

**2009 Reader Survey
Results**

June 2009

Methodology and Overview

The ReadingGroupGuides.com 2009 Reader Survey was conducted from March 9 - April 30, 2009 using Survey Monkey for data collection and analysis.

During that period, 10,157 readers began the 62-question survey; 7,783 completed it. The first question was a control question: "Are you in a formal book club where you meet in person or online for a book discussion?," which was designed to eliminate those who were not book club members from participating. 14.9% or 1,511 thus immediately were disqualified.

Respondents were offered the following incentives for completing the survey and submitting their contact information; 7,553 of the survey respondents took advantage of this.

- The first 2,500 respondents were awarded one of 28 books, which were provided by publishers.
- An additional 200 were entered into a drawing to win a second round of these same titles. 7,553 readers indicated they were interested in this incentive.

Information about the survey was sent to ReadingGroupGuides.com newsletter subscribers on March 10 and April 8 and ReadingGroupGuides.com's Registered Book Club members on March 24 and April 23. It was promoted in the Bookreporter.com newsletter every Friday from March 13-April 24. The survey also was publicized on ReadingGroupGuides.com and Bookreporter.com with a promotion button, and it was featured on the ReadingGroupGuides.com blog and Facebook page.

To ensure that the survey was not just answered by ReadingGroupGuides.com readers, AuthorsOnTheWeb.com --- The Book Report Network's marketing and publicity division --- publicized it to other websites that attract book groups and readers. More than 180 websites were contacted. Also, information about the survey appeared in the Shelf-Awareness.com newsletter and on EarlyWord.com.

81.8% of the survey respondents had visited ReadingGroupGuides.com prior to the survey while 18.2% had not.

Survey Highlights

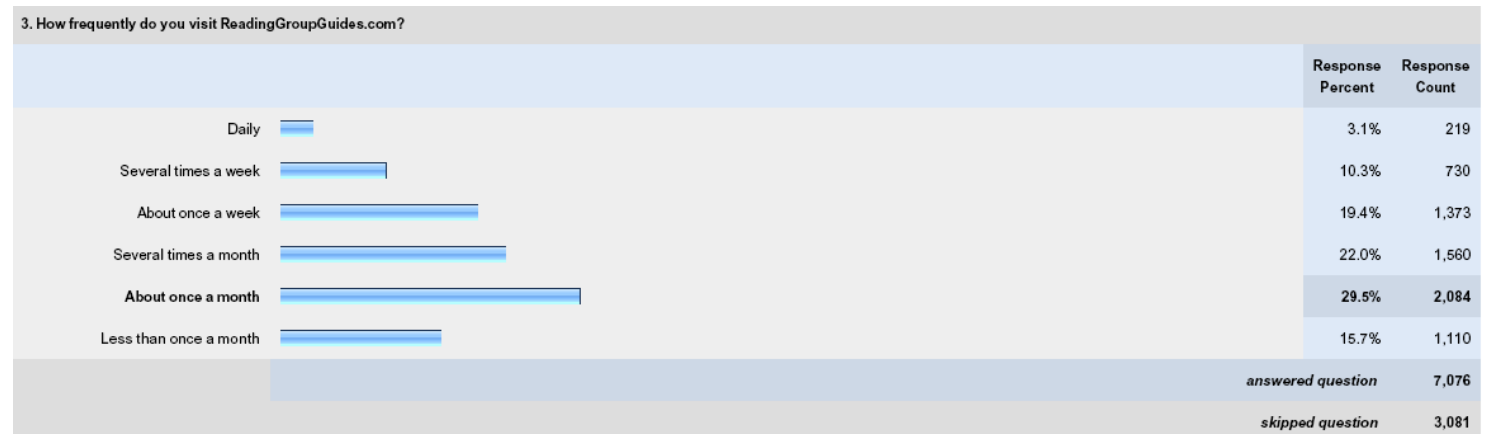
- 22% belong to more than one reading group while another 15% would like to join a second group. 23% belong to a group that meets online.
- 83% of groups read both hardcovers and paperbacks, while 15% read only paperbacks.
- Leading sources for media information about books are local newspapers, followed by *The New York Times*; the Oprah Winfrey Show ranked third, followed by morning talk shows and NPR.
- The top book selection categories are bestsellers, general fiction, award winners, classics, historical fiction, mystery & thriller, biography, memoir, books into movies and Oprah selections.
- 71% rely on recommendations from friends as their primary source of information for selecting books.
- 66% are interested in having authors join their book club discussions.
- 37% of the respondents said that their biggest complaint about their book group is that discussions do not stay on track.
- 44% of book clubs make reading selections annually, quarterly or every six months; of those groups most do their planning in January (31%), followed by June (24%) and September (23%).
- 24% interface with other book groups, but 46% more would like to do this.
- 72% would like a place online where they can find out what other groups are reading.
- 54% are on Goodreads and 53% are on Facebook.

Survey Results

In this control question to determine if they were in a formal book club, we found that 8,646 respondents (85.1%) were eligible to continue with the survey.



Of those who had previously visited ReadingGroupGuides.com, 29.5% visit the site about once a month. 22% visit several times a month, 32.8% visit more frequently, and 3% visit daily. 88.3% strongly agree or mostly agree that ReadingGroupGuides.com is a useful resource.



Regarding the ReadingGroupGuides.com newsletter, 59.7% read it every month. 26.3% read the newsletter as soon as it is delivered while an additional 30% read it when they can get to it. 22.8% read it online. This indicates that we should allow ample time for readers to respond to contests though we can get a quick reply for an urgent contest, if needed.

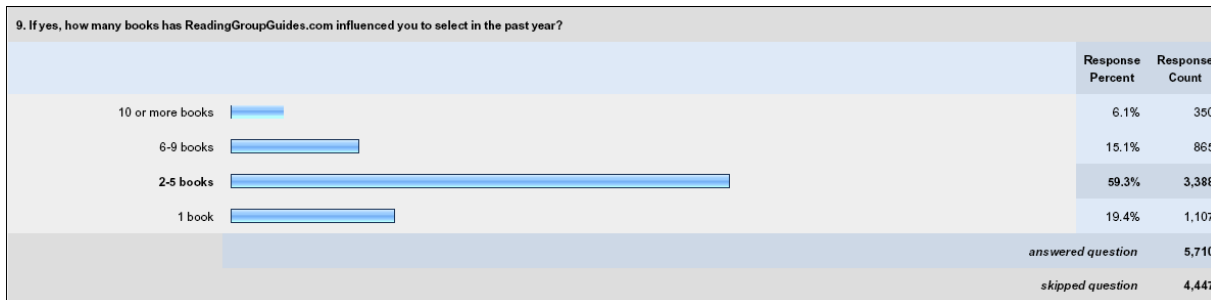
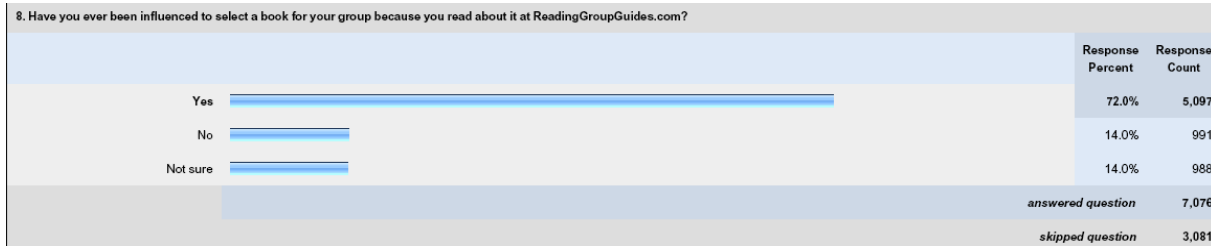
5. How often do you read the ReadingGroupGuides.com monthly newsletter?			Response Percent	Response Count
Every month		59.7%	4,223	
Less often		17.7%	1,249	
I never knew the website had a newsletter.		22.7%	1,604	
			<i>answered question</i>	7,076
			<i>skipped question</i>	3,081

6. Where do you read the ReadingGroupGuides.com monthly newsletter? (Please check as many as apply.)			Response Percent	Response Count
In my e-mail as soon as it is delivered.		26.3%	1,858	
In my e-mail when I can get to it.		30.0%	2,124	
A friend forwards it to me.		11.5%	816	
I read it online.		22.8%	1,611	
I am not sure what I do.		17.7%	1,253	
			<i>answered question</i>	7,076
			<i>skipped question</i>	3,081

Best of Lists (69.8%) ranked highest of the features most frequently accessed on the site, followed by discussion guides (65.8%), New in Paperback (55.4%), Contests (44.2%), Tips for Groups (42.2%) and Interviews with Book Clubs (28.1%).

7. Which features do you read at ReadingGroupGuides.com? Please select ALL answers that apply.			Response Percent	Response Count
Discussion guides		65.8%	4,658	
Blog		20.3%	1,436	
Best Of Lists		69.8%	4,936	
New in Paperback		55.4%	3,920	
Poll		22.8%	1,610	
Tips for Groups		42.2%	2,984	
Interviews with Book Clubs		28.1%	1,991	
Interviews with Librarians		13.4%	949	
Interviews with Booksellers		15.6%	1,102	
Contests		44.2%	3,126	
Message Board		14.9%	1,052	
No opinion; I haven't had enough time to browse yet		8.4%	597	
			<i>answered question</i>	7,076
			<i>skipped question</i>	3,081

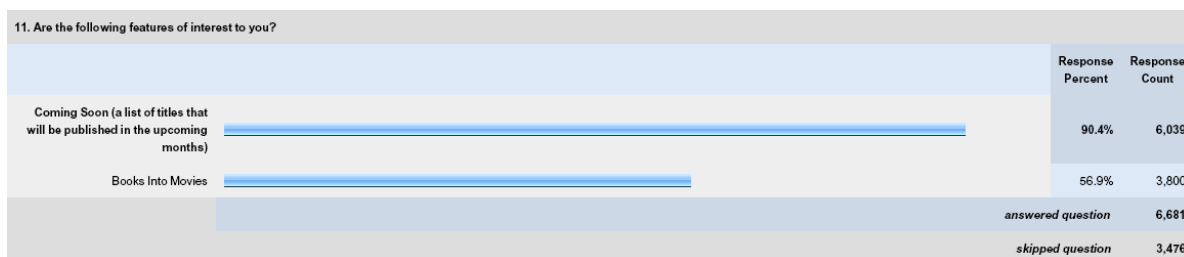
72% have selected a book for their group based on reading about it on ReadingGroupGuides.com while 14% are not sure about this. 59.3% have made 2-5 book selections based on what they read on ReadingGroupGuides.com while 6.1% have selected 10 or more books based on the selections they viewed.



