



## **Final Report**

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# **2008 Canadian Books Readership Study**

**Prepared for the Department of Canadian Heritage**

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Departmental Contact: POR-ROP@PCH.gc.ca

*Aussi disponible en français*

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## Contact Information

<b>Decima Research</b> Rick Nadeau Vice President Phone: (613) 230-2200 Email: <a href="mailto:rnadeau@decima.com">rnadeau@decima.com</a>	<b>Department of Canadian Heritage</b>  <a href="mailto:POR-ROP@pch.gc.ca">POR-ROP@pch.gc.ca</a>
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### Toronto

2345 Yonge Street  
Suite 405  
Toronto, Ontario  
M4P 2E5

t: (416) 962-2013  
f: (416) 962-0505

### Ottawa

160 Elgin Street  
Suite 1820  
Ottawa, Ontario  
K2P 2P7

t: (613) 230-2200  
f: (613) 230-9048

### Montreal

1080 Beaver Hall Hill  
Suite 400  
Montreal, Quebec  
H2Z 1S8

t: (514) 288-0037  
f: (514) 288-0138

### Vancouver

666 Burrard Street  
Suite 500  
Vancouver, British Columbia  
V6C 3P6

t: (778) 370-1373  
f: (604) 601-2074

[www.decima.com](http://www.decima.com)

[info@decima.com](mailto:info@decima.com)

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## Background and Methodology

### Background

The objective of the Department of Canadian Heritage's Book Publishing Industry Development Program (BPIDP) is to ensure access to a diverse range of Canadian-authored books in Canada and abroad. The program's activities are centered in three priority areas: ensuring the production of Canadian-authored books, building sustainable industry capacity, and raising awareness of Canadian books and authors. BPIDP uses a number of indicators, including public opinion research, to inform program design and results measurement.

The 2008 public opinion survey is intended to provide up-to-date information about Canadian attitudes towards Canadian books and to provide a measure of the current consumption of books in Canada. This information will assist in measuring the results of the BPIDP and will help the Department assess consumer behaviour that may be relevant in assessing the relevance and impact of its current programs and policies.

Much of the study design mirrors a study conducted by Decima Research in June 2005 on Canadians' attitudes and behaviours in regards to Canadian feature films and music. The methodological similarities between the two studies will enable us to compare the audience and readership survey results. In addition, the findings from the current study can be compared to two separate research studies currently underway on behalf of the Department of Canadian Heritage, one on Canadian Magazines and another on Canadian Music. All studies ask similar questions and use identical methodologies, allowing Canadians' behaviours and attitudes in these areas to be assessed side by side.

### Methodology

#### Data Collection

This survey is a nationally representative public opinion survey conducted with 1,502 Canadians aged 15 and older. Telephone interviews were conducted from June 5<sup>th</sup> to June 22<sup>nd</sup>, 2008 in both official languages using CATI (Computer-Assisted Telephone Interviewing) technology. This size of survey is significant enough to include breakdowns at the regional level. Decima's CATI system allowed for a minimum of 8 call backs to a specified phone number before discarding it.

### Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents and those 15 years of age or older, is obtained within each region.

In concordance with industry norms, prior to the interview Decima obtained parental permission for respondents who were 16 years of age or younger.

All interviewing across the country was conducted by fully bilingual interviewers. The language of interview was “as it falls” on a national basis, which means that the respondent had the opportunity to complete the interview in either English or French, whichever they preferred.

### Sampling

A random sample is generated and the quotas are disproportionately allocated by region as follows:

Region	N=1,502	
	Interviews	Error interval
Atlantic	150	+/- 8.0%
Quebec	451	+/- 4.6%
Ontario	400	+/- 4.9%
Manitoba/Saskatchewan	150	+/- 8.0%
Alberta	175	+/- 7.4%
British Columbia	176	+/- 7.4%
<b>Total Canada</b>	<b>1,502</b>	<b>+/- 2.5%</b>

The data is weighted in tabulation to replicate actual population distribution by age and sex within regions according to 2006 Census data.

### Sampling Techniques

Decima uses the most up-to-date and accurate sample available on the market. Every Canadian household that has a telephone number has an equal chance of being selected for the study. New exchanges are added monthly.

### Quality Control

Decima’s experience and expertise in public opinion and market research extend to the quality and standards of all its studies. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

### Sample Disposition

The following sample disposition table describes the number of contacts that were made to complete the targeted number of surveys, and the outcome of these contacts.

A total of 43,484 calls were completed in order to generate the necessary 1,502 completed surveys. Of these calls, 4,317 were invalid numbers and 23,868 contacts did not result in the interviewer speaking with the eligible respondent, leaving 13,381 eligible respondents who were asked to complete the study. Of these, 1,502 completed the survey. The total response rate for this study was 4.03% (completed interviews divided by total eligible contacts).

<b>A</b>	<b>Total Attempted</b>	<b>43484</b>
1	Not in service	781
2	Fax	1137
3	Invalid # / Wrong#	4317
<b>B</b>	<b>Total Eligible</b>	<b>37249</b>
4	Busy	1100
5	Answering machine	10176
6	No answer	10021
7	Language barrier	595
8	Ill/Incapable	136
9	Eligible not available/Callback	1840
<b>C</b>	<b>Total Asked</b>	<b>13381</b>
10	Household/Company Refusal	6144
11	Respondent Refusal	5572
12	Qualified Termination	163
<b>D</b>	<b>Co-operative Contact</b>	<b>1502</b>
13	Not Qualified	0
14	Completed Interview	1502
	<b>REFUSAL RATE:</b> <b>(10+11+12) / C</b>	<b>88.78</b>
	<b>RESPONSE RATE:</b> <b>D (13-14) / B (4-14)</b>	<b>4.03</b>
	<b>INCIDENCE</b>	<b>100.00</b>

## Summary of Results

### General Questions on Technology

Access to a computer (90%) and to the Internet (86%) at home, work or elsewhere is nearly ubiquitous across Canadians. Access to cell phones is slightly lower at 73% while PDA's and handheld e-book readers are much rarer at 11% and 4%, respectively. At 4%, results for e-book readers are bolstered by results in Quebec where the self-reported ownership of e-book readers is at 10%. Given the translation, it is possible that English Canada is interpreting the question as referring to dedicated e-book readers while French respondents are interpreting it to mean, more generally, devices capable of reading an e-book.

### Questions on Books

For the purpose of this study, respondents were asked to only consider books read during leisure time, which excludes books that are read in the context of work or school. They were to include audio books and e-books. They were further instructed as follows:

- It doesn't matter how they got the books – whether they bought them, were given them, or whether they borrowed them from the library or from a friend.
- It doesn't matter where they were read, whether at home or elsewhere.
- It doesn't matter in which language they were written.
- It does not matter how much or how little they have read.

### Familiarity with Canadian Authors

In general, Canadians are not particularly aware of Canadian authors, with only one-third of respondents saying they feel *very* (3%) or *somewhat* (30%) *familiar* with Canadian authors. One-quarter of Canadians said they are *not at all familiar*, with another 41% stating they are *not very familiar*. Awareness is significantly lower in Quebec than in any other region, with 72% of respondents saying they are *not very* or *not at all familiar* with Canadian authors.

Just over half of Canadians (53%) could name, in an unaided exercise, at least one Canadian author, of whom Margaret Atwood (22%) was the most commonly mentioned. Pierre Berton (8%), Farley Mowat (8%), and Michel Tremblay (5%) also received numerous mentions. All remaining authors were mentioned by no more than 4% of Canadians. Trends worth noting include:

- ⊕ Awareness of at least one Canadian author was lowest among youth 15 to 19 years old – almost two-thirds (62%) could not name a single Canadian author.
- ⊕ Familiarity with Canadian authors is wide-ranging; over 400 different authors were mentioned by respondents, catering to a wide array of literary styles, audiences, and languages.

### Time Use and Consumption

Canadians believe they spend approximately 6.0 hours a week reading books for leisure or interest. Only 12% of Canadians indicated they spend no time reading books.

- ⊕ Women and Canadians 50+ are more likely than their counterparts to spend 7.5 hours or more reading per week;
- ⊕ The mean number of hours spent reading on a weekly basis was lowest amongst Quebecers (5.4) and 15-19 year olds (4.3), and highest amongst retirees (8.6), and those who have completed University (6.7).

Respondents were asked whether the time they spend reading Canadian-authored books has increased, decreased or remained about the same. By and large Canadians believe their consumption has remained about the same (72%), with another 13% believing their consumption of Canadian books has increased and a similar proportion believing it has decreased (11%). Perceived increases are particularly notable among women (16%) and French-speaking Canadians (19%). Conversely, youth aged 15-19 feel their time spent reading Canadian books has decreased more than any other age group (20%).

On average, Canadians have read about 17 books in the last twelve months.

- ⊕ About 22% of these books are by Canadian authors.
- ⊕ About 77% are in English, 21% are in French and 2% are in other languages. Naturally this trend is quite different in Quebec, where 78% of books read are in French and 21% are in English.
- ⊕ In general Canadians' reading habits are not changing, with 65% saying the proportion of Canadian-authored books they read has not changed in the last few years. Meanwhile, 14% have read fewer Canadian-authored books and 19% claim to have read a higher proportion of Canadian-authored books.

In terms of why Canadians do not read more Canadian-authored books, results suggest that many Canadians do not consider the nationality of an



author when choosing what to read; 18% of respondents said they base their decisions on the topic or story of the books and 9% said they are not interested in the author's nationality. Similarly, 10% said they are not aware of which books are Canadian or foreign. As could be expected, *no time* is the most important barrier to reading for 15% of Canadians, while 6% are not satisfied with what is offered.

### Emotive Aspects

Canadians were asked their level of agreement with a variety of “emotive statements” related to books. Over 40% of Canadians agree that Canadian books reflect their experiences and perspectives and two-thirds agree that Canadian books help them appreciate Canadian culture and learn more about Canada. Most believe it is important to buy Canadian books while nearly all Canadians are strong proponents of access to Canadian books. More specifically:

- ⊕ Close to half of Canadians (42%) agree that Canadian books reflect their experiences and perspectives. This decreases to 37% for foreign books.
- ⊕ Almost three out of five Canadians (58%) agree that Canadian books reflect Canadian society and 67% believe it is important to buy Canadian books.
- ⊕ Two-thirds (65%) agree that reading Canadian books helps them appreciate Canadian culture and learn more about Canada.
- ⊕ The strong majority of Canadians (84%) agree that reading books contributes to their quality of life.
- ⊕ Nearly 9 in 10 (89%) agree that it is important that Canadians have access to Canadian books, of which 38% strongly agree.

### Perceived Quality of Canadian Books

The majority of Canadians feel that Canadian- and foreign-authored books are of equal quality (68%). Residents of Quebec, Manitoba, and Saskatchewan are the most likely to feel Canadian books are better than foreign books, as are those aged 50 and older and those living in rural regions of the country. Fully 15% believe Canadian books are better while only 5% believe they are worse. It should be noted that over 1 in 10 (13%) did not state a position on this particular question.

### Obtaining Books

Respondents were asked how they obtained the books they have read over the past twelve months. They were read six options and asked to divide 100% between them. Overall, Canadians buy the majority of their books new; on average respondents allocated 38% to this category. Borrowing books from the library (21%) and friends or family (16%) is also quite popular. About 10% of the books Canadians read in the last year were ones they previously owned, 8% were bought used, and 8% were received as gifts.

### Purchasing Books

On average, Canadians have bought approximately 14 books in the last 12 months. This includes both new and used book purchases. This average is halved among Canadian youth (7 books), a segment more likely to have read books borrowed or books already owned. Other key findings include:

- ⊕ Only 17% of Canadians did not purchase any books.
- ⊕ Approximately one-quarter (26%) of books purchased were by Canadian authors.
- ⊕ Residents of Quebec are more likely than residents of all other provinces to say that 100% of the books they bought were Canadian.

Respondents were asked where they purchase books. When asked to name a single primary location where they purchase books, half of Canadians stated that they purchase books from large chain book stores. This figure increases to 69% when respondents were prompted further and asked to list all locations where they purchase books. Independent book stores (33%), other retail stores (24%), online (15%), and used book stores (14%) were also frequently mentioned.

- ⊕ Residents of Quebec and British-Columbia are the most likely to mention independent bookstores, whereas residents of Ontario and Alberta are the most prone to say they shop at large chain book stores.

Access to Canadian books appears to be an issue for some. Almost one-half of Canadians would purchase more Canadian-authored books in an average year if they could find them more easily - 7% would purchase many more and 38% would purchase a few more. This result seems to contradict other results from the research which show that 70% of Canadians agree that they can easily find Canadian books in stores when they want to purchase one, and that 49% feel they can easily find Canadian books online. This apparent contradiction is in fact explained through additional analysis that reveals that many respondents (approximately 4 in 10) who believe they can easily find

Canadian-authored books today still claim they would buy more Canadian books if they could more easily find them.

- ✦ Ease of access to foreign books is perceived to be lower for in-store purchases at 63% and slightly higher for online purchases at 52%.

Overall, less than one-third of Canadians said they would buy more Canadian books if they were translated into the official language of their choice; 5% said they would buy *many more* and 24% said they would buy *a few more*. As can be expected, these figures were highest in Quebec, where 9% said *many more* and 39% said *a few more*.

Admittedly, many factors influence book purchase decisions. This research asked book purchasers (irrespective of how they are purchased) what influence specific factors have on their purchase decisions.

- ✦ As can be expected, content related factors are considered the most important influencers – the story or the subject of the book was rated to have a *significant* or *large influence* by 80% of Canadians.
- ✦ The author (42%) and word-of-mouth (41%) were also very influential factors.
- ✦ Price only had a moderate influence – about one-quarter (23%) of purchasers believe this factor has a *large* or *significant influence*.
- ✦ External information sources play a moderate role – critical acclaim, awards and book reviews (19%), best seller's lists (15%), and information about books given in other media such as movies, TV shows and magazines (15%) impact book purchases to some degree.
- ✦ Cover illustrations and book design (12%), having the book made into a movie (11%), and advertising (9%) play a minor role - each considered to have a *large* or *significant influence* on purchase decisions by about one in ten book purchasers.
- ✦ Factors believed to have the least amount of influence included online recommendations (5%), the publisher (4%), and the author's and publisher's nationality (4% and 3% respectively).

Specific investigation into pricing was pursued. Generally, Canadians feel the cost of Canadian hardcover books is expensive (42%) or moderate (21%) – another 13% feel they are very expensive, 15% consider them affordable, and only 1% say they are very affordable. Results are quite different for paperback books where 39% believe they are affordable, 32% feel their cost is moderate and only 16% believe they are expensive. Only 3% of Canadians feel paperbacks are very expensive.

When asked about buying books at a discount, the majority of Canadians (47%) said they *sometimes* buy books that are on discount. Another 20% said *most of the time* and 7% said *always*. One-quarter of Canadians *rarely* (19%) or *never* (6%) buy discounted books, and this proportion is highest in Quebec (38% combined).

### How Canadians Discover New Books

In line with the above findings that four out of ten Canadians perceive word-of-mouth to be an influential factor in book purchasing, 58% said this is one of the ways they primarily discover new books (for 33% it was their first mention). This was followed by large chain book stores (26%) and print media (19%). Libraries (15%), TV (10%), advertising (10%), and independent bookstores (10%) are secondary means of discovery for books. Internet sources played a more minor role, with websites, blogs, and Internet stores each mentioned by 8% of respondents.

### Publishers' Websites

Very few Canadians visit publishers' websites, with 71% saying they never do so and another 11% saying they do but once a year. Of those that visit publishers' websites at least once a year, the primary reason for doing so is to browse for books (37%) or to investigate a particular book (25%). Gathering information about authors (16%) and publishers (6%), buying books (10%), and finding a store to purchase a book (5%) were also mentioned.

### Digital Books

All respondents were asked about digital books. For the purpose of this survey, digital books are books whose content are in electronic format. They may be read on e-book readers, laptops, desktops, or printed out. It was made clear to respondents that the study was not referring to websites.

In an average year only 8% of Canadians believe they read at least one digital book for leisure or interest. Women are less likely than men to have read a digital book, with 91% saying they haven't read any.

- ⊕ Primary reasons for not reading (more) digital books include a preference towards reading printed books (40%), a lack of time (8%), and a lack of interest (8%).
- ⊕ Among those who have read at least one digital book in the past year, the strong majority obtain their digital books online, from websites such as amazon.ca and chapters.ca (44%). Others

download digital books for free (18%), obtain them from friends/family (7%), the library (7%), or authors' websites (6%).

- ⊕ The majority of digital books are read directly from computers, either desktops (38%) or laptops (25%). Only 7% said they print out digital books, and 3% use an e-reader.
- ⊕ Over one-third (38%) of digital book readers have downloaded books for free in the last twelve months. These respondents have downloaded a median of 2 books over the past 12 months.

### Audio Books

Respondents were then asked about audio books. For the purpose of this survey, audio books are recordings of someone reading the book. They are usually distributed on CDs, cassette tapes, or in downloadable digital formats.

Almost 2 out of 10 Canadians have listened to an audio book in the last year. Quebecers are the least likely to have done so, with 87% saying they did not listen to any audio books.

- ⊕ Again, the primary reason for not listening to (more) audio books was due to a preference towards reading printed books (45%). A lack of interest (12%) and time (10%) were also mentioned.
- ⊕ A third of Canadian audio book listeners obtain their audio books from the library (34%). Others choose to buy them at bookstores (26%), online (17%), or at other stores (10%). Another 13% borrow them from friends and family and 5% receive them as gifts.
- ⊕ Most Canadians use CD and cassette players to listen to their audio books (53% and 26%, respectively). To a lesser degree people also use MP3 players (11%), desktop computers (8%), and laptop computers (5%).
- ⊕ Only one in ten audio book listeners (or 2% of all Canadians) has downloaded an audio book for free in the last year, among whom only 1 book (median) was downloaded for free.

## Appendix A: Questionnaire

## Question Categories

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### Colour Coding Legend:

**Orange bolded text = Programmer instructions**

**Blue bolded text = Interviewer instructions**

## Introduction/screener

Int1) Good evening / afternoon, my name is \_\_\_\_\_ and I am calling from **<Research Company>** on behalf of the Government of Canada. We are conducting a survey on the reading habits of Canadians. This survey follows the Privacy Act and is registered with the National Survey Registration System. Your participation is voluntary. Would you have time to help us out this evening / afternoon?

**READ ONLY IF ASKED FOR LENGTH OF SURVEY:** Depending on the answers to your questions, the survey will take between 15 and 20 minutes of your time.

- |   |                     |  |
|---|---------------------|--|
| 1 | Yes                 | <b>CONTINUE WITH SURVEY</b>                    |
| 2 | No – no time now    | <b>SCHEDULE CALLBACK</b>                       |
| 3 | No – not interested | <b>ATTEMPT CONVERSION, OTHERWISE TERMINATE</b> |

Int2) Is there anyone in your household currently between the ages of 15 and 19 inclusive? We are looking to complete surveys with young Canadians to gain their unique insights - would it be possible to complete the survey with this individual?

- |                           |   |   |
|---------------------------|---|---|
| Nobody of this age        | 1 | <b>GO TO INT3</b>                         |
| Speaking                  | 2 |   |
| Gets the person           | 3 | <b>REPEAT INT1 THEN GO TO MAIN SURVEY</b> |
| No time/Not available now | 4 | <b>SCHEDULE CALLBACK</b>                  |

Int 2b) Are you currently 16 years old or under?

- |            |          |   |
|------------|----------|---|
| <b>Yes</b> | <b>1</b> | <b>ASK TO SPEAK WITH PARENT/GUARDIAN AND REPEAT INT1, ASK FOR CONSENT FOR THE CHILD TO PARTICIPATE. IF AGREED, ASK TO SPEAK TO CHILD AGAIN. IF REFUSED ASK IF THEY ARE WILLING TO PARTICIPATE AND CONTINUE WITH MAIN SURVEY</b> |
| <b>No</b>  | <b>2</b> | <b>GO TO MAIN SURVEY</b>  |

Int3) To ensure a random selection of Canadians I was wondering if I could speak with the **[RANDOMIZE: youngest / second youngest / oldest / second oldest]** adult in your household?

- |                 |   |  |
|-----------------|---|--|
| Speaking        | 1 | <b>GO TO MAIN SURVEY</b>                       |
| Gets the person | 2 | <b>REPEAT INT1 THEN GO TO MAIN SURVEY</b>      |
| Refusal         | 3 | <b>ATTEMPT CONVERSION, OTHERWISE TERMINATE</b> |



## General Questions on Technology

First, I have a general question about technology.

### TECHNOLOGY

G1) Do you own, or have access to, any of the following items, either at home, at work or elsewhere?

Yes	1	
No	2	
Don't know	998	{DO NOT READ}
Refuse to answer	999	{DO NOT READ}

#### {RANDOMIZE LIST}

- Computer
- Internet connection
- Cell phone
- PDA (blackberry, etc.)
- Handheld E-book reader (Sony Reader, etc.)

## Questions on Books

Now, I'd like to have a discussion with you about books people read in their leisure time.

For the purpose of this interview, we are interested only in books read during leisure time, which excludes books that are read in the context of your work or school. For the purposes of this section, this also includes audio books and e-books.

- It doesn't matter how you got the books – whether you bought them, were given them, or whether you borrowed them from the library or from a friend.
- It doesn't matter where they were read, whether at home or elsewhere.
- It doesn't matter in which language they were written.
- It does not matter how much or how little you have read.

### TIME USE / CONSUMPTION / CONSUMPTION REASONS

B1)

i) Approximately how many books did you read for leisure or interest in the past twelve months?

— {Enter number}	
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{Only ask ii and iii if the answer is 1 or greater.}**

ii) Approximately what percentage of these were written by Canadian authors?

\_\_\_ %

Don't know

998 **{DO NOT READ}**

Refuse to answer

999 **{DO NOT READ}**

**{Don't ask iii if the answer to ii is DK/Refuse}**

iii) Over the last few years, has this percentage increased, decreased, or remained about the same?

Increased

1

Remained the same

2

Decreased

3

Don't know

998 **{DO NOT READ}**

Refuse to answer

999 **{DO NOT READ}**

**{If the answer to either B1i or B1ii is zero (meaning the respondent doesn't read books or the respondent doesn't read Canadian books), don't read the word 'more' in the following question. Otherwise, read this word and emphasize it.}**

B2) Why do you NOT read **{MORE}** Canadian-authored books for leisure or interest?  
**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

Already read a lot of Canadian-authored books

1

Want to read a variety of books by different kinds of authors

2

Don't like what's offered

3

Not aware of which books are Canadian

4

Not interested in nationality of author

5

Canadian-authored books are too expensive

6

Books in general are too expensive

7

No time

8

Don't read books for pleasure or interest

9

It is difficult to find books in general

[e.g. No convenient book store / library]

10

It is difficult to find Canadian-authored books

11

Prefer books by non-Canadian authors

12

Not enough advertisement

13

I choose my books based on the topic or story, not the author or the author's nationality

14

Other (please specify)

77

- 
- |                  |                   |
|------------------|-------------------|
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |
- B3) How many hours in an average week do you spend reading books for leisure or interest?
- \_\_\_ hours {ENTER NUMBER OF HOURS – ROUND OFF TO NEAREST QUARTER HOUR, E.G. FOR HALF AN HOUR ENTER 0.5; FOR 15 MINUTES ENTER 0.25}
- |                  |                   |
|------------------|-------------------|
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |
- B4) Over the last year, has your time spent reading Canadian books for leisure or interest increased, decreased, or remained about the same?
- |                   |   |
|-------------------|---|
| Increased         | 1 |
| Remained the same | 2 |
| Decreased         | 3 |
- |                  |                   |
|------------------|-------------------|
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |

**{If the answers to both B1i and B3 are zero, don't read the following question.}**

- B5) What percent of the books you read or browse are in English, what percent are in French, and what percent are in other languages?

**{READ ALL OPTIONS AT ONCE THEN HAVE RESPONDENT ASSIGN % TO EACH SO THAT IT ALL ADDS TO 100%. PROBE FOR APPROXIMATION}**

English language	___%
French language	___%
Other language (please specify)	___%

Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{PROGRAMMER NOTE: TOTAL MUST SUM TO 100% UNLESS RESPONSE IS DK/REFUSE}**

## PURCHASING

**{If the answers to both B1i and B3 are zero, don't read the following question.}**

- B6) Of all the books that you read in **the past year** for leisure or interest, what percentage were: **{Read all responses first. The total must sum to 100%}**

**INTERVIEWER NOTE: The category "Already owned" refers to books the respondent already owned before the 12 month period where as the "Purchase" categories refer to books purchased within the 12 month period.**

Borrowed from a friend, colleague or other individual	___ %
Borrowed from a library	___ %
Purchased new in the past year	___ %
Purchased used in the past year	___ %
Received as a gift	___ %
Already owned	___ %

Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

B7)

- i) Approximately how many books, new or used, have you bought in the last 12 months? Include books bought for leisure reading for yourself or for others.

Enter Number:	___
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{If none or DK/Refuse, skip to B11.}**

- ii) What percent of these were written by Canadian authors?

Enter Percent:	___ %
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

- B8) What is the one location where you most often buy books intended for leisure or interest? **{ONLY READ ITEMS IF CLARIFICATION NEEDED – SELECT ONLY ONE}**

Large chain book stores (e.g. Chapters, Indigo, Renaud Bray)	1
Independent bookstores	2
Other retail stores (e.g. Wal-Mart, Costco)	3
On-line (e.g. amazon.ca, chapters.ca, abebooks.com)	4
Grocery stores	5
Used book stores	6

Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{SKIP TO B10 IF B8=998 OR 999}**

B9) Where else do you buy books intended for leisure or interest?

**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

Large chain book stores (e.g. Chapters, Indigo, Renaud Bray)	1
Independent bookstores	2
Other retail stores (e.g. Wal-Mart, Costco)	3
On-line (e.g. amazon.ca, chapters.ca, abebooks.com)	4
Grocery stores	5
Used book stores	6
Other (please specify)	77
No where else	97
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

B10) Please rate the level of influence each of the following has on your decision of which books to buy:

**{RANDOMIZE LIST}**

- a. What level of influence does the story or subject of the book have?
- b. What level of influence does the author have?
- c. What level of influence does the publisher have?
- d. What level of influence does critical acclaim, awards, or book reviews have?
- e. What level of influence does word-of-mouth have?
- f. What level of influence does the author's nationality have?
- g. What level of influence does the publisher's nationality have?
- h. What level of influence do on-line recommendations (e.g. on Amazon.ca) or social networking websites have?
- i. What level of influence does advertising have?
- j. What level of influence does information about books given in other media, such as movies, TV shows (e.g. Oprah Winfrey show) and magazines have?
- k. What level of influence do cover illustrations and the book design have?
- l. What level of influence does price have?
- m. What level of influence do best seller's lists have?

