BNC RESEARCH

The Canadian Book Consumer 2013:

Book Purchases by Channel

January – December, 2013

06.2014

PREPARED BY BOOKNET CANADA STAFF

BOOKNET CANADA

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Methodology

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 ±3.1% at a 95% confidence interval. In other words, if the same size sample was 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 1,000 responses for the quarter.

INFORMATION COLLECTED

The questions in the survey 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.

The survey was comprised of five parts:

- **Part 1** focused on books that were purchased: how many, titles by ISBN, genre, format, and, if the book was an ebook, the primary device the book would be read on.
- **Part 2** focused on where the purchase was made, value for money, intentionality, and the reason a book was purchased from a particular store.
- **Part 3** was about awareness—how the respondent became aware of the book, the reason for purchase, and whether the book was a gift or purchased for a special occasion.
- **Part 4** looked at activities and how respondents spent their leisure time. The focus was a comparison of reading and other activities, both online and offline.
- Additionally, custom questions focusing on specific topics were asked each quarter. The topics covered include library use, behaviour around ebook reading, and the intent to purchase an e-reading device.

BookNet Canada is releasing a series of reports based on the data collected in 2013. This report focuses on book purchasing by channel. For more information on the other reports, please visit www.booknetcanada.ca/consumer-studies.

Introduction

BookNet Canada began conducting consumer research in 2012 to provide its stakeholders with valuable insights into Canadian book buyers. We released two reports based on the 2012 data—one focusing on the first six months of research and the other covering the full year—and then conducted the surveys again in 2013. We've broken the 2013 data into three reports, to drill down into reader profiles, purchases by channel, and digital sales and trends. Now that we have two full years of data, we can also look at trends across 2012 and 2013.

Consumer insight has become a priority of late: some publishers are restructuring departments according to reader niches and others are investing in community-building and engagement along consumer-centric verticals. As consumer research reveals more about Canadian tastes and buying patterns, these efforts will become more sophisticated and more widely adopted.

In this report, we look at how discovery channels impact buyers of different formats, in an effort to pinpoint what sorts of promotional efforts have the greatest impact on book buyers. We drill down extensively to find out if buyers of ebooks and print books are influenced differently by particular marketing and publicity initiatives, such as in-store displays, bestseller lists, or radio ads. And we investigate if purchases of certain book genres are more likely to be impulsive or planned.

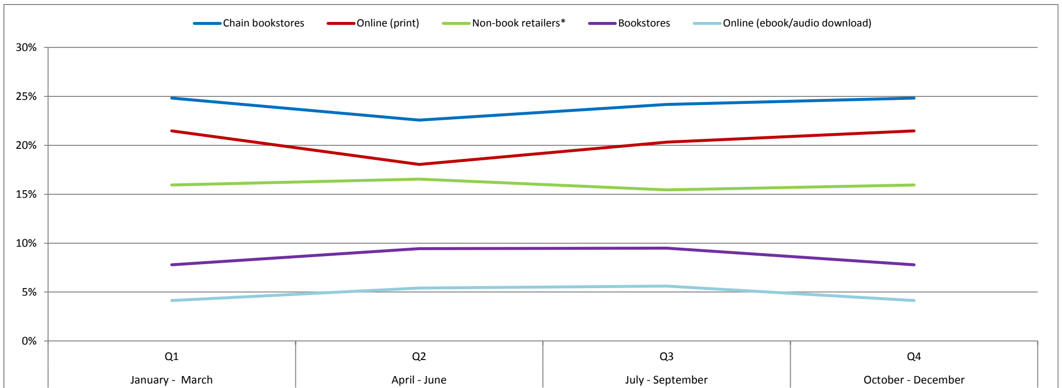
The book industry is becoming increasingly consumer-focused and data-driven, and comprehensive market research is a critical tool when making decisions about acquisitions, production, marketing, and distribution. By understanding the average reader demographics for specific genres and how Canadians are discovering and choosing titles—and by tracking which trends are holding steady and which are changing—we can reach readers more effectively, and encourage the growth of book reading in Canada.

Purchases by Channel

Online sales claimed
25%
of the market share
in 2013

Online sales continued to be strong in the market in 2013, similar to 2012. Online sales, including online purchases of print books and ebook or audio downloads, claimed 25% of the market share. Sales at chain bookstores dropped slightly in 2013, to approximately 24% of the market share. This is different from what we saw in 2012, when chain bookstores and non-book retailers were neck and neck for the top spot.

BOOK PURCHASES BY CHANNEL (ALL FORMATS)

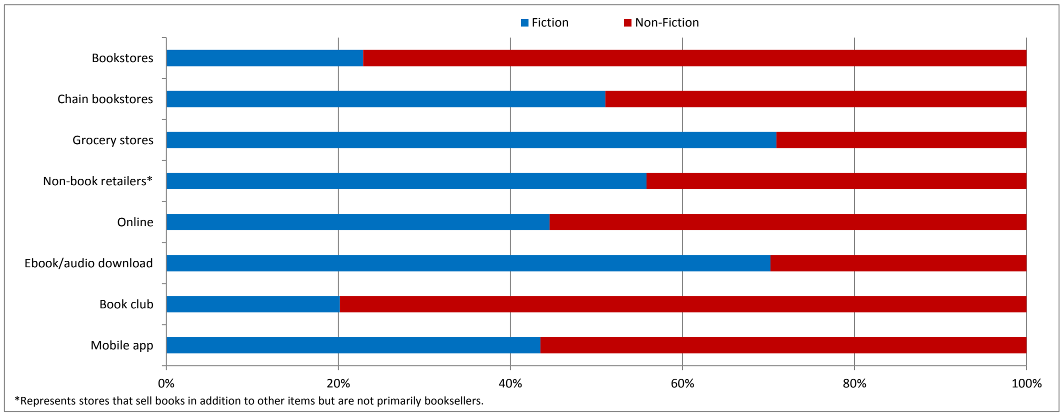


*Represents stores that sell books in addition to other items but are not primarily booksellers.

Question: Where did you purchase this book? If you don't see the exact match on this list, please select "Other" at the end of the list. (Q1 N=1,005, Q2 N=1,018, Q3 N=1,005, Q4 N=1,005)

As in 2012, titles downloaded from ebook or audio sites are nearly three times more likely to be fiction than non-fiction, while titles obtained using a mobile app are slightly more likely to be non-fiction (note that this sector represents significantly fewer unit sales).

BOOK PURCHASES BY GENRE (ALL FORMATS)



Question: Where did you purchase this book? If you don't see the exact match on this list, please select "Other" at the end of the list.
Crosstab question: Adult book category: Into which of the following categories does this book fall?
(N=8,313)

Generally, non-fiction sales grew in some channels, such as bookstores and mobile apps. And with some big holiday titles such as Bobby Orr's *Orr: My Story* and Chris Hadfield's *An Astronaut's Guide to Life on Earth*, the non-fiction category was strong as a whole for 2013.

Participants were given the opportunity to explain their preferences for different types of retailers, and regardless of whether they purchased online or in-person, convenience was the most prevalent reason for selecting a particular store. A convenient location ranked high across all types of bricks-and-mortar retailers. Convenience was also the most significant reason for making book purchases online or downloading ebooks or audiobooks. Pricing and special offers also played an important role.

When we look at the number of books from each genre that were purchased in a bookstore, Mystery/Detective titles come out on top, making up 9% of the total sales according to consumers. Online sales are similar, with the top category also being Mystery/Detective (12%), followed by General Fiction (8%). Respondents report purchasing Religion titles the most in chain bookstores (7%) and Fantasy titles in grocery stores (10%).

FACTORS IN CONSUMER PREFERENCE – PHYSICAL RETAILER OUTLETS

	Bookstores		Chain bookstores		Grocery stores		Non-book retailers*	
	2012	2013	2012	2013	2012	2013	2012	2013
Out of habit	10%	7%	12%	11%	9%	10%	6%	8%
It is conveniently located	18%	14%	27%	25%	23%	24%	17%	17%
Saw the book in an upfront display	9%	7%	9%	8%	13%	14%	11%	11%
Knowledgeable staff	9%	8%	10%	9%	5%	4%	3%	5%
Ease of purchase	15%	15%	18%	19%	13%	18%	20%	17%
I am a member of their frequent shopper/loyalty program	5%	4%	12%	16%	4%	4%	4%	3%
I like the selection of books they offer	12%	10%	27%	26%	11%	18%	18%	16%
They had a sale going on	6%	6%	10%	8%	13%	10%	10%	10%
Price/special offer	10%	11%	17%	14%	25%	21%	31%	25%
I was shopping here for other items anyway	12%	12%	15%	13%	43%	47%	37%	34%
Service	8%	5%	8%	7%	1%	3%	3%	5%
Other	9%	11%	11%	8%	6%	4%	11%	9%

*Represents stores that sell books in addition to other items but are not primarily booksellers.
Question: What are the reasons why you purchased this book at this store? Select all that apply.
(2012 N=5,437, 2013 N=6,152)

FACTORS IN CONSUMER PREFERENCE – ONLINE RETAILERS

	Online		Ebook/audio download	
	2012	2013	2012	2013
I trust this site	41%	44%	20%	35%
Site makes it easy to find what I need	29%	23%	20%	25%
Site makes it easy to order and purchase	36%	31%	30%	27%
Site has good delivery terms	29%	23%	4%	8%
Site runs good specials/offers	17%	14%	6%	10%
Provides good information about the books/genres	17%	12%	8%	17%
I like the selection of books they offer	33%	27%	23%	31%
They had a sale going on	13%	13%	10%	18%
They had free shipping	38%	31%	1%	6%
I had a gift card/gift certificate	21%	24%	15%	11%
I was shopping here for other items anyway	20%	15%	8%	13%
Service	16%	13%	5%	7%
Other	8%	5%	16%	9%

Question: What are the reasons why you purchased this book at this store? Select all that apply.
(2012 N=2,527, 2013 N=2,459)

Appendix B contains a detailed breakout of where purchases occurred by genre.

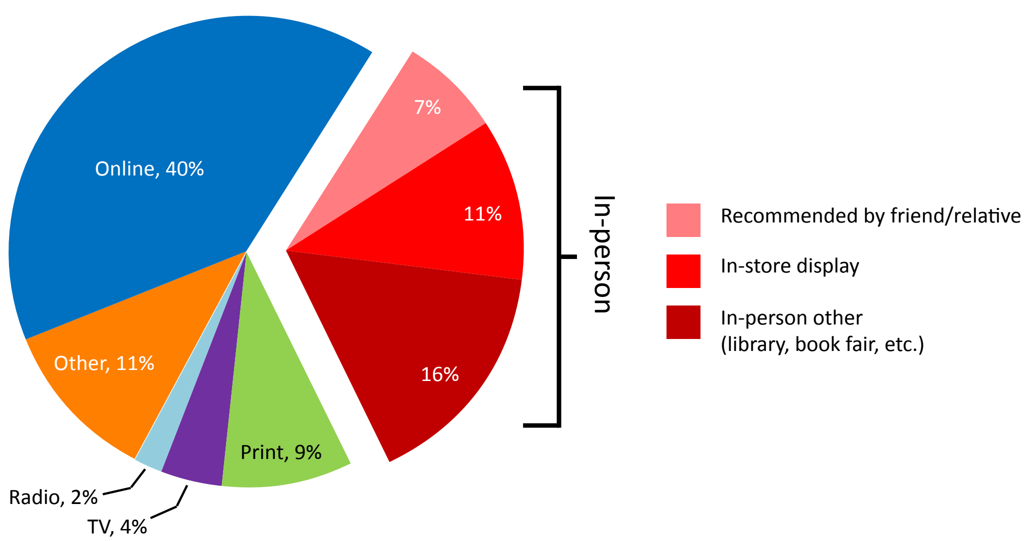
Awareness

40%
of book buyers discover their book online

Consumers usually come into contact with a book numerous times before deciding to make a purchase—recommendations from friends, shelf displays, social media—and many different media channels may come into play. In 2013, consumers indicated they came in contact with a book on average 1.4 times before buying it. Because promotional efforts are so pervasive, it may be difficult for users to pinpoint exactly which factors had the biggest impact on discoverability and the total number of points of contact prior to a purchase. Therefore, it is reasonable to assume that the touch points indicated were notable.

