

YouGov Survey: 2025 Reading and Books

December 15 - 19, 2025 - 2,203 U.S. adult citizens



1. Have you read any books or listened to any audiobooks in 2025?

Yes	60%
No	40%

2. About how many books have you read or listened to so far in 2025?

0	40%
1	6%
2	10%
3	7%
4	5%
5	5%
6	3%
7	2%
8	2%
9	1%
10 - 14	7%
15 - 19	2%
20 - 24	2%
25 - 29	1%
30 - 34	2%
35 - 39	1%
40 - 44	1%
45 - 49	0%
50 or more	4%
Not sure	0%

3. You said you read [number of books read] books in 2025. What share of those were books you read aloud to someone else, such as a child?

Among people who read or listened to at least 5 books in 2025

All of them	3%
Most of them	4%
About half of them	7%
Some of them	11%
None of them	75%
Not sure	1%

4. Were any of the books that you read or listened to in 2025...? Select all that apply.

Physical books	46%
Digital books	24%
Audiobooks	23%
Didn't read or listen to any books	40%

5. Which format made up the largest share of the books that you read or listened to in 2025?

Physical books	34%
Digital books	14%
Audiobooks	12%
Didn't read or listen to any books	41%

6. Were any of the physical books you read in 2025...? Select all that apply.

Among people who read at least one physical book in 2025

A book you own	84%
A book you borrowed from someone you know	24%
A book you borrowed through a library	32%
A book you borrowed through a subscription	5%
Other	2%

7. Were any of the digital books you read in 2025...? Select all that apply.

Among people who read at least one digital book in 2025

A book you own	54%
A book you borrowed from someone you know	8%
A book you borrowed through a library	30%
A book you borrowed through a subscription	23%
A book you accessed for free online	40%
Other	2%

8. Were any of the audiobooks you listened to in 2025...? Select all that apply.

Among people who listened to at least one audiobook in 2025

A book you own	42%
A book you borrowed from someone you know	10%
A book you borrowed through a library	29%
A book you borrowed through a subscription	26%
A book you accessed for free online	35%
Other	4%

9. Which of the following types of books have you read or listened to in 2025? Select all that apply.

Mystery and crime	21%
History	18%
Biographies and memoirs	16%
Thrillers	14%
Fantasy	14%
Romance	14%
Science fiction	13%
Historical fiction	12%
Religion and spirituality	12%
Drama	12%
Literary fiction	11%
Politics	10%
Young adult	9%
Short stories	8%
Academic	6%
Children's	5%
Graphic novels	5%
Crafts, hobbies, and home	5%
Poetry	4%
I haven't read a book in the past year	40%
Other non-fiction	11%
Other fiction	8%
None of the above	1%

10. Do you have a library card from a local public library?

Yes	51%
No	46%
Not sure	2%

11. How much do you check out the following from a local public library?

	Daily	Weekly	Monthly	Rarely	Never	Not sure	Not asked — doesn't have a library card or isn't sure if they have one
Physical books	2%	5%	12%	23%	9%	1%	49%
Electronic books	1%	3%	6%	11%	29%	1%	49%
Audiobooks	1%	3%	5%	10%	31%	1%	49%

12. How much do you use the following services from a local public library?

	Daily	Weekly	Monthly	Rarely	Never	Not sure	Not asked — doesn't have a library card or isn't sure if they have one
A physical space to spend time	2%	4%	7%	17%	20%	1%	49%
Accessing computers or other technology	2%	3%	5%	15%	24%	1%	49%
Programs and events for children	1%	3%	3%	10%	34%	1%	49%
Programs and events for adults	1%	2%	6%	16%	25%	1%	49%

13. About how many physical books do you own?

None	9%
1 - 4	12%
5 - 9	11%
10 - 24	19%
25 - 49	13%
50 - 99	11%
100 - 199	9%
200 - 499	6%
500 - 999	3%
1,000 or more	2%
Not sure	5%

14. About how many digital books do you own?

None	55%
1 - 4	13%
5 - 9	8%
10 - 24	8%
25 - 49	4%
50 - 99	3%
100 - 199	2%
200 - 499	2%
500 - 999	1%
1,000 or more	1%
Not sure	4%

15. About how many audiobooks do you own?

None	70%
1 - 4	11%
5 - 9	6%
10 - 24	5%
25 - 49	2%
50 - 99	1%
100 - 199	1%
200 - 499	1%
500 - 999	0%
1,000 or more	0%
Not sure	3%

16. About how many physical books were in your home when you were growing up?

None	6%
1 - 4	5%
5 - 9	8%
10 - 24	17%
26 - 49	12%
50 - 99	13%
100 - 199	12%
200 - 499	8%
500 - 999	2%
1,000 or more	2%
Not sure	16%

17. How many physical books, on average, do you think the people you know own?

None	4%
1 - 9	17%
10 - 49	33%
50 - 99	13%
100 - 999	8%
1,000 or more	1%
Not sure	25%

18. How many physical books, on average, do you think American adults own?

None	2%
1 - 9	24%
10 - 49	37%
50 - 99	10%
100 - 999	4%
1,000 or more	1%
Not sure	23%

19. Of the books you own, would you say...

Among people who own at least some books, or who aren't sure how many books they own

Most or all of them are for adults	53%
More of them are for adults than for children	20%
About equal shares are for adults and for children	14%
More of them are for children than for adults	6%
Most or all of them are for children	2%
Not sure	4%

20. How frequently do you usually read from or listen to a book?

Weekly or more	36%
Once or twice per month	14%
A few times per year	17%
Seldom	20%
Never	10%
Not sure	3%

21. How frequently do you usually buy a book?

Weekly or more	3%
Once or twice per month	13%
A few times per year	32%
Seldom	32%
Never	17%
Not sure	3%

22. How frequently do you usually get rid of some of the books you own?

Weekly or more	1%
Once or twice per month	3%
A few times per year	20%
Seldom	39%
Never	22%
Not sure	5%
Not asked – doesn't own any books	9%

23. Would you say you own...

Not enough physical books	27%
About the right number of physical books	44%
Too many physical books	15%
Not sure	15%

24. What is the primary way you organize your physical books?

I don't organize my books	38%
By genre or subject	17%
By book size	17%
Alphabetically by author	7%
Alphabetically by title	4%
By color	1%
Dewey Decimal, Library of Congress or other formal system	1%
Another system	4%
I don't have books	9%
Not sure	2%

25. When you are looking for a specific book in your home, how easily can you typically find it?

Among Americans who own at least one physical book or aren't sure how many they own

Very easily	44%
Somewhat easily	42%
Not very easily	8%
Not at all easily	1%
Not sure	5%

26. What share of the books that you own have you read?

Among Americans who own at least one physical book or aren't sure how many they own

All of them	25%
Most of them	40%
About half of them	16%
Some of them	14%
None of them	2%
Not sure	3%

27. How often do you re-read or reference books that you've already read?

Very often	7%
Somewhat often	26%
Not very often	27%
Not at all often	18%
Never	8%
Not sure	4%
I never read books	10%

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December 15 - 19, 2025 - 2,203 U.S. adult citizens



Interviewing Dates	December 15 - 18, 2025 December 16 - 19, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.611, with a mean of one and a standard deviation of 0.888.
Number of respondents	2,203
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

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1. Read Any Books in 2025
Have you read any books or listened to any audiobooks in 2025?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	60%	56%	63%	61%	66%	57%	56%	60%	59%	61%	56%
No	40%	44%	37%	39%	34%	43%	44%	40%	41%	39%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,201)	(987)	(1,214)	(536)	(605)	(623)	(437)	(1,433)	(298)	(312)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	63%	56%	60%	69%	64%	53%	60%	69%	61%	55%	61%	60%
No	40%	37%	44%	40%	31%	36%	47%	40%	31%	39%	45%	39%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,201)	(729)	(846)	(626)	(862)	(761)	(885)	(570)	(493)	(393)	(476)	(838)	(494)

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2. Number of Books Read in 2025 (combined)

