



BNC RESEARCH

#AmReading: Canadian Book Buyers on YouTube



BOOKNET
CANADA

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#AmReading: Canadian Book Buyers on YouTube

About BookNet Canada's #AmReading Series

This series takes an in-depth look at how Canadian book buyers interact with social media platforms. Each #AmReading report includes two sections:

- Using YouTube to Market Books: background information on the platform, including what it is, how publishers and retailers are engaging with it, and tips and tricks
- Book Buyers on YouTube: a detailed analysis of which book buyers are using this platform, the subjects they are purchasing, and how they are making their purchases

Consumer data for these reports have been obtained through BookNet Canada's Consumer Research in which adult book-buying Canadians participate in online surveys about their book purchases from the prior month. Book buyers report on such information as what they purchased, where they made the purchase, what influenced their purchase, and other quantitative data. The data panel comprises the following number of respondents:

- 2015 – 1,858 book buyers
- 2016 – 1,827 book buyers
- 2017 – 2,169 book buyers

Part I – Using YouTube to Market Books

What is YouTube?

The first video was uploaded to YouTube in April 2005 and by the summer of 2006, it had become one of the fastest growing websites with over 65,000 videos, 20 million monthly visitors, and 100 million views per day. In October 2006, it was announced that Google was buying the company for \$1.65 billion USD in stock. YouTube continued to operate independently, but with the assistance of Google.

In 2007, YouTube's Partner Program (YPP) was launched. This program pays successful content creators for uploading videos to the site. Once Google implemented the first YouTube advertisements in 2007, some of these users started earning thousands of dollars every month – enough to make a full-time living.

YouTube now allows people to have more direct access to world events and the government than ever before. YouTube Live launched in 2011 providing people around the world with access to live presidential debates and election results, the Olympics, and the royal wedding.¹ The site also started hosting original content channels, for which the creators are paid handsomely, and most recently they have introduced paid premium subscriptions for access to exclusive content² though they have yet to take off.

¹ "The 22 key turning points in the history of YouTube", Business Insider. 15 Feb. 2018. <https://www.businessinsider.com/key-turning-points-history-of-youtube-2013-2>

² "YouTube introduces paid subscriptions and merchandise selling in bid to help creators monetize the platform", CNBC. June 22, 2018. <https://www.cnbc.com/2018/06/22/youtube-introduces-paid-channel-subscriptions-and-merchandise-selling.html>

YouTube currently has 1.9 billion monthly active users, which is close to one-third of the internet's users, and each day they watch one billion hours of video and upload 72 hours of video every minute. More people in the United States aged 18-49 have access to YouTube than cable, and more than half of all views come from mobile devices. The US has the highest number of monthly active users at 167 million³ while Canada has just under 23 million monthly active users.

YouTube is available in 76 languages and in 88 countries.⁴ It's currently banned in China, Iran, and North Korea, with a history of bans being enforced and lifted in several other countries. 80% of YouTube's traffic comes from outside of the United States and 60% of viewers come from countries where English is not the primary language, which is much higher than other social media platforms.

Copyright

In February 2006, NBC asked YouTube to pull a clip from an episode of *Saturday Night Live* that was attracting a lot of viewers. Following this request, YouTube decided to launch a copyright protection system called Content ID to help content owners like NBC remove illegal content. Videos uploaded to the site are scanned against a database of files submitted by content owners, and if an uploaded video matches one of these files, the content owner is notified and can decide what happens.

However, YouTube only grants Content ID to copyright holders who meet very specific criteria, generally based on an applicant's need for the tools and their ownership of exclusive rights to the content. YouTube will reject applicants if they believe that manual tools better suit their needs. These tools include the copyright notification web form and the Content Verification Program.⁵

As it stands, audiobook piracy is prevalent on YouTube. Lots of full-length audiobooks are available for free because many publishers do not qualify for the Content ID system. They don't often own exclusive rights to their audiobooks, which aren't pirated as frequently as music and films and are less of a priority when it comes to copyright protection.⁶ The best a publisher can do to protect copyright is monitor the availability of audio content on the site and submit copyright takedown notices whenever possible.

³ "Leading countries based on number of monthly active YouTube users as of 1st quarter 2016 (in millions)", Statista. May 2016. <https://www.statista.com/statistics/280685/number-of-monthly-unique-youtube-users/>

⁴ "YouTube by the numbers", YouTube for Press. <https://www.youtube.com/yt/about/press/>

⁵ "How to manage your copyrights on YouTube", YouTube Help. <https://support.google.com/youtube/topic/2778544>

⁶ "When will YouTube deal with its audiobook and podcast piracy problem?", Observer. Jan. 8, 2016. <http://observer.com/2016/08/when-will-youtube-deal-with-its-audiobook-and-podcast-piracy-problem/>

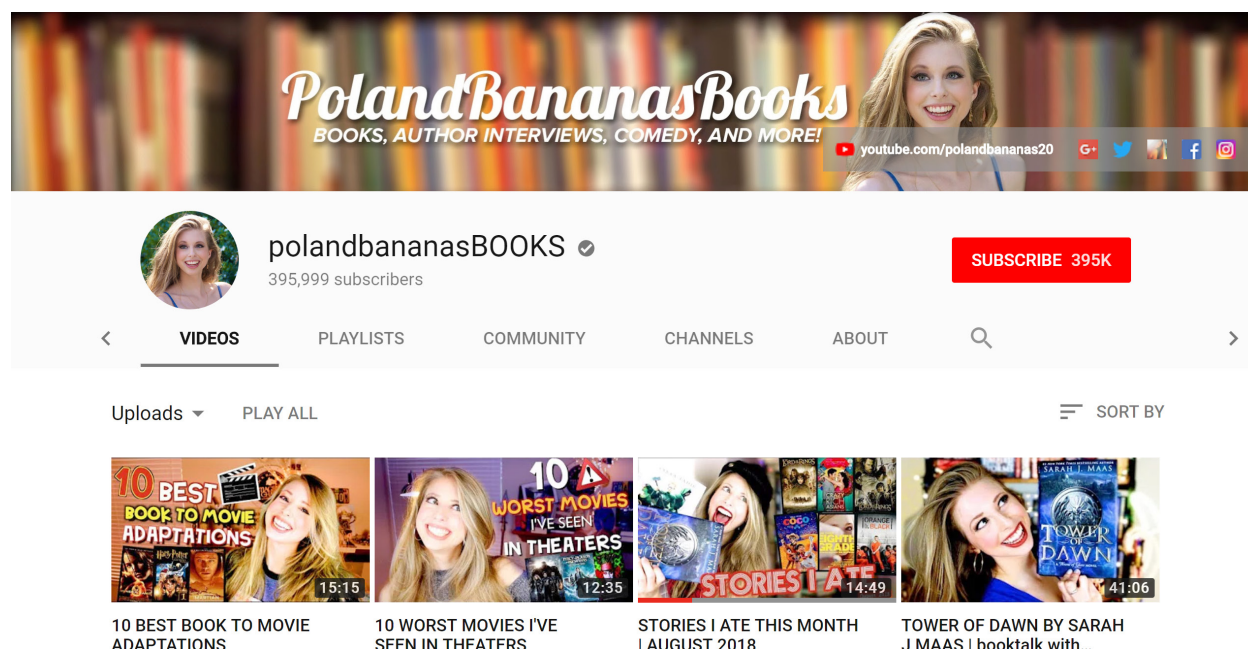
How are publishers and retailers using YouTube?

