



RESEARCH & EDUCATION

Canadian Book Consumer Study

2021



**BOOKNET
CANADA**

Terms of Use

THIS AGREEMENT is a legal document that governs your use of *Canadian Book Consumer Study 2021* in PDF format. By downloading the PDF, you indicate that you agree to be bound by the terms and conditions specified herein.

1. **COPYRIGHT.** BookNet Canada (“BNC”) owns all rights in the multi-use electronic formats of *Canadian Book Consumer Study 2021* (“Electronic Publication”) and the copyrights therein. Copyright © BookNet Canada. All rights reserved.
2. **REPRODUCTION AND DISTRIBUTION.** A downloader of the Electronic Publication who accepts and agrees to the conditions specified in these Terms of Use (“Authorized Downloader”) may post a copy of the Electronic Publication on their company’s secured intranet server and/or distribute the Electronic Publication in physical or digital form to their immediate employees and any wholly owned subsidiaries. A sample or excerpt may be shared with full attribution and hyperlink back to the source webpage according to the terms of the [Creative Commons Attribution-NonCommercial 4.0 International License](#). Acceptance of the Electronic Publication constitutes the Authorized Downloader’s agreement with these terms
3. **PROHIBITION OF SUBLICENSE OR ASSIGNMENT.** Except as permitted in 2 above, neither the Terms of Use nor the Electronic Publication nor any part thereof may be sub-licensed, assigned, transferred, or given away by the Authorized Downloader without the prior written consent of BNC. Any attempt to sublicense, assign or transfer any of the rights, interests, duties, or obligations under this license constitutes a material breach of this Agreement justifying termination.
4. **ALTERATION.** The Authorized Downloader may modify, adapt, transform, translate, or create derivative works based on material included in the Electronic Publication according to the terms of the [Creative Commons Attribution-NonCommercial 4.0 International License](#).
5. **REQUIRED NOTICES.** The Authorized Downloader may not assert or represent to any third party that he or she has any ownership rights in, or the right to sell, transfer, or lend the Electronic Publication.
6. **USER WARRANTIES.** Each Authorized Downloader warrants that they will use reasonable efforts to ensure the security and integrity of each Electronic Publication and will notify BookNet Canada promptly of any unauthorized use of the Electronic Publication of which they become aware. Any abuse of these Terms of Use may be pursued to the fullest extent permitted under applicable laws, treaties, and conventions.
7. **INDEMNIFICATION.** THE AUTHORIZED DOWNLOADER AGREES TO INDEMNIFY BNC AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AFFILIATES, AND AGENTS, AND SHALL HOLD EACH OF THEM HARMLESS AGAINST ANY CLAIMS, LOSSES, OR DAMAGES ASSERTED BY ANY ENTITY, INCLUDING COURT COSTS AND REASONABLE ATTORNEYS’ FEES, ARISING OUT OF OR IN CONNECTION WITH THE USE, OR ATTEMPTED USE, OF THE ELECTRONIC PUBLICATION.
8. **LIMITATION OF LIABILITY.** BNC SHALL NOT BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES OF ANY TYPE ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE ELECTRONIC PUBLICATION. The Authorized Downloader acknowledges that BNC has agreed to make the Electronic Publication available in reliance on the exclusions and limitations of liability and disclaimers of warranty set forth above and that the same form an essential basis of the bargain between the parties.
9. **GOVERNING LAW AND GENERAL PROVISIONS.** The laws of the Government of Canada shall govern these Terms of Use. If any part of any provision of these Terms of Use shall be invalid or unenforceable, such part shall be deemed to be restated to reflect, as nearly as possible, the original intentions of both of the parties in accordance with applicable law, and the remainder of the Terms of Use shall remain in full force and effect. These Terms of Use are the complete and exclusive statement of the agreement between you as the Authorized Downloader and BNC with respect to the Electronic Publication, and supersedes any proposal or prior agreement, oral or written, and any other communications between you and BNC relating to the subject matter of these Terms of Use. They may not be changed, modified or otherwise altered without the prior written consent of BNC.

This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

If you have questions about public disclosure of this report, please contact media@booknetcanada.ca.

ISBN: 978-1-927655-56-6 | ISNI: [0000000107013646](https://www.isni.org/0000000107013646)

Table of Contents

Who are the Canadian book buyers? 5

 Consumer behaviour 8

 Bookstore visits..... 11

Book purchases..... 13

 Pricing and what buyers paid..... 16

 Buying awareness and decision-making..... 18

Buyers who also borrowed 24

 Library visits 24

 Library loans 25

About BookNet Canada 29

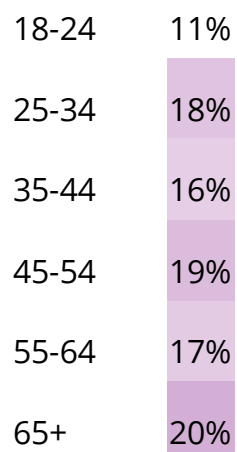
Who are the Canadian book buyers?

BookNet's Canadian Book Consumer survey is fielded quarterly and queries Canadians about their book purchasing behaviour. The results we are discussing use data from April, June, September, and December 2021 (what we call the "past month"). We surveyed 10,218 adult Canadians in 2021 to identify 2,065 buyers. Those buyers bought a total of 5,698 books; a monthly average of 2.76 books per buyer.

Of these 2,065 buyers, 53% identified as female and 47% identified as male. No book buyers chose "non-binary" or "prefer not to say."

