

# HOW WE BUY MARK & SHARE BOOKS



## BUY books

more **WOMEN** than **MEN** buy used books



people **<50** years buy



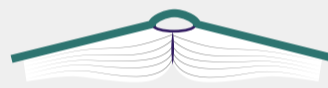
more **COLLECTIBLES**



89%  
**Bookmark**



22%  
**Dog Ear**



14%  
**Face Down**



8%  
**Memory**

## MARK books

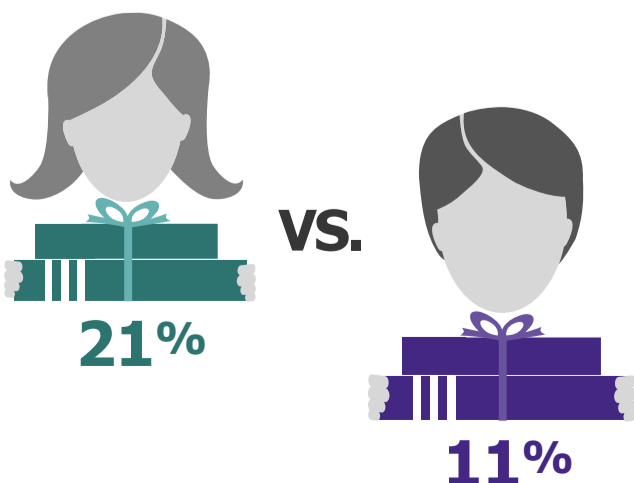


When **FINISHED READING** a book:



## SHARE books

More **WOMEN GIVE** to a friend



More **MEN KEEP** for themselves

