

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: LIFESTYLE

-- FINAL TOPLINE --

Timberline: 937008
IS: 893
Princeton Job #: 16-12-018

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December 7-11, 2016

Results are based on telephone interviews conducted December 7-11, 2016 with a random sample of ~~1,028~~—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 60% cell phone respondents and 40% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2015 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2015 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Now we have some questions about reading books.

15. *(Asked of a half sample)* During the past year, about how many books did you read, either all or part of the way through?
16. *(Asked of a half sample)* During the past year, about how many books did you read or listen to, either all or part of the way through?

COMBINED RESULTS (Q.15/Q.16:) BASED ON FULL SAMPLE

	<u>None</u>	<u>1-5</u>	<u>6-10</u>	<u>11-50</u>	<u>51+</u>	No <u>answer</u>	<u>Mean</u>	<u>Median</u>
2016 Dec 7-11	16	34	14	28	7	*	15.6	5
2002 Dec 5-8 †	18	31	15	27	8	1	15.8	6
2001 Dec 6-9 ^†	13	38	16	23	8	1	14.5	5
1999 Sep 10-14 †	13	30	16	31	7	2	17	7
1999 Jul 13-14 †	12	24	18	34	10	3	20	10
1990 Dec 13-16 †	16	32	15	27	7	3	11	6
1978 Jul 21-Aug 14 †	8	29	17	29	13	4	--	--

^ Asked of a half sample.

† WORDING: During the past year, about how many books, either hardcover or paperback, did you read either all or part of the way through?

17. *(Asked of those who have read at least one book in the last year)* Which do you do most often – [ROTATED: read printed books, read electronic books on a tablet or e-reader, (or) listen to audio books]?

**BASED ON –881—ADULTS WHO HAVE READ ONE OR MORE BOOKS IN THE PAST YEAR;
±4 PCT PTS**

	<u>Printed books</u>	<u>Electronic books</u>	<u>Audio books</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2016 Dec 7-11	73	19	6	1	*