TOPLINE & METHODOLOGY

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: February 21-27, 2025
Number of interviews, total: 2,033
Number of interviews, readers: 1,395

Margin of error: +/- 2.3 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 2.7 percentage points at the 95% confidence level for readers

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

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Annotated Questionnaire:

1. Have you done the following in the last month, or not?

Total Yes Summary

	Total (N=2,033)	Readers (N=1,395)
Watched streaming TV (e.g., Netflix, Hulu)	80%	83%
Used social media	78%	81%
Watched short-form videos (e.g., TikTok, YouTube)	77%	81%
Read a book or eBook	51%	72%
Read a newspaper (print or digital)	47%	54%
Listened to an audiobook	16%	23%

a. Read a book or eBook

	Total	Readers
Yes	51%	72%
No	49%	28%
Skipped	1%	-

b. Listened to an audiobook

	Total	Readers
Yes	16%	23%
No	83%	77%
Skipped	1%	*

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1. Have you done the following in the last month, or not? *(Continued)*

   c. Watched short-form videos (e.g., TikTok, YouTube)

	Total	**Readers**
Yes	77%	81%
No	22%	18%
Skipped	1%	*

   d. Watched streaming TV (e.g., Netflix, Hulu)

	Total	**Readers**
Yes	80%	83%
No	19%	17%
Skipped	1%	*

   e. Read a newspaper (print or digital)

	Total	**Readers**
Yes	47%	54%
No	53%	46%
Skipped	1%	*

   f. Used social media

	Total	**Readers**
Yes	78%	81%
No	21%	19%
Skipped	1%	*

2. In the last year, how many of the following did you read or listen to? Your best guess is fine.

   Mean Summary

	Total	**Readers**
Books or eBooks	9.6	13.7
Audiobooks	2.6	3.9

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3. On average, how many hours per week do you spend reading or listening to the following? Your best guess is fine.

   Base= Read a book or listened to an audiobook in the past year

   Mean Summary

	Readers (N=1,395)
Books or eBooks	5.5
Audiobooks	4.7

4. What is your preferred method of reading for pleasure?

   Base= Read a book or listened to an audiobook in the past year

	Readers (N=1,395)
Reading a book	64%
Reading an eBook (i.e., on a Kindle, phone, or tablet)	21%
Listening to an audiobook	14%
Skipped	*

5. Which of the following book genres are your favorite to read or listen to?

   Base= Read a book or listened to an audiobook in the past year

	Readers (N=1,395)
Thriller/crime/mystery	37%
Historical non-fiction	24%
Memoir/biography/autobiography	21%
Historical fiction	21%
Fantasy	20%
Science fiction	19%
Realistic/literary fiction	18%
Romance	17%
Self-help	14%
Young adult	8%
Graphic novels	5%
Children's books	3%
Poetry	3%
Other	10%
I don't have a favorite book genre	7%
Skipped	*

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6. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Readers
[HAS CHILD IN HH] I want my child(ren) to develop a love of reading	98% (n=482)	99% (n=348)
Reading is a way for me to learn about the world	82%	88%
Reading or listening to a book is relaxing for me	76%	92%
I keep a collection of books in my home	66%	79%
I want to become a better reader	63%	71%
I read or listen to books to wind down after a long day	51%	67%
Reading helps me connect to other people	50%	59%
Reading is low on my priority list	43%	33%
Listening to audiobooks is not a form of reading	41%	41%
I read or listen to more books now than I did a few years ago	38%	51%
I read or listen to more books now than I did when I was a kid	36%	45%
Reading is a boring activity	22%	11%

a. Reading or listening to a book is relaxing for me

	Total	Readers
Strongly agree	37%	51%
Somewhat agree	39%	41%
Somewhat disagree	13%	6%
Strongly disagree	9%	2%
Skipped	2%	*
Agree (Net)	*76%*	*92%*
Disagree (Net)	*22%*	*7%*

b. I read or listen to books to wind down after a long day

	Total	Readers
Strongly agree	18%	25%
Somewhat agree	33%	43%
Somewhat disagree	22%	21%
Strongly disagree	25%	11%
Skipped	2%	1%
Agree (Net)	*51%*	*67%*
Disagree (Net)	*47%*	*32%*

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6. To what extent do you agree or disagree with the following statements? *(Continued)*

c. I keep a collection of books in my home

	Total	Readers
Strongly agree	36%	48%
Somewhat agree	29%	31%
Somewhat disagree	16%	13%
Strongly disagree	16%	7%
Skipped	2%	*
Agree (Net)	*66%*	*79%*
Disagree (Net)	*32%*	*21%*

d. I read or listen to more books now than I did when I was a kid

	Total	Readers
Strongly agree	16%	21%
Somewhat agree	20%	24%
Somewhat disagree	30%	33%
Strongly disagree	32%	21%
Skipped	2%	1%
Agree (Net)	*36%*	*45%*
Disagree (Net)	*61%*	*54%*

e. I read or listen to more books now than I did a few years ago

	Total	Readers
Strongly agree	14%	20%
Somewhat agree	24%	31%
Somewhat disagree	31%	33%
Strongly disagree	28%	15%
Skipped	2%	1%
Agree (Net)	*38%*	*51%*
Disagree (Net)	*60%*	*48%*

f. Reading is low on my priority list

	Total	Readers
Strongly agree	14%	7%
Somewhat agree	29%	26%
Somewhat disagree	28%	33%
Strongly disagree	27%	34%
Skipped	2%	*
Agree (Net)	*43%*	*33%*
Disagree (Net)	*55%*	*66%*

