

**** BANNER 1 ****
P1 - Book read associated with a movie/show/series
Based on total interviews

	Gender			Age: Version 1				Age: Version 2			Region						HH Income			Education			Employment			# of Languages			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)
Total Interviews	1101	527	569	162	209	210	209	311	371	210	520	308	139	169	411	308	74	339	391	229	259	721	109	573	164	336	689	328	84
Yes	964	445	516	157	189	185	180	253	346	185	433	273	124	149	370	256	65	285	347	209	223	635	97	519	144	280	599	294	71
	88%	84%	91%	97%	90%	88%	86%	81%	93%	88%	83%	89%	89%	88%	90%	83%	88%	84%	89%	91%	86%	88%	89%	91%	88%	83%	87%	90%	85%
No	137	82	53	5	20	25	29	58	25	25	87	35	15	20	41	52	9	54	44	20	36	86	12	54	20	56	90	34	13
	12%	16%	9%	3%	10%	12%	14%	19%	7%	12%	17%	11%	11%	12%	10%	17%	12%	16%	11%	9%	14%	12%	11%	9%	12%	17%	13%	10%	15%
		C		D	D	D	DEF		I	IJ						LmO		sT								X			

**** BANNER 1 ****
P3b: Choice of book reading time
 Based on total who have ever read a book which is associated with a movie / show / series

	Gender			Age: Version 1					Age: Version 2			Region						HH Income			Education			Employment			# of Languages		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)
Total Interviews	964	445	516	157	189	185	180	253	346	185	433	273	124	149	370	256	65	285	347	209	223	635	97	519	144	280	599	294	71
Read book before watching the movie / show / series	709	324	382	111	136	137	136	189	247	137	325	207	94	113	272	182	48	203	271	146	159	462	80	384	103	205	450	206	53
	74%	73%	74%	71%	72%	74%	76%	75%	71%	74%	75%	76%	76%	76%	74%	71%	74%	71%	78%	70%	71%	73%	82%	74%	72%	73%	75%	70%	75%
Read book after watching the movie / show / series	255	121	134	46	53	48	44	64	99	48	108	66	30	36	98	74	17	82	76	63	64	173	17	135	41	75	149	88	18
	26%	27%	26%	29%	28%	26%	24%	25%	29%	26%	25%	24%	24%	24%	26%	29%	26%	29%	22%	30%	29%	27%	18%	26%	28%	27%	25%	30%	25%
																		S	S		W	W							

**** BANNER 1 ****

P3c: Choice between media

Based on total who have ever read a book which is associated with a movie / show / series

	Gender			Age: Version 1					Age: Version 2			Region						HH Income			Education			Employment			# of Languages		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)
Total Interviews	964	445	516	157	189	185	180	253	346	185	433	273	124	149	370	256	65	285	347	209	223	635	97	519	144	280	599	294	71
The book version	705	305	398	110	141	138	135	181	251	138	316	206	95	111	283	171	45	203	252	157	145	473	78	384	111	194	442	213	50
	73%	69%	77%	70%	75%	75%	75%	72%	73%	75%	73%	75%	77%	74%	76%	67%	69%	71%	73%	75%	65%	74%	80%	74%	77%	69%	74%	72%	70%
The movie / show / series version	259	140	118	47	48	47	45	72	95	47	117	P	P	p	P	85	20	82	95	52	78	162	19	135	33	86	157	81	21
	27%	31%	23%	30%	25%	25%	25%	28%	27%	25%	27%	25%	23%	26%	24%	33%	31%	29%	27%	25%	35%	26%	20%	26%	23%	31%	26%	28%	30%
		C													LMNO						VW					y			

**** BANNER 1 ****
P5: Chose book over movie/show/series
Based on total interviews

	Gender			Age: Version 1				Age: Version 2			Region						HH Income			Education			Employment			# of Languages			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)
Total Interviews	1101	527	569	162	209	210	209	311	371	210	520	308	139	169	411	308	74	339	391	229	259	721	109	573	164	336	689	328	84
Yes	375	154	218	88	95	76	56	60	183	76	116	108	46	62	155	85	27	116	131	84	53	273	44	221	51	93	228	117	30
	34%	29%	38%	54%	45%	36%	27%	19%	49%	36%	22%	35%	33%	37%	38%	28%	36%	34%	34%	37%	20%	38%	40%	39%	31%	28%	33%	36%	36%
No	726	373	351	74	114	134	153	251	188	134	404	200	93	107	256	223	47	223	260	145	206	448	65	352	113	243	461	211	54
	66%	71%	62%	46%	55%	64%	73%	81%	51%	64%	78%	65%	67%	63%	62%	72%	64%	66%	66%	63%	80%	62%	60%	61%	69%	72%	67%	64%	64%
		C		d	De	DEF	DEFG		i	ij						LNO				VW				x	X				

**** BANNER 1 ****
P8: Summary Top 2 Box "Strongly Agree/ Agree": Opinion on Book associated with a movie/show/series
Based on total interviews

