

# Author Engagement with Readers

## Readers' primary source of information about books (by percentage)

	2013	2015
Facebook	18	32
Retail sites	17	12
Other	15	14
Goodreads	14	12
Review Sites	11	7
Author websites	10	7
Reader blogs	6	4
Author newsletters	5	9
Twitter	4	2



## Readers' primary source of information about favorite author (by percentage)

	2013	2015
Author websites	63	53
Facebook	62	69
Author newsletters	36	45
Goodreads	28	29
Reader blogs	20	18
Twitter	18	13
Retail sites	18	16
Other	9	7



## Percentage of readers who subscribe to newsletter of favorite author

2013	2015
84	88

## Percentage of readers who subscribe to the blog of favorite author

2013	2015
56	50

## Percentage of readers who follow favorite author on:

	2013	2015
Facebook	87	88
Twitter	39	38
Pinterest	16	20



# Factors Impacting Readers' Decision to Buy



**If endorsements (cover blurb) from a well-known author impacts a readers' decision to buy an unknown author's book (by percentage)**

	2013	2015
No	59	61
Yes	41	39

**Impact of reviews on readers' decision to buy a book (by percentage)**

	2013	2015
Somewhat	53	52
Not very much	22	25
Very much	18	14
Not at all	7	8

**Reviews that are most important to readers' decision to purchase a book (by percentage)**

	2013	2015
Reader reviews posted to		
retail sites	50	56
Goodreads reviews	16	16
Blog reviews	13	10
Other	11	11
Publication reviews (i.e.,		
RT book reviews,		
Publishers Weekly,		
Kirkus, etc.	10	7

**Publications that have recently influenced readers' decision to buy a book or try a new author (by percentage)**

	2013	2015
Not applicable	76	83
RT book reviews	12	8
Other	7	5
New York Times book		
review	5	3
Publishers Weekly	3	2
Booklist	3	3
Kirkus	1	1

**The importance of star ratings on retail sites in readers' decision to buy books (by percentage)**

	2013	2015
Somewhat important	43	39
Not that important	38	43
Not at all important	11	11
Very important	8	7

## Factors Impacting Readers' Decision to Buy (cont. from previous page)

**The likelihood that a reader will buy a second book from an author if they enjoyed the author's first free book (by percentage)**

	2013	2015
Extremely likely	85	85
Somewhat likely	14	13
Somewhat unlikely	1	1
I have never bought a second book (only read free Books)	1	1

**Are readers more likely to buy books from authors they may not know if they are New York Times (NYT) or USA Today bestsellers (by percentage)?**

	2013	2015
No	72	74
Yes	28	26



**How often readers peruse the NYT or USA bestseller lists looking for new authors (by percentage)**

	2013	2015
<i>NYT</i>		
Never	60	66
Rarely	29	26
Monthly	7	5
Weekly	3	2
<i>USA</i>		
Never	68	73
Rarely	25	22
Monthly	4	3
Weekly	2	1



**What aspects of a book keep readers coming back for more (by percentage)**

	2013	2015
All of the above (below)	75	78
Characters	11	8
Storytelling	8	7
Writing	4	4
Other	2	2
Setting	.1	.2

# Book Pricing



## Price sensitivity of readers (by percentage)

	2013	2015
If I want the book, I don't care what the price is	52	51
Other (open ended)	31	25
I will not pay more than \$4.99 for an ebook	22	23
I am willing to pay more for an ebook published by a major publisher than for an ebook that is self-published	8	6
I will not pay more than \$2.99 for an ebook	7	10
I do not pay for ebooks. I wait until they are available for free and download them then	4	4
I will not pay more than \$.99 for an ebook	2	3

## Average price readers expect to pay for a digital full-length novel (by percentage)

	2013	2015
\$4.99	26	27
\$5.99	19	16
\$3.99	14	20
\$7.99	13	9
Other	11	9
\$6.99	10	7
\$2.99	6	11



## The most readers will pay for a digital novella (by percentage)

	2013	2015
\$.99	35	37
\$1.99	33	32
\$2.99	21	20
Other	12	11