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Table 65-1 D5 - Parent Education
Table 66-1 D6 - HH Income
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Table 1-1
Parent Gender and Age
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Gender																								
Female	478		478	132	271	75	207	269	3	162	165	151	35	80	115	202	120	41	128	170	131	198	204	76
	76%		100%	82%	79%	58%	70%	81%	58%	78%	77%	72%	62%	78%	73%	75%	77%	89%	85%	75%	67%	75%	76%	78%
			B	F	F			G						M		m	m	MPqO	TU					
Male	152	152		28	70	53	89	61	2	46	49	57	21	22	43	67	36	5	22	58	65	66	65	21
	24%	100%		18%	21%	42%	30%	19%	42%	22%	23%	28%	38%	22%	27%	25%	23%	11%	15%	25%	33%	25%	24%	22%
		C				DE	H						NpqR		R	R	r			S	S			
Age																								
18-24 years	6	2	4	6			3	3		1	3	2	2	1	3	1		1	1	2	3	5	1	
	1%	1%	1%	4%			1%	1%		1%	1%	1%	4%	1%	2%	1%		3%		1%	2%	2%	1%	
				EF											q							X		
25-29 years	39	5	34	39			19	19	1	26	11	2	7	5	12	18	8	1	14	14	8	18	17	5
	6%	3%	7%	24%			6%	6%	31%	12%	5%	1%	13%	5%	8%	7%	5%	3%	9%	6%	4%	7%	6%	5%
			b	EF						KL	L		r						u					
30-34 years	115	21	94	115			54	61		50	38	27	9	24	34	50	25	7	33	50	25	40	53	22
	18%	14%	20%	72%			18%	19%		24%	18%	13%	16%	24%	21%	19%	16%	14%	22%	22%	13%	15%	20%	22%
			b	EF						L									U	U				
35-39 years	161	32	129		161		72	88	1	75	45	41	9	37	46	54	49	13	29	57	55	56	80	25
	26%	21%	27%		47%		24%	27%	27%	36%	21%	20%	16%	36%	29%	20%	31%	28%	20%	25%	28%	21%	30%	26%
					DF					KL				MP	P		MP				s		V	
40-44 years	180	38	142		180		84	95	2	42	73	65	18	21	39	74	51	15	41	59	66	69	76	36
	29%	25%	30%		53%		28%	29%	42%	20%	34%	31%	33%	20%	25%	28%	33%	33%	27%	26%	34%	26%	28%	37%
					DF						J	J					N				t			v
45-49 years	91	38	54			91	44	47		10	34	48	6	12	17	46	19	8	23	33	27	56	30	6
	15%	25%	11%			71%	15%	14%		5%	16%	23%	11%	11%	11%	17%	12%	18%	16%	14%	14%	21%	11%	6%
		C				DE					J	Jk				o						WX		
50-54 years	24	9	15			24	13	11		4	6	15	2	1	3	18	2	1	7	9	7	12	11	1
	4%	6%	3%			19%	4%	3%		2%	3%	7%	4%	1%	2%	7%	1%	1%	4%	4%	3%	5%	4%	1%
						DE						JK				NQRO						x		
55-59 years	12	7	6			12	8	4			6	7	2	1	3	7	3		2	4	5	8	2	2
	2%	5%	1%			10%	3%	1%			3%	3%	4%	1%	2%	3%	2%		1%	2%	2%	3%	1%	2%
		c				DE					J	J				R						w		
60+ years	1		1			1		1				1		1	1				1			1		
						1%								1%										
Average Age	39.2	41.3	38.6	31.0	39.4	48.9	39.6	38.9	37.1	36.2	39.7	41.8	38.3	37.7	37.9	40.1	39.0	39.4	38.9	38.9	39.8	40.1	38.7	38.4
		C			D	DE					J	JK				NqO						WX		
Net: 18-34 years	160	28	132	160			75	84	1	78	52	31	18	31	49	70	32	9	47	66	36	63	71	27
	25%	19%	28%	100%			25%	25%	31%	37%	24%	15%	33%	30%	31%	26%	21%	20%	31%	29%	18%	24%	26%	27%
			B	EF						KL	L				Q				U	U				
Net: 35-44 years	341	70	271		341		155	183	3	117	118	107	28	57	85	128	100	28	70	117	121	124	156	61
	54%	46%	57%		100%		53%	55%	69%	56%	55%	51%	49%	56%	54%	48%	64%	61%	47%	51%	62%	47%	58%	63%
			B		DF												mPo	p			ST		V	V
Net: 45+ years	129	53	75			129	65	63		14	45	70	10	14	24	71	24	9	33	45	38	76	43	9
	20%	35%	16%			100%	22%	19%		7%	21%	34%	18%	14%	15%	26%	15%	19%	22%	20%	20%	29%	16%	10%
		C				DE					J	JK				NQO						WX		

Table 2-1
Province
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
British Columbia	56	21	35	18	28	10	25	29	1	17	22	16	56		56				11	23	19	22	28	5
	9%	14%	7%	11%	8%	8%	9%	9%	27%	8%	10%	8%	100%		35%				7%	10%	10%	8%	11%	6%
		C											NPQR		PQR									
Alberta	61	11	49	15	37	8	34	27		23	21	16		61	61				9	16	28	23	28	9
	10%	8%	10%	10%	11%	6%	11%	8%		11%	10%	8%		59%	38%				6%	7%	14%	9%	10%	9%
														MPQR	PQR						ST			
Saskatchewan	22	6	16	6	12	4	12	10		7	6	9		22	22				5	5	10	13	7	3
	4%	4%	3%	4%	4%	3%	4%	3%		4%	3%	5%		22%	14%				3%	2%	5%	5%	3%	3%
														MPQR	PQR									
Manitoba	19	5	15	9	8	2	11	8		5	8	6		19	19				5	9	2	7	10	3
	3%	3%	3%	6%	2%	2%	4%	3%		2%	4%	3%		19%	12%				4%	4%	1%	2%	4%	3%
				f										MPQR	PQR					u				
Ontario	269	67	202	70	128	71	125	142	2	86	94	89				269			66	87	89	122	109	39
	43%	44%	42%	44%	38%	55%	42%	43%	46%	41%	44%	43%				100%			44%	38%	45%	46%	40%	40%
						dE										MNQRO								
Quebec	156	36	120	32	100	24	70	87		54	49	53					156		40	68	40	58	72	27
	25%	24%	25%	20%	29%	19%	24%	26%		26%	23%	26%					100%		27%	30%	21%	22%	27%	28%
					DF												MNPRO			U				
New Brunswick	13	1	12	3	8	2	8	5		4	6	3						13	4	5	3	3	5	5
	2%		3%	2%	2%	2%	3%	1%		2%	3%	2%						27%	3%	2%	2%	1%	2%	5%
			B															MNPQO						
Prince Edward Island	1		1	1	1		1	1				1						1	1	1			1	
												1%						3%					1%	
Nova Scotia	24	3	20	5	14	5	8	14	1	9	6	9						24	7	9	3	9	7	7
	4%	2%	4%	3%	4%	4%	3%	4%	27%	4%	3%	5%						51%	5%	4%	1%	4%	3%	7%
																		MNPQO	u					
Newfoundland & Labrador	9	1	7	1	5	2	3	6		2	3	3						9	2	5	1	7	1	
	1%	1%	2%	1%	2%	2%	1%	2%		1%	1%	2%						19%	1%	2%	1%	3%	1%	
																		MNPQO				WX		

Table 3-1
Region
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
West	158	43	115	49	85	24	82	75	1	53	57	48	56	102	158				30	53	59	64	74	20
	25%	28%	24%	31%	25%	19%	28%	23%	27%	25%	27%	23%	100%	100%	100%				20%	23%	30%	24%	28%	20%
				F									PQR	PQR	PQR						S			
- British Columbia	56	21	35	18	28	10	25	29	1	17	22	16	56		56				11	23	19	22	28	5
	9%	14%	7%	11%	8%	8%	9%	9%	27%	8%	10%	8%	100%		35%				7%	10%	10%	8%	11%	6%
		C											NPQR		PQR									
- Prairies	102	22	80	31	57	14	56	46		36	35	32		102	102				19	30	40	42	46	14
	16%	15%	17%	19%	17%	11%	19%	14%		17%	16%	15%		100%	65%				13%	13%	21%	16%	17%	15%
				f										MPQR	PQR						st			
Ontario	269	67	202	70	128	71	125	142	2	86	94	89				269			66	87	89	122	109	39
	43%	44%	42%	44%	38%	55%	42%	43%	46%	41%	44%	43%				100%			44%	38%	45%	46%	40%	40%
						dE										MNQRO								
Quebec	156	36	120	32	100	24	70	87		54	49	53					156		40	68	40	58	72	27
	25%	24%	25%	20%	29%	19%	24%	26%		26%	23%	26%					100%		27%	30%	21%	22%	27%	28%
					DF												MNPRO			U				
Atlantic	46	5	41	9	28	9	20	25	1	15	14	18						46	14	20	7	19	15	12
	7%	3%	9%	6%	8%	7%	7%	8%	27%	7%	7%	8%						100%	9%	9%	4%	7%	6%	12%
			B															MNPQO	U	U				w

Table 4-1
S1 - Child between 2 and 14
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
1	264	66	198	63	124	76	118	144	2	75	87	102	22	42	64	122	58	19	74	101	66	264		
	42%	43%	41%	39%	36%	59%	40%	44%	42%	36%	41%	49%	39%	41%	41%	45%	37%	42%	49%	44%	34%	100%		
						DE						Jk							U	U		WX		
2	269	65	204	71	156	43	130	138	1	91	97	82	28	46	74	109	72	15	54	85	105		269	
	43%	43%	43%	44%	46%	33%	44%	42%	27%	44%	45%	39%	51%	45%	47%	40%	46%	33%	36%	37%	54%		100%	
				f	F								r		r						ST		VX	
3	66	13	53	17	44	5	34	33		28	18	20	2	8	10	28	18	10	15	31	14			66
	10%	9%	11%	11%	13%	4%	11%	10%		14%	8%	9%	3%	8%	6%	10%	12%	21%	10%	14%	7%			68%
				F	F											M	Mo	MNpO		U				VW
4	23	5	18	8	12	3	8	13	1	11	8	3	1	4	5	7	8	2	6	7	8			23
	4%	3%	4%	5%	4%	2%	3%	4%	31%	5%	4%	2%	3%	4%	3%	3%	5%	4%	4%	3%	4%			24%
										L														VW
5+	8	3	5	1	5	1	6	2		2	4	1	2	3	5	3			1	4	3			8
	1%	2%	1%	1%	2%	1%	2%	1%		1%	2%	1%	4%	3%	3%	1%			1%	2%	1%			8%
															QR	qr								VW
Average #	1.8	1.8	1.8	1.8	1.9	1.5	1.8	1.8	2.2	1.9	1.8	1.7	1.8	1.8	1.8	1.7	1.9	1.9	1.7	1.8	1.9	1.0	2.0	3.4
				F	F					L	I													
Net: 2+	366	86	280	97	217	52	178	186	3	133	127	106	34	60	94	147	98	27	76	127	130		269	97
	58%	57%	59%	61%	64%	41%	60%	56%	58%	64%	59%	51%	61%	59%	59%	55%	63%	58%	51%	56%	66%		100%	100%
				F	F					L	I										ST		V	V
Net: 3+	97	21	76	27	61	9	48	48	1	42	31	24	5	14	20	39	27	12	22	42	25			97
	15%	14%	16%	17%	18%	7%	16%	14%	31%	20%	14%	12%	10%	14%	12%	14%	17%	25%	15%	18%	13%			100%
				F	F					L								Mo						VW

Table 5-1
S2a,b - Age of Children
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
0	16	3	14	5	8	3	5	11		6	4	6	2	2	4	6	4	2	3	3	6		15	2
	3%	2%	3%	3%	2%	3%	2%	3%		3%	2%	3%	3%	2%	3%	2%	3%	4%	2%	1%	3%		5%	2%
																							V	
1	11	1	10	7	5		5	7		7	1	3	1	1	2	4	4	1	4	5	3		5	6
	2%	1%	2%	4%	1%		2%	2%		4%	1%	1%	1%	1%	1%	2%	2%	3%	3%	2%	2%		2%	6%
				F	F					k													V	V
2	72	16	56	34	36	2	34	36	3	55	14	3	6	7	13	33	23	2	12	29	23	14	34	24
	11%	10%	12%	21%	11%	1%	11%	11%	58%	27%	7%	1%	11%	7%	8%	12%	15%	5%	8%	13%	12%	5%	13%	25%
				EF	F					KL	L					nr	NRo						V	VW
3	82	22	60	32	46	4	35	46	1	60	17	5	8	19	27	34	19	1	16	28	32	23	36	22
	13%	14%	13%	20%	13%	3%	12%	14%	31%	29%	8%	2%	14%	19%	17%	13%	12%	3%	11%	12%	16%	9%	14%	23%
				eF	F					KL	L		R	R	R	R	R							Vw
4	83	15	68	26	51	7	41	41	1	69	7	7	6	12	18	38	20	7	17	33	30	23	35	25
	13%	10%	14%	16%	15%	5%	14%	13%	27%	33%	3%	4%	11%	12%	11%	14%	13%	15%	11%	15%	16%	9%	13%	26%
				F	F					KL														VW
5	87	20	67	42	38	6	44	41	1	69	10	8	12	15	27	29	25	6	17	30	30	15	48	24
	14%	13%	14%	26%	11%	5%	15%	13%	27%	33%	5%	4%	21%	15%	17%	11%	16%	13%	11%	13%	15%	6%	18%	25%
				EF	F					KL													V	V
6	102	30	72	31	53	17	53	48		23	71	7	10	19	29	45	23	5	26	38	32	27	46	28
	16%	20%	15%	20%	16%	13%	18%	15%		11%	33%	3%	18%	18%	18%	17%	15%	11%	18%	16%	16%	10%	17%	29%
										L	JL												V	VW
7	110	23	87	32	65	13	53	55	1	25	74	11	7	26	33	37	28	12	31	34	34	28	52	30
	17%	15%	18%	20%	19%	10%	18%	17%	31%	12%	35%	5%	12%	25%	21%	14%	18%	26%	21%	15%	17%	11%	19%	31%
				F	F					L	JL			MP	p			p					V	VW
8	125	24	101	25	78	21	54	71		22	88	14	13	17	30	59	26	9	26	48	39	32	67	26
	20%	16%	21%	16%	23%	16%	18%	21%		11%	41%	7%	23%	17%	19%	22%	17%	19%	17%	21%	20%	12%	25%	26%
					df						JL												V	V
9	75	23	52	8	51	16	38	37		16	18	41	3	12	14	24	28	8	13	30	26	17	34	24
	12%	15%	11%	5%	15%	12%	13%	11%		8%	8%	19%	5%	11%	9%	9%	18%	17%	9%	13%	13%	6%	13%	25%
					D	D						JK					MPO	m					V	VW
10	94	24	70	17	51	26	43	50	1	11	28	55	13	16	29	38	19	8	19	30	35	20	48	26
	15%	16%	15%	10%	15%	20%	15%	15%	15%	5%	13%	26%	23%	15%	18%	14%	12%	18%	13%	13%	18%	7%	18%	27%
						D					J	JK	q										V	Vw
11	72	18	54	11	42	19	34	37		9	13	51	5	11	17	30	18	7	19	29	19	24	27	21
	11%	12%	11%	7%	12%	15%	12%	11%		4%	6%	24%	10%	11%	11%	11%	12%	14%	13%	13%	10%	9%	10%	22%
					D	D						JK												VW
12	71	17	54	6	44	21	31	41		9	14	49	5	9	14	29	21	7	20	27	18	16	34	21
	11%	11%	11%	4%	13%	16%	10%	12%		4%	7%	23%	10%	9%	9%	11%	14%	14%	14%	12%	9%	6%	13%	22%
					D	D						JK											V	Vw
13	111	31	81	12	63	36	60	52		9	24	79	5	17	22	51	30	8	28	40	33	26	57	29
	18%	20%	17%	7%	19%	28%	20%	16%		4%	11%	38%	10%	16%	14%	19%	19%	18%	19%	18%	17%	10%	21%	30%
					D	DE					J	JK				m	m						V	V
Net: Age Under 2	28	4	24	12	12	3	10	18		14	6	9	3	4	6	11	8	3	7	7	9		20	8
	4%	3%	5%	8%	4%	3%	3%	5%		7%	3%	4%	5%	4%	4%	4%	5%	7%	5%	3%	5%		7%	8%
				f						k													V	V
Net: Age 2 to 5	271	62	209	108	145	18	130	137	4	208	45	18	27	48	75	117	64	15	54	104	92	75	122	74
	43%	41%	44%	67%	42%	14%	44%	41%	85%	100%	21%	9%	48%	47%	47%	43%	41%	33%	36%	45%	47%	28%	45%	77%
				EF	F					KL	L				r					s	S		V	VW
Net: Age 6 to 8	311	74	237	80	182	49	147	162	1	65	214	32	29	58	87	130	69	25	80	110	96	87	154	70
	49%	49%	50%	50%	53%	38%	50%	49%	31%	31%	100%	15%	52%	56%	55%	48%	44%	55%	53%	48%	49%	33%	57%	73%
				f	F					L	JL			q	q								V	VW
Net: Age 9 to 13	328	84	244	48	187	93	155	173	1	41	80	208	26	49	75	139	87	28	79	121	99	102	152	74
	52%	55%	51%	30%	55%	73%	52%	52%	15%	20%	37%	100%	46%	48%	47%	52%	55%	61%	52%	53%	51%	39%	57%	76%
					D	DE					J	JK											V	VW

Table 6-1
Child Selection: Child Age (Selected to interview)
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
2	47	11	36	21	25	1	23	22	1	47			4	6	10	18	16	2	7	17	15	14	22	11
	7%	7%	7%	13%	7%	1%	8%	7%	27%	22%			7%	6%	6%	7%	10%	5%	5%	8%	8%	5%	8%	11%
				eF	F					KL														v
3	53	12	41	18	32	2	22	31		53			2	14	16	23	12	1	10	20	20	23	18	11
	8%	8%	8%	12%	9%	2%	7%	9%		25%			4%	13%	10%	9%	8%	3%	7%	9%	10%	9%	7%	11%
				F	F					KL				mR	R	R								
4	53	11	42	16	32	5	28	25		53			5	7	12	23	12	5	10	25	18	23	18	11
	8%	7%	9%	10%	9%	4%	10%	7%		25%			9%	7%	8%	9%	8%	11%	7%	11%	9%	9%	7%	11%
				F	F					KL														
5	55	11	44	22	28	5	30	25	1	55			6	9	15	21	14	6	9	18	20	15	32	9
	9%	7%	9%	14%	8%	4%	10%	7%	27%	27%			11%	8%	9%	8%	9%	13%	6%	8%	10%	6%	12%	9%
				F	f					KL													V	
6	64	18	46	18	32	14	31	34			64		8	11	20	25	15	4	20	21	21	27	28	10
	10%	12%	10%	11%	9%	11%	10%	10%			30%		15%	11%	12%	9%	10%	9%	13%	9%	11%	10%	10%	10%
											JL													
7	73	15	57	20	42	11	35	36	1		73		6	15	21	28	18	6	22	27	18	28	31	14
	12%	10%	12%	12%	12%	9%	12%	11%	31%		34%		10%	15%	13%	10%	12%	12%	15%	12%	9%	11%	11%	14%
											JL													
8	77	15	62	14	43	20	31	46			77		8	8	17	41	15	4	18	28	24	32	38	7
	12%	10%	13%	9%	13%	15%	10%	14%			36%		15%	8%	11%	15%	10%	9%	12%	12%	12%	12%	14%	7%
											JL					n							x	
9	35	9	26	6	20	9	16	19				35	1	6	7	16	11	2	8	14	10	17	12	6
	6%	6%	6%	4%	6%	7%	5%	6%				17%	1%	6%	4%	6%	7%	4%	5%	6%	5%	6%	5%	6%
												JK				M	M							
10	45	15	30	9	21	15	24	20	1			45	5	7	11	20	8	5	9	13	17	20	18	7
	7%	10%	6%	5%	6%	12%	8%	6%	15%			21%	8%	7%	7%	8%	5%	10%	6%	6%	9%	7%	7%	8%
						de						JK												
11	43	11	32	5	23	15	18	26				43	4	6	10	18	12	3	12	16	9	24	16	3
	7%	8%	7%	3%	7%	12%	6%	8%				21%	7%	6%	6%	7%	8%	6%	8%	7%	5%	9%	6%	3%
						D						JK										X		
12	36	8	28	3	22	10	11	24				36	3	5	8	14	9	4	11	12	8	16	17	3
	6%	5%	6%	2%	7%	8%	4%	7%				17%	5%	5%	5%	5%	6%	9%	7%	5%	4%	6%	6%	3%
					D	D		g				JK												
13	49	14	35	7	20	22	26	23				49	4	7	11	21	13	4	14	18	16	26	19	5
	8%	9%	7%	5%	6%	17%	9%	7%				24%	7%	7%	7%	8%	8%	9%	9%	8%	8%	10%	7%	5%
						DE						JK												
Average Age	7.2	7.5	7.2	6.0	7.1	9.1	7.1	7.3	5.5	3.6	7.1	11.1	7.3	7.0	7.1	7.3	7.2	7.6	7.7	7.1	7.0	7.6	7.2	6.3
					D	DE					J	JK							u			X	x	
Net: Age 2 to 5	208	46	162	78	117	14	103	102	2	208			17	36	53	86	54	15	36	80	73	75	91	42
	33%	30%	34%	48%	34%	11%	35%	31%	54%	100%			31%	35%	33%	32%	35%	32%	24%	35%	37%	28%	34%	43%
				EF	F					KL										S	S			V
Net: Age 6 to 8	214	49	165	52	118	45	97	116	1		214		22	35	57	94	49	14	60	76	63	87	97	31
	34%	32%	35%	32%	34%	35%	33%	35%	31%		100%		40%	34%	36%	35%	31%	30%	40%	33%	32%	33%	36%	32%
											JL													
Net: Age 9 to 13	208	57	151	31	107	70	96	111	1			208	16	32	48	89	53	18	54	72	60	102	82	24
	33%	38%	31%	19%	31%	55%	32%	34%	15%			100%	29%	31%	30%	33%	34%	38%	36%	32%	31%	39%	30%	25%
					D	DE						JK										wX		

Table 7-1
P1 - Summary: Parent: freqency per publication
Based on total parents

	Books	Newspapers	Magazines	Blogs
Total Actual	630	630	630	630
Total Weighted	630	630	630	630
Every day (or almost) (30x)	194	133	32	73
	31%	21%	5%	12%
Several times per week (10x)	136	106	94	125
	22%	17%	15%	20%
Several times per month (3x)	136	132	161	125
	22%	21%	25%	20%
Less often (1x)	133	181	274	188
	21%	29%	43%	30%
Never (0x)	31	78	69	119
	5%	12%	11%	19%
Average # times a month	12.3	8.9	4.2	6.4

Table 8-1

P1 - Summary Several times a week or more [Ranked]: Parent: freqency per publication

Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Books	330	66	264	93	170	67	157	170	3	114	115	101	29	56	85	149	68	28	68	119	115	134	140	57
	52%	44%	55%	58%	50%	52%	53%	52%	58%	55%	54%	49%	52%	54%	53%	56%	44%	61%	45%	52%	59%	51%	52%	59%
			B	e											q	Q		Q			S			
Newspapers	239	78	161	57	131	51	113	123	3	84	81	74	27	35	62	110	56	11	46	90	87	96	104	38
	38%	51%	34%	35%	38%	40%	38%	37%	73%	40%	38%	36%	48%	34%	39%	41%	36%	24%	31%	40%	44%	36%	39%	40%
		C											R		r	R					S			
Blogs	198	49	149	51	111	37	87	108	3	71	62	65	12	35	47	92	48	12	45	62	80	87	81	31
	31%	33%	31%	32%	32%	29%	30%	33%	58%	34%	29%	31%	22%	34%	30%	34%	31%	25%	30%	27%	41%	33%	30%	32%
																m					ST			
Magazines	126	37	89	34	66	26	50	74	3	42	38	47	11	20	31	62	28	5	27	37	50	52	51	24
	20%	25%	19%	21%	19%	20%	17%	22%	58%	20%	18%	22%	19%	20%	20%	23%	18%	12%	18%	16%	26%	20%	19%	24%
																R					sT			

Table 9-1

P1 - Summary Several times a month or more [Ranked]: Parent: freqency per publication

Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Books	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
	74%	71%	75%	77%	74%	70%	72%	75%	100%	76%	76%	70%	77%	72%	74%	75%	71%	83%	66%	75%	82%	72%	74%	78%
																		q		s	St			
Newspapers	371	111	260	88	203	80	170	198	3	130	125	116	38	53	90	165	97	19	75	138	129	152	157	63
	59%	73%	54%	55%	60%	62%	58%	60%	73%	63%	58%	56%	68%	51%	57%	61%	62%	41%	50%	60%	66%	58%	58%	65%
		C											nR		r	R	R			s	S			
Blogs	323	80	244	83	184	57	146	173	5	121	105	98	25	51	76	151	72	24	70	112	113	136	139	48
	51%	53%	51%	52%	54%	44%	49%	53%	100%	58%	49%	47%	45%	50%	48%	56%	46%	52%	47%	49%	58%	51%	52%	50%
					f					L						q					st			
Magazines	287	77	209	67	164	56	129	154	4	97	92	97	26	37	63	127	77	20	58	100	101	105	134	48
	46%	51%	44%	42%	48%	43%	44%	47%	85%	47%	43%	47%	47%	36%	40%	47%	49%	43%	39%	44%	52%	40%	50%	50%
																n	N				S		V	

Table 10-1
P1 - Parent: freqency per publication
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Books																								
Every day (or almost) (30x)	194	29	165	52	99	43	94	97	3	68	73	54	18	33	51	85	37	22	44	62	66	80	83	32
	31%	19%	35%	33%	29%	33%	32%	30%	58%	33%	34%	26%	32%	32%	32%	32%	23%	47%	29%	27%	34%	30%	31%	33%
			B								I					q		npQo						
Several times per week (10x)	136	37	99	41	70	24	63	73		47	42	47	11	23	34	64	32	7	24	57	49	54	57	25
	22%	24%	21%	26%	21%	19%	21%	22%		22%	20%	23%	19%	23%	21%	24%	20%	14%	16%	25%	25%	20%	21%	26%
																				S	S			
Several times per month (3x)	136	42	94	30	84	23	57	77	2	43	48	45	14	18	32	51	42	10	31	51	45	56	61	19
	22%	28%	20%	18%	25%	18%	19%	23%	42%	21%	22%	22%	25%	18%	20%	19%	27%	22%	21%	22%	23%	21%	23%	20%
		c			f												np							
Less often (1x)	133	32	101	29	75	29	67	66		44	42	47	12	21	34	51	42	6	36	45	33	60	56	18
	21%	21%	21%	18%	22%	22%	23%	20%		21%	20%	22%	22%	21%	21%	19%	27%	13%	24%	20%	17%	23%	21%	18%
																	pR							
Never (0x)	31	11	19	8	13	10	15	16		6	10	15	1	7	8	17	4	2	14	12	3	14	14	3
	5%	7%	4%	5%	4%	8%	5%	5%		3%	5%	7%	1%	7%	5%	6%	3%	4%	10%	5%	1%	5%	5%	3%
												J		m		Mq			U	U				
Average # times a month	12.3	9.3	13.2	13.1	11.8	12.7	12.5	12.0	18.7	12.8	13.0	10.9	12.6	12.6	12.6	12.7	10.1	16.3	11.3	11.6	13.5	12.0	12.2	13.3
			B							l	l				q	Q		pQo						
Newspapers																								
Every day (or almost) (30x)	133	45	88	30	71	32	61	71	1	37	52	45	17	19	36	63	28	6	26	51	49	60	46	27
	21%	30%	18%	19%	21%	25%	20%	22%	31%	18%	24%	21%	31%	19%	23%	24%	18%	13%	17%	22%	25%	23%	17%	28%
		C											qR		r	r					s			W
Several times per week (10x)	106	33	73	27	60	19	52	52	2	47	29	30	9	16	25	47	28	5	20	39	38	36	59	11
	17%	22%	15%	17%	18%	15%	18%	16%	42%	22%	14%	14%	17%	15%	16%	17%	18%	11%	14%	17%	19%	14%	22%	12%
										KL													VX	
Several times per month (3x)	132	33	99	31	72	29	58	74		47	43	42	11	18	29	54	41	8	29	48	42	56	52	24
	21%	21%	21%	19%	21%	22%	19%	23%		22%	20%	20%	20%	17%	18%	20%	26%	17%	19%	21%	21%	21%	19%	25%
Less often (1x)	181	32	149	47	98	37	86	94	1	54	63	64	13	30	42	76	43	21	49	62	53	73	82	26
	29%	21%	31%	29%	29%	28%	29%	29%	27%	26%	29%	31%	23%	29%	27%	28%	27%	44%	33%	27%	27%	28%	30%	27%
			B															MnPQO						
Never (0x)	78	9	69	25	40	12	40	38		23	27	28	5	20	26	28	17	7	26	28	14	39	31	9
	12%	6%	14%	16%	12%	9%	13%	11%		11%	12%	13%	10%	20%	16%	11%	11%	14%	17%	12%	7%	15%	11%	9%
			B											mPq					U	u				
Average # times a month	8.9	12.0	8.0	8.2	8.9	9.9	8.8	9.0	13.7	8.5	9.5	8.8	11.8	8.0	9.3	9.7	8.2	5.9	7.5	9.3	10.4	9.1	8.2	10.6
		C											nqR		r	R					S			w
Magazines																								
Every day (or almost) (30x)	32	9	23	12	16	4	13	18	1	12	10	10	5	5	11	15	5	1	7	7	15	15	12	6
	5%	6%	5%	7%	5%	3%	4%	5%	31%	6%	5%	5%	10%	5%	7%	6%	3%	3%	5%	3%	8%	6%	4%	6%
																					T			
Several times per week (10x)	94	29	65	23	49	22	37	56	1	30	28	36	5	15	20	47	22	4	19	30	35	37	39	18
	15%	19%	14%	14%	14%	17%	12%	17%	27%	14%	13%	18%	10%	15%	13%	18%	14%	8%	13%	13%	18%	14%	14%	18%
																r								
Several times per month (3x)	161	40	121	33	98	29	79	80	1	55	55	51	15	17	32	65	49	15	32	62	51	53	83	24
	25%	26%	25%	21%	29%	23%	27%	24%	27%	27%	25%	24%	28%	16%	20%	24%	31%	31%	21%	27%	26%	20%	31%	25%
					d											n	NO	n					V	
Less often (1x)	274	55	219	67	152	54	129	144		95	98	81	23	47	70	112	69	23	69	101	82	124	106	44
	43%	36%	46%	42%	45%	42%	44%	44%		46%	46%	39%	42%	46%	44%	42%	44%	50%	46%	44%	42%	47%	39%	45%
			B																			w		
Never (0x)	69	20	50	26	25	19	37	32	1	16	24	30	6	19	25	30	11	3	23	27	12	35	29	5
	11%	13%	10%	16%	7%	15%	13%	10%	15%	8%	11%	14%	11%	18%	16%	11%	7%	7%	15%	12%	6%	13%	11%	5%
				E		E						J		Qr	Qr				U	u		X	x	
Average # times a month	4.2	4.8	4.0	4.6	4.2	3.8	3.8	4.5	12.8	4.4	3.9	4.3	5.1	3.9	4.4	4.6	3.8	3.2	3.9	3.5	5.3	4.1	4.1	4.9
																					sT			
Blogs																								
Every day (or almost) (30x)	73	18	55	24	39	10	28	42	3	28	25	20	3	14	17	34	18	4	17	24	27	34	26	13
	12%	12%	11%	15%	11%	8%	10%	13%	58%	14%	12%	9%	6%	13%	11%	13%	12%	9%	11%	11%	14%	13%	10%	13%
				f																				
Several times per week (10x)	125	31	94	27	71	27	59	66		43	36	46	9	21	30	58	30	8	28	38	53	52	55	18
	20%	20%	20%	17%	21%	21%	20%	20%		21%	17%	22%	16%	21%	19%	21%	19%	17%	18%	16%	27%	20%	20%	19%
																					sT			
Several times per month (3x)	125	30	95	32	73	20	58	65	2	49	43	32	13	16	29	59	24	13	25	50	33	49	58	17
	20%	20%	20%	20%	21%	15%	20%	20%	42%	24%	20%	16%	23%	16%	19%	22%	15%	27%	17%	22%	17%	19%	22%	18%
										L						q								
Less often (1x)	188	42	146	53	98	37	91	97		62	63	63	20	26	46	67	58	17	45	70	54	78	82	28
	30%	28%	31%	33%	29%	29%	31%	29%		30%	29%	31%	37%	25%	29%	25%	37%	37%	30%	31%	28%	29%	31%	29%
																	nP							
Never (0x)	119	30	88	24	60	35	59	60		26	46	47	10	26	36	51	27	5	35	46	28	50	48	21
	19%	20%	18%	15%	18%	27%	20%	18%		12%	22%	22%	18%	25%	23%	19%	17%	10%	23%	20%	14%	19%	18%	21%
						DE					J	J		R	R	r			u					
Average # times a month	6.4	6.5	6.3	7.1	6.5	5.2	5.8	6.7	18.7	7.2	6.1	5.8	4.5	6.8	6.0	6.9	6.2	5.4	6.1	5.8	7.6	6.7	5.9	6.6
				f												M					t			

