

HuffPost: Reading Time

August 14 - 15, 2017 - 1000 US Adults



1. More or Less Time

Thinking about the years 2016 and 2017, would you say that you have:

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Spent more time reading books than you did in past years	18%	18%	17%	27%	17%	13%	16%	17%	14%	20%	28%
Spent less time reading books than you did in past years	21%	19%	24%	23%	18%	23%	19%	20%	32%	20%	19%
Spent about the same amount of time reading books as you did in past years	41%	46%	37%	33%	42%	40%	51%	46%	33%	25%	34%
Not sure	7%	4%	10%	6%	9%	9%	1%	4%	15%	21%	2%
I never read books	13%	14%	12%	11%	13%	14%	12%	13%	6%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	999	405	594	173	257	368	201	731	110	80	78

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Spent more time reading books than you did in past years	18%	20%	16%	17%	15%	20%	19%	20%	13%	20%	19%	18%
Spent less time reading books than you did in past years	21%	25%	19%	20%	24%	23%	13%	18%	21%	21%	21%	22%
Spent about the same amount of time reading books as you did in past years	41%	38%	41%	47%	38%	42%	56%	39%	42%	37%	42%	43%

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	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Not sure	7%	5%	10%	4%	9%	4%	2%	8%	9%	6%	8%	3%
I never read books	13%	11%	14%	12%	14%	11%	9%	15%	15%	16%	10%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	999	352	407	240	467	276	124	132	209	229	365	196

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2. Reason Spending Less Time

Which of these are among the reasons you've spent less time reading books in 2016 and 2017? Select all that apply.

Asked of those who've spent less time reading

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I don't have as much free time to read	55%	53%	56%	64%	66%	55%	31%	55%	47%	*	*
I'm too stressed out to read as much	23%	25%	22%	36%	36%	13%	14%	22%	23%	*	*
I'm no longer required to do as much reading for school or work	11%	12%	9%	37%	4%	0%	4%	6%	16%	*	*
I haven't seen as many books that I find interesting	19%	22%	17%	29%	16%	18%	12%	18%	16%	*	*
I find being politically active to be more important than reading right now	9%	15%	5%	17%	9%	6%	4%	11%	3%	*	*
Other	11%	5%	15%	1%	5%	14%	23%	12%	12%	*	*
None of the above	8%	12%	5%	0%	4%	11%	15%	7%	5%	*	*
Unweighted N	207	69	138	44	46	81	36	138	34	18	17

	Total	Party ID			Family Income (3 category)				Census Region			
		Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
I don't have as much free time to read	55%	47%	65%	51%	56%	55%	*	48%	62%	51%	53%	56%
I'm too stressed out to read as much	23%	26%	22%	21%	23%	22%	*	32%	28%	23%	28%	10%
I'm no longer required to do as much reading for school or work	11%	12%	12%	5%	13%	4%	*	8%	16%	5%	14%	4%

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	Total	Party ID			Family Income (3 category)				Census Region			
		Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
I haven't seen as many books that I find interesting	19%	15%	25%	16%	22%	18%	*	15%	15%	18%	22%	19%
I find being politically active to be more important than reading right now	9%	11%	4%	15%	3%	20%	*	6%	0%	22%	9%	4%
Other	11%	8%	8%	20%	14%	8%	*	2%	12%	13%	9%	9%
None of the above	8%	6%	12%	3%	6%	10%	*	16%	1%	2%	9%	21%
Unweighted N	207	84	72	51	110	48	17	32	43	47	74	43

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3. Book Type - Fiction

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	13%	14%	12%	15%	14%	11%	13%	13%	6%	18%	17%
Less	18%	17%	19%	19%	19%	20%	13%	17%	21%	18%	23%
About as often	51%	51%	50%	45%	50%	47%	62%	55%	41%	38%	45%
I never read this kind of book	13%	16%	10%	13%	10%	17%	10%	11%	20%	14%	13%
Not sure	5%	2%	9%	8%	6%	5%	2%	3%	11%	12%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	350	526	158	230	315	173	640	97	68	71

	Total	Party ID			Family Income (3 category)				Census Region			
		Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	13%	10%	13%	18%	10%	15%	14%	21%	12%	18%	10%	14%
Less	18%	21%	19%	13%	21%	18%	9%	16%	20%	15%	18%	21%
About as often	51%	50%	51%	50%	47%	49%	62%	54%	52%	47%	51%	51%
I never read this kind of book	13%	15%	10%	16%	16%	12%	12%	6%	9%	13%	15%	12%
Not sure	5%	5%	7%	3%	6%	5%	3%	4%	7%	7%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	311	356	209	395	253	115	113	180	201	317	178

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4. Book Type - Non-fiction

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	15%	17%	13%	17%	17%	13%	14%	16%	5%	8%	32%
Less	18%	15%	21%	18%	16%	20%	17%	16%	27%	22%	8%
About as often	51%	56%	47%	43%	51%	50%	61%	54%	46%	39%	48%
I never read this kind of book	10%	10%	9%	10%	8%	12%	7%	9%	11%	12%	7%
Not sure	7%	3%	10%	12%	8%	6%	1%	4%	11%	19%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	878	349	529	160	229	316	173	641	99	68	70

