BNC RESEARCH

The Canadian Book Consumer 2013:

In-Depth Reader Profiles

January – December, 2013

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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 book purchases: 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 three reports based on the data collected in 2013. This report focuses on reader profiles. For more information on the other two reports, please visit www.booknetcanada.ca/consumer-studies.

Introduction

***The Canadian Book Consumer 2012* gave us great insight into the market. In 2013, we ran our research surveys again, allowing us to build on our findings from the 2012 report and also to look for larger patterns and progressions.**

We concentrated on developing a more granular understanding of book consumers by genre—specifically, buyers of the Biography & Autobiography, Business & Economics, Health & Fitness, History, Religion, Self-Help, Espionage & Thriller, Fantasy, Mystery & Detective, and Romance genres. By cross-tabulating demographics and genre, we get greater insight into the different verticals existing in Canada, making targeting potential readers a data-driven exercise. As patterns among different groups of readers emerge, publishers are better able to target specific niches and invest in community-building and engagement among customer-centric verticals. As consumer research reveals more about Canadian tastes, these efforts will become more sophisticated and more widely adopted.

As our industry becomes more consumer-focused and data-driven, market research becomes an integral part of the decision-making process. The data presented in these pages gives further valuable insight into the book-buying habits of Canadians, enabling us, as an industry, to market and sell books more effectively, and, ultimately, to nurture book reading in Canada.

Who Is Buying Books?

Over the course of the year, a total of 12,463 English-speaking Canadians were approached, representing all regions of Canada, to create a pool of 4,033 book buyers to complete the survey.

38%
of book buyers are "power buyers"—those that purchase 3 or more books per month

The survey asked consumers to report on the number of books they had purchased in the previous month. Of the consumers surveyed that reported buying books, averaged out over the course of the year, our results show that 36% of consumers purchased one book per month, 26% purchased two books per month, and 13% purchased three. The total number of books purchased by participants in this study was 11,982, for an average of 3 monthly book purchases per person—up slightly from 2.8 purchases in 2012.

	Q1	Q2	Q3	Q4	Total
Panel Size	3,197	3,417	2,982	2,867	12,463
Respondents	1,005	1,018	1,005	1,005	4,033
Books Purchased	2,937	3,041	3,034	2,970	11,982

Through demographic data provided by our respondents, we were able to build a profile of an average Canadian book buyer. This profile has been consistent throughout the two years that we have been running surveys (2012 and 2013):

- Female
- 30 to 44 years of age
- Resides in a city or urban area
- Holds a college diploma or university degree
- Married
- Employed as a professional (doctor, lawyer, teacher, etc.), with an annual income between $50,000 and $74,999
- Born in Canada

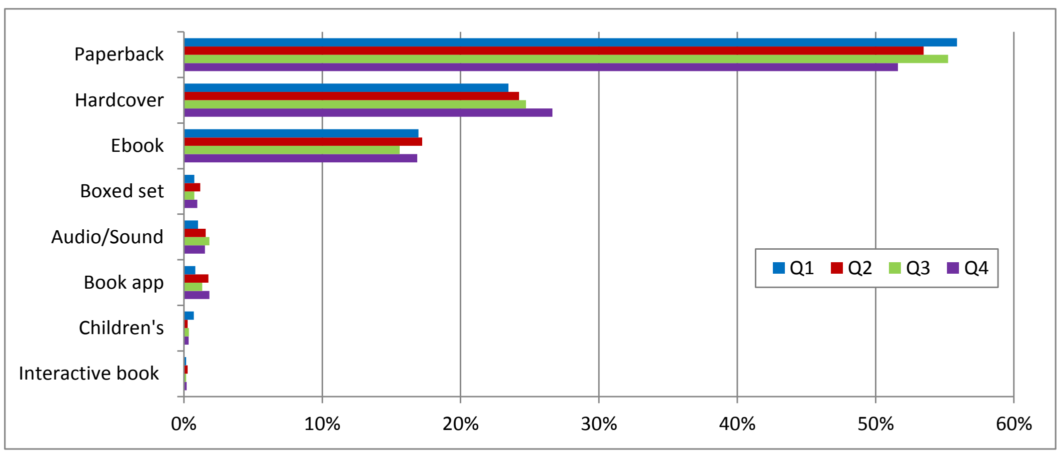
Power buyers, defined as consumers who purchased three or more books in a month, account for 38% of the participants in the survey—down very slightly from 40% in 2012. Generally, power buyers fit the profile of the average book buyer, deviating only in that they are even more likely to be younger: 31% of power buyers are 18 to 29 years of age, as compared to the overall average, in which 29% of respondents are of that age bracket.

What Books Are People Buying?

Paperback books (including mass market) comprised 54% of all purchases in 2013, with a steady decline from Q1 to Q4, while hardcover sales represented 25% and had an inverse relationship, steadily increasing in market share over the course of the year. Ebooks averaged 17% of all sales, which was an increase from 15% in 2012, and remained relatively steady throughout the year.

The findings in the same period by BookNet Canada's national print book sales tracking service, BNC SalesData, show that paperbacks represented an average of 62% of print sales, down by almost 6% from 2012. Hardcovers made up 27% of print sales, an increase of 5%.

FORMAT DISTRIBUTION OVER TIME



Question: Please indicate the format of this book. Please select one.
(Q1 N=1,005, Q2 N=1,018, Q3 N=1,005, Q4 N=1,005)

Book buyers who read both print and ebooks are on the rise, up to **9.5%** in Q4

Consistent with our findings in the report released in 2012, there is little crossover between formats—most people read either print books or ebooks, not both. However, we do see that the number of crossover readers has been increasing throughout the year, from 6.8% in Q1 up to 9.5% in Q4. The table below presents the breakdown of readership by format.

BOOK PURCHASES BY FORMAT

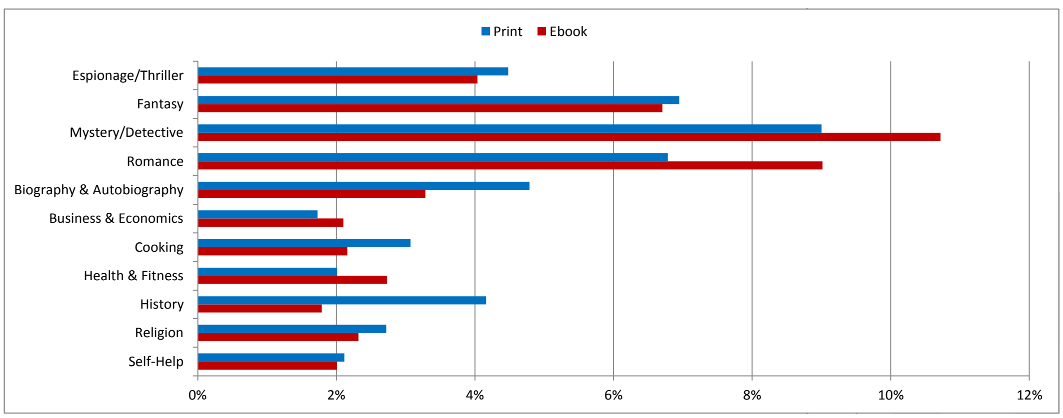
	2012				2013			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Print	85.8%	86.8%	86.2%	88.0%	86.8%	85.7%	87.2%	86.6%
Ebook	20.5%	18.1%	18.6%	15.3%	18.6%	21.1%	19.7%	20.9%
Both Print and Ebook	7.7%	6.1%	6.3%	5.3%	6.8%	9.0%	8.6%	9.5%

Question: Please indicate the format of this book.
(2012 Q1 N=1,050, Q2 N=1,095, Q3 N=1,005, Q4 N=1,005; 2013 Q1 N=1,005, Q2 N=1,018, Q3 N=1,005, Q4 N=1,005)

In regards to readers transitioning from print books to digital formats, fiction titles saw the highest percentage of ebook usage. Appendix B outlines in detail the format breakdown of sales by subject.

The following table outlines a breakdown of format sales for each of the categories examined within this report. We see that subjects such as Mystery/Detective, Fantasy, and Romance have a much greater adoption of the ebook format.

FORMAT PURCHASES BY GENRE

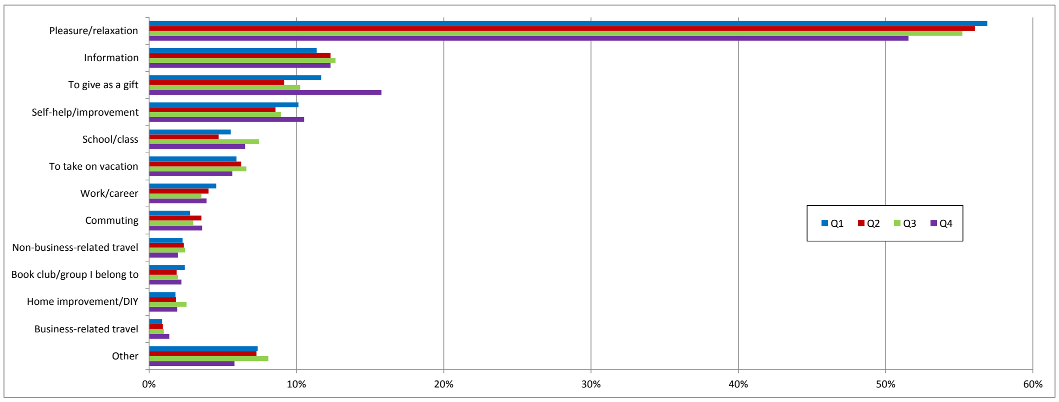


Question: Into which of the following categories does this book fall? Crosstab question: Please indicate the format of this book.
(N=9,940)

MOTIVATIONS

As in 2012, pleasure and relaxation continues to be the frontrunner when it comes to motivations for a book purchase. A significant portion of respondents also purchase books for the purpose of information or gift giving, with an obvious spike in gift giving in Q4.

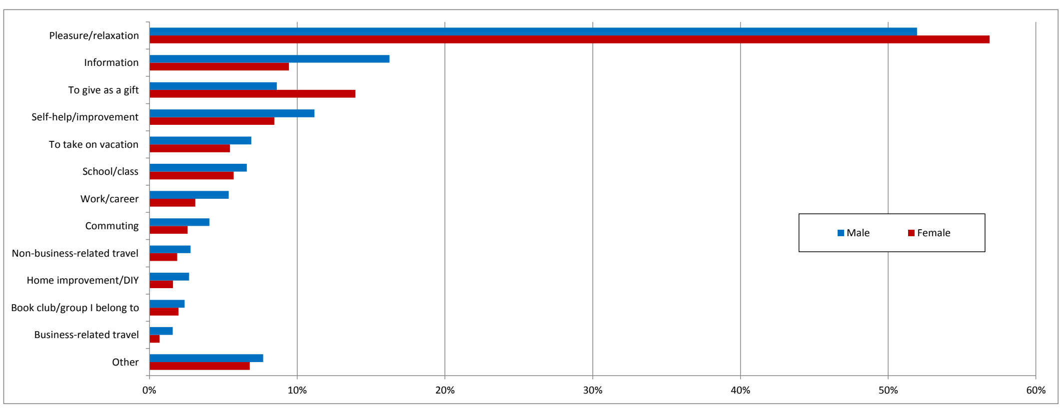
MOTIVATION FOR BOOK PURCHASES



Question: What are you planning on using this book for? Please select all that apply.
(Q1 N=2,021, Q2 N=2,030, Q3 N=2,000, Q4 N=2,054)

Men are 7% more likely than women to purchase a book for information purposes, while women are 5% more likely than men to purchase a book as a gift for someone else, down 2% from 2012.

MOTIVATION BY GENDER



Question: What are you planning on using this book for? Please select all that apply.
Crosstab question: Please state your gender.
(N=8,105)

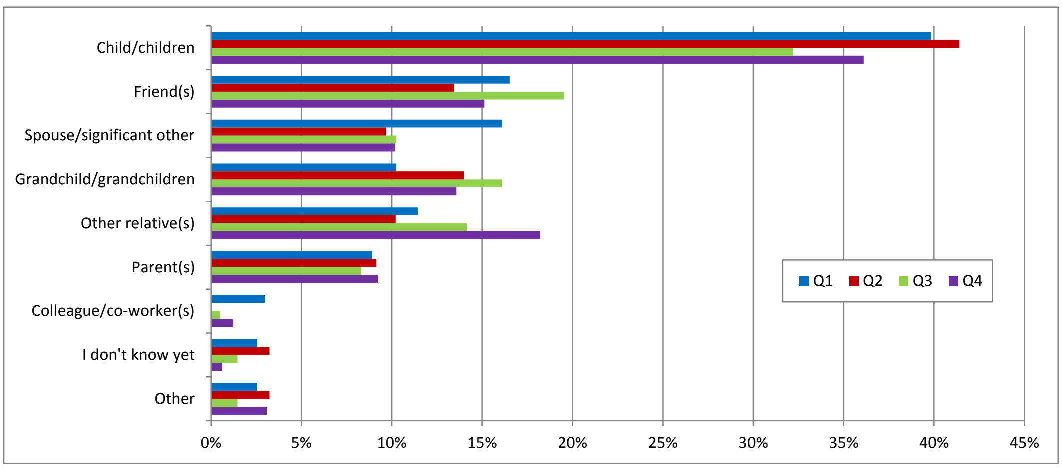
GIFT GIVING

12%
of all books purchased are intended as gifts

12% of all books purchased are intended as gifts, with most books purchased as gifts destined for children (37%) or grandchildren (14%). 41% of gift books are bought for children from birth to 10 years of age.

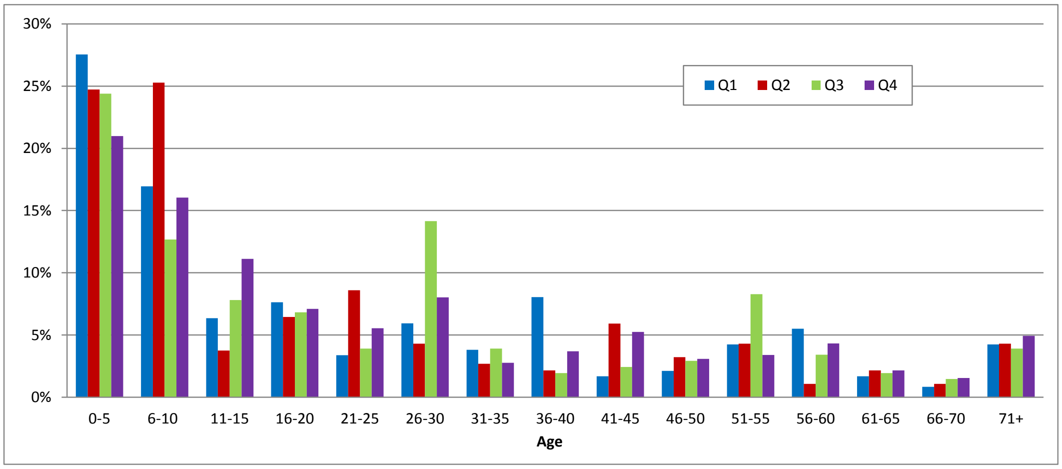
There is a notable spike of gifts for grandchildren in the third quarter, which may be associated with the back to school season. We also see that purchases made for "Other relative(s)" have notably spiked over 2012 and 2013, with the biggest increase in Q4 of each year, indicating that books are a popular gift choice for aunts, uncles, and grandparents.

RECIPIENTS OF GIFT BOOKS



Question: Who was this gift book purchased for?
(Q1 N=236, Q2 N=186, Q3 N=205, Q4 N=324)

AGE OF GIFT BOOK RECIPIENTS

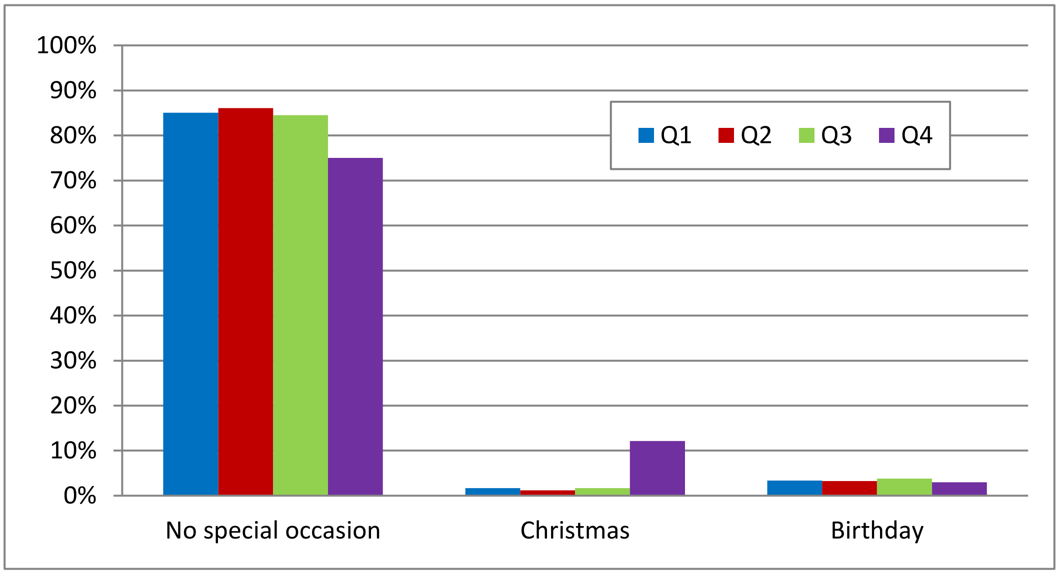


Question: What was the age of the primary recipient? If you are not sure, please estimate.
(Q1 N=236, Q2 N=186, Q3 N=205, Q4 N=324)

On average, 83% of gift purchases are not associated with a specific holiday or occasion. It appears that consumers don't need a special occasion to purchase books as gifts for others.

Birthdays are the only occasion that affected gift purchases with any statistical significance, representing an overall average of 3% of gift purchases. Our findings show that for the holiday quarter of 2013, books purchased as gifts declined significantly to 12% of all book purchases.

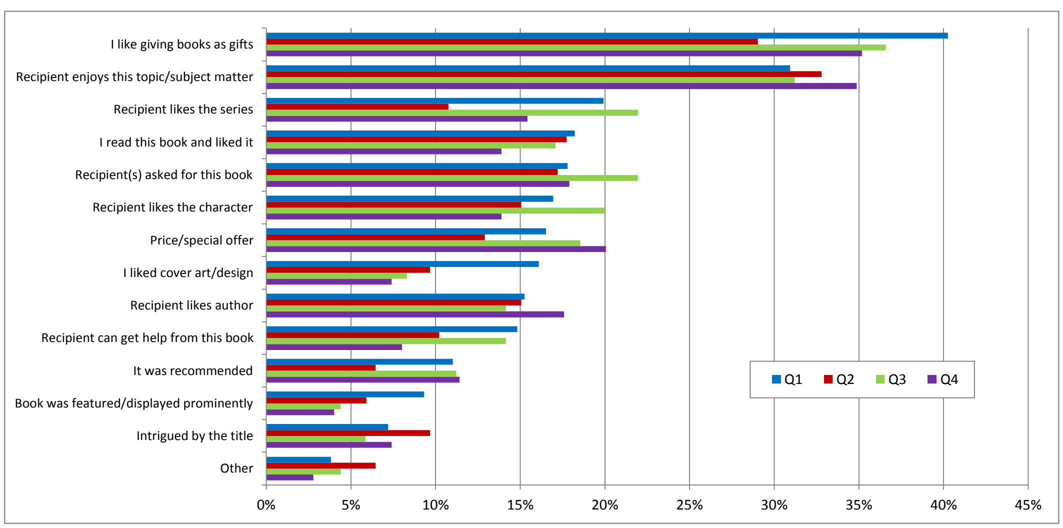
GIFT BOOKS FOR SPECIAL OCCASIONS



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

When asked to explain why they had chosen specific books to give as gifts, 36% of participants responded that they simply liked to give books as gifts. Other popular responses were recipient-oriented—the recipient enjoyed the topic or series, or the recipient had specifically asked for the book.