Buyers were asked to recall how they became aware of the book they had purchased, and were given the option to select multiple answers grouped under five different categories: print, online, television, radio, and in-person. 34% of book buyers reported finding out about the book they purchased in-person, which includes in-store displays, recommendations from a friend, or through their school or the library. 40% discovered their book online, and 9% first heard about the book through a print advertisement. A full table of awareness by media channel can be found in Appendix C.

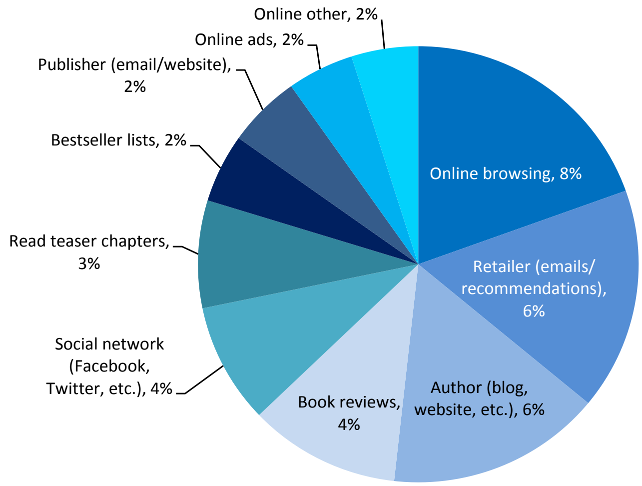
AWARENESS FACTORS FOR BOOKS PURCHASED



Question: How did you become aware of this book? Please select all that apply.
(N=9,157)

Many book buyers found out about the book they purchased through in-person interactions, with in-store display tables, shelving, and spinning racks at 11% and recommendations from friends and relatives at 7% overall. Bestseller lists are often a strong factor in discovery: 4% of our sample, down from 6% in 2012, first heard of their book through a print bestseller list.

AWARENESS FACTORS FOR BOOKS PURCHASED – ONLINE



Question: How did you become aware of this book? Please select all that apply.
(N=3,663)

Discoverability for print books is split between in-person (52%) and online (49%)

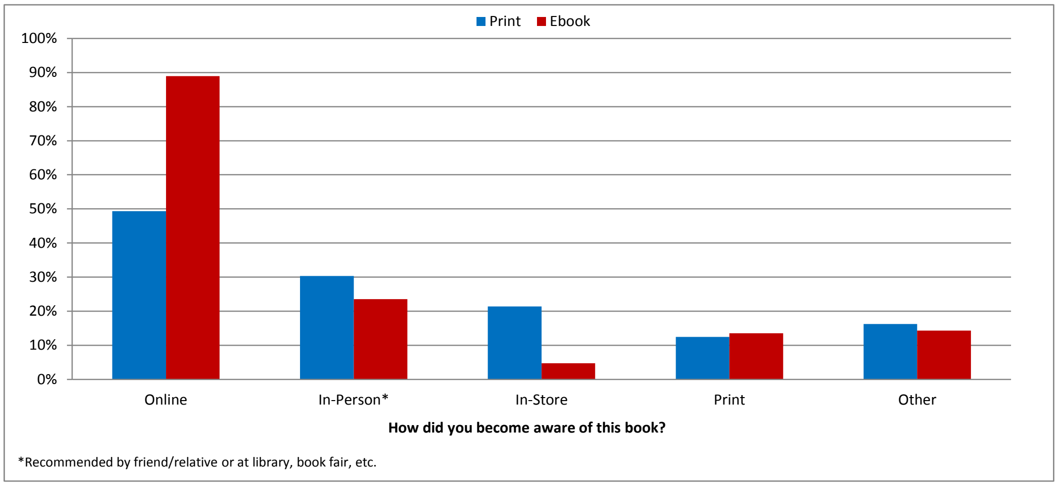
Online discovery, which is how the majority of the respondents found the book that they purchased, seems to centre on browsing (8%), retailer recommendations (6%), and author websites/blogs (6%). Paid advertisements were the least-reported online media discovery factor.

Not surprisingly, those who purchase ebooks are very likely to discover books online. 89% of people who purchase ebooks became aware of their book through online means, compared to 49% of print-format buyers.

In 2012, discoverability factors for print-format books showed fairly even distribution of awareness across all media channels; in 2013, however, we saw discoverability for print books split between in-person (52%) and online (49%) sources.

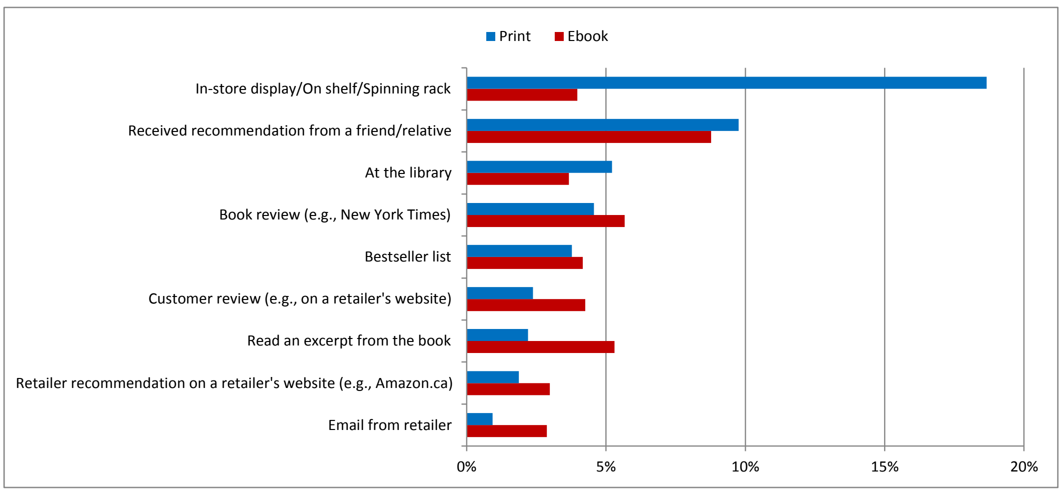
Note that the graph below outlines where a buyer found out about a book, but that does not necessarily mean this is the same channel where the book was purchased.

FACTORS IN BOOK DISCOVERY BY FORMAT



Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Please indicate the format of this book.
(N=9,157)

SELECT MEDIA CHANNELS BY FORMAT



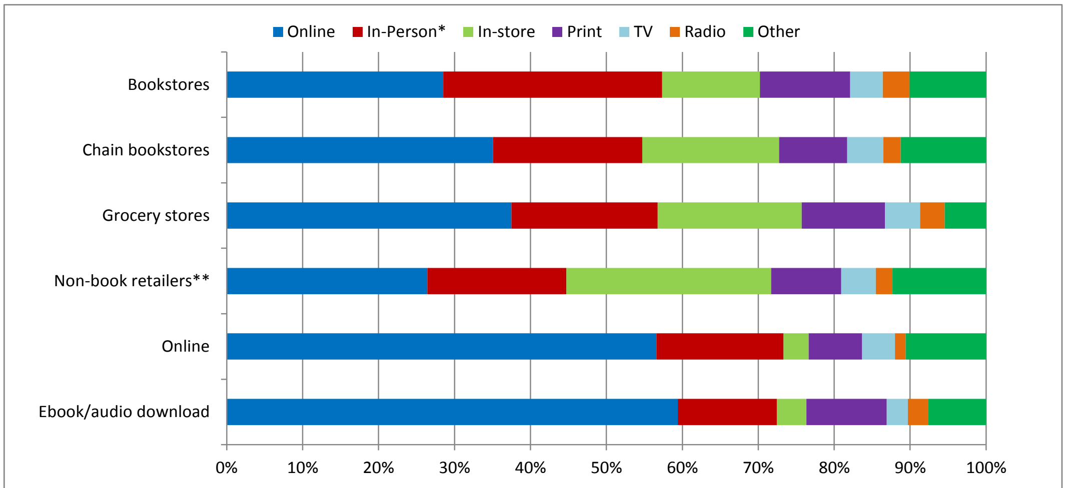
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Please indicate the format of this book.
(N=9,157)

In both 2012 and 2013, we found an extremely high correlation between online discovery and online purchase; similarly, there is a high correlation between discovering books in-person and ultimately purchasing books from a bricks-and-mortar retailer.

People who purchase a print book from an online retailer or download a book from an ebook or audio site are the most likely to have read a customer review, and these reviews rank higher as awareness factors than newspaper reviews (e.g., a book review from *The New York Times*). People who purchase their books from non-book retailers are significantly more likely to have become aware of books through in-person interactions.

The graph below looks at awareness by channel. We have broken out purchases for each channel and how buyers became aware of those purchases. For example, one point of interest is that for 6% of grocery store purchases, the buyer was made aware of that title through a radio broadcast, whereas for other channels, only about 3% of sales were attributed to radio.

AWARENESS FACTORS BY METHOD OF PURCHASE

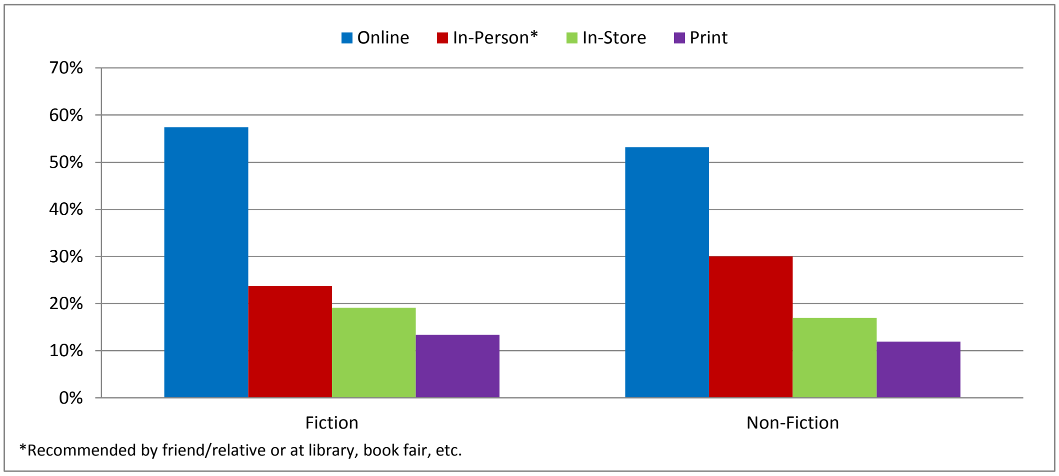


*Recommended by friend/relative or at library, book fair, etc.
**Represents stores that sell books in addition to other items but are not primarily booksellers.

Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Where did you purchase this book?
(N=9,411)

We again see a substantial increase in online awareness from 2012. In 2013, non-fiction titles seemed to be more influenced by in-person experiences than fiction titles and 52% of both fiction and non-fiction readers responded that they had discovered their books through online media, up from 26% in 2012.