Only 32.1% of the groups surveyed are registered with ReadingGroupGuides.com showing there is a huge opportunity there for additional registrations.



There is significant interest in Coming Soon (90.4%) and Books Into Movies (56.9%) features.

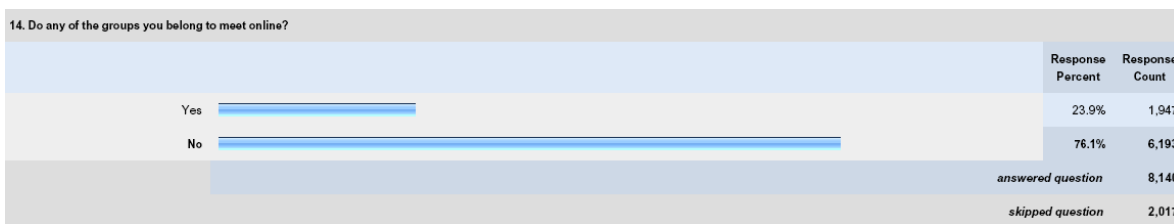
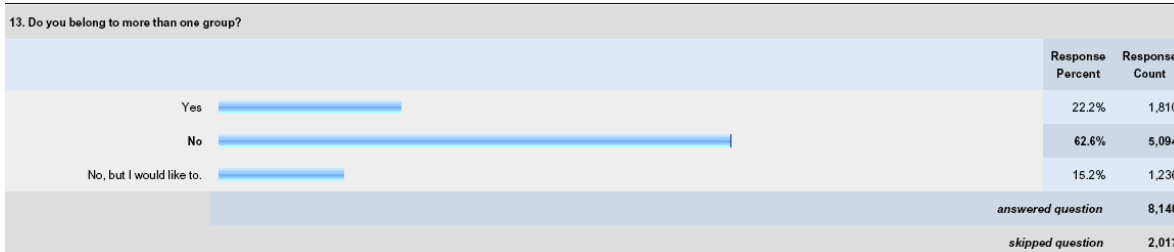


When asked if there was anything on ReadingGroupGuides.com that they would like to see that is not there now, there were more than 2,025 replies. The most popular suggestions were:

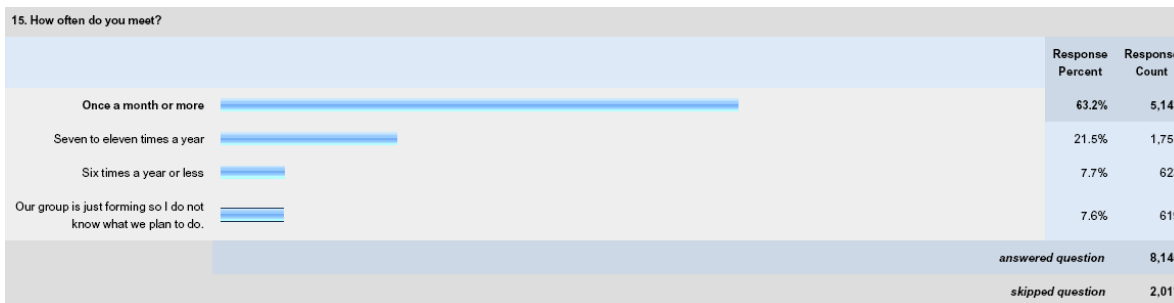
Note: I took out "Travel log style books" since we included travel with bullet #4 (although it should be travel narratives or travelogues and not just travel)

- Information on how to retain members
- More authors willing to discuss their books
- Celebrity authors' favorite book lists
- More books in the following areas: travel narratives, poetry, nonfiction, African American, Jewish, gay and lesbian and lesser-known award winners
- More discussion guides
- A list of similar books you would like if you enjoyed a specific book
- More classics and classic reviews
- More information of other clubs' feedback of books
- Links to articles giving interviews with authors
- More background information on authors
- Links to other websites that may be of interest
- Recommended books in large print
- Entertaining suggestions and recipes to go with specific books
- Books to movies
- Message board or forum to discuss best book club practices
- More contests
- Information regarding when books will be available in paperback
- New story each month about a different book club and how they got started
- 5-10 page excerpts for each book
- Updates whenever a book is added to the website
- Author interviews with questions posed by book clubs
- Book signing event calendars
- Section devoted to the best in translated books
- ReadingGroupGuides.com Editor's Choice recommendations
- A list of books that have made for good discussions with book groups
- Authors by region
- Paperback section
- More fiction by first time authors
- More books featured for younger book clubs
- More obscure books, not necessarily bestsellers
- Rate books based on content, sexuality, language
- Discussion questions are at times too academic-sounding
- More videos rather than just text
- A way for clubs to trade books they are reading
- More reading recommendations for men
- Create a section where each book club can set up a profile

22.2% belong to more than one group, while 15.2% would like to do this; 23.9% meet online. This means we can explore more opportunities with online book clubs.



63.2% meet once a month or more. The most popular months for groups to skip are December (51.6%), July (47.2%) and August (40.9%).

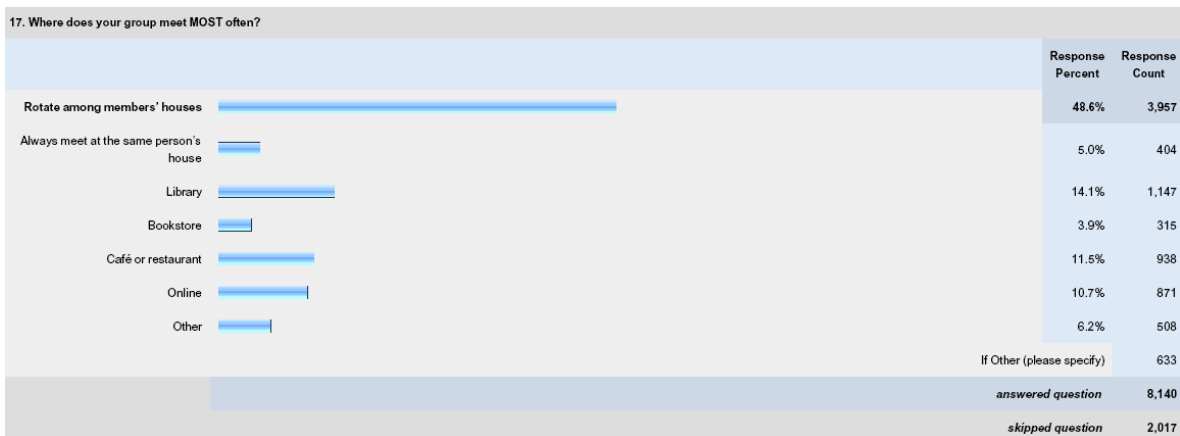


16. Does your group take a break in any of these months? (Please check all that apply.)

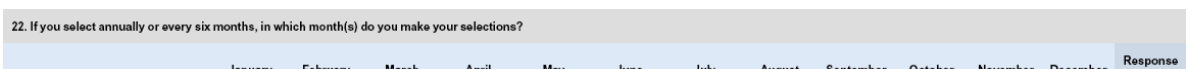
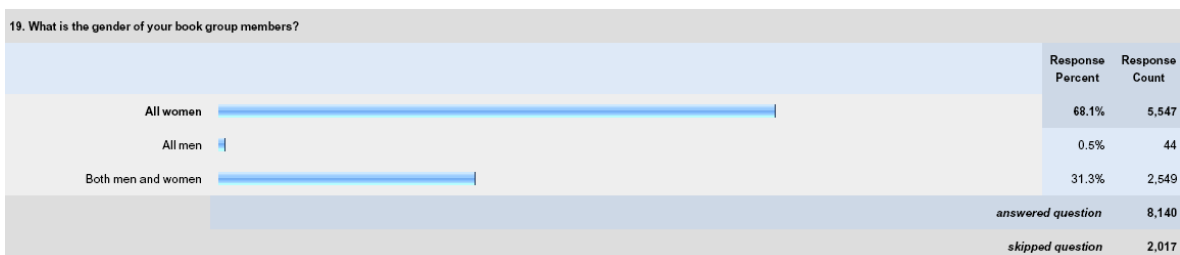
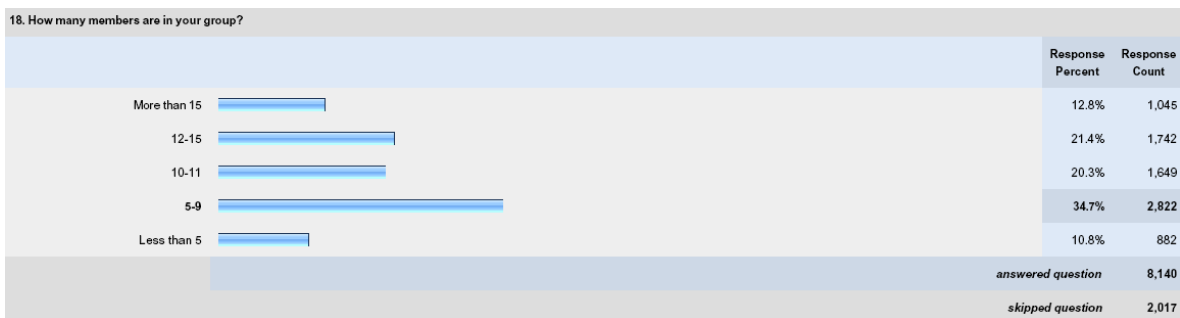
	January	February	March	April	May	June	July	August	September	October	November	December	Response Count
We do not meet in:	11.7% (550)	6.8% (318)	5.7% (268)	6.3% (293)	6.6% (308)	22.9% (1,073)	47.2% (2,211)	40.9% (1,914)	7.1% (333)	4.9% (230)	10.1% (472)	51.6% (2,417)	4,682
answered question													4,682
skipped question													5,475

While 48.6% of the respondents rotate meetings among members' homes and 5% always meet in the same member's home, 14.1% meet in libraries and 11.5% in cafés or restaurants. 6.2% selected "Other" places to meet; the most popular replies were:

