

Publishers Association, Book-buying habits – June 2020

Methodology: Savanta ComRes interviewed 2,069 UK adults online between the 5th and 7th June 2020. Data were weighted to be representative of UK adults by age, gender, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules.

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Publishers Association – Book-buying habits

Q1. Summary: When considering your book-buying habits in a typical month before the lockdown restrictions were introduced on March 23rd and your book-buying habits in the past month during the lockdown, in which of the following formats, if any, have you been buying books?

BASE: All respondents

Significance Level: 95%

Typical month before the COVID-19 lockdown was introduced

Past month during the COVID-19 lockdown

	Format				
	Total	Physical books *a	Audiobooks *b	E-books (e.g. on Kindle) *c	None of the above *d
Typical month before the COVID-19 lockdown was introduced	2069 100%	752 36%	212 10%	403 19%	903 44%
Past month during the COVID-19 lockdown	2069 100%	539 26%	228 11%	462 22%	1010 49%

Publishers Association – Book-buying habits

Q1_1. Typical month before the COVID-19 lockdown was introduced: When considering your book-buying habits in a typical month before the lockdown restrictions were introduced on March 23rd and your book-buying habits in the past month during the lockdown, in which of the following formats, if any, have you been buying books?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2069	980	1089	296	419	340	360	346	308	715	700	654
Total	2069	1010	1059	230	358	331	366	306	478	588	697	784
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical books	752	336	416	92	123	136	147	108	146	215	284	253
	36%	33%	39%	40%	34%	41%	40%	35%	30%	37%	41%	32%
			a	fi		fi	fi				bfi	
E-books (e.g. on Kindle)	403	184	219	46	89	50	62	67	89	135	111	156
	19%	18%	21%	20%	25%	15%	17%	22%	19%	23%	16%	20%
					cdfh			ch		cdh		
Audiobooks	212	113	99	35	82	53	22	13	7	117	75	20
	10%	11%	9%	15%	23%	16%	6%	4%	2%	20%	11%	3%
				defi	acdefhi	defhi	fi	f		defhi	defi	
None of the above	903	472	431	85	110	132	173	142	261	195	305	403
	44%	47%	41%	37%	31%	40%	47%	46%	55%	33%	44%	51%
		b				bg	abg	abg	abcegh		abg	abcgh

Publishers Association – Book-buying habits

Q1_1. Typical month before the COVID-19 lockdown was introduced: When considering your book-buying habits in a typical month before the lockdown restrictions were introduced on March 23rd and your book-buying habits in the past month during the lockdown, in which of the following formats, if any, have you been buying books?

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	2069	39	166	217	101	194	93	214	156	195	286	130	278	1771	1134	935
Total	2069	62	175	231	84	169	100	179	146	179	281	193	271	1732	1146	923
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical books	752	14	56	67	32	57	53	70	50	83	112	50	109	629	448	304
	36%	23%	32%	29%	38%	34%	52%	39%	34%	46%	40%	26%	40%	36%	39%	33%
				k		abcdeghjklm		ck		abcehkm	ack		ack	ck	b	
E-books (e.g. on Kindle)	403	10	26	45	16	32	30	36	20	34	66	35	53	338	236	166
	19%	15%	15%	20%	19%	19%	30%	20%	14%	19%	23%	18%	20%	19%	21%	18%
						bcehiklm					bh					
Audiobooks	212	5	14	17	9	20	9	23	12	11	41	16	35	185	140	72
	10%	8%	8%	7%	10%	12%	9%	13%	8%	6%	15%	9%	13%	11%	12%	8%
								i			bci		ci		b	
None of the above	903	36	91	114	38	77	23	72	78	67	105	99	103	753	442	461
	44%	58%	52%	49%	45%	46%	23%	41%	53%	37%	37%	52%	38%	43%	39%	50%
		fgijl	fgijlm	fijl	f	f		f	fgijlm	f	f	fgijl	f	fj		a

Publishers Association – Book-buying habits

Q1_2. Past month during the COVID-19 lockdown: When considering your book-buying habits in a typical month before the lockdown restrictions were introduced on March 23rd and your book-buying habits in the past month during the lockdown, in which of the following formats, if any, have you been buying books?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2069	980	1089	296	419	340	360	346	308	715	700	654
Total	2069	1010	1059	230	358	331	366	306	478	588	697	784
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical books	539	237	302	81	92	108	109	71	78	173	217	149
	26%	23%	29%	35%	26%	33%	30%	23%	16%	29%	31%	19%
			a	befi	fi	befi	efi	f		efi	efi	
E-books (e.g. on Kindle)	462	209	254	42	121	75	63	70	91	163	138	161
	22%	21%	24%	18%	34%	23%	17%	23%	19%	28%	20%	21%
					acdefghi					adfhi		
Audiobooks	228	138	90	42	75	41	28	18	24	118	69	41
	11%	14%	9%	18%	21%	12%	8%	6%	5%	20%	10%	5%
		b		cdefhi	cdefhi	defi				cdefhi	efi	
None of the above	1010	517	493	84	121	140	200	166	300	204	340	466
	49%	51%	47%	36%	34%	42%	55%	54%	63%	35%	49%	59%
		b				bg	abcg	abcg	abcdegh		abcg	abcg