About how many books have you read or listened to so far in 2025?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0	40%	44%	37%	39%	34%	43%	44%	40%	41%	39%	44%
1	6%	6%	5%	6%	9%	5%	3%	5%	9%	8%	7%
2	10%	10%	9%	10%	12%	9%	8%	8%	16%	13%	8%
3	7%	7%	7%	7%	7%	9%	5%	7%	8%	6%	5%
4	5%	4%	5%	6%	6%	4%	3%	6%	4%	4%	1%
5	5%	6%	5%	6%	7%	4%	5%	5%	6%	6%	6%
6	3%	3%	3%	2%	3%	4%	3%	3%	3%	4%	2%
7	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	6%
8	2%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%
9	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
10 - 14	7%	5%	8%	10%	6%	7%	6%	7%	4%	10%	8%
15 - 19	2%	2%	3%	2%	2%	2%	4%	3%	1%	1%	0%
20 - 24	2%	1%	3%	2%	2%	2%	3%	2%	1%	2%	4%
25 - 29	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	2%
30 - 34	2%	1%	2%	1%	1%	2%	2%	2%	2%	0%	1%
35 - 39	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%
40 - 44	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%	1%
45 - 49	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
50 or more	4%	2%	6%	2%	5%	3%	5%	5%	1%	1%	2%
Not sure	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%
Totals	101%	98%	100%	99%	101%	100%	101%	101%	100%	101%	100%
Unweighted N	(2,199)	(986)	(1,213)	(535)	(604)	(623)	(437)	(1,432)	(298)	(312)	(157)

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0	40%	37%	44%	40%	31%	36%	47%	40%	31%	39%	45%	39%	40%
1	6%	3%	9%	5%	4%	5%	8%	4%	4%	9%	3%	4%	8%
2	10%	11%	9%	9%	11%	10%	10%	9%	10%	10%	9%	10%	9%
3	7%	7%	7%	7%	8%	7%	7%	6%	7%	10%	6%	7%	6%
4	5%	4%	3%	7%	5%	7%	4%	6%	6%	4%	5%	5%	5%
5	5%	6%	6%	5%	7%	6%	4%	7%	7%	4%	7%	7%	3%
6	3%	2%	3%	3%	3%	5%	2%	3%	5%	3%	2%	3%	3%
7	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%
8	2%	2%	1%	2%	3%	2%	1%	1%	3%	2%	1%	2%	2%
9	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%
10 - 14	7%	7%	7%	7%	7%	7%	5%	7%	8%	7%	4%	8%	8%
15 - 19	2%	3%	2%	2%	4%	3%	1%	3%	4%	3%	2%	3%	2%
20 - 24	2%	4%	1%	2%	3%	2%	2%	3%	2%	1%	4%	2%	2%
25 - 29	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%
30 - 34	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%
35 - 39	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%
40 - 44	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%
45 - 49	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
50 or more	4%	5%	3%	4%	6%	4%	3%	5%	4%	4%	4%	3%	4%
Not sure	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%
Totals	101%	99%	102%	100%	101%	101%	98%	101%	101%	100%	99%	100%	99%
Unweighted N	(2,199)	(728)	(845)	(626)	(862)	(759)	(885)	(570)	(491)	(393)	(475)	(838)	(493)

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3. Share of Books Read Aloud

You said you read [number of books read] books in 2025. What share of those were books you read aloud to someone else, such as a child?

Among people who read or listened to at least 5 books in 2025

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	3%	3%	3%	7%	5%	0%	1%	1%	*	*	*
Most of them	4%	4%	4%	5%	9%	1%	1%	2%	*	*	*
About half of them	7%	5%	8%	14%	6%	6%	2%	5%	*	*	*
Some of them	11%	9%	13%	13%	22%	9%	3%	10%	*	*	*
None of them	75%	80%	72%	61%	58%	83%	94%	81%	*	*	*
Not sure	1%	0%	1%	0%	1%	1%	0%	0%	*	*	*
Totals	101%	101%	101%	100%	101%	100%	101%	99%	*	*	*
Unweighted N	(771)	(291)	(480)	(206)	(215)	(185)	(165)	(535)	(78)	(97)	(61)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All of them	3%	4%	2%	2%	2%	3%	3%	5%	1%	4%	3%	2%	4%
Most of them	4%	3%	3%	5%	3%	4%	5%	2%	3%	2%	2%	5%	4%
About half of them	7%	4%	7%	10%	5%	5%	9%	3%	8%	1%	6%	11%	3%
Some of them	11%	13%	11%	10%	12%	10%	11%	8%	14%	17%	7%	11%	13%
None of them	75%	75%	77%	74%	78%	78%	71%	80%	74%	76%	81%	71%	77%
Not sure	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
Totals	101%	99%	101%	101%	100%	100%	100%	99%	100%	100%	99%	101%	101%
Unweighted N	(771)	(279)	(274)	(218)	(359)	(270)	(245)	(225)	(225)	(123)	(172)	(303)	(173)

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4. Types of Books Read in 2025

Were any of the books that you read or listened to in 2025...? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Physical books	46%	43%	48%	47%	49%	43%	45%	46%	42%	48%	46%
Digital books	24%	21%	26%	28%	28%	19%	21%	23%	24%	24%	28%
Audiobooks	23%	20%	26%	30%	30%	23%	10%	22%	24%	30%	23%
Didn't read or listen to any books	40%	44%	37%	39%	34%	43%	44%	40%	41%	39%	44%
Unweighted N	(2,201)	(987)	(1,214)	(536)	(605)	(623)	(437)	(1,433)	(298)	(312)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Physical books	46%	50%	44%	44%	55%	51%	40%	47%	53%	47%	44%	46%	45%
Digital books	24%	28%	20%	22%	29%	22%	19%	22%	32%	21%	23%	24%	24%
Audiobooks	23%	24%	22%	23%	28%	25%	19%	23%	31%	20%	18%	25%	26%
Didn't read or listen to any books	40%	37%	44%	40%	31%	36%	47%	40%	31%	39%	45%	39%	40%
Unweighted N	(2,201)	(729)	(846)	(626)	(862)	(761)	(885)	(570)	(493)	(393)	(476)	(838)	(494)

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5. Type of Book Most Read in 2025

Which format made up the largest share of the books that you read or listened to in 2025?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Physical books	34%	32%	35%	34%	36%	32%	34%	34%	34%	36%	26%
Digital books	14%	12%	16%	14%	15%	11%	17%	14%	12%	12%	16%
Audiobooks	12%	12%	12%	13%	15%	14%	5%	11%	13%	13%	14%
Didn't read or listen to any books	41%	44%	37%	39%	34%	43%	45%	40%	41%	39%	44%
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(2,198)	(986)	(1,212)	(534)	(605)	(623)	(436)	(1,432)	(298)	(310)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Physical books	34%	35%	32%	33%	38%	37%	32%	35%	34%	39%	32%	33%	32%
Digital books	14%	16%	12%	13%	17%	13%	10%	13%	20%	10%	15%	15%	14%
Audiobooks	12%	11%	12%	13%	14%	14%	11%	12%	15%	12%	8%	13%	15%
Didn't read or listen to any books	41%	37%	44%	40%	31%	36%	47%	40%	31%	39%	45%	39%	40%
Totals	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(2,198)	(728)	(845)	(625)	(861)	(760)	(883)	(570)	(492)	(391)	(476)	(837)	(494)

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6. Source of Physical Books Read in 2025

Were any of the physical books you read in 2025...? Select all that apply.

Among people who read at least one physical book in 2025

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A book you own	84%	84%	84%	83%	82%	86%	83%	85%	79%	86%	*
A book you borrowed from someone you know	24%	23%	25%	38%	20%	22%	17%	24%	32%	24%	*
A book you borrowed through a library	32%	31%	32%	38%	34%	28%	28%	36%	18%	28%	*
A book you borrowed through a subscription	5%	4%	5%	11%	6%	2%	1%	3%	10%	9%	*
Other	2%	2%	3%	2%	3%	3%	1%	3%	2%	1%	*
Unweighted N	(1,096)	(461)	(635)	(293)	(321)	(280)	(202)	(715)	(135)	(160)	(86)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A book you own	84%	84%	85%	82%	86%	83%	82%	82%	87%	82%	83%	83%	88%
A book you borrowed from someone you know	24%	25%	21%	26%	24%	23%	23%	24%	23%	23%	24%	25%	23%
A book you borrowed through a library	32%	37%	29%	29%	39%	28%	26%	36%	35%	32%	35%	32%	30%
A book you borrowed through a subscription	5%	9%	2%	4%	7%	4%	4%	6%	6%	4%	7%	4%	5%
Other	2%	2%	2%	3%	2%	3%	4%	2%	2%	3%	5%	2%	1%
Unweighted N	(1,096)	(393)	(402)	(301)	(487)	(382)	(384)	(305)	(291)	(210)	(234)	(411)	(241)

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7. Source of Digital Books Read in 2025

Were any of the digital books you read in 2025...? Select all that apply.

