Autumn, it's a great season for reading books!

More than 70% of the respondents love reading books, and there is a preference for paper books over digital books.

We asked males and females aged 15 to 69 and who live in Tokyo Metropolis, Kanagawa, Chiba, and Saitama Prefectures about reading books.

Survey results (Excerpt)

74.1% of the respondents indicated that, to a certain extent, they like reading books (those who like reading books + those who somewhat like reading books) However, only 50.8% of respondents answered that they read books frequently. This means that many people like reading books even if they do not do so frequently. *(Figure 1)*

(Figure 1-1) Do you read books frequently or not?

49.3%
I do not read books frequently

50.8%
I read books frequently

(Figure 1-2) Do you like reading books?

9.4%
I don't like reading books

16.6%
I do not really like reading books

41.3%
I like reading books

32.8%
I somewhat like reading books
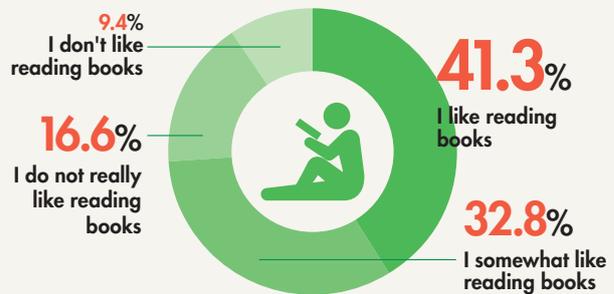
74.2% of the respondents selected "It is simply fun to read books" as a reason to read books. The second most popular reason at 40.9% was "To further my education," with the third most popular reason being that reading books is a source of stress relief (29.6%). On the other hand, nearly half of the respondents (47.4%) indicated being too busy to read books, with 24.0% suggesting that "There are no interesting books." Rounding it off at third place as a reason not read books is "There are more interesting things to do than reading books (23.0%)." *(Figure 2)*
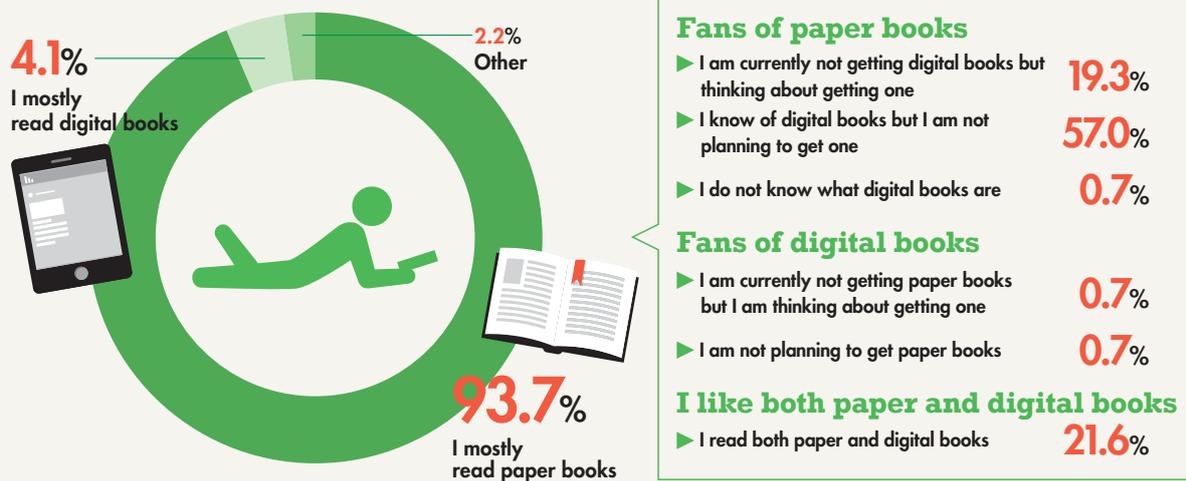
(Figure 2-1) Why do you read?