YouTube is an excellent platform for any marketer because it is incredibly versatile, and the potential audience is huge. Publishers and retailers looking to reach younger audiences can find it particularly useful. Many children and young adults watch more YouTube than television. Same goes for Millennials; almost half of adults aged 22-45 aren't watching any content on traditional TV platforms.⁷ This is great news for content creators looking to reach young audiences.

Promoting new titles

There are several ways to promote new titles both directly and indirectly on YouTube. The most common way is by reaching out to BookTubers. "BookTube" is an entire sub-community devoted to reading, reviewing, recommending, sharing, and promoting books, as well as reading in general. BookTubers routinely get thousands of views from all around the world and have very dedicated followings. While the largest subset of the BookTube community is dedicated to Young Adult novels, there are channels for all kinds of genres and types of reading, from audiobooks to Science Fiction to translations. This makes it an incredibly useful platform for publishers (and authors) looking to reach specific audiences.

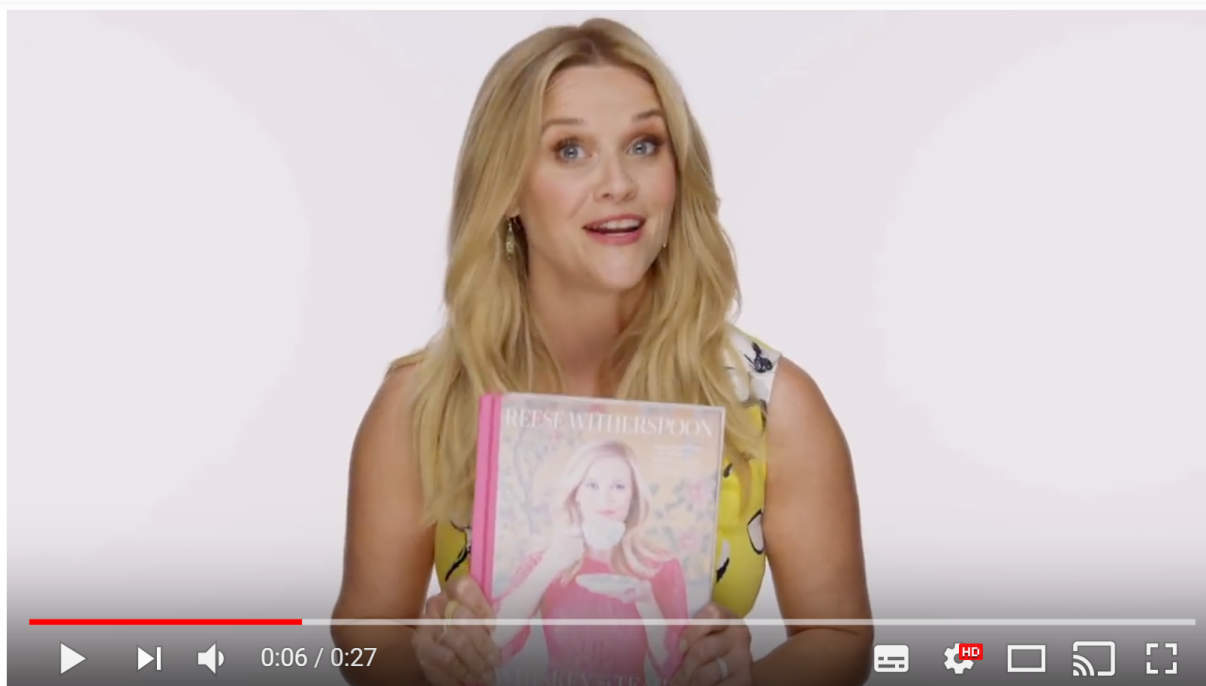
It never hurts to send advance reading copies (ARCs) or even published novels to BookTubers. They often choose their own books to review, but it is worth reaching out. Find out what kinds of books they usually promote and match your upcoming titles to their preferences. There are BookTubers for all genres and reading personalities.⁸ Negative reviews can happen, but BookTube is generally a positive space for recommending and discussing favourite books. Most BookTubers got their start because they wanted to talk about the books they loved but had no one to discuss them with, so they naturally turned to the world wide web.



⁷ "Nearly half of millennials and gen xers don't watch any traditional TV: Study" AdAge, 22 September 2017. <https://adage.com/article/media/half-young-consumers-watching-content-traditional-tv-study/310564/>

⁸ "Meet the YouTube stars turning viewers into readers", The New York Times. 31 July 2018. <https://www.nytimes.com/2018/07/31/books/booktubers-youtube.html>

Book readings and author interviews are the most popular content choice for publishers' and retailers' YouTube channels, as they are easy to make and help prospective book buyers learn more about new titles and authors. This is particularly helpful for authors who don't have their own YouTube channels, but are good and engaging speakers.



A Special Message from Reese Witherspoon

2,543 views

6 0 SHARE ...



Indigo | Chapters

Published on 18 Sep 2018

SUBSCRIBE 5.1K

Book trailers are the most difficult type of video to produce successfully. This is because publishing houses are not usually experts in film, yet most book trailers attempt to mimic the style and format of movie trailers. The problem with this approach is that there is usually a noticeable difference in production value that gives book trailers a kind of awkwardness, especially when inexperienced actors are cast. That said, there are many book trailers that have done quite well for publishers. These videos often promote popular and highly anticipated titles, and/or cast recognizable celebrities. The trailers that typically do the best are for children's and YA titles.

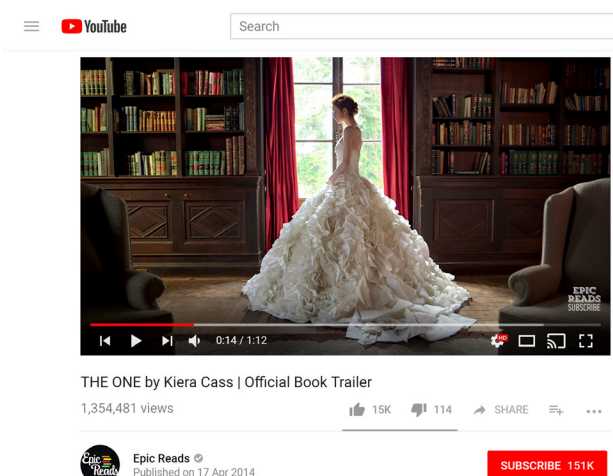
Publishers with juvenile titles should have dedicated channels for both children and teens and prioritize this content, because young people spend more time on YouTube than any other age group, and it is easier to create engaging content for children and teens than adults. For example, HarperCollins has a general YouTube channel with just under 3,000 subscribers. On this channel, they publish videos for a general adult audience of readers, which generate anywhere from a few hundred to a few thousand views depending on the popularity of the author or book. They also have a HarperTeen channel that has over 28,500 subscribers, a HarperKids channel that has just over 24,500 subscribers, and a YA channel called Epic Reads that has 151,000 subscribers. Videos on these channels generate anywhere between a few thousand to hundreds of thousands of views, again, depending on the popularity of the book and author. Epic Reads is one of the most successful publisher-run YouTube channels, likely because it focuses on making content specifically targeted to BookTubers rather than a general reading audience.