Among people who read at least one digital book in 2025

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A book you own	54%	55%	52%	46%	53%	59%	*	56%	*	*	*
A book you borrowed from someone you know	8%	12%	5%	12%	13%	4%	*	6%	*	*	*
A book you borrowed through a library	30%	23%	36%	27%	34%	32%	*	35%	*	*	*
A book you borrowed through a subscription	23%	24%	23%	26%	24%	23%	*	22%	*	*	*
A book you accessed for free online	40%	40%	39%	52%	33%	34%	*	38%	*	*	*
Other	2%	1%	3%	3%	2%	3%	*	2%	*	*	*
Unweighted N	(569)	(228)	(341)	(189)	(173)	(123)	(84)	(363)	(72)	(88)	(46)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A book you own	54%	52%	49%	61%	58%	59%	50%	50%	60%	*	57%	50%	53%
A book you borrowed from someone you know	8%	10%	8%	7%	11%	7%	10%	6%	10%	*	13%	6%	9%
A book you borrowed through a library	30%	30%	33%	28%	37%	31%	27%	30%	34%	*	34%	28%	31%
A book you borrowed through a subscription	23%	30%	19%	19%	30%	21%	19%	28%	27%	*	23%	22%	29%
A book you accessed for free online	40%	38%	44%	37%	36%	34%	47%	33%	36%	*	44%	37%	41%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Other	2%	2%	1%	3%	2%	4%	3%	1%	1%	*	2%	3%	1%
Unweighted N	(569)	(228)	(194)	(147)	(262)	(170)	(186)	(148)	(169)	(99)	(115)	(220)	(135)

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8. Source of Audiobooks Read in 2025

Were any of the audiobooks you listened to in 2025...? Select all that apply.

Among people who listened to at least one audiobook in 2025

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A book you own	42%	43%	41%	41%	43%	42%	*	41%	*	44%	*
A book you borrowed from someone you know	10%	14%	7%	21%	9%	3%	*	8%	*	16%	*
A book you borrowed through a library	29%	20%	36%	28%	32%	28%	*	31%	*	28%	*
A book you borrowed through a subscription	26%	24%	26%	38%	26%	18%	*	25%	*	28%	*
A book you accessed for free online	35%	36%	34%	36%	28%	42%	*	31%	*	39%	*
Other	4%	5%	3%	8%	3%	1%	*	4%	*	2%	*
Unweighted N	(583)	(229)	(354)	(190)	(200)	(146)	(47)	(342)	(87)	(108)	(46)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A book you own	42%	39%	39%	48%	38%	50%	39%	44%	47%	*	38%	45%	39%
A book you borrowed from someone you know	10%	11%	8%	10%	8%	10%	7%	11%	8%	*	8%	9%	9%
A book you borrowed through a library	29%	30%	32%	26%	30%	28%	25%	30%	32%	*	36%	24%	31%
A book you borrowed through a subscription	26%	38%	18%	21%	35%	22%	22%	31%	29%	*	30%	21%	33%
A book you accessed for free online	35%	36%	36%	32%	35%	32%	40%	29%	35%	*	32%	34%	41%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Other	4%	2%	6%	3%	2%	3%	2%	3%	0%	*	2%	4%	2%
Unweighted N	(583)	(228)	(203)	(152)	(267)	(200)	(191)	(158)	(170)	(96)	(113)	(227)	(147)

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9. Book Genres Read

Which of the following types of books have you read or listened to in 2025? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Mystery and crime	21%	16%	25%	20%	20%	18%	26%	23%	13%	19%	18%
History	18%	23%	13%	19%	20%	14%	20%	18%	13%	21%	14%
Biographies and memoirs	16%	15%	17%	17%	17%	14%	17%	17%	11%	16%	10%
Thrillers	14%	13%	15%	12%	15%	13%	16%	15%	13%	11%	11%
Fantasy	14%	14%	14%	21%	16%	14%	4%	13%	14%	17%	13%
Romance	14%	7%	20%	24%	14%	9%	10%	13%	18%	15%	11%
Science fiction	13%	16%	9%	17%	15%	11%	7%	13%	11%	12%	11%
Historical fiction	12%	12%	13%	15%	10%	10%	17%	14%	9%	10%	8%
Religion and spirituality	12%	9%	15%	14%	12%	11%	12%	11%	14%	15%	14%
Drama	12%	9%	15%	14%	14%	9%	12%	12%	15%	14%	9%
Literary fiction	11%	9%	12%	13%	12%	8%	11%	11%	9%	13%	8%
Politics	10%	13%	7%	10%	13%	7%	11%	10%	7%	14%	9%
Young adult	9%	6%	12%	20%	10%	4%	3%	8%	11%	12%	5%
Short stories	8%	7%	8%	12%	10%	5%	6%	8%	7%	9%	7%
Academic	6%	6%	6%	13%	7%	2%	2%	5%	7%	8%	3%
Children's	5%	3%	8%	8%	9%	3%	2%	5%	7%	9%	3%
Graphic novels	5%	6%	4%	9%	8%	3%	1%	5%	5%	7%	2%
Crafts, hobbies, and home	5%	4%	6%	6%	6%	4%	4%	5%	2%	7%	4%
Poetry	4%	3%	5%	9%	5%	2%	3%	4%	7%	6%	4%
I haven't read a book in the past year	40%	44%	37%	39%	34%	43%	44%	40%	41%	39%	44%
Other non-fiction	11%	8%	13%	13%	10%	10%	10%	11%	8%	11%	12%
Other fiction	8%	6%	9%	9%	7%	8%	7%	9%	3%	8%	6%
None of the above	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	0%

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	Total	Gender		Age (4 category)				Race (4 category)				
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Unweighted N	(2,201)	(987)	(1,214)	(536)	(605)	(623)	(437)	(1,433)	(298)	(312)	(158)	

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Mystery and crime	21%	22%	18%	22%	25%	23%	17%	24%	25%	17%	19%	24%	19%
History	18%	19%	18%	17%	23%	22%	13%	19%	25%	18%	14%	17%	22%
Biographies and memoirs	16%	19%	15%	14%	21%	18%	13%	18%	21%	14%	15%	16%	19%
Thrillers	14%	17%	11%	14%	18%	16%	10%	16%	21%	12%	13%	16%	13%
Fantasy	14%	17%	14%	11%	17%	12%	13%	12%	14%	12%	13%	14%	15%
Romance	14%	17%	11%	14%	16%	13%	11%	14%	15%	10%	17%	14%	12%
Science fiction	13%	17%	11%	10%	19%	12%	11%	13%	15%	11%	13%	13%	13%
Historical fiction	12%	14%	10%	14%	17%	16%	9%	14%	17%	8%	13%	13%	14%
Religion and spirituality	12%	8%	12%	16%	11%	18%	10%	12%	12%	12%	12%	14%	9%
Drama	12%	14%	9%	13%	16%	13%	10%	14%	14%	9%	11%	14%	11%
Literary fiction	11%	15%	9%	8%	18%	10%	8%	10%	15%	11%	10%	10%	11%
Politics	10%	13%	7%	10%	16%	13%	6%	9%	17%	10%	7%	10%	11%
Young adult	9%	12%	8%	7%	13%	7%	7%	9%	9%	8%	10%	9%	8%
Short stories	8%	10%	6%	7%	11%	8%	7%	7%	9%	8%	6%	8%	10%
Academic	6%	7%	6%	5%	8%	5%	5%	6%	8%	3%	7%	6%	7%
Children's	5%	7%	2%	7%	7%	6%	4%	5%	8%	5%	5%	5%	5%
Graphic novels	5%	7%	5%	3%	8%	4%	5%	5%	5%	3%	6%	5%	5%
Crafts, hobbies, and home	5%	6%	4%	5%	7%	5%	4%	5%	8%	3%	7%	4%	6%
Poetry	4%	8%	3%	2%	8%	2%	5%	3%	5%	3%	6%	4%	4%
I haven't read a book in the past year	40%	37%	44%	40%	31%	36%	47%	40%	31%	39%	45%	39%	40%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Other non-fiction	11%	14%	9%	10%	14%	10%	9%	11%	11%	11%	10%	10%	11%
Other fiction	8%	9%	7%	7%	10%	8%	7%	8%	7%	10%	7%	6%	9%
None of the above	1%	0%	2%	0%	1%	0%	1%	0%	1%	1%	0%	1%	2%
Unweighted N	(2,201)	(729)	(846)	(626)	(862)	(761)	(885)	(570)	(493)	(393)	(476)	(838)	(494)

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10. Library Card

Do you have a library card from a local public library?

