Canadian Leisure & Reading Study
2020

BOOKNET
CANADA

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Where did we get the data from?

BookNet Canada's annual Canadian Leisure & Reading Survey asks in-depth questions about Canadians' leisure activities, with a particular focus on reading behaviour and preferences such as where readers like to find and obtain books, what devices, apps, and subjects they prefer, and more.

The survey was developed by BookNet Canada Research and fielded in January 2020. It was conducted in English via online, quantitative surveying of an independent consumer panel. Canadians were in Canada, aged 18 and over, and representative of the Canadian population based on age, gender, and geographical region.

We asked 1,266 Canadians questions about their leisure time in 2019, from which we identified 1,000 "readers" who had read or listened to books at least a few times in the past year. "Non-readers" are the 266 Canadians who selected "Never" when asked how often they read or listened to books in the past year.

There is a margin of error of ±3 percentage points at the 95% confidence level, meaning that statistics for this group could fluctuate about 3% in either direction if this survey were fielded to the entire Canadian population. Specific groups and questions may have a smaller sample size and thus a different margin of error.

Other notes on our methodology:

- The survey was limited to those with internet access who were able to participate in our online panel.
- The data is unweighted to represent the behaviour and habits of individual Canadians.

The study was prepared by BookNet Canada staff.

Now, on to the good stuff!

Highlights

Readers vs. non-readers

- About 8 in 10 Canadians are readers – this has been the trend for the past five years.
- Canadians aged 55-64 have fewer readers than other age groups.
- There are more student readers than retiree readers.

How leisure time is spent

- 25% of readers have more than enough leisure time, compared to 30% of non-readers.
- Readers listen to podcasts more than non-readers, and audiobook listeners listen to podcasts the most.

Spending time reading

- Most readers are reading daily or weekly. Avid readers (those who read 50 or more books in the last year) read the most frequently.
- 64% of readers read multiple formats while 45% only read digital books.
- The more books people read, the more they mostly read for enjoyment.
- Audiobook listeners are multi-taskers — mostly listening while doing other things.

Finances and acquiring books

- 41% of readers choose books within a budget while 29% have no restrictions.
- The 18-29 age group buys more than borrows across all formats and more than any other age group.
- Print books and audiobooks are mostly borrowed from a public library.

How readers discover books

- Word-of-mouth, bookstores, and public libraries are the top ways readers discover books.
- Online book retailers are a very popular discovery method for those in the West Coast and Northern Territories and much less popular for those in Atlantic Canada.
- Print readers discover books mostly through print media or in-person methods while online discovery methods are mostly higher for readers of digital formats.
- Avid readers (those who read 50 or more books in the last year) are less likely to discover books by word-of-mouth than those who read fewer than 50 books.

The reading experience

- Most readers prefer print books.
- Ebook reading on smartphones continues to trend upwards. Most ebook readers primarily read on a tablet and then a smartphone.
- Most ebook readers adjust the screen magnification and font size/spacing to be larger.
- Audiobook listening is primarily done via smartphone, and then on a tablet.
- Most audiobook listeners prefer listening to a voice actor rather than an author.
- 26% of readers often or sometimes experience difficulty, discomfort, or pain reading print books.

Subjects being read

- The more books they read last year, the more likely readers were to have read books by or about immigrants, BIPOC, religious minorities (non-Christian), disabled people, and those who identify as LGBTQIA+.
- The most popular Fiction subjects being read are Mysteries or Thrillers, Historical Fiction, and Science Fiction. And for Non-Fiction? History and Biographies or Memoirs.

Readers vs. non-readers

In prior surveys we asked Canadians whether or not they had read, or listened to, a print book, ebook, and/or audiobook in the last year. Those who answered "yes" were considered "readers." This year, we switched panel providers, increased our sample size, and changed how we define a "reader." "Readers" are now those who read or listened to books at least a few times in the last year.

The percentage of Canadian readers has hovered at around 80% over the past five years, declining slightly from 84% in 2015. In 2019, 584 out of 750 Canadians, or 78%, said they had read a book in the last year. 2020 marks a slight increase to 79%, according to our new definition. "Non-readers" continue to be those who say they "never" read or listened to books in the last year. The non-readers in 2020 (21%) were asked a few leisure-related questions and then exited the survey.

In 2019, 79% of Canadians read a book. Click to tweet.

Did Canadians read a book last year?

■ Yes ■ No

	2014	2015	2016	2017	2018	2019	2020
No	12%	16%	17%	18%	19%	22%	21%
Yes	88%	84%	83%	82%	81%	78%	79%
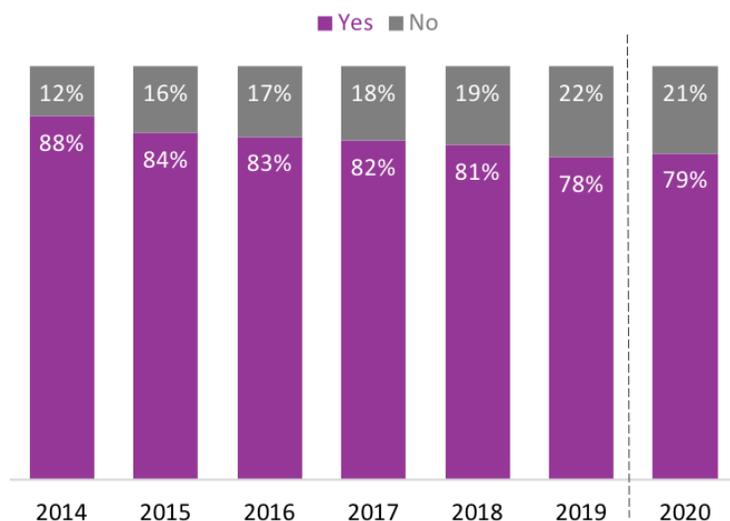
How do our reader statistics compare to other countries? Kantar Media found that 51% of UK adults read a book in 2018. Pew Research Center found that 72% of US adults read at least part of one book in 2018. The New Zealand Book Council found that 86% of adults read at least one book (in part or full) in 2017. Macquarie University / Australia Council for the Arts found that 92% of Australians read at least one book (in part or full) in 2015. (Maybe they all took part in The Australian Reading Hour?)

Demographics

Women make up 53% of readers. When we look at all Canadians who were women, 83% are readers and 17% did not read a book in the last year. When we look at all Canadians

who were men, three quarters are readers and one quarter is not. Two Canadians selected "Non-binary / Other" and both are readers.

The age of readers matches up with the Canadian population (which is what our quotas are for!). Within each of our age groups, 71-86% are readers. Among those aged 18-29, 86% are readers and for those aged 55-64, 71% are readers. Canadians aged 65+ are more likely to be readers than those 55-64. Readers who read 50 or more books in the last year are mostly made up of those aged 65+ (30%), closely followed by those aged 30-44 (25%).

Readers in each age group

Age group	Percentage
65+	76%
55-64	71%
45-54	80%
30-44	82%
18-29	86%

The region with the highest percentage of readers is Central Canada, closely followed by the Prairies.

Canadians by Canadian region comparing readers and non-readers

	Readers	Non-readers
Atlantic	71%	29%
Central	81%	19%
Prairies	79%	21%
West Coast + Northern Territories	71%	29%

Of those who live in a small town or rural area, 69% are readers. In comparison, 79% of those living in a suburban area and 83% living in a city or urban area are readers.

The higher the education level completed, the higher the percentage of readers. Of Canadians who did not complete high school, only 47% are readers. The percentage of readers steadily increases for high school graduates (68%), those with some post-secondary education (75%), and even more so for those with a college or university degree or diploma (83%) and finally those with a graduate or professional degree (90%).

Perhaps unsurprisingly, of those who are currently students, 86% are readers. Full-time and part-time employees are also big readers (84% and 85%, respectively). Surprisingly, those who are retired have the lowest percentage of readers – 72%. (Retirees are watching videos/TV/movies, spending time online, listening to music, and shopping instead.) Of those who are homemakers or not employed, 73% are readers.

Partnered Canadians and those living with at least one other person of any age read more than single Canadians and those living alone (80-83% and 73-77%, respectively).

How leisure time is spent

Now that we know who our respondents are, let's explore their free time. Do Canadians have enough free time? How are they spending the leisure time they do have?

We asked how Canadians perceived their amount of leisure time last year: 30% of non-readers said they have more than enough time, compared to 25% of readers. Most readers feel they have enough leisure time (53%) with 49% of non-readers feeling the same. And those who don't feel they have enough leisure time? This is more evenly matched for readers and non-readers (22% and 21%, respectively), while it is more prevalent among those aged 30-44 and 45-54 (30% for both age groups) and among women vs. men (24% vs. 19%).

The majority of readers and non-readers said their leisure time didn't change from two years ago to last year (62% and 68%, respectively), while only 19% of readers and 11% of non-readers feel they had more leisure time last year. As people age, their perception of leisure time stays the same.

Leisure time changes comparing last year with two years ago by age
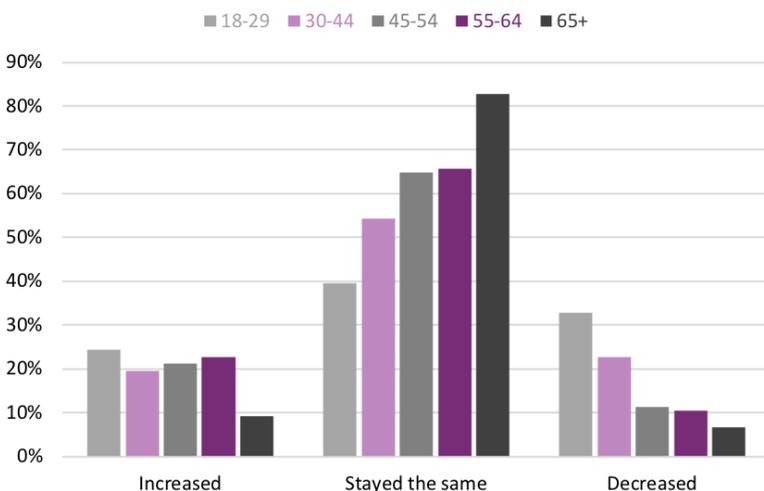
Most Canadians select leisure and recreational activities within a budget (56%), with more readers budgeting than non-readers (59% and 43%, respectively).

One out of five Canadians have no restrictions on their spending: 29% of non-readers compared to only 18% of readers. Men are more likely than women to have no restrictions (35% vs. 24%), while 13% of Canadians are limited to free activities. Only 11% of Canadians are limited to subsidized or discounted leisure and recreation activities.

Reader vs. non-reader activities comparison

We asked Canadians to select how often they participated in specific activities during the last year. Activities, and the frequencies with which Canadians engaged in them, that are similar for readers and non-readers are listening to music, watching videos/TV/movies, browsing social media, shopping, and spending time with family.