Table 11-1
P2 - Summary: Parent: format per publication
Based on total who read each type of publication several times a month or more

	Books	Newspapers	Magazines	Blogs
Total Actual	461	367	289	318
Total Weighted	466	371	287	323
Paper hard-copy	392	221	211	23
	84%	59%	74%	7%
Smartphone	94	163	74	213
	20%	44%	26%	66%
Electronic reader (eg. e-readers like Kindle, Kobo	93	26	33	25
etc)	20%	7%	11%	8%
Tablet	88	105	68	116
	19%	28%	24%	36%
Audio	69	13	11	20
	15%	3%	4%	6%
Computer	61	161	77	189
	13%	43%	27%	58%
Other	3	1	3	1
	1%		1%	

Table 12-1

P2 - Summary: Parent: format per publication

Based on total who read each type of publication several times a month or more

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Books																								
Base: Read this publication type several times a month or more	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
Paper hard-copy	392	81	311	103	215	74	179	208	5	137	130	125	33	62	95	169	96	32	81	143	136	157	171	64
	84%	75%	87%	83%	85%	82%	83%	84%	100%	87%	80%	85%	77%	84%	81%	84%	87%	83%	82%	84%	85%	83%	85%	84%
			B																					
Smartphone	94	21	73	33	47	14	50	42	1	33	32	28	10	14	24	52	7	11	20	31	37	33	46	15
	20%	19%	20%	26%	19%	16%	23%	17%	31%	21%	20%	19%	24%	18%	20%	26%	6%	30%	20%	18%	23%	17%	23%	20%
				f									Q	Q	Q	Q		Q						
Electronic reader (eg. e-readers like Kindle, Kobo etc)	93	23	70	24	48	21	46	45	2	32	27	34	7	12	19	45	15	14	20	30	37	38	41	14
	20%	21%	20%	20%	19%	23%	22%	18%	46%	20%	16%	24%	17%	16%	16%	22%	14%	37%	20%	17%	23%	20%	20%	19%
																q		mNpQO						
Tablet	88	17	71	24	48	16	44	43	1	28	32	28	7	17	24	37	16	11	17	30	33	30	43	15
	19%	16%	20%	19%	19%	18%	20%	17%	31%	18%	20%	19%	16%	23%	20%	19%	14%	29%	17%	18%	20%	16%	22%	19%
																		q						
Audio	69	19	50	25	27	17	42	26	1	21	24	24	10	11	21	33	8	7	14	24	25	20	35	13
	15%	17%	14%	20%	11%	19%	20%	10%	31%	13%	15%	17%	23%	15%	18%	17%	7%	18%	14%	14%	15%	11%	18%	18%
				E		e	H						Q		Q	Q							v	
Computer	61	16	46	16	33	12	28	31	2	17	25	19	7	14	22	27	8	5	8	26	24	25	29	8
	13%	15%	13%	13%	13%	13%	13%	13%	46%	11%	16%	13%	17%	20%	19%	13%	7%	14%	8%	15%	15%	13%	14%	10%
														Q	Q	q				s				
Other	3	1	3	1	1	1	1	1	1		3	1		1	1	1	1		1		1	1	1	1
	1%	1%	1%	1%	1%	1%		1%	31%		2%			2%	1%	1%	1%		1%		1%		1%	2%
Newspapers																								
Base: Read this publication type several times a month or more	371	111	260	88	203	80	170	198	3	130	125	116	38	53	90	165	97	19	75	138	129	152	157	63
Paper hard-copy	221	57	163	59	117	45	99	120	1	78	73	70	23	29	52	96	63	10	51	89	64	87	97	37
	59%	52%	63%	67%	57%	57%	58%	61%	42%	59%	58%	60%	60%	55%	57%	59%	65%	52%	68%	65%	50%	57%	62%	59%
			b																U	U				
Smartphone	163	49	114	40	91	32	78	84	2	59	52	53	15	18	33	83	41	6	23	63	61	69	67	27
	44%	45%	44%	46%	45%	40%	46%	42%	63%	45%	42%	45%	38%	35%	36%	50%	43%	32%	31%	46%	47%	46%	43%	43%
																nO				S	S			
Computer	161	55	106	33	90	39	70	87	3	50	59	52	11	19	30	91	33	8	27	62	58	74	64	23
	43%	50%	41%	37%	44%	48%	41%	44%	100%	39%	47%	45%	28%	36%	33%	55%	34%	40%	36%	45%	45%	49%	41%	37%
																MNQO								
Tablet	105	39	66	22	57	26	46	57	1	38	35	32	7	19	26	41	35	2	11	39	44	45	38	22
	28%	35%	25%	25%	28%	32%	27%	29%	42%	29%	28%	27%	19%	36%	29%	25%	36%	11%	15%	28%	34%	30%	24%	35%
		c												mR	R	r	MpR			S	S			
Electronic reader (eg. e-readers like Kindle, Kobo etc)	26	10	16	13	6	7	11	14	1	10	7	9	5	5	10	13	2	1	4	9	13	9	10	6
	7%	9%	6%	14%	3%	8%	6%	7%	42%	8%	6%	8%	12%	10%	11%	8%	2%	4%	5%	6%	10%	6%	7%	9%
				E									q	q	Q	Q								
Audio	13	3	10	5	4	3	3	9	1	4	3	6	1	4	5	5	2		1	6	5	3	6	3
	3%	2%	4%	6%	2%	4%	2%	4%	42%	3%	2%	5%	2%	8%	6%	3%	2%		1%	4%	4%	2%	4%	5%
														R	R	R								
Other	1		1	1					1		1					1					1			1
			1%	2%					42%		1%					1%					1%			2%
Magazines																								
Base: Read this publication type several times a month or more	287	77	209	67	164	56	129	154	4	97	92	97	26	37	63	127	77	20	58	100	101	105	134	48
Paper hard-copy	211	47	164	45	121	45	96	111	4	69	70	72	17	20	37	98	60	17	43	81	71	79	98	34
	74%	61%	78%	67%	74%	82%	74%	73%	100%	71%	76%	74%	64%	54%	58%	77%	78%	83%	73%	81%	70%	75%	73%	71%
			B			d										NO	NO	NO		u				
Computer	77	29	48	20	41	17	35	40	3	26	22	29	8	13	21	32	22	2	14	24	32	31	35	12
	27%	38%	23%	29%	25%	30%	27%	26%	68%	27%	24%	30%	31%	36%	34%	25%	29%	10%	25%	24%	32%	29%	26%	24%
		C											r	R	R	r	R							
Smartphone	74	24	50	26	39	9	33	40	1	30	21	24	9	10	19	35	15	5	18	24	26	25	29	20
	26%	31%	24%	39%	24%	16%	25%	26%	36%	30%	23%	24%	36%	26%	30%	27%	19%	27%	31%	24%	26%	24%	22%	42%
				EF																				VW
Tablet	68	20	48	22	33	13	27	39	1	31	18	19	3	10	13	28	25	2	12	25	23	25	28	15
	24%	25%	23%	33%	20%	23%	21%	25%	36%	32%	20%	19%	10%	27%	20%	22%	33%	10%	20%	25%	23%	24%	21%	31%
				e						kL				mr		m	MRo							
Electronic reader (eg. e-readers like Kindle, Kobo etc)	33	9	24	12	12	9	11	20	1	14	7	12	1	8	10	20	2	1	7	10	15	13	14	5
	11%	11%	12%	18%	7%	16%	9%	13%	36%	14%	8%	13%	5%	23%	15%	15%	2%	7%	12%	10%	15%	13%	11%	11%
				E										MQ	Q	mQ								
Audio	11	4	6	6	4	1	3	6	1	7	1	2	2	2	4	6			2	3	6	2	6	3
	4%	6%	3%	9%	2%	2%	2%	4%	36%	8%	2%	2%	7%	7%	7%	5%			4%	3%	6%	2%	4%	5%
				e						kl					QR	QR								
Other	3	1	3	2	1		2		1	1	1	1	1		1	3				1	3		1	3
	1%	1%	1%	3%	1%		1%		36%	1%	2%	1%	3%		1%	2%				1%	3%		1%	5%
Blogs																								
Base: Read this publication type several times a month or more	323	80	244	83	184	57	146	173	5	121	105	98	25	51	76	151	72	24	70	112	113	136	139	48
Smartphone	213	50	163	63	118	32	100	110	2	81	67	64	15	34	50	103	41	18	41	82	69	86	87	39
	66%	62%	67%	75%	65%	56%	69%	64%	46%	67%	64%	66%	61%	68%	65%	68%	58%	73%	59%	73%	61%	63%	63%	81%
				eF																su				VW
Computer	189	51	139	46	104	39	83	102	5	64	64	61	12	21	33	99	44	14	41	68	66	87	80	22
	58%	63%	57%	55%	57%	69%	57%	59%	100%	53%	61%	62%	47%	41%	43%	65%	61%	56%	59%	60%	59%	64%	57%	46%
						de										NO	NO					X		
Tablet	116	35	81	32	65	20	57	57	2	41	35	41	4	20	24	48	34	9	17	45	40	49	49	18
	36%	44%	33%	38%	35%	35%	39%	33%	46%	34%	33%	41%	16%	40%	32%	32%	47%	39%	24%	40%	35%	36%	35%	37%
														M		m	MPo	m		S				
Electronic reader (eg. e-readers like Kindle, Kobo etc)	25	9	15	10	9	6	11	12	1	7	7	10	3	3	7	14	4		7	8	10	10	11	3
	8%	12%	6%	12%	5%	11%	7%	7%	31%	6%	7%	10%	14%	6%	9%	9%	6%		10%	7%	9%	7%	8%	7%
				e									r	r	R	R	R							
Paper hard-copy	23	8	15	10	9	3	9	12	1	7	8	7	2	3	5	14	3	1	7	5	10	10	8	5
	7%	10%	6%	12%	5%	6%	6%	7%	31%	6%	8%	7%	8%	5%	6%	9%	4%	5%	11%	5%	9%	7%	6%	10%
				e																				
Audio	20	8	13	9	4	7	8	11	1	7	7	6	2	3	5	12	3		3	6	11	10	7	4
	6%	10%	5%	10%	2%	13%	5%	7%	31%	6%	7%	6%	8%	6%	7%	8%	5%		4%	6%	10%	7%	5%	8%
				E		E								r	R	R	r							
Other	1		1	1					1		1					1					1			1
			1%	2%					31%		1%					1%					1%			3%

Table 1
Page 1-4

Table 1
P2: Books - Books 1F2M
Based on total who read books

| | Total | Respect Gender | | Parent Age | | Child Gender | | Child Age | | |

Table 14-1
P3 - Parents: # books P12M (read at least several times per month)
Based on total who read books at least several times per month

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	110	351	112	248	101	211	246	4	128	116	217	41	74	115	200	107	39	100	169	154	196	192	73
Total Weighted	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
Net: 3 or less	88	36	52	22	50	16	38	49	1	32	24	32	10	11	21	39	24	3	23	26	34	40	36	12
	19%	34%	14%	18%	20%	18%	18%	20%	27%	20%	15%	22%	24%	15%	18%	20%	22%	8%	23%	15%	21%	21%	18%	16%
		C										k	r			R	R							
Net: 4 to 9	138	35	102	37	76	25	62	75	1	42	53	43	10	27	38	59	33	9	25	55	46	52	67	19
	29%	33%	29%	30%	30%	28%	29%	30%	15%	27%	33%	29%	24%	37%	32%	29%	30%	23%	25%	32%	29%	27%	33%	25%
Net: 10 to 29	153	26	127	37	86	30	70	82	1	53	52	49	15	23	38	60	35	20	28	57	56	60	68	25
	33%	24%	35%	30%	34%	33%	33%	33%	27%	34%	32%	33%	36%	31%	33%	30%	32%	53%	28%	34%	35%	31%	34%	33%
			B															NPQD						
Net: 30+	87	10	77	27	41	19	44	42	1	31	34	23	7	13	20	43	18	6	23	32	23	38	30	20
	19%	9%	22%	22%	16%	21%	20%	17%	31%	20%	21%	16%	16%	17%	17%	21%	17%	16%	23%	19%	15%	20%	15%	26%
			B																					w
Net: 200+	11		11	5	7		4	7		5	3	3	1	3	5	4	1	1	1	5	4	5	1	5
	2%		3%	4%	3%		2%	3%		3%	2%	2%	3%	4%	4%	2%	1%	3%	1%	3%	2%	3%	1%	6%
			B	y	y																			w
Average #	24.4	11.2	28.4	31.7	22.2	20.7	23.9	24.6	37.2	27.9	22.5	22.8	21.1	29.3	26.3	25.5	19.4	27.2	25.6	25.1	21.4	25.3	17.6	40.1
			B																			w		w
Median #	10.0	6.0	10.0	10.0	10.0	10.0	10.0	9.0	19.0	10.0	10.0	7.0	10.0	9.0	9.0	10.0	8.0	10.0	10.0	10.0	9.0	10.0	8.0	10.0
Average # excluding outliers 200+	17.0	11.2	18.8	19.8	14.3	20.7	18.3	15.5	37.2	17.3	18.4	15.1	13.1	15.2	14.4	19.0	16.4	15.5	20.4	17.9	13.5	17.8	15.5	19.2
			B	e												Mo			U	u				
Net: 3 or less	88	36	52	22	50	16	38	49	1	32	24	32	10	11	21	39	24	3	23	26	34	40	36	12
	19%	34%	14%	18%	20%	18%	18%	20%	27%	20%	15%	22%	24%	15%	18%	20%	22%	8%	23%	15%	21%	21%	18%	16%
		C										k	r			R	R							
Net: 4 to 12	212	49	163	56	116	40	96	115	1	65	81	65	16	40	56	85	49	22	37	84	74	78	102	32
	45%	45%	46%	46%	46%	44%	45%	46%	15%	41%	50%	45%	37%	54%	48%	42%	44%	58%	38%	49%	46%	41%	51%	42%
														mp				mp		s			v	
Net: Over 12	166	23	143	45	87	34	80	84	3	60	57	49	17	23	40	77	37	13	39	60	52	72	63	32
	36%	21%	40%	36%	34%	38%	37%	34%	58%	38%	35%	33%	39%	31%	34%	38%	34%	33%	39%	36%	32%	38%	31%	42%
			B																					
Full distribution...																								
0	1	1			1			1			1		1		1					1				1
		1%			1%			1%			1%		3%		1%					1%				2%
1	10	2	8	4	5	1	6	4		6		4		2	2	6	1	1	6	2	1	5	3	2
	2%	2%	2%	4%	2%	1%	3%	2%		4%		3%		3%	2%	3%	1%	3%	6%	1%	1%	3%	2%	3%
										K		K				M			tu					
2	26	14	12	6	17	3	10	15	1	15	6	6	3	3	7	13	7		5	7	12	9	15	2
	6%	13%	3%	5%	7%	4%	5%	6%	27%	9%	3%	4%	8%	4%	6%	6%	6%		5%	4%	7%	5%	8%	3%
		C								kl			r	r	R	R	R							
3	50	19	31	11	27	12	22	28		11	17	22	5	6	11	21	16	2	12	15	21	26	17	7
	11%	17%	9%	9%	11%	13%	10%	11%		7%	10%	15%	13%	8%	10%	10%	14%	5%	12%	9%	13%	14%	9%	9%
		C										j					r							
4	33	7	27	9	19	6	15	17	1	11	13	9	3	6	10	10	12	1	4	15	12	7	19	7
	7%	6%	7%	7%	7%	6%	7%	7%	15%	7%	8%	6%	8%	9%	9%	5%	11%	3%	4%	9%	8%	4%	10%	9%
																	r						V	
5	34	11	24	11	19	5	15	20		12	11	11	4	5	9	14	7	5	7	18	9	19	11	5
	7%	10%	7%	9%	7%	5%	7%	8%		8%	7%	7%	9%	6%	7%	7%	6%	12%	7%	10%	6%	10%	6%	6%
6	44	12	32	10	26	8	19	25		10	15	19	3	8	11	23	9	1	9	15	14	16	23	5
	9%	11%	9%	8%	10%	9%	9%	10%		6%	9%	13%	7%	11%	9%	12%	8%	2%	9%	9%	9%	8%	12%	7%
												j		R	R	R	r							
7	6	1	5	5	1	1	3	3		2	1	2		1	1	2	1	2	1	1	3	2	3	1
	1%	1%	1%	4%		1%	1%	1%		2%	1%	1%		1%	1%	1%	1%	5%	1%		2%	1%	2%	1%
				e													mr							
8	16	5	11	1	10	5	9	8		5	10	1		5	5	7	4		3	7	5	6	9	1
	3%	4%	3%	1%	4%	5%	4%	3%		3%	6%	1%		6%	4%	4%	4%		3%	4%	3%	3%	4%	2%
					d	d					L			MR	R	MR								
9	4		4	1	1	1	1	3		1	3			3	3	1			1		3	3	1	
	1%		1%	1%	1%	2%	1%	1%		1%	2%			4%	2%	1%			1%		2%	1%	1%	
			b																					
10	35	4	31	9	21	5	17	18		16	7	12	2	9	11	8	8	8	4	18	10	12	14	9
	8%	4%	9%	8%	8%	5%	8%	7%		10%	4%	8%	5%	13%	10%	4%	7%	21%	4%	11%	6%	7%	7%	12%
			b							k				P	p			MPq		S				
11	3		3	3				3			3		1	1	3				1		1		3	
	1%		1%	2%				1%			2%		3%	2%	2%				1%		1%		1%	
12	36	9	27	8	19	9	18	19		7	18	11	2	2	4	18	9	5	7	11	17	13	18	5
	8%	9%	8%	6%	8%	11%	8%	8%		5%	11%	7%	5%	3%	4%	9%	8%	14%	7%	6%	10%	7%	9%	6%
											j					No		no						
13	1	1				1		1			1						1			1		1		
		1%				2%		1%			1%						1%			1%		1%		
14	5	1	5	1	4	1	3	3		2	1	1		1	1	4			2	1	1	2	1	2
	1%	1%	1%	1%	2%	1%	1%	1%		2%	1%	1%		2%	1%	2%			2%		1%	1%	1%	3%
																mgr								
15	13	2	11	4	5	4	6	7		4	6	4	2	1	3	6	3	1	2	4	6	7	7	
	3%	2%	3%	3%	2%	5%	3%	3%		2%	3%	3%	5%	1%	2%	3%	3%	4%	2%	3%	4%	4%	3%	
																						X	X	
16	1		1		1			1			1					1				1		1		
					1%			1%			1%					1%				1%		1%		
17	1		1	1				1		1						1				1		1		
				1%						1%						1%				1%		1%		
18	3		3		2	1	1	2		2		1		1	1	1	1			1	2	1	1	1
	1%		1%		1%	1%	1%	1%		2%				2%	1%	1%	1%				2%		1%	2%
			b																					
19	1		1		1				1	1								1	1			1		
									27%	1%								3%	1%			1%		
20	34	4	30	6	24	4	15	20		14	10	11	4	3	7	15	11	2	9	9	16	15	17	3
	7%	4%	8%	5%	10%	4%	7%	8%		9%	6%	7%	9%	4%	6%	7%	10%	5%	9%	5%	10%	8%	8%	4%
			b		df																			
24	6	2	4	3	1	2	3	3		1		5	2	1	3	2	1	1	1	4	1	1	3	2
	1%	2%	1%	3%		2%	2%	1%		1%		3%	4%	1%	2%	1%	1%	2%	1%	2%			2%	3%
												jk												
25	12	3	9	3	7	3	8	4		4	4	4	2	3	5	3	2	1	1	5	2	4	4	4
	3%	3%	3%	2%	3%	3%	4%	2%		2%	3%	3%	5%	4%	5%	2%	2%	4%	1%	3%	1%	2%	2%	5%
30	21	5	16	4	13	5	14	8		6	10	5	4	3	7	9	4	1	5	7	9	7	8	6
	5%	5%	5%	3%	5%	5%	6%	3%		4%	6%	4%	10%	4%	6%	4%	4%	4%	5%	4%	5%	4%	4%	8%
35	1		1			1	1				1					1						1		
						2%	1%				1%					1%						1%		
36	1	1		1		1	1	1				1		1	1	1				1	1	1		1
		1%		1%		1%						1%		1%	1%									1%
37	1		1			1		1				1				1			1				1	
						1%													1%					
40	7	1	7		6	1	5	3		2	1	3				5	2	1		4	3	1	6	
	2%	1%	2%		2%	2%	2%	1%		2%	1%	2%				2%	2%	2%		2%	2%	1%	3%	
					D											MNO				s	s		X	
42	1		1	1			1					1	1		1				1				1	
				1%									2%		1%				1%					
48	3		3		3			3		1	1			1	1			1	1		1	1		1
	1%		1%		1%			1%		1%	1%			2%	1%			4%	1%		1%	1%		2%
50	10		10	6	3	1	3	7		6	3	1		1	1	7	1	1	3	5		6	3	1
	2%		3%	5%	1%	1%	1%	3%		4%	2%	1%		2%	1%	3%	1%	2%	3%	3%		3%	1%	2%
			B	f												M				U				
52	1		1		1			1		1						1					1	1		
										1%						1%					1%	1%		
55	1		1		1			1			1						1		1			1		
					1%			1%			1%						1%		1%			1%		
58	1		1			1	1				1					1			1			1		
						2%	1%				1%					1%			1%			1%		
60	3	1	2	2	1			3		1		1					3		1		1	1	1	1
	1%	1%	1%	2%				1%		1%		1%					2%		1%		1%		1%	1%
67	1		1		1			1			1						1		1				1	
					1%			1%			1%						1%		1%				1%	
70	2		2		1	1	2			1		1	1		1		1			2			1	1
			1%			1%	1%			1%			2%		1%		1%			1%				2%
75	1		1			1	1				1					1			1			1		
						2%	1%				1%					1%			1%			1%		
80	3	1	1	1	1	1	1	1		1		1		1	1	1			1		1	1	2	
	1%	1%		1%		1%	1%			1%		1%		2%	1%	1%			1%		1%		1%	
100	14		14	7	3	3	9	3	1	2	8	3		2	2	9	2	1	2	8	2	6	4	4
	3%		4%	6%	1%	4%	4%	1%	31%	2%	5%	2%		3%	2%	4%	2%	2%	2%	5%	1%	3%	2%	5%
			B	E												M				u				
120	2	1	1	1		1	1	1		2						1	1		1	1		1	1	
	1%	1%		1%		1%	1%			2%						1%	1%		1%	1%		1%	1%	
150	1		1			1		1				1				1			1			1		
						1%													1%					
200	1		1		1			1				1				1					1	1		
250	1		1		1			1			1						1			1		1		
					1%			1%			1%						1%			1%		1%		
260	1		1	1				1			1		1		1					1				1
				1%				1%			1%		3%		1%					1%				2%
300	2		2		2		1	1		1		1		1	1	1			1	1		2		
			1%		1%		1%			1%				2%	1%				1%	1%		1%		
350	1		1		1			1				1				1				1				1
																								1%
365	1		1	1			1			1				1	1						1		1	
				1%			1%			1%				2%	1%						1%		1%	
380	2		2	1	1		1	1		2						1		1			1	1		1
	1%		1%	1%			1%			2%						1%		3%			1%	1%		2%
400	1		1	1				1				1		1	1						1			1
				1%										1%	1%									1%
500	1		1		1			1				1				1			1					1
																			1%					1%

Table 25.1
P4 - Parents: average reading time/week
Based on total who read books

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 12	BC	Prairies	West	Ontario	Quebec	Atlantic	<$50K	$50-99K	$100K+	1	2	3+
Total Actual	596	144	450	139	152	135	280	312	5	164	196	236	53	91	146	152	152	54	126	219	180	258	149	89
Total Weighted	596	141	453	152	158	111	291	302	5	202	204	189	53	91	146	152	152	54	125	219	180	256	154	86
Nets used for Children for comparison...																								
None	32	6	25	8	19	5	14	18		11	10	11	1	3	8	12	9	2	8	10	6	11	14	6
	5%	5%	5%	5%	12%	4%	5%	6%		5%	5%	6%	3%	3%	6%	7%	6%	3%	6%	5%	3%	4%	9%	7%
Under 1 hour / week	82	14	45	11	36	15	31	27		26	17	17	3	10	14	26	18	5	14	24	15	27	26	7
	14%	10%	10%	7%	23%	13%	12%	8%		13%	8%	9%	6%	11%	7%	17%	12%	9%	10%	11%	8%	11%	16%	8%
1 - 3 hours / week	199	60	140	54	109	36	89	108	2	64	67	68	16	31	48	81	39	12	48	66	71	91	80	28
	33%	42%	30%	35%	69%	32%	32%	36%	42%	32%	33%	36%	30%	35%	32%	53%	26%	22%	39%	30%	39%	36%	51%	32%
Over 3 to 5 hours / week	102	18	84	24	61	16	46	55		34	32	35	9	15	24	45	27	5	15	42	37	35	54	13
	17%	13%	18%	16%	39%	14%	16%	18%		17%	16%	18%	16%	16%	16%	29%	18%	10%	12%	19%	20%	14%	35%	15%
Over 5 to 7 hours / week	80	17	63	17	43	20	30	48	2	28	29	22	6	14	21	37	9	13	17	26	35	33	36	12
	13%	12%	14%	11%	28%	17%	11%	16%	58%	14%	14%	12%	11%	16%	14%	24%	6%	24%	13%	12%	19%	13%	24%	14%
Over 7 to 14 hours / week	88	17	71	31	42	15	50	38		31	34	24	8	17	26	33	18	11	18	35	27	36	35	17
	15%	12%	15%	20%	27%	12%	18%	12%		15%	16%	12%	15%	18%	17%	13%	12%	20%	14%	16%	15%	14%	23%	19%
More than 14 hours per week	39	4	31	7	17	14	20	19		7	15	16	4	4	8	17	11	3	15	12	8	17	11	11
	7%	3%	7%	5%	1%	12%	7%	6%		4%	8%	8%	7%	4%	5%	7%	8%	6%	12%	6%	4%	7%	8%	13%
Net Up to 3	291	80	230	79	164	53	136	155	2	101	94	96	25	45	70	119	86	21	70	100	94	129	120	42
	48%	57%	46%	48%	50%	45%	46%	49%	42%	50%	46%	50%	45%	47%	48%	47%	57%	39%	55%	46%	49%	50%	67%	45%
Net >3 to 7	182	35	147	41	104	36	76	103	2	63	62	57	18	29	47	83	48	16	33	68	63	68	90	24
	30%	25%	32%	27%	32%	32%	27%	33%	58%	31%	30%	30%	33%	30%	32%	55%	32%	29%	26%	31%	35%	27%	59%	28%
Net Over 7	127	25	102	39	59	29	69	58		38	49	40	12	21	34	50	30	13	33	47	35	53	45	28
	21%	18%	22%	25%	18%	24%	24%	19%		19%	24%	21%	22%	23%	23%	33%	20%	24%	26%	21%	19%	21%	18%	33%
Average #	5.4	5.0	5.5	5.0	5.2	6.4	5.2	5.5	4.8	4.9	5.8	5.4	5.4	5.2	5.3	5.4	5.2	6.2	6.6	5.2	4.9	5.4	5.0	6.4
Median #	3.5	3.0	3.5	3.5	3.0	4.0	3.3	3.5	4.0	3.3	3.5	3.5	3.5	3.5	3.5	3.5	3.0	4.0	3.0	3.5	3.0	3.0	3.5	4.0
Average # excluding outliers over 40 hours a week	5.1	4.5	5.3	5.0	4.6	5.4	5.1	5.1	4.8	4.5	5.5	5.3	5.4	4.9	5.1	5.1	4.7	6.2	5.3	4.9	4.9	5.1	4.9	5.6
Nets selected for even distribution among weights...																								
Net Under 1 hrs a week	107	45	121	40	97	31	68	79		59	39	50	17	28	45	69	46	7	43	55	50	71	74	22
	18%	32%	26%	26%	29%	25%	23%	25%		29%	19%	26%	30%	30%	30%	27%	30%	15%	32%	25%	28%	28%	29%	22%
Net 1.5 hours to under 3 hours a week	155	45	110	42	85	27	66	85	2	52	45	55	12	21	35	61	45	20	33	55	67	73	57	23
	26%	29%	24%	27%	26%	22%	24%	27%	42%	26%	22%	29%	22%	24%	23%	25%	30%	20%	23%	27%	37%	29%	22%	26%
Net 4 hours to under 8 hours a week	165	36	132	38	52	15	65	94	2	58	55	50	16	25	42	71	32	16	29	60	76	91	35	25
	27%	25%	29%	25%	28%	28%	23%	30%	58%	29%	27%	26%	28%	27%	28%	29%	21%	30%	21%	28%	30%	35%	32%	27%
Net 8 hours or more a week	102	24	85	33	33	28	62	39		32	46	36	11	18	29	47	29	9	32	45	25	51	41	10
	20%	17%	20%	22%	17%	24%	22%	14%		16%	23%	20%	19%	19%	19%	19%	19%	20%	24%	20%	17%	21%	16%	29%
Net 8 hours or more a week	111	24	95	29	39	28	52	55		33	46	38	11	18	29	47	29	13	32	45	32	55	42	24
	20%	17%	23%	22%	17%	24%	22%	18%		16%	23%	20%	19%	19%	19%	19%	19%	23%	24%	20%	17%	21%	16%	27%
Net Over 40 hours a week	6	1	7		5	1	1	5		1	5	1		1	1	1	1	1	2	1		1	1	1
	1%	1%	2%		4%	1%		2%		1%	3%			1%	1%			1%	2%	1%				1%
Net Under 2	186	47	137	44	106	36	35	89		35	60	59	19	33	52	76	50	7	45	62	58	78	84	22
	31%	33%	30%	29%	32%	33%	12%	29%		32%	29%	30%	34%	36%	36%	50%	33%	13%	34%	29%	32%	31%	33%	26%
Net 2 to <5	175	32	135	45	101	29	76	97	2	59	52	63	14	25	39	71	55	10	34	68	69	73	67	31
	29%	22%	27%	29%	32%	26%	27%	32%	42%	29%	26%	33%	25%	28%	26%	46%	36%	19%	26%	31%	38%	29%	44%	36%
Net 5 or more	240	64	198	64	120	56	110	128	2	78	91	72	22	37	60	105	48	17	56	86	75	95	105	42
	40%	45%	43%	42%	37%	47%	38%	41%	58%	38%	45%	37%	41%	39%	40%	42%	32%	32%	45%	40%	39%	38%	41%	49%
																		+DVD						
000.0	32	4	25	4	19	3	14	18		11	10	11	1	3	4	12	9	2	8	10	4	11	14	6
	5%	3%	6%	3%	8%	3%	5%	6%		5%	5%	6%	3%	3%	3%	7%	6%	3%	6%	5%	2%	4%	9%	7%
000.1	3	1	2		1	2	2	1		1	1	1				1	1		1	2		1	1	1
	1%		1%			2%	1%			1%	1%					1%	1%		1%	1%				1%
000.2	7	1	6	2	4	1	3	2		1		2	1	1	2	2	2		1	4		1	1	1
	1%	1%	1%	2%	1%	1%	2%	1%		2%		1%	1%	1%	1%	1%	1%			2%			1%	1%
000.3	10	2	14	3	10	1	6	10		7	6	4	1	3	3	6	7		3	5	2	7	7	2
	2%	1%	3%	2%	3%	1%	2%	3%		3%		2%	m	2%	2%	2%	4%		2%	2%	1%	3%	5%	2%
000.4	1	1			1		1	1				1					1		1	1			1	
												1%					1%						1%	
000.5	20	4	21	6	17	2	17	11		16	4	1	1	6	6	12	6		6	10	6	16	10	2
	3%	3%	5%		4%		6%	4%		8%	2%		1%	6%	4%	7%	3%		5%	5%	3%	6%	4%	2%
000.6	3	2			3		3	1		1		1				2	1			2	1	2	1	
	1%	2%			1%	2%	1%			1%		1%				1%	1%			1%	1%	1%	1%	
001.0	84	22	62	19	49	15	36	28		17	28	19	5	13	18	19	9	7	17	21	23	26	31	7
	13%	16%	12%	12%	10%	13%	12%	9%		9%	14%	10%	10%	14%	12%	9%	10%	7%	13%	10%	12%	10%	20%	8%
001.1	1		1		1			1						1										
														1%										
001.2	6	2	4	1	4		3	3		2	1	2	1		1	4						3	1	1
	1%	1%	1%	1%	3%	2%	1%	1%		1%	1%	1%	1%		1%	3%						1%	1%	1%
001.3	1		1		1		1	1		1	1			1		1			1			1	1	
	1%		1%		1%		1%	1%		1%	1%			1%		1%			1%			1%	1%	
001.5	10	1	9	4	6		6	11		7	4	1		1	5	4	1		4	6	1	4	4	2
	2%	1%	2%	3%	3%	2%	2%	3%		4%		1%		1%	3%	3%	1%		2%	3%	1%	2%	3%	1%
001.8	1		1		1		1			1		1				1						1		
												1%				1%						1%		
002.0	43	17	27	10	25	8	16	26		16	14	14	3	7	10	14	17		9	14	18	24	14	6
	7%	12%	6%	6%	8%	7%	6%	8%	27%	8%	7%	7%	6%	8%	7%	9%	11%	4%	6%	6%	9%	10%	5%	6%
002.1	1	1		1	1			1							1	1	1		1	1		1		
		1%		1%				1%							1%	1%	1%		1%	1%		1%		
002.2	1		1					1			1						1			1				1
			1%					1%			1%						1%			1%				1%
002.3	4	1	3	2	2		1	3		4			1	1	2	1	1		1		3	1	2	
	1%	1%	1%	1%	1%			1%		2%			2%	1%	2%					1%	1%		1%	
002.5	12	3	9	4	6	2	5	7		7	4	1			1	4	5		4		3	2	3	2
	2%	2%	2%	2%	1%	1%	2%	2%		3%	2%	1%	1%			2%	4%	1%	2%	2%	1%	1%	3%	1%
002.7	1		1	1			1				1					1	Nei							
				1%							1%					1%			1%					1%
002.8	1		1					1									1					1		
						1%																		
003.0	46	12	35	11	25	9	17	22	1	12	13	11		3	3	23	11	6	8	12	13	28	13	5
	7%	8%	7%		2%	3%	3%	7%	15%		6%	6%		3%	2%	9%	7%	7%	6%	5%	7%	8%	5%	7%
003.1	1	1			1	1	1									AMC								
		1%			1%	1%	1%									1%								
003.2	1		1		1		1				1					1				1		1		
			1%				1%				1%													
003.3	6		6		3	3	3				1	1		2	1	1	1			1		1	1	
	1%		1%		1%	2%	1%				1%	1%		2%	1%					1%		1%	1%	
003.5	20	2	18	7	11	2	12	9		9	7		1	4	3	11	4	2	4	10	5	10	9	1
	3%	1%	4%	5%	3%		4%	3%		4%	3%	2%	1%	4%	3%	4%	3%	2%	3%	5%	2%	4%	6%	1%
003.8	1		1	1	1		1			1		1		1	1	1	1			1		1		
			1%	1%						1%		1%		2%						1%				
004.0	26	4	18	2	21	3	13	14		9	4	14	2	1	7	7	11	5	5	9	12	8	12	6
	4%	3%	4%	1%	7%	2%	4%	4%		4%	2%	7%	4%	1%	5%	1%	7%	1%	3%	4%	7%	3%	5%	6%
004.1	1	1			1	1	1					1					1			1			1	
						1%																		
004.2	1		1		1			1								1						1		
004.3	1		1		1		1									1								
004.5	2		2		2		2									2						2		
004.8	1		1		1		1									1						1		
005.0	10		10		10		10									10						10		
	2%		2%		2%		3%									3%						3%		
005.1	1		1		1		1									1						1		
005.2	1		1		1		1									1						1		
005.3	1		1		1		1									1						1		
005.5	2		2		2		2									2						2		
005.6	1		1		1		1									1						1		
005.8	1		1		1		1									1						1		
006.0	10		10		10		10									10						10		
	2%		2%		2%		3%									3%						3%		
006.1	1		1		1		1									1						1		
006.4	1		1		1		1									1						1		
006.5	2		2		2		2									2						2		
006.7	1		1		1		1									1						1		
007.0	8		8		8		8									8						8		
	1%		1%		1%		2%									2%						2%		
007.5	9		9		9		9									9						9		
	2%		2%		2%		3%									3%						3%		
007.8	1		1		1		1									1						1		
008.0	2		2		2		2									2						2		
008.1	1		1		1		1									1						1		
008.3	1		1		1		1									1						1		
008.5	2		2		2		2									2						2		
008.8	1		1		1		1									1						1		
009.0	1		1		1		1									1						1		
009.5	1		1		1		1									1						1		
010.0	15		15		15		15									15						15		
	2%		2%		2%		3%									3%						3%		
012.2	1		1		1		1									1						1		
012.5	1		1		1		1									1						1		
012.8	1		1		1		1									1						1		
013.0	2		2		2		2									2						2		
013.5	1		1		1		1									1						1		
014.5	1		1		1		1									1						1		
014.8	1		1		1		1									1						1		
015.0	9		9		9		9									9						9		
	2%		2%		2%		3%									3%						3%		
015.5	1		1		1		1									1						1		
016.3	1		1		1		1									1						1		
016.5	1		1		1		1									1						1		
016.8	1		1		1		1									1						1		
020.0	9		9		9		9									9						9		
							2%									2%						2%		
020.2	1		1		1		1									1						1		
020.5	1		1		1		1									1						1		
021.0	1		1		1		1									1						1		
021.1	1		1		1		1									1						1		
023.0	1		1		1		1									1						1		
025.0	1		1		1		1									1						1		
030.0	9		9		9		9									9						9		
							1%									1%						1%		
030.9	1		1		1		1									1						1		
035.0	1		1		1		1									1						1		
							1%									1%						1%		
040.0	9		9		9		9									9						9		
							1%									1%						1%		
040.2	1		1		1		1									1						1		
							1%									1%						1%		
060.5	1		1		1		1									1						1		
072.0	1		1		1		1									1						1		
Full distribution...																								

