YouGov Survey: Books and Reading

YouGov

Sample	3385 U.S. adult citizens
Conducted	December 13 - 20, 2024
Margin of Error	±2.3%

1. Have you read any books or listened to any audiobooks in 2024?

Yes	63%
No	37%

2. About how many books have you read or listened to so far in 2024?

0	37%
1	5%
2	9%
3	9%
4	6%
5	5%
6	3%
7	2%
8	3%
9	1%
10 - 14	7%
15 - 19	3%
20 - 24	3%
25 - 29	1%
30 - 34	1%
35 - 39	1%
40 - 44	1%
45 - 49	0%
50 or more	4%
Not sure	1%

3. You said you read [the number of books respondent said they have read in 2024] books in 2024. What share of those were books you read aloud to someone else?

All of them	2%
Most of them	5%
About half of them	5%
Some of them	17%
None of them	72%
Not sure	1%

4. Were any of the books that you read or listened to in 2024...? Select all that apply.

Physical books	49%
Digital books	26%
Audiobooks	26%
Didn't read or listen to any books	37%

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5. Were any of the physical books you read in 2024...? Select all that apply.
Among people who read at least one physical book in 2024

A book you own 79%
A book you borrowed from someone you know 25%
A book you borrowed through a library 33%
A book you borrowed through a subscription 6%
Other 3%

6. Were any of the digital books you read in 2024...? Select all that apply.
Among people who read at least one digital book in 2024

A book you own 61%
A book you borrowed from someone you know 10%
A book you borrowed through a library 30%
A book you borrowed through a subscription 30%
Other 10%

7. Were any of the audiobooks you listened to in 2024...? Select all that apply.
Among people who listened to at least one audiobook in 2024

A book you own 51%
A book you borrowed from someone you know 12%
A book you borrowed through a library 26%
A book you borrowed through a subscription 30%
Other 9%

8. Which of the following types of books have you read or listened to in 2024? Select all that apply.

Mystery and crime	22%
History	18%
Thrillers	16%
Romance	16%
Science fiction	15%
Historical fiction	15%
Biographies and memoirs	15%
Fantasy	15%
Religion and spirituality	13%
Politics	12%
Drama	12%
Literary fiction	11%
Young Adult	9%
Short stories	9%
Academic	8%
Graphic novels	7%
Crafts, hobbies, and home	6%
Children's	5%
Poetry	5%
Other non-fiction	10%
Other fiction	7%
None of the above	0%
I haven't read a book in the past year	37%

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

Yes	53%
No	44%
Not sure	4%

10. How much do you use the following services from a local public library?
Among people who have a library card

	Daily	Weekly	Monthly	Rarely	Never	Not sure
Checking out physical books	1%	11%	27%	44%	15%	2%
Checking out electronic books	1%	8%	13%	24%	52%	2%
Checking out audiobooks	2%	7%	10%	22%	58%	2%

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11. How much do you use the following services from a local public library?
Among people who have a library card

	Daily	Weekly	Monthly	Rarely	Never	Not sure
A physical space to spend time	3%	11%	17%	33%	35%	1%
Accessing computers or other technology	4%	8%	12%	31%	44%	1%
Programs and events for children	1%	4%	9%	21%	62%	2%
Programs and events for adults	2%	4%	12%	32%	48%	2%

12. About how many physical books do you own?

None	7%
1 - 4	14%
5 - 9	12%
10 - 24	18%
26 - 49	12%
50 - 99	11%
100 - 199	10%
200 - 499	7%
500 - 999	2%
1,000 or more	2%
Not sure	5%

13. About how many electronic books do you own?

None	51%
1 - 4	13%
5 - 9	7%
10 - 24	9%
26 - 49	5%
50 - 99	4%
100 - 199	3%
200 - 499	2%
500 - 999	1%
1,000 or more	1%
Not sure	4%

14. About how many audiobooks do you own?

None	64%
1 - 4	14%
5 - 9	7%
10 - 24	5%
26 - 49	3%
50 - 99	2%
100 - 199	1%
200 - 499	0%
500 - 999	0%
1,000 or more	0%
Not sure	4%

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

None	4%
1 - 4	7%
5 - 9	9%
10 - 24	15%
26 - 49	15%
50 - 99	14%
100 - 199	12%
200 - 499	7%
500 - 999	2%
1,000 or more	2%
Not sure	14%

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

None	4%
1 - 9	18%
10 - 49	34%
50 - 99	14%
100 - 999	9%
1,000 or more	1%
Not sure	21%

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

None	3%
1 - 9	23%
10 - 49	37%
50 - 99	12%
100 - 999	5%
1,000 or more	2%
Not sure	20%

18. How frequently do you usually read from a book?

Weekly or more 37%
Once or twice per month 16%
A few times per year 18%
Seldom 20%
Never 6%
Not sure 3%

19. How frequently do you usually buy a book?

Weekly or more 3%
Once or twice per month 14%
A few times per year 33%
Seldom 31%
Never 15%
Not sure 4%

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

Weekly or more 2%
Once or twice per month 4%
A few times per year 20%
Seldom 41%
Never 28%
Not sure 6%

21. Would you say you own...

Not enough physical books 28%
About the right number of physical books 43%
Too many physical books 14%
Not sure 15%

22. 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 book

Very easily 49%
Somewhat easily 40%
Not very easily 7%
Not easily at all 2%
Not sure 2%

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

Very often 9%
Somewhat often 28%
Not very often 29%
Not at all often 16%
Never 8%
Not sure 5%
I never read books 4%

Interviewing Dates   December 13 - 17, 2024 | December 16 - 18, 2024 | December 17 - 20, 2024

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, 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 6.609, with a mean of one and a standard deviation of 0.933.

Number of respondents   3385

Margin of error $\pm$ 2.3% (adjusted for weighting)

Survey mode   Web-based interviews

Questions not reported 88 questions not reported.

