Table 11-1
Q103 - Summary: Occasions per publication
Based on total who read each type of publication several times a month or more

	Q102-Q104			
	Books (A)	Newspapers (B)	Magazines (C)	Blogs (D)
Total Actual	424	422	282	296
Total Weighted	432	421	281	308
In the evening	252	115	86	124
	58%	27%	30%	40%
	BCD			BC
Right before going to sleep	247	39	43	56
	57%	9%	15%	18%
	BCD		B	B
Leisure activity during the day	233	107	100	116
	54%	26%	36%	38%
	BCD		B	B
To occupy yourself when waiting	193	150	144	122
	45%	36%	51%	40%
	B		aBD	
Take a break during the day	177	158	120	155
	41%	37%	43%	50%
				ABc
During your commute	88	90	48	59
	20%	21%	17%	19%
My work/school requirement	84	53	36	41
	19%	13%	13%	13%
	BCD			
While eating a meal	63	90	48	75
	15%	21%	17%	24%
		A		AC
While watching/listening to other media	53	64	46	81
	12%	15%	16%	26%
				ABC
Part of the morning routine	52	237	37	87
	12%	56%	13%	28%
		ACD		AC
Nets...				
Net: During the day	333	282	240	243
	77%	67%	85%	79%
	B		ABD	B
Net: Evening	324	125	105	137
	75%	30%	37%	44%
	BCD		B	Bc
Net: With other activities	98	127	79	126
	23%	30%	28%	41%
		A		ABC
Net: Morning	52	237	37	87
	12%	56%	13%	28%
		ACD		AC

Table 13.1
Q1ED - Summary-Occasions per publication
Based on total who read each type of publication several times a month or more