Publishers Association – Book-buying habits

Q1_2. Past month during the COVID-19 lockdown: When considering your book-buying habits in a typical month before the lockdown restrictions were introduced on March 23rd and your book-buying habits in the past month during the lockdown, in which of the following formats, if any, have you been buying books?

BASE: All respondents

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%																
Unweighted Total	2069	39	166	217	101	194	93	214	156	195	286	130	278	1771	1134	935
Total	2069	62	175	231	84	169	100	179	146	179	281	193	271	1732	1146	923
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Physical books	539	11	34	50	17	41	34	44	39	65	87	42	76	461	325	213
	26%	17%	19%	21%	20%	25%	34%	24%	27%	36%	31%	22%	28%	27%	28%	23%
							bcd			abcdegkm	bcd		b	b	b	
E-books (e.g. on Kindle)	462	10	31	49	21	49	32	39	21	35	68	42	65	390	275	188
	22%	15%	18%	21%	25%	29%	32%	22%	14%	20%	24%	22%	24%	23%	24%	20%
					h	bhim	bhim			h	h		h	h		
Audiobooks	228	7	10	25	8	14	12	23	13	12	35	13	56	199	170	58
	11%	12%	6%	11%	10%	8%	12%	13%	9%	7%	12%	7%	21%	12%	15%	6%
								bi			b		bcdghijklm	b	b	
None of the above	1010	39	107	117	43	85	39	88	82	79	119	105	107	825	497	514
	49%	63%	61%	51%	51%	51%	39%	49%	56%	44%	42%	54%	39%	48%	43%	56%
		fijl	cefijlm	l	l	l		l	fijlm		fjl		l	l		a

Publishers Association – Book-buying habits

Q2. Summary: In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Scale							
	Total	Significantly more than normal	Slightly more than normal	About the same amount as normal	Slightly fewer than normal	Significantly fewer than normal	Net: More	Net: Fewer
Audiobooks	320 100%	77 24%	107 33%	103 32%	20 6%	13 4%	184 58%	33 10%
E-books (e.g. on Kindle)	542 100%	102 19%	175 32%	218 40%	29 5%	17 3%	277 51%	46 9%
Physical books	849 100%	121 14%	207 24%	315 37%	83 10%	124 15%	328 39%	207 24%

Publishers Association – Book-buying habits

Q2_1. Physical books: In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	870	386	484	134	189	156	148	144	99	323	304	243
Total	849	375	473	111	152	153	167	115	151	263	319	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	121 14%	53 14%	68 14%	23 21% dehi	24 16%	23 15%	16 9%	14 12%	21 14%	47 18% dh	39 12%	34 13%
Slightly more than normal	207 24%	90 24%	117 25%	28 25%	52 34% cdfhi	35 23%	37 22%	30 26%	26 17%	80 30% fhi	71 22%	56 21%
About the same amount as normal	315 37%	138 37%	176 37%	35 32%	56 37%	66 43% afi	70 42%	41 36%	46 30%	91 35%	136 43% afgi	87 33%
Slightly fewer than normal	83 10%	40 11%	43 9%	15 13%	12 8%	21 14%	13 8%	10 9%	13 8%	27 10%	33 10%	23 9%
Significantly fewer than normal	124 15%	54 14%	70 15%	10 9%	8 5%	8 5%	32 19% abcg	20 17% abcg	46 30% abcdegh	18 7%	40 12% bcg	66 25% abcgh
Net: More	328 39%	143 38%	185 39%	51 46% dfhi	76 50% cdefhi	58 38%	52 31%	44 38%	47 31%	127 48% cdefhi	110 34%	91 34%
Net: Fewer	207 24%	94 25%	113 24%	25 22% b	20 13%	29 19%	45 27% bg	30 26% bg	58 39% abcdegh	45 17%	73 23% b	88 33% abcgh

