

# BookSpring 2018 Central Texas Survey Crosstabs

8/24/2018

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**Q3A. Thinking about the child or children for whom you care for, which of the following best describes you?**

	Percent
Parent	77
Granparent	0
Sibling	13
Close Relative	0
Frequent in-home caregiver	7
Other (please specify)	4

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Parent	64.1	90.1	66.1	0	76.6	76.8	75.3	66.7	79.8	81.8	73.4	73.9	88.2	72.5	75.1	79.7
Granparent	0.0	0.0	0.0	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibling	24.1	4.0	4.6	0	11.8	15.3	8.9	17.6	11.9	15.9	15.1	13.0	4.5	24.7	14.3	9.5
Close Relative	0.0	0.0	0.0	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frequent in-home caregiver	7.6	3.5	20.1	0	7.6	3.8	12.1	7.8	3.7	2.3	7.8	8.0	3.9	2.8	7.2	6.0
Other (please specify)	4.2	2.4	9.2	100	3.9	4.0	3.6	7.8	4.6	0.0	3.7	5.0	3.5	0.0	3.5	4.8

**Q4A. How many children's books do you have at home right now? Please provide us with your best estimate.**

	Percent
0	3
1-4	14
5-9	16
10-19	25
20-49	20
More than 50	22

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
0	3.0	3.5	1.3	0.0	2.4	4.5	2.1	2.9	2.1	5.3	4.6	2.2	0.9	0.0	3.0	2.4
1-4	19.5	10.6	13.8	5.6	14.0	15.6	7.2	22.9	18.4	12.3	15.1	17.9	8.4	9.0	14.1	14.8
5-9	20.8	11.4	14.5	20.6	15.9	15.1	12.3	24.3	14.9	15.8	22.3	12.0	7.6	22.1	17.1	13.3
10-19	28.0	23.9	18.5	24.3	24.3	25.6	24.1	18.6	26.2	28.1	26.3	27.8	20.5	7.8	28.1	18.2
20-49	17.1	21.0	27.3	19.7	19.7	22.8	25.9	17.1	19.1	15.8	17.6	20.8	22.1	33.5	20.3	20.5
More than 50	11.6	29.8	24.7	29.9	23.7	16.3	28.3	14.3	19.1	22.8	14.1	19.3	40.5	27.7	17.3	30.8

**Q4B. How many TOTAL books do you have at home right now? Please provide us with your best estimate.**

Percent	
0	1
1-4	7
5-9	9
10-19	18
20-49	25
More than 50	40

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
0	2.2	1.1	0.0	0.0	1.3	1.5	0.6	0.0	1.4	3.5	2.2	1.0	0.5	0.0	1.4	1.2
1-4	9.0	6.8	5.1	0.0	7.4	6.1	3.0	10.0	9.9	7.0	10.3	5.6	2.5	10.9	7.5	6.4
5-9	11.5	6.1	9.1	2.8	8.1	9.9	4.5	15.7	7.8	10.5	9.0	8.9	5.7	13.6	8.9	7.8
10-19	25.3	13.8	12.3	23.4	18.2	18.7	11.7	15.7	20.6	28.1	22.8	18.5	11.5	8.5	21.3	12.7
20-49	28.8	22.8	23.3	14.1	24.1	27.6	27.4	32.9	25.5	12.3	29.4	27.0	13.1	23.2	29.5	16.3
More than 50	23.2	49.5	50.1	59.7	40.9	36.2	52.7	25.7	34.8	38.6	26.3	39.0	66.7	43.8	31.4	55.6

**Q5. Do any of the children for whom you care for ever read on a digital device such as smartphone or tablet?**

Percent	
Yes	67
No	33

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Yes	64.1	67	75.5	61.7	65	74.2	64.5	68.6	66	71.9	65.7	68.5	70.8	51.6	65.6	69.6
No	35.9	33	24.5	38.3	35	25.8	35.5	31.4	34	28.1	34.3	31.5	29.2	48.4	34.4	30.4

**Q6. Which of the following best describes the child or children under 12 that you care for?**

Percent	
A child or children who can read on their own	40
A child or children who cannot read on their own	32
Both children who can and cannot read on their own	28

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
A child or children who can read on their own	33.5	40.9	53.6	41.1	35.9	54.4	42.2	41.4	39.0	36.8	32.1	48.4	42.5	38.1	37.8	44.2
A child or children who cannot read on their own	37.1	30.0	26.2	21.4	35.6	18.7	30.7	38.6	27.7	35.1	33.8	32.7	25.7	36.1	33.5	28.8
Both children who can and cannot read on their own	29.4	29.1	20.2	37.4	28.5	26.8	27.1	20.0	33.3	28.1	34.1	18.9	31.0	25.8	28.8	26.9

