thriftbooks

HOW WE BUY, READ & RECOMMEND BOOKS

$162

Average annual amount **SPENT** on books

80%

is spent on **PRINT** books

30%

of those are **USED** books

BUYING books

More **WOMEN** than **MEN** buy **USED** books

36% vs. 29%

people >50 years

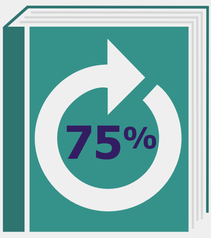
spend more on **USED** books annually

1 in **10** people

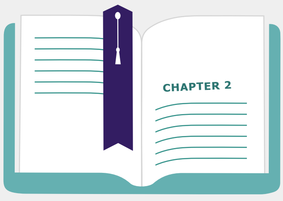
LIE about having read a book

use **STUDY GUIDES** instead of reading the book

READING books



say they've **RE-READ** a book



66% of people pause reading at **THE END** of a chapter

19% do **NOT MAKE** book recommendations

1 in **3** **RECEIVE** recommendations from

online reviews or blogs

RECOMMENDING books

8 in **10** people

ACT on book recommendations

58% of people

DISCOVER new authors through word of mouth

Source: Reader Habit Survey, October 2017