

YouGov / Ideate Research Ltd
AHRC Wave 2

Fieldwork Dates: 4th - 6th November 2015
 Sample Size: 2,186 GB Adults

Total	Gender		Age					Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	England	Wales	Scotland

The following questions are about the changing status of books in the 21st Century. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Books will continue to have cultural and intellectual relevance regardless of their format (i.e. paper or electronic)

	Unweighted base	2186	1065	1121	163	269	384	389	981	552	371	196	208	533	1860	115	211
Base: All GB adults	2186	1060	1126	260	308	405	357	856	538	359	210	280	501	1887	109	190	
Strongly agree	39%	36%	41%	32%	36%	37%	37%	44%	39%	35%	39%	43%	39%	39%	36%	39%	
Tend to agree	40%	43%	38%	39%	36%	39%	42%	42%	39%	42%	42%	36%	41%	40%	40%	42%	
Neither agree nor disagree	12%	13%	11%	15%	15%	16%	14%	8%	14%	15%	11%	10%	11%	12%	13%	11%	
Tend to disagree	4%	3%	5%	4%	5%	4%	5%	3%	4%	5%	3%	5%	4%	4%	5%	3%	
Strongly disagree	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	-	1%	1%	1%	1%	
Don't know	4%	3%	5%	9%	7%	4%	1%	2%	3%	4%	3%	6%	4%	4%	5%	4%	
Net: Agree	79%	79%	79%	71%	72%	76%	79%	86%	78%	77%	81%	79%	80%	79%	76%	81%	
Net: Disagree	5%	5%	5%	5%	6%	4%	6%	4%	5%	5%	5%	5%	5%	5%	6%	3%	

For the following question, please imagine you could save one book from being destroyed forever...

Which ONE, if any, of the following types of book would this be? (If your answer is not shown in the list below, please type it in the open 'other' box. If you would not save any book please select the 'Not applicable' option)

	Unweighted base	2186	1065	1121	163	269	384	389	981	552	371	196	208	533	1860	115	211
Base: All GB adults	2186	1060	1126	260	308	405	357	856	538	359	210	280	501	1887	109	190	
A novel	21%	16%	25%	35%	32%	22%	20%	13%	22%	19%	18%	28%	18%	21%	23%	22%	
A work of non-fiction	9%	10%	8%	7%	10%	9%	11%	9%	9%	9%	9%	6%	12%	9%	9%	8%	
A religious or sacred text	14%	14%	15%	13%	11%	11%	14%	18%	12%	15%	18%	18%	14%	15%	13%	15%	
A reference book (e.g. a dictionary, an encyclopedia etc.)	32%	37%	27%	21%	23%	29%	32%	39%	33%	33%	32%	28%	33%	32%	26%	31%	
Other	3%	3%	3%	-	1%	2%	4%	4%	2%	2%	5%	2%	3%	3%	1%	5%	
Don't know	15%	14%	16%	15%	17%	18%	16%	13%	16%	16%	11%	16%	15%	15%	17%	13%	
Not applicable - I wouldn't save any book	6%	6%	5%	9%	6%	8%	3%	5%	6%	6%	8%	3%	5%	5%	11%	7%	
Net: Know they would save a book	79%	79%	79%	76%	77%	74%	80%	83%	78%	78%	81%	81%	80%	79%	72%	81%	

Total	Working status							Which ONE, if any, of the following formats do you read books in most often? (Please select the option that best applies. If you never read books, please select the 'Not applicable' option)					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Electronic (i.e. e-books)	Hardback	Paperback	Don't know/ can't recall	Not applicable - I never read books	Physical

The following questions are about the changing status of books in the 21st Century. To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

- Books will continue to have cultural and intellectual relevance regardless of their format (i.e. paper or electronic)