**Q7. How often do you read aloud with a child or children?**

Percent	
Twice or more a day	19
Once a day	30
A few times a week	30
Once a week	6
A few times a month	9
Never	5

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Twice or more a day	16.2	23.8	14.3	5.6	19.1	17.6	21.1	17.1	14.9	22.8	18.7	17.6	18.6	27.7	19.3	17.8
Once a day	26.8	36.6	22.4	24.3	29.6	32.5	30.4	34.3	24.1	36.8	29.4	31.3	31.7	23.2	27.9	34.6
A few times a week	37.7	21.2	37.4	26.2	29.2	33.7	26.2	34.3	33.3	28.1	32.5	30.9	30.7	4.5	29.5	31.3
Once a week	6.1	6.1	4.0	12.1	7.0	2.5	5.1	7.1	7.8	3.5	5.2	5.0	7.7	12.3	6.7	4.7
A few times a month	7.9	8.0	13.6	26.2	10.6	5.5	11.1	7.1	11.3	5.3	8.3	11.4	5.7	21.4	10.2	8.0
Never	5.3	4.4	8.3	5.6	4.6	8.1	6.0	0.0	8.5	3.5	5.9	3.8	5.5	10.9	6.4	3.6

**Q8. [ASK IF Q7 DOES NOT EQUAL “Never”] When you read together with your child or children, do you ever read from a digital device such as smartphone or tablet?**

Percent	
Yes	52
No	48

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Yes	54	50	57.1	38.5	49.8	61.1	51	51.4	48.1	61.8	52.2	53	53.7	40.6	51.6	53.3
No	46	50	42.9	61.5	50.2	38.9	49	48.6	51.9	38.2	47.8	47	46.3	59.4	48.4	46.7

**Q9A. [ASK IF RESPONDENT HAS A CHILD WHO CANNOT READ IN Q6] Now, we are interested in learning more about your thoughts about reading with your child, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements: [RANDOMIZE A-E]**

*A. Reading books aloud to my child is important*

Percent	
Agree	97
Disagree	3

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	96.5	98.2	95.4	89	97.6	93.1	98.4	92.7	95.3	100	95.8	96.8	98.4	100	96.1	98.3
Disagree	3.5	1.8	4.6	11	2.4	6.9	1.6	7.3	4.7	0	4.2	3.2	1.6	0	3.9	1.7

*B. Reading a book is a good use of my child's time*

Percent	
Agree	95
Disagree	5

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	93.8	97.8	90.9	100	95.7	93.5	99	92.7	95.3	91.7	95.8	91.1	99.2	100	94.7	96.7
Disagree	6.2	2.2	9.1	0	4.3	6.5	1	7.3	4.7	8.3	4.2	8.9	0.8	0	5.3	3.3

*C. When I do not read a book with my child everyday I feel bad*

Percent	
Agree	63
Disagree	37

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	55.7	70.7	70.7	30.2	65.3	51.2	67.2	58.5	60.5	63.9	59	62.3	75	55.1	63.9	60.9
Disagree	44.3	29.3	29.3	69.8	34.7	48.8	32.8	41.5	39.5	36.1	41	37.7	25	44.9	36.1	39.1

*D. I enjoy reading books together with my child*

Percent	
Agree	97
Disagree	3

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	96.9	97.4	95.4	100	96.6	99	97.9	90.2	97.7	100	97.5	95.4	97.5	100	96.4	98.3
Disagree	3.1	2.6	4.6	0	3.4	1	2.1	9.8	2.3	0	2.5	4.6	2.5	0	3.6	1.7

*E. Reading a book aloud with my child is difficult for me*

Percent	
Agree	12
Disagree	88

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	18.1	7.1	8.7	0	11.1	14.7	9.9	14.6	5.8	22.2	13.3	12.9	7.9	6.3	12.7	9.7
Disagree	81.9	92.9	91.3	100	88.9	85.3	90.1	85.4	94.2	77.8	86.7	87.1	92.1	93.7	87.3	90.3

**Q9B. [ASK IF RESPONDENT HAS A CHILD WHO CAN READ IN Q6]** Now, we are interested in learning more about your thoughts about reading with your child, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements: [RANDOMIZE A-E]

*A. My child learns new ideas when they read a book*

Percent	
Agree	95
Disagree	5

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	95	94.5	97.1	96.4	96.5	91.5	97.4	100	94.1	89.2	96	93.2	99.4	82.9	94.5	96.5
Disagree	5	5.5	2.9	3.6	3.5	8.5	2.6	0	5.9	10.8	4	6.8	0.6	17.1	5.5	3.5

