



Manga in Libraries The Gateway to Sales and Readers in North America

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Mangasplaining's Comics in Libraries Survey Results

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If you're going to ALA Annual in Chicago this week, drop by the @mangasplaining table #1453 - If you fill out our manga in libraries survey, you could be an instant winner of these goodies I brought back from Japan, including tote bags, notepads & manga replica pages



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Comics in Libraries Survey

2023 Version

- 268 responses
- In-person at the ALA Annual Conference
- Some responses after the event online

2024 Version

- 178 responses
- In-person at the ALA Annual Conference
- In-person at the NCTE Convention
- Via newsletters from Mangasplaining, Manga Classics, Kodansha USA, GNCRT

Engage in person!



What is your job?

Most respondents work in public libraries, with school libraries also well represented.

What Is Your Job?	2023	2024	All Respondents (2023 + 2024)
librarian or library worker	73%	84%	77%
teacher, teacher-librarian, or educator	16%	16%	16%
other school, library, or book professional	6%	2%	5%
not in education or library fields	4%	1%	3%



What age-groups are served by your institution?

The majority of libraries serve multiple age-groups.



What age-groups are served by your institution?	2023	2024	All Respondents (2023 + 2024)
children	44%	50%	47%
teens	68%	78%	73%
adults	44%	35%	40%

How do you work with manga?

Librarians who work directly with manga are well represented in the data.

How do you work with manga?	2023	2024	All Respondents (2023 + 2024)
% who make or influence manga-purchasing decisions	35%	52%	42%
% who make manga recommendations as part of their professional duties	35%	46%	39%



More about the respondents...

- **Only 6%** of respondents reported that their libraries **didn't carry *any* manga**.
 - If we extrapolate that to the number of libraries in the US, that would mean that **117,408 libraries in the US already have manga in their collections**.
- Most common reasons for not carrying manga were **“no demand”** and **“we don't know how or what to select”**.
- Of those making or influencing manga purchasing decisions in schools and libraries, **37% “don't know enough”** and/or **“want to learn more”** about manga.
- Of all 464 respondents, only three indicated that they were **“not interested”** in manga.

Age category opportunities...

Survey results aligned with our anecdotal knowledge that not every library collects manga for every age group that it serves, and that adult collections in particular represent an opportunity for growth.

- **20%** of libraries with adult collections don't carry manga for adults.
- **11%** of libraries with kids' collections don't carry manga for kids.
- **7%** of libraries with teen collections don't carry manga for teens.



What are your manga successes?

The high demand for manga is a positive metric for libraries.



What kinds of successes have you seen with your manga collection?	2023	2024	All Respondents (2023 + 2024)
manga is popular, high circulation	70%	79%	73%
[public libraries] manga appeals to all ages	37%	65%	49%
manga encourages repeat visits to the library	42%	53%	46%
manga attracts/serves a diverse readership	36%	53%	43%
manga makes the library "cool"	38%	47%	41%
[school libraries] manga supports educational objectives	22%	46%	31%
manga is relevant to current social/cultural issues	20%	20%	20%

Where do you learn about manga?

Each librarian consults four different sources for info about manga on average.

Where do you learn about manga?	2023	2024	All Respondents (2023 + 2024)
directly from manga publishers (websites, newsletters)	48%	57%	51%
via patron/student requests	36%	50%	41%
book-industry-facing publications and reviews (e.g. <i>School Library Journal</i>)	28%	45%	35%
fan-facing manga and anime websites , podcasts, etc. (e.g. <i>Anime News Network, Mangasplaining</i>)	31%	37%	33%
from manga distributors and wholesalers (e.g. Penguin Random House, Ingram...)	34%	28%	32%
from my colleagues (i.e. word of mouth)	33%	27%	31%
awards and best-of lists (e.g. Eisner Awards, YALSA Great Graphic Novels for Teens list)	22%	34%	27%
social media (e.g. Twitter, TikTok...)	24%	18%	22%
public-facing publications and reviews (e.g. <i>The New York Times, NPR</i>)	25%	15%	21%
book talks , info sessions, presentations (including virtual or in-person)	18%	21%	19%
by attending comic or anime conventions in-person	19%	16%	18%

What makes collecting manga difficult?

- **55%** of respondents reported **operational/budget issues** collecting manga.
- **48%** of respondents reported **content concerns** as a barrier to collecting manga.
- **35%** of respondents reported **information/knowledge gaps** as barriers to collecting manga.



What makes collecting manga difficult?

Librarians' knowledge gaps around manga exacerbate their content concerns.

What makes collecting manga difficult?	2023	2024	All Respondents (2023 + 2024)
nudity/sexual content	35%	33%	34%
availability issues/difficult to source	26%	46%	34%
series are " too long "	22%	39%	29%
don't know how/what to select	20%	17%	19%
budget issues	16%	22%	18%
lack of relevant information or reviews	15%	24%	18%
violent content	18%	15%	17%
inappropriate for the age group(s) we serve	17%	16%	17%
student/patron requests are often inappropriate	11%	22%	15%
mid-series changes in age-appropriateness	11%	19%	14%
concerns about challenges or bans	14%	12%	13%
publishers' age-ratings don't align with our age/selection parameters	8%	13%	10%

What would improve your manga collection?

41% percent of respondents reported that **access to more information and/or knowledge about manga** would improve their collections.

What would improve your manga collection?	2023	2024	All Respondents (2023 + 2024)
a greater variety of manga, to appeal to a wider readership	42%	50%	45%
just... more manga!	40%	48%	43%
a bigger budget for manga	30%	38%	33%
more info /reviews from trusted sources	27%	42%	33%
more professional development , to learn more about manga	19%	29%	23%
more buy-in from admin, colleagues, community, parents...	7%	22%	13%

5 Key Takeaways for Manga Publishers



1. Schools and libraries are a key market segment with capacity for significantly more manga purchasing.
2. ***DIVERSITY OF CONTENT*** - Kids manga for kids, sophisticated adult manga for adults.
3. “Age-appropriateness” is a core concern for all institutional sales.
4. Support is needed to communicate content and increase knowledge.
5. Book Challenges are a growing concern regarding manga.

Thank you!

Any questions?



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“The podcast for people who haven’t read much manga before”

mangasplaining.com





Libraries and Manga Survey

We want to hear from you!



bit.ly/ALAMangaSurvey

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