



Getting to know the Book Consumer

Understanding your audience through the Nielsen Books & Consumers survey

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Nielsen's UK Book & Consumers Survey



Online survey: c3,000 book buyers per month



Nationally representative by age, gender, class, region



80K+ print / ebook / audiobook purchases p.a.



Detailed characteristics: buyers & their path to purchase

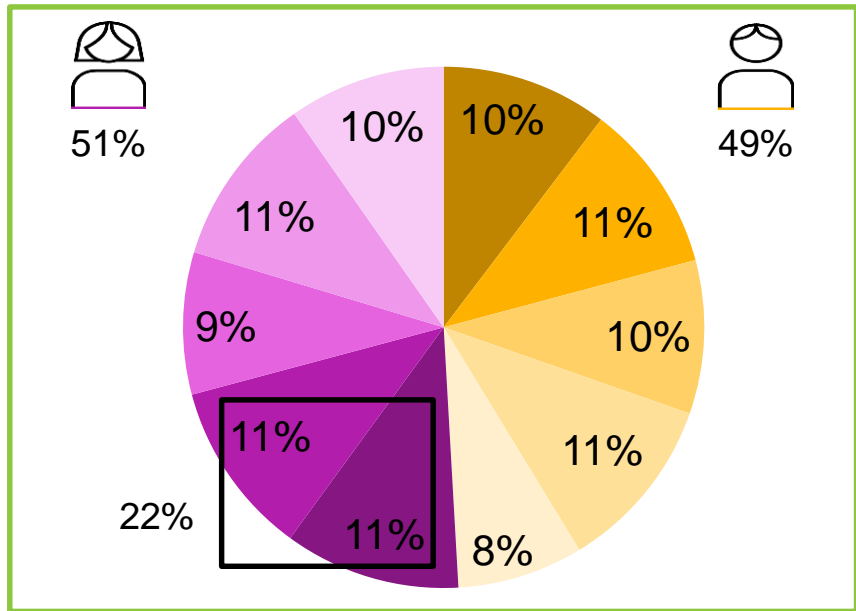
The Book Buyer

Covering All UK Book Buyers through Books & Consumers in 2017

