

# Library Patrons and Ebooks

**LIBRARYJOURNAL**



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**PRESENTED BY**

**Ian Singer**

**VP, Group Publisher**

*Library Journal, School Library  
Journal & The Horn Book*

# About Patron Profiles

**Quarterly analysis based on trended research from a national sample of 2000+ public library consumers**

- How new technologies are driving patron behavior.
- Latest trends and developments on ebook lending versus print books.
- Influence of mobile devices, mobile content and library apps on patron habits.
- Emerging trends in the young adult crossover market . . . and more!

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# Size of U.S. Public Library Market



- 9,046 U.S. public libraries\*
- 16,698 public library buildings\*
- 169 million public library users  
(69% of U.S. population)\*\*
- 2011 Book expenditures = \$983 million\*\*\*
- 82% currently offer ebooks\*\*\*\*
- 2011 ebook expenditures = \$72 million\*\*\*\*

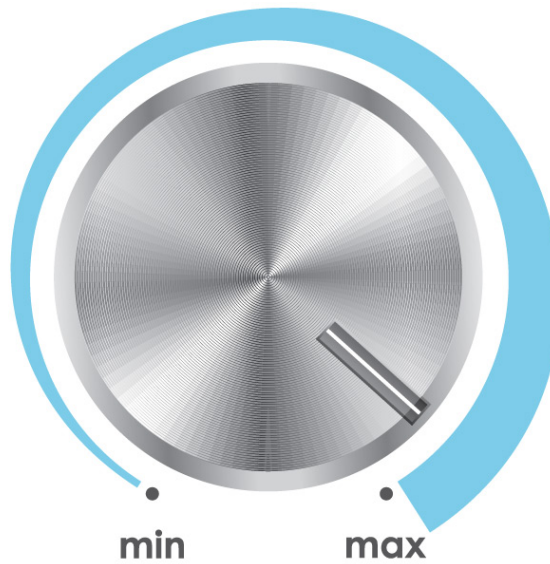
\* American Library Association <http://bit.ly/trBXAJ>

\*\* Bill & Melinda Gates Foundation US Impact Public Library Study <http://bit.ly/xJulW4>

\*\*\* *Library Journal* Annual Book Buying Survey conducted in December, 2011

\*\*\*\* *Library Journal* Survey of Ebook Penetration & Use in U.S. Public Libraries, 2011

# The Fiction of Friction



**FRICITION**

# Library Patrons = Book Buyers

Annual Book Consumption	
<b>Number Books Read</b> (in any format)	<b>22</b>
<b>% Purchased</b>	<b>41%</b>
<b>% Borrowed from Library</b>	<b>58%</b>
<b>% Acquired from other source</b>	<b>1%</b>

The average library patron  
buys **9** books a year.

