



BNC RESEARCH

Demand for Diversity*

A Survey of Canadian Readers



**BOOKNET
CANADA**

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Introduction and Methodology

We have heard a growing demand over the last few years to increase the diversity of books that are published and available in the trade market. With the US organization [We Need Diverse Books](#) leading the way, efforts have been ramping up in Canada to address the lack of availability and access to a diverse array of literature throughout the supply chain.

While diversity within the publishing workforce itself continues to be discussed both offline and online — BookNet Canada’s Tech Forum 2018 conference addressed issues such as women of colour in publishing¹ and the Association of Canadian Publishers recently conducted a study: *2018 Canadian Book Publishing Diversity Baseline Survey*² — the focus of this survey is to investigate the reported lack of diversity in both adult and juvenile titles available in the market as well as readers’ perception of diversity.

We find that publishers are making ongoing efforts to increase the diversity of published and promoted books for all ages. There is also a growing number of events promoting the diversification of literature. One example is the [Festival of Literary Diversity \(FOLD\)](#), which takes place in Brampton, Ontario in May, and their forthcoming FOLD Kids Book Fest in September that is geared towards children up to age 12.

While we’ve [previously explored](#) diversity in the early parts of the publishing supply chain, for this study BookNet Canada wanted to focus on the point where books get into readers’ hands: do readers want to read a diverse array of authors and subjects and, if so, are they able to find what they are looking for?

In November 2018, BookNet Canada conducted an online survey of 500 adults (18 and older) from across Canada. These respondents must have read or listened to a book in the prior 12 months. This study looked at readers’ experiences with and interest in reading “diverse books” (as defined below) and how difficult or easy it is to find those books. Finally, we asked respondents whether diverse books are important or not. We have highlighted some of this feedback throughout the report.

For the purposes of this study, “diverse books” have been defined as “books about or from the point of view of Black, Indigenous and/or people of colour (BIPOC), LGBTQ+ people, people who are disabled or differently abled, religious minorities, and/or books by authors who identify as members of one or more of the listed groups.”

We have also segmented the data from the panel of 500 respondents between those who self-identified as a member of one of the above listed groups (“underrepresented”) and those who did not (“well-represented”), in order to compare their viewpoints and habits.

Underrepresented respondents comprised a panel of 154 English-speaking adult Canadians (31%) while those who are well-represented totalled 346 respondents (69%). With a sample size of 500, there is a margin of error of +/- 4.38%, meaning that answers could fluctuate about 4% in either direction if this survey were fielded to the entire Canadian population. It is important to note that the group of underrepresented respondents is on the smaller side with a margin of error of +/- 7.9%.

¹ “Panel: Women in Publishing – Tech Forum 2018”. 2019. YouTube. <https://www.youtube.com/watch?v=DvZWuVNHBeo>. April 1, 2019

² “2018 Canadian Book Publishing Diversity Baseline Survey”. 2019. Association of Canadian Publishers. <https://publishers.ca/wp-content/uploads/2019/03/2018-Diversity-Survey-Summary-Report.pdf>. April 1, 2019

Acronyms and definitions

Respondents who did not self-identify as part of an underrepresented group, as we have defined it for the purpose of this survey, are referred to as “well-represented”. Respondents who self-identified as part of an underrepresented group are referred to as “underrepresented”. When we refer to “all respondents” or “all readers” this is representative of all surveyed Canadians who are readers.

Respondents who self-identified as Black, Indigenous, and/or as a person of colour (POC) are referred to as “BIPOC” and LGBTQ+ refers to people who identify as lesbian, gay, bisexual, trans, and/or queer. The plus sign refers to all other identities, including questioning, intersex, asexual, two-spirit, and others.

How Underrepresented Communities Are Identified in the Canadian Population

Statistics Canada estimated the “visible minority” population of Canada to be 19% in 2011 and 22% in 2016³, and projects an increase to 31-36% by 2036⁴. In contrast to the use of BIPOC in this study, Statistics Canada does not consider the Indigenous population, 5% of the population, as members of a visible minority group⁵. Those with Registered or Treaty Indian status represent 2% of the population⁶.

There is limited data on the number of LGBTQ+ Canadians. The first Statistics Canada survey to include a question on sexual orientation was in 2014 and asked Canadians aged 18 to 59 whether they considered themselves gay, lesbian, or bisexual: 1.7% considered themselves to be gay or lesbian and 1.3% considered themselves to be bisexual⁷. No other questions about sexual or gender identities were asked in that survey.

In 2012, a Forum Research poll commissioned by the National Post found that 5% of Canadians identified as lesbian, gay, bisexual, or transgender⁸. However, Canadians aged 18-34 were more likely to report their LGBT identity in the Forum Research poll, and it is extremely likely that the percentages are under-reported and higher for all ages⁹. LGBT numbers in the Canadian population are likely higher today, although there is no concrete estimate.

In the most recent survey on Canadians with disabilities aged 15 years and over, Statistics Canada found that 22% of the 15+ population had at least one disability¹⁰. The most common disability types across all ages were related to pain, flexibility, mobility, and mental health – the definition of disability focused on “the level of difficulty experienced in performing certain tasks, and the frequency of activity limitations...

³ “Census Profile, 2016 Census”. 2017. Statistics Canada. <https://buff.ly/30FxdnZ> March 25, 2019.

⁴ “Immigration and Diversity: Population Projections for Canada and its Regions, 2011 to 2036”. 2017. Statistics Canada. <https://www150.statcan.gc.ca/n1/pub/91-551-x/91-551-x2017001-eng.htm>. March 25, 2019.

⁵ “Census Profile, 2016 Census”. 2017. Statistics Canada. <https://buff.ly/30FxdnZ> March 25, 2019.

⁶ “Census Profile, 2016 Census”. 2017. Statistics Canada. <https://buff.ly/30FxdnZ> March 25, 2019.

⁷ “Same-sex couples and sexual orientation... by the numbers”. 2015. Statistics Canada. https://www.statcan.gc.ca/eng/dai/smr08/2015/smr08_203_2015#a3. March 28, 2019.

^{8, 9} K., Carlson. 2012. “The true north LGBT: New poll reveals landscape of gay Canada”. National Post. <https://nationalpost.com/news/canada/the-true-north-lgbt-new-poll-reveals-landscape-of-gay-canada>. March 28, 2019.

¹⁰ “Canadian Survey on Disability Reports: A demographic, employment and income profile of Canadians with disabilities aged 15 years and over, 2017”. 2018. Statistics Canada. <https://www150.statcan.gc.ca/n1/pub/89-654-x/89-654-x2018002-eng.htm>. March 28, 2019.

mild, moderate, severe, and very severe”.¹¹ Other disability types include difficulties with seeing, hearing, dexterity, learning, and memory.

While BookNet Canada’s definition of “religious minority” was not specified for this survey, Statistics Canada identifies religious minorities as those who are not Christian and reported that they represented 9% of Canadians in 2016. This is projected to increase to 13-16% in 2036. Unaffiliated Canadians made up 24% of the population in 2016, which is also projected to increase to 28-35% in 2036.

Reader feedback:

“Books more than any other medium help people to explore their identity and meet other identities to help broaden their own. I think diversity in books is what allows people to become more accepting, compassionate and knowledgeable.”

Highlights

- 31% of all respondents said they would read more if they were able to get access to more diverse books.
- 61% of underrepresented and 40% of well-represented readers are “very interested” or “interested” in reading BIPOC authors.
- 62% of readers actively seek out books about diverse topics or experiences or by diverse authors.
- When asked whether it’s difficult to find diverse books, 22% of all respondents said they find it difficult to find books (6% strongly agreed) while 40% said they do not find it difficult to find diverse books. When broken out by underrepresented and well-represented readers, we find that 13% of underrepresented readers “strongly agree” that it is difficult to find diverse content, compared with only 3% of well-represented readers.
- 44% of underrepresented and 35% of well-represented readers want more books that represent the experiences of others.
- 58% of all respondents either “agree” or “strongly agree” that they (and others) would benefit from more diverse books.