MOTIVATION FOR GIFT BOOK PURCHASES

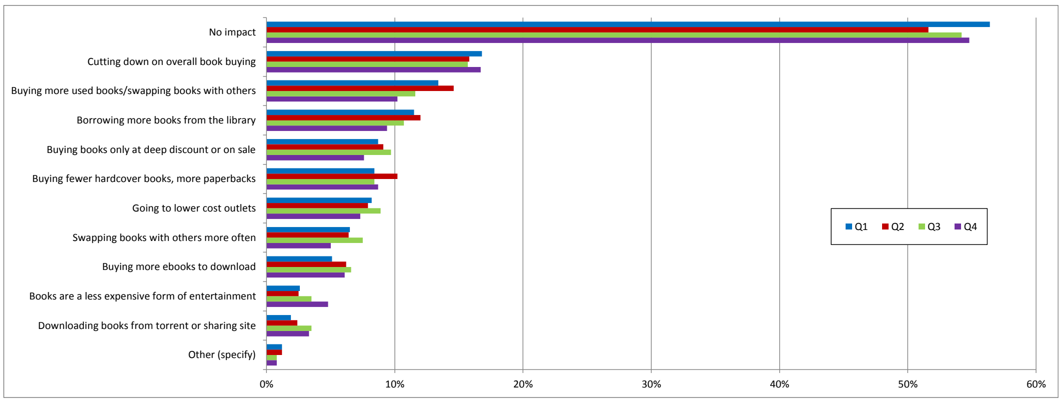


Question: Which one of the following describes why this book was purchased as a gift? Please select all that apply.
(Q1 N=236, Q2 N=186, Q3 N=205, Q4 N=324

Economic Impact

Over the calendar year we found that approximately half of respondents reported that the current economic climate was not impacting their book-buying behaviour, which is consistent with the data found in 2012. 16% of respondents reported that, due to the economy, they had cut down on their overall book purchases.

EFFECT OF THE ECONOMY ON BOOK-BUYING BEHAVIOURS



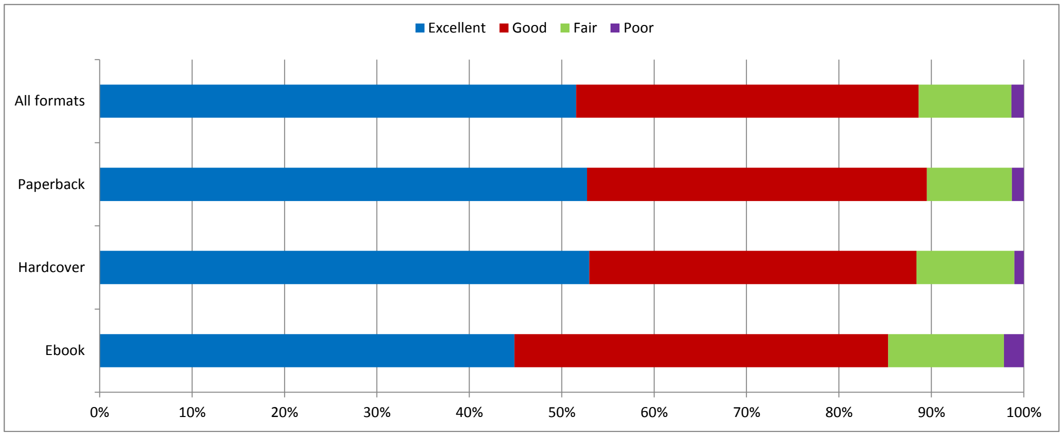
Question: What impact is the current economic climate having on your book buying? Please select all that apply.
(Q1 N=1,005, Q2 N=1,018, Q3 N=1,005, Q4 N=1,005)

Only 3% of respondents claim that they have turned to downloading books from torrent or sharing sites as a method of cutting back on book-buying expenses. It is important to note that respondents may not have accurately self-reported on illegal downloads.

88%
of buyers rate their book purchases as “good” or “excellent” value

Value has remained level from 2012 to 2013, with 51% of consumers feeling that the format they purchased is an “excellent” value; another 37% rate their book purchase as a “good” value for money paid.

PERCEIVED VALUE BY FORMAT PURCHASED



Question: And, at the price you paid, how would you rate the value for your money? Please select one.
(N=10,944)

When broken out by format, paperback and hardcover formats show nearly equal levels of satisfaction, while ebook formats elicit slightly less enthusiasm from their buyers. Only 15% of consumers say ebooks are a "fair" or "poor" value for money, which is on par with the average for print books (11%).

Purchasers of print books (53%) are more likely to rate their purchases as "excellent" value than purchasers of ebooks (45%)

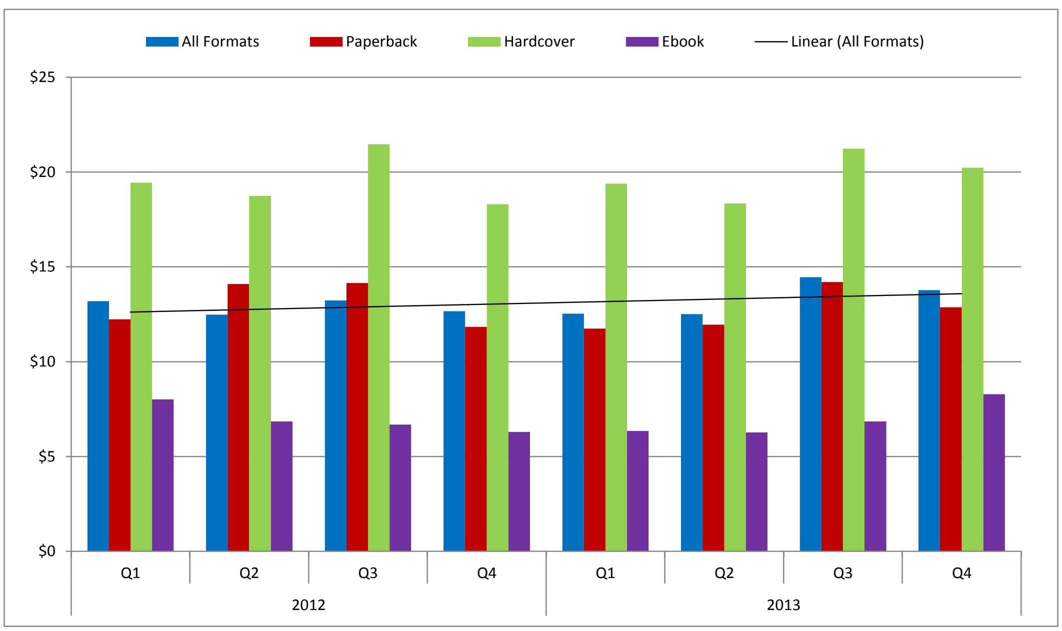
While ebook purchasers do report overall satisfaction with the value of the format, they appear more reluctant than print book readers to give ebooks a perfect score—only 45% rate ebooks as an "excellent" value compared to a 53% average for print books. Additional research that BookNet Canada has conducted shows that this reluctance is, in some part, due to issues dealing with transportability, such as the difficulty in lending or sharing ebooks, or the perception that ebooks are not available at the same time as the print edition. Ebook pricing and consumer attitudes towards ebooks are discussed at length in a separate report called *Digital Sales and Trends.*

Price Tolerance

As the industry continues to experiment with ebook pricing and relational pricing between print and electronic formats, it is especially interesting to examine which price points are most popular with consumers.

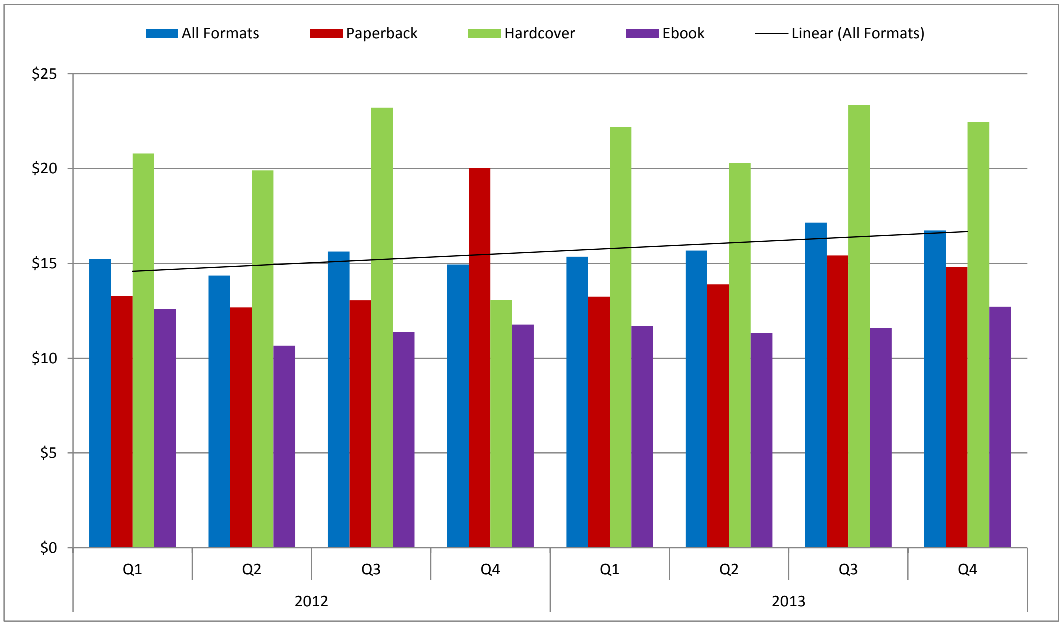
The following two tables give a quarterly breakdown of the average price paid by format. The first table includes all books that were acquired for free ($0), while the second table removes free purchases from the calculations to focus on only books that were purchased at a cost. Because of the substantial number of free ebook downloads, it is interesting to see that the average purchase price for ebooks shifts from $6.94 ($0 included) to $11.83 ($0 excluded). These numbers are comparable to what we saw in 2012, when the average price was $6.97 ($0 included) to $11.60 ($0 excluded).

AVERAGE PRICE PAID BY FORMAT ($0 PURCHASES INCLUDED)



Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.
(2012 Q1 N=2,941, Q2 N=3,024, Q3 N=2,973, Q4 N=2,843; 2013 Q1 N=2,938, Q2 N=3,041, Q3 N=3,032, Q4 N=2,969)

AVERAGE PRICE PAID BY FORMAT ($0 PURCHASES EXCLUDED)



Question: How much did you pay for this book, excluding tax? Please enter the amount in dollars and cents.
(2012 Q1 N=2,941, Q2 N=3,024, Q3 N=2,973, Q4 N=2,843; 2013 Q1 N=2,938, Q2 N=3,041, Q3 N=3,032, Q4 N=2,969)

The average price paid for an ebook increased by **9%** in 2013

While the average price of print books remains similar to 2012 levels, the average price of ebooks increased between Q1 and Q4; when $0 list prices are excluded, the average ebook price is 9% higher by the end of Q4 than at the beginning of the year. This is different from our findings in 2012, when Q4 prices were 8% lower than Q1.

Reader Profiles By Genre

While the average Canadian book buyer is described as a married female with a degree, living in an urban area, this description is not necessarily apt for book buyers of all genres. While we can make some assumptions about your average Romance reader, do these assumptions hold true?

In our 2012 consumer study we reviewed the buyer demographics of Biography, Cooking, History, Romance, and Mystery & Detective. This is an update to that research, along with new subject areas. For the purposes of this study, we have chosen to profile the readers of four fiction and seven non-fiction genres:

Fiction

1. Espionage/Thriller
2. Fantasy
3. Mystery/Detective
4. Romance

Non-Fiction

1. Biography & Autobiography
2. Business & Economics
3. Cooking
4. Health & Fitness
5. History
6. Religion
7. Self-Help

We know from our annual study, *The Canadian Book Market*, that in 2013, Romance reported a high volume sold (7% of all unit sales), thanks in part to the ongoing popularity of the Erotica category, while Suspense & Thrillers had the second highest market share for fiction (6% of all unit sales). In this consumer study, which is a survey of users' buying patterns as compared to tracked POS sales in BNC SalesData, Thriller titles comprise 4% of total responses, and Romance titles claim 7%.

FICTION & NON-FICTION

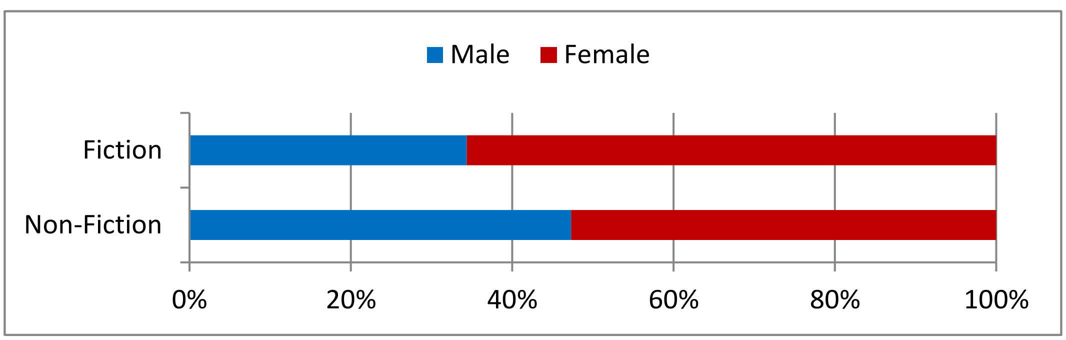
50% of titles reported in our survey fell under the umbrella of fiction, while 47% were identified as non-fiction. It should be noted that the proportion of Juvenile titles was underrepresented in this study compared to the overall market, according to data from *The Canadian Book Market* and BNC SalesData. BNC SalesData tracks book sales directly from the retailer, whereas only adult participants (18+ years of age) completed the survey used for this study, which may account for much of the discrepancy. It seems likely that respondents are predominantly reporting on books they have purchased for themselves, or are reporting juvenile titles (for example, young adult books) as adult titles.

The Canadian Book Market 2013 reports top-level fiction and non-fiction breakdown of retail trade sales as following:

Fiction: 32.7%
Non-Fiction: 31.2%

For the most part, readers of fiction and non-fiction titles resemble the profile given for the average reader. Fiction readers are predominantly female (66%), while non-fiction readers are more evenly split between female (53%) and male (47%).

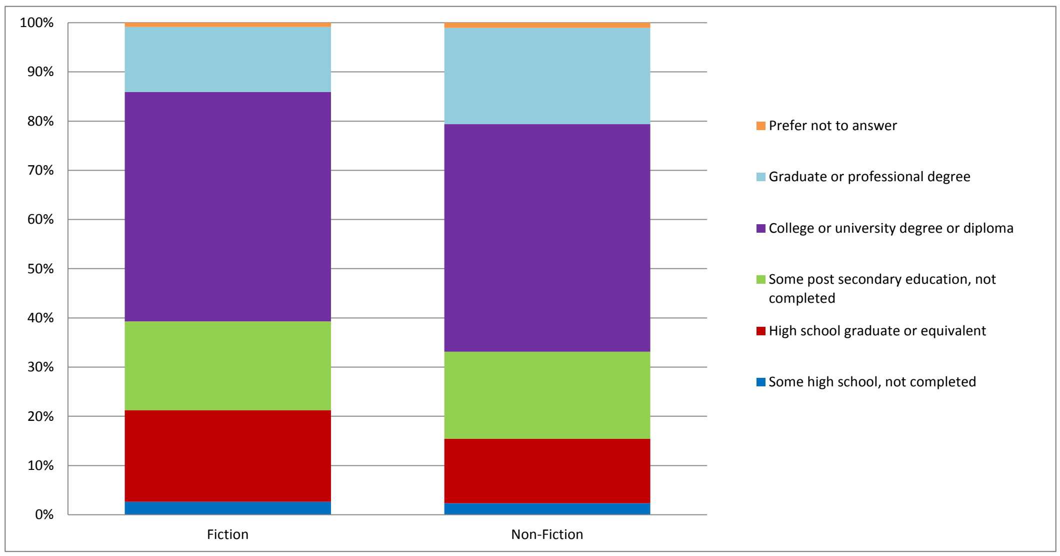
READING PREFERENCE BY GENRE AND GENDER



Question: Into which of the following categories does this book fall?
Crosstab question: Are you male or female?
(N=9,940)

When it comes to assessing subject areas, the more detailed the subject category the greater the difference in reader demographics. When looking high-level at fiction and non-fiction we are looking at a very broad scope of readers, but Education is one area where we continue to see a significant pattern: the more highly educated a reader was, the more likely they were to purchase a non-fiction title.

GENRE PREFERENCE BY LEVEL OF EDUCATION ACHIEVED



Question: Into which of the following categories does this book fall?
Crosstab question: What is the highest level of education you have completed?
(N=9,940)

The largest group of employed respondents holds professional positions, such as doctors or teachers. This category accounts for 17% of non-fiction readers, and 12% of fiction readers.

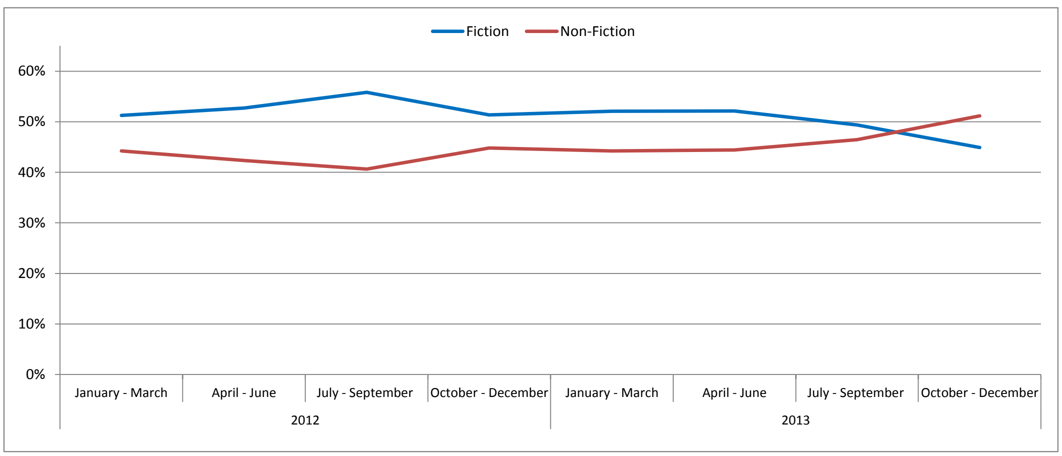
Fiction and non-fiction categories often have distinct quarterly sales patterns. Fiction genres tend to follow the same pattern year-over-year, although single titles or series can significantly alter patterns in any year. Through Q1 and Q2 of 2013, unit sales hover around the median and spike over the course of Q3, slumping back towards the median at the beginning of Q4 before spiking once again for the holiday season. Fiction in 2013, however, does not follow this pattern, spending the majority of the year around (or below) the median line and then peaking (but still remaining below average) for the holiday season of Q4.

Non-fiction purchases follow a different pattern. Across the majority of non-fiction genres, purchase patterns stick close to the median sales line over the course of the year, until midway through Q4 when they begin to spike during the holiday season. There are of course some genre-specific exceptions to this rule, but generally non-fiction spikes in December, presumably due to gift giving.

Some big titles in Q4 of 2013 allowed the non-fiction market share to overtake fiction

When comparing fiction versus non-fiction market share, we find the pattern through 2012 and 2013 to be a little different, with fiction market share increasing in summer 2012 and then both subjects retaining a similar share of the market for the next three quarters. Interesting changes happen in Q4 of 2013, where non-fiction market share (as reported by book buyers) exceeds the fiction market share. Over the holiday season there were numerous strong non-fiction titles that may have swayed the category.

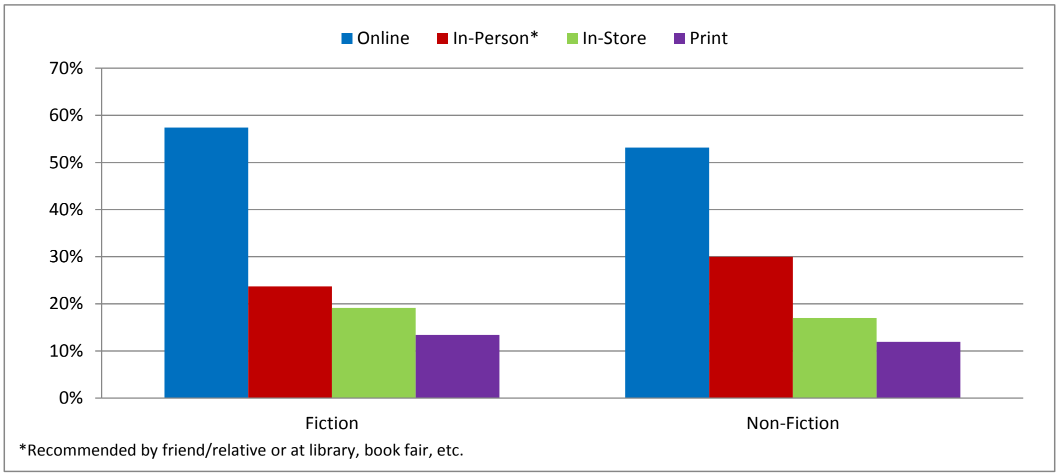
FICTION VS. NON-FICTION SALES OVER TIME



Question: Adult Book Category: Into which of the following categories does this book fall? Please select one.
(2012 N=4,155, 2013 N=4,033)

Different genres show unique patterns of buyer awareness. 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.