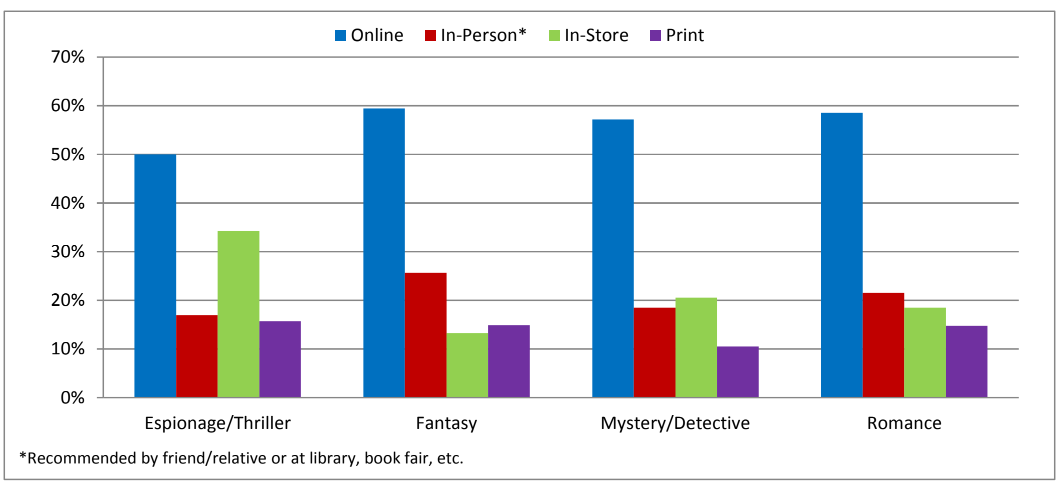
AWARENESS BY TOP-LEVEL SUBJECT



Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall?
(N=7,727)

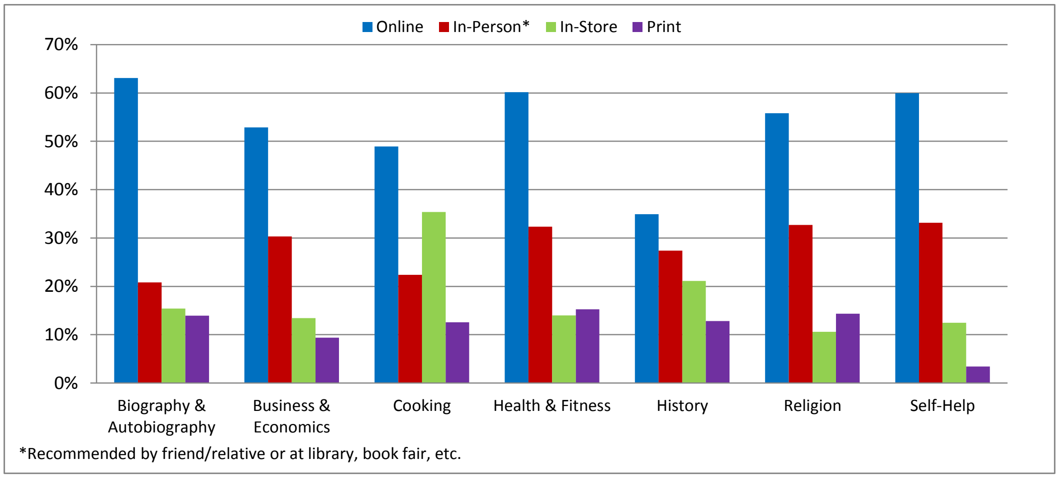
Reviewing some of the top fiction and non-fiction genres, we found that people often buy books through the same sorts of channels (physical or online) in which they discovered those books. For more on where books are purchased by genre, see Appendix B.

AWARENESS BY GENRE – FICTION



Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall?
(N=7,727)

AWARENESS BY GENRE – NON-FICTION



Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall?
(N=7,727)

Close to two-thirds of Biography & Autobiography readers (63%) and Health & Fitness readers (60%) found their books through online experiences, compared to just over a third of History readers (35%). 34% of Espionage/Thriller readers and 21% of Mystery/Detective readers were influenced by an in-store experience—since readers of these genres were likely to have planned out a specific time to buy a book, without having a specific title in mind, they were probably relying on store selection and merchandising to discover new or popular titles. The distinction between impulse and planned purchases is discussed at length in the following section.

Impulse vs. Planned Purchases

Impulse purchases occur most commonly at grocery stores and non-book retailers

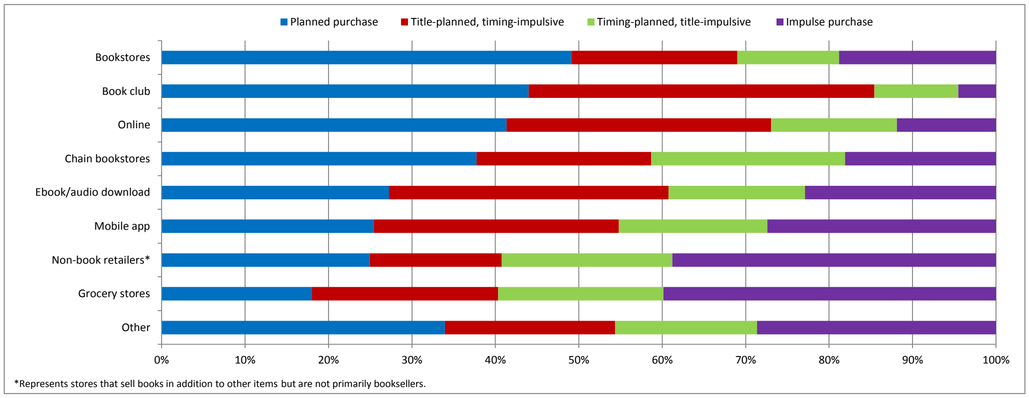
We now have a good idea of where people purchase their books and where purchases of specific genres tend to take place. But how much planning goes into book purchases?

We offered respondents four options to gauge their level of impulsiveness:

1. I had planned ahead to buy this specific book at this specific time. (*planned purchase*)
2. I had planned to buy this specific book, but not necessarily at that specific time. (*title-planned, timing-impulsive*)
3. I was planning to buy a book at that specific time, but had not planned to buy this specific book. (*timing-planned, title-impulsive*)
4. I was not planning to buy a book at that specific time; it was an impulse purchase. (*impulse purchase*)

Just like we saw in 2012, impulse purchases occurred most commonly at grocery stores and non-book retail outlets. This isn't surprising, given that few people head to the grocery store intending to make a book purchase.

IMPULSE VS. PLANNED PURCHASES BY CHANNEL



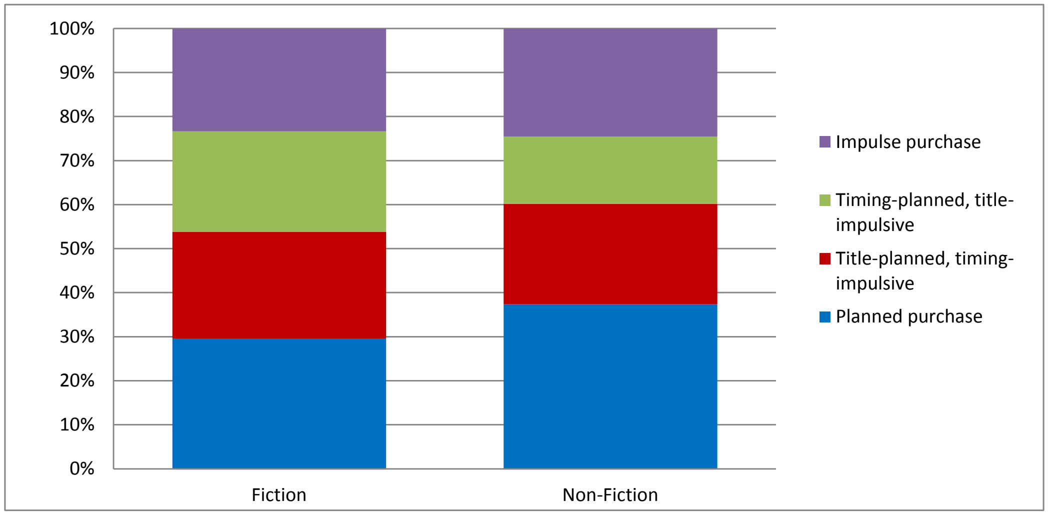
Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Where did you purchase this book?
(Q1 N=2,464, Q2 N=2,476, Q3 N=2,569, Q4 N=2,478)

49%
of book purchases at independent bookstores are entirely planned and purposeful

Perhaps not surprisingly, 49% of book purchases at independent bookstores were entirely planned and purposeful, which is up from 41% in 2012. Online purchases were also made with a high level of intent (41%). This is contrary to what you might expect, given how little time and effort these purchases require on the part of the consumer. Consumers who purchased books outside of traditional bookstores (grocery stores, non-book retailers, mobile apps, etc.) were much more impulsive.

Breaking this down into fiction and non-fiction purchases, we find that, on average, fiction titles are one-and-a-half times as likely to be timing-planned and title-impulsive as non-fiction purchases, while non-fiction purchases are 7% more likely than fiction titles to be completely planned. This is down from the 12% difference between completely planned fiction and non-fiction purchases in 2012.

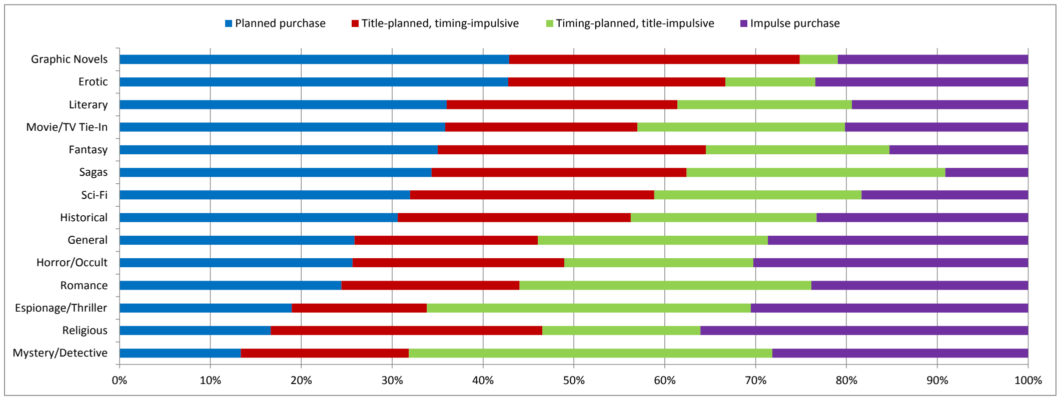
IMPULSE VS. PLANNED PURCHASES BY SUBJECT



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Adult book category: Into which of the following categories does this book fall?
(Q1 N=1,997, Q2 N=2,103, Q3 N=2,174, Q4 N=2,038)

Over half of the fiction genre purchases—including Science Fiction, Literary Fiction, Erotic Fiction, and Graphic Novels—were more likely to be completely planned than the overall average; in fact, of all of the genres we surveyed, Graphic Novels had the highest percentage of completely planned purchases (43%).

IMPULSE VS. PLANNED PURCHASES – FICTION

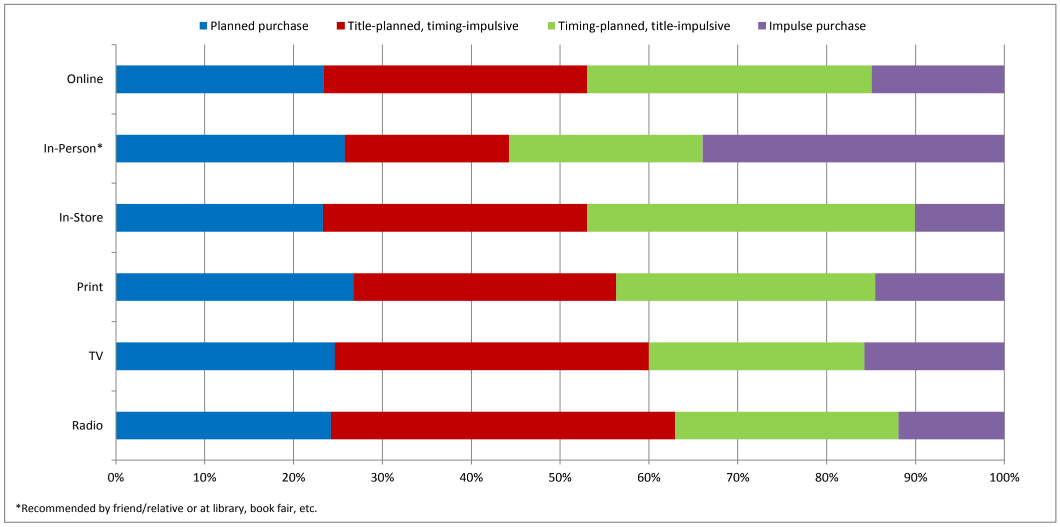


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Adult book category: Into which of the following categories does this book fall?
(Q1 N=1,997, Q2 N=2,103, Q3 N=2,174, Q4 N=2,038)

Of the top-level categories reviewed for this study, Espionage/Thriller and Mystery/Detective were the most common title-impulsive book purchases (a book purchase was planned but not this specific title). This is an increase from 2012, when completely impulsive purchases for these genres represented 31% and 28% of purchases, respectively, while title-impulsive purchases represented 36% and 40% respectively.