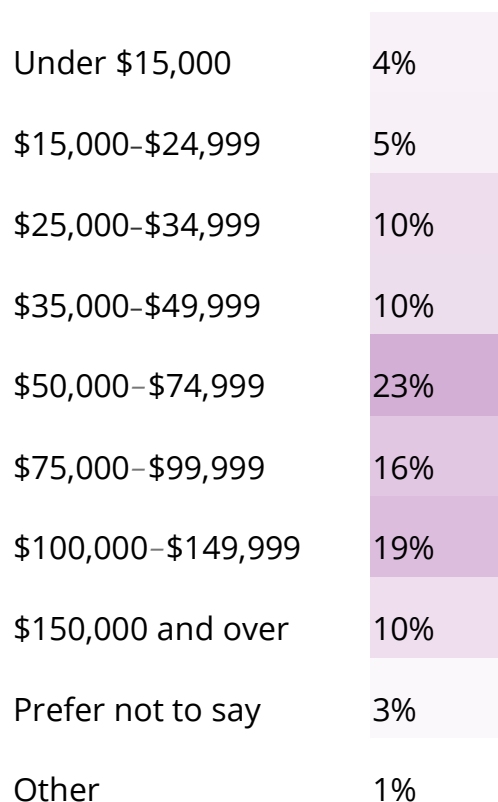
As for age, most book buyers were 45 or over.

Age of buyers



For household income, 20% of buyers reported an income of \$34,999 or under, 23% selected \$50,000–\$74,999, and 19% selected \$100,000–\$149,999.

Household income of buyers



Under \$15,000	4%
\$15,000-\$24,999	5%
\$25,000-\$34,999	10%
\$35,000-\$49,999	10%
\$50,000-\$74,999	23%
\$75,000-\$99,999	16%
\$100,000-\$149,999	19%
\$150,000 and over	10%
Prefer not to say	3%
Other	1%

The majority of book buyer households were composed of two people (34%), followed by three people (23%), just the book buyer (22%), and four people (15%).

We asked buyers whether they would describe themselves as belonging to at least one non-dominant, poorly represented, or not advantaged group in Canada. Slightly more than half of buyers said they would (56%) and about the rest of the buyers would not (44%).

The most common answers for non-dominant, poorly represented, or not advantaged group were age (21%), class (18%), and person of colour (14%).

Canadian Book Consumer Study 2021

Buyers belonging to a non-dominant, poorly represented, or not advantaged group

Age (young, senior)	21%
Class (working class, low income, etc.)	18%
Person of colour	14%
Language (English not the first language)	13%
Disability (physical, mental, or emotional activity impairment/limitation)	10%
Family structure/single	9%
Religion (Muslim, Hindu, Sikh, Buddhist, Jewish, etc.)	8%
Sexuality (lesbian, gay, bisexual, queer, asexual, aromantic, etc.)	7%
Blackness	2%
Gender (trans, queer, 2-Spirited, non-binary, etc.)	2%
Indigeneity	1%
Neurodiversity	1%
Other	1%
Prefer not to say	2%

Consumer behaviour

Here, we have gathered survey answers about book-buying behaviour.

Slightly more than half of buyers searched for at least one of the following in 2021:

- Books by Canadian authors/illustrators (31%)
- Books about Canada or regions within Canada (25%)
- Books about a group or culture written by people from that group or culture (22%)
- Books that are partly or fully written in another language (12%)

We started asking halfway through 2021 whether buyers searched for books about Indigenous peoples, 6% had, and books by Indigenous authors/illustrators, 5% had.

We also found that 31% of buyers searched for books by Canadian authors/illustrators. A Canadian Contributor is defined as a book's author, editor, translator, and/or illustrator who is a Canadian citizen or a permanent resident of Canada. According to [BNC SalesData](#), Canadian Contributors represented 11.9% of the total print trade market in 2021, with a volume of 6.2 million units sold.

(Canadian Contributors are noted by the publisher/distributor supplying bibliographic data according to rules agreed to by the BNC Canadian Bibliographic Committee. See the BookNet Canada help documentation, [Identifying Canadian Authorship](#), for more information.)

In terms of reading frequency, we found that about four in ten buyers read or listened to a book at least monthly.

Reading frequency

	Daily	A few times a week	Weekly / A few times a month	Less than once a month	Rarely / Never
Read a print book	15%	16%	13%	27%	30%
Read a comic book, graphic novel, or manga book	8%	16%	18%	34%	24%
Read an ebook	12%	16%	14%	29%	29%
Listen to a digital audiobook (downloaded or streamed)	10%	16%	16%	33%	25%
Listen to a physical audiobook (on CD or tape)	8%	16%	16%	36%	24%

Did you know?

Well over half of buyers agreed with each of the following statements (63%):

- I prefer to pay for a bundle of content more so than buying one single item.
- I see marketing campaigns/ads for the types of books I'm interested in.

In 2021, 47% of buyers agreed that COVID-19 impacted their book buying. Though that's down from 2020, when 62% agreed their book buying was impacted by COVID-19 with another 31% saying their book buying was somewhat impacted.

Buyers said they acquired books in the previous month in the following ways:

- 49% bought a new print book
- 21% bought an ebook
- 15% bought a secondhand/used book
- 11% of buyers accessed a digital book through a subscription (mainly Amazon Prime/Kindle Unlimited, 35%, or Audible, 31%)
- 9% bought an audiobook

When we look at library borrowing among book buyers we found that 13% borrowed a print book (18% in 2020), 8% borrowed an ebook (same as in 2020), and 6% borrowed an audiobook (5% in 2020). Of note, 66% of buyers had a library card (31% did not). (We surveyed 2,750 buyers in 2020 and 2,065 buyers in 2021.)

What online and/or in person actions did buyers generally take when deciding whether to buy or borrow a book?