- It is simply fun to read books — 74.2%
- To further my education — 40.9%
- It is a stress reliever — 29.6%
- For self-investments such as reading comprehension and writing skills — 26.8%
- To escape from reality — 16.9%

(Figure 2-2) Why don't you read?

- I'm too busy — 47.4%
- There are no interesting books — 24.0%
- There are more interesting things to do than reading books — 23.0%
- I do not like reading anything — 17.9%
- Magazines, comics or TV are more fun — 13.4%
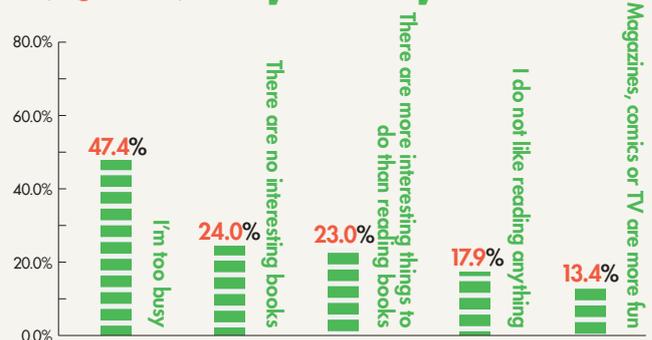
Our study also divided the respondents into two groups: 1) Those who mostly read paper books and 2) those who mostly read digital books. Interesting findings resulted from the question asking their views on the opposing types of books. First off, we found that 93.7% of the respondents "Mostly read paper books." Of those who are "fans" of paper books, 57.0% indicated that they know of digital books, but have no plans to get one. At the same time, 21.6% of the respondents answered that they like and read both paper and digital books. From this, we can assume that many book readers choose the type of book that they read based on the theme of a book and/or the environment that they are in at the time of reading. *(Figure 3)*

(Figure 3) The methods of reading / paper or digital books

4.1% I mostly read digital books

2.2% Other

93.7% I mostly read paper books

Fans of paper books

► I am currently not getting digital books but thinking about getting one — **19.3%**

► I know of digital books but I am not planning to get one — **57.0%**

► I do not know what digital books are — **0.7%**

Fans of digital books

► I am currently not getting paper books but I am thinking about getting one — **0.7%**

► I am not planning to get paper books — **0.7%**

I like both paper and digital books

► I read both paper and digital books — **21.6%**

This survey excluded comics or magazine from reading books.

Details of survey

▌Attribute question (gender, age, place of residence, marital status, existence of children, occupation, employment form, job title, occupational category, annual salary)

▌Genres of books survey respondents have read before (MA)
▌Favorite genres of books (SA)
▌Favorite genres of novels (MA)
▌Existence of reading habit (SA)
▌Favorableness of reading books (SA)
▌Numbers of books read within the last three months (SA)
▌Histories of reading books (SA)
▌Purposes of reading books (MA)
▌The methods of reading books (paper or digital) (SA)
▌The methods of buying books (MA)
▌Frequency of visiting bookshops (SA)
▌Intention to read paper and digital books (SA)
▌The budget for buying books (MA)

▌The event which got me into reading books (MA)
▌The change in frequency of reading books compared to last year (SA)
▌Occasions to read books (MA)
▌Sources of information about books (MA)
▌The reasons why survey respondents prefer paper books (MA)
▌The reasons why survey respondents prefer digital books (MA)
▌Criteria for choosing paper vs. digital books in different situations (FA)
▌The reasons not to read books (MA)
▌The methods of storing books (SA)
▌Anecdotes regarding reading books (FA)
▌Recognition rate of social reading services (SA)

▌Services and functions the respondents know they are offered by social reading services (MA)
▌Services and functions offered by social reading services that the respondents have used (MA)
▌Intention to use social reading services (SA)

Survey overview

Survey method	Online research (appointed Cross Marketing survey respondents)
Survey area	Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture
Targeted sample characteristics	Males and females between the ages of 15 to 69 years old
Survey period	From Saturday, September 26th, 2015 through Tuesday, September 29th, 2015
Number of valid responses	1,200 samples