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December 13 - 20, 2024 - 3385 U.S. adult citizens

YouGov

1. Read Any Books in 2024
Have you read any books or listened to any audiobooks in 2024?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	60%	65%	72%	66%	56%	60%	62%	64%	62%	68%
No	37%	40%	35%	28%	34%	44%	40%	38%	36%	38%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(3,381)	(1,575)	(1,806)	(821)	(580)	(1,156)	(824)	(2,131)	(468)	(485)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Yes	63%	69%	60%	60%	73%	62%	55%	65%	76%	56%	74%
No	37%	31%	40%	40%	27%	38%	45%	35%	24%	44%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(3,381)	(1,208)	(1,146)	(1,027)	(1,364)	(1,303)	(1,398)	(938)	(682)	(2,160)	(1,221)

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2. Number of Books Read in 2024 (combined)
About how many books have you read or listened to so far in 2024?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0	37%	40%	35%	28%	34%	44%	40%	38%	36%	38%	32%
1	5%	5%	4%	5%	5%	5%	3%	5%	5%	5%	6%
2	9%	7%	10%	11%	9%	8%	7%	7%	10%	13%	15%
3	9%	8%	9%	9%	12%	8%	6%	8%	11%	11%	8%
4	6%	7%	4%	7%	7%	5%	3%	6%	6%	4%	8%
5	5%	7%	4%	8%	5%	5%	4%	5%	9%	6%	3%
6	3%	4%	3%	5%	3%	3%	3%	3%	4%	2%	4%
7	2%	1%	2%	3%	3%	1%	2%	2%	2%	3%	3%
8	3%	3%	2%	3%	4%	2%	3%	3%	2%	2%	2%
9	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	0%
10 - 14	7%	6%	7%	9%	6%	6%	7%	7%	6%	6%	7%
15 - 19	3%	2%	3%	3%	3%	1%	4%	3%	3%	2%	2%
20 - 24	3%	2%	4%	2%	3%	3%	3%	4%	1%	2%	3%
25 - 29	1%	1%	2%	1%	1%	2%	2%	2%	0%	0%	2%
30 - 34	1%	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%
35 - 39	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%
40 - 44	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%
45 - 49	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
50 or more	4%	2%	5%	2%	3%	3%	6%	5%	1%	2%	3%
Not sure	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%
Totals	102%	100%	99%	99%	103%	100%	98%	103%	97%	101%	100%
Unweighted N	(3,381)	(1,575)	(1,806)	(821)	(580)	(1,156)	(824)	(2,131)	(468)	(485)	(297)

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	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
0	37%	31%	40%	40%	27%	38%	45%	35%	24%	44%	26%
1	5%	4%	6%	4%	4%	5%	5%	4%	5%	5%	3%
2	9%	10%	8%	8%	9%	9%	9%	7%	8%	9%	8%
3	9%	10%	8%	9%	9%	9%	8%	9%	9%	9%	8%
4	6%	6%	6%	5%	6%	5%	5%	7%	7%	5%	7%
5	5%	6%	6%	5%	6%	5%	4%	6%	6%	5%	6%
6	3%	3%	3%	3%	5%	3%	3%	4%	4%	3%	3%
7	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
8	3%	4%	2%	2%	3%	2%	3%	2%	2%	2%	3%
9	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
10 - 14	7%	7%	6%	7%	9%	8%	4%	8%	10%	5%	11%
15 - 19	3%	4%	1%	3%	4%	2%	1%	4%	4%	2%	4%
20 - 24	3%	2%	3%	3%	4%	4%	2%	3%	5%	2%	4%
25 - 29	1%	2%	1%	1%	2%	1%	1%	1%	4%	1%	2%
30 - 34	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
35 - 39	1%	0%	0%	1%	1%	2%	0%	1%	2%	0%	1%
40 - 44	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%
45 - 49	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
50 or more	4%	5%	4%	3%	7%	3%	3%	4%	6%	3%	6%
Not sure	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%
Totals	102%	100%	99%	100%	101%	101%	98%	100%	101%	100%	98%
Unweighted N	(3,381)	(1,208)	(1,146)	(1,027)	(1,364)	(1,303)	(1,398)	(938)	(682)	(2,160)	(1,221)

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3. Share of Books Read Aloud
You said you read [the number of books respondent said they have read in 2024] books in 2024. What share of those were books you read aloud to someone else?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	2%	1%	2%	2%	1%	3%	0%	1%	6%	5%	0%
Most of them	5%	6%	3%	7%	8%	3%	1%	4%	5%	12%	2%
About half of them	5%	3%	5%	11%	6%	2%	0%	3%	6%	12%	3%
Some of them	17%	21%	13%	27%	27%	7%	7%	15%	22%	24%	13%
None of them	72%	68%	76%	51%	57%	84%	91%	77%	61%	47%	82%
Not sure	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%
Totals	102%	100%	100%	99%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,223)	(542)	(681)	(328)	(205)	(366)	(324)	(807)	(155)	(151)	(110)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
All of them	2%	3%	1%	1%	2%	1%	2%	2%	0%	2%	1%
Most of them	5%	5%	1%	7%	5%	6%	3%	4%	9%	3%	6%
About half of them	5%	6%	3%	3%	3%	4%	5%	5%	4%	5%	4%
Some of them	17%	19%	12%	18%	16%	19%	17%	15%	18%	15%	18%
None of them	72%	66%	81%	70%	73%	69%	73%	73%	68%	74%	70%
Not sure	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	0%
Totals	102%	100%	99%	99%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,223)	(480)	(386)	(357)	(587)	(446)	(409)	(365)	(323)	(622)	(601)

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4. Types of Books Read in 2024
Were any of the books that you read or listened to in 2024...? 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	49%	46%	51%	57%	49%	44%	48%	49%	49%	46%	52%
Digital books	26%	25%	27%	38%	29%	20%	22%	25%	27%	27%	31%
Audiobooks	26%	26%	26%	37%	35%	21%	13%	24%	29%	32%	28%
Didn't read or listen to any books	37%	40%	35%	28%	34%	44%	40%	38%	36%	38%	32%
Unweighted N	(3,381)	(1,575)	(1,806)	(821)	(580)	(1,156)	(824)	(2,131)	(468)	(485)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Physical books	49%	52%	48%	46%	56%	48%	44%	49%	56%	44%	57%
Digital books	26%	33%	21%	26%	33%	26%	18%	30%	38%	21%	36%
Audiobooks	26%	32%	24%	23%	33%	24%	20%	28%	39%	20%	37%
Didn't read or listen to any books	37%	31%	40%	40%	27%	38%	45%	35%	24%	44%	26%
Unweighted N	(3,381)	(1,208)	(1,146)	(1,027)	(1,364)	(1,303)	(1,398)	(938)	(682)	(2,160)	(1,221)

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5. Source of Physical Books Read in 2024

Were any of the physical books you read in 2024...? Select all that apply.