*B. My child reads books so others will praise them*

Percent	
Agree	31
Disagree	69

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	29.7	30.3	34.7	36.9	30.9	31.7	33.5	20.9	35.3	27	33.3	24.4	36.1	36.3	29.8	33.4
Disagree	70.3	69.7	65.3	63.1	69.1	68.3	66.5	79.1	64.7	73	66.7	75.6	63.9	63.7	70.2	66.6

*C. My child reads books because someone makes them do it*

Percent	
Agree	32
Disagree	68

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	28.1	35.4	36.6	19	33.1	30.5	32.2	25.6	28.4	45.9	25.5	38.2	37.8	23.2	29.6	37.1
Disagree	71.9	64.6	63.4	81	66.9	69.5	67.8	74.4	71.6	54.1	74.5	61.8	62.2	76.8	70.4	62.9

*D. My child reads books to be successful*

Percent	
Agree	79
Disagree	21

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	75.9	79.6	85.3	82.1	79	80.3	75.2	86	82.4	75.7	78.9	82.6	76.4	73.8	77.7	82.2
Disagree	24.1	20.4	14.7	17.9	21	19.7	24.8	14	17.6	24.3	21.1	17.4	23.6	26.2	22.3	17.8

*E. Reading books is boring to my child*

Percent	
Agree	16
Disagree	84

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	19.5	17	6.3	11.9	15.6	16.8	14.3	16.3	15.7	18.9	19	14.8	9.8	27.3	17.3	13.5
Disagree	80.5	83	93.7	88.1	84.4	83.2	85.7	83.7	84.3	81.1	81	85.2	90.2	72.7	82.7	86.5

**Q10. How important do you think reading is to your child's educational success?**

Percent	
Extremely important	92
Somewhat important	7
Not very important	1
Not at all important	1

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Extremely important	86.9	95.2	94.5	93.5	93.3	86.8	94.3	90	90.8	91.2	91.2	92.5	94.9	80.7	91.1	93.3
Somewhat important	11.6	3.0	5.5	6.5	5.1	12.7	5.1	10	7.8	5.3	7.5	5.2	5.1	19.3	7.5	5.5
Not very important	0.6	1.0	0.0	0.0	0.7	0.4	0.3	0	0.7	1.8	0.2	1.7	0.0	0.0	1.0	0.0
Not at all important	0.9	0.8	0.0	0.0	0.8	0.0	0.3	0	0.7	1.8	1.1	0.7	0.0	0.0	0.4	1.2

**Q11A. [ASK IF RESPONDENT HAS CHILD WHO CAN READ IN Q6] How much do you think your child enjoys reading?**

Percent	
A lot	53
Some	39
Not very much	7
Not at all	1

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
A lot	42.2	56.0	61.4	78.5	54.6	48.4	57.8	46.5	49.0	56.8	51.1	53.9	57.9	38.5	48.7	60.3
Some	49.9	32.5	37.7	21.5	36.1	47.3	38.3	48.8	36.3	37.8	40.5	37.8	37.4	44.4	40.6	36.3
Not very much	7.0	10.7	0.9	0.0	8.4	4.4	3.9	4.7	12.7	5.4	7.6	7.4	4.7	17.1	9.6	3.4
Not at all	0.9	0.8	0.0	0.0	0.9	0.0	0.0	0.0	2.0	0.0	0.9	1.0	0.0	0.0	1.1	0.0

**Q11B. [ASK IF RESPONDENT HAS A CHILD WHO CANNOT READ IN Q6] How much do you think your child enjoys being read to?**

Percent	
A lot	74
Some	24
Not very much	2
Not at all	0

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
A lot	64.8	79.7	82.2	84.2	75.6	65.5	81.2	68.3	72.1	69.4	69.7	72.4	86.8	68.8	72.7	76.3
Some	32.0	18.6	13.2	15.8	21.5	33.5	17.2	26.8	25.6	27.8	27.9	22.5	13.2	31.2	24.6	21.5
Not very much	2.2	1.7	4.6	0.0	2.4	1.0	1.6	4.9	1.2	2.8	1.6	5.1	0.0	0.0	2.2	2.2
Not at all	0.9	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.2	0.0	0.8	0.0	0.0	0.0	0.6	0.0

**Q12. Would you say that your child does each of the following more often, less often, or about the same amount of time as reading or being read to? [RANDOMIZE A-E]**

**A. *Playing video games***

	Percent
More often than reading	33
Less often than reading	55
Don't know/Not sure	13

