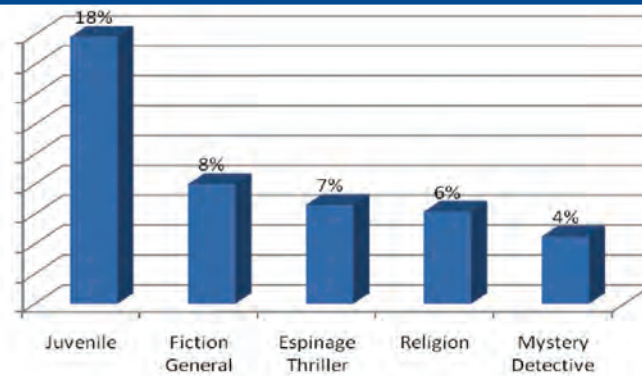


Who Buys Books?

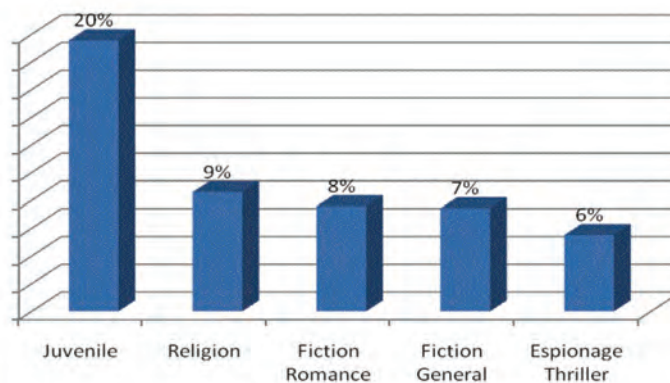
6%

of books purchased by >\$100k earners were Religion titles

Books Purchased by >\$100k Earners



Books Purchased by <\$35k Earners



20%

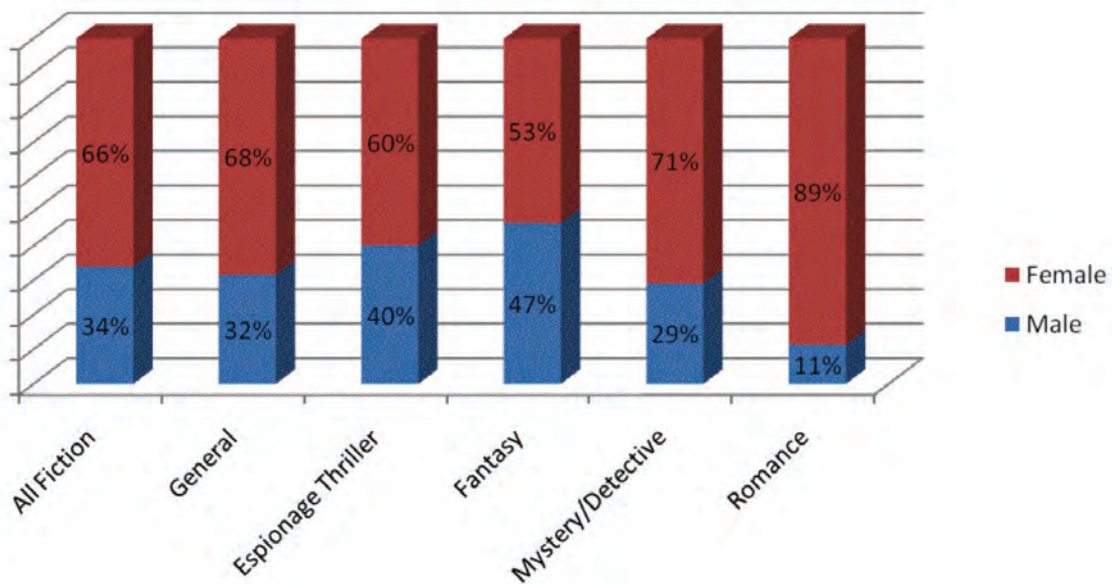
of books purchased by <\$35k earners were Juvenile titles

Who Buys Books?

66%

of Fiction books purchased were by women

Fiction Books Purchased by Gender



89%

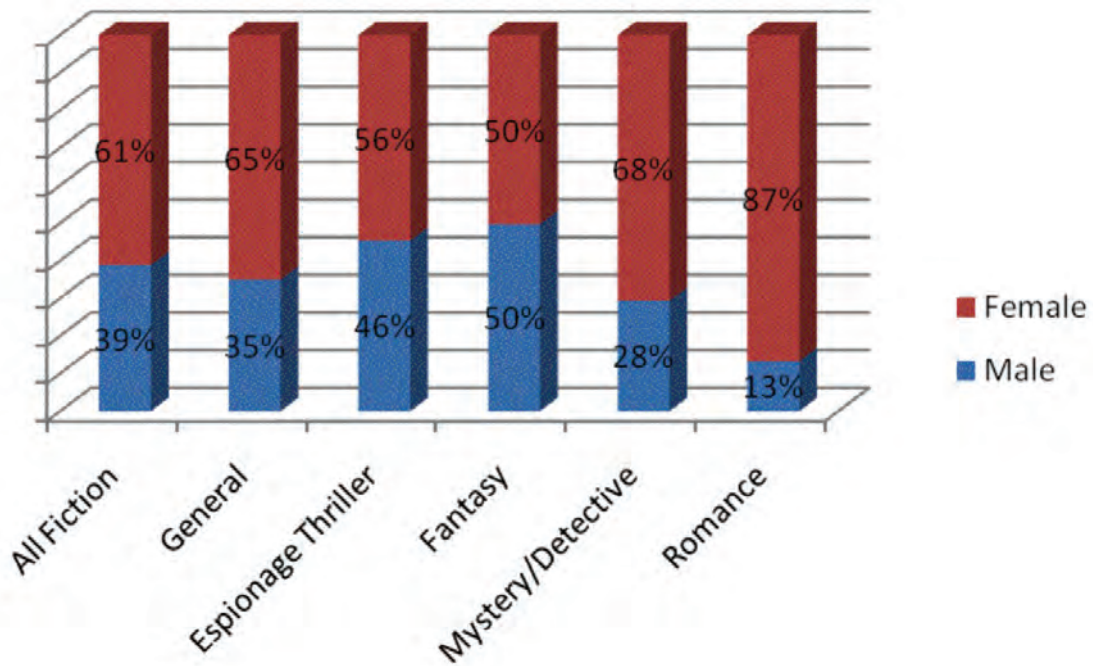
of Romantic Fiction books purchased were by women

Who Buys Books?

