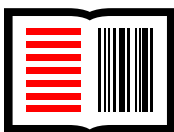




RESEARCH & EDUCATION

# Canadian Book Consumer Study

## 2023



**BOOKNET  
CANADA**

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## Introduction

The *Canadian Book Consumer Study 2023* is the twelfth edition of BookNet Canada's annual Canadian Book Consumer survey. This annual survey of Canadian book consumers tracks their awareness, discovery, selection, and acquisition behaviours.

Like past editions, the *Canadian Book Consumer Study 2023* explores Canadian book consumers as book buyers, book borrowers, as well as other profiles. Offering insight into both print and digital marketplaces, this study also traces the impact of the current economic climate on book prices and buying behaviours, through year-over-year comparisons.

## Methodology

This study relies on data from our annual Canadian Book Consumer survey. The 2023 edition of this survey was fielded quarterly in April, June, September, and December 2023. All told, the study contains data from 4,270 Canadians, 2,045 of whom were considered book buyers.

- The survey was fielded online through an external provider, to their consumer panel of nearly two million Canadians. The survey was limited to those with internet access who were able and wanted to participate in our panel in exchange for non-monetary incentives as offered by our survey partner (e.g., loyalty reward “point” programs).
- Respondents were English-speaking Canadians, 18 years of age or older, located throughout Canada, and representative of the Canadian population based on age, gender, and geographical region. Selective sampling was based on demographic results from Statistics Canada.
- There is a margin of error of  $\pm 3$  percentage points at the 95% confidence level, meaning that statistics for this group could fluctuate about 3% in either direction if the survey was fielded to the entire Canadian population.
- The data is unweighted.

This study was prepared by BookNet Canada staff.

## Highlights

- Of all Canadians surveyed for this study, 48% bought new books and 23% borrowed books from the library in a given month.
- During a given month, 79% of Canadian book buyers visited a bookstore online, and 70% visited in person. Both were up from 2022.
- 55% of all book purchases made by these Canadian book buyers were online, while 45% were in-person. These numbers are approaching the pre-pandemic 50-50 split of online and in-person purchases.
- Similar to past years, the majority of purchases were for print books — 53% paperback and 25% hardcover.
- Canadian book buyers in 2023 were most likely to spend \$1 to \$49 on books in a given month (59%).
- Since 2020, the percentage of Canadian book borrowers who visited the library online at least once a month has increased 72% and the percentage of book borrowers who visited the library in-person also increased 24%.
- 49% of Canadians who bought new books rated their value for money as excellent, while 38% rated it as good.

## Canadian book consumers

Out of all Canadians surveyed for this study, 48% bought new books and 23% borrowed books from the library in 2023, in a given month. Across all purchases tracked in 2023, Canadian book buyers bought an average of 3.0 new books a month last year — 1.8 print books, 0.9 ebooks, and 0.3 audiobooks. Meanwhile, Canadian book borrowers borrowed an average of 5.0 books per month from the public library in 2023 — 3.6 print books, 0.9 ebooks, and 0.5 audiobooks.

Compared to all Canadians, book buyers and borrowers were more likely to:

- live in a city or urban area — 50% of buyers and 55% of borrowers vs. 49% of all Canadians;
- have a college or university degree — 51% of buyers and 51% of borrowers vs. 48% of all Canadians;

- have a graduate or professional degree — 22% of buyers and 23% of borrowers vs. 19% of all Canadians;
- be employed full time — 44% of buyers and 41% of borrowers vs. 38% of all Canadians; and
- be married — 46% of buyers and 42% of borrowers vs. 40% of all Canadians.

Full demographic information for the Canadian book buyers, Canadians book borrowers, and all Canadians surveyed are available in [Appendix A](#).

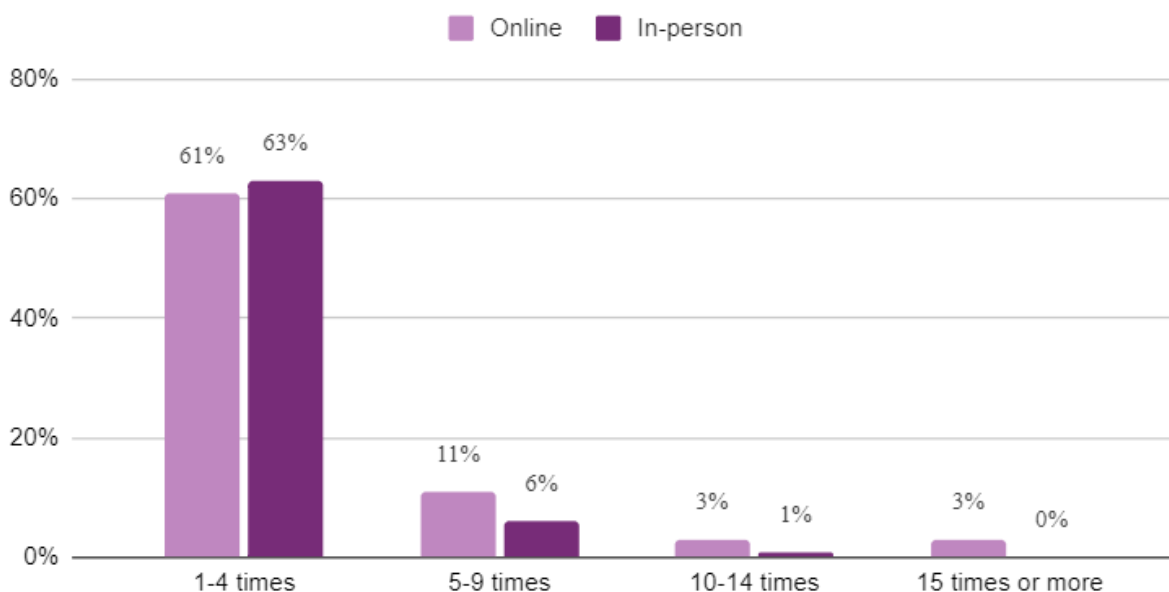
Canadians also consumed books in other ways last year. All told, 22% of Canadians bought used books in 2023, at an average of 3.3 print books per month. A total of 15% of Canadians borrowed books from someone they know, at an average of 2.7 books per month — 1.9 print books, 0.5 ebooks, and 0.3 audiobooks. Another 15% of Canadians received books as a gift in 2023, totalling an average of 2.4 books per month — 1.7 print books, 0.4 ebooks, and 0.3 audiobooks. Overall, 18% of Canadians also received books for free, including free downloads, for an average of 4.7 books per month — 1.4 print books, 2.8 ebooks, and 0.5 audiobooks.

## Canadian book buyers

### Bookstore visitorship

During a given month in 2023, 79% of Canadian book buyers visited a bookstore online, up from 73% in 2022. Another 70% of Canadian book buyers visited a bookstore in-person, up from 64% in 2022. The graph below shows the frequency of online and in-person bookstore visits by Canadian book buyers in 2023. Most Canadian book buyers visited a bookstore between one and four times in a given month — 61% of online book buyers and 63% of in-person book buyers.

### Online and in-person bookstore visits by Canadian book buyers, 2023



Source: BookNet Canada

Similar to last year, these are the top reasons book buyers in 2023 visited bookstores in-person:

- To browse books to pass time — 31%
- To browse (for) book deals/sales — 29%
- To browse displays and shelves for books to buy — 28%
- To browse new releases — 25%
- To buy a gift — 18%

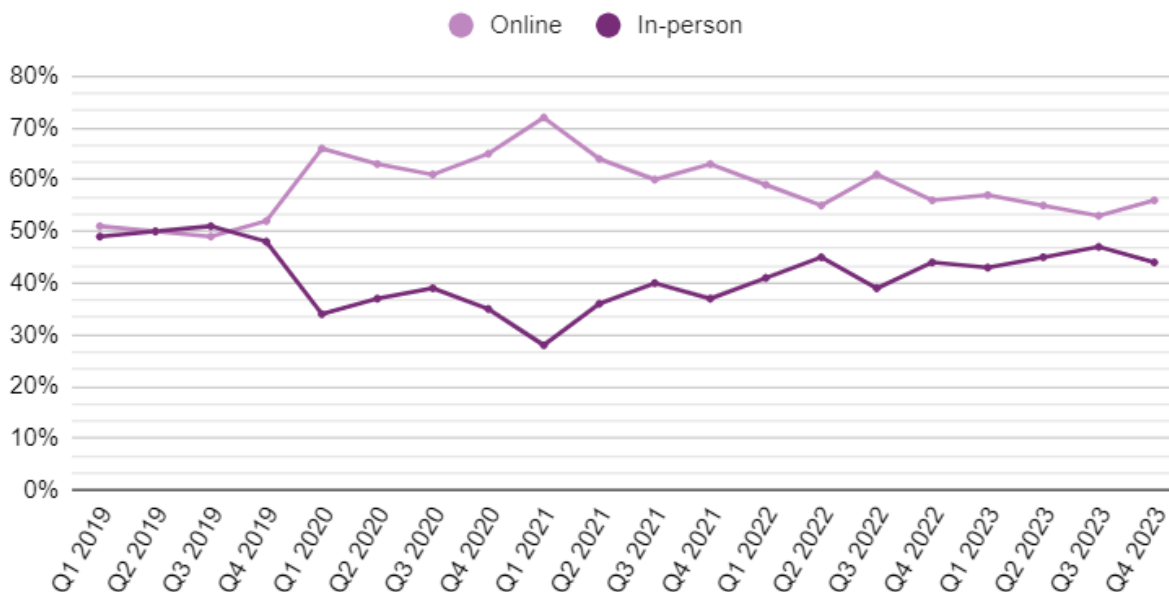
For book buyers visiting bookstores online in 2023, the top reasons were:

- To browse (for) book deals/sales — 28%
- To browse new releases — 23%
- To check/compare prices — 23%
- To browse books to pass time — 21%
- To buy or order specific book(s)/material(s) — 20%

These visits translated into book sales. In 2023, 55% of all book purchases made by these Canadian book buyers were online, while 45% were in-person. Shown in the

graph below, these numbers are approaching the pre-pandemic 50-50 split of online and in-person purchases.

**Online and in-person book purchases by Canadian book buyers, 2023**



Source: BookNet Canada

As in past years, the consumers who bought their books online first found them by searching for a particular book (42%), while those who bought their books in-person first saw them on a main shelf (54%).

Canadian book buyers purchased at a specific location in 2023 for these top reasons:

- Convenient place to shop — 31%
- Book(s) in stock/available immediately — 31%
- Good price/offer/promo — 29%
- Good selection of books — 23%
- Easy checkout process to buy books — 21%

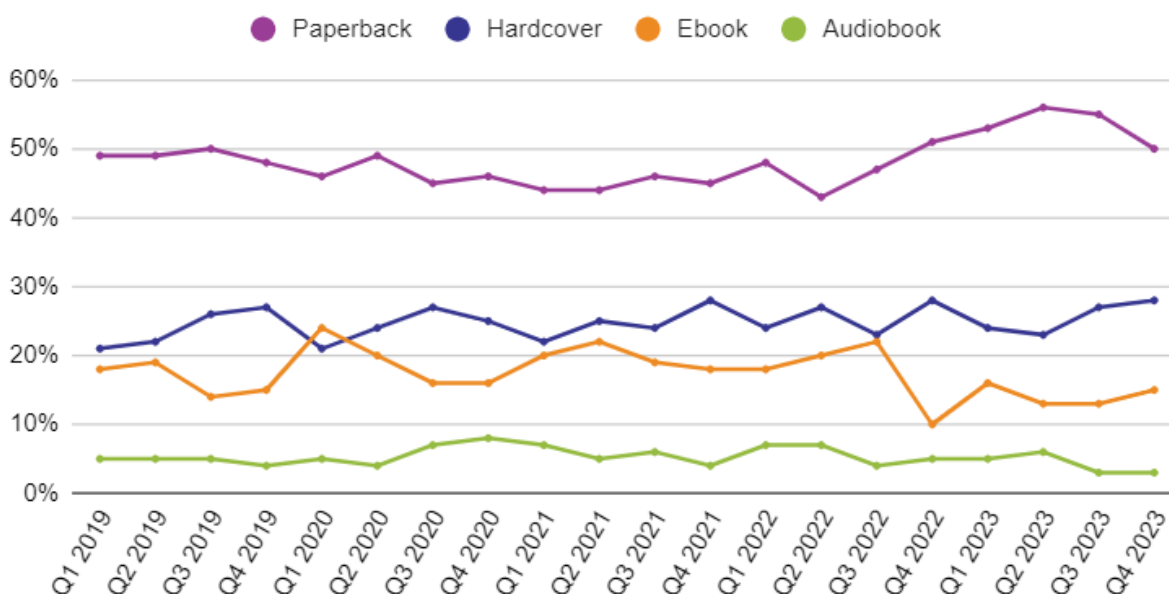
While 38% of Canadian book buyers had planned to buy a particular book at a specific time, most book purchases in 2023 were at least in some part spontaneous:

- 26% had planned to buy a particular book, but not necessarily at that specific time
- 18% were not planning to buy a book at that specific time, it was an impulse purchase
- 16% were planning to buy a book at that specific time, but had not planned to buy a particular book

## Book buying by format and subject

Canadian book buyers in 2023 purchased books in a variety of formats. Similar to past years, the majority of purchases were for print books — 53% paperback and 25% hardcover. In 2023, 14% of books purchased by book buyers were ebooks and 4% were audiobooks. The graph below shows this format breakdown over time, quarter-by-quarter. Paperback purchases are up year over year, while ebook purchases are down.

**Book purchases by format for Canadian book buyers, 2023**

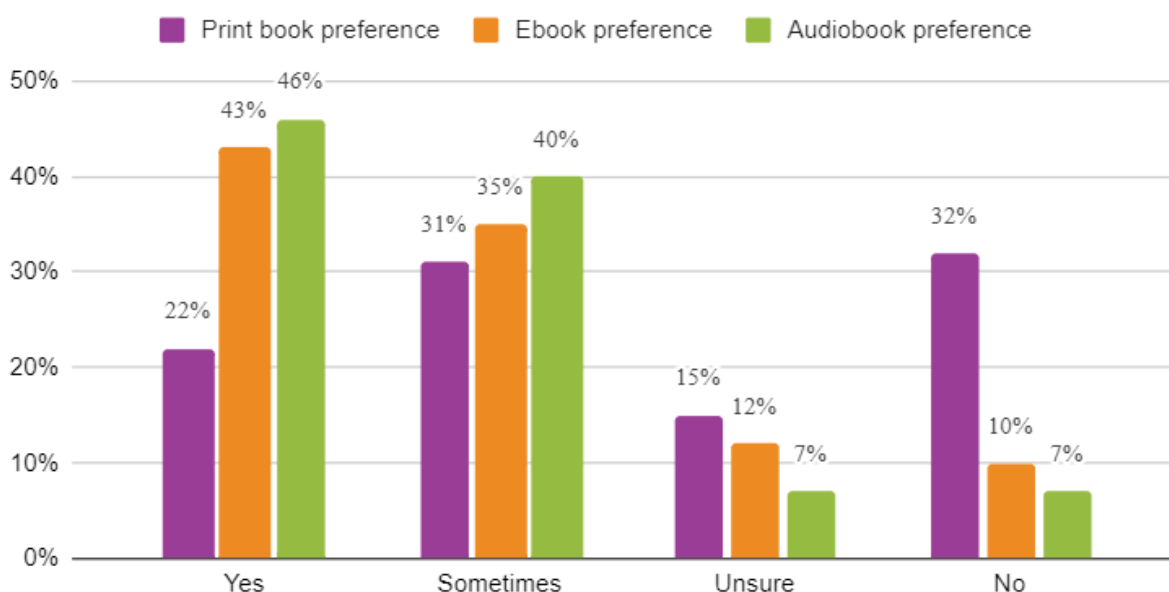


Source: BookNet Canada

When asked about their format preferences, most Canadian book buyers preferred print books (74%), while others preferred ebooks (17%) or audiobooks (6%).

If their preferred book format isn't available, will Canadian book buyers purchase the book in another format? Just over a quarter of Canadian book buyers will (27%), about a third will sometimes (32%), and a quarter will not (26%). The rest of Canadian book buyers were unsure (14%). Breaking these responses down by format preference, Canadian book buyers who prefer ebooks or audiobooks are most likely to purchase a book in another format if their preferred format is not available, as shown in the graph below.

**Buying against book format preference by Canadian book buyers, 2023**



Source: BookNet Canada

Like in past years, Canadian book buyers in 2023 were most likely to spend \$1 to \$49 on books in a given month (59%), while others spent \$50 to \$99 (21%) or \$100 or more (20%). We'll delve more deeply into how book prices have impacted Canadian book consumers further in the report.

Most of the books purchased were Adult titles (74%), though some were Young Adult (17%) and Juvenile titles (8%).

The majority of books were Fiction titles (62%). In 2023, the top subject categories purchased by these Canadian book buyers were Fantasy (16%), Suspense or Thriller (15%), and Romance (14%).