- n. What level of influence does having the book made into a movie have? **(READ IF NEEDED: ...if you saw or plan to see the movie based on a book, what influence would this have on the likelihood of you reading the book?)**

Would you say ... **{REPEAT SCALE AS NEEDED}**

No influence at all	1
Some influence	2
Moderate influence	3
Large influence	4
Significant influence	5
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

- B11) Would you say that the cost of hardcover books in Canada, not counting discounts, is...? **{READ SCALE}**

Very affordable	1
Affordable	2
Moderate	3
Expensive	4
Very expensive	5
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

- B12) Would you say that the cost of paperback books in Canada, not counting discounts, is...? **{READ SCALE}**

Very affordable	1
Affordable	2
Moderate	3
Expensive	4
Very expensive	5
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

**{If B7i is none or DK/Refuse, skip to B15.}**

B13) When you buy books, how often do you buy books that are on discount? Would you say... **{READ SCALE}**

Always	1
Most of the time	2
Sometimes	3
Rarely	4
Never	5

Don't know 998 **{DO NOT READ}**

Refuse to answer 999 **{DO NOT READ}**

B14) Please rate your level of agreement with each of the following statements:

**{RANDOMIZE ITEMS IN BLOCKS OF TWO: a & b together, c & d together}**

a. When I want to purchase books by Canadian authors, I can easily find them in stores.

**{ASK "b" ONLY TO RESPONDENTS WITH INTERNET ACCESS AS INDICATED IN G1 b.}**

b. When I want to purchase books by Canadian authors, I can easily find them when buying online.

c. When I want to purchase books by foreign authors including US authors, I can easily find them in stores.

**{ASK "d" ONLY TO RESPONDENTS WITH INTERNET ACCESS AS INDICATED IN G1 b.}**

d. When I want to purchase books by foreign authors, I can easily find them when buying online.

Would you say you... **{REPEAT SCALE AS NEEDED}**

Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

**{for the 997 codes below, use the first one for "b" and "d", use the 2<sup>nd</sup> one for "a" and the third one for "c"}**

I don't shop / buy online 997 **{DO NOT READ}**

I don't shop / buy books by Canadian authors 997 **{DO NOT READ}**

I don't shop / buy books by foreign authors 997 **{DO NOT READ}**

- 
- |                  |                   |
|------------------|-------------------|
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |
- B15) If you could find Canadian books more easily, how many more Canadian books would you purchase in an average year? Would you say... {READ SCALE}
- |                  |                   |
|------------------|-------------------|
| No more          | 1                 |
| A few more       | 2                 |
| Many more        | 3                 |
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |
- B16) If more Canadian books were translated in the official language of your choice, how many more would you purchase in an average year? Would you say... {READ SCALE}
- |                  |                   |
|------------------|-------------------|
| No more          | 1                 |
| A few more       | 2                 |
| Many more        | 3                 |
| Don't know       | 998 {DO NOT READ} |
| Refuse to answer | 999 {DO NOT READ} |

## DISCOVERY

**{If the answers to B1i, B3, and B7i are all zero (the respondent neither reads nor buys books), do not ask the questions in this section.}**

- B17) How do you primarily discover new books?

**{ONLY READ ITEMS IF CLARIFICATION NEEDED – SELECT ONLY ONE}**

### General:

- |  |   |
|--|---|
| Word-of-mouth (from friends, family, etc...) | 1 |
| Awards or critical acclaim                   | 2 |
| Libraries                                    | 3 |
| Book fairs and book readings                 | 4 |

### Other media:

- |  |   |
|--|---|
| In print media (newspapers and magazines) other than advertising | 5 |
| TV (other than advertising or movies)                            | 6 |
| Radio (other than advertising)                                   | 7 |
| Movies   | 8 |

### Advertisements:

- |   |    |
|---|----|
| TV advertising  | 9  |
| Advertising in print media (newspapers and magazines) | 10 |
| Radio advertising                                     | 11 |
| Billboard or transit advertising                      | 12 |



Web advertising	13
<b>Internet:</b>	
Social networking sites such as myspace.com and Facebook	14
Websites or blogs that review, critique or discuss books	15
Internet stores where books are purchased (e.g. amazon.com)	16
<b>Stores:</b>	
Large chain book stores (e.g. Chapters, Indigo, Renaud Bray)	17
Independent bookstores	18
Other retail stores (e.g. Wal-Mart, Costco)	19
On-line (e.g. amazon.ca, chapters.ca, abebooks.com)	20
Grocery stores	21
Used book stores	22
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{SKIP TO NEXT SECTION IF B17=998 OR 999}**

B18) What other ways do you generally discover new books?

**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

<b>General:</b>	
Word-of-mouth (from friends, family, etc...)	1
Awards or critical acclaim	2
Libraries	3
Book fairs and book readings	4
<b>Other media:</b>	
In print media (newspapers and magazines) other than advertising	5
TV (other than advertising or movies)	6
Radio (other than advertising)	7
Movies	8
<b>Advertisements:</b>	
TV advertising	9
Advertising in print media (newspapers and magazines)	10
Radio advertising	11
Billboard or transit advertising	12
Web advertising	13
<b>Internet:</b>	
Social networking sites such as myspace.com and Facebook	14
Websites or blogs that review, critique or discuss books	15
Internet stores where books are purchased (e.g. amazon.com)	16
<b>Stores:</b>	
Large chain book stores (e.g. Chapters, Indigo, Renaud Bray)	17
Independent bookstores	18

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Other retail stores (e.g. Wal-Mart, Costco)	19
On-line (e.g. amazon.ca, chapters.ca, abebooks.com)	20
Grocery stores	21
Used book stores	22
No other way	76
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

## **AWARENESS**

B19) How familiar are you with Canadian authors? Would you say you are...?  
{READ SCALE}

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4
Don't know / no opinion	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

B20) Please name some Canadian authors you have heard of, to a maximum of ten.

{DO NOT READ LIST. ACCEPT ALL THAT APPLY}

Hubert Aquin	1
Nelly Arcan	2
Margaret Atwood	3
Aude	4
Yves Beauchemin	5
Pierre Berton	6
Marie-Claire Blais	7
Joseph Boyden	8
André Brochu	9
Nicole Brossard	10
Roch Carrier	11
Wayson Choy	12
Leonard Cohen	13
Douglas Coupland	14
Gil Courtemanche	15
Michael Crummey	16
Robertson Davies	61

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Réjean Ducharme	17
Will Ferguson	18
Malcolm Gladwell	19
Anne Hébert	20
Frances Itani	21
Suzanne Jacob	22
Wayne Johnston	23
Thomas King	24
Gordon Korman	25
Andrée Laberge	26
Vincent Lam	27
Serge Lamothe	28
Monique LaRue	29
Stephen Lewis	30
Alistair MacLeod	31
Antonine Maillet	32
Yann Martel	33
Stuart McLean	34
Hugh MacLennan	62
Anne Michaels	35
Farley Mowat	63
Alice Munro	36
Robert Munsch	37
Peter C. Newman	38
Michael Ondaatje	39
Fernand Ouellette	40
Jacques Poulin	41
Pascale Quiviger	42
John Ralston Saul	43
Nino Ricci	44
David Adams Richards	45
Mordecai Richler	46
Gabrielle Roy	47
Carol Shields	48
Gaétan Soucy	49
Madeleine Thien	50
Miriam Toews	51
Gérald Tougas	52
Lise Tremblay	53
Michel Tremblay	54
Élise Turcotte	55
Jane Urquhart	56
Guy Vanderhaeghe	57
M G Vassanji	58
Guillaume Vigneault	59

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Eric Wilson	64
Michael Winter	60
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

## EMOTIVE ASPECTS

B21) Please rate your level of agreement with the following statements:

**{RANDOMIZE LIST}**

- Canadian books reflect my experiences and perspectives.
- Foreign books reflect my experiences and perspectives.
- Canadian books reflect Canadian society.
- Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.
- I think it's important to buy Canadian books.
- Reading books contributes to my quality of life.
- It is important that Canadians have access to Canadian books.

Would you say you... **{REPEAT SCALE AS NEEDED}**

Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

## QUALITY

B22) How would you rate the quality of Canadian books as compared to foreign books (including US books)? Would you say that Canadian books are... **{READ SCALE}**

Much worse	1
Worse	2
Equal	3
Better	4
Much better	5
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

## WEBSITES

**{Ask this section to everyone, even if they didn't indicate they had Internet access.}**

Now I would like to ask you some questions about book websites.

B23) How often do you visit book publishers' websites? Would you say... **{READ LIST.}**

Never	1
Once a year	2
Once every 6 months	3
Once every 3 months	4
Monthly	5
Weekly	6
More than once a week	7
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

**{If the answer is Never, Don't know or Refuse to answer, skip to the next section.}**

B24) What do you use these book publishers' websites for?  
**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

Author information	1
Publisher information	2
Investigating a particular book	3
Browsing for books	4
Buying books	5
Finding a store to purchase a book at	6
Online community/interaction (e.g. accessing discussion forums, contacting publishers / authors)	7
Reading book excerpts	8
Other (please specify)	77
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

## DIGITAL BOOKS

I have a few questions on digital books. A digital book is a book whose contents are in electronic format. They may be read on e-book readers, laptops, desktops, or printed out.

B25) Approximately, how many digital books did you read for leisure or interest in the past 12 months?

— {Enter number}  
Don't know 998 {DO NOT READ}  
Refuse to answer 999 {DO NOT READ}

{If the answer to B25 is zero (meaning the respondent doesn't read digital books), don't read the word 'more' in the following question. Otherwise, read this word and emphasize it.}

B26) Why do you NOT read **MORE** digital books for leisure or interest?

**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

The digital book readers are too expensive	1
Not aware of where to get digital books	2
Digital books are too expensive	3
Digital books are too complicated	4
Reading digital books is hard on the eyes	5
I can't use digital books in all situations (e.g. the bathtub)	6
I don't have a digital book reader	7
It is difficult to find digital books in general [e.g. Not available at book store/library]	8
Not enough advertisement of digital books	9
I prefer reading print books	10
Limited availability of content for digital books	11
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

{If the response to B25 is 0, skip to the next section.}

B27) Where do you typically obtain your digital books?

**{DO NOT READ LIST. SELECT MOST COMMON LOCATION}**

- |                                       |                   |
|---------------------------------------|-------------------|
| On-line (e.g. amazon.ca, chapters.ca) | 1                 |
| Author's websites                     | 2                 |
| Publisher's websites                  | 3                 |
| Download for free                     | 4                 |
| Other (please specify)                | 77                |
| Don't know                            | 998 {DO NOT READ} |
| Refuse to answer                      | 999 {DO NOT READ} |

**{SKIP TO B29 IF B27=998 OR 999}**

B28) Where else do you obtain your digital books?

**{DO NOT READ LIST. SELECT ALL THAT APPLY}**

- |                                       |                   |
|---------------------------------------|-------------------|
| On-line (e.g. amazon.ca, chapters.ca) | 1                 |
| Author's websites                     | 2                 |
| Publisher's websites                  | 3                 |
| Download for free                     | 4                 |
| Other (please specify)                | 77                |
| No where else                         | 97                |
| Don't know                            | 998 {DO NOT READ} |
| Refuse to answer                      | 999 {DO NOT READ} |

B29) How do you read your digital books?

**{DO NOT READ LIST. SELECT ALL THAT APPLY}**

- |                          |                   |
|--------------------------|-------------------|
| Desktop computer         | 1                 |
| Laptop computer          | 2                 |
| PDA such as a BlackBerry | 3                 |
| E-reader                 | 4                 |
| Cell phone               | 5                 |
| Print them out           | 6                 |
| Other (please specify)   | 77                |
| Don't know               | 998 {DO NOT READ} |
| Refuse to answer         | 999 {DO NOT READ} |

---

B30) Have you downloaded books for free in the last 12 months?

Yes	1
No	2
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{ASK THE NEXT QUESTION ONLY IF RESPONSE TO PREVIOUS IS YES:}**

B31) How many books did you download for free in the last 12 months?

Enter approximate number:	__
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

## AUDIO BOOKS

Now a few questions on audio books. An audio book is a recording of someone reading the book. They are usually distributed on CDs, cassette tapes, or downloadable digital formats. **(IF NEEDED:** Downloadable digital formats are for MP3 players, iPods or computer playback and, most recently, available in preloaded digital formats such as Playaway.)

B32) Approximately, how many audio books did you listen to for leisure or interest in the past 12 months?

__	{Enter number}
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{If the answer to B32 is zero (meaning the respondent doesn't read audio books), don't read the word 'more' in the following question. Otherwise, read this word and emphasize it.}**



B33) Why do you NOT listen to **{MORE}** audio books for leisure or interest?

**{DO NOT READ LIST. ACCEPT ALL THAT APPLY}**

Not aware of where to get audio books	1
Audio books are too expensive	2
Audio books are too complicated	3
It is difficult to find audio books in general [e.g. Not available at book store/library]	4
Not enough advertisement of audio books	5
I prefer reading print books	6
I prefer reading digital books	7
Limited availability of content for audio books	8
Other (please specify)	77
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

**{If the response to B32 is 0, skip to the next section.}**

B34) Where do you typically obtain your audio books? **{DO NOT READ LIST. SELECT MOST COMMON LOCATION}**

On-line (e.g. amazon.ca, chapters.ca)	1
Author's websites	2
Publisher's websites	3
Bookstore	4
Download for free	5
Borrowed from a friend or family member	6
Borrowed from the library	7
Store (other than a bookstore)	8
Other (please specify)	77
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

**{SKIP TO B36 IF B34=998 OR 999}**

B35) Where else do you obtain your audio books? **{DO NOT READ LIST. SELECT ALL THAT APPLY}**

On-line (e.g. amazon.ca, chapters.ca)	1
Author's websites	2
Publisher's websites	3
Bookstore	4

---

Download for free	5
Borrowed from a friend or family member	6
Borrowed from the library	7
Store (other than a bookstore)	8
No where else	76
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

B36) How do you listen to your audio books? (**INTERVIEWER NOTE: If respondent says "in the car" probe for the type of format...CD player? ...cassette player?**)

**{DO NOT READ LIST. SELECT ALL THAT APPLY}**

Desktop computer	1
Laptop computer	2
CD Player	3
Cassette Player	4
Cell phone	5
iPod or other MP3 player	6
Other (please specify)	77
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

B37) Have you downloaded audio books for free in the last 12 months?

Yes	1
No	2
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

**{ASK THE NEXT QUESTION ONLY IF RESPONSE TO PREVIOUS IS YES:}**

B38) How many audio books did you download for free in the last 12 months?

Enter approximate number:	___
Don't know	998 {DO NOT READ}
Refuse to answer	999 {DO NOT READ}

---

## Demographics

I have some final questions that will help us to analyze the results...

### GENERAL DEMOGRAPHICS

G2) In what year were you born? **{RECORD 4-DIGIT YEAR OF BIRTH}**

Year: \_\_\_\_\_  
999 Refusal **{DO NOT READ}**

G3) What language or languages do you speak most often at home? **{DO NOT READ THE LIST, UNLESS CLARIFICATION IS NEEDED. ACCEPT AT MOST 4 RESPONSES}**

- 01 Arabic
- 02 Bengali
- 03 Chinese (includes Mandarin and Cantonese)
- 04 Cree
- 05 English
- 06 French
- 07 German
- 08 Greek
- 09 Hindi / Urdu (Hindustani)
- 10 Indonesian (Bahasa Indonesia) or Malay
- 11 Inuktitut
- 12 Italian
- 13 Japanese
- 14 Javanese
- 15 Korean
- 16 Polish
- 17 Portuguese
- 18 Punjabi
- 19 Russian
- 20 Spanish
- 21 Tagalog (Filipino)
- 22 Turkish
- 23 Ukrainian
- 24 Vietnamese
- 76 Other Aboriginal Canadian language
- 77 Other (please specify)

Don't know 998 **{DO NOT READ}**  
Refuse to answer 999 **{DO NOT READ}**

G4)

- a. **[ASK IF LANGUAGE OF SURVEY IS ENGLISH]** Can you speak French well enough to conduct a conversation?
- b. **[ASK IF LANGUAGE OF SURVEY IS FRENCH]** Can you speak English well enough to conduct a conversation?

Yes	1
No	2
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

G5) What is the highest level of education that you have completed?

**{READ PARTS OF THE LIST IF NECESSARY. ASK FOR CLARIFICATION IF NEEDED.}**

None	1
Secondary (high) school diploma or certificate	2
College, CEGEP, or other non-university certificate or diploma	3
University certificate or diploma below bachelor level	4
Bachelor's degree (including LL.B.)	5
Certificate or diploma above bachelor level	6
Master's degree	7
Degree in medicine, dentistry, veterinary medicine or optometry	8
Earned doctorate (Ph. D.)	9
Don't know <b>{DO NOT READ}</b>	998
Refuse to answer <b>{DO NOT READ}</b>	999

## WORK, INCOME, LOCATION

G6) How many years have you lived in ...

__ Number of years	
Less than 1 year	997
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

- a. Your present city, town or reserve
- b. Your present province
- c. Canada

**SHOW ON ONE SCREEN IF POSSIBLE AND ENSURE THIS LOGIC HOLDS:**

- ⊕ G6A, G6B, G6C CANNOT EXCEED RESPONDENT'S AGE
- ⊕ G6B CAN ONLY EQUAL OR BE MORE THAN G6A
- ⊕ G6C CAN ONLY EQUAL OR BE MORE THAN G6B

G7) Which of the following best describes your employment status? **{READ LIST}**

Working part time	1
Working full time	2
Studying part time	3
Studying full time	4
Homemaker	5
Retired	6
Not working, looking for work	7
Not working, unable to work	8
Other (specify)	77
Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

G8) How many people, including yourself, usually live at this address? Include all persons who usually live here, even if they are temporarily away.

\_\_ Number of people

Don't know	998 <b>{DO NOT READ}</b>
Refuse to answer	999 <b>{DO NOT READ}</b>

G9)

a. Which of the following categories best reflects the total household income before taxes, that is the total income earned by all those living in your home? Is it... **{READ LIST}**

\$40,000 or less,	1
Between \$40,000 and \$80,000,	2
or more than \$80,000?	3
Don't know	8 <b>{DO NOT READ}</b>
Refuse to answer	9 <b>{DO NOT READ}</b>

b. **{ASK IF a=1}** Is it... **{READ LIST}**

\$10,000 or less,	1
Between \$10,000 and \$20,000,	2
Between \$20,000 and \$30,000,	3
or more than \$30,000?	4
Don't know	8 <b>{DO NOT READ}</b>
Refuse to answer	9 <b>{DO NOT READ}</b>

c. **{ASK IF a=2}** Is it... **{READ LIST}**

- |                                |                        |
|--------------------------------|------------------------|
| \$50,000 or less,              | 1                      |
| Between \$50,000 and \$60,000, | 2                      |
| Between \$60,000 and \$70,000  | 3                      |
| More than \$70,000?            | 4                      |
| Don't know                     | 8 <b>{DO NOT READ}</b> |
| Refuse to answer               | 9 <b>{DO NOT READ}</b> |

d. **{ASK IF a=3}** Is it... **{READ LIST}**

- |                                 |                        |
|---------------------------------|------------------------|
| \$90,000 or less                | 1                      |
| Between \$90,000 and \$100,000  | 2                      |
| Between \$100,000 and \$110,000 | 3                      |
| More than \$110,000?            | 4                      |
| Don't know                      | 8 <b>{DO NOT READ}</b> |
| Refuse to answer                | 9 <b>{DO NOT READ}</b> |

G10) What are the first three characters of your postal code?

—

**{If the gender of the respondent is obvious, do not ask the following question, but just record their gender. If their gender is not obvious, ask the following question: }**

G11) Are you...

- |        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

This concludes the interview. Thank you for taking the time to answer my questions.

Appendix B: Data Tables

# **PCH Canadian Books 2008**

## **TABLE OF CONTENTS**

Table QG1\_SUM Page 1.....QG1\_SUM. Do you own or have access to the following, either at home, at work or elsewhere?

Base: All respondents

BANNER 1

Table QG1\_SUM Page 2.....QG1\_SUM. Do you own or have access to the following, either at home, at work or elsewhere?

Base: All respondents

BANNER 2

Table QB1 Page 3.....QB1. Approximately how many books did you read for leisure or interest in the past twelve months?

Base: All respondents

BANNER 1

Table QB1 Page 4.....QB1. Approximately how many books did you read for leisure or interest in the past twelve months?

Base: All respondents

BANNER 2

Table QB1A Page 5.....QB1A. Approximately what percentage of these were written by Canadian authors?

Base: All respondents who read at least one book in the last year

BANNER 1

Table QB1A Page 7.....QB1A. Approximately what percentage of these were written by Canadian authors?

Base: All respondents who read at least one book in the last year

BANNER 2

Table QB1B Page 9.....QB1B. Over the last few years, has this percentage increased, decreased, or remained about the same?

Base: All respondents who read at least one book in the last year and who entered a % value in B1A

BANNER 1

Table QB1B Page 10.....QB1B. Over the last few years, has this percentage increased, decreased, or remained about the same?

Base: All respondents who read at least one book in the last year and who entered a % value in B1A

BANNER 2

Table QB2 Page 11.....QB2. Why do you not read more Canadian-authored books for leisure or interest?

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Base: All respondents  
BANNER 2

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Base: All respondents  
BANNER 1

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BANNER 1

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# **PCH Canadian Books 2008**

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# PCH Canadian Books 2008

Table QG1\_SUM Page 1  
Jul. 17, 2008

QG1\_SUM. Do you own or have access to the following, either at home, at work or elsewhere?  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Computer [QG1A]	1,349 90%	92 85%	311 84%	534 93% BC	108 89%	124 91% C	179 93% bC	660 90%	689 90%	125 99% M	318 96% M	390 97% M	490 81%
Internet connection [QG1B]	1,288 86%	87 81%	294 80%	511 89% BCe	100 82%	121 89% bC	175 91% BCE	634 87%	654 85%	124 98% KLM	306 92% M	381 94% M	457 76%
Cell phone [QG1C]	1,099 73%	78 72% C	213 58%	451 79% C	94 77% C	109 80% C	154 80% C	543 74%	556 72%	87 69%	263 79% JM	331 82% JM	399 66%
PDA [QG1D]	158 11%	12 11%	30 8%	59 10%	14 11%	25 18% bCDeG	19 10%	103 14% I	55 7%	18 14% M	49 15% M	58 14% M	27 5%
Handheld E-book reader [QG1E]	60 4%	1 1%	38 10% BDEFG	11 2% e	1 *%	4 3% e	6 3% e	35 5%	26 3%	7 6%	14 4%	18 5%	19 3%
Chi-square significance		<-----73.53-----> 100%						<-----17.56-----> 100%		<-----38.33-----> 100%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QG1\_SUM Page 2  
Jul. 17, 2008

QG1\_SUM. Do you own or have access to the following, either at home, at work or elsewhere?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Computer [QG1A]	1,349	215	418	400	1,068	281	452	494	392	1,068	281	174	660	113	58	226	84
	90%	75%	94%	98%	91%	85%	82%	94%	96%	91%	86%	90%	96%	98%	81%	76%	85%
			B	BC	F			G	G	K		oP	LOPQ	LOPQ			p
Internet connection [QG1B]	1,288	195	398	397	1,024	264	423	472	382	1,034	254	170	638	110	54	203	81
	86%	68%	89%	97%	87%	80%	77%	90%	93%	88%	77%	88%	93%	96%	76%	68%	82%
			B	BC	F			G	Gh	K		OP	LOPQ	LOPQ			P
Cell phone [QG1C]	1,099	154	335	352	915	184	383	398	309	859	240	153	554	90	47	172	56
	73%	53%	75%	86%	78%	56%	70%	76%	75%	73%	73%	79%	81%	78%	66%	58%	57%
			B	BC	F			G	g			oPQ	OPQ	oPQ			
PDA [QG1D]	158	9	33	84	132	26	40	53	63	137	21	17	100	14	6	9	7
	11%	3%	7%	20%	11%	8%	7%	10%	15%	12%	6%	9%	15%	13%	8%	3%	7%
			B	BC	f				GH	K		P	LPQ	P			
Handheld E-book reader [QG1E]	60	5	18	21	26	34	13	22	24	48	13	5	31	7	4	10	3
	4%	2%	4%	5%	2%	10%	2%	4%	6%	4%	4%	2%	4%	6%	5%	3%	3%
			b	B		E			G								
Chi-square significance	<-----61.69----->				<-----62.6----->		<-----21.46----->			<-----7.88----->		<-----40.59----->					
	100%				100%		98%			84%		97%					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1 Page 3  
Jul. 17, 2008

QB1. Approximately how many books did you read for leisure or interest in the past twelve months?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	184 12%	11 10%	55 15% bG	72 13% g	17 14%	15 11%	15 8%	134 18% I	50 7%	4 3%	42 13% J	65 16% JM	68 11% J
1-3	298 20%	25 23% f	84 23% Fg	110 19%	27 22%	21 15%	31 16%	165 23% I	132 17%	45 35% KLM	81 25% LM	61 15%	101 17%
4-8	334 22%	28 26%	93 25% de	115 20%	22 18%	31 23%	45 23%	159 22%	175 23%	29 23%	84 26% m	89 22%	120 20%
9-19	267 18%	18 17%	66 18%	106 19%	16 13%	23 17%	37 19%	133 18%	134 17%	16 12%	51 15%	86 21% Jk	107 18%
20-40	247 16%	12 11%	51 14%	96 17% b	23 19% b	27 20% Bc	38 20% B	87 12%	160 21% H	22 17%	48 15%	73 18%	101 17%
More than 40	153 10%	11 10% C	17 5%	66 11% C	17 14% C	18 13% C	24 13% C	44 6%	109 14% H	7 5%	22 7%	29 7%	95 16% JKL
Don't know	19 1%	2 2%	2 1%	9 1%	1 1%	1 1%	3 2%	10 1%	9 1%	5 4% l	3 1%	1 *%	11 2% L
Mean	17.1	19.4	11.0	17.5	22.6	23.0	18.8	11.8	22.1	13.7	12.8	14.3	22.8
Median	6.0	6.0	5.0	8.0	7.0	10.0	10.0	5.0	10.0	5.0	5.0	6.0	10.0
Standard deviation	31.58	45.90	17.56	29.45	41.33	43.56	30.26	22.02	37.86	28.92	23.74	23.73	39.64
Standard error	0.88	3.90	0.84	1.53	3.67	3.54	2.44	0.87	1.50	2.85	1.59	1.32	1.57
Chi-square significance	<-----41.94-----> 93%*							<-----91.37-----> 100%*		<-----90.14-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1 Page 4  
Jul. 17, 2008

QB1. Approximately how many books did you read for leisure or interest in the past twelve months?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	184	45	43	55	133	51	86	66	28	142	43	19	106	10	6	32	7
	12%	16%	10%	13%	11%	15%	16%	12%	7%	12%	13%	10%	15%	9%	8%	11%	7%
		C				e	I	I					lNoPQ				
1-3	298	54	84	81	221	76	138	111	43	225	72	42	133	32	15	50	20
	20%	19%	19%	20%	19%	23%	25%	21%	10%	19%	22%	22%	19%	28%	21%	17%	20%
						e	I	I						mP			
4-8	334	61	99	91	257	78	119	121	93	261	73	48	153	32	13	52	28
	22%	21%	22%	22%	22%	23%	22%	23%	23%	22%	22%	25%	22%	28%	18%	17%	28%
												P	P	P			P
9-19	267	46	94	75	204	63	82	78	106	203	64	30	133	11	19	51	18
	18%	16%	21%	18%	17%	19%	15%	15%	26%	17%	20%	16%	19%	10%	26%	17%	18%
			b						GH				N		N	N	
20-40	247	44	80	74	203	44	63	97	84	205	42	31	105	22	10	55	14
	16%	15%	18%	18%	17%	13%	12%	18%	21%	17%	13%	16%	15%	19%	14%	19%	15%
					f			G	G	K							
More than 40	153	33	40	33	137	16	50	51	52	123	30	22	51	5	9	50	13
	10%	11%	9%	8%	12%	5%	9%	10%	13%	10%	9%	11%	7%	4%	13%	17%	13%
					F							N			n	lMN	N
Don't know	19	5	5	-	17	2	11	2	4	15	4	1	5	3	1	9	-
	1%	2%	1%		1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	3%	1M
							H										
Mean	17.1	18.6	16.6	14.6	18.9	11.0	14.9	16.9	20.8	17.5	15.9	20.1	13.9	13.4	17.6	24.2	15.8
Median	6.0	6.0	8.0	6.0	7.0	5.0	5.0	6.0	12.0	7.0	6.0	6.0	6.0	5.0	10.0	10.0	6.0
Standard deviation	31.58	38.03	28.08	24.39	34.30	17.82	30.81	30.97	33.54	30.92	33.84	45.17	24.64	29.56	23.81	38.97	21.45
Standard error	0.88	2.35	1.45	1.33	1.13	0.90	1.40	1.47	1.81	0.99	1.94	3.61	1.04	3.13	3.05	2.14	2.43
Chi-square significance	<-----17.58----->				<-----22.07----->		<-----84.36----->			<-----5.69----->		<-----70.23----->					
	87%*				100%*		100%*			54%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1A Page 5  
Jul. 17, 2008

QB1A. Approximately what percentage of these were written by Canadian authors?