Readers are more likely to do these activities and more often than non-readers:
- Play board games
- Read magazines
- Listen to radio shows
- Dine out
- Work on crafts

Let's take a look at a selection of activities…

Comparing the frequency of activities by readers and non-readers

Reading magazines

	Readers	Non-readers
More than once a day	3%	0%
Once a day	9%	2%
Once a week	20%	7%
Once a month	20%	6%
Less than once a month	15%	6%
A few times a year	15%	14%
Never	18%	65%

Playing video games

	Readers	Non-readers
More than once a day	7%	6%
Once a day	16%	15%
Once a week	19%	12%
Once a month	7%	3%
Less than once a month	7%	4%
A few times a year	10%	8%
Never	35%	51%

Watching videos/TV/movies

	Readers	Non-readers
More than once a day	32%	32%
Once a day	45%	40%
Once a week	16%	15%
Once a month	3%	5%
Less than once a month	1%	1%
A few times a year	1%	2%
Never	1%	5%

Browsing internet/social media

	Readers	Non-readers
More than once a day	45%	40%
Once a day	31%	26%
Once a week	11%	7%
Once a month	3%	4%
Less than once a month	2%	1%
A few times a year	2%	1%
Never	6%	20%
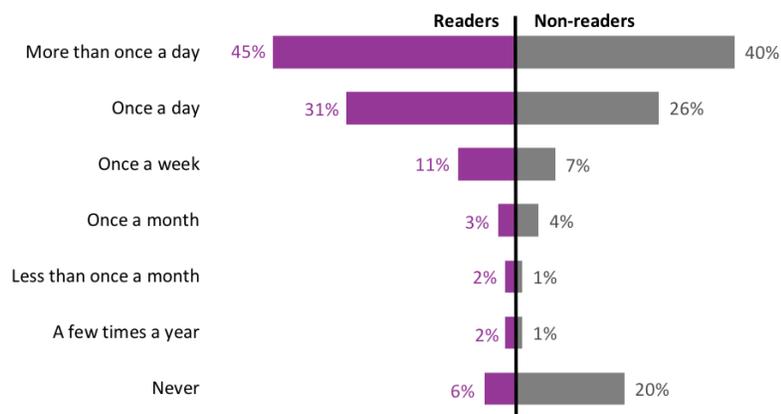
Readers listen to podcasts more than non-readers. [Click to tweet.](#)

Is there a correlation between reading and listening to podcasts? While we can't confirm a direct correlation, we can say that very frequent podcast consumption is much higher among readers than non-readers. While 59% of readers listened to a podcast at least once in the last year, only 18% of non-readers can say the same.

Comparing podcast listening between readers and non-readers

Readers ■ Non-readers ■

	Readers	Non-readers
More than once a day	5%	2%
Once a day	12%	2%
Once a week	14%	5%
Once a month	10%	3%
Less than once a month	9%	1%
A few times a year	9%	6%
Never	41%	82%
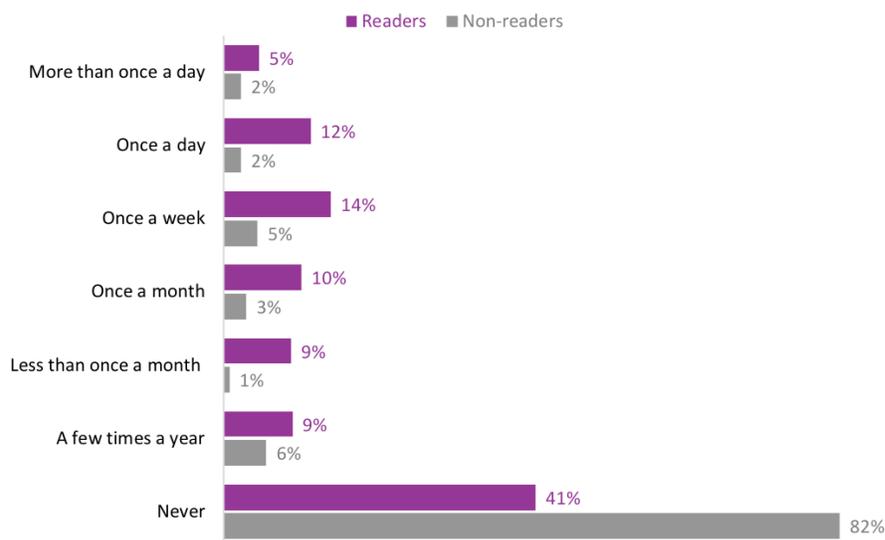
Can we assume that audiobook listeners listen to podcasts more than readers who stick to the written word? Yes. Ebook readers also tend to listen to podcasts more often than print readers (perhaps owing to the digital connection?).

How often readers of each format listen to podcasts

■ Print readers   ■ Ebook readers   ■ Audiobook listeners
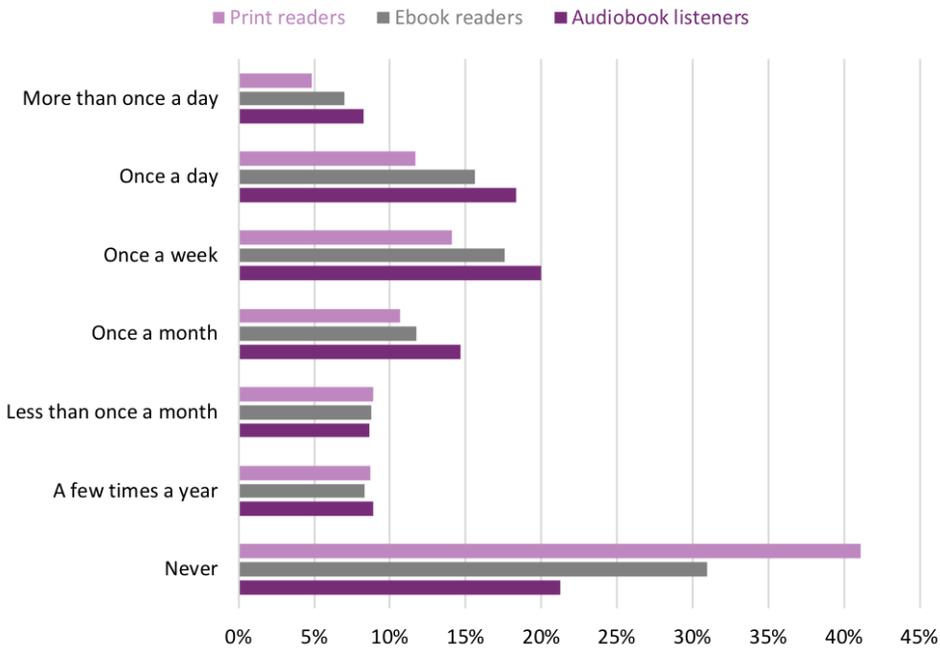
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Spending time reading

Now let's dive into the good stuff: reading. How often are readers reading or listening to books?

Most readers read daily (28%), closely followed by weekly (26%). Only 13% of readers are keeners, reading more than once a day, while 33% read once a month to a few times a year.

How often readers read or listen to books

More than once a day	13%
Once a day	28%
Once a week	26%
Once a month	12%
Less than once a month	10%
A few times a year	11%
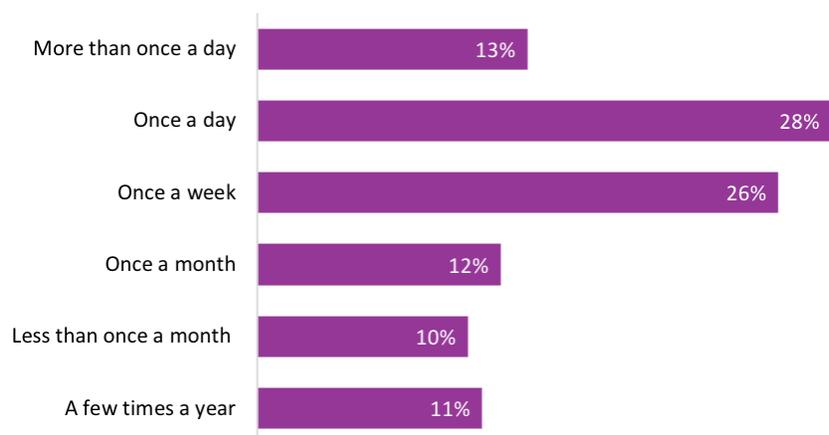
Readers aged 65+ read the most frequently, with 19% reading more than once a day, followed by 14% of those aged 18-29.

The majority of Canadian readers read multiple formats. Click to tweet.

When it comes to formats being read, 64% of readers read multiple formats while 45% only read digital books, and less than 1% only listen to audiobooks. Almost half listened to at least one audiobook in the last year (49%).

When we look at frequency of reading by format, slightly more ebook readers are reading more than once a day (16%) than readers of the other two formats (13% each). The majority of readers of all formats are reading weekly or more often. For most readers, reading frequency has stayed the same from two years ago to last year.

How often print readers, ebook readers, and audiobook listeners read/listen to books

■ Print readers ■ Ebook readers ■ Audiobook listeners
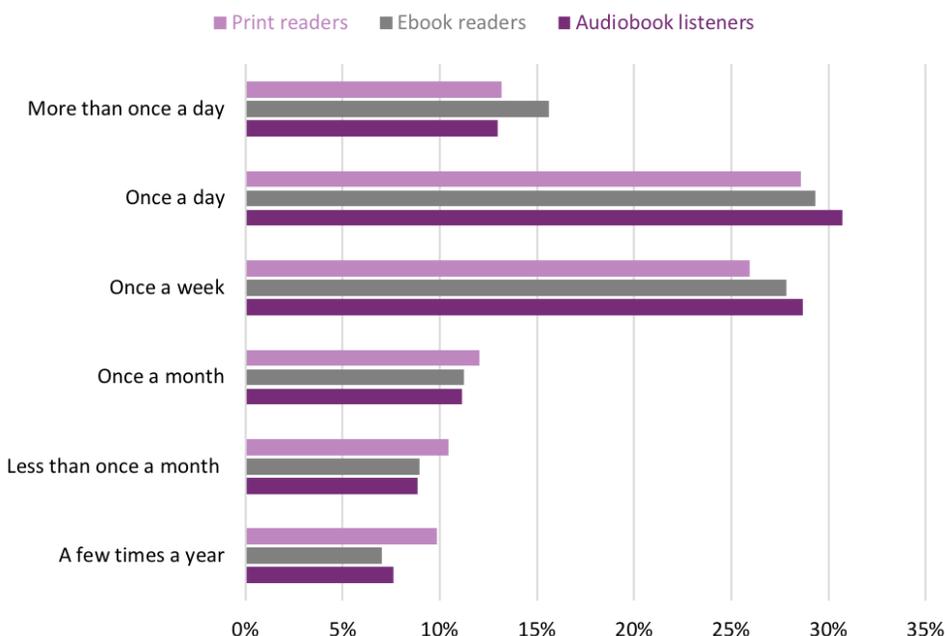
People who read 50 or more books in the last year are reading more frequently than everyone else. (These avid readers have to get in all those books somehow!) Those reading more than once a day are mostly made up of avid readers (51%) – a large percentage, considering that avid readers made up only 9% of all readers.

The 20% of readers who are frequent readers (those who read 12-49 books last year) mostly read once a day (46%). The 41% of readers who are light readers (1-5 books) are mostly reading a few times a year (24%) or once a week (23%). Moderate readers (6-11 books), who made up 30% of all readers, read mostly once a week (38%).
More men are light readers than women (45 vs. 37%). More women are avid readers (13% vs. 4%). Moderate and frequent readers are about evenly split between women and men.

