

Methodology

The analysis in this blog post is based on two Pew Research Center surveys. The 2019 findings are from telephone interviews conducted Jan. 8-Feb. 7, 2019, among a national sample of 1,502 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (302 respondents were interviewed on a landline telephone, and 1,200 were interviewed on a cellphone, including 779 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see:

<https://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2017 Census Bureau's American Community Survey one-year estimates and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only, or both landline and cellphone), based on extrapolations from the 2018 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

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

Group	Unweighted sample size	Plus or minus ...
Total sample	1,502	2.8 percentage points
Men	828	3.8 percentage points
Women	674	4.3 percentage points
White, non-Hispanic	1,011	3.5 percentage points
Black, non-Hispanic	142	9.3 percentage points

Hispanic	213	7.6 percentage points
18-29	236	7.2 percentage points
30-49	395	5.6 percentage points
50-64	424	5.4 percentage points
65+	391	5.6 percentage points
Less than high school	119	10.1 percentage points
High school graduate	342	6.0 percentage points
Some college	375	5.7 percentage points
College+	656	4.3 percentage points
Less than \$30K	348	5.9 percentage points
\$30K-\$49,999	216	7.5 percentage points
\$50K-\$74,999	184	8.1 percentage points
\$75K or more	526	4.8 percentage points
Urban	505	4.9 percentage points
Suburban	636	4.4 percentage points
Rural	258	6.9 percentage points

January 2019 Core Trends Survey

Final Topline

3/8/2019

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cell phone interviews

Interviewing dates: January 8, 2019 – February 7, 2019

Margin of error: ± 2.85 percentage points for results based on Total [n=1,502]

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	27	6	14	9	14	13	15	1	*
January 2018	24	5	15	12	16	12	14	2	1
April 2016	25	7	16	12	13	11	15	1	1
April 2015	26	6	16	11	14	12	14	1	*
January 2-5, 2014	23	5	14	12	17	13	15	2	*
September 2013	16	6	16	12	17	14	16	2	1
November 2012	23	7	14	12	15	13	14	1	1
February 2012	23	6	17	13	14	11	13	2	1
December 2011	18	6	13	12	15	14	17	3	1

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

Based on those who read any books in the past 12 months [N=1,144]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Printed books				
Current [N=1,144]	89	11	*	0
January 2018 [N=1,555]	89	11	*	*
April 2016 [N=1,214]	90	9	*	*
April 2015 [N=1,493]	87	12	1	*
January 2014 [N=780]	91	8	*	*
November 2012 [N=1,754]	89	10	1	*
February 2012 [N=1,377] ¹	90	10	*	*
December 2011 [N=2,474]	93	7	*	*
b. Audiobooks				
Current [N=1,144]	27	73	*	0
January 2018 [N=1,555]	24	76	*	*
April 2016 [N=1,214]	20	80	*	*
April 2015 [N=1,493]	17	83	*	0
January 2014 [N=780]	19	81	*	0
November 2012 [N=1,754]	17	83	*	0
February 2012 [N=1,377]	15	85	*	*
December 2011 [N=2,474]	14	86	*	0
c. E-books²				
Current [N=1,144]	35	65	*	0
January 2018 [N=1,555]	34	65	1	*
April 2016 [N=1,214]	38	61	*	*
April 2015 [N=1,493]	37	63	*	*
January 2014 [N=780]	37	63	*	0
November 2012 [N=1,754]	30	69	*	*
February 2012 [N=1,377]	29	71	*	*
December 2011 [N=2,474]	21	78	*	*

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

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