



Why don't Americans read more book? Topline Report

These are findings from an Ipsos poll conducted October 18-19, 2016. For the survey, a sample of roughly 923 adults from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.7 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=923, DEFF=1.5, adjusted Confidence Interval=5.2).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

SURVEY QUESTIONS

1. This question is about your own personal reading habits - outside of work, parenting, studying or other responsibilities. Generally speaking, do you like reading books (in either print or digital formats) for your own enjoyment, or not?

	Total
	(n=923)
<i>Book Readers (Net)</i>	81%
I love reading books	46%
I like reading books	35%
I do not like reading books	16%
Don't know	3%

2. Which of the following accurately describes your own personal reading habits when thinking about books (in either print or digital formats)?

	Total
	(n=923)
I rarely or never read books	21%
I occasionally read books, but not as many as I would like to	42%
I read as many books as I like	38%



3a. Why do you rarely or never read books?

	Respondents Who Rarely/ Never Read Books
	(n=186)
I prefer TV	44%
I don't have the time	37%
I prefer other entertainment	27%
Books take too long to read	26%
I prefer entertainment from the Internet/mobile phone	17%
Books are boring	12%
I prefer video games	9%
Books are too expensive	4%
I can't find books I like	4%
Other	9%
Don't know	5%

3b. What keeps you from reading more books?

	Respondents Who Occasionally Read Books
	(n=380)
I don't have time due to family or personal obligations	48%
I get entertainment from other sources	29%
I don't have time due to work obligations	28%
I can't find books I like	12%
Books take too long to read	11%
Books are too expensive	8%
I don't have enough access to book stores/libraries	6%
Other	4%
Don't know	7%

4. Do you agree or disagree with each of the following statements:

% Agree	Total
	(n=923)
The world is a better place today than it was 100 years ago	65%
The world is a better place today than it was 50 years ago	53%
The world will be a better place 100 years from today	42%
The world is a better place today than it was 10 years ago	38%
The world will be a better place 5 years from today	37%