FICTION VS. NON-FICTION AWARENESS



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)

What we've learned is that people often buy books through the same sorts of channels (physical or online) in which they discovered those books.

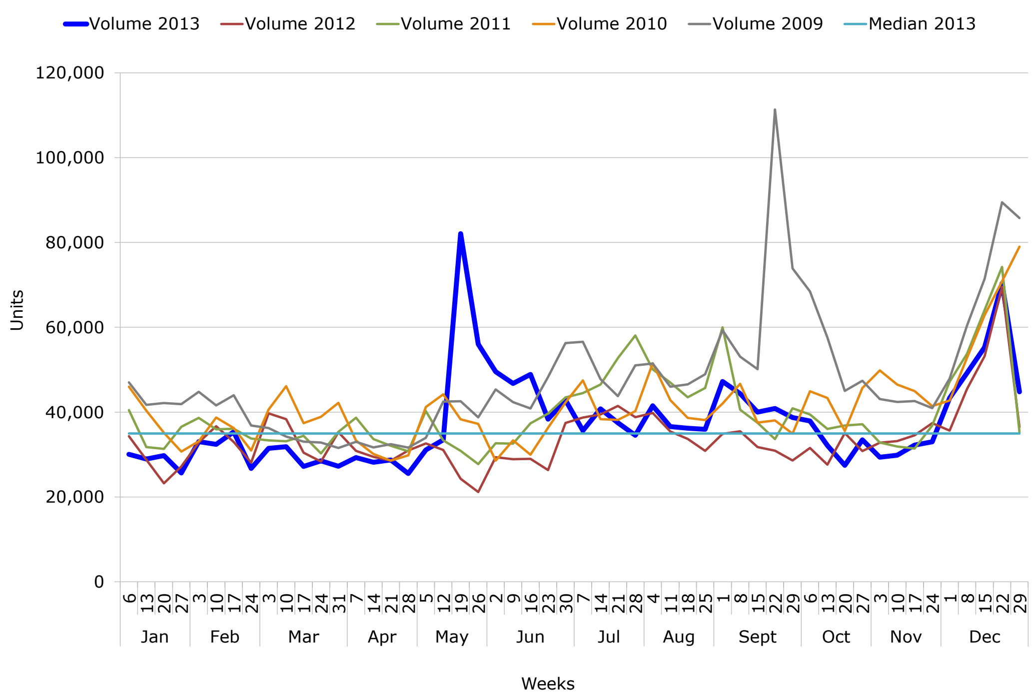
ESPIONAGE/THRILLER

Thriller readers are most likely to be 45 to 54 years of age (33%) and married (63%) but they are fairly evenly distributed between male and female. There is a distinct difference from Mystery/Detective readers, who are more likely to be female (67%).

According to the data in *The Canadian Book Market 2013*, the Thriller category actually controls a higher market share in units sold than Mystery/Detective, yet for the consumers in this study, Thriller titles only represent about half of the volume of Mystery titles. It is possible that this is due to participants self-reporting the genre of the books they purchased, which may lead to some category discrepancies.

Included below is an overview of tracked weekly sales for the Thriller category. While this does not represent all retailers who report to BNC SalesData, it is a subset that allows us to compare the same group of retailers across time to determine the overall annual sales trend of the category. Thrillers saw sales skyrocket in Q2 2013, likely due to the success of Dan Brown's fourth installment in the Robert Langdon series: *Inferno.*

UNIT SALES BY WEEK – COMPARABLE STORES*



*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

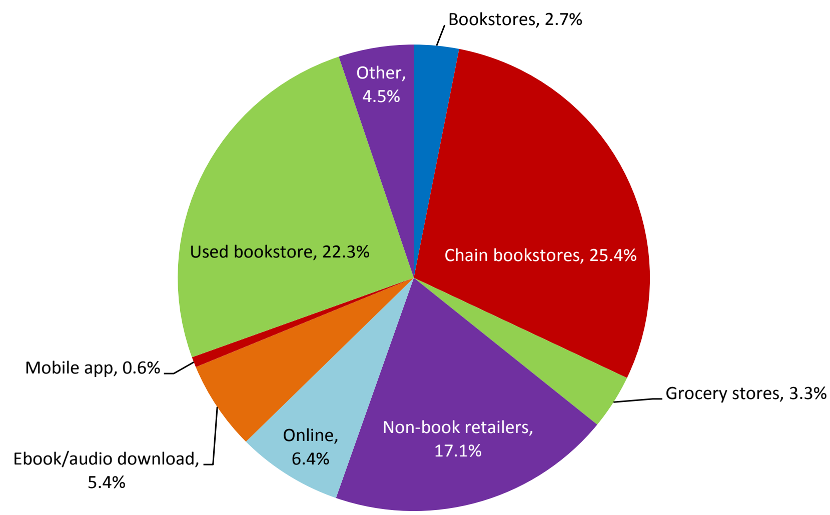
When looking at sales by format, we find that Thriller book buyers' behaviour remains relatively consistent to what we saw in 2013 with 82% of sales in the category being print and 17% ebook.

A quarter of sales took place in chain bookstores with a little less than another quarter (22%) taking place in used bookstores. Online sales (6%) are considerably smaller than many of the other genres in this study.

Almost one third of Thriller purchases are an impulse buy

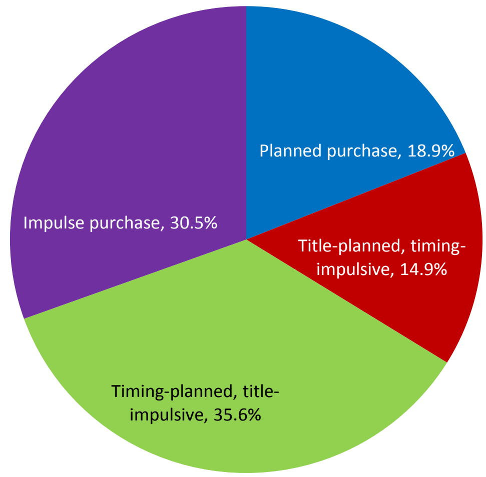
Almost one third of purchases were an impulse buy—the person had not planned on buying a book at that time—while just over 35% of Thriller buyers planned on buying a book but not specifically the book that they ended up purchasing.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=377)

IMPULSE VS. PLANNED PURCHASE

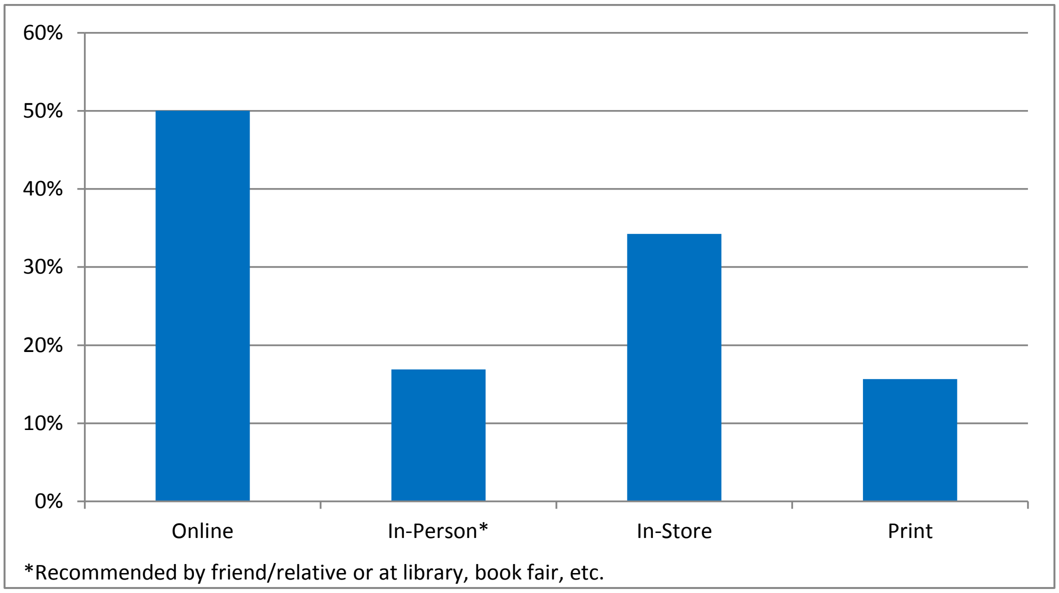


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time? Crosstab question: Into which of the following categories does this book fall? Please select one. (N=377)

So, where are Thriller buyers becoming aware of their titles? The answer is: either online or in-store. Half of the respondents said they found out about their purchase online while just over 30% found out about the title in-store. In fact, 33% of Thriller buyers found out about their title through an in-store display, a store shelf, or spinning rack—that's almost twice as high as the average book buyer. Slightly more than 8% found out about their book purchase through a friend, which is slightly lower than the overall average of 10%.

Very few Thriller buyers (1%) saw an author speak about their book but almost 5% read a teaser chapter from the book while it was forthcoming, which is considerably higher than the overall average of 2% of book buyers.

CONSUMER AWARENESS



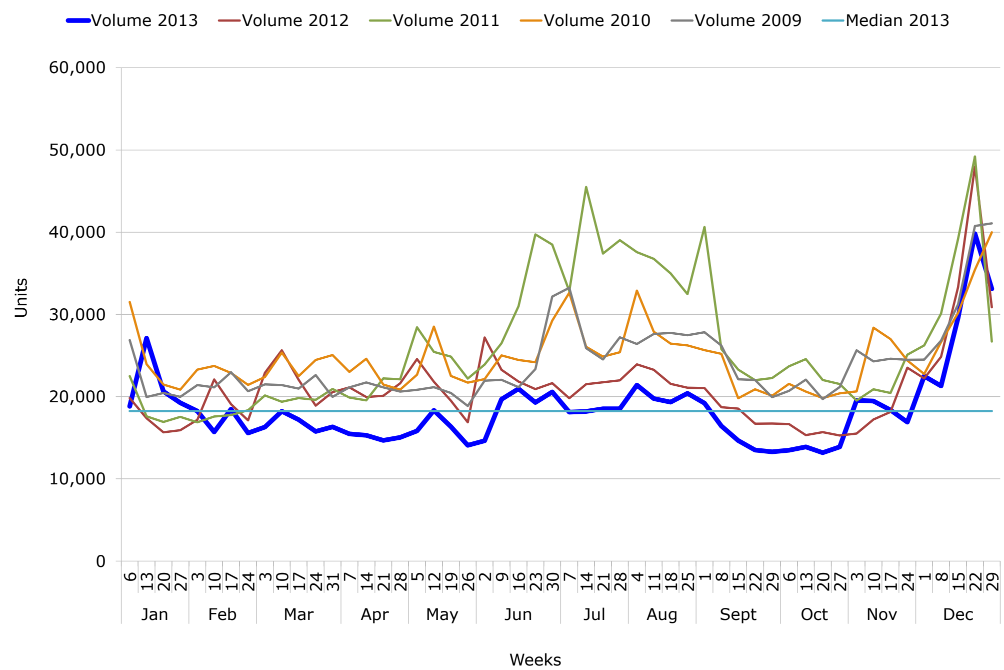
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=377)

FANTASY

The average Fantasy fan followed a similar pattern to the average Canadian reader, with a few exceptions: these readers are predominantly younger, at 18 to 29 years of age (38%), and single (37%).

Following the trend we saw in *The Canadian Book Market*, the Fantasy genre experienced below average sales in 2013, although it is important to note that the graph below represents print sales only. The unusual spike that we see in mid-2011 can be attributed to the Game of Thrones craze that resulted in George R. R. Martin's titles dominating the annual top 10 lists.

UNIT SALES BY WEEK – COMPARABLE STORES*

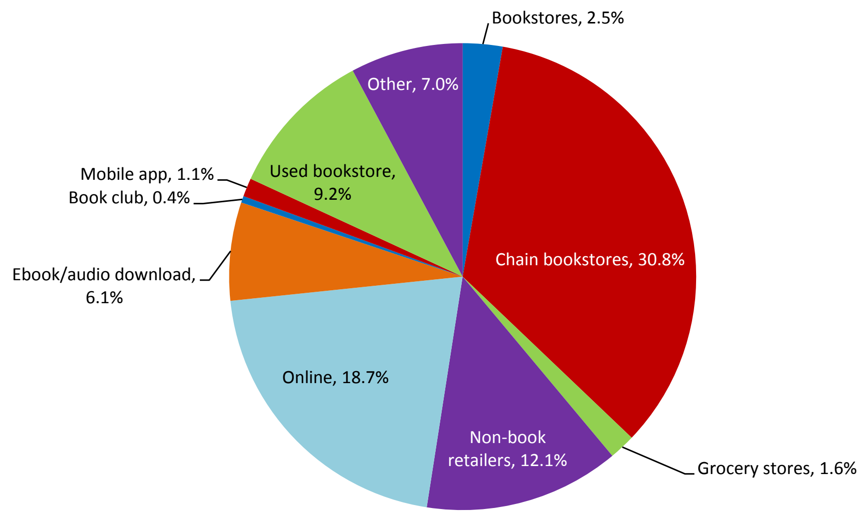


*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

Ebooks make up **17%** of Fantasy book purchases

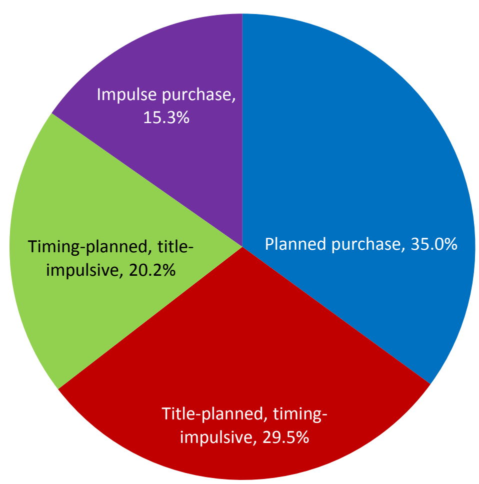
Fantasy buyers primarily shop in chain bookstores (31%) followed by online (19%). Print books make up 79% of purchases, and ebooks make up 17%. Fantasy buyers are the least inclined, of all the genres explored in this study, to make an impulse purchase (15%), with the majority of purchases (35%) being planned.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=615)

IMPULSE VS. PLANNED PURCHASE



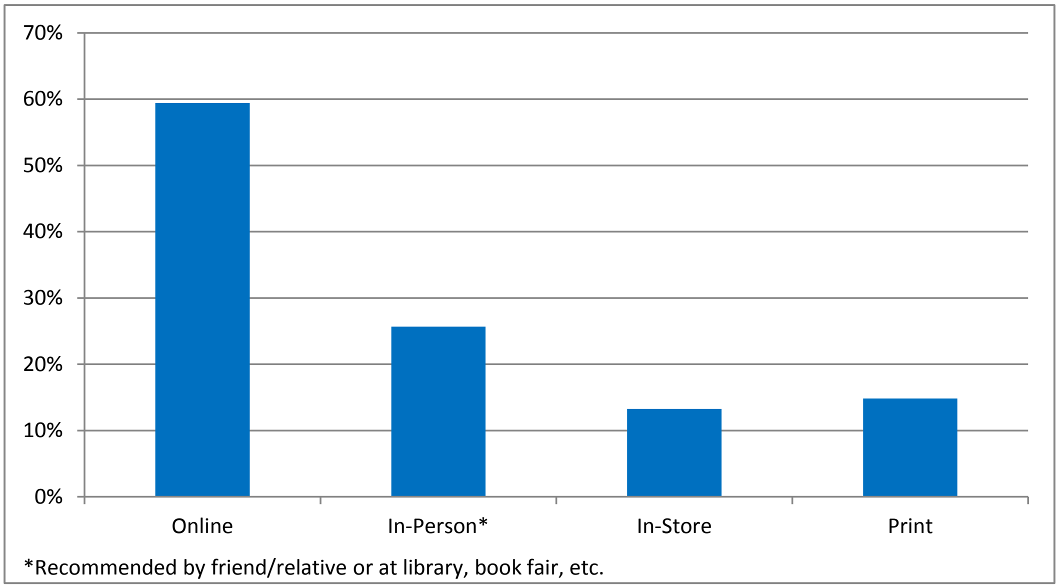
Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time? Crosstab question: Into which of the following categories does this book fall? Please select one. (N=615)

Like all fiction topics reviewed, most Fantasy buyers found out about their book online (59%). That is not to say that they purchased online, but this was one of the notable touch-points as to where they first became aware of the title that they eventually purchased.

10%
of Fantasy buyers find out about their book through an author's website: 3 times higher than average

10% of Fantasy buyers found out about their purchase through an author's website, which is more than three times higher than the average book buyer, and 6% of buyers saw their title on a bestseller list—again, considerably higher than the average book buyer.

CONSUMER AWARENESS



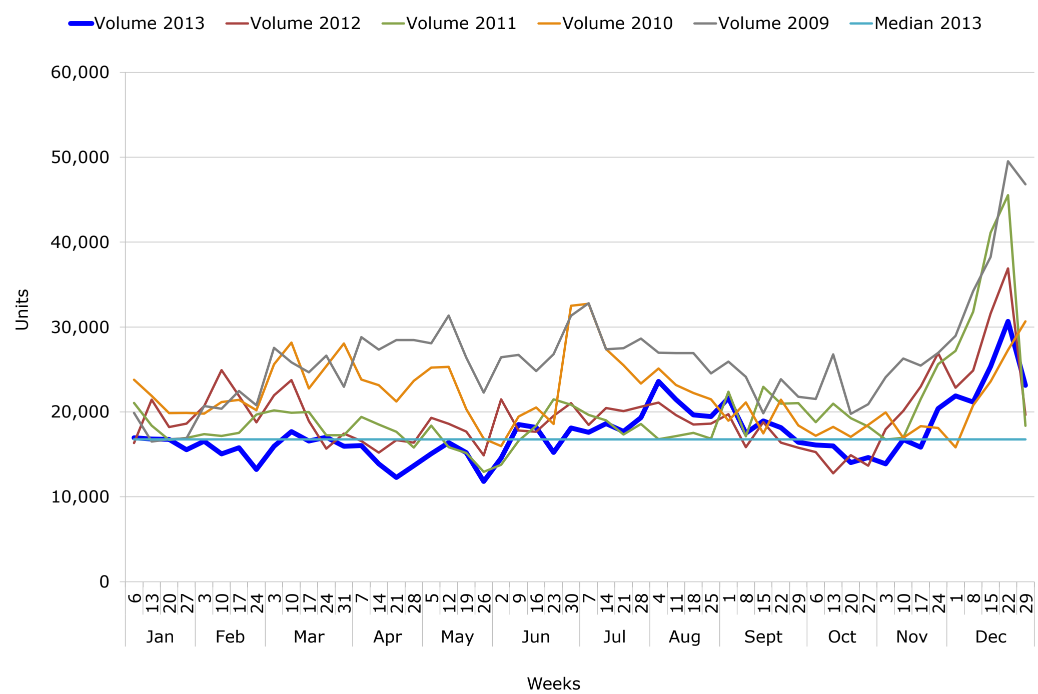
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=615)

MYSTERY/DETECTIVE

Mystery readers are predominantly women and twice as likely as the average reader to be 55 to 64 years of age (27%) and 65 years or older (23%). Aside from these demographics, Mystery and Thriller readers have a lot of similarities—most readers of both categories live in urban areas, though the percentage of respondents from small towns or rural areas is substantially above average. Mystery readers are almost twice as likely as the average reader, and the most likely of the other four fiction genres we examined, to be divorced. Education demographics show that the largest group of readers in both categories holds a university degree or college diploma. Both categories report lower than average levels of graduate or professional degrees.

When we look at the 2013 *Canadian Book Market* print data, we see that unlike the Thriller genre, Mystery titles had below average sales numbers.

