

## January 2019 Core Trends Survey

Final Topline

3/8/2019

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cell phone interviews

Interviewing dates: January 8, 2019 – February 7, 2019

Margin of error:  $\pm$  2.85 percentage points for results based on Total [n=1,502]

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	90	10
January 2018	89	11
November 2016	90	10
May 2016	87	13
April 2016	87	13
November 2015	87	13
July 2015	87	13
April 2015	85	15
September 2013	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21

<sup>1</sup> The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 thru February 2012, an internet user is someone said yes to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined.

**EMINUSE/INTMOB continued...**

	USES INTERNET	DOES NOT USE INTERNET
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39

# **EMINUSE/INTMOB continued...**

	USES INTERNET	DOES NOT USE INTERNET
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

## **INTFREQ** About how often do you use the internet?

Based on internet users [N=1,372]

	CURRENT		JANUARY 2018	MAY 2016	APRIL 2016	JULY 2015
%	31	Almost constantly	30	25	28	24
	49	Several times a day	49	50	49	49
	10	About once a day	9	11	10	11
	5	Several times a week, OR	7	7	7	7
	4	Less often?	6	6	6	8
	*	(VOL.) Don't know	*	*	*	*
	*	(VOL.) Refused	*	*	*	1

## **SNSINT2** Do you ever use social media sites like Facebook, Twitter or Instagram?

	CURRENT	
%	72	Yes
	28	No
	*	(VOL.) Don't know
	0	(VOL.) Refused

Trend based on internet users<sup>2</sup> [N=1,372]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	78	22	0	0
January 2018	77	23	*	0
November 2016	77	23	*	*
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013	74	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0
August 2011	64	35	*	0
May 2011	65	35	*	0
January 2011	61	39	0	0
December 2010	62	38	*	0
November 2010	61	39	*	*
September 2010	62	38	*	0
May 2010	61	39	0	0
January 2010	57	43	*	0
December 2009	56	44	0	*
September 2009	47	52	*	*
April 2009	46	54	*	*
December 2008	35	65	*	0
November 2008	37	63	0	0
August 2008	33	67	*	0
July 2008	34	66	*	0
May 2008	29	70	*	0
August 2006	16	84	*	0
September 2005	11	88	1	0
February 2005	8	91	1	0

<sup>2</sup> November 2016 question wording was "Do you ever use social media sites like Facebook, Twitter or LinkedIn?" May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was "Use a social networking site like Facebook, LinkedIn or Google Plus." From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster." Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn."

**HOME4NW** Do you currently subscribe to internet service at HOME?

	CURRENT	
%	78	Yes
	22	No
	*	(VOL.) Don't know
	0	(VOL.) Refused

Trend based on internet users [N=1,372]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	84	16	*	0
January 2018	80	20	*	0
July 2015	84	16	*	0

**BBHOME1** Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?**BBHOME2** [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on home internet subscribers [N=1,210]

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) DK	(VOL.) REF.
Current	2	92	3	*	*	2	*
January 2018	3	90	2	*	*	5	*
July 2015	3	91	1	*	1	4	*

**SUMMARY OF HOME BROADBAND**

Based on home internet subscribers

	CURRENT		JANUARY 2018	JULY 2015
%	94	Home broadband users	91	92
	6	No home broadband/DK	9	8

Based on Total

	CURRENT		JANUARY 2018	JULY 2015
%	73	Home broadband users	65	67
	27	No home broadband/DK	35	33

**DEVICE1a** Next, do you have a cell phone, or not?<sup>3</sup>

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	96	4	0	0
January 2018	95	5	0	0
November 2016	95	5	0	0
May 2016	92	8	0	0
April 2016	92	8	0	0
November 2015	91	9	0	0
July 2015	92	8	*	*
April 2015	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--

<sup>3</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"

**SMART2** Is your cell phone a smartphone, or not?

Based on cell phone owners [N=1,465]

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	DON'T KNOW	REFUSED
Current [N=1,465]	84	15	1	0
January 2018 [N = 1,933]	82	17	1	*
November 2016 [N=2,926]	81	16	3	*
May 2016 [N=992]	76	17	7	0
April 2016 [N=1,535]	78	16	6	*
November 2015 [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

**Q20** Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?<sup>4</sup>

Based on smartphone owners

	CURRENT		MAY 2013	APRIL 2012	MAY 2011
%	46	Mostly on cell phone	34	31	27
	30	Mostly on something else	53	60	62
	21	Both equally (VOL.)	11	7	10
	2	Depends (VOL.)	1	2	1
	1	Don't know	*	*	*
	1	Refused	*	*	*
	[n=1,219]		[n=1,185]	[n=929]	[n=746]

<sup>4</sup> Prior to 2019, this question was asked of respondents who said they use the internet or email on their cellphone. In 2019, the question was posed to respondents who said they use a smartphone.