# Ebook Patron Profile

**53% female**

**Average age = 46**

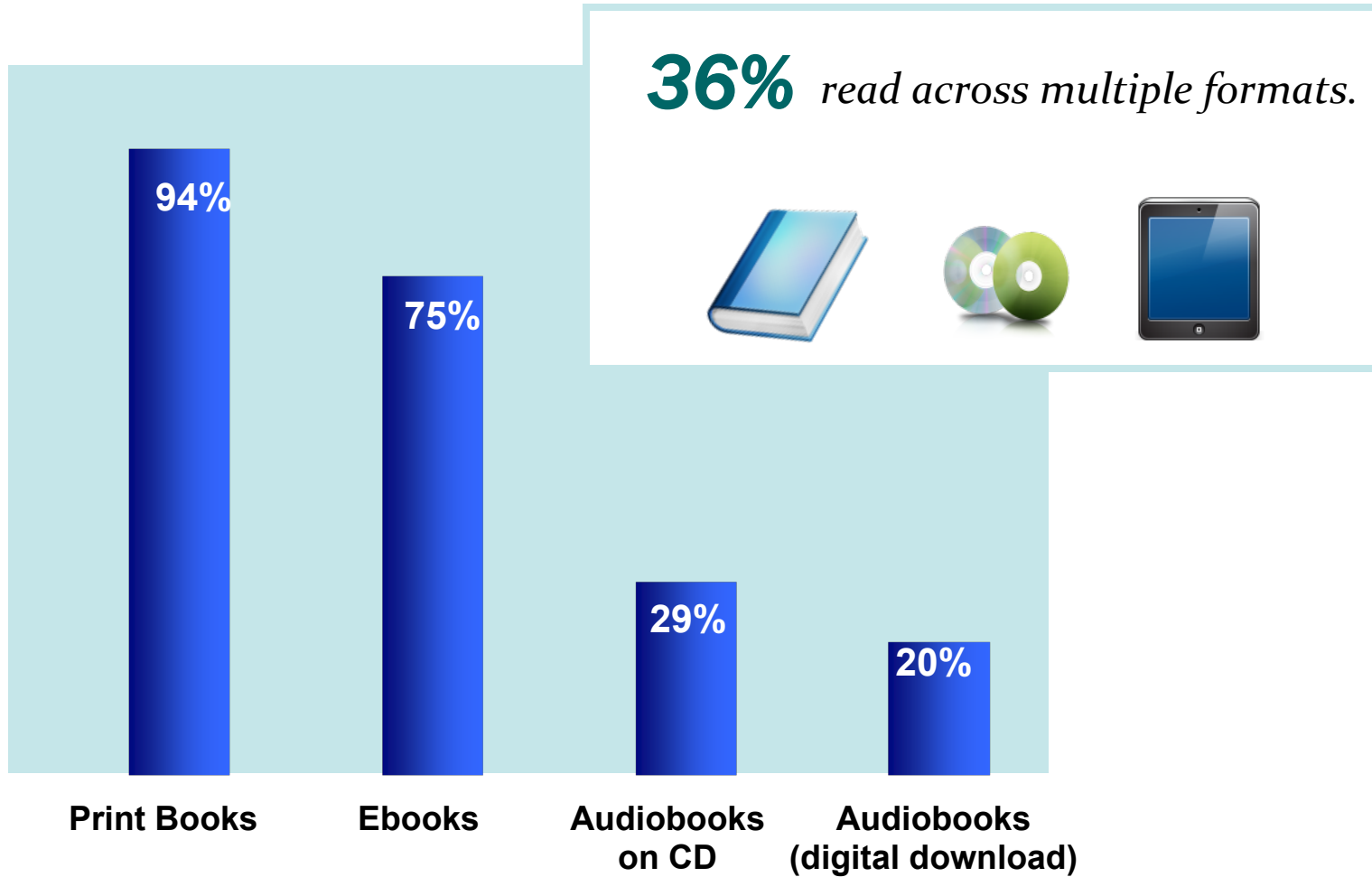
**70% with a college degree or higher.**

