

Freckle survey

‘Where did you get your book’

April 2022

Tim Coates

‘Where did you get your book?’

With thanks to John Chrastka
THE EVERYLIBRARY INSTITUTE

‘Where did you get your book?’

4 consumer surveys of the US

April 2019

April 2021

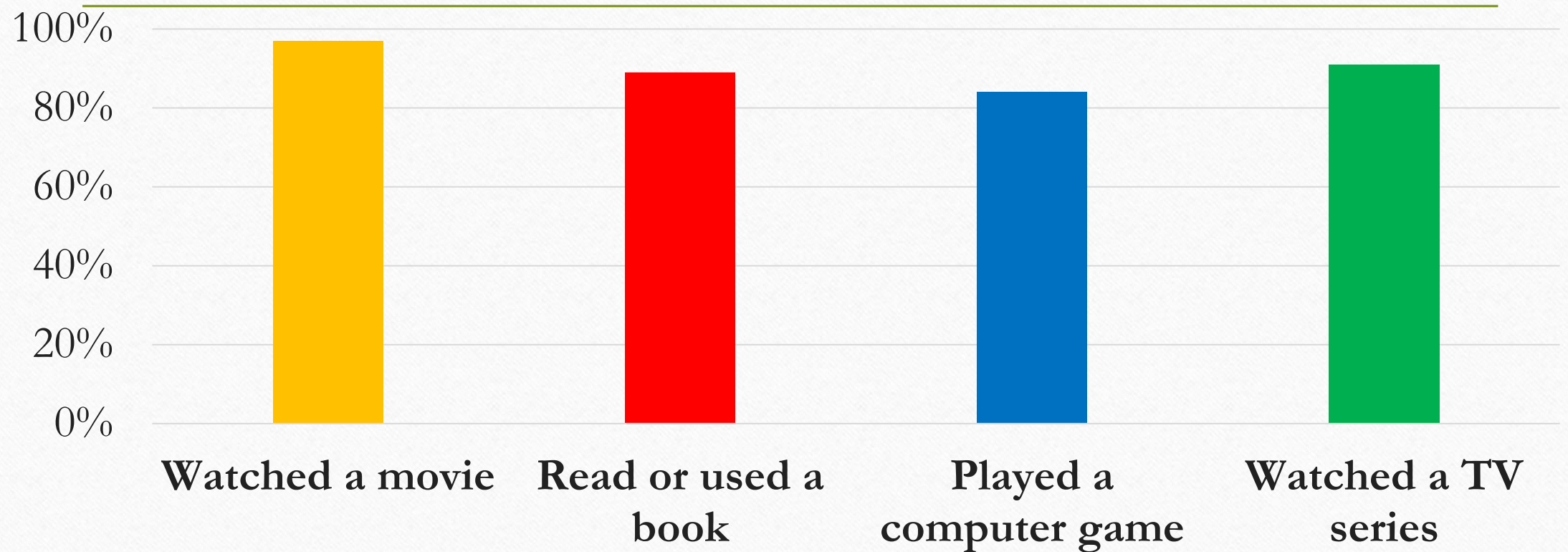
October 2021

April 2022

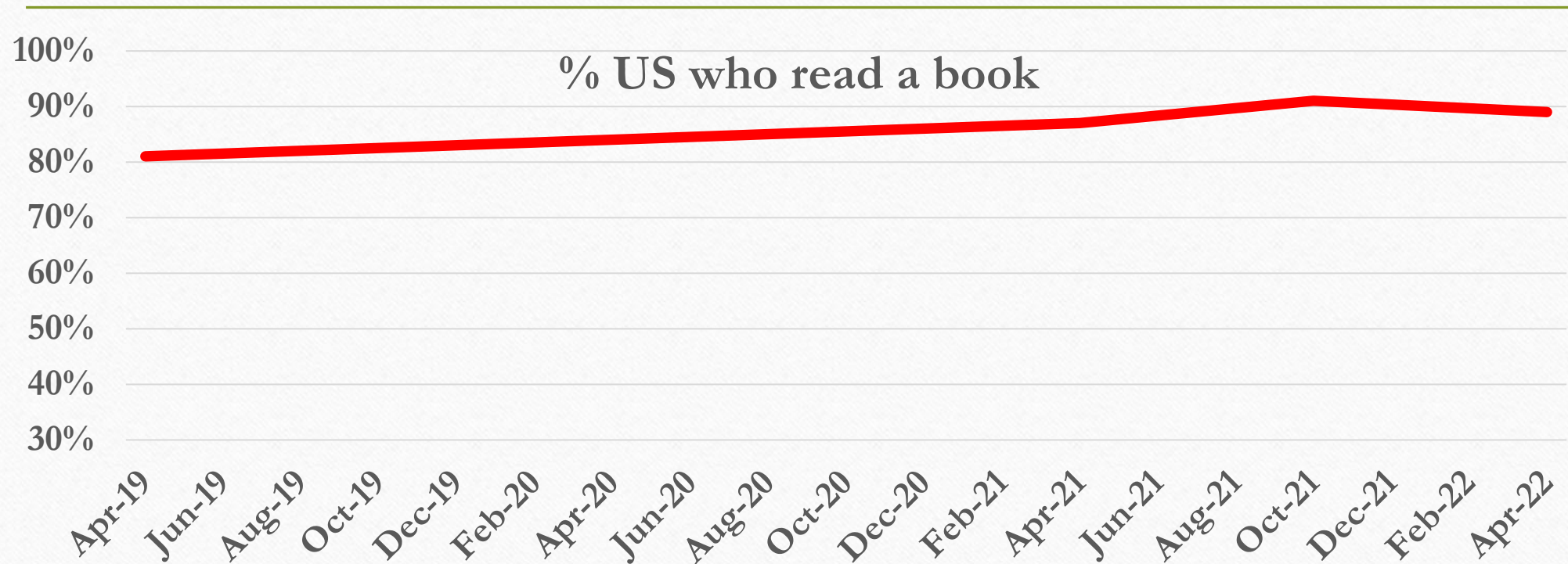
4,007 respondents: the survey excludes results from library and publishing staff