**BBSMART1** You said that you **[IF SMART2=1, INSERT: have a smartphone, but]** do not have high-speed internet service at home. Did you EVER at some point in the past have a broadband internet subscription at home?

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	33	Yes, had broadband	36
	60	No, did not have broadband	59
	7	(VOL.) Don't know	4
	*	(VOL.) Refused	1

**BBSMART2** Would you like to have high-speed internet at home **[IF BBSMART1=1, INSERT: again]**, or is that not something you're interested in?

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	18	Yes, interested	25
	80	No, not interested	70
	1	(VOL.) Don't know	3
	1	(VOL.) Refused	2

**BBSMART3** Please tell me whether any of the following are reasons why you do not have high-speed internet at home. First, how about **[INSERT ITEMS; RANDOMIZE]**? Is this a reason why you do not have high-speed internet at home?

Next, what about **[INSERT NEXT ITEM]**? **[IF NECESSARY: Is this a reason why you do not have broadband service at home?]**

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on non-broadband users</i>				
a. The monthly cost of a home broadband subscription is too expensive				
Current [N=357]	50	42	7	1
July 2015 [N=605]	59	34	4	2
<i>Item B: Based on non-broadband users</i>				
b. The cost of a computer is too expensive				
Current [N=357]	31	64	4	1
July 2015 [N=605]	45	50	3	2
<i>Item C: Based on non-broadband users who have a smartphone</i>				
c. Your smartphone lets you do everything online that you need to do				
Current [N=208]	72	27	*	0
July 2015 [N=244]	65	29	4	3



	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item D: Based on non-broadband users</i>				
d. You have other options for internet access outside of your home				
Current [N=357]	43	53	4	1
July 2015 [N=605]	46	50	2	2
<i>Item E: Based on non-broadband users</i>				
e. Broadband service is not available where you live, or is not available at an acceptable speed				
Current [N=357]	22	61	16	1
July 2015 [N=605]	23	63	13	2
<i>Item F: Based on non-broadband users</i>				
f. Some other reason I haven't already mentioned (SPECIFY)				
Current [N=357]	17	81	1	1
July 2015 [N=605]	25	69	5	2

**BBSMART4** Thinking of the reasons why you do not have broadband service at home, which of them is the MOST important? Is it that **[READ; ONLY INCLUDE "YES" RESPONSES FROM BBSMART3; LIST RESPONSES IN SAME ORDER AS BBSMART3]**?<sup>5</sup>

Based on non-broadband users [N=357]

	CURRENT		JULY 2015
%	23	Your smartphone lets you do everything online that you need to do	12
	21	The monthly cost of a home subscription is too expensive	33
	11	You have other options for internet access outside of your home	10
	6	The cost of a computer is too expensive	10
	7	Broadband service is not available where you live, or is not available at an acceptable speed	5
	13	Or some other reason	16
	4	(VOL.) Don't know BBSMART4	3
	2	(VOL.) Refused BBSMART4	3
	12	None is a reason	9

<sup>5</sup> Question was asked of respondents who gave two or more "Yes" responses in BBSMART3. Results shown here also include respondents who gave only one "Yes" response in BBSMART3.