Publishers Association – Book-buying habits

Q2_1. Physical books: In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%																
Unweighted Total	870	11	65	81	48	69	49	86	65	91	132	45	128	745	523	347
Total	849	17	65	79	34	61	58	74	59	93	125	56	127	709	512	337
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	121 14%	2 11%	10 16%	21 26% efgikm	7 22% fg	6 11%	3 5%	6 9%	8 14%	10 10%	21 17% f	6 11%	20 16%	106 15% f	83 16% b	38 11%
Slightly more than normal	207 24%	5 29%	9 14%	18 22%	6 17% fg	19 31% bk	12 22%	14 19%	14 24%	33 36% bdgkm	31 25%	8 14%	37 29% bk	180 25% b	132 26%	75 22%
About the same amount as normal	315 37%	8 44%	26 39%	20 25%	12 36%	24 39%	25 43% c	25 34%	24 41% c	34 36% bdgkm	50 40% c	29 51% clm	38 30%	257 36% c	176 34%	139 41% a
Slightly fewer than normal	83 10%	3 16%	6 9%	7 9%	6 18% eijm	3 5%	10 17% eij	11 14% eij	9 15% eij	4 5%	7 5%	6 12%	11 9%	64 9%	62 12% b	21 6%
Significantly fewer than normal	124 15%	- -	14 21% dh	14 17% h	3 8%	9 15%	8 14%	18 24% dhjm	3 6%	12 13%	15 12%	7 12%	21 17% h	102 14%	60 12%	64 19% a
Net: More	328 39%	7 40%	19 30%	38 48% bfgk	13 39%	25 41%	15 26%	21 28%	23 38%	43 46% bfgk	53 42% gk	14 25%	57 45% bfgk	286 40% gk	215 42% b	113 34%
Net: Fewer	207 24%	3 16%	20 31% j	21 26%	9 25%	12 19%	18 31% j	29 38% ehijm	12 21%	16 18%	22 17%	13 24%	32 25%	166 23%	122 24%	85 25%

Publishers Association – Book-buying habits

Q2_2. Audiobooks: In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	*e	*f	g	h	i
Unweighted Total	346	185	161	78	127	69	37	23	12	205	106	35
Total	320	184	137	59	116	65	36	21	24	175	101	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	77 24%	45 24%	33 24%	15 26%	20 17%	13 21%	12 34% b	6 27%	10 44%	35 20%	26 26%	16 36% bg
Slightly more than normal	107 33%	62 34%	45 33%	19 33%	43 37% i	29 44% di	9 24%	5 24%	3 12%	62 36% i	37 37% i	8 17%
About the same amount as normal	103 32%	57 31%	46 34%	21 36%	36 31%	20 31%	11 30%	7 35%	7 31%	58 33%	31 31%	14 33%
Slightly fewer than normal	20 6%	11 6%	8 6%	2 3%	11 9%	1 2%	2 5%	1 5%	3 13%	12 7%	3 3%	4 9%
Significantly fewer than normal	13 4%	8 5%	4 3%	1 2%	6 5%	1 2%	2 5%	2 10%	- -	8 4%	3 3%	2 5%
Net: More	184 58%	107 58%	78 57%	34 58%	63 54%	42 65%	21 59%	10 50%	13 56%	98 56%	63 63%	24 53%
Net: Fewer	33 10%	20 11%	13 9%	3 5%	17 14% ac	3 4%	4 11%	3 15%	3 13%	20 11%	7 7%	6 14%

Publishers Association – Book-buying habits

Q2_2. Audiobooks: In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	*b	c	*d	*e	*f	g	*h	*i	j	*k	l	m	a	b
Unweighted Total	346	7	19	33	16	23	18	46	26	20	50	16	72	302	241	105
Total	320	8	19	33	10	22	15	35	20	17	51	20	70	278	231	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	77 24%	4 51%	3 14%	12 37%	2 17%	8 38%	2 11%	7 19%	4 21%	3 15%	10 20%	2 9%	21 30%	69 25%	61 26%	16 18%
Slightly more than normal	107 33%	4 49%	2 13%	11 33%	4 43%	3 15%	7 47%	11 31%	5 27%	9 52%	19 37%	5 23%	27 38%	94 34%	80 34%	28 31%
About the same amount as normal	103 32%	-	10 52%	8 25%	4 41%	8 38%	5 35%	15 42%	7 36%	4 22%	15 29%	12 59%	15 22%	88 32%	69 30%	34 38%
Slightly fewer than normal	20 6%	-	4 21%	1 2%	-	1 6%	-	2 6%	2 8%	2 11%	2 3%	2 9%	5 7%	16 6%	14 6%	6 6%
Significantly fewer than normal	13 4%	-	-	1 3%	-	1 4%	1 7%	1 3%	1 7%	-	5 10%	-	2 4%	12 4%	7 3%	6 7%
Net: More	184 58%	8 100%	5 27%	23 70%	6 59%	12 53%	9 58%	18 50%	10 48%	11 67%	29 58%	6 32%	48 68%	163 58%	141 61%	43 49%
Net: Fewer	33 10%	-	4 21%	2 5%	-	2 10%	1 7%	3 8%	3 15%	2 11%	7 13%	2 9%	7 10%	27 10%	21 9%	12 13%

