

YouGov Survey Results

Sample Size: 1665 GB Adults
Fieldwork: 25th - 26th February 2018

	Vote in 2017			EU Ref 2016		Gender		Age						Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1665	571	546	102	654	711	806	859	186	248	267	321	262	381	949	716	223	539	356	401	145	
Unweighted Sample	1665	588	543	106	738	699	734	931	157	247	269	325	282	385	1009	656	187	572	358	400	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much would you say you enjoy reading books?

I enjoy reading books a lot	48	49	51	65	54	47	34	62	34	42	44	46	55	59	54	41	48	49	45	50	44
I enjoy reading books quite a lot	30	32	28	26	30	30	33	27	34	38	27	29	31	24	30	30	33	30	32	27	30
TOTAL ENJOY A LOT/ QUITE A LOT	78	81	79	91	84	77	67	89	68	80	71	75	86	83	84	71	81	79	77	77	74
I don't enjoy reading books very much	11	10	10	8	10	11	17	5	11	10	16	13	9	8	9	13	7	12	12	9	15
I don't enjoy reading books at all	6	7	7	1	4	7	10	3	11	4	8	7	4	7	4	9	6	5	6	9	5
TOTAL DON'T ENJOY VERY MUCH/ AT ALL	17	17	17	9	14	18	27	8	22	14	24	20	13	15	13	22	13	17	18	18	20
Don't know	5	3	4	0	2	4	6	3	10	6	5	6	2	2	3	7	6	4	5	5	5

If you could choose, would you prefer to read a paper book or one on a device like an e-reader, smartphone or tablet computer (such as an iPad or Kindle)?

I would prefer to read a paper book	73	77	72	71	73	75	69	76	68	72	67	74	75	76	73	72	70	73	73	72	77
I would prefer to read a book on an e-reader, smartphone/ tablet computer (such as an iPad or Kindle)	17	18	17	21	19	16	18	16	19	17	17	15	18	16	19	14	14	19	17	17	15
I don't know	10	5	11	8	9	9	13	8	13	10	16	11	7	8	8	14	16	8	10	11	9

Which of the following books have you ever read?

Peter Rabbit books, by Beatrix Potter

I have read this	53	57	54	72	61	52	36	70	34	63	52	48	62	56	58	47	54	59	50	51	45
I have not read this	44	41	44	25	37	46	59	29	58	33	44	50	37	42	40	48	41	39	46	46	52
I don't know	3	1	2	3	2	2	5	1	8	5	4	2	1	1	2	4	5	2	5	2	3

Winnie the Pooh books, by A. A. Milne

I have read this	57	63	58	61	62	57	42	70	46	56	56	54	67	58	60	52	55	63	57	53	43
I have not read this	41	35	40	36	36	41	54	28	47	39	42	44	32	40	38	45	41	34	39	46	53
I don't know	3	2	2	2	2	2	4	2	8	5	2	2	0	2	2	4	5	3	4	1	4