Books have not lost their appeal

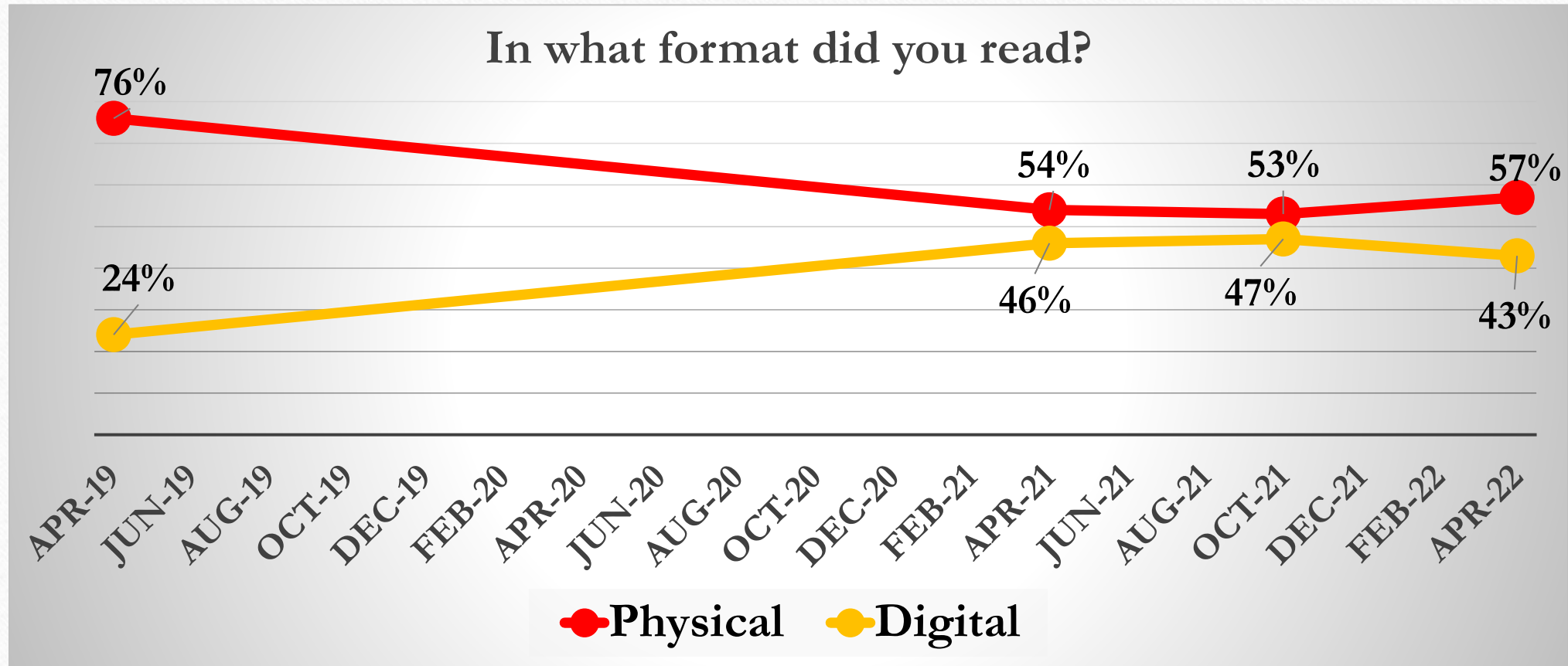
In the last year have you



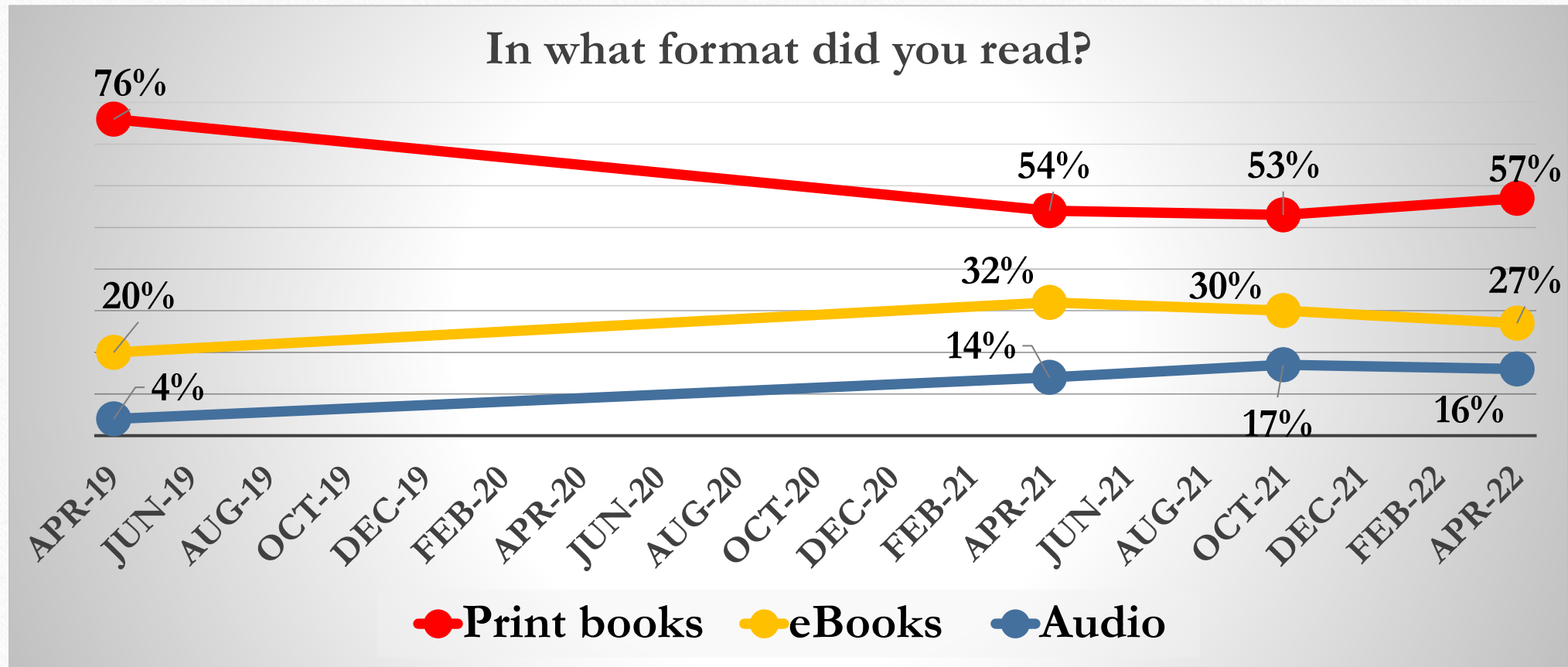