Comparison of reading frequencies by the number of books read last year
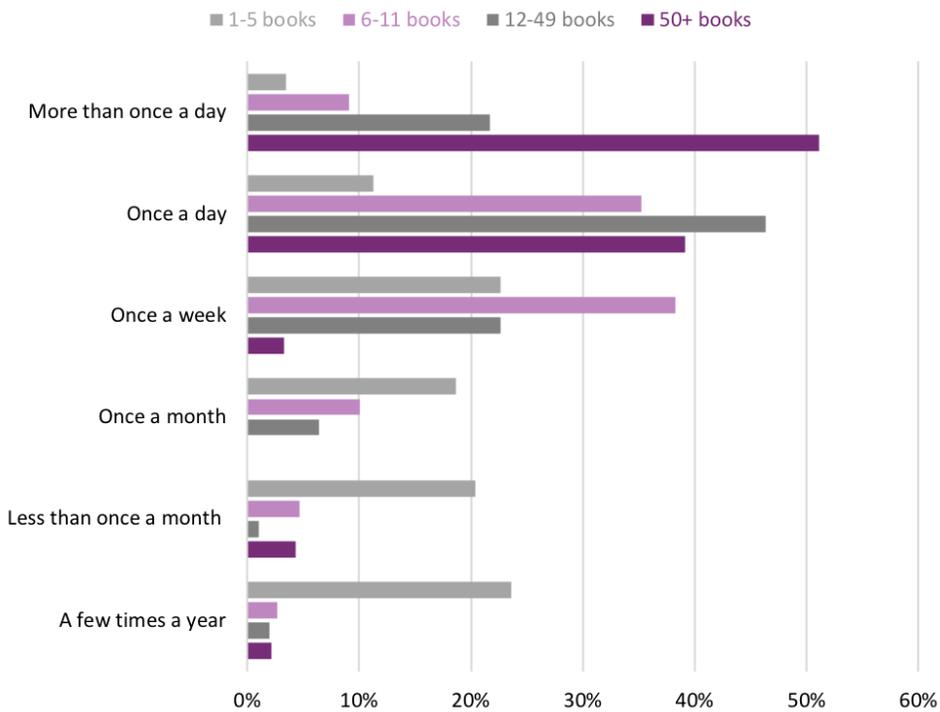
The older readers are, the more likely they are to be avid readers; only 5% of those 18-29 read 50 or more books last year. The opposite is true for moderate readers. Moderate readers are made up mostly of those aged 18-29 (42%) with 22% being 65+. For both readers aged 30-44 and 45-54, only 8% are avid readers.

Types of readers compared by age group

■ 18-29 ■ 30-44 ■ 45-54 ■ 55-64 ■ 65+
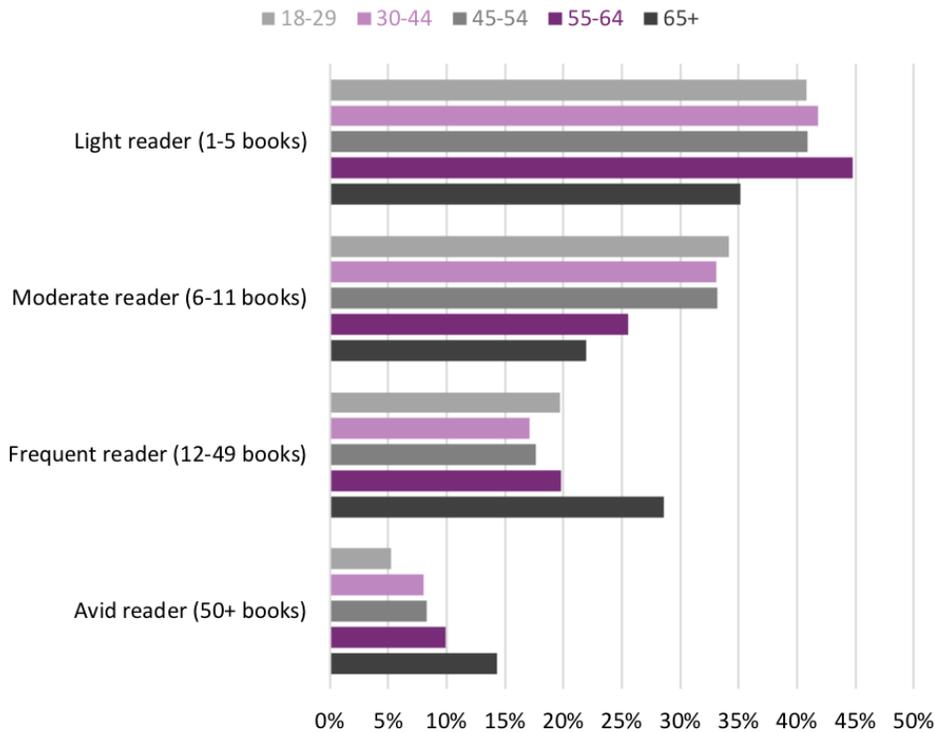
Reading-related activities

We asked about the specific reading-related activities readers engaged in last year:

- 83% bought a book at least once.
- 63% borrowed a book from a public library at least once.
- 43% visited a book-specific social network site at least once; 89% visited a general social network site.
- 24% attended at least one author or book-related event.
- 23% participated in a book club or reading group. (For a deep dive into book clubs, you might be interested in our paid study *Reading Together: Book Clubs in Canada*.)

Frequency of buying and borrowing by readers

	Bought a book	Borrowed a book
More than once a day	2%	2%
Once a day	2%	2%
Once a week	8%	14%
Once a month	24%	16%
Less than once a month	19%	11%
A few times a year	29%	19%
Never	17%	37%
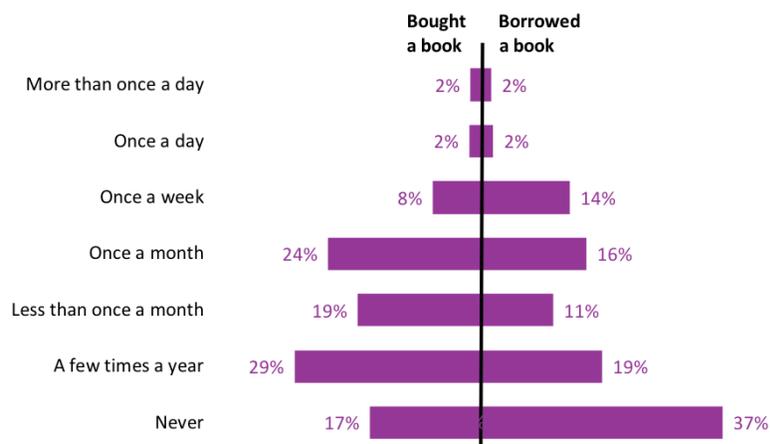
Frequency of visiting social network sites by readers

	Visited a book-specific social network site	Visited a general social network site
More than once a day	3%	41%
Once a day	5%	25%
Once a week	9%	14%
Once a month	11%	4%
Less than once a month	7%	2%
A few times a year	9%	2%
Never	57%	12%

About one quarter of readers intended to participate or participated in one or more of Canadian book-related events or campaigns last year (24%): Books for Everybody, Forest of Reading's Festival of Trees or Evergreen, Freedom to Read, Canadian Independent Bookstore Day, TD Canadian Children's Book Week, Canada Book Day, Word on the Street, and ShopLocal Canada.

Those younger than 44 years were more engaged in these events: 36% of readers aged 18-29 and 34% of those aged 30-44 participated in at least one of the listed events (or intended to). Other age groups participated less (21% of those 45-54, 17% of those 55-64, and 11% of those 65+).

Readers who read more books last year did not necessarily participate in or intend to participate in more events or campaigns than readers who read fewer books. Avid readers

(50+ books) participated about as much as light readers (1-5 books) (18% and 19%, respectively). Frequent readers (12-49 books) were slightly more active participants (22%). The highest level of participation was by moderate readers of 6-11 books (35%).

We asked readers to select up to three of their main reasons for reading or listening to books. Most readers read mainly for enjoyment or relaxation (60% each).

When we compare popular reasons by gender, we see a few large gaps. Women are more likely to read for relaxation or enjoyment (64% and 55%, respectively). Women also selected "to become immersed in another world" as one of their three main reasons more than men (36% vs. 26%) while "to learn things or improve" was selected more by men (35% vs. 26%).

Do readers who read more books have different reasons than those who read fewer? The short answer is: kind of. Light readers and moderate readers read to learn, to improve memory, for inspiration, and for spiritual enrichment more so than those who read 12 or more books. The more books people read, the more they mostly read for enjoyment/relaxation or to be immersed in another world.

Comparing main reasons for reading by number of books read last year
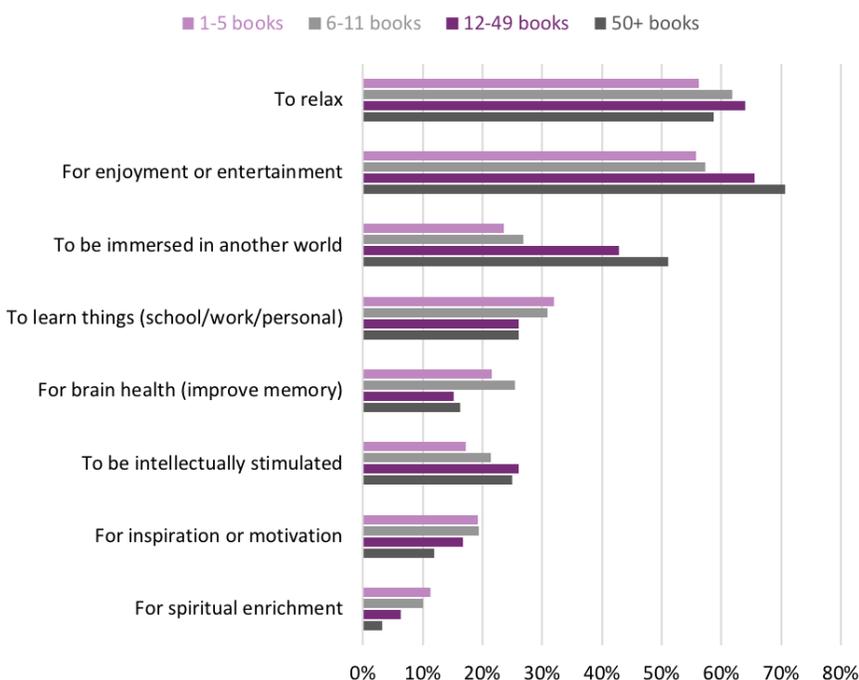
How does this change when we look at reasons to read according to format? Audiobook listeners read to learn more than print and ebook readers.

Why readers of each format read

■ Print readers   ■ Ebook readers   ■ Audiobook listeners

To relax	
For enjoyment or entertainment	
To be immersed in another world	
To learn things (school/work/personal)	
For brain health (improve memory)	
To be intellectually stimulated	
For inspiration or motivation	
For spiritual enrichment	

0%   10%   20%   30%   40%   50%   60%   70%
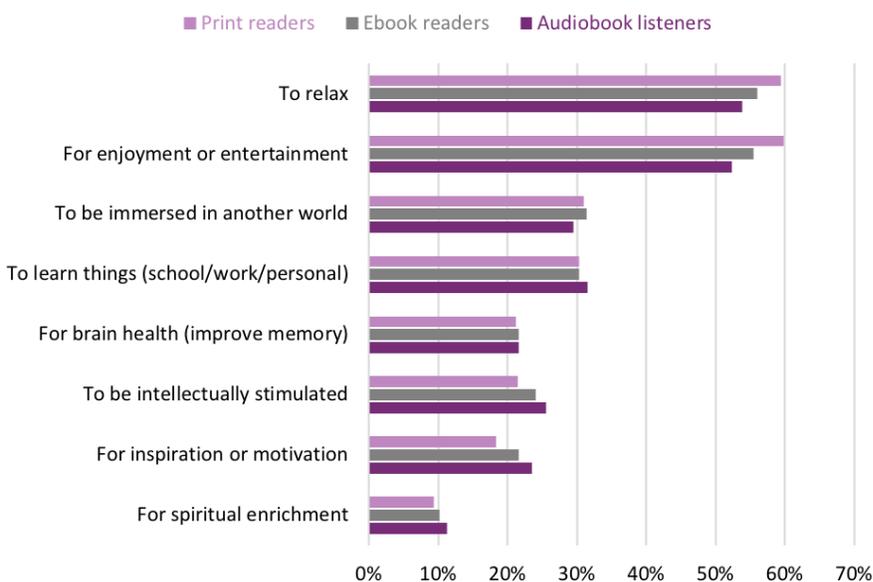
Finances and acquiring books

Let's talk about money. Are people buying or borrowing books? Only 12% of readers told us they didn't purchase any books last year. One in five light readers (those who read 1-5 books last year) didn't purchase any books, in comparison to the 4-7% of readers who read six or more books. Segmenting the data by gender, we find that 45% of women choose books within a budget compared to only 35% of men.

