

Who Buys Books in Canada?

A Statistical Analysis Based on Household Spending Data



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WHO BUYS BOOKS IN CANADA?

A STATISTICAL ANALYSIS BASED ON HOUSEHOLD SPENDING DATA

A previous report in this *Statistical Insights on the Arts* series examined consumer spending on arts and culture goods and services. That report showed that Canadians spent \$21.3 billion on cultural goods and services in 2001, an amount that is greater than spending on tobacco, alcohol and games of chances *combined*. The \$21.3 billion in consumer spending is over three times higher than government spending on culture in Canada.¹

This report provides a detailed analysis of who buys books in Canada, based on the same data source as the previous report, Statistics Canada's 2001 Survey of Household Spending. This survey used personal interviews with 16,901 Canadian households to examine their spending in 2001, including the following question regarding books: "In 2001, how much did your household spend on books and pamphlets (excluding school books)?"² This report refers to this category simply as books.³

This report examines spending on books, not all those who read books. There are many ways to enjoy books without spending money on them, such as borrowing from libraries or friends. A 1998 Statistics Canada survey found that two-thirds of Canadians (15 years of age or older) indicated that they read a book during the survey year.⁴ A Decima Canada survey found that 17% of Canadians attended a literary or poetry reading in 2001/02.⁵

Who Buys Books in Canada? shows that a total of \$1.1 billion was spent on books in Canada in 2001, for an average of \$95 for each of the 11.9 million households in the country. However, there are significant differences between households with regards to book spending. In fact, 52% of households reported *no* spending on books in 2001. The 48% of households (5.7 million households) that *did* spend some money on books spent an average of \$196 per household.⁶ Unless noted otherwise, the average spending figures in the remainder of this report relate to households that spent some money on books, not all households.

Across Canada, book spending increased by 23% between 1997 and 2001.⁷

¹ This report, entitled *Consumer Spending on Culture in Canada*, is available at <http://www.hillstrategies.com>.

² To obtain 16,901 responses, Statistics Canada attempted to contact 22,172 households, for a response rate of 76.2%. The 16,901 responses include 516 "partial-year households" that were excluded from the data in our previous report on consumer spending on culture. There is, therefore, a slight variation in some figures between this report (using both full-year and partial-year households) and the previous consumer spending report (using just full-year households).

³ Within a "reading materials and other printed matter" heading, there are separate categories for "newspapers", "magazines and periodicals", "books and pamphlets (excluding school books)", "maps, sheet music and other printed matter", and "services related to reading materials (e.g., duplicating, library fees)". Under an "education" heading, there is a category for textbooks.

⁴ Calculations by Hill Strategies Research Inc. from Statistics Canada's *General Social Survey 1998*. This figure is based on the population 15 or older. The question asked was: "During the past 12 months, as a leisure activity (not for paid work or studies) did you read a book?"

⁵ *The Arts in Canada: Access and Availability – 2002 Research Study Final Report*, prepared for Canadian Heritage, March 2002, p. 9

⁶ Given the large sample size of the Survey of Household Spending, the national estimates in this report are accurate within 6.42% 19 times out of 20. That is, one would expect the "real" percentage of households reporting books to fall between 45% and 51% 19 times out of 20. The "real" amount spent on books should be between \$1.05 billion and \$1.19 billion 19 times out of 20. Provincial and other breakdowns have a slightly higher percentage variation.

⁷ *Consumer Spending on Culture in Canada*, p. 2. During the same period, the rate of inflation was 8%.

Spending on books compared with other cultural and sports items

Table 1 compares the spending on books to other cultural and sports items. The \$1.1 billion spent on books is fairly similar to overall spending on newspapers (\$1.2 billion) and movie theatre admissions (\$1.2 billion) and amounts to more than double the spending on live sporting events (\$451 million).⁸ Only newspapers, movie theatres and magazines attracted more households than books in 2001:

- 63% of all Canadian households spent money on newspapers;
- 61% reported some spending on movie theatres;
- 54% spent money on magazines; and
- 48% reported some spending on books.

Item	Number of households reporting some spending	Percentage of all households reporting some spending	Total spending
Newspapers	7.5 million	63%	\$1.22 billion
Movie theatres	7.2 million	61%	\$1.18 billion
Books	5.7 million	48%	\$1.13 billion
Art, antiques and decorative ware	3.4 million	29%	\$1.12 billion
Live performing arts	4.2 million	36%	\$824 million
Magazines and periodicals	6.4 million	54%	\$683 million
Live sports events	2.2 million	19%	\$451 million
Admission to museums	3.8 million	32%	\$375 million

The remainder of this report examines variations in book spending between households and some factors in book spending, including income, age, the presence (or absence) of children in the household, household size, sex, home ownership, size of community, and region or province.

⁸ Unfortunately, the data for spending on school books was not available in the dataset used to prepare this report.

Low and high spending households

The 5.7 million households with some book spending were divided into four roughly equal groups based on the amount that they spent in 2001.⁹ There are between 1.3 and 1.6 million households in each of these four groups (called quartiles). The “low spending” quartile contains those Canadians who spent between \$1 and \$50 on books. The “moderate spending” group includes those who spent between \$51 and \$100 on books. The “high spending” quartile contains those who spent between \$101 and \$200, while the “highest spending” group includes those who spent \$201 or more on books.