Demographics

We asked Canadians whether they had read or listened to a book in the last 12 months. When we refer to “all respondents” this is representative of all Canadians who are readers. As outlined above, we further subdivided respondents to look at readers who do or don’t self-identify as part of an underrepresented group. When we refer to “underrepresented” respondents or readers, we are referring to Canadians who self-identify as BIPOC, LGBTQ+ people, people who are disabled or differently abled, and/or religious minorities.

¹¹ Canadian Survey on Disability Reports: A demographic, employment and income“ profile of Canadians with disabilities aged 15 years and over, 2017”. 2018. Statistics Canada. <https://www150.statcan.gc.ca/n1/pub/89-654-x/89-654-x2018002-eng.htm>. March 28, 2019.

Of all the readers who answered the survey, 31% identified as being part of one or more of the above underrepresented groups (“underrepresented”). When looking at the group of underrepresented respondents: 34% identified as BIPOC; 33% identified as disabled or differently abled; 27% identified as a religious minority; and 23% identified as LGBTQ+. Respondents were able to select multiple underrepresented groups if they were applicable, and 18% identified with more than one. Throughout this study, we refer to underrepresented respondents as a whole. If we were to further divide them into their individual groups (BIPOC, etc.), the number of respondents would become too small to be statistically representative of the population.

Profile of the average reader



Name: Libby

Gender identity: Female

Age: 29

Education: 4-year degree

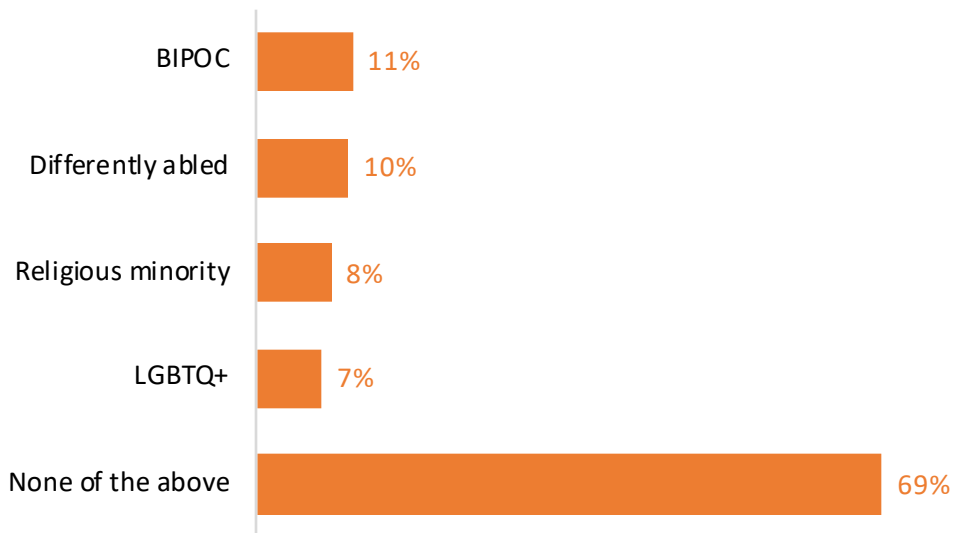
Household income: \$37,500

About me: I work full-time in Ontario. I mostly use Facebook and find books through browsing. I purchase new books and borrow from the library.

The average reader identifies as female and is between the ages of 25 and 34. She has no children and works full-time in Ontario. Her household income is between \$25,000 and \$50,000. She uses Facebook and YouTube, among others. She discovers books by browsing and from recommendations, being familiar with the author, bestseller lists, and adaptations. She purchases new books and borrows from the library before purchasing used books or borrowing from a friend or relative. She likes to read print books and she reads books daily.

Most of the underrepresented respondents were between 25 and 34 years old, while the majority of well-represented respondents were between 55 and 64.

Underrepresented and well-represented respondents



Question: Do you identify as part of any of the following marginalized or underrepresented groups?

Respondent feedback:

“Diverse books are important because in today’s world we surround ourselves with technology that lets us associate with other people that share our views and ideals. Having a diverse selection of authors and topics may not be comfortable - but it reminds us that our opinions are not the only ones out there.”

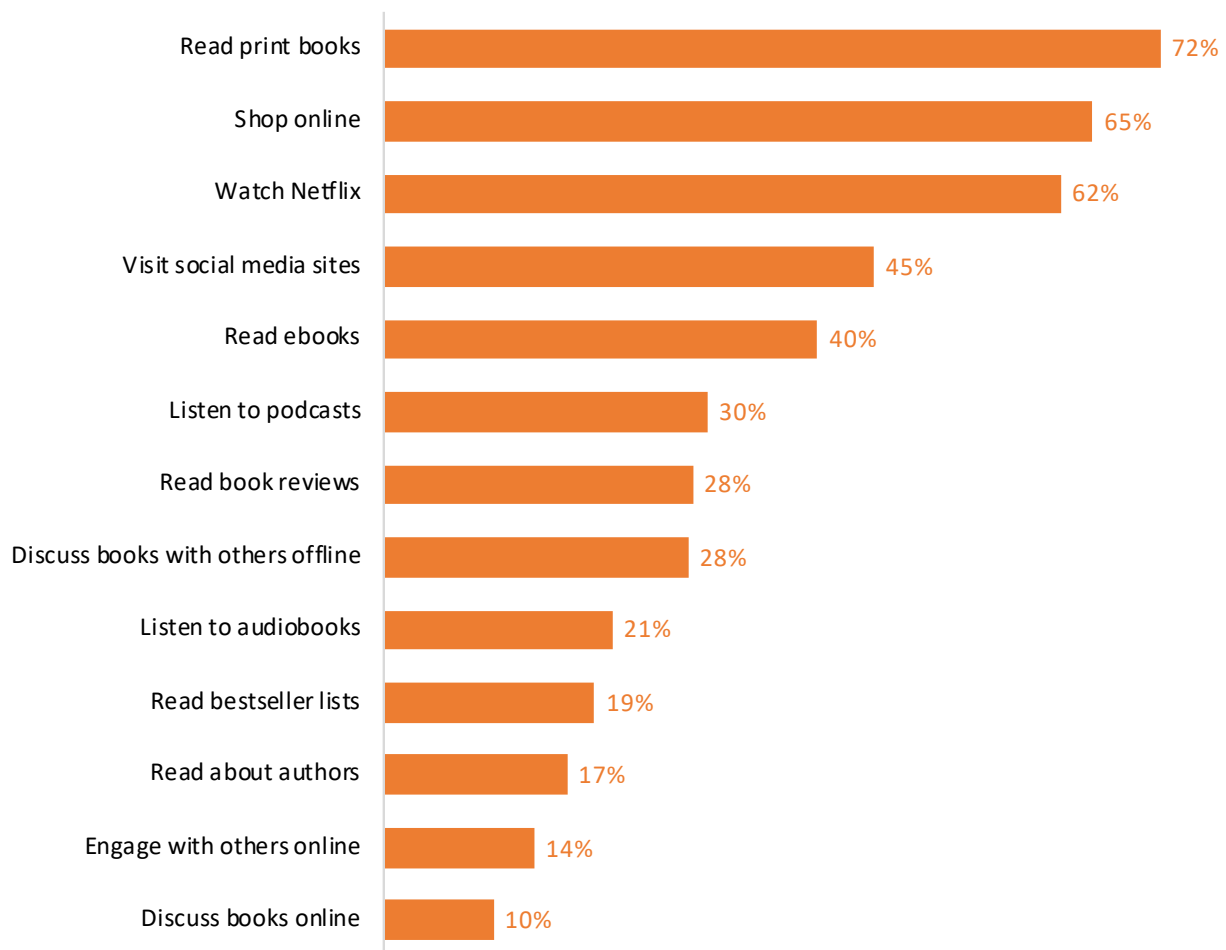
Current Reading Habits

When asked about their “typical monthly activities,” most readers (72%) selected reading print books, which was notably higher than reading ebooks (40%) and listening to audiobooks (21%). Other primary activities included shopping online (65%) and watching Netflix (62%). (Note: We did not ask about other services, streaming or otherwise, for watching TV and/or movies.)