50%

of the dollars spent on Fantasy books were by men

Dollars Spent on Fiction by Gender

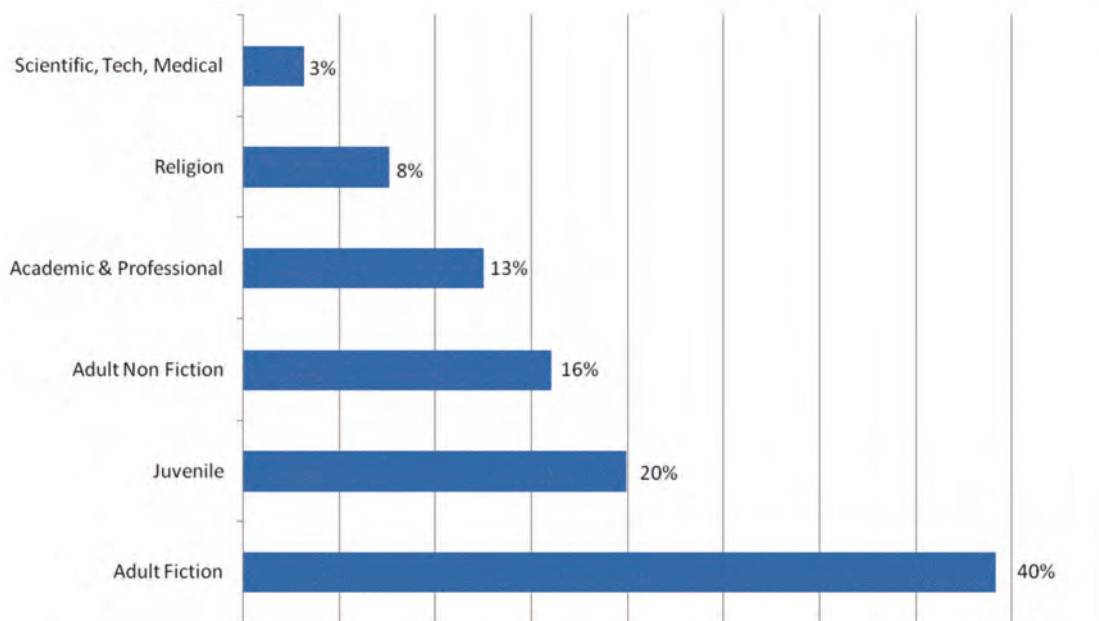


Who Buys What?

39%

of the books purchased in 2009 were
Adult Fiction titles

Books Purchased by Major Genre

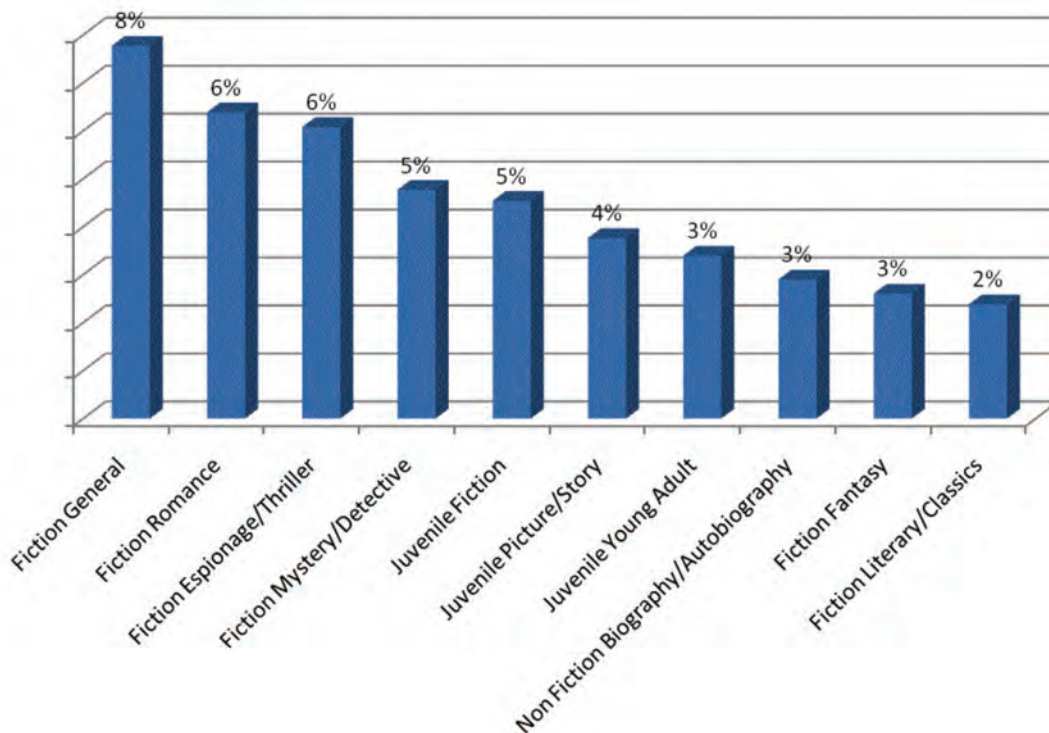


Who Buys What?

