

READING AND BOOK BUYING BEHAVIOR

QUANTITATIVE REPORT BY



ON BEHALF OF



January 25, 2021

Reading Behaviors

getAbstract subscribers are more avid nonfiction readers than nonsubscribers.

Subscribers particularly seek out knowledge relevant to their personal and professional growth.

gA subscribers purchased nearly 20 books in the past 12 months, double the amount of nonsubscribers.

Subscribers rate getAbstract highly across key metrics

92 %

of getAbstract subscribers agree that the service

“... exposes me to authors and books I might not have considered purchasing before.”

72 %

of getAbstract subscribers say they are more likely to purchase from authors getAbstract recommends.

72 %

of getAbstract subscribers are more likely to purchase books getAbstract recommends.

Subscribers strongly agree that getAbstract stimulates their interest in books

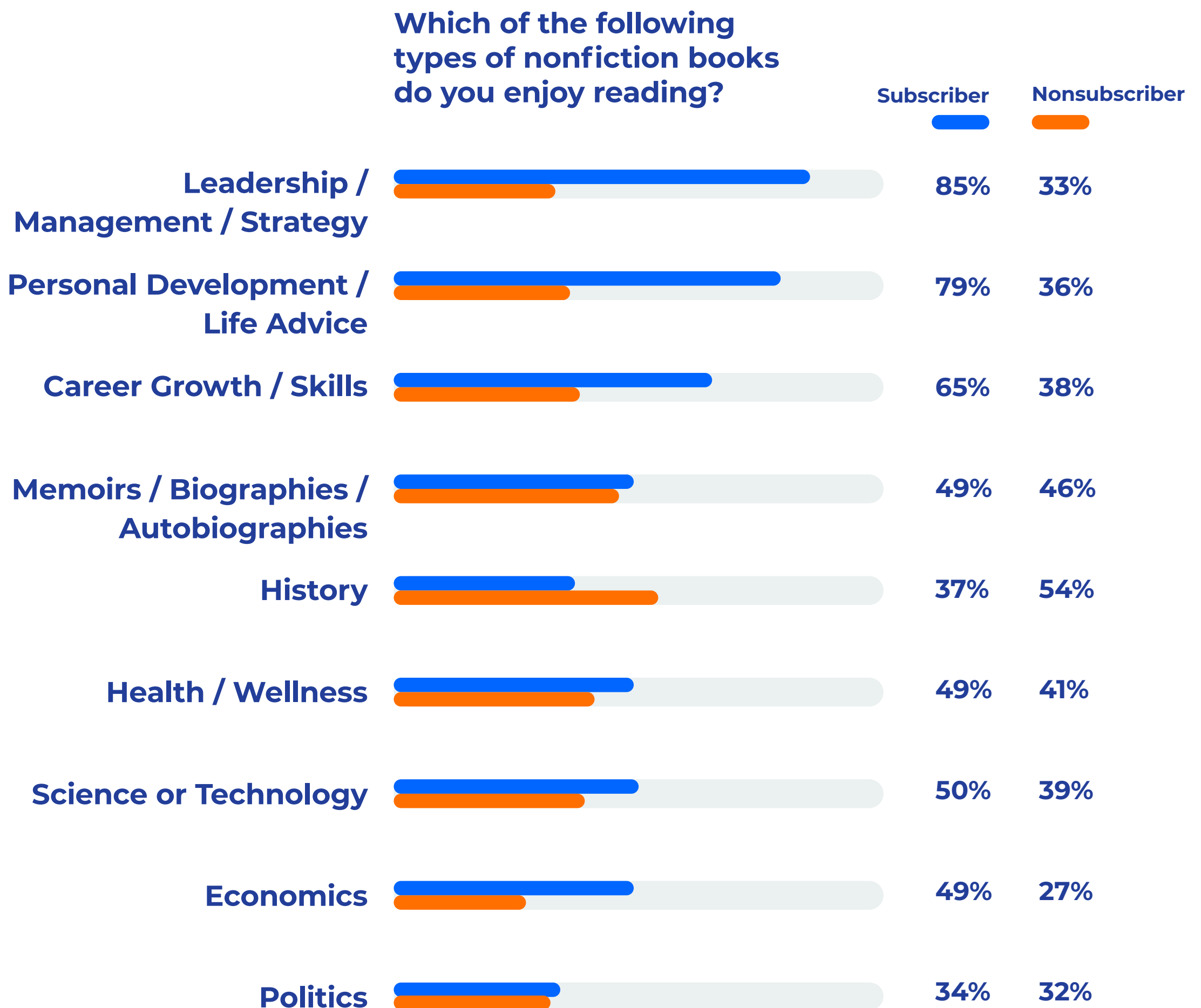
88 % of subscribers consider getAbstract a reliable resource for finding relevant content.