During the pandemic reading increased



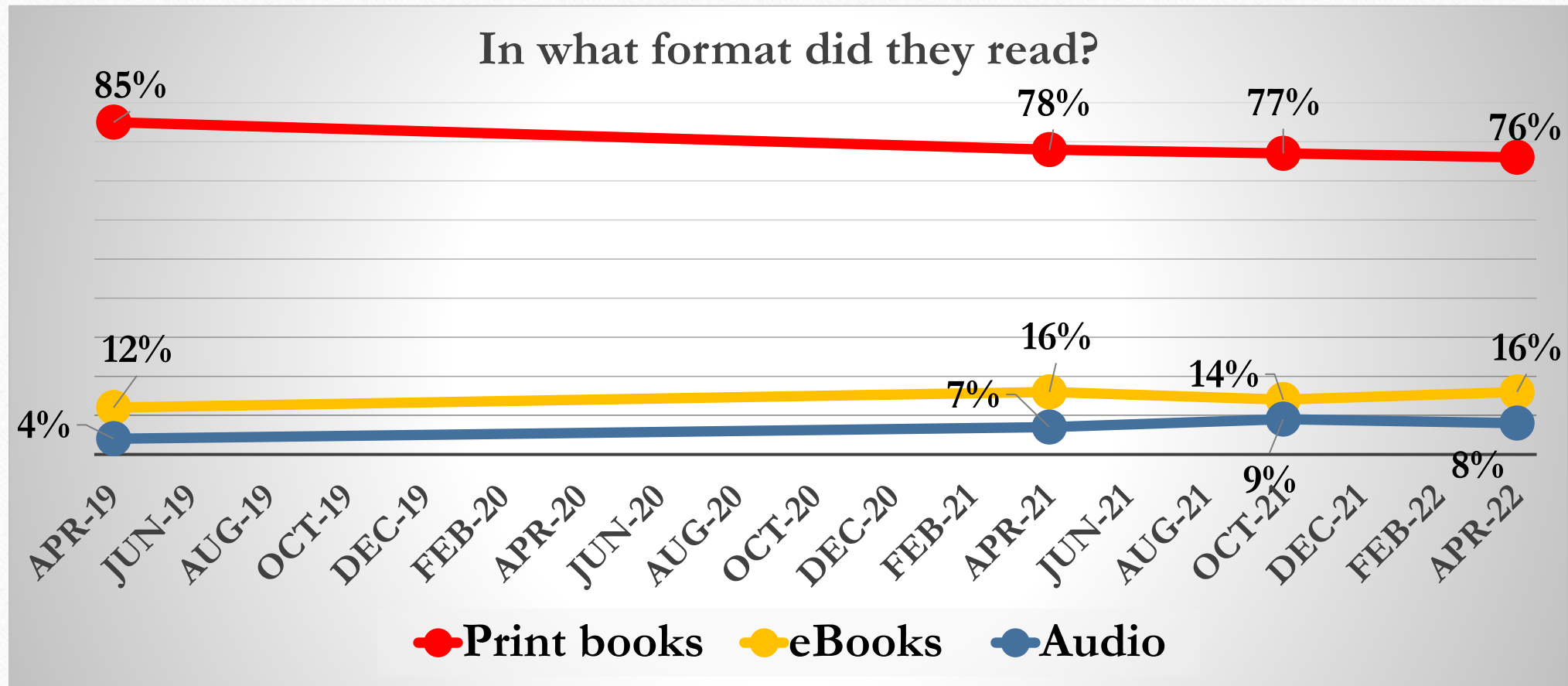
Increased use of digital reading during the pandemic



