

If it's in the News, it's in our Polls. Public opinion polling since 2003.

75% Prefer Traditional Book to Electronic Reading Device

in [Lifestyle](#)

[Email this](#)

[ShareThis](#)

Thursday, July 18, 2013

Three-out-of-four Americans still prefer a traditional book over an electronic book-reading device and continue to reads books that way.

A new Rasmussen Reports national telephone survey finds that 75% of American Adults would rather read a book in a traditional print format than on an electronic book-reading device like a Kindle. Fifteen percent (15%) prefer reading on an electronic device. Ten percent (10%) are undecided. (To see survey question wording, [click here](#).)

How did you do in this week's Rasmussen Challenge? [Check the leaderboard](#) .

(Want a [free daily e-mail update](#)? If it's in the news, it's in our polls). Rasmussen Reports updates are also available on [Twitter](#) or [Facebook](#).

The survey of 1,000 Adults was conducted on July 11-12, 2013 by Rasmussen Reports. The margin of sampling error is +/- 3 percentage points with a 95% level of confidence. Field work for all Rasmussen Reports surveys is conducted by [Pulse Opinion Research, LLC](#). See [methodology](#).

RELATED ARTICLES

[30% Say U.S. Heading in Right Direction](#)

[36% Think America's Best Days Are in the Future](#)

[66% Prefer Reading Print Newspaper To Online Version](#)

[40% Think Routine Blood Testing Via Internet or Apps Likely in Next 10 Years](#)

[Only 6% Rate News Media As Very Trustworthy](#)

[52% Think It's Good NSA Domestic Spying Was Exposed, 23% Disagree](#)

Sign up for free daily updates

Your e-mail here

[OR](#)

in [Lifestyle](#)

[Email this](#)

[ShareThis](#)

Rasmussen Reports is a media company specializing in the collection, publication and distribution of public opinion information.

We conduct public opinion polls on a variety of topics to inform our audience on events in the news and other topics of interest. To ensure editorial control and independence, we pay for the polls ourselves and generate revenue through the sale of subscriptions, sponsorships, and advertising. Nightly polling on politics, business and lifestyle topics provides the content to update the Rasmussen Reports web site many times each day. If it's in the news, it's in our polls. Additionally, the data drives a [daily update newsletter](#) and various media outlets across the country.

Some information, including the [Rasmussen Reports daily Presidential Tracking Poll](#) and [commentaries](#) are available for free to the general public. Subscriptions are [available for \\$3.95 a month or 34.95 a year](#) that provide subscribers with exclusive access to more than 20 stories per week on upcoming elections, consumer confidence, and issues that affect us all. For those who are really into the numbers, [Platinum Members](#) can review demographic crosstabs and a full history of our data.

To learn more about our methodology, [click here](#).

Obama: Created 7.5M Jobs in Private Se...

Bloomberg



JOIN US ON

[Facebook](#)

[Twitter](#)

[RSS](#)

The CityKids Foundation



CityKids' helps young people positively impact their lives, their communities and the world.

TOP STORIES

[51% Favor Government Shutdown Until Congress Cuts Health Care Funding](#)

[Daily Presidential Tracking Poll](#)

[Republicans Need Future-Looking Policies, not old Bromides](#) By Michael Barone

[54% Expect Health Care Costs To Rise Under Obamacare](#)

Channel: Rasmussen Reports Publisher: Rasmussen Reports Ad Dimension: Pixel/Popup - 1 x 1