In general, remember to promote events and content that feature recognizable names through your videos. For example, if you have a title by a notable comedian coming out, feature them in a book trailer. Similarly, if a recognizable author has an event or book reading at your store, make sure you film it so you can promote it on your YouTube channel. YouTube users watching videos featuring those celebrities can find their way to your videos through the recommendation algorithm.

Promoting backlist titles

Like new titles, backlist titles can be promoted by publishing new author interviews and events related to the book. Likewise, it's a good idea to promote trailers for titles that have been adapted into films, as well as your own content related to the forthcoming adaptation. For example, an interview between the author of the book and the star of the movie, or an author's reaction to the movie trailer. Build on promotion that is being done elsewhere.

Unlike other social media platforms, YouTube lends itself nicely to the promotion of classics and other well-known backlist titles. Both retailers and publishers can create content promoting older titles in the form of skits, book reviews, celebrity recommendations, and book readings, among other formats. These videos can be artistic, funny, illustrated, documentary-style, and more. It's a chance for you to be creative and test new ideas freely.



Events

YouTube is an excellent platform for sharing clips from book events with readers who may not otherwise be able to participate, perhaps because they live in remote towns or work multiple jobs. Through YouTube, they can experience author readings, panels, and interviews online.

YouTube Live is also great for this. Instead of editing together a recap following the event, you can stream it live. This is a particularly good option for popular authors and major title releases.



Tips for developing a YouTube strategy

What do you hope to achieve?

First and foremost, you have to consider what you're hoping to accomplish with your YouTube channel. Will it be a way for you to connect with particular audiences? For example, children's publishers are tasked with marketing and selling their books to adults, but their readers are kids. YouTube can be a way to bridge that gap by getting kids excited about reading the books their parents and teachers buy for them. You can also use YouTube to provide readers with bonus content. This works especially well with children's books – publishers can share videos on crafts, science experiments, or other interactive content. Your strategy should reflect this goal.



Chocolate Soup With Isla Fisher | MARGE IN CHARGE

314 views

0 0 SHARE



HarperKids

Published on 31 Oct 2017

SUBSCRIBE 24K

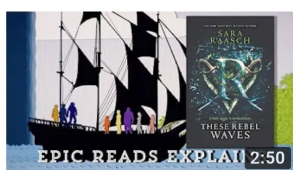
Develop a consistent style

The first step before creating any content is to decide what kind of channel you want to have. Is it going to be educational? Artistic? Comedic? From there, decide on a consistent format. Make sure your videos are planned out and follow a recognizable structure. They shouldn't be too long, especially if you are just starting out, and they should be well-shot, edited, and the sound should be clear and understandable. If you are going to publish a few different types of videos, for example comedic skits as well as author interviews, make sure that each type of video follows a similar structure and that the differences between skits and interviews are clear.

One of the most important parts of publishing a new video is deciding on a thumbnail. This is the still image that will prompt users to either click play or scroll past your video. Treat it like a book cover, since you only have a split second to convince someone that your content is worth their time. New content creators often rely on YouTube's randomly selected thumbnails for their videos. This isn't necessarily bad, but an image designed specifically for your video will have a better chance at drawing in viewers.

Epic Reads Explains PLAY ALL

A little curious or confused? Let these Epic Reads Explains videos help you learn about the newest and most popular YA books!



These Rebel Waves by Sara Raasch | Epic Reads Explain...

Epic Reads ✓
75K views • 1 month ago



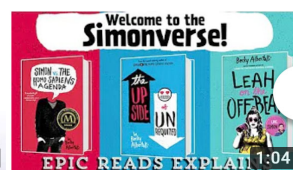
My Plain Jane by Cynthia Hand, Brodi Ashton, & Jodi...

Epic Reads ✓
7K views • 3 months ago



Red Queen Series Recap | Team Epic Reads Explains...

Epic Reads ✓
19K views • 4 months ago



The Simonverse by Becky Albertalli | Leah on the...

Epic Reads ✓
14K views • 5 months ago

Gather the right audience

Develop different channels for different audiences, and keep these audiences separate and defined. YouTube's Analytics feature allows you to get a brief snapshot of who your audience is (e.g., age, gender, location), and you should use this to shape your future content. At the same time, you don't want to alienate any of your viewers. For example, if you have a children's channel and notice that a significant portion of your audience is women aged 30-40, it's possible that a lot of moms or teachers are screening content for their children or students to watch. In that case, you could develop a playlist on your children's channel dedicated to parents and/or teachers, but that doesn't mean you should stop posting content for children.

Use YouTube's built-in features

Again, take full advantage and play around with all of YouTube's built-in features, from YouTube Live and Analytics to playlists and groups. Keep track of new features and trends, such as YouTube Premium, and consider if they can help you achieve your goals. Don't be afraid to experiment. The worst that can happen is a video not getting many views or garnering a few 'dislikes' or negative comments.

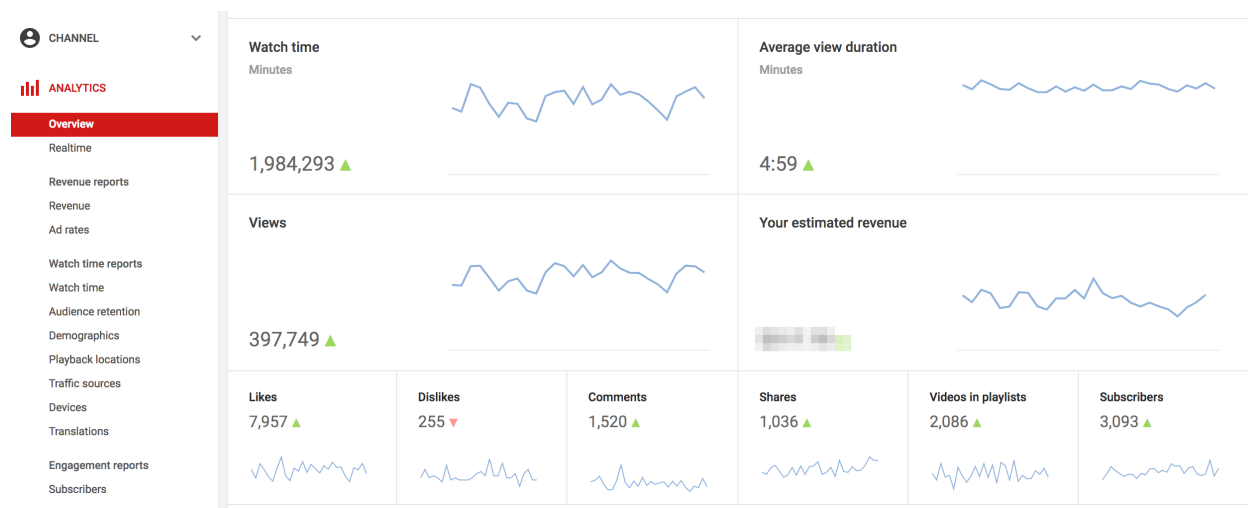
Additionally, make sure all your videos are accessible. YouTube allows you to upload closed captioning to all videos, which you can do through a third-party service or write and upload yourself.

