

— The —  
INFLUENCE  
— of —  
BOOKS



*The study on over 3000 digital influencers*



**A study involving over  
3000 digital influencers.**  
*Do influencers read books  
and how they promote  
them?*

*indaHash*

A woman is seen from the chest up, reading a blue book. The background is a wall covered with several framed line-art drawings, including portraits of people, a dandelion, a fern, and a stylized human figure. The text is overlaid on the top half of the image.

# Is everybody less interested in reading? *Not influencers and their audiences!*

photo: @wroclawianka.czyta

**At indaHash, we love to sit under a cosy blanket with a warm beverage and read a good book. Our recent study shows our influencers enjoy it too, and they don't care about the current worldwide decrease in reading!**

Studies regarding reading covered in 2018 show alarming statistics. American Bureau of Labor Statistics found out that Americans aged between 15–54 **read on average 10 minutes<sup>1</sup> or even less per day**. Kantar Media informed in Great Britain TGI consumer data that 51% of UK adults say they **read only one book<sup>2</sup>** in 2018 and 26% of responders who read over 10 books per year are mostly over 65 years old. National Library of Poland revealed over 60% didn't **read not even one book throughout the whole year<sup>3</sup>**. Scary, isn't it?

On the contrary, **our recent campaigns show that book marketing is thriving**, reaching an enormous audience, even without spending a fortune on a campaign. That's why we just had to check what our influencers think about the shift in reading habits! **We conducted an international study of over 3000 influencers and asked them about their reading and spending habits, as well as current book trends**. The results were positively surprising. **Check out what we've found out!**

<sup>1</sup> <https://www.bls.gov/news.release/atus.t11A.htm>

<sup>2</sup> <https://uk.kantar.com/consumer/leisure/2019/51-of-uk-adults-read-a-book-in-the-last-year/>

<sup>3</sup> <https://www.bn.org.pl/download/document/1553593649.pdf>

# Influencers should become our role models when it comes to reading habits!

First of all, influencers love to read. Not only 84% of the respondents confirmed they enjoy reading, but also research shows that over 52% read 5 or more books per year! Which is above the average in Europe!<sup>4</sup> According to a study made by Eurostats in 2017 Luxembourgers read the most and almost half of them read 5 or more books yearly. Moreover, in the age groups of 19 years old and more, results did not alter much depending on sex or age category. Interesting, right?

Do you like reading books?



How many books do you read per year?

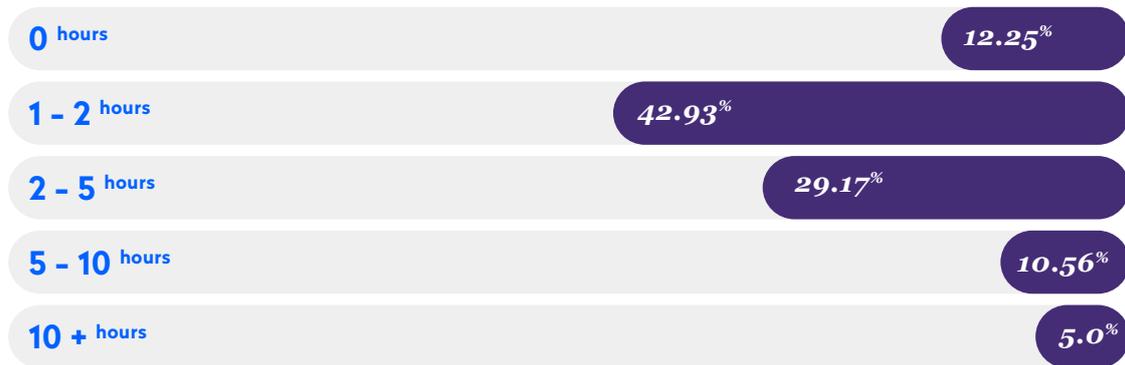
	TOTAL	FEMALE	MALE
none	8.32%	7.20%	11.37%
between 1 and 5	38.77%	37.90%	41.12%
between 5 and 10	24.46%	24.58%	24.14%
more than 10	28.45%	30.32%	23.37%

How much time do they spend on reading weekly?

