



BNC RESEARCH

The **Canadian** Book Consumer 2013

Coast to Coast:

Book Buyers Across Canada



12.2014

PREPARED BY BOOKNET CANADA STAFF



**BOOKNET
CANADA**

Methodology

For *The Canadian Book Consumer 2013*, BookNet Canada partnered with Bowker's PubTrack Consumer, a service of R.R. Bowker LLC, for data collection and processing. Bowker's PubTrack Consumer encompasses MarketTools Inc., an online market research firm, which was responsible for data collection from a representative English-speaking Canadian panel.

All respondents were aged eighteen or older and had purchased a minimum of one book, regardless of format, in the prior month. MarketTools ensured that the panel was representative and included men and women and adequate representation from all regions across Canada.

Focus was placed on having a statistically valid panel. The panel was built by monthly recruiting of over 333 book buyers who completed surveys about their book-purchasing behaviour. Monthly data was then rolled into a quarterly panel with a minimum of one thousand respondents. This panel was queried from a period of January to December 2013.

Select representatives from a larger panel qualified to receive a fielding of the survey because they indicated they had purchased or downloaded a book in the prior month. Those who met the criteria were asked to complete the online survey. To ensure the highest quality sample, MarketTools used its patented TrueSample methodology to determine that the people who responded were who they said they were and that they were completing the survey thoughtfully and accurately. Respondents were given an incentive for completing the survey, in the form of ZoomPoints that they can redeem for various goods and services.

SAMPLING DETAILS

For each fielding, the survey responses received yield a margin of error well within the commonly acceptable ranges prescribed for consumer-based surveying and analysis. For these fieldings, the margin of error is $\pm 3.1\%$ at a 95% confidence interval. In other words, if the same size sample were surveyed one hundred times, it would produce the same results 95% of the time. For these questions, we received a minimum of 333 responses per month for a total of at least one thousand responses per quarter.

INFORMATION COLLECTED

The survey questions for *The Canadian Book Consumer 2013* were based on work previously conducted by the BISG Research Committee in the United States, with input from BookNet Canada staff and in consultation with members of the Canadian publishing and retail communities.

For more information, please visit www.booknetcanada.ca/consumer-studies.

Introduction

Our first consumer research study, *The Canadian Book Consumer 2012*, gave us insight into the book market in Canada. In 2013, we ran our research surveys again, allowing us to build on our findings from the 2012 report and also to look for patterns and progressions over time. This report, which is based on data from *The Canadian Book Consumer 2013*, concentrates on developing a more granular understanding of book consumers by region—specifically, buyers from Western Canada, the Prairies, Central Canada, and Atlantic Canada.

By cross-tabulating region with factors such as discoverability, purchase by channel, format, subject, and library use, we get greater insight into the different verticals existing in Canada. Different regions do exhibit unique patterns, and these patterns could help publishers better target specific niches.

As our industry becomes more consumer-focused and data-driven, market research has become an integral part of the decision-making process. The data presented in these pages can provide valuable insight into the book-buying habits of Canadians.

Regional Highlights

While some book-buying behaviours are relatively constant across regions, others vary greatly. The following pages give an overview of which behaviours can be expected across Canada and which are unique to each region.

Regions are comprised of the following provinces and territories:

- West: British Columbia and Northern Territories (Yukon, Northwest Territories, Nunavut)*
- Prairies: Alberta, Saskatchewan, and Manitoba
- Central: Ontario and Quebec
- Atlantic: Newfoundland and Labrador, New Brunswick, Prince Edward Island, and Nova Scotia

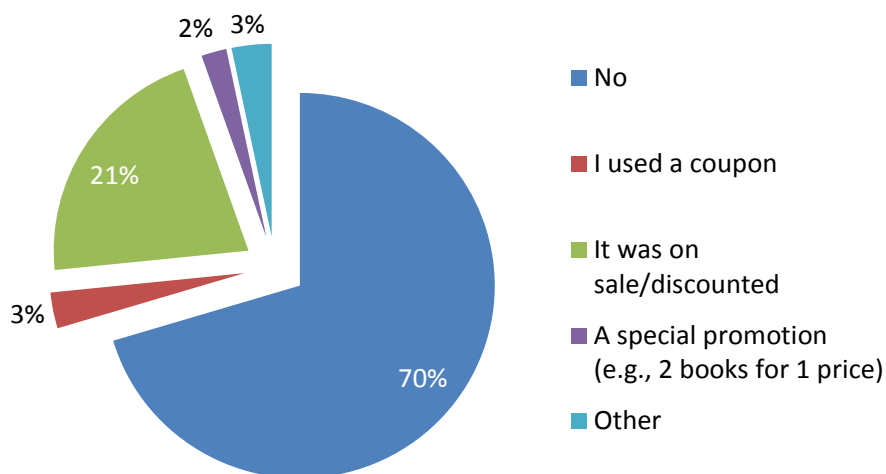
*Northern Territories residents comprise less than 0.2% of the total respondents in this study.

All Canada

In all regions of Canada:

- Book buyers are more **likely to be female** (57%) than male (43%).
- 56% of Canadians **become aware of a book online** (ad, email, review, etc.).
48% become aware through in-person activities (recommendation, gift, book club, etc.).
- In-store, books are **most likely discovered on a shelf** (71%) or **on a promotional table** (10%).
- **70% of book buyers pay full price** for their books.
- Most book buyers **purchase books in-store** (62%) or **on an online retail site** (25%).
- Canadians **buy more print books** (79%) than ebooks (17%) or audiobooks (1%).
- **Mystery & Detective is the most popular genre** to purchase (9%).