Among people who read at least one physical book in 2024

		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	79%	79%	79%	75%	78%	80%	83%	80%	75%	76%	77%
A book you borrowed from someone you know	25%	25%	25%	35%	31%	16%	20%	25%	30%	24%	20%
A book you borrowed through a library	33%	31%	35%	34%	31%	32%	37%	35%	28%	34%	26%
A book you borrowed through a subscription	6%	7%	6%	11%	10%	3%	2%	6%	9%	9%	6%
Other	3%	2%	4%	3%	2%	1%	6%	3%	2%	4%	5%
Unweighted N	(1,717)	(770)	(947)	(482)	(306)	(532)	(397)	(1,074)	(241)	(244)	(158)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
A book you own	79%	79%	77%	80%	83%	82%	75%	81%	86%	75%	85%
A book you borrowed from someone you know	25%	27%	22%	27%	26%	26%	22%	25%	29%	24%	27%
A book you borrowed through a library	33%	34%	33%	33%	38%	33%	36%	34%	34%	32%	36%
A book you borrowed through a subscription	6%	7%	5%	8%	6%	9%	7%	7%	8%	6%	7%
Other	3%	3%	3%	2%	2%	2%	2%	3%	1%	2%	4%
Unweighted N	(1,717)	(662)	(571)	(484)	(779)	(630)	(640)	(490)	(406)	(978)	(739)

6. Source of Digitial Books Read in 2024
Were any of the digital books you read in 2024…? Select all that apply.

Among people who read at least one digital book in 2024

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A book you own	61%	68%	55%	53%	65%	68%	61%	60%	49%	74%	*
A book you borrowed from someone you know	10%	9%	11%	19%	12%	2%	1%	7%	24%	7%	*
A book you borrowed through a library	30%	22%	37%	22%	38%	30%	32%	34%	18%	27%	*
A book you borrowed through a subscription	30%	24%	35%	24%	31%	29%	41%	32%	28%	26%	*
Other	10%	11%	9%	18%	9%	2%	9%	10%	17%	4%	*
Unweighted N	(932)	(433)	(499)	(319)	(186)	(252)	(175)	(540)	(149)	(146)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
A book you own	61%	56%	67%	63%	65%	69%	59%	55%	69%	62%	60%
A book you borrowed from someone you know	10%	13%	8%	7%	8%	9%	8%	10%	9%	10%	9%
A book you borrowed through a library	30%	31%	32%	27%	36%	28%	31%	32%	29%	24%	36%
A book you borrowed through a subscription	30%	28%	26%	36%	35%	30%	35%	34%	28%	29%	32%
Other	10%	12%	10%	7%	5%	5%	12%	6%	6%	12%	8%
Unweighted N	(932)	(401)	(279)	(252)	(456)	(321)	(285)	(283)	(263)	(481)	(451)

7. Source of Audiobooks Read in 2024
Were any of the audiobooks you listened to in 2024…? Select all that apply.

Among people who listened to at least one audiobook in 2024

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A book you own	51%	57%	46%	54%	53%	44%	55%	49%	51%	56%	*
A book you borrowed from someone you know	12%	11%	12%	17%	15%	6%	2%	10%	14%	8%	*
A book you borrowed through a library	26%	19%	31%	17%	27%	31%	31%	30%	14%	24%	*
A book you borrowed through a subscription	30%	27%	33%	29%	35%	28%	27%	29%	36%	33%	*
Other	9%	11%	6%	10%	7%	10%	5%	10%	10%	5%	*
Unweighted N	(900)	(433)	(467)	(319)	(222)	(258)	(101)	(520)	(150)	(162)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
A book you own	51%	52%	51%	51%	53%	58%	50%	47%	58%	49%	54%
A book you borrowed from someone you know	12%	15%	9%	11%	10%	10%	8%	11%	15%	13%	10%
A book you borrowed through a library	26%	27%	25%	25%	33%	26%	23%	32%	24%	20%	31%
A book you borrowed through a subscription	30%	33%	26%	32%	33%	27%	30%	31%	34%	29%	32%
Other	9%	6%	9%	12%	5%	11%	11%	8%	3%	11%	6%
Unweighted N	(900)	(400)	(273)	(227)	(453)	(299)	(286)	(281)	(257)	(442)	(458)

8. Book Genres Read

Which of the following types of books have you read or listened to in 2024? 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	22%	16%	28%	18%	23%	20%	29%	22%	22%	22%	18%
History	18%	24%	12%	19%	17%	16%	19%	18%	15%	19%	20%
Thrillers	16%	13%	19%	16%	15%	17%	16%	17%	15%	15%	16%
Romance	16%	9%	23%	28%	19%	9%	12%	14%	24%	19%	14%
Science fiction	15%	20%	10%	20%	16%	13%	12%	15%	13%	14%	22%
Historical fiction	15%	14%	16%	15%	15%	12%	19%	16%	11%	13%	17%
Biographies and memoirs	15%	13%	16%	12%	16%	14%	17%	14%	11%	13%	24%
Fantasy	15%	14%	15%	23%	21%	10%	6%	14%	13%	16%	19%
Religion and spirituality	13%	13%	14%	15%	14%	12%	14%	12%	16%	13%	22%
Politics	12%	17%	8%	17%	13%	9%	12%	12%	11%	15%	12%
Drama	12%	9%	16%	19%	13%	9%	9%	12%	13%	16%	9%
Literary fiction	11%	9%	12%	13%	12%	7%	11%	11%	9%	10%	14%
Young Adult	9%	8%	11%	20%	15%	3%	3%	9%	9%	13%	12%
Short stories	9%	9%	8%	10%	10%	8%	7%	8%	10%	13%	5%
Academic	8%	11%	6%	15%	11%	4%	5%	8%	10%	10%	8%
Graphic novels	7%	9%	5%	10%	11%	4%	4%	6%	7%	12%	6%
Crafts, hobbies, and home	6%	6%	6%	5%	8%	5%	6%	6%	5%	7%	7%
Children's	5%	5%	5%	7%	9%	4%	1%	5%	4%	7%	5%
Poetry	5%	5%	4%	10%	6%	2%	2%	4%	7%	7%	6%
Other non-fiction	10%	10%	10%	10%	10%	9%	12%	11%	8%	8%	12%
Other fiction	7%	5%	8%	8%	6%	6%	8%	8%	4%	3%	11%
None of the above	0%	1%	0%	0%	1%	0%	0%	0%	2%	1%	0%
I haven't read a book in the past year	37%	40%	35%	28%	34%	44%	40%	38%	36%	38%	32%

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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	(3,381)	(1,575)	(1,806)	(821)	(580)	(1,156)	(824)	(2,131)	(468)	(485)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Mystery and crime	22%	26%	20%	21%	29%	24%	18%	26%	26%	20%	27%
History	18%	19%	17%	17%	21%	18%	14%	19%	25%	13%	25%
Thrillers	16%	18%	17%	15%	20%	16%	15%	16%	18%	15%	18%
Romance	16%	22%	12%	14%	22%	14%	12%	19%	21%	14%	19%
Science fiction	15%	16%	16%	13%	19%	15%	11%	19%	21%	13%	18%
Historical fiction	15%	17%	12%	15%	20%	15%	11%	17%	22%	11%	22%
Biographies and memoirs	15%	17%	14%	12%	22%	13%	11%	16%	21%	11%	22%
Fantasy	15%	18%	16%	9%	18%	11%	12%	17%	19%	13%	18%
Religion and spirituality	13%	12%	13%	15%	10%	16%	12%	13%	15%	12%	15%
Politics	12%	17%	8%	13%	18%	15%	8%	14%	21%	8%	20%
Drama	12%	18%	9%	10%	17%	12%	10%	15%	15%	12%	14%
Literary fiction	11%	14%	10%	8%	16%	10%	7%	11%	16%	7%	16%
Young Adult	9%	13%	9%	6%	11%	6%	8%	9%	14%	8%	12%
Short stories	9%	11%	7%	7%	12%	9%	7%	9%	11%	7%	12%
Academic	8%	10%	9%	6%	11%	7%	7%	8%	13%	5%	14%
Graphic novels	7%	7%	8%	6%	7%	7%	7%	7%	8%	6%	10%
Crafts, hobbies, and home	6%	7%	5%	6%	7%	6%	6%	6%	7%	5%	7%
Children's	5%	8%	3%	5%	7%	6%	4%	6%	7%	4%	8%
Poetry	5%	6%	4%	4%	7%	3%	4%	7%	4%	4%	6%
Other non-fiction	10%	10%	11%	9%	14%	10%	8%	9%	14%	8%	15%
Other fiction	7%	8%	7%	5%	8%	6%	6%	6%	8%	6%	8%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None of the above	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%
I haven't read a book in the past year	37%	31%	40%	40%	27%	38%	45%	35%	24%	44%	26%
Unweighted N	(3,381)	(1,208)	(1,146)	(1,027)	(1,364)	(1,303)	(1,398)	(938)	(682)	(2,160)	(1,221)

