



PUBLISHERS ASSOCIATION – VAT RESEARCH

Methodology: ComRes interviewed 2014 GB adults between 17th and 19th October 2018. Data were weighted to be demographically representative of all GB adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules.

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BASE: All respondents	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D1. How do you identify?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	959	959	-	-	104	117	161	129	186	260	221	289	445
	48%	100%	-	-	32%	37%	42%	40%	66%	69%	34%	41%	68%
		b	-	-			ag	a	abcdgh	abcdgh		ag	abcdgh
Female	1037	-	1037	-	214	202	218	191	93	118	416	409	211
	52%	-	100%	-	66%	63%	57%	59%	33%	31%	65%	58%	32%
			a		cefhi	efi	efi	efi			cefhi	efi	
I identify in another way	4	-	-	4	4	-	-	-	-	-	4	-	-
	*	-	-	100%	1%	-	-	-	-	-	1%	-	-
					bcdhi						h		
Prefer not to say	14	-	-	-	1	-	4	2	2	1	1	6	3
	1%	-	-	-	*	-	1%	1%	1%	*	*	1%	*
							g						

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D1. How do you identify?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	959	802	39	93	23	42	110	76	77	69	80	144	124	79	328	245	165	221
	48%	48%	40%	56%	40%	49%	48%	45%	43%	48%	43%	57%	46%	47%	55%	43%	49%	43%
				abhjl								abfghjlm			bd			
Female	1037	869	58	74	35	44	117	91	100	74	104	105	146	88	258	325	168	287
	52%	52%	60%	44%	60%	51%	51%	54%	56%	51%	55%	42%	54%	53%	44%	57%	50%	56%
		k	ck		k		k	k	ck		k		ck	k	a		a	
I identify in another way	4	4	-	-	-	-	1	-	1	-	-	1	1	-	2	2	-	-
	*	*	-	-	-	-	*	-	1%	-	-	*	*	-	*	*	-	-
Prefer not to say	14	11	-	-	-	-	2	1	1	2	3	2	-	-	4	3	2	5
	1%	1%	-	-	-	-	1%	1%	1%	1%	2%	1%	-	-	1%	1%	1%	1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D1. How do you identify?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

I identify in another way

Prefer not to say

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Male	959	577	381	265	677	144	59	57
	48%	47%	49%	46%	48%	56% bc	39%	38%
Female	1037	649	388	304	711	113	91	93
	52%	53%	50%	53%	51%	44%	60% a	62% a
I identify in another way	4	1	3	-	4	-	-	-
	*	*	*	-	*	-	-	-
Prefer not to say	14	8	6	3	7	1	1	-
	1%	1%	1%	1%	1%	*	1%	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D1. How do you identify?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	959	347	288	70	33	10	64	113	11	23	519	440	205	353	154
	48%	58%	43%	53%	52%	39%	55%	41%	20%	34%	49%	46%	51%	53%	45%
		bghi	h	bghi	hi		bghi	h						c	
Female	1037	248	386	62	31	15	51	161	44	39	523	515	191	316	186
	52%	42%	57%	46%	48%	61%	44%	58%	77%	59%	50%	53%	48%	47%	54%
			acf					acf	abcdfgi	a					b
I identify in another way	4	-	1	1	-	-	-	1	-	1	2	2	-	-	2
	*	-	*	1%	-	-	-	*	-	1%	*	*	-	-	1%
				a						ab					b
Prefer not to say	14	2	2	-	-	-	1	3	2	4	6	8	3	3	3
	1%	*	*	-	-	-	1%	1%	3%	6%	1%	1%	1%	*	1%
									abc	abcfg					

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D1. How do you identify?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

I identify in another way

Prefer not to say

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
	Reasonable	Unreasonable	Support	Oppose
	a	b	a	b
Unweighted Total	2014	1129	1266	488
Total	2014	1132	1272	484
	100%	100%	100%	100%
Male	959 48%	315 49%	564 50%	611 48%
				259 53% a
Female	1037 52%	317 50%	560 49%	650 51%
I identify in another way	4 *	2 *	2 *	3 *
Prefer not to say	14 1%	2 *	6 1%	8 1%
				1 *

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D2. Which of the following age groups do you belong to?

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	323	104	214	4	323	-	-	-	-	-	323	-	-
	16%	11%	21%	100%	100%	-	-	-	-	-	50%	-	-
			a		bcdefghi						bcdefhi		
25-34	318	117	202	-	-	318	-	-	-	-	318	-	-
	16%	12%	19%	-	-	100%	-	-	-	-	50%	-	-
			a			acdefghi					acdefhi		
35-44	383	161	218	-	-	-	383	-	-	-	-	383	-
	19%	17%	21%	-	-	-	100%	-	-	-	-	54%	-
			a				abdefghi					abdefgi	
45-54	321	129	191	-	-	-	-	321	-	-	-	321	-
	16%	13%	18%	-	-	-	-	100%	-	-	-	46%	-
			a					abcefghi				abcefgi	
55-64	280	186	93	-	-	-	-	-	280	-	-	-	280
	14%	19%	9%	-	-	-	-	-	100%	-	-	-	43%
		b							abcdfghi				abcdfgh
65 or over	379	260	118	-	-	-	-	-	-	379	-	-	379
	19%	27%	11%	-	-	-	-	-	-	100%	-	-	57%
		b								abcdeghi			abcdegh
Prefer not to say	9	3	2	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-	-	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D2. Which of the following age groups do you belong to?

BASE: All respondents

	Region													Social Grade				
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	323	276	15	23	10	16	34	25	36	25	27	64	29	21	82	130	36	75
	16%	16%	15%	14%	17%	19%	15%	15%	20%	17%	15%	25%	11%	13%	14%	23%	11%	15%
		l				l		l			abcfgjlm				acd			
25-34	318	261	17	30	10	10	35	34	31	21	25	47	37	21	99	86	65	68
	16%	15%	18%	18%	17%	11%	15%	20%	17%	15%	14%	19%	14%	12%	17%	15%	19%	13%
							m										d	
35-44	383	327	17	28	10	18	56	32	42	33	36	41	43	25	114	98	64	107
	19%	19%	18%	17%	17%	21%	24%	19%	23%	23%	19%	16%	16%	15%	19%	17%	19%	21%
							klm		lm									
45-54	321	261	19	27	14	10	36	33	27	24	38	29	41	22	80	88	61	93
	16%	15%	19%	16%	24%	12%	15%	20%	15%	17%	21%	12%	15%	13%	14%	15%	18%	18%
					k			k			k							a
55-64	280	225	15	34	6	16	34	21	26	19	23	31	36	18	64	85	47	84
	14%	13%	16%	20%	11%	19%	15%	13%	14%	13%	12%	12%	13%	11%	11%	15%	14%	16%
				aklm												a		a
65 or over	379	332	13	25	8	16	35	23	18	23	35	38	86	60	153	85	60	82
	19%	20%	14%	15%	13%	18%	15%	14%	10%	16%	19%	15%	32%	36%	26%	15%	18%	16%
		gh									h		abcdefghijk	abcdefghijk	bcd			
Prefer not to say	9	5	-	-	-	-	1	-	-	-	2	2	-	-	-	3	2	4
	*	*	-	-	-	-	*	-	-	-	1%	1%	-	-	-	1%	1%	1%
																		a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D2. Which of the following age groups do you belong to?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Under 18

18-24

25-34

35-44

45-54

55-64

65 or over

Prefer not to say

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
18-24	323	82	241	94	223	23	49	20
	16%	7%	31%	16%	16%	9%	32%	13%
			a				ac	
25-34	318	186	132	86	221	24	37	23
	16%	15%	17%	15%	16%	9%	25%	15%
							ac	
35-44	383	271	112	97	276	30	36	27
	19%	22%	14%	17%	20%	12%	24%	18%
		b					a	
45-54	321	206	115	98	217	45	15	36
	16%	17%	15%	17%	16%	17%	10%	24%
						b		b
55-64	280	182	98	91	184	49	12	28
	14%	15%	13%	16%	13%	19%	8%	18%
						b		b
65 or over	379	304	75	105	273	87	3	15
	19%	25%	10%	18%	20%	34%	2%	10%
		b				bc		b
Prefer not to say	9	4	5	1	5	-	-	1
	*	*	1%	*	*	-	-	1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D2. Which of the following age groups do you belong to?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	323 16%	38 6%	130 19%	16 12%	13 21%	12 46%	13 11%	68 25%	16 28%	17 26%	177 17%	147 15%	66 17%	116 17%	55 16%
			af	a	a			acf	acf	acf					
25-34	318 16%	65 11%	138 20%	16 12%	14 22%	5 20%	16 13%	43 15%	15 26%	8 11%	189 18%	129 13%	79 20%	136 20%	51 15%
			ac	a	a			aci	a	a	b			c	
35-44	383 19%	71 12%	149 22%	29 22%	17 27%	4 15%	17 15%	64 23%	15 26%	16 24%	205 20%	178 18%	73 18%	131 19%	70 20%
			a	a	a			a	a	a					
45-54	321 16%	90 15%	114 17%	17 13%	8 12%	2 6%	14 12%	54 19%	9 15%	13 20%	128 12%	193 20%	43 11%	70 10%	52 15%
			a												b
55-64	280 14%	113 19%	79 12%	21 15%	7 12%	3 12%	27 23%	25 9%	- -	5 8%	112 11%	168 17%	40 10%	63 9%	45 13%
		bghi	h	gh	h		bghi	h		h		a			
65 or over	379 19%	220 37%	65 10%	34 25%	4 7%	- -	29 25%	21 8%	3 5%	3 5%	236 22%	143 15%	97 24%	154 23%	72 21%
		bcdg	ghi	bdghi			bdghi				b				
Prefer not to say	9 *	1 *	1 *	- -	- -	- -	- -	3 1%	- -	4 6%	3 *	6 1%	2 1%	2 *	1 *
								b		abcfg					

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D2. Which of the following age groups do you belong to?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Under 18

18-24

25-34

35-44

45-54

55-64

65 or over

Prefer not to say

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Under 18	-	-	-	-	-
18-24	323 16%	136 21% b	129 11%	167 13%	105 22% a
25-34	318 16%	128 20% b	151 13%	180 14%	103 21% a
35-44	383 19%	114 18%	219 19%	239 19%	88 18%
45-54	321 16%	86 14%	201 18% a	209 16%	67 14%
55-64	280 14%	66 10%	180 16% a	194 15% b	49 10%
65 or over	379 19%	102 16%	249 22% a	280 22% b	70 14%
Prefer not to say	9 *	3 *	3 *	3 *	3 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	58	23	35	-	10	10	10	14	6	8	20	24	14
	3%	2%	3%	-	3%	3%	3%	4%	2%	2%	3%	3%	2%
Scotland	167	93	74	-	23	30	28	27	34	25	53	55	59
	8%	10%	7%	-	7%	9%	7%	8%	12%	7%	8%	8%	9%
North West	231	110	117	1	34	35	56	36	34	35	69	92	69
	11%	12%	11%	25%	10%	11%	15%	11%	12%	9%	11%	13%	10%
North East	86	42	44	-	16	10	18	10	16	16	26	28	32
	4%	4%	4%	-	5%	3%	5%	3%	6%	4%	4%	4%	5%
Yorkshire & the Humber	168	76	91	-	25	34	32	33	21	23	59	65	44
	8%	8%	9%	-	8%	11%	8%	10%	8%	6%	9%	9%	7%
Wales	97	39	58	-	15	17	17	19	15	13	32	36	29
	5%	4%	6%	-	5%	5%	5%	6%	5%	4%	5%	5%	4%
West Midlands	179	77	100	1	36	31	42	27	26	18	67	69	43
	9%	8%	10%	25%	11%	10%	11%	8%	9%	5%	10%	10%	7%
East Midlands	145	69	74	-	25	21	33	24	19	23	46	57	42
	7%	7%	7%	-	8%	7%	9%	8%	7%	6%	7%	8%	6%
South West	167	79	88	-	21	21	25	22	18	60	42	47	78
	8%	8%	8%	-	7%	6%	7%	7%	6%	16%	7%	7%	12%
South East	272	124	146	1	29	37	43	41	36	86	66	84	122
	13%	13%	14%	25%	9%	12%	11%	13%	13%	23%	10%	12%	19%
East of England	187	80	104	-	27	25	36	38	23	35	53	75	58
	9%	8%	10%	-	8%	8%	9%	12%	8%	9%	8%	11%	9%
London	252	144	105	1	64	47	41	29	31	38	110	71	69
	12%	15%	10%	25%	20%	15%	11%	9%	11%	10%	17%	10%	10%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	6	1	2	-	-	-	1	1	-	-	-	2	-
	*	*	*	-	-	-	*	*	-	-	-	*	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

	Region													Social Grade				
	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	58	-	-	-	58	-	-	-	-	-	-	-	-	-	6	25	15	12
	3%	-	-	-	100%	-	-	-	-	-	-	-	-	-	1%	4%	4%	2%
				abceghijklm												a		
Scotland	167	-	-	167	-	-	-	-	-	-	-	-	-	-	53	47	30	37
	8%	-	-	100%	-	-	-	-	-	-	-	-	-	-	9%	8%	9%	7%
				abdefghijklm														
North West	231	231	-	-	-	-	231	-	-	-	-	-	-	-	69	65	37	60
	11%	14%	-	-	-	-	100%	-	-	-	-	-	-	-	12%	11%	11%	12%
		bcdeghijklm				abcdeghijklm												
North East	86	86	-	-	-	86	-	-	-	-	-	-	-	-	16	20	18	31
	4%	5%	-	-	-	100%	-	-	-	-	-	-	-	-	3%	4%	6%	6%
		bcfghijklm			abcdfghijklm											a		ab
Yorkshire & the Humber	168	168	-	-	-	-	-	168	-	-	-	-	-	-	41	45	31	51
	8%	10%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	8%	9%	10%
		bcefghijklm				abcdefghijklm												
Wales	97	-	97	-	-	-	-	-	-	-	-	-	-	-	23	30	13	32
	5%	-	100%	-	-	-	-	-	-	-	-	-	-	-	4%	5%	4%	6%
			acdefghijklm															
West Midlands	179	179	-	-	-	-	-	-	179	-	-	-	-	-	43	50	35	51
	9%	11%	-	-	-	-	-	-	100%	-	-	-	-	-	7%	9%	11%	10%
		bcdefgijklm						abcdefgijklm										
East Midlands	145	145	-	-	-	-	-	-	-	145	-	-	-	-	41	40	21	43
	7%	9%	-	-	-	-	-	-	-	100%	-	-	-	-	7%	7%	6%	8%
		bcefghijklm								abcdefghijklm								
South West	167	167	-	-	-	-	-	-	-	-	-	-	-	167	46	43	41	36
	8%	10%	-	-	-	-	-	-	-	-	-	-	-	100%	8%	8%	12%	7%
		bcefghijkl												abcdefghijkl				
South East	272	272	-	-	-	-	-	-	-	-	-	272	-	-	93	84	42	53
	13%	16%	-	-	-	-	-	-	-	-	-	100%	-	-	16%	15%	13%	10%
		bcdefghijklm										abcdefghijklm						



Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

Significance Level: 95%

	Region													Social Grade				
	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East of England	187	187	-	-	-	-	-	-	-	-	187	-	-	-	51	56	26	55
	9%	11%	-	-	-	-	-	-	-	-	100%	-	-	-	9%	10%	8%	11%
		bcdefghiklm									abcdeghikim							
London	252	252	-	-	-	-	-	-	-	-	-	252	-	-	111	68	25	48
	12%	15%	-	-	-	-	-	-	-	-	-	100%	-	-	19%	12%	7%	9%
		bcdefghijlm										abcdeghijlm			bcd	c		
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	3
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	1%	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Northern Ireland

Scotland

North West

North East

Yorkshire & the Humber

Wales

West Midlands

East Midlands

South West

South East

East of England

London

None of these

Prefer not to say

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	58 3%	38 3%	20 3%	23 4%	35 3%	9 4%	10 7% c	2 1%
Scotland	167 8%	99 8%	68 9%	36 6%	126 9%	11 4%	12 8%	12 8%
North West	231 11%	134 11%	96 12%	63 11%	162 12%	23 9%	21 14%	18 12%
North East	86 4%	57 5%	29 4%	23 4%	61 4%	8 3%	4 2%	10 7%
Yorkshire & the Humber	168 8%	103 8%	65 8%	55 10%	110 8%	27 11%	15 10%	12 8%
Wales	97 5%	60 5%	37 5%	30 5%	66 5%	19 7%	6 4%	5 3%
West Midlands	179 9%	103 8%	76 10%	48 8%	128 9%	23 9%	10 6%	15 10%
East Midlands	145 7%	82 7%	63 8%	46 8%	96 7%	14 6%	17 11% a	13 9%
South West	167 8%	118 10% b	49 6%	46 8%	119 8%	18 7%	13 8%	15 10%
South East	272 13%	178 14%	94 12%	73 13%	194 14%	36 14%	14 9%	20 13%
East of England	187 9%	115 9%	72 9%	55 10%	128 9%	28 11%	14 10%	13 8%
London	252 12%	146 12%	106 14%	75 13%	169 12%	39 15%	15 10%	16 11%
None of these	-	-	-	-	-	-	-	-
Prefer not to say	6 *	3 *	3 *	-	5 *	-	-	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	58 3%	9 1%	9 1%	2 1%	- -	- -	15 13%	14 5%	8 14%	2 3%	26 2%	32 3%	8 2%	15 2%	11 3%
Scotland	167 8%	35 6%	37 6%	15 12%	54 83%	- -	4 3%	10 4%	4 6%	8 12%	99 9%	68 7%	41 10%	62 9%	34 10%
North West	231 11%	75 13%	96 14%	13 10%	2 4%	1 3%	8 7%	27 10%	5 8%	4 6%	116 11%	114 12%	41 10%	75 11%	38 11%
North East	86 4%	16 3%	41 6%	2 2%	1 1%	- -	7 6%	15 5%	1 1%	2 3%	34 3%	52 5%	13 3%	21 3%	10 3%
Yorkshire & the Humber	168 8%	29 5%	78 12%	9 7%	2 3%	- -	12 10%	28 10%	5 8%	5 7%	84 8%	84 9%	27 7%	55 8%	26 8%
Wales	97 5%	22 4%	30 4%	4 3%	- -	12 49%	3 2%	22 8%	3 6%	1 1%	37 4%	60 6%	13 3%	19 3%	18 5%
West Midlands	179 9%	53 9%	61 9%	8 6%	2 3%	2 8%	8 7%	33 12%	7 12%	5 8%	87 8%	92 10%	32 8%	49 7%	36 11%
East Midlands	145 7%	47 8%	56 8%	8 6%	- -	1 4%	10 8%	15 5%	4 7%	5 7%	70 7%	75 8%	22 6%	38 6%	28 8%
South West	167 8%	64 11%	47 7%	19 14%	- -	- -	8 7%	23 8%	5 9%	3 4%	99 9%	68 7%	35 9%	65 10%	29 9%
South East	272 13%	110 18%	72 11%	21 16%	2 4%	1 3%	15 13%	36 13%	4 8%	10 15%	165 16%	106 11%	62 15%	100 15%	58 17%
East of England	187 9%	69 12%	50 7%	12 9%	1 2%	1 5%	15 13%	26 9%	8 14%	5 7%	78 7%	109 11%	34 9%	53 8%	22 6%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
Total	a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
London	252	68	99	18	-	7	13	27	4	15	152	100	69	117	33
	12%	11%	15%	14%	-	28%	11%	10%	7%	23%	14%	10%	17%	17%	10%
		d	dg	d			d	d	d	adfg	b		c	c	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	6	1	1	-	-	-	-	1	-	3	3	3	2	3	-
	*	*	*	-	-	-	-	*	-	*	*	*	1%	*	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D3. Where do you live?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Northern Ireland

Scotland

North West

North East

Yorkshire & the Humber

Wales

West Midlands

East Midlands

South West

South East

East of England

London

None of these

Prefer not to say

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Northern Ireland	58 3%	15 2%	36 3%	42 3%	10 2%
Scotland	167 8%	48 7%	103 9%	107 8%	42 9%
North West	231 11%	76 12%	121 11%	153 12%	55 11%
North East	86 4%	22 4%	55 5%	57 5%	18 4%
Yorkshire & the Humber	168 8%	60 9%	87 8%	100 8%	40 8%
Wales	97 5%	33 5%	54 5%	68 5%	16 3%
West Midlands	179 9%	61 10%	90 8%	102 8%	42 9%
East Midlands	145 7%	43 7%	87 8%	94 7%	41 8%
South West	167 8%	46 7%	105 9%	105 8%	44 9%
South East	272 13%	66 10%	175 15% a	194 15% b	46 10%
East of England	187 9%	63 10%	98 9%	118 9%	42 9%
London	252 12%	102 16% b	118 10%	128 10%	90 19% a
None of these	- -	- -	- -	- -	- -
Prefer not to say	6 *	1 *	4 *	4 *	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Work as a professional such as lawyer, doctor, accountant or other occupation that requires extensive education and training	189 9%	97 10%	90 9%	- -	26 8%	34 11%	42 11%	24 8%	19 7%	44 12%	60 9%	66 9%	63 10%
Very senior manager in business or commerce	98 5%	57 6%	39 4%	2 50%	23 7%	17 5%	14 4%	10 3%	11 4%	22 6%	40 6%	24 3%	34 5%
Top-level civil servant	18 1%	8 1%	10 1%	- -	4 1%	3 1%	3 1%	3 1%	2 1%	1 *	8 1%	6 1%	4 1%
Self-employed with 25+ employees (in addition to you)	25 1%	12 1%	12 1%	- -	9 3%	4 1%	7 2%	2 1%	2 1%	1 *	13 2%	9 1%	3 *
Self-employed with 5-24 employees (in addition to you)	24 1%	15 2%	9 1%	- -	5 2%	5 2%	3 1%	3 1%	2 1%	5 1%	10 2%	7 1%	7 1%
Self-employed with 1-4 employees (in addition to you)	73 4%	36 4%	35 3%	- -	13 4%	14 5%	9 2%	13 4%	10 3%	13 3%	28 4%	22 3%	23 3%
Middle management executive in large organisation	200 10%	115 12%	84 8%	- -	14 4%	33 10%	35 9%	35 11%	21 8%	62 16%	48 7%	70 10%	83 13%
Junior management	177 9%	91 9%	86 8%	- -	27 8%	31 10%	38 10%	30 9%	27 10%	23 6%	58 9%	68 10%	51 8%
Principal officer in local government or civil service	38 2%	24 2%	14 1%	- -	- -	3 1%	9 2%	3 1%	7 2%	16 4%	3 *	11 2%	23 4%
Other public services (police, health, education, fire service)	112 6%	38 4%	74 7%	- -	16 5%	14 5%	21 6%	23 7%	19 7%	17 4%	31 5%	44 6%	36 5%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other non-manual work, such as clerical, secretarial, or sales	148 7%	56 6%	91 9%	1 25%	17 5%	19 6%	29 7%	22 7%	29 10%	32 8%	37 6%	51 7%	61 9%
			a						abg				ag
Skilled manual worker (working in a trade or craft occupation)	304 15%	158 16%	144 14%	-	32 10%	57 18%	56 15%	56 17%	44 16%	59 15%	89 14%	112 16%	103 16%
				-		a		a	a	a		a	a
Other manual worker with responsibility for other people	31 2%	7 1%	23 2%	-	4 1%	7 2%	8 2%	5 2%	3 1%	1 *	12 2%	13 2%	4 1%
			a	-		fi	fi			*	i	i	
Semi-skilled worker or worker in manual or service occupation	212 11%	90 9%	122 12%	-	34 10%	35 11%	52 14%	45 14%	32 11%	14 4%	69 11%	97 14%	46 7%
				-	f	fi	fi	fi	fi		fi	fi	fi
Apprentice or trainee to skilled worker	4 *	-	4 *	-	3 1%	-	1 *	-	-	-	3 1%	1 *	-
				-	bhi		*					*	
Student	65 3%	24 2%	39 4%	1 25%	56 17%	7 2%	1 *	-	-	-	62 10%	1 *	-
				25%	bcdefghi	cdefhi	*				bcdefhi	*	
Still at school	3 *	1 *	1 *	-	3 1%	-	-	-	-	-	3 *	-	-
				-	hi						*		
Unemployed and seeking work	75 4%	32 3%	41 4%	-	15 5%	16 5%	24 6%	10 3%	8 3%	-	31 5%	34 5%	8 1%
				-	fi	fi	efi	fi	f		fi	fi	
Retired and living on state pension	83 4%	50 5%	32 3%	-	3 1%	3 1%	5 1%	3 1%	8 3%	61 16%	6 1%	8 1%	69 11%
		b		-					g	abcdeghi			abcdegh

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not in paid work for other reason	118	43	74	-	11	12	20	32	36	6	22	53	42
	6%	4%	7%	-	3%	4%	5%	10%	13%	2%	3%	7%	6%
			a	-			f	abcfgi	abcfghi			abfg	fg
Never worked	18	5	12	-	6	3	5	2	1	-	9	7	1
	1%	*	1%	-	2%	1%	1%	1%	*	-	1%	1%	*
					fi		fi				fi		

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Work as a professional such as lawyer, doctor, accountant or other occupation that requires extensive education and training	189 9%	155 9%	9 9%	20 12%	5 8%	5 6%	21 9%	17 10%	11 6%	8 6%	17 9%	37 15%	26 9%	12 7%	189 32%	-	-	-
				i								aehim		bcd				
Very senior manager in business or commerce	98 5%	90 5%	3 3%	5 3%	-	3 4%	13 5%	7 4%	5 3%	7 5%	11 6%	24 9%	13 5%	7 4%	98 17%	-	-	-
											abcghlm			bcd				
Top-level civil servant	18 1%	15 1%	-	1 1%	1 3%	1 1%	2 1%	1 *	1 1%	2 2%	1 1%	4 1%	2 1%	1 *	18 3%	-	-	-
															bcd			
Self-employed with 25+ employees (in addition to you)	25 1%	21 1%	1 1%	3 2%	-	3 3%	3 1%	2 1%	3 1%	1 1%	-	6 2%	3 1%	1 *	25 4%	-	-	-
						j									bcd			
Self-employed with 5-24 employees (in addition to you)	24 1%	22 1%	1 1%	1 1%	-	-	3 1%	-	2 1%	-	3 1%	6 3%	5 2%	4 2%	24 4%	-	-	-
												g		g	bcd			
Self-employed with 1-4 employees (in addition to you)	73 4%	62 4%	4 4%	5 3%	2 3%	1 1%	5 2%	9 5%	8 4%	6 4%	5 3%	16 6%	7 3%	6 3%	-	73 13%	-	-
												fl			acd			
Middle management executive in large organisation	200 10%	173 10%	8 8%	20 12%	-	2 3%	22 9%	13 8%	19 11%	19 13%	17 9%	27 11%	37 14%	18 11%	200 34%	-	-	-
		de		de			e		de	de		de	deg	de	bcd			
Junior management	177 9%	142 8%	6 7%	14 8%	15 25%	6 7%	22 9%	14 8%	17 9%	10 7%	18 9%	18 7%	26 10%	13 8%	-	177 31%	-	-
					abcefg hijklm										acd			
Principal officer in local government or civil service	38 2%	34 2%	1 1%	3 2%	-	1 1%	5 2%	1 *	2 1%	4 3%	2 1%	8 3%	7 3%	4 2%	38 6%	-	-	-
												g			bcd			

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other public services (police, health, education, fire service)	112 6%	91 5%	5 6%	9 6%	5 9%	5 6%	14 6%	6 3%	5 3%	11 8%	14 7%	10 4%	20 7%	6 4%	- -	112 19%	- -	- -
Other non-manual work, such as clerical, secretarial, or sales	148 7%	121 7%	12 12%	14 8%	2 3%	7 8%	19 8%	13 8%	9 5%	9 7%	14 8%	10 4%	26 9%	15 9%	- -	148 26%	- -	- -
Skilled manual worker (working in a trade or craft occupation)	304 15%	251 15%	12 12%	29 17%	13 22%	16 19%	35 15%	29 17%	35 20%	16 11%	23 12%	22 9%	36 13%	37 22%	- -	- -	304 91%	- -
Other manual worker with responsibility for other people	31 2%	25 2%	1 1%	1 1%	2 3%	2 2%	2 1%	2 1%	- -	4 3%	2 1%	3 1%	6 2%	4 2%	- -	- -	31 9%	- -
Semi-skilled worker or worker in manual or service occupation	212 11%	180 11%	17 18%	13 8%	2 3%	12 14%	21 9%	19 12%	21 12%	21 14%	22 12%	16 6%	28 10%	18 11%	- -	- -	- -	212 41%
Apprentice or trainee to skilled worker	4 *	3 *	1 1%	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	4 1%
Student	65 3%	54 3%	2 2%	5 3%	2 3%	1 1%	6 2%	4 2%	12 7%	4 3%	5 3%	14 5%	5 2%	4 2%	- -	65 11%	- -	- -
Still at school	3 *	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	3 1%
Unemployed and seeking work	75 4%	63 4%	6 6%	6 4%	- -	3 4%	9 4%	8 5%	11 6%	6 4%	5 3%	12 5%	3 1%	5 3%	- -	- -	- -	75 15%
Retired and living on state pension	83 4%	72 4%	4 4%	6 3%	2 3%	4 5%	13 6%	8 4%	7 4%	7 5%	16 9%	6 3%	7 3%	4 3%	- -	- -	- -	83 16%

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not in paid work for other reason	118	96	4	10	7	11	12	12	10	8	12	10	13	9	-	-	-	118
	6%	6%	4%	6%	12%	12%	5%	7%	6%	5%	6%	4%	5%	5%	-	-	-	23%
					k	abfiklm												abc
Never worked	18	12	-	2	2	1	3	3	1	1	-	1	1	-	-	-	-	18
	1%	1%	-	1%	3%	1%	2%	2%	1%	1%	-	1%	*	-	-	-	-	4%
					jm													abc

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Work as a professional such as lawyer, doctor, accountant or other occupation that requires extensive education and training	189 9%	125 10%	64 8%	57 10%	129 9%	35 13% c	15 10%	7 4%
Very senior manager in business or commerce	98 5%	69 6%	29 4%	32 6%	66 5%	20 8% c	6 4%	4 2%
Top-level civil servant	18 1%	8 1%	9 1%	7 1%	11 1%	- -	5 3% a	1 1%
Self-employed with 25+ employees (in addition to you)	25 1%	15 1%	10 1%	7 1%	15 1%	3 1%	2 1%	3 2%
Self-employed with 5-24 employees (in addition to you)	24 1%	15 1%	10 1%	4 1%	20 1%	4 2%	- -	- -
Self-employed with 1-4 employees (in addition to you)	73 4%	38 3%	35 4%	23 4%	48 3%	10 4%	5 3%	7 4%
Middle management executive in large organisation	200 10%	149 12% b	51 7%	49 9%	151 11%	23 9%	10 7%	16 11%
Junior management	177 9%	102 8%	76 10%	25 4%	152 11% a	11 4%	6 4%	9 6%
Principal officer in local government or civil service	38 2%	25 2%	13 2%	8 1%	30 2%	7 3% c	1 1%	- -
Other public services (police, health, education, fire service)	112 6%	65 5%	47 6%	25 4%	85 6%	14 5%	4 3%	8 5%

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Other non-manual work, such as clerical, secretarial, or sales	148 7%	78 6%	71 9% a	27 5%	119 9% a	10 4%	9 6%	9 6%
Skilled manual worker (working in a trade or craft occupation)	304 15%	208 17% b	96 12%	87 15%	212 15%	48 19%	20 13%	18 12%
Other manual worker with responsibility for other people	31 2%	22 2%	8 1%	11 2%	18 1%	4 2%	2 1%	4 3%
Semi-skilled worker or worker in manual or service occupation	212 11%	133 11%	78 10%	51 9%	156 11%	21 8%	23 15% ac	6 4%
Apprentice or trainee to skilled worker	4 *	1 *	3 *	2 *	2 *	- -	2 1%	- -
Student	65 3%	9 1%	56 7% a	12 2%	51 4%	2 1%	9 6% ac	1 1%
Still at school	3 *	- -	3 * a	- -	3 *	- -	- -	- -
Unemployed and seeking work	75 4%	41 3%	34 4%	28 5% b	41 3%	3 1%	14 9% a	12 8% a
Retired and living on state pension	83 4%	53 4%	30 4%	36 6% b	44 3%	25 10% b	3 2%	8 5%
Not in paid work for other reason	118 6%	74 6%	43 6%	75 13% b	39 3%	18 7%	16 10%	38 25% ab

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Never worked

	Children		Disability		Disability type			
	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical	
	a	b	a	b	a	b	c	
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Never worked	18	7	11	4	8	-	-	2
	1%	1%	1%	1%	1%	-	-	1%

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%																
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349	
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Work as a professional such as lawyer, doctor, accountant or other occupation that requires extensive education and training	189 9%	64 11% fg	62 9% g	21 16% bfg	9 14% fg	4 17% fg	5 4% fg	12 4% fg	3 6% fg	9 14% fg	139 13% b	50 5% c	62 16% c	101 15% c	36 10% c	
Very senior manager in business or commerce	98 5%	38 6% g	32 5% g	8 6% g	6 9% gh	3 12% gh	4 3% gh	7 3% gh	- - gh	1 1% gh	68 7% b	30 3% c	47 12% c	64 9% c	4 1% c	
Top-level civil servant	18 1%	5 1%	5 1%	- - abcg	3 5% abcg	1 3% abcg	2 2% abcg	1 * abcg	- - abcg	- - abcg	17 2% b	1 * b	5 1% b	10 2% b	6 2% b	
Self-employed with 25+ employees (in addition to you)	25 1%	7 1%	5 1%	2 2% abg	2 3% abg	1 3% abg	5 4% abg	2 1% abg	- - abg	2 3% abg	19 2% b	6 1% b	9 2% b	15 2% b	4 1% b	
Self-employed with 5-24 employees (in addition to you)	24 1%	11 2%	7 1%	2 2%	- - abg	2 8% abg	1 1% abg	1 * abg	- - abg	1 1% abg	19 2% b	5 1% b	10 3% b	15 2% b	4 1% b	
Self-employed with 1-4 employees (in addition to you)	73 4%	18 3%	19 3%	2 1% abg	2 3% abg	1 4% abg	4 4% abg	15 5% c	5 8% bc	7 10% abc	33 3% c	40 4% bc	10 3% c	18 3% bc	14 4% abc	
Middle management executive in large organisation	200 10%	79 13% bghi	64 9% ghi	26 20% abdfghi	5 8% abdfghi	1 3% abdfghi	11 10% i	13 5% i	1 1% i	1 1% i	139 13% b	61 6% b	58 14% b	94 14% b	40 12% b	
Junior management	177 9%	52 9% i	63 9% i	13 10% i	6 10% i	3 10% i	15 13% i	19 7% i	7 13% i	- - i	94 9% i	83 9% i	37 9% i	60 9% i	33 9% i	
Principal officer in local government or civil service	38 2%	14 2% g	19 3% g	2 2% g	1 1% g	- - g	1 1% g	1 * g	- - g	- - g	19 2% g	18 2% g	3 1% g	9 1% g	10 3% a	

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other public services (police, health, education, fire service)	112 6%	32 5%	37 5%	7 5%	2 4%	2 6%	8 7%	16 6%	5 8%	3 5%	54 5%	58 6%	22 6%	35 5%	19 5%
Other non-manual work, such as clerical, secretarial, or sales	148 7%	48 8%	53 8%	12 9%	2 3%	1 3%	4 3%	23 8%	2 3%	4 6%	69 7%	80 8%	18 5%	32 5%	36 10% ab
Skilled manual worker (working in a trade or craft occupation)	304 15%	88 15% c	105 15% c	10 8%	15 24% c	1 4%	19 17% c	43 16% c	12 20% c	11 16% c	145 14%	159 16%	44 11%	84 12%	55 16% a
Other manual worker with responsibility for other people	31 2%	4 1%	12 2%	3 3%	- -	- -	3 3% a	6 2%	- -	2 3%	13 1%	18 2%	5 1%	7 1%	5 2%
Semi-skilled worker or worker in manual or service occupation	212 11%	62 10% c	84 12% cd	4 3%	3 4%	2 7%	7 6%	43 16% acdfi	4 7%	3 5%	88 8%	124 13% a	28 7%	46 7%	34 10%
Apprentice or trainee to skilled worker	4 *	- -	2 *	- -	- -	- -	- -	2 1% a	- -	- -	1 *	3 *	- -	- -	1 *
Student	65 3%	7 1%	26 4% a	5 4% a	1 2%	2 7%	2 2%	14 5% a	2 3%	7 10% abdf	40 4%	25 3%	14 3%	26 4%	12 4%
Still at school	3 *	- -	- -	- -	- -	1 5%	- -	1 *	- -	- -	- -	3 *	- -	- -	- -
Unemployed and seeking work	75 4%	4 1%	25 4% a	7 5% a	3 4% a	2 8%	2 2%	20 7% abf	8 13% abf	5 8% af	25 2%	50 5% a	8 2%	15 2%	10 3%

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D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired and living on state pension	83	39	14	2	2	-	12	8	4	3	30	53	8	20	9
	4%	6%	2%	1%	2%	-	10%	3%	7%	4%	3%	6%	2%	3%	3%
		bcg					bcg		bc		a				
Not in paid work for other reason	118	26	41	7	2	-	11	26	1	4	37	81	13	19	15
	6%	4%	6%	5%	4%	-	9%	9%	2%	6%	4%	8%	3%	3%	4%
							a	a			a				
Never worked	18	1	3	-	-	-	-	5	5	4	1	17	-	1	-
	1%	*	*	-	-	-	-	2%	9%	6%	*	2%	-	*	-
								a	abcdfg	abcdfg	a				

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Work as a professional such as lawyer, doctor, accountant or other occupation that requires extensive education and training	189 9%	78 12% b	93 8%	124 10%	53 11%
Very senior manager in business or commerce	98 5%	51 8% b	44 4%	61 5%	35 7% a
Top-level civil servant	18 1%	10 2% b	6 1%	11 1%	7 1%
Self-employed with 25+ employees (in addition to you)	25 1%	13 2%	11 1%	11 1%	12 3% a
Self-employed with 5-24 employees (in addition to you)	24 1%	13 2% b	10 1%	14 1%	9 2%
Self-employed with 1-4 employees (in addition to you)	73 4%	21 3%	39 3%	40 3%	19 4%
Middle management executive in large organisation	200 10%	68 11%	121 11%	126 10%	54 11%
Junior management	177 9%	55 9%	108 10%	119 9%	36 7%
Principal officer in local government or civil service	38 2%	7 1%	27 2% a	27 2%	6 1%
Other public services (police, health, education, fire service)	112 6%	31 5%	66 6%	74 6%	21 4%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Which one of the following categories best describes the employment of the Main Income Earner in your household? If you are retired and hold a private pension, please answer based on your last employment category prior to retirement.