UNIT SALES BY WEEK – COMPARABLE STORES*



*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

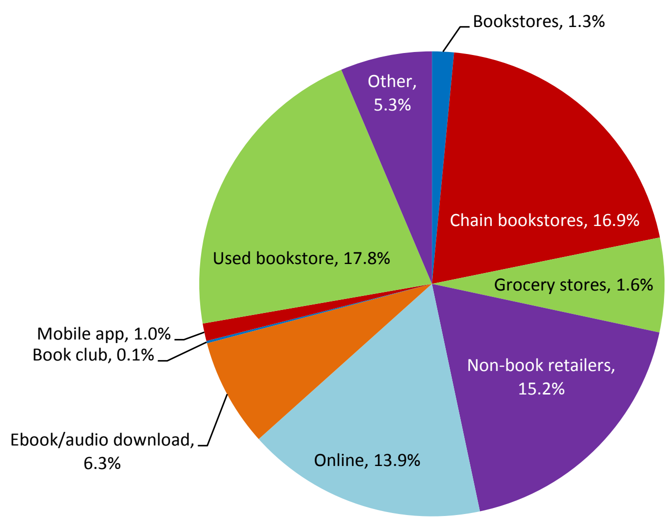
Mystery readers are fairly evenly disbursed when it comes to outlets where they purchase books, with 18% buying in used bookstores, 17% in chain bookstores, 15% in non-book retailers, and 14% online. Ebook or audio websites represent 6% of purchases, which is the second highest for genres reviewed in this study.

In format breakdown, Mystery buyers purchased 77% of their books in print format as compared to just over 21% in ebook format.

Only
13%
of Mystery purchases are planned, while
28%
are impulse buys

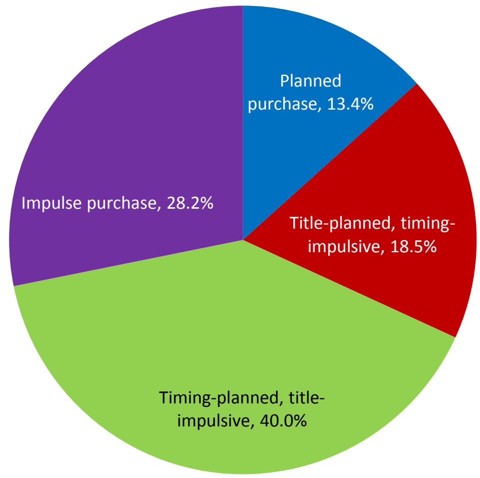
Mystery readers tend to be the most impulsive of book buyers reviewed in this study: only 13% of their purchases were planned, while 28% were impulse buys. In 40% of Mystery purchases, the book buyer had intended to buy a book but the title itself was a spontaneous choice.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=761)

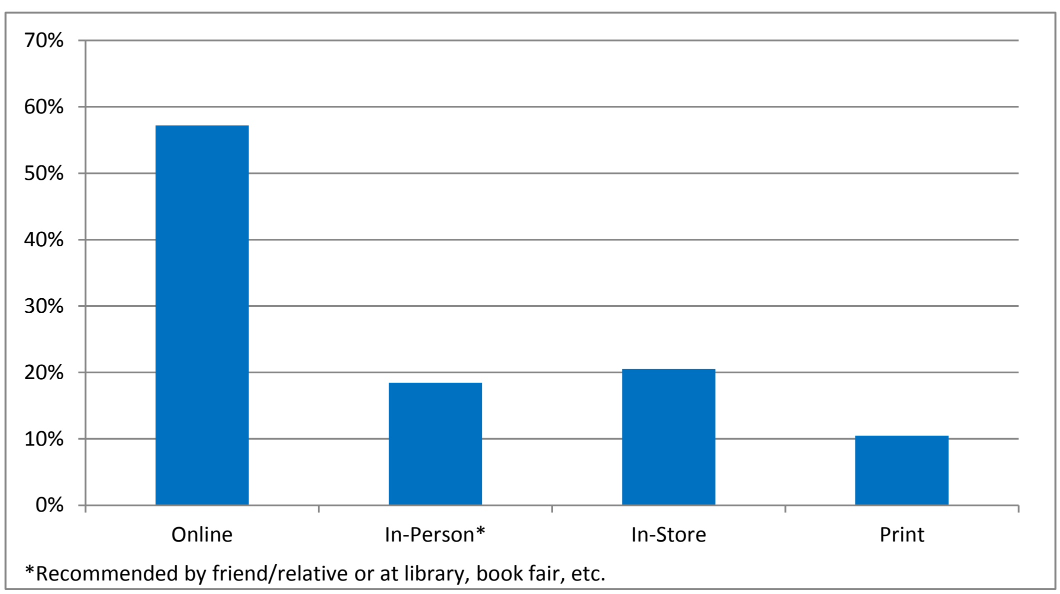
IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time? Crosstab question: Into which of the following categories does this book fall? Please select one. (N=761)

The majority of Mystery buyers find their titles through online means (57%)—that may be advertisements, reviews, articles, or social media. Print is the lowest form of discovery for consumers (10%) in the fiction categories reviewed. For in-person shopping, almost one-fifth of buyers (19%) find out about their purchase through an in-store display, on a shelf, or on a spinning rack—this is higher than the average book buyer at 16%.

CONSUMER AWARENESS



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=761)

ROMANCE

Romance is the second-best–selling fiction genre for Canadian readers in our study. It is the most gender-skewed subject in the market: readership is almost entirely female (85%). (A close second was the Erotic genre, whose audience is 82% female.)

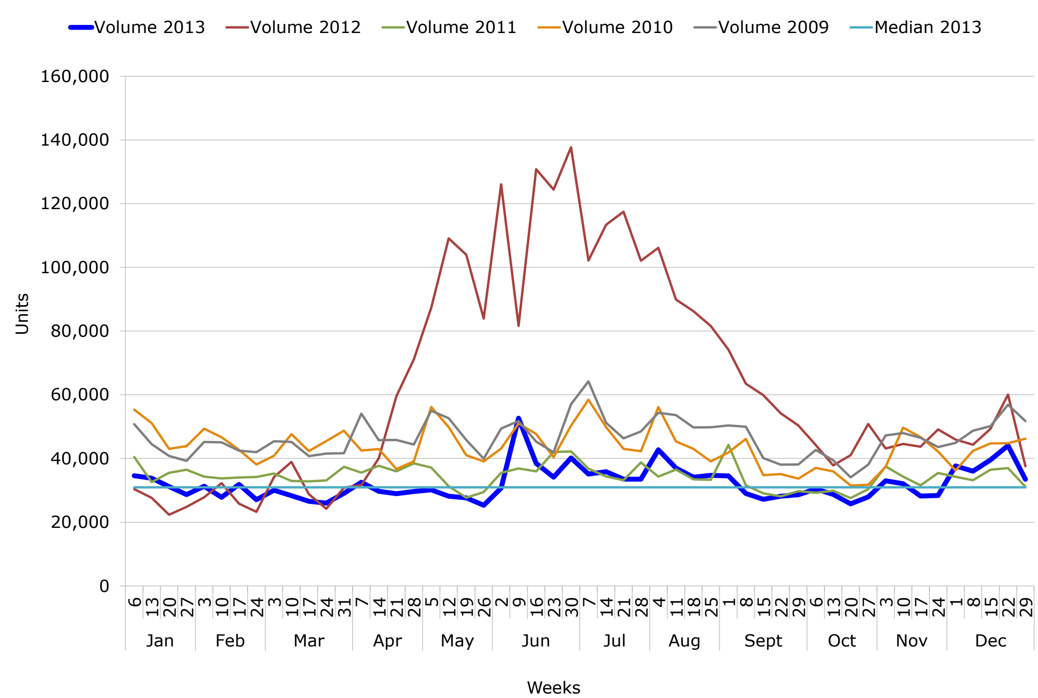
In 2012, the Romance enthusiast was likely to be younger; however, in 2013, the Romance reader is most likely to be between 45 and 54 years of age (28%). It is important to note that sales of the runaway 50 Shades of Grey trilogy may skew demographic data for the 2012 year.

23%

of Romance book purchases are digital

According to *The Canadian Book Market 2013*, Romance had below average sales for print books (can you spot the 50 Shades phenomenon?). The print book sales for the Romance category represent 6.45% of all tracked trade sales, but looking solely at print sales does not tell the whole story for this genre. When we asked Romance book buyers about format, they reported that their book purchases were 75% print and almost 23% digital. Ebooks have clearly had a sales impact on the Romance category.

UNIT SALES BY WEEK – COMPARABLE STORES*

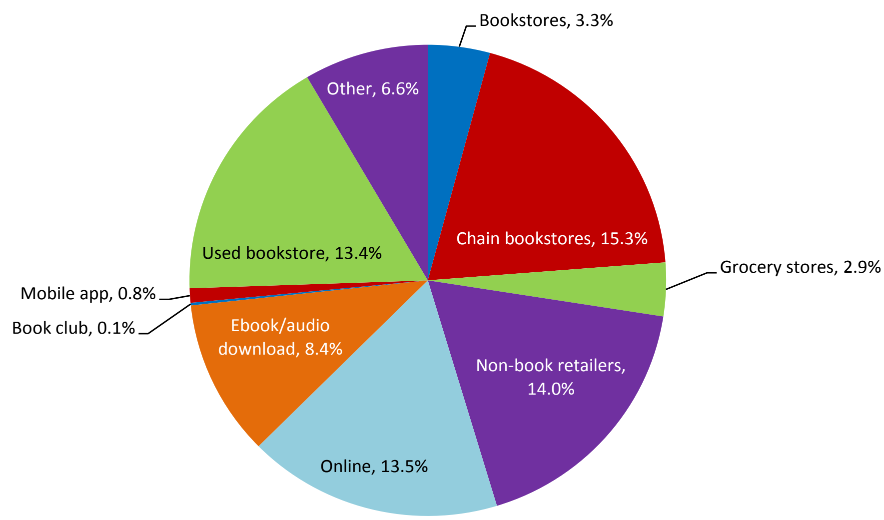


*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

When looking at consumer-reported sales by channel we find that, similar to the Mystery category, sales are fairly evenly spread across outlets with the majority of purchases taking place in chain bookstores (15%), in non-book retailers (14%), online (14%), and in used bookstores (13%).

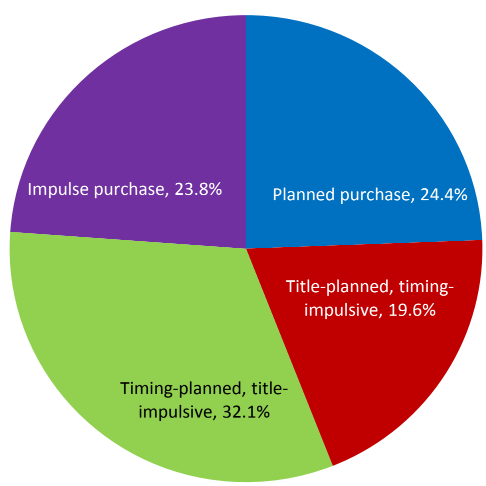
The majority of Romance buyers planned to purchase a book but the title was spontaneous (32%), while just under a quarter of purchases (24%) were planned.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=549)

IMPULSE VS. PLANNED PURCHASE

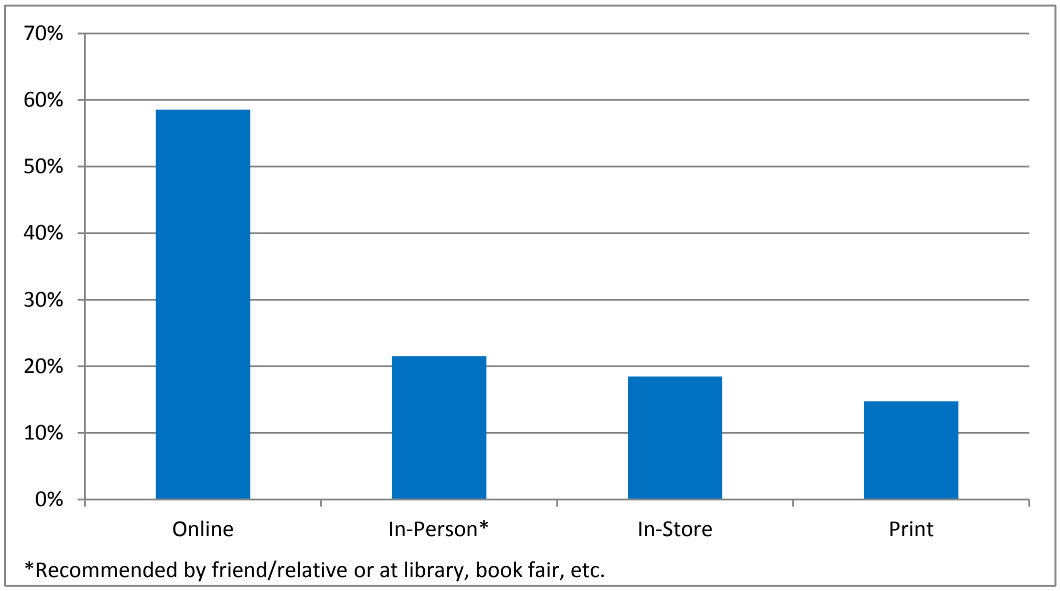


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=549)

Romance readers like to read excerpts and sample chapters—twice as much as the average book buyer

When it comes to where Romance readers find out about books, like all other fiction categories, online is your best bet. Romance readers like to read excerpts and sample chapters—twice as much as the average book buyer. While bestseller lists tend to matter less, author websites have considerably more influence with 9% of readers viewing an author's website and, while the numbers are still small, a notable amount of readers following an author via social media.

CONSUMER AWARENESS



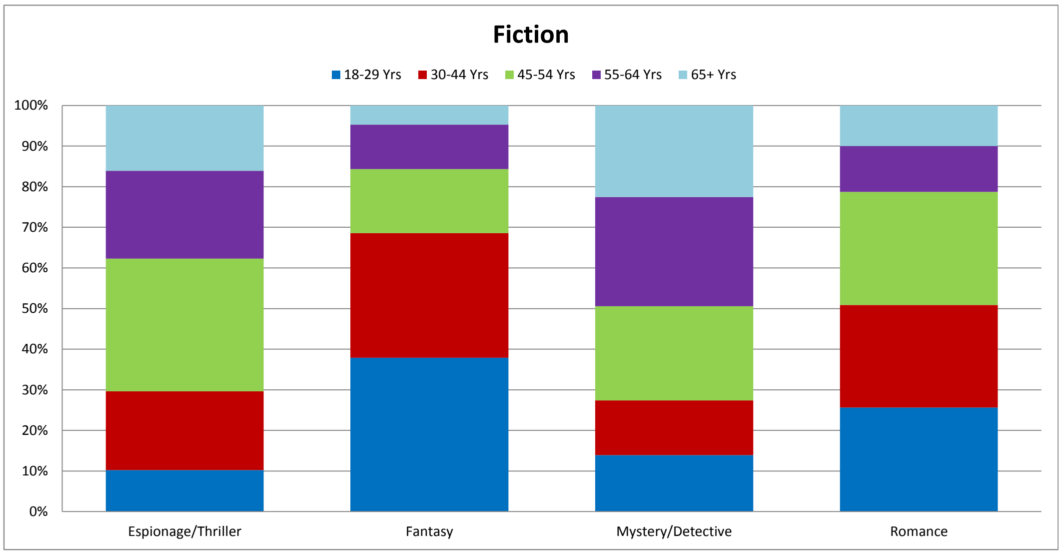
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=549)

FICTION CONSUMER DEMOGRAPHICS

Looking comparatively across the Thriller, Fantasy, Mystery, and Romance categories, we see some distinct difference in readers when it comes to genre preference by age and marital status.

AGE

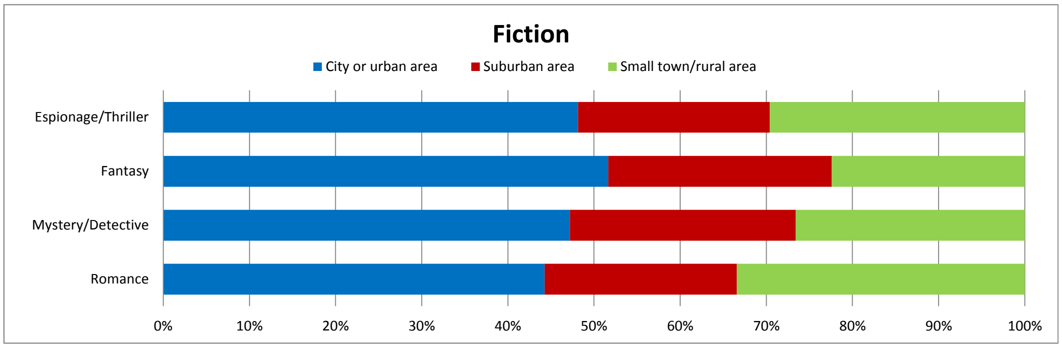
GENRE PREFERENCE BY AGE BRACKET



Question: Into which of the following categories does this book fall?
Crosstab question: Please enter your age.
(N=9,940)

POPULATION DENSITY

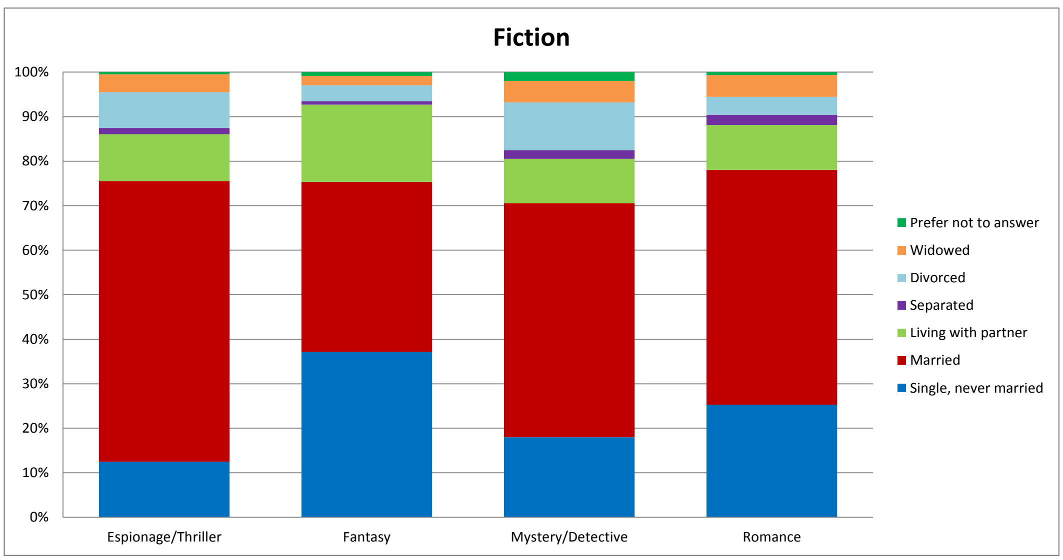
GENRE PREFERENCE BY POPULATION DENSITY



Question: Into which of the following categories does this book fall?
Crosstab question: Would you say that you live in…
(N 9,940)

MARITAL STATUS

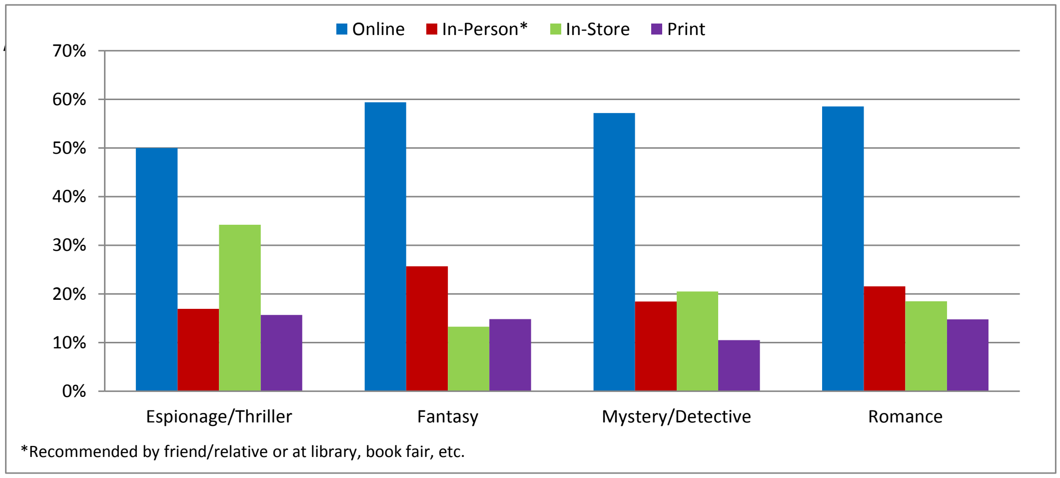
GENRE PREFERENCE BY MARITAL STATUS



Question: Into which of the following categories does this book fall?
Crosstab question: Which of the following best describes your marital status?
(N=9,940)

FICTION CONSUMER AWARENESS

AWARENESS BY FICTION GENRE



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)

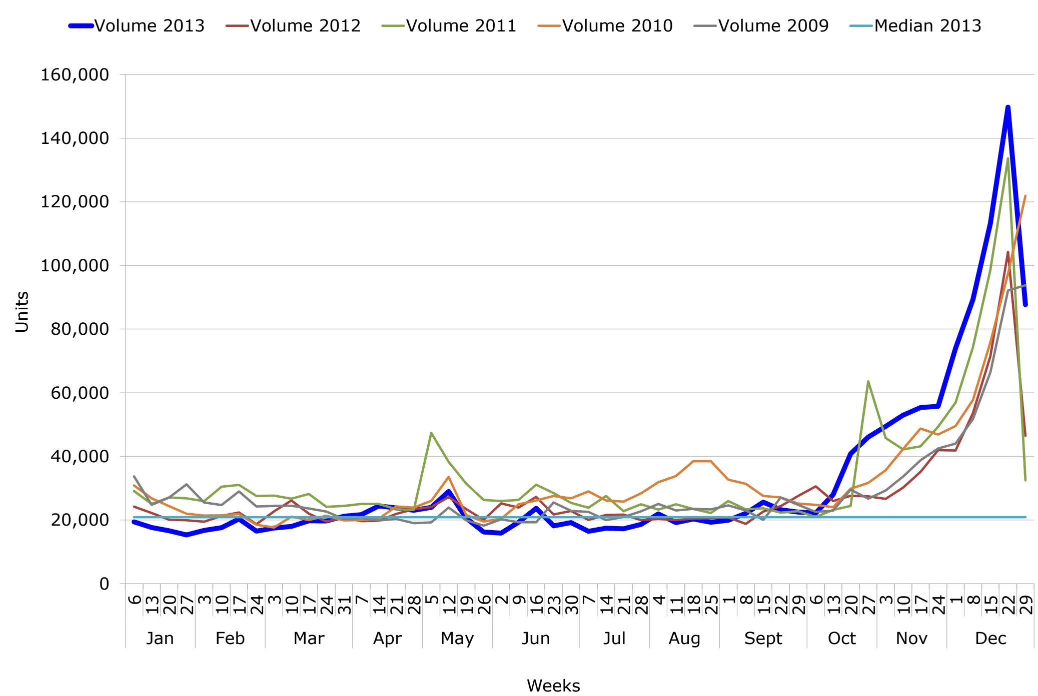
BIOGRAPHY & AUTOBIOGRAPHY

Consistent with our findings in 2012, Biography & Autobiography is the category that mirrored the average reader most closely, of the non-fiction categories that we studied in depth. The gender split for Biography & Autobiography is 60:40 female, with the majority of respondents falling into the age bracket 30 to 44 (34%), and married (45%).