**More racially diverse than other patrons.**

**Read an average 26 books per year.**

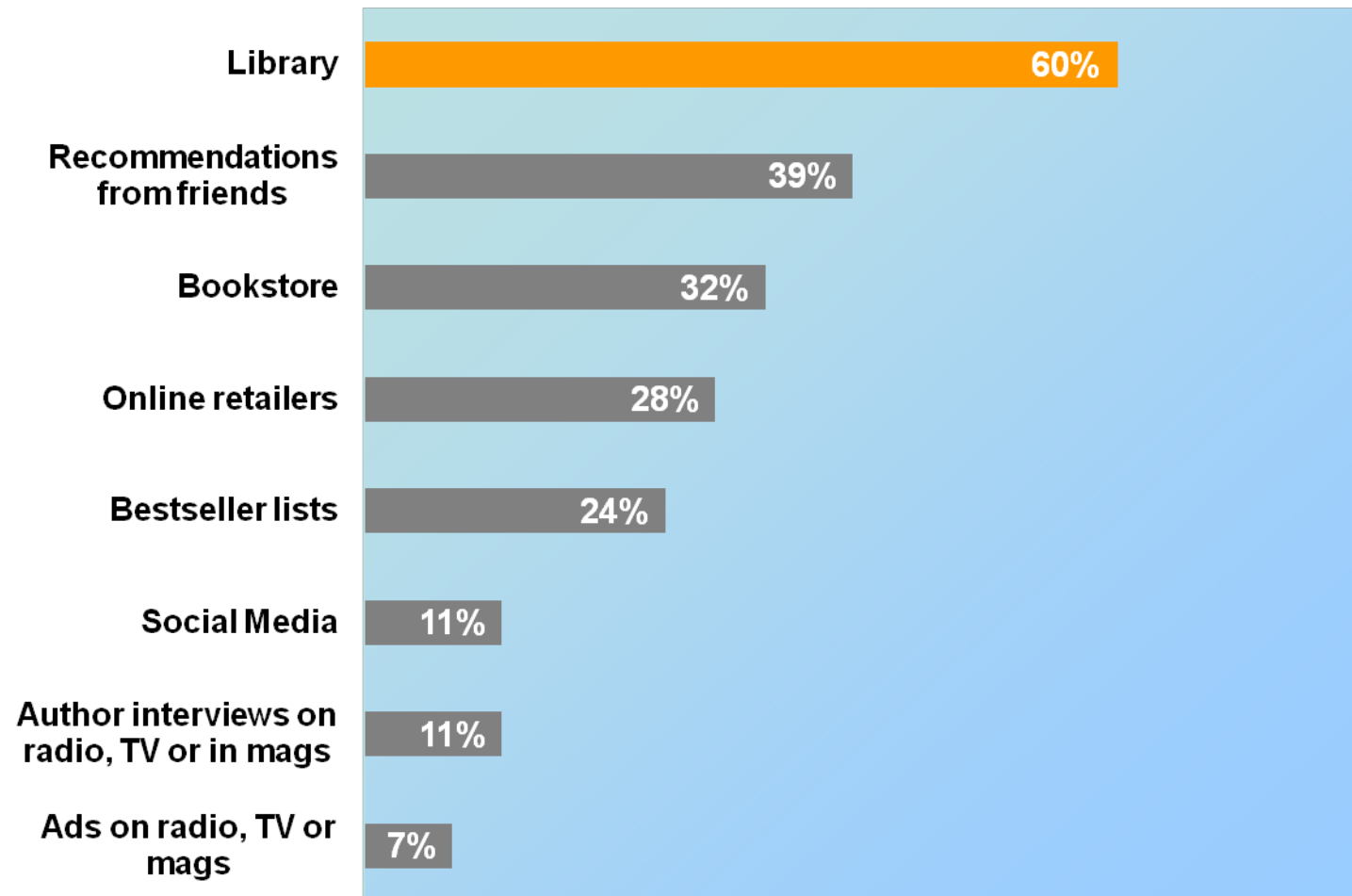


# Library Patrons = Multiple Formats Usage



# Libraries = Discovery

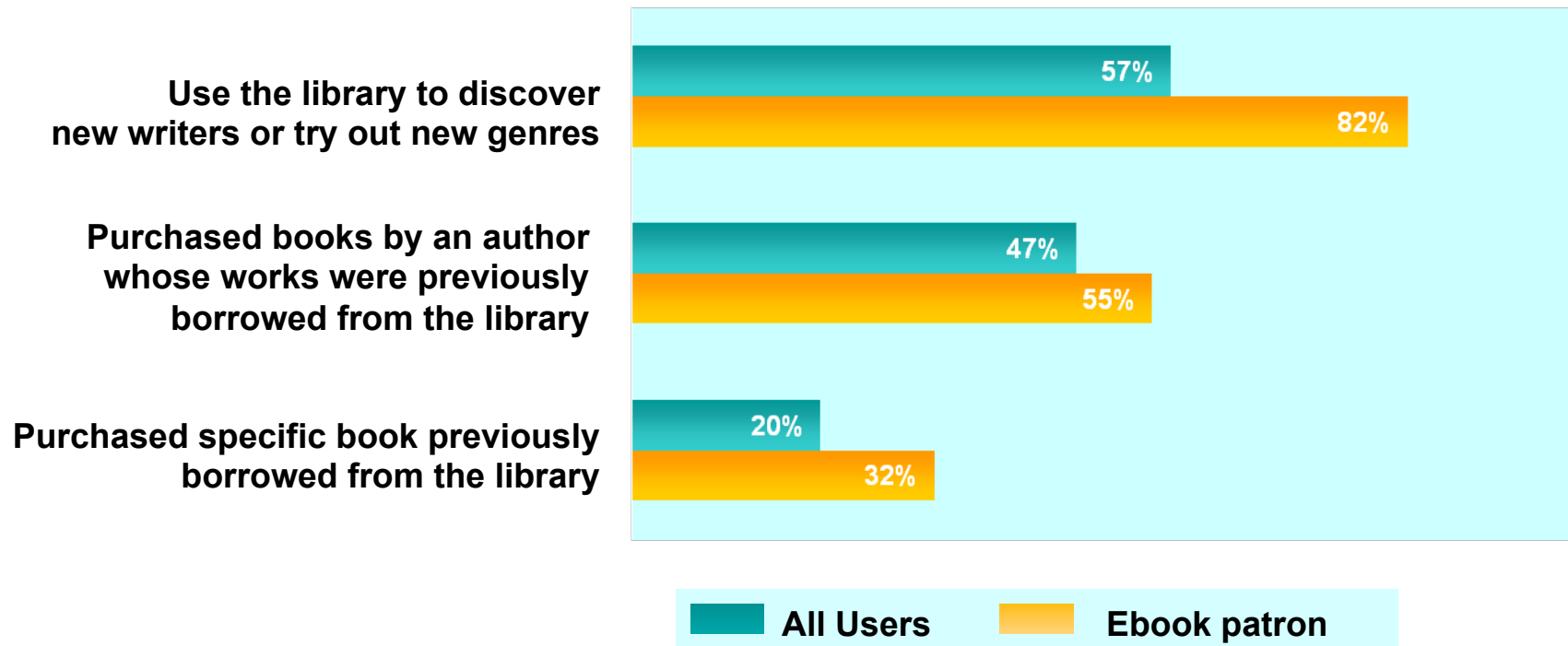
## How do Library Patrons find books or media?