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Other non-manual work, such as clerical, secretarial, or sales	148 7%	32 5%	94 8% a	94 7%	31 6%
Skilled manual worker (working in a trade or craft occupation)	304 15%	90 14%	179 16%	197 16%	67 14%
Other manual worker with responsibility for other people	31 2%	8 1%	18 2%	17 1%	11 2%
Semi-skilled worker or worker in manual or service occupation	212 11%	68 11%	117 10%	126 10%	57 12%
Apprentice or trainee to skilled worker	4 *	2 *	2 *	3 *	1 *
Student	65 3%	23 4%	28 2%	38 3%	15 3%
Still at school	3 *	- -	1 *	1 *	- -
Unemployed and seeking work	75 4%	20 3%	39 3%	49 4%	14 3%
Retired and living on state pension	83 4%	19 3%	50 4%	59 5%	17 3%
Not in paid work for other reason	118 6%	26 4%	73 6% a	74 6%	20 4%
Never worked	18 1%	2 *	5 *	7 1%	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Social grade

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

AB

C1

C2

DE

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	592	328	258	2	82	99	114	80	64	153	182	194	216
	29%	34%	25%	50%	25%	31%	30%	25%	23%	40%	28%	28%	33%
		b				e	e			abcdeghi			adeh
C1	575	245	325	2	130	86	98	88	85	85	216	186	170
	29%	26%	31%	50%	40%	27%	26%	27%	30%	22%	34%	26%	26%
			a		bcddefghi				f		bcdghi		
C2	335	165	168	-	36	65	64	61	47	60	101	125	107
	17%	17%	16%	-	11%	20%	17%	19%	17%	16%	16%	18%	16%
						a	a	a	a			a	a
DE	513	221	287	-	75	68	107	93	84	82	143	200	166
	25%	23%	28%	-	23%	21%	28%	29%	30%	22%	22%	28%	25%
			a				bg	bfg	bfg			bfg	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Social grade

BASE: All respondents

Significance Level: 95%

	Region													Social Grade				
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	592	510	23	53	6	16	69	41	43	41	51	111	93	46	592	-	-	-
	29%	30%	24%	32%	11%	18%	30%	24%	24%	28%	27%	44%	34%	28%	100%	-	-	-
		de		de			de			d	d	abcdefghijklm	bdegh	d	bcd			
C1	575	471	30	47	25	20	65	45	50	40	56	68	84	43	-	575	-	-
	29%	28%	30%	28%	43%	24%	28%	27%	28%	28%	30%	27%	31%	26%	-	100%	-	-
				e												acd		
C2	335	276	13	30	15	18	37	31	35	21	26	25	42	41	-	-	335	-
	17%	16%	13%	18%	25%	22%	16%	18%	20%	14%	14%	10%	15%	25%	-	-	100%	-
		k		k	k	k	k	k	k					abfijkl			abd	
DE	513	429	32	37	12	31	60	51	51	43	55	48	53	36	-	-	-	513
	25%	25%	33%	22%	21%	37%	26%	30%	29%	30%	29%	19%	19%	22%	-	-	-	100%
		kl	klm			acklm		kl	kl	kl	kl							abc

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Social grade

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

AB

C1

C2

DE

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
AB	592	405	187	164	420	91	39	31
	29%	33%	24%	29%	30%	35%	26%	21%
		b				c		
C1	575	291	284	113	455	47	31	33
	29%	24%	36%	20%	33%	18%	21%	22%
			a		a			
C2	335	231	104	99	230	53	22	22
	17%	19%	13%	17%	16%	20%	15%	14%
		b						
DE	513	309	204	196	293	67	58	65
	25%	25%	26%	34%	21%	26%	38%	43%
				b			a	a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Social grade

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AB	592	217	193	61	26	11	29	36	4	14	421	172	193	308	103
	29%	36%	29%	46%	41%	46%	25%	13%	7%	21%	40%	18%	48%	46%	30%
		bfg	h	abfg	bfg		h				b		c	c	
C1	575	157	197	38	14	8	33	87	20	21	289	286	101	172	113
	29%	26%	29%	29%	21%	30%	28%	31%	35%	31%	28%	30%	25%	26%	33%
															ab
C2	335	93	117	13	15	1	23	49	12	13	158	177	49	91	60
	17%	15%	17%	10%	24%	4%	20%	18%	20%	19%	15%	18%	12%	14%	17%
			c		c		c	c				a			a
DE	513	131	169	20	9	5	32	106	22	20	183	330	56	101	69
	25%	22%	25%	15%	14%	20%	28%	38%	38%	29%	17%	34%	14%	15%	20%
			c				cd	abcd	abcd	cd		a			ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D4. Social grade

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

AB

C1

C2

DE

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
	Reasonable	Unreasonable	Support	Oppose
	a	b	a	b
Unweighted Total	2014	1129	1266	488
Total	2014	1132	1272	484
	100%	100%	100%	100%
AB	592 29%	240 38% b	313 28%	374 29% 176 36% a
C1	575 29%	162 25%	334 30%	364 29% 122 25%
C2	335 17%	98 15%	197 17%	215 17% 78 16%
DE	513 25%	137 21%	288 25%	319 25% 109 23%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D5. Thinking back to the General Election of June 2017, which party, if any, did you vote for?

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	598	347	248	-	38	65	71	90	113	220	102	162	332
	30%	36%	24%	-	12%	20%	19%	28%	40%	58%	16%	23%	50%
		b				a	a	abcg	abcdgh	abcdeghi		ag	abcdegh
Labour	676	288	386	1	130	138	149	114	79	65	268	263	144
	34%	30%	37%	25%	40%	44%	39%	36%	28%	17%	42%	37%	22%
			a		efi	defi	efi	fi	fi		efi	efi	
Liberal Democrat	133	70	62	1	16	16	29	17	21	34	32	47	54
	7%	7%	6%	25%	5%	5%	8%	5%	7%	9%	5%	7%	8%
										bg			g
SNP	64	33	31	-	13	14	17	8	7	4	28	25	12
	3%	3%	3%	-	4%	4%	4%	2%	3%	1%	4%	4%	2%
					fi	fi	fi				fi	f	
Plaid Cymru	25	10	15	-	12	5	4	2	3	-	17	5	3
	1%	1%	1%	-	4%	2%	1%	*	1%	-	3%	1%	*
					cdefhi	f					dfhi		
Another party	116	64	51	-	13	16	17	14	27	29	28	32	56
	6%	7%	5%	-	4%	5%	5%	4%	10%	8%	4%	4%	8%
									abcdgh	gh			abcdgh
Did not vote	278	113	161	1	68	43	64	54	25	21	111	118	46
	14%	12%	16%	25%	21%	13%	17%	17%	9%	6%	17%	17%	7%
			a		befi	fi	efi	efi			efi	efi	
Don't remember	57	11	44	-	16	15	15	9	-	3	31	24	3
	3%	1%	4%	-	5%	5%	4%	3%	-	1%	5%	3%	*
			a		efi	efi	efi	ei			efi	efi	
Prefer not to say	67	23	39	1	17	8	16	13	5	3	25	29	9
	3%	2%	4%	25%	5%	2%	4%	4%	2%	1%	4%	4%	1%
					befi		fi	fi			fi	fi	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D5. Thinking back to the General Election of June 2017, which party, if any, did you vote for?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	598	531	22	35	9	16	75	29	53	47	69	68	110	64	217	157	93	131
	30%	31%	23%	21%	15%	19%	32%	17%	29%	32%	37%	27%	40%	38%	37%	27%	28%	26%
		cdeg					cdeg		g	cdeg	bcdegk	g	abcdeghk	bcdegk	bcd			
Labour	676	599	30	37	9	41	96	78	61	56	50	99	72	47	193	197	117	169
	34%	36%	31%	22%	15%	48%	41%	46%	34%	39%	26%	39%	26%	28%	33%	34%	35%	33%
		cdjlm				abcdhjlm	cdjlm	abcdhjlm	cd	cdjlm		cdjlm						
Liberal Democrat	133	111	4	15	2	2	13	9	8	8	12	18	21	19	61	38	13	20
	7%	7%	4%	9%	3%	3%	6%	6%	5%	5%	6%	7%	8%	11%	10%	7%	4%	4%
													abefgh	bcd	d			
SNP	64	11	-	54	-	1	2	2	2	-	1	-	2	-	26	14	15	9
	3%	1%		32%		1%	1%	1%	1%		1%		1%		4%	2%	5%	2%
			abdefghijklm												bd	d		
Plaid Cymru	25	13	12	-	-	-	1	-	2	1	1	7	1	-	11	8	1	5
	1%	1%	13%				*		1%	1%	1%	3%	*		2%	1%	*	1%
		acdefghijklm										acfglm						
Another party	116	94	3	4	15	7	8	12	8	10	15	13	15	8	29	33	23	32
	6%	6%	3%	2%	27%	8%	3%	7%	4%	7%	8%	5%	5%	5%	5%	6%	7%	6%
				abcefgghijklm		c		c			c							
Did not vote	278	231	22	10	14	15	27	28	33	15	26	27	36	23	36	87	49	106
	14%	14%	22%	6%	24%	18%	12%	17%	19%	10%	14%	11%	13%	14%	6%	15%	15%	21%
		c	acfikl		cik	c		c	cik		c		c	c		a	a	abc
Don't remember	57	42	3	4	8	1	5	5	7	4	8	4	4	5	4	20	12	22
	3%	3%	3%	2%	14%	1%	2%	3%	4%	3%	4%	2%	2%	3%	1%	3%	3%	4%
				abcefgghijklm												a	a	a
Prefer not to say	67	53	1	8	2	2	4	5	5	5	5	15	10	3	14	21	13	20
	3%	3%	1%	5%	3%	2%	2%	3%	3%	3%	3%	6%	4%	2%	2%	4%	4%	4%
												abfm						

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D5. Thinking back to the General Election of June 2017, which party, if any, did you vote for?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	598 30%	407 33% b	191 25%	145 25%	447 32% a	98 38% bc	22 15%	23 15%
Labour	676 34%	416 34%	261 33%	198 35%	470 34%	82 32%	56 37%	57 38%
Liberal Democrat	133 7%	75 6%	58 7%	46 8%	84 6%	18 7%	15 10%	14 9%
SNP	64 3%	44 4%	20 3%	25 4%	39 3%	8 3%	11 7% a	6 4%
Plaid Cymru	25 1%	12 1%	13 2%	15 3% b	10 1%	7 3%	4 3%	2 1%
Another party	116 6%	69 6%	47 6%	36 6%	80 6%	18 7%	6 4%	12 8%
Did not vote	278 14%	154 12%	124 16% a	82 14%	190 14%	21 8%	29 19% a	30 20% a
Don't remember	57 3%	36 3%	22 3%	10 2%	42 3%	1 *	3 2%	4 3% a
Prefer not to say	67 3%	24 2%	43 5% a	14 2%	37 3%	6 2%	3 2%	2 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D5. Thinking back to the General Election of June 2017, which party, if any, did you vote for?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	598	598	-	-	-	-	-	-	-	-	334	263	120	217	108
	30%	100%	-	-	-	-	-	-	-	-	32%	27%	30%	32%	31%
		bcdgghi									b				
Labour	676	-	676	-	-	-	-	-	-	-	366	311	141	231	125
	34%	-	100%	-	-	-	-	-	-	-	35%	32%	35%	34%	36%
			acdfghi												
Liberal Democrat	133	-	-	133	-	-	-	-	-	-	91	42	38	60	28
	7%	-	-	100%	-	-	-	-	-	-	9%	4%	10%	9%	8%
				abdfghi							b				
SNP	64	-	-	-	64	-	-	-	-	-	42	22	24	34	8
	3%	-	-	-	100%	-	-	-	-	-	4%	2%	6%	5%	2%
					abcfghi						b		c	c	
Plaid Cymru	25	-	-	-	-	25	-	-	-	-	20	5	6	14	6
	1%	-	-	-	-	100%	-	-	-	-	2%	1%	1%	2%	2%
											b				
Another party	116	-	-	-	-	-	116	-	-	-	53	63	19	36	17
	6%	-	-	-	-	-	100%	-	-	-	5%	7%	5%	5%	5%
							abcdghi								
Did not vote	278	-	-	-	-	-	-	278	-	-	102	176	35	57	40
	14%	-	-	-	-	-	-	100%	-	-	10%	18%	9%	8%	12%
								abcdfhi				a			
Don't remember	57	-	-	-	-	-	-	-	57	-	23	34	8	12	9
	3%	-	-	-	-	-	-	-	100%	-	2%	4%	2%	2%	3%
									abcdfji						
Prefer not to say	67	-	-	-	-	-	-	-	-	67	20	47	7	12	5
	3%	-	-	-	-	-	-	-	-	100%	2%	5%	2%	2%	2%
										abcdfgh		a			

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D5. Thinking back to the General Election of June 2017, which party, if any, did you vote for?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Conservative

Labour

Liberal Democrat

SNP

Plaid Cymru

Another party

Did not vote

Don't remember

Prefer not to say

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Reasonable	Unreasonable	Support	Oppose	
Total	a	b	a	b	
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Conservative	598	191	358	392	152
	30%	30%	32%	31%	31%
Labour	676	234	365	418	180
	34%	37%	32%	33%	37%
Liberal Democrat	133	40	81	101	28
	7%	6%	7%	8%	6%
SNP	64	23	31	40	20
	3%	4%	3%	3%	4%
Plaid Cymru	25	11	12	15	9
	1%	2%	1%	1%	2%
Another party	116	40	68	79	26
	6%	6%	6%	6%	5%
Did not vote	278	72	160	171	50
	14%	11%	14%	13%	10%
Don't remember	57	11	26	28	9
	3%	2%	2%	2%	2%
Prefer not to say	67	13	30	29	12
	3%	2%	3%	2%	2%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

	Significance Level: 95%	Total	Gender			Age								
			Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
			a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total		2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total		2014	959	1037	4	323	318	383	321	280	379	641	704	659
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
0	(0.0)	778	381	388	3	241	132	112	115	98	75	373	227	173
		39%	40%	37%	75%	75%	41%	29%	36%	35%	20%	58%	32%	26%
						bcdefghi	cfhi	f	fi	fi		bcdefhi	fi	f
1	(1.0)	409	177	229	-	58	102	94	51	55	47	160	146	102
		20%	18%	22%	-	18%	32%	25%	16%	20%	12%	25%	21%	15%
				a			acdefghi	adfi		f		adfi	fi	
2	(2.0)	505	266	236	-	14	59	98	84	77	172	73	182	249
		25%	28%	23%	-	4%	19%	26%	26%	27%	45%	11%	26%	38%
			b				ag	abg	abg	abg	abcdeghi	a	abg	abcdegh
3	(3.0)	196	84	111	-	2	16	54	43	30	51	18	96	81
		10%	9%	11%	-	1%	5%	14%	13%	11%	13%	3%	14%	12%
							a	abg	abg	abg	abg	a	abg	abg
4	(4.0)	70	28	41	1	3	4	14	11	14	24	7	25	38
		3%	3%	4%	25%	1%	1%	4%	3%	5%	6%	1%	4%	6%
								abg	ag	abg	abg		abg	abg
5	(5.0)	39	16	23	-	2	4	8	12	4	9	6	20	13
		2%	2%	2%	-	1%	1%	2%	4%	1%	2%	1%	3%	2%
									abg				ag	
6	(6.0)	10	2	6	-	1	1	2	4	3	-	2	6	3
		*	*	1%	-	*	*	1%	1%	1%	-	*	1%	*
7	(7.0)	2	2	-	-	1	-	-	-	-	1	1	-	1
		*	*	-	-	*	-	-	-	-	*	*	-	*
8	(8.0)	2	-	2	-	1	-	-	1	-	-	1	1	-
		*	-	*	-	*	-	-	*	-	-	*	*	-
9	(9.0)	3	2	1	-	1	1	-	-	-	-	2	-	-
		*	*	*	-	*	*	-	-	-	-	*	-	-
10+	(15.0)	1	1	-	-	-	-	-	1	-	-	-	1	-
		*	*	-	-	-	-	-	*	-	-	-	*	-
Mean Score		1.29	1.26	1.32	1.00	.43	.99	1.47	1.53	1.39	1.83	.71	1.50	1.64
Standard Deviation		1.394	1.396	1.386	2.000	1.061	1.150	1.308	1.665	1.343	1.257	1.140	1.481	1.312
Standard Error		.031	.046	.042	1.000	.060	.060	.065	.093	.077	.072	.044	.055	.053
Error variance		*	*	*	1.00	*	*	*	.01	.01	.01	*	*	*



Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

	Total	Region													Social Grade				
		Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE	
		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																			
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451	
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0	(0.0)	778	650	37	68	20	29	96	65	76	63	72	106	94	49	187	284	104	204
		39%	39%	38%	41%	35%	33%	42%	39%	43%	43%	39%	42%	34%	30%	32%	49%	31%	40%
			m		m		m		m		m		m			acd		ac	
1	(1.0)	409	339	22	37	10	24	47	27	36	25	36	59	47	37	127	104	84	94
		20%	20%	23%	22%	17%	28%	20%	16%	20%	17%	19%	24%	17%	22%	21%	18%	25%	18%
							gl										bd		
2	(2.0)	505	412	27	47	18	21	52	43	37	35	44	56	80	45	174	120	91	120
		25%	24%	27%	28%	30%	25%	22%	25%	20%	24%	24%	22%	30%	27%	29%	21%	27%	23%
													h		bd		b		
3	(3.0)	196	170	5	12	8	6	22	19	17	16	21	16	31	22	73	39	30	55
		10%	10%	5%	7%	14%	7%	10%	11%	10%	11%	11%	6%	12%	13%	12%	7%	9%	11%
													k	bk	b			b	
4	(4.0)	70	63	4	2	2	3	9	7	6	5	6	7	12	7	14	20	14	23
		3%	4%	4%	1%	3%	4%	4%	4%	3%	3%	3%	3%	4%	4%	2%	3%	4%	4%
																		a	
5	(5.0)	39	35	2	2	-	3	2	5	4	2	5	6	5	3	11	5	9	13
		2%	2%	2%	1%	-	4%	1%	3%	2%	1%	3%	2%	2%	2%	2%	1%	3%	3%
																	b	b	
6	(6.0)	10	10	-	-	-	-	-	2	2	-	3	-	1	1	4	1	3	2
		*	1%	-	-	-	-	-	1%	1%	-	2%	-	1%	1%	1%	*	1%	*
7	(7.0)	2	2	-	-	-	-	1	-	-	-	-	-	-	1	1	1	-	-
		*	*	-	-	-	-	1%	-	-	-	-	-	-	1%	*	*	-	-
8	(8.0)	2	1	1	-	-	-	-	-	-	-	-	-	1	-	1	1	-	-
		*	*	1%	-	-	-	-	-	-	-	-	-	*	-	*	*	-	-
				a															
9	(9.0)	3	3	-	-	-	-	1	-	-	-	-	1	-	1	1	1	-	1
		*	*	-	-	-	-	*	-	-	-	-	*	-	1%	*	*	-	*
10+	(15.0)	1	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
		*	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-
Mean Score	1.29	1.32	1.24	1.10	1.33	1.31	1.22	1.41	1.22	1.17	1.35	1.19	1.43	1.55	1.46	1.03	1.41	1.33	
								c					c	acfhik	b		b	b	
Standard Deviation	1.394	1.425	1.367	1.123	1.188	1.300	1.400	1.464	1.399	1.253	1.430	1.575	1.370	1.475	1.453	1.306	1.333	1.419	
Standard Error	.031	.034	.130	.090	.204	.137	.092	.105	.105	.103	.121	.101	.078	.110	.058	.052	.078	.067	
Error variance	*	*	.02	.01	.04	.02	.01	.01	.01	.01	.01	.01	.01	.01	*	*	.01	*	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

0

1

2

3

4

5

6

7

8

9

10+

Mean Score

Standard Deviation

Standard Error

Error variance

	Total	Children		Disability		Disability type		
		Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
0	(0.0)	778	-	778	192	63	71	53
		39%	-	100%	33%	24%	47%	35%
			a		a		ac	a
1	(1.0)	409	409	-	146	71	36	37
		20%	33%	-	26%	28%	24%	24%
			b		b			
2	(2.0)	505	505	-	128	80	20	25
		25%	41%	-	22%	31%	14%	17%
			b			bc		
3	(3.0)	196	196	-	60	22	18	16
		10%	16%	-	10%	9%	12%	11%
			b					
4	(4.0)	70	70	-	24	12	4	8
		3%	6%	-	4%	5%	2%	5%
			b					
5	(5.0)	39	39	-	13	5	1	7
		2%	3%	-	2%	2%	1%	4%
			b					b
6	(6.0)	10	10	-	5	2	-	3
		*	1%	-	1%	1%	-	2%
			b					
7	(7.0)	2	2	-	1	1	-	-
		*	*	-	*	*	-	-
8	(8.0)	2	2	-	1	-	-	1
		*	*	-	*	-	-	*
9	(9.0)	3	3	-	2	1	-	1
		*	*	-	*	*	-	1%
10+	(15.0)	1	1	-	1	1	-	-
		*	*	-	*	*	-	-
Mean Score	1.29	2.11	-	1.43	1.26	1.60	1.01	1.56
				b		b		b
Standard Deviation	1.394	1.202	-	1.555	1.326	1.599	1.195	1.740
Standard Error	.031	.034	-	.066	.035	.102	.098	.141
Error variance	*	*	-	*	*	.01	.01	.02

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

	Total	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
		Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%																
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349	
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
0	(0.0)	778 39%	191 32%	261 39%	58 44%	20 32%	13 52%	47 40%	124 45%	22 38%	43 64%	397 38%	381 40%	133 33%	233 35%	150 43%
			a	a				a		abcd	efgh					ab
1	(1.0)	409 20%	97 16%	162 24%	18 14%	26 40%	6 25%	27 23%	54 19%	9 16%	9 13%	228 22%	180 19%	97 24%	162 24%	62 18%
				aci		bcdfghi								c	c	
2	(2.0)	505 25%	214 36%	151 22%	29 22%	11 17%	2 10%	23 20%	50 18%	17 30%	7 10%	266 25%	239 25%	98 24%	172 26%	83 24%
			bcdfgi	i	i					gi						
3	(3.0)	196 10%	64 11%	60 9%	20 15%	4 6%	1 3%	10 9%	26 9%	4 6%	8 12%	98 9%	98 10%	48 12%	69 10%	27 8%
					b											
4	(4.0)	70 3%	16 3%	26 4%	5 4%	2 3%	1 3%	5 4%	10 3%	4 8%	1 1%	34 3%	36 4%	16 4%	20 3%	14 4%
										a						
5	(5.0)	39 2%	12 2%	11 2%	1 1%	1 1%	1 4%	1 1%	11 4%	1 2%	-	19 2%	20 2%	4 1%	11 2%	8 2%
									b							
6	(6.0)	10 *	-	5 1%	-	-	-	2 2%	2 1%	-	-	3 *	7 1%	1 *	2 *	1 *
				a				a	a							
7	(7.0)	2 *	1 *	-	1 1%	-	-	-	-	-	-	1 *	1 *	1 *	1 *	-
					b											
8	(8.0)	2 *	-	-	-	1 1%	1 3%	-	-	-	-	2 *	-	1 *	1 *	1 *
						ab										
9	(9.0)	3 *	2 *	-	-	-	-	-	1 *	-	-	2 *	1 *	1 *	1 *	1 *
10+	(15.0)	1 *	1 *	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *	-
Mean Score	1.29	1.47	1.23	1.27	1.19	1.11	1.26	1.25	1.36	.74	1.28	1.31	1.40	1.33	1.22	
		bgi	i	i	i		i	i	i							
Standard Deviation	1.394	1.426	1.307	1.377	1.321	1.822	1.417	1.520	1.360	1.131	1.399	1.389	1.503	1.406	1.413	
Standard Error	.031	.059	.049	.118	.166	.344	.135	.091	.185	.138	.043	.045	.075	.054	.076	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
Total	a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Error variance	*	*	*	.01	.03	.12	.02	.01	.03	.02	*	*	.01	*	.01

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D6. How many children do you have, if any?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

0 (0.0)

1 (1.0)

2 (2.0)

3 (3.0)

4 (4.0)

5 (5.0)

6 (6.0)

7 (7.0)

8 (8.0)

9 (9.0)

10+ (15.0)

Mean Score

Standard Deviation

Standard Error

Error variance

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
0	778 39%	256 40%	405 36%	484 38%	174 36%
1	409 20%	158 25% b	209 18%	225 18%	136 28% a
2	505 25%	130 20%	326 29% a	357 28% b	96 20%
3	196 10%	54 9%	120 11%	126 10%	47 10%
4	70 3%	21 3%	39 3%	45 4%	17 4%
5	39 2%	8 1%	27 2%	27 2%	8 2%
6	10 *	4 1%	4 *	5 *	2 *
7	2 *	1 *	1 *	1 *	1 *
8	2 *	1 *	1 *	2 *	- -
9	3 *	2 *	1 *	- -	3 1% a
10+	1 *	1 *	- -	- -	1 *
Mean Score	1.29	1.22	1.37 a	1.33	1.31
Standard Deviation	1.394	1.470	1.351	1.345	1.538
Standard Error	.031	.058	.040	.038	.070
Error variance	*	*	*	*	*

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition (e.g. affecting your movement, balance, vision or hearing) or a non-physical disability or health condition (e.g. affecting thinking, remembering, learning, communications, mental health or social relationships).

BASE: All respondents

Significance Level: 95%

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c	a	b	c	d	e	f	g	h	i	
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	572	265	304	-	94	86	97	98	91	105	180	196	196
	28%	28%	29%	-	29%	27%	25%	31%	32%	28%	28%	28%	30%
								c					
No	1399	677	711	4	223	221	276	217	184	273	444	493	457
	69%	71%	69%	100%	69%	69%	72%	68%	66%	72%	69%	70%	69%
Prefer not to say	43	16	22	-	6	12	10	6	5	1	18	15	6
	2%	2%	2%	-	2%	4%	2%	2%	2%	*	3%	2%	1%
					f	fi	f				fi	f	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition (e.g. affecting your movement, balance, vision or hearing) or a non-physical disability or health condition (e.g. affecting thinking, remembering, learning, communications, mental health or social relationships).

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	572	483	30	36	23	23	63	55	48	46	55	75	73	46	164	113	99	196
	28%	29%	31%	22%	39%	26%	27%	32%	27%	31%	29%	30%	27%	28%	28%	20%	29%	38%
				c	c			c						b	b	b	abc	
No	1399	1167	66	126	35	61	162	110	128	96	128	169	194	119	420	455	230	293
	69%	69%	67%	76%	61%	71%	70%	66%	72%	66%	69%	67%	71%	71%	71%	79%	69%	57%
				g											d	acd	d	
Prefer not to say	43	36	2	4	-	2	5	3	3	4	4	8	4	2	7	6	6	23
	2%	2%	2%	3%	-	2%	2%	2%	2%	3%	2%	3%	2%	1%	1%	1%	2%	5%
																		abc

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition (e.g. affecting your movement, balance, vision or hearing) or a non-physical disability or health condition (e.g. affecting thinking, remembering, learning, communications, mental health or social relationships).

BASE: All respondents

Significance Level: 95%

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	572	381	192	572	-	258	151	151
	28%	31%	25%	100%	-	100%	100%	100%
		b		b				
No	1399	837	561	-	1399	-	-	-
	69%	68%	72%	-	100%	-	-	-
		a		a				
Prefer not to say	43	18	25	-	-	-	-	-
	2%	1%	3%	-	-	-	-	-
		a		a				

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition (e.g. affecting your movement, balance, vision or hearing) or a non-physical disability or health condition (e.g. affecting thinking, remembering, learning, communications, mental health or social relationships).

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	572	145	198	46	25	15	36	82	10	14	315	257	131	230	81
	28%	24%	29%	35%	39%	59%	31%	30%	18%	21%	30%	27%	33%	34%	23%
			a	ahi	ahi								c	c	
No	1399	447	470	84	39	10	80	190	42	37	721	678	263	434	260
	69%	75%	69%	63%	61%	41%	69%	68%	74%	55%	69%	70%	66%	65%	75%
		bcdi	i					i	i						ab
Prefer not to say	43	6	9	2	-	-	-	5	5	16	14	29	6	8	5
	2%	1%	1%	2%	-	-	-	2%	8%	24%	1%	3%	1%	1%	1%
								abdcfg	abdcfgh		a				

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D7. Do you have any disability or health condition that limits your day-to-day activities? It could include a physical disability or health condition (e.g. affecting your movement, balance, vision or hearing) or a non-physical disability or health condition (e.g. affecting thinking, remembering, learning, communications, mental health or social relationships).

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

Prefer not to say

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Reasonable	Unreasonable	Support	Oppose	
	a	b	a	b	
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Yes	572	210	293	355	169
	28%	33%	26%	28%	35%
		b			a
No	1399	418	823	900	310
	69%	66%	73%	71%	64%
			a		b
Prefer not to say	43	8	17	17	5
	2%	1%	1%	1%	1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D8. Would you classify your disability or health condition as physical, non-physical or both? By physical we mean something that affects your movement, balance, vision or hearing etc. By non-physical, we mean something that affects your thinking, remembering, learning, communication, mental health or social relationships.

BASE: All those with a disability or health condition

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	559	247	309	-	91	94	99	97	95	82	185	196	177
Total	572	265	304	-	94	86	97	98	91	105	180	196	196
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical	258	144	113	-	23	24	30	45	49	87	47	75	136
	45%	54%	37%	-	24%	28%	31%	46%	54%	83%	26%	38%	70%
		b						abcg	abcgh	abcdeghi		ag	abcdegh
Non-physical	151	59	91	-	49	37	36	15	12	3	86	51	14
	26%	22%	30%	-	52%	43%	37%	15%	13%	2%	48%	26%	7%
			a		cdefhi	defhi	defi	fi	f		defhi	defi	
Both physical and non-physical	151	57	93	-	20	23	27	36	28	15	43	63	43
	26%	22%	31%	-	21%	27%	28%	37%	31%	14%	24%	32%	22%
			a			f	f	afgi	f			fi	
Prefer not to say	13	5	7	-	2	2	5	2	2	-	4	7	2
	2%	2%	2%	-	2%	2%	5%	2%	2%	-	2%	4%	1%
							fi						

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D8. Would you classify your disability or health condition as physical, non-physical or both? By physical we mean something that affects your movement, balance, vision or hearing etc. By non-physical, we mean something that affects your thinking, remembering, learning, communication, mental health or social relationships.

BASE: All those with a disability or health condition

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	*d	*e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	559	479	32	35	13	23	61	61	46	45	40	71	83	49	176	124	88	171
Total	572	483	30	36	23	23	63	55	48	46	55	75	73	46	164	113	99	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical	258	219	19	11	9	8	23	27	23	14	28	39	36	18	91	47	53	67
	45%	45%	63%	31%	40%	37%	37%	50%	49%	32%	51%	52%	50%	39%	56%	42%	53%	34%
			cfim								ci				bd		d	
Non-physical	151	123	6	12	10	4	21	15	10	17	14	15	14	13	39	31	22	58
	26%	25%	20%	32%	45%	17%	34%	28%	20%	38%	26%	20%	19%	28%	24%	28%	23%	29%
						l				kl								
Both physical and non-physical	151	132	5	12	2	10	18	12	15	13	13	16	20	15	31	33	22	65
	26%	27%	17%	33%	7%	46%	28%	22%	30%	28%	23%	21%	28%	33%	19%	29%	22%	33%
															a		a	
Prefer not to say	13	10	-	1	2	-	1	-	-	1	-	5	3	-	3	2	2	6
	2%	2%	-	3%	8%	-	1%	-	-	2%	-	7%	4%	-	2%	2%	2%	3%
											ag							

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D8. Would you classify your disability or health condition as physical, non-physical or both? By physical we mean something that affects your movement, balance, vision or hearing etc. By non-physical, we mean something that affects your thinking, remembering, learning, communication, mental health or social relationships.

BASE: All those with a disability or health condition

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
Significance Level: 95%		a	b	a	*b	a	b	c
Unweighted Total	559	371	188	559	-	245	150	152
Total	572	381	192	572	-	258	151	151
	100%	100%	100%	100%	-	100%	100%	100%
Physical	258	196	63	258	-	258	-	-
	45%	51%	33%	45%	-	100%	-	-
		b				bc		
Non-physical	151	80	71	151	-	-	151	-
	26%	21%	37%	26%	-	-	100%	-
		a					ac	
Both physical and non-physical	151	98	53	151	-	-	-	151
	26%	26%	28%	26%	-	-	-	100%
		ab						ab
Prefer not to say	13	8	5	13	-	-	-	-
	2%	2%	3%	2%	-	-	-	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D8. Would you classify your disability or health condition as physical, non-physical or both? By physical we mean something that affects your movement, balance, vision or hearing etc. By non-physical, we mean something that affects your thinking, remembering, learning, communication, mental health or social relationships.

BASE: All those with a disability or health condition

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	*d	*e	f	g	*h	*i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	559	135	198	48	25	16	35	80	9	13	314	245	131	229	80
Total	572	145	198	46	25	15	36	82	10	14	315	257	131	230	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical	258 45%	98 68%	82 42%	18 38%	8 31%	7 45%	18 51%	21 25%	1 9%	6 42%	149 47%	109 42%	74 57%	121 53%	25 32%
		bcg	g				g						c	c	
Non-physical	151 26%	22 15%	56 28%	15 32%	11 44%	4 29%	6 18%	29 36%	3 33%	3 21%	88 28%	63 24%	30 23%	59 26%	27 33%
		a	a	a			a	a							
Both physical and non-physical	151 26%	23 16%	57 29%	14 31%	6 25%	2 13%	12 32%	30 37%	4 41%	2 13%	72 23%	79 31%	23 18%	43 19%	28 35%
		a	a	a			a	a				a			ab
Prefer not to say	13 2%	2 1%	2 1%	-	-	2 13%	-	2 3%	2 16%	3 23%	6 2%	7 3%	3 3%	6 3%	-
				-	-		-								-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

D8. Would you classify your disability or health condition as physical, non-physical or both? By physical we mean something that affects your movement, balance, vision or hearing etc. By non-physical, we mean something that affects your thinking, remembering, learning, communication, mental health or social relationships.