Readers' financial situations when buying books

Chose books within a budget	41%
No restrictions	29%
Didn't buy any books	12%
Limited to discounted books	10%
Limited to free books	9%
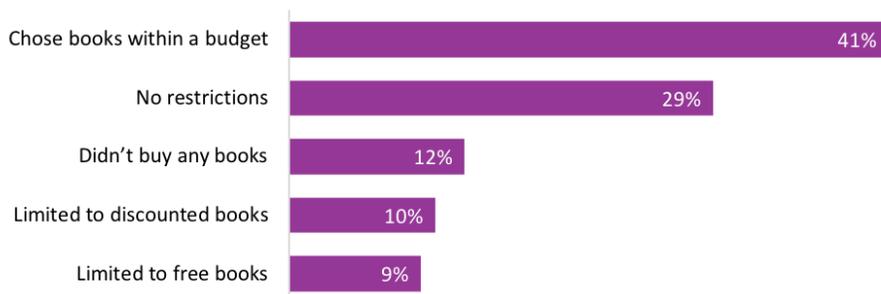
About half of readers spend about the same amount on books bought for someone else as they do on books bought for themselves (48%). About a quarter spent less money on books for someone else (26%) and 15% spent more.

Acquisition by format

Across all formats, public libraries are among the top places to get books: they are the most popular way for print readers (27%) and audiobook listeners (30%) to get most of their books. For ebook readers, public libraries are a close second after online retailers and apps (19% and 21%, respectively).

Where print readers get most of their print books

From a public library	27%
From a physical bookstore	17%
From an online retailer	15%
People give or lend them to me	15%
From a used bookstore/thrift store	12%
From a general retailer	8%
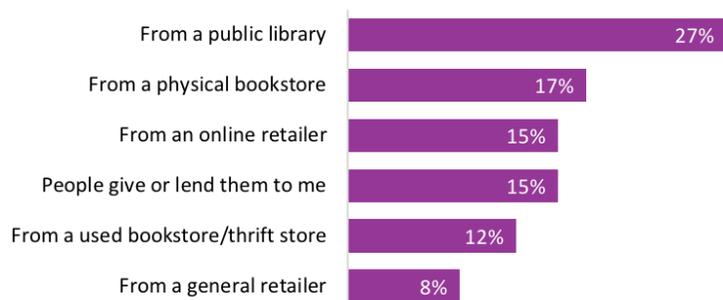
Where ebook readers get most of their ebooks

From an online retailer/app	35%
From a public library	31%
From a free internet site	20%
From a subscription service	8%
From a free illegal site	4%
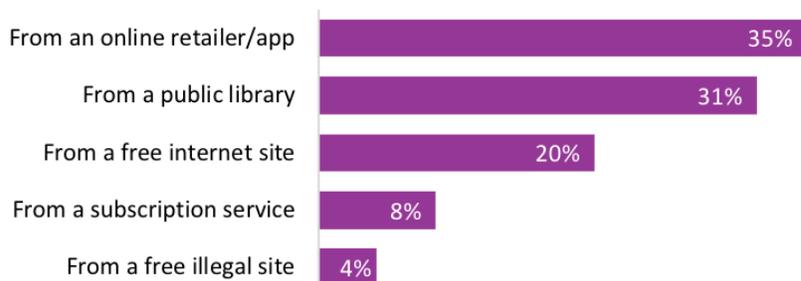
Where audiobook listeners get most of their audiobooks

From a public library	30%
From an online retailer/app	20%
From a free internet site	18%
From a subscription service	11%
People give or lend them to me	7%
From a physical bookstore	5%
From a general retailer	5%
From a free illegal site	4%
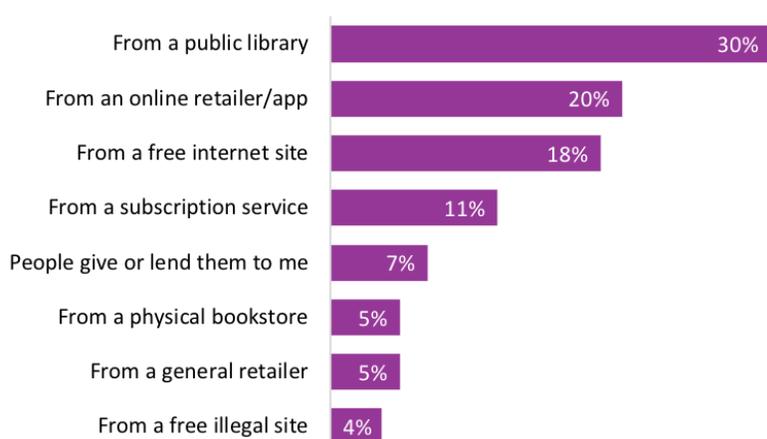
Breaking it down by age, we found that readers aged 18-29 buy more than borrow across all formats. Those over 45 years old are lent print books more than younger readers are. How have acquisition methods changed between 2018 and 2019? (Keeping in mind the changes to our panel of "readers" outlined previously)

- More digital readers are using the library while fewer people are getting ebooks from free internet sites.
- Informal lending between friends remains similar.
- Buying print books from a used bookstore or thrift store is up slightly.
- Fewer people are buying books from an online retailer/app, across all formats.
- Use of subscription services for digital books has gone down. (It's possible that readers don't consider apps that offer digital books to be subscription services.)
- Slightly fewer print readers are buying from physical bookstores.
- The percentage of readers buying physical books (print and physical audiobooks) from a general retailer has gone up slightly.

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How readers discover books

Word-of-mouth, bookstores, and public libraries are the top three ways readers discover books. Click to tweet.

Word-of-mouth was selected by 34% of readers as one of the three main ways that they generally discover books of any format. The bookstore and public library tied for second at 29% each. In fourth place at 22% were online book retailers, followed by social media (18%).

Readers in the Prairies and Central Canada discover books by word-of-mouth slightly less so than readers in Atlantic Canada and the West Coast & Northern Territories (33-34% and 37-39%, respectively). Those in the Prairies discover books through the public library more so than through bookstores (31% vs. 27%). Those in the West & North discover books from the public library and bookstore in equal amounts (33% for each). Online book retailers are very popular discovery methods for those in the West & North and much less popular for those in Atlantic Canada (32% and 16%, respectively).

Popular means of discovery by region

■ West & North ■ Prairies ■ Central ■ Atlantic
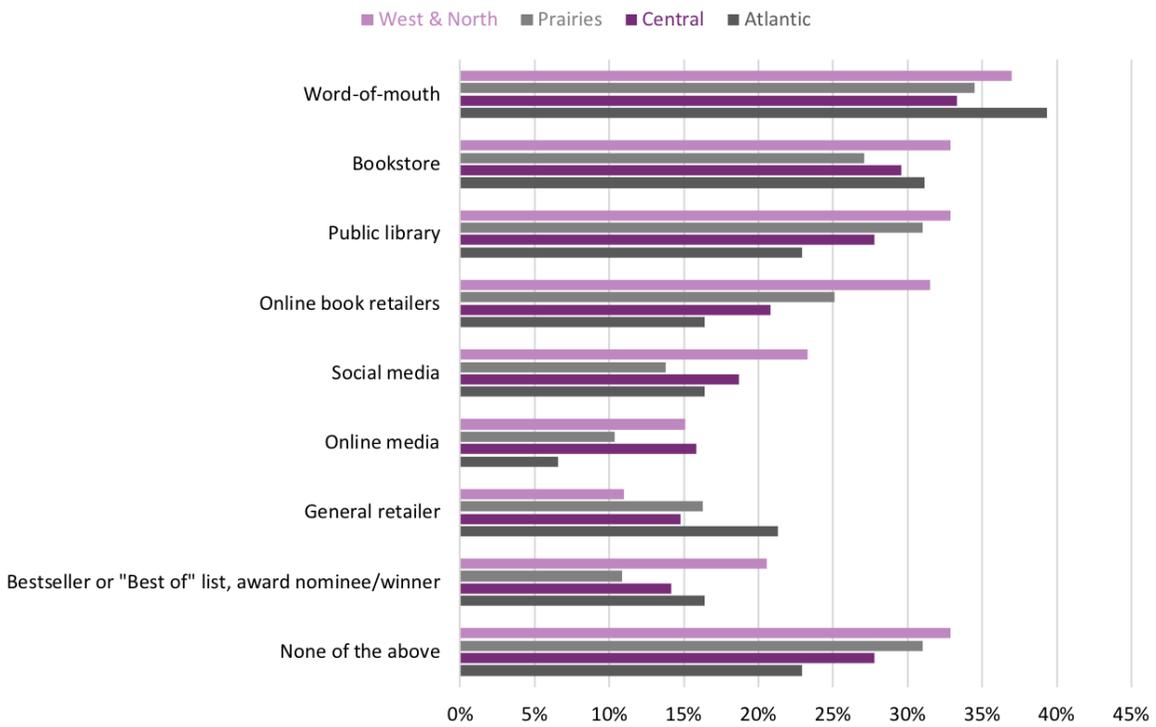
Print readers discover books mostly through print media or in-person methods. Similarly, online methods were higher for readers of digital formats.

Discovery methods by readers of each format

■ Print readers　■ Ebook readers　■ Audiobook listeners
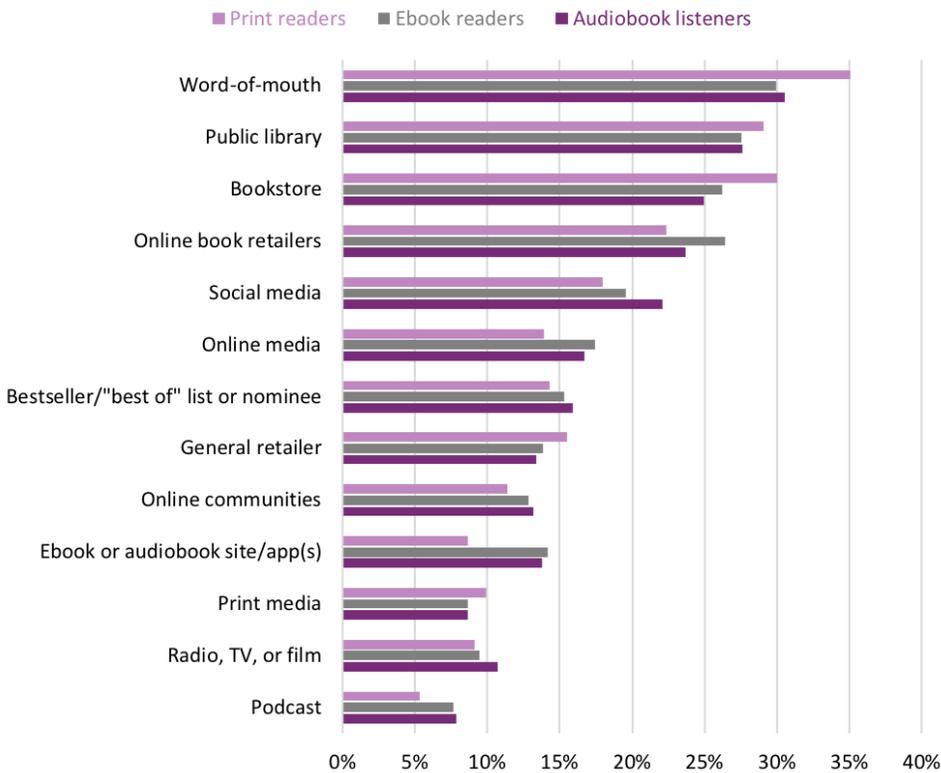
Interestingly, avid readers (those who read 50+ books last year) are less likely to discover books by word-of-mouth than readers of 1-49 books. Readers who read more books last year are less likely to mainly discover their books through online media and more likely to discover books on ebook/audiobook apps or websites.