The remaining books were Non-Fiction titles (38%). Canadian book buyers in 2023 purchased Biography or Memoir (22%), Comics & Graphic Novels (17%), and True Crime (17%) as the top subject categories.

In 2023, Canadian book buyers continued to search for:

- books by Canadian authors/illustrators — 33%;
- books about Canada or regions within Canada — 25%; and
- books about a group or culture written by people from that group or culture — 23%.

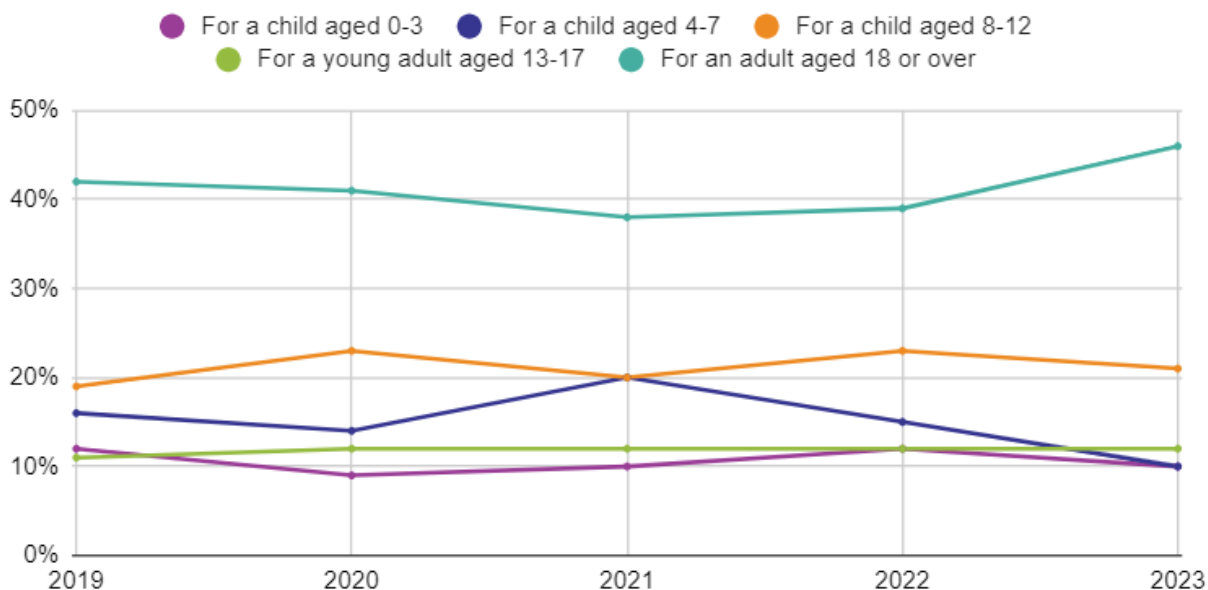
## Other book buying behaviours

Most Canadian book buyers bought books for themselves in 2023 (85%), but some bought books for someone else either as a gift (13%) or not (2%).

In 2023, Canadian book buyers bought books for a range of other people. Canadian book buyers increasingly bought books for other adults (46%), shown in the graph below. Others bought books for:

- a middle grade child aged 8-12 — 21%;
- a young adult aged 13-17 — 12%;
- a young child aged 4-7 — 10%; and
- a young child aged 0-3 — 10%.

### Recipients of books purchased for others by Canadian book buyers, 2023



Source: BookNet Canada

Canadian book buyers bought books instead of borrowing them in 2023 because they:

- wanted to be able to reread it whenever they want, as much as they want — 15%;
- wanted it right away — 15%; and
- wanted to own it for their display, collection, or archive — 13%.

In 2023, most Canadian book buyers became aware of the books they purchased by reading other books by the same author/illustrator (21%); from a recommendation or review (20%); or by browsing or searching online or in-person (18%).

The reason that made them decide to purchase a book in 2023 was an interest in the book's subject (32%); the description of the book (18%); or a recommendation or review (18%). Though only 14% of Canadian book buyers left their own reviews online in 2023.

The most popular social media sites among Canadian book consumers were Facebook (67%), YouTube (66%), and Instagram (48%). Almost half of Canadian book buyers never visited book-specific online social network sites/communities (e.g., 49th Shelf, LibraryThing, Goodreads, etc.) in 2023 (48%).

Altogether 65% of Canadian book buyers saw marketing campaigns or ads for the types of books they were interested in in 2023 (17% yes and 47% sometimes).

Canadian book buyers also got books in other ways in 2023:

- 32% borrowed books from the public library
- 26% bought books secondhand
- 24% received books as a gift
- 21% received books for free (including free downloads)
- 20% borrowed books from someone they know

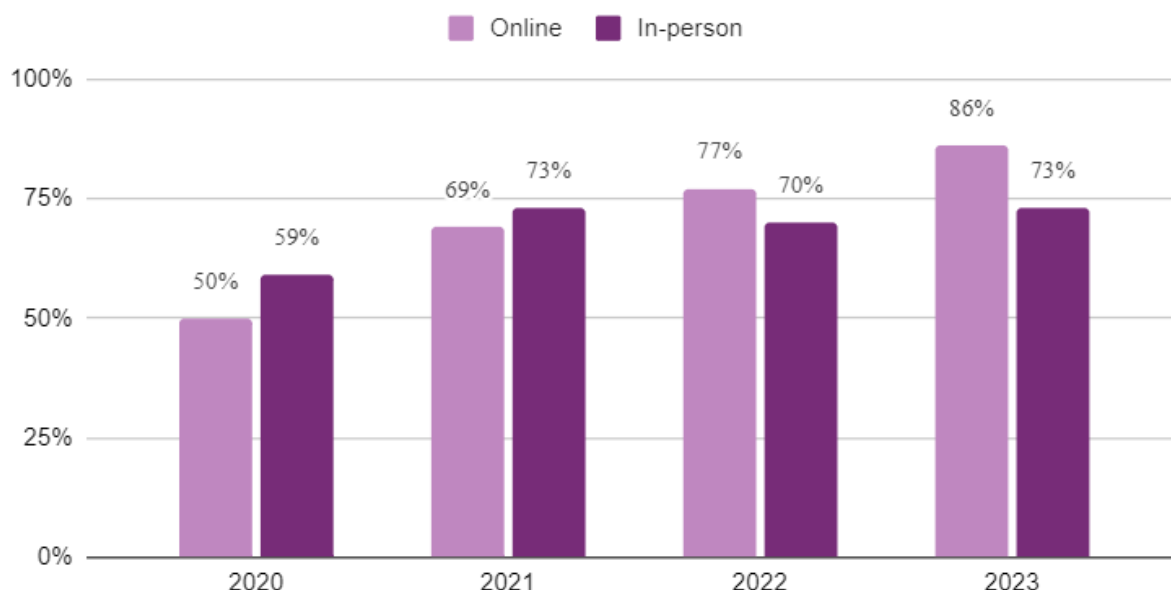
## Canadian book borrowers

### Library visitorship

In 2023, Canadian library book borrowers visited the library online and in-person more than ever before.

Since 2020, the percentage of Canadian book borrowers who visited the library online at least once a month has increased 72% — from 50% in 2020 to 86% in 2023. The percentage of book borrowers who visited the library in-person also increased 24% from 59% in 2020 to 73% in 2023, shown in the graph below.

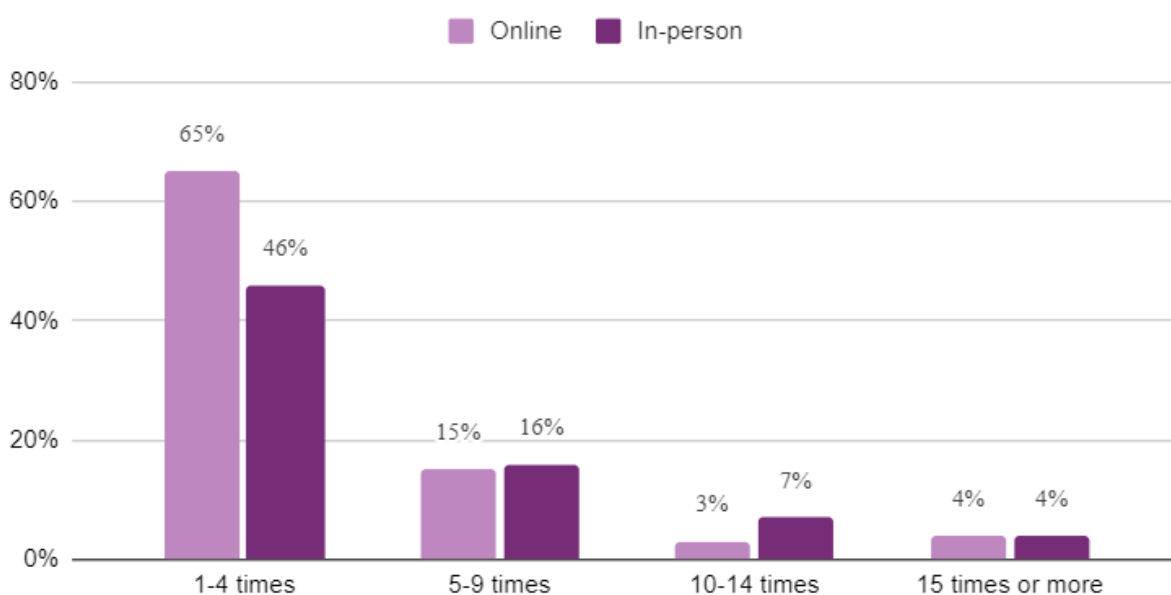
### Online and in-person library visitorship by Canadian book borrowers, 2020–2023



Source: BookNet Canada

The graph below shows the frequency of these monthly library visits in 2023. Most Canadian book borrowers visit the library one to four times a month — 65% of book borrowers visited online and 46% visited in-person.