Buyers of non-fiction titles seem to lean from one extreme to the other, being both more impulsive and yet more likely to completely plan purchases when compared to fiction titles. Non-fiction genres where the majority of purchases are completely impulsive are Photography (34%), Health & Fitness (35%), Cooking (40%), Poetry (48%), and Crafts & Hobbies (55%). The non-fiction genres that exhibit the highest percentages of planned purchases are Antiques & Collectables (52%), Science (54%), Psychology (55%), and Textbooks/Study Aids (70%). In 2012, Games titles were listed as one of the most completely impulsively purchased genres (42%). However, this genre seems to have fallen into the opposite category in 2013, exhibiting a higher percentage of planned purchases (51%).

AWARENESS – IMPULSE VS. PLANNED PURCHASES

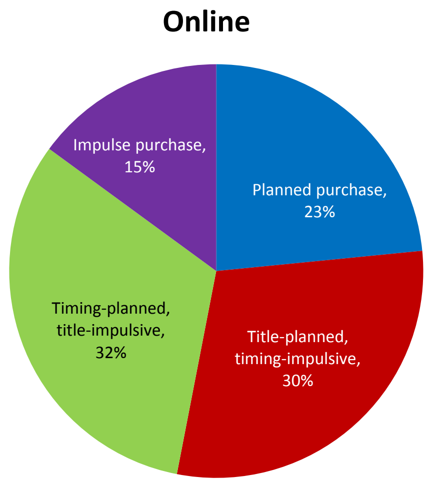


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: How did you become aware of this book? Please select all that apply.
(N=8,105)

The graph above looks at a comparison between awareness (how the buyer found out about the book) and whether the ultimate purchase was planned or impulsive. Not surprisingly, we found that if a consumer became aware of a book when they were away from where they could purchase it, they were more likely to plan their purchase. Likewise, if they became aware of the book in a place that they could purchase it, they were more likely to make an impulsive purchase. Over half of consumers who became aware of the book in-person made their purchase impulsively.

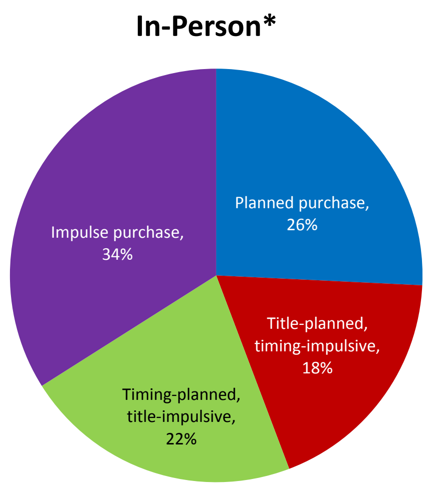
We have broken out the data for the categories that represent the most common touch-points—online, in-person and in-store—in order to show better representation awareness.

ONLINE AWARENESS – IMPULSE VS. PLANNED



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: How did you become aware of this book? Please select all that apply.
(N=3,242)

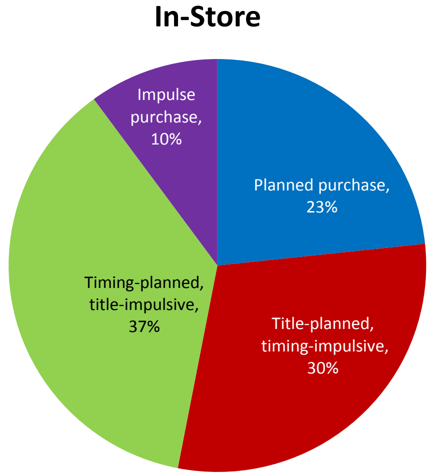
IN-PERSON AWARENESS – IMPULSE VS. PLANNED



*Recommended by friend/relative or at library, book fair, etc.

Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: How did you become aware of this book? Please select all that apply.
(N=1,864)

IN-STORE AWARENESS – IMPULSE VS. PLANNED

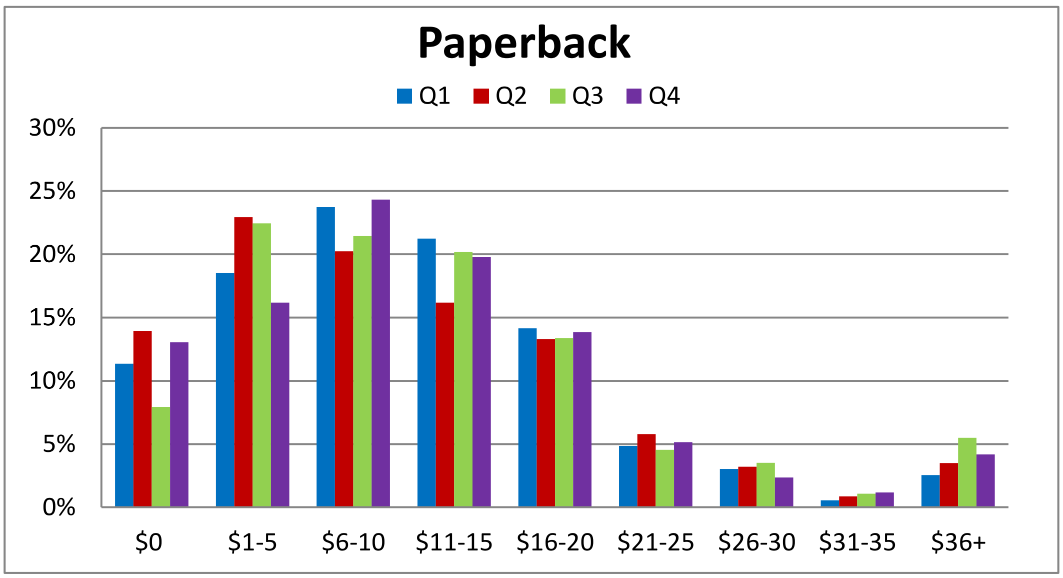


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: How did you become aware of this book? Please select all that apply.
(N=892)

Price Paid

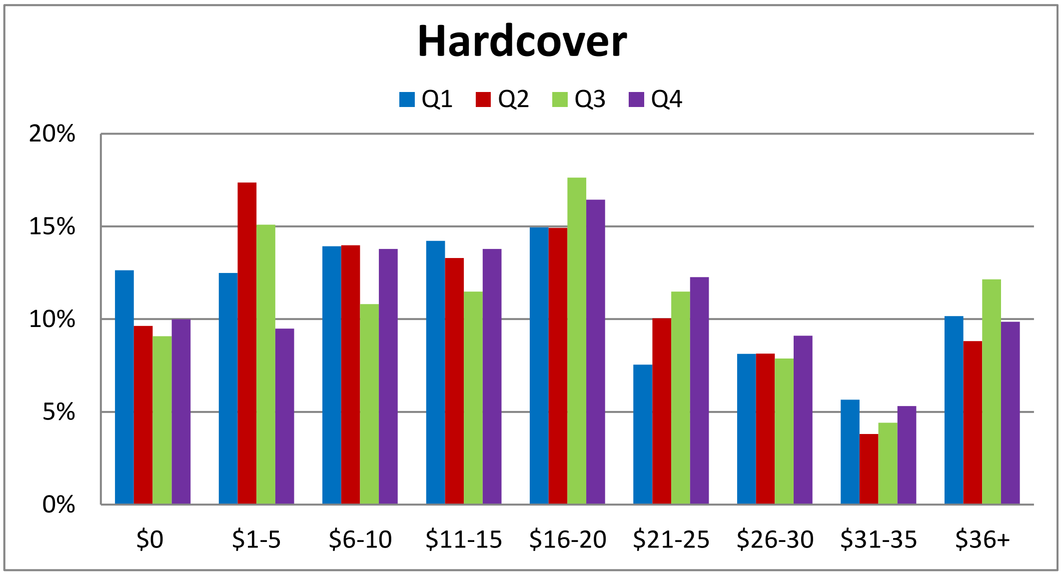
In Q3, consumers paid the highest average price per book in all formats, with the exception of ebooks. Not surprisingly, Q3 also had the lowest reported frequency of purchasing books on sale or at a discounted price. On average, 70% of people paid full price for their books in 2013, which is up from 66% in 2012. However, this could be because more consumers are purchasing books online and view the online price (which is often heavily discounted) as "full price" because it's not marked as "on sale."

PRICE PAID – PAPERBACK



Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.
Crosstab question: Please indicate the format of this book. Please select one.
(Q1 N=1,648, Q2 N=1,626, Q3 N=1,675, Q4 N=1,533)

PRICE PAID – HARDCOVER

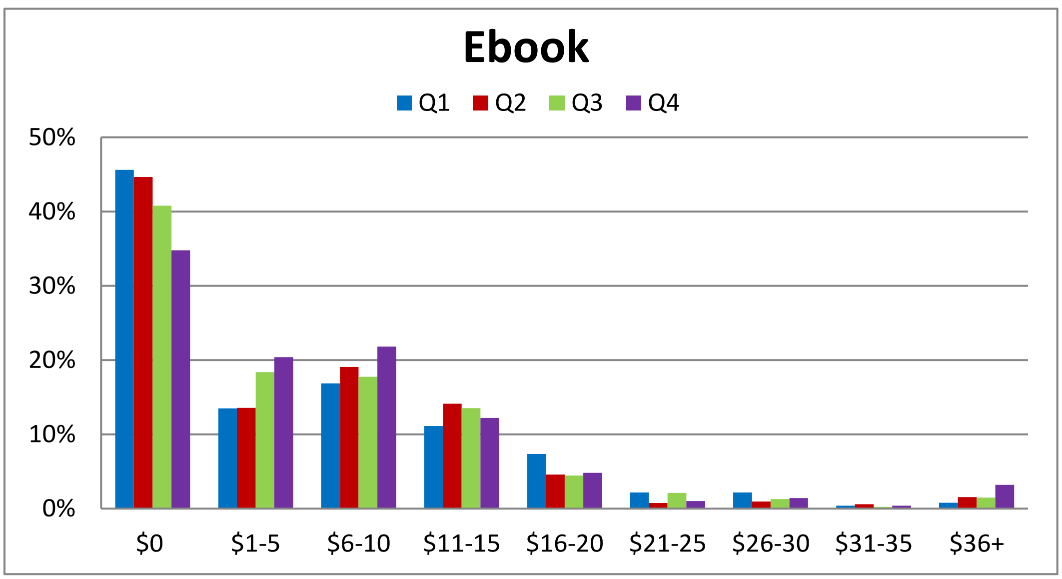


Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.

Crosstab question: Please indicate the format of this book. Please select one.