Table 2 shows that the highest spending households spent over \$700 million, or 64% of total spending on books in 2001, compared to \$56 million (5% of the total) for the lowest spending households.

Quartile	Spending range	Number of households reporting spending	Total spending on books	Share of all book spending
Low spending households	\$1 to \$50	1.6 million	\$56 million	5%
Moderate spending households	\$51 to \$100	1.5 million	\$130 million	12%
High spending households	\$101 to \$200	1.3 million	\$222 million	20%
Highest spending households	\$201 or more	1.4 million	\$717 million	64%
All		5.7 million	\$1.125 billion	100%

Not surprisingly, the 1.4 million households who spent over \$200 on books in 2001 have high average household incomes. One-third of these highest-spending households have household incomes of \$100,000 or more: 33% of the highest books spenders are in this income group compared with 14% of all households.

Households that are active in other arts and leisure activities are most likely to spend significant amounts on books. About 12% of all 11.9 million households in Canada spent more than \$200 on books in 2001. In comparison:

- 31% of the highest spenders on performing arts spent more than \$200 on books;
- 28% of the highest spenders on museums are in the highest spending quartile;
- 26% of the highest spenders on art, antiques and decorative ware spent more than \$200 on books; and
- 23% of the highest spenders on live sports events are in the highest spending group.

This analysis implies that an effective book marketing strategy could target households that are active in arts and leisure activities.

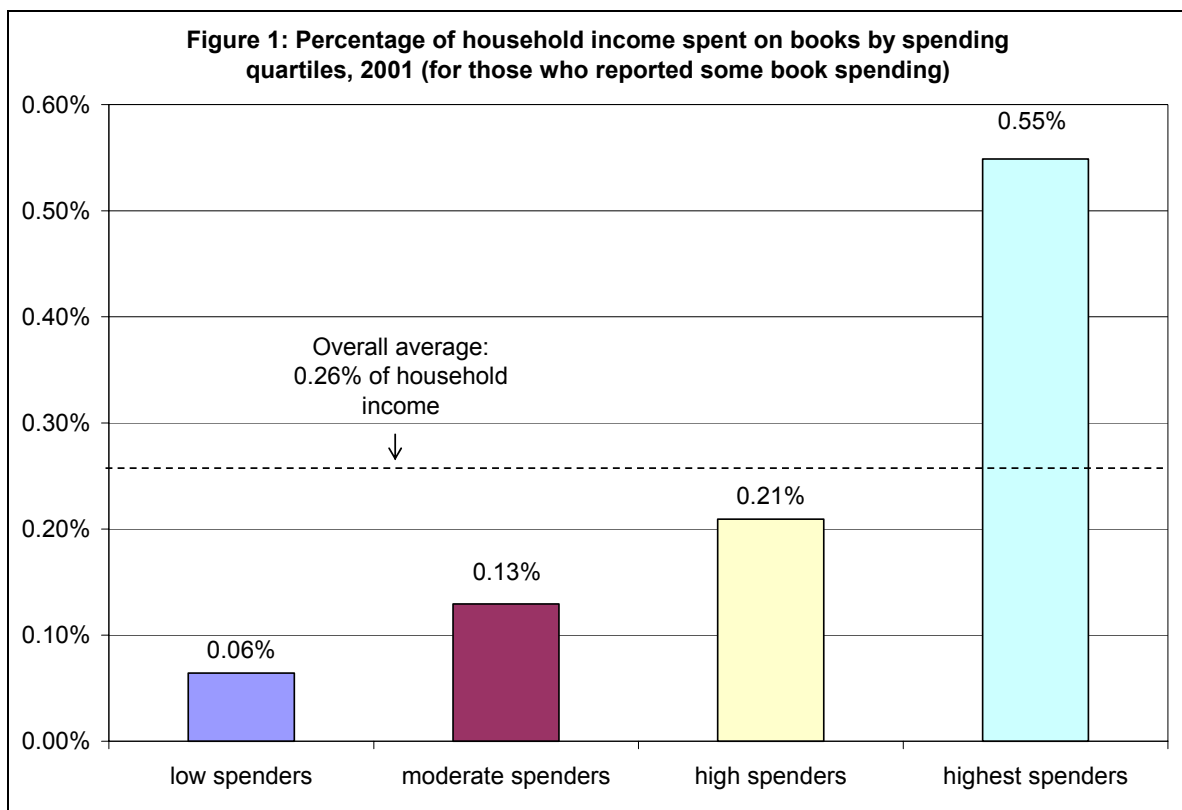
⁹ The 6.2 million households (52% of all households) spending no money on books are excluded from these quartiles.

In addition:

- 14% of households with children and 11% of households without children are in the highest spending quartile;
- 13% of BC, Ontario, and Prairie households spent more than \$200 on books, compared with 9% of Atlantic households and 8% of Quebec households
- 13% of large-city dwellers (over 100,000 population) are in the highest-spending quartile, compared with 9% of rural households and 8% of smaller city dwellers (under 100,000 population); and
- 13% of homeowner households are in the highest spending group, compared with 9% of renter households.

