

Frequency of reading books

Global GfK survey



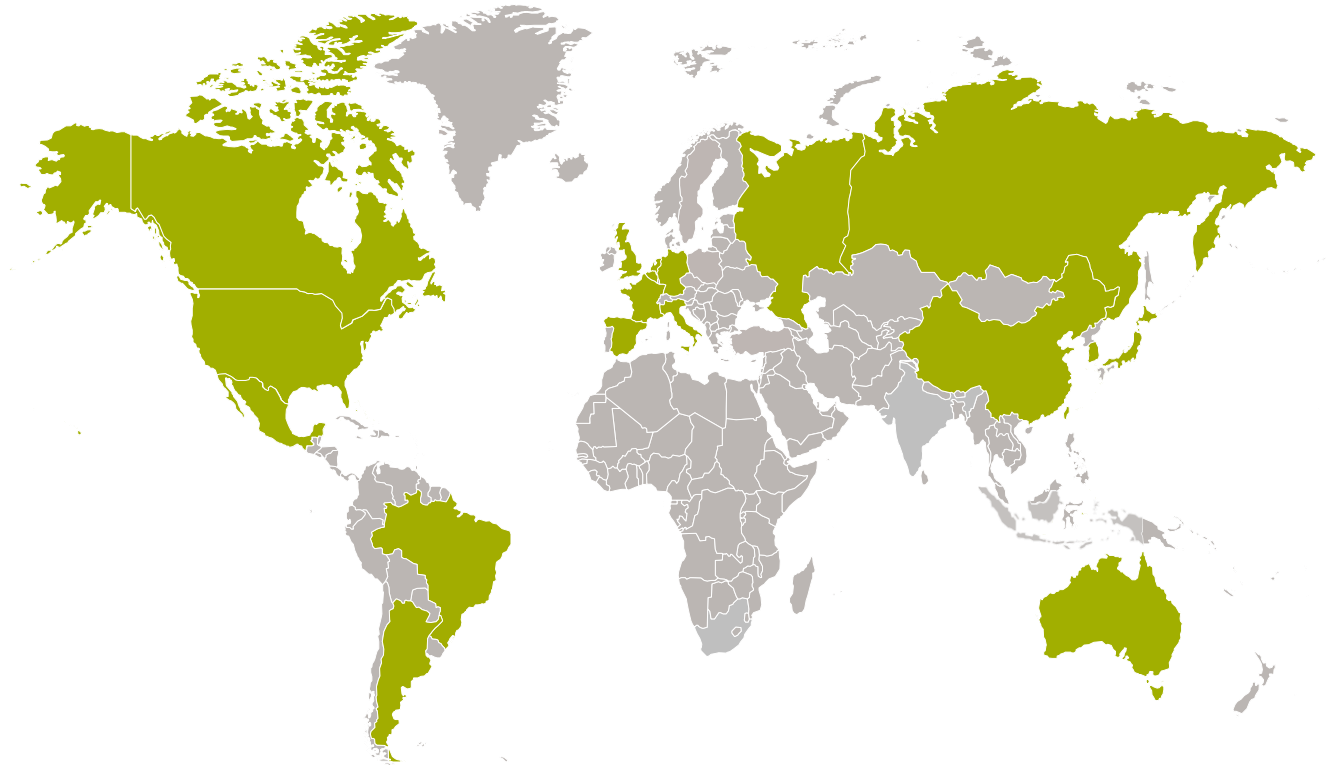
March 2017

Global GfK survey: Frequency of reading books

1 Methodology

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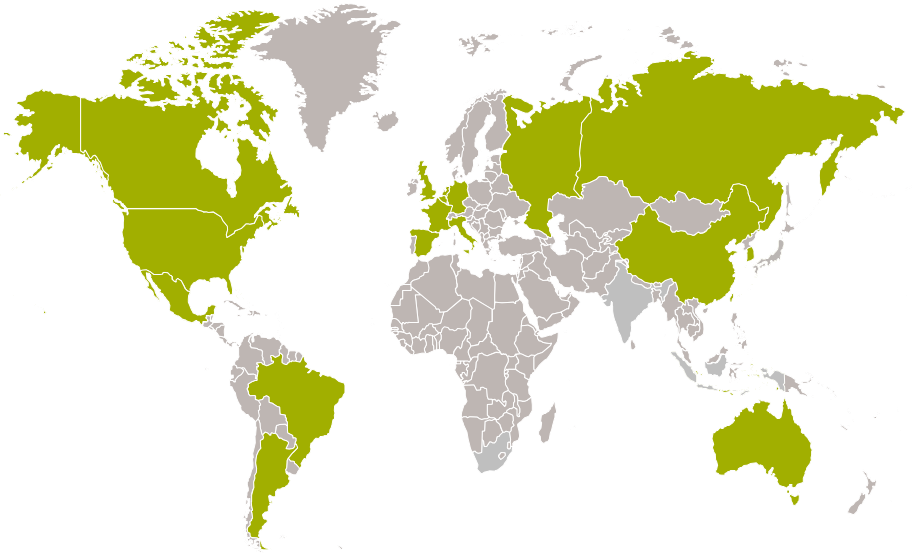
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



Question



Please indicate how often you do the following activity:

Read books

Options:

- Every day or most days
- At least once a week
- At least once a month
- Less often
- Never

Global results

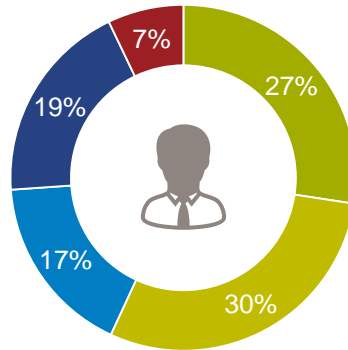
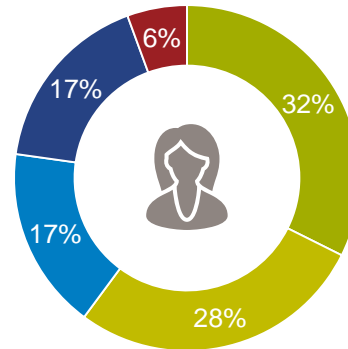
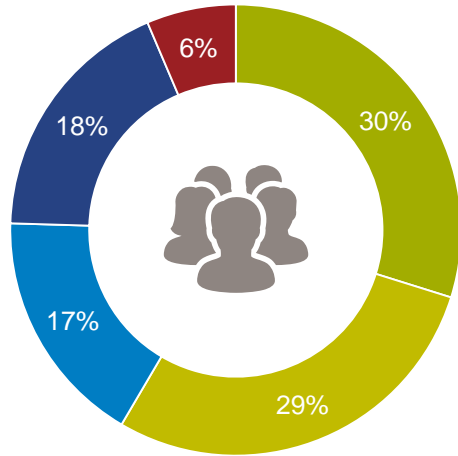


Highlights

- Across 17 countries 30 percent of the online population read books “every day or most days”
- Nearly 60 percent read books either daily or at least once a week
- China has the highest percentage of “every day” book readers
- Non-readers for books highest in Netherlands and South Korea
- Women are more likely to be avid book readers than men
- High income households read books more regularly than low income

Frequency of reading books

Average across all 17 countries – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often



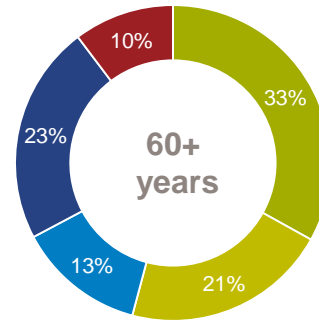
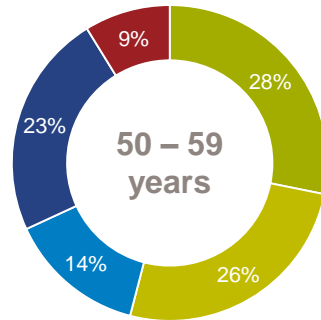
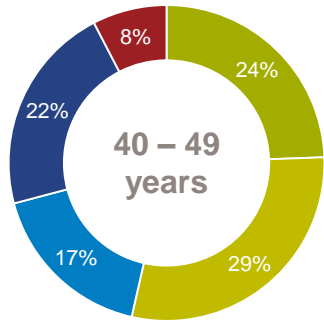
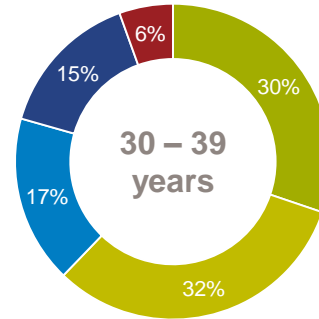
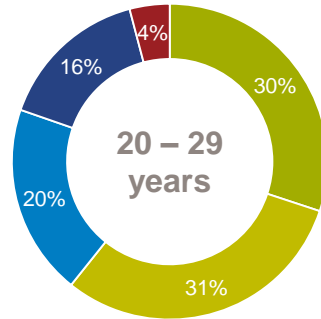
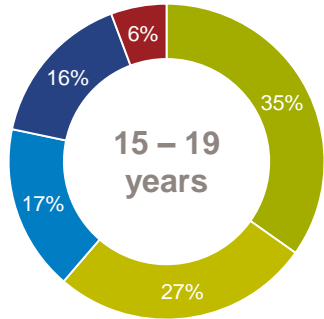
Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books

Average across all 17 countries by age groups



Every day or most days



At least once a week



At least once a month



Less often



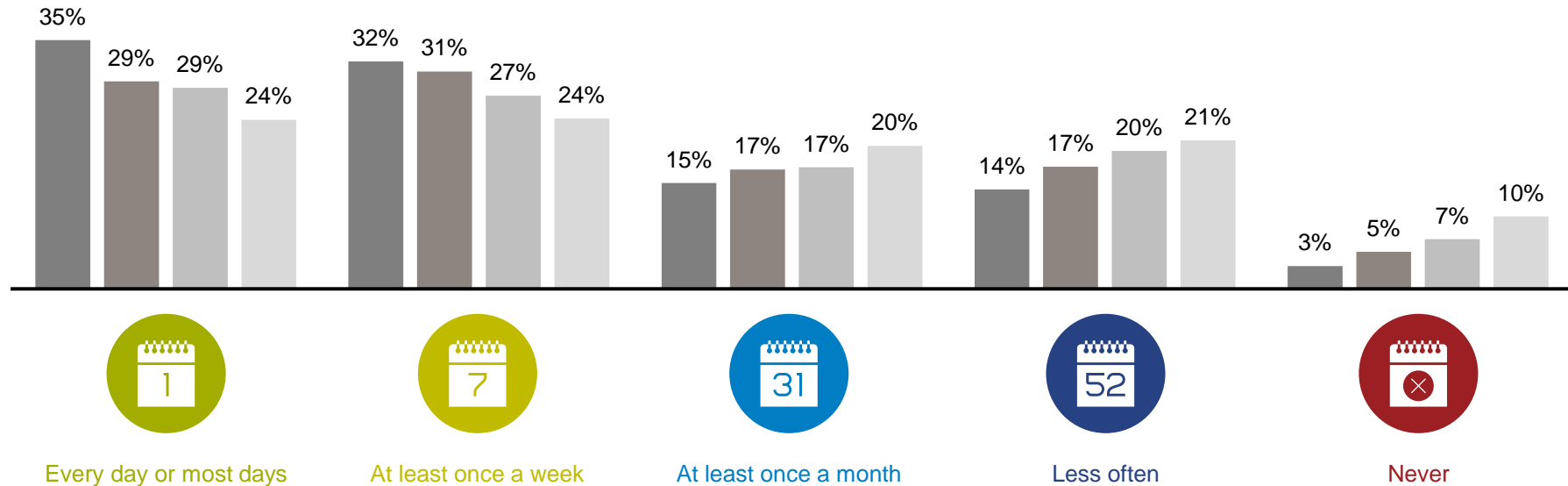
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Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

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Frequency of reading books

Average across all 17 countries by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



High income



Medium high income



Medium low income



Low income

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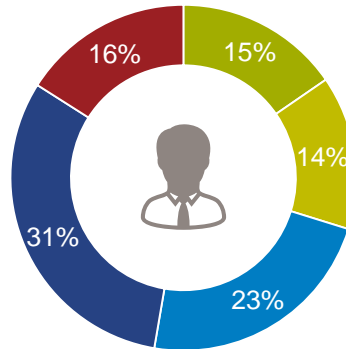
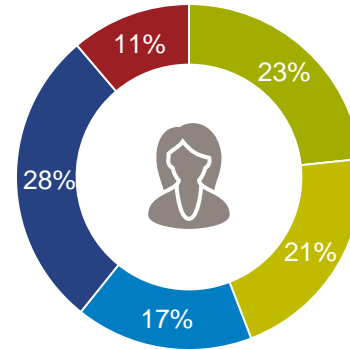
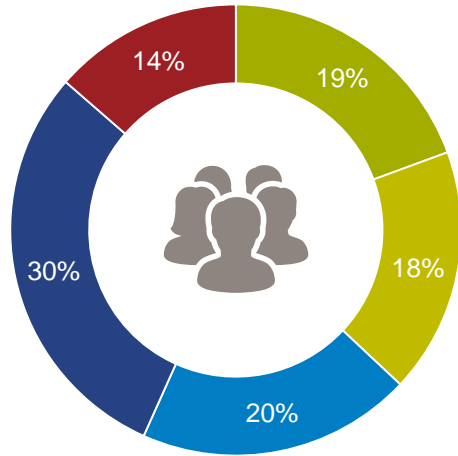
Country results – Europe

Belgium



Frequency of reading books

Belgium – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

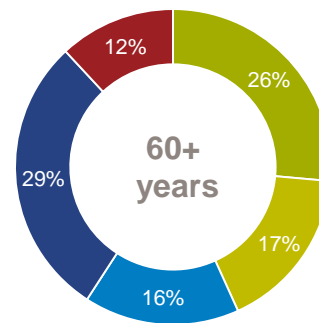
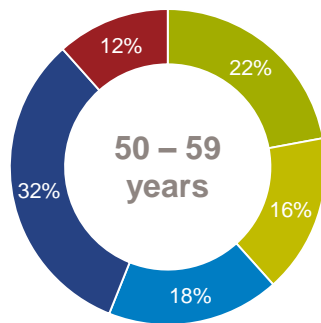
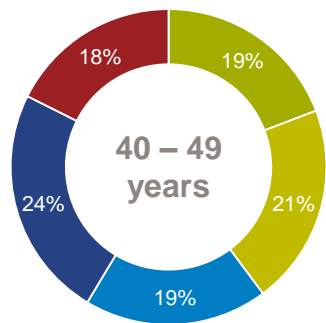
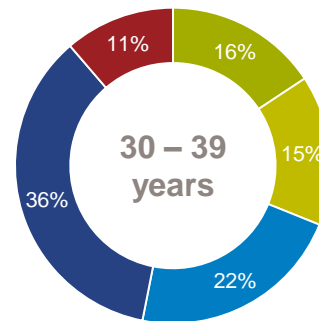
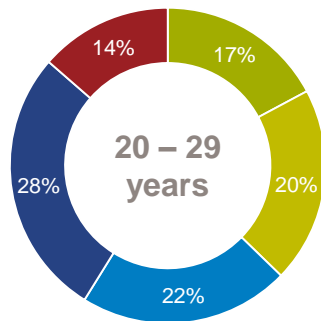
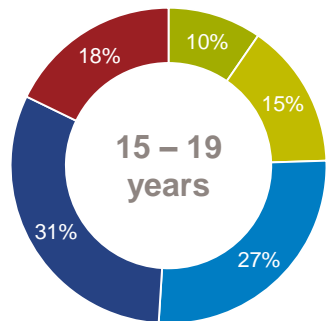


