

BOOKS

1. Have you read any books in the past year, or haven't you had a chance to read a book in the past year?

Proportions/Mean: 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	1001	131	104	65	381	250	70	244	412	329	489	512
Weighted Base	1001	132	102*	65*	383	244	74*	279	379	324	484	517
Yes, read a book in the past year	687 69%	100 76% E	72 71%	51 78% E	264 69%	152 62%	49 66%	200 72%	258 68%	217 67%	301 62%	386 75% J
No, haven't read a book in the past year	312 31%	32 24%	30 29%	14 22%	118 31%	93 38% AC	25 34%	78 28%	121 32%	107 33%	184 38% K	129 25%
Don't know/Refused	2 0	0 -	0 -	0 -	2 0	0 -	0 -	2 1%	0 -	0 -	0 -	2 0

BOOKS

2. And about how many books do you think you have read in the past year? Just your best guess is fine.

Proportions/Mean: 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: Read a book in the past year												
Unweighted Base	740	105	76	51	286	173	49	185	303	240	337	403
Weighted Base	687	100*	72*	51*	264	152	49*	200	258	217	301	386
1 book	24 3%	5 5%	1 2%	3 6%	9 3%	6 4%	0 -	9 4%	7 3%	8 4%	12 4%	12 3%
2-5 books	241 35%	26 26%	29 40%	19 37%	88 33%	60 39% A	19 40%	74 37%	94 37%	67 31%	133 44% K	107 28%
6-10 books	157 23%	18 18%	14 19%	8 16%	63 24%	39 26%	14 30%	40 20%	56 22%	60 28%	62 21%	94 24%
11-15 books	68 10%	7 7%	11 16%	4 8%	22 8%	20 13%	4 8%	21 11%	23 9%	22 10%	25 8%	43 11%
16-20 books	48 7%	7 7% E	5 6%	7 14% EF	25 10% E	3 2%	1 2%	17 8%	19 7%	12 5%	19 6%	29 8%
21-25 books	21 3%	6 6% D	3 4%	2 3%	5 2%	4 3%	1 2%	9 5%	7 3%	5 2%	5 2%	16 4%
26-30 books	32 5%	7 7%	1 2%	2 5%	15 6%	5 3%	0 1%	8 4%	14 5%	10 5%	17 6%	15 4%
31+ books	95 14%	23 23% DE	8 11%	5 10%	36 14%	14 9%	9 18%	22 11%	37 14%	31 14%	27 9%	68 18% J
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -	1 0
STATISTICS												
Mean	20.12	32.76 CDE	18.44	14.72	19.13	15.60	21.52	16.89	20.81	20.95	15.00	24.12 J

BOOKS

3A. Thinking about the book you read in the past year, would you describe it as a...

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

* small base; ** very small base (under 30) ineligible for sig testing

		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
TOTAL MENTIONS												
Base: Read 1 book in the past year												
Unweighted Base	26	4	1	4	11	6	0	9	9	8	15	11
Weighted Base	24*	5**	1**	3**	9**	6**	1**	9**	7**	8**	12**	12**
Mystery or thriller novel	4 18%	2 33%	0 -	0 -	1 11%	2 29%	0 -	2 25%	2 21%	0 5%	3 26%	1 8%
Non-fiction biography	3 12%	0 -	0 -	0 -	0 -	3 53%	0 -	1 14%	0 5%	1 18%	0 3%	3 22%
The Bible or other religious text	3 11%	1 23%	0 -	1 39%	0 5%	0 -	0 -	0 -	2 20%	1 15%	2 15%	1 7%
Popular fiction	2 8%	2 33%	0 -	0 -	0 5%	0 -	0 -	0 -	0 6%	2 20%	0 4%	2 13%
Educational/ school related/ textbooks	2 7%	0 -	0 -	0 -	2 19%	0 -	0 -	1 15%	0 6%	0 -	0 4%	1 11%
Inspirational book	2 7%	0 -	0 -	2 50%	0 -	0 -	0 -	2 18%	0 -	0 -	2 13%	0 -
Non-fiction history book	1 6%	0 -	1 100%	0 -	0 -	0 -	0 -	0 -	0 -	1 18%	1 12%	0 -
Science fiction/ Fantasy fiction	1 5%	0 -	0 -	0 -	1 14%	0 -	0 -	1 15%	0 -	0 -	0 -	1 11%
Health book	1 4%	0 -	0 -	0 -	1 12%	0 -	0 -	0 -	1 14%	0 -	0 -	1 9%
Medical book	1 4%	0 -	0 -	0 -	0 -	1 18%	0 -	0 -	1 13%	0 -	0 -	1 8%
Other	4 16%	1 11%	0 -	0 11%	3 34%	0 -	0 -	1 12%	1 14%	2 23%	3 23%	1 9%

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 1) Romance novel?