Base: All respondents who read at least one book in the last year

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Total	1,299 100%	95 100%	312 100%	493 100%	104 100%	120 100%	175 100%	589 100%	710 100%	118 100%	287 100%	339 100%	524 100%
Unweighted 'N'	1,298	132	380	345	128	153	160	606	692	119	214	301	633
Zero	323 25%	22 24%	68 22%	138 28% cE	18 17%	34 28% E	43 25%	172 29% I	152 21%	32 27%	97 34% LM	80 24%	108 21%
Less than 20%	292 22%	26 27% CF	43 14%	127 26% CF	26 25% C	20 17%	51 29% CF	112 19%	180 25% H	23 20%	59 21%	77 23%	128 24%
20% to less than 40%	183 14%	14 14%	54 17% dg	62 13%	16 16%	17 14%	19 11%	79 13%	104 15%	11 10%	42 15%	46 14%	79 15% j
40% to less than 60%	114 9%	6 6%	39 13% BDEg	39 8%	5 5%	12 10%	14 8%	61 10%	54 8%	10 9%	19 7%	28 8%	55 10% k
60% to less than 80%	46 4%	3 3%	24 8% BDFG	7 1%	6 6% DG	4 3%	2 1%	17 3%	29 4%	2 2%	7 2%	13 4%	22 4%
80% to less than 100%	21 2%	2 2%	11 4% DFg	4 1%	1 1%	1 *%	2 1%	7 1%	14 2%	1 1%	1 *%	5 1%	13 3% jK
100%	62 5%	5 5% d	40 13% BDEFG	5 1%	5 5% d	2 1%	5 3%	32 5%	30 4%	6 5%	12 4%	13 4%	29 6%
Don't know	251 19%	19 20% C	31 10%	108 22% C	25 24% C	31 26% C	38 22% C	108 18%	143 20%	32 27% KM	46 16%	75 22% km	89 17%
Refused	6 *%	-	2 1%	4 1%	1 1%	-	-	1 *%	5 1%	-	5 2% m	1 *%	1 *%
Mean	22.3	20.4	36.5	14.5	23.8	18.3	18.2	22.3	22.4	19.9	17.4	21.4	25.6

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1A Page 6  
Jul. 17, 2008  
(Continued)

QB1A. Approximately what percentage of these were written by Canadian authors?  
Base: All respondents who read at least one book in the last year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	10.0	9.0	25.0	5.0	10.0	10.0	10.0	10.0	10.0	3.0	5.0	10.0	10.0
Standard deviation	29.01	28.66	35.91	21.03	30.22	23.40	24.96	29.67	28.47	29.79	26.51	27.83	30.16
Standard error	0.96	2.85	1.97	1.32	3.39	2.32	2.36	1.43	1.30	3.46	2.10	1.89	1.39
Chi-square significance	<-----160.36-----> 100%*							<-----23.38-----> 100%*		<-----49.9-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB1A Page 7  
Jul. 17, 2008

QB1A. Approximately what percentage of these were written by Canadian authors?  
Base: All respondents who read at least one book in the last year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,299 100%	238 100%	398 100%	354 100%	1,022 100%	277 100%	452 100%	458 100%	378 100%	1,016 100%	282 100%	173 100%	575 100%	102 100%	66 100%	258 100%	92 100%
Unweighted 'N'	1,298	250	394	334	960	338	471	448	367	1,001	297	166	534	96	64	323	82
Zero	323 25%	57 24%	96 24%	97 27%	269 26% F	54 20%	130 29% hI	107 23%	83 22%	261 26%	62 22%	52 30% OP	144 25% p	32 31% OP	11 17%	50 20%	23 25%
Less than 20%	292 22%	50 21%	96 24%	89 25%	253 25% F	39 14%	85 19%	107 23%	100 27% G	238 23%	53 19%	36 21%	134 23% N	13 13%	18 28% N	63 24% N	20 22%
20% to less than 40%	183 14%	28 12%	66 17% b	52 15%	135 13%	48 17% e	39 9%	75 16% G	67 18% G	144 14%	39 14%	18 10%	88 15% l	11 11%	9 13%	39 15%	14 16%
40% to less than 60%	114 9%	21 9%	35 9%	35 10%	79 8%	35 13% E	28 6%	45 10% g	40 11% G	90 9%	24 8%	12 7%	46 8%	15 15% lmo	4 6%	25 10%	9 9%
60% to less than 80%	46 4%	8 3%	11 3%	11 3%	23 2%	22 8% E	13 3%	14 3%	17 5%	32 3%	14 5%	4 2%	19 3%	4 4%	-	13 5%	3 3%
80% to less than 100%	21 2%	4 2%	6 1%	5 1%	10 1%	11 4% E	5 1%	8 2%	9 2%	15 1%	6 2%	3 2%	8 1%	1 1%	3 5%	7 3%	-
100%	62 5%	13 5%	16 4%	16 4%	24 2%	38 14% E	24 5%	25 5%	12 3%	45 4%	17 6%	7 4%	25 4% Q	8 7% Q	2 3%	18 7% Q	1 1%
Don't know	251 19%	55 23% D	69 17%	49 14%	225 22% F	27 10%	123 27% HI	77 17%	50 13%	188 18%	64 23%	38 22%	111 19%	18 18%	19 28% p	42 16%	20 21%
Refused	6 *%	3 1%	3 1%	-	4 *%	2 1%	5 1% h	1 *%	-	3 *%	3 1%	4 2%	-	-	-	1 *%	2 2%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1A Page 8  
Jul. 17, 2008  
(Continued)

QB1A. Approximately what percentage of these were written by Canadian authors?  
Base: All respondents who read at least one book in the last year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	22.3	23.5	21.0	20.8	17.2	38.6	20.2	23.6	22.6	21.3	26.3	19.1	21.2	26.4	21.2	27.4	16.9
Median	10.0	10.0	10.0	10.0	6.0	30.0	2.0	10.0	10.0	10.0	10.0	5.0	10.0	10.0	5.0	10.0	10.0
Standard deviation	29.01	30.44	27.30	27.60	24.15	36.37	30.66	29.10	26.68	28.14	31.91	28.11	27.90	32.28	29.03	31.84	21.70
Standard error	0.96	2.36	1.62	1.74	0.95	2.11	1.79	1.61	1.59	1.05	2.26	2.69	1.42	3.93	4.55	2.03	2.90
Chi-square significance	<-----17.5-----> 65%*				<-----136.38-----> 100%*		<-----67.96-----> 100%*			<-----12.81-----> 88%*		<-----65.69-----> 99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1B Page 9  
Jul. 17, 2008

QB1B. Over the last few years, has this percentage increased, decreased, or remained about the same?  
Base: All respondents who read at least one book in the last year and who entered a % value in B1A  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,041 100%	77 100%	279 100%	381 100%	78 100%	89 100%	137 100%	479 100%	562 100%	86 100%	236 100%	262 100%	435 100%
Unweighted 'N'	1,052	106	340	268	94	117	127	498	554	88	178	239	525
3 - Increased	197 19%	14 18%	47 17%	70 18%	22 29% bCd <sub>g</sub>	20 23%	24 17%	77 16%	120 21% H	20 23% 1	64 27% LM	34 13%	73 17%
2 - Remained the same	674 65%	50 66% E	193 69% dE	238 62% e	39 50%	60 67% E	94 69% E	327 68% I	347 62%	53 62%	128 54%	186 71% K	298 69% K
1 - Decreased	142 14%	9 12%	33 12%	63 16% fg	15 19% fg	8 10%	14 10%	63 13%	79 14%	12 14%	37 15%	38 15%	52 12%
Don't know	28 3%	3 4% f	7 2%	11 3% f	1 2%	1 1%	5 4% f	12 3%	16 3%	1 2%	8 3%	4 2%	11 2%
Mean	2.1	2.1	2.1	2.0	2.1	2.1	2.1	2.0	2.1	2.1	2.1	2.0	2.0
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.58	0.56	0.54	0.60	0.70	0.56	0.53	0.55	0.60	0.61	0.65	0.53	0.54
Standard error	0.02	0.06	0.03	0.04	0.08	0.06	0.05	0.03	0.03	0.07	0.05	0.04	0.03
Chi-square significance	<-----20.4-----> 84%*						<-----5.83-----> 88%*		<-----25.6-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB1B Page 10  
Jul. 17, 2008

QB1B. Over the last few years, has this percentage increased, decreased, or remained about the same?  
Base: All respondents who read at least one book in the last year and who entered a % value in B1A  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,041	180	326	306	793	249	324	381	328	826	215	131	464	84	47	215	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,052	191	330	287	749	303	343	375	324	824	228	127	438	79	47	269	63
3 - Increased	197	28	75	48	157	40	65	66	64	165	32	30	76	22	13	37	16
	19%	16%	23% BD	16%	20%	16%	20%	17%	20%	20% k	15%	23%	16%	26% m	28%	17%	22%
2 - Remained the same	674	121	205	208	498	176	212	252	204	528	145	79	311	46	27	147	44
	65%	67%	63%	68%	63%	71% E	65%	66%	62%	64%	68%	60%	67% n	55%	58%	69% n	62%
1 - Decreased	142	26	38	45	114	28	39	51	50	107	35	20	63	12	5	25	11
	14%	14%	12%	15%	14%	11%	12%	13%	15%	13%	16%	15%	14%	15%	11%	12%	16%
Don't know	28	5	9	4	23	6	8	11	9	25	3	2	13	3	1	6	-
	3%	3%	3%	1%	3%	2%	2%	3%	3%	3%	2%	2%	3%	4%	3%	3%	
Mean	2.1	2.0	2.1	2.0	2.1	2.0	2.1	2.0	2.0	2.1	2.0	2.1	2.0	2.1	2.2	2.1	2.1
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.58	0.56	0.59	0.56	0.59	0.53	0.57	0.56	0.60	0.58	0.56	0.62	0.56	0.64	0.61	0.54	0.62
Standard error	0.02	0.04	0.04	0.04	0.02	0.03	0.03	0.03	0.04	0.02	0.04	0.06	0.03	0.08	0.10	0.03	0.08
Chi-square significance	<-----9.18-----> 84%*				<-----5.03-----> 83%*		<-----2.54-----> 14%*			<-----5.4-----> 86%*		<-----14.31-----> 50%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB2 Page 11  
Jul. 17, 2008

QB2. Why do you not read more Canadian-authored books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
I choose my books based on the topic or story	266 18%	24 22% c	57 15%	94 16%	23 19%	28 20%	40 21%	141 19%	125 16%	19 15%	60 18%	77 19%	105 17%
No time	231 15%	12 11%	87 23% BDFG	74 13%	22 18% bG	19 14%	17 9%	123 17%	108 14%	6 5%	55 17% J	65 16% J	95 16% J
Not aware of which books are Canadian	149 10%	5 5%	26 7%	67 12% BC	14 11% B	14 10% b	23 12% Bc	59 8%	90 12% H	19 15% M	30 9%	57 14% kM	41 7%
Don't read books for pleasure or interest	147 10%	11 10%	38 10% g	58 10% g	14 12% g	13 10%	11 6%	97 13% I	49 6%	19 15% K	21 6%	46 11% K	57 9%
Not interested in nationality of author	130 9%	11 10% c	20 5%	51 9% c	10 8%	15 11% C	24 12% C	66 9%	65 8%	18 15% L	28 8%	26 6%	53 9%
Don't like what's offered	94 6%	8 7%	18 5%	37 6%	4 3%	9 7%	18 9% cE	51 7%	43 6%	6 5%	17 5%	25 6%	43 7%
Want to read books by different kinds of authors	79 5%	6 5%	27 7% dg	27 5%	5 4%	7 5%	7 4%	35 5%	45 6%	8 6%	17 5%	20 5%	31 5%
It is difficult to find Canadian-authored books	79 5%	2 2%	8 2%	43 8% BCe	5 4%	6 4%	15 8% BC	36 5%	43 6%	7 6%	27 8% L	12 3%	33 5% 1
Prefer books by non- Canadian authors	67 4%	6 6%	13 3%	24 4%	6 5%	5 4%	13 7%	29 4%	38 5%	7 6%	14 4%	13 3%	33 6% 1
I read specific authors/ books	44 3%	5 4%	5 1%	13 2%	5 4%	5 4%	12 6% Cd	15 2%	28 4% h	-	15 4%	11 3%	18 3%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB2 Page 12  
Jul. 17, 2008  
(Continued)

QB2. Why do you not read more Canadian-authored books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Already read a lot of Canadian-authored books	39 3%	2 2%	16 4% dE	12 2%	2 1%	3 2%	5 3%	18 2%	22 3%	2 1%	7 2%	7 2%	24 4% jL
It is difficult to find books in general	35 2%	2 2%	4 1%	21 4% CG	3 2%	4 3%	2 1%	19 3%	16 2%	3 2%	10 3%	4 1%	18 3% L
Not enough advertisement	33 2%	1 1%	4 1%	16 3%	4 4%	5 3%	3 1%	7 1%	26 3% H	3 2%	14 4% M	11 3% M	5 1%
No reason / Don't think of it / Choose books at random	32 2%	3 3%	4 1%	14 2%	3 3%	5 4% c	3 1%	16 2%	16 2%	2 2%	6 2%	10 2%	14 2%
I read/prefer books written in other languages	17 1%	-	2 1%	13 2% C	-	1 1%	-	6 1%	10 1%	2 1%	4 1%	6 1%	4 1%
Canadian-authored books are too expensive	8 1%	-	1 *%	4 1%	1 1%	-	2 1%	4 *%	5 1%	-	2 1%	3 1%	4 1%
Based on reviews and critiques	6 *%	-	2 *%	1 *%	-	1 *%	3 1%	2 *%	3 *%	2 1%	-	1 *%	3 1%
Based on the selection at the library/book club	3 *%	-	-	-	1 1%	2 2%	-	1 *%	3 *%	-	-	2 *%	2 *%
Books in general are too expensive	2 *%	-	2 *%	-	1 *%	-	-	1 *%	2 *%	-	-	1 *%	1 *%
Other	123 8%	8 7%	34 9%	49 9%	8 7%	9 7%	14 7%	46 6%	77 10% H	7 5%	21 6%	29 7%	63 11% JKL
Don't know	164 11%	17 15% eg	46 12%	59 10%	11 9%	15 11%	17 9%	84 11%	80 10%	16 13%	29 9%	46 11%	68 11%
Refused	8 1%	-	3 1%	3 1%	-	-	2 1%	6 1%	2 *%	3 2%	1 *%	2 *%	2 *%
Chi-square significance		<-----172.9-----> 100%*					<-----56.92-----> 100%*			<-----114.79-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB2 Page 13  
Jul. 17, 2008

QB2. Why do you not read more Canadian-authored books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
I choose my books based on the topic or story	266	54	82	81	215	50	77	98	89	214	52	23	133	18	7	51	26
	18%	19%	18%	20%	18%	15%	14%	19%	22%	18%	16%	12%	19%	16%	10%	17%	26%
								g	G				LO			lo	LO
No time	231	49	56	64	151	80	85	90	52	169	62	30	130	9	10	37	7
	15%	17%	13%	16%	13%	24%	16%	17%	13%	14%	19%	15%	19%	8%	14%	12%	7%
						E		i			j	nQ	NPQ				
Not aware of which books are Canadian	149	26	52	36	130	20	62	39	48	111	38	18	77	12	12	16	14
	10%	9%	12%	9%	11%	6%	11%	7%	12%	9%	12%	9%	11%	11%	16%	6%	14%
					F		H		H				P		P		P
Don't read books for pleasure or interest	147	29	37	40	111	35	82	42	21	114	33	14	68	14	4	36	5
	10%	10%	8%	10%	10%	11%	15%	8%	5%	10%	10%	7%	10%	13%	6%	12%	5%
							HI						q	q		loQ	
Not interested in nationality of author	130	18	40	39	111	19	46	42	42	108	23	15	56	21	5	25	5
	9%	6%	9%	10%	9%	6%	8%	8%	10%	9%	7%	8%	8%	18%	7%	8%	5%
					F									LMOPQ			
Don't like what's offered	94	14	28	24	79	15	19	44	28	73	20	13	42	5	3	22	7
	6%	5%	6%	6%	7%	5%	3%	8%	7%	6%	6%	7%	6%	4%	4%	7%	7%
					f			G	G								
Want to read books by different kinds of authors	79	9	26	26	55	24	19	38	21	60	20	9	35	9	1	16	5
	5%	3%	6%	6%	5%	7%	3%	7%	5%	5%	6%	5%	5%	8%	1%	5%	5%
					b	e		G				o	O	O		O	
It is difficult to find Canadian-authored books	79	16	27	16	72	7	29	31	18	58	21	13	35	7	5	14	4
	5%	5%	6%	4%	6%	2%	5%	6%	4%	5%	6%	7%	5%	6%	7%	5%	4%
					F												
Prefer books by non-Canadian authors	67	10	20	23	55	12	17	27	21	57	10	12	22	9	2	14	6
	4%	4%	5%	6%	5%	4%	3%	5%	5%	5%	3%	6%	3%	8%	3%	5%	6%
										k							
I read specific authors/books	44	7	18	9	39	5	13	17	14	37	7	4	20	-	6	12	-
	3%	2%	4%	2%	3%	2%	2%	3%	3%	3%	2%	2%	3%		8%	4%	
					F												

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB2 Page 14  
Jul. 17, 2008  
(Continued)

QB2. Why do you not read more Canadian-authored books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Already read a lot of Canadian-authored books	39 3%	12 4%	9 2%	8 2%	23 2%	16 5% E	14 2%	12 2%	13 3%	26 2%	13 4%	11 6% MnQ	8 1%	2 2%	2 2%	16 6% MNQ	1 1%
It is difficult to find books in general	35 2%	6 2%	9 2%	11 3%	31 3% F	4 1%	14 3%	13 3%	8 2%	25 2%	10 3%	6 3%	10 1%	2 2%	4 5%	9 3%	4 4%
Not enough advertisement	33 2%	4 2%	9 2%	12 3%	29 3% F	3 1%	8 1%	12 2%	13 3%	27 2%	6 2%	5 2%	20 3% P	2 1%	3 5%	2 1%	-
No reason / Don't think of it / Choose books at random	32 2%	7 3%	8 2%	12 3%	28 2% f	4 1%	10 2%	13 2%	9 2%	22 2%	10 3%	2 1%	17 2%	1 1%	4 5%	5 2%	3 3%
I read/prefer books written in other languages	17 1%	3 1%	8 2%	3 1%	14 1%	2 1%	8 1%	4 1%	4 1%	17 1%	-	-	11 2% P	2 2%	2 3%	1 *	-
Canadian-authored books are too expensive	8 1%	3 1%	1 *	2 *	8 1%	-	2 *	2 *	4 1%	7 1%	2 *	-	3 *	2 2%	-	4 1%	-
Based on reviews and critiques	6 *	-	1 *	1 *	4 *	2 *	4 1% h	1 *	1 *	5 *	1 *	3 1%	1 *	-	-	2 1%	-
Based on the selection at the library/book club	3 *	1 *	-	2 1%	3 *	-	1 *	2 *	1 *	3 *	-	1 *	1 *	-	-	1 *	-
Books in general are too expensive	2 *	-	1 *	-	1 *	1 *	1 *	1 *	-	2 *	-	-	1 *	-	1 1%	1 *	-
Other	123 8%	31 11% D	39 9% d	23 6%	93 8%	30 9%	41 8%	46 9%	33 8%	98 8%	25 8%	19 10% Mn	34 5%	5 4%	5 6%	44 15% MNO	12 12% mn
Don't know	164 11%	33 11%	50 11%	43 10%	123 10%	42 13%	71 13%	53 10%	40 10%	133 11%	31 9%	22 11%	81 12%	10 9%	8 11%	32 11%	9 9%
Refused	8 1%	1 *	-	5 1%	5 *	3 1%	4 1%	2 *	1 *	6 1%	2 1%	-	4 1%	4 3%	-	1 *	-
Chi-square significance	<-----45.24-----> 66%*				<-----74.35-----> 100%*		<-----85.29-----> 100%*			<-----23.97-----> 71%*		<-----217.51-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB3 Page 15  
Jul. 17, 2008

QB3. How many hours in an average week do you spend reading books for leisure or interest?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	185 12%	12 11%	44 12% G	82 14% G	18 14% G	17 12%	13 7%	124 17% I	62 8%	9 7%	43 13%	58 14% J	68 11%
Less than 2 hours	229 15%	14 13%	64 17% F	89 15%	18 14%	15 11%	29 15%	120 16%	109 14%	24 19% m	65 20% M	64 16% m	72 12%
2 to less than 3 hours	198 13%	12 11%	55 15% G	82 14% G	15 12%	21 15% G	14 7%	93 13%	105 14%	22 18%	54 16% m	48 12%	69 11%
3 to less than 5 hours	230 15%	25 23% CDEF	54 15%	85 15%	16 13%	19 14%	31 16%	124 17%	106 14%	25 20% m	46 14%	77 19% kM	76 13%
5 to less than 7.5 hours	237 16%	15 14%	61 16%	95 17%	22 18%	18 13%	27 14%	107 15%	130 17%	28 22% K	37 11%	73 18% K	93 15% k
7.5 to less than 12 hours	163 11%	9 8%	35 9%	51 9%	11 9%	27 19% BCDE	30 16% BcDe	66 9%	96 12% H	4 3%	42 13% J	36 9% J	76 13% JL
12 to less than 25 hours	166 11%	14 13%	35 9%	53 9%	17 14%	15 11%	32 16% CD	63 9%	103 13% H	12 9%	30 9%	34 8%	89 15% jKL
25 hours or more	49 3%	3 3%	8 2%	22 4%	4 3%	3 3%	9 4%	17 2%	32 4% h	—	5 1%	10 2%	33 5% KL
Don't know	42 3%	5 4%	12 3% e	14 2%	1 1%	2 2%	8 4% e	16 2%	26 3%	1 1%	8 2%	4 1%	27 5% JL
Refused	3 *%	—	1 *%	2 *%	—	—	—	2 *%	1 *%	—	2 1%	—	1 *%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB3 Page 16  
Jul. 17, 2008  
(Continued)

QB3. How many hours in an average week do you spend reading books for leisure or interest?

