Detailed Tables

In the summer, do you tend to read...

_____

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
Books that are lighter and more entertaining than those you usually read	251	30	23	14	102	59	23	66	112	71	104	148
	25%	22%	24%	21%	27%	24%	30%	22%	28%	24%	21%	29% J
Books that are more challenging and in-depth than what you usually read	210	32	28	17	79	42	12	60	80	67	115	95
	21%	24%	29% EF	26%	21%	17%	15%	20%	20%	23%	24% K	18%
Any kind of book you can get your hands on	473	59	42	29	180	125	38	158	189	124	223	250
	47%	44%	44%	43%	47%	51%	49%	54% I	47%	42%	46%	48%
Don't know/Refused	68	13	4	7	19	21	4	10	23	32	43	25
	7%	9%	4%	11%	5%	8%	5%	3%	6%	11% GH	9% K	5%

In the summer, do you tend to read...

_____

Proportions/Means: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
Books that are lighter and more entertaining than those you usually read	251	187	64	25	55	92	77	42	82	103
	25%	23%	33% A	22%	27%	26%	24%	21%	26%	26%
Books that are more challenging and in-depth than what you usually read	210	183	26	18	35	62	93	41	61	85
	21%	23% B	13%	17%	18%	17%	28% CDE	20%	19%	22%
Any kind of book you can get your hands on	473	386	87	48	101	176	146	102	148	186
	47%	48%	45%	43%	50%	50%	44%	51%	47%	48%
Don't know/Refused	68	51	17	20	10	24	12	16	23	17
	7%	6%	9%	18% DEF	5%	7%	4%	8%	7%	4%

Detailed Tables

Of the following book genres, which would you prefer in the summer ?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
Romance or Chick Literature	87	15	8	2	37	16	9	30	35	22	10	77
	9%	11%	8%	3%	10%	7%	11%	10%	9%	8%	2%	15% J
Mystery or Thriller	325	39	34	26	130	66	31	102	133	88	129	196
	32%	29%	35%	38%	34%	27%	40% E	35%	33%	30%	27%	38% J
Canadian authors	84	10	9	3	42	13	8	25	35	23	34	50
	8%	7%	9%	5%	11% E	5%	10%	8%	9%	8%	7%	10%
Non-fiction, such as history books or biographies	439	60	38	31	155	128	27	116	178	141	275	165
	44%	45%	39%	45%	41%	52% BDF	34%	39%	44%	48% G	57% K	32%
None	61	8	7	6	14	23	3	20	21	18	34	27
	6%	6%	7%	8%	4%	9% D	4%	7%	5%	6%	7%	5%
Don't know/Refused	5	1	1	0	2	1	1	1	1	1	2	3
	1%	1%	1%	-	0	0	1%	0	0	0	1%	1%

Of the following book genres, which would you prefer in the summer ?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
Romance or Chick Literature	87	67	21	15	27	27	19	15	26	37
	9%	8%	11%	13% F	13% EF	8%	6%	8%	8%	9%
Mystery or Thriller	325	256	69	31	62	129	103	68	100	130
	32%	32%	35%	28%	31%	36%	31%	34%	32%	33%
Canadian authors	84	73	12	4	16	28	35	16	27	35
	8%	9%	6%	4%	8%	8%	11% C	8%	9%	9%
Non-fiction, such as history books or biographies	439	361	79	52	84	141	159	81	145	171
	44%	45%	40%	47%	42%	40%	48% E	40%	46%	44%
None	61	47	14	9	13	28	11	19	17	18
	6%	6%	7%	8% F	6%	8% F	3%	9% I	5%	5%
Don't know/Refused	5	4	1	0	1	2	1	2	1	1
	1%	1%	0	-	0	1%	0	1%	0	0

2

Detailed Tables

Generally speaking do you prefer to read books that make you...
_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
Laugh	316	39	34	20	133	63	27	90	119	102	161	154
	31%	29%	35%	29%	35% E	25%	34%	31%	29%	35%	33%	30%
Escape	466	63	45	34	164	126	34	169	196	100	210	255
	46%	48%	46%	51%	43%	51%	43%	58% HI	48% I	34%	43%	49%
Feel warm and fuzzy	141	20	11	6	48	47	9	26	55	59	62	79
	14%	15%	11%	8%	13%	19% CD	12%	9%	14%	20% GH	13%	15%
Don't know/Refused	80	11	7	8	35	11	8	9	34	33	50	30
	8%	8%	8%	12% E	9% E	4%	10%	3%	8% G	11% G	10% K	6%

Generally speaking do you prefer to read books that make you...
_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
Laugh	316	251	64	42	57	115	97	67	96	120
	31%	31%	33%	38%	29%	32%	29%	33%	30%	31%
Escape	466	377	88	38	95	167	165	92	151	192
	46%	47%	45%	34%	47% C	47% C	50% C	46%	48%	49%
Feel warm and fuzzy	141	112	28	20	41	45	35	30	52	45
	14%	14%	15%	18% F	20% EF	13%	11%	15%	17%	11%
Don't know/Refused	80	66	14	11	8	28	31	13	15	36
	8%	8%	7%	10%	4%	8%	10% D	6%	5%	9% H