- Read the book description (51%)
- Read reviews about the book (33%)
- Look at the subject/genre of the book (30%)
- Look at the cover (28%)
- See who the author is (26%)
- Check to see if the library has it (18%)
- Compare the price in multiple places (17%)
- Read about the author (16%)

Did you know?

- 72% of book buyers finish reading a book before they buy or borrow a new one to start.
- 67% of book buyers add books to their online cart to get free shipping.
- 65% of book buyers prefer books that have been published in the last year or so over older books.
- 69% of book buyers participated in a book-related rewards or loyalty program (mostly Indigo Plum Rewards at 59% or Amazon Prime at 56%).

We asked book buyers about online activities that they engaged in. Here are the most popular ones that buyers did a few times a week:

- 31% visited an online video streaming website/service (another 28% visited daily)
- 26% visited an online video sharing website (another 25% did so daily)
- 24% visited a general online social networking site/community (another 37% did so daily)

Of social networking sites, the most popular was Facebook, 65% of book buyers participated in it, followed by YouTube (61%). Other popular sites were Twitter (32%), WhatsApp (28%), Pinterest (27%), and LinkedIn (27%). Of note, only 12% of buyers participated in Goodreads.

Bookstore visits

Almost all book buyers (96%) said that it was important for society to have physical bookstores. Though 75% of buyers said there was a physical bookstore located near them.

So how frequently did book buyers visit bookstores?, According to our survey, 86% of buyers visited a bookstore, either in person or online, at least once in the past month — 76% online and 55% in person. A fairly hefty percentage visited more frequently, 72% of buyers said that they visited 1-4 times in the past month: 45% in person and 53% online.

In 2021, the top five reasons that book buyers gave for visiting a bookstore in person were:

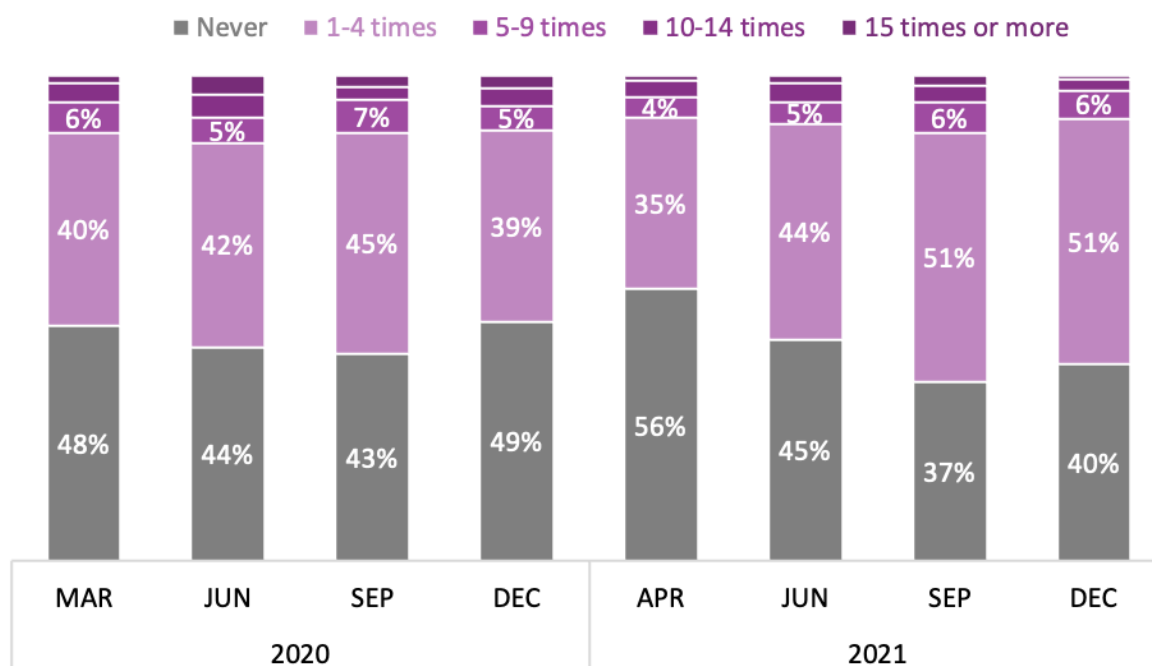
1. to browse books to pass time (22%);
2. to browse displays and shelves for books to buy (21%);
3. to browse new releases (21%);
4. to browse for book deals/sales (20%); and
5. to buy a gift (17%).

Those who visited a bookstore online did so to:

1. browse for book deals/sales (26%);
2. browse new releases (22%);
3. to buy or order specific book(s)/material(s) (22%);
4. to check/compare prices (21%); or
5. to look for a specific book to buy it in a specific format (20%).

We looked into this by season to see how seasonality impacts bookstore visits. (Retail closures or lockdown measures in 2021 were generally between January and March as well as between April and June, depending on the province/territory in Canada.)

Bookstore visits, by quarter 2020-2021



Book purchases

We asked 2,065 buyers a series of detailed questions about their purchases in the previous month. These buyers bought a total of 5,698 books, an average of 2.76 books per buyer.

What did buyers buy? Mainly adult books (71%). Young adult (17%) and children’s/middle grade (12%) trailed at a combined 29%.

Looking at subject sales in [BNC SalesData](#) in 2021, our national sales tracking service for the Canadian English-language trade print book market, we found that the Juvenile/Young Adult category accounted for 41% of all print book sales. Non-Fiction follows with 33%, with fiction at 25%. (Our annual publication [The Canadian Book Market](#) details sub-genres’ category market share and more.)

Going back to the consumer survey, most purchases, regardless of format, were reported as Fiction (62% vs. 38% of Non-Fiction).