Figure 1 shows the percentage of income spent on books for each of the four book-spending quartiles. Figure 1 demonstrates that the highest spenders on books choose to allocate more of their incomes to books. In fact, those who spent over \$200 on books in 2001 spent an average of 0.55% of their household income on books, much higher than the average of 0.26% for all book spenders. Put differently, this means that 55 cents for every \$100 earned by the highest spenders and only 6 cents for every \$100 earned by the lowest spenders was spent on books.

This indicates that not all of the highest spenders on books have high incomes, but that other factors and values are also important in the decision to spend a significant amount on books.¹⁰ (That is, if all low spenders had low incomes and all high spenders had high incomes, the bar chart below would be flat, with all groups spending 0.26% of their household income on books.)



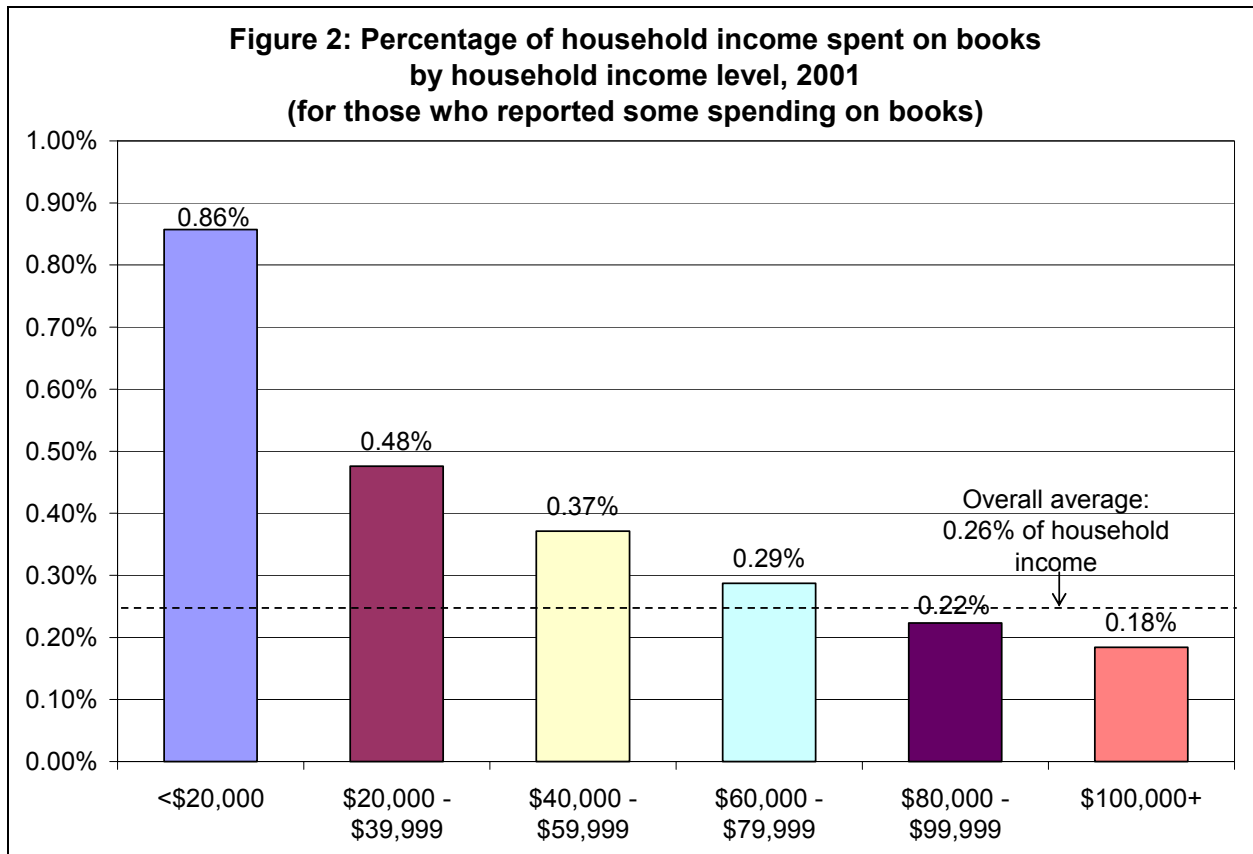
¹⁰ Previous studies have shown that education levels are an important factor in book reading. Unfortunately, no education variable is available in the household spending dataset.

Book spending by household income

In addition to the book-spending quartiles, households have been grouped into six income levels. Table 3 summarizes data on book spending by household income level. The third column of Table 3 shows that the percentage of households spending some money on books increases at each income level, from 23% of the lowest-income households to 76% of the highest-income households. Total spending on books (the fourth column) also increases with household income, from \$55 million for the lowest income group to \$350 million for the highest income households. However, a close examination of the fourth column of Table 3 shows that the share of spending on books does not increase at all income levels, first increasing and then decreasing in the middle income groups. In terms of total spending, the highest income households spent \$351 million, or 31% of all book spending. Average spending ranges from \$111 to \$282 per household.