Base: All respondents

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	6.0	5.8	5.4	5.8	6.3	6.2	7.5	5.1	6.8	4.3	5.0	5.4	7.4
Median	3.0	3.0	3.0	3.0	4.0	4.0	5.0	3.0	4.0	3.0	2.5	3.0	5.0
Standard deviation	7.61	6.81	7.15	8.24	7.68	6.75	7.31	7.22	7.87	4.58	6.53	7.87	8.35
Standard error	0.21	0.58	0.35	0.43	0.68	0.55	0.60	0.29	0.32	0.45	0.44	0.44	0.33
Chi-square significance	<-----60.73-----> 94%*						<-----46.94-----> 100%*		<-----93.86-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB3 Page 17  
Jul. 17, 2008

QB3. How many hours in an average week do you spend reading books for leisure or interest?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	185	41	45	54	144	41	88	66	27	151	34	27	102	11	5	32	5
	12%	14%	10%	13%	12%	12%	16%	12%	7%	13%	10%	14%	15%	9%	7%	11%	5%
							I	I				Q	OpQ			q	
Less than 2 hours	229	41	62	70	175	55	99	82	47	167	62	28	116	20	19	26	13
	15%	14%	14%	17%	15%	17%	18%	16%	11%	14%	19%	15%	17%	18%	27%	9%	13%
							I	i			j	p	P	P	1PQ		
2 to less than 3 hours	198	34	66	51	147	51	68	80	49	156	42	26	99	17	2	37	15
	13%	12%	15%	12%	13%	15%	12%	15%	12%	13%	13%	13%	14%	15%	3%	12%	15%
												O	O	O		O	O
3 to less than 5 hours	230	38	76	68	183	47	81	66	81	175	55	30	107	28	7	36	16
	15%	13%	17%	17%	16%	14%	15%	12%	20%	15%	17%	15%	16%	24%	10%	12%	16%
									gH					mOP			
5 to less than 7.5 hours	237	42	67	75	183	54	78	86	71	184	53	33	98	18	15	46	20
	16%	15%	15%	18%	16%	16%	14%	16%	17%	16%	16%	17%	14%	16%	21%	16%	21%
7.5 to less than 12 hours	163	29	42	46	132	31	48	50	61	133	29	25	73	3	12	32	12
	11%	10%	9%	11%	11%	9%	9%	10%	15%	11%	9%	13%	11%	3%	17%	11%	12%
									GH			N	N		N	N	N
12 to less than 25 hours	166	37	62	29	134	32	54	61	50	129	37	17	66	11	7	52	11
	11%	13%	14%	7%	11%	10%	10%	12%	12%	11%	11%	9%	10%	9%	9%	17%	11%
		D	D													LMNO	
25 hours or more	49	18	13	8	41	8	15	18	15	42	7	6	10	2	2	24	5
	3%	6%	3%	2%	3%	2%	3%	3%	4%	4%	2%	3%	1%	2%	3%	8%	5%
		cD														LMNo	
Don't know	42	7	11	8	31	11	15	17	9	32	10	3	14	6	2	14	3
	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	3%	1%	2%	5%	3%	5%	3%
																LM	
Refused	3	1	2	-	2	1	3	-	-	3	-	-	2	-	1	-	-
	*%	*%	*%		*%	*%	*%			*%			*%		1%		

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB3 Page 18  
Jul. 17, 2008  
(Continued)

QB3. How many hours in an average week do you spend reading books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	6.0	6.9	6.3	5.1	6.1	5.5	5.4	6.0	6.7	6.1	5.5	6.1	5.0	4.6	6.0	8.6	6.9
Median	3.0	3.5	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0	3.0	3.0	5.0	5.0	4.0
Standard deviation	7.61	8.51	7.84	6.70	7.67	7.36	7.34	7.97	7.31	7.84	6.70	9.16	6.29	5.45	6.66	9.42	8.09
Standard error	0.21	0.53	0.41	0.37	0.25	0.38	0.34	0.38	0.40	0.25	0.39	0.74	0.27	0.58	0.87	0.52	0.93
Chi-square significance	<-----32.12----->				<-----5.33----->		<-----52.3----->			<-----9.32----->		<-----116.24----->					
	98%*				20%*		100%*			59%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB4 Page 19  
Jul. 17, 2008

QB4. Over the last year, has your time spent reading Canadian books for leisure or interest increased, decreased, or remained about the same?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
3 - Increased	200 13%	10 9%	66 18% BDg	60 10%	18 15%	22 16% b	24 12%	77 11%	123 16% H	18 14%	47 14%	52 13%	76 13%
2 - Remained the same	1,080 72%	87 80% CF	243 66%	424 74% C	90 73%	93 68%	144 74% C	562 77% I	519 67%	80 63%	234 71%	288 71%	455 75% J
1 - Decreased	162 11%	8 8%	44 12%	69 12%	9 8%	14 10%	17 9%	65 9%	97 13% H	25 20% KM	36 11%	52 13% M	44 7%
Don't know	60 4%	3 2%	15 4%	21 4%	5 4%	7 5%	8 4%	29 4%	30 4%	4 3%	13 4%	12 3%	27 4%
Refused	1 *%	-	1 *%	-	-	1 *%	-	-	1 *%	-	-	-	1 *%
Mean	2.0	2.0	2.1	2.0	2.1	2.1	2.0	2.0	2.0	1.9	2.0	2.0	2.1
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.50	0.42	0.55	0.48	0.48	0.52	0.47	0.45	0.54	0.59	0.51	0.52	0.45
Standard error	0.01	0.04	0.03	0.03	0.04	0.04	0.04	0.02	0.02	0.06	0.03	0.03	0.02
Chi-square significance	<-----23.39-----> 73%*							<-----18.9-----> 100%*		<-----24.05-----> 98%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB4 Page 20  
Jul. 17, 2008

QB4. Over the last year, has your time spent reading Canadian books for leisure or interest increased, decreased, or remained about the same?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
3 - Increased	200	36	74	45	138	62	58	78	60	158	42	33	83	24	7	36	12
	13%	13%	17%	11%	12%	19%	11%	15%	15%	13%	13%	17%	12%	21%	10%	12%	12%
			D			E		G	g					MOP			
2 - Remained the same	1,080	215	317	300	863	217	399	377	291	841	240	135	502	69	51	225	71
	72%	74%	71%	73%	74%	66%	73%	72%	71%	72%	73%	70%	73%	60%	70%	75%	71%
					F							N	N			N	
1 - Decreased	162	25	44	49	123	39	63	51	47	124	38	22	79	17	9	18	13
	11%	9%	10%	12%	10%	12%	11%	10%	11%	11%	11%	11%	11%	15%	13%	6%	13%
												P	P	P			P
Don't know	60	12	10	15	47	13	28	20	11	50	9	4	22	4	5	19	3
	4%	4%	2%	4%	4%	4%	5%	4%	3%	4%	3%	2%	3%	4%	7%	6%	3%
							i									LM	
Refused	1	-	-	1	1	1	1	-	1	1	1	-	-	-	-	1	1
	1%			1%	1%	1%	1%		1%	1%	1%					1%	1%
Mean	2.0	2.0	2.1	2.0	2.0	2.1	2.0	2.1	2.0	2.0	2.0	2.1	2.0	2.1	2.0	2.1	2.0
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.50	0.47	0.52	0.49	0.48	0.56	0.48	0.50	0.52	0.50	0.50	0.54	0.49	0.61	0.50	0.44	0.51
Standard error	0.01	0.03	0.03	0.03	0.02	0.03	0.02	0.02	0.03	0.02	0.03	0.04	0.02	0.07	0.06	0.02	0.06
Chi-square significance	<-----10.67----->				<-----12.99----->		<-----10----->			<-----2.8----->		<-----34.2----->					
	78%*				99%*		74%*			41%*		98%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5E Page 21  
Jul. 17, 2008

QB5E. What percent of the books you read or browse are in English?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	191 14%	1 1%	184 56% BDF	3 1%	–	3 2%	–	63 10%	128 18% H	16 13%	43 14%	46 13%	82 15%
Less than 20%	44 3%	–	39 12% D	5 1%	–	–	–	26 4% i	17 2%	2 2%	12 4%	12 3%	18 3%
20% to less than 40%	31 2%	1 1%	23 7% BDF	6 1%	–	1 1%	–	20 3% i	11 1%	3 2%	5 2%	6 2%	16 3%
40% to less than 60%	47 4%	1 1%	31 9% BDEFG	10 2%	1 1%	3 3%	1 1%	30 5% I	17 2%	6 5%	8 3%	13 4%	16 3%
60% to less than 80%	47 4%	1 1%	13 4% BE	25 5% BE	1 1%	–	7 4%	25 4%	22 3%	11 9% 1M	15 5% M	12 3%	9 2%
80% to less than 100%	93 7%	10 10% CF	11 3%	46 9% CF	8 7%	5 4%	14 8% c	36 6%	58 8%	19 15% KLM	21 7%	20 6%	34 6%
100%	880 65%	85 86% Cd	28 8%	403 80% C	96 88% CD	109 88% CD	160 87% CD	418 67%	462 64%	65 52%	188 63% j	240 68% J	366 67% J
Don't know	2 *%	–	1 *%	1 *%	–	–	–	1 *%	1 *%	–	–	–	2 *%
Refused	15 1%	1 1%	1 *%	7 1% c	3 3%	2 2%	1 *%	7 1%	8 1%	2 2%	7 2% 1	2 *%	4 1%
Mean	77.3	97.2 C	21.3	94.2 C	98.6 C	95.0 C	97.4 C	79.2	75.7	76.7	76.3	78.9	77.0

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5E Page 22  
Jul. 17, 2008  
(Continued)

QB5E. What percent of the books you read or browse are in English?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Standard deviation	38.36	12.05	33.26	17.54	6.70	19.13	8.39	36.11	40.15	36.06	38.80	37.44	39.38
Standard error	1.13	1.05	1.68	0.96	0.64	1.65	0.69	1.53	1.63	3.60	2.75	2.23	1.62
Chi-square significance	<-----973.63-----> 100%*							<-----31.02-----> 100%*		<-----50.99-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB5E Page 23  
Jul. 17, 2008

QB5E. What percent of the books you read or browse are in English?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	191	44	63	37	8	183	71	64	54	129	61	22	88	17	11	41	6
	14%	17%	15%	10%	1%	62%	15%	13%	14%	12%	21%	13%	15%	16%	16%	15%	6%
		D	D			E					J		Q	q	q	Q	
Less than 20%	44	11	15	14	6	37	10	19	15	33	11	2	22	7	-	9	2
	3%	4%	4%	4%	1%	13%	2%	4%	4%	3%	4%	1%	4%	6%		3%	2%
						E		g					L	1		1	
20% to less than 40%	31	6	13	7	9	22	8	12	10	28	3	5	14	3	3	5	1
	2%	2%	3%	2%	1%	7%	2%	2%	3%	3%	1%	3%	2%	3%	4%	2%	1%
						E				K							
40% to less than 60%	47	9	13	13	20	28	11	11	23	39	8	6	22	5	-	5	6
	4%	4%	3%	4%	2%	9%	2%	2%	6%	4%	3%	3%	4%	5%		2%	6%
						E			GH				p				
60% to less than 80%	47	4	11	14	36	12	15	19	13	38	9	8	17	15	-	6	-
	4%	2%	3%	4%	3%	4%	3%	4%	3%	4%	3%	5%	3%	14%		2%	
														LMP			
80% to less than 100%	93	13	30	33	86	8	29	24	37	81	12	6	35	14	4	21	12
	7%	5%	7%	9%	8%	3%	6%	5%	10%	8%	4%	3%	6%	13%	6%	8%	13%
			b		F				gH	K				Lm		L	Lm
100%	880	162	260	241	878	3	320	322	233	690	191	123	394	46	49	182	67
	65%	64%	64%	66%	83%	1%	68%	68%	60%	65%	64%	71%	66%	42%	73%	67%	70%
					F		I	I				N	N		N	N	N
Don't know	2	1	-	-	1	1	1	-	-	2	-	-	-	-	-	2	-
	.*%	.*%			.*%	.*%	.*%			.*%						1%	
Refused	15	2	5	6	14	1	7	5	3	14	1	4	8	1	-	1	1
	1%	1%	1%	2%	1%	.*%	1%	1%	1%	1%	.*%	2%	1%	1%		.*%	1%
					F					K			P				
Mean	77.3	73.6	75.5	80.8	95.3	13.3	78.7	77.9	75.4	78.7	72.4	80.5	76.7	68.0	80.3	77.9	86.8
					F												

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5E Page 24  
Jul. 17, 2008  
(Continued)

QB5E. What percent of the books you read or browse are in English?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	90.0	100.0	100.0	100.0
Standard deviation	38.36	41.38	39.70	35.39	15.86	23.99	38.17	38.33	38.56	37.05	42.32	36.20	38.96	39.31	38.51	39.06	29.96
Standard error	1.13	2.75	2.14	2.06	0.55	1.28	1.88	1.91	2.13	1.25	2.55	3.05	1.77	4.28	5.09	2.23	3.50
Chi-square significance	<-----18.05----->				<-----1056.03----->		<-----28.44----->			<-----22.49----->		<-----104.8----->					
	68%*				100%*		97%*			100%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5F Page 25  
Jul. 17, 2008

QB5F. What percent of the books you read or browse are in French?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	948 70%	88 89% C	28 9% C	445 88% C	99 91% C	117 95% bCD	170 92% C	457 73% I	491 68% I	76 61% I	207 69% I	253 72% J	389 71% j
Less than 20%	54 4%	6 6% F	11 3% F	25 5% F	5 4%	1 1%	7 4%	20 3%	35 5%	12 10% KLM	10 3%	14 4%	18 3%
20% to less than 40%	36 3%	2 2%	12 4% EF	15 3%	1 1%	1 1%	4 2%	14 2%	21 3%	9 7% M	9 3% m	12 3% M	5 1%
40% to less than 60%	40 3%	-	30 9% DEFG	6 1%	1 1%	1 1%	2 1%	22 4%	17 2%	4 3%	7 2%	11 3%	14 3%
60% to less than 80%	20 1%	1 1%	17 5% BD	2 *%	-	-	-	14 2% I	6 1%	1 1%	4 1%	5 1%	9 2%
80% to less than 100%	51 4%	1 1%	50 15% B	-	-	-	-	30 5% i	21 3%	4 3%	12 4%	10 3%	25 5%
100%	184 14%	1 1%	180 55% BDF	3 1%	-	1 *%	-	61 10% H	123 17% H	16 13%	40 13%	44 13%	80 15%
Don't know	2 *%	-	1 *%	1 *%	-	-	-	1 *%	1 *%	-	-	-	2 *%
Refused	17 1%	1 1%	1 *%	9 2% C	3 3%	2 2%	1 *%	7 1%	10 1%	2 2%	9 3% Lm	2 *%	4 1%
Mean	20.6	2.4	77.7 BDEFG	2.4	1.3	1.1	1.4	18.3	22.6	19.8	20.5	19.1	21.8

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5F Page 26  
Jul. 17, 2008  
(Continued)

QB5F. What percent of the books you read or browse are in French?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	37.70	11.89	34.08	10.82	6.67	8.26	6.13	35.29	39.58	35.59	37.80	36.42	39.07
Standard error	1.11	1.04	1.72	0.60	0.64	0.71	0.51	1.50	1.61	3.55	2.69	2.17	1.61
Chi-square significance	<-----1042.85-----> 100%*						<-----27.74-----> 100%*		<-----50.46-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5F Page 27  
Jul. 17, 2008

QB5F. What percent of the books you read or browse are in French?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	948	176	279	260	945	3	337	343	260	751	197	129	428	57	50	192	72
	70%	70%	68%	71%	89%	1%	71%	72%	67%	71%	66%	74%	71%	52%	74%	71%	76%
					F							N	N		N	N	N
Less than 20%	54	4	21	18	48	7	20	15	18	47	7	4	20	7	3	12	7
	4%	2%	5%	5%	5%	2%	4%	3%	5%	4%	2%	3%	3%	7%	4%	5%	7%
			B	B	F					k							
20% to less than 40%	36	2	8	17	25	11	12	10	14	30	6	5	12	11	1	3	2
	3%	1%	2%	5%	2%	4%	3%	2%	4%	3%	2%	3%	2%	10%	1%	1%	2%
				Bc										LMOPQ			
40% to less than 60%	40	7	11	10	12	27	10	10	18	28	11	5	16	6	-	6	4
	3%	3%	3%	3%	1%	9%	2%	2%	5%	3%	4%	3%	3%	6%		2%	4%
						E			gh								
60% to less than 80%	20	3	8	4	3	17	1	9	9	17	3	3	10	2	1	4	1
	1%	1%	2%	1%	3%	6%	3%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%
					*	E		G	G								
80% to less than 100%	51	14	18	14	2	49	11	24	16	38	12	5	21	8	-	13	3
	4%	6%	4%	4%	3%	17%	2%	5%	4%	4%	4%	3%	3%	8%		5%	3%
					*	E		G									
100%	184	43	58	36	5	179	70	61	51	125	60	21	86	15	11	39	6
	14%	17%	14%	10%	3%	61%	15%	13%	13%	12%	20%	12%	14%	14%	16%	14%	6%
		D	d		*	E				J		Q	q	q	q	Q	
Don't know	2	1	-	-	1	1	1	-	-	2	-	-	-	-	-	2	-
	3%	3%			3%	3%	3%			3%						1%	
Refused	17	2	5	6	16	1	9	5	3	16	1	4	8	1	2	1	1
	1%	1%	1%	2%	2%	3%	2%	1%	1%	2%	3%	2%	1%	1%	3%	3%	1%
					F					K			P				
Mean	20.6	24.8	21.8	17.2	2.3	85.9	19.4	20.4	21.9	18.7	27.1	17.8	20.9	27.8	18.0	21.2	12.6
						E											

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB5F Page 28  
Jul. 17, 2008  
(Continued)

QB5F. What percent of the books you read or browse are in French?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	0.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	37.70	41.26	38.66	34.21	10.66	24.74	37.52	37.87	37.64	36.14	42.11	35.45	38.27	39.11	37.91	38.76	29.75
Standard error	1.11	2.74	2.08	1.99	0.37	1.32	1.85	1.89	2.08	1.22	2.54	2.98	1.74	4.26	5.03	2.21	3.47
Chi-square significance	<-----27.28----->				<-----1142.73----->		<-----26.06----->			<-----20.64----->		<-----71.33----->					
	96%*				100%*		95%*			99%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB50 Page 29  
Jul. 17, 2008

QB50. What percent of the books you read or browse are in other languages?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	1,226 91%	95 95%	307 93%	441 87%	101 93%	112 91%	170 93%	565 90%	661 91%	103 84%	257 86%	329 94%	506 93%
		D	D		d		D					JK	JK
Less than 20%	52 4%	3 3%	14 4%	22 4%	5 5%	2 2%	5 3%	22 3%	30 4%	6 5%	13 4%	9 3%	23 4%
				f									
20% to less than 40%	26 2%	1 1%	5 1%	13 3%	-	-	7 4%	16 3%	10 1%	9 7%	9 3%	3 1%	5 1%
							b			LM	m		
40% to less than 60%	10 1%	-	2 *%	6 1%	-	1 1%	-	7 1%	3 *%	-	4 1%	3 1%	2 *%
60% to less than 80%	8 1%	-	1 *%	5 1%	-	2 1%	-	3 1%	5 1%	2 1%	3 1%	-	2 *%
80% to less than 100%	8 1%	-	-	8 2%	-	1 *%	-	4 1%	4 1%	1 1%	2 1%	3 1%	2 *%
100%	3 *%	-	-	-	-	3 2%	-	1 *%	2 *%	-	2 1%	1 *%	-
Don't know	2 *%	-	1 *%	1 *%	-	-	-	1 *%	1 *%	-	-	-	2 *%
Refused	17 1%	1 1%	1 *%	9 2%	3 3%	2 2%	1 *%	7 1%	10 1%	2 2%	9 3%	2 *%	4 1%
				C							Lm		
Mean	2.1	0.4	1.0	3.4	0.1	4.0	1.3	2.5	1.7	3.5	3.3	2.0	1.2
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	10.76	2.37	5.68	14.12	0.72	17.50	5.29	11.38	10.18	11.53	13.73	11.82	7.50
Standard error	0.32	0.21	0.29	0.78	0.07	1.51	0.44	0.48	0.41	1.15	0.98	0.71	0.31
Chi-square significance		<-----71.72----->						<-----6.09----->		<-----55.32----->			
		100%*						36%*		100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB50 Page 30  
Jul. 17, 2008

QB50. What percent of the books you read or browse are in other languages?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	1,226	233	371	328	950	276	434	442	340	942	284	162	549	85	61	248	87
	91%	92%	91%	90%	90%	94%	92%	93%	87%	89%	96%	93%	92%	79%	92%	92%	91%
						E	I	I			J	N	N		N	N	N
Less than 20%	52	9	14	21	40	11	9	14	27	43	9	2	17	9	2	16	6
	4%	4%	3%	6%	4%	4%	2%	3%	7%	4%	3%	1%	3%	8%	2%	6%	6%
									GH					Im		LM	1
20% to less than 40%	26	2	9	2	22	4	12	6	7	25	1	3	8	11	-	3	1
	2%	1%	2%	*%	2%	1%	2%	1%	2%	2%	*%	2%	1%	10%		1%	1%
			D							K				LMPQ			
40% to less than 60%	10	4	1	1	10	-	-	5	4	9	1	1	8	-	-	1	-
	1%	2%	*%	*%	1%			1%	1%	1%	*%	*%	1%			*%	
60% to less than 80%	8	-	4	4	7	1	4	1	4	7	1	3	3	-	2	-	-
	1%		1%	1%	1%	*%	1%	*%	1%	1%	*%	2%	1%		3%		
80% to less than 100%	8	2	3	3	8	-	3	2	3	8	-	-	6	-	-	1	-
	1%	1%	1%	1%	1%		1%	*%	1%	1%			1%			*%	
100%	3	-	3	-	3	-	1	2	-	3	-	-	1	2	-	-	-
	*%		1%		*%		*%	*%		*%			*%	2%			
Don't know	2	1	-	-	1	1	1	-	-	2	-	-	-	-	-	2	-
	*%	*%			*%	*%	*%			*%						1%	
Refused	17	2	5	6	16	1	9	5	3	16	1	4	8	1	2	1	1
	1%	1%	1%	2%	2%	*%	2%	1%	1%	2%	*%	2%	1%	1%	3%	*%	1%
					F					K			P				
Mean	2.1	1.6	2.7	2.1	2.5	0.8	2.0	1.7	2.7	2.6	0.5	1.8	2.5	4.3	2.3	0.8	0.5
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	10.76	8.96	13.13	11.51	11.89	4.73	10.89	9.51	12.06	11.92	4.45	8.96	12.03	14.07	12.79	4.99	2.76

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



Table QB50 Page 31  
Jul. 17, 2008  
(Continued)

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard error	0.32	0.60	0.71	0.67	0.41	0.25	0.54	0.47	0.67	0.40	0.27	0.75	0.55	1.53	1.70	0.28	0.32
Chi-square significance	<-----25.51----->				<-----10.35----->		<-----33.29----->			<-----14.69----->		<-----103.48----->					
	94%*				76%*		99%*			93%*		100%*					

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB502 Page 32  
Jul. 17, 2008

QB502. What was the other language that you read in?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	106 100%	4 100%	21 100%	55 100%	5 100%	8 100%	13 100%	53 100%	53 100%	18 100%	32 100%	20 100%	34 100%
Unweighted 'N'	92	5	26	37	5	9	10	52	40	14	22	17	38
Spanish	25 24%	-	8 36%	12 23%	2 31%	2 20%	2 14%	6 11%	19 36% H	4 24%	9 28%	4 21%	7 22%
German	16 15%	1 14%	2 7%	8 15%	1 20%	1 13%	4 28%	7 14%	9 16%	1 8%	3 8%	2 8%	10 30% JKL
Chinese	11 10%	-	1 4%	6 12%	1 17%	1 12%	2 15%	7 14%	4 7%	4 25% m	2 6%	3 13%	1 3%
Russian	4 4%	1 21%	-	3 6%	-	-	-	4 8%	-	2 10%	1 2%	2 8%	-
Hebrew	4 4%	-	1 4%	2 3%	2 31%	-	-	3 5%	2 3%	2 10%	2 5%	-	1 2%
Arabic	4 3%	-	-	4 7%	-	-	-	-	4 7%	-	2 6%	-	2 5%
Japanese	4 3%	1 22%	1 4%	-	-	-	2 15%	3 5%	1 2%	-	2 6%	1 4%	1 2%
Hindi	3 3%	-	-	3 6%	-	-	-	-	3 6%	-	2 6%	-	1 3%
Dutch	3 3%	-	-	3 5%	-	-	-	-	3 5%	-	-	2 8%	1 3%
Danish	3 2%	-	-	1 2%	-	-	2 13%	3 5%	-	-	-	-	3 8%
Korean	3 2%	1 21%	-	2 3%	-	-	-	3 5%	-	3 15%	-	-	-
Punjabi	3 2%	-	1 4%	2 3%	-	-	-	3 5%	-	-	3 8%	-	-
Italian	2 2%	-	2 12%	-	-	-	-	2 3%	1 2%	-	-	2 8%	1 2%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB502 Page 33  
Jul. 17, 2008  
(Continued)

QB502. What was the other language that you read in?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Persian	2 2%	1 21%	1 3%	1 2%	-	-	-	2 5%	-	2 9%	1 2%	-	-
Latin	2 2%	-	1 4%	1 2%	-	-	-	-	2 4%	-	-	1 4%	1 3%
Romanian	2 2%	-	2 9%	-	-	-	-	1 2%	1 2%	-	1 3%	1 4%	-
Polish	1 1%	-	1 3%	-	-	1 6%	-	1 1%	1 1%	-	-	-	1 4%
Urdu	1 1%	-	-	-	-	1 11%	-	1 2%	-	-	-	1 4%	-
Other	13 12%	-	2 8%	6 11%	-	3 37%	2 15%	8 15%	5 9%	-	6 19%	3 17%	3 10%
Refused	1 1%	-	1 4%	-	-	-	-	1 1%	-	-	-	-	1 2%
Chi-square significance		<-----106.31----->						<-----38.19----->		<-----78.69----->			
		99%*						99%*		97%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB502 Page 34  
Jul. 17, 2008

QB502. What was the other language that you read in?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	106 100%	17 100%	33 100%	30 100%	89 100%	16 100%	28 100%	29 100%	45 100%	94 100%	12 100%	9 100%	43 100%	22 100%	3 100%	20 100%	7 100%
Unweighted 'N'	92	15	28	26	72	20	25	23	41	81	11	8	36	16	3	23	5
Spanish	25 24%	4 23%	6 19%	11 36%	18 20%	7 41% e	5 18%	6 21%	13 29%	19 20%	6 48% j	2 27%	4 10%	9 44% M	-	6 28% m	2 22%
German	16 15%	3 17%	5 14%	3 10%	14 16%	2 10%	7 23%	4 15%	5 11%	13 13%	3 28%	1 12%	5 11%	1 4%	3 76% LMNpq	5 26% N	1 19%
Chinese	11 10%	-	4 12%	2 6%	10 11%	1 5%	4 16%	2 6%	5 10%	11 12%	-	-	6 15%	4 17%	-	1 5%	-
Russian	4 4%	2 10%	2 5%	1 3%	4 5%	-	2 6%	-	2 5%	4 5%	-	-	2 6%	2 8%	-	-	-
Hebrew	4 4%	-	1 2%	3 11%	3 4%	1 5%	2 6%	2 6%	1 2%	4 5%	-	-	2 4%	2 8%	-	1 4%	-
Arabic	4 3%	2 10%	2 6%	-	4 4%	-	-	2 6%	2 4%	4 4%	-	-	4 8%	-	-	-	-
Japanese	4 3%	-	1 3%	-	4 4%	-	-	3 9%	1 2%	4 4%	-	1 9%	-	2 9%	1 24%	-	-
Hindi	3 3%	2 11%	-	1 4%	3 3%	-	-	2 7%	1 2%	3 3%	-	-	3 7%	-	-	-	-
Dutch	3 3%	1 7%	-	-	3 3%	-	-	2 6%	-	3 3%	-	-	2 4%	-	-	1 5%	-
Danish	3 2%	1 5%	-	1 3%	3 3%	-	-	-	3 6%	3 3%	-	-	1 2%	-	-	2 9%	-
Korean	3 2%	-	-	3 9%	3 3%	-	2 6%	-	-	3 3%	-	2 21%	-	1 4%	-	-	-
Punjabi	3 2%	1 5%	2 5%	-	3 3%	-	3 9%	-	-	3 3%	-	1 9%	2 4%	-	-	-	-