8%

of all books purchased in 2009 were
Juvenile Fiction or Young Adult titles

Books Purchased by Genre

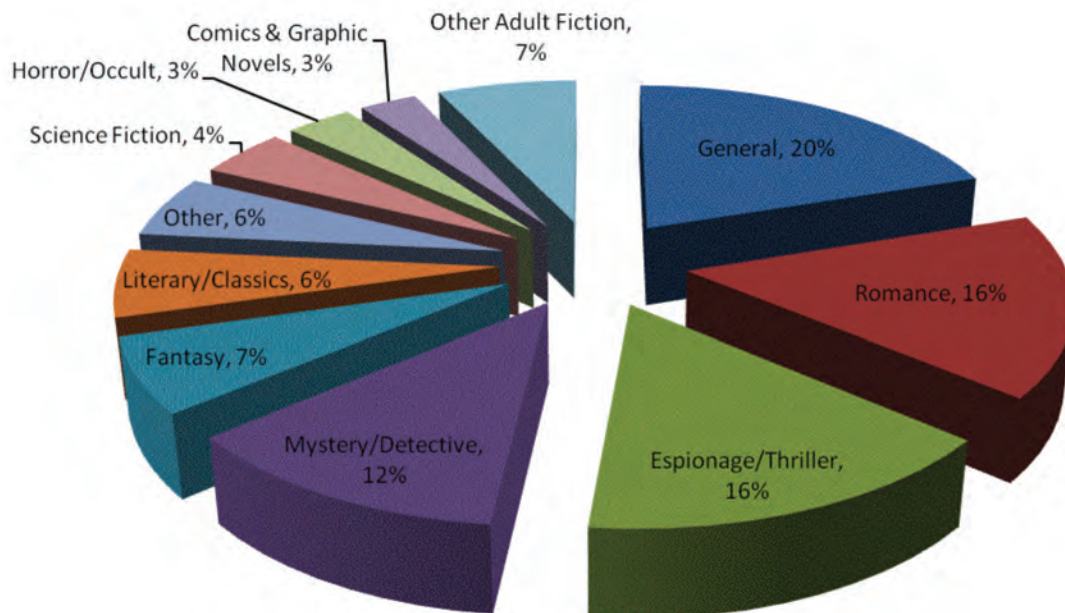


Who Buys What?

3 OUT OF 10

Fiction purchases were either Romance or Espionage/Thriller in 2009

Books Purchased by Fiction Genres

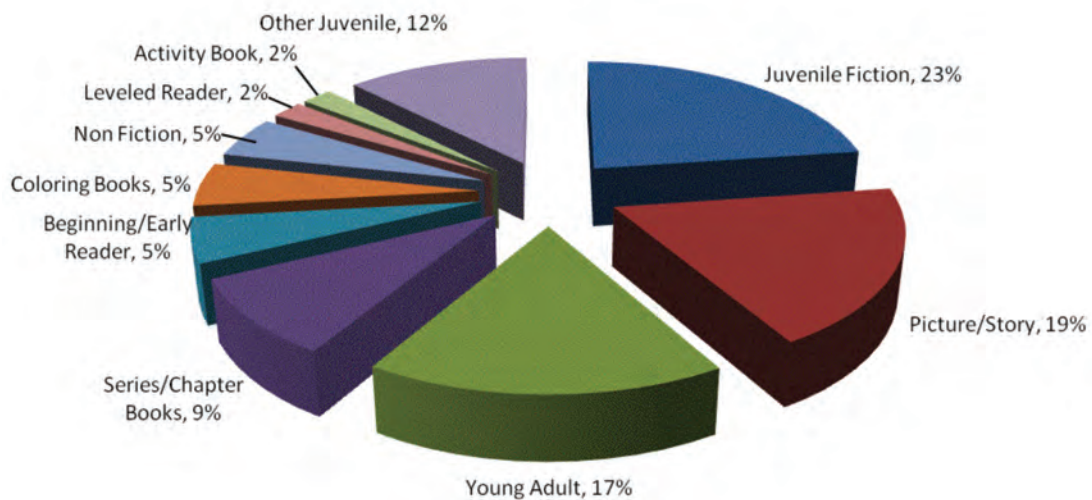


Who Buys What?

19%

of children's books purchased were
Picture/Story books

Books Purchased by Juvenile Genres

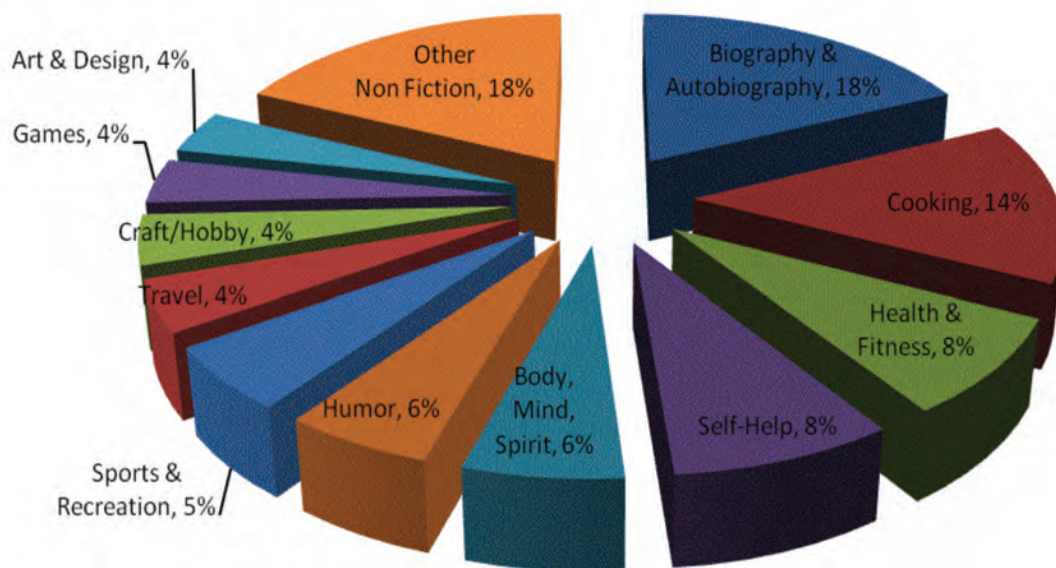


Who Buys What?