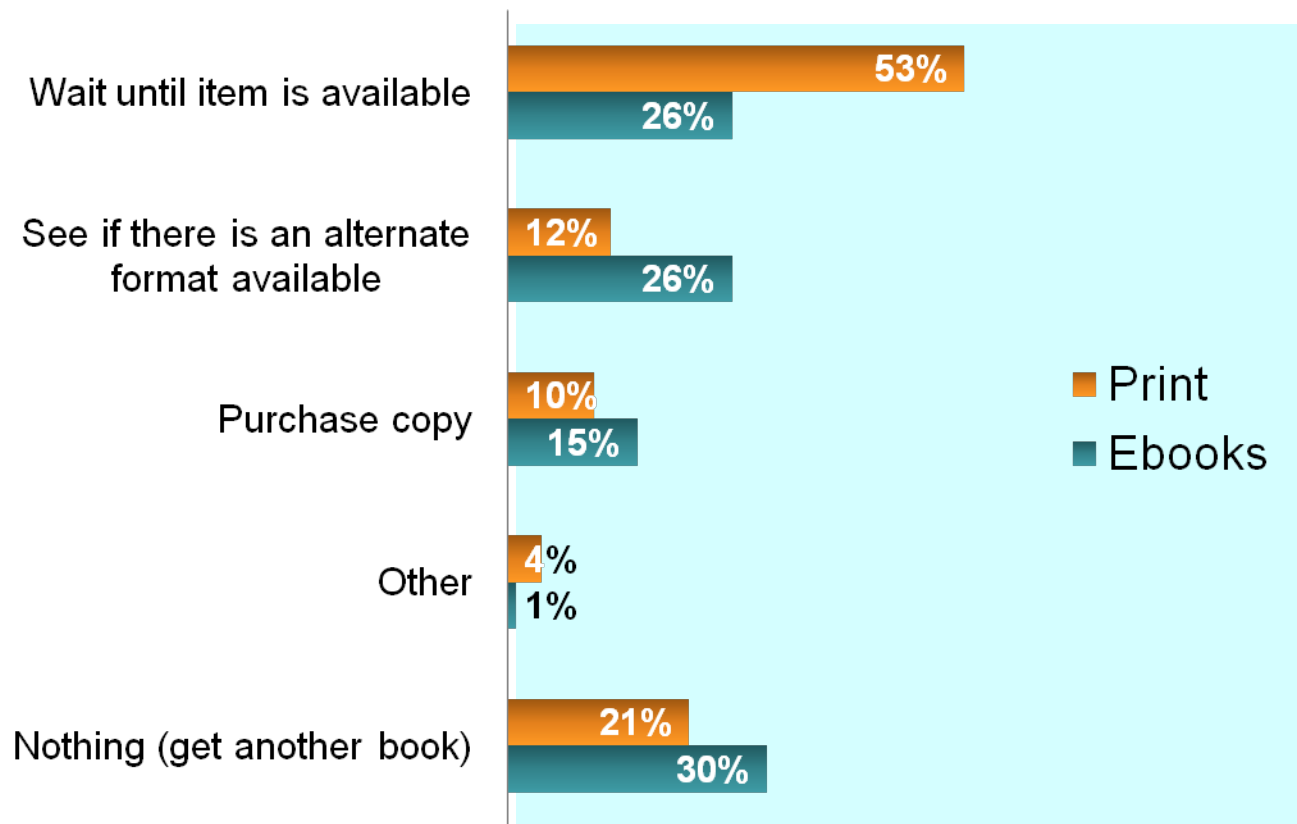


# Libraries = Discovery

## Influence on Book Purchasing Behavior



# Title & Format Availability Patron Decision Impact

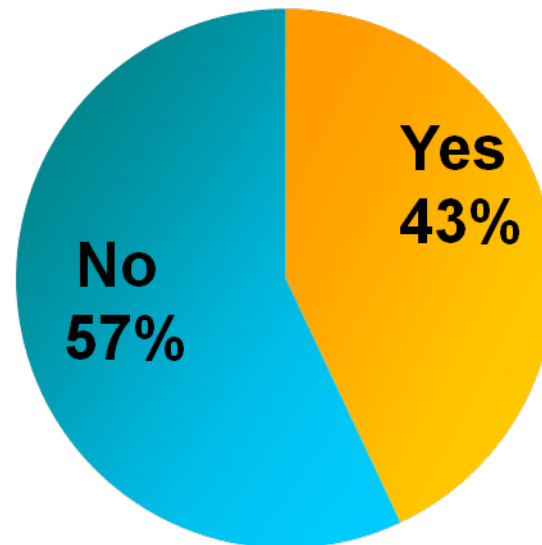


# The Untapped Ebook Market

*In 2011, public libraries carried an average of 4,000 Ebooks.*