The majority, 43% of influencers we asked, read for 1-2 hours per week. The second most common answer was between 2-5 hours. As much as 5% declared that they read for longer than 10 hours per week.

<sup>4</sup> <https://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do>

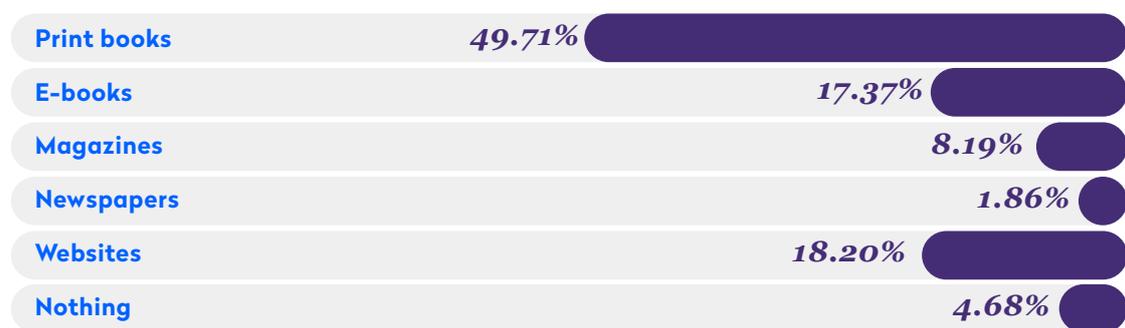
## How much time do you spend reading weekly?



## Books are influencers' go-to reading material!

It's not about quantity but quality. Our survey shows that almost half of influencers prefer reading print books over newspapers or websites. The second most popular medium were e-books with 17% of responders choosing them. Even in the digital era, paper books are still in favour!

## What do you choose to read *the most often*?



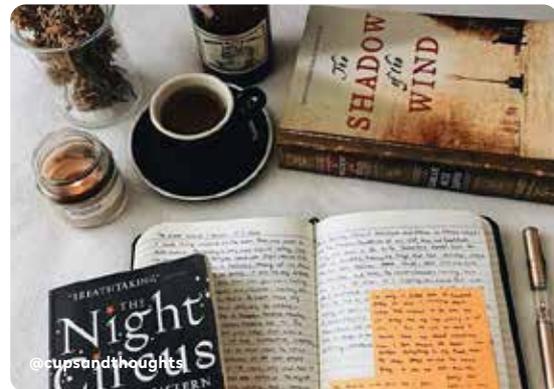
## You're still wondering why influencers can be a great help when promoting your book?

Influencers usually reach for books more often than others. It doesn't matter if it's for commercial purposes or as a form of relaxation. That's why they are a perfect fit if you're aiming to promote your book to a broader audience. As recommending something you like comes easily and without much effort.

Did you know that on Instagram, you can find over 34 million posts tagged #bookstagram and over 41 million tagged #book? Book lovers on social media are booming, and you can discover influencers discussing every possible genre. They not only recommend books but also create discussion groups or communities with similar reading interests.

There is an enormous variety of accounts that have book themes in common which you can spot on Instagram, e.g., profiles with book flat lays, animal book clubs, Instagrams devoted to book reviews made by people on the subway, with books written by black women etc. Celebrities understand the power of social media as well. For example Reese's Witherspoon Book Club (@reesesbookclub) has one of the biggest book-lover following you can find.