Discovery methods by number of books read last year

	1-5 books	6-11 books	12-49 books	50+ books
Word-of-mouth (including book clubs or reading groups)	36%	32%	39%	22%
Bookstore (staff, browsing, displays, newsletter, etc.)	25%	32%	34%	30%
Public library (staff, browsing, displays, catalogue, reader list, newsletter, etc.)	22%	32%	31%	38%
Online book retailers (Amazon, Chapters, Kobo, Audible, etc.)	18%	20%	32%	27%
Social media (Facebook, Twitter, Pinterest, Instagram, YouTube, etc.)	22%	17%	15%	11%
General retailer (staff, browsing, displays, newsletter, etc.)	14%	17%	15%	13%
Online media (blog, article, newsletter, bestseller list, interview, ad, etc.)	14%	14%	16%	9%
Bestseller list, nominated for or winner of a literary award, "Best of" lists	12%	15%	16%	17%
Online communities (Goodreads, Facebook groups, Bookstagram, BookTube, etc.)	9%	12%	11%	18%
Print media (article, newsletter, bestseller list, interview, ad, etc.)	9%	9%	10%	13%
Radio, TV, or film	12%	9%	6%	5%
Ebook/audiobook app(s) or website	6%	8%	12%	20%
Podcast (interview, recommendation, etc.)	6%	6%	3%	4%
None of the above	8%	3%	5%	9%

Readers aged 65+ had a lower percentage of word-of-mouth discovery than all other age groups, while those between the ages of 30 and 64 discovered the largest percentage of their books through word-of-mouth (35-38%). Readers aged 65+ mainly discovered books at the public library (35%), closely followed by those aged 45-54 (34%).

Among readers aged 18-29, 32% mainly discovered books at a bookstore (tied with word-of-mouth for their most popular discovery method), while 31% of those aged 65+ discovered books there, making it a close second for that age group. About a quarter of those aged 34-44 selected the bookstore as their second most popular discovery method (26%).

Online media as a discovery method hovered at around 12-16% across all age groups. Discovery through online communities was highest for those aged 18-29 (24%).

Using radio, TV, or film as a main way to discover books was consistent across all age groups, accounting for 8-11% of readers. Podcasts, meanwhile, were more likely to be selected by those 18-54 (6-8%) and less by those 55+ (2-3%).

Once a specific book is discovered, what makes a reader decide to read or listen to it?

Main reasons readers decided to read/listen to specific books by format
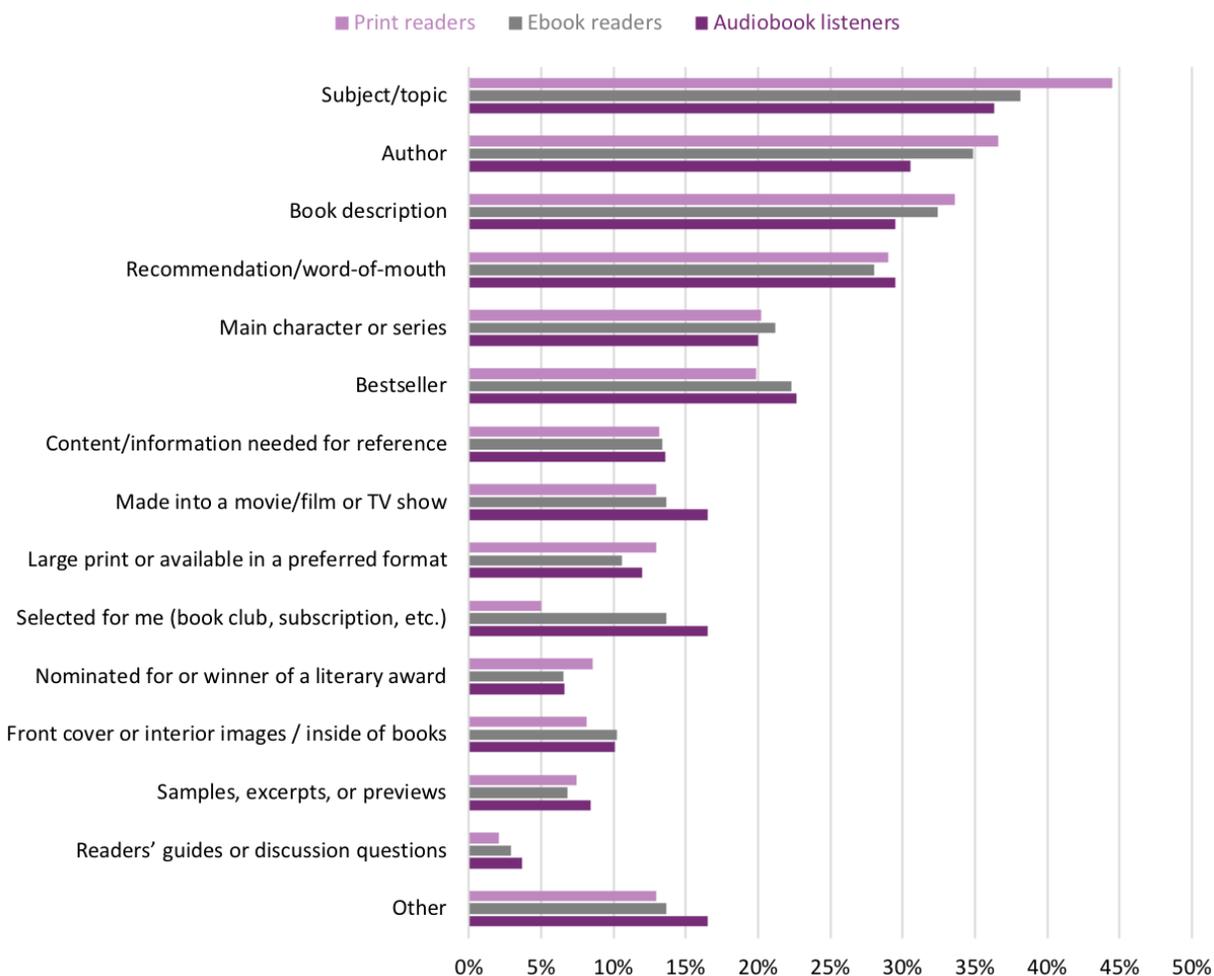
Let's look closer at literary awards. We gave readers a list of Canadian literary awards and asked them which ones they were familiar with.

Readers are most familiar with the Governor General's Literary Awards (39%), Scotiabank Giller Prize (37%), and Canada Reads (27%). Least familiar awards are the Rogers Writers' Trust Fiction Prize (9%), Hilary Weston Writers' Trust Prize for Nonfiction (7%), Canadian Children's Book Centre's Book Awards (6%), and Forest of Reading (4%). Only 2% of readers were familiar with all of the listed awards while 63% were familiar with at least one.

For the top two most popular awards, readers over 45 are more familiar with them than those who are younger. Readers aged 18-29 are more familiar with Canada Reads than with the Governor General's Literary Awards or the Scotiabank Giller Prize.

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The reading experience

Let's dive into the reading experience for readers of each book format: How are they reading? What format do readers prefer? What devices, apps, and features are they using?

About a quarter of readers often or sometimes experience difficulty, discomfort, or pain reading print books (26%). This increases for digital readers who read print (33% for ebook readers and 38% for audiobook listeners).

Most readers prefer print books. Click to tweet.

The table below looks at what book format each age group reads and prefers. Notably, while 74% of those aged 30-44 read ebooks, only 18% prefer them (a difference of 56%). There are similar large differences between use and preference for those aged 18-29. While 68% of those 18-29 read ebooks, only 13% prefer them, and while 63% of these younger readers listen to audiobooks, only 7% prefer them (a 55% difference for both formats).

Formats read and preferred by age group

	Readers	18-29		30-44		45-54		55-64		65+	
		Read	Prefer	Read	Prefer	Read	Prefer	Read	Prefer	Read	Prefer
Print book	65%	98%	74%	95%	59%	94%	59%	94%	72%	97%	68%
Ebook	16%	68%	13%	74%	18%	63%	21%	44%	12%	52%	15%
Audiobook	8%	63%	7%	63%	11%	46%	8%	35%	6%	30%	5%
No preference	11%	-	5%	-	12%	-	12%	-	10%	-	12%

Ebook readers are primarily reading on a tablet (36%), followed by 23% reading mostly on a smartphone, 20% on an e-reader, and 19% on a computer. (Note: They could pick only one device as their primary reading device.)

There are clear downward trends for using e-readers and computers for ebook reading from 2014 to 2020. E-reader use is down about 10% and computer ebook reading is down

around 5%. Ebook reading on tablets is mostly flat across those six years. There is a jump of about 15% from 2014 to 2020 for ebook reading on smartphones.

We asked ebook readers to select the app(s) they generally use. The most popular e-reading apps are Amazon Kindle (33%), Kobo (23%), internet browsers (19%), Apple Books (16%), and Google Books (15%). OverDrive/Libby, the sixth most popular choice, is used by 14% of ebook readers. Hoopla was only selected by 4% of ebook readers.

Audiobook listeners primarily listen on a smartphone (33%), followed by a tablet (28%) and then a computer (19%). Only 4% are using a smart speaker, slightly more than the 2% who are using a CD/tape player.

The most popular app to listen to audiobooks on is YouTube (21%), followed by Kindle (19%), internet browsers (17%), Audible (17%), and Google Play (16%). OverDrive/Libby, the eighth most popular choice, is used by 10% of audiobook listeners and Hoopla by only 5%.

Features used and actions taken

What are digital readers doing on these apps or devices? We gave ebook readers a list of statements about e-reading features to find out if they use them.

We found that 64% of ebook readers adjust the screen magnification to be larger, and 63% adjust the font size or spacing of the text. Almost one quarter sometimes or usually turn on the screen reader to use the text-to-speech feature or a Braille device (24%).

