

# Economic Study on Publications on all Physical Means of Support and Electronic Publications in the context of VAT 

Annex A: Member States Reports

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## 1. Annex: AT

### 1.1 The publishing sector: descriptive figures




Turnover by sector: AT in comparision with rest of the EU


[^0]
### 1.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^1]
### 1.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 1.4 Elasticity estimates

> Elasticity estimates AT - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.85 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | $[0.00 p]$ | $-3.26 p^{*}$ |
| Newspapers | Print | Digital | $-3.19 r^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-3.88 r^{*}$ | $\left[0.68 p^{*}\right]$ |
|  | $[0.00 p]$ | $-4.50 p^{*}$ |  |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression.
" $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 1.5 Availability of reading devices



[^2]
### 1.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".
1.7 Socio-demographic attributes of respondents


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 2. Annex: BE

### 2.1 The publishing sector: descriptive figures




Turnover by sector: BE in comparision with rest of the EU


[^4]
### 2.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^5]
### 2.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 2.4 Elasticity estimates

Elasticity estimates BE - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.17 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Digital | $[0.00 p]$ |
| Periodicals | Print | $-3.85 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-4.97 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 2.5 Availability of reading devices



[^6]
### 2.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 2.7 Socio-demographic attributes of respondents

Characteristics of respondents: BE





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 3. Annex: BG

### 3.1 The publishing sector: descriptive figures




Turnover by sector: BG in comparision with rest of the EU


[^8]
### 3.2 Prices and sales



[^9]
### 3.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 3.4 Elasticity estimates

Elasticity estimates BG - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.06 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-2.42 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-2.86 r^{*}$ | $-2.34 p^{*}$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 3.5 Availability of reading devices



[^10]
### 3.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 3.7 Socio-demographic attributes of respondents

Characteristics of respondents: BG





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 4. Annex: CZ

### 4.1 The publishing sector: descriptive figures



Turnover by sector: CZ in comparision with rest of the EU


[^12]4.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^13]
### 4.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 4.4 Elasticity estimates

Elasticity estimates CZ - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.47 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-3.31 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.24 r^{*}$ | $\left[0.34 p^{*}\right.$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 4.5 Availability of reading devices



[^14]
### 4.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 4.7 Socio-demographic attributes of respondents

Characteristics of respondents: CZ





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 5. Annex: DE

### 5.1 The publishing sector: descriptive figures



Turnover by sector: DE in comparision with rest of the EU


[^16]5.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^17]
### 5.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 5.4 Elasticity estimates

Elasticity estimates DE - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.47 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Printal | $[0.00 p]$ |
| Periodicals | Digital | $-4.04 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $-2.34 p^{*}$ |
|  | Digital | $-5.23 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 5.5 Availability of reading devices



[^18]
### 5.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 5.7 Socio-demographic attributes of respondents

Characteristics of respondents: DE





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 6. Annex: DK

### 6.1 The publishing sector: descriptive figures




Turnover by sector: DK in comparision with rest of the EU


[^20]
### 6.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^21]
### 6.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 6.4 Elasticity estimates

Elasticity estimates DK - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.16 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-4.03 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.39 r^{*}$ | $\left[0.34 p^{*}\right.$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 6.5 Availability of reading devices



[^22]
### 6.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 6.7 Socio-demographic attributes of respondents

Characteristics of respondents: DK





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 7. Annex: EE

### 7.1 The publishing sector: descriptive figures




Turnover by sector: EE in comparision with rest of the EU


[^24]
### 7.2 Prices and sales



[^25]
### 7.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 7.4 Elasticity estimates

Elasticity estimates EE - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.06 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Prital | $[0.00 p]$ |
| Periodicals | Digital | $-4.04 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.58 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 7.5 Availability of reading devices



[^26]
### 7.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 7.7 Socio-demographic attributes of respondents

Characteristics of respondents: 프





Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 8. Annex: EL

### 8.1 The publishing sector: descriptive figures




Turnover by sector: EL in comparision with rest of the EU


[^28]
### 8.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^29]
### 8.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 8.4 Elasticity estimates

Elasticity estimates EL - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.59 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-3.67 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-3.81 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 8.5 Availability of reading devices



[^30]
### 8.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 8.7 Socio-demographic attributes of respondents

Characteristics of respondents: 且





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 9. Annex: ES

### 9.1 The publishing sector: descriptive figures




Turnover by sector: ES in comparision with rest of the EU


[^32]9.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^33]
### 9.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 9.4 Elasticity estimates

Elasticity estimates ES - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.57 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-2.82 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-4.58 r^{*}$ | $-2.34 p^{*}$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 9.5 Availability of reading devices



[^34]
### 9.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 9.7 Socio-demographic attributes of respondents

Characteristics of respondents: ES





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 10. Annex: FI

### 10.1 The publishing sector: descriptive figures




Turnover by sector: Fl in comparision with rest of the EU


[^36]
### 10.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^37]
### 10.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 10.4 Elasticity estimates