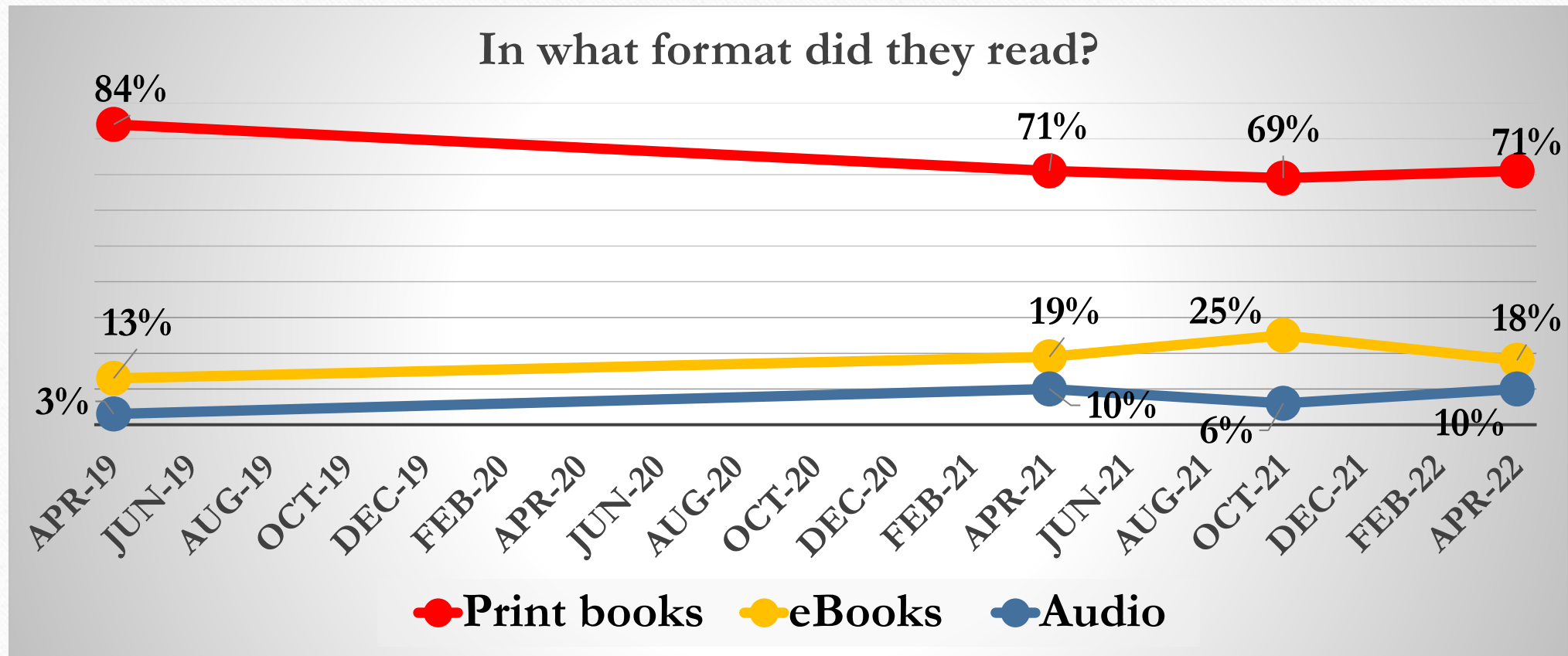
Increased use of eBooks and particularly Audio