Popular Fiction subjects:

1. Fantasy
2. Suspense and Thriller
3. General Fiction
4. Mystery/Detective
5. Romance

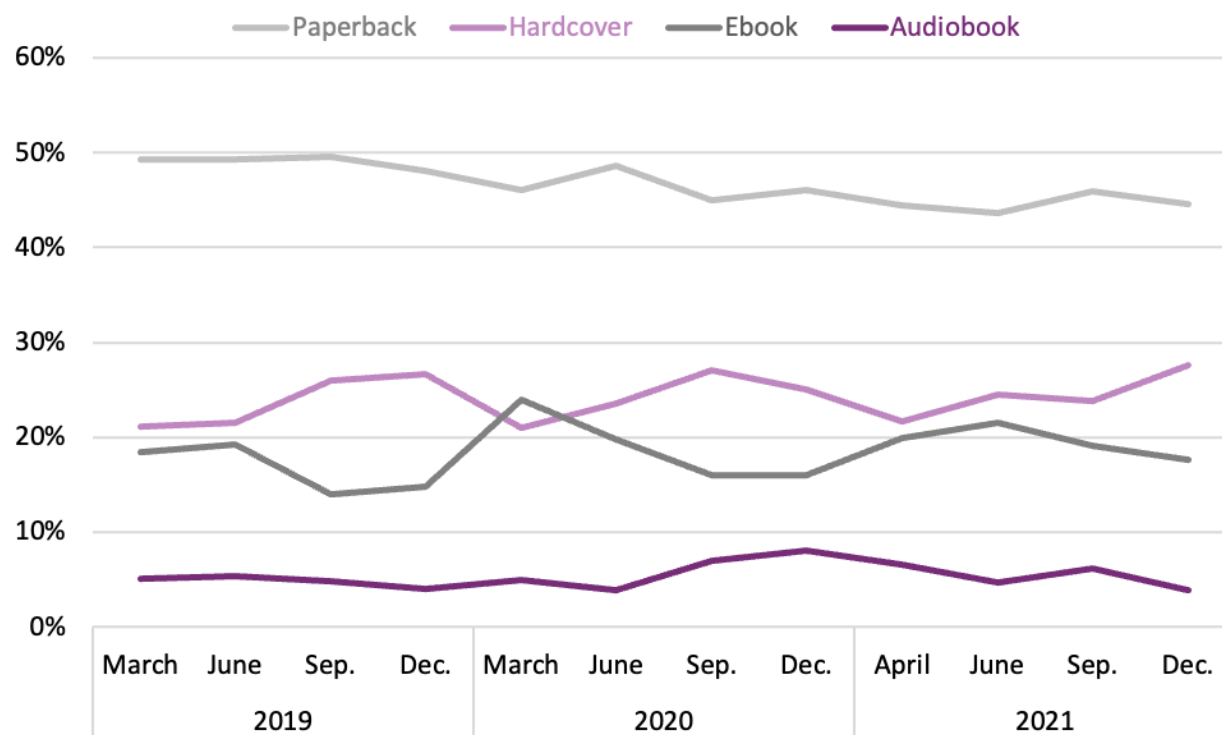
Popular Non-Fiction genres:

1. Biography or Memoir
2. Self-Help
3. History
4. Spirituality
5. Business

The majority of book purchases were paperbacks, ranging between 45% to 50% of books purchased from 2019 to 2021. Hardcover were the next most popular followed by ebooks. Though ebooks' share of purchases surpassed hardcovers in March 2020. Audiobooks made up a relatively small share of purchases.

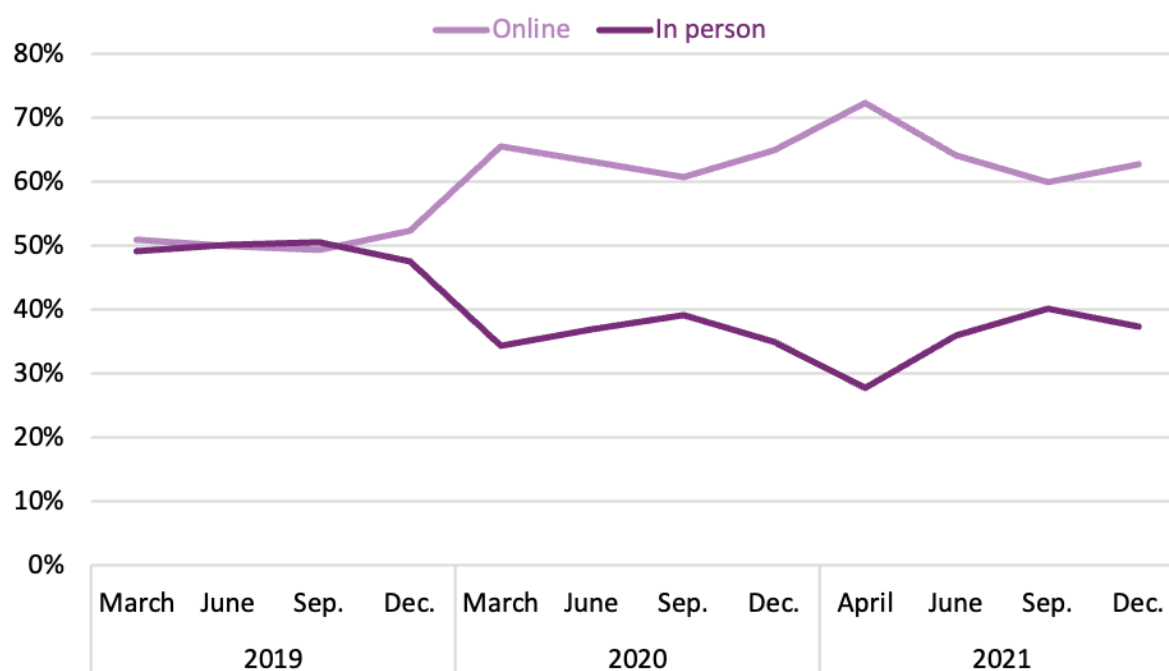
Canadian Book Consumer Study 2021

Purchases by book format, 2019-2021



Where were these books purchased? Mostly from an online channel (65%) though 35% were bought in person. This is a percent change of 1.9% from 2020 to 2021 for online purchases and -3.6% for physical purchases from 2020 to 2021.