43%
ages 13 to 34

16% live in London

44% have at least an Undergraduate degree



50% Work Full Time

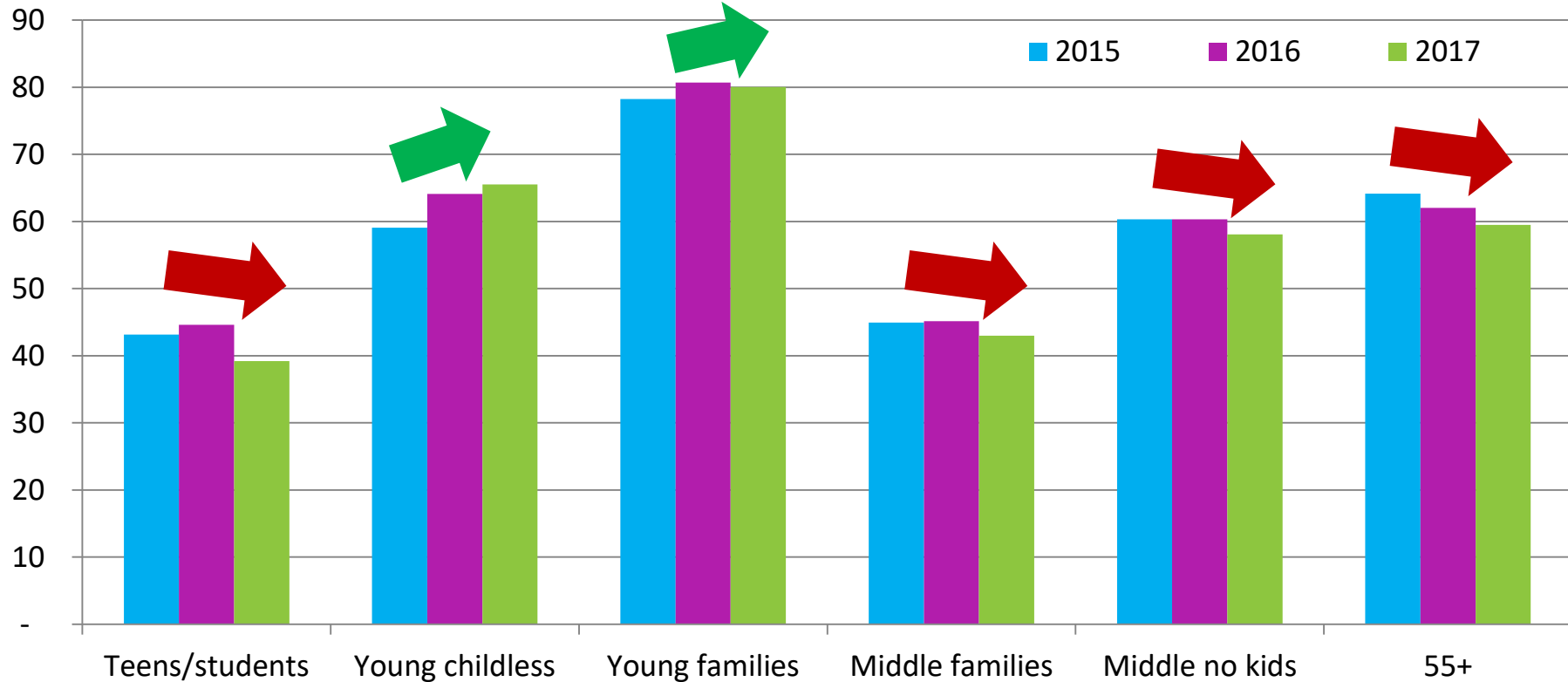
90% White
6% Asian
3% Black

40% Have a Child under 18 in their household

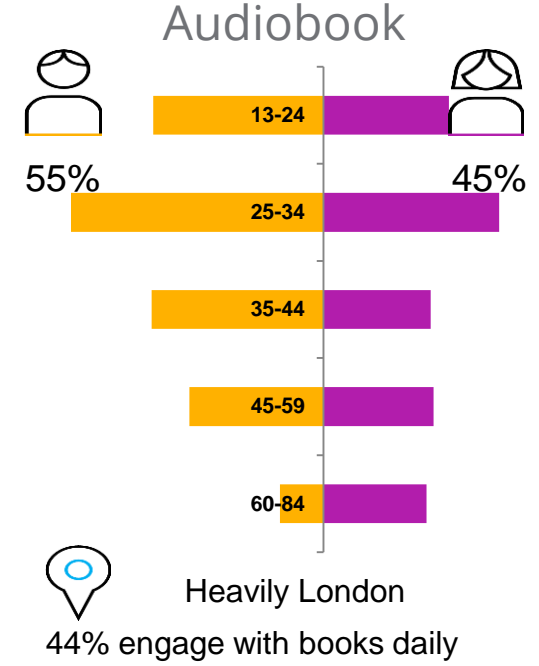
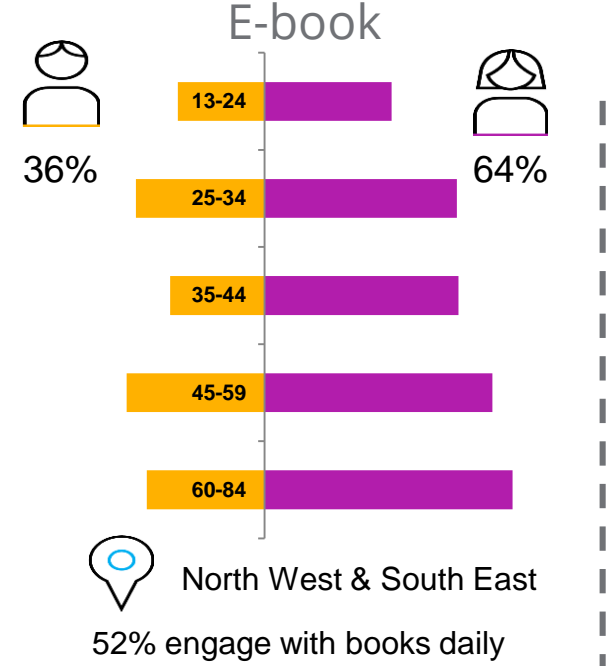
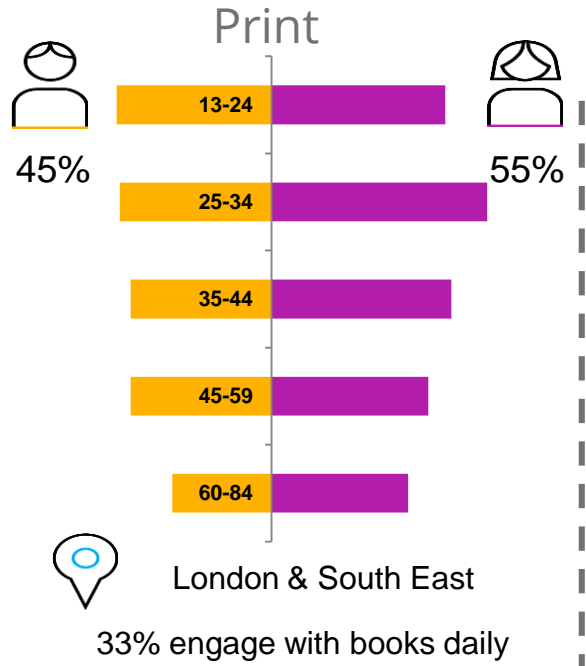
- Male 13-24
- Male 25-34
- Male 35-44
- Male 45-59
- Male 60-84
- Female 13-24
- Female 25-34
- Female 35-44
- Female 45-59
- Female 60-84

