



# Reading and Buying Books for Pleasure

## 2005 National Survey

Final Report

Prepared by Créatec +



**NOTE**

*This survey was commissioned by the Research, Analysis and Industry Development Directorate of the Publishing Policy and Programs Branch, Department of Canadian Heritage and its partners:*

- ◇ *Official Languages Support Programs Branch*
- ◇ *Copyright Policy Branch*
- ◇ *Canadian Culture Online Branch*
- ◇ *Canada Council for the Arts.*

*The opinions expressed herein are those of the author and do not necessarily reflect those of the Department of Canadian Heritage.*

*This study is available in electronic format in both official languages, and can be obtained by sending a message, quoting the study title to: [IDD-DDI@pch.gc.ca](mailto:IDD-DDI@pch.gc.ca).*

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Paper:	CH44-61/2005E	0-662-40158-1
PDF:	CH44-61/2005E-PDF	0-662-40159-X
HTML:	CH44-61/2005E-HTML	0-662-40160-3
CD-ROM	CH44-61/2005-MRC	0-662-69049-4

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**Final Report**  
**READING AND BUYING BOOKS**  
**FOR PLEASURE**  
**- 2005 NATIONAL SURVEY -**



***Submitted to Canadian Heritage  
Industry Development Publishing Policy  
and Programs***

**March 2005**

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### APPENDIX - ANNOTATED QUESTIONNAIRE (French and English versions)





# 1. EXECUTIVE SUMMARY



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READING AND BUYING BOOKS FOR PLEASURE – 2005 NATIONAL SURVEY -

# EXECUTIVE SUMMARY

## 1.1 PURPOSE OF THE SURVEY

- This national telephone survey was carried out between January 5 and January 31, 2005, and was based on a random sample of 1,963 Canadians 16 years of age and older, including an oversample of respondents from minority official-language communities.
- The primary purpose of the survey was to provide a detailed statistical picture of the habits of Canadians with respect to buying and reading books for pleasure, as well as to update the findings of *Reading in Canada 1991*, undertaken by Ekos on behalf of Canadian Heritage.
- Interviews averaged 27 minutes in length and focused on:
  - 1) Reading behaviours
  - 2) Reading genres
  - 3) Reading skills
  - 4) Attitudes towards reading
  - 5) Introduction to reading
  - 6) Use of public libraries
  - 7) The Internet and reading
  - 8) Book buying behaviours
  - 9) Books by Canadian authors.
- Although the purely statistical margin of error for this type of survey is estimated to be only +/- 2.2 per cent, the results from the sample subgroups are subject to a greater sampling margin of error.
  - In addition, other sources of errors inherent in any survey which are difficult to quantify and check, such as “observation” errors (for example, volumetric data reported) as well as mistakes due to non-responses or inadequate coverage of particular social groups, may be present.
  - Other phenomena may also lead to mistakes. For example, the survey describes habits that the respondents attribute to themselves. Lapses in memory and a tendency to present themselves in a favourable light may encourage respondents to make statements that do not accurately reflect their personal habits.
  - We would therefore suggest that the reader examine how the overall trends, arising out of the survey, relate to each other before coming to any conclusions.
- This synthesis describes the main observations about Canadians’ current attitudes to reading for pleasure as well as assumptions about the development of these reading habits over the last 15 years.

## 1.2 GENERAL OVERVIEW

- Contrary to certain alarmist claims that there is a trend towards a lower reading rate in our society or that the Internet has had harmful effects on reading habits, this national survey has shown that reading for pleasure remains a solidly established and widespread habit with little or no change over the last 15 years.
- Canadians who took part in this survey generally show a marked taste for reading all genres, especially literary materials such as novels (mystery, science fiction, etc.). Eighty-seven per cent of those polled read and one half (54 per cent) read virtually every day. Canadians appear to be distinctly different from their American counterparts, almost half of whom read an average of less than one book per year and whose reading rate has substantially decreased over the past 20 years, particularly among those in the 18-24 age group.<sup>1</sup>
- Contrary to a widely held fear or belief, there is nothing to indicate that the incredible popularity of the Internet, video games, chatting over the Internet and downloaded music has impinged on the rate of, and time devoted to, reading.

In addition, there seems to be no significant generation gap or factor that would indicate that young people (aged 16 to 24) in Canada are avoiding reading for pleasure.

In fact, reading rates by age group, as well as quantity of books read and favourite book genres read would appear to be characteristics related to peoples' age rather than their belonging to a particular generation. Nothing in young people's behaviour or attitudes would indicate that they will read fewer books as they grow older or that they will read mainly literary materials or science fiction as opposed to other kinds of books.

Our findings illustrate that the aging of the population is a factor that encourages reading rather than threatening it.

- Indeed, older people (55 years old and older) read a higher than average number of books.
- More broadly speaking, we know that the baby boom generation that is gradually approaching retirement age is more educated than previous generations, is more eager to continue learning, and enjoys a longer life expectancy.<sup>2</sup>
- Like other prior studies, this survey highlights the substantial influence of certain demographic and social factors on attitudes to reading books, for example, gender, education level, geographical location and language.

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<sup>1</sup> *This finding, made by the National Endowment of the Arts in 2002, remains to be confirmed. Indeed, their survey was undertaken after the events of September 11, 2001 and the war in Afghanistan, a period during which the audience for electronic media was exceptionally high, which could have distorted the survey results.*

<sup>2</sup> *Canada underwent the greatest population explosion of any industrialized country. There are currently 9.8 million baby boomers in this country, which amounts to 33 per cent of the population.*

- On the whole, Canadians' attitude to reading books has remained very positive and virtually unchanged over the past 15 years. It is also in the same socio-demographic groups as at that period of time<sup>1</sup> that obvious disparities can be seen indicating that the firmness of this attitude varies.
- For example, the mainly female readership varies greatly by activity and decreases when the education level drops.
- Moreover, the reading habits of francophones are still deficient and this survey shows that the reading situation of francophones outside Quebec who were included in our sample is worrisome.

### 1.3 LEISURE READING HABITS

- Slightly more than half (54 per cent) of Canadians read books for pleasure regularly (virtually every day), and one third (33 per cent) read occasionally. The large majority (87 per cent) read at least one book per year.
  - Only 13 per cent of respondents said they were non-readers, which was the same rate recorded 15 years earlier, but much lower than the rates observed in the United States in 2002 (43 per cent).<sup>2</sup>
- Forty-three per cent of Canadians state they greatly enjoy reading and only 17 per cent say they have little appreciation for reading for pleasure or do not like to read at all for pleasure.
  - As one would expect, 53 per cent of non-readers do not like to read. Nevertheless, 47 per cent are not averse to this activity even though they have not done any reading over the last 12 months. In fact the results indicate that many non-readers are "dormant" readers.
- The amount of time spent reading for pleasure is four and a half hours per week, an average that is statistically identical to the figure recorded in 1991.
  - The time devoted to reading books for pleasure takes up about 20 per cent of the total number of hours spent on all types of reading (books, newspapers, magazines, reading at work, reading at school, reading for pleasure).
- The average number of books read annually for pleasure is about 17 in number.
  - One half of the Canadian population (the median) reads more than seven books per year.
  - Heavy readers, those who read more than 50 books per year, comprise 13 per cent of the Canadian population

<sup>1</sup> "Reading in Canada 1991". An Ekos Survey carried out on behalf of Canadian Heritage, 1991.

<sup>2</sup> "Reading at Risk" - A Survey of Literacy Reading in America, June, 2004, Survey of Public Participation in the Arts 2002 – NEA.

- Compared to the Ekos survey of 1991 (24 books), the average for this year (17) is statistically lower. However, this is the only indicator suggesting deterioration in reading habits whereas all the other indicators, including the amount of time spent reading, appear to be very stable. Since the number of books read each year is a volumetric figure depending on the reliability of the respondent's memory, and therefore subject to error, it cannot be concluded that there has been an actual drop in reading in Canada based on this single disparity. At the most, one could speculate that the Internet has possibly caused this change.
- Forty-four per cent of Canadians state they mainly read literary materials (novels, essays, anthologies of poetry, drama) for pleasure, and 79 per cent have read at least one book of this genre over the last 12 months.
  - Compared to their American counterparts, only 47 per cent of whom have read literary materials over the last 12 months, the Canadian rate shows a considerable difference in attitude with respect to reading books. A particular lack of enthusiasm for novels would appear to be the reason for the low book reading rate of our neighbours to the south.
- The overall findings on reading rates demonstrate that:
  1. Canadians' relationship with reading has not changed, or has changed very little, since 1991; the only impact that the explosive spread of the Internet may have had is a decrease in the number of books read, but this assumption is not well founded;
  2. Canadians are much more interested in literary works than their American counterparts, which would explain a large part of the difference in reading rate between the two countries.
- The following table summarizes the main reading rates recorded in this survey.

**MAIN READING RATES – LAST 12 MONTHS –**

POPULATION 16 YEARS +		%
◇	Readers of books for pleasure (%)	87
◇	Readers of literary materials (%)	79
◇	Mainly literary readers (%)	44
◇	Buyers of books for pleasure (%)	81
◇	<b>Types of readers by number of books read</b>	
-	Non-readers: no books	13
-	Light readers: 1-11 books	46
-	Moderate readers: 12-49 books	28
-	Heavy readers: 50 books and more	13
◇	<b>Types of readers by their amount of reading</b>	
-	Occasional readers: a few times per week and less often	33
-	Regular readers: virtually every day	54
◇	<b>Types of non-readers</b>	
-	Low literacy non-readers	4
-	Reluctant non-readers	2
-	Dormant readers	7

POPULATION 16 YEARS +		%
◇	<b>Enjoyment of reading</b>	
-	I don't like to read at all	3
-	I like to read a little	14
-	I like to read some of the time	39
-	I like to read very much	43

*N.B. All the results in this table are based on the total sample.*

#### 1.4 SOCIAL BACKGROUND AND READING FOR PLEASURE

- As a number of previous surveys have shown, three social variables are closely correlated with reading books for pleasure (as much in terms of the reading rate as in the amount read and the genres read): gender, education level and language. We have observed that reading for pleasure has little or no correlation with age (on the other hand, the genres of books read vary greatly according to age).
  1. Women are clearly the biggest readers. Women comprise 6 out of 10 regular readers and 7 out of 10 heavy readers.
    - Unlike women, less than half of men read regularly, only one third are mainly literary readers and twice as many women as men are heavy readers.
  2. While a large majority (59 per cent) of those who have completed university read regularly, this is true for only 48 per cent of those who have not completed post-secondary education (most Canadians have not completed college).
    - The fact of having completed university would seem to have a direct bearing on the reading of literary materials and the number of books read.
    - However, the results confirm that a low education level is not synonymous with being a non-reader. Indeed, 48 per cent of all respondents who have not finished high school are regular readers (83 per cent read at least once a year) and 13 per cent are even heavy readers.
    - A positive attitude to reading books is perhaps less common at this lower education level, but it is nevertheless present. There are a remarkable number of less educated respondents (38 per cent) who state that they greatly enjoy reading for pleasure.
    - The difference between the official statistics<sup>1</sup> on the degree of literacy of Canadians and observed reading behaviours, both in 1991 and this year, has led us to reflect on the distinction to be made between literacy and reading for pleasure.

<sup>1</sup> Please note that in the Canadian population, Statistics Canada has established that 22 per cent of adults have great difficulty understanding the most elementary written materials encountered in daily life and that another segment representing 26 per cent of adults is only able to read, understand and make use of simple written materials that are clearly presented and set in a familiar context.

- A substantial percentage of individuals with limited reading skills claim to enjoy reading materials that are probably simple in nature and set in a familiar environment.
- These findings indicate that there is a good market for books for pleasure with simple and accessible content that are enjoyed by a substantial proportion of less educated Canadians (especially when their proportion in the overall population is taken into account: 54 per cent state that they have not completed college).
- 3. Francophones having French as their mother tongue claim to have lower reading rates than their anglophone fellow citizens. In fact, reading rates for francophones are similar to those for readers with a foreign mother tongue.
  - While 59 per cent of anglophones for whom English is the mother tongue state they regularly read books for pleasure, the same is true for 45 per cent of francophones and 44 per cent of those whose mother tongue is neither English nor French.
  - Forty-eight per cent of anglophones for whom English is the mother tongue read mainly literary materials, whereas for francophones and those whose mother tongue is neither English nor French these figures are 37 per cent and 40 per cent respectively.
  - Respondents who consider French to be their main official language state that they read an average of 13.9 books per year, which is substantially less than the number reported by anglophones (17.6).
  - Only 31 per cent of francophones outside Quebec sampled in this survey reported that they were regular book readers compared to 55 per cent of other respondents. Only 3 per cent of francophones outside Quebec are heavy readers of books for pleasure versus 14 per cent of other respondents.
  - Therefore, it comes as no surprise that the number of books read annually reported by francophones outside Quebec in this survey is very low (9.3), compared to anglophones in Quebec (15.8) and compared to those living in an environment where their official language is in the majority (17.1).
- Reflecting linguistic differences, we see that in Quebec, the regular reader rate is the lowest in the country (46 per cent) while it exceeds 50 per cent everywhere else, peaking in the Western Provinces at 59 per cent (B.C.) and 60 per cent (Prairies).
  - Quebec also has the lowest proportion of mainly literary readers (37 per cent) whereas this figure varies from 43 to 48 per cent elsewhere.



- Other findings show that although Canadians of all ages are generally very favourably disposed to reading books for pleasure, francophones in Quebec and especially francophones outside Quebec:
  - 1) are not as inclined to read as other respondents are;
  - 2) are less familiar with, or regard themselves as being less adequately serviced by, sources of book supplies close to their homes (bookstores, libraries).

### 1.5 ATTITUDES TO READING

- The attitudes shown by respondents to reading books for pleasure clearly indicate that reading has a prominent place in their daily lives.
  - Eighty-five per cent of respondents state that “reading is very important to them”.
  - Eighty-three per cent of respondents feel “that it will be very important in the next decade to possess good reading skills”.
  - Fifty-eight per cent of respondents say, “when they have a problem, a good book helps them deal with the situation.”
  - Fifty-six per cent of respondents own “a book they enjoy rereading”.
- Reading seems to be much more than a solitary activity. It is also an activity that promotes social interaction, as is illustrated by the following opinions expressed in the survey:
  - Seventy-nine per cent of respondents “recommend good books to other people”.
  - Sixty-two per cent of respondents “often give other people books they have enjoyed reading”.
  - Seventy-three per cent of respondents “enjoy receiving books as gifts”.
  - Forty-nine per cent of respondents “often discuss books they have read with their friends”.
- The great importance that respondents attach to reading is also revealed in a more striking fashion by the way in which reading habits are transmitted to their children.
  - Seventy per cent of parents with children aged 6 months and older stated they read or have read to their children “virtually every day”.
  - Another segment of 17 per cent do so “at least once a week”.
  - However, members of some social groups are less inclined to pass this habit on to their children, as is the case with francophones, for example.

## 1.6 THE INTERNET AND READING BOOKS FOR PLEASURE

- Canadians reported that they spend an average of 5.5 hours (7.9 hours for those with an Internet connection) using the Internet at home, and spend about half of this time (2.4 hours) reading all sorts of material directly on the computer screen.
- Use of the Internet at home (6 respondents out of 10) has a positive correlation with reading rates and probably is a reflection of another correlation: reading with education level.
- Although a substantial minority of respondents seem to have fears about the impact of the Internet on reading time, these fears are not borne out by their behaviour, which would indicate that the perceived negative effect of the Internet on reading is decidedly subjective in nature
- When the average number of hours spent on reading and various potentially rival leisure activities in 1991 (the Internet did not exist at that time) are compared to the average number of hours for the same activities this year, we observe that the time taken up by the Internet has primarily affected audiovisual activities and the reading of newspapers and magazines, but has not had an impact on time devoted to reading books for pleasure.
  - The findings indicate that the rapid growth of the Internet has not been at the expense of reading books for pleasure, or other social, cultural or even volunteer activities, but has rather had a negative impact on television viewing, newspapers and magazines.
  - Moreover, watching television programs (26 per cent) and reading books (26 per cent) share first place among the most common leisure activities according to statements made by Canadians.
    - Internet activities (games, chatting, browsing) are the favourite activities of only 9 per cent of respondents.

## 1.7 LANGUAGE AND READING BOOKS FOR PLEASURE

- Ninety-eight per cent of books read by Canadians are written in one of the two official languages.
  - Since Canadians who have difficulty speaking French or English were not able to take part in this survey, the reading of books in foreign languages has probably been underestimated.
- Twenty per cent of Canadians read mainly in French (17 per cent in French only) and 76 per cent read mainly in English (71 per cent in English only).
  - Seventy-seven per cent of all books read are written in English and 21 per cent is the comparable figure in French.
  - Eleven per cent read at least one book in French and one book in English over the last 12 months.

- Francophones read 10 per cent of their books in English and anglophones read 3 per cent of their books in French.
  - Anglophones in Quebec read 11 per cent of their books in French.
  - Francophones outside Quebec included in our sample read the same proportion of books in each of the two official languages.
  - Thirty-seven per cent of all francophones outside Quebec did not read a single book in French during the last 12 months.

### 1.8 GENRES OF READING FOR PLEASURE

- Genres read are very diverse, some more so than others. The popularity of genres varies greatly by gender (some are typically masculine, some typically feminine) but also by age and language. In addition to being very diverse, reading genres are also very segmented.
- On the whole, the results show that the most popular genre, the one arousing the greatest enthusiasm, is undoubtedly the action novel (detective, spy, mystery, suspense, adventure). This is the greatest general reading category in the last 12 months and the reading category read the most often.
  - This genre comprises 62 per cent of general reading, and 20 per cent of the genres read most often
  - This genre tops all genres read the most often in all regions of the country and in a number of other social groups, except:
    - among francophones outside Quebec, where it shares first place with religious books;
    - among men and the aged 16-34 age group, where it is slightly outpaced by the science fiction, fantasy, and horror novel.
- The following table illustrates contrasts in popularity by gender.

**MOST POPULAR BOOK GENRES BY GENDER**

WOMEN			MEN		
	Place	Main readers %		Place	Main readers %
1. Mystery, suspense, detective, spy, adventure	1	24*	1. Science fiction, fantasy, horror	1	17
2. Romance	2	12	2. Mystery, suspense, detective, spy, adventure	2	14
3. Science fiction, fantasy, horror	3	8	3. History, war, genealogy, heritage	3	9
4. Personal growth	4	8	4. Science and technology	4	7

\* Read: 24 per cent of female readers read mainly the spy, suspense, detective, adventure novel genre, which is their favourite genre.

- There is a strong negative correlation between the science fiction, fantasy, horror novel and age: the younger you are, the more you are attracted to this reading genre. In fact it is the most popular genre in the 16-24 age group (68 per cent of readers and 22 per cent of genres read most often) whereas it is among the least popular genres among those aged 55 and older (31 per cent of readers and 5 per cent of genres read most often).
- On the other hand, the history, war, genealogy, heritage and biography/autobiography genres have a positive correlation with age: the older you are, the more you are inclined to read these kinds of works.
- Francophones for whom French is the main official language lean more than other respondents towards:
  - documentary books and books on current events;
  - cartoon/comic books/graphic novels;
  - how-to books.

Anglophones for whom English is the main official language lean more towards:

- humour;
- religious books.
- A number of reading genres are particularly characteristic of francophones outside Quebec in our survey, which means that these genres are either very popular or very unpopular with this group.
  - Thus, francophones outside Quebec incline more towards two particular reading genres compared to other linguistic communities:
    - biographies, autobiographies;
    - religious books.
  - On the other hand, they report that they are much less attracted to two other book genres:
    - contemporary novels;
    - books on personal growth, self-awareness and psychology.

## 1.9 READING SKILLS

- Thirty-eight per cent of respondents admit that they do not understand all the words that they read, but only 11 per cent have no confidence in their ability to read very well and only 12 per cent feel that their reading skills limit their career prospects or advancement.
- Although the proportion of respondents who have no confidence in their ability to read (11 per cent) corresponds to the rate of non-readers (13 per cent), there is no perfect correlation between confidence in the ability to read well and reading for pleasure.
  - Only 26 per cent of non-readers state that they do not know how to read very well.

- Conversely, some readers say that they do not know how to read very well (8 per cent).
- As many francophones (11 per cent) as anglophones (10 per cent) claim to be incapable of reading very well, even though the reading rates of these two groups are very different
- On the whole, our findings indicate that it is not only or even mainly a dislike of the written word or the ability to read that can explain the non-reading rate.
  - However, francophones outside Quebec would seem to be the exception: a lesser ability to read probably contributes significantly to their lower reading rate, based on what they have reported.
    - Thirty-two per cent of francophones outside Quebec state they have trouble reading very well (compared to an average of 11 per cent for francophones as a whole).
    - Sixteen per cent of francophones outside Quebec mentioned they read books for pleasure mainly to improve the quality of their French and their writing skills (versus an average of only 2 per cent).
- The confidence in one`s ability to read varies greatly depending on the nature of the book content. Thus, books on science and technology, classic literature, poetry anthologies, as well as books on humanities and social sciences, are regarded as being the least easy to read.
- Finally, we observe that 51 per cent of francophones for whom French is the main official language state that they can read fairly well in English, whereas only 10 per cent of their anglophone counterparts report that they have the same ability to read in French.
  - Many francophones outside Quebec who participated in this survey state that they can read fairly well in English (75 per cent) or in French (86 per cent).

### 1.10 INTRODUCTION TO READING

- The reading rate of respondents appears to be very much correlated with the attitude to reading instilled by their parents.
  - Francophones were introduced much less often to reading by their parents than were anglophones.
- Respondents are much more likely than their parents were to want to introduce their children to reading.
  - It is mainly women who introduce children to reading.
  - Francophones, above all those outside Quebec, are less inclined than anglophones to introduce their children to reading

### 1.11 USE OF PUBLIC LIBRARIES

- Fifty-six per cent of Canadians state that they have a public library card and 40 per cent have borrowed a book using it in the last 12 months.
  - Francophones in Quebec (34 per cent) and francophones outside Quebec (32 per cent) use public libraries significantly less often than the other official-language linguistic communities do.
  - Public library use follows a geographical continuum, from a high (49 per cent) in British Columbia to a low (30 per cent) in the Atlantic Provinces.
  - The presence of children at home seems to encourage public library use as a higher rate of use is recorded for couples with children (46 per cent), whereas this rate varies from 36 to 39 per cent in other types of households.
- Canadians said that over the last 12 months, they went to a public library to borrow a book an average of 5.2 times.
- On the whole, almost all those who used a public library (93 per cent) said they were satisfied with it (66 per cent were “very” satisfied).

### 1.12 SEARCHING FOR BOOKS ONLINE

- Thirty-seven per cent of respondents accessed the Internet during the last 12 months in order to find books or information about books.
  - This percentage is much higher than the rate of book buying over the Internet during the same period (12 per cent).
  - In comparison to a Pollara survey made on behalf of *The Association of Canadian Publishers (ACP)* in 2002, the results of the present survey show that searching for information about books online appears to have greatly increased over the last three years.
    - Twenty-eight per cent of buyers stated in 2002 that they had already visited a Web site to find information about books, without necessarily buying any, versus 43 per cent in this survey who did the same over the last 12 months.
    - The growth in the rate of book buying over the Internet between the two surveys suggests that the Internet has grown more as a source of information about books than as a source of supply.
- Generally speaking, a large majority (86 per cent) of those who looked for information about books on the Internet stated that the information found there was useful. On the other hand, it would seem that this percentage downplays dissatisfaction with this information source since:
  - 39 per cent did not find the books and the information they were seeking;
  - 28 per cent did not know very well where to find information about books;
  - 29 per cent had to make great efforts to find what they were looking for.

- Therefore, it comes as no surprise that the Internet, despite its strong presence in Canadian homes (70 per cent in this sample), has not been used more often to look for information about books (37 per cent of the total sample, 40 per cent of readers) and is rarely regarded as the most important information source about books by those who have used it for this purpose (33 per cent).
  - These findings demonstrate that the potential of the Internet as an information research tool for books has not been sufficiently publicized or that improvements to content and modus operandi are required.
  - These results could also explain, at least partially, the slow growth in the rate of buying books over the Internet.

### 1.13 BUYING BOOKS FOR PLEASURE

- Eighty-one per cent of all respondents in the sample state that they bought one or more books (new or used) over the last 12 months.
  - Among non-readers (13 per cent of the sample), a substantial number bought books (36 per cent).
    - Non-readers bought an average of 2.6 books.
    - It is estimated that approximately 5 per cent of all respondents in the sample are non-readers who buy books.
    - Only 8 per cent of all respondents in the sample are non-readers and non-buyers of books.
- On average, Canadians taking part in this survey claim to have bought about 12 books (new and used) and the median (the amount that splits the sample into two halves) indicates that one half of Canadians bought at least 6 books in the last 12 months.
  - Roughly one Canadian out of three (34 per cent) buys at least one book per month.
  - Canadians read about five more books than they buy each year, which are probably books borrowed from friends or from a library or that they already own but have not yet read. It is estimated that seven books out of ten that are read are not purchased.
    - Only francophones outside Quebec are the exception to the rule: they buy more books than they read.
  - An average of 62 per cent of all books bought (new or second-hand) are bought by the respondents for themselves whereas 38 per cent are bought for others.
  - Other findings indicate that the market for readers and the market for buyers differ somewhat, as was shown in the 1991 survey. For example, Canadians who read the most books for pleasure or who spend the most time reading them are also those who buy the least books on a proportional basis.

- Forty-one per cent of buyers say that they bought at least one second-hand book over the last 12 months.
  - It is estimated that 21 per cent of buyers bought mainly used books rather than new books and that used books have a 25 per cent market share based on number of books, which is a good indication of the importance of the second-hand book market.
- A substantial number (25 per cent) of buyers are not able to say how many books by Canadian authors they bought over the last 12 months, probably because they did not know where the authors were from or were totally confused about it.
  - If the buyers who are relatively certain about not having bought any books by Canadian authors are added to this percentage (22 per cent), it can be estimated that for nearly one half of buyers (47 per cent), the author's nationality was either unknown or unimportant at the time of purchase.
  - However, more than half (53 per cent) of buyers bought or think they bought at least one book by a Canadian author over the last 12 months.
  - Geographically speaking, Quebec (31.2 per cent) and the Atlantic Provinces (30.4 per cent) have the highest proportion in the country of Canadian authors among books purchased (27 per cent).
- On average, respondents stated that they had spent \$147.37 over the last 12 months buying books for pleasure.
  - Bearing in mind that the average number of books bought is 12.3, it therefore can be estimated that the average price of a new or used book purchased is \$11.98.
  - Francophones for whom French is the majority official language show the highest average price for a new or used book (\$16.35) whereas all the other linguistic communities show an average price between \$11.13 and \$12.54.
- Although they read less, spending by francophones outside Quebec is very high (\$174.34), higher than that of anglophones in Quebec (\$164.36) or of francophones (\$150.41) and of anglophones (\$144.73) living in communities where their official language is spoken by the majority.
- As in the results of other surveys, heavy buyers, those who buy at least one book per month, have a strong impact on the market since in this survey they represent:
  - 42 per cent of all buyers, but
  - 76 per cent of the total number of books sold, and
  - 70 per cent of the monetary value of industry sales.
- The following table summarizes the main estimated book buying rates in this survey.





## MAIN BUYING RATES – LAST 12 MONTHS –

POPULATION 16 YEARS +		%
◇	<b>Types of buyers</b>	
-	Light buyers (1-5 books)	27
-	Moderate buyers (6-11 books)	20
-	Heavy buyers (12 books and more)	34
-	Non-buyers	19

*N.B. All results in this table are based on the total sample.*

### 1.14 ESTIMATED MARKET VALUE OF BOOKS FOR PLEASURE

- Considering that the population of Canada 16 years of age and older was 25,790,000 as of July 1, 2004, an extrapolation of this survey's data indicates that total value of the new and used market amounted to about 2.8 billion dollars in 2004.

### 1.15 BUYING BOOKS FOR PLEASURE OVER THE INTERNET

- Eighteen per cent of all respondents in the sample say they have already bought a book over the Internet and 12 per cent say they did so during the last year.
  - Among buyers, 21 per cent indicated they had already bought a book on the Internet and 15 per cent said they had done so over the last 12 months.
    - The Pollara survey of 2002 showed that 13 per cent of buyers had already bought a book over the Internet. Therefore, it appears to have been an increase of 8% over the last three years, which amounts to 2 to 3 per cent of new buyers per year.
    - Statements from respondents about their future purchases on the Internet do not suggest that there will be rapid growth in this sales channel.
    - Compared to 2002 (Pollara survey), buyers in 2005 are nevertheless more interested in buying books online. In 2002, 14 per cent of buyers said they would probably make an online purchase in the next three months, compared to 21 per cent of buyers polled in this survey over the next 12 months.
- An average of about 0.5 of a book was bought online in the last 12 months.
  - This average is higher with heavy buyers (1 book).
  - Since respondents state that they have bought, on average, 12.3 books, it can be deduced that about 4 per cent of all books sold in Canada in 2004 were bought online.
- It is not because the Internet is viewed as a risky way of shopping that buyers are not attracted to this source of supply. Indeed, the majority of those seeking books or information about them over the Internet believe that buying books online is safe (59 per cent).

### 1.16 SOURCES OF AWARENESS OF BOOKS FOR PLEASURE

- The most important sources of information about books are also those that are the most important when choosing or buying a book. Among the most helpful sources for finding out about books, four stand out:
  1. recommendations from friends (40 per cent “often helps”);
  2. gifts (24 per cent);
  3. book reviews (23 per cent);
  4. advertisements in newspapers/magazines/on TV/on radio (19 per cent).
  - Receiving / giving a book as a gift often helps in finding out about a book but has little influence on one’s own reading choices or book purchases.

### 1.17 SOURCES OF SUPPLY OF BOOKS FOR PLEASURE

- The four main sources of supply for readers are, in order of importance:
  1. Bookstores: 62 per cent
  2. Public libraries: 32 per cent
  3. Borrowing from other people: 19 per cent
  4. Second-hand bookstores: 9 per cent
  - Bookstores are the main source for books, regardless of the type of readers, and there seems to be no, or only a slight, correlation with the amount or content of books read.
  - Heavy readers obtain their books much more frequently at public libraries and in second-hand bookstores than do other types of readers.
- Among buyers, there are four main sources for books, but bookstores are by far the most common:
  1. Bookstores: 81 per cent
  2. Big box stores (Wal-Mart, Costco): 12 per cent
  3. Second-hand bookstores: 11 per cent
  4. Internet: 8 per cent
  - Moderate and heavy buyers use certain sources of supply more often than light buyers. Thus, they obtain book supplies more often than light buyers in department stores, second-hand bookstores and over the Internet.
  - It is interesting to observe that the second-hand bookstore is as common a source of supply as the big box store. Moreover, for heavy buyers, the second-hand bookstore is the second most popular source of supply, after the bookstore but before the big box store.

## 1.18 CONCLUSION

- Specialists, political leaders and educators generally recognize that the interest a society demonstrates in reading has a significant effect on its development. Clearly, the results of this survey illustrates the important role that reading plays in the life of Canadians:
  - Although education level is related to the amount and regularity of reading, reading is not an elitist activity.
  - One half of respondents stated they read more than 7 books per year and spend more than 3 hours per week reading books.
  - Eighty-seven per cent read, 54 per cent virtually on a daily basis, and 44 per cent read mainly literary materials.
  - An average of nearly 17 books is read for pleasure each year and Canadians devote 4.6 hours per week to reading.
  - Those who do not read books for pleasure read other reading materials or books for a different purpose (8.8 hours per week).
  - Respondents spend more time reading books for pleasure than they do reading magazines and newspapers (3.8 hours).
  - Reading shares first place with television among Canadians' most likely leisure activities.
  - Forty-eight per cent of those who have not completed high school read regularly.
  - Thirty-eight per cent of the least educated state that they greatly enjoy reading for pleasure.
  - The findings show that a low education level is not synonymous with non-reading.
- A comparison between data in this survey and the 1991 survey shows that the explosive growth of the Internet seems to have ignored the reading of books for pleasure, contrary to the situation with magazines, newspapers and television.
  - Although Canadians spend a bit more time on the Internet at home (5.5 hours on average per week) than they do reading books for pleasure (4.6 hours), there is a positive correlation between Internet use and reading books.
  - Data on the number of hours devoted to reading for pleasure is statistically identical in both surveys.
  - The sole possible effect of the Internet may be seen in the drop in the average number of books read (24.4 books in 1991 to 16.8 books this year), but it is not possible to draw any firm conclusion from this single piece of data.

- We have noted that book purchases over the Internet are limited (4 per cent of all purchases) and unlikely to grow rapidly.
  - On the other hand, the Internet is used much more as a tool for finding information about books, and this activity could even have scope for further development if it is encouraged in the appropriate fashion.
  - Using the Internet to buy or search for information about books is much more widespread among anglophones than francophones.
  - On the whole, the Internet does not seem to be as efficient or appreciated a tool for looking for information about books as it is in looking for information in other fields.
- Moreover, a comparison of the findings of both surveys confirms the absence of meaningful trends over the past 15 years and shows that readership characteristics have remained unchanged.
  - Women read much more than men.
  - There is no generation gap in reading rates.
  - A regional and linguistic gap persists, since reading habits in Quebec and among francophones are not as firmly rooted as they are among anglophones.
  - Reading genres are very diverse and segmented. Generally speaking, while the detective, spy, adventure novel is the most popular, the ranking of preferred genres differs greatly by gender, age, language and education level.
- Respondents spend a great deal on new and used books (an annual average of \$147) and buying second-hand books has now become commonplace. In addition, we have noted that a substantial portion of books bought by Canadians is given as presents.
  - One half of buyers state they buy books on impulse most of the time.
  - Eighty-one per cent of Canadians bought a book over the last 12 months (including 36 per cent of non-readers).
  - An average of 12 books (new or used) are bought each year and the average price paid for a new or second-hand book was \$12.
  - Forty-one per cent of buyers purchase used books. The greater the number of books bought, the greater the proportion of second-hand books.
  - It is estimated that an average of 25 per cent of all books bought are used books.
  - Thirty-eight per cent of books purchased are given as gifts to other people.
- The leisure book market is highly concentrated into a small segment of heavy buyers.

- Heavy buyers (those that buy at least one book per month) represent 42 per cent of all buyers (33 per cent of respondents) but buy 76 per cent of all books and account for 70 per cent of sales expressed in dollars.
- Because they tend to buy more used books and to borrow more books than other buyers, it is unlikely that an increase in the number of books read by heavy readers would have significant leverage on sales of new books.
- Many Canadians use public libraries.
  - Forty-two per cent of respondents borrowed a book from a library over the last 12 months.
  - Public library use is closely correlated with reading rates and their major determining factors, which are gender, education level and language.
- Canadians show a greater interest in reading Canadian authors than they do in buying their books, suggesting nationality would not appear to be an important buying criterion. The findings indicate that buyers are not looking specifically for Canadian authors but are very sensitive to this criterion.
  - Seventy-one per cent of respondents are interested in reading Canadian authors, and 72 per cent have already done so, 48 per cent of whom did so over the last 12 months.
    - The proportion of Canadian authors among all books read is estimated at 12 per cent (17 per cent in 1991).
  - Fifty-four per cent of respondents bought a book by a Canadian author during the last 12 months.
    - The proportion of Canadian authors among books bought is estimated to be 27 per cent (23 per cent in 1991).
  - An author's being Canadian is an important buying criterion for only 15 per cent of buyers.
- The results of this survey are rather reassuring as they refute beliefs held about the impact of the Internet on reading and the decline of reading in general and among the young. In addition, these findings bring nuance to a number of interpretations of data from surveys on literacy and encourage us to avoid generalizations and instead, to apply observations about instrumental reading<sup>1</sup> in these surveys to reading for pleasure.

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<sup>1</sup> *"Instrumental" reading is measured according to exact criteria corresponding to the definition used in the IALS surveys (International Adult Literacy Surveys). It is performed for a practical purpose: find, understand and use information in order to function, whereas "expressive" reading, or reading for pleasure, relates to personal satisfaction and its purpose is cultural in nature. The distinction is analogous to the difference between reading a "document" in order to take action and reading "prose" due to personal interest.*

- Reading for pleasure is a solidly established practice, but we must not forget that the attitude of some social groups to reading for pleasure is less favourable, especially among francophones, whether they live in or outside Quebec – an observation that agrees with the findings of previous surveys.
- It is also important to remember that reading is under constant and probably growing pressure from other competing activities and from a scarcity of leisure time. In addition, the foreseeable appearance of technological innovations may have a possible direct or indirect impact on reading habits. We do not yet know what long term consequences these rival activities have on reading for pleasure and will have on today's children and teenagers, as these activities could perhaps pose a threat to reading as we know it.
  - From this perspective, the most beneficial actions could at first be preventive rather than corrective. More in-depth research on very young Canadians would certainly add to and enhance our current knowledge about the adult population.
  - Moreover, since the situation of reading for pleasure would appear to be an obvious indication of a mature market, perhaps the challenge lies more in:
    - protecting the current state of reading,
    - helping some social groups to catch up,
    - sustaining the consumer's interest, following and responding to changing preferences and constraints, and adequately segmenting and targeting consumers, rather than trying to get a group that already reads a lot or who reads what it can in the limited time available to read more.



## 2. CONTEXT AND OBJECTIVES

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READING AND BUYING BOOKS FOR PLEASURE – 2005 NATIONAL SURVEY -



## CONTEXT

- In order to complete the detailed knowledge it already possesses on the publishing industry (size, structure, financial information, etc.), Canadian Heritage expressed the desire to understand consumers better by using an instrument to evaluate the attitudes and behaviour of Canadians with respect to reading and buying books.
- A number of surveys done over the past 15 years have uncovered certain characteristics and behavioural trends of consumers reading books for pleasure. Some have even identified a downward trend in the reading rate and all have highlighted the most significant socio-demographic variables for predicting reader behaviour. The rather alarming observations reported so far on the Canadian consumer are basically the same as those reported in American studies, which suggests that reading-for-pleasure trends are fairly widespread in North America. Among previous book consumer surveys are:
  - *Reading in Canada* (1991). An Ekos survey carried out on behalf of Canadian Heritage.
  - *Enquête sur les pratiques culturelles des Québécoises et des Québécois* (Study on the Cultural Habits of Quebecers) (1999) *Module lecture* (Reading module). Ministère de la Culture et des Communications du Québec.
  - *Canadian Book Buying Habits: What influences purchases?* (2002). Survey carried out by Pollara for the Association of Canadian Publishers<sup>1</sup>
  - *Reading at Risk: A Survey of Literary Reading in America* (2004). National Endowment of the Arts.
- Despite the fact that we have worded questions and answer categories in an identical or comparable manner as much as possible for measuring key parameters, comparing the results of this survey with those of previous surveys is a perilous exercise. Indeed, the statistical comparability of results does not only depend on the phrasing of questions, but also on the order in which they are asked, the inclusion of other questions and a number of other parameters, such as the definition of the population being surveyed and the data collection method.
- Although this survey does not include all the measurements contained in all the previous surveys mentioned above, the subjects covered and questions related thereto are such that this is the most complete survey ever undertaken in Canada on reading and buying books for pleasure.

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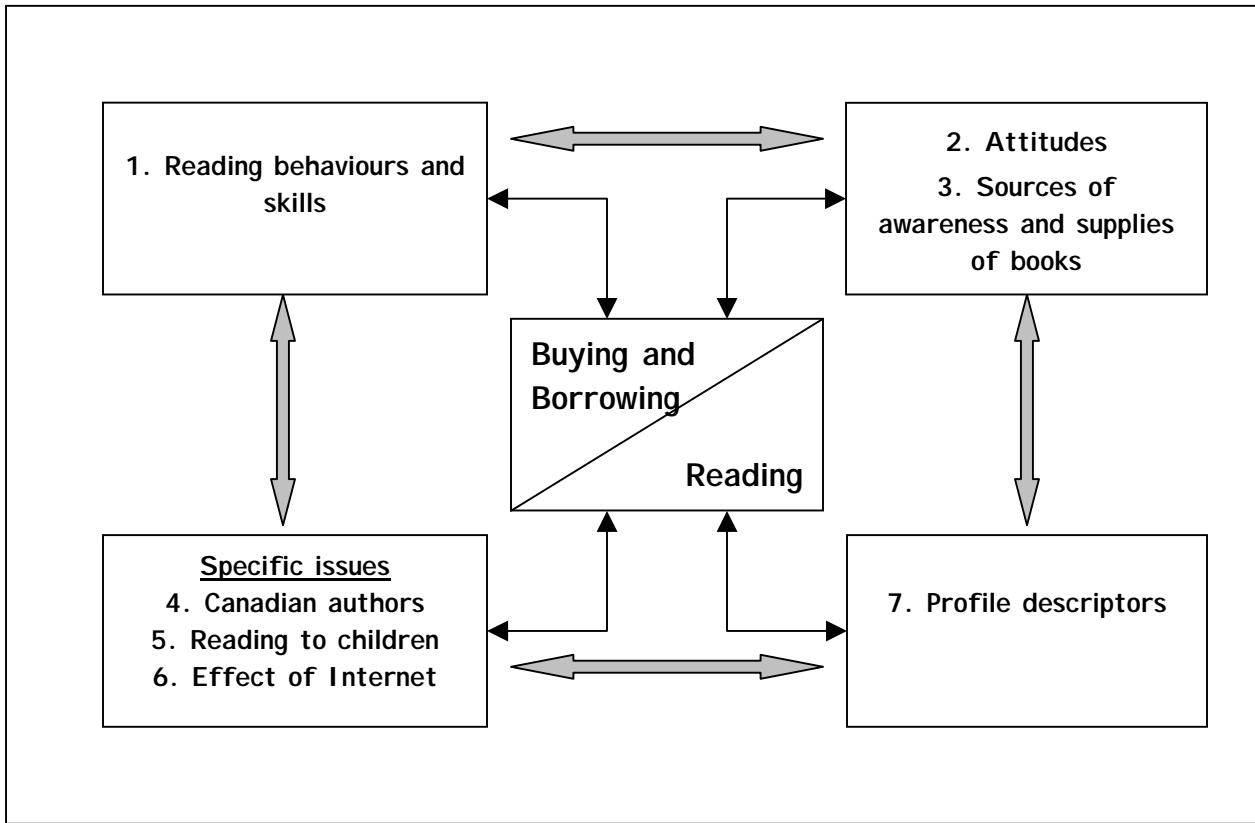
<sup>1</sup> This survey covered the reading habits of English Canadians only



## OBJECTIVES

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- Specifically, the objectives of this survey were:
  1. Establish the primary tracking measurements (benchmarks) covering a vast array of observations, attitudes, intentions and behaviours connected with purchasing, borrowing and reading new or used books for pleasure.
    - This tracking will be updated if required.
    - Measurements recording emotional, cognitive and behavioural aspects simultaneously on reading, book borrowing and book buying that are often surveyed separately.
    - New measurements regarding the possible effects of the Internet on reading and buying books for pleasure.
    - This survey focuses as much on the viewpoints of readers and book buyers as it does on non-readers and non-purchasers of books.
    - This survey includes an oversample from official language minorities and a number of questions on language that allow for a more in-depth analysis of the connection between membership in a linguistic community and the subjects surveyed.
  2. Create a computerized data bank (SPSS=Statistical Package for the Social Sciences) that will be made available to individuals and organizations wanting to deepen their knowledge about aspects of interest to them.
  3. Provide a statistical picture for 2005 of the main attitudes and behaviours of Canadians with respect to their interest in reading, which is the focus of this report.
    - This is a descriptive analysis giving a general overview of the principal characteristics of attitudes and behaviours as well as the main variables to which they are correlated.
- The subjects dealt with in the survey may be grouped into 7 broad subject areas covering the reading, purchase and borrowing of books:
  1. **Reading behaviours and skills**
  2. **Attitudes and opinions**
  3. **Sources of awareness about books and book supplies**
  4. **Canadian authors**
  5. **Introducing children to reading**
  6. **The Internet**
  7. **Profile descriptors**
- The following illustration shows the broad subject areas/aspects covered by the survey.







### 3. **METHODOLOGY**

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READING AND BUYING BOOKS FOR PLEASURE – 2005 NATIONAL SURVEY -

# METHODOLOGY

## 3.1 TARGET POPULATION

- All members of the Canadian public, namely all inhabitants of the provinces and territories 16 years of age and older who:
  - do not live in institutions<sup>1</sup>;
  - are regular subscribers to a telephone service;
  - are capable of being interviewed in either French or English.
- All respondents were contacted by telephone.
- Households without telephones are excluded from the population surveyed. They make up less than 2 per cent of the population and probably contain a large concentration of non-readers as they are among the most disadvantaged and least literate members of the population.
- Persons using only cell phones are also not included in the population surveyed. This group represents only a small percentage of the population (less than 5 per cent) and is probably concentrated among young adults.

## 3.2 SAMPLING

- Sampling was done completely at random (probabilistic), was geographically stratified, and its geographic distribution was not proportional.
- Samples were first extracted at random from a computer file that includes all telephone numbers listed in Canadian telephone directories using the “Survey Sampler” software of the company ASDE. Unlisted telephone numbers were included thanks to a computerized procedure for the random generation of “Random Digit Dialing” (RDD) numbers.
- Inside homes where a number of residents were eligible for the survey, the choice of respondents was made at random using the “date of the most recent birthday”.
- The sample was stratified into five large geographical areas and each region was allotted a sufficient number of interviews to complete in order to possess a minimum regional calculation base for analyses that applied to it.
- In addition to the base sample, we added an oversample of two official-language minority communities and this oversample was taken using a method employed in other studies undertaken by Canadian Heritage.
  1. The anglophone minority in Quebec. In this instance, an oversample of N=163 interviews was completed, of which 95 were in Montreal and 68 at another locality (Pontiac) which resulted in a base of N=199 Quebec anglophones (N=36 were already included in the base sample).

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<sup>1</sup> Senior citizens residences, penal institutions, military bases, etc.

2. The francophone minority outside Québec. In this case, an oversample of N=221 was completed, apportioned among 4 localities (Gloucester, New Brunswick, Prescott-Russell, Ontario, Division 2 near Winnipeg, Manitoba, Division 12 in Edmonton, Alberta). Including the number of francophones outside Quebec in the base sample (N=44), we arrive at a total base of N=265 for this subgroup.
  - Although this sampling method produces a high quality of information in a cost-effective manner for this minority population with a very low incidence rate, the general results arising from this method should be treated with caution.
- Once the interviews were completed, a weighting based on area, age, mother tongue, gender and education level was applied to adjust the sample so that it would faithfully reflect the target population.
- Eight calls were permitted to contact a respondent chosen as part of the sample, without any substitutions being allowed. After a second refusal, no more calls were made to these numbers.

### 3.3 SIZE OF SAMPLE AND MARGIN OF ERROR

- In total, a sample of N=1,963 interviews with the target population, including a base sample of N=1,579, was completed, resulting in a purely statistical margin of error of +/- 2.2 points, 19 times out of 20.
- Of course, the purely statistical margin of error increases for smaller subgroups. Thus, it can be estimated that the margin of error is +/- 2.4 per cent for the subgroup of readers (which amounts to 87 per cent of the population surveyed) or of buyers (81 per cent of the sample) and is +/- 3 per cent for regular readers (which represents 54 per cent of the total sample).
  - For the main linguistic groups, the margin of error is +/-2.7 per cent for the anglophone subgroup (majority official language), +/-4 per cent for francophones (majority official language), +/-6.1 per cent for francophones outside Quebec and +/- 7.1 per cent for anglophones in Quebec.
- Finally, it will be noted that other sources of errors are inherent in any survey, such as so-called "observation" mistakes or those due to a lack of response, among others not mentioned here.



- The following table illustrates the geographical distribution of the completed sample.

**DISTRIBUTION OF THE COMPLETED SAMPLE**

	% population	Base sample (N)	Linguistic minority oversample (N)	Total completed (N)	Statistical margin of error (%)
<b>British Columbia</b>	<b>12</b>	<b>256</b>	<b>0</b>	<b>256</b>	<b>+/- 6.2</b>
<b>Prairies</b>	<b>17</b>	<b>254</b>	<b>65</b>	<b>319</b>	<b>+/- 6.2</b>
• Alberta		87	22	109	
• Saskatchewan		94	0	94	
• Manitoba		73	43	116	
<b>Ontario</b>	<b>37</b>	<b>405</b>	<b>67</b>	<b>472</b>	<b>+/- 5.0</b>
<b>Quebec</b>	<b>25</b>	<b>396</b>	<b>163</b>	<b>559</b>	<b>+/- 5.0</b>
<b>Atlantic Provinces</b>	<b>9</b>	<b>268</b>	<b>89</b>	<b>357</b>	<b>+/- 6.1</b>
• New Brunswick		58	89	147	
• Prince Edward Island		62	0	62	
• Nova Scotia		79	0	79	
• Newfoundland		69	0	69	
<b>TOTAL</b>	<b>100</b>	<b>1,579</b>	<b>384</b>	<b>1,963</b>	<b>+/- 2.2</b>

### 3.4 DATA COLLECTION AND RATE OF RESPONSE OBTAINED

- All interviews were done by telephone, between January 5 and January 31, 2005, using our centralized (CATI = Computer Assisted Telephone Interviewing) system in Montreal.
  - Up to 8 calls were available before replacing a potential respondent.
  - Ten per cent of all interviews were completely validated.
- If calculations are made according to the AIRMS (l'Association de l'industrie de la recherche marketing et sociale) standard, the rate of response obtained is 34 per cent at the national level, after eight calls and without substitutions (see the following table).

## ADMINISTRATIVE REPORT ON CONTACTS MADE AND RATE OF RESPONSE OBTAINED\*

	Frequency	Total
<b>Telephone numbers generated</b>		<b>10,840</b>
<b>A. Invalid numbers</b>		<b>2,395</b>
- Out of service	2,186	
- Non residential	209	
- Secondary residence	0	
<b>B. Numbers not included in the sample</b>		<b>1,557</b>
- Language problems	212	
- Age and illness (disability)	322	
- Duplicates	2	
- Not eligible	1,021	
- Outside area / quota reached	0	
<b>C. Numbers in the sample where it was not possible to determine eligibility</b>		<b>3,576</b>
- No answer**	2,126	
- Refusal before establishing eligibility	1,450	
<b>D. Numbers in the eligible sample where it was not possible to complete the interview</b>		<b>1,349</b>
- Extended absence	133	
- Incomplete questionnaires	189	
- Interviews not completed	337	
- Refusal after eligibility established	690	
<b>E. Interviews completed</b>		<b>1,963</b>
<b>RATE OF RESPONSE CALCULATION:</b>		
$\frac{E}{C \times (E.R.)^{***} + D + E}$	=	<b>34 per cent</b>

\* Presented according to AIRMS (Association de l'industrie de la recherche marketing et sociale) standards.

\*\* For a number to be considered as "No answer", it must match a number that has always not responded during the entire data collection process. Thus, for example, an incomplete interview where there was no answer when called back should be considered as an "Incomplete interview" and not as "No answer".