BASE: All those with a disability or health condition

Significance Level: 95%

Unweighted Total

Total

Physical

Non-physical

Both physical and non-physical

Prefer not to say

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable a	Unreasonable b	Support a	Oppose b
Unweighted Total	559	204	287	345	167
Total	572	210	293	355	169
	100%	100%	100%	100%	100%
Physical	258 45%	98 47%	139 47%	169 48%	73 44%
Non-physical	151 26%	58 28%	73 25%	88 25%	50 30%
Both physical and non-physical	151 26%	51 24%	77 26%	94 26%	41 24%
Prefer not to say	13 2%	2 1%	4 1%	4 1%	5 3%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c	a	b	c	d	e	f	g	h	i	
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656	310	340	1	93	107	118	84	82	170	200	202	252
	33%	32%	33%	25%	29%	34%	31%	26%	29%	45%	31%	29%	38%
						d				abcdegh			acdegh
Audiobook	322	163	156	-	71	77	68	38	32	36	148	106	68
	16%	17%	15%	-	22%	24%	18%	12%	11%	9%	23%	15%	10%
					defhi	cdefhi	defi				cdefhi	fi	
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255	148	106	1	47	55	46	24	17	65	102	70	82
	13%	15%	10%	25%	15%	17%	12%	8%	6%	17%	16%	10%	12%
		b			deh	cdehi	de			deh	deh		de
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235	112	120	1	61	60	53	26	13	20	121	79	33
	12%	12%	12%	25%	19%	19%	14%	8%	5%	5%	19%	11%	5%
					defhi	defhi	defi				cdefhi	efi	
Academic journal / publication	188	106	80	-	49	40	37	18	17	27	88	55	44
	9%	11%	8%	-	15%	12%	10%	6%	6%	7%	14%	8%	7%
		b			cdefhi	defhi	d				defhi		
Other (please specify)	14	5	8	-	-	1	3	-	2	8	1	3	10
	1%	1%	1%	-	-	*	1%	-	1%	2%	*	*	2%
										abdgh			adgh
Don't know / can't remember	67	24	44	-	22	21	11	7	4	-	43	17	4
	3%	2%	4%	-	7%	6%	3%	2%	2%	-	7%	2%	1%
			a		cdefhi	cdefhi	fi	f	f		cdefhi	fi	
None of the above	897	416	471	2	125	109	167	186	164	143	233	354	307
	45%	43%	45%	50%	39%	34%	44%	58%	58%	38%	36%	50%	47%
							bg	abcfghi	abcfghi		abcfg	abfg	
NET: Have read a paid-for digital publication in the past 12 months	1050	519	523	2	177	189	205	128	112	236	366	333	348
	52%	54%	50%	50%	55%	59%	54%	40%	40%	62%	57%	47%	53%
					deh	dehi	deh			cdehi	deh	de	deh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656	557	20	66	11	26	79	45	50	40	54	84	113	66	241	192	104	118
	33%	33%	21%	40%	20%	31%	34%	27%	28%	28%	29%	33%	42%	40%	41%	33%	31%	23%
		b		bdghi		b					b	abdghijk	bdghij		bcd	d	d	
Audiobook	322	258	11	37	15	13	34	28	15	24	28	55	39	22	138	80	46	59
	16%	15%	11%	22%	26%	16%	15%	16%	9%	16%	15%	22%	14%	13%	23%	14%	14%	11%
		h		abhlm	bh			h		h		abhlm			bcd			
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255	220	12	17	5	7	23	26	18	16	12	50	42	26	140	56	31	28
	13%	13%	13%	10%	9%	8%	10%	15%	10%	11%	6%	20%	16%	16%	24%	10%	9%	5%
		j					j					acefhij	j	j	bcd	d	d	
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235	201	7	19	7	10	28	18	17	18	11	51	26	21	105	60	32	38
	12%	12%	7%	12%	11%	12%	12%	11%	10%	12%	6%	20%	10%	13%	18%	10%	9%	7%
		j										abcfghijlm		j	bcd			
Academic journal / publication	188	153	4	26	5	4	18	16	15	16	12	39	20	12	92	59	18	20
	9%	9%	4%	16%	9%	5%	8%	10%	8%	11%	6%	16%	8%	7%	16%	10%	5%	4%
				abefhjlm						b		abefhjlm			bcd	cd		
Other (please specify)	14	14	-	-	-	1	1	1	3	3	-	1	2	1	7	4	-	3
	1%	1%	-	-	-	2%	*	*	2%	2%	-	*	1%	1%	1%	1%	-	1%
Don't know / can't remember	67	56	5	4	2	4	8	5	9	5	6	10	3	6	9	19	12	27
	3%	3%	6%	3%	3%	5%	4%	3%	5%	4%	3%	4%	1%	4%	2%	3%	4%	5%
		l	l			l			l			l					a	a
None of the above	897	745	55	64	30	47	106	79	83	70	103	91	103	62	162	267	165	303
	45%	44%	56%	38%	52%	56%	46%	47%	46%	48%	55%	36%	38%	37%	27%	46%	49%	59%
		kl	acklm			acklm	k	klm	k	klm	acklm					a	a	abc
NET: Have read a paid-for digital publication in the past 12 months	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	52%	53%	38%	59%	45%	39%	50%	50%	49%	48%	42%	60%	61%	59%	71%	50%	47%	36%
		bej		bej			b	b				abefghij	abefghij	behij	bcd	d	d	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656 33%	401 32%	254 33%	174 30%	473 34%	79 31%	44 29%	48 32%
Audiobook	322 16%	183 15%	140 18%	106 19%	212 15%	44 17%	38 25% ac	21 14%
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 13%	172 14% b	83 11%	78 14%	173 12%	43 16%	16 10%	19 12%
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 12%	151 12%	84 11%	79 14%	152 11%	32 12%	23 15%	22 15%
Academic journal / publication	188 9%	112 9%	76 10%	64 11%	122 9%	31 12%	17 11%	16 11%
Other (please specify)	14 1%	10 1%	3 *	1 *	12 1%	- -	- -	1 1%
Don't know / can't remember	67 3%	30 2%	37 5% a	15 3%	45 3%	1 *	3 2%	11 7% ab
None of the above	897 45%	553 45%	344 44%	242 42%	633 45%	108 42%	60 40%	68 45%
NET: Have read a paid-for digital publication in the past 12 months	1050 52%	653 53%	397 51%	315 55%	721 52%	149 58% c	88 59%	72 48%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656 33%	222 37% fghi	224 33% ghi	55 42% fghi	25 39% ghi	9 37% ghi	31 27% ghi	66 24% ghi	11 19% ghi	12 18% ghi	656 62% b	- -	242 61%	414 62%	219 63%
Audiobook	322 16%	77 13% afg	132 20% afg	24 18% afg	15 23% ag	10 39% ag	13 12% ag	33 12% ag	9 16% ag	9 13% ag	322 31% b	- -	121 30%	219 33%	95 28%
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 13%	80 13% gh	97 14% ghi	29 22% abghi	11 17% ghi	8 31% ghi	17 14% gh	9 3% gh	- -	4 5% gh	255 24% b	- -	159 40% bc	225 33% c	29 8%
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 12%	68 11% fg	97 14% fg	19 14% fg	11 17% fgh	4 15% fgh	7 6% fgh	21 8% fgh	3 5% fgh	7 10% fgh	235 22% b	- -	127 32% c	193 29% c	41 12%
Academic journal / publication	188 9%	49 8% ag	71 11% ag	20 15% ag	9 14% g	4 16% g	10 8% g	19 7% g	3 5% g	4 6% g	188 18% b	- -	87 22% c	138 21% c	44 13%
Other (please specify)	14 1%	5 1% g	6 1% g	2 1% g	- -	- -	- -	- -	- -	- -	14 1% b	- -	4 1%	4 1%	5 1%
Don't know / can't remember	67 3%	8 1% ac	24 3% ac	- -	1 1% ac	1 5% ac	1 1% ac	21 8% abcf	8 13% abcf	4 6% acf	- -	67 7% a	- -	- -	- -
None of the above	897 45%	255 43% c	287 42% c	42 32%	21 34%	4 17%	62 54% abcd	155 56% abcd	27 47% c	43 64% abcd	- -	897 93% a	- -	- -	- -
NET: Have read a paid-for digital publication in the past 12 months	1050 52%	334 56% fghi	366 54% ghi	91 68% abghi	42 65% fghi	20 78% fghi	53 45% i	102 37% i	23 40% i	20 30% i	1050 100% b	- -	399 100%	672 100%	346 100%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

E-book

Audiobook

Paid-for online newspaper (e.g. The Financial Times, The Telegraph)

Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)

Academic journal / publication

Other (please specify)

Don't know / can't remember

None of the above

NET: Have read a paid-for digital publication in the past 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
E-book	656 33%	209 33%	398 35%	470 37%	140 29%
Audiobook	322 16%	133 21%	166 15%	203 16%	97 20%
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 13%	119 19%	125 11%	153 12%	95 20%
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 12%	121 19%	104 9%	125 10%	102 21%
Academic journal / publication	188 9%	85 13%	92 8%	123 10%	57 12%
Other (please specify)	14 1%	5 1%	8 1%	14 1%	- -
Don't know / can't remember	67 3%	23 4%	29 3%	25 2%	21 4%
None of the above	897 45%	227 36%	507 45%	542 43%	179 37%
NET: Have read a paid-for digital publication in the past 12 months	1050 52%	386 61%	597 53%	705 55%	285 59%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656	310	340	1	93	107	118	84	82	170	200	202	252
	62%	60%	65%	50%	53%	57%	58%	65%	73%	72%	55%	61%	72%
								ag	abcgh	abcgh			abcgh
Audiobook	322	163	156	-	71	77	68	38	32	36	148	106	68
	31%	31%	30%	-	40%	41%	33%	29%	29%	15%	40%	32%	19%
					defi	defhi	fi	fi	fi		defhi	fi	
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255	148	106	1	47	55	46	24	17	65	102	70	82
	24%	28%	20%	50%	27%	29%	22%	19%	16%	27%	28%	21%	24%
		b			e	deh			e		deh		
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235	112	120	1	61	60	53	26	13	20	121	79	33
	22%	22%	23%	50%	35%	32%	26%	20%	12%	8%	33%	24%	10%
					defhi	defhi	efi	fi			defhi	efi	
Academic journal / publication	188	106	80	-	49	40	37	18	17	27	88	55	44
	18%	20%	15%	-	28%	21%	18%	14%	15%	11%	24%	17%	13%
		b			cdefhi	fi					defhi		
Other (please specify)	14	5	8	-	-	1	3	-	2	8	1	3	10
	1%	1%	2%	-	-	*	1%	-	2%	3%	*	1%	3%
									g	abdgh			abdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656 62%	557 63%	20 54%	66 67%	11 43%	26 78%	79 68%	45 53%	50 57%	40 57%	54 69%	84 55%	113 69%	66 67%	241 57%	192 66%	104 66%	118 65%
						bghik	gk						gk		a			
Audiobook	322 31%	258 29%	11 30%	37 37%	15 57%	13 40%	34 29%	28 33%	15 18%	24 34%	28 36%	55 36%	39 24%	22 22%	138 33%	80 28%	46 29%	59 32%
				hlm		hlm	h	h	h	h	hlm	hlm	hlm					
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 24%	220 25%	12 34%	17 17%	5 19%	7 20%	23 20%	26 31%	18 21%	16 22%	12 15%	50 33%	42 26%	26 26%	140 33%	56 19%	31 20%	28 15%
			cj				cj					acjf			bcd			
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 22%	201 23%	7 19%	19 20%	7 25%	10 29%	28 24%	18 21%	17 20%	18 26%	11 14%	51 34%	26 16%	21 21%	105 25%	60 21%	32 20%	38 21%
												acghjlm						
Academic journal / publication	188 18%	153 17%	4 10%	26 26%	5 19%	4 12%	18 16%	16 20%	15 17%	16 22%	12 15%	39 26%	20 12%	12 13%	92 22%	59 20%	18 11%	20 11%
			ablm							l		abflm			cd	cd		
Other (please specify)	14 1%	14 2%	-	-	-	1 4%	1 1%	1 1%	3 3%	3 5%	-	1 1%	2 1%	1 1%	7 2%	4 1%	-	3 2%
						c				ack								

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
E-book	656 62%	401 61%	254 64%	174 55%	473 66% a	79 53%	44 50%	48 67% ab
Audiobook	322 31%	183 28%	140 35% a	106 34%	212 29%	44 29%	38 43% a	21 30%
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 24%	172 26% b	83 21%	78 25%	173 24%	43 29%	16 18%	19 26%
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 22%	151 23%	84 21%	79 25%	152 21%	32 21%	23 26%	22 31%
Academic journal / publication	188 18%	112 17%	76 19%	64 20%	122 17%	31 21%	17 20%	16 23%
Other (please specify)	14 1%	10 2%	3 1%	1 *	12 2%	- -	- -	1 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%																
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349	
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
E-book	656 62%	222 66%	224 61%	55 61%	25 60%	9 47%	31 58%	66 64%	11 48%	12 59%	656 62%	-	242 61%	414 62%	219 63%	
Audiobook	322 31%	77 23%	132 36%	24 27%	15 35%	10 50%	13 25%	33 32%	9 40%	9 45%	322 31%	-	121 30%	219 33%	95 28%	
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255 24%	80 24%	97 27%	29 32%	11 26%	8 39%	17 32%	9 9%	-	4 18%	255 24%	-	159 40%	225 33%	29 8%	
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235 22%	68 20%	97 26%	19 20%	11 26%	4 19%	7 13%	21 21%	3 13%	7 33%	235 22%	-	127 32%	193 29%	41 12%	
Academic journal / publication	188 18%	49 15%	71 19%	20 22%	9 22%	4 21%	10 18%	19 18%	3 12%	4 19%	188 18%	-	87 22%	138 21%	44 13%	
Other (please specify)	14 1%	5 2%	6 2%	2 2%	-	-	-	-	-	-	14 1%	-	4 1%	4 1%	5 1%	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q1. Which of the following types of paid-for digital publications, if any, have you read / listened to within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
E-book	656	209	398	470	140
	62%	54%	67%	67%	49%
			a	b	
Audiobook	322	133	166	203	97
	31%	34%	28%	29%	34%
		b			
Paid-for online newspaper (e.g. The Financial Times, The Telegraph)	255	119	125	153	95
	24%	31%	21%	22%	33%
		b		a	
Paid-for online magazine (e.g. The Economist, Vogue, Good Housekeeping, Men's Health)	235	121	104	125	102
	22%	31%	17%	18%	36%
		b		a	
Academic journal / publication	188	85	92	123	57
	18%	22%	15%	17%	20%
		b			
Other (please specify)	14	5	8	14	-
	1%	1%	1%	2%	-
				b	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q2. Overall, how often do you access any form of paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	142 14%	77 15%	64 12%	- -	20 11%	25 13%	25 12%	19 14%	18 16%	35 15%	45 12%	43 13%	53 15%
Once a day	258 25%	128 25%	128 24%	- -	47 26%	53 28%	48 24%	25 19%	22 20%	62 26%	100 27%	73 22%	84 24%
Weekly	273 26%	148 29%	125 24%	- -	50 28%	57 30%	58 28%	27 21%	23 21%	58 25%	107 29%	85 25%	81 23%
Monthly	135 13%	56 11%	76 15%	1 50%	30 17%	24 13%	29 14%	23 18%	11 10%	18 8%	54 15%	52 16%	29 8%
Less than monthly	211 20%	98 19%	110 21%	1 50%	25 14%	27 14%	41 20%	29 23%	34 30%	53 23%	52 14%	70 21%	87 25%
Don't know	32 3%	12 2%	20 4%	- -	5 3%	2 1%	4 2%	6 5%	5 4%	10 4%	7 2%	11 3%	14 4%
NET: At least once a day	399 38%	205 40%	191 37%	- -	66 38%	79 42%	73 36%	43 34%	40 35%	97 41%	145 40%	116 35%	136 39%
NET: At least weekly	672 64%	353 68%	316 60%	- -	116 66%	136 72%	131 64%	70 54%	63 56%	154 66%	252 69%	201 60%	217 62%
NET: Monthly or less often	346 33%	154 30%	186 36%	2 100%	55 31%	51 27%	70 34%	52 41%	45 40%	72 30%	107 29%	122 37%	116 33%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q2. Overall, how often do you access any form of paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	142 14%	118 13%	7 18%	13 13%	3 13%	4 13%	18 15%	6 8%	8 10%	8 11%	13 16%	22 15%	24 14%	14 15%	69 16%	35 12%	21 13%	18 10%
Once a day	258 25%	217 25%	6 17%	28 29%	5 18%	8 25%	23 20%	20 24%	23 27%	15 21%	22 28%	47 31%	38 23%	20 21%	125 30%	67 23%	28 18%	38 21%
Weekly	273 26%	239 27%	6 16%	20 20%	7 26%	9 25%	34 29%	28 33%	18 20%	16 23%	19 24%	48 32%	38 23%	30 30%	115 27%	70 24%	42 27%	46 25%
Monthly	135 13%	113 13%	8 23%	10 10%	3 13%	3 8%	11 10%	14 17%	12 14%	11 15%	9 12%	18 12%	27 17%	8 8%	41 10%	43 15%	22 14%	29 16%
Less than monthly	211 20%	169 19%	10 26%	24 24%	8 30%	8 22%	27 23%	12 15%	24 28%	18 25%	13 16%	16 10%	31 19%	21 22%	62 15%	70 24%	38 24%	40 22%
Don't know	32 3%	29 3%	- -	3 3%	- -	2 6%	3 3%	3 4%	1 1%	3 5%	3 4%	1 1%	7 4%	5 5%	9 2%	4 1%	7 4%	12 6%
NET: At least once a day	399 38%	335 38%	13 35%	41 42%	8 31%	13 38%	41 35%	27 32%	32 36%	22 32%	34 44%	69 46%	62 37%	35 35%	193 46%	101 35%	49 31%	56 30%
NET: At least weekly	672 64%	574 65%	19 51%	62 62%	15 57%	21 63%	75 65%	55 65%	49 57%	38 55%	53 68%	117 77%	100 61%	65 65%	308 73%	172 59%	91 58%	101 56%
NET: Monthly or less often	346 33%	282 32%	18 49%	34 35%	11 43%	10 31%	38 33%	26 31%	36 42%	28 41%	22 28%	33 22%	58 35%	29 30%	103 25%	113 39%	60 38%	69 38%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q2. Overall, how often do you access any form of paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	142 14%	99 15% b	43 11%	54 17% b	86 12%	34 23% b	7 8%	11 15%
Once a day	258 25%	168 26%	90 23%	77 24%	177 24%	41 27%	23 26%	12 17%
Weekly	273 26%	173 26%	100 25%	99 31% b	171 24%	46 31%	29 33%	20 28%
Monthly	135 13%	73 11%	63 16% a	34 11%	100 14%	10 7%	13 14%	10 15%
Less than monthly	211 20%	123 19%	88 22%	47 15%	160 22% a	15 10%	14 16%	18 25% a
Don't know	32 3%	18 3%	14 4%	5 2%	26 4%	3 2%	2 2%	- -
NET: At least once a day	399 38%	267 41% b	133 33%	131 42%	263 36%	74 50% bc	30 34%	23 32%
NET: At least weekly	672 64%	440 67% b	233 59%	230 73% b	434 60%	121 81% bc	59 67%	43 61%
NET: Monthly or less often	346 33%	195 30%	150 38% a	81 26%	260 36% a	25 17%	27 30% a	28 39% a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q2. Overall, how often do you access any form of paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
More than once a day	142 14%	43 13%	53 14%	9 10%	10 23% c	1 4%	7 13%	15 15%	2 10%	2 9%	142 14%	-	142 36% bc	142 21% c	-
Once a day	258 25%	77 23%	88 24%	29 32% g	15 35% g	5 25%	13 24%	19 19%	6 25%	6 29%	258 25%	-	258 64% bc	258 38% c	-
Weekly	273 26%	97 29%	90 24%	21 23%	10 23%	8 40%	17 31%	22 22%	4 18%	4 22%	273 26%	-	-	273 41% ac	-
Monthly	135 13%	38 11%	56 15%	12 13%	2 4%	4 21%	6 11%	13 13%	3 11%	2 11%	135 13%	-	-	-	135 39% ab
Less than monthly	211 20%	70 21%	69 19%	16 18%	6 14%	2 9%	11 21%	27 26%	7 30%	3 15%	211 20%	-	-	-	211 61% ab
Don't know	32 3%	10 3%	10 3%	3 3%	-	-	-	5 5%	1 7%	3 14%	32 3%	-	-	-	-
NET: At least once a day	399 38%	120 36%	141 39%	38 42%	24 58% abfg	6 29%	19 36%	35 34%	8 35%	7 37%	399 38%	-	399 100% bc	399 59% c	-
NET: At least weekly	672 64%	217 65%	231 63%	60 66%	34 81% abg	14 70%	36 68%	57 56%	12 53%	12 60%	672 64%	-	399 100% c	672 100% c	-
NET: Monthly or less often	346 33%	108 32%	125 34% d	28 31%	8 19%	6 30%	17 32%	40 39% d	9 41%	5 26%	346 33%	-	-	-	346 100% ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q2. Overall, how often do you access any form of paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
More than once a day	142 14%	62 16%	70 12%	88 13%	48 17%
Once a day	258 25%	122 31% b	125 21%	154 22%	95 33% a
Weekly	273 26%	94 24%	164 27%	183 26%	70 25%
Monthly	135 13%	46 12%	81 14%	93 13%	30 11%
Less than monthly	211 20%	57 15%	135 23% a	164 23% b	35 12%
Don't know	32 3%	6 2%	21 4%	22 3%	6 2%
NET: At least once a day	399 38%	183 47% b	195 33%	242 34%	143 50% a
NET: At least weekly	672 64%	277 72% b	359 60%	425 60%	213 75% a
NET: Monthly or less often	346 33%	103 27%	217 36% a	257 37% b	65 23%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q3. Which of the following devices do you usually use to read paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tablet	447	226	217	-	65	73	95	45	55	111	138	141	166
	43%	44%	42%	-	37%	39%	46%	35%	49%	47%	38%	42%	48%
							dg		adg	adg			abdg
Mobile phone	437	192	242	1	118	116	101	41	30	30	234	142	60
	42%	37%	46%	50%	67%	61%	49%	32%	27%	13%	64%	43%	17%
			a		cdefhi	cdefhi	defi	fi	fi		cdefhi	defi	
E-Reader (e.g. Kindle, Kobo)	397	183	212	-	46	64	67	57	49	114	110	124	163
	38%	35%	40%	-	26%	34%	33%	44%	43%	49%	30%	37%	47%
								acg	ag	abcgh		ag	abcgh
Desktop computer	314	191	118	2	61	60	55	46	35	55	121	102	90
	30%	37%	23%	100%	35%	32%	27%	36%	31%	23%	33%	30%	26%
		b			fi			fi			fi		
Smart speaker (e.g. Google Home, Amazon Echo)	99	50	47	1	29	30	26	5	5	4	59	30	10
	9%	10%	9%	50%	16%	16%	13%	4%	5%	2%	16%	9%	3%
					defhi	defhi	defi				defhi	dfi	
Other (please specify)	28	10	18	-	3	2	-	3	4	16	4	3	20
	3%	2%	3%	-	1%	1%	-	2%	4%	7%	1%	1%	6%
								c	ch	abcgh			abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q3. Which of the following devices do you usually use to read paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Tablet	447	368	19	44	13	18	41	38	36	23	35	68	68	42	201	117	58	71
	43%	42%	52%	44%	50%	53%	36%	45%	41%	33%	45%	45%	41%	42%	48%	40%	37%	39%
			i		i										bc			
Mobile phone	437	371	18	36	12	18	54	36	41	26	30	80	56	31	168	126	72	71
	42%	42%	48%	36%	44%	52%	47%	43%	47%	38%	39%	53%	34%	31%	40%	44%	45%	39%
		lm	m			lm	lm		lm			acilm						
E-Reader (e.g. Kindle, Kobo)	397	341	9	35	11	16	55	20	28	31	29	48	73	41	146	111	62	77
	38%	38%	23%	36%	43%	48%	48%	24%	32%	44%	37%	32%	44%	41%	35%	38%	40%	42%
		bg				bg	bghk			bg			bgk	bg				
Desktop computer	314	260	10	36	6	7	41	20	20	21	21	57	47	26	148	75	48	44
	30%	29%	28%	37%	25%	22%	35%	24%	23%	30%	27%	38%	28%	26%	35%	26%	30%	24%
				h			h					agh			bd			
Smart speaker (e.g. Google Home, Amazon Echo)	99	91	1	7	-	1	11	10	8	5	10	29	11	7	66	12	10	11
	9%	10%	2%	8%	-	3%	9%	12%	9%	7%	13%	19%	7%	7%	16%	4%	7%	6%
												abcefhilm			bcd			
Other (please specify)	28	24	-	2	2	-	4	1	2	2	2	3	7	3	8	8	5	7
	3%	3%	-	2%	6%	-	3%	2%	3%	3%	2%	2%	4%	3%	2%	3%	3%	4%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q3. Which of the following devices do you usually use to read paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Tablet	447 43%	295 45% b	152 38%	129 41%	312 43%	65 43%	31 35%	30 42%
Mobile phone	437 42%	259 40%	178 45%	121 38%	309 43%	38 25%	43 49% a	37 51% a
E-Reader (e.g. Kindle, Kobo)	397 38%	252 39%	145 37%	109 35%	280 39%	52 35%	26 30%	28 39%
Desktop computer	314 30%	188 29%	126 32%	94 30%	217 30%	48 32%	23 26%	22 31%
Smart speaker (e.g. Google Home, Amazon Echo)	99 9%	67 10%	32 8%	39 13% b	58 8%	18 12%	13 15%	7 10%
Other (please specify)	28 3%	17 3%	11 3%	7 2%	21 3%	6 4%	- -	1 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q3. Which of the following devices do you usually use to read paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Tablet	447	156	162	37	16	13	17	35	2	9	447	-	194	320	117
	43%	47%	44%	41%	39%	64%	32%	34%	7%	45%	43%	-	48%	48%	34%
		fg											c	c	
Mobile phone	437	90	192	37	18	9	21	49	13	8	437	-	180	314	115
	42%	27%	53%	41%	43%	47%	40%	48%	55%	42%	42%	-	45%	47%	33%
		a	a	a				a					c	c	
E-Reader (e.g. Kindle, Kobo)	397	147	131	33	13	6	24	32	6	5	397	-	172	263	124
	38%	44%	36%	37%	32%	29%	45%	31%	26%	24%	38%	-	43%	39%	36%
		bg											c		
Desktop computer	314	94	107	28	19	3	22	29	4	8	314	-	114	211	92
	30%	28%	29%	31%	46%	13%	42%	29%	19%	38%	30%	-	28%	31%	27%
				abg			a								
Smart speaker (e.g. Google Home, Amazon Echo)	99	29	40	7	6	3	5	5	2	3	99	-	51	81	17
	9%	9%	11%	8%	14%	16%	9%	5%	7%	14%	9%	-	13%	12%	5%
													c	c	
Other (please specify)	28	12	8	3	-	-	-	2	2	-	28	-	13	18	7
	3%	4%	2%	3%	-	-	-	2%	11%	-	3%	-	3%	3%	2%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q3. Which of the following devices do you usually use to read paid-for digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Tablet	447 43%	155 40%	259 43%	310 44%	110 39%
Mobile phone	437 42%	183 47% b	225 38%	277 39%	132 46% a
E-Reader (e.g. Kindle, Kobo)	397 38%	132 34%	242 41% a	279 40%	98 35%
Desktop computer	314 30%	122 31%	177 30%	209 30%	87 31%
Smart speaker (e.g. Google Home, Amazon Echo)	99 9%	64 17% b	29 5%	47 7%	49 17% a
Other (please specify)	28 3%	9 2%	14 2%	23 3%	3 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	293	176	118	-	32	37	33	34	56	102	69	66	158
	15%	18%	11%	-	10%	12%	9%	10%	20%	27%	11%	9%	24%
		b							abcdgh	abcdgh			abcdgh
Once a day	526	300	222	1	59	86	88	81	72	140	145	169	211
	26%	31%	21%	25%	18%	27%	23%	25%	26%	37%	23%	24%	32%
		b				a		a	a	abcdegh		a	acdegh
Weekly	525	228	296	1	92	92	115	90	68	67	184	206	135
	26%	24%	29%	25%	29%	29%	30%	28%	24%	18%	29%	29%	20%
			a		fi	fi	fi	fi			fi	fi	
Monthly	209	81	126	-	48	32	51	30	20	26	80	82	47
	10%	8%	12%	-	15%	10%	13%	9%	7%	7%	13%	12%	7%
			a		defi		efi				efi	efi	
Less than monthly	241	91	143	2	41	30	60	49	34	26	71	109	59
	12%	9%	14%	50%	13%	9%	16%	15%	12%	7%	11%	15%	9%
			a		f		bfgi	bfi	f		f	bfgi	
Never	174	67	105	-	32	32	30	35	30	16	63	65	46
	9%	7%	10%	-	10%	10%	8%	11%	11%	4%	10%	9%	7%
			a		f	f		fi	f		f	f	
Don't know	45	16	26	-	18	11	6	2	1	3	29	8	4
	2%	2%	3%	-	6%	3%	2%	1%	*	1%	4%	1%	1%
					cdefhi	defhi					cdefhi		
NET: At least once a day	820	476	340	1	91	122	121	114	128	241	214	235	369
	41%	50%	33%	25%	28%	38%	32%	36%	46%	64%	33%	33%	56%
		b				ac		a	acdgh	abcdeghi			abcdegh
NET: At least weekly	1344	704	636	2	184	214	236	205	196	308	398	441	504
	67%	73%	61%	50%	57%	67%	62%	64%	70%	81%	62%	63%	76%
		b				a			acgh	abcdegh			abcdegh
NET: Monthly or less often	450	172	270	2	90	62	111	80	54	52	152	191	106
	22%	18%	26%	50%	28%	19%	29%	25%	19%	14%	24%	27%	16%
			a		befi	f	befi	fi			fi	befi	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	293	244	9	31	9	15	36	17	16	21	19	47	45	29	121	80	35	58
	15%	14%	9%	19%	16%	18%	16%	10%	9%	14%	10%	19%	16%	18%	20%	14%	10%	11%
		h		bghj		h	h					bghj	gh	gh	bcd			
Once a day	526	427	23	54	20	19	46	41	42	26	48	75	81	50	187	140	91	109
	26%	25%	24%	32%	35%	22%	20%	24%	23%	18%	25%	30%	30%	30%	32%	24%	27%	21%
				fi	fi							fi	fi	fi	bd			
Weekly	525	446	29	36	15	22	70	51	43	45	40	61	79	34	158	156	93	118
	26%	26%	29%	21%	26%	26%	30%	31%	24%	31%	21%	24%	29%	21%	27%	27%	28%	23%
							cm	cm		cm			m					
Monthly	209	184	9	15	2	7	24	13	25	22	24	27	26	17	50	75	32	52
	10%	11%	9%	9%	3%	8%	10%	8%	14%	15%	13%	11%	9%	10%	8%	13%	9%	10%
									g	g					a			
Less than monthly	241	201	16	17	7	7	28	19	31	19	26	21	25	24	48	64	50	79
	12%	12%	16%	10%	12%	8%	12%	11%	17%	13%	14%	8%	9%	15%	8%	11%	15%	15%
			k						aekl					k			a	ab
Never	174	146	8	14	5	12	24	21	17	11	26	14	11	9	24	45	29	76
	9%	9%	9%	8%	8%	14%	10%	13%	9%	8%	14%	6%	4%	6%	4%	8%	9%	15%
		l				klm	l	klm	l		aklm				a	a	a	abc
Don't know	45	39	3	1	-	4	3	5	6	1	4	8	5	3	5	14	5	22
	2%	2%	3%	1%	-	4%	1%	3%	3%	1%	2%	3%	2%	2%	1%	2%	2%	4%
															a	a	a	ac
NET: At least once a day	820	670	33	85	29	34	82	58	57	47	67	121	126	79	308	220	126	167
	41%	40%	34%	51%	51%	39%	36%	34%	32%	32%	36%	48%	46%	47%	52%	38%	38%	33%
		h		abfghij	hi							abfghij	abfghij	bfg hij	bcd			
NET: At least weekly	1344	1116	61	121	44	56	152	109	100	92	107	182	205	113	465	376	219	285
	67%	66%	63%	72%	77%	65%	66%	65%	56%	63%	57%	72%	75%	68%	79%	65%	65%	55%
		hj		hj	hj		h					hj	abfghij	h	bcd	d	d	
NET: Monthly or less often	450	385	25	31	8	14	51	32	56	41	50	48	51	41	98	140	81	131
	22%	23%	25%	19%	15%	17%	22%	19%	31%	28%	27%	19%	19%	25%	17%	24%	24%	25%
								acefgkl		egkl					a	a	a	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
Significance Level: 95%		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	293 15%	195 16%	98 13%	97 17%	195 14%	53 21%	20 13%	22 15%
Once a day	526 26%	356 29%	170 22%	141 25%	383 27%	77 30%	34 23%	27 18%
Weekly	525 26%	299 24%	226 29%	152 27%	362 26%	57 22%	50 33%	42 28%
Monthly	209 10%	128 10%	81 10%	53 9%	154 11%	28 11%	15 10%	9 6%
Less than monthly	241 12%	144 12%	97 12%	67 12%	167 12%	22 9%	14 9%	30 20%
Never	174 9%	99 8%	75 10%	55 10%	115 8%	20 8%	14 9%	17 11%
Don't know	45 2%	16 1%	30 4%	9 2%	23 2%	1 *	4 3%	4 3%
NET: At least once a day	820 41%	551 45%	269 35%	238 42%	578 41%	130 50%	55 36%	49 33%
NET: At least weekly	1344 67%	849 69%	495 64%	390 68%	939 67%	187 72%	105 69%	91 60%
NET: Monthly or less often	450 22%	272 22%	178 23%	119 21%	321 23%	50 19%	28 19%	39 26%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	293 15%	114 19%	88 13%	28 21%	13 20%	2 9%	18 15%	23 8%	5 10%	3 4%	193 18%	100 10%	121 30%	156 23%	35 10%
		bgi	gi	bgi	gi		gi				b		bc	c	
Once a day	526 26%	193 32%	170 25%	46 35%	23 35%	14 54%	25 22%	40 14%	7 12%	10 15%	325 31%	201 21%	150 38%	244 36%	72 21%
		bfg	gh	bfg	ghi						b		c	c	
Weekly	525 26%	139 23%	194 29%	29 22%	12 19%	6 23%	36 31%	81 29%	11 19%	17 26%	294 28%	231 24%	74 19%	174 26%	113 33%
			a								b			a	ab
Monthly	209 10%	57 10%	78 12%	11 8%	4 7%	2 8%	14 12%	30 11%	4 7%	8 12%	102 10%	106 11%	24 6%	49 7%	50 14%
															ab
Less than monthly	241 12%	57 9%	81 12%	10 8%	5 8%	- -	13 11%	50 18%	12 21%	13 19%	103 10%	138 14%	19 5%	34 5%	62 18%
								abc	acd	ac			a		ab
Never	174 9%	35 6%	56 8%	6 5%	7 11%	2 6%	9 7%	44 16%	13 22%	3 5%	28 3%	146 15%	10 2%	12 2%	13 4%
								abc	abc	a					
Don't know	45 2%	3 1%	9 1%	2 1%	- -	- -	1 1%	10 4%	6 11%	14 20%	4 *	41 4%	1 *	2 *	1 *
								ab	abcd	abcd		a			
NET: At least once a day	820 41%	307 51%	258 38%	74 56%	35 55%	16 63%	43 37%	63 23%	12 21%	13 19%	519 49%	301 31%	271 68%	400 60%	107 31%
		bfg	ghi	bfg	bghi		ghi				b		bc	c	
NET: At least weekly	1344 67%	445 74%	452 67%	103 78%	48 74%	22 86%	79 68%	144 52%	23 40%	30 45%	812 77%	532 55%	345 86%	574 85%	220 64%
		bgh	ghi	bgh	ghi		ghi				b		c	c	
NET: Monthly or less often	450 22%	114 19%	160 24%	22 16%	9 15%	2 8%	27 24%	80 29%	16 27%	20 31%	206 20%	244 25%	43 11%	83 12%	112 32%
								acd		acd		a			ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
More than once a day	293 15%	105 17%	171 15%	185 15%	89 18% a
Once a day	526 26%	205 32% b	283 25%	324 25%	152 31% a
Weekly	525 26%	164 26%	311 27%	360 28%	118 24%
Monthly	209 10%	61 10%	119 10%	141 11%	46 9%
Less than monthly	241 12%	57 9%	148 13% a	163 13% b	37 8%
Never	174 9%	38 6%	91 8%	91 7%	36 8%
Don't know	45 2%	5 1%	11 1%	10 1%	6 1%
NET: At least once a day	820 41%	310 49% b	454 40%	508 40%	241 50% a
NET: At least weekly	1344 67%	475 75% b	765 68%	868 68%	359 74% a
NET: Monthly or less often	450 22%	118 19%	267 24% a	304 24% b	83 17%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	193	112	82	-	30	30	22	17	33	62	59	39	95
	18%	21%	16%	-	17%	16%	11%	14%	29%	26%	16%	12%	27%
		b							abcdgh	abcdgh			abcdgh
Once a day	325	183	140	-	43	68	65	37	24	86	111	102	110
	31%	35%	27%	-	24%	36%	32%	29%	21%	37%	30%	31%	32%
		b				ae	e			ae			e
Weekly	294	124	169	1	57	53	63	41	28	50	111	105	78
	28%	24%	32%	50%	32%	28%	31%	32%	25%	21%	30%	31%	23%
			a		fi		fi	fi			fi	fi	
Monthly	102	39	62	-	23	17	24	15	6	17	40	39	23
	10%	8%	12%	-	13%	9%	12%	12%	6%	7%	11%	12%	7%
			a		ei		i				i	i	
Less than monthly	103	46	54	1	19	13	29	11	16	14	31	41	30
	10%	9%	10%	50%	11%	7%	14%	9%	14%	6%	9%	12%	9%
							bfgi		bf			bf	
Never	28	13	14	-	4	7	2	5	5	5	11	7	10
	3%	2%	3%	-	2%	4%	1%	4%	4%	2%	3%	2%	3%
								c	c				
Don't know	4	2	2	-	1	1	-	1	-	1	2	1	1
	*	*	*	-	1%	1%	-	1%	-	1%	1%	*	*
NET: At least once a day	519	295	222	-	73	98	87	54	57	148	171	141	205
	49%	57%	42%	-	41%	52%	42%	42%	51%	63%	47%	42%	59%
		b				ach				abcdegh			acdgh
NET: At least weekly	812	419	391	1	130	151	150	96	85	199	281	245	284
	77%	81%	75%	50%	74%	80%	73%	74%	76%	84%	77%	74%	81%
		b								acdgh			ach
NET: Monthly or less often	206	85	116	1	41	30	53	26	22	31	71	80	53
	20%	16%	22%	50%	23%	16%	26%	21%	20%	13%	20%	24%	15%
			a		fi		bfi					bfi	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	193 18%	161 18%	7 20%	21 22% j	3 13%	10 29% ghj	22 19%	11 13%	9 11%	12 18%	6 8%	39 26% aghj	32 19% j	19 19%	94 22% bc	47 16%	22 14%	30 17%
Once a day	325 31%	273 31% i	6 18%	31 31% i	13 51%	10 30% i	31 27% i	30 36% bi	25 29% i	10 14%	28 36% bi	49 32% i	57 34% bi	33 33% i	146 35% d	82 28%	51 32%	46 25%
Weekly	294 28%	249 28%	18 49% acehjklm	20 20%	6 25%	8 24%	41 35% ckm	28 34% ckm	24 28%	27 38% ckm	20 25%	34 22%	47 28%	21 21%	114 27%	89 31%	41 26%	50 28%
Monthly	102 10%	90 10%	3 7%	10 10%	- -	2 5%	11 10%	6 7%	15 17% g	7 10%	7 9%	18 12%	15 9%	10 10%	30 7%	36 12% a	16 10%	21 12%
Less than monthly	103 10%	88 10%	2 4%	11 11%	2 6%	2 5%	9 8%	5 6%	13 15% gk	12 17% abgkl	13 17% gkl	8 5%	12 8%	13 13% k	29 7%	26 9%	23 15% a	24 13% a
Never	28 3%	20 2%	1 3%	5 5% h	2 6%	1 3%	2 1%	3 3%	- -	2 3%	4 5% h	3 2%	2 1%	3 3%	7 2%	10 3%	2 1%	9 5% a
Don't know	4 *	4 *	- -	- -	- -	1 4% acflm	- -	1 1%	1 1%	- -	- -	1 1%	- -	- -	1 *	- -	2 1% b	1 1%
NET: At least once a day	519 49%	434 49% i	14 37%	52 52% i	17 64%	20 58% i	54 46%	40 48% i	34 39%	22 32%	35 44%	88 58% abhi	89 54% hi	52 53% i	240 57% bcd	129 45%	74 47%	76 42%
NET: At least weekly	812 77%	683 77% h	32 86% h	72 73%	23 88%	28 83%	94 81% h	69 82% h	58 67%	49 70%	54 69%	122 80% h	136 82% hij	73 74%	354 84% bcd	217 75%	115 73%	126 69%
NET: Monthly or less often	206 20%	177 20%	4 11%	22 22%	2 6%	3 10%	20 18%	11 13%	28 32% abefgkl	19 27% beg	20 26% g	26 17%	27 16%	23 23%	59 14%	62 21% a	39 25% a	46 25% a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
More than once a day	193 18%	131 20%	63 16%	64 20%	127 18%	36 24%	16 18%	13 18%
Once a day	325 31%	221 34%	105 26%	96 31%	227 31%	48 32%	26 29%	20 28%
Weekly	294 28%	161 25%	132 33%	87 28%	200 28%	32 22%	30 34%	24 33%
Monthly	102 10%	66 10%	37 9%	30 9%	73 10%	16 10%	9 10%	4 6%
Less than monthly	103 10%	59 9%	44 11%	30 9%	70 10%	13 9%	7 8%	10 13%
Never	28 3%	13 2%	15 4%	7 2%	21 3%	4 2%	1 1%	1 2%
Don't know	4 *	2 *	2 *	1 *	2 *	1 1%	- -	- -
NET: At least once a day	519 49%	351 54%	167 42%	161 51%	354 49%	83 56%	41 47%	33 46%
NET: At least weekly	812 77%	513 79%	299 75%	248 79%	555 77%	116 78%	71 81%	57 79%
NET: Monthly or less often	206 20%	125 19%	81 20%	60 19%	143 20%	29 19%	16 18%	14 19%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	*e	f	g	*h	i	a	*b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
More than once a day	193	72	60	22	10	2	9	12	4	1	193	-	121	156	35
	18%	22%	16%	24%	24%	12%	18%	12%	19%	4%	18%	-	30%	23%	10%
		g		g									bc	c	
Once a day	325	112	111	36	15	10	12	20	5	4	325	-	150	244	72
	31%	34%	30%	39%	36%	49%	23%	20%	22%	21%	31%	-	38%	36%	21%
		g	g	g	g								c	c	
Weekly	294	86	109	17	8	6	19	40	5	4	294	-	74	174	113
	28%	26%	30%	19%	18%	30%	37%	39%	22%	22%	28%	-	19%	26%	33%
			c				c	acd						a	ab
Monthly	102	27	43	7	2	2	8	11	1	2	102	-	24	49	50
	10%	8%	12%	8%	4%	10%	15%	10%	4%	10%	10%	-	6%	7%	14%
															ab
Less than monthly	103	29	32	7	5	-	4	13	5	9	103	-	19	34	62
	10%	9%	9%	8%	12%	-	7%	13%	23%	44%	10%	-	5%	5%	18%
															ab
Never	28	7	8	2	2	-	-	6	2	-	28	-	10	12	13
	3%	2%	2%	3%	5%	-	-	6%	11%	-	3%	-	2%	2%	4%
								b							
Don't know	4	1	3	-	-	-	-	-	-	-	4	-	1	2	1
	*	*	1%	-	-	-	-	-	-	-	*	-	*	*	*
NET: At least once a day	519	184	171	58	25	12	22	32	9	5	519	-	271	400	107
	49%	55%	47%	64%	60%	61%	41%	32%	41%	24%	49%	-	68%	60%	31%
		bg	g	bfg	g								bc	c	
NET: At least weekly	812	270	281	74	33	18	41	72	14	9	812	-	345	574	220
	77%	81%	77%	82%	79%	90%	78%	71%	62%	46%	77%	-	86%	85%	64%
		g											c	c	
NET: Monthly or less often	206	56	75	14	7	2	12	24	6	11	206	-	43	83	112
	20%	17%	20%	15%	17%	10%	22%	23%	27%	54%	20%	-	11%	12%	32%
															ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q4. And overall, how often do you read printed publications? This includes books, newspapers, magazines, journal publications and other printed publications.