18%

of the Non-Fiction purchases were
Biography/Autobiographies, making this the largest
Non-Fiction genre purchased in 2009

Books Purchased by Non-Fiction Genre

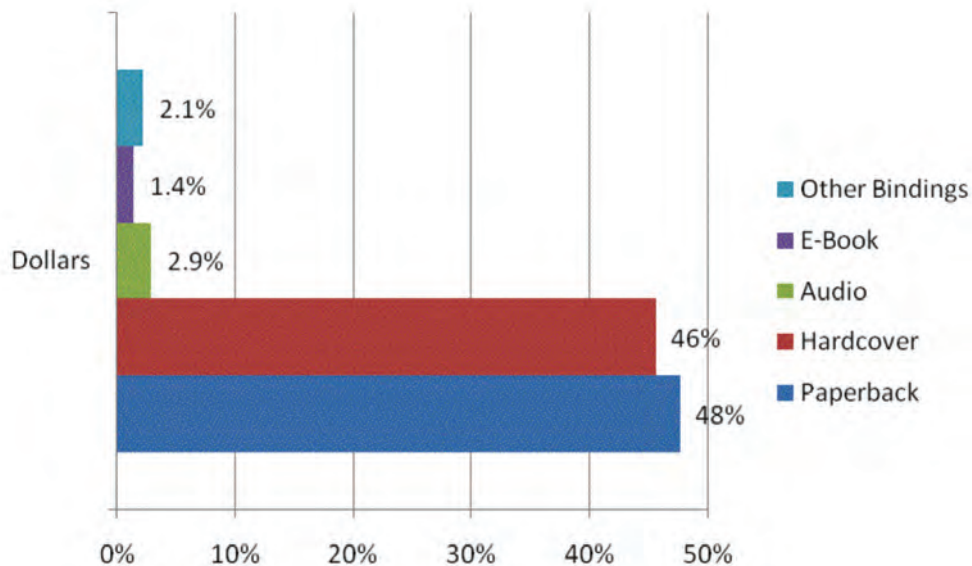


Who Buys What?

59%

of books purchased in 2009 were Paperback

Books Purchased by Binding



In 2009

46%

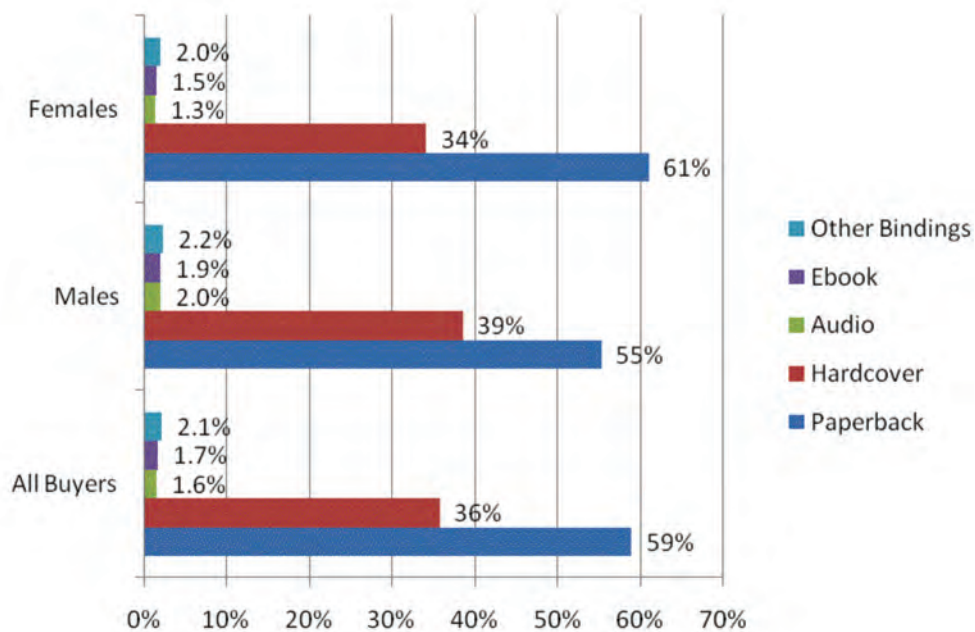
of the dollars spent on books were on Hardcover

Who Buys What?

39%

of books purchased by men in 2009 were Hardcover

Books Purchased by Binding by Gender

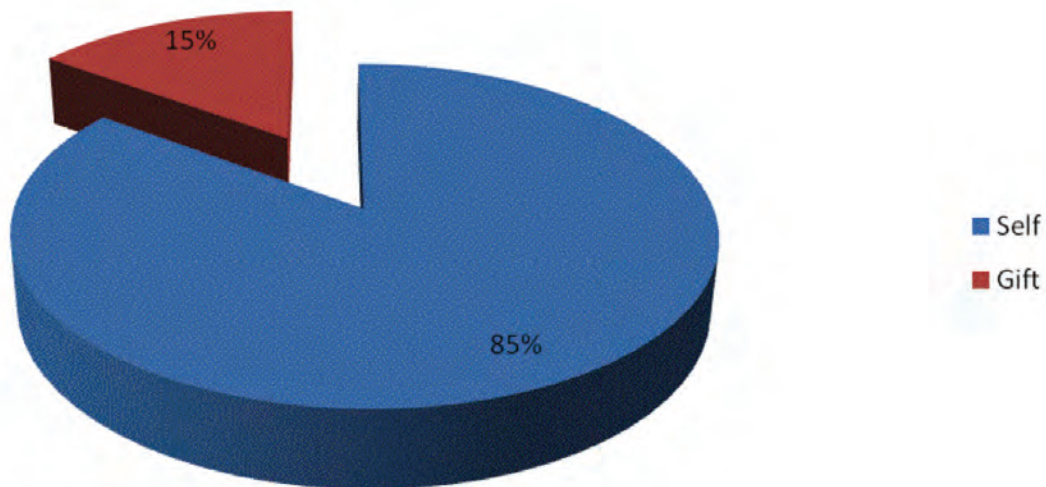


Who Buys for Who?