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
More often than reading	30.7	34.5	33.2	34.6	30.3	42.0	30.7	40.0	29.1	36.8	28.9	37.3	34.1	30.3	33.6	31.4
Less often than reading	57.7	53.8	50.8	47.6	55.9	50.3	58.7	47.1	57.4	49.1	56.4	54.9	52.3	48.4	53.7	56.4
Don't know/Not sure	11.6	11.6	15.9	17.8	13.9	7.7	10.5	12.9	13.5	14.0	14.8	7.8	13.6	21.2	12.7	12.2

**B. *Watching television***

	Percent
More often than reading	54
Less often than reading	39
Don't know/Not sure	7

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
More often than reading	51.9	56	54.7	50.4	54.7	51.7	55.7	50.0	51.1	59.6	51.5	52.2	61.8	54.1	55.3	51.7
Less often than reading	39.2	39	37.2	46.8	38.3	41.9	38.9	37.1	42.6	35.1	39.7	43.2	32.5	33.6	37.5	42.0
Don't know/Not sure	9.0	5	8.1	2.8	7.1	6.4	5.4	12.9	6.4	5.3	8.8	4.6	5.7	12.3	7.3	6.3

**C. *Playing outside the house***

	Percent
More often than reading	59
Less often than reading	33
Don't know/Not sure	8

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
More often than reading	60.1	62.1	55.1	34.6	57.3	66.2	63.0	57.1	57.4	57.9	56.2	61.8	62.8	52.9	60.6	56.8
Less often than reading	33.2	31.0	34.5	54.1	34.6	28.2	28.6	35.7	35.5	35.1	36.8	31.1	29.8	32.3	33.4	32.9
Don't know/Not sure	6.7	6.9	10.4	11.3	8.1	5.6	8.4	7.1	7.1	7.0	7.0	7.1	7.4	14.8	6.0	10.3

### D. Doing arts and crafts

	Percent
More often than reading	46
Less often than reading	45
Don't know/Not sure	10

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
More often than reading	50.0	44.5	38.1	42.0	46.4	42.4	46.4	41.4	44.7	49.1	49.8	42.3	43.5	41.2	45.6	45.4
Less often than reading	39.2	47.2	52.6	40.3	43.5	49.0	43.4	50.0	44.0	43.9	40.2	48.2	51.7	29.0	44.3	45.6
Don't know/Not sure	10.7	8.3	9.4	17.7	10.0	8.6	10.2	8.6	11.3	7.0	10.0	9.5	4.7	29.7	10.1	9.0

### E. Playing on a phone or tablet

	Percent
More often than reading	49
Less often than reading	43
Don't know/Not sure	8

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
More often than reading	46.5	49.5	54.0	50.4	47.0	56.6	43.7	52.9	49.6	54.4	48.2	50.7	46.4	56.8	50.0	47.5
Less often than reading	46.2	44.1	30.9	34.6	44.2	36.7	46.7	41.4	41.1	38.6	42.2	44.5	42.9	31.0	40.8	45.8
Don't know/Not sure	7.2	6.4	15.1	14.9	8.9	6.7	9.6	5.7	9.2	7.0	9.7	4.8	10.7	12.3	9.3	6.7

**Q13. We are interested in learning more about your general reading habits, including for leisure, work, or school. Please select all the formats you use when you read.**

***A. Print books, fiction***

Percent	
Use	79
Don't use	21

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	79.4	80	75.1	87.9	80	76.8	84.9	77.1	73.8	80.7	76.4	78.9	85	81.3	76.5	84.4
Don't use	20.6	20	24.9	12.1	20	23.2	15.1	22.9	26.2	19.3	23.6	21.1	15	18.7	23.5	15.6

***B. Print books, non-fiction***

Percent	
Use	58
Don't use	42

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	48.1	64.4	59.6	80.3	60.3	50	68.1	50	51.8	57.9	51.5	59.6	64.7	71.5	54.5	64.3
Don't use	51.9	35.6	40.4	19.7	39.7	50	31.9	50	48.2	42.1	48.5	40.4	35.3	28.5	45.5	35.7

***C. Print newspapers***

Percent	
Use	26
Don't use	74

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	22.3	25.3	35.3	47.6	26.6	26	25.3	25.7	24.1	33.3	25.8	24.2	33.4	18.7	24.9	29.4
Don't use	77.7	74.7	64.7	52.4	73.4	74	74.7	74.3	75.9	66.7	74.2	75.8	66.6	81.3	75.1	70.6

*D. Print magazines*

Percent	
Use	43
Don't use	57

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	34.3	42.7	60.4	71.9	43.4	42.7	47.9	40	41.8	40.4	40	42.2	52.5	38.1	41.1	47.2
Don't use	65.7	57.3	39.6	28.1	56.6	57.3	52.1	60	58.2	59.6	60	57.8	47.5	61.9	58.9	52.8