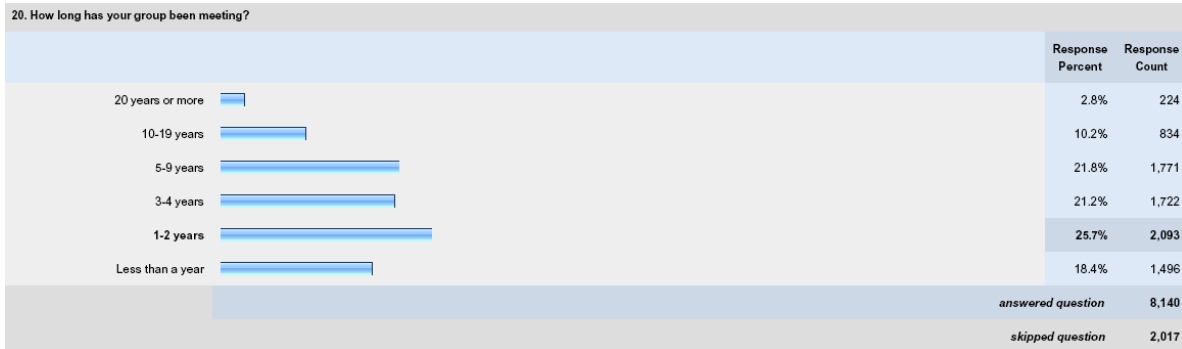
- Church or Synagogue
- Workplace
- School
- Clubhouse/ or Country Club
- Retirement Center
- YMCA or Health Club
- Outdoors
- Phone



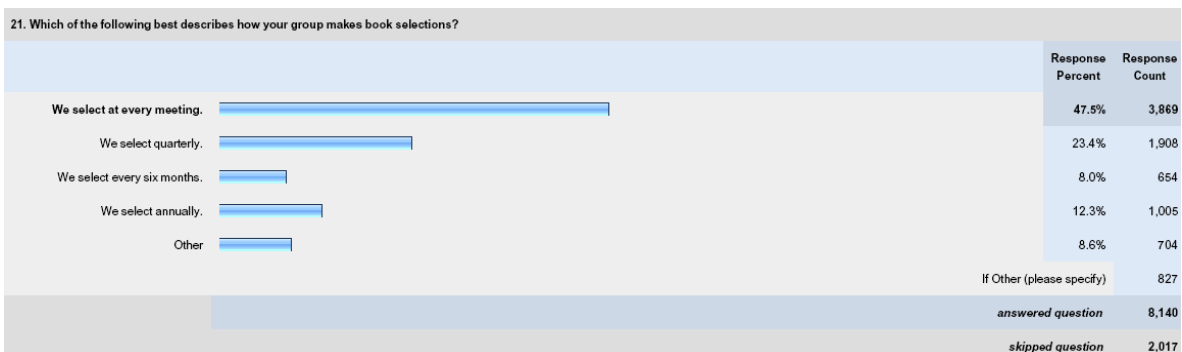
There are 5-9 members in 34.7% of the groups responding; 21.4% have 12-15 members and 20.3% have 10-11. Interestingly, 68.1% of the groups are all women while 31.3% are both men and women, clearly showing there may be an interest in books that appeal to both sexes.



25.7% of the clubs have been meeting for 1-2 years and 18.4% for less than a year, showing that information on group dynamics could be important on the ReadingGroupGuides.com. 2.8% have been meeting for 20 years or more and 10.2% have been meeting for 10-19 years; An interview feature is planned with successful groups to see how and why they have stayed together.



43.7% of book clubs make reading selections annually, quarterly or every six months; of those groups most do their planning in January (30.8%), followed by June (24.3%) and September (23.3%).

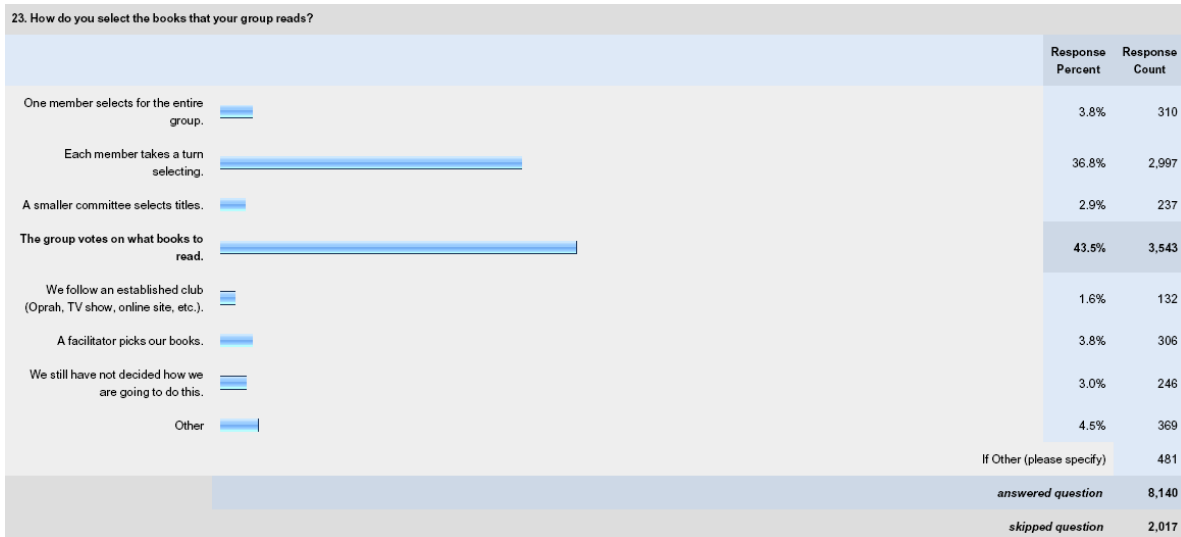


22. If you select annually or every six months, in which month(s) do you make your selections?

	January	February	March	April	May	June	July	August	September	October	November	December	Response Count
We choose books in:	30.8% (707)	15.9% (365)	16.1% (369)	20.4% (468)	20.4% (468)	24.3% (558)	16.3% (375)	16.7% (382)	23.3% (534)	18.0% (414)	16.8% (385)	16.7% (383)	2,294
answered question													2,294
skipped question													7,863

43.5% select the books that they read based on a group vote, while 36.8% have each member take a turn selecting. Of the 4.5% who replied "Other" to this question responses included:

- Bring books we have read and swap books
- We pick a monthly theme rather than a specific book
- Everyone suggests a title and we draw out of a hat



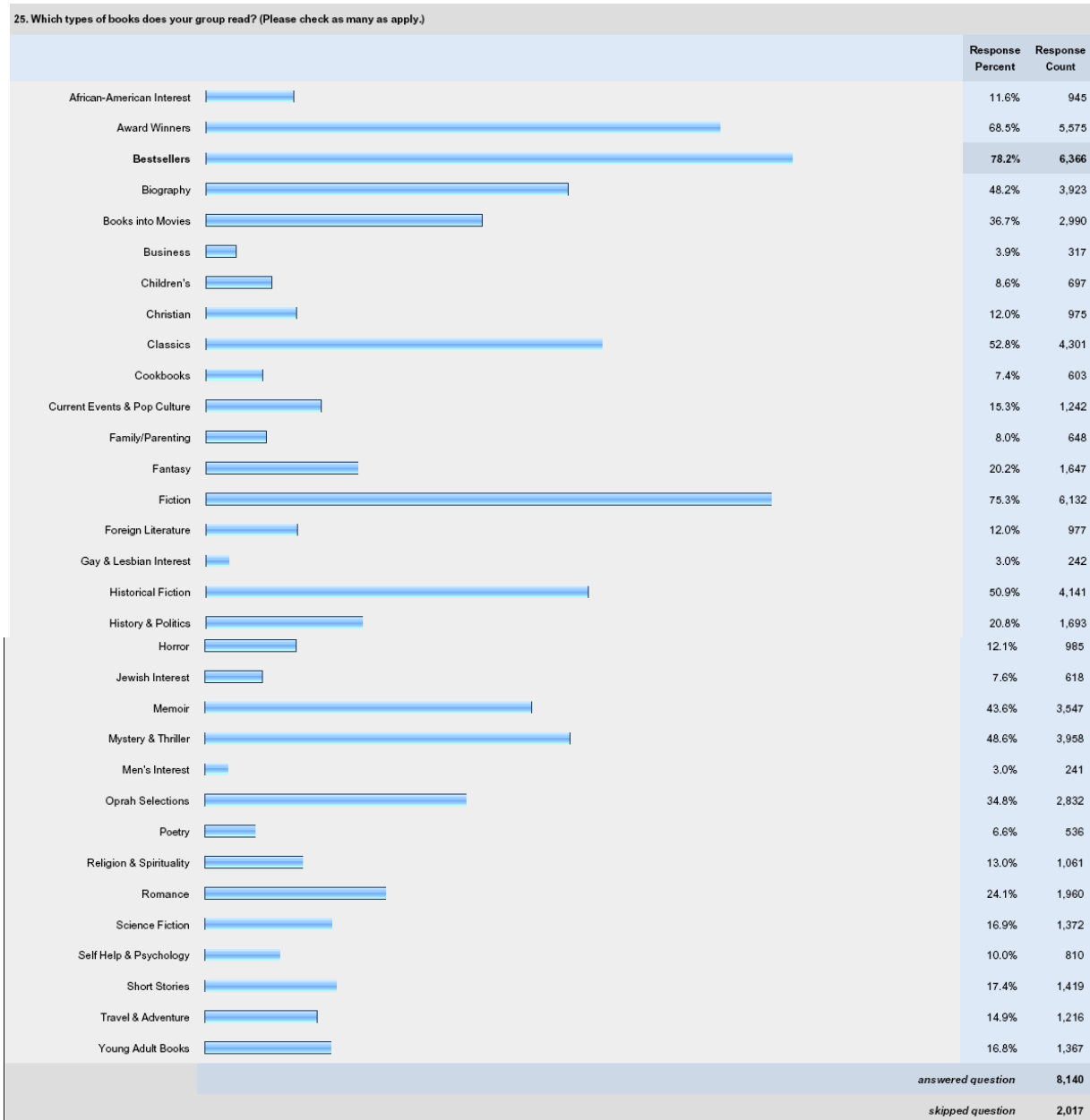
70.9% use recommendations from friends as their top resource for selecting books, followed by Amazon.com (56.1%), ReadingGroupGuides.com (50.2%), BarnesandNoble.com (39.4%) and newspapers (34.7%). For the 11.4% who cited "Other" as a reply for this question these were the most popular replies:

- Oprah
- Library Journals
- NY Times
- See what other groups are reading
- Librarians
- Our favorite authors
- Member recommended books
- List of award winners, past and present
- Personal interest
- Bookbrowse.com
- Goodreads.com
- Christianbook.com
- Radio
- Chapters.com

24. Which of the following resources does your book group use to select books? (Please check as many as apply.)

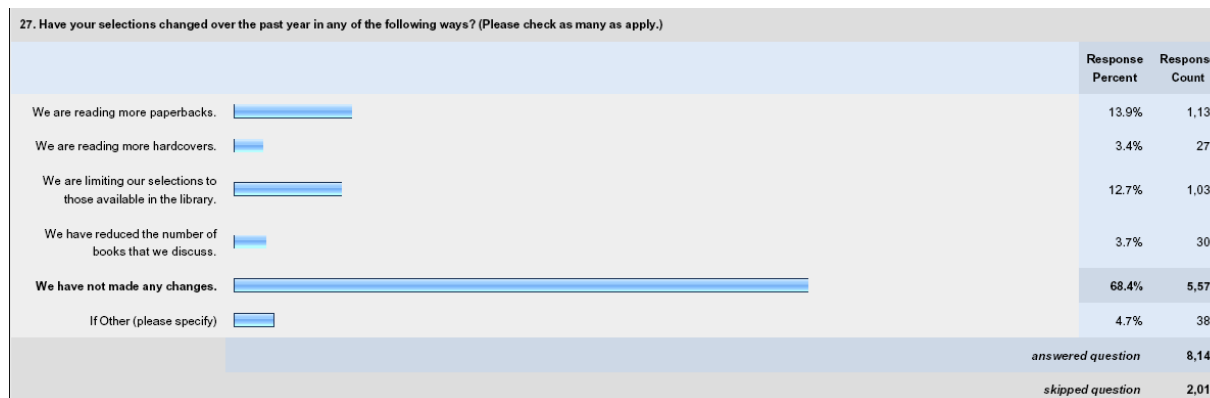
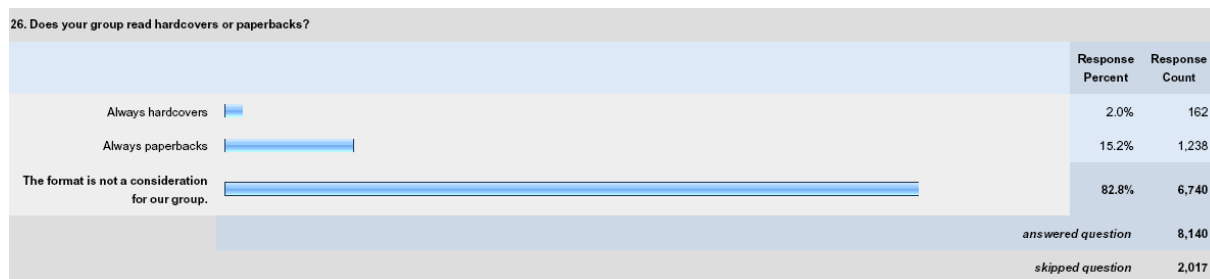
	Response Percent	Response Count
Amazon.com	56.1%	4,563
BarnesandNoble.com	39.4%	3,211
Bookreporter.com	22.3%	1,815
Borders.com	22.7%	1,848
Newspaper	34.7%	2,828
Book blogs	24.1%	1,961
Reader blogs	18.3%	1,490
Publisher websites	18.1%	1,477
ReadingGroupGuides.com	50.2%	4,087
FaithfulReader.com	3.4%	273
Recommendations from friends	70.9%	5,775
None of the above	3.7%	298
Other	11.4%	931
If Other (please specify below)		1,247
answered question		8,140
skipped question		2,017

The top book selection categories are bestsellers (78.2%), general fiction (75.3%), award winners (68.5%), classics (52.8%) historical fiction (50.9%), mystery & thriller (48.6%), biography (48.2%), memoir (43.6%), books into movies (36.7%) and Oprah selections (34.8). Note that not that many mystery & thriller titles have discussion guides.



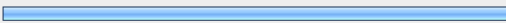
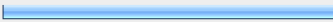

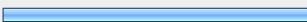

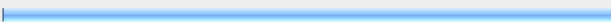
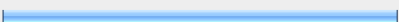


It is interesting to note that for 82.8% of the readers who were surveyed, it is not necessary for a book to be in paperback for it to be considered for discussion, while 15.2% always read paperbacks. When asked if their groups have made changes over the past year, 68.4% have not made any changes while 13.9% said they were reading more paperbacks and 12.7% noted they were limiting selections to those found in libraries. The 4.7% "Other" responses to this question included:

- More nonfiction
- Reading wider variety of books
- Share the book within the group
- Now only read books with high user star rating on Amazon.com and those with published discussion guides.
- Choose books farther in advance to facilitate availability
- Look for book bag selections from the library
- More fiction
- Reading more large print
- Selector of book must have read it before recommending it
- Books also available on audio
- We consider ease of availability.

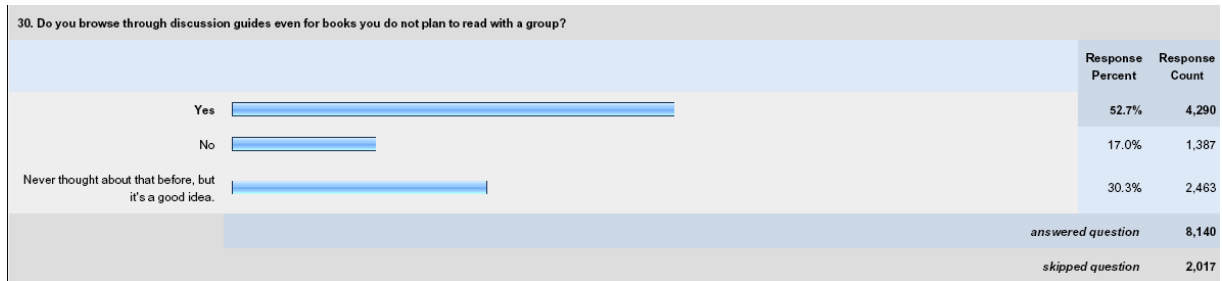
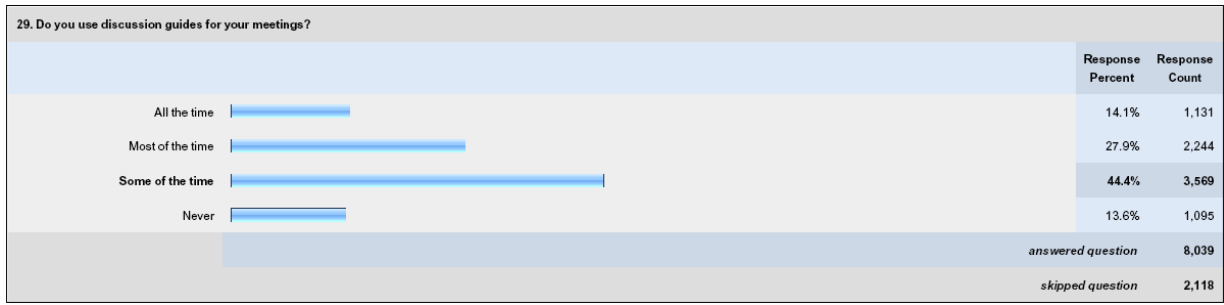


72.8% usually borrow books from libraries for their discussions while 60.1% buy at chain stores, 48.2% buy at online retailers, 39.5% shop at “big box” stores and 27.5% buy at independent bookstores. Of the 3.1% “Other” replies to this question responses included:

- Kindle
- Online book trading site
- Download online
- We share books
- Library provides the books (library sponsored group)
- Garage sales

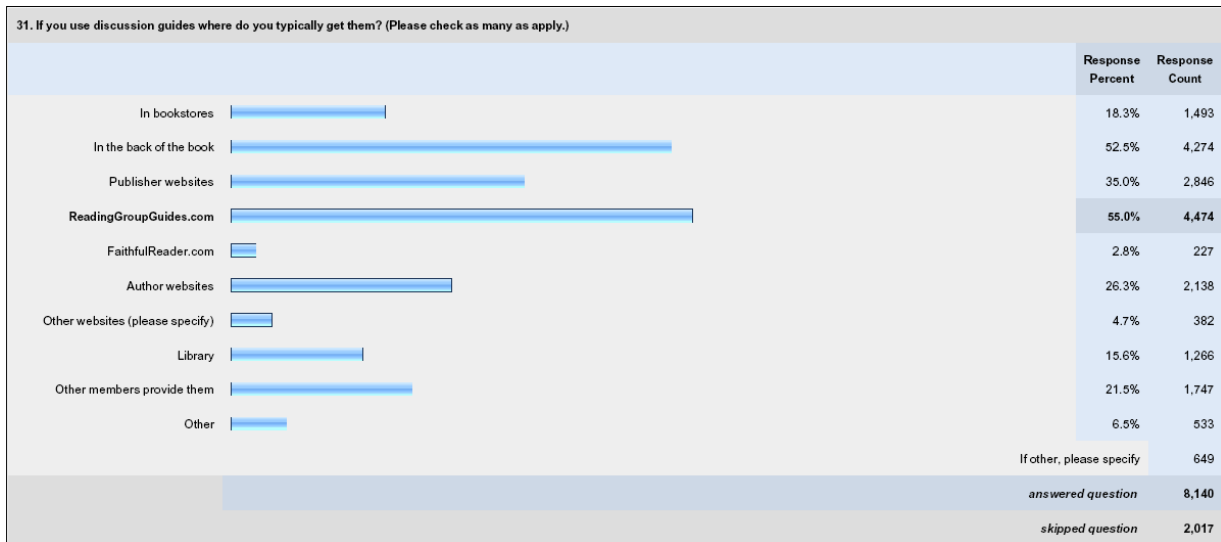
28. How do most readers in your group usually get the books you are reading? (Please check as many as apply.)			Response Percent	Response Count
Buy in a chain bookstore (examples: Barnes & Noble or Borders are examples of chain stores)		60.1%	4,895	
Buy at a "big box" store (examples: Costco, Wal Mart, BJ's Wholesale Club)		39.5%	3,215	
Buy at an independent bookstore		27.5%	2,242	
Buy at a used bookstore		36.6%	2,976	
Buy at an online retailer		48.2%	3,923	
Borrow from the library		72.8%	5,924	
Borrow from a friend		46.9%	3,821	
None of the above		0.9%	72	
Other		3.1%	250	
If Other (please specify)				336
			<i>answered question</i>	8,140
			<i>skipped question</i>	2,017

44.4% use discussion guides some of the time, 27.9% use them most of the time and 14.1% use them all the time. Since guides can be thought-provoking it is interesting to note that 52.7% browse through the discussion guides even for books they do not plan to read with a group; 30.3% of the respondents have never thought about this but think it's a good idea. Increased outreach for discussion guides beyond book groups should be considered.



