YouGov Survey: Brain Implants and Books Read

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   January 30 - February 1, 2024
Margin of Error ±3.9%

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1. How much have you heard about the company Neuralink recently implanting a wireless computer chip in a person's brain?

A lot 7%
A little 40%
Nothing at all 53%

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2. Within the next year, would you consider getting a computer chip implanted in your brain?

Definitely would 2%
Probably would 3%
Probably would not 13%
Definitely would not 77%
Not sure 6%

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3. If the technology involved moves past the experimental stage and is commercially sold, would you consider eventually getting a computer chip implanted in your brain?

Definitely would 2%
Probably would 6%
Probably would not 19%
Definitely would not 63%
Not sure 10%

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4. How likely do you think it is that brain-implanted computer chips will eventually become widespread?

Definitely will become widespread 4%
Probably will become widespread 24%
Probably will not become widespread 26%
Definitely will not become widespread 21%
Not sure 25%

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5. If brain-implanted computer chips become widespread, do you think the effect on society will be. . . ?

Very positive 3%
Somewhat positive 7%
Neither positive nor negative 13%
Somewhat negative 18%
Very negative 41%
Not sure 19%

6. Have you ever read the following?

	Yes	No	Not sure
1984	36%	59%	5%
Dune	17%	78%	5%
Ender's Game	13%	82%	4%
Flowers for Algernon	19%	75%	6%
Harry Potter	42%	56%	2%
Lord of the Flies	39%	56%	5%
Pride and Prejudice	27%	66%	7%
The Chronicles of Narnia	32%	61%	6%
The Great Gatsby	39%	56%	5%
The Lord of the Rings	35%	61%	4%

Interviewing Dates	January 30 - February 1, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.071 to 6.53, with a mean of one and a standard deviation of 0.74.
Number of respondents	1000
Margin of error	$\pm$ 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.

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1. Heard About Brain Implant
How much have you heard about the company Neuralink recently implanting a wireless computer chip in a person's brain?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	7%	11%	3%	15%	7%	4%	2%	6%	*	9%	*
A little	40%	47%	34%	43%	41%	34%	45%	42%	*	40%	*
Nothing at all	53%	43%	62%	42%	52%	61%	53%	52%	*	51%	*
Totals	100%	101%	99%	100%	100%	99%	100%	100%	*	100%	*
Unweighted N	(1,000)	(471)	(529)	(168)	(229)	(393)	(210)	(687)	(99)	(137)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	7%	9%	6%	6%	7%	7%	6%	11%	5%	7%	6%	7%	6%
A little	40%	38%	44%	39%	44%	43%	34%	43%	48%	36%	36%	38%	52%
Nothing at all	53%	53%	50%	56%	49%	51%	60%	46%	48%	57%	58%	55%	42%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,000)	(340)	(376)	(284)	(372)	(312)	(398)	(288)	(211)	(165)	(217)	(392)	(226)

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2. Would Consider Brain Implant This Year
Within the next year, would you consider getting a computer chip implanted in your brain?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely would	2%	4%	1%	5%	3%	1%	1%	1%	*	4%	*
Probably would	3%	4%	2%	8%	3%	1%	1%	3%	*	3%	*
Probably would not	13%	16%	10%	20%	7%	10%	14%	13%	*	11%	*
Definitely would not	77%	70%	83%	59%	81%	83%	80%	78%	*	77%	*
Not sure	6%	7%	5%	9%	6%	5%	4%	5%	*	5%	*
Totals	101%	101%	101%	101%	100%	100%	100%	100%	*	100%	*
Unweighted N	(997)	(470)	(527)	(167)	(229)	(392)	(209)	(685)	(99)	(136)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Definitely would	2%	3%	1%	2%	2%	2%	2%	3%	3%	1%	2%	3%	1%
Probably would	3%	3%	3%	2%	2%	1%	3%	3%	1%	2%	1%	2%	6%
Probably would not	13%	14%	14%	10%	14%	8%	14%	11%	11%	11%	12%	13%	14%
Definitely would not	77%	73%	75%	83%	79%	84%	77%	76%	80%	82%	79%	76%	72%
Not sure	6%	6%	7%	3%	3%	4%	5%	6%	5%	4%	6%	6%	7%
Totals	101%	99%	100%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(997)	(339)	(374)	(284)	(372)	(311)	(396)	(287)	(211)	(165)	(216)	(390)	(226)

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3. Would Consider Brain Implant