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	15%	17%	15%	12%	12%	17%	17%	18%	12%	15%	15%	17%
Less	18%	21%	17%	14%	15%	22%	11%	26%	19%	17%	15%	24%
About as often	51%	49%	50%	56%	55%	45%	65%	37%	53%	49%	52%	49%
I never read this kind of book	10%	9%	10%	11%	11%	11%	3%	8%	9%	12%	10%	7%
Not sure	7%	5%	9%	6%	7%	5%	4%	10%	7%	7%	8%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	878	312	357	209	394	254	115	115	180	202	319	177

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5. Book Type - Memoirs

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	6%	6%	7%	11%	6%	4%	4%	5%	13%	2%	9%
Less	16%	16%	16%	13%	15%	18%	18%	14%	13%	37%	12%
About as often	35%	36%	34%	30%	35%	36%	40%	38%	30%	27%	34%
I never read this kind of book	36%	39%	33%	38%	36%	36%	35%	39%	33%	21%	39%
Not sure	6%	3%	10%	8%	8%	6%	3%	5%	11%	12%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	349	527	157	228	317	174	641	96	69	70

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	6%	11%	4%	4%	7%	5%	3%	7%	3%	6%	8%	7%
Less	16%	15%	16%	17%	16%	17%	15%	16%	14%	11%	17%	22%
About as often	35%	35%	38%	30%	30%	36%	53%	36%	38%	33%	33%	40%
I never read this kind of book	36%	33%	33%	46%	40%	38%	24%	33%	37%	44%	36%	27%
Not sure	6%	6%	9%	3%	7%	4%	5%	9%	8%	7%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	313	355	208	397	252	114	113	180	200	319	177

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6. Book Type - Poetry

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	7%	8%	6%	17%	6%	5%	3%	5%	13%	6%	15%
Less	16%	16%	15%	14%	15%	18%	14%	15%	17%	17%	19%
About as often	22%	21%	23%	21%	24%	20%	24%	20%	26%	25%	22%
I never read this kind of book	51%	55%	49%	44%	47%	55%	59%	58%	31%	47%	43%
Not sure	4%	1%	7%	5%	8%	2%	2%	2%	12%	6%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	348	527	159	227	317	172	641	98	66	70

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	7%	8%	10%	2%	6%	5%	3%	17%	3%	8%	9%	6%
Less	16%	21%	12%	13%	13%	17%	13%	22%	23%	9%	15%	17%
About as often	22%	25%	22%	16%	21%	23%	25%	18%	17%	20%	23%	26%
I never read this kind of book	51%	43%	51%	67%	52%	53%	57%	41%	51%	59%	49%	49%
Not sure	4%	3%	5%	2%	6%	2%	2%	2%	6%	5%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	311	355	209	392	254	115	114	180	202	316	177

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7. Book Type - Crime or mystery

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	11%	10%	13%	13%	8%	10%	15%	11%	10%	13%	15%
Less	16%	15%	18%	14%	15%	19%	16%	16%	19%	18%	15%
About as often	44%	47%	40%	41%	40%	45%	48%	50%	28%	27%	43%
I never read this kind of book	24%	27%	21%	22%	29%	24%	19%	21%	30%	36%	23%
Not sure	5%	1%	8%	9%	8%	2%	2%	3%	13%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	351	524	158	228	316	173	640	97	67	71

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	11%	12%	11%	11%	11%	11%	8%	15%	10%	11%	10%	16%
Less	16%	19%	15%	15%	18%	16%	14%	14%	21%	13%	13%	23%
About as often	44%	42%	45%	43%	41%	40%	55%	48%	48%	46%	41%	40%
I never read this kind of book	24%	23%	22%	29%	23%	29%	21%	20%	14%	23%	31%	20%
Not sure	5%	4%	7%	3%	7%	3%	2%	3%	7%	7%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	312	356	207	393	253	115	114	180	202	315	178

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8. Book Type - Romance

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	4%	2%	7%	3%	6%	3%	6%	4%	8%	7%	2%
Less	18%	16%	20%	18%	18%	18%	17%	14%	17%	34%	27%
About as often	25%	18%	31%	26%	20%	25%	28%	26%	26%	20%	17%
I never read this kind of book	48%	63%	34%	43%	50%	51%	47%	54%	36%	26%	46%
Not sure	5%	2%	8%	9%	6%	4%	2%	2%	12%	13%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	348	527	158	227	316	174	642	94	69	70

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	4%	5%	4%	4%	4%	4%	5%	5%	5%	4%	5%	4%
Less	18%	21%	16%	16%	19%	14%	12%	25%	20%	13%	17%	23%
About as often	25%	24%	26%	23%	26%	26%	19%	23%	27%	25%	25%	20%
I never read this kind of book	48%	45%	47%	55%	45%	50%	62%	44%	40%	53%	47%	52%
Not sure	5%	5%	7%	2%	6%	6%	2%	4%	7%	5%	6%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	311	355	209	395	253	114	113	180	201	318	176