\*\*\* Eligibility rate =  $\frac{D + E}{B + D + E}$  = **68 per cent**

### 3.5 QUESTIONNAIRE

- The telephone questionnaire was developed and translated by Créatec, in close co-operation with Canadian Heritage (**see Appendix**).
- The average length of each interview was 27 minutes.
- The questionnaire was pre-tested using a sample of 15 francophones and 15 anglophones, with each linguistic group including at least 10 respondents who were both readers and parents.
- With respect to opinions about reading, several items were taken from “standardized” instruments that we adapted to the Canadian context and the objectives of the survey (The *Rhody Secondary Reading Attitude Assessment* by Tullock-Rhody & Alexander, 1980 and the *Reader Self-Perception Scale* by Henck and Melnick, 1995).
- Opinion items are measured on a 5-item Likert scale (agree vs disagree) and lend themselves to factor analysis and other types of multivariate analyses (e.g. correspondence analysis, clustering, CHAID).
  - One of the great advantages of factor analyses is that they facilitate the creation of factors that are more reliable than direct responses to items. In fact, they enable attitudes to be revealed from a vast body of opinions, which also implies order and coherence in the presentation of and analysis on opinion results.

### 3.6 DATA PROCESSING

- The sample was weighted using the data gathered during the last census on age, gender, mother tongue and province so that it would reflect the target population. This weighting reduced the importance of the oversampling so that it would not distort results reported for the total sample.
- The results were then broken down into a list of relevant interrelated variables.
- All detailed tables that were produced were derived from a “computerized data compendium of tables” that was separate from the final report.
- Only summary tables are included in this report to support the descriptive analysis. They are included in a separate section entitled “Tables Showing Main Results”.

### 3.7 STATISTICAL ANALYSES

#### VARIABLES HIGHLIGHTED IN THE ANALYSES

- The most recent studies on reading habits all show that a small number of socio-demographic variables have a meaningful and substantial connection to reading behaviours. We have therefore chosen to focus on these variables in certain tables illustrating the characteristics of readers, what they read and what their reading habits and attitudes are. These variables are:
  - Gender
  - Age
  - Employment
  - Education level
- In addition, we have also included the following variables in order to provide a complete overview:
  - Milieu: urban vs. rural
  - Linguistic community: French vs. English
  - Living accommodations: property owner vs. renter
  - Region: British Columbia, the Prairies, Ontario, Quebec, Atlantic Provinces
- To complement the summary tables, we carried out a factor analysis on approximately twenty viewpoints/opinions about reading.

#### Factor analysis

- The purpose of the factor analysis is to summarize a vast array of opinions and perceptions using a smaller number of factors that are, in fact, the attitudes supporting the opinions.
  - It allows for the identification, without preconceptions, of the nature of these attitudes and for the calculation of attitudinal factors, which is helpful in facilitating more in-depth analyses on types of readers and buyers, for example. These attitudinal factors have been incorporated into the SPSS data bank used for the survey.
  - The factor analysis has been used in this survey mainly to provide a coherent framework for the presentation of opinion-item/ measurement results relating to reading and the description of various relevant subgroups.

### 3.8 CATEGORIZATION OF READERS

- The way in which readers are categorized varies somewhat in the surveys that we have examined, but the data collected for this survey allows for a great deal of flexibility in this respect. Indeed, readers may be categorized on the following bases:
  1. Time devoted to reading per week (length: measured in hours);
  2. Number of books read per year (quantity: measured in units);
  3. Reading regularity (frequency: measured in frequency categories. E.g.: less than once per month).



- One basis often encountered is that where groups of readers match the number of books read (amount):

→ For purposes of this report, three categories of readers have been created based on the number of books read over the last 12 months, as shown in the table below.

**READERS**

Categories	Number of books read (Last 12 months)
◇ <b>Light</b> readers	1-11 books
◇ <b>Moderate</b> readers	12-49 books
◇ <b>Heavy</b> readers	50 books and more

- Another basis often encountered consists of grouping readers by their reading frequency.

→ For purposes of this report, two reader categories have been created on the reading frequency reported over the last 12 months, as set out in the following exhibit.

**READERS**

Categories	Reading frequency (Last 12 months)
◇ <b>Regular</b> readers	Every day or almost every day
◇ <b>Occasional</b> readers	A few times per week or less often

### 3.9 CATEGORIZATION OF READING GENRES

- Most surveys base their reading measurement indicator on “all” book genres; others make the distinction between reading for relaxation or pleasure and compulsory reading (for studying, work). A number of other studies have focused particularly on the rate of reading of literary materials

- In this report, the description of reading habits, readers and factors related to reading activity and content encompasses all reading-for-pleasure book genres (and excludes reading for school or for employment).

→ At the beginning of the interview, the time devoted to “compulsory” reading was requested, which facilitated the making of certain analyses for those who might be interested.

→ The greater the level of detail captured for genres of books read, the more subtle analyses can be carried out (e.g.: literary vs. non-literary, novels vs non-fiction, etc.). For purposes of this report, we have, in some analyses, chosen the dominant reading practice (read most often) of the overall literary genre, which includes :

- Novels (all types)
- Poetry
- Essays
- Drama



**PRINCIPAL TYPES OF READERS FEATURED IN THE REPORT**

- In our analyses and in most of the tables, our interpretation of the data makes most frequent use of the “heavy” reader segment (50 books and more), the “regular” reader segment (virtually every day) and the segment of the mainly literary readers (they read literary materials most often).

**3.10 CATEGORIZATION OF BUYERS**

- Buyers of books for pleasure have been grouped into three categories by number of books purchased (new or used) over the last 12 months.

<b>BUYERS</b>	
Categories	Number of books bought (Last 12 months)
◊ <b>Light</b> buyers	1-5 books
◊ <b>Moderate</b> buyers	6-11 books
◊ <b>Heavy</b> buyers	12 books and more

- In the report and tables, it is generally these types of buyers that one encounters.

**3.11 CATEGORIZATION OF NON-READERS**

- The non-readers who took part in the survey were broken down into three groups according to their professed reading preferences and their stated reading skills.

<b>NON-READERS</b>	
1.	<b>Reluctant non-readers:</b> non-readers who do not like to read at all and claim to have no trouble reading
2.	<b>Dormant readers:</b> non-readers who like to read occasionally, depending on what they have to read, and who do not claim to have trouble reading
3.	<b>Low literacy non-readers:</b> respondents who say they have trouble reading

- Because of the low number of non-readers in the sample (n=265), this segmentation was not used very much in the interpretation of the data.

**GENERAL TYPES OF RESPONDENTS BY THEIR READING HABITS OF BOOKS FOR PLEASURE**

- The following table provides percentages showing the rates of the main categories of readers used in the report.



### RATES OF MAIN TYPES OF READERS USED IN REPORT

POPULATION 16 YEARS +		%
◇	Readers of books for pleasure (%) – Last 12 months <sup>1</sup>	87
◇	Literary readers (%) – Last 12 months	79
◇	Mainly literary readers (%) – Last 12 months	44
◇	Buyers of books for pleasure (%) – last 12 months <sup>2</sup>	81
◇	<b>Types of readers by number of books read – Last 12 months <sup>3</sup></b>	
–	Non-readers: no books	13
–	Light readers: 1-11 books	46
–	Moderate readers: 12-49 books	28
–	Heavy readers: 50 books and more	13
◇	<b>Types of readers by reading frequency – Last 12 months <sup>4</sup></b>	
–	Occasional readers: a few times per week or less often	33
–	Regular readers: every day or almost	54
◇	<b>Types of non-readers</b>	
–	Low literacy non-readers <sup>5</sup>	4
–	Reluctant non-readers <sup>6</sup>	2
–	Dormant readers <sup>7</sup>	7
◇	<b>Types of buyers</b>	
–	Light buyers (1-5 books)	27
–	Moderate buyers (6-11 books)	20
–	Heavy buyers (12 books and more)	34
–	Non-buyers	19
◇	<b>Enjoyment of reading</b>	
–	I don't like to read at all	3
–	I like to read a little	14
–	I like to read some of the time	39
–	I like to read very much	43

N.B. All the results in this table are based on the total sample.

<sup>1</sup> Read at least one book for pleasure over the last 12 months

<sup>2</sup> **Q8.1** Approximately, how many books, new or used, have you bought in the last 12 months? Include books bought for leisure reading for yourself, for others or as a gift. Do not include magazines or newspapers.

<sup>3</sup> **Q3.7** Over the past 12 months, approximately how many books have you read completely or partially for leisure, whether these books were purchased or borrowed, new or used, printed or electronic? (Approximately / if the respondent cannot recall number PROMPT with: Do you think that you've read between 1- 5, 6-15, or more than 15 books? – Use these categories only if no number given top-of-head (sic))

<sup>4</sup> **Q3.6** How often do you read books for leisure, even if only a few sentences at each occasion?

<sup>5</sup> **Low literacy non-readers:** current non-readers who say they have trouble reading. Trouble reading is determined by agreeing with at least one of the items in 5.1.2 (I think that my reading skills limit my career prospects and advancement) and 5.1.4 (I cannot read very well)

<sup>6</sup> **Reluctant non-readers:** current non-readers who claim to have no difficulty reading but who do not like to read at all.

<sup>7</sup> **Dormant readers:** current non-readers who claim to have no difficulty reading and who like to read, even if only occasionally.



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READING AND BUYING BOOKS FOR PLEASURE – 2005 NATIONAL SURVEY -





## 4. DETAILED RESULTS

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READING AND BUYING BOOKS FOR PLEASURE – 2005 NATIONAL SURVEY -



## 4.1 READING HABITS

*This chapter deals with reading habits, namely:*

- ◇ *rates of reading and types of readers;*
- ◇ *characteristics of readers;*
- ◇ *book genres read;*
- ◇ *time spent reading books;*
- ◇ *language of reading.*

*Unless indicated otherwise, the results pertain to books for pleasure, which excludes all job- and school/studying-related reading activities, or the reading of magazines and newspapers.*

### 4.1.1 RATE OF READING

- The rate of reading measures incidence (at least one book) and not amount (number of books or hours devoted to reading). Therefore, it cannot by itself summarize the state of things or any trend whatsoever.
- **Eighty-seven per cent** of the total sample states they have read at least one book for pleasure, even if this means only part of one, over the last 12 months. Therefore, it is this percentage that we are referring to when we speak of **readers of books for pleasure**, regardless of the regularity or intensity of their reading habits. (*For further details, refer to **Table 1** in the summary table section.*)
  - This rate is statistically identical to that recorded in the survey *Reading in Canada 1991* (84 per cent).
    - However, it is a far higher rate than that reported in the *National Endowment of the Arts (NEA)*<sup>1</sup> for the American population in 2002 (57 per cent).
  - Therefore, thirteen per cent of all respondents are non-readers of books for pleasure.
  - This overall result would suggest that since 1991, the proportion of Canadians who have read a book for pleasure every year has remained the same, and therefore the rate of non-readers of books for pleasure has remained stable over the last 15 years.
- **Fifty-four per cent** of the total sample is composed of **regular readers**, that is respondents who said they read a book for pleasure virtually every day (*see **Tables 2 and 3** in the summary table section.*)

<sup>1</sup> *Reading at Risk: A Survey of Literacy Reading in America. June 2004. Results based on the 2002 Survey of Public Participation in the Arts (SPPA), a supplementary survey to the census, involving individuals 18 years of age and older.*

- It is the same proportion (54 per cent) as that found<sup>1</sup> in the survey carried out in 1999 by the Institut de la statistique du Québec (ISQ).
  - One out of three Canadians (33 per cent) is an occasional reader.
- The table below summarizes reading rates recorded by the survey taking reading frequency into consideration. They do not take into account either the number of books read, or the genre of the books read.

**RATE OF READING OF BOOKS FOR PLEASURE BY FREQUENCY**

Last 12 months	Total Canada %	Readers %
▪ Readers of books	87*	100
→ Regular	54	62
→ Occasional	33	38
▪ Non-readers of books	13	---

\* *Read: 87% of the total sample has read at least one new or used book (or part thereof).*

- The number of books read for pleasure **averages out to 16.8 books** (19.3 books if only readers are taken into account and 26.7 books for each regular reader). Our findings show that a small group of heavy readers greatly affects this average: **13 per cent** of the total sample stated they read **at least 50 books** over the last 12 months (an average of 74 books for this group of avid readers, who constitute 17 per cent of all readers – see **Table 2** in the summary table section).
  - The median number, which separates the sample into two equal parts, amounts to precisely 7 books.
  - The rate of heavy readers recorded in this survey is similar to that reported by the ISQ study for Quebec (17 per cent of readers).
  - Compared to the 1991 survey (24.4 books), the average for this year (16.8 books) is significantly lower. If only the quantity of books read reported by respondents in 1991 and those reported for this year are taken into consideration, one might conclude that Canadians' reading habits have deteriorated over the last 15 years. Such a conclusion would be a false one. Any discrepancy or anomaly in this type of data must be validated by other findings and other studies since:
    - The 1991 survey was self-administered and conducted by mail, which undoubtedly excluded more low literacy or poorly educated persons compared to this telephone survey that required no reading or writing skills. This exclusion, which was more marked in 1991, might alone

<sup>1</sup> *État des lieux du livre et des bibliothèques. 2004 (State of Book Outlets and Libraries, 2004), a project of the Observatoire de la culture et des communications du Québec, ISQ. Although this survey focused only on Quebec and the question of reading frequency was treated differently (in this study, a regular reader was one who claimed to read "often"), it nevertheless provides useful reference material.*

explain a large part of the difference between the two average figures for books read over the period of a year.

- The average number of books read is a volumetric figure reported directly by respondents and thus depends on what they can remember of the last 12 months.
- Assuming that the drop in the number of books read annually between 1991 and the present indicates a true decline in reading in Canada, this decrease would be very low as all the other indicators (hours devoted to reading, reading rates, heavy reader rates) show no variation between the two surveys.
- Thus, despite the tremendous growth in Internet use, which did not exist in Canadian households in 1991, it can be assumed at the worst that reading habits have been little affected. As we shall see further on, it would appear that television viewing has been most affected by the great impact of the Internet.
- **Seventy-nine per cent** of the total sample have read at least one book belonging to the **“literary” genre**<sup>1</sup> and **44 per cent** state they read mainly / most often literary works.
  - Accordingly, slightly less than half (44 per cent) of Canadians read “literature” most often whenever they read for pleasure. They represent half (51 per cent) of all readers. Their average number of books read annually amounts to 23.3 books, which is nearly 2 books per month.
  - The percentage of readers having read at least one literary work (79 per cent) is much higher (47 per cent) than what the SPPA 2002 survey on the population of the United States reported (published by the NEA in 2004).<sup>2</sup> These results could lead one to assume that the difference in reading rates between the two countries could be due to a difference in enthusiasm for literary materials.
  - There is little connection between reading regularity and the propensity to read literary materials. Hence, whereas half (51 per cent) of all readers read mainly literary works, only a slightly larger proportion of regular readers (55 per cent) read them.
  - On the other hand, the correlation between mainly literary readers is much greater with the amount of books read than it is with reading frequency. Thus it has been observed that 68 per cent of heavy readers read mainly literary materials versus 51 per cent for readers as a whole.

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<sup>1</sup> *All genres of novels, essays, drama and poetry anthologies.*

<sup>2</sup> *In addition, the American rate was not limited only to books, but included any source of literary texts e.g. magazines, newspapers, etc.).*



**READING RATES OF BOOKS FOR PLEASURE BY CONTENT AND AMOUNT**

Last 12 months	Total Canada %	Readers %
▪ Readers of books	87*	100
▪ Mainly literary readers	44	51
▪ Mainly non-literary readers	43	49
▪ Light readers (1-11)	46	52
▪ Moderate readers (12-49)	28	33
▪ Heavy readers (50 +)	13	17

- *Read: 87% of the total sample has read at least one new or used book (or part of one).*

**4.1.2 READING TALKING BOOKS**

- **Ten per cent** of the overall sample claims to have read for pleasure at least one book on cassette or CD over the last 12 months (*see Table 2 in the summary table section*).
  - This rate is remarkably high among heavy readers (18 per cent) and remarkably low among official language francophones (6 per cent).
  - Very few books using this format are read: an annual average of 0.6 of a book, very similar to the figure recorded in 1991 (0.7 of a book).

**4.1.3 READING ELECTRONIC BOOKS**

- **Eleven per cent** of the total sample claims to have read for pleasure at least one online book/ e-book over the last 12 months (*see Table 2 in the summary table section*).
  - This rate varies little by type of reader and linguistic community.
    - Very few electronic books are read: an annual average of 0.6 of a book (not recorded in 1991).
  - By comparison, the SPPA survey carried out in 2002 in the United States reported a 9 per cent rate of readers of electronic books, which is equivalent to the rate noted in this survey for Canadians.
- These overall findings on reading rates would suggest:
  1. that Canadians' involvement with reading has not changed or has changed very little since 1991 and that the only impact that the rapid spread of the Internet might have had is on the decrease in the number of books read;
  2. that Canadians are much more drawn to literary materials than their American counterparts, which would explain in large part the difference in the reading rates between the two countries;
  3. that the propensity to read literary materials is much more correlated with the amount of reading rather than reading regularity.

#### 4.1.4 READING AND SOCIAL BACKGROUND

- *Note: When differences in reading behaviour by a particular socio-demographic variable are examined in isolation, it should always be borne in mind that this variable may be correlated with one or even several other variables, and that after having taken into consideration their interaction, the importance of the variable may be greatly reduced, to the extent that it is no longer significant.*
  - *In order to determine the real importance of the relation of one socio-demographic variable to reader behaviour, appropriate analyses must be undertaken, including those used to detect interaction between and net effects of variables.*
  - *Therefore, the differences outlined in the following pages should be interpreted judiciously. Nevertheless, the overall differences will facilitate understanding the interest in reading as described in this survey.*
- Taken as a whole, a close examination of the readers' profile, regardless of the basis of reader types used in the analysis, confirms what all studies on the question have reported for many years with respect to the strong correlation between reading habits, gender, education level and geography (see **Table 2** in the summary table section).
  1. Readership is clearly dominated by women;
  2. Education level is strongly correlated with reading habits;
  3. Francophones have the lowest reading rates, when compared to anglophones (thus, the rates found in Quebec are the lowest of all the provinces).

#### Reading by gender

- Although during a given year the great majority of men read, even if only occasionally, fewer of them read regularly compared to women, they read far fewer books and definitely tend not to read literary materials.
  - These findings would suggest that the market for books for pleasure is mainly feminine and that men and women have their own reading genres to a certain extent.
- The next two tables provide a summary of reading rates and reader profile by gender. As can be observed, a large majority of women read regularly (65 per cent), read mainly literary materials (55 per cent) and very few (7 per cent) do no reading at all. In fact, women make up slightly more than 6 regular readers out of 10 (61 per cent), and likewise slightly more than 6 mainly literary readers out of 10 (63 per cent) and a large majority of heavy readers (71 per cent).
  - By comparison, a higher proportion of men never read (18 per cent) and significantly less than half read mainly literary materials (33 per cent) or read regularly (43 per cent).
  - Among heavy readers, there are twice as many women as men.

**RATE OF READING BY GENDER**

	Total Canada %	Men %	Women %
▪ Readers of books	87*	82	93
▪ Regular readers of books	54	43	65
▪ Mainly literary readers	44	33	55
▪ Heavy readers	13	8	19

\* *Read: 87 per cent of the total sample are readers.*

**TYPES OF READERS BY GENDER**

	Men (49%)	Women (51%)	Total (100%)
▪ Readers of books	46*	54	100
▪ Regular readers of books	39	61	100
▪ Mainly literary readers	37	63	100
▪ Heavy readers	29	71	100

\* *Read: 46 per cent of all readers are men.*

Reading by age

- On the whole, there is little difference in reading rates among various age groups. There does not appear to be a significant generational factor that would indicate that the youngest read less than the oldest people. The same observation was also made in the “*Reading in Canada 1991*” survey.
  - The rate of regular readers varies from a low of 51 per cent in the 25-34 age group to a high of 59 per cent in the 35-44 age group. The variation in the reader rate (at least one book) is still smaller, varying from 85 to 90 per cent.
  - The regular reader rate for the 16-24 age group (53 per cent) and that for the 65 and over age group (57 per cent) is fairly comparable.
- Although there is no noticeable generation gap with respect to reading rate and regularity of reading, we have nevertheless found some characteristics of reading habits that are closely associated with age.
  - There is a definite tendency to read a larger number of books from the age of 55 onwards, a group in which 23 per cent of heavy readers are found, whereas in the 16-24 age group the proportion is only 8 per cent. Moreover, the amount of books read regularly increases with age.
  - Not only do older people read more books than younger people, but their preferences are also very different. Thus, whereas the majority of those aged 16 to 24 read mainly literary material (54 per cent), this is not the case with those 55 years of age and older (42 per cent).





- The next two tables provide a summary of the principal rates of reading by age. Here it can be seen:
  - that those aged 16 to 24 are the only ones where the tendency to read literary works for pleasure is higher than their proportion of the population. While they compose 15 per cent of the total sample, 18 per cent are mainly literary readers;
  - that those aged 55 and older, who in terms of number are only 28 per cent of the population, clearly have a great impact on the market for books for pleasure since they constitute 41 per cent of heavy readers.

**RATES OF READING BY AGE**

	Total Canada %	16-24 %	25-34 %	35-44 %	45-54 %	55 + %
▪ Readers of books	87*	91	89	87	86	86
▪ Regular readers of books	54	53	51	59	52	55
▪ Mainly literary readers	44	54	40	43	43	42
▪ Heavy readers	13	7	13	11	13	23

\* Read: 87 per cent of the total sample are readers.

**TYPES OF READERS BY AGE**

	16-24 (15%)	25-34 (17%)	35-44 (21%)	45-54 (19%)	55 + (28%)	Total (100%)
▪ Readers of books	16*	17	20	19	28	100
▪ Regular readers of books	15	16	22	18	15	100
▪ Mainly literary leaders	18	15	20	19	27	100
▪ Heavy readers	8	16	16	18	41	100

\* Read: 16 per cent of all readers are aged 16 to 24.

Reading by education level

- While the basic reading rate over the last 12 months and education level do not seem to be connected, the connection with the regular reading rate, mainly literary readers and the number of books read is fairly obvious, all of which are highly contrasted behaviour factors that are correlated with education level.<sup>1</sup>
  - While only half of respondents who have not completed their post-secondary education (48 per cent) regularly read books for pleasure, a substantial majority of those who have completed college (59 per cent) and a large majority of those who have completed university (66 per cent) are regular readers.

<sup>1</sup> In 1991, the survey "Reading in Canada 1991" expressed surprise at the absence of a relationship between education level and reading. In order to see a connection, one must go beyond the basic reading rate and study reading regularity and reading volume, for example.

- There is a clear trend towards reading literary materials and reading diligently that becomes evident as soon as university studies are completed: half of university graduates (50 per cent) are mainly literary readers (versus 43 per cent in the other categories) and 20 per cent are heavy readers (versus 14 per cent on average in the other categories).
- More broadly speaking, the results confirm that being less educated is not synonymous with being a non-reader. Indeed, 48 per cent of all respondents who have not completed post-secondary education are regular readers (83 per cent read at least once a year), and even 13 per cent of them are heavy readers.
  - The interest in reading is perhaps not as strong at this lower education level but it is nonetheless still present. It will be noted that a remarkable number of the least educated people (38 per cent) say they greatly enjoy reading for pleasure.
  - The difference between the official statistics<sup>1</sup> on the rate of literacy of Canadians and the reading behaviours observed, both in 1991 and this year, led us to make the distinction between literacy (the ability to read, understand and use information) and enjoying reading.
    - There is a real difference between “instrumental” reading and “expressive” reading or reading for pleasure;
    - A large proportion of individuals, despite their limited reading ability, derive nevertheless a certain amount of enjoyment out of reading, probably by reading easy texts dealing with a familiar context.
    - Thus, this survey and the “*Reading in Canada 1991*” survey show that a sizeable number of Canadians supposedly with an aversion to the written word are in fact devoted to reading for pleasure.
- These findings suggest that a substantial market exists for books for pleasure whose simple, concrete and familiar content provides enjoyment to a considerable proportion of Canadians with a low level of education (especially when their proportion of the population is taken into account: 54 per cent stated that they have not completed any post-secondary education).
- The next two tables summarize the main indicators of reading behaviours by education level. We have observed that:
  1. Although reading rates are significantly lower among less educated people, since they comprise the majority of Canadian adults, they also represent the most numerous category of readers, among both regular readers (48 per cent) or even among heavy readers (44 per cent).

<sup>1</sup> *It should be remembered that within the Canadian population, Statistics Canada has established that 22 per cent of adults have serious problems understanding the most elementary documents encountered in daily life and that another 26% are only able to read, understand and use simple texts where the format is clear and the context is familiar to them.*



2. Although reading rates are significantly higher among those who have completed university, because they represent a minority of Canadian adults, this category of reader constitutes the smallest segment, in terms of regular readers (22 per cent), volume of books read (27 per cent of heavy readers) and even for mainly literary readers (20 per cent).

#### READING RATES BY EDUCATION LEVEL

	Total Canada %	College not completed %	College completed %	University completed %
▪ Readers of books	87*	83	92	94
▪ Regular readers of books	54	48	59	66
▪ Mainly literary readers	44	43	43	50
▪ Heavy readers	13	11	14	20

\* Read: 87 per cent of the total sample are readers.

#### TYPES OF READERS BY EDUCATION LEVEL

	College not completed (54%)	College completed (28%)	University completed (18%)	Total (100%)
▪ Readers of books	52*	29	19	100
▪ Regular readers of books	48	30	22	100
▪ Mainly literary readers	52	27	20	100
▪ Heavy readers	44	29	27	100

\* Read: 52 per cent of all readers of books have not completed high school

#### Reading rates by region

- This survey confirms the finding contained in the "Reading in Canada 1991" survey that reported that reading for pleasure was a less popular activity in Quebec than anywhere else in the country.
  - Indeed, it is in Quebec that one finds the lowest rate of regular readers in the country (46 per cent) whereas it is above 50 per cent everywhere else, peaking at 59 per cent (B.C.) and 60 per cent (the Prairies) in the Western Provinces.
  - It is also in Quebec where the lowest proportion of mainly literary readers is found (37 per cent) whereas it varies from 43 to 48 per cent elsewhere.
- These data on reading behaviours by geographical location can be linked to data according to linguistic community. We shall see later that not only is reading books for pleasure less widespread among francophones: it is definitely the lowest among francophones outside of Quebec.
- While Quebec is characterized by reading rates for all types of readers that are less than its demographic weight in the Canadian population, other provinces are characterized by a noteworthy proportion of certain types of readers.
  - Ontario: the greatest tendency to read mainly literary material (48 per cent of respondents from Ontario).

→ Western Provinces: the strongest tendency to read diligently (36 per cent of respondents from B.C. and the Prairies are heavy readers, whereas they constitute 30 per cent of the sample).

- The next two tables summarize the main indicators of reading behaviours by geographical location.

**RATES OF READING BY REGION**

	Total Canada %	B.C. %	Prairies %	Ontario %	Quebec %	Atlantic %
▪ Readers of books	87*	90	88	89	84	84
▪ Regular readers of books	54	59	60	55	46	53
▪ Mainly literary readers	44	45	43	48	37	44
▪ Heavy readers	13	17	16	12	12	15

\* Read: 87 per cent of the total sample are readers.

**TYPES OF READERS BY REGION**

	B.C. (13%)	Prairies (17%)	Ontario (39%)	Quebec (24%)	Atlantic (7%)	Total (100%)
▪ Readers of books	13*	17	40	23	7	100
▪ Regular readers of books	14	18	39	20	7	100
▪ Mainly literary readers	13	16	43	20	7	100
▪ Heavy readers	16	20	35	20	8	100

\* Read: 13 per cent of all readers are respondents from B.C.

### Reading rates by employment status

- On the whole, employment status is not correlated with reading regularity: whether one is a student (53 per cent read regularly), active in the workforce (53 per cent) or inactive (56 per cent), this appears to have little influence on regular reading.
  - However, the number of books read and mainly literary reading are correlated with employment status.
- Students have a marked tendency to read mainly literary materials (56 per cent) whereas with other respondents, the fact that they are active in the workforce or inactive does not seem to be connected with reading this type of material (44 per cent and 41 per cent, respectively).
  - On the other hand, students read fewer books for pleasure: only 7 per cent of them are heavy readers.
- It is respondents who are not active in the workforce (and are not students) who report the greatest inclination to read a lot of books (21 per cent of them are heavy readers).



- The next two tables provide a summary of reading habits by employment status.

#### RATES OF READING BY EMPLOYMENT STATUS

	Total Canada %	Active %	Inactive %	Students %
▪ Readers of books	87*	87	85	97
▪ Regular readers of books	54	53	56	53
▪ Mainly literary readers	44	44	41	56
▪ Heavy readers	13	10	21	7

\* Read: 87 per cent of the total sample are readers.

#### TYPES OF READERS BY EMPLOYMENT STATUS

	Active (59%)	Inactive (30%)	Students (10%)	Total (100%)
▪ Readers of books	59*	30	11	100
▪ Regular readers of books	58	32	10	100
▪ Mainly literary readers	59	28	13	100
▪ Heavy readers	47	48	6	100

\* Read: 59 per cent of all readers of books are active in the workforce.

#### Reading rates by mother tongue

- We have previously noted that reading rates were lower in Quebec. Related to this observation, we have observed that native French speakers report lower reading rates than their anglophone fellow citizens and that their rates are comparable to those having a foreign mother tongue.
  - Thus, while 59 per cent of native English speakers state that they regularly read books for pleasure, the figure for francophones is 45% and that for those whose mother tongue is neither English nor French is 44 per cent.
  - Forty-eight per cent of native English speakers read literary materials most often whereas the figures are 37 per cent for francophones and 40 per cent for those whose mother tongue is neither English nor French.
  - Speaking a foreign language at home or being bilingual has little or no connection to reading rates.

#### Reading rates by main official language

- As in the case of mother tongue, reading rates of books for pleasure by main official language are closely correlated with reading rates: those with French as their official language state that they are regular readers (43 per cent) much less often than those with English as their main official language (57 per cent).
  - Thus the average number of books read by francophones (13.9) is markedly lower than that of anglophones (17.6).

- The oversampling of Canadians whose main official language is in the minority facilitates the finding of further links that may exist between language and reader behaviours. Thus we have found that living in a francophone community outside of Quebec is strongly associated with a tendency to read books for pleasure, literary works and books as a whole much less often (see **Tables 3 and 4** in the summary table section).
- Only 31 per cent of francophones outside of Quebec read books regularly versus 55 per cent of other respondents. Only 3 per cent of francophones outside Quebec are heavy readers of books for pleasure versus 14 per cent of other respondents.
  - Francophones outside Quebec are decidedly less inclined to read literary material. Only 29 per cent read mainly this book genre for pleasure compared to 39 per cent of anglophones in Quebec and 45% of those living in an official-language majority community.
- As for anglophones in Quebec, they say they read as regularly (55 per cent) and have as many heavy readers (12 per cent) as the average for respondents living in an official-language majority community (55 per cent and 14 per cent respectively).
  - It is therefore not surprising that the number of books read annually reported by francophones outside of Quebec is extremely low (9.3) compared to Quebec anglophones (15.8) and those living in an area where their official language is in the majority (17.1).
- The next two tables provide the main reading rates by language.

**READING RATES BY LANGUAGE**

	Total Canada %	Mother tongue			Main official language		
		English %	French %	Other %	Major. %	Franco outside Quebec %	Anglo in Quebec %
▪ Readers of books	87*	89	84	84	88	79	81
▪ Regular readers of books	54	59	45	44	55	31	55
▪ Mainly literary readers	44	48	37	40	45	29	39
▪ Heavy readers	13	14	11	13	16	4	14

▪ Average number of books read	16.8	18.0	14.5	14.4	17.1	9.3	15.8
▪ Median of books read	7.0	8.0	6.0	5.0	8.0	5.0	6.0

\* Read: 87 per cent of the total sample are readers.

**TYPES OF READERS BY LANGUAGE**

	Mother tongue			Main official language			Total (100%)
	English (66%)	French (20%)	Other (15%)	Major. (93%)	Franco outside Quebec (2%)	Anglo in Quebec (5%)	
▪ Readers of books	67*	19	14	94	2	4	100
▪ Regular readers of books	71	17	11	94	1	5	100
▪ Mainly literary readers	70	17	12	95	1	4	100
▪ Heavy readers	69	17	13	95	1	4	100

\* Read: 67 per cent of all readers of books have French as their mother tongue.

- It will be observed that among non-readers belonging to an official-language minority community (francophones outside Quebec or anglophones in Quebec) most can be regarded as being “dormant” readers, that is non-readers who claim to have no trouble reading and enjoy reading, even if only occasionally.
  - This is the trend with francophones outside Quebec, where 8 non-readers out of 10 show characteristics of “dormant” readers. This type of non-reader constitutes 17 per cent of all francophones outside Quebec included in the sample. The following table illustrates this point.

**TYPES OF NON-READERS BY LINGUISTIC COMMUNITY**

	Total Canada %	Main official language		
		Majority %	Franco outside Quebec %	Anglo in Quebec %
Non-readers	13*	12	21	19
▪ Low literacy	4	4	3	6
▪ Reluctant	2	2	1	2
▪ Dormant	7	6	17	11

\* Read: 13 per cent of the total sample are non-readers of books.

#### Reading by family income

- Education level and income are highly related characteristics. It is therefore logical to ascertain that some differences in reading habits by income are similar to those observed according to education level.
  - The most affluent read more regularly and read more literature than other respondents do.
  - On the other hand, they do not read more books. The amount of reading is therefore influenced more by education than income.
- We will see further on, in the chapter about book buying, that income is a factor more closely associated with buying characteristics than reading characteristics.
- The next two tables provide a summary of reading habits by family income.

**READING RATES BY INCOME**

	TOTAL Canada %	FAMILY INCOME	
		< \$60 K %	\$60 K + %
◇ Readers of books	87*	87	92
◇ Regular readers of books	54	51	60
◇ Mainly literary readers	44	42	51
◇ Heavy readers	13	14	12

\* Read: 87 per cent of all respondents in the sample are readers of books.

TYPES OF READERS BY INCOME

	< \$60 K (49%)	\$60 K+ (31%)	No response (20%)	Total (100%)
◇ Readers of books	49*	33	18	100
◇ Regular readers of books	46	35	19	100
◇ Mainly literary readers	46	36	18	100
◇ Heavy readers	50	29	21	100

\* Read: 49 per cent of all respondents in the sample stated they had a family income of less than \$60 K.

Reading rates and Internet use

On the whole, 70 per cent of those surveyed said they have Internet access at home, 72 per cent among readers, 57 per cent among non-readers and 74 per cent among buyers of books. Those with an Internet connection use it at home an average of 7.9 hours per week.

- On the whole, there is a sharp contrast in reading rates between those using the Internet at home (63 per cent say they use it) and those who do not use it (37 per cent). But among Internet users, the amount of time they access it or their connection speed has little or no influence on reading rates.
- The results indicate that there is a positive correlation between Internet use at home and reading rates: respondents with an Internet connection read more regularly than those without one.
  - This significant finding is perhaps mirroring another correlation: Canadians who currently do not have the Internet at home are probably among the least educated members of the public.
  - However, this important observation does not lead us to conclude that the Internet encourages people to read books. The positive correlation made here does not indicate that without the Internet, connected respondents would read less or less regularly. It does not indicate either that because of the Internet, connected respondents read more books for pleasure. Other surveys will have to be carried out to determine what effect the Internet may have had on reading habits.
- The next two tables summarize main reading rates by home Internet use. We note that:
  1. A substantial majority of users (between 55 and 60 per cent depending on their number of hours of Internet use) are regular readers compared to only 48 per cent of non-users.
  2. Non-users of the Internet at home are definitely less inclined to read literary materials (36 per cent) than light users (47 per cent) or heavy users of the Internet (52 per cent), which is a good illustration of the possible effect of education.





- These findings suggest that advertising or information on the Web about books for pleasure may reach the vast majority of regular readers and mainly literary readers.
3. Although non-users of the Internet at home read substantially less regularly than users, they read nonetheless, and their proportion among regular readers is not insignificant.
- In fact, they compose 33 per cent of all regular readers.
  - This finding shows that a substantial reader segment is not able from home to buy, inquire about or obtain information on books for pleasure through the Internet.

#### READING RATES BY INTERNET USE

	Total Canada %	Non-users %	The Internet at home	
			6 hours or less per week %	More than 6 hours per week %
▪ Readers of books	87*	83	89	92
▪ Regular readers of books	54	48	60	55
▪ Mainly literary readers	44	36	47	52
▪ Heavy readers	13	14	13	14

\* Read: 87 per cent of the total sample are readers.

#### TYPES OF READERS ACCORDING TO THEIR INTERNET USE

	Non-users (37%)	6 hours or less per week (38%)	More than 6 hours per week (25%)	Total (100%)
▪ Readers of books	36*	38	26	100
▪ Regular readers of books	33	42	25	100
▪ Mainly literary readers	31	39	30	100
▪ Heavy readers	36	37	27	100

\* Read: 36 per cent of all readers do not use the Internet at home.

#### 4.1.5 OTHER CHARACTERISTICS OF READERS

- Among other important socio-demographic variables, there is little or no correlation with reading rates in the case of (*refer to **Table 2** in the summary table section*):
  - urban or non-urban milieu;
  - owner or renter of their place of residence;
  - type of household.
- There is, however, a significant correlation with two other variables:

1. belonging to a visible minority: respondents who stated that they are part of a visible minority are substantially less likely to read regularly (46 per cent) and to read mainly literary materials (32 per cent) than the other respondents (56 per cent and 46 per cent respectively);
2. family income: respondents reporting a family income greater than \$60,000 also claim to read regularly more often (60 per cent) and literary materials more often (51 per cent) than respondents with a family income less than this amount (51 per cent and 42 per cent respectively). Note that family income and education level are two correlated variables.

#### 4.1.6 HOURS DEVOTED TO READING AND OTHER LEISURE ACTIVITIES

- *It should be remembered that all volumetric data presented in this report come from the statements of respondents and not from factual observations, such as those contained in a notebook or diary. Thus, it is possible that some activities may be overestimated, others underestimated, and that some may be undertaken simultaneously, which makes taking them into account in the survey problematic (for further details, see **Table 5** in the summary table section).*
  - *Despite this substantial limitation, the statements of respondents give a good idea about the part played by the activities surveyed in their leisure time. These data are also useful for examining differences according to various categories and for eventually detecting trends over time.*
- On average, respondents told us that they spent about **four and a half hours** (4.6 hours) per week reading books for pleasure, which is comparable to the average recorded in 1991.<sup>1</sup>
  - Among readers, the average amount of time devoted to reading each week is 5 hours and almost 7 hours for regular readers.
  - Half of all respondents read books for pleasure for more than 3 hours every week.
- If reading books for work or school is added to reading books for pleasure, the weekly average increases to almost 9 hours (8.7 hours).
  - On average, respondents spend almost as much time reading for work or school (nearly 4 hours) as they do for pleasure (four and a half hours).
- If one combines the time spent reading books, magazines, newspapers and Internet material, it can be estimated that respondents spend, on average, 19 hours per week (19.1 hours) reading all kinds of material, be it for work, school or simply for pleasure.
  - Thus, reading books for pleasure takes up about 20 per cent of all the time devoted to all kinds of reading.

<sup>1</sup> *In the 1991 survey "Reading in Canada 1991", an average of 4.4 hours was recorded during the week before the survey.*



- Those who do not read books for pleasure nevertheless spend nearly 9 hours per week (8.8 hours) reading other things.
- Compared to other activities, the reading of all kinds of material takes up a little less time per week (19.1 hours) than audiovisual activities such as television, movies, videos and music (23 hours), but much more than cultural or artistic activities (7 hours).
  - For readers of books for pleasure, the difference between time spent on all kinds of reading (20.2 hours) and that devoted to audiovisual activities (22.4 hours) is slight.

**AVERAGE NUMBER OF HOURS PER WEEK SPENT READING BY TYPE OF READER**

	Total	Readers	Non-readers	Regular readers	Heavy readers	Mainly literary readers
▪ Reading books for pleasure	4.6*	5.1	0	6.8	10.5	6.1
▪ Reading books (pleasure, work, school)	8.7	9.4	2.2	11.5	14.6	10.1
▪ Reading of all kinds (books, newspapers, magazines, Internet)	19.1	20.2	8.8	22.8	25.1	20.7
▪ Audiovisual activities (TV, videos, movies, music)	23.0	22.4	27.4	22.4	23.8	22.0
▪ Social, cultural or artistic activities	7.0	7.3	4.9	8.3	9.6	7.1

\* *Read: On the basis of the total sample, there is an average of 4.6 hours per week spent reading books for pleasure.*

- As in the 1991 survey, respondents this year spent more time reading books for pleasure (4.6 hours) than reading magazines (1.6 hours) or newspapers (2.6 hours).
  - In fact, respondents spend as much time reading books for pleasure as they do reading magazines and newspapers combined (4.2 hours).
- The following table compares certain findings for this year with those found in the 1991 survey *"Reading in Canada 1991"*.
  - The comparison would suggest that the amount of reading of books for pleasure has not changed significantly over the past 15 years. On the other hand, the amount of time spent reading newspapers and magazines would appear to have declined, as well as the time devoted to audiovisual activities, which would suggest that the Internet is the cause.

**AVERAGE HOURS PER WEEK SPENT READING BY MATERIAL READ**

	This year	1991
▪ Books for pleasure	4.6 hours*	4.4 hours
▪ Newspapers	2.6 hours	3.6 hours
▪ Magazines	1.6 hours	2.1 hours
▪ Total reading of printed material	8.8 hours	10.1 hours
▪ Reading material on the Internet	2.4 hours	N/A
▪ Audiovisual activities	23 hours	27.4 hours

\* *Read: On the basis of the total sample for this year, a weekly average of 4.6 hours spent reading books for pleasure was reported.*

- The next table, which shows a positive relationship between the Internet and reading, would tend to support this assumption.
  - Readers devote more time per week on the Internet reading material for pleasure online or chatting (3.5 hours) than non-readers (2.3 hours).
  - The greater number of hours spent by readers reading books for pleasure and using the Internet, when compared to non-readers, does not seem to at all interfere with their cultural or volunteer activities or their reading of other types of material.
    - In fact, readers spend more hours doing volunteer work, taking part in a hobby, etc. than do non-readers, a finding that was observed in the NEA's SPPA survey.
  - Watching television and videos is the only activity among those surveyed in which readers (10.2 hours) spend less time than non-readers (12.2 hours) do.
- These findings would suggest that using the Internet is not done at the expense of reading books for pleasure or other social or cultural activities but essentially at the expense of watching television. It would therefore appear to be the computer screen and the television screen that are in a fierce rivalry for available leisure time. It may also be that reading newspapers and magazines has been affected by the Internet.



### AVERAGE NUMBER OF HOURS PER WEEK SPENT ON LEISURE ACTIVITIES BY TYPE OF READER

	Total	Readers	Non-readers	Regular readers	Heavy readers	Mainly literary readers
▪ Read a book for pleasure	4.6*	5.1	0.0	6.8	10.5	6.1
▪ Read magazines	1.6	1.7	1.3	1.8	1.8	1.5
▪ Read newspapers	2.6	2.7	2.2	3.0	3.4	2.6
▪ Read Internet material	2.4	2.5	1.7	2.5	2.5	2.4
▪ Watch TV or videos	10.5	10.2	12.2	10.3	11.3	10.5
▪ Listen to music	9.0	9.1	8.7	9.3	10.0	8.7
▪ Hobbies	4,6	4,8	3,7	5,4	5,7	4,6
▪ Volunteer work	1.6	1.7	0.8	2.0	2.4	1.3
▪ Internet chatting	0.9	1.0	0.6	0.8	0.8	1.1
▪ Movies	0.4	0.5	0.3	0.4	0.3	0.5
▪ Museums / art galleries	0.1	0.2	0.1	0.1	0.2	0.2
▪ Live shows	0.3	0.3	0.1	0.4	0.3	0.3

\* *Read: On the basis of the total sample, a weekly average of 4.6 hours spent on reading books for pleasure was reported.*

- The following table outlines the average number of hours spent on various leisure activities by linguistic community.
- We have already established that reading rates for francophones outside Quebec were particularly low compared to the total sample average. It was therefore foreseeable that the average number of hours reported by this group with respect to reading books for pleasure (about 2.5 hours) would be roughly two times less than other official-language communities.
  - For francophones outside Quebec, the time made available due to less time spent reading books for pleasure appears to be filled by more hours spent:
    - Listening to the radio (11.9 hours)<sup>1</sup>;
    - Reading magazines (2.4 hours);
    - Reading Internet material (3.5 hours);
    - Volunteer work (3.1 hours).

<sup>1</sup> *In fact, francophones outside Quebec spend as many hours listening to the radio (11.9 hours) as they do watching television/videos (11.2 hours).*

**AVERAGE NUMBER OF HOURS PER WEEK SPENT ON LEISURE ACTIVITIES BY LINGUISTIC COMMUNITY**

	Total	Official language status		
		Majority	Franco outside Quebec	Anglo in Quebec
▪ Read a book for pleasure	4.6*	4.6	2.7	5.2
▪ Read magazines	1.6	1.6	2.4	1.8
▪ Read newspapers	2.6	2.6	2.7	3.0
▪ Read Internet material	2.4	2.4	3.5	1.8
▪ Watch TV or videos	10.5	10.4	11.2	11.6
▪ Listen to music	9.0	9.0	11.9	9.4
▪ Hobbies	4.6	4.6	5.0	6.1
▪ Volunteer work	1.6	1.5	3.1	1.8
▪ Internet chatting	0.9	0.9	0.8	1.2
▪ Movies	0.4	0.4	0.2	0.6
▪ Museums / art galleries	0.1	0.1	0.2	0.1
▪ Shows	0.3	0.3	0.3	0.2

\* *Read: On the basis of the total sample, a weekly average of 4.6 hours spent on reading books for pleasure was reported.*

#### 4.1.7 LANGUAGE OF READING

*All results in this section are based on the readers' subsample.*

- Almost all readers who took part in the survey (93 per cent) read all their books in one of the country's two official languages (see **Table 6** in the summary table section).
  - Only 7 per cent of readers read at least one book written in a foreign language and these books comprised only 2 per cent of all books read.
  - Because Canadians who have trouble speaking French or English were not able to take part in this survey, the figure for books read in foreign languages has probably been underestimated.

#### Reading language of readers

- Reading books written in French:
  - 24 per cent read at least one book in French.
  - 20 per cent read mainly in French.
  - 17 per cent read only in French.
  - The average number of books read in French over the last 12 months was 3.5 books.
  - Books written in French comprise 21 per cent of all books read.

- Reading books written in English:
  - 82 per cent read at least one book in English.
  - 76 per cent read mainly in English.
  - 71 per cent read only in English.
  - The average number of books read in English over the last 12 months was 15.7 books.
  - Books read in English represent 77% of all books read.
- Eleven per cent read at least one book in English and at least one book in French.

#### Language of reading of francophones

- Eighty per cent of respondents whose main official language is French read mainly in that language, 7 per cent mainly in English and 23 per cent read at least one book in English. Respondents whose main official language is French:
  - read an average of 15.7 books written in French;
  - read an average of 1.5 books written in English;
  - 10 per cent of all books they read are written in the other official language.

#### Language of reading of francophones outside Quebec

- There are as many francophone readers outside Quebec whose main reading language is French (47 per cent) as it is English (51 per cent) and a significant proportion (32 per cent) read books in both languages.
  - In terms of volume, about half of all books they read are in French (47 per cent), the other half being in English (51 per cent).
  - It will be noted that among francophones outside of Quebec, 37 per cent read no books in French over the last 12 months. Thus, not only does this group display the lowest reading rates in the country but it features unique characteristics in terms of the language of reading.

#### Language of reading of anglophones

- Ninety-four per cent of respondents whose main official language is English read mainly in that language and 3 per cent mainly in French. 5 per cent read at least one book in French. Respondents for whom English is the main official language:
  - read an average of 19.4 books written in English;
  - read an average of 0.4 of a book written in French;
  - 3 per cent of all books that they read were written in the other official language.

## Language of reading of anglophones in Quebec

- Among anglophone book readers in Quebec, 22 per cent read at least one book in French and 8 per cent claim to read mainly in French. Among all the books they read, 11 per cent were in French.
  - These figures are very much like those observed for readers whose main official language is French: 23 per cent read at least one book in English, 7 per cent reported they read mainly in English and the proportion of books read in English out of all books was 10 per cent.
  - These results would suggest that in Quebec, the tendency of francophones to read in English and the tendency of anglophones to read in French are fairly comparable.

**LANGUAGE OF READING BY LINGUISTIC COMMUNITY**

	Total readers %	Main official language		Status of main official language		
		French %	English %	Majority %	Franco outside Quebec %	Anglo in Quebec %
▪ Read mainly in <b>English</b>	76*	7	94	77	48	84
▪ No books read in English	18	77	3	18	32	7
▪ Average number of books read in English	15.7	1.5	19.4	15.7	6.7	18.5

▪ Read mainly in <b>French</b>	20	88	3	20	45	8
▪ No books read in French	76	5	95	77	37	78
▪ Average number of books read in French	3.5	15.7	0.4	3.5	6.0	1.2

### Proportion of all books read

▪ In English	77**	10	94	77	51	87
▪ In French	21	89	3	21	47	11
▪ Other languages	2	1	3	2	2	2

\* Read: 76% of all readers say they read mainly in English.

\*\* Read: 77% of all books read (volume) are written in English.

### 4.1.8 SIZE OF THE FAMILY LIBRARY

- Ninety-five per cent of respondents said they own at least one book for pleasure.
  - Seventy-nine per cent of non-readers have at least one book for pleasure at home.
- Half of respondents (48 per cent) have more than 50 books at home and one quarter (26 per cent) own over 150 books.





- These data would suggest that the typical Canadian family library contains around 50 books.
- We have noted some differences by social background that closely resemble the differences in reading rates. Thus, there is a higher proportion of respondents with more than 50 books among:
  - women (53 per cent) more than men (42 per cent);
  - in the Western Provinces (54 per cent) Ontario (50 per cent), more than in Quebec (38 per cent) and the Atlantic Provinces (40 per cent);
  - among the most educated (63 per cent), more than the least educated (43 per cent);
  - among Internet users (55 per cent), more than among non-users of the Internet (36 per cent).
- With respect to linguistic communities, it is among francophones in Quebec where the family library is the smallest.
  - Only 36% stated that they have more than 50 books at home versus 49% of francophones outside Quebec, 44 p. cent of anglophones in Quebec and 51 per cent of anglophones of the official-language majority community.
- The following table provides a summary of the main differences by social background in respect of the number of books for pleasure owned by households.

