

YouGov Survey Results

Sample Size: 2121 adults in GB
Fieldwork: 29th - 30th January 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2121	382	545	195	229	744	757	1027	1094	223	876	524	498	1209	912	1835	102	185	503	348	257	728	
Unweighted Sample	2121	374	621	232	273	906	803	965	1156	111	843	578	589	1344	777	1812	114	195	508	354	162	788	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you read any books or listened to any audiobooks in the last 12 months?

Yes	60	63	70	64	51	72	54	53	66	53	57	63	65	66	52	60	60	56	58	60	63	61
No	40	37	30	36	49	28	46	47	34	47	43	37	35	34	48	40	40	44	42	40	37	39

About how many books have you read or listened to in the last 12 months?

1	3	2	3	1	3	4	2	3	3	5	4	4	1	3	4	3	2	5	3	3	1	4
2-4	16	14	18	16	18	17	14	17	15	18	16	18	12	17	15	16	22	10	16	22	13	15
5-9	9	9	11	9	6	11	8	8	10	7	10	9	9	12	6	9	6	10	8	7	12	10
10-14	7	9	9	11	7	10	6	7	7	7	7	8	9	9	5	7	6	7	8	6	11	7
15-19	4	5	5	4	1	5	3	3	5	3	3	3	5	4	3	4	2	5	4	3	3	4
20-24	4	4	6	10	3	6	4	3	5	3	3	6	5	5	4	4	4	4	4	3	5	5
25-29	2	3	2	2	1	3	2	2	2	0	1	3	3	2	2	2	1	2	2	3	1	2
30-39	3	2	5	2	3	3	3	3	3	2	2	4	4	3	3	3	2	3	3	3	2	3
40-49	2	2	2	1	1	2	1	1	2	0	1	1	3	2	1	2	1	1	1	1	2	2
50-99	4	5	5	4	3	6	4	2	5	4	3	3	5	5	2	3	7	4	2	2	6	4
100 or more	2	4	2	1	2	2	2	1	3	0	1	3	4	2	2	2	2	0	3	3	2	2
Don't know	4	4	3	4	1	3	3	4	5	4	6	2	4	4	5	4	6	4	4	4	4	4
Not applicable	40	37	30	36	49	28	46	47	34	47	43	37	35	34	48	40	40	44	42	40	37	39

Were any of the books that you read or listened to in the last 12 months...? Please select all that apply.

[Asked only to those who have read or listened to a book in the past 12 months; n=1362]

Physical books	82	85	82	87	82	83	81	81	83	86	82	80	84	84	80	82	86	80	79	83	86	83
Digital / e-books	40	43	40	36	37	42	39	35	43	32	39	36	48	41	38	39	45	44	41	40	43	36
Audiobooks	30	25	36	26	22	37	21	29	30	32	40	28	17	33	25	30	35	27	26	27	43	30
Didn't read or listen to any books	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0

And which of these was the main way you read or listened to books in the last 12 months?

[Asked only to those who said they read / listened to books in 2 or more formats; n=574]

Physical books	41	39	42	46	44	41	42	35	45	41	41	39	44	42	40	42	56	31	39	45	42	41
Digital / e-books	38	50	32	30	39	33	47	44	34	38	32	41	46	36	42	37	34	49	46	36	32	35
Audiobooks	19	10	24	21	17	23	10	20	18	21	25	17	8	20	17	20	11	17	15	17	22	23
Don't know	2	1	2	3	0	3	1	1	2	0	2	3	2	2	2	2	0	3	1	2	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous answer, you said that you have read one or more e-book in the last 12 months. Which device would you typically read them on?

[Asked only to those who said they have read an e-book in the last 12 months; n=545]

A specialised e-book device (such as a Kindle)	59	62	56	61	60	56	66	56	62	51	59	60	61	58	62	59	49	71	64	68	40	59
A mobile phone	20	15	21	18	16	24	8	19	20	26	28	18	9	22	16	21	24	9	18	13	37	20
A tablet	18	23	20	20	23	18	23	21	17	19	12	19	27	18	20	18	17	20	17	17	21	19
A computer or laptop	2	0	4	2	1	2	2	4	2	4	1	4	3	2	3	2	10	0	2	2	2	2
Something else	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

About how frequently do you read or listen to books?