Publishers Association – Book-buying habits

Q2_3. E-books (e.g. on Kindle): In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	546	264	282	88	154	85	74	78	67	242	159	145
Total	542	256	286	65	148	85	70	75	98	213	155	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	102 19%	53 21%	50 17%	9 14%	32 22%	18 21%	17 24%	10 14%	16 16%	41 19%	35 22%	26 15%
Slightly more than normal	175 32%	92 36%	83 29%	17 26%	52 35%	36 43%	21 29%	19 26%	30 31%	69 32%	57 37%	50 29%
About the same amount as normal	218 40%	83 32%	136 47%	25 38%	43 29%	25 30%	32 46%	42 57%	51 52%	67 32%	58 37%	93 54%
Slightly fewer than normal	29 5%	20 8%	9 3%	12 19%	14 9%	1 2%	* *	2 2%	- -	26 12%	2 1%	2 1%
Significantly fewer than normal	17 3%	9 3%	8 3%	2 3%	8 6%	4 5%	- -	1 2%	1 1%	10 5%	4 3%	3 2%
Net: More	277 51%	145 56%	133 46%	26 40%	84 56%	54 64%	38 54%	29 39%	46 47%	110 51%	92 59%	76 44%
Net: Fewer	46 9%	29 11%	18 6%	14 22%	22 15%	5 6%	* *	3 4%	1 1%	36 17%	6 4%	4 2%

Publishers Association – Book-buying habits

Q2_3. E-books (e.g. on Kindle): In the past month, do you think you have bought more, less, or the same amount of the following, compared to a typical month before the lockdown restrictions were introduced on March 23rd?

BASE: All those who have bought at least one form of book pre- and/or during lockdown

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	b	c	*d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	546	6	34	50	28	51	31	62	38	51	79	30	86	475	346	200
Total	542	10	34	55	23	52	38	49	30	43	81	46	80	459	330	212
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Significantly more than normal	102 19%	2 17%	9 26%	7 14%	2 10%	16 30% cjm	11 28%	12 25%	6 21%	7 16%	11 13%	7 15%	13 16%	81 18%	72 22% b	31 15%
Slightly more than normal	175 32%	1 14%	11 31% f	17 32% f	5 23%	18 34% f	4 10%	20 41% f	9 29% f	16 37% f	22 27% f	18 39% f	34 42% fj	159 35% f	121 37% b	54 26%
About the same amount as normal	218 40%	7 69%	14 41%	26 47% l	15 66%	17 33%	17 46% l	16 32%	9 30%	19 44% l	37 46% l	21 47% l	19 24%	180 39% l	105 32%	113 53% a
Slightly fewer than normal	29 5%	- -	1 2%	3 6%	* 2%	1 1%	6 16% begikm	1 2%	5 15% egikm	* 1%	5 6%	- -	7 9% i	22 5%	24 7% b	5 2%
Significantly fewer than normal	17 3%	- -	- -	1 2%	- -	1 2%	- -	* 1% 1	1 4%	1 2%	6 7%	- -	7 8% g	17 4%	8 2%	9 4%
Net: More	277 51%	3 31%	20 57%	25 45%	8 33%	33 64% fj	14 38%	32 65% cfj	15 51%	23 53%	33 41%	24 53%	47 58% j	240 52%	192 58% b	85 40%
Net: Fewer	46 9%	- -	1 2%	4 8%	* 2%	1 3%	6 16% begik	1 3%	6 20% begikm	1 3%	11 14% egik	- -	14 17% begikm	39 9%	33 10%	14 6%

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying more audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: All those who have bought more audiobooks during lockdown

