

YouGov Survey Results

Sample Size: 1981 GB Adults
Fieldwork: 31st March - 1st April 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1981	X	X	X	X	579	471	390	961	1020	236	501	678	567	1129	852	254	644	424	487	172
Unweighted Sample	1981	450	598	139	217	556	488	400	963	1018	190	430	769	592	1270	711	263	597	410	466	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to reading books, which of the following best describes you?

I am an avid reader	22	20	24	22	19	21	24	26	14	29	19	20	21	26	23	21	19	23	19	24	24
I am a regular reader	25	28	25	31	25	28	24	30	23	27	25	23	24	28	27	23	27	24	29	23	27
I am an on-and-off reader	20	19	21	18	18	19	20	19	17	23	26	22	21	16	21	19	22	22	20	17	23
I am an occasional reader	14	15	12	16	16	14	15	13	16	11	15	13	16	12	13	15	14	15	13	13	12
I am not much of a reader at all	9	10	10	7	9	10	9	6	14	4	9	11	7	10	10	7	9	8	10	11	5
I don't read books at all	9	8	7	6	14	7	7	6	13	5	3	10	10	9	5	13	7	8	9	11	9
Don't know	1	1	1	1	0	1	1	0	2	0	3	2	1	0	1	2	2	2	0	1	0

Have you read a book for pleasure, and finished it, in the past year?

Yes, I have	75	76	74	81	69	77	74	80	66	82	79	70	75	76	79	69	75	74	74	72	83
No, I have not	24	23	25	18	31	22	25	20	31	17	15	28	24	24	20	29	21	24	24	27	17
Don't know	2	1	2	1	0	1	1	0	2	1	6	2	1	0	1	2	4	2	1	1	0

Thinking about this past year, how many books would you say you have bought or started to read for pleasure?

[Only asked to respondents who have read a book for pleasure in the past year and finished it; n=1528]

None	1	2	1	0	4	2	1	1	2	1	1	1	1	3	1	2	1	1	2	2	2
1 or 2 books	14	17	12	8	12	16	12	10	16	12	13	17	16	8	13	14	13	14	17	12	11
3 to 5 books	24	21	27	28	24	19	23	26	29	21	36	30	20	19	23	26	26	24	23	24	25
6 to 10 books	20	21	19	18	23	23	22	18	20	20	19	21	21	19	22	17	23	20	19	19	21
10 to 15 books	11	11	9	11	12	10	9	14	10	11	10	5	14	11	11	10	11	10	11	12	6
16 to 20 books	9	7	10	13	6	10	10	9	9	9	9	7	10	8	10	7	10	9	10	7	7
21 to 30 books	6	7	5	12	5	5	5	9	4	7	3	6	4	9	5	7	3	6	5	7	9
31 to 40 books	5	3	7	3	4	5	8	3	4	6	3	5	5	6	5	6	7	5	4	3	8
41 to 50 books	3	3	2	4	1	3	3	4	1	4	0	3	2	5	3	3	2	2	3	4	3
More than 50 books	6	7	7	3	7	6	7	6	4	8	4	3	7	9	6	7	3	8	5	8	6
Don't know	1	2	1	0	1	2	0	0	1	1	1	2	1	1	1	1	1	1	1	1	1

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Sample Size: 1981 GB Adults
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	Which of the following do you use to read books?					CAMEO 2014 - Group											
	Total	An e-reader such as a Kindle	A physical book in print	Both e-readers and a physical books	Neither	Don't know*	1	2	3	4	5	6	7	8	9	10	11*
Weighted Sample	1981	214	1118	461	133	54	118	95	197	238	243	171	299	224	207	147	9
Unweighted Sample	1981	221	1109	488	124	39	139	102	209	244	237	170	303	217	197	127	9
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When it comes to reading books, which of the following best describes you?