### Frequency of online and in-person library visits by Canadian book borrowers, 2023



Source: BookNet Canada

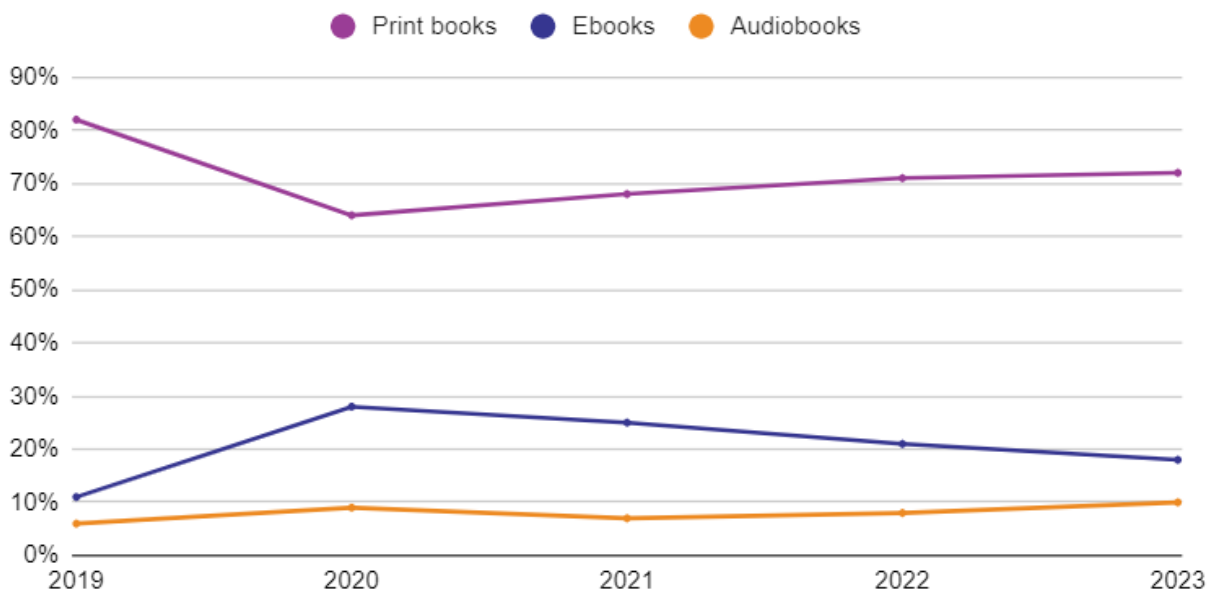
As with past years, the most popular reasons for Canadian library book borrowers to visit the library in 2023 were:

- To pick up hold(s) — 42%
- To browse displays and shelves for books to borrow — 33%
- To discover a new book, author, and/or illustrator — 25%
- To study/work/research — 18%
- To put books/materials on hold — 17%

## Book borrowing by format

Overall, 72% of all books borrowed by Canadians in 2023 were print books, 18% were ebooks, and 10% were audiobooks, shown in the graph below. On average, Canadian library book borrowers borrowed 5.0 books a month in 2023 — 3.6 print books, 0.9 ebooks, and 0.5 audiobooks.

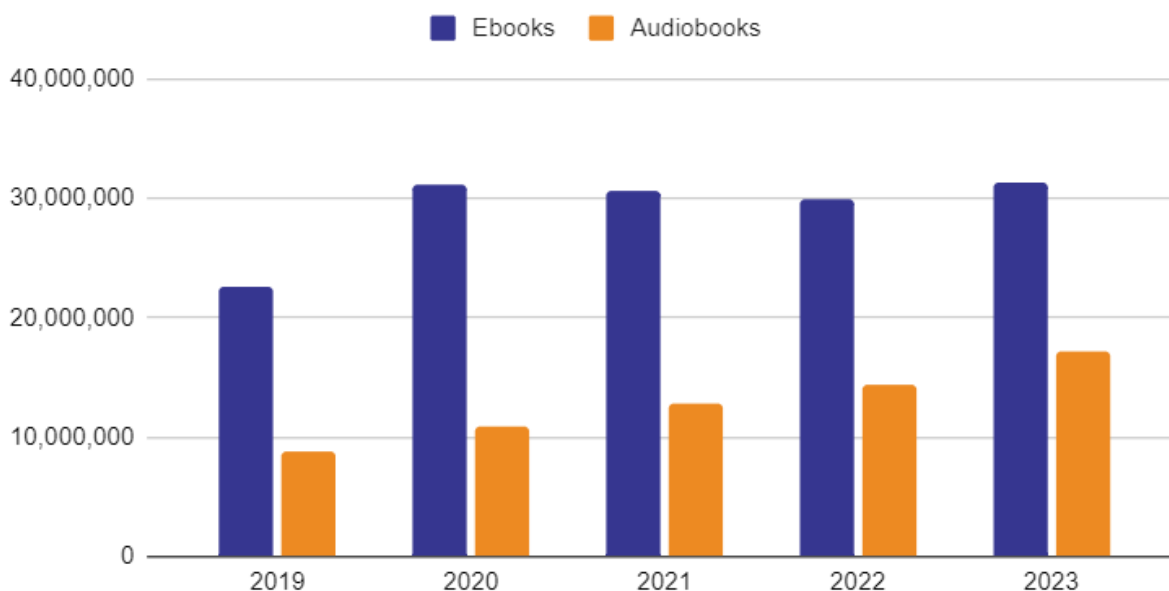
**Book borrowing by format for Canadian book borrowers, 2023**



Source: BookNet Canada

Data provided by OverDrive, the world's leading digital reading platform for libraries and schools, offers more insight into the library circulation of ebooks and audiobooks in Canada. In 2023, 64% of all digital library checkouts were ebooks, while 36% were audiobooks. The number of audiobook checkouts has increased 97% since 2019, with the number of ebook checkouts increasing by 38%.

**Canadian ebook and audiobook library checkouts via OverDrive, 2019–2023**

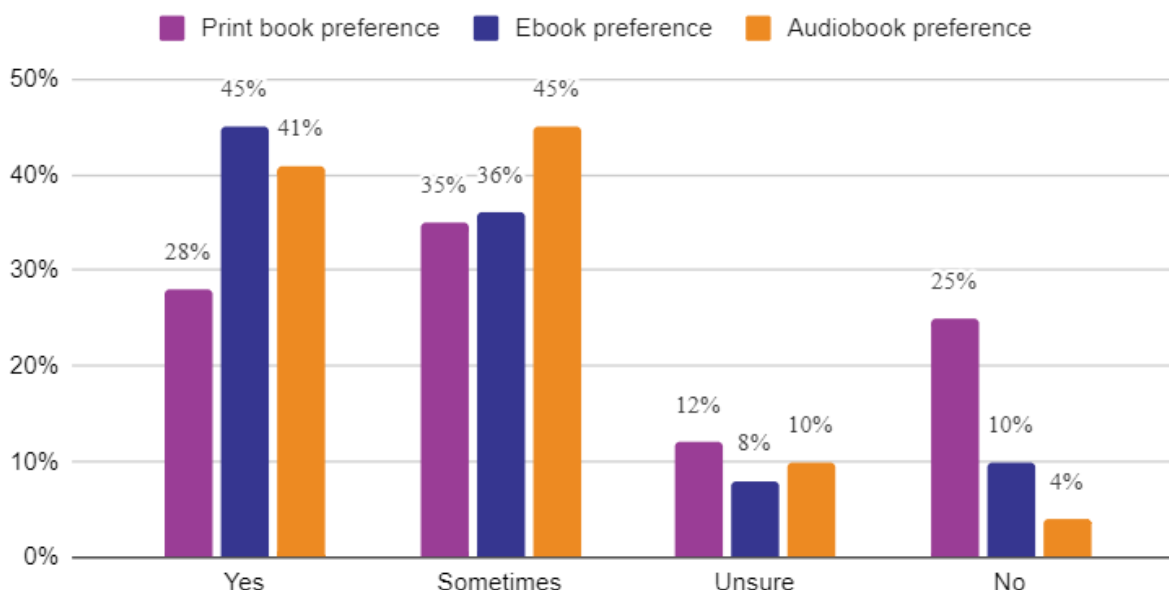


Source: OverDrive

Altogether, 70% of book borrowers chose print books as their preferred book format, while 17% preferred ebooks, 9% preferred audiobooks, and 5% had no format preference.