ALL CANADA – SPECIAL/DISCOUNTED PRICE PAID



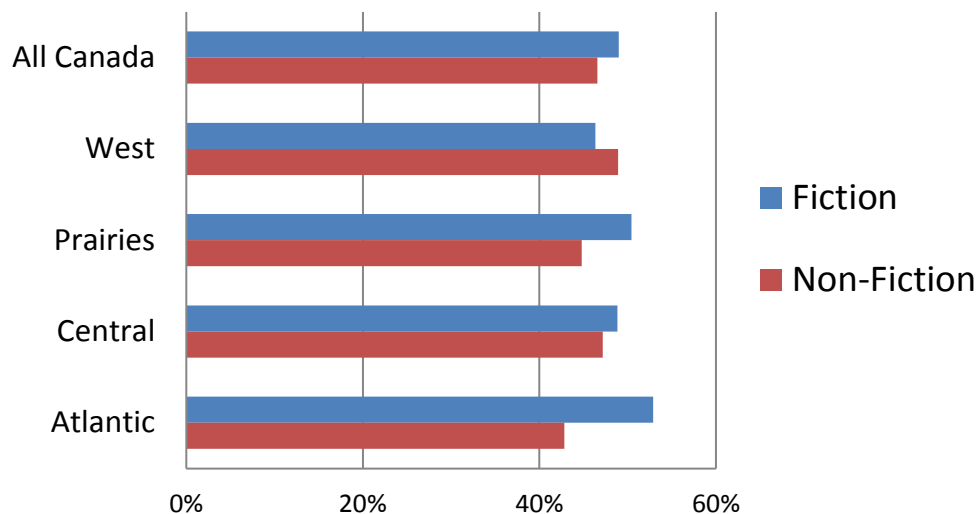
Question: Did you pay a special price for this book? Please select one.
(N=9,987)

West

In Western Canada:

- Book buyers are **more likely to buy non-fiction** (49%) than fiction (46%)—in all other regions, fiction is more popular.
- Western Canadians are more likely to **entirely plan the time and title of a book purchase** (32%) than to be impulsive (24%).
- Book buyers are most likely to choose a particular physical store because it is **conveniently located** (26%); and they are more likely than buyers in other regions to choose a physical store **out of habit** (12%) or because the **store has a knowledgeable staff** (10%).
- Online outlets are selected because Western Canadians **trust the site** (45%) or because **the site makes it easy to order and purchase** (34%).

FICTION VS. NON-FICTION



Question: Into which of the following categories does this book fall? Please select one.

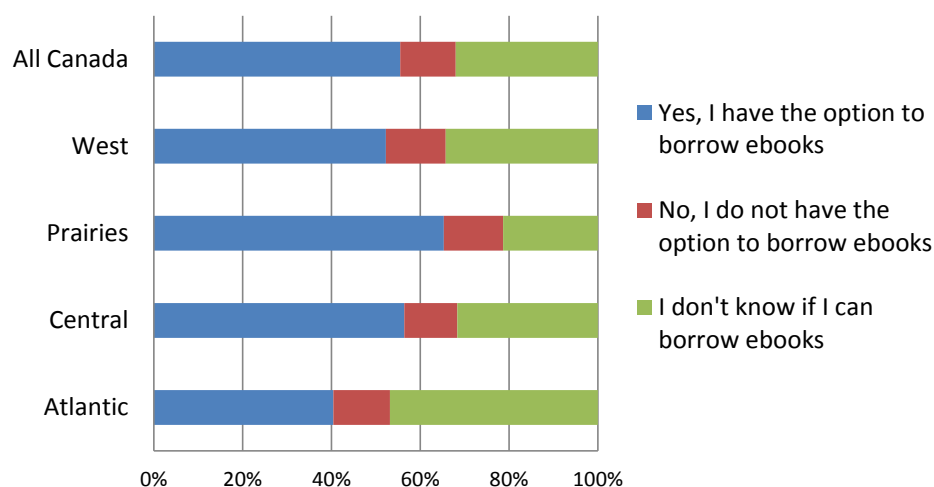
(All Canada N=9,940, West N=1,704, Prairie N=1,769, Central N=5,628, Atlantic N=885)

Prairies

In the Prairies:

- Book buyers are **likely to entirely plan a purchase** including time and title (28%). In contrast, 25% of purchases are entirely impulsive.
- Physical store outlets are most often chosen because readers **like the selection of books offered** (23%) or because they were **shopping at the store for other items anyway** (22%).
- Book buyers in the Prairies place a high priority on whether an **online outlet makes it easy to order and purchase** (34%).
- **Fiction is more likely to be purchased** (50%) than non-fiction (45%).
- Prairie book buyers are more likely to be aware that **they can borrow ebooks from their local library** (65%) than Canadians in other regions.

EBOOK BORROWING AT LOCAL LIBRARIES



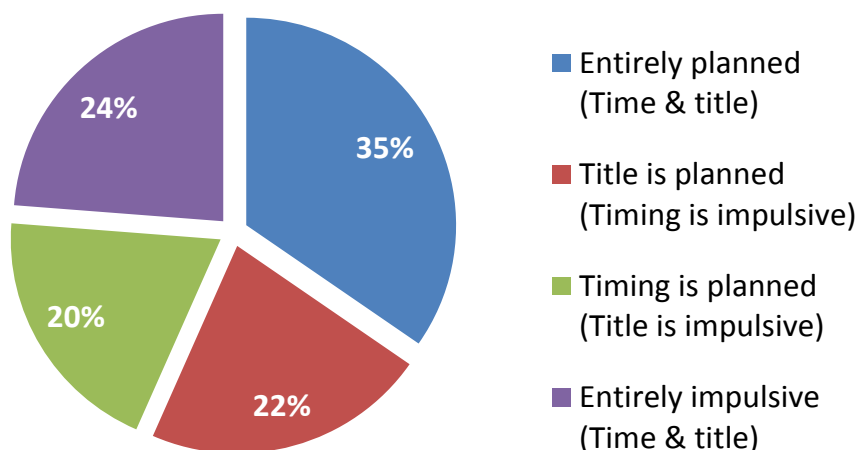
Question: Do you know whether you are able to borrow an ebook from your local public library? Please select one.
(All Canada N=584, West N=111, Prairie N=75, Central N=351, Atlantic N=47)

Central

In Central Canada:

- Book buyers are **more likely than other Canadians to entirely plan the time and title of a book purchase** (35%).
- Book purchases are the **least likely to be timing-planned and title-impulsive** (22%) compared to all other regions in Canada.
- Central Canadians are most likely to choose a store based on **convenience of location** (20%), **the selection of books offered** (20%), or **because they were shopping at the store for other items anyway** (20%).
- Book buyers are **most likely to purchase paperback books** (41%), and are **more likely than any other region to purchase hardcover books** (26%).
- **Fiction books are purchased slightly more** (49%) than non-fiction books (47%).