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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	182 27%	27 29%	15 21%	14 29%	62 24%	51 35%	12 26%	47 24%	73 29%	60 29%	18 6%	163 44%
No	480 72%	68 71%	56 79%	34 71%	192 75%	94 65%	36 74%	144 76%	177 71%	148 71%	270 94%	210 56%
Don't know/Refused	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 0	0 -	0 0	0 -

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 2) Non-fiction history book?

Proportions/Mean: 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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	310 47%	50 53%	41 58% F	20 43%	120 47%	61 43%	16 34%	92 48%	98 39%	113 54% H	154 53% K	156 42%
No	352 53%	45 47%	30 42%	27 57%	135 53%	83 57%	32 66% B	100 52%	152 61% I	95 46%	134 47%	217 58% J

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 3) The Bible or other religious text?

Proportions/Mean: 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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	248	32	41	22	102	27	24	73	91	81	93	154
	37%	33% E	58% ADE	45% E	40% E	19% E	50% E	38%	36%	39%	32% J	41% J
No	414	64	30	26	153	117	24	118	159	127	195	219
	63%	67% B	42%	55%	60% B	81% ABCDF	50%	62%	64%	61%	68% K	59%

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 4) Non-fiction biography?

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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	297	50	23	28	121	55	20	72	107	111	128	169
	45%	53% BE	32%	59% BE	48% B	38%	41%	38%	43%	53% GH	44%	45%
No	363	45	47	19	133	90	29	119	143	96	159	204
	55%	47% AC	66% AC	41%	52%	62% AC	59%	62% I	57% I	46%	55%	55%
Don't know/Refused	2	0	1	0	0	0	0	0	0	1	2	0
	0	-	2%	-	0	-	-	-	0	1%	1%	-

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 5) Mystery or thriller novel?

Proportions/Mean: 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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	371 56%	61 63% C	35 50%	21 44%	145 57%	84 58%	26 53%	90 47%	146 59% G	129 62% G	150 52%	221 59%
No	289 44%	35 37%	35 50%	26 56% A	110 43%	60 41%	23 47%	101 53% HI	104 41%	77 37%	138 48%	151 40%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -	1 0

BOOKS

3B. Thinking about the books you have read in the past year... Did you happen to read a: 6) Popular fiction?

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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	385 58%	57 60%	42 60%	25 52%	145 57%	91 63%	25 52%	119 62%	134 54%	125 60%	151 52%	234 63% J
No	273 41%	38 40%	28 40%	23 48%	108 43%	52 36%	23 48%	71 37%	116 46%	81 39%	136 47% K	137 37%
Don't know/Refused	3 0	0 -	0 -	0 -	1 1%	2 1%	0 -	1 0	0 0	2 1%	1 0	2 1%

BOOKS

3C. Did you happen to read any other type of book this past year?

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: Read 2 or more books in the past year												
Unweighted Base	713	101	75	47	275	166	49	176	294	231	322	391
Weighted Base	662	95*	71*	48*	255	145	49*	191	250	208	289	373
Yes	423 64%	61 64%	40 57%	25 53%	159 62%	105 73%	32 67%	123 65%	172 69%	119 57%	177 61%	245 66%
No	238 36%	34 36%	30 43%	22 47%	95 37%	40 27%	16 33%	68 35%	77 31%	89 43%	111 39%	126 34%
Don't know/Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0

BOOKS

3C. Did you happen to read any other type of book this past year? What other types of books?

