

For immediate release

15 June 2012

40% of UK magazine buyers prefer to read magazines in print format

Recent research from YouGov SixthSense has found that UK magazine buyers feel a strong affinity for print, and this is especially true of women. Overall, 40% of UK magazine buyers prefer print to digital (45% of women), 35% like the look and feel of printed magazines (41% women) and 32% like the convenience of print magazines (36% women).

When it comes to digital, just over 11% of magazine buyers read magazines - both online and in print, and just under one in ten (9%) are reading more online.

Men have taken to digital options with significantly greater enthusiasm than women: 14% read both online and print compared with 9% of women, and men are three times as likely to read more online compared with women (15% versus 5%).

Despite the appreciation of print as a medium, around half (47%) of all magazine purchasers say they are buying less often. However in contrast, almost three in ten (28%) have not changed their buying and a small minority of 5% are buying more often.

Cost is a particular issue for magazine buyers: 27% of men and 34% of women are buying less often because of cost. Busy lifestyles are also an important factor, with 18% of those who buy magazines claiming to have less time to read magazines now.

Commenting on the findings, YouGov SixthSense Research Director James McCoy said: "Preference on this scale suggests that magazines still have a healthy future in print, although prospects vary by sector according to the attitudes of different reader groups, and this will inevitably change over time. It is possible that digital formats have made some inroads on physical print sales but these findings point the finger at cost and shortage of time as being far more influential factors."

-ENDS-

Notes to editors:

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. YouGov SixthSense Magazine Consumption report. Total sample size was 2,102 UK adults aged 16+. Fieldwork was undertaken between the 10th and 16th April 2012.

[Click here to find out more about the Magazine Consumption report](#)

Enquiries:

Giovanna Clark, PR Executive

T: +44(0)20 7012 6069

E: giovanna.clark@yougov.com

General YouGov enquiries:

T: +44(0)20 7012 6000

E: info@yougov.co.uk

W: yougov.co.uk

About SixthSense

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit yougovsixthsense.com

About YouGov

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex and social media analysis tool SoMA, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

For further information visit yougov.co.uk