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
More than once a day	193 18%	74 19%	112 19%	121 17%	64 23% a
Once a day	325 31%	142 37% b	164 28%	197 28%	105 37% a
Weekly	294 28%	102 27%	176 29%	211 30% b	65 23%
Monthly	102 10%	36 9%	59 10%	69 10%	28 10%
Less than monthly	103 10%	24 6%	66 11% a	87 12% b	13 5%
Never	28 3%	6 2%	17 3%	18 3%	8 3%
Don't know	4 *	1 *	2 *	2 *	1 *
NET: At least once a day	519 49%	217 56% b	276 46%	318 45%	169 59% a
NET: At least weekly	812 77%	319 83% b	452 76%	529 75%	234 82% a
NET: Monthly or less often	206 20%	60 16%	125 21% a	155 22% b	42 15%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q5. You said that you have read an e-book in the past 12 months. Approximately how many e-books have you purchased in the past 12 months, either for yourself or someone else?

BASE: All those who have read an e-book in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%													
Unweighted Total	661	294	362	1	91	126	129	85	87	142	217	214	229
Total	656	310	340	1	93	107	118	84	82	170	200	202	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-5	188	91	97	-	23	25	37	31	26	47	48	68	72
	29%	29%	28%	-	25%	23%	31%	37%	31%	27%	24%	34%	29%
								bg				bg	
6-10	157	73	84	-	19	30	28	17	20	43	49	45	63
	24%	24%	25%	-	20%	28%	23%	21%	25%	25%	24%	22%	25%
11-15	63	33	31	-	6	11	14	8	5	19	17	22	24
	10%	10%	9%	-	6%	11%	11%	10%	6%	11%	9%	11%	10%
16-20	63	29	33	-	13	11	8	6	9	14	24	15	24
	10%	9%	10%	-	14%	11%	7%	8%	11%	8%	12%	7%	9%
20+	123	58	63	-	19	23	22	14	15	29	42	36	45
	19%	19%	19%	-	20%	22%	18%	17%	18%	17%	21%	18%	18%
I have only been gifted e-books during the past 12 months	62	27	33	1	14	6	10	7	7	17	20	17	24
	9%	9%	10%	100%	15%	5%	9%	8%	8%	10%	10%	9%	10%
					b								
Mean Score	13.90	13.83	13.91	-	12.28	17.76	12.20	13.71	14.02	13.66	15.20	12.82	13.78
						ach							
Standard Deviation	17.624	17.579	17.679	-	12.824	23.301	13.176	19.384	18.200	17.184	19.295	16.015	17.485
Standard Error	.685	1.025	.929	-	1.344	2.076	1.160	2.102	1.951	1.442	1.310	1.095	1.155
Error variance	.47	1.05	.86	-	1.81	4.31	1.35	4.42	3.81	2.08	1.72	1.20	1.34

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q5. You said that you have read an e-book in the past 12 months. Approximately how many e-books have you purchased in the past 12 months, either for yourself or someone else?

BASE: All those who have read an e-book in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	*b	c	*d	*e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	661	566	24	63	7	27	82	52	50	42	40	80	125	68	256	210	91	104
Total	656	557	20	66	11	26	79	45	50	40	54	84	113	66	241	192	104	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1-5	188 29%	154 28%	7 36%	23 35%	3 29%	7 27%	27 35%	16 35%	12 23%	11 28%	14 26%	17 21%	33 29%	17 25%	52 22%	62 32%	30 29%	44 37%
						k									a	a	a	
6-10	157 24%	134 24%	6 32%	12 18%	5 42%	4 15%	16 20%	10 22%	9 19%	14 35%	13 25%	22 26%	25 22%	22 33%	56 23%	46 24%	28 27%	27 23%
										c								
11-15	63 10%	52 9%	1 4%	11 16%	- -	6 21%	9 12%	5 11%	4 9%	2 5%	3 5%	6 7%	13 11%	4 6%	30 12%	17 9%	9 8%	7 6%
16-20	63 10%	53 10%	1 4%	9 13%	- -	4 17%	5 6%	2 5%	6 12%	2 5%	6 12%	13 16%	11 10%	3 5%	28 12%	18 9%	4 4%	12 10%
												fm			c			
20+	123 19%	109 20%	4 21%	7 11%	2 15%	3 10%	17 21%	8 17%	7 15%	7 18%	11 21%	22 26%	21 18%	14 21%	58 24%	30 16%	22 21%	13 11%
												c			bd			
I have only been gifted e-books during the past 12 months	62 9%	54 10%	1 4%	5 7%	2 15%	3 11%	5 7%	4 10%	11 22%	4 9%	6 11%	4 5%	11 9%	6 9%	17 7%	18 10%	11 11%	15 13%
									acfkml									
Mean Score	13.90	14.30	12.75	11.74	9.92	12.95	14.60	13.98	10.95	12.28	14.91	19.06	13.06	14.05	16.02	13.11	14.56	10.27
												achl			d			
Standard Deviation	17.624	18.157	15.330	14.221	12.281	15.719	19.351	20.081	14.088	14.468	19.336	21.234	16.091	18.908	18.435	17.952	18.878	13.244
Standard Error	.685	.763	3.129	1.792	4.642	3.025	2.137	2.785	1.992	2.233	3.057	2.374	1.439	2.293	1.152	1.239	1.979	1.299
Error variance	.47	.58	9.79	3.21	21.55	9.15	4.57	7.75	3.97	4.98	9.35	5.64	2.07	5.26	1.33	1.53	3.92	1.69

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q5. You said that you have read an e-book in the past 12 months. Approximately how many e-books have you purchased in the past 12 months, either for yourself or someone else?

BASE: All those who have read an e-book in the last 12 months

Significance Level: 95%

Unweighted Total

Total

1-5

6-10

11-15

16-20

20+

I have only been gifted e-books during the past 12 months

Mean Score

Standard Deviation

Standard Error

Error variance

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	661	402	259	172	480	74	46	49
Total	656	401	254	174	473	79	44	48
	100%	100%	100%	100%	100%	100%	100%	100%
1-5	188 29%	107 27%	81 32%	38 22%	148 31% a	14 18%	15 33%	10 20%
6-10	157 24%	105 26%	52 21%	37 21%	118 25%	15 19%	10 22%	13 26%
11-15	63 10%	40 10%	23 9%	11 6%	51 11%	4 5%	2 5%	5 10%
16-20	63 10%	40 10%	22 9%	18 10%	43 9%	9 11%	2 5%	6 13%
20+	123 19%	82 20%	41 16%	54 31% b	68 14%	28 35%	12 28%	11 23%
I have only been gifted e-books during the past 12 months	62 9%	27 7%	35 14% a	16 9%	45 9%	10 12%	3 6%	4 7%
Mean Score	13.90	14.75	12.55	17.34 b	12.56	19.73	16.82	13.66
Standard Deviation	17.624	17.137	18.319	19.150	16.609	21.308	20.911	13.173
Standard Error	.685	.855	1.138	1.460	.758	2.477	3.083	1.882
Error variance	.47	.73	1.30	2.13	.57	6.14	9.51	3.54

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q5. You said that you have read an e-book in the past 12 months. Approximately how many e-books have you purchased in the past 12 months, either for yourself or someone else?

BASE: All those who have read an e-book in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	*d	*e	f	g	*h	*i	a	*b	a	b	c
Significance Level: 95%															
Unweighted Total	661	212	238	57	25	10	30	67	9	13	661	-	245	420	218
Total	656	222	224	55	25	9	31	66	11	12	656	-	242	414	219
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
1-5	188 29%	62 28%	66 29%	24 44% abf	5 21%	1 8%	5 16%	19 29%	4 36%	1 9%	188 29%	-	33 14%	70 17%	108 49% ab
6-10	157 24%	50 22%	50 22%	16 29%	4 17%	3 36%	9 30%	20 30%	2 16%	4 30%	157 24%	-	57 23%	112 27% c	40 18%
11-15	63 10%	22 10%	23 10%	2 4%	7 28%	-	3 11%	4 6%	1 7%	1 13%	63 10%	-	39 16% c	55 13% c	7 3%
16-20	63 10%	25 11% c	21 9%	1 2%	4 14%	-	2 6%	7 11% c	3 26%	-	63 10%	-	30 12%	46 11%	15 7%
20+	123 19%	41 18%	46 21%	8 14%	5 20%	5 56%	7 23%	9 13%	-	2 16%	123 19%	-	70 29% c	105 26% c	14 6%
I have only been gifted e-books during the past 12 months	62 9%	22 10%	19 8%	4 8%	-	-	4 14%	7 11%	2 15%	4 32%	62 9%	-	13 5%	26 6%	34 15% ab
Mean Score	13.90	14.28	14.13	11.84	16.70	23.49	16.31	11.99	7.95	8.36	13.90	-	20.75 c	17.81 c	6.99
Standard Deviation	17.624	18.549	16.853	20.624	15.406	18.141	18.836	16.440	8.016	9.628	17.624	-	22.109	19.666	10.492
Standard Error	.685	1.274	1.092	2.732	3.081	5.737	3.439	2.008	2.672	2.670	.685	-	1.413	.960	.711
Error variance	.47	1.62	1.19	7.46	9.49	32.91	11.83	4.03	7.14	7.13	.47	-	2.00	.92	.50

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q5. You said that you have read an e-book in the past 12 months. Approximately how many e-books have you purchased in the past 12 months, either for yourself or someone else?

BASE: All those who have read an e-book in the last 12 months

Significance Level: 95%

Unweighted Total

Total

1-5

6-10

11-15

16-20

20+

I have only been gifted e-books during the past 12 months

Mean Score

Standard Deviation

Standard Error

Error variance

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	661	214	397	469	143
Total	656	209	398	470	140
	100%	100%	100%	100%	100%
1-5	188 29%	47 23%	125 32% a	144 31%	32 23%
6-10	157 24%	51 24%	92 23%	113 24%	28 20%
11-15	63 10%	16 8%	44 11%	51 11%	10 7%
16-20	63 10%	21 10%	38 10%	43 9%	15 11%
20+	123 19%	58 27% b	61 15%	76 16%	40 29% a
I have only been gifted e-books during the past 12 months	62 9%	16 8%	37 9%	42 9%	13 10%
Mean Score	13.90	17.74 b	12.41	13.26	17.57 a
Standard Deviation	17.624	20.155	16.104	17.415	19.789
Standard Error	.685	1.378	.808	.804	1.655
Error variance	.47	1.90	.65	.65	2.74

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q6. For which of the following reasons have you not read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have not read paid-for digital publications in the last 12 months

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	881	383	488	2	119	123	173	178	179	106	242	351	285
Total	897	416	471	2	125	109	167	186	164	143	233	354	307
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is easier to read printed publications than digital ones	284 32%	155 37% b	127 27%	2 100%	24 19%	27 25%	37 22%	50 27%	66 40% abcdgh	81 56% abcdegh	50 22%	87 25%	146 48% abcdgh
I don't like reading content on-screen	207 23%	94 23%	112 24%	- -	30 24%	23 21%	33 20%	49 26%	35 21%	37 26%	53 22%	82 23%	72 23%
Paid-for digital publications and subscriptions are too expensive / poor value for money	191 21%	108 26% b	83 18%	- -	16 13%	23 22%	38 23% a	36 19%	49 30% adgh	29 20%	39 17%	74 21% a	78 25% ag
There are no paid-for digital publications that I would be interested in	156 17%	69 17%	87 19%	- -	24 19%	20 18%	26 16%	38 20%	28 17%	20 14%	44 19%	64 18%	48 16%
I don't like the advertising on paid-for digital publications	92 10%	50 12%	39 8%	2 100%	18 14% c	10 9%	11 7%	17 9%	18 11%	18 13%	27 12%	29 8%	36 12%
I do not have a device I can use to access paid-for digital publications	46 5%	18 4%	26 6%	- -	9 7%	3 3%	4 3%	9 5%	14 9% bch	7 5%	12 5%	13 4%	21 7% c
Other (please specify)	26 3%	10 2%	15 3%	- -	1 1%	4 4%	6 4%	3 2%	5 3%	7 5%	5 2%	9 3%	11 4%
Don't know	167 19%	68 16%	95 20%	- -	33 27% efi	28 26% efi	43 26% efi	36 20% efi	16 10%	8 6%	61 26% efi	79 22% efi	24 8%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q6. For which of the following reasons have you not read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have not read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	881	744	61	56	17	49	103	90	80	70	76	85	122	69	175	298	144	264
Total	897	745	55	64	30	47	106	79	83	70	103	91	103	62	162	267	165	303
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is easier to read printed publications than digital ones	284 32%	240 32%	16 29%	15 24%	13 42%	11 22%	27 25%	27 34%	27 32%	28 40% efk	36 34%	21 24%	34 33%	29 47%	57 35%	81 30%	54 33%	93 31%
I don't like reading content on-screen	207 23%	170 23%	15 28%	13 20%	9 29%	12 25%	21 19%	12 16%	20 25%	21 30%	25 24%	17 19%	24 24%	17 28%	50 31%	73 27%	40 24%	44 14%
										g					d	d	d	
Paid-for digital publications and subscriptions are too expensive / poor value for money	191 21%	163 22%	11 20%	12 19%	5 17%	10 20%	18 17%	18 22%	18 22%	14 19%	24 23%	24 26%	25 25%	13 21%	51 31%	70 26%	20 12%	51 17%
															cd	cd		
There are no paid-for digital publications that I would be interested in	156 17%	130 17%	10 17%	15 24%	2 5%	7 16%	21 20%	12 15%	16 19%	15 21%	18 18%	12 13%	20 19%	8 14%	29 18%	44 17%	27 16%	56 18%
I don't like the advertising on paid-for digital publications	92 10%	81 11%	5 10%	4 7%	2 5%	6 12%	10 10%	8 11%	9 11%	9 13%	5 5%	13 15%	11 11%	9 14%	24 15%	24 9%	11 7%	33 11%
											j				c			
I do not have a device I can use to access paid-for digital publications	46 5%	44 6%	- -	2 2%	- -	1 2%	7 6%	4 5%	6 7%	4 6%	9 9%	7 7%	6 6%	1 1%	10 6%	13 5%	8 5%	14 5%
							b		b		bm	b						
Other (please specify)	26 3%	22 3%	3 5%	1 2%	- -	- -	3 3%	3 4%	- -	5 6%	4 4%	3 3%	2 2%	2 3%	3 2%	9 3%	3 2%	10 3%
										h								
Don't know	167 19%	130 17%	12 22%	16 25%	7 23%	12 25%	16 15%	20 25%	15 19%	6 9%	14 13%	17 19%	20 19%	9 15%	17 10%	43 16%	36 22%	71 23%
			i	i		i		i									a	ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q6. For which of the following reasons have you not read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have not read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	881	542	339	229	630	101	57	65
Total	897	553	344	242	633	108	60	68
	100%	100%	100%	100%	100%	100%	100%	100%
It is easier to read printed publications than digital ones	284 32%	193 35% b	91 26%	86 35%	197 31%	42 39%	19 31%	24 35%
I don't like reading content on-screen	207 23%	123 22%	84 24%	56 23%	148 23%	29 27%	14 23%	13 19%
Paid-for digital publications and subscriptions are too expensive / poor value for money	191 21%	115 21%	77 22%	44 18%	144 23%	19 18%	14 24%	10 15%
There are no paid-for digital publications that I would be interested in	156 17%	93 17%	63 18%	42 17%	111 18%	22 21%	8 13%	11 17%
I don't like the advertising on paid-for digital publications	92 10%	58 11%	34 10%	29 12%	61 10%	18 16%	6 10%	5 7%
I do not have a device I can use to access paid-for digital publications	46 5%	22 4%	23 7%	14 6%	31 5%	8 7%	2 3%	3 4%
Other (please specify)	26 3%	18 3%	8 2%	8 3%	17 3%	4 4%	2 4%	3 4%
Don't know	167 19%	96 17%	72 21%	37 15%	117 19%	12 11%	7 12%	15 22%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q6. For which of the following reasons have you not read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have not read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	*d	*e	f	g	*h	i	*a	b	*a	*b	*c
Significance Level: 95%															
Unweighted Total	881	243	293	43	19	5	56	154	26	42	-	881	-	-	-
Total	897	255	287	42	21	4	62	155	27	43	-	897	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	-	-	-
It is easier to read printed publications than digital ones	284	104	98	13	6	1	20	33	6	5	-	284	-	-	-
	32%	41%	34%	31%	26%	17%	31%	21%	21%	12%	-	32%	-	-	-
		gi	gi	i			i								
I don't like reading content on-screen	207	70	65	14	4	1	10	31	4	8	-	207	-	-	-
	23%	27%	23%	33%	21%	17%	16%	20%	16%	18%	-	23%	-	-	-
				f											
Paid-for digital publications and subscriptions are too expensive / poor value for money	191	66	69	9	1	-	17	20	2	6	-	191	-	-	-
	21%	26%	24%	22%	6%	-	28%	13%	7%	14%	-	21%	-	-	-
		g	g				g								
There are no paid-for digital publications that I would be interested in	156	45	48	6	7	1	13	30	1	6	-	156	-	-	-
	17%	18%	17%	13%	30%	25%	21%	19%	5%	14%	-	17%	-	-	-
I don't like the advertising on paid-for digital publications	92	40	23	5	2	1	5	11	1	4	-	92	-	-	-
	10%	16%	8%	11%	10%	20%	8%	7%	5%	9%	-	10%	-	-	-
		bg													
I do not have a device I can use to access paid-for digital publications	46	20	13	3	-	-	5	3	-	2	-	46	-	-	-
	5%	8%	4%	6%	-	-	8%	2%	-	5%	-	5%	-	-	-
		g					g								
Other (please specify)	26	5	11	2	-	-	2	5	1	-	-	26	-	-	-
	3%	2%	4%	4%	-	-	3%	4%	3%	-	-	3%	-	-	-
Don't know	167	18	47	6	6	1	12	44	16	19	-	167	-	-	-
	19%	7%	16%	13%	26%	21%	19%	28%	58%	43%	-	19%	-	-	-
		a					a	abc		abcf					

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q6. For which of the following reasons have you not read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have not read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	881	220	499	530	174
Total	897	227	507	542	179
	100%	100%	100%	100%	100%
It is easier to read printed publications than digital ones	284 32%	91 40% b	160 32%	176 32%	74 41% a
I don't like reading content on-screen	207 23%	58 26%	116 23%	127 23%	43 24%
Paid-for digital publications and subscriptions are too expensive / poor value for money	191 21%	54 24%	117 23%	119 22%	41 23%
There are no paid-for digital publications that I would be interested in	156 17%	43 19%	84 17%	100 18%	26 15%
I don't like the advertising on paid-for digital publications	92 10%	32 14%	53 10%	51 10%	32 18% a
I do not have a device I can use to access paid-for digital publications	46 5%	15 7%	24 5%	31 6%	8 4%
Other (please specify)	26 3%	7 3%	15 3%	17 3%	5 3%
Don't know	167 19%	24 11%	85 17% a	78 14%	22 12%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is often more convenient to read paid-for digital publications than printed ones when travelling	383 36%	191 37%	191 37%	- -	46 26%	54 29%	51 25%	47 37%	57 51%	126 54%	100 27%	99 30%	183 53%
								acg	abcdgh	abcdgh			abcdgh
I can store multiple different paid-for digital books / publications on my device	366 35%	174 33%	190 36%	1 50%	43 24%	52 27%	63 31%	45 35%	55 49%	109 46%	95 26%	108 32%	164 47%
								ag	abcdgh	abcdgh			abcdgh
I can access a publication / article instantly	305 29%	169 32%	132 25%	- -	35 20%	50 27%	63 31%	35 27%	45 40%	74 32%	85 23%	98 29%	119 34%
		b					a		abdgh	ag		a	ag
It is easier to purchase digital publications than printed ones	287 27%	159 31%	128 24%	1 50%	40 23%	55 29%	53 26%	47 36%	36 32%	56 24%	95 26%	99 30%	93 27%
		b						acfgi					
I can choose the display / format I prefer (e.g. changing the font size)	270 26%	134 26%	137 26%	- -	36 20%	37 20%	50 24%	28 22%	38 34%	81 34%	73 20%	79 24%	119 34%
									abdgh	abcdgh			abcdgh
Paid-for digital publications and subscriptions are cheap / good value for money	270 26%	147 28%	123 24%	- -	37 21%	34 18%	45 22%	31 24%	41 36%	82 35%	70 19%	76 23%	123 35%
									abcdgh	abcdgh			abcdgh
It is easier to read paid-for digital publications than printed ones	198 19%	108 21%	88 17%	- -	27 15%	29 15%	42 20%	26 20%	26 23%	49 21%	56 15%	68 20%	75 21%
									g				g
It is the only way I can access certain content (e.g. academic journals)	135 13%	66 13%	66 13%	- -	39 22%	29 15%	21 10%	13 10%	15 13%	17 7%	68 19%	33 10%	32 9%
					cdfhi	fi					cdfhi		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)	98 9%	55 11%	44 8%	- -	31 18% cdefhi	30 16% cdefhi	17 8% f	5 4%	8 7%	7 3%	61 17% cdefhi	22 7%	15 4%
It is the only way I can access publications from other countries	81 8%	35 7%	46 9%	- -	29 16% cdefhi	23 12% cdefhi	10 5%	6 5%	3 3%	9 4%	52 14% cdefhi	16 5%	13 4%
Other (please specify)	26 2%	16 3%	10 2%	- -	3 2%	1 *	3 2%	2 2%	4 3% b	13 6% bcgh	4 1%	5 2%	17 5% bcgh
Don't know	50 5%	23 4%	26 5%	1 50%	6 3%	6 3%	11 5%	6 5%	7 6%	15 6%	12 3%	17 5%	21 6%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It is often more convenient to read paid-for digital publications than printed ones when travelling	383 36%	323 37%	15 41%	36 36%	8 30%	13 40%	39 33%	25 30%	30 35%	20 28%	34 44%	49 32%	78 47%	35 35%	163 39%	106 37%	53 34%	61 33%
I can store multiple different paid-for digital books / publications on my device	366 35%	314 35%	9 25%	34 34%	10 38%	15 46%	39 33%	20 24%	26 30%	22 32%	26 34%	50 33%	69 42%	46 47%	131 31%	117 40%	57 36%	61 34%
I can access a publication / article instantly	305 29%	249 28%	11 30%	37 38%	6 25%	5 15%	25 21%	21 25%	25 28%	17 24%	24 30%	47 31%	51 31%	35 35%	122 29%	87 30%	45 28%	52 28%
It is easier to purchase digital publications than printed ones	287 27%	236 27%	8 23%	31 32%	12 45%	7 20%	34 29%	22 26%	21 24%	20 28%	23 30%	40 26%	43 26%	27 27%	111 27%	83 29%	43 27%	50 27%
I can choose the display / format I prefer (e.g. changing the font size)	270 26%	227 26%	7 18%	32 32%	5 19%	6 18%	41 35%	18 22%	20 23%	11 16%	21 27%	31 20%	47 28%	32 32%	95 23%	75 26%	47 30%	53 29%
Paid-for digital publications and subscriptions are cheap / good value for money	270 26%	228 26%	9 24%	26 27%	7 25%	11 32%	28 24%	17 20%	23 26%	23 33%	16 20%	29 19%	45 27%	37 37%	105 25%	68 24%	50 31%	47 26%
It is easier to read paid-for digital publications than printed ones	198 19%	169 19%	5 13%	19 20%	5 19%	7 22%	24 21%	15 18%	19 21%	8 12%	14 17%	26 17%	34 21%	21 21%	79 19%	51 18%	30 19%	38 21%
It is the only way I can access certain content (e.g. academic journals)	135 13%	111 12%	4 10%	18 18%	2 6%	2 7%	13 11%	12 15%	9 10%	13 19%	9 11%	27 18%	18 11%	7 7%	66 16%	40 14%	10 7%	18 10%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)	98 9%	79 9%	3 9%	11 11%	5 20%	4 12%	14 12%	7 8%	8 9%	7 10%	5 7%	21 14%	12 7%	3 3%	50 12%	18 6%	8 5%	22 12%
		m		m		m	m					lm			bc			bc
It is the only way I can access publications from other countries	81 8%	72 8%	2 5%	4 4%	3 12%	4 13%	9 8%	5 6%	5 6%	6 8%	4 4%	21 14%	7 4%	12 12%	42 10%	14 5%	16 10%	9 5%
					l							acl		cl	b		b	
Other (please specify)	26 2%	21 2%	- -	4 5%	- -	1 4%	5 4%	1 1%	1 1%	1 1%	- -	3 2%	3 2%	6 6%	8 2%	8 3%	4 2%	6 3%
													ag					
Don't know	50 5%	44 5%	1 3%	5 5%	- -	- -	3 3%	4 4%	5 6%	4 6%	3 3%	12 8%	9 5%	4 4%	15 4%	14 5%	9 5%	12 7%
											f							

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
It is often more convenient to read paid-for digital publications than printed ones when travelling	383 36%	249 38%	134 34%	106 34%	272 38%	58 39%	26 29%	23 31%
I can store multiple different paid-for digital books / publications on my device	366 35%	228 35%	138 35%	102 33%	259 36%	59 39%	17 19%	26 36%
I can access a publication / article instantly	305 29%	199 30%	106 27%	85 27%	217 30%	39 26%	18 20%	25 36%
It is easier to purchase digital publications than printed ones	287 27%	185 28%	102 26%	88 28%	195 27%	38 26%	21 24%	26 37%
I can choose the display / format I prefer (e.g. changing the font size)	270 26%	179 27%	91 23%	88 28%	180 25%	45 30%	21 24%	21 30%
Paid-for digital publications and subscriptions are cheap / good value for money	270 26%	186 28%	84 21%	80 26%	189 26%	43 29%	20 22%	16 22%
It is easier to read paid-for digital publications than printed ones	198 19%	132 20%	66 17%	62 20%	135 19%	32 21%	15 17%	16 22%
It is the only way I can access certain content (e.g. academic journals)	135 13%	72 11%	62 16%	47 15%	85 12%	23 15%	12 13%	12 16%
Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)	98 9%	56 9%	42 11%	30 9%	66 9%	18 12%	7 8%	4 6%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

Significance Level: 95%

Unweighted Total

Total

It is the only way I can access publications from other countries

Other (please specify)

Don't know

	Children		Disability		Disability type			
	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical	
Total	a	b	a	b	a	b	c	
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
It is the only way I can access publications from other countries	81	46	35	28	54	12	9	6
	8%	7%	9%	9%	7%	8%	11%	9%
Other (please specify)	26	20	6	2	24	2	-	-
	2%	3%	1%	1%	3%	2%	-	-
					a			
Don't know	50	26	24	9	39	6	3	-
	5%	4%	6%	3%	5%	4%	3%	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	*e	f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%																
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349	
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
It is often more convenient to read paid-for digital publications than printed ones when travelling	383 36%	141 42%	131 36%	32 36%	12 28%	4 19%	15 28%	38 37%	5 24%	6 32%	383 36%	-	178 45%	270 40%	101 29%	
													c	c		
I can store multiple different paid-for digital books / publications on my device	366 35%	131 39%	115 31%	38 42%	12 29%	2 9%	18 35%	39 39%	5 21%	6 32%	366 35%	-	152 38%	250 37%	109 31%	
			b													
I can access a publication / article instantly	305 29%	104 31%	110 30%	30 33%	10 23%	5 26%	10 19%	26 25%	4 19%	5 24%	305 29%	-	144 36%	223 33%	75 22%	
													c	c		
It is easier to purchase digital publications than printed ones	287 27%	87 26%	105 29%	25 28%	12 29%	5 24%	17 32%	34 33%	1 6%	2 9%	287 27%	-	122 31%	220 33%	64 18%	
													c	c		
I can choose the display / format I prefer (e.g. changing the font size)	270 26%	85 26%	96 26%	20 22%	10 24%	2 9%	17 32%	33 33%	4 17%	3 15%	270 26%	-	114 28%	199 30%	66 19%	
													c	c		
Paid-for digital publications and subscriptions are cheap / good value for money	270 26%	94 28%	89 24%	17 18%	15 36%	3 16%	20 37%	27 27%	3 11%	2 10%	270 26%	-	128 32%	199 30%	64 19%	
					c		bc						c	c		
It is easier to read paid-for digital publications than printed ones	198 19%	67 20%	74 20%	11 12%	6 15%	1 4%	12 23%	22 22%	1 7%	2 13%	198 19%	-	94 23%	150 22%	43 13%	
													c	c		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
It is the only way I can access certain content (e.g. academic journals)	135 13%	33 10%	54 15%	11 13%	4 10%	4 23%	10 18%	12 11%	2 7%	4 20%	135 13%	-	67 17%	94 14%	38 11%
		a											c		
Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)	98 9%	25 7%	39 11%	8 8%	4 10%	4 22%	7 13%	6 6%	2 7%	4 19%	98 9%	-	51 13%	86 13%	12 3%
													c	c	
It is the only way I can access publications from other countries	81 8%	18 5%	34 9%	9 10%	3 8%	-	7 13%	10 10%	-	1 4%	81 8%	-	39 10%	61 9%	20 6%
			a				a						c		
Other (please specify)	26 2%	10 3%	10 3%	2 2%	1 3%	-	-	-	2 10%	-	26 2%	-	11 3%	15 2%	9 3%
Don't know	50 5%	19 6%	10 3%	3 3%	1 3%	-	4 7%	8 8%	3 11%	3 16%	50 5%	-	5 1%	17 3%	24 7%
								b							ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
It is often more convenient to read paid-for digital publications than printed ones when travelling	383 36%	115 30%	249 42% a	297 42% b	67 23%
I can store multiple different paid-for digital books / publications on my device	366 35%	101 26%	241 40% a	281 40% b	71 25%
I can access a publication / article instantly	305 29%	84 22%	207 35% a	224 32% b	68 24%
It is easier to purchase digital publications than printed ones	287 27%	101 26%	171 29%	212 30% b	62 22%
I can choose the display / format I prefer (e.g. changing the font size)	270 26%	83 21%	173 29% a	204 29% b	52 18%
Paid-for digital publications and subscriptions are cheap / good value for money	270 26%	83 21%	172 29% a	203 29% b	52 18%
It is easier to read paid-for digital publications than printed ones	198 19%	78 20%	106 18%	138 20%	43 15%
It is the only way I can access certain content (e.g. academic journals)	135 13%	61 16% b	65 11%	90 13%	39 14%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q7. For which of the following reasons have you read and / or listened to paid-for digital publications within the past 12 months?