**MAIN DIFFERENCES IN THE SIZE OF THE FAMILY LIBRARY BY SOCIAL BACKGROUND**

	Owns more than 50 books for pleasure at home %
▪ Total Canada	48
▪ Readers	52
▪ Non-readers	20
▪ Men	42
▪ Women	53
▪ British Columbia	53
▪ Prairies	55
▪ Ontario	50
▪ Quebec	38
▪ Atlantic	40
▪ Some college	43
▪ Completed university +	63
▪ Use the Internet at home	55
▪ Non-user	36
▪ Francophones of the official-language majority	36
▪ Francophones outside Quebec	49
▪ Anglophones of the official-language majority	51
▪ Anglophones in Québec	44

## 4.2 BOOK GENRES

*All results in this section are based on information provided by readers.*

### 4.2.1 OVERALL POPULARITY OF GENRES

- We have previously observed that Canadians are avid readers of books as on average they say they have read about 17 books for pleasure over the past 12 months.
- In order to determine the most popular reading genres, respondents were asked to mention what genres of books they had read over the previous 12 months, what genres they read most often and whether there were any reading genres they avoided. In order to facilitate this, a pre-established list of 24 genres was submitted to them.<sup>1</sup>
- On average, readers reported that they had read (even if only occasionally) almost 9 different genres (8.7), which is an indication of the great variety of book genres read. (See **Tables 7a, 7b and 7c** in the summary table section.)
  - Only 9 per cent of all readers have read nothing at all in the literary genre and therefore read exclusively self-help and how-to books (e.g. cookbooks) or books on subjects of a general nature (e.g. personal growth).
  - They make up 8 per cent of all respondents. The NEA's SPPA survey reported a similar rate (10 per cent) for the American population in 2002.
  - Thus, the substantial gap in reading rates between Americans and Canadians seems to be due to a much higher proportion of Canadians who read literary material (or, conversely, due to many Americans avoiding literary works).
- On the whole, the findings show that the most popular genre, the one arousing the greatest enthusiasm, is undoubtedly the mystery, suspense, detective, spy, adventure genre (leads general reading – all reading over the last 12 months and read the most often).
  - Sixty-two per cent of general reading and 20 per cent read the most often.
  - It leads all genres read the most often in all regions of the country and several other social groups, except:
    - with francophones outside Quebec, where it shares first place alongside religious books.
    - with men and the 16-34 age group, where it is slightly behind the science fiction, fantasy, horror genre.

<sup>1</sup> A list of 17 different genres was used in the "Reading in Canada 1991" survey and 15 in the ISQ's 1999 list, which makes comparisons hazardous.

- Five genres were read over the last 12 months, even if only occasionally, by at least half of readers and 10 genres by at least 4 out of 10 readers. These averages on the overall rate of reading genres does not exactly reflect true reader preferences because:
  1. Certain genres are read mainly from time to time, under the influence of someone’s recommendation or where interest felt is only momentary and, consequently, their overall rate among readers exaggerates their importance. This is especially the case with respect to the humour genre (of 51% of general reading versus only a 2 per cent of genres read most often).
  2. Some genres are read very regularly by a sizeable hard core of distinct enthusiasts from a variety of social backgrounds but tend to be shunned by the majority of readers. These genres have a general reading on the average side but score remarkably high among genres read most often. This is especially the case with the science fiction, fantasy, horror genre (general reading rate of 46 per cent *versus* 12 per cent of genres read most often).
  3. Finally, other genres are read essentially by a particular social class or group, which tends to underestimate their importance for all readers. Thus, these genres may be among the most popular both in terms of general reading rate and genres read most often with certain groups only and avoided by other groups. This is notably the case with the romance novel, which is very unpopular with men but very popular with women.
- Accordingly, an attentive and in-depth analysis is necessary in order to understand the scope of reader preferences, which are not only diverse but also very segmented.
- The next table matches the general reading rate with the genres read most often of the most popular reading genres for all readers. It clearly demonstrates the importance of taking occasional and main reading into account in order to evaluate the actual attraction of reading genres, since general reading and genres-read-most-often rankings do not always agree with each other.

**READING RATE OVER THE LAST 12 MONTHS  
MOST POPULAR BOOK GENRES FOR READERS**

	Readers %	Main readers** %
1. Mystery, suspense, detective, spy, adventure	62*	20
2. Biographies or autobiographies	55	6
3. How-to books (cooking, maintenance, gardening, child care, repairs, etc.)	55	5
4. Health, fitness, medicine	54	4
5. Humour	51	2
6. Science fiction, fantasy, horror	46	12
7. Historical novels	44	5
8. Documentary, current events	44	2
9. History, war, genealogy, heritage	43	5
10. Personal growth, self-awareness, psychology	42	6

\* *Read: 62 per cent of readers have read, at least occasionally, the mystery, suspense, detective, spy, adventure genre over the last 12 months.*

\*\* *A sole answer is possible.*

- Some reading genres seem to be closely associated with certain demographic categories, which will be examined in the following pages.

#### 4.2.2 POPULARITY OF GENRES BY GENDER

- The preferences or tastes of women contrast sharply with those of men, as is illustrated in the following table, which outlines, in order, the four highest rates of major reading genres for each gender.
  - It will be noted that contrary to female tastes, the romance novel is not included among the favourite kinds of books for men nor are books on personal growth and psychology.
  - Works on science and technology as well as those on history, war, genealogy and heritage arouse little enthusiasm in women whereas men have a special appreciation for them.

**MOST POPULAR BOOK GENRES BY GENDER**

WOMEN			MEN		
	Rank	Main readers %		Rank	Main readers %
1. Mystery, suspense, detective, spy, adventure	1	24*	1. Science fiction, fantasy, horror	1	17
2. Romance	2	12	2. Mystery, suspense, detective, spy, adventure	2	14
3. Science fiction, fantasy, horror	3	8	3. History, war, genealogy, heritage	3	9
4. Personal growth	4	8	4. Science and technology	4	7

\* *Read: 24 per cent of female readers read mainly the mystery, suspense, detective, spy, adventure novel, which puts it at the top of their preferences.*

- A broader examination by gender of the main differences concerning the popularity of book genres read shows that six genres sharply differentiate the tastes of men and women.
- The following genres are typical of feminine tastes:
  1. *The romance novel* – read by 51 per cent of women (genre read most often by 12 per cent) but only 10 per cent of men (genre read most often by 1 per cent);
  2. *Health, fitness, medicine* – read by 63 per cent of women (genre read most often by 5 per cent) but only by 44 per cent of men (genre read most often by 3 per cent);
  3. *Personal growth* – read by 50 per cent of women (genre read most often by 8 per cent) but by only 33 per cent of men (genre read most often by 3 per cent).



- By contrast, the following genres are typical of masculine tastes:
  1. *Science and technology* – read by 43 per cent of men (genre read most often by 7 per cent) but only by 19 per cent of women (genre read most often by 1 per cent);
  2. *History, war, genealogy, heritage* – read by 51 per cent of men (genre read most often by 9 per cent) but only by 36 per cent of women (genre read most often by 3 per cent);
  3. *Science fiction, fantasy, horror* – read by 53 per cent men (genre read most often by 17 per cent) but only by 41 per cent of women (genre read most often by 8 per cent).
- The next table reports only the most important differences recorded with respect to the appeal of reading genres by gender.

**MAIN DIFFERENCES IN POPULARITY OF READING GENRES BY GENDER**

	WOMEN		MEN	
	Readers %	Main readers %	Readers %	Main readers %
1. Romance novels	51*	12**	10	1
2. Classic novels	39	2	25	1
3. Contemporary novels	42	6	30	3
4. Health, fitness, medicine	63	5	44	3
5. How-to books	60	4	49	6
6. Personal growth	50	8	33	3
7. Science fiction, fantasy, horror	41	8	53	17
8. History, war, genealogy, heritage	36	3	51	9
9. Science and technology	19	1	43	7
10. Cartoon/comic books/graphic novels	20	1	33	3
11. Business and economy	20	1	33	7

\* *Read: 51 per cent of female readers read the romance genre at least once over the last 12 months.*

\*\* *Read: The romance genre is the genre read most often by 12 per cent of female readers.*

**4.2.3 POPULARITY OF GENRES BY AGE**

- Certain reading genres are closely associated with certain age groups.
  1. Firstly, there is a strong negative correlation between the science fiction, fantasy and horror novel and age: the younger one is, the more one is inclined to like this genre. In fact, it is the most popular genre in the 16-24 age group (68 per cent of readers, and the genre read most often by 22 per cent) whereas it is among the least popular genres in the 55 and over age group (31 per cent of readers and the genre mainly read by 5%).

**POPULARITY OF THE SCIENCE FICTION, FANTASY, HORROR NOVEL BY AGE**

	Readers %	Main readers %
▪ 16-24	68*	22
▪ 25-34	52	17
▪ 35-54	46	11
▪ 55 +	31	5

\* *Read: 68 per cent of readers of the Science fiction, fantasy, horror genre are from 16 to 24 years of age*

2. The 16-24 age group is significantly less attracted than other age groups by books on health, fitness and medicine as well as how-to books (see table below).
  3. Readers 55 and older are more inclined towards biographies, autobiographies, books on history, war, genealogy and heritage than any other age group. On the other hand, they are substantially less inclined to read comic or cartoon books/graphic novels.
  4. Readers aged 25 to 54 are much more interested than other age groups in books on personal growth, self-awareness and psychology and much less interested in poetry anthologies.
- The next table reports the main differences in popularity (general reading rate) of reading genres observed by age group.

**MAIN DIFFERENCES IN POPULARITY OF BOOK GENRES BY AGE**

	READERS			
	16-24 %	25-34 %	35-54 %	55 + %
▪ Biographies, autobiographies	50	48	56	61
▪ History, war, genealogy, heritage	38	38	40	53
▪ Cartoon/Comic books/graphic novels	32	32	28	15
▪ Poetry	30	19	19	27
▪ Personal growth, self-awareness, psychology	38	51	48	31

\* *Read: 50 per cent of readers aged 16-24 read the biography, autobiography genre.*

**4.2.4 POPULARITY OF GENRES BY LINGUISTIC COMMUNITY**

- We have previously observed that francophone readers (of the main official-language community) were less inclined to be regular readers of novels (and literary material) than their fellow citizens speaking English as their official language, and that this tendency was especially prominent with francophones outside Quebec. (See **Tables 8a and 8b** in the summary table section)
- Although, overall, francophone readers (8.4) read as wide a range of genres as anglophones (8.7), there is a significant difference in popularity between these two linguistic groups with respect to a number of genres, which reflects different preferences.



- Thus, francophones using French as their main official language are more inclined towards:

- documentary books and books on current events;
- cartoon/comic books/graphic novels;
- How-to books.

By comparison, anglophones using English as the main official language prefer:

- Humour;
- Religious books.

- The following table reports the main differences in popularity of book genres for pleasure by the main official language of readers.

**MAIN DIFFERENCES IN POPULARITY OF BOOK GENRES BY MAIN OFFICIAL LANGUAGE OF READERS**

	READERS		MAIN READERS	
	Francophones %	Anglophones %	Francophones %	Anglophones %
▪ Documentary, current events	52*	43	5	1
▪ Religion	20	31	3	6
▪ How-to books	61	54	5	5
▪ Cartoon/comic books/graphic novels	40	22	3	2
▪ Humour	39	54	3	2
▪ Novels	84	89	42	52
▪ Literature	88	91	43	52

\* *Read: 52 per cent of francophone readers read the documentary, current event genre over the last 12 months.*

- Several reading genres are particularly characteristic of francophones outside Quebec, and these genres are either very popular or very unpopular.
  - Francophones outside Quebec are decidedly more attracted to two particular reading genres than other linguistic communities:
    - Biographies, autobiographies;
    - Books about religion.
  - On the other hand, they are much less attracted to two other book genres:
    - Contemporary novels;
    - Books on personal growth, self-awareness and psychology.
- Anglophones in Quebec are especially attracted to romance novels and less by cartoon/comic books and science fiction, fantasy, horror books. In general, their taste in reading is not very different from anglophones speaking English as their main official language and is similar to readers whose main official language is in the majority in their social environment.

- The next table outlines the main differences in the popularity of book genres by status of the main official language of readers.

**MAIN DIFFERENCES IN POPULARITY OF BOOK GENRES  
BY STATUS OF MAIN OFFICIAL LANGUAGE OF READERS**

	READERS			MAIN READERS		
	Majority language %	Franco outside Quebec %	Anglo in Quebec %	Majority language %	Franco outside Quebec %	Anglo in Quebec %
▪ Science fiction, fantasy, horror	47*	45	38	12	11	6
▪ Romance	32	31	40	7	7	12
▪ Biographies, autobiographies	55	64	52	6	5	7
▪ Contemporary novels	37	20	34	5	1	3
▪ Religion	28	47	37	5	17	7
▪ Cartoon/comic books	26	30	15	2	6	1
▪ Personal growth, self-awareness, psychology	42	32	46	6	9	5

\* *Read: 47 per cent of readers whose official language is in the majority read the science fiction, fantasy, horror genre over the last 12 months.*



## 4.3 READING SKILLS

*As with reading habits, it should be remembered that the following findings reflect skills reported by respondents that may not faithfully correspond to reality, due to a faulty perception of their own abilities or to a desire to show themselves in a more favourable light.*

*Despite this limitation, the results show interesting differences by types of skills and social background and contribute to completing the current portrait of reading in Canada.*

### 4.3.1 GENERAL READING SKILLS

- Eleven per cent of the overall sample admitted that they cannot read very well. (See **Table 9** in the summary table section.)
  - This result corresponds to and confirms to a certain degree the rate of non-readers estimated in this survey (13 per cent).
  - The number of regular readers (6 per cent) or heavy readers (5 per cent) who have trouble reading is only slightly less than that encountered by readers as a whole (8 per cent).
- However, there is no automatic link between the ability to read and reading for pleasure. Indeed, on the one hand, some respondents who cannot read very well are nevertheless involved in this leisure activity (8 per cent of readers do not know how to read very well) and, on the other hand, a majority of non-readers report that they can read fairly well (only 26 per cent of non-readers say they cannot read very well).
  - About one half of non-readers are in fact “dormant” readers.
- At first sight, there does not seem to be a link between general reading aptitude stated by respondents and their main official language.
  - As many francophones (11 per cent) as anglophones (10 per cent) report that they cannot read very well. At first sight, these findings do not support the assumption that the ability to read (at least what is claimed) would explain differences in reading rates by main official language.
  - However, many francophones outside of Quebec (32 per cent) state that they have difficulty reading, which may explain why this linguistic group has particularly low reading rates.
    - In addition, a large proportion of francophone readers outside Quebec told us that the main reason why they read during their spare time was to improve their mastery of the language and their ability to write it.

- The following table summarizes the results on the issue of general reading ability.

**AGREEMENT WITH THE STATEMENT “I DO NOT KNOW HOW TO READ VERY WELL”**

	Agree (Totally or partially) %
▪ Total sample	11*
▪ Readers	8
▪ Regular readers	6
▪ Heavy readers	5
▪ Non-readers	26
▪ Main official language	
→ French	11
→ English	10
▪ Official language status	
→ Majority	10
→ Franco outside Quebec	32
→ Anglo in Quebec	14

\* Read: 11 per cent of the total sample agreed with the statement.

**4.3.2 READING SKILLS IN OFFICIAL LANGUAGES**

- In the sample as a whole, 87 per cent stated that they can read (at least fairly well) in English and 28 per cent claimed they could do the same in French. (See **Table 9** in the summary table section), which tracks fairly closely the proportion of readers who read in these languages over the past 12 months.
  - The stated ability of being able to read in either one of the official languages does not seem to be correlated with reading regularity, the amount of reading or the type of materials read.
  - But, while half (51 per cent) of francophones using French as the main official language claimed to be able to read English, the reverse was much less common: only 10 per cent of anglophones using English as the main official language can also read French.
    - These findings explain why francophone readers read a higher proportion of books written in English (10 per cent) compared to anglophones whose proportion of books read in French is 3 per cent.
  - There is a relatively large number of anglophones in Quebec who claim to be able to read in French (38 per cent), which explains why a substantial proportion of their reading is in French (11 per cent).
  - The vast majority of francophones outside Quebec claim to be able to read in English (75 per cent) or in French (86 per cent), which is a characteristic that is related to a previous observation that francophones outside Quebec use both languages in equal measure.

- The next table summarizes reading ability rates in the official languages, as reported by the respondents.

**REPORTED READING SKILLS IN OFFICIAL LANGUAGES  
BY LINGUISTIC COMMUNITY**

Can read very or quite well	Total %	Main official language		Main official language status		
		Franco %	Anglo %	Majority %	Franco outside Quebec %	Anglo in Quebec %
▪ French	28*	98	10	26	86	38
▪ English	87	51	97	87	75	93

\* *Read: 28 per cent of the total sample said they could read very or quite well in French.*

#### 4.3.3 READING SKILLS WITH CERTAIN TYPES OF MATERIAL

*A series of 8 kinds of materials, ranging from newspapers to books on science and technology, was submitted to respondents whom we asked to indicate their ability to read them. (See **Table 10** of the summary table section.)*

- Overall we observe:
  1. That certain types of material are viewed as being easier to read than others.
    - Thus, almost everybody states that they are able to read (very or quite well) newspapers (96 per cent), magazines (94 per cent), novels (83 per cent) or cartoon/comic books/humour (81 per cent).
    - On the other hand, respondents find that reading books on science and technology (64 per cent), classic literature (68 per cent), poetry anthologies (67 per cent) and books on the humanities and social sciences (72 per cent) is less easy.
  2. That non-readers find the following types of books less easy to read: classic literature (50 per cent), poetry anthologies (51 per cent) and books on the social sciences and humanities (53 per cent).
    - Paradoxically, a large majority of non-readers find books on science and technology easy to read (62 per cent), which they find easier to read than books on the humanities and social sciences (53 per cent).
    - Approximately 9 non-readers out of 10 find newspapers (92 per cent) and magazines (87 per cent) easy to read.
  3. That heavy readers are those with the greatest reading facility, regardless of the kind of material.

4. It does not appear that greater reading facility makes literature more attractive or accessible, at least for readers.
  - It is not because they find literature easy to read that readers read mainly this type of material. Indeed, 77 per cent of mainly literary readers find this type of book easy to read, which is very much like the view of readers in general (72 per cent). More broadly, mainly literary readers have quite similar views to those of readers in general on the ease of reading various types of material.
  - Therefore, mainly literary reading would appear to be more a question of taste than one of reading skill.
5. That francophones outside Quebec who responded to our survey find certain types of works and subjects more difficult to read:
  - classic literature
  - novels
  - humanities and social sciences
  - cartoon/comic books/humour
  - and magazines as well.
  - On the other hand, francophones outside Quebec included in our sample seem to be as at ease as others with respect to reading newspapers, poetry anthologies and books on science and technology. These results may suggest that works dealing with subjects and language very close and familiar to them (newspapers and poetry) or more anglicized (science and technology) are more accessible to them.
- The following table summarizes the stated aptitude for reading various types of material by linguistic community.

**READING SKILLS FOR VARIOUS TYPES OF MATERIALS (VERY OR QUITE GOOD)  
BY LINGUISTIC COMMUNITY**

	Total %	Readers %	Non-readers %	Majority official language		Main official language status		
				French	English	Major.	Franco outside Quebec	Anglo in Quebec
Newspapers	96*	97	92	95	96	96	97	96
Magazines	94	95	87	91	94	94	72	94
Classic literature	68	72	50	62	70	69	60	70
Novels	83	85	65	83	83	83	64	83
Poetry	67	69	51	65	68	67	73	63
Humanities and social sciences	72	75	53	72	72	73	63	69
Humour / cartoon, comic books	81	83	71	84	81	82	64	82
Science and technology	64	65	62	63	65	64	61	65

\* Read: 96 per cent of the total sample said they could read newspapers very or quite well.



## 4.4 POINTS OF VIEW ABOUT READING

*This chapter deals with some opinions and attitudes about reading, which puts the habits described previously in perspective and describes the place of reading in daily life:*

- ◇ *Preferring reading over other leisure activities;*
- ◇ *Enjoying reading;*
- ◇ *The main benefit sought in reading;*
- ◇ *The number of books available at home;*
- ◇ *The degree of agreement or disagreement on a number of opinion items linked to reading.*

### 4.4.1 PREFERRED LEISURE ACTIVITIES

- The respondents were asked to indicate in which activity, out of a choice of eight leisure activities, they were most likely to partake. (See **Table 11** in the summary table section.)
  - It is true that the question did not present a wide range of activities, but the list of eight activities surveyed gives a good idea about the rank reading for pleasure holds among the favourite activities of Canadians.
- In the total sample, reading (26 per cent) and watching television (26 per cent) are close rivals in popularity among leisure activities that Canadians say they are most likely to undertake.
  - Among readers, reading heads the list of leisure activities polled (30 per cent), followed by watching television (24 per cent).
  - Among non-readers, television clearly dominates the field with 38 per cent, followed by movies.

**PREFERRED LEISURE ACTIVITIES**

	Total %	Readers %	Non-readers %
1. Watch a TV program	26*	24	38
2. Watch a movie	18	17	20
3. Read a book	26	30	0
4. Play a computer game	3	3	5
5. Visit a Web site	3	3	2
6. Chat on the Internet	3	3	3
7. Listen to music	15	14	18
8. Listen to radio	6	6	10

\* *Read: 26 per cent of the total sample claim that watching television is the activity that they are most likely to perform among the 8 activities submitted to them.*

- In order to have a broader overview, we divided the various activities into four types: visual (TV, movies, videos), print (reading), electronic (the Web and chatting online, computer games) and audio (music, radio).
  - By far, Canadians are most likely to perform a visual activity for pleasure (44 per cent).
    - This type of activity also predominates among readers (41 per cent), but above all among non-readers (58 per cent).
  - Reading comes in second place in the overall sample (26 per cent), even before audio leisure activities (21 per cent).
  - Electronic activities attract only 9 per cent, which is comparable for both readers (9 per cent) and non-readers (10 per cent), another sign that the Internet has no major impact on reading books.

**PREFERRED LEISURE ACTIVITIES**

	Total %	Readers %	Non-readers %
1. Visual activities (watching TV or movies)	44*	41	58
2. Reading a book	26	30	0
3. Electronic activities (playing computer games, chatting or surfing online)	9	9	10
4. Audio activities (listening to music or the radio)	21	20	28

\* *Read: 44 per cent of the total sample states that a visual activity is the one they are most likely to perform among those submitted to them.*

- It will have been observed that there is no link, on this issue, between reading for pleasure and performing electronic activities for pleasure, as the comparison between readers and non-readers demonstrates.
- It would appear that the reading time freed up for non-readers is filled mainly by television and, to a lesser extent, radio.
- When the most popular types of leisure activities by type of reader are carefully examined, it can be ascertained:
  1. that reading is in first place among regular and heavy readers and neck and neck with visual activities among mainly literary readers;
  2. that the propensity to perform an electronic activity is not connected with types of readers.



**PREFERRED LEISURE ACTIVITIES  
BY TYPE OF READER**

	Total readers %	Regular readers %	Heavy readers %	Mainly literary readers %
1. Visual activities (watching TV or movies)	41*	36	18	39
2. Reading a book	30	42	68	37
3. Electronic activities (playing computer games, chatting or surfing online)	9	6	6	7
4. Audio activities (listening to music or the radio)	20	15	8	17

\* Read: 41 per cent of the total sample states that a visual activity is the one they are most likely to perform among those submitted to them.

**4.4.2 ENJOYING READING**

- Only 17 per cent of the total sample derive little enjoyment from reading (14 per cent) or do not like to read at all (3 per cent). (See **Table 12** in the summary table section.)
  - They are above all concentrated among non-readers of books as 53 per cent of the latter have expressed an aversion to the written word.
  - On the other hand, almost half (47 per cent) of non-readers find it pleasant to relax by reading books, even if they have not done so in the previous year, which would indicate that half of non-readers are in fact “dormant” readers and do not read for reasons that have nothing to do with reading’s appeal to them.
- Forty-three per cent of the total sample claims to enjoy reading a lot (the figure is 10 per cent for non-readers), a proportion that comprises a large majority of regular readers (67 per cent).
  - It will be noted that 13 per cent of readers derive little or no enjoyment from reading books, above all occasional readers (28 per cent). Perhaps it is at certain times or in special circumstances that reading attracts their interest, even if usually reading is not a source of enjoyment for them.
- A pronounced taste for reading is seen much more often, not surprisingly, among social groups in which reading rates are particularly high: much more with women (57 per cent) than men (29 per cent), much more among the most educated (59 per cent) than the least educated (38 per cent).
  - The responses at the reading enjoyment scale have little correlation with accessing the Internet at home. These findings may mean that although non-users of the Internet read less than Internet users, it is not because they like reading less but perhaps because they feel the attraction to other activities differently.

- Those whose main official language is French (44 per cent) and those for whom it is English (43 per cent) state in identical proportions that they greatly enjoy reading.
  - Thus, it is not because they enjoy reading less that francophones record reading rates that are lower than anglophones.
  - Even among francophones outside of Quebec, the differences on the reading enjoyment scale cannot explain why their reading rate is so much lower than other respondents (38 per cent claim to enjoy reading a lot).
- More broadly speaking, the results based on this reading enjoyment scale confirm that in the population, the “hard core” of readers comprises about one half of Canadians.
  - The reading rates for those who enjoy reading a lot (43 per cent), for regular readers (54 per cent) and for mainly literary readers (44 per cent) support this finding.

#### 4.4.3 NEEDS SATISFIED BY READING

- The reasons given by readers to explain their taste for reading in their spare time are quite similar throughout the various social groups: the ranking given to reasons stated is the same everywhere. There are, however, distinctions that should be highlighted.
- On the whole, readers say they read during their spare time above all to relax (56 per cent) and then to expand their knowledge (30 per cent).
  - A minority (6 per cent) read mainly to avoid boredom.
- The main variations by social group show that gender, reading or buying frequency and main book genres read influence, to some extent, the main benefit sought by reading.
  - Thus, it has been found that heavy readers (73 per cent) and mainly literary readers (78 per cent) read essentially to relax and only slightly to improve their knowledge (20 per cent and 10 per cent respectively).
  - Occasional readers seek relaxation less (46 per cent) and the expansion of their field of knowledge more. More generally, there is a positive correlation between the quest for relaxation and the number of books read or bought. These data suggest that reading during spare time answers the need to relax and is appropriately called leisure reading or reading for pleasure.
  - Female readers (65 per cent), who are the largest group of readers for pleasure, say much more often than male readers (46 per cent) that they are seeking relaxation. Conversely, male readers (37 per cent) are looking more to expand their knowledge than women (24 per cent).





→ A linguistic characteristic has come to light that may explain why there are fewer francophones outside Quebec taking part in our survey who read, and that readers in this group read fewer books: 16 per cent indicated that they read in their spare time mainly to improve the quality of their language and their writing skills, compared to only 2 per cent of respondents from the other linguistic communities.

- The next table provides a summary of the main results with respect to the question about the reasons for reading in one's spare time.

**MAIN DIFFERENCES IN PRIMARY REASONS FOR READING  
BY SOCIAL BACKGROUND**

	Relaxation, entertainment %	Improve knowledge %	Avoid boredom %	Improve language quality %
▪ Total readers	56	30	6	2
▪ Men	46	37	6	3
▪ Women	65	24	5	2
▪ Francophones of the majority official language	57	30	5	2
▪ Francophones outside Quebec	41	34	3	16
▪ Anglophones of the majority official language	57	29	6	2
▪ Anglophones in Quebec	50	38	5	2
▪ Occasional readers	46	34	9	2
▪ Heavy readers	73	20	3	2

**4.4.4 OPINIONS ABOUT READING**

*A series of 20 opinion items, to be endorsed or rejected, was submitted to all respondents. The great majority of these items are borrowings from standardized instruments that we have adapted to the Canadian context (See **Table 12** in the summary table section.)*

- *In order to facilitate the presentation of findings, we first factored this group of items to become familiar with their meaning.<sup>1</sup>*

**Results of the factor analysis**

- Four significant factors were extracted from the factor analysis, explaining 45 per cent of the total variance.

**Factor 1 – Reading as a way of life<sup>2</sup>**

→ This factor includes 10 of the 20 opinion items used. It reflects a generally positive attitude and a close relationship with reading.

<sup>1</sup> *Varimax-type factor analysis. The factor scores were added to the SPSS data bank. For a brief explanation of this statistical method, refer to section 3.7 in Chapter 3 (Methodology). For more detailed explanations, read Factor Analysis in SPSS/PC+ Statistics 4.0.*

<sup>2</sup> *24.5 per cent of the explained variance.*

- Among the most notable responses confirming the various reading rates recorded by this survey, we observe:
  - 85 per cent of all respondents have a place where they can read quietly and concentrate (65 per cent of the agree “total”).
  - 85 per cent agree that reading is very important for them (61 per cent strongly agree).
  - 82 per cent think that it will be very important in the next decade to have good reading skills (62 per cent strongly agree).
  - 79 per cent recommend good books to others (52 per cent strongly agree).
  - 72 per cent enjoy receiving books as gifts (45 per cent strongly agree).
- Therefore, we observe that overall, Canadians display a very favourable attitude towards reading books for pleasure.
- An examination of the average “factor scores<sup>1</sup>” shows the following:
  1. Not surprisingly, this factor gets a negative score with non-readers.
  2. It is interesting to note that the factor score for francophones outside Quebec is positive, in fact more favourable than the sample average.
    - This finding would suggest that the main reason that might explain why this community reads less for pleasure is not due to having a negative or less positive attitude than that of other social groups. In the case of francophones outside Quebec who participated in our survey, there are a number of signals that point rather to reading skills.
  3. The factor score is less positive for francophones of the main official language community (Quebec), which indicates that attitudes to reading have an influence on their lower reading rates.

### ***Factor 2 – Reluctance to read<sup>2</sup>***

- This factor includes four opinion items, typical of the “reluctant” reader, who prefers to do something else or to not spend too much time each time he reads. The responses to the individual items would indicate, however, that this is not a widespread attitude, but is nevertheless noticeable in some groups.
  - Forty per cent of respondents agree that there are things more important to do than read (22 per cent strongly agree).

<sup>1</sup> Overall index that summarizes responses to all individual items of which the factor is composed.

<sup>2</sup> 8.1 per cent of the explained variance.

- Forty-two per cent agree that they cannot remain seated for a long time in order to read for long periods; they must “move” (22 per cent strongly agree).
  - Thirty-three per cent state that they can easily go a month without reading (19 per cent strongly agree).
- An examination of the average “factor scores” show that:
1. Not surprisingly, non-readers have a very high average factor score.
  2. Francophones outside Quebec also have a very high average factor score, which confirms that their reading attitude is very ambivalent and would be more a question of aptitude than attitude.

**Factor 3 – Nearness of supply<sup>1</sup>**

- This factor includes two items pertaining to nearness to the home of two important sources of book supplies: the bookstore and the public library.
- Seventy-nine per cent of respondents state that they live close to a library (61 per cent strongly agree).
  - Fifty-seven per cent state that they live close to a bookstore (39 per cent strongly agree).
- A study of “factor scores” demonstrates that francophones of the main official-language community and francophones outside Quebec obtain a negative score on this factor.
- This result suggests that francophones in Quebec and outside Quebec are significantly less adequately serviced or are significantly less familiar with sources of books located close to their homes.
  - This assumption pertains to both bookstores and public libraries.

**Factor 4 – Reading skills<sup>2</sup>**

- This factor includes four opinion items, all linked to reading skills.
- Eleven per cent of respondents answer that that they cannot read very well (6 per cent strongly agree).
  - Twelve per cent agree that their reading skills limit their career opportunities and advancement (5 per cent strongly agree).
  - Fifty-four per cent agree that they almost never skip over unfamiliar words or expressions (34 per cent strongly agree). On the other hand, 38 per cent of respondents admit that they do not understand all words (20 per cent strongly disagree).

<sup>1</sup> 6.6 per cent of the explained variance.

<sup>2</sup> 5.4 per cent of the explained variance.

→ An examination of “factor scores” shows that the average score for non-readers is significantly lower, like the score for francophones outside Quebec.

- On the whole, these findings demonstrate that although Canadians generally display a very favourable attitude towards reading books, francophones outside Quebec above all, but also francophones in Quebec:
  - a) do not demonstrate the same propensity to read in terms of reading skills and diligence;
  - b) are less familiar with or serviced less well by sources of books close to their homes.

These findings could be linked to their lower than average reading rates.

- The following table summarizes the responses to opinion items about reading, listed by factor, for the total sample.



**OPINIONS ABOUT READING LISTED BY ATTITUDINAL FACTOR FR AUSSI**

POPULATION 16 YEARS OLD AND OVER (N=1963)	Disagree		Neutral / Doesn't know %	Agree	
	Totally %	Somewhat %		Somewhat %	Totally %
<b>FACTOR 1: READING AS A WAY OF LIFE</b>					
▪ I enjoy receiving books as gifts	13	9	5	27	45
▪ Reading is very important to me	5	6	5	24	61
▪ My friends and I often discuss the books we have read	23	19	8	28	21
▪ I recommend good books to others	9	7	5	27	52
▪ When I encounter a problem, I find a book to help me deal with the situation	14	17	11	29	29
▪ I have a book that I often like to reread	22	17	5	23	32
▪ I often give away books I've enjoyed to other people	20	11	6	23	40
▪ I like to read newly released books	15	17	14	29	25
▪ I have a place where I can read quietly and concentrate	7	5	3	20	65
▪ I think that good reading skills will become more important in the next decade	4	7	7	20	62
<b>FACTOR 2: RELUCTANCE TO READ</b>					
▪ I read only if I have to	61	18	4	9	9
▪ I need to move and can't stay sitting and reading for long periods	33	20	5	20	22
▪ There are better things to do than read	26	19	14	26	14
▪ I can easily go one month without any reading	48	15	3	14	19
<b>FACTOR 3: NEARNESS OF SUPPLY</b>					
▪ I have a bookstore close to my home	25	13	5	18	39
▪ I have a public library close to my home	11	6	4	18	61
<b>FACTOR 4: READING SKILLS</b>					
▪ I almost never skip over unfamiliar words or expressions	20	18	8	20	34
▪ I can't read very well	75	12	2	5	6
▪ I read faster than other people	14	24	21	24	17
▪ I feel that my reading skills are limiting my career opportunities or advancement	65	15	8	7	5

## 4.5 INTRODUCTION TO READING

*The following findings deal with the interest in reading that their parents were able to instil in respondents when they were children and the interest in reading that respondents, in turn, have sought to instil in their children.*

### 4.5.1 PARENTS INTRODUCING RESPONDENTS TO READING

- Sixty-one per cent of all respondents remember their parents reading to them at a young age, even if only occasionally (29 per cent say “a lot”). (See **Table 13** in the summary table section.)
  - Forty-five per cent even recall talking to their parents about the books they were reading (19 per cent say “a lot”).
- The interest in reading instilled by parents appears to be closely correlated with the reading rates of respondents, and above all with conversations about books that took place in the family.
  - But beyond the fact that this aspect distinguishes readers from non-readers, it would not appear to have a good predictive value of the regularity, amount and content of reading.
- Big differences by main official language have been observed:
  - Francophones have been much less often introduced to reading by their parents than anglophones.
  - This notable difference found among francophones of the main official-language community is not present among francophones outside Quebec, which would suggest:
    - that Quebec francophones have been much less often introduced to reading by their parents than the respondents of any other region of the country;
    - that the lower reading rates of francophones outside Quebec in our sample does not stem from a lack of attention to reading in their family environment when they were children.
- The following table summarizes the results with respect to the two questions concerning reading by their parents to respondents when they were children.

### INTRODUCTION OF RESPONDENTS TO READING BY THEIR PARENTS

WHEN RESPONDENT WAS A CHILD	Total %	Readers %	Non-readers %	Majority official language		Status of main official language		
				French	English	Major.	Franco outside Quebec	Anglo in Quebec
Read to by parents	61*	64	49	49	64	62	60	56
Discussed books with parents	45	48	25	37	47	45	43	46

\* Read: 61 per cent of the total sample stated that their parents had read to them when they were children.

#### 4.5.2 RESPONDENTS INTRODUCING THEIR CHILDREN TO READING

Only parents with children 6 months old and over answered the three questions in this section. (See **Table 13** in the summary table section.)

- Seventy per cent of parents taking part in the survey stated that they read (or have read) to their children “every day or almost every day”. If those who do this on a more occasional basis are included, this figure increases to 87 per cent.
  - We have previously seen that 61 per cent of all respondents recalled that their parents read to them when they were children.
  - These results may indicate that the new generation of parents is more inclined to read to their children than the previous generation.
- Again, there is a close correlation between parents instilling interest in reading in their children and the reading rate: 73 per cent of parents who are readers read to their children virtually every day compared to 52 per cent of parents who are non-readers.
  - You will note nevertheless that half of parents who are non-readers read to their children on an almost daily basis.
- The gender of parents has a considerable influence on reading behaviour towards children.
  - Thus, while 57 per cent of male parents say they read to their children virtually every day, 81 per cent of women do so.
- Education level and Internet use at home also have an effect on this, although the effect is less obvious than the influence of gender.
  - There is a higher number of more educated parents and of those using the Internet who read to or with their children.
- On the other hand, the age of parents does not seem to affect the amount of reading to children to any appreciable degree, though we find that less reading to children was done by respondents 55 years of age and older.

- Although they do it more than their own parents did, francophone parents of the main official language group are much less inclined to read often to their children compared to their anglophone counterparts, which appears to be a “cultural” difference that has continued to prevail.
  - With respect to francophone parents outside Quebec, this behaviour is just as common as it was when they were children. The continuation of this practice in this linguistic community amounts in fact to a deterioration compared to the progress observed in the other main official-language linguistic communities.
- Moreover, one half of parents (52 per cent) who read or have read to their children began this practice when their children were 1 year old or younger.
  - There again, we see a strong correlation between early reading practice, the reading rate and the main official language.
- The next table summarizes the findings on parental reading provided by respondents.

**INTRODUCTION OF THEIR CHILDREN TO READING BY RESPONDENTS**

READING TO THEIR CHILDREN	Total %	Readers %	Non-readers %	Majority official language		Status of Main official language		
				French %	English %	Major. %	Franco outside Quebec %	Anglo in Quebec %
Read every day or almost every day	70*	73	52	55	75	69	59	78
Children 1 year old and younger when reading to them begins	52**	54	36	25	59	51	50	55

\* *Read: 70 per cent of parents have stated that they read (or have read) to their children every day or almost every day*

\*\* *Read: 52 per cent of parents who read (or have read) to their children began reading to them when they were 1 year old or younger.*





## 4.6 USE OF PUBLIC LIBRARIES

*This section discusses library use, satisfaction with public library services and factors that could encourage greater use of them.*

### 4.6.1 RATE OF USE OF LIBRARIES

- **Forty-four per cent** of respondents borrowed books from libraries, primarily public libraries (40 per cent). (See **Tables 14 and 15** in the summary table section.)

**LIBRARY BOOK BORROWING RATES**

TOTAL CANADA	Borrowed a book from a public library %
▪ All libraries combined	44*
▪ Public	40
▪ School	6
▪ At work	1

\* *Read: 44 per cent of the total sample borrowed a book from a library over the last 12 months.*

- Compared to the ISQ survey covering the Province of Quebec (1999 - 35 per cent), the Canadian average book borrowing rate is higher.
  - However, the rate of library use of respondents from Quebec recorded by this survey (35 per cent) is identical to that recorded by the ISQ survey in 1999.
- Compared to the 1991 study *“Reading in Canada 1991”*, this would appear to be a spectacular increase because at that time, only 16 per cent of Canadians had obtained their last book read at a public library. But the question used at that time was so different that it would not be reasonable to suggest a trend.
- Fifty-six per cent of respondents said they had a public library card (60 per cent of readers and 30 per cent of non-readers). The difference between the rate of borrowing and holding a library card would suggest that about one respondent out of 10 (12 per cent) has a public library card but did not use it during the last 12 months.
- It is not surprising to find that the rate of public library use is closely correlated with reading rates and their main determining factors, which are gender, education level and language, as can be seen in the following table.

**MAIN FACTORS DETERMINING PUBLIC LIBRARY USE**

	Borrowed a book from a public library in the last 12 months %
▪ Total Canada	40*
▪ Men	33
▪ Women	48
▪ Some college	33
▪ Completed college to some university	42
▪ Completed university +	59
▪ Francophones of the majority official-language community	34
▪ Francophones outside Quebec	32
▪ Anglophones of the majority official-language community	42
▪ Anglophones in Quebec	36
▪ Readers	45
▪ Regular readers	53
▪ Heavy readers	68
▪ Mainly literary readers	48

\* *Read: 40 per cent of the total sample borrowed a book from a public library in the last 12 months.*

- The rate of use is little or not correlated with family income or urban versus rural environments. It is lower in the 16-24 age group (34 per cent) and then very stable (between 41 and 42 per cent) for all other age groups, which indicates that use does not decrease with age.
- Public library use follows a regional continuum, going from the highest rate (49 per cent) in British Columbia to the lowest rate (30 per cent) in the Atlantic Provinces. In Quebec, it is 35 per cent.
- The presence of children at home seems to encourage library use, since there is a high rate of use among couples with children (46 per cent) whereas this rate varies from 36 to 39 per cent in other types of households.

**4.6.2 FREQUENCY OF VISITS TO PUBLIC LIBRARIES**

- Respondents stated that they had visited a public library an average of 5.2 times to borrow books over the last 12 months.
- The physical proximity of a public library may explain why language is correlated with library use. Indeed, virtually everyone knows where the library nearest to their home is located, but the nearness (perceived) of the library varies greatly by language, in the same way as rates of use, as is illustrated in the next table. (See **Table 16** in the summary table section.)
  - Both official-language minority communities report a yearly number of visits to a public library that is much less (2.7 for minority francophones and 3.7 for minority anglophones) than the official-language majority communities (3.8 and 5.7 for majority francophones and anglophones, respectively).

- Francophones in Quebec (3.8) report fewer visits than anglophones (5.7) and the Canadian average (5.2).
- Regular readers (7.8) and especially heavy readers (14.8) use public libraries regularly.

**SUMMARY OF FACTORS AFFECTING USE OF PUBLIC LIBRARIES BY LANGUAGE**

	Borrowing a book from a public library %	Knows where the nearest public library is located %	Has a public library close to home %	Average annual number of visits (n)
▪ Total Canada	40*	95	80	5.2
▪ Francophones of the majority official language community	34	92	66	3.8
▪ Francophones outside Quebec	32	95	62	2.7
▪ Anglophones of the majority official language community	42	96	72	5.7
▪ Anglophones in Quebec	36	94	71	3.7

\* *Read: 40 per cent of the total sample borrowed a book from a public library in the last 12 months.*

**4.6.3 SATISFACTION WITH PUBLIC LIBRARY SERVICES**

- On the whole, 93 per cent of those using a public library over the last 12 months say they are satisfied with library service (66 per cent are “very” satisfied). (See **Table 16** in the summary table section.)
  - The high level of satisfaction has been indicated by all social groups.

**4.6.4 MOST IMPORTANT FACTORS FOR INCREASING LIBRARY USE**

- A better book selection (20 per cent), followed by more convenient hours of operation (17 per cent), are the two main improvements suggested by respondents. (See **Table 17**)
  - Francophones outside Quebec who were contained in our sample would like to have, in particular, a better book selection (33 p. cent).
  - A better selection of non-book materials (4 per cent), more advice or suggestions from a librarian (4 per cent), better tools for selecting books (6 per cent) or more on-site events (3 per cent) do not appear to be factors of interest.

## 4.7 THE INTERNET AND READING

*This section includes findings on various issues providing indications on: a) the perceived effect of the Internet on reading activities, b) practices connected to the downloading of reading materials, c) sharing access to online materials for which one subscribes, d) seeking information on the Web on books and, finally, e) buying books over the Internet.*

*It should be remembered that on the whole, 70 per cent of those surveyed state that they have Internet access at home, 72 per cent among readers, 57 per cent among non-readers and 74 per cent among buyers. Those with an Internet connection use the Net at home an average of 7.9 hours per week.*

*There are substantial differences in connection rates by language:*

- *Anglophones of the majority official-language community: 74 per cent;*
- *Francophones outside Quebec: 66 per cent;*
- *Anglophones in Quebec: 65 per cent;*
- *Francophones of the main official-language community: 57 per cent.*

### 4.7.1 OBSERVED EFFECT OF THE INTERNET ON READING HABITS

- You will recall that we previously observed (see section on reading habits) that Internet use was positively correlated with the reading rate and the rapid spread of the Internet has had little effect (not visible in this survey) on reading rates and time spent on reading.
  - In fact, the results of this survey suggest that the Internet has rather reduced the amount of time spent watching television, reading newspapers and magazines but has not affected the amount of time spent reading books for pleasure.

### 4.7.2 PERCEIVED EFFECT OF THE INTERNET ON READING HABITS

#### Perceived effect on time spent reading

- The perceptions of respondents, regardless of their interest in reading, are that the Internet would have had or will have a tendency to reduce the amount of time spent reading, regardless of the main type of material they read. However, the perception that the Internet has taken time away from reading or will continue to do so in the future is the view of a minority and should be interpreted very carefully. (See **Table 18** in the summary tables section.)
  - This view about the negative effect of the Internet on available reading time (and also on time spent on other leisure activities) is a minority one (30 per cent), as the vast majority of those surveyed do not perceive this effect.
  - This view is not limited to reading books for pleasure, but also applies to television and radio and to newspapers and magazines in a comparable fashion. A view that is so widespread and lacking in subtlety may simply reflect a common belief, especially since it is shared largely by both readers and non-readers alike.



- We have observed that the number of hours spent reading weekly has changed very little over the last 15 years, which would suggest that the perception of a negative impact of the Internet on reading is more a fear than a fact.
- It is mainly responses from heavy Internet users (at least 3 hours per week) that suggest that assuming the Internet has had an effect on reading, it has affected mainly this group (about one quarter of the population).
  - Indeed, one half (48 per cent) of heavy Internet users feel that the Internet has decreased or will decrease the amount of time they spend reading.
  - Obviously, we have no comparative data from the 1991 survey to check whether their view is realistic.
- There is therefore no serious evidence of any major impact, in spite of what the popularity and rapid growth of the Internet might lead one to believe.
- The perception that the Internet is having or will have a negative impact on time devoted to reading books for pleasure (as with other leisure activities) is definitely less common among francophones than anglophones.
  - On this issue, francophones outside Quebec have a perception profile similar to all francophones of the main official-language community.
  - These notable differences reflect the less active reading behaviours of francophones and especially the much less widespread Internet use among them. Because of these two characteristics, francophone respondents are less likely to perceive a trend about the effect of the Internet on reading, since this issue has less personal relevance for them than for their anglophone counterparts (who read more).
- The following table summarizes the results about the perceived past or future effect of the Internet on certain leisure activities.

**PERCEIVED EFFECT OF THE INTERNET ON READING BOOKS FOR PLEASURE**

EFFECT ON TIME SPENT READING	Total %	Readers %	Non-readers %	Main official language		Status of main official language		
				French	English	Major.	Franco outside Quebec	Anglo in Quebec
No effect	62*	63	59	77	59	62	74	62
Increase	7	7	8	5	8	7	9	6
Decrease	30	30	33	18	33	30	17	32

EFFECT ON TIME SPENT READING	Use Internet		
	No	Light	Heavy
No effect	72	62	43
Increase	6	7	9
Decrease	19	30	48

• *Read: 62 per cent of the total sample think that the Internet has no effect on the time they have spent reading or will spend reading books for pleasure*

### Perceived effect on reading skills

- Regardless of the assumptions one can derive from respondents' perceptions of the effect of the Internet on reading, their answers to two other questions indicate:
  1. That there is no trend regarding the perceived effects of the Internet on reading ability and skills.
    - There are as many people who think that the Internet improves one's ability to read as those who think it harms it or has no effect on it. The results are equally divided on this point, regardless of types of Internet users.
    - Such mixed results would suggest that the effect of the Internet on reading skills is not perceived by respondents, or there is simply none.
  2. Opinion is much less divided on whether the growing role of computers and the Internet will result in the ability to read becoming more or less as important as it was before.
    - Most (43 per cent) believe that the electronic revolution will make reading aptitude even more important than it is today, whereas 18 per cent think the reverse is true.
    - Heavy users of the Internet are the ones who believe most in the growing importance of reading skills due to the presence of computers and the Internet.
      - Given that heavy users of the Internet are also the ones who most frequently feel that the Internet takes time away from reading, it is therefore possible that heavy users of the Net are experiencing conflict and frustration due to the compromises they are compelled to make, between the time they spend on the Internet, and the time they devote to reading.



- The following table summarizes views on perceived effects of the Internet on reading by type of Internet user.

**PERCEIVED EFFECTS OF THE INTERNET ON READING BY TYPE OF INTERNET USER**

	Total %	Non-users %	Internet users	
			Light %	Heavy %
<b>Effect on time spent reading</b>				
▪ No effect	62*	72	62	43
▪ Increase	7	6	7	9
▪ Decrease	30	19	30	48
<b>Effect on reading skills</b>				
▪ No effect	30	29	34	25
▪ Increase	35	33	34	39
▪ Decrease	35	37	33	36
<b>Effect on importance of reading skills</b>				
▪ No effect	38	37	40	39
▪ Increase	44	38	44	49
▪ Decrease	18	25	16	13

\* *Read: 62 per cent of the total sample feels that the Internet has no effect on the time they have spent or will spend on reading books for pleasure.*

#### 4.7.3 EASIER ACCESS TO BOOKS WHEN THE OFFICIAL LANGUAGE IS IN THE MINORITY

- We specifically asked respondents belonging to a minority official-language linguistic community whether the Internet had made access to books in their language (minority) easier, books that would have been otherwise difficult to find in person.
  - A reasonably comparable proportion of francophones outside Quebec (16 per cent) and anglophones in Quebec (19 per cent) answered in the affirmative.

#### 4.7.4 ONLINE ACCESS TO ELECTRONIC MATERIALS

*It should be remembered that we have observed previously that 11 per cent of all respondents claim to have read an electronic book in the last twelve months (see section on Reading Habits).*

- The subscription rate for online magazines, newsletters and newspapers is 25 per cent (the question did not specify whether the subscriptions were free of charge or if a fee had to be paid).
  - This subscription rate is strongly correlated with reading rate, education level and linguistic community, which are themselves three intercorrelated variables. For example, the following groups have a low subscription rate (see **Table 19** in the summary table section):
    - 10 per cent of non-readers of books;
    - 12 per cent of francophones of the official-language majority;
    - 8 per cent of francophones outside Quebec;
    - 20 per cent of the least educated people.



- Sharing one’s subscription with other persons seems to be widespread since nearly half of subscribers told us that they had already shared their subscription with others and more than half said that they had already used someone else’s subscription.
- The following table illustrates the rates of subscription to online magazines, newsletters or newspapers by certain social groups.