15%

of books purchased in 2009 were 'as a gift'

Books Purchased for Self vs. Gift

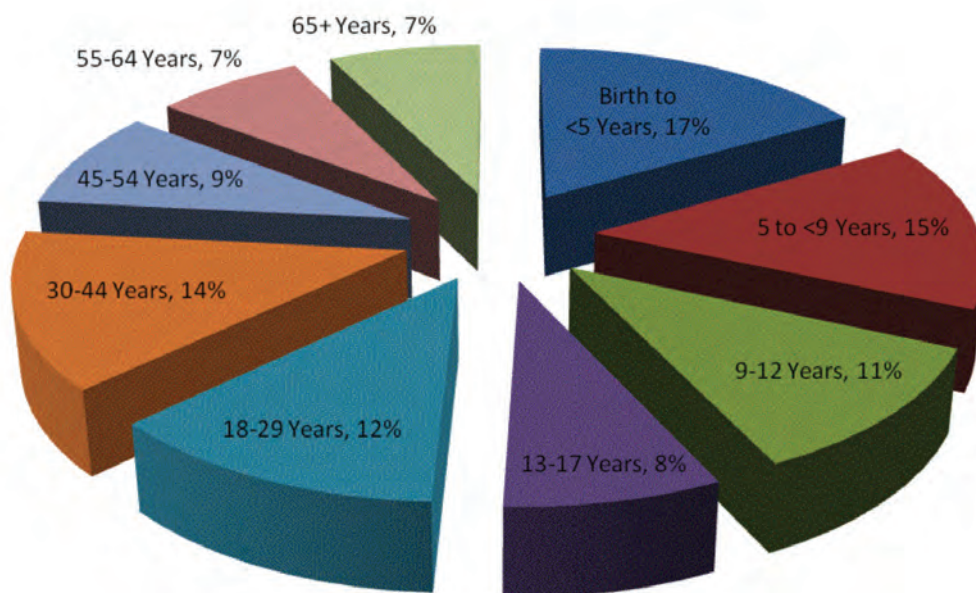


Who Buys for Who?

17%

of books purchased for someone else are for a recipient aged less than 5 years

Books Purchased for Someone Else by Age of Recipient



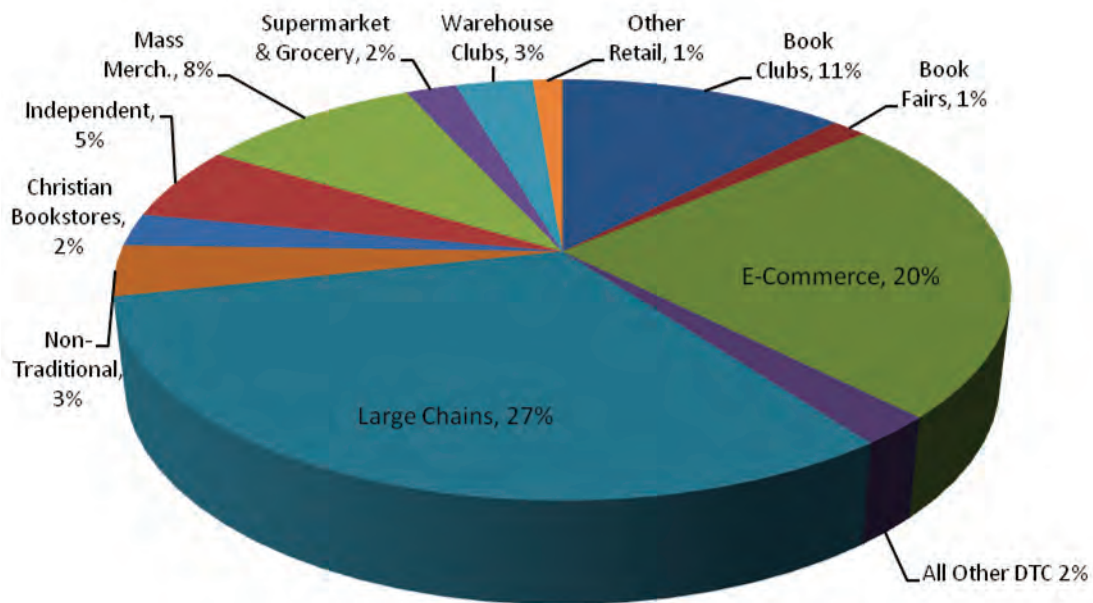
Where Purchased?

In 2009

20%

of books purchased were through E-Commerce

Books Purchased by Channel

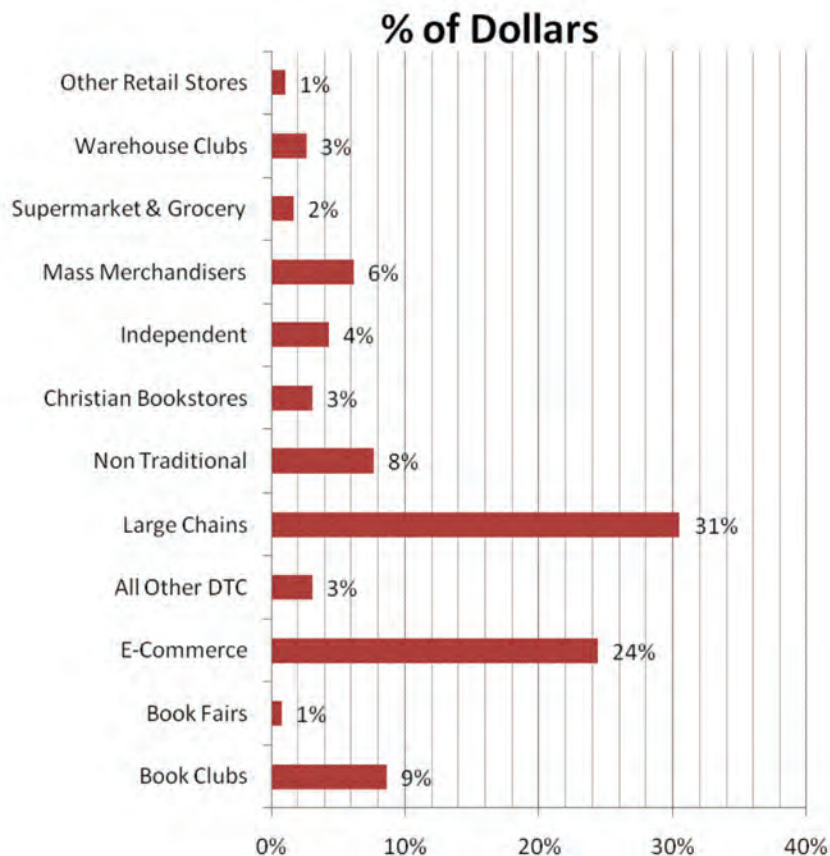


Where Purchased?