If their preferred format isn't available, about one third of Canadian book borrowers in 2023 would borrow a book in another format (32%), another third would sometimes borrow a book in another format (36%), and less than a quarter would not borrow a book in another format (20%). The remaining Canadian book borrowers were unsure (11%). The graph below shows this question broken down by format preference. Here, Canadian book borrowers who prefer ebooks or audiobooks are the most likely groups to borrow a book in another format if their preferred format is not available.

### Borrowing against book format preference by Canadian book borrowers, 2023



Source: BookNet Canada

While most Canadian book borrowers only borrowed books from the library in 2023 (73%), some book borrowers also borrowed or used other things from the library, like:

- DVDs — 9%
- Magazines — 8%
- Internet/Wi-Fi — 4%

Similar to past years, Canadian book borrowers borrowed, rather than bought, books for these top reasons in 2023:

- To save money — 55%
- I don't want to spend money on it — 43%
- I want to read it, but don't want to own it (or have others to see that I'm reading it) — 32%
- To support my local library — 28%
- It was too expensive to buy — 22%

## Other book borrowing behaviours

More than half of Canadian book borrowers only borrowed books for themselves in 2023 (65%). Other Canadian book borrowers also borrowed books for:

- an adult aged 18 or over — 14%;
- a middle grade child aged 8-12 — 10%;
- a young adult aged 13-17 — 8%;
- a young child aged 4-7 — 8%; and/or
- a young child aged 0-3 — 2%.

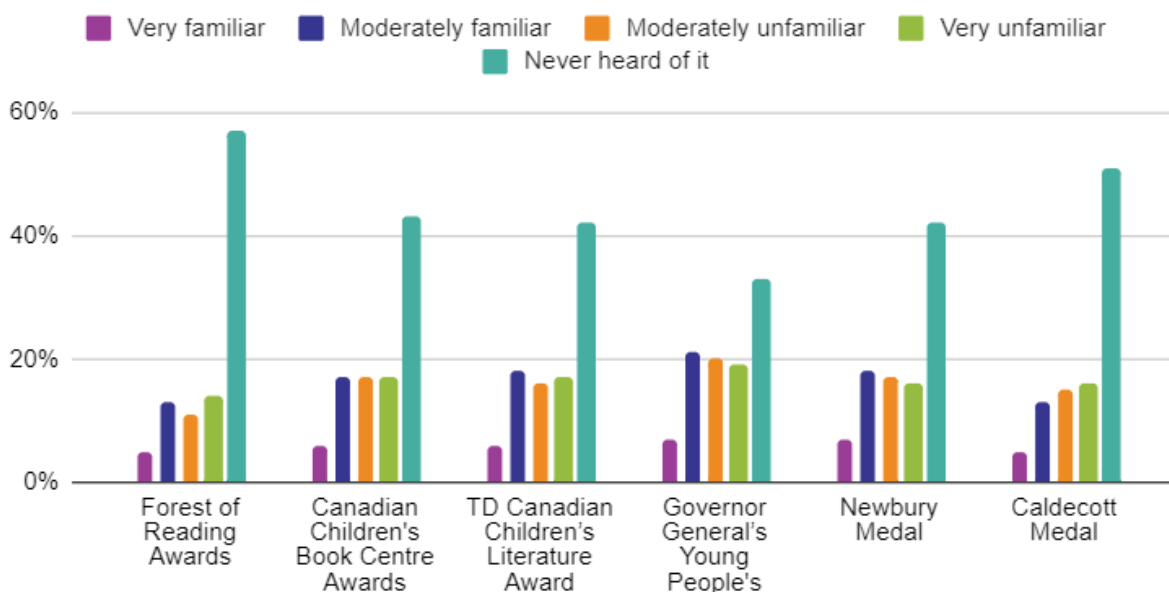
Only 21% of Canadian book borrowers lived alone in their household in 2023. Of the remaining 79%, 36% lived with children:

- 13-17 years of age — 18%;
- 11-12 years of age — 7%;
- 6-8 years of age — 7%;
- 9-10 years of age — 6%;
- 3-5 years of age — 6%; and/or
- Under 3 years of age — 4%.

Shown in the graph below, around half of all Canadian book borrowers had some level of familiarity with Canadian and international children's book awards in 2023, including:

- Governor General's Award for Young People's Literature — 67% had some level of familiarity, 33% had never heard of it
- TD Canadian Children's Literature Award — 58% had some level of familiarity, 42% had never heard of it
- Newbury Medal — 58% had some level of familiarity, 42% had never heard of it
- Canadian Children's Book Centre Awards — 57% had some level of familiarity, 43% had never heard of it
- Caldecott Medal — 49% had some level of familiarity, 51% had never heard of it
- Forest of Reading Awards — 43% had some level of familiarity, 57% had never heard of it

### Canadian book borrowers' familiarity with children's literary awards, 2023



Source: BookNet Canada

We explored these children's book awards in more depth in our study [Winning Kidlit: The Impact of Children's Book Awards 2022](#), available exclusively to SalesData and LibraryData subscribers.

Canadian book borrowers became aware of the books they borrowed in 2023 in a number of ways:

- Browsing genre/subject area — 42%
- Having searched specifically for this book — 36%
- Browsing books by author/illustrator — 26%
- Read other books by the author/illustrator — 23%
- Recommendation/review — 20%

The most popular social media sites among Canadian book borrowers were YouTube (68%), Facebook (63%), and Instagram (47%). That being said, 38% of Canadian book borrowers never visited book-specific online social network sites or communities (e.g., 49th Shelf, LibraryThing, Goodreads, etc.) in 2023.

Altogether 65% of Canadian book borrowers saw marketing campaigns or ads for the types of books they were interested in (22% yes and 42% sometimes).

Canadian book borrowers also got books in other ways in 2023:

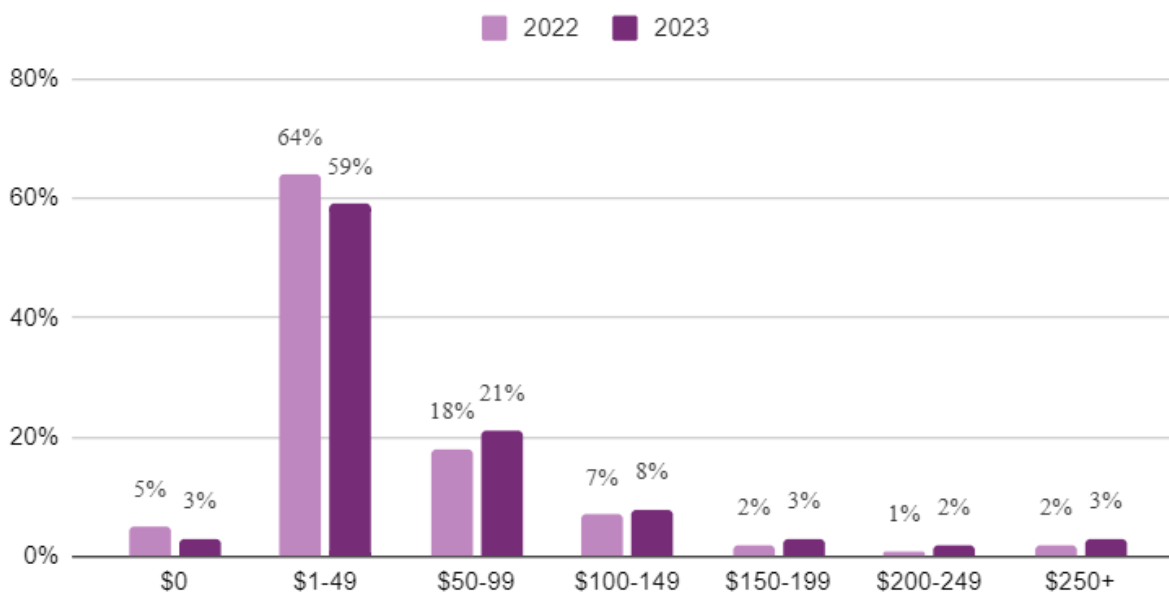
- 46% bought books new
- 29% bought books secondhand
- 28% received books for free (including free downloads)
- 25% received books as a gift
- 24% borrowed books from someone they know

## The impact of rising book prices

### Buying books new

In 2023, over half of Canadians buying new books spent between \$1 and \$49 on books in a given month (59%). Shown in the graph below, this percentage is down from 64% of buyers of new books in 2022.