(Q1 N=689, Q2 N=737, Q3 N=749, Q4 N=791)

PRICE PAID – EBOOK

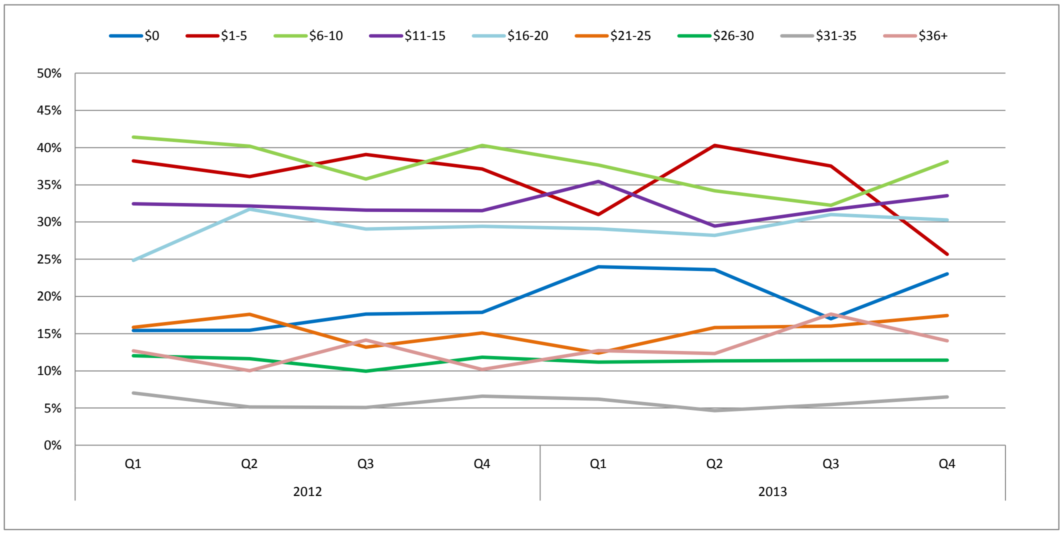


Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.

Crosstab question: Please indicate the format of this book. Please select one.

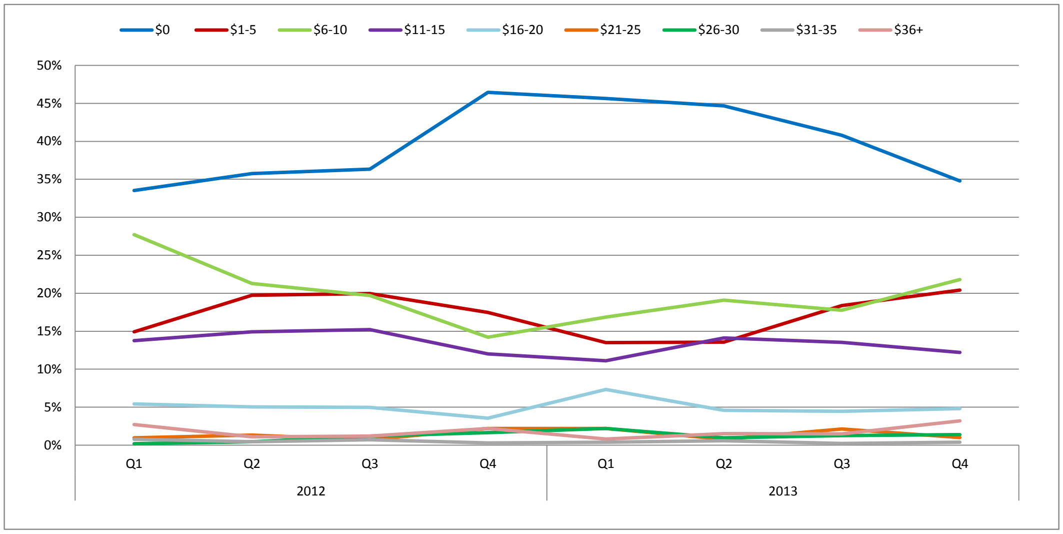
(Q1 N=504, Q2 N=737, Q3 N=473, Q4 N=500)

PRICE PAID BY FORMAT – PRINT



Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.
Crosstab question: Please indicate the format of this book. Please select one.
(2012 Q1 N=2,310, Q2 N=2,481, Q3 N=2,444, Q4 N=2,366; 2013 Q1 N=2,337, Q2 N=2,363, Q3 N=2,424, Q4 N=2,324)

PRICE PAID BY FORMAT – DIGITAL

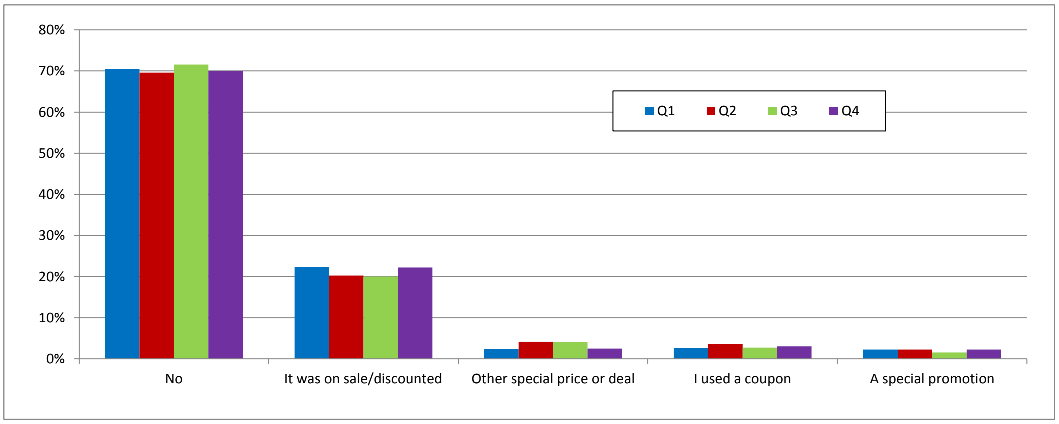


Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.
Crosstab question: Please indicate the format of this book. Please select one.
(2012 Q1 N=516, Q2 N=456, Q3 N=421, Q4 N=366; 2013 Q1 N=504, Q2 N=737, Q3 N=473, Q4 N=500)

30%
of consumers paid a discounted or special price on the book they purchased

On average, 30% of consumers paid a discounted or special price on the book they purchased. 21% responded that the title they purchased was discounted, while the rest used a coupon or some other type of special promotion (2-for-1, rewards card, etc.). More on price tolerance can be found in a separate report, *In-Depth Reader Profiles.*

DISCOUNTS AND SPECIAL PRICES



Question: Did you pay a special price for this book? Please select one.
(Q1 N=2,021, Q2 N=2,030, Q3 N=2,000, Q4 N=2,054)

Appendix D includes graphs that break out price paid by format for hardcover, paperback, and ebook. More on ebook pricing can be found in a separate report, *Digital Sales and Trends.*

Conclusion

In 2012, traditional discovery channels reigned supreme among the ways consumers discovered the books they bought. However, while many readers still say they discovered their books in-person and through word-of-mouth, online discovery methods dominated in 2013, and not only when it came to ebooks.

Bestseller lists have declined in influence in the purchase of print books and ebooks. It should be noted that bestselling books often have the extra advantage of being generously discounted, which further aids conversion for those titles. However, with 70% of consumers stating that they did not receive a discount on the book they purchased, perhaps it is low original prices that are of more interest than deep discounts.

How a shopper decides to buy a book varies according to the stores they frequent and the kinds of books they purchase. Planned purchases occur more often in bookstores (49% for independents), and impulse buys are made more frequently at non-book retailers. Fiction titles are more likely to be purchased impulsively than non-fiction, which has implications for packaging, merchandising, and promotional planning.

Regardless of the book's format, we're seeing a clear trend towards convenience. Choices such as visiting an independent bookstore because they stock the titles you want, or purchasing ebooks because they give you immediate access, point to consumers who are not only looking to save money, but time as well. We'll be keeping a close eye on how consumers' affinity for convenience impacts discovery channels over time. Impulse purchases make the job of competing publishers more difficult, and make market research all the more critical.

APPENDIX A – ANNUAL MARKET SNAPSHOT

In 2013, the Canadian trade market for print books experienced a rise and plateau. This is not unexpected, as ebooks continue to gain popularity among readers. According to BookNet Canada's market research, approximately 17% of books purchased in 2013 were ebooks.

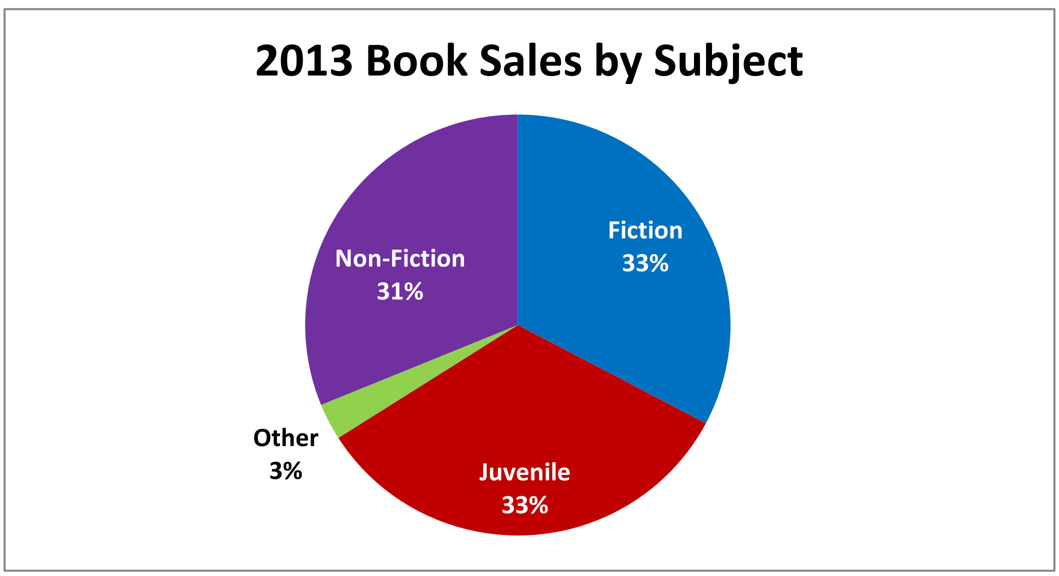
Below is the size of the Canadian book market in 2013, according to the tracking of print books done by BNC SalesData.

Volume (Units Sold)	Value (C$)
52,793,959	$950,452,722.03

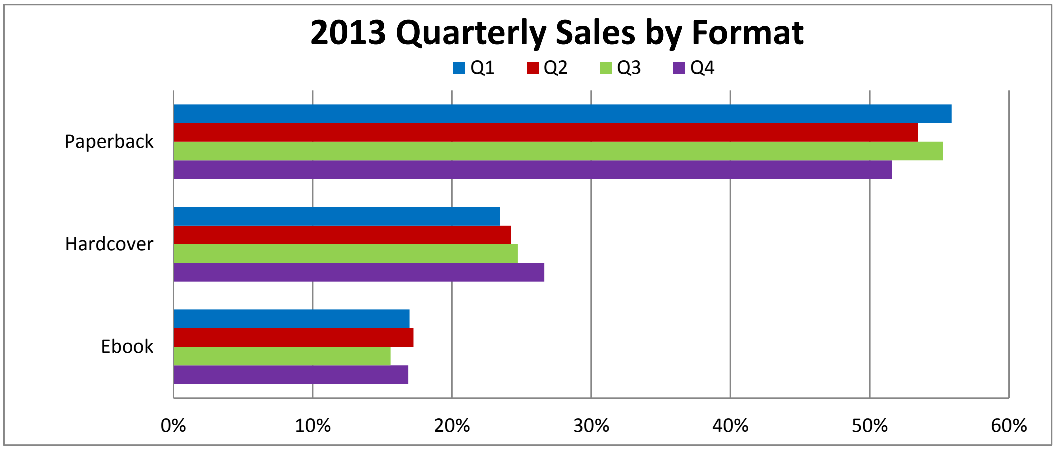
According to our analysis of the control group of retail panelists, the trade print market saw similar dips in volume and value.