The major exception to the similarities between the average reader and the Biography readers is income. The largest group of these readers (20%) is above average, falling into the \$100,000–\$149,999 range with professionals (16%) and sales and marketing (12%) most highly represented.

Based on the respondent data, consumers purchased the highest number of Biography & Autobiography titles in Q4. Perhaps this is due to the fact that non-fiction titles are considered to be more suitable gifts. This echoes our findings from SalesData in *The Canadian Book Market*. The lift starting earlier in the quarter could be explained by the release of the bestselling memoir *Orr: My Story.*

UNIT SALES BY WEEK – COMPARABLE STORES*

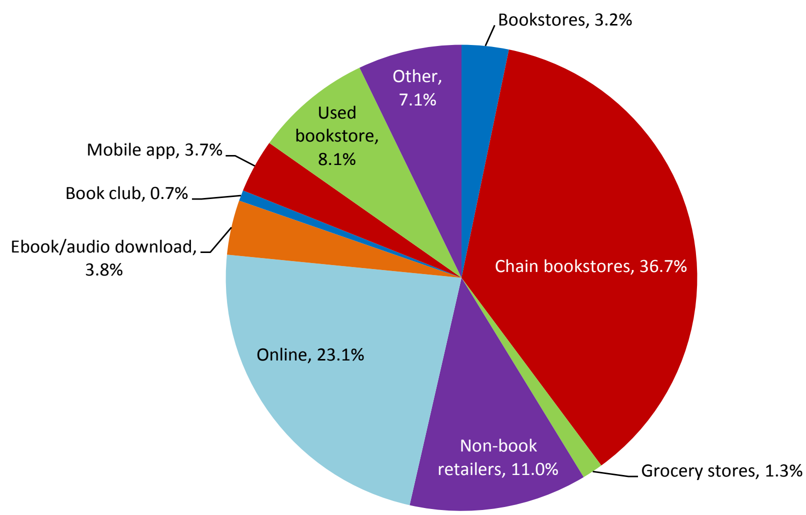


*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

33%
of Biography purchases take place in chain bookstores and
20%
occur online

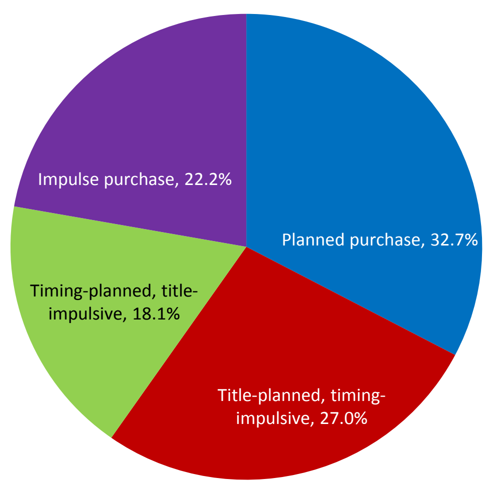
Print books make up 85% of Biography sales, with the majority of purchases (33%) taking place in chain bookstores and 20% occurring online. Generally, non-fiction purchases tend to be more planned than fiction purchases and the Biography category is no exception, with 33% of purchases being planned.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=395)

IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=395)

Biography readers are more likely to have seen the author talk about their book:

12%

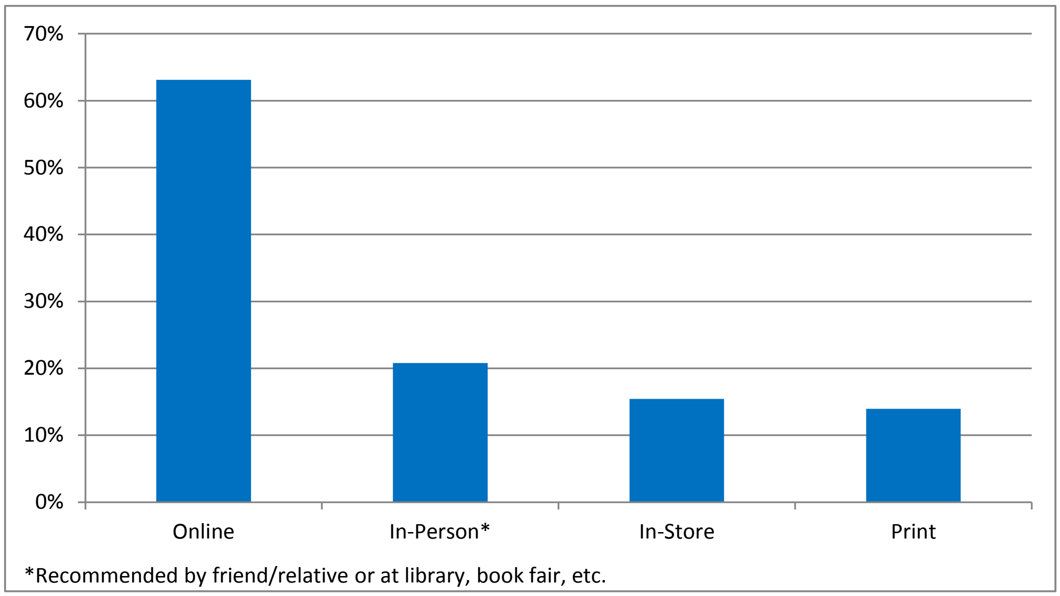
as compared to the

3%

average

When it comes to discovering books, while Biography readers rank high on online discovery, it seems that author readings are the way to go. Biography readers were also considerably more likely to have seen the author talk about their book: 12% as compared to 3% for the average book buyer. Biography readers also tend to rely on book reviews more than the average book buyer and, while social media often does not have considerable uptake with books, they were slightly more inclined to have seen an ad on a social network.

CONSUMER AWARENESS



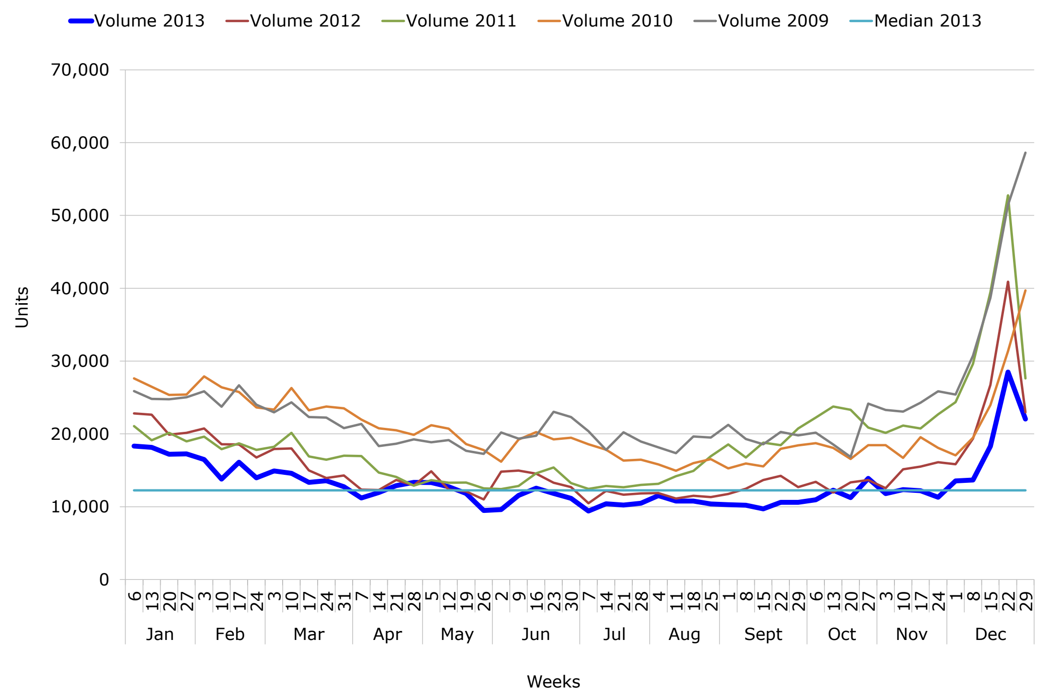
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=395)

BUSINESS & ECONOMICS

Unlike most other categories, the majority of Business readers are male (68%). This correlates with the finding that more men than women are purchasing books for information purposes. 26% of them are also single, never married—a rate roughly 10% higher than the average reader.

When reviewing both consumer-reported sales and those tracked by BNC SalesData, sales tend to be relatively flat throughout the year with an obvious holiday spike in Q4.

UNIT SALES BY WEEK – COMPARABLE STORES*



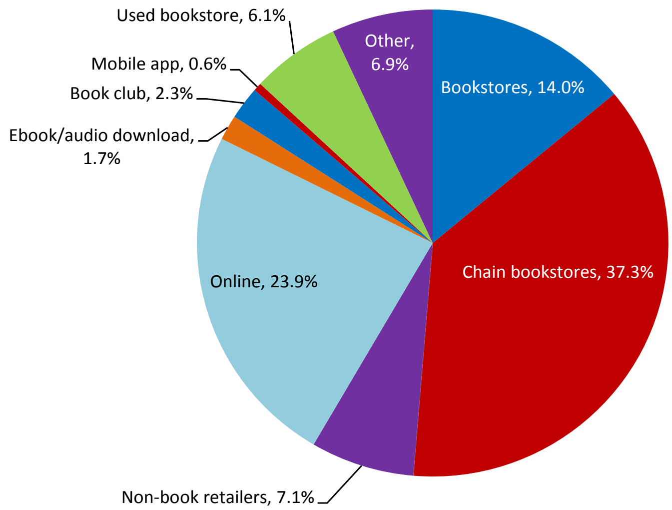
*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

Digital sales represent **13%** of the Business category

When reviewing channel sales for Business titles, the profile is very similar to Biography sales with the majority of sales taking place in chain bookstores (29%) and online (19%). Print books represent 76% of sales and digital books represent 13%.

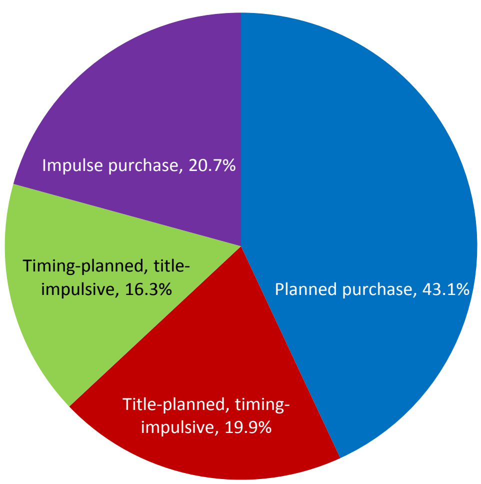
The majority of sales were planned (43%) which is the second highest of the categories we reviewed.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=140)

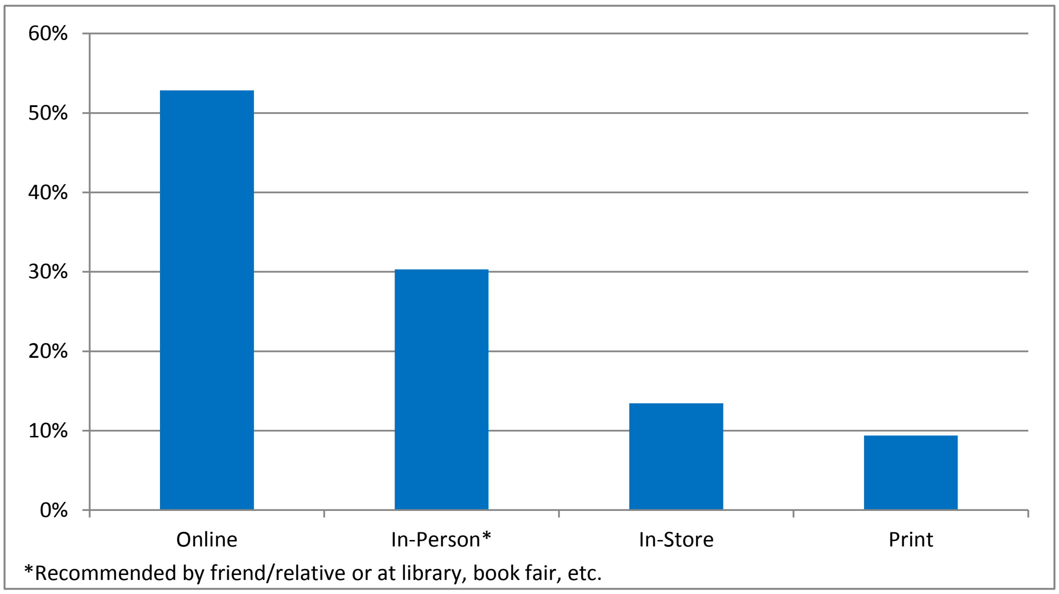
IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time? Crosstab question: Into which of the following categories does this book fall? Please select one. (N=140)

Business book buyers tend to find books via bestseller lists or through a recommendation from a friend. They were slightly less likely to have discovered their book through an in-store visit.

CONSUMER AWARENESS



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=140)

COOKING

Cookbooks sales have remained resilient over the past five years, with relatively little year-over-year decline

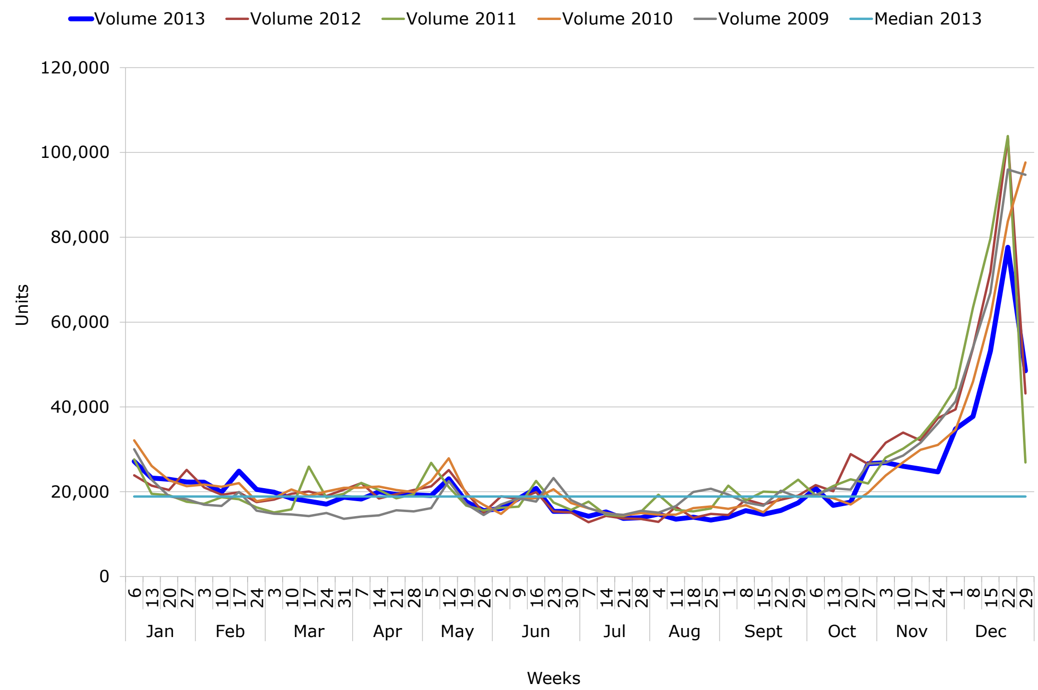
According to BNC SalesData, print cookbooks are the third most purchased non-fiction category, and sales have remained resilient throughout the past five years, with relatively little year-over-year decline. Perhaps unsurprisingly, consumers reported buying the majority of their cookbooks in print format (85%). Ebooks made up 14% of sales.

The gender divide remains consistent with 2012: Cookbooks are largely purchased by women (64%), with most readers (29%) falling into the 45 to 54 age bracket. These readers are most likely to be married (45%), or single and never married (34%).

45% of Cooking book buyers have a university degree or college diploma. Another 24% began but did not complete their post-secondary education, a rate which is over 5% higher than the average reader. Readers who are employed full-time represent the most concentrated employment status, with 15% in professional roles, and a further 13% are homemakers.

Not only did print cookbook sales remain relatively consistent across the past five years, but sales are very flat throughout the year, except for the pronounced spike in December demonstrating this category's popularity for gift giving.

UNIT SALES BY WEEK – COMPARABLE STORES*



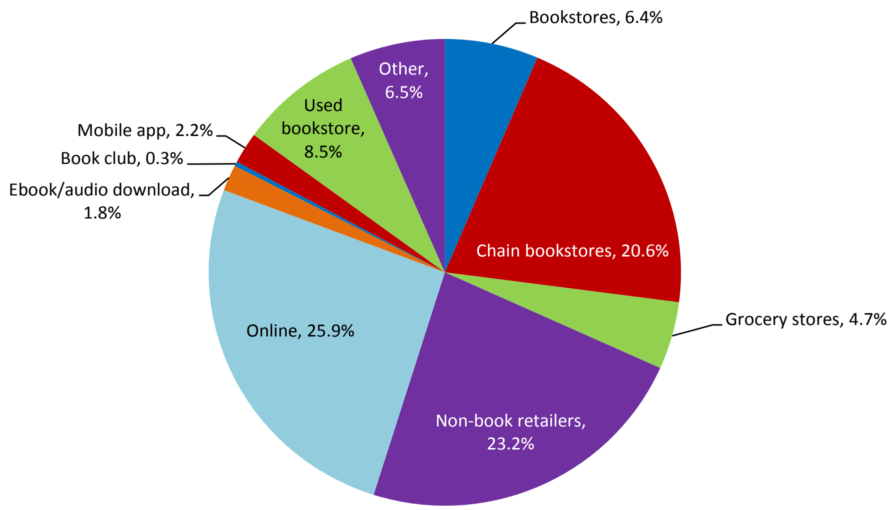
*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

Cookbook buyers are an impulsive bunch: **40%** of purchases are completely unplanned

Cookbook buyers are an impulsive bunch, with 40% of purchases being completely unplanned. This could potentially have to do with the fact that many cookbooks are given as gifts.