Many of the activities, such as reading about authors (17%) and reading book reviews (28%), could be done both online or in-person.

Listening to audiobooks and podcasts tends to be more popular with underrepresented readers: 31% listen to audiobooks, compared with 17% of well-represented readers, and 32% listen to podcasts versus 29% of well-represented readers.

Typical monthly activities

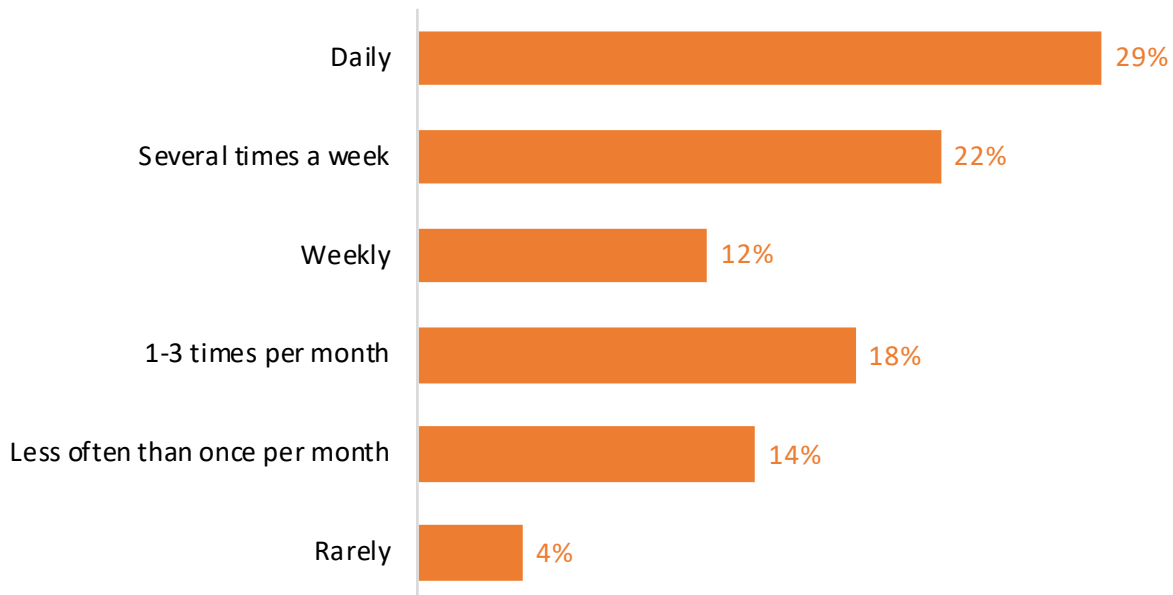


Question: Which of the following activities do you do at least once in a typical month? (Select all that apply.)

The largest percentage of readers said they read or listen to books “daily” (29%), followed by “several times a week” (22%), with 63% reading at least weekly if not more frequently. Meanwhile, 19% read either “rarely” or “less often than once per month.”

When breaking out underrepresented and well-represented readers, we find only minor differences: 30% of underrepresented readers consume books daily compared to 28% of well-represented readers.

Frequency of reading or listening to books



Question: How often do you read or listen to books?

When asking readers about their current reading habits, we enquired as to whether they read books mostly by and/or about underrepresented authors or subjects. We specifically asked about our four underrepresented groups: BIPOC, disabled or differently abled, religious minorities, and LGBTQ+.

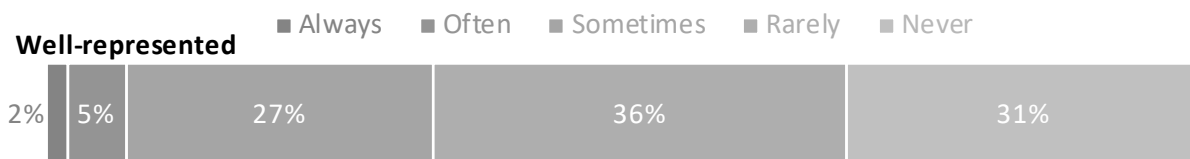
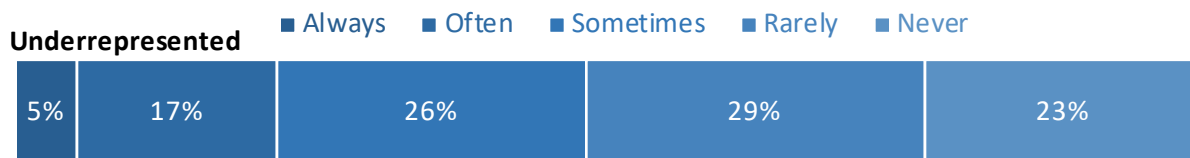
It is perhaps not surprising that very few readers “always” search for a certain type of book, but when we look at all the positive responses i.e., those who “always,” “often,” or “sometimes” read books by and/or about any of the underrepresented groups we find that 53% seek out BIPOC, 42% disabled or differently abled, 41% religious minorities, and 38% LGBTQ+.

Among those who said they are interested in reading books by and/or about underrepresented authors or subjects, we compared responses between underrepresented and well-represented readers. Looking at the categories below, we find that underrepresented readers either “always” or “often” consume diverse books. While “never” is consistently higher with well-represented readers, we also find that “sometimes” as the more neutral response tends to be higher with well-represented respondents.

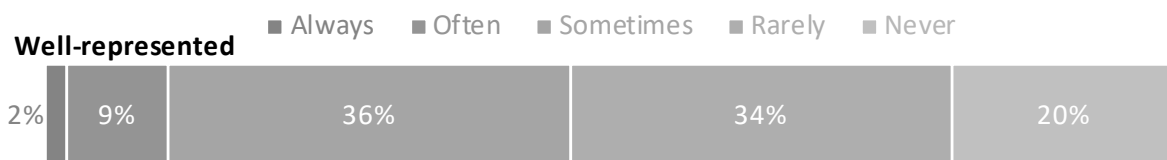
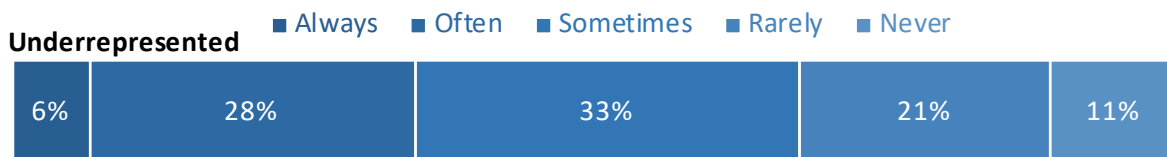
Some readers commented that they like to read diverse books and that they are important, but they don’t specifically seek out diverse authors or content.