	Gender			Age (4 category)				Race (4 category)					
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other		
Yes	51%	43%	59%	41%	53%	53%	58%	51%	53%	48%	53%		
No	46%	55%	38%	56%	45%	45%	40%	46%	46%	48%	44%		
Not sure	2%	2%	3%	3%	2%	2%	2%	2%	1%	4%	3%		
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%		
Unweighted N	(2,203)	(987)	(1,216)	(536)	(605)	(625)	(437)	(1,433)	(299)	(312)	(159)		
	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	58%	48%	49%	65%	53%	49%	50%	56%	48%	55%	53%	47%
No	46%	39%	50%	49%	32%	45%	48%	48%	43%	51%	41%	45%	50%
Not sure	2%	4%	2%	2%	3%	2%	3%	2%	1%	1%	3%	2%	4%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(2,203)	(730)	(847)	(626)	(863)	(761)	(886)	(570)	(493)	(394)	(476)	(839)	(494)

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11A. Library Use (Books) — Physical books

How much do you check out the following from a local public library?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	2%	2%	3%	3%	1%	0%	1%	2%	5%	1%
Weekly	5%	4%	6%	7%	5%	4%	5%	5%	4%	9%	0%
Monthly	12%	9%	14%	10%	15%	11%	12%	13%	10%	10%	12%
Rarely	23%	19%	26%	15%	19%	25%	30%	23%	28%	17%	23%
Never	9%	8%	10%	5%	9%	11%	10%	9%	7%	8%	15%
Not sure	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	47%	43%	49%	47%	52%	48%
Totals	101%	99%	100%	100%	99%	99%	101%	101%	99%	101%	99%
Unweighted N	(2,198)	(986)	(1,212)	(535)	(605)	(624)	(434)	(1,430)	(299)	(312)	(157)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Weekly	5%	7%	3%	6%	7%	6%	5%	7%	5%	4%	3%	6%	6%
Monthly	12%	13%	11%	12%	16%	14%	10%	11%	17%	14%	15%	10%	11%
Rarely	23%	26%	23%	19%	29%	21%	22%	20%	25%	22%	26%	25%	16%
Never	9%	9%	9%	9%	10%	9%	10%	9%	8%	6%	8%	9%	11%
Not sure	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	47%	51%	50%	44%	52%	45%	47%	53%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	101%	100%	100%	99%	100%	99%	101%	99%	101%	100%	99%	100%	100%
Unweighted N	(2,198)	(729)	(844)	(625)	(861)	(759)	(884)	(568)	(493)	(393)	(472)	(839)	(494)

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11B. Library Use (Books) — Electronic books

How much do you check out the following from a local public library?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	1%	1%	2%	1%	1%	1%	1%	0%	3%	0%
Weekly	3%	2%	4%	4%	4%	2%	2%	3%	3%	6%	1%
Monthly	6%	4%	7%	7%	8%	5%	3%	6%	4%	7%	4%
Rarely	11%	10%	12%	8%	11%	12%	13%	11%	15%	7%	7%
Never	29%	26%	33%	19%	27%	32%	39%	29%	28%	24%	39%
Not sure	1%	0%	2%	1%	2%	0%	0%	1%	1%	1%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	48%	43%	49%	47%	52%	48%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	98%	100%	99%
Unweighted N	(2,183)	(977)	(1,206)	(535)	(603)	(621)	(424)	(1,417)	(296)	(312)	(158)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Weekly	3%	5%	2%	3%	5%	2%	3%	3%	4%	3%	2%	3%	4%
Monthly	6%	5%	6%	6%	8%	6%	4%	6%	8%	6%	5%	6%	6%
Rarely	11%	14%	10%	9%	17%	9%	10%	11%	12%	10%	14%	10%	9%
Never	29%	31%	28%	29%	33%	32%	30%	28%	29%	28%	32%	30%	26%
Not sure	1%	0%	2%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	48%	51%	50%	44%	52%	45%	48%	54%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	101%	100%	100%	99%	100%	99%	99%	101%	99%	99%	101%
Unweighted N	(2,183)	(723)	(842)	(618)	(855)	(750)	(877)	(565)	(488)	(390)	(473)	(828)	(492)

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11C. Library Use (Books) — Audiobooks

How much do you check out the following from a local public library?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	1%	1%	2%	2%	1%	1%	1%	1%	4%	1%
Weekly	3%	2%	3%	4%	3%	3%	1%	2%	3%	5%	2%
Monthly	5%	3%	7%	6%	8%	5%	1%	4%	6%	7%	4%
Rarely	10%	9%	11%	7%	10%	11%	9%	10%	13%	8%	9%
Never	31%	27%	35%	19%	28%	33%	45%	33%	29%	24%	35%
Not sure	1%	0%	1%	2%	1%	0%	0%	1%	1%	1%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	42%	59%	47%	48%	43%	49%	47%	52%	48%
Totals	100%	99%	100%	99%	99%	101%	100%	100%	100%	101%	99%
Unweighted N	(2,182)	(977)	(1,205)	(535)	(604)	(619)	(424)	(1,416)	(296)	(312)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%
Weekly	3%	3%	2%	3%	4%	2%	3%	3%	4%	2%	2%	3%	2%
Monthly	5%	6%	4%	5%	7%	6%	4%	6%	6%	5%	4%	5%	5%
Rarely	10%	12%	10%	7%	16%	9%	9%	8%	13%	10%	11%	9%	10%
Never	31%	34%	29%	31%	37%	33%	32%	30%	31%	30%	36%	32%	26%
Not sure	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	52%	35%	48%	51%	51%	44%	52%	45%	48%	53%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	99%	100%	101%	101%	101%	99%	100%	101%	100%	100%	99%
Unweighted N	(2,182)	(723)	(842)	(617)	(857)	(749)	(878)	(562)	(489)	(391)	(471)	(827)	(493)

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12A. Library Use (Services) — A physical space to spend time

How much do you use the following services from a local public library?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	2%	2%	3%	2%	1%	2%	1%	3%	4%	1%
Weekly	4%	3%	5%	8%	5%	3%	2%	3%	8%	7%	3%
Monthly	7%	5%	10%	9%	9%	7%	4%	7%	9%	8%	7%
Rarely	17%	14%	19%	8%	18%	17%	23%	17%	17%	16%	18%
Never	20%	17%	22%	11%	17%	24%	25%	22%	13%	13%	23%
Not sure	1%	1%	1%	2%	1%	1%	1%	1%	3%	0%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	48%	42%	49%	47%	52%	48%
Totals	100%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(2,193)	(984)	(1,209)	(535)	(603)	(620)	(435)	(1,424)	(299)	(312)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	1%
Weekly	4%	7%	3%	3%	7%	3%	5%	4%	4%	5%	4%	4%	4%
Monthly	7%	8%	7%	7%	10%	8%	6%	7%	10%	8%	6%	8%	8%
Rarely	17%	21%	15%	14%	26%	15%	15%	17%	19%	17%	18%	16%	18%
Never	20%	18%	20%	21%	20%	24%	19%	19%	22%	18%	22%	22%	15%
Not sure	1%	1%	1%	2%	0%	1%	2%	0%	0%	0%	3%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	47%	51%	50%	44%	52%	45%	48%	53%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	100%	100%	99%	100%	100%	99%	100%	101%	101%	101%	100%
Unweighted N	(2,193)	(727)	(843)	(623)	(856)	(759)	(882)	(568)	(489)	(390)	(475)	(834)	(494)

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12B. Library Use (Services) — Accessing computers or other technology