BASE: All those who have read paid-for digital publications in the last 12 months

Significance Level: 95%

Unweighted Total

Total

Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)

It is the only way I can access publications from other countries

Other (please specify)

Don't know

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Reasonable	Unreasonable	Support	Oppose	
	a	b	a	b	
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Paid-for digital publications are often more interactive / exciting (e.g. include videos, can be shared with friends or on social media)	98	60	33	44	47
	9%	15%	6%	6%	17%
		b			a
It is the only way I can access publications from other countries	81	44	32	43	36
	8%	11%	5%	6%	13%
		b			a
Other (please specify)	26	4	20	19	4
	2%	1%	3%	3%	2%
			a		
Don't know	50	9	30	29	11
	5%	2%	5%	4%	4%
			a		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	314	152	159	-	67	63	61	44	33	46	130	105	79
Total	315	161	152	-	69	57	60	41	33	56	126	101	89
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
My disability does not affect my ability to read	150	79	71	-	20	19	28	27	21	36	39	55	57
	48%	49%	47%	-	29%	33%	47%	65%	64%	64%	31%	54%	64%
							ag	abg	abg	abg		abg	abcg
Changing the magnification / size of text	52	24	27	-	11	5	8	5	7	16	16	13	23
	16%	15%	18%	-	15%	9%	13%	12%	21%	29%	13%	13%	26%
										bcdgh			bgh
Changing the font / typeface	50	27	23	-	10	10	6	6	4	15	20	12	18
	16%	17%	15%	-	15%	17%	10%	15%	11%	27%	16%	12%	21%
										ch			
Accessing publications as audiobooks	43	23	19	-	17	10	5	5	3	4	27	10	6
	14%	14%	13%	-	24%	18%	8%	11%	8%	7%	22%	10%	7%
					cfhi	i					cfhi		
Adjusting the colour / contrast of the publication	42	20	22	-	11	11	7	3	2	9	22	10	10
	13%	12%	15%	-	15%	19%	12%	7%	5%	15%	17%	10%	12%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40	21	19	-	16	7	8	4	3	2	23	12	6
	13%	13%	12%	-	24%	12%	13%	11%	10%	4%	18%	12%	6%
					fhi						fi		
Compatibility with assistive technology devices (e.g. screenreaders)	31	12	19	-	12	11	3	4	-	1	23	7	1
	10%	8%	12%	-	17%	20%	5%	10%	-	2%	18%	7%	1%
					cefhi	cefhi		i			cefhi		
Text-to-speech support	20	12	8	-	5	6	5	3	-	2	11	8	2
	6%	8%	5%	-	7%	11%	8%	7%	-	4%	9%	8%	2%
						i							
Other (please specify)	1	1	-	-	-	-	-	-	-	1	-	-	1
	*	1%	-	-	-	-	-	-	-	2%	-	-	1%
None of these	10	8	1	-	1	1	6	1	1	-	2	7	1
	3%	5%	1%	-	1%	1%	9%	3%	3%	-	1%	7%	1%
		b					afgi				g		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

Significance Level: 95%

Unweighted Total

Total

Don't know

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c		a	b	c	d	e	f	g	h	i
Unweighted Total	314	152	159	-	67	63	61	44	33	46	130	105	79
Total	315	161	152	-	69	57	60	41	33	56	126	101	89
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	1	-	1	-	-	1	-	-	-	-	1	-	-
	*	-	1%	-	-	1%	-	-	-	-	1%	-	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	*b	*c	*d	*e	f	g	*h	*i	*j	k	l	*m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	314	272	11	24	7	10	34	32	22	21	16	56	52	29	141	61	46	66
Total	315	269	10	24	12	9	34	28	22	21	22	59	46	27	131	57	52	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
My disability does not affect my ability to read	150 48%	128 48%	7 64%	12 51%	3 28%	7 77%	19 55%	13 47%	5 24%	7 33%	10 46%	25 43%	28 61%	13 47%	59 45%	31 54%	22 42%	39 52%
Changing the magnification / size of text	52 16%	45 17%	1 10%	3 11%	3 28%	1 14%	6 17%	3 9%	7 31%	5 22%	1 7%	4 7%	10 22%	8 29%	20 15%	11 20%	10 18%	11 15%
Changing the font / typeface	50 16%	43 16%	1 10%	3 11%	3 29%	- -	4 13%	7 25%	5 20%	4 19%	1 6%	7 13%	7 16%	7 26%	22 17%	11 20%	7 13%	10 13%
Accessing publications as audiobooks	43 14%	42 16%	1 9%	1 3%	- -	- -	4 11%	3 12%	2 11%	2 11%	4 19%	15 25%	4 9%	7 25%	20 15%	3 6%	9 17%	11 15%
Adjusting the colour / contrast of the publication	42 13%	37 14%	3 28%	2 7%	- -	- -	4 12%	2 9%	4 19%	4 19%	3 12%	10 17%	4 9%	6 20%	19 14%	6 11%	7 14%	9 12%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 13%	37 14%	- -	3 12%	- -	1 9%	3 8%	5 17%	4 17%	5 25%	4 17%	7 12%	3 7%	6 22%	19 14%	4 7%	10 20%	8 10%
Compatibility with assistive technology devices (e.g. screenreaders)	31 10%	25 9%	1 8%	2 9%	3 29%	- -	1 3%	4 13%	3 14%	3 16%	3 12%	9 15%	1 2%	2 6%	13 10%	5 9%	7 14%	6 8%
Text-to-speech support	20 6%	16 6%	1 10%	2 8%	2 15%	- -	1 3%	1 4%	2 8%	2 9%	1 6%	5 9%	1 2%	3 11%	12 9%	2 3%	1 2%	6 8%
Other (please specify)	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	1 1%	- -	- -	- -
None of these	10 3%	8 3%	- -	1 5%	- -	- -	3 8%	- -	- -	- -	1 7%	2 3%	1 2%	1 4%	3 2%	1 2%	2 4%	4 5%
Don't know	1 *	1 *	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	*b	a	b	c
Significance Level: 95%								
Unweighted Total	314	213	101	314	-	143	90	75
Total	315	216	100	315	-	149	88	72
	100%	100%	100%	100%	-	100%	100%	100%
My disability does not affect my ability to read	150 48%	95 44%	55 56%	150 48%	-	77 52%	39 44%	33 46%
Changing the magnification / size of text	52 16%	35 16%	17 17%	52 16%	-	25 17% b	5 5%	22 30% ab
Changing the font / typeface	50 16%	36 17%	14 14%	50 16%	-	25 16%	15 16%	10 14%
Accessing publications as audiobooks	43 14%	36 17% b	7 7%	43 14%	-	21 14%	14 16%	8 11%
Adjusting the colour / contrast of the publication	42 13%	29 14%	13 13%	42 13%	-	19 12%	9 10%	13 19%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 13%	36 17% b	5 5%	40 13%	-	18 12%	10 11%	13 18%
Compatibility with assistive technology devices (e.g. screenreaders)	31 10%	28 13% b	4 4%	31 10%	-	10 7%	11 12%	10 14%
Text-to-speech support	20 6%	16 7%	5 5%	20 6%	-	12 8%	6 6%	2 3%
Other (please specify)	1 *	1 1%	-	1 *	-	1 1%	-	-
None of these	10 3%	6 3%	3 3%	10 3%	-	4 3%	2 3%	1 1%
Don't know	1 *	1 *	-	1 *	-	-	1 1%	-

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	*c	*d	*e	*f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%																
Unweighted Total	314	85	111	29	19	13	15	31	5	6	314	-	131	229	80	
Total	315	87	109	28	18	12	15	33	6	6	315	-	131	230	81	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
My disability does not affect my ability to read	150 48%	52 59%	46 42%	14 49%	4 20%	3 23%	8 51%	21 63%	1 16%	3 50%	150 48%	-	52 39%	99 43%	48 59%	
		b						b							ab	
Changing the magnification / size of text	52 16%	19 21%	17 16%	6 21%	4 21%	-	1 5%	5 16%	-	-	52 16%	-	26 20%	39 17%	13 16%	
Changing the font / typeface	50 16%	14 16%	20 18%	7 24%	4 20%	1 9%	1 7%	4 11%	-	-	50 16%	-	19 15%	37 16%	13 16%	
Accessing publications as audiobooks	43 14%	8 9%	19 17%	5 16%	2 10%	2 20%	2 14%	3 8%	1 17%	2 33%	43 14%	-	25 19%	37 16%	6 8%	
													c			
Adjusting the colour / contrast of the publication	42 13%	11 13%	18 16%	3 10%	2 9%	5 41%	2 13%	1 4%	-	-	42 13%	-	24 18%	36 16%	6 7%	
													c			
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 13%	5 6%	24 22%	5 16%	3 14%	1 7%	2 12%	1 3%	1 21%	-	40 13%	-	20 16%	32 14%	8 10%	
			ag													
Compatibility with assistive technology devices (e.g. screenreaders)	31 10%	2 3%	11 10%	4 16%	4 22%	2 19%	2 11%	2 5%	3 51%	1 13%	31 10%	-	14 11%	27 12%	4 5%	
			a													
Text-to-speech support	20 6%	5 5%	10 9%	2 7%	2 10%	-	-	1 3%	1 17%	-	20 6%	-	10 8%	17 7%	4 5%	
Other (please specify)	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	-	1 1%	1 1%	-	
None of these	10 3%	3 3%	3 3%	-	1 7%	-	-	1 4%	-	1 16%	10 3%	-	7 5%	9 4%	1 1%	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	*c	*d	*e	*f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%															
Unweighted Total	314	85	111	29	19	13	15	31	5	6	314	-	131	229	80
Total	315	87	109	28	18	12	15	33	6	6	315	-	131	230	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Don't know	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1
	*	-	-	-	-	-	-	-	15%	-	*	-	-	-	1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those with a disability who have read a paid-for digital publication in the last 12 months

	Attitude towards VAT being charged on digital publications			Support for VAT on digital publications being removed	
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	314	142	150	184	119
Total	315	142	152	185	119
	100%	100%	100%	100%	100%
My disability does not affect my ability to read	150 48%	47 33%	94 62%	108 59%	37 31%
			a	b	
Changing the magnification / size of text	52 16%	22 15%	26 17%	32 17%	16 13%
Changing the font / typeface	50 16%	27 19%	20 13%	27 14%	20 17%
Accessing publications as audiobooks	43 14%	30 21%	11 7%	18 10%	26 22%
		b		a	a
Adjusting the colour / contrast of the publication	42 13%	21 15%	14 9%	19 10%	21 18%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 13%	30 21%	8 5%	14 7%	26 22%
		b		a	a
Compatibility with assistive technology devices (e.g. screenreaders)	31 10%	21 15%	9 6%	13 7%	17 14%
		b		a	a
Text-to-speech support	20 6%	17 12%	4 2%	7 4%	14 12%
		b		a	a
Other (please specify)	1 *	1 1%	- -	- -	1 1%
None of these	10 3%	2 2%	5 4%	3 2%	6 5%
Don't know	1 *	- -	1 1%	- -	1 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those whose disability affects their ability to read who have read a paid-for digital publication in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	*d	*e	*f	g	h	*i
Unweighted Total	163	78	82	-	46	41	31	16	12	17	87	47	29
Total	165	81	80	-	49	38	31	14	12	20	87	46	32
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%
Changing the magnification / size of text	52 31%	24 30%	27 34%	- -	11 22%	5 13%	8 25%	5 34%	7 58%	16 82%	16 18%	13 28%	23 73%
Changing the font / typeface	50 30%	27 33%	23 28%	- -	10 21%	10 25%	6 19%	6 42%	4 29%	15 75%	20 23%	12 26%	18 58%
Accessing publications as audiobooks	43 26%	23 28%	19 24%	- -	17 35%	10 27%	5 16%	5 33%	3 22%	4 19%	27 31%	10 21%	6 20%
Adjusting the colour / contrast of the publication	42 25%	20 24%	22 27%	- -	11 22%	11 28%	7 22%	3 20%	2 15%	9 43%	22 25%	10 22%	10 32%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 25%	21 25%	19 23%	- -	16 33%	7 17%	8 24%	4 30%	3 27%	2 12%	23 26%	12 26%	6 17%
Compatibility with assistive technology devices (e.g. screenreaders)	31 19%	12 15%	19 23%	- -	12 24%	11 29%	3 10%	4 28%	- -	1 5%	23 27%	7 15%	1 3%
Text-to-speech support	20 12%	12 15%	8 10%	- -	5 10%	6 16%	5 15%	3 20%	- -	2 10%	11 12%	8 17%	2 6%
Other (please specify)	1 1%	1 2%	- -	- -	- -	- -	- -	- -	- -	1 7%	- -	- -	1 4%
None of these	10 6%	8 9%	1 1%	- -	1 2%	1 2%	6 18%	1 7%	1 10%	- -	2 2%	7 15%	1 4%
Don't know	1 1%	- -	1 1%	- -	- -	1 2%	- -	- -	- -	- -	1 1%	- -	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those whose disability affects their ability to read who have read a paid-for digital publication in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	*b	*c	*d	*e	*f	*g	*h	*i	*j	k	*l	*m	a	*b	*c	d	
Significance Level: 95%																		
Unweighted Total	163	142	4	12	5	2	15	17	16	14	9	33	21	15	77	27	27	32
Total	165	141	4	12	8	2	15	15	17	14	12	33	18	14	72	26	30	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Changing the magnification / size of text	52 31%	45 32%	1 29%	3 22%	3 39%	1 62%	6 37%	3 17%	7 41%	5 33%	1 13%	4 12%	10 56%	8 55%	20 27%	11 43%	10 32%	11 31%
Changing the font / typeface	50 30%	43 31%	1 29%	3 23%	3 40%	- -	4 29%	7 46%	5 27%	4 29%	1 10%	7 22%	7 41%	7 50%	22 31%	11 43%	7 22%	10 26%
Accessing publications as audiobooks	43 26%	42 30%	1 24%	1 7%	- -	- -	4 23%	3 23%	2 15%	2 16%	4 35%	15 45%	4 23%	7 48%	20 28%	3 12%	9 29%	11 31%
Adjusting the colour / contrast of the publication	42 25%	37 26%	3 79%	2 14%	- -	- -	4 28%	2 16%	4 25%	4 28%	3 21%	10 30%	4 24%	6 38%	19 26%	6 24%	7 25%	9 26%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 25%	37 27%	- -	3 25%	- -	1 38%	3 17%	5 32%	4 23%	5 37%	4 32%	7 22%	3 17%	6 42%	19 26%	4 14%	10 34%	8 21%
Compatibility with assistive technology devices (e.g. screenreaders)	31 19%	25 18%	1 21%	2 19%	3 40%	- -	1 6%	4 24%	3 18%	3 24%	3 22%	9 27%	1 4%	2 12%	13 18%	5 19%	7 23%	6 16%
Text-to-speech support	20 12%	16 11%	1 29%	2 16%	2 21%	- -	1 6%	1 7%	2 11%	2 13%	1 10%	5 15%	1 4%	3 20%	12 16%	2 7%	1 3%	6 16%
Other (please specify)	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	1 2%	- -	- -	- -
None of these	10 6%	8 6%	- -	1 11%	- -	- -	3 19%	- -	- -	- -	1 12%	2 6%	1 6%	1 7%	3 4%	1 4%	2 8%	4 10%
Don't know	1 1%	1 1%	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those whose disability affects their ability to read who have read a paid-for digital publication in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	*b	a	b	c
Significance Level: 95%								
Unweighted Total	163	118	45	163	-	69	49	40
Total	165	121	44	165	-	72	50	38
	100%	100%	100%	100%	-	100%	100%	100%
Changing the magnification / size of text	52 31%	35 29%	17 37%	52 31%	- -	25 35% b	5 10%	22 56% ab
Changing the font / typeface	50 30%	36 30%	14 32%	50 30%	- -	25 34%	15 29%	10 26%
Accessing publications as audiobooks	43 26%	36 30%	7 16%	43 26%	- -	21 29%	14 28%	8 20%
Adjusting the colour / contrast of the publication	42 25%	29 24%	13 29%	42 25%	- -	19 26%	9 18%	13 35%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 25%	36 29% b	5 11%	40 25%	- -	18 25%	10 20%	13 33%
Compatibility with assistive technology devices (e.g. screenreaders)	31 19%	28 23% b	4 8%	31 19%	- -	10 14%	11 22%	10 27%
Text-to-speech support	20 12%	16 13%	5 11%	20 12%	- -	12 16%	6 11%	2 5%
Other (please specify)	1 1%	1 1%	- -	1 1%	- -	1 2%	- -	- -
None of these	10 6%	6 5%	3 7%	10 6%	- -	4 6%	2 5%	1 2%
Don't know	1 1%	1 1%	- -	1 1%	- -	- -	1 2%	- -

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those whose disability affects their ability to read who have read a paid-for digital publication in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	*c	*d	*e	*f	*g	*h	*i	a	*b	a	b	c	
Significance Level: 95%																
Unweighted Total	163	35	63	15	15	10	8	10	4	3	163	-	78	128	34	
Total	165	36	63	14	14	10	7	12	5	3	165	-	79	131	33	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
Changing the magnification / size of text	52 31%	19 52% b	17 28%	6 41%	4 26%	- -	1 10%	5 43%	- -	- -	52 31%	- -	26 33%	39 30%	13 38%	
Changing the font / typeface	50 30%	14 40%	20 31%	7 47%	4 25%	1 11%	1 13%	4 31%	- -	- -	50 30%	- -	19 24%	37 28%	13 38%	
Accessing publications as audiobooks	43 26%	8 23%	19 30%	5 32%	2 13%	2 26%	2 28%	3 22%	1 21%	2 67%	43 26%	- -	25 32%	37 28%	6 19%	
Adjusting the colour / contrast of the publication	42 25%	11 31%	18 28%	3 19%	2 12%	5 53%	2 27%	1 12%	- -	- -	42 25%	- -	24 30%	36 28%	6 18%	
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 25%	5 14%	24 37% a	5 32%	3 18%	1 9%	2 25%	1 8%	1 26%	- -	40 25%	- -	20 26%	32 24%	8 25%	
Compatibility with assistive technology devices (e.g. screenreaders)	31 19%	2 7%	11 18%	4 31%	4 27%	2 25%	2 22%	2 13%	3 62%	1 27%	31 19%	- -	14 18%	27 21%	4 12%	
Text-to-speech support	20 12%	5 13%	10 16%	2 13%	2 13%	- -	- -	1 8%	1 21%	- -	20 12%	- -	10 13%	17 13%	4 11%	
Other (please specify)	1 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 2%	1 1%	- -	
None of these	10 6%	3 8%	3 5%	- -	1 9%	- -	- -	1 12%	- -	1 33%	10 6%	- -	7 8%	9 7%	1 3%	
Don't know	1 1%	- -	- -	- -	- -	- -	- -	- -	1 18%	- -	1 1%	- -	- -	- -	1 3%	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q8. Earlier you said that you have a disability or health condition that limits your day-to-day activities. Which of the following features of digital publications, if any, do you find useful when reading?

BASE: All those whose disability affects their ability to read who have read a paid-for digital publication in the last 12 months

	Attitude towards VAT being charged on digital publications			Support for VAT on digital publications being removed	
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	163	92	58	76	81
Total	165	95	57	77	82
	100%	100%	100%	100%	100%
Changing the magnification / size of text	52 31%	22 23%	26 45% a	32 42% b	16 19%
Changing the font / typeface	50 30%	27 29%	20 34%	27 35%	20 25%
Accessing publications as audiobooks	43 26%	30 31%	11 19%	18 23%	26 31%
Adjusting the colour / contrast of the publication	42 25%	21 22%	14 24%	19 24%	21 26%
Support with physical difficulties when reading (e.g. touch / scroll controls for turning pages, voice recognition)	40 25%	30 31% b	8 14%	14 18%	26 32%
Compatibility with assistive technology devices (e.g. screenreaders)	31 19%	21 22%	9 15%	13 17%	17 20%
Text-to-speech support	20 12%	17 18%	4 7%	7 9%	14 17%
Other (please specify)	1 1%	1 1%	- -	- -	1 2%
None of these	10 6%	2 3%	5 9%	3 4%	6 7%
Don't know	1 1%	- -	1 1%	- -	1 1%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	639	320	315	-	126	125	127	70	70	120	251	197	190
	32%	33%	30%	-	39%	39%	33%	22%	25%	32%	39%	28%	29%
					dehi	defhi	de			d	cdefhi	d	d
No	1375	639	723	4	198	193	256	251	211	259	391	507	469
	68%	67%	70%	100%	61%	61%	67%	78%	75%	68%	61%	72%	71%
							g	abcfghi	abcg	bg		abg	abg

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	639	545	23	50	20	27	79	46	53	43	55	98	86	56	267	137	99	136
	32%	32%	24%	30%	35%	32%	34%	28%	30%	29%	30%	39%	32%	34%	45%	24%	30%	27%
						b					abgh				bcd			
No	1375	1141	74	117	38	58	151	122	126	102	132	154	185	111	325	438	236	377
	68%	68%	76%	70%	65%	68%	66%	72%	70%	71%	70%	61%	68%	66%	55%	76%	70%	73%
		k	fk					k	k						a	a	a	a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All respondents

Significance Level: 95%

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	639 32%	424 34% b	215 28%	232 41% b	396 28%	113 44% c	63 42%	50 33%
No	1375 68%	812 66%	563 72% a	340 59%	1003 72% a	145 56%	88 58%	101 67% a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	639	196	214	55	27	18	34	66	13	16	493	146	244	367	114
	32%	33%	32%	41%	42%	72%	29%	24%	23%	24%	47%	15%	61%	55%	33%
		g	g	bfghi	ghi						b		bc	c	
No	1375	401	462	78	37	7	82	212	44	51	557	818	156	306	232
	68%	67%	68%	59%	58%	28%	71%	76%	77%	76%	53%	85%	39%	45%	67%
			c				c	abcd	cd	cd		a		a	ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Reasonable	Unreasonable	Support	Oppose	
	a	b	a	b	
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Yes	639	319	287	364	235
	32%	50%	25%	29%	48%
		b		a	a
No	1375	318	845	909	250
	68%	50%	75%	71%	52%
			a	b	b

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All those who have read paid-for digital publications in the last 12 months

Significance Level: 95%

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c	a	b	c	d	e	f	g	h	i	
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	493	242	248	-	102	101	97	41	48	104	203	137	152
	47%	47%	47%	-	58%	53%	47%	32%	43%	44%	55%	41%	44%
					cdefhi	dhi	d			d	cdefhi		d
No	557	277	275	2	75	88	108	88	64	132	163	196	196
	53%	53%	53%	100%	42%	47%	53%	68%	57%	56%	45%	59%	56%
							ag	abcfgi	ag	ag		abg	abg

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	493	424	14	41	13	18	57	37	41	27	43	87	70	44	237	105	66	84
	47%	48%	39%	41%	51%	52%	49%	45%	47%	39%	55%	57%	42%	44%	56%	36%	42%	46%
											abcilm				bcd			b
No	557	461	23	58	13	16	60	46	46	42	35	65	95	56	183	184	92	98
	53%	52%	61%	59%	49%	48%	51%	55%	53%	61%	45%	43%	58%	56%	44%	64%	58%	54%
		k	k	k						k			k	k	ad	a	a	a

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Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All those who have read paid-for digital publications in the last 12 months

Significance Level: 95%

Unweighted Total

Total

Yes

No

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Yes	493	330	163	184	301	94	51	35
	47%	51%	41%	58%	42%	63%	58%	49%
		b		b				
No	557	322	235	131	420	55	37	36
	53%	49%	59%	42%	58%	37%	42%	51%
			a		a			

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	c	d	*e	f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Yes	493	159	168	44	23	16	26	42	8	8	493	-	244	367	114
	47%	48%	46%	49%	56%	79%	49%	41%	33%	38%	47%	-	61%	55%	33%
													bc	c	
No	557	175	198	47	18	4	27	60	15	12	557	-	156	306	232
	53%	52%	54%	51%	44%	21%	51%	59%	67%	62%	53%	-	39%	45%	67%
													a	ab	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q9. Value Added Tax (VAT) is a tax which is charged on the purchase of most goods and services. The standard rate of VAT in the UK has been 20% since January 2011. Since VAT was first introduced in 1973, printed publications have been subject to VAT at 0%, while digital publications are currently subject to VAT at the standard rate of 20%. Before today, were you aware that VAT is charged on digital publications, but not on printed publications?

BASE: All those who have read paid-for digital publications in the last 12 months

Significance Level: 95%

Unweighted Total

Total

Yes

No

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable a	Unreasonable b	Support a	Oppose b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Yes	493 47%	257 67% b	221 37%	291 41%	183 64% a
No	557 53%	129 33%	376 63% a	414 59% b	102 36%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All respondents

	Total	Gender			Age								
		Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	136 7%	77 8% b	58 6%	- -	35 11% cdefhi	27 8% ei	24 6%	16 5%	11 4%	23 6%	62 10% cdehi	40 6%	34 5%
Somewhat reasonable	500 25%	238 25%	259 25%	2 50%	101 31% cdefhi	101 32% cdefhi	90 24%	70 22%	56 20%	79 21%	202 32% cdehi	160 23%	135 20%
Somewhat unreasonable	670 33%	314 33%	351 34%	1 25%	89 27%	97 30%	130 34%	117 36% ag	93 33%	143 38% abg	185 29%	247 35% ag	236 36% ag
Very unreasonable	462 23%	250 26% b	209 20%	1 25%	40 12%	54 17%	90 23% abg	84 26% abg	88 31% abcgh	106 28% abg	94 15%	173 25% abg	194 29% abcg
Don't know	246 12%	80 8%	159 15% a	- -	58 18% bdefhi	40 12% f	50 13% f	34 11%	34 12% f	27 7%	97 15% fi	84 12% f	61 9%
Net: Reasonable	636 32%	315 33%	317 31%	2 50%	136 42% cdefhi	128 40% cdefhi	114 30%	86 27%	66 24%	102 27%	264 41% cdefhi	200 28%	169 26%
Net: Unreasonable	1132 56%	564 59% b	560 54%	2 50%	129 40%	151 47%	219 57% abg	201 62% abg	180 64% abg	249 66% abcg	280 44%	420 60% abg	430 65% abcgh



Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	136 7%	119 7%	5 5%	8 5%	3 6%	5 6%	20 9%	12 7%	11 6%	15 10% m	10 5%	24 10%	15 5%	8 5%	60 10%	27 5%	22 6%	27 5%
Somewhat reasonable	500 25%	420 25% l	28 28% l	40 24%	12 20%	17 20%	56 24%	47 28%	50 28% l	28 19%	53 29% l	78 31% ail	51 19%	39 23%	179 30% bcd	135 24%	76 23%	109 21%
Somewhat unreasonable	670 33%	545 32%	31 32%	66 39% fgk	24 42%	29 34%	66 28%	46 28%	56 31%	65 45% abfghjk	54 29%	69 27%	100 37% fgk	60 36%	186 31%	197 34%	118 35%	170 33%
Very unreasonable	462 23%	391 23% i	23 23%	37 22%	12 20%	25 30% i	55 24% i	40 24% i	35 19%	22 15%	43 23%	49 20%	75 28% hik	46 27% i	128 22%	138 24%	79 24%	118 23%
Don't know	246 12%	210 12%	11 11%	17 10%	7 12%	9 10%	34 15%	22 13%	28 16%	15 11%	26 14%	31 12%	30 11%	16 9%	39 7%	78 14% a	40 12% a	89 17% ac
Net: Reasonable	636 32%	540 32% l	33 34%	48 28%	15 26%	22 26%	76 33% l	60 35% l	61 34% l	43 30%	63 34% l	102 41% aceilm	66 24%	46 28%	240 40% bcd	162 28%	98 29%	137 27%
Net: Unreasonable	1132 56%	936 56% k	54 55%	103 62% hk	36 62%	55 64% hk	121 53%	87 52%	90 51%	87 60% k	98 52%	118 47%	175 65% afghjk	105 63% fghk	313 53%	334 58%	197 59%	288 56%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	136 7%	83 7%	53 7%	55 10% b	76 5%	31 12%	12 8%	10 7%
Somewhat reasonable	500 25%	298 24%	203 26%	154 27%	342 24%	67 26%	47 31%	41 27%
Somewhat unreasonable	670 33%	427 35%	243 31%	154 27%	506 36% a	68 26%	47 31%	37 24%
Very unreasonable	462 23%	300 24%	162 21%	139 24%	316 23%	71 28% b	25 17%	40 27% b
Don't know	246 12%	127 10%	118 15% a	70 12%	158 11%	21 8%	20 13%	22 15% a
Net: Reasonable	636 32%	381 31%	256 33%	210 37% b	418 30%	98 38%	58 39%	51 34%
Net: Unreasonable	1132 56%	728 59% b	405 52%	293 51%	823 59% a	139 54%	73 48%	77 51%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	136 7%	46 8%	45 7%	7 5%	7 11%	3 11%	8 7%	17 6%	- -	2 3%	80 8%	55 6%	49 12%	68 10%	12 3%
		h	h		h								c	c	
Somewhat reasonable	500 25%	145 24%	188 28%	33 25%	16 25%	8 33%	32 28%	56 20%	11 19%	11 16%	306 29%	195 20%	134 34%	209 31%	91 26%
			gi								b		c		
Somewhat unreasonable	670 33%	211 35%	226 33%	48 36%	21 32%	8 31%	31 26%	87 31%	20 36%	19 28%	330 31%	340 35%	107 27%	194 29%	125 36%
														ab	
Very unreasonable	462 23%	146 24%	139 20%	34 26%	11 17%	4 18%	37 32%	74 27%	6 11%	11 17%	267 25%	195 20%	88 22%	165 25%	92 27%
		h		h			bdhi	bh			b				
Don't know	246 12%	49 8%	78 11%	11 8%	9 15%	2 7%	8 7%	45 16%	20 34%	24 36%	67 6%	178 19%	21 5%	36 5%	27 8%
			a					abcf	abcdfg	abcdfg		a			
Net: Reasonable	636 32%	191 32%	234 35%	40 30%	23 36%	11 44%	40 35%	72 26%	11 19%	13 19%	386 37%	250 26%	183 46%	277 41%	103 30%
		i	ghi		hi		hi				b		c	c	
Net: Unreasonable	1132 56%	358 60%	365 54%	81 61%	31 49%	12 49%	68 58%	160 58%	26 46%	30 45%	597 57%	536 56%	195 49%	359 53%	217 63%
		bi		i										ab	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Very reasonable

Somewhat reasonable

Somewhat unreasonable

Very unreasonable

Don't know

Net: Reasonable

Net: Unreasonable

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	136 7%	136 21% b	- - -	32 3%	93 19% a
Somewhat reasonable	500 25%	500 79% b	- -	246 19%	194 40% a
Somewhat unreasonable	670 33%	- -	670 59% a	491 39% b	135 28%
Very unreasonable	462 23%	- -	462 41% a	416 33% b	33 7%
Don't know	246 12%	- -	- -	88 7%	29 6%
Net: Reasonable	636 32%	636 100% b	- -	278 22%	287 59% a
Net: Unreasonable	1132 56%	- -	1132 100% a	907 71% b	168 35%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	80 8%	40 8%	40 8%	- -	24 14% cefhi	22 12% efi	14 7% i	9 7%	4 3%	7 3%	46 13% cefhi	23 7% fi	10 3%
Somewhat reasonable	306 29%	139 27%	165 32%	1 50%	77 43% cdefhi	75 40% cdefhi	60 29% fi	26 21%	22 20%	45 19%	151 41% cdefhi	86 26% i	67 19%
Somewhat unreasonable	330 31%	168 32%	161 31%	- -	38 22%	45 24%	68 33% abg	47 37% abg	38 34% ag	93 39% abg	83 23%	115 34% abg	131 38% abg
Very unreasonable	267 25%	152 29% b	112 21%	1 50%	23 13%	33 17%	48 23% ag	40 31% abg	43 38% abcgh	79 34% abcg	56 15%	88 26% abg	122 35% abcgh
Don't know	67 6%	20 4%	45 9% a	- -	15 8%	14 7%	15 7%	6 5%	5 5%	12 5%	28 8%	21 6%	18 5%
Net: Reasonable	386 37%	179 35%	205 39%	1 50%	101 57% cdefhi	97 51% cdefhi	74 36% efi	35 28%	26 23%	52 22%	198 54% cdefhi	110 33% efi	78 22%
Net: Unreasonable	597 57%	320 62% b	273 52%	1 50%	61 35%	78 41%	116 57% abg	87 68% abcg	81 72% abcgh	172 73% abcgh	139 38%	203 61% abg	253 73% abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	80 8%	65 7%	5 14%	7 7%	3 13%	3 9%	9 8%	5 6%	5 6%	6 8%	2 3%	18 12%	11 7%	6 6%	46 11%	15 5%	11 7%	8 4%
			j												bd			
Somewhat reasonable	306 29%	258 29%	9 24%	28 28%	10 38%	10 31%	27 23%	30 36%	30 35%	16 23%	28 36%	60 39%	31 19%	26 26%	138 33%	74 26%	41 26%	53 29%
			l					fl	l			afilm			b			
Somewhat unreasonable	330 31%	272 31%	14 39%	35 35%	7 25%	10 28%	35 30%	23 28%	28 32%	28 41%	20 26%	34 22%	60 36%	34 35%	124 29%	95 33%	49 31%	62 34%
			k	k	k					k			k	k				
Very unreasonable	267 25%	227 26%	8 21%	28 28%	5 18%	10 29%	32 27%	21 26%	18 20%	15 22%	20 26%	29 19%	52 31%	29 29%	92 22%	80 28%	47 30%	47 26%
													k					
Don't know	67 6%	63 7%	1 2%	2 2%	2 6%	1 3%	14 12%	4 5%	6 7%	4 6%	8 10%	10 7%	12 7%	4 4%	20 5%	25 9%	9 6%	13 7%
							cm									a		
Net: Reasonable	386 37%	323 37%	14 38%	34 35%	13 50%	13 40%	36 31%	35 42%	35 41%	22 32%	30 39%	78 51%	42 25%	32 32%	184 44%	89 31%	52 33%	61 33%
			l					l	l		l	acfilm			bcd			
Net: Unreasonable	597 57%	499 56%	22 60%	62 63%	11 43%	19 58%	67 58%	45 53%	45 52%	44 63%	40 52%	63 42%	112 67%	64 64%	216 51%	176 61%	96 61%	108 59%
			k	k	k	k	k			k			aghjk	k		a	a	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	80 8%	52 8%	28 7%	44 14% b	33 5%	28 19% c	10 11%	6 8%
Somewhat reasonable	306 29%	185 28%	121 30%	98 31%	206 29%	37 25%	38 43% a	23 32%
Somewhat unreasonable	330 31%	212 33%	118 30%	70 22%	257 36% a	29 19%	22 25%	17 23%
Very unreasonable	267 25%	168 26%	99 25%	81 26%	181 25%	48 32% b	12 14%	20 29% b
Don't know	67 6%	35 5%	32 8%	22 7%	43 6%	7 5%	6 7%	6 9%
Net: Reasonable	386 37%	237 36%	149 37%	142 45% b	240 33%	65 44%	48 54%	28 40%
Net: Unreasonable	597 57%	380 58%	216 54%	152 48%	439 61% a	77 51%	35 39%	37 52%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	*e	f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%																
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349	
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
Very reasonable	80 8%	24 7%	30 8%	7 8%	7 17% afg	3 14%	2 3%	6 6%	- -	1 5%	80 8%	-	49 12% c	68 10% c	12 3%	
Somewhat reasonable	306 29%	78 23%	128 35% ag	27 30%	13 31%	7 34%	16 31%	24 23%	8 37%	4 22%	306 29%	-	134 34% c	209 31%	91 26%	
Somewhat unreasonable	330 31%	118 35%	110 30%	31 34%	14 33%	4 20%	14 27%	29 28%	5 24%	5 25%	330 31%	-	107 27%	194 29%	125 36% ab	
Very unreasonable	267 25%	100 30% bd	73 20%	20 23%	6 15%	4 23%	18 35% bd	36 35% bd	2 11%	6 30%	267 25%	-	88 22%	165 25%	92 27%	
Don't know	67 6%	14 4%	24 7%	5 5%	2 4%	2 9%	2 3%	8 8%	7 29%	4 18%	67 6%	-	21 5%	36 5%	27 8%	
Net: Reasonable	386 37%	102 31%	159 43% ag	34 38%	20 48% ag	9 48%	18 35%	30 29%	8 37%	5 27%	386 37%	-	183 46% c	277 41% c	103 30%	
Net: Unreasonable	597 57%	218 65% bd	183 50%	52 57%	20 48%	8 43%	33 62%	64 63% b	8 34%	11 55%	597 57%	-	195 49%	359 53%	217 63% ab	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q10. To what extent do you think it is reasonable or unreasonable for any VAT to be charged on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	80 8%	80 21% b	- -	16 2%	61 21% a
Somewhat reasonable	306 29%	306 79% b	- -	153 22%	128 45% a
Somewhat unreasonable	330 31%	- -	330 55% a	247 35% b	75 26%
Very unreasonable	267 25%	- -	267 45% a	250 35% b	13 5%
Don't know	67 6%	- -	- -	39 5%	7 3%
Net: Reasonable	386 37%	386 100% b	- -	170 24%	189 66% a
Net: Unreasonable	597 57%	- -	597 100% a	497 70% b	88 31%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11. Summary - To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications

BASE: All respondents

	Groups						
	The general public	Disabled readers	The NHS	Government departments	Schools and universities	Libraries	Students
	a	b	c	d	e	f	g
Significance Level: 95%							
Unweighted Total	2014	2014	2014	2014	2014	2014	2014
Total	2014	2014	2014	2014	2014	2014	2014
	100%	100%	100%	100%	100%	100%	100%
Very reasonable	179 9% b	141 7%	172 9%	367 18% abcefg	169 8%	149 7%	156 8%
Somewhat reasonable	585 29% bcefg	334 17%	299 15%	613 30% bcefg	359 18% c	384 19% bc	359 18% c
Somewhat unreasonable	656 33% bcdef	527 26% c	461 23%	477 24%	555 28% cd	549 27% cd	613 30% bcdef
Very unreasonable	432 21% d	860 43% adfg	944 47% abdefg	375 19%	805 40% ad	788 39% ad	748 37% ad
Don't know	162 8% e	152 8%	138 7%	181 9% cefg	126 6%	144 7%	138 7%
Net: Reasonable	764 38% bcefg	475 24%	471 23%	980 49% abcefg	528 26% c	533 26% bc	515 26%
Net: Unreasonable	1088 54% d	1387 69% ad	1405 70% adf	852 42%	1360 68% ad	1337 66% ad	1361 68% ad