**SUBSCRIPTION RATES FOR ONLINE MAGAZINES, NEWSLETTERS AND NEWSPAPERS BY CERTAIN SOCIAL GROUPS**

	Subscription rates last 12 months %
▪ Total	25*
▪ Readers	27
▪ Non-readers	10
▪ <b>Main official language</b>	
→ Francophones	12
→ Anglophones	28
▪ <b>Statut of the main official language</b>	
→ Majority	25
→ Francophones outside Quebec	8
→ Anglophones in Quebec	22
▪ <b>Education level</b>	
→ Some college	20
→ University +	40

\* *Read: 25 per cent of the total sample said they had subscriptions to online magazines, newsletters or newspapers.*

**4.7.5 DOWNLOADING READING MATERIALS**

- Seventeen per cent of the total sample reports having already downloaded electronic books, magazines or newspapers, even if it only happened once. (See **Table 19** in the summary table section.)
  - Many francophones outside of Quebec who participated in this survey have downloaded electronic reading materials (26 per cent); indeed, this rate is remarkably high and is surely a distinctive characteristic of this group.
  - Moreover, it will be noted that francophones outside Quebec report the highest rates of sharing downloaded reading materials of all official-language linguistic communities.
  - These findings suggest that for francophones outside Quebec included in the sample, the Internet is a significant source of reading materials (not necessarily books), providing many opportunities to share what has been downloaded.





### DOWNLOADING READING MATERIALS

	Has already downloaded books, magazines or newspapers %
▪ Total	17*
▪ Readers	18
▪ Non-readers	8
▪ <b>Main official language</b>	
→ Francophones	11
→ Anglophones	18
▪ <b>Status of main official language</b>	
→ Majority	17
→ Francophones outside Quebec	26
→ Anglophones in Quebec	14
▪ <b>Education level</b>	
→ Some college	12
→ University +	31

\* Read: 17 per cent of the total sample says they have already downloaded magazines, newsletters or newspapers.

#### 4.7.6 SEARCHING FOR BOOKS ONLINE

- Thirty-seven per cent of all respondents have used the Internet over the last 12 months to find books or information on books. (See **Tables 20 and 21** in the summary table section.)
  - This is much higher than the book buying rate over the Internet during the same period (12 per cent – see below).
  - There is no difference in this indicator with respect to the regularity, amount and content of reading.
  - There are, however, enormous differences in respect of language, education level and especially age, which probably reflect the intercorrelation of these variables with Internet use.
    - For example, a majority of respondents aged 16 to 34 and a majority of the most educated respondents have searched online for information about books during the last 12 months.
  - Compared to what was reported in the Pollara survey in 2002, the results of this survey demonstrate that searching online for information about books would appear to have increased amazingly.
    - Twenty-eight per cent of buyers stated in 2002 that they had already visited a Web site to find information about books, without necessarily buying anything online, compared to 43 per cent of buyers in this survey (which is the figure over the last 12 months).

- With respect to any changes in rates of purchase recorded between the Pollara survey in 2002 and this survey, comparisons would suggest that the Internet has experienced substantial gains in popularity more as a research tool for books rather than as a source of supply.
- The following table summarizes the main differences in the rates of online searching for books.

**ONLINE SEARCHING FOR INFORMATION ON BOOKS**

	Searched online for information on books last 12 months %
▪ Total	37 *
▪ Readers	40
▪ Non-readers	12
▪ <b>Main official language</b>	
→ Francophones	27
→ Anglophones	40
▪ <b>Status of main official language</b>	
→ Majority	38
→ Francophones outside Quebec	21
→ Anglophones in Quebec	23
▪ <b>Education level</b>	
→ Some college	31
→ University +	55
▪ <b>Age</b>	
→ 16-24	52
→ 25-34	51
→ 35-54	38
→ 55 +	18

\* Read: 37 per cent of the total sample says they have used the Internet to find information on books over the last 12 months.

#### 4.7.7 OPINIONS ABOUT THE INTERNET AS A SOURCE OF INFORMATION ON BOOKS

All those who say they have used the Internet to find information about books for pleasure were asked to indicate their agreement or disagreement to a series of opinion items. (See **Tables 20 and 21** in the summary table section.)

- On the whole, a large majority (86 per cent) of Internet users agree that what they found was useful. On the other hand, it would appear that this figure conceals a certain amount of dissatisfaction with this tool since:
  - 39 per cent did not find the books and information they were looking for;
  - 28 per cent do not know very well where to find information on books;
  - 29 per cent had to expend a lot of effort to find what they were seeking;
  - Heavy readers who searched for information about books online were less satisfied with this experience than other readers.

- Heavy buyers of books were the most numerous (50 per cent) to search for information about books online, but they were not very satisfied with their experience.
  - In fact, only 21 per cent of buyers who surfed the net for information on books regard the Internet as their main source of information on books, which is a very low rate.
- It is therefore not surprising that the Internet, despite its presence in a large number of Canadian homes (70 per cent in this sample, 72 per cent of readers), has not been used more frequently to search for information on books (37 per cent, 40 per cent of readers) and is seldom considered to be the most important information source about books by those who use it to look for information (33 per cent).
- These findings would suggest that the potential of the Internet as a research tool for information on books has not been sufficiently publicized or that improvements in content are necessary.
- Moreover, we note that for a majority (59 per cent) of those who have searched for information on books online, purchasing books over the Internet is safe (65 per cent of heavy readers of books).

#### 4.7.8 BUYING BOOKS OVER THE INTERNET

- **Eighteen per cent** of the total sample said they have bought a book over the Internet and **12 per cent** say they did so in the last year. (See **Tables 22 and 23.**)
  - Twenty-one per cent of buyers have indicated that they have already bought a book on the Internet and 15 per cent state they have done so over the last 12 months.
    - The Pollara survey three years ago (March 2002) indicated that 13 per cent of buyers had already bought a book over the Internet. There has therefore been an increase of 8 per cent in new Internet buyers over the last 3 years, which amounts to 2 to 3 per cent of new buyers per year.
  - The experience of buying books online does not differ by type of reader, but is correlated with variables linked to Internet use (education level, language).
  - Also, online purchasing varies with the type of buyer (light *versus* heavy).
- It is estimated that an average of 0.5 of a book was bought online during the last 12 months.
  - The average is highest among heavy buyers (1 book).
  - Since we know that on average respondents claim to have bought 12.3 books (see next section), it can be estimated that in Canada, approximately 4 per cent of all books sold in 2004 were bought online.

- This market share of the Internet matches the proportion of buyers who said that they prefer to buy online (3 per cent) rather than in person.
- It is not because the Internet is seen as a risky way of shopping that buyers avoid this supply source. Indeed, the majority of those who have sought books or information about them on the Internet feel that buying books online is secure (59 per cent).
  - The decidedly low preference for the Internet as a book-shopping channel may explain why it happens more often that buyers (39 per cent) visit a Web site and then proceed to purchase books in a store, rather than the reverse (10 per cent).
- Intentions for book buying over the Internet do not indicate that there will be rapid growth in this market: 17 per cent of the total sample said that they would probably buy one book online during the next 12 months.
  - This is higher than the rate reported for the previous year (12 per cent), but the high probability rate is low (6 per cent “very likely”).
  - In particular, 8 per cent of buyers state that they will “very” likely buy books online (21 per cent “very” or “somewhat” likely) compared to a rate of purchase over the Internet of 15 per cent over the last 12 months.
  - Compared to 3 years ago (the Pollara survey), buyers are showing themselves to be more interested in buying books over the Internet. Indeed, 14 per cent of buyers then said that it was likely (5 per cent said “very” likely) they would make such a purchase during the next 3 months compared to 21 per cent of buyers in this survey over the next 12 months.

**MAIN RATES FOR BUYING BOOKS ON THE INTERNET**

	Already bought a book over Internet %	Bought a book over Internet over the last 12 months %	Intend to buy a book over Internet in the next 12 months		Visited a Web site then bought in a store %	Visited a store then bought over Internet %
			Very likely %	Somewhat likely %		
Total	18*	12	6	11	33	9
Readers	19	14	7	12	36	9
Non-readers	8	4	3	2	13	4
Buyers	21	15	8	11	39	10
Heavy buyers	28	19	13	14	45	12
<b>Main official language</b>						
▪ Francophones	9	6	4	7	25	6
▪ Anglophones	20	14	7	12	36	9
<b>Status of main official language</b>						
▪ Majority						
▪ Franco outside	18	13	6	11	33	9
▪ Quebec	7	4	4	9	37	6
▪ Anglo in Quebec	10	9	4	8	26	5

\* Read: 18 per cent of the total sample said they had already bought a book over the Internet.

## 4.8 BUYING BOOKS

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*This chapter deals with book buying, namely:*

- ◇ *rates of purchase and amounts of books, purchasing books for oneself, buying used books, buying books by Canadian authors, amounts spent and buying intentions; an estimate of the size of the Canadian book market is suggested;*
- ◇ *types of buyers;*
- ◇ *factors likely to influence buying such as price, publisher, etc.;*
- ◇ *sources of book awareness and supply.*

*Only respondents who stated that they had bought at least one new or used book for themselves or others over the last 12 months were considered to be book buyers.*

*For analysis purposes, buyers were split into the following three categories:*

- ◇ *light buyers for those buying from 1 to 5 books per year;*
- ◇ *moderate buyers for those buying from 6 to 11 books per year;*
- ◇ *heavy buyers for those who bought more than 12 books over the last 12 months.*

*Again, all purchases reported in this survey pertain only to books for pleasure.*

*Certain data are expressed by percentage of respondents, others by percentage of volume of books purchased.*

- ◇ *Answers to questions relating to volume of purchases, amounts spent and prices paid should be interpreted carefully as they may not be reliable estimates:*
  1. *These data are dependent on respondents' ability to remember and the period covered by the survey is fairly long (the last 12 months).*
  2. *Some purchases may have been made, completely or partially, prior to the survey period, or the survey period may not be typical of respondents' shopping habits, which could distort buyers' perceptions of their usual behaviour.*

#### 4.8.1 TYPES OF BUYERS

- The rate of purchase is a general statistic (at least one book) and not a measure of amount or value. It cannot by itself provide a picture of the state of the market or indicate a trend.
- **Eighty-one per cent** of the total sample claims to have bought one or more books over the past 12 months. It is this proportion to which we are referring when we speak of buyers of books for pleasure, regardless of the amount of books purchased. (See **Table 24** in the summary table section.)
  - This rate is very close to the reading rate (87 per cent), which indicates that only a minority of readers did not buy any books at all.
    - More specifically, the findings indicate that over the last 12 months, only 12 per cent of buyers did not buy any books.
  - Among non-readers (13 per cent of the sample), a substantial number bought books (36 per cent).
    - Non-readers purchased an average of 2.6 books.
    - We estimate that about 5 per cent of the total sample are non-readers who buy books.
    - We estimate that about 8 per cent of the total sample are non-readers and non-purchasers of books.
- It is difficult to compare the rate of purchase recorded in this survey with that recorded in the “*Reading in Canada 1991*” survey, because the latter asked about purchases made over the last 3 months and not over the last 12 months, as is the case in the current survey.<sup>1</sup>

#### 4.8.2 TYPES OF BUYERS

- Canadians taking part in this survey claim to have bought an average of about 12 (12.3) books (new or used) and the median (the number that splits the survey into two halves) indicates that one half of Canadians bought at least 6 books over the last 12 months. (See **Tables 25, 26 and 27**)
  - If you consider only the number for respondents who bought books, the findings indicate that each buyer bought an average of 15.2 books and half of buyers bought an average of at least 10 books each.
  - The results indicate that approximately one Canadian out of three (34 per cent) buys at least one book per month. In fact, the heavy buyer segment claims to buy an average of 28.3 books, which amounts to a little over two books per month.

<sup>1</sup> To put this into perspective, please note that the rate of purchase recorded in the last 3 months in 1991 was 68 per cent.

- On a comparative basis, respondents reported that they had read an average of about 17 books each and half had read at least seven. Thus, based on the results of this survey, Canadians read more books than they bought (about 5 more), likely books borrowed from friends or from a library or books they owned but had not yet read. It is estimated that 7 out of 10 books read have been purchased.<sup>1</sup>
- The table shown below gives a summary of rates of purchase recorded by this survey, taking the number of books bought into account.

**RATE OF BOOKS PURCHASED FOR PLEASURE OVER THE LAST 12 MONTHS**

Last 12 months	Total Canada %	Readers %	Non-readers %
▪ Book buyers	81*	88	36
▪ <b>Types of buyers</b>			
→ Non-buyers	19	12	65
→ Light buyers (1-5)	27	27	23
→ Moderate buyers (6-11)	20	22	7
→ Heavy buyers (12 +)	34	39	5
▪ Average number of books bought	12	14	3
▪ Average number of books read	17	19	0

\* Read: At least one new or used book was bought by 81 per cent of the total sample.

#### 4.8.3 BUYING BOOKS FOR ONESELF

- It is estimated that an average of 62 per cent of all books bought (new or used) are purchased by respondents for themselves and that 38 per cent are bought for others (See **Tables 25 and 26** in the summary table section.)
  - Nine per cent of buyers claim to have bought books only to give them to someone else, and bought none for themselves.
    - It is mainly non-readers (46 per cent) who bought books only for others and not for themselves.
  - It is interesting to note that two thirds of books bought by non-readers were purchased for other people. Bearing in mind that they bought an average of three books each, it is therefore estimated that non-readers buy an average of one book per year for themselves that they do not read.
  - Nearly two thirds of books (63.6 per cent) are bought by readers for themselves, which indicates that roughly one book out of three is given to others.

<sup>1</sup> *Note: The results of the 1991 survey do not support this conclusion. Indeed, the 1991 survey reported an average of 24 books read each year and an average of 6 books bought during the last quarter. A simple calculation of purchases made in the last quarter (6X4) produces an average number of 24 books bought annually, which matches exactly the number of books read. Thus, according to the 1991 survey, Canadians supposedly read as many books as they bought. The different periods used to record reading and purchase make this conclusion questionable.*

#### 4.8.4 BUYING USED BOOKS

- **Forty-one per cent** of buyers state they bought at least one used book over the past 12 months. (See **Tables 25 and 26** in the summary table section.)
  - We estimate that 21 per cent of buyers bought mainly used books, which illustrates the importance of the second-hand book market.
  - Heavy book buyers are much more likely to buy used books. In fact, it is the only buyer segment where a majority of buyers bought used books, even if only one (55 per cent) and an amazing proportion (27 per cent) bought used books most often.
  - These results would suggest that the proportion of second-hand books sold as a percentage of the total volume of books sold is probably closer to 25 per cent than 21 per cent.

#### 4.8.5 BUYING BOOKS BY CANADIAN AUTHORS

- A large number (25 per cent) of buyers are not able to state how many books by Canadian authors they bought over the last 12 months, likely due to a total lack of knowledge about the origin of the authors or due to a state of total confusion. (See **Tables 25 and 26**)
  - If you add to this number those who are fairly certain they did not buy any books by Canadian authors (22 per cent), it could be estimated that for about one half of buyers (47 per cent), the nationality of the authors was either unknown to them or of no consequence to them at the moment of purchase.
  - Nevertheless, about one half (53 per cent) of buyers bought, or think they bought, at least one book by a Canadian author.
  - According to what was reported by buyers, it is estimated that about 27 per cent of all books bought were written by a Canadian.
  - This proportion is roughly the same (23 per cent) as that reported in 1991 in the *“Reading in Canada 1991”* survey.<sup>1</sup>
  - These results would thus suggest that over the last 15 years, Canadian authors’ market share has remained relatively stable.
  - There would seem to be a negative correlation (slight) between the number of Canadian authors as a proportion of all books bought and the volume of books purchased: the more books are bought, the less this proportion is significant.
    - Moreover, the number of Canadian authors as a proportion of books sold is lower with mainly literary readers (22.6 per cent).

<sup>1</sup> According to the 1991 survey, during the last 3 months an average of 6 books were bought, 1.4 of which were by Canadian authors.



- Francophone buyers outside Quebec sampled in this survey (36.7 per cent) and buyers 55 years old and older (34.5 per cent) have the highest proportion of Canadian authors among their total book purchases of all social groups studied.
  - Geographically speaking, Quebec (31.2 p. cent) and the Atlantic Provinces (30.4 per cent) have the highest proportion of Canadian authors among their total book purchases in the country.
  - Linguistically speaking, francophones of the official language community (32.4 per cent) buy a much higher proportion of Canadian authors than their anglophone fellow citizens
- Gender and education level are little or not at all correlated with the purchase of books by Canadian authors.
- The following table summarizes the results on the proportion of Canadian writers according to certain types of buyers and social backgrounds (for further details on Canadian authors, see the section below that discusses knowledge about, reading and interest in Canadian authors).

**CANADIAN WRITERS AS A PROPORTION OF ALL BOOKS PURCHASED**

	% of volume purchased last 12 months %
▪ Total buyers	27.1*
▪ <b>Types of buyers</b>	
→ Light buyers (1-5)	32.3
→ Moderate buyers (6-11)	26.5
→ Heavy buyers (12 +)	23.1
▪ Buyers who are mainly literary readers	22.6
▪ Buyers 55 years and older	34.5
▪ Francophone buyers outside Quebec	36.7

\* *Read: 27.1 per cent of all books bought are by Canadian authors.*

#### 4.8.6 CHARACTERISTICS OF FRANCOPHONE BUYERS OUTSIDE QUEBEC

- We have previously seen that the reading rates for francophones who took part in this survey outside Quebec were among the lowest in the country. This is not the case with respect to their buying rates, or with respect to the amount of books that they buy. (See **Table 26** in the summary table section.)



**SUMMARY OF MAIN BUYING RATES OF FRANCOPHONES OUTSIDE QUEBEC**

	Total Canada %	Francophones outside Quebec %	Francophones %
▪ Readers	87*	79	84
▪ Regular readers	54	31	43
▪ Average number of books read	16.8	9.3	13.9
▪ Buyers	81	78	79
▪ Heavy buyers (12 +)	34	33	27
▪ Average number of books purchased	12.3	13.9	9.6
▪ Average number of books bought for self	7.6	8.4	6.3
▪ Average number of books bought for others	4.7	5.5	3.3
▪ Proportion of books read that have been bought by reader	45	90	45

\* *Read: 87 per cent of the total sample are readers.*

- The results suggest that francophones outside Quebec seldom borrow their books, which is confirmed by their yearly number of visits to public libraries.
  - In fact, francophones outside Quebec buy almost all the books that they read (90 per cent) whereas this proportion is less than half with readers as a whole (45 per cent).
  - Because they seldom borrow books and they give books to others as gifts, francophones outside Quebec sampled in this survey buy more books than they read which is in sharp contrast to the sample average.
- As for francophones in general, the proportion of books that they buy to read subsequently (45 per cent) is identical to the Canadian average.
  - Compared to the 1991 survey that found that francophones (and Quebec francophones) bought more books than anglophones or other regions of the country, this characteristic has not been confirmed in this survey.
  - Francophones (and Quebec francophones) buy fewer books than other linguistic groups, just as they read fewer books than other groups.

**4.8.7 PRICE OF A NEW BOOK BOUGHT FOR ONESELF**

- Those who bought new books for themselves report that the highest average price that they paid was \$33.12 and the average lowest price was \$9.96 (See **Tables 28 and 29**)
  - One half of buyers never exceeded a ceiling of \$30 to buy a book over the last 12 months.
  - The arithmetical average of the highest price and the lowest price would indicate that the average price of a new book bought for oneself was \$21.55.

- In comparison, the 1991 survey *“Reading in Canada 1991”* reported that the average price of the last book bought was \$14.90.<sup>1</sup>
- A survey carried out by the firm, Pollara, in 2002 recorded an average price of \$21.00<sup>2</sup>, using a question similar to that used in 1991, which agrees with the results obtained from asking the question used in this survey (\$21.55).
- Although the questions were not identical, the results of these three surveys suggest that over the last 15 years, the average cost of a new book has increased substantially (roughly 40 per cent).

#### 4.8.8 TOTAL AMOUNT SPENT OVER THE LAST 12 MONTHS

*Since volumetric data relying on the respondent’s memory were used, the following results should be interpreted with caution.*

- Respondents claim to have spent an average of \$147.37 buying books for pleasure over the last 12 months. (See **Tables 28 and 29** in the summary table section.)
  - One half of respondents spent at least \$100 (which was the median amount spent).
  - Based on total readers, an average of \$162.41 and a median of \$100 were spent by each reader.
  - Based on total non-readers, a yearly average of \$42.79 spent by each non-reader was reported.
- Bearing in mind that the average number of books bought is 12.3, we therefore estimate that the average price of a new or used book bought is \$11.98.
  - It will be observed that francophones of the majority official-language community reported the highest average price paid for a new or used book (\$16.35) whereas all the other linguistic communities reported an average price varying between \$11.13 and \$12.54.
- As might be expected, social groups with the highest rates of buyers and readers also report the highest average amounts of money spent.
  - Thus women (\$169.20) spent more money on books than men (\$124.80), as did the most educated (\$220.12 *versus* \$123.79 for the least educated).
  - But there are notable exceptions that should be pointed out that are perhaps linked to distribution channels, and/or price structure that are particular to a region or a language.

<sup>1</sup> *The question did not specify whether it was a new or used book.*

<sup>2</sup> *Canadian Book Buying Habits: What Influences Purchasers – Pollara, March 1, 2002. Note: Quebec was not included in the sample.*

- The average amount reported by respondents in Quebec is second (\$153.20) only to that of British Columbia (\$172.96).
  - The average amount spent by francophones outside Quebec is exceptionally high (\$174.34), higher than that of anglophones in Quebec (\$164.36) or francophones (\$150.41) and anglophones (\$144.73) of the main majority official-language communities.
  - Buyers living in a minority linguistic community, be they anglophone or francophone, spend more on books for pleasure than their fellow citizens living in a community where their official language is in the majority.
- The following table summarizes the main results by certain social groups with respect to the number of books purchased, the total annual amount spent and the average price paid for a book over the last 12 months.

**SUMMARY OF VOLUMETRIC DATA ON BOOK BUYING OVER THE LAST 12 MONTHS  
BY CERTAIN SOCIAL GROUPS**

	Average number of books purchased (n)	Average amount spent \$	Average price of book purchased \$	Average of most expensive price for a new book \$	Average of lowest price for a new book \$
<b>Total sample</b>	12.3	147.37	11.98	33.12	9.96
<b>Gender</b>					
▪ Men	9.1	124.80	13.71	34.73	9.94
▪ Women	15.4	169.20	10.98	31.75	9.98
<b>Age</b>					
▪ 16-24	9.7	124.80	12.87	34.78	10.27
▪ 25-54	13.4	156.04	11.64	33.45	9.90
▪ 55 +	11.9	142.65	11.99	31.81	10.08
<b>Education level</b>					
▪ Some college	11.1	123.79	11.15	31.07	9.87
▪ University +	16.1	220.12	13.67	37.99	10.16
<b>Internet at home</b>					
▪ Non-user	10.2	112.28	11.00	29.92	9.84
▪ Light user	14.4	175.95	12.22	33.20	9.65
▪ Heavy user	12.4	157.10	12.67	36.62	10.56
<b>Status of official language</b>					
▪ Franco majority	9.2	150.41	16.35	35.21	12.93
▪ Franco o/s Quebec	13.9	174.34	12.54	37.07	13.57
▪ Anglo majority	13.0	144.73	11.13	32.62	9.17
▪ Anglo in Quebec	14.0	164.36	11.74	30.75	9.01
<b>Buyers</b>					
▪ Total buyers	15.2	181.49	11.94	33.12	9.96
▪ Light buyers	3.4	65.43	19.24	27.20	12.27
▪ Moderate buyers	8.4	133.37	15.88	32.31	10.05
▪ Heavy buyers	28.3	301.29	10.65	37.54	8.36
<b>Household income</b>					
▪ < = \$60 K	10.7	121.31	11.33	31.03	10.32
▪ > \$60 K	15.1	201.90	13.37	36.34	9.66



#### 4.8.9 ESTIMATED MARKET VALUE

- Considering that the population of Canada including those 16 years old and older was 25,790,000 as of July 1<sup>st</sup> 2004, a simple extrapolation of the data would indicate that the total new and used book market amounted to roughly \$3.8 billion in 2004. This sales figure is probably an overestimation bearing in mind that Canadians not able to speak either of the official languages were not included in the survey, as was the case with a certain proportion of low literate Canadians.
- The following table provides a more realistic calculation of the estimated overall value of the new and used book market in Canada, based on the findings in this survey.
  - According to these calculations, the total value of the new and used book market in Canada would be **2.8 billion dollars**.

ESTIMATED VALUE OF THE BOOK MARKET

Parameters	Estimates
▪ Canadian population aged 16 and older	25.8 million
▪ Proportion of Canadians not able to reply to survey due to language problem	5 per cent
▪ Proportion of Canadians scoring at Level 1 on IALS scale	22 per cent
▪ Canadian population aged 16 and older able to read, even if only simple documents and able to respond in one of official languages	19 million
▪ Average number of books bought (used or new)	12.3
▪ Total number of books sold (new or used)	234 million
▪ Average amount spent to buy new or used books over the last 12 months	\$147.37
▪ <b>Total value of the new and used book market (\$)</b>	<b>2.8 billion</b>

#### 4.8.10 CHARACTERISTICS OF HEAVY BUYERS

*As with the examination of differences in reading behaviour, care must be taken when examining differences in buying behaviour in relation to each socio-demographic variable taken one at a time. Indeed, an important individual correlation with a particular variable may result from the hidden effect of other more important variables and become of secondary importance after taking into account interaction between variables.*

- ◇ *It will be noted that because of the strong correlation between buyers and readers, most comments made previously concerning reader characteristics will also be found here.*
- ◇ *Thus, we note that the rate of purchase is especially high with women (86 per cent), those who have completed university (94 per cent), students (92 per cent) and Internet users (87 per cent). The rate of purchase is particularly low with respondents 65 years old and older (71 per cent) and those with no Internet connection at home (70 per cent).*
- ◇ *Since we have ascertained the enormous impact that heavy buyers have on the number of books sold, we will focus our examination on the characteristics of this buyer segment (42 per cent of buyers and 76 per cent of sales volume).*

Only the main characteristics of heavy buyers of books are described below so that the report does not become unduly lengthy.

- On the whole, heavy buyers are very much like regular readers.<sup>1</sup> A rapid yet close examination will uncover the following characteristics of heavy readers:
  - They are mainly women (61 per cent *versus* 43 per cent of light buyers);
  - They have completed university (27 per cent *versus* 15 per cent of light buyers);
  - They are unlikely to be 16-34 years old (27 per cent *versus* 40 per cent of light buyers);
  - They are better-off financially (41 per cent have a family income of \$60,000 and higher *versus* 24 per cent of light buyers);
  - They are anglophones of the main official-language linguistic community (84 per cent *versus* 78 per cent of light buyers);
  - They do not speak a foreign language at home (19 per cent *versus* 27 per cent of light buyers);
  - They are not members of a visible minority (10 per cent *versus* 21 per cent of light buyers);
  - They are more likely to be a couple (71 per cent *versus* 61 per cent of light buyers);
  - They use the Internet at home (70 per cent *versus* 62 per cent of light buyers).
- The following table summarizes the main characteristics of heavy buyers, compared to light buyers.

**MAIN CHARACTERISTICS OF LIGHT AND HEAVY BUYERS OF BOOKS**

	Light buyers %	Heavy buyers %
▪ Men	57*	39
▪ Women	43	61
▪ 16-34 years old	40	27
▪ Some college	58	42
▪ University completed	15	27
▪ Couple	61	71
▪ Anglophone	78	84
▪ Foreign language spoken at home	27	19
▪ Member of a visible minority	10	21
▪ Use Internet at home	62	70
▪ Household income of \$60,000 and more	24	41

\* Read: 57 per cent of light buyers are men.

<sup>1</sup> Which is normal since 80 per cent of heavy buyers are regular readers of books for pleasure compared to only 39 per cent of light buyers.



#### 4.8.11 IMPACT OF HEAVY BUYERS ON SALES VOLUME

- Because the average number of books bought are, by definition, very different for the three main buyer segments (light, moderate, heavy), their importance in numerical terms (share of respondents) does not reflect their true impact on the book market (share of volume).
- The following table contrasts the importance of buyer segments in numerical terms with that in volumetric terms.
  - The results indicate that heavy buyers, who are those buying at least one book per month, have a strong effect on the market as they represent 42 per cent of all buyers and 76 per cent of the total number of books sold.

**BUYER SEGMENTS IN NUMERICAL AND VOLUMETRIC TERMS**

Last 12 months	Buyers' share 100%	Share of volume purchased 100%
▪ Light buyers (1-5)	33*	7**
▪ Moderate buyers (6-11)	25	15
▪ Heavy buyers (12 +)	42	76

\* Read: 33 per cent of all buyers are light buyers.

\*\* Read: 7 per cent of all books sold are bought by light buyers.

#### 4.8.12 IMPACT OF HEAVY BUYERS ON SALES VALUE

- Based on all buyers, the average amount reported for the purchase of books for each buyer is \$181.49, varying from \$65.43 for light buyers to \$301.29 for heavy buyers.
  - Thus, heavy buyers, who constitute 42 per cent of all buyers and 76 per cent of books sold, account for 70 per cent of total industry sales.
- The next table provides a summary of buyer segments in numerical terms, then in terms of books bought and in terms of sales value, over the last 12 months.

**BUYER SEGMENTS IN NUMERICAL AND VOLUMETRIC TERMS**

Last 12 months	Share of buyers (%) 100%	Share of volume purchased (n) 100%	Share of sales value (\$) 100%
▪ Light buyers	33	7	12
▪ Moderate buyers	25	15	18
▪ Heavy buyers	42	76	70

#### 4.8.13 BOOK BUYING BY INCOME LEVEL

- As might be expected, the profile of the wealthiest respondents in the sample (\$60 K and higher) have very different characteristics from other buyers. It should be said that in this population segment, education level and income are correlated and interact to magnify certain differences.

- Thus, we find that the wealthiest individuals:
  1. read only slightly more books (17.7 books) than average (16.8 books) but buy much more (15.1 books versus 12.3 on average);
    - These findings show that the most affluent borrow far fewer books for purposes of reading than other respondents.
  2. spend much more (\$201.90) annually purchasing books (\$147.37 on average) and pay a higher average unit price (\$13.37 compared to \$11.98 on average);
    - As they buy more books than other respondents, there is a much higher proportion of heavy buyers (44 per cent) compared to the average (33 per cent).
  3. finally, while only 8 per cent of all respondents in the sample bought a book over the Internet in the last 12 months, 21 per cent of the most affluent did so.
- The following table illustrates a number of the main buying characteristics of the wealthiest respondents in the sample.

**BUYING CHARACTERISTICS BY INCOME LEVEL**

LAST 12 Months	TOTAL Canada %	FAMILY INCOME	
		< \$60 K %	\$60 K + %
◇ Buyers of books for pleasure	81	80	98
◇ <b>Types of buyers</b>			
– Non-buyers	19	20	12
– Light buyers (1-5 books)	27	31	21
– Moderate buyers (6-11 books)	20	19	23
– Heavy buyers (12 books +)	34	31	44
◇ <b>Number of books read</b>	16.8	16.7	17.7
◇ <b>Number of books bought</b>	12,3	10,7	15,1
◇ <b>Purchases on the Internet</b>	8	8	21
◇ <b>Average annual amount spent</b>	\$147.31	\$121.31	\$201.90
◇ <b>Average price of a book purchased</b>	\$11.98	\$11.33	\$13.37

#### 4.8.14 BUYING INTENTIONS

- For the next two or three years, book buyers anticipate that they will spend more on books than they did over the last year, a mild yet positive trend mainly observed among heavy buyers. (See **Tables 28 and 29** in the summary table section.)





### BOOK BUYING INTENTIONS OVER THE NEXT FEW YEARS

	Total Buyers Next few years %
▪ Same	69*
▪ More	25
▪ Less	6
▪ <b>Net trend**</b>	<b>+19</b>

\* Read: 69 per cent of buyers have said that they intend to continue buying as many books as they did in the past for the foreseeable future.

\*\* Read: Difference between the positive trend and the negative trend.

- We have observed that francophones, who spend a very high amount of money on books, report a less enthusiastic trend in future spending for books than anglophones.
  - According to the survey results, anglophones in Quebec are a choice market, not only currently but for the foreseeable future as well, as can be seen in the next table, which summarizes spending intentions by linguistic community.

### BOOK BUYING INTENTIONS OVER THE NEXT FEW YEARS BY LINGUISTIC COMMUNITY

	Total Buyers	Status of main official language			
		Franco majority	Franco outside Quebec	Anglo majority	Anglo in Quebec
▪ Average spending over last 12 months	\$181.49	\$150.41	\$174.34	\$144.73	\$164.36
<b>Buyer intentions</b>					
▪ Increase	25	15	10	28	32
▪ Decrease	6	5	12	6	6
▪ Net trend	+19	+10	-2	+22	+26

#### 4.8.15 SOURCES OF AWARENESS OF BOOKS

Readers and buyers were asked to recall ways in which they had found out about books. Apart from individual interest and the recommendations of friends, we have observed that advertising and literary reviews have an impact on buying as they do on the choice of reading material.

- Respondents state that they pay attention to a wide range of sources to find out about books for pleasure. (See **Tables 30 and 31**)
- If interest in the subject of the book and the author are excluded (which are two factors that are especially likely to lead respondents to pay attention to certain books rather than others), a number of other sources often help respondents to find out about books.
  - The most important sources of awareness about books are also those that count the most when it is time to choose what to read and what to buy.

- Among sources that are most often helpful for finding out about books, four rank first in importance:
  1. the recommendation of a friend (40 per cent “help often”);
  2. books as gifts (24 per cent);
  3. literary reviews (23 per cent);
  4. advertisements in a newspaper/magazine/on TV/on radio (19 per cent).
  - It is interesting to note that the fact that a book wins a prize/becomes a bestseller has not been reported as an important source of awareness (16 per cent “helps often”), just as the Internet is not (6 per cent), and the same goes for the recommendation of bookstore staff (9 per cent) or of a librarian (10 per cent).
  - Readers and buyers agree on the sources of book awareness that have most helped them choose the books they have read or bought.
    1. the recommendation of a friend – is even more important than personal interest;
    2. advertisements and literary reviews.
  - Receive / give a book as a gift helps often to find out about a book but is not an important factor for choosing one’s own reading materials or book purchases.
- The table below summarizes the findings on the main sources of awareness about books for respondents.

**MAIN SOURCES OF AWARENESS ABOUT BOOKS**

	Helped to become aware of books %	Helped the most to become aware of...	
		Buying %	Reading %
<b>Personal interest</b>			
▪ In the subject	61*	20	20
▪ In the author	35	9	7
▪ Gift	24	2	2
▪ Recommendation from a friend	40	31	34
▪ Literary reviews	23	14	12
▪ Advertisements	18		

\* *Read: 61 per cent of the total sample said that their interest in the subject led them often to become aware of the books they had read or bought over the last 12 months.*



#### 4.8.16 SOURCES OF BOOKS

Readers and buyers were asked to remember ways in which they got books they read or bought.

At first sight, the important factors behind locating places to find books to read vary among readers and buyers. However, if non-commercial sources are excluded (not available to buyers), the same commercial sources will be found at the top of the list, whether one is a reader or a buyer.

**Readers** (See **Tables 32 and 33** in the summary table section)

- The four main sources of books are, in order:
  1. Bookstore: 62 per cent
  2. Public library: 32 per cent
  3. Borrowing a book from someone else: 19 per cent
  4. Second-hand bookstore: 9 per cent
  - The bookstore is the main source of book supply, regardless of types of readers, and is not or is little correlated with the amount and content of books purchased
  - Heavy readers find books much more often at the public library and in a second-hand bookstore than other types of readers.
- The following table summarizes the major sources of commercial and non-commercial book supplies for readers over the last 12 months.

**MAIN SOURCES OF COMMERCIAL AND NON-COMMERCIAL BOOK SUPPLIES**

	Total readers %	Regular readers %	Heavy readers %	Mainly literary readers %
▪ Bookstore	62*	66	66	64
▪ Public library	32	37	51	34
▪ Borrowed from friend / family	19	20	19	19
▪ Second-hand bookstore	9	11	18	13
▪ Big box store (Wal-Mart, Costco)	7	8	12	8

\* Read: 62 per cent of readers obtained books at a bookstore over the last 12 months.

**Buyers** (See *Tables 32 and 34* in the summary table section)

- Four commercial sources of supplies are used mainly by buyers, but the bookstore is by far the most common:
  1. Bookstore: 81 per cent
  2. Big box store (Wal-Mart, Costco): 12 per cent
  3. Second-hand bookstore: 11 per cent
  4. Internet: 8 per cent
- Moderate and heavy buyers have more frequent access to certain sources of book supplies compared to light buyers. Thus, they buy books more often in a department store, a second-hand bookstore and over the Internet than light buyers.
- It is interesting to note that the second-hand bookstore is as common a source of supply as the big box store. For heavy buyers, the second-hand bookstore is the second largest source of books, after the bookstore and before the big box store.
- On the whole, the drugstore, the supermarket, the book club, catalogue book orders, the book fair and the book exchange each have a minimal importance as a source of books.
- The following table summarizes the main commercial sources of supply for buyers over the last 12 months.

**MAIN COMMERCIAL SOURCES OF SUPPLY FOR BUYERS**

	Total buyers %	Light buyers %	Moderate buyers %	Heavy buyers %
▪ Bookstore	81*	78	83	84
▪ Big box store (Wal-Mart, Costco)	12	7	15	13
▪ Second-hand bookstore	11	4	7	18
▪ Internet	8	4	10	10
▪ Department store	7	8	6	7

\* Read: 81 per cent of buyers purchased books at a bookstore over the last 12 months.

#### 4.8.17 IMPACT OF VARIOUS FACTORS ON BUYING

A series of 11 factors that might have an influence on buying books was submitted to buyers who were invited, for each one, to express an opinion of the influence it could have had on buying. A three-point scale was used (*often, sometimes, almost never*).

- ◇ *The interpretation that follows is based on “often played a role in the decision to buy”.*
- ◇ *You will note that only factors relevant to a book have been taken into consideration in the question. “External” factors such as window display or the recommendation of a friend were not part of the list used this year.*
- First of all, it should be noted that 42 per cent say they buy books most often on impulse. (See **Table 35** in the summary table section.)
  - The proportion is very comparable to that recorded on the same question in the “*Reading in Canada 1991*” survey (42.6 per cent).
  - Therefore, there is a substantial and comparable proportion of impulse buying that has remained constant over time.
  - Impulsiveness in buying books has little or no connection with the types of readers or buyers.
- There are however some significant differences depending on the social group.
  - There are more buyers in Quebec who plan what they are going to buy (70 per cent), and only 29 per cent most often buy on impulse.
    - If only francophones of the majority official-language group are considered, only 26 per cent of them claim they most often buy on impulse.
    - Among francophones outside Quebec, there is also a lower proportion than elsewhere who buy on impulse (33 per cent).
    - Thus, these findings suggest that there may be a cultural or economic characteristic causing the francophones of this country to plan their book purchases to a greater degree.
  - Everywhere else in the country, impulse buyers and those who plan are fairly evenly split.
- Among the 11 factors describing a book and that may have an impact on buying a book, five factors are particularly influential, all of which are linked to content and price.
  - None of these factors is linked to the physical appearance of a book (illustrations, cover, printing type, number of pages).

**MAIN CHARACTERISTICS OF A BOOK INFLUENCING ITS PURCHASE**

	Has often played a role in buying %
1) Topic/type of book	70*
2) Author	41
3) Discount price	32
4) Price	26
5) Title	23

\* *Read: 70 per cent of buyers said that the topic of the book had often played a role in the decision to buy.*

- Although the lists and scales of measurement used in previous surveys are not identical, it will be noted nevertheless that the three main influences recorded in 1991 are the same ones this year.
- The topic / type of book is the number one criterion in all social groups. It should be observed however that it is extremely important for the most educated individuals

**IMPORTANCE OF THE TOPIC WHEN BUYING A BOOK**

	Has often played a role in buying %
▪ Total buyers	70*
▪ Some college	67
▪ University +	76

\* *Read: 70 per cent of buyers said that the topic had often played a role in the decision to buy.*

- The author, the second most important criterion (41 per cent), is especially influential on heavy buyers (50 per cent) and is of little importance for the sample of francophones outside Quebec (29 per cent) who took part in our survey.
- Indeed, it would seem that the more books one buys, the greater the author's influence is on the buying decision<sup>1</sup>, as is illustrated in the following table.

<sup>1</sup> *An observation also reported in the Pollara survey in 2002.*



### IMPORTANCE OF THE AUTHOR WHEN BOOK IS PURCHASED

	Has often played a role in buying %
▪ Total buyers	41*
▪ Light buyers	33
▪ Moderate buyers	36
▪ Heavy buyers	50
▪ Francophones of the majority official language	41
▪ Francophones outside Quebec	29
▪ Anglophones of the majority official language	41
▪ Anglophones in Quebec	39

\* Read: 41 per cent of buyers said that the author had often played a role in the decision to buy.

- The discount price is a factor where there is a lot of variance among social groups, more than with respect to the price itself.
  - For example, with francophones outside Quebec, a discount price is the second most important criterion, even before the author and the list price. Such a factor that is so characteristic of a given social group is definitely a sign of a very high price structure or of a particularly weak purchasing power.
  - Although less marked, but still related to the previous observation, we note that the importance of price in itself for francophones outside Quebec is substantially more important than it is for the other linguistic communities. The following table illustrates the importance of price for francophones outside Quebec sampled in our survey.

### IMPORTANCE OF PRICE WHEN BUYING A BOOK

	Has often played role in buying	
	Discount price %	Price %
▪ Total buyers	32*	26
▪ Francophones of the majority official language	29	26
▪ Francophones outside Quebec	53	38
▪ Anglophones of the majority official language	32	26
▪ Anglophones in Quebec	39	27

\* Read: 32 per cent of buyers said that a discount price had often played a role in the decision to buy.

- With respect to Canadian authors, there are significant differences depending on the linguistic community.
  - Whereas on average the importance of an author being Canadian scores a rating of 15 per cent, francophones attach much more importance to this factor than do anglophones, especially francophones in Quebec, as is illustrated in the following table.



**IMPORTANCE OF AUTHOR BEING CANADIAN WHEN BUYING A BOOK**

	Has often played a role in buying %
▪ Total buyers	15*
▪ Francophones of the majority official language	24
▪ Francophones outside Quebec	19
▪ Anglophones of the majority official language	13
▪ Anglophones in Quebec	14

\* *Read: 15 per cent of buyers stated that the fact that the writer was Canadian had often played a role in the decision to buy.*

- Finally, it has been observed that certain physical characteristics of books are more important for less educated buyers. This is so with respect to printing type, number of pages, illustrations, the book cover and, especially, the title.
  - What is of no surprise is that there is a correlation between the importance attached to size of print and age, with only 6 per cent of the 16-24 age group often giving it some importance compared to 21 per cent of those 55 years old and older.

	Has often played a role in buying				
	Printing type %	Number of pages %	Illustrations %	Cover %	Title %
▪ Total buyers	14*	12	11	10	23
▪ Some college	16	14	12	12	26
▪ University +	8	6	8	5	16
▪ 16-24	6	16	13	20	28
▪ 55 +	21	11	10	3	22

\* *Lire: 14 per cent of buyers said that the printing type has often played a role in the decision to buy.*



## 4.9 BOOKS BY CANADIAN AUTHORS

*This section brings together the results on questions pertaining to Canadian authors, familiarity with them, reading their works, and the interest they attract from readers. (See **Tables 36 and 37** in the summary table section.)*

***Note:** Due to the difficulty of recognizing Canadian authors or in attributing a nationality to the authors, caution in interpreting the findings of this section should be displayed.*

### 4.9.1 FAMILIARITY WITH CANADIAN AUTHORS

- The relatively high percentages of no response to several questions dealing with Canadian authors suggests that many respondents have difficulty recognizing Canadian writers and do not pay much attention to the nationality of authors.
- We ascertained previously that among a series of 11 factors that might influence book buying, Canadian authors were not at the top of the list, but had the same degree of influence as the number of pages and the printing type.
- Indeed, when respondents are asked to what extent they are familiar with Canadian writers, only a minority of respondents say that they are familiar with these authors (33 per cent only 4 per cent of whom are “very” familiar).
  - The degree of familiarity is less than the annual purchasing rate (54 per cent) or reading rate (48 per cent) of books written by Canadians.
  - The results suggest that many respondents read and buy Canadian authors due to factors that are not related to the nationality of the authors.
  - The degree of familiarity varies little by social background. Unsurprisingly, heavy readers demonstrate the highest rate of familiarity (46 per cent).

### 4.9.2 READING CANADIAN AUTHORS

- Seventy-two per cent of all respondents claim to have already read at least one book by a Canadian author. However, when they are asked how many books by Canadian authors they have read in the last 12 months, the reading rate for Canadian authors comes to 48 per cent.<sup>1</sup>
  - Forty-seven per cent claim to have not read any, 44 per cent say they can remember having read some and 10 per cent do not know.
    - After reapportioning pro rata the “do not knows” (as was done with the 1991 data), the result for this year is: 48 per cent who have read and 52 per cent who have not read books written by Canadians, in the past year.

<sup>1</sup> After reapportioning pro rata the 10% who did not know.

- Compared to the 1991 survey *“Reading in Canada 1991”* (44 per cent), the reading rate for this year is statistically identical.
- It is estimated that an average of 12 per cent of all books read is composed of Canadian authors’ works.
  - Compared to the 1991 survey (17 per cent), this proportion is slightly lower.
  - In particular, respondents this year said they read an average of 2 books by Canadian authors compared to an average of 3.6 in 1991.
  - Thus, the results of this survey suggest that during the past 15 years, the reading of Canadian authors has remained the same in terms of overall rate, but has decreased in terms of the amount or volume read.

#### 4.9.3 BUYING BOOKS BY CANADIAN AUTHORS

- Forty-three per cent of respondents recall having bought a book by a Canadian author over the past 12 months, 37 per cent do not remember and 20 per cent really do not know.
  - After reapportionment pro rata of those who did not answer the question, it is estimated that 54 per cent of respondents bought works by Canadian authors.
    - Unfortunately, this rate of purchase cannot be compared with that of 1991 because of a difference in the period of reference for book purchases.<sup>1</sup>
    - The annual buying rate surpasses slightly the annual reading rate (48 per cent) of books written by Canadians.<sup>2</sup>
  - Fifty-eight per cent of book buyers read a book by a Canadian author<sup>3</sup>, which is statistically identical to what the Pollara survey reported in 2002 (58 per cent).<sup>4</sup>
- Over the last 12 months, the portion of the market held by Canadian authors was estimated to be 27 per cent of all books purchased.
  - By contrast, the 1991 survey reported a 23 per cent share of the market for Canadian authors (over the last 3 months).

<sup>1</sup> In 1991, the question referred to the last 3 months and not the last 12 months. During the last 3 months, 38 per cent of respondents in 1991 had bought books written by Canadians.

<sup>2</sup> Which the 1991 survey had also observed.

<sup>3</sup> 52 per cent read some, 39 per cent did not read any and 10 per cent did not know. After redistribution of the no responses, a reading rate of 58 per cent is determined.

<sup>4</sup> With respect to Canadian authors, the Pollara survey indicated in 2002: 47 per cent had read some, 33 per cent had not read any and 19 per cent did not know. After redistribution of the no responses, a reading rate among buyers of 58 per cent was recorded.

- This share of sales volume surpasses substantially the portion of Canadian books as a proportion of all books read (12 per cent), as was the case in the 1991 survey. This may mean that books by Canadian authors are bought more often than they are borrowed.
- These results would suggest that the share of Canadian authors in the total number of books sold has remained basically the same over the past 15 years. We have however ascertained previously that the share of Canadian authors in all books read has apparently slightly decreased. These trends may mean that over the past 15 years, Canadians tended less often to borrow books written by Canadians and tended more often to buy them.
- The following table summarizes the main results on the popularity of books written by Canadians by linguistic community.

**POPULARITY OF BOOKS WRITTEN BY CANADIANS  
BY LINGUISTIC COMMUNITY**

	Total Canada %	Majority official language		Minority official language	
		Franco %	Anglo %	Franco %	Anglo %
▪ Already read a book by a Canadian author	72*	76	72	68	69
▪ Read a book by a Canadian author over the last 12 months	48	55	47	39	46
▪ Proportion of Canadian authors among all books read	12	18	11	23	11
▪ Bought a book by a Canadian author in the last 12 months	54	56	53	51	52
▪ Proportion of Canadian authors among all books bought	27	25	20	27	21

\* Read: 72 per cent of the total sample has already read a book written by a Canadian.

#### 4.9.4 INTEREST IN READING CANADIAN AUTHORS

- Sixty-two per cent of respondents say that they are interested (14 per cent of whom are “very” interested) in reading Canadian writers, which is a higher proportion than their present reading rate (48 per cent).
  - Seventy-one per cent of readers say they are interested (16 per cent of whom are “very” interested).
  - Sixty-eight per cent of buyers say they are interested (16 per cent of whom are “very” interested).
  - In contrast, the Pollara survey of 2002 reported a rate of interest of 73 per cent among book buyers, which is statistically comparable to the rate recorded for buyers by this survey.
  - These results suggest that it is possible to reverse the downward trend in Canadian writers’ market share over the last 15 years.
- The interest in reading Canadian authors follows very closely the differences in reading rates prevalent in certain social groups.
  - Thus, women and the most educated people are more interested.
  - Francophones outside of Quebec are much less interested.