How much do you use the following services from a local public library?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	2%	2%	3%	3%	1%	2%	2%	4%	4%	1%
Weekly	3%	3%	3%	6%	3%	3%	1%	2%	8%	5%	1%
Monthly	5%	4%	6%	6%	8%	5%	2%	4%	8%	8%	4%
Rarely	15%	11%	19%	12%	15%	16%	18%	15%	19%	18%	10%
Never	24%	21%	27%	11%	22%	27%	33%	27%	13%	13%	36%
Not sure	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	48%	42%	49%	47%	52%	48%
Totals	99%	99%	99%	99%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(2,196)	(985)	(1,211)	(535)	(603)	(623)	(435)	(1,428)	(298)	(312)	(158)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	3%	3%	1%
Weekly	3%	6%	2%	2%	4%	3%	4%	4%	3%	3%	4%	2%	4%
Monthly	5%	5%	5%	6%	6%	5%	6%	5%	4%	4%	5%	6%	5%
Rarely	15%	18%	15%	13%	21%	13%	17%	15%	12%	15%	15%	16%	15%
Never	24%	25%	23%	24%	31%	29%	19%	24%	34%	24%	26%	25%	20%
Not sure	1%	1%	1%	2%	1%	1%	1%	0%	1%	0%	2%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	47%	51%	50%	44%	52%	45%	47%	53%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(2,196)	(727)	(846)	(623)	(858)	(760)	(882)	(570)	(490)	(392)	(476)	(834)	(494)

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12C. Library Use (Services) — Programs and events for children

How much do you use the following services from a local public library?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	1%	1%	2%	1%	0%	0%	0%	0%	3%	1%
Weekly	3%	3%	3%	4%	4%	2%	1%	2%	6%	5%	1%
Monthly	3%	2%	4%	3%	6%	3%	0%	3%	4%	5%	1%
Rarely	10%	7%	12%	8%	12%	10%	9%	8%	16%	12%	10%
Never	34%	30%	37%	21%	29%	38%	46%	37%	26%	23%	40%
Not sure	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	0%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	47%	43%	49%	47%	52%	48%
Totals	101%	101%	99%	99%	100%	100%	99%	100%	100%	101%	101%
Unweighted N	(2,194)	(984)	(1,210)	(535)	(603)	(623)	(433)	(1,428)	(296)	(312)	(158)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Weekly	3%	4%	2%	2%	4%	2%	3%	2%	4%	3%	3%	3%	3%
Monthly	3%	3%	2%	4%	4%	3%	2%	3%	6%	2%	3%	3%	3%
Rarely	10%	11%	10%	9%	11%	11%	10%	9%	11%	9%	9%	12%	8%
Never	34%	38%	33%	31%	45%	34%	33%	34%	34%	34%	38%	33%	30%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	47%	51%	50%	44%	52%	45%	47%	54%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	101%	101%	101%	99%	101%	99%	101%	100%	101%	101%	100%	100%	100%
Unweighted N	(2,194)	(725)	(844)	(625)	(856)	(761)	(880)	(569)	(491)	(392)	(474)	(835)	(493)

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12D. Library Use (Services) — Programs and events for adults

How much do you use the following services from a local public library?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	1%	1%	2%	2%	1%	0%	1%	2%	3%	1%
Weekly	2%	2%	2%	4%	3%	1%	1%	1%	4%	4%	1%
Monthly	6%	4%	7%	7%	7%	6%	4%	6%	4%	8%	2%
Rarely	16%	13%	20%	10%	15%	18%	21%	16%	20%	12%	21%
Never	25%	22%	28%	16%	25%	28%	30%	27%	21%	21%	26%
Not sure	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	57%	41%	59%	47%	47%	43%	49%	47%	52%	47%
Totals	100%	100%	100%	99%	100%	101%	100%	101%	99%	100%	99%
Unweighted N	(2,197)	(985)	(1,212)	(535)	(603)	(624)	(435)	(1,430)	(297)	(311)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Weekly	2%	4%	1%	1%	3%	2%	2%	2%	3%	1%	3%	2%	2%
Monthly	6%	7%	4%	7%	9%	6%	5%	7%	7%	6%	3%	7%	6%
Rarely	16%	19%	16%	14%	23%	16%	16%	13%	20%	18%	21%	15%	13%
Never	25%	27%	24%	25%	29%	28%	25%	26%	25%	22%	27%	27%	24%
Not sure	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%
Not asked — doesn't have a library card or isn't sure if they have one	49%	43%	52%	51%	35%	47%	51%	50%	44%	52%	45%	47%	54%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	101%	99%	100%	101%	100%	101%	100%	100%	101%	101%	100%	102%
Unweighted N	(2,197)	(726)	(846)	(625)	(858)	(761)	(882)	(570)	(491)	(392)	(476)	(836)	(493)

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13. Physical Books Owned

About how many physical books do you own?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	9%	10%	8%	12%	13%	6%	5%	8%	14%	10%	6%
1 - 4	12%	12%	12%	18%	14%	9%	9%	9%	17%	20%	11%
5 - 9	11%	12%	10%	11%	9%	12%	9%	10%	16%	10%	8%
10 - 24	19%	20%	18%	23%	21%	17%	16%	18%	19%	23%	21%
25 - 49	13%	12%	14%	14%	11%	15%	11%	13%	11%	13%	18%
50 - 99	11%	10%	12%	8%	10%	12%	14%	12%	8%	6%	14%
100 - 199	9%	8%	9%	4%	8%	11%	11%	10%	5%	7%	6%
200 - 499	6%	6%	7%	2%	5%	8%	10%	8%	4%	5%	5%
500 - 999	3%	3%	2%	1%	1%	2%	6%	3%	1%	2%	2%
1,000 or more	2%	2%	2%	1%	1%	3%	4%	3%	1%	1%	4%
Not sure	5%	5%	4%	7%	6%	3%	4%	5%	4%	3%	5%
Totals	100%	100%	98%	101%	99%	98%	99%	99%	100%	100%	100%
Unweighted N	(2,202)	(987)	(1,215)	(535)	(605)	(625)	(437)	(1,432)	(299)	(312)	(159)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	9%	8%	12%	7%	4%	4%	12%	6%	8%	9%	7%	9%	11%
1 - 4	12%	11%	13%	11%	7%	9%	16%	11%	7%	16%	10%	13%	8%
5 - 9	11%	9%	12%	11%	10%	9%	13%	10%	6%	12%	12%	11%	8%
10 - 24	19%	18%	17%	23%	16%	19%	20%	22%	15%	17%	20%	21%	17%
25 - 49	13%	14%	12%	13%	16%	14%	12%	13%	12%	12%	10%	12%	17%
50 - 99	11%	12%	11%	11%	13%	13%	9%	13%	14%	12%	12%	11%	11%
100 - 199	9%	11%	7%	8%	13%	11%	6%	9%	14%	7%	10%	8%	10%
200 - 499	6%	6%	7%	6%	9%	9%	4%	7%	11%	7%	8%	5%	7%

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		Party ID			2024 Vote		Family Income (3 category)				Region		
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
500 - 999	3%	4%	2%	2%	5%	3%	1%	3%	5%	3%	1%	3%	3%
1,000 or more	2%	3%	2%	2%	4%	3%	1%	2%	5%	1%	4%	1%	3%
Not sure	5%	3%	6%	5%	3%	5%	4%	4%	4%	4%	7%	5%	4%
Totals	100%	99%	101%	99%	100%	99%	98%	100%	101%	100%	101%	99%	99%
Unweighted N	(2,202)	(730)	(846)	(626)	(863)	(761)	(885)	(570)	(493)	(393)	(476)	(839)	(494)

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14. Electronic Books Owned

About how many digital books do you own?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	55%	55%	55%	48%	52%	56%	63%	55%	59%	53%	54%
1 - 4	13%	14%	12%	19%	13%	12%	9%	12%	18%	13%	8%
5 - 9	8%	8%	8%	9%	8%	7%	6%	7%	7%	11%	11%
10 - 24	8%	8%	7%	10%	9%	8%	4%	8%	5%	9%	7%
25 - 49	4%	4%	5%	4%	4%	4%	5%	5%	3%	4%	4%
50 - 99	3%	2%	3%	1%	3%	3%	3%	3%	2%	1%	4%
100 - 199	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	2%
200 - 499	2%	2%	2%	0%	2%	3%	3%	2%	1%	2%	2%
500 - 999	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%
1,000 or more	1%	1%	1%	0%	0%	2%	2%	1%	1%	1%	3%
Not sure	4%	4%	5%	8%	5%	3%	2%	5%	4%	3%	5%
Totals	101%	101%	101%	100%	98%	101%	101%	101%	101%	99%	100%
Unweighted N	(2,201)	(986)	(1,215)	(536)	(605)	(623)	(437)	(1,431)	(299)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	55%	54%	54%	57%	49%	53%	62%	54%	45%	57%	55%	56%	51%
1 - 4	13%	12%	15%	11%	13%	12%	13%	13%	14%	17%	13%	11%	14%
5 - 9	8%	7%	9%	7%	7%	7%	7%	9%	10%	6%	8%	8%	8%
10 - 24	8%	8%	7%	7%	9%	8%	6%	8%	10%	5%	7%	8%	10%
25 - 49	4%	5%	2%	6%	6%	5%	3%	5%	6%	4%	3%	5%	4%
50 - 99	3%	3%	2%	3%	3%	4%	2%	3%	4%	4%	3%	2%	2%
100 - 199	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%
200 - 499	2%	3%	2%	2%	3%	2%	1%	1%	4%	1%	2%	2%	3%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
500 - 999	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
1,000 or more	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	2%	1%	2%
Not sure	4%	3%	6%	4%	4%	5%	4%	3%	2%	4%	5%	5%	3%
Totals	101%	100%	100%	101%	99%	100%	101%	99%	100%	101%	101%	101%	100%
Unweighted N	(2,201)	(730)	(845)	(626)	(863)	(760)	(886)	(570)	(492)	(393)	(476)	(839)	(493)