9. 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	53%	47%	58%	43%	54%	55%	58%	53%	52%	50%	51%
No	44%	49%	39%	50%	42%	43%	41%	43%	43%	47%	45%
Not sure	4%	4%	3%	8%	4%	3%	1%	4%	4%	3%	4%
Totals	101%	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(3,383)	(1,577)	(1,806)	(823)	(580)	(1,155)	(825)	(2,132)	(468)	(486)	(297)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Yes	53%	57%	50%	52%	63%	52%	54%	53%	59%	49%	60%
No	44%	38%	46%	46%	34%	45%	41%	45%	38%	47%	38%
Not sure	4%	4%	4%	2%	3%	3%	4%	3%	3%	4%	2%
Totals	101%	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(3,383)	(1,209)	(1,148)	(1,026)	(1,365)	(1,304)	(1,399)	(938)	(683)	(2,160)	(1,223)

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10A. Library Use — Checking out physical books
How much do you use the following services from a local public library?
Among people who have a library card

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	2%	1%	5%	2%	0%	0%	1%	3%	4%	1%
Weekly	11%	11%	11%	22%	16%	5%	5%	11%	12%	13%	6%
Monthly	27%	28%	27%	37%	26%	26%	24%	27%	31%	25%	30%
Rarely	44%	41%	47%	25%	38%	53%	52%	46%	35%	47%	46%
Never	15%	17%	13%	9%	18%	15%	16%	15%	17%	10%	14%
Not sure	2%	2%	2%	2%	0%	2%	2%	1%	2%	1%	4%
Totals	100%	101%	101%	100%	100%	101%	99%	101%	100%	100%	101%
Unweighted N	(1,823)	(758)	(1,065)	(393)	(325)	(642)	(463)	(1,139)	(256)	(260)	(168)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	1%	2%	0%	2%	2%	2%	2%	1%	2%	1%	1%
Weekly	11%	13%	8%	12%	11%	12%	10%	9%	16%	10%	12%
Monthly	27%	31%	25%	25%	30%	23%	27%	27%	28%	27%	28%
Rarely	44%	37%	50%	46%	41%	45%	43%	47%	41%	45%	43%
Never	15%	15%	16%	13%	14%	16%	17%	15%	12%	15%	14%
Not sure	2%	2%	2%	1%	2%	2%	2%	1%	1%	1%	2%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,823)	(717)	(596)	(510)	(850)	(651)	(769)	(493)	(412)	(1,073)	(750)

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10B. Library Use — Checking out electronic books
How much do you use the following services from a local public library?
Among people who have a library card

	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%	4%	1%	1%	0%	1%	2%	3%	1%
Weekly	8%	8%	7%	12%	13%	4%	3%	7%	8%	10%	9%
Monthly	13%	14%	13%	25%	18%	9%	7%	12%	15%	23%	9%
Rarely	24%	22%	25%	25%	25%	26%	18%	22%	25%	28%	33%
Never	52%	52%	53%	29%	42%	59%	70%	57%	46%	35%	46%
Not sure	2%	2%	2%	5%	0%	1%	2%	2%	4%	2%	1%
Totals	100%	99%	101%	100%	99%	100%	100%	101%	100%	101%	99%
Unweighted N	(1,807)	(750)	(1,057)	(391)	(324)	(635)	(457)	(1,130)	(253)	(258)	(166)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Weekly	8%	12%	4%	7%	12%	8%	5%	9%	12%	4%	13%
Monthly	13%	16%	10%	15%	12%	14%	12%	14%	16%	12%	16%
Rarely	24%	25%	27%	18%	25%	18%	25%	19%	28%	22%	26%
Never	52%	43%	57%	58%	47%	58%	56%	56%	40%	59%	43%
Not sure	2%	3%	1%	1%	2%	1%	1%	2%	3%	2%	2%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,807)	(710)	(591)	(506)	(842)	(645)	(757)	(490)	(410)	(1,058)	(749)

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10C. Library Use — Checking out audiobooks
How much do you use the following services from a local public library?
Among people who have a library card

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	2%	1%	4%	2%	1%	0%	1%	2%	4%	1%
Weekly	7%	8%	6%	14%	11%	4%	1%	6%	6%	11%	7%
Monthly	10%	11%	10%	18%	16%	6%	4%	9%	14%	16%	9%
Rarely	22%	22%	22%	26%	19%	24%	18%	20%	26%	23%	29%
Never	58%	57%	58%	34%	50%	63%	75%	62%	49%	43%	54%
Not sure	2%	1%	3%	3%	2%	2%	1%	2%	3%	3%	0%
Totals	101%	101%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,796)	(745)	(1,051)	(389)	(323)	(631)	(453)	(1,121)	(251)	(258)	(166)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	2%	2%	0%	2%	2%	3%	1%	2%	2%	2%	2%
Weekly	7%	11%	3%	7%	10%	7%	5%	8%	11%	4%	11%
Monthly	10%	12%	8%	11%	11%	11%	7%	11%	17%	9%	12%
Rarely	22%	24%	21%	20%	23%	19%	25%	19%	21%	21%	23%
Never	58%	50%	65%	58%	52%	60%	61%	58%	46%	64%	49%
Not sure	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	2%
Totals	101%	101%	99%	100%	100%	102%	100%	101%	100%	102%	99%
Unweighted N	(1,796)	(705)	(586)	(505)	(835)	(643)	(750)	(489)	(408)	(1,049)	(747)

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11A. Library Use (1) — A physical space to spend time
How much do you use the following services from a local public library?
Among people who have a library card