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9. Book Type - Fantasy or science fiction

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	10%	13%	7%	20%	9%	7%	5%	9%	12%	8%	16%
Less	18%	19%	18%	18%	16%	20%	19%	19%	15%	20%	15%
About as often	36%	40%	31%	37%	41%	36%	28%	36%	28%	39%	39%
I never read this kind of book	30%	23%	37%	14%	25%	34%	47%	32%	32%	27%	18%
Not sure	6%	4%	8%	12%	9%	3%	1%	4%	12%	6%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	349	526	159	229	316	171	639	98	69	69

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	10%	12%	9%	8%	9%	6%	15%	14%	11%	12%	9%	9%
Less	18%	17%	22%	14%	18%	21%	15%	17%	17%	18%	16%	25%
About as often	36%	33%	40%	30%	35%	33%	39%	40%	38%	25%	40%	35%
I never read this kind of book	30%	29%	23%	46%	30%	36%	31%	22%	27%	39%	27%	29%
Not sure	6%	8%	6%	2%	8%	4%	0%	7%	7%	6%	7%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	875	313	354	208	396	252	114	113	181	201	317	176

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10. Book Type - Political essays or political science

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	12%	14%	10%	15%	11%	9%	13%	12%	11%	6%	21%
Less	13%	14%	13%	12%	17%	12%	12%	10%	16%	27%	16%
About as often	30%	36%	23%	30%	27%	27%	36%	34%	16%	24%	24%
I never read this kind of book	40%	33%	47%	36%	37%	47%	38%	41%	47%	30%	34%
Not sure	5%	3%	7%	6%	8%	5%	1%	3%	10%	13%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	874	348	526	158	229	314	173	640	95	68	71

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	12%	15%	12%	6%	9%	13%	19%	14%	10%	11%	14%	10%
Less	13%	16%	10%	15%	15%	15%	7%	12%	9%	11%	15%	17%
About as often	30%	29%	31%	27%	27%	25%	40%	35%	33%	26%	28%	33%
I never read this kind of book	40%	36%	39%	50%	43%	43%	30%	37%	42%	45%	40%	33%
Not sure	5%	4%	7%	2%	6%	4%	4%	3%	6%	7%	3%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	874	310	356	208	393	253	114	114	179	202	317	176

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11. Book Type - Books by traditionally marginalized groups (e.g. people of color, people with disabilities or LGBTQ people)

Thinking about the years 2016 and 2017, have you been reading the following kinds of books more or less often than in past years?

Excludes those who never read books

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	6%	3%	9%	9%	7%	4%	6%	5%	11%	6%	9%
Less	9%	9%	9%	8%	9%	9%	12%	7%	15%	20%	11%
About as often	28%	30%	27%	30%	27%	28%	29%	31%	25%	22%	24%
I never read this kind of book	46%	52%	41%	44%	42%	51%	46%	50%	37%	32%	49%
Not sure	10%	6%	13%	10%	15%	8%	7%	8%	12%	21%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	349	527	159	229	315	173	640	97	68	71

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More	6%	9%	5%	3%	5%	8%	5%	8%	5%	5%	7%	6%
Less	9%	8%	10%	9%	7%	10%	11%	14%	11%	8%	7%	15%
About as often	28%	35%	29%	17%	26%	31%	35%	26%	28%	28%	29%	27%
I never read this kind of book	46%	38%	42%	68%	50%	42%	47%	42%	44%	49%	46%	45%
Not sure	10%	9%	13%	4%	12%	9%	3%	10%	12%	10%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	876	312	357	207	395	253	115	113	180	202	316	178

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12. Political Activity

Thinking about the years 2016 and 2017, would you say that you are now:

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More politically active than in past years	27%	29%	25%	27%	25%	26%	32%	29%	24%	26%	23%
Less politically active than in past years	11%	13%	9%	10%	16%	10%	6%	9%	13%	12%	16%
Neither more or less politically active than in past years	52%	55%	50%	49%	44%	56%	58%	56%	48%	33%	50%
Not sure	10%	3%	16%	14%	15%	9%	4%	6%	15%	28%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	985	398	587	172	249	366	198	723	110	74	78

	Party ID			Family Income (3 category)				Census Region				
	Total	Dem	Ind	Rep	< \$50K	\$50-100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
More politically active than in past years	27%	39%	22%	20%	24%	24%	47%	27%	25%	26%	27%	31%
Less politically active than in past years	11%	10%	13%	6%	10%	14%	10%	9%	10%	10%	11%	11%
Neither more or less politically active than in past years	52%	44%	49%	70%	53%	54%	40%	56%	50%	53%	52%	53%
Not sure	10%	7%	16%	3%	13%	8%	3%	8%	14%	11%	9%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	985	347	402	236	459	273	123	130	205	228	361	191

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Interviewing Dates	August 14 - 15, 2017
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, 2012 and 2016 Presidential votes. The weights range from 0.1 to 6.026, with a mean of one and a standard deviation of 0.935.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	61 questions not reported.