

# Gransnet survey: Reading habits of women over 40

in association with HQ

Survey of 1,046 women aged 40+, carried out between 22 May and 3 June 2019. The data is not weighted.

## How often do you read?

|                              | Total | Age       |      |             | Region                               |                            |                    |                     | Working status |                |         |
|------------------------------|-------|-----------|------|-------------|--------------------------------------|----------------------------|--------------------|---------------------|----------------|----------------|---------|
|                              |       | 40s & 50s | 60s  | 70 or older | The North & Yorkshire and the Humber | Midlands & East of England | London & The South | Scotland, Wales, NI | Full-time work | Part-time work | Retired |
| Daily or most days           | 84 %  | 79 %      | 83 % | 90 %        | 87 %                                 | 81 %                       | 83 %               | 87 %                | 79 %           | 83 %           | 86 %    |
| A few times a week           | 10 %  | 12 %      | 11 % | 7 %         | 6 %                                  | 13 %                       | 11 %               | 10 %                | 14 %           | 12 %           | 9 %     |
| About once a week            | 1 %   | 2 %       | 1 %  | 1 %         | 3 %                                  | 1 %                        | 1 %                | 0 %                 | 0 %            | 2 %            | 1 %     |
| 2-3 times a month            | 1 %   | 1 %       | 1 %  | 0 %         | 0 %                                  | 1 %                        | 2 %                | 1 %                 | 2 %            | 1 %            | 1 %     |
| Monthly                      | 0 %   | 0 %       | 0 %  | 0 %         | 0 %                                  | 0 %                        | 0 %                | 0 %                 | 1 %            | 0 %            | 0 %     |
| Less often - unsure when     | 1 %   | 2 %       | 1 %  | 0 %         | 2 %                                  | 2 %                        | 0 %                | 1 %                 | 2 %            | 1 %            | 1 %     |
| Less often - only on holiday | 1 %   | 2 %       | 1 %  | 0 %         | 0 %                                  | 2 %                        | 1 %                | 0 %                 | 2 %            | 1 %            | 1 %     |
| Other (please specify)       | 1 %   | 1 %       | 1 %  | 0 %         | 0 %                                  | 0 %                        | 1 %                | 0 %                 | 0 %            | 0 %            | 1 %     |
| No answer                    | 1 %   | 1 %       | 0 %  | 1 %         | 0 %                                  | 1 %                        | 0 %                | 2 %                 | 1 %            | 0 %            | 1 %     |

## Where, if at all, do you usually read? Please select ALL that apply.

|                         | Total | Age       |      |             | Region                               |                            |                    |                     | Working status |                |         |
|-------------------------|-------|-----------|------|-------------|--------------------------------------|----------------------------|--------------------|---------------------|----------------|----------------|---------|
|                         |       | 40s & 50s | 60s  | 70 or older | The North & Yorkshire and the Humber | Midlands & East of England | London & The South | Scotland, Wales, NI | Full-time work | Part-time work | Retired |
| In bed                  | 87 %  | 90 %      | 86 % | 85 %        | 87 %                                 | 87 %                       | 87 %               | 84 %                | 90 %           | 92 %           | 84 %    |
| Other locations at home | 71 %  | 66 %      | 74 % | 71 %        | 72 %                                 | 75 %                       | 67 %               | 73 %                | 64 %           | 65 %           | 74 %    |
| In the garden           | 51 %  | 51 %      | 51 % | 52 %        | 52 %                                 | 54 %                       | 51 %               | 48 %                | 43 %           | 54 %           | 53 %    |
| On bus/train            | 37 %  | 41 %      | 36 % | 36 %        | 33 %                                 | 38 %                       | 40 %               | 37 %                | 48 %           | 47 %           | 33 %    |
| In a cafe               | 18 %  | 21 %      | 18 % | 13 %        | 17 %                                 | 18 %                       | 18 %               | 21 %                | 23 %           | 22 %           | 14 %    |
| In the bath             | 17 %  | 26 %      | 14 % | 13 %        | 18 %                                 | 16 %                       | 19 %               | 13 %                | 23 %           | 22 %           | 14 %    |
| In a park               | 15 %  | 20 %      | 14 % | 11 %        | 13 %                                 | 16 %                       | 15 %               | 15 %                | 20 %           | 16 %           | 12 %    |
| On the loo              | 14 %  | 18 %      | 11 % | 13 %        | 10 %                                 | 18 %                       | 13 %               | 12 %                | 17 %           | 19 %           | 11 %    |
| On long car journeys    | 11 %  | 15 %      | 11 % | 8 %         | 13 %                                 | 9 %                        | 11 %               | 12 %                | 15 %           | 13 %           | 10 %    |
| Other (please specify)  | 15 %  | 14 %      | 15 % | 16 %        | 21 %                                 | 14 %                       | 13 %               | 14 %                | 23 %           | 12 %           | 15 %    |