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	3%	5%	2%	6%	3%	3%	1%	3%	5%	5%	2%
Weekly	11%	13%	10%	26%	17%	6%	3%	10%	17%	19%	6%
Monthly	17%	19%	16%	28%	19%	14%	12%	14%	25%	23%	25%
Rarely	33%	31%	34%	23%	30%	37%	37%	34%	24%	32%	38%
Never	35%	31%	38%	16%	30%	39%	46%	39%	27%	22%	27%
Not sure	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
Totals	100%	100%	101%	100%	100%	100%	99%	101%	99%	102%	98%
Unweighted N	(1,816)	(756)	(1,060)	(394)	(323)	(636)	(463)	(1,137)	(253)	(259)	(167)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	3%	4%	2%	4%	2%	3%	4%	3%	3%	3%	3%
Weekly	11%	15%	8%	11%	12%	12%	12%	9%	16%	10%	14%
Monthly	17%	19%	19%	13%	19%	12%	18%	15%	16%	19%	15%
Rarely	33%	32%	38%	27%	35%	30%	32%	33%	34%	31%	36%
Never	35%	29%	32%	43%	32%	42%	34%	39%	30%	37%	32%
Not sure	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Totals	100%	99%	100%	99%	101%	100%	101%	100%	100%	101%	101%
Unweighted N	(1,816)	(710)	(598)	(508)	(846)	(649)	(760)	(493)	(413)	(1,062)	(754)

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11B. Library Use (1) — Accessing computers or other technology
How much do you use the following services from a local public library?
Among people who have a library card

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	4%	5%	2%	10%	2%	3%	2%	3%	4%	6%	6%
Weekly	8%	9%	7%	16%	13%	5%	3%	7%	13%	12%	6%
Monthly	12%	16%	9%	18%	18%	11%	6%	9%	23%	17%	17%
Rarely	31%	29%	32%	27%	33%	30%	31%	29%	36%	32%	32%
Never	44%	38%	48%	26%	33%	50%	58%	51%	21%	30%	39%
Not sure	1%	2%	1%	3%	2%	1%	0%	1%	2%	3%	0%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,816)	(756)	(1,060)	(394)	(322)	(635)	(465)	(1,137)	(252)	(260)	(167)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	4%	4%	2%	5%	4%	4%	5%	3%	3%	4%	3%
Weekly	8%	10%	7%	8%	8%	9%	8%	7%	12%	7%	9%
Monthly	12%	15%	12%	10%	12%	8%	14%	11%	10%	13%	12%
Rarely	31%	29%	37%	26%	31%	27%	35%	29%	25%	33%	27%
Never	44%	41%	40%	50%	44%	52%	36%	48%	49%	41%	48%
Not sure	1%	2%	2%	0%	1%	1%	2%	1%	1%	2%	1%
Totals	100%	101%	100%	99%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,816)	(712)	(596)	(508)	(848)	(648)	(764)	(493)	(409)	(1,065)	(751)

11C. Library Use (1) — Programs and events for children

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

Among people who have a library card

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	1%	2%	1%	3%	3%	0%	0%	1%	3%	3%	0%
Weekly	4%	5%	3%	11%	7%	2%	1%	4%	7%	7%	2%
Monthly	9%	10%	9%	15%	16%	7%	2%	8%	13%	16%	10%
Rarely	21%	23%	19%	22%	25%	22%	14%	19%	27%	22%	28%
Never	62%	58%	65%	42%	48%	67%	81%	67%	48%	49%	57%
Not sure	2%	2%	2%	7%	2%	1%	1%	2%	3%	3%	3%
Totals	99%	100%	99%	100%	101%	99%	99%	101%	101%	100%	100%
Unweighted N	(1,816)	(757)	(1,059)	(394)	(323)	(635)	(464)	(1,141)	(251)	(258)	(166)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	1%	2%	0%	2%	2%	2%	1%	1%	3%	1%	2%
Weekly	4%	6%	2%	5%	6%	6%	4%	5%	6%	4%	5%
Monthly	9%	12%	9%	7%	10%	8%	10%	8%	12%	8%	11%
Rarely	21%	17%	22%	24%	17%	22%	20%	21%	24%	22%	18%
Never	62%	61%	65%	60%	63%	61%	64%	63%	53%	62%	62%
Not sure	2%	2%	3%	2%	2%	1%	2%	2%	3%	2%	2%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(1,816)	(711)	(597)	(508)	(847)	(648)	(759)	(495)	(412)	(1,063)	(753)

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11D. Library Use (1) — Programs and events for adults
How much do you use the following services from a local public library?

Among people who have a library card

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	2%	3%	1%	4%	2%	1%	0%	1%	1%	4%	1%
Weekly	4%	6%	3%	10%	6%	2%	1%	4%	6%	8%	1%
Monthly	12%	14%	10%	22%	15%	8%	8%	10%	22%	13%	13%
Rarely	32%	33%	32%	29%	29%	34%	36%	31%	34%	35%	42%
Never	48%	43%	52%	31%	46%	54%	54%	53%	33%	36%	42%
Not sure	2%	2%	2%	4%	2%	1%	1%	1%	4%	4%	0%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,816)	(757)	(1,059)	(392)	(324)	(633)	(467)	(1,138)	(252)	(257)	(169)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Daily	2%	2%	0%	3%	1%	3%	1%	2%	3%	1%	2%
Weekly	4%	6%	1%	5%	6%	4%	4%	3%	7%	3%	6%
Monthly	12%	16%	10%	10%	12%	8%	12%	11%	15%	11%	14%
Rarely	32%	32%	37%	27%	37%	27%	35%	29%	32%	31%	34%
Never	48%	40%	49%	54%	42%	56%	46%	53%	41%	52%	42%
Not sure	2%	3%	2%	1%	2%	1%	2%	2%	2%	2%	1%
Totals	100%	99%	99%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,816)	(711)	(596)	(509)	(850)	(649)	(761)	(495)	(410)	(1,063)	(753)