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Belgium by age groups



Every day or most days



At least once a week



At least once a month



Less often

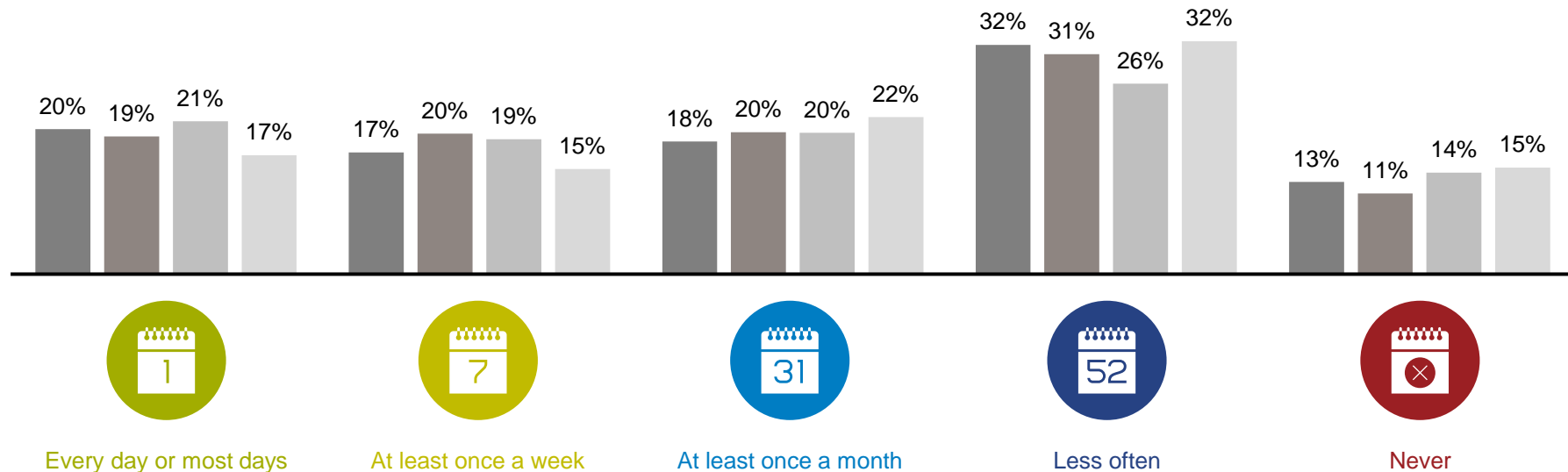


Never


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© GfK 2017 | Frequency of reading books

Frequency of reading books Belgium by income groups

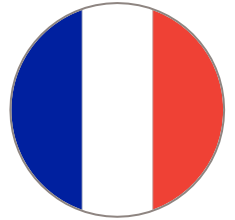


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-  High income
-  Medium high income
-  Medium low income
-  Low income

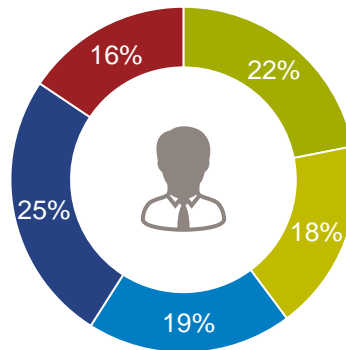
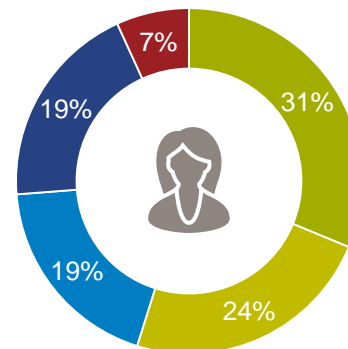
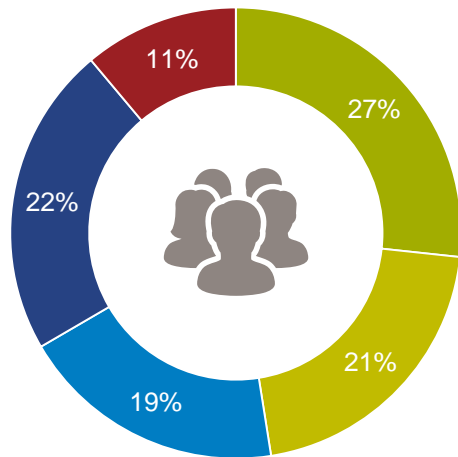
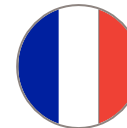
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

France



Frequency of reading books

France – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

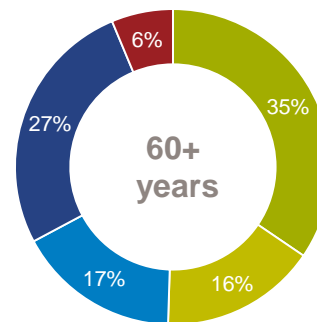
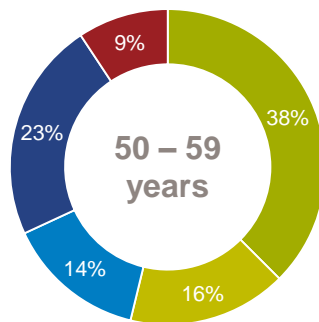
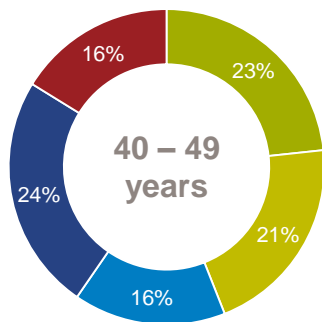
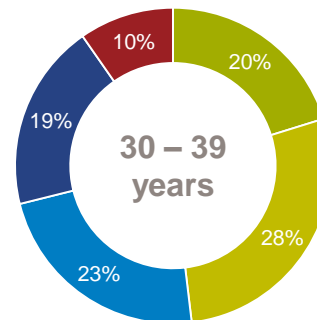
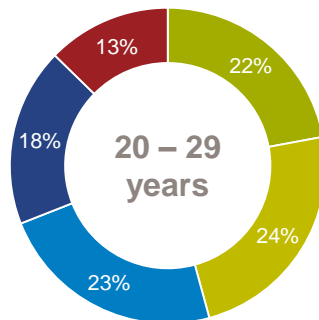
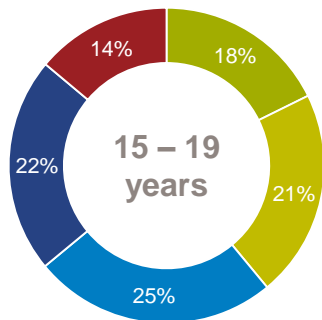
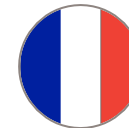


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books France by age groups



Every day or most days



At least once a week



At least once a month



Less often

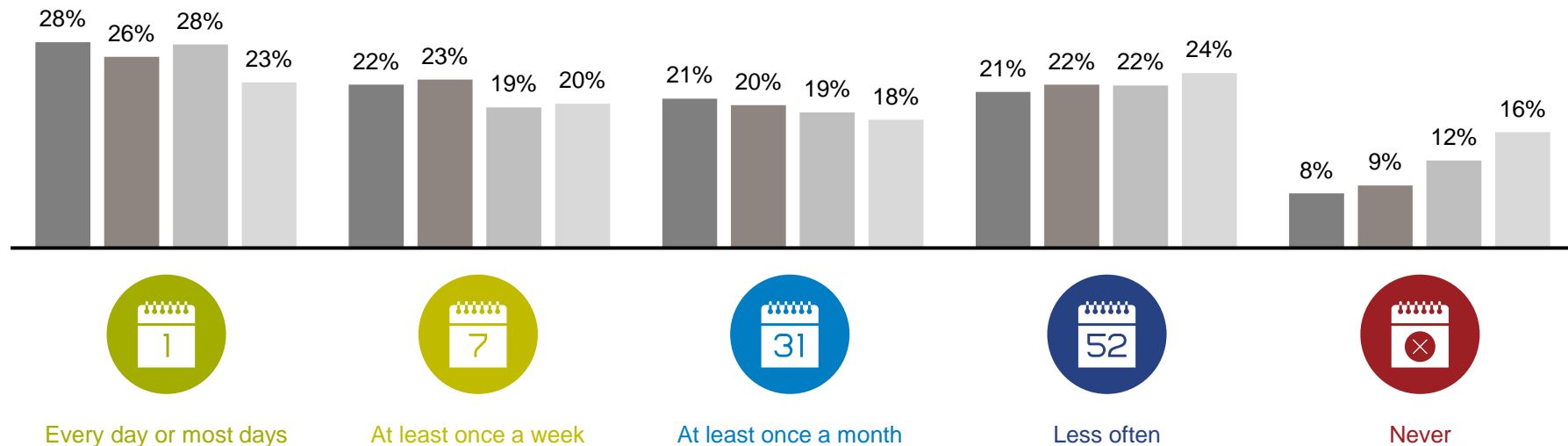
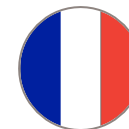


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Frequency of reading books France by income groups



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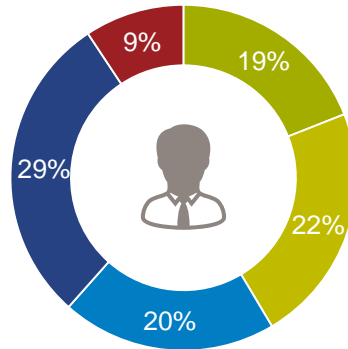
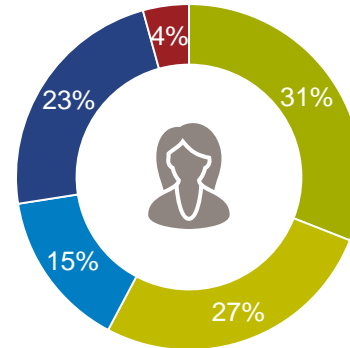
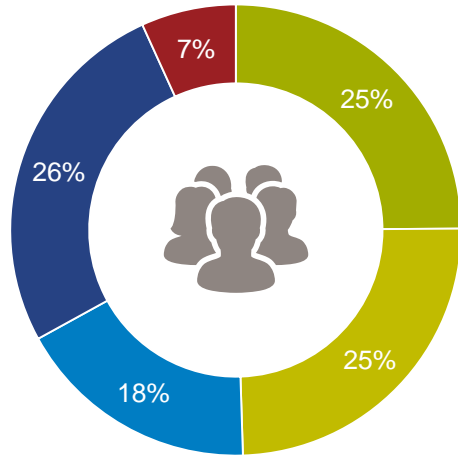
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Germany



Frequency of reading books

Germany – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

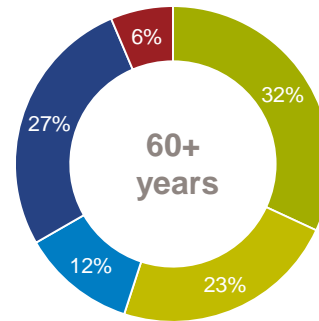
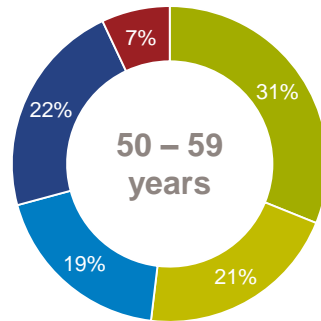
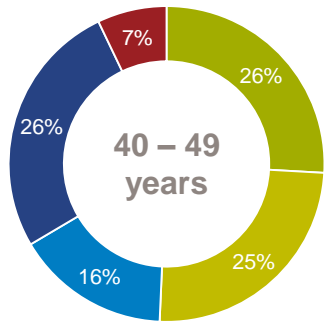
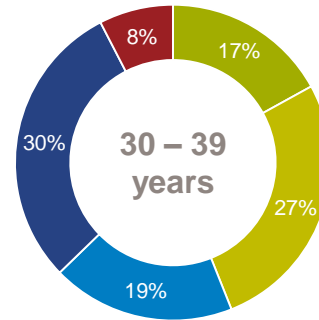
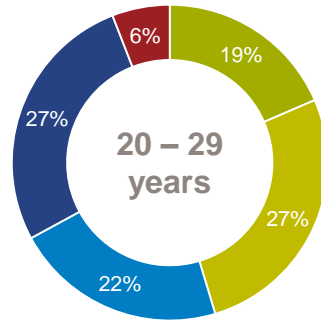
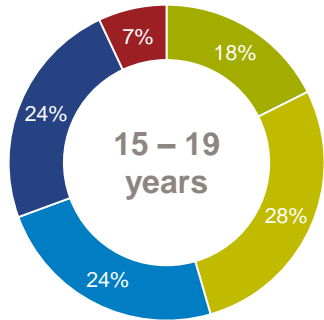


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Germany by age groups



Every day or most days



At least once a week



At least once a month



Less often

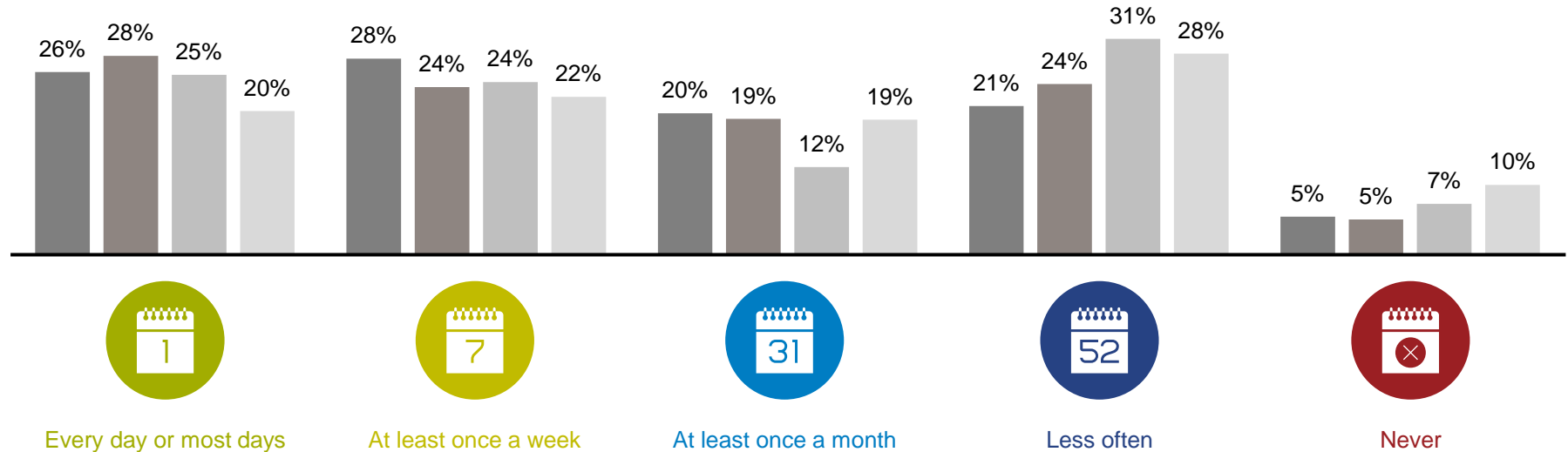


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© GfK 2017 | Frequency of reading books