Unweighted base	2186	918	315	1233	85	583	72	213	467	248	1252	52	167	1500
Base: All GB adults	2186	948	315	1262	115	505	82	221	457	241	1234	61	194	1475
Strongly agree	39%	37%	37%	37%	37%	44%	35%	38%	47%	43%	40%	16%	12%	41%
Tend to agree	40%	41%	40%	41%	41%	42%	35%	34%	37%	37%	43%	28%	36%	42%
Neither agree nor disagree	12%	13%	15%	14%	11%	7%	14%	17%	11%	14%	9%	28%	30%	10%
Tend to disagree	4%	4%	4%	4%	5%	4%	5%	3%	2%	3%	4%	8%	5%	4%
Strongly disagree	1%	0%	1%	1%	1%	1%	2%	-	0%	1%	1%	4%	2%	1%
Don't know	4%	4%	3%	4%	6%	2%	8%	7%	2%	2%	3%	16%	15%	3%
Net: Agree	79%	78%	77%	78%	78%	86%	71%	73%	84%	80%	83%	44%	48%	83%
Net: Disagree	5%	5%	5%	5%	6%	5%	7%	3%	3%	4%	5%	12%	7%	5%

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A novel	21%	23%	23%	23%	42%	12%	20%	17%	22%	16%	25%	3%	4%	24%
A work of non-fiction	9%	11%	8%	10%	9%	8%	9%	8%	9%	16%	9%	6%	6%	10%
A religious or sacred text	14%	12%	18%	14%	9%	17%	19%	15%	16%	19%	15%	11%	4%	16%
A reference book (e.g. a dictionary, an encyclopedia etc.)	32%	31%	28%	30%	19%	41%	25%	28%	31%	32%	32%	27%	32%	32%
Other	3%	3%	2%	2%	-	4%	1%	4%	3%	4%	2%	2%	2%	3%
Don't know	15%	14%	17%	15%	17%	13%	16%	19%	15%	13%	14%	46%	17%	14%
Not applicable - I wouldn't save any book	6%	6%	4%	6%	3%	4%	9%	9%	4%	0%	3%	6%	36%	3%
Net: Know they would save a book	79%	79%	79%	79%	80%	83%	75%	72%	81%	86%	83%	48%	47%	84%

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Which ONE, if any, of the following formats do you read books in most often? (Please select the option that best applies. If you never read books, please select the 'Not applicable' option)

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Base: All GB adults	2186	1060	1126	260	308	405	357	856	538	359	210	280	501	1887	109	190	
Electronic (i.e. e-books)	21%	20%	22%	20%	18%	23%	21%	21%	22%	21%	15%	21%	20%	20%	17%	27%	
Hardback	11%	14%	8%	6%	9%	7%	13%	14%	11%	9%	11%	14%	10%	11%	10%	12%	
Paperback	56%	50%	63%	60%	59%	56%	56%	55%	55%	58%	60%	57%	56%	57%	62%	52%	
Don't know/ can't recall	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	1%	3%	3%	3%	4%	1%	
Not applicable - I never read books	9%	13%	5%	11%	11%	10%	8%	8%	10%	8%	13%	5%	9%	9%	7%	7%	
Net: Physical	67%	64%	71%	66%	68%	63%	69%	69%	66%	67%	71%	71%	67%	68%	71%	64%	

You said that you read books in [format]

Which, if any, of the following are your reasons for this? (Please select all that apply)