Current reading habits: Are the books you read generally by and/or about

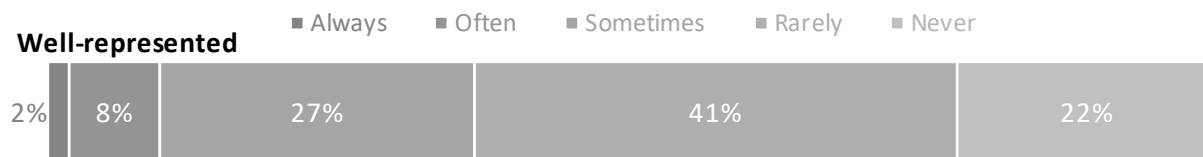
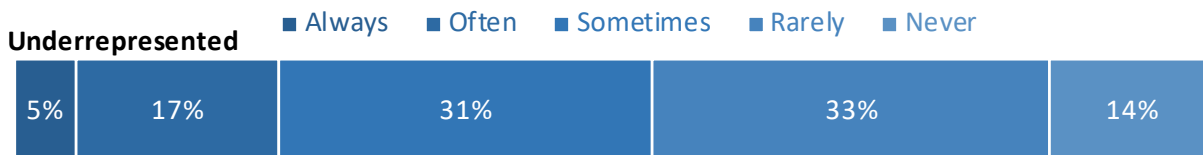
LGBTQ+



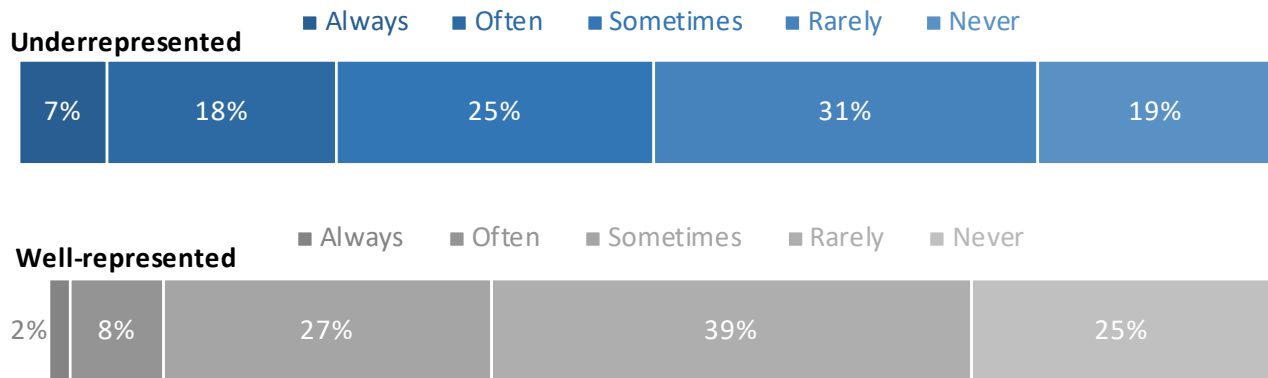
BIPOC



Disabled or differently abled



Religious minorities

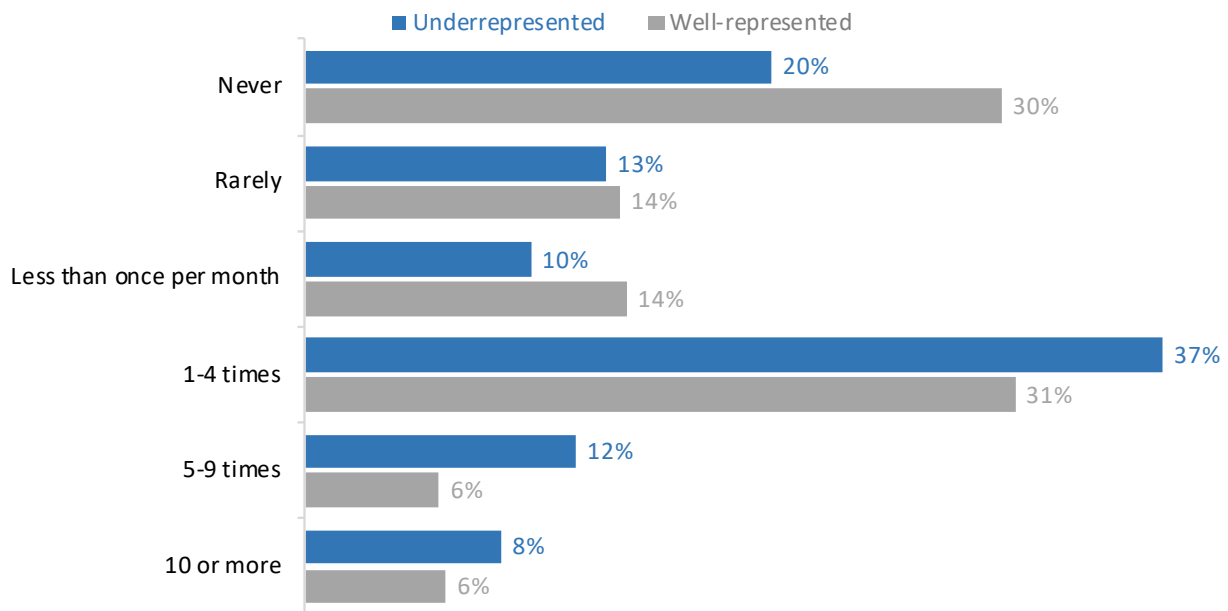


Question: Are the books you generally read mostly by and/or about...

When it comes to library use, one out of three readers (33%) visited the public library 1-4 times (either in-person or online) in the prior month. The next largest group includes those who never use the library (27%). Almost half (47%) of readers used the library one or more times in the prior month.

When we break this out by underrepresented and well-represented readers, we find that underrepresented readers tend to be more active library users with 37% using the library 1-4 times in the prior month compared to 31% of well-represented readers.

Library visits in the last month (in-person or online)



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

Interest in Reading Diverse Books

In the previous section, we asked readers if they tend to read books by and/or about diverse authors or subjects, focusing on their current activities. In this section, we dive into readers' interest in reading authors who identify as belonging to underrepresented groups.

Interest in reading books by underrepresented authors

	Very interested / Interested	Neutral	Disinterested / Very disinterested
Authors who are LGBTQ+	36%	35%	29%
Authors who are BIPOC	46%	36%	18%
Authors who are disabled or differently abled	43%	38%	19%
Authors from a religious minority	33%	38%	29%

We found that 46% of respondents were either “very interested” or “interested” in reading books by BIPOC. Looking just at well-represented readers, 27% are interested in reading authors who are BIPOC.

Respondent feedback:

“I don’t pay attention to whether or not the authors are diverse, I just read books that interest me.”

“Everyone, every culture has a story to tell. Literature is a wonderful, powerful way to tell those stories.”

