

1.

During the past 12 months, about how many fictional books, such as novels, did you read? (include print and e-books, but not audiobooks)

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
None	41%	48%	34%	37%	44%	42%	38%	42%	41%	37%	38%	55%
1-5	29%	28%	30%	35%	30%	26%	24%	34%	28%	23%	30%	20%
6-10	11%	10%	11%	11%	10%	10%	14%	9%	10%	17%	11%	8%
11-50	12%	9%	15%	9%	10%	14%	15%	10%	13%	14%	13%	7%
More than 50	5%	3%	7%	2%	4%	6%	8%	4%	5%	7%	5%	2%
Not sure	2%	3%	2%	6%	2%	1%	1%	2%	3%	2%	2%	7%
Totals (Unweighted N)	100% (1,000)	100% (472)	100% (528)	100% (174)	100% (286)	100% (367)	100% (173)	100% (346)	100% (424)	100% (230)	100% (891)	100% (109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
None	41%	34%	55%	62%	71%	53%	34%	31%	12%	41%	37%	43%	40%
1-5	29%	31%	30%	21%	15%	22%	38%	31%	32%	36%	25%	29%	28%
6-10	11%	12%	5%	8%	2%	10%	13%	10%	12%	6%	13%	10%	14%
11-50	12%	15%	3%	5%	2%	9%	8%	19%	30%	8%	14%	11%	14%
More than 50	5%	6%	4%	2%	6%	4%	4%	6%	13%	3%	7%	6%	4%
Not sure	2%	2%	3%	2%	4%	2%	3%	3%	2%	5%	4%	1%	1%
Totals (Unweighted N)	100% (1,000)	100% (790)	100% (114)	100% (96)	100% (35)	100% (356)	100% (343)	100% (175)	100% (91)	100% (170)	100% (183)	100% (351)	100% (296)

2.

During the past 12 months, about how many nonfiction books, such as history books or how-to books, did you read? (include print and e-books, but not audiobooks)

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
None	42%	42%	41%	37%	42%	45%	40%	43%	41%	41%	39%	60%
1-5	39%	35%	42%	38%	36%	39%	43%	44%	33%	41%	41%	21%
6-10	10%	13%	7%	12%	8%	9%	11%	8%	12%	10%	10%	9%
11-50	6%	6%	6%	6%	8%	4%	6%	4%	8%	6%	7%	1%
More than 50	1%	1%	1%	—	2%	1%	0%	1%	1%	0%	1%	—
Not sure	3%	3%	3%	7%	4%	1%	1%	2%	5%	1%	2%	9%
Totals (Unweighted N)	100% (1,000)	100% (472)	100% (528)	100% (174)	100% (286)	100% (367)	100% (173)	100% (346)	100% (424)	100% (230)	100% (891)	100% (109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
None	42%	37%	52%	57%	45%	58%	36%	27%	15%	41%	43%	46%	35%
1-5	39%	42%	33%	27%	28%	28%	44%	47%	53%	39%	35%	38%	43%
6-10	10%	11%	7%	5%	18%	6%	8%	15%	18%	9%	12%	7%	14%
11-50	6%	6%	4%	7%	—	4%	7%	8%	12%	5%	6%	5%	7%
More than 50	1%	1%	—	1%	—	0%	1%	1%	3%	0%	1%	1%	1%
Not sure	3%	3%	4%	3%	9%	3%	4%	1%	—	5%	3%	3%	1%
Totals (Unweighted N)	100% (1,000)	100% (790)	100% (114)	100% (96)	100% (35)	100% (356)	100% (343)	100% (175)	100% (91)	100% (170)	100% (183)	100% (351)	100% (296)

3.

During the past 12 months, about how many total books did you read? (include print and e-books, but not audiobooks)

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
None	28%	32%	24%	26%	33%	31%	17%	29%	29%	25%	25%	48%
1-5	25%	26%	25%	22%	23%	26%	31%	29%	23%	24%	27%	13%
6-10	15%	16%	14%	22%	14%	9%	19%	19%	13%	12%	15%	13%
11-50	20%	18%	22%	19%	19%	23%	17%	16%	21%	26%	22%	9%
More than 50	8%	5%	11%	4%	7%	9%	14%	6%	9%	10%	9%	5%
Not sure	3%	2%	4%	7%	3%	1%	2%	2%	4%	2%	2%	11%
Totals (Unweighted N)	100% (1,000)	100% (472)	100% (528)	100% (174)	100% (286)	100% (367)	100% (173)	100% (346)	100% (424)	100% (230)	100% (891)	100% (109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
None	28%	24%	34%	43%	35%	40%	23%	18%	7%	33%	28%	29%	21%
1-5	25%	25%	31%	22%	32%	25%	27%	26%	17%	29%	21%	25%	27%
6-10	15%	15%	13%	17%	11%	12%	19%	15%	17%	9%	14%	17%	18%
11-50	20%	23%	12%	12%	10%	14%	21%	28%	36%	17%	22%	18%	25%
More than 50	8%	10%	4%	3%	6%	6%	7%	9%	23%	6%	12%	8%	7%
Not sure	3%	3%	6%	3%	6%	3%	4%	3%	—	7%	3%	3%	1%
Totals (Unweighted N)	100% (1,000)	100% (790)	100% (114)	100% (96)	100% (35)	100% (356)	100% (343)	100% (175)	100% (91)	100% (170)	100% (183)	100% (351)	100% (296)

4.

In the past week, did you spend any time reading a print book?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	50%	46%	53%	50%	42%	53%	54%	49%	48%	54%	53%	28%
No	48%	52%	44%	43%	56%	46%	46%	49%	48%	44%	46%	63%
Not sure	2%	2%	3%	7%	2%	1%	1%	1%	3%	1%	1%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(472)	(528)	(174)	(286)	(367)	(173)	(346)	(424)	(230)	(891)	(109)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	50%	54%	38%	39%	35%	39%	51%	61%	82%	44%	56%	47%	53%
No	48%	44%	57%	58%	61%	59%	46%	38%	18%	52%	43%	50%	46%
Not sure	2%	2%	5%	2%	4%	3%	3%	0%	—	4%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(790)	(114)	(96)	(35)	(356)	(343)	(175)	(91)	(170)	(183)	(351)	(296)

5.

In the past week, did you spend any time reading an e-book?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	19%	16%	22%	19%	19%	20%	19%	18%	21%	18%	20%	11%
No	79%	81%	76%	74%	79%	80%	81%	80%	77%	81%	78%	83%
Not sure	2%	2%	2%	7%	2%	0%	—	2%	3%	1%	2%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(472)	(528)	(174)	(286)	(367)	(173)	(346)	(424)	(230)	(891)	(109)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	19%	19%	18%	20%	11%	14%	19%	26%	34%	16%	14%	25%	18%
No	79%	79%	78%	78%	85%	84%	77%	74%	66%	81%	84%	72%	82%
Not sure	2%	2%	4%	2%	4%	2%	3%	0%	—	3%	2%	3%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(790)	(114)	(96)	(35)	(356)	(343)	(175)	(91)	(170)	(183)	(351)	(296)