	Unweighted base	1967	916	1051	142	236	339	353	897	493	336	174	192	475	1670	103	194
Base: All GB adults who know the format they most often read books in	1931	885	1046	223	265	349	321	772	470	317	180	258	437	1661	97	174	
It's easier/ more enjoyable to read	43%	40%	45%	47%	36%	41%	41%	44%	42%	46%	39%	43%	43%	43%	34%	42%	
I prefer the look and feel	44%	43%	45%	42%	41%	46%	42%	46%	43%	44%	47%	40%	47%	44%	41%	45%	
A book is meant to be an individual physical item	25%	26%	23%	25%	21%	24%	25%	26%	27%	27%	21%	23%	25%	25%	23%	22%	
It's cheaper for me	30%	31%	30%	35%	29%	26%	27%	32%	29%	36%	28%	28%	28%	30%	38%	30%	
The range of choice of titles is better	12%	12%	12%	5%	7%	13%	10%	16%	14%	13%	12%	7%	12%	12%	11%	13%	
I don't own or use an electronic book reader (e.g. Kindle)	23%	23%	23%	29%	25%	22%	18%	24%	19%	27%	28%	28%	22%	24%	21%	23%	
It's a more convenient format	43%	47%	40%	36%	33%	45%	42%	48%	44%	46%	38%	44%	43%	43%	37%	43%	
I feel a stronger connection with the book in this format	34%	31%	37%	39%	32%	34%	29%	36%	34%	32%	34%	34%	35%	34%	38%	33%	
It is a longer-lasting format	18%	19%	17%	18%	17%	16%	15%	19%	18%	16%	20%	21%	17%	18%	9%	18%	
Some of the value or importance of the book is lost in electronic format	24%	23%	25%	27%	26%	21%	21%	25%	22%	25%	26%	22%	25%	24%	26%	23%	
None of the above	3%	4%	3%	3%	4%	3%	6%	3%	4%	4%	3%	2%	4%	3%	6%	3%	
Don't know	2%	2%	2%	2%	4%	2%	1%	1%	2%	2%	3%	3%	1%	2%	4%	1%	

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Hardback	11%	10%	10%	10%	5%	13%	7%	15%	-	100%	-	-	-	16%
Paperback	56%	55%	62%	57%	76%	54%	54%	51%	-	-	100%	-	-	84%
Don't know/ can't recall	3%	3%	3%	3%	3%	2%	9%	3%	-	-	-	100%	-	-
Not applicable - I never read books	9%	9%	7%	9%	5%	8%	11%	14%	-	-	-	-	100%	-
<i>Net: Physical</i>	67%	65%	72%	67%	81%	68%	61%	67%	-	100%	100%	-	-	100%

You said that you read books in [format]

Which, if any, of the following are your reasons for this?
 (Please select all that apply)

Unweighted base	1967	825	289	1114	79	533	60	181	467	248	1252	-	-	1500
Base: All GB adults who know the format they most often read books in	1931	836	284	1120	106	454	66	184	457	241	1234	-	-	1475
It's easier/ more enjoyable to read	43%	40%	41%	41%	47%	43%	51%	46%	25%	36%	50%	-	-	48%
I prefer the look and feel	44%	44%	41%	44%	38%	46%	53%	43%	5%	55%	56%	-	-	56%
A book is meant to be an individual physical item	25%	25%	21%	24%	23%	26%	27%	28%	-	33%	32%	-	-	32%
It's cheaper for me	30%	27%	29%	28%	34%	36%	31%	28%	44%	5%	30%	-	-	26%
The range of choice of titles is better	12%	10%	10%	10%	7%	19%	17%	10%	12%	11%	13%	-	-	12%
I don't own or use an electronic book reader (e.g. Kindle)	23%	22%	23%	22%	41%	25%	21%	18%	-	30%	31%	-	-	31%
It's a more convenient format	43%	43%	37%	42%	32%	51%	42%	37%	81%	12%	35%	-	-	31%
I feel a stronger connection with the book in this format	34%	31%	35%	32%	39%	36%	39%	35%	2%	40%	45%	-	-	44%
It is a longer-lasting format	18%	17%	13%	16%	20%	20%	17%	21%	10%	37%	16%	-	-	20%
Some of the value or importance of the book is lost in electronic format	24%	22%	25%	23%	29%	26%	26%	21%	-	33%	31%	-	-	31%
None of the above	3%	4%	4%	4%	5%	2%	2%	4%	4%	4%	3%	-	-	3%
Don't know	2%	2%	5%	3%	-	0%	1%	2%	1%	4%	2%	-	-	2%