Table 3: Book spending by household income, 2001					
Household income before taxes	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Less than \$20,000	0.5 million	23%	\$55 million	5%	\$111
\$20,000 to \$39,999	1.0 million	36%	\$148 million	13%	\$142
\$40,000 to \$59,999	1.2 million	50%	\$217 million	19%	\$185
\$60,000 to \$79,999	1.0 million	59%	\$202 million	18%	\$198
\$80,000 to \$99,999	0.8 million	67%	\$151 million	13%	\$197
\$100,000 or more	1.2 million	76%	\$351 million	31%	\$282
All	5.7 million	48%	\$1.125 billion	100%	\$196

Figure 2 demonstrates that the financial commitment required to buy books is much more significant for low-income households than for high-income households. For households that reported some book spending, those in the lowest income group spend the highest percentage of their household income on books. The \$111 per household for those earning under \$20,000 accounts for 0.86% of household income. This means that 86 cents for every \$100 earned by those low-income households that spent some money on books was allocated to book spending. This amount decreases for each household income level and reaches 18 cents per \$100 of income for the highest income group. This is about one-fifth of the spending level of the lowest income households.¹¹



¹¹ It should be noted that these figures are for those households who decided to spend some money on books in 2001. For all households in each income group (i.e., including those who spent no money on books), the percentage of household income spent on books is still largest for those with incomes under \$20,000 (20 cents of book spending per \$100 of income), decreasing to 14 cents per \$100 of income for those with incomes of \$100,000 or more.

Book spending by age

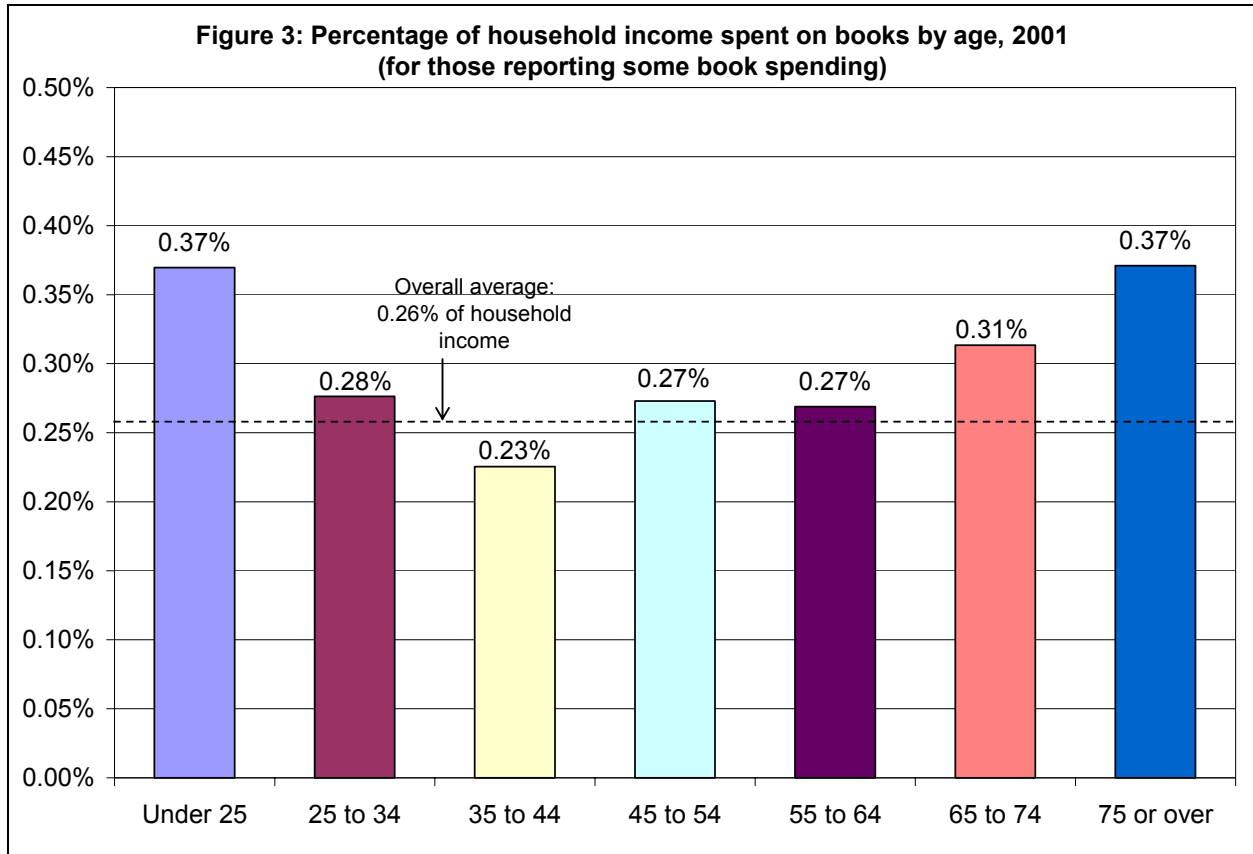
Table 4 provides data on book spending by the age of the interview respondent. The third column of Table 4 shows that the percentage of households spending some money on books is equally high for the 25 to 34, 35 to 44, and 45 to 54 age groups. Less than half of Canadians under 25 and 55 or over spent some money on books (excluding textbooks).

Total spending on books (the fourth column) is highest for those in the 45 to 54 age group, who spent \$359 million on books in 2001 (32% of all book spending). Total spending is next highest for those in the 35 to 44 and 25 to 34 age groups.

Average spending on books is also highest for those in the 45 to 54 age group, who spend an average of \$239 per household.

Table 4: Book spending by age group, 2001					
Age group	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under 25	150,000	45%	\$18 million	2%	\$120
25 to 34	1,130,000	57%	\$206 million	18%	\$182
35 to 44	1,510,000	55%	\$278 million	25%	\$184
45 to 54	1,510,000	54%	\$359 million	32%	\$239
55 to 64	780,000	46%	\$161 million	14%	\$207
65 to 74	430,000	33%	\$62 million	6%	\$146
75 or over	250,000	23%	\$41 million	4%	\$164
All	5,700,000	48%	\$1.125 billion	100%	\$196

Figure 3 shows that, for households reporting some book spending, it is those in the youngest and oldest age groups that spend the most on books as a percentage of household income. This is nearly the opposite of the data in the spending per household column of Table 4. That is, those who spend less on books generally have less income available to spend.



Book spending of households with or without children

Table 5 demonstrates that a greater percentage of households with children spent at least some money on books in 2001 (58% of households with children and 43% of those without). However, total spending on books is much higher for households without children. Average spending per household is also higher for households without children (\$208 for households without children and \$177 for those with children). This may reflect the fact that children's books are generally less expensive than books for adults.

Table 5: Book spending of households with or without children, 2001					
With / without children under 18 in home	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
With children in home	2.3 million	58%	\$402 million	36%	\$177
No children in home	3.5 million	43%	\$723 million	64%	\$208
All	5.7 million	48%	\$1.125 billion	100%	\$196

As Table 6 shows, about one-half of households with and without a youth spent money on books in 2001. Since there are many more households without a youth than with one, total spending on books is much higher for households without a youth. Average spending per household is somewhat higher for households without a youth (\$198 compared with \$185 for those with a youth).

Table 6: Book spending of households with or without youth(s) (18 to 24 years of age), 2001					
With / without a youth	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
With youth in home	1.1 million	52%	\$210 million	19%	\$185
No youth in home	4.6 million	48%	\$915 million	81%	\$198
All	5.7 million	48%	\$1.125 billion	100%	\$196

Book spending by household size

Table 7 shows that, generally, the larger the household, the greater the likelihood that the household spends some money on books. One-person households are least likely to spend money on books, with 34% of one-person households reporting book spending. Over one-half of households with 3, 4, 5 or more people reported some book spending. Total spending on books is highest for two-person households (\$370 million). Average spending per household is highest for the smallest and largest households: one-person households spend an average of \$218 per household on books, while households with at least five people spend an average of \$207 on books.

Table 7: Book spending by household size, 2001					
Size of household	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
One person	1.1 million	34%	\$229 million	20%	\$218
Two people	1.9 million	49%	\$370 million	33%	\$196
Three people	1.0 million	55%	\$189 million	17%	\$183
Four people	1.1 million	59%	\$206 million	18%	\$180
Five or more people	0.6 million	54%	\$131 million	12%	\$207
All	5.7 million	48%	\$1.125 billion	100%	\$196

Book spending by sex

In one-person households, more women than men reported spending money on books (36% of women vs. 32% of men), but average and total spending was higher for men. For men in one-person households, average spending was \$267, and total spending was \$132 million. For women, average spending was \$174, and total spending was \$97 million.

The survey did not capture the overall number of women and men in each household. Still, the interview respondent's sex appears to have a slight impact on book spending in all households: 50% of households with female respondents reported some book spending compared with 46% of households with male respondents. As was the case in one-person households, average and total spending is higher in households with male respondents (average spending of \$203 in households with male respondents vs. \$189 in households with female respondents; total spending of \$580 million in households with male respondents vs. \$545 million in households with female respondents).

Book spending of home owners and renters

Home owners are more likely than renters to spend money on books, with 53% of home owners reporting some book spending compared with 40% of renters. Table 8 also shows that owners spend much more than renters in total (\$807 million vs. \$318 million). However, the difference in average spending is fairly small between the two household groups (\$199 for owners and \$188 for renters).

Table 8: Book spending of home owners and renters, 2001					
Owners / renters	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Home owners	4.1 million	53%	\$807 million	72%	\$199
Renters	1.7 million	40%	\$318 million	28%	\$188
All	5.7 million	48%	\$1.125 billion	100%	\$196

Book spending by population size

Table 9 demonstrates that there is only a small difference in the percentage of households spending money on books between large cities (population of 100,000 or more), small cities (population under 100,000) and rural areas: 50% of large-city households spent some money on books in 2001, compared with 44% of small-city households and 45% of rural households. Total spending is much higher in large cities (\$819 million) than in small cities (\$158 million) and rural areas (\$142 million). The average amount spent is higher in large cities (\$207) than in smaller cities (\$177) and rural areas (\$164).

Table 9: Book spending by size of area of residence, 2001					
Population of area of residence	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Population of 100,000 or over	4.0 million	50%	\$819 million	73%	\$207
Population under 100,000	0.9 million	44%	\$158 million	14%	\$177
Rural	0.9 million	45%	\$142 million	13%	\$164
All	5.7 million	48%	\$1.125 billion	100%	\$196

For households reporting some book spending, there is very little difference in spending as a percentage of household income between large cities, small cities and rural areas. Book spending accounts for 29 cents of every \$100 of income for small-city residents, compared with 27 cents for both large-city and rural residents.