## 5. MAIN RESULTS TABLES

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**TABLE 1**

**READING RATES BY SOCIO-DEMOGRAPHIC BACKGROUND  
– LAST 12 MONTHS –**

<b>POPULATION 16 YEARS OLD AND OVER (N=1,963)</b>	<b>All readers %</b>	<b>Regular readers %</b>	<b>Heavy readers %</b>	<b>Literary Readers %</b>	<b>Mainly literary readers %</b>
<b>Total</b>	87	54	13	79	44
<b>Gender</b>					
• Male	82	43	8	72	33
• Female	93	65	19	86	55
<b>Age</b>					
• 16-24	91	51	7	79	44
• 25-34	89	51	13	78	40
• 35-44	87	59	11	79	43
• 45-54	86	52	13	79	43
• 55-64	85	53	17	76	44
• 65 +	87	57	22	80	41
<b>Education</b>					
• Some college	83	48	11	75	43
• Completed college to some university	92	59	14	82	43
• Completed university +	94	66	20	88	50
<b>Employment status</b>					
• Employed	87	53	10	79	44
• Unemployed	85	56	21	77	41
• Student	97	53	7	87	56
<b>Community</b>					
• Urban (CMA)	90	55	12	80	46
• Other	85	53	15	79	42
<b>Residence</b>					
• Own	88	56	15	80	45
• Rent	87	51	11	77	41
<b>Household</b>					
• Couple with children	89	55	11	80	44
• Couple without children	88	56	17	82	47
• Single with children	84	55	9	74	45
• Single without children	85	50	15	75	42
• Other	88	51	9	80	41

TABLE 1

**READING RATES BY SOCIO-DEMOGRAPHIC BACKGROUND  
– LAST 12 MONTHS –**

<b>POPULATION 16 YEARS OLD AND OVER (N=1,963)</b>	<b>All readers %</b>	<b>Regular readers %</b>	<b>Heavy readers %</b>	<b>Literary Readers %</b>	<b>Mainly literary readers %</b>
<b>Main official language</b>					
• English	88	57	14	81	46
• French	84	43	11	74	36
<b>Mother tongue</b>					
• English	89	59	14	82	48
• French	84	45	11	73	37
• French and English equally	76	68	20	55	26
• Other	84	44	13	78	40
<b>Foreign language spoken at home</b>					
• Yes	88	54	14	81	40
• No	87	54	13	79	45
<b>Bilingual</b>					
• Yes	91	54	14	80	43
• No	86	54	13	79	45
<b>Status of main official language</b>					
• Majority	88	55	14	80	44
• Francophone outside Quebec	79	31	3	73	29
• Anglophone in Quebec	81	55	12	69	39
<b>Member of a visible minority</b>					
• Yes	87	46	12	71	32
• No	88	56	14	81	46
<b>Internet connection at home</b>					
• High speed	91	57	12	82	48
• Low speed	88	57	16	83	47
• Not connected	82	47	14	72	36
<b>Weekly Internet use at home</b>					
• Does not use Internet	83	48	13	74	36
• 6 hours or less	89	60	13	81	47
• More than 6 hours	92	55	14	85	52

**TABLE 1**

**READING RATES BY SOCIO-DEMOGRAPHIC BACKGROUND  
– LAST 12 MONTHS –**

<b>POPULATION 16 YEARS OLD AND OVER (N=1,963)</b>	<b>All readers %</b>	<b>Regular readers %</b>	<b>Heavy readers %</b>	<b>Literary Readers %</b>	<b>Mainly literary readers %</b>
<b>Region</b>					
• British Columbia	90	59	17	85	45
• Prairies	88	60	16	82	43
• Ontario	89	55	12	80	48
• Quebec	84	46	12	73	37
• Atlantic	84	53	15	76	44
• Other	91	81	9	91	75
<b>Household income</b>					
• \$60,000 or less	87	51	14	78	42
• More than \$60,000	92	60	12	86	51
• Refusal	82	53	14	72	41

TABLE 2

## SOCIO-DEMOGRAPHIC CHARACTERISTICS OF READERS

POPULATION 16 YEARS OLD AND OVER	Total Sample (1,963) %	All Readers (1,698) %	Regular Readers (1,063) %	Heavy readers (271) %	Literary Readers (1,527) %	Mainly literary readers (871) %
<b>Gender</b>						
• Male	49	46	39	29	45	37
• Female	51	54	61	71	55	63
<b>Age</b>						
• 16-24	15	16	14	8	16	19
• 25-34	17	17	16	16	16	15
• 35-44	21	20	22	16	20	20
• 45-54	19	19	18	18	19	19
• 55-64	15	15	15	20	15	15
• 65 +	13	13	14	21	13	12
<b>Education</b>						
• Some college	54	52	48	44	51	52
• Completed college to some university	28	29	30	29	29	27
• Completed university +	18	19	22	27	20	20
<b>Employment status</b>						
• Employed	59	59	58	47	60	59
• Unemployed	30	30	32	48	29	28
• Student	10	11	10	6	11	13
<b>Community</b>						
• Urban (CMA)	56	57	56	51	56	58
• Other	44	43	44	49	44	42
<b>Residential</b>						
• Own	64	65	67	71	65	66
• Rent	34	33	31	28	33	31
<b>Household</b>						
• Couple with children	36	37	37	31	37	36
• Couple without children	29	29	30	36	30	30
• Single with children	7	7	7	5	7	7
• Single without children	21	20	19	24	20	20
• Other	7	7	7	5	7	6
<b>Main official language</b>						
• English	79	80	83	83	80	83
• French	21	20	17	17	20	17

TABLE 2

## SOCIO-DEMOGRAPHIC CHARACTERISTICS OF READERS

POPULATION 16 YEARS OLD AND OVER	Total Sample (1,963) %	All Readers (1,698) %	Regular Readers (1,063) %	Heavy readers (271) %	Literary Readers (1,527) %	Mainly literary readers (871) %
<b>Mother tongue</b>						
• English	66	67	71	69	68	70
• French	20	19	17	17	18	17
• French and English equally	1	1	1	1	1	0
• Other	14	14	11	13	13	12
<b>Foreign language spoken at home</b>						
• Yes	21	21	21	21	21	19
• No	79	79	79	79	79	81
<b>Bilingual</b>						
• Yes	24	25	24	25	24	23
• No	76	75	76	75	76	77
<b>Status of main official language</b>						
• Majority	93	94	94	95	94	95
• Francophone outside Quebec	2	2	1	1	2	1
• Anglophone in Quebec	5	4	5	4	4	4
<b>Member of a visible minority</b>						
• Yes	15	15	12	13	13	11
• No	84	84	86	87	85	88
<b>Internet connection at home</b>						
• High speed	49	51	52	44	51	54
• Low speed	20	20	21	25	21	21
• Not connected	30	28	26	30	27	25
<b>Weekly Internet use at home</b>						
• Do not use Internet	37	36	33	36	35	31
• 6 hours or less	37	38	42	37	38	39
• More than 6 hours	25	26	25	27	27	30
<b>Region</b>						
• British Columbia	13	13	14	16	14	13
• Prairies	17	17	18	20	17	16
• Ontario	39	40	39	35	40	43
• Quebec	24	23	20	20	22	20
• Atlantic	7	7	7	8	7	7
• Other	1	1	1	0	1	1

TABLE 2

## SOCIO-DEMOGRAPHIC CHARACTERISTICS OF READERS

POPULATION 16 YEARS OLD AND OVER	Total Sample (1,963) %	All Readers (1,698) %	Regular Readers (1,063) %	Heavy readers (271) %	Literary Readers (1,527) %	Mainly literary readers (871) %
<b>Household income</b>						
• \$60,000 or less	49	49	46	50	48	46
• More than \$60,000	31	33	35	29	34	36
• Refusal	19	18	19	21	17	18
<b>Enjoyment of reading<sup>1</sup></b>						
• I don't like to read at all	3	1	0	0	1	1
• I like to read a little	14	12	4	2	10	9
• I like to read some of the time	39	40	28	7	39	34
• I like to read very much	43	48	67	91	51	57
<b>Readers of electronic books – last 12 months<sup>2</sup></b>						
• Rate of occurrence (%)	11	12	13	14	13	12
• Average number (books)	0.6	0.7	0.8	0.7	0.8	0.8
• Median (books)	0.0	0.0	0.0	0.0	0.0	0.0
<b>Users of audio/talking books – last 12 months<sup>3</sup></b>						
• Rate of occurrence (%)	10	11	12	18	12	10
• Average number (books)	0.6	0.7	0.8	1.7	0.7	0.5
• Median (books)	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total number of books read – last 12 months<sup>4</sup></b>						
• Average number	16.8	19.3	26.7	74.3	20.7	23.3
• Median	7.0	10.0	15.0	60.0	12.0	12.0

<sup>1</sup> **Q3.5:** Which of the following statements best describes how much you like to read?

<sup>2</sup> **Q3.15:** Approximately how many electronic books, i.e. books you read on screen, have you read for leisure in the last 12 months?

<sup>3</sup> **Q3.16:** Approximately how many audio books, i.e. books taped on audio-cassettes or recorded on Compact Disks, have you used or listened to in the last 12 months?

<sup>4</sup> **Q3.7:** Over the past 12 months, approximately how many books have you read completely or partially for leisure, whether these books were purchased or borrowed, new or used, printed or electronic? (Approximately / If respondent cannot recall number, PROMPT with: Do you think you've read 1-5, 6-15, or more than 15 books? – Use these categories only if no number given)

**TABLE 2**

**SOCIO-DEMOGRAPHIC CHARACTERISTICS OF READERS**

POPULATION 16 YEARS OLD AND OVER	Total Sample (1,963) %	All Readers (1,698) %	Regular Readers (1,063) %	Heavy readers (271) %	Literary Readers (1,527) %	Mainly literary readers (871) %
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**Types of readers by number of books read – last 12 months**

• Non-readers: no books <sup>1</sup>	13	0	1	0	0	0
• Light readers: 1-11 books	46	52	32	0	48	42
• Moderate readers: 12-49 books	28	33	43	0	35	37
• Heavy readers: 50 + books	13	15	23	100	17	21

**Types of readers by how often they read – last 12 months**

• Light readers <sup>2</sup> : a few times per week or less	39	39	0	5	36	33
• Regular readers: every day or nearly every day	54	61	100	95	64	67

<sup>1</sup> **Q3.7:** Over the past 12 months, approximately how many books have you read completely or partially for pleasure, whether these books were purchased or borrowed, new or used, printed or electronic? (Approximately / If respondent cannot recall number, PROMPT with: Do you think you've read 1-5, 6-15, or more than 15 books? – Use these categories only if no number given)

<sup>2</sup> **Q3.6** How often do you read books for leisure, even if only a few sentences on each occasion?

**TABLE 3 SOCIO-DEMOGRAPHIC CHARACTERISTICS OF REGULAR READERS BY LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	TOTAL REGULAR READERS (1,063) %	REGULAR READERS						
			Main official language		Status of main official language				
			French (276) %	English (787) %	Majority (839) %	Franco outside Quebec (112) %	Anglo in Quebec (112) %		
<b>Gender</b>									
• Male	49	39	35	40	40	36	27		
• Female	51	61	65	60	60	64	73		
<b>Age</b>									
• 16-24	15	14	12	15	15	5	10		
• 25-34	17	16	12	16	16	9	6		
• 35-44	21	22	21	23	22	35	33		
• 45-54	19	18	25	17	19	34	11		
• 55-64	15	15	18	15	15	8	22		
• 65 +	13	14	12	14	14	9	18		
<b>Education</b>									
• Some college	54	48	56	46	48	30	51		
• Completed college to some university	28	30	27	31	30	29	31		
• Completed university +	18	22	18	23	22	41	18		
<b>Employment status</b>									
• Employed	59	58	56	59	59	79	51		
• Unemployed	30	32	35	31	31	19	41		
• Student	10	10	9	10	10	2	8		
<b>Community</b>									
• Urban (CMA)	56	56	58	56	57	32	55		
• Other	44	44	42	44	43	68	45		
<b>Residence</b>									
• Own	64	67	66	67	67	74	65		
• Rent	34	31	33	31	31	25	33		
<b>Household</b>									
• Couple with children	36	37	32	38	37	44	31		
• Couple without children	29	30	28	30	30	35	28		
• Single with children	7	7	9	7	7	3	13		
• Single without children	21	19	21	19	19	17	24		
• Other	7	7	10	6	7	2	3		



TABLE 3

## SOCIO-DEMOGRAPHIC CHARACTERISTICS OF REGULAR READERS BY LINGUISTIC COMMUNITY

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	TOTAL REGULAR READERS (1,063) %	REGULAR READERS						
			Main official language		Status of main official language				
			French (276) %	English (787) %	Majority (839) %	Franco outside Quebec (112) %	Anglo in Quebec (112) %		
<b>Main official language</b>									
• English	79	83	0	100	84	0	100		
• French	21	17	100	0	16	100	0		
<b>Mother tongue</b>									
• English	66	71	2	85	72	22	66		
• French	20	17	93	1	16	54	20		
• French and English equally	1	1	0	1	1	0	2		
• Other	14	11	5	12	11	24	12		
<b>Foreign language spoken at home</b>									
• Yes	21	21	19	21	19	54	44		
• No	79	79	81	79	81	46	56		
<b>Bilingual</b>									
• Yes	24	24	60	17	22	86	48		
• No	76	76	40	83	78	14	52		
<b>Status of main official language</b>									
• Majority	93	94	93	94	100	0	0		
• Francophone outside Quebec	2	1	7	0	0	100	0		
• Anglophone in Quebec	5	5	0	6	0	0	100		
<b>Member of a visible minority</b>									
• Yes	15	12	2	15	12	6	16		
• No	84	86	97	84	86	93	81		
<b>Internet connection at home</b>									
• High speed	49	52	38	55	53	39	28		
• Low speed	20	21	23	21	20	33	35		
• Not connected	30	26	39	23	26	27	35		
<b>Weekly Internet use at home</b>									
• Do not use Internet	37	33	48	30	33	31	43		
• 6 hours or less	37	42	34	43	42	44	36		
• More than 6 hours	25	25	18	27	26	26	20		

**TABLE 3**                      **SOCIO-DEMOGRAPHIC CHARACTERISTICS OF REGULAR READERS BY LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	TOTAL REGULAR READERS (1,063) %	REGULAR READERS						
			Main official language		Status of main official language				
			French (276) %	English (787) %	Majority (839) %	Franco outside Quebec (112) %	Anglo in Quebec (112) %		
<b>Region</b>									
• British Columbia	13	14	0	17	15	1	0		
• Prairies	17	18	1	22	19	19	0		
• Ontario	39	39	4	47	41	53	0		
• Quebec	24	20	93	6	16	0	100		
• Atlantic	7	7	2	8	7	26	0		
• Other	1	1	0	1	1	0	0		
<b>Household Income</b>									
• \$60,000 or less	49	46	61	43	45	60	63		
• More than \$60,000	31	35	26	37	36	18	21		
• Refusal	19	19	13	20	19	22	16		

TABLE 4

**READING HABITS AND TYPE OF READER BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
• Readers (%) – last 12 months <sup>1</sup>	87	84	88	88	79	81
• Literary readers (%) – last 12 months	79	74	81	80	73	69
• Mainly literary readers (%) – last 12 months	44	36	46	45	29	39
<b>Types of readers by number of books read – last 12 months</b>						
• Non-readers: no books <sup>2</sup>	13	16	12	12	21	19
• Light readers: 1-11 books	46	50	44	46	54	39
• Moderate readers: 12-49 books	28	23	30	28	23	30
• Heavy readers: 50 + books	13	11	14	14	3	12
<b>Types of readers by how often they read – last 12 months</b>						
• Occasional <sup>3</sup> : a few times a week or less	39	47	37	38	58	34
• Regular: every day or nearly every day	54	43	57	55	31	55
<b>Types of non-readers</b>						
• Low literacy <sup>4</sup>	4	4	4	4	3	6
• Reluctant <sup>5</sup>	2	3	1	2	1	2
• Dormant <sup>6</sup>	7	9	6	6	17	11

<sup>1</sup> Read at least one book for pleasure in the last 12 months

<sup>2</sup> **Q3.7:** Over the past 12 months, approximately how many books have you read completely or partially for pleasure, whether these books were purchased or borrowed, new or used, printed or electronic? (Approximately / If respondent cannot recall number, PROMPT with: Do you think you've read 1-5, 6-15, or more than 15 books? – Use these categories only if no number given)

<sup>3</sup> **Q3.6** How often do you read books for pleasure, even if only a few sentences on each occasion?

<sup>4</sup> **Low literacy:** non-readers who say they have difficulty reading. Reading difficulty is determined by at least one agreement with items 5.1.2 (I feel that my reading skills are limiting my career opportunities or advancement) and 5.1.4 (I can't read very well)

<sup>5</sup> **Reluctant:** non-readers who say they have no difficulty reading but do not like to read

<sup>6</sup> **Dormant:** non-readers who say they have no difficulty reading and like to read, but only do so on occasion

TABLE 4

**READING HABITS AND TYPE OF READER BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Enjoyment of reading <sup>1</sup></b>						
• I don't like to read at all	3	5	3	3	2	6
• I like to read a little	14	15	14	14	22	13
• I like to read some of the time	39	37	40	40	38	34
• I like to read very much	43	44	43	43	38	47
<b>Readers of electronic books – last 12 months <sup>2</sup></b>						
• Rate of occurrence (%)	11	8	12	11	10	10
• Average number of books	0.6	0.4	0.7	0.7	0.2	0.4
• Median (books)	0.0	0.0	0.0	0.0	0.0	0.0
<b>Users of audio/talking books – last 12 months <sup>3</sup></b>						
• Rate of occurrence (%)	10	6	11	10	12	10
• Average number of books	0.6	0.3	0.7	0.6	0.3	0.3
• Median (books)	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total number of books read – last 12 months <sup>4</sup></b>						
• Average number	16.8	13.9	17.6	17.1	9.3	15.8
• Median	7.0	5.0	8.0	8.0	5.0	6.0

<sup>1</sup> Q3.5 Which of the following statements best describes how much you like to read?

<sup>2</sup> Q3.15: Approximately how many electronic books, i.e. books you read on screen, have you read for leisure in the last 12 months?

<sup>3</sup> Q3.16: Approximately how many audio books, i.e. books taped on audio-cassettes or recorded on Compact Disks, have you used or listened to in the last 12 months?

<sup>4</sup> Q3.7: Over the past 12 months, approximately how many books have you read completely or partially for leisure, whether these books were purchased or borrowed, new or used, printed or electronic? (Approximately / If respondent cannot recall number, PROMPT with: Do you think you've read 1-5, 6-15, or more than 15 books? – Use these categories only if no number given)

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<i>2.3.1 Reading or consulting any books for school or work</i>											
Last 12 months <sup>1</sup> – Rate of occurrence (%)	66	69	46	69	58	68	62	67	67	54	62
Typical week <sup>2</sup>											
– Rate of occurrence (%)	58	61	39	62	50	60	55	59	59	48	54
– Average hours	3.8	4.1	2.0	4.5	3.7	3.7	3.3	3.9	3.8	3.1	3.9
– Median hours	1.0	1.0	0.0	2.0	0.0	1.0	1.0	1.0	1.0	0.0	1.0
<i>2.3.2 Reading or consulting any books for pleasure</i>											
Last 12 months – Rate of occurrence (%)	91	100	26	99	100	100	88	92	91	82	85
Typical week											
– Rate of occur. (%)	79	86	26	94	97	90	73	80	79	63	76
– Average hours	4.6	5.1	0.0	6.8	10.5	6.1	3.9	4.8	4.6	2.7	5.2
– Median hours	3.0	3.0	0.0	5.0	8.0	4.0	2.0	3.0	3.0	1.0	3.0
<i>2.3.3 Reading magazines</i>											
Last 12 months – Rate of occurrence (%)	84	87	68	89	85	86	83	85	85	82	82
Typical week											
– Rate of occur. (%)	64	66	47	67	65	66	60	65	64	58	63
– Average hours	1.6	1.7	1.3	1.8	1.8	1.5	1.5	1.6	1.6	2.4	1.8
– Median hours	1.0	1.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<i>2.3.4 Reading newspapers</i>											
Last 12 months <sup>1</sup> – Rate of occurrence (%)	92	94	80	95	94	92	90	93	92	91	90
Typical week <sup>2</sup>											
– Rate of occur. (%)	80	81	68	81	82	79	76	81	79	80	82
– Average hours	2.6	2.7	2.2	3.0	3.4	2.6	2.2	2.8	2.6	2.7	3.0
– Median hours	2.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	2.0
<i>2.3.5 Reading or consulting any materials on screen when using the Internet for work or school</i>											
Last 12 months – Rate of occurrence (%)	57	60	39	60	49	62	44	60	57	46	52
Typical week											
– Rate of occur. (%)	49	52	32	53	38	55	36	53	50	43	46
– Average hours	3.2	3.3	2.0	3.5	2.6	3.3	2.3	3.4	3.1	4.6	3.2
– Median hours	0.0	1.0	0.0	1.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0
<i>2.3.6 Reading or consulting materials on screen when using the Internet in your free time</i>											
Last 12 months – Rate of occurrence (%)	66	69	46	72	68	72	55	69	67	53	57
Typical week											
– Rate of occur. (%)	57	59	41	60	56	61	46	59	58	36	46
– Average hours	2.4	2.5	1.7	2.5	2.5	2.4	2.3	2.5	2.4	3.5	1.8
– Median hours	1.0	1.0	0.0	1.0	1.0	1.0	0.0	1.0	1.0	0.0	0.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**OTHER LEISURE ACTIVITIES**

*2.3.7 Watching television or videos*

Last 12 months <sup>1</sup> – Rate of occurrence (%)	100	100	100	100	100	100	100	100	100	100	100	100
Typical week <sup>2</sup>												
– Rate of occur. (%)	98	97	99	97	96	97	99	97	98	99	97	97
– Average hours	10.5	10.2	12.2	10.3	11.3	10.5	10.5	10.5	10.4	11.2	11.6	11.6
– Median hours	8.0	8.0	10.0	8.0	10.0	8.0	8.0	8.0	8.0	7.0	10.0	10.0

*2.3.8 Listening to music*

Last 12 months – Rate of occurrence (%)	97	97	94	98	97	98	98	97	97	99	98	98
Typical week												
– Rate of occur. (%)	93	94	88	95	95	95	93	93	93	96	94	94
– Average hours	9.0	9.1	8.7	9.3	10.0	8.7	9.3	9.0	9.0	11.9	9.4	9.4
– Median hours	5.0	5.0	5.0	6.0	7.0	5.0	5.0	5.0	5.0	10.0	5.0	5.0

*2.3.9 Engaging in a hobby, crafts, music or arts activities*

Last 12 months – Rate of occurrence (%)	79	81	63	84	83	80	73	80	79	76	74	74
Typical week												
– Rate of occur. (%)	65	68	46	74	70	68	54	68	65	64	64	64
– Average hours	4.6	4.8	3.7	5.4	5.7	4.6	3.1	5.0	4.6	5.0	6.1	6.1
– Median hours	2.0	2.0	0.0	3.0	4.0	2.0	1.0	2.0	2.0	2.0	2.0	2.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<i>2.3.10 Doing unpaid volunteer work for any organization</i>											
Last 12 months <sup>1</sup> – Rate of occurrence (%)	51	54	24	57	58	51	39	54	50	51	54
Typical week <sup>2</sup>											
– Rate of occur. (%)	34	36	16	41	43	33	23	36	33	46	39
– Average hours	1.6	1.7	0.8	2.0	2.4	1.3	1.1	1.7	1.5	3.1	1.8
– Median hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>2.3.11 Chatting on the Internet</i>											
Last 12 months – Rate of occurrence (%)	29	31	19	29	22	34	22	31	29	26	27
Typical week											
– Rate of occur. (%)	22	23	14	21	17	25	16	23	22	24	19
– Average hours	0.9	1.0	0.6	0.8	0.8	1.1	0.8	0.9	0.9	0.8	1.2
– Median hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>2.3.12 Watching movies at the theatre</i>											
Last 12 months – Rate of occurrence (%)	66	68	49	69	64	72	68	65	66	49	55
Typical week											
– Rate of occur. (%)	23	24	17	23	18	26	22	23	23	10	21
– Average hours	0.4	0.5	0.3	0.4	0.3	0.5	0.4	0.5	0.4	0.2	0.6
– Median hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).



**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

*2.3.13 Visiting museums and art galleries*

Last 12 months <sup>1</sup> – Rate of occurrence (%)	39	43	15	45	49	43	34	41	40	36	32
Typical week <sup>2</sup>											
– Rate of occur. (%)	9	9	4	10	12	10	4	10	9	9	5
– Average hours	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.1	0.2	0.1
– Median hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

*2.3.14 Attending artistic performances*

Last 12 months – Rate of occurrence (%)	53	57	25	61	63	61	61	51	54	60	39
Typical week											
– Rate of occur. (%)	16	17	6	19	20	18	11	17	16	11	13
– Average hours	0.3	0.3	0.1	0.4	0.3	0.3	0.2	0.4	0.3	0.3	0.2
– Median hours	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**TYPES OF LEISURE ACTIVITY**

**Reading books (leisure, work or school)**

Last 12 months – Rate of occurrence (%)	95	100	57	99	100	100	93	95	95	91	91
Typical week											
– Rate of occur. (%)	88	94	50	97	98	95	87	89	88	78	87
– Average hours	8.7	9.4	2.2	11.5	14.6	10.1	7.1	9.1	8.7	5.9	9.9
– Median hours	6.0	6.0	0.0	8.0	12.0	7.0	4.0	6.0	6.0	4.0	6.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**Reading of all types (books, Internet, magazines, newspapers – for leisure, work or school)**

Last 12 months <sup>1</sup> – Rate of occurrence (%)	99	100	95	100	100	100	100	99	99	99	99
Typical week <sup>2</sup>											
– Rate of occur. (%)	98	99	91	100	100	100	98	99	98	98	98
– Average hours	19.1	20.2	8.8	22.8	25.1	20.7	16.3	19.9	19.0	19.2	21.3
– Median hours	14.0	15.0	5.0	18.0	23.0	16.0	12.0	15.0	14.0	14.0	15.0

**Audio-visual leisure activities (TV, videos, movies, music)**

Last 12 months – Rate of occurrence (%)	100	100	100	100	100	100	100	100	100	100	100
Typical week											
– Incidence (%)	100	100	100	100	99	100	100	100	100	100	100
– Average hours	23.0	22.4	27.4	22.4	23.8	22.0	23.0	23.0	22.8	25.0	25.8
– Median hours	17.0	17.0	20.0	17.5	19.0	17.0	17.0	17.0	17.0	17.0	20.0

**Social, cultural or artistic activities (crafts, volunteer work, playing music, visiting museums, attending artistic performances)**

Last 12 months – Rate of occurrence (%)	90	92	77	94	94	91	89	91	90	83	89
Typical week											
– Rate of occur. (%)	75	78	53	82	79	77	64	77	75	70	76
– Average hours	7.0	7.3	4.9	8.3	9.6	7.1	4.6	7.7	6.9	8.9	9.6
– Median hours	3.0	4.0	1.0	5.0	6.0	4.0	2.0	4.0	3.0	4.0	4.0

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

**TABLE 5**

**TIME DEVOTED TO READING AND OTHER LEISURE ACTIVITIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Internet-related leisure, work or school activities (online research, chatting)</b>											
Last 12 months <sup>1</sup> – Rate of occurrence (%)	71	74	51	76	71	77	61	74	72	60	63
Typical week <sup>2</sup>											
– Rate of occur. (%)	67	70	48	71	64	73	56	70	68	48	59
– Average hours	6.9	7.3	4.4	7.2	6.0	7.1	6.1	7.1	6.9	8.9	7.1
– Median hours	2.0	3.0	0.0	3.0	2.0	3.0	1.0	3.0	2.5	0.0	1.5
<b>Time spent reading <sup>3</sup></b>											
• Increased	29	31	8	39	39	31	24	30	28	18	35
• Decreased	24	22	32	17	15	23	21	24	24	30	20

<sup>1</sup> **Q2.3** In the last 12 months, have you participated in the following activities?

<sup>2</sup> **Q2.2** Approximately how many hours do you spend in a typical week on the following activities? (Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with: Do you think you spend less than an hour, 1-2, 3-4, 4-5, 5-6, or more than 6 hours? – Use these categories only if no hours given).

<sup>3</sup> **Q3.2** Has the time you spend reading for leisure increased, decreased or remained about the same over the last few years?

**TABLE 6 LANGUAGE OF READING BY TYPE OF READER AND LINGUISTIC COMMUNITY**

READERS 16 YEARS OLD AND OVER	All readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE OF READERS		STATUS OF MAIN OFFICIAL LANGUAGE OF READERS		
					French (516) %	English (1,182) %	Majority (1,324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
<b>Reads mainly in French <sup>1</sup></b>									
• All books read	17	13	11	15	76	2	17	32	6
• Read most often	3	3	5	2	12	1	3	13	2
<b>Reads mainly in English</b>									
• All books read	71	74	75	75	4	88	72	36	75
• Read most often	5	7	7	5	3	6	5	12	9
<b>Reads mainly in another language</b>									
• All books read	1	0	0	0	0	1	1	0	1
• Read most often	1	1	1	1	0	1	1	0	1
<b>Reads in French and English equally</b>	1	2	1	2	5	1	1	7	6
<b>Reads in French and another language equally</b>	0	0	0	0	0	0	0	0	0
<b>Reads in English and another language equally</b>	0	0	0	0	0	1	0	0	1
<b>No books read</b>									
• in French	76	79	80	79	5	95	77	37	78
• in English	18	14	12	15	77	3	18	32	7
• in another language	93	93	92	94	96	93	94	90	92
<b>Number of books in French read annually <sup>2</sup></b>									
• None	76	79	80	79	5	95	77	37	78
• 1-5	11	6	1	8	39	4	10	29	16
• 6-11	5	4	1	4	21	1	5	22	3
• 12 +	8	10	18	8	34	1	8	11	3
• Average number	3.5	4.6	11.4	3.8	15.7	0.4	3.5	6.0	1.2
• Median	0.0	0.0	0.0	0.0	8.0	0.0	0.0	3.0	0.0

<sup>1</sup> **Q3.8** In which language or languages are the books you read for leisure?

<sup>2</sup> **Q3.9** How many books in French have you read for leisure in the last 12 months? Approximately?

**Q3.10** How many books in English have you read for leisure in the last 12 months? Approximately?

**Q3.11** How many books in a language other than English or French have you read for leisure in the last 12 months? Approximately?

TABLE 6

LANGUAGE OF READING BY TYPE OF READER AND LINGUISTIC COMMUNITY

READERS 16 YEARS OLD AND OVER	All readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE OF READERS		STATUS OF MAIN OFFICIAL LANGUAGE OF READERS		
					French (516) %	English (1,182) %	Majority (1,324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
<b>Number of books in English read annually</b>									
• None	18	14	12	15	77	3	18	32	7
• 1-5	29	17	5	22	15	33	29	31	33
• 6-11	14	14	1	14	4	16	14	15	13
• 12 or more	39	54	83	48	4	47	39	22	47
• Average number	15.7	22.1	60.2	19.5	1.5	19.4	15.7	6.7	18.5
• Median	6.0	12.0	50.0	10.0	0.0	10.0	6.0	2.0	10.0
<b>Number of books in another language read annually</b>									
• None	93	93	92	94	96	93	94	90	92
• 1-5	5	5	4	5	3	5	5	8	7
• 6-11	1	1	0	0	0	1	1	3	1
• 12 +	1	2	4	1	0	1	1	0	0
• Average number	0.4	0.4	0.8	0.2	0.1	0.4	0.4	0.5	0.3
• Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Proportion (%) of all books read</b>									
• In French	21	17	18	18	89	3	21	47	11
• In English	77	81	81	81	10	94	77	51	87
• In another language	2	2	2	2	1	3	2	2	2

**TABLE 7A**                      **BOOK GENRES ACCORDING TO TYPE OF READER**  
**– GENERAL READING –**

READERS 16 YEARS OLD AND OVER	READ IN THE LAST 12 MONTHS			
	All readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %
1. Science fiction, fantasy, horror	46	50	55	58
2. Mystery, suspense, detective, spy, adventure	62	71	83	77
3. Romance	32	38	50	42
4. Biographies or autobiographies	55	62	74	51
5. Historical novels	44	53	68	46
6. Classic novels	33	43	58	39
7. Contemporary novels	37	46	59	45
8. Theatre	9	12	17	9
9. History, war, genealogy, heritage	43	48	61	38
10. Documentary, current events	44	49	60	38
11. Science and technology	30	31	33	22
12. Humanities and social sciences (philosophy, sociology, sexuality, etc.)	31	37	44	26
13. Health, fitness, medicine	54	59	62	48
14. Religion	29	33	34	21
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	55	60	64	51
16. Cartoon / comic books / graphic novels	26	25	25	25
17. Art books and coffee table books	37	44	47	38
18. Poetry	23	26	36	21
19. Humour	51	56	67	50
20. Parapsychology, esoteric	15	17	21	13
21. Computer books, Internet, software	23	24	29	22
22. Business and economy	26	27	32	20
23. Essays	17	20	26	17
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	42	48	45	36
• Don't know	0	0	0	0
<b>MAIN GENRES</b>				
• Novels *	88	93	99	100
• Literature **	91	95	99	100
• General interest and how-to books	96	98	98	92
<b>Average number of genres read annually</b>				
	8.7	9.8	11.5	8.5

**Q3.12** The following questions are about the genre or type of books you have read for leisure [pleasure] in the last 12 months. Did you read \_\_\_\_\_ in the last 12 months?

**Q3.13** Which type of books did you read most often in the last 12 months?

**Q3.14** Are there any types of books that you would not consider reading?

\* **Novels:** includes genres 1, 2, 3, 5, 6 and 7

\*\* **Literature:** includes all novels plus poetry collections, theatre and essays.



**TABLE 7B** **BOOK GENRES BY TYPE OF READER**  
**– READ MOST OFTEN --**

READERS 16 YEARS OLD AND OVER	READ MOST OFTEN			
	All readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %
1. Science fiction, fantasy, horror	12	12	13	24
2. Mystery, suspense, detective, spy, adventure	20	22	26	39
3. Romance	7	7	11	13
4. Biographies or autobiographies	6	6	8	0
5. Historical novels	5	6	10	10
6. Classic novels	1	2	2	3
7. Contemporary novels	5	6	6	9
8. Theatre	0	0	0	0
9. History, war, genealogy, heritage	5	5	2	0
10. Documentary, current events	2	2	1	0
11. Science and technology	3	3	1	0
12. Humanities and social sciences (philosophy, sociology, sexuality, etc.)	2	2	2	0
13. Health, fitness, medicine	4	4	3	0
14. Religion	6	6	2	0
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	5	4	2	0
16. Cartoon / comic books / graphic novels	2	2	3	0
17. Art books and coffee table books	0	0	0	0
18. Poetry	0	0	0	1
19. Humour	2	2	0	0
20. Parapsychology, esoteric	1	1	0	0
21. Computer books, Internet, software	1	1	3	0
22. Business and economy	2	1	2	0
23. Essays	0	0	0	1
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	6	5	3	0
• Don't know	2	2	3	0

**MAIN GENRES READ MOST OFTEN**

• Novels *	50	55	68	98
• Literature **	51	55	68	100
• General interest and how-to books	49	45	32	0

**Q3.12** The following questions are about the genre or type of books you have read for leisure [pleasure] in the last 12 months. Did you read \_\_\_\_\_ in the last 12 months?

**Q3.13** Which type of books did you read most often in the last 12 months?

**Q3.14** Are there any types of books that you would not consider reading?

\* **Novels:** includes genres 1, 2, 3, 5, 6 and 7

\*\* **Literature:** includes all novels plus poetry collections, theatre and essays.

**TABLE 7C** **BOOK GENRES BY TYPE OF READER**  
**– DISLIKE –**

READERS 16 YEARS OLD AND OVER	DISLIKE FOR GENRE			
	All readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %
1. Science fiction, fantasy, horror	26	27	25	22
2. Mystery, suspense, detective, spy, adventure	5	5	5	3
3. Romance	18	18	14	14
4. Biographies or autobiographies	3	2	3	3
5. Historical novels	5	4	2	4
6. Classic novels	4	3	4	3
7. Contemporary novels	3	3	5	2
8. Theatre	5	5	1	5
9. History, war, genealogy, heritage	6	7	2	5
10. Documentary, current events	3	2	3	3
11. Science and technology	8	9	8	10
12. Humanities and social sciences (philosophy, sociology, sexuality, etc.)	4	4	2	4
13. Health, fitness, medicine	2	2	2	2
14. Religion	14	13	14	14
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	3	3	3	3
16. Cartoon / comic books / graphic novels	6	6	5	6
17. Art books and coffee table books	4	3	2	3
18. Poetry	7	7	5	7
19. Humour	1	1	1	1
20. Parapsychology, esoteric	7	7	5	8
21. Computer books, Internet, software	10	11	13	12
22. Business and economy	5	4	4	5
23. Essays	4	4	2	4
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	5	5	6	7
• Don't know	27	26	28	29

MAIN GENRES				
• Novels *	45	47	47	41
• Literature **	50	52	51	46
• General interest and how-to books	66	66	64	70

**Q3.12** The following questions are about the genre or type of books you have read for leisure [pleasure] in the last 12 months. Did you read \_\_\_\_\_ in the last 12 months?

**Q3.13** Which type of books did you read most often in the last 12 months?

**Q3.14** Are there any types of books that you would not consider reading?

\* **Novels:** includes genres 1, 2, 3, 5, 6 and 7

\*\* **Literature:** includes all novels plus poetry collections, theatre and essays.



**TABLE 8A**

**BOOK GENRES BY LINGUISTIC COMMUNITY OF READER  
– GENERAL READING –**

READERS 16 YEARS OLD AND OVER	ALL READERS (1,698) %	MAIN OFFICIAL LANGUAGE OF READER		STATUS OF MAIN OFFICIAL LANGUAGE OF READER		
		French (516) %	English (1,182) %	Majority (1,324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
1. Science fiction, fantasy, horror	46	40	48	47	45	38
2. Mystery, suspense, detective, spy, adventure	62	56	63	62	47	56
3. Romance	32	36	31	32	31	40
4. Biographies or autobiographies	55	55	55	55	64	52
5. Historical novels	44	45	44	44	36	47
6. Classic novels	33	29	33	33	23	33
7. Contemporary novels	37	35	37	37	20	34
8. Theatre	9	12	9	9	11	9
9. History, war, genealogy, heritage	43	42	43	43	36	41
10. Documentary, current events	44	52	43	44	48	50
11. Science and technology	30	27	31	30	35	33
12. Humanities and social sciences (philosophy, sociology, sexuality, etc.)	31	27	32	32	25	22
13. Health, fitness, medicine	54	51	55	54	59	57
14. Religion	29	20	31	28	47	37
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	55	61	54	55	56	60
16. Cartoon / comic books / graphic novels	26	40	22	26	30	15
17. Art books and coffee table books	37	28	39	37	27	35
18. Poetry	23	19	24	23	29	21
19. Humour	51	39	54	51	42	47
20. Parapsychology, esoteric	15	21	14	16	13	12
21. Computer books, Internet, software	23	20	24	24	19	19
22. Business and economy	26	23	27	26	24	27
23. Essays	17	17	17	17	27	18
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	42	40	43	42	32	46
• Don't know	0	0	0	0	1	0

TABLE 8A

**BOOK GENRES BY LINGUISTIC COMMUNITY OF READER  
– GENERAL READING –**

READERS 16 YEARS OLD AND OVER	ALL READERS (1,698) %	MAIN OFFICIAL LANGUAGE OF READER		STATUS OF MAIN OFFICIAL LANGUAGE OF READER		
		French (516) %	English (1,182) %	Majority (1,324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
<b>Main genres</b>						
• Novels *	88	84	89	89	70	84
• Literature **	91	88	91	91	92	85
• General interest and how-to books	96	96	96	96	97	97
<b>Average number of genres read annually</b>	8.7	8.4	8.7	8.7	8.3	8.5

**Q3.12** The following questions are about the genre or type of books you have read for leisure [pleasure] in the last 12 months. Did you read \_\_\_\_\_ in the last 12 months?

\* **Novels**: includes genres 1, 2, 3, 5, 6 and 7

\*\* **Literature**: includes all novels plus poetry collections, theatre and essays.

**TABLE 8B**

**BOOK GENRES BY LINGUISTIC COMMUNITY OF READER  
– READ MOST OFTEN –**

READERS 16 YEARS OLD AND OVER	ALL READERS (1,698) %	MAIN OFFICIAL LANGUAGE OF READER		STATUS OF MAIN OFFICIAL LANGUAGE OF READER		
		French (516) %	English (1,182) %	Majority (324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
1. Science fiction, fantasy, horror	12	8	13	12	11	6
2. Mystery, suspense, detective, spy, adventure	20	15	21	20	16	19
3. Romance	7	7	7	7	7	12
4. Biographies or autobiographies	6	11	5	6	5	7
5. Historical novels	5	6	5	5	1	4
6. Classic novels	1	1	1	1	0	4
7. Contemporary novels	5	6	4	5	1	3
8. Theatre	0	0	0	0	0	0
9. History, war, genealogy, heritage	5	5	6	5	10	7
10. Documentary, current events	2	5	1	2	2	4
11. Science and technology	3	4	3	3	1	3
12. Humanities and social sciences (philosophy, sociology, sexuality, etc.)	2	1	2	2	3	1
13. Health, fitness, medicine	4	3	4	4	4	2
14. Religion	6	3	6	5	17	7
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	5	5	5	5	5	6
16. Cartoon / comic books / graphic novels	2	3	2	2	6	1
17. Art books and coffee table books	0	0	0	0	0	1
18. Poetry	0	0	0	0	0	0
19. Humour	2	3	2	3	1	0
20. Parapsychology, esoteric	1	2	0	1	0	1
21. Computer books, Internet, software	1	1	1	1	0	1
22. Business and economy	2	1	2	2	0	3
23. Essays	0	0	0	0	0	0
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	6	8	5	6	9	5
• Don't know	2	2	2	2	2	2

**TABLE 8B**

**BOOK GENRES BY LINGUISTIC COMMUNITY OF READER  
– READ MOST OFTEN –**

READERS 16 YEARS OLD AND OVER	ALL READERS (1,698) %	MAIN OFFICIAL LANGUAGE OF READER		STATUS OF MAIN OFFICIAL LANGUAGE OF READER		
		French (516) %	English (1,182) %	Majority (324) %	Franco outside Quebec (209) %	Anglo in Quebec (165) %
<b>Main genres</b>						
• Novels *	50	42	52	50	36	48
• Literature **	51	43	52	51	36	48
• General interest and how-to books	49	57	48	49	64	52

**Q3.13** Which type of books did you read most often in the last 12 months?

\* **Novels**: includes genres 1, 2, 3, 5, 6 and 7

\*\* **Literature**: includes all novels plus poetry collections, theatre and essays.

TABLE 9

## READING SKILLS BY TYPE OF READER AND LINGUISTIC COMMUNITY

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Ability to read in French <sup>1</sup></b>											
• Very well	17	18	14	17	17	16	72	3	16	42	20
• Quite well	11	10	15	8	7	10	26	7	10	44	18
• Total	28	28	29	25	24	26	98	10	26	86	38
<b>Ability to read in English <sup>2</sup></b>											
• Very well	59	60	47	66	69	65	17	70	59	35	62
• Quite well	28	28	32	25	23	26	34	27	28	40	31
• Total	87	88	79	91	92	91	51	97	87	75	93
<b>Ability to read in both French and English</b>											
• Very well	5	5	4	5	4	5	14	2	4	18	15
• Quite or very well	18	18	15	18	18	18	49	10	16	67	35

<sup>1</sup> **Q5.3** In general, how well can you read in French? Reading well means that you understand all the words and ideas written. Would you say you can read \_\_\_\_\_ in French?

<sup>2</sup> **Q5.4** In general, how well can you read in English? Reading well means that you understand all the words and ideas written. Would you say you can read \_\_\_\_\_ in English?

**TABLE 9**

**READING SKILLS BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Agree <sup>1</sup></b>											
.1.2 I feel that my reading skills are limiting my career opportunities or advancement	12	12	18	8	4	10	13	12	12	21	17
5.1.4 I can't read very well	11	8	26	6	5	6	11	10	10	32	14
<b>Disagree <sup>1</sup></b>											
5.1.1 I read faster than other people	38	36	56	29	20	31	43	37	38	31	43
5.1.3 I almost never skip over unfamiliar words or expressions	38	37	45	38	34	38	34	39	38	22	42

<sup>1</sup> **Q5.1** For each of the following *opinion* statements, please tell me to what extent you disagree or agree with it, using the following scale: 1. strongly disagree, 2. somewhat agree, 3. neither agree nor disagree, 4. somewhat agree, and 5. strongly agree.

**TABLE 10**

**READING SKILLS FOR CERTAIN TYPES OF MATERIALS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>1. Newspapers</b>											
• Read very well	71	72	60	74	81	72	71	70	71	65	69
• Read quite well	25	25	32	23	18	24	24	26	25	32	27
• Total	96	97	92	97	99	96	95	96	96	97	96
<b>2. Magazines</b>											
• Read very well	70	72	57	74	80	73	68	70	70	55	71
• Read quite well	24	23	30	22	14	24	23	24	24	17	23
• Total	94	95	87	96	94	97	91	94	94	72	94
<b>3. Classic literature / literary works</b>											
• Read very well	34	36	25	43	54	40	31	35	34	43	36
• Read quite well	34	36	25	35	30	37	31	35	35	17	34
• Total	68	72	50	78	84	77	62	70	69	60	70
<b>4. Fiction books such as romance, spy, fantasy, etc.</b>											
• Read very well	57	60	35	66	78	70	61	56	57	51	56
• Read quite well	26	25	30	23	16	24	22	27	26	13	27
• Total	83	85	65	89	94	94	83	83	83	64	83
<b>5. Poetry</b>											
• Read very well	33	34	27	36	40	36	31	34	33	41	33
• Read quite well	34	35	24	36	37	36	34	34	34	32	30
• Total	67	69	51	72	77	72	65	68	67	73	63

**TABLE 10**

**READING SKILLS FOR CERTAIN TYPES OF MATERIALS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>6. Humanities and social sciences</b>											
• Read very well	35	37	21	40	51	38	32	36	35	44	33
• Read quite well	37	38	32	37	32	37	40	36	38	19	36
• Total	72	75	53	77	83	75	72	72	73	63	69
<b>7. Cartoon / comic books / graphic novels</b>											
• Read very well	56	58	44	60	61	60	59	56	57	43	53
• Read quite well	25	25	27	24	18	25	25	25	25	21	29
• Total	81	83	71	84	79	85	84	81	82	64	82
<b>8. Science and technology</b>											
• Read very well	32	32	34	34	36	32	28	33	32	29	32
• Read quite well	32	33	28	33	32	32	35	32	32	32	33
• Total	64	65	62	67	68	64	63	65	64	61	65

**Q5.2** In general, how well can you read the following types of materials in the language you know the best, whether it is French, English or another language? For example \_\_\_\_\_ (read and rotate)? Would you say you can read them 1. very well, 2. quite well, 3. not very well, or 4. not well at all?



**TABLE 11**

**PREFERRED LEISURE ACTIVITY BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

Q2.1 If you had a choice, which of the following would you most likely do? And which would you least likely do?

**1. Watch a TV program**

- Most likely	26	24	38	21	14	22	25	27	26	18	32
- Least likely	4	4	5	5	6	5	3	5	4	16	4
- Difference	22	20	33	16	8	17	22	22	22	2	28

**2. Watch a movie**

- Most likely	18	17	20	15	4	17	21	17	18	24	10
- Least likely	3	3	5	3	2	3	2	3	3	2	3
- Difference	15	14	15	12	2	14	19	14	15	22	7

**3. Read a book**

- Most likely	26	30	0	42	68	37	23	27	26	23	28
- Least likely	12	9	28	4	1	6	11	12	11	26	15
- Difference	14	21	-28	38	67	31	12	15	15	-3	13

**4. Play a computer game**

- Most likely	3	3	5	2	4	3	2	3	3	3	1
- Least likely	27	28	20	29	32	28	25	28	27	18	28
- Difference	-24	-25	-15	-27	-28	-25	-23	-25	-24	-15	-27

**5. Visit a Web site**

- Most likely	3	3	2	2	1	1	3	3	3	1	3
- Least likely	7	7	7	7	7	6	10	6	7	10	6
- Difference	-4	-4	-5	-5	-6	-5	-7	-3	-4	-9	-3

**TABLE 11**

**PREFERRED LEISURE ACTIVITY BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265)	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>6. Chat on the Internet</b>											
- Most likely	3	3	3	2	1	3	1	3	3	0	1
- Least likely	38	39	29	43	41	43	40	37	38	19	29
- Difference	-35	-36	-26	-41	-40	-40	-39	-34	-35	-19	-28
<b>7. Listen to music</b>											
- Most likely	15	14	18	12	6	13	16	14	15	11	17
- Least likely	2	2	1	2	2	2	1	2	2	2	3
- Difference	13	12	17	10	4	11	15	12	13	9	14
<b>8. Listen to radio</b>											
- Most likely	6	6	10	3	2	4	9	6	6	18	8
- Least likely	7	7	4	7	7	8	7	7	7	8	10
- Difference	-1	-1	6	-4	-5	-4	2	-1	-1	10	-2

**Q2.1** *If you had a choice, which of the following would you most likely do? And which would you least likely do?*

**TABLE 12**

**OPINIONS ABOUT READING LISTED BY ATTITUDINAL FACTORS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**FACTOR 1: READING AS A WAY OF LIFE**

• I enjoy receiving books as gifts	73	80	23	88	92	86	62	76	73	67	72
• Reading is very important to me	85	89	56	96	98	92	76	87	85	78	87
• My friends and I often discuss the books we have read	49	54	16	62	68	59	46	50	49	50	51
• I recommend good books to others	79	85	39	89	91	89	69	82	79	73	77
• When I encounter a problem, I find a book to help me deal with the situation	58	60	46	63	70	54	54	59	58	74	60
• I have a book that I often like to read again	56	60	24	66	71	61	50	57	56	43	58
• I often give away books I've enjoyed to other people	62	67	29	71	76	74	50	66	62	64	65
• I like to read newly released books	54	58	23	63	73	67	55	53	54	55	45
• I have a place where I can read quietly and concentrate	85	88	62	91	92	91	80	86	85	87	83
• I think good reading skills will become more important in the next decade	83	83	76	83	83	85	91	80	82	89	85
<b>Average of factor scores</b>	<b>0</b>	<b>0.1</b>	<b>-1.0</b>	<b>0.3</b>	<b>0.5</b>	<b>0.2</b>	<b>-0.1</b>	<b>0</b>	<b>0</b>	<b>0.4</b>	<b>0.1</b>

**TABLE 12**

**OPINIONS ABOUT READING LISTED BY ATTITUDINAL FACTORS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**FACTOR 2: RELUCTANCE TO READ**

• I read only if I have to	18	11	62	5	3	8	15	18	17	30	24
• I need to move and can't stay sitting and reading for long periods	42	38	64	31	24	33	41	42	41	51	43
• There are better things to do than read	41	38	63	33	26	37	38	42	40	43	48
• I can easily go one month without any reading	34	29	69	15	5	26	39	32	34	50	30
<b>Average of factor scores</b>	<b>0</b>	<b>-0.1</b>	<b>0.7</b>	<b>-0.3</b>	<b>-0.5</b>	<b>-0.2</b>	<b>0.1</b>	<b>0</b>	<b>0</b>	<b>0.6</b>	<b>0.2</b>

**FACTOR 3: NEARNESS OF SUPPLY**

• I have a bookstore close to my home	57	57	51	61	56	61	46	60	58	52	39
• I have a public library close to my home	79	80	71	83	85	82	66	82	80	62	72
<b>Average of factor scores</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>	<b>-0.2</b>	<b>0.2</b>	<b>0.1</b>	<b>-0.2</b>	<b>-0.2</b>

**TABLE 12**

**OPINIONS ABOUT READING LISTED BY ATTITUDINAL FACTORS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**FACTOR 4: READING SKILLS**

• I almost never skip over unfamiliar words or expressions	54	55	46	56	62	57	57	54	54	64	50
• I can't read very well	11	8	26	6	5	6	11	10	10	32	14
• I read faster than other people	41	43	28	48	59	50	29	44	41	37	34
• I feel that my reading skills are limiting my career opportunities or advancement	12	12	18	8	4	10	13	12	12	21	17
<b>Average of factor scores</b>	<b>0</b>	<b>0</b>	<b>-0.3</b>	<b>0.1</b>	<b>0.3</b>	<b>0.2</b>	<b>-0.1</b>	<b>0</b>	<b>0</b>	<b>-0.2</b>	<b>-0.1</b>

**Q4.1 / Q5.1** For each of the following *opinion* statements, please tell me to what extent you disagree or agree with it, using the following scale: 1. strongly disagree, 2. somewhat agree, 3. neither agree nor disagree, 4. somewhat agree, and 5. strongly agree.

*N.B.* Opinions are listed by factor analysis. Only the percentage of respondents in agreement (completely or somewhat) are listed in the table.