Elasticity estimates FI - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.73 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-3.65 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-4.45 r^{*}$ | $-2.34 p^{*}$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 10.5 Availability of reading devices



[^38]
### 10.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 10.7 Socio-demographic attributes of respondents

haracteristics of respondents: Fl


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^39]Blank page

## 11. Annex: FR

### 11.1 The publishing sector: descriptive figures



[^40]
### 11.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^41]
### 11.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 11.4 Elasticity estimates

Elasticity estimates FR - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.49 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-3.84 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-3.99 r^{*}$ | $-2.34 p^{*}$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 11.5 Availability of reading devices



[^42]
### 11.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 11.7 Socio-demographic attributes of respondents

Characteristics of respondents: FR





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^43]Blank page

## 12. Annex: HU

### 12.1 The publishing sector: descriptive figures



[^44]
### 12.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^45]
### 12.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 12.4 Elasticity estimates

Elasticity estimates HU - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-1.77 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | $[0.00 p]$ | $-3.26 p^{*}$ |
| Newspapers | Print | Digital | $-2.65 r^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-3.42 r^{*}$ | $\left[0.34 p^{*}\right.$ |
|  | $[0.00 p]$ | $-4.50 p^{*}$ |  |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 12.5 Availability of reading devices



[^46]
### 12.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 12.7 Socio-demographic attributes of respondents

Characteristics of respondents: HU


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^47]Blank page

## 13. Annex: IE

### 13.1 The publishing sector: descriptive figures



[^48]
### 13.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^49]
### 13.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 13.4 Elasticity estimates

Elasticity estimates IE - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.13 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Printal | $[0.00 p]$ |
| Periodicals | Digital | $-3.81 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $-2.34 p^{*}$ |
|  | Digital | $-4.23 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 13.5 Availability of reading devices



[^50]
### 13.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 13.7 Socio-demographic attributes of respondents

Characteristics of respondents: IE


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^51]Blank page

## 14. Annex: IT

### 14.1 The publishing sector: descriptive figures




Turnover by sector: IT in comparision with rest of the EU


[^52]14.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^53]
### 14.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 14.4 Elasticity estimates

Elasticity estimates IT - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-2.86 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-2.51 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-4.51 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 14.5 Availability of reading devices



[^54]
### 14.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 14.7 Socio-demographic attributes of respondents

Characteristics of respondents: $\Pi$




No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^55]Blank page

## 15. Annex: LT

### 15.1 The publishing sector: descriptive figures



[^56]
### 15.2 Prices and sales



[^57]
### 15.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 15.4 Elasticity estimates

Elasticity estimates LT - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.64 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-5.58 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.87 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 15.5 Availability of reading devices



[^58]
### 15.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 15.7 Socio-demographic attributes of respondents

Characteristics of respondents: LT


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 16. Annex: LV

### 16.1 The publishing sector: descriptive figures



[^60]
### 16.2 Prices and sales



[^61]
### 16.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 16.4 Elasticity estimates

Elasticity estimates LV - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.04 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-5.01 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-6.33 r^{*}$ | $-2.34 p^{*}$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 16.5 Availability of reading devices



[^62]
### 16.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 16.7 Socio-demographic attributes of respondents

Characteristics of respondents: LV





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^63]Blank page

## 17. Annex: NL

### 17.1 The publishing sector: descriptive figures




Turnover by sector: NL in comparision with rest of the EU


[^64]
### 17.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^65]
### 17.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 17.4 Elasticity estimates

Elasticity estimates NL - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.19 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-3.88 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.42 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 17.5 Availability of reading devices



[^66]
### 17.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 17.7 Socio-demographic attributes of respondents

Characteristics of respondents: NL


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 18. Annex: PL

### 18.1 The publishing sector: descriptive figures




Turnover by sector: PL in comparision with rest of the EU


[^68]18.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^69]
### 18.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 18.4 Elasticity estimates

Elasticity estimates PL - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.95 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-3.49 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $-2.34 p^{*}$ |
|  | Digital | $-4.13 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 18.5 Availability of reading devices



[^70]
### 18.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 18.7 Socio-demographic attributes of respondents

Characteristics of respondents: PL


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 19. Annex: PT

### 19.1 The publishing sector: descriptive figures



[^72]19.2 Prices and sales


Source: Eurostat (Harmonized Indices of Consumer Prices).