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15. Audiobooks Owned

About how many audiobooks do you own?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	70%	71%	69%	67%	63%	71%	81%	72%	70%	62%	69%
1 - 4	11%	11%	10%	10%	14%	11%	8%	10%	11%	13%	10%
5 - 9	6%	5%	7%	9%	7%	6%	4%	5%	8%	8%	8%
10 - 24	5%	6%	4%	6%	6%	4%	3%	5%	3%	7%	1%
25 - 49	2%	2%	3%	3%	3%	3%	0%	2%	3%	4%	2%
50 - 99	1%	1%	1%	1%	2%	1%	1%	1%	0%	0%	2%
100 - 199	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
200 - 499	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%
500 - 999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	3%	2%	4%	4%	3%	2%	1%	2%	2%	3%	5%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	99%	99%	98%
Unweighted N	(2,199)	(984)	(1,215)	(536)	(604)	(623)	(436)	(1,429)	(299)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	70%	70%	72%	70%	66%	67%	75%	70%	63%	74%	74%	69%	66%
1 - 4	11%	12%	11%	9%	13%	11%	10%	12%	12%	10%	11%	9%	13%
5 - 9	6%	6%	5%	8%	6%	7%	6%	5%	8%	3%	6%	8%	6%
10 - 24	5%	5%	5%	5%	6%	5%	3%	5%	7%	6%	4%	5%	5%
25 - 49	2%	3%	2%	3%	3%	3%	2%	3%	3%	3%	1%	3%	2%
50 - 99	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	3%
100 - 199	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%
200 - 499	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	0%	1%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
500 - 999	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	3%	2%	4%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(2,199)	(728)	(845)	(626)	(861)	(761)	(885)	(568)	(492)	(394)	(474)	(838)	(493)

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16. Books Owned Growing Up

About how many physical books were in your home when you were growing up?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	6%	5%	7%	6%	8%	4%	7%	5%	10%	8%	4%
1 - 4	5%	4%	6%	8%	6%	3%	3%	3%	7%	13%	1%
5 - 9	8%	9%	7%	7%	10%	7%	8%	8%	7%	14%	3%
10 - 24	17%	15%	18%	18%	14%	18%	17%	15%	18%	20%	23%
26 - 49	12%	13%	11%	9%	11%	12%	15%	12%	13%	11%	11%
50 - 99	13%	12%	13%	10%	12%	15%	12%	14%	6%	11%	18%
100 - 199	12%	13%	12%	9%	13%	14%	12%	13%	15%	7%	12%
200 - 499	8%	7%	8%	7%	6%	9%	8%	9%	4%	5%	6%
500 - 999	2%	2%	3%	2%	2%	3%	3%	3%	2%	1%	4%
1,000 or more	2%	1%	2%	2%	2%	2%	1%	2%	2%	0%	1%
Not sure	16%	19%	13%	23%	17%	12%	13%	16%	17%	12%	18%
Totals	101%	100%	100%	101%	101%	99%	99%	100%	101%	102%	101%
Unweighted N	(2,201)	(986)	(1,215)	(536)	(604)	(625)	(436)	(1,432)	(298)	(312)	(159)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	6%	6%	8%	5%	5%	4%	8%	5%	4%	9%	6%	5%	6%
1 - 4	5%	3%	6%	5%	3%	5%	5%	6%	4%	6%	2%	6%	5%
5 - 9	8%	9%	5%	11%	7%	9%	9%	9%	6%	10%	9%	8%	6%
10 - 24	17%	17%	14%	20%	15%	17%	20%	15%	14%	12%	17%	18%	18%
26 - 49	12%	11%	10%	14%	12%	12%	12%	16%	9%	11%	13%	12%	11%
50 - 99	13%	12%	12%	14%	12%	15%	11%	15%	14%	11%	10%	13%	17%
100 - 199	12%	15%	11%	11%	15%	13%	11%	13%	14%	13%	16%	12%	9%
200 - 499	8%	8%	9%	7%	11%	8%	5%	7%	11%	9%	9%	7%	7%

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	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
500 - 999	2%	4%	2%	1%	5%	2%	1%	2%	5%	2%	2%	2%	4%
1,000 or more	2%	3%	1%	1%	2%	2%	2%	1%	3%	3%	3%	1%	1%
Not sure	16%	13%	22%	12%	13%	13%	16%	11%	15%	15%	15%	17%	15%
Totals	101%	101%	100%	101%	100%	100%	100%	100%	99%	101%	102%	101%	99%
Unweighted N	(2,201)	(729)	(846)	(626)	(861)	(761)	(885)	(569)	(493)	(393)	(476)	(838)	(494)

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17. Books Owned by People You Know

How many physical books, on average, do you think the people you know own?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	4%	5%	3%	6%	6%	3%	2%	3%	7%	6%	3%
1 - 9	17%	18%	16%	22%	20%	16%	11%	16%	20%	24%	12%
10 - 49	33%	31%	34%	34%	29%	36%	31%	33%	30%	33%	38%
50 - 99	13%	10%	15%	9%	12%	12%	18%	15%	9%	5%	14%
100 - 999	8%	7%	8%	4%	8%	8%	10%	8%	8%	8%	6%
1,000 or more	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%
Not sure	25%	28%	22%	25%	24%	25%	27%	25%	26%	23%	27%
Totals	101%	100%	98%	100%	99%	101%	100%	101%	100%	99%	100%
Unweighted N	(2,200)	(987)	(1,213)	(535)	(604)	(624)	(437)	(1,432)	(297)	(312)	(159)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	4%	4%	5%	3%	2%	2%	6%	3%	2%	5%	5%	4%	2%
1 - 9	17%	17%	16%	18%	15%	16%	18%	19%	14%	15%	15%	18%	18%
10 - 49	33%	34%	29%	37%	35%	35%	29%	40%	31%	35%	33%	32%	32%
50 - 99	13%	14%	12%	13%	16%	13%	11%	11%	18%	10%	13%	12%	15%
100 - 999	8%	10%	6%	8%	11%	10%	6%	7%	13%	7%	8%	8%	7%
1,000 or more	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%
Not sure	25%	20%	32%	22%	21%	23%	29%	20%	20%	27%	25%	24%	25%
Totals	101%	100%	100%	101%	101%	100%	99%	101%	99%	99%	99%	99%	99%
Unweighted N	(2,200)	(729)	(846)	(625)	(862)	(761)	(885)	(570)	(492)	(394)	(476)	(837)	(493)

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18. Books Owned by Americans

How many physical books, on average, do you think American adults own?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	2%	2%	2%	5%	2%	2%	0%	2%	2%	2%	6%
1 - 9	24%	26%	22%	26%	27%	21%	22%	23%	23%	29%	20%
10 - 49	37%	35%	38%	35%	35%	40%	36%	38%	33%	30%	42%
50 - 99	10%	8%	12%	7%	10%	10%	13%	11%	8%	11%	6%
100 - 999	4%	3%	4%	3%	4%	4%	4%	4%	5%	4%	2%
1,000 or more	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Not sure	23%	25%	21%	24%	21%	22%	24%	22%	27%	24%	24%
Totals	101%	100%	100%	101%	101%	100%	100%	101%	99%	101%	101%
Unweighted N	(2,195)	(983)	(1,212)	(535)	(602)	(624)	(434)	(1,430)	(294)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	2%	3%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	2%
1 - 9	24%	25%	23%	23%	25%	22%	24%	24%	22%	17%	25%	25%	24%
10 - 49	37%	39%	32%	40%	39%	37%	34%	42%	41%	38%	43%	34%	35%
50 - 99	10%	10%	8%	12%	12%	12%	9%	9%	11%	14%	9%	9%	10%
100 - 999	4%	3%	4%	4%	3%	5%	4%	2%	4%	4%	3%	5%	3%
1,000 or more	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	0%	2%	1%
Not sure	23%	19%	30%	19%	19%	21%	26%	18%	19%	24%	18%	23%	25%
Totals	101%	100%	100%	100%	101%	99%	100%	99%	100%	101%	99%	100%	100%
Unweighted N	(2,195)	(726)	(844)	(625)	(861)	(759)	(882)	(567)	(492)	(392)	(474)	(836)	(493)

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19. Share of Books For Adults and Children

Of the books you own, would you say . .

Among people who own at least some books, or who aren't sure how many books they own

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Most or all of them are for adults	53%	55%	51%	39%	43%	58%	70%	56%	47%	47%	53%
More of them are for adults than for children	20%	20%	20%	21%	21%	21%	18%	20%	20%	19%	21%
About equal shares are for adults and for children	14%	13%	16%	22%	17%	13%	7%	14%	20%	14%	15%
More of them are for children than for adults	6%	6%	6%	12%	8%	3%	3%	5%	6%	12%	5%
Most or all of them are for children	2%	1%	3%	1%	4%	2%	1%	2%	3%	3%	1%
Not sure	4%	5%	4%	5%	6%	4%	1%	4%	5%	5%	6%
Totals	99%	100%	100%	100%	99%	101%	100%	101%	101%	100%	101%
Unweighted N	(2,042)	(907)	(1,135)	(489)	(551)	(584)	(418)	(1,340)	(262)	(288)	(152)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Most or all of them are for adults	53%	58%	50%	53%	59%	54%	54%	56%	49%	53%	57%	51%	54%
More of them are for adults than for children	20%	18%	21%	22%	22%	23%	16%	23%	26%	23%	18%	19%	23%
About equal shares are for adults and for children	14%	12%	17%	14%	12%	14%	17%	10%	15%	14%	12%	18%	11%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More of them are for children than for adults	6%	8%	5%	5%	5%	5%	5%	8%	7%	4%	8%	6%	5%
Most or all of them are for children	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Not sure	4%	1%	7%	4%	1%	3%	6%	2%	2%	5%	3%	4%	5%
Totals	99%	100%	101%	100%	101%	101%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(2,042)	(681)	(772)	(589)	(827)	(728)	(798)	(539)	(469)	(364)	(448)	(776)	(454)

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20. Frequency of Reading New Books

How frequently do you usually read from or listen to a book?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weekly or more	36%	31%	42%	33%	35%	34%	45%	39%	27%	30%	41%
Once or twice per month	14%	14%	13%	12%	16%	16%	9%	14%	14%	15%	10%
A few times per year	17%	17%	17%	23%	14%	17%	16%	15%	24%	21%	15%
Seldom	20%	24%	16%	17%	19%	21%	21%	19%	23%	20%	23%
Never	10%	12%	9%	9%	11%	12%	7%	11%	9%	10%	8%
Not sure	3%	3%	3%	6%	4%	0%	1%	2%	4%	6%	2%
Totals	100%	101%	100%	100%	99%	100%	99%	100%	101%	102%	99%
Unweighted N	(2,199)	(986)	(1,213)	(535)	(605)	(623)	(436)	(1,430)	(298)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Weekly or more	36%	42%	31%	37%	46%	43%	29%	39%	48%	35%	38%	35%	39%
Once or twice per month	14%	13%	13%	16%	15%	15%	13%	15%	13%	15%	10%	17%	11%
A few times per year	17%	16%	19%	16%	15%	17%	21%	15%	13%	19%	17%	18%	15%
Seldom	20%	20%	22%	17%	16%	16%	22%	20%	19%	14%	21%	20%	23%
Never	10%	8%	10%	13%	6%	8%	13%	10%	6%	14%	11%	9%	10%
Not sure	3%	2%	5%	1%	2%	1%	3%	1%	1%	3%	3%	2%	3%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%
Unweighted N	(2,199)	(729)	(844)	(626)	(862)	(760)	(884)	(569)	(493)	(394)	(475)	(836)	(494)

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21. Frequency of Buying New Books

How frequently do you usually buy a book?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weekly or more	3%	2%	3%	3%	4%	2%	3%	2%	4%	3%	2%
Once or twice per month	13%	12%	14%	16%	12%	13%	12%	13%	14%	16%	6%
A few times per year	32%	29%	35%	28%	35%	30%	36%	34%	25%	28%	32%
Seldom	32%	35%	29%	30%	25%	38%	32%	32%	31%	23%	50%
Never	17%	19%	15%	16%	19%	17%	16%	16%	22%	19%	9%
Not sure	3%	3%	4%	7%	5%	1%	1%	2%	5%	10%	2%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	101%	99%	101%
Unweighted N	(2,199)	(985)	(1,214)	(534)	(605)	(623)	(437)	(1,431)	(299)	(310)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Weekly or more	3%	3%	2%	3%	3%	3%	2%	3%	4%	0%	2%	4%	2%
Once or twice per month	13%	15%	10%	15%	16%	15%	11%	13%	18%	14%	11%	13%	15%
A few times per year	32%	34%	29%	34%	40%	37%	27%	34%	38%	33%	31%	32%	32%
Seldom	32%	32%	34%	30%	29%	30%	35%	32%	27%	30%	38%	31%	30%
Never	17%	14%	19%	16%	10%	13%	22%	15%	11%	20%	15%	17%	17%
Not sure	3%	1%	6%	2%	2%	2%	3%	3%	2%	4%	3%	4%	4%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(2,199)	(729)	(845)	(625)	(862)	(761)	(884)	(568)	(493)	(393)	(474)	(838)	(494)

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22. Frequency of Getting Rid of Books

How frequently do you usually get rid of some of the books you own?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weekly or more	1%	1%	1%	2%	2%	0%	0%	1%	1%	3%	1%
Once or twice per month	3%	3%	4%	5%	4%	2%	3%	3%	4%	5%	1%
A few times per year	20%	18%	22%	15%	17%	22%	27%	21%	14%	18%	29%
Seldom	39%	38%	40%	31%	34%	45%	43%	43%	35%	26%	35%
Never	22%	25%	20%	28%	24%	20%	19%	20%	28%	32%	22%
Not sure	5%	5%	5%	5%	7%	4%	3%	4%	4%	7%	6%
Not asked – doesn't own any books	9%	10%	8%	12%	13%	6%	5%	8%	14%	10%	6%
Totals	99%	100%	100%	98%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(2,198)	(984)	(1,214)	(535)	(605)	(624)	(434)	(1,429)	(298)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Weekly or more	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Once or twice per month	3%	4%	3%	3%	5%	3%	3%	3%	5%	2%	4%	4%	4%
A few times per year	20%	20%	19%	22%	21%	21%	19%	23%	23%	23%	20%	19%	21%
Seldom	39%	41%	37%	40%	46%	44%	36%	42%	38%	37%	40%	41%	37%
Never	22%	24%	22%	22%	20%	21%	24%	21%	23%	25%	24%	20%	23%
Not sure	5%	3%	6%	5%	2%	5%	5%	4%	3%	4%	5%	5%	4%
Not asked – doesn't own any books	9%	8%	12%	7%	4%	4%	12%	6%	8%	9%	7%	9%	11%
Totals	99%	101%	100%	100%	99%	99%	100%	100%	101%	101%	102%	99%	101%
Unweighted N	(2,198)	(729)	(844)	(625)	(861)	(759)	(883)	(568)	(493)	(393)	(475)	(836)	(494)

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23. Right Number of Physical Books