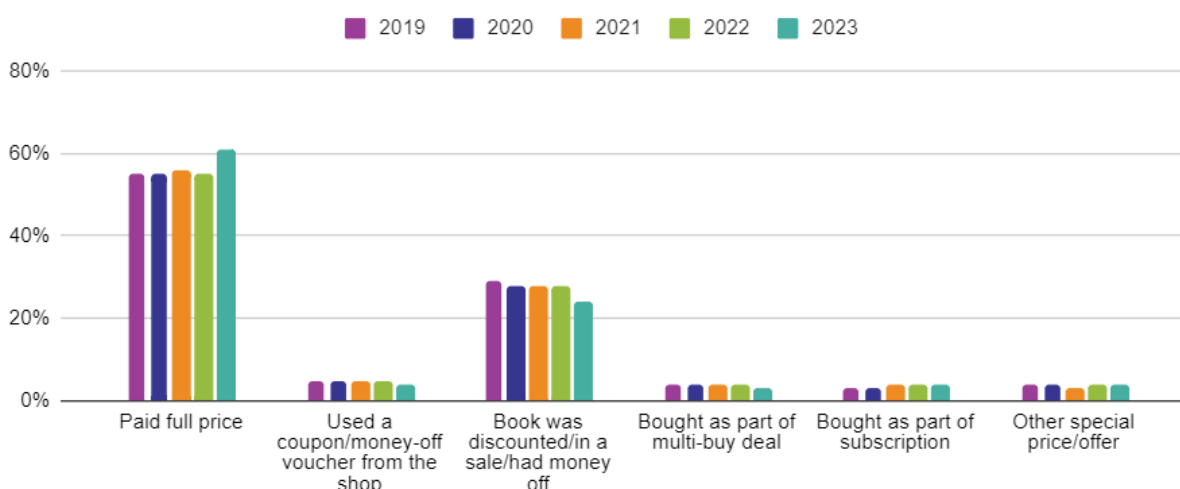
Monthly money spent on new books by Canadian new book buyers, 2022–2023



Source: BookNet Canada

While 88% of Canadians who bought new books looked for sales, promotions, and coupons when they shopped for books, most of them paid full price for the books they purchased in 2023, at 61%. This percentage is the highest it's been in the last five years — up from 55% in 2022, 56% in 2021, and 55% in 2020 and 2019. The graph below shows this change in purchasing for Canadians over time.

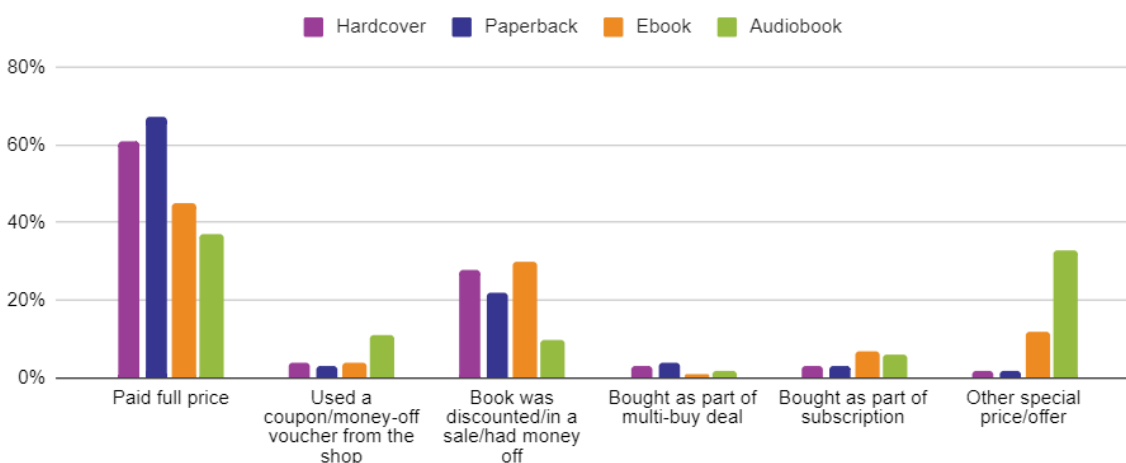
**Book purchase breakdown by Canadians buying new books, 2019–2023**



Source: BookNet Canada

Format by format, full price purchases were most likely to be paperback (67%) or hardcover (67%), rather than an ebook (45%) or audiobook (37%), shown in the graph below.

**Book purchase breakdown by format for Canadians buying new books, 2023**



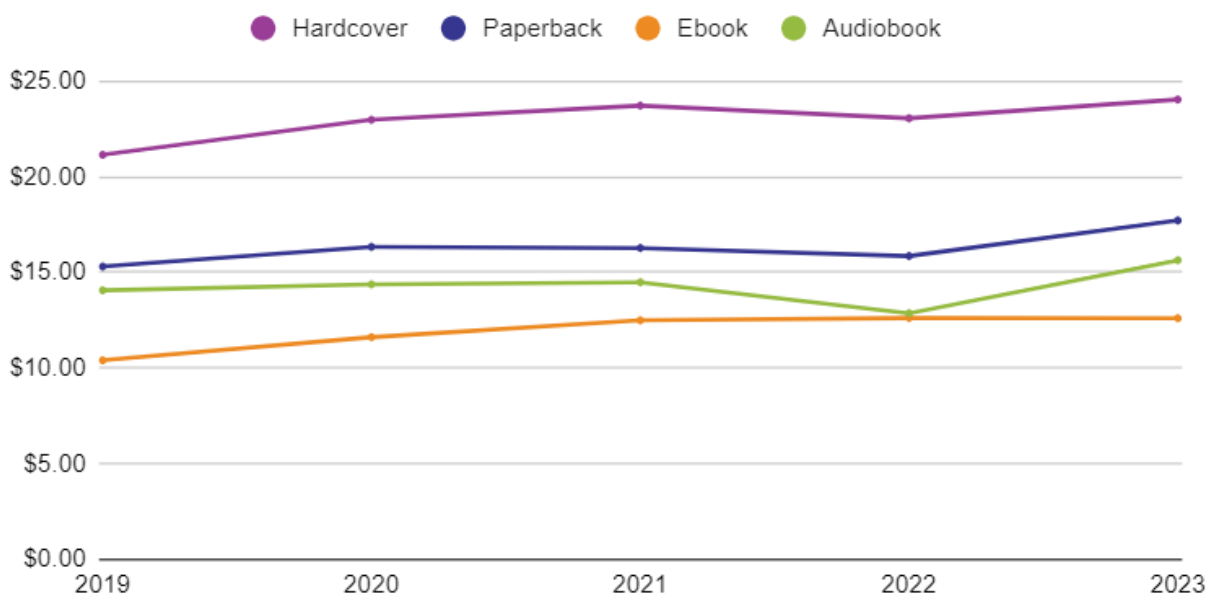
Source: BookNet Canada

In 2023, Canadians who bought new books spent an average of:

- \$24.04 for a hardcover book
- \$17.72 for a paperback book
- \$12.61 for an ebook
- \$15.64 for an audiobook

The price paid by these Canadian book buyers has increased 14% for hardcovers, 16% for paperbacks, 21% for ebooks, and 11% for audiobooks since 2019, shown in the graph below.