Metrics and analytics

There are several metrics you can use to measure the success of your YouTube channel. First and foremost is your number of subscribers. Ultimately, you want this number to be high, as it will indicate the number of people who see your thumbnails on their home page. This number isn't the most helpful when it comes to improving your channel, however, as there's very little you can do to improve it other than encourage people to subscribe.

Secondly, the number of views each video receives is a very important metric. This number indicates which videos are your most and least successful, which should influence the creation of future content. Engagement is equally important. A video could receive thousands of views, but everyone who watches the video could hate it or think it's offensive. It's helpful to keep track of comments and likes/dislikes to gauge the type of reaction your video has on viewers.

The third metric that can help you improve your channel is the amount of time viewers spend watching your videos. You can look at this view time for your overall channel, for specific groups of videos, and for individual videos. If most people are only spending two minutes watching your half-hour videos, you should aim for shorter content. Alternatively, if most people are watching your short videos from start to finish, you could test out longer videos. The time at which most people stop watching can be telling, because it indicates where your audience lost interest and you should keep this in mind when creating future content. But don't get caught up in this metric; at the end of the day, if you got people to watch part of your video, you won more than half of the battle.



YouTube's current business model compensates content creators for the time and work they put into building their subscriber list. You must have over 1,000 subscribers and 4,000 hours of annual watchtime in order to monetize your videos. Those early subscribers will be the hardest to get, since building your subscriber base largely relies on sharing your videos on other social media platforms. Once you reach 1,000 subscribers, your videos are more likely to appear on YouTube's recommended videos list when users watch similar content.

You can estimate your revenue based on your RPM (revenue per thousand impressions) using Google's AdSense. RPM doesn't track how much you've earned, but rather helps estimate how much you would accrue per thousand impressions based on your current metrics.⁹

The rules around monetization were put in place in January 2018. Prior to that, users simply needed over 10,000 lifetime views in order to monetize their channels. The change was widely criticized and many people were upset with YouTube for taking money away from smaller creators, however, YouTube has stated that the change only affected creators making less than \$100 per year, and that 90% of content creators affected by this change were making \$2.50 per month. The reason they changed the rules was to improve the quality of videos uploaded to YouTube and to help eliminate clickbait.¹⁰

Audience insights

YouTube Analytics is a built-in tool that allows you to track your channel's engagement, including the amount of time viewers spend watching a video, the number of times a video's thumbnail is shown, where your views are coming from, and which of your videos are most popular. YouTube provides tutorials on how to use these features, to increase monetization and engagement. The tutorials are located in the YouTube Creators Academy, along with other helpful resources.¹¹

Popular videos

It's important to keep track of the content that does well. Putting videos into groups and playlists can help you measure more accurately. Organize the videos by type – interviews, book trailers, skits – to learn what your subscribers like and don't like. It's also important to keep track of which genres, titles, and authors your audience is most engaged with so you can tailor future content accordingly.

Content scheduling

Post on a routine basis – every Wednesday, for example. According to YouTube, how frequently you post does little to affect how many people watch your video in terms of its internal promotional algorithms. But maintaining a schedule lets your viewers know when to expect new content, which can increase your views. Plus, developing a content schedule will help you organize and plan content more effectively. YouTube is currently attempting to solve the problem of burnout, which has become a major mental health issue for content creators. Towards this end, they have stated that it's entirely possible to maintain a following while posting content less frequently – for example, once a month instead of every week — as long as your subscribers know when to expect new content.

If you are planning on publishing videos irregularly, it helps if you encourage subscribers to turn on notifications for your channel so they know when new content is available.

⁹ "Revenue per thousand impressions (RPM)", AdSense Help. <https://support.google.com/adsense/answer/190515>

¹⁰ "Additional Changes to the YouTube Partner Program (YPP) to Better Protect Creators", Creator Blog. YouTube. 16 January 2018. <https://youtube-creators.googleblog.com/2018/01/additional-changes-to-youtube-partner.html>

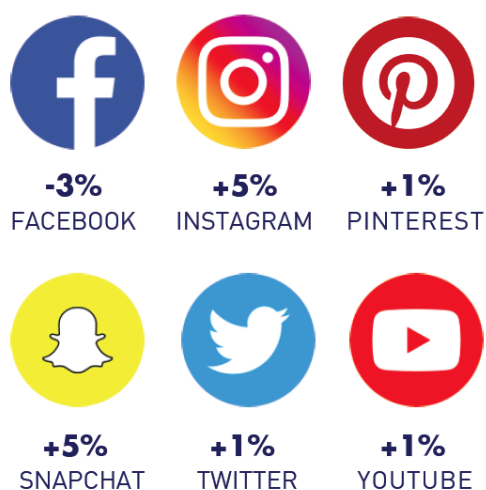
¹¹ YouTube Creators Academy. <https://creatoracademy.youtube.com/page/welcome>

Part II – Book Buyers on YouTube

It is estimated that about 59% of Canadians were YouTube users in 2017¹². According to *The State of Social Media in Canada 2017* by the Social Media Lab at Ryerson University, 48% of Canadian YouTube users are on the platform daily with an additional 34% using it weekly. It cites YouTube as the second-most popular social media platform in Canada for 2017.

Changes in social media use

by Canadian book buyers in 2017 show that YouTube users grew 1% from 2016



Source: BookNet Canada's consumer survey
booknetcanada.ca/amreading-research-series