**WEB1** Please tell me if you ever use any of the following social media sites. Do you ever use...  
**[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-i AS A BLOCK]?<sup>6</sup>**

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Twitter	22	78	0	0
b. Instagram	37	63	*	0
c. Facebook	69	31	0	0
d. Snapchat	24	76	*	0
e. YouTube	73	26	*	0
f. WhatsApp	20	79	1	0
g. Pinterest	28	71	1	*
h. LinkedIn	27	73	*	0
i. Reddit	11	88	1	0

Trend based on internet users [N=1,372]; see last column for trend based on total

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
<b>Use Twitter</b>					
Current	24	76	0	0	22
January 2018	27	73	*	*	24
April 2016	26	74	0	*	21
April 2015	24	76	0	0	20
September 2014	23	77	*	0	19
September 2013	18	82	*	0	14
May 2013	18	82	*	*	15
December 2012	16	84	*	*	13
August 2012	16	84	*	0	13
<b>Use Instagram</b>					
Current	41	59	*	0	37
January 2018	39	61	*	*	35
April 2016	34	66	*	*	28
April 2015	29	71	*	0	24
September 2014	26	74	0	0	21
September 2013	17	82	*	0	14
December 2012	13	87	*	0	11
August 2012	12	88	1	0	9

<sup>6</sup> The wording in January 2018 was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... [INSERT ITEMS; RANDOMIZE]?". May 2013 wording was "Do you ever use the internet to... [INSERT ITEM; RANDOMIZE]?" August and December 2012, as well as September 2013 through September 2014 wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEM; RANDOMIZE]?" April 2015 through April 2016 question wording was "Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to... [INSERT ITEM; RANDOMIZE]?"

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
<b>Use Pinterest</b>					
Current	31	68	*	*	28
January 2018	32	67	*	*	29
April 2016	30	69	*	0	26
April 2015	30	69	1	*	26
September 2014	28	72	*	0	22
September 2013	21	77	2	*	17
December 2012	15	83	2	0	13
August 2012	12	87	1	*	10
<b>Use Facebook<sup>7</sup></b>					
Current	75	25	0	0	69
January 2018	76	24	*	*	68
April 2016	79	21	*	*	68
April 2015	72	28	*	0	62
September 2014	71	28	0	0	58
September 2013	71	29	*	0	57
December 13-16, 2012	67	33	*	0	57
August 2012	66	34	1	0	54
<b>Use LinkedIn</b>					
Current	29	71	*	0	27
January 2018	28	71	1	*	25
April 2016	28	71	1	0	25
April 2015	24	75	1	0	22
September 2014	28	72	*	0	23
September 2013	22	77	1	*	17
August 2012	20	79	1	*	16
<b>Use Snapchat</b>					
Current	26	74	*	0	24
January 2018	30	70	*	*	27
<b>Use YouTube</b>					
Current	79	20	*	0	73
January 2018	81	18	*	*	73
<b>Use WhatsApp</b>					
Current	21	78	1	0	20
January 2018	24	75	*	*	22

<sup>7</sup> December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

**SNS2 Thinking about the social media sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ CATEGORIES AS NECESSARY]<sup>8</sup>**

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on Twitter users</i>							
a. Twitter							
Current [N=327]	25	17	29	10	18	0	*
January 2018 [N=458]	26	20	25	13	15	*	*
April 2016 [N=183]	24	20	23	14	18	*	*
April 2015 [N=193]	25	14	23	16	22	1	*
Sept 2014 [N=323]	22	14	24	15	25	*	0
Sept 2013 [N=223]	29	17	21	12	20	1	0
<i>Item B: Based on Instagram users</i>							
b. Instagram							
Current [N=493]	42	21	21	6	11	0	0
January 2018 [N=627]	38	22	21	8	9	*	*
April 2016 [N=207]	36	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
Sept 2014 [N=317]	32	17	24	10	16	1	0
Sept 2013 [N=196]	35	22	21	6	15	1	0
<i>Item C: Based on Facebook users</i>							
c. Facebook							
Current [N=1,005]	51	23	17	3	6	*	*
January 2018 [N=1,336]	51	23	17	4	6	*	*
April 2016 [N=556]	55	21	16	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0
<i>Item D: Based on Snapchat users</i>							
d. Snapchat							
Current [N=285]	46	15	17	8	15	0	0
January 2018 [N=451]	49	14	21	5	10	1	*
<i>Item E: Based on YouTube users</i>							
e. YouTube							
Current [N=1,071]	32	19	32	9	8	*	0
January 2018 [N=1,450]	29	17	34	12	9	*	*

<sup>8</sup> April 2016 question wording was "Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]?" April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3-5 days a week" and "1-2 days a week".

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have...  
[INSERT ITEMS; RANDOMIZE]?