## So would you like to cooperate with influencers to step up your sales game?

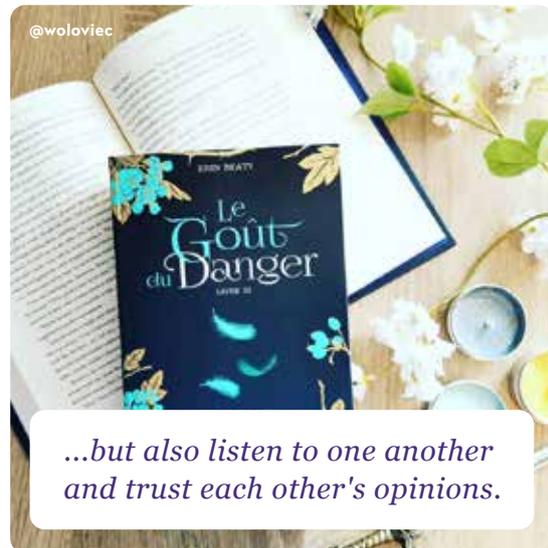


## In reviews we trust

Influencers recommend and also love to follow recommendations from other influencers. Many of them struggle to find time in their busy schedules to dedicate even just a couple of minutes to reading regularly. They need to choose wisely and make sure their new pick is not a miss. What better source of recommendations than fellow bloggers? **64% of responders declared they read book reviews and 71% admitted they purchased a publication because it was endorsed by an influencer.** Bloggers not only speak their minds but also listen to one another and trust each other's opinions.

Do you recommend a good book to your followers?

	Total	Female	Male
Yes	81.01%	83.05%	75.48%
No	18.99%	16.95%	24.52%



## Influencers as readers

Influencers love sharing. Many of them hunt for novelties and the latest trends. They love to give recommendations to their dedicated audiences and share with their fans their newest finds. Bloggers, Instagrammers or Youtubers are perfect when it comes to spreading the word about a new, popular publication, or an independent indie novel. Our latest study proves it - **more than 80% of our respondents declared that they recommend books they enjoyed to their followers.**

Do you read reviews *before purchase*?

63.71%

Yes

36.29%

No



Did you ever purchased a book *following influencer*?

Total

70.97%

Yes

29.03%

No

Female

Yes 74.11%

No 25.89%

Male

Yes 70.97%

No 37.55%

## Influencer community of authors

Many bloggers, at some point in their career, decide to try their hand at writing. Nearly 16% of our responders proudly admit they have published at least one book or e-book. In it, they describe various experiences, give tips, or even come up with a fictional story and write a novel.

**Do you read books** *written by bloggers and influencers?*



Sometimes influencers still don't feel convinced that books recommended by others will apply to them, in such cases, some of them might reach for a certain book after having watched a corresponding movie first. 46% of the respondents of our survey declared they like to reach for the novel anyway, even though they already know the story and it's ending.

**Do you like reading books** *only after you've seen the movie?*



Obviously, the popularity influencers' books instantly receive comes mostly from their following. And there is no better way to promote one's new publication other than to combine forces and help your fellow blogger out. Influencers love to promote their friends' books. Need proof? A group of British influencers which includes Zoella, ThatcherJoe, Tanya Burr and PointlessBlog's Alfie Deyes, among others, is a perfect example. As those influencers are very much interested in writing and publishing, their friends will always go out of their way to invite their fans to grab a copy.

**Have you published a book or e-book?**



## Book presence on social media

If you think books are slowly and inevitably becoming passé, you undoubtedly should take a closer look at the book community that is present on social media. The first stop when searching for book-loving influencers would be the hashtag **#bookstagram** on Instagram, where you will find an impressive number of over 34 M posts. Another tag you will find useful is **#bookshelf**, where many bloggers share gorgeous and creative pictures of their latest discoveries, as well as the cute and fun bookcase arrangements that allow them to display their beloved finds. Searching for 'BookTuber' on Youtube will also give you variety of intriguing results with quite a big audiences.



### Hashtags

<b>#bookstagram</b>	<i>34.7 million</i>
<b>#bookworm</b>	<i>15.7 million</i>
<b>#reader</b>	<i>4.2 million</i>
<b>#bookshelf</b>	<i>3.9 million</i>
<b>#shelfie</b>	<i>1.7 million</i>
<b>#bookhaul</b>	<i>640k</i>

# Book trends among influencers

## Reading trends among influencers

It appears that influencers are most likely to read novels, as much as 40% favoured this genre. But they are also prompt to read **business books** (12%), **biographies** (6%) and **popular science** (5%). Other picks included history and politics books and poetry.