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	*d	*e	*f	g	h	*i
Unweighted Total	210	114	96	44	78	47	23	13	5	122	70	18
Total	184	107	78	34	63	42	21	10	13	98	63	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For relaxation	53 29%	28 26%	25 33%	8 23%	21 33%	13 31%	5 24%	4 35%	2 18%	29 30%	18 29%	6 25%
For entertainment	46 25%	24 23%	22 28%	4 12%	14 22%	10 23%	10 48%	4 40%	4 27%	18 18%	20 31%	8 33%
Because I have more time to tackle audiobooks I wouldn't usually listen to	42 23%	25 24%	17 21%	9 27%	7 11%	11 25%	5 25%	3 25%	7 53%	17 17%	16 25%	10 41%
Because they're easier to access than print books at the moment	38 20%	20 19%	18 23%	7 20%	12 19%	6 13%	8 36%	4 38%	1 11%	19 19%	13 21%	5 23%
To accompany me during my time outside (e.g. on walks or while exercising)	37 20%	21 19%	16 21%	1 2%	19 31%	7 18%	7 35%	2 20%	- -	20 20%	15 24%	2 9%
To learn something new	35 19%	14 13%	21 27%	11 31%	11 17%	7 16%	3 12%	3 26%	1 11%	21 22%	9 15%	4 18%
For my mental health and wellbeing	31 17%	17 16%	14 18%	8 22%	13 20%	3 8%	3 14%	1 8%	4 29%	20 21%	6 10%	5 20%
Because I'm anxious about contracting COVID-19 from physical books	30 16%	23 21%	7 9%	5 14%	5 8%	13 32%	7 31%	- -	- -	10 10%	20 31%	- -
For my children or younger relatives to listen to on their own	26 14%	21 19%	5 7%	4 10%	16 24%	4 9%	* 2%	2 23%	- -	19 20%	4 7%	2 10%
As a distraction from current events	26 14%	14 13%	12 15%	2 6%	8 13%	5 13%	4 20%	2 22%	4 27%	10 11%	10 15%	6 25%
To try a new format of reading I haven't previously tried	25 14%	14 13%	12 15%	6 17%	11 17%	7 16%	1 6%	1 7%	- -	17 17%	8 13%	1 3%

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying more audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: All those who have bought more audiobooks during lockdown

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	*d	*e	*f	g	h	*i
Unweighted Total	210	114	96	44	78	47	23	13	5	122	70	18
Total	184	107	78	34	63	42	21	10	13	98	63	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To listen to as a family or group activity	22	15	7	6	5	8	3	-	-	11	11	-
	12%	14%	9%	16%	8%	19%	16%	-	-	11%	18%	-
As education resources for home-schooling	20	13	7	1	11	6	1	-	-	13	7	-
	11%	12%	9%	4%	18%	15%	4%	-	-	13%	11%	-
Other	1	1	-	-	-	-	-	1	-	-	-	1
	*	1%	-	-	-	-	-	7%	-	-	-	3%
Don't know	4	3	1	2	2	-	-	-	-	4	-	-
	2%	3%	1%	6%	2%	-	-	-	-	4%	-	-
None of the above	1	*	1	-	1	-	-	-	-	1	-	-
	1%	*	1%	-	2%	-	-	-	-	1%	-	-

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying more audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: All those who have bought more audiobooks during lockdown

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	*b	*c	*d	*e	*f	g	*h	*i	j	*k	l	m	a	b
Unweighted Total	210	7	9	21	10	13	12	31	14	10	32	5	46	182	153	57
Total	184	8	5	23	6	12	9	18	10	11	29	6	48	163	141	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For relaxation	53 29%	4 51%	1 18%	2 8%	1 16%	4 35%	2 20%	3 20%	3 36%	5 45%	10 36%	2 32%	15 31%	46 28%	34 24%	19 43% a
For entertainment	46 25%	2 28%	1 23%	1 6%	2 25%	4 32%	3 33%	2 11%	2 17%	4 35%	8 29%	- -	17 36%	39 24%	37 26%	9 21%
Because I have more time to tackle audiobooks I wouldn't usually listen to	42 23%	- -	1 28%	10 42%	3 48%	- -	2 25%	5 31%	4 37%	- -	4 15%	1 12%	12 25%	39 24%	34 24%	8 18%
Because they're easier to access than print books at the moment	38 20%	2 20%	1 29%	2 8%	3 48%	2 20%	2 19%	2 12%	2 17%	3 25%	6 20%	1 20%	12 26%	33 20%	29 21%	9 20%
To accompany me during my time outside (e.g. on walks or while exercising)	37 20%	3 35%	1 26%	4 15%	2 39%	2 20%	2 18%	3 14%	3 29%	1 8%	3 11%	3 46%	11 22%	31 19%	30 21%	7 17%
To learn something new	35 19%	2 30%	1 15%	- -	* 6%	2 14%	3 32%	3 18%	2 22%	3 30%	6 20%	- -	13 27%	29 18%	29 20%	6 14%
For my mental health and wellbeing	31 17%	- -	* 4%	3 13%	1 13%	3 26%	* 1%	2 9%	- -	2 20%	10 33%	- -	11 23%	31 19%	17 12%	14 32% a
Because I'm anxious about contracting COVID-19 from physical books	30 16%	- -	2 31%	3 12%	3 55%	- -	2 18%	3 18%	1 9%	1 10%	4 14%	3 41%	8 18%	27 16%	22 16%	7 17%
For my children or younger relatives to listen to on their own	26 14%	2 23%	1 12%	- -	1 14%	3 25%	* 1%	4 22%	* 3%	* 4%	6 21%	- -	9 19%	23 14%	14 10%	12 28% a
As a distraction from current events	26 14%	2 31%	1 23%	1 3%	- -	2 19%	2 24%	3 16%	1 13%	1 10%	6 19%	1 20%	5 11%	20 12%	18 13%	8 18%
To try a new format of reading I haven't previously tried	25 14%	3 43%	1 17%	4 16%	1 9%	1 6%	3 39%	2 12%	- -	1 13%	3 9%	- -	6 13%	18 11%	21 15%	4 9%