	Total	Q1C7: Type of reader: Committed (Always)	Casual (Most to Rarely)	Never	Q1D8: P12M Reading Habits: Currently reads	Currently reads	Still reading same amount	Q1D9: N12M Reading Habits: Will be reading more	Will be reading less	Will be reading same
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Total Actual	630	225	355	12	131	148	313	199	46	347
Total Weighted	630	223	358	10	139	151	302	211	47	334
Books										
Base: Read this publication type several times a month or more	432	191	237	5	126	85	222	163	28	241
In the evening	252	113	136	3	75	42	135	95	14	143
	58%	59%	57%	54%	60%	49%	61%	58%	49%	59%
Right before going to sleep	247	114	132	1	70	42	134	92	9	145
	57%	59%	56%	19%	56%	50%	61%	57%	33%	60%
Leisure activity during the day	233	104	126	3	60	39	134	81	11	140
	54%	55%	53%	62%	48%	46%	61%	50%	40%	58%
To occupy yourself when waiting	193	89	104		62	31	100	79	10	104
	45%	47%	44%		50%	36%	45%	48%	36%	43%
Take a break during the day	177	84	91	2	56	28	92	71	6	101
	41%	44%	38%	49%	45%	33%	42%	43%	20%	42%
During your commute	88	34	54		34	16	37	44	6	37
	20%	18%	23%		27%	19%	17%	27%	22%	15%
My work/school requirement	84	33	51		36	22	27	52	7	26
	19%	17%	22%		28%	25%	12%	32%	25%	11%
While eating a meal	63	28	35		24	11	28	26	6	30
	15%	15%	15%		19%	13%	13%	16%	22%	12%
While watching/listening to other media	53	29	24		25	6	22	25	3	24
	12%	15%	10%		20%	7%	10%	16%	12%	10%
Part of the morning routine	52	26	25	1	25	6	21	30	1	21
	12%	14%	11%	16%	20%	7%	9%	19%	3%	9%
Net:										
Net During the day	333	151	178	4	103	61	169	129	20	184
	77%	79%	75%	81%	82%	72%	76%	79%	71%	76%
Net Evening	324	150	172	3	89	58	178	117	18	189
	75%	79%	73%	54%	70%	68%	80%	72%	65%	78%
Net With other activities	98	47	51		37	14	44	43	7	47
	23%	24%	22%		30%	17%	21%	27%	25%	20%
Net Morning	52	26	25	1	25	6	21	30	1	21
	12%	14%	11%	16%	20%	7%	9%	19%	3%	9%
Newspapers										
Base: Read this publication type several times a month or more	421	155	243	7	104	95	205	145	31	228
Part of the morning routine	237	85	137	7	59	50	121	81	12	136
	56%	55%	56%	100%	56%	52%	59%	56%	40%	60%
Take a break during the day	158	51	97	3	39	39	73	54	11	84
	37%	33%	40%	35%	38%	41%	35%	38%	34%	38%
To occupy yourself when waiting	150	52	91	2	37	39	67	48	18	78
	36%	33%	37%	24%	36%	41%	33%	33%	58%	34%
In the evening	115	36	74	2	26	30	56	35	11	65
	27%	23%	31%	26%	25%	32%	27%	24%	35%	29%
Leisure activity during the day	107	39	63	1	37	21	46	40	9	54
	26%	25%	26%	11%	35%	22%	22%	28%	29%	24%
While eating a meal	90	32	55	1	22	21	44	35	8	44
	21%	21%	22%	11%	21%	22%	22%	24%	26%	19%
During your commute	90	30	56	1	27	27	33	39	8	41
	21%	19%	23%	11%	26%	29%	16%	27%	24%	18%
While watching/listening to other media	64	19	43	1	26	13	24	32	3	28
	15%	12%	18%	13%	25%	14%	12%	22%	10%	12%
My work/school requirement	53	19	32		20	10	21	26	5	20
	13%	12%	13%		19%	10%	10%	18%	15%	9%
Right before going to sleep	39	12	25	1	15	9	14	19	2	17
	9%	8%	10%	11%	15%	10%	7%	13%	6%	7%
Net:										
Net During the day	282	98	169	3	78	66	126	99	25	147
	67%	64%	70%	35%	75%	69%	62%	68%	78%	64%
Net Morning	237	85	137	7	59	50	121	81	12	136
	56%	55%	56%	100%	56%	52%	59%	56%	40%	60%
Net With other activities	127	41	81	2	37	28	58	52	9	62
	30%	26%	33%	24%	36%	29%	28%	36%	29%	27%
Net Evening	125	40	80	2	29	33	60	40	11	71
	30%	26%	33%	26%	28%	35%	29%	27%	35%	31%
Magazines										
Base: Read this publication type several times a month or more	281	106	171	1	85	60	134	114	19	146
To occupy yourself when waiting	144	54	88	1	41	29	74	62	6	76
	51%	51%	52%	54%	49%	48%	55%	54%	30%	52%
Take a break during the day	120	46	73	1	39	26	55	47	7	66
	43%	43%	42%	54%	45%	44%	41%	41%	34%	45%
Leisure activity during the day	100	37	61	1	24	19	57	32	6	62
	36%	35%	36%	54%	28%	32%	42%	28%	31%	42%
In the evening	86	32	53	1	25	19	41	31	6	49
	30%	30%	31%	46%	30%	32%	31%	27%	30%	34%
While eating a meal	48	18	30		22	8	19	23	1	24
	17%	17%	18%		26%	13%	14%	20%	4%	17%
During your commute	48	17	31		22	9	17	26	4	18
	17%	16%	18%		26%	15%	13%	23%	19%	13%
While watching/listening to other media	46	20	26		18	8	20	20		26
	16%	18%	15%		21%	13%	15%	18%		18%
Right before going to sleep	43	13	31		18	11	14	19	5	20
	15%	12%	18%		22%	19%	10%	16%	24%	14%
Part of the morning routine	37	10	27		14	10	12	22	1	14
	13%	9%	16%		17%	17%	9%	19%	5%	10%
My work/school requirement	36	12	24		17	11	8	23	5	8
	13%	11%	14%		20%	19%	6%	20%	28%	6%
Net:										
Net During the day	240	91	146	1	67	54	116	96	16	126
	85%	86%	85%	54%	79%	90%	87%	84%	83%	86%
Net Evening	105	35	70	1	35	25	45	38	8	59
	37%	33%	41%	46%	41%	42%	34%	34%	42%	40%
Net With other activities	79	33	46		33	13	33	38	1	41
	28%	31%	27%		39%	22%	24%	33%	4%	28%
Net Morning	37	10	27		14	10	12	22	1	14
	13%	9%	16%		17%	17%	9%	19%	5%	10%
Blogs										
Base: Read this publication type several times a month or more	308	101	192	4	87	75	136	129	23	146
Take a break during the day	155	51	98	2	44	37	70	72	9	70
	50%	50%	51%	42%	51%	50%	51%	56%	37%	48%
To occupy yourself when waiting	124	25	91	2	31	35	52	55	9	54
	40%	25%	48%	58%	36%	47%	39%	43%	39%	37%
In the evening	122	36	81	1	36	28	54	52	9	57
	40%	35%	42%	23%	42%	37%	40%	41%	38%	39%
Leisure activity during the day	116	35	77	1	31	22	59	42	8	62
	38%	34%	40%	19%	36%	29%	44%	33%	37%	42%
Part of the morning routine	87	22	62	2	28	18	39	39	7	40
	28%	22%	32%	38%	33%	24%	29%	30%	31%	27%
While watching/listening to other media	81	21	58		19	26	34	32	9	38
	26%	21%	30%		22%	35%	25%	25%	40%	26%
While eating a meal	75	17	55		22	22	27	29	9	33
	24%	17%	29%		26%	30%	20%	23%	39%	23%
During your commute	59	24	34		23	11	24	29	5	24
	19%	23%	18%		26%	15%	18%	22%	20%	17%
Right before going to sleep	56	13	41	1	19	16	19	28	5	21
	18%	12%	21%	19%	22%	21%	14%	22%	20%	15%
My work/school requirement	41	19	20		14	12	13	21	4	14
	13%	18%	10%		17%	15%	9%	16%	18%	9%
Net:										
Net During the day	243	81	151	3	68	58	108	103	16	114
	79%	79%	79%	62%	78%	77%	80%	80%	72%	78%
Net Evening	137	31	98	2	37	41	54	62	10	59
	44%	30%	51%	58%	43%	54%	40%	48%	44%	41%
Net With other activities	126	33	88		34	40	46	50	16	55
	41%	32%	46%		40%	54%	34%	39%	68%	38%
Net Morning	87	22	62	2	28	18	39	39	7	40
	28%	22%	32%	38%	33%	24%	29%	30%	31%	27%