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c	a	b	c	d	e	f	g	h	i	
Significance Level: 95%													
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	980	457	516	1	188	163	187	142	123	175	351	328	298
	49%	48%	50%	25%	58%	51%	49%	44%	44%	46%	55%	47%	45%
					cdefhi					defhi			
The general public	764	390	367	2	150	144	141	100	91	136	294	241	227
	38%	41%	35%	50%	46%	45%	37%	31%	32%	36%	46%	34%	34%
		b			cdefhi	cdefhi				cdefhi			
Libraries	533	253	275	1	132	116	108	66	47	63	247	174	111
	26%	26%	26%	25%	41%	36%	28%	20%	17%	17%	39%	25%	17%
					cdefhi	cdefhi	defi				cdefhi	efi	
Schools and universities	528	254	271	2	131	126	100	64	47	57	257	164	104
	26%	27%	26%	50%	41%	40%	26%	20%	17%	15%	40%	23%	16%
					cdefhi	cdefhi	defi				cdefhi	efi	
Students	515	259	252	-	102	118	116	63	54	58	221	180	112
	26%	27%	24%	-	32%	37%	30%	20%	19%	15%	34%	26%	17%
					defhi	cdefhi	defi				defhi	defi	
Disabled readers	475	250	223	-	103	109	109	53	37	62	212	162	99
	24%	26%	21%	-	32%	34%	29%	16%	13%	16%	33%	23%	15%
		b			defhi	defhi	defhi				defhi	defi	
The NHS	471	232	233	1	120	121	95	55	37	39	242	150	75
	23%	24%	23%	25%	37%	38%	25%	17%	13%	10%	38%	21%	11%
					cdefhi	cdefhi	defi	fi			cdefhi	efi	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	980	841	45	71	20	33	119	85	90	75	96	135	127	81	298	264	175	243
	49%	50%	46%	42%	35%	38%	52%	51%	50%	52%	51%	54%	47%	48%	50%	46%	52%	47%
		e				e				e		cde						
The general public	764	649	34	61	18	28	97	67	70	53	69	121	84	60	264	214	112	174
	38%	38%	35%	37%	32%	33%	42%	40%	39%	36%	37%	48%	31%	36%	45%	37%	33%	34%
												abceijlm			bcd			
Libraries	533	463	22	34	14	19	67	43	49	40	45	90	68	42	197	126	83	127
	26%	27%	23%	20%	23%	22%	29%	26%	27%	28%	24%	36%	25%	25%	33%	22%	25%	25%
		c				c						abcegjlm			bcd			
Schools and universities	528	460	19	33	15	20	63	42	55	38	48	92	60	42	185	140	82	121
	26%	27%	19%	20%	26%	23%	27%	25%	31%	26%	26%	36%	22%	25%	31%	24%	25%	24%
		c							bcl			abcefgijlm			bcd			
Students	515	442	20	40	10	21	61	42	49	34	54	91	53	38	185	129	77	124
	26%	26%	21%	24%	17%	24%	26%	25%	27%	23%	29%	36%	20%	23%	31%	22%	23%	24%
												abcdefgilm			bcd			
Disabled readers	475	409	22	32	10	22	61	40	39	34	43	86	52	33	190	112	66	107
	24%	24%	23%	19%	18%	25%	26%	24%	22%	24%	23%	34%	19%	20%	32%	19%	20%	21%
												abcghijlm			bcd			
The NHS	471	402	20	34	13	14	56	42	43	31	36	98	50	33	174	118	72	108
	23%	24%	21%	20%	23%	16%	24%	25%	24%	21%	19%	39%	18%	20%	29%	20%	21%	21%
												abcefgghijlm			bcd			

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	980	591	389	316	647	137	80	92
	49%	48%	50%	55%	46%	53%	53%	61%
				b				
The general public	764	457	307	214	535	97	57	54
	38%	37%	40%	37%	38%	37%	38%	36%
Libraries	533	328	205	177	345	66	62	47
	26%	27%	26%	31%	25%	26%	41%	31%
				b			a	
Schools and universities	528	310	218	179	337	74	50	51
	26%	25%	28%	31%	24%	29%	33%	34%
				b				
Students	515	313	202	168	334	71	44	50
	26%	25%	26%	29%	24%	27%	29%	33%
				b				
Disabled readers	475	300	174	158	305	69	43	41
	24%	24%	22%	28%	22%	27%	29%	27%
				b				
The NHS	471	285	186	146	313	57	42	39
	23%	23%	24%	25%	22%	22%	28%	26%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	980	296	345	63	33	14	56	125	19	29	542	439	220	356	167
	49%	49%	51%	48%	52%	55%	49%	45%	34%	43%	52%	46%	55%	53%	48%
		h	h		h						b				
The general public	764	239	268	51	29	15	44	80	16	23	435	329	186	299	127
	38%	40%	40%	38%	46%	59%	38%	29%	29%	34%	41%	34%	47%	45%	37%
		g	g		g						b		c	c	
Libraries	533	144	198	34	20	11	22	73	13	17	311	222	140	225	79
	26%	24%	29%	25%	31%	43%	19%	26%	23%	26%	30%	23%	35%	33%	23%
			af								b		c	c	
Schools and universities	528	138	214	32	15	9	25	61	14	20	314	215	135	226	82
	26%	23%	32%	24%	23%	37%	22%	22%	24%	30%	30%	22%	34%	34%	24%
			afg								b		c	c	
Students	515	144	205	37	18	11	25	51	10	13	314	201	137	227	82
	26%	24%	30%	28%	28%	45%	21%	19%	18%	20%	30%	21%	34%	34%	24%
			ag	g							b		c	c	
Disabled readers	475	140	176	26	21	9	27	45	11	20	296	179	137	216	75
	24%	24%	26%	20%	32%	35%	23%	16%	19%	29%	28%	19%	34%	32%	22%
		g	g		g					g	b		c	c	
The NHS	471	116	179	26	24	8	23	58	12	24	291	179	141	219	64
	23%	19%	27%	20%	38%	33%	20%	21%	22%	36%	28%	19%	35%	33%	19%
			a		acfg					acfg	b		c	c	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Government departments

The general public

Libraries

Schools and universities

Students

Disabled readers

The NHS

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Government departments	980	452	424	568	303
	49%	71%	37%	45%	62%
		b		a	
The general public	764	494	193	380	284
	38%	78%	17%	30%	59%
		b		a	
Libraries	533	330	151	235	231
	26%	52%	13%	18%	48%
		b		a	
Schools and universities	528	336	153	227	235
	26%	53%	13%	18%	49%
		b		a	
Students	515	344	122	202	237
	26%	54%	11%	16%	49%
		b		a	
Disabled readers	475	324	111	207	220
	24%	51%	10%	16%	45%
		b		a	
The NHS	471	304	120	199	217
	23%	48%	11%	16%	45%
		b		a	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	179	107	69	-	47	36	31	19	20	24	84	50	44
	9%	11%	7%	-	15%	11%	8%	6%	7%	6%	13%	7%	7%
		b			cdefhi	dghi					cdefhi		
Somewhat reasonable	585	283	298	2	103	108	111	81	71	112	211	191	183
	29%	29%	29%	50%	32%	34%	29%	25%	25%	30%	33%	27%	28%
						dehi					deh		
Somewhat unreasonable	656	294	358	1	95	106	135	106	84	128	201	240	211
	33%	31%	34%	25%	29%	33%	35%	33%	30%	34%	31%	34%	32%
Very unreasonable	432	220	209	1	40	46	77	85	83	101	85	162	184
	21%	23%	20%	25%	12%	14%	20%	27%	30%	27%	13%	23%	28%
							abg	abcg	abcgh	abcg		abg	abcgh
Don't know	162	55	103	-	39	22	31	30	23	14	61	60	37
	8%	6%	10%	-	12%	7%	8%	9%	8%	4%	10%	9%	6%
			a		bfi		f	fi	f		fi	fi	
Net: Reasonable	764	390	367	2	150	144	141	100	91	136	294	241	227
	38%	41%	35%	50%	46%	45%	37%	31%	32%	36%	46%	34%	34%
		b			cdefhi	cdefhi					cdefhi		
Net: Unreasonable	1088	514	567	2	134	152	211	191	167	229	286	402	395
	54%	54%	55%	50%	41%	48%	55%	60%	59%	60%	45%	57%	60%
							abg	abg	abg	abg		abg	abg

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	179 9%	152 9%	6 7%	16 10%	3 6%	6 7%	25 11%	15 9%	10 6%	15 10%	14 8%	37 15%	17 6%	14 9%	75 13%	38 7%	27 8%	39 8%
												abhjl		bcd				
Somewhat reasonable	585 29%	497 30%	28 28%	45 27%	15 26%	22 26%	73 32%	52 31%	60 33%	38 26%	55 30%	84 33%	67 25%	46 27%	189 32%	176 31%	85 25%	135 26%
									l			l		cd				
Somewhat unreasonable	656 33%	540 32%	32 33%	57 34%	23 39%	31 37%	65 28%	45 27%	59 33%	60 41%	56 30%	67 26%	103 38%	55 33%	187 32%	185 32%	121 36%	163 32%
										afgjk			afgk					
Very unreasonable	432 21%	359 21%	22 22%	37 22%	13 23%	19 22%	49 21%	40 24%	28 16%	26 18%	41 22%	45 18%	67 25%	44 26%	113 19%	126 22%	75 22%	119 23%
												h	hk					
Don't know	162 8%	138 8%	9 9%	11 7%	3 6%	7 8%	19 8%	16 10%	22 12%	7 5%	21 11%	19 8%	18 7%	9 5%	28 5%	50 9%	27 8%	58 11%
									ilm		im				a	a	a	
Net: Reasonable	764 38%	649 38%	34 35%	61 37%	18 32%	28 33%	97 42%	67 40%	70 39%	53 36%	69 37%	121 48%	84 31%	60 36%	264 45%	214 37%	112 33%	174 34%
		l				l	l	l			abceijlm			bcd				
Net: Unreasonable	1088 54%	899 53%	54 56%	95 57%	36 62%	50 59%	115 50%	85 51%	88 49%	86 59%	97 52%	111 44%	169 62%	98 59%	300 51%	311 54%	196 59%	281 55%
		k	k	k	k	k				k		afghjk	k			a		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	179 9%	109 9%	69 9%	78 14% b	96 7%	34 13%	18 12%	23 15%
Somewhat reasonable	585 29%	347 28%	238 31%	136 24%	438 31% a	62 24%	39 26%	31 21%
Somewhat unreasonable	656 33%	407 33%	249 32%	199 35%	450 32%	89 35%	55 37%	52 34%
Very unreasonable	432 21%	291 24% b	141 18%	116 20%	308 22%	61 24%	25 17%	28 19%
Don't know	162 8%	81 7%	81 10% a	43 7%	106 8%	11 4%	13 8%	16 11% a
Net: Reasonable	764 38%	457 37%	307 40%	214 37%	535 38%	97 37%	57 38%	54 36%
Net: Unreasonable	1088 54%	698 56% b	390 50%	315 55%	758 54%	150 58%	81 54%	80 53%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	179 9%	51 9%	63 9%	12 9%	10 16%	4 18%	14 12%	13 5%	4 7%	5 8%	115 11%	63 7%	55 14%	90 13%	24 7%
		g	g		g		g				b		c	c	
Somewhat reasonable	585 29%	187 31%	204 30%	39 29%	19 30%	10 41%	29 25%	67 24%	12 22%	18 26%	320 30%	266 28%	131 33%	210 31%	103 30%
		g													
Somewhat unreasonable	656 33%	189 32%	227 33%	50 38%	20 32%	8 31%	42 36%	91 33%	11 20%	18 27%	335 32%	321 33%	111 28%	209 31%	112 32%
			h	h			h								
Very unreasonable	432 21%	135 23%	139 21%	27 20%	13 20%	2 6%	29 25%	64 23%	14 25%	10 15%	243 23%	189 20%	92 23%	146 22%	90 26%
											b				
Don't know	162 8%	35 6%	43 6%	5 4%	2 3%	1 4%	2 1%	43 15%	15 27%	16 24%	36 3%	126 13%	10 3%	18 3%	17 5%
			f					abcdf	abcdfg	abcdf		a			
Net: Reasonable	764 38%	239 40%	268 40%	51 38%	29 46%	15 59%	44 38%	80 29%	16 29%	23 34%	435 41%	329 34%	186 47%	299 45%	127 37%
		g	g		g						b		c	c	
Net: Unreasonable	1088 54%	324 54%	365 54%	77 58%	33 52%	9 38%	71 61%	155 56%	26 45%	28 42%	578 55%	510 53%	203 51%	355 53%	202 58%
				i			hi	i							a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	179 9%	140 22% b	19 2%	49 4%	107 22% a
Somewhat reasonable	585 29%	354 56% b	174 15%	331 26%	177 37% a
Somewhat unreasonable	656 33%	107 17%	499 44% a	475 37% b	131 27%
Very unreasonable	432 21%	16 3%	401 35% a	369 29% b	49 10%
Don't know	162 8%	19 3%	39 3%	48 4%	20 4%
Net: Reasonable	764 38%	494 78% b	193 17%	380 30%	284 59% a
Net: Unreasonable	1088 54%	124 19%	900 79% a	844 66% b	180 37%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	141 7%	85 9%	54 5%	- -	40 12%	39 12%	25 7%	12 4%	15 5%	10 3%	79 12%	37 5%	25 4%
		b			cdefhi	cdefhi	fi				cdefhi		
Somewhat reasonable	334 17%	165 17%	168 16%	- -	64 20%	69 22%	84 22%	41 13%	23 8%	52 14%	133 21%	126 18%	75 11%
					defi	defi	defi			e	defi	dei	
Somewhat unreasonable	527 26%	233 24%	290 28%	1 25%	87 27%	79 25%	102 27%	89 28%	67 24%	101 27%	166 26%	191 27%	168 26%
Very unreasonable	860 43%	427 45%	424 41%	3 75%	92 28%	106 33%	144 38%	150 47%	156 56%	208 55%	198 31%	294 42%	364 55%
							ag	abcg	abcdgh	abcdgh		abg	abcdgh
Don't know	152 8%	49 5%	100 10%	- -	41 13%	25 8%	27 7%	29 9%	20 7%	8 2%	66 10%	57 8%	28 4%
			a		bcefhi	fi	fi	fi	f		fi	fi	
Net: Reasonable	475 24%	250 26%	223 21%	- -	103 32%	109 34%	109 29%	53 16%	37 13%	62 16%	212 33%	162 23%	99 15%
		b			defhi	defhi	defhi				defhi	defi	
Net: Unreasonable	1387 69%	659 69%	715 69%	4 100%	179 55%	185 58%	246 64%	239 74%	223 80%	309 81%	364 57%	485 69%	532 81%
							ag	abcg	abcdgh	abcdgh		abg	abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	141 7%	119 7%	6 7%	10 6%	5 9%	3 4%	15 7%	16 10% hl	8 4%	7 5%	10 6%	37 15% abcefhijlm	12 4%	10 6%	64 11% bcd	31 5%	15 4%	32 6%
Somewhat reasonable	334 17%	290 17%	16 16%	22 13%	5 9%	18 21%	46 20%	24 14%	31 17%	27 19%	32 17%	48 19%	40 15%	23 14%	126 21% bcd	81 14%	52 15%	75 15%
Somewhat unreasonable	527 26%	436 26%	28 29%	51 30% f	10 18%	25 29%	49 21%	44 26%	56 31% fk	44 30% f	48 26%	56 22%	64 24%	50 30%	138 23%	164 29% a	97 29%	127 25%
Very unreasonable	860 43%	711 42%	39 40%	74 44%	34 59% hik	35 40%	99 43%	71 42%	63 35%	58 40%	80 43%	93 37%	135 50% ahik	78 47% h	238 40%	250 43%	145 43%	228 44%
Don't know	152 8%	129 8%	8 8%	10 6%	3 6%	5 6%	21 9%	13 8%	21 12% m	9 6%	17 9%	16 6%	20 7%	7 4%	26 4%	49 9% a	26 8% a	51 10% a
Net: Reasonable	475 24%	409 24% l	22 23%	32 19%	10 18%	22 25%	61 26% l	40 24%	39 22%	34 24%	43 23% abceghijlm	86 34%	52 19%	33 20%	190 32% bcd	112 19%	66 20%	107 21%
Net: Unreasonable	1387 69%	1147 68% k	67 69%	125 75% fk	44 77%	59 69%	148 64%	115 68%	119 66%	102 70% k	128 68%	150 59%	200 74% fk	127 76% afhk	376 64%	414 72% a	242 72% a	355 69%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	141 7%	84 7%	57 7%	63 11% b	72 5%	26 10%	15 10%	17 11%
Somewhat reasonable	334 17%	217 18%	118 15%	96 17%	233 17%	43 17%	28 18%	24 16%
Somewhat unreasonable	527 26%	319 26%	207 27%	148 26%	372 27%	67 26%	39 26%	41 27%
Very unreasonable	860 43%	543 44%	317 41%	230 40%	617 44%	115 45%	55 37%	56 37%
Don't know	152 8%	72 6%	80 10% a	36 6%	104 7%	7 3%	13 9% a	13 9% a
Net: Reasonable	475 24%	300 24%	174 22%	158 28% b	305 22%	69 27%	43 29%	41 27%
Net: Unreasonable	1387 69%	863 70%	524 67%	378 66%	989 71% a	182 70%	95 63%	96 64%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	141 7%	29 5%	52 8%	14 11% ag	5 7%	4 14%	9 8%	14 5%	4 7%	10 15% abg	90 9% b	50 5%	51 13% c	75 11% c	14 4%
Somewhat reasonable	334 17%	111 19% cg	125 18% cg	12 9%	16 25% cg	5 21%	18 15%	31 11%	7 12%	10 14%	205 20% b	129 13%	86 22%	141 21%	60 17%
Somewhat unreasonable	527 26%	165 28%	169 25%	35 26%	15 24%	8 32%	35 30%	71 26%	14 25%	14 21%	261 25%	266 28%	105 26%	175 26%	76 22%
Very unreasonable	860 43%	263 44% i	285 42% i	66 50% i	25 39%	8 32%	51 44%	124 45% i	19 34%	19 28%	453 43%	407 42%	143 36%	258 38%	181 52% ab
Don't know	152 8%	29 5%	46 7%	6 4%	3 5%	- -	3 2%	38 14% abcf	13 23% abcf	14 22% abcf	40 4%	113 12% a	14 4%	23 3%	15 4%
Net: Reasonable	475 24%	140 24% g	176 26% g	26 20%	21 32% g	9 35%	27 23%	45 16%	11 19%	20 29% g	296 28% b	179 19%	137 34% c	216 32% c	75 22%
Net: Unreasonable	1387 69%	428 72% hi	454 67% i	101 76% bhi	40 63%	16 65%	86 74%	195 70% hi	34 59%	33 49%	715 68%	673 70%	248 62%	433 64%	257 74% ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	141 7%	100 16% b	26 2%	37 3%	91 19% a
Somewhat reasonable	334 17%	224 35% b	84 7%	171 13%	128 27% a
Somewhat unreasonable	527 26%	179 28%	289 25%	328 26%	128 26%
Very unreasonable	860 43%	104 16%	697 62% a	696 55% b	115 24%
Don't know	152 8%	29 5%	36 3%	41 3%	21 4%
Net: Reasonable	475 24%	324 51% b	111 10%	207 16%	220 45% a
Net: Unreasonable	1387 69%	283 45%	985 87% a	1024 80% b	243 50%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	172 9%	84 9%	87 8%	- -	58 18% bcdefhi	36 11% defhi	35 9% dfi	14 5%	16 6%	10 3%	94 15% cdefhi	49 7% fi	26 4%
Somewhat reasonable	299 15%	148 15%	147 14%	1 25%	63 19% defhi	85 27% acdefhi	60 16% efi	40 13% efi	21 7%	29 8%	148 23% cdefhi	101 14% efi	50 8%
Somewhat unreasonable	461 23%	211 22%	246 24%	1 25%	73 23%	71 22%	85 22%	71 22%	64 23%	96 25%	143 22%	156 22%	161 24%
Very unreasonable	944 47%	473 49% b	465 45%	1 25%	93 29%	104 33%	176 46% abg	171 53% abg	163 58% abcgh	234 62% abcdgh	196 31%	347 49% abg	398 60% abcdgh
Don't know	138 7%	42 4%	93 9% a	1 25%	38 12% bcefhi	22 7% fi	27 7% fi	25 8% fi	16 6% f	10 3%	60 9% fi	51 7% fi	26 4%
Net: Reasonable	471 23%	232 24%	233 23%	1 25%	120 37% cdefhi	121 38% cdefhi	95 25% defi	55 17% fi	37 13%	39 10%	242 38% cdefhi	150 21% efi	75 11%
Net: Unreasonable	1405 70%	684 71%	711 69%	2 50%	165 51%	174 55%	261 68% abg	242 75% abcg	227 81% abcgh	331 87% abcdegh	340 53%	503 71% abg	558 85% abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	172	143	6	15	7	4	21	15	10	11	8	46	15	13	68	45	18	40
	9%	8%	6%	9%	12%	5%	9%	9%	6%	8%	4%	18%	6%	8%	11%	8%	6%	8%
												abcefg hijlm			bc			
Somewhat reasonable	299	259	14	18	7	9	35	27	32	20	28	52	35	20	106	73	53	67
	15%	15%	14%	11%	12%	11%	15%	16%	18%	14%	15%	21%	13%	12%	18%	13%	16%	13%
												acelm			bd			
Somewhat unreasonable	461	388	25	34	13	30	53	38	47	41	40	44	58	36	131	130	73	126
	23%	23%	26%	20%	23%	35%	23%	23%	26%	28%	21%	17%	21%	21%	22%	23%	22%	25%
						acfgjklm			k	k								
Very unreasonable	944	781	42	89	29	38	108	77	72	63	93	95	144	91	260	281	167	236
	47%	46%	43%	53%	51%	44%	47%	46%	40%	44%	50%	38%	53%	55%	44%	49%	50%	46%
		k		hk			k				k		ahk	ahk				
Don't know	138	115	10	11	2	4	14	11	17	10	18	15	19	7	26	46	23	43
	7%	7%	10%	6%	3%	4%	6%	7%	9%	7%	10%	6%	7%	4%	4%	8%	7%	8%
			m						m		m				a	a	a	
Net: Reasonable	471	402	20	34	13	14	56	42	43	31	36	98	50	33	174	118	72	108
	23%	24%	21%	20%	23%	16%	24%	25%	24%	21%	19%	39%	18%	20%	29%	20%	21%	21%
		l										abcefg hijlm			bcd			
Net: Unreasonable	1405	1169	67	123	43	68	161	115	119	105	133	139	202	127	392	411	240	362
	70%	69%	69%	73%	74%	80%	70%	69%	67%	72%	71%	55%	75%	76%	66%	72%	72%	71%
		k	k	k	k	ahk	k	k	k	k	k	k	k	k	a	a	a	a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	172 9%	103 8%	69 9%	59 10% b	107 8%	25 10%	11 7%	20 14%
Somewhat reasonable	299 15%	182 15%	117 15%	86 15%	206 15%	33 13%	32 21% ac	18 12%
Somewhat unreasonable	461 23%	281 23%	180 23%	128 22%	324 23%	64 25% c	39 26% c	25 16%
Very unreasonable	944 47%	602 49% b	342 44%	271 47%	663 47%	130 50% b	59 39%	79 52% b
Don't know	138 7%	69 6%	70 9% a	28 5%	99 7%	7 3%	10 7% a	8 5%
Net: Reasonable	471 23%	285 23%	186 24%	146 25%	313 22%	57 22%	42 28%	39 26%
Net: Unreasonable	1405 70%	882 71% b	522 67%	399 70%	987 71%	194 75% b	98 65%	104 69%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	172 9%	34 6%	69 10%	8 6%	9 15%	6 22%	12 10%	20 7%	5 8%	9 13%	115 11%	57 6%	57 14%	89 13%	24 7%
			a		ac					a	b		c	c	
Somewhat reasonable	299 15%	82 14%	110 16%	19 14%	15 23%	3 10%	11 9%	37 13%	8 14%	15 22%	176 17%	123 13%	84 21%	130 19%	40 12%
					f					f	b		c	c	
Somewhat unreasonable	461 23%	162 27%	135 20%	24 18%	12 18%	8 33%	33 28%	59 21%	11 19%	17 26%	243 23%	218 23%	89 22%	158 24%	80 23%
			bc				b								
Very unreasonable	944 47%	293 49%	320 47%	78 59%	26 41%	8 31%	59 51%	124 44%	23 40%	13 19%	479 46%	465 48%	159 40%	278 41%	185 54%
		i	i	abdghi	i		i	i	i						ab
Don't know	138 7%	26 4%	42 6%	4 3%	2 3%	1 3%	2 1%	38 14%	11 19%	13 19%	36 3%	102 11%	11 3%	17 3%	16 5%
			f					abcdf	abcdf	abcdf		a			
Net: Reasonable	471 23%	116 19%	179 27%	26 20%	24 38%	8 33%	23 20%	58 21%	12 22%	24 36%	291 28%	179 19%	141 35%	219 33%	64 19%
			a		acfg					acfg	b		c	c	
Net: Unreasonable	1405 70%	455 76%	455 67%	102 77%	38 59%	16 64%	92 79%	182 66%	34 59%	30 45%	722 69%	683 71%	248 62%	436 65%	265 77%
		bdghi	i	bdghi			bdghi	i							ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	172 9%	112 18% b	44 4%	60 5%	94 20% a
Somewhat reasonable	299 15%	192 30% b	75 7%	139 11%	122 25% a
Somewhat unreasonable	461 23%	169 27% b	244 22%	296 23%	112 23%
Very unreasonable	944 47%	142 22%	733 65% a	739 58% b	141 29%
Don't know	138 7%	22 3%	36 3%	38 3%	14 3%
Net: Reasonable	471 23%	304 48% b	120 11%	199 16%	217 45% a
Net: Unreasonable	1405 70%	310 49%	977 86% a	1035 81% b	253 52%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	367	175	189	1	82	55	60	52	45	72	137	112	117
	18%	18%	18%	25%	25%	17%	16%	16%	16%	19%	21%	16%	18%
					bcd	dehi					cdeh		
Somewhat reasonable	613	282	326	-	106	107	126	90	78	103	213	216	181
	30%	29%	31%	-	33%	34%	33%	28%	28%	27%	33%	31%	27%
						i					i		
Somewhat unreasonable	477	230	243	1	61	83	98	79	59	94	144	177	153
	24%	24%	23%	25%	19%	26%	25%	25%	21%	25%	22%	25%	23%
					a	a	a					a	
Very unreasonable	375	211	164	-	35	44	66	67	69	94	78	133	163
	19%	22%	16%	-	11%	14%	17%	21%	25%	25%	12%	19%	25%
		b					ag	abg	abcgh	abcgh		abg	abcgh
Don't know	181	61	115	2	39	29	33	33	30	15	69	66	46
	9%	6%	11%	50%	12%	9%	9%	10%	11%	4%	11%	9%	7%
			a		fi	f	f	f	fi		fi	f	
Net: Reasonable	980	457	516	1	188	163	187	142	123	175	351	328	298
	49%	48%	50%	25%	58%	51%	49%	44%	44%	46%	55%	47%	45%
					cdefhi						defhi		
Net: Unreasonable	852	441	407	1	96	126	163	146	128	188	222	310	316
	42%	46%	39%	25%	30%	40%	43%	46%	45%	50%	35%	44%	48%
		b				a	ag	ag	ag	abg		ag	abg

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	367 18%	311 18%	20 20%	26 16%	8 15%	9 11%	45 19%	36 22%	25 14%	26 18%	32 17%	48 19%	49 18%	40 24%	116 20%	102 18%	60 18%	89 17%
Somewhat reasonable	613 30%	530 31%	26 26%	45 27%	12 20%	24 28%	74 32%	49 29%	65 36%	49 34%	64 34%	87 34%	77 28%	41 25%	182 31%	162 28%	115 34%	154 30%
Somewhat unreasonable	477 24%	384 23%	24 25%	49 29%	18 31%	27 32%	42 18%	37 22%	42 23%	41 28%	37 20%	55 22%	66 24%	37 22%	142 24%	144 25%	76 23%	116 23%
Very unreasonable	375 19%	307 18%	18 18%	31 19%	18 32%	18 21%	48 21%	31 19%	25 14%	20 14%	34 18%	39 15%	56 21%	36 22%	120 20%	107 19%	59 18%	88 17%
Don't know	181 9%	154 9%	10 10%	16 10%	2 3%	7 9%	22 9%	14 8%	22 12%	9 6%	21 11%	23 9%	23 8%	13 8%	32 5%	60 10%	24 7%	65 13%
Net: Reasonable	980 49%	841 50%	45 46%	71 42%	20 35%	33 38%	119 52%	85 51%	90 50%	75 52%	96 51%	135 54%	127 47%	81 48%	298 50%	264 46%	175 52%	243 47%
Net: Unreasonable	852 42%	691 41%	42 43%	80 48%	36 62%	45 53%	90 39%	68 41%	67 37%	61 42%	70 38%	93 37%	122 45%	74 44%	262 44%	251 44%	135 40%	204 40%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	367 18%	208 17%	159 20% a	128 22% b	232 17%	66 25% b	22 14%	39 26% b
Somewhat reasonable	613 30%	383 31%	230 30%	188 33%	415 30%	71 28%	58 39% a	53 35%
Somewhat unreasonable	477 24%	309 25%	168 22%	117 20%	352 25% a	56 22%	40 27% c	21 14%
Very unreasonable	375 19%	245 20%	130 17%	93 16%	276 20%	54 21% b	17 11%	21 14%
Don't know	181 9%	91 7%	90 12% a	46 8%	123 9%	12 5%	14 9%	16 11% a
Net: Reasonable	980 49%	591 48%	389 50%	316 55% b	647 46%	137 53%	80 53%	92 61%
Net: Unreasonable	852 42%	554 45% b	298 38%	210 37%	629 45% a	110 42% c	57 38%	42 28%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	367 18%	98 16%	136 20%	27 20%	10 16%	6 26%	25 21%	48 17%	4 7%	13 20%	196 19%	172 18%	81 20%	130 19%	57 16%
			h	h			h								
Somewhat reasonable	613 30%	198 33%	209 31%	36 27%	23 36%	7 30%	32 27%	77 28%	15 26%	16 24%	346 33%	267 28%	139 35%	225 34%	110 32%
											b				
Somewhat unreasonable	477 24%	154 26%	153 23%	33 25%	17 26%	9 36%	30 26%	54 19%	13 22%	15 22%	244 23%	233 24%	83 21%	157 23%	82 24%
Very unreasonable	375 19%	111 19%	125 18%	28 21%	10 15%	2 9%	26 22%	55 20%	10 18%	8 12%	215 20%	161 17%	79 20%	135 20%	75 22%
											b				
Don't know	181 9%	37 6%	54 8%	8 6%	4 6%	- -	4 3%	44 16%	15 26%	15 22%	50 5%	132 14%	17 4%	25 4%	22 6%
								abcdf	abcdf	abcdf		a			
Net: Reasonable	980 49%	296 49%	345 51%	63 48%	33 52%	14 55%	56 49%	125 45%	19 34%	29 43%	542 52%	439 46%	220 55%	356 53%	167 48%
		h	h		h						b				
Net: Unreasonable	852 42%	265 44%	278 41%	61 46%	27 42%	11 45%	56 48%	109 39%	23 40%	23 34%	459 44%	394 41%	162 41%	292 43%	157 45%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	367 18%	176 28% b	151 13%	205 16%	117 24% a
Somewhat reasonable	613 30%	276 43% b	273 24%	363 29%	186 38% a
Somewhat unreasonable	477 24%	109 17%	332 29% a	338 27% b	100 21%
Very unreasonable	375 19%	49 8%	311 28% a	299 23% b	57 12%
Don't know	181 9%	25 4%	65 6%	68 5%	25 5%
Net: Reasonable	980 49%	452 71% b	424 37%	568 45%	303 62% a
Net: Unreasonable	852 42%	159 25%	644 57% a	637 50% b	157 32%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	169	87	82	-	55	47	21	16	13	17	101	37	30
	8%	9%	8%	-	17%	15%	6%	5%	5%	5%	16%	5%	5%
					cdefhi	cdefhi					cdefhi		
Somewhat reasonable	359	168	189	2	77	80	79	48	34	40	156	127	74
	18%	17%	18%	50%	24%	25%	21%	15%	12%	10%	24%	18%	11%
					defhi	defhi	efi				defhi	efi	
Somewhat unreasonable	555	265	284	-	89	82	99	95	74	113	171	194	187
	28%	28%	27%	-	28%	26%	26%	30%	26%	30%	27%	28%	28%
Very unreasonable	805	403	396	2	69	89	160	141	144	200	158	301	343
	40%	42%	38%	50%	21%	28%	42%	44%	51%	53%	25%	43%	52%
						a	abg	abg	abcgh	abcdgh		abg	abcdgh
Don't know	126	36	87	-	34	22	23	21	16	9	55	45	25
	6%	4%	8%	-	10%	7%	6%	7%	6%	3%	9%	6%	4%
			a		cefhi	fi	f	f			fi	fi	
Net: Reasonable	528	254	271	2	131	126	100	64	47	57	257	164	104
	26%	27%	26%	50%	41%	40%	26%	20%	17%	15%	40%	23%	16%
					cdefhi	cdefhi	defi				cdefhi	efi	
Net: Unreasonable	1360	668	680	2	158	171	259	236	218	313	329	495	530
	68%	70%	66%	50%	49%	54%	68%	73%	78%	83%	51%	70%	80%
							abg	abg	abcgh	abcdgh		abg	abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	169 8%	152 9% cl	5 5%	7 4%	5 9%	6 7%	18 8%	18 11% cl	14 8%	15 10% c	18 10%	34 14% abcfim	15 6%	12 7%	74 12% bcd	44 8%	22 6%	30 6%
Somewhat reasonable	359 18%	309 18%	14 14%	26 16%	10 18%	13 16%	45 20%	25 15%	41 23% g	23 16%	30 16%	57 23% g	45 17%	30 18%	111 19%	96 17%	61 18%	91 18%
Somewhat unreasonable	555 28%	466 28%	25 25%	46 28%	16 27%	28 32%	57 25%	49 29%	51 29%	48 33% l	53 28%	64 25%	65 24%	52 31%	152 26%	160 28%	102 30%	141 28%
Very unreasonable	805 40%	656 39% h	45 46% hk	80 48% ahk	23 41%	33 38%	98 43% hk	66 40%	54 30%	54 37%	72 39%	82 33%	130 48% ahik	66 40%	232 39%	238 41%	131 39%	204 40%
Don't know	126 6%	104 6% m	9 9%	8 5%	3 6%	6 6%	12 5%	10 6%	18 10% aim	6 4%	15 8%	14 6%	16 6%	6 4%	22 4%	38 7% a	20 6%	47 9% a
Net: Reasonable	528 26%	460 27% c	19 19%	33 20%	15 26%	20 23%	63 27%	42 25%	55 31% bcl	38 26%	48 26%	92 36% abcefgijim	60 22%	42 25%	185 31% bcd	140 24%	82 25%	121 24%
Net: Unreasonable	1360 68%	1122 67% hk	70 72% hk	126 75% ahk	39 68%	60 71% k	155 67% k	115 69% k	106 59%	101 70% hk	125 67%	146 58%	195 72% hk	118 71% hk	385 65%	397 69%	232 69%	345 67%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	169 8%	104 8%	65 8%	67 12% b	96 7%	33 13%	16 10%	19 12%
Somewhat reasonable	359 18%	206 17%	153 20%	111 19%	242 17%	41 16%	34 23%	32 21%
Somewhat unreasonable	555 28%	340 28%	215 28%	145 25%	397 28%	69 27%	41 27%	33 22%
Very unreasonable	805 40%	526 43% b	279 36%	217 38%	579 41%	106 41%	50 33%	57 38%
Don't know	126 6%	59 5%	67 9% a	31 5%	85 6%	9 4%	9 6%	10 7%
Net: Reasonable	528 26%	310 25%	218 28%	179 31% b	337 24%	74 29%	50 33%	51 34%
Net: Unreasonable	1360 68%	866 70% b	493 63%	362 63%	977 70% a	175 68%	91 61%	90 60%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	169 8%	38 6%	69 10% ag	12 9%	6 9%	6 24%	13 11%	16 6%	5 8%	5 7%	107 10%	62 6%	50 12%	81 12%	24 7%
Somewhat reasonable	359 18%	100 17%	144 21% ag	20 15%	10 15%	3 13%	13 11%	45 16%	9 15%	16 23% f	206 20% b	153 16%	85 21%	145 22%	57 17%
Somewhat unreasonable	555 28%	181 30% bg	168 25%	35 26%	20 32%	8 33%	41 35% bg	63 23%	18 31%	20 30%	273 26%	282 29%	105 26%	175 26%	89 26%
Very unreasonable	805 40%	255 43% hi	263 39% i	63 48% hi	27 41% i	6 23%	44 38% i	116 42% i	16 28%	15 22%	436 42%	369 38%	152 38%	259 38%	163 47% ab
Don't know	126 6%	24 4%	31 5%	3 2%	2 4%	2 7%	6 5%	38 14% abcdf	10 17% abcdf	12 17% abcdf	27 3%	99 10% a	8 2%	13 2%	13 4%
Net: Reasonable	528 26%	138 23%	214 32% afg	32 24%	15 23%	9 37%	25 22%	61 22%	14 24%	20 30%	314 30% b	215 22%	135 34% c	226 34% c	82 24%
Net: Unreasonable	1360 68%	436 73% bghi	431 64%	98 74% bi	47 73% i	14 56%	85 73% i	179 64%	34 59%	35 52%	709 68%	651 68%	257 64%	434 64%	251 73% ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	169 8%	110 17% b	49 4%	69 5%	86 18% a
Somewhat reasonable	359 18%	226 35% b	104 9%	158 12%	149 31% a
Somewhat unreasonable	555 28%	180 28%	299 26%	354 28%	132 27%
Very unreasonable	805 40%	105 16%	651 58% a	660 52% b	106 22%
Don't know	126 6%	15 2%	29 3%	32 3%	11 2%
Net: Reasonable	528 26%	336 53% b	153 13%	227 18%	235 49% a
Net: Unreasonable	1360 68%	285 45%	950 84% a	1014 80% b	238 49%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	149 7%	80 8%	69 7%	- -	44 14% cdefhi	33 10% defhi	32 8% dei	12 4%	9 3%	19 5%	77 12% defhi	44 6% e	27 4%
Somewhat reasonable	384 19%	174 18%	206 20%	1 25%	87 27% cdefhi	83 26% cdefhi	76 20% efi	54 17%	39 14%	45 12%	170 27% cdefhi	130 18% fi	83 13%
Somewhat unreasonable	549 27%	255 27%	291 28%	1 25%	86 27%	87 27%	101 26%	83 26%	80 29%	111 29%	173 27%	184 26%	191 29%
Very unreasonable	788 39%	408 43% b	374 36%	1 25%	70 22%	92 29% a	145 38% abg	143 45% abg	138 49% abcgh	196 52% abcgh	162 25%	288 41% abg	334 51% abcgh
Don't know	144 7%	43 4%	97 9% a	1 25%	36 11% efi	24 7% fi	29 8% fi	29 9% fi	15 5% f	8 2%	60 9% efi	58 8% fi	23 4%
Net: Reasonable	533 26%	253 26%	275 26%	1 25%	132 41% cdefhi	116 36% cdefhi	108 28% defi	66 20%	47 17%	63 17%	247 39% cdefhi	174 25% efi	111 17%
Net: Unreasonable	1337 66%	663 69% b	665 64%	2 50%	156 48%	179 56% a	246 64% abg	226 70% abg	218 78% abcdgh	307 81% abcdgh	335 52%	472 67% abg	525 80% abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	149 7%	130 8%	4 5%	10 6%	3 6%	3 3%	19 8%	15 9%	13 7%	14 10%	11 6%	31 12%	14 5%	11 7%	57 10%	37 6%	16 5%	39 8%
										l		abejl			bc			
Somewhat reasonable	384 19%	332 20%	18 18%	23 14%	10 18%	16 18%	47 21%	28 17%	36 20%	26 18%	34 18%	59 23%	54 20%	31 19%	140 24%	89 15%	66 20%	88 17%
												c			bd			
Somewhat unreasonable	549 27%	455 27%	30 31%	51 30%	12 21%	28 33%	55 24%	42 25%	61 34%	47 32%	52 28%	57 23%	64 24%	50 30%	141 24%	161 28%	104 31%	143 28%
									fk	kl							a	
Very unreasonable	788 39%	651 39%	35 36%	70 42%	29 50%	34 39%	91 40%	70 42%	49 27%	52 36%	76 40%	91 36%	121 45%	67 40%	228 39%	245 43%	123 37%	192 37%
				h	h	h	h	h			h		ahk	h				
Don't know	144 7%	118 7%	10 10%	12 7%	3 6%	5 6%	18 8%	13 8%	20 11%	6 4%	15 8%	14 5%	19 7%	8 5%	26 4%	43 7%	25 8%	50 10%
									aikm						a	a	a	
Net: Reasonable	533 26%	463 27%	22 23%	34 20%	14 23%	19 22%	67 29%	43 26%	49 27%	40 28%	45 24%	90 36%	68 25%	42 25%	197 33%	126 22%	83 25%	127 25%
							c				abcegjlm				bcd			
Net: Unreasonable	1337 66%	1106 66%	65 67%	121 73%	41 71%	62 72%	146 63%	112 67%	110 61%	99 68%	128 68%	148 59%	185 68%	116 70%	370 62%	406 71%	227 68%	335 65%
				hk		k							k	k		a		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	149 7%	92 7%	58 7%	59 10% b	84 6%	22 9%	14 9%	19 13%
Somewhat reasonable	384 19%	236 19%	148 19%	119 21%	261 19%	44 17%	48 31% ac	28 18%
Somewhat unreasonable	549 27%	332 27%	218 28%	127 22%	412 29% a	59 23%	29 19%	34 22%
Very unreasonable	788 39%	506 41% b	282 36%	224 39%	551 39%	120 47% bc	49 33%	52 35%
Don't know	144 7%	70 6%	73 9% a	44 8%	90 6%	12 5%	11 7%	18 12% a
Net: Reasonable	533 26%	328 27%	205 26%	177 31% b	345 25%	66 26%	62 41% a	47 31%
Net: Unreasonable	1337 66%	838 68%	499 64%	351 61%	964 69% a	180 70% bc	79 52%	86 57%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	149 7%	38 6%	58 9%	10 7%	5 8%	3 11%	8 7%	16 6%	5 9%	8 11%	95 9%	55 6%	45 11%	75 11%	17 5%
											b		c	c	
Somewhat reasonable	384 19%	107 18%	140 21%	24 18%	15 23%	8 32%	15 13%	58 21%	8 15%	10 14%	216 21%	167 17%	95 24%	150 22%	63 18%
			f												
Somewhat unreasonable	549 27%	181 30%	175 26%	28 21%	19 29%	7 29%	39 34%	65 23%	13 22%	22 32%	280 27%	269 28%	108 27%	183 27%	88 26%
			cg				cg								
Very unreasonable	788 39%	244 41%	262 39%	67 50%	20 32%	7 28%	52 45%	101 36%	18 32%	17 25%	427 41%	361 37%	145 36%	251 37%	161 47%
		i	i	abdghi			i								ab
Don't know	144 7%	28 5%	42 6%	4 3%	5 8%	- -	2 2%	38 14%	13 22%	12 17%	31 3%	112 12%	7 2%	13 2%	17 5%
								abcf	abcf	abcf		a			ab
Net: Reasonable	533 26%	144 24%	198 29%	34 25%	20 31%	11 43%	22 19%	73 26%	13 23%	17 26%	311 30%	222 23%	140 35%	225 33%	79 23%
			af								b		c	c	
Net: Unreasonable	1337 66%	425 71%	437 65%	95 72%	39 61%	14 57%	91 79%	166 60%	31 54%	38 57%	707 67%	630 65%	253 63%	434 65%	250 72%
		bghi		ghi			bdghi								ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	149 7%	98 15% b	35 3%	46 4%	83 17% a
Somewhat reasonable	384 19%	233 37% b	116 10%	189 15%	148 31% a
Somewhat unreasonable	549 27%	187 29%	302 27%	362 28%	128 26%
Very unreasonable	788 39%	98 15%	638 56% a	636 50% b	105 22%
Don't know	144 7%	20 3%	41 4%	39 3%	20 4%
Net: Reasonable	533 26%	330 52% b	151 13%	235 18%	231 48% a
Net: Unreasonable	1337 66%	286 45%	941 83% a	998 78% b	233 48%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	156	88	66	-	40	40	25	19	14	16	80	44	30
	8%	9%	6%	-	12%	13%	6%	6%	5%	4%	12%	6%	5%
		b			cdefhi	cdefhi					cdefhi		
Somewhat reasonable	359	172	186	-	62	78	92	44	40	42	141	136	82
	18%	18%	18%	-	19%	25%	24%	14%	14%	11%	22%	19%	12%
					fi	defhi	defi				defi	dfi	
Somewhat unreasonable	613	300	310	1	85	93	114	106	86	129	178	219	214
	30%	31%	30%	25%	26%	29%	30%	33%	31%	34%	28%	31%	33%
										ag			a
Very unreasonable	748	357	383	3	102	83	128	127	123	181	185	254	305
	37%	37%	37%	75%	32%	26%	33%	39%	44%	48%	29%	36%	46%
							b	abg	abcgh	abcdgh		bg	abcdgh
Don't know	138	42	94	-	34	24	25	26	18	11	58	51	29
	7%	4%	9%	-	11%	7%	7%	8%	6%	3%	9%	7%	4%
			a		cfi	fi	f	fi	f		fi	fi	
Net: Reasonable	515	259	252	-	102	118	116	63	54	58	221	180	112
	26%	27%	24%	-	32%	37%	30%	20%	19%	15%	34%	26%	17%
					defhi	cdefhi	defi				defhi	defi	
Net: Unreasonable	1361	658	692	4	187	176	242	232	209	310	363	474	519
	68%	69%	67%	100%	58%	55%	63%	72%	74%	82%	57%	67%	79%
							bg	abcg	abcgh	abcdgh		abg	abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	156	135	4	12	3	5	18	14	13	10	18	34	15	9	69	35	15	37
	8%	8%	4%	7%	6%	5%	8%	8%	7%	7%	9%	14%	6%	5%	12%	6%	5%	7%
												abcefhlm			bcd			
Somewhat reasonable	359	307	16	28	7	16	43	28	36	23	36	57	38	29	117	94	62	87
	18%	18%	16%	17%	11%	19%	19%	16%	20%	16%	19%	23%	14%	17%	20%	16%	18%	17%
												l						
Somewhat unreasonable	613	502	34	53	22	30	67	50	62	52	46	62	78	55	167	173	121	152
	30%	30%	35%	32%	39%	35%	29%	30%	35%	36%	25%	24%	29%	33%	28%	30%	36%	30%
			k						k	jk							a	
Very unreasonable	748	627	33	64	24	27	90	67	49	53	67	85	123	66	217	229	118	185
	37%	37%	33%	38%	41%	32%	39%	40%	27%	37%	36%	34%	45%	40%	37%	40%	35%	36%
		h		h			h	h					abehk	h				
Don't know	138	115	11	10	2	7	13	10	19	6	20	15	17	8	23	44	19	52
	7%	7%	11%	6%	3%	9%	6%	6%	11%	4%	11%	6%	6%	5%	4%	8%	6%	10%
			i						im		i					a		ac
Net: Reasonable	515	442	20	40	10	21	61	42	49	34	54	91	53	38	185	129	77	124
	26%	26%	21%	24%	17%	24%	26%	25%	27%	23%	29%	36%	20%	23%	31%	22%	23%	24%
		l									l	abcdefgilm			bcd			
Net: Unreasonable	1361	1129	67	117	46	57	157	116	111	106	113	146	201	121	384	402	238	336
	68%	67%	68%	70%	80%	67%	68%	69%	62%	73%	61%	58%	74%	73%	65%	70%	71%	66%
		k		k	jk		k	k		hjk		ahjk	hjk					