I am an avid reader	22	29	20	31	0	0	31	19	21	21	24	22	20	25	19	23	18
I am a regular reader	25	36	25	29	6	0	28	36	31	30	21	29	26	21	22	15	0
I am an on-and-off reader	20	19	23	21	0	10	18	20	13	20	24	22	20	19	22	24	28
I am an occasional reader	14	12	16	13	5	5	11	11	16	12	12	12	15	18	13	10	41
I am not much of a reader at all	9	3	11	4	15	15	7	7	9	10	11	11	8	6	8	15	0
I don't read books at all	9	1	4	1	73	41	6	7	10	8	7	4	9	9	15	9	12
Don't know	1	1	0	0	1	28	0	0	0	0	2	0	2	2	0	3	0

Have you read a book for pleasure, and finished it, in the past year?

Yes, I have	75	92	77	89	5	8	84	80	77	72	76	80	73	76	65	66	88
No, I have not	24	8	23	10	92	53	14	20	23	27	22	19	26	21	33	31	12
Don't know	2	0	0	1	3	39	2	0	0	1	2	1	1	4	1	2	0

Thinking about this past year, how many books would you say you have bought or started to read for pleasure?

[Only asked to respondents who have read a book for pleasure in the past year and finished it; n=1528]

None	1	3	1	0	0	5	1	2	1	1	1	1	2	4	0	2	0
1 or 2 books	14	10	17	9	13	13	9	9	15	13	17	14	16	11	15	15	0
3 to 5 books	24	22	26	20	36	82	23	26	22	22	25	19	26	28	26	24	25
6 to 10 books	20	22	19	22	13	0	23	17	20	19	23	19	17	20	18	19	48
10 to 15 books	11	10	10	12	9	0	9	15	11	9	9	13	12	10	8	10	27
16 to 20 books	9	8	8	10	0	0	10	11	8	9	6	12	9	8	11	6	0
21 to 30 books	6	8	5	8	0	0	7	3	3	11	6	7	5	5	9	4	0
31 to 40 books	5	6	5	6	0	0	6	6	7	6	3	3	4	5	6	7	0
41 to 50 books	3	4	2	4	0	0	2	4	6	2	4	4	3	2	2	0	0
More than 50 books	6	6	5	8	29	0	7	8	6	6	8	8	5	5	4	10	0
Don't know	1	1	1	1	0	0	3	0	2	1	0	0	1	2	1	3	0

Fieldwork: 31st March - 1st April 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1981	X	X	X	X	579	471	390	961	1020	236	501	678	567	1129	852	254	644	424	487	172
Unweighted Sample	1981	450	598	139	217	556	488	400	963	1018	190	430	769	592	1270	711	263	597	410	466	245
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Of the books you read for pleasure, do you tend to read fiction, non-fiction, plays or poetry most often? Please tick all that apply

Fiction	59	65	54	62	51	62	59	61	47	69	59	57	60	58	63	53	58	62	59	54	60
Non-fiction	30	25	34	32	37	29	28	33	37	25	31	28	30	32	29	32	31	27	32	32	31
Plays	1	0	2	0	2	0	1	1	1	1	1	2	0	0	1	1	2	0	1	1	1
Poetry	1	0	0	0	0	1	1	0	0	1	1	0	1	0	1	0	1	0	1	1	0
Don't know	10	9	10	5	10	8	10	6	15	5	8	12	9	9	6	14	8	10	8	12	7

Which of the following do you use to read books?

An e-reader such as a Kindle	11	11	11	11	14	13	12	10	9	12	3	10	12	13	11	11	8	10	12	13	9
A physical book in print	56	58	58	52	54	57	55	56	56	57	66	55	56	54	59	53	57	60	57	50	56
Both	23	23	23	31	21	22	25	28	20	27	24	22	23	24	23	23	24	21	22	25	28
Neither	7	6	6	6	8	6	6	5	10	3	2	8	7	8	5	10	9	6	6	7	6
Don't know	3	2	2	0	3	2	2	1	4	1	5	4	2	1	2	4	3	3	3	4	0

And which of the following do you use to read books MOST?

An e-reader such as a Kindle	20	18	21	26	23	20	24	22	17	23	14	22	21	21	20	20	18	17	22	24	22
A physical book in print	69	73	69	67	65	71	68	71	67	71	78	64	69	69	71	66	69	74	69	63	68
Neither	8	6	7	7	10	7	7	6	12	4	2	10	8	8	6	10	8	7	7	9	9
Don't know	3	3	3	0	1	2	2	1	4	1	6	4	2	1	2	3	4	2	3	4	2

Do you feel like you are reading for pleasure more or less than you used to?