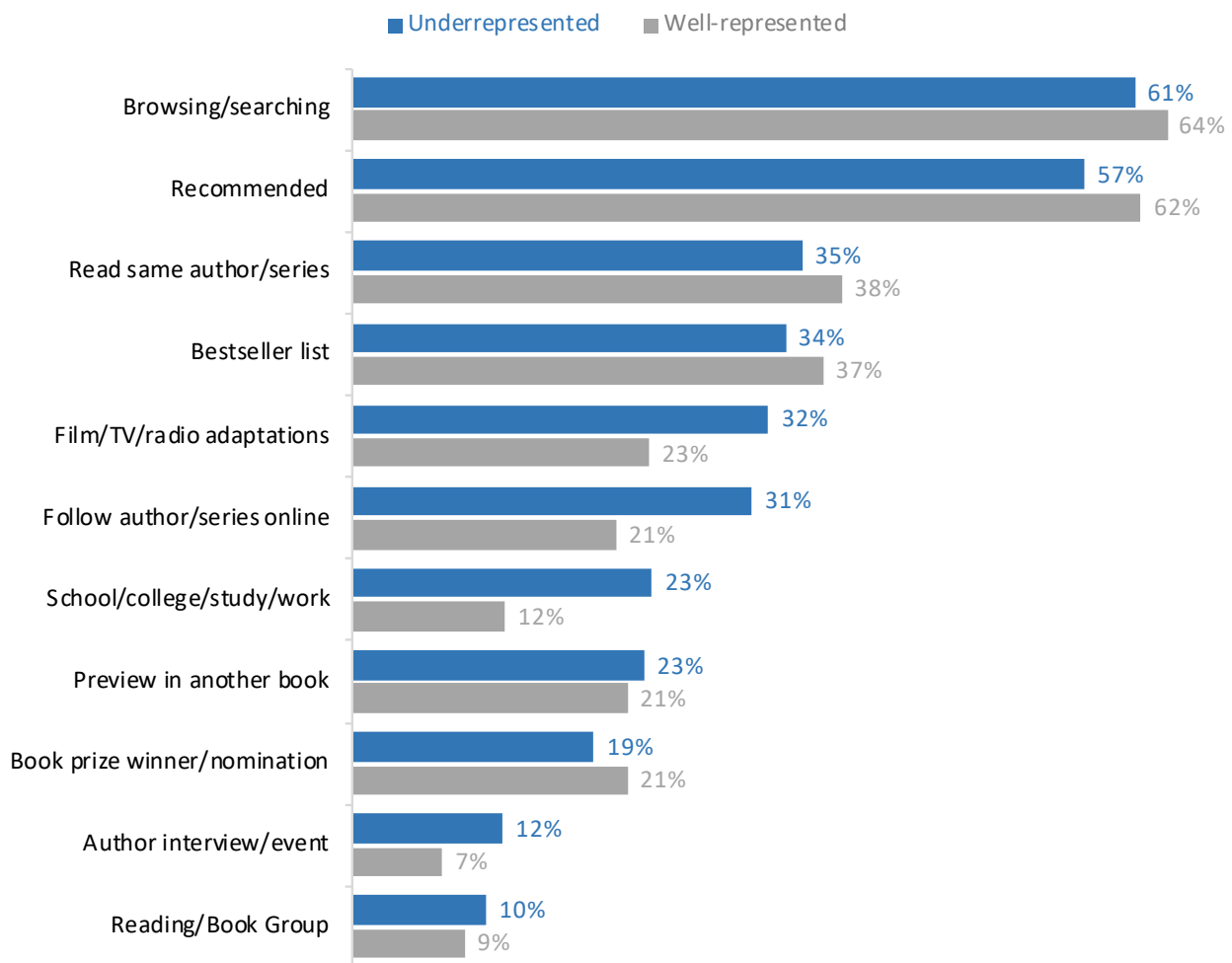
Discoverability

Discoverability refers to the ways in which people usually find the books that they read or listen to. For this section, readers were asked to select all of the ways they usually find the books they consume.

The majority of Canadians find their books by browsing in person or online (63%), which can apply to looking for a book in a store, library, online, or elsewhere. This is followed by books that are recommended by family or friends (61%).

Looking at how underrepresented readers discover books compared to well-represented readers, we find some notable differences. Well-represented readers seem to rely more heavily on traditional methods: finding titles by browsing, or through a recommendation by family or friends. Underrepresented readers tend to find books by following the author or series, or through film, TV, or radio adaptations of books.

How do readers discover books?

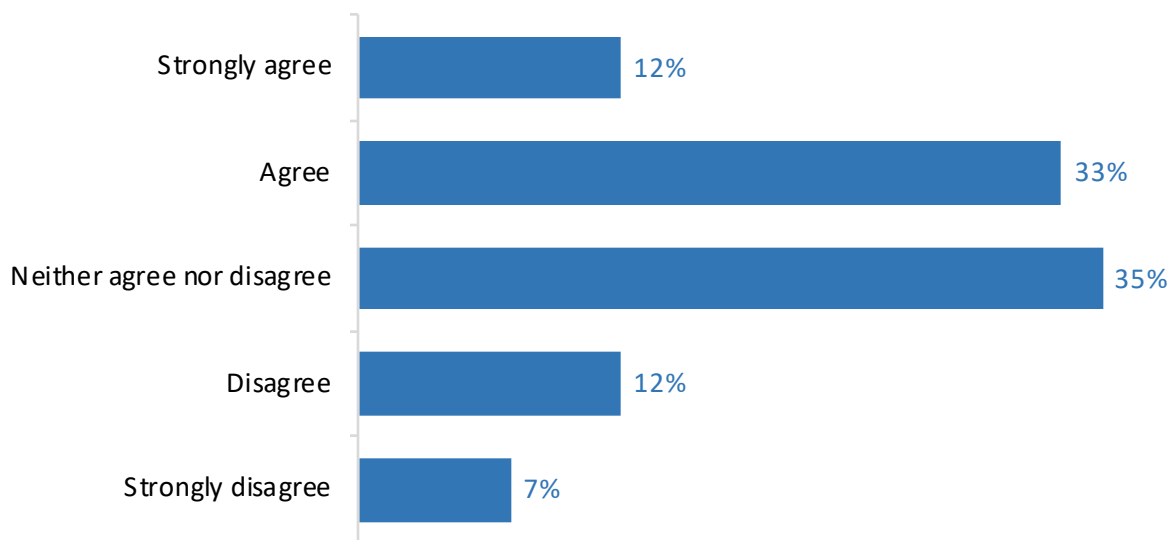


Question: How do you usually find out about the books you read or listen to? (Select all that apply.)

What are readers seeking out when they look for books to read or listen to? We specifically asked respondents if they seek out books that represent who they are or if they actively seek out books about diverse topics/experiences or by diverse authors.

It appears that readers are fairly evenly divided when it comes to seeking out books that represent who they are: 35% either “strongly agree” or “agree,” 34% “neither agree nor disagree,” and 31% either “disagree” or “strongly disagree.” When we break out underrepresented readers, we find that 45% either “strongly agree” or “agree” that they seek out books that represent who they are.

Underrepresented readers who seek out books that represent who they are

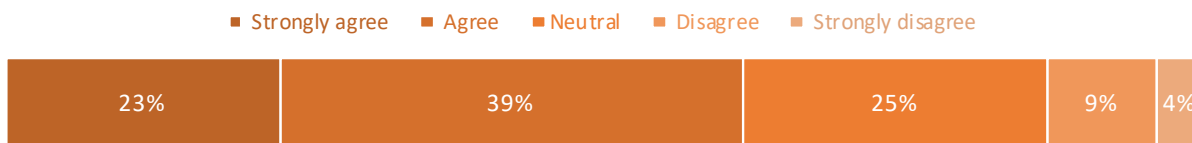


Question: How much do you agree or disagree with the following statements about the books that you seek out? I seek books that I feel represent who I am.

As the majority of respondents did not identify as being part of an underrepresented group, we also wanted to explicitly ask whether readers seek out diverse content. We found the scales tipping notably towards those who actively seek out diverse content, whether or not they identify as underrepresented.

62% of readers actively seek out books about diverse topics or experiences or by diverse authors. One quarter of readers are neutral and 12% either “disagree” or “strongly disagree.”

Do you seek out books about diverse topics/experiences or by underrepresented authors?



Question: How much do you agree or disagree with the following statements about the books that you seek out? I seek out books about diverse topics/experiences or by diverse authors.

When asked if it is difficult to find diverse books, 22% of all readers said that it is (6% strongly agreed) while the majority (40%) said they do not find it difficult to find diverse books.