Frequency of reading books Germany by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

€ High income

€ Medium high income

€ Medium low income

€ Low income

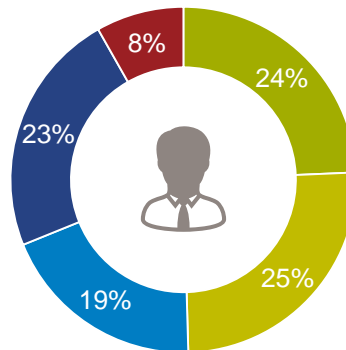
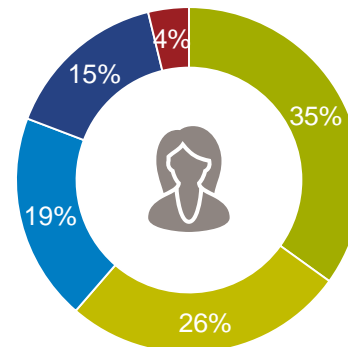
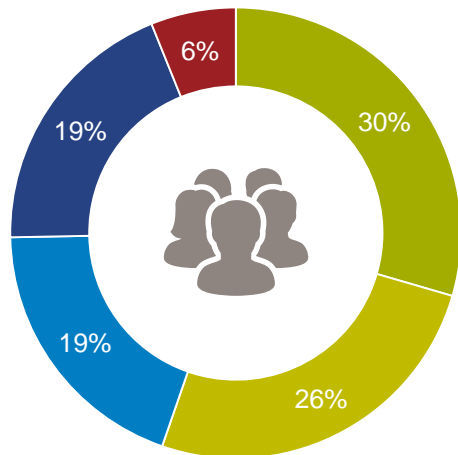
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

Italy



Frequency of reading books

Italy – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

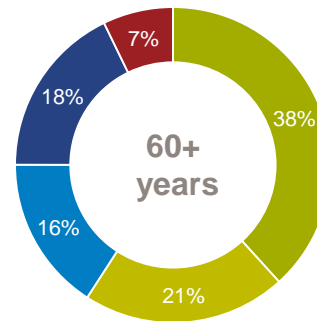
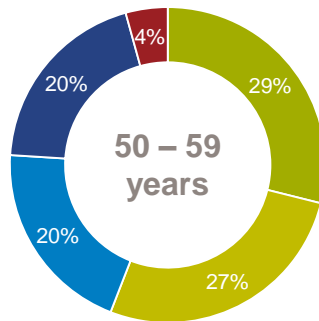
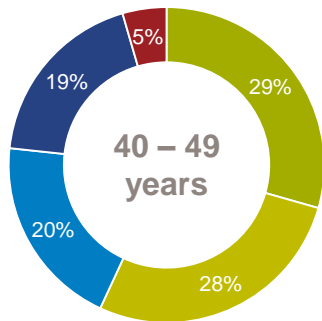
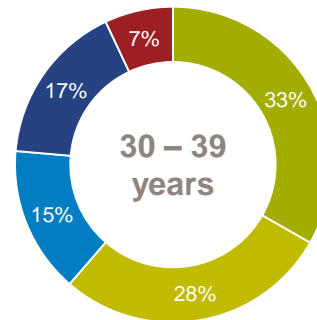
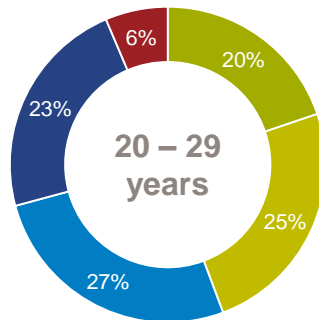
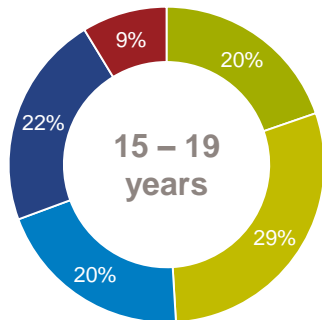


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Italy by age groups



Every day or most days



At least once a week



At least once a month



Less often

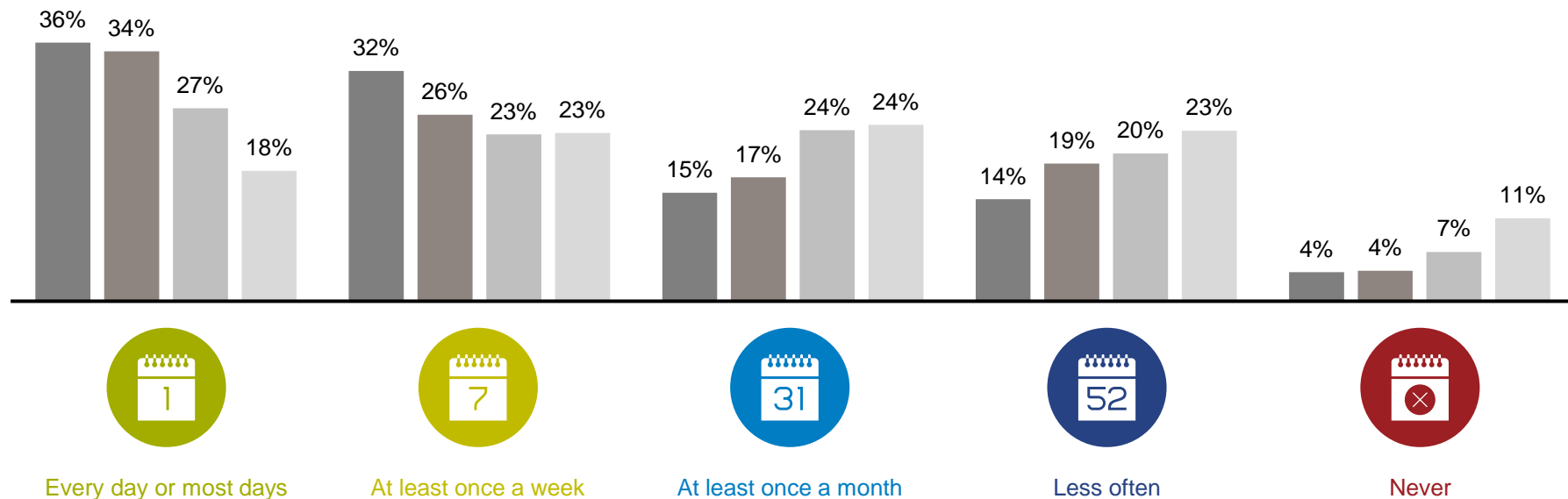


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Italy by income groups



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High income



Medium high income



Medium low income



Low income

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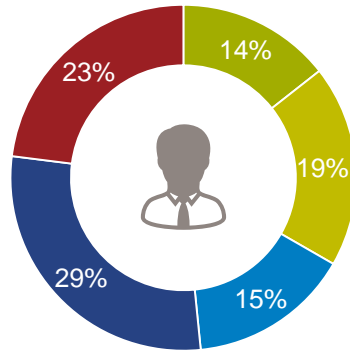
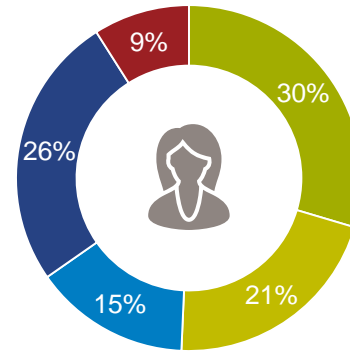
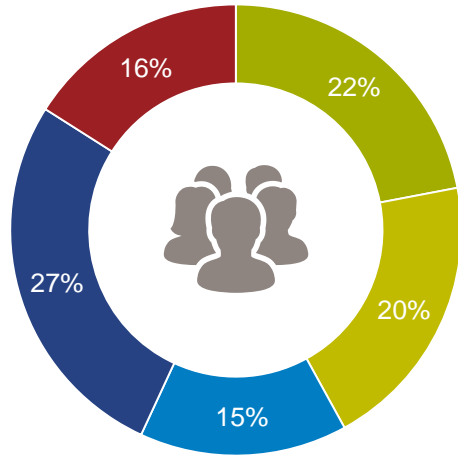
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Netherlands



Frequency of reading books

Netherlands – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

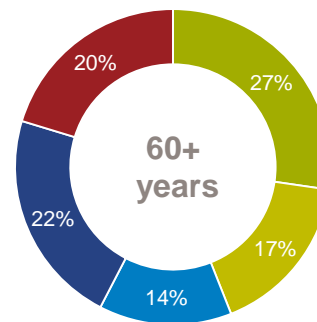
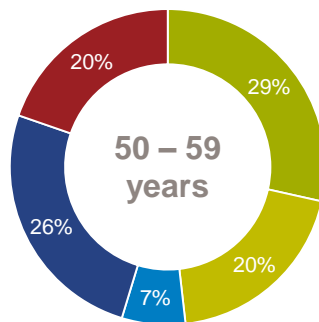
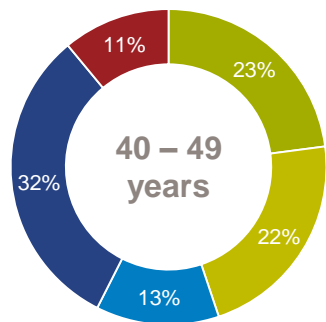
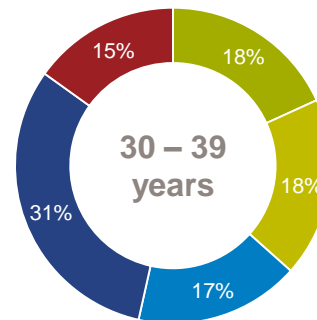
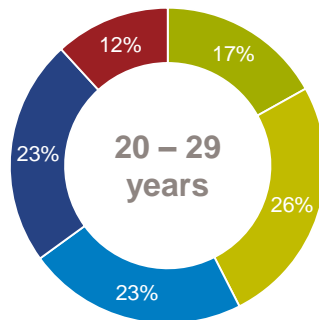
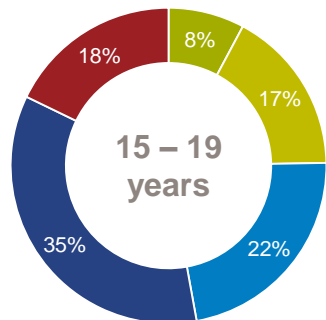


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Netherlands by age groups



Every day or most days



At least once a week



At least once a month



Less often

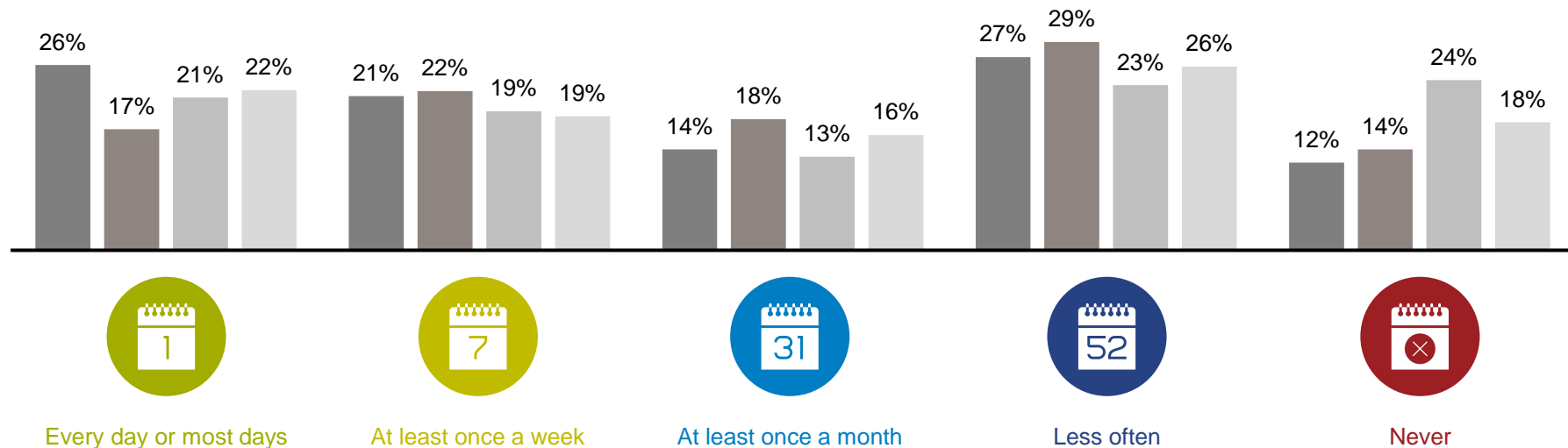


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Frequency of reading books Netherlands by income groups



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High income



Medium high income



Medium low income



Low income

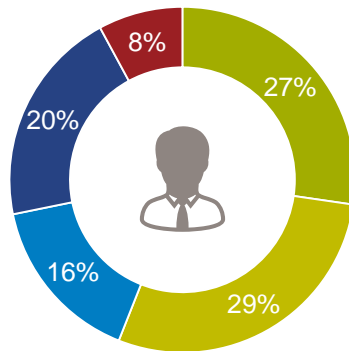
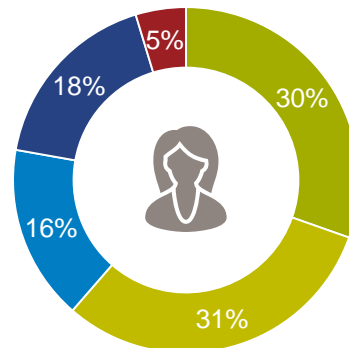
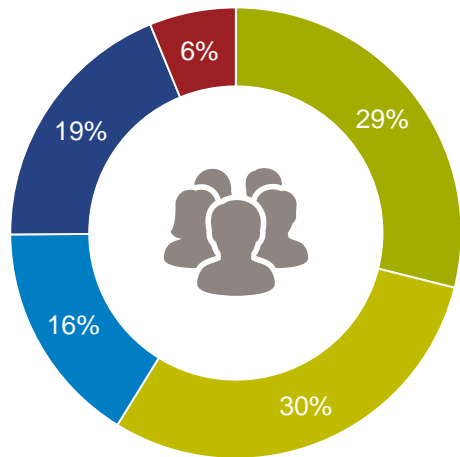
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Russia



