

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 181: Survey on Book Reading
October 6-16, 2025**

**TOPLINE
N=8,046**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

Data from 2021 and earlier are from surveys done using live telephone interviewing with random-digit-dial (RDD) sampling.

PN = Programming note

U.S. adults	Sample size 8,046	Margin of error at 95% confidence level +/- 1.7 percentage points
-------------	-----------------------------	---

ADDITIONAL QUESTIONS HELD

**BOOKS1
ASK ALL:**

In 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.)

Oct 6-16, <u>2025</u>	
75	NET Book reader
8	1 book
19	2-3 books
10	4-5 books
13	6-10 books
10	11-20 books
14	More than 20 books
25	None
*	No answer

PHONE TREND FOR COMPARISON

	NET Book reader	1 <u>book</u>	2-3 <u>books</u>	4-5 <u>books</u>	6-10 <u>books</u>	11-20 <u>books</u>	More than <u>20 books</u>	None	(VOL.) Don't know	(VOL.) Refused
Jan 25- Feb 8, 2021 ¹	75	5	16	9	15	11	18	23	1	*
Jan 8- Feb. 7, 2019	72	6	14	9	14	13	15	27	1	*
Jan 3-10, 2018	74	5	15	12	16	12	14	24	2	1
Mar 7-Apr 4, 2016	73	7	16	12	13	10	15	26	1	1
Mar 17-Apr 12, 2015	72	6	16	11	14	12	14	27	1	*
Jan 2-5, 2014	76	5	14	12	17	13	15	23	2	*
Oct 15-Nov 10, 2012	74	7	15	11	15	13	14	24	1	1
Jan 20- Feb 19, 2012	75	6	17	13	14	11	13	23	2	1
Nov 16- Dec 21, 2011	78	6	13	12	15	14	17	19	2	1

BOOKS2

**ASK IF READ ANY BOOKS IN THE PAST 12 MONTHS (BOOKS1=1-997) [N=6,181]:
[PN: RANDOMIZE ITEMS]**

Thinking about all of the books you have read in the past 12 months, were any of those...

		<u>Yes</u>	<u>No</u>	<u>No answer</u>
PRNTBK	Printed books Oct 6-16, 2025	86	13	1
AUDBK	Audiobooks Oct 6-16, 2025	35	63	2
EBK	E-books Oct 6-16, 2025	41	57	2

PHONE TREND FOR COMPARISON

		<u>Yes</u>	<u>No</u>	(VOL.) <u>Don't know</u>	(VOL.) <u>Refused</u>
PRNTBK	Printed books				
	Jan 25- Feb 8, 2021 ²	85	15	*	*
	Jan 8- Feb 7, 2019	89	11	*	0
	Jan 3-10, 2018	89	11	*	*
	Mar 7- Apr 4, 2016	90	9	*	*
	Mar 17- Apr 12, 2015	87	13	*	0
	Jan 2-5, 2014	91	8	*	*
	Oct 15 - Nov 10, 2012	89	10	1	*
	Jan 20- Feb 19, 2012 ³	90	10	*	*
	Nov 16 - Dec 21, 2011	93	7	*	*

¹ For surveys conducted in 2021 and earlier, the question wording was "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."

² In 2018-2021, those who were asked included those who did not know whether they read a book in the past 12 months.

³ 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.

AUDBK	Audiobooks					
	Jan 25- Feb 8, 2021	31	69	*	0	
	Jan 8- Feb 7, 2019	27	73	*	0	
	Jan 3-10, 2018	24	76	*	*	
	Mar 7- Apr 4, 2016	20	80	*	*	
	Mar 17- Apr 12, 2015	17	83	*	0	
	Jan 2-5, 2014	19	81	*	0	
	Oct 15 – Nov 10, 2012	17	83	*	0	
	Jan 20-Feb 19, 2012	15	85	*	*	
	Nov 16 – Dec 21, 2011	14	86	*	0	
EBK	E-books ⁴					
	Jan 25- Feb 8, 2021	39	60	1	0	
	Jan 8- Feb 7, 2019	35	65	*	0	
	Jan 3-10, 2018	34	65	1	*	
	Mar 7- Apr 4, 2016	39	61	*	*	
	Mar 17- Apr 12, 2015	38	62	*	0	
	Jan 2-5, 2014	37	63	*	0	
	Oct 15 – Nov 10, 2012	31	69	*	*	
	Jan 20- Feb 19, 2012	29	71	*	*	
	Nov 16 – Dec 21, 2011	22	78	*	*	

BOOKS2 BASED ON ALL ADULTS:

		<u>Yes</u>	<u>No</u>	<u>No answer BOOKS2</u>	<u>Has not read any books in the past 12 months</u>	<u>No answer BOOKS1</u>
PRNTBK	Printed books					
	Oct 6-16, 2025	64	10	1	25	*
AUDBK	Audiobooks					
	Oct 6-16, 2025	26	47	2	25	*
EBK	E-books					
	Oct 6-16, 2025	31	42	2	25	*

**BOOKCLB
ASK ALL:**

In the past 12 months, have you participated in a book club?

Oct 6-16, <u>2025</u>	
7	Yes
92	No
*	No answer

⁴ From December 2011 through April 2016, item wording was “Electronic books, also called e-books.”