84 % say getAbstract helps them make better informed book purchasing decisions.

76 % say that learning about books and authors from getAbstract increases the likelihood that they will purchase a book.

Reading interests of subscribers (breakdown by genre)

getAbstract subscribers have a stronger engagement within nonfiction genres and show a particular interest in career and personal development topics.



Top reasons for purchasing books (subscribers versus nonsubscribers)

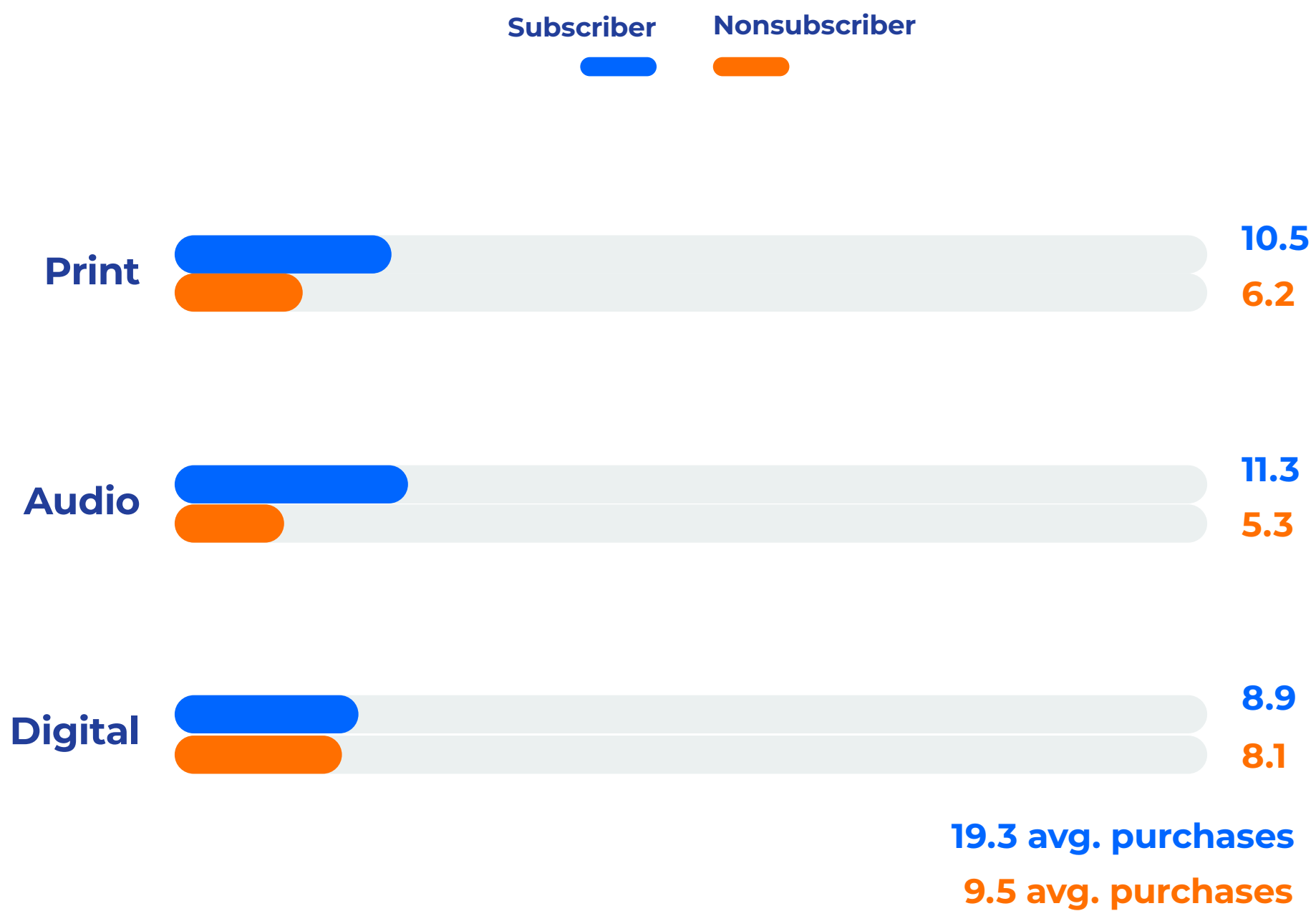
getAbstract subscribers rank “book summary service” as the strongest book purchasing motivator.



Book purchases in the past 12 months

getAbstract subscribers purchased nearly 20 books over the past 12 months, double the amount of books bought by nonsubscribers.

Number of books purchased over the past 12 months:



% Very/somewhat enjoy reading books

82%

92%

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