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12. 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	7%	8%	7%	9%	10%	6%	6%	6%	12%	9%	6%
1 - 4	14%	15%	14%	23%	15%	13%	7%	11%	22%	22%	12%
5 - 9	12%	13%	11%	21%	13%	10%	7%	11%	15%	17%	9%
10 - 24	18%	19%	17%	18%	21%	16%	17%	18%	20%	15%	21%
26 - 49	12%	11%	13%	9%	12%	13%	14%	12%	9%	13%	15%
50 - 99	11%	11%	11%	5%	9%	13%	15%	12%	8%	12%	6%
100 - 199	10%	9%	11%	6%	7%	12%	13%	11%	7%	5%	11%
200 - 499	7%	6%	7%	3%	4%	9%	9%	8%	2%	3%	8%
500 - 999	2%	2%	3%	0%	1%	3%	5%	3%	1%	1%	4%
1,000 or more	2%	2%	1%	0%	1%	2%	3%	2%	0%	1%	1%
Not sure	5%	4%	5%	5%	7%	4%	3%	5%	5%	3%	7%
Totals	100%	100%	100%	99%	100%	101%	99%	99%	101%	101%	100%
Unweighted N	(3,383)	(1,577)	(1,806)	(822)	(581)	(1,155)	(825)	(2,132)	(467)	(487)	(297)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None	7%	6%	10%	6%	4%	5%	11%	6%	2%	10%	3%
1 - 4	14%	14%	13%	15%	8%	13%	19%	11%	9%	19%	6%
5 - 9	12%	13%	11%	13%	9%	10%	14%	12%	8%	14%	9%
10 - 24	18%	19%	16%	19%	19%	18%	17%	22%	20%	17%	19%
26 - 49	12%	11%	13%	12%	13%	12%	12%	12%	13%	13%	11%
50 - 99	11%	11%	9%	12%	13%	14%	9%	11%	15%	8%	15%
100 - 199	10%	10%	10%	9%	13%	11%	8%	11%	13%	7%	15%
200 - 499	7%	6%	8%	6%	9%	8%	5%	7%	9%	6%	9%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
500 - 999	2%	2%	3%	2%	4%	3%	2%	2%	5%	1%	5%
1,000 or more	2%	2%	2%	2%	3%	2%	1%	3%	2%	1%	4%
Not sure	5%	6%	5%	4%	5%	5%	4%	4%	4%	5%	4%
Totals	100%	100%	100%	100%	100%	101%	102%	101%	100%	101%	100%
Unweighted N	(3,383)	(1,208)	(1,148)	(1,027)	(1,364)	(1,304)	(1,398)	(938)	(684)	(2,160)	(1,223)

13. Electronic Books Owned

About how many electronic 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	51%	49%	52%	34%	42%	59%	64%	53%	45%	51%	40%
1 - 4	13%	15%	12%	21%	15%	11%	7%	12%	15%	14%	15%
5 - 9	7%	8%	7%	11%	10%	5%	4%	6%	11%	10%	7%
10 - 24	9%	9%	9%	14%	12%	6%	5%	9%	9%	8%	9%
26 - 49	5%	5%	5%	6%	6%	3%	5%	4%	6%	7%	10%
50 - 99	4%	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%
100 - 199	3%	3%	3%	2%	3%	3%	4%	3%	1%	4%	2%
200 - 499	2%	2%	2%	1%	1%	2%	3%	2%	0%	1%	3%
500 - 999	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%
1,000 or more	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	3%
Not sure	4%	4%	5%	7%	5%	3%	2%	4%	7%	1%	6%
Totals	100%	100%	101%	100%	100%	98%	100%	99%	98%	99%	100%
Unweighted N	(3,376)	(1,575)	(1,801)	(822)	(578)	(1,152)	(824)	(2,130)	(464)	(485)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None	51%	43%	53%	56%	43%	53%	59%	49%	36%	59%	36%
1 - 4	13%	13%	13%	13%	12%	13%	14%	13%	14%	13%	13%
5 - 9	7%	10%	7%	6%	10%	5%	7%	8%	8%	8%	7%
10 - 24	9%	13%	7%	7%	11%	9%	7%	10%	13%	5%	16%
26 - 49	5%	6%	5%	5%	6%	5%	4%	5%	7%	4%	7%
50 - 99	4%	4%	4%	3%	4%	4%	3%	4%	5%	3%	5%
100 - 199	3%	3%	3%	3%	4%	3%	2%	3%	6%	2%	5%
200 - 499	2%	2%	2%	2%	2%	2%	1%	2%	4%	1%	3%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
500 - 999	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	1%
1,000 or more	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Not sure	4%	5%	4%	3%	5%	4%	2%	4%	5%	4%	5%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(3,376)	(1,207)	(1,144)	(1,025)	(1,360)	(1,302)	(1,394)	(935)	(684)	(2,155)	(1,221)

14. Audio Books Owned
About how many audiobooks 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	64%	63%	65%	50%	54%	70%	79%	68%	55%	57%	59%
1 - 4	14%	14%	14%	22%	15%	13%	7%	12%	18%	18%	16%
5 - 9	7%	8%	6%	9%	10%	5%	3%	6%	9%	9%	4%
10 - 24	5%	5%	6%	7%	8%	4%	4%	5%	7%	5%	4%
26 - 49	3%	3%	3%	2%	4%	3%	2%	2%	3%	6%	3%
50 - 99	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%
100 - 199	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	3%
200 - 499	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%
500 - 999	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
1,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	4%	3%	5%	7%	5%	2%	2%	3%	6%	3%	8%
Totals	100%	100%	101%	99%	99%	100%	100%	100%	99%	99%	100%
Unweighted N	(3,371)	(1,566)	(1,805)	(822)	(581)	(1,150)	(818)	(2,122)	(468)	(486)	(295)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None	64%	56%	68%	68%	57%	67%	69%	65%	52%	70%	53%
1 - 4	14%	17%	13%	12%	16%	12%	16%	12%	11%	14%	14%
5 - 9	7%	9%	5%	6%	9%	6%	5%	7%	11%	6%	8%
10 - 24	5%	7%	4%	5%	8%	6%	5%	7%	6%	4%	9%
26 - 49	3%	4%	2%	3%	4%	3%	2%	3%	7%	2%	5%
50 - 99	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	3%
100 - 199	1%	0%	1%	1%	0%	1%	1%	0%	2%	1%	1%
200 - 499	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
500 - 999	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%
1,000 or more	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	4%	4%	5%	3%	3%	3%	2%	3%	4%	3%	5%
Totals	100%	100%	99%	99%	100%	101%	101%	100%	98%	101%	100%
Unweighted N	(3,371)	(1,205)	(1,142)	(1,024)	(1,360)	(1,299)	(1,390)	(935)	(683)	(2,153)	(1,218)

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15. 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	4%	4%	4%	4%	6%	3%	3%	3%	9%	6%	2%
1 - 4	7%	7%	7%	8%	8%	6%	5%	6%	8%	13%	6%
5 - 9	9%	9%	9%	11%	10%	8%	8%	7%	10%	13%	15%
10 - 24	15%	17%	14%	16%	13%	16%	17%	14%	17%	21%	11%
26 - 49	15%	15%	15%	13%	13%	15%	17%	15%	15%	12%	13%
50 - 99	14%	14%	14%	10%	15%	15%	16%	16%	11%	9%	11%
100 - 199	12%	11%	12%	11%	11%	12%	12%	12%	8%	9%	16%
200 - 499	7%	7%	7%	8%	5%	8%	6%	8%	4%	4%	8%
500 - 999	2%	2%	2%	2%	2%	3%	1%	3%	1%	1%	3%
1,000 or more	2%	1%	2%	1%	3%	2%	1%	2%	0%	1%	6%
Not sure	14%	13%	14%	18%	14%	11%	14%	14%	18%	11%	11%
Totals	101%	100%	100%	102%	100%	99%	100%	100%	101%	100%	102%
Unweighted N	(3,384)	(1,578)	(1,806)	(823)	(581)	(1,155)	(825)	(2,132)	(468)	(487)	(297)