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying more audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: All those who have bought more audiobooks during lockdown

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	*b	*c	*d	*e	*f	g	*h	*i	j	*k	l	m	a	b
Unweighted Total	210	7	9	21	10	13	12	31	14	10	32	5	46	182	153	57
Total	184	8	5	23	6	12	9	18	10	11	29	6	48	163	141	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
To listen to as a family or group activity	22	-	1	5	-	2	1	1	3	2	1	3	4	20	19	3
	12%	-	19%	23%	-	19%	13%	3%	30%	22%	2%	41%	8%	12%	13%	7%
As education resources for home-schooling	20	-	1	1	1	5	3	-	-	-	4	2	2	15	15	5
	11%	-	26%	5%	18%	41%	40%	-	-	-	13%	27%	5%	9%	11%	11%
											g					
Other	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-
	*	-	-	-	-	-	-	-	-	-	2%	-	-	*	*	-
Don't know	4	-	-	-	-	-	-	2	-	-	-	-	2	4	3	1
	2%	-	-	-	-	-	-	9%	-	-	-	-	4%	2%	2%	1%
None of the above	1	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-
	1%	-	-	-	-	-	-	8%	-	-	-	-	-	1%	1%	-
								m								

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying the same amount of audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: Buying the same amount of audiobooks: Which of the following, if any, are your main reasons for doing so?

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	*a	b	*c	*d	*e	*f	g	*h	*i
Unweighted Total	101	51	50	28	32	18	11	6	6	60	29	12
Total	103	57	46	21	36	20	11	7	7	58	31	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For relaxation	32	19	12	3	12	8	1	2	5	16	9	7
	31%	34%	27%	16%	34%	39%	6%	28%	74%	27%	27%	51%
For entertainment	26	18	9	6	8	5	3	2	2	14	8	4
	26%	31%	19%	30%	22%	26%	27%	27%	26%	25%	26%	27%
As a distraction from current events	22	11	12	4	10	2	5	-	-	15	8	-
	22%	19%	25%	21%	28%	11%	49%	-	-	25%	25%	-
To learn something new	20	11	9	1	6	5	3	2	3	7	8	5
	19%	20%	19%	5%	17%	24%	26%	28%	42%	12%	24%	35%
To accompany me during my time outside (e.g. on walks or while exercising)	17	11	6	6	5	3	3	-	1	10	6	1
	17%	19%	13%	27%	13%	15%	24%	-	16%	18%	18%	8%
As education resources for home-schooling	16	12	4	3	1	7	2	2	-	5	9	2
	15%	20%	9%	16%	4%	34%	22%	23%	-	8%	30%	11%
Because I'm anxious about contracting COVID-19 from physical books	14	10	5	7	4	1	2	-	1	11	3	1
	14%	17%	10%	32%	10%	4%	16%	-	16%	19%	8%	8%
For my mental health and wellbeing	14	4	10	-	6	4	2	2	-	6	6	2
	14%	7%	22%	-	18%	20%	14%	28%	-	11%	18%	14%
			a									
Because they're easier to access than print books at the moment	12	6	6	2	3	1	1	2	2	6	2	4
	11%	11%	12%	11%	9%	4%	13%	29%	26%	10%	7%	28%
Because I have more time to tackle audiobooks I wouldn't usually listen to	11	4	7	2	1	1	4	1	2	3	5	3
	11%	7%	16%	12%	2%	5%	35%	10%	32%	6%	16%	21%
To try a new format of reading I haven't previously tried	7	2	5	1	3	2	1	-	-	4	3	-
	7%	4%	10%	4%	9%	8%	13%	-	-	7%	10%	-
To listen to as a family or group activity	4	2	1	2	2	-	-	-	-	4	-	-
	3%	4%	3%	8%	5%	-	-	-	-	6%	-	-

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying the same amount of audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: Buying the same amount of audiobooks: Which of the following, if any, are your main reasons for doing so?