Use of e-reading features
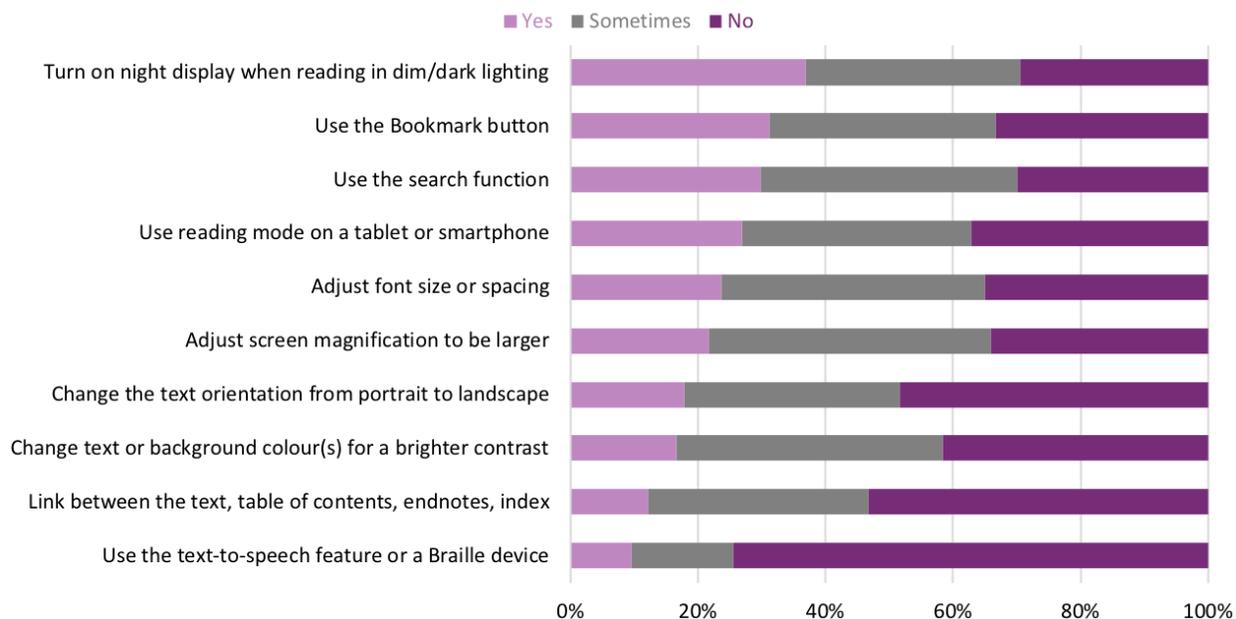
We asked audiobook listeners about audiobook features. As they listen to an audiobook, 17% of audiobook listeners usually follow along with captions, a print book, or an ebook. Another 32% sometimes do this for a combined total of almost half of all listeners: 49%. Meanwhile, 82% of audiobook listeners sometimes or always listen to books while doing other things (working, commuting/traveling, housekeeping, etc). Also, 40% of audiobook listeners usually or sometimes won't read a specific book if they can't find an audiobook version.

Here's what else they said about audiobook features:
- 73% prefer listening to a voice actor and not an author.
- 65% want to be able to select their preferred narrator/have multiple versions or narrators of the same audiobook.
- 64% prefer audiobooks with sound effects and/or music.
- 40% listen to books at an increased speed.
- 38% are sometimes or always looking for abridged (i.e., shortened) versions of audiobooks.
- 36% set a timer to stop listening after a specific spot or amount of time.
- 35% of audiobooks listeners share their subscription login with others.

Light readers of 1-5 books are least likely to have a list of books currently being read or to be read (9%). Those who read more books are more likely to track them (makes sense, eh). Still, 63% of readers who read 50 books or more don't track those books.

Actions taken during or after reading by number of books read

	All readers	1-5 books	6-11 books	12-49 books	50+ books
Searched for other books by that author	43%	26%	45%	59%	76%
Shared the experience, book, or photo	22%	16%	21%	31%	32%
Read about the author or followed the author online	20%	14%	17%	27%	37%
Added the book to a list of books currently or finished reading	18%	9%	17%	28%	37%
Made notes or highlighted text	12%	10%	15%	11%	12%
Took an action as a direct result of the book	11%	11%	11%	11%	17%
Read parts of the book aloud	10%	9%	14%	6%	10%
Bought or borrowed the book in another format	9%	7%	12%	7%	8%
Bought a copy of a book you had borrowed from the library or someone	8%	5%	11%	8%	14%
Considered the book part of a reading challenge	7%	5%	8%	7%	11%
None of the above	26%	41%	19%	16%	10%

Almost one in 10 print readers bought a copy of a book they had borrowed (9%). This percentage is higher for ebook readers (11%) and audiobook listeners (15%). 15% of audiobook listeners bought or borrowed the book in another format. This percentage is slightly lower for ebook readers (12%) and much lower for print readers (9%).

Subjects being read

What are the general types of books readers are reading or listening to? Are they reading or listening to books by or about Canadians? Adaptations? Comics? Poetry? Books in another language? More Fiction books than Non-Fiction? What subjects are read more by men in ebook format? What subjects are mostly women listening to in audiobook format? So many questions, and we have all the answers. Let's get to it.

We presented readers with a list of general book categories so they could select the ones they read last year. The most popular type was books that have been made into movies or TV (44%), followed by books by or about Canadians (30%). Meanwhile, 29% of readers weren't sure if the books they read fell into any of these categories.

Types of books read last year

	Readers
Books that have been made into movies or TV shows	44%
Books by or about Canadians/locals	30%
Comics or graphic novels	19%
Books in a language other than English	14%
Books by or about people with immigrant status	10%
Books by or about BIPOC people (Black, Indigenous, people of colour)	10%
Poetry, books in verse, or plays	10%
Books by or about people who belong to religious minorities (non-Christian)	8%
Books by or about disabled people	8%
Books by or about non-binary or LGBTQIA+ people (lesbian, gay, bisexual, trans, queer, intersex, asexual, etc.)	7%
Unsure	29%

Comics and graphic novels had the largest gender difference of 9 percentage points (24% of men vs. 15% of women). The second largest gender difference of 8 percentage points was for adapted books (47% of women vs. 39% of men). Reading in a language other than English skewed slightly towards male readers (16% vs. 13%). All other book types skewed female, including the 30% of readers who read books by or about Canadians (33% vs. 27% of men).

What about when we cross-tab this by readers who self-identified as one or more of the following categories?

- 41% of readers who self-identified as BIPOC read books by or about Black, Indigenous, or people of colour.
- 39% of readers who self-identified as having immigrant status read books in a language other than English.
- 31% of readers who self-identified as non-binary or LGBTQIA+ read books by or about people from the same group.
- 26% of readers who self-identified as belonging to a religious minority read books by or about people of non-Christian religions.
- 16% of readers who self-identified as disabled read books by or about disabled people.

(To learn more about readers who identify as belonging to underrepresented communities, read our free study *Demand for Diversity: A Survey of Canadian Readers* or listen to our podcast episode about the *Demand for Diversity* study.)

The more books readers read last year, the more they read diverse books (by or about immigrants, BIPOC, religious minorities, disabled, and LGBTQIA+ people). [Click to tweet.](#)

Types of books read last year according to number of books read
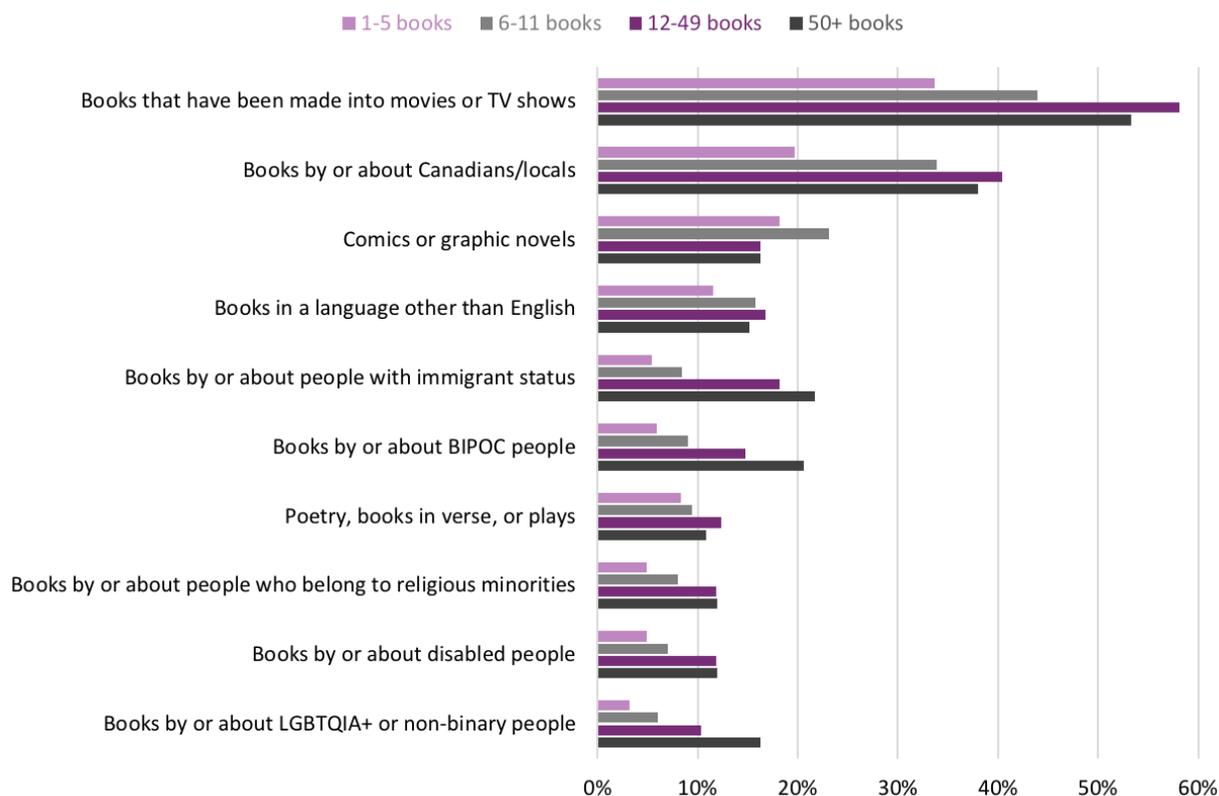
More audiobook listeners read/listened to books adapted for the screen than readers of other formats (52% vs. 45% of print readers and 49% of ebook readers). Interestingly, print readers read less comics or graphic novels than ebook readers or audiobook listeners (19% vs. 24-26%). Comics or graphic novels were read more by those 44 or younger (30% each for 18-29 and 30-44 vs.19% for 45-54 and 4-8% for those older than 55).

The majority of readers read adult Fiction (62-66%), followed by adult Non-Fiction (47-50%). Note, we only surveyed readers 18 and older. About 7% of readers read young adult books (7% each for print and ebook readers and 8% for audiobook listeners). About 6% of readers read children's books (7% for print readers and 6% each for ebooks and audiobooks). Notably, young adult books were read mostly in print by the 18-29 age group (17%) and children's books in print were read by 15% of those 30-44.

If readers said that they read or listened to mostly adult Fiction or Non-Fiction books, we then asked them to select the three main genres they read. So, which genres are the most

read, and by which gender, age group, and format? Let's start with the Fiction genres. Drum roll please...

Popular adult Fiction genres

The top three Fiction genres across all book formats are Mysteries or Thrillers, Historical Fiction, and Science Fiction.

Mysteries or Thrillers is the most popular Fiction genre across all three formats and for all age groups. There is a slight gender difference: Women selected Mysteries or Thrillers by 7-10 more percentage points than men for each format (10% for ebooks and 7% for print books and audiobooks).

Historical Fiction is the second most popular genre for print and ebook formats. It is also the second most selected genre for those aged 55-64 and 65+ across all formats. There is no gender difference for print readers: 32% of women and men read Historical Fiction in print.

Science Fiction is the second most popular genre for audiobook listeners. The largest gender percentage difference is 34 percentage points for Science Fiction in print format: 17% of women selected this genre compared to 51% of men. Science Fiction is the second most popular genre for those aged 30-44 and 45-54 in print and audiobook formats.