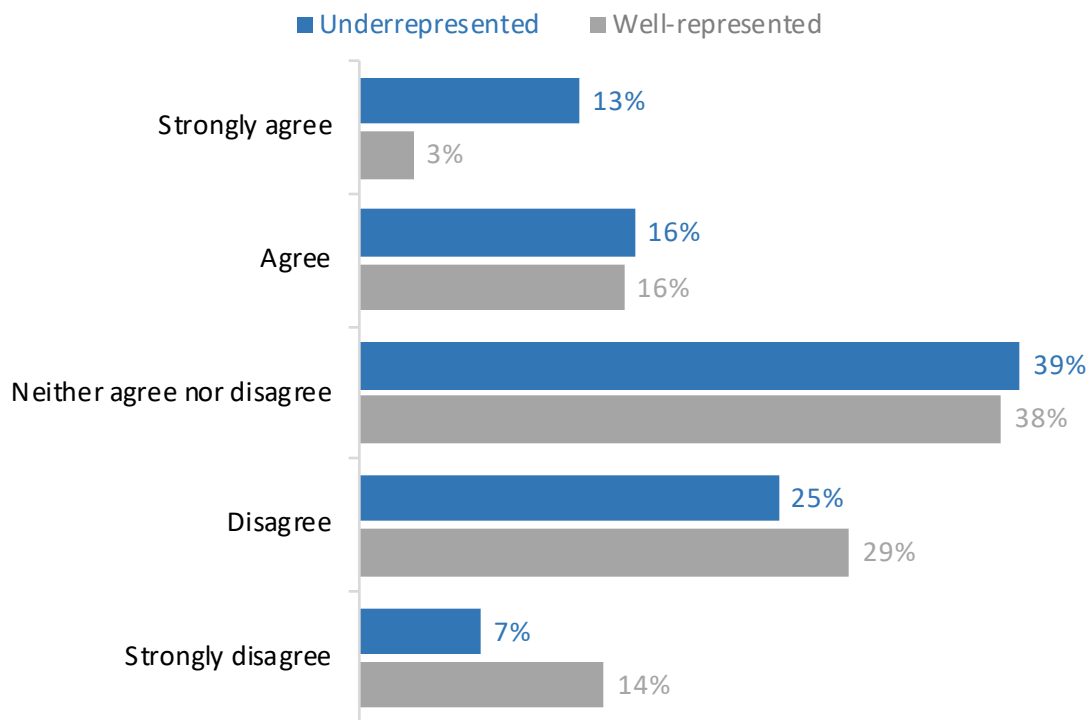
When we break this out by underrepresented and well-represented readers, we find that 13% of underrepresented readers “strongly agree” that it is difficult to find diverse content, compared with only 3% of well-represented readers.

Over the past several years, we have come across many reports of diverse content being very difficult to find.¹² It should also be noted that this survey was asked of adults, but one issue that has been highlighted in publishing and library communities is the difficulty of finding diverse juvenile books – i.e., books that feature diverse characters. Such challenges have led to the opening of bookstores such as the UK’s #ReadTheOnePercent, a store that only features books with black, Asian, or minority ethnic protagonists.¹³

¹² S., Govinnage. 2015. “I read books by only minority authors for a year. It showed me just how white our reading world is.”. The Washington Post. <https://www.washingtonpost.com/posteverything/wp/2015/04/24/i-only-read-books-by-minority-authors-for-a-year-it-showed-me-just-how-white-our-reading-world-is>. April 1, 2019

¹³ A., Flood. 2018. “‘Mum this is me!’: the pop-up bookshop that only sells diverse children’s books”. The Guardian. <https://www.theguardian.com/books/2018/dec/14/readtheonepercent-brixton-bookshop-knights-of>. April 1, 2019

Do you agree that it is difficult to find diverse books?

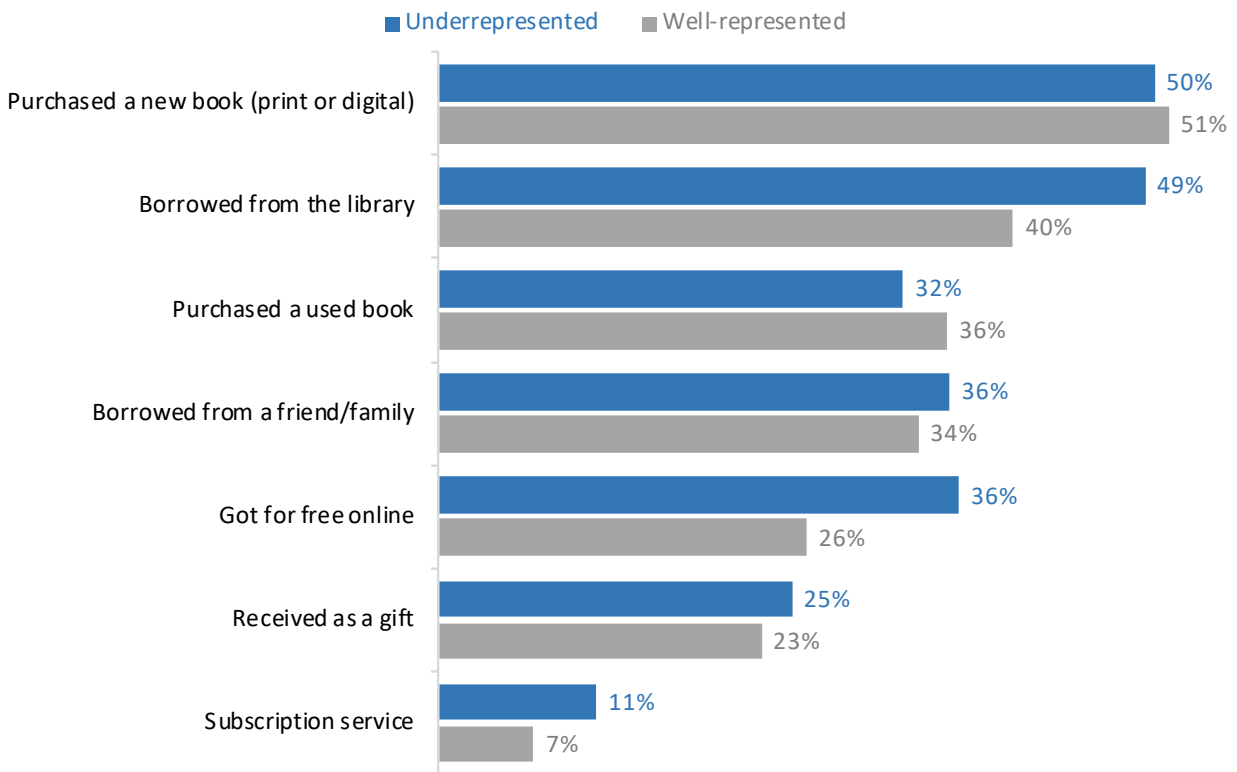


Question: How much do you agree or disagree with the following statements: I find it difficult to find diverse books.

Acquisition

Once a reader has discovered a book, how do they go about acquiring that book? More than half of all respondents (51%) purchased a new book (print or digital) in the prior month, either for themselves or for a gift; 43% borrowed one from the library; 35% purchased a used book; and 34% borrowed a book from a friend or relative. Readers were able to select all the ways they acquired books in the prior month, so percentages will not add up to 100%.

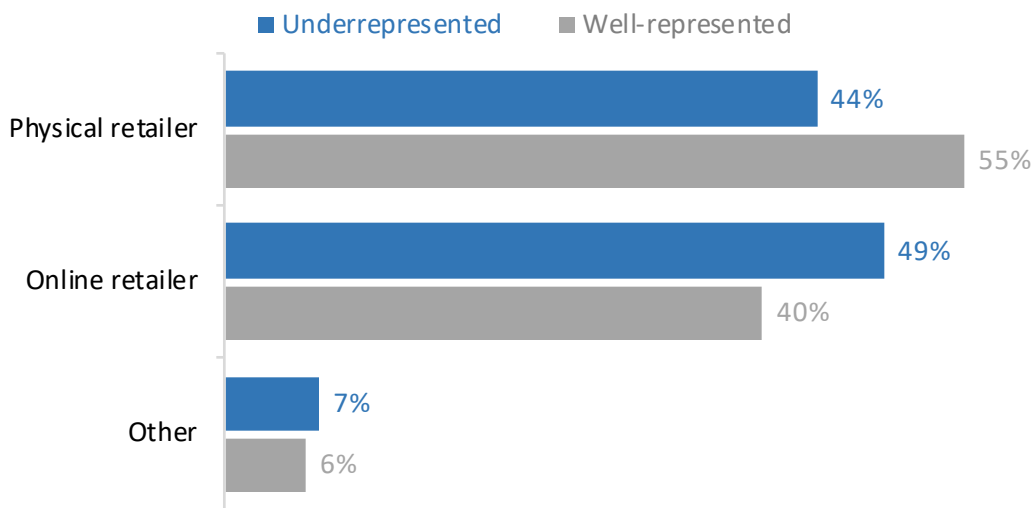
Ways books are acquired



Question: In which of the following ways have you obtained books in the last month, either for yourself or for a gift? (Select all that apply.)