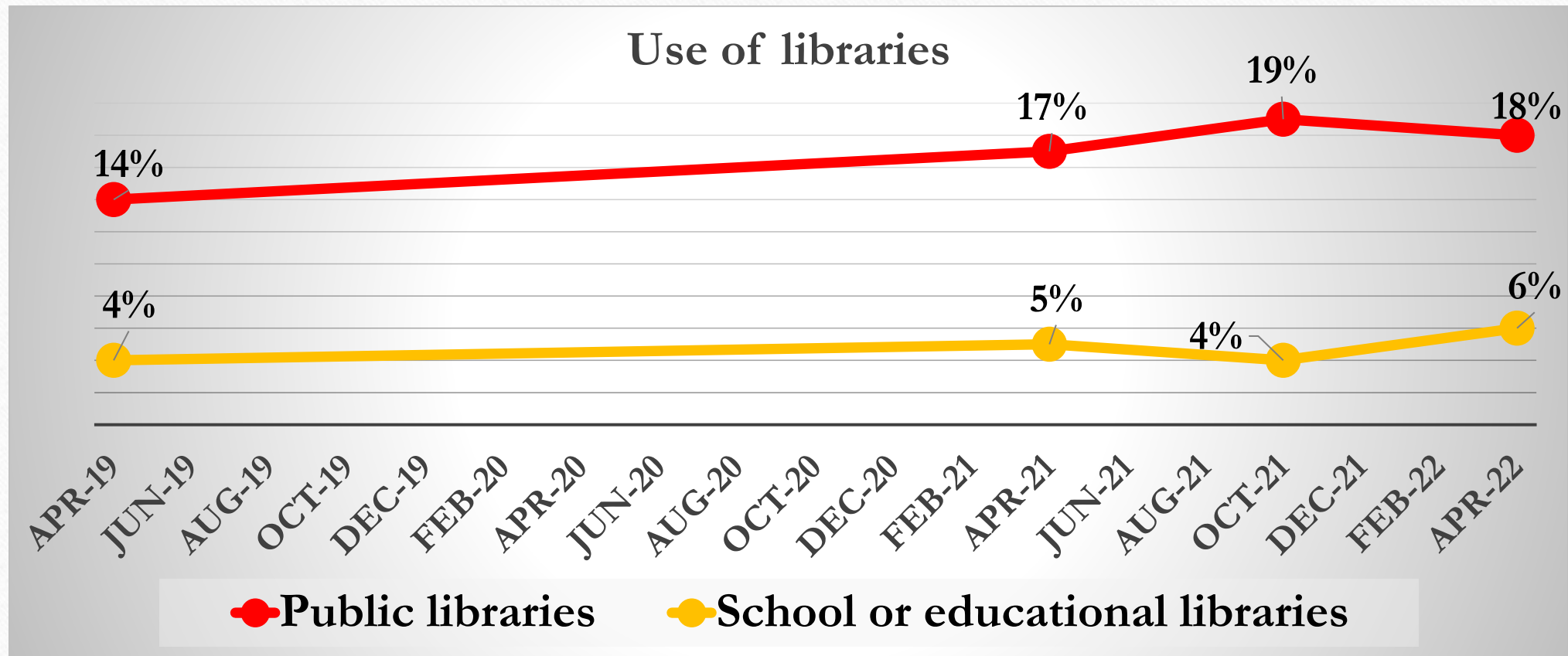
Children aged under 9 still mostly read in print