31%

of dollars spent were through
Large Chain Bookstores

Dollars Spent by Channel



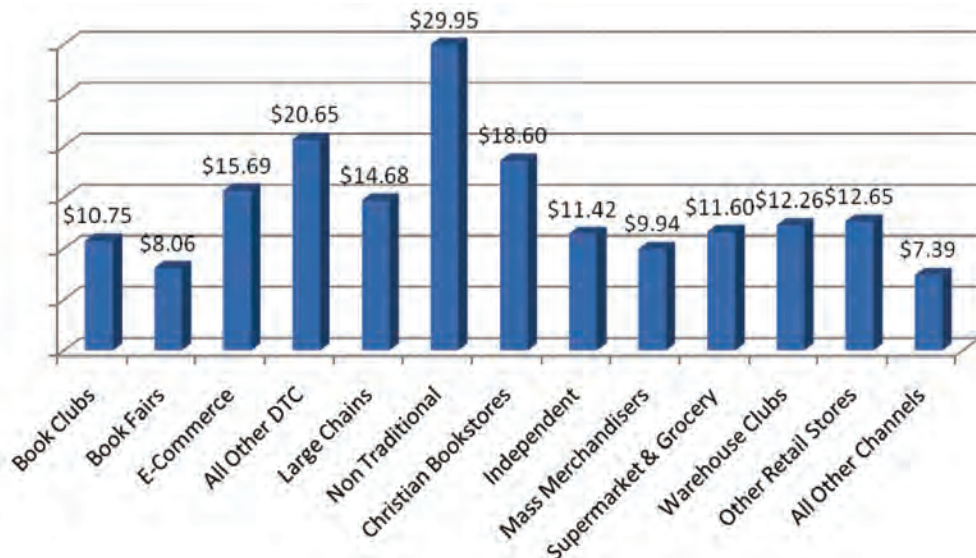
Where Purchased?

In 2009

\$12.19

was the average price paid for a book

Average Selling Price by Channel



In 2009

\$9.94

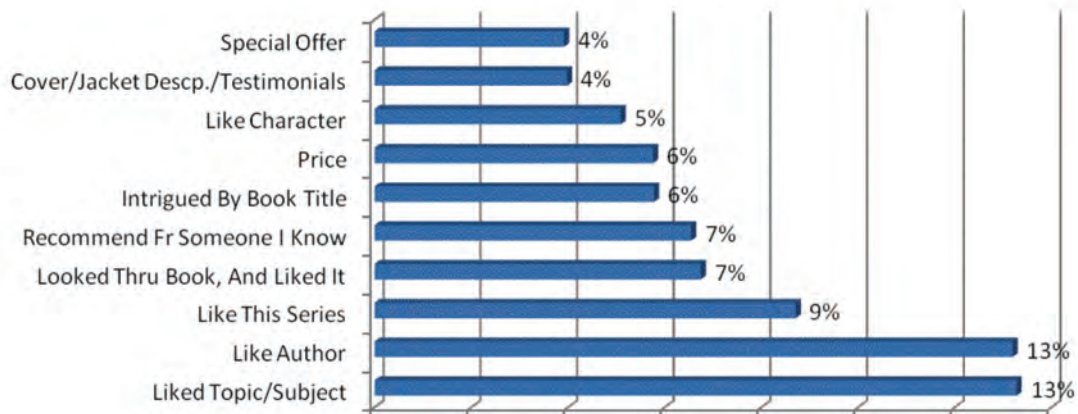
was the average price paid for a book sold at a
Mass Merchandise store

Why Purchased?

13%

of books purchased in 2009 were because
of the author's name

General Reasons for Purchase



Why Purchased?

13%

of books purchased in a store in 2009 were because buyers liked the book selection

Reason for Purchase in Store

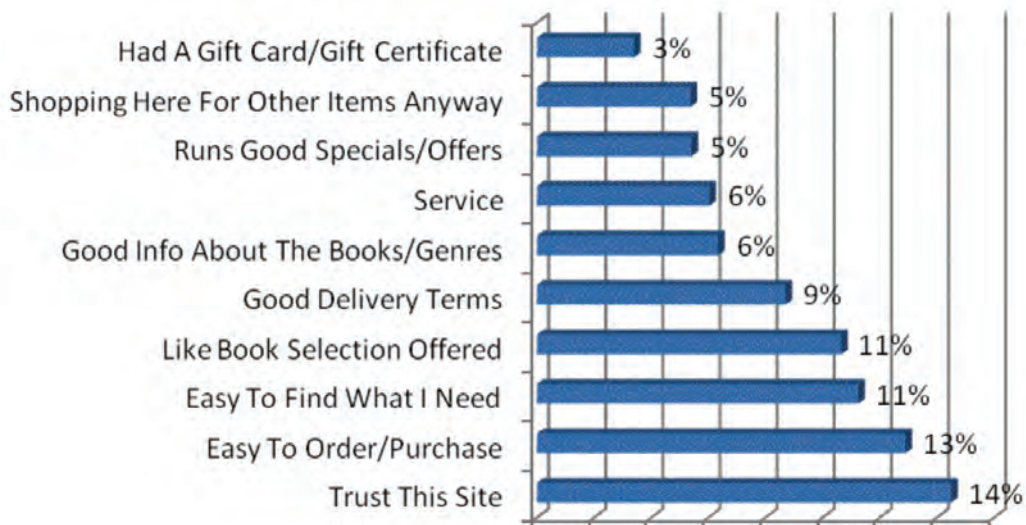


Why Purchased?