Frequency of reading books

Russia – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

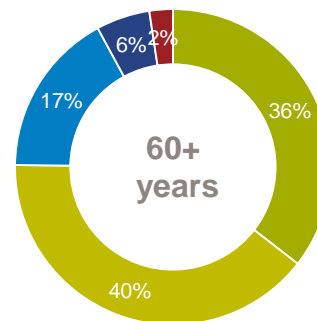
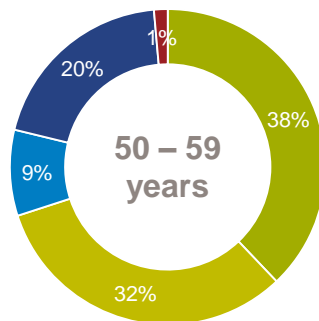
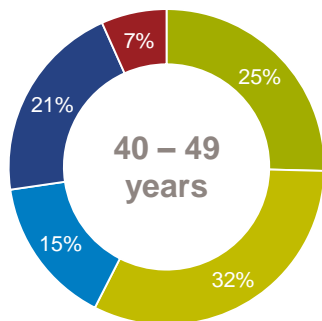
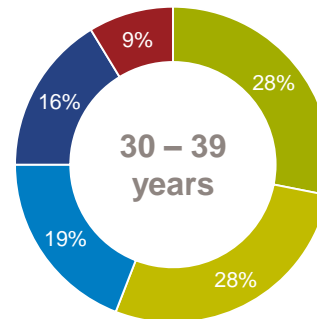
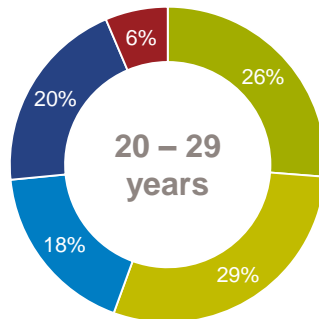
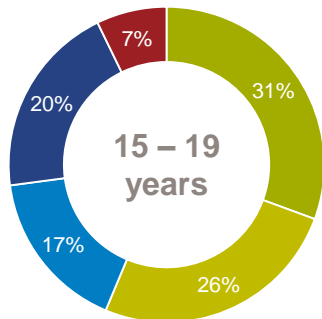


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Russia by age groups



Every day or most days



At least once a week



At least once a month



Less often

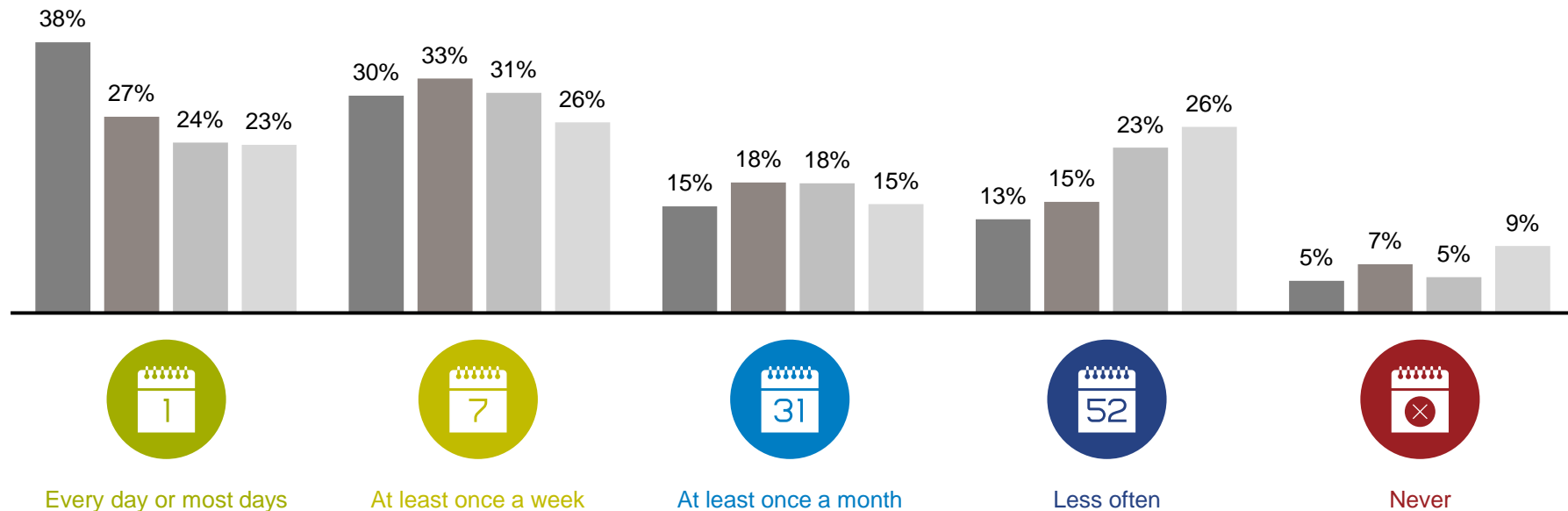


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Russia by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



High income



Medium high income



Medium low income



Low income

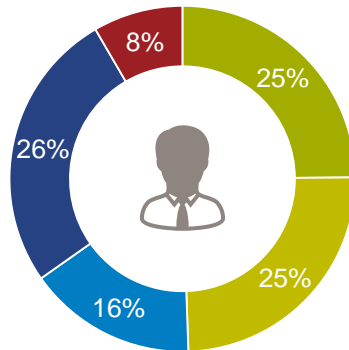
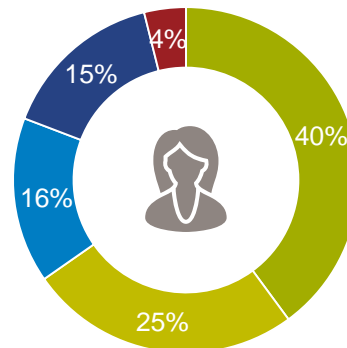
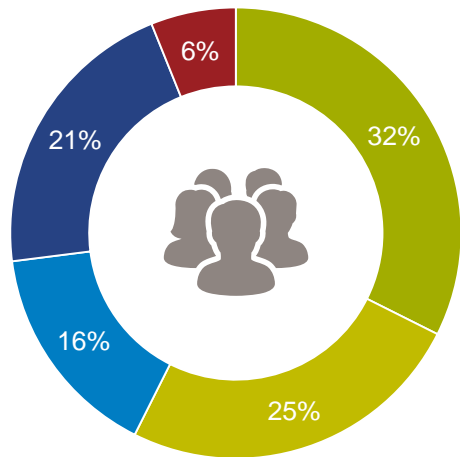
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

Spain



Frequency of reading books

Spain – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

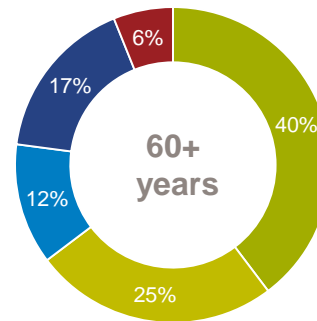
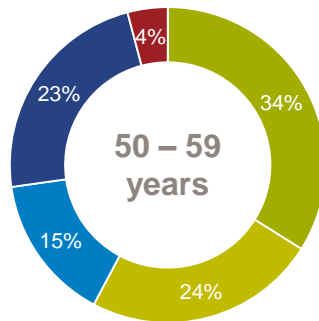
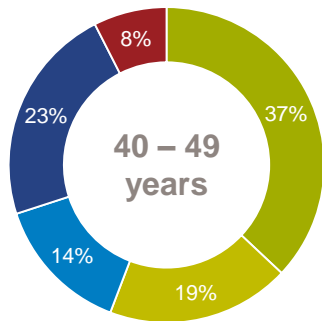
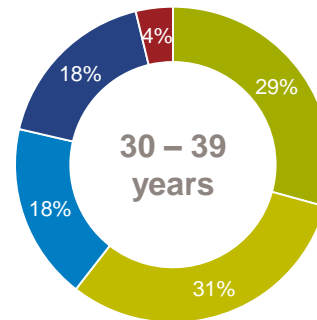
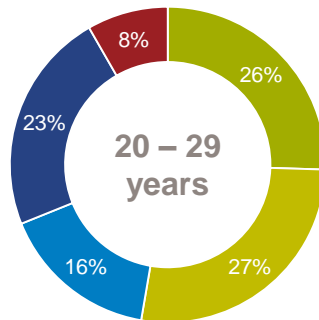
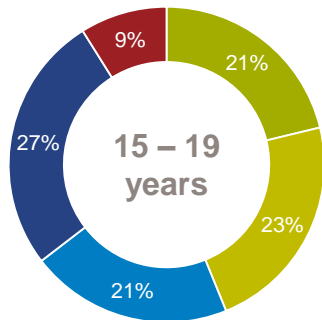


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Spain by age groups



Every day or most days



At least once a week



At least once a month



Less often

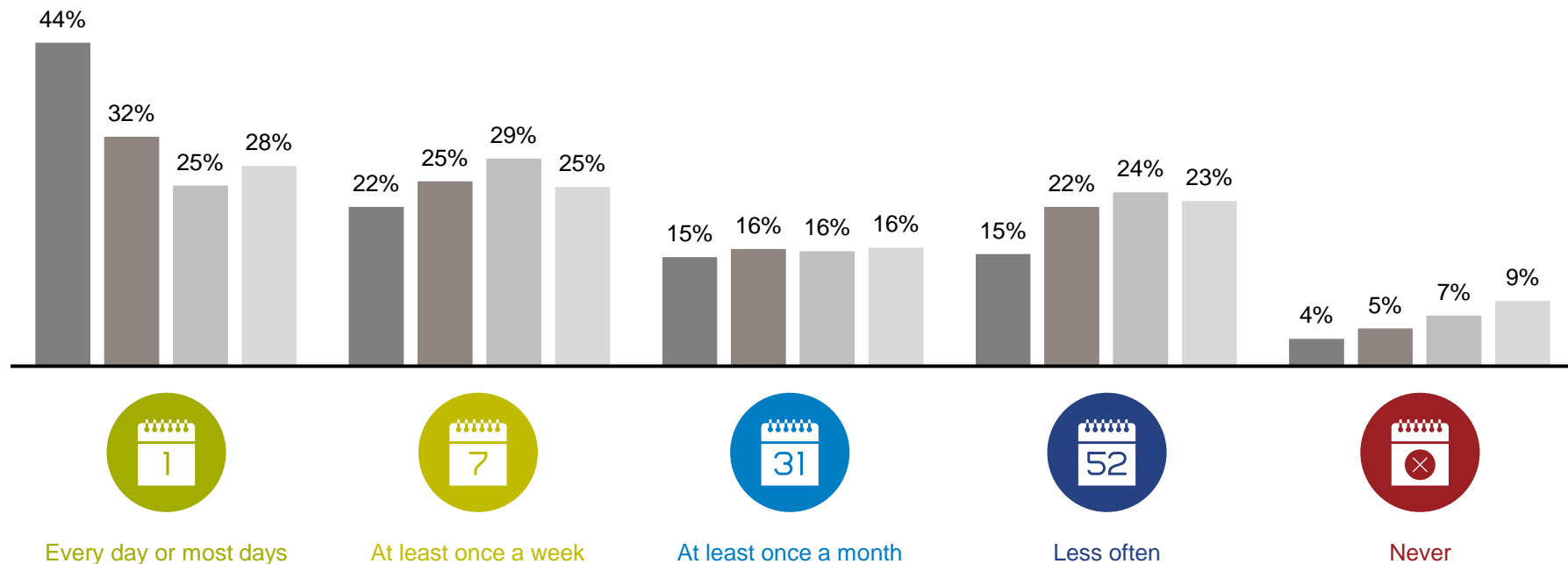


Never


Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Spain by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

-  High income
-  Medium high income
-  Medium low income
-  Low income

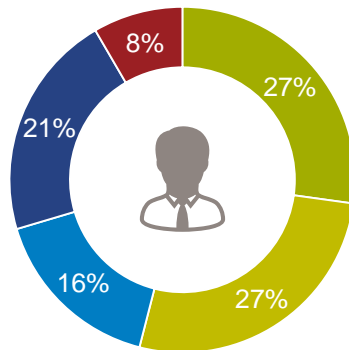
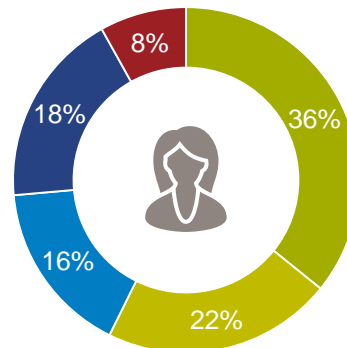
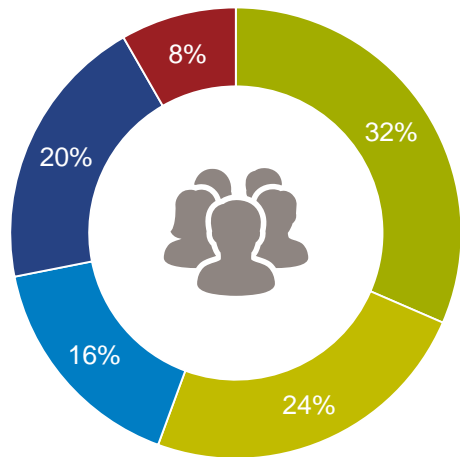
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

United Kingdom



Frequency of reading books

United Kingdom – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

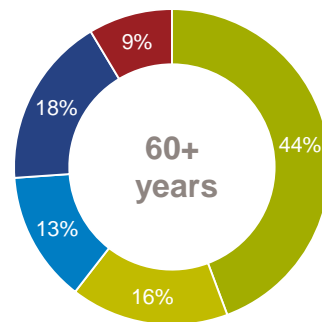
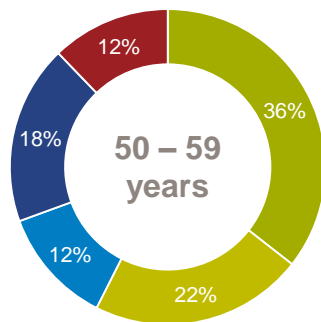
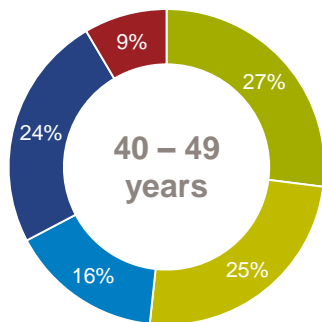
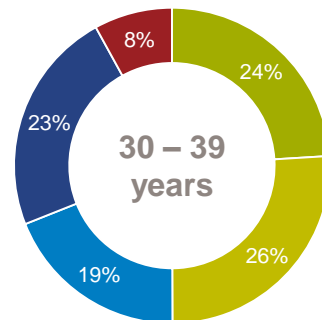
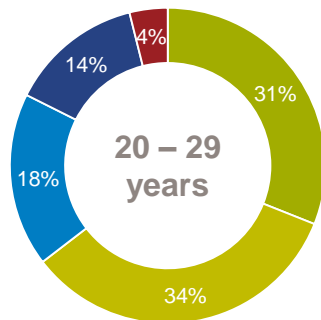
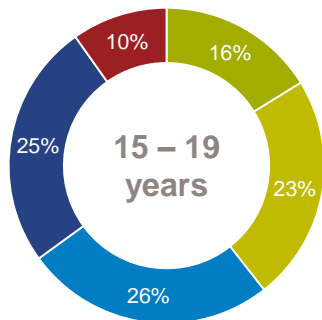


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books United Kingdom by age groups