Mr Men books and/or Little Miss books, by Roger Hargreaves

I have read this	68	69	73	77	73	68	57	78	66	75	75	75	59	59	71	64	64	71	66	70	59
I have not read this	30	30	26	23	26	31	40	21	27	22	23	23	41	40	28	33	33	28	30	28	38
I don't know	2	1	1	0	1	1	3	1	7	3	2	1	0	1	1	3	3	1	4	1	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Harry Potter books, by J K Rowling																					
I have read this	44	41	50	57	53	40	35	51	61	63	38	38	38	35	48	38	51	45	40	42	41
I have not read this	55	58	49	43	47	59	62	48	33	35	60	61	62	65	52	59	46	55	57	57	57
I don't know	2	0	1	0	1	1	3	1	6	2	2	1	0	0	1	3	3	1	3	1	2
Books by Enid Blyton, including Famous Five books, Secret Seven books, The Adventure series or Noddy books																					
I have read this	70	79	71	78	73	77	59	80	40	58	66	75	85	81	75	63	62	74	71	70	65
I have not read this	27	20	28	22	26	22	38	18	52	39	30	23	15	18	24	33	34	25	25	28	31
I don't know	2	1	1	0	1	1	3	2	8	3	3	1	0	1	1	4	4	1	4	2	3
The Chronicles of Narnia books (e.g. The Lion, The Witch and The Wardrobe), by C S Lewis																					
I have read this	49	50	54	66	57	48	39	59	48	52	56	54	50	39	55	41	46	52	47	51	45
I have not read this	48	49	44	34	42	50	57	40	44	45	42	45	49	59	43	55	49	47	48	47	52
I don't know	3	1	2	0	1	2	4	1	8	3	3	2	1	1	2	4	4	1	5	2	3
Alice in Wonderland and/or Through the Looking-Glass, by Lewis Carroll																					
I have read this	52	58	54	61	55	56	38	66	34	48	41	48	62	70	57	46	52	57	50	53	43
I have not read this	44	40	44	37	43	41	58	31	58	48	54	51	36	28	40	49	42	41	45	45	52
I don't know	3	2	2	2	2	3	4	2	9	4	5	2	2	2	2	5	7	2	5	2	5
The Wind in the Willows, by Kenneth Grahame																					
I have read this	48	55	52	54	52	52	38	58	24	43	42	44	60	63	53	42	43	53	48	48	35
I have not read this	48	43	46	44	45	46	58	39	65	53	55	54	37	36	45	53	53	44	46	50	61
I don't know	3	2	2	2	3	2	4	3	11	4	3	2	3	1	2	5	4	3	5	2	4
The Hobbit, by J R R Tolkien																					
I have read this	41	40	45	50	49	38	41	40	30	42	41	43	46	40	45	35	41	42	40	40	39
I have not read this	57	59	54	50	50	60	56	59	64	56	57	55	53	59	54	62	56	57	56	58	59
I don't know	2	1	1	0	1	1	3	1	7	2	2	2	1	1	1	3	3	1	3	2	2
Swallows and Amazons books, by Arthur Ransome																					
I have read this	24	31	21	36	27	29	22	26	7	10	15	28	35	37	27	20	21	28	22	22	22
I have not read this	73	67	76	64	71	68	74	71	86	88	80	70	62	61	71	75	73	70	74	75	74
I don't know	3	2	3	0	2	3	3	3	7	3	5	2	3	2	2	5	6	2	4	3	4
Treasure Island, by Robert Louis Stephenson																					
I have read this	49	59	46	49	49	58	49	49	14	27	31	46	73	80	51	46	49	50	48	48	51
I have not read this	47	38	52	50	49	39	47	48	80	69	64	51	25	17	46	49	45	48	46	50	45
I don't know	4	3	2	2	2	3	4	3	7	4	5	3	2	3	3	5	5	3	6	2	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Alex Rider books (e.g. Stormbreaker), by Anthony Horowitz

I have read this	10	8	12	9	11	7	10	9	34	12	4	7	6	6	12	7	11	11	7	9	8
I have not read this	88	91	86	91	87	91	86	89	60	85	94	92	92	93	86	90	86	87	88	88	89
I don't know	2	1	2	0	1	2	3	2	7	3	2	1	2	1	2	3	3	1	4	2	3

Goosebumps books, by R.L. Stine

I have read this	18	10	23	20	20	13	13	23	35	58	10	10	8	4	17	20	23	17	17	18	20
I have not read this	79	88	75	80	79	85	83	76	57	39	88	89	91	94	81	77	74	81	79	80	78
I don't know	2	1	1	0	1	2	4	1	7	3	3	2	1	1	1	4	3	1	4	2	3

His Dark Materials books (e.g. Northern Lights), by Philip Pullman

I have read this	16	13	19	33	24	12	12	19	19	27	15	11	14	13	19	12	18	19	13	14	15
I have not read this	82	86	79	67	74	86	84	79	74	70	82	88	85	86	80	84	78	80	84	85	82
I don't know	3	1	2	0	1	2	4	1	7	3	3	1	1	1	2	4	4	1	4	2	4

For the next question, please choose as many answers as you like...

The following books are all novels by Roald Dahl. Which of these have you ever read?