Table 1b1
P4 - Parents: average reading time/week (read at least several times per month)
Based on total who read books at least several times per month

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 12	BC	Prairies	West	Ontario	Quebec	Atlantic	<$50K	$0-99K	$100K+	1	2	3+
Total Actual	842	386	452	110	208	525	213	240	6	138	116	217	42	76	115	208	107	84	100	160	154	186	192	75
Total Weighted	842	348	493	120	214	508	214	240	6	157	142	144	45	76	117	201	110	84	95	170	164	184	189	71
Nets used for Children for comparison...																								
None	1	1			1			1			1		1		1				1					
		1%			1%			1%			1%		3%		1%				1%					
Under 1 hour / week	21	6	15		15	6	14	7		12	6	3		3	3	13	3		5	9	6	10	10	2
	3%	2%	3%		7%	1%	7%	3%		8%	4%	2%		4%	3%	6%	3%		5%	5%	4%	5%	5%	3%
										a				cd	f	bdf	bd							
1 - 3 hours / week	152	46	106	43	85	25	83	67	2	52	52	45	12	21	33	62	47	6	38	50	56	66	62	24
	18%	13%	22%	35%	39%	5%	39%	28%	42%	33%	36%	31%	26%	28%	28%	31%	43%	7%	39%	29%	34%	35%	32%	33%
																	abgdhi							
Over 3 to 5 hours / week	94	17	77	22	37	36	43	51		21	31	32	8	14	22	42	24	5	11	41	37	31	50	12
	20%	10%	23%	18%	22%	18%	20%	21%		20%	28%	22%	19%	19%	19%	21%	22%	14%	11%	24%	23%	16%	27%	17%
Over 5 to 7 hours / week	75	15	60	16	41	18	28	44	3	27	27	22	9	14	21	34	8	13	15	23	36	32	33	10
	16%	14%	17%	13%	19%	11%	13%	18%	58%	17%	19%	15%	21%	18%	18%	17%	7%	16%	16%	14%	23%	17%	17%	13%
Over 7 to 14 hours / week	86	16	70	31	40	15	48	38		30	16	21	8	17	26	33	17	11	16	25	22	35	35	17
	18%	15%	20%	25%	19%	10%	22%	16%		19%	11%	15%	19%	24%	22%	17%	15%	13%	16%	15%	13%	19%	18%	23%
More than 14 hours per week	36	7	30	7	15	14	18	18		6	14	16	4	4	4	7	9	3	14	11	6	17	10	2
	8%	6%	8%	6%	6%	10%	8%	7%		4%	9%	11%	10%	5%	3%	4%	8%	3%	14%	6%	3%	9%	5%	3%
						bcdfgi													bcdfgi					
Net Up to 3	173	53	121	47	101	27	77	91	2	64	57	53	13	25	38	75	50	9	43	60	61	76	72	27
	37%	49%	34%	38%	40%	30%	36%	39%	42%	41%	35%	36%	31%	34%	33%	37%	48%	10%	45%	35%	38%	40%	36%	35%
																	abgdhi							
Net >3 to 7	160	31	137	37	78	44	71	96	3	48	57	54	17	28	45	76	42	16	26	64	63	62	64	22
	36%	30%	40%	30%	39%	39%	33%	39%	58%	37%	35%	37%	41%	37%	39%	38%	39%	19%	26%	39%	40%	35%	34%	30%
Net Over 7	122	23	100	39	55	28	66	56		36	48	39	12	21	34	50	25	13	30	46	35	51	45	24
	29%	21%	29%	33%	25%	10%	31%	23%		23%	29%	27%	28%	29%	29%	25%	23%	15%	30%	27%	22%	27%	23%	34%
				a			a																	a
Average #	6.3	5.4	6.6	5.9	5.8	6.9	6.2	6.4	4.8	5.6	6.5	6.8	6.8	6.4	6.5	6.5	5.4	7.0	7.3	5.8	5.7	6.7	5.8	6.1
						bd													b					
Median #	4.5	3.1	5.0	4.5	4.0	4.0	4.5	4.5	4.0	4.0	5.0	4.0	5.1	5.0	5.0	4.5	3.5	7.0	4.0	4.5	4.0	4.0	4.5	4.5
Average # excluding outliers over 40 hours a week	5.5	5.4	5.5	5.9	5.4	5.4	4.1	6.4	4.8	5.1	6.3	6.8	6.8	6.3	6.3	6.1	5.4	7.0	6.3	5.8	5.7	6.3	5.7	6.1
						bd																		
Nets calculated for even distribution among weekly totals...																								
Net Under 1																								
Net Under 1 hrs a week	67	23	44	17	40	9	37	30		23	27	17	4	9	16	31	18	2	20	22	22	28	30	9
	14%	21%	12%	14%	16%	10%	17%	12%		15%	16%	12%	15%	12%	13%	15%	16%	7%	20%	13%	14%	15%	15%	12%
Net 1.5 hours to under 3 hours a week	104	36	69	30	75	21	56	76	2	40	41	45	11	20	21	56	40	7	27	38	40	61	53	20
	29%	33%	28%	31%	36%	24%	26%	31%	42%	31%	25%	30%	26%	27%	27%	28%	36%	19%	27%	29%	30%	32%	27%	27%
Net 4 hours to under 8 hours a week	152	28	124	34	88	31	82	68	2	54	50	48	15	25	41	67	25	16	23	58	62	76	56	24
	33%	26%	35%	27%	35%	34%	29%	35%	58%	34%	35%	35%	35%	35%	35%	33%	26%	42%	23%	33%	36%	39%	30%	32%
Net 8 hours or more a week	112	21	91	33	50	28	59	54		32	45	37	11	18	29	47	19	10	20	42	40	50	41	21
	24%	20%	26%	27%	20%	32%	27%	22%		20%	28%	25%	25%	25%	25%	23%	22%	13%	20%	24%	25%	26%	20%	29%
						a																		
Net 8 hours or more a week	111	21	90	33	50	28	59	54		32	45	37	11	18	29	47	19	10	20	42	40	50	41	21
	24%	20%	26%	27%	20%	32%	27%	22%		20%	28%	25%	25%	25%	25%	23%	22%	13%	20%	24%	25%	26%	20%	29%
						a																		
Net Over 40 hours a week	2		2		2		1	1		1			1		1	1	1		2			1	1	
			1%		1%					1%			1%		1%	1%	1%		2%			1%	1%	
Net Under 2	81	23	58	21	50	9	44	37		31	28	22	8	14	22	35	20	6	22	28	29	33	38	10
	17%	21%	16%	17%	23%	11%	21%	15%		20%	17%	15%	18%	20%	19%	18%	18%	8%	22%	17%	18%	17%	19%	13%
Net 2 to <5	158	45	113	42	90	26	65	91	2	54	49	55	12	22	35	66	49	10	30	61	67	66	63	28
	34%	42%	31%	34%	36%	33%	30%	37%	42%	34%	34%	37%	29%	30%	30%	33%	46%	12%	30%	36%	41%	35%	33%	37%
																	abgdhi							
Net 5 or more	228	40	187	40	113	74	106	119	3	73	85	70	22	37	60	99	42	17	48	81	75	91	99	38
	49%	37%	52%	40%	45%	50%	49%	49%	58%	46%	59%	47%	53%	50%	51%	49%	38%	20%	48%	48%	47%	48%	49%	50%
			b			b									b		abfhi							
000.0	1	1			1			1			1		1		1					1				1
		1%			1%			1%			1%		3%		1%					1%				2%
000.1																								
000.2	2		2	1	1		2			2							2			2			2	
	1%		1%	1%			1%			2%							2%			1%			1%	
000.3	4		4	1	3		2	2		1	1			1	1	2	1		1	1	1	1	1	2
	1%		1%	1%	1%		1%	1%		1%	1%			1%	1%	1%	1%		1%	1%	1%	1%	1%	3%
			a																					
000.4	1		1		1			1			1						1		1				1	
																	1%		1%					
000.5	7	2	5	2	7		7	4		7	1			1	1	2	1		3	4	1	4	3	
	2%	1%	1%	2%	2%	2%	2%	2%		5%	1%			1%	1%	1%	1%		3%	2%	2%	2%	2%	
										a												a	a	
000.8	1	1			1		1	1		1	1					2				1		2	1	
		1%			1%	1%	1%			1%	1%					2%				1%		1%	1%	
																mnqr								
001.0	36	7	22	12	19	6	19	18		10	17	9	2	6	8	12	12	2	12	12	12	14	18	3
	8%	10%	5%	10%	7%	3%	9%	7%		6%	10%	6%	5%	7%	6%	7%	11%	2%	12%	7%	7%	7%	9%	3%
		c																						
001.1																								
001.2	5	2	3	1	3		3	1		1	1	2	1		1	3					4	2	1	2
	1%	2%	1%	1%	1%	1%	2%	1%		1%	1%	1%	1%		1%	2%					2%	1%	1%	3%
																mqr								
001.3	7		7		3	3	2	2			3	1	1	1	2	1			1			2	1	
	1%		1%		1%	1%	1%	1%			2%	1%	1%	1%	2%	1%			1%			1%	1%	
			a													n			n					
001.5	12		12	3	8	3	4	7		7		5		5	4	4	1	2	1	4	2	5	7	2
	3%		2%	3%	3%	2%	3%	3%		5%		4%		7%	4%	2%	1%	2%	1%	3%	1%	3%	3%	3%
										a				w										
001.8	1		1		1		1				1				1					1		1		
					1%		1%				1%				1%					1%		1%		
002.0	33	14	19	7	20	6	10	22		14	10	10	2	4	10	15			7	9	15	10	11	3
	7%	13%	3%	6%	8%	1%	5%	9%	27%	9%	6%	7%	6%	8%	7%	7%	13%	2%	7%	5%	10%	5%	6%	4%
		c						bcfhi								3%	mq							
002.1	1	1		1	1			1		1					1	1			1	1			2	
		1%		1%				1%		1%					1%				1%	1%			1%	
								bfhi																
002.2	1		1	1				1			1					1				1				2
			1%	1%				1%			1%					1%				1%				2%
								bfhi																
002.3	4	1	3	2	2		1	3		4			1	1	2	1	1		1	1	1	1	2	
	1%	1%	1%	2%	1%		1%	1%		2%			3%	2%	2%	1%	1%		1%	1%	1%		1%	2%
										a														
002.5	12	3	9	3	4	5	7			7	4	1	1		1	1	1	1	4	2	1	3	2	1
	3%	3%	2%	2%	2%	6%	2%			2%	3%	4%	2%		1%	1%	1%	7%	4%	2%	1%	1%	1%	3%
						bd											No							
002.7	1		1	1			1				1					1			1					1
				1%			1%				1%					1%			1%					2%
002.8	1		1			1		1				1					1					1		
						1%											1%							
003.0	38	11	28	11	23	4	11	22	1	12	13	14		3	3	23	10	2	7	11	11	18	13	3
	8%	10%	6%	9%	5%	1%	5%	9%	17%	8%	9%	10%		4%	3%	11%	9%	2%	8%	6%	7%	10%	7%	4%
														m		MNQ								
003.1	2	1	1		1	1	2				1	1	1		1								2	
		1%			1%	1%	1%				1%	1%	1%		1%								1%	
003.2	1		1		1		1					1				1				1			1	
003.3	6	3	3		5	1	2				1	1					1			1		1	1	
	1%	1%			1%	1%	1%				1%	1%					1%			1%		1%	1%	
003.5	18	1	17	7	9	2	10	9		7	7		1	3	3	10	4	2	4	10	3	8	9	2
	4%	1%	4%	6%	4%	1%	5%	3%		5%	4%		2%	4%	3%	5%	4%	2%	4%	6%	2%	4%	5%	2%
003.8	1		1	1	1		1			1					1	1				1		1	1	
			1%	1%			1%			1%					1%	1%				1%		1%	1%	
004.0	24	7	17	2	20	2	11	14		7	4	13	1	3	6	7	9	2	3	9	12	7	11	4
	5%	7%	3%	2%	8%	1%	5%	6%		3%	3%	9%	1%	3%	5%	3%	8%	1%	3%	5%	7%	4%	6%	2%
						1f											abhi							
004.1	1	1				1	1						1				1			1			1	
		1%				1%							1%				1%							
004.2	1		1		1			1								1					1		1	
004.3																								
004.5																								
004.8																								
005.0	36		36		2	34		36								2	34				36			36
	9%		9%		1%	7%		9%								1%	32%				9%			9%
																	bdfhi							
006.0	34		34		34			34								34					34			34
	9%		9%		7%			9%								7%					9%			9%
006.1	1		1			1		1								1					1			1
			1%			1%		1%								1%					1%			1%
006.4																								
006.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
006.7	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
007.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
									Z															
007.5	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
007.8	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
008.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
008.1	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
008.3	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
008.5	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
008.8	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
009.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
009.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
010.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
010.2	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
010.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
010.8	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
011.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
012.0	3		3		3			3								3					3			3
	1%		1%		1%			1%								1%					1%			1%
012.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
014.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
015.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
015.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
016.3	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
016.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
016.8	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
020.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
020.2	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
020.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
021.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
021.1	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
023.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
025.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
030.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
030.9	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
035.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
040.0	36		36		36			36								36					36			36
	9%		9%		9%			9%								9%					9%			9%
040.2	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
040.5	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
072.0	1		1		1			1								1					1			1
			1%		1%			1%								1%					1%			1%
Full distribution...																								

Table 17-1
P5 - Parent: types of books (all)
Based on total who read books

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	144	452	139	322	135	280	312	4	164	146	286	53	93	146	252	152	46	136	213	190	258	249	89
Total Weighted	599	141	459	152	328	119	281	314	5	202	204	193	55	95	150	252	152	44	135	216	193	250	256	94
Fiction	341	69	271	76	197	68	162	175	4	119	108	113	37	57	94	151	67	28	71	114	120	136	158	47
	57%	49%	59%	50%	60%	58%	58%	56%	85%	59%	53%	59%	67%	60%	63%	60%	44%	63%	52%	53%	62%	54%	62%	50%
			b		d								Q	Q	Q	Q		Q			st		x	
Romance	242	23	219	70	132	39	105	136	1	84	78	80	15	35	50	101	72	19	62	93	65	98	102	41
	40%	16%	48%	46%	40%	33%	37%	43%	31%	41%	38%	41%	28%	37%	33%	40%	48%	42%	46%	43%	34%	39%	40%	44%
			B	F												m	MO		U	u				
Hobbies (cookbooks, photography, quilting etc.)	237	43	194	66	118	52	123	112	3	80	85	72	21	32	52	97	67	21	60	87	69	99	97	41
	40%	31%	42%	43%	36%	44%	44%	36%	58%	40%	42%	37%	38%	33%	35%	38%	44%	47%	44%	41%	36%	40%	38%	43%
			B				h																	
Sci-Fi / Fantasy	206	56	151	53	111	42	82	121	3	65	74	67	19	26	45	80	65	15	53	74	64	94	82	31
	34%	40%	33%	35%	34%	35%	29%	39%	73%	32%	36%	35%	34%	28%	30%	32%	43%	35%	39%	34%	33%	37%	32%	33%
								G									NPO							
Self-Improvement	202	37	165	55	108	40	95	103	5	63	74	65	19	29	47	84	46	25	49	74	63	87	83	32
	34%	26%	36%	36%	33%	33%	34%	33%	100%	31%	36%	34%	34%	30%	32%	33%	30%	57%	36%	34%	33%	35%	33%	34%
			B															MNPQO						
Biographies & Memoirs	198	35	163	52	100	46	87	108	3	69	67	62	12	30	42	92	43	21	47	65	68	96	78	24
	33%	25%	36%	34%	31%	39%	31%	35%	58%	34%	33%	32%	22%	31%	28%	37%	28%	46%	34%	30%	35%	38%	30%	26%
			B													Mo		MnQO				wX		
History	164	49	115	46	81	37	81	80	3	50	67	46	15	27	42	56	49	16	37	59	59	73	67	24
	27%	35%	25%	30%	25%	31%	29%	26%	58%	25%	33%	24%	27%	29%	28%	22%	32%	37%	27%	27%	30%	29%	26%	26%
		C									I						P	p						
Travel	107	30	77	27	55	24	52	52	3	38	34	35	7	17	24	45	30	7	25	36	42	44	46	17
	18%	21%	17%	18%	17%	20%	19%	17%	58%	19%	16%	18%	13%	18%	16%	18%	19%	17%	19%	16%	22%	18%	18%	18%
Graphic Novels / Comics / Manga	99	23	77	37	45	18	44	54	1	37	31	32	11	14	25	34	33	7	30	31	26	43	39	18
	17%	16%	17%	24%	14%	15%	16%	17%	31%	18%	15%	16%	20%	15%	17%	14%	22%	16%	22%	14%	14%	17%	15%	19%
				Ef													p		tu					
Business	79	31	48	25	36	18	36	42	1	25	29	25	6	11	17	48	12	2	14	27	35	35	27	17
	13%	22%	11%	16%	11%	15%	13%	13%	31%	12%	14%	13%	10%	12%	11%	19%	8%	4%	10%	13%	18%	14%	11%	18%
		C														mnQRO					s			
Philosophy	72	13	59	23	38	11	38	31	3	23	31	18	9	11	20	29	16	7	21	26	23	29	29	13
	12%	9%	13%	15%	11%	10%	14%	10%	58%	12%	15%	9%	16%	11%	13%	12%	11%	15%	15%	12%	12%	12%	12%	14%
											I													
Poetry	40	6	35	13	18	9	18	20	3	15	18	7	5	4	9	18	10	3	15	15	9	17	20	3
	7%	4%	8%	9%	6%	7%	6%	6%	58%	7%	9%	4%	9%	4%	6%	7%	7%	7%	11%	7%	5%	7%	8%	4%
											I								U					
Other	104	17	87	28	55	21	51	50	3	37	42	25	5	19	24	42	28	10	24	37	28	45	44	15
	17%	12%	19%	19%	17%	18%	18%	16%	58%	18%	21%	13%	9%	20%	16%	17%	18%	22%	18%	17%	15%	18%	17%	16%
			B								I			m		m	m	m						

Table 18-1
P5 - Parent: types of books (read at least several times/month)
Based on total who read books at least several times per month

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	110	351	112	248	101	211	246	4	128	116	217	41	74	115	200	107	39	100	169	154	196	192	73
Total Weighted	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
Fiction	294	59	234	70	163	60	142	147	4	105	94	95	31	53	84	128	55	27	59	101	108	116	133	44
	63%	55%	65%	57%	64%	67%	66%	60%	85%	66%	58%	65%	73%	72%	72%	64%	49%	71%	59%	59%	67%	61%	67%	58%
			b										Q	Q	Q	Q		Q						
Romance	194	19	175	58	105	31	83	110	1	71	59	63	11	27	38	83	53	19	46	77	54	80	78	36
	42%	17%	49%	47%	41%	35%	39%	44%	31%	45%	36%	43%	27%	36%	33%	42%	48%	49%	46%	45%	34%	42%	39%	47%
			B	f												m	MO	Mo	u	U				
Hobbies (cookbooks, photography, quilting etc.)	190	31	159	53	96	42	93	94	3	60	74	55	18	25	43	81	47	19	49	67	60	79	76	35
	41%	29%	44%	43%	38%	46%	44%	38%	58%	38%	46%	38%	43%	33%	37%	40%	43%	49%	49%	39%	37%	42%	38%	46%
			B																u					
Sci-Fi / Fantasy	176	46	131	46	95	35	72	101	3	57	63	57	16	22	39	71	51	15	44	65	56	78	70	28
	38%	42%	36%	37%	37%	39%	34%	41%	73%	36%	39%	39%	38%	30%	33%	35%	46%	40%	44%	38%	35%	41%	35%	37%
																	Npo							
Biographies & Memoirs	166	29	138	48	80	39	71	92	3	59	57	50	10	26	35	77	34	20	39	53	60	81	64	21
	36%	26%	38%	39%	31%	43%	33%	37%	58%	38%	35%	34%	22%	35%	30%	38%	31%	52%	39%	31%	37%	43%	32%	27%
			B			e										M		MnQO				WX		
Self-Improvement	163	32	130	45	86	32	77	82	5	50	60	52	18	20	38	68	34	23	42	58	51	68	68	27
	35%	30%	36%	37%	34%	35%	36%	33%	100%	32%	37%	35%	42%	27%	33%	34%	30%	59%	42%	34%	32%	36%	34%	35%
																		NPQO						
History	148	44	105	44	71	33	72	74	3	46	63	40	14	21	35	54	42	16	34	51	54	65	60	23
	32%	40%	29%	36%	28%	37%	34%	30%	58%	29%	39%	27%	33%	29%	30%	27%	38%	42%	34%	30%	34%	34%	30%	31%
		C									L						p	p						
Travel	92	25	67	27	46	20	42	48	3	33	29	30	6	14	20	42	24	6	19	33	36	35	42	15
	20%	23%	19%	22%	18%	22%	20%	19%	58%	21%	18%	20%	14%	19%	17%	21%	22%	16%	19%	20%	22%	19%	21%	20%
Graphic Novels / Comics / Manga	88	19	69	33	41	14	40	47	1	33	25	30	11	13	24	30	26	7	27	27	23	36	37	16
	19%	18%	19%	27%	16%	16%	19%	19%	31%	21%	16%	20%	26%	18%	21%	15%	24%	19%	27%	16%	15%	19%	18%	21%
				Ef													p		TU					
Business	68	27	41	21	31	16	30	37	1	21	25	22	6	9	15	40	11	2	12	24	29	32	21	15
	15%	25%	11%	17%	12%	17%	14%	15%	31%	13%	16%	15%	13%	13%	13%	20%	10%	5%	12%	14%	18%	17%	11%	20%
		C														QRo						w		w
Philosophy	62	12	50	21	30	11	33	26	3	21	27	14	9	9	18	22	14	7	17	22	21	25	25	12
	13%	11%	14%	17%	12%	13%	16%	10%	58%	13%	16%	10%	21%	13%	16%	11%	13%	17%	17%	13%	13%	13%	12%	16%
											I													
Poetry	36	6	30	10	17	9	16	17	3	15	14	7	5	4	9	14	10	3	13	13	9	16	17	3
	8%	5%	8%	8%	7%	10%	8%	7%	58%	9%	9%	5%	11%	5%	7%	7%	9%	9%	13%	8%	5%	8%	8%	4%
																			u					
Other	82	11	71	23	43	17	38	41	3	28	35	19	3	13	16	40	20	7	15	31	23	40	30	13
	18%	10%	20%	18%	17%	19%	18%	17%	58%	18%	22%	13%	6%	17%	13%	20%	18%	17%	16%	18%	15%	21%	15%	17%
			B								I			m		M	M							

Table 19-1
P6 - Parent: reasons read books (all)
Based on total who read books

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	144	452	139	322	135	280	312	4	164	146	286	53	93	146	252	152	46	136	213	190	258	249	89
Total Weighted	599	141	459	152	328	119	281	314	5	202	204	193	55	95	150	252	152	44	135	216	193	250	256	94
Escape from routine	272	46	226	72	141	59	125	146	1	80	94	99	27	44	71	120	59	21	69	91	84	119	113	40
	45%	33%	49%	47%	43%	50%	45%	46%	31%	40%	46%	51%	50%	46%	48%	48%	39%	48%	51%	42%	44%	48%	44%	43%
			B									J												
Relief from stress	311	62	249	91	156	64	150	158	3	106	99	106	30	45	75	148	59	30	74	114	93	131	130	50
	52%	44%	54%	60%	48%	54%	53%	50%	73%	52%	49%	55%	54%	47%	50%	58%	39%	68%	55%	53%	48%	53%	51%	53%
			B	E									q		q	nQ		NQO						
Educate myself	318	85	233	74	168	76	164	150	5	93	122	103	30	45	75	147	64	31	74	120	99	128	138	53
	53%	60%	51%	49%	51%	64%	58%	48%	100%	46%	60%	53%	54%	48%	50%	58%	42%	71%	55%	56%	51%	51%	54%	56%
		c				DE	H				J					nQ		NQO						
Entertain	418	87	331	98	233	87	193	220	4	144	141	132	32	60	91	166	134	27	98	155	125	170	179	69
	70%	62%	72%	64%	71%	73%	69%	70%	85%	71%	69%	69%	57%	63%	61%	66%	88%	60%	72%	72%	65%	68%	70%	73%
			B														MNPRO							
Motivate myself	158	31	126	56	70	32	77	79	1	52	56	50	16	29	45	79	20	13	33	59	53	65	69	23
	26%	22%	28%	37%	21%	27%	27%	25%	31%	26%	27%	26%	29%	30%	30%	31%	13%	30%	24%	27%	28%	26%	27%	24%
				Ef									Q	Q	Q	Q		Q						
Generate new ideas	176	40	136	51	85	40	78	95	3	60	66	50	16	30	46	93	29	8	36	60	66	66	81	28
	29%	28%	30%	34%	26%	33%	28%	30%	58%	30%	32%	26%	28%	32%	31%	37%	19%	18%	27%	28%	34%	27%	32%	30%
														Qr	Qr	QR								
Discipline	62	20	42	24	22	17	28	33	1	20	24	19	7	11	18	27	14	3	16	22	19	25	28	9
	10%	15%	9%	16%	7%	14%	10%	11%	31%	10%	12%	10%	13%	12%	12%	11%	9%	7%	12%	10%	10%	10%	11%	10%
				E		E																		
Mental stimulation	271	57	214	75	137	58	140	128	3	93	91	86	27	44	72	132	44	23	62	95	93	118	112	41
	45%	41%	47%	49%	42%	49%	50%	41%	73%	46%	45%	45%	49%	47%	48%	52%	29%	52%	46%	44%	48%	47%	44%	43%
							H						Q	Q	Q	Q		Q						
Other	25	5	20	8	14	2	9	14	1	7	8	9	1	5	6	9	9	1	5	6	10	11	10	3
	4%	3%	4%	5%	4%	2%	3%	5%	31%	4%	4%	5%	1%	5%	4%	3%	6%	3%	4%	3%	5%	5%	4%	4%
																	m							
Net: Escapism (escape, relief, entertain)	531	112	419	134	292	105	246	280	5	182	176	173	47	75	122	231	138	40	126	194	162	221	229	81
	89%	80%	91%	88%	89%	89%	88%	89%	100%	90%	86%	90%	85%	79%	81%	91%	91%	91%	93%	90%	84%	89%	90%	86%
			B													NO	NO	no	U	u				
Net: Self Improvement (all other items, excl "Other")	457	115	342	122	240	96	226	226	5	146	167	144	43	75	118	206	95	38	102	164	152	193	195	68
	76%	82%	75%	80%	73%	81%	80%	72%	100%	73%	82%	74%	77%	79%	79%	82%	62%	85%	75%	76%	79%	77%	76%	73%
		c				e	H				jl		Q	Q	Q	Q		Q						

Table 20-1
P6 - Parent: reasons read books (read at least several times/month)
Based on total who read books at least several times per month