Purchases by location, 2019-2021



When asked how they bought the book in 2021, 58% of buyers said they bought via a website online, 31% in a shop in person, and 7% on a reading device via app or built-in ebook/app store (not via website).

Pricing and what buyers paid

More than half of buyers paid full price for their purchases in 2021 (56%) while 28% bought discounted books. If we break this down by format, we see that 60% of hardcover books and 61% of paperbacks were purchased at full price, while more buyers bought digital books on sale — only 41% of ebooks purchased were bought at full price in comparison to 37% of ebooks that were bought on sale. For audiobooks, 35% were bought at full price, 26% were bought as part of a subscription, and 20% were discounted.

What did they pay? On average, before tax, buyers bought paperbacks for \$16.28, hardcovers for \$23.72, ebooks for \$12.50, and audiobooks for \$14.49.

At the price buyers paid, 45% rated the value for their money as “excellent” and another 41% rated it “good.” When we look at this again by format, we saw that these percentages were similar to buyers of hardcovers (40% “excellent” and 44% “good”), paperbacks (44% and 41%), and audiobooks (43% and 40%). Interestingly, ebook buyers rated the value of ebooks higher, with 54% rating them as “excellent” value for their money and 37% rated them “good.”

Only 21% of buyers bought something other than a book with their book(s) purchase: some popular options included magazines (9%), newspapers (8%), movies (7%), music (6%), and games (5%).

Overall, 58% of buyers spent between \$1 and \$49 on books in the past month. Another 21% spent between \$50 and \$99 and 15% of buyers spent \$100 or more.

Most book buyers’ purchases were for themselves (80%), though this percentage dropped to 72% for books bought in December. Only 17% of books were purchased as gifts on average in 2021, though this rose to 25% in December. Of that 25% of gift purchases in December, over half were for children under 18 (52%).

Who buyers bought books for in 2021

	April	June	Sep.	Dec.	2021
For a young child aged 0-3	9%	13%	9%	9%	10%
For a young child aged 4-7	20%	26%	16%	18%	20%
For a middle grade child aged 8-12	28%	20%	23%	14%	20%
For a young adult aged 13-17	11%	10%	16%	11%	12%
For an adult aged 18 or over	31%	30%	36%	48%	38%

Buying awareness and decision-making

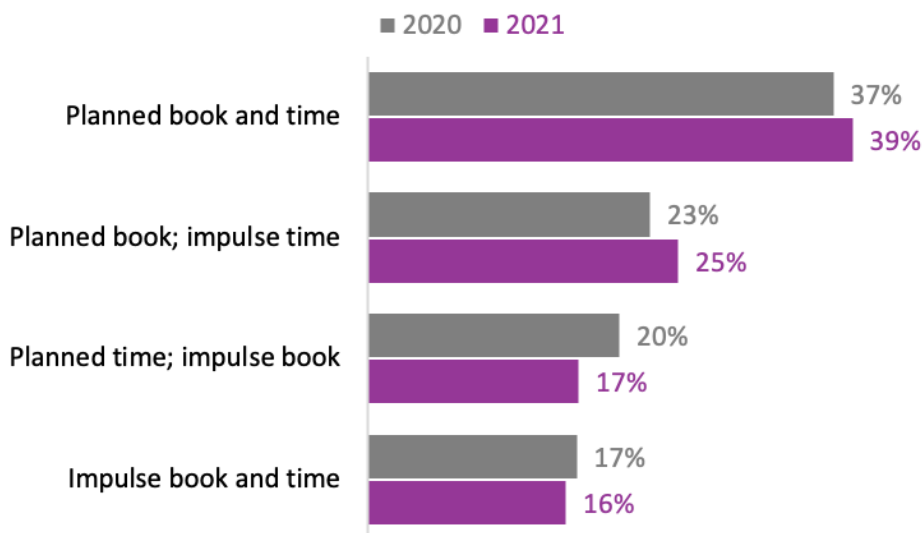
The ways that book buyers become aware of the books they purchase is highly distributed across many options. Buyers became aware of the book(s) they purchased through reading other books by the author/illustrator (23%), browsing/searching online or in person (19%), and recommendations or reviews (18%).

When book buyers became aware of the book(s) they purchased through browsing it was mainly done through a bookseller website/ebook app (50%), in a physical store (24%), or via search engine (20%).

Other less popular awareness drivers were social media, bestseller lists, that they had read the book before, author/illustrator interviews or events, TV, and more.

Most book buyers plan their specific purchases and times. In 2021, 64% of buyers bought the book(s) they planned on buying.

Planned or impulsive buying



Interestingly, in 2021 ebooks were an outlier: more ebooks were purchased impulsively for both in terms of which book was purchased and when.