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB502 Page 35  
Jul. 17, 2008  
(Continued)

QB502. What was the other language that you read in?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Italian	2 2%	-	-	2 5%	1 1%	2 10%	-	1 3%	2 4%	2 2%	1 7%	-	2 4%	-	-	1 4%	-
Persian	2 2%	1 5%	1 3%	-	2 2%	1 4%	2 8%	-	-	2 2%	1 7%	1 9%	-	1 3%	-	-	1 13%
Latin	2 2%	-	2 6%	-	1 1%	1 5%	-	-	2 4%	2 2%	-	-	1 2%	-	-	1 5%	-
Romanian	2 2%	-	2 6%	-	1 1%	1 7%	-	-	2 4%	1 1%	1 9%	1 13%	1 2%	-	-	-	-
Polish	1 1%	1 7%	-	-	1 1%	1 4%	-	1 4%	-	1 1%	-	-	1 1%	-	-	1 3%	-
Urdu	1 1%	-	1 3%	-	1 1%	-	1 3%	-	-	1 1%	-	-	1 2%	-	-	-	-
Other	13 12%	-	4 14%	4 13%	12 13%	1 5%	1 3%	5 18%	7 15%	13 14%	-	-	8 18%	1 4%	-	1 5%	3 46% np
Refused	1 1%	-	1 2%	-	-	1 5%	-	-	1 2%	1 1%	-	-	-	-	-	1 4%	-
Chi-square significance	<-----47.43-----> 86%*				<-----23.79-----> 80%*		<-----55.96-----> 97%*			<-----18.9-----> 54%*		<-----106.58-----> 80%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6A Page 36  
Jul. 17, 2008

QB6A. Of all the books that you have read in the past year, what percentage were borrowed from a friend, colleague or other individual?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	647 48%	44 44%	173 52%	248 49%	49 45%	57 46%	76 42%	335 54%	312 43%	56 45%	146 49%	176 50%	255 47%
			G					I					
Less than 20%	274 20%	21 22%	54 16%	110 22%	26 24%	23 18%	39 21%	110 18%	163 23%	25 20%	52 17%	68 19%	124 23%
				c					H				k
20% to less than 40%	155 11%	6 6%	39 12%	42 8%	15 14%	21 17%	32 17%	61 10%	94 13%	16 13%	41 14%	42 12%	52 10%
			Bd		b		BD		h				
40% to less than 60%	135 10%	17 17%	30 9%	46 9%	10 9%	12 9%	20 11%	59 9%	76 10%	12 10%	31 10%	37 11%	53 10%
			CDef										
60% to less than 80%	37 3%	2 2%	10 3%	17 3%	1 1%	3 2%	3 2%	14 2%	22 3%	2 2%	3 1%	10 3%	20 4%
												k	K
80% to less than 100%	36 3%	3 3%	7 2%	12 2%	3 3%	4 3%	6 3%	9 1%	27 4%	-	11 4%	8 2%	14 3%
									H				
100%	33 2%	3 3%	7 2%	18 3%	1 1%	2 2%	2 1%	17 3%	16 2%	9 7%	4 1%	5 1%	16 3%
				eg						KL			
Don't know	15 1%	2 2%	4 1%	4 1%	1 1%	1 *	3 2%	11 2%	4 1%	1 1%	2 1%	3 1%	6 1%
								i					
Refused	20 1%	1 1%	4 1%	9 2%	3 3%	2 2%	1 *	10 2%	10 1%	4 3%	9 3%	2 *	5 1%
											L		
Mean	16.3	19.3	15.5	16.4	14.7	15.9	16.8	14.4	17.8	18.3	15.3	15.1	16.9

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6A Page 37  
Jul. 17, 2008  
(Continued)

QB6A. Of all the books that you have read in the past year, what percentage were borrowed from a friend, colleague or other individual?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	1.0	5.0	0.0	0.0	5.0	2.0	5.0	0.0	5.0	5.0	0.0	0.0	2.0
Standard deviation	25.61	27.45	25.15	27.21	22.54	23.82	23.87	24.62	26.35	28.50	24.45	24.02	26.37
Standard error	0.76	2.43	1.28	1.50	2.16	2.06	1.99	1.06	1.08	2.89	1.75	1.44	1.09
Chi-square significance	<-----43.21-----> 66%*						<-----26.63-----> 100%*		<-----41.53-----> 99%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6A Page 38  
Jul. 17, 2008

QB6A. Of all the books that you have read in the past year, what percentage were borrowed from a friend, colleague or other individual?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	647	130	196	171	495	152	236	225	180	510	137	82	288	45	37	132	43
	48%	52%	48%	47%	47%	52%	50%	47%	46%	48%	46%	47%	48%	41%	55%	49%	45%
															n		
Less than 20%	274	57	89	72	225	49	74	93	103	219	55	27	115	25	14	69	19
	20%	22%	22%	20%	21%	17%	16%	20%	27%	21%	18%	16%	19%	23%	21%	25%	20%
					f				GH							LM	
20% to less than 40%	155	22	54	51	118	36	46	51	57	127	28	28	72	16	7	18	14
	11%	9%	13%	14%	11%	12%	10%	11%	15%	12%	9%	16%	12%	14%	10%	7%	15%
			b	B					G			P	P	p			P
40% to less than 60%	135	17	35	41	108	27	49	59	25	96	39	17	66	13	3	24	7
	10%	7%	8%	11%	10%	9%	10%	12%	6%	9%	13%	10%	11%	12%	4%	9%	8%
			b	i			i	I			j		O	o			
60% to less than 80%	37	10	10	7	29	7	14	13	8	28	9	6	12	3	2	9	3
	3%	4%	2%	2%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	3%
80% to less than 100%	36	8	7	7	29	7	14	16	6	22	14	4	19	-	2	7	3
	3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	5%	2%	3%		2%	3%	4%
											J						
100%	33	5	9	9	26	7	19	9	5	25	8	4	14	4	-	9	2
	2%	2%	2%	3%	2%	3%	4%	2%	1%	2%	3%	2%	2%	4%		3%	2%
							hI										
Don't know	15	2	3	-	10	4	11	3	2	10	5	2	2	1	2	3	2
	1%	1%	1%		1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%
							HI										
Refused	20	2	6	6	16	4	9	8	3	18	2	4	11	2	1	1	1
	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%	1%
												P	P				
Mean	16.3	15.0	14.6	16.2	16.5	15.5	18.0	17.3	13.0	15.3	19.5	17.0	16.6	17.5	10.6	16.2	16.7

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB6A Page 39  
Jul. 17, 2008  
(Continued)

QB6A. Of all the books that you have read in the past year, what percentage were borrowed from a friend, colleague or other individual?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	1.0	0.0	1.0	1.0	2.0	0.0	0.0	2.0	5.0	1.0	3.0	1.0	1.0	10.0	0.0	1.0	5.0
Standard deviation	25.61	25.59	23.72	24.64	25.73	25.24	28.37	26.34	20.63	24.66	28.54	25.73	25.80	24.97	19.74	26.91	25.87
Standard error	0.76	1.70	1.29	1.43	0.89	1.36	1.42	1.32	1.14	0.83	1.75	2.19	1.18	2.76	2.69	1.54	3.06
Chi-square significance	<-----17.8----->				<-----5.13----->		<-----47.25----->			<-----16.04----->		<-----44.4----->					
	66%*				26%*		100%*			96%*		71%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6B Page 40  
Jul. 17, 2008

QB6B. Of all the books that you have read in the past year, what percentage were borrowed from a library?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	745 55%	65 65% cDEG	187 57% E	277 55% E	46 42%	72 58% E	98 54% e	361 58% i	383 53%	51 41%	175 59% J	211 60% JM	289 53% J
Less than 20%	128 9%	8 8%	24 7%	51 10%	18 17% BCdfG	12 10%	14 7%	55 9%	72 10%	13 10%	37 12% L	21 6%	54 10% L
20% to less than 40%	119 9%	9 9%	24 7%	53 10%	8 7%	9 7%	15 8%	50 8%	69 10%	17 14%	24 8%	29 8%	45 8%
40% to less than 60%	119 9%	4 4%	23 7%	50 10% B	12 11% b	11 9%	20 11% B	63 10%	56 8%	19 15% M	28 9%	31 9%	39 7%
60% to less than 80%	62 5%	5 5%	18 5%	15 3%	9 8% d	6 5%	10 6%	25 4%	37 5%	5 4%	7 2%	19 5%	30 6% K
80% to less than 100%	90 7%	6 6%	23 7%	33 7%	9 8%	7 5%	13 7%	29 5%	61 8% H	5 4%	10 3%	25 7% k	48 9% jK
100%	57 4%	1 1%	24 7% BDeF	17 3% B	4 3%	4 3%	8 5% B	26 4%	30 4%	8 7% k	6 2%	12 4%	28 5% K
Don't know	10 1%	1 1%	3 1%	2 *%	1 1%	1 *%	3 2%	6 1%	4 1%	1 *%	2 1%	1 *%	5 1%
Refused	21 2%	1 1%	5 2%	9 2%	3 3%	2 2%	1 *%	10 2%	12 2%	4 4%	9 3% L	2 *%	6 1%
Mean	20.7	14.3	23.0	19.4	25.0	18.0	22.9	18.9	22.3	25.4	15.0	20.2	23.3
Median	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6B Page 41  
Jul. 17, 2008  
(Continued)

QB6B. Of all the books that you have read in the past year, what percentage were borrowed from a library?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard deviation	31.79	27.14	34.70	30.32	33.12	29.80	32.64	30.34	32.93	32.37	26.35	31.67	34.04
Standard error	0.94	2.39	1.77	1.67	3.17	2.58	2.73	1.30	1.35	3.28	1.88	1.89	1.41
Chi-square significance	<-----49.29-----> 85%*						<-----14.61-----> 93%*		<-----57.27-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6B Page 42  
Jul. 17, 2008

QB6B. Of all the books that you have read in the past year, what percentage were borrowed from a library?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	745	143	207	219	582	163	274	267	196	567	178	75	367	55	33	147	48
	55%	56%	51%	60%	55%	56%	58%	56%	50%	54%	60%	43%	61%	51%	49%	54%	50%
				C			I				j		Lnopq			L	
Less than 20%	128	20	49	29	107	20	39	48	40	99	29	18	45	10	10	30	13
	9%	8%	12%	8%	10%	7%	8%	10%	10%	9%	10%	10%	8%	10%	14%	11%	13%
				f												m	
20% to less than 40%	119	23	38	29	96	23	41	43	34	96	23	24	49	18	7	15	4
	9%	9%	9%	8%	9%	8%	9%	9%	9%	9%	8%	14%	8%	17%	11%	5%	4%
												mPQ	q	MPQ			
40% to less than 60%	119	26	47	24	100	20	44	41	33	98	21	22	41	10	7	16	18
	9%	10%	12%	7%	9%	7%	9%	9%	9%	9%	7%	13%	7%	9%	10%	6%	19%
			D		f							MP					MnP
60% to less than 80%	62	9	19	21	46	16	15	22	26	53	9	10	26	6	2	15	3
	5%	4%	5%	6%	4%	5%	3%	5%	7%	5%	3%	6%	4%	5%	3%	6%	3%
							G										
80% to less than 100%	90	18	23	20	68	22	28	28	35	71	19	14	34	3	3	30	5
	7%	7%	6%	6%	6%	7%	6%	6%	9%	7%	6%	8%	6%	2%	5%	11%	6%
												n				MNoq	
100%	57	10	17	14	34	23	19	17	19	43	13	7	24	3	2	15	4
	4%	4%	4%	4%	3%	8%	4%	4%	5%	4%	5%	4%	4%	2%	3%	6%	4%
					E												
Don't know	10	1	3	1	8	2	5	3	2	7	2	-	4	1	2	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	3%	1%	
Refused	21	2	6	7	16	5	9	8	3	19	2	4	11	3	1	1	1
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	3%	1%	1%	1%
													p				
Mean	20.7	20.6	21.5	18.8	19.8	24.2	19.0	19.3	24.6	21.3	18.8	25.7	17.9	18.2	18.8	24.5	22.0

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6B Page 43  
Jul. 17, 2008  
(Continued)

QB6B. Of all the books that you have read in the past year, what percentage were borrowed from a library?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	31.79	31.68	30.99	31.18	30.68	35.36	31.05	30.51	33.94	31.83	31.65	32.47	30.42	26.91	28.71	35.87	31.55
Standard error	0.94	2.10	1.68	1.82	1.06	1.91	1.54	1.53	1.88	1.08	1.92	2.74	1.39	2.98	3.91	2.05	3.68
Chi-square significance	<-----17.13----->				<-----16.84----->		<-----17.74----->			<-----6.95----->		<-----86.39----->					
	62%*				97%*		66%*			46%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6C Page 44  
Jul. 17, 2008

QB6C. Of all the books that you have read in the past year, what percentage were purchased new?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	346 26%	27 28% F	89 27% F	139 27% F	28 26% f	20 17%	41 23%	163 26%	183 25%	41 33% KL	60 20%	71 20%	159 29% KL
Less than 20%	191 14%	14 14%	31 10%	75 15% C	23 21% C	19 15% c	27 15%	69 11%	121 17% H	17 14%	31 10%	45 13%	92 17% KL
20% to less than 40%	182 13%	17 17% d	40 12%	55 11%	19 17%	21 17% d	31 17% d	77 12%	105 14%	19 16%	40 13%	50 14%	70 13%
40% to less than 60%	211 16%	14 14%	54 16%	75 15%	14 13%	27 22% bde	27 15%	107 17%	104 14%	21 17%	51 17%	56 16%	80 15%
60% to less than 80%	115 9%	5 5%	26 8%	50 10% be	6 5%	8 6%	20 11% be	47 8%	68 9%	5 4%	32 11% J	40 11% JM	38 7%
80% to less than 100%	126 9%	9 9%	35 11%	44 9%	8 7%	11 9%	18 10%	64 10%	62 8%	4 4%	40 13% Jm	34 10% J	44 8% J
100%	149 11%	10 10%	48 14% EG	57 11% e	7 6%	14 12%	14 7%	84 13% I	65 9%	11 9%	35 12%	52 15% M	50 9%
Don't know	8 1%	2 2%	2 1%	—	1 1%	—	3 2%	5 1%	3 *%	1 *%	—	2 1%	5 1%
Refused	23 2%	1 1%	4 1%	10 2% g	3 3%	3 2%	1 *%	10 2% 2%	13 2% 2%	4 3%	11 4% Lm	2 *%	7 1%
Mean	38.0	34.4	41.7	37.9	29.1	40.9	37.2	40.6	35.8	29.5	44.5	44.2	33.3
Median	25.0	25.0	40.0	25.0	20.0	40.0	25.0	33.0	25.0	20.0	45.0	40.0	20.0

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6C Page 45  
Jul. 17, 2008  
(Continued)

QB6C. Of all the books that you have read in the past year, what percentage were purchased new?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard deviation	36.28	35.27	37.88	36.81	32.71	34.82	34.62	37.30	35.25	33.50	36.05	37.13	35.36
Standard error	1.07	3.12	1.92	2.03	3.14	3.02	2.89	1.59	1.44	3.38	2.58	2.22	1.47
Chi-square significance	<-----56.6-----> 96%*						<-----19.64-----> 99%*		<-----60.55-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6C Page 46  
Jul. 17, 2008

QB6C. Of all the books that you have read in the past year, what percentage were purchased new?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	346	71	87	68	265	81	157	114	70	263	83	47	130	26	20	94	21
	26%	28%	21%	19%	25%	28%	33%	24%	18%	25%	28%	27%	22%	24%	29%	35%	22%
		cD					HI	I								LMNQ	
Less than 20%	191	38	70	45	162	28	58	64	66	141	49	34	72	7	9	48	16
	14%	15%	17%	12%	15%	10%	12%	14%	17%	13%	17%	19%	12%	7%	13%	18%	17%
			d		F				g			MN	n			MN	N
20% to less than 40%	182	41	48	52	149	33	49	66	64	142	40	22	79	21	8	32	16
	13%	16%	12%	14%	14%	11%	10%	14%	17%	13%	13%	12%	13%	19%	12%	12%	17%
								G									
40% to less than 60%	211	33	72	57	165	46	70	81	59	171	40	30	104	16	6	34	14
	16%	13%	18%	16%	16%	16%	15%	17%	15%	16%	13%	17%	17%	15%	10%	13%	14%
													op				
60% to less than 80%	115	23	39	34	93	22	29	42	44	92	23	7	55	10	10	22	12
	9%	9%	10%	9%	9%	8%	6%	9%	11%	9%	8%	4%	9%	9%	15%	8%	12%
								G					L		L	1	L
80% to less than 100%	126	17	43	41	93	33	32	45	47	99	27	12	71	10	8	20	1
	9%	7%	10%	11%	9%	11%	7%	9%	12%	9%	9%	7%	12%	9%	13%	7%	1%
			b	b					G			Q	1PQ	Q	Q	Q	
100%	149	26	41	61	105	44	60	55	34	120	29	18	78	15	3	18	12
	11%	10%	10%	17%	10%	15%	13%	12%	9%	11%	10%	10%	13%	14%	5%	7%	13%
				BC		E	i						OP	Op			o
Don't know	8	-	2	1	6	2	5	1	2	4	4	1	1	1	2	1	-
	1%		1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	3%	*%	
							h										
Refused	23	4	7	6	18	4	11	8	3	21	2	4	11	2	1	2	3
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%	3%
							i			k							

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB6C Page 47  
Jul. 17, 2008  
(Continued)

QB6C. Of all the books that you have read in the past year, what percentage were purchased new?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	38.0	34.1	39.6	46.3	37.0	41.8	34.9	39.4	40.5	38.9	34.9	32.9	43.0	42.5	36.0	29.3	36.5
Median	25.0	25.0	33.0	50.0	25.0	40.0	20.0	30.0	31.0	30.0	20.0	20.0	40.0	35.0	25.0	10.0	25.0
Standard deviation	36.28	35.37	35.58	37.39	35.67	38.23	37.37	36.32	34.86	36.34	35.96	35.00	36.88	37.01	36.08	34.03	34.57
Standard error	1.07	2.35	1.93	2.18	1.24	2.06	1.86	1.82	1.93	1.23	2.19	2.96	1.68	4.07	4.91	1.95	4.06
Chi-square significance	<-----27.24----->				<-----14.22----->		<-----53.58----->			<-----8.72----->		<-----84.77----->					
	96%*				92%*		100%*			63%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6D Page 48  
Jul. 17, 2008

QB6D. Of all the books that you have read in the past year, what percentage were purchased used?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	938 69%	62 62%	260 79% BDEFG	334 66%	74 67%	87 71%	123 67%	451 72% i	487 67%	96 78% kM	206 69%	249 71%	365 67%
Less than 20%	190 14%	14 14%	32 10%	85 17% C	17 15%	16 13%	27 15%	75 12%	115 16% h	13 11%	38 13%	46 13%	87 16%
20% to less than 40%	91 7%	11 11% C	14 4%	34 7%	7 7%	8 7%	17 9% C	41 7%	50 7%	4 3%	24 8% J	30 9% J	33 6%
40% to less than 60%	49 4%	8 8% CEG	6 2%	26 5% CEG	1 1%	6 5% eg	2 1%	22 3%	27 4%	4 3%	11 4%	12 3%	22 4%
60% to less than 80%	20 2%	-	5 2%	4 1%	3 3%	2 1%	6 3%	8 1%	13 2%	2 1%	5 2%	4 1%	8 1%
80% to less than 100%	19 1%	1 1%	3 1%	7 1%	4 3%	1 1%	4 2%	5 1%	14 2% h	-	4 1%	3 1%	12 2%
100%	11 1%	1 1%	3 1%	5 1%	-	1 *%	1 1%	7 1%	4 *%	-	1 *%	2 1%	7 1%
Don't know	11 1%	2 2%	3 1%	2 *%	1 1%	1 *%	3 2%	8 1%	3 *%	1 *%	3 1%	2 1%	5 1%
Refused	20 2%	1 1%	4 1%	9 2%	3 3%	2 2%	1 *%	9 1%	12 2%	4 4%	8 3% l	2 *%	6 1%
Mean	7.9	9.8	5.8	8.5	8.6	7.5	8.9	7.2	8.5	4.1	8.0	7.1	9.2
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	18.66	17.99	17.09	19.00	21.00	17.40	19.99	17.95	19.24	12.19	18.28	16.49	21.11

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6D Page 49  
Jul. 17, 2008  
(Continued)

QB6D. Of all the books that you have read in the past year, what percentage were purchased used?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region						Gender		Age				
Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Standard error	0.55	1.59	0.87	1.05	2.02	1.51	1.67	0.77	0.79	1.24	1.31	0.99	0.88
Chi-square significance	<-----60.8-----> 98%*						<-----12.67-----> 88%*		<-----29.48-----> 80%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6D Page 50  
Jul. 17, 2008

QB6D. Of all the books that you have read in the past year, what percentage were purchased used?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	938	163	270	273	706	232	345	330	254	739	199	120	418	75	41	185	72
	69%	65%	66%	75%	67%	79%	73%	69%	65%	70%	67%	69%	70%	69%	62%	68%	76%
				BC		E	I										o
Less than 20%	190	41	68	46	163	27	54	57	80	142	48	28	90	14	5	42	9
	14%	16%	17%	13%	15%	9%	11%	12%	20%	13%	16%	16%	15%	13%	7%	16%	10%
				F					GH			o	o			O	
20% to less than 40%	91	20	31	20	80	11	21	41	29	70	21	12	40	6	10	15	7
	7%	8%	8%	6%	8%	4%	4%	9%	7%	7%	7%	7%	7%	6%	14%	5%	7%
				F			G	g							P		
40% to less than 60%	49	10	18	13	43	6	19	19	10	38	11	3	20	8	5	12	1
	4%	4%	4%	4%	4%	2%	4%	4%	3%	4%	4%	2%	3%	8%	7%	4%	1%
				f									q	1Q	q	1Q	
60% to less than 80%	20	4	9	2	16	4	7	9	3	14	7	4	9	1	1	2	2
	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	3%
				D													
80% to less than 100%	19	6	4	1	16	3	7	6	6	15	4	1	7	-	3	8	-
	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%		4%	3%	
		D		*								*				Im	
100%	11	6	1	2	8	3	6	3	2	10	1	2	1	-	-	4	2
	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%			1%	2%
		Cd		*							*		*			m	
Don't know	11	-	3	1	8	3	6	3	2	7	4	1	4	1	2	1	-
	1%		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%	
				*												*	
Refused	20	2	6	7	16	4	9	8	3	19	1	4	10	3	1	1	1
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	1%
										K			p			*	
Mean	7.9	11.1	8.0	5.2	8.5	5.8	7.7	8.4	7.3	7.8	8.3	7.2	7.0	7.2	11.9	9.5	7.3

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6D Page 51  
Jul. 17, 2008  
(Continued)

QB6D. Of all the books that you have read in the past year, what percentage were purchased used?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	18.66	23.62	17.36	13.69	18.96	17.38	19.70	18.72	16.76	18.87	17.89	17.89	16.62	15.97	21.62	21.96	19.62
Standard error	0.55	1.57	0.94	0.80	0.66	0.94	0.98	0.94	0.93	0.64	1.09	1.52	0.76	1.77	2.94	1.26	2.29
Chi-square significance	<-----30.75----->				<-----18.67----->		<-----31.78----->			<-----8.71----->		<-----59.1----->					
	99%*				98%*		99%*			63%*		97%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6E Page 52  
Jul. 17, 2008

QB6E. Of all the books that you have read in the past year, what percentage were received as a gift?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	832 62%	61 61%	224 68% DEF	297 59%	58 53%	73 59%	119 65% E	410 66% I	422 58%	74 60%	175 59%	241 69% jKM	327 60%
Less than 20%	286 21%	17 17%	48 15%	119 24% BC	34 31% BCg	30 24% C	38 21%	110 18%	176 24% H	20 16%	66 22%	68 19%	123 23%
20% to less than 40%	109 8%	10 10%	24 7%	42 8%	9 9%	7 5%	18 10%	45 7%	65 9%	16 13% kl	19 6%	24 7%	46 8%
40% to less than 60%	60 4%	5 5%	16 5%	25 5% g	4 3%	6 5%	4 2%	28 4%	32 4%	7 6%	25 8% LM	6 2%	21 4% 1
60% to less than 80%	8 1%	2 2%	-	4 1%	-	2 1%	-	5 1%	3 *%	-	1 *%	4 1%	2 *%
80% to less than 100%	4 *%	-	3 1%	-	-	-	1 1%	1 *%	3 *%	1 1%	-	-	4 1%
100%	15 1%	2 2%	6 2%	4 1%	1 *%	2 2%	-	7 1%	8 1%	1 1%	2 1%	2 *%	8 2%
Don't know	16 1%	1 1%	4 1%	6 1%	1 1%	1 1%	2 1%	10 2%	6 1%	1 1%	2 1%	3 1%	8 2%
Refused	20 2%	1 1%	4 1%	9 2%	3 3%	2 2%	1 *%	10 2%	11 2%	4 3%	9 3% L	2 *%	6 1%
Mean	7.6	9.8	7.9	7.6	6.1	8.2	6.0	7.3	7.7	8.4	8.4	5.3	8.1
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	16.63	20.49	19.10	15.73	12.07	18.39	12.64	16.77	16.53	15.95	16.53	13.33	18.04

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6E Page 53  
Jul. 17, 2008  
(Continued)

QB6E. Of all the books that you have read in the past year, what percentage were received as a gift?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region						Gender		Age				
Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Standard error	0.49	1.81	0.97	0.87	1.16	1.60	1.05	0.72	0.68	1.62	1.18	0.80	0.75
Chi-square significance	<-----49.33-----> 85%*						<-----14.53-----> 93%*		<-----50.88-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6E Page 54  
Jul. 17, 2008

