

**PEW INTERNET PROJECT – READING HABITS**  
**PSRAI Omnibus January Week 1 (January 2-5, 2014)**  
**Revised: December 19, 2013**

**ASK ALL:**

PIAL1 Please tell me if you happen to have each of the following items, or not. Do you have...  
**[INSERT ITEMS IN ORDER]**? {Modified PIAL Trend}

**[INTERVIEWER NOTE: If R has e-reader app on tablet or phone, do NOT count as e-reader. Code as tablet or cell phone]**

**ASK ITEM a IF LANDLINE SAMPLE (SAMPLE=1)**

- a. A cell phone {QL1}
- b. A desktop or laptop computer
- c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader {EBOOKHV}
- d. A tablet computer like an iPad, Samsung Galaxy, Google Nexus, or Kindle Fire {IPADHV}

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF HAVE CELL PHONE (PIAL1a=1 or SAMPLE=2):**

SMART1 Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure? {PIAL trend}

- 1 Yes, smartphone
- 2 No, not a smartphone
- 8 Not sure/Don't know
- 9 **(VOL.)** Refused

**ASK ALL:**

PIAL2 During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to. {PIAL Gates Libraries Typology; PIAL Gates Reading Habits}

- **[RECORD EXACT NUMBER 1-96]**
- 0 None
- 97 97 or more
- 98 **(VOL.)** Don't know
- 99 **(VOL.)** Refused

**ASK IF READ ANY BOOKS IN PAST 12 MONTHS (PIAL2=1-97):**

PIAL3 Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those... **[INSERT NEXT ITEM]**?  
{PIAL Libraries 2012; PIAL Gates Reading Habits}

- a. Printed books
- b. Audiobooks
- c. Electronic books, also called e-books

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF READ E-BOOKS IN PAST 12 MONTHS (PIAL3c=1):**

PIAL4 When you read electronic books or e-books, do you ever read them on your... **[INSERT ITEMS IN ORDER]**? **[IF YES:** How often do you read e-books on your **(ITEM)** – would you say every day or almost every day, a few times a week, a few times a month, or less often?] {PIAL Gates Reading Habits}

**IF HAVE TABLET COMPUTER (PIAL1d=1):**

- a. Tablet computer

**IF HAVE E-BOOK READER (PIAL1c=1):**

- b. E-book reader

**IF HAVE DESKTOP OR LAPTOP (PIAL1b=1):**

- c. Desktop or laptop computer

**IF HAVE CELL PHONE OR CELL SAMPLE (PIAL1a=1 or SAMPLE=2):**

- d. Cell phone

**CATEGORIES**

- 1 Yes, every day or almost every day
- 2 Yes, a few times a week
- 3 Yes, a few times a month
- 4 Yes, less often
- 5 No, do not read e-books on this device
- 6 **(VOL.)** Can't read e-books on device/Device not equipped for reading e-books
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF READ ANY BOOKS IN PAST 12 MONTHS (PIAL2=1-97):**

PIAL5 Now thinking just about yesterday... Did you spend any time reading a book yesterday?  
{PIAL Gates Reading Habits}

- 1 Yes
- 2 No
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**ASK IF READ BOOK YESTERDAY (PIAL5=1):**

PIAL6 Yesterday, did you [**IF READ PRINT BOOKS (PIAL3a=1):** read a printed book (or), **IF READ E-BOOKS (PIAL3c=1):** read an electronic or digital book (or), **IF LISTEN TO AUDIO BOOKS (PIAL3b=1):** listen to an audio book]? [**ACCEPT MULTIPLE RESPONSES, BUT DO NOT PROBE FOR MORE THAN ONE**] {PIAL Gates Reading Habits}

- 1 Print book
- 2 Electronic or digital book
- 3 Audio book
- 4 **(VOL.)** Other
- 5 **(VOL.)** None of these
- 8 **(VOL.)** Don't know
- 9 **(VOL.)** Refused

**SEX RECORD RESPONDENT SEX (DO NOT ASK)**

- 1 Male
- 2 Female

**ASK ALL:**

EMPLOY Are you now employed full-time, part-time, or not employed?

- 1 Employed full-time
- 2 Employed part-time
- 3 Not employed
- 9 **(DO NOT READ)** Don't Know / Refused

**ASK ALL:**

PAR Are you the parent or guardian of any children under age 18 now living in your household?

- 1 Yes
- 2 No
- 9 **(DO NOT READ)** Don't know / Refused

**ASK ALL:**

EDUC2 What is the highest level of school you have completed or the highest degree you have received? [**DO NOT READ**] [**INTERVIEWER NOTE: Enter code 3-HS grad if R completed training that did NOT count toward a degree**] {new} {People-Press}

- 1 Less than high school (Grades 1-8 or no formal schooling)
- 2 High school incomplete (Grades 9-11 or Grade 12 with NO diploma)
- 3 High school graduate (Grade 12 with diploma or GED certificate)
- 4 Some college, no degree (includes community college)
- 5 Two year associate degree from a college or university
- 6 Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB)
- 7 Some postgraduate or professional schooling, no postgraduate degree

- 8 Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)
- 9 Don't know / Refused

**ASK ALL:**

HISP Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

- 1 Yes
- 2 No
- 9 **(DO NOT READ)** Don't know / Refused

**ASK ALL:**

RACE What is your race? Are you white, black, Asian, or some other race? **IF R SAYS HISPANIC OR LATINO, PROBE:** Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)? **IF R DOES NOT SAY WHITE, BLACK OR ONE OF THE RACE CATEGORIES LISTED, RECORD AS "OTHER" (CODE 6)**

- 1 White
- 2 Black or African-American
- 3 Asian or Pacific Islander
- 4 Mixed race
- 5 Native American/American Indian
- 6 Other **(SPECIFY)**
- 9 **(DO NOT READ)** Don't know / Refused

**ASK ALL:**

INC Last year -- that is in 2012 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category... **[READ 1-9]**

- 1 Less than \$10,000
- 2 \$10,000 to under \$20,000
- 3 \$20,000 to under \$30,000
- 4 \$30,000 to under \$40,000
- 5 \$40,000 to under \$50,000
- 6 \$50,000 to under \$75,000
- 7 \$75,000 to under \$100,000
- 8 \$100,000 to under \$150,000 (OR)
- 9 \$150,000 or more
- 99 **(DO NOT READ)** Don't know / Refused