Spending patterns of high spenders on books

In order to know their “market” and to best allocate their advertising dollars, it is helpful for publishers and booksellers to have reliable data on the spending habits of high book spenders. This portion of the report attempts to provide such data, by comparing the expenditures of the 2.7 million households that spent more than \$100 on books to those who spent \$100 or less (or no money at all) on books in 2001.

A report by Hill Strategies Research on literature reading in the United States noted that book lovers tend to frequent a number of different types of arts and sporting activities. In fact, art museum and performing arts attendance were found to be “significant factors in literature participation, even adjusting for education, ethnicity, race and other factors”.¹²

The data in Table 10 extends this analysis to Canada, by comparing the average expenditures of households that spent more than \$100 on books in 2001 to those households that spent \$100 or less (or no money at all) on books. The expenditures of these high book spenders represent 83% of total spending on books.

High spenders on books have much higher spending on other arts, entertainment and sporting items than low or non-spenders:

- over twice the spending on movie theatres;
- almost three times the spending on museums and live performing arts;
- 1.5 times the spending on newspapers;
- 2.6 times the spending on magazines and periodicals;
- four times the spending on children’s camps;
- 2.4 times the spending on live sports events and sporting equipment;
- over twice the spending on toys, games and art/hobby materials; and
- over twice the spending on photographic goods or services.

Two of the rare categories where book spenders do not have significantly higher spending are cable and satellite TV service. Average spending is only 20% higher for high spenders on books than for low or non-spenders.

¹² *Reading at Risk: A Survey of Literary Reading in America*, National Endowment for the Arts Research Division Report #46, p. 20. The report is available at www.arts.gov.

Artistic, entertainment and sports items	Average spending by high spenders on books	Average spending by low or non-spenders on books	Ratio: high book spenders vs. others
Movie theatres	\$166	\$79	2.1
Rental of cable TV services	\$363	\$304	1.2
Rental of satellite services	\$82	\$70	1.2
Admission to museums and other activities	\$65	\$22	3.0
Live performing arts	\$140	\$49	2.9
Newspapers	\$141	\$91	1.5
Magazines and periodicals	\$110	\$42	2.6
Children's camps	\$73	\$18	4.0
Live sports events	\$69	\$29	2.4
Sports and athletic equipment	\$283	\$118	2.4
Toys, electronic games and arts/hobby materials	\$318	\$142	2.2
Photographic goods and services	\$264	\$123	2.1
Home entertainment equipment and services	\$815	\$491	1.7

As Table 11 shows, high spenders on books are also more generous in gifts to family, friends and charities than low or non-spenders. On average, high book spenders reported:

- 1.3 times the spending on monetary gifts to family and friends inside the country;
- 1.6 times the spending on monetary gifts to family and friends outside the country;
- 1.7 times the spending on donations to religious organizations; and
- over two and a half times the spending on donations to non-religious charitable organizations.

Gifts and donations	Average spending by high spenders on books	Average spending by low or non-spenders on books	Ratio: high book spenders vs. others
Gifts of money to persons living inside Canada	\$537	\$414	1.3
Gifts of money to persons living outside Canada	\$151	\$95	1.6
Charitable contributions to religious organizations	\$380	\$220	1.7
Charitable contributions to other (non-religious) organizations	\$362	\$140	2.6

High spenders on books have much higher spending than low or non-spenders on a range of other consumer goods and services, as detailed in Table 12 below. A few examples of the differences between the average expenditures of high book spenders and low or non-spenders are:

- 1.6 times the spending on household maintenance, repairs and replacement;
- 1.5 times the spending on cellular telephone services;
- 1.9 times the spending on internet services;
- double the spending on computer equipment and supplies;
- more than double the spending on garden supplies and services;
- 1.5 times the spending on purchases of automobiles and trucks;
- 1.7 times the spending on eye care;
- double the spending on financial services; and
- almost double the spending on retirement and pension fund payments.

Table 12: Spending on consumer goods and services by high book spenders, 2001

Consumer goods and services	Average spending by high spenders on books	Average spending by low or non-spenders on books	Ratio: high book spenders vs. others
Household maintenance, repairs and replacements	\$813	\$501	1.6
Purchase of telephones and equipment	\$46	\$28	1.6
Cellular services	\$265	\$183	1.5
Internet services	\$194	\$104	1.9
Computer equipment and supplies	\$569	\$282	2.0
Pet expenses	\$426	\$249	1.7
Garden supplies and services	\$394	\$181	2.2
Furniture	\$921	\$470	2.0
Clothing	\$3,625	\$1,995	1.8
Purchase of automobiles and trucks	\$3,568	\$2,430	1.5
Inter-city transportation	\$608	\$288	2.1
Eye-care goods and services	\$225	\$130	1.7
Dental services	\$373	\$237	1.6
Financial services	\$455	\$225	2.0
Games of chance (net)	\$215	\$277	0.8
Retirement and pension fund payments	\$2,970	\$1,601	1.9

Book spending by region or province

Table 13 shows that the percentage of households reporting spending is highest in the Prairies (53%), British Columbia (52%) and Ontario (50%). Residents of Quebec and the Atlantic provinces are least likely to spend money on books, with 41% and 45% (respectively) reporting some spending.¹³

Average spending per household is highest in Ontario (\$212), British Columbia (\$195) and the Prairies (\$194) and lowest in Quebec (\$170) and the Atlantic region (\$159).