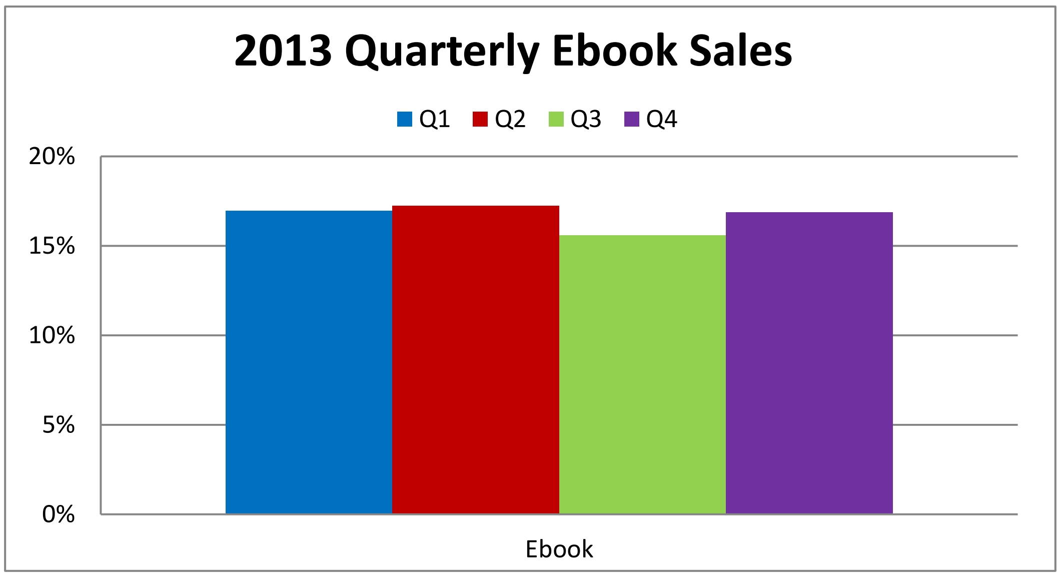
Volume	Value
39,439,606	$711,239,160.91

Here is how the Canadian market breaks down across major subject categories:



According to BookNet Canada's consumer research, ebook sales in 2013 were highest in Q2, but remained fairly flat over the course of the year.





For more information on print market size and trends, purchase the most recent edition of *The Canadian Book Market*, a comprehensive guide to the Canadian print market. BookNet Canada produces this annual report as part of our commitment to informing and empowering members of the Canadian book industry supply chain to thrive, innovate, and compete. The report is compiled using data from BNC SalesData, BookNet's national sales tracking service that collects POS data from over 2,000 retail outlets across the country—an estimated print market coverage of 85%.

APPENDIX B – WHERE BOOKS ARE PURCHASED BY GENRE

	Bookstores	Chain Bookstores	Grocery Stores	Non-Book Retailers	Online	Ebook/ Audio Download	Book Club	Mobile App	Used Bookstore	Other
Average (all genres)	8.1%	24.8%	2.5%	14.4%	21.1%	5.1%	1.0%	1.7%	13.0%	8.4%
Antiques & Collectibles	37.4%	6.0%	0.0%	7.2%	6.8%	3.7%	12.5%	1.9%	17.6%	6.9%
Architecture	25.6%	6.7%	0.0%	1.2%	26.7%	4.3%	7.4%	8.3%	13.0%	6.7%
Art	18.5%	18.3%	1.5%	15.7%	20.0%	5.5%	6.0%	1.1%	4.1%	9.3%
Biography & Autobiography	3.2%	36.7%	1.4%	12.2%	23.1%	3.8%	0.7%	3.7%	8.1%	7.1%
Body, Mind & Spirit	11.8%	23.4%	1.4%	19.0%	22.3%	2.3%	2.4%	2.1%	5.5%	9.8%
Business & Economics	14.0%	37.3%	0.0%	7.1%	23.9%	1.7%	2.3%	0.6%	6.1%	6.9%
Comics & Graphic Novels (e.g., Manga)	9.6%	38.4%	0.0%	0.0%	27.0%	4.4%	0.0%	1.3%	12.1%	7.1%
Computers	9.8%	17.9%	0.0%	6.2%	39.5%	8.5%	1.1%	0.0%	9.0%	8.0%
Cooking	6.4%	20.6%	4.7%	23.2%	25.9%	1.8%	0.3%	2.2%	8.5%	6.5%
Crafts & Hobbies	2.9%	18.3%	2.1%	16.0%	31.5%	0.0%	4.2%	0.0%	12.7%	12.3%
Drama	11.8%	25.5%	1.9%	16.8%	16.1%	6.3%	0.9%	2.4%	12.9%	5.5%
Education	22.9%	13.5%	0.7%	6.5%	27.1%	2.5%	0.7%	1.5%	7.4%	17.2%
Family & Relationships	4.7%	30.5%	1.2%	15.5%	25.2%	3.5%	0.0%	0.0%	10.7%	8.7%
Fiction - Erotic	4.1%	24.3%	2.3%	21.4%	20.2%	10.3%	1.0%	4.3%	5.9%	6.0%
Fiction - Espionage/Thriller	3.1%	28.5%	3.8%	19.5%	7.3%	6.2%	0.0%	0.7%	25.5%	5.2%
Fiction - Fantasy	2.7%	34.5%	1.8%	13.5%	20.8%	6.9%	0.5%	1.3%	10.4%	7.7%
Fiction - General	5.2%	26.9%	2.0%	16.3%	18.0%	5.8%	0.2%	2.0%	18.1%	5.4%
Fiction - Historical	3.7%	26.1%	3.6%	11.7%	23.4%	5.8%	2.2%	0.8%	13.2%	9.4%
Fiction - Horror/Occult	4.3%	26.0%	5.0%	18.6%	19.1%	5.7%	0.0%	1.9%	16.8%	2.6%
Fiction - Literary	6.3%	40.7%	0.0%	6.6%	19.9%	5.2%	0.6%	0.0%	16.5%	4.2%
Fiction - Movie/TV Tie-In	3.6%	25.4%	6.8%	16.4%	24.4%	3.1%	1.8%	0.0%	11.1%	7.5%
Fiction - Mystery/Detective	1.5%	20.2%	6.5%	18.4%	16.6%	7.6%	0.2%	1.2%	21.4%	6.4%
Fiction - Religious	21.8%	10.3%	0.0%	16.5%	8.7%	10.6%	0.0%	3.1%	15.7%	13.4%
Fiction - Romance	4.0%	19.4%	3.6%	17.8%	17.3%	11.3%	0.2%	1.0%	17.2%	8.2%
Fiction - Sagas	1.5%	6.5%	0.0%	18.5%	46.8%	4.7%	0.0%	1.5%	14.2%	6.4%
Fiction - Sci-Fi	3.1%	23.8%	2.8%	12.4%	29.8%	5.7%	0.8%	4.0%	10.4%	7.3%
Foreign Language Study	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Games	2.1%	21.5%	0.0%	20.8%	37.5%	0.0%	0.0%	0.0%	5.6%	12.5%
Gardening	8.3%	23.3%	4.2%	29.2%	7.5%	0.0%	0.0%	8.3%	5.0%	14.2%
Health & Fitness/Diet	6.3%	22.1%	2.7%	9.6%	28.2%	1.4%	1.5%	1.0%	7.8%	19.4%
History	12.3%	28.5%	0.8%	10.3%	19.5%	1.7%	2.1%	0.0%	16.6%	8.2%
House & Home	1.9%	26.3%	6.3%	20.5%	16.5%	4.2%	1.9%	0.0%	6.1%	16.3%
Humor	2.9%	29.2%	5.0%	23.3%	23.6%	6.0%	0.7%	0.5%	5.5%	3.3%
Juvenile - Fiction	14.6%	27.1%	0.0%	19.4%	11.8%	20.8%	6.3%	0.0%	0.0%	0.0%
Juvenile - Non-Fiction	8.3%	25.0%	0.0%	5.0%	15.0%	0.0%	13.3%	25.0%	8.3%	0.0%

APPENDIX B – WHERE BOOKS ARE PURCHASED BY GENRE (CONTINUED)

	Bookstores	Chain Bookstores	Grocery Stores	Non-Book Retailers	Online	Ebook/ Audio Download	Book Club	Mobile App	Used Bookstore	Other
Language Arts & Disciplines	30.0%	14.5%	0.0%	7.3%	14.1%	0.0%	2.3%	0.0%	15.0%	16.8%
Law	29.0%	11.3%	0.0%	22.9%	3.1%	0.0%	8.3%	6.3%	14.2%	5.0%
Literary Collections/ Criticisms	4.2%	50.0%	0.0%	8.3%	26.0%	0.0%	0.0%	4.2%	4.2%	3.1%
Mathematics	37.0%	10.7%	0.0%	13.4%	17.0%	0.0%	0.0%	5.0%	6.3%	10.7%
Medical	22.0%	19.7%	0.0%	9.1%	26.8%	0.0%	1.6%	3.1%	10.0%	7.7%
Music/Musical Instruments	23.0%	28.6%	0.0%	5.4%	17.1%	3.1%	0.0%	3.1%	14.8%	4.9%
Nature/Animals	5.8%	17.7%	0.0%	15.9%	37.7%	1.6%	3.3%	4.2%	5.4%	8.5%
Performing Arts	25.0%	15.0%	0.0%	8.3%	37.1%	0.0%	0.0%	0.0%	6.3%	8.3%
Philosophy	15.4%	19.8%	0.0%	21.2%	11.5%	3.3%	1.1%	0.0%	17.7%	9.9%
Photography	9.2%	19.9%	0.0%	14.7%	40.1%	0.0%	0.0%	0.0%	9.2%	6.9%
Poetry	0.0%	20.8%	8.3%	6.3%	18.8%	0.0%	6.3%	8.3%	6.3%	25.0%
Political Science	11.4%	28.6%	0.0%	11.5%	38.9%	1.8%	0.0%	5.9%	1.9%	0.0%
Psychology	14.8%	19.4%	0.0%	17.9%	31.7%	3.4%	1.0%	3.3%	4.2%	4.3%
Reference	11.5%	18.9%	0.0%	9.8%	20.5%	3.8%	0.0%	0.0%	14.7%	20.8%
Religion	27.8%	18.1%	0.4%	9.8%	14.2%	4.6%	0.6%	1.0%	8.7%	14.7%
Science	21.3%	27.6%	1.4%	9.8%	10.7%	1.4%	4.3%	1.4%	5.9%	16.2%
Self-Help	7.3%	32.9%	1.0%	9.1%	29.2%	2.0%	0.6%	4.2%	8.1%	5.5%
Social Science	16.3%	18.0%	0.0%	14.0%	29.8%	5.0%	1.3%	0.0%	8.8%	6.9%
Sports & Recreation	2.6%	38.5%	1.0%	12.3%	22.3%	2.0%	0.0%	1.6%	14.4%	5.3%
Technology	11.7%	7.5%	0.0%	10.8%	46.7%	2.5%	0.0%	0.0%	0.0%	20.8%
Textbooks/Study Aids	39.3%	3.4%	1.1%	3.6%	32.6%	0.0%	0.0%	4.3%	4.4%	11.3%
Transportation	8.3%	8.3%	0.0%	0.0%	23.3%	25.0%	5.0%	0.0%	0.0%	5.0%
Travel	4.2%	30.8%	0.0%	21.0%	19.5%	1.3%	0.0%	3.0%	17.3%	2.9%
True Crime	5.4%	15.4%	2.7%	22.0%	24.4%	5.6%	1.1%	5.5%	13.5%	4.3%
Other Genre	5.8%	23.0%	1.3%	14.6%	15.1%	3.5%	0.4%	1.1%	13.5%	21.7%