# Ebook Readers' Borrowing Behavior

Have you ever borrowed an ebook from your library?



 All Users  Power ePatrons

Library patrons and ebooks

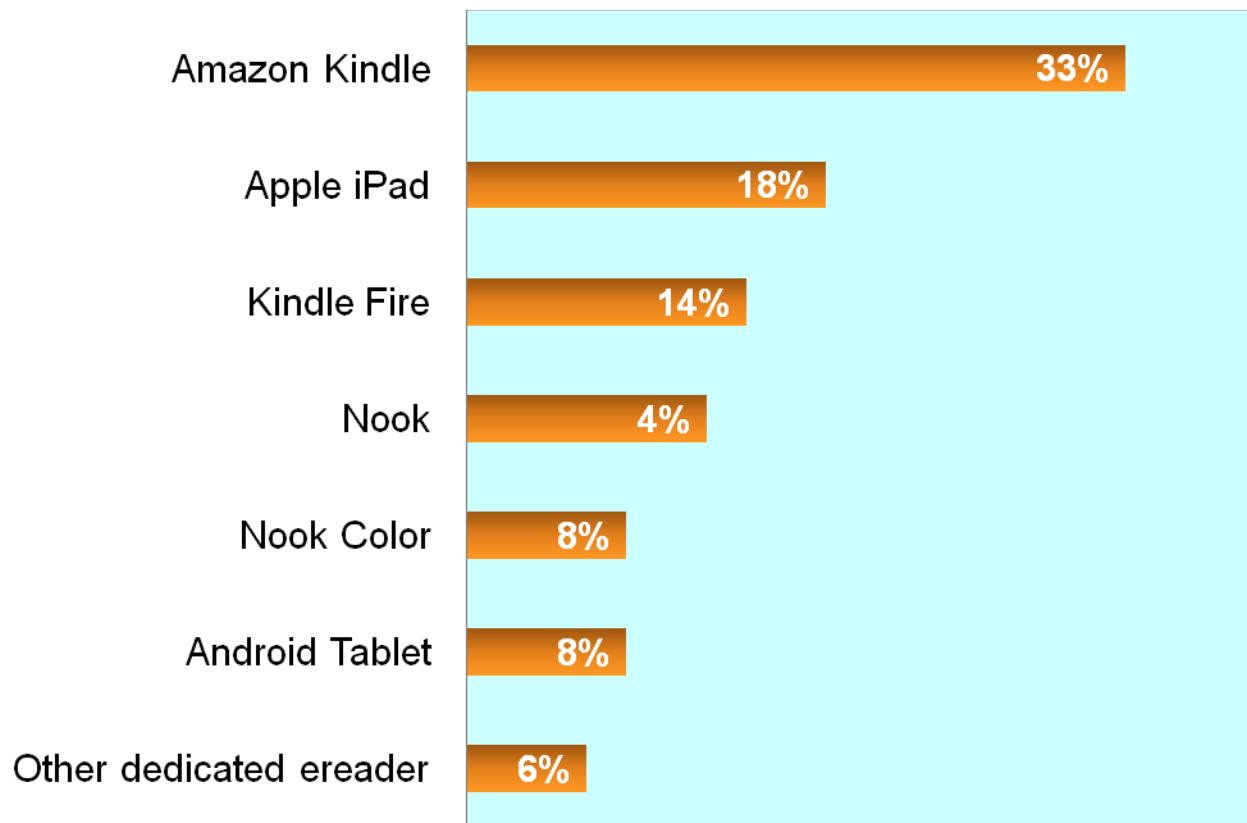
Base = ebook readers whose library offers ebooks.  
Source = Patron Profiles 2012