### Which book genre do you reach for the most?

	TOTAL	FEMALE	MALE
Novels	<b>40.18%</b>	45.43%	25.93%
History and politics	<b>4.37%</b>	3.58%	5.51%
Biographies	<b>6.26%</b>	5.89%	7.28%
Poetry	<b>2.17%</b>	2.45%	1.40%
Business	<b>11.97%</b>	8.33%	21.84%
Popular science	<b>5.37%</b>	4.38%	8.05%
Other	<b>29.69%</b>	29.94%	28.99%



When it comes to the choice between fiction and non-fiction, the choice is very even. 51% prefer fiction, whereas 49% will go for non-fiction literature.

## What novels do influencers read?

We know that they are the happiest when picking up novels, but we wanted to learn more! That's why we asked our influencers what their go-to choice is. We've found out that they love a good detective story (27%) or a steamy romance (26%) best! 14% prefer fantasy books and 6% likes to read science fiction novels.

### What type of novels are your go-to choice?

	TOTAL	FEMALE	MALE
Detective stories	<b>26.83%</b>	27.02%	26.31%
Fantasy	<b>14.07%</b>	12.85%	17.37%
Romance	<b>26.52%</b>	32.96%	9.07%
Science fiction	<b>6.43%</b>	4.19%	12.52%
Other	<b>17.72%</b>	16.15%	21.97%
None	<b>8.43%</b>	6.83%	12.77%

Our study shows that influencers favour reading books in the comfort of their homes the most, as much as 68% confirmed that. On the other hand, 16% likes to read while commuting to work or school, and 11% prefer other places. Only 5% will listen to an audiobook in a car.

### Where do you read books?



**Influencers favour reading books in the comfort of their homes the most.**

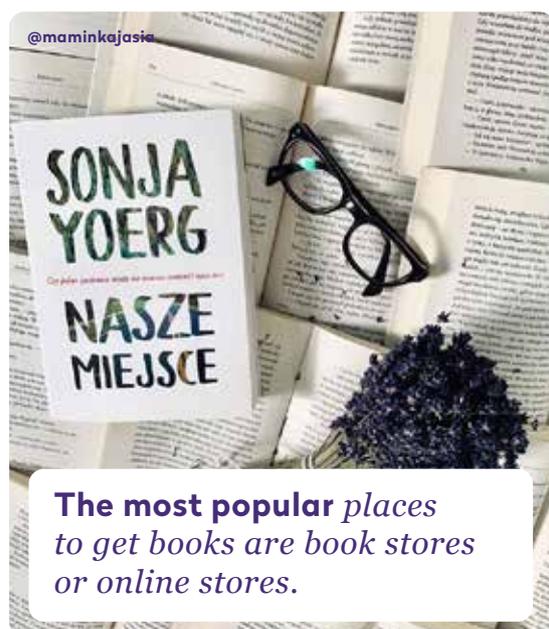
## What are the best places to get books

According to influencers, who took part in the survey, the most popular places to get books are book stores (42%) or online stores (37%). This shows that almost 80% of responders prefer to buy books rather than borrow or acquire them from alternative sources. Only 11% is willing to get books, either from a library or a friend, and even a smaller number belongs to a book club (less than 1%).

Asked about taking part in book sharing events where one can exchange books most influencers (64%) claimed that they do not

Asked about taking part in book sharing events where one can exchange books most influencers (64%) claimed that they do not participate in them, only 36% declared that they do partake in such meetings.

### Where do you find *books too read?*



The most popular places to get books are book stores or online stores.

## Paper or digital?

Another fascinating insight were the preferences regarding what influencers use to read their books. The study finds that the majority of influencers who took part in this survey prefer to read a paper book, whereas only 26% will go with an e-book.

### Do you prepare reading *paper books or e-book?*



Another question that arose was what influencers, who chose digital books, use to read them on. As it turns out, over half of the responders use their phones to read (52%). The second best are tablets, as much as 17% like to use them. Less popular are e-book readers (only 8%!) and laptops (7%).