Planned or impulsive buying by channel

	Planned book and time	Planned book; impulse time	Planned time; impulse book	Impulse book and time
Online retailer/website	44%	26%	16%	11%
Independent bookstore	40%	25%	14%	19%
Chain bookstore	36%	28%	20%	15%
Mobile app purchase	35%	25%	18%	19%
General retailer	32%	18%	15%	31%
Grocery store	30%	22%	22%	26%
Ebook/audiobook download site	29%	24%	19%	24%
Book club	28%	24%	23%	17%
Discount/big box store	22%	17%	21%	36%

The top reasons why buyers mainly bought from the specific store or website they did was because it was convenient, a good price, or the book was in stock/available.

Why buyers bought from where they did

Convenient place to shop	32%
Good price/offer/promo	32%
Book(s) in stock/available immediately	31%
Good selection of books	27%
Cheap/free delivery	22%
Easy checkout process to buy books	22%
Easy to navigate	21%
Good service	18%
Happened to see the book there	15%
Shopping there for other items	14%
Have loyalty card/account/subscription	14%
Enjoy shopping there/good atmosphere	13%
Habit	12%
Able to look inside/read extract before buying	11%
To support this shop/organization	7%
COVID-19 protective measures for spread prevention	7%

Those who purchased their books from an online retailer or website ranked delivery as one of the four most important factors for deciding to make their purchase there. The most important reason for purchasing at independent bookstores was convenience and getting a good price or discount was most important for digital book download sites.

Why buyers bought from where they did, by channel

	Mobile app purchase	Independent bookstore	Online retailer/website	Chain bookstore	Ebook/audiobook download site	General retailer	Discount / big box store	Grocery store
Convenient place to shop	27%	29%	35%	34%	28%	25%	33%	15%
Good price/offer/promo	31%	23%	35%	21%	36%	28%	40%	19%
Book(s) in stock/available immediately	27%	22%	36%	32%	25%	23%	19%	19%
Good selection of books	25%	23%	30%	29%	28%	15%	16%	19%
Cheap/free delivery	14%	7%	35%	5%	13%	6%	5%	7%
Easy checkout process to buy books	21%	16%	27%	14%	23%	9%	12%	15%
Easy to navigate	23%	9%	26%	17%	18%	17%	8%	11%
Good service	14%	26%	19%	21%	10%	20%	10%	15%
Happened to see the book there	13%	14%	10%	20%	15%	33%	37%	30%
Shopping there for other items	4%	11%	14%	11%	5%	34%	35%	22%

We asked buyers why they bought each of their books. The main reason book buyers bought the book(s) they did was because they liked or were interested in the subject matter (64%). Other factors that influenced their decision to purchase included the book's description, they liked the series, and the price.

Why buyers bought their book(s)

Like/interested in subject	64%
Description of the book	43%
Like the series	40%
Low price/on special offer	37%
Like the author/to support the author	35%
Recommendation/review	32%
Like the main character(s)	26%
Library doesn't have it	24%
It was a bestseller	21%
Read extract/looked inside	20%
Requested, or being given, as a gift	19%
Long wait at the library	18%
Front cover caught attention/appealed	16%
Contained information needed/for reference	14%
Part of a book subscription or bundle (no choice)	9%
Book club or reading group choice	8%
Won/nominated for book prize	7%

Why buyers chose to buy instead of borrow

I want to be able to reread it whenever I want, as much as I want	29%
I want it right away/I don't want to wait for it to be available at the library	25%
I want to own it for my display, collection, or archive	25%
It was cheap	20%
To be able to reference it later	18%
To support the author	18%
I bought it for someone else (including as a gift)	16%
I want to read it first and then lend it/pass it on to someone	13%
I don't want to be limited by the library due date/I won't read it fast enough	13%
It's a new release	13%
I can't borrow it from the library, they don't have it	11%
The library wait would be too long (too many holds and/or not enough copies)	8%
I don't want to touch what other people have handled	8%
To support a local bookstore/small business	7%
I had a gift card for a bookstore	7%
I already borrowed it, I want to own my own copy of the book	5%
I can't borrow it from the library, it's reference-only	3%
To support a place that explicitly shares my values*	2%

**Only asked starting in the second half of 2021.*

Buyers made the decision to buy the book instead of borrowing it for a variety of reasons, the most common of which was because they wanted to be able to reread it whenever they want (29%).

Buyers who also borrowed

As mentioned above, for this survey we surveyed 2,065 book buyers. Of these buyers, 459, or 22%, also borrowed books. We'll call those book buyers and borrowers "buyer-borrowers". In 2020, 953 buyers were buyer-borrowers (35% of the 2,750 buyers in that year's survey).

Regardless of whether buyers used the library to borrow anything in the previous month, almost all said that it was important for society to have public libraries for people to visit (96%). Almost all buyers also said there was a public library branch located near them (91%). And, 66% of buyers have a library card.