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

* small base; ** very small base (under 30) ineligible for sig testing

		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
TOTAL MENTIONS												
Base: Read other types of books												
Unweighted Base	466	67	44	27	176	121	31	117	203	138	207	259
Weighted Base	423	61*	40*	25**	159	105*	32**	123*	172	119	177	245
Science fiction/ Fantasy fiction	53 12%	8 13%	5 12%	2 7%	12 8%	21 20% D	5 16%	16 13% I	31 18% I	6 5%	28 16%	25 10%
Educational/ school related/ textbooks	43 10%	5 8%	3 9%	6 23%	15 9%	9 9%	4 13%	23 18% I	19 11% I	1 1%	18 10%	24 10%
Non-fiction history book	31 7%	3 6%	5 12%	3 11%	12 8%	8 8%	0 -	5 4%	6 4%	20 17% GH	13 7%	19 8%
Self-help	31 7%	12 20% BDE	1 3%	0 -	10 6%	8 7%	0 -	9 8%	16 9%	6 5%	9 5%	22 9%
Business/ financial	23 5%	6 11% E	1 4%	0 -	11 7% E	1 1%	3 9%	7 6%	13 7%	3 3%	11 6%	12 5%
The Bible or other religious text	21 5%	5 9%	2 5%	0 -	9 6%	2 2%	2 8%	8 6%	6 4%	7 6%	8 5%	13 5%
Children's books	21 5%	2 4%	5 13% E	0 -	9 6%	1 1%	3 9%	10 8% I	8 5%	2 2%	9 5%	12 5%
Fiction book/ novel (unspecified)	20 5%	2 2%	2 5%	1 5%	8 5%	6 6%	2 5%	8 6%	6 3%	7 6%	9 5%	12 5%
Medical book	20 5%	2 4%	0 1%	0 -	5 3%	12 12% D	0 -	2 2%	13 7%	5 4%	9 5%	11 4%
Mystery or thriller novel	18 4%	2 3%	1 3%	4 17%	6 4%	3 3%	1 3%	6 5%	4 2%	8 7%	5 3%	12 5%
Magazines	16 4%	2 3%	4 10% E	1 4%	5 3%	1 1%	3 11%	3 3%	4 2%	8 7%	3 2%	13 5%
Non-fiction (unspecified)	13 3%	0 1%	2 5%	2 7%	6 4%	2 2%	0 1%	2 2%	7 4%	3 3%	2 1%	10 4%

BOOKS

3C. Did you happen to read any other type of book this past year? What other types of books?

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

* small base; ** very small base (under 30) ineligible for sig testing

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Non-fiction biography	13 3%	0 -	1 4%	1 4%	10 6%	0 0	0 -	2 2%	2 1%	8 7%	6 3%	7 3%
Non-fiction political	11 3%	0 -	0 -	1 3%	4 3%	3 3%	3 8%	3 2%	3 2%	4 4%	8 4%	3 1%
Technical book	10 2%	0 1%	1 2%	1 3%	5 3%	3 3%	0 -	0 0	7 4%	3 2%	8 5%	1 1%
Sports book	9 2%	0 -	1 3%	0 -	6 4%	0 0	2 5%	0 -	3 2%	6 5%	9 5%	0 0
Health book	9 2%	2 3%	1 3%	0 -	5 3%	0 -	0 -	0 -	5 3%	3 2%	2 1%	7 3%
Westerns	8 2%	3 5% DE	0 1%	0 -	1 1%	0 -	3 9%	1 0	3 2%	3 3%	6 3%	2 1%
Inspirational book	7 2%	3 6% DE	2 4%	1 4%	0 0	0 -	1 3%	2 2%	4 2%	2 1%	1 1%	6 3%
Cookbooks	7 2%	1 1%	1 1%	0 2%	5 3%	1 1%	0 -	1 0	5 3%	2 2%	3 2%	4 2%
Poetry books	6 1%	3 4%	0 -	2 6%	2 1%	0 -	0 -	3 3%	0 0	2 2%	2 1%	4 2%
Travel books	6 1%	2 4%	1 1%	0 -	1 1%	1 1%	0 1%	1 1%	3 1%	2 2%	1 0	5 2%
Other	121 29%	17 28%	9 23%	6 25%	55 35% E	23 22%	10 32%	36 29%	44 26%	37 31%	47 27%	73 30%
Don't know/Refused	6 2%	1 2%	0 -	0 -	4 2%	1 1%	0 -	0 -	3 1%	4 3%	2 1%	4 2%

BOOKS

3A. Thinking about the book you read in the past year, would you describe it as a... 3B. Thinking about the books you have read in the past year... 3C. Did you happen to read any other type of book this past year?