### What is your go-to media to read e-books?

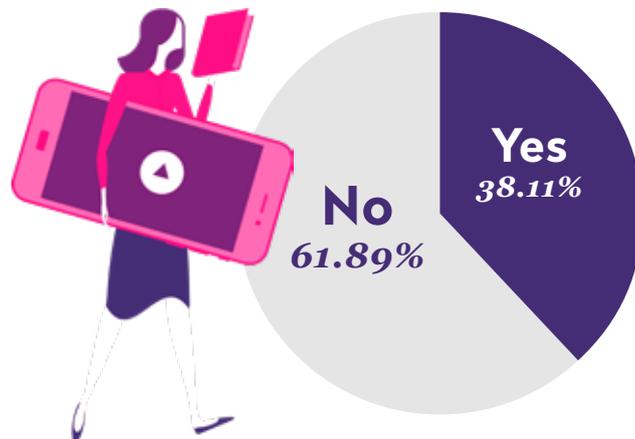
	TOTAL	FEMALE	MALE
Smartphone	52.36%	51.55%	54.53%
Tablet	16.79%	16.95%	16.35%
E-book reader	8.02%	8.43%	9.60%
Laptop	7.16%	6.87%	7.92%
Other	15.69%	16.20%	14.30%



### Do influencers like to listen to books?

The answer to these questions came to us as a bit of a surprise. It seems that as much as 62% of influencers don't like to listen to audiobooks.

### Do you listen to audiobooks?

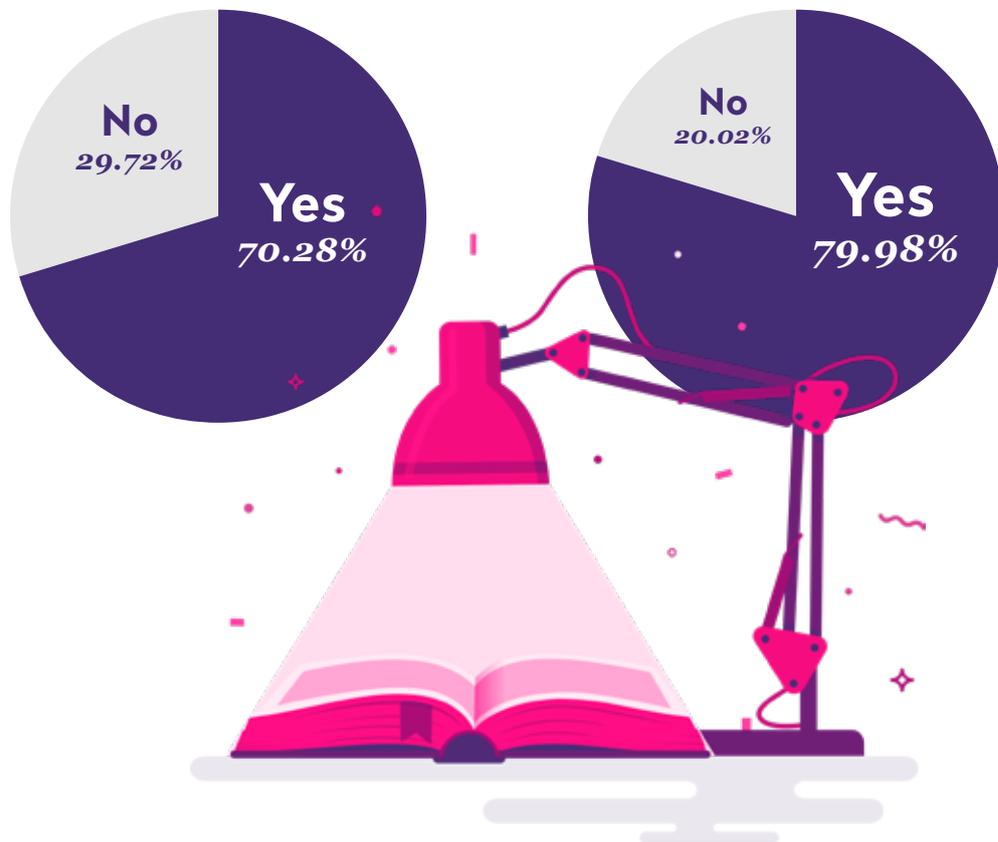


## Eco trends

What we also wanted to learn from our survey was if influencers would support eco-friendly book trends. That's why we asked them if they would be more willing to buy a book from recycled paper. We were pleased to learn that nearly 80% would be happy to do that.