	Total	Gender		Age								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	*a	b	*c	*d	*e	*f	g	*h	*i
Unweighted Total	101	51	50	28	32	18	11	6	6	60	29	12
Total	103	57	46	21	36	20	11	7	7	58	31	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For my children or younger relatives to listen to on their own	3	1	2	*	2	1	-	-	-	2	1	-
	3%	2%	3%	1%	5%	4%	-	-	-	3%	2%	-
Other	*	*	-	-	-	-	-	*	-	-	-	*
	*	*	-	-	-	-	-	3%	-	-	-	2%
Don't know	5	-	5	2	3	-	-	-	-	5	-	-
	5%	-	11%	10%	8%	-	-	-	-	9%	-	-
None of the above	3	-	3	-	-	2	-	-	1	-	2	1
	3%	-	6%	-	-	8%	-	-	15%	-	5%	8%

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying the same amount of audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: Buying the same amount of audiobooks: Which of the following, if any, are your main reasons for doing so?

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	m	a	b
Unweighted Total	101	-	9	9	6	8	5	9	8	7	12	10	18	87	66	35
Total	103	-	10	8	4	8	5	15	7	4	15	12	15	88	69	34
	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For relaxation	32	-	2	3	2	4	2	1	3	2	7	4	2	28	15	16
	31%	-	16%	36%	40%	46%	47%	9%	48%	44%	44%	36%	12%	31%	22%	48%
																a
For entertainment	26	-	-	3	2	1	2	3	3	2	7	2	2	24	21	5
	26%	-	-	39%	40%	17%	47%	18%	37%	49%	45%	13%	16%	27%	30%	16%
As a distraction from current events	22	-	1	3	1	3	1	1	*	-	7	3	4	21	15	8
	22%	-	7%	34%	26%	32%	11%	5%	5%	-	47%	22%	25%	24%	21%	23%
To learn something new	20	-	2	3	-	1	-	1	-	-	4	6	3	18	13	7
	19%	-	15%	40%	-	14%	-	7%	-	-	25%	54%	18%	21%	18%	21%
To accompany me during my time outside (e.g. on walks or while exercising)	17	-	1	*	-	3	-	1	3	2	-	-	8	16	12	5
	17%	-	14%	4%	-	30%	-	5%	37%	57%	-	-	50%	18%	17%	15%
As education resources for home-schooling	16	-	3	*	1	-	1	7	-	*	*	2	1	12	12	4
	15%	-	25%	1%	17%	-	27%	49%	-	13%	2%	20%	5%	14%	17%	13%
Because I'm anxious about contracting COVID-19 from physical books	14	-	1	-	1	1	-	3	3	1	*	-	5	14	11	3
	14%	-	6%	-	18%	14%	-	22%	37%	22%	1%	-	34%	16%	17%	9%
For my mental health and wellbeing	14	-	2	-	1	-	1	1	-	-	6	2	2	11	7	7
	14%	-	19%	-	20%	-	14%	7%	-	-	39%	17%	12%	13%	10%	21%
Because they're easier to access than print books at the moment	12	-	-	2	-	*	-	-	3	*	1	2	3	12	7	5
	11%	-	-	22%	-	5%	-	-	48%	13%	5%	19%	18%	13%	10%	15%
Because I have more time to tackle audiobooks I wouldn't usually listen to	11	-	*	1	-	*	2	1	*	1	1	2	2	9	8	4
	11%	-	4%	9%	-	1%	47%	10%	5%	22%	7%	21%	11%	10%	11%	11%
To try a new format of reading I haven't previously tried	7	-	-	1	-	-	1	1	-	*	*	3	1	6	6	1
	7%	-	-	7%	-	-	15%	10%	-	11%	2%	21%	7%	7%	9%	3%
To listen to as a family or group activity	4	-	-	-	-	*	-	1	-	*	1	1	-	4	2	1
	3%	-	-	-	-	1%	-	7%	-	3%	10%	7%	-	4%	3%	4%

Publishers Association – Book-buying habits

Q3. You mentioned that you have been buying the same amount of audiobooks in the past month compared to a typical month before the lockdown restrictions were introduced. Which of the following, if any, are your main reasons for doing so?

BASE: Buying the same amount of audiobooks: Which of the following, if any, are your main reasons for doing so?