If the technology involved moves past the experimental stage and is commercially sold, would you consider eventually getting a computer chip implanted in your brain?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely would	2%	3%	1%	3%	2%	1%	2%	1%	*	3%	*
Probably would	6%	10%	3%	13%	8%	2%	3%	6%	*	10%	*
Probably would not	19%	22%	15%	21%	12%	20%	21%	20%	*	17%	*
Definitely would not	63%	54%	71%	46%	69%	68%	63%	63%	*	62%	*
Not sure	10%	10%	10%	17%	8%	8%	10%	10%	*	8%	*
Totals	100%	99%	100%	100%	99%	99%	99%	100%	*	100%	*
Unweighted N	(999)	(471)	(528)	(168)	(229)	(392)	(210)	(686)	(99)	(137)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Definitely would	2%	3%	1%	1%	2%	1%	0%	3%	5%	1%	2%	1%	3%
Probably would	6%	7%	8%	4%	6%	5%	6%	9%	6%	6%	5%	5%	10%
Probably would not	19%	18%	20%	18%	23%	16%	20%	17%	19%	12%	21%	19%	22%
Definitely would not	63%	59%	58%	72%	58%	72%	65%	62%	58%	69%	63%	65%	53%
Not sure	10%	13%	13%	4%	11%	6%	9%	9%	12%	11%	10%	9%	12%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	101%	99%	100%
Unweighted N	(999)	(339)	(376)	(284)	(371)	(312)	(397)	(288)	(211)	(165)	(217)	(391)	(226)

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4. Likelihood of Brain Implants Becoming Widespread
How likely do you think it is that brain-implanted computer chips will eventually become widespread?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely will become widespread	4%	6%	2%	4%	5%	3%	5%	3%	*	5%	*
Probably will become widespread	24%	29%	20%	31%	21%	21%	25%	25%	*	19%	*
Probably will not become widespread	26%	25%	26%	26%	25%	26%	27%	26%	*	30%	*
Definitely will not become widespread	21%	19%	23%	19%	22%	23%	19%	22%	*	20%	*
Not sure	25%	21%	28%	21%	27%	27%	24%	24%	*	25%	*
Totals	100%	100%	99%	101%	100%	100%	100%	100%	*	99%	*
Unweighted N	(999)	(471)	(528)	(168)	(229)	(393)	(209)	(686)	(99)	(137)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Definitely will become widespread	4%	5%	5%	3%	5%	4%	4%	4%	8%	4%	3%	5%	5%
Probably will become widespread	24%	18%	31%	24%	22%	26%	21%	27%	22%	19%	26%	24%	27%
Probably will not become widespread	26%	27%	21%	30%	30%	29%	23%	29%	28%	19%	25%	26%	31%
Definitely will not become widespread	21%	25%	19%	19%	20%	19%	24%	22%	17%	27%	22%	23%	12%
Not sure	25%	25%	25%	24%	23%	22%	28%	18%	24%	31%	23%	23%	25%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(999)	(340)	(375)	(284)	(372)	(311)	(397)	(288)	(211)	(165)	(217)	(391)	(226)

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5. Effects of Brain Implant Becoming Widespread
If brain-implanted computer chips become widespread, do you think the effect on society will be. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive	3%	4%	1%	5%	2%	2%	3%	2%	*	5%	*
Somewhat positive	7%	11%	3%	10%	7%	4%	8%	8%	*	7%	*
Neither positive nor negative	13%	14%	11%	15%	14%	11%	11%	10%	*	16%	*
Somewhat negative	18%	19%	16%	22%	15%	16%	19%	16%	*	19%	*
Very negative	41%	35%	47%	34%	42%	47%	39%	43%	*	42%	*
Not sure	19%	17%	21%	13%	20%	20%	20%	22%	*	10%	*
Totals	101%	100%	99%	99%	100%	100%	100%	101%	*	99%	*
Unweighted N	(997)	(470)	(527)	(167)	(228)	(392)	(210)	(686)	(99)	(136)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very positive	3%	4%	1%	2%	4%	2%	2%	4%	5%	3%	1%	3%	4%
Somewhat positive	7%	9%	7%	5%	9%	6%	5%	10%	10%	6%	6%	5%	13%
Neither positive nor negative	13%	18%	11%	9%	14%	9%	13%	10%	11%	16%	9%	13%	13%
Somewhat negative	18%	16%	17%	20%	20%	17%	15%	20%	22%	17%	16%	16%	22%
Very negative	41%	30%	43%	50%	33%	55%	45%	39%	37%	40%	45%	47%	30%
Not sure	19%	21%	21%	13%	20%	11%	21%	17%	16%	19%	23%	16%	19%
Totals	101%	98%	100%	99%	100%	100%	101%	100%	101%	101%	100%	100%	101%
Unweighted N	(997)	(337)	(376)	(284)	(370)	(312)	(396)	(288)	(210)	(164)	(216)	(391)	(226)