	Q201: Number of books: None	1	2+	Q203: Type of Books Currently Reading (Up to 3): Fiction only	Non-Fiction only	Both Fiction & Non-Fiction	Type 1st Book Currently Reading: Fiction	Non-Fiction	Q2D2 : Type of Book Reading Next: Fiction	Non-Fiction/ Both	Don't know	Q6D1: Member of Bookclub: Yes	No/Don't recall	Q1D6: Hours i.n a typical week: Light: Up to 3	Moderate: >3 to 7	Heavy: Over 7	Q1D15,Q1D14: Reading Change Event: More	Less
	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(BB)
Total Actual	102	290	194	299	265	74	269	221	281	168	143	21	571	251	176	165	257	239
Total Weighted	102	290	200	306	260	76	274	216	290	164	138	22	570	250	176	166	265	244
Books																		
Base: Read this publication type several times a month or more	20	228	185	269	215	72	241	172	234	116	82	20	412	115	156	161	207	142
In the evening	9	118	124	159	137	54	139	104	137	74	41	9	242	55	91	100	123	95
	47%	52%	67%	59%	64%	75%	58%	60%	58%	64%	50%	47%	59%	47%	58%	66%	60%	58%
Right before going to sleep	12	126	109	158	127	49	138	97	148	63	35	8	238	53	89	105	122	98
	58%	55%	59%	59%	59%	69%	57%	56%	63%	54%	43%	42%	58%	46%	57%	65%	59%	60%
Leisure activity during the day	8	116	109	161	133	51	144	81	137	52	44	9	224	55	76	102	114	96
	43%	51%	59%	60%	53%	71%	60%	47%	58%	45%	54%	47%	54%	48%	49%	63%	55%	59%
To occupy yourself when waiting	6	93	94	123	104	46	110	77	109	49	35	9	184	37	63	97	96	76
	30%	41%	51%	46%	48%	55%	46%	45%	46%	43%	43%	45%	45%	32%	40%	57%	47%	47%
Take a break during the day	4	82	91	122	94	43	104	68	99	47	31	12	165	32	32	93	89	65
	20%	36%	49%	45%	43%	60%	43%	40%	42%	41%	37%	60%	40%	28%	33%	58%	43%	40%
During your commute	1	32	55	56	51	20	47	39	40	23	25	7	81	14	29	45	41	30
	7%	14%	29%	21%	24%	28%	20%	23%	17%	20%	30%	36%	20%	12%	19%	28%	20%	19%
My work/school requirement	2	36	41	49	45	17	40	37	42	26	15	7	78	21	28	35	49	41
	15%	16%	22%	18%	21%	23%	17%	22%	18%	23%	19%	33%	19%	18%	18%	22%	24%	25%
While eating a meal	1	22	40	46	33	18	39	22	37	17	9	6	56	4	20	38	30	25
	6%	10%	21%	17%	15%	24%	16%	13%	16%	14%	11%	32%	14%	4%	13%	24%	15%	16%
While watching/listening to other media	1	17	36	40	27	14	34	18	34	13	6	3	50	8	15	31	28	19
	4%	7%	19%	15%	12%	19%	14%	11%	14%	11%	8%	16%	12%	7%	10%	19%	14%	12%
Part of the morning routine	1	21	30	36	25	10	31	20	29	11	11	5	47	8	13	32	25	14
	6%	9%	16%	13%	11%	13%	13%	11%	13%	10%	14%	24%	11%	7%	8%	20%	12%	9%
Net:																		
Net During the day	10	169	154	219	166	63	198	134	186	81	66	18	315	76	114	142	166	127
	53%	74%	83%	81%	77%	87%	82%	72%	79%	70%	80%	90%	76%	66%	73%	88%	80%	78%
Net Evening	15	163	147	204	168	62	178	132	187	85	53	13	313	78	122	125	153	127
	74%	72%	79%	76%	78%	86%	74%	77%	80%	73%	65%	55%	76%	67%	78%	78%	74%	78%
Net With other activities	2	34	62	72	49	23	62	34	61	26	11	8	90	11	30	57	51	41
	10%	15%	33%	27%	23%	35%	26%	20%	26%	22%	14%	40%	22%	10%	19%	36%	25%	25%
Net Morning	1	21	30	36	25	10	31	20	29	11	11	5	47	8	13	32	25	14
	6%	9%	16%	13%	11%	13%	13%	11%	13%	10%	14%	24%	11%	7%	8%	20%	12%	9%
Newspapers																		
Base: Read this publication type several times a month or more	58	199	148	223	177	54	202	145	211	108	86	20	384	143	126	135	192	154
Part of the morning routine	26	114	90	130	112	38	113	91	116	58	56	10	220	79	71	79	112	83
	45%	57%	61%	58%	63%	70%	56%	63%	55%	54%	65%	48%	57%	55%	56%	59%	58%	54%
Take a break during the day	23	62	66	77	73	23	68	60	79	40	31	8	143	56	32	63	79	67
	40%	31%	44%	35%	41%	43%	34%	41%	38%	37%	36%	38%	37%	39%	25%	47%	41%	44%
To occupy yourself when waiting	22	62	61	77	69	24	70	52	74	40	30	7	137	56	41	47	81	66
	38%	31%	41%	34%	39%	44%	35%	36%	35%	37%	35%	34%	36%	39%	32%	35%	42%	43%
In the evening	21	45	43	59	50	18	54	37	56	27	29	2	110	41	34	37	56	44
	36%	23%	31%	26%	28%	33%	26%	26%	26%	25%	34%	9%	29%	29%	27%	27%	29%	29%
Leisure activity during the day	20	44	40	53	46	15	49	35	45	36	23	3	100	31	30	42	51	44
	34%	22%	27%	24%	26%	29%	24%	24%	21%	33%	27%	16%	26%	22%	24%	31%	26%	29%
While eating a meal	10	45	32	44	46	12	39	38	44	27	16	8	80	32	30	25	39	38
	17%	23%	22%	20%	26%	22%	19%	27%	21%	25%	19%	39%	21%	22%	23%	19%	21%	24%
During your commute	3	43	37	50	47	16	45	35	38	28	20	4	84	32	28	27	42	31
	12%	22%	25%	22%	27%	30%	22%	25%	18%	26%	24%	18%	22%	22%	23%	20%	22%	20%
While watching/listening to other media	5	23	35	39	32	13	33	24	32	17	13	2	61	17	26	19	30	19
	8%	12%	23%	17%	18%	25%	16%	17%	15%	16%	15%	8%	16%	12%	21%	14%	16%	13%
My work/school requirement	4	18	30	30	28	10	26	21	21	14	16	4	47	8	18	24	22	15
	6%	9%	20%	13%	16%	19%	13%	15%	10%	13%	19%	21%	12%	6%	15%	18%	11%	10%
Right before going to sleep	4	17	17	18	23	7	17	17	16	12	10	2	36	13	12	13	22	17
	7%	9%	11%	8%	13%	12%	8%	12%	8%	11%	12%	9%	9%	9%	10%	9%	12%	11%
Net:																		
Net During the day	38	128	104	142	128	38	131	101	137	79	54	11	259	94	79	96	137	109
	66%	64%	70%	64%	72%	70%	65%	70%	65%	73%	63%	57%	67%	66%	63%	71%	71%	71%
Net Morning	26	114	90	130	112	38	113	91	116	58	56	10	220	79	71	79	112	83