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	156 8%	96 8%	60 8%	70 12% b	82 6%	30 12%	18 12%	19 13%
Somewhat reasonable	359 18%	217 18%	142 18%	99 17%	252 18%	41 16%	26 17%	31 21%
Somewhat unreasonable	613 30%	374 30%	239 31%	163 29%	444 32%	73 28%	47 31%	39 26%
Very unreasonable	748 37%	481 39% b	267 34%	205 36%	530 38%	103 40%	50 33%	49 33%
Don't know	138 7%	68 6%	70 9% a	36 6%	91 6%	11 4%	9 6%	12 8%
Net: Reasonable	515 26%	313 25%	202 26%	168 29% b	334 24%	71 27%	44 29%	50 33%
Net: Unreasonable	1361 68%	855 69%	506 65%	368 64%	974 70% a	177 68% c	98 65%	88 58%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Vote in 2017 GE									Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	156 8%	41 7%	54 8%	13 10%	10 16% abg	4 15%	11 9%	16 6%	3 5%	4 6%	103 10% b	53 5%	47 12% c	76 11% c	25 7%
Somewhat reasonable	359 18%	103 17%	151 22% afg	24 18%	8 13%	8 30%	14 12%	35 13%	7 13%	9 14%	211 20% b	148 15%	89 22% c	151 22% c	57 16%
Somewhat unreasonable	613 30%	200 33% b	186 28%	34 25%	23 37%	8 31%	41 35%	80 29%	17 30%	24 36%	295 28%	318 33% a	115 29%	189 28%	94 27%
Very unreasonable	748 37%	222 37%	250 37%	59 44% i	20 31%	5 20%	47 40%	111 40% i	17 30%	18 27%	407 39%	341 35%	139 35%	238 35%	156 45% ab
Don't know	138 7%	31 5%	35 5%	3 3%	3 4%	1 4%	3 3%	36 13% abcf	13 22% abcf	12 18% abcf	34 3%	104 11% a	9 2%	18 3%	14 4%
Net: Reasonable	515 26%	144 24%	205 30% ag	37 28% g	18 28%	11 45%	25 21%	51 19%	10 18%	13 20%	314 30% b	201 21%	137 34% c	227 34% c	82 24%
Net: Unreasonable	1361 68%	422 71% b	436 65%	92 70%	43 67%	13 51%	88 76% bh	191 69%	34 60%	42 62%	702 67%	658 68%	254 64%	427 64%	250 72% ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All respondents

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Very reasonable	156 8%	111 17% b	32 3%	44 3%	93 19% a
Somewhat reasonable	359 18%	234 37% b	90 8%	159 12%	145 30% a
Somewhat unreasonable	613 30%	189 30%	359 32%	420 33% b	130 27%
Very unreasonable	748 37%	86 14%	613 54% a	614 48% b	97 20%
Don't know	138 7%	17 3%	38 3%	36 3%	20 4%
Net: Reasonable	515 26%	344 54% b	122 11%	202 16%	237 49% a
Net: Unreasonable	1361 68%	275 43%	972 86% a	1034 81% b	227 47%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
	a	b	*c		a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	542	253	285	1	118	107	101	54	53	106	225	155	159
	52%	49%	55%	50%	67%	57%	49%	42%	48%	45%	62%	47%	46%
					bdefghi	dghi					cdefghi		
The general public	435	212	219	1	98	97	83	39	38	78	195	123	116
	41%	41%	42%	50%	56%	51%	41%	31%	34%	33%	53%	37%	33%
					cdefghi	cdefghi					cdefghi		
Students	314	156	156	-	73	90	76	23	20	31	163	99	51
	30%	30%	30%	-	41%	48%	37%	18%	18%	13%	45%	30%	15%
					defghi	cdefghi	defi				defghi	defi	
Schools and universities	314	154	158	1	89	89	62	23	18	32	178	85	50
	30%	30%	30%	50%	51%	47%	30%	18%	16%	14%	49%	25%	14%
					cdefghi	cdefghi	defi				cdefghi	efi	
Libraries	311	144	164	-	85	80	69	22	19	35	165	91	54
	30%	28%	31%	-	48%	42%	34%	17%	17%	15%	45%	27%	15%
					cdefghi	defghi	defi				cdefghi	defi	
Disabled readers	296	151	143	-	70	79	72	23	14	36	149	95	50
	28%	29%	27%	-	40%	42%	35%	18%	12%	15%	41%	28%	14%
					defghi	defghi	defi				defghi	defi	
The NHS	291	145	144	-	82	89	62	21	14	24	171	83	37
	28%	28%	28%	-	46%	47%	30%	16%	12%	10%	47%	25%	11%
					cdefghi	cdefghi	defi				cdefghi	defi	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	542	459	21	48	13	15	59	49	43	29	42	89	83	50	225	133	89	95
	52%	52%	56%	49%	50%	44%	50%	58%	50%	42%	54%	59%	50%	51%	53%	46%	57%	52%
								i				i			b		b	
The general public	435	372	16	34	12	15	48	40	38	28	30	82	55	36	203	108	53	71
	41%	42%	42%	35%	44%	44%	42%	48%	44%	40%	39%	54%	33%	36%	48%	37%	34%	39%
		l						l				acfiljm			bcd			
Students	314	274	9	23	7	14	30	28	28	18	29	65	37	24	150	66	41	57
	30%	31%	25%	24%	26%	42%	26%	33%	33%	26%	37%	43%	22%	24%	36%	23%	26%	31%
		l				clm		l			l	abcfilm			bc			b
Schools and universities	314	271	11	20	10	12	32	30	28	16	25	65	36	28	149	68	41	56
	30%	31%	29%	21%	39%	34%	28%	36%	32%	23%	32%	43%	22%	28%	35%	24%	26%	31%
		cl						cl				acfilm			bc			
Libraries	311	273	11	20	7	10	38	26	20	21	22	61	45	29	159	56	44	52
	30%	31%	29%	21%	26%	31%	32%	31%	23%	31%	28%	40%	27%	29%	38%	19%	28%	28%
		c										achl			bcd		b	b
Disabled readers	296	255	11	23	5	11	32	27	19	20	22	69	35	19	153	54	38	51
	28%	29%	30%	23%	20%	34%	28%	32%	22%	29%	29%	45%	21%	19%	36%	19%	24%	28%
		lm						m				acfghijlm			bc			b
The NHS	291	245	13	22	10	7	33	29	22	16	20	68	29	20	146	58	41	46
	28%	28%	36%	22%	39%	20%	29%	35%	26%	22%	26%	45%	18%	21%	35%	20%	26%	25%
		l	lm				l	lm				acefhijlm			bd			

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Children		Disability		Disability type		
		Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Government departments	542	330	212	181	354	79	54	43
	52%	51%	53%	57% b	49%	53%	61%	60%
The general public	435	271	164	139	290	60	42	34
	41%	41%	41%	44%	40%	40%	47%	47%
Students	314	204	110	118	190	51	36	30
	30%	31%	28%	38% b	26%	34%	40%	41%
Schools and universities	314	193	121	126	183	55	40	28
	30%	30%	30%	40% b	25%	37%	46%	40%
Libraries	311	204	108	124	183	49	47	26
	30%	31%	27%	39% b	25%	33%	54% ac	36%
Disabled readers	296	193	103	115	177	49	35	27
	28%	29%	26%	36% b	25%	33%	39%	37%
The NHS	291	188	103	108	178	43	36	24
	28%	29%	26%	34% b	25%	29%	41%	34%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	c	d	*e	f	g	*h	*i	a	*b	a	b	c	
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Government departments	542	171	195	45	20	13	25	52	10	11	542	-	220	356	167
	52%	51%	53%	49%	47%	64%	47%	51%	43%	57%	52%	-	55%	53%	48%
The general public	435	133	165	40	18	13	18	31	8	9	435	-	186	299	127
	41%	40%	45%	44%	43%	64%	35%	30%	35%	46%	41%	-	47%	45%	37%
			g	g									c	c	
Students	314	86	134	29	14	9	12	22	4	4	314	-	137	227	82
	30%	26%	37%	32%	34%	46%	23%	22%	18%	19%	30%	-	34%	34%	24%
			afg										c	c	
Schools and universities	314	80	139	25	13	8	14	26	5	4	314	-	135	226	82
	30%	24%	38%	28%	31%	41%	26%	25%	21%	19%	30%	-	34%	34%	24%
			ag										c	c	
Libraries	311	79	132	26	15	10	9	30	7	4	311	-	140	225	79
	30%	24%	36%	29%	37%	48%	17%	29%	29%	18%	30%	-	35%	33%	23%
			af		f								c	c	
Disabled readers	296	88	116	22	17	8	13	20	5	7	296	-	137	216	75
	28%	26%	32%	24%	40%	41%	24%	19%	23%	34%	28%	-	34%	32%	22%
			g		g								c	c	
The NHS	291	72	123	24	18	7	12	24	6	6	291	-	141	219	64
	28%	22%	34%	26%	44%	35%	24%	24%	25%	28%	28%	-	35%	33%	19%
			a		acfg								c	c	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11 Net: Reasonable Summary

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Significance Level: 95%					
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Government departments	542	270	240	328	182
	52%	70%	40%	47%	64%
		b			a
The general public	435	297	108	225	180
	41%	77%	18%	32%	63%
		b			a
Students	314	229	70	135	158
	30%	59%	12%	19%	55%
		b			a
Schools and universities	314	213	89	148	149
	30%	55%	15%	21%	52%
		b			a
Libraries	311	213	81	145	144
	30%	55%	14%	21%	51%
		b			a
Disabled readers	296	222	60	131	152
	28%	58%	10%	19%	53%
		b			a
The NHS	291	216	60	127	148
	28%	56%	10%	18%	52%
		b			a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115	62	51	-	32	30	23	12	7	10	62	35	17
	11%	12%	10%	-	18%	16%	11%	10%	7%	4%	17%	11%	5%
					defhi	efi	fi	f			defhi	fi	
Somewhat reasonable	320	150	168	1	66	67	60	27	31	68	133	87	99
	30%	29%	32%	50%	37%	36%	29%	21%	27%	29%	37%	26%	28%
					dhi	dh					dhi		
Somewhat unreasonable	335	165	169	-	50	59	77	45	26	77	108	122	104
	32%	32%	32%	-	28%	31%	37%	35%	23%	33%	30%	37%	30%
							aeg	e				eg	
Very unreasonable	243	128	112	1	21	26	37	39	43	76	47	76	119
	23%	25%	21%	50%	12%	14%	18%	31%	38%	32%	13%	23%	34%
								abcg	abcgh	abcgh		abg	abcgh
Don't know	36	14	22	-	8	7	8	5	5	4	15	13	9
	3%	3%	4%	-	5%	4%	4%	4%	4%	2%	4%	4%	3%
Net: Reasonable	435	212	219	1	98	97	83	39	38	78	195	123	116
	41%	41%	42%	50%	56%	51%	41%	31%	34%	33%	53%	37%	33%
					cdefhi	cdefhi					cdefhi		
Net: Unreasonable	578	293	281	1	70	85	114	84	69	154	155	198	223
	55%	57%	54%	50%	40%	45%	55%	66%	62%	65%	43%	59%	64%
							abg	abg	abg	abcg		abg	abcg

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115 11%	95 11%	4 11%	11 11%	3 13%	5 14%	12 10%	8 10%	4 4%	10 14%	7 9%	30 20%	11 7%	9 9%	61 15%	23 8%	15 10%	15 8%
Somewhat reasonable	320 30%	277 31%	11 31%	23 23%	8 32%	10 30%	36 31%	31 38%	34 39%	18 26%	23 30%	52 35%	44 27%	27 28%	142 34%	84 29%	38 24%	55 30%
Somewhat unreasonable	335 32%	280 32%	13 36%	35 35%	7 25%	12 36%	33 29%	20 24%	32 37%	29 41%	24 30%	36 24%	59 36%	35 35%	125 30%	96 33%	57 36%	56 31%
Very unreasonable	243 23%	202 23%	7 20%	27 27%	6 24%	6 18%	26 22%	22 26%	15 17%	11 16%	21 27%	27 18%	46 28%	28 28%	81 19%	71 24%	42 26%	50 28%
Don't know	36 3%	31 4%	1 2%	3 3%	2 6%	1 3%	8 7%	2 2%	2 2%	2 2%	4 5%	7 4%	5 3%	1 1%	12 3%	14 5%	5 3%	6 3%
Net: Reasonable	435 41%	372 42%	16 42%	34 35%	12 44%	15 44%	48 42%	40 48%	38 44%	28 40%	30 39%	82 54%	55 33%	36 36%	203 48%	108 37%	53 34%	71 39%
Net: Unreasonable	578 55%	481 54%	21 56%	62 62%	13 50%	18 53%	60 51%	42 51%	47 54%	40 58%	45 57%	63 41%	105 63%	62 63%	206 49%	167 58%	99 63%	106 58%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115	78	37	62	50	27	15	18
	11%	12%	9%	20%	7%	18%	17%	24%
				b				
Somewhat reasonable	320	193	127	77	240	32	26	16
	30%	30%	32%	24%	33%	22%	30%	23%
				a				
Somewhat unreasonable	335	207	128	100	234	45	34	20
	32%	32%	32%	32%	32%	30%	39%	28%
Very unreasonable	243	160	83	67	172	40	11	14
	23%	25%	21%	21%	24%	27%	12%	20%
						b		
Don't know	36	15	21	9	25	4	2	4
	3%	2%	5%	3%	3%	3%	2%	5%
			a					
Net: Reasonable	435	271	164	139	290	60	42	34
	41%	41%	41%	44%	40%	40%	47%	47%
Net: Unreasonable	578	367	211	167	406	86	45	34
	55%	56%	53%	53%	56%	57%	51%	48%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%																
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349	
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	
Very reasonable	115	29	47	9	9	4	7	7	1	3	115	-	55	90	24	
	11%	9%	13%	10%	21%	18%	14%	6%	4%	14%	11%	-	14%	13%	7%	
					ag								c	c		
Somewhat reasonable	320	104	118	31	9	9	11	24	7	6	320	-	131	210	103	
	30%	31%	32%	35%	22%	46%	21%	24%	31%	32%	30%	-	33%	31%	30%	
Somewhat unreasonable	335	103	117	29	15	5	19	35	6	5	335	-	111	209	112	
	32%	31%	32%	32%	35%	27%	36%	35%	28%	26%	32%	-	28%	31%	32%	
Very unreasonable	243	88	74	18	8	1	15	31	4	5	243	-	92	146	90	
	23%	26%	20%	19%	19%	4%	29%	30%	17%	25%	23%	-	23%	22%	26%	
		b						b								
Don't know	36	10	11	3	1	1	-	5	5	1	36	-	10	18	17	
	3%	3%	3%	4%	2%	5%	-	5%	20%	4%	3%	-	3%	3%	5%	
Net: Reasonable	435	133	165	40	18	13	18	31	8	9	435	-	186	299	127	
	41%	40%	45%	44%	43%	64%	35%	30%	35%	46%	41%	-	47%	45%	37%	
			g	g									c	c		
Net: Unreasonable	578	192	190	47	23	6	34	66	10	10	578	-	203	355	202	
	55%	57%	52%	52%	54%	31%	65%	65%	45%	50%	55%	-	51%	53%	58%	
								b							a	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_1. The general public: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	115	93	14	31	77
	11%	24%	2%	4%	27%
		b		a	
Somewhat reasonable	320	204	94	194	104
	30%	53%	16%	28%	36%
		b		a	
Somewhat unreasonable	335	68	254	245	78
	32%	18%	43%	35%	27%
		a		b	
Very unreasonable	243	13	228	218	21
	23%	3%	38%	31%	8%
			a	b	
Don't know	36	8	7	17	5
	3%	2%	1%	2%	2%
Net: Reasonable	435	297	108	225	180
	41%	77%	18%	32%	63%
		b		a	
Net: Unreasonable	578	81	482	464	99
	55%	21%	81%	66%	35%
			a	b	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	90 9%	49 9%	41 8%	- -	27 16% cdefhi	32 17% cdefhi	18 9% fi	8 6% fi	4 4% f	1 * *	59 16% cdefhi	26 8% fi	5 1% 1%
Somewhat reasonable	205 20%	102 20%	102 20%	- -	43 24% defi	48 25% defi	54 26% defi	15 11% defi	10 9% defi	35 15% defi	90 25% defi	69 21% dei	45 13% dei
Somewhat unreasonable	261 25%	119 23%	141 27%	- -	48 27%	39 21%	56 27%	32 25%	25 22%	61 26%	87 24%	88 26%	86 25%
Very unreasonable	453 43%	234 45%	215 41%	2 100%	46 26%	62 33%	72 35%	67 53% abcgh	69 62% abcgh	134 57% abcgh	108 30% abcgh	139 42% abg	204 59% abcgh
Don't know	40 4%	16 3%	24 5%	- -	12 7% cfi	9 4% cfi	6 3% cfi	6 4% cfi	4 3% cfi	4 2% cfi	21 6% fi	11 3% fi	8 2% fi
Net: Reasonable	296 28%	151 29%	143 27%	- -	70 40% defhi	79 42% defhi	72 35% defi	23 18% defi	14 12% defi	36 15% defi	149 41% defhi	95 28% defi	50 14% defi
Net: Unreasonable	715 68%	353 68%	356 68%	2 100%	94 53%	101 53%	128 62% g	100 78% abcgh	95 84% abcgh	195 83% abcgh	195 53% abcgh	227 68% abg	290 83% abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	90 9%	77 9%	4 11%	5 6%	3 13%	2 5%	10 8%	9 11%	3 3%	4 5%	5 6%	33 22%	6 4%	7 7%	53 13%	14 5%	10 6%	13 7%
		l	l					hl				acefghijlm			bcd			
Somewhat reasonable	205 20%	178 20%	7 19%	18 18%	2 7%	10 29%	23 19%	18 21%	16 19%	17 24%	18 22%	36 24%	29 18%	12 12%	100 24%	39 14%	28 18%	39 21%
						m				m		m			b			b
Somewhat unreasonable	261 25%	222 25%	12 32%	21 21%	5 19%	11 32%	25 22%	19 23%	28 32%	21 31%	17 22%	30 20%	40 24%	30 30%	97 23%	81 28%	43 27%	40 22%
									k									
Very unreasonable	453 43%	375 42%	13 36%	50 51%	14 55%	12 34%	53 45%	34 41%	38 43%	25 36%	34 43%	47 31%	85 51%	48 48%	159 38%	137 47%	71 45%	87 47%
		k		k			k						aik	k		a		a
Don't know	40 4%	33 4%	1 2%	4 4%	2 6%	- -	6 5%	3 4%	3 3%	3 4%	5 6%	6 4%	5 3%	2 2%	12 3%	17 6%	6 4%	4 2%
															a			
Net: Reasonable	296 28%	255 29%	11 30%	23 23%	5 20%	11 34%	32 28%	27 32%	19 22%	20 29%	22 29%	69 45%	35 21%	19 19%	153 36%	54 19%	38 24%	51 28%
		lm						m				acfhijlm			bc			b
Net: Unreasonable	715 68%	597 67%	25 68%	71 72%	19 74%	22 66%	78 67%	54 64%	65 75%	47 67%	51 65%	77 51%	125 75%	78 79%	255 61%	219 76%	114 72%	127 69%
		k	k	k			k	k	k	k			ak	agk		a	a	a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	90 9%	59 9%	31 8%	49 16% b	39 5%	21 14%	11 12%	14 19%
Somewhat reasonable	205 20%	133 20%	72 18%	65 21%	138 19%	28 19%	24 27%	13 18%
Somewhat unreasonable	261 25%	158 24%	103 26%	81 26%	180 25%	37 25%	28 31%	16 23%
Very unreasonable	453 43%	286 44%	167 42%	111 35%	336 47% a	59 39% b	23 26%	27 37%
Don't know	40 4%	16 2%	23 6% a	9 3%	29 4%	4 3%	3 3%	2 3%
Net: Reasonable	296 28%	193 29%	103 26%	115 36% b	177 25%	49 33%	35 39%	27 37%
Net: Unreasonable	715 68%	444 68%	271 68%	191 61%	515 71% a	96 64%	51 57%	43 60%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	90 9%	18 6%	40 11%	11 12%	5 11%	3 14%	3 6%	5 5%	2 8%	4 19%	90 9%	-	51 13%	75 11%	14 4%
			a	a									c	c	
Somewhat reasonable	205 20%	70 21%	76 21%	11 12%	12 29%	5 27%	10 18%	15 15%	3 15%	3 15%	205 20%	-	86 22%	141 21%	60 17%
					cg										
Somewhat unreasonable	261 25%	81 24%	83 23%	25 27%	11 26%	6 31%	19 36%	28 27%	5 23%	3 14%	261 25%	-	105 26%	175 26%	76 22%
							b								
Very unreasonable	453 43%	155 46%	152 41%	40 44%	12 28%	6 28%	21 40%	50 49%	9 41%	9 43%	453 43%	-	143 36%	258 38%	181 52%
			d					d							ab
Don't know	40 4%	10 3%	15 4%	4 4%	2 5%	-	-	4 4%	3 13%	2 8%	40 4%	-	14 4%	23 3%	15 4%
Net: Reasonable	296 28%	88 26%	116 32%	22 24%	17 40%	8 41%	13 24%	20 19%	5 23%	7 34%	296 28%	-	137 34%	216 32%	75 22%
			g		g								c	c	
Net: Unreasonable	715 68%	237 71%	234 64%	65 72%	23 55%	12 59%	40 76%	78 77%	15 64%	11 58%	715 68%	-	248 62%	433 64%	257 74%
			d				d	bd							ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_2. Disabled readers: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	90 9%	70 18% b	15 2%	21 3%	67 23% a
Somewhat reasonable	205 20%	152 39% b	46 8%	110 16%	85 30% a
Somewhat unreasonable	261 25%	95 25%	143 24%	170 24%	70 25%
Very unreasonable	453 43%	54 14%	387 65% a	391 56% b	52 18%
Don't know	40 4%	15 4% b	7 1%	13 2%	11 4%
Net: Reasonable	296 28%	222 58% b	60 10%	131 19%	152 53% a
Net: Unreasonable	715 68%	149 39%	529 89% a	562 80% b	122 43%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115 11%	55 11%	59 11%	- -	39 22% cdefhi	30 16% defi	26 13% efi	10 7% fi	5 5% e	5 2% f	69 19% defhi	36 11% fi	10 3% i
Somewhat reasonable	176 17%	90 17%	85 16%	- -	43 24% defhi	59 31% cdefhi	35 17% defi	11 9% d	8 7% e	19 8% f	102 28% cdefhi	47 14% fi	27 8% i
Somewhat unreasonable	243 23%	115 22%	125 24%	1 50%	38 22% a	43 23% b	54 26% c	28 22% d	23 21% e	57 24% f	81 22% g	82 24% h	80 23% i
Very unreasonable	479 46%	246 47%	230 44%	1 50%	49 28% a	51 27% b	82 40% abg	73 57% abcgh	74 66% abcgh	148 63% abcgh	99 27% g	155 47% abg	222 64% abcgh
Don't know	36 3%	13 2%	23 4%	- -	8 5% a	6 3% b	7 4% c	6 5% d	2 1% e	7 3% f	14 4% g	14 4% h	9 2% i
Net: Reasonable	291 28%	145 28%	144 28%	- -	82 46% cdefhi	89 47% cdefhi	62 30% defi	21 16% d	14 12% e	24 10% f	171 47% cdefhi	83 25% defi	37 11% i
Net: Unreasonable	722 69%	361 70%	355 68%	2 100%	87 49% a	94 50% b	136 66% abg	101 79% abcg	97 87% abcgh	205 87% abcdgh	181 49% g	237 71% abg	302 87% abcdgh

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Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115 11%	93 10% l	5 14% l	9 10% l	7 26% l	3 10% l	12 10% l	10 12% l	6 7% l	7 9% l	5 6% l	35 23% l	7 5% l	8 8% l	58 14% c	27 9% c	11 7% c	20 11% c
Somewhat reasonable	176 17%	152 17%	8 22%	13 13%	3 13%	3 10%	21 18%	19 23% l	16 19%	9 13%	15 19%	34 22% l	22 13%	13 13%	89 21% b	31 11% b	30 19% b	26 14% b
Somewhat unreasonable	243 23%	210 24%	9 24%	16 16%	6 25% acfgjklm	15 44% acfgjklm	25 22% acfgjklm	20 24% acfgjklm	28 32% ck	20 29% ck	15 20% ck	26 17% ck	40 24% ck	21 21% ck	91 22% ck	70 24% ck	32 20% ck	50 27% ck
Very unreasonable	479 46%	398 45% k	13 35% k	58 58% abefghk	10 37% abefghk	12 37% abefghk	52 45% abefghk	32 39% abefghk	34 39% abefghk	32 46% abefghk	38 48% abefghk	52 35% abefghk	90 55% abefghk	55 55% abefghk	169 40% abefghk	148 51% abefghk	78 50% abefghk	83 46% abefghk
Don't know	36 3%	32 4%	2 4%	3 3%	- -	- -	6 5%	2 3%	2 2%	2 3%	5 6%	5 3%	6 4%	3 3%	14 3%	13 4%	7 4%	4 2%
Net: Reasonable	291 28%	245 28% l	13 36% lm	22 22% lm	10 39% lm	7 20% lm	33 29% lm	29 35% lm	22 26% lm	16 22% lm	20 26% lm	68 45% lm	29 18% lm	20 21% lm	146 35% bd	58 20% bd	41 26% bd	46 25% bd
Net: Unreasonable	722 69%	608 69% k	22 59% k	74 75% k	16 61% k	27 80% bk	77 66% k	52 63% k	63 72% k	52 75% k	53 68% k	79 52% k	130 79% abfgk	76 76% bgk	261 62% abfgk	218 75% a	110 70% a	133 73% a

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Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	115 11%	75 12%	40 10%	49 16% b	64 9%	23 16%	10 11%	14 19%
Somewhat reasonable	176 17%	113 17%	63 16%	59 19%	114 16%	20 13%	27 30% ac	10 14%
Somewhat unreasonable	243 23%	146 22%	97 24%	76 24%	166 23%	38 25%	27 31% c	11 15%
Very unreasonable	479 46%	301 46%	178 45%	126 40%	347 48% a	65 43% b	24 27%	36 50% b
Don't know	36 3%	16 3%	20 5% a	5 2%	29 4% a	4 2%	1 1%	1 1%
Net: Reasonable	291 28%	188 29%	103 26%	108 34% b	178 25%	43 29%	36 41%	24 34%
Net: Unreasonable	722 69%	448 69%	274 69%	202 64%	514 71% a	103 69%	51 58%	47 65%

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Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	115 11%	25 8%	56 15%	5 5%	7 17%	4 22%	7 13%	6 6%	2 7%	3 15%	115 11%	-	57 14%	89 13%	24 7%
			acg		acg								c	c	
Somewhat reasonable	176 17%	47 14%	67 18%	19 21%	11 27%	3 13%	5 10%	18 17%	4 18%	3 13%	176 17%	-	84 21%	130 19%	40 12%
					af								c	c	
Somewhat unreasonable	243 23%	80 24%	69 19%	19 21%	11 26%	6 33%	17 33%	26 26%	8 35%	6 31%	243 23%	-	89 22%	158 24%	80 23%
							b								
Very unreasonable	479 46%	172 52%	160 44%	46 50%	13 30%	6 28%	23 44%	48 47%	6 26%	7 33%	479 46%	-	159 40%	278 41%	185 54%
		bd		d											ab
Don't know	36 3%	10 3%	15 4%	2 2%	-	1 4%	-	4 4%	3 13%	2 8%	36 3%	-	11 3%	17 3%	16 5%
Net: Reasonable	291 28%	72 22%	123 34%	24 26%	18 44%	7 35%	12 24%	24 24%	6 25%	6 28%	291 28%	-	141 35%	219 33%	64 19%
			a		acfg								c	c	
Net: Unreasonable	722 69%	252 75%	228 62%	65 72%	23 56%	12 61%	40 76%	74 73%	14 61%	13 63%	722 69%	-	248 62%	436 65%	265 77%
		bd					bd	d							ab