*E. Information and news on the web*

Percent	
Use	57
Don't use	43

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	50.2	58.4	66.2	60.8	57.7	52.5	63	50	54.6	54.4	53	57.1	65.1	46.4	53.9	61.5
Don't use	49.8	41.6	33.8	39.2	42.3	47.5	37	50	45.4	45.6	47	42.9	34.9	53.6	46.1	38.5

*F. Entertainment on the web*

Percent	
Use	55
Don't use	45

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	51.2	54.1	64.7	58.9	56.1	50.4	55.7	48.6	53.2	61.4	48.5	59.2	61.8	47	53.7	56.8
Don't use	48.8	45.9	35.3	41.1	43.9	49.6	44.3	51.4	46.8	38.6	51.5	40.8	38.2	53	46.3	43.2

*G. Social media messages/chats, text messages, and/or emails*

Percent	
Use	61
Don't use	39

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	60.7	57	73.8	70.1	63.1	55.6	67.8	58.6	59.6	56.1	59.6	59.6	71.3	47.7	60.7	62.9
Don't use	39.3	43	26.2	29.9	36.9	44.4	32.2	41.4	40.4	43.9	40.4	40.4	28.7	52.3	39.3	37.1

*H. E-books, fiction*

Percent	
Use	40
Don't use	60

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	42.5	38	35.1	56.9	39.5	41.5	40.1	40	35.5	47.4	36	41.6	46.4	33.6	36.3	46.6
Don't use	57.5	62	64.9	43.1	60.5	58.5	59.9	60	64.5	52.6	64	58.4	53.6	66.4	63.7	53.4

*I. E-books, non-fiction*

Percent	
Use	31
Don't use	69

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	26.3	33	33.8	32.7	30.1	32.2	31	31.4	27	35.1	24	34.5	37.4	28.4	28.2	34.9
Don't use	73.7	67	66.2	67.3	69.9	67.8	69	68.6	73	64.9	76	65.5	62.6	71.6	71.8	65.1

***J. Materials required by a school, any format***

Percent	
Use	44
Don't use	56

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	50	39.9	40.7	32.7	43.8	42.9	38	48.6	44.7	47.4	49.7	40.2	34.6	54.8	47.3	36.7
Don't use	50	60.1	59.3	67.3	56.2	57.1	62	51.4	55.3	52.6	50.3	59.8	65.4	45.2	52.7	63.3

***K. Materials required by your work, any format***

Percent	
Use	37
Don't use	63

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Use	33.4	38.4	45.1	36.4	39.1	31.6	40.1	40	36.9	31.6	31.3	38.5	47.9	36.1	32.4	46.7
Don't use	66.6	61.6	54.9	63.6	60.9	68.4	59.9	60	63.1	68.4	68.7	61.5	52.1	63.9	67.6	53.3

**Q14. Please rank the format that you read most frequently, from 1 being the most frequent to 4 being the least.**

***A. Reading in print***

Percent	
1	50
2	20
3	18
4	12

18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
47.2	48.6	55.9	67.7	50.9	45.9	52.9	45.6	49	50.0	51.9	43.7	55.6	52.1	47.8	53.5
26.9	16.0	10.8	27.9	22.3	11.5	22.0	15.8	21	18.2	20.4	19.6	14.9	34.4	21.7	16.3
16.8	19.4	20.4	4.4	17.4	20.2	17.2	21.1	20	13.6	19.8	18.1	18.1	5.1	18.1	18.1
9.1	15.9	12.9	0.0	9.4	22.3	7.9	17.5	10	18.2	7.9	18.7	11.4	8.4	12.5	12.1

***B. Reading on a computer***

Percent	
1	10
2	33
3	34
4	23

18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
6.2	11.2	11.6	19.1	9.2	10.8	11.5	7.0	8	11.4	9.2	8.9	13.4	2.5	8.6	11.3
28.0	33.3	41.1	41.2	28.9	45.2	28.6	42.1	33	29.5	29.9	38.1	29.7	27.8	32.2	33.4
39.3	34.0	26.6	17.7	35.3	31.4	35.7	36.8	32	34.1	35.6	30.9	37.1	39.5	34.2	34.9
26.5	21.6	20.7	22.1	26.6	12.5	24.2	14.0	27	25.0	25.3	22.1	19.8	30.2	25.0	20.4