55% of respondents get their guides on ReadingGroupGuides.com. This was followed by 52.5% who read them in the back of the book, making this a promotion option not to be overlooked. Publisher websites (35%) and author websites (26.3%) made it clear that these two areas should always have book club materials when they are available. The 6.5% “Other” replies to this question included:

- Online book trading sites
- Paperbackswap.com
- Bookcrossing.com
- “Bag of books” from library
- Bookmooch
- Google search
- Bookreporter
- Bookmovement
- Bookbrowse
- Sparknotes
- Penguin



Given that 53.8% of the respondents look to local newspapers and 45.7% look to the New York Times Book Review or daily NYT for guidance from the media on book information, and that newspaper coverage overall is declining rapidly, it's clear we need more ideas on where readers can find book information. The 7.7% "Other" replies included (note that we actually asked about websites in a later question):

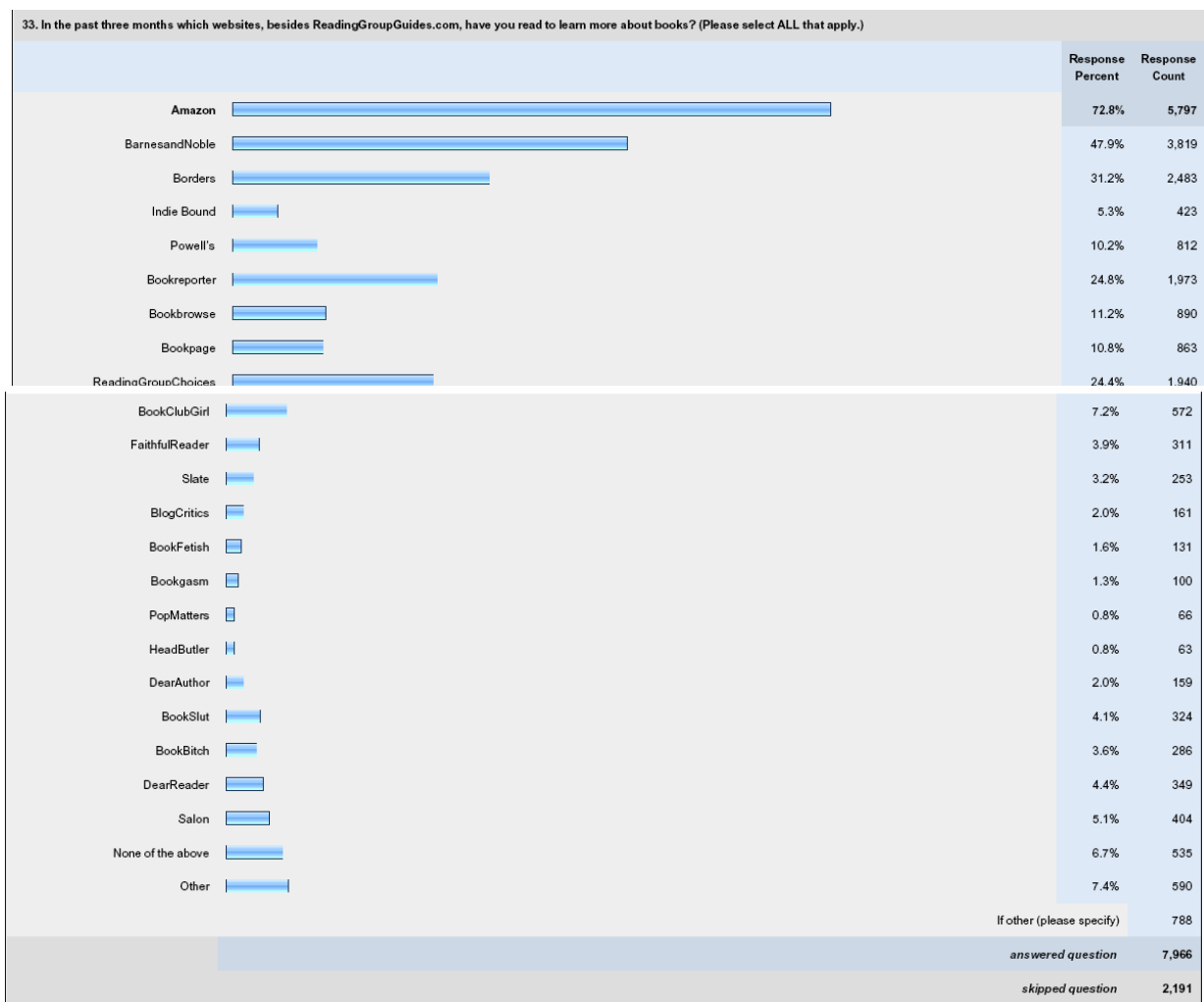
- Booklist magazine
- CNN
- Bookreporter.com
- Amazon
- Bookbrowse.com
- Library Journals
- Goodreads
- Online bookstore websites
- Earlyword.com
- Blogs
- Friends
- Fox News
- Local bookstores
- ReadingGroupGuides.com
- PBS.com
- Bookmarks Magazine

32. In the past month which of the following have you read, watched or listened to for information about books? (Please select ALL that apply.)

	Response Percent	Response Count
New York Times Book Review or daily New York Times	45.7%	3,637
USA Today	20.2%	1,610
Wall Street Journal	8.7%	694
Other national newspaper	12.6%	1,005
Local newspaper	53.8%	4,289
The New Yorker	9.1%	728
Entertainment Weekly	18.1%	1,443
People	26.9%	2,146
Bookpage	16.8%	1,338
Other magazine	20.9%	1,662
The Oprah Winfrey Show	32.5%	2,587
Morning talk show (Today Show, Good Morning America, Early Show)	23.7%	1,890
The View	9.5%	758
The Daily Show	7.8%	624
The Colbert Report	5.6%	450
Larry King	4.3%	340
Charlie Rose	3.2%	253
News shows	7.1%	563
C-Span2	2.5%	202
NPR	20.3%	1,617
Blog Talk Radio	2.9%	230
None of the above	7.6%	603
Other	7.7%	613
If other (please specify)		817
answered question		7,966
skipped question		2,191

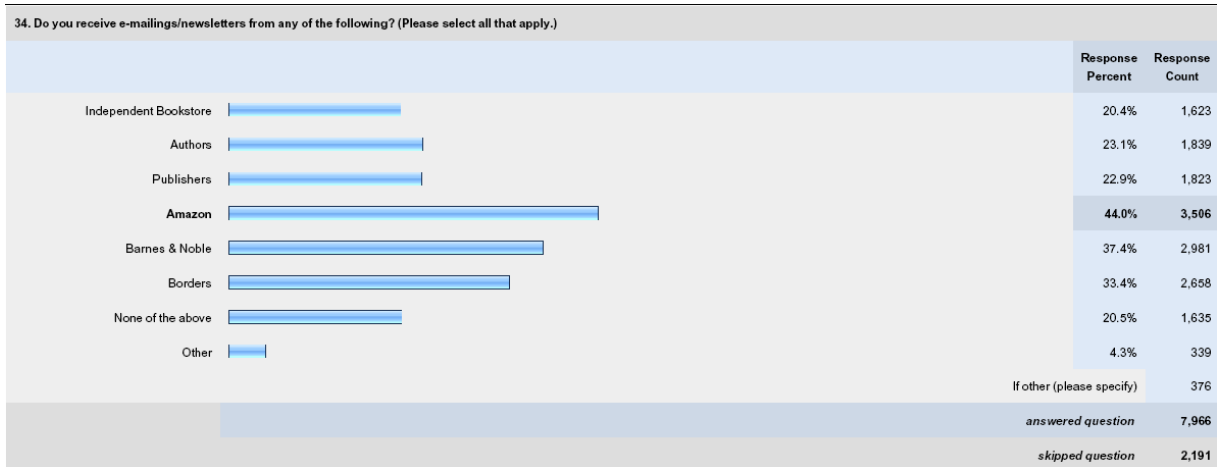
When asked about what websites that they have gone to, besides ReadingGroupGuides.com, in the past three months to learn about books, 72.8% noted Amazon.com and 47.9% said BarnesandNoble.com while 31.2% said Borders.com. Those analyzing the results felt ReadingGroupChoices.com could have been confused with ReadingGroupGuides.com, thus that reply should be taken under advisement. The 7.4% "Other" replies included:

- Earlyword
- GoodReads
- Bookstores
- NovelList Plus
- Shelfari
- Paperbagswap
- Bookcrossing
- Reader Blogs
- LibraryThing
- Bookmooch
- Chapters
- Bookmovement

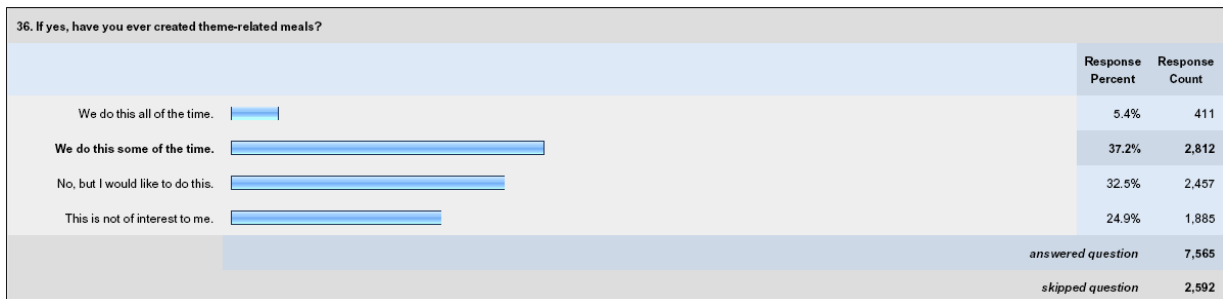
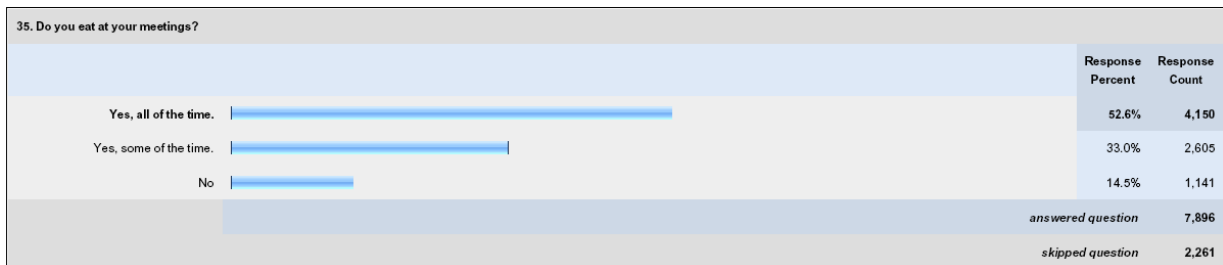