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Q11_3. The NHS: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	115	86	24	42	68
	11%	22%	4%	6%	24%
		b		a	a
Somewhat reasonable	176	131	36	85	80
	17%	34%	6%	12%	28%
		b		a	a
Somewhat unreasonable	243	88	136	168	63
	23%	23%	23%	24%	22%
Very unreasonable	479	71	392	394	67
	46%	18%	66%	56%	23%
			a	b	
Don't know	36	11	8	16	6
	3%	3%	1%	2%	2%
Net: Reasonable	291	216	60	127	148
	28%	56%	10%	18%	52%
		b		a	a
Net: Unreasonable	722	159	528	562	130
	69%	41%	89%	80%	46%
			a	b	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
		a	b	*c	a	b	c	d	e	f	g	h	i
Significance Level: 95%													
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	196	88	105	1	46	36	33	19	18	42	83	51	60
	19%	17%	20%	50%	26%	19%	16%	15%	16%	18%	23%	15%	17%
					cdefhi						cdh		
Somewhat reasonable	346	164	180	-	71	71	69	35	35	64	142	104	99
	33%	32%	34%	-	40%	38%	33%	28%	31%	27%	39%	31%	28%
					dfhi	fi					dfhi		
Somewhat unreasonable	244	124	118	1	33	47	59	31	20	54	81	90	74
	23%	24%	23%	50%	19%	25%	29%	24%	17%	23%	22%	27%	21%
							ae					ae	
Very unreasonable	215	123	90	-	15	26	37	36	33	67	41	72	100
	20%	24%	17%	-	9%	14%	18%	28%	29%	28%	11%	22%	29%
		b					ag	abcg	abcg	abcg		abg	abcgh
Don't know	50	19	29	-	10	9	8	8	6	9	19	16	15
	5%	4%	6%	-	6%	5%	4%	6%	6%	4%	5%	5%	4%
Net: Reasonable	542	253	285	1	118	107	101	54	53	106	225	155	159
	52%	49%	55%	50%	67%	57%	49%	42%	48%	45%	62%	47%	46%
					bdefhi	dfhi					cdefhi		
Net: Unreasonable	459	247	209	1	48	73	96	67	53	121	121	162	174
	44%	48%	40%	50%	27%	39%	47%	52%	47%	52%	33%	49%	50%
		b				a	ag	abg	ag	abg		abg	abg

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Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
	a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d	
Significance Level: 95%																		
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	196 19%	164 19%	8 21%	16 16%	7 25%	4 12%	20 17%	19 22%	10 12%	11 16%	10 12%	31 21%	31 19%	28 29%	81 19%	50 17%	31 20%	33 18%
													acefhj					
Somewhat reasonable	346 33%	295 33%	13 35%	32 32%	6 24%	11 32%	39 33%	30 36%	33 38%	18 26%	33 42%	57 38%	52 31%	22 22%	143 34%	83 29%	58 37%	62 34%
		m					m	m	m		m	m						
Somewhat unreasonable	244 23%	209 24%	9 24%	22 22%	3 13%	10 31%	27 23%	18 21%	23 27%	23 33%	18 23%	32 21%	39 24%	18 18%	101 24%	68 24%	31 20%	44 24%
										m								
Very unreasonable	215 20%	173 20%	7 18%	25 25%	10 37%	9 25%	24 21%	16 19%	15 18%	14 20%	11 14%	21 14%	39 23%	25 25%	83 20%	67 23%	32 20%	33 18%
				k								k	k					
Don't know	50 5%	44 5%	1 2%	4 4%	- -	- -	7 6%	2 2%	5 6%	3 5%	7 9%	10 7%	5 3%	6 6%	12 3%	21 7%	5 3%	10 6%
											gl				a			
Net: Reasonable	542 52%	459 52%	21 56%	48 49%	13 50%	15 44%	59 50%	49 58%	43 50%	29 42%	42 54%	89 59%	83 50%	50 51%	225 53%	133 46%	89 57%	95 52%
							i	i			i	i			b	b	b	
Net: Unreasonable	459 44%	382 43%	15 42%	47 47%	13 50%	19 56%	51 44%	33 40%	39 45%	37 53%	29 37%	53 35%	78 47%	43 43%	183 44%	135 47%	63 40%	77 42%
						k				k		k	k					

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	196 19%	115 18%	80 20%	73 23% b	120 17%	38 25%	13 15%	21 29% b
Somewhat reasonable	346 33%	215 33%	132 33%	108 34%	234 32%	41 28%	40 46% ac	22 31%
Somewhat unreasonable	244 23%	153 23%	91 23%	68 22%	175 24%	32 21%	22 25%	14 19%
Very unreasonable	215 20%	145 22%	70 18%	52 16%	160 22% a	32 21% b	9 11%	11 15%
Don't know	50 5%	25 4%	24 6%	15 5%	33 5%	6 4%	3 3%	4 6%
Net: Reasonable	542 52%	330 51%	212 53%	181 57% b	354 49%	79 53%	54 61%	43 60%
Net: Unreasonable	459 44%	298 46%	161 41%	120 38%	334 46% a	64 43%	32 36%	25 34%

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Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	196 19%	61 18%	73 20%	15 16%	6 15%	5 26%	8 15%	20 20%	1 4%	6 32%	196 19%	-	81 20%	130 19%	57 16%
Somewhat reasonable	346 33%	110 33%	122 33%	30 33%	13 32%	7 38%	17 32%	32 31%	9 38%	5 25%	346 33%	-	139 35%	225 34%	110 32%
Somewhat unreasonable	244 23%	77 23%	85 23%	21 23%	13 30%	6 32%	14 26%	21 21%	5 22%	3 15%	244 23%	-	83 21%	157 23%	82 24%
Very unreasonable	215 20%	75 22%	67 18%	20 22%	7 16%	1 4%	14 27%	23 23%	4 18%	4 19%	215 20%	-	79 20%	135 20%	75 22%
Don't know	50 5%	12 4%	19 5%	5 5%	3 7%	- f	- -	5 5%	4 18%	2 9%	50 5%	-	17 4%	25 4%	22 6%
Net: Reasonable	542 52%	171 51%	195 53%	45 49%	20 47%	13 64%	25 47%	52 51%	10 43%	11 57%	542 52%	-	220 55%	356 53%	167 48%
Net: Unreasonable	459 44%	151 45%	152 42%	41 46%	19 46%	7 36%	28 53%	44 44%	9 40%	7 34%	459 44%	-	162 41%	292 43%	157 45%

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Q11_4. Government departments: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	196	102	85	111	74
	19%	27%	14%	16%	26%
		b		a	a
Somewhat reasonable	346	168	155	217	108
	33%	44%	26%	31%	38%
		b		a	a
Somewhat unreasonable	244	72	160	175	62
	23%	19%	27%	25%	22%
			a		
Very unreasonable	215	34	177	179	29
	20%	9%	30%	25%	10%
			a	b	
Don't know	50	10	20	23	12
	5%	3%	3%	3%	4%
Net: Reasonable	542	270	240	328	182
	52%	70%	40%	47%	64%
		b		a	a
Net: Unreasonable	459	106	337	354	91
	44%	27%	56%	50%	32%
			a	b	

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Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	107	54	53	-	36	36	17	9	4	4	72	26	8
	10%	10%	10%	-	20%	19%	8%	7%	4%	2%	20%	8%	2%
					cdefhi	cdefhi	fi	fi			cdefhi	fi	
Somewhat reasonable	206	100	105	1	54	52	45	14	13	28	106	59	41
	20%	19%	20%	50%	31%	28%	22%	11%	12%	12%	29%	18%	12%
					defhi	defhi	defi				defhi	i	
Somewhat unreasonable	273	128	143	-	47	47	55	38	23	62	95	93	85
	26%	25%	27%	-	27%	25%	27%	30%	20%	26%	26%	28%	24%
Very unreasonable	436	227	205	1	34	47	84	63	69	137	81	147	207
	42%	44%	39%	50%	19%	25%	41%	49%	62%	58%	22%	44%	59%
							abg	abg	abcdgh	abcgh		abg	abcdgh
Don't know	27	10	17	-	6	6	4	5	3	4	12	9	7
	3%	2%	3%	-	3%	3%	2%	4%	2%	2%	3%	3%	2%
Net: Reasonable	314	154	158	1	89	89	62	23	18	32	178	85	50
	30%	30%	30%	50%	51%	47%	30%	18%	16%	14%	49%	25%	14%
					cdefhi	cdefhi	defi				cdefhi	efi	
Net: Unreasonable	709	355	348	1	81	94	139	100	92	200	175	240	292
	68%	68%	67%	50%	46%	50%	68%	78%	82%	85%	48%	72%	84%
							abg	abcg	abcgh	abcgh		abg	abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	107 10%	94 11% cl	4 10%	4 4%	5 19%	3 10%	8 7%	13 15% cl	7 8%	6 9%	11 14% cl	28 18% acfhlm	9 6%	9 9%	60 14% bcd	24 8%	12 8%	11 6%
Somewhat reasonable	206 20%	177 20%	7 20%	17 17%	5 20%	8 25%	24 21%	17 21%	21 24%	10 14%	14 18%	37 24%	26 16%	19 19%	88 21% b	44 15%	29 18%	45 25% b
Somewhat unreasonable	273 26%	236 27%	12 31%	19 20%	5 18%	13 37% c	27 24%	20 24%	27 31%	26 38%	19 25% acfk	34 23%	38 23%	31 31%	105 25%	76 26%	44 28%	47 26%
Very unreasonable	436 42%	353 40% k	14 37%	57 58% abeghijklm	11 43%	10 28%	52 44% k	33 39%	29 33%	26 38%	30 39%	47 31%	87 53% aeghikm	39 40%	156 37%	135 47% a	69 43%	76 42%
Don't know	27 3%	25 3%	1 2%	2 2%	- -	- -	5 4%	1 1%	3 4%	1 1%	4 5%	6 4%	5 3%	1 1%	11 3%	10 3%	4 3%	3 2%
Net: Reasonable	314 30%	271 31% cl	11 29%	20 21%	10 39%	12 34%	32 28%	30 36% cl	28 32%	16 23%	25 32%	65 43% acfilim	36 22%	28 28%	149 35% bc	68 24%	41 26%	56 31%
Net: Unreasonable	709 68%	589 67% k	25 69%	76 77% agk	16 61%	22 66%	79 68% k	53 63%	56 64%	53 76% k	50 63%	81 54%	125 76% agk	70 71% k	261 62%	211 73% a	113 72% a	124 68%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	107	70	38	54	51	27	13	14
	10%	11%	10%	17%	7%	18%	14%	20%
				b				
Somewhat reasonable	206	123	83	71	132	28	28	14
	20%	19%	21%	23%	18%	18%	31%	20%
				a				
Somewhat unreasonable	273	168	105	80	190	36	26	17
	26%	26%	26%	26%	26%	24%	29%	24%
Very unreasonable	436	282	154	104	326	55	22	25
	42%	43%	39%	33%	45%	37%	25%	36%
				a	b			
Don't know	27	10	17	5	22	3	1	1
	3%	2%	4%	1%	3%	2%	1%	1%
			a					
Net: Reasonable	314	193	121	126	183	55	40	28
	30%	30%	30%	40%	25%	37%	46%	40%
				b				
Net: Unreasonable	709	450	259	185	516	91	47	42
	68%	69%	65%	59%	72%	61%	53%	59%
				a				

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	107	24	48	9	6	5	7	8	1	-	107	-	50	81	24
	10%	7%	13%	10%	13%	24%	14%	8%	3%	-	10%	-	12%	12%	7%
			a										c	c	
Somewhat reasonable	206	56	91	16	7	3	7	18	4	4	206	-	85	145	57
	20%	17%	25%	18%	18%	17%	13%	17%	18%	19%	20%	-	21%	22%	17%
			af												
Somewhat unreasonable	273	80	91	23	13	7	20	24	8	7	273	-	105	175	89
	26%	24%	25%	25%	30%	38%	37%	24%	36%	35%	26%	-	26%	26%	26%
						a									
Very unreasonable	436	166	127	41	16	4	20	47	7	9	436	-	152	259	163
	42%	50%	35%	46%	38%	21%	37%	46%	30%	43%	42%	-	38%	38%	47%
		b						b							ab
Don't know	27	9	9	1	-	-	-	5	3	1	27	-	8	13	13
	3%	3%	2%	1%	-	-	-	5%	13%	4%	3%	-	2%	2%	4%
Net: Reasonable	314	80	139	25	13	8	14	26	5	4	314	-	135	226	82
	30%	24%	38%	28%	31%	41%	26%	25%	21%	19%	30%	-	34%	34%	24%
			ag										c	c	
Net: Unreasonable	709	245	218	64	29	12	39	71	15	16	709	-	257	434	251
	68%	73%	60%	71%	69%	59%	74%	70%	66%	78%	68%	-	64%	64%	73%
		b		b			b								ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_5. Schools and universities: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	107	79	25	47	56
	10%	21%	4%	7%	20%
		b		a	a
Somewhat reasonable	206	133	64	101	92
	20%	35%	11%	14%	32%
		b		a	a
Somewhat unreasonable	273	102	140	180	75
	26%	26%	23%	26%	26%
Very unreasonable	436	64	364	369	56
	42%	16%	61%	52%	20%
			a	b	
Don't know	27	8	4	8	5
	3%	2%	1%	1%	2%
Net: Reasonable	314	213	89	148	149
	30%	55%	15%	21%	52%
		b		a	a
Net: Unreasonable	709	166	504	549	131
	68%	43%	84%	78%	46%
			a	b	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	95 9%	43 8%	51 10%	- -	29 16% defhi	26 14% defhi	23 11% defi	6 5% defhi	3 3% defhi	7 3% defhi	55 15% defhi	29 9% efi	10 3% efi
Somewhat reasonable	216 21%	101 19%	114 22%	- -	56 32% cdefhi	54 28% defhi	47 23% dfi	16 13% defhi	16 14% defhi	28 12% defhi	110 30% defhi	63 19% fi	44 13% fi
Somewhat unreasonable	280 27%	138 27%	140 27%	1 50%	44 25%	51 27%	58 28%	37 29%	25 22%	66 28%	95 26%	95 28%	91 26%
Very unreasonable	427 41%	227 44% b	197 38%	1 50%	39 22%	51 27%	74 36% ag	62 48% abcg	67 60% abcgh	132 56% abcgh	90 25% abcgh	136 41% abg	199 57% abcgh
Don't know	31 3%	10 2%	21 4% a	- -	9 5% fi	7 4% fi	5 2% fi	7 5% fi	2 1% fi	3 1% fi	16 4% fi	11 3% fi	4 1% fi
Net: Reasonable	311 30%	144 28%	164 31%	- -	85 48% cdefhi	80 42% defhi	69 34% defi	22 17% defi	19 17% defi	35 15% defi	165 45% cdefhi	91 27% defi	54 15% defi
Net: Unreasonable	707 67%	365 70% b	337 64%	2 100%	82 47%	102 54%	131 64% abg	99 77% abcg	92 82% abcgh	198 84% abcgh	185 51% abcgh	231 69% abg	290 83% abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	95 9%	79 9%	4 10%	8 8%	3 13%	1 2%	12 10%	10 12%	3 3%	6 9%	5 6%	24 16%	9 5%	8 8%	48 11%	19 7%	10 6%	18 10%
								hl				ae	hl		b			
Somewhat reasonable	216 21%	194 22%	7 19%	12 12%	3 13%	10 28%	26 22%	16 19%	17 19%	15 22%	17 22%	36 24%	37 22%	21 21%	111 26%	37 13%	35 22%	34 19%
		c				c						c	c		bd		b	
Somewhat unreasonable	280 27%	234 26%	13 34%	28 28%	5 19%	12 35%	23 20%	21 26%	35 40%	22 32%	20 26%	36 24%	36 22%	27 27%	95 22%	82 28%	46 29%	58 31%
									afgkl								a	
Very unreasonable	427 41%	354 40%	13 35%	46 47%	13 49%	12 35%	50 43%	35 41%	28 33%	25 36%	32 41%	50 33%	79 48%	42 42%	157 37%	137 47%	63 40%	71 39%
				k									ahk		a			
Don't know	31 3%	25 3%	1 2%	4 4%	2 6%	- -	5 4%	2 2%	4 4%	1 1%	4 5%	5 3%	4 3%	1 1%	10 2%	14 5%	4 3%	3 2%
Net: Reasonable	311 30%	273 31%	11 29%	20 21%	7 26%	10 31%	38 32%	26 31%	20 23%	21 31%	22 28%	61 40%	45 27%	29 29%	159 38%	56 19%	44 28%	52 28%
		c										achl			bcd		b	b
Net: Unreasonable	707 67%	588 66%	25 69%	74 75%	18 68%	23 69%	74 63%	56 67%	64 73%	48 68%	53 67%	86 57%	116 70%	69 70%	251 60%	219 76%	109 69%	128 70%
		k		k					k				k	k	a	a	a	a

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children a	No Children b	Disabled a	Non-disabled b	Physical a	Non-physical b	Both physical and non-physical c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	95 9%	63 10%	32 8%	50 16% b	42 6%	20 14%	12 14%	16 22%
Somewhat reasonable	216 21%	141 22%	76 19%	74 24%	141 20%	28 19%	35 40% ac	11 15%
Somewhat unreasonable	280 27%	164 25%	116 29%	67 21%	210 29% a	32 21%	17 19%	15 20%
Very unreasonable	427 41%	271 41%	156 39%	118 37%	304 42%	66 44% b	22 25%	28 40% b
Don't know	31 3%	14 2%	17 4% a	7 2%	24 3%	2 1%	2 2%	3 4%
Net: Reasonable	311 30%	204 31%	108 27%	124 39% b	183 25%	49 33%	47 54% ac	26 36%
Net: Unreasonable	707 67%	435 67%	272 69%	184 58%	515 71% a	98 66% b	39 44%	43 60% b

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
		a	b	c	d	e	f	g	h	i	a	b	a	b	c
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	95 9%	23 7%	44 12%	7 7%	5 12%	3 13%	3 5%	7 7%	1 4%	3 14%	95 9%	-	45 11%	75 11%	17 5%
			a										c	c	
Somewhat reasonable	216 21%	56 17%	88 24%	19 21%	10 25%	7 35%	6 12%	23 22%	6 25%	1 4%	216 21%	-	95 24%	150 22%	63 18%
			af												
Somewhat unreasonable	280 27%	97 29%	86 24%	21 23%	13 32%	6 29%	19 37%	25 25%	5 23%	8 41%	280 27%	-	108 27%	183 27%	88 26%
							b								
Very unreasonable	427 41%	151 45%	136 37%	42 47%	11 26%	5 23%	24 46%	43 42%	8 34%	8 38%	427 41%	-	145 36%	251 37%	161 47%
			bd	d			d								ab
Don't know	31 3%	8 2%	12 3%	2 2%	2 6%	-	-	4 4%	3 13%	1 4%	31 3%	-	7 2%	13 2%	17 5%
															ab
Net: Reasonable	311 30%	79 24%	132 36%	26 29%	15 37%	10 48%	9 17%	30 29%	7 29%	4 18%	311 30%	-	140 35%	225 33%	79 23%
			af		f								c	c	
Net: Unreasonable	707 67%	248 74%	222 61%	63 69%	24 57%	10 52%	44 83%	68 67%	13 57%	16 79%	707 67%	-	253 63%	434 65%	250 72%
			bd				bdg								ab

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Q11_6. Libraries: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	95 9%	65 17% b	23 4%	35 5%	52 18% a
Somewhat reasonable	216 21%	147 38% b	58 10%	110 16%	92 32% a
Somewhat unreasonable	280 27%	109 28%	148 25%	186 26%	77 27%
Very unreasonable	427 41%	58 15%	358 60% a	364 52% b	55 19%
Don't know	31 3%	6 2%	9 2%	10 1%	8 3%
Net: Reasonable	311 30%	213 55% b	81 14%	145 21%	144 51% a
Net: Unreasonable	707 67%	167 43%	507 85% a	550 78% b	132 46%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	1065	499	558	2	175	217	221	133	119	197	392	354	316
Total	1050	519	523	2	177	189	205	128	112	236	366	333	348
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	103	54	47	-	29	35	20	10	4	4	64	30	9
	10%	10%	9%	-	17%	18%	10%	8%	4%	2%	17%	9%	3%
					cdefhi	cdefhi	fi	fi			cdefhi	fi	
Somewhat reasonable	211	102	109	-	43	56	57	13	16	26	99	70	42
	20%	20%	21%	-	25%	30%	28%	10%	14%	11%	27%	21%	12%
					defi	defhi	defi				defhi	dfi	
Somewhat unreasonable	295	150	144	-	37	46	62	45	31	74	83	107	105
	28%	29%	28%	-	21%	24%	30%	35%	28%	31%	23%	32%	30%
							ag	abg		ag		abg	ag
Very unreasonable	407	201	201	2	57	45	63	53	60	126	103	116	187
	39%	39%	39%	100%	33%	24%	31%	41%	54%	53%	28%	35%	54%
								bcg	abcdgh	abcdgh		b	abcdgh
Don't know	34	13	21	-	9	8	4	7	1	5	17	11	6
	3%	2%	4%	-	5%	4%	2%	5%	1%	2%	5%	3%	2%
					ei			ei			ei		
Net: Reasonable	314	156	156	-	73	90	76	23	20	31	163	99	51
	30%	30%	30%	-	41%	48%	37%	18%	18%	13%	45%	30%	15%
					defhi	cdefhi	defi				defhi	defi	
Net: Unreasonable	702	351	345	2	95	91	125	99	92	200	186	223	292
	67%	68%	66%	100%	54%	48%	61%	77%	82%	85%	51%	67%	84%
							bg	abcgh	abcgh	abcgh		abg	abcgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	1065	907	43	96	16	36	120	98	87	72	59	148	183	104	450	314	139	162
Total	1050	885	37	99	26	34	116	84	87	70	78	152	165	99	421	289	158	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	103 10%	87 10%	3 9%	8 8%	3 13%	4 11%	6 5%	10 12%	7 8%	6 9%	9 12%	29 19%	10 6%	5 5%	56 13%	21 7%	10 7%	15 8%
												acfhlm			bc			
Somewhat reasonable	211 20%	187 21%	6 16%	15 15%	3 13%	10 31%	24 21%	17 21%	21 25%	12 17%	20 26%	36 24%	27 16%	18 19%	94 22%	45 15%	30 19%	42 23%
						cl									b			b
Somewhat unreasonable	295 28%	244 28%	15 41%	28 28%	8 31%	12 35%	31 27%	22 26%	31 36%	25 36%	16 20%	32 21%	44 27%	31 31%	110 26%	77 27%	53 33%	55 30%
			jk						jk	k								
Very unreasonable	407 39%	338 38%	12 32%	45 45%	11 43%	7 21%	50 43%	34 40%	24 28%	26 37%	28 36%	48 32%	79 48%	42 43%	151 36%	132 46%	59 37%	65 36%
		e		ehk			eh	e					aehk	eh		ad		
Don't know	34 3%	30 3%	1 2%	3 3%	- -	1 3%	5 4%	1 1%	3 4%	1 1%	5 7%	6 4%	5 3%	3 3%	10 2%	13 5%	5 3%	5 3%
Net: Reasonable	314 30%	274 31%	9 25%	23 24%	7 26%	14 42%	30 26%	28 33%	28 33%	18 26%	29 37%	65 43%	37 22%	24 24%	150 36%	66 23%	41 26%	57 31%
		l				clm		l			l	abcflim			bc			b
Net: Unreasonable	702 67%	582 66%	27 73%	73 74%	19 74%	19 56%	81 70%	55 66%	55 63%	51 72%	44 56%	80 53%	123 75%	73 73%	260 62%	209 72%	112 71%	121 66%
		k	k	jk			k	k		k			aejk	ejk		a		

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
		a	b	a	b	a	b	c
Significance Level: 95%								
Unweighted Total	1065	656	409	314	736	143	90	75
Total	1050	653	397	315	721	149	88	72
	100%	100%	100%	100%	100%	100%	100%	100%
Very reasonable	103 10%	70 11%	33 8%	53 17% b	49 7%	26 17%	13 15%	13 18%
Somewhat reasonable	211 20%	133 20%	78 20%	66 21%	141 20%	25 17%	23 26%	17 24%
Somewhat unreasonable	295 28%	177 27%	118 30%	85 27%	209 29%	39 26%	28 31%	16 22%
Very unreasonable	407 39%	258 39%	150 38%	105 33%	298 41% a	55 37%	24 27%	25 34%
Don't know	34 3%	15 2%	19 5% a	8 2%	25 3%	4 3%	1 1%	2 2%
Net: Reasonable	314 30%	204 31%	110 28%	118 38% b	190 26%	51 34%	36 40%	30 41%
Net: Unreasonable	702 67%	434 67%	268 68%	189 60%	507 70% a	94 63%	52 59%	40 56%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications		
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often
	a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%															
Unweighted Total	1065	324	387	93	43	22	53	102	20	21	1065	-	406	685	349
Total	1050	334	366	91	42	20	53	102	23	20	1050	-	399	672	346
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
Very reasonable	103 10%	30 9%	40 11%	8 9%	10 24% abcg	2 8%	5 10%	6 6%	1 3%	1 5%	103 10%	-	47 12% c	76 11% c	25 7%
Somewhat reasonable	211 20%	56 17%	94 26% adfg	20 22%	4 9%	8 38%	7 13%	16 16%	3 14%	3 14%	211 20%	-	89 22% c	151 22% c	57 16%
Somewhat unreasonable	295 28%	100 30%	89 24%	23 25%	17 40% b	6 32%	18 34%	27 27%	10 42%	7 36%	295 28%	-	115 29%	189 28%	94 27%
Very unreasonable	407 39%	139 41% d	133 36%	38 42%	10 25%	3 16%	22 42%	49 48% bd	5 20%	8 42%	407 39%	-	139 35%	238 35%	156 45% ab
Don't know	34 3%	10 3%	10 3%	1 1%	1 2%	1 5%	1 2%	4 4%	5 20%	1 4%	34 3%	-	9 2%	18 3%	14 4%
Net: Reasonable	314 30%	86 26%	134 37% afg	29 32%	14 34%	9 46%	12 23%	22 22%	4 18%	4 19%	314 30%	-	137 34% c	227 34% c	82 24%
Net: Unreasonable	702 67%	238 71% b	222 61%	61 67%	27 65%	10 48%	40 75% b	76 74% b	14 62%	16 78%	702 67%	-	254 64%	427 64%	250 72% ab

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q11_7. Students: A range of different individuals and organisations purchase digital publications. To what extent do you think it is reasonable or unreasonable for each of the following groups to be charged any VAT on the purchase of digital publications?

BASE: All those who have read paid-for digital publications in the last 12 months

	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed		
	Total	Reasonable	Unreasonable	Support	Oppose
Significance Level: 95%		a	b	a	b
Unweighted Total	1065	396	600	709	293
Total	1050	386	597	705	285
	100%	100%	100%	100%	100%
Very reasonable	103	78	19	32	66
	10%	20%	3%	4%	23%
		b		a	a
Somewhat reasonable	211	152	50	104	92
	20%	39%	8%	15%	32%
		b		a	a
Somewhat unreasonable	295	98	172	205	72
	28%	25%	29%	29%	25%
Very unreasonable	407	51	344	352	46
	39%	13%	58%	50%	16%
			a	b	
Don't know	34	7	11	12	8
	3%	2%	2%	2%	3%
Net: Reasonable	314	229	70	135	158
	30%	59%	12%	19%	55%
		b		a	a
Net: Unreasonable	702	150	516	558	119
	67%	39%	87%	79%	42%
			a	b	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q12. To what extent would you support or oppose the VAT charge on digital publications being reduced to 0% in line with the current charge on printed publications?

BASE: All respondents

	Gender			Age									
	Total	Male	Female	Identify in another way	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+
Significance Level: 95%		a	b	*c	a	b	c	d	e	f	g	h	i
Unweighted Total	2014	904	1092	4	315	363	404	318	302	303	678	722	605
Total	2014	959	1037	4	323	318	383	321	280	379	641	704	659
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly oppose	134 7%	73 8%	61 6%	- -	31 10% cfhi	31 10% cfhi	20 5%	21 7%	16 6%	15 4%	62 10% cefhi	41 6%	31 5%
Tend to oppose	350 17%	186 19% b	163 16%	1 25%	74 23% defhi	72 23% defhi	68 18% e	46 14%	33 12%	55 14%	146 23% cdefhi	114 16%	88 13%
Tend to support	586 29%	271 28%	310 30%	1 25%	109 34% cei	99 31% c	95 25%	101 32% c	73 26%	106 28%	209 33% cei	196 28%	179 27%
Strongly support	686 34%	341 36%	340 33%	2 50%	57 18%	81 25% a	144 38% abg	108 34% abg	121 43% abdgh	174 46% abcdgh	138 22%	252 36% abg	295 45% abcdgh
Don't know	257 13%	88 9%	164 16% a	- -	52 16% fi	35 11%	57 15% fi	45 14% f	38 13% f	29 8%	87 14% f	101 14% fi	66 10%
Net: Oppose	484 24%	259 27% b	223 22%	1 25%	105 32% cdefhi	103 32% cdefhi	88 23%	67 21%	49 17%	70 18%	208 32% cdefhi	155 22%	119 18%
Net: Support	1272 63%	611 64%	650 63%	3 75%	167 52%	180 57%	239 62% ag	209 65% abg	194 69% abg	280 74% abcdgh	347 54%	448 64% abg	474 72% abcdgh

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q12. To what extent would you support or oppose the VAT charge on digital publications being reduced to 0% in line with the current charge on printed publications?

BASE: All respondents

	Region														Social Grade			
	Total	Net: England	Wales	Scotland	Northern Ireland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	London	South East	South West	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	c	d
Unweighted Total	2014	1708	110	156	34	90	231	194	176	147	139	242	309	180	636	633	294	451
Total	2014	1686	97	167	58	86	231	168	179	145	187	252	272	167	592	575	335	513
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly oppose	134	110	9	8	7	5	15	15	9	7	11	26	10	12	51	34	23	26
	7%	7%	9%	5%	12%	6%	6%	9%	5%	5%	6%	10%	4%	7%	9%	6%	7%	5%
		l	l		l			l				ahl			d			
Tend to oppose	350	306	7	34	4	13	40	25	33	33	31	63	37	32	125	88	55	83
	17%	18%	7%	20%	6%	15%	17%	15%	18%	23%	16%	25%	14%	19%	21%	15%	16%	16%
		bl		b			b		b	bdl	b	abdfgjl		b	bd			
Tend to support	586	487	29	52	15	26	70	50	48	44	58	70	86	36	180	165	100	141
	29%	29%	30%	31%	27%	31%	30%	30%	27%	30%	31%	28%	32%	22%	30%	29%	30%	28%
		m		m		m	m						m					
Strongly support	686	564	38	54	27	31	84	50	55	50	60	58	108	69	195	200	115	178
	34%	33%	39%	33%	47%	36%	36%	30%	31%	35%	32%	23%	40%	41%	33%	35%	34%	35%
		k	k	k	gk	k	k			k			aghk	aghk				
Don't know	257	218	14	18	5	10	23	29	35	10	28	34	31	19	42	89	42	85
	13%	13%	14%	11%	9%	12%	10%	17%	20%	7%	15%	13%	11%	11%	7%	15%	12%	17%
		i						fi	acfilm		i					a	a	a
Net: Oppose	484	416	16	42	10	18	55	40	42	41	42	90	46	44	176	122	78	109
	24%	25%	16%	25%	18%	21%	24%	24%	23%	28%	22%	36%	17%	26%	30%	21%	23%	21%
		bl		l						bl		abcdefghijklm		l	bcd			
Net: Support	1272	1051	68	107	42	57	153	100	102	94	118	128	194	105	374	364	215	319
	63%	62%	69%	64%	74%	67%	66%	59%	57%	65%	63%	51%	72%	63%	63%	63%	64%	62%
		k	hk	k	k	k	k			k	k		aghkm	k				

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q12. To what extent would you support or oppose the VAT charge on digital publications being reduced to 0% in line with the current charge on printed publications?

BASE: All respondents

	Children		Disability		Disability type			
	Total	Children	No Children	Disabled	Non-disabled	Physical	Non-physical	Both physical and non-physical
Significance Level: 95%		a	b	a	b	a	b	c
Unweighted Total	2014	1230	784	559	1412	245	150	152
Total	2014	1236	778	572	1399	258	151	151
	100%	100%	100%	100%	100%	100%	100%	100%
Strongly oppose	134 7%	97 8% b	36 5%	60 10% b	72 5%	29 11%	16 11%	12 8%
Tend to oppose	350 17%	213 17%	137 18%	109 19%	238 17%	44 17%	34 22%	29 19%
Tend to support	586 29%	345 28%	241 31%	151 26%	427 31%	62 24%	47 31%	39 26%
Strongly support	686 34%	444 36% b	242 31%	204 36%	473 34%	107 42% b	41 27%	54 36%
Don't know	257 13%	137 11%	121 16% a	49 8%	188 13% a	16 6%	13 9%	16 11%
Net: Oppose	484 24%	310 25%	174 22%	169 29% b	310 22%	73 28%	50 33%	41 27%
Net: Support	1272 63%	789 64%	484 62%	355 62%	900 64%	169 65%	88 58%	94 62%

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q12. To what extent would you support or oppose the VAT charge on digital publications being reduced to 0% in line with the current charge on printed publications?

BASE: All respondents

	Vote in 2017 GE										Paid-for digital publications		Frequency of reading paid-for digital publications			
	Total	Conservative	Labour	Liberal Democrats	SNP	Plaid Cymru	Another party	Did not vote	Don't remember	Prefer not to say	Have read a paid-for digital publication in the last 12 months	Have not read a paid-for digital publication in the last 12 months	At least once a day	At least weekly	Monthly or less often	
		a	b	c	d	e	f	g	h	i	a	b	a	b	c	
Significance Level: 95%																
Unweighted Total	2014	575	704	136	63	28	110	277	54	67	1065	949	406	685	349	
Total	2014	598	676	133	64	25	116	278	57	67	1050	964	399	672	346	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly oppose	134 7%	41 7%	53 8%	8 6%	5 7%	3 10%	6 5%	13 5%	3 6%	3 5%	79 8%	54 6%	46 12%	64 9%	15 4%	
													c	c		
Tend to oppose	350 17%	111 19%	126 19%	20 15%	15 24%	6 25%	20 17%	37 13%	5 9%	8 13%	205 20%	145 15%	97 24%	150 22%	50 15%	
		g	g		gh						b		c	c		
Tend to support	586 29%	171 29%	198 29%	42 32%	19 30%	8 32%	35 30%	82 30%	12 22%	18 27%	290 28%	296 31%	87 22%	164 24%	116 34%	
															ab	
Strongly support	686 34%	221 37%	219 32%	59 44%	20 32%	7 27%	44 38%	89 32%	15 27%	11 17%	415 40%	271 28%	155 39%	261 39%	141 41%	
		i	i	bghi			i	i			b					
Don't know	257 13%	54 9%	79 12%	4 3%	4 7%	1 6%	11 10%	57 21%	21 37%	26 39%	60 6%	197 20%	14 4%	34 5%	23 7%	
		c	c				c	abcdf	abcdfg	abcdfg		a			a	
Net: Oppose	484 24%	152 25%	180 27%	28 21%	20 31%	9 35%	26 22%	50 18%	9 15%	12 17%	285 27%	200 21%	143 36%	213 32%	65 19%	
		g	g		gh						b		c	c		
Net: Support	1272 63%	392 66%	418 62%	101 76%	40 62%	15 59%	79 68%	171 62%	28 48%	29 44%	705 67%	567 59%	242 61%	425 63%	257 74%	
		hi	i	abdghi	i		hi	i			b				ab	

Publishers Association ~ Fieldwork dates: 17th - 19th October 2018

Q12. To what extent would you support or oppose the VAT charge on digital publications being reduced to 0% in line with the current charge on printed publications?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Strongly oppose

Tend to oppose

Tend to support

Strongly support

Don't know

Net: Oppose

Net: Support

	Total	Attitude towards VAT being charged on digital publications		Support for VAT on digital publications being removed	
		Reasonable	Unreasonable	Support	Oppose
		a	b	a	b
Unweighted Total	2014	640	1129	1266	488
Total	2014	636	1132	1272	484
	100%	100%	100%	100%	100%
Strongly oppose	134 7%	77 12% b	48 4%	- -	134 28% a
Tend to oppose	350 17%	209 33% b	120 11%	- -	350 72% a
Tend to support	586 29%	224 35% b	307 27%	586 46% b	- -
Strongly support	686 34%	53 8%	600 53% a	686 54% b	- -
Don't know	257 13%	72 11% b	57 5%	- -	- -
Net: Oppose	484 24%	287 45% b	168 15%	- -	484 100% a
Net: Support	1272 63%	278 44%	907 80% a	1272 100% b	- -