***C. Reading on my phone***

Percent	
1	35
2	30
3	25
4	10

18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
40.6	36.5	20.8	8.8	34.1	37.3	30.4	42.1	34	36.4	34.3	38.0	27.2	45.3	38.6	27.8
28.1	30.9	33.5	13.3	31.4	23.8	30.0	21.1	33	31.8	30.0	26.3	34.1	32.7	28.4	32.0
20.6	22.0	39.2	55.8	24.3	27.7	29.1	24.6	23	22.7	25.8	26.9	24.3	11.0	25.2	24.9
10.7	10.6	6.6	22.1	10.2	11.2	10.6	12.3	10	9.1	9.9	8.8	14.4	10.9	7.9	15.2

*D. Reading from a tablet or e-reader*

Percent	
1	6
2	18
3	22
4	54

18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
6.1	3.7	11.7	4.4	5.8	6.1	5.3	5.3	9	2.3	4.5	9.4	3.8	0.0	5.0	7.4
17.1	19.8	14.7	17.7	17.4	19.5	19.4	21.1	13	20.5	19.7	15.9	21.3	5.1	17.7	18.3
23.3	24.7	13.8	22.1	22.9	20.6	18.1	17.5	25	29.5	18.9	24.1	20.5	44.4	22.6	22.1
53.6	51.8	59.9	55.8	53.8	53.9	57.3	56.1	53	47.7	56.9	50.5	54.4	50.5	54.7	52.3

**Q15. How often do you read on your own for... [RANDOMIZE A-D]**

**A. Pleasure**

Percent	
Twice or more a day	30
Once a day	22
A few times a week	26
Once a week	7
A few times a month	11
Never	4

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Twice or more a day	24.7	29.7	37.9	62.6	31.0	27.4	32.2	27.1	27.0	35.1	23.3	31.1	39.8	40.7	24.9	40.1
Once a day	22.1	20.6	29.8	11.3	19.6	31.5	22.0	24.3	19.1	26.3	25.6	21.6	18.6	14.8	25.5	16.2
A few times a week	25.7	29.7	19.6	12.1	26.5	24.3	24.7	24.3	27.0	28.1	22.3	28.5	27.0	34.1	26.9	24.4
Once a week	8.3	6.8	4.3	0.0	6.5	7.7	5.7	5.7	9.2	5.3	8.7	6.2	4.6	4.5	6.9	6.4
A few times a month	14.2	9.2	8.5	14.1	12.9	5.0	12.7	15.7	12.8	1.8	14.4	9.6	9.2	3.9	11.2	11.1
Never	4.9	4.1	0.0	0.0	3.5	4.0	2.7	2.9	5.0	3.5	5.7	3.0	0.9	1.9	4.6	1.9

**B. Work**

Percent	
Twice or more a day	36
Once a day	17
A few times a week	13
Once a week	6
A few times a month	8
Never	20

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Twice or more a day	30.6	39.7	39.8	30.8	35.1	38.9	28.0	44.3	36.2	42.1	30.1	41.4	39.3	32.9	34.7	38.1
Once a day	16.9	19.6	13.8	0.0	15.0	24.0	15.1	11.4	18.4	22.8	17.9	16.8	17.2	10.3	15.1	20.5
A few times a week	17.0	12.2	10.4	2.8	13.8	12.1	13.9	15.7	13.5	10.5	12.0	14.9	13.9	12.9	12.2	15.6
Once a week	7.2	3.9	5.5	17.7	6.0	5.5	8.4	8.6	4.3	1.8	5.6	5.8	7.0	3.9	5.5	6.6
A few times a month	9.3	7.7	7.9	5.6	8.6	7.0	9.6	7.1	7.1	8.8	8.9	6.7	7.9	14.2	9.5	5.9
Never	19.1	17.0	22.5	43.1	21.5	12.6	25.0	12.9	20.6	14.0	25.4	14.5	14.8	25.8	22.9	13.3

**C. School**

Percent	
Twice or more a day	17
Once a day	16
A few times a week	14
Once a week	3
A few times a month	7
Never	43

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Twice or more a day	21.3	12.2	19.1	30.8	17.5	17.1	12.7	21.4	17.0	22.8	21.6	15.3	12.0	20.1	18.3	15.7
Once a day	21.2	14.8	7.0	0.0	14.3	19.7	11.4	11.4	13.5	29.8	14.3	15.0	22.1	1.9	15.2	16.1
A few times a week	18.7	11.1	15.1	0.0	14.9	12.0	8.7	21.4	18.4	10.5	15.5	15.0	11.0	12.9	14.3	14.2
Once a week	2.3	2.9	4.9	2.8	3.3	1.9	3.6	2.9	2.1	3.5	2.9	3.2	3.0	1.9	2.6	3.7
A few times a month	6.0	8.2	6.1	2.8	7.4	4.9	6.6	10.0	8.5	1.8	8.4	5.3	4.0	17.4	7.1	6.4
Never	30.4	50.8	47.7	63.6	42.6	44.3	56.9	32.9	40.4	31.6	37.3	46.2	47.9	45.8	42.4	43.9