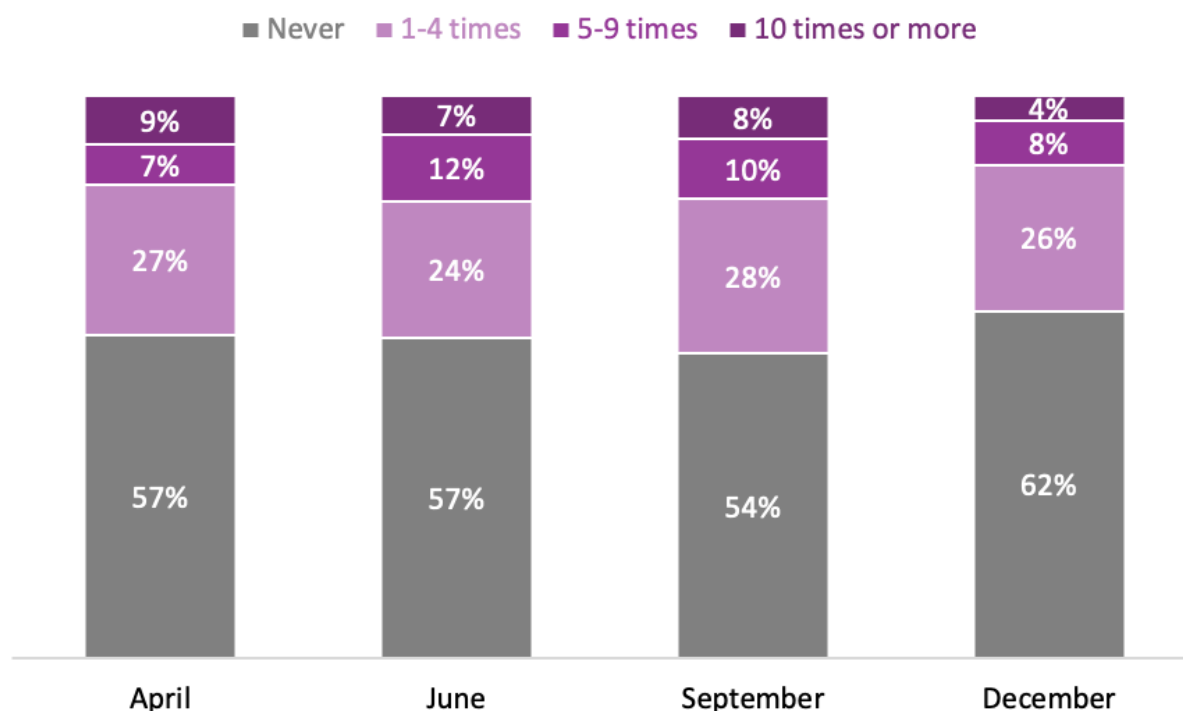
Library visits

For all buyers, 51% visited a public library at least once in the past month: 40% visited 1-4 times, 13% visited 5-9 times, and 10% visited 10 or more times.

Of those who visited a library in the past month, 43% visited in person at least once: 26% visited 1-4 times, and 9% visited 5-9 times. Online visits were somewhat less frequent: 37% visited online at least once, 28% visited 1-4 times, and 5% visited 5-9 times.

How does seasonality impact library visits? Full lockdowns in 2021 were generally between January and March and between April and June, depending on the province/territory in Canada.

Library branch visits for book buyers in 2021, by quarter



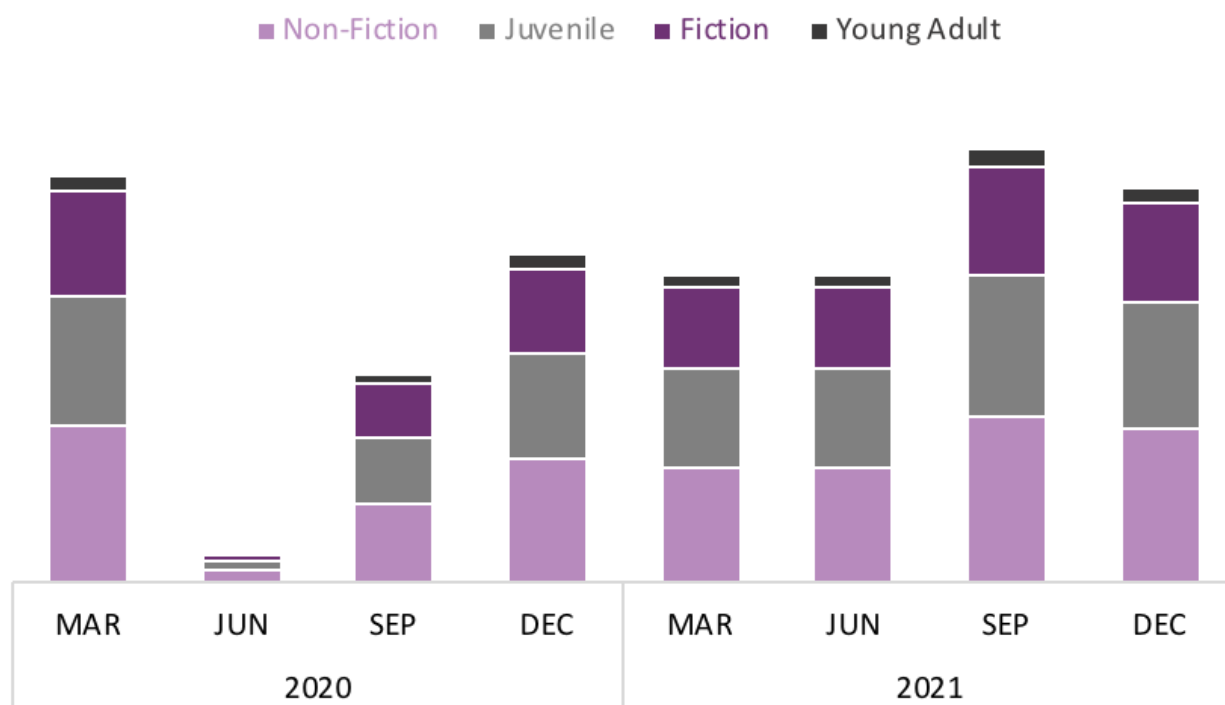
Most buyer-borrowers who visited the library (either in person or online) in 2021 did so to pick up holds (21%), to browse displays and shelves for books to borrow (15%), or to put books/materials on hold (12%).

Library loans

In 2021, 47% of buyer-borrowers agreed that COVID-19 impacted their book borrowing.

Using [LibraryData](#), BookNet's national library collection and circulation analysis tool, we gathered loan/circulation data for physical items in 2020 and 2021. Non-Fiction loans hovered at approximately 38% of all of the month's loans, Juvenile loans were 32%, Fiction loans were 26%, and Young Adult were 4%.