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6A. Books and Short Stories Read — 1984
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	37%	35%	29%	34%	39%	42%	40%	*	35%	*
No	59%	57%	60%	62%	58%	59%	56%	56%	*	61%	*
Not sure	5%	5%	5%	9%	8%	2%	3%	4%	*	4%	*
Totals	100%	99%	100%	100%	100%	100%	101%	100%	*	100%	*
Unweighted N	(985)	(462)	(523)	(162)	(226)	(391)	(206)	(682)	(94)	(134)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	36%	35%	38%	36%	46%	44%	27%	41%	52%	33%	36%	36%	38%
No	59%	61%	56%	60%	51%	51%	66%	57%	45%	56%	62%	59%	58%
Not sure	5%	4%	6%	5%	3%	5%	6%	2%	4%	11%	2%	4%	4%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(985)	(337)	(368)	(280)	(371)	(305)	(388)	(286)	(210)	(162)	(214)	(387)	(222)

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6B. Books and Short Stories Read — Dune
Have you ever read the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	23%	11%	14%	15%	19%	19%	17%	*	27%	*
No	78%	70%	85%	73%	78%	79%	79%	79%	*	67%	*
Not sure	5%	7%	4%	13%	7%	2%	2%	5%	*	5%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	*	99%	*
Unweighted N	(980)	(459)	(521)	(160)	(228)	(388)	(204)	(674)	(95)	(134)	(77)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	20%	15%	16%	22%	19%	13%	24%	20%	13%	15%	18%	20%
No	78%	76%	76%	82%	75%	78%	81%	73%	74%	78%	83%	76%	74%
Not sure	5%	4%	9%	2%	3%	4%	6%	3%	6%	9%	2%	6%	6%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(980)	(333)	(371)	(276)	(367)	(306)	(389)	(283)	(208)	(159)	(214)	(386)	(221)

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6C. Books and Short Stories Read — Ender's Game
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	16%	10%	24%	14%	9%	8%	12%	*	18%	*
No	82%	79%	85%	69%	78%	89%	91%	84%	*	76%	*
Not sure	4%	5%	4%	8%	8%	2%	1%	4%	*	6%	*
Totals	99%	100%	99%	101%	100%	100%	100%	100%	*	100%	*
Unweighted N	(985)	(463)	(522)	(164)	(227)	(390)	(204)	(677)	(96)	(135)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	13%	19%	8%	12%	15%	14%	12%	16%	13%	11%	14%	13%	15%
No	82%	77%	85%	85%	82%	82%	83%	82%	85%	78%	86%	83%	82%
Not sure	4%	3%	7%	3%	3%	4%	6%	2%	2%	11%	0%	4%	4%
Totals	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(985)	(336)	(371)	(278)	(368)	(306)	(391)	(284)	(208)	(163)	(214)	(385)	(223)

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6D. Books and Short Stories Read — Flowers for Algernon
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	17%	20%	19%	14%	23%	19%	21%	*	20%	*
No	75%	76%	73%	69%	77%	76%	75%	73%	*	75%	*
Not sure	6%	6%	7%	12%	9%	2%	5%	6%	*	6%	*
Totals	100%	99%	100%	100%	100%	101%	99%	100%	*	101%	*
Unweighted N	(981)	(463)	(518)	(161)	(225)	(390)	(205)	(678)	(94)	(133)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	24%	18%	15%	28%	16%	14%	20%	30%	25%	15%	18%	19%
No	75%	71%	74%	79%	67%	79%	78%	75%	67%	63%	85%	75%	73%
Not sure	6%	5%	8%	6%	4%	6%	8%	5%	4%	12%	1%	6%	8%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(981)	(333)	(369)	(279)	(367)	(308)	(386)	(285)	(209)	(160)	(213)	(388)	(220)

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6E. Books and Short Stories Read — Harry Potter
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	42%	42%	58%	50%	35%	28%	42%	*	43%	*
No	56%	56%	56%	37%	46%	65%	72%	57%	*	55%	*
Not sure	2%	2%	2%	4%	4%	1%	1%	1%	*	2%	*
Totals	100%	100%	100%	99%	100%	101%	101%	100%	*	100%	*
Unweighted N	(982)	(462)	(520)	(163)	(228)	(390)	(201)	(677)	(95)	(133)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	42%	47%	40%	38%	44%	37%	39%	42%	46%	43%	42%	37%	49%
No	56%	52%	55%	62%	54%	63%	59%	57%	52%	53%	58%	60%	50%
Not sure	2%	1%	5%	0%	2%	0%	2%	2%	1%	4%	0%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(982)	(333)	(370)	(279)	(367)	(307)	(389)	(284)	(208)	(160)	(214)	(385)	(223)