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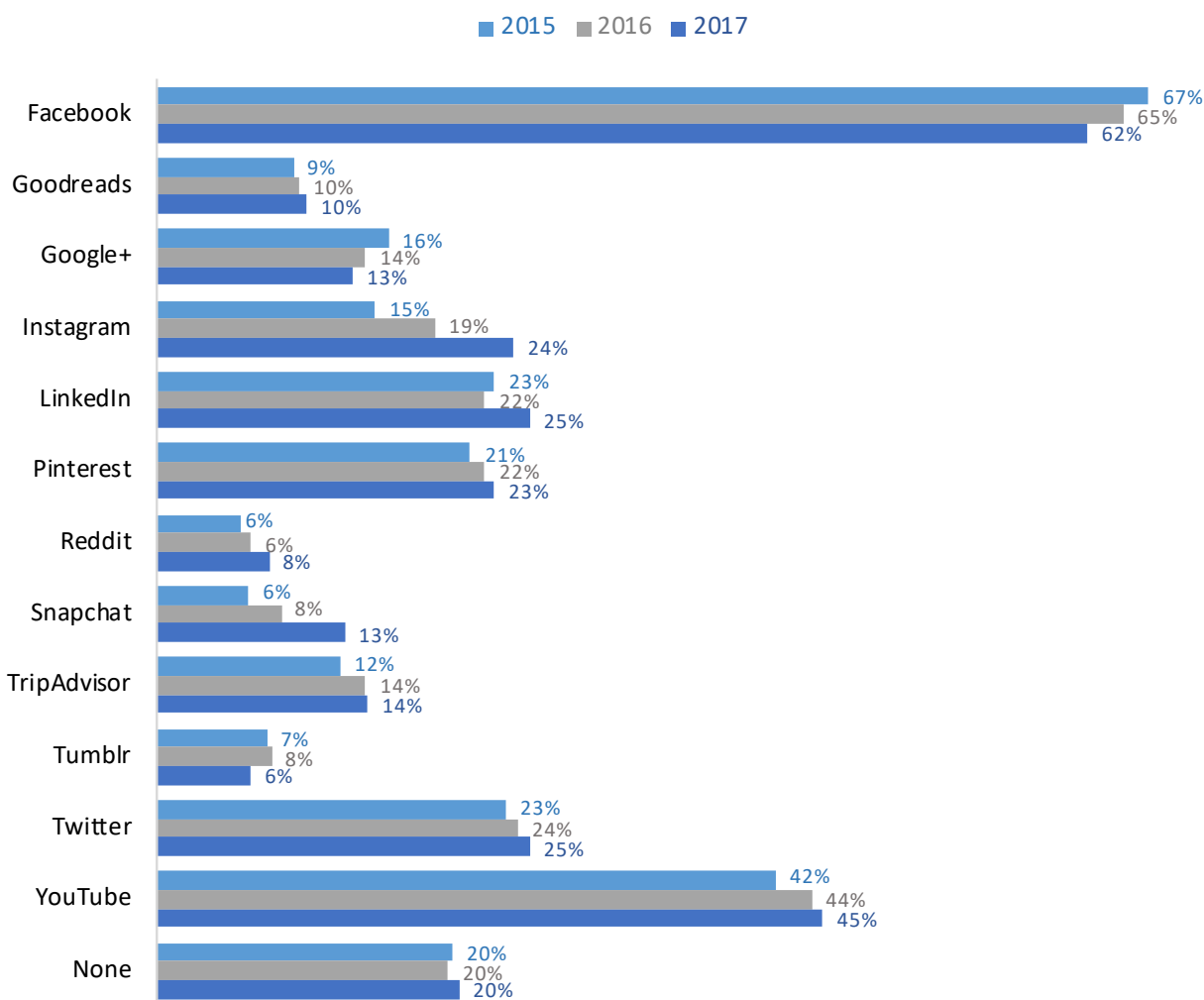
But how does YouTube use break down specifically for book buyers? To examine this question, BookNet Canada turned to our consumer data. We survey adult book buyers (age 18+) from across Canada every quarter to ask them about their book purchases, preferences, and activities, including their use of social media platforms.

For this section of the study, we will take an in-depth look at the Canadian book buyers who use YouTube and offer insights into what they like to purchase and where they shop.

¹² Social Media Lab. *The State of Social Media in Canada 2017*. February 2018. <http://socialmedialab.ca/2018/state-of-social-media-in-canada>. 26 July 2018.

In the graph below, we compare year-over-year shifts of social media use by book-buying Canadians between 2015 and 2017. In 2017, 45% of book-buying Canadians were YouTube users, which is fairly flat (up 1%) from 2016.

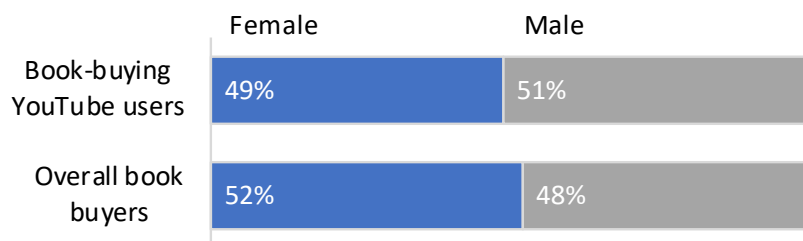
Year-over-year social media use by book buyers



Who is the average book-buying YouTube user?

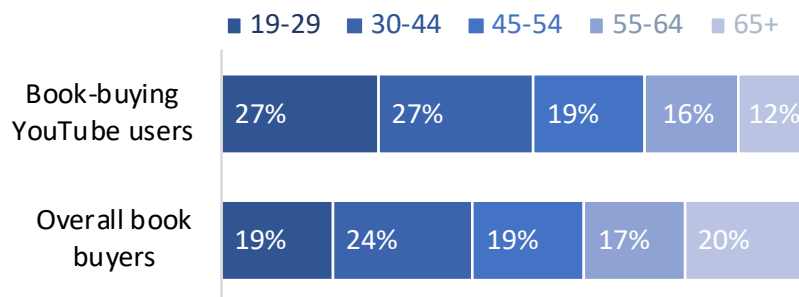
While we find that gender divisions are fairly evenly split for overall book buyers, with slightly more women than men, the percentages for YouTube users are the opposite, with slightly more users who are men.

Gender identification

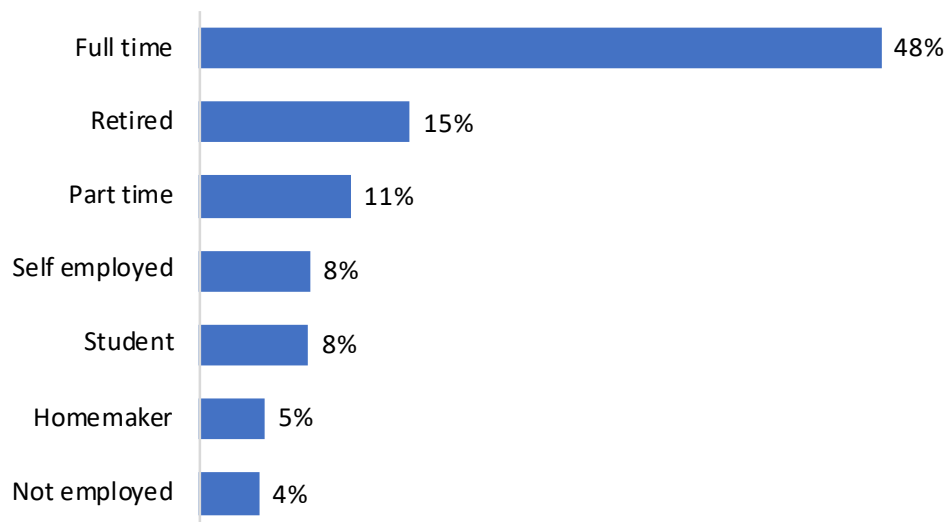


Keeping in mind that we only surveyed adult book buyers (18 and up), the average age for book-buying YouTube users is 43 years old, while most fell in the younger range of 19 to 44 years old.