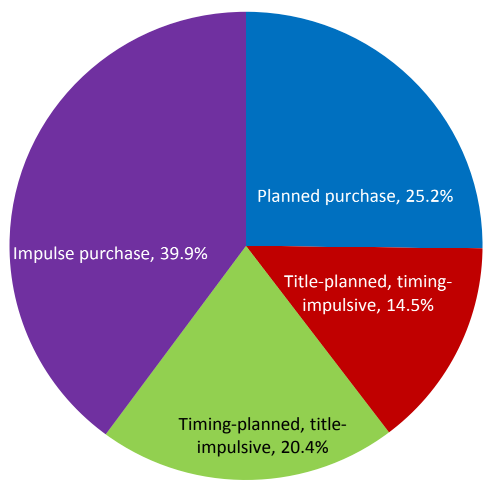
Differing from most of the other categories that we have reviewed, the majority of cookbook sales are happening online (22%) followed by at non-traditional retailers (20%) and chain bookstores (18%).

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=243)

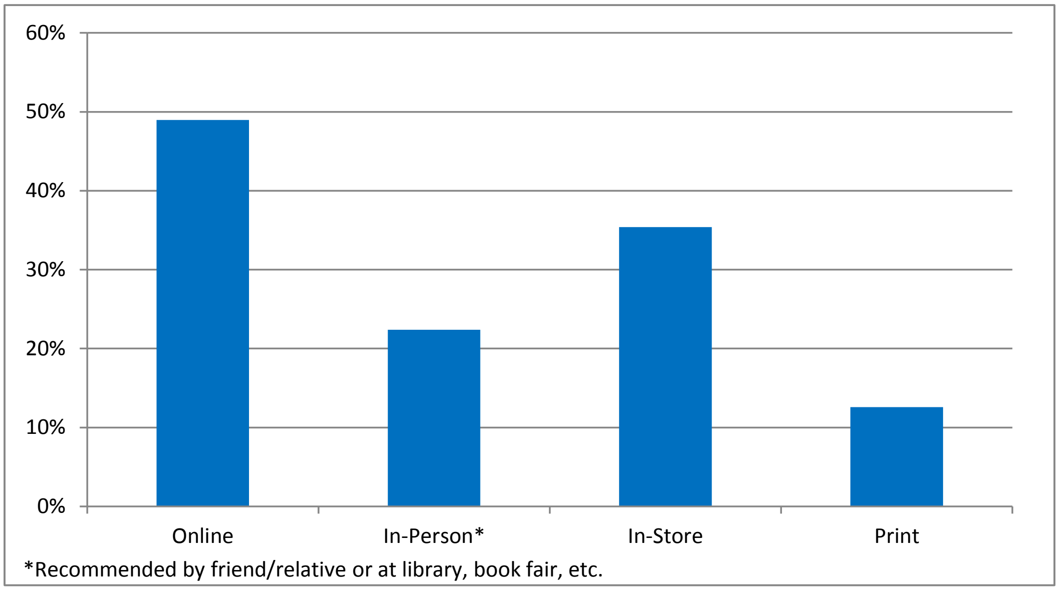
IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=243)

Aligning with impulse purchases, Cookbook buyers tend to discover their books in-store more than any other genre explored in this study (35%). Twice the amount of buyers found their book on either a display shelf or a front of store table. In-store sales clerks were also twice as likely (4.5%) to direct eventual buyers to their title. When shopping online, cookbook buyers were slightly more likely (11%) to discover their book while browsing through an online website.

CONSUMER AWARENESS



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=243)

HEALTH & FITNESS

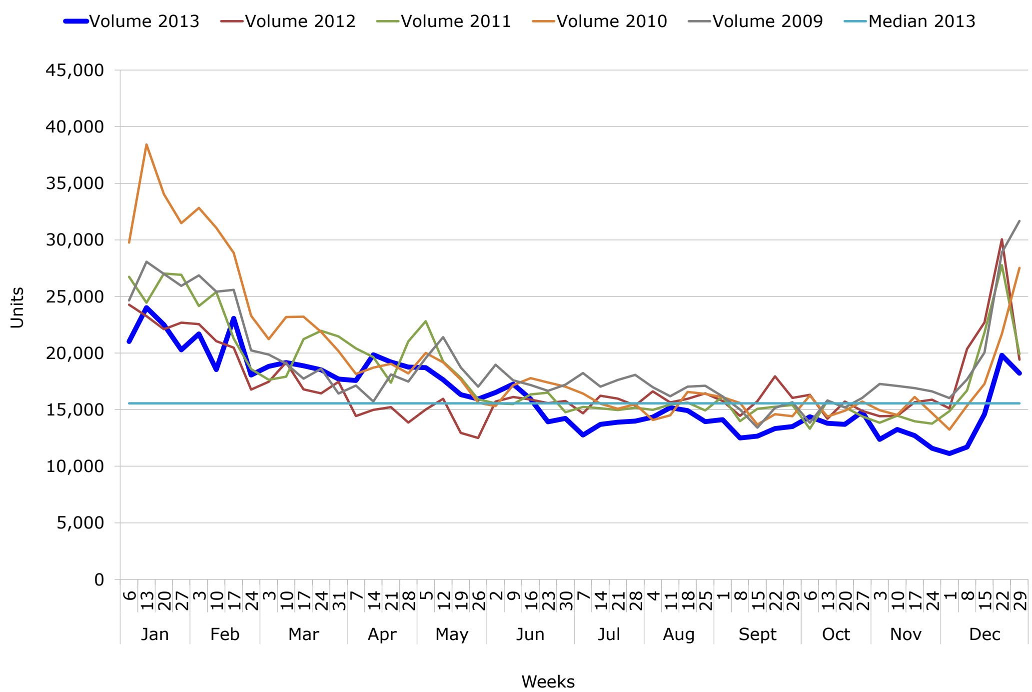
35%
of Health & Fitness books are purchased on impulse

The majority of Health & Fitness books are purchased on impulse (35%), followed by completely planned purchases (31% of buyers planned to buy a specific title at a specific location).

The average Health & Fitness reader follows a similar pattern to the average Canadian reader, with a couple of exceptions. According to respondents, the annual income of buyers in this category is $75,000–$99,999 (23%), which is above average.

Consumers reported buying the highest number of Health titles during Q1 and Q4, which is reflected in the data below from *The Canadian Book Market*. Purchasing this type of book around the holidays is likely a result of people trying to keep their New Year's resolutions to get into shape.

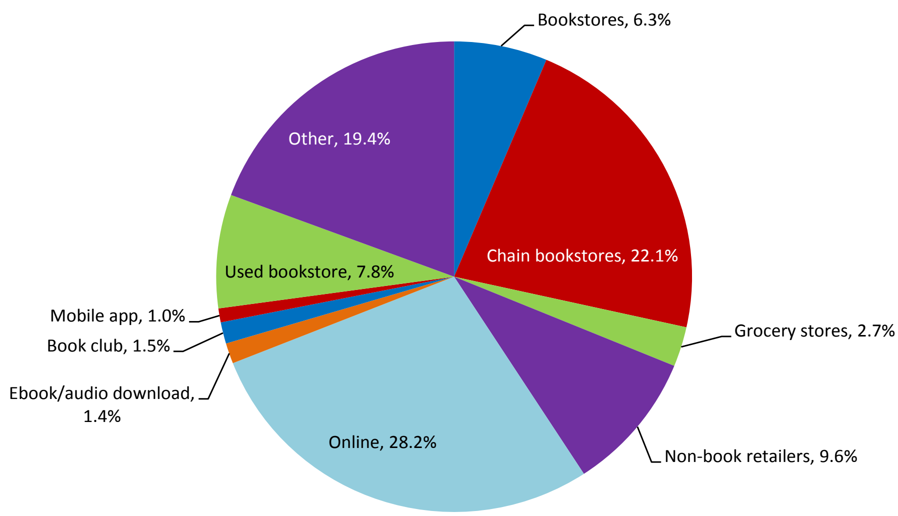
UNIT SALES BY WEEK – COMPARABLE STORES*



*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

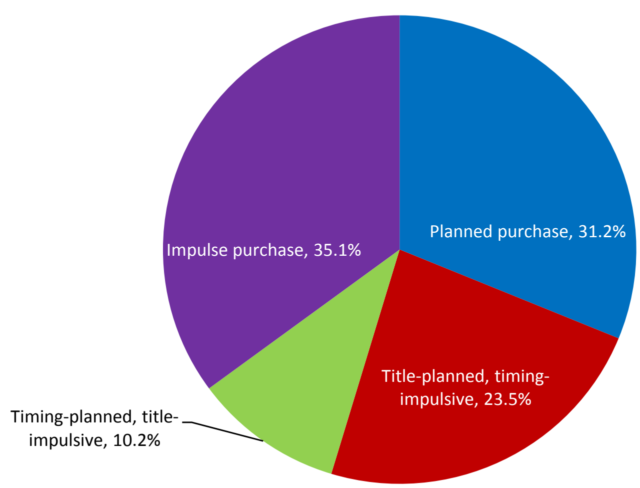
The majority of Health & Fitness books are purchased online (24%) followed by at chain bookstores (19%). Fewer purchases take place at non-book retailers (perhaps due to what is stocked) but a considerably higher number of purchases are categorized as "other" (16%), which could be gift stores, gyms, or other non-traditional outlets.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=177)

IMPULSE VS. PLANNED PURCHASE

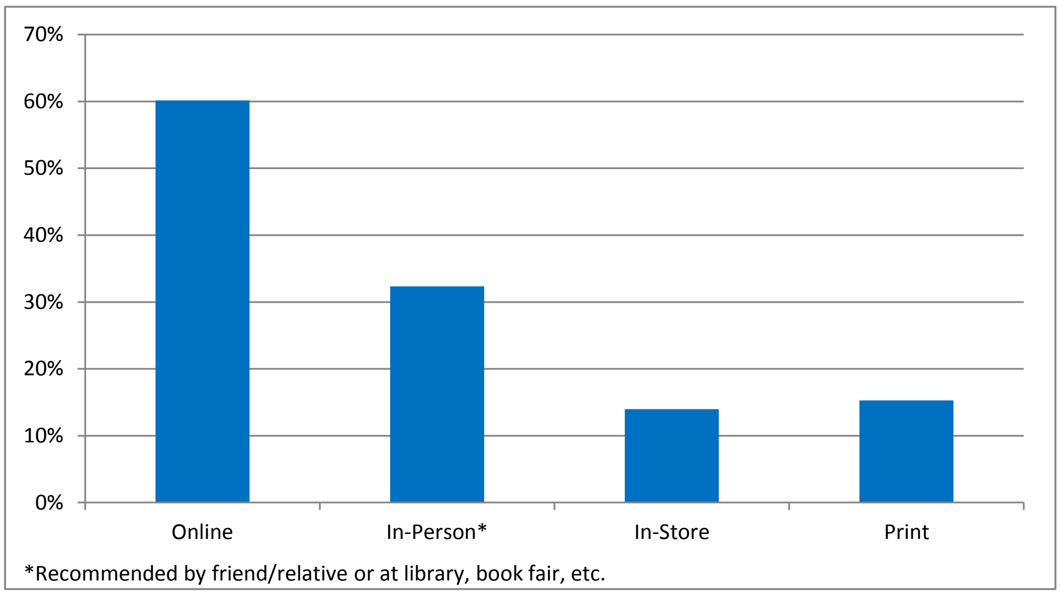


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=177)

Author and publisher websites resonate higher than average with Health & Fitness buyers

While the numbers are still small, advertisements appear to have nearly twice as much resonance with Health & Fitness book buyers than the other genres explored. Of the advertisement types surveyed, Health & Fitness buyers are most likely to discover titles through a website banner ad (2.7%) or a magazine advertisement (3.2%). Author (5%) and publisher websites (5%) also resonate higher with Health & Fitness buyers than the average book buyer. In addition, reading an article about an author or reading the author's blog also has a notable impact.

CONSUMER AWARENESS



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=177)

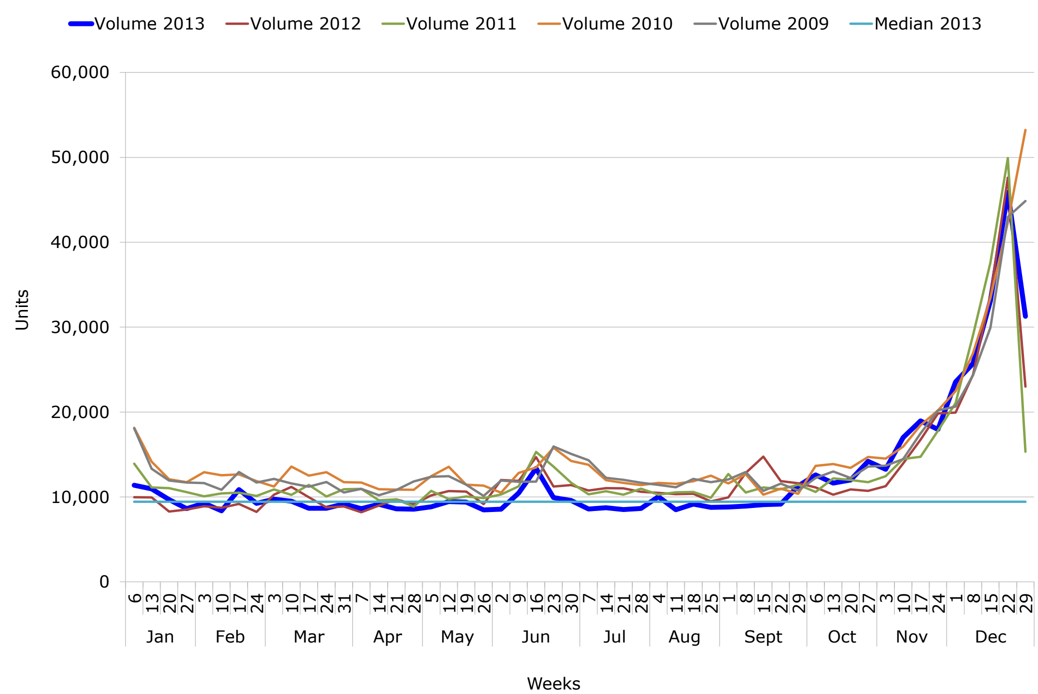
HISTORY

History readers tend to be male (63%), and more likely than average to have a graduate or professional degree (28%).

20% of History readers are single, never married—roughly 10% lower than the average reader. Of the categories we examined, they are also the readers most likely to be separated—almost three times as likely as the average reader.

Looking at year-over-year sales of print books (as reported by BNC SalesData) we find that sales of print books have only seen a slight decline over the past five years. Throughout the year sales are flat with a slight increase in the summer and a considerable spike over the holiday season, likely indicating the strong popularity of this genre as gift books.

UNIT SALES BY WEEK – COMPARABLE STORES*

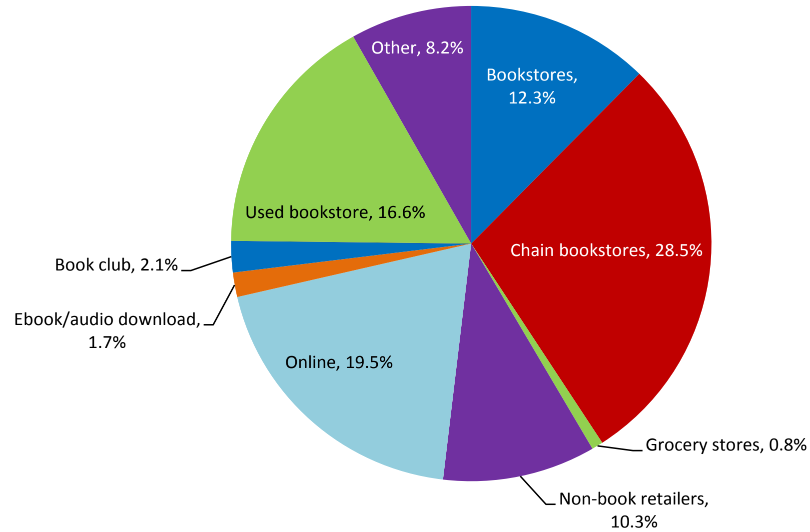


*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

History readers are very dedicated to print, purchasing almost 90% of their books digitally

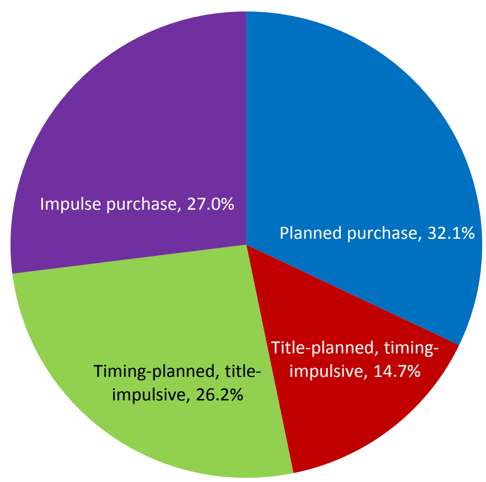
History readers are very dedicated to print, purchasing almost 90% of their books in this format. Ebooks account for slightly less than 9% of sales.

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=315)

IMPULSE VS. PLANNED PURCHASE

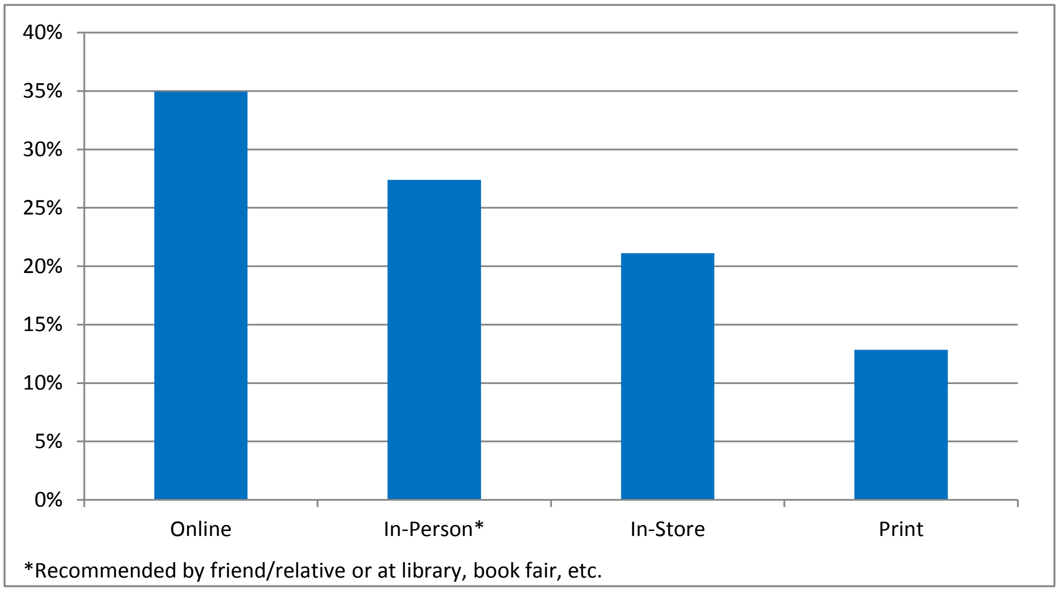


Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=315)

History book buyers are more likely than average to discover titles in the library (7%)

While online discovery was high, in-store discovery of titles is notable with just over 20% of books being found in-store. History book buyers were also notably more likely to discover titles in the library (7%) than the general book buyer (5%).