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6. To what extent do you agree or disagree with the following statements? *(Continued)*

g. Reading helps me connect to other people

	Total	Readers
Strongly agree	13%	16%
Somewhat agree	38%	43%
Somewhat disagree	31%	30%
Strongly disagree	17%	10%
Skipped	2%	*
Agree (Net)	*50%*	*59%*
Disagree (Net)	*47%*	*40%*

h. Listening to audiobooks is not a form of reading

	Total	Readers
Strongly agree	12%	12%
Somewhat agree	29%	28%
Somewhat disagree	31%	32%
Strongly disagree	25%	26%
Skipped	3%	1%
Agree (Net)	*41%*	*41%*
Disagree (Net)	*56%*	*58%*

i. Reading is a way for me to learn about the world

	Total	Readers
Strongly agree	38%	46%
Somewhat agree	44%	42%
Somewhat disagree	10%	8%
Strongly disagree	6%	3%
Skipped	2%	*
Agree (Net)	*82%*	*88%*
Disagree (Net)	*16%*	*11%*

j. Reading is a boring activity

	Total	Readers
Strongly agree	6%	2%
Somewhat agree	16%	9%
Somewhat disagree	25%	23%
Strongly disagree	50%	64%
Skipped	2%	1%
Agree (Net)	*22%*	*11%*
Disagree (Net)	*75%*	*88%*

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6. To what extent do you agree or disagree with the following statements? *(Continued)*

    k. I want to become a better reader

	Total	**Readers**
Strongly agree	21%	26%
Somewhat agree	42%	46%
Somewhat disagree	21%	19%
Strongly disagree	13%	9%
Skipped	2%	1%
Agree (Net)	*63%*	*71%*
Disagree (Net)	*34%*	*28%*

    l. **[HAS CHILD IN HH]** I want my child(ren) to develop a love of reading

	Total (N=482)	**Readers (N=348)**
Strongly agree	76%	83%
Somewhat agree	22%	16%
Somewhat disagree	1%	1%
Strongly disagree	*	-
Skipped	1%	*
Agree (Net)	*98%*	*99%*
Disagree (Net)	*1%*	*1%*

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7. From which of the following places, if any, do you get inspiration on what books to read or listen to?

   Base= Read a book or listened to an audiobook in the past year

	Readers (N=1,395)
Friends and family	55%
Local libraries	28%
Social media (i.e., BookTok)	25%
Online retailers (e.g., Amazon, eBay)	24%
Brick and mortar bookstores (e.g., Barnes and Noble, Books-A-Million)	24%
Book reviews from media sources (e.g., New York Times, Wall Street Journal, Washington Post)	22%
Bestsellers list	19%
Book reading platforms (e.g., Goodreads, StoryGraph)	15%
Phone/tablet apps (e.g., Apple Store, Google Marketplace)	14%
Thrift stores	13%
Brick and mortar retailers (e.g., Costco, Target, Walmart)	10%
Book clubs	10%
Celebrity reading lists	3%
Other	6%
None of the above	10%
Skipped	*

8. Please select the statement that comes closest to your view.

	Total	Readers
I set a reading goal last year and exceeded it	4%	6%
I set a reading goal last year and met it	5%	7%
I set a reading goal last year and did not meet it	5%	5%
I did not set a reading goal last year	84%	82%
Skipped	2%	*
Set a reading goal (Net)	*14%*	*18%*

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9. Which of the following are reasons that you don't read more?

	Total	Readers
I don't have enough time because of other life activities	43%	48%
I prefer other forms of entertainment (i.e., watching TV, playing video games, etc.)	32%	28%
I don't have enough time because of work	25%	28%
[HAS CHILD IN HH] I don't have enough time because of my kids' activities	25% (n=482)	26% (n=348)
I have trouble focusing while reading	22%	19%
I have trouble finding books that interest me	13%	12%
Reading in general does not interest me	11%	4%
Books are too expensive	7%	7%
Other	5%	6%
None of the above	11%	13%
Don't know	4%	2%
Skipped	1%	*

10. Does your child(ren)'s school do the following? If you have more than one child in school, please answer based on your oldest child.