Book purchases by lifestage of buyer

No. of books purchased (m)



Different audiences for different formats



- DISCOVERY
- Physical shop
 - Read author/series/book before
 - Request
 - Bookseller website/e-mail

- DISCOVERY
- Read author/series before
 - Bookseller website/e-mail
 - Author website/e-mail/event
 - Request

- DISCOVERY
- Read author/series/book before
 - Bookseller website/e-mail
 - Author website/e-mail/event
 - Request

Younger buyers/Gen Z

13 -19 year-olds and their book buying habits

They are...

Buying books from:
Amazon/Kindle (57%)
Waterstones (34%)
WHSmith (26%)

Active on:
Facebook (65%)
Youtube (62%)
Instagram (50%)

Owning:
PCs (86%)
Smartphones (68%)
Tablets (60%)

They buy...

Categories:
Children's Fiction (13%)
General Fiction (12%)
Young Adult Fiction (11%)

From retailers due to:
Covenience (24%)
Good selection(21%)
Good service(20%)

Formats:
Print (83%)
Digital (17%)

Buyer segments (2017)

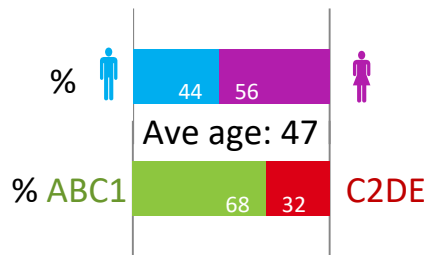
Passionate about books

Prefer other things/reading less

Heavier buyers/readers

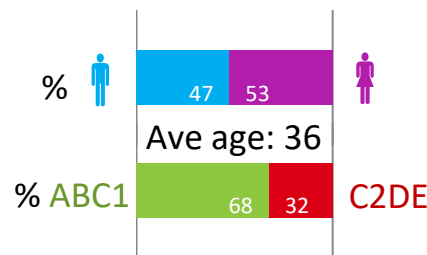
Lighter buyers/readers

Superfans



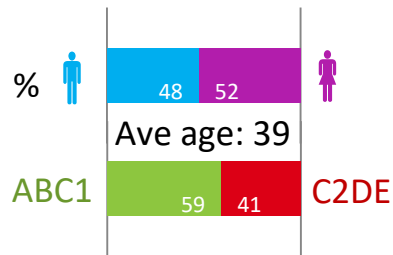
Kindle, ebooks
Culture, nature, libraries
Fiction (crime, romance), history