	45%	57%	61%	58%	63%	70%	56%	63%	55%	54%	65%	48%	57%	55%	56%	59%	58%	54%
Net With other activities	13	56	54	67	61	18	60	50	65	36	23	9	115	41	46	36	58	52
	23%	28%	36%	30%	34%	34%	30%	35%	31%	33%	27%	43%	30%	29%	36%	27%	30%	33%
Net Evening	21	51	50	65	56	20	59	41	62	29	31	3	119	43	37	41	65	52
	36%	26%	34%	29%	31%	36%	29%	29%	29%	27%	36%	13%	31%	30%	29%	31%	34%	34%
Magazines																		
Base: Read this publication type several times a month or more	25	136	118	159	137	43	141	113	136	81	63	16	263	85	88	106	131	102
To occupy yourself when waiting	15	65	63	80	72	24	74	55	69	44	31	7	137	45	37	61	69	62
	58%	48%	54%	50%	53%	56%	52%	49%	51%	54%	49%	43%	52%	53%	42%	58%	53%	61%
Take a break during the day	8	54	58	67	67	22	60	51	53	31	31	9	111	27	37	55	60	49
	32%	39%	49%	42%	48%	51%	43%	46%	39%	39%	55%	54%	42%	32%	42%	52%	46%	48%
Leisure activity during the day	9	47	44	52	54	15	47	43	43	28	28	2	98	35	31	33	36	36
	36%	34%	37%	33%	39%	36%	34%	38%	32%	35%	45%	10%	37%	41%	36%	31%	27%	35%
In the evening	12	37	37	38	56	20	31	43	27	30	28	5	81	28	21	37	43	29
	46%	27%	32%	24%	41%	48%	22%	38%	20%	38%	45%	32%	31%	33%	23%	35%	33%	28%
While eating a meal	2	23	24	31	19	10	27	20	20	16	12	4	45	19	11	19	24	21
	7%	17%	20%	20%	14%	23%	19%	17%	15%	20%	19%	24%	17%	22%	12%	18%	18%	20%
During your commute	2	19	28	33	26	12	28	19	18	18	13	6	42	11	16	22	19	12
	7%	14%	23%	21%	19%	28%	20%	17%	13%	22%	21%	37%	16%	13%	18%	21%	14%	12%
While watching/listening to other media	1	14	31	27	34	15	19	26	13	17	16	4	42	13	16	17	22	12
	4%	10%	26%	17%	24%	36%	14%	23%	9%	21%	26%	22%	16%	15%	18%	16%	17%	12%
Right before going to sleep	5	14	24	21	25	8	17	21	18	13	13	2	41	15	12	17	18	14
	19%	11%	21%	13%	19%	18%	12%	19%	13%	16%	20%	14%	16%	17%	14%	16%	14%	14%
Part of the morning routine	6	13	18	19	19	7	17	14	17	7	13	3	34	9	10	18	16	12
	18%	6%	20%	14%	10%	12%	14%	11%	12%	9%	21%	17%	13%	11%	11%	17%	12%	12%
My work/school requirement	4	8	24	23	14	5	19	12	19	8	10	7	29	9	11	16	17	10
	18%	6%	20%	14%	10%	12%	14%	11%	14%	9%	16%	43%	11%	11%	12%	15%	13%	9%
Net:																		
Net During the day	20	117	101	136	119	37	122	96	115	67	56	14	224	67	80	91	109	87
	79%	86%	86%	86%	87%	88%	87%	85%	85%	83%	89%	87%	85%	79%	90%	86%	83%	86%
Net Evening	12	42	51	51	66	24	41	52	41	33	32	5	100	33	28	44	50	34
	49%	31%	43%	32%	48%	56%	29%	46%	30%	41%	50%	32%	38%	39%	31%	42%	38%	34%
Net With other activities	2	31	46	48	48	18	40	37	30	30	20	5	74	25	23	31	39	30
	7%	23%	39%	30%	35%	42%	28%	33%	22%	37%	31%	30%	28%	29%	26%	29%	30%	30%
Net Morning	6	13	18	19	19	7	17	14	17	7	13	3	34	9	10	18	16	12
	18%	6%	20%	14%	10%	12%	14%	11%	12%	9%	21%	17%	13%	11%	11%	17%	12%	12%
Blogs																		
Base: Read this publication type several times a month or more	38	133	126	155	152	48	131	128	143	93	61	17	280	111	88	98	155	132
Take a break during the day	17	67	67	84	79	29	69	65	76	43	31	5	145	59	40	52	86	82
	43%	50%	53%	54%	52%	60%	53%	51%	53%	47%	51%	32%	52%	53%	45%	53%	55%	62%
To occupy yourself when waiting	22	51	45	55	59	17	50	47	51	37	31	3	115	55	31	33	58	59
	58%	39%	36%	35%	39%	36%	38%	37%	35%	40%	50%	20%	41%	49%	35%	33%	38%	45%
In the evening	13	42	63	66	62	23	56	49	60	33	25	5	113	44	31	43	65	60
	33%	32%	50%	43%	40%	47%	43%	39%	42%	36%	40%	27%	40%	39%	36%	44%	42%	46%
Leisure activity during the day	13	52	47	57	61	19	49	50	54	38	21	5	107	43	34	36	52	55
	35%	39%	38%	37%	40%	39%	37%	39%	38%	41%	34%	29%	38%	38%	39%	37%	34%	41%
While eating a meal	11	30	46	45	49	18	37	39	31	28	26	4	81	29	30	26	41	40
	30%	22%	36%	29%	32%	36%	28%	31%	22%	30%	43%	25%	29%	26%	34%	26%	27%	31%
During your commute	11	40	38	40	38	11	37	31	35	23	22	3	76	31	20	29	42	41
	30%	30%	30%	26%	25%	22%	28%	24%	24%	24%	36%	20%	27%	28%	22%	29%	27%	31%
While watching/listening to other media	5	35	31	41	38	14	36	30	33	24	15	2	70	33	19	19	40	44
	13%	26%	25%	27%	25%	28%	28%	23%	23%	26%	24%	10%	25%	30%	22%	19%	26%	33%
My work/school requirement	2	18	35	32	35	15	24	28	20	21	16	6	52	17	19	22	36	22
	13%	13%	28%	20%	23%	30%	19%	22%	14%	23%	26%	33%	19%	15%	21%	22%	23%	17%
Right before going to sleep	8	21	26	25	31	9	20	27	19	19	16	2	53	25	13	17	27	29
	20%	15%	21%	16%	20%	19%	15%	21%	14%	21%	26%	9%	19%	22%	14%	17%	18%	22%
My work/school requirement	4	14	20	22	21	9	17	17	15	15	9	3	35	8	15	15	19	19
	12%	10%	16%	14%	14%	19%	13%	13%	10%	16%	15%	20%	13%	8%	17%	15%	12%	15%
Net:																		
Net During the day	22	104	103	126	118	37	108	99	122	66	45	12	221	86	67	81	125	106
	68%	79%	82%	82%	78%	77%	83%	78%	86%	71%	74%	74%	79%	77%	76%	82%	81%	80%
Net Evening	22	58	52	64	65	19	57	53	54	43	35	3	128	60	37	35	65	63
	58%	43%	41%	41%	43%	40%	43%	42%	38%	46%	58%	20%	46%	54%	41%	36%	42%	48%
Net With other activities	13	53	55	63	62	18	56	51	55	38	27	4	116	49	33	38	65	68
	35%	40%	43%	41%	41%	38%	43%	40%	38%	41%	45%	25%	42%	45%	38%	39%	42%	51%
Net Morning	9	30	46	45	49	18	37	39	31	28	26	4	81	29	30	26	41	40
	24%	23%	36%	29%	32%	36%	28%	31%	22%	30%	43%	25%	29%	26%	34%	26%	27%	31%

