

Methodology

The analysis in this report is based on telephone interviews conducted Jan. 3-10, 2018, among a national sample of 2,002 adults, ages 18 and older, living in all 50 U.S. states and the District of Columbia (500 respondents were interviewed on a landline telephone, and 1,502 were interviewed on a cellphone, including 1,071 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <http://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2016 Census Bureau's American Community Survey one-year estimates and population density to parameters from the decennial census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only, or both landline and cellphone), based on extrapolations from the 2016 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	2,002	2.43 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

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January 2018 Core Trends Survey

Abt Associates for Pew Research Center

Sample: n=2,002 adults age 18 or older nationwide, including 1,502 cell phone interviews

Interviewing dates: 01.03.2018 – 01.10.2018

Margin of error: ± 2.4 percentage points for results based on Total [n=2,002]

BOOKS1 During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	NONE	1 BOOK	2-3 BOOKS	4-5 BOOKS	6-10 BOOKS	11-20 BOOKS	MORE THAN 20 BOOKS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	24	5	15	12	16	12	14	2	1
April 2016	25	7	16	12	13	11	15	1	1
April 2015	26	6	16	11	14	12	14	1	*
January 2-5, 2014	23	5	14	12	17	13	15	2	*
September 2013	16	6	16	12	17	14	16	2	1
November 2012	23	7	14	12	15	13	14	1	1
February 2012	23	6	17	13	14	11	13	2	1
December 2011	18	6	13	12	15	14	17	3	1

BOOKS2 Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those ... **[INSERT NEXT ITEM]**?

Based on those who read any books in the past 12 months [N=1,555]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Printed books				
Current [N=1,555]	89	11	*	*
April 2016 [N=1,214]	90	9	*	*
April 2015 [N=1,493]	87	12	1	*
January 2014 [N=780]	91	8	*	*
November 2012 [N=1,754]	89	10	1	*
February 2012 [N=1,377] ¹	90	10	*	*
December 2011 [N=2,474]	93	7	*	*
b. Audiobooks				
Current [N=1,555]	24	76	*	*
April 2016 [N=1,214]	20	80	*	*
April 2015 [N=1,493]	17	83	*	0
January 2014 [N=780]	19	81	*	0
November 2012 [N=1,754]	17	83	*	0
February 2012 [N=1,377]	15	85	*	*
December 2011 [N=2,474]	14	86	*	0
c. E-books²				
Current [N=1,555]	34	65	1	*
April 2016 [N=1,214]	38	61	*	*
April 2015 [N=1,493]	37	63	*	*
January 2014 [N=780]	37	63	*	0
November 2012 [N=1,754]	30	69	*	*
February 2012 [N=1,377]	29	71	*	*
December 2011 [N=2,474]	21	78	*	*

¹ In February 2012, the question was added after interviewing began and trend results are based on respondents who were asked the question and who read any books in the past 12 months.

² December 2011 through April 2016, item wording was "Electronic books, also called e-books."