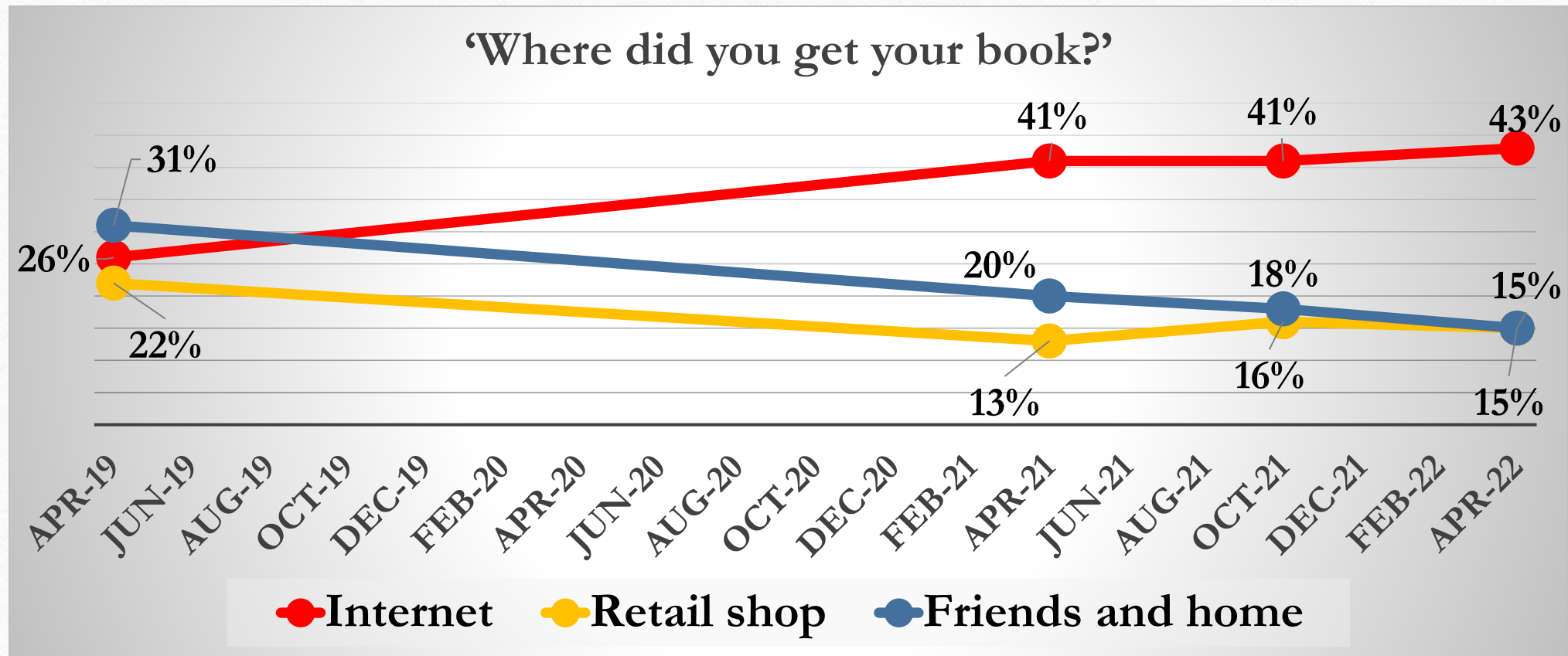
So do young people aged 10-17



Americans get about 18% of their books from public libraries

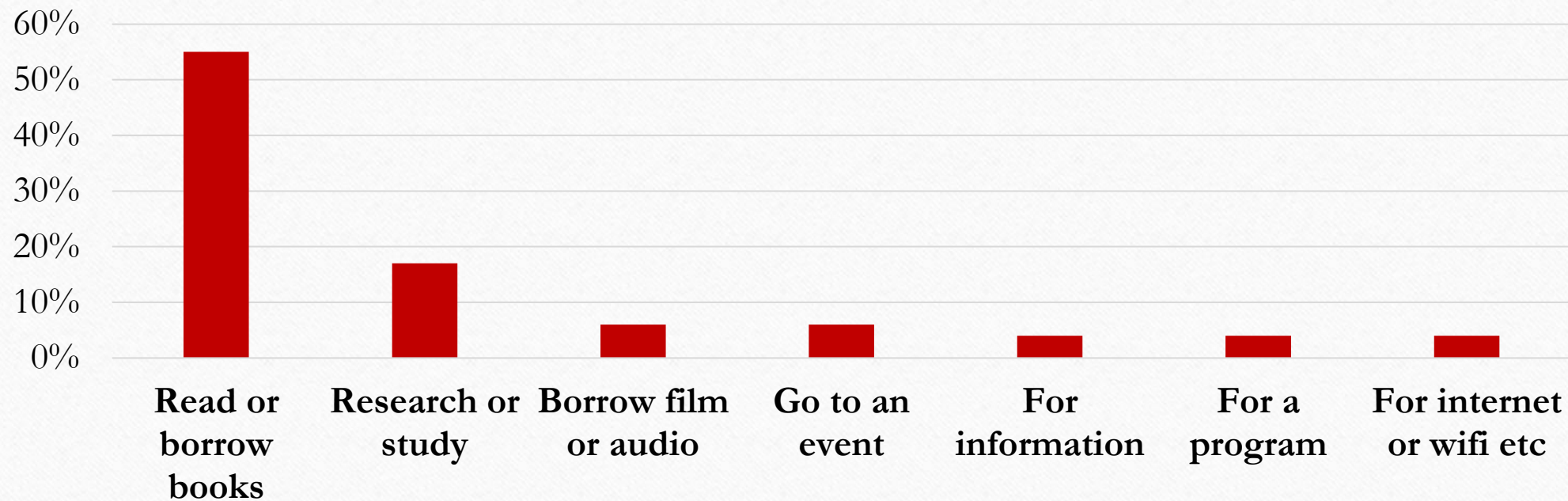


Americans, increasingly, find both physical and digital books via the internet



Americans, overwhelmingly, use libraries for books, reading and study

What was the reason for visiting the library?



American who use public libraries

- Did you ask for help or information? Yes= 56%
- Did you get the help you wanted Yes = 88%
- If you were looking for an item to read, could you find it? Yes =88%
- Would you recommend the website or App? Yes = 81%