Table 13-1

Q104 - Summary: Reading per Weekday/Time off

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

	Q102-Q104			
	Books (A)	Newspapers (B)	Magazines (C)	Blogs (D)
Total Actual	424	422	282	296
Total Weighted	432	421	281	308
Your days off (e.g. weekends)	307	203	144	169
	71%	48%	51%	55%
	BCD			b
Vacations	300	109	128	102
	69%	26%	45%	33%
	BCD		BD	B
Weekdays	289	348	162	229
	67%	83%	58%	74%
	C	ACD		AC
Holidays (e.g. Christmas, etc.)	238	111	111	111
	55%	26%	39%	36%
	BCD		B	B
Net: Offdays	386	242	217	215
	89%	58%	77%	70%
	BCD		BD	B

Table 15-1
Q105 - Read more in which weather
Based on total who read books

		D3: Gender		RESP AGE: Secondary Age Brackets						RESP AGE: Primary Age Brackets			POSTAL CODE: Region						D5: HH Income			D4: Education V1			D4: Education V2		D6: Employment			D2: # of Languages		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-70	18-34	35-54	55-70	West	BC	Prairies	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	Up to high school	Some/Grad College/ Univ	Post Graduate Work	Up to Some college/univ.	College/ Univ Grad Plus	Full-time	Part-time	Other	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)	(Y)	(Z)	(AA)	(BB)	(CC)	(DD)	(EE)	(FF)
Total Actual	592	290	301	52	101	110	114	141	74	153	224	215	177	73	104	237	142	36	194	192	129	141	379	72	235	357	313	91	180	371	186	35
Total Weighted	592	288	302	65	122	110	113	120	62	187	223	182	194	79	115	225	130	42	187	191	135	135	383	74	226	366	325	92	166	368	189	35
Winter	428	214	212	39	78	71	90	98	51	117	161	149	141	59	82	167	89	31	136	148	90	102	276	50	165	263	230	65	125	271	133	23
	72%	74%	70%	60%	64%	65%	79%	82%	83%	63%	72%	82%	73%	74%	72%	74%	69%	73%	73%	78%	67%	75%	72%	69%	73%	72%	71%	70%	75%	74%	71%	67%
							DEF	DEF	DEF		j	JK								U												
Spring	15	11	4	2	6	6			1	8	6	1	5	2	2	8	2		3	6	6	5	8	2	5	10	10	2	3	6	9	1
	3%	4%	1%	3%	5%	6%			1%	4%	3%		2%	3%	2%	4%	1%		2%	3%	4%	4%	2%	3%	2%	3%	3%	2%	2%	2%	5%	3%
		c			GH	GH				L	L		R			R														dd		
Summer	119	48	71	19	30	24	18	19	8	49	43	28	39	12	27	42	28	10	35	29	35	23	76	20	46	73	66	19	34	74	37	9
	20%	17%	24%	29%	24%	22%	16%	16%	14%	26%	19%	15%	20%	16%	23%	19%	21%	25%	19%	15%	26%	17%	20%	27%	20%	20%	20%	20%	21%	20%	19%	25%
			B	ghI	i					L											T											
Fall	30	15	15	4	9	8	5	2	2	13	13	4	9	6	3	8	11	1	13	8	4	5	24	1	10	20	19	7	4	18	10	2
	5%	5%	5%	7%	7%	7%	4%	2%	3%	7%	6%	2%	5%	7%	3%	4%	9%	3%	7%	4%	3%	3%	6%	2%	4%	5%	6%	7%	2%	5%	5%	5%
					h	h				L	I						op		u				X				CC					