14%

of books purchased online in 2009 were because buyers trusted the site

Reason for Purchase Online

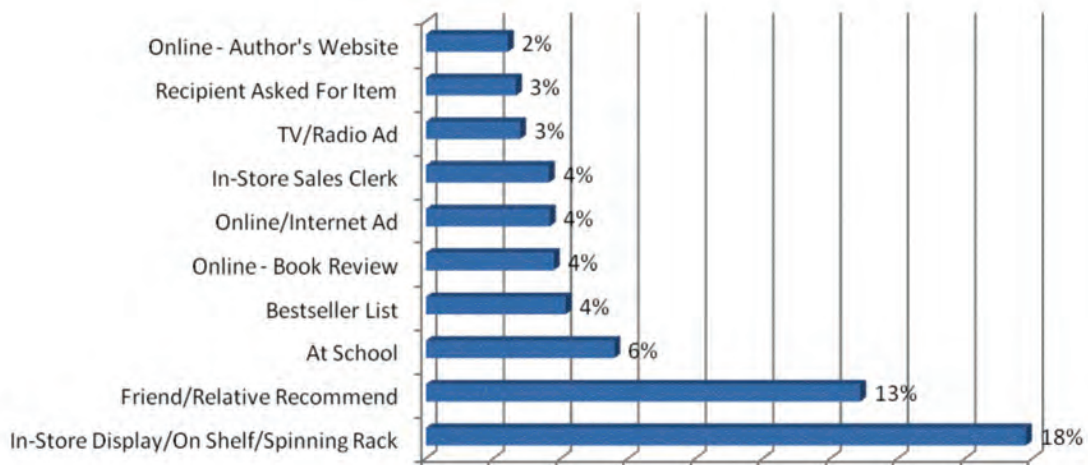


Why Purchased?

18%

of books purchased in 2009 were due to the title being on the shelf/spinning rack/display

How Buyer Became Aware of Book

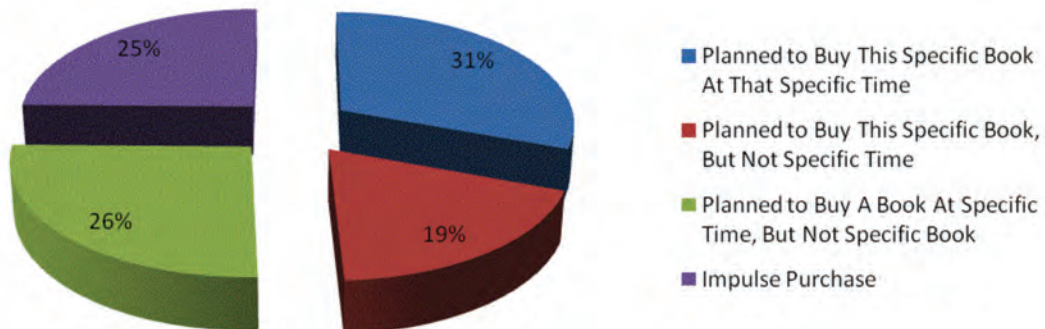


Why Purchased?

25%

of books purchased in 2009 were an impulse purchase

Impulse or Planned Book Purchase

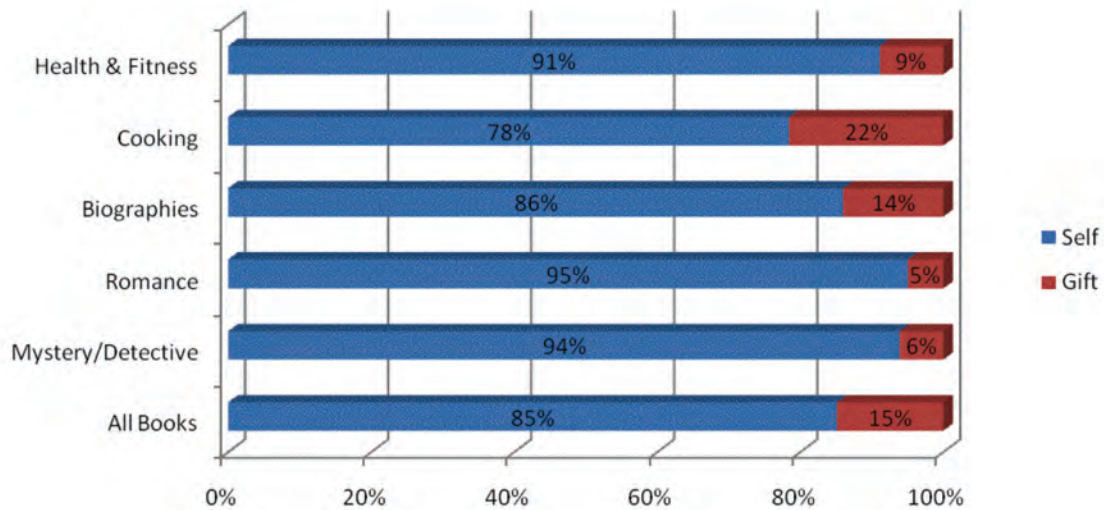


Why Purchased?

22%

of Cooking books were purchased as a gift

Genre Purchases as a Gift vs. Self



How Do We Do It?

Methodology Used for PubTrack™ Consumer

PubTrack™ Consumer, a service of RR Bowker, LLC, is the publishing industry's exclusive resource for understanding consumer book buying behavior. Moving beyond basic book sales data, PubTrack Consumer shows you who today's book buyer is, what they buy, where they buy books, and what motivates their purchase.

Trendable, regularly updated, and actionable reports are designed to provide your entire team the information they need to create, market, and sell in today's dynamic book publishing environment.

Partners

Bowker partners with two leading market research providers for data collection and processing:

- Survey Design and Data Collection: *Market Tools, Inc.*
- Data Processing/Software Provider: *Management Sciences Associates, Inc (MSA)*

Panel

- Comprised of males and females 13+ years of age drawn from a balanced sample of the U.S. population
- Semi-proprietary panel
 - Participants can/will receive other surveys while receiving this book tracker but they will NOT receive any surveys about publishing or book buying

Sample Size

- 2009: 43,816 total book buyers
- 2009: 118,769 total book purchases
- 2009: 79,001 total shopping occasions

Data Collection

- Online Survey
- Frequency: Monthly
- Reported: Monthly, Quarterly, Annually

Note – Market Tools, Inc., the leading technology and solution provider of customer insights serving 400 of the Fortune 500 companies, states, "Because the incidence of on-line usage is so high, there is a high probability that bias is minimal."

How Do We Do It?

Sampling Details

The 43,000 survey responses received yield a margin of error between plus and minus 0.48% at a 95% confidence interval. In other words, if the same size sample were surveyed 100 times, it would produce the same results 95% of the time. According to standard industry best practices, this margin of error falls well within the limits prescribed for consumer-based surveying and analysis.