### *E. Self-Improvement*

	Percent
Twice or more a day	23
Once a day	20
A few times a week	23
Once a week	8
A few times a month	16
Never	9

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Twice or more a day	22.6	21.3	25.9	37.2	22.6	24.6	16.0	25.7	22.0	35.1	17.4	28.0	23.0	35.4	19.5	29.6
Once a day	20.4	22.8	12.8	8.4	18.5	24.6	17.5	17.1	19.9	26.3	23.2	19.1	16.1	12.9	22.2	15.5
A few times a week	20.8	24.9	27.1	14.9	22.5	26.0	25.0	24.3	23.4	19.3	21.4	24.5	28.7	7.8	22.9	24.1
Once a week	8.5	7.0	11.5	11.3	9.1	5.8	11.4	4.3	9.2	5.3	8.0	8.6	7.6	14.2	7.4	10.2
A few times a month	15.7	16.6	18.5	14.1	18.4	9.4	20.5	24.3	12.8	8.8	18.0	12.2	20.7	14.9	15.8	17.5
Never	11.9	7.6	4.2	14.1	8.8	9.6	9.6	4.3	12.8	5.3	12.0	7.5	3.9	14.8	12.1	3.1

**Q16. We are interested in learning more about your interest in reading books of any kind, including print formats and on digital devices like a tablet or a smartphone. Please tell us whether you agree or disagree with the following statements:**

*A. I learn new ideas when I read books*

Percent	
Agree	94
Disagree	6

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	89.5	96.6	96.4	100	93.6	95.2	95.8	94.3	91.5	94.7	93.5	92.8	96.4	95.5	93.4	95.1
Disagree	10.5	3.4	3.6	0	6.4	4.8	4.2	5.7	8.5	5.3	6.5	7.2	3.6	4.5	6.6	4.9

*B. Reading books is a good use of my time*

Percent	
Agree	92
Disagree	8

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	89.9	94.3	92.6	97.2	93.5	88.9	95.8	91.4	87.2	96.5	92	91.8	94.6	90.9	90.3	96.3
Disagree	10.1	5.7	7.4	2.8	6.5	11.1	4.2	8.6	12.8	3.5	8	8.2	5.4	9.1	9.7	3.7

*C. I read books because someone makes me do it*

Percent	
Agree	17
Disagree	83

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	23.4	14.5	7.7	12.1	15.3	21.7	14.5	24.3	12.8	21.1	15.7	17.2	18.3	15.5	15.6	18.9
Disagree	76.6	85.5	92.3	87.9	84.7	78.3	85.5	75.7	87.2	78.9	84.3	82.8	81.7	84.5	84.4	81.1

*E. I read books to be successful*

Percent	
Agree	76
Disagree	24

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	72.7	80.9	75.5	66.2	76.2	77.2	74.7	81.4	68.1	89.5	74.6	75.4	82	74.9	72	84.6
Disagree	27.3	19.1	24.5	33.8	23.8	22.8	25.3	18.6	31.9	10.5	25.4	24.6	18	25.1	28	15.4

*F. The best way to understand the world is to read books*

Percent	
Agree	76
Disagree	24

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	71.5	75.5	85.1	80.3	76.7	71.8	74.7	70	74.5	84.2	75.4	72.4	82	72.2	71.9	82.5
Disagree	28.5	24.5	14.9	19.7	23.3	28.2	25.3	30	25.5	15.8	24.6	27.6	18	27.8	28.1	17.5

*G. Reading books is a good investment in my future*

Percent	
Agree	88
Disagree	12

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Agree	82.1	91.7	90	85.9	88.3	84.9	89.5	92.9	80.9	91.2	85.1	90	88.1	89.1	84.3	93.6
Disagree	17.9	8.3	10	14.1	11.7	15.1	10.5	7.1	19.1	8.8	14.9	10	11.9	10.9	15.7	6.4

**Q17. BookSpring is a local non-profit that provides reading experiences, tools, and books to children and their families so they can develop a desire to read and succeed in school and life. Have you ever heard of BookSpring prior to this survey?**

Percent	
Yes	15
No	85

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Yes	17.4	15	13.2	2.8	13.9	19.9	10.5	18.6	17	17.5	13.8	19.4	14.1	3.9	15.2	15.4
No	82.6	85	86.8	97.2	86.1	80.1	89.5	81.4	83	82.5	86.2	80.6	85.9	96.1	84.8	84.6