Detailed Tables

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Starting a new book without finishing the one you were already reading ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
All of the time	110	22	14	11	42	16	4	36	49	23	57	53
	11%	17%	14%	17%	11%	6%	5%	12%	12%	8%	12%	10%
		EF	E	EF	E							
Some of the time	467	73	48	31	169	106	40	143	180	139	241	226
	47%	55%	50%	45%	45%	43%	51%	49%	45%	47%	50%	44%
		DE										
None of the time	421	35	35	26	166	125	33	115	173	131	185	236
	42%	27%	36%	38%	44%	50%	43%	39%	43%	45%	38%	46%
					A	AB	A					J
Don't know/Refused	5	2	0	0	2	1	0	0	2	2	2	3
	0	1%	-	-	0	0	-	-	0	1%	0	1%

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Starting a new book without finishing the one you were already reading?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
All of the time	110	94	15	11	20	35	44	22	38	43
	11%	12%	8%	10%	10%	10%	13%	11%	12%	11%
Some of the time	467	377	90	37	91	149	184	87	158	189
	47%	47%	46%	34%	45%	42%	56%	43%	50%	48%
							CDE			
None of the time	421	332	89	61	90	168	100	91	119	159
	42%	41%	46%	55%	45%	47%	30%	45%	38%	41%
				F	F	F				
Don't know/Refused	5	4	1	2	0	2	0	2	1	1
	0	0	0	2%	-	1%	-	1%	0	0
				F						

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Skipping chapters or reading ahead ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
All of the time	53	12	7	5	19	7	4	21	26	5	33	19
	5%	9% E	7%	7%	5%	3%	5%	7% I	7% I	2%	7% K	4%
Some of the time	296	36	34	24	107	74	21	90	105	97	135	161
	29%	27%	35%	36%	28%	30%	27%	31%	26%	33% H	28%	31%
None of the time	648	83	57	39	252	166	52	182	271	190	313	335
	65%	63%	59%	57%	66%	67%	67%	62%	67%	65%	65%	65%
Don't know/Refused	6	2	0	0	3	1	0	0	2	3	3	3
	1%	1%	-	-	1%	0	-	-	0	1%	1%	1%

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Skipping chapters or reading ahead ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
All of the time	53	42	11	8	10	20	15	13	18	19
	5%	5%	6%	8%	5%	6%	4%	6%	6%	5%
Some of the time	296	239	57	28	56	108	102	64	98	116
	29%	30%	29%	25%	28%	31%	31%	32%	31%	30%
None of the time	648	521	127	72	136	224	211	121	199	256
	65%	65%	65%	65%	67%	63%	64%	60%	63%	65%
Don't know/Refused	6	6	0	3	0	2	0	3	0	1
	1%	1%	-	2% DF	-	1%	-	1% H	-	0

Detailed Tables

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Hiding or disguising what you're reading from others ?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
All of the time	10	2	1	2	4	1	0	4	3	3	6	4
	1%	2%	2%	3%	1%	0	-	1%	1%	1%	1%	1%
Some of the time	94	14	12	9	35	21	3	35	39	18	50	44
	9%	10%	13%	13%	9%	9%	4%	12%	10%	6%	10%	8%
			F					I				
None of the time	891	115	82	57	337	224	75	253	359	270	423	467
	89%	87%	85%	84%	89%	91%	96%	86%	89%	92%	87%	90%
							ABCD			G		
Don't know/Refused	7	2	1	0	3	1	0	1	3	3	5	3
	1%	1%	1%	-	1%	0	-	0	1%	1%	1%	1%

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Hiding or disguising what you're reading from others ?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
All of the time	10	8	2	1	2	5	2	2	6	2
	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%
Some of the time	94	73	20	13	18	35	28	23	34	30
	9%	9%	11%	12%	9%	10%	9%	12%	11%	8%
None of the time	891	719	171	94	182	311	298	172	274	358
	89%	89%	88%	85%	90%	88%	91%	85%	87%	91%
										G
Don't know/Refused	7	7	1	3	0	3	0	4	1	2
	1%	1%	0	2%	-	1%	-	2%	0	0
				DF						

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Pretending you've read the book when you've only seen the movie ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	132	97	68	380	248	77	256	412	324	486	516
Weighted Base	1002	132	97*	68*	380	247	77*	294	404	294	484	518
All of the time	10	1	1	0	5	2	1	3	5	2	8	2
	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	2% K	0
Some of the time	81	11	5	6	33	21	6	43	18	20	48	33
	8%	8%	6%	8%	9%	8%	7%	15% HI	5%	7%	10% K	6%
None of the time	903	119	90	62	339	224	70	249	379	269	424	479
	90%	90%	93%	90%	89%	91%	90%	85%	94% G	91% G	88%	92% J
Don't know/Refused	7	2	0	1	3	1	1	0	2	3	4	4
	1%	1%	-	1%	1%	0	1%	-	0	1%	1%	1%

I am now going to read you a list of statements, for each one please tell me if you do this all of the time, some of the time, or none of the time: Pretending you've read the book when you've only seen the movie ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	809	193	113	199	352	330	199	315	392
Weighted Base	1002	807	195	111	201	354	328	201	315	392
All of the time	10	9	1	2	2	5	1	3	5	2
	1%	1%	0	2%	1%	1%	0	1%	2%	1%
Some of the time	81	61	20	16	17	34	15	29	20	27
	8%	8%	10%	14% F	9%	10% F	4%	14% HI	7%	7%
None of the time	903	730	173	91	180	313	312	166	290	362
	90%	90%	89%	82%	89%	89%	95% CDE	83%	92% G	92% G
Don't know/Refused	7	7	1	3	2	2	0	4	0	1
	1%	1%	0	2% F	1%	1%	-	2% HI	-	0