Scores associated with attitudinal factors are standardized factorial scores.

**TABLE 13**

**READING TO CHILDREN BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**WHEN RESPONDENT WAS A CHILD**

**Read to by parents <sup>1</sup>**

	Total sample	Total readers	Total non-readers	Regular readers	Heavy readers	Mainly literary readers	French	English	Majority	Franco outside Quebec	Anglo in Quebec
• A lot	29	32	15	36	37	36	19	32	30	22	25
• Sometimes	32	32	34	30	26	30	30	32	32	38	31
• Total	61	64	49	66	63	66	49	64	62	60	56

**Discussed books with parents <sup>2</sup>**

	Total sample	Total readers	Total non-readers	Regular readers	Heavy readers	Mainly literary readers	French	English	Majority	Franco outside Quebec	Anglo in Quebec
• Often	19	20	6	24	28	23	14	20	19	18	14
• Sometimes	26	28	19	29	34	27	23	27	26	25	32
• Total	45	48	25	53	62	50	37	47	45	43	46

**RESPONDENT AS A PARENT**

**How often reads to own children <sup>3</sup>**

	(1,266) <sup>4</sup>	(1,094)	(172)	(708)	(189)	(542)	(413)	(853)	(955)	(179)	(132)
• Every day or almost every day	70	73	52	80	83	78	55	75	69	59	78
• At least once a week	17	16	23	12	9	12	23	15	17	32	11

<sup>1</sup> **Q6.1** Remember when you were a child. Did your parents read to you when you were young?

<sup>2</sup> **Q6.2** As a family, did you discuss the books you were reading?

<sup>3</sup> **Q6.5** How often do you or did you read to your children?

<sup>4</sup> **Base:** Parents of children six months old or over.

TABLE 13

## READING TO CHILDREN BY TYPE OF READER AND LINGUISTIC COMMUNITY

POPULATION 16 YEARS OLD AND OVER	Total sample %	Total readers %	Total non- readers %	Regular readers %	Heavy readers %	Mainly literary readers %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French %	English %	Majority %	Franco outside Quebec %	Anglo in Quebec %
<b>Age of children when started reading to them <sup>1</sup></b>											
	(1,193) <sup>2</sup>	(1,051)	(142)	(686)	(178)	(519)	(374)	(819)	(903)	(165)	(125)
• 1 year or less	52	54	36	59	61	56	25	59	51	50	55
• 1 - 4 years	42	41	54	37	33	40	60	37	42	44	45
<b>Most important in encouraging children's interest in reading <sup>3</sup></b>											
	(1,963) <sup>4</sup>	(1,698)	(265)	(1,063)	(271)	(871)	(625)	(1,338)	(1,499)	(265)	(199)
• Parents' reading habits	75	77	61	81	89	77	74	75	75	72	74
• Siblings' reading habits	6	6	8	4	3	5	6	7	7	9	3
• Friends' reading habits	6	6	7	5	2	6	6	6	6	3	6
• Encouragement from teachers	12	10	24	10	5	11	14	12	12	16	15
• Dk/Na	1	0	1	1	0	0	1	1	0	0	2

<sup>1</sup> **Q6.6** How old were your children when you started to read to them? (Read / if several children and multiple answers, ask for the most recent child)

<sup>2</sup> **Base:** Parents of children 6 months old or over, to whom they have read.

<sup>3</sup> **Q6.3** Which one of the following do you think is most important in encouraging children's interest in reading?

<sup>4</sup> **Base:** Total sample.

**TABLE 14** **USE OF PUBLIC LIBRARIES**  
**BY SOCIO-DEMOGRAPHIC BACKGROUND**  
**– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER (N=1,963)	BORROWED BOOKS FROM A PUBLIC LIBRARY %
<b>Total</b>	40
<b>Gender</b>	
• Male	33
• Female	48
<b>Age</b>	
• 16-24	34
• 25-34	41
• 35-44	44
• 45-54	40
• 55-64	40
• 65 +	41
<b>Education</b>	
• Some college	33
• Completed college to some university	42
• Completed university +	59
<b>Employment status</b>	
• Employed	39
• Unemployed	42
• Student	40
<b>Community</b>	
• Urban (CMA)	41
• Other	39
<b>Residence</b>	
• Rent	41
• Own	40
<b>Household</b>	
• Couple with children	46
• Couple without children	39
• Single with children	36
• Single without children	37
• Other	32
<b>Main official language</b>	
• English	42
• French	34
<b>Mother tongue</b>	
• English	41
• French	34
• French and English equally	70
• Other	44
<b>Foreign language spoken at home</b>	
• Yes	45
• No	39
<b>Bilingual</b>	
• Yes	40
• No	40





**TABLE 14** **USE OF PUBLIC LIBRARIES**  
**BY SOCIO-DEMOGRAPHIC BACKGROUND**  
**– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER (N=1,963)	BORROWED BOOKS FROM A PUBLIC LIBRARY %
<b>Status of main official language</b> <ul style="list-style-type: none"> <li>• Majority</li> <li>• Francophone outside Quebec</li> <li>• Anglophone inside Quebec</li> </ul>	<p style="text-align: center;">41 32 36</p>
<b>Member of a visible minority</b> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	<p style="text-align: center;">42 40</p>
<b>Internet connection at home</b> <ul style="list-style-type: none"> <li>• High speed</li> <li>• Low speed</li> <li>• Not connected</li> </ul>	<p style="text-align: center;">42 48 32</p>
<b>Weekly Internet use at home</b> <ul style="list-style-type: none"> <li>• Do not use Internet</li> <li>• 6 hours or less</li> <li>• More than 6 hours</li> </ul>	<p style="text-align: center;">32 49 39</p>
<b>Region</b> <ul style="list-style-type: none"> <li>• British Columbia</li> <li>• Prairies</li> <li>• Ontario</li> <li>• Quebec</li> <li>• Atlantic</li> <li>• Other</li> </ul>	<p style="text-align: center;">50 42 42 35 30 40</p>
<b>Household income</b> <ul style="list-style-type: none"> <li>• \$60,000 or less</li> <li>• More than \$60,000</li> <li>• Refusal</li> </ul>	<p style="text-align: center;">39 43 39</p>

**TABLE 15                      SOCIO-ECONOMIC CHARACTERISTICS OF READERS  
WHO USE PUBLIC LIBRARIES**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	HAVE BORROWED BOOKS FROM A PUBLIC LIBRARY (786) %
<b>Gender</b>		
• Male	49	40
• Female	51	60
<b>Age</b>		
• 16-24	15	13
• 25-34	17	17
• 35-44	21	22
• 45-54	19	19
• 55-64	15	15
• 65 +	13	13
<b>Education</b>		
• Some college	54	44
• Completed college to some university	28	29
• Completed university and +	18	26
<b>Employment status</b>		
• Employed	59	58
• Unemployed	30	32
• Student	10	10
<b>Community</b>		
• Urban (CMA)	56	57
• Other	44	43
<b>Residence</b>		
• Own	64	65
• Rent	34	33
<b>Household</b>		
• Couple with children	36	41
• Couple without children	29	28
• Single with children	7	7
• Single without children	21	19
• Other	7	6
<b>Main official language</b>		
• English	79	82
• French	21	18
<b>Mother tongue</b>		
• English	66	67
• French	20	17
• French and English equally	1	1
• Other	14	15
<b>Foreign language spoken at home</b>		
• Yes	21	23
• No	79	77
<b>Bilingual</b>		
• Yes	24	24
• No	76	76



**TABLE 15**                    **SOCIO-ECONOMIC CHARACTERISTICS OF READERS**  
**WHO USE PUBLIC LIBRARIES**

<b>POPULATION 16 YEARS OLD AND OVER</b>	<b>TOTAL SAMPLE (1,963) %</b>	<b>HAVE BORROWED BOOKS FROM A PUBLIC LIBRARY (786) %</b>
<b>Status of main official language</b>		
• Majority	93	94
• Francophone outside Quebec	2	2
• Anglophone in Quebec	5	4
<b>Member of a visible minority</b>		
• Yes	15	15
• No	84	84
<b>Internet connection at home</b>		
• High speed	49	52
• Low speed	20	24
• Not connected	30	24
<b>Weekly Internet use at home</b>		
• Do not use Internet	37	30
• 6 hours or less	37	46
• More than 6 hours	25	24
<b>Region</b>		
• British Columbia	13	16
• Prairies	17	17
• Ontario	39	41
• Quebec	24	20
• Atlantic	7	5
• Other	1	1
<b>Household income</b>		
• \$60,000 or less	49	48
• More than \$60,000	31	34
• Refusal	19	19

**TABLE 16**

**USE OF PUBLIC LIBRARIES BY  
TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Knows where public library nearest to own home is located<sup>1</sup></b>	95	96	91	97	98	96	92	96	95	95	94
<b>Borrowed books from a library<sup>2</sup></b>											
• Public	40	45	11	53	68	48	34	42	41	32	36
• School	6	7	1	6	4	7	7	6	6	16	4
• At work	1	1	1	2	0	1	1	1	1	0	3
• None / Dk	56	52	87	44	31	49	60	55	56	54	60
<b>Number of times visited a public library to borrow books for leisure reading<sup>3</sup></b>											
• Never	60	56	89	48	33	53	67	59	60	68	66
• 1-5	14	15	8	15	13	16	12	15	14	17	17
• 6-11	9	10	1	12	11	10	7	9	9	8	6
• 12 +	16	18	2	24	42	21	13	17	17	6	10
• Dk	1	1	0	1	1	0	1	1	1	0	0
• Average number of visits	5.2	5.8	0.8	7.8	14.8	6.8	3.7	5.5	5.3	2.7	2.7

<sup>1</sup> **Q9.4** Do you know where the public library nearest to your home is located?

<sup>2</sup> **Q9.1** In the last 12 months, did you borrow books for leisure reading from a library? If yes, ask: from what type of library?

<sup>3</sup> **Q9.2** Approximately how many times have you visited a public library to borrow books for leisure reading in the last 12 months?

**TABLE 16**

**USE OF PUBLIC LIBRARIES BY  
TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample %	Total readers %	Total non- readers %	Regular readers %	Heavy readers %	Mainly literary readers %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French %	English %	Majority %	Franco outside Quebec %	Anglo in Quebec %
<b>Satisfaction with public libraries <sup>1</sup></b>											
	<b>(786)</b>	<b>(763)</b>	<b>(23)</b>	<b>(561)</b>	<b>(171)</b>	<b>(425)</b>	<b>(222)</b>	<b>(564)</b>	<b>(617)</b>	<b>(95)</b>	<b>(74)</b>
• Very satisfied	66	67	56	68	67	65	71	66	67	82	57
• Somewhat satisfied	27	26	33	26	24	29	24	27	26	17	36
• Total	93	93	89	94	91	94	95	93	93	99	93

<sup>1</sup> **Q9.3 [Base: has visited a library]** Overall, how satisfied or dissatisfied are you with the services of the public libraries you visited in the last 12 months? Would you say...?

**TABLE 17**

**FACTORS THAT MAY INCREASE VISITS TO PUBLIC LIBRARIES  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Most important factor in increasing your visits to the public library <sup>1</sup></b>											
1. Better selection of books	20	30	21	29	34	30	24	30	28	33	37
2. Better selection of non-book materials such as CDs	4	3	7	3	0	3	4	4	4	9	3
3. Longer borrowing period	11	11	8	11	11	11	13	10	11	12	7
4. More convenient hours	17	18	9	21	19	18	12	18	17	8	16
5. More advice or suggestions from librarian	4	4	4	3	5	4	7	3	4	3	4
6. More information and tools available on-site for selecting books	6	6	7	6	5	6	8	5	6	6	3
7. More events such as authors' presentations, launches of new books, etc.	3	4	2	3	2	4	4	3	3	2	5
• Other	11	10	15	10	8	10	14	10	11	13	12
• Dk/Na	17	15	27	14	16	15	14	17	17	14	13

<sup>1</sup> **Q9.5** Among the following factors, which one, if any, would be the most important in increasing your visits to the public library?

**TABLE 18**

**PERCEIVED EFFECT OF INTERNET BY  
TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>EFFECT ON TIME SPENT... <sup>1</sup></b>											
<b>1. Reading books for pleasure</b>											
• Increase	7	7	8	6	4	8	5	8	7	9	6
• Decrease	30	30	33	27	15	29	18	33	30	17	32
• No effect / Dk	62	63	59	68	81	63	77	59	62	74	62
<b>2. Reading magazines</b>											
• Increase	8	8	10	8	4	8	6	9	8	10	5
• Decrease	29	29	31	27	18	28	21	32	29	20	35
• No effect / Dk	63	63	59	65	78	65	74	59	63	70	60
<b>3. Reading newspapers</b>											
• Increase	9	9	9	8	6	8	4	10	9	10	7
• Decrease	26	26	25	26	17	28	16	29	26	19	27
• No effect / Dk	64	65	66	66	77	64	80	61	64	70	65
<b>4. Watching television</b>											
• Increase	8	7	10	7	3	8	6	8	8	18	4
• Decrease	33	34	26	34	28	35	23	35	33	19	37
• No effect / Dk	60	59	64	60	70	57	70	56	60	64	59
<b>5. Listening to the radio</b>											
• Increase	8	8	8	7	3	8	6	8	8	12	6
• Decrease	24	25	22	24	21	25	16	27	24	12	29
• No effect / Dk	68	67	70	69	76	66	78	65	68	76	65

<sup>1</sup> **Q7.1** Do you think the Internet has or will affect the time you spend on \_\_\_\_\_? (Read and rotate) If yes, ask: Would you say that because of the Internet, the time you spend on this has or will increase or decrease?

**TABLE 18**

**PERCEIVED EFFECT OF INTERNET BY  
TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>EFFECT ON READING SKILLS <sup>1</sup></b>											
Improving	35	35	36	33	29	33	29	37	34	54	37
Decreasing	35	36	28	38	44	38	33	36	36	25	36
No effect / Dk	30	29	36	28	27	29	38	28	30	21	27
<b>EFFECT ON IMPORTANCE OF READING SKILLS <sup>2</sup></b>											
More important	43	44	36	43	44	42	33	46	43	41	40
Less important	18	18	20	18	18	19	29	16	18	18	23
No effect / Dk	38	38	44	38	37	40	39	39	38	41	37

<sup>1</sup> **Q7.2** Do you think the Internet is decreasing reading skills to some degree, has no impact on reading skills or is improving reading skills?

<sup>2</sup> **Q7.3** In your opinion, would you say the growth of computers and the Internet means the ability to read will become more important than it used to be, less important, or will have no effect on the importance of the ability to read?



**TABLE 19**

**SUBSCRIPTION AND ONLINE ACCESS TO ELECTRONIC READING MATERIALS  
BY TYPE OF READER AND LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %

**Subscription to online magazines, newsletters or newspapers <sup>1</sup>**

• Subscribed in the last 12 months	25	27	10	28	26	29	12	28	25	8	22
• Shared subscription with others	10	11	4	11	8	12	5	11	10	4	12
• Used someone else's subscription	18	19	10	18	15	18	15	18	17	20	20

**Downloading of electronic books, magazines or newspapers <sup>2</sup>**

• Downloaded electronic reading materials	17	18	8	20	17	17	11	18	17	26	14
• Shared downloaded materials with others	4	4	2	4	3	3	3	4	4	7	5
• Downloaded materials have been shared with respondent	12	12	7	13	7	12	8	13	11	23	11

*N.B. All findings in the table are based on the total sample.*

<sup>1</sup> **Q7.5** Do you or did you subscribe in the last 12 months to a magazine, newsletter or newspaper that allows you access online?  
**Q7.6** Have you ever shared your subscriptions or given others access to your subscriptions, even if only once?  
**Q7.7** Has online access to subscriptions ever been shared or given to you by others, even if only once?

<sup>2</sup> **Q7.8** Have you ever downloaded e-books, e-magazines or e-newspapers, even if only once?  
**Q7.9** Have you ever shared or given away to others e-books, e-magazines or e-newspapers that you downloaded?  
**Q7.10** Have downloaded e-books, e-magazines or e-newspapers ever been shared with you or given to you?

TABLE 20

**USE OF INTERNET AS A RESEARCH TOOL ON BOOKS FOR PLEASURE  
BY TYPE OF READER AND LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
							French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
Online searches for information on books – last 12 months <sup>1</sup>	37	40	12	45	44	41	27	40	38	21	23
<b>ASSESSING THE INTERNET AS A RESEARCH TOOL ON BOOKS FOR PLEASURE (% in agreement) <sup>2</sup></b>											
<b>BASE: Has used the Internet for information on books</b>	<b>(656)</b>	<b>(631)</b>	<b>(25)</b>	<b>(450)</b>	<b>(115)</b>	<b>(331)</b>	<b>(157)</b>	<b>(499)</b>	<b>(551)</b>	<b>(55)</b>	<b>(50)</b>
1. I did not find the books or all the information I wanted online	39	39	39	39	46	39	43	38	39	25	43
2. It's hard to know where to look for information on books online	28	28	37	26	32	28	26	29	28	18	21
3. It took me a lot of effort to find what I was looking for online	29	29	42	28	30	25	31	29	29	18	32
4. What I found online was very helpful	86	87	78	86	84	85	85	87	87	72	89
5. The Internet is my most important source of information on books	33	32	49	30	18	27	45	31	33	42	32
6. It's safe to buy books over the Internet	59	58	60	60	54	62	52	60	59	55	44

<sup>1</sup> **Q7.11** In the last 12 months, have you used the Internet to look for books or information on books to read for leisure?

<sup>2</sup> **Q7.12** For each of the following statements describing your online experience in looking for information on books to read for leisure, tell me if you agree or disagree.

**TABLE 21**

**USE OF INTERNET AS A RESEARCH TOOL ON BOOKS FOR PLEASURE  
BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
Online searches for information on books – last 12 months <sup>1</sup>	37	40	12	45	44	41	43	33	44	50

**ASSESSING THE INTERNET AS A RESEARCH TOOL ON BOOKS FOR PLEASURE (% in agreement) <sup>2</sup>**

BASE: Has used the Internet for information on books	(656)	(631)	(25)	(450)	(115)	(331)	(624)	(139)	(159)	(325)
1. I did not find the books or all the information I wanted online	39	39	39	39	46	39	40	40	38	41
2. It's hard to know where to look for information on books online	28	28	37	26	32	28	28	31	30	25
3. It took me a lot of effort to find what I was looking for online	29	29	42	28	30	25	29	34	30	25
4. What I found online was very helpful	86	87	78	86	84	85	86	83	92	85
5. The Internet is my most important source of information on books	33	32	49	30	18	27	33	53	35	21
6. It's safe to buy books over the Internet	59	58	60	60	54	62	60	52	60	65

<sup>1</sup> **Q7.11** In the last 12 months, have you used the Internet to look for books or information on books to read for pleasure?

<sup>2</sup> **Q7.12** For each of the following statements describing your online experience in looking for information on books to read for leisure [pleasure], tell me if you agree or disagree.

**TABLE 22**

**USE OF INTERNET TO BUY BOOKS FOR PLEASURE  
BY TYPE OF READER AND BUYER**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Preferred mode of purchase <sup>1</sup></b>										
• Online	3	3	3	3	3	3	3	3	3	3
• In person	93	95	83	95	93	94	95	96	95	94
• None / Dk	4	2	14	3	5	3	2	1	3	3
<b>Buying books for pleasure reading over the Internet</b>										
• Has bought a book for pleasure reading over the Internet <sup>2</sup>	18	19	8	22	21	21	21	11	23	28
• Number of books bought over the Internet in the last 12 months <sup>3</sup>										
– None	88	86	96	84	84	84	85	91	83	81
– 1-11	11	12	4	14	13	15	14	9	17	16
– 12 +	1	1	0	2	2	1	1	0	0	3
Average number	0.5	0.6	0.1	0.7	0.8	0.6	0.6	0.2	0.5	1.0
• Visit a traditional store first, and later buy online <sup>4</sup>										
– Often	2	2	0	2	3	3	2	1	3	3
– Sometimes	3	3	2	3	3	2	3	3	2	4
– Once or twice only	4	4	2	4	4	5	5	3	6	5
– Never	92	91	95	91	90	90	90	94	89	88
– Dk/Na	0	0	0	0	0	0	0	0	0	0

<sup>1</sup> **Q7.4** Do you prefer to buy books over the Internet or in person?

<sup>2</sup> **Q7.13** Have you ever purchased a book over the Internet?

<sup>3</sup> **Q7.14** In the past 12 months, how many books for leisure reading did you buy online?

<sup>4</sup> **Q7.15** In the past 12 months, how often did you visit a traditional retail store looking for a book and later buy it online? Would you say...?

**TABLE 22**

**USE OF INTERNET TO BUY BOOKS FOR PLEASURE  
BY TYPE OF READER AND BUYER**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS						
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %			
• Visit a Web site first, and later buy in a traditional store <sup>1</sup>													
- Often	3	4	1	5	6	5	4	3	3	6			
- Sometimes	10	11	2	11	11	9	12	10	10	14			
- Once or twice only	20	21	11	23	21	23	23	19	25	25			
- Never	67	64	85	61	62	63	61	67	63	55			
- Dk/Na	0	0	0	0	0	0	0	0	0	0			
<b>Likelihood of buying books over the Internet – next 12 months <sup>2</sup></b>													
• Very likely	6	7	3	9	10	7	8	4	6	11			
• Somewhat likely	11	12	2	13	8	13	13	9	18	14			
• Total	17	19	5	22	18	20	21	13	24	25			

**Note:** All findings in this table are based on the total sample.

<sup>1</sup> **Q7.16** In the past 12 months, how often did you visit a Web site looking for a book and later buy it in a traditional retail store? Would you say...?

<sup>2</sup> **Q7.17** How likely are you to buy a book over the Internet in the next 12 months? Would you say you are...?

**TABLE 23**

**USE OF INTERNET TO BUY BOOKS FOR PLEASURE  
BY LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OR OLDER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Preferred mode of purchase <sup>1</sup></b>						
• Online	3	2	3	3	2	2
• In person	93	96	93	93	96	92
• None / Dk	4	3	5	4	2	7
<b>Buying books for leisure reading over the Internet</b>						
• Has bought a book for leisure reading over the Internet <sup>2</sup>	18	9	20	18	7	10
• Number of books bought over the Internet in the last 12 months <sup>3</sup>						
– None	88	94	86	87	96	91
– 1-11	11	6	13	12	2	8
– 12 +	1	0	1	1	0	1
– Average number	0.5	0.2	0.6	0.5	0.1	0.6
• Visit a traditional store first, and later buy online <sup>4</sup>						
– Often	2	1	2	2	1	1
– Sometimes	3	2	3	3	3	3
– Once or twice only	4	3	4	4	2	1
– Never	92	95	91	92	94	95
– Dk/Na	0	0	0	0	0	0

<sup>1</sup> **Q7.4** Do you prefer to buy books over the Internet or in person?

<sup>2</sup> **Q7.13** Have you ever purchased a book over the Internet?

<sup>3</sup> **Q7.14** In the past 12 months, how many books for leisure reading did you buy online?

<sup>4</sup> **Q7.15** In the past 12 months, how often did you visit a traditional retail store looking for a book and later buy it online? Would you say...?

**TABLE 23**

**USE OF INTERNET TO BUY BOOKS FOR PLEASURE  
BY LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OR OLDER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
• Visit a Web site first, and later buy in a traditional store <sup>1</sup>						
- Often	3	3	4	3	6	4
- Sometimes	10	9	10	10	11	10
- Once or twice only	20	13	22	20	20	12
- Never	67	76	64	66	63	74
- Dk/Na	0	0	0	0	0	0
<b>Likelihood of buying books over the Internet – next 12 months <sup>2</sup></b>						
• Very likely	6	4	7	6	4	4
• Somewhat likely	11	7	12	11	9	8
• Total	17	11	19	17	13	12

<sup>1</sup> **Q7.16** *In the past 12 months, how often did you visit a Web site looking for a book and later buy it in a traditional retail store? Would you say...?*

<sup>2</sup> **Q7.17** *How likely are you to buy a book over the Internet in the next 12 months? Would you say you are...?*

**TABLE 24** PURCHASE OF NEW OR USED BOOKS BY SOCIO-DEMOGRAPHIC BACKGROUND – LAST 12 MONTHS –

POPULATION 16 YEARS OLD AND OVER (N=1,963)	BOOK BUYERS %
<b>Total</b>	81
<b>Gender</b>	
• Male	77
• Female	86
<b>Age</b>	
• 16-24	84
• 25-34	86
• 35-44	86
• 45-54	78
• 55-64	80
• 65 +	71
<b>Education</b>	
• Some college	74
• Completed college to some university	88
• Completed university +	94
<b>Employment status</b>	
• Employed	83
• Unemployed	74
• Student	92
<b>Community</b>	
• Urban (CMA)	82
• Other	80
<b>Residence</b>	
• Own	83
• Rent	78
<b>Household</b>	
• Couple with children	86
• Couple without children	81
• Single with children	78
• Single without children	75
• Other	81
<b>Main official language</b>	
• English	82
• French	79
<b>Mother tongue</b>	
• English	83
• French	78
• French and English equally	67
• Other	77
<b>Foreign language spoken at home</b>	
• Yes	82
• No	81
<b>Bilingual</b>	
• Yes	86
• No	80





**TABLE 24** PURCHASE OF NEW OR USED BOOKS BY SOCIO-DEMOGRAPHIC BACKGROUND – LAST 12 MONTHS –

POPULATION 16 YEARS OLD AND OVER (N=1,963)	BOOK BUYERS %
<b>Status of main official language</b>	
• Majority	81
• Francophone outside Quebec	78
• Anglophone in Quebec	81
<b>Member of a visible minority</b>	
• Yes	79
• No	82
<b>Internet connection at home</b>	
• High speed	87
• Low speed	87
• Not connected	70
<b>Weekly Internet use at home</b>	
• Do not use Internet	72
• 6 hours or less	88
• More than 6 hours	86
<b>Region</b>	
• British Columbia	87
• Prairies	82
• Ontario	80
• Quebec	80
• Atlantic	84
• Other	100
<b>Household income</b>	
• \$60,000 or less	80
• More than \$60,000	88
• Refusal	74

TABLE 25

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>New or used book purchases – last 12 months <sup>1</sup></b>	81	88	36	90	91	91	100	100	100	100
<b>Total books purchased <sup>1</sup></b>										
• Zero	19	12	64	10	9	9	0	0	0	0
• 1-5	27	27	23	19	5	22	33	100	0	0
• 6-11	20	22	7	21	10	23	25	0	100	0
• 12 +	35	38	6	51	76	46	42	0	0	100
• Average number	12.3	13.7	2.6	17.4	31.1	16.6	15.2	3.4	8.4	28.3
• Median	6.0	9.0	0.0	12.0	20.0	10.0	10.0	4.0	10.0	20.0
<b>Books purchased for self <sup>2</sup></b>										
	<b>(1,602)</b>	<b>(1,508)</b>	<b>(94)</b>	<b>(976)</b>	<b>(256)</b>	<b>(790)</b>	<b>(1602)</b>	<b>(506)</b>	<b>(405)</b>	<b>(689)</b>
• Zero	9	7	46	5	3	5	9	18	8	3
• 1-50%	31	31	23	30	24	32	31	23	38	33
• 51-75%	16	17	5	18	16	17	16	12	17	20
• 76-99%	11	12	1	16	24	15	11	2	8	21
• 100%	29	29	22	28	28	27	29	42	26	20
• Dk	3	4	3	4	6	4	3	4	3	3
• Average (%)	61.9	63.6	33.5	65.7	71.3	64.9	61.9	62.6	59.1	63.1

<sup>1</sup> **Q8.1** Approximately how many books, new or used, have you bought in the last 12 months? Include books bought for leisure reading for yourself, for others or as a gift. Do not include magazines or newspapers. If respondent cannot recall number, PROMPT with: Do you think you've bought 1-5, 6-15 or more than 15 books -- Use these categories only if no number given.

<sup>2</sup> **Q8.3** Of the books you bought, how many did you buy for yourself, not for others or for a gift?  
**Base:** buyers of books

**TABLE 25**

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Books by Canadian authors <sup>1</sup></b>										
• Zero	37	32	72	26	22	31	22	37	23	11
• 1-50%	34	37	9	44	54	40	42	24	42	55
• 51-75%	3	4	1	4	6	3	4	5	4	4
• 76-99%	1	1	0	1	0	0	1	1	1	1
• 100%	5	5	6	3	2	3	6	14	4	1
• Dk	20	21	11	22	16	22	25	19	27	28
• Average (%)	20.8	22.4	11.1	22.7	21.7	19.9	27.1	32.3	26.5	23.1
<b>Used books <sup>2</sup></b>										
• All	4	4	1	4	3	4	5	6	5	4
• Nearly all	6	6	2	9	8	7	7	6	5	10
• Nearly half	8	9	1	10	15	11	9	5	9	13
• Less than half	7	8	3	10	10	9	9	3	11	13
• Hardly any	9	10	2	12	16	11	11	4	11	16
• None	47	50	27	45	39	50	58	76	60	44
• Dk/Na	1	1	1	1	0	1	1	1	0	1
<b>Type of reader by number of books read – last 12 months</b>										
• Non-readers: no books	13	0	100	1	0	0	5	11	5	2
• Light readers: 1-11	46	52	0	32	0	42	46	72	55	22
• Moderate readers: 12-49	28	33	0	43	0	37	33	15	33	46
• Heavy readers: 50 +	13	15	0	23	100	21	15	2	7	30

<sup>1</sup> **Q8.4** Of the books you bought, how many were by Canadian authors?

**Base:** total sample

<sup>2</sup> **Q8.5** Of the books you bought, how many were used books? Would you say...?

**TABLE 25**

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %

**Types of readers by how often they read – last 12 months**

• Light readers: a few times a week or less	39	39	38	0	5	33	37	55	43	20
• Regular readers: every day or nearly every day	54	61	4	100	95	67	60	39	55	80

**Types of buyers by number of books bought – last 12 months**

• Non-buyers: no books	19	12	64	10	9	9	0	0	0	0
• Light buyers: 1-5	27	27	23	19	5	22	33	100	0	0
• Moderate buyers: 6-11	20	22	7	21	10	23	25	0	100	0
• Heavy buyers: 12 +	34	39	5	51	76	46	42	0	0	100

TABLE 26

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>New or used book purchases – last 12 months <sup>1</sup></b>	81	79	82	81	78	81
<b>Total books purchased <sup>1</sup></b>						
• Zero	19	21	18	19	22	19
• 1-5	27	28	26	27	26	25
• 6-11	20	24	19	20	18	17
• 12 or more	34	27	36	35	34	40
• Average number	12.3	9.6	13.0	12.2	13.9	14.0
• Median	6.0	6.0	6.0	6.0	6.0	6.0
<b>Books purchased for self <sup>2</sup></b>						
	<b>(1,602)</b>	<b>(478)</b>	<b>(1,124)</b>	<b>(1,248)</b>	<b>(190)</b>	<b>(164)</b>
• Zero	9	7	10	9	10	13
• 1-50%	31	29	31	31	30	30
• 51-75%	16	15	17	16	20	17
• 76-99%	11	11	12	12	11	10
• 100%	29	34	27	29	26	26
• Dk	3	4	3	3	3	4
• Average (%)	61.9	65.9	60.9	62.1	61.1	58.4

<sup>1</sup> **Q8.1** Approximately how many books, new or used, have you bought in the last 12 months? Include books bought for leisure reading for yourself, for others or as a gift. Do not include magazines or newspapers. If respondent cannot recall number, PROMPT with: Do you think you've bought 1-5, 6-15 or more than 15 books -- Use these categories only if no number given.

<sup>2</sup> **Q8.3** Of the books you bought, how many did you buy for yourself, not for others or for a gift?  
**Base:** buyers of books

TABLE 26

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Books by Canadian authors <sup>1</sup></b>						
• Zero	37	40	36	37	42	38
• 1-50%	34	36	33	34	27	32
• 51-75%	3	6	3	3	8	2
• 76-99%	1	2	1	1	1	2
• 100%	5	7	4	5	8	5
• Dk	20	9	23	20	15	21
• Average (%)	20.8	25.0	19.5	20.7	27.2	20.6
<b>Used books <sup>2</sup></b>						
• All	4	2	4	4	4	3
• Nearly all	6	5	6	6	4	5
• Nearly half	8	7	8	7	15	8
• Less than half	7	5	8	7	11	7
• Hardly any	9	8	9	9	5	7
• None	47	52	46	47	39	48
• Dk/Na	1	1	1	1	0	0
<b>Type of reader by number of books read – last 12 months</b>						
• Non-readers: no books	13	16	12	12	21	19
• Light readers: 1-11	46	50	44	46	54	39
• Moderate readers: 12-49	28	23	30	28	23	30
• Heavy readers: 50 +	13	11	14	14	3	12

<sup>1</sup> **Q8.4** Of the books you bought, how many were by Canadian authors?  
**Base:** total sample

<sup>2</sup> **Q8.5** Of the books you bought, how many were used books? Would you say...?

**TABLE 26**

**NUMBER OF BOOKS BOUGHT FOR PLEASURE BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Types of readers by how often they read – last 12 months</b>						
• Light readers <sup>1</sup> : a few times a week or less	39	47	37	38	58	34
• Regular readers: every day or nearly every day	54	43	57	55	31	55
<b>Types of buyers by number of books bought – last 12 months</b>						
• Non-buyers: no books	19	21	18	19	22	19
• Light buyers: 1-5	27	28	26	27	26	25
• Moderate buyers: 6-11	20	24	19	20	18	17
• Heavy buyers: 12 +	34	27	36	34	33	33

<sup>1</sup> Q3.6 How *often* do you read books for leisure [pleasure], even if only a few sentences on each occasion?

**TABLE 27**                      **SOCIO-DEMOGRAPHIC CHARACTERISTICS OF**  
**BUYERS OF NEW OR USED BOOKS**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	BUYERS			
		Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Gender</b>					
• Male	49	46	57	44	39
• Female	51	54	43	56	61
<b>Age</b>					
• 16-24	15	16	22	18	9
• 25-34	17	18	18	16	18
• 35-44	21	22	16	20	27
• 45-54	19	19	17	21	19
• 55-64	15	15	16	14	15
• 65 +	13	12	10	11	13
<b>Education</b>					
• Some college	54	49	58	49	42
• Completed college to some university	28	30	27	32	32
• Completed university +	18	21	15	19	27
<b>Employment status</b>					
• Employed	59	61	59	62	62
• Unemployed	30	28	28	23	30
• Student	10	11	13	15	8
<b>Community</b>					
• Urban (CMA)	56	56	57	54	57
• Other	44	44	43	46	43
<b>Residence</b>					
• Own	64	66	60	68	69
• Rent	34	32	36	30	29
<b>Household</b>					
• Couple with children	36	38	34	40	41
• Couple without children	29	29	27	28	30
• Single with children	7	7	8	8	6
• Single without children	21	19	21	20	17
• Other	7	7	10	4	6
<b>Main official language</b>					
• English	79	80	78	75	84
• French	21	20	22	25	16
<b>Mother tongue</b>					
• English	66	67	61	63	74
• French	20	19	21	23	16
• French and English equally	1	1	1	1	0
• Other	14	13	17	12	10
<b>Foreign language spoken at home</b>					
• Yes	21	21	27	18	19
• No	79	79	73	82	81
<b>Bilingual</b>					
• Yes	24	26	23	24	28
• No	76	74	77	76	72
<b>Status of main official language</b>					
• Majority	93	93	94	94	93
• Francophone outside Quebec	2	2	2	2	2
• Anglophone in Quebec	5	5	4	4	5





**TABLE 27** SOCIO-DEMOGRAPHIC CHARACTERISTICS OF BUYERS OF NEW OR USED BOOKS

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	BUYERS			
		Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Member of a visible minority</b>					
• Yes	15	14	21	12	10
• No	84	84	77	87	89
<b>Internet connection at home</b>					
• High speed	49	52	51	52	53
• Low speed	20	21	18	23	23
• Not connected	30	26	31	23	23
<b>Weekly Internet use at home</b>					
• Do not use Internet	37	33	38	31	30
• 6 hours or less	37	41	35	43	43
• More than 6 hours	25	26	27	25	27
<b>Region</b>					
• British Columbia	13	14	10	15	15
• Prairies	17	17	14	18	18
• Ontario	39	38	43	32	38
• Quebec	24	23	25	27	20
• Atlantic	7	7	8	7	7
• Other	1	1	0	0	1
<b>Household income</b>					
• \$60,000 or less	49	48	57	47	42
• More than \$60,000	31	34	24	35	41
• Refusal	19	17	18	18	17
<b>Types of readers by number of books read – last 12 months</b>					
• Non-readers: no books	13	5	11	5	2
• Light readers: 1-11	46	47	72	55	22
• Moderate readers: 12-49	28	33	15	33	46
• Heavy readers: 50 +	13	15	2	7	30
<b>Types of readers by how often they read – last 12 months</b>					
• Light readers <sup>1</sup> : a few times a week or less	39	37	55	43	20
• Regular readers: every day or nearly every day	54	60	39	55	80

<sup>1</sup> Q3.6 How *often* do you read books for leisure [pleasure], even if only a few sentences on each occasion?

TABLE 28

**MONEY SPENT ON BOOKS FOR PLEASURE BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non- readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Money spent <sup>1</sup></b>										
• None / zero	19	12	66	10	9	9	0	1	0	0
• Less than \$100	29	30	23	23	10	29	36	73	32	10
• Between \$100 and \$300	35	39	7	42	39	41	44	25	61	48
• Between \$300 and \$500	9	10	1	13	17	11	11	0	7	22
• More than \$500	7	8	3	11	24	10	9	0	0	21
• Dk/Na	0	0	1	0	0	0	0	0	0	0
• Average amount (\$)	147.37	162.41	42.79	199.67	283.79	180.90	181.49	65.43	133.37	301.29
• Median (\$)	100.00	100.00	0.0	150.00	200.00	100.00	100.00	50.00	100.00	200.00
<b>Most expensive new book bought for self <sup>2</sup></b>										
	(1,526)	(1,433)	(93)	(933)	(248)	(752)	(1,526)	(480)	(383)	(661)
• Average price (\$)	33.12	33.31	29.31	33.99	35.18	32.41	33.12	27.20	32.31	37.54
• Median price (\$)	30.00	30.00	20.00	30.00	33.00	30.00	30.00	25.00	29.00	33.00
<b>Least expensive new book bought for self <sup>3</sup></b>										
• Average price (\$)	9.96	9.98	9.65	9.37	8.39	9.75	9.96	12.27	10.05	8.36
• Median price (\$)	8.00	8.00	7.00	8.00	7.00	8.00	8.00	10.00	8.00	7.00

<sup>1</sup> **Q8.2** In the last 12 months, approximately how much did you spend on books for leisure reading, for yourself or for others/gifts? If respondent cannot recall amount, PROMPT with: Do you think you spent less than \$100, \$100 to \$300, \$300 to \$500, more than \$500?

<sup>2</sup> **Q8.6** [Base: Respondents who have bought a new book for themselves] Can you recall the price before tax of the most expensive new book you purchased for yourself in the last 12 months? (Accept an approximate value if respondent cannot recall exactly)

<sup>3</sup> **Q8.7** [Base: Respondents who have bought a new book for themselves] Can you recall the price before tax of the least expensive new book you purchased for yourself in the last 12 months?

**TABLE 28**

**MONEY SPENT ON BOOKS FOR PLEASURE BY TYPE OF READER AND BUYER  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	Total sample %	Total readers %	Total non- readers %	Regular readers %	Heavy readers %	Mainly literary readers %	BUYERS			
							Total %	Light %	Moderate %	Heavy %
<b>Planned spending on books – next 2 or 3 years <sup>1</sup></b>										
	(1,602)	(1,508)	(94)	(976)	(256)	(790)	(1,602)	(506)	(405)	(689)
• More than today	25	25	22	26	23	24	25	23	23	28
• About the same	68	68	73	68	69	69	68	67	72	67
• Less than today	6	6	5	5	6	6	6	8	4	5
• Dk/Na	1	1	0	1	1	1	1	1	1	0

<sup>1</sup> **Q8.10** *[Base: Buyers of new or used books] Compared with today, would you say that in the next 2-3 years or so you will spend more, less or about the same amount of money to buy books for leisure reading, whether for yourself or others?*

TABLE 29

**MONEY SPENT ON BOOKS FOR PLEASURE BY LINGUISTIC COMMUNITY  
— LAST 12 MONTHS —**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Money spent <sup>1</sup></b>						
• None / zero	19	22	18	19	23	20
• Less than \$100	29	27	30	29	29	26
• Between \$100 and \$300	35	35	36	36	30	35
• Between \$300 and \$500	9	8	9	9	3	7
• More than \$500	7	9	7	7	15	11
• Dk/Na	0	0	0	0	0	0
• Average price (\$)	147.37	152.81	145.90	145.89	174.34	164.36
• Median (\$)	100.0	100.0	100.00	100.00	60.00	100.00
<b>Most expensive new book bought for self <sup>2</sup></b>						
	<b>(1,526)</b>	<b>(465)</b>	<b>(1,061)</b>	<b>(1,187)</b>	<b>(183)</b>	<b>(156)</b>
• Average price (\$)	33.12	35.40	32.50	33.15	37.07	30.75
• Median price (\$)	30.00	32.00	30.00	30.00	35.00	29.00
<b>Least expensive new book bought for self <sup>3</sup></b>						
• Average price (\$)	9.96	12.99	9.16	9.93	13.57	9.01
• Median price (\$)	8.00	12.00	8.00	8.00	10.00	7.00

<sup>1</sup> **Q8.2** In the last 12 months, approximately how much did you spend on books for leisure reading, for yourself or for others/gifts? If respondent cannot recall amount, PROMPT with: Do you think you spent less than \$100, \$100 to \$300, \$300 to \$500, more than \$500?

<sup>2</sup> **Q8.6** [Base: Respondents who have bought a new book for themselves] Can you recall the price before tax of the most expensive new book you purchased for yourself in the last 12 months? (Accept an approximate value if respondent cannot recall exactly)

<sup>3</sup> **Q8.7** [Base: Respondents who have bought a new book for themselves] Can you recall the price before tax of the least expensive new book you purchased for yourself in the last 12 months?

**TABLE 29**

**MONEY SPENT ON BOOKS FOR PLEASURE BY LINGUISTIC COMMUNITY  
– LAST 12 MONTHS –**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French %	English %	Majority %	Franco outside Quebec %	Anglo in Quebec %
<b>Planned spending on books – next 2 or 3 years <sup>1</sup></b>						
	<b>(1,602)</b>	<b>(478)</b>	<b>(1,124)</b>	<b>(1,248)</b>	<b>(190)</b>	<b>(164)</b>
• More than today	25	15	28	25	10	32
• About the same	68	78	66	68	77	62
• Less than today	6	5	6	6	12	6
• Dk/Na	1	2	0	1	1	0

<sup>1</sup> **Q8.10** [Base: *Buyers of new or used books*] Compared with today, would you say that in the next 2-3 years or so you will spend more, less or about the same amount of money to buy books for leisure reading, whether for yourself or others?

**TABLE 30 SOURCES OF AWARENESS OF BOOKS**

POPULATION 16 YEARS OLD AND OVER	HELPED TO BECOME AWARE OF* (1,792)		HELPED THE MOST TO BECOME AWARE OF FOR	
	Often %	Never %	Buying (1,602)** 100%	Reading (1,698)*** 100%
1. Recommendation from a friend	40 <sup>1</sup>	14	31 <sup>2</sup>	34
2. Displayed / saw in bookstore	15	41	6	5
3. Gift	24	24	2	2
4. Interest in topic	61	8	20	20
5. Interest in author	35	30	9	7
6. Browsing / displayed in library	16	49	4	4
7. Read / heard a book review	23	33	5	4
8. Book club or reading group	7	81	1	1
9. Internet	6	71	2	2
10. Ad or review in newspaper / magazine / TV / radio	19	36	9	8
11. Book fair / exhibition	6	70	1	0
12. Prize winners / best-seller list	16	45	1	1
13. Recommendation from librarian	10	64	1	2
14. Recommendation from bookstore personnel	9	57	1	1
15. In-store promotion	6	60	1	0
16. Discount price	15	43	1	1
	Dk/Na		4	7

\* **Q10.1 [Base: Buyers or readers of books (last 12 months)]** For each of the following, tell me to what extent each of the following helped you become aware of the books you read for leisure or purchased in the last 12 months, using the following scale: 1. often, 2. sometimes, and 3. almost never.

\*\* **Q10.2 [Base: Buyers]** Which one helped you the most to become aware of the books you purchased?

\*\*\* **Q10.3 [Base: Readers]** Which one helped you the most to become aware of the books you read?

<sup>1</sup> **Read:** 40 per cent of buyers or readers said a recommendation from a friend often helped them become aware of the books they bought or read (% row).

<sup>2</sup> **Read:** 31 per cent of buyers said a recommendation from a friend was the most important factor in helping them become aware of the books they bought (% column).

**TABLE 31**

**SOURCES OF AWARENESS OF BOOKS BY TYPE OF READER AND BUYER**

POPULATION 16 YEARS OLD AND OVER	Total readers (1,698) %	Regular readers (1,056) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
					Total (1602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>1. Recommendation from a friend</b>								
• Often	41	45	48	47	41	33	43	47
• Never / Dk	13	10	9	10	11	20	7	7
<b>2. Displayed / saw in bookstore</b>								
• Often	15	17	19	17	15	13	11	19
• Never / Dk	40	37	35	37	39	45	36	35
<b>3. Gift</b>								
• Often	24	27	29	26	25	23	24	28
• Never / Dk	25	21	20	20	21	29	17	17
<b>4. Interest in subject</b>								
• Often	62	66	70	63	65	57	68	71
• Never / Dk	8	6	6	6	5	9	3	3
<b>5. Interest in author</b>								
• Often	36	44	59	45	37	26	31	47
• Never / Dk	29	22	12	21	29	40	29	21
<b>6. Browsing / displayed in library</b>								
• Often	17	20	27	18	17	17	12	19
• Never / Dk	48	42	39	46	46	47	49	44
<b>7. Read / heard a book review</b>								
• Often	24	27	34	24	25	22	23	28
• Never / Dk	33	29	22	29	30	35	31	26
<b>8. Book club / Reading group</b>								
• Often	7	8	11	9	7	5	5	11
• Never / Dk	80	78	73	79	78	81	81	75
<b>9. Internet</b>								
• Often	6	7	6	5	7	7	5	7
• Never / Dk	71	72	75	74	69	70	68	70

TABLE 31

SOURCES OF AWARENESS OF BOOKS BY TYPE OF READER AND BUYER

POPULATION 16 YEARS OLD AND OVER	Total readers (1,698) %	Regular readers (1,056) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
					Total (1602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>10. Ad or review in newspaper / magazine / TV / radio</b>								
• Often	19	20	24	18	19	16	16	24
• Never / Dk	37	33	31	40	34	40	35	30
<b>11. Book fair / exhibition</b>								
• Often	7	7	10	6	7	6	4	9
• Never / Dk	70	70	61	70	68	71	77	61
<b>12. Prize winners / best-seller list</b>								
• Often	17	20	28	20	17	16	12	22
• Never / Dk	44	39	31	35	42	50	44	36
<b>13. Recommendation from librarian</b>								
• Often	10	11	16	10	10	12	8	11
• Never / Dk	64	62	56	62	63	64	62	63
<b>14. Recommendation from bookstore personnel</b>								
• Often	9	9	10	9	9	10	7	10
• Never / Dk	57	55	54	56	55	61	51	53
<b>15. In-store promotion</b>								
• Often	6	6	8	6	7	7	4	7
• Never / Dk	59	58	62	60	58	63	58	54
<b>16. Discount price</b>								
• Often	15	15	13	16	16	19	12	16
• Never / Dk	43	37	38	38	40	47	43	32

**Q10.1** For each of the following, tell me to what extent each of the following helped you become aware of the books you read for leisure [pleasure] or purchased in the last 12 months, using the following scale: 1. often, 2. sometimes, and 3. almost never.



**TABLE 32 PLACES TO FIND BOOKS FOR PLEASURE TO READ OR BUY**

BUYERS OR READERS 16 YEARS OLD AND OVER	READERS <sup>1</sup> (1,698) %	BUYERS <sup>2</sup> (1,602) %
1. Public library	32	3
2. School library	5	0
3. Other library (work, etc.)	2	0
4. Bookstore	62	81
5. News-stand	1	1
6. Department store (Sears, The Bay...)	4	7
7. Big box store (Wal-Mart, Costco...)	7	12
8. Drugstore	2	3
9. Supermarket / grocery store	2	4
10. Second hand bookstore	9	11
11. Book club / subscription	3	3
12. Mail order / catalogue book order	2	2
13. Borrowed from friend / family	19	2
14. Book fair / exhibition	1	2
15. Book exchange / book bank	1	1
16. Over the Internet	4	8
• Other	17	1
• Dk/Na	2	1

<sup>1</sup> **Q10.4 [Base: Readers]** Where did you get the books you read for leisure in the past 12 months?

<sup>2</sup> **Q10.5 [Base: Buyers]** Where did you get the books you purchased in the past 12 months?