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	110	351	112	248	101	211	246	4	128	116	217	41	74	115	200	107	39	100	169	154	196	192	73
Total Weighted	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
Entertain	344	68	276	85	189	70	161	179	4	118	116	109	26	52	77	138	102	26	75	133	107	135	148	61
	74%	63%	77%	69%	74%	78%	75%	72%	85%	75%	72%	75%	60%	70%	66%	69%	93%	68%	76%	78%	67%	71%	74%	80%
			B														MNPRO			U				
Relief from stress	271	54	217	83	134	54	132	135	3	97	83	91	26	39	65	128	50	28	62	103	83	110	115	46
	58%	50%	61%	67%	53%	60%	62%	55%	73%	62%	51%	62%	60%	53%	56%	64%	45%	74%	62%	60%	52%	58%	57%	60%
			b	E						k		K				Q		NQO						
Educate myself	258	67	192	65	134	60	132	121	5	76	99	82	24	35	59	124	47	27	58	98	82	99	115	44
	55%	61%	53%	53%	53%	66%	62%	49%	100%	48%	61%	56%	57%	48%	51%	62%	42%	71%	58%	58%	51%	52%	57%	57%
						DE	H				J					NQo		NQO						
Mental stimulation	233	53	181	67	116	51	122	108	3	79	76	79	23	37	61	113	37	22	54	81	83	99	97	37
	50%	49%	50%	54%	46%	57%	57%	43%	73%	50%	47%	54%	55%	51%	52%	56%	34%	59%	54%	48%	52%	52%	49%	49%
						e	H						Q	Q	Q	Q		Q						
Escape from routine	224	38	186	60	115	49	104	118	1	68	77	79	24	37	61	97	46	20	53	77	73	97	91	36
	48%	35%	52%	49%	45%	54%	49%	48%	31%	43%	47%	54%	56%	50%	52%	48%	42%	52%	54%	45%	45%	51%	46%	47%
			B									J												
Generate new ideas	147	36	111	44	68	35	66	79	3	52	56	40	14	24	38	79	22	8	31	53	54	57	65	25
	32%	34%	31%	36%	27%	39%	31%	32%	58%	33%	34%	27%	34%	32%	33%	39%	20%	21%	32%	31%	33%	30%	33%	33%
						E								q	Q	QR								
Motivate myself	132	29	104	45	58	30	65	66	1	44	45	43	15	21	36	66	17	13	28	52	45	53	57	23
	28%	26%	29%	36%	23%	33%	30%	27%	31%	28%	28%	29%	35%	29%	31%	33%	15%	35%	28%	30%	28%	28%	28%	30%
				E		e							Q	Q	Q	Q		Q						
Discipline	55	19	36	21	18	16	25	29	1	17	21	17	7	10	17	23	13	2	12	22	16	20	27	8
	12%	18%	10%	17%	7%	17%	12%	12%	31%	11%	13%	12%	17%	13%	15%	11%	12%	5%	13%	13%	10%	11%	13%	10%
		c		E		E									r									
Other	16	2	14	6	9	1	6	9	1	5	7	4		3	3	6	8		3	4	8	7	6	3
	3%	2%	4%	5%	4%	1%	3%	4%	31%	3%	4%	3%		3%	2%	3%	7%		3%	2%	5%	4%	3%	5%
				f	f											MR	MRo							
Net: Escapism (escape, relief, entertain)	426	89	337	112	233	82	197	225	5	148	141	137	37	61	98	188	104	37	95	160	138	171	186	69
	91%	82%	94%	91%	92%	91%	92%	91%	100%	94%	87%	94%	85%	83%	84%	94%	94%	96%	95%	94%	86%	90%	93%	91%
			B							k		k				NO	NO	mNO	U	U				
Net: Self Improvement (all other items, excl	368	93	275	103	190	75	180	184	5	119	134	114	33	59	92	171	72	33	80	133	129	151	159	58
"Other")	79%	86%	77%	83%	75%	84%	84%	74%	100%	76%	83%	78%	78%	80%	79%	85%	65%	85%	81%	78%	80%	79%	80%	76%
		C		e		e	H							Q	Q	Q		Q						

Table 21-1
P7 - Parent: MAIN reason read books (all)
Based on total who read books

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	596	144	452	139	322	135	280	312	4	164	146	286	53	93	146	252	152	46	136	213	190	258	249	89
Total Weighted	599	141	459	152	328	119	281	314	5	202	204	193	55	95	150	252	152	44	135	216	193	250	256	94
Escape from routine	70	10	59	11	38	21	33	37		16	29	24	6	14	20	33	9	8	19	20	26	32	27	11
	12%	7%	13%	7%	12%	18%	12%	12%		8%	14%	13%	10%	15%	13%	13%	6%	17%	14%	9%	14%	13%	11%	12%
			B			D					j			Q	Q	Q		q						
Relief from stress	75	16	59	30	34	12	38	37		36	15	24	8	15	23	35	10	7	19	31	18	31	31	13
	13%	12%	13%	20%	10%	10%	14%	12%		18%	8%	13%	15%	16%	16%	14%	7%	15%	14%	14%	9%	12%	12%	14%
				EF						K		k		Q	Q	Q								
Educate myself	103	39	64	28	52	24	49	51	3	30	41	33	16	15	31	46	19	7	18	40	38	42	42	19
	17%	28%	14%	18%	16%	20%	17%	16%	73%	15%	20%	17%	29%	16%	21%	18%	12%	16%	13%	18%	20%	17%	17%	20%
		C											nQ		q									
Entertain	232	45	187	54	141	37	99	133		87	76	69	16	27	43	74	96	18	53	84	71	91	103	39
	39%	32%	41%	35%	43%	31%	35%	42%		43%	37%	36%	29%	29%	29%	29%	63%	41%	39%	39%	37%	36%	40%	41%
			b		F			g									MNPRO							
Motivate myself	18	4	14	7	9	1	10	7		7	4	6	3	4	7	9	2		4	10	3	9	6	2
	3%	3%	3%	5%	3%	1%	4%	2%		4%	2%	3%	5%	5%	5%	3%	1%		3%	5%	1%	4%	2%	3%
				f										R	R	R				u				
Generate new ideas	20	6	14	6	8	6	9	11		7	7	5	1	7	8	10	2		2	9	8	3	11	6
	3%	4%	3%	4%	2%	5%	3%	4%		4%	3%	3%	2%	7%	5%	4%	1%		2%	4%	4%	1%	4%	6%
														QR	qR	R							v	v
Discipline	4	3	1		2	2	2	2			3	1				2	1	1		1	3	1	3	
	1%	2%			1%	2%	1%	1%			1%	1%				1%	1%	2%		1%	1%		1%	
																							x	
Mental stimulation	58	14	45	10	34	14	34	23	1	14	24	21	5	7	11	35	9	3	15	15	22	31	26	1
	10%	10%	10%	7%	10%	11%	12%	7%	27%	7%	12%	11%	8%	7%	8%	14%	6%	6%	11%	7%	11%	12%	10%	1%
							h									nQrO						X	X	
Other	19	3	16	7	11	2	7	13		5	6	9	1	5	6	7	5	1	5	6	5	10	7	2
	3%	2%	3%	4%	3%	2%	2%	4%		2%	3%	5%	1%	5%	4%	3%	3%	3%	4%	3%	3%	4%	3%	2%
Net: Escapism (escape, relief, entertain)	377	71	305	95	212	70	170	207		139	120	117	30	57	86	143	115	32	91	135	115	153	161	63
	63%	51%	67%	62%	65%	59%	61%	66%		69%	59%	61%	54%	60%	58%	57%	75%	73%	67%	62%	60%	61%	63%	67%
			B							kl							MNPO	mPo						
Net: Self Improvement (all other items, excl "Other")	203	66	137	51	105	47	104	94	5	58	78	67	25	33	58	102	33	11	39	75	73	86	88	29
	34%	47%	30%	33%	32%	39%	37%	30%	100%	29%	38%	35%	45%	35%	39%	40%	22%	24%	29%	35%	38%	34%	34%	31%
		C					h				j		QR	Q	Qr	QR					s			

Table 22-1
P7 - Parent: MAIN reason read books (read at least several times/month)
Based on total who read books at least several times per month

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	110	351	112	248	101	211	246	4	128	116	217	41	74	115	200	107	39	100	169	154	196	192	73
Total Weighted	466	108	358	123	254	90	214	247	5	157	162	146	43	74	117	201	110	38	99	170	160	190	200	76
Entertain	191	35	156	45	115	30	83	108		69	67	55	13	25	39	62	72	18	39	70	62	72	85	33
	41%	32%	44%	37%	45%	33%	39%	44%		44%	41%	37%	31%	34%	33%	31%	65%	47%	39%	41%	39%	38%	43%	44%
			B		F												MNPrO	p						
Educate myself	73	27	46	24	34	15	30	40	3	21	27	26	13	10	23	33	12	5	12	28	28	28	33	13
	16%	25%	13%	19%	14%	17%	14%	16%	73%	13%	16%	18%	30%	13%	19%	17%	11%	14%	12%	16%	18%	15%	16%	16%
		C											npQr		q									
Relief from stress	63	15	48	28	27	9	29	34		31	14	18	6	12	19	31	8	5	17	25	17	22	29	12
	14%	14%	13%	22%	10%	10%	14%	14%		20%	9%	12%	15%	17%	16%	15%	7%	14%	17%	15%	10%	12%	14%	16%
				EF						Kl				q	Q	Q								
Mental stimulation	50	14	37	9	29	12	30	19	1	10	21	20	3	6	9	31	7	3	15	12	18	28	21	1
	11%	13%	10%	7%	11%	14%	14%	8%	27%	6%	13%	13%	8%	7%	8%	16%	7%	7%	15%	7%	11%	15%	11%	2%
							H				j	J				nQrO			t			X	X	
Escape from routine	49	6	43	6	28	15	23	25		14	18	17	4	9	14	24	5	6	10	16	21	26	15	8
	10%	6%	12%	5%	11%	17%	11%	10%		9%	11%	12%	10%	13%	12%	12%	4%	17%	10%	10%	13%	13%	8%	10%
			B		D	D								q	Q	Q		q				w		
Generate new ideas	14	5	8	2	6	6	6	8		6	6	2		7	7	6	1			7	6	2	7	5
	3%	5%	2%	2%	2%	6%	3%	3%		4%	3%	1%		9%	6%	3%	1%			4%	4%	1%	4%	6%
														MpQR	QR	MR				S	S			
Motivate myself	12	4	8	4	7	1	8	5		5	3	5	3	2	5	8			3	7	3	7	3	2
	3%	4%	2%	3%	3%	1%	4%	2%		3%	2%	3%	6%	3%	4%	4%			3%	4%	2%	4%	2%	3%
															QR	QR								
Discipline	3	2	1		2	1	1	2			3	1				1	1	1		1	2		3	
	1%	2%			1%	2%	1%	1%			2%					1%	1%	2%		1%	1%		2%	
																							vx	
Other	11	1	10	5	5	1	3	8		2	4	4		3	3	4	4		3	4	3	6	3	2
	2%	1%	3%	4%	2%	1%	1%	3%		2%	3%	3%		3%	2%	2%	4%		3%	2%	2%	3%	2%	3%
			b													mr	mr							
Net: Escapism (escape, relief, entertain)	302	56	247	79	170	54	136	167		113	99	90	24	47	71	117	85	30	66	111	100	120	129	53
	65%	51%	69%	64%	67%	60%	63%	67%		72%	61%	61%	56%	64%	61%	58%	77%	78%	66%	65%	62%	63%	65%	70%
			B							kL							MnPO	MPO						
Net: Self Improvement (all other items, excl "Other")	153	52	101	39	79	35	76	73	5	42	59	53	19	24	43	80	22	9	30	55	58	65	68	21
	33%	48%	28%	32%	31%	39%	35%	30%	100%	27%	36%	36%	44%	33%	37%	40%	20%	22%	30%	32%	36%	34%	34%	27%
		C										j	QR	q	Qr	QR								

Table 23-1
C1 - Child: reading ability
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Has not yet learned to read	126	21	106	46	71	9	68	57	1	119	6	1	8	23	31	43	43	10	25	55	38	47	48	32
	20%	14%	22%	28%	21%	7%	23%	17%	27%	57%	3%	1%	14%	22%	19%	16%	28%	22%	16%	24%	20%	18%	18%	33%
			B	eF	F		h			KL							MPo			s				VW
Is just starting to recognize written words	100	30	70	36	54	10	46	53	1	71	27	2	15	18	33	42	19	6	16	36	38	35	48	17
	16%	20%	15%	22%	16%	8%	16%	16%	27%	34%	12%	1%	27%	17%	21%	15%	12%	14%	11%	16%	20%	13%	18%	17%
				F	F					KL	L		pQ		Q						S			
Is able to read basic text	150	47	103	36	77	37	67	83		16	92	41	18	20	38	58	42	11	50	55	37	67	63	20
	24%	31%	21%	22%	22%	29%	23%	25%		8%	43%	20%	32%	19%	24%	22%	27%	24%	33%	24%	19%	25%	23%	20%
		C									JL	J							tU					
Is a proficient reader	254	55	200	43	140	72	115	137	2	1	90	163	15	42	57	127	52	19	59	82	81	116	110	29
	40%	36%	42%	27%	41%	56%	39%	42%	46%	1%	42%	79%	27%	41%	36%	47%	33%	41%	40%	36%	42%	44%	41%	30%
					D	DE					J	JK		m		MQO						X	x	
Net: just starting to read/ Able to read basic text	250	77	173	72	130	48	113	135	1	87	119	43	33	38	71	100	61	17	66	91	76	101	112	37
	40%	51%	36%	45%	38%	37%	38%	41%	27%	42%	56%	21%	59%	37%	45%	37%	39%	37%	44%	40%	39%	38%	41%	38%
		C								L	JL		NPQR											
Net: NOT a proficient reader	376	97	278	117	202	57	181	192	2	207	125	45	41	61	102	142	105	27	90	146	114	148	160	68
	60%	64%	58%	73%	59%	44%	61%	58%	54%	99%	58%	21%	73%	59%	64%	53%	67%	59%	60%	64%	58%	56%	59%	70%
				EF	F					KL	L		nP		P		P							Vw
Net: Not an independent reader (items 1,2)	226	50	176	81	125	20	114	110	2	191	32	3	23	41	64	84	62	16	41	90	77	81	97	48
	36%	33%	37%	51%	37%	16%	39%	33%	54%	92%	15%	2%	41%	40%	40%	31%	40%	35%	27%	40%	39%	31%	36%	50%
				EF	F					KL	L				p		p			S	S			VW
Net: An independent reader (items 3,4)	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
	64%	67%	63%	49%	63%	84%	61%	67%	46%	8%	85%	98%	59%	60%	60%	69%	60%	65%	73%	60%	61%	69%	64%	50%
					D	DE					J	JK				qo			TU			X	X	

Table 24-1
C2 - Child: Adult reading aloud
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Currently reads aloud to this child	390	81	309	117	217	56	181	205	4	194	148	47	35	59	95	174	93	29	99	138	121	153	164	72
	62%	53%	65%	73%	64%	43%	61%	62%	85%	93%	69%	23%	63%	58%	60%	65%	59%	63%	66%	60%	62%	58%	61%	75%
			B	EF	F					KL	L													VW
Used to read aloud to this child but doesn't any more	233	70	163	40	121	71	113	119	1	11	66	156	19	42	61	95	61	16	49	86	74	108	101	24
	37%	46%	34%	25%	35%	56%	38%	36%	15%	5%	31%	75%	34%	41%	39%	35%	39%	35%	33%	38%	38%	41%	38%	25%
		C			D	DE					J	JK										X	X	
Has never read aloud to this child	7	1	6	2	3	1	2	5		2		5	1	1	3	1	3	1	2	4	1	3	4	1
	1%	1%	1%	2%	1%	1%	1%	2%		1%		2%	2%	1%	2%		2%	1%	1%	2%	1%	1%	1%	1%
												K												
Net: Read aloud or used to read aload	623	151	472	158	338	127	294	324	5	205	214	203	55	101	156	268	153	46	148	224	194	261	265	96
	99%	99%	99%	98%	99%	99%	99%	98%	100%	99%	100%	98%	98%	99%	98%	100%	98%	99%	99%	98%	99%	99%	99%	99%
											L													
Net: Not currently reading aloud	240	71	169	43	124	73	115	125	1	14	66	161	20	43	64	95	64	17	51	90	75	110	105	25
	38%	47%	35%	27%	36%	57%	39%	38%	15%	7%	31%	77%	37%	42%	40%	35%	41%	37%	34%	40%	38%	42%	39%	25%
		C			D	DE					J	JK										X	X	
Net: Independent reader: NOT (C1 not an independent reader AND C2 Parent Currently reads aloud)	420	109	312	87	223	111	190	228	2	28	186	206	37	65	102	192	96	30	111	144	127	189	181	50
	67%	71%	65%	54%	65%	86%	64%	69%	46%	14%	87%	99%	66%	64%	65%	71%	61%	65%	74%	63%	65%	72%	67%	51%
					D	DE					J	JK				q			Tu			X	X	
Net: Reads aloud: C1 not an independent reader AND C2 Parent Currently reads aloud)	210	43	166	74	118	18	106	101	2	180	28	2	19	37	56	77	60	16	39	84	69	74	88	47
	33%	29%	35%	46%	35%	14%	36%	31%	54%	86%	13%	1%	34%	36%	35%	29%	39%	35%	26%	37%	35%	28%	33%	49%
				EF	F					KL	L						p			S	s			VW

Table 25-1
C3 - Child: age started reading aloud
Based on total parents who read aloud or used to read aloud

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	621	156	465	144	332	145	293	324	4	167	153	301	53	99	152	268	154	47	149	221	192	271	259	91
Total Weighted	623	151	472	158	338	127	294	324	5	205	214	203	55	101	156	268	153	46	148	224	194	261	265	96
While expecting	67	10	57	10	41	15	27	39	1	27	25	15	9	8	17	38	8	5	15	18	29	24	30	12
	11%	7%	12%	7%	12%	12%	9%	12%	31%	13%	12%	7%	16%	8%	11%	14%	5%	11%	10%	8%	15%	9%	11%	13%
			b		D					l			q		q	nQ					T			
0 to 12 months	351	60	292	93	198	61	158	191	2	129	108	114	25	54	79	159	83	30	84	126	107	151	145	55
	56%	40%	62%	59%	59%	48%	54%	59%	54%	63%	50%	56%	45%	54%	51%	59%	54%	65%	57%	56%	55%	58%	55%	57%
			B	f	F					K						m		mo						
13 to 18 months	67	27	40	21	27	19	34	32		18	24	24	3	14	17	25	22	2	10	27	23	30	25	11
	11%	18%	8%	13%	8%	15%	12%	10%		9%	11%	12%	5%	14%	11%	9%	15%	4%	6%	12%	12%	12%	9%	12%
		C				e								mR	r		MR			s	s			
19 months to 2 years old	57	19	37	16	31	10	26	31	1	14	21	22	10	13	23	14	16	5	17	15	17	27	21	8
	9%	13%	8%	10%	9%	8%	9%	9%	15%	7%	10%	11%	17%	13%	15%	5%	10%	10%	11%	7%	9%	11%	8%	8%
												j	P	P	P		p							
over 2 to 3 years old	43	19	24	14	20	9	27	16		14	17	13	5	8	13	13	16	1	9	23	10	13	25	5
	7%	13%	5%	9%	6%	7%	9%	5%		7%	8%	6%	9%	8%	8%	5%	10%	3%	6%	10%	5%	5%	9%	5%
		C					H										pR			U			v	
over 3 to 5 years old	24	11	13	5	9	10	15	8		4	13	7	1	2	3	12	7	2	7	9	5	10	10	3
	4%	7%	3%	3%	3%	8%	5%	3%		2%	6%	4%	1%	2%	2%	5%	5%	5%	5%	4%	3%	4%	4%	3%
		c				dE					j					o								
over 5 to 9 years old	14	5	10		12	3	7	8			7	7	3	1	5	6	2	1	6	5	3	6	8	1
	2%	3%	2%		3%	2%	2%	2%			3%	4%	6%	1%	3%	2%	1%	3%	4%	2%	1%	2%	3%	1%
					D	d					J	J												
Older than 9 years																								
Net: Expecting or Up to 12 months	418	70	348	103	239	76	185	230	4	156	133	129	33	62	96	198	91	34	99	144	136	175	176	67
	67%	46%	74%	65%	71%	60%	63%	71%	85%	76%	62%	63%	61%	62%	61%	74%	59%	75%	67%	64%	70%	67%	66%	70%
			B		F			G		KL						NQO		Qo						
Net: 13 months to 2 years	123	46	77	37	58	29	60	63	1	32	45	47	12	27	40	39	38	7	27	42	41	58	47	19
	20%	31%	16%	23%	17%	23%	20%	19%	15%	16%	21%	23%	22%	27%	26%	15%	25%	14%	18%	19%	21%	22%	18%	20%
		C										J		Pr	Pr		P							
Net: Over 2 years	81	34	47	18	41	22	49	32		17	36	28	9	11	20	32	25	5	22	37	18	28	43	10
	13%	23%	10%	12%	12%	18%	17%	10%		8%	17%	14%	16%	11%	13%	12%	16%	10%	15%	17%	9%	11%	16%	10%
		C					H				J	j								U			v	
Net: 13 months plus	205	81	124	55	98	51	109	95	1	49	81	74	21	39	60	71	63	11	49	80	59	86	89	29
	33%	54%	26%	35%	29%	40%	37%	29%	15%	24%	38%	37%	39%	38%	39%	26%	41%	25%	33%	36%	30%	33%	34%	30%
		C				E	H				J	J		P	Pr		PR							

Table 26-1
C4 - Child: age stopped reading aloud
Based on total parents who no longer read aloud

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	287	82	205	47	148	92	136	150	1	9	47	231	22	50	72	115	77	23	64	101	90	138	118	31
Total Weighted	233	70	163	40	121	71	113	119	1	11	66	156	19	42	61	95	61	16	49	86	74	108	101	24
Under 1 year old	3	1	2	1	1	1	1	2		1		2		2	2	1	1		1	1	2	2	1	
	1%	2%	1%	3%	1%	1%	1%	2%		11%		1%		5%	3%	1%	1%		1%	1%	3%	2%	1%	
												k												
Over 1 to 3 years old	11	6	5	5	5	2	5	6		6	3	2	1	3	4	6	1		1	7	3	4	7	
	5%	9%	3%	11%	4%	3%	5%	5%		56%	4%	1%	7%	6%	7%	6%	2%		3%	8%	4%	4%	7%	
		c								KL				r	R	R						X	X	
Over 3 to 5 years	84	30	54	14	45	25	46	38	1	2	62	20	8	14	23	39	21	2	12	37	28	33	43	8
	36%	43%	33%	36%	37%	35%	40%	32%	100%	22%	94%	13%	43%	34%	37%	41%	34%	13%	26%	42%	38%	31%	42%	35%
											JL		R	R	R	R	R			S			v	
Over 5 to 9 years	95	24	70	16	47	31	41	53				95	7	14	20	36	30	8	22	32	28	45	36	14
	41%	35%	43%	40%	39%	44%	36%	45%				61%	35%	32%	33%	38%	50%	50%	44%	38%	38%	41%	36%	57%
												JK					nO							w
Older than 9 years	37	7	30	4	20	13	17	20				37	3	8	11	13	7	6	13	8	11	23	12	2
	16%	10%	19%	10%	17%	18%	15%	17%				24%	14%	19%	18%	14%	12%	37%	26%	9%	16%	21%	12%	8%
			B									JK						mPQo	T			wX		
Not sure	3	1	1		3		3			1	1			1	1	1				1	1	1	1	
	1%	2%	1%		2%		2%			11%	2%			3%	2%	1%				2%	2%	1%	1%	
Net: Up to 3 years old	14	8	6	6	6	3	7	8		7	3	4	1	4	6	6	2		2	8	5	6	8	
	6%	11%	4%	14%	5%	4%	6%	6%		67%	4%	3%	7%	11%	10%	7%	3%		4%	9%	6%	5%	8%	
		c		f						KL				R	R	R						X	X	
Net: Up to 5 years old	99	38	61	20	51	27	52	46	1	10	64	24	10	19	29	45	23	2	14	44	33	39	51	8
	42%	54%	37%	50%	42%	39%	46%	38%	100%	89%	98%	16%	51%	45%	47%	47%	38%	13%	30%	51%	44%	36%	51%	35%
		C								L	L		R	R	R	R	R			S	s		V	
Net: Up to 9 years old	193	62	131	36	98	59	93	99	1	10	64	119	17	32	49	81	53	10	36	77	61	84	88	22
	83%	89%	80%	90%	81%	82%	83%	83%	100%	89%	98%	76%	86%	77%	80%	85%	88%	63%	74%	89%	83%	77%	87%	92%
		c									L		r			R	R			S			v	V

Table 27-1
C5 - Child: Reasons to stop reading aloud
Based on total parents who no longer read aloud

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	287	82	205	47	148	92	136	150	1	9	47	231	22	50	72	115	77	23	64	101	90	138	118	31
Total Weighted	233	70	163	40	121	71	113	119	1	11	66	156	19	42	61	95	61	16	49	86	74	108	101	24
Because child began to read independently	169	46	123	24	88	57	83	86		1	45	123	13	31	44	70	42	14	39	58	55	82	72	16
	73%	66%	75%	59%	73%	80%	74%	72%		11%	68%	79%	68%	73%	71%	73%	69%	83%	80%	67%	75%	76%	71%	65%
						D					J	J							t					
To encourage child to develop independent	97	35	62	15	53	29	46	51	1	2	31	64	8	18	26	42	25	5	20	33	37	44	46	7
reading skills	42%	51%	38%	37%	44%	41%	41%	43%	100%	22%	47%	41%	43%	42%	43%	44%	41%	29%	40%	38%	50%	41%	45%	31%
		c																						
Child lost interest in reading with me / others	59	13	47	13	26	20	30	30		5	14	41	3	15	18	23	12	7	13	25	14	28	25	6
	26%	18%	29%	33%	22%	27%	26%	25%		44%	21%	26%	14%	35%	29%	24%	19%	46%	26%	30%	18%	26%	25%	25%
			b											mq				MpQ		u				
I was too busy to read with child	23	10	13	5	13	4	12	10	1	4	6	14	2	6	8	11	3	1	7	7	4	11	9	3
	10%	14%	8%	13%	11%	6%	11%	8%	100%	33%	9%	9%	11%	14%	13%	11%	6%	4%	15%	8%	6%	10%	9%	11%
																			u					
Child was too busy to read with me / others	21	5	15	5	11	5	10	11		4	7	10		10	10	6	4	1	1	9	5	7	12	2
	9%	8%	10%	13%	9%	7%	9%	9%		33%	11%	6%		24%	16%	6%	7%	4%	3%	11%	7%	6%	12%	9%
										l				MPQR	pqr	M	M			S				
Someone else in the household took over	16	6	10	4	10	2	9	7		5	8	3	3	3	7	2	6	1	3	9	5	4	9	3
reading with child	7%	8%	6%	10%	8%	3%	8%	6%		44%	13%	2%	18%	7%	11%	3%	10%	4%	5%	10%	6%	4%	9%	12%
					f					kL	L		p		p		p						v	
Other reasons	6	1	5	1	3	3	3	3			1	5	1		1	3	3		1	2	1	1	5	
	3%	2%	3%	2%	2%	4%	2%	3%			2%	3%	4%		1%	3%	5%		3%	2%	1%	1%	5%	
												J				nr	nr						X	

Table 28-1

C6 - Child: types of publication read to child

Based on total parents of child whose child does not read and someone currentlly reads to child

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	169	35	134	59	95	15	85	82	2	146	20	3	15	30	45	63	48	13	32	67	56	60	71	38
Total Weighted	210	43	166	74	118	18	106	101	2	180	28	2	19	37	56	77	60	16	39	84	69	74	88	47
Story books	154	27	127	53	88	14	70	82	2	134	18	2	10	33	43	64	34	14	30	57	55	58	63	33
	74%	62%	77%	71%	74%	79%	66%	81%	100%	75%	65%	100%	53%	90%	77%	82%	56%	84%	78%	68%	80%	78%	72%	71%
								G				JK		MQ	Q	MQ		mQ						
Picture books	170	33	137	60	98	12	94	73	2	150	18	1	12	31	43	63	49	15	32	66	54	63	68	39
	81%	76%	82%	81%	83%	67%	89%	72%	100%	84%	65%	67%	65%	83%	77%	81%	81%	92%	81%	79%	79%	84%	77%	84%
							H			k								m						
Chapter books	22	5	17	5	12	4	12	9	1	15	7		3	5	8	11	1	1	4	10	5	11	7	4
	10%	12%	10%	7%	11%	22%	11%	9%	50%	8%	25%		15%	14%	14%	15%	2%	8%	9%	12%	8%	15%	8%	8%
										L	jL			q	Q	Q								
Board books	105	21	83	39	61	5	48	54	2	95	10		9	20	29	42	25	9	14	45	35	43	40	21
	50%	49%	50%	52%	52%	28%	45%	54%	100%	53%	35%		46%	54%	51%	55%	42%	53%	35%	54%	50%	58%	45%	45%
				f	f					L	L									s				
Graphic Novels / Comics / Manga	13	4	9	6	5	1	9	2	1	10	3			3	3	2	6	1	1	8	1	2	6	4
	6%	9%	5%	9%	4%	7%	8%	2%	50%	5%	10%			7%	5%	3%	10%	8%	3%	9%	2%	3%	7%	8%
							h			L							M			u				
Non-fiction (fun facts, science, sports, world	29	5	24	9	18	3	17	11	1	23	6		4	8	11	14		4	6	12	10	12	10	6
records, etc)	14%	12%	14%	12%	15%	15%	16%	11%	50%	13%	20%		21%	20%	20%	18%		24%	16%	14%	14%	17%	12%	14%
										L	L		q	Q	Q	Q		Q						
Hobbies (craft, activities, etc)	15	4	11	8	6	1	6	7	1	12	3		1	3	4	2	7	1	4	6	4	5	6	4
	7%	9%	7%	10%	5%	7%	6%	7%	50%	7%	10%		7%	7%	7%	3%	12%	8%	9%	8%	5%	7%	7%	8%
										L							p							
Biographies & Memoirs for kids / teens	9	1	8	5	2	1	3	5	1	7	1			3	3	5		1	4	1	2	4	4	1
	4%	3%	5%	7%	2%	7%	2%	5%	50%	4%	5%			7%	5%	6%		8%	9%	2%	4%	5%	4%	3%
										L						MQ								
Books in a language other than [pipe: C6pipe2]	25	2	23	6	15	4	10	14	1	21	4		3	4	6	10	6	3	5	8	10	7	9	9
	12%	6%	14%	9%	13%	21%	10%	14%	50%	12%	15%		14%	10%	12%	13%	10%	16%	13%	9%	14%	10%	10%	19%
										L	l													
Teens / Young Adult titles	4		4	4			1	2		2	1			3	3	1				1	1		3	1
	2%		2%	5%			1%	2%		1%	5%			7%	5%	2%				2%	2%		3%	3%
			b	ef																				
Other	8	4	4	2	4	1	5	3		6	1			1	1	3	2	1	1	2	4	2	2	3
	4%	9%	2%	3%	3%	7%	5%	3%		3%	5%			3%	2%	3%	4%	8%	3%	3%	6%	3%	3%	6%
										L														

Table 29-1
C7 - Summary: Child: frequency per publication
Based on total parents of children who are at least basic readers

	Books [Fiction or non-fiction]	Comic books	Textbooks	Newspaper	Magazines	Blogs
Total Actual	447	447	447	447	447	447
Total Weighted	404	404	404	404	404	404
Every day (or almost) (30x)	147	46	78	10	9	14
	36%	11%	19%	2%	2%	4%
Several times per week (10x)	132	97	91	21	31	26
	33%	24%	22%	5%	8%	6%
Several times per month (3x)	62	89	63	32	76	35
	15%	22%	16%	8%	19%	9%
Less often (1x)	45	107	91	85	141	71
	11%	27%	22%	21%	35%	18%
Never (0x)	18	64	81	256	147	258
	5%	16%	20%	63%	36%	64%
Average # times a month	14.7	6.8	8.8	1.7	2.3	2.1

Table 30-1

C7 - Summary Several times a week or more [Ranked]: Child: frequency per publication

Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Books [Fiction or non-fiction]	278	66	212	59	145	75	119	157	2	10	147	122	26	43	69	143	47	20	73	86	89	124	118	36
	69%	65%	70%	74%	67%	69%	66%	71%	100%	57%	81%	59%	79%	69%	73%	77%	50%	66%	67%	62%	75%	68%	68%	74%
											jL		Q	Q	Q	Q		q			T			
Textbooks	169	46	123	29	97	44	70	97	2	2	70	97	16	23	39	87	29	14	50	54	54	74	73	22
	42%	45%	41%	36%	45%	40%	39%	44%	100%	14%	38%	47%	48%	38%	41%	47%	31%	46%	46%	39%	45%	40%	42%	45%
											J	Jk	q			Q								
Comic books	144	36	107	22	84	38	71	70	2	5	64	74	15	16	32	68	34	10	45	49	43	60	61	22
	36%	36%	36%	28%	39%	35%	39%	32%	100%	29%	35%	36%	46%	27%	33%	37%	36%	34%	41%	36%	36%	33%	35%	46%
					d								n											
Blogs	40	11	29	7	22	11	16	24			11	29	6	3	9	18	11	2	12	11	14	20	16	3
	10%	11%	10%	9%	10%	10%	9%	11%			6%	14%	17%	6%	9%	10%	12%	7%	11%	8%	12%	11%	9%	7%
											J	JK												
Magazines	40	9	30	10	21	8	13	25	1	1	17	22	3	9	12	16	10	2	12	10	15	18	18	3
	10%	9%	10%	13%	10%	8%	7%	11%	67%	7%	9%	11%	11%	15%	13%	9%	10%	6%	11%	7%	13%	10%	11%	7%
Newspaper	31	14	17	5	17	9	8	23		1	14	16	6	8	13	10	8		8	8	13	16	13	2
	8%	13%	6%	7%	8%	8%	5%	10%		7%	8%	8%	17%	12%	14%	5%	9%		7%	6%	11%	9%	7%	4%
		C						G					pR	R	PR	R	R							

Table 31-1

C7 - Summary Several times a month or more [Ranked]: Child: frequency per publication

Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Books [Fiction or non-fiction]	341	84	257	67	181	93	147	192	2	11	160	170	29	54	83	163	69	26	87	112	107	151	146	44
	84%	83%	85%	84%	84%	86%	81%	87%	100%	64%	88%	83%	88%	88%	88%	88%	73%	87%	80%	82%	90%	83%	84%	91%
								g			j		q	Q	Q	Q		q			St			
Comic books	233	63	170	43	130	60	118	113	2	10	104	119	21	34	55	104	61	13	64	87	66	104	95	34
	58%	62%	56%	55%	60%	55%	65%	51%	100%	57%	57%	58%	62%	56%	58%	56%	65%	43%	59%	63%	56%	57%	55%	70%
							H										R							vW
Textbooks	232	69	163	39	125	68	102	128	2	6	88	138	21	32	52	114	49	17	65	76	70	106	98	29
	57%	68%	54%	49%	58%	63%	56%	58%	100%	36%	48%	67%	62%	51%	55%	62%	52%	57%	59%	56%	59%	58%	57%	59%
		C				d						JK												
Magazines	115	32	84	31	54	30	46	68	1	4	49	63	9	18	27	52	32	5	31	37	40	57	47	12
	29%	31%	28%	40%	25%	28%	26%	31%	67%	21%	27%	31%	27%	29%	28%	28%	34%	15%	29%	27%	33%	31%	27%	24%
				Ef												r	R							
Blogs	75	22	53	16	39	20	31	44		1	21	53	8	10	18	32	21	4	24	23	22	38	27	10
	19%	21%	18%	20%	18%	18%	17%	20%		7%	12%	26%	23%	17%	19%	17%	22%	14%	22%	17%	18%	21%	15%	21%
												JK												
Newspaper	63	22	40	16	30	17	27	35	1	2	27	34	7	14	21	24	16	2	19	18	21	27	29	7
	16%	22%	13%	20%	14%	16%	15%	16%	67%	14%	15%	17%	21%	22%	22%	13%	17%	7%	18%	13%	18%	15%	17%	14%
		c												R	pR		r							

Table 32-1
C7 - Child: frequency per publication
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Books [Fiction or non-fiction]																								
Every day (or almost) (30x)	147	20	127	31	79	36	63	83	1	4	90	53	14	23	37	76	21	12	44	44	42	68	57	22
	36%	20%	42%	40%	36%	33%	34%	38%	67%	21%	49%	26%	44%	37%	39%	41%	23%	39%	40%	32%	35%	37%	33%	46%
			B								JL		Q	q	Q	Q		q						
Several times per week (10x)	132	46	85	27	66	38	57	75	1	6	57	68	12	20	32	67	25	8	29	41	47	57	62	14
	33%	46%	28%	34%	31%	35%	31%	34%	33%	36%	32%	33%	35%	32%	33%	36%	27%	27%	27%	30%	39%	31%	36%	28%
		C																			S			
Several times per month (3x)	62	18	45	8	36	18	28	35		1	13	49	3	12	14	20	22	6	14	27	18	27	28	8
	15%	17%	15%	10%	17%	17%	15%	16%		7%	7%	24%	8%	19%	15%	11%	24%	20%	13%	19%	15%	15%	16%	17%
												JK					MP							
Less often (1x)	45	14	31	9	26	10	26	19		4	15	26	3	7	11	13	18	3	16	18	7	23	18	3
	11%	13%	10%	11%	12%	9%	14%	9%		21%	8%	13%	10%	12%	11%	7%	19%	11%	14%	13%	6%	13%	11%	7%
							h										P		U	U				
Never (0x)	18	4	14	3	9	5	9	9		2	7	9	1		1	9	8	1	7	7	5	8	9	1
	5%	4%	5%	4%	4%	5%	5%	4%		14%	4%	4%	2%		1%	5%	8%	2%	6%	5%	4%	5%	5%	3%
																NO	NO							
Average # times a month	14.7	11.1	15.9	15.8	14.6	14.2	14.1	15.2	23.5	10.4	18.2	12.0	17.1	15.0	15.7	16.4	10.4	15.2	15.2	13.4	15.0	14.8	14.0	17.1
			B								JL		Q	Q	Q	Q		Q						
Comic books																								
Every day (or almost) (30x)	46	9	37	6	24	16	22	25		2	20	24	8	3	12	22	12	1	18	13	13	21	20	5
	11%	9%	12%	8%	11%	15%	12%	11%		14%	11%	12%	25%	6%	12%	12%	12%	5%	17%	9%	11%	12%	12%	11%
													NR						t					
Several times per week (10x)	97	27	70	16	60	21	49	46	2	2	45	50	7	13	20	46	23	9	27	36	30	39	41	17
	24%	26%	23%	20%	28%	19%	27%	21%	100%	14%	25%	24%	21%	21%	21%	25%	24%	29%	25%	26%	25%	21%	24%	36%
					f																			v
Several times per month (3x)	89	27	63	22	46	22	46	43		5	39	45	6	18	23	37	26	3	19	38	24	44	34	12
	22%	26%	21%	27%	21%	20%	26%	20%		29%	22%	22%	17%	29%	25%	20%	28%	9%	17%	28%	20%	24%	20%	24%
														R	R	r	R			s				
Less often (1x)	107	26	81	21	56	31	47	60		4	48	56	5	14	19	49	28	12	26	34	31	54	42	12
	27%	26%	27%	26%	26%	28%	26%	27%		21%	26%	27%	14%	22%	20%	27%	30%	39%	24%	25%	26%	30%	24%	24%
																m	m	MO						
Never (0x)	64	13	51	15	30	18	17	46		4	31	29	8	14	21	31	6	6	19	16	22	25	36	3
	16%	13%	17%	19%	14%	17%	9%	21%		21%	17%	14%	23%	22%	22%	17%	6%	18%	18%	12%	18%	13%	21%	6%
								G					Q	Q	Q	Q		q				x	vX	
Average # times a month	6.8	6.4	6.9	5.4	7.0	7.4	7.3	6.3	10.0	6.8	6.6	6.9	10.2	4.9	6.7	6.9	7.3	4.9	8.3	6.5	6.6	6.6	6.7	7.7
													NR			n	n							
Textbooks																								
Every day (or almost) (30x)	78	16	62	10	47	21	33	44	1		39	39	8	7	16	44	15	3	30	18	24	32	37	9
	19%	16%	20%	13%	22%	19%	18%	20%	67%		22%	19%	25%	12%	17%	24%	16%	12%	28%	13%	20%	18%	22%	19%
					d						J	J				Nr			T					
Several times per week (10x)	91	30	61	18	49	23	37	53	1	2	31	57	8	16	23	43	14	10	20	36	30	42	36	13
	22%	29%	20%	23%	23%	21%	21%	24%	33%	14%	17%	28%	23%	26%	25%	23%	15%	34%	18%	26%	25%	23%	21%	27%
		c										K				q		Q						
Several times per month (3x)	63	23	40	10	28	25	31	32		4	18	41	5	8	13	27	20	3	15	22	16	32	24	7
	16%	23%	13%	13%	13%	23%	17%	14%		21%	10%	20%	14%	13%	14%	15%	21%	11%	14%	16%	14%	17%	14%	14%
		C				dE						K												
Less often (1x)	91	19	72	21	47	23	42	48		2	48	41	3	13	16	34	33	7	25	35	24	42	37	12
	22%	18%	24%	26%	22%	21%	23%	22%		14%	26%	20%	10%	21%	17%	18%	35%	25%	23%	25%	20%	23%	21%	24%
																	MnPO							
Never (0x)	81	14	67	20	44	17	38	44		9	46	26	9	17	26	37	12	6	20	26	24	35	38	8
	20%	13%	22%	25%	21%	16%	21%	20%		50%	25%	13%	27%	28%	28%	20%	13%	18%	18%	19%	21%	19%	22%	17%
			B							kL	L		q	Q	Q									
Average # times a month	8.8	8.7	8.8	6.9	9.5	8.7	8.3	9.0	23.5	2.2	8.7	9.3	10.3	6.8	8.0	10.1	7.3	7.5	10.8	7.3	9.2	8.3	9.2	8.9
					d						J	J				nQ			T					
Newspaper																								
Every day (or almost) (30x)	10	3	7	2	6	1	3	7			6	4	4	1	6	3	1		6	1	3	6	3	1
	2%	3%	2%	3%	3%	1%	2%	3%			3%	2%	13%	2%	6%	1%	1%		5%	1%	2%	3%	2%	1%
											J	J	npqR		pR				t					
Several times per week (10x)	21	11	10	3	10	8	5	16		1	8	11	1	6	8	7	7		2	7	10	10	9	1
	5%	11%	3%	4%	5%	7%	3%	7%		7%	5%	6%	4%	10%	8%	4%	7%		2%	5%	9%	6%	5%	3%
		C						g						R	R	R	R				S			
Several times per month (3x)	32	9	23	10	14	8	18	12	1	1	13	18	1	6	8	15	8	2	12	10	8	11	17	5
	8%	9%	8%	13%	6%	8%	10%	6%	67%	7%	7%	9%	4%	10%	8%	8%	8%	7%	11%	7%	7%	6%	10%	10%
							h																	
Less often (1x)	85	19	66	17	48	19	40	45		6	32	47	6	13	19	36	22	8	23	27	26	43	29	12
	21%	19%	22%	22%	22%	18%	22%	21%		36%	18%	23%	19%	21%	20%	19%	24%	25%	21%	20%	22%	24%	17%	26%
Never (0x)	256	60	196	46	138	72	115	140	1	9	123	124	20	35	55	125	56	20	68	92	72	112	114	29
	63%	59%	65%	58%	64%	67%	63%	64%	33%	50%	68%	61%	61%	57%	58%	67%	60%	68%	62%	67%	60%	62%	66%	61%
Average # times a month	1.7	2.3	1.5	1.8	1.8	1.5	1.3	2.0	2.0	1.3	1.8	1.7	4.5	2.2	3.0	1.2	1.6	0.5	2.2	1.2	2.0	1.9	1.6	1.2
													pqR	R	PR	R	R							
Magazines																								
Every day (or almost) (30x)	9	1	8	1	6	1	3	6			6	3	3		3	4	2		6	1	3	6	3	1
	2%	1%	3%	2%	3%	1%	2%	3%			3%	2%	8%		3%	2%	2%		5%		2%	3%	2%	1%
											J	J	nr		r	NR			T					
Several times per week (10x)	31	8	23	9	15	7	10	19	1	1	11	18	1	9	10	12	7	2	6	9	12	12	16	3
	8%	8%	7%	11%	7%	6%	6%	9%	67%	7%	6%	9%	2%	15%	10%	6%	8%	6%	6%	7%	10%	7%	9%	6%
														Mp										
Several times per month (3x)	76	22	53	21	33	22	34	42		2	32	41	5	9	14	36	22	3	20	27	25	39	29	8
	19%	22%	18%	27%	15%	20%	18%	19%		14%	18%	20%	17%	14%	15%	20%	24%	9%	18%	20%	21%	21%	17%	17%
				E												r	R							
Less often (1x)	141	33	108	20	85	36	62	79		7	55	79	7	23	29	65	33	14	40	47	38	56	62	23
	35%	33%	36%	26%	39%	33%	34%	36%		43%	30%	39%	21%	37%	31%	35%	35%	46%	36%	34%	32%	31%	36%	46%
					D							k		m		m		M						v
Never (0x)	147	36	111	27	78	42	73	74	1	6	78	63	17	21	38	68	29	12	38	53	41	69	64	14
	36%	36%	37%	35%	36%	39%	40%	34%	33%	36%	43%	31%	52%	34%	41%	37%	31%	39%	35%	39%	35%	38%	37%	30%
											L		nQ											
Average # times a month	2.3	2.2	2.4	2.7	2.4	1.9	1.9	2.6	6.7	1.6	2.4	2.4	3.5	2.3	2.7	2.2	2.5	1.4	3.0	1.8	2.7	2.5	2.2	2.0
															R		r		t					
Blogs																								
Every day (or almost) (30x)	14	1	14	1	12	2	4	10			6	9	3	1	4	6	3	1	7	3	4	10	4	1
	4%	1%	5%	1%	5%	2%	2%	5%			3%	4%	8%	2%	4%	3%	4%	2%	6%	2%	3%	5%	2%	1%
			B		Df						J	J												
Several times per week (10x)	26	10	16	6	11	9	12	14			6	20	3	2	5	12	7	1	5	7	10	11	12	3
	6%	10%	5%	8%	5%	8%	7%	6%			3%	10%	8%	3%	5%	7%	8%	5%	5%	5%	9%	6%	7%	6%
											J	JK												
Several times per month (3x)	35	11	24	9	17	9	15	20		1	10	24	2	7	9	13	10	2	11	12	8	18	10	7
	9%	11%	8%	11%	8%	8%	8%	9%		7%	5%	12%	6%	11%	9%	7%	11%	7%	10%	9%	6%	10%	6%	14%
												K												
Less often (1x)	71	17	54	15	40	16	26	43	1	4	17	51	4	10	14	30	21	7	21	23	21	32	31	7
	18%	16%	18%	19%	19%	15%	14%	20%	67%	21%	9%	25%	12%	15%	14%	16%	22%	23%	19%	17%	18%	18%	18%	15%
												K												
Never (0x)	258	63	195	48	137	73	124	133	1	12	144	101	21	42	63	123	52	19	64	91	76	112	115	31
	64%	62%	64%	61%	63%	67%	68%	60%	33%	71%	79%	50%	65%	68%	67%	67%	55%	64%	59%	66%	64%	61%	67%	64%
							h			l	L					q								
Average # times a month	2.1	1.7	2.3	1.6	2.5	1.8	1.7	2.5	0.7	0.4	1.5	2.9	3.7	1.5	2.2	2.0	2.4	1.6	2.9	1.7	2.3	2.6	1.8	1.6
											J	JK												

C8 - Summary: Child: format per publication

Based on total parents of children who are at least basic readers who reads each type of publication several times a month or more

	Books [Fiction or non-fiction]	Comic books	Textbooks	Newspaper	Magazines	Blogs
Total Actual	375	259	272	71	131	94
Total Weighted	341	233	232	63	115	75
Paper hard-copy	308	199	204	35	93	17
	90%	86%	88%	56%	80%	22%
Electronic reader (eg. e-readers like Kindle, Kobo etc)	9	6	11	5	6	4
	3%	3%	5%	8%	5%	5%
Audio	9	4	4	2		1
	3%	2%	2%	3%		2%
Computer	8	12	6	9	6	17
	2%	5%	3%	15%	5%	23%
Tablet	5	8	4	5	9	17
	1%	3%	2%	9%	8%	22%
Smartphone	3	4	1	5	1	18
	1%	2%	1%	8%	1%	25%
Other			1	1	1	1
			1%	1%	1%	1%

Table 34-1
C8 - Summary: Child: format per publication
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Books [Fiction or non-fiction]																								
Base: who are at least basic readers who reads each type of publication several times a month or more	341	84	257	67	181	93	147	192	2	11	160	170	29	54	83	163	69	26	87	112	107	151	146	44
Paper hard-copy	308	70	238	57	166	85	128	178	2	6	150	152	27	47	74	145	62	26	78	101	98	136	132	40
	90%	83%	93%	86%	91%	91%	87%	93%	100%	56%	94%	89%	93%	87%	89%	89%	90%	100%	89%	90%	91%	90%	90%	91%
			B								J	J						NPQO						
Electronic reader (eg. e-readers like Kindle, Kobo etc)	9	3	5	1	4	3	3	5			1	7		3	3	4	1		4	2	1	3	4	1
	3%	4%	2%	2%	2%	4%	2%	3%			1%	4%		6%	4%	2%	2%		5%	2%	1%	2%	3%	3%
												JK		mr	r	MR								
Audio	9	4	5	1	6	1	6	3		1	4	3	1	1	2	5	2		4	2	3	3	5	1
	3%	5%	2%	2%	3%	1%	4%	1%		11%	3%	2%	5%	1%	2%	3%	3%		5%	2%	3%	2%	3%	3%
																R								
Computer	8	5	3	4	3	1	5	3		2	1	4	1	1	2	3	3		1	2	3	4	4	
	2%	6%	1%	6%	2%	1%	4%	1%		22%	1%	2%	2%	2%	2%	2%	5%		2%	2%	2%	3%	3%	
																	r					X	x	
Tablet	5	1	4	1	3	1	3	2		1		3				5				3	1	3	1	
	1%	1%	2%	2%	1%	1%	2%	1%		11%		2%				3%				3%	1%	2%	1%	
												K				MNQRO				s		x		
Smartphone	3	1	1	1		1	1	1			3			1	1	1				1	1	1		1
	1%	2%	1%	2%		2%	1%	1%			2%			3%	2%	1%				1%	1%	1%		3%
Other																								
Comic books																								
Base: who are at least basic readers who reads each type of publication several times a month or more	233	63	170	43	130	60	118	113	2	10	104	119	21	34	55	104	61	13	64	87	66	104	95	34
Paper hard-copy	199	51	149	37	110	52	100	97	2	5	90	105	20	28	48	87	51	12	54	72	61	90	76	32
	86%	81%	87%	85%	85%	87%	85%	86%	100%	50%	86%	88%	97%	82%	87%	84%	85%	95%	84%	83%	92%	87%	81%	94%
											j	j	nPq								t			W
Computer	12	4	8	1	7	4	9	3		1	7	3				5	7		5	6		3	8	
	5%	6%	4%	2%	5%	7%	7%	2%		13%	7%	3%				5%	11%		8%	6%		3%	9%	
							h									MNRO	MNRO		U	U		x	X	
Tablet	8	3	5	1	5	2	3	5		1	3	4		4	4	4			2	3	1	6	2	
	3%	5%	3%	3%	4%	3%	2%	5%		13%	3%	3%		12%	8%	4%			3%	3%	1%	6%	2%	
														MQR	QR	MQR						X		
Electronic reader (eg. e-readers like Kindle, Kobo etc)	6	4	2	2	3	1	3	3		1	1	3	1		1	3	2			3	3	1	5	
	3%	6%	1%	4%	2%	2%	2%	3%		13%	1%	3%	3%		1%	3%	3%			4%	4%	1%	5%	
																nr				s			X	
Audio	4	1	3	2	2		2	2			3	1		1	1	3				2	2	1	2	1
	2%	1%	2%	5%	2%		2%	2%			3%	1%		4%	3%	3%				2%	3%	1%	2%	2%
																q								
Smartphone	4		4	1	3		1	3		1		3		1	1	2	1	1	3	1		1	1	1
	2%		2%	2%	3%		1%	2%		13%		2%		2%	1%	2%	1%	5%	4%	2%		1%	1%	4%
			B		f							K												
Other																								
Textbooks																								
Base: who are at least basic readers who reads each type of publication several times a month or more	232	69	163	39	125	68	102	128	2	6	88	138	21	32	52	114	49	17	65	76	70	106	98	29
Paper hard-copy	204	55	149	33	110	62	88	115	2	2	81	121	20	25	45	100	42	17	57	67	62	92	86	27
	88%	80%	92%	85%	88%	91%	86%	89%	100%	40%	92%	88%	97%	80%	87%	88%	85%	100%	88%	88%	87%	87%	88%	93%
			B								j	j	Npq					NPQO						
Electronic reader (eg. e-readers like Kindle, Kobo etc)	11	6	5	2	7	2	7	4		2	3	5	1	1	1	6	3		2	5	4	3	7	1
	5%	8%	3%	5%	5%	3%	7%	3%		40%	3%	4%	3%	2%	3%	5%	7%		3%	6%	6%	3%	7%	4%
										k						R	r							
Computer	6	3	3	1	2	3	3	3			1	5		3	3	3	1		1	1	3	4	1	1
	3%	4%	2%	2%	2%	5%	3%	3%			2%	3%		9%	5%	2%	1%		2%	2%	4%	4%	1%	2%
												j		mr	r	mr								
Audio	4	1	3	2	2		2	2			3	1		1	1	2	1		1	2	1	1	3	
	2%	2%	2%	5%	2%		2%	2%			3%	1%		4%	3%	2%	1%		1%	3%	2%	1%	3%	
																							x	
Tablet	4	2	2	1	2	1	1	3				4		1	1	2	1		1	1	1	3	1	
	2%	3%	1%	3%	2%	1%	1%	3%				3%		4%	3%	2%	1%		2%	2%	1%	3%	1%	
												JK										x		
Smartphone	1	1			1		1			1							1		1			1		
	1%	2%			1%		1%			20%							3%		2%			1%		
Other	1	1	1		1		1	1				1				1	1		1			1	1	
	1%	1%			1%		1%	1%				1%				1%	1%		2%			1%	1%	
Newspaper																								
Base: who are at least basic readers who reads each type of publication several times a month or more	63	22	40	16	30	17	27	35	1	2	27	34	7	14	21	24	16	2	19	18	21	27	29	7
Paper hard-copy	35	12	23	9	17	10	15	20			18	17	3	9	12	12	10	1	12	12	10	16	16	3
	56%	52%	58%	57%	55%	56%	57%	57%			68%	50%	50%	65%	60%	48%	62%	67%	65%	66%	48%	59%	54%	51%
											j	j												
Computer	9	5	5	2	6	1	6	3		1	1	7	1	1	2	5	3		3	3	3	4	4	1
	15%	21%	12%	13%	20%	8%	23%	10%		50%	5%	20%	20%	5%	10%	19%	18%		17%	15%	13%	15%	14%	18%
												k				R	r							
Tablet	5	1	5	1	4	1	1	5			1	4	1	2	3	2	1		1	1	1	1	4	
	9%	3%	12%	4%	14%	4%	3%	14%			5%	12%	10%	15%	13%	8%	4%		7%	4%	3%	5%	14%	
								g				J											X	
Electronic reader (eg. e-readers like Kindle, Kobo etc)	5	3	2	1	2	2	2	3		1	1	3	1		1	1	3		1	1	3	3	3	
	8%	15%	5%	8%	7%	12%	8%	10%		50%	5%	8%	20%		7%	6%	16%		7%	8%	12%	10%	9%	
																	n					x		
Smartphone	5	1	3		1	3	2	3			3	2		2	2	2		1		1	3	3	1	1
	8%	6%	8%		4%	20%	8%	8%			11%	6%		15%	10%	8%		33%		4%	16%	10%	5%	10%
						D						j									S			
Audio	2	1	1	2			1		1		1	1				2				1	1		1	1
	3%	3%	3%	13%			3%		100%		5%	2%				8%				4%	7%		2%	21%
Other	1		1	1				1				1				1			1				1	
	1%		2%	4%				2%				2%				3%			4%				2%	
Magazines																								
Base: who are at least basic readers who reads each type of publication several times a month or more	115	32	84	31	54	30	46	68	1	4	49	63	9	18	27	52	32	5	31	37	40	57	47	12
Paper hard-copy	93	23	70	24	44	25	38	53	1	1	42	49	6	12	18	45	25	5	24	33	31	43	40	10
	80%	71%	84%	77%	81%	82%	81%	79%	100%	33%	86%	78%	69%	65%	67%	86%	79%	100%	77%	87%	78%	76%	84%	83%
											j					o		mNPQO						
Tablet	9	3	6	1	5	2	5	4		1	3	5	1	2	3	1	5		4	2	1	5	3	1
	8%	8%	7%	4%	10%	7%	10%	6%		33%	6%	8%	15%	12%	13%	1%	15%		12%	5%	4%	8%	7%	6%
															pr		PR							
Computer	6	3	3	1	3	2	2	4			3	3	1	3	4	2			2	1	3	6	1	
	5%	9%	4%	4%	5%	7%	4%	6%			6%	5%	16%	15%	15%	4%			7%	2%	7%	10%	1%	
												j		qr	QR							wX		
Electronic reader (eg. e-readers like Kindle, Kobo etc)	6	3	3	3	1	1	1	5		1	1	3		1	1	3	2			1	5	3	2	1
	5%	10%	3%	11%	3%	4%	3%	7%		33%	3%	5%		8%	5%	5%	6%			4%	12%	5%	4%	12%
																mr					S			
Smartphone	1	1		1			1					1				1				1		1		
	1%	2%		2%			1%					1%				1%				2%		1%		
Audio																								
Other	1		1	1	1			1				1				1			1				1	
	1%		2%	2%	1%			2%				2%				3%			4%				3%	
Blogs																								
Base: who are at least basic readers who reads each type of publication several times a month or more	75	22	53	16	39	20	31	44		1	21	53	8	10	18	32	21	4	24	23	22	38	27	10
Smartphone	18	2	16	2	10	7	7	11			4	14		2	2	8	7	1	3	7	6	8	8	3
	25%	9%	31%	13%	24%	34%	24%	25%			20%	27%		20%	11%	26%	33%	33%	11%	32%	25%	21%	28%	27%
			B								j	j				M	Mo			s				
Computer	17	4	13	4	11	2	6	11			4	13	2	2	4	7	5	1	10	3	4	12	3	2
	23%	19%	24%	26%	28%	10%	20%	25%			20%	24%	28%	20%	23%	21%	22%	33%	40%	15%	19%	30%	13%	20%
					f						j	j							T			w		
Tablet	17	5	11	2	9	6	9	8		1	1	14	3	1	4	9	3	1	3	5	6	7	7	3
	22%	25%	22%	13%	22%	31%	28%	19%		100%	7%	27%	36%	14%	23%	27%	16%	17%	14%	20%	28%	20%	25%	26%
										KL		K												
Paper hard-copy	17	8	9	5	8	3	7	10			10	7	2	3	5	6	5	1	7	6	3	6	8	2
	22%	35%	17%	31%	21%	18%	22%	22%			47%	13%	28%	27%	27%	20%	23%	17%	29%	27%	13%	16%	31%	21%
											JL	j												
Electronic reader (eg. e-readers like Kindle, Kobo etc)	4	3	1	3	1	1	2	2			1	3	1	2	3	1	1		1	1	2	3	1	
	5%	12%	3%	17%	2%	3%	6%	5%			7%	5%	9%	20%	15%	2%	3%		3%	6%	9%	9%	3%	
												J			r							X		
Audio	1		1		1			1				1				1					1	1		1
	2%		3%		3%			3%				3%				4%					6%	2%		7%
Other	1		1			1		1				1					1		1			1		
	1%		1%			3%		2%				1%					3%		3%			2%		

Table 35-1

C9a - Child: average reading time/week (all school+pleasure)

Based on total parents excluding those whose children have not learned to read and parent does not read to this child aloud

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	616	151	465	140	331	145	288	324	4	160	150	306	51	98	149	263	156	48	151	221	187	268	257	91
Total Weighted	613	145	468	153	334	127	288	321	5	197	210	207	52	99	151	262	154	46	149	221	188	257	261	96
None																								
Under 1 hour / week	77	21	56	17	52	8	36	40	1	44	18	15	9	13	22	19	35	1	28	24	19	25	38	14
	13%	15%	12%	11%	16%	7%	13%	12%	27%	23%	9%	7%	17%	14%	15%	7%	23%	3%	19%	11%	10%	10%	14%	15%
					F					KL			R	R	PR		nPRo		TU					
1 - 3 hours / week	212	46	166	63	112	37	105	107		90	69	53	24	29	53	84	57	18	40	95	62	83	93	35
	35%	32%	35%	41%	34%	29%	36%	33%		46%	33%	26%	46%	29%	35%	32%	37%	39%	27%	43%	33%	32%	36%	37%
				F						KL			np							SU				
Over 3 to 5 hours / week	146	43	103	35	83	27	68	77	1	41	56	49	8	24	32	65	36	14	41	50	46	67	58	21
	24%	30%	22%	23%	25%	21%	24%	24%	27%	21%	27%	24%	15%	24%	21%	25%	23%	29%	27%	22%	24%	26%	22%	22%
		c																						
Over 5 to 7 hours / week	85	19	66	18	41	26	39	45	1	11	32	42	10	14	24	42	16	4	17	28	26	44	35	7
	14%	13%	14%	12%	12%	21%	14%	14%	15%	6%	15%	20%	18%	14%	16%	16%	10%	9%	12%	13%	14%	17%	13%	7%
						dE					J	J										X	x	
Over 7 to 14 hours / week	67	13	54	11	35	22	28	39		7	24	36	1	12	14	37	8	8	17	19	24	25	29	13
	11%	9%	11%	7%	10%	17%	10%	12%		4%	11%	17%	3%	12%	9%	14%	5%	18%	11%	8%	13%	10%	11%	13%
						De					J	Jk		Mq		MQ		MQ						
More than 14 hours per week (18x)	26	3	24	9	11	6	12	13	1	4	11	11	1	6	7	16	3	1	5	7	11	13	9	5
	4%	2%	5%	6%	3%	5%	4%	4%	31%	2%	5%	6%	1%	6%	5%	6%	2%	3%	3%	3%	6%	5%	3%	5%
			B									J				MQ								
Average # hours	4.5	4.0	4.6	4.3	4.2	5.4	4.3	4.5	7.7	2.9	4.8	5.5	3.2	4.9	4.3	5.2	3.3	4.9	4.2	4.0	4.9	4.7	4.2	4.4
			b			DE					J	Jk		MQ	Q	MQo		MQ			T			

Table 36-1
C9b - Child: average reading time/week (pleasure)
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
None	14	3	10	2	8	4	5	8			8	5	3	1	4	5	3	1	1	8	2	8	5	1
	3%	3%	3%	3%	4%	4%	3%	4%			5%	3%	11%	1%	4%	3%	4%	5%	1%	6%	2%	4%	3%	3%
											J	J	n							Su				
Under 1 hour / week	86	16	70	14	50	22	42	43	1	5	36	45	9	15	24	33	22	7	27	27	24	38	38	10
	21%	15%	23%	18%	23%	20%	23%	20%	33%	29%	20%	22%	27%	24%	25%	18%	24%	23%	25%	19%	20%	21%	22%	21%
			b																					
1 - 3 hours / week	140	43	97	30	77	33	62	78		5	71	63	10	16	26	68	36	10	42	54	33	64	62	14
	35%	42%	32%	38%	35%	30%	34%	35%		29%	39%	31%	29%	27%	28%	37%	39%	32%	38%	40%	28%	35%	36%	29%
		c																	u	U				
Over 3 to 5 hours / week	85	23	63	17	47	22	36	49		7	32	46	3	15	19	41	20	7	18	32	30	36	36	14
	21%	23%	21%	21%	22%	20%	20%	22%		43%	18%	22%	10%	25%	20%	22%	21%	22%	16%	23%	25%	20%	21%	28%
										k				m		m					s			
Over 5 to 7 hours / week	46	12	34	5	22	19	20	26			21	25	5	9	14	21	7	3	13	11	15	25	19	3
	11%	11%	11%	7%	10%	17%	11%	12%			12%	12%	17%	15%	15%	12%	7%	11%	12%	8%	13%	13%	11%	6%
						De					J	J			q							x		
Over 7 to 14 hours / week	23	5	18	6	10	7	12	10	1		8	14	2	2	4	14	4	1	6	4	10	10	7	6
	6%	5%	6%	8%	4%	6%	6%	4%	67%		5%	7%	6%	3%	4%	7%	4%	2%	6%	3%	9%	5%	4%	13%
											J	J									t			w
More than 14 hours per week (18x)	10	1	10	4	3	3	4	6			4	6		3	3	4	1	1	2	1	5	3	7	
	3%	1%	3%	5%	2%	3%	2%	3%			2%	3%		6%	4%	2%	1%	5%	2%	1%	4%	2%	4%	
			b								j	J		m		M						x	X	
Average # hours	3.4	3.1	3.5	3.9	3.1	3.6	3.3	3.4	7.2	2.4	3.2	3.6	2.8	3.9	3.5	3.6	2.9	3.4	3.2	2.8	4.1	3.3	3.4	3.5
												J									sT			
Net: Up to 3	239	62	178	46	134	59	110	129	1	10	116	113	22	32	54	105	62	18	70	89	59	109	105	26
	59%	61%	59%	59%	62%	54%	61%	59%	33%	57%	64%	55%	67%	52%	57%	57%	66%	60%	64%	65%	49%	60%	61%	53%
											I						n		U	U				
Net: >3 to 7	131	35	97	22	69	40	56	75		7	53	71	9	24	33	62	27	10	31	43	45	61	54	16
	33%	34%	32%	28%	32%	37%	31%	34%		43%	29%	35%	27%	39%	35%	33%	28%	34%	28%	31%	38%	33%	32%	34%
Net: Over 7	33	5	27	10	13	10	16	16	1		13	20	2	6	8	18	5	2	8	5	15	13	14	6
	8%	5%	9%	13%	6%	9%	9%	7%	67%		7%	10%	6%	9%	8%	10%	6%	7%	8%	4%	13%	7%	8%	13%
											J	J									T			