Do you buy book *as a gifts*?

Would you rather but a book from *recycled paper*?



## Books as a gift

Do influencers think it's a good idea? It looks like reading is massive. Therefore books are great as presents. At least it's what 70% of our influencers think, they said that they would likely buy a book as a gift.

# Book campaigns in *indaHash Deal*

BOOK:

*Rób swoje* Sarah Knight



Reach

**1 300 000**

Publications

**78**

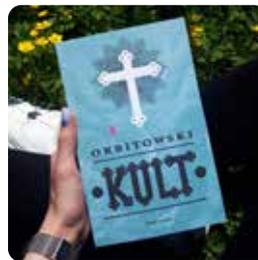
Duration

**30 days**

Influencers received the book *Rób swoje* by Sarah Knight entirely for free. In exchange they published bright photos with or of the book. With an impressive number of **78 photos** published, the campaign generated a **4% engagement** and a reach of over **1.3 million followers**.

BOOK:

*KULT* Łukasz Orbitowski



Reach

**480 000**

Publication

**28**

Duration

**30 days**

Influencers were offered a book *KULT* by Łukasz Orbitowski for free. In this campaign influencers published **28 photos** of the book shortly after its release date. The campaign reached over **480k** and generated a **4% engagement**.

## BOOK:

*Macho. Instrukcja obsługi* Gryżewski Andrzej

Reach

**1 300 000**

Publication

**78**

Duration

**30 days**

In this campaign influencers promoted the book *Macho. Instrukcja obsługi*. On their social media they posted creative photos with or of the book with caption spilling the tea about its plot. **26 photos** published in the campaign reached over **230k** and generated a **4% engagement**.

## BOOK:

## The best thriller books to read during the summer



Reach

**1 300 000**

Publication

**78**

Duration

**30 days**

For the purpose of this campaign, influencers were promoting the best thriller books to read during the summer. On their social media they posted aesthetic photos of the books. **16 photos** published in the campaign reached over **85k** and generated an incredible **6% engagement**.

## BOOK:

*Noah Can't Even* **Simon James Green**

Reach

**480 000**

Publication

**28**

Duration

**30 days**

Influencers were asked, in exchange of a copy of the book *Noah Can't Even* by Simon James Green, to create a post and share their secret or guilty pleasure with followers in the caption. **18 published photos** with or of the book. The campaign reached **over 460k** and generated a **4% engagement**.

## BOOK:

*Nasze miejsce* **Yoerg Sonja**

Reach

**480 000**

Publication

**28**

Duration

**30 days**

Influencers received a book *Nasze miejsce* by Yoerg Sonja with 100% discount. They were asked to create a post inspired by nature. With **9 photos**, the campaign reached **over 130k** and generated almost **4% engagement**.

# Key takeaways *for the report*

Influencers read more than average readers, so they are the perfect pick to step up your promotional game. **81% of our respondents declared that they recommend books they enjoyed to their followers.**

Looking for cooperation when promoting your book, you should check Instagram's hashtags like #book 41M, #bookstagram 34.7 M, #bookworm 15.7 M.

Our survey reveals that **64% of responders declare that they read book reviews, and 71% admit they purchased a publication because it was endorsed by an influencer.**

When you pick publication format, remember that **paper books are in favour** and novels are influencer's favourite genre!