Library book loans in 2020 and 2021, by quarter



(Find out more about the [most circulated books of 2021](#) on the BookNet Canada blog.)

When asked what book formats library visitors checked out in the past month, 42% borrowed a print book, 19% borrowed an ebook, and 10% borrowed an audiobook. What about non-book checkouts? A majority, 59% of checkouts, included magazines (9%), DVDs (8%), newspapers (8%), movies (7%), music (6%), games (5%), and other materials.

Most buyer-borrower loans were checkouts for themselves (39%), followed by items checked out for another adult over 18 years (29%), lastly were check outs for minors — middle grade child(ren) aged 8-12 (10%), young adult(s) aged 13-17 (9%), young child(ren) aged 4-7 (8%), and lastly young child(ren) aged 0-3 (3%).

Buyer-borrowers checked out an average of 4.9 books per month in 2021 — 3.2 print books, 1.2 ebooks, and 0.5 audiobooks. This is down compared to 2020. Then

the average checkouts per month for buyer-borrowers were 6.1 books — 3.2 print books, 1.9 ebooks, and 1.0 audiobooks.

Average checkouts in 2020 and 2021 for buyer-borrowers

	2020	2021
Print books	3.2	3.2
Ebooks	1.9	1.2
Audiobooks	1.0	0.5
Total	6.1	4.9

Though the average check outs decreased, the percentage of buyer-borrowers who checked out books in 2021 increased:

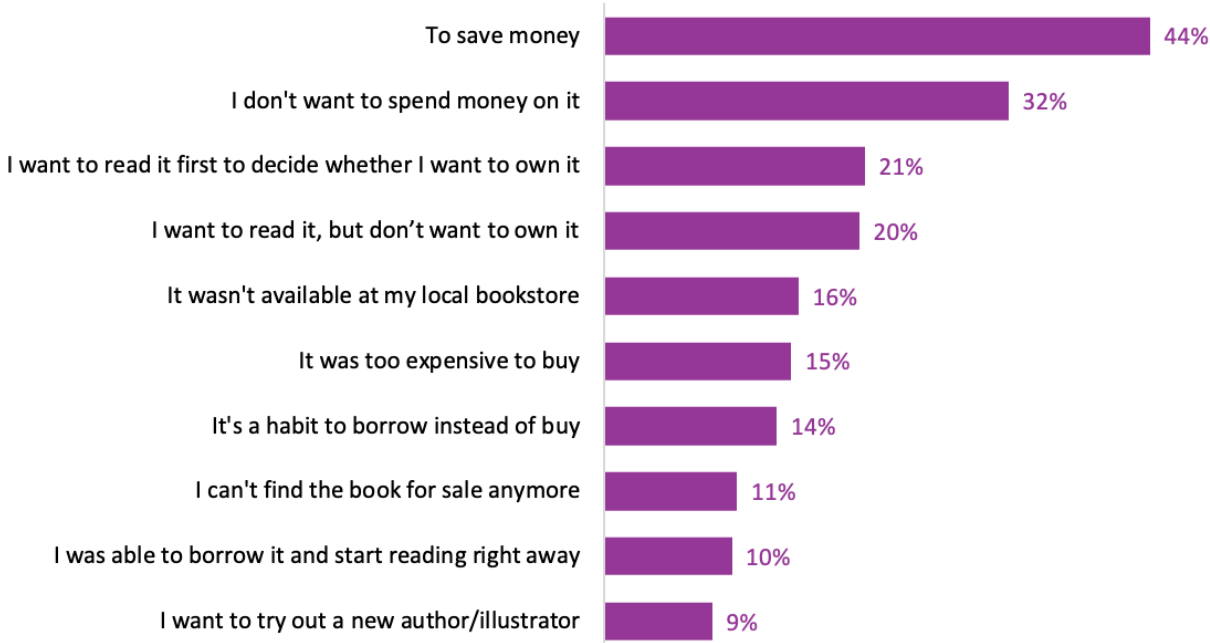
- 79% of buyer-borrowers borrowed a print book from a library in 2021, up from 72% in 2020;
- 50% of buyer-borrowers borrowed an ebook, up from 37% in 2020; and
- 40% borrowed an audiobook, up from 27% in 2020.

In 2021, buyer-borrowers become aware of the book(s) they borrowed by

- Searching specifically for this book (38%)
- Browsing genre/subject area (36%)
- Browsing books by author/illustrator (25%)
- Searching for another book (20%)
- Reading other books by the author/illustrator (17%)
- Seeing recommendations or reviews (17%)

Lastly, for those who borrowed instead of bought, they mainly did so to save money (44%).

Top 10 reasons why buyers borrowed books rather than bought



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 staff, board, and partners work upon the traditional territories of the Mississaugas of the Credit First Nation, Anishnawbe, Haudenosaunee, and Wendat Indigenous Peoples, the original nations of this land. 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 2021](#): a comprehensive guide to the Canadian market with in-depth category data. It's an indispensable tool for publishers,

booksellers, librarians, authors, and anyone interested or involved in the Canadian book industry.

- [The State of Independent Bookselling in Canada 2020](#): new insight into independent bookstores in Canada, with information on operating expenses and processes, revenue and profit margins, the impact of the COVID-19 pandemic on bookselling, and more.
- [On Diversity: A Survey of Canadian Readers 2021](#): the 2021 update on our 2018 report, [Demand for Diversity](#) asks Canadian readers if there's continued demand for diversity. The report includes data on how and where readers acquire their books, how and where they discover their books, their reading behaviours, and more.

We also feature our research on the [BookNet Canada Podcast](#). 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.

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.