Table 37-1
C10 - Child: change in amount of reading vs year ago
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Increased	205	44	161	56	103	47	85	119	1	12	111	82	18	29	47	101	41	17	55	69	61	86	88	31
	51%	44%	53%	71%	48%	43%	47%	54%	67%	71%	61%	40%	54%	47%	49%	54%	43%	57%	50%	50%	51%	47%	51%	63%
			b	EF						L	L					q								V
Decreased	46	7	39	5	30	11	18	28		2	11	32	3	4	7	18	19	1	16	13	13	27	18	1
	11%	7%	13%	7%	14%	10%	10%	13%		14%	6%	16%	10%	7%	8%	10%	20%	5%	14%	9%	11%	15%	10%	3%
			B		d							K					NPRO					X	X	
Stayed the same	152	51	102	18	84	51	79	72	1	2	60	90	12	29	40	66	35	12	39	56	45	70	66	16
	38%	50%	34%	22%	39%	47%	44%	33%	33%	14%	33%	44%	35%	46%	43%	36%	37%	38%	35%	40%	38%	38%	38%	34%
		C			D	D	H				j	JK												

Table 38-1
C11 - Child: reasons for reading more
Based on total parents of of children who are at least basic readers whose child increased reading outside the school in P12M

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	211	50	161	54	104	53	87	123	1	10	79	122	19	30	49	103	42	17	52	73	65	92	87	32
Total Weighted	205	44	161	56	103	47	85	119	1	12	111	82	18	29	47	101	41	17	55	69	61	86	88	31
Reading skills improved	150	28	121	44	72	34	60	88	1	9	92	49	14	21	35	74	28	12	43	47	42	62	67	21
	73%	64%	75%	78%	70%	72%	71%	74%	100%	70%	84%	59%	77%	74%	75%	73%	70%	72%	78%	68%	70%	72%	76%	67%
											L													
Developed new interests	101	16	85	29	50	23	50	50	1	2	49	50	7	15	23	55	17	7	29	31	32	46	46	10
	49%	37%	53%	51%	49%	48%	58%	42%	100%	20%	44%	61%	42%	52%	48%	54%	42%	40%	53%	46%	53%	53%	52%	31%
			b				H				j	JK										X	x	
Has more access to books	58	12	47	16	27	15	23	35		1	34	24	5	12	17	26	11	4	23	17	14	29	19	10
	28%	26%	29%	28%	27%	32%	27%	30%		10%	30%	29%	27%	43%	37%	26%	27%	24%	41%	24%	24%	33%	22%	34%
											j	j							tu					
Told to read more by parents or teachers	57	14	43	20	26	11	26	31		5	34	18	6	12	19	29	7	3	18	17	21	19	25	12
	28%	31%	27%	36%	25%	24%	31%	26%		40%	30%	22%	35%	43%	40%	28%	17%	16%	34%	25%	34%	22%	29%	40%
														Qr	Qr									v
Inspired by others to read more	52	8	43	14	28	10	21	29	1		29	22	3	9	12	30	8	3	16	15	14	19	20	12
	25%	19%	27%	25%	27%	21%	25%	24%	100%		27%	27%	15%	31%	25%	29%	19%	16%	29%	22%	23%	22%	23%	41%
											J	J												vw
Has more free time	22	4	18	5	14	3	8	12	1	1	11	9	1	3	5	14	1	1	7	6	9	6	10	6
	11%	9%	11%	9%	13%	7%	10%	10%	100%	10%	10%	11%	8%	12%	10%	14%	3%	8%	12%	9%	15%	7%	11%	20%
																Q								
Lost interest in other pursuits	4	2	2	2	1	1	1	3				4	1		1	2	1			3	1	3	1	
	2%	5%	1%	4%	1%	1%	2%	2%				5%	4%		1%	2%	3%			5%	1%	3%	2%	
												JK								s				
Other	10	1	9	1	3	6	4	5			4	5	1		1	8		1	2	5	3	6	2	2
	5%	2%	6%	3%	3%	12%	5%	5%			4%	7%	8%		3%	7%		4%	4%	7%	4%	6%	2%	7%
						de					j	J				NQ								

Table 39-1
C12 - Child: reasons for reading less
Based on total parents of of children who are at least basic readers whose child decreased reading outside the school in P12M

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	58	9	49	5	38	15	24	34		2	8	48	4	6	10	23	23	2	19	17	16	34	22	2
Total Weighted	46	7	39	5	30	11	18	28		2	11	32	3	4	7	18	19	1	16	13	13	27	18	1
Distractions increased (e.g. electronics, friends)	32	3	29	2	24	7	13	20		2	8	22	3	1	4	16	12	1	9	10	9	16	15	1
	70%	49%	74%	35%	80%	63%	73%	69%		100%	75%	67%	80%	33%	55%	85%	64%	50%	57%	79%	68%	62%	85%	50%
					d					L						N							v	
Has developed other interests	18	3	16	2	12	4	9	10			1	17	1	1	2	9	7		5	5	5	12	5	1
	40%	41%	40%	39%	41%	37%	50%	33%			13%	52%	20%	33%	27%	52%	36%		34%	42%	37%	46%	30%	50%
												JK			r	R	R							
Has less free time	10	2	8		5	5	5	5			1	9	1	1	1	5	3	1	3	2	5	5	5	
	22%	31%	21%		16%	50%	31%	17%			13%	27%	20%	17%	18%	30%	14%	50%	17%	16%	37%	20%	26%	
					D	DE						J										X	X	
Doesn't think it is cool any more	4	1	3		2	2	3	1			1	3	1		1	2	1		1	1	3	2	2	
	9%	20%	7%		7%	19%	16%	5%			13%	8%	41%		19%	11%	4%		4%	5%	21%	8%	11%	
						d						J												
Influence of others	2	1	1	1	1			2				2				1	1	1	2			1	1	
	4%	10%	3%	13%	5%			7%				6%				4%	4%	50%	13%			5%	4%	
												jk												
Has less access to books	1		1	1	1			1				1		1	1		1		1	1		1		
	3%		3%	13%	2%			5%				4%		17%	9%		4%		4%	5%		5%		
Other	5		5	1	3	1	3	2			1	3		2	2		2	1	3	1	1	4	1	
	10%		12%	26%	9%	6%	15%	7%			13%	10%		50%	27%		11%	50%	22%	5%	5%	15%	4%	
			B									J		MPq	p							X		

Table 40-1

C13 - Child: expected change in amount of reading next 12 months

Based on total parents of of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Increased	218	48	170	55	109	54	94	123	1	16	120	82	21	30	51	106	49	12	63	74	62	97	92	29
	54%	47%	56%	70%	50%	50%	52%	56%	67%	93%	66%	40%	63%	49%	54%	57%	52%	41%	57%	54%	52%	53%	53%	61%
				EF						KL	L		r			r								
Decreased	17	4	13		11	6	9	8		1	6	10	1	2	3	9	4	1	6	6	3	5	12	1
	4%	4%	4%		5%	5%	5%	4%		7%	3%	5%	2%	3%	3%	5%	4%	5%	5%	4%	3%	3%	7%	1%
					D	D																	vX	
Stayed the same	169	49	119	24	96	49	79	89	1		56	113	12	29	41	70	41	16	41	57	53	81	69	18
	42%	49%	40%	30%	44%	45%	43%	41%	33%		31%	55%	35%	48%	43%	38%	43%	54%	38%	42%	45%	44%	40%	38%
					D	D					J	JK						p						

Table 41-1
C14 - Child typology
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
10 - Enthusiastic Reader	76	8	67	19	37	20	26	48	1	2	43	30	7	15	22	40	9	5	23	19	25	31	32	12
	19%	8%	22%	23%	17%	18%	14%	22%	67%	14%	24%	15%	21%	24%	23%	22%	10%	16%	21%	14%	21%	17%	19%	25%
			B					g			L			Q	Q	Q								
9	35	7	28	9	17	9	15	20		5	8	22	3	5	8	19	4	4	10	12	11	17	13	5
	9%	7%	9%	12%	8%	8%	8%	9%		29%	5%	11%	8%	9%	9%	10%	4%	13%	9%	9%	9%	10%	7%	10%
										k		K				q								
8	86	29	57	15	45	26	40	46		2	39	45	7	8	15	44	23	5	16	36	25	37	39	10
	21%	29%	19%	19%	21%	24%	22%	21%		14%	22%	22%	21%	12%	15%	24%	24%	16%	15%	26%	21%	20%	23%	21%
		C														No	n			S				
7	89	27	61	15	50	23	42	47		1	46	41	7	13	20	37	25	6	28	28	23	40	39	10
	22%	27%	20%	19%	23%	22%	23%	21%		7%	25%	20%	21%	21%	21%	20%	27%	21%	25%	20%	20%	22%	22%	20%
											J	j												
6	48	15	33	9	28	11	23	26		2	21	25	3	10	14	21	12	2	16	16	14	23	21	4
	12%	15%	11%	12%	13%	10%	12%	12%		14%	12%	12%	10%	17%	14%	11%	12%	7%	14%	11%	12%	13%	12%	8%
5	30	6	24	6	15	9	13	17		2	14	14	1	3	5	12	13	1	7	11	11	17	13	1
	7%	6%	8%	8%	7%	8%	7%	8%		14%	8%	7%	4%	6%	5%	6%	14%	2%	6%	8%	9%	9%	7%	1%
																	mnpRO					X	X	
4	14	1	12	1	12	1	7	7		1	4	8	1	3	4	3	3	3	5	5	3	8	3	3
	3%	1%	4%	1%	6%	1%	4%	3%		7%	2%	4%	2%	6%	4%	2%	3%	12%	4%	3%	3%	4%	1%	7%
					DF													p						
3	13	3	10	1	7	5	10	3			1	11	2	3	5	4	3	1	3	4	4	5	7	1
	3%	3%	3%	2%	3%	4%	5%	2%			1%	6%	6%	4%	5%	2%	4%	2%	2%	3%	3%	3%	4%	3%
							H					JK												
2	8	3	5	2	2	4	3	4	1		3	5	2		2	4	1	1	1	6	1	2	4	2
	2%	3%	2%	3%	1%	4%	2%	2%	33%		2%	3%	6%		2%	2%	1%	2%	1%	4%	1%	1%	2%	4%
												J				N				s				
1 - Reluctant Reader	5	1	5	1	3	1	4	1			1	4		1	1	1	1	3	2	2	1	3	3	
	1%	1%	2%	2%	1%	1%	2%	1%			1%	2%		1%	1%		1%	9%	2%	2%	1%	1%	2%	
												J						mp				x		
Average	7.3	7.0	7.4	7.5	7.2	7.2	7.0	7.5	7.4	7.5	7.5	7.0	7.2	7.3	7.3	7.6	6.8	6.7	7.3	7.1	7.4	7.2	7.2	7.5
								G			L					Qr								
Net: Top 2 Box	110	15	96	28	54	29	41	68	1	7	52	51	10	20	30	59	13	9	33	31	36	48	45	17
	27%	15%	32%	35%	25%	27%	23%	31%	67%	43%	28%	25%	29%	33%	32%	32%	14%	29%	30%	23%	30%	26%	26%	35%
			B					g					q	Q	Q	Q		q						
Net: Top 3 Box	197	44	152	43	99	55	81	115	1	10	91	96	17	28	45	103	35	13	49	67	61	85	84	27
	49%	44%	50%	54%	46%	50%	44%	52%	67%	57%	50%	47%	50%	45%	47%	56%	38%	45%	45%	49%	51%	47%	49%	56%
																Q								
Net: Midddle 3 Box	167	48	119	31	93	43	77	90		6	81	80	12	27	39	70	50	9	50	54	49	80	72	14
	41%	48%	39%	39%	43%	40%	43%	41%		36%	45%	39%	35%	43%	41%	38%	53%	30%	46%	40%	41%	44%	42%	29%
																	mPRo					x		
Net: Bottom 4 Box	40	9	31	5	24	11	24	16	1	1	10	29	5	7	12	12	9	8	10	16	10	17	16	7
	10%	9%	10%	7%	11%	10%	13%	7%	33%	7%	5%	14%	15%	11%	12%	7%	9%	25%	9%	12%	8%	9%	9%	14%
							h					K						Pq						
Net: Bottom 2 Box	14	4	10	3	5	5	8	5	1		4	9	2	1	3	5	3	3	3	8	2	5	7	2
	3%	4%	3%	4%	2%	5%	4%	2%	33%		2%	5%	6%	1%	3%	3%	3%	11%	2%	6%	2%	3%	4%	4%
											j	J						n		u				
Net: Top 5 Box	334	87	247	67	177	89	145	187	1	14	158	162	27	51	78	161	72	22	92	110	98	149	144	41
	83%	85%	82%	85%	82%	82%	80%	85%	67%	79%	87%	79%	81%	83%	83%	87%	77%	72%	85%	80%	83%	82%	83%	84%
											L					Qr								
Net: Bottom 5 Box	70	15	55	12	39	20	37	33	1	4	24	43	6	10	17	24	22	8	17	27	20	34	29	8
	17%	15%	18%	15%	18%	18%	20%	15%	33%	21%	13%	21%	19%	17%	17%	13%	23%	28%	15%	20%	17%	18%	17%	16%
												K					P	p						
Net: Top 2 Box	110	15	96	28	54	29	41	68	1	7	52	51	10	20	30	59	13	9	33	31	36	48	45	17
	27%	15%	32%	35%	25%	27%	23%	31%	67%	43%	28%	25%	29%	33%	32%	32%	14%	29%	30%	23%	30%	26%	26%	35%
			B					g					q	Q	Q	Q		q						
Net: Midddle 2 Box	175	57	118	30	95	49	82	93		4	85	86	14	21	35	81	48	11	44	63	48	77	78	20
	43%	56%	39%	38%	44%	45%	45%	42%		21%	47%	42%	42%	34%	36%	44%	51%	37%	40%	46%	40%	42%	45%	41%
		C									J	j					NO							
Net: Bottom 6 Box	118	30	89	21	67	30	59	59	1	6	45	68	10	21	30	45	33	10	33	43	35	57	50	11
	29%	29%	29%	27%	31%	28%	33%	27%	33%	36%	25%	33%	29%	33%	32%	24%	35%	34%	30%	31%	29%	31%	29%	24%
												k					p							

Table 42-1
C15 - Child: Barriers for reading more
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Too distracted by electronics	165	43	122	28	85	52	78	86	1	4	62	99	15	28	43	81	28	12	34	57	53	68	75	21
	41%	42%	40%	36%	39%	48%	43%	39%	33%	21%	34%	49%	46%	45%	46%	44%	30%	41%	31%	42%	45%	37%	43%	44%
						d						JK		q	Q	Q				s	S			
This child has other interests just as important	94	13	81	20	48	26	49	43	1	6	38	50	4	14	18	49	18	8	22	30	30	35	41	18
as reading	23%	13%	27%	25%	22%	24%	27%	20%	67%	36%	21%	24%	12%	22%	19%	27%	19%	27%	20%	22%	25%	19%	24%	36%
			B				h									M								V
Child's attention span is too short	88	20	68	20	46	22	46	41	1	4	43	41	6	17	23	43	18	4	29	31	16	42	36	9
	22%	19%	22%	25%	21%	20%	25%	18%	33%	21%	24%	20%	19%	27%	24%	23%	19%	14%	26%	23%	14%	23%	21%	19%
							h												U	u				
This child finds reading too boring	75	18	56	12	42	21	37	37	1		31	44	8	12	20	36	14	5	14	25	26	34	34	7
	18%	18%	19%	15%	19%	19%	20%	17%	33%		17%	21%	25%	19%	21%	19%	14%	18%	13%	18%	22%	18%	20%	14%
											J	J									s			
There is little time left after this child gets home	73	14	59	18	39	16	25	46	1	4	38	31	6	9	14	37	17	5	19	23	23	36	29	8
from school	18%	13%	19%	22%	18%	14%	14%	21%	67%	21%	21%	15%	17%	14%	15%	20%	18%	16%	17%	16%	19%	20%	17%	17%
								g																
This child reads enough as it is	70	12	58	12	39	19	33	37		2	42	26	4	12	17	36	12	6	28	16	19	33	27	10
	17%	12%	19%	16%	18%	17%	18%	17%		14%	23%	13%	12%	20%	17%	19%	12%	20%	25%	12%	16%	18%	16%	21%
			b								L								Tu					
Lack of a reading routine	65	16	48	10	35	20	29	35	1	5	29	30	6	7	12	35	14	4	16	24	19	25	31	9
	16%	16%	16%	13%	16%	18%	16%	16%	33%	29%	16%	15%	17%	11%	13%	19%	14%	14%	15%	17%	16%	14%	18%	18%
Extra-curricular activities take over this child's	62	17	45	8	36	17	27	35			25	36	4	12	16	30	8	8	14	17	22	31	23	8
schedule	15%	17%	15%	10%	17%	16%	15%	16%			14%	18%	12%	19%	17%	16%	9%	25%	13%	12%	18%	17%	13%	17%
											J	J		q		q		Q						
This child needs one-on-one reading guidance	48	11	37	13	22	13	25	23		4	29	15	8	7	15	23	9	1	14	17	13	22	20	6
	12%	11%	12%	16%	10%	12%	14%	11%		21%	16%	7%	23%	11%	15%	12%	10%	5%	13%	13%	11%	12%	12%	12%
											L		R		R	r								
Books are expensive	40	10	29	11	21	7	20	18	1	1	18	20	2	3	6	25	5	5	8	16	11	21	12	7
	10%	10%	10%	14%	10%	7%	11%	8%	67%	7%	10%	10%	6%	6%	6%	13%	5%	16%	8%	12%	9%	11%	7%	14%
																NQO								
There is simply no time	38	12	26	11	20	7	18	19	1	4	14	20	1	7	7	18	10	2	8	10	18	17	18	3
	9%	11%	9%	14%	9%	7%	10%	9%	67%	21%	8%	10%	2%	11%	8%	10%	11%	7%	7%	7%	15%	9%	10%	7%
														m		M	M				ST			
Too young to read independently	32	10	23	12	18	3	10	22		7	21	4	3	6	9	10	11	3	10	13	8	9	17	7
	8%	9%	8%	15%	8%	3%	6%	10%		43%	12%	2%	8%	10%	9%	5%	12%	9%	10%	9%	7%	5%	10%	14%
				F	F			g		KL	L						p						v	v
We haven't found subjects that interest this	29	8	21	6	17	5	11	17	1	2	13	14	1	4	6	13	8	2	4	14	7	15	7	7
child	7%	8%	7%	8%	8%	5%	6%	8%	33%	14%	7%	7%	4%	7%	6%	7%	9%	7%	3%	11%	6%	8%	4%	14%
																				S		w		w
Lack of interesting reading material at home	26	4	22	5	13	8	13	13			8	18	1	5	6	16	3	1	5	10	8	8	15	3
	6%	4%	7%	7%	6%	7%	7%	6%			5%	9%	2%	9%	6%	9%	3%	5%	4%	7%	6%	4%	9%	6%
											J	J				MQ								
Limited resources at school	22	7	15	8	12	2	9	12	1		11	11	2	2	4	12	5	1	4	13	4	12	9	1
	5%	7%	5%	10%	6%	2%	5%	6%	33%		6%	5%	6%	3%	4%	7%	5%	2%	4%	9%	3%	7%	5%	1%
				F	f						J	J								sU		X		
Difficulty accessing reading materials	12	7	5	1	5	6	6	5	1	1	3	8	1	2	3	5	2	2	4	4	3	5	3	4
	3%	7%	2%	2%	2%	5%	3%	2%	33%	7%	2%	4%	2%	3%	3%	3%	2%	7%	4%	3%	2%	3%	2%	8%
		c																						
Lack of a place to read	6	4	1	2	2	1	4	1			4	1	1	2	3	1	1			3	3	1	3	1
	1%	4%		3%	1%	1%	2%	1%			2%	1%	2%	3%	3%	1%	1%			2%	2%	1%	2%	3%
		c									j									s	s			
Other reason	32	7	25	4	17	11	14	18		1	15	16	4	2	6	14	10	3	12	14	5	17	13	2
	8%	7%	8%	5%	8%	10%	8%	8%		7%	8%	8%	12%	3%	6%	7%	10%	9%	11%	10%	4%	9%	8%	4%
																	n		u	U				
Net: Child lacks interest/distracted/has other	266	60	206	50	142	74	126	138	2	11	109	146	21	42	64	125	56	22	62	95	79	115	115	36
interests (5 items)	66%	59%	68%	64%	66%	68%	69%	63%	100%	64%	60%	71%	65%	69%	67%	67%	59%	73%	57%	69%	67%	63%	66%	75%
												K								S				
Net: No time (2 items)	92	21	70	22	49	21	37	53	1	4	43	45	6	12	18	45	22	7	23	30	29	42	40	10
	23%	21%	23%	28%	23%	19%	20%	24%	67%	21%	24%	22%	19%	19%	19%	24%	23%	23%	21%	22%	24%	23%	23%	20%
Net: Lack of material/resources/ Expensive (4	87	25	63	23	44	20	44	41	2	2	36	49	5	12	17	49	14	7	20	37	22	40	35	12
items)	22%	24%	21%	29%	21%	18%	24%	19%	100%	14%	20%	24%	15%	20%	18%	27%	15%	23%	18%	27%	18%	22%	20%	25%
				f												mQ								

Table 43-1
C16 - Child: Motivations for reading more
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
Receiving a series of books, that draws them in to read the next one	144	24	120	25	80	38	71	70	2	2	60	81	8	20	27	73	33	10	35	53	38	58	61	24
	36%	24%	40%	32%	37%	35%	39%	32%	100%	14%	33%	40%	23%	32%	29%	40%	35%	34%	32%	38%	32%	32%	36%	50%
			B								j	J				Mo								Vw
Having a set reading routine	134	34	100	28	72	34	54	80	1	9	66	60	12	19	31	66	32	6	40	40	42	51	63	20
	33%	34%	33%	36%	33%	31%	30%	36%	33%	50%	36%	29%	36%	31%	33%	36%	34%	18%	37%	29%	35%	28%	36%	42%
															r	R	r							v
Visiting the library	133	36	98	29	73	31	61	72		6	66	61	10	18	29	66	27	12	39	50	35	55	59	19
	33%	35%	32%	36%	34%	29%	34%	33%		36%	36%	30%	31%	30%	30%	36%	29%	38%	36%	36%	30%	30%	34%	40%
Books centered around my child's interests (TV characters, computer games, movies, hobbies, sports etc)	133	27	107	28	73	33	67	65	2	4	59	71	8	24	32	64	27	11	31	51	38	61	55	18
	33%	26%	35%	35%	34%	30%	37%	29%	100%	21%	32%	35%	23%	39%	33%	35%	28%	36%	28%	37%	32%	33%	32%	37%
			b																					
Receiving books as a gift	133	32	101	27	74	33	53	79	1	5	60	68	12	20	31	63	30	8	37	51	35	52	61	20
	33%	32%	33%	34%	34%	30%	29%	36%	67%	29%	33%	33%	35%	32%	33%	34%	32%	28%	34%	37%	29%	29%	35%	41%
Picking out titles on their own	131	28	103	32	64	35	60	70	1	5	66	61	10	17	26	73	21	11	36	51	31	57	53	21
	33%	28%	34%	41%	30%	32%	33%	32%	67%	29%	36%	30%	29%	27%	28%	39%	23%	37%	33%	37%	26%	31%	31%	44%
				e												nQo				u				
Visiting a bookstore	101	23	78	19	60	22	46	54		6	39	55	4	17	21	55	17	7	25	31	37	44	44	12
	25%	23%	26%	24%	28%	20%	26%	25%		36%	22%	27%	12%	27%	22%	30%	18%	25%	23%	22%	31%	24%	26%	25%
														m		MQ								
Age appropriate book clubs (outside the school)	91	27	64	20	52	19	41	48	2	6	41	44	5	14	18	46	20	6	23	35	22	37	34	20
	22%	26%	21%	25%	24%	17%	23%	22%	100%	36%	22%	21%	14%	22%	20%	25%	22%	21%	21%	26%	19%	20%	20%	41%
																								VW
Modeled behaviour from other siblings, friends, family members	79	16	64	12	46	22	38	41		2	36	41	6	18	24	39	10	7	19	30	26	30	36	13
	20%	15%	21%	15%	21%	20%	21%	19%		14%	20%	20%	17%	30%	25%	21%	10%	23%	17%	21%	22%	17%	21%	27%
														Q	Q	Q								
Gamification / Unweighted Reading Challenges	59	15	44	11	37	11	24	32	2	2	27	30	4	8	12	30	11	6	19	18	16	23	24	12
	15%	15%	15%	14%	17%	10%	13%	15%	100%	14%	15%	15%	13%	13%	13%	16%	12%	18%	17%	13%	13%	12%	14%	25%
					f																			vw
Having a special reading location	58	12	46	13	31	14	25	32	1	4	34	21	3	5	8	30	19	1	17	17	19	21	25	12
	14%	12%	15%	16%	15%	13%	14%	15%	67%	21%	18%	10%	8%	9%	9%	16%	20%	5%	16%	12%	16%	11%	15%	26%
											L					nRo	mNRO							V
Participating in book ambassador programs by kids for kids	50	8	42	14	25	12	24	25	1	5	27	18	1	8	8	28	11	3	14	14	14	24	20	6
	12%	8%	14%	17%	11%	11%	13%	11%	67%	29%	15%	9%	2%	12%	9%	15%	12%	9%	13%	10%	12%	13%	12%	11%
			b											M		M	M							
Other	28	5	23	5	8	15	8	19	1		14	14	3	3	7	14	5	3	12	5	10	14	12	2
	7%	5%	8%	6%	4%	14%	5%	8%	67%		8%	7%	10%	6%	7%	7%	5%	9%	11%	3%	9%	8%	7%	4%
						dE					J	J							T		t			

Table 44-1
C17 - Child: Influence on reading experience
Based on total parents of children who are at least basic readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	447	116	331	81	236	130	203	242	2	14	130	303	36	68	104	200	108	35	119	154	131	208	186	53
Total Weighted	404	102	302	79	216	109	182	220	2	17	182	205	33	62	95	185	94	30	109	137	119	182	173	48
owns books	271	63	209	55	142	74	123	147	1	10	125	137	18	38	56	128	66	22	75	87	79	124	112	36
	67%	62%	69%	70%	66%	68%	68%	67%	67%	57%	68%	67%	54%	62%	59%	69%	70%	72%	69%	63%	66%	68%	65%	75%
is happy to get books as gifts	211	39	172	41	120	50	78	131	1	6	99	105	13	34	47	96	53	16	60	68	61	88	98	25
	52%	38%	57%	52%	55%	46%	43%	60%	67%	36%	55%	51%	40%	54%	49%	52%	56%	52%	55%	49%	51%	48%	56%	52%
			B					G																
is developing the skills to read	154	39	115	42	75	38	62	92	1	10	90	55	14	26	40	68	36	10	46	52	44	63	72	19
	38%	39%	38%	53%	35%	35%	34%	42%	33%	57%	49%	27%	42%	42%	42%	37%	39%	32%	42%	38%	37%	35%	42%	40%
				EF						L	L													
asks to visit library	152	33	118	34	84	34	67	85		11	77	63	9	27	36	75	32	9	44	45	49	56	70	25
	38%	33%	39%	43%	39%	31%	37%	39%		64%	42%	31%	27%	43%	38%	41%	33%	30%	41%	33%	41%	31%	41%	52%
				f						L	L												V	V
lives in a household where everyone reads on a	140	27	113	32	70	38	61	78	1	7	60	73	14	19	33	67	29	12	35	50	46	58	63	19
regular basis	35%	27%	38%	41%	32%	35%	33%	36%	67%	43%	33%	36%	42%	31%	35%	36%	31%	38%	32%	36%	38%	32%	37%	40%
			B																					
needs constant encouragement to read	101	27	74	16	62	23	51	50	1	1	45	55	10	14	24	42	28	6	24	39	27	43	40	17
	25%	26%	25%	20%	29%	21%	28%	23%	33%	7%	25%	27%	31%	22%	25%	23%	30%	21%	22%	29%	22%	24%	23%	35%
											J	J												
participates in book challenges	54	7	47	18	25	12	25	29		2	28	24	3	10	14	25	11	4	18	9	18	23	24	7
	13%	7%	15%	22%	11%	11%	14%	13%		14%	15%	12%	11%	17%	15%	14%	12%	14%	16%	6%	15%	13%	14%	14%
			B	EF															T		T			
is part of a "by kids for kids" book ambassador	13	8	5	2	6	5	8	5			4	9	1	1	2	3	7	1	2	6	5	5	7	1
program	3%	7%	2%	3%	3%	4%	4%	2%			2%	4%	2%	2%	2%	2%	7%	2%	2%	4%	4%	3%	4%	3%
		C									j	J					po							
None of the above	19	4	15	4	8	7	8	11		2	8	8	1	3	3	10	4	1	7	6	5	10	6	3
	5%	4%	5%	5%	4%	6%	4%	5%		14%	5%	4%	2%	4%	4%	6%	4%	5%	7%	4%	4%	6%	3%	5%

Table 45-1
J1 - Child: expected reading behaviour over summer
Based on total parents of independent readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	122	339	87	242	132	210	249	2	23	133	305	39	71	110	206	110	35	120	159	137	214	193	54
Total Weighted	420	109	312	87	223	111	190	228	2	28	186	206	37	65	102	192	96	30	111	144	127	189	181	50
Read more than during the school year	129	36	93	30	71	29	51	77	1	11	56	62	11	17	28	68	27	6	26	44	45	53	58	18
	31%	34%	30%	34%	32%	26%	27%	34%	67%	39%	30%	30%	30%	26%	27%	35%	28%	20%	23%	31%	35%	28%	32%	36%
																r					S			
Read less than during the school year	145	39	106	27	82	36	74	71	1	9	62	75	13	26	39	56	36	14	41	48	41	63	62	21
	35%	36%	34%	31%	37%	32%	39%	31%	33%	30%	33%	36%	35%	39%	38%	29%	38%	46%	37%	34%	32%	33%	34%	41%
																		p						
Read the same as during the school year	146	33	113	30	70	46	65	81		9	69	69	13	23	36	68	33	10	44	51	41	73	61	12
	35%	31%	36%	34%	31%	42%	34%	35%		30%	37%	33%	35%	35%	35%	35%	34%	34%	40%	36%	32%	39%	34%	23%
						e																X		

Table 46-1
J2 - Child: concerns with loosing reading skills over summer
Based on total parents of independent readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	122	339	87	242	132	210	249	2	23	133	305	39	71	110	206	110	35	120	159	137	214	193	54
Total Weighted	420	109	312	87	223	111	190	228	2	28	186	206	37	65	102	192	96	30	111	144	127	189	181	50
Net: Concerned	155	46	109	30	89	37	65	90	1	14	76	66	16	20	35	67	37	16	42	51	48	72	66	17
	37%	42%	35%	34%	40%	34%	34%	39%	33%	48%	41%	32%	43%	30%	35%	35%	38%	53%	38%	36%	38%	38%	37%	34%
											l							Npo						
Very concerned 4x	47	9	37	8	30	9	17	29	1	2	24	20	10	5	14	16	13	3	7	18	17	23	21	3
	11%	9%	12%	9%	13%	8%	9%	13%	33%	9%	13%	10%	26%	7%	14%	9%	13%	9%	6%	13%	14%	12%	12%	6%
													NPr							s	s			
Somewhat concerned 3x	109	36	72	21	59	28	48	61		11	52	46	6	15	21	51	24	13	35	33	31	49	45	14
	26%	34%	23%	25%	26%	25%	25%	27%		39%	28%	22%	17%	22%	20%	27%	25%	44%	32%	23%	25%	26%	25%	29%
		C																MNpqO						
Not very concerned 2x	137	41	96	26	72	39	60	77		9	50	78	9	21	29	61	38	8	29	60	39	66	56	14
	33%	38%	31%	30%	32%	36%	32%	34%		30%	27%	38%	24%	31%	29%	32%	40%	27%	27%	41%	31%	35%	31%	29%
												K					mo			Su				
Not at all concerned 1x	128	22	107	31	63	34	65	62	1	6	60	62	12	25	38	64	21	6	39	33	39	52	58	18
	31%	20%	34%	36%	28%	31%	34%	27%	67%	22%	32%	30%	33%	39%	37%	33%	22%	20%	35%	23%	31%	27%	32%	37%
			B											Qr	Qr	Q			T					
Net: Not concerned	265	63	202	57	135	73	125	139	1	15	111	140	21	46	67	125	59	14	68	93	78	118	115	33
	63%	58%	65%	66%	60%	66%	66%	61%	67%	52%	59%	68%	57%	70%	65%	65%	62%	47%	62%	64%	62%	62%	63%	66%
												k		R	r	r								
Average	2.2	2.3	2.1	2.1	2.2	2.1	2.1	2.2	2.0	2.3	2.2	2.1	2.4	2.0	2.1	2.1	2.3	2.4	2.1	2.3	2.2	2.2	2.2	2.0
		c															N	Np						