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

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| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Education | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
500 - 999	2%	3%	2%	2%	4%	2%	2%	3%	4%	1%	4%
1,000 or more	2%	1%	3%	1%	2%	1%	2%	2%	1%	1%	3%
Not sure	14%	15%	14%	13%	14%	14%	11%	13%	13%	15%	12%
Totals	101%	100%	100%	102%	100%	101%	102%	101%	100%	97%	101%
Unweighted N	(3,384)	(1,210)	(1,148)	(1,026)	(1,365)	(1,303)	(1,400)	(937)	(684)	(2,161)	(1,223)

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16. 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%	3%	5%	4%	6%	3%	2%	3%	7%	7%	1%
1 - 9	18%	19%	17%	22%	20%	18%	12%	16%	21%	26%	13%
10 - 49	34%	35%	33%	32%	31%	36%	36%	36%	27%	27%	42%
50 - 99	14%	13%	14%	13%	13%	13%	16%	15%	11%	12%	10%
100 - 999	9%	8%	10%	8%	10%	8%	9%	10%	7%	6%	8%
1,000 or more	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%
Not sure	21%	20%	21%	21%	19%	20%	23%	19%	27%	21%	25%
Totals	101%	99%	101%	101%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(3,382)	(1,576)	(1,806)	(822)	(580)	(1,155)	(825)	(2,131)	(468)	(486)	(297)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None	4%	4%	4%	4%	2%	2%	7%	2%	1%	5%	1%
1 - 9	18%	18%	18%	17%	14%	17%	20%	19%	14%	20%	13%
10 - 49	34%	34%	31%	36%	34%	37%	32%	37%	37%	33%	36%
50 - 99	14%	15%	13%	13%	18%	12%	13%	14%	16%	11%	20%
100 - 999	9%	9%	9%	8%	12%	9%	7%	9%	13%	7%	13%
1,000 or more	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Not sure	21%	18%	23%	20%	19%	21%	21%	18%	17%	23%	16%
Totals	101%	100%	99%	99%	100%	99%	101%	100%	99%	100%	101%
Unweighted N	(3,382)	(1,210)	(1,146)	(1,026)	(1,365)	(1,302)	(1,398)	(938)	(683)	(2,160)	(1,222)

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17. Books Owned By Americans
How many physical books, on average, do you think American adults own?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	3%	2%	3%	3%	4%	3%	1%	2%	5%	4%	1%
1 - 9	23%	24%	22%	28%	24%	20%	19%	22%	15%	30%	27%
10 - 49	37%	38%	36%	31%	35%	40%	38%	40%	31%	31%	30%
50 - 99	12%	11%	12%	10%	10%	13%	13%	13%	11%	7%	11%
100 - 999	5%	4%	5%	6%	5%	3%	5%	4%	7%	5%	3%
1,000 or more	2%	2%	1%	2%	2%	0%	2%	1%	2%	3%	1%
Not sure	20%	19%	21%	20%	19%	19%	22%	18%	28%	19%	27%
Totals	102%	100%	100%	100%	99%	98%	100%	100%	99%	99%	100%
Unweighted N	(3,374)	(1,575)	(1,799)	(818)	(580)	(1,154)	(822)	(2,127)	(467)	(484)	(296)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
None	3%	2%	3%	2%	1%	2%	4%	2%	2%	3%	2%
1 - 9	23%	23%	24%	21%	22%	22%	24%	23%	20%	24%	20%
10 - 49	37%	37%	36%	37%	39%	38%	34%	42%	39%	35%	39%
50 - 99	12%	13%	11%	12%	14%	12%	12%	12%	12%	11%	14%
100 - 999	5%	4%	4%	5%	5%	5%	4%	4%	6%	4%	5%
1,000 or more	2%	3%	1%	1%	2%	1%	2%	1%	1%	1%	2%
Not sure	20%	18%	21%	21%	17%	19%	19%	16%	19%	21%	18%
Totals	102%	100%	100%	99%	100%	99%	99%	100%	99%	99%	100%
Unweighted N	(3,374)	(1,205)	(1,143)	(1,026)	(1,357)	(1,303)	(1,396)	(933)	(683)	(2,156)	(1,218)

18. Frequency of Reading New Books
How frequently do you usually read from 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	37%	34%	39%	39%	36%	34%	39%	38%	38%	31%	33%
Once or twice per month	16%	17%	16%	20%	18%	15%	13%	17%	19%	16%	11%
A few times per year	18%	17%	18%	17%	19%	17%	18%	16%	15%	20%	30%
Seldom	20%	22%	17%	15%	15%	25%	22%	20%	16%	21%	20%
Never	6%	7%	5%	4%	7%	8%	5%	6%	6%	7%	5%
Not sure	3%	3%	4%	4%	5%	2%	3%	3%	7%	5%	3%
Totals	100%	100%	99%	99%	100%	101%	100%	100%	101%	100%	102%
Unweighted N	(3,378)	(1,575)	(1,803)	(820)	(580)	(1,154)	(824)	(2,129)	(466)	(486)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Weekly or more	37%	40%	34%	37%	44%	39%	32%	38%	47%	32%	45%
Once or twice per month	16%	18%	15%	16%	16%	15%	15%	18%	18%	16%	17%
A few times per year	18%	17%	19%	17%	17%	18%	18%	18%	16%	18%	17%
Seldom	20%	17%	21%	22%	17%	20%	23%	17%	15%	23%	14%
Never	6%	5%	8%	6%	4%	6%	9%	6%	2%	8%	3%
Not sure	3%	4%	4%	2%	3%	2%	3%	3%	2%	3%	3%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(3,378)	(1,208)	(1,147)	(1,023)	(1,363)	(1,300)	(1,397)	(936)	(683)	(2,157)	(1,221)

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19. Frequency of Buying New Books
How frequently do you usually buy a book?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Weekly or more	3%	3%	2%	5%	4%	2%	2%	2%	4%	4%	4%
Once or twice per month	14%	15%	13%	16%	16%	11%	14%	15%	15%	15%	8%
A few times per year	33%	30%	36%	37%	36%	30%	30%	33%	35%	31%	33%
Seldom	31%	32%	30%	24%	24%	37%	36%	32%	23%	30%	39%
Never	15%	16%	14%	11%	15%	18%	15%	15%	18%	14%	12%
Not sure	4%	3%	4%	7%	6%	2%	2%	3%	5%	6%	4%
Totals	100%	99%	99%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(3,377)	(1,573)	(1,804)	(819)	(580)	(1,156)	(822)	(2,130)	(465)	(487)	(295)