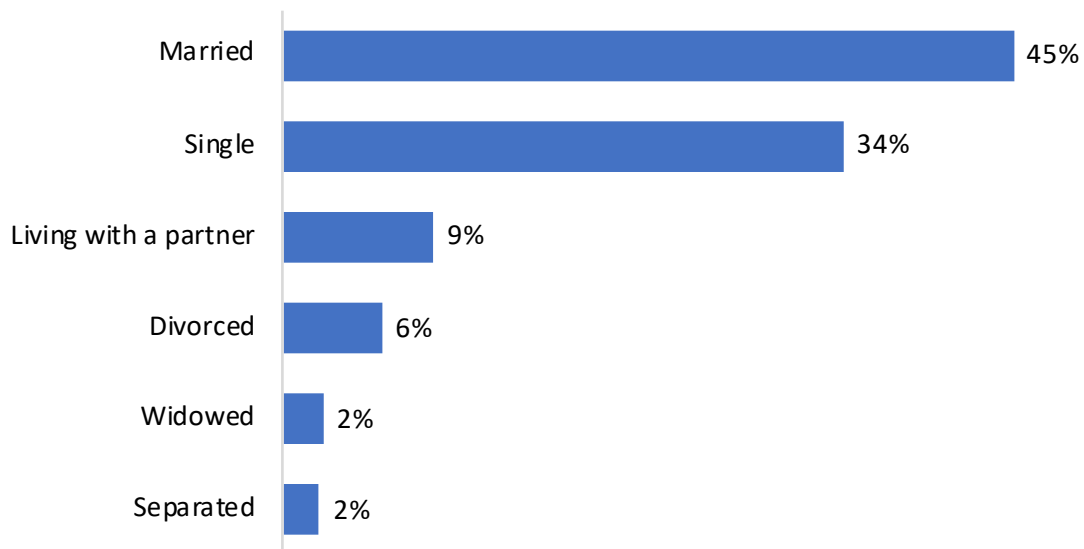
Age



Employment status



Relationship status

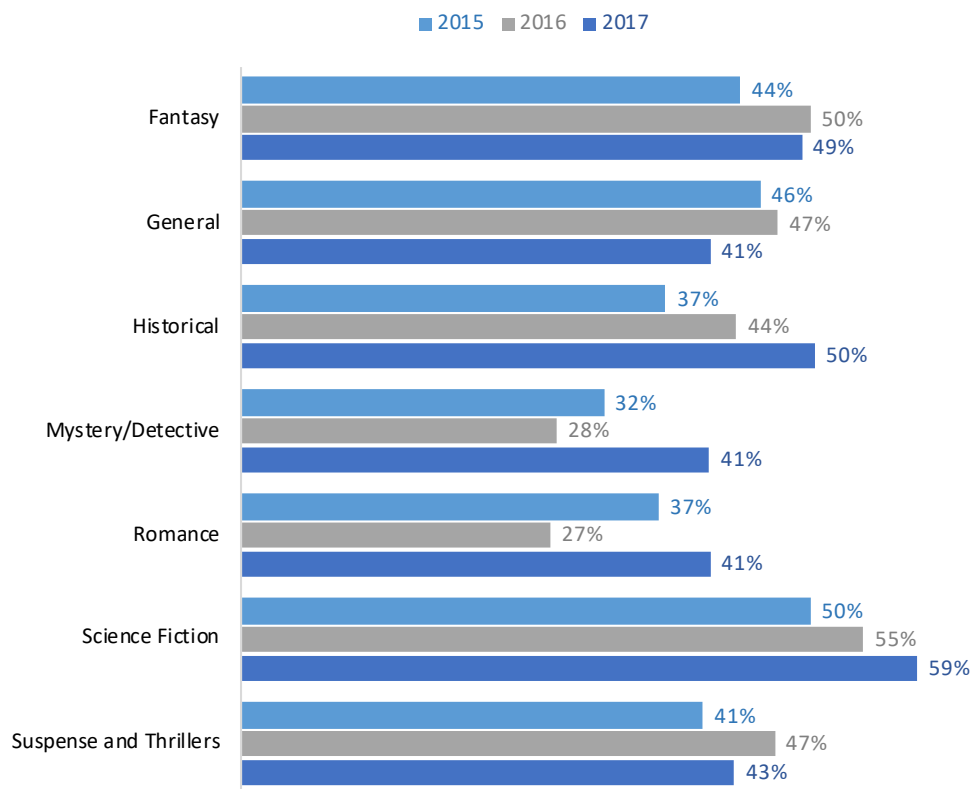


YouTube users by subject

In the following graphs, we look at the percentage of book buyers who use each social media platform, broken out by the particular subjects they purchased. For example, in 2017, 49% of Fantasy buyers were YouTube users compared to 59% of Science Fiction buyers. In order to keep the data statistically valid, we have limited the number of subjects to the top-selling categories.

Since each respondent could report multiple purchases in various genres and use more than one social media platform, totals will not add up to 100%.

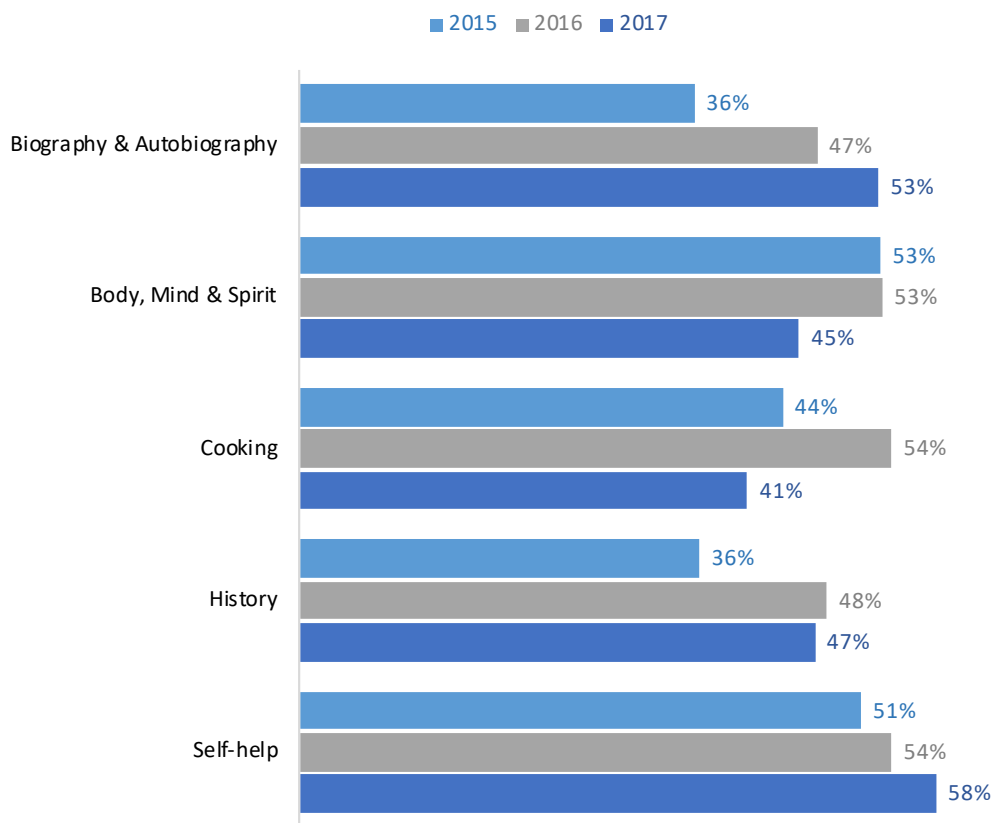
YouTube users by fiction genre



Social media users by fiction genre

	Fantasy	General	Historical	Mystery & Detective	Romance	Science Fiction	Suspense & Thrillers
Facebook	58.5%	56.3%	62.6%	59.2%	66.5%	72.2%	63.9%
Goodreads	16.3%	19.3%	20.6%	10.4%	14.7%	17.3%	15.9%
Google+	15.5%	12.2%	18.3%	10.4%	11.2%	23.3%	13.0%
Instagram	20.2%	29.0%	25.2%	20.1%	28.8%	33.1%	27.7%
LinkedIn	26.4%	28.2%	29.8%	24.4%	27.1%	22.6%	27.5%
Pinterest	21.7%	26.1%	30.5%	16.4%	32.4%	22.6%	26.9%
Reddit	14.7%	8.4%	9.9%	5.7%	4.7%	22.6%	6.1%
Snapchat	18.6%	16.4%	7.6%	9.4%	16.5%	18.8%	9.5%
TripAdvisor	12.8%	15.1%	16.0%	16.7%	19.4%	15.8%	15.9%
Tumblr	10.5%	8.8%	7.6%	4.7%	8.2%	16.5%	4.6%
Twitter	26.4%	27.7%	29.8%	23.7%	29.4%	36.1%	22.8%
YouTube	49.2%	41.2%	50.4%	41.1%	41.2%	59.4%	43.4%
None	15.9%	20.6%	16.8%	26.4%	18.2%	12.8%	21.4%

YouTube users by non-fiction genre



Social media users by non-fiction genre

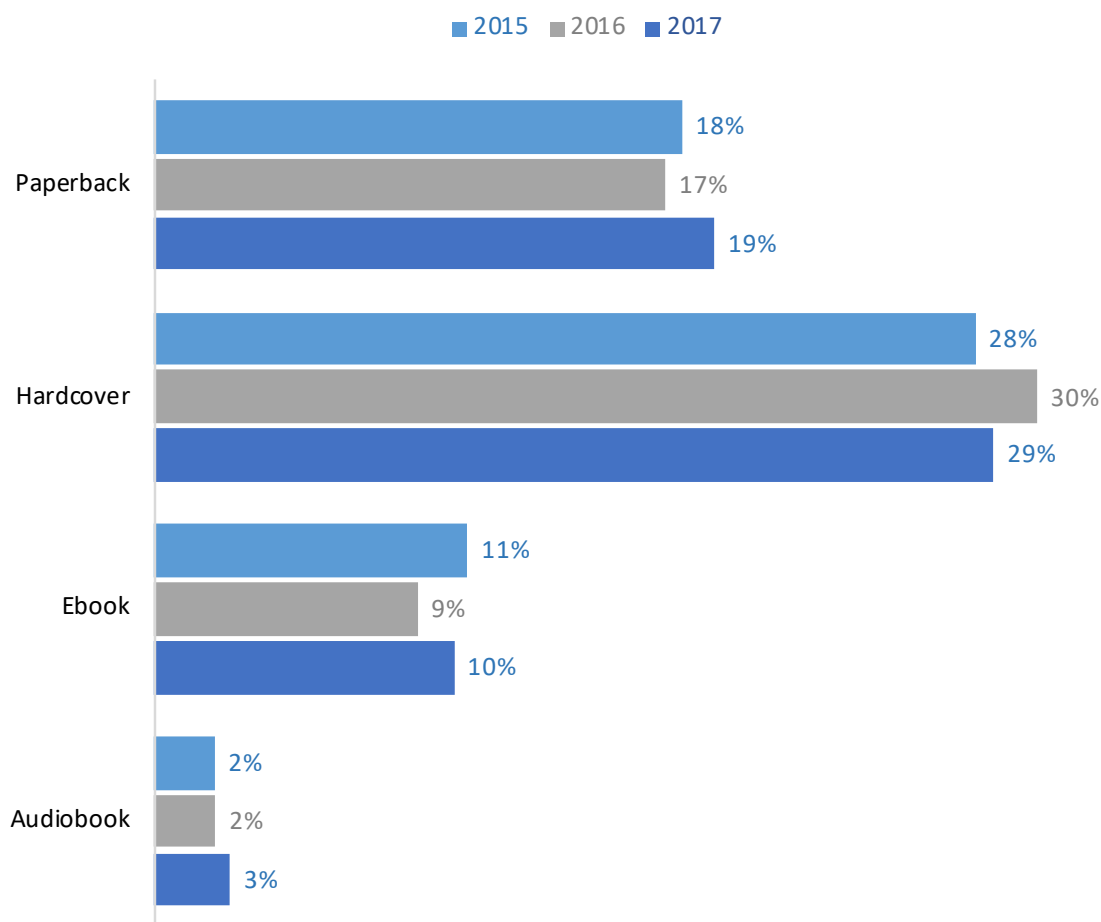
	Biography & Autobiography	Body Mind & Spirit	Cooking	History	Self-Help
Facebook	60.7%	62.3%	60.5%	64.0%	73.7%
Goodreads	12.7%	11.7%	12.3%	10.8%	10.5%
Google+	12.0%	15.6%	14.8%	12.6%	22.4%
Instagram	26.7%	24.7%	33.3%	18.0%	34.2%
LinkedIn	29.3%	23.4%	29.6%	27.9%	36.8%
Pinterest	22.7%	27.3%	27.2%	18.0%	35.5%
Reddit	11.3%	9.1%	6.2%	7.2%	10.5%
Snapchat	12.7%	10.4%	12.3%	10.8%	25.0%
TripAdvisor	19.3%	13.0%	17.3%	9.0%	10.5%
Tumblr	5.3%	6.5%	4.9%	7.2%	7.9%
Twitter	30.7%	14.3%	28.4%	28.8%	40.8%
YouTube	52.7%	45.5%	40.7%	46.8%	57.9%

YouTube users by format

When breaking out purchases by format, we find that, in 2017, 50% of all book purchases in Canada were paperback, 25% hardcover, and 19% ebook.

The following graph looks at this breakdown just for YouTube users.

YouTube users by format



Social media platforms by format

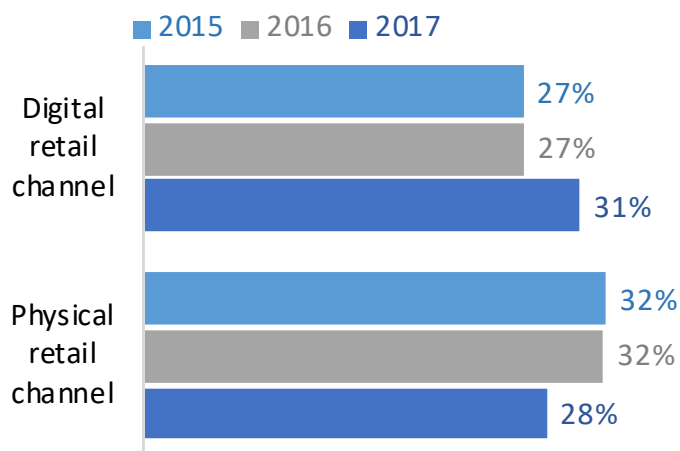
	Paperback	Hardcover	Ebook	Audiobook	Other
Facebook	39.4%	25.2%	14.9%	3.1%	1.1%
Goodreads	6.5%	5.3%	3.2%	0.7%	0.1%
Google+	8.3%	5.7%	4.2%	0.8%	0.3%
Instagram	15.6%	10.5%	6.5%	1.7%	0.6%
LinkedIn	16.6%	10.5%	6.3%	1.2%	0.4%
Pinterest	14.9%	9.6%	6.1%	1.5%	0.4%
Reddit	5.1%	3.3%	2.0%	0.6%	0.2%
Snapchat	8.5%	5.4%	3.3%	1.2%	0.2%
TripAdvisor	9.4%	6.4%	3.6%	1.0%	0.4%
Tumblr	4.1%	3.0%	1.8%	0.6%	0.1%
Twitter	15.4%	10.2%	7.3%	1.9%	0.5%
YouTube	28.7%	19.1%	10.2%	2.6%	1.0%

YouTube users by retail channels

The following graphs look at social media users according to the retail channels where they made their book purchase (e.g., purchasing a book via a mobile app). Looking at the whole market in 2017, we found that approximately 55% of book buyers are making their purchases online through book clubs, ebook/audiobook downloads, mobile app downloads, and online retailers.