**Q18. [ASK IF RESPONDENT HAS HEARD OF BOOKSPRING IN Q17] Which, if any, of the following BookSpring programs are you familiar with? Please check all that apply.**

***A. Books for Me***

Percent	
Familiar	7
Unfamiliar	93

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	10.8	5.6	4.2	0	6.2	10.6	4.2	11.4	7.1	8.8	6.8	7.8	8.5	0	6.3	8.7
Unfamiliar	89.2	94.4	95.8	100	93.8	89.4	95.8	88.6	92.9	91.2	93.2	92.2	91.5	100	93.7	91.3

***B. ReadWell***

Percent	
Familiar	4
Unfamiliar	96

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	4.9	4	1.3	2.8	2.2	9.8	3.6	7.1	0.7	7	3	4.5	5.1	1.9	3.6	4.5
Unfamiliar	95.1	96	98.7	97.2	97.8	90.2	96.4	92.9	99.3	93	97	95.5	94.9	98.1	96.4	95.5

**C. Read-A-Thon**

Percent	
Familiar	5
Unfamiliar	95

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	5.8	3.2	7	2.8	4.5	5.9	4.2	7.1	5	3.5	2.8	6.2	7.3	1.9	3.9	6.5
Unfamiliar	94.2	96.8	93	97.2	95.5	94.1	95.8	92.9	95	96.5	97.2	93.8	92.7	98.1	96.1	93.5

**D. Summer Success**

Percent	
Familiar	5
Unfamiliar	95

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	4.8	5.7	2.8	0	4.4	5.8	3.3	7.1	3.5	7	2.2	7.7	5.9	0	4.9	4.3
Unfamiliar	95.2	94.3	97.2	100	95.6	94.2	96.7	92.9	96.5	93	97.8	92.3	94.1	100	95.1	95.7

**E. ReBook**

Percent	
Familiar	0
Unfamiliar	100

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	0	0.8	0.6	0	0.4	0.4	0.6	1.4	0	0	0	0.7	0.5	1.9	0.4	0.6
Unfamiliar	100	99.2	99.4	100	99.6	99.6	99.4	98.6	100	100	100	99.3	99.5	98.1	99.6	99.4

**F. 20 Books by 2020**

Percent	
Familiar	4
Unfamiliar	96

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	3.9	4.9	0	0	2.7	6.6	1.2	8.6	3.5	3.5	4.6	3.8	2.2	0	4.5	1.9
Unfamiliar	96.1	95.1	100	100	97.3	93.4	98.8	91.4	96.5	96.5	95.4	96.2	97.8	100	95.5	98.1

### G. Reading Is Fundamental

Percent	
Familiar	6
Unfamiliar	94

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	6.5	5.2	9.3	0	6.3	5.6	2.1	10	7.8	7	4.2	7.6	9	0	4.4	9.4
Unfamiliar	93.5	94.8	90.7	100	93.7	94.4	97.9	90	92.2	93	95.8	92.4	91	100	95.6	90.6

### H. Reach Out and Read

Percent	
Familiar	4
Unfamiliar	96

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	4.3	5.6	1.5	0	3.4	7.3	2.1	4.3	2.8	10.5	3.3	4.8	6.3	0	3.2	6.2
Unfamiliar	95.7	94.4	98.5	100	96.6	92.7	97.9	95.7	97.2	89.5	96.7	95.2	93.7	100	96.8	93.8

### I. Other

Percent	
Familiar	1
Unfamiliar	99

	18-29	30-44	45-64	65+	Female	Male	White	Black/AA	Hispanic	Other	Less than \$40K	\$40K to \$80K	More than \$80K	Refused	No College	College
Familiar	0.6	1	0	0	0.5	1.1	0.6	1.4	0.7	0	0.8	0.7	0.5	0	0.7	0.6
Unfamiliar	99.4	99	100	100	99.5	98.9	99.4	98.6	99.3	100	99.2	99.3	99.5	100	99.3	99.4

## **Methodology**

Strategic Research Associates (SRA) surveyed 600 residents living in Bastrop, Burnett, Caldwell, Hays, Travis, and Williamson Counties who indicated that they are the parent or frequent caregiver of a child currently under the age of 12 from August 9-21, 2018. Final results are presented with responses weighted by race to better match the target population according to U.S. Census Bureau, 2011-2015 American Community Survey 5-Year estimates of the presence of children under 18 years of age in households in the aforementioned counties. The margin of error for the full sample is +/- 4.00 percent.

## **About SRA**

*The principals at SRA are James Henson, PhD and Joshua Blank, PhD. One or the other has played a primary role in most of the major public statewide public polls conducted in Texas since 2007. They are based in Austin, Texas, and can be contacted at SRATEXLLC@gmail.com.*