		Party ID			2024 Vote		Family Income (3 category)			Education	
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Weekly or more	3%	3%	2%	4%	4%	4%	2%	2%	6%	2%	5%
Once or twice per month	14%	17%	11%	15%	18%	15%	13%	15%	21%	11%	20%
A few times per year	33%	36%	32%	31%	39%	33%	28%	36%	39%	30%	38%
Seldom	31%	29%	34%	29%	26%	30%	34%	31%	25%	34%	26%
Never	15%	11%	17%	16%	10%	15%	21%	13%	7%	19%	8%
Not sure	4%	3%	4%	4%	2%	3%	3%	3%	2%	4%	3%
Totals	100%	99%	100%	99%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(3,377)	(1,207)	(1,144)	(1,026)	(1,362)	(1,303)	(1,396)	(937)	(684)	(2,156)	(1,221)

20. 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	2%	2%	2%	3%	3%	1%	1%	1%	3%	2%	1%
Once or twice per month	4%	4%	3%	5%	6%	2%	3%	4%	6%	3%	4%
A few times per year	20%	19%	22%	17%	18%	21%	25%	20%	17%	20%	24%
Seldom	41%	39%	42%	31%	35%	46%	47%	44%	30%	33%	40%
Never	28%	31%	25%	34%	30%	28%	20%	25%	37%	34%	24%
Not sure	6%	5%	7%	10%	8%	3%	4%	5%	7%	7%	7%
Totals	101%	100%	101%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(3,377)	(1,575)	(1,802)	(822)	(577)	(1,156)	(822)	(2,130)	(467)	(485)	(295)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Weekly or more	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%
Once or twice per month	4%	4%	2%	5%	3%	4%	3%	4%	6%	4%	4%
A few times per year	20%	24%	18%	19%	25%	20%	19%	22%	23%	19%	23%
Seldom	41%	37%	41%	43%	44%	45%	39%	41%	47%	37%	48%
Never	28%	27%	31%	26%	23%	24%	32%	27%	20%	33%	18%
Not sure	6%	5%	7%	5%	4%	5%	5%	5%	3%	7%	4%
Totals	101%	99%	100%	100%	101%	100%	100%	101%	101%	101%	99%
Unweighted N	(3,377)	(1,207)	(1,146)	(1,024)	(1,360)	(1,303)	(1,395)	(937)	(682)	(2,157)	(1,220)

21. 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	28%	28%	29%	40%	36%	24%	16%	25%	40%	38%	28%
About the right number of physical books	43%	44%	42%	36%	39%	48%	47%	45%	37%	35%	46%
Too many physical books	14%	13%	14%	7%	12%	14%	21%	15%	10%	13%	14%
Not sure	15%	14%	15%	16%	13%	14%	16%	15%	12%	14%	13%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(3,380)	(1,575)	(1,805)	(821)	(581)	(1,153)	(825)	(2,131)	(468)	(486)	(295)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Not enough physical books	28%	29%	32%	25%	25%	23%	32%	27%	24%	33%	21%
About the right number of physical books	43%	46%	38%	46%	46%	48%	41%	44%	53%	40%	49%
Too many physical books	14%	14%	12%	15%	19%	17%	11%	15%	16%	11%	19%
Not sure	15%	11%	18%	14%	10%	12%	16%	13%	7%	16%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(3,380)	(1,207)	(1,147)	(1,026)	(1,363)	(1,303)	(1,396)	(937)	(684)	(2,157)	(1,223)

22. 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 book

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very easily	49%	47%	50%	49%	49%	50%	46%	46%	53%	55%	55%
Somewhat easily	40%	41%	39%	39%	40%	38%	44%	42%	37%	33%	38%
Not very easily	7%	6%	7%	6%	6%	6%	8%	7%	4%	8%	4%
Not easily at all	2%	3%	2%	1%	3%	4%	1%	3%	2%	1%	2%
Not sure	2%	2%	3%	4%	3%	2%	2%	2%	4%	3%	1%
Totals	100%	99%	101%	99%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(3,015)	(1,403)	(1,612)	(709)	(505)	(1,050)	(751)	(1,910)	(401)	(433)	(271)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Very easily	49%	49%	49%	48%	46%	47%	54%	49%	40%	50%	46%
Somewhat easily	40%	43%	36%	41%	43%	42%	34%	40%	50%	38%	44%
Not very easily	7%	6%	6%	8%	7%	7%	6%	8%	6%	7%	6%
Not easily at all	2%	2%	4%	1%	2%	3%	3%	2%	3%	3%	2%
Not sure	2%	1%	4%	1%	2%	2%	2%	2%	1%	3%	2%
Totals	100%	101%	99%	99%	100%	101%	99%	101%	100%	101%	100%
Unweighted N	(3,015)	(1,093)	(994)	(928)	(1,257)	(1,177)	(1,212)	(861)	(646)	(1,871)	(1,144)

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23. Frequency of Re-reading
How often do you re-read or re-reference books that you've already read?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	9%	9%	9%	13%	10%	8%	7%	8%	13%	14%	10%
Somewhat often	28%	27%	30%	29%	31%	29%	25%	28%	31%	31%	26%
Not very often	29%	31%	28%	32%	24%	29%	33%	31%	25%	21%	37%
Not at all often	16%	17%	16%	11%	15%	20%	18%	18%	10%	17%	11%
Never	8%	8%	9%	5%	10%	9%	9%	8%	8%	10%	5%
Not sure	5%	4%	5%	7%	5%	3%	4%	4%	6%	5%	8%
I never read books	4%	4%	4%	4%	5%	3%	3%	3%	7%	3%	2%
Totals	99%	100%	101%	101%	100%	101%	99%	100%	100%	101%	99%
Unweighted N	(3,379)	(1,576)	(1,803)	(820)	(581)	(1,156)	(822)	(2,129)	(468)	(485)	(297)

	Total	Party ID			2024 Vote		Family Income (3 category)			Education	
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Non-college graduates	College graduates
Very often	9%	9%	10%	9%	8%	10%	10%	7%	10%	9%	10%
Somewhat often	28%	32%	28%	26%	31%	27%	29%	31%	29%	27%	30%
Not very often	29%	30%	28%	31%	32%	29%	26%	29%	35%	27%	34%
Not at all often	16%	16%	14%	19%	16%	19%	15%	18%	19%	16%	16%
Never	8%	7%	9%	8%	7%	9%	10%	9%	5%	10%	4%
Not sure	5%	3%	6%	4%	4%	4%	5%	5%	2%	5%	3%
I never read books	4%	3%	5%	3%	3%	3%	6%	2%	1%	5%	2%
Totals	99%	100%	100%	100%	101%	101%	101%	101%	101%	99%	99%
Unweighted N	(3,379)	(1,209)	(1,145)	(1,025)	(1,363)	(1,301)	(1,398)	(936)	(683)	(2,157)	(1,222)

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Interviewing Dates	December 13 - 17, 2024 | December 16 - 18, 2024 | December 17 - 20, 2024
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, 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 6.609, with a mean of one and a standard deviation of 0.933.
Number of respondents	3385
Margin of error	± 2.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.