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
b. A tablet computer <sup>9</sup>				
Current	52	48	*	0
January 2018	53	46	*	*
November 2016	51	49	*	0
April 2016	48	52	*	*
April 2015	45	54	*	*
September 2013	35	65	*	*
May 2013	34	66	*	*
November 2012	25	75	*	*
August 2012	25	75	*	*
April 2012	18	81	*	*
February 2012	14	85	*	*
December 2011	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

<sup>9</sup> November 2016 item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Microsoft Surface Pro, or Amazon Fire." May 2013 through April 2016, item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire." April 2015 item was asked of a half sample A. December 2011 through November 2012, item wording was "A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire." In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." January 2011 and earlier, item wording was "A tablet computer like an iPad"

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. A desktop or laptop computer <sup>10</sup>				
Current	74	26	*	0
January 2018	73	27	*	0
November 2016	78	22	*	*
April 2016	74	26	0	0
April 2015	73	27	0	*
November 2012	78	22	*	*
April 2012	80	20	*	*
December 2011	75	25	*	*
August 2011	76	24	*	*
May 2011	77	22	*	*
November 2010	77	23	0	*
September 2010	76	24	*	*
May 2010	79	21	*	0
January 2010	74	26	0	*
December 2009	73	27	*	*
September 2009	75	25	*	*
April 2009	78	22	*	*
April 2008	74	26	*	--
Dec 2007	75	25	*	--
April 2006	72	27	*	--
d. A game console <sup>11</sup>				
Current	38	62	*	0
January 2018	39	61	*	*
April 2015	41	59	*	*
November 2010	38	62	*	*
September 2010	42	57	*	*
May 2010	42	58	*	*
September 2009	37	63	*	*
April 2009	41	59	*	*

<sup>10</sup> April 2015 item was asked of a half sample A. Prior to December 2011, "A desktop computer" and "A laptop computer or netbook" were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes.

<sup>11</sup> April 2009 through April 2015 item wording was "A game console like Xbox or Play Station."

**BOOKS1** 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.

	NONE	1 BOOK	2-3 BOOKS	4-5 BOOKS	6-10 BOOKS	11-20 BOOKS	MORE THAN 20 BOOKS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	27	6	14	9	14	13	15	1	*
January 2018	24	5	15	12	16	12	14	2	1
April 2016	25	7	16	12	13	11	15	1	1
April 2015	26	6	16	11	14	12	14	1	*
January 2-5, 2014	23	5	14	12	17	13	15	2	*
September 2013	16	6	16	12	17	14	16	2	1
November 2012	23	7	14	12	15	13	14	1	1
February 2012	23	6	17	13	14	11	13	2	1
December 2011	18	6	13	12	15	14	17	3	1

**BOOKS2** 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]**?

Based on those who read any books in the past 12 months [N=1,144]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>a. Printed books</b>				
Current [N=1,144]	89	11	*	0
January 2018 [N=1,555]	89	11	*	*
April 2016 [N=1,214]	90	9	*	*
April 2015 [N=1,493]	87	12	1	*
January 2014 [N=780]	91	8	*	*
November 2012 [N=1,754]	89	10	1	*
February 2012 [N=1,377] <sup>12</sup>	90	10	*	*
December 2011 [N=2,474]	93	7	*	*
<b>b. Audiobooks</b>				
Current [N=1,144]	27	73	*	0
January 2018 [N=1,555]	24	76	*	*
April 2016 [N=1,214]	20	80	*	*
April 2015 [N=1,493]	17	83	*	0
January 2014 [N=780]	19	81	*	0
November 2012 [N=1,754]	17	83	*	0
February 2012 [N=1,377]	15	85	*	*
December 2011 [N=2,474]	14	86	*	0
<b>c. E-books<sup>13</sup></b>				
Current [N=1,144]	35	65	*	0
January 2018 [N=1,555]	34	65	1	*
April 2016 [N=1,214]	38	61	*	*
April 2015 [N=1,493]	37	63	*	*
January 2014 [N=780]	37	63	*	0
November 2012 [N=1,754]	30	69	*	*
February 2012 [N=1,377]	29	71	*	*
December 2011 [N=2,474]	21	78	*	*

<sup>12</sup> In February 2012, the question was added after interviewing began and trend results are based on respondents who were asked the question and who read any books in the past 12 months.

<sup>13</sup> December 2011 through April 2016, item wording was "Electronic books, also called e-books."