QB6E. Of all the books that you have read in the past year, what percentage were received as a gift?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	832	167	250	228	627	205	299	302	224	644	189	107	396	66	35	151	56
	62%	66%	61%	62%	59%	70%	63%	63%	58%	61%	64%	61%	66%	61%	52%	56%	59%
						E							OP				
Less than 20%	286	50	89	76	244	42	82	101	102	235	51	40	111	23	17	69	22
	21%	20%	22%	21%	23%	14%	17%	21%	26%	22%	17%	23%	18%	22%	25%	25%	23%
					F				G	k						M	
20% to less than 40%	109	20	33	31	93	17	35	36	37	79	30	12	43	10	9	25	9
	8%	8%	8%	8%	9%	6%	7%	7%	9%	7%	10%	7%	7%	9%	13%	9%	9%
					f												
40% to less than 60%	60	8	21	14	46	13	24	20	14	47	12	4	29	5	2	12	7
	4%	3%	5%	4%	4%	5%	5%	4%	4%	4%	4%	2%	5%	5%	3%	5%	7%
												1					
60% to less than 80%	8	1	3	3	8	-	2	2	5	5	3	2	3	-	2	2	-
	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%	1%	1%		3%	1%	
80% to less than 100%	4	1	2	1	1	3	3	-	1	1	3	1	1	-	-	3	-
	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%			1%	
100%	15	2	3	3	10	5	8	5	1	13	2	4	5	1	1	4	1
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
							I										
Don't know	16	3	3	2	11	4	9	4	3	12	4	2	2	1	2	5	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	2%	
																m	
Refused	20	2	6	6	16	4	9	8	3	18	2	4	11	2	1	1	1
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%	1%
													p				
Mean	7.6	6.3	7.7	7.2	7.6	7.5	8.3	6.7	7.3	7.4	8.2	7.7	6.8	6.9	9.3	9.1	7.8

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB6E Page 55  
Jul. 17, 2008  
(Continued)

QB6E. Of all the books that you have read in the past year, what percentage were received as a gift?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	16.63	15.17	15.87	16.03	15.94	18.95	18.93	15.38	13.87	16.40	17.44	18.71	15.45	13.92	17.41	18.69	15.18
Standard error	0.49	1.01	0.86	0.93	0.55	1.03	0.94	0.77	0.77	0.56	1.06	1.59	0.70	1.53	2.37	1.08	1.77
Chi-square significance	<-----4.65----->				<-----24.23----->		<-----27.94----->			<-----13.1----->		<-----46.11----->					
	**				100%**		97%**			89%**		77%**					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6F Page 56  
Jul. 17, 2008

QB6F. Of all the books that you have read in the past year, what percentage were already owned?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,351 100%	99 100%	330 100%	506 100%	109 100%	123 100%	184 100%	626 100%	725 100%	123 100%	299 100%	351 100%	545 100%
Unweighted 'N'	1,356	139	402	355	135	158	167	647	709	124	225	313	662
Zero	912 68%	62 62%	254 77%	326 64%	54 49%	81 66%	135 74%	412 66%	500 69%	71 57%	196 66%	254 73%	375 69%
		E	BDEF	E		E	BDE					J	J
Less than 20%	169 12%	12 12%	26 8%	75 15%	24 22%	16 13%	17 9%	69 11%	99 14%	17 13%	38 13%	43 12%	65 12%
				Cg	BCfg								
20% to less than 40%	104 8%	9 9%	25 8%	39 8%	12 11%	10 8%	9 5%	46 7%	57 8%	12 10%	30 10%	19 6%	38 7%
					g						1		
40% to less than 60%	53 4%	3 3%	6 2%	23 5%	4 4%	9 7%	7 4%	30 5%	23 3%	8 6%	10 3%	13 4%	21 4%
				C		C							
60% to less than 80%	27 2%	2 2%	3 1%	12 2%	2 2%	3 3%	5 3%	13 2%	14 2%	4 3%	5 2%	4 1%	14 3%
80% to less than 100%	15 1%	1 1%	1 *	8 2%	3 2%	1 1%	1 1%	10 2%	5 1%	6 5%	1 *	2 *	5 1%
										KLM			
100%	31 2%	6 6%	4 1%	11 2%	6 6%	-	4 2%	22 3%	10 1%	1 1%	7 2%	11 3%	9 2%
		Cd			C			I					
Don't know	19 1%	3 3%	5 2%	4 1%	2 2%	1 *	4 2%	13 2%	5 1%	1 1%	3 1%	3 1%	10 2%
								I					
Refused	21 2%	1 1%	5 2%	9 2%	3 3%	2 2%	1 *	10 2%	11 2%	4 3%	9 3%	2 *	7 1%
										L			
Mean	9.6	13.5	5.8	10.4	16.4	9.1	8.4	11.7	7.9	14.7	9.4	8.4	8.8
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6F Page 57  
Jul. 17, 2008  
(Continued)

QB6F. Of all the books that you have read in the past year, what percentage were already owned?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard deviation	21.93	27.22	16.54	22.54	29.00	18.55	21.71	24.92	18.87	26.53	21.04	21.72	20.35
Standard error	0.65	2.42	0.85	1.25	2.80	1.61	1.82	1.07	0.77	2.69	1.51	1.30	0.85
Chi-square significance				<-----72.17----->				<-----18.43----->		<-----45.51----->			
				100%*				98%*		99%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6F Page 58  
Jul. 17, 2008

QB6F. Of all the books that you have read in the past year, what percentage were already owned?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,351	253	409	364	1,057	294	472	477	389	1,054	297	175	600	108	67	271	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,356	266	407	345	998	358	494	468	379	1,039	317	167	562	102	66	339	85
Zero	912	150	278	276	681	231	315	330	257	711	201	114	419	70	43	179	62
	68%	59%	68%	76%	64%	79%	67%	69%	66%	67%	68%	65%	70%	64%	65%	66%	65%
			B	BC		E											
Less than 20%	169	44	54	32	148	21	46	54	69	130	39	25	71	19	6	36	9
	12%	17%	13%	9%	14%	7%	10%	11%	18%	12%	13%	15%	12%	18%	9%	13%	9%
		D	d		F				GH								
20% to less than 40%	104	18	31	25	82	21	33	38	30	88	15	13	47	8	5	20	9
	8%	7%	7%	7%	8%	7%	7%	8%	8%	8%	5%	8%	8%	7%	8%	7%	10%
										k							
40% to less than 60%	53	13	16	14	48	5	21	13	19	38	15	6	20	6	3	8	6
	4%	5%	4%	4%	5%	2%	4%	3%	5%	4%	5%	4%	3%	6%	5%	3%	7%
					F												
60% to less than 80%	27	6	9	4	25	2	14	10	3	23	4	5	4	2	4	8	3
	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	1%	3%	1%	1%	5%	3%	4%
					F		I									M	
80% to less than 100%	15	4	1	2	14	1	12	1	2	12	3	4	5	-	1	3	2
	1%	1%	*%	*%	1%	*%	12%	1%	1%	1%	1%	2%	1%		1%	1%	2%
					F		HI										
100%	31	12	8	3	29	2	13	15	2	21	11	1	17	1	2	9	1
	2%	5%	2%	1%	3%	1%	3%	3%	1%	2%	4%	1%	3%	1%	3%	3%	1%
		cD			F		I	I					Ln			Lnq	
Don't know	19	3	6	3	14	5	10	6	2	12	7	1	5	1	2	7	1
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%
							i									lm	
Refused	21	3	6	6	16	5	9	9	3	19	2	4	11	2	1	1	2
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	*%	2%
													P				

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB6F Page 59  
Jul. 17, 2008  
(Continued)

QB6F. Of all the books that you have read in the past year, what percentage were already owned?

Base: All respondents who read at least one book in the last year and spend at least some time in an average week reading for leisure or interest

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	9.6	13.2	8.5	6.4	10.9	4.9	12.1	9.2	7.4	9.4	10.4	10.0	8.8	8.0	13.5	10.9	10.8
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	21.93	26.47	19.82	16.70	23.42	14.40	25.61	22.06	16.43	21.48	23.47	21.54	21.56	16.97	26.37	24.00	22.08
Standard error	0.65	1.77	1.08	0.97	0.82	0.78	1.28	1.11	0.91	0.73	1.44	1.82	0.98	1.87	3.59	1.39	2.61
Chi-square significance	<-----32.47-----> 99%*				<-----29.81-----> 100%*		<-----45.42-----> 100%*			<-----12.23-----> 86%*		<-----46.14-----> 77%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7A Page 60  
Jul. 17, 2008

QB7A. Approximately how many books, new or used, have you bought in the last 12 months?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	256 17%	20 18% g	81 22% deG	95 17% g	18 15%	22 16%	21 11%	148 20% I	109 14%	25 20%	51 15%	53 13%	120 20% L
1 to 3	242 16%	13 12%	62 17%	98 17%	22 18%	18 13%	28 15%	132 18% i	110 14%	29 23% M	60 18% m	65 16%	77 13%
4 to 8	326 22%	22 20%	87 24%	115 20%	27 22%	25 18%	49 26%	169 23%	157 20%	40 31% KLm	69 21%	75 19%	136 23%
9 to 19	289 19%	22 20%	67 18%	105 18%	21 17%	37 27% CDEg	37 19%	130 18%	159 21%	16 13%	67 20% j	80 20% j	119 20% J
20 to 40	261 17%	17 16%	53 14%	109 19% c	21 17%	24 17%	38 20%	105 14%	156 20% H	11 9%	60 18% J	95 24% JM	92 15% J
More than 40	85 6%	7 7% c	11 3%	33 6% C	11 9% C	9 7% c	14 7% c	26 4% 4	59 8% H	—	21 6%	27 7%	37 6%
Don't know	40 3%	5 5% f	8 2%	16 3%	2 2%	2 1%	7 4%	20 3%	20 3%	4 4%	3 1%	8 2%	20 3% K
Refused	3 *%	1 1%	—	2 *%	—	—	—	3 *%	—	1 1%	—	1 *%	1 *%
Mean	13.8	15.5	9.9	14.3	17.7	16.9	14.5	10.7	16.8	6.5	12.6	14.7	15.9
Median	6.0	7.0	5.0	6.0	6.0	10.0	8.0	5.0	8.0	4.0	6.0	10.0	6.0
Standard deviation	27.04	29.89	16.06	27.47	41.29	36.47	20.23	21.62	31.05	7.95	16.55	19.75	37.14
Standard error	0.76	2.57	0.77	1.44	3.69	2.97	1.66	0.86	1.24	0.79	1.11	1.11	1.48
Chi-square significance	<-----42.13-----> 81%*						<-----36.28-----> 100%*		<-----60.92-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7A Page 61  
Jul. 17, 2008

QB7A. Approximately how many books, new or used, have you bought in the last 12 months?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	256	60	60	55	180	76	133	73	43	191	65	26	113	13	14	69	13
	17%	21%	13%	13%	15%	23%	24%	14%	10%	16%	20%	13%	16%	11%	19%	23%	13%
		CD				E	HI									LMNQ	
1 to 3	242	52	64	64	185	57	106	86	49	185	57	48	104	23	10	36	18
	16%	18%	14%	16%	16%	17%	19%	16%	12%	16%	17%	25%	15%	20%	14%	12%	18%
							I	i				MOP		p			
4 to 8	326	55	101	87	245	81	125	125	72	265	62	39	139	36	14	57	32
	22%	19%	23%	21%	21%	24%	23%	24%	18%	23%	19%	20%	20%	31%	20%	19%	32%
							i	I						lMP			lMoP
9 to 19	289	59	90	96	230	58	80	100	106	225	64	32	136	24	14	65	11
	19%	20%	20%	24%	20%	18%	15%	19%	26%	19%	19%	17%	20%	21%	19%	22%	11%
							g	GH					Q	q		Q	
20 to 40	261	37	96	75	218	44	56	104	99	207	54	33	141	11	13	40	17
	17%	13%	22%	18%	19%	13%	10%	20%	24%	18%	17%	17%	20%	10%	18%	13%	17%
			B	b	F			G	G			n	NP				
More than 40	85	17	26	23	77	8	25	26	33	70	15	11	39	4	6	19	6
	6%	6%	6%	6%	7%	2%	5%	5%	8%	6%	5%	6%	6%	4%	8%	6%	6%
					F				Gh								
Don't know	40	8	7	8	34	6	19	12	8	29	11	4	14	3	1	11	4
	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%	3%	2%	4%	4%
Refused	3	1	1	1	3	-	3	-	-	2	1	-	1	1	-	1	-
	*%	*%	*%	*%	*%		1%			*%	*%		*%	1%		*%	
Mean	13.8	13.8	14.8	12.8	15.1	9.3	11.6	13.7	17.0	13.6	14.8	13.6	13.5	9.9	19.5	16.0	12.1
Median	6.0	5.0	8.0	8.0	7.0	5.0	4.0	7.0	10.0	6.0	6.0	5.0	7.0	5.0	8.0	6.0	5.0
Standard deviation	27.04	30.37	26.04	16.91	29.37	15.71	30.67	23.92	25.62	23.14	37.94	30.77	18.92	11.66	44.73	39.73	17.39

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7A Page 62  
Jul. 17, 2008  
(Continued)

QB7A. Approximately how many books, new or used, have you bought in the last 12 months?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard error	0.76	1.90	1.35	0.93	0.98	0.79	1.41	1.15	1.39	0.74	2.21	2.48	0.81	1.25	5.77	2.20	2.02
Chi-square significance	<-----20.79-----> 89%*				<-----24.78-----> 100%*		<-----99.87-----> 100%*			<-----6.26-----> 49%*		<-----61.08-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB7B Page 63  
Jul. 17, 2008

QB7B. What percent of these were written by Canadian authors?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
None	292 24%	21 26%	52 19%	128 28% C	22 22%	26 23%	42 26%	146 26%	145 23%	26 27%	85 31% 1M	77 22%	98 21%
Less than 20%	192 16%	15 18% C	27 9%	87 19% C	15 15%	17 15%	33 20% C	77 14%	116 18% h	13 14%	41 15%	63 18%	71 15%
20% to less than 40%	154 13%	11 14%	47 17% Dg	51 11%	12 12%	15 14%	18 11%	78 14%	76 12%	9 9%	44 16%	40 12%	61 13%
40% to less than 60%	106 9%	9 11%	40 14% DEFG	29 6%	7 7%	10 9%	12 7%	58 10%	49 8%	10 10%	16 6%	31 9%	48 10% K
60% to less than 80%	43 4%	1 1%	17 6% BDF	12 3%	3 3%	2 2%	7 4%	13 2%	29 5% H	6 6%	5 2%	12 4%	18 4%
80% to less than 100%	26 2%	4 4% fg	18 6% EFG	-	2 2%	1 1%	2 1%	8 1%	18 3% h	1 1%	4 1%	6 2%	14 3% J
100%	76 6%	4 5% f	44 16% BDEFG	11 2%	7 7% F	1 1%	8 5% f	41 7%	35 5%	7 7%	12 4%	17 5%	39 8% KL
Don't know	314 26%	18 22% C	35 13%	143 31% bC	33 33% bC	40 36% BC	44 27% C	141 25%	173 27%	26 27%	70 25%	96 28%	112 24%
Refused	1 *%	-	1 *%	-	-	-	-	1 *%	-	-	-	-	1 *%
Mean	25.8	24.8	42.6	16.0	26.7	18.3	21.9	25.8	25.7	26.4	19.2	23.9	30.7
Median	10.0	10.0	33.0	5.0	10.0	10.0	10.0	10.0	10.0	10.0	5.0	10.0	20.0

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7B Page 64  
Jul. 17, 2008  
(Continued)

QB7B. What percent of these were written by Canadian authors?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard deviation	31.94	30.73	37.04	24.47	33.47	22.50	29.55	32.16	31.77	32.69	27.74	30.11	34.29
Standard error	1.15	3.32	2.17	1.70	4.00	2.46	2.94	1.64	1.60	4.11	2.33	2.11	1.76
Chi-square significance	<-----172.27-----> 100%*							<-----18.49-----> 98%*		<-----33.63-----> 91%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7B Page 65  
Jul. 17, 2008

QB7B. What percent of these were written by Canadian authors?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
None	292	57	76	93	250	41	112	109	69	249	43	45	134	29	8	40	29
	24%	26%	20%	27%	26%	17%	28%	25%	19%	26%	17%	27%	24%	29%	14%	18%	36%
				c	F		I	i		K		Op	op	Op			mOP
Less than 20%	192	37	74	56	172	20	51	76	64	147	45	15	103	13	12	35	9
	16%	17%	20%	16%	18%	8%	13%	17%	18%	15%	18%	9%	18%	13%	20%	16%	10%
				F			g					Lq			1	L	
20% to less than 40%	154	23	48	56	114	40	27	55	72	128	26	17	80	16	3	26	8
	13%	10%	13%	16%	12%	16%	7%	13%	20%	13%	10%	11%	14%	16%	6%	12%	10%
				b	e		G	GH				O	o				
40% to less than 60%	106	17	39	30	67	39	37	40	29	79	28	16	43	5	7	26	8
	9%	8%	10%	9%	7%	16%	9%	9%	8%	8%	11%	10%	8%	6%	13%	12%	10%
				E												mn	
60% to less than 80%	43	6	15	6	28	15	11	16	13	37	6	5	18	4	-	11	2
	4%	3%	4%	2%	3%	6%	3%	4%	4%	4%	2%	3%	3%	4%		5%	2%
				E													
80% to less than 100%	26	5	9	5	8	18	5	10	11	16	10	4	9	1	3	8	1
	2%	2%	2%	1%	1%	7%	1%	2%	3%	2%	4%	2%	2%	1%	5%	4%	1%
				E							j					n	
100%	76	21	21	16	33	43	30	26	17	53	23	15	25	10	2	19	1
	6%	9%	6%	5%	3%	17%	8%	6%	5%	6%	9%	9%	5%	10%	4%	9%	1%
		d			E					j	mQ	Q	Q	Q		MQ	
Don't know	314	54	94	84	283	31	121	108	83	244	70	47	147	20	21	50	25
	26%	25%	25%	24%	30%	12%	31%	25%	23%	26%	28%	29%	26%	20%	37%	23%	30%
				F			hI								np		
Refused	1	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-
	*/		*/			*/			*/	*/						*/	
Mean	25.8	27.6	26.6	21.5	19.4	45.6	25.5	25.4	25.6	24.1	32.4	29.8	22.6	26.7	27.3	32.7	15.3

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB7B Page 66  
Jul. 17, 2008  
(Continued)

QB7B. What percent of these were written by Canadian authors?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	10.0	10.0	10.0	10.0	5.0	40.0	5.0	10.0	20.0	10.0	20.0	15.0	10.0	10.0	10.0	20.0	0.0
Standard deviation	31.94	35.16	31.21	28.51	27.18	37.10	34.07	31.61	29.42	30.77	35.47	35.81	29.19	34.31	32.18	34.66	22.61
Standard error	1.15	2.83	2.00	1.93	1.17	2.31	2.19	1.87	1.90	1.25	2.71	3.65	1.57	4.32	5.77	2.51	3.37
Chi-square significance	<-----20.3----->				<-----167.05----->		<-----49.9----->			<-----22.4----->		<-----67----->					
	79%*				100%*		100%*			100%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 67  
Jul. 17, 2008

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [First mention]  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man. /Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
Large chain book stores	598	41	115	254	46	70	70	283	314	75	158	162	195
	50%	50%	41%	55%	45%	63%	42%	50%	49%	78%	57%	47%	42%
		c		CeG		BCEG				KLM	LM		
Independent bookstores	193	9	81	59	14	9	21	98	95	11	34	56	89
	16%	11%	29%	13%	13%	8%	13%	17%	15%	11%	12%	16%	19%
			BDEFG									JK	
Other retail stores	115	5	34	41	12	12	12	41	74	3	22	35	51
	10%	6%	12%	9%	12%	11%	7%	7%	12%	3%	8%	10%	11%
			Bg					H			j	J	J
On-line	80	7	12	29	5	6	20	45	35	2	20	27	27
	7%	9%	4%	6%	5%	5%	12%	8%	5%	2%	7%	8%	6%
							CdEF	i			J	J	J
Used book stores	71	6	12	22	7	5	19	26	44	1	19	24	26
	6%	7%	4%	5%	7%	5%	11%	5%	7%	1%	7%	7%	6%
							CDF				J	J	J
Grocery stores	23	1	3	4	3	3	8	7	16	1	5	10	6
	2%	2%	1%	1%	3%	2%	5%	1%	3%	1%	2%	3%	1%
							cD						
Flea markets / Garage/ yard sales	20	2	3	9	3	1	2	12	8	2	1	5	12
	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%	1%	1%	3%
													K
School / University (general)	9	1	—	4	2	—	3	3	6	1	5	3	1
	1%	1%		1%	2%		2%	1%	1%	1%	2%	1%	1%
Scholastic Canada	8	1	1	2	3	1	1	3	5	—	—	6	2
	1%	1%	1%	1%	3%	1%	1%	1%	1%			2%	1%
Book club	8	2	1	3	1	1	1	1	7	—	1	—	7
	1%	3%	1%	1%	1%	1%	1%	1%	1%		1%		1%
									h				k
Airport	6	—	1	4	—	1	1	2	4	—	—	3	3
	1%		1%	1%		1%	1%	1%	1%			1%	1%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 68  
Jul. 17, 2008  
(Continued)

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [First mention]

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Library (general)	5 *%	-	2 1%	3 1%	-	1 *%	-	5 1%	-	-	1 *%	1 *%	3 1%
Other	59 5%	6 8%	14 5%	22 5%	7 7%	3 3%	6 3%	31 5%	29 4%	1 2%	9 3%	10 3%	35 8% JKL
Don't know	8 1%	1 1%	1 *%	5 1%	-	1 *%	1 1%	5 1%	3 *%	-	3 1%	2 *%	3 1%
Refuse to answer	1 *%	-	1 *%	-	-	-	-	1 *%	-	-	-	-	1 *%
Chi-square significance		<-----127.39-----> 100%*						<-----30.46-----> 99%*		<-----99.18-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 69  
Jul. 17, 2008

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [First mention]  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
Large chain book stores	598	87	180	199	496	101	194	218	183	488	109	85	298	56	18	82	50
	50%	40%	48%	58%	52%	41%	49%	50%	51%	51%	43%	52%	53%	57%	32%	38%	61%
			b	BC	F					K		OP	OP	OP			OP
Independent bookstores	193	43	62	49	119	74	58	73	59	145	49	25	76	22	9	45	7
	16%	20%	16%	14%	12%	30%	15%	17%	16%	15%	19%	15%	14%	22%	16%	21%	9%
						E								mQ		MQ	
Other retail stores	115	17	39	33	84	31	44	43	28	89	27	15	49	4	11	26	6
	10%	8%	10%	10%	9%	13%	11%	10%	8%	9%	11%	9%	9%	4%	19%	12%	7%
						e							n		mNq	N	
On-line	80	10	30	29	72	8	17	28	35	70	10	12	41	5	3	16	2
	7%	4%	8%	8%	8%	3%	4%	6%	10%	7%	4%	7%	7%	5%	6%	7%	2%
			b	b	F				G	K		q	Q			Q	
Used book stores	71	23	24	8	60	10	19	25	24	56	15	11	34	2	6	14	2
	6%	10%	6%	2%	6%	4%	5%	6%	7%	6%	6%	7%	6%	2%	11%	6%	3%
		D	D									N	N		n	N	
Grocery stores	23	4	5	6	19	4	10	9	4	17	6	2	13	1	2	1	4
	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	1%	4%	*%	5%
												P	P				P
Flea markets / Garage/ yard sales	20	4	6	3	17	3	11	3	6	11	9	2	9	-	1	7	2
	2%	2%	2%	1%	2%	1%	3%	1%	2%	1%	3%	1%	2%		1%	3%	2%
							H				j						
School / University (general)	9	3	1	1	9	-	2	6	1	6	3	2	3	3	-	1	-
	1%	1%	*%	*%	1%		*%	1%	*%	1%	1%	1%	1%	3%		*%	
							i										
Scholastic Canada	8	2	4	2	8	-	-	5	3	7	1	2	6	-	1	-	-
	1%	1%	1%	*%	1%			1%	1%	1%	*%	1%	1%		1%		
Book club	8	2	2	1	7	1	3	3	2	6	2	-	3	-	3	2	-
	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%	1%		1%		5%	1%	

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 70  
Jul. 17, 2008  
(Continued)

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [First mention]

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Airport	6 1%	-	4 1%	2 1%	6 1%	-	1 **	5 1%	1 **	6 1%	1 **	-	5 1%	-	-	2 1%	-
Library (general)	5 **	-	3 1%	1 **	3 **	2 1%	1 **	3 1%	1 **	5 1%	-	-	3 **	1 1%	-	2 1%	-
Other	59 5%	21 10%	19 5%	7 2%	47 5%	12 5%	32 8%	18 4%	8 2%	41 4%	18 7%	6 4%	16 3%	5 5%	3 5%	18 8%	8 9%
			cD d				HI									1M m	
Don't know	8 1%	3 1%	-	5 1%	7 1%	1 **	2 **	1 **	5 1%	6 1%	2 1%	1 1%	4 1%	-	-	1 1%	2 2%
								h									
Refuse to answer	1 **	1 **	-	-	-	1 **	-	1 **	-	-	1 **	-	-	-	-	1 **	-
Chi-square significance	<-----65-----> 100%*				<-----62.92-----> 100%*		<-----55.68-----> 100%*			<-----23.81-----> 95%*		<-----117.26-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB8QB9 Page 71  
Jul. 17, 2008

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [Total mention]  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
Large chain book stores	825 69%	57 70% C	156 56%	352 76% CEG	65 63%	88 78% CEG	107 65% c	374 66%	451 70%	79 82% kLM	202 73% M	241 70% M	290 63%
Independent bookstores	398 33%	22 26%	129 46% BDEFg	127 27%	28 27%	29 26%	63 38% bDeF	197 35%	201 31%	31 32%	89 32%	114 33%	157 34%
Other retail stores	288 24%	17 21%	83 30% bDG	98 21%	25 25%	32 29% g	32 19%	101 18%	187 29% H	11 12%	53 19%	91 27% Jk	128 28% JK
On-line	180 15%	15 18% c	28 10%	74 16% C	12 11%	20 18% C	31 19% C	98 17% I	81 13%	6 6%	49 18% J	60 17% Jm	59 13% J
Used book stores	169 14%	14 17% c	29 10%	64 14%	15 15%	13 12%	34 20% Cf	67 12%	102 16% h	4 4%	37 13% J	42 12% J	82 18% JL
Flea markets / Garage/ yard sales	75 6%	6 7%	8 3%	36 8% CF	13 13% CFg	3 3%	9 5%	31 6%	44 7%	3 3%	9 3%	22 6%	40 9% JK
Grocery stores	71 6%	5 7%	11 4%	20 4%	7 7%	13 12% CD	15 9% cd	26 5%	45 7%	6 6%	10 4%	23 7%	30 6%
Airport	30 3%	1 2%	2 1%	13 3% Ce	1 1%	4 3% ce	10 6% bCE	15 3%	15 2%	-	4 1%	14 4% k	12 2%
School / University (general)	22 2%	2 3%	2 1%	10 2%	2 2%	1 1%	3 2%	5 1%	16 3% H	3 3%	7 3%	7 2%	5 1%
Book club	18 1%	4 4% f	4 1%	6 1%	2 2%	1 *%	3 2%	2 *%	16 2% H	-	3 1%	3 1%	12 3% 1