	Gender			Age: Version 1					Age: Version 2			Region						HH Income			Education			Employment			# of Languages		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)
Total Interviews	1101	527	569	162	209	210	209	311	371	210	520	308	139	169	411	308	74	339	391	229	259	721	109	573	164	336	689	328	84
After watching the movie I like to read the book	668 61%	317 60%	348 61%	111 69%	150 72%	138 66%	116 56%	153 49%	261 70%	138 66%	269 52%	194 63%	87 63%	107 63%	253 62%	177 57%	44 59%	191 56%	249 64%	144 63%	145 56%	446 62%	69 63%	376 66%	100 61%	174 52%	413 60%	208 63%	47 56%
After reading a book, I like to watch the movie	896 81%	419 80%	474 83%	144 89%	173 83%	181 86%	166 79%	232 75%	317 85%	181 86%	398 77%	252 82%	109 78%	143 85%	349 85%	235 76%	60 81%	273 81%	322 82%	193 84%	209 81%	593 82%	85 78%	490 86%	133 81%	251 75%	569 83%	265 81%	62 74%
Read the book before watching the movie	760 69%	347 66%	411 72%	130 80%	143 68%	148 70%	140 67%	199 64%	273 74%	148 70%	339 65%	212 69%	92 66%	120 71%	288 70%	205 67%	55 74%	226 67%	275 70%	165 72%	165 64%	503 70%	85 78%	422 74%	103 63%	219 65%	472 69%	230 70%	58 69%
Use movies/series to learn about new books	486 44%	251 48%	232 41%	91 56%	121 58%	104 50%	81 39%	89 29%	212 57%	104 50%	170 33%	132 43%	58 42%	74 44%	191 46%	135 44%	28 38%	149 44%	173 44%	109 48%	106 41%	316 44%	58 53%	289 50%	66 40%	118 35%	292 42%	155 47%	39 46%
Seen at least one movie/series because of the book	920 84%	439 83%	479 84%	149 92%	177 85%	180 86%	175 84%	239 77%	326 88%	180 86%	414 80%	263 85%	121 87%	142 84%	347 84%	251 81%	59 80%	265 78%	337 86%	205 90%	202 78%	617 86%	92 84%	503 88%	140 85%	256 76%	577 84%	280 85%	63 75%
Movie/series sparked my interest in reading	815 74%	397 75%	415 73%	128 79%	170 81%	164 78%	149 71%	204 66%	298 80%	164 78%	353 68%	237 77%	107 77%	130 77%	313 76%	212 69%	53 72%	247 73%	294 75%	182 79%	178 69%	541 75%	90 83%	451 79%	128 78%	219 65%	508 74%	250 76%	57 68%
Watching a movie/series replaces reading	498 45%	273 52%	223 39%	78 48%	105 50%	96 46%	74 35%	145 47%	183 49%	96 46%	219 42%	124 40%	52 37%	72 43%	179 44%	164 53%	31 42%	157 46%	185 47%	93 41%	127 49%	320 44%	43 39%	257 45%	73 45%	150 45%	295 43%	164 50%	39 46%
The best movies/series seen are based on books	740 67%	368 70%	369 65%	120 74%	146 70%	153 73%	131 63%	190 61%	266 72%	153 73%	321 62%	203 66%	88 63%	115 68%	280 68%	205 67%	52 70%	217 64%	270 69%	161 70%	171 66%	490 68%	71 65%	410 72%	112 68%	200 60%	457 66%	232 71%	51 61%

**** BANNER 1 ****
P10: Impact of movie watching on reading
 Based on total interviews

	Gender			Age: Version 1					Age: Version 2			Region						HH Income			Education			Employment			# of Languages			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-70 (H)	18-34 (I)	35-44 (J)	45-70 (K)	West (L)	BC (M)	Prairies (N)	Ontario (O)	Quebec (P)	Atlantic (Q)	<50K (R)	50-99K (S)	100K+ (T)	Up to high school (U)	Some/Grad College/ Univ (V)	Post Graduate Work (W)	Full-time (X)	Part-time (Y)	Other (Z)	1 (AA)	2 (BB)	3+ (CC)	
Total Interviews	1101	527	569	162	209	210	209	311	371	210	520	308	139	169	411	308	74	339	391	229	259	721	109	573	164	336	689	328	84	
Inspired me to read more	306	150	153	65	78	64	48	51	143	64	99	81	33	48	125	82	18	95	120	67	65	201	39	187	45	69	176	101	29	
	28%	28%	27%	40%	37%	30%	23%	16%	39%	30%	19%	26%	24%	28%	30%	27%	24%	28%	31%	29%	25%	28%	36%	33%	27%	21%	26%	31%	35%	
Has not affected my reading habits	755	351	402	fgH	GH	gH	h		JK	K		218	102	116	267	217	53	232	257	155	185	491	70	366	116	252	491	216	48	
	69%	67%	71%	54%	60%	66%	74%	80%	57%	66%	78%	71%	73%	69%	65%	70%	72%	68%	66%	68%	71%	68%	64%	64%	71%	75%	71%	66%	57%	
Inspired me to read less	40	26	14	D	DEF	DEFg	DEFg	DEFg	DEFg	DEFg	DEFg	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o	o
	4%	5%	2%	6%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	5%	3%	4%	4%	4%	3%	3%	4%	4%	3%	3%	2%	3%	3%	8%	
		C																			W	W				Y			ad	