Of all book buyers who shop online, 31% are YouTube users; of all book buyers who buy in physical stores, 28% are YouTube users. Physical retail channels include indie and chain bookstores, discount bookstores, general retailers, and grocery stores.

YouTube users by physical vs. digital retail channels

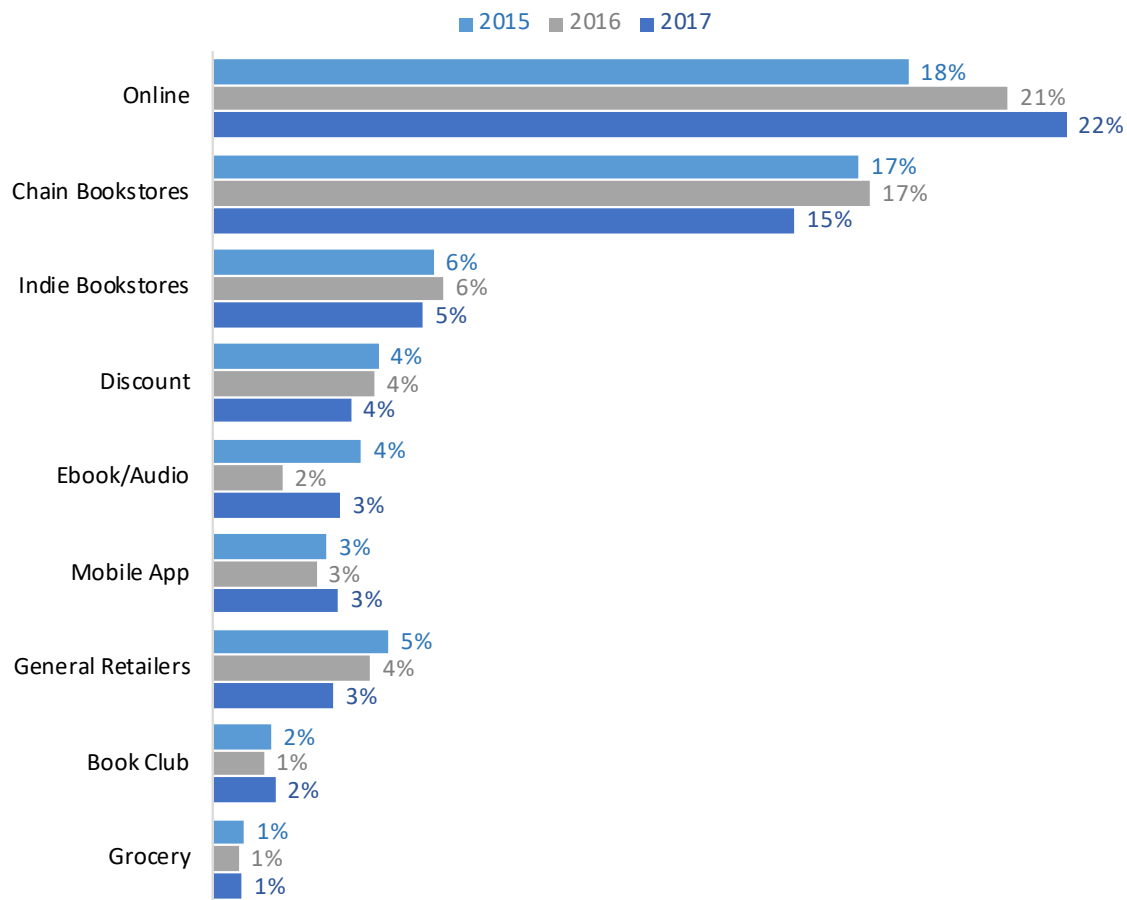


Social media users by physical vs. digital retail channels

	2015		2016		2017	
	Digital	Physical	Digital	Physical	Digital	Physical
Facebook	41.0%	52.0%	39.0%	44.0%	42.0%	38.0%
Goodreads	7.0%	8.0%	8.0%	5.0%	8.0%	6.0%
Google+	10.0%	13.0%	8.0%	11.0%	10.0%	9.0%
Instagram	10.0%	13.0%	13.0%	13.0%	19.0%	14.0%
LinkedIn	14.0%	18.0%	15.0%	16.0%	17.0%	17.0%
Pinterest	14.0%	17.0%	15.0%	15.0%	16.0%	14.0%
Reddit	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Snapchat	4.0%	6.0%	6.0%	6.0%	10.0%	8.0%
TripAdvisor	9.0%	10.0%	10.0%	9.0%	10.0%	10.0%
Tumblr	5.0%	7.0%	6.0%	6.0%	5.0%	4.0%
Twitter	17.0%	18.0%	16.0%	16.0%	18.0%	15.0%
YouTube	27.0%	32.0%	27.0%	32.0%	31.0%	28.0%

Looking at purchases by retail channel, we found that 22% of book buyers who shop online are also YouTube users. Interestingly, even though only 3% of mobile app users are also YouTube users, only a small percentage of book buyers shop via mobile apps to begin with (5% in 2017), meaning that about half of mobile-app book buyers are also YouTube users.

Purchases by YouTube users per retail channel



Social media users by retail channel

	Book Club	Chain Bookstores	Discount	Ebook/Audio	General Retailers	Grocery	Indie Bookstores	Mobile App	Online
Facebook	44.8%	60.9%	61.7%	64.2%	55.6%	47.7%	57.2%	74.6%	67.7%
Goodreads	6.9%	10.3%	9.3%	11.7%	7.9%	6.8%	8.7%	14.6%	13.5%
Google+	12.6%	13.8%	13.1%	11.7%	10.6%	20.5%	16.3%	27.7%	14.9%
Instagram	23.0%	22.1%	23.5%	23.5%	20.5%	15.9%	23.6%	47.7%	28.7%
LinkedIn	17.2%	27.4%	21.3%	22.2%	25.8%	13.6%	25.7%	33.8%	26.7%
Pinterest	21.8%	22.8%	21.3%	22.2%	21.2%	20.5%	22.5%	36.2%	25.7%
Reddit	0.5%	1.4%	0.7%	1.1%	0.0%	0.8%	0.8%	0.0%	0.0%
Snapchat	18.4%	13.6%	9.8%	8.6%	8.6%	9.1%	13.8%	25.4%	14.8%
TripAdvisor	16.1%	13.8%	17.5%	21.0%	17.9%	22.7%	15.2%	23.8%	14.6%
Tumblr	10.3%	5.3%	3.3%	6.8%	7.3%	4.5%	7.6%	11.5%	8.2%
Twitter	14.9%	25.1%	20.8%	29.0%	22.5%	18.2%	23.9%	43.1%	29.8%
YouTube	40.2%	44.5%	42.6%	44.4%	45.0%	36.4%	43.1%	54.6%	49.0%