



# Reading the Future 2011

## A joint report from BML and The Bookseller on book consumers, current and future

*Who are our customers? What are they doing now? And what will they do in the future?*

The book market is changing rapidly – and book consumers are changing with it. But how much do we understand about these changes and how they will impact on our businesses? Backed up by data on the consumer book market from BML's **Books & Consumers**, this new report provides nuanced information about book buyers, including where they browse for books - and where they buy; who is buying ebooks and where; what we could do to encourage book buying on the high street; who is buying digital material for children, and what is influencing this trend, and what book buyers think about piracy.

This new survey aims to provide publishers with critical information to help in these challenging times. An update to three previous Reading the Futures with additional data taken from BML's continuous survey of book purchasing, **Books & Consumers**, the study looks in depth at the who, what, where and why of today's book-buyer. It examines:

- Book-buyers' attitudes to e-book pricing
- Readers' preferred retail channels for print and e-books
- Promotional awareness
- How consumers find out about books and authors
- Views on piracy
- Future print and digital buying trends

This research was conducted online among 4,000 UK book-buyers in August 2011. BML's **Books & Consumers** survey monitors purchases of new books (including maps, audio, e-books etc) by British consumers, using a nationally representative panel of 15,000 individuals aged 13-79 run by Kantar World panel. Respondents on the panel record all their purchases, for children as well as adults, from all sources. Data on these purchases are collected using online data capture.

## Report contents

### Executive summary

1. Book genres liked
2. E-book purchasing
3. Where people browse
4. Retail channels:
  - for print
  - for e-books
5. Future purchasing:
  - of print
  - of e-books
6. Discoverability
7. Potential sales drivers
8. Awareness of promotions
9. Children's:
  - purchase influences
  - e-books
10. Device ownership
  - current
  - future
11. E-book pricing
  - versus print
  - combined with print
12. Attitudes towards piracy

Order online now:

**Subscribers £300**

[www.booksellersubs.com/report15](http://www.booksellersubs.com/report15)

**Non-subscribers £595**

[www.booksellersubs.com/report11](http://www.booksellersubs.com/report11)



Powered by **Bowker.**

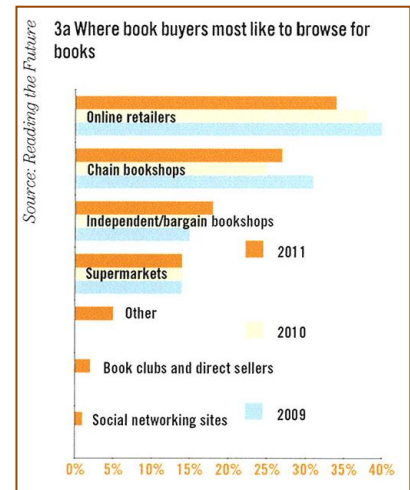
## About The Bookseller

The Bookseller has been the leading business magazine for the book industry since 1858. The website theBookseller.com is the leading digital source for news, opinion and charts across the book business. The subscription-only magazine is read by approximately 40,000 people each week in over 90 countries, and contains the latest news from the publishing and bookselling worlds, in-depth analysis and features, as well as bestseller information courtesy of Nielsen BookScan.

The magazine also produces about a dozen supplements on an annual basis, and produces four Buyer's Guides. The Bookseller also publishes three daily issues at both the annual London Book Fair, in April, and the Frankfurt Book Fair, in October. Its website theBookseller.com is visited by approximately 100,000 unique users each month. In April 2010 the magazine launched its digital sister website FutureBook.net.

## About BML

Established in 1990, BML is the leading provider of market research information and business intelligence on the UK book market. BML monitors the British book market through **Books & Consumers**, a continuous survey of 15,000 consumers that is the publishing industry's premier resource for understanding book buying behavior in Great Britain, as well as undertaking adhoc research for a wide range of clients.



## ORDER FORM

Your report will be delivered in pdf format by email – you will not receive a printed copy. Please print your email address clearly. Order using the form below: subscribers £300/non-subscribers £595.

Payment details:

I enclose a cheque payable to The Bookseller

Please charge total amount to my card by (please tick one):

- Visa  
 Mastercard  
 Switch/Maestro  
 Delta

Card holder name \_\_\_\_\_

Card No \_\_\_\_\_

Start date \_\_\_\_\_ Expiry date \_\_\_\_\_

Issue No (Maestro only) \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I am a subscriber/non-subscriber (please delete as appropriate).

**Send to: Bookseller Subs Dept, dsbnet, McGowan House, Waterside Way, Northampton NN4 7XD, UK**

**Or call us on +44 (0) 1604 251 040**

**OR ORDER ONLINE:**

Subscribers (£300) [www.booksellersubs.com/report15](http://www.booksellersubs.com/report15)

Non-subscribers (£595) [www.booksellersubs.com/report11](http://www.booksellersubs.com/report11)



Powered by **Bowler.**