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 72  
Jul. 17, 2008  
(Continued)

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [Total mention]  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Library (general)	18 1%	-	4 1%	10 2%	2 2%	1 **	2 1%	11 2%	6 1%	-	5 2%	3 1%	10 2%
Scholastic Canada	12 1%	2 2%	1 **	3 1%	3 3%	2 2%	1 1%	6 1%	6 1%	1 1%	-	9 3% M	2 **
Other	101 8%	8 10%	19 7%	42 9%	12 12% f	6 5%	14 9%	51 9%	50 8%	5 5%	16 6%	17 5%	57 12% JKL
Don't know	8 1%	1 1%	1 **	5 1%	-	1 **	1 1%	5 1%	3 **	-	3 1%	2 **	3 1%
Refuse to answer	1 **	-	1 **	-	-	-	-	1 **	-	-	-	-	1 **
Chi-square significance		<-----131.02-----> 100%*						<-----44.09-----> 100%*		<-----103.24-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 73  
Jul. 17, 2008

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [Total mention]

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
Large chain book stores	825 69%	130 60%	249 66%	266 77%	690 72%	134 54%	249 63%	301 68%	271 75%	666 70%	159 63%	115 70%	400 72%	73 74%	31 54%	126 58%	62 76%
				BC	F				GH	k		oP	OP	OP			OP
Independent bookstores	398 33%	69 32%	138 36%	112 33%	277 29%	121 49%	106 27%	147 34%	141 39%	309 33%	88 35%	55 34%	174 31%	39 40%	16 28%	76 35%	24 29%
						E		g	G								
Other retail stores	288 24%	53 24%	92 24%	77 22%	210 22%	78 32%	91 23%	117 27%	79 22%	210 22%	78 31%	35 21%	136 24%	15 15%	19 34%	62 29%	14 17%
						E				J			n		LNQ	NQ	
On-line	180 15%	24 11%	55 15%	72 21%	160 17%	20 8%	35 9%	60 14%	85 24%	153 16%	26 10%	22 13%	93 17%	10 10%	14 24%	28 13%	9 11%
				BC	F			G	GH	K			n		Npq		
Used book stores	169 14%	41 19%	51 14%	39 11%	143 15%	26 10%	46 12%	59 13%	59 17%	134 14%	35 14%	30 18%	73 13%	6 6%	14 25%	36 17%	7 9%
		D			F				g			Nq	N		mNQ	Nq	
Flea markets / Garage/ yard sales	75 6%	15 7%	28 8%	12 3%	67 7%	8 3%	31 8%	26 6%	17 5%	53 6%	23 9%	7 5%	33 6%	1 1%	9 16%	19 9%	6 7%
			D		F		i				j	n	N		LmN	LN	n
Grocery stores	71 6%	15 7%	20 5%	19 5%	60 6%	12 5%	22 5%	32 7%	18 5%	52 6%	19 7%	12 8%	34 6%	3 3%	5 8%	9 4%	7 9%
												n					
Airport	30 3%	-	12 3%	13 4%	30 3%	-	4 1%	10 2%	15 4%	28 3%	3 1%	2 1%	19 3%	-	-	7 3%	-
									G	K			l				
School / University (general)	22 2%	4 2%	4 1%	3 1%	19 2%	2 1%	7 2%	12 3%	3 1%	18 2%	3 1%	4 3%	10 2%	5 5%	1 2%	1 *	0 *
								i					P	p			
Book club	18 1%	3 2%	8 2%	2 1%	16 2%	2 1%	8 2%	8 2%	3 1%	12 1%	6 2%	-	10 2%	-	5 8%	3 1%	-
			d												P		

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB8QB9 Page 74  
Jul. 17, 2008  
(Continued)

QB8QB9. What are the locations where you most often buy books intended for leisure or interest? [Total mention]

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Library (general)	18 1%	1 1%	8 2% b	3 1%	14 1%	4 1%	4 1%	11 2%	3 1%	16 2%	2 1%	3 2%	5 1%	1 1%	2 3%	5 2%	1 1%
Scholastic Canada	12 1%	2 1%	4 1%	4 1%	12 1%	-	1 *%	6 1%	4 1%	10 1%	2 1%	2 1%	9 2%	1 1%	1 1%	-	-
Other	101 8%	29 13% CD	28 8%	22 6%	84 9%	17 7%	51 13% HI	30 7%	20 5%	81 8%	20 8%	12 7%	28 5%	9 9%	6 10%	30 14% LM	13 15% M
Don't know	8 1%	3 1%	-	5 1%	7 1%	1 *%	2 *%	1 *%	5 1% h	6 1%	2 1%	1 1%	4 1%	-	-	1 1%	2 2%
Refuse to answer	1 *%	1 *%	-	-	-	1 *%	-	1 *%	-	-	1 *%	-	-	-	-	1 *%	-
Chi-square significance	<-----61.35-----> 100%*				<-----77.41-----> 100%*		<-----79.41-----> 100%*			<-----27.36-----> 98%*		<-----133.94-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10A Page 75  
Jul. 17, 2008

QB10A. What level of influence does the story or subject of the book have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	527 44%	41 50% C	99 35%	214 47% C	48 47% C	52 46% C	74 44% c	233 41%	295 46%	35 36%	143 51% JM	152 44%	187 40%
4 - Large influence	440 37%	23 28%	133 47% BDEFG	155 34%	28 28%	38 34%	63 38% be	205 36%	235 37%	41 42%	101 36%	126 37%	162 35%
3 - Moderate influence	122 10%	11 14%	26 9%	41 9%	15 15%	14 13%	14 9%	66 12%	56 9%	15 15% K	16 6%	30 9%	57 12% K
2 - Some influence	89 7%	5 6%	15 5%	39 8%	10 10%	7 6%	13 8%	42 7%	47 7%	5 5%	16 6%	25 7%	43 9%
1 - No influence at all	23 2%	2 2%	6 2%	12 3% f	1 1%	1 *%	2 1%	16 3% I	7 1%	1 1%	1 *%	9 3% K	12 3% K
Don't know	2 *%	-	2 1%	-	-	-	-	1 *%	2 *%	-	-	1 *%	1 *%
Top 2	967 80%	64 78%	231 83% e	369 80%	76 74%	90 80%	137 83%	438 78%	529 83% h	76 79%	244 88% jLM	278 81% m	348 75%
Bottom 2	112 9%	7 8%	20 7%	51 11%	11 11%	8 7%	14 9%	58 10%	54 8%	6 6%	17 6%	34 10%	55 12% jK
Mean	4.1	4.2	4.1	4.1	4.1	4.2	4.2	4.1	4.2	4.1	4.3	4.1	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0
Standard deviation	1.00	1.04	0.92	1.05	1.06	0.93	0.95	1.04	0.95	0.90	0.85	1.03	1.06

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10A Page 76  
Jul. 17, 2008  
(Continued)

QB10A. What level of influence does the story or subject of the book have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.03	0.10	0.05	0.06	0.10	0.08	0.08	0.05	0.04	0.10	0.06	0.06	0.05
Chi-square significance	<-----46.1-----> 90%*							<-----10.74-----> 85%*		<-----38.86-----> 99%*			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.  
"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10A Page 77  
Jul. 17, 2008

QB10A. What level of influence does the story or subject of the book have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	527 44%	99 45%	160 42%	166 48%	437 46% F	90 36%	144 37%	201 46% G	179 50% G	423 44%	104 41%	70 43%	250 45%	45 46%	25 45%	87 40%	37 45%
4 - Large influence	440 37%	75 34%	146 39%	116 34%	324 34% E	116 47%	143 36%	155 35%	138 38%	349 37%	91 36%	65 40% O	205 37% o	39 40% o	14 25%	78 36%	32 39% o
3 - Moderate influence	122 10%	19 9%	33 9%	38 11%	98 10%	24 10%	59 15% HI	40 9% i	21 6%	97 10%	25 10%	15 9%	54 10%	11 11%	8 15%	20 9%	10 12%
2 - Some influence	89 7%	19 9%	30 8%	19 6%	78 8% F	11 4%	39 10% I	35 8% I	15 4%	66 7%	23 9%	11 7%	38 7% nq	3 3%	8 13% NQ	26 12% IMNQ	2 3%
1 - No influence at all	23 2%	5 2%	7 2%	6 2%	18 2%	5 2%	8 2%	8 2%	7 2%	14 1%	8 3%	2 1%	10 2%	-	2 3%	6 3%	1 1%
Don't know	2 *%	1 *%	2 *%	-	-	2 1%	1 *%	1 *%	-	2 *%	-	-	1 *%	-	-	1 1%	-
Top 2	967 80%	175 80%	306 81%	282 82%	761 80%	206 83%	287 73%	357 81% G	317 88% GH	772 81%	195 77%	135 83% o	455 81% op	84 86% OP	39 69%	164 76%	69 84% o
Bottom 2	112 9%	24 11%	37 10%	25 7%	96 10% F	16 6%	47 12% I	43 10% i	22 6%	81 8%	31 12% j	13 8% n	48 9% Nq	3 3%	9 16% NQ	31 14% IMNQ	3 4%
Mean	4.1	4.1	4.1	4.2	4.1	4.1	4.0	4.2	4.3	4.2	4.0	4.2	4.2	4.3	4.0	4.0	4.2
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10A Page 78  
Jul. 17, 2008  
(Continued)

QB10A. What level of influence does the story or subject of the book have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard deviation	1.00	1.04	1.00	0.96	1.02	0.90	1.05	1.01	0.89	0.97	1.09	0.94	0.98	0.78	1.18	1.10	0.85
Standard error	0.03	0.08	0.06	0.06	0.04	0.05	0.06	0.05	0.05	0.03	0.07	0.08	0.05	0.09	0.17	0.07	0.11
Chi-square significance	<-----10.22----->				<-----29.04----->		<-----46.68----->			<-----9.56----->		<-----46.42----->					
	25%*				100%*		100%*			79%*		91%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10B Page 79  
Jul. 17, 2008

QB10B. What level of influence does the author have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	226 19%	17 21% ce	36 13%	108 23% CE	12 12%	23 21% ce	29 17%	84 15%	141 22% H	8 8%	39 14%	70 20% Jk	100 22% JK
4 - Large influence	277 23%	14 17%	89 32% BDEFG	94 20%	20 19%	24 22%	36 22%	130 23%	147 23%	25 25%	58 21%	72 21%	116 25%
3 - Moderate influence	275 23%	16 20%	63 22%	99 21%	26 25%	28 25%	43 26%	128 23%	147 23%	23 24%	73 26%	74 22%	102 22%
2 - Some influence	235 20%	25 30% CDf	36 13%	92 20% C	22 22% C	23 21% C	37 22% C	111 20%	124 19%	25 25% m	61 22% m	74 22% M	72 16%
1 - No influence at all	179 15%	11 13%	50 18% fg	67 15%	20 20% fg	13 12%	18 11%	101 18% I	78 12%	17 17%	41 15%	52 15%	64 14%
Don't know	12 1%	-	6 2% D	1 *%	2 2%	-	3 2%	8 1%	4 1%	-	5 2%	-	7 2%
Top 2	502 42%	31 37%	125 45% E	202 44% E	32 32%	48 43% e	65 39%	214 38%	288 45% H	32 33%	97 35%	143 42%	216 47% JK
Bottom 2	414 34%	35 43% Cf	86 31%	159 35%	42 42% C	36 32%	55 33%	212 38% I	202 32%	41 43% M	102 37% m	126 37% M	136 29%
Mean	3.1	3.0	3.1	3.2	2.8	3.2	3.1	3.0	3.2	2.8	3.0	3.1	3.3
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	1.33	1.35	1.31	1.38	1.30	1.30	1.26	1.33	1.32	1.23	1.28	1.36	1.34

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10B Page 80  
Jul. 17, 2008  
(Continued)

QB10B. What level of influence does the author have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.04	0.13	0.07	0.08	0.13	0.12	0.11	0.06	0.06	0.14	0.09	0.08	0.06
Chi-square significance	<-----65.92-----> 100%*						<-----23.3-----> 100%*		<-----44.44-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10B Page 81  
Jul. 17, 2008

QB10B. What level of influence does the author have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	226 19%	34 15%	75 20%	70 20%	197 21% F	29 12%	59 15%	85 19%	79 22% G	182 19%	44 18%	28 17%	109 20% N	11 11%	12 22%	50 23% N	12 14%
4 - Large influence	277 23%	58 26%	86 23%	85 25%	195 20% E	82 33%	85 22%	96 22%	94 26%	220 23%	56 22%	34 21%	120 22%	26 26%	10 17%	60 27% mo	23 28%
3 - Moderate influence	275 23%	51 23%	85 23%	82 24%	223 23%	52 21%	78 20%	110 25% g	85 24%	221 23%	54 21%	37 23%	135 24% p	21 22%	17 29%	40 18%	18 22%
2 - Some influence	235 20%	41 19%	72 19%	66 19%	204 21% F	31 12%	78 20%	84 19%	73 20%	188 20%	47 19%	27 17%	119 21% p	24 25%	10 17%	35 16%	17 20%
1 - No influence at all	179 15%	33 15%	57 15%	39 11%	131 14%	48 19% E	90 23% HI	59 13% I	27 8%	133 14%	46 18%	37 22% MP	68 12%	16 16%	9 15%	30 14%	11 13%
Don't know	12 1%	3 2%	2 1%	4 1%	6 1%	6 3% E	4 1%	6 1%	2 1%	8 1%	4 2%	1 1%	6 1%	1 1%	-	3 1%	2 2%
Top 2	502 42%	91 42%	161 43%	155 45%	391 41%	111 45%	144 37%	181 41%	173 48% Gh	402 42%	100 40%	62 38%	230 41%	36 37%	22 39%	109 50% LMN	35 42%
Bottom 2	414 34%	74 34%	129 34%	104 30%	335 35%	79 32%	168 43% HI	143 32%	100 28%	321 34%	93 37%	64 39% p	187 34%	40 41% p	18 32%	65 30%	28 34%
Mean	3.1	3.1	3.1	3.2	3.1	3.1	2.9	3.2	3.3	3.1	3.0	2.9	3.2	2.9	3.1	3.3	3.1

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10B Page 82  
Jul. 17, 2008  
(Continued)

QB10B. What level of influence does the author have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0
Standard deviation	1.33	1.30	1.35	1.29	1.34	1.32	1.39	1.31	1.24	1.32	1.37	1.40	1.30	1.26	1.35	1.36	1.28
Standard error	0.04	0.09	0.08	0.08	0.05	0.08	0.08	0.07	0.07	0.05	0.09	0.12	0.06	0.15	0.20	0.09	0.16
Chi-square significance	<-----7.78----->				<-----43.77----->		<-----60.87----->			<-----5.65----->		<-----38.39----->					
	10%*				100%*		100%*			42%*		68%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10C Page 83  
Jul. 17, 2008

QB10C. What level of influence does the publisher have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	17 1%	1 1%	5 2%	8 2%	1 1%	— 	2 1%	8 1%	8 1%	— 	5 2%	3 1%	9 2%
4 - Large influence	32 3%	1 1%	11 4% Bf	9 2%	5 5%	2 1%	4 2%	11 2%	21 3%	1 1%	8 3%	8 2%	12 3%
3 - Moderate influence	100 8%	7 8%	35 13% DF	29 6%	8 8%	6 6%	14 9%	47 8%	53 8%	12 13%	22 8%	25 7%	38 8%
2 - Some influence	177 15%	9 10%	55 20% BD	49 11%	21 21% BD	17 16%	26 16%	87 15%	90 14%	16 16%	40 15%	49 14%	66 14%
1 - No influence at all	865 72%	66 80% CE	168 60%	360 78% CE	66 65%	87 77% CE	118 71% C	400 71%	464 72%	67 70%	201 72%	256 75%	327 71%
Don't know	13 1%	—	6 2% g	6 1%	—	—	1 *%	8 1%	4 1%	—	2 1%	2 *%	9 2% kL
Refused	1 *%	—	—	—	—	—	1 *%	1 *%	—	—	—	—	1 *%
Top 2	49 4%	1 2%	16 6% BF	17 4%	6 6% bf	2 1%	6 4%	19 3%	30 5%	1 1%	13 5%	12 3%	21 4% j
Bottom 2	1,042 87%	74 90% C	223 80%	409 89% C	87 86%	104 93% Ce	144 87% C	487 87%	555 87%	83 86%	241 87%	305 89%	393 85%
Mean	1.5	1.3	1.6	1.4	1.6	1.3	1.5	1.4	1.5	1.5	1.5	1.4	1.5

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10C Page 84  
Jul. 17, 2008  
(Continued)

QB10C. What level of influence does the publisher have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.86	0.73	0.97	0.83	0.94	0.65	0.85	0.84	0.88	0.77	0.89	0.81	0.90
Standard error	0.03	0.07	0.05	0.05	0.09	0.06	0.07	0.04	0.04	0.09	0.07	0.05	0.04
Chi-square significance	<-----62.53-----> 99%*							<-----6.48-----> 41%*		<-----17.18-----> 16%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10C Page 85  
Jul. 17, 2008

QB10C. What level of influence does the publisher have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	17 1%	3 1%	5 1%	4 1%	13 1%	4 2%	5 1%	7 2%	4 1%	12 1%	4 2%	7 4% m	5 1%	-	1 1%	4 2%	-
4 - Large influence	32 3%	14 6% CD	6 2%	3 1%	22 2%	9 4%	13 3%	11 2%	8 2%	25 3%	7 3%	4 2%	12 2%	2 3%	4 7%	5 3%	5 6%
3 - Moderate influence	100 8%	21 10% d	30 8%	19 5%	67 7%	32 13% E	28 7%	34 8%	35 10%	83 9%	16 6%	9 5%	43 8%	13 13% lo	2 4%	20 9%	10 12%
2 - Some influence	177 15%	33 15%	56 15%	55 16%	129 14%	48 19% E	54 14%	68 15%	53 15%	145 15%	32 13%	28 17%	83 15%	11 11%	7 13%	30 14%	12 15%
1 - No influence at all	865 72%	142 65%	279 74% B	264 76% B	716 75% F	148 60%	286 73%	316 72%	257 71%	675 71%	190 76%	117 71%	412 74%	71 72%	40 71%	151 70%	53 65%
Don't know	13 1%	4 2%	2 *%	-	6 1%	6 2% e	7 2%	4 1%	2 1%	11 1%	2 1%	-	2 *%	1 1%	2 4%	5 2% m	2 2%
Refused	1 *%	1 *%	-	-	1 *%	-	1 *%	-	-	1 *%	-	-	-	-	-	1 *%	-
Top 2	49 4%	17 8% CD	12 3%	7 2%	35 4%	13 5%	18 4%	18 4%	13 4%	37 4%	12 5%	11 6%	17 3%	2 3%	4 8%	10 5%	5 6%
Bottom 2	1,042 87%	175 80%	335 89% B	319 92% B	845 89% F	196 79%	340 86%	384 87%	309 86%	820 86%	222 88%	144 88%	496 89% Pq	82 83%	48 84%	181 83%	66 80%

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10C Page 86  
Jul. 17, 2008  
(Continued)

QB10C. What level of influence does the publisher have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	1.5	1.6	1.4	1.3	1.4	1.6	1.4	1.5	1.5	1.5	1.4	1.5	1.4	1.5	1.5	1.5	1.6
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.86	1.01	0.82	0.73	0.83	0.96	0.86	0.87	0.86	0.86	0.87	1.00	0.79	0.82	0.95	0.93	0.92
Standard error	0.03	0.07	0.05	0.04	0.03	0.06	0.05	0.05	0.05	0.03	0.06	0.09	0.04	0.09	0.14	0.06	0.12
Chi-square significance	<-----51.45----->				<-----31.28----->		<-----8.7----->			<-----4.02----->		<-----56.07----->					
	100%*				100%*		7%*			14%*		95%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10D Page 87  
Jul. 17, 2008

QB10D. What level of influence does critical acclaim, awards, or book reviews have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	75 6%	3 4%	14 5%	42 9%	4 4%	6 5%	6 3%	29 5%	45 7%	2 2%	23 8%	15 5%	34 7%
				BCEG							J		J1
4 - Large influence	149 12%	10 12%	44 16%	52 11%	8 8%	13 12%	21 13%	64 11%	84 13%	10 11%	33 12%	41 12%	60 13%
			dE										
3 - Moderate influence	255 21%	16 19%	78 28%	77 17%	17 16%	26 23%	41 25%	116 21%	139 22%	25 26%	57 21%	67 20%	101 22%
			BDE				d						
2 - Some influence	363 30%	28 34%	69 25%	143 31%	37 36%	28 25%	58 35%	178 32%	184 29%	34 36%	84 30%	99 29%	138 30%
		c		c	Cf		Cf						
1 - No influence at all	351 29%	25 31%	69 25%	142 31%	35 34%	40 35%	40 24%	168 30%	183 29%	25 26%	79 29%	117 34%	123 27%
				c	cg	CG						M	
Don't know	10 1%	1 1%	5 2%	4 1%	-	-	-	7 1%	4 1%	-	1 *%	3 1%	6 1%
Refused	1 *%	-	-	-	1 1%	-	-	-	1 *%	-	-	-	-
Top 2	223 19%	13 16%	58 21%	94 20%	12 12%	19 17%	27 16%	93 17%	130 20%	12 13%	56 20%	56 16%	94 20%
			E	E									j
Bottom 2	714 59%	53 65%	139 49%	285 62%	72 71%	68 60%	98 59%	347 62%	367 57%	60 62%	163 59%	216 63%	261 57%
		C		C	Cdfg	C	c					m	
Mean	2.4	2.2	2.5	2.4	2.1	2.3	2.4	2.3	2.4	2.3	2.4	2.2	2.4

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10D Page 88  
Jul. 17, 2008  
(Continued)

QB10D. What level of influence does critical acclaim, awards, or book reviews have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.20	1.13	1.18	1.28	1.09	1.21	1.08	1.17	1.23	1.02	1.25	1.18	1.22
Standard error	0.04	0.11	0.06	0.07	0.11	0.11	0.09	0.05	0.05	0.11	0.09	0.07	0.06
Chi-square significance	<-----71.14-----> 100%*						<-----9.04-----> 66%*		<-----22.72-----> 64%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10D Page 89  
Jul. 17, 2008

QB10D. What level of influence does critical acclaim, awards, or book reviews have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	75 6%	10 5%	16 4%	30 9% bC	64 7%	11 4%	22 6%	18 4%	34 10% gH	68 7% K	7 3%	10 6%	37 7%	5 5%	4 7%	15 7%	4 4%
4 - Large influence	149 12%	25 11%	41 11%	52 15%	108 11%	41 17% E	37 9%	54 12%	57 16% G	123 13%	25 10%	17 10%	65 12%	15 16%	7 13%	31 14%	10 12%
3 - Moderate influence	255 21%	38 18%	98 26% Bd	68 20%	184 19%	71 29% E	71 18%	93 21%	88 24% G	205 22%	50 20%	43 26%	112 20%	19 19%	12 22%	45 21%	19 24%
2 - Some influence	363 30%	58 26%	112 30%	112 32%	305 32% F	58 23%	107 27%	146 33% g	107 30%	290 30%	73 29%	47 29% O	176 31% O	35 35% O	9 15%	65 30% O	22 26%
1 - No influence at all	351 29%	84 38% CD	107 28%	82 24%	289 30%	63 25%	151 38% HI	124 28% I	73 20%	257 27%	95 38% J	47 29%	164 29%	24 24%	24 42% mNP	57 26%	26 31%
Don't know	10 1%	4 2%	3 1%	2 *%	5 1%	5 2% e	6 1%	4 1%	-	8 1%	2 1%	-	4 1%	-	1 2%	3 1%	1 1%
Refused	1 *%	-	-	-	1 *%	-	-	1 *%	-	-	1 *%	-	-	-	-	-	1 1%
Top 2	223 19%	35 16%	58 15%	82 24% BC	171 18%	52 21%	59 15%	72 16%	91 25% GH	191 20% K	32 13%	26 16%	102 18%	21 21%	11 20%	46 21%	13 16%
Bottom 2	714 59%	142 65% d	219 58%	194 56%	593 62% F	120 49%	258 66%	270 61% I	180 50% I	547 57%	167 67% J	95 58%	340 61%	59 60%	32 57%	123 57%	47 57%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10D Page 90  
Jul. 17, 2008  
(Continued)

QB10D. What level of influence does critical acclaim, awards, or book reviews have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	2.4	2.2	2.3	2.5	2.3	2.5	2.2	2.3	2.6	2.4	2.1	2.4	2.3	2.4	2.3	2.4	2.3
Median	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.20	1.20	1.13	1.25	1.21	1.17	1.20	1.13	1.24	1.22	1.10	1.17	1.21	1.17	1.32	1.22	1.18
Standard error	0.04	0.09	0.06	0.07	0.04	0.07	0.07	0.06	0.07	0.04	0.07	0.10	0.06	0.13	0.20	0.08	0.15
Chi-square significance	<-----38.27-----> 100%*				<-----33.71-----> 100%*		<-----71.21-----> 100%*			<-----28.66-----> 100%*		<-----36.37-----> 37%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10E Page 91  
Jul. 17, 2008

QB10E. What level of influence does word-of-mouth have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	201 17%	17 20% c	34 12%	87 19% C	20 20% c	20 18%	23 14%	77 14%	124 19% H	13 13%	60 22% jM	57 17%	68 15%
4 - Large influence	293 24%	20 25%	91 32% DE	89 19%	19 19%	33 29% De	41 25%	120 21%	173 27% H	36 37% KLM	68 24%	81 23%	102 22%
3 - Moderate influence	284 24%	17 20%	77 27% F	109 24% f	26 25%	18 16%	38 23%	136 24%	147 23%	18 19%	62 22%	72 21%	127 28% jL
2 - Some influence	292 24%	24 29% C	52 19%	120 26% C	27 27% c	28 25%	40 24%	154 27% I	138 22%	21 22%	54 19%	102 30% Km	108 23%
1 - No influence at all	124 10%	4 5%	26 9%	52 11% B	10 10%	12 10%	20 12% b	69 12% i	55 9%	8 8%	30 11%	31 9%	52 11%
Don't know	9 1%	-	2 1%	4 1%	-	1 1%	3 2%	6 1%	3 *%	-	4 1%	-	4 1%
Top 2	494 41%	37 45%	124 44%	176 38%	39 38%	53 47% d	64 39%	197 35%	297 46% H	49 51% LM	128 46% M	137 40%	170 37%
Bottom 2	417 35%	29 35%	78 28%	172 37% C	37 37% c	40 35%	61 37% c	223 40% I	194 30%	29 30%	84 30%	133 39% k	160 35%
Mean	3.1	3.3	3.2	3.1	3.1	3.2	3.0	3.0	3.3	3.3	3.3	3.1	3.1
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0	3.0
Standard deviation	1.25	1.23	1.15	1.29	1.28	1.29	1.25	1.24	1.24	1.19	1.30	1.25	1.23

