

## Internal Audio Books

GB Sample: 12th - 13th October 2016

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

How often do you listen to an audio book? Please select the option that best applies.

	Unweighted base	2157	1025	1132	248	254	351	516	788	1331	826
<b>Base: All GB Adults</b>	<b>2157</b>	<b>1035</b>	<b>1122</b>	<b>259</b>	<b>346</b>	<b>375</b>	<b>422</b>	<b>755</b>	<b>1186</b>	<b>971</b>	
At least once a day	1%	1%	2%	1%	3%	0%	1%	1%	1%	1%	1%
Several times a week	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%
Once a week	1%	2%	1%	1%	3%	2%	0%	1%	2%	1%	1%
Several times a month	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Once a month	1%	1%	0%	2%	1%	0%	1%	0%	1%	1%	1%
Less often than once a month	9%	9%	9%	10%	8%	15%	7%	7%	11%	6%	6%
Never	83%	81%	85%	78%	77%	77%	88%	88%	81%	86%	86%
Don't know	2%	2%	1%	4%	4%	1%	0%	1%	1%	3%	3%

Roughly how many audio books, if any, would you say you've listened to in the past year?

	Unweighted base	374	192	182	52	60	87	79	96	260	114
<b>Base: All GB Adults that ever listen to an audio book</b>	<b>361</b>	<b>196</b>	<b>165</b>	<b>56</b>	<b>80</b>	<b>85</b>	<b>53</b>	<b>88</b>	<b>226</b>	<b>135</b>	
None	18%	13%	24%	14%	16%	22%	18%	18%	18%	17%	17%
1	20%	22%	17%	19%	23%	27%	12%	17%	23%	15%	15%
2 to 5	30%	27%	33%	35%	15%	30%	30%	38%	30%	30%	30%
6 to 10	14%	14%	13%	12%	20%	10%	17%	11%	14%	13%	13%
11 to 20	5%	7%	2%	2%	7%	2%	9%	3%	6%	3%	3%
21 to 50	2%	2%	2%	2%	-	3%	3%	1%	1%	3%	3%
More than 50	2%	3%	2%	-	2%	1%	4%	4%	3%	2%	2%
Don't know	10%	13%	7%	16%	17%	4%	7%	7%	5%	18%	18%

How do you tend to get your audio books? Please select all that apply.

	Unweighted base	374	192	182	52	60	87	79	96	260	114
<b>Base: All GB Adults that ever listen to an audio book</b>	<b>361</b>	<b>196</b>	<b>165</b>	<b>56</b>	<b>80</b>	<b>85</b>	<b>53</b>	<b>88</b>	<b>226</b>	<b>135</b>	
I buy the audio books individually	33%	34%	32%	25%	43%	32%	33%	31%	37%	27%	27%
I pay for an audio book subscription service (e.g. like Audible)	14%	14%	14%	15%	15%	17%	12%	11%	16%	11%	11%
Neither of these	40%	37%	44%	41%	19%	42%	49%	50%	39%	41%	41%
Don't know	15%	18%	11%	26%	22%	13%	7%	7%	10%	23%	23%
Both	45%	45%	45%	33%	58%	45%	44%	43%	51%	36%	36%

When do you tend to listen to audio books? Please select all that apply.

	Unweighted base	374	192	182	52	60	87	79	96	260	114
<b>Base: All GB Adults that ever listen to an audio book</b>	<b>361</b>	<b>196</b>	<b>165</b>	<b>56</b>	<b>80</b>	<b>85</b>	<b>53</b>	<b>88</b>	<b>226</b>	<b>135</b>	
At home	43%	39%	47%	40%	32%	50%	42%	48%	41%	46%	46%
Whilst on public transport	15%	19%	10%	13%	25%	9%	19%	11%	16%	13%	13%
In the car	24%	20%	28%	10%	26%	27%	25%	27%	29%	15%	15%
Whilst out and about	14%	17%	11%	17%	21%	14%	10%	9%	12%	17%	17%
At work	8%	8%	8%	5%	17%	7%	3%	5%	7%	10%	10%
Whilst exercising	5%	7%	3%	6%	1%	7%	7%	5%	6%	4%	4%
On holiday	20%	23%	18%	12%	27%	21%	15%	23%	26%	11%	11%
Other	7%	5%	9%	5%	4%	4%	10%	9%	9%	3%	3%
Don't know	14%	18%	10%	30%	22%	7%	9%	8%	8%	24%	24%

GB Sample: 12th - 13th October 2016

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

On what device(s) do you tend to listen to audio books? (Please select all that apply)

	Unweighted base	374	192	182	52	60	87	79	96	260	114
<b>Base: All GB Adults that ever listen to an audio book</b>		361	196	165	56	80	85	53	88	226	135
Smartphone		30%	33%	26%	34%	42%	33%	29%	14%	30%	30%
Tablet		19%	19%	19%	13%	18%	13%	17%	31%	20%	18%
Computer/ laptop		25%	28%	21%	28%	25%	28%	25%	19%	20%	33%
MP3 player		16%	15%	17%	6%	22%	10%	20%	20%	16%	16%
Car		19%	18%	19%	11%	16%	20%	29%	17%	19%	17%
Home stereo		10%	7%	14%	14%	11%	9%	7%	9%	7%	14%
Something else		5%	1%	9%	-	3%	0%	6%	12%	4%	5%
Don't know		14%	16%	12%	24%	21%	8%	9%	9%	10%	21%

Do you consider listening to an audio version of a book to be the equivalent of having visually read that book?

	Unweighted base	2157	1025	1132	248	254	351	516	788	1331	826
<b>Base: All GB Adults</b>		2157	1035	1122	259	346	375	422	755	1186	971
Yes, listening to a book is the same as having read it		10%	11%	9%	12%	8%	10%	11%	9%	11%	8%
No, listening to a book is not as good as having read it		55%	49%	60%	63%	58%	54%	51%	53%	59%	50%
No, listening to a book is better than having read it		5%	6%	5%	6%	6%	6%	5%	4%	5%	6%
Don't know		30%	35%	26%	19%	28%	31%	33%	34%	25%	37%