**TABLE 33 PLACES TO FIND BOOKS FOR PLEASURE TO READ BY TYPE OF READER**

READERS 16 YEARS OLD AND OVER	Total readers (1,698) %	Regular readers (1,050) %	Heavy readers (271) %	Mainly literary readers (871) %
1. Public library	32	37	51	34
2. School library	5	5	3	6
3. Other library (work, etc.)	2	2	3	1
4. Bookstore	62	66	66	64
5. News-stand	1	0	0	0
6. Department store (Sears, The Bay...)	4	4	3	4
7. Big box store (Wal-Mart, Costco...)	7	8	12	8
8. Drugstore	2	2	4	3
9. Supermarket / grocery store	2	3	7	3
10. Second hand bookstore	9	11	18	13
11. Book club / subscription	3	4	6	3
12. Mail order / catalogue book order	2	2	2	2
13. Borrowed from friend / family	19	20	19	19
14. Book fair / exhibition	1	1	2	1
15. Book exchange / book bank	1	1	1	1
16. Over the Internet	4	4	4	4
• Other	17	19	22	17
• Dk/Na	2	1	4	1

**Q10.4** Where did you get the books you read for leisure [pleasure] in the past 12 months?



**TABLE 34 PLACES TO FIND BOOKS FOR PLEASURE TO BUY  
BY TYPE OF BUYER**

READERS 16 YEARS OLD AND OVER	BUYERS			
	Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
1. Public library	3	1	4	3
2. School library	0	1	0	0
3. Other library (other, etc.)	0	1	0	0
4. Bookstore	81	78	83	84
5. News-stand	1	1	1	0
6. Department store (Sears, The Bay...)	7	8	6	7
7. Big box store (Wal-Mart, Costco...)	12	7	15	13
8. Drugstore	3	3	2	3
9. Supermarket / grocery store	4	3	3	5
10. Second hand bookstore	11	4	7	18
11. Book club / subscription	3	2	3	5
12. Mail order / catalogue book order	2	2	1	2
13. Borrowed from friend / family	2	1	2	2
14. Book fair / exhibition	2	1	1	2
15. Book exchange / book bank	1	0	1	1
16. Over the Internet	8	4	10	10
• Other	1	1	1	2
• Dk/Na	1	2	1	1

**Q10.5** Where did you get the books you purchased in the past 12 months?

**TABLE 35**

**FACTORS INFLUENCING THE PURCHASE OF BOOKS FOR PLEASURE  
BY TYPE OF BUYER AND LINGUISTIC COMMUNITY**

BUYERS 16 YEARS OLD AND OVER - LAST 12 MONTHS -	TOTAL BUYERS (1,602) %	BUYERS			MAIN OFFICIAL LANGUAGE OF BUYERS		STATUS OF MAIN OFFICIAL LANGUAGE OF BUYERS		
		Light (506) %	Moderate (405) %	Heavy (689) %	French (478) %	English (1,124) %	Majority (1,248) %	Franco outside Quebec (190) %	Anglo in Quebec (164) %
<b>Usual mode of purchase <sup>1</sup></b>									
• Impulse	42	42	36	46	27	46	43	33	41
• Planned	56	56	63	52	73	52	56	66	56
• Dk/Na	1	1	1	2	0	2	1	1	3
<b>Influence of various factors - % "often" a factor <sup>2</sup></b>									
1. Author	41	33	36	50	40	41	41	29	39
2. Author is Canadian	15	19	15	12	24	13	15	19	14
3. Length of the book	12	14	11	11	13	11	12	14	13
4. Size of print	14	17	14	12	16	13	13	14	20
5. Price	26	28	24	25	26	26	26	38	27
6. Discount price	32	29	32	34	29	32	31	53	39
7. Illustrations and graphics	11	13	11	9	14	10	10	16	13
8. Publisher	7	8	3	6	9	6	6	5	6
9. Book cover	10	12	9	9	10	10	10	7	10
10. Title	23	24	26	20	29	21	23	25	21
11. Topic / type of book	70	65	71	73	73	69	70	61	75

<sup>1</sup> **Q8.8** People sometimes choose the books they buy on the spur of the moment. Other times people have a book in mind and then they buy it. What about yourself? Do you usually buy books on the spur of the moment or do you usually have the books in mind before you buy them?

<sup>2</sup> **Q8.9** Thinking of the books for leisure reading you bought in the last 12 months, tell me to what extent the following elements played a role in your decision to buy these books. We will use the following scale: 1. often, 2. sometimes, and 3. almost never.

**TABLE 36**

**FAMILIARITY WITH, READING OF, AND INTEREST IN CANADIAN AUTHORS  
BY TYPE OF READER AND BUYER**

POPULATION 16 YEARS OLD AND OVER	Total sample (1,963) %	Total readers (1,698) %	Total non-readers (265) %	Regular readers (1,063) %	Heavy readers (271) %	Mainly literary readers (871) %	BUYERS			
							Total (1,602) %	Light (506) %	Moderate (405) %	Heavy (689) %
<b>Familiarity with Canadian authors <sup>1</sup></b>										
• Very familiar	4	4	2	4	5	4	4	4	2	4
• Somewhat familiar	29	31	16	37	41	33	33	28	33	37
• Total	33	35	18	41	46	37	37	32	35	41
<b>Has read a book by a Canadian author <sup>2</sup></b>	72	77	40	82	86	80	79	74	79	85
<b>Number of books by a Canadian author read in the last 12 months <sup>3</sup></b>										
• None	47	39	100	31	24	37	39	53	39	27
• 1-5	35	40	0	43	38	41	41	33	46	44
• 6-11	6	7	0	8	14	8	7	3	5	11
• 12 +	3	3	0	5	13	4	4	2	0	6
• Dk	10	11	0	12	11	11	10	9	10	12
• Average number	2.0	2.4	0	3.1	5.5	2.6	2.4	1.4	1.6	3.8
<b>Interest in reading books by Canadian authors <sup>4</sup></b>										
• Very interested	14	16	0	18	23	16	16	16	14	17
• Somewhat interested	48	55	0	55	56	57	52	47	55	55
• Total	62	71	0	73	79	73	68	63	69	72

<sup>1</sup> **Q11.1** How familiar are you with Canadian authors? Would you say...?

<sup>2</sup> **Q11.2** Have you ever read a book by a Canadian author?

<sup>3</sup> **Q11.3** In the last 12 months, approximately how many books by a Canadian author did you read?

<sup>4</sup> **Q11.4** How interested are you in reading books by Canadian authors? Would you say... 1. very interested, 2. somewhat interested, 3. not very interested, or 4. not at all interested?

**TABLE 37**

**FAMILIARITY WITH, READING OF, AND INTEREST IN CANADIAN AUTHORS  
BY LINGUISTIC COMMUNITY**

POPULATION 16 YEARS OLD AND OVER	TOTAL SAMPLE (1,963) %	MAIN OFFICIAL LANGUAGE		STATUS OF MAIN OFFICIAL LANGUAGE		
		French (625) %	English (1,338) %	Majority (1,499) %	Franco outside Quebec (265) %	Anglo in Quebec (199) %
<b>Familiarity with Canadian authors <sup>1</sup></b>						
• Very familiar	4	3	4	4	2	3
• Somewhat familiar	29	28	30	29	38	29
• Total	33	31	34	33	40	32
<b>Has read a book by a Canadian author <sup>2</sup></b>						
	72	75	72	73	68	69
<b>Number of books by a Canadian author read in the last 12 months <sup>3</sup></b>						
• None	47	43	48	46	55	51
• 1-5	35	38	34	36	17	38
• 6-11	6	10	5	6	17	4
• 12 +	3	3	3	3	1	1
• Dk	10	7	10	10	10	6
• Average number	2.0	2.6	1.9	2.1	2.2	1.7
<b>Interest in reading books by Canadian authors <sup>4</sup></b>						
• Very interested	14	18	13	14	16	15
• Somewhat interested	48	41	50	48	32	46
• Total	62	59	63	62	48	61

<sup>1</sup> **Q11.1** How familiar are you with Canadian authors? Would you say...?

<sup>2</sup> **Q11.2** Have you ever read a book by a Canadian author?

<sup>3</sup> **Q11.3** In the last 12 months, approximately how many books by a Canadian author did you read?

<sup>4</sup> **Q11.4** How interested are you in reading books by Canadian authors? Would you say... 1. very interested, 2. somewhat interested, 3. not very interested, or 4. not at all interested?

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## **APPENDIX**

### **ANNOTATED QUESTIONNAIRE (French and English versions)**

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# ACHAT ET LECTURE DE LIVRES POUR LA DÉTENTE

## ENQUÊTE NATIONALE 2005

### *Questionnaire final – Version 9*

#### PRÉSENTATION / PRÉSÉLECTION

Bonsoir / Bon après-midi / Bonjour, mon nom est \_\_\_\_\_. Je téléphone de la part de CRÉATEC, au nom du gouvernement du Canada. Nous effectuons un sondage auprès de Canadiens et de Canadiennes âgés de 16 ans ou plus (si le répondant demande des précisions sur le sujet, dites-lui qu'il s'agit d'un sondage sur les activités de loisir).

Le sondage demande environ 20 minutes et traite de questions sur les habitudes de loisir.

Votre ménage a été sélectionné au hasard et toutes vos réponses demeureront strictement confidentielles.

Nous souhaitons qu'un membre de votre ménage participe à l'enquête. Pouvez-vous nous aider ce soir / cet après-midi / ce matin?

**Qa.** Combien de personnes âgées de 16 ANS ou plus demeurent à cette adresse?

• Aucune.....	( )	METTEZ FIN À L'APPEL
• Une .....	( )	DEMANDEZ DE LUI PARLER OU PRENEZ RENDEZ-VOUS
• Deux.....	( )	POSEZ LA QUESTION Qb
• Trois ou plus .....	( )	
• Refus de répondre	( )	RASSUREZ LE RÉPONDANT SANS L'IMPORTUNER; SINON, METTEZ FIN À L'APPEL

**Qb.** Parmi les personnes âgées de 16 ANS ou plus qui demeurent à cette adresse, quel est le prénom de la personne qui a le plus récemment célébré son anniversaire?

\_\_\_\_\_ DEMANDEZ DE PARLER À CETTE PERSONNE

• Accepte.....	( )	
• Non disponible..	( )	PRENEZ UN RENDEZ-VOUS
• Refuse .....	( )	RASSUREZ LE RÉPONDANT OU TERMINER

## 1. PROFIL LINGUISTIQUE

Mes premières questions concernent la ou les langue(s) que vous avez apprise(s), parlez et lisez.

**Q1.1** Quelle est votre langue maternelle, c'est-à-dire la première langue que vous avez apprise à la maison lorsque vous étiez enfant et que vous comprenez encore? (**Ne pas lire / Ne pas sonder**)

	N=1963 %
• Anglais.....	66
• Français.....	20
• Anglais et français également ( <b>ne pas lire</b> ).....	1
• Autre ( <b>ne pas préciser</b> ).....	14
• Nsp/Nrp.....	0

**Q1.2** Peu importe toute autre langue que vous parlez, considérez-vous l'anglais ou le français comme votre première ou principale langue officielle?

	N=1963 %
• Anglais.....	79
• Français.....	21
• Nsp/Nrp.....	0

**Q1.3** Quelle est votre langue préférée pour la lecture? (**Ne pas lire / Ne pas sonder**)

	N=1963 %
• Anglais.....	78
• Français.....	20
• Autre ( <b>ne pas préciser</b> ).....	2
• Nsp/Nrp.....	0

## 2. ACTIVITÉS DE LOISIR

Mes prochaines questions traitent de vos activités de loisirs.

**Q2.1** Si vous aviez le choix parmi les activités suivantes, laquelle êtes-vous le plus susceptible de faire? Laquelle êtes-vous le moins susceptible de faire? (**Lire en rotation - UNE réponse seulement pour chaque activité**)

	N=1963	Le plus %	Le moins %
<b>1.</b> Regarder une émission télévisée		26	4
<b>2.</b> Visionner un film		18	3
<b>3.</b> Lire un livre		26	12
<b>4.</b> Jouer à l'ordinateur		3	27
<b>5.</b> Visiter un site Web		3	7
<b>6.</b> Clavarder en ligne		3	38
<b>7.</b> Écouter de la musique		15	2
<b>8.</b> Écouter la radio		6	7
• Nsp/Nrp		1	1

**Q2.2** Environ combien d'heures dans une semaine typique consacrez-vous habituellement aux activités suivantes? (**Lire en rotation / arrondissez à la demi-heure – p. ex., 2,5 / Si le répondant n'est pas en mesure de préciser une période, DITES ce qui suit :** Selon vous, consacrez-vous moins d'une heure, 1 à 2 heures, 3 à 4 heures, 4 à 5 heures, 5 à 6 heures ou plus de 6 heures? – **Utilisez ces catégories seulement si le répondant ne précise pas lui-même un nombre d'heures.**)

**Pour chaque activité dont la réponse est « aucune / zéro », POSEZ la Q2.3**

**Q2.3** Au cours des 12 derniers mois, avez-vous participé aux activités suivantes? (**Lire**)

	<b>Q2.2</b> Heures N=1963 $\bar{x}$	Aucune / zéro	Moins d'une heure	1 à 2 h	2 à 3 h	3 à 4 h	4 à 5 h	5 à 6 h	Plus de 6 h	Nsp/Nrp	<b>Q2.3</b> N=1963 %
<b>2.3.1</b> Lire ou consulter un livre pour l'école ou le travail	3,8										66
<b>2.3.2</b> Lire ou consulter un livre pour la détente	4,6										91
<b>2.3.3</b> Lire des revues	1,6										84
<b>2.3.4</b> Lire des journaux	2,6										92
<b>2.3.5</b> Lire ou consulter du matériel en ligne - utilisation d'Internet pour le travail ou l'école	3,2										57
<b>2.3.6</b> Lire ou consulter du matériel en ligne - utilisation d'Internet dans les temps libres	2,4										66
<b>2.3.7</b> Regarder des émissions télévisées ou des vidéos	10,5										100
<b>2.3.8</b> Écouter de la musique	9,0										97

	Q2.2 Heures N=1963 $\bar{x}$	Aucune / zéro	Moins d'une heure	1 à 2 h	2 à 3 h	3 à 4 h	4 à 5 h	5 à 6 h	Plus de 6 h	Nsp/Nrp	Q2.3 N=1963 %
2.3.9 Participer à un passe-temps, des activités artisanales, musicales ou artistiques	4,6										79
2.3.10 Faire du bénévolat pour n'importe quelle organisation	1,6										51
2.3.11 Clavarder en ligne	0,9										29
2.3.12 Voir des films dans un cinéma	0,4										66
2.3.13 Visiter des musées et des galeries d'art	0,1										39
2.3.14 Assister à des spectacles artistiques	0,3										53

***Interviewer, lisez ce qui suit : Le reste de l'entrevue traite de LECTURE DE LIVRES DE DÉTENTE. La lecture de détente s'entend de lecture ou de consultation de livres pour le plaisir ou l'intérêt général, mais non pour le travail ou l'école.***

### **3. ACTIVITÉ DE LECTURE**

**Q3.1** Environ combien de livres de détente possédez-vous présentement à la maison, des livres qui appartiennent à votre famille? (**Lire / ne comptez pas les revues ou les journaux**)

	N=1963 %
• Aucun .....	5
• Moins de 20 .....	20
• Entre 21 et 50.....	27
• Entre 51 et 150 .....	22
• Plus de 150.....	26
• Nsp/Nrp .....	0

**Q3.2** Est-ce que la période que vous consacrez à la lecture a augmenté, diminué ou est demeurée la même au cours des dernières années?

	<b>N=1963</b>
	<u>%</u>
• Augmenté.....	29
• Demeurée la même.....	48
• Diminuée.....	24
• Nsp/Nrp .....	0

**Q3.3** Pensez-vous que la lecture, en tant qu'activité de loisir, est menacée dans notre société actuelle?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	62
• Non ( <b>Allez à Q3.5</b> ).....	34
• Nsp/Nrp ( <b>Allez à Q.3</b> ).....	4

**Q3.4** Selon vous, quelle est la plus importante menace pour la lecture? (**Sonder – Ne pas lire / une seule réponse**)

	<b>N=1226</b>
	<u>%</u>
• Manque de temps .....	10
• Manque de bons livres.....	1
• Disponibilité de matériel autre que les livres (CDs ou autre).....	1
• Internet .....	32
• Autre ( <b>préciser</b> ) .....	52
• Nsp/Nrp .....	5

**Q3.5** Quel énoncé suivant décrit le plus fidèlement vos habitudes de lecture? (**Lire**)

	<b>N=1963</b>
	<u>%</u>
• Je déteste lire .....	3
• J'aime lire un peu .....	14
• J'aime lire de temps à autre .....	39
• J'aime beaucoup lire.....	43

**Q3.6** À quelle fréquence lisez-vous des livres de détente, ne serait-ce que quelques phrases à chaque occasion? (**Lire**)

	<b>N=1963</b>
	<u>%</u>
• Chaque jour .....	35
• Presque chaque jour .....	19
• Au moins une fois par semaine .....	22
• Au moins une fois par mois .....	8
• Quelques fois par année .....	9
• Presque jamais ( <b>Passez à la section 4</b> ) ..	5
• Jamais ( <b>Passez à la section 4</b> ).....	2
• Nsp/Nrp ( <b>Passez à la section 4</b> ).....	0

**Q3.7** Au cours des 12 derniers mois, combien de livres de détente avez-vous lu complètement ou partiellement, que ce soit des livres achetés ou empruntés, neufs ou usagés, imprimés ou électroniques? (**Environ / si le répondant ne mentionne pas de nombre, DITES ce qui suit** : Pensez-vous avoir lu entre 1 et 5 livres, entre 6 et 15 livres ou plus de 15 livres? – **Utilisez ces catégories seulement si le répondant ne précise pas lui-même un nombre de livres**)

<b>Livres</b>	<b>Aucun / zéro</b>	<b>1 à 5 livres</b>	<b>6 à 15 livres</b>	<b>Plus de 15 livres</b>	<b>Nsp/Nrp</b>
<b>N=1963</b>	<b>PASSEZ À LA SECTION 4</b>				
$\bar{x} = 16,8$ livres					

**Q3.8** Dans quelle(s) langue(s) sont écrits les livres de détente que vous lisez? (**Lire seulement si nécessaire**)

	<b>N=1698</b>
	<b>%</b>
• Tous en français ( <b>Passez à Q3.12</b> ) .....	17
• Tous en anglais ( <b>Passez à Q3.12</b> ) .....	71
• Tous dans une autre langue ( <b>Passez à Q3.12</b> ) .....	1
• La plupart du temps en français .....	3
• La plupart du temps en anglais .....	5
• La plupart du temps dans une autre langue .....	1
• Autant en français qu'en anglais .....	1
• Autant en français que dans une autre langue.....	0
• Autant en anglais que dans une autre langue.....	0
• Nsp/Nrp .....	0

**Si la réponse en Q1.2 est français, posez d'abord la Q3.10, puis la Q3.9 / si l'entrevue se déroule en anglais, posez les questions dans le bon ordre**

**Q3.9** Combien de livres en français avez-vous lu pour la détente au cours des 12 derniers mois? Environ?

	<b>N=1963</b>
	<b>%</b>
<input type="text"/> Livres	21
• Zéro / aucun .....	79
• Nsp/Nrp .....	0
• $\bar{x} =$ .....	<b>4,1 livres</b>

**Q3.10** Combien de livres en anglais avez-vous lu pour la détente au cours des 12 derniers mois? Environ?

	<b>N=1963</b>
	<b>%</b>
<input type="text"/> Livres	72
• Zéro / aucun .....	28
• Nsp/Nrp .....	0
• $\bar{x} =$ .....	<b>20,2 livres</b>

**Q3.11** Combien de livres dans une langue autre que l'anglais ou le français avez-vous lu pour la détente au cours des 12 derniers mois? Environ?

<b>N=1963</b>	
	<b>%</b>
	6
• Zéro / aucun.....	94
• Nsp/Nrp .....	0
• $\bar{x}$ = .....	<b>1,7 livre</b>

**Q3.12** Les questions suivantes traitent du genre ou des catégories de livres de détente que vous avez lus au cours des 12 derniers mois. Avez-vous lu \_\_\_\_\_ au cours des 12 derniers mois? (Lire en rotation / chaque livre ne peut appartenir qu'à un type / genre)

**Si le répondant mentionne des types/genres multiples pour la question Q3.12, posez la question Q3.13**

**Q3.13** Quelle catégorie de livres avez-vous lue le plus souvent au cours des 12 derniers mois? (Lisez les principales catégories si nécessaire)

**Q3.14** Est-ce qu'il existe certaines catégories de livres que vous ne liriez pas? (Ne pas lire / enregistrez toutes les mentions)

<b>(N=1698)</b>	<b>Q3.12</b>			<b>Q3.13 Lu le plus souvent %</b>	<b>Q3.14 Ne lirait pas %</b>
	<b>Oui %</b>	<b>Non</b>	<b>Nsp/Nrp</b>		
1. Science fiction, fantastique, horreur	46			12	26
2. Mystère, suspense, détective, espionnage, aventure	62			20	5
3. Romans d'amour	32			7	18
4. Biographies ou autobiographies	55			6	3
5. Romans historiques	44			5	5
6. Romans classiques	33			1	4
7. Romans contemporains	37			5	3
8. Théâtre	9			0	5
9. Histoire, guerre, généalogie, patrimoine	43			5	6
10. Documentaires, actualité	44			2	3
11. Science et technologie	30			3	8
12. Sciences humaines et sociales (philosophie, sociologie, sexualité, etc.)	31			2	4
13. Santé, forme physique, médecine	54			4	2
14. Religion	29			6	14
15. Livres pratiques (cuisine, entretien, jardinage, soins aux enfants, réparations, etc.)	55			5	3
16. Bande dessinée / roman en images	26			2	6
17. Livre d'art et beau livre grand format	37			0	4
18. Poésie	23			0	7
19. Humour	51			2	1
20. Parapsychologie, ésotérisme	15			1	7
21. Livre sur l'informatique, l'Internet, logiciels	23			1	10

(N=1698)	Q3.12			Q3.13 Lu le plus souvent %	Q3.14 Ne lirait pas %
	Oui %	Non	Nsp/Nrp		
22. Affaires et économie	26			2	5
23. Essais	17			0	4
24. Croissance personnelle, conscience de soi, psychologie (spiritualité – excluant religion et ésotérisme)	42			6	5
• Ne sait pas				2	3
• Aucune					24

**Q3.15** Environ combien de livres électroniques (livres sur écran / e-books) avez-vous lu pour la détente au cours des 12 derniers mois?

	N=1963 %
<input type="text"/> Livres numériques	10
• Zéro / aucun .....	89
• Nsp/Nrp .....	1
• $\bar{x}$ = .....	<b>0,6 livre numérique</b>

**Q3.16** Environ combien de livres sonores (livres sur cassette ou CD) avez-vous écouté au cours des 12 derniers mois?

	N=1963 %
<input type="text"/> Livres sonores	10
• Zéro / aucun .....	90
• Nsp/Nrp .....	0
• $\bar{x}$ = .....	<b>0,6 livre sonore</b>

**Q3.17** Parmi les raisons suivantes, quelle est celle qui explique le mieux pourquoi vous lisez des livres pendant vos temps libres? Qu'est-ce qui vous porte à lire un livre? (**Lire en rotation / une réponse seulement**)

	N=1698 %
1. Relaxer, se divertir .....	56
2. Apprendre, améliorer ses connaissances / sa compréhension .....	30
3. Aider à se faire une opinion, demeurer bien informé .....	5
4. Améliorer ses compétences linguistiques et rédactionnelles .....	2
5. Chasser l'ennui .....	6
• Autre ( <b>préciser</b> ) .....	0
• Nsp/Nrp ( <b>première mention</b> ) .....	1



## 4. ATTITUDES ENVERS LA LECTURE

Les prochaines questions traitent de vos opinions sur la lecture.

**Q4.1** Pour chaque énoncé d'opinion suivant, quel est votre niveau de désaccord ou d'accord, à l'aide de l'échelle suivante : 1. totalement en désaccord, 2. plutôt en désaccord, 3. ni en accord, ni en désaccord, 4. plutôt en accord et 5. totalement en accord. **(Lire en rotation)**

<b>N=1963</b>	<b>Totalement en désaccord %</b>	<b>Plutôt en désaccord %</b>	<b>Ni en accord, ni en désaccord %</b>	<b>Plutôt en accord %</b>	<b>Totalement en accord %</b>	<b>Nsp/Nrp %</b>
4.1.1 Je pense qu'il sera très important dans la prochaine décennie de posséder de bonnes habiletés à lire	4	7	6	20	62	1
4.1.2 Il y a des choses plus importantes à faire que lire	26	19	14	26	14	0
4.1.3 Je ne lis que lorsque je suis obligé	61	18	4	9	9	0
4.1.4 Je peux facilement passer un mois sans lire	48	15	3	14	19	0
4.1.5 Je recommande de bons livres aux autres	9	7	5	27	52	0
4.1.6 En présence d'un problème, je trouve un bon livre pour m'aider à faire face à la situation	14	17	11	29	29	0
4.1.7 La lecture c'est très important pour moi	5	6	5	24	61	0
4.1.8 Je discute souvent avec mes amis au sujet des livres que nous avons lus	23	19	8	28	21	0
4.1.9 J'aime recevoir des livres en cadeau	13	9	5	27	45	0
4.1.10 J'ai un endroit où je peux lire tranquillement et me concentrer	7	5	3	20	65	0
4.1.11 Je possède un livre que j'aime souvent relire	22	17	5	23	32	0
4.1.12 Je dois bouger; je ne peux pas demeurer assis pour lire pendant de longues périodes	33	20	5	20	22	0
4.1.13 J'aime lire des livres récemment publiés	15	17	14	29	25	0
4.1.14 Je demeure près d'une librairie	25	13	4	18	39	1

<b>N=1963</b>	<b>Totalement en désaccord %</b>	<b>Plutôt en désaccord %</b>	<b>Ni en accord, ni en désaccord %</b>	<b>Plutôt en accord %</b>	<b>Totalement en accord %</b>	<b>Nsp/Nrp %</b>
<b>4.1.15</b> Je demeure près d'une bibliothèque	11	6	3	18	61	1
<b>4.1.16</b> Je donne souvent aux autres les livres que j'ai aimé lire	20	11	6	23	40	0
<b>Si ne fait pas partie du groupe minlang, passez à la section 5</b>						
<b>Si c'est le français à l'extérieur du Québec, remplacer minlang par le français. Si l'anglais au Québec, remplacer minlang par l'anglais</b>						
<b>N=464</b>						
<b>4.1.17</b> Je demeure près d'une librairie où on vend des livres en (minlang)	30	12	7	14	34	3
<b>4.1.18</b> Je demeure près d'une bibliothèque publique qui me permet d'emprunter des livres en (minlang)	15	5	6	17	55	2

## **5. HABILITÉS DE LECTURE**

*Les prochaines questions traitent d'aptitude de lecture.*

**Q5.1** Pour chaque énoncé d'opinion suivant, quel est votre niveau de désaccord ou d'accord, à l'aide de l'échelle suivante : 1. totalement en désaccord, 2. plutôt en désaccord, 3. ni en accord, ni en désaccord, 4. plutôt en accord et 5. totalement en accord. **(Lire en rotation)**

<b>N=1963</b>	<b>Totalement en désaccord %</b>	<b>Plutôt en désaccord %</b>	<b>Ni en accord, ni en désaccord %</b>	<b>Plutôt en accord %</b>	<b>Totalement en accord %</b>	<b>Nsp/Nrp %</b>
<b>5.1.1</b> Je lis plus vite que les autres	14	24	18	24	17	3
<b>5.1.2</b> Je pense que mes habiletés de lecture limitent mes perspectives de carrière ou mon avancement	65	15	6	7	5	2
<b>5.1.3</b> Je ne saute presque jamais par-dessus des mots ou des expressions inconnues	20	18	7	20	34	1
<b>5.1.4</b> Je ne peux pas très bien lire	75	12	2	5	6	0

**Q5.2** En général, quelle est votre capacité à lire les types d'ouvrages suivants dans la langue qui vous est la plus familière, que ce soit le français, l'anglais ou une autre langue? Par exemple \_\_\_\_\_ (**Lire en rotation**) Pouvez-vous les lire 1. très bien, 2. assez bien, 3. pas très bien ou 4. pas bien du tout?

<b>N=1963</b>	<b>Très bien %</b>	<b>Assez bien %</b>	<b>Pas très bien %</b>	<b>Pas bien du tout %</b>	<b>Nsp/Nrp %</b>
5.2.1 Journaux	71	25	2	1	0
5.2.2 Revues	70	24	3	2	1
5.2.3 Littérature classique / ouvrages littéraires	34	34	21	8	2
5.2.4 Romans, (espionnage, fantastique, sentimental, etc.)	57	26	10	6	2
5.2.5 Poésie	33	34	20	11	2
5.2.6 Sciences humaines et sociales	35	37	18	8	2
5.2.7 Humour / bande dessinée	56	25	8	8	3
5.2.8 Science et technologie	32	32	26	8	2

**Si la réponse en Q1.2 est anglais, posez d'abord la Q5.4, puis la Q5.3 / si Q1.2 est français, posez les questions dans le bon ordre**

**Q5.3** En général, quel est votre niveau d'aptitude à lire en français? Lire bien indique que vous comprenez tous les mots et toutes les idées du texte. Est-ce que vous pouvez lire \_\_\_\_\_ en français? (**Lire**)

	<b>N=1963 %</b>
• Très bien .....	17
• Assez bien .....	11
• Pas très bien .....	23
• Pas bien du tout .....	48
• Nsp/Nrp .....	0

**Q5.4** En général, quel est votre niveau d'aptitude de lecture en anglais? Lire bien indique que vous comprenez tous les mots et toutes les idées du texte. Est-ce que vous pouvez lire \_\_\_\_\_ en anglais? (**Lire**)

	<b>N=1963 %</b>
• Très bien .....	59
• Assez bien .....	28
• Pas très bien .....	7
• Pas bien du tout .....	6
• Nsp/Nrp .....	0

**Demander Q5.5 seulement si minlang est le français à l'extérieur du Québec et peut lire en anglais, même si pas très bien**

**Q5.5** Dans quelle mesure êtes-vous intéressé à lire des livres en anglais? Diriez-vous...? (**Lire**)

	<b>N=233</b>
	<b>%</b>
• Très intéressé .....	50
• Plutôt intéressé .....	37
• Pas très intéressé .....	8
• Pas du tout intéressé.....	5
• Nsp/Nrp .....	0

**Demander Q5.6 seulement si minlang est l'anglais au Québec et peut lire en français, même si pas très bien**

**Q5.6** Dans quelle mesure êtes-vous intéressé à lire des livres en français? Diriez-vous...? (**Lire**)

	<b>N=138</b>
	<b>%</b>
• Très intéressé .....	19
• Plutôt intéressé .....	34
• Pas très intéressé .....	32
• Pas du tout intéressé.....	14
• Nsp/Nrp .....	1

**6. LECTURE POUR LES ENFANTS**

*Les prochaines questions traitent de la lecture et des enfants.*

**Q6.1** Souvenez-vous de votre enfance. Est-ce que vos parents vous faisait la lecture durant votre jeunesse? (**Lire**)

	<b>N=1963</b>
	<b>%</b>
• Beaucoup .....	29
• Parfois .....	32
• Presque jamais.....	16
• Jamais .....	19
• Nsp/Nrp .....	3

**Q6.2** Dans votre famille, discutiez-vous des livres que vous lisiez? (**Lire**)

	<b>N=1963</b>
	<b>%</b>
• Souvent .....	19
• Parfois .....	26
• Rarement .....	23
• Jamais .....	30
• Nsp/Nrp .....	1

**Q6.3** Parmi les éléments suivants, quel est selon vous le plus important pour encourager les enfants à s'intéresser à la lecture? (**Lire en rotation / une réponse seulement**)

<b>N=1963</b>	<b>Le plus important %</b>
• Habitudes de lecture des parents.....	75
• Habitudes de lecture des frères et des sœurs.....	6
• Habitudes de lecture des amis.....	6
• Encouragement des enseignants.....	12
• Nsp/Nrp ( <b>ne pas lire</b> ) .....	1

**Q6.4** Est-ce que vous avez des enfants âgés de six mois ou plus?

	<b>N=1963</b>
	<b>%</b>
• Oui.....	61
• Non ( <b>Passez à la section 7</b> ) .....	39

**Q6.5** À quelle fréquence lisez-vous ou avez-vous lu à vos enfants? (**Lire**)

	<b>N=1266</b>
• Chaque jour.....	46
• Presque chaque jour .....	24
• Au moins une fois par semaine .....	17
• Au moins une fois par mois .....	5
• Seulement quelques fois par année .....	2
• Presque jamais ( <b>Passez à la section 7</b> ) ..	2
• Jamais ( <b>Passez à la section 7</b> ).....	3
• Nsp/Nrp .....	1

**Q6.6** Quel âge vos enfants avaient-ils lorsque vous avez commencé à leur faire la lecture? (**Lire / Si plusieurs enfants et plusieurs réponses, demander pour l'enfant le plus jeune**)

	<b>N=1193</b>
	<b>%</b>
• Nouveau-né à 6 mois .....	25
• 6 mois à 1 an.....	26
• 1 an à 2 ans .....	28
• 3 à 4 ans.....	14
• 5 à 6 ans.....	4
• Plus de 6 ans .....	1
• Nsp/Nrp .....	1

## 7. LECTURE ET INTERNET

*Nous entendons beaucoup parler du développement de l'Internet et de son effet possible sur les habitudes de lecture. Les prochaines questions traitent de vos opinions sur les sujets liés à la lecture et à Internet.*

**Q7.1** Est-ce que l'Internet a ou aura un effet sur le temps que vous consacrez à \_\_\_\_? (**Lire en rotation**) **Si la réponse est oui, posez la question suivante** : Est-ce que, selon vous, Internet a augmenté / augmentera ou a diminué / diminuera votre temps de lecture?

N=1963	OUI		NON %	Nsp/Nrp %
	Augmentation %	Diminution %		
7.1.1 lire des livres de détente	7	30	61	1
7.1.2 lire des revues	8	29	61	2
7.1.3 lire des journaux	9	26	63	1
7.1.4 regarder la télévision	8	33	58	2
7.1.5 écouter la radio	8	24	66	2

**Q7.2** Est-ce que, selon vous, l'Internet diminue dans une certaine mesure la capacité à lire, n'a aucun impact ou améliore la capacité à lire?

	N=1963 %
• Diminue la capacité à lire.....	35
• Aucun impact la capacité à lire .....	24
• Améliore la capacité à lire .....	35
• Nsp/Nrp .....	6

**Q7.3** À votre avis, est-ce que la place grandissante que prennent les ordinateurs et l'Internet font en sorte que la capacité à lire deviendra plus importante qu'avant, moins importante ou n'aura aucun effet sur l'importance de la capacité à lire?

	N=1963 %
• Plus importante qu'avant .....	43
• N'aura pas d'effet .....	36
• Moins importante qu'avant .....	18
• Nsp/Nrp .....	2

**Q7.4** Préférez-vous acheter des livres en ligne ou en personne?

	N=1963 %
• En ligne.....	3
• En personne .....	93
• Aucune préférence ( <b>ne pas lire</b> ) ....	3
• Nsp/Nrp .....	1

**Q7.5** Êtes-vous ou avez-vous été abonné au cours des 12 derniers mois à un magazine, bulletin ou journal qui vous donne un accès en ligne?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	25
• Non ( <b>Allez à Q7.7</b> ) .....	73
• Nsp/Nrp ( <b>Allez à Q7.7</b> ) ....	2

**Q7.6** Avez-vous déjà partagé vos abonnements ou donné l'accès à vos abonnements à d'autres personnes, ne serait-ce qu'une seule fois?

	<b>N=465</b>
	<u>%</u>
• Oui.....	39
• Non .....	60
• Nsp/Nrp .....	0

**Q7.7** Est-ce quelqu'un vous a déjà donné accès à ou partagé avec vous ses abonnements, ne serait-ce qu'une seule fois?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	18
• Non .....	81
• Nsp/Nrp .....	1

**Q7.8** Avez-vous déjà téléchargé des livres électroniques, des magazines électroniques ou des journaux électroniques, ne serait-ce qu'une seule fois?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	17
• Non ( <b>Allez à Q7.10</b> ) .....	82
• Nsp/Nrp ( <b>Allez à Q7.10</b> ) ..	1

**Q7.9** Avez-vous déjà partagé des livres électroniques, des magazines électroniques ou des journaux électroniques que vous aviez téléchargés?

	<b>N=290</b>
	<u>%</u>
• Oui.....	24
• Non .....	75
• Nsp/Nrp .....	0

**Q7.10** Est-ce que quelqu'un vous a déjà donné ou partagé avec vous des livres électroniques, des magazines électroniques ou des journaux électroniques qu'il avait téléchargés?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	12
• Non .....	87
• Nsp/Nrp .....	1

**Q7.11** Au cours des 12 derniers mois, avez-vous utilisé l'Internet pour trouver des livres ou de l'information sur des livres de détente?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	37
• Non ( <b>Allez à Q7.13</b> ) .....	62
• Nsp/Nrp ( <b>Allez à Q7.13</b> ) ..	1

**Q7.12** Pour chaque énoncé suivant qui décrit votre expérience en ligne dans le cadre de recherches d'information sur des livres de détente, précisez si vous êtes d'accord ou en désaccord. (**Lire en rotation**)

<b>N=656</b>	<b>D'accord %</b>	<b>En désaccord %</b>	<b>Nsp/Nrp %</b>
<b>7.12.1</b> Je n'ai pas trouvé les livres ou tous les renseignements recherchés en ligne	39	60	1
<b>7.12.2</b> Il est difficile de savoir où trouver de l'information sur des livres en ligne	28	71	1
<b>7.12.3</b> J'ai dû déployer beaucoup d'efforts pour trouver ce que je cherchais en ligne	29	71	0
<b>7.12.4</b> Ce que j'ai trouvé en ligne était très utile	86	13	1
<b>7.12.5</b> Internet est la plus importante source d'information sur les livres	33	66	1
<b>7.12.6</b> L'achat de livres sur Internet est sécuritaire	59	33	9

**Q7.13** Avez-vous déjà acheté un livre sur Internet?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	18
• Non ( <b>Allez à Q7.16</b> ) .....	82
• Nsp/Nrp ( <b>Allez à Q7.16</b> ) ..	0

**Q7.14** Au cours des 12 derniers mois, combien de livres de détente avez-vous acheté en ligne?

	<b>N=323</b>
	<u>%</u>
<input type="text"/> Livres	69
• Zéro / aucun.....	30
• Nsp/Nrp .....	1
• $\bar{x}$ = .....	<b>2,1 livres</b>



**Q7.15** Au cours des 12 derniers mois, combien de fois avez-vous visité un magasin de détail conventionnel pour chercher un livre et plus tard l'acheter en ligne? Diriez-vous ...? **(Lire)**

	<b>N=323</b>
	<u>%</u>
• Souvent .....	10
• Parfois .....	14
• Une ou deux fois seulement .....	21
• Jamais .....	55
• Nsp/Nrp .....	0

**Q7.16** Au cours des 12 derniers mois, combien de fois avez-vous visité un site Web pour chercher un livre et plus tard l'acheter dans un magasin de détail conventionnel? Diriez-vous ...? **(Lire)**

	<b>N=1963</b>
	<u>%</u>
• Souvent .....	3
• Parfois .....	10
• Une ou deux fois seulement .....	20
• Jamais .....	67
• Nsp/Nrp .....	0

**Q7.17** Quel est le niveau de probabilité que vous achèterez un livre sur Internet au cours des 12 prochains mois? Diriez-vous ...? **(Lire)**

	<b>N=1963</b>
	<u>%</u>
• Très probable .....	6
• Plus ou moins probable .....	11
• Plus ou moins improbable .....	12
• Très improbable .....	70
• Nsp/Nrp .....	0

**Si ne fait pas partie d'un groupe minlang, passez à la section 8.**

**Si français à l'extérieur du Québec, remplacer minlang par le français.**

**Si anglais au Québec, remplacer minlang par l'anglais.**

**Q7.18** Est-ce que l'Internet a augmenté l'accès à des livres en (minlang) qu'il vous était autrement difficile de trouver en personne? **(Lire)**

	<b>N=464</b>
	<u>%</u>
• Beaucoup .....	6
• Assez .....	11
• Un peu .....	8
• Pas du tout .....	65
• Nsp/Nrp .....	10

## 8. ACHAT DE LIVRES

Les prochaines questions traitent d'achat de livres en général.

**Q8.1** Environ combien de livres neufs ou usagés avez-vous acheté au cours des 12 derniers mois? Inclure les livres de détente achetés pour soi-même, pour d'autres ou comme cadeau. Ne pas inclure les revues ou les journaux. **Si le répondant ne mentionne pas de nombre, DITES ce qui suit** : Selon vous, avez-vous acheté entre 1 et 5 livres, entre 6 et 15 livres ou plus de 15 livres -- **Utilisez ces catégories seulement si le répondant ne mentionne pas de nombre.**

Livres

- Aucun / zéro (**Passez à la section 9**)
- 1 à 5
- 6 à 15
- 16 ou plus
- Nsp/Nrp

**N=1963**  
 %  


---

**12,3 livres**

•  $\bar{x}$  = .....

**Q8.2** Au cours des 12 derniers mois, quel montant approximatif avez-vous dépensé pour acheter des livres de détente pour vous-même ou pour d'autres / comme cadeau?

**Si le répondant ne mentionne pas de nombre, DITES ce qui suit** : Selon vous, avez-vous dépensé moins de 100 \$, entre 100 \$ et 300 \$, entre 300 \$ et 500 \$ ou plus de 500 \$?

\$

- Aucun / zéro
- Moins de 100 \$
- Entre 100 \$ et 300 \$
- Entre 300 \$ et 500 \$
- Plus de 500 \$
- Nsp/Nrp

**N=1963**  
 %  


---

**147,37 \$**

•  $\bar{x}$  = .....

**Q8.3** Environ combien de livres avez-vous acheté pour vous-même et non pour les autres ou pour faire cadeau?

	<b>N=1602</b>	
	%	
<input style="width: 80px; height: 20px;" type="text"/> Livres	90	
• Aucun / zéro .....	9	
• Nsp/Nrp .....	1	
• $\bar{x}$ = .....	<b>21,7 livres</b>	

**Q8.4** Environ combien de livres d'auteurs canadiens avez-vous acheté?

	N=1602 %
<input style="width: 80px; height: 15px;" type="text"/> Livres	53
• Aucun / zéro .....	22
• Nsp/Nrp .....	25
• $\bar{x}$ = .....	<b>27,1 livres</b>

**Q8.5** Environ combien de livres usagés avez-vous acheté? Diriez-vous ...? (**Lire**)

	N=1602 %
• Tous les livres ( <b>Passez à la Q8.8</b> ) .	5
• Presque tous les livres.....	7
• Presque la moitié des livres.....	9
• Moins que la moitié des livres.....	9
• Presque aucun livre.....	11
• Aucun livre .....	58
• Nsp/Nrp .....	1

**Q8.6** Vous souvenez-vous du prix avant taxes du livre neuf le plus dispendieux que vous avez acheté pour vous-même au cours des 12 derniers mois? (**Acceptez une valeur approximative si le répondant ne se souvient pas du montant exact**)

	N=1526 %
<input style="width: 80px; height: 15px;" type="text"/> \$	
• Nsp/Nrp .....	14
• $\bar{x}$ = .....	<b>33,12 \$</b>

**Q8.7** Vous souvenez-vous du prix avant taxes du livre neuf le moins dispendieux que vous avez acheté pour vous-même au cours des 12 derniers mois?

	N=1526 %
<input style="width: 80px; height: 15px;" type="text"/> \$	
• Nsp/Nrp .....	13
• $\bar{x}$ = .....	<b>9,96 \$</b>

**Q8.8** Les gens choisissent parfois des livres qu'ils achètent sous l'impulsion du moment. Les gens ont parfois un livre en tête, puis l'achètent. Que faites-vous? Achetez-vous habituellement un livre sous l'impulsion du moment ou y pensez-vous avant de l'acheter?

	N=1602 %
• Achat sous l'impulsion du moment .....	42
• Livre en tête avant d'acheter .....	56
• Nsp/Nrp .....	1

**Q8.9** À l'égard des livres pour la détente que vous avez achetés au cours des 12 derniers mois, précisez dans quelle mesure les éléments suivants ont joué un rôle dans votre décision d'acheter ces livres. Nous utiliserons l'échelle suivante : 1. souvent, 2. parfois et 3. presque jamais. (**Lire en rotation**)

<b>N=1602</b>		<b>Souvent %</b>	<b>Parfois %</b>	<b>Presque jamais %</b>	<b>Nsp/Nrp %</b>
<b>1.</b>	Auteur	41	32	27	0
<b>2.</b>	Auteur canadien	15	30	53	1
<b>3.</b>	Nombre de pages du livre	12	22	66	1
<b>4.</b>	Caractères d'impression	14	19	67	0
<b>5.</b>	Prix	26	43	31	0
<b>6.</b>	Prix réduit	32	39	29	0
<b>7.</b>	Illustrations et graphiques	11	28	61	0
<b>8.</b>	Éditeur	6	14	80	0
<b>9.</b>	Couverture de livre	10	30	59	0
<b>10.</b>	Titre	23	40	37	0
<b>11.</b>	Sujet / type de livre	70	23	7	0

**Q8.10** Par rapport à aujourd'hui, est-ce qu'au cours des deux ou trois prochaines années, vous dépenserez plus, moins ou à peu près le même montant pour acheter des livres de détente, pour vous-même ou pour d'autres?

	<b>N=1602 %</b>
• Plus d'argent.....	25
• À peu près le même montant .....	68
• Moins d'argent .....	6
• Nsp/Nrp .....	1

## **9. EMPRUNT DE LIVRES D'UNE BIBLIOTHÈQUE**

*Les prochaines questions traitent de vos visites à une bibliothèque.*

**Q9.1** Au cours des 12 derniers mois, avez-vous emprunté des livres de détente dans une bibliothèque? **Si la réponse est OUI, posez la question suivante** : Dans quel genre de bibliothèque? (**Lisez seulement si nécessaire**)

		<b>N=1963 %</b>
• Oui.....	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <b>→ 9.1.1</b> Bibliothèque scolaire (<b>Passez à Q9.4</b>) .....  <b>9.1.2</b> Bibliothèque publique (<b>Posez Q9.2</b>) .....  <b>9.1.3</b> Bibliothèque au travail (<b>Passez à Q9.4</b>) .....         </div>	6 40 1
• Non ( <b>Passez à Q9.4</b> ) .....		56
• Nsp/Nrp ( <b>Passez à Q9.4</b> ) .....		0

**Si la réponse à la question 9.1.2 est « OUI, dans une bibliothèque publique », posez les questions Q9.2 et Q9.3**

**Q9.2** Environ combien de fois avez-vous visité une bibliothèque publique pour emprunter des livres de détente au cours des 12 derniers mois?

	<b>N=786</b>
	<b>%</b>
<input type="text"/> Nombre de fois	
• Nsp/Nrp .....	1
• $\bar{x}$ = .....	<b>10,7 fois</b>

**Q9.3** En général, êtes-vous satisfait ou insatisfait des services offerts dans les bibliothèques publiques visitées au cours des 12 derniers mois? Diriez-vous ...? (**Lire**)

	<b>N=786</b>
	<b>%</b>
• Très satisfait .....	67
• Plutôt satisfait .....	27
• Ni satisfait, ni insatisfait .....	3
• Plutôt insatisfait .....	3
• Très insatisfait.....	0
• Nsp/Nrp .....	1

**Si « bibliothèque publique » en 9.1.2, passez à la Q9.5**

**Q9.4** Savez-vous où se trouve la bibliothèque publique la plus près de votre domicile?

	<b>N=1963</b>
	<b>%</b>
• Oui.....	95
• Non .....	5
• Nsp/Nrp .....	0

**Q9.5** Parmi les facteurs suivants, lequel (si tel est le cas) est le plus important pour augmenter le nombre de vos visites à une bibliothèque publique? (**Lire en rotation / une réponse seulement**)

<b>N=1963</b>	<b>Q9.5 Plus important %</b>
<b>1.</b> Meilleure sélection de livres	29
<b>2.</b> Meilleure sélection de matériel autre que des livres (p. ex., CD)	4
<b>3.</b> Plus longue période d'emprunt	11
<b>4.</b> Heures d'ouverture plus convenables	17
<b>5.</b> Plus de conseils ou de suggestions de la part des bibliothécaires	4
<b>6.</b> Plus d'information et d'outils de sélection de livres disponibles sur place	6
<b>7.</b> Plus d'événements, p. ex., présentation d'auteur, lancement de livre, etc.	3
• Autre ( <b>lire en dernier</b> )	11
• Nsp/Nrp ( <b>ne pas lire</b> )	17

## 10. SOURCES DE LIVRES

**Si le répondant n'est pas un lecteur (voir Q3.6 et Q3.7) ET n'est pas un acheteur (voir Q8.1), passez à la section 11**

**Q10.1** Précisez dans quelle mesure chaque élément suivant vous a aidé à découvrir les livres de détente que vous avez lus ou achetés au cours des 12 derniers mois, à l'aide du barème suivant : 1. souvent, 2. parfois et 3. presque jamais. **(Lire en rotation)**

**Si n'est pas un acheteur (voir Q8.1), passez à Q10.3**

**Q10.2** Quel élément vous a aidé le plus à découvrir les livres que vous avez achetés? **(Lire seulement si nécessaire)**

**Si n'est pas un lecteur (voir Q3.6 et Q3.7), passez à Q10.4**

**Q10.3** Quel élément vous a aidé le plus à découvrir les livres que vous avez lus? **(Lire seulement si nécessaire)**

	Q10.1 N=1792				Q10.2 Aidé pour achat N=1602 %	Q10.3 Aidé pour lecture N=1698 %
	Souvent %	Parfois %	Presque jamais %	Nsp/Nrp %		
1. Recommandation d'un ami	40	47	14	0	31	34
2. Livre affiché / vu dans une librairie	15	44	41	0	6	5
3. Cadeau	24	51	24	0	2	2
4. Intéressé par le sujet	61	31	8	0	20	20
5. Intéressé par l'auteur	35	35	30	0	9	7
6. En flânant dans une bibliothèque	16	35	48	1	4	4
7. Lu / entendu une critique du livre	23	43	33	0	5	4
8. Club de livres ou groupe de lecture	7	13	80	1	1	1
9. Internet	6	22	71	0	2	2
10. Publicité ou critique dans un journal / une revue / à la télévision / à la radio	19	45	36	0	9	8
11. Salon du livre / exposition	6	23	70	0	1	0
12. Gagnant de prix / liste de best-seller	16	39	45	0	1	1
13. Recommandation d'un bibliothécaire	10	25	64	0	1	2
14. Recommandation du personnel de la librairie	9	33	57	0	1	1
15. Promotion en magasin	6	34	60	0	1	0
16. Réduction / rabais	15	42	43	0	1	1

**Si le répondant n'est pas un lecteur (voir Q3.6 et Q3.7), passez à la Q10.5**

**Q10.4** Où avez-vous trouvé les livres de détente que vous avez lus au cours des 12 derniers mois? (Ne pas lire / Bien sonder : tout autre endroit? / Enregistrez toutes les mentions)

**Si le répondant n'est pas un acheteur (voir Q8.1), passez à la section 11**

**Q10.5** Où avez-vous trouvé les livres de détente que vous avez achetés au cours des 12 derniers mois? (Ne pas lire / Bien sonder : tout autre endroit? / Enregistrez toutes les mentions)

	<b>Q10.4 N=1698 %</b>	<b>Q10.5 N=1602 %</b>
1. Bibliothèque publique	32	3
2. Bibliothèque scolaire	5	0
3. Autre bibliothèque (travail, etc.)	2	0
4. Librairie	62	81
5. Kiosque à journaux	1	1
6. Grand magasin (Sears, La Baie...)	4	7
7. Magasin à grande surface (Wal-Mart, Costco...)	7	12
8. Pharmacie	2	3
9. Supermarché / épicerie	2	4
10. Librairie de livres usagés	9	11
11. Club de livres / abonnement	3	3
12. Commande postale / commande par catalogue	2	2
13. Emprunt d'un ami / d'un membre de la famille	19	2
14. Salon du livre / exposition	1	2
15. Échange de livres / banque de livres	1	1
16. Internet	4	8
• Autre ( <b>préciser</b> ) _____	18	6
• Nsp/Nrp ( <b>première mention</b> )	2	1

## **11. AUTEURS CANADIENS**

*Les prochaines questions traitent d'auteurs canadiens, c.-à-d., d'auteurs de toutes provinces ou de toutes autres régions du Canada.*

**Q11.1** Dans quelle mesure connaissez-vous les auteurs canadiens? Diriez-vous que vous êtes...? (Lire)

	<b>N=196 3 %</b>
• Très familier .....	4
• Assez familier .....	29
• Pas très familier .....	37
• Pas du tout familier .....	30
• Nsp/Nrp .....	0

**Q11.2** Avez-vous déjà lu un livre d'un auteur canadien?

	<b>N=1963</b>
	<u>%</u>
• Oui.....	72
• Non.....	14
• Nsp/Nrp.....	14

**Si le répondant n'est pas un lecteur (voir Q3.6 et Q3.7), passez à la section 12**

**Si « oui » à Q11.2, demandez Q11.3**

**Q11.3** Au cours des 12 derniers mois, environ combien d'ouvrages d'auteurs canadiens avez-vous lu?

	<b>N=1316</b>
	<u>%</u>
<input type="text"/> Livres	65
• Aucun / zéro.....	21
• Nsp/Nrp.....	14
• $\bar{x}$ = .....	<b>3,2 livres</b>

**Q11.4** Dans quelle mesure êtes-vous intéressé à lire des ouvrages d'auteurs canadiens? Diriez-vous...? 1. très intéressé, 2. assez intéressé, 3. pas très intéressé ou 4. pas intéressé du tout?