CENTRAL CANADA – IMPULSE VS. PLANNED PURCHASES



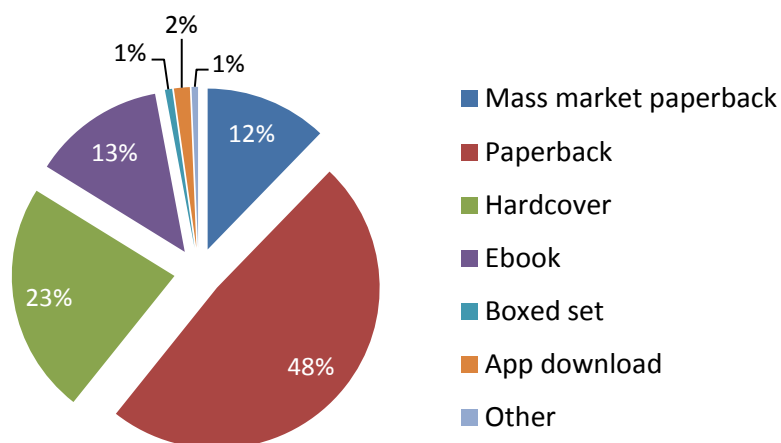
Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
(N=5,628)

Atlantic

In Atlantic Canada:

- Book buyers here are **most likely to be entirely impulsive** about book purchases, including which title they choose and when they buy it, in comparison to other regions in Canada (29% compared to 25% All Canada average).
- Atlantic Canadians are **the most likely to become aware of books in-person** (50% compared to 48% All Canada average).
- They are most likely to choose a store because of **price or special offers** (26%). **Convenience of location** is also highly valued (24%).
- Book buyers here place the highest value on **an online retail site they trust** (55% compared to 43% All Canada average). Atlantic Canadian book buyers are also the most likely in the country to choose an online outlet because **the site had free shipping** (36%) or because they **like the selection of books offered** (33%).
- **Mass market paperback books are most likely to be bought in Atlantic Canada** (12% compared to 9% All Canada average).
- Atlantic Canadians are **less likely to buy books off of shelves** (66% compared to 71% All Canada average), and more likely to **choose books from tables and shelves in front of the store or from a major aisle** (11%), or from **special displays** (9%).
- Book buyers in Atlantic Canada are the **most likely to purchase print books** (84% compared to 79% All Canada average) and **least likely to purchase ebooks** (13% compared to 17% All Canada average).

ATLANTIC CANADA – BOOK PURCHASES BY FORMAT



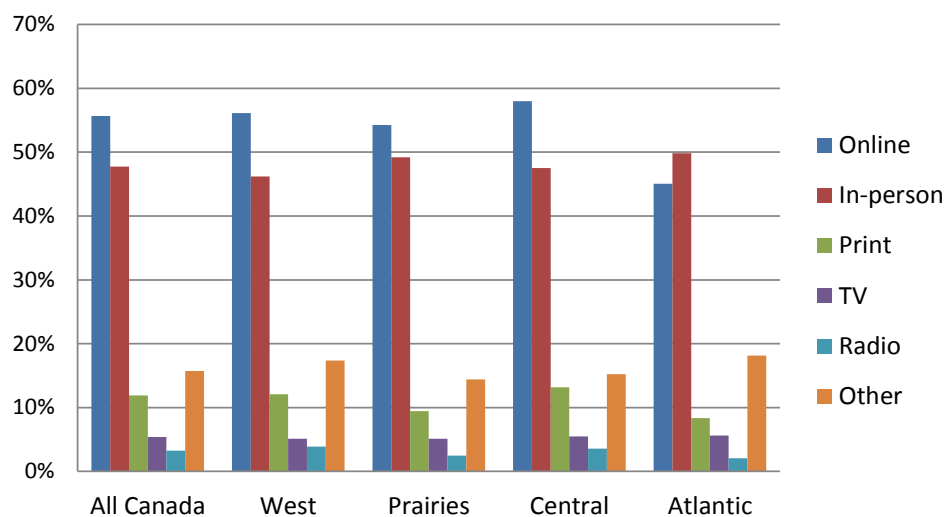
Question: Please indicate the format of this book. Please select one.
(N=1,098)

Where Do Canadians Find Books By Region?

Several factors come into play when Canadians are discovering the books they will go on to buy. Awareness factors, physical and online store preferences, and the way books are displayed in-store all influence how consumers decide which books they take to the check-out. Across Canada there are a couple clear trends—for example, Canadians are most likely to initially come in contact with books online—but there is also some notable regional variation. The following tables and graphs will give you a better idea of where Canadians find their books.

Respondents were asked to recall how they had become aware of the book they purchased, and were given the option to select multiple answers grouped under five different categories: print, online, television, radio, and in-person. In most regions of Canada, the majority of book buyers reported that they had discovered their book online (via an ad, email, or review). In Atlantic Canada, however, in-person touchpoints—including in-store displays, a recommendation from a friend, and school or library exposure—were more common than online exposure. A full table of awareness by media channel can be found in Appendix A.

AWARENESS FACTORS FOR BOOKS PURCHASED



*Respondents were able to select more than one response if applicable. Percentages were based on the total number of respondents, resulting in totals greater than 100%.

Question: How did you become aware of this book? Select all that apply.

(All Canada N=9,157, West N=1,590, Prairie N=1,609, Central N=5,131, Atlantic N=827)

In-store awareness factors that influence book-buying behaviour include where the book is shelved and how it's displayed. Across Canada, book buyers are most likely to buy a book they found in the "general book section" or the "book department" (both have a 27% All Canada average). When it comes to in-store book placement, it is no surprise that most books are discovered on shelves (71%). Atlantic Canadians are most likely to discover books somewhere other than on the shelf—at the front of the store or in a major aisle (11%), or from special displays (9%)—but 66% still find their books on shelves (slightly lower than the 71% All Canada average).

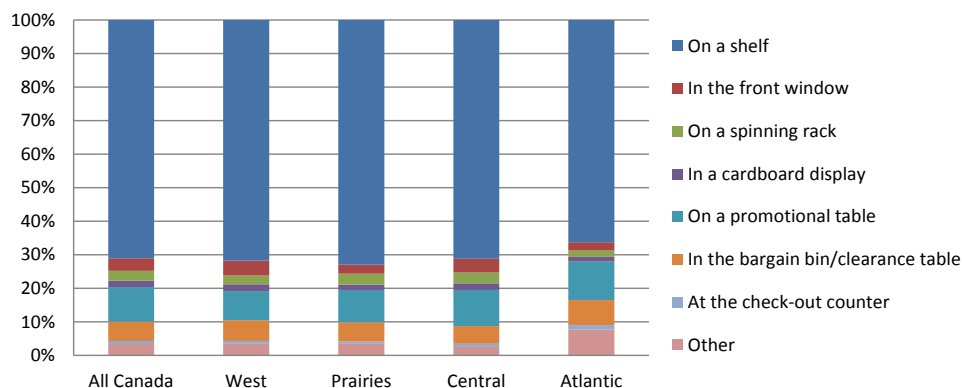
WHERE PURCHASED BOOKS ARE FOUND IN-STORE

	All Canada	West	Prairies	Central	Atlantic
In children's section	6%	5%	5%	7%	5%
In general book section	27%	22%	29%	31%	21%
In discount section	3%	3%	3%	4%	3%
In bargain bin	2%	3%	2%	2%	1%
Book department	27%	33%	25%	27%	28%
Toy department	1%	0%	1%	1%	0%
Children's department	1%	1%	0%	1%	5%
Stationery aisle	1%	1%	1%	1%	1%
Seasonal aisle	0%	0%	1%	0%	0%
In the book/magazine aisle	5%	6%	8%	4%	5%
In a window display	2%	2%	2%	2%	2%
On a table/shelf in the front or a major aisle of the store	8%	7%	7%	8%	11%
In a special display	7%	7%	7%	6%	9%
At the check-out counter	1%	1%	1%	1%	1%
Other	7%	8%	8%	5%	9%

Question: Where did you find this book in the store? Please select one.

(All Canada N=6,177, West N=1,086, Prairie N=1,065, Central N=3,463, Atlantic N=563)

HOW PURCHASED BOOKS ARE DISCOVERED IN-STORE



Question: How was the book displayed when you first saw it? Please select one.

(All Canada N=6,177, West N=1,086, Prairie N=1,065, Central N=3,463, Atlantic N=563)

Before Canadians navigate bookstores or are influenced by in-store displays, they have to choose a store to shop at in the first place. The following two tables examine why Canadians in each region prefer specific physical or online retail outlets. Preference for several types of stores—for example, conveniently located physical stores and trustworthy online outlets—is consistent across the country. However, certain regional variations suggest opportunities for retailers looking to target specific niches. For example, Western Canadians place more value on a knowledgeable staff than book buyers in other regions, and Atlantic Canadians are more likely than the rest of the country to prioritize special pricing and free shipping.

FACTORS IN CONSUMER PREFERENCE – PHYSICAL RETAILER OUTLETS

	All Canada	West	Prairies	Central	Atlantic
They have a community centre or coffee shop	2%	2%	2%	2%	1%
Out of habit	9%	12%	9%	9%	8%
Conveniently located	21%	26%	18%	20%	24%
Book signing	1%	2%	1%	2%	0%
Saw the book in the store window	3%	4%	3%	4%	1%
Saw the book in a bargain bin	7%	8%	8%	7%	9%
Saw the book in an upfront display	8%	8%	9%	8%	10%
Knowledgeable staff	7%	10%	7%	6%	6%
Delivery service	1%	1%	1%	1%	0%
Ease of purchase	18%	18%	19%	18%	16%
I am a member of their frequent shopper/loyalty program	8%	8%	9%	8%	8%
I like the selection of books they offer	21%	22%	23%	20%	20%
The store was recommended to me by a friend/relative	4%	2%	2%	4%	4%
They had a sale going on	9%	7%	10%	9%	10%
I get discounts/rebates for a certain level of purchases	3%	3%	4%	3%	2%
I had a gift card/gift certificate	4%	4%	4%	5%	3%
Price/special offer	20%	19%	19%	19%	26%
I was shopping here for other items anyway	21%	22%	22%	20%	21%
Service	6%	8%	6%	5%	5%
Ability to special order	2%	3%	1%	2%	2%
Ability to pre-order	2%	3%	1%	2%	1%
Received notification by phone from retailer	1%	1%	0%	1%	0%
Received notification by mail from retailer	1%	1%	0%	1%	0%
Received email from retailer	1%	2%	1%	1%	0%
Received notification through social media (Twitter, Facebook, Google+, etc.)	1%	2%	1%	1%	0%
Specializes in this type of book	6%	7%	5%	6%	4%
Other	9%	10%	9%	9%	14%

Question: What are the reasons why you purchased this book at this store? Please select all that apply.
(All Canada N=6,177, West N=1,086, Prairie N=1,284, Central N=3,463, Atlantic N=563)

FACTORS IN CONSUMER PREFERENCE – ONLINE RETAILER OUTLETS

	All Canada	West	Prairies	Central	Atlantic
I trust this site	43%	45%	37%	42%	55%
Site makes it easy to find what I need	23%	25%	22%	23%	20%
Site makes it easy to order and purchase	31%	34%	34%	29%	33%
Site has good delivery terms	20%	20%	22%	21%	14%
Site runs good specials/offers	16%	18%	15%	15%	18%
Linked to site from another site	3%	3%	2%	3%	2%
Provides good information about the books/genres	13%	15%	12%	14%	11%
I am a member of their frequent shopper/loyalty program	11%	9%	10%	11%	10%
I like the selection of books they offer	28%	29%	28%	28%	33%
The site was recommended to me by a friend/relative	5%	5%	3%	5%	6%
They had a sale going on	13%	11%	15%	13%	18%
They had free shipping	28%	27%	24%	28%	36%
I get discounts/rebates for a certain level of purchases	6%	6%	4%	6%	6%
I had a gift card/gift certificate	21%	18%	23%	21%	21%
I was shopping here for other items anyway	15%	16%	17%	14%	9%
Service	14%	12%	14%	14%	14%
Ability to special order	4%	4%	3%	5%	4%
Ability to pre-order	6%	5%	5%	7%	6%
Received notification by phone from retailer	1%	1%	0%	2%	0%
Received notification by mail from retailer	2%	2%	1%	3%	2%
Received email from retailer	6%	7%	7%	6%	4%
Received notification through social media (Twitter, Facebook, Google+, etc.)	2%	3%	1%	2%	0%
Specializes in this type of book	5%	6%	5%	5%	12%
Other	8%	5%	6%	9%	8%

Question: What are the reasons why you purchased this book at this online outlet? Please select all that apply.

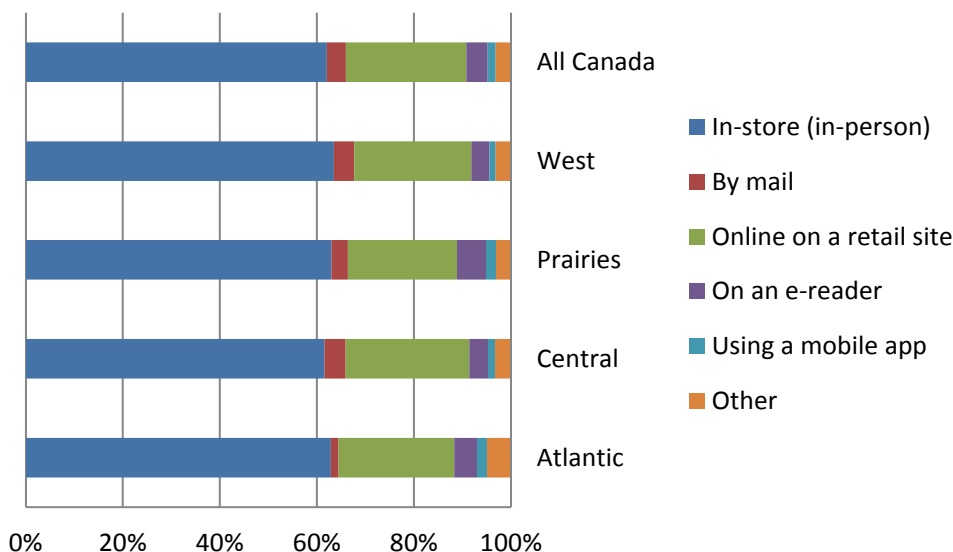
(All Canada N=2,470, West N=412, Prairie N=403, Central N=1,438, Atlantic N=217)

How Do Canadians Buy Books By Region?

Now that we know where Canadians are likely to find books, we can look at how they go about purchasing them. To get insight into these book-buying decisions, we looked at how much planning went into the book purchase, where the book was purchased, and whether or not the title was on sale. We found that Canadians in all regions are most likely to buy their books in-store at full price, but interesting differences emerge when we look at how deliberate or impulsive different regions are about their book buying.

Across Canada, most book buyers make their purchase in a physical store (62%). Online channels are a distant runner-up at 25%. A few small regional variations stand out: e-readers are most popular among book buyers in the Prairies (6%), and Atlantic Canadians are least likely to purchase books by mail (2%).

HOW BOOKS ARE PURCHASED

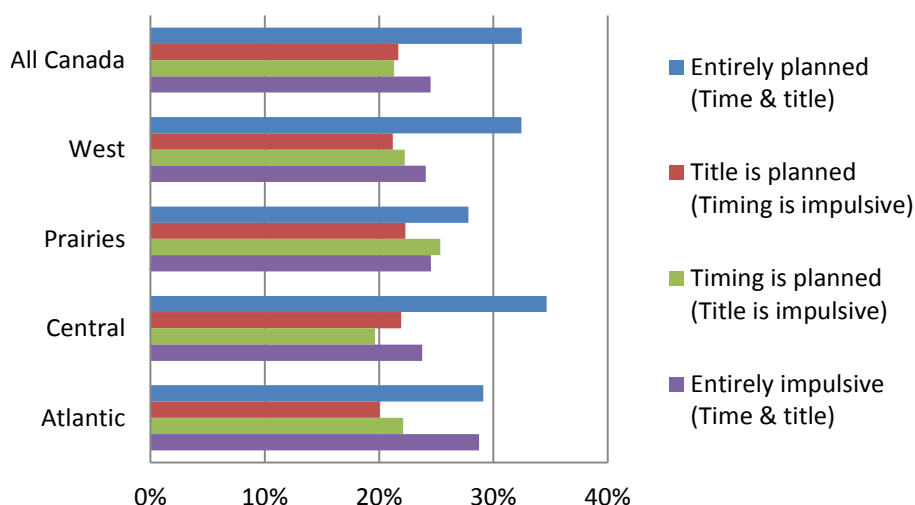


Question: How was this book purchased? Please select one.

(All Canada N=9,987, West N=1,701, Prairie N=1,703, Central N=5,628, Atlantic N=900)

Across Canada, book buyers tend to plan their purchases: they decide that they would like to buy a specific book, and they know in advance when they are going to buy it. Central Canadians are the most likely to entirely plan their book purchases and are therefore potentially the most susceptible to pre-publication marketing. Atlantic Canadians are the most impulsive of Canadian book buyers, indicating that retailers in that area may benefit from prioritizing in-store displays.

IMPULSE VS. PLANNED PURCHASES

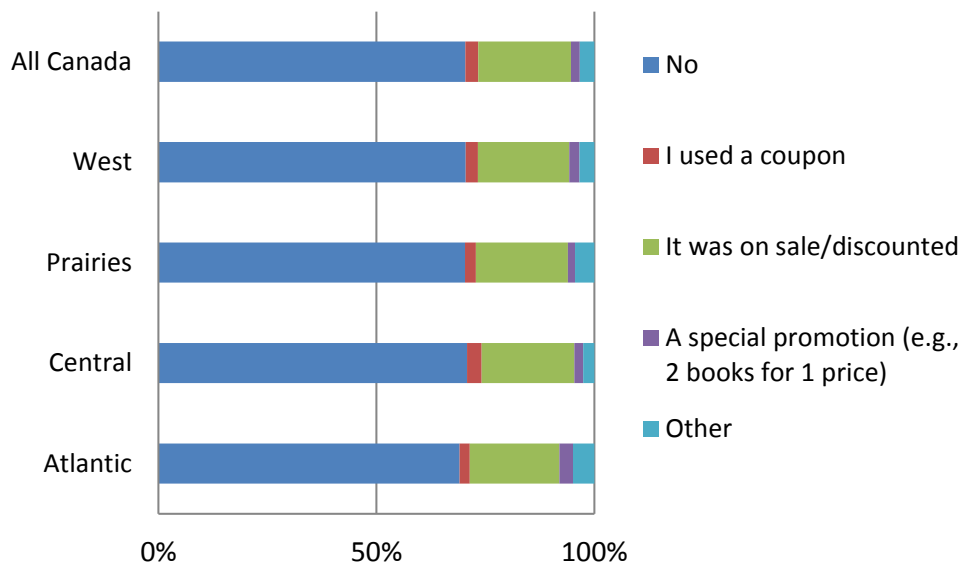


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?

(All Canada N=9,987, West N=1,712, Prairie N=1,747, Central N=5,628, Atlantic N=900)

On average, 70% of Canadians pay full price for books, while 30% pay a special or discounted price. There is little regional variation; however, the average percentage of Canadians who paid full price has increased slightly, up from 66% in 2012. One potential factor here could be that consumers who purchase online view the online price (which is often heavily discounted) as full price because it's not explicitly marked as "on sale."

DISCOUNTS AND SPECIAL PRICES

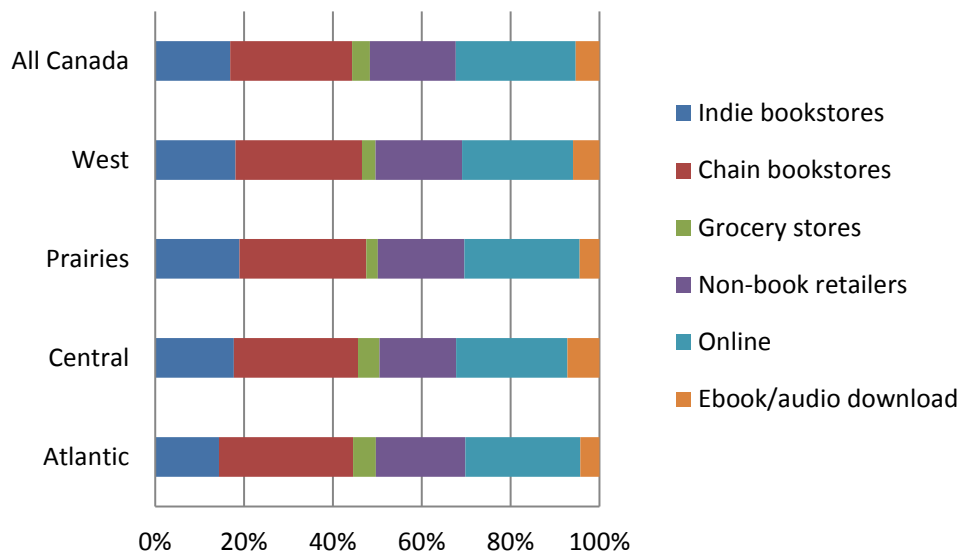


Question: Did you pay a special price for this book? Please select one.

(All Canada N=9,987, West N=1,712, Prairie N=1,747, Central N=5,628, Atlantic N=900)

Across the country, Canadians are most likely to buy books from online retailers or chain bookstores (both have a 22% All Canada average). Central Canadians are more likely than other Canadian book buyers to purchase from an ebook or audio download site, and Atlantic Canadians are least likely to shop in independent bookstores.

PURCHASES BY CHANNEL



Question: Where did you purchase this book?

(All Canada N=9,987, West N=1,712, Prairie N=1,747, Central N=5,628, Atlantic N=900)

What Are Canadians Reading By Region?

Knowing which subjects and formats book buyers are most likely to purchase is valuable information for publishers and retailers alike. For instance, knowing that book buyers in Western Canada are more likely to read non-fiction than fiction may come in handy when merchandising bookshelves. Likewise, being aware that Atlantic Canadians are much less likely than the average Canadian to purchase ebooks could inform marketing plans for a new book.

We've already seen how the ways Canadians discover and purchase books can vary by region. Understanding *what* they are reading is the final step in our nationwide exploration of Canadian book buyers. Detailed tables on subject and format by region can be found in Appendices B and C.

We see that Mystery and Detective books represent the largest volume of purchases nationwide, but are most popular in the Prairies and Atlantic Canada. In Western and Central Canada, meanwhile, Fantasy books are nearly as popular as Mysteries.

SUBJECT PREFERENCE

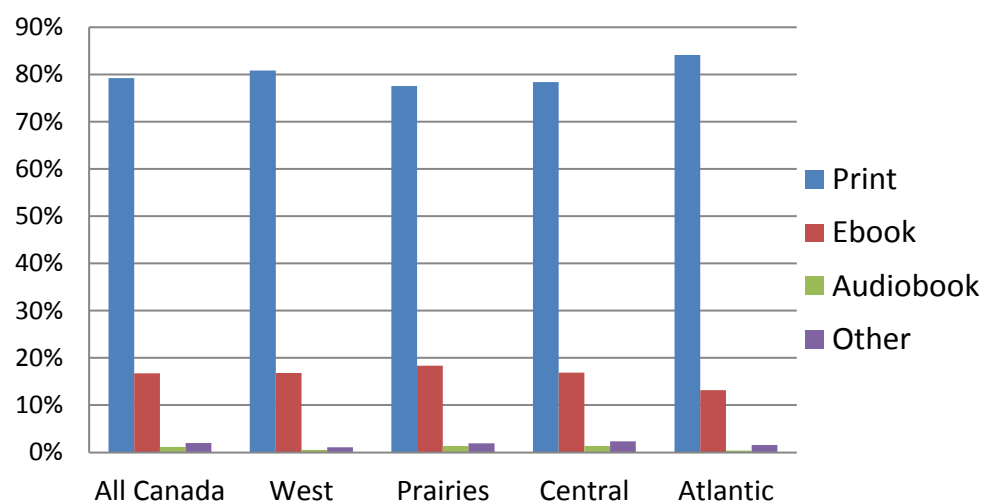
	All Canada	West	Prairies	Central	Atlantic
Biography & Autobiography	4%	4%	6%	4%	4%
Business & Economics	2%	3%	2%	2%	1%
Espionage/Thriller	4%	6%	5%	4%	5%
Fantasy	7%	8%	5%	7%	6%
Health & Fitness	2%	2%	2%	2%	1%
History	4%	3%	3%	4%	2%
Mystery/Detective	9%	9%	11%	8%	12%
Religion	3%	2%	3%	3%	4%
Romance	7%	5%	8%	7%	9%
Sci-Fi	3%	4%	3%	3%	4%
Self-Help	2%	2%	2%	2%	4%

Question: Into which of the following categories does this book fall? Please select one.

(All Canada N=9,940, West N=1,704, Prairie N=1,769, Central N=5,628, Atlantic N=885)

*This is only a sample of subject preferences by region. See Appendix B for the complete table.

FORMAT PREFERENCE



Question: Please indicate the format of this book. Please select one.

(All Canada N=11,983, West N=1,996, Prairie N=2,043, Central N=6,846, Atlantic N=1,098)

*Appendix C contains a complete breakout of format purchases by region.

Library Use

Libraries are an integral part of the Canadian book industry. The following data represents how book buyers engage with their local libraries in each region of Canada. You can see that the majority of book buying Canadians visit the library 1–4 times a month or not at all. Yearly, respondents reported they are most likely to visit the library less than once every 6 months.

When it comes to borrowing ebooks from local libraries, it seems Prairie dwellers are the most aware of whether they can borrow ebooks, while Atlantic Canadians are the least likely to know if ebooks are available for loan at libraries in their area.

FREQUENCY OF LIBRARY VISITS PER MONTH

	All Canada	West	Prairies	Central	Atlantic
1–4 times	53%	53%	49%	52%	64%
5–9 times	14%	13%	13%	15%	8%
10–14 times	4%	6%	2%	5%	1%
15–19 times	2%	1%	1%	2%	1%
20–24 times	1%	1%	0%	1%	0%
25+ times	1%	0%	0%	1%	0%
Not at all	26%	25%	34%	24%	26%

Question: How many times have you visited the public library (in person or online) in the last month?

(All Canada N=1,624, West N=293, Prairie N=274, Central N=926, Atlantic N=131)

FREQUENCY OF LIBRARY VISITS PER YEAR

	All Canada	West	Prairies	Central	Atlantic
Every day	2%	2%	1%	2%	0%
Several times a week	7%	9%	5%	7%	9%
Once a week	10%	9%	8%	11%	9%
2–3 times a month	14%	16%	10%	14%	11%
Once a month	11%	8%	9%	13%	7%
Every 2–3 months	11%	12%	13%	11%	1%
Every 4–5 months	5%	4%	6%	5%	5%
Every 6 months	6%	4%	4%	7%	7%
Less than once every 6 months	36%	36%	46%	30%	52%

Question: How frequently have you visited the library in the last 12 months?

(All Canada N=1,005, West N=180, Prairie N=173, Central N=561, Atlantic N=91)

BORROWING EBOOKS FROM LOCAL LIBRARIES

	All Canada	West	Prairies	Central	Atlantic
Yes, I have the option to borrow ebooks	55%	52%	65%	56%	40%
No, I do not have the option to borrow ebooks	13%	14%	13%	12%	13%
I don't know if I can borrow ebooks	32%	34%	21%	32%	47%

Question: Do you know whether you are able to borrow an ebook from your local public library?

(All Canada N=584, West N=111, Prairie N=75, Central N=351, Atlantic N=47)

APPENDIX A – AWARENESS FACTORS FOR BOOK PURCHASES

	All Canada	West	Prairies	Central	Atlantic
Print					
Magazine ad	2%	2%	2%	2%	1%
Newspaper ad	1%	1%	1%	1%	1%
Billboard ad in train/bus station	0%	1%	0%	0%	0%
Bestseller list	4%	4%	2%	5%	3%
Book review (e.g., <i>NY Times</i>)	2%	3%	2%	3%	1%
Received direct mail/catalogue	1%	1%	1%	1%	1%
Read a teaser chapter from forthcoming book in a book I was reading	2%	2%	2%	2%	2%
Online					
Magazine ad	1%	1%	1%	1%	1%
Newspaper ad	1%	0%	0%	1%	0%
Ad on a website (banner ad)	1%	1%	1%	1%	1%
Read an excerpt from the book (free sample)	3%	3%	3%	3%	1%
Email from retailer	2%	1%	2%	2%	1%
Email from publisher	1%	1%	1%	1%	0%
Book review (e.g., <i>NY Times</i>)	2%	2%	2%	2%	1%
Customer review (e.g., on a retailer's website)	3%	3%	2%	3%	1%
Author's website	4%	4%	3%	4%	3%
Publisher's website	2%	2%	2%	2%	1%
Read about author/book on a blog	3%	3%	3%	4%	2%
Saw the author or heard about author/book in a video (e.g., YouTube)	2%	2%	2%	2%	1%
Received recommendation from a friend on a social network (e.g., Facebook, Twitter)	3%	2%	2%	3%	3%
Retailer recommendation on a retailer's website (e.g., Amazon.ca)	2%	3%	2%	2%	2%
Book club/reading group	1%	1%	1%	2%	2%
Read a teaser chapter from forthcoming book in a book I was reading	2%	1%	2%	2%	2%
Browsing through the site	8%	9%	9%	7%	8%

APPENDIX A – AWARENESS FACTORS FOR BOOK PURCHASES (CONTINUED)

	All Canada	West	Prairies	Central	Atlantic
Online (continued)					
Was recommended based on what I've bought/read before	5%	6%	5%	6%	4%
Was identified as a bestseller	3%	2%	4%	4%	3%
Special offer on the book site (e.g., Daily Deal)	1%	2%	1%	1%	2%
Was prominently displayed on the site	3%	3%	3%	3%	2%
Saw an ad on a social network (e.g., Facebook, Twitter)	1%	1%	1%	1%	1%
I follow the author/site on a social network (e.g., Facebook, Twitter)	2%	2%	2%	2%	2%
TV					
TV ad	2%	2%	2%	2%	2%
Saw the author talk about the book	3%	3%	3%	3%	3%
Radio					
Radio ad	1%	2%	1%	1%	1%
Heard the author talk about the book	2%	2%	2%	2%	1%
In-person					
Received recommendation from a friend/relative	10%	8%	9%	10%	11%
Book club/reading group	1%	1%	1%	1%	1%
Book fair	2%	2%	2%	3%	3%
Saw the author talk about the book	2%	2%	2%	2%	2%
Recipient asked for item	2%	2%	2%	2%	3%
Received as a gift	3%	2%	2%	3%	3%
At school	5%	4%	5%	5%	3%
At the library	5%	6%	4%	5%	3%
In-store sales clerk	2%	2%	2%	3%	3%
In-store display/on shelf/spinning rack	16%	16%	20%	14%	18%
Other					
Other, please specify	16%	17%	14%	15%	18%

Question: How did you become aware of this book? Please select all that apply.

(All Canada N=9,157, West N=1,609, Prairie N=1,509, Central N=5,131, Atlantic N=827)

APPENDIX B – SUBJECT PREFERENCE

	All Canada	West	Prairies	Central	Atlantic
Antiques & Collectibles	1%	1%	1%	1%	1%
Architecture	1%	1%	0%	1%	1%
Art	2%	2%	2%	2%	1%
Biography & Autobiography	4%	4%	6%	4%	4%
Body Mind & Spirit	2%	2%	1%	2%	2%
Business & Economics	2%	3%	2%	2%	1%
Graphic Novels (e.g., Manga)	1%	0%	1%	1%	0%
Computers	1%	1%	1%	1%	0%
Cooking	3%	3%	3%	3%	2%
Crafts & Hobbies	1%	2%	1%	0%	1%
Drama	2%	2%	2%	2%	3%
Education	2%	2%	1%	2%	2%
Family & Relationships	1%	1%	1%	1%	1%
Fiction - Erotic	2%	2%	3%	2%	1%
Fiction - Espionage/Thriller	4%	6%	5%	4%	5%
Fiction - Fantasy	7%	8%	5%	7%	6%
Fiction - General	7%	7%	7%	7%	7%
Fiction - Historical	3%	2%	3%	3%	3%
Fiction - Horror/Occult	3%	3%	4%	3%	3%
Fiction - Literary	1%	1%	1%	2%	2%
Fiction - Movie/TV Tie-In	1%	0%	1%	1%	0%
Fiction - Mystery/Detective	9%	9%	11%	8%	12%
Fiction - Romance	7%	5%	8%	7%	9%
Fiction - Sagas	1%	0%	1%	1%	1%
Fiction - Sci-Fi	3%	4%	3%	3%	4%
Fiction - Religious	1%	1%	1%	0%	0%
Foreign Language Study	0%	0%	0%	0%	0%
Games	0%	0%	0%	0%	1%
Gardening	0%	1%	0%	0%	0%
Health & Fitness/Diet	2%	2%	2%	2%	1%
History	4%	3%	3%	4%	2%
House & Home	0%	0%	1%	0%	0%
Humor	2%	2%	2%	2%	2%
Juvenile - Fiction	0%	0%	0%	0%	0%
Juvenile - Non-Fiction	0%	0%	0%	0%	0%
Language Arts & Disciplines	0%	0%	1%	0%	0%