CONSUMER AWARENESS



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

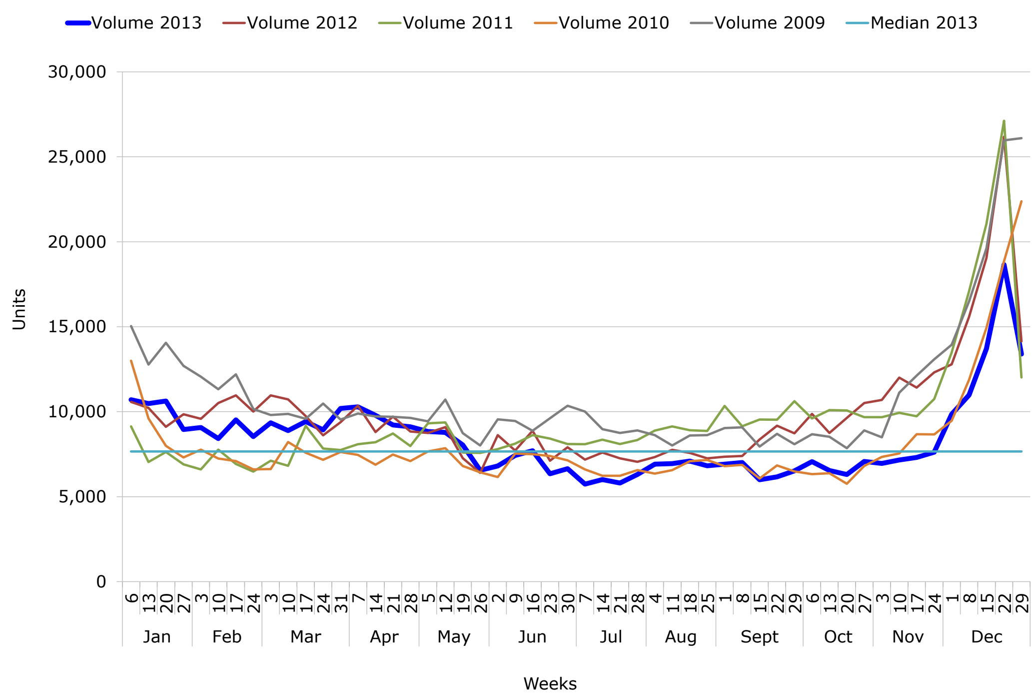
Crosstab question: Into which of the following categories does this book fall? (N=315)

RELIGION

A Religion reader is most likely to be part of the baby boomer generation, falling into the 55 to 64 age bracket (22%). They are significantly more likely than average to live in a rural area, though most did still report living in urban areas (51%). 31% of these readers are also born outside of Canada, which is 12% higher than the average reader.

Following the unit sales trend found in *The Canadian Book Market*, consumers reported purchasing a higher number of Religion titles before and after the holiday season (Q1 and Q4).

UNIT SALES BY WEEK – COMPARABLE STORES*



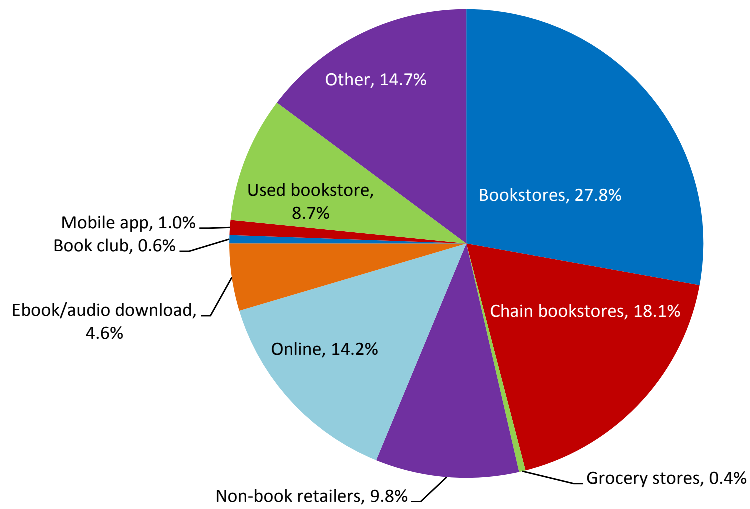
*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

Religion buyers are more likely than average to shop in independent bookstores (20%)

Consumers who purchase Religion titles tend to be the most atypical of the genres we explored in this report. Just under half of the books purchased (46%) were planned and only 20% of purchases were an impulse buy. Of the categories reviewed, Religion buyers are also the most likely to shop in independent bookstores (20%) and the least likely to make their purchase in a chain bookstore (13%)—which may be partially due to buyer preference or availability of titles.

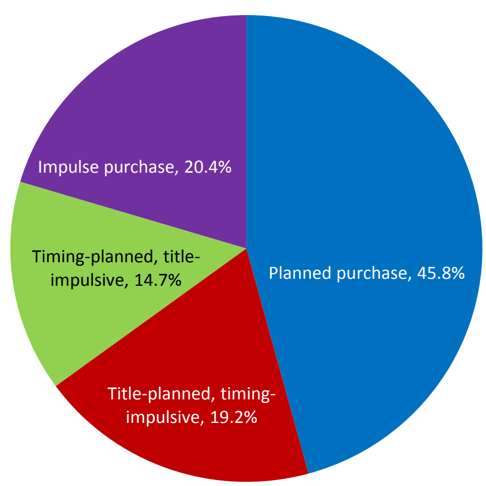
When it comes to format preference, 81% of consumers purchased print books while 15% purchased ebooks.

PURCHASE BY CHANNEL



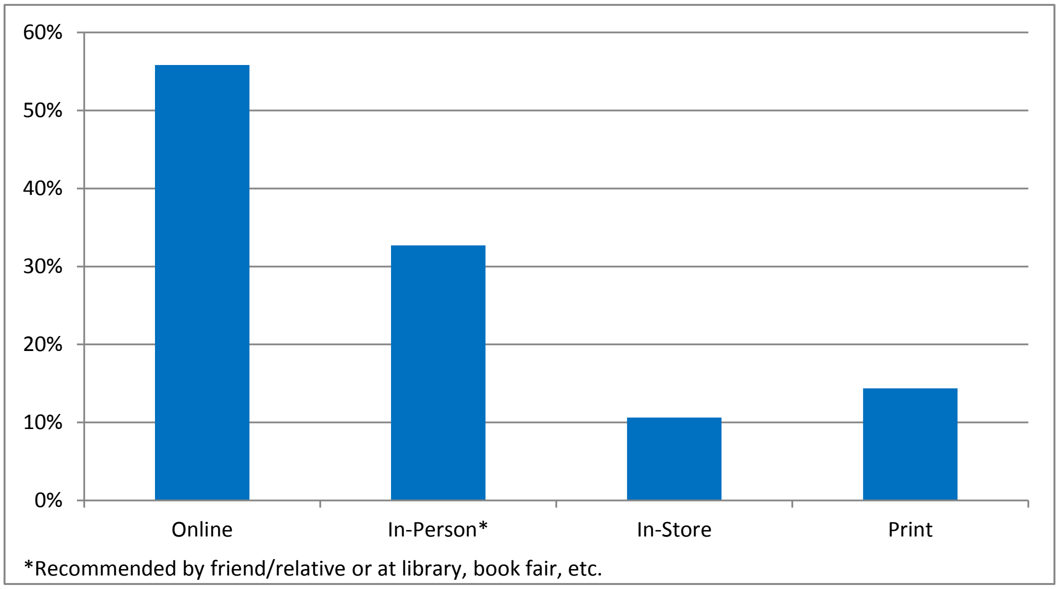
Question: Where did you purchase this book? If you don't see the exact match on this list, please select "Other" at the end of the list.
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=184)

IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=184)

CONSUMER AWARENESS

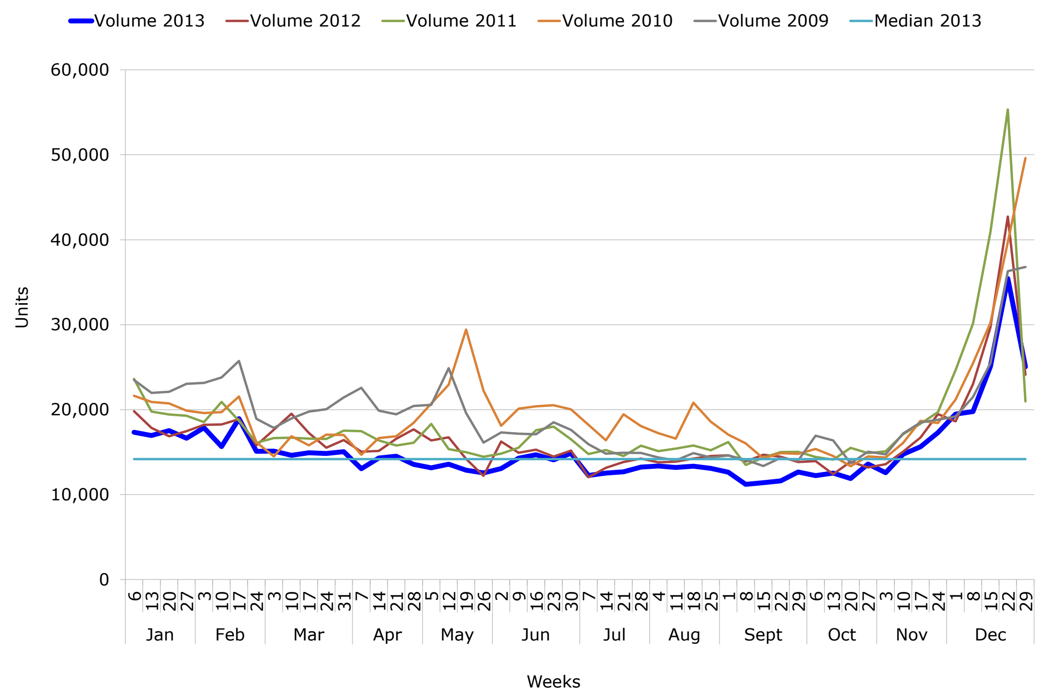


Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=184)

SELF-HELP

Self-Help readers tend to be younger, with 73% under the age of 45. Overall sales of print books are fairly consistent throughout the year, with the exception of the holiday jump in December, which carries over into January. The spikes below in May for 2009 and 2010 were due to the release of a few popular titles, which skewed the results.

UNIT SALES BY WEEK – COMPARABLE STORES*

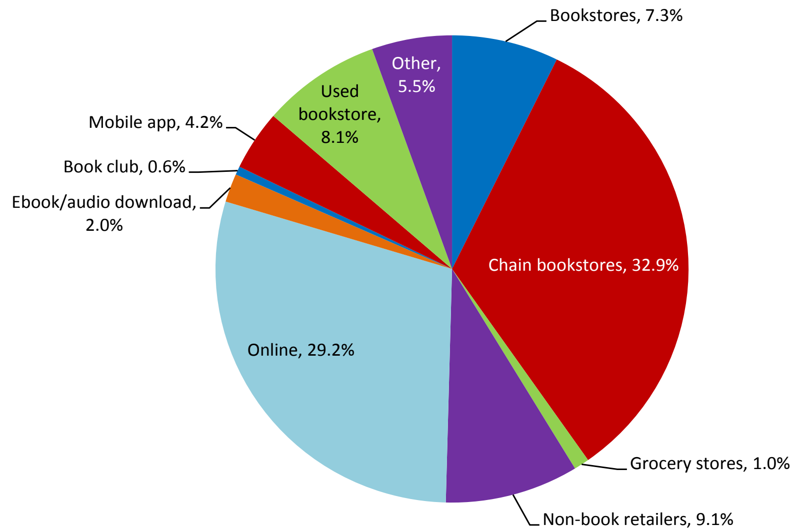


*Print sales from "comparable stores" reporting to BNC SalesData. This is an aggregated sum of a fixed group of retailers, allowing sales to be compared across years.

The majority of Self-Help purchases take place in chain bookstores (28%) or online (25%)

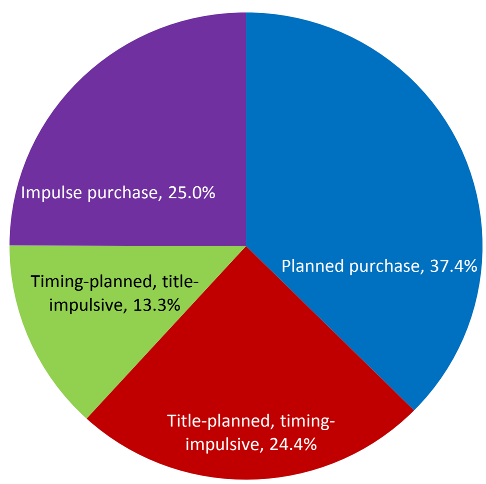
Purchases are predominantly planned, with 62% of purchases of a specific title being planned and one quarter of purchases being unplanned. The majority of purchases take place in chain bookstores (28%) or online (25%), with minimal purchases taking place in traditional bookstores (6%).

PURCHASE BY CHANNEL



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: Into which of the following categories does this book fall? Please select one. (N=175)

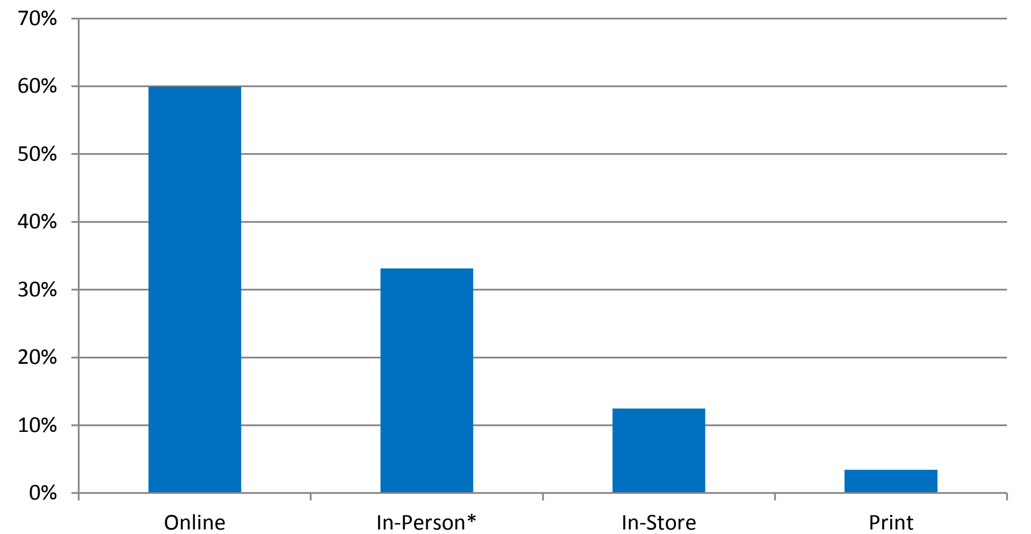
IMPULSE VS. PLANNED PURCHASE



Question: Which one of the following best describes your decision to buy this book at this outlet at this specific time?
Crosstab question: Into which of the following categories does this book fall? Please select one. (N=175)

Just under 4% of Self-Help book buyers found their title through a magazine ad, which compares to less than 1% of average book buyers. Just under 16% discovered their book through a friend's recommendation and 6% discovered their title through mention on a bestseller list—this is more than the 4% average for book buyers.

CONSUMER AWARENESS



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

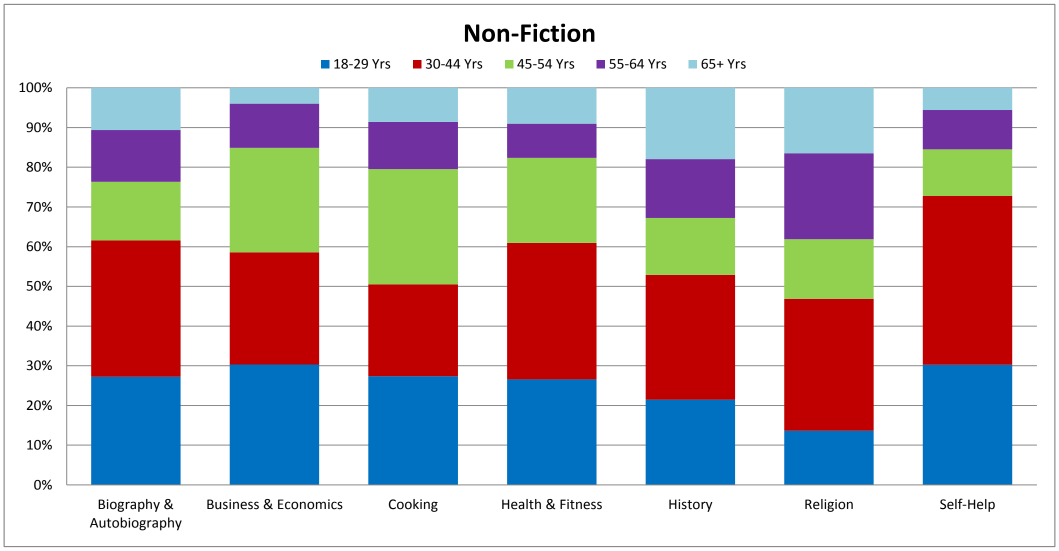
Question: How did you become aware of this book? Please select all that apply.
Crosstab question: Into which of the following categories does this book fall? (N=175)
(N= 202-218)

NON-FICTION CONSUMER DEMOGRAPHICS

The following graphs give a comparative view of some of the top-selling non-fiction categories by age, population density, and marital status.

AGE

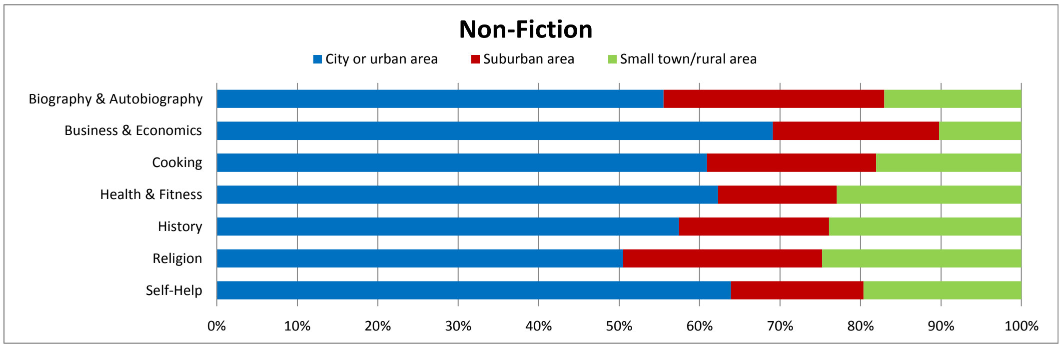
GENRE PREFERENCE BY AGE BRACKET



Question: Into which of the following categories does this book fall?
Crosstab question: Please enter your age.
(N=9,940)

POPULATION DENSITY

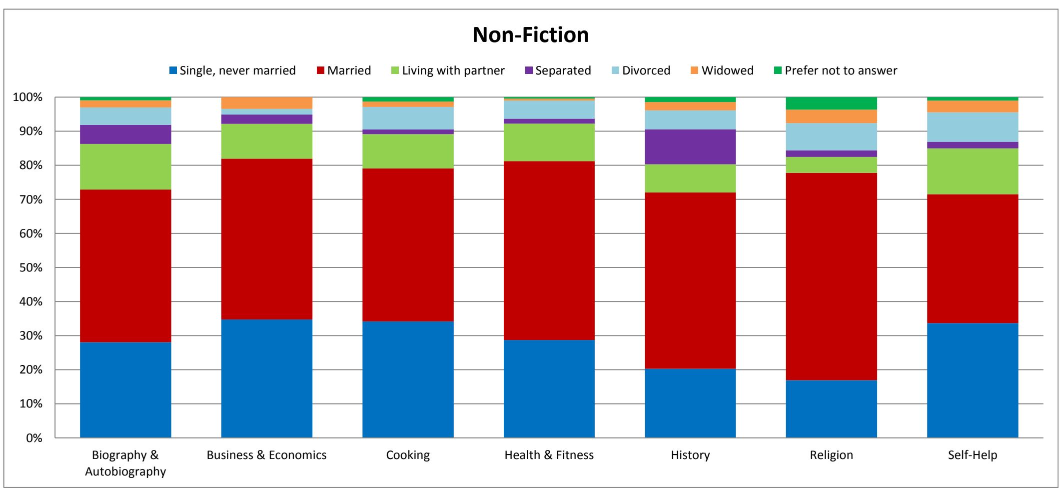
GENRE PREFERENCE BY POPULATION DENSITY



Question: Into which of the following categories does this book fall?
Crosstab question: Would you say that you live in…
(N 9,940)

MARITAL STATUS

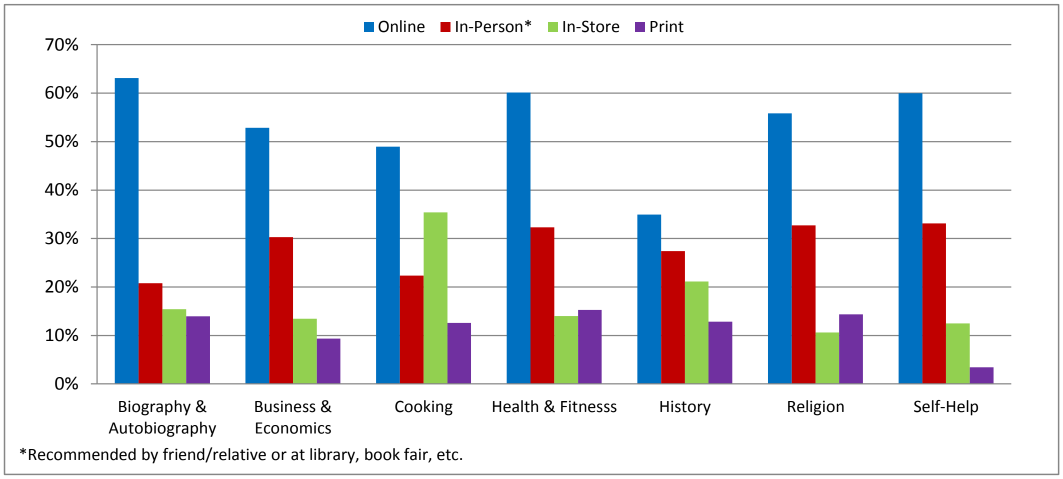
GENRE PREFERENCE BY MARITAL STATUS



Question: Into which of the following categories does this book fall?
Crosstab question: Which of the following best describes your marital status?
(N=9,940)

NON-FICTION CONSUMER AWARENESS

AWARENESS BY NON-FICTION GENRE



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)

63% of Biography & Autobiography readers and 60% of Health & Fitness readers found their books through online experiences, compared to only 35% of History readers.