Base= Has a child in grades K – 12

Total Yes Summary

	Total (N=316)	Readers (N=230)
Mandatory reading during the school year	73%	74%
Set time aside during the school day for reading	54%	52%
Mandatory book reports during the school year	42%	42%
Mandatory reading during the summer	31%	28%
Mandatory book reports during the summer	17%	16%

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10. Does your child(ren)'s school do the following? If you have more than one child in school, please answer based on your oldest child. *(Continued)*

a. Mandatory reading during the summer

	Total	Readers
Yes	31%	28%
No	48%	53%
Don't know	13%	12%
Not applicable	7%	7%
Skipped	-	-

b. Mandatory book reports during the summer

	Total	Readers
Yes	17%	16%
No	61%	66%
Don't know	14%	12%
Not applicable	8%	6%
Skipped	*	-

c. Mandatory reading during the school year

	Total	Readers
Yes	73%	74%
No	12%	13%
Don't know	11%	9%
Not applicable	3%	4%
Skipped	-	-

d. Mandatory book reports during the school year

	Total	Readers
Yes	42%	42%
No	34%	37%
Don't know	16%	15%
Not applicable	7%	6%
Skipped	-	-

e. Set time aside during the school day for reading

	Total	Readers
Yes	54%	52%
No	19%	22%
Don't know	23%	22%
Not applicable	5%	5%
Skipped	-	-

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11. To what extent do you agree or disagree with the following statements?

Base= Has a child in grades K – 12

Total Agree Summary

	Total (N=316)	Readers (N=230)
My child reads at or above their grade level	82%	82%
My child is interested in reading	79%	81%
My child chooses to read for pleasure (i.e., not forced by school or parents)	69%	71%
I use books to help bond with my child	69%	73%
My child has a short attention span	50%	49%
I am concerned that the COVID-19 pandemic caused my child to lose valuable learning time	44%	46%
My child has trouble retaining information	27%	28%

a. My child reads at or above their grade level

	Total	Readers
Strongly agree	48%	53%
Somewhat agree	35%	29%
Somewhat disagree	11%	11%
Strongly disagree	7%	6%
Skipped	*	1%
Agree (Net)	*82%*	*82%*
Disagree (Net)	*17%*	*17%*

b. My child is interested in reading

	Total	Readers
Strongly agree	38%	44%
Somewhat agree	40%	38%
Somewhat disagree	14%	13%
Strongly disagree	7%	5%
Skipped	1%	1%
Agree (Net)	*79%*	*81%*
Disagree (Net)	*21%*	*18%*

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11. To what extent do you agree or disagree with the following statements? *(Continued)*

c. I am concerned that the COVID-19 pandemic caused my child to lose valuable learning time

	Total	Readers
Strongly agree	17%	19%
Somewhat agree	27%	28%
Somewhat disagree	24%	24%
Strongly disagree	30%	29%
Skipped	2%	2%
Agree (Net)	*44%*	*46%*
Disagree (Net)	*54%*	*52%*

d. I use books to help bond with my child

	Total	Readers
Strongly agree	23%	26%
Somewhat agree	46%	47%
Somewhat disagree	20%	20%
Strongly disagree	11%	7%
Skipped	*	1%
Agree (Net)	*69%*	*73%*
Disagree (Net)	*31%*	*27%*

e. My child has trouble retaining information

	Total	Readers
Strongly agree	6%	5%
Somewhat agree	21%	22%
Somewhat disagree	36%	35%
Strongly disagree	36%	36%
Skipped	1%	1%
Agree (Net)	*27%*	*28%*
Disagree (Net)	*72%*	*71%*

f. My child has a short attention span

	Total	Readers
Strongly agree	16%	16%
Somewhat agree	34%	33%
Somewhat disagree	32%	32%
Strongly disagree	18%	18%
Skipped	*	1%
Agree (Net)	*50%*	*49%*
Disagree (Net)	*50%*	*51%*

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11. To what extent do you agree or disagree with the following statements? *(Continued)*

g. My child chooses to read for pleasure (i.e., not forced by school or parents)

	Total	Readers
Strongly agree	31%	33%
Somewhat agree	38%	38%
Somewhat disagree	19%	19%
Strongly disagree	11%	9%
Skipped	1%	1%
Agree (Net)	*69%*	*71%*
Disagree (Net)	*30%*	*28%*

12. If you had one extra hour of leisure time in your day, how would you most like to spend it?

	Total	Readers
Spending time with family	36%	36%
Watching TV	28%	27%
Reading	27%	37%
Exercising	27%	30%
Doing chores/cleaning/housework	22%	20%
Spending time with friends	20%	21%
Cooking	15%	14%
Social media	14%	13%
Other	10%	10%
Don't know	8%	6%
Skipped	2%	*

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About the Study

This NPR/Ipsos was conducted February 21 to February 27, 2025, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,033 adults age 18 or older. The sample also includes 1,395 readers, defined as those who have read a book or listened to an audiobook in the past year.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)

The margin of sampling error is plus or minus 2.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09. For readers, the margin of sampling error is 2.7 and the design effect is 1.09. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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