Every day or most days



At least once a week



At least once a month



Less often

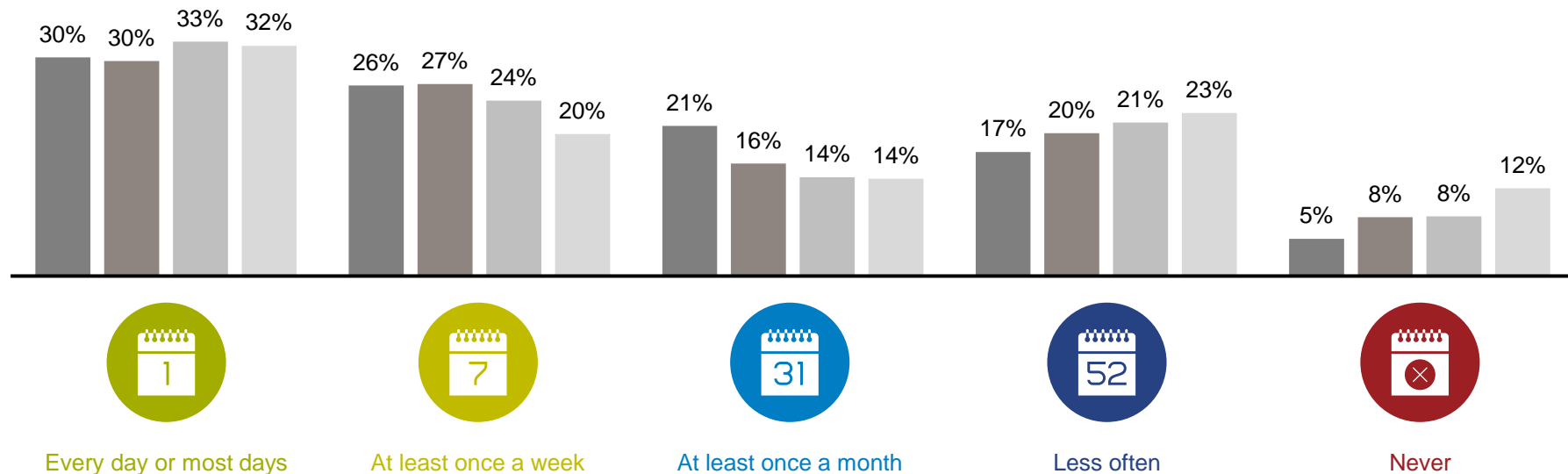


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books United Kingdom by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



High income



Medium high income



Medium low income



Low income

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

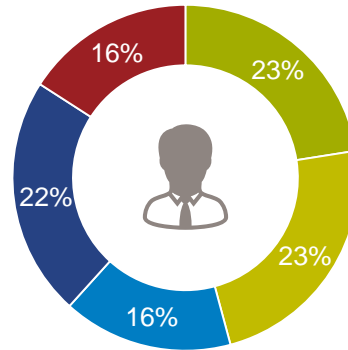
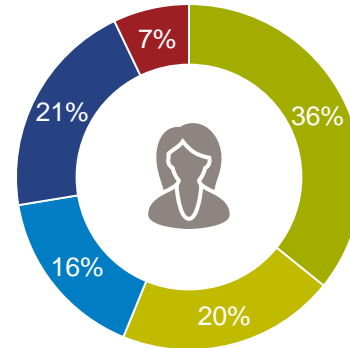
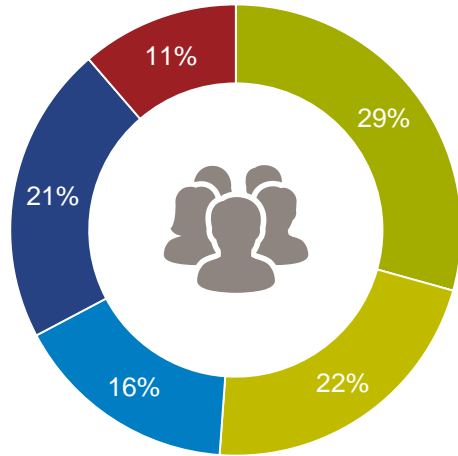
Country results – North America

Canada



Frequency of reading books

Canada – Total plus breakdown by gender

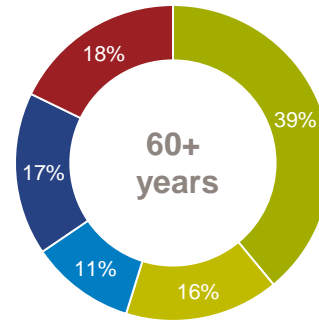
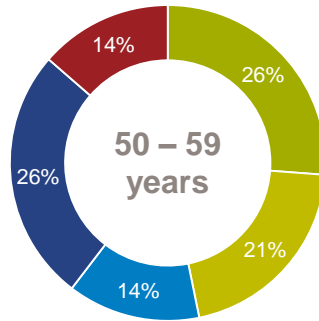
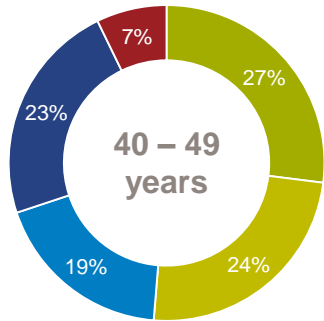
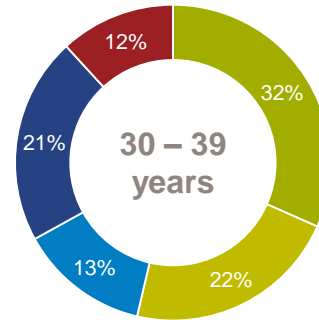
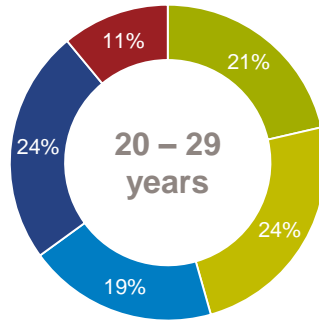
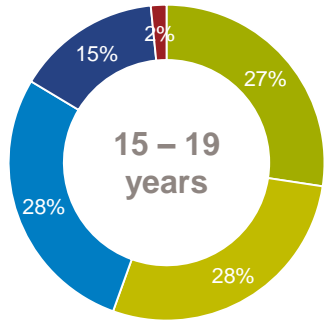


-  Every day or most days
-  At least once a week
-  At least once a month
-  Less often
-  Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Canada by age groups

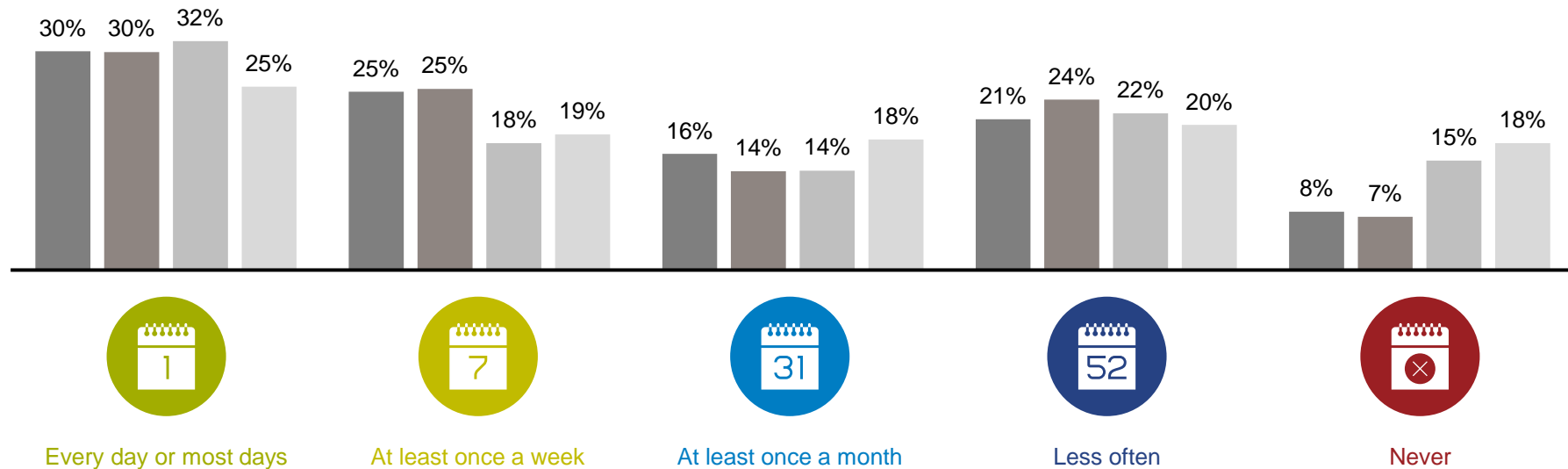


-  Every day or most days
-  At least once a week
-  At least once a month
-  Less often
-  Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Canada by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

€ High income

€ Medium high income

€ Medium low income

€ Low income

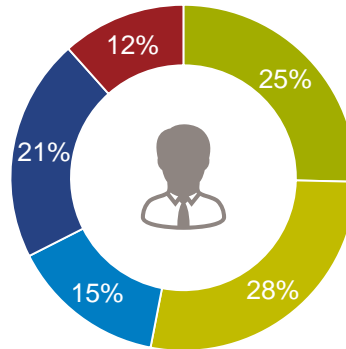
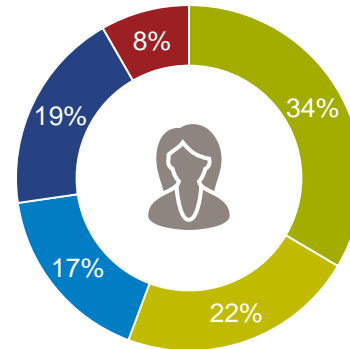
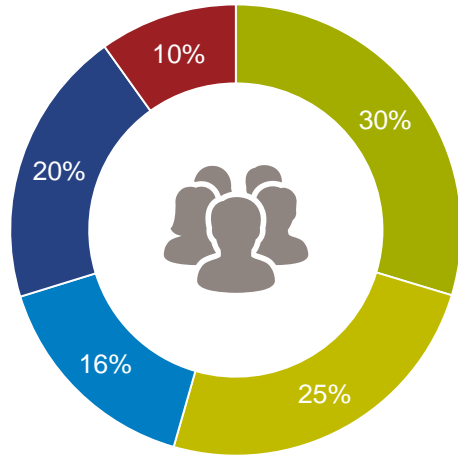
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

USA



Frequency of reading books USA – Total plus breakdown by gender

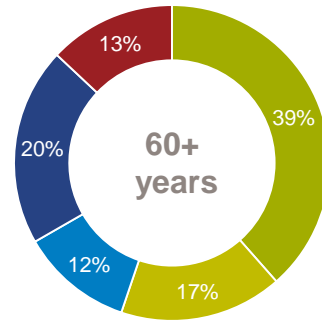
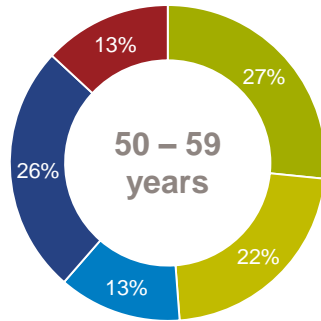
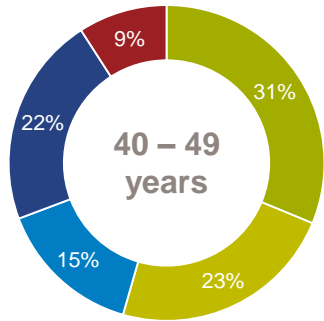
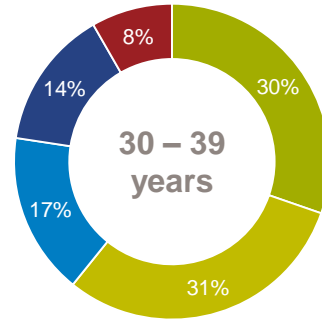
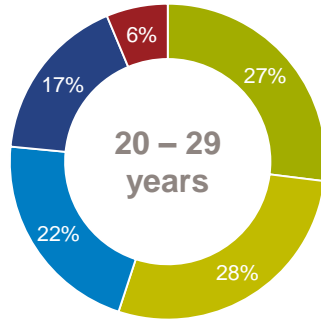
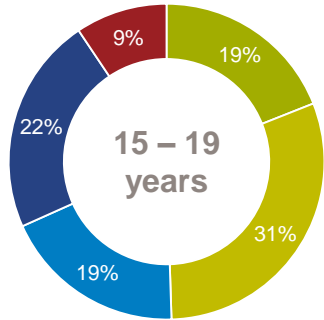


- Every day or most days
- At least once a week
- At least once a month
- Less often
- Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books USA by age groups

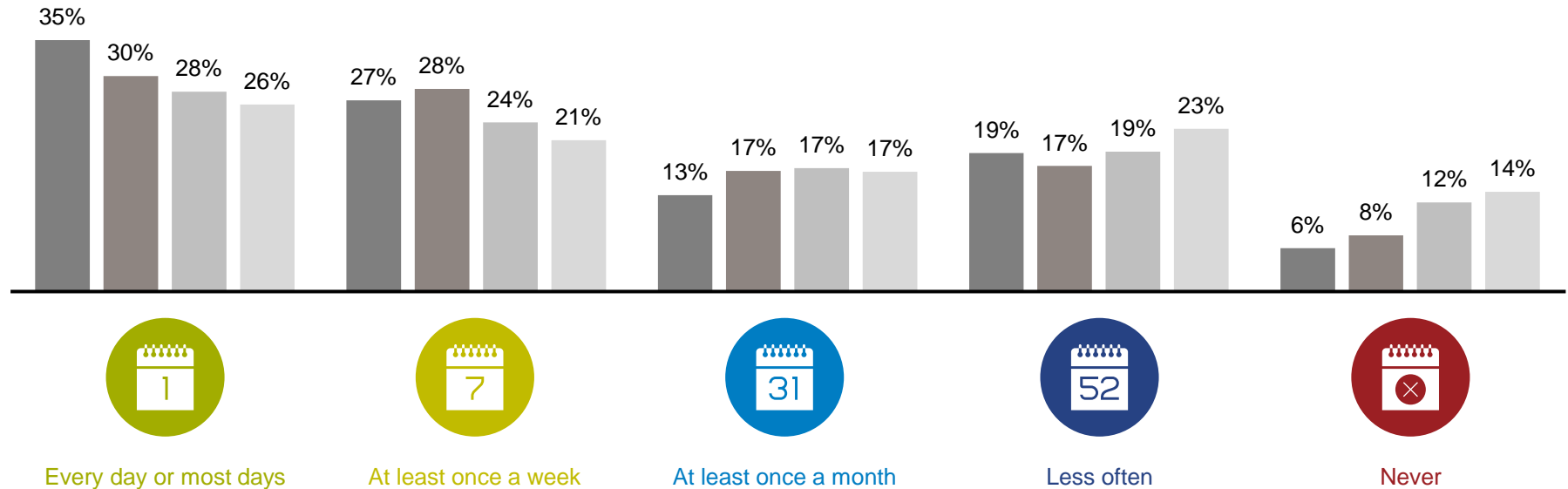


-  Every day or most days
-  At least once a week
-  At least once a month
-  Less often
-  Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books USA by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