When asked what onlinenewsletters they read, the following were the 4.3% “Other” replies most selected:

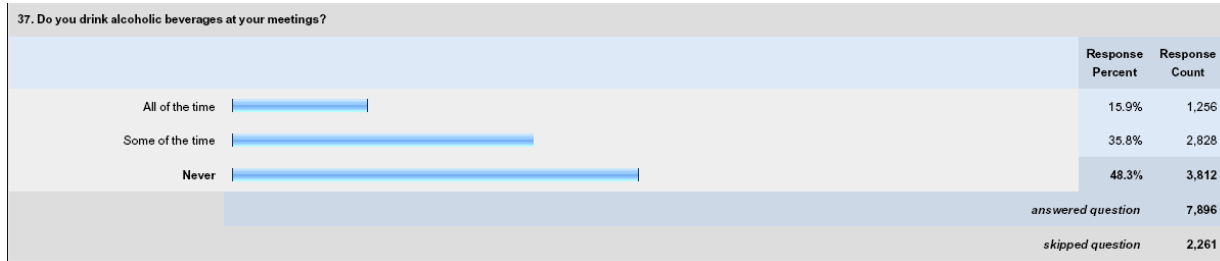
- Bookreporter
- Chapters
- NoveList Plus
- Powell’s
- Bookmovement
- Paperbackswap
- Shelfari
- Booksamillion
- Oprah
- Bookbrowse



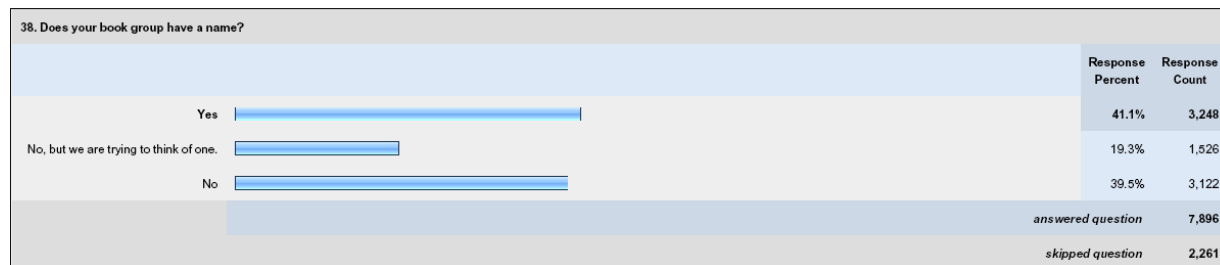
Food definitely pairs well with books. 52.6% eat at meetings all of the time and 33% do this some of the time. 37.2% sometimes have theme-related meals at meetings while 5.4% do this all of the time. 32.5% would like to try this more.



For all we hear about wine and cocktails being popular at meetings, 48.3% never drink alcoholic beverages. Of course, that means more than half do at least some of the time.



41.1% of groups have names while an additional 19.3% are trying to select one.



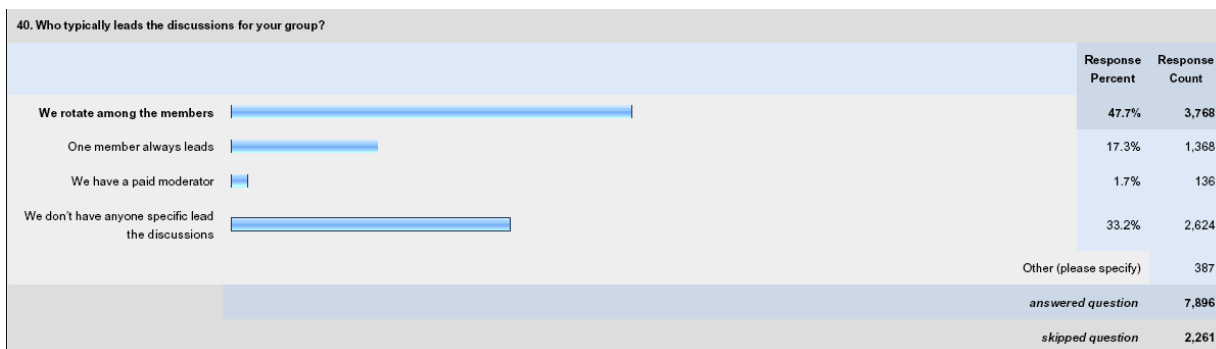
When asked about common book group complaints, 36.7% said that the discussion does not stay on track. Additional responses were: Many people do not read the book (15%) and we need new members and do not know how to find them (14.9%). The 3.5% of "Other" replies included:

- Lack of attendance
- One person dominates book selections
- Books we pick are too similar
- Books are not intellectual enough
- Multiple conversations going on at once
- Not able to get enough copies of the book
- We have too many members but do not want to split up.
- Too social, not enough book discussion
- We need more male members.

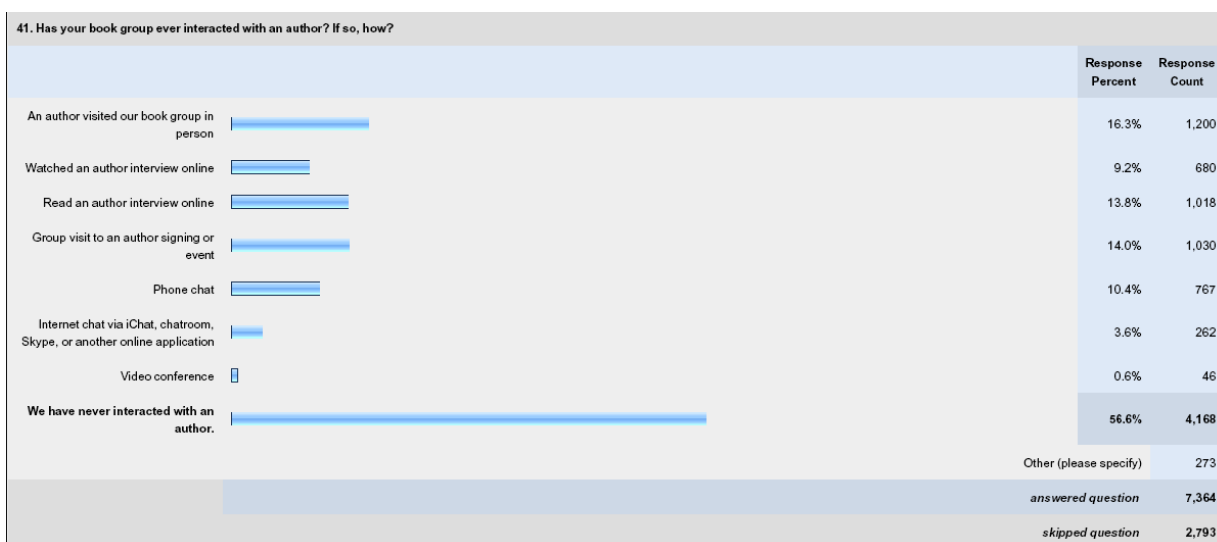
39. Which of the following common book group complaints can be said about your group?		Response Percent	Response Count
We have one person who dominates the conversation.		12.2%	946
Many people do not read the book.		15.0%	1,159
The discussion does not stay on track.		36.7%	2,834
We have trouble selecting books to read.		12.3%	951
We need new members and do not know how to find them.		14.9%	1,149
The books we pick are too intellectual.		1.9%	147
We need to liven up our meetings.		13.5%	1,040
None of the above.		35.2%	2,723
Other		3.5%	269
If other (please specify)			414
		<i>answered question</i>	7,729
		<i>skipped question</i>	2,428

Discussions are handled in various ways. 47.7% rotate among members, while 33.2% do not have anyone specific lead discussions. Those who listed "Other" said:

- Member of library staff
- The host
- The book selector
- Two alternating leaders
- Someone volunteers each time



43.4% have interacted with authors during meetings by phone, video and in-person chats. Of the 273 who responded "Other," replies included exchanged emails or letters with the author, watched or listened to an author's DVD or CD presentation, and in one case an author is in the group. 43.8% (maybe many of the same people) would like to do this more frequently. Judging by these replies, there clearly are opportunities for authors to discuss their work with book clubs.