Table 47-1

J3 - Reasons for being concerned

Based on total parents of independent readers concerned with reading skills over summer

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	163	49	114	29	92	42	71	91	1	11	54	98	16	20	36	70	41	16	45	54	48	76	69	18
Total Weighted	155	46	109	30	89	37	65	90	1	14	76	66	16	20	35	67	37	16	42	51	48	72	66	17
Child will be frustrated when school starts	57	15	41	11	36	10	23	33	1	4	28	25	8	7	15	27	8	7	16	20	15	22	26	8
	36%	33%	38%	37%	41%	26%	35%	37%	100%	27%	37%	38%	48%	38%	42%	40%	22%	44%	37%	39%	32%	31%	39%	48%
					f								q		q	q								
Child will lose opportunities	44	19	25	11	21	12	18	27		5	28	11	5	7	12	18	13	2	10	14	16	22	19	3
	29%	42%	23%	39%	23%	33%	27%	30%		36%	37%	17%	31%	35%	33%	26%	35%	13%	23%	28%	34%	31%	29%	20%
		C									L						r							
School environment is very competitive	44	17	27	8	20	16	20	25		4	17	24	3	6	9	20	12	3	15	14	11	18	20	6
	28%	37%	25%	27%	23%	43%	30%	27%		27%	22%	36%	21%	31%	27%	30%	32%	17%	36%	28%	22%	25%	31%	35%
						E						k												
My child already is having a tough time at school	37	9	29	7	22	8	20	17		4	13	21	1	5	5	20	9	3	13	14	8	17	17	3
	24%	19%	26%	25%	25%	22%	31%	19%		27%	17%	32%	4%	24%	15%	29%	26%	17%	30%	28%	17%	24%	26%	16%
							h					K		m		Mo	M							
Other	12	1	10		8	3	4	7		1	6	5	2		2	5	3	2	5	2	4	7	3	2
	7%	3%	9%		9%	9%	6%	8%		9%	7%	7%	13%		6%	7%	7%	13%	11%	4%	9%	10%	4%	12%
					D	d										N	n							

Table 48-1
J4 - Reasons for not being concerned
Based on total parents of independent readers NOT concerned with reading skills over summer

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	298	73	225	58	150	90	139	158	1	12	79	207	23	51	74	136	69	19	75	105	89	138	124	36
Total Weighted	265	63	202	57	135	73	125	139	1	15	111	140	21	46	67	125	59	14	68	93	78	118	115	33
My child will continue to read throughout the	176	38	138	35	87	53	75	101		7	80	88	15	30	45	85	34	11	40	61	51	80	77	19
summer	66%	60%	68%	62%	65%	72%	60%	73%		50%	72%	63%	71%	66%	68%	68%	57%	81%	58%	66%	65%	68%	67%	57%
								G										Q						
I will keep working with child through the	69	14	54	19	31	18	35	34		7	36	25	8	10	18	39	9	3	27	16	18	30	31	8
summer	26%	23%	27%	34%	23%	25%	28%	25%		50%	33%	18%	39%	21%	27%	32%	15%	19%	39%	17%	23%	26%	27%	23%
										L	L		Q			Q			TU					
Don't really think there is a serious loss	64	10	55	13	31	20	27	38		1	25	38	5	10	14	25	23	2	21	17	21	27	31	7
	24%	15%	27%	23%	23%	27%	21%	27%		8%	23%	27%	23%	21%	22%	20%	38%	14%	31%	19%	27%	23%	27%	20%
			B									J					nPRO		t					
Summer break is too short to cause any impact	51	12	39	14	22	15	27	24		4	20	28		4	4	27	16	3	18	17	15	21	22	8
on academic skills	19%	18%	19%	25%	16%	20%	22%	17%		25%	18%	20%		9%	6%	22%	28%	24%	26%	18%	20%	18%	19%	25%
														M		MNO	MNO	Mo						
There are other relevant skills to be learned	46	10	36	10	26	10	20	26		2	15	28	3	5	8	17	18	3	14	14	16	19	23	4
over the summer break	17%	16%	18%	18%	19%	14%	16%	19%		17%	14%	20%	13%	12%	12%	14%	31%	19%	20%	15%	20%	16%	20%	12%
																	mNPO							
Some loss is normal and expected	35	7	28	9	21	5	18	17		1	13	21	3	7	10	11	12	1	10	16	9	15	17	3
	13%	11%	14%	15%	16%	7%	14%	12%		8%	11%	15%	16%	15%	15%	9%	21%	10%	15%	17%	11%	13%	15%	8%
					F												P							
Child will be enrolled in summer activities to	26	5	22	9	12	6	15	10	1	4	14	9		6	6	19	1	1	6	5	10	11	10	5
keep up reading	10%	8%	11%	15%	9%	8%	12%	7%	100%	25%	13%	6%		12%	8%	15%	2%	5%	9%	5%	13%	10%	9%	15%
														Mq		MQr					t			
Summer is a time for children to take a break	25	6	19	7	16	3	12	14		1	11	13	3	4	7	8	10	1	8	11	5	10	12	3
from reading	10%	10%	9%	12%	12%	4%	9%	10%		8%	10%	9%	13%	9%	10%	6%	17%	5%	12%	12%	7%	9%	10%	11%
				f	F												Pr							
Child can catch up in the first weeks of school	19	4	15	2	12	6	9	10		4	6	10	2	3	5	7	7	1	5	8	7	7	9	3
	7%	7%	8%	3%	9%	8%	8%	7%		25%	5%	7%	9%	6%	7%	6%	12%	5%	7%	9%	9%	6%	8%	8%
Other children will experience the same loss in	12	6	7		8	4	11	1			7	5		3	3	5	4		3	3	6	5	6	1
skills	5%	9%	3%		6%	6%	9%	1%			6%	4%		8%	5%	4%	7%		5%	4%	7%	5%	5%	2%
					D	D	H				J	J		mr	r	MR	MR							

Table 49-1
J5 - Awareness of summer slide
Based on total parents of independent readers

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	461	122	339	87	242	132	210	249	2	23	133	305	39	71	110	206	110	35	120	159	137	214	193	54
Total Weighted	420	109	312	87	223	111	190	228	2	28	186	206	37	65	102	192	96	30	111	144	127	189	181	50
Yes, I've heard this term	102	25	77	24	52	25	42	59	1	10	45	47	13	13	26	48	18	10	22	32	40	38	49	15
	24%	23%	25%	28%	23%	23%	22%	26%	67%	35%	24%	23%	35%	20%	25%	25%	18%	34%	20%	22%	32%	20%	27%	30%
													q					q			St			
I might have heard it, not sure	76	28	48	17	41	19	43	33		5	38	33	7	25	31	27	14	4	20	26	25	34	30	11
	18%	26%	15%	19%	18%	17%	23%	14%		17%	20%	16%	18%	38%	31%	14%	14%	13%	18%	18%	19%	18%	17%	22%
		C					H							MPQR	PQR									
No, I haven't heard this term	243	56	187	46	130	67	105	137	1	14	104	126	17	28	45	117	65	16	68	86	62	117	101	24
	58%	51%	60%	53%	58%	60%	55%	60%	33%	48%	56%	61%	46%	43%	44%	61%	67%	52%	62%	60%	49%	62%	56%	48%
																NO	MNO		U	u		x		

Table 1
B1. Child 4 books #1264 read happiness
Based on total parents of independent reader who also read books

	Total	Parent Gender: Male	Parent Gender: Female	Parent Age: 18-34	Parent Age: 35-44	Parent Age: 45+	Child's Gender: Male	Child's Gender: Female	Child's Gender: Other	Child's Age: 2 to 5	Child's Age: 6 to 8	Child's Age: 9 to 11	Region: BC	Region: Prairies	Region: Ontario	Region: Quebec	Region: Atlantic	Ethnicity: <Chk	Ethnicity: 35-49	Ethnicity: 50+	# of Children in HH: 2	# of Children in HH: 3	# of Children in HH: 4+
Total Actual	418	188	230	103	233	182	207	207	2	27	172	219	147	61	173	96	29	12	157	249	174	154	48
Total Weighted	418	188	230	103	233	182	207	207	2	27	172	219	147	61	173	96	29	12	157	249	174	154	48
Net: Under 10	3	1	2	1	1	1	1	2		1	1	1	1	1	1	1	1	1	1	2	1	1	1
Net: 10 to 29	63	25	35	17	31	15	25	35		4	20	35	12	10	18	12	5	2	18	28	37	41	15
	23%	13%	15%	16%	13%	8%	12%	17%		14%	12%	16%	8%	16%	10%	13%	17%	17%	11%	11%	21%	26%	31%
Net: 30+	123	54	69	24	61	38	50	71	1	9	46%	64	36	20%	32%	20%	14%	50%	34	36	51	51	18
	32%	29%	30%	23%	26%	21%	24%	34%	67%	33%		29%	24%					100%	22%	14%	29%	33%	38%
Net: 30 to 39	71	29	39	17	35	19	25	39		2	26	43	21	6	14	24	7	0	16	27	32	38	8
	18%	15%	17%	16%	15%	11%	12%	19%		10%	15%	20%	14%	10%	8%	25%	24%		10%	11%	18%	25%	16%
Net: 40+	52	25	27	7	26	19	25	27	1	7	20	35	15	4	18	12	2	2	17	9	19	13	8
	13%	13%	12%	7%	11%	10%	12%	13%	67%	26%	12%	16%	10%	7%	10%	13%	7%	17%	11%	4%	11%	8%	16%
Dont Know	1	1		1			1				1		1		1				1		1		
				1%			1%				1%		1%		1%				1%		1%		
Average #	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	2	2	2	2	2
Median #	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	2	2	2	2	2
Average # excluding outliers Over 100	2	2	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	1	2	2	2	2	2
Age Distribution:																							
0	1	1		1			1		1			1											
				2%			1%		5%			1%											
1	1	1		1	1	1	1				1		1	1	1	1	1		1	1	1	1	
				1%	1%	1%	1%				1%		1%	1%	1%	1%	1%		1%	1%	1%	1%	
2	12	6	6	3	6	3	10	3		1	4	8	4	2	5	2	1		5	4	3	3	3
	3%	3%	3%	3%	3%	2%	5%	1%		5%	2%	4%	3%	3%	3%	2%	3%		3%	2%	2%	2%	6%
3	24	12	12	6	12	6	12	12		1	8	15	7	2	8	5	2		8	8	6	6	2
	6%	6%	5%	6%	5%	3%	6%	6%		4%	5%	7%	5%	3%	5%	5%	7%		5%	3%	3%	4%	4%
4	51	25	26	14	24	13	26	25		3	17	31	14	6	18	10	3		18	18	14	14	5
	12%	13%	11%	13%	10%	7%	13%	12%		11%	10%	14%	10%	10%	10%	10%	10%		11%	7%	8%	9%	10%
5	78	37	41	17	40	21	40	38		2	24	52	24	9	29	15	5		24	34	27	21	10
	19%	19%	18%	16%	17%	12%	19%	18%		7%	14%	24%	16%	15%	17%	16%	17%		15%	14%	15%	14%	21%
6	59	28	31	14	31	14	31	28		1	14	44	18	6	17	8	3		17	24	9	12	3
	14%	15%	13%	14%	13%	8%	15%	13%		4%	8%	20%	12%	10%	10%	8%	10%		11%	10%	5%	8%	6%
7	40	18	22	7	21	12	20	20		1	7	32	12	5	14	6	2		12	21	9	9	2
	10%	10%	10%	7%	9%	7%	10%	10%		4%	4%	15%	8%	8%	8%	6%	7%		8%	8%	5%	6%	4%
8	46	23	23	14	24	8	24	22		1	8	37	24	4	14	5	2		14	24	7	9	2
	11%	12%	10%	14%	10%	4%	12%	11%		4%	5%	17%	16%	7%	8%	5%	7%		9%	10%	4%	6%	4%
9	20	10	10	5	9	6	9	11		1	3	16	5	2	6	3	1		6	9	3	3	1
	5%	5%	5%	5%	4%	3%	4%	5%		4%	2%	7%	3%	3%	3%	3%	3%		4%	4%	2%	2%	2%
10	42	21	21	9	21	12	21	21		1	8	33	14	4	18	6	1		14	19	8	9	2
	10%	11%	9%	9%	9%	6%	10%	10%		4%	5%	15%	10%	7%	10%	6%	3%		9%	8%	5%	6%	4%
11	20	10	10	5	10	5	10	10		1	4	15	5	2	6	3	1		6	10	3	3	1
	5%	5%	4%	5%	4%	3%	5%	5%		4%	2%	7%	3%	3%	3%	3%	3%		4%	4%	2%	2%	2%
12	53	26	26	13	26	13	26	26		1	8	44	16	6	18	9	3		16	26	9	9	3
	13%	14%	12%	13%	11%	7%	13%	12%		4%	5%	20%	11%	10%	10%	9%	10%		10%	10%	5%	6%	6%
13	13	6	7	3	6	4	6	7		1	3	9	3	1	4	2	1		3	6	2	2	1
	3%	3%	3%	3%	3%	2%	3%	3%		4%	2%	4%	2%	2%	2%	2%	3%		2%	2%	1%	1%	2%
14	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
15	11	5	6	2	5	4	5	6		1	3	7	3	1	3	2	1		3	4	2	2	1
	3%	2%	3%	1%	2%	2%	2%	3%		4%	2%	3%	2%	1%	2%	2%	3%		2%	2%	1%	1%	2%
16	11	5	6	2	5	4	5	6		1	3	7	3	1	3	2	1		3	4	2	2	1
	3%	2%	3%	1%	2%	2%	2%	3%		4%	2%	3%	2%	1%	2%	2%	3%		2%	2%	1%	1%	2%
17	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
18	2	1	1	1	1		1	1			1	1	1	1	1				1	1		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%	1%	1%				1%	1%		1%	
19	2	1	1	1	1		1	1			1	1	1	1	1				1	1		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%	1%	1%				1%	1%		1%	
20	22	10	12	5	12	5	10	12		1	6	13	6	2	6	3	1		6	12	3	3	1
	5%	5%	5%	5%	5%	3%	5%	6%		4%	3%	6%	4%	3%	3%	3%	3%		4%	5%	2%	2%	2%
21	17	7	10	3	9	5	9	8		1	3	13	5	1	5	2	1		3	9	2	2	1
	4%	4%	4%	3%	4%	3%	4%	4%		4%	2%	6%	3%	2%	3%	2%	3%		2%	4%	1%	1%	2%
22	8	4	4	2	4	2	4	4		1	2	5	2	1	2	1	1		2	4	1	1	1
	2%	2%	2%	2%	2%	1%	2%	2%		4%	1%	2%	1%	1%	1%	1%	3%		1%	2%	1%	1%	2%
23	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
24	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
25	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
26	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
27	5	2	3	1	3	1	3	2			2	3	2		2				2	3		2	
	1%	1%	1%	1%	1%	1%	1%	1%			1%	1%	1%		1%				1%	1%		1%	
28	2	1	1		1	1	1	1				2	1		1				1	1		1	
	1%	1%	1%		1%	1%	1%	1%				1%	1%		1%				1%	1%		1%	
29	1		1			1		1				1								1			
	1%		1%			1%		1%				1%								1%			
30	1	1			1		1					1								1			
	1%	1%			1%		1%					1%								1%			
31	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
32	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
33	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
34	3	1	2		2	1	2	1			1	2	1		1				1	2		1	
	1%	1%	1%		1%	1%	1%	1%			1%	1%	1%		1%				1%	1%		1%	
35	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
36	8	4	4	2	4	2	4	4			2	6	2		2				2	6		2	
	2%	2%	2%	2%	2%	1%	2%	2%			1%	3%	1%		1%				1%	3%		1%	
37	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
38	2	1	1		1	1	1	1				2	1		1				1	1		1	
	1%	1%	1%		1%	1%	1%	1%				1%	1%		1%				1%	1%		1%	
39	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
40	8	4	4	2	4	2	4	4			2	6	2		2				2	6		2	
	2%	2%	2%	2%	2%	1%	2%	2%			1%	3%	1%		1%				1%	3%		1%	
41	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
42	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
43	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
44	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
45	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
46	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
47	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
48	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
49	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
50	17	8	9	3	8	6	10	7		1	5	10	4	2	6	3	1		4	9	3	3	1
	4%	4%	4%	3%	3%	3%	5%	3%		4%	3%	5%	3%	3%	3%	3%	3%		3%	4%	2%	2%	2%
52	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
55	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
60	9	4	5	2	4	3	4	5			2	7	2		2				2	7		2	
	2%	2%	2%	2%	2%	2%	2%	2%			1%	3%	1%		1%				1%	3%		1%	
65	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
70	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
80	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
100	21	9	12	4	9	8	9	12			4	9	4	2	5	2	1		3	9	3	3	1
	5%	4%	5%	4%	4%	4%	4%	6%	67%		2%	4%	3%	3%	3%	2%	3%		2%	4%	2%	2%	2%
105	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
110	5	2	3	1	2	2	3	2			1	3	1		1				1	3		1	
	1%	1%	1%	1%	1%	1%	1%	1%			1%	1%	1%		1%				1%	1%		1%	
122	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
150	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
200	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
250	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
260	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
300	7	3	4	1	3	3	4	3			1	5	2		2				1	5		2	
	2%	2%	2%	1%	1%	2%	2%	1%			1%	2%	1%		1%				1%	2%		1%	
350	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
400	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
500	3	1	2	1	2		2	1			1	2	1		1				1	2		1	
	1%	1%	1%	1%	1%		1%	1%			1%	1%	1%		1%				1%	1%		1%	
600	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
800	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			
999	1	1			1		1					1								1			
		1%			1%		1%					1%								1%			

Significance Tests at 95% (Capital) and 90% (Lower case)

Table 51-1
B3 - Child: Summary: # books expected for summer - (among all)
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Don't Know # of books	108	30	77	23	52	33	54	51	2	18	38	51	7	25	32	46	25	5	31	33	24	44	50	13
	17%	20%	16%	14%	15%	25%	18%	16%	46%	9%	18%	25%	13%	24%	20%	17%	16%	10%	21%	15%	13%	17%	19%	13%
Average #, for those who gave # of books																								
Average Token: Total average	45.0	24.5	51.3	48.2	48.2	30.7	35.3	53.5	36.5	47.9	61.9	22.5	57.5	37.9	45.5	46.8	34.4	67.7	49.2	27.1	55.2	42.9	50.7	35.7
			B	f	F			G		L	L					q		nQ	T		T		x	
Average Token: Were already in your home	20.9	11.5	23.8	23.7	22.0	13.8	15.7	25.4	25.0	28.5	24.6	7.7	18.4	18.3	18.3	22.3	19.3	26.6	21.6	13.7	25.3	20.5	23.3	15.9
			B	F	F			G		L	L								T		T		x	
Average Token: Were borrowed from the library	14.7	7.7	16.8	11.9	18.0	8.6	11.2	17.8	7.0	10.3	24.0	9.5	34.7	14.0	22.0	12.0	9.3	24.3	12.2	8.9	20.7	11.8	18.2	13.0
			B		F			g			jL			q	q			pQ			T			
Average Token: Were borrowed from others	3.1	1.3	3.6	6.0	2.2	1.7	2.9	3.3	1.5	2.3	5.8	1.0	1.0	0.9	0.9	4.0	1.9	8.9	6.7	0.7	3.3	2.5	4.3	1.6
			B	f							L					MNO			T		t			
Average Token: Were gifts or bought from a store	6.3	4.0	7.0	6.7	6.0	6.7	5.6	7.0	3.0	6.8	7.5	4.3	3.3	4.9	4.3	8.5	4.0	8.0	8.7	3.8	5.9	8.2	4.9	5.2
			B													MNQO		Mq	T		T	w		
Volumetric Percentage, for those who gave # of books																								
Base: Total Volumns number of books across all parents	23521	2975	20546	6619	13951	2950	8527	14904	90	9081	10914	3525	2787	2943	5730	10438	4532	2821	5831	5277	9451	9427	11099	2995
Were already in your home	10936	1392	9543	3257	6357	1321	3793	7081	62	5397	4336	1203	893	1416	2310	4977	2540	1109	2558	2667	4325	4493	5103	1339
	46%	47%	46%	49%	46%	45%	44%	48%	68%	59%	40%	34%	32%	48%	40%	48%	56%	39%	44%	51%	46%	48%	46%	45%
Were borrowed from the library	7672	935	6736	1628	5214	830	2695	4959	17	1952	4231	1488	1684	1083	2767	2673	1221	1011	1444	1738	3548	2592	3988	1091
	33%	31%	33%	25%	37%	28%	32%	33%	19%	21%	39%	42%	60%	37%	48%	26%	27%	36%	25%	33%	38%	27%	36%	36%
Were borrowed from others	1619	162	1457	820	639	160	698	917	4	442	1025	153	48	67	115	884	250	369	794	142	562	552	935	132
	7%	5%	7%	12%	5%	5%	8%	6%	4%	5%	9%	4%	2%	2%	2%	8%	6%	13%	14%	3%	6%	6%	8%	4%
Were gifts or bought from a store	3295	485	2810	915	1741	639	1341	1946	7	1290	1323	681	161	377	538	1903	521	333	1036	730	1016	1790	1072	433
	14%	16%	14%	14%	12%	22%	16%	13%	8%	14%	12%	19%	6%	13%	9%	18%	11%	12%	18%	14%	11%	19%	10%	14%
Incidence (1+ books)																								
Total number of books across types	519	121	398	136	289	95	240	277	2	188	176	155	47	78	125	223	130	42	118	193	171	218	218	83
	82%	80%	83%	85%	85%	74%	81%	84%	54%	91%	82%	74%	85%	76%	79%	83%	83%	90%	79%	85%	87%	83%	81%	86%
				F	F					KL	L							No			S			
Were already in your home	491	113	377	132	271	88	228	260	2	188	168	134	44	75	119	211	121	39	111	179	164	201	209	81
	78%	75%	79%	82%	79%	68%	77%	79%	54%	91%	78%	65%	80%	73%	75%	78%	78%	84%	74%	79%	84%	76%	78%	83%
				F	F					KL	L										S			
Were borrowed from the library	378	92	286	88	219	72	176	201	1	119	143	116	39	62	101	162	84	31	76	139	130	145	169	65
	60%	61%	60%	55%	64%	56%	60%	61%	27%	57%	67%	56%	70%	60%	64%	60%	53%	68%	50%	61%	66%	55%	63%	67%
					d						jL		Q		q			q		s	S		v	V
Were borrowed from others	115	22	93	36	63	15	49	64	1	38	45	32	12	17	29	41	29	15	41	35	33	46	54	15
	18%	14%	19%	22%	19%	12%	17%	19%	27%	18%	21%	15%	21%	16%	18%	15%	19%	33%	27%	16%	17%	18%	20%	15%
				F	f													NPqo	TU					
Were gifts or bought from a store	349	80	269	98	190	61	155	193	1	135	113	101	29	50	79	151	87	32	69	130	120	145	150	54
	55%	53%	56%	61%	56%	48%	52%	59%	27%	65%	53%	48%	52%	49%	50%	56%	55%	69%	46%	57%	62%	55%	56%	56%
				F						KL								mNpqO		s	S			

Table 52-1

B3 - Child: Summary: # books expected for summer (among those who know)

Based on total parents who provided a number of books (excludes those who said "Don't Know" in B3 or provided zero books to all 4 categories)

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	512	124	388	122	281	109	236	274	2	154	126	232	45	75	120	221	128	43	117	190	167	222	212	78
Total Weighted	522	122	401	137	289	96	242	278	2	189	176	157	48	78	126	223	132	42	118	195	171	220	219	84
Average #, for those who gave # of books																								
Average Token: Total average	45.0	24.5	51.3	48.2	48.2	30.7	35.3	53.5	36.5	47.9	61.9	22.5	57.5	37.9	45.5	46.8	34.4	67.7	49.2	27.1	55.2	42.9	50.7	35.7
			B	f	F			G		L	L					q		nQ	T		T		x	
Average Token: Were already in your home	20.9	11.5	23.8	23.7	22.0	13.8	15.7	25.4	25.0	28.5	24.6	7.7	18.4	18.3	18.3	22.3	19.3	26.6	21.6	13.7	25.3	20.5	23.3	15.9
			B	F	F			G		L	L								T		T		x	
Average Token: Were borrowed from the library	14.7	7.7	16.8	11.9	18.0	8.6	11.2	17.8	7.0	10.3	24.0	9.5	34.7	14.0	22.0	12.0	9.3	24.3	12.2	8.9	20.7	11.8	18.2	13.0
			B		F			g			jL			q	q			pQ			T			
Average Token: Were borrowed from others	3.1	1.3	3.6	6.0	2.2	1.7	2.9	3.3	1.5	2.3	5.8	1.0	1.0	0.9	0.9	4.0	1.9	8.9	6.7	0.7	3.3	2.5	4.3	1.6
			B	f							L					MNO			T		t			
Average Token: Were gifts or bought from a store	6.3	4.0	7.0	6.7	6.0	6.7	5.6	7.0	3.0	6.8	7.5	4.3	3.3	4.9	4.3	8.5	4.0	8.0	8.7	3.8	5.9	8.2	4.9	5.2
			B													MNQO		Mq	T		T	w		
Volumetric Percentage, for those who gave # of books																								
Base: Total Volumne number of books across all parents	23521	2975	20546	6619	13951	2950	8527	14904	90	9081	10914	3525	2787	2943	5730	10438	4532	2821	5831	5277	9451	9427	11099	2995
Were already in your home	10936	1392	9543	3257	6357	1321	3793	7081	62	5397	4336	1203	893	1416	2310	4977	2540	1109	2558	2667	4325	4493	5103	1339
	46%	47%	46%	49%	46%	45%	44%	48%	68%	59%	40%	34%	32%	48%	40%	48%	56%	39%	44%	51%	46%	48%	46%	45%
Were borrowed from the library	7672	935	6736	1628	5214	830	2695	4959	17	1952	4231	1488	1684	1083	2767	2673	1221	1011	1444	1738	3548	2592	3988	1091
	33%	31%	33%	25%	37%	28%	32%	33%	19%	21%	39%	42%	60%	37%	48%	26%	27%	36%	25%	33%	38%	27%	36%	36%
Were borrowed from others	1619	162	1457	820	639	160	698	917	4	442	1025	153	48	67	115	884	250	369	794	142	562	552	935	132
	7%	5%	7%	12%	5%	5%	8%	6%	4%	5%	9%	4%	2%	2%	2%	8%	6%	13%	14%	3%	6%	6%	8%	4%
Were gifts or bought from a store	3295	485	2810	915	1741	639	1341	1946	7	1290	1323	681	161	377	538	1903	521	333	1036	730	1016	1790	1072	433
	14%	16%	14%	14%	12%	22%	16%	13%	8%	14%	12%	19%	6%	13%	9%	18%	11%	12%	18%	14%	11%	19%	10%	14%
Incidence (1+ books)																								
Total number of books across types	519	121	398	136	289	95	240	277	2	188	176	155	47	78	125	223	130	42	118	193	171	218	218	83
	99%	99%	99%	99%	100%	99%	99%	100%	100%	99%	100%	99%	97%	100%	99%	100%	98%	100%	99%	99%	100%	99%	100%	99%
											l													
Were already in your home	491	113	377	132	271	88	228	260	2	188	168	134	44	75	119	211	121	39	111	179	164	201	209	81
	94%	93%	94%	96%	94%	92%	94%	93%	100%	99%	95%	86%	92%	96%	95%	95%	92%	94%	94%	92%	96%	91%	96%	96%
										KL	L												v	
Were borrowed from the library	378	92	286	88	219	72	176	201	1	119	143	116	39	62	101	162	84	31	76	139	130	145	169	65
	72%	76%	71%	64%	76%	75%	73%	72%	50%	63%	81%	74%	80%	80%	80%	73%	64%	75%	64%	71%	76%	66%	77%	77%
					D	d					J	J	Q	Q	Q	q					S		V	v
Were borrowed from others	115	22	93	36	63	15	49	64	1	38	45	32	12	17	29	41	29	15	41	35	33	46	54	15
	22%	18%	23%	26%	22%	16%	20%	23%	50%	20%	25%	20%	25%	22%	23%	19%	22%	37%	34%	18%	19%	21%	25%	17%
				f														Pq	TU					
Were gifts or bought from a store	349	80	269	98	190	61	155	193	1	135	113	101	29	50	79	151	87	32	69	130	120	145	150	54
	67%	66%	67%	71%	66%	64%	64%	69%	50%	71%	64%	64%	60%	65%	63%	68%	66%	77%	58%	67%	70%	66%	68%	64%
																		mo			s			

Table 1
Page 54

Table 1
Total books expected for summer - total and per type (among those who know)
Based on total parents who provided a number of books (excluder those who said "Don't know" in 8 or provided zero books to all categories)

| | Total | Parent Gender | | Parent Age | | | Child's Gender | | Other | Child's Age | | | | Race | | | |

Table 54-1
B4 - Source for book reference
Based on total parents of children who read books