Charlie and the Chocolate Factory	57	53	66	61	66	53	49	65	66	68	68	66	42	41	60	53	59	58	58	54	58
James and the Giant Peach	54	48	63	63	62	50	44	62	62	67	59	61	44	37	57	49	54	55	52	52	56
The BFG	51	46	62	56	60	46	44	59	65	70	68	43	41	36	54	48	58	53	47	51	48
Matilda	41	34	49	54	48	36	27	54	54	63	47	32	35	27	42	39	43	41	34	44	42
The Twits	38	29	49	45	48	30	29	47	59	64	60	26	26	15	40	36	44	40	32	41	32
Fantastic Mr Fox	37	31	44	46	46	32	27	46	48	50	45	33	30	25	39	34	39	39	30	38	36
The Witches	33	26	42	44	43	25	23	42	44	57	55	22	25	13	35	30	39	34	27	33	36
Charlie and the Great Glass Elevator	31	27	39	41	39	26	25	36	28	42	46	40	16	15	34	26	31	33	29	29	29
George's Marvellous Medicine	31	24	41	41	42	24	22	39	47	47	49	23	19	17	34	28	32	33	23	37	27
Danny, the Champion of the World	25	22	32	30	34	20	21	28	29	35	38	27	11	14	27	21	22	27	22	23	29
Esio Trot	18	16	23	21	25	13	11	26	32	28	19	13	17	11	21	15	18	20	17	17	20
The Enormous Crocodile	15	13	20	21	22	11	10	20	17	26	20	11	8	13	17	12	16	17	11	14	20
The Magic Finger	11	9	13	13	14	8	4	17	20	19	13	8	5	6	11	10	8	13	10	11	10
The Giraffe and the Pelly and Me	11	9	16	14	17	8	6	16	19	18	14	8	8	7	14	8	13	13	7	12	13
The Vicar of Nibbleswicke	2	2	2	4	3	1	1	4	2	6	1	1	2	2	3	1	2	3	1	2	2
The Minpins	2	2	2	7	4	1	1	3	0	4	3	3	1	1	2	2	1	3	1	2	3
None of these	24	29	18	19	18	29	29	20	9	8	11	20	42	42	21	28	21	23	22	29	23
Don't know	5	4	3	4	3	5	8	3	8	3	5	4	2	8	4	7	5	5	7	4	5

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Unweighted Sample	1665	588	543	106	738	699	734	931	157	247	269	325	282	385	1009	656	187	572	358	400	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the next question, please choose only one answer...

You said that you have read these books before...Which of these Roald Dahl books would you say is your favourite?

[Asked only to those who said they had read at least one of Roald Dahl's books; n=1207]

Charlie and the Chocolate Factory	24	29	25	16	23	27	28	22	15	16	24	41	19	25	24	26	27	24	30	18	26
The BFG	13	12	11	19	11	15	15	12	10	13	12	10	21	15	11	16	13	15	10	17	8
Matilda	10	10	10	13	10	11	4	15	12	13	9	4	12	13	9	12	12	11	8	8	13
The Twits	9	5	10	8	11	5	8	9	13	16	12	2	3	6	8	9	10	7	8	10	10
James and the Giant Peach	8	7	8	8	9	7	8	8	7	9	7	12	6	7	9	7	8	8	10	7	8
Danny, the Champion of the World	6	6	6	3	5	6	7	5	5	4	8	8	1	5	6	4	3	5	6	6	8
Fantastic Mr Fox	5	4	6	10	6	4	6	5	8	5	4	4	8	6	6	5	6	5	4	8	2
George's Marvellous Medicine	4	4	4	1	5	5	5	4	7	5	5	2	2	4	5	3	0	5	5	5	5
The Witches	4	4	5	2	6	3	3	5	5	4	8	3	5	1	5	3	3	4	2	6	8
Esio Trot	2	4	2	0	3	2	0	4	5	1	1	1	4	2	2	2	2	2	3	1	2
Charlie and the Great Glass Elevator	1	1	1	4	1	2	2	1	0	2	1	2	1	0	1	1	2	1	2	1	0
The Enormous Crocodile	1	1	1	0	1	1	1	1	1	1	0	0	1	2	1	1	0	1	0	1	2
The Giraffe and the Pelly and Me	1	0	1	3	1	0	0	1	1	1	1	0	2	1	1	0	2	1	0	1	1
The Magic Finger	0	0	0	0	0	1	0	1	0	1	0	0	1	0	0	0	0	1	0	0	0
The Vicar of Nibbleswicke	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0
The Minpins	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
None of these	10	12	6	13	8	11	13	8	10	9	7	9	14	12	10	10	11	10	11	11	6