	<b>N=1698</b>
	<u>%</u>
• Très intéressé.....	16
• Plutôt intéressé.....	55
• Pas très intéressé.....	19
• Pas du tout intéressé.....	8
• Nsp/Nrp.....	2

## **12. PROFIL DE BASE**

*L'entrevue est presque terminée. Avant de vous quitter, j'aimerais vous poser quelques questions à des fins statistiques seulement. Je tiens à réitérer que toutes vos réponses demeureront strictement confidentielles.*

**Q12.1** Prière de m'arrêter lorsque je mentionnerai le groupe d'âge auquel vous appartenez. **(Lire)**

	<b>N=1963</b>
	<u>%</u>
• 16 à 20 ans.....	9
• 21 à 24 ans.....	6
• 25 à 34 ans.....	17
• 35 à 44 ans.....	21
• 45 à 54 ans.....	19
• 55 à 64 ans.....	15
• 65 ans ou plus.....	13
• Nsp/Nrp.....	0



**Q12.2** Quel type de ménage décrit le plus fidèlement le vôtre? Prenez note qu'un couple s'entend de deux personnes unies par le mariage ou en union de fait, y compris les couples de même sexe.

	<b>N=1963</b>
	<u>%</u>
• Personne seule, sans enfants à la maison .....	21
• Adulte avec des enfants à la maison .....	7
• Couple sans enfants à la maison .....	29
• Couple avec des enfants à la maison.....	36
• Colocataires - au moins deux personnes non apparentées.....	5
• Autre ( <b>Ne pas lire / ne pas sonder</b> ) .....	2
• Nsp/Nrp.....	0

**Q12.3** Prière de m'arrêter lorsque je mentionnerai le plus haut niveau d'études que vous avez complétées. (**Lire**)

	<b>N=1963</b>
	<u>%</u>
• École primaire ou moins.....	3
• Quelques années d'études secondaires.....	14
• Études secondaires terminées.....	28
• Quelques années d'études collégiales / techniques (Québec : CEGEP) ....	10
• Études collégiales / techniques terminées (Québec : CEGEP) .....	21
• Quelques années d'études universitaires .....	7
• Études universitaires de premier cycle .....	10
• Études universitaires supérieures ou post-doctorales.....	8
• Autre ( <b>Ne pas lire / ne pas sonder</b> ) .....	0
• Nsp/Nrp.....	0

**Q12.4** Quelle catégorie décrit le plus fidèlement votre principale activité au cours des 12 derniers mois?

	<b>N=1963</b>
	<u>%</u>
• Travailleur autonome.....	10
• Employé à plein temps.....	40
• Employé à temps partiel .....	10
• Sans emploi .....	4
• Étudiant .....	10
• Retraité .....	18
• Personne au foyer .....	5
• Incapable de travailler .....	3
• Autre ( <b>ne pas lire / ne pas sonder</b> ).....	1
• Nsp/Nrp.....	0

**Q12.5** Êtes vous locataire ou propriétaire de votre résidence actuelle?

	<b>N=1963</b>
	<u>%</u>
• Locataire .....	34
• Propriétaire .....	64
• Autre .....	1
• Nsp/Nrp.....	1

**Q12.6** Est-ce que vous vous considérez comme un membre d'une minorité visible en vertu de votre race ou de la couleur de votre peau?

	<b>N=1963</b>
	<u>%</u>
• Oui .....	15
• Non .....	84
• Nsp/Nrp.....	2

**Q12.7** Quelle langue parlez-vous le plus souvent à la maison? (**Ne pas lire / ne pas sonder**)

	<b>N=1963</b>
	<u>%</u>
• Anglais .....	74
• Français .....	20
• Autre ( <b>ne pas préciser</b> ).....	6
• Nsp/Nrp.....	0

**Q12.8** Parlez-vous d'autres langues à la maison sur une base régulière? (**Ne pas lire / Si oui, demander laquelle**)

	<b>N=1963</b>
	<u>%</u>
• Non .....	79
• Anglais .....	9
• Français .....	4
• Autre ( <b>ne pas préciser</b> ).....	8
• Nsp/Nrp.....	0

**Q12.9** Pouvez-vous parler l'anglais ou le français assez bien pour tenir une conversation? (**Ne pas lire**)

	<b>N=1963</b>
	<u>%</u>
• Anglais seulement .....	67
• Français seulement .....	9
• Les deux (anglais et français) .....	24
• Nsp/Nrp.....	0

**Q12.10** Quelle(s) langue(s) connaissez-vous suffisamment pour utiliser l'Internet? (**Ne pas lire / Sonder / Enregistrer toutes les mentions**)

	<b>N=1963</b>
	<u>%</u>
• Anglais seulement .....	68
• Français seulement .....	10
• Les deux (anglais et français) .....	19
• Autre ( <b>ne pas préciser</b> ).....	1
• Nsp/Nrp.....	2

**Q12.11** Avez vous été membre d'un groupe de lecture au cours des 12 derniers mois?

	<b>N=1963</b>
	<b>%</b>
• Oui .....	7
• Non .....	93
• Nsp/Nrp.....	0

**Q12.12** Aviez-vous une carte de bibliothèque au cours des 12 derniers mois?

	<b>N=1963</b>
	<b>%</b>
• Oui .....	56
• Non .....	43
• Nsp/Nrp.....	0

**Q12.13** Quel type de connexion Internet avez-vous à la maison? Vous êtes relié par...? (**Lire**)

	<b>N=1963</b>
	<b>%</b>
• connexion haute vitesse (câble, modem, DSL) .....	49
• connexion à faible vitesse (modem) .....	20
• aucune connexion à la maison ( <b>Passez à Q12.15</b> ) .....	30
• Nsp/Nrp.....	1

**Q12.14** Combien d'heures consacrez-vous en ligne à la maison et ce, dans une semaine normale?

	<b>N=1302</b>
	<b>%</b>
<input style="width: 80px; height: 15px;" type="text"/> <b>Heures</b>	89
• Aucune / zéro .....	10
• Nsp/Nrp .....	1
• $\bar{x}$ = .....	<b>7,9 heures</b>

**Q12.15** Prière de m'arrêter lorsque je mentionnerai la catégorie qui reflète le plus fidèlement le revenu familial total annuel (toutes les personnes qui vivent sous votre toit) – avant impôts. (**Lire**)

	<b>N=1963</b>
	<b>%</b>
• Moins de 20 000 \$ .....	13
• Entre 20 000 \$ et 40 000 \$ .....	20
• Entre 40 001 \$ et 60 000 \$ .....	17
• Entre 60 001 \$ et 80 000 \$ .....	14
• Entre 80 001 \$ et 100 000 \$.....	8
• Plus de 100 000 \$ .....	10
• Nsp/Nrp.....	19

*L'entrevue est terminée. Merci d'avoir pris le temps de nous aider avec cet important sondage.*

**PRENEZ NOTE DES ÉLÉMENTS SUIVANTS :**

**Q12.16** Code postal

-

**Q12.17** Sexe

	<b>N=1963</b>
	<u>%</u>
• Homme .....	49
• Femme.....	51

**Q12.18** Type de communauté

	<b>N=1963</b>
	<u>%</u>
• Urbaine (région métropolitaine de recensement - RMR) .....	56
• Autre qu'une RMR .....	44

**Q12.19** Province / région

	<b>N=1963</b>
	<u>%</u>
• Terre-Neuve / Labrador .....	2
• Île-du-Prince-Édouard .....	0
• Nouvelle-Écosse .....	3
• Nouveau-Brunswick .....	2
• Québec .....	24
• Ontario .....	39
• Manitoba .....	3
• Saskatchewan.....	4
• Alberta .....	10
• Colombie-Britannique.....	13
• Yukon.....	0
• Territoires du Nord-Ouest .....	0
• Nunavut.....	0

# BUYING AND READING BOOKS FOR LEISURE

## 2005 NATIONAL SURVEY

### *Final questionnaire - Version 9*

#### **INTRODUCTION / SCREENER**

Good evening / afternoon / morning, my name is \_\_\_\_\_ and I am calling from CREATEC, on behalf of the Government of Canada. We are conducting a study with Canadians 16 years of age and over (if respondent asks about topic, say: a survey about leisure activities).

The survey will take about 20 minutes of your time and includes questions on leisure habits.

Your household was randomly selected and all responses will be kept strictly confidential.

We would like a person in your household to take part in it. Would you help us out this evening /afternoon / morning?

**Qc.** Could you tell me how many people aged 16 YEARS or older live at this residence?

• None.....	( ) CONCLUDE
• One .....	( ) ASK TO TALK TO HIM / HER IF AVAILABLE OR TAKE AN APPOINTMENT
• Two .....	( ) ASK Qb
• Three and over.	( )
• Refusal.....	( ) REASSURE RESPONDENT WITHOUT ANNOYING HIM/HER. IF NOT, CONCLUDE

**Qd.** Among all the people aged 16 YEARS or older living at this residence, what is the first name of the person who had the most recent birthday?

\_\_\_\_\_ ASK TO TALK TO HIM/HER

• Accepts .....	( )
• Not available ....	( ) TAKE AN APPOINTMENT
• Refuses .....	( ) REASSURE OR CONCLUDE

## 1. LINGUISTIC PROFILE

*My first questions are about the language or languages you learned, speak and read.*

**Q1.1** What is your mother tongue that is the first language you learned at home in childhood and still understand? (**Do not read / Do not probe**)

	N=1963 %
• English.....	66
• French .....	20
• English and French equally ( <b>do not read</b> ).....	1
• Other ( <b>do not specify</b> ) .....	14
• Dk/Na .....	0

**Q1.2** Regardless of the other languages you may speak, which of the two languages, English or French, do you consider your first or your main official language?

	N=1963 %
• English.....	79
• French .....	21
• Dk/Na.....	0

**Q1.3** What is your preferred language of reading? (**Do not read / Do not probe**)

	N=1963 %
• English.....	78
• French .....	20
• Other ( <b>do not specify</b> ) .....	2
• Dk/Na .....	0

## 2. LEISURE ACTIVITIES

*My next questions are about your leisure activities.*

**Q2.1** If you had a choice, which one of the following things are you most likely to do? And which one are you least likely to do? (**Read and rotate – ONE response only for each question**)

	N=1963	Most likely to do %	Least likely to do %
<b>1.</b> Watch a TV programme		26	4
<b>2.</b> Watch a movie		18	3
<b>3.</b> Read a book		26	12
<b>4.</b> Play a computer game		3	27
<b>5.</b> Visit a Website		3	7
<b>6.</b> Chat on the Internet		3	38
<b>7.</b> Listen to music		15	2
<b>8.</b> Listen to radio		6	7
• Dk/Na		1	1

**Q2.2** Approximately, how many hours do you spend in a typical week on the following activities?  
**(Read and rotate / Round to half hour – ex. 2.5 / If respondent cannot recall number PROMPT with:** Do you think you spend less than an hour, 1-2, 2-3, 3-4, 4-5, 5-6, or more than 6 hours? – **Use these categories only if no hours given top-of-head)**

**For each activity answered "none/zero", ASK Q2.3**

**Q2.3** In the last 12 months, have you participated in the following activities? **(Read)**

	<b>Q2.2</b> Hours N=1963 $\bar{x}$	None/ zero	Less than 1 hour	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	5-6 hrs	More than 6 hrs	Dk/ Na	<b>Q2.3</b> N=1963 %
<b>2.3.1</b> Reading or consulting any books for school or work	3,8										66
<b>2.3.2</b> Reading or consulting any books for leisure	4,6										91
<b>2.3.3</b> Reading magazines	1,6										84
<b>2.3.4</b> Reading newspapers	2,6										92
<b>2.3.5</b> Reading or consulting any materials on screen when using the Internet for work or school	3,2										57
<b>2.3.6</b> Reading or consulting materials on screen when using the Internet in your free time	2,4										66
<b>2.3.7</b> Watching television or videos	10,5										100
<b>2.3.8</b> Listening to music	9,0										97

	Q2.2 Hours N=1963 $\bar{x}$	None/ zero	Less than 1 hour	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	5-6 hrs	More than 6 hrs	Dk/ Na	Q2.3 N=1963 %
2.3.9 Engaging in a hobby, crafts, music or arts activities	4,6										79
2.3.10 Doing unpaid volunteer work for any organization	1,6										51
2.3.11 Chatting on the Internet	0,9										29
2.3.12 Watching movies at the theatre	0,4										66
2.3.13 Visiting museums and art galleries	0,1										39
2.3.14 Attending artistic performances	0,3										53

***Interviewer, read:*** For the remainder of this interview, we will talk about **READING BOOKS FOR LEISURE**. Reading for leisure means reading or consulting books for enjoyment or general interest but not for work or school.

### **3. READING ACTIVITY**

**Q3.1** Approximately how many books for leisure reading are currently in your home, books your family owns? Would you say...? (**Read / Do not include magazines or newspapers in your count**)

	N=1963 %
• None .....	5
• Less than 20 .....	20
• Between 21 and 50 .....	27
• Between 51 and 150 .....	22
• More than 150.....	26
• Dk/Na.....	0



**Q3.2** Has the time you spent for reading for leisure increased, decreased or remained about the same over the last few years?

	<b>N=1963</b>
	<u>%</u>
• Increased .....	29
• Remained the same .....	48
• Decreased .....	24
• Dk/Na .....	0

**Q3.3** Do you think that book reading, as a leisure activity, is threatened in today's society?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	62
• Non <b>(Go to Q3.5)</b> .....	34
• Dk/Na <b>(Go to Q.3)</b> .....	4

**Q3.4** In your opinion, what is the biggest threat to book reading? (**Probe – Do not read / One response**)

	<b>N=1226</b>
	<u>%</u>
• The lack of time.....	10
• The lack of good books.....	1
• The availability of non-book material (CDs, etc.) .....	1
• The Internet .....	32
• Other <b>(specify)</b> .....	52
• Dk/Na .....	5

**Q3.5** Which of the following statements best describes how much you like to read? (**Read**)

	<b>N=1963</b>
	<u>%</u>
• I don't like to read at all .....	3
• I like to read a little .....	14
• I like to read some of the time.....	39
• I like to read very much .....	43

**Q3.6** How often do you read books for leisure, even if only a few sentences at each occasion? Would you say...? (**Read**)

	<b>N=1963</b>
	<u>%</u>
• Everyday .....	35
• Almost every day.....	19
• At least once a week .....	22
• At least once a month .....	8
• Only a few times a year.....	9
• Almost never <b>(Go to section 4)</b> .....	5
• Never <b>(Go to section 4)</b> .....	2
• Dk/Na <b>(Go to section 4)</b> .....	0

**Q3.7** Over the past 12 months, approximately how many books have you read completely or partially for leisure, whether these books were purchased or borrowed, new or used, printed or electronic? (**Approximately / If respondent cannot recall number PROMPT with:** Do you think you've read 1-5, 6-15, or more than 15 books? – **Use these categories only if no number given top-of-head**)

Books	None /zero	1-5 books	6-15 books	More than 15 books	Dk/Na
<b>N=1963</b> $\bar{x} = 16,8$ books	<b>GO TO SECTION 4</b>				

**Q3.8** In which language or languages are the books you read for leisure? (**Read only if necessary**)

	<b>N=1698</b>
	%
• All in French ( <b>Go to Q3.12</b> ) .....	17
• All in English ( <b>Go to Q3.12</b> ) .....	71
• All in another language ( <b>Go to Q3.12</b> ).....	1
• Most often in French .....	3
• Most often in English .....	5
• Most often in another language.....	1
• French and English equally .....	1
• French and another language equally .....	0
• English and another language equally .....	0
• Dk/Na .....	0

**If Q1.2 is French, ask Q3.10 first, then Q3.9 / if language is English ask in order**

**Q3.9** How many books in French have you read for leisure in the last 12 months? Approximately?

	<b>N=1963</b>
	%
<input type="text"/> <b>Books</b>	21
• Zero / none .....	79
• Dk/Na .....	0
• $\bar{x} =$ .....	<b>4,1 books</b>

**Q3.10** How many books in English have you read for leisure in the last 12 months? Approximately?

	<b>N=1963</b>
	%
<input type="text"/> <b>Books</b>	72
• Zero / none .....	28
• Dk/Na .....	0
• $\bar{x} =$ .....	<b>20,2 books</b>

**Q3.11** How many books in a language other than English or French have you read for leisure in the last 12 months? Approximately?

	<b>N=1963</b>
	%
<input type="text"/> Books	6
• Zero / none .....	94
• Dk/Na .....	0
• $\bar{x}$ = .....	<b>1,7 book</b>

**Q3.12** The following questions are about the genre or type of books you have read for leisure in the last 12 months. Did you read \_\_\_\_\_ in the last 12 months? (**Read and rotate / Each book can be only one type/genre**)

**If multiple mentions at Q3.12, ask Q3.13**

**Q3.13** Which type of books did you read most often in the last 12 months? (**Read main categories if necessary**)

**Q3.14** Are there any types of books that you would not consider reading? (**Do not read / Record all mentions**)

<b>(N=1698)</b>	<b>Q3.12</b>			<b>Q3.13 Read most often %</b>	<b>Q3.14 Would not consider %</b>
	Yes %	No	Dk/Na		
1. Science fiction, fantasy, horror	46			12	26
2. Mystery, suspense, detective, spy, adventure	62			20	5
3. Romance	32			7	18
4. Biographies or autobiographies	55			6	3
5. Historical novels	44			5	5
6. Classic novels	33			1	4
7. Contemporary novels	37			5	3
8. Theatre	9			0	5
9. History, war, genealogy, heritage	43			5	6
10. Documentary, current events	44			2	3
11. Science and technology	30			3	8
12. Humanity and social sciences (philosophy, sociology, sexuality, etc.)	31			2	4
13. Health, fitness, medicine	54			4	2
14. Religion	29			6	14
15. How-to books (cooking, repairing, gardening, child care, repairs, etc.)	55			5	3
16. Cartoon / comic books / graphic novels	26			2	6
17. Art books and coffee table books	37			0	4
18. Poetry	23			0	7
19. Humour	51			2	1
20. Para-psychology, esoteric	15			1	7
21. Computer books, Internet, software	23			1	10
22. Business and economy	26			2	5
23. Essays	17			0	4

(N=1698)	Q3.12			Q3.13 Read most often %	Q3.14 Would not consider %
	Yes %	No	Dk/Na		
24. Personal growth, self-awareness, psychology (spirituality – excluding religion and esoteric)	42			6	5
• Don't know				2	3
• None					24

**Q3.15** Approximately how many electronic books, i.e. books you read on screen, have you read for leisure in the last 12 months?

	N=1963 %
<input type="checkbox"/> <b>Electronic books</b>	10
• Zero / none .....	89
• Dk/Na .....	1
• $\bar{x}$ = .....	<b>0,6 electronic book</b>

**Q3.16** Approximately how many audio books, i.e. books taped on audio-cassettes or recorded on Compact Disks, have you used or listened to in the last 12 months?

	N=1963 %
<input type="checkbox"/> <b>Audio books</b>	10
• Zero / none .....	90
• Dk/Na .....	0
• $\bar{x}$ = .....	<b>0,6 audio book</b>

**Q3.17** Among the following reasons, which one best explains why you read books during your free time? What makes you want to read a book? (**Read and rotate / one response**)

	N=1698 %
1. For relaxation, entertainment .....	56
2. For learning, to expand your knowledge / awareness .....	30
3. To help you form opinions, stay well-informed .....	5
4. To improve your language and writing skills .....	2
5. To relieve boredom .....	6
• Other ( <b>specify</b> ) .....	0
• Dk/Na ( <b>first mention</b> ) .....	1

## 4. ATTITUDES TOWARDS READING

The next questions deal with your opinions about reading.

**Q4.1** For each of the following opinion statements, please tell me to what extent you disagree or agree, using the following scale: 1. strongly disagree, 2. somewhat disagree, 3. neither agree nor disagree, 4. somewhat agree, and 5. strongly agree. (**Read and rotate**)

N=1963	Strongly disagree %	Somewhat disagree %	Neither agree nor disagree %	Somewhat agree %	Strongly agree %	Dk/Na %
4.1.1 I think good reading skills will become more important in the next decade	4	7	6	20	62	1
4.1.2 There are better things to do than read	26	19	14	26	14	0
4.1.3 I read only if I have to	61	18	4	9	9	0
4.1.4 I can easily go one month without any reading	48	15	3	14	19	0
4.1.5 I recommend good books to others	9	7	5	27	52	0
4.1.6 When I encounter a problem, I find a book to help me deal with the situation	14	17	11	29	29	0
4.1.7 Reading is very important to me	5	6	5	24	61	0
4.1.8 My friends and I often discuss the books we have read	23	19	8	28	21	0
4.1.9 I enjoy receiving books as gifts	13	9	5	27	45	0
4.1.10 I have a place where I can read quietly and concentrate	7	5	3	20	65	0
4.1.11 I have a book that I often like to read again	22	17	5	23	32	0
4.1.12 I need to move and can't stay sitting and reading for long periods	33	20	5	20	22	0
4.1.13 I like to read newly released books	15	17	14	29	25	0
4.1.14 I have a bookstore close to my home	25	13	4	18	39	1
4.1.15 I have a public library close to my home	11	6	3	18	61	1
4.1.16 I often give away books I've enjoyed to other people	20	11	6	23	40	0

<b>N=1963</b>	<b>Strongly disagree %</b>	<b>Somewhat disagree %</b>	<b>Neither agree nor disagree %</b>	<b>Somewhat agree %</b>	<b>Strongly agree %</b>	<b>Dk/Na %</b>
<b>If not from minlang group, skip to section 5</b>						
<b>If French outside Quebec, replace minlang by French. If English in Quebec, replace minlang by English</b>						
<b>N=464</b>						
<b>4.1.17</b> I have a bookstore close to my home that sells books in minlang	30	12	7	14	34	3
<b>4.1.18</b> I have a public library close to my home that allows me to borrow books in minlang	15	5	6	17	55	2

## **5. READING ABILITY**

*The next questions are about reading skills.*

**Q5.1** Now, for each of the following opinion statements, please tell me to what extent you disagree or agree with it, using the following scale: 1. strongly disagree, 2. somewhat disagree, 3. neither agree nor disagree, 4. somewhat agree, and 5. strongly agree. **(Read and rotate)**

<b>N=1963</b>	<b>Strongly disagree %</b>	<b>Somewhat disagree %</b>	<b>Neither agree nor disagree %</b>	<b>Somewhat agree %</b>	<b>Strongly agree %</b>	<b>Dk/Na %</b>
<b>5.1.1</b> I read faster than other people	14	24	18	24	17	3
<b>5.1.2</b> I feel that my reading skills are limiting my career opportunities or advancement	65	15	6	7	5	2
<b>5.1.3</b> I almost never skip over unfamiliar words or expressions	20	18	7	20	34	1
<b>5.1.4</b> I can't read very well	75	12	2	5	6	0

**Q5.2** In general, how well can you read the following types of materials in the language you know the best, whether it is French, English or another language? For example \_\_\_\_\_ **(read and rotate)**? Would you say you can read them 1. very well, 2. quite well, 3. not very well, or 4. not well at all?

<b>N=1963</b>	<b>Very well %</b>	<b>Quite well %</b>	<b>Not very well %</b>	<b>Not well at all %</b>	<b>Dk/Na %</b>
<b>5.2.1</b> Newspapers	71	25	2	1	0
<b>5.2.2</b> Magazines	70	24	3	2	1
<b>5.2.3</b> Classic literature / literary works	34	34	21	8	2

<b>N=1963</b>	<b>Very well %</b>	<b>Quite well %</b>	<b>Not very well %</b>	<b>Not well at all %</b>	<b>Dk/Na %</b>
<b>5.2.4</b> Fiction books such as romance, spy, fantasy, etc.	57	26	10	6	2
<b>5.2.5</b> Poetry	33	34	20	11	2
<b>5.2.6</b> Humanities and social sciences books	35	37	18	8	2
<b>5.2.7</b> Cartoon / comic books	56	25	8	8	3
<b>5.2.8</b> Science and technology	32	32	26	8	2

**If Q1.2 is English, ask Q5.4 first, then Q5.3 / if Q1.2 is French ask in order**

**Q5.3** In general, how well can you read in French? Reading well means that you understand all the words and ideas written. Would you say you can read \_\_\_\_\_ in French? (**Read**)

	<b>N=1963 %</b>
• Very well .....	17
• Quite well .....	11
• Not very well .....	23
• Not well at all.....	48
• Dk/Na .....	0

**Q5.4** In general, how well can you read in English? Reading well means that you understand all the words and ideas written. Would you say you can read \_\_\_\_\_ in English? (**Read**)

	<b>N=1963 %</b>
• Very well .....	59
• Quite well .....	28
• Not very well .....	7
• Not well at all.....	6
• Dk/Na .....	0

**Ask Q5.5 only if minlang is French outside Quebec and can read English even if not very well**

**Q5.5** How interested are you in reading books in English? Would you say...? (**Read**)

	<b>N=233 %</b>
• Very interested.....	50
• Somewhat interested .....	37
• Not very interested .....	8
• Not at all interested .....	5
• Dk/Na .....	0

**Ask Q5.6 only if minlang is English in Quebec and can read French even if not very well**

**Q5.6** How interested are you in reading books in French? Would you say...? (**Read**)

	<b>N=138</b>
	<b>%</b>
• Very interested.....	19
• Somewhat interested .....	34
• Not very interested .....	32
• Not at all interested .....	14
• Dk/Na .....	1

**6. READING TO CHILDREN**

*The next section is about reading to children.*

**Q6.1** Remember when you were a child. Did your parents read to you when you were young? (**Read**)

	<b>N=1963</b>
	<b>%</b>
• A lot .....	29
• Sometimes .....	32
• Hardly ever read to .....	16
• Not read to at all .....	19
• Dk/Na .....	3

**Q6.2** As a family, did you discuss the books you were reading? (**Read**)

	<b>N=1963</b>
	<b>%</b>
• Often .....	19
• Sometimes .....	26
• Rarely .....	23
• Never .....	30
• Dk/Na .....	1

**Q6.3** Which one of the following do you think is most important in encouraging children's interest in reading? (**Read and rotate / one response**)

<b>N=1963</b>	<b>Most important %</b>
• Parents' reading habits.....	75
• Siblings' reading habits .....	6
• Friends' reading habits .....	6
• Encouragements from teachers .....	12
• Dk/Na ( <b>do not read</b> ).....	1



**Q6.4** Do you have children aged 6 months or older?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	61
• Non <b>(Go to section 7)</b> .....	39

**Q6.5** How often do you or did you read to your children? **(Read)**

	<b>N=1266</b>
• Everyday.....	46
• Almost every day.....	24
• At least once a week.....	17
• At least once a month.....	5
• Only a few times a year.....	2
• Almost never <b>(Go to section 7)</b> .....	2
• Never <b>(Go to section 7)</b> .....	3
• Dk/Na.....	1

**Q6.6** How old were your children when you started to read to them? **(Read / if several children and multiple answers, ask for the most recent child)**

	<b>N=1193</b>
	<u>%</u>
• Newborn – 6 months.....	25
• 6 months – 1 year.....	26
• 1-2 years.....	28
• 3-4 years.....	14
• 5-6 years.....	4
• More than 6 years.....	1
• Dk/Na.....	1

## 7. READING AND THE INTERNET

*We hear quite a lot about the growth of the Internet and its possible impact on reading. This next section deals with your opinions about issues related to reading and the Internet.*

**Q7.1** Do you think that the Internet has or will affect the time you spend on \_\_\_\_? **(read and rotate)** **If yes, ask:** Would you say that because of the Internet, the time you spend on has or will increase or decrease?

<b>N=1963</b>	<b>YES</b>		<b>NO</b> %	<b>Dk/Na</b> %
	<b>Increase</b> %	<b>Decrease</b> %		
<b>7.1.1</b> Reading books for leisure	7	30	61	1
<b>7.1.2</b> Reading magazines	8	29	61	2
<b>7.1.3</b> Reading newspapers	9	26	63	1
<b>7.1.4</b> Watching television	8	33	58	2
<b>7.1.5</b> Listening to the radio	8	24	66	2

**Q7.2** Do you think that the Internet is decreasing reading skills to some degree, has no impact on reading skills or is improving reading skills?

	<b>N=1963</b>
	<u>%</u>
• Decreasing reading skills .....	35
• No impact on reading skills .....	24
• Improving reading skills.....	35
• Dk/Na .....	6

**Q7.3** In your opinion, would you say that the growth of computers and the Internet means that the ability to read will become more important than it used to be, less important or will have no effect on the importance of the ability to read?

	<b>N=1963</b>
	<u>%</u>
• More important than it used to be ....	43
• Will have no effect .....	36
• Less important than it used to be.....	18
• Dk/Na .....	2

**Q7.4** Do you prefer to buy books over the Internet or in-person?

	<b>N=1963</b>
	<u>%</u>
• Online.....	3
• In-person .....	93
• No preference ( <b>do not read</b> ) .....	3
• Dk/Na .....	1

**Q7.5** Do you or did you subscribe in the last 12 months to a magazine, newsletter or newspaper that allows you access online?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	25
• Non ( <b>Go to Q7.7</b> ) .....	73
• Dk/Na ( <b>Go to Q7.7</b> ) .....	2

**Q7.6** Have you ever shared your subscriptions or given access to others to your subscriptions, even if only once?

	<b>N=465</b>
	<u>%</u>
• Yes.....	39
• Non .....	60
• Dk/Na .....	0

**Q7.7** Has online access to subscriptions ever been shared or given to you by others, even if only once?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	18
• Non .....	81
• Dk/Na .....	1

**Q7.8** Have you ever downloaded e-books, e-magazines or e-newspapers, even if only once?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	17
• Non ( <b>Go to Q7.10</b> ) .....	82
• Dk/Na ( <b>Go to Q7.10</b> ) .....	1

**Q7.9** Have you ever shared or given away to others e-books, e-magazines or e-newspapers that you downloaded?

	<b>N=290</b>
	<u>%</u>
• Yes.....	24
• Non .....	75
• Dk/Na .....	0

**Q7.10** Have downloaded e-books, e-magazines or e-newspapers ever been shared with you or given to you?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	12
• Non .....	87
• Dk/Na .....	1

**Q7.11** In the last 12 months, have you used the Internet to look for books or information on books to read for leisure?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	37
• Non ( <b>Go to Q7.13</b> ) .....	62
• Dk/Na ( <b>Go to Q7.13</b> ) .....	1

**Q7.12** For each of the following statements describing your online experience in looking for information on books to read for leisure, tell me if you agree or disagree. **(Read and rotate)**

<b>N=656</b>	<b>Agree %</b>	<b>Disagree %</b>	<b>Dk/Na %</b>
<b>7.12.1</b> I did not find the books or all the information I wanted online	39	60	1
<b>7.12.2</b> It's hard to know where to look for information on books online	28	71	1
<b>7.12.3</b> It took me a lot of effort to find what I was looking for online	29	71	0
<b>7.12.4</b> What I found online was very helpful	86	13	1
<b>7.12.5</b> The Internet is my most important source of information on books	33	66	1
<b>7.12.6</b> It's safe to buy books over the Internet	59	33	9

**Q7.13** Have you ever purchased a book over the Internet?

	<b>N=1963</b>
	<b>%</b>
• Yes.....	18
• Non <b>(Go to Q7.16)</b> .....	82
• Dk/Na <b>(Go to Q7.16)</b> .....	0

**If never looked for books at Q7.11, skip to Q7.17**

**Q7.14** In the past 12 months, how many books for leisure reading did you buy online?

	<b>N=323</b>
	<b>%</b>
<input type="text"/> <b>Books</b>	69
• Zero / none .....	30
• Dk/Na .....	1
• $\bar{x}$ = .....	<b>2,1 books</b>

**Q7.15** In the past 12 months, how often did you visit a traditional retail store looking for a book and later buy it online? Would you say...? **(Read)**

	<b>N=323</b>
	<b>%</b>
• Often .....	10
• Sometimes .....	14
• Once or twice only .....	21
• Never .....	55
• Dk/Na .....	0

**Q7.16** In the past 12 months, how often did you visit a Web site looking for a book and later buy it in a traditional retail store? Would you say...? (**Read**)

	<b>N=1963</b>
	<u>%</u>
• Often .....	3
• Sometimes .....	10
• Once or twice only .....	20
• Never .....	67
• Dk/Na .....	0

**Q7.17** How likely are you to buy a book over the Internet in the next 12 months? Would you say you are...? (**Read**)

	<b>N=1963</b>
	<u>%</u>
• Very likely .....	6
• Somewhat likely .....	11
• Somewhat unlikely .....	12
• Very unlikely .....	70
• Dk/Na .....	0

**If not from minlang group, skip to section 8.**  
**If French outside Quebec, replace minlang by French.**  
**If English in Quebec, replace minlang by English.**

**Q7.18** Has the Internet increased \_\_\_\_ (**Read**) your access to books in minlang not easily accessible in-person?

	<b>N=464</b>
	<u>%</u>
• A lot .....	6
• Somewhat .....	11
• A little .....	8
• Not at all .....	65
• Dk/Na .....	10

## **8. BOOK PURCHASING**

*The next series of questions deals with book purchasing in general.*

**Q8.1** Approximately, how many books, new or used, have you bought in the last 12 months? Include books bought for leisure reading for yourself, for others or as a gift. Do not include magazines or newspapers. **If respondent cannot recall number, PROMPT with:** Do you think you've bought 1-5, 6-15 or more than 15 books -- **Use these categories only if no number given top-of-head.**

- Books**
- None / zero (**Go to section 9**)
  - 1-5
  - 6-15
  - 16 +
  - Dk/Na

	<b>N=1963</b>
	<u>%</u>
• $\bar{x}$ = .....	<b>12,3 books</b>

**Q8.2** In the last 12 months, approximately how much did you spend on books for leisure reading, for yourself or for others/gifts?

**If respondent cannot recall amount, PROMPT with:** Do you think you spent less than \$100, \$100 to \$300, \$300 to \$500, more than \$500?

\$

- None/zero
- Less than \$100
- \$100 to \$300
- \$300 to \$500
- More than \$500
- Dk/Na

	<b>N=1963</b>
	<b>%</b>
• $\bar{x}$ = .....	<b>147,37 \$</b>

**Q8.3** Of the books you bought, how many did you buy for yourself, not for others or for gift? (Approximately)

	<b>N=1602</b>
	<b>%</b>
<input type="text"/> <b>Books</b>	90
• None / zero .....	9
• Dk/Na .....	1
• $\bar{x}$ = .....	<b>21,7 books</b>

**Q8.4** Of the books you bought, how many were by Canadian authors? (Approximately)

	<b>N=1602</b>
	<b>%</b>
<input type="text"/> <b>Books</b>	53
• None / zero .....	22
• Dk/Na .....	25
• $\bar{x}$ = .....	<b>27,1 books</b>

**Q8.5** Of the books you bought, how many were used books? Would you say...? (**Read**)

	<b>N=1602</b>
	<b>%</b>
• All ( <b>Go to Q8.8</b> ) .....	5
• Almost all .....	7
• At least half .....	9
• Less than half .....	9
• Almost none .....	11
• None .....	58
• Dk/Na .....	1

**Q8.6** Can you recall the price before tax of the most expensive *new* book you purchased for yourself in the last 12 months? (**Accept an approximate value if respondent cannot recall exactly**)

	<b>N=1526</b>
	<b>%</b>
<input style="width: 80px; height: 20px;" type="text"/> \$	
• Dk/Na .....	14
• $\bar{x}$ = .....	<b>33,12 \$</b>

**Q8.7** Can you recall the price before tax of the least expensive *new* book you purchased for yourself in the last 12 months?

	<b>N=1526</b>
	<b>%</b>
<input style="width: 80px; height: 20px;" type="text"/> \$	
• Dk/Na .....	13
• $\bar{x}$ = .....	<b>9,96 \$</b>

**Q8.8** People sometimes choose the books they buy on the spur of the moment. Other times people have a book in mind and then they buy it. What about yourself? Do you usually buy books on the spur of the moment or do you usually have the books in mind before you buy them?

	<b>N=1602</b>
	<b>%</b>
• Spur of the moment .....	42
• Have books in mind .....	56
• Dk/Na .....	1

**Q8.9** Thinking of the books for leisure reading you bought in the last 12 months, tell me to what extent the following elements played a role in your decision to buy these books. We will use the following scale: 1. often, 2. sometimes, and 3. almost never. (**Read and rotate**)

	<b>N=1602</b>	<b>Often %</b>	<b>Sometimes %</b>	<b>Almost never %</b>	<b>Dk/Na %</b>
<b>1.</b> The author		41	32	27	0
<b>2.</b> Author is Canadian		15	30	53	1
<b>3.</b> Length of the book		12	22	66	1
<b>4.</b> Size of print		14	19	67	0
<b>5.</b> Price		26	43	31	0
<b>6.</b> Discount price		32	39	29	0
<b>7.</b> Illustrations and graphics		11	28	61	0
<b>8.</b> The publisher		6	14	80	0
<b>9.</b> The book cover		10	30	59	0
<b>10.</b> The title		23	40	37	0
<b>11.</b> Topic / type of book		70	23	7	0

**Q8.10** Compared with today, would you say that in the next 2-3 years or so you will spend more, less or about the same amount of money to buy books for leisure reading, whether for yourself or others?

	N=1602
	%
• More money.....	25
• About the same.....	68
• Less money.....	6
• Dk/Na.....	1

## 9. BOOK BORROWING FROM LIBRARIES

*The next questions are about your visits to a library.*

**Q9.1** In the last 12 months, did you borrow books for leisure reading from a library? **If yes, ask:** from what type of library? (**read only if necessary**)

	N=1963												
	%												
• Yes.....	6												
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10px;">→</td> <td style="width: 10px;"><b>9.1.1</b></td> <td style="width: 60%;">A school library (<b>Go to Q9.4</b>).....</td> <td style="width: 10px; text-align: center;">6</td> </tr> <tr> <td></td> <td><b>9.1.2</b></td> <td>A public library (<b>Ask Q9.2</b>).....</td> <td style="text-align: center;">40</td> </tr> <tr> <td></td> <td><b>9.1.3</b></td> <td>A library at your work (<b>Go to Q9.4</b>).....</td> <td style="text-align: center;">1</td> </tr> </table>	→	<b>9.1.1</b>	A school library ( <b>Go to Q9.4</b> ).....	6		<b>9.1.2</b>	A public library ( <b>Ask Q9.2</b> ).....	40		<b>9.1.3</b>	A library at your work ( <b>Go to Q9.4</b> ).....	1	1
→	<b>9.1.1</b>	A school library ( <b>Go to Q9.4</b> ).....	6										
	<b>9.1.2</b>	A public library ( <b>Ask Q9.2</b> ).....	40										
	<b>9.1.3</b>	A library at your work ( <b>Go to Q9.4</b> ).....	1										
• Non ( <b>Go to Q9.4</b> ).....	56												
• Dk/Na ( <b>Go to Q9.4</b> ).....	0												

**If yes and “public library” in 9.1.2, ask Q9.2 and Q9.3**

**Q9.2** Approximately, how many times have you visited a public library to borrow books for leisure reading in the last 12 months?

	N=786
	%
	Times
• Dk/Na.....	1
• $\bar{x}$ = .....	<b>10,7 times</b>

**Q9.3** Overall, how satisfied or dissatisfied are you with the services of the public libraries you visited in the last 12 months? Would you say...? (**Read**)

	N=786
	%
• Very satisfied.....	67
• Somewhat satisfied.....	27
• Neither satisfied nor dissatisfied.....	3
• Somewhat dissatisfied.....	3
• Very dissatisfied.....	0
• Dk/Na.....	1



**If "Public library" in 9.1.2, skip to Q9.5**

**Q9.4** Do you know where the public library nearest to your home is located?

	<b>N=1963</b>
	<u>%</u>
• Yes.....	95
• Non.....	5
• Dk/Na.....	0

**Q9.5** Among the following factors, which one, if any, would be the most important in increasing your visits to the public library? (**Read and rotate / One response**)

<b>N=1963</b>	<b>Q9.5 Most important %</b>
<b>1.</b> Better selection of books	29
<b>2.</b> Better selection of non-book materials such as CDs	4
<b>3.</b> Longer borrowing period	11
<b>4.</b> More convenient hours	17
<b>5.</b> More advice or suggestions from librarian	4
<b>6.</b> More information and tools available on-site for selecting books	6
<b>7.</b> More events such as author's presentations, launch of a new book, etc.	3
<b>8.</b> Other ( <b>read last</b> )	11
• Dk/Na ( <b>do not read</b> )	17

**10. BOOK SOURCES**

**If not a reader (see Q3.6 and Q3.7) AND not a buyer (see Q8.1) skip to Section 11**

**Q10.1** For each of the following, tell me to what extent each of the following helped you become aware of the books you read for leisure or purchased in the last 12 months, using the following scale: 1. often, 2. sometimes, and 3. almost never. (**Read and rotate**)

**If not a buyer (see Q8.1) skip to Q10.3**

**Q10.2** Which one helped you the most to become aware of the books you purchased? (**Read only if necessary**)

**If not a reader (see Q3.6 and Q3.7), skip to Q10.4**

**Q10.3** Which one helped you the most to become aware of the books you read? (**Read only if necessary**)

	Q10.1 N=1792				Q10.2 Helped purchases N=1602 %	Q10.3 Helped read N=1698 %
	Often %	Sometimes %	Almost never %	Dk/Na %		
1. Recommendation from a friend	40	47	14	0	31	34
2. Displayed / saw in bookstore	15	44	41	0	6	5
3. Gift	24	51	24	0	2	2
4. Interest in topic	61	31	8	0	20	20
5. Interest in author	35	35	30	0	9	7
6. Browsing / displayed in library	16	35	48	1	4	4
7. Read / heard a book review	23	43	33	0	5	4
8. Book club	7	13	80	1	1	1
9. The Internet	6	22	71	0	2	2
10. Ad or review in newspaper / magazine / TV / radio	19	45	36	0	9	8
11. Book fair / exhibition	6	23	70	0	1	0
12. Prize winners / best-seller list	16	39	45	0	1	1
13. Recommendation from librarian	10	25	64	0	1	2
14. Recommendation from bookstore personnel	9	33	57	0	1	1
15. In-store promotion	6	34	60	0	1	0
16. Discount price	15	42	43	0	1	1

**If not a reader (see Q3.6 and Q3.7), skip to Q10.5**

**Q10.4** Where did you get the books you read for leisure in the past 12 months? (**Do not read / Probe well: any other location? / Record all mentions**)

**If not a buyer (see Q8.1), skip to section 11**

**Q10.5** Where did you get the books you purchased in the past 12 months? (**Do not read / Probe well: any other location? / Record all mentions**)

	Q10.4 N=1698 %	Q10.5 N=1602 %
1. Public library	32	3
2. School library	5	0
3. Other library (work, etc.)	2	0
4. Bookstore	62	81
5. Newsstand	1	1
6. Department store (Sears, The Bay...)	4	7
7. Big box store (Wal-Mart, Costco...)	7	12
8. Drugstore	2	3
9. Supermarket /grocery store	2	4
10. Second hand bookstore	9	11
11. Book club / subscription	3	3
12. Mail order / catalogue book order	2	2
13. Borrowed from friend / family	19	2
14. Book fair / exhibition	1	2
15. Book exchange / book bank	1	1

	Q10.4 N=1698 %	Q10.5 N=1602 %
16. Over the Internet	4	8
• Other ( <b>specify</b> ) _____	18	6
• Dk/Na ( <b>first mention</b> )	2	1

## 11. CANADIAN AUTHORS

The next section is about Canadian authors, that is authors from any province or region of Canada.

**Q11.1** How familiar are you with Canadian authors? Would you say...? (**Read**)

	N=1963 %
• Very familiar .....	4
• Somewhat familiar .....	29
• Not very familiar.....	37
• Not at all familiar.....	30
• Dk/Na .....	0

**Q11.2** Have you ever read a book by a Canadian author?

	N=1963 %
• Yes.....	72
• Non .....	14
• Dk/Na.....	14

**If not a reader (see Q3.6 and Q3.7) skip to Section 12**

**If "yes" at Q11.2, ask Q11.3**

**Q11.3** In the last 12 months, approximately how many books by a Canadian author did you read?

	N=1316 %
<input type="text"/> Books	65
• None / zero .....	21
• Dk/Na .....	14
• $\bar{x}$ = .....	<b>3,2</b>
	<b>books</b>

**Q11.4** How interested are you in reading books by Canadian authors? Would you say...? 1. very interested, 2. somewhat interested, 3. not very interested, or 4. not at all interested?

	N=1698 %
• Very interested.....	16
• Somewhat interested .....	55
• Not very interested .....	19
• Not at all interested .....	8
• Dk/Na .....	2

## 12. BASIC PROFILE

The interview is almost over. To terminate I'd like to ask you a few questions for statistical purposes only. I'd like to remind you that all your answers are completely confidential.

**Q12.1** Please stop me at the age category to which you belong. **(Read)**

	N=1963 %
• 16 to 20 years old.....	9
• 21 to 24 years old.....	6
• 25 to 34 years old.....	17
• 35 to 44 years old.....	21
• 45 to 54 years old.....	19
• 55 to 64 years old.....	15
• 65 years old or over.....	13
• Dk/Na.....	0

**Q12.2** Which of the following types best describes your current household? Please note that a couple refers to either a married or a common-law couple, including same sex couples.

	N=1963 %
• Single person with no children at home.....	21
• One adult with children at home.....	7
• A couple without children at home.....	29
• A couple with children at home.....	36
• Roommates, two or more unrelated persons.....	5
• Other ( <b>do not read / do not probe</b> ).....	2
• Dk/Na.....	0

**Q12.3** Please stop me at the highest level of formal education you have completed. **(Read)**

	N=1963 %
• Primary school or less.....	3
• Some high school.....	14
• Completed high school.....	28
• Some college / technical school (Quebec: Cegep).....	10
• Completed college / technical school (Quebec: Cegep).....	21
• Some university.....	7
• University undergraduate degree.....	10
• University graduate or postgraduate degree.....	8
• Other ( <b>do not read / do not probe</b> ).....	0
• Dk/Na.....	0

**Q12.4** Which of the following categories best describes your main activity in the past 12 months?

	<b>N=1963</b>
	<u>%</u>
• Self-employed .....	10
• Full-time employee .....	40
• Part-time employee .....	10
• Unemployed .....	4
• Student .....	10
• Retired .....	18
• Homemaker .....	5
• Not able to work .....	3
• Other ( <b>do not read / do not probe</b> ) .....	1
• Dk/Na .....	0

**Q12.5** Do you rent or own your current residence?

	<b>N=1963</b>
	<u>%</u>
• Rent .....	34
• Own .....	64
• Other .....	1
• Dk/Na .....	1

**Q12.6** Do you consider yourself a member of a visible minority by virtue of your race or colour?

	<b>N=1963</b>
	<u>%</u>
• Yes .....	15
• Non .....	84
• Dk/Na .....	2

**Q12.7** Which language do you speak most often at home? (**Do not read / Do not probe**)

	<b>N=1963</b>
	<u>%</u>
• English .....	74
• French .....	20
• Other ( <b>do not specify</b> ) .....	6
• Dk/Na .....	0

**Q12.8** Do you speak any other languages on a regular basis at home? (**Do not read / If yes ask for which one**)

	<b>N=1963</b>
	<u>%</u>
• No .....	79
• English .....	9
• French .....	4
• Other ( <b>do not specify</b> ) .....	8
• Dk/Na .....	0

**Q12.9** Can you speak English or French well enough to conduct a conversation? (**Do not read** )

	<b>N=1963</b>
	<u>%</u>
• English only .....	67
• French only .....	9
• Both English and French.....	24
• Dk/Na .....	0

**Q12.10** Which language or languages do you know well enough to use the Internet? (**Do not read / Probe / Record all mentions**)

	<b>N=1963</b>
	<u>%</u>
• English only .....	68
• French only .....	10
• Both English and French.....	19
• Other ( <b>do not specify</b> ) .....	1
• Dk/Na .....	2

**Q12.11** Have you been a member of a book club in the last 12 months?

	<b>N=1963</b>
	<u>%</u>
• Yes .....	7
• Non .....	93
• Dk/Na .....	0

**Q12.12** Did you have a library card in the last 12 months?

	<b>N=1963</b>
	<u>%</u>
• Yes .....	56
• Non .....	43
• Dk/Na .....	0

**Q12.13** How do you connect to the Internet at home? Is it through a...? (**Read**)

	<b>N=1963</b>
	<u>%</u>
• High speed connection (cable, modem, DSL).....	49
• or low speed connection (modem) .....	20
• Not connected at home ( <b>Go to Q12.15</b> ) .....	30
• Dk/Na .....	1

**Q12.14** How many hours are you online in a typical week, at home?

	<b>N=1302</b>
	<u>%</u>
<input type="text"/> Hours	89
• None / zero .....	10
• Dk/Na .....	1
• $\bar{x}$ = .....	<b>7,9 hours</b>

**Q12.15** Please stop me at the category that best reflects the total annual income earned by all those living in your home – before taxes. **(Read)**

	<b>N=1963</b>
	<u>%</u>
• Less than \$20,000 .....	13
• Between \$20,000 and \$40,000 .....	20
• Between \$40,001 and \$60,000 .....	17
• Between \$60,001 and \$80,000 .....	14
• Between \$80,001 and \$100,000.....	8
• Or more than \$100,000 .....	10
• Dk/Na .....	19

*This concludes the interview. Thank you for taking the time to help us with this important study.*

**RECORD:**

**Q12.16** Postal code

-

**Q12.17** Gender

	<b>N=1963</b>
	<u>%</u>
• Male.....	49
• Female .....	51

**Q12.18** Type of community

	<b>N=1963</b>
	<u>%</u>
• Urban (CMA) .....	56
• Not CMA .....	44

**Q12.19** Province/Region

	<b>N=1963</b>
	<b>%</b>
• Newfoundland / Labrador .....	2
• Prince Edward Island .....	0
• Nova Scotia .....	3
• New Brunswick .....	2
• Québec .....	24
• Ontario .....	39
• Manitoba .....	3
• Saskatchewan.....	4
• Alberta .....	10
• British Columbia .....	13
• Yukon.....	0
• Northwest Territories .....	0
• Nunavut.....	0