

Book Lovers and The Environment

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A new report from BML, based on a survey of over 1400 members of the BML BookZone panel conducted in June 2008, shows that book-lovers are 'greener' than the general British population, and increasingly concerned about the environmental impact of book production.

Book-lovers are more environmentally aware than average

The report, *Book-lovers and the environment* shows that compared to the population as a whole, book-lovers appear to be more environmentally aware than the average consumer¹.

Book-lovers are considering the environmental impact of books

UK book-lovers admit they have thought about whether a book is printed on environmentally-friendly paper and whether a book was produced carbon neutrally. Moreover, the percentage who often consider whether buying books is bad for the environment has doubled in the last year.

Book-lovers are considering whether they should buy fewer new books

A significant proportion of book-lovers now think that, because of the environmental impact of book publishing, they should buy fewer new books, and an even higher percentage have considered borrowing or sharing books to reduce this impact.

Scope of the report: the report includes detailed analyses of the levels of awareness and concern among book-lovers about environmental and ethical issues generally, and specifically relating to books in 2008. It compares awareness and concern among book-lovers with the wider population, and examines how attitudes to the environmental impact of book production have changed between 2007 and 2008. It also highlights variations in habits and attitudes by sex and age.

The report covers:

- level of concern and knowledge about environmental and ethical issues, generally
- satisfaction with current levels of 'greenness'
- awareness of ethical product certifications and logos
- importance of ethical, fair trade and environmental certifications when purchasing products or services
- consideration of environmental issues when buying books
- changes in sources for accessing books due to environmental considerations
- whether downloaded or printed books are considered more environmentally-friendly, and why
- awareness of environmental practices in bookshops

The *Book-lovers and the environment* report is available as a .pdf from BML, priced at £100 + VAT (PGN/EAG members and BML retainer clients) / £125 + VAT (other book trade/academic institutions) / £225 + VAT (non-trade).

Notes:

1. BML is the premier source of information and research on the book industry, undertaking a wide range of private and syndicated research projects and publishing a variety of market reports.
2. BML's BookZone panel consists of people who have agreed to take part in occasional online surveys relating to books and reading. While not nationally representative, their responses provide a good indication of the habits and attitudes of heavy book buyers and readers.

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¹ Based on comparisons with the DEFRA Survey: *Public Attitudes and Behaviours toward the Environment*, 2007, based on a representative sample of adults in England. Crown copyright material is reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland.