

# Appendix A: Canadian Leisure & Reading Survey 2023

## Demographics

Country: Canada

1. Please input your current age in whole numbers only.

Answer options

1. 18-29
2. 30-44
3. 45-54
4. 55-64
5. 65+

2. Please select one option that best describes your gender.

Answer options

1. Woman
2. Man
3. Non-binary or gender non-conforming
4. Prefer not to say

3. Please select the province or territory where you currently live.

Answer options

1. Alberta
2. British Columbia
3. Manitoba
4. New Brunswick
5. Newfoundland and Labrador
6. Northwest Territories
7. Nova Scotia
8. Nunavut
9. Ontario
10. Prince Edward Island
11. Québec
12. Saskatchewan
13. Yukon

4. Are you providing care for anyone? (Select all that apply.)

Answer options

1. Yes, a parent/elder
2. Yes, a child/young adult
3. Yes, someone/a relationship not listed
4. Yes, a pet/animal

5. No

5. What was your approximate annual household income before tax last year?

Answer options

1. Under \$15,000
2. \$15,000-\$24,999
3. \$25,000-\$34,999
4. \$35,000-\$49,999
5. \$50,000-\$74,999
6. \$75,000-\$99,999
7. \$100,000-\$149,999
8. \$150,000 and over
9. Prefer not to say

6. Do you identify as any of the following? (Select all that apply.)

Answer options

1. BIPOC (Black, Indigenous, or person of colour)
2. Disabled (physical, mental, or emotional activity impairment/limitation temporarily, episodically, or permanently, etc.)
3. LGBTQIA+ (lesbian, gay, bisexual, trans, queer, intersex, asexual, aromantic, non-binary, etc.)
4. Working class/low income earner
5. Immigrant
6. Religious minority (Muslim, Hindu, Sikh, Buddhist, Jewish, etc.)
7. Prefer not to say
8. No

7. Please select the education(s) you have received. (Select all that apply.)

Answer options

1. College or university
2. Graduate or professional
3. High school or GED
4. Apprenticeship
5. Trade school
6. Prefer not to say/Other

8. Please select one area that best describes where you lived last year.

Answer options

1. City or urban area
2. Suburban area
3. Small town or rural area

## Leisure

9. How much leisure or free time did you feel you had last year?

Answer options

1. More than enough
2. Enough
3. Less than enough

10. How has your leisure or free time changed from 2022 to 2023?

Answer options

1. Increased
2. Stayed the same
3. Decreased
4. Unsure

11. Approximately how often did you engage in the following activities last year? (Select the option that best describes your experience.)

1. Playing video games
2. Playing board games
3. Exercising/working out
4. Spending time with family
5. Shopping
6. Cooking
7. Dining out
8. Working on crafts

Answer options

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

12. Approximately how often did you engage in the following activities last year? (Select the option that best describes your experience.)

1. Watching videos/TV/movies
2. Reading magazines
3. Listening to podcasts
4. Reading or listening to books [Anchored]
5. Browsing social media/web
6. Listening to radio shows
7. Listening to music

Answer options

1. More than once a day

2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

13. Approximately how much money did you spend on all leisure/recreational activities and/or hobbies in a typical month last year (e.g., subscription streaming services, memberships, events, books, etc.)?

Answer options

1. \$0
2. \$1-49
3. \$50-99
4. \$100-149
5. \$150-199
6. \$200-249
7. \$250-299
8. \$300-349
9. \$350-399
10. \$400+
11. Prefer not to say

14. Thinking about books in particular, approximately how much money did you spend on books in a typical month last year (including subscription services)?

Answer options

1. \$0
2. \$1-49
3. \$50-99
4. \$100-149
5. \$150-199
6. \$200-249
7. \$250-299
8. \$300-349
9. \$350-399
10. \$400+
11. Prefer not to say

15. Select the statement that best describes how you obtained books in 2023.

Answer options

1. I had no limitations or restrictions on what and how many books I bought.
2. I chose books within my budget.
3. I only got free books or borrowed them. I didn't buy any books.

## Reading

16. How many books did you read or listen to last year?

Answer options

1. 1-5
2. 6-11
3. 12-49
4. 50 or more

17. How often did you engage in the following activities last year?

1. Participated in an online book club or reading group meeting
2. Visited a book-specific social network site (e.g., Shelfari, Goodreads, 49th Shelf, Wattpad, FanFiction, Archive of Our Own, etc.)
3. Visited a general social network site (e.g., Facebook, LinkedIn, Instagram, etc.)
4. Bought a book (of any format)
5. Borrowed a book from a public library
6. Attended an online author or book-related event (book launch or reading, award show, festival, presentation, etc.)
7. Participated in a book club or reading group meeting in person
8. Attended an in-person author or book-related event (book launch or reading, award show, festival, presentation, etc.)
9. Viewed a book-specific social media post (e.g. BookTok, BookTube, Bookstagram, etc.)
10. Read all or part of a book aloud to another person (a child, young adult, or adult)

Answer options

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

18. Thinking about the books you read last year, select the types of books you read from the following list. (Select as many as apply.)

Answer options

1. Books by or about Canadians/locals
2. Books by or about Black, Indigenous, or person/people of colour
3. Books by or about LGBTQIA+ (lesbian, gay, bisexual, trans, queer, intersex, asexual, aromantic, non-binary, etc.)
4. Books by or about people with immigrant status
5. Books by or about disabled people (physical, mental, or emotional activity impairment/limitation temporarily, episodically, or permanently, etc.)

6. Books by or about people who belong to religious minorities (Muslim, Hindu, Sikh, Buddhist, Jewish, etc.)
7. Unsure
8. None of the above

19. Thinking about the books you read last year, select the types of books you read from the following list. (Select as many as apply.)

Answer options

1. Books that have been made into movies or TV shows
2. Poetry, books in verse, or plays
3. Books written in a language other than English (including multilingual books)
4. Comics, manga, or graphic novels
5. Unsure
6. None of the above
7. Books with a sequel (duology, trilogy, series, etc.)
8. Books that are controversial or have been banned elsewhere

20. Other than English, select which language(s) you read books in. (Select as many as apply.)

Answer options

1. Arabic
2. Cantonese
3. French
4. Italian
5. Mandarin
6. Punjabi
7. Spanish
8. Tagalog
9. Urdu
10. Something not listed
11. Russian
12. German

21. What are the main reasons you generally read or listen to books? (Select up to three.)

Answer options

1. To become immersed in another world or to escape reality
2. For enjoyment / entertainment
3. To relax or for comfort
4. To learn things or improve things (for school/study/work or personal)
5. For spiritual enrichment
6. For inspiration or motivation
7. For brain health (improve memory, prevent diseases)
8. To be challenged or intellectually stimulated
9. Something not listed

22. Do you agree with these statements about books?

1. I don't mind reading or listening to books, but I prefer doing other things instead.
2. Books are for enjoyment, entertainment, or leisure.
3. Books are for learning or education.
4. Books should be representative of a variety of experiences.
5. It is important that books about a group or culture should be written by people from that group or culture.
6. It is important that authors accurately represent their material through research, fact-checking, and/or hiring reviewers and sensitivity or beta readers.
7. The format I read or listen to depends on which is available or stocked.
8. A greater variety of authors should be published and stocked.
9. If I don't like a book, I won't finish reading or listening to it.
10. I only read or listen to the sections of a book I'm interested in.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / N/A

## **Print books**

23. How often did you read physical/print books (paperback, hardcover) in the last year?

Answer options

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

24. How many physical/print books did you read last year?

Answer options

1. 1-5
2. 6-11
3. 12-49
4. 50 or more

25. Which print format type(s) do you prefer? (Select up to three.)

Answer options

1. Paperback/softcover
2. Pocketbook-sized softcover/paperback
3. Hardcover/hardback
4. Comics or graphic novels

5. Large print
6. Braille

26. Where did you get most of the physical/print books you read last year?

Answer options

1. From an online retailer
2. From a public library
3. From a physical bookstore that primarily sells new books
4. From a used bookstore or thrift store
5. From a general retailer (e.g., Costco, Walmart, Shoppers Drug Mart, grocery store, etc.)
6. Other
7. From a subscription service (e.g., subscription box, etc.)
8. I received them as a gift
9. I borrowed them from someone I know
10. I received them for free (e.g., freebie, Free Little Library, ARC, etc.)

27. Approximately how much money did you spend on physical/print books last year?

1. \$0
2. \$1-49
3. \$50-99
4. \$100-149
5. \$150-199
6. \$200-249
7. \$250-299
8. \$300-349
9. \$350-399
10. \$400+

28. Do you agree with the following statements about physical/print books?

1. I read using a magnifier.
2. I get good value for print books at the price I pay.
3. If I can't find the print version of a book, I won't read it in another format.
4. I want books to be made from sustainably-sourced paper.
5. I want to know where books are printed or shipped from.
6. I want my books delivered in ecological-friendly packaging.
7. I donate or give away a print book after I finish reading it.
8. I read while doing something else (listening to music, watching TV, etc.).
9. I skim or speed read.

Columns:

1. Yes
2. Sometimes
3. No
4. Unsure / N/A



29. Which of the following are the most important when you decide to read a print book (instead of an ebook or audiobook)? (Select up to three.)

1. Affordable – fits within an acceptable price range
2. Readable – text is easy on the eyes
3. Acquisition – easy to purchase, borrow, or receive
4. Focus – easy to read with no distractions from other technology
5. Tactile – adds to physical experience (e.g., page turning, book smell)
6. Visibility – easy to show that you are reading and what you are reading
7. Reference – easy to make notes in book or refer back to it
8. Display – adds to collection or home decor

30. Which type of book(s) did you read in physical/print format? (Select all that apply.)

1. Adult fiction (novels, made up books)
2. Adult non-fiction (books about facts or real events)
3. Children's books (either fiction or non-fiction)
4. Young adult books (either fiction or non-fiction)

31. Which genres of fiction did you read in physical/print book format? (Select up to three.)

Answer options

1. Mysteries or Thrillers
2. Chick Lit
3. Historical Fiction
4. Fantasy
5. Science Fiction
6. Romance
7. Literary Fiction
8. Short Stories
9. Comics or graphic novels
10. Other fiction subjects

32. Which non-fiction subjects did you read in physical/ book format? (Select up to three.)

Answer options

1. Biographies or Memoirs
2. Self-Help
3. True Crime
4. History
5. Cookbooks
6. Business
7. Personal Finance
8. Health or Fitness
9. Comics or graphic novels
10. Other non-fiction subjects

## Ebooks

33. How often did you read ebooks (PDF, EPUB, etc.) in the last year?

Answer options

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

34. How many ebooks did you read last year?

Answer options

1. 1-5
2. 6-11
3. 12-49
4. 50 or more

35. Where did you get most of the ebooks you read last year?

Answer options

1. From an online retailer or via a retailing app (e.g., Kobo, Amazon, Barnes and Noble, etc.)
2. From a subscription service (e.g., Kobo, Scribd, Kindle Unlimited, Marvel Unlimited, etc.)
3. From a public library (e.g., OverDrive, Libby, Hoopla, cloudLibrary, etc.)
4. From a free internet site (e.g., Project Gutenberg, etc.)
5. From a free illegal site (a torrent, Dropbox, etc.)
6. Other
7. From a general retailer (e.g., Costco, Walmart, Shoppers Drug Mart, grocery store, etc.)
8. I received them as a gift
9. I borrowed them from someone I know

36. Approximately how much money did you spend on ebooks last year?

1. \$0
2. \$1-49
3. \$50-99
4. \$100-149
5. \$150-199
6. \$200-249
7. \$250-299
8. \$300-349
9. \$350-399
10. \$400+

37. What type of device did you primarily use to read ebooks?

Answer options

1. Tablet (e.g., iPad, Surface, Galaxy, Kindle Fire, Kobo Arc, etc.)
2. Dedicated e-reader (e.g., Kobo, Kindle, Sony, Nook, etc.)
3. Smartphone
4. Computer
5. Braille display/terminal
6. Other

38. Please select the app(s) you used to read ebooks last year. (Select all that apply.)

Answer options

1. Amazon Kindle
2. Kobo
3. Barnes and Noble Nook
4. OverDrive/Libby
5. Hoopla
6. Google Books
7. Apple Books
8. Scribd
9. Aldiko
10. Adobe Reader or Digital Editions
11. Internet browser (e.g., Safari, Firefox, Chrome, IE, Edge, etc.)
12. CloudLibrary
13. Moon+ Reader
14. None of the above

39. Do you agree with these statements about ebooks?

1. I get good value for ebooks at the price I pay.
2. If I can't find the ebook version of a book, I won't read it in another format.
3. I share a subscription log in with others.
4. I read while doing something else (listening to music, watching TV, etc.).
5. I delete the ebook from my personal library after I finish reading it.
6. I prefer ebooks with embedded audio or embedded video.
7. I skim or speed read.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / N/A

40. Do you agree with the following statements about ebook features?

1. I adjust the screen magnification/zoom to be larger.
2. I adjust font size or spacing to increase the text size or space out letters/lines.
3. I turn on the night display when reading in dim/low lighting.
4. I use the reading mode on a tablet or smartphone.

5. I change the text orientation from portrait to landscape.
6. I use a screen reader, read aloud function, or a refreshable braille display.
7. I change text or background colour(s) for a brighter contrast.
8. I use the search function.
9. I use the table of contents.
10. I use the Bookmark button.
11. I use reference page numbers or the percentage metric.
12. I don't know how to use most or all of these features.
13. I make notes or highlight text.
14. I use voice control, eye tracking, or switches.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / N/A

41. Which of the following are the most important when you decide to read an ebook (instead of a print book or audiobook)? (Select up to three

1. Affordable – fits within an acceptable price range
2. Accessible – easy on the eyes/easy to read (e.g., adjustable font size, contrast)
3. Acquisition – instant access to the book by downloading or streaming
4. Portable – easy to carry/transport
5. Searchable – easy to search/link/interact/mark text
6. Size – takes up less space
7. Convenient – available across multiple devices
8. Sustainability – less harmful for the environment
9. Private – can read without showing the book

42. Which type of book(s) did you read in ebook format? (Select all that apply.)

Answer options

1. Adult fiction (novels, made up books)
2. Adult non-fiction (books about facts or real events)
3. Children's books (either fiction or non-fiction)
4. Young adult books (either fiction or non-fiction)

43. Which genres of fiction did you read in ebook format? (Select up to three.)

Answer options

1. Mysteries or Thrillers
2. Chick Lit
3. Historical Fiction
4. Fantasy
5. Science Fiction

6. Romance
7. Literary Fiction
8. Short Stories
9. Comics or graphic novels
10. Other fiction subjects

44. Which non-fiction subjects did you read in ebook format? (Select up to three.)

Answer options

1. Biographies or Memoirs
2. Self-Help
3. True Crime
4. History
5. Cookbooks
6. Business
7. Personal Finance
8. Health or Fitness
9. Comics or graphic novels
10. Other non-fiction subjects

## **Audiobooks**

45. How often did you listen to audiobooks (CD, tape, or digital formats) in the last year?

Answer options

1. More than once a day
2. Once a day
3. Once a week
4. Once a month
5. Less than once a month
6. A few times a year
7. Never

46. How many audiobooks did you listen to last year?

Answer options

1. 1-5
2. 6-11
3. 12-49
4. 50 or more

47. Where did you get most of the audiobooks you listened to last year?

Answer options

1. From an online retailer (Amazon/Kindle Unlimited, Audiobooks.com, iTunes, etc.)
2. From a public library (e.g., OverDrive, Libby, Hoopla, cloudLibrary, etc.)
3. From a physical bookstore

4. From a general retailer (e.g., Costco, Walmart, Shoppers Drug Mart, grocery store, etc.)
5. From a free internet site (e.g., LibriVox, YouTube, public domain, etc.)
6. From a free illegal site (a torrent, Dropbox, etc.)
7. From a subscription service (e.g., Audible, Scribd, Kobo, Libro.fm, etc.)
8. Other
9. I received them as a gift
10. I borrowed them from someone I know

48. Approximately how much money did you spend on audiobooks last year?

Answer options

1. \$0
2. \$1-49
3. \$50-99
4. \$100-149
5. \$150-199
6. \$200-249
7. \$250-299
8. \$300-349
9. \$350-399
10. \$400+

49. What type of device did you primarily use to listen to audiobooks?

Answer options

1. Tablet (e.g., iPad, Surface, Galaxy, Kindle Fire, Kobo Arc, etc.)
2. Dedicated e-reader (e.g., Kobo, Kindle, Sony, Nook, etc.)
3. Smartphone
4. Computer
5. Smart speaker
6. Car stereo
7. CD/tape player
8. Other

50. Please select the app(s) you used to listen to audiobooks last year. (Select all that apply.)

Answer options

1. Audible
2. Audiobooks.com
3. Kobo
4. OverDrive/Libby
5. Hoopla
6. LibriVox
7. Google Play
8. Internet browser (e.g., Safari, Firefox, Chrome, IE, Edge, etc.)
9. iTunes/Apple Books
10. Kindle

11. YouTube
12. Scribd
13. Simply Audiobooks
14. Libro.fm
15. None of the above
16. Spotify

51. Do you agree with these statements about audiobooks?

1. I get good value for audiobooks at the price I pay.
2. I prefer audiobooks with sound effects and/or music.
3. I specifically look for abridged (shortened) versions of audiobooks.
4. I share a subscription log in with others.
5. I listen to audiobooks while doing other things (working, commuting/traveling, housekeeping, etc.).
6. If I can't find the audiobook version of a book, I won't read it in another format.
7. I search for specific narrators when looking for audiobooks to listen to.
8. I delete the audiobook from my personal library after I finish listening to it.
9. I listen to an audiobook while following along in a physical/print book or ebook.
10. I have stopped listening to an audiobook because of the sound of the narrator's voice.
11. I prefer listening to a human narrator over synthetic (AI) narration.
12. I only listen to digital audiobooks, not physical audiobooks (CD, tape, etc.).
13. I prefer listening to specific narrators.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / N/A

52. Do you agree with the following statements about audiobook features?

1. I set a timer to stop listening after a certain amount of time.
2. I listen at an increased/faster or decreased/slower speed.
3. I listen to a sample of the audiobook before I listen to the full audio.
4. I replay parts of the audiobook to re-listen to.
5. I use the table of contents or chapter list to read ahead.
6. I reference the chapter or "minutes left" feature.
7. I use the Bookmark feature.
8. I use the speaker, Bluetooth, or hands-free feature.
9. I don't know how to use most or all of these features.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / N/A

53. Which of the following are the most important when you decide to listen to an audiobook (instead of a print book or ebook)? (Select up to three.)

1. Affordable – fits within an acceptable price range
2. Accessible – easy to listen to, instead of reading text
3. Narration – specific narrator or narration style
4. Acquisition – instant access to the book by downloading or streaming, or finding in store
5. Portable – easy to carry/transport
6. Flexible – easy to listen while doing other tasks
7. Size – takes up less space
8. Private – can read without showing the book
9. Sharing – easy to listen to it with others
10. Sustainability – less harmful for the environment

54. Which type of book(s) did you listen to in audiobook format? (Select all that apply.)

Answer options

1. Adult fiction (novels, made up books)
2. Adult non-fiction (books about facts or real events)
3. Children's books (either fiction or non-fiction)
4. Young adult books (either fiction or non-fiction)

55. Which genres of fiction did you listen to in audiobook format? (Select up to three.)

Answer options

1. Mysteries or Thrillers
2. Chick Lit
3. Historical Fiction
4. Fantasy
5. Science Fiction
6. Romance
7. Literary Fiction
8. Short Stories
9. Other fiction subjects

56. Which non-fiction subjects did you listen to in audiobook format? (Select up to three.)

Answer options

1. Biographies or Memoirs
2. Self-Help
3. True Crime
4. History
5. Cookbooks
6. Business
7. Personal Finance
8. Health or Fitness
9. Other non-fiction subjects



## Readers

57. Did you take any of these actions either while reading or shortly after? (Select all that apply.)

Answer options

1. Added the book to a list of books you were currently reading or finished reading
2. Shared the experience, book, or photo of the book with others (wrote about it, discussed, recommended, reviewed, rated, or suggested it, gifted it, etc.)
3. Went online to read about the author or follow them on social media
4. Took an action as a direct result of the book (answered questions, created recipes or crafts, etc.)
5. Searched for other books by that author
6. Considered the book part of a reading challenge
7. None of the above
8. Read or listened to the book in another format

58. Which book format do you prefer most?

Answer options

1. Ebook
2. Audiobook
3. I don't have a format preference
4. Physical/print book

59. How did your reading or listening time for books change from 2022 to 2023?

1. Physical/print books
2. Ebooks
3. Audiobooks

Answer options

1. Increased
2. Stayed the same
3. Decreased
4. Unsure

60. What most influences your choice to read a specific book? (Select up to three.)

Answer options

1. Sample, excerpt, or preview of the book
2. The book comes with a readers' guide or discussion questions
3. It has content/information needed for reference (work, study, hobby, etc.)
4. Recommendation(s) (word-of-mouth, library or bookstore staff, etc.)
5. It was selected for me (book club or reading group, subscription/bundle, school, etc.)
6. The main character/series
7. The subject/topic
8. The author
9. The book's description

10. Front cover or interior images/inside of books
11. It was adapted for the screen (movie, TV, video game, etc.)
12. It's a bestseller
13. Nominated for or winner of a literary award
14. Large print or preferred format is available
15. Something not listed
16. It was trending on social media (TikTok, Instagram, YouTube, Twitter, etc.)

61. What are the three main ways that you generally discover the books (of any format) that you read or listen to? (Select up to three.)

Answer options

1. Ebook or audiobook app(s) or website
2. Online book retailers (Amazon, Chapters, Kobo, Audible, etc.)
3. General retailer (staff, browsing, displays, newsletter, etc.)
4. Bookstore (staff, browsing, displays, newsletter, etc.)
5. Print media (article, newsletter, bestseller list, interview, ad, etc.)
6. Online media (blog, article, newsletter, bestseller list, interview, ad, etc.)
7. Podcast (interview, recommendation, etc.)
8. Radio, TV, film, or video games
9. Social media (TikTok, Facebook, Twitter, Pinterest, Instagram, YouTube, etc.)
10. Word-of-mouth (including book clubs or reading groups)
11. Public library (staff, browsing, displays, catalogue, reader list, newsletter, etc.)
12. Online communities (Goodreads, Facebook groups, Reddit, etc.)
13. Literary award nominee or winner, "Best of" lists
14. None of the above
15. Event or campaign (Forest of Reading, Word on the Street, Canadian Independent Bookstore Day, Writers' Trust Amplified Voices, etc.)

62. Are you aware of any of the following Canadian book awards? (Select all that apply.)

Answer options

1. Canada Reads
2. Hilary Weston Writers' Trust Prize for Nonfiction
3. Rogers Writers' Trust Fiction Prize
4. Scotiabank Giller Prize
5. Governor General's Literary Awards
6. Forest of Reading
7. Canadian Children's Book Centre's CCBC Book Awards
8. All of the above
9. None of the above

55. What would you like the book publishing, book retailing, or library sectors to know?