High income

Medium high income

Medium low income

Low income

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

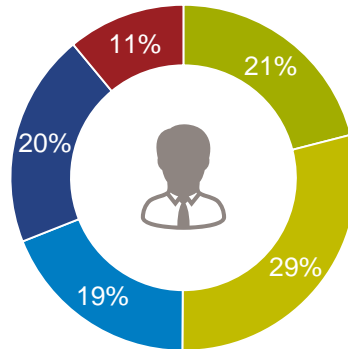
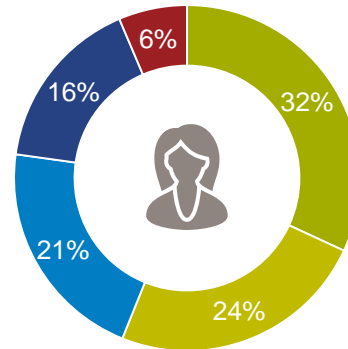
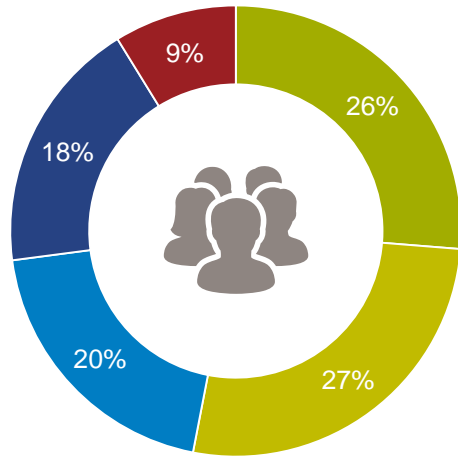
Country results – Latin America

Argentina



Frequency of reading books

Argentina – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

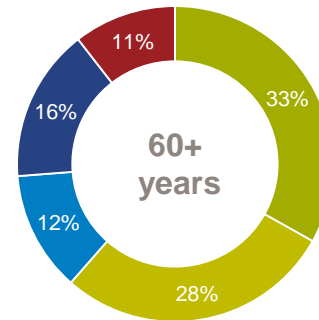
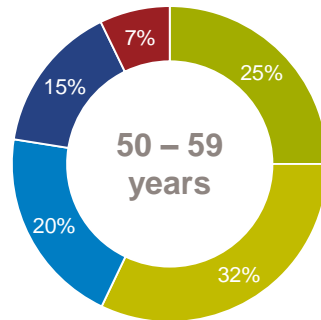
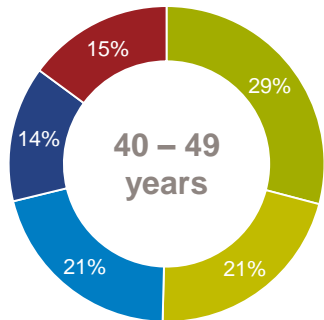
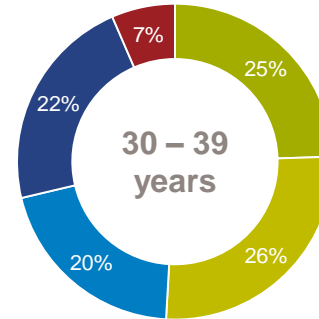
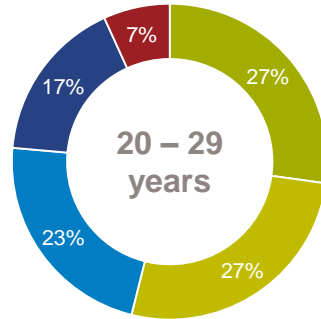
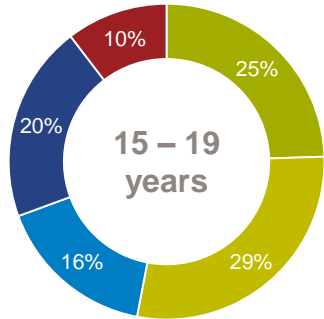


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Argentina by age groups

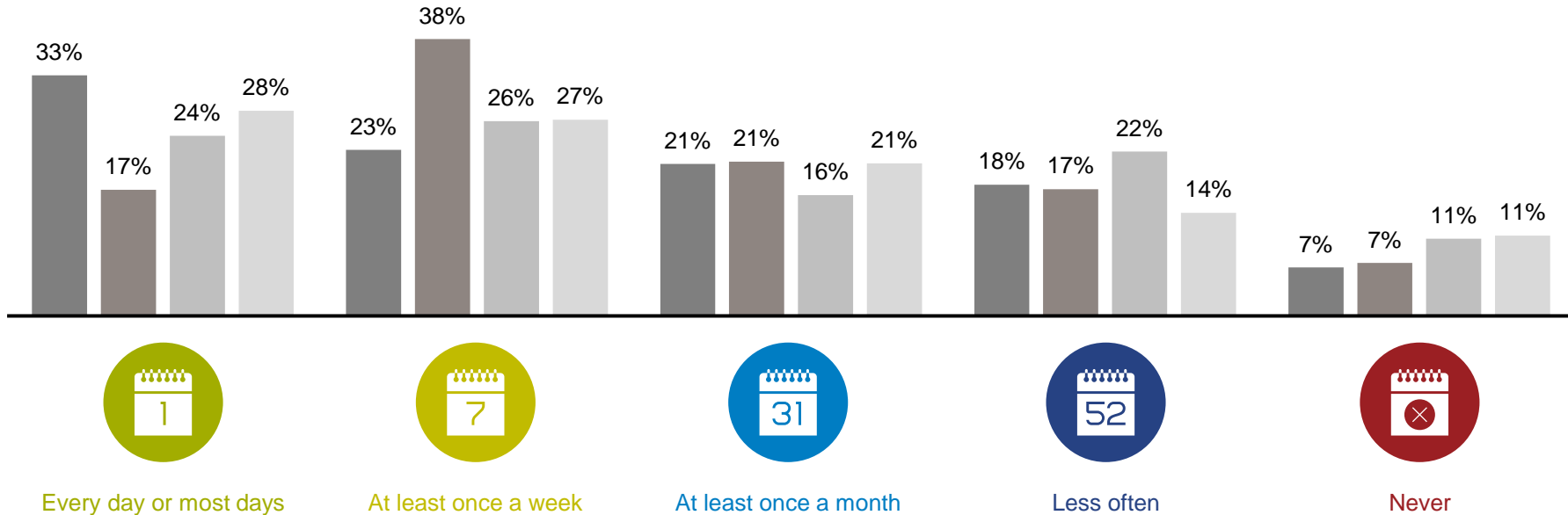


-  Every day or most days
-  At least once a week
-  At least once a month
-  Less often
-  Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Argentina by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



High income



Medium high income



Medium low income



Low income

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

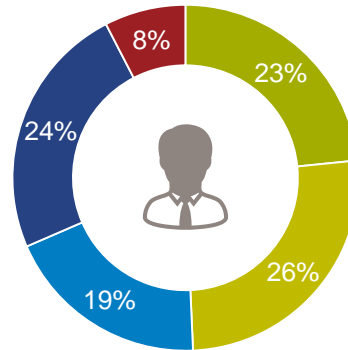
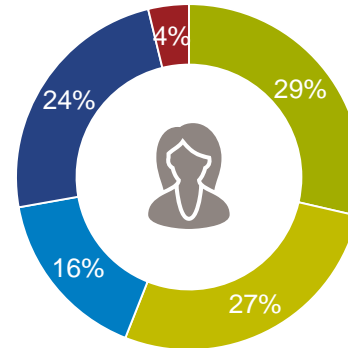
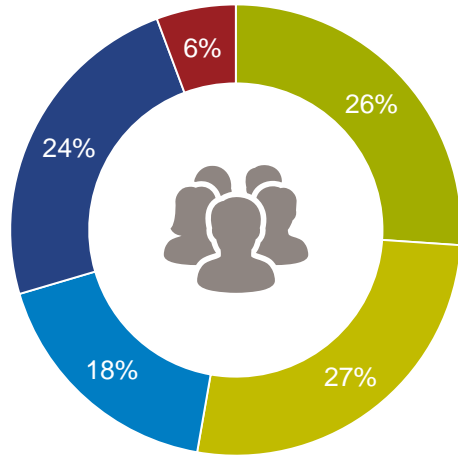
© GfK 2017 | Frequency of reading books

Brazil



Frequency of reading books

Brazil – Total plus breakdown by gender



1 Every day or most days

7 At least once a week

31 At least once a month

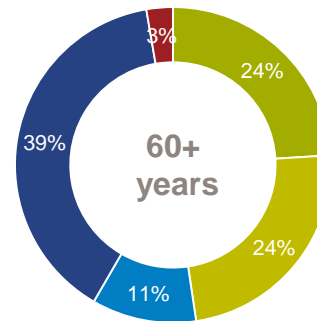
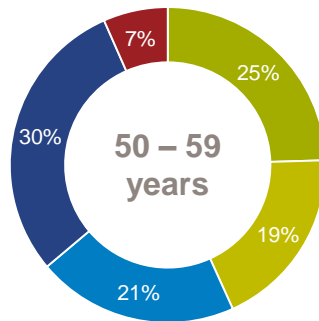
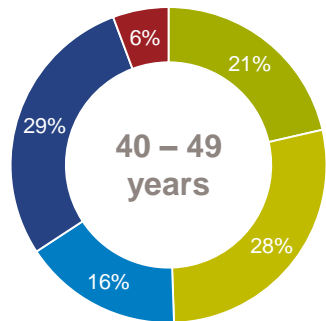
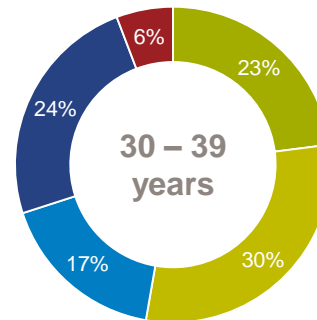
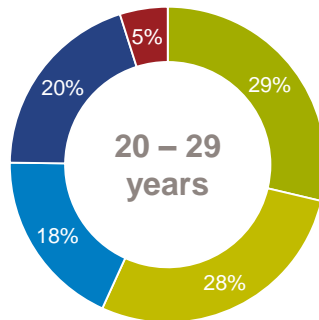
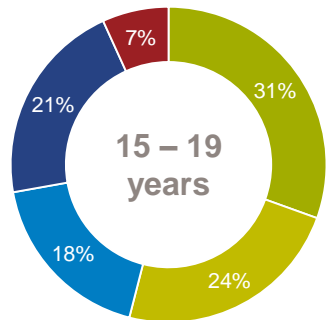
52 Less often

X Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Brazil by age groups



Every day or most days



At least once a week



At least once a month



Less often

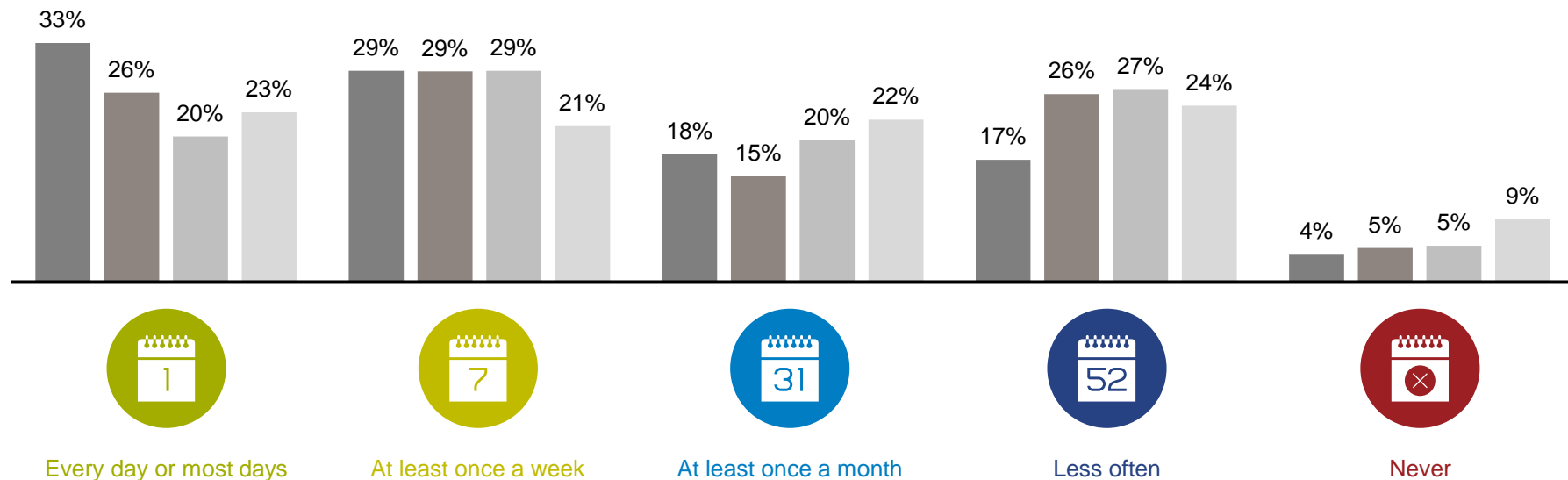


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Brazil by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

-  High income
-  Medium high income
-  Medium low income
-  Low income

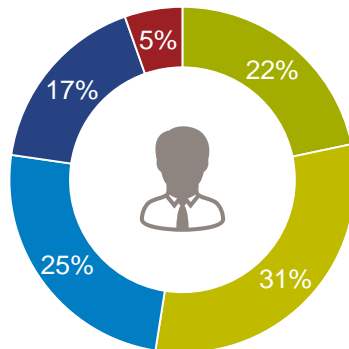
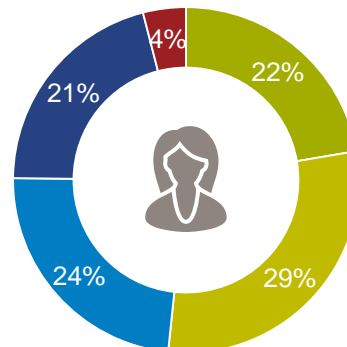
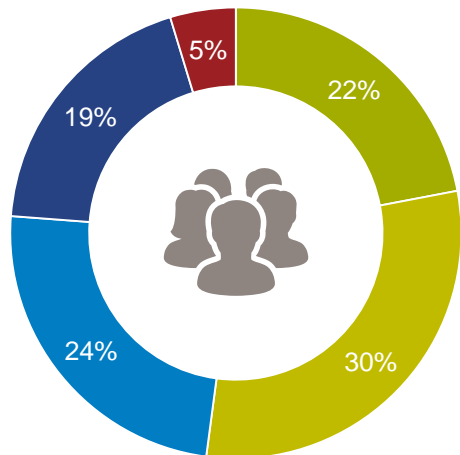
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