When asked where book purchases were made in the prior month, both underrepresented and well-represented readers generally behave the same way, with a few exceptions: We find that underrepresented readers tend to access more digital content with a higher number of purchases from retailers such as Google Play, Kobo, Audiobooks.com, and Audible. As outlined above, underrepresented readers tend to consume more ebooks and audiobooks than well-represented readers.

Where books are purchased



Question: Where did you buy your books in the last month? (Select all that apply.)

Respondent feedback:

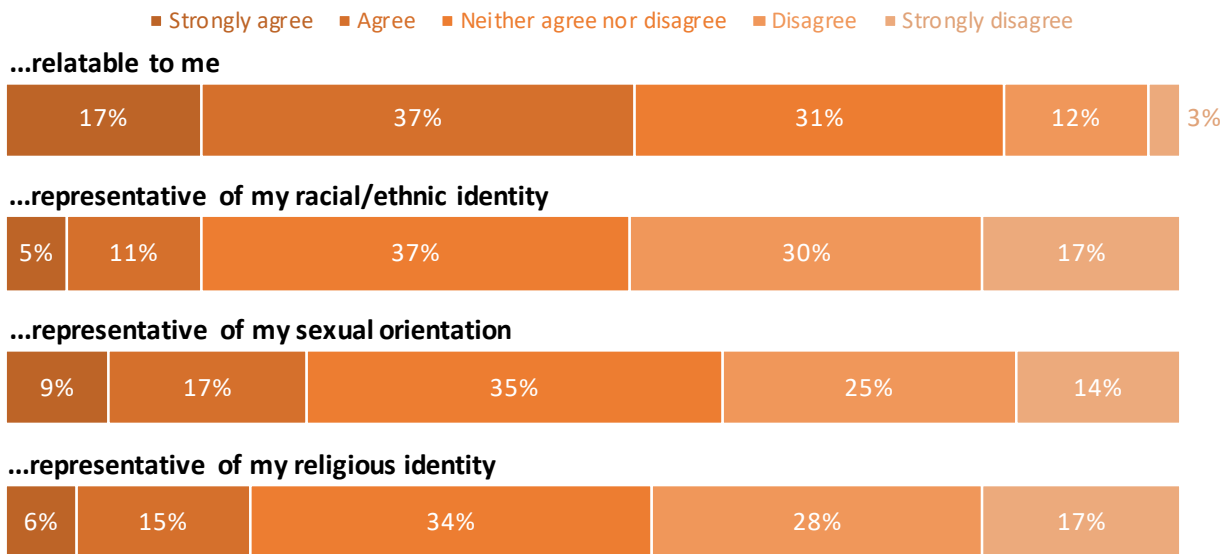
"I wish it was easier to find accurate book recommendations based on the books I like."

"I often use Goodreads to read reviews and explore new genres and then try to find them through the BC online library to download to my Kobo. I also listen to CBC often and check their booklists and programs."

Wishes & Benefits

We asked respondents if the books they want to read would be representative of who they are and more representative of others. Most readers agreed that they want to read books that are relatable to them, with 54% saying they “agree” or “strongly agree.” Breaking this out for underrepresented and well-represented respondents: we find that 19% of responses were positive and from underrepresented readers while 35% were positive and from well-represented readers. With underrepresented respondents making up just one-third of our panel, this indicates (perhaps unsurprisingly) great interest from these readers for relatable books.

The books readers want to read would be



Question: How much do you agree or disagree with the following statements about the books you want to read? The books I want to read would be: relatable to me, representative of my racial/ethnic identity, representative of my sexual orientation, representative of my religious identity.

We asked readers if they wished that the books they read represented more of who they are and, comparatively, if they want to read more of who others are. Our thinking is that readers often want to learn about the experience of others, regardless of whether the reader is underrepresented. We find that, in both cases, the majority of responses are neutral: 37% of underrepresented respondents either “strongly agreed” or “agreed” that they want to read books that represent more of who they are. This compares to 20% of well-represented respondents.

It is important to consider that diversity as we have defined it for the purposes of this study is only one aspect that may influence answers to this question. Representation can also encompass phases of life, socioeconomic status, or a wide variety of other attributes.

While 41% of underrepresented readers and 44% of well-represented readers said they “neither agreed nor disagreed” with the statement, “I wish that the books I read represented more of who other people are,” we did find a notable amount of positive responses: 44% of underrepresented and 35% of well-represented readers want to read books that represent more of who other people are.

Readers wish that the books they read represented More of who I am



More of who other people are



Question: How much do you agree or disagree with the following statements about the books that you seek out? I wish that the books I read represented: more of who I am, more of who other people are.

Respondent feedback:

“I find all books to be important, I don’t look to see if they are diverse.”

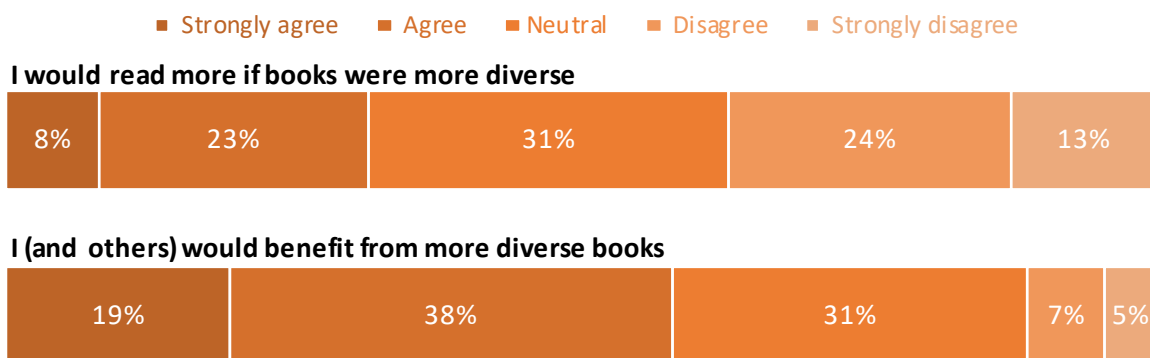
“Diverse books are important so that people feel recognized/validated and so that others from outside that group/identity can have a better understanding of what it’s like to live as a member of that group or with that identity. I think this would help lessen racism and homo/transphobia by increasing visibility.”

Looking to the Future

We asked respondents to think about what their book consumption might look like if they were able to access more diverse books. We found that 31% of all readers felt they would read more if this were the case, with 16% of those responses coming from underrepresented readers who “strongly agreed.”

More respondents (57%) agreed that they (and others) would benefit from more diverse books, compared to 12% of readers who disagreed that they and others would benefit.

Anticipation of Future Diverse Books



Question: How much do you agree or disagree with the following statements: I would read more if books were more diverse. I (and others) would benefit from more diverse books.

Respondent feedback:

“Diversity augments creativity in the way that it expands your mind’s limits and thoughts. Diverse books are just as important as a diverse menu at a restaurant, to try something new and exciting is a good option to have.”

“I really don’t believe diverse books are any more important than non-diverse books. All authors are skilled in their own way in my opinion so I just find the books which interests me on the topic I like rather than looking into the ethnicity of the author.”

What's Next?

So, what steps can we, as publishing and bookselling professionals, do to help make diverse books more accessible?