Much more	10	10	12	9	6	8	14	8	7	13	11	8	9	12	9	10	8	10	7	12	9
Slightly more	15	16	16	18	17	17	15	18	16	15	14	14	14	18	16	14	18	15	17	15	13
TOTAL MORE	25	26	28	27	23	25	29	26	23	28	25	22	23	30	25	24	26	25	24	27	22
About the same	35	37	34	33	42	40	35	35	35	36	28	31	40	38	36	34	34	37	34	35	37
Slightly less	17	17	17	25	12	15	15	21	17	18	23	22	15	14	18	16	17	17	21	14	18
Much less	17	14	17	15	21	14	18	17	19	16	20	19	18	15	16	19	17	17	18	17	20
TOTAL LESS	34	31	34	40	33	29	33	38	36	34	43	41	33	29	34	35	34	34	39	31	38
Don't know	5	6	4	1	3	6	3	2	7	3	4	6	5	3	3	7	7	3	3	7	4

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	Which of the following do you use to read books?						CAMEO 2014 - Group										
	Total	An e-reader such as a Kindle	A physical book in print	Both e-readers and a physical books	Neither	Don't know*	1	2	3	4	5	6	7	8	9	10	11*
Weighted Sample	1981	214	1118	461	133	54	118	95	197	238	243	171	299	224	207	147	9
Unweighted Sample	1981	221	1109	488	124	39	139	102	209	244	237	170	303	217	197	127	9
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Of the books you read for pleasure, do you tend to read fiction, non-fiction, plays or poetry most often? Please tick all that apply

Fiction	59	71	60	68	13	6	58	71	65	55	59	66	61	59	51	49	51
Non-fiction	30	26	36	27	14	4	39	20	23	39	33	24	29	26	32	31	38
Plays	1	0	1	1	1	0	0	1	0	0	1	1	1	1	1	3	0
Poetry	1	0	0	1	1	3	0	1	0	0	1	1	0	0	2	0	0
Don't know	10	3	3	3	71	87	3	7	11	6	7	8	8	13	14	17	12

Which of the following do you use to read books?

An e-reader such as a Kindle	11	100	0	0	0	0	13	8	11	11	9	15	10	12	12	10	0
A physical book in print	56	0	100	0	0	0	65	63	56	62	61	46	60	50	49	56	37
Both	23	0	0	100	0	0	16	21	24	22	21	32	22	27	23	20	51
Neither	7	0	0	0	100	0	6	5	9	5	6	6	5	7	12	7	12
Don't know	3	0	0	0	0	100	0	4	0	0	2	0	4	4	5	7	0

And which of the following do you use to read books MOST?

An e-reader such as a Kindle	20	94	1	42	0	0	19	17	22	20	18	27	19	22	20	21	37
A physical book in print	69	5	98	52	7	11	77	76	66	73	72	66	71	64	62	66	51
Neither	8	1	1	3	89	15	4	5	10	5	8	6	5	10	15	7	12
Don't know	3	1	0	2	3	74	0	3	1	2	2	0	5	4	3	6	0

Do you feel like you are reading for pleasure more or less than you used to?

Much more	10	20	8	13	1	0	11	10	13	10	8	14	9	6	9	10	14
Slightly more	15	23	14	20	3	0	18	22	18	15	18	24	13	10	12	12	0
TOTAL MORE	25	43	22	33	4	0	29	32	31	25	26	38	22	16	21	22	14
About the same	35	37	37	38	12	24	32	36	34	38	36	33	38	40	26	33	37
Slightly less	17	12	21	17	3	11	21	21	15	15	14	16	16	18	27	13	19
Much less	17	6	19	11	48	20	16	10	15	17	20	12	19	22	18	23	30
TOTAL LESS	34	18	40	28	51	31	37	31	30	32	34	28	35	40	45	36	49
Don't know	5	1	1	2	33	44	2	0	6	6	4	1	4	4	8	8	0

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