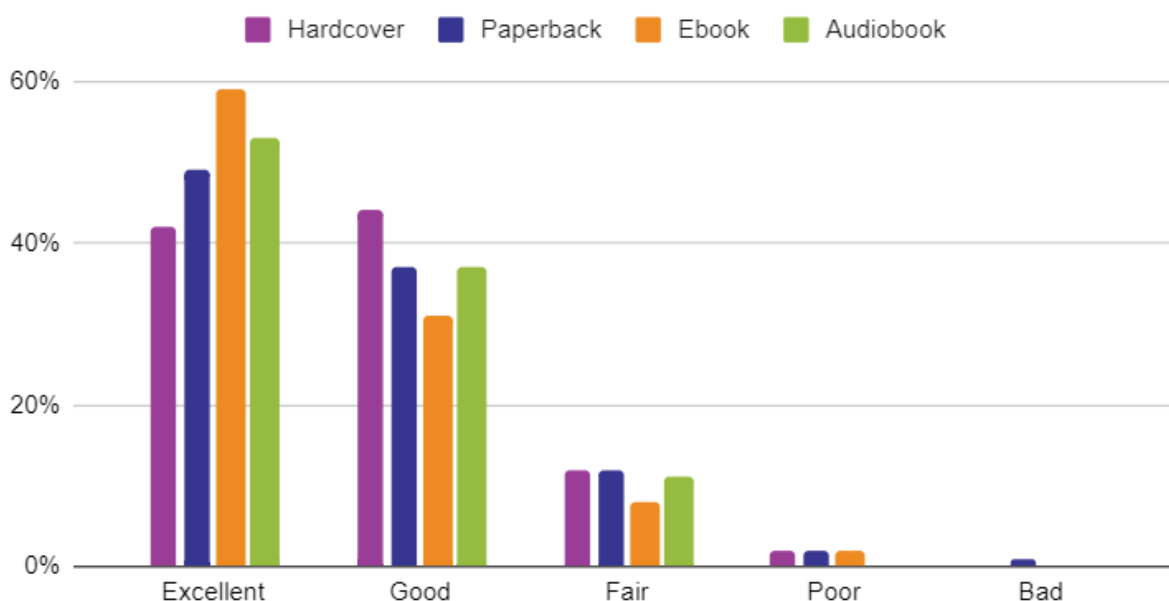
**Average price by format paid by Canadians buying new books, 2019–2023**



Source: BookNet Canada

Even with these increases in average prices, almost half of Canadians buying new books rated their value for money as excellent (49%), while 38% rated it as good, 12% as fair, and 1% as poor. Value for money varies format by format, shown in the graph below. Ebooks had the highest rating of value for money, with 59% rating them as excellent.

### Value for money by format for Canadians buying new books, 2023



Source: BookNet Canada

Just over half of Canadians buying new books in 2023 chose books within their budget (52%), another 42% had no limitations or restrictions on what or how many books they bought, and the rest were unsure (7%).

The majority of Canadians who bought new books compared book prices before making a purchase in 2023 (82%). And 19% of buyers of new books compared the price in multiple places when deciding whether or not to buy or borrow books — this percentage has increased from 18% in 2022 and 17% in 2021 and 2020. In 2023, 14% of Canadians buying new books decided to buy a book because it was on a special offer or had a low price. Another 9% of Canadians bought the new book, rather than borrowed, because it was cheap.

Book prices were also a factor for Canadians who bought new when deciding where to make their purchase. In 2023, these book buyers chose to shop at one location over another because:

- The book was at a good price/offer/promo — 29%
- There was cheap/free delivery — 18%

- They have a loyalty card/account/subscription — 12%

Overall, 69% of Canadians who bought a new book participated in book-related rewards or loyalty programs in 2023.

As stated elsewhere for all books, most book purchases by Canadians buying new books in 2023 were spontaneous to some degree (62%), with 38% being planned purchases:

- 26% had planned to buy a particular book, but not necessarily at that specific time
- 18% were not planning to buy a book at that specific time, it was an impulse purchase
- 16% were planning to buy a book at that specific time, but had not planned to buy a particular book

These percentages are relatively stable over time, with 36% of new book purchases in 2022 being planned, 39% in 2021, 37% in 2020, and 35% in 2019.

These buyers of new books paid attention to book prices in other ways, too:

- 70% preferred to pay for a bundle of content more so than buying one single item
- 65% added books to their online cart to get free shipping
- 45% bought whichever book was least expensive, regardless of its format (print book, ebook, audiobook)

In 2023, 57% of buyers of new books also bought books secondhand, and 45% also borrowed books from the library.

## Buying books secondhand

In 2023, a significant 85% of Canadian secondhand book buyers compared book prices before making a purchase. And when deciding whether or not to buy or borrow books, 22% of secondhand book buyers compared book prices in multiple places in 2023. Almost half of secondhand book buyers chose to purchase books that were in their budget (48%), while the rest either had no limitations or restrictions on what or how many books they bought (36%), or were unsure (6%).

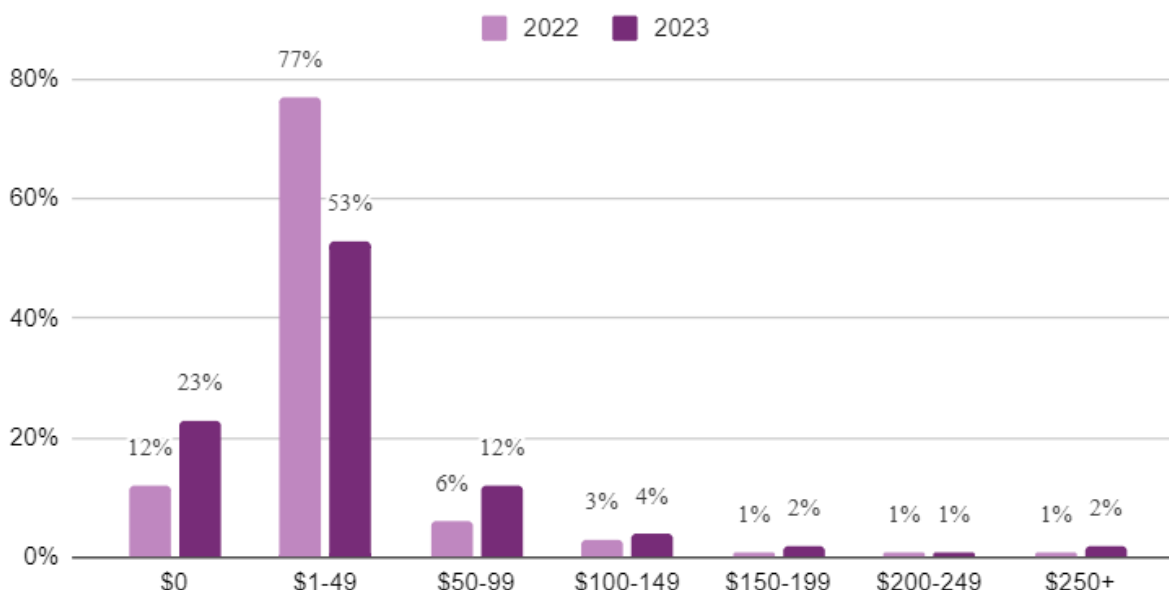
These secondhand book buyers had other price conscious habits, too:

- 89% looked for sales, promotions, and coupons when they shopped for books
- 70% preferred to pay for a bundle of content more so than buying one single item
- 66% added books to their online cart to get free shipping
- 53% bought whichever book was least expensive, regardless of its format (print book, ebook, audiobook)

The majority of Canadian secondhand book buyers also participated in book-related rewards and loyalty programs in 2023 (67%).

While most secondhand buyers spent between \$1 and \$49 on used book purchases in a given month in 2023 (53%), this percentage is down 31% from 2022, shown in the graph below. Instead, the percentage of secondhand book buyers spending more than \$100 on used books in a given month increased 75% — up from 12% in 2022 to 21% in 2023.

Monthly money spent on used books by Canadian used book buyers, 2022–2023



Source: BookNet Canada

Interestingly, 57% of secondhand buyers also bought books new and 24% borrowed books from the library.

## Borrowing books

Some of the top reasons why book borrowers borrowed books from the library instead of buying them were related to book prices. In 2023:

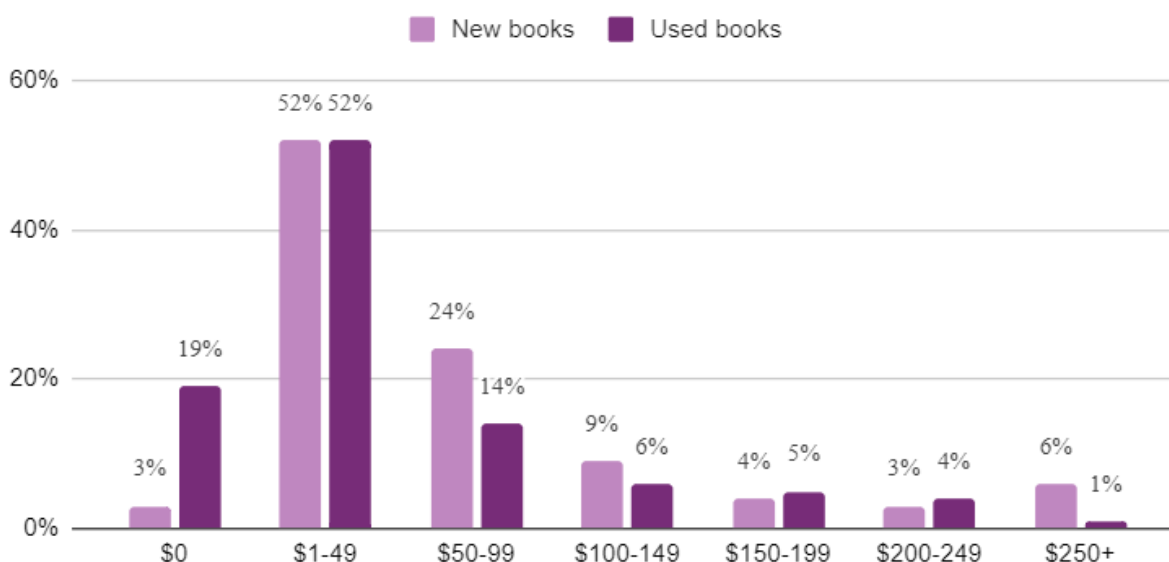
- 55% borrowed books to save money
- 43% borrowed books because they didn't want to spend money on it
- 22% borrowed books because it was expensive to buy
- 20% borrowed books because it's a habit to borrow instead of buy