[^73]
### 19.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 19.4 Elasticity estimates

Elasticity estimates PT - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.25 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-4.08 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-6.13 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 19.5 Availability of reading devices



[^74]
### 19.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 19.7 Socio-demographic attributes of respondents

Characteristics of respondents: PT





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 20. Annex: RO

### 20.1 The publishing sector: descriptive figures



[^76]
### 20.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^77]
### 20.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 20.4 Elasticity estimates

Elasticity estimates RO - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-1.63 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-2.21 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-2.80 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 20.5 Availability of reading devices



[^78]
### 20.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 20.7 Socio-demographic attributes of respondents

Characteristics of respondents: RO


Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


[^79]Blank page

## 21. Annex: SE

### 21.1 The publishing sector: descriptive figures



[^80]
### 21.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^81]
### 21.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 21.4 Elasticity estimates

Elasticity estimates SE - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-5.17 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Digital | $[0.00 p]$ |
| Periodicals | Prigital | $-5.02 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.65 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 21.5 Availability of reading devices



[^82]
### 21.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 21.7 Socio-demographic attributes of respondents

Characteristics of respondents: SE





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 22. Annex: SI

### 22.1 The publishing sector: descriptive figures



[^84]
### 22.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^85]
### 22.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 22.4 Elasticity estimates

Elasticity estimates SI - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.29 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-3.63 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-6.28 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 22.5 Availability of reading devices



[^86]
### 22.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 22.7 Socio-demographic attributes of respondents

Characteristics of respondents: SI




Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 23. Annex: SK

### 23.1 The publishing sector: descriptive figures



[^88]
### 23.2 Prices and sales



[^89]
### 23.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 23.4 Elasticity estimates

Elasticity estimates SK - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-4.24 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Newspapers | Pigital | $[0.00 p]$ |
| Periodicals | Digital | $-5.37 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-5.72 r^{*}$ | $\left[0.68 p^{*}\right]$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. "r" Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 23.5 Availability of reading devices



[^90]
### 23.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 23.7 Socio-demographic attributes of respondents

Characteristics of respondents: SK





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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## 24. Annex: UK

### 24.1 The publishing sector: descriptive figures




Turnover by sector: UK in comparision with rest of the EU


[^92]
### 24.2 Prices and sales



Source: Eurostat (Harmonized Indices of Consumer Prices).


[^93]
### 24.3 Migration patterns



Note: Bars indicate the share of consumers that would definietly buy' under different simulated price changes

### 24.4 Elasticity estimates

Elasticity estimates UK - medium term estimates: own and cross-price elasticities (in squared brackets)

|  | Medium | Equalising up/Print | Equalising down/Digital |
| :---: | :---: | :---: | :---: |
| Books | Print | $-3.46 r^{*}$ | $\left[0.50 p^{*}\right]$ |
|  | Digital | Print | $[0.00 p]$ |
| Periodicals | Digital | $-2.90 r^{*}$ | $-3.26 p^{*}$ |
|  | Print | $\left[-0.44 p^{*}\right]$ | $\left[0.38 p^{*}\right]$ |
|  | Digital | $-3.16 r^{*}$ | $\left[0.34 p^{*}\right.$ |

Note: * Statistically significant at 5\% level or better. "p" Estimate from pooled regression. " $r$ " Estimate from Member State regression.
Source: Europe Economics analysis of consumer survey.

### 24.5 Availability of reading devices



[^94]
### 24.6 Print vs. digital: perception and attributes



Note: Results of Q11: "What do you think the price of online/electronic publications should be compared to the price of the paper version of the same item?.


Note: Results of Q12: "In your opinion what are the advantages of printed material over electronic material?" and Q13 "In your opinion what are the advantages of material over printed material?".


Note: Results of Q14 "In your opinion, are there certain types of books that are better suited to being in either electronic or printed format, or are they equally suited to both formats?" and "Q15. Are there certain occasions where you prefer either an electronic or printed format, or are these occasions equally suited to both formats?".

### 24.7 Socio-demographic attributes of respondents

Characteristics of respondents: UK





No. of respondents
Source: Europe Economics analysis of consumer survey from this report.
Note: Income levels are based on decile and percentiles in Eurostat, and the judgement by local experts.


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[^0]:    Source: Eurostat (Structural Business Statistics).

[^1]:    Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.

[^2]:    Source: Europe Economics analysis of consumer survey from this report.

[^3]:    Source: Europe Economics analysis of consumer survey from this report.

[^4]:    Source: Eurostat (Structural Business Statistics).

[^5]:    Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.

[^6]:    Source: Europe Economics analysis of consumer survey from this report.

[^7]:    Source: Europe Economics analysis of consumer survey from this report.

[^8]:    Source: Eurostat (Structural Business Statistics).

[^9]:    Source: Eurostat (Harmonized Indices of Consumer Prices).

[^10]:    Source: Europe Economics analysis of consumer survey from this report.

[^11]:    Source: Europe Economics analysis of consumer survey from this report.

[^12]:    Source: Eurostat (Structural Business Statistics).

[^13]:    Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.

[^14]:    Source: Europe Economics analysis of consumer survey from this report.

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[^17]:    Source: PwC Global Entertainment and Media Outlook: 2012-2016, www.pwc.com/outlook.

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