

OPIGRAM

September 7 - 8, 2013



1.

Have you ever read Catcher in the Rye by J.D. Sallinger?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	34%	34%	35%	36%	36%	32%	34%	34%	34%	35%	36%	15%
No	60%	63%	57%	54%	60%	61%	62%	61%	58%	61%	59%	66%
Not sure	6%	3%	8%	10%	3%	7%	4%	5%	8%	4%	5%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(481)	(519)	(160)	(281)	(393)	(166)	(348)	(401)	(251)	(930)	(70)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	34%	37%	26%	28%	4%	22%	42%	48%	65%	27%	34%	36%	38%
No	60%	58%	68%	63%	84%	71%	53%	47%	31%	67%	59%	59%	55%
Not sure	6%	5%	6%	9%	11%	7%	5%	5%	4%	6%	7%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(783)	(112)	(105)	(32)	(335)	(339)	(200)	(94)	(184)	(248)	(341)	(227)

2. When did you read Catcher in the Rye

When did you read Catcher in the Rye

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Before you were in high school	7%	10%	5%	4%	10%	8%	5%	8%	8%	6%	7%	—
While you were in high school	75%	68%	82%	79%	77%	71%	77%	76%	72%	80%	75%	82%
After you graduated from high school	16%	19%	12%	16%	11%	17%	18%	14%	18%	14%	15%	18%
Not sure	2%	3%	1%	1%	2%	4%	—	2%	3%	—	2%	—
Totals (Unweighted N)	100% (352)	100% (167)	100% (185)	100% (60)	100% (100)	100% (138)	100% (54)	100% (124)	100% (141)	100% (87)	100% (341)	100% (11)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Before you were in high school	7%	7%	3%	12%	—	11%	6%	5%	9%	8%	1%	8%	11%
While you were in high school	75%	75%	88%	66%	100%	74%	70%	80%	79%	80%	79%	75%	69%
After you graduated from high school	16%	16%	2%	22%	—	13%	20%	15%	10%	9%	18%	14%	19%
Not sure	2%	2%	7%	—	—	2%	3%	1%	2%	2%	1%	3%	1%
Totals (Unweighted N)	100% (352)	100% (288)	100% (25)	100% (39)	100% (1)	100% (67)	100% (137)	100% (91)	100% (56)	100% (60)	100% (84)	100% (117)	100% (91)

3. Why did you read Catcher in the Rye

Did you read Catcher in the Rye for fun or was it assigned reading?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
It was assigned reading	52%	46%	58%	43%	60%	57%	42%	49%	46%	66%	52%	70%
I read it for fun	27%	30%	24%	34%	25%	20%	36%	26%	32%	21%	27%	18%
Both	17%	19%	14%	22%	12%	17%	16%	22%	16%	10%	17%	—
Not sure	4%	4%	4%	1%	2%	6%	6%	4%	5%	3%	4%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(352)	(167)	(185)	(60)	(100)	(138)	(54)	(124)	(141)	(87)	(341)	(11)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
It was assigned reading	52%	53%	44%	53%	100%	50%	55%	50%	47%	57%	58%	50%	48%
I read it for fun	27%	26%	20%	37%	—	26%	30%	25%	27%	24%	27%	26%	31%
Both	17%	16%	29%	9%	—	20%	11%	23%	18%	14%	12%	18%	19%
Not sure	4%	4%	7%	—	—	4%	4%	2%	9%	5%	4%	5%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(352)	(288)	(25)	(39)	(1)	(67)	(137)	(91)	(56)	(60)	(84)	(117)	(91)

4. Did you like Catcher in the Rye

Did you like Catcher in the Rye

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	61%	65%	58%	69%	60%	61%	56%	62%	63%	58%	61%	71%
No	16%	14%	19%	21%	19%	13%	14%	16%	16%	17%	16%	20%
Not sure	22%	21%	23%	10%	21%	26%	31%	21%	21%	25%	23%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(352)	(167)	(185)	(60)	(100)	(138)	(54)	(124)	(141)	(87)	(341)	(11)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	61%	63%	55%	57%	—	58%	64%	67%	58%	65%	55%	61%	66%
No	16%	15%	22%	19%	100%	13%	12%	15%	24%	12%	21%	20%	9%
Not sure	22%	22%	23%	24%	—	29%	24%	19%	18%	23%	24%	19%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(352)	(288)	(25)	(39)	(1)	(67)	(137)	(91)	(56)	(60)	(84)	(117)	(91)