**Which of the following formats do you prefer reading?**

[illegible]

**Why do you read? Please select all that apply.**

[illegible]

**Where do you tend to get your books from? Please select all that apply**

[illegible]

**How often do you usually buy or borrow books?**

[illegible]

[illegible]

Which of the following things would be most likely to persuade you to purchase a specific book above others?

[illegible]

Thinking back to when you were under 50 (if you're now over 50), would you say you read:

[illegible]

**In which age range would you tend to define the following as starting at?**

[illegible]

**Which genres of books do you tend to read most often? Please select up to 5.**

[illegible]

**To what extent do you agree or disagree with the following statements?**

[illegible]



[illegible]





**To what extent do you agree or disagree with the following statements about books?**

[illegible]

[illegible]

| I would like to see women my age portrayed as working                                                                                                                 |       |           |      |             |                                      |                            |                    |                     |                |                |         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|------|-------------|--------------------------------------|----------------------------|--------------------|---------------------|----------------|----------------|---------|
| Net: agree                                                                                                                                                            | 41 %  | 57 %      | 39 % | 27 %        | 41 %                                 | 39 %                       | 45 %               | 29 %                | 77 %           | 66 %           | 27 %    |
| Net: disagree                                                                                                                                                         | 12 %  | 5 %       | 11 % | 20 %        | 10 %                                 | 11 %                       | 11 %               | 18 %                | 2 %            | 4 %            | 16 %    |
| Strongly agree                                                                                                                                                        | 12 %  | 23 %      | 11 % | 5 %         | 13 %                                 | 11 %                       | 14 %               | 6 %                 | 38 %           | 21 %           | 5 %     |
| Somewhat agree                                                                                                                                                        | 28 %  | 34 %      | 29 % | 22 %        | 27 %                                 | 27 %                       | 31 %               | 23 %                | 40 %           | 44 %           | 22 %    |
| Neither agree nor disagree                                                                                                                                            | 47 %  | 38 %      | 49 % | 52 %        | 49 %                                 | 50 %                       | 44 %               | 52 %                | 21 %           | 30 %           | 56 %    |
| Somewhat disagree                                                                                                                                                     | 9 %   | 3 %       | 9 %  | 16 %        | 6 %                                  | 10 %                       | 9 %                | 16 %                | 2 %            | 2 %            | 14 %    |
| Strongly disagree                                                                                                                                                     | 2 %   | 1 %       | 2 %  | 3 %         | 4 %                                  | 0 %                        | 3 %                | 3 %                 | 0 %            | 2 %            | 3 %     |
| No Answer                                                                                                                                                             | 1 %   | 0 %       | 1 %  | 1 %         | 0 %                                  | 1 %                        | 0 %                | 1 %                 | 0 %            | 0 %            | 1 %     |
| I would like to see a more honest portrayal of sex for women my age                                                                                                   |       |           |      |             |                                      |                            |                    |                     |                |                |         |
| Net: agree                                                                                                                                                            | 50 %  | 59 %      | 48 % | 45 %        | 50 %                                 | 51 %                       | 53 %               | 39 %                | 60 %           | 50 %           | 47 %    |
| Net: disagree                                                                                                                                                         | 7 %   | 4 %       | 7 %  | 9 %         | 8 %                                  | 8 %                        | 5 %                | 8 %                 | 6 %            | 4 %            | 9 %     |
| Strongly agree                                                                                                                                                        | 13 %  | 17 %      | 13 % | 9 %         | 13 %                                 | 15 %                       | 13 %               | 14 %                | 21 %           | 16 %           | 11 %    |
| Somewhat agree                                                                                                                                                        | 37 %  | 42 %      | 35 % | 36 %        | 37 %                                 | 36 %                       | 41 %               | 25 %                | 39 %           | 34 %           | 37 %    |
| Neither agree nor disagree                                                                                                                                            | 42 %  | 37 %      | 44 % | 46 %        | 43 %                                 | 40 %                       | 41 %               | 53 %                | 35 %           | 45 %           | 44 %    |