In February 2019, BookNet Canada published a blog post, “[Can metadata help discover diverse voices?](#)” by Chris Saynor, from the standards organization EDItEUR.¹⁴ In it, Chris explores the complications and opportunities involved in helping to make diverse books more discoverable through metadata and how Thema can help. EDItEUR has produced a briefing paper, [Diversity and Inclusivity in Thema v1.3](#),¹⁵ that looks at the latest version of Thema and how qualifier codes can help to increase awareness and inclusion of diverse books and authors.

“Qualifiers are used to add precision or nuance to a subject code – for example, a location, setting or milieu the book is set in, what style of music or what language the book is about, a group of people who feature in the book, or a group which might be particularly interested in reading it. The qualifiers provide not only nuance for a particular book, but also a bridge to related titles across a broader range of subjects.”¹⁶

Other resources that may help:

- BookNet Canada hosts an annual conference, Tech Forum, in which we include content relating to equity and inclusion in the book industry. Take a look at [past conferences](#) to find online content and videos.
- In November 2018, BookNet Canada [addressed](#) how keywords, Thema, BISACs, and other metadata used by publishers impact how readers find (or don't find) diverse books¹⁷.
- Want to see what keywords are being used on diverse books? BookNet Canada's handy [Biblio-o-matic Chrome extension](#) detects ISBNs while you're browsing the internet and pulls data from BiblioShare on things like pub date, keywords, cover images, list price, and more. [See how it works or try it out.](#)
- It can be tricky choosing which keywords will be most helpful in constructing the best metadata, but referring to the guidance outlined in [BISG's Best Practices for Keywords in Metadata](#) can be worth the extra bit of effort.

¹⁴ C., Saynor. 2019. “Can Metadata Help Discover Diverse Voices?”. BookNet Canada. <https://www.booknetcanada.ca/blog/2019/2/28/can-metadata-help-discover-diverse-voices>. April 1, 2019

^{15, 16} “Diversity and Inclusivity in Thema v1.3”. 2019. Editeur. <https://www.editeur.org/files/Thema/20180604%20Thema%20Diversity%20+%20inclusivity%20briefing%20v1.0.pdf>. April 1, 2019

¹⁷ T., Richardson. 2018. “Diversity in your data”. BookNet Canada. <https://www.booknetcanada.ca/blog/2018/11/30/diversity-in-your-data>. April 1, 2019

Respondent feedback:

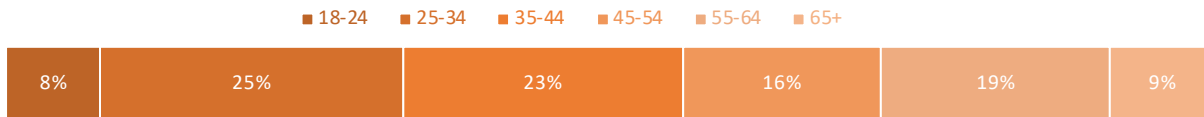
“Learning from the experiences of others who are different from ourselves increases our understanding and compassion for humanity and decreases our fear, hatred and bigotry.”

“The more diversity found in media (books, television, etc) the less people will feel that minorities are “different.” The more we normalise diversity, I feel that it may lessen people’s racial bias.”

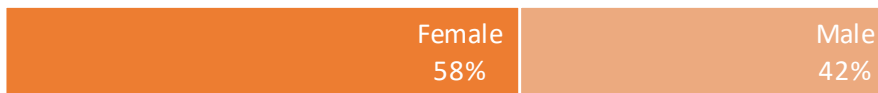
“Knowledge is power, the more we learn about different topics, the wiser we become.”

Appendix

Age

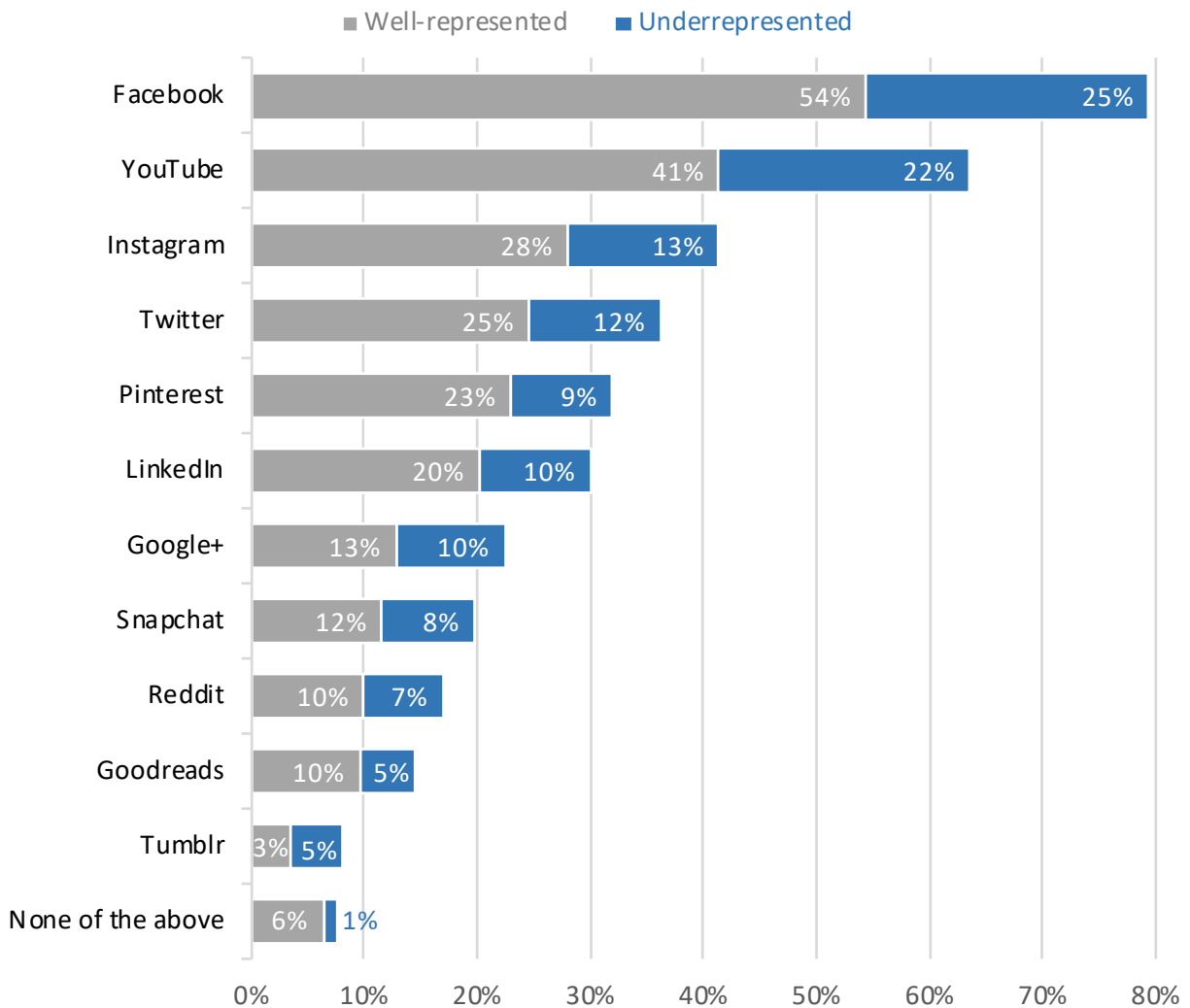


Gender identity



When it comes to social media use, likely to no one’s surprise, we find the five most used social media platforms among all respondents are Facebook (79%), YouTube (64%), Instagram (41%), Twitter (36%), and Pinterest (32%).

Social media use



Looking for More Research?

Has this report peaked your interest in finding more book stats? BookNet Canada has extensive research [available on our website](#), available for free and for purchase. Multi-user editions are available to be purchased for library use as well.

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, "the book industry's supply-chain nerve centre."