Proportions/Mean: 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
TOTAL MENTIONS												
Base: Read at least 1 book in the past year												
Unweighted Base	739	105	76	51	286	172	49	185	303	239	337	402
Weighted Base	686	100*	72*	51*	264	150	49*	200	258	216	301	385
Popular fiction	387 56%	59 59%	42 59%	25 48%	145 55%	91 60%	25 52%	119 60%	134 52%	126 58%	152 50%	236 61% J
Mystery or thriller novel	381 56%	62 62%	37 51%	24 48%	147 56%	85 57%	26 53%	93 47%	150 58% G	132 61% G	156 52%	225 59%
Non-fiction history book	317 46%	50 50%	43 60% CEF	20 40%	122 46%	64 43%	16 34%	92 46%	99 39%	118 55% H	157 52% K	159 41%
Non-fiction biography	307 45%	50 50% B	24 33%	28 55% B	127 48% B	58 39%	20 41%	75 37%	109 42%	116 54% GH	132 44%	176 46%
The Bible or other religious text	259 38%	36 36% E	41 56% ADE	23 45% E	107 40% E	29 19%	24 50% E	75 38%	96 37%	84 39%	102 34%	157 41%
Romance novel	182 26%	27 27%	15 21%	14 27%	62 24%	51 34% D	12 26%	47 23%	73 28%	60 28%	18 6%	163 42% J
Science fiction/ Fantasy fiction	54 8%	8 8%	5 7%	2 3%	14 5%	21 14% D	5 11%	17 9% I	31 12% I	6 3%	28 9%	26 7%
Educational/ school related/ textbooks	44 6%	5 5%	3 5%	6 12%	16 6%	9 6%	4 9%	24 12% I	19 7% I	1 1%	19 6%	26 7%
Self-help	31 5%	12 12% BCDF	1 1%	0 -	10 4%	8 5%	0 -	9 5%	16 6%	6 3%	9 3%	22 6%
Business/ financial	23 3%	6 6% E	1 2%	0 -	11 4%	1 1%	3 6% E	7 4%	13 5% I	3 1%	11 4%	12 3%
Medical book	21 3%	2 2%	0 1%	0 -	5 2%	13 9% BCD	0 -	2 1%	14 5% G	5 2%	9 3%	12 3%
Children's books	21 3%	2 2%	5 7% E	0 -	9 3%	1 1%	3 6%	10 5% I	8 3%	2 1%	9 3%	12 3%

BOOKS

3A. Thinking about the book you read in the past year, would you describe it as a... 3B. Thinking about the books you have read in the past year... 3C. Did you happen to read any other type of book this past year?

Proportions/Mean: 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
Fiction book/ novel (unspecified)	20 3%	2 2%	2 3%	1 3%	8 3%	6 4%	2 3%	8 4%	6 2%	7 3%	9 3%	12 3%
Magazines	16 2%	2 2%	4 6% E	1 2%	5 2%	1 1%	3 7% E	3 2%	4 2%	8 4%	3 1%	13 3%
Non-fiction (unspecified)	13 2%	0 0	2 3%	2 4%	6 2%	2 2%	0 1%	2 1%	7 3%	3 2%	2 1%	10 3%
Non-fiction political	11 2%	0 -	0 -	1 2%	4 2%	3 2%	3 5% A	3 1%	3 1%	4 2%	8 2%	3 1%
Technical book	10 1%	0 0	1 1%	1 2%	5 2%	3 2%	0 -	0 0	7 3%	3 1%	8 3% K	1 0
Health book	10 1%	2 2%	1 1%	0 -	7 2%	0 -	0 -	0 -	6 2%	3 1%	2 1%	8 2%
Sports book	9 1%	0 -	1 1%	0 -	6 2%	0 0	2 3%	0 -	3 1%	6 3% G	9 3% K	0 0
Inspirational book	9 1%	3 3% DE	2 2%	2 5% DE	0 0	0 -	1 2%	3 2%	4 2%	2 1%	3 1%	6 2%
Westerns	8 1%	3 3% DE	0 1%	0 -	1 0	0 -	3 6% DE	1 0	3 1%	3 1%	6 2%	2 1%
Cookbooks	7 1%	1 1%	1 1%	0 1%	5 2%	1 1%	0 -	1 0	5 2%	2 1%	3 1%	4 1%
Poetry books	6 1%	3 2%	0 -	2 3% E	2 1%	0 -	0 -	3 2%	0 0	2 1%	2 1%	4 1%
Travel books	6 1%	2 2%	1 1%	0 -	1 0	1 1%	0 1%	1 1%	3 1%	2 1%	1 0	5 1%
Other	125 18%	18 18%	9 13%	7 13%	58 22%	23 15%	10 21%	37 18%	45 18%	39 18%	50 17%	75 19%
Don't know/Refused	2 0	0 -	1 2%	0 -	0 0	0 -	0 -	0 -	0 0	1 1%	2 1%	0 -