Fiction genres read compared by readers of each format
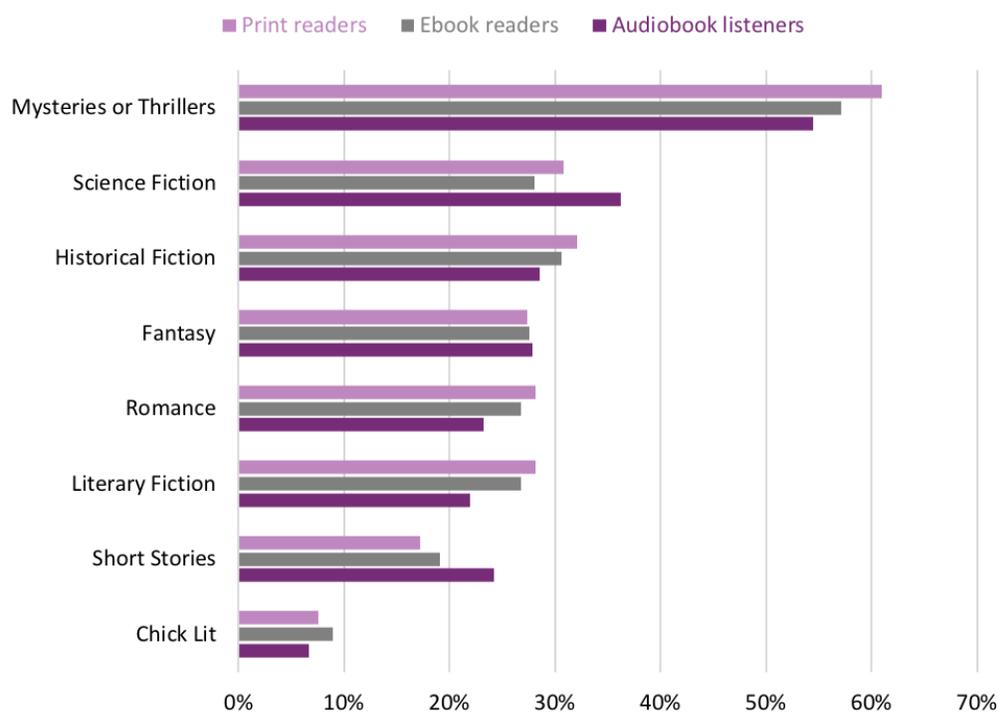
Fantasy is the second most popular genre for those aged 45-54 in print and ebook formats. It is the second most popular genre for younger audiobook listeners (those aged 18-29).

Romance has a large gender difference of 28 percentage points for print reading (40% for women vs. 12% for men). An equal amount of men and women read romance in digital formats: 26-27% for ebooks and 22% for audiobooks. Romance was the second most popular genre for those aged 18-29 for print books and ebooks.

Literary Fiction was read in ebook format mostly by men (43% of men vs. 15% of women). Literary Fiction was the second most popular genre for those aged 45-54.

Last up: Non-Fiction genres.

Popular adult Non-Fiction genres

The top two Non-Fiction genres across all three formats are History and Biographies or Memoirs.

History is the most popular print choice for those 65+ (62%) and the second most popular for those 30 to 64 (ranging from 33-40% of readers). History in ebook and audiobook format is most popular for those 30-44 and 55-64. Those aged 65+ prefer History most in ebook format. Men listen to History audiobooks 12 percentage points more than women do.

Biographies or Memoirs are widely read across all three formats. It is the most popular genre in print for groups of all ages except those over 65, ranging from 27-43% of readers. Biographies or Memoirs is the most popular choice in ebook format for those aged 30-54. Women read Biographies or Memoirs more in print (46%) followed by audiobook format (39%), while 39% of men read Biographies or Memoirs in print, 35% in ebook format, and 32% in audiobook format.

Non-Fiction genres read compared by readers of each format

For those aged 18-29, Self-Help is the most popular genre in ebook and audiobook formats (45% and 42%, respectively), and it is the second most popular genre in print (36%) across all ages.

True Crime: 27% of men selected True Crime in audiobook format (1% more than women); 30% of women selected True Crime in print (3% more than men); and 27% of women selected True Crime in ebook format (4% more than men).

Health or Fitness is the most popular genre in ebook format for those aged 30-44 — although it's part of a three-way tie with History and Biographies or Memoirs.

Men are reading more Business in each format than women, with an 18-percentage-point difference for print and audiobook. The gender gap is only slightly lower for ebooks, with a 16-percentage-point difference.

There is also a large gender difference for Cookbooks in ebook and audiobook formats. Women selected cookbooks 16% more than men in ebook format, 15% more in audiobook format, and 10% more in print. Cookbooks are the third most popular print choice for those aged 55-64, at 34%, more so than other age groups (which range from 16-26%).

Thank you for reading!
If you have any questions or comments about this study, please contact the research team at research@booknetcanada.ca. The survey questions can be found here.

Want more research?

Has this study piqued your interest in finding out more about books in Canada? BookNet Canada has extensive research available on our website, both free and for purchase.

Keep reading with one of these recent free studies:
- *Borrow, Buy, Read: Library Use and Book Buying in Canada*
- *Demand for Diversity: A Survey of Canadian Readers*
- *The Canadian Book Buyer 2018*

We also sometimes talk about our research on the BookNet Canada Podcast.

To stay updated on current and future research, subscribe to our monthly research recap newsletter here.

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, Wendat, and Huron 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.

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.

Canadian Leisure & Reading Survey 2020

Demographics

Country: Canada

1. Please type in your current age in whole numbers only.

2. Please select your gender.
    1. Female
    2. Male
    3. Non-binary / Other

3. Please select the province or territory where you currently live.
    1. Alberta
    2. British Columbia
    3. Manitoba
    4. New Brunswick
    5. Newfoundland and Labrador
    6. Northwest Territories
    7. Nova Scotia
    8. Nunavut
    9. Ontario
    10. Prince Edward Island
    11. Québec
    12. Saskatchewan
    13. Yukon

4. Please select the status that best describes your current relationship situation.
    1. Single
    2. Partnered
    3. Prefer not to say / Other

5. Please select the household description that best describes your household last year.
    1. Empty nester(s)
    2. Adult living with other adult(s) (partner, roommate, or parent)
    3. Adult living with young or adult child(ren)
    4. Adult living alone
    5. Prefer not to say / Other

6. What was your approximate annual household income before tax last year?
    1. Under $15,000
    2. $15,000-$24,999
    3. $25,000-$34,999
    4. $35,000-$49,999
    5. $50,000-$74,999
    6. $75,000-$99,999
    7. $100,000-$149,999
    8. $150,000 and over
    9. Prefer not to say

7. Do you identify as any of the following? (Select what applies.)
    1. BIPOC (Black, Indigenous, or person of colour)
    2. Disabled
    3. Non-binary or LGBTQIA+ (lesbian, gay, bisexual, trans, queer, asexual, aromantic, etc.)
    4. Working class / low income
    5. Immigrant
    6. Religious minority (non-Christian)
    7. Prefer not to say
    8. No

8. Please select the highest educational qualification you currently hold.
    1. Less than high school, not completed
    2. High school graduate or equivalent
    3. Some post secondary education, not completed
    4. College or university degree or diploma
    5. Graduate or professional degree
    6. Prefer not to say / Other

9. Please select your current employment status.
    1. Employed full time (for yourself or someone else)
    2. Employed part time (for yourself or someone else)
    3. Homemaker or not employed
    4. Retired
    5. Student
    6. Prefer not to say / Other

10. Please select the area you lived in last year.
    1. City or urban area
    2. Suburban area
    3. Small town or rural area

Leisure

11. How much leisure or free time did you feel you had last year?
    1. More than enough
    2. Enough
    3. Less than enough

12. How has your leisure or free time changed from two years ago to last year?
    1. Increased from the previous year
    2. Stayed the same as the previous year
    3. Decreased from the previous year
    4. Unsure

13. Think about your finances last year and how you selected the majority of the leisure or free time activities you participated in, please select the statement that best describes your situation last year.
    1. I had no restrictions.
    2. I chose leisure and recreation activities within my budget.
    3. I was limited to subsidized or discounted leisure and recreation activities.
    4. I was limited to free leisure and recreation activities.

16. Approximately how often did you engage in the following activities last year? (Select the option that best describes your experience.)
    Sub-questions
        1. Playing video games
        2. Playing board games
        3. Exercising/working out
        4. Spending time with family
        5. Shopping
        6. Cooking
        7. Dining out
        8. Working on crafts
    Answer options
        1. More than once a day
        2. Once a day
        3. Once a week
        4. Once a month
        5. Less than once a month
        6. A few times a year
        7. Never

17. Approximately how often did you engage in the following activities last year? (Select the option that best describes your experience.)
    Sub-questions
        1. Watching videos/TV/movies
        2. Reading magazines
        3. Listening to podcasts
        4. Reading or listening to books
        5. Browsing social media/web
        6. Listening to radio shows
        7. Listening to music
    Answer options
        1. More than once a day
        2. Once a day
        3. Once a week
        4. Once a month
        5. Less than once a month
        6. A few times a year
        7. Never

Reading

18. How often did you engage in the following activities in the last year?
    Sub-questions
        1. Participated in a book club or reading group meeting
        2. Visited a book-specific social network site (e.g., Shelfari, Goodreads, 49th Shelf, etc.)
        3. Visited a general social network site (e.g., Facebook, LinkedIn, Instagram, etc.)
        4. Bought a book
        5. Borrowed a book from a public library
        6. Attended an author or book-related event (book launch or reading, award show, festival, presentation, etc.)
    Answer options
        1. More than once a day
        2. Once a day
        3. Once a week
        4. Once a month
        5. Less than once a month
        6. A few times a year
        7. Never

19. Think about your finances last year and how you acquired books (of any format), please select the statement that best describes your situation last year.
        1. I had no restrictions.
        2. I chose books within my budget.
        3. I was limited to discounted books.
        4. I was limited to free books.
        5. I didn't buy any books.