Every day	20	26	25	19	19	24	23	13	27	7	16	23	32	23	16	20	21	20	20	21	23	19
Most days	17	18	19	22	11	20	15	16	17	14	16	17	19	18	14	17	12	15	16	14	20	18
Once or twice a week	13	14	16	15	10	15	10	14	12	15	13	13	12	15	11	13	10	12	12	13	15	14
Once a month	7	6	8	4	6	8	4	5	8	10	8	5	5	8	5	7	10	5	5	8	11	5
Once every two to three months	8	6	8	10	8	8	7	8	7	8	8	9	6	8	7	7	14	7	9	6	5	7
Once or twice a year	8	9	8	8	7	9	9	10	7	6	10	9	6	8	9	8	8	13	7	10	3	9
Less often than this	11	10	7	11	12	7	12	13	9	19	10	11	10	8	15	11	10	13	11	11	13	11
Never	15	11	8	7	25	9	18	18	12	13	19	12	12	11	20	15	13	15	17	14	10	15
Don't know	2	0	1	3	1	1	1	2	1	8	1	1	0	1	2	2	1	2	2	2	0	2

And of the books that you read or listen to, are they fiction books, non-fiction books, or a mixture?

[Not asked to those who said they "never" or "don't know" when asked how frequently they read/listen to books; n=1845]

Entirely fiction books	18	23	17	16	15	18	20	16	20	10	17	18	23	18	18	18	19	20	20	20	8	19
Mostly fiction books	37	40	40	42	32	41	34	30	43	45	35	37	37	39	34	37	38	36	38	34	38	37
About an even mix of fiction and non-fiction books	23	18	25	21	23	24	22	25	21	23	24	21	22	23	23	23	17	21	22	24	29	22
Mostly non-fiction books	12	10	13	12	18	11	12	15	10	12	13	13	11	12	13	12	15	14	12	11	15	11
Entirely non-fiction books	7	7	4	6	9	5	9	10	4	2	8	7	7	6	8	7	9	5	6	9	5	7
Don't know	3	1	1	3	3	1	2	4	2	9	3	3	1	2	5	3	1	4	1	3	5	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On which, if any, of the following occasions do you typically read or listen to books? Please select all that apply.

[Not asked to those who said "never" or "don't know" when asked how frequently they read/listen to books; n=1845]

When going to bed	57	59	61	61	51	61	53	49	64	59	59	55	56	61	51	57	61	55	52	59	61	58
In free time during the day	56	55	56	60	53	55	56	51	60	63	51	51	67	55	58	56	52	55	55	53	63	56
While on holiday	54	63	55	59	45	58	56	47	60	39	51	58	60	58	48	54	53	54	57	49	53	55
When travelling outside of commuting	22	20	28	20	16	28	16	19	24	21	24	22	19	26	16	22	24	22	21	17	36	19
When commuting	19	10	24	23	9	26	9	18	20	25	28	16	6	23	13	20	16	16	18	12	43	16
During breaks at work	11	8	12	9	7	13	5	10	12	16	16	9	3	12	9	11	13	8	9	10	20	10
None of the above	3	1	2	0	6	2	4	5	2	5	4	3	2	2	6	3	1	5	3	4	4	3
Don't know	1	0	1	1	2	1	1	1	1	4	1	1	1	0	2	1	1	0	1	2	1	1

How many books of the following kind do you own?

Physical books

0	12	8	5	3	20	4	15	16	8	11	12	12	11	7	17	12	8	14	16	10	8	11
1-10	16	15	11	17	20	11	19	18	16	18	20	15	11	13	21	16	18	21	19	18	9	16
11-25	14	13	14	20	15	14	13	13	15	24	13	13	12	15	14	14	17	13	14	16	9	15
26-50	15	18	16	17	13	17	14	14	16	14	17	13	15	19	11	16	11	15	15	13	18	17
51-100	14	14	21	15	8	18	12	13	16	13	13	17	14	15	13	14	21	12	13	13	17	14
More than 100	24	31	31	24	20	33	25	22	26	13	19	27	36	28	19	25	21	24	21	26	33	24
Don't know	4	1	2	5	3	3	3	4	3	6	5	3	2	3	5	4	4	1	3	3	6	4