| Somewhat disagree                                                                                                                                                     | 5 %   | 2 %       | 6 %  | 7 %         | 6 %                                  | 6 %                        | 4 %                | 3 %                 | 3 %            | 3 %            | 7 %     |
| Strongly disagree                                                                                                                                                     | 2 %   | 1 %       | 2 %  | 3 %         | 2 %                                  | 2 %                        | 2 %                | 4 %                 | 2 %            | 1 %            | 2 %     |
| No Answer                                                                                                                                                             | 0 %   | 0 %       | 0 %  | 0 %         | 0 %                                  | 1 %                        | 0 %                | 0 %                 | 0 %            | 0 %            | 0 %     |
|                                                                                                                                                                       |       |           |      |             |                                      |                            |                    |                     |                |                |         |
| Which, if any, of the following characteristics are important to you when thinking about how you identify with characters in novels?<br>Please select all that apply. |       |           |      |             |                                      |                            |                    |                     |                |                |         |
|                                                                                                                                                                       | Age   |           |      |             | Region                               |                            |                    |                     | Working status |                |         |
|                                                                                                                                                                       | Total | 40s & 50s | 60s  | 70 or older | The North & Yorkshire and the Humber | Midlands & East of England | London & The South | Scotland, Wales, NI | Full-time work | Part-time work | Retired |
| Personality                                                                                                                                                           | 71 %  | 72 %      | 71 % | 71 %        | 70 %                                 | 69 %                       | 72 %               | 77 %                | 71 %           | 71 %           | 70 %    |
| Values                                                                                                                                                                | 68 %  | 69 %      | 69 % | 64 %        | 71 %                                 | 69 %                       | 67 %               | 61 %                | 65 %           | 72 %           | 68 %    |
| Gender                                                                                                                                                                | 35 %  | 35 %      | 34 % | 36 %        | 35 %                                 | 31 %                       | 36 %               | 39 %                | 35 %           | 33 %           | 36 %    |
| Age                                                                                                                                                                   | 30 %  | 30 %      | 31 % | 30 %        | 32 %                                 | 30 %                       | 29 %               | 31 %                | 27 %           | 29 %           | 31 %    |
| Relationship status                                                                                                                                                   | 29 %  | 27 %      | 28 % | 33 %        | 28 %                                 | 30 %                       | 30 %               | 25 %                | 27 %           | 29 %           | 29 %    |
| Life stage                                                                                                                                                            | 28 %  | 32 %      | 28 % | 22 %        | 29 %                                 | 28 %                       | 27 %               | 26 %                | 28 %           | 29 %           | 26 %    |
| Location                                                                                                                                                              | 25 %  | 22 %      | 25 % | 29 %        | 27 %                                 | 27 %                       | 23 %               | 22 %                | 17 %           | 20 %           | 28 %    |
| Job                                                                                                                                                                   | 15 %  | 17 %      | 16 % | 13 %        | 12 %                                 | 14 %                       | 17 %               | 17 %                | 23 %           | 20 %           | 13 %    |
| Other (please specify)                                                                                                                                                | 6 %   | 5 %       | 5 %  | 7 %         | 5 %                                  | 5 %                        | 6 %                | 5 %                 | 3 %            | 5 %            | 6 %     |

Below are some representations of older women that you may or may not have seen in books you've read. For each one, please choose the answer that best represents your own experience when it comes to the books you read:

[illegible]

**When it comes to sex in books, which, if any, of the following reflect how you feel middle-aged or older women are usually represented as. Please select all that apply**

[illegible]

**How do you feel when reading sex scenes in books? Please select all that apply**

[illegible]