Distractibles



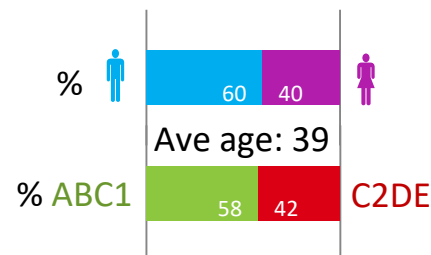
Tablet, phone, console, audio
Digital media/ents, commuting
Children's, classics, SFF, business, politics

Potential



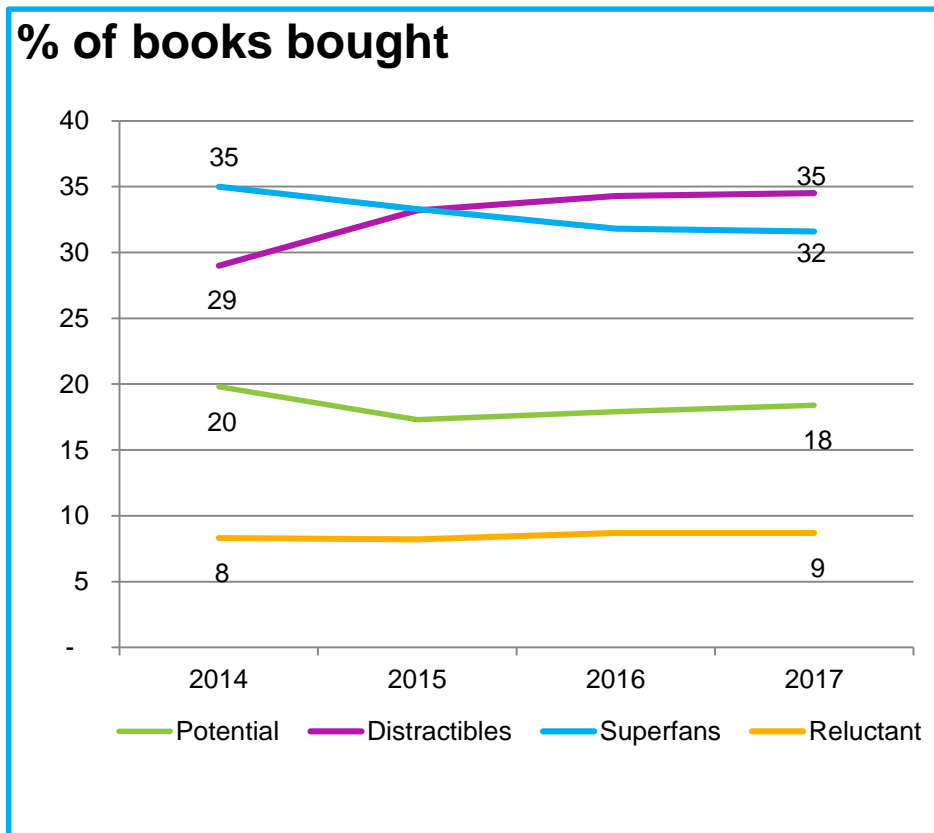
Lower device use, print
Magazines (TV, Store)
Biography, MBS, humour, study

Reluctant



Phone, console, hardbacks
Video sites, gaming, cars
Travel, biography, cookery, humour, study

The Distractible Book Consumer



The Distractibles are more likely than the average book buyer to:

Live in London

Be Studying

Be Asian

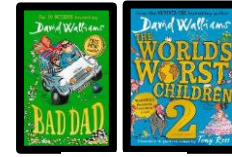
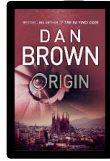
Buy books from Blackwells or Foyles

Read Popular Psychology, Graphic Novels, Politics & Philosophy

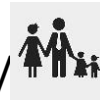
Travel by Rail

Source: Nielsen Books & Consumers UK

Who is buying the bestsellers?



25-44s /



9-12s



<45



The background of the slide is a vibrant green with a 3D, wavy, undulating texture that resembles water or a topographical map. The waves flow from the top left towards the bottom right. Centered on this background is the Nielsen logo, which consists of the word "nielsen" in a white, lowercase, serif font. Below the letters of "nielsen" is a horizontal line of eight white dots, each positioned directly under a letter.

nielsen

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