

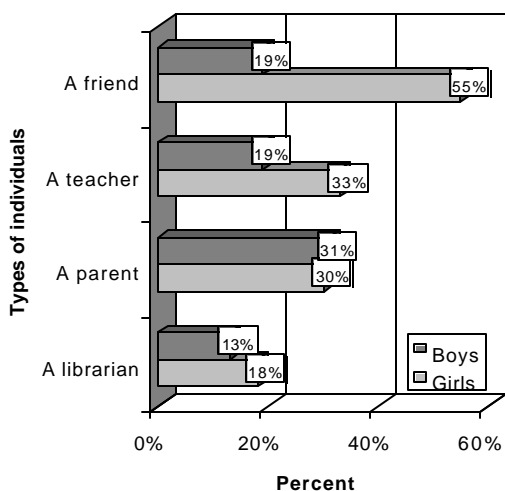
# FAST FACTS

Recent Statistics from The Library Research Service

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Types of Individuals Who Influence  
Teen Book Purchasing, 1998



## Teens Credit Librarians With Influencing Their Book Purchases

If you are a young adult librarian, have you ever considered how many of your clients may be looking to you for book purchasing recommendations? According to a recent **Publisher's Weekly** poll of 12 to 17 year olds nationwide...

- Librarians rank fourth after friends, teachers, and parents as the people they most credit with influencing their book-buying choices.
- After parents, librarians are the individuals to whom teenage boys are almost as likely to turn as teenage girls are. (Gender differences for friends and teachers are dramatic, as the chart at the left illustrates.)

Assuming that these national results apply to Colorado, consider the following: Based on 1997 Census Bureau data, it may be estimated that there are now over 176,000 boys and almost 157,000 girls between the ages of 12 and 17. At the reported percentages, that means that there are about 52,000 teenagers—23,000 boys and 29,000 girls—looking to librarians to recommend books to them.

How many of them use your public library or school library media center?



**Sources:** *Reading Seen As "Cool," Publisher's Weekly*, October 12, 1998, pp. 28-31.  
*Estimates of the Population of the U.S. and States by Single year of Age and Sex: July 1, 1997* (<http://www.census.gov/population/estimates/state/stats/ag9797.txt>).

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