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	427	110	317	78	226	123	193	232	2	12	125	290	35	68	103	191	99	34	111	147	126	199	176	52
Total Weighted	386	97	288	76	207	103	173	211	2	15	175	196	32	62	94	176	87	29	103	130	114	174	164	47
Library	214	45	169	43	116	55	102	111	1	7	105	102	17	32	50	101	47	16	62	72	60	99	90	25
	56%	46%	59%	57%	56%	54%	59%	53%	33%	50%	60%	52%	53%	52%	53%	58%	54%	56%	60%	55%	52%	57%	55%	52%
			B																					
Family members	90	27	62	23	47	20	44	46		4	45	41	10	16	27	36	20	7	27	29	26	39	41	10
	23%	28%	22%	30%	23%	19%	25%	22%		25%	26%	21%	32%	27%	29%	20%	24%	24%	27%	23%	23%	22%	25%	20%
Your friends	67	12	55	16	38	13	28	39		2	29	35	9	5	14	31	18	4	19	21	23	32	32	3
	17%	12%	19%	21%	19%	13%	16%	18%		17%	17%	18%	28%	9%	15%	17%	21%	14%	18%	16%	20%	18%	20%	6%
			b										N			n	N					X	X	
Bookstore (physical)	150	40	111	30	79	41	65	85		9	70	72	10	23	34	66	36	14	38	53	44	76	58	16
	39%	41%	38%	40%	38%	40%	38%	40%		58%	40%	37%	32%	38%	36%	38%	42%	49%	37%	40%	39%	44%	35%	35%
Bookstore (online)	100	20	80	21	49	30	45	55		2	46	51	8	15	23	49	16	12	30	28	33	54	32	14
	26%	20%	28%	28%	24%	29%	26%	26%		17%	26%	26%	23%	24%	24%	28%	18%	42%	30%	21%	29%	31%	20%	29%
																q		Qo				W		
Internet search engine	100	22	78	23	48	29	48	51	1	2	46	51	8	13	20	51	19	9	21	38	38	54	35	10
	26%	23%	27%	31%	23%	28%	28%	24%	33%	17%	26%	26%	23%	21%	22%	29%	22%	30%	20%	29%	34%	31%	22%	22%
																					S	W		
Parenting magazines	26	5	20	6	12	8	14	12		2	11	12	2	4	6	16	4		10	5	9	11	10	5
	7%	5%	7%	8%	6%	8%	8%	6%		17%	6%	6%	6%	7%	7%	9%	5%		9%	4%	8%	6%	6%	10%
														R	R	R	R							
Parenting blogs or online groups	37	8	29	12	18	7	16	20	1	4	13	20	4	7	11	16	7	2	9	14	13	17	14	5
	9%	8%	10%	15%	9%	7%	9%	9%	33%	25%	7%	10%	13%	12%	12%	9%	8%	7%	9%	11%	11%	10%	9%	11%
				f																				
Subscription package	20	7	13	1	12	7	6	14			13	7	1	3	4	8	7	1	4	7	9	8	10	2
	5%	7%	5%	2%	6%	7%	4%	7%			7%	4%	4%	4%	4%	5%	8%	2%	4%	5%	8%	4%	6%	4%
					d	d					j	j												
Other parents	43	6	36	9	24	10	12	30		1	24	18	6	3	10	20	10	3	13	11	16	23	17	3
	11%	6%	13%	12%	12%	9%	7%	14%		8%	14%	9%	19%	6%	10%	11%	11%	12%	13%	8%	14%	13%	10%	7%
			B					G					n											
Your child's school staff	76	20	56	18	36	22	41	35		1	41	34	8	10	17	38	16	6	26	25	21	30	39	7
	20%	20%	20%	24%	18%	21%	24%	17%		8%	23%	18%	23%	16%	18%	22%	18%	19%	25%	19%	19%	17%	24%	16%
							h				j													
Materials received through your child's school	114	21	93	24	58	32	48	66		5	67	42	8	19	27	62	16	9	33	40	28	47	51	16
	30%	21%	32%	32%	28%	31%	28%	31%		33%	38%	21%	26%	30%	29%	35%	18%	30%	32%	31%	25%	27%	31%	34%
			B								L			q		Q								
Your child's friends	54	10	44	12	30	12	23	32			24	30	5	11	16	21	14	3	16	19	16	22	28	4
	14%	10%	15%	16%	15%	11%	13%	15%			14%	16%	15%	18%	17%	12%	16%	12%	15%	15%	14%	13%	17%	9%
											J	J											x	
Your child's request	231	50	181	48	121	63	109	121	1	7	102	122	21	36	57	116	38	20	71	74	62	100	97	34
	60%	51%	63%	63%	58%	61%	63%	57%	67%	50%	58%	62%	66%	58%	61%	66%	43%	70%	69%	56%	54%	57%	59%	72%
			B										Q	q	Q	Q		Q	tU					vw
Daycare	2	1	1		2		1	1		2				1	1		1		1		1	1	1	
	1%	1%			1%		1%	1%		17%				2%	1%		1%		1%		1%	1%	1%	
Early year centres or community centres																								
Other	9	1	8		4	5	7	2			3	6		1	1	6	1	1	1	4	3	4	4	1
	2%	1%	3%		2%	5%	4%	1%			2%	3%		1%	1%	3%	2%	5%	1%	3%	3%	2%	3%	1%
			b		D	D	h					J				M								
Net: All parent items (items 1-10 in	325	87	238	66	173	85	150	174	1	14	150	161	26	50	76	150	76	23	83	108	103	148	139	38
questionnaire list)	84%	89%	83%	87%	84%	83%	87%	82%	33%	92%	86%	82%	81%	81%	81%	85%	87%	79%	81%	83%	90%	85%	85%	80%
																					s			
Subnet: Family/Friends	254	63	191	54	137	63	121	133	1	10	126	118	21	38	59	119	58	18	69	89	71	113	112	30
	66%	65%	66%	71%	66%	61%	70%	63%	33%	67%	72%	60%	64%	62%	63%	68%	67%	63%	68%	68%	62%	65%	68%	63%
											L													
Subnet: Bookstore (physical or online)	180	45	135	37	92	50	79	100		9	80	91	13	28	41	82	40	17	46	61	55	91	68	21
	47%	46%	47%	49%	45%	48%	46%	48%		58%	46%	47%	40%	45%	43%	47%	47%	58%	45%	47%	48%	52%	41%	45%
																						W		
Subnet: Parenting magazines or blogs/online	61	13	48	17	29	15	30	30	1	6	24	31	6	12	18	31	10	2	18	19	22	28	23	10
	16%	14%	17%	22%	14%	15%	17%	14%	33%	42%	14%	16%	19%	19%	19%	18%	12%	7%	18%	15%	19%	16%	14%	21%
										kl				r	r	r								
Net: Items geared to 3-4 year olds	288	64	225	57	155	77	130	157	1	9	134	145	25	47	71	142	49	26	83	94	80	125	121	42
	75%	65%	78%	75%	75%	74%	75%	74%	67%	58%	77%	74%	77%	76%	76%	81%	56%	88%	81%	72%	70%	72%	74%	88%
			B										Q	Q	Q	Q		Qo	u					VW
Net: Items geared to Under 3 year olds	11	2	9		7	5	8	3		2	3	6		2	2	6	3	1	2	4	5	5	5	1
	3%	2%	3%		3%	5%	5%	2%		17%	2%	3%		3%	2%	3%	3%	5%	2%	3%	4%	3%	3%	1%
					D	D	h									M								

Table 55-1
K1 - Daycare
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Yes	107	31	76	37	60	10	54	52	1	107			6	12	18	39	44	5	15	43	44	34	54	18
	17%	20%	16%	23%	18%	8%	18%	16%	27%	51%			11%	12%	12%	15%	28%	11%	10%	19%	23%	13%	20%	19%
				F	F					KL							MNPRO			S	S		V	
No	101	15	86	41	57	4	49	50	1	101			11	23	34	47	10	10	21	37	28	41	37	23
	16%	10%	18%	25%	17%	3%	17%	15%	27%	49%			20%	23%	22%	17%	6%	21%	14%	16%	14%	15%	14%	24%
			B	EF	F					KL			Q	Q	Q	Q		Q						vW

Table 56-1
K2 - Child bilingual reader
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
English	496	117	379	130	256	110	230	262	5	157	168	171	54	101	156	266	29	46	119	167	160	219	205	73
	79%	77%	79%	81%	75%	86%	78%	79%	100%	76%	78%	82%	97%	99%	98%	99%	18%	99%	79%	74%	82%	83%	76%	75%
						E							Q	Q	Q	Q		Q			t	w		
French	234	54	180	45	144	45	103	131		65	83	86	4	13	17	49	154	15	57	89	73	91	106	37
	37%	35%	38%	28%	42%	35%	35%	40%		31%	39%	42%	7%	12%	11%	18%	98%	32%	38%	39%	37%	34%	39%	39%
					D							J				MO	MNPRO	MNpO						
Other	33	9	24	6	19	8	17	14	1	10	11	11	6	2	8	17	6	1	7	14	9	15	12	5
	5%	6%	5%	4%	5%	6%	6%	4%	31%	5%	5%	6%	11%	2%	5%	6%	4%	3%	5%	6%	5%	6%	4%	5%
													n			N								
Net: French or Other	254	61	193	51	153	50	114	138	1	71	90	93	9	15	24	61	155	15	62	97	77	98	115	40
	40%	40%	40%	32%	45%	39%	39%	42%	31%	34%	42%	45%	16%	14%	15%	23%	99%	32%	41%	43%	40%	37%	43%	41%
					D							J				no	MNPRO	mNO						
Net: French or Other AND NOT English	134	35	99	31	85	18	66	68		50	46	37	1	1	3	3	128	1	31	60	36	45	64	24
	21%	23%	21%	19%	25%	14%	22%	21%		24%	22%	18%	3%	1%	2%	1%	82%	1%	21%	26%	18%	17%	24%	25%
					F												MNPRO			u			v	
Net: Bilingual English and French	106	23	83	17	62	27	42	64		16	39	51	4	12	16	49	27	14	28	30	39	48	44	13
	17%	15%	17%	11%	18%	21%	14%	19%		8%	18%	24%	7%	11%	10%	18%	18%	31%	19%	13%	20%	18%	16%	14%
					D	D		g			J	J				MO	Mo	MNpqO			t			
Net: Bi/Multilingual any combination of languages	124	26	98	20	72	32	50	73	1	25	43	56	7	13	21	58	31	14	31	38	44	53	52	18
	20%	17%	20%	13%	21%	25%	17%	22%	31%	12%	20%	27%	13%	13%	13%	22%	20%	31%	21%	17%	23%	20%	19%	19%
					D	D					J	J				nO		MNO						

Table 57-1

K3 - Child reader in other language

Based on total parents whose child reads in a language other than English or French

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	33	9	24	6	18	9	16	16	1	8	8	17	5	2	7	19	6	1	8	13	10	17	12	4
Total Weighted	33	9	24	6	19	8	17	14	1	10	11	11	6	2	8	17	6	1	7	14	9	15	12	5
1 language	6	1	5	1	3	2	2	4		4	1	1	3		3	1	2		4	1	1	4	1	1
	20%	15%	22%	20%	18%	24%	14%	29%		38%	13%	12%	43%		33%	8%	39%		53%	10%	13%	25%	12%	24%
																			tu					
2 languages	15	5	10	4	8	3	9	5	1	6	4	5	2	2	4	9	2		1	7	5	2	9	4
	46%	54%	44%	69%	41%	41%	50%	37%	100%	63%	38%	41%	34%	100%	50%	51%	39%		19%	51%	51%	12%	77%	76%
														MPQR	R	R							V	V
3 languages	9	3	6	1	6	3	6	3			4	5				6	1	1	1	6	3	8	1	
	27%	31%	26%	11%	30%	35%	36%	19%			38%	41%				37%	22%	100%	9%	39%	29%	49%	12%	
											J	J				MNO		MNPQO				WX		
4 languages	2		2		2			2			1	1	1		1	1			1		1	2		
	6%		9%		11%			15%			13%	6%	23%		17%	4%			19%		7%	14%		
Average # language	2.2	2.2	2.2	1.9	2.3	2.1	2.2	2.2	2.0	1.6	2.5	2.4	2.0	2.0	2.0	2.4	1.8	3.0	2.0	2.3	2.3	2.5	2.0	1.8
											J	J										w		

Table 58-1
K2/K3 - Child reader total languages
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
1 language	503	123	380	139	268	97	243	257	3	183	168	152	47	89	136	210	125	32	119	188	150	210	214	79
	80%	81%	80%	86%	79%	75%	82%	78%	69%	88%	78%	73%	84%	87%	86%	78%	80%	69%	79%	83%	77%	80%	80%	81%
				EF						KL			r	PR	PR									
2 languages	104	24	79	18	59	26	41	63		18	39	46	7	12	18	45	27	13	27	29	39	42	47	15
	16%	16%	17%	11%	17%	20%	14%	19%		9%	18%	22%	12%	11%	12%	17%	17%	28%	18%	13%	20%	16%	18%	15%
					d	d		g			J	J						mNO			t			
3 languages	12	2	10	3	6	3	6	5	1	6	1	5	1	2	3	7	2		1	6	3	2	7	4
	2%	1%	2%	2%	2%	3%	2%	2%	31%	3%	1%	2%	1%	2%	2%	3%	2%		1%	3%	2%	1%	2%	4%
																R								
4 languages	2	1	1	1	1		1	1			1	1				2				1	1	2		
		1%									1%					1%				1%		1%		
5 languages	7	1	5		4	3	5	2			3	4				4	1	1	1	4	2	5	1	
	1%	1%	1%		1%	2%	2%	1%			1%	2%				2%	1%	3%		2%	1%	2%	1%	
					d	d						J				mno						X		
6 languages	2		2		2			2			1	1	1		1	1			1		1	2		
					1%			1%			1%		3%		1%				1%			1%		
Average # language	1.3	1.3	1.3	1.2	1.3	1.3	1.3	1.3	1.6	1.1	1.3	1.4	1.3	1.2	1.2	1.3	1.2	1.4	1.3	1.3	1.3	1.3	1.2	1.2
					D	D					J	J				No		No						
Net: 2+ languages	127	29	98	22	73	32	53	73	1	25	46	56	9	13	22	59	31	14	31	40	45	53	55	18
	20%	19%	20%	14%	21%	25%	18%	22%	31%	12%	22%	27%	16%	13%	14%	22%	20%	31%	21%	17%	23%	20%	20%	19%
					D	D					J	J				NO		mNO						
Net: 3+ languages	23	5	18	3	14	6	12	10	1	6	7	10	2	2	4	14	4	1	3	11	7	12	8	4
	4%	3%	4%	2%	4%	5%	4%	3%	31%	3%	3%	5%	4%	2%	3%	5%	2%	3%	2%	5%	3%	4%	3%	4%
																n								

Table 59-1
K4 - Child gender identification
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Female	330	61	269	84	183	63		330		102	116	111	29	46	75	142	87	25	78	113	104	144	138	48
	52%	40%	56%	52%	54%	49%		100%		49%	54%	54%	53%	45%	48%	53%	55%	55%	52%	50%	53%	55%	51%	49%
			B					G																
Male	296	89	207	75	155	65	296			103	97	96	25	56	82	125	70	20	71	115	89	118	130	48
	47%	59%	43%	47%	46%	51%	100%			50%	45%	46%	45%	55%	52%	46%	45%	43%	47%	50%	45%	45%	48%	49%
		C					H																	
Prefers to self-describe	3	1	1	1	1				3	1	1		1		1	1					3		1	1
		1%		1%					58%	1%	1%		2%		1%	1%					1%			1%
Prefer not to say	2	1	1		2				2	1		1				1		1	1			2		
					1%				42%	1%								3%	1%			1%		
Net: Not Male or Female	5	2	3	1	3				5	2	1	1	1		1	2		1	1		3	2	1	1
	1%	1%	1%	1%	1%				100%	1%	1%		2%		1%	1%		3%	1%		1%	1%		1%
					f																			

Table 60-1
D1 - Parent bilingua reader
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
English	553	136	417	145	291	117	259	289	5	183	189	180	56	102	158	268	80	46	122	203	174	230	237	85
	88%	89%	87%	91%	85%	91%	88%	88%	100%	88%	88%	87%	100%	100%	100%	100%	51%	100%	82%	89%	89%	87%	88%	88%
						e							Q	Q	Q	Q		Q		s	s			
French	211	45	165	45	128	38	97	113	1	71	66	74	5	6	11	36	156	7	55	80	61	79	98	33
	33%	30%	35%	28%	37%	30%	33%	34%	27%	34%	31%	35%	9%	6%	7%	14%	100%	15%	37%	35%	31%	30%	36%	34%
					D											NO	MNPRO							
Other	46	7	39	7	27	13	24	23		14	15	18	3	6	9	24	9	4	8	17	14	18	20	9
	7%	5%	8%	5%	8%	10%	8%	7%		7%	7%	8%	6%	6%	6%	9%	6%	9%	5%	8%	7%	7%	7%	9%
Net: French or Other	240	50	190	51	144	45	112	127	1	81	74	84	9	12	20	53	156	10	60	91	70	91	108	41
	38%	33%	40%	32%	42%	35%	38%	38%	27%	39%	35%	41%	16%	11%	13%	20%	100%	21%	40%	40%	36%	35%	40%	42%
					D											No	MNPRO							
Net: French or Other AND NOT English	77	16	61	15	50	12	37	41		25	25	28				1	77		28	25	22	33	32	12
	12%	11%	13%	9%	15%	9%	12%	12%		12%	12%	13%					49%		18%	11%	11%	13%	12%	12%
					f												MNPRO		tu					
Net: Bilingual English and French	134	30	104	29	78	26	60	73	1	47	41	47	5	6	11	36	80	7	28	55	39	47	66	22
	21%	20%	22%	18%	23%	20%	20%	22%	27%	22%	19%	22%	9%	6%	7%	14%	51%	15%	19%	24%	20%	18%	24%	22%
																NO	MNPRO						v	
Net: Bi/Multilingual any combination of languages	162	34	128	36	94	33	75	86	1	57	49	57	9	12	20	53	80	10	32	66	49	58	75	29
	26%	22%	27%	22%	28%	25%	25%	26%	27%	27%	23%	27%	16%	11%	13%	20%	51%	21%	22%	29%	25%	22%	28%	30%
																No	MNPRO							

Table 61-1

D2 - Parent reader in other language

Based on total parents who read in a language other than English or French

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	48	8	40	7	26	15	22	26		11	11	26	3	6	9	27	9	3	8	16	16	22	19	7
Total Weighted	46	7	39	7	27	13	24	23		14	15	18	3	6	9	24	9	4	8	17	14	18	20	9
1 language	1		1		1		1					1		1	1				1			1		
	1%		2%		3%		3%					4%		12%	7%				9%			4%		
2 languages	18	2	16	5	6	7	8	9		7	3	7	1	4	4	12		1	2	8	5	8	6	3
	38%	27%	40%	62%	24%	52%	35%	41%		55%	18%	42%	19%	67%	49%	49%		33%	27%	49%	34%	44%	32%	39%
				e		e				k				Q	Q	Q								
3 languages	20	3	17	3	14	3	10	11		4	8	8	3	1	4	10	5	1	5	6	5	7	10	4
	43%	37%	45%	38%	53%	27%	40%	47%		27%	55%	46%	81%	22%	44%	42%	51%	33%	64%	36%	37%	37%	48%	45%
													n											
4 languages	5	3	3		4	1	2	3		2	1	1				1	5			3	3	3	2	
	11%	36%	7%		15%	10%	10%	12%		18%	9%	8%				3%	49%			15%	19%	15%	12%	
					d												MNPRO				s	x		
Average # language	2.9	3.1	2.8	2.4	3.0	2.8	3.0	2.7		2.6	3.4	2.6	2.8	2.1	2.4	2.7	3.5	3.7	2.5	2.7	3.0	2.6	2.9	3.1
											jL						mNPO							

Table 62-1
D1/D2 - Parent reader total languages
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
1 language	467	117	350	125	246	96	221	243	3	151	165	151	47	91	138	216	77	37	117	162	147	205	194	68
	74%	77%	73%	78%	72%	75%	75%	74%	73%	73%	77%	72%	84%	89%	87%	80%	49%	79%	78%	71%	75%	78%	72%	70%
													Q	PQ	pQ	Q		Q						
2 languages	117	27	90	28	69	20	52	64	1	43	34	41	5	7	12	30	70	5	26	48	35	41	55	20
	19%	18%	19%	17%	20%	16%	18%	19%	27%	21%	16%	19%	9%	6%	7%	11%	45%	12%	17%	21%	18%	16%	21%	21%
																	MNPRO							
3 languages	18	3	16	5	7	7	8	10		7	3	8	1	4	4	12		1	3	8	5	9	6	3
	3%	2%	3%	3%	2%	5%	3%	3%		4%	1%	4%	1%	4%	3%	5%		3%	2%	4%	2%	3%	2%	3%
												k		q	Q	mQ								
4 languages	9	2	7	1	7		5	4		2	4	2	3	1	4	5			1	2	5	3	3	3
	1%	1%	1%	1%	2%		2%	1%		1%	2%	1%	5%	1%	3%	2%			1%	1%	2%	1%	1%	3%
					F										qr	QR								
5 languages	11		11	1	6	3	5	6		1	4	5				5	5	1	3	4	1	3	6	1
	2%		2%	1%	2%	3%	2%	2%		1%	2%	3%				2%	3%	3%	2%	2%		1%	2%	1%
			B									j				MNO	MNO							
6 languages	5	3	3		4	1	2	3		2	1	1				1	5			3	3	3	2	
	1%	2%	1%		1%	1%	1%	1%		1%	1%	1%					3%			1%	1%	1%	1%	
					d												MNpRO							
7 languages	3		3		1	1	3				3					1		1			1		1	1
			1%			1%	1%				1%					1%		3%			1%		1%	1%
Average # language	1.4	1.3	1.4	1.3	1.5	1.5	1.4	1.4	1.3	1.4	1.4	1.4	1.3	1.2	1.2	1.4	1.7	1.5	1.3	1.4	1.4	1.4	1.5	1.5
					D	d										NO	MNPO	n						
Net: 2+ languages	163	35	128	36	95	33	75	86	1	57	49	57	9	12	20	53	80	10	33	66	49	59	75	29
	26%	23%	27%	22%	28%	25%	25%	26%	27%	27%	23%	28%	16%	11%	13%	20%	51%	21%	22%	29%	25%	22%	28%	30%
																No	MNPRO							
Net: 3+ languages	46	7	38	7	26	13	23	23		14	15	17	3	5	9	24	9	4	7	17	14	17	20	9
	7%	5%	8%	5%	8%	10%	8%	7%		7%	7%	8%	6%	5%	5%	9%	6%	9%	5%	8%	7%	7%	7%	9%

Table 63-1
D3 - Parent in continuing studies
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Yes	60	15	45	21	26	13	22	38		15	21	24	6	13	18	23	14	4	17	19	21	30	21	9
	10%	10%	10%	13%	8%	10%	7%	12%		7%	10%	12%	10%	12%	12%	9%	9%	9%	12%	8%	11%	11%	8%	10%
				e				g				j												
No	570	137	433	139	315	115	274	291	5	193	193	184	50	90	140	246	142	42	132	209	175	234	249	88
	90%	90%	90%	87%	92%	90%	93%	88%	100%	93%	90%	88%	90%	88%	88%	91%	91%	91%	88%	92%	89%	89%	92%	90%
					d		h			l														

Table 64-1
D4 - Parent gender identification
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Female	478		478	132	271	75	207	269	3	162	165	151	35	80	115	202	120	41	128	170	131	198	204	76
	76%		100%	82%	79%	58%	70%	81%	58%	78%	77%	72%	62%	78%	73%	75%	77%	89%	85%	75%	67%	75%	76%	78%
			B	F	F			G						M		m	m	MPqO	TU					
Male	152	152		28	70	53	89	61	2	46	49	57	21	22	43	67	36	5	22	58	65	66	65	21
	24%	100%		18%	21%	42%	30%	19%	42%	22%	23%	28%	38%	22%	27%	25%	23%	11%	15%	25%	33%	25%	24%	22%
		C				DE	H						NpqR		R	R	r			S	S			
Prefers to self-describe																								
Prefer not to say																								
Net: Not Male or Female																								

Table 65-1
D5 - Parent Education
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Some High School or less	13	2	11	4	7	2	5	9		2	4	7		1	1	5	7		10	3		7	4	3
	2%	1%	2%	2%	2%	2%	2%	3%		1%	2%	3%		1%	1%	2%	5%		7%	1%		3%	2%	3%
																MR	MRO		TU	u				
High School Graduate	92	17	75	32	41	19	42	50		30	25	37	7	21	28	32	26	6	38	34	10	44	32	16
	15%	11%	16%	20%	12%	15%	14%	15%		14%	12%	18%	12%	21%	18%	12%	16%	13%	25%	15%	5%	17%	12%	16%
				E								k		p					TU	U				
Some College or University	98	19	79	29	51	19	48	50		31	32	35	10	17	27	38	25	7	33	41	17	47	37	14
	16%	13%	16%	18%	15%	15%	16%	15%		15%	15%	17%	18%	17%	17%	14%	16%	15%	22%	18%	9%	18%	14%	14%
																			U	U				
College or University Graduate	346	85	261	78	201	67	159	186	1	114	129	103	34	52	86	138	92	30	55	131	129	132	163	52
	55%	56%	55%	49%	59%	52%	54%	56%	27%	55%	60%	49%	60%	51%	54%	51%	59%	65%	36%	57%	66%	50%	60%	53%
					D						L							p		S	St		V	
Post-Graduate Work	76	25	51	17	39	21	39	34	3	31	22	23	5	9	15	53	5	3	15	19	38	32	31	13
	12%	16%	11%	10%	11%	16%	13%	10%	58%	15%	10%	11%	10%	9%	9%	20%	3%	7%	10%	8%	19%	12%	12%	13%
		c												q	Q	MNQRO					ST			
Prefer not to say answer	5	3	1	1	3	1	3	1	1		1	3		1	1	3	1			1	1	3	2	
	1%	2%			1%	1%	1%		15%		1%	2%		1%		1%	1%				1%	1%	1%	
												J												
Net: Some college/univ. or less	203	38	165	65	99	40	95	108		63	62	79	17	40	57	75	58	13	81	78	27	97	73	33
	32%	25%	34%	41%	29%	31%	32%	33%		30%	29%	38%	30%	39%	36%	28%	37%	28%	54%	34%	14%	37%	27%	34%
			B	E								jK		p			p		TU	U		W		
Net: Colege/Univ. grad	346	85	261	78	201	67	159	186	1	114	129	103	34	52	86	138	92	30	55	131	129	132	163	52
	55%	56%	55%	49%	59%	52%	54%	56%	27%	55%	60%	49%	60%	51%	54%	51%	59%	65%	36%	57%	66%	50%	60%	53%
					D						L							p		S	St		V	
Net: Grad or Post Grad	76	25	51	17	39	21	39	34	3	31	22	23	5	9	15	53	5	3	15	19	38	32	31	13
	12%	16%	11%	10%	11%	16%	13%	10%	58%	15%	10%	11%	10%	9%	9%	20%	3%	7%	10%	8%	19%	12%	12%	13%
		c												q	Q	MNQRO					ST			

Table 66-1
D6 - HH Income
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Less than $24,999	33	4	29	14	12	7	10	23		9	14	10	1	4	5	16	6	5	33			21	6	5
	5%	3%	6%	9%	3%	6%	3%	7%		4%	7%	5%	3%	4%	3%	6%	4%	11%	22%			8%	2%	6%
			b	E				g											TU			W		
$25,000-$49,999	117	18	99	33	58	26	61	55	1	27	46	44	9	15	25	49	34	9	117			53	47	17
	19%	12%	21%	21%	17%	20%	21%	17%	27%	13%	22%	21%	17%	15%	16%	18%	22%	20%	78%			20%	18%	18%
			B								J	J							TU					
$50,000-$74,999	105	30	76	28	48	29	51	54		30	38	38	9	10	20	42	32	12		105		50	36	19
	17%	19%	16%	18%	14%	22%	17%	16%		14%	18%	18%	17%	10%	12%	15%	20%	26%		46%		19%	13%	20%
						e											No	No		SU		w		
$75,000-$99,999	123	28	94	38	68	17	64	59		50	38	34	14	20	34	46	35	8		123		51	49	23
	19%	19%	20%	23%	20%	13%	22%	18%		24%	18%	17%	24%	20%	21%	17%	23%	17%		54%		19%	18%	24%
				F	f					L										SU				
$100,000-$149,999	131	47	84	22	86	23	61	70		54	35	42	15	29	44	47	36	5			131	45	68	18
	21%	31%	18%	14%	25%	18%	21%	21%		26%	16%	20%	26%	28%	28%	17%	23%	11%			67%	17%	25%	18%
		C			Df					K			r	PR	PR		r				ST		V	
$150,000-$199,999	43	8	35	9	23	11	18	25		11	18	14	2	9	11	25	5	2			43	11	27	4
	7%	5%	7%	5%	7%	9%	6%	8%		5%	8%	6%	4%	8%	7%	9%	3%	4%			22%	4%	10%	5%
														q		mQ					ST		Vx	
$200,000-$249,999	12	5	7	3	9	1	6	5	1	6	3	3	3	3	5	7					12	7	5	
	2%	3%	1%	2%	3%	1%	2%	2%	27%	3%	1%	2%	5%	3%	3%	3%					6%	3%	2%	
					f										QR	QR					ST	X	X	
$250,000 or more	10	5	5	3	3	3	5	3	1	1	7	1				10					10	2	5	3
	2%	3%	1%	2%	1%	3%	2%	1%	31%	1%	3%	1%				4%					5%	1%	2%	3%
											jl					MNQRO					ST			
Prefer not to answer	57	7	49	11	33	12	21	35	1	20	15	22	3	12	15	28	8	5				24	25	8
	9%	5%	10%	7%	10%	9%	7%	11%	15%	9%	7%	10%	5%	12%	10%	10%	5%	12%				9%	9%	8%
Net: Less than $50k	150	22	128	47	70	33	71	78	1	36	60	54	11	19	30	66	40	14	150			74	54	22
	24%	15%	27%	29%	21%	25%	24%	24%	27%	17%	28%	26%	19%	19%	19%	24%	26%	30%	100%			28%	20%	23%
			B	e							J	J							TU			W		
Net: $50k to under $100k	228	58	170	66	117	45	115	113		80	76	72	23	30	53	87	68	20		228		101	85	42
	36%	38%	36%	41%	34%	35%	39%	34%		38%	35%	35%	41%	30%	34%	32%	43%	42%		100%		38%	32%	43%
																	NP			SU				w
Net: $100k plus	196	65	131	36	121	38	89	104	3	73	63	60	19	40	59	89	40	7			196	66	105	25
	31%	43%	27%	22%	36%	30%	30%	32%	58%	35%	29%	29%	35%	39%	38%	33%	26%	16%			100%	25%	39%	25%
		C			D								R	QR	QR	R					ST		VX	

Table 67-1
D7 - Parent Employment
Based on total parents

		Parent's Gender		Parent Age			Child's Gender			Child's Age			Region						HH Income			# of Children in HH		
	Total	Male	Female	18-34	35-44	45+	Male	Female	Other	2 to 5	6 to 8	9 to 13	BC	Prairies	West	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	1	2	3+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Total Actual	630	157	473	146	337	147	295	331	4	169	153	308	54	101	155	269	158	48	152	226	193	274	264	92
Total Weighted	630	152	478	160	341	129	296	330	5	208	214	208	56	102	158	269	156	46	150	228	196	264	269	97
Employed - full-time	369	121	248	79	216	75	162	205	2	119	120	130	31	52	83	156	109	22	48	144	150	157	172	40
	59%	80%	52%	49%	63%	58%	55%	62%	54%	57%	56%	62%	55%	51%	52%	58%	70%	48%	32%	63%	77%	60%	64%	41%
		C			D			g									mNPRO			S	ST	X	X	
Employed - part-time	85	10	75	24	44	17	50	35		26	35	24	9	16	25	31	20	10	28	32	19	35	36	14
	14%	7%	16%	15%	13%	13%	17%	11%		12%	16%	12%	16%	15%	16%	11%	13%	22%	19%	14%	9%	13%	13%	14%
			B				H												U					
Self-Employed - full-time	15	6	9	5	7	4	10	5		4	4	7	2	3	5	6	2	2	4	7	3	7	7	1
	2%	4%	2%	3%	2%	3%	3%	2%		2%	2%	4%	4%	3%	3%	2%	1%	4%	3%	3%	1%	3%	2%	1%
Self-Employed - part-time	11		11		7	4	7	4		2	3	5		1	1	8	1		2	2	4	5	3	3
	2%		2%		2%	3%	2%	1%		1%	1%	3%		1%	1%	3%	1%		1%	1%	2%	2%	1%	3%
			B		D	D										MR								
Retired	5	1	3	1		3	1	2	1		4	1		1	1	3				1	4	2	1	1
	1%	1%	1%	1%		3%		1%	31%		2%			1%	1%	1%					2%	1%	1%	1%
						e					j					mqr					s			
Student - full-time	3	1	2	3			3				1	1	1		1	1		1	3			1		1
				2%			1%				1%	1%	1%			1%		1%	2%			1%		1%
Student - part-time	2		2	1	1		1	1		1		1		1	1		1		1		1	1	1	
				1%						1%				1%			1%				1%			
Military	3	2	1	2	1		2	1		1		1	1	1	2	1				3			2	1
		1%		1%			1%			1%		1%	1%	1%	1%					1%			1%	1%
Full-time parent, homemaker	113	4	109	36	57	20	50	63		46	39	28	9	26	35	49	20	9	51	35	14	41	40	32
	18%	3%	23%	23%	17%	15%	17%	19%		22%	18%	14%	17%	25%	22%	18%	13%	19%	34%	15%	7%	16%	15%	33%
			B							L				Q	Q				TU	U				VW
Not currently employed	19	5	14	7	7	5	9	11		6	7	6	3	1	4	9	3	3	12	5	1	11	5	4
	3%	3%	3%	4%	2%	4%	3%	3%		3%	3%	3%	6%	1%	3%	3%	2%	6%	8%	2%		4%	2%	4%
																n			TU	u				
Prefer not to answer	5	1	4	2	3	1	1	3	1	2		3		1	1	4			1			3	2	
	1%	1%	1%	1%	1%	1%		1%	15%	1%		1%		1%		2%						1%	1%	
												K				MQR						x		
Net: Employed	480	138	343	108	273	100	229	249	2	151	162	167	42	72	114	200	132	34	82	185	175	205	218	58
	76%	91%	72%	67%	80%	78%	77%	76%	54%	73%	76%	80%	75%	70%	72%	75%	84%	74%	55%	81%	90%	78%	81%	59%
		C			D	d						j					NPO			S	ST	X	X	
- Net: Full-time	385	127	257	84	223	78	172	210	2	123	125	137	33	55	88	162	111	24	52	151	153	164	179	41
	61%	84%	54%	52%	65%	61%	58%	64%	54%	59%	58%	66%	59%	54%	56%	60%	71%	52%	35%	66%	78%	62%	66%	43%
		C			D												NPRO			S	ST	X	X	
- Net: Part-time	96	10	85	24	51	21	57	39		28	38	30	9	17	26	39	21	10	30	34	22	40	39	16
	15%	7%	18%	15%	15%	17%	19%	12%		14%	18%	14%	16%	17%	16%	14%	13%	22%	20%	15%	11%	15%	15%	17%
			B				H												U					
Net: Other	144	13	131	51	65	28	66	77	1	54	52	38	14	30	44	64	24	12	67	43	20	56	49	39
	23%	9%	27%	32%	19%	22%	22%	23%	31%	26%	24%	19%	25%	29%	28%	24%	16%	26%	45%	19%	10%	21%	18%	41%
			B	Ef						l				Q	Q	Q			TU	U				VW