When deciding whether to buy or borrow a book, 39% of Canadian book borrowers checked to see if it was available at their local library in 2023. Another 17% compared the price of the book in multiple places — up from 11% in 2022, 11% in 2021, and 10% in 2020. Overall, 79% of Canadian book borrowers compared book prices in some capacity before making a purchase in 2023.

As book buyers, 46% of Canadian book borrowers bought new books in 2023 and 28% bought secondhand books.

Most borrowers who bought new books or secondhand books spent between \$1 and \$49 on their book purchases in a given month — 52% each. The graph below compares book spending for these two groups of book borrowers.

**Monthly money spent on new and used books by Canadian book borrowers who bought books, 2023**



Source: BookNet Canada

Overall, all Canadian book borrowers also had frugal book buying habits:

- 82% looked for sales, promotions, and coupons when they shopped for books
- 75% preferred to pay for a bundle of content more so than buying one single item
- 61% added books to their online cart to get free shipping
- 53% bought whichever book was least expensive, regardless of its format (print book, ebook, audiobook)

When buying books, more than half of book borrowers choose books within their budget (52%), while 42% had no limitations or restrictions on what or how many books they bought, and 7% were unsure.

And a significant 63% of book borrowers participated in book-related reward and loyalty programs — up from 52% in 2022, 55% in 2021, and 21% in 2020.

## 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 acknowledges that its operations are remote and our colleagues contribute their work from the traditional territories of the [Mississaugas of the Credit](#), the Anishinaabe, the [Haudenosaunee](#), the Wyandot, the Mi'kmaq, the Ojibwa of Fort William First Nation, the Three Fires Confederacy of First Nations (which includes the Ojibwa, the Odawa, and the Potawatomie), and the Métis, the original nations and peoples of the lands we now call Beeton, Brampton, Guelph, Halifax, Thunder Bay, Toronto, Vaughan, and Windsor. We endorse the [Calls to Action from the Truth and Reconciliation Commission of Canada](#) and support an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities, in all its complicated intersectionality. We, at BookNet Canada, are committed to working with our partners in the industry as we move towards a framework that supports “spacemaking,” which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

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

BookNet Canada has extensive research available on our [website](#), both free and for purchase.

- [Canadian Book Market 2023](#): A comprehensive guide to the Canadian market in 2023 with in-depth category data.
- [Tapping into Ebooks: Ebook Use in Canada 2022](#): An overview of ebook buying, borrowing, and reading in Canada in 2022.

- [Winning Kidlit: The Impact of Children's Book Awards 2022](#): A look into the impact of Juvenile and Young Adult literary awards on Canadian book sales and library circulation. Exclusive to SalesData and LibraryData subscribers.

To stay updated on current and future research, subscribe to our monthly [BNC Research newsletter](#). To stay up-to-date on all BookNet Canada news and information, [subscribe to our weekly eNews](#).

If you have any questions or comments about this or other studies, please contact the research team at [research@booknetcanada.ca](mailto:research@booknetcanada.ca).

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."

Learn more at [booknetcanada.ca](http://booknetcanada.ca).

## Appendix A: Demographics

The following tables compare the demographics of Canadian book buyers, Canadian book borrowers, and all Canadians in 2023, as collected by the Canadian Book Consumer survey 2023.

### Gender identity

	Book buyers	Book borrowers	All Canadians
Man	46%	43%	46%
Woman	53%	56%	53%
Non-binary	0%	0%	1%
Prefer not to say	0%	0%	0%

### Age

	Book buyers	Book borrowers	All Canadians
18-24	11%	18%	17%
25-34	18%	21%	20%
35-44	17%	13%	12%
45-54	16%	14%	12%
55-64	16%	15%	16%
65+	22%	19%	23%

## Canadian Book Consumer Survey 2023

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### Region

	Book buyers	Book borrowers	All Canadians
Atlantic	8%	9%	10%
Central	58%	55%	54%
Prairies	20%	21%	21%
West Coast & Northern Territories	14%	15%	15%

### Location

	Book buyers	Book borrowers	All Canadians
City or urban area	48%	55%	49%
Suburban area	36%	33%	35%
Small town or rural area	16%	12%	15%

Education

	Book buyers	Book borrowers	All Canadians
Less than high school	1%	1%	2%
High school graduate or equivalent	14%	16%	19%
Some post secondary education, not completed	11%	8%	12%
College or university degree/diploma	51%	51%	48%
Graduate or professional degree	22%	23%	19%
Prefer not to say	0%	0%	0%
Other	0%	0%	0%

Employment status

	Book buyers	Book borrowers	All Canadians
Employed full time	44%	41%	38%
Employed part time	9%	13%	10%
Self employed	8%	6%	7%
Not employed	6%	6%	7%
Retired	23%	21%	25%
Student	5%	7%	8%
Homemaker	3%	3%	4%
Prefer not to say	0%	0%	0%
Other	1%	1%	1%

Relationship status

	Book buyers	Book borrowers	All Canadians
Single (never married)	33%	36%	38%
Living with partner	9%	9%	9%
Married	46%	42%	40%
Separated	2%	2%	2%
Divorced	6%	6%	6%
Widowed	4%	4%	4%
Other	0%	0%	0%
Prefer not to say	0%	0%	0%

Household size

	Book buyers	Book borrowers	All Canadians
One - myself	23%	21%	23%
Two	36%	34%	35%
Three	20%	19%	18%
Four	13%	14%	13%
Five	6%	8%	6%
Six	1%	2%	2%
Seven	0%	1%	1%
Eight	0%	0%	0%
Nine	0%	0%	0%
Ten or more	0%	0%	0%

Children under 18 living in household

	Book buyers	Book borrowers	All Canadians
Under 3 years of age	5%	4%	4%
3-5 years of age	5%	6%	4%
6-8 years of age	7%	7%	5%
9-10 years of age	5%	6%	4%
11-12 years of age	7%	7%	5%
13-17 years of age	16%	18%	13%
None under 18 years of age	67%	64%	67%

Household income

	Book buyers	Book borrowers	All Canadians
Under \$15,000	4%	6%	6%
\$15,000-\$24,999	4%	5%	5%
\$25,000-\$34,999	9%	9%	11%
\$35,000-\$49,999	9%	10%	10%
\$50,000-\$74,999	22%	21%	21%
\$75,000-\$99,999	16%	16%	15%
\$100,000-\$149,999	20%	17%	16%
\$150,000 and over	13%	10%	9%
Prefer not to say	3%	5%	5%
Other	1%	1%	1%

Non-dominant identity

	Book buyers	Book borrowers	All Canadians
Class (working class, low income, etc.)	16%	17%	17%
Religion (Muslim, Hindu, Sikh, Buddhist, Jewish, etc.)	10%	14%	11%
Blackness	4%	4%	4%
Indigeneity	2%	2%	2%
People of colour	13%	16%	14%
Gender (trans, queer, 2-Spirited, non-binary, etc.)	3%	3%	3%
Sexuality (lesbian, gay, bisexual, queer, asexual, aromantic, etc.)	9%	9%	8%
Disability (physical, mental, or emotional activity impairment/limitation temporarily, episodically, or permanently, etc.)	13%	11%	12%

Canadian Book Consumer Survey 2023

Neurodiversity	5%	6%	5%
Family structure/single	10%	9%	9%
Age (young, senior)	21%	22%	23%
Language (English not the first language)	11%	10%	11%
Other	1%	1%	1%
Prefer not to say	2%	4%	3%
No	37%	32%	35%