

## Topline questionnaire

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have ...  
[INSERT ITEMS IN ORDER]?

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT a Kindle Fire				
Current	17	82	*	0
April 2015	19	80	1	*
September 2013	24	75	1	*
c. A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire				
Current	48	52	*	*
April 2015	45	54	*	*
September 2013	35	65	*	*
d. A desktop or laptop computer				
Current	74	26	0	0
April 2015	73	27	0	*

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

	NONE	1 BOOK	2-3 BOOKS	4-5 BOOKS	6-10 BOOKS	11-20 BOOKS	MORE THAN 20 BOOKS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	26	7	16	12	13	10	15	1	1
April 2015	27	6	16	11	14	12	14	1	*
January 2-5, 2014	23	5	14	12	17	13	15	2	*
November 2012	24	7	15	11	15	13	14	1	1
February 2012	23	6	17	13	14	11	13	2	1
December 2011	19	6	13	12	15	14	17	2	1

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

Based on those who read any books in the past 12 months

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>a. Printed books</b>				
Current [N=1,142]	90	9	*	*
April 2015 [N=1,403]	87	13	1	*
January 2014 [N=780]	91	8	*	*
November 2012 [N=1,663]	89	10	1	*
February 2012 [N=1,377]	90	10	*	*
December 2011 [N=2,345]	93	7	*	*
<b>b. Audiobooks</b>				
Current [N=1,142]	20	80	*	*
April 2015 [N=1,403]	17	83	*	0
January 2014 [N=780]	19	81	*	0
November 2012 [N=1,663]	17	83	*	0
February 2012 [N=1,377]	15	85	*	*
December 2011 [N=2,345]	14	86	*	0
<b>c. Electronic books, also called e-books</b>				
Current [N=1,142]	39	61	*	*
April 2015 [N=1,403]	38	62	*	0
January 2014 [N=780]	37	63	*	0
November 2012 [N=1,663]	31	69	*	*
February 2012 [N=1,377]	29	71	*	*
December 2011 [N=2,345]	22	78	*	*

**Q7** When you read electronic books or e-books, do you ever read them on... [INSERT ITEMS IN ORDER]? [IF YES: How often do you read e-books on... (ITEM)? Would you say every day or almost every day, a few times a week, a few times a month, or less often?]

	YES, DAILY OR ALMOST DAILY	YES, A FEW TIMES A WEEK	YES, A FEW TIMES A MONTH	YES, LESS OFTEN	NO, DON'T READ E- BOOKS ON THIS DEVICE	(VOL.) DEVICE NOT EQUIPPED FOR E- BOOKS	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on tablet owners who read e-books in the past 12 months</i>								
a. A tablet computer								
Current [N=331]	15	22	23	19	19	0	1	0
December 2011 [N=288]	25	19	21	17	19	0	0	0
<i>Item B: Based on e-Reader owners who read e-books in the past 12 months</i>								
b. An e-book reader								
Current [N=209]	18	16	16	20	28	*	1	*
December 2011 [N=482]	33	28	19	13	6	*	1	0
<i>Item C: Based on desktop/laptop owners who read e-books in the past 12 months</i>								
c. A desktop or laptop computer								
Current [N=436]	5	11	13	11	59	0	0	*
December 2011 [N=741]	7	11	12	14	55	0	*	0
<i>Item D: Based on cell phone owners who read e-books in the past 12 months</i>								
d. A cell phone								
Current [N=460]	10	11	10	17	51	0	0	*
December 2011 [N=758]	5	8	9	7	70	1	*	*

- Q8** Overall, thinking about the different kinds of reading you might do, including books, magazines, journals, newspapers and other online content, do you ever read... [INSERT ITEM; RANDOMIZE]? [IF YES: How often do you do this – every day or almost every day, a few times a week, a few times a month, or less often?] Next, do you ever read [INSERT NEXT ITEM]? [IF YES: How often do you do this – every day or almost every day, a few times a week, a few times a month, or less often?]

	YES, DAILY OR ALMOST DAILY	YES, A FEW TIMES A WEEK	YES, A FEW TIMES A MONTH	YES, LESS OFTEN	NO, NEVER DO THIS	(VOL.) NO JOB/NOT IN SCHOOL	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. For work or school								
Current	31	15	8	4	39	3	0	0
December 2011	34	12	5	3	43	3	*	*
b. For pleasure								
Current	35	19	15	10	19	n/a	*	*
December 2011	37	23	14	6	19	n/a	*	*
c. To keep up with current events								
Current	47	21	9	4	18	n/a	*	*
December 2011	51	20	5	1	22	n/a	*	*
d. To research specific topics you're interested in								
Current	29	28	18	9	16	n/a	0	*
December 2011	24	25	18	8	25	n/a	*	*

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