# Ebook Patrons Read & Want More

	All patrons	Ebook patrons
# books read per year	22	26

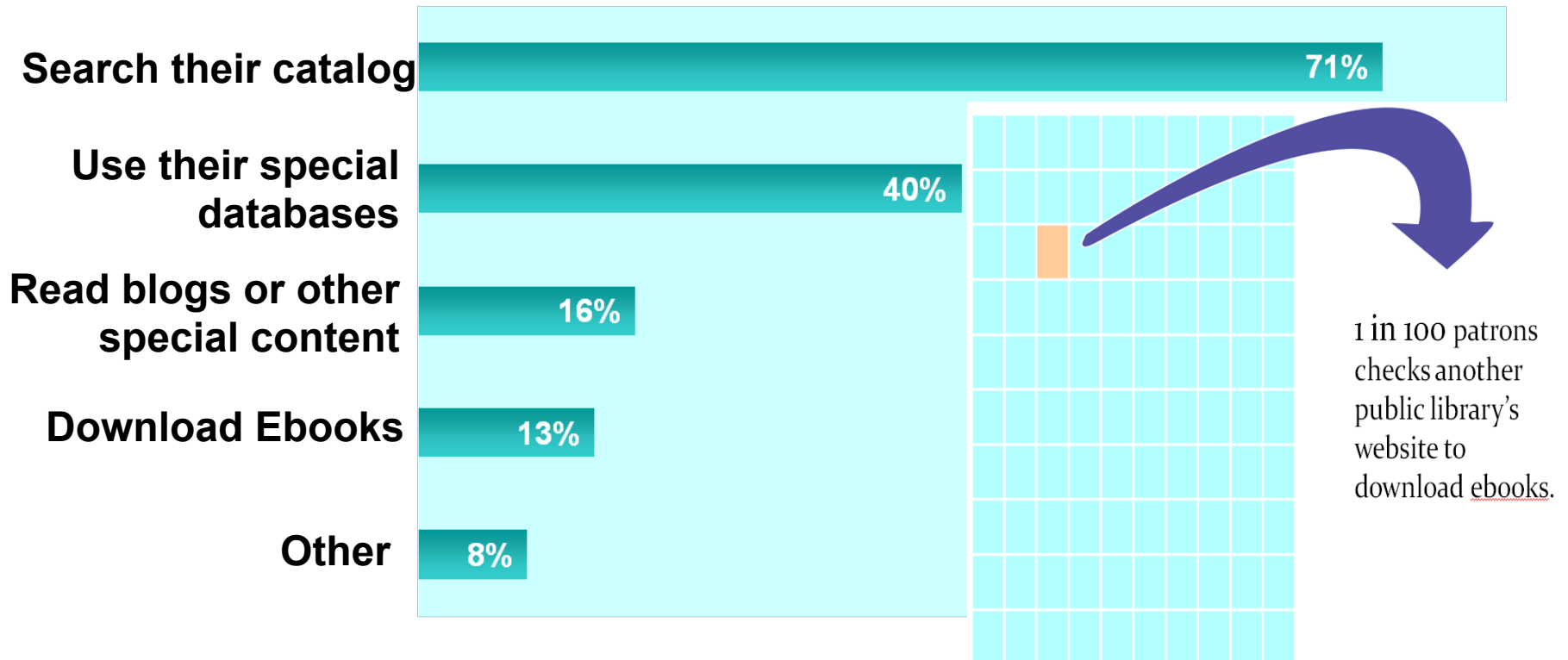
	All patrons	Ebook patrons
% want more ebooks available at public library	32%	85%

# Devices Used to Read Ebooks



# What Patrons Do on Other Public Library's Website

**10%** visit another public library's website.



# Takeaways

- Library channel has money to spend
- Libraries = Ubiquitous delivery system
- Discovery zone for readers
- Proven marketing engine
- Now is the time to engage/experiment with libraries



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**For more info visit:**

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