Digital / e-books

0	51	53	42	47	61	44	56	55	47	50	51	53	50	46	58	52	46	51	53	54	41	53
1-10	16	14	18	19	14	15	12	15	16	25	17	13	12	17	13	16	19	15	14	16	17	16
11-25	7	7	11	9	4	10	5	6	8	7	9	5	5	8	6	7	5	5	7	7	7	7
26-50	6	7	8	5	3	7	7	6	6	5	6	7	7	7	5	6	12	7	7	4	9	6
51-100	5	6	5	4	6	7	4	5	5	1	5	6	5	5	4	5	4	4	4	6	7	4
More than 100	11	12	13	9	9	14	12	8	13	3	9	12	16	12	9	10	12	13	11	10	10	10
Don't know	4	2	4	6	3	4	3	4	5	9	3	4	4	4	5	4	1	4	4	4	9	3

Audiobooks

0	75	80	68	76	82	66	83	75	75	77	69	79	79	71	80	75	67	79	79	79	62	75
1-10	13	12	16	13	8	16	9	13	13	12	15	11	10	15	10	12	20	11	10	12	15	13
11-25	4	4	6	4	1	6	2	3	5	2	5	3	3	5	2	4	7	4	2	3	7	4
26-50	3	3	5	1	2	4	3	3	2	1	3	3	3	4	2	3	3	2	5	2	4	2
51-100	2	0	2	2	2	3	1	2	1	0	3	1	1	2	2	2	2	2	1	1	4	2
More than 100	2	1	3	3	3	3	2	1	2	1	1	2	3	2	2	2	1	1	2	2	2	2
Don't know	2	1	1	2	1	2	1	3	2	7	3	0	1	2	2	3	0	1	2	1	7	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you organise the physical books at home that you own? Please select all that apply.

[Not asked to those who said they don't own any physical books; n=1938]

By size	19	22	17	21	19	17	21	18	21	14	21	17	21	19	19	19	27	17	17	17	23	20
By genre	17	19	22	24	16	19	15	17	17	23	13	17	21	18	15	17	15	17	14	17	18	20
Alphabetically, by author	11	13	13	14	9	12	13	10	13	16	9	12	13	12	10	11	10	14	11	8	15	11
By whether I have read them yet	10	9	12	13	12	10	10	8	12	15	8	10	13	10	11	11	11	6	9	9	11	12
By colour	4	1	5	4	1	4	1	2	5	8	6	1	0	4	2	4	2	6	4	1	9	2
Alphabetically, by title	2	3	2	2	1	2	2	2	2	2	3	2	2	2	2	2	1	2	1	2	2	3
Other	6	5	9	5	2	7	4	6	6	10	6	5	5	6	7	6	2	5	5	8	5	7
Not applicable - I do not organise my physical books in any way	45	44	40	42	50	43	47	49	41	41	47	47	40	42	48	44	45	53	48	48	35	43
Don't know	2	1	2	1	0	1	0	2	2	4	3	0	0	2	1	2	1	3	2	1	3	1

In the last 12 months, have you done any of the following? Please select all that apply.

Purchased new books for yourself	50	54	60	53	40	60	45	47	53	49	49	51	50	56	42	50	55	47	47	45	54	53
Purchased second-hand books for yourself	40	42	49	44	35	48	37	32	46	38	35	41	46	44	33	40	46	33	34	38	47	42
Borrowed books from family or friends	28	33	34	35	18	34	24	19	37	34	28	27	29	32	24	29	27	20	27	26	41	28
Borrowed books from a library	19	26	23	21	13	24	17	13	24	18	18	15	24	22	14	18	20	21	18	18	25	17
N/A - I have not done any of the these	29	24	20	24	35	19	35	35	23	28	31	31	24	24	36	29	24	30	34	32	18	28
Don't know	1	0	1	1	0	1	0	2	1	2	2	1	0	1	1	1	1	1	1	0	3	1

Do you consider listening to an audiobook to be equivalent to having read that same book?

Yes I do	29	23	34	33	25	37	20	25	33	35	34	24	23	32	26	29	32	29	27	31	30	29
No I do not	53	57	48	52	63	47	60	54	52	51	49	59	55	53	53	54	47	52	56	53	50	53
Don't know	18	20	18	15	12	15	20	21	15	14	17	17	22	15	21	17	21	18	16	16	20	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say that you generally prefer paperback or hardback books?

Paperback books	52	55	59	50	42	60	46	42	60	53	53	50	50	56	46	52	53	47	48	47	71	50
Hardback books	22	17	19	24	29	19	20	26	18	31	22	18	20	19	25	21	27	26	22	26	16	20
Neither	20	24	16	19	22	17	27	24	16	8	17	24	26	18	22	20	10	21	23	19	9	23
Don't know	7	4	7	7	6	5	7	8	5	8	8	8	4	6	7	7	9	6	7	9	4	7

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*