42. Would your book group be interested in interacting with authors more frequently?

	Response Percent	Response Count
Yes	43.8%	3,455
No	8.9%	702
Not sure	47.4%	3,739
<i>answered question</i>		7,896
<i>skipped question</i>		2,261

43. Would you be interested in having an author join your group discussion by phone?

	Response Percent	Response Count
Yes	24.6%	1,941
No	15.2%	1,203
Depends on the author	30.4%	2,399
Not sure	29.8%	2,353
<i>answered question</i>		7,896
<i>skipped question</i>		2,261

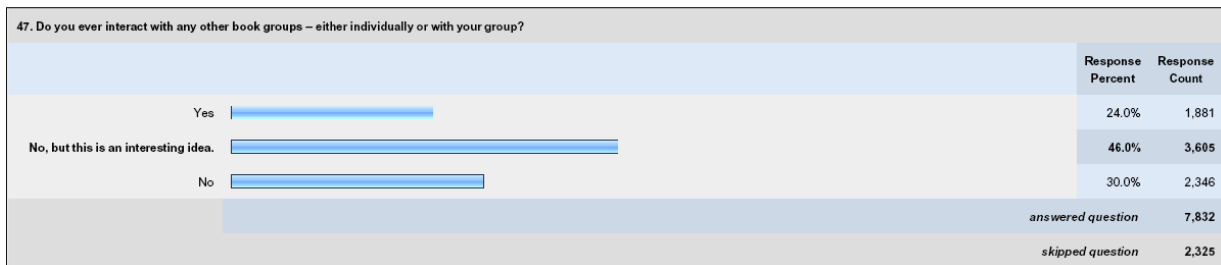
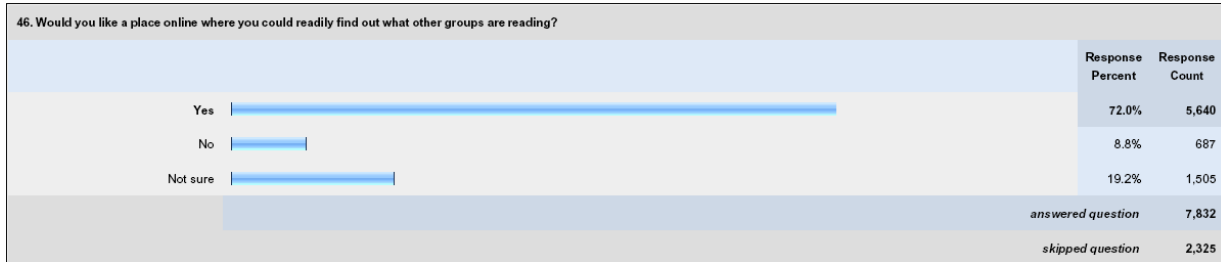
44. Would you be interested in having an author attend your group discussion in person?

	Response Percent	Response Count
Yes	34.1%	2,695
No	10.3%	813
Depends on the author	31.4%	2,482
Not sure	24.1%	1,906
<i>answered question</i>		7,896
<i>skipped question</i>		2,261

45. Have you ever written an author or filled out a form to request a book group chat?

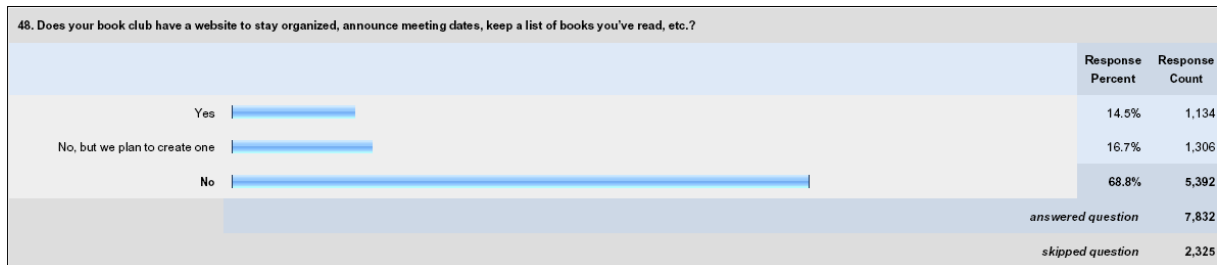
	Response Percent	Response Count
Yes, wrote an author	13.9%	1,099
Yes, completed a form	8.0%	630
No, but this is something that interests me.	51.8%	4,092
No, I have no interest in this.	29.4%	2,320
<i>answered question</i>		7,896
<i>skipped question</i>		2,261

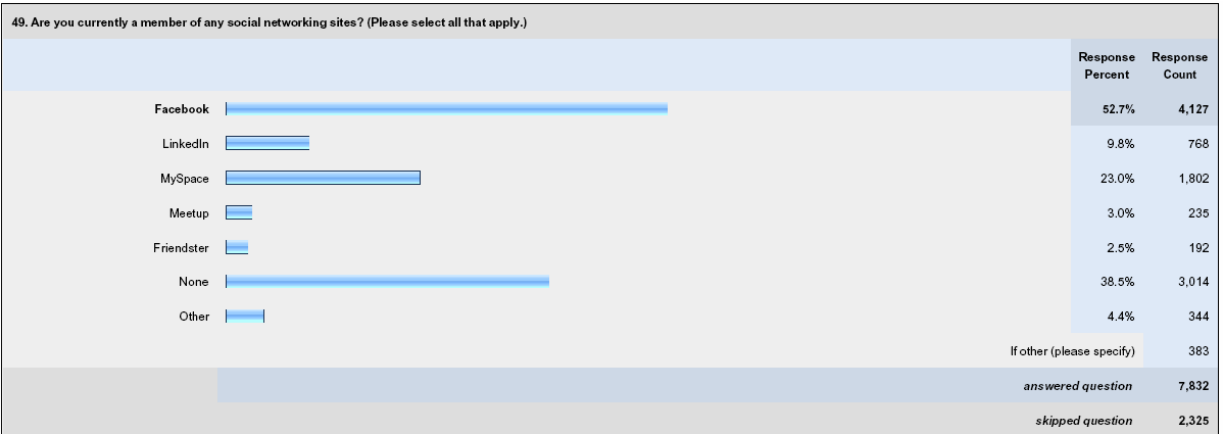
72% would like a place online where they can find out what other groups are reading, and 46% would be interested in interacting with other book clubs either individually or with their groups.



14.5% have a website online for organizing themselves while another 16.7% would like to create one. 52.7% are members of Facebook. For the 4.4% who responded "Other" on this question replies included:

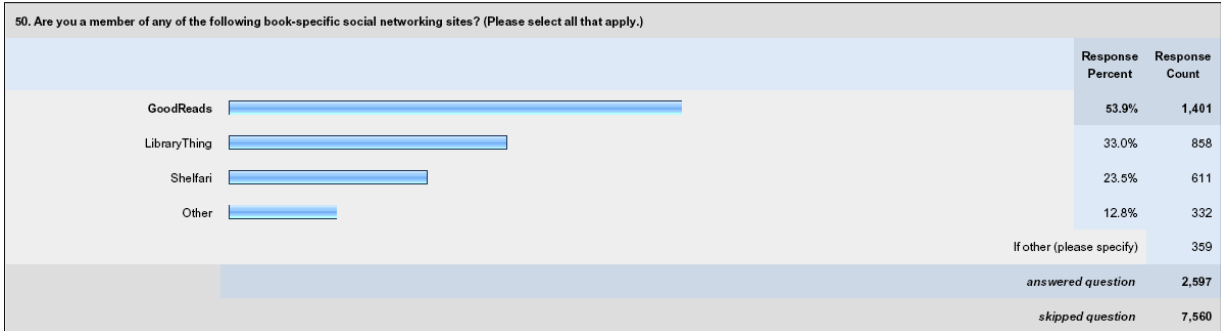
- Twitter
- Goodreads
- Blogger
- Ning
- Shelfari
- Plaxo
- Livejournal



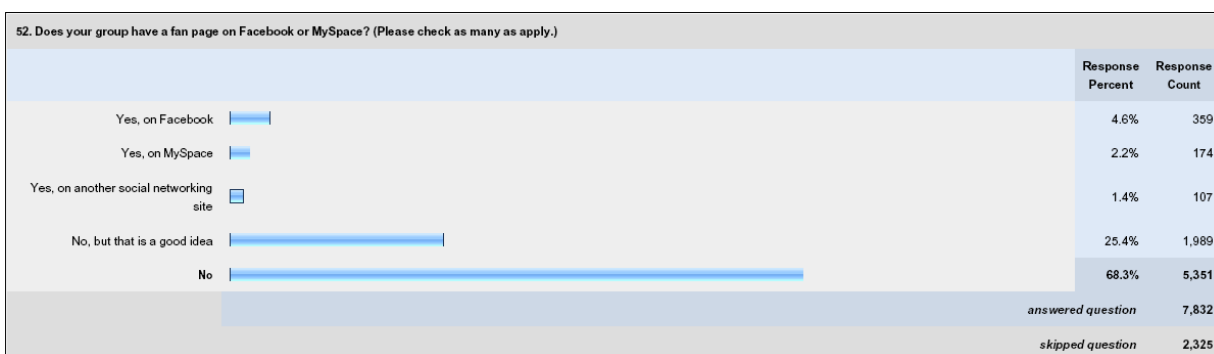
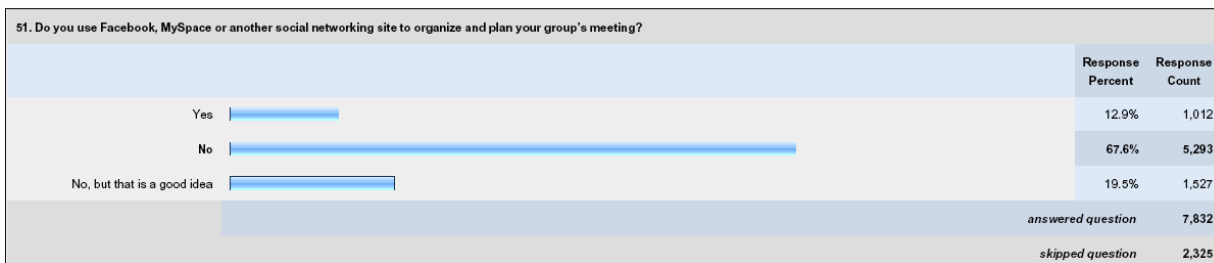


When asked about book-specific social networking sites, 53.9% are members of Goodreads.com while 33% are members of LibraryThing.com. For the 12.8% who responded "Other" to this question replies included:

- Paperbackswap
- Bookmovement
- Bookcrossing
- LivingSocial

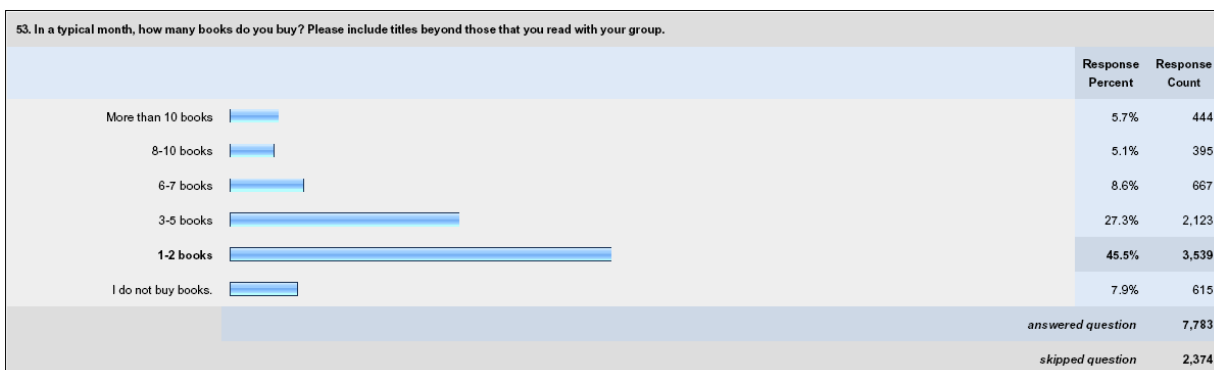


12.9% use social networking to organize and plan their group's meeting, while 19.5% think this is a good idea. 4.6% have a fan page on Facebook and another 25.4% think that a fan page on a social networking site is a good idea.