20. Did you spend more or less money on books for someone else than you spent on yourself last year?
        1. I spent more on books for someone else.
        2. I spent about the same amount.
        3. I spent less on books for someone else.
        4. Unsure

21. Do you experience difficulty, discomfort, or pain reading or listening to books?
    Sub-questions
        1. Print books
        2. Ebooks
        3. Audiobooks
    Answer options
        1. Yes
        2. Sometimes
        3. No

23. Thinking about the books you read last year, select the types of books you read from the following list.
        1. Books by or about Canadians/locals
        2. Books by or about BIPOC people (Black, Indigenous, people of colour)
        3. Books by or about LGBTQIA+ (lesbian, gay, bisexual, trans, queer, intersex, asexual, etc.) or non-binary people
        4. Books by or about people with immigrant status
        5. Books by or about disabled people
        6. Books by or about people who belong to religious minorities (non-Christian)
        7. Books that have been made into movies or TV shows
        8. Poetry, books in verse, or plays
        9. Books in a language other than English
        10. Comics or graphic novels
        11. Unsure

24. What are the three main reasons you generally read or listen to books?
        1. To become immersed in another world or to escape reality
        2. For enjoyment / entertainment
        3. To relax or for comfort
        4. To learn things or improve things (for school/study/work or personal)
        5. For spiritual enrichment
        6. For inspiration or motivation
        7. For brain health (improve memory, prevent diseases)
        8. To be challenged or intellectually stimulated

Readers - Print books

25. How often did you read print books (not audio/electronic/digital books) in the last year?
    1. More than once a day
    2. Once a day
    3. Once a week
    4. Once a month
    5. Less than once a month
    6. A few times a year
    7. Never

26. Where did you acquire most of your print books?
    1. From an online retailer
    2. From a public library
    3. From a physical bookstore that primarily sells new books
    4. From a used bookstore or thrift store
    5. People give or lend them to me
    6. From a general retailer (e.g., Costco, Walmart, Shoppers Drug Mart, grocery store, etc.)
    7. Other

27. What subject did you generally read most in print book format?
    1. Adult fiction (novels)
    2. Adult non-fiction (books about facts/real events)
    3. Children's books (either fiction or non-fiction)
    4. Young adult books (either fiction or non-fiction)

28. Which three fiction sub-genres did you generally read most in print book format?
    1. Mysteries or Thrillers
    2. Chick Lit
    3. Historical Fiction
    4. Fantasy
    5. Science Fiction
    6. Romance
    7. Literary Fiction
    8. Short Stories
    9. Other fiction sub-genre
    10. None

29. Which three non-fiction sub-genres did you generally read most in print book format?
    1. Biographies or Memoirs
    2. Self-Help
    3. True Crime
    4. History
    5. Cookbooks
    6. Business
    7. Personal Finance
    8. Health or Fitness
    9. Other non-fiction sub-genre
    10. None

Readers - Ebooks

30. How often did you read ebooks in the last year?
    1. More than once a day
    2. Once a day
    3. Once a week
    4. Once a month
    5. Less than once a month
    6. A few times a year
    7. Never

31. Where did you acquire most of your ebooks?
    1. From an online retailer or via a retailing app (e.g., Kobo, Amazon, Barnes and Noble, etc.)
    2. From a subscription service (e.g., Scribd, Kindle Unlimited, etc.)
    3. From a public library (e.g., OverDrive, Libby, Hoopla, cloudLibrary, etc.)
    4. From a free internet site (e.g., Project Gutenberg, etc.)
    5. From a free illegal site
    6. Other

32. What type of device did you primarily use to read ebooks?
    1. Tablet (e.g., iPad, Nexus, Surface, Playbook, Galaxy, Kindle Fire, Kobo Arc, etc.)
    2. Dedicated e-reader (e.g., Kobo, Kindle, Sony, Nook, etc.)
    3. Smartphone
    4. Computer
    5. Braille display/terminal
    6. Other

33. Please select the app(s) that you generally use to read ebooks.
    1. Amazon Kindle
    2. Kobo
    3. Barnes and Noble Nook
    4. OverDrive/Libby
    5. Hoopla
    6. Google Books
    7. Apple Books
    8. Scribd
    9. Aldiko
    10. Adobe Reader or Digital Editions
    11. Internet browser (e.g., Safari, Firefox, Chrome, IE, etc.)
    12. CloudLibrary
    13. Moon+ Reader
    14. None of the above

34. Do you agree with these statements?
    Sub-questions
    1. I adjust the screen magnification to be larger.
    2. I adjust font size or spacing to increase the text size or space out letters/lines.
    3. I turn on night display when reading in dim/dark lighting.
    4. I use reading mode on a tablet or smartphone.
    5. I change the text orientation from portrait to landscape.
    6. I turn on the screen reader to use the text-to-speech feature or a Braille device.
    7. I change text or background colour(s) for a brighter contrast.
    8. I use the search function.
    9. I link between the text, table of contents, and/or endnotes/index.
    10. I use the Bookmark button.
    Answer options
    1. Yes
    2. Sometimes
    3. No
    4. Unsure / I don't know / N/A

35. What subject did you generally read most in ebook format?
    1. Adult fiction (novels)
    2. Adult non-fiction (books about facts/real events)
    3. Children's books (either fiction or non-fiction)
    4. Young adult books (either fiction or non-fiction)

36. Which three fiction sub-genres did you generally read most in ebook format?
    1. Mysteries or Thrillers
    2. Chick Lit
    3. Historical Fiction
    4. Fantasy
    5. Science Fiction
    6. Romance
    7. Literary Fiction
    8. Short Stories
    9. Other fiction sub-genre
    10. None

37. Which three non-fiction sub-genres did you generally read most in ebook format?
    1. Biographies or Memoirs
    2. Self-Help
    3. True Crime
    4. History
    5. Cookbooks
    6. Business
    7. Personal Finance
    8. Health or Fitness
    9. Other non-fiction sub-genre
    10. None

Readers - Audiobooks

38. How often did you listen to audiobooks in the last year?
    1. More than once a day
    2. Once a day
    3. Once a week
    4. Once a month
    5. Less than once a month
    6. A few times a year
    7. Never

39. Where did you acquire most of your audiobooks?
    1. From an online retailer (Amazon/Kindle Unlimited, Audiobooks.com, iTunes, etc.)
    2. From a public library (e.g., OverDrive, Libby, Hoopla, cloudLibrary, etc.)
    3. From a physical bookstore
    4. People give or lend them to me
    5. From a general retailer (e.g., Costco, Walmart, Shoppers Drug Mart, grocery store, etc.)
    6. From a free internet site (e.g., LibriVox, YouTube, public domain, etc.)
    7. From a free illegal site (a torrent, Dropbox, etc.)
    8. From a subscription service (e.g., Audible, Scribd, Kobo, etc.)
    9. Other

40. What type of device did you primarily use to listen to audiobooks?
    1. Tablet (e.g., iPad, Nexus, Surface, Playbook, Galaxy, Kindle Fire, Kobo Arc, etc.)
    2. Dedicated ereader (e.g., Kobo, Kindle, Sony, Nook, etc.)
    3. Smartphone
    4. Computer
    5. Smart speaker
    6. Car stereo
    7. CD/tape player
    8. Other

41. Please select the app(s) that you generally use to listen to audiobooks.
    1. Audible
    2. Audiobooks.com
    3. Kobo
    4. OverDrive/Libby
    5. Hoopla
    6. LibriVox
    7. Google Play
    8. Internet browser (e.g., Safari, Firefox, Chrome, IE, etc.)
    9. iTunes/Apple Books
    10. Kindle
    11. YouTube
    12. Scribd
    13. Simply Audiobooks
    14. None of the above

42. Do you agree with these statements?

Sub-questions

1. I get good value for audiobooks at the price I pay.
2. I prefer audiobooks with sound effects and/or music.
3. I want to be able to select my preferred narrator and have multiple versions/narrators of the same audiobook.
4. I follow along with captions, a print book, or an ebook as I listen to the audiobook.
5. I specifically look for abridged (shortened) versions of audiobooks.
6. I prefer listening to a voice actor read/narrate the book rather than the author.
7. I share my subscription log in(s) with others.
8. I listen to audiobooks while doing other things (working, commuting/traveling, housekeeping, etc.).
9. If I can't find the audiobook version of a book, I don't read it all.
10. I set a timer to stop listening after a specific spot or amount of time.
11. I listen at an increased speed.

Answer options

1. Yes
2. Sometimes
3. No
4. Unsure / I don't know /-N/A

43. What subject did you generally read most in audiobook format?

1. Adult fiction (novels)
2. Adult non-fiction (books about facts/real events)
3. Children's books (either fiction or non-fiction)
4. Young adult books (either fiction or non-fiction)

44. Which three fiction sub-genres did you generally listen to most in audiobook format?

1. Mysteries or Thrillers
2. Chick Lit
3. Historical Fiction
4. Fantasy
5. Science Fiction
6. Romance
7. Literary Fiction
8. Short Stories
9. Other fiction sub-genre
10. None

45. Which three non-fiction sub-genres did you generally listen to most in audiobook format?
    1. Biographies or Memoirs
    2. Self-Help
    3. True Crime
    4. History
    5. Cookbooks
    6. Business
    7. Personal Finance
    8. Health or Fitness
    9. Other non-fiction sub-genre
    10. None

Readers

46. Please select any of these actions that you took either while reading or shortly after reading.
    1. Added the book to a list of books you are currently reading or finished reading
    2. Read parts of the book aloud
    3. Made notes or highlighted text
    4. Shared the experience, book, or photo of the book with others (wrote about it, discussed, recommended, reviewed, rated, or suggested it, gifted it, etc.)
    5. Read about the author or followed the author online
    6. Took an action as a direct result of the book (answered questions, created recipes or crafts, etc.)
    7. Searched for other books by that author
    8. Bought a copy of a book you had borrowed from the library or someone
    9. Bought or borrowed the book in another format
    10. Considered the book part of a reading challenge
    11. None of the above

47. Which book format do you prefer?
    1. Paperback
    2. Hardcover
    3. Ebook
    4. Audiobook
    5. I don't have a format preference

48. How has your reading time (print books, ebooks, or listening to audiobooks) changed from two years ago to last year?

    Sub-questions

        1. Print books
        2. Ebooks
        3. Audiobooks

    Answer options

        1. Increased from the previous year
        2. Stayed the same as the previous year
        3. Decreased from the previous year
        4. Unsure

49. How many books did you read or listen to last year?

        1. I'm a light reader – I read or listened to about 1-5 books last year.
        2. I'm a moderate reader – I read or listened to about 6-11 books last year.
        3. I'm a frequent reader – I read or listened to about 12-49 books last year.
        4. I'm an avid reader – I read or listened to 50 or more books last year.

51. What are the three reasons that generally make you decide to read or listen to specific books?

        1. Samples, excerpts, or previews
        2. Readers' guides or discussion questions
        3. Content/information needed for reference (work, study, school, hobby, etc.)
        4. Recommendation(s) (word-of-mouth, library or bookstore staff, etc.)
        5. Selected for me (book club or reading group, subscription/bundle, school, etc.)
        6. Main character or series
        7. Subject/topic
        8. Author
        9. Book description
        10. Front cover or interior images / inside of books
        11. Made into a movie/film or TV show
        12. Bestseller
        13. Nominated for or winner of a literary award
        14. Large print or available in a preferred format
        15. Other

52. What are the three ways that you generally discover the books (of any format) that you read or listen to?
1. Ebook or audiobook app(s) or website
2. Online book retailers (Amazon, Chapters, Kobo, Audible, etc.)
3. General retailer (staff, browsing, displays, newsletter, etc.)
4. Bookstore (staff, browsing, displays, newsletter, etc.)
5. Print media (article, newsletter, bestseller list, interview, ad, etc.)
6. Online media (blog, article, newsletter, bestseller list, interview, ad, etc.)
7. Podcast (interview, recommendation, etc.)
8. Radio, TV, or film
9. Social media (Facebook, Twitter, Pinterest, Instagram, YouTube, etc.)
10. Word-of-mouth (including book clubs or reading groups)
11. Public library (staff, browsing, displays, catalogue, reader list, newsletter, etc.)
12. Online communities (Goodreads, Facebook groups, Bookstagram, BookTube, etc.)
13. Bestseller list, nominated for or winner of a literary award, "Best of" lists
14. None of the above

53. Which of the following Canadian events or campaigns did you plan to participate in or participate in last year?
1. Books for Everybody
2. Forest of Reading's Festival of Trees or Evergreen
3. Freedom to Read
4. Canadian Independent Bookstore Day (formerly Authors for Indies)
5. TD Canadian Children's Book Week
6. Canada Book Day
7. Word on the Street
8. ShopLocal Canada
9. All of the above
10. None of the above

54. Which of the following Canadian book awards are you familiar with?
1. Canada Reads
2. Hilary Weston Writers' Trust Prize for Nonfiction
3. Rogers Writers' Trust Fiction Prize
4. Scotiabank Giller Prize
5. Governor General's Literary Awards
6. Forest of Reading
7. Canadian Children's Book Centre's CCBC Book Awards
8. All of the above
9. None of the above