

1. Fiction or non-fiction

Which do you like to read more – fiction or nonfiction books?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Fiction	27%	21%	32%	30%	28%	27%	20%	28%	24%	29%	27%	22%
Nonfiction	25%	30%	21%	27%	26%	20%	30%	23%	25%	28%	25%	22%
Neither	14%	19%	10%	10%	16%	15%	16%	15%	15%	13%	14%	21%
Both equally	34%	31%	37%	33%	30%	37%	34%	35%	36%	29%	34%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(462)	(538)	(164)	(282)	(383)	(171)	(346)	(406)	(248)	(915)	(85)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Fiction	27%	30%	19%	17%	9%	24%	31%	35%	30%	24%	29%	25%	30%
Nonfiction	25%	25%	22%	28%	23%	23%	24%	26%	36%	27%	26%	23%	25%
Neither	14%	13%	19%	16%	29%	21%	12%	5%	1%	15%	11%	19%	10%
Both equally	34%	32%	40%	38%	39%	33%	33%	34%	32%	34%	33%	33%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(795)	(110)	(95)	(44)	(332)	(348)	(188)	(88)	(186)	(217)	(367)	(230)

2. Favorite genre of fiction

Of the following genres of fiction, which is your favorite?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Fantasy/Science Fiction	23%	33%	14%	35%	21%	22%	13%	23%	25%	19%	23%	23%
Historical Fiction	16%	19%	12%	10%	16%	16%	21%	16%	16%	15%	16%	8%
Mysteries or thrillers	30%	26%	34%	19%	28%	33%	41%	30%	28%	33%	30%	25%
Literary Fiction	6%	4%	8%	8%	7%	5%	4%	8%	6%	4%	6%	7%
Romance	13%	5%	21%	18%	15%	11%	11%	14%	12%	13%	13%	18%
Something else	12%	13%	11%	10%	13%	13%	11%	8%	13%	16%	11%	19%
Totals (Unweighted N)	100% (994)	100% (458)	100% (536)	100% (164)	100% (279)	100% (380)	100% (171)	100% (344)	100% (402)	100% (248)	100% (909)	100% (85)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Fantasy/Science Fiction	23%	24%	14%	25%	22%	21%	25%	23%	24%	20%	25%	20%	27%
Historical Fiction	16%	15%	17%	19%	12%	14%	13%	19%	28%	12%	11%	18%	19%
Mysteries or thrillers	30%	30%	35%	23%	33%	36%	26%	29%	20%	30%	35%	32%	22%
Literary Fiction	6%	7%	1%	5%	—	1%	6%	15%	13%	12%	6%	3%	7%
Romance	13%	11%	20%	21%	22%	15%	15%	6%	7%	15%	11%	14%	12%
Something else	12%	13%	12%	7%	11%	13%	15%	7%	9%	11%	11%	12%	13%
Totals (Unweighted N)	100% (994)	100% (790)	100% (110)	100% (94)	100% (43)	100% (329)	100% (346)	100% (188)	100% (88)	100% (184)	100% (215)	100% (365)	100% (230)

3. Favorite genre of non-fiction

Of the following genres of nonfiction, which is your favorite?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
History	36%	45%	28%	31%	30%	38%	47%	33%	34%	43%	38%	15%
Biography	17%	12%	21%	9%	19%	16%	24%	18%	15%	19%	16%	20%
Science	13%	20%	7%	18%	15%	11%	7%	16%	12%	10%	13%	12%
Self help	9%	6%	12%	11%	11%	9%	5%	9%	10%	8%	9%	12%
Memoir	6%	2%	9%	14%	3%	4%	3%	8%	6%	2%	6%	6%
Something else	20%	16%	23%	17%	21%	23%	14%	17%	23%	18%	18%	35%
Totals (Unweighted N)	100% (992)	100% (457)	100% (535)	100% (162)	100% (280)	100% (380)	100% (170)	100% (342)	100% (403)	100% (247)	100% (907)	100% (85)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
History	36%	37%	32%	35%	31%	34%	35%	46%	35%	32%	28%	42%	35%
Biography	17%	18%	15%	14%	20%	16%	15%	15%	23%	15%	20%	16%	17%
Science	13%	13%	5%	20%	14%	14%	11%	13%	17%	12%	12%	12%	17%
Self help	9%	9%	16%	5%	6%	8%	11%	9%	11%	10%	10%	9%	9%
Memoir	6%	4%	11%	9%	9%	6%	7%	4%	—	11%	8%	3%	3%
Something else	20%	20%	21%	17%	20%	22%	22%	13%	14%	20%	22%	18%	20%
Totals (Unweighted N)	100% (992)	100% (787)	100% (110)	100% (95)	100% (44)	100% (329)	100% (344)	100% (187)	100% (88)	100% (183)	100% (215)	100% (365)	100% (229)