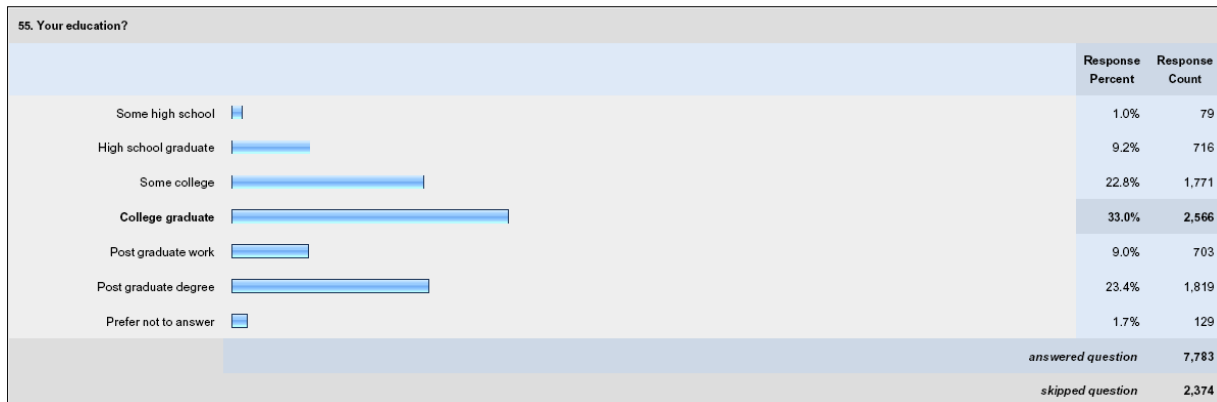
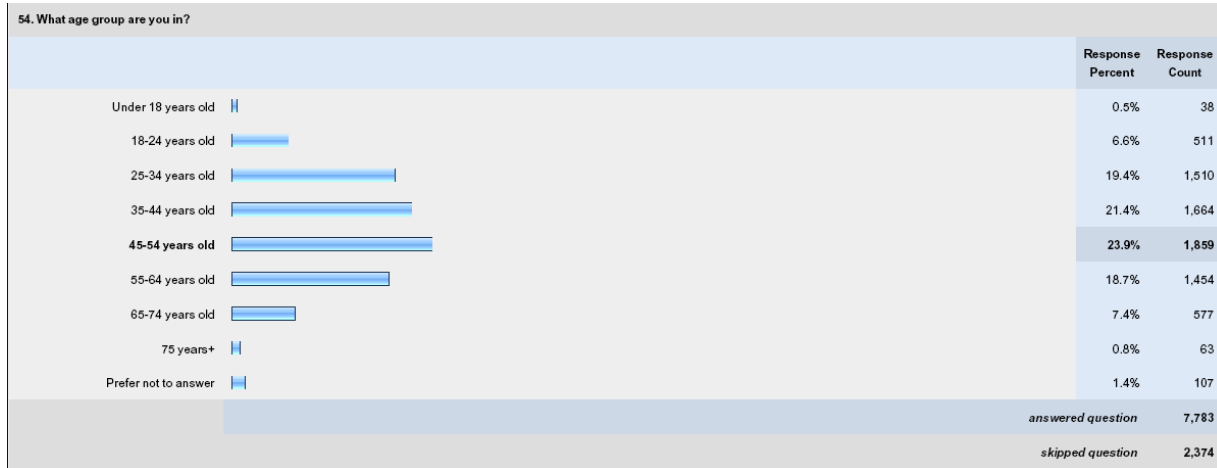
General Book Buying Habits

In a typical month, 45.5% buy 1-2 books while 27.3% buy 3-5. 5.7% buy 10 books or more and 5.1% buy 6-10 books. 7.9% do not buy books.

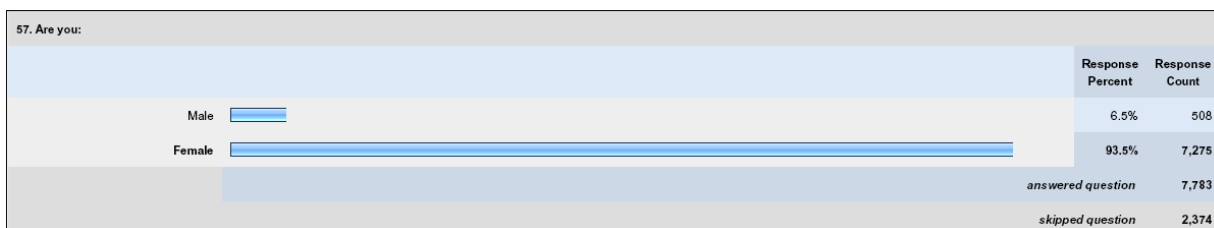
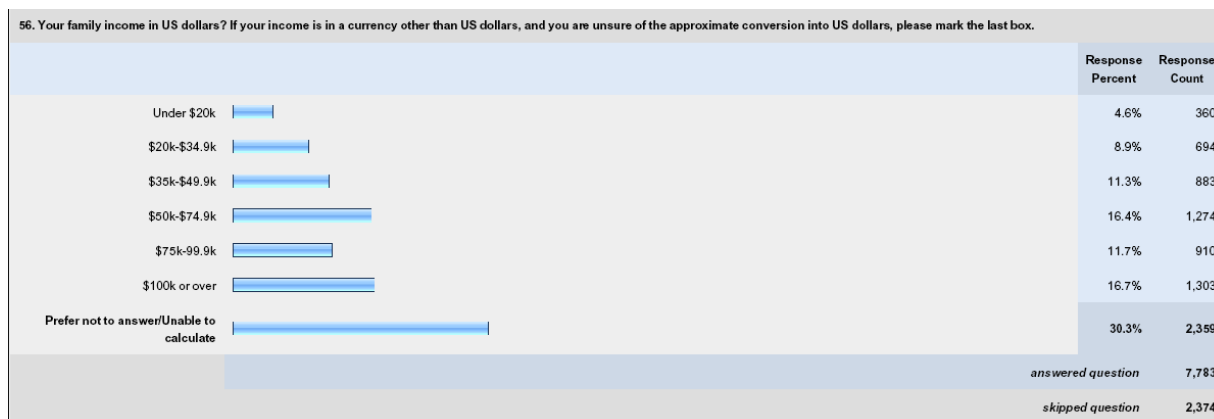


Survey Respondent Demographics

64.7% of the respondents were between the ages of 25-54. 65.4% have graduated college and done post graduate work with 23.4% having a post graduate degree.



While 30.3% preferred not to share their family income, 16.7% earned \$100K or more and 28.4% earn \$75,000 or more. 93.5% of the respondents were female, which is not surprising. 89.1% live in the US while 9.6% are Canadian.



In the final open-ended question where we were asked for additional comments, 1,703 replied, which is an amazing number given that this was a 62-question survey. These "Other" replies included:

- Most discussion guides are too elementary.
- It's difficult to find books both men and women like to read.
- Finding discussable books is harder than finding discussion questions.
- A section with reading suggestions for couples book clubs would be great.
- One member feels that chain stores, such as Borders, do not give book clubs proper recognition.
- One group has every member bring questions to the meeting to provoke discussion.
- Our best resource is advice from our local independent bookstore.
- Reading books of different themes keep discussions fresh.
- Some members do not think they can give their honest opinion on a book in the presence of the author.
- Discussion guides help immensely.
- We like to do related activities after completing the book.
- Some groups attract members by advertising on Facebook and Twitter.
- The best discussions occur when there is a disagreement regarding the merit/quality of the book. If everyone likes it, discussion can be dull.

ReadingGroupGuides.com Plans Based on the Survey

Based on responses from readers the following are some features that are planned for ReadingGroupGuides.com.

- 1) **Social Networking:** As 72% would like a place online where they can find out what other groups are reading, 24% interface with other book groups and 46% more would like to do this, a social networking tool will be built or adapted on the site so book clubs can view what others are reading. This will be offered to all book groups that are registered on ReadingGroupGuides.com. Timing: Fall 2009
- 2) **Coming Soon Listing:** 90.4% of readers would like to see Coming Soon titles on ReadingGroupGuides.com. Also, keeping in mind that 44% of book clubs make reading selections annually, quarterly or every six months, The Book Report Network will create a robust Coming Soon area which ReadingGroupGuides.com will access. This way book club members and readers can get a quick look at what is coming in paperback and hardcover in the next 12 months and better plan their book club selections. This will be a fee placement listing. Timing: Fall 2009
- 3) **Authors Available for Chats:** As 66% are interested in having authors join their book club discussions, a link to set up a chat with an author will be added to any guide where an author is interested in speaking with readers. A page with a list of all authors who are interested in participating will be available, and there will be an annual fee. We also will have an area where readers can talk about their experiences with these chats. Timing: Fall 2009
- 4) **Increased Outreach:** ReadingGroupGuides.com will work to increase its presence on both Facebook and Goodreads with an idea of facilitating more conversation between readers about books they may want to select for discussion and the authors who are available for discussions. Timing: Summer 2009
- 5) **Additional Suggested Reading Lists:** Given the interest in "Best Of" lists, more lists of suggested titles by themes and other subjects will be developed. Timing: Summer 2009
- 6) **Books Into Movies:** As 56.9% of readers have an interest in Books Into Movies and Books Into Movies Now on DVD, we will expand our coverage. Timing: Summer 2009
- 7) **Bookreporter.com Links to Guides:** 44.4% use discussion guides some of the time, while 27.9% use them most of the time and 14.1% use them all the time. Since guides can be thought-provoking it is interesting to note that 52.7% browse through the discussion guides while 30.3% of the respondents have never thought about this, but think it's a good idea. We will see that links to available discussion guides are added from Bookreporter.com reviews. Timing: Summer 2009