Table 1

Table 1. Weather observations, Central Park station (Central Park Observatory, per [illegible]).

| | | |

Table 19-1
Q109 - Change in reading expected vs next year or two
Based on total who read books

		D3: Gender		RESP AGE: Secondary Age Brackets						RESP AGE: Primary Age Brackets			POSTAL CODE: Region						D5: HH Income			D4: Education V1			D4: Education V2		D6: Employment			D2: # of Languages		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-70	18-34	35-54	55-70	West	BC	Prairies	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	Up to high school	Some/Grad College/ Univ	Post Graduate Work	Up to Some college/univ.	College/ Univ Grad Plus	Full-time	Part-time	Other	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)	(Y)	(Z)	(AA)	(BB)	(CC)	(DD)	(EE)	(FF)
Total Actual	592	290	301	52	101	110	114	141	74	153	224	215	177	73	104	237	142	36	194	192	129	141	379	72	235	357	313	91	180	371	186	35
Total Weighted	592	288	302	65	122	110	113	120	62	187	223	182	194	79	115	225	130	42	187	191	135	135	383	74	226	366	325	92	166	368	189	35
Reading more	211	106	105	35	56	54	29	25	12	91	83	37	84	35	49	77	33	16	60	78	49	45	135	30	78	133	121	37	50	124	66	20
	36%	37%	35%	54%	46%	50%	26%	21%	19%	49%	37%	20%	43%	44%	43%	34%	26%	39%	32%	41%	36%	33%	35%	41%	34%	36%	37%	40%	30%	34%	35%	58%
				GHI	GHI	GHI				KL	L		pQ	Q	Q	q				s												DDEE
Reading less	47	28	19	7	10	3	9	11	6	17	12	17	20	7	12	16	10	1	18	8	14	8	35	4	16	31	26	6	14	35	12	
	8%	10%	6%	11%	8%	3%	8%	9%	10%	9%	6%	9%	10%	9%	11%	7%	8%	3%	9%	4%	10%	6%	9%	5%	7%	8%	8%	7%	9%	9%	6%	
				f			f	f	f				R		r				T		T									FF	FF	
Reading the same amount	334	154	179	23	56	52	75	84	44	79	127	128	91	37	54	132	87	24	110	105	72	82	213	40	132	202	178	49	102	209	110	15
	56%	53%	59%	35%	46%	48%	66%	70%	71%	42%	57%	70%	47%	47%	47%	59%	67%	58%	59%	55%	53%	61%	56%	54%	59%	55%	55%	53%	61%	57%	58%	42%
							DEF	DEF	DEF		J	JK				Mno	MNO													ff	ff	