Given its high average spending and large population, Ontario accounts for 41% of total spending on books in Canada (\$465 million in Ontario and \$1.125 billion in Canada).¹⁴

Table 13: Book spending by region or province, 2001					
Region / province	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Atlantic	0.4 million	45%	\$64 million	6%	\$159
Quebec	1.2 million	41%	\$209 million	19%	\$170
Ontario	2.2 million	50%	\$465 million	41%	\$212
Prairies	1.0 million	53%	\$196 million	17%	\$194
British Columbia	0.8 million	52%	\$159 million	14%	\$195
All	5.7 million	48%	\$1.125 billion	100%	\$196

¹³ Some provinces are aggregated into regions to ensure data accuracy. Ontario's large average spending per household is partly due to the fact that Ontario has the largest average household size of all regions (2.66 people per household in Ontario compared with an average of 2.56 for all of Canada).

¹⁴ Ontario accounted for 38% of Canada's population in 2001, according to 2001 census data.

Figure 4 demonstrates that residents of all regions and provinces spend a similar percentage of their household incomes on books, with British Columbians spending a slightly higher percentage of their incomes on books.

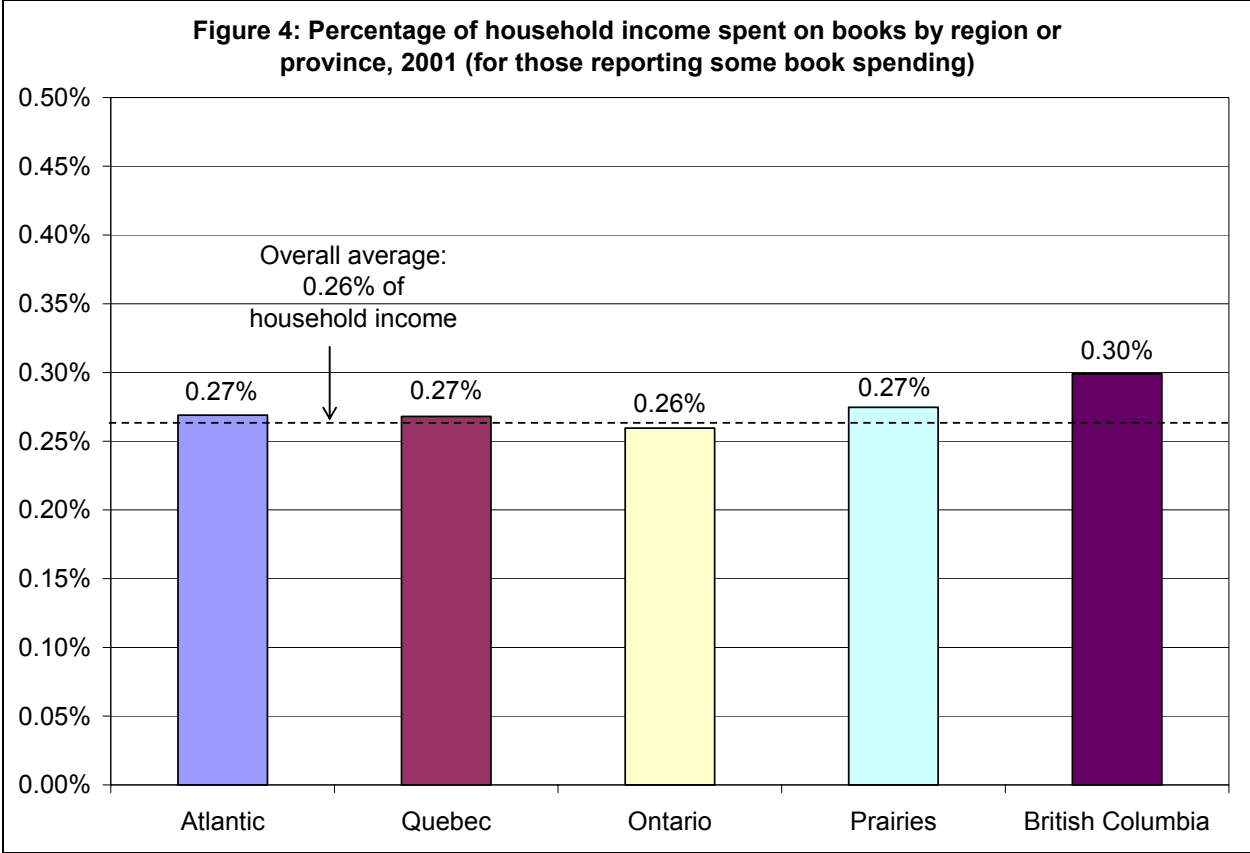


Table 14 summarizes the spending on books by income group in each region or province.¹⁵ For all regions, the percentage of households reporting book spending increases with income. Not surprisingly, the average spending per household also increases with income. In all regions except for the Atlantic provinces, total spending on books is largest for the highest income group. In the Atlantic provinces, total spending on books is larger for the middle income group than for the highest income group. (The \$40,000 to \$79,999 income range accounts for a much larger number of households than the \$80,000 or over range.)¹⁶

Other highlights from Table 14:

- British Columbia has the highest percentage of households with incomes under \$40,000 reporting book spending (40%), followed by the Prairies (34%); and
- The Prairie region has the highest percentage of households with incomes of \$40,000 or more reporting book spending (60% of those with incomes between \$40,000 and \$79,999 and 75% of those with incomes of \$80,000 or over).

Table 14: Book spending by household income and region or province, 2001					
Atlantic region					
Household income groups	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under \$40,000	140,000	30%	\$15 million	23%	\$110
\$40,000 to \$79,999	170,000	56%	\$26 million	41%	\$156
\$80,000 and over	100,000	75%	\$23 million	35%	\$235
All	400,000	45%	\$64 million	100%	\$159

Quebec					
Household income groups	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under \$40,000	430,000	29%	\$61 million	29%	\$141
\$40,000 to \$79,999	450,000	46%	\$72 million	35%	\$160
\$80,000 and over	350,000	66%	\$75 million	36%	\$218
All	1,230,000	41%	\$209 million	100%	\$170

¹⁵ To ensure data quality, only three income groups are provided for each region or province.

¹⁶ Overall in Canada, 42% of households are in the lowest income range (5.0 million households). 35% of households (or 4.1 million households) are in the \$40,000 to \$79,999 range, while the remaining 23% of households (or 2.8 million households) are in the \$80,000 or over range.

Ontario					
Household income groups	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under \$40,000	440,000	28%	\$57 million	12%	\$128
\$40,000 to \$79,999	840,000	54%	\$192 million	41%	\$229
\$80,000 and over	910,000	74%	\$217 million	47%	\$237
All	2,190,000	50%	\$465 million	100%	\$212

Prairie region					
Household income groups	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under \$40,000	250,000	34%	\$35 million	18%	\$140
\$40,000 to \$79,999	410,000	60%	\$66 million	34%	\$161
\$80,000 and over	350,000	75%	\$95 million	48%	\$271
All	1,010,000	53%	\$196 million	100%	\$194

British Columbia					
Household income groups	Number of households reporting spending	Percentage of households reporting spending	Total spending	Share of all book spending	Average spending per household
Under \$40,000	270,000	40%	\$34 million	21%	\$127
\$40,000 to \$79,999	300,000	55%	\$57 million	36%	\$187
\$80,000 and over	250,000	70%	\$68 million	43%	\$279
All	820,000	52%	\$159 million	100%	\$195

Summary

Who Buys Books in Canada? shows that a total of \$1.1 billion was spent on books in 2001. An average of \$196 was spent by each of the 5.7 million households with book spending. The 5.7 million households with book spending represent 48% of all households in Canada.

The \$1.1 billion spent on books is fairly similar to overall spending on newspapers (\$1.2 billion) and movie theatre admissions (\$1.2 billion) and amounts to more than double the spending on live sporting events (\$451 million). Only newspapers, movie theatres and magazines attracted more households than books in 2001: 63% of all Canadian households spent some money on newspapers; 61% reported some spending on movie theatres; 54% reported some spending on magazines; and 48% reported some spending on books.

Book spending varies across the country:

- In the Prairie provinces, 53% of all households reported some book spending. Total spending on books was \$196 million, or \$194 per household reporting spending.
- In British Columbia, 52% of all households reported some spending on books. Total spending was \$159 million, or \$195 per household reporting spending.
- In Ontario, 50% of all households reported some spending on books. Total spending was \$465 million, or \$212 per household reporting spending.
- In the Atlantic provinces, 45% of all households reported some book spending. Total spending on books was \$64 million, or \$159 per household reporting spending.
- In Quebec, 41% of all households reported some book spending. Total spending was \$209 million, or \$170 per household reporting spending.

Across Canada, there is only a small difference in the percentage of households spending money on books between large cities (population of 100,000 or more), small cities (population under 100,000) and rural areas: 50% of large-city households spent some money on books in 2001, compared with 44% of small-city households and 45% of rural households. Total spending is much higher in large cities (\$819 million) than in small cities (\$158 million) and rural areas (\$142 million). The average amount spent is higher in large cities (\$207) than in smaller cities (\$177) and rural areas (\$164).

The 1.4 million households that spent more than \$200 on books accounted for 64% of all book spending (\$720 million). Households that are active in other arts and leisure activities are most likely to spend significant amounts on books. About 12% of all households spent more than \$200 on books in 2001. In comparison:

- 31% of the highest spenders on performing arts spent more than \$200 on books;
- 28% of the highest spenders on museums spent more than \$200 on books;
- 26% of the highest spenders on art, antiques and decorative ware spent more than \$200 on books; and
- 23% of the highest spenders on live sports events spent more than \$200 on books.

This analysis implies that an effective book marketing strategy could target households that are active in arts and leisure activities.

Other findings of the report include the fact that 76% of the highest-income households spent some money on books, compared with 23% of lowest-income households. Among those households that spent some money on books, high-income households spent an average of \$282, while low-income households spent an average of \$111. However, as a percentage of average household income, the \$111 spent by low-income households is nearly five times as high as the \$282 spent by high-income households. Clearly, the financial commitment required to buy books is much more significant for low-income households than for high-income households.

The report shows that the percentage of households spending some money on books is highest for those between 25 and 54 years of age. A lower percentage of Canadians under 25 and 55 or over reported spending money on books.

A greater percentage of households with children than those without children spent at least some money on books in 2001 (58% of households with children and 43% of those without). However, average and total spending on books is higher for households without children.