APPENDIX B – SUBJECT PREFERENCE (CONTINUED)

	All Canada	West	Prairies	Central	Atlantic
Law	0%	0%	1%	0%	0%
Literary Collections/Criticisms	0%	0%	0%	0%	0%
Mathematics	0%	0%	0%	0%	0%
Medical	1%	1%	1%	0%	0%
Music/Musical Instruments	0%	0%	0%	0%	0%
Nature/Animals	1%	1%	1%	1%	1%
Performing Arts	0%	0%	1%	0%	0%
Philosophy	1%	1%	0%	1%	0%
Photography	0%	0%	0%	0%	0%
Poetry	0%	0%	0%	0%	0%
Political Science	1%	0%	0%	1%	0%
Psychology	1%	1%	0%	1%	1%
Reference	1%	0%	1%	1%	1%
Religion	3%	2%	3%	3%	4%
Science	1%	1%	1%	1%	1%
Self-Help	2%	2%	2%	2%	4%
Social Science	1%	1%	0%	1%	0%
Sports & Recreation	1%	1%	1%	1%	1%
Textbooks/Study Aids	1%	1%	1%	1%	2%
Technology	0%	0%	0%	0%	0%
Transportation	0%	0%	0%	0%	0%
Travel	1%	1%	1%	1%	0%
True Crime	1%	1%	1%	1%	2%
Other genre	3%	3%	3%	4%	4%

Question: Into which of the following categories does this book fall? Please select one.

(All Canada N=9,940, West N=1,704, Prairie N=1,769, Central N=5,628, Atlantic N=885)

APPENDIX C – FORMAT PREFERENCE

	All Canada	West	Prairies	Central	Atlantic
Mass market paperback	9%	9%	9%	9%	12%
Paperbacks: thin, stapled spine	3%	3%	2%	2%	4%
Paperback	42%	45%	42%	41%	45%
Hardcover	25%	24%	23%	26%	23%
Sound book	0%	0%	0%	0%	0%
Interactive book – used with cartridge and electronic reader	0%	0%	0%	0%	0%
Ebook – readable or interactive content downloaded to a Kindle, Kobo, Nook, iPad, or tablet	16%	16%	18%	16%	12%
Audio/book on tape/CD/PC/PDA/iPod/MP3	1%	1%	1%	1%	0%
A book in the form of an app downloaded to smartphone or tablet	1%	0%	1%	1%	1%
Ebook combined with audio	1%	0%	0%	1%	1%
Ebook combined with video	0%	1%	0%	0%	0%
Pop-up book	0%	0%	0%	0%	0%
Lift-the-flap	0%	0%	0%	0%	0%
Cloth covered	0%	0%	0%	0%	0%
Bath book	0%	0%	0%	0%	0%
Boxed set	1%	1%	1%	1%	1%
An app that is a book; i.e., the whole book is an app, and only that book is included in that app	1%	0%	0%	1%	0%

Question: Please indicate the format of this book. Please select one.

(All Canada N=11,983, West N=1,996, Prairie N=2,043, Central N=6,846, Atlantic N=1,098)

Acknowledgements

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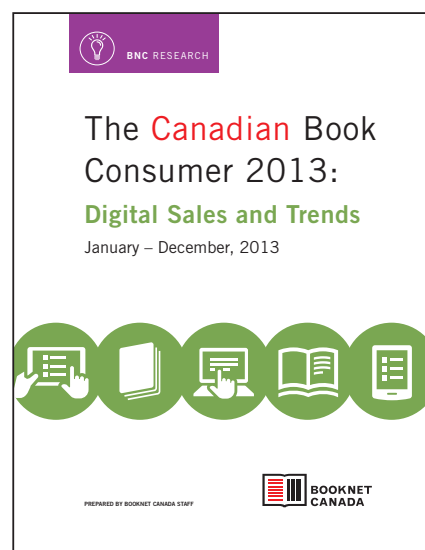
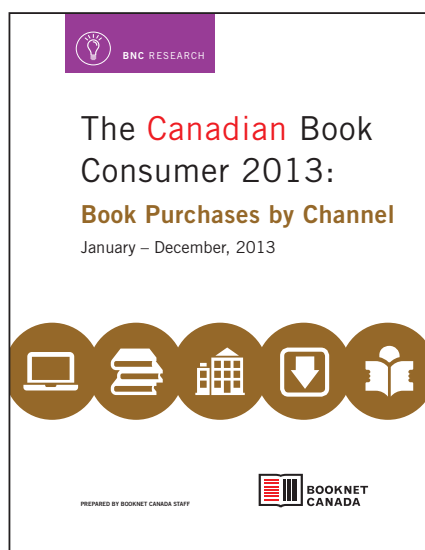
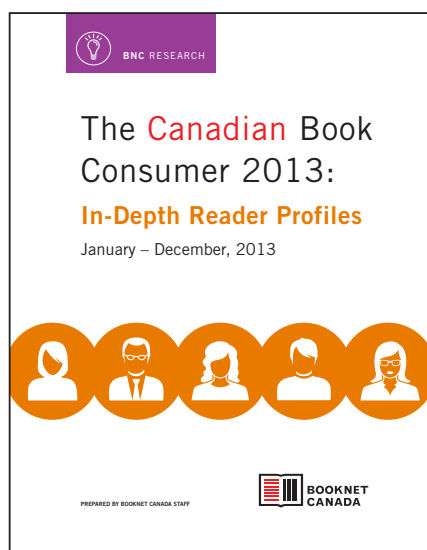
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