Conclusion

There is an endless array of reasons why readers may choose to purchase a particular book, but our findings show that certain reasons crop up again and again. Liking a particular author or series motivates many book buyers, and finding a book at an appealing price point also seems to be a powerful factor. Looking at the major influences on book buyers, publishers can draw some insight into how packaging and metadata can be used to appeal to a given title's intended audience.

But not all book purchases are influenced by the same factors. When and how a shopper decides to buy a book varies according to the stores they frequent and the kinds of books they purchase. Fiction buys are more likely to be impulsive than non-fiction, which has implications for packaging, merchandising, and promotional planning. For example, if you know that cookbooks tend to be bought on impulse as gifts, you could try capitalizing on that information by spending more on co-op placement (especially during December), offering free gift wrapping or packaging a book with cooking utensils as an incentive, ensuring that your cookbooks have beautiful covers and high production values, and so on. And if you know that Fantasy buyers predominantly shop in chain bookstores or online, you can focus your marketing and promotional efforts on those channels.

The better you understand your readers—how old they are, whether they're male or female, when and where they buy books, and why they buy—the better you can position your titles, from acquisition and development through to sales and marketing.

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.

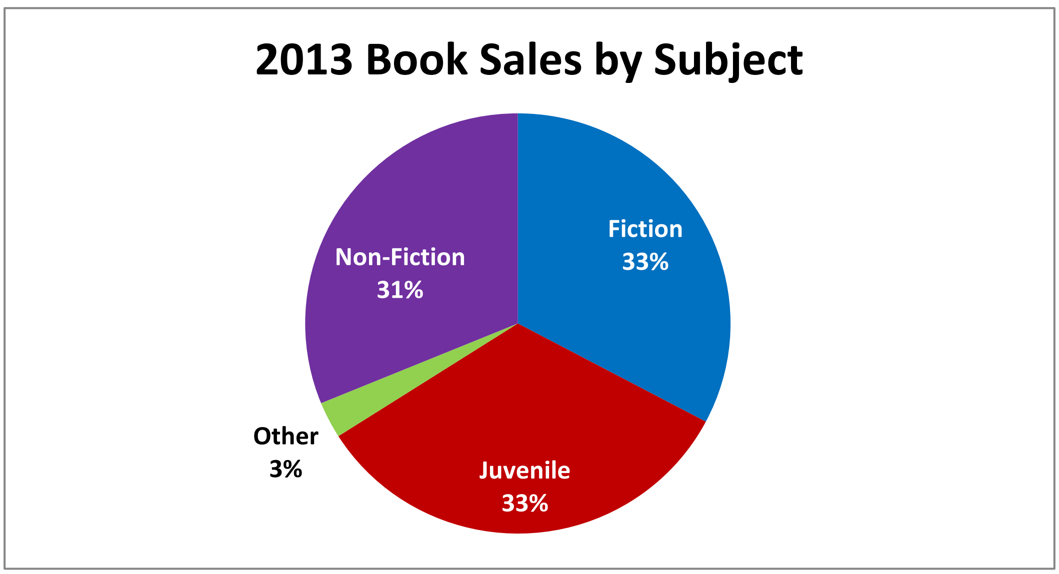
Below is the size of the Canadian book market in 2013, according to the tracking of print books done by BNC SalesData.

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.

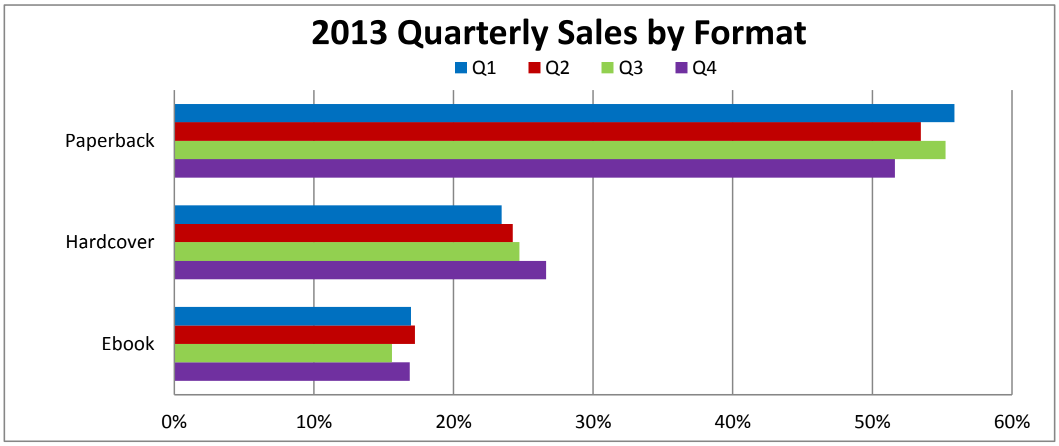
Volume	Value
39,439,606	$711,239,160.91

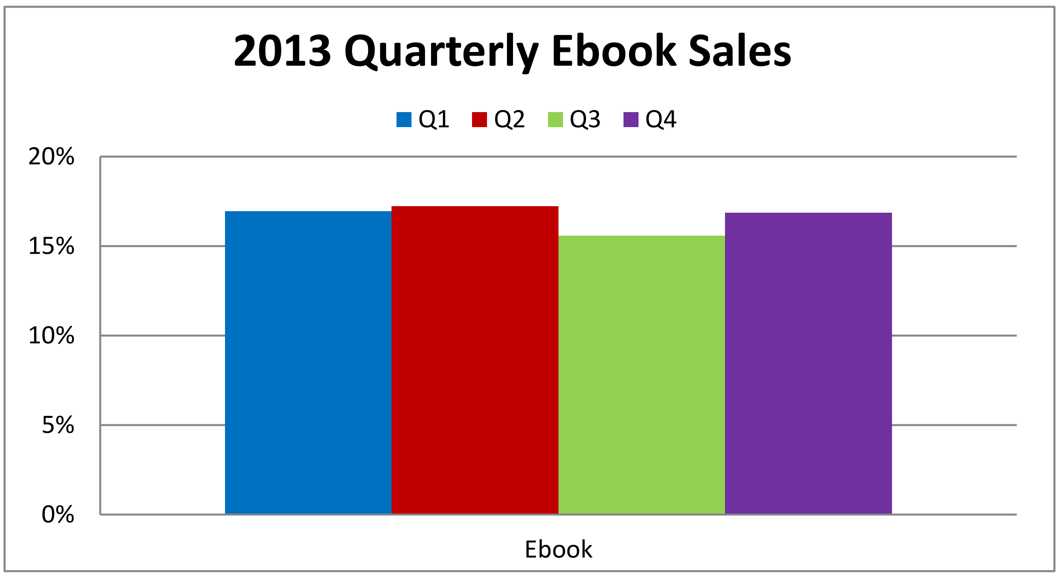
Here is how the Canadian market breaks down across major subject categories:



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.

APPENDIX A – ANNUAL MARKET SNAPSHOT (CONTINUED)





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 – GENRE BROKEN OUT BY FORMAT

The following tables examine purchasing trends by subject and break out print and ebook sales. Figures in each column are total market percentages.

Fiction	All	Print	Ebook
Fiction - Mystery/Detective	9.2%	9.0%	10.7%
Fiction - General	7.1%	7.2%	7.2%
Fiction - Romance	7.1%	6.8%	9.0%
Fiction - Fantasy	6.9%	6.9%	6.7%
Fiction - Espionage/Thriller	4.3%	4.5%	4.0%
Fiction - Historical	3.2%	3.0%	4.0%
Fiction - Sci-Fi	3.1%	2.8%	4.0%
Fiction - Horror/Occult	3.0%	3.0%	3.3%
Fiction - Erotic	1.8%	1.4%	3.1%
Fiction - Literary	1.5%	1.5%	1.7%
Fiction - Sagas	0.7%	0.5%	1.4%
Graphic Novels (e.g., Manga)	0.6%	0.7%	0.3%
Fiction - Religious	0.6%	0.5%	0.9%
Fiction - Movie/TV Tie-In	0.6%	0.5%	0.7%

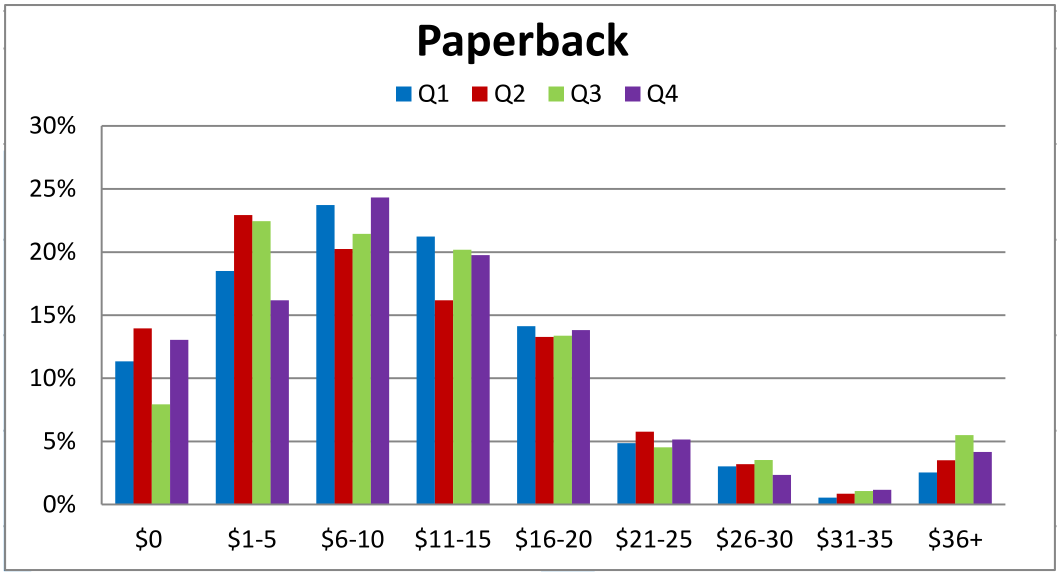
Juvenile/Other	All	Print	Ebook
Juvenile - Fiction	0.3%	0.2%	0.5%
Juvenile - Non-Fiction	0.1%	0.1%	0.1%
Other Genre	3.4%	3.5%	2.8%

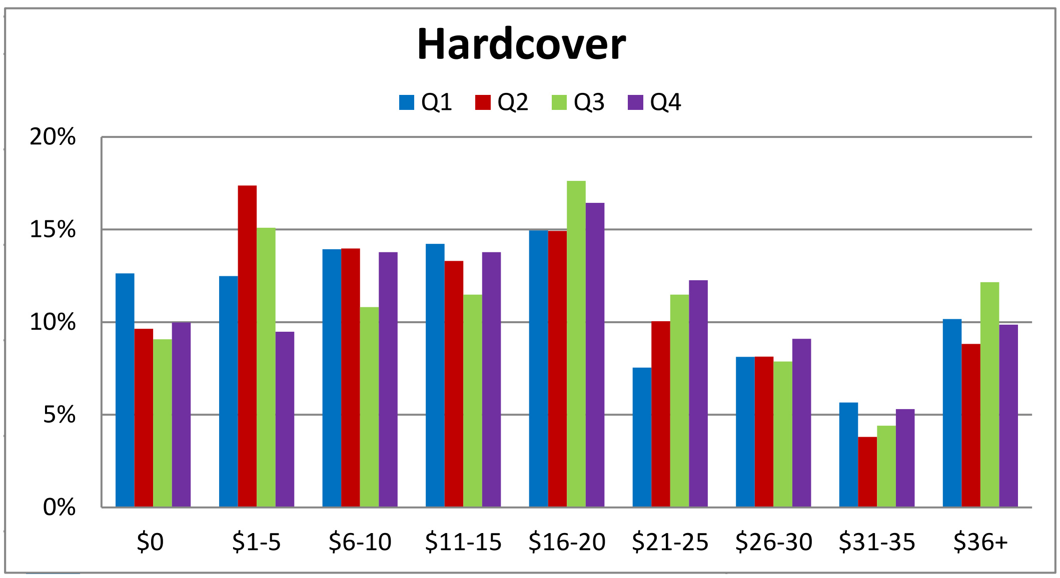
Non-Fiction	All	Print	Ebook
Biography & Autobiography	4.4%	4.8%	3.3%
History	3.7%	4.2%	1.8%
Cooking	2.8%	3.1%	2.2%
Religion	2.7%	2.7%	2.3%
Drama	2.2%	2.0%	2.8%
Health & Fitness/Diet	2.1%	2.0%	2.7%
Self-Help	2.1%	2.1%	2.0%
Education	1.9%	1.9%	1.8%
Business & Economics	1.8%	1.7%	2.1%
Humor	1.7%	1.8%	1.1%
Body, Mind & Spirit	1.7%	1.7%	1.7%
Art	1.6%	1.6%	1.3%
Textbooks/Study Aids	1.2%	1.4%	0.7%

APPENDIX B – GENRE BROKEN OUT BY FORMAT (CONTINUED)

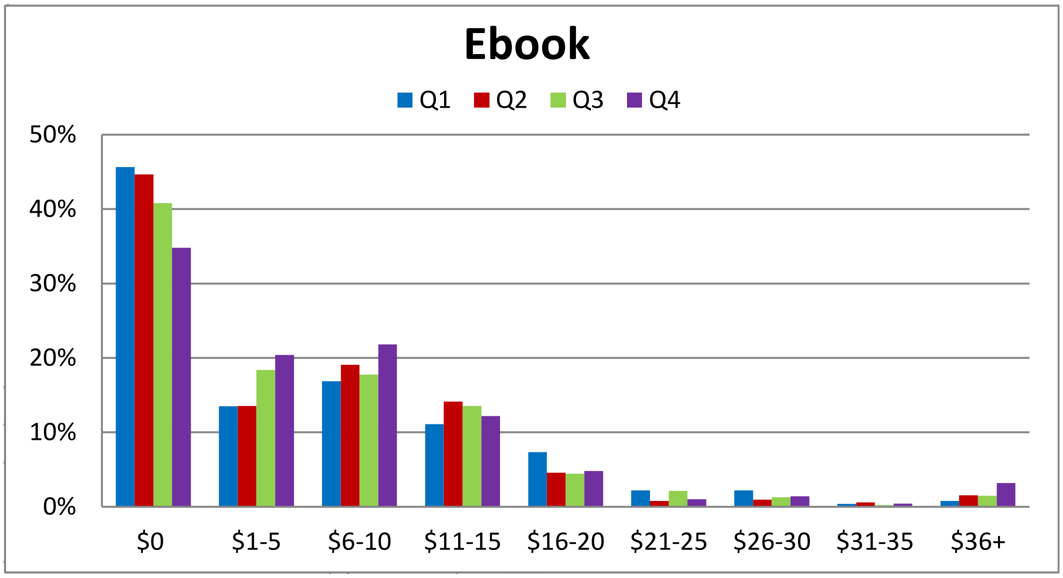
Non-Fiction (continued)	All	Print	Ebook
Family & Relationships	1.1%	1.1%	0.7%
Antiques & Collectibles	1.0%	1.1%	0.3%
True Crime	0.9%	1.0%	0.5%
Sports & Recreation	0.9%	1.0%	0.5%
Science	0.8%	0.9%	0.4%
Travel	0.8%	0.9%	0.3%
Nature/Animals	0.8%	0.8%	0.6%
Computers	0.8%	0.7%	0.9%
Reference	0.7%	0.8%	0.3%
Crafts & Hobbies	0.7%	0.6%	1.3%
Psychology	0.7%	0.7%	0.9%
Philosophy	0.7%	0.8%	0.5%
Architecture	0.7%	0.6%	0.8%
Medical	0.7%	0.7%	0.3%
Social Science	0.6%	0.7%	0.3%
Political Science	0.5%	0.5%	0.7%
Gardening	0.4%	0.3%	0.6%
Music/Musical Instruments	0.4%	0.4%	0.1%
Technology	0.4%	0.3%	0.7%
House & Home	0.4%	0.4%	0.4%
Photography	0.4%	0.4%	0.3%
Performing Arts	0.3%	0.1%	1.0%
Language Arts & Disciplines	0.3%	0.3%	0.2%
Games	0.3%	0.4%	0.1%
Mathematics	0.3%	0.3%	0.5%
Literary Collections/Criticisms	0.3%	0.3%	0.1%
Law	0.3%	0.3%	0.1%
Poetry	0.2%	0.2%	0.2%
Foreign Language Study	0.1%	0.1%	0.1%
Transportation	0.1%	0.1%	0.1%

APPENDIX C – AVERAGE PRICE PAID BY FORMAT





APPENDIX C – AVERAGE PRICE PAID BY FORMAT (CONTINUED)



APPENDIX D – WHERE BOOKS ARE PURCHASED BY GENRE

	Bookstores	Chain Bookstores	Grocery Stores	Non-Book Retail Outlets	Online	Ebook/ Audio Download Site	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 D – WHERE BOOKS ARE PURCHASED BY GENRE (CONTINUED)

	Bookstores	Chain Bookstores	Grocery Stores	Non-Book Retail Outlets	Online	Ebook/ Audio Download Site	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 E — 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 E – 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 F – 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 F – 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 F – 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

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 print 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."

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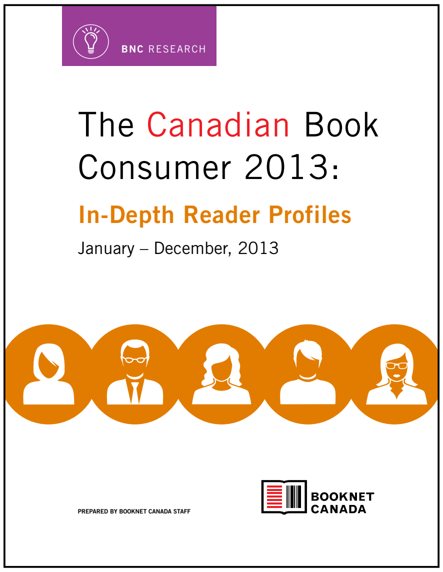
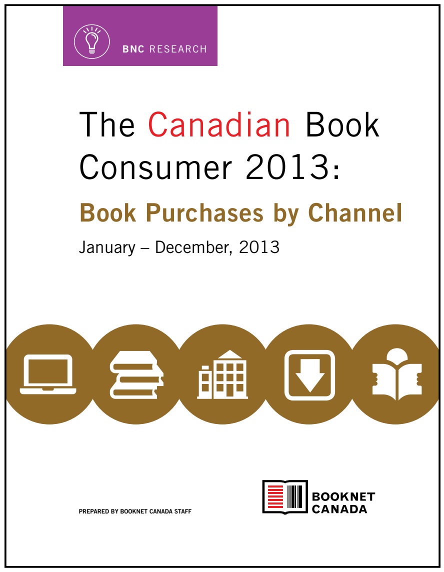
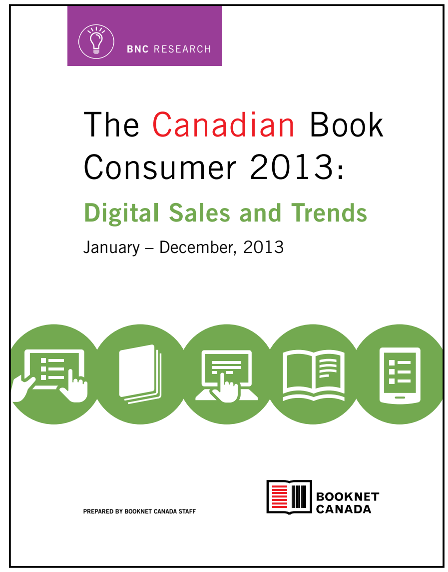
Meet the Canadian Book Buyer







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