

# Cut To The Chase!

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when they read a book*

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## Cut To The Chase!

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**Toronto, ON** – When it comes to their literature, one in four Canadians (23%) say they could do without the introduction. According to a new poll conducted by Ipsos Reid, only four in ten Canadians (39%) 'always' read the introduction, while three in ten (32%) 'usually' do the same. Comparatively, one in five Canadians (20%) only 'sometimes' read the lead-in, and 3% of Canadians 'never' do so.

- Canadians aged 55 and over (76%) are more likely than those aged 35 to 54 (69%) and those aged 18 to 34 (68%) to read the introduction to a book.
- Women (26%) are more likely than men (20%) to 'sometimes' or 'never' read the introduction.

It appears that education encourages one to read the introduction, as well. While over eight in ten (85%) Canadians with a university degree say they 'always' or 'usually' read the introduction, only three in four (74%) with some post-secondary education and two in three (67%) with only their high school diploma say the same. Only half (51%) of Canadians without their high school diploma are likely to read the introduction.

Additionally, 6% of Canadians say that they never read books. Men (9%) are more likely than women (3%) to indicate that this is the case for them, and those without a high school diploma (12%) are also more likely than those with their diploma (10%), those with some post-secondary education (3%), and those with a university degree (0%) to say the same.

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*These are the findings of an Ipsos Reid poll conducted from 03/31 to 04/07, 2008. This online survey of 1033 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.*

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