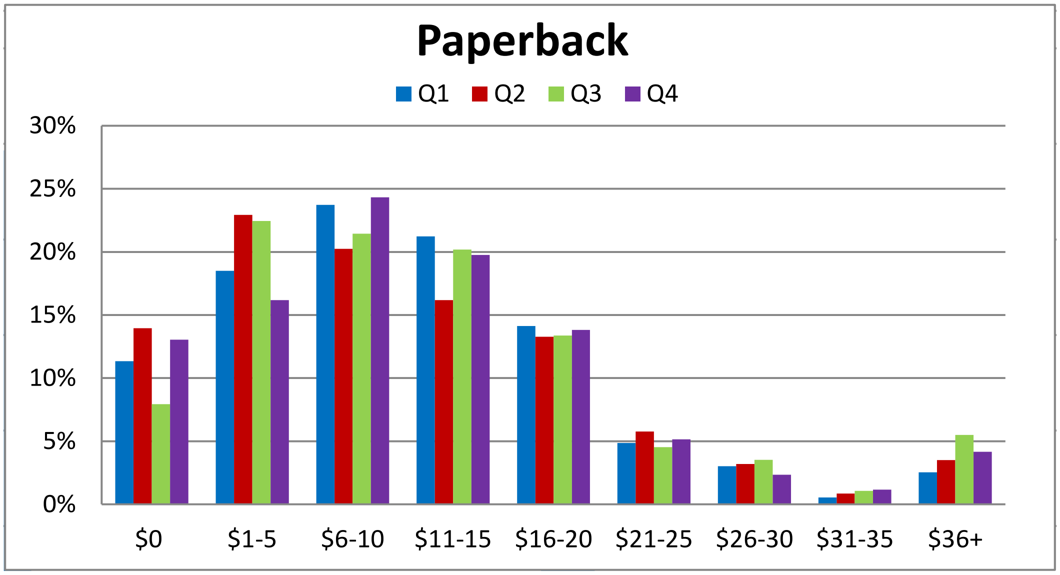
APPENDIX C — AWARENESS FACTORS

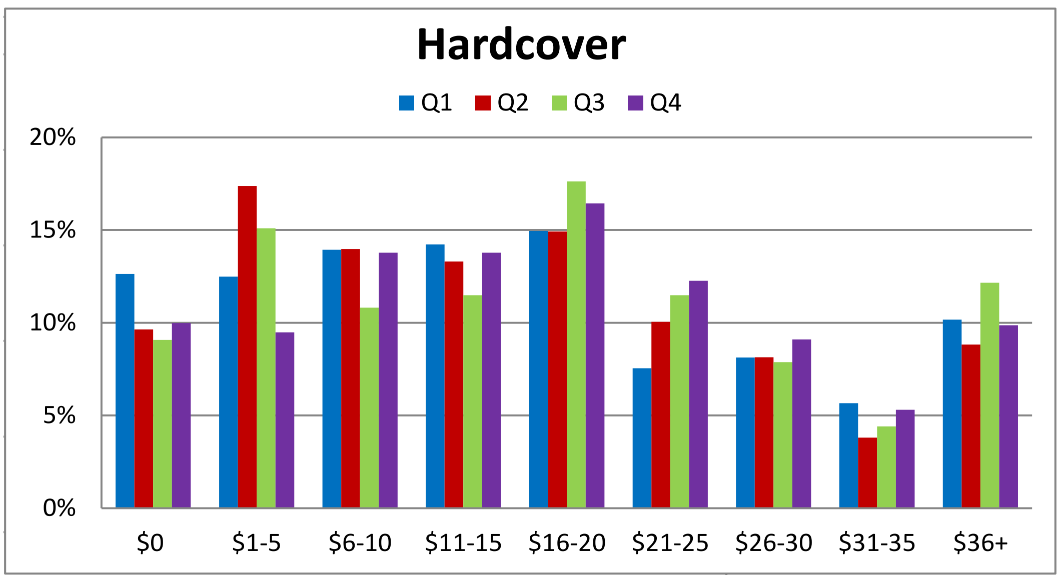
How did you become aware of this book? Print responses	Average	Q1	Q2	Q3	Q4
Magazine ad	1.5%	1.6%	1.7%	1.5%	1.4%
Newspaper ad	1.0%	1.1%	1.0%	1.1%	1.0%
Billboard ad in train/bus station	0.5%	0.5%	0.5%	0.6%	0.2%
Bestseller list	3.9%	3.7%	3.6%	3.8%	4.4%
Book review (e.g., NY Times)	2.4%	2.3%	2.1%	2.6%	2.4%
Received direct mail/catalog	1.2%	1.8%	1.1%	0.5%	1.3%
Read a teaser chapter from forthcoming book in a book I was reading	2.3%	2.6%	1.4%	2.9%	2.3%
How did you become aware of this book? Online responses	**Average**	**Q1**	**Q2**	**Q3**	**Q4**
Magazine ad	1.1%	0.9%	1.1%	1.1%	1.2%
Newspaper ad	0.6%	0.6%	0.5%	0.7%	0.7%
Ad on a website (banner ad)	1.0%	0.8%	1.0%	1.0%	1.3%
Read an excerpt from the book (free sample)	2.7%	2.6%	2.6%	3.2%	2.4%
Email from retailer	1.5%	1.7%	1.7%	2.0%	0.8%
Email from publisher	1.1%	0.7%	1.4%	0.8%	1.4%
Book review (e.g., NY Times)	2.2%	1.8%	2.3%	2.6%	2.2%
Customer review (e.g., on a retailer's website)	2.7%	2.5%	2.3%	2.7%	3.1%
Author's website	3.7%	3.2%	3.3%	4.7%	3.6%
Publisher's website	1.9%	1.6%	2.1%	2.1%	1.8%
Read about author/book on a blog	3.2%	3.2%	2.7%	3.7%	3.2%
Saw the author or heard about author/book in a video (e.g., YouTube)	1.8%	1.4%	1.5%	2.3%	2.0%
Received recommendation from a friend on a social network (e.g., Facebook, Twitter)	2.6%	2.3%	2.0%	3.5%	2.4%
Retailer recommendation on a retailer's website (e.g., Amazon.ca)	2.1%	1.6%	2.2%	2.1%	2.4%
Book club/reading group	1.4%	1.6%	1.0%	1.3%	1.6%
Read a teaser chapter from forthcoming book in a book I was reading	1.7%	1.7%	1.4%	2.4%	1.4%
Browsing through the site	8.0%	8.1%	6.7%	8.3%	8.7%
Was recommended based on what I've bought/read before	5.5%	5.2%	5.9%	5.8%	5.0%
Was identified as a bestseller	3.3%	2.9%	2.8%	3.6%	3.7%
Special offer on the book site (e.g., Daily Deal)	1.3%	0.9%	1.3%	1.9%	1.2%
Was prominently displayed on the site	2.8%	2.0%	2.5%	3.5%	3.1%
Saw an ad on a social network (e.g., Facebook, Twitter)	1.3%	0.9%	1.0%	1.5%	1.9%
I follow the author/site on a social network (e.g., Facebook, Twitter)	2.2%	1.8%	2.1%	2.6%	2.4%
How did you become aware of this book? TV responses	**Average**	**Q1**	**Q2**	**Q3**	**Q4**
TV ad	2.0%	1.8%	1.9%	1.6%	2.8%
Saw the author talk about the book	3.4%	3.1%	2.8%	3.6%	3.9%

APPENDIX C – AWARENESS FACTORS (CONTINUED)

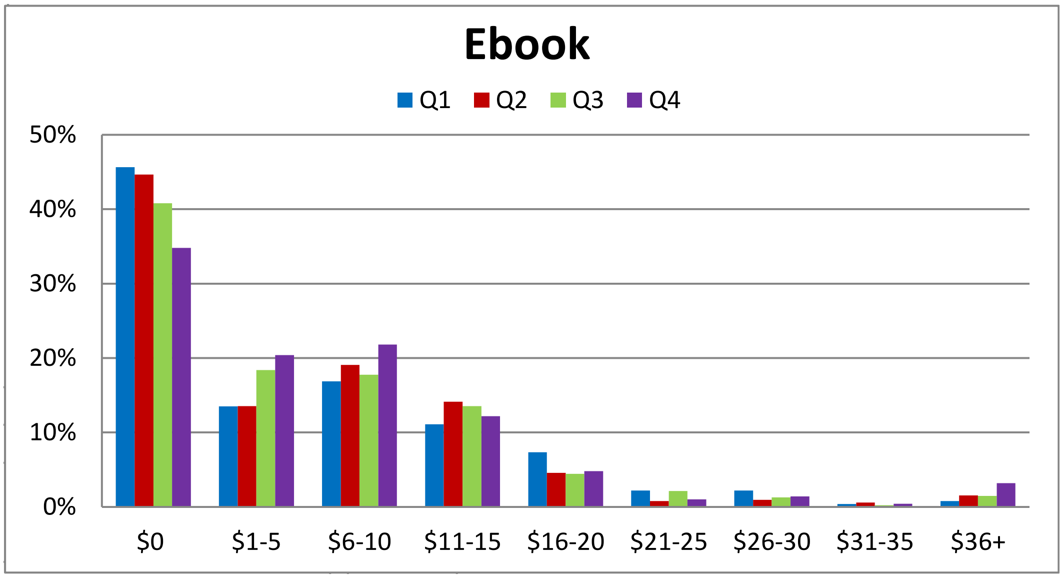
How did you become aware of this book? Radio responses	Average	Q1	Q2	Q3	Q4
Radio ad	1.2%	1.0%	1.0%	1.3%	1.4%
Heard the author talk about the book	2.1%	1.7%	1.8%	2.7%	2.2%
How did you become aware of this book? In-person responses	**Average**	**Q1**	**Q2**	**Q3**	**Q4**
Received recommendation from a friend/relative	9.5%	10.1%	9.3%	9.6%	9.1%
Book club/reading group	1.3%	1.4%	1.2%	1.2%	1.3%
Book fair	2.4%	2.6%	2.2%	2.8%	1.8%
Saw author talk about the book	2.0%	1.9%	1.9%	1.9%	2.3%
Recipient asked for item	2.1%	1.7%	1.4%	2.0%	3.1%
Received as a gift	2.5%	2.6%	2.2%	2.6%	2.7%
At school	4.5%	3.6%	4.2%	5.0%	5.2%
At the library	5.0%	4.5%	5.4%	4.7%	5.4%
In-store sales clerk	2.4%	2.7%	1.8%	2.5%	2.7%
In-store display/on shelf/spinning rack	16.0%	15.8%	17.0%	17.1%	14.2%
How did you become aware of this book? Other	**Average**	**Q1**	**Q2**	**Q3**	**Q4**
Other	15.7%	17.0%	15.9%	16.1%	13.9%

APPENDIX D – AVERAGE PRICE PAID BY FORMAT





APPENDIX D – AVERAGE PRICE PAID BY FORMAT (CONTINUED)