Would you say you own...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Not enough physical books	27%	29%	24%	32%	31%	26%	18%	24%	34%	32%	27%
About the right number of physical books	44%	42%	45%	46%	44%	39%	47%	44%	42%	41%	46%
Too many physical books	15%	13%	17%	9%	9%	18%	23%	17%	11%	11%	13%
Not sure	15%	16%	14%	13%	15%	17%	12%	15%	13%	16%	14%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,198)	(984)	(1,214)	(533)	(604)	(624)	(437)	(1,429)	(298)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not enough physical books	27%	27%	31%	21%	24%	21%	31%	22%	24%	21%	25%	27%	32%
About the right number of physical books	44%	47%	39%	45%	49%	47%	40%	45%	51%	45%	45%	46%	38%
Too many physical books	15%	17%	13%	15%	19%	17%	12%	18%	17%	17%	15%	13%	18%
Not sure	15%	8%	17%	18%	8%	14%	17%	15%	8%	17%	16%	14%	13%
Totals	101%	99%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(2,198)	(729)	(845)	(624)	(861)	(760)	(884)	(569)	(492)	(393)	(475)	(838)	(492)

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24. Method of Organizing Books

What is the primary way you organize your physical books?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I don't organize my books	38%	40%	35%	30%	35%	41%	41%	39%	35%	34%	37%
By genre or subject	17%	18%	17%	17%	16%	17%	19%	19%	10%	15%	21%
By book size	17%	13%	21%	15%	17%	19%	17%	16%	25%	21%	14%
Alphabetically by author	7%	7%	6%	6%	6%	6%	9%	7%	5%	5%	5%
Alphabetically by title	4%	5%	4%	7%	5%	3%	3%	3%	7%	6%	9%
By color	1%	0%	2%	3%	1%	0%	0%	1%	1%	1%	0%
Dewey Decimal, Library of Congress or other formal system	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%	0%
Another system	4%	3%	4%	3%	3%	4%	4%	4%	1%	3%	8%
I don't have books	9%	10%	8%	12%	13%	6%	5%	8%	14%	10%	6%
Not sure	2%	3%	2%	6%	2%	2%	0%	3%	1%	5%	0%
Totals	100%	100%	100%	100%	99%	99%	98%	100%	101%	100%	100%
Unweighted N	(2,201)	(987)	(1,214)	(534)	(605)	(625)	(437)	(1,431)	(299)	(312)	(159)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I don't organize my books	38%	36%	35%	42%	35%	41%	35%	43%	34%	41%	43%	36%	31%
By genre or subject	17%	18%	18%	15%	22%	20%	13%	18%	24%	20%	15%	16%	20%
By book size	17%	18%	15%	19%	17%	18%	20%	17%	14%	16%	16%	18%	18%
Alphabetically by author	7%	7%	6%	7%	8%	6%	7%	6%	7%	3%	6%	9%	6%
Alphabetically by title	4%	5%	4%	4%	5%	4%	5%	4%	5%	5%	4%	5%	5%
By color	1%	1%	1%	0%	2%	1%	1%	0%	2%	0%	1%	1%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Dewey Decimal, Library of Congress or other formal system	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%
Another system	4%	4%	3%	3%	5%	4%	3%	4%	4%	3%	4%	4%	5%
I don't have books	9%	8%	12%	7%	4%	4%	12%	6%	8%	9%	7%	9%	11%
Not sure	2%	2%	4%	1%	1%	2%	3%	1%	2%	3%	4%	1%	3%
Totals	100%	99%	99%	98%	99%	101%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(2,201)	(730)	(845)	(626)	(862)	(761)	(885)	(570)	(492)	(393)	(475)	(839)	(494)

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25. Ease of Finding Books

When you are looking for a specific book in your home, how easily can you typically find it?

Among Americans who own at least one physical book or aren't sure how many they own

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very easily	44%	43%	45%	42%	45%	46%	41%	42%	49%	44%	51%
Somewhat easily	42%	42%	43%	44%	40%	41%	46%	45%	37%	40%	36%
Not very easily	8%	8%	8%	4%	9%	9%	9%	8%	10%	5%	7%
Not at all easily	1%	1%	1%	2%	0%	1%	2%	1%	1%	3%	1%
Not sure	5%	6%	3%	8%	6%	4%	2%	4%	3%	9%	5%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(2,044)	(910)	(1,134)	(490)	(550)	(585)	(419)	(1,343)	(261)	(288)	(152)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very easily	44%	49%	41%	41%	45%	40%	45%	45%	41%	42%	42%	46%	42%
Somewhat easily	42%	41%	43%	44%	44%	47%	42%	42%	43%	42%	44%	40%	45%
Not very easily	8%	6%	9%	8%	8%	9%	7%	7%	10%	8%	9%	8%	6%
Not at all easily	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
Not sure	5%	3%	5%	6%	2%	3%	5%	6%	3%	6%	5%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	99%
Unweighted N	(2,044)	(682)	(774)	(588)	(829)	(728)	(798)	(539)	(471)	(364)	(448)	(775)	(457)

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26. Share of Books Read

What share of the books that you own have you read?

Among Americans who own at least one physical book or aren't sure how many they own

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	25%	26%	25%	17%	24%	28%	29%	26%	24%	26%	22%
Most of them	40%	41%	39%	35%	37%	42%	45%	41%	41%	33%	38%
About half of them	16%	15%	16%	22%	19%	14%	9%	15%	15%	19%	16%
Some of them	14%	14%	15%	16%	16%	12%	14%	13%	14%	16%	23%
None of them	2%	2%	3%	3%	2%	2%	2%	2%	4%	1%	0%
Not sure	3%	3%	3%	7%	2%	2%	1%	2%	2%	6%	1%
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(2,041)	(909)	(1,132)	(488)	(550)	(584)	(419)	(1,338)	(263)	(288)	(152)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All of them	25%	27%	24%	25%	24%	26%	27%	26%	21%	23%	25%	28%	23%
Most of them	40%	40%	39%	42%	46%	42%	36%	40%	46%	42%	40%	37%	45%
About half of them	16%	16%	16%	15%	16%	13%	16%	16%	15%	12%	16%	17%	15%
Some of them	14%	15%	13%	14%	13%	14%	14%	15%	15%	15%	13%	15%	13%
None of them	2%	1%	3%	2%	1%	2%	3%	2%	2%	4%	3%	2%	1%
Not sure	3%	1%	5%	2%	1%	2%	3%	1%	1%	4%	3%	1%	3%
Totals	100%	100%	100%	100%	101%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,041)	(682)	(770)	(589)	(827)	(728)	(797)	(538)	(470)	(362)	(448)	(774)	(457)

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27. Frequency of Re-reading

How often do you re-read or reference books that you've already read?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	7%	6%	8%	8%	8%	6%	5%	6%	10%	7%	5%
Somewhat often	26%	24%	28%	24%	25%	29%	25%	27%	25%	26%	21%
Not very often	27%	27%	26%	27%	23%	26%	31%	27%	23%	23%	38%
Not at all often	18%	19%	17%	17%	18%	17%	19%	19%	18%	14%	17%
Never	8%	9%	8%	8%	8%	7%	11%	8%	12%	9%	8%
Not sure	4%	4%	4%	6%	6%	3%	1%	3%	3%	11%	2%
I never read books	10%	12%	9%	9%	11%	12%	7%	11%	9%	10%	8%
Totals	100%	101%	100%	99%	99%	100%	99%	101%	100%	100%	99%
Unweighted N	(2,198)	(986)	(1,212)	(535)	(605)	(622)	(436)	(1,429)	(298)	(312)	(159)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	7%	7%	6%	7%	7%	8%	6%	6%	7%	7%	5%	8%	6%
Somewhat often	26%	28%	23%	28%	29%	28%	27%	24%	25%	25%	28%	24%	29%
Not very often	27%	27%	28%	26%	31%	29%	26%	27%	29%	24%	27%	29%	25%
Not at all often	18%	18%	21%	15%	20%	17%	14%	20%	23%	17%	18%	17%	21%
Never	8%	10%	7%	8%	6%	6%	9%	9%	8%	9%	8%	9%	6%
Not sure	4%	2%	7%	3%	2%	3%	4%	4%	2%	5%	3%	4%	4%
I never read books	10%	8%	10%	13%	6%	8%	13%	10%	6%	14%	11%	9%	10%
Totals	100%	100%	102%	100%	101%	99%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(2,198)	(728)	(844)	(626)	(861)	(760)	(884)	(568)	(493)	(394)	(475)	(836)	(493)

YouGov Survey: 2025 Reading and Books

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Interviewing Dates	December 15 - 18, 2025 December 16 - 19, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.611, with a mean of one and a standard deviation of 0.888.
Number of respondents	2,203
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.