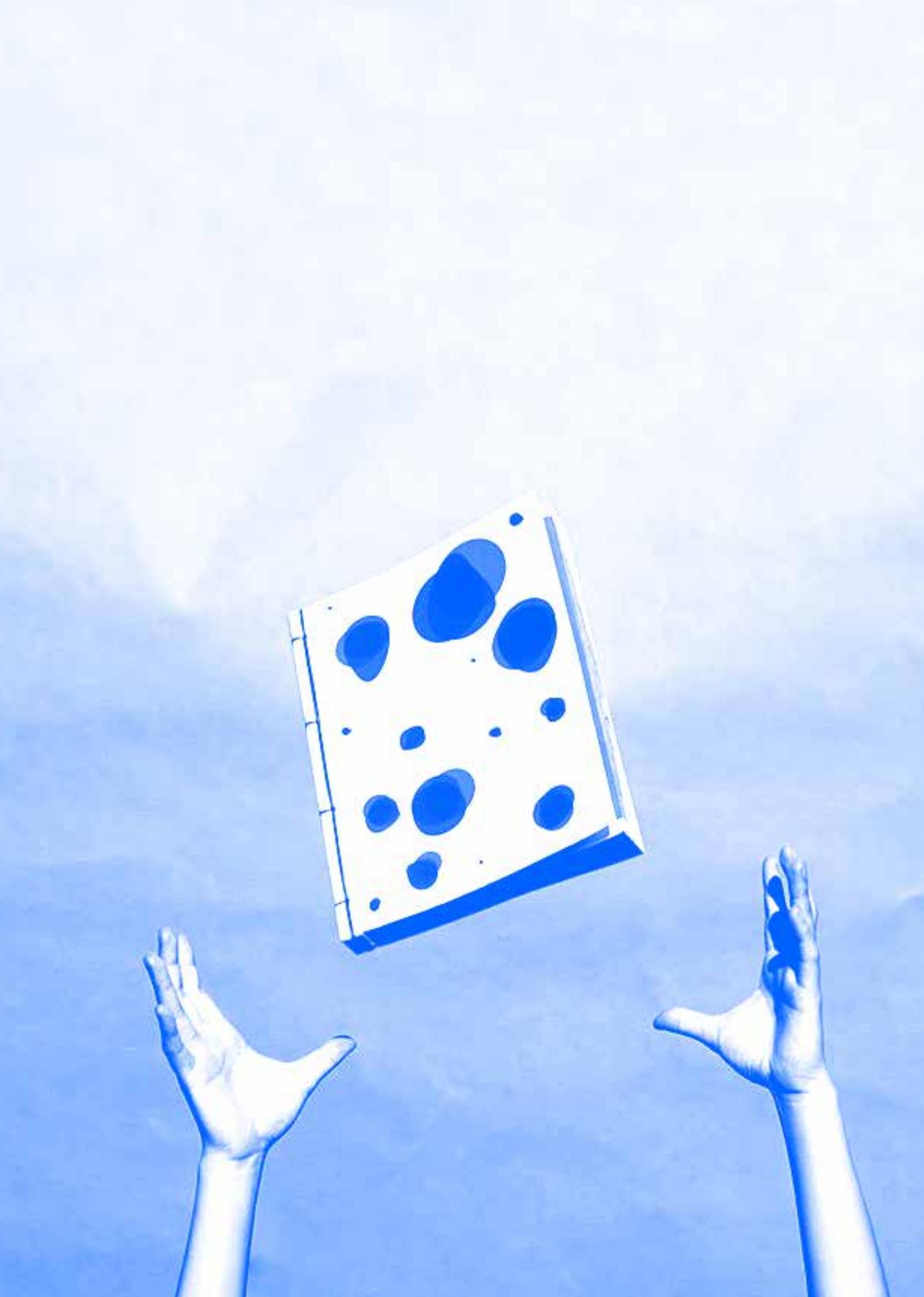
In case they only have a digital version available, **influencers prefer to read on their phones (52%), over laptops (7%) or e-book readers (8%).**

Be environment-friendly! **80% of responders pick a book from recycled paper** over a normal one.

If we're taking into consideration spending habits, **80% of responders prefer to buy books rather than borrow** or acquire them from alternative sources.

Over 70% of them think a **book is a perfect gift idea.**





# Ready for an influencer marketing campaign? We can help.



If you are a journalist or business professional, and you would like to conduct a survey with our international group of influencers, we can help you create a custom report tailored for your needs. Please contact us via [deal\\_support@indahash.com](mailto:deal_support@indahash.com), or call us at **+48 570 199 086**

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