	Regions													Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	m	a	b
Unweighted Total	101	-	9	9	6	8	5	9	8	7	12	10	18	87	66	35
Total	103	-	10	8	4	8	5	15	7	4	15	12	15	88	69	34
	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
For my children or younger relatives to listen to on their own	3 3%	- -	1 6%	* 1%	- -	* 1%	1 14%	* 3%	- -	* 3%	- -	1 6%	- -	1 2%	2 3%	* 1%
Other	* *	- -	- -	- -	- -	- -	- -	- -	- -	* 7%	- -	- -	- -	* *	- -	* 1%
Don't know	5 5%	- -	3 28%	- -	- -	- -	- -	- -	- -	- -	2 15%	- -	- -	2 3%	2 3%	3 8%
None of the above	3 3%	- -	- -	1 12%	- -	- -	- -	- -	1 15%	- -	1 4%	- -	- -	3 3%	2 2%	1 3%

Publishers Association – Book-buying habits

Q8. You mentioned that you have not bought audiobooks before or during lockdown. Which of the following, if any, would encourage you to purchase audiobooks?

BASE: All those who have not bought audiobooks pre- and during lockdown

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1723	795	928	218	292	271	323	323	296	510	594	619
Total	1749	826	923	171	242	266	330	286	454	412	596	740
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If audiobooks were cheaper	349	162	187	48	64	61	61	52	63	112	122	115
	20%	20%	20%	28%	26%	23%	18%	18%	14%	27%	20%	16%
				defhi	defhi	fi				defhi	fi	
If the devices used to listen to audiobooks were cheaper	187	104	83	29	29	41	30	17	42	58	70	59
	11%	13%	9%	17%	12%	15%	9%	6%	9%	14%	12%	8%
		b		defi	ei	defi				defi	ei	
If audiobooks were easier to find or access	160	77	83	33	40	27	23	11	24	74	50	36
	9%	9%	9%	19%	17%	10%	7%	4%	5%	18%	8%	5%
				cdefhi	cdefhi	efi				cdefhi	ei	
If audiobooks didn't have to be downloaded to an app or device	146	84	63	24	40	25	33	11	13	64	58	25
	8%	10%	7%	14%	17%	9%	10%	4%	3%	15%	10%	3%
		b		efi	cdefhi	efi	efi			cdefhi	efi	
Other (please specify)	19	7	12	3	3	5	1	4	2	6	6	7
	1%	1%	1%	2%	1%	2%	*	2%	*	1%	1%	1%
Nothing would encourage me to buy audiobooks	1118	513	606	67	115	147	227	209	354	182	373	563
	64%	62%	66%	39%	47%	55%	69%	73%	78%	44%	63%	76%
						ag	abcg	abcgh	abcdgh		abcg	abcdgh

Publishers Association – Book-buying habits

Q8. You mentioned that you have not bought audiobooks before or during lockdown. Which of the following, if any, would encourage you to purchase audiobooks?

BASE: All those who have not bought audiobooks pre- and during lockdown

	Total	Regions												Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	NET: England	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
Unweighted Total	1723	32	147	184	85	171	75	168	130	175	236	114	206	1469	893	830
Total	1749	54	155	198	74	147	86	143	127	162	230	172	201	1454	915	834
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
If audiobooks were cheaper	349	13	43	30	9	23	27	38	27	31	37	29	41	265	192	156
	20%	25%	27%	15%	13%	16%	32%	27%	21%	19%	16%	17%	20%	18%	21%	19%
			cdejk				cdeijklm	cdejk								
If the devices used to listen to audiobooks were cheaper	187	6	26	17	9	10	12	18	14	7	29	12	29	144	111	77
	11%	12%	17%	9%	12%	7%	14%	12%	11%	4%	13%	7%	14%	10%	12%	9%
			ceikm		i		i	i	i		ei		eik	i		
If audiobooks were easier to find or access	160	4	18	16	4	12	2	12	4	16	21	14	35	135	105	54
	9%	8%	12%	8%	6%	8%	2%	8%	3%	10%	9%	8%	17%	9%	12%	6%
			fh							fh	fh		cdefghijklm	fh	b	
If audiobooks didn't have to be downloaded to an app or device	146	4	10	10	7	11	9	10	8	13	18	20	25	123	98	48
	8%	8%	7%	5%	9%	8%	10%	7%	7%	8%	8%	11%	12%	8%	11%	6%
												c	c		b	
Other (please specify)	19	-	1	*	-	-	1	*	3	1	5	5	2	17	12	7
	1%	-	1%	*	-	-	1%	*	2%	1%	2%	3%	1%	1%	1%	1%
												ce				
Nothing would encourage me to buy audiobooks	1118	39	88	145	48	104	47	84	81	109	148	115	110	944	540	578
	64%	73%	57%	73%	65%	71%	54%	59%	64%	67%	64%	67%	55%	65%	59%	69%
				bfglm		bfgl				l	l	l	l			a