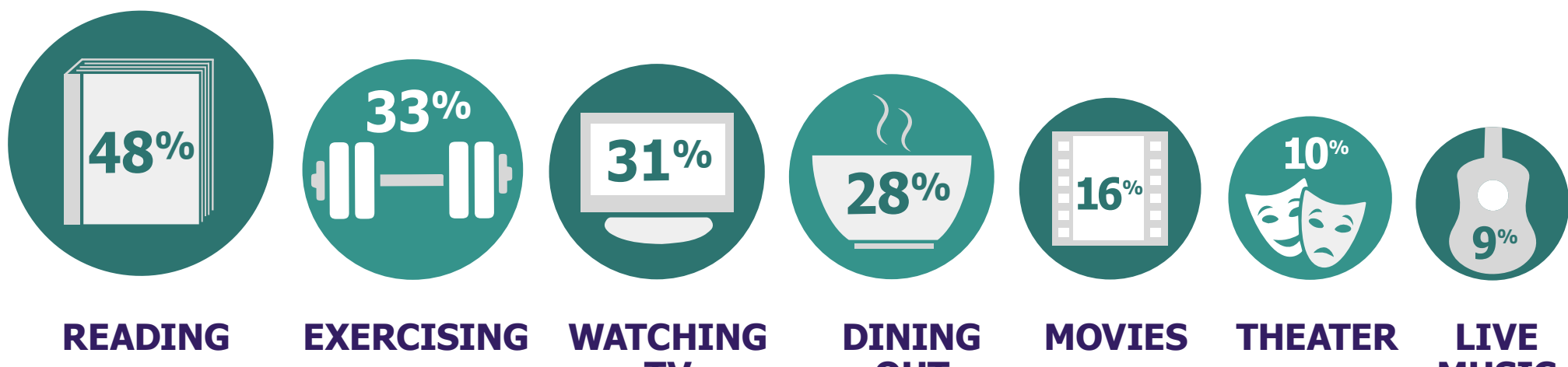


# BOOKS & ENTERTAINMENT

We do these activities **MORE OFTEN** than **5 YEARS AGO**



## TIME for books

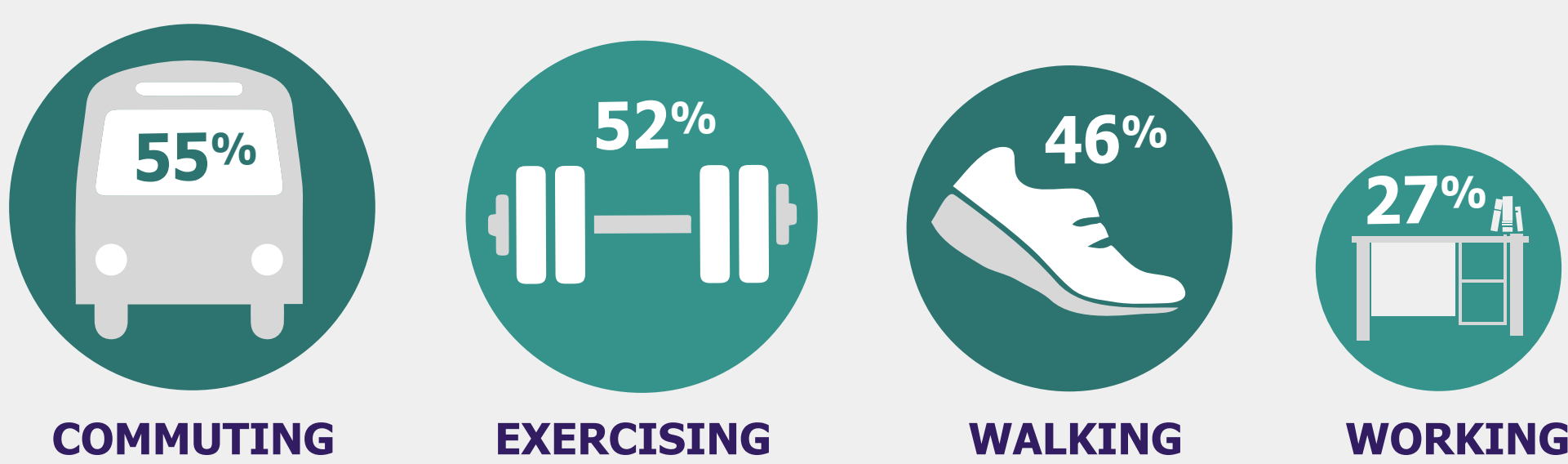
**WOMEN** say they are **READING** more

**MEN** say they are **EXERCISING** more

**MEN** are more likely to read for **WORK**

**WOMEN** are more likely to read for **PLEASURE**

When we listen to **AUDIOBOOKS**



## LISTEN to books

More people **65+** years

listen while **EXERCISING**

VS.

More people **<65** years

listen while **COMMUTING**

**2X** as many **THRIFTBOOKS** customers bring books on **VACATION**

More **WOMEN** bring **PRINT** books

More **MEN** bring **AUDIOBOOKS**

## BOOKS on vacation

More people

**<50** years old

bring **AUDIOBOOKS** on vacation

More people

**>50** years old

bring **PRINT BOOKS** on vacation

**35%** always read the book

before seeing the **MOVIE**

**16%**

**CLAIM** they've read the book, but only watched the **MOVIE**

## BOOKS and the movies

**23%** say watching a **MOVIE** is the **SAME** as reading a **BOOK**