Mexico



Frequency of reading books

Mexico – Total plus breakdown by gender

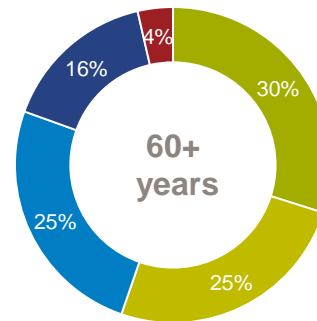
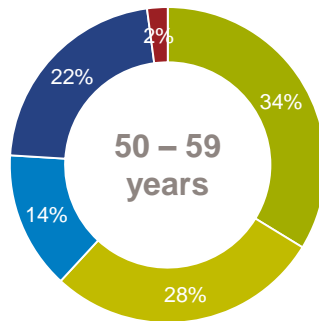
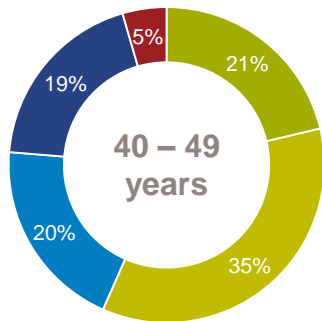
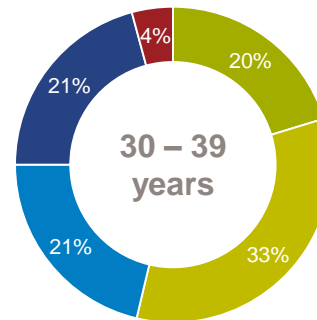
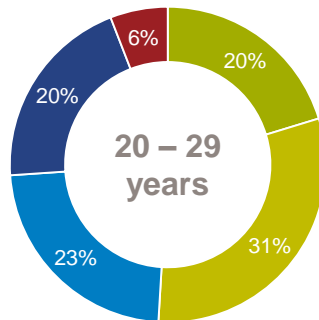
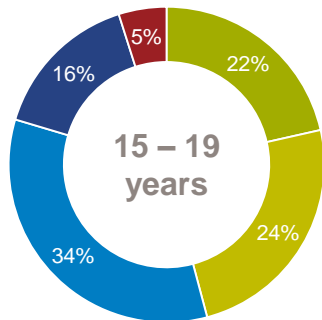


-  Every day or most days
-  At least once a week
-  At least once a month
-  Less often
-  Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Mexico by age groups



Every day or most days



At least once a week



At least once a month



Less often

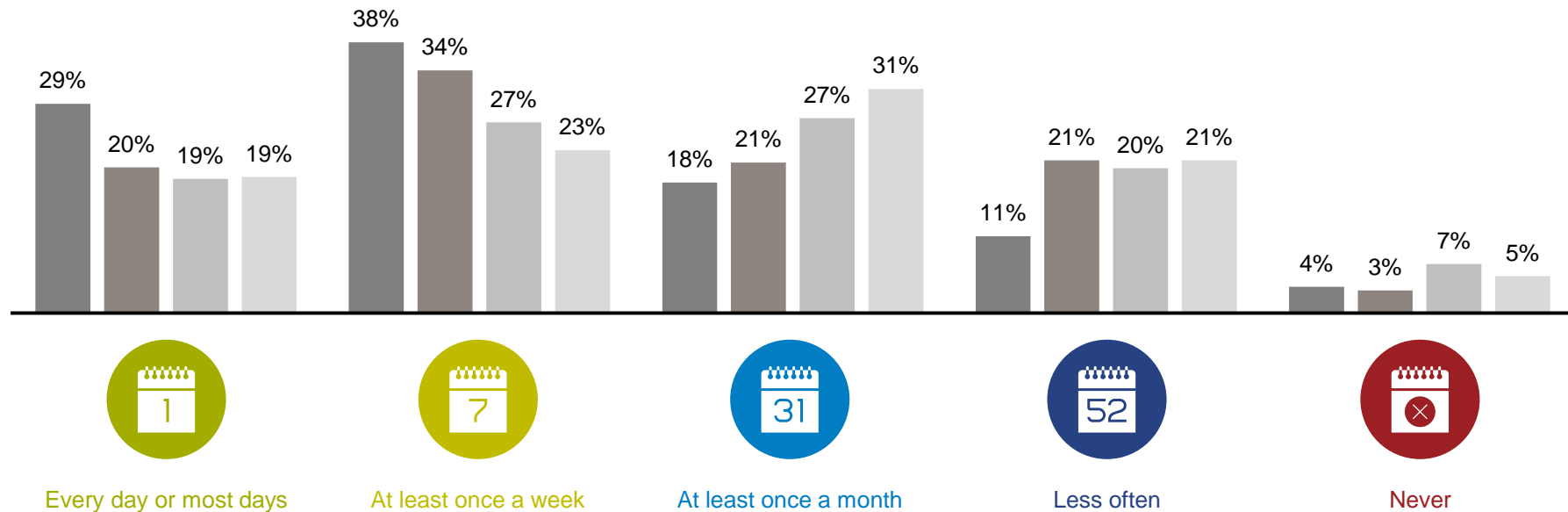


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Mexico by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



High income



Medium high income



Medium low income



Low income

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

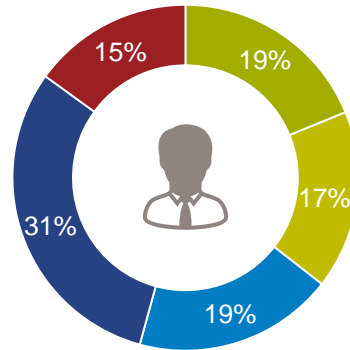
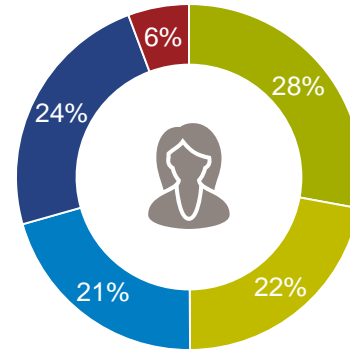
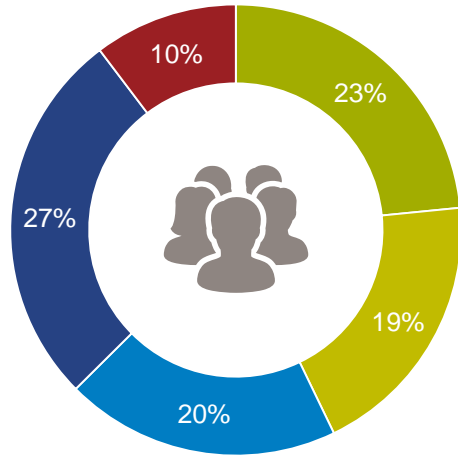
Country results – Asia-Pacific

Australia



Frequency of reading books

Australia – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

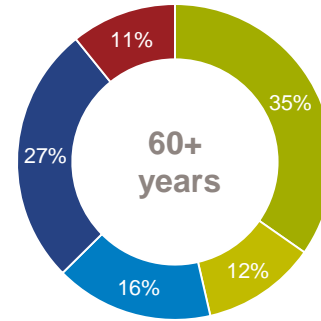
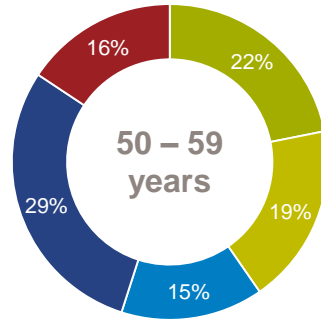
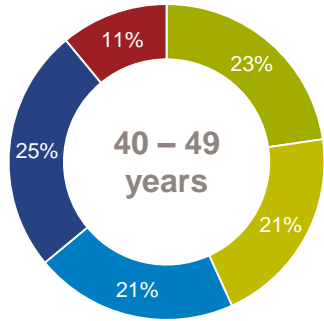
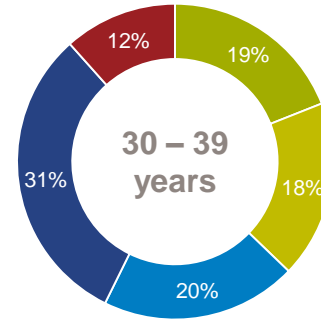
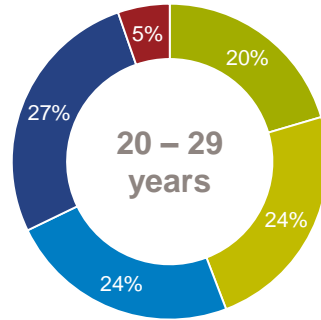
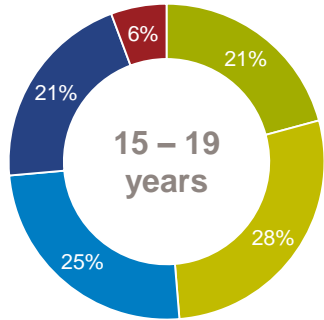


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Australia by age groups



Every day or most days



At least once a week



At least once a month



Less often

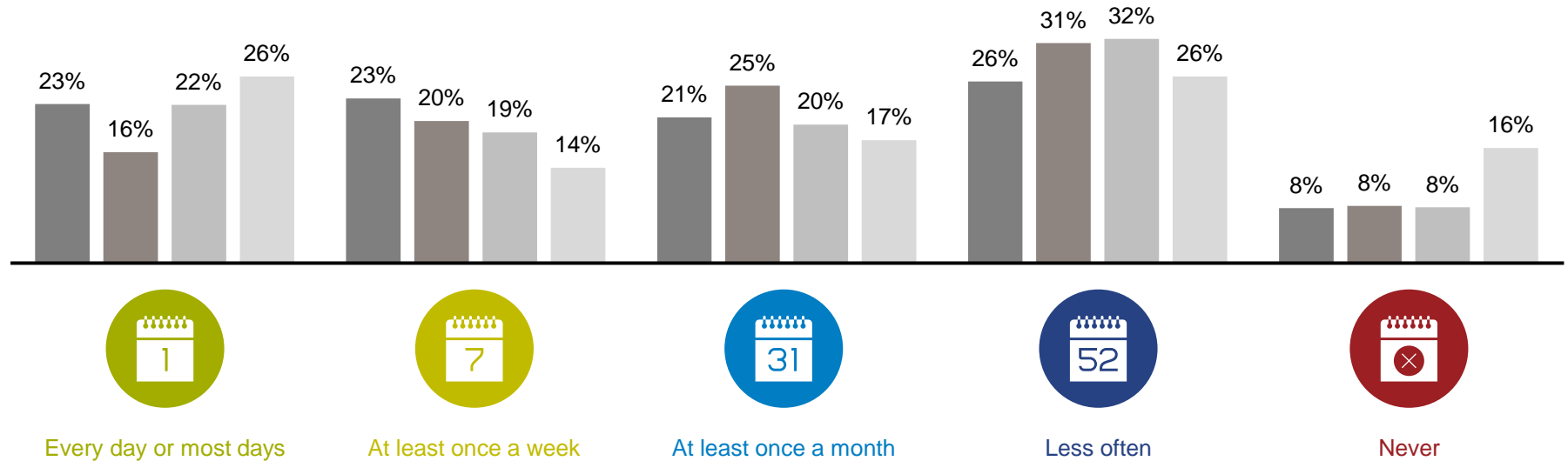


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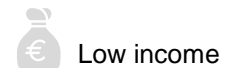
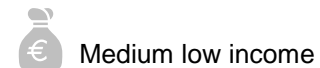
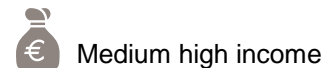
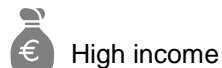
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Australia by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

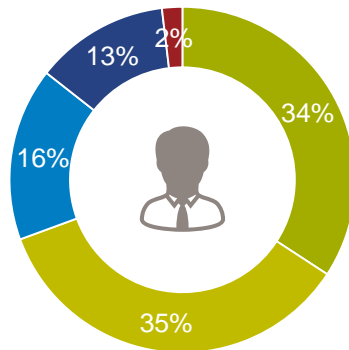
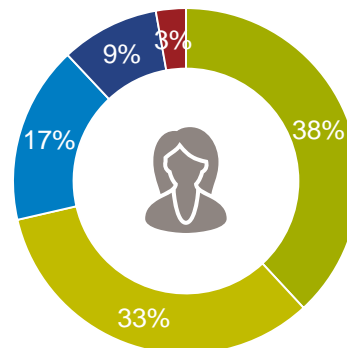
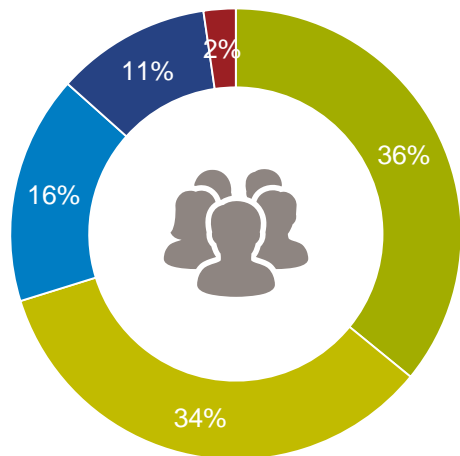
© GfK 2017 | Frequency of reading books

China



Frequency of reading books

China – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

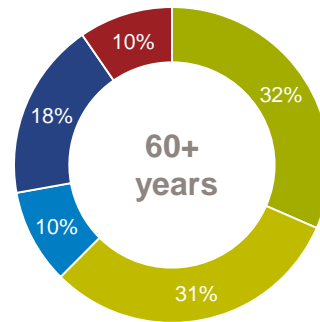
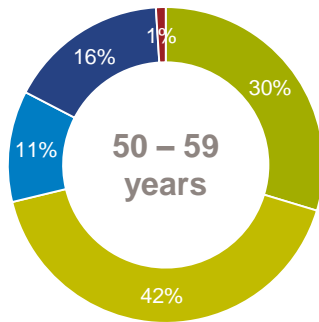
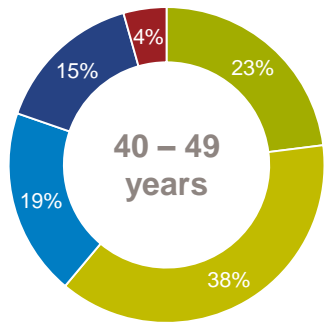
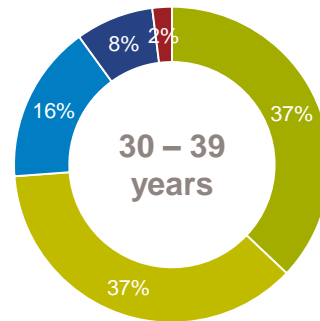
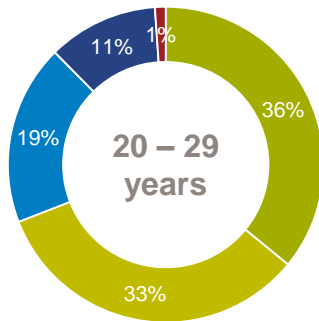
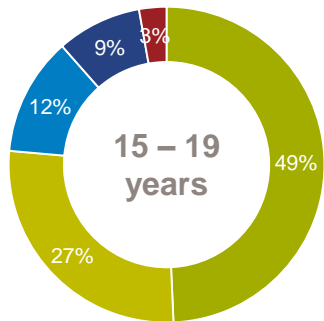


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books China by age groups



Every day or most days



At least once a week



At least once a month



Less often

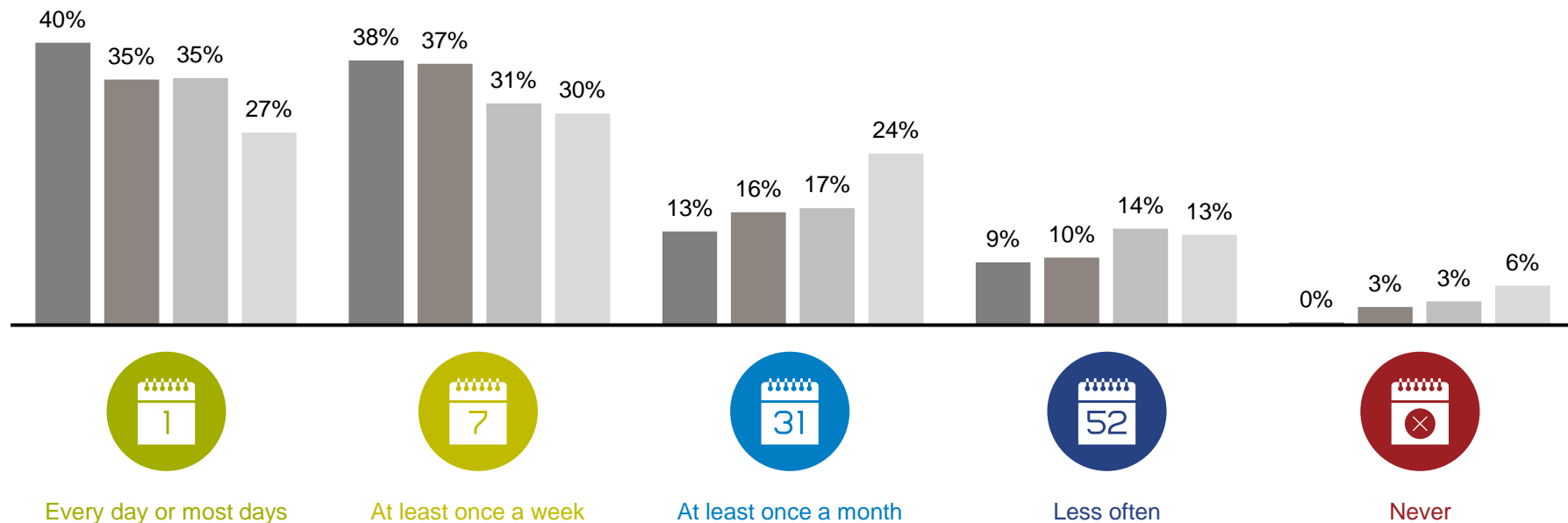


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books China by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



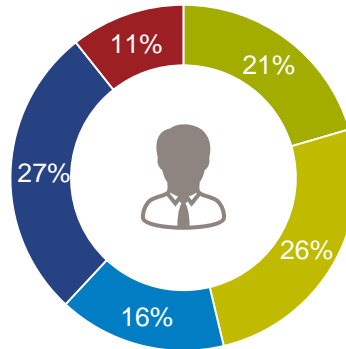
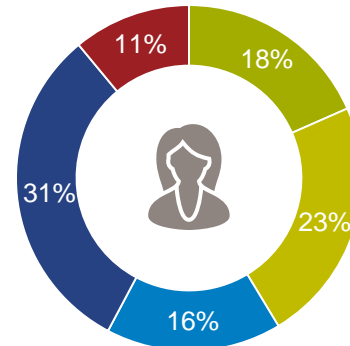
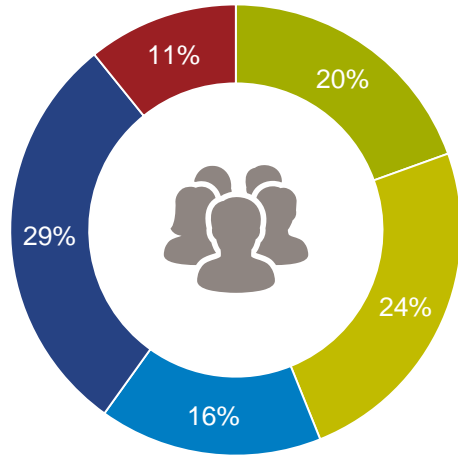
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

Japan



Frequency of reading books

Japan – Total plus breakdown by gender

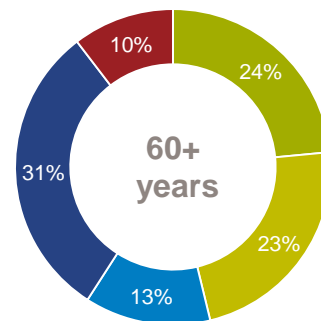
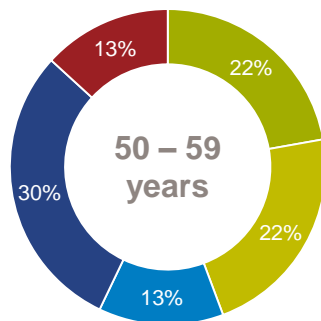
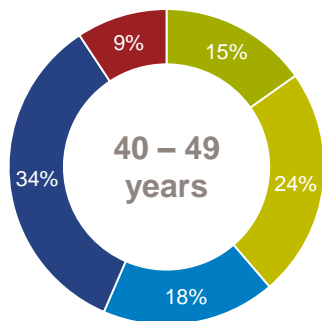
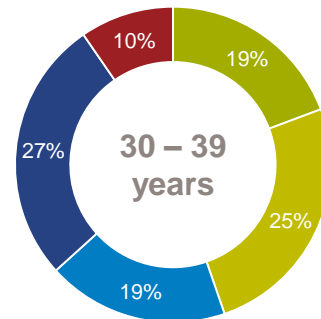
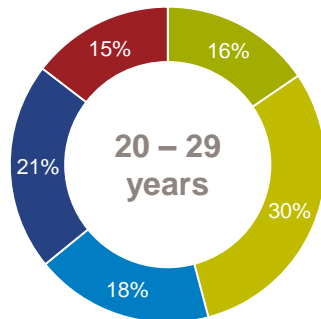
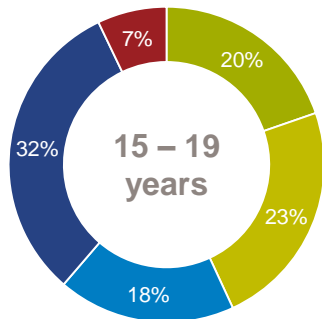


- Every day or most days
- At least once a week
- At least once a month
- Less often
- Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Japan by age groups



Every day or most days



At least once a week



At least once a month



Less often

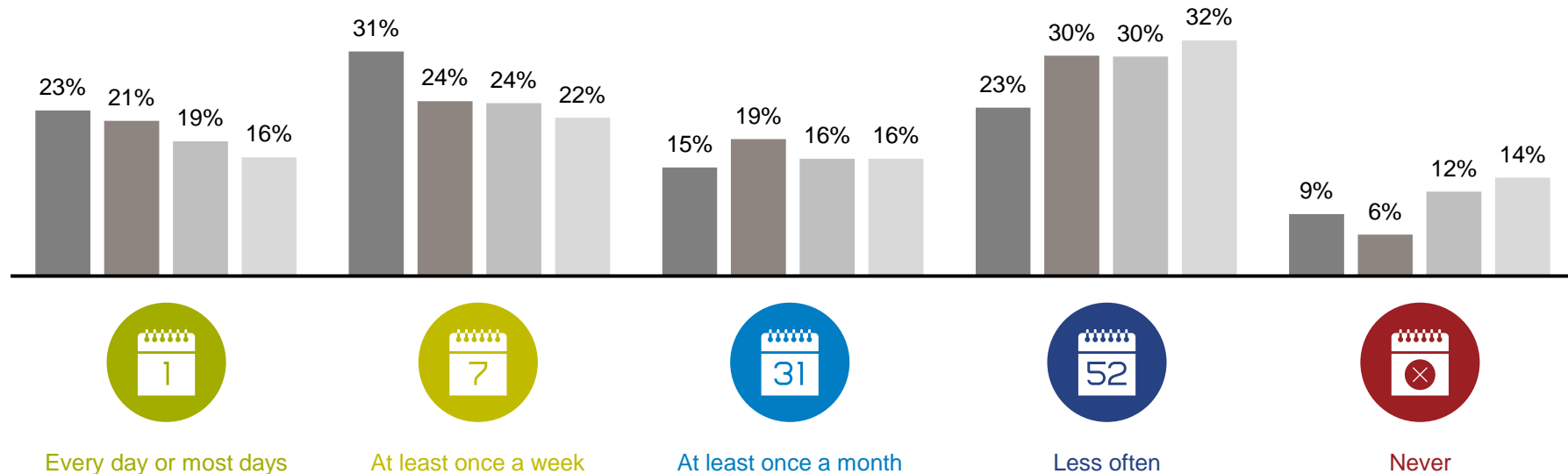


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books Japan by income groups



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

-  High income
-  Medium high income
-  Medium low income
-  Low income

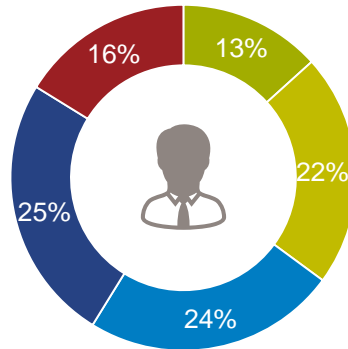
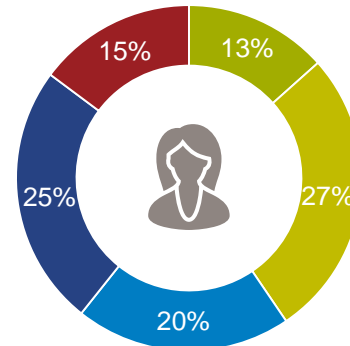
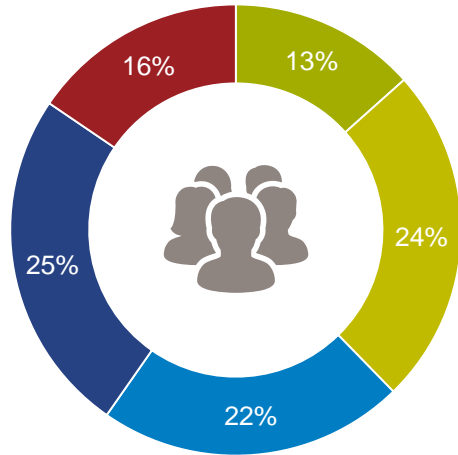
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

South Korea



Frequency of reading books

South Korea – Total plus breakdown by gender



Every day or most days



At least once a week



At least once a month



Less often

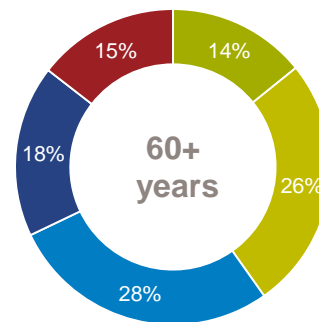
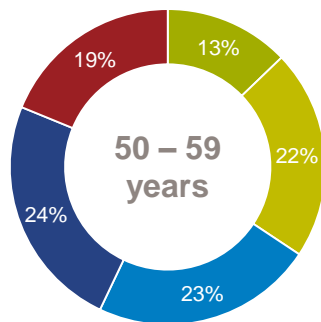
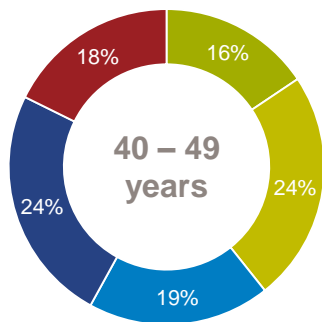
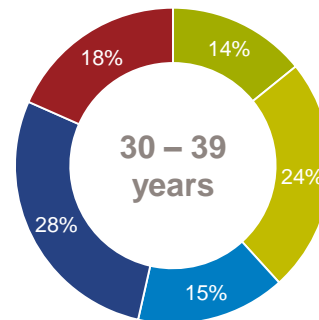
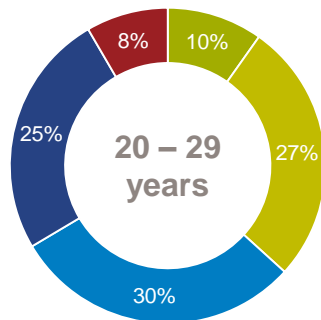
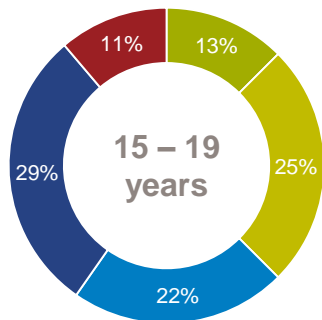


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books South Korea by age groups



Every day or most days



At least once a week



At least once a month



Less often

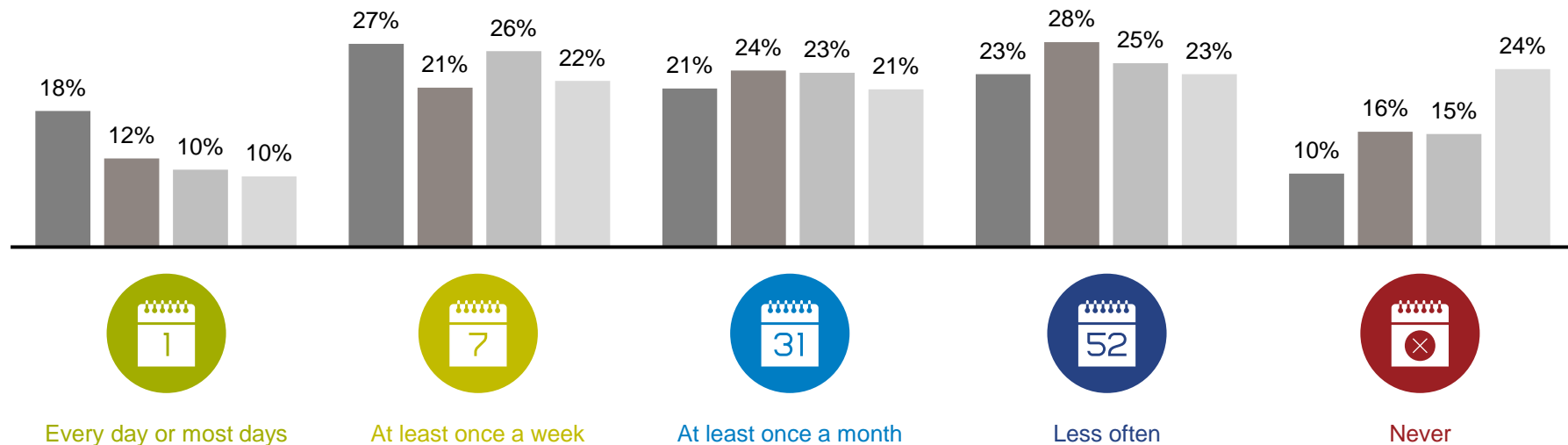


Never

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

© GfK 2017 | Frequency of reading books

Frequency of reading books South Korea by income groups



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High income



Medium high income



Medium low income



Low income

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – rounded

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For more information please contact
press@gfk.com