Table 20-1
Q110 - Factors leading to more reading
Based on total who read books

		D3: Gender		RESP AGE: Secondary Age Brackets						RESP AGE: Primary Age Brackets			POSTAL CODE: Region						D5: HH Income			D4: Education V1			D4: Education V2		D6: Employment			D2: # of Languages		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-70	18-34	35-54	55-70	West	BC	Prairies	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	Up to high school	Some/Grad College/ Univ	Post Graduate Work	Up to Some college/univ.	College/ Univ Grad Plus	Full-time	Part-time	Other	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)	(Y)	(Z)	(AA)	(BB)	(CC)	(DD)	(EE)	(FF)
Total Actual	592	290	301	52	101	110	114	141	74	153	224	215	177	73	104	237	142	36	194	192	129	141	379	72	235	357	313	91	180	371	186	35
Total Weighted	592	288	302	65	122	110	113	120	62	187	223	182	194	79	115	225	130	42	187	191	135	135	383	74	226	366	325	92	166	368	189	35
Having more free time	354	154	200	52	83	65	73	60	21	135	138	81	120	45	75	141	65	28	99	115	95	71	232	51	119	236	222	59	71	211	116	28
	60%	53%	66%	79%	68%	59%	65%	50%	33%	72%	62%	45%	62%	56%	66%	63%	50%	67%	53%	60%	71%	53%	60%	70%	53%	64%	68%	64%	43%	57%	62%	80%
			B	FgHI	HI	I	HI	I		KL	L		Q		Q	Q		q			ST			V		Y	CC	CC				DDEE
Discovering a new series	268	110	157	32	55	56	40	52	33	88	96	84	91	39	52	94	59	23	82	90	59	57	181	29	101	167	142	38	82	177	75	16
	45%	38%	52%	49%	46%	51%	35%	43%	53%	47%	43%	46%	47%	49%	45%	41%	46%	56%	44%	47%	44%	42%	47%	40%	45%	46%	44%	42%	49%	48%	40%	47%
			B			G			G																					ee		
Discovering a new author I like	250	93	156	32	55	42	33	54	34	87	75	88	84	37	47	96	48	23	76	84	60	53	161	35	90	160	124	43	80	167	67	16
	42%	32%	52%	48%	45%	38%	30%	45%	54%	46%	34%	48%	43%	47%	41%	42%	37%	54%	41%	44%	44%	40%	42%	48%	40%	44%	38%	46%	48%	45%	35%	47%
			B	G	G			G	FG	K		K						q											AA	EE		
Establishing a routine	181	87	93	30	52	36	29	22	12	81	65	35	59	29	30	70	44	8	51	69	41	41	118	21	66	115	98	36	43	111	60	10
	31%	30%	31%	46%	42%	33%	26%	19%	20%	43%	29%	19%	31%	36%	26%	31%	34%	19%	27%	36%	30%	30%	31%	29%	29%	31%	30%	39%	26%	30%	32%	28%
				GHI	GHI	HI				KL	L			r			r			s								CC				
Visiting a library	164	75	89	19	44	33	22	29	17	63	54	47	64	24	40	55	35	11	49	54	38	32	109	23	57	107	90	27	46	98	52	14
	28%	26%	29%	29%	36%	30%	19%	25%	28%	34%	24%	26%	33%	30%	35%	24%	27%	25%	26%	28%	28%	24%	28%	31%	25%	29%	28%	29%	28%	27%	27%	40%
					Gh	g				k			p		p																	
Visiting a bookstore	156	68	88	21	26	37	25	31	16	47	63	47	55	27	29	66	23	12	39	50	45	38	92	26	59	97	89	26	38	91	54	10
	26%	23%	29%	32%	21%	34%	22%	26%	25%	25%	28%	26%	28%	33%	25%	29%	18%	28%	21%	26%	33%	28%	24%	35%	26%	27%	27%	28%	23%	25%	29%	30%
						EG							Q	Q		Q					S			w								
Finding best time of the day	142	59	82	20	42	23	22	26	10	62	44	35	49	21	28	55	25	12	39	50	32	36	88	18	51	91	74	29	39	93	36	12
	24%	21%	27%	31%	35%	21%	19%	21%	16%	33%	20%	19%	25%	27%	25%	24%	19%	29%	21%	26%	24%	27%	23%	24%	23%	25%	23%	31%	24%	25%	19%	35%
			b	i	FGHI					KL																				ee		ee
Books in audio format	74	33	41	18	21	15	10	6	4	39	25	10	28	10	18	26	10	10	16	21	27	17	45	13	28	46	42	12	18	42	25	8
	13%	11%	14%	28%	17%	14%	9%	5%	6%	21%	11%	6%	14%	12%	16%	12%	8%	23%	9%	11%	20%	12%	12%	17%	12%	13%	13%	13%	11%	11%	13%	23%
				fGHI	gHI	Hi				KL	L		q		q			Q			ST											
Book club outside of work	64	27	35	9	27	12	7	8	1	37	19	8	22	6	16	26	11	5	13	18	25	8	41	14	18	46	39	13	12	39	17	8
	11%	9%	12%	14%	22%	11%	6%	6%	1%	20%	8%	5%	11%	7%	14%	11%	9%	13%	7%	9%	19%	6%	11%	19%	8%	13%	12%	14%	7%	11%	9%	23%
				I	FGHI	I	i	I		KL											ST		v	Vw		y	cc					ee
Access to books in another language	44	21	22	9	14	10	9	2		22	19	2	15	5	9	14	13	2	8	16	12	6	26	12	14	29	35	1	6	11	19	14
	7%	7%	7%	13%	11%	9%	8%	2%		12%	8%	1%	7%	7%	8%	6%	10%	6%	4%	8%	9%	5%	7%	16%	6%	8%	11%	1%	3%	3%	10%	39%
				HI	HI	HI	HI			L	L													Vw			BBCC				DD	DDEE
Book club at work	41	20	21	6	17	11	5	2		23	16	2	12	3	9	18	6	5	6	15	15	5	27	8	9	31	31	5	5	21	16	4
	7%	7%	7%	9%	14%	10%	4%	1%		12%	7%	1%	6%	3%	8%	8%	4%	12%	3%	8%	11%	4%	7%	11%	4%	9%	10%	5%	3%	6%	8%	12%
				hI	GHI	HI	I			kL	L					n				s	S		v	v		Y	CC					
Other	18	12	6	3	4	2	3	3	2	7	5	6	6	1	5	8	4		7	4	4	4	11	3	6	11	10	1	7	10	6	2
	3%	4%	2%	4%	3%	2%	3%	3%	4%	4%	2%	3%	3%	1%	4%	3%	3%		4%	2%	3%	3%	3%	4%	3%	3%	3%	1%	4%	3%	3%	5%
													R		R	R	R															
Net: Discovering a new author/series	340	144	195	41	78	65	50	63	44	119	114	107	110	47	63	124	75	31	99	116	79	69	225	47	124	216	181	53	100	219	98	23
	58%	50%	64%	62%	64%	59%	44%	52%	71%	64%	51%	59%	57%	59%	55%	55%	57%	74%	53%	61%	58%	51%	59%	63%	55%	59%	56%	58%	60%	60%	52%	65%
				G	Gh	G			FGH	K								MOPq						v								
Net: Visiting a bookstore/library	231	105	126	30	54	50	33	41	24	84	82	64	82	36	46	90	45	14	65	77	61	50	146	35	84	147	131	36	60	135	78	18
	39%	36%	42%	46%	44%	45%	29%	34%	38%	45%	37%	35%	42%	45%	40%	40%	35%	34%	35%	40%	45%	37%	38%	48%	37%	40%	40%	39%	36%	37%	41%	51%
				G	G	Gh				i											s											
Net: Book club	78	38	39	11	32	16	10	8	1	43	26	9	24	7	18	34	12	8	16	24	29	10	50	17	22	57	50	15	13	46	22	10
	13%	13%	13%	16%	26%	15%	9%	7%	1%	23%	12%	5%	13%	9%	15%	15%	9%	19%	9%	13%	21%	8%	13%	24%	10%	15%	15%	16%	8%	13%	12%	29%
				I	FGHI	hI	I	I		KL	L					q					St		v	Vw		Y	CC	cc				DDEE

Table 21.1
Q201 - Number of Books currently reading
Based on total who read books

