

Media

VP1. When you read a book, how often do you read the introduction?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E - F/G/H/I

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1033	505	528	260	450	323	86	279	498	170
Weighted	1033	500	533	288	410	335	109*	360	405	159
Always	400 39%	194 39%	206 39%	108 37%	156 38%	136 41%	28 26%	126 35%	164 40%	82 52%
Usually	333 32%	159 32%	174 33%	88 30%	126 31%	118 35%	27 25%	115 32%	138 34%	54 34%
Sometimes	203 20%	86 17%	117 22%	65 23%	85 21%	53 16%	33 30%	68 19%	80 20%	22 14%
Never	36 3%	15 3%	21 4%	13 4%	16 4%	7 2%	8 7%	15 4%	12 3%	1 1%
I don't ever read books	62 6%	46 9%	16 3%	15 5%	26 6%	21 6%	13 12%	37 10%	12 3%	0 -
		B					I	HI	I	
Summary										
Always/ Usually	733 71%	353 71%	380 71%	195 68%	283 69%	254 76%	55 51%	240 67%	301 74%	136 85%
Sometimes/ Never	239 23%	101 20%	138 26%	78 27%	101 25%	60 18%	41 37%	82 23%	92 23%	23 15%
			A	E	E	CD	GHI	F	FG	FGH