More importantly, this sample makes analysis of specific segments possible at very low error margins. For example, for the sample of buyers who purchased Romance titles in 2009 (n = 3787), the margin of error is +/- 1.59% at a 95% confidence level.

Bibliographic Classification

All bibliographic classifications are based on Bowker's Books-in-Print™ (BIP). All records are matched to the BIP database by matching the reported ISBN and moving in the following bibliographic information for those records that match the dictionary:

- Category (based on BISAC classifications; Children's and Religion handled separately)
- Format/binding
- Publisher

Attempts are made to match all records with an invalid or missing ISBN to BIP. If no match can be made, bibliographic details are based on the panelists' perceptions (as filled in during survey process).

Publisher/Imprint Classification

- Each general record with a valid ISBN is assigned a publisher/imprint code from Bowker's Publisher Authority Database (PAD). If the ISBN is invalid or not reported, attempts are made to map the publisher/imprint information based on the ISBN prefix.
- While Bowker believes that all aggregations are correct, we are not responsible for any errors or inaccuracies.

Remuneration / Incentive

As compensation for their participation, respondents earn Zoompoints™ for each completed survey. Panelists save their points and choose from a variety of offerings for merchandise or charitable donations based on their accrued point levels.

For More Information:

Email: PubTrackInfo@bowker.com
www.PubTrackOnline.com
www.BookConsumer.com

Product Offerings

Industry Standard Report Sets

Quarterly set of consumer-based sales trends highlighting key industry performance indicators. In addition to data points, Bowker will provide editorial content with expert analysis and interpretation of the data related to:

- Demographic portraits of key buyers
- Channel and outlet profiles
- Binding and genres performance
- Ebook device ownership
- Publisher market share
- Book awareness & purchase motivation



Tool Sets

RTR - A survey analysis tool provided by our partner MarketTools, Inc., that allows users to create frequency distributions to all questions in the monthly tracker survey, plus any ad-hoc questions that clients have asked to run for a given month.

INsight - A "data grabber" that takes advantage of the book, outlet, and measure aggregation that our second partner, Management Science Associates (MSA), has performed on the data.



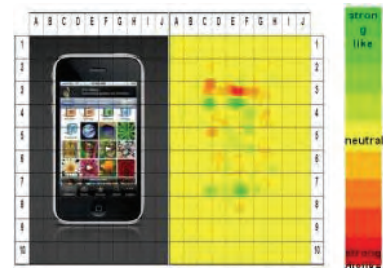
Custom Deep Dive Studies

A Deep Dive Study allows clients to go back to specific set of defined book buyers and ask up to 35 questions about a topic of particular research interest. A Deep Dive Study can seek to understand the success that an author had and understand if there are ways of knowing how these and other trends can be uncovered in the future.



Image Testing Service

The Image Testing Service technology allows for more precise consumer reaction diagnostics by having respondents (book buyers) express opinions about the image by clicking directly on any part of the image and providing verbatim feedback.



Coming in June...

2009 U.S. Book Consumer Annual Review Demographics & Buying Behaviors

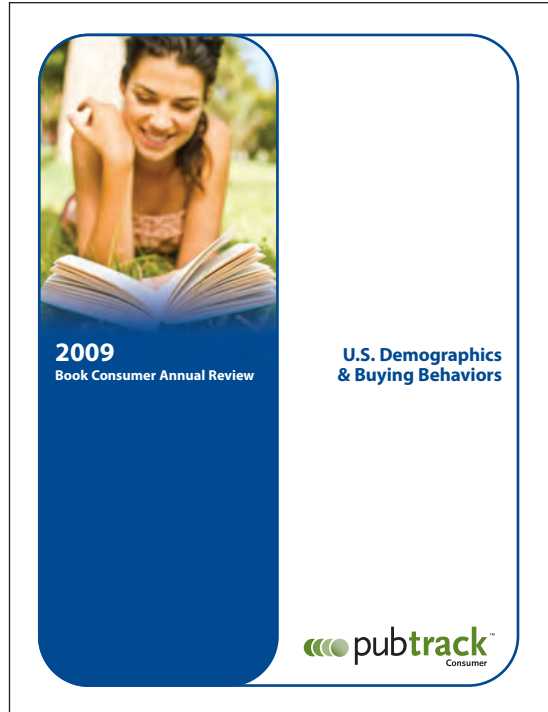
The **2009 Book Consumer Annual Review** is the publishing industry's premier source for consumer-based research integrating channel, motivation, and category analysis of book buyers in the U.S. This 'must-have' annual review will give you the information you need to answer the critical who, what, where, why, and how of today's book consumer.

Detailed analysis focusing on:

- **Demographics** – broken down by age, gender, and income of buyers
- **Psychographics** – reasons for purchase, advertising awareness and impulse vs. planned buying
- **Genre** – Fiction and Non-fiction breakdowns following BISAC categories
- **Channel** – Complete analysis of all channels of distribution – including those not tracked by traditional POS data

New features in 2009 review:

- Quarterly trends to see the seasonal fluctuations in consumer behavior
- In-depth analysis on digital books
- Expanded measures with breakdowns by units, dollars, and buyers
- Impact of social networking and other media outlets on book buyer behavior
- Virtual "bookshelves" for understanding the book buyer persona
- Detailed coverage of book buying behaviors to understand fully what motivates buyers to ultimately make a purchase decision



Order Now!

2009 U.S. Book Consumer Annual Review Demographics & Buying Behaviors

List Pricing:

\$999 single use .pdf

\$999 single print copy

\$1,299 single use .pdf and single print copy

\$1,499 unlimited internal .pdf use and single print copy

S&H and all applicable taxes will be added

To Order, Contact:

James Howitt – Director of Publisher Solutions

Phone: 908-219-0081

Fax: 908-219-0194

Email: james.howitt@bowker.com



Payment Options:

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Street Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Email: _____

Invoice Me Check Included (payable to PubTrack)

Charge to my Credit Card: MC Visa AMEX Discover

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

**For more info on PubTrack Consumer, email: PubTrackInfo@bowker.com,
or visit www.bookconsumer.com**