		D3: Gender		RESP AGE: Secondary Age Brackets						RESP AGE: Primary Age Brackets			POSTAL CODE: Region						D5: HH Income			D4: Education V1			D4: Education V2		D6: Employment			D2: # of Languages		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-70	18-34	35-54	55-70	West	BC	Prairies	Ontario	Quebec	Atlantic	<50K	50-99K	100K+	Up to high school	Some/Grad College/ Univ	Post Graduate Work	Up to Some college/univ.	College/ Univ Grad Plus	Full-time	Part-time	Other	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)	(Y)	(Z)	(AA)	(BB)	(CC)	(DD)	(EE)	(FF)
Total Actual	592	290	301	52	101	110	114	141	74	153	224	215	177	73	104	237	142	36	194	192	129	141	379	72	235	357	313	91	180	371	186	35
Total Weighted	592	288	302	65	122	110	113	120	62	187	223	182	194	79	115	225	130	42	187	191	135	135	383	74	226	366	325	92	166	368	189	35
None	102	56	44	16	20	16	22	19	10	35	38	29	31	14	17	39	27	5	36	35	16	32	62	7	47	55	54	15	33	64	37	1
	17%	20%	15%	24%	16%	15%	19%	16%	15%	19%	17%	16%	16%	18%	15%	17%	21%	12%	19%	18%	12%	24%	16%	10%	21%	15%	17%	17%	20%	17%	19%	3%
																			u			wX			z					FF	FF	
1	290	129	161	29	55	50	53	67	36	84	104	102	94	41	52	112	65	20	93	89	70	69	183	38	117	173	153	47	87	197	78	15
	49%	45%	53%	45%	45%	46%	47%	56%	58%	45%	47%	56%	48%	52%	46%	50%	50%	48%	50%	47%	52%	51%	48%	51%	52%	47%	47%	51%	53%	53%	42%	44%
			B						e			JK																	EE			
2	134	63	71	12	30	27	27	23	15	42	54	38	50	17	33	51	23	10	37	44	34	19	95	20	38	97	82	21	29	77	44	12
	23%	22%	23%	18%	25%	25%	24%	19%	24%	22%	24%	21%	26%	22%	29%	22%	18%	23%	20%	23%	25%	14%	25%	27%	17%	26%	25%	23%	18%	21%	23%	36%
													q		q								V	V		y	CC					dd
3	40	23	17	4	10	10	7	8	2	14	17	9	8	3	5	20	8	5	14	13	9	7	28	5	12	28	23	7	8	21	15	4
	7%	8%	6%	6%	8%	9%	6%	7%	3%	7%	8%	5%	4%	4%	4%	9%	6%	12%	7%	7%	6%	5%	7%	7%	5%	8%	7%	7%	5%	6%	8%	11%
						I										Mo																
4	10	7	4	4	2	1	1	2		7	2	2	7	3	4	1	3		4	2	3	5	5	1	7	3	4	1	5	5	4	1
	2%	2%	1%	7%	2%	1%	1%	2%		3%	1%	1%	3%	3%	4%		2%		2%	1%	2%	3%	1%	1%	3%	1%	1%	1%	3%	1%	2%	4%
				i									PR		r		r								z							
5	5	4	1		3	1		1		3	1	1	2		2	2	1		2	2	1	1	2	2	2	3	2	2	1	1	3	1
	1%	1%			2%	1%		1%		2%			1%		2%	1%	1%		1%	1%	1%	1%		3%	1%	1%	1%	2%	1%		2%	3%
6	4	2	1		1	1	1			1	2		1		1	1	1			3	1		3	1		4	4			1	3	
	1%	1%			1%	1%	1%			1%	1%		1%		1%	1%	1%			1%	1%		1%	1%		1%	1%				1%	
																										y	bbcc					
7	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%	
8	2	1	1			1	1				2						1	1		2		1	1		2		1		1	1	1	
						1%	1%				1%						1%	3%		1%		1%			1%				1%		1%	
9 or more	2	1	1		1	1				1	1						1	1	1		1		2		1	1	1		1		2	
					1%	1%				1%							1%	3%	1%		1%		1%						1%		1%	
Average #	1.4	1.4	1.3	1.3	1.5	1.6	1.3	1.3	1.1	1.4	1.5	1.2	1.4	1.3	1.5	1.3	1.4	1.8	1.3	1.4	1.5	1.2	1.4	1.5	1.3	1.4	1.4	1.3	1.3	1.2	1.6	1.8
					I	hI					I																				DD	DD
Net: Any	490	232	258	50	102	94	91	101	52	152	185	153	163	65	97	187	103	37	152	157	119	103	321	66	179	311	271	77	133	304	152	34
	83%	80%	85%	76%	84%	85%	81%	84%	85%	81%	83%	84%	84%	82%	85%	83%	79%	88%	81%	82%	88%	76%	84%	90%	79%	85%	83%	83%	80%	83%	81%	97%
																					s		v	V		y						DDEI
Net: 2+	200	103	97	20	47	43	38	34	17	68	81	51	69	24	45	75	38	17	58	68	49	33	137	29	62	137	118	30	46	107	74	19
	34%	36%	32%	31%	39%	39%	33%	29%	27%	36%	36%	28%	36%	30%	39%	33%	29%	41%	31%	35%	36%	25%	36%	39%	28%	38%	36%	33%	28%	29%	39%	53%
					i	hi					i												V	V		Y	CC				DD	DD
Net: 3+	65	39	26	8	17	16	10	12	2	26	26	13	19	7	12	24	15	7	21	23	15	15	42	9	25	41	36	9	16	30	29	6
	11%	14%	9%	13%	14%	15%	9%	10%	3%	14%	12%	7%	10%	9%	10%	11%	12%	18%	11%	12%	11%	11%	11%	12%	11%	11%	11%	10%	10%	8%	16%	17%
		c		I	I	I	I	I		I																					DD	
Average # excluding none	1.7	1.8	1.6	1.7	1.8	1.9	1.6	1.5	1.3	1.8	1.7	1.5	1.7	1.6	1.7	1.6	1.7	2.0	1.6	1.8	1.7	1.6	1.7	1.7	1.7	1.7	1.7	1.6	1.6	1.5	1.9	1.8
		C		i	hi	hi	i			L	L																				DD	dd