YouGov Results - Book Reading

YouGov Profiles data March 2020

	Total	Age				Gender	
		16-24	25-39	30-55	55+	Male	Female

In which, if any, of the following formats do you typically read/consume books? Please select all that apply.

	Total	16-24	25-39	30-55	55+	Male	Female
Unweighted N	*7231*	*613*	*2125*	*2238*	*2255*	*3663*	*3568*
e-Books	24%	18%	24%	25%	24%	21%	26%
Physical hardback books	47%	40%	48%	48%	49%	45%	50%
Physical paperback books	60%	56%	56%	62%	65%	53%	68%
Audiobooks	8%	6%	13%	7%	6%	9%	7%
Other (Book consumption method)	1%	2%	1%	1%	1%	1%	1%
Don't know (Book consumption method)	2%	5%	3%	1%	0%	3%	1%
Not applicable – I do not read or listen to books (Book consumption method)	22%	26%	23%	22%	19%	27%	16%

How often, if at all, do you read or listen to books for pleasure?

	Total	16-24	25-39	30-55	55+	Male	Female
Unweighted N	*7233*	*613*	*2127*	*2238*	*2255*	*3664*	*3569*
Everyday	19%	7%	13%	20%	34%	13%	27%
2-6 days a week	15%	14%	15%	16%	15%	15%	15%
One day a week	8%	12%	10%	9%	3%	9%	7%
1-3 days a month	11%	9%	13%	10%	10%	11%	10%
One day every 2-3 months	7%	9%	8%	7%	5%	6%	8%
One day every 6 months	4%	5%	4%	4%	2%	4%	4%
Less often	18%	24%	19%	17%	15%	19%	17%
Never	18%	20%	18%	18%	16%	22%	12%

What are your favourite genres of fiction?

Unweighted N	*67337*	*4011*	*15265*	*17444*	*30617*	*31349*	*35988*
Action & adventure fiction	20%	20%	20%	20%	21%	25%	16%
Children's and young adult fiction	7%	13%	12%	7%	3%	5%	9%
Classic novels	19%	17%	17%	16%	22%	16%	21%
Comedy and satire	16%	18%	18%	18%	14%	17%	15%
Comics and graphic novels	6%	9%	10%	7%	2%	8%	4%
Contemporary fiction	16%	11%	15%	17%	16%	13%	18%
Crime/Thrillers/Mystery	33%	20%	25%	33%	39%	28%	36%
Fantasy fiction	22%	25%	25%	25%	18%	25%	20%
Historical fiction	18%	12%	13%	15%	24%	17%	19%
Horror	11%	10%	13%	14%	7%	11%	11%
Modern classics	11%	9%	12%	11%	12%	9%	13%
None (Fiction genres enjoyed)	31%	31%	31%	31%	31%	35%	28%
Romance	11%	10%	13%	11%	10%	2%	19%
Science fiction books	16%	15%	17%	19%	15%	22%	12%
Short stories	14%	13%	13%	14%	16%	13%	16%
Westerns	2%	2%	2%	2%	3%	4%	1%

Do you prefer to read fiction or non-fiction?

Unweighted N	*14874*	*462*	*2810*	*3782*	*7820*	*7515*	*7359*
Fiction	35%	36%	34%	36%	35%	29%	42%
Non-fiction	20%	22%	24%	21%	17%	24%	16%
Both equally	36%	29%	31%	36%	40%	37%	35%
Neither	6%	5%	7%	6%	7%	8%	5%
Don't know	2%	9%	4%	1%	1%	2%	2%

What are your favourite genres of non-fiction?

Unweighted N	*67194*	*3932*	*15354*	*17797*	*30111*	*31481*	*35713*
None (Non-fiction genres enjoyed)	41%	44%	43%	42%	39%	41%	42%
Biography and memoir	26%	13%	20%	26%	31%	22%	29%
History	20%	14%	15%	19%	24%	23%	17%
Food and drink (Non-fiction genres enjoyed)	19%	10%	18%	20%	22%	13%	25%
Science and technology	16%	16%	16%	17%	15%	24%	9%
Self-help and psychology	12%	12%	13%	14%	9%	8%	15%
Travel (Non-fiction genres enjoyed)	12%	5%	9%	10%	15%	11%	12%
Crime and law enforcement	11%	8%	10%	12%	11%	10%	12%
Health and fitness (Non-fiction genres enjoyed)	11%	6%	12%	12%	10%	7%	14%
Sports and hobbies	10%	9%	10%	13%	9%	14%	7%
Arts and culture (Non-fiction genres enjoyed)	8%	7%	7%	8%	9%	8%	8%
Society and sociology	7%	9%	9%	8%	5%	7%	7%
Religion and spirituality (Non-fiction genres enjoyed)	7%	5%	7%	8%	7%	6%	8%
Politics and current affairs	6%	8%	7%	6%	5%	9%	3%
Business, finance and economics	6%	6%	7%	6%	5%	8%	3%
Philosophy (Non-fiction genres enjoyed)	5%	8%	7%	6%	4%	6%	5%
Home and garden	4%	0%	1%	4%	7%	3%	6%
Family and lifestyle	4%	0%	2%	5%	4%	1%	6%
Computers and internet	3%	1%	3%	4%	4%	5%	2%
Language and literary criticism	3%	4%	4%	3%	3%	3%	4%
Education and reference	3%	1%	3%	4%	4%	3%	3%
Photography (Non-fiction genres enjoyed)	2%	1%	1%	2%	3%	3%	1%
Fashion and beauty	2%	1%	2%	2%	2%	0%	3%

When it comes to reading, would you say you are...?

Unweighted N	*109874*	*6032*	*24126*	*26198*	*53518*	*50155*	*59719*
An avid reader	21%	10%	15%	22%	28%	14%	27%
A regular reader	30%	22%	25%	30%	35%	28%	31%
An occasional reader	29%	36%	36%	29%	22%	30%	27%
Not much of a reader	13%	19%	17%	12%	10%	17%	9%
I don't ever read books	7%	12%	8%	8%	5%	10%	5%

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

Unweighted N	*7231*	*613*	*2125*	*2238*	*2255*	*3663*	*3568*
Commuting to/from work/school/college	12%	13%	16%	13%	5%	13%	9%
Travelling on longer journeys	23%	24%	21%	24%	23%	22%	24%
On holiday	35%	25%	29%	39%	42%	30%	40%
In the evenings	36%	30%	33%	37%	40%	32%	40%
On the weekend	27%	22%	25%	27%	30%	24%	30%
When going to bed	36%	30%	32%	38%	42%	30%	43%
On a break from work/school/college	9%	13%	11%	10%	5%	9%	10%
At any free moment	20%	12%	17%	20%	29%	17%	25%
Other (When typically read)	3%	2%	4%	3%	3%	3%	4%
Don't know (When typically read)	2%	5%	3%	1%	1%	2%	2%
Not applicable – I do not read or listen to books (When typically read)	22%	27%	22%	22%	20%	27%	16%