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6F. Books and Short Stories Read — Lord of the Flies
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	38%	39%	39%	35%	40%	41%	41%	*	40%	*
No	56%	57%	56%	52%	57%	58%	57%	55%	*	56%	*
Not sure	5%	5%	5%	10%	8%	2%	2%	5%	*	3%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	*	99%	*
Unweighted N	(988)	(465)	(523)	(163)	(228)	(391)	(206)	(681)	(94)	(136)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	37%	40%	38%	47%	39%	32%	45%	48%	40%	40%	34%	45%
No	56%	60%	52%	58%	49%	57%	61%	51%	51%	50%	58%	61%	51%
Not sure	5%	3%	8%	4%	4%	4%	7%	4%	2%	10%	2%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(988)	(336)	(372)	(280)	(370)	(308)	(391)	(287)	(208)	(162)	(214)	(390)	(222)

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6G. Books and Short Stories Read — Pride and Prejudice
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	19%	34%	18%	26%	30%	33%	27%	*	25%	*
No	66%	74%	58%	72%	65%	68%	58%	65%	*	68%	*
Not sure	7%	7%	8%	10%	9%	3%	9%	8%	*	7%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	*	100%	*
Unweighted N	(987)	(464)	(523)	(166)	(229)	(388)	(204)	(677)	(98)	(135)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	27%	30%	24%	28%	37%	32%	20%	34%	32%	29%	27%	29%	22%
No	66%	64%	67%	67%	57%	62%	70%	61%	65%	58%	69%	65%	71%
Not sure	7%	7%	9%	6%	6%	6%	10%	5%	3%	14%	5%	6%	7%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(987)	(335)	(372)	(280)	(367)	(308)	(394)	(284)	(206)	(163)	(213)	(388)	(223)

6H. Books and Short Stories Read — The Chronicles of Narnia
Have you ever read the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	30%	35%	33%	39%	33%	24%	32%	*	35%	*
No	61%	65%	59%	56%	52%	65%	72%	61%	*	61%	*
Not sure	6%	6%	6%	11%	10%	2%	4%	7%	*	4%	*
Totals	99%	101%	100%	100%	101%	100%	100%	100%	*	100%	*
Unweighted N	(986)	(463)	(523)	(166)	(227)	(391)	(202)	(677)	(98)	(134)	(77)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	32%	34%	31%	32%	38%	35%	29%	39%	32%	32%	35%	30%	34%
No	61%	62%	60%	63%	59%	60%	64%	55%	65%	58%	62%	64%	59%
Not sure	6%	3%	9%	5%	3%	5%	8%	5%	4%	11%	3%	5%	7%
Totals	99%	99%	100%	100%	100%	100%	101%	99%	101%	101%	100%	99%	100%
Unweighted N	(986)	(337)	(372)	(277)	(369)	(304)	(394)	(282)	(208)	(162)	(215)	(386)	(223)

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6l. Books and Short Stories Read — The Great Gatsby
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	34%	43%	44%	40%	35%	37%	38%	*	40%	*
No	56%	62%	51%	49%	50%	63%	60%	57%	*	55%	*
Not sure	5%	5%	6%	7%	9%	2%	4%	5%	*	5%	*
Totals	100%	101%	100%	100%	99%	100%	101%	100%	*	100%	*
Unweighted N	(987)	(465)	(522)	(164)	(226)	(391)	(206)	(679)	(97)	(134)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	46%	38%	32%	52%	37%	29%	46%	48%	33%	37%	39%	44%
No	56%	52%	54%	63%	44%	57%	64%	49%	50%	54%	62%	55%	53%
Not sure	5%	3%	8%	5%	4%	6%	7%	4%	3%	13%	1%	6%	3%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(987)	(335)	(372)	(280)	(370)	(307)	(391)	(285)	(209)	(165)	(215)	(386)	(221)

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6J. Books and Short Stories Read — The Lord of the Rings
Have you ever read the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	41%	30%	37%	34%	34%	37%	36%	*	39%	*
No	61%	56%	66%	56%	61%	64%	60%	61%	*	57%	*
Not sure	4%	4%	4%	7%	6%	2%	2%	3%	*	4%	*
Totals	100%	101%	100%	100%	101%	100%	99%	100%	*	100%	*
Unweighted N	(981)	(461)	(520)	(163)	(225)	(389)	(204)	(677)	(95)	(133)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	35%	35%	35%	37%	38%	37%	35%	36%	38%	26%	37%	37%	38%
No	61%	64%	58%	60%	61%	60%	60%	62%	60%	62%	62%	59%	61%
Not sure	4%	2%	7%	3%	2%	3%	5%	2%	2%	11%	1%	4%	1%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(981)	(333)	(369)	(279)	(368)	(306)	(386)	(286)	(207)	(161)	(214)	(386)	(220)

YouGov Survey: Brain Implants and Books Read
January 30 - February 1, 2024 - 1000 U.S. adult citizens

Interviewing Dates	January 30 - February 1, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.071 to 6.53, with a mean of one and a standard deviation of 0.74.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.