APPENDIX E – DEMOGRAPHICS

	Q1			Q2			Q3			Q4		
	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook
Gender												
Male	36.8%	37.6%	32.6%	38.5%	38.7%	36.7%	46.0%	46.6%	45.0%	49.2%	48.2%	51.7%
Female	63.2%	62.4%	67.4%	61.5%	61.3%	63.3%	54.0%	53.4%	55.0%	50.8%	51.8%	48.3%
Age												
18-29 Yrs	30.5%	32.2%	27.3%	29.6%	28.3%	31.0%	25.0%	24.3%	25.7%	29.5%	28.5%	30.9%
30-44 Yrs	28.8%	28.3%	31.6%	27.2%	22.5%	26.6%	32.4%	26.4%	35.0%	31.6%	25.9%	31.5%
45-54 Yrs	19.6%	19.0%	20.9%	17.4%	14.2%	17.7%	17.0%	13.5%	22.1%	19.1%	15.7%	18.8%
55-64 Yrs	12.1%	11.2%	13.4%	14.3%	12.0%	13.9%	13.9%	11.9%	11.4%	11.2%	9.5%	10.7%
65+ Yrs	9.0%	9.2%	7.0%	11.5%	9.4%	10.8%	11.6%	10.5%	5.7%	8.6%	7.3%	8.1%
Population Density												
A city or urban area	54.4%	54.7%	55.1%	52.0%	49.5%	62.7%	56.7%	57.4%	55.7%	57.7%	58.2%	55.0%
Suburban area	22.6%	22.8%	22.5%	25.5%	27.0%	20.9%	22.3%	21.4%	25.0%	25.0%	25.5%	22.8%
Small town/rural area	23.0%	22.5%	22.5%	22.5%	23.5%	16.5%	21.0%	21.3%	19.3%	17.3%	16.3%	22.1%
Highest Level of Education Completed												
Less than high school	3.6%	3.9%	1.6%	2.1%	1.8%	2.5%	2.1%	1.8%	1.4%	2.3%	2.2%	2.7%
High school graduate or equivalent	16.3%	16.4%	13.9%	16.8%	17.8%	10.1%	17.5%	18.4%	13.6%	17.4%	17.2%	18.1%
Some college, no degree	18.3%	19.2%	13.4%	15.9%	16.2%	14.6%	17.8%	17.3%	17.1%	16.2%	16.5%	13.4%
College degree	45.6%	44.3%	52.4%	48.5%	47.7%	53.8%	46.5%	46.9%	48.6%	47.7%	47.8%	48.3%
Graduate or professional degree	14.6%	14.6%	17.6%	15.3%	15.0%	18.4%	15.2%	15.5%	15.7%	15.9%	15.9%	16.8%
Prefer not to answer	1.6%	1.7%	1.1%	1.4%	1.5%	0.6%	0.9%	0.2%	3.6%	0.5%	0.5%	0.7%
Employment Status												
Employed full time	41.2%	40.5%	50.3%	40.4%	40.1%	43.7%	41.4%	41.7%	41.4%	44.8%	45.2%	42.3%
Employed part time	10.0%	10.3%	7.5%	11.8%	11.6%	12.0%	10.2%	10.3%	10.0%	11.5%	11.5%	11.4%
Self-employed	6.7%	6.4%	5.3%	6.2%	6.4%	5.7%	8.1%	7.1%	12.9%	7.7%	7.2%	7.4%
Not employed, but looking for work	6.5%	6.7%	4.8%	5.5%	5.3%	6.3%	3.3%	3.3%	3.6%	6.0%	6.1%	5.4%
Not employed and not looking for work	2.6%	2.5%	2.1%	2.5%	2.4%	3.2%	2.2%	2.1%	1.4%	2.6%	2.7%	2.7%
Retired	13.6%	13.3%	15.0%	16.9%	17.3%	15.8%	17.0%	18.2%	12.1%	12.1%	12.3%	12.1%
Student, not employed	4.1%	4.6%	3.2%	3.3%	3.6%	1.9%	3.7%	3.7%	3.6%	3.7%	3.5%	5.4%
Student, employed part time	3.2%	3.3%	1.6%	2.6%	2.4%	2.5%	3.4%	3.4%	2.9%	2.9%	2.9%	2.7%
Student, employed full time	0.4%	0.5%	0.0%	1.0%	1.0%	0.6%	1.0%	0.8%	1.4%	0.7%	0.4%	2.7%
Homemaker	9.6%	9.5%	9.6%	7.9%	7.9%	6.3%	8.2%	8.1%	8.6%	6.8%	7.0%	6.7%
Prefer not to answer	2.3%	2.4%	0.5%	2.1%	1.9%	1.9%	1.6%	1.3%	2.1%	1.3%	1.2%	1.3%

APPENDIX E – DEMOGRAPHICS (CONTINUED)

	Q1			Q2			Q3			Q4		
	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook
Primary Occupation												
Professional (doctor, lawyer, teacher, etc.)	18.3%	17.8%	24.0%	18.4%	18.1%	20.3%	17.5%	17.4%	19.0%	15.9%	16.1%	14.3%
Executive / official / company officer / administrator	9.8%	10.1%	9.6%	9.9%	9.4%	14.4%	10.3%	10.7%	8.6%	12.3%	12.7%	10.9%
Sales / Marketing	6.6%	6.7%	5.5%	8.2%	8.1%	10.2%	8.1%	7.7%	8.6%	9.2%	8.7%	12.6%
Secretarial / clerical / office worker	10.4%	10.5%	11.0%	10.6%	10.2%	13.6%	9.5%	9.8%	10.3%	8.2%	8.7%	6.7%
Military (active in any branch; officer or enlisted)	0.4%	0.4%	0.0%	0.1%	0.2%	0.0%	0.9%	0.8%	1.7%	0.4%	0.3%	0.8%
Skilled labor / craftsman / machinist	4.2%	4.1%	4.8%	5.8%	6.1%	3.4%	8.6%	9.2%	6.9%	7.9%	7.0%	9.2%
Unskilled labor	2.8%	2.7%	2.1%	4.1%	4.2%	3.4%	3.3%	2.8%	4.3%	4.9%	4.9%	4.2%
Farmer	1.4%	1.3%	1.4%	0.7%	0.8%	0.0%	0.6%	0.6%	0.9%	0.6%	0.8%	0.0%
Repairman / carpenter / electrician / plumber	0.9%	1.0%	0.7%	0.9%	0.8%	0.8%	0.8%	0.8%	0.9%	0.6%	0.3%	1.7%
Factory worker	0.5%	0.4%	0.7%	1.0%	1.1%	0.8%	1.0%	0.9%	0.9%	1.4%	1.1%	3.4%
Truck driver / delivery / bus driver	0.8%	0.6%	0.0%	1.3%	1.5%	0.8%	1.0%	0.9%	0.9%	1.1%	1.4%	0.0%
Service (police, fireman, waiter, sanitation worker)	3.0%	2.5%	4.8%	3.5%	3.2%	5.9%	1.4%	1.6%	0.0%	2.6%	2.5%	2.5%
Student	5.3%	5.9%	4.1%	4.4%	4.8%	2.5%	4.7%	4.9%	4.3%	4.6%	4.5%	6.7%
Homemaker	12.4%	12.3%	12.3%	10.5%	10.5%	8.5%	10.5%	10.6%	10.3%	8.5%	8.8%	8.4%
Other	18.4%	18.6%	17.1%	15.8%	16.0%	12.7%	17.2%	17.2%	18.1%	16.4%	17.2%	12.6%
Prefer not to answer	4.9%	5.0%	2.1%	4.7%	5.0%	2.5%	4.5%	3.9%	4.3%	5.3%	5.3%	5.9%
Marital Status												
Single, never married	28.8%	29.4%	27.8%	28.7%	27.6%	32.3%	28.0%	29.4%	24.3%	33.1%	32.3%	34.9%
Married	47.6%	46.3%	53.5%	45.7%	45.9%	42.4%	47.5%	46.3%	54.3%	45.1%	46.2%	44.3%
Living with partner	11.6%	12.0%	11.8%	12.9%	13.3%	13.3%	11.8%	12.0%	12.1%	10.7%	10.7%	11.4%
Separated	2.9%	3.0%	2.1%	2.3%	2.1%	3.2%	2.4%	3.0%	1.4%	2.8%	2.3%	2.7%
Divorced	5.2%	5.3%	2.7%	6.3%	6.7%	5.1%	6.8%	5.3%	5.0%	5.2%	5.2%	4.7%
Widowed	2.0%	1.8%	2.1%	2.8%	3.4%	0.6%	2.3%	1.8%	1.4%	1.9%	2.1%	0.7%
Prefer not to answer	2.0%	2.2%	0.0%	1.4%	1.1%	3.2%	1.3%	2.2%	1.4%	1.2%	1.1%	1.3%

APPENDIX E – DEMOGRAPHICS (CONTINUED)

	Q1			Q2			Q3			Q4		
	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook	Total	Print	Ebook
Total Yearly Household Income Before Taxes												
Under $15,000	5.8%	5.5%	6.4%	6.3%	6.7%	4.4%	5.5%	5.2%	5.7%	5.9%	6.0%	5.4%
$15,000-$24,999	10.2%	10.6%	8.0%	8.3%	8.2%	8.9%	9.3%	9.5%	5.0%	10.0%	9.8%	10.7%
$25,000-$34,999	8.8%	9.3%	5.3%	9.9%	10.3%	8.2%	10.1%	10.6%	6.4%	11.7%	11.7%	12.1%
$35,000-$49,999	13.5%	13.2%	13.9%	13.2%	13.8%	10.8%	15.1%	15.1%	16.4%	13.3%	13.9%	12.1%
$50,000-$74,999	19.3%	19.5%	18.7%	19.4%	19.2%	17.1%	22.7%	23.2%	19.3%	24.1%	23.4%	26.2%
$75,000-$99,999	14.5%	14.6%	15.5%	15.8%	15.7%	17.1%	15.7%	15.6%	19.3%	17.4%	17.8%	14.8%
$100,000-$149,999	10.9%	10.9%	11.2%	10.6%	10.9%	10.8%	12.8%	12.9%	13.6%	12.6%	12.6%	14.8%
$150,000 and over	5.6%	5.6%	8.0%	4.3%	3.9%	6.3%	4.8%	4.3%	7.9%	4.9%	4.9%	4.0%
Prefer not to answer	11.3%	10.9%	12.8%	12.1%	11.3%	16.5%	4.0%	3.5%	6.4%	0.0%	0.0%	0.0%
Born in Canada												
Yes	81.2%	81.1%	82.4%	82.2%	82.2%	82.3%	78.3%	78.4%	79.3%	79.2%	80.0%	75.8%
No	18.8%	18.9%	17.6%	17.8%	17.8%	17.7%	21.7%	21.6%	20.7%	20.8%	20.0%	24.2%

Acknowledgements

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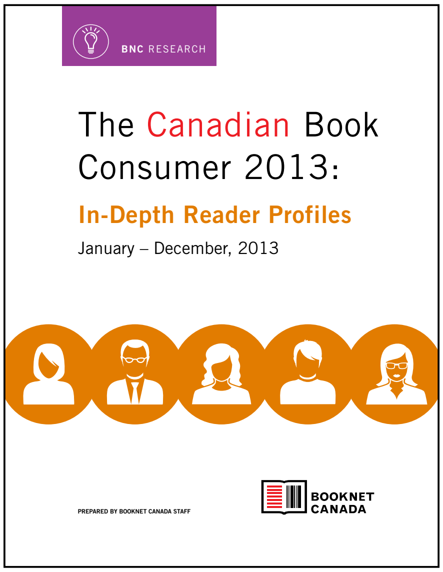
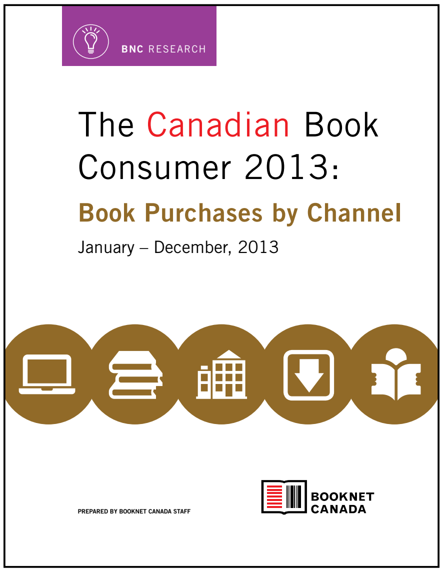
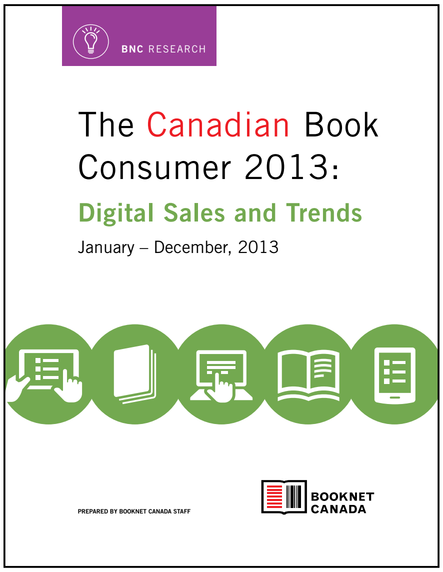
Meet the Canadian Book Buyer







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