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10E Page 92  
Jul. 17, 2008  
(Continued)

QB10E. What level of influence does word-of-mouth have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

		Region						Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.04	0.12	0.06	0.08	0.13	0.11	0.11	0.06	0.05	0.13	0.10	0.07	0.06
Chi-square significance	<-----47.27-----> 92%*						<-----36.6-----> 100%*		<-----41.54-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.  
"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10E Page 93  
Jul. 17, 2008

QB10E. What level of influence does word-of-mouth have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	201 17%	39 18%	49 13%	64 19%	173 18%	28 11%	69 18%	77 18%	52 15%	163 17%	37 15%	26 16%	92 16%	14 14%	14 25%	34 16%	15 18%
4 - Large influence	293 24%	47 22%	92 24%	87 25%	212 22%	82 33%	87 22%	115 26%	88 25%	237 25%	56 22%	45 28%	134 24%	31 31%	14 24%	44 20%	23 28%
3 - Moderate influence	284 24%	39 18%	99 26%	88 26%	214 22%	70 28%	77 20%	102 23%	104 29%	222 23%	62 25%	36 22%	135 24%	23 23%	9 16%	60 27%	15 18%
2 - Some influence	292 24%	52 24%	94 25%	85 25%	248 26%	44 18%	104 27%	99 22%	86 24%	230 24%	62 25%	36 22%	154 28%	24 24%	12 21%	47 22%	14 18%
1 - No influence at all	124 10%	37 17%	42 11%	19 5%	101 11%	23 9%	50 13%	44 10%	29 8%	91 10%	33 13%	20 12%	40 7%	7 7%	8 14%	30 14%	12 14%
Don't know	9 1%	4 2%	2 *	2 1%	7 1%	2 1%	5 1%	4 1%	-	9 1%	-	-	4 1%	-	-	2 1%	3 3%
Top 2	494 41%	87 40%	141 37%	151 44%	385 40%	109 44%	157 40%	192 44%	141 39%	400 42%	94 37%	72 44%	226 41%	44 45%	28 49%	78 36%	38 47%
Bottom 2	417 35%	89 41%	136 36%	104 30%	349 37%	67 27%	155 39%	142 32%	115 32%	321 34%	96 38%	56 34%	193 35%	31 32%	20 35%	77 36%	26 32%
Mean	3.1	3.0	3.0	3.3	3.1	3.2	3.1	3.2	3.1	3.2	3.0	3.1	3.2	3.2	3.3	3.0	3.2
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10E Page 94  
Jul. 17, 2008  
(Continued)

QB10E. What level of influence does word-of-mouth have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard deviation	1.25	1.37	1.21	1.18	1.28	1.14	1.31	1.25	1.17	1.25	1.27	1.28	1.20	1.17	1.40	1.28	1.34
Standard error	0.04	0.10	0.07	0.07	0.05	0.07	0.07	0.07	0.07	0.04	0.08	0.11	0.06	0.13	0.21	0.08	0.17
Chi-square significance	<-----36.21----->				<-----29.56----->		<-----24.38----->			<-----8.45----->		<-----41.27----->					
	100%*				100%*		96%*			71%*		78%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10F Page 95  
Jul. 17, 2008

QB10F. What level of influence does the author's nationality have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	19 2%	1 1%	12 4% bDFG	5 1%	-	1 *%	1 *%	7 1%	13 2%	1 2%	6 2%	2 *%	11 2% L
4 - Large influence	27 2%	1 1%	12 4% BDF	5 1%	4 3%	1 1%	5 3%	7 1%	20 3% H	-	5 2%	5 1%	17 4% L
3 - Moderate influence	91 8%	5 6%	28 10% g	31 7%	7 7%	11 10%	9 6%	49 9%	42 7%	8 8%	17 6%	30 9%	35 8%
2 - Some influence	153 13%	11 13%	41 15% F	56 12%	10 9%	9 8%	27 16% F	73 13%	80 12%	12 12%	39 14%	33 10%	63 14% 1
1 - No influence at all	904 75%	65 79% C	185 66%	360 78% C	82 80% C	89 79% C	124 75% C	421 75%	483 75%	75 78%	210 76%	273 80% M	328 71%
Don't know	8 1%	-	3 1%	4 1%	-	1 1%	-	4 1%	4 1%	-	-	-	7 2%
Top 2	46 4%	2 2%	24 9% BDEFG	10 2%	4 3%	2 2%	5 3%	14 3%	32 5% H	1 2%	11 4%	6 2%	28 6% JL
Bottom 2	1,057 88%	76 92% C	225 80%	415 90% C	91 90% C	98 87% c	151 91% C	494 88%	563 88%	87 90%	249 90% m	306 89% m	392 85%
Mean	1.4	1.3	1.6	1.3	1.3	1.3	1.4	1.4	1.4	1.3	1.4	1.3	1.5
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.85	0.75	1.10	0.75	0.75	0.75	0.76	0.80	0.89	0.76	0.85	0.74	0.96

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10F Page 96  
Jul. 17, 2008  
(Continued)

QB10F. What level of influence does the author's nationality have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.03	0.07	0.06	0.04	0.07	0.07	0.07	0.04	0.04	0.08	0.06	0.04	0.04
Chi-square significance		<-----68.86-----> 100%*						<-----12.41-----> 91%*		<-----40.61-----> 99%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10F Page 97  
Jul. 17, 2008

QB10F. What level of influence does the author's nationality have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	19 2%	5 2%	5 1%	4 1%	10 1%	10 4% E	6 1%	5 1%	9 2%	15 2%	4 2%	4 2%	5 1%	1 1%	3 5%	6 3% m	1 1%
4 - Large influence	27 2%	10 4% Cd	4 1%	5 1%	16 2%	11 4% E	6 2%	14 3%	5 2%	22 2%	5 2%	3 2%	9 2%	-	3 6%	8 4%	3 3%
3 - Moderate influence	91 8%	13 6%	32 8%	26 8%	68 7%	24 10%	25 6%	27 6%	38 10% gH	77 8%	15 6%	16 10% Oq	37 7% O	9 9% O	1 1%	22 10% OQ	3 3%
2 - Some influence	153 13%	35 16%	44 12%	42 12%	113 12%	40 16% e	39 10%	56 13%	55 15% G	124 13%	29 11%	25 15%	59 11%	15 15%	5 10%	34 16% m	11 14%
1 - No influence at all	904 75%	152 70%	291 77% b	268 78% B	744 78% F	160 65%	315 80% I	334 76% i	251 70%	707 74%	198 79%	114 70%	446 80% LP	74 75%	44 77% p	142 66%	64 78% P
Don't know	8 1%	3 2%	2 *%	-	5 1%	3 1%	3 1%	4 1%	1 *%	7 1%	1 *%	1 1%	2 *%	-	1 1%	4 2% m	1 1%
Top 2	46 4%	14 7% CD	9 2%	9 2%	26 3%	21 8% E	12 3%	20 4%	14 4%	38 4%	9 4%	7 4% n	14 3%	1 1%	6 10% mN	14 7% MN	3 4%
Bottom 2	1,057 88%	188 86%	335 89%	311 90%	857 90% F	201 81%	354 90% i	390 89%	307 85%	831 87%	227 90%	140 85%	505 90% p	89 90% p	49 87%	176 81%	76 92% p
Mean	1.4	1.5	1.4	1.4	1.4	1.7	1.3	1.4	1.5	1.4	1.4	1.5	1.3	1.4	1.5	1.6	1.3

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10F Page 98  
Jul. 17, 2008  
(Continued)

QB10F. What level of influence does the author's nationality have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.85	0.95	0.80	0.77	0.77	1.08	0.79	0.84	0.92	0.86	0.81	0.93	0.75	0.72	1.10	1.02	0.76
Standard error	0.03	0.07	0.04	0.05	0.03	0.06	0.04	0.04	0.05	0.03	0.05	0.08	0.04	0.08	0.16	0.07	0.10
Chi-square significance	<-----29.54-----> 99%*				<-----46.68-----> 100%*		<-----21.51-----> 91%*			<-----2.98-----> 11%*		<-----59.65-----> 99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10G Page 99  
Jul. 17, 2008

QB10G. What level of influence does the publisher's nationality have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	10 1%	3 3%	3 1%	-	1 1%	-	4 2%	2 *%	8 1%	0 *%	2 1%	4 1%	4 1%
4 - Large influence	23 2%	-	12 4% DfG	6 1%	2 2%	2 1%	2 1%	8 1%	15 2%	1 1%	8 3%	5 2%	7 2%
3 - Moderate influence	40 3%	4 5%	15 5% DF	11 2%	4 4%	2 1%	5 3%	18 3%	22 3%	4 4%	8 3%	12 4%	16 3%
2 - Some influence	98 8%	2 2%	44 16% BDEFG	29 6% B	6 6%	7 6%	10 6%	53 9%	45 7%	7 7%	27 10%	21 6%	39 8%
1 - No influence at all	1,026 85%	73 89% C	203 72%	413 90% C	89 87% C	102 91% C	146 88% C	476 85%	550 86%	84 87%	232 84%	301 88%	391 85%
Don't know	6 *%	1 1%	3 1%	2 *%	-	-	-	4 1%	2 *%	1 1%	-	-	5 1%
Top 2	33 3%	3 3%	15 5% DF	6 1%	3 3%	2 1%	5 3%	10 2%	23 4% h	1 1%	10 4%	9 3%	11 2%
Bottom 2	1,124 93%	75 91%	247 88%	442 96% bC	95 93%	109 97% BC	156 94% C	530 94%	595 93%	91 94%	259 93%	322 94%	430 93%
Mean	1.2	1.3	1.4	1.1	1.2	1.1	1.2	1.2	1.3	1.2	1.3	1.2	1.2
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.68	0.83	0.86	0.49	0.70	0.48	0.75	0.61	0.74	0.57	0.71	0.69	0.68

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10G Page 100  
Jul. 17, 2008  
(Continued)

QB10G. What level of influence does the publisher's nationality have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.02	0.08	0.05	0.03	0.07	0.04	0.07	0.03	0.03	0.06	0.05	0.04	0.03
Chi-square significance	<-----85.09-----> 100%*						<-----11.08-----> 86%*		<-----15.14-----> 18%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10G Page 101  
Jul. 17, 2008

QB10G. What level of influence does the publisher's nationality have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	10	2	1	3	7	3	2	4	4	8	2	3	4	-	1	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%		1%	1%	
4 - Large influence	23	5	10	2	13	10	9	9	4	17	6	3	8	1	4	3	4
	2%	3%	3%	1%	1%	4%	2%	2%	1%	2%	2%	2%	1%	1%	6%	1%	5%
			d			E											
3 - Moderate influence	40	12	9	11	26	14	15	14	8	34	6	6	19	3	1	8	3
	3%	5%	2%	3%	3%	6%	4%	3%	2%	4%	2%	4%	3%	3%	1%	3%	4%
						E											
2 - Some influence	98	22	28	27	55	43	26	47	25	75	24	15	41	12	4	17	7
	8%	10%	7%	8%	6%	18%	6%	11%	7%	8%	9%	9%	7%	13%	7%	8%	8%
						E		Gi									
1 - No influence at all	1,026	174	331	301	852	174	338	366	316	813	213	136	485	81	48	185	69
	85%	80%	88%	87%	89%	70%	86%	83%	88%	85%	85%	83%	87%	83%	84%	85%	84%
			B	B	F				h								
Don't know	6	4	-	1	3	3	4	-	2	4	1	1	1	1	-	3	-
	1%	2%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%		1%	
Top 2	33	8	11	5	20	13	11	13	8	25	8	6	12	1	4	5	4
	3%	3%	3%	1%	2%	5%	3%	3%	2%	3%	3%	4%	2%	1%	8%	2%	5%
						E									n		
Bottom 2	1,124	196	358	328	906	218	364	413	341	888	236	151	526	94	52	201	75
	93%	89%	95%	95%	95%	88%	92%	94%	95%	93%	94%	92%	94%	95%	91%	93%	92%
			B	B	F												
Mean	1.2	1.3	1.2	1.2	1.2	1.5	1.2	1.3	1.2	1.2	1.2	1.3	1.2	1.2	1.3	1.2	1.3
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10G Page 102  
Jul. 17, 2008  
(Continued)

QB10G. What level of influence does the publisher's nationality have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard deviation	0.68	0.78	0.63	0.60	0.61	0.87	0.67	0.71	0.64	0.68	0.68	0.80	0.64	0.52	0.89	0.67	0.76
Standard error	0.02	0.06	0.04	0.04	0.02	0.05	0.04	0.04	0.04	0.02	0.05	0.07	0.03	0.06	0.13	0.04	0.10
Chi-square significance	<-----23.87----->				<-----69.32----->		<-----14.16----->			<-----2.38----->		<-----34.76----->					
	95%*				100%*		56%*			6%*		52%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10H Page 103  
Jul. 17, 2008

QB10H. What level of influence do on-line recommendations or social networking websites have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	20 2%	3 4% eg	3 1%	9 2%	1 1%	3 3%	1 *	11 2%	9 1%	3 3%	6 2%	4 1%	7 2%
4 - Large influence	45 4%	2 2%	12 4%	15 3%	7 7%	3 2%	7 4%	24 4%	21 3%	7 7% m	21 LM	9 3%	7 2%
3 - Moderate influence	136 11%	12 15% E	37 13% E	51 11% E	3 3%	11 10% E	21 13% E	69 12%	67 10%	13 13%	50 18% LM	39 11% m	33 7%
2 - Some influence	220 18%	15 18%	52 18%	80 17%	23 22%	16 14%	35 21%	96 17%	124 19%	25 26% M	61 22% m	60 18%	71 15%
1 - No influence at all	765 64%	50 61%	168 60%	302 65%	66 65%	77 69% c	102 61%	352 63%	413 64%	47 48%	139 50%	227 66% JK	331 72% JK
Don't know	17 1%	-	8 3% dG	4 1%	2 2%	2 2%	1 *	9 2%	7 1%	2 2%	-	3 1%	11 2%
Refused	1 *%	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 *%
Top 2	65 5%	5 6%	15 5%	25 5%	7 7%	6 5%	7 4%	35 6%	30 5%	9 10% lm	27 10% LM	13 4%	14 3%
Bottom 2	985 82%	65 79%	220 78%	382 83%	89 87% C	93 83%	137 82%	448 80%	536 84%	72 75%	201 72%	288 84% jK	402 87% JK
Mean	1.6	1.7	1.6	1.6	1.5	1.5	1.6	1.6	1.6	1.9	1.9	1.5	1.4

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10H Page 104  
Jul. 17, 2008  
(Continued)

QB10H. What level of influence do on-line recommendations or social networking websites have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0
Standard deviation	0.95	1.06	0.96	0.96	0.89	0.97	0.89	0.99	0.91	1.08	1.08	0.88	0.82
Standard error	0.03	0.10	0.05	0.06	0.09	0.09	0.08	0.05	0.04	0.12	0.08	0.05	0.04
Chi-square significance	<-----35.05-----> 31%*							<-----6.37-----> 39%*		<-----98.53-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10H Page 105  
Jul. 17, 2008

QB10H. What level of influence do on-line recommendations or social networking websites have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	20 2%	4 2%	8 2%	6 2%	17 2%	3 1%	8 2%	5 1%	7 2%	16 2%	4 2%	4 2%	6 1%	4 4%	1 2%	4 2%	2 2%
4 - Large influence	45 4%	11 5%	8 2%	17 5% c	34 4%	11 4%	17 4%	11 2%	17 5%	38 4%	7 3%	4 2%	21 4%	4 4%	4 8%	4 2%	7 9% lp
3 - Moderate influence	136 11%	16 7%	45 12% b	49 14% B	103 11%	32 13%	31 8%	48 11%	55 15% Gh	123 13% K	12 5%	16 10%	77 14% OP	14 14% p	3 6%	15 7%	7 8%
2 - Some influence	220 18%	31 14%	68 18%	78 23% B	175 18%	45 18%	68 17%	86 20%	64 18%	176 18%	44 18%	30 18%	108 19% p	22 22%	9 15%	30 14%	18 22%
1 - No influence at all	765 64%	147 67% D	244 65% D	193 56%	616 64%	149 60%	257 65%	286 65%	216 60%	587 62%	177 71% J	108 66%	341 61%	54 55%	38 67%	156 72% MNQ	48 58%
Don't know	17 1%	10 4% CD	4 1%	2 1%	10 1%	7 3% e	11 3% hI	4 1%	1 *%	11 1%	6 2%	2 1%	5 1%	1 1%	2 3%	6 3% m	1 1%
Refused	1 *%	-	-	-	-	1 *%	1 *%	-	-	1 *%	-	-	-	-	-	1 *%	-
Top 2	65 5%	14 7%	16 4%	23 7%	51 5%	14 6%	26 7% h	16 4%	24 7% h	54 6%	11 4%	8 5%	27 5%	8 8%	5 9%	8 4%	9 11% p
Bottom 2	985 82%	179 82%	312 83%	270 78%	791 83% f	194 78%	325 83%	372 85% I	280 78%	763 80%	222 88% J	138 84%	449 80%	75 76%	47 82%	187 86% mn	66 80%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10H Page 106  
Jul. 17, 2008  
(Continued)

QB10H. What level of influence do on-line recommendations or social networking websites have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	1.6	1.5	1.6	1.7	1.6	1.6	1.6	1.5	1.7	1.6	1.4	1.5	1.6	1.8	1.6	1.4	1.7
Median	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.95	0.97	0.94	1.00	0.95	0.97	0.97	0.87	1.02	0.97	0.85	0.93	0.93	1.11	1.02	0.86	1.08
Standard error	0.03	0.07	0.05	0.06	0.03	0.06	0.05	0.05	0.06	0.03	0.06	0.08	0.04	0.13	0.15	0.06	0.14
Chi-square significance	<-----33.59----->				<-----9.85----->		<-----31.47----->			<-----18.52----->		<-----54.37----->					
	100%*				72%*		99%*			98%*		94%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10I Page 107  
Jul. 17, 2008

QB10I. What level of influence does advertising have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	27 2%	3 3%	4 1%	12 3%	6 c	3 3%	-	12 2%	15 2%	7 lm	9 3%	5 1%	6 1%
4 - Large influence	81 7%	4 5%	25 9% E	27 6%	4 4%	9 8%	12 7%	30 5%	51 8% h	10 10%	24 9%	17 5%	28 6%
3 - Moderate influence	198 16%	14 17%	67 24% DEFG	61 13%	15 15%	17 15%	24 14%	88 16%	110 17%	20 21%	50 18%	50 15%	75 16%
2 - Some influence	387 32%	28 34%	83 30%	137 30%	41 40% cd	34 30%	64 39% cd	173 31%	214 33%	32 33%	88 32%	106 31%	153 33%
1 - No influence at all	503 42%	33 40%	99 35%	223 48% CEg	35 34%	49 44% c	65 39%	255 45% I	248 39%	28 29%	106 38%	165 48% JKm	193 42% J
Don't know	7 1%	1 1%	2 1%	1 *%	1 1%	1 *%	1 1%	4 1%	3 *%	-	1 *%	-	6 1%
Top 2	108 9%	7 8%	29 10%	39 8%	10 10%	12 11%	12 7%	42 7%	66 10%	17 17% LM	32 12% 1	22 6%	35 8%
Bottom 2	890 74%	61 74% c	182 65%	360 78% C	76 74% c	83 74% c	129 78% C	428 76%	462 72%	59 62%	194 70%	271 79% JK	346 75% J
Mean	1.9	2.0	2.1	1.8	2.1	1.9	1.9	1.9	2.0	2.3	2.1	1.8	1.9
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.03	1.04	1.04	1.03	1.09	1.07	0.91	1.00	1.05	1.20	1.09	0.96	0.98

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10I Page 108  
Jul. 17, 2008  
(Continued)

QB10I. What level of influence does advertising have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.03	0.10	0.06	0.06	0.11	0.10	0.08	0.05	0.05	0.13	0.08	0.06	0.04
Chi-square significance	<-----50.88-----> 96%*							<-----10.95-----> 86%*		<-----52.81-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10I Page 109  
Jul. 17, 2008

QB10I. What level of influence does advertising have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	27	6	6	10	24	3	13	8	5	24	3	3	11	4	1	3	5
	2%	3%	2%	3%	3%	1%	3%	2%	1%	3%	1%	2%	2%	4%	1%	1%	6%
4 - Large influence	81	16	20	21	58	23	31	31	18	69	12	9	32	12	5	14	6
	7%	7%	5%	6%	6%	9%	8%	7%	5%	7%	5%	6%	6%	12%	8%	6%	8%
						e											
3 - Moderate influence	198	31	57	68	134	64	66	67	63	159	39	28	96	17	6	33	14
	16%	14%	15%	20%	14%	26%	17%	15%	17%	17%	16%	17%	17%	17%	10%	15%	18%
						E											
2 - Some influence	387	71	121	108	317	70	117	138	128	301	85	56	174	28	19	75	28
	32%	33%	32%	31%	33%	28%	30%	31%	36%	32%	34%	34%	31%	29%	33%	35%	35%
1 - No influence at all	503	90	172	138	418	85	164	192	145	395	109	65	242	37	27	89	27
	42%	41%	46%	40%	44%	34%	42%	44%	40%	41%	43%	40%	43%	38%	47%	41%	33%
						F											
Don't know	7	4	1	-	5	2	3	3	1	4	3	2	1	-	-	3	1
	1%	2%	*%		*%	1%	1%	1%	*%	*%	1%	1%	*%			1%	1%
Top 2	108	22	26	31	82	26	44	39	23	93	15	12	43	16	6	17	11
	9%	10%	7%	9%	9%	11%	11%	9%	6%	10%	6%	7%	8%	16%	10%	8%	14%
							I			K				lmp			
Bottom 2	890	162	293	246	735	155	281	330	273	696	194	122	417	66	46	164	56
	74%	74%	78%	71%	77%	63%	71%	75%	76%	73%	77%	74%	75%	67%	80%	76%	68%
						d									n		
						F											
Mean	1.9	2.0	1.8	2.0	1.9	2.1	2.0	1.9	1.9	2.0	1.9	1.9	1.9	2.2	1.8	1.9	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.03	1.06	0.97	1.05	1.02	1.04	1.10	1.02	0.95	1.05	0.93	0.98	1.01	1.17	1.01	0.97	1.16

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10I Page 110  
Jul. 17, 2008  
(Continued)

QB10I. What level of influence does advertising have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard error	0.03	0.08	0.05	0.06	0.04	0.06	0.06	0.05	0.05	0.04	0.06	0.09	0.05	0.13	0.15	0.06	0.15
Chi-square significance	<-----17.29-----> 76%*				<-----34.08-----> 100%*		<-----16.42-----> 71%*			<-----10.21-----> 82%*		<-----35.41-----> 55%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10J Page 111  
Jul. 17, 2008

QB10J. What level of influence does information about books given in other media, such as movies, TV shows and magazines have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203	82	280	461	102	112	166	562	641	96	277	343	462
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	49	4	11	16	4	3	11	24	25	2	9	16	20
	4%	5%	4%	3%	4%	3%	7%	4%	4%	2%	3%	5%	4%
4 - Large influence	130	8	42	44	10	10	15	50	80	14	41	34	38
	11%	10%	15% Dfg	10%	10%	9%	9%	9%	12% h	15%	15% M	10%	8%
3 - Moderate influence	275	22	81	98	18	25	30	128	146	27	57	80	109
	23%	27% e	29% DEG	21%	17%	22%	18%	23%	23%	28%	20%	23%	24%
2 - Some influence	380	28	85	142	33	39	52	175	205	29	91	102	147
	32%	34%	30%	31%	33%	35%	32%	31%	32%	30%	33%	30%	32%
1 - No influence at all	362	20	57	158	35	35	57	181	181	22	77	109	147
	30%	24%	20%	34% BC	35% bC	31% C	34% bC	32%	28%	23%	28%	32%	32%
Don't know	5	-	5	-	1	-	-	4	2	2	1	1	2
	*%		2%		1%			1%	*%	2%	*%	*%	*%
Refused	2	-	-	2	-	-	-	-	2	-	2	-	-
	*%			*%					*%		1%		
Top 2	179	12	52	60	15	13	26	74	105	16	50	51	57
	15%	15%	19% df	13%	14%	12%	16%	13%	16%	17%	18% m	15%	12%
Bottom 2	742	48	142	301	69	74	109	356	386	51	168	211	293
	62%	58%	51%	65% C	68% C	66% C	66% C	63%	60%	53%	61%	62%	64% j
Mean	2.3	2.4	2.5	2.2	2.2	2.2	2.2	2.2	2.3	2.4	2.3	2.3	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10J Page 112  
Jul. 17, 2008  
(Continued)

QB10J. What level of influence does information about books given in other media, such as movies, TV shows and magazines have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard deviation	1.13	1.10	1.10	1.11	1.15	1.06	1.21	1.12	1.13	1.08	1.13	1.15	1.11
Standard error	0.04	0.11	0.06	0.06	0.11	0.09	0.10	0.05	0.05	0.12	0.08	0.07	0.05
Chi-square significance		<-----62.88----->						<-----10.22----->		<-----30.48----->			
		99%*						75%*		83%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10J Page 113  
Jul. 17, 2008

QB10J. What level of influence does information about books given in other media, such as movies, TV shows and magazines have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	49 4%	4 2%	11 3%	25 7% BC	44 5% F	6 2%	16 4%	15 3%	18 5%	47 5% K	2 1%	7 4%	28 5% Q	5 5%	2 3%	7 3%	1 1%
4 - Large influence	130 11%	20 9%	32 8%	48 14% C	93 10% E	37 15%	52 13%	42 9%	36 10%	107 11%	23 9%	17 10%	62 11% Q	14 14%	6 10%	19 9%	9 11%
3 - Moderate influence	275 23%	46 21%	93 25%	77 22%	201 21%	74 30% E	82 21%	109 25%	82 23%	219 23%	56 22%	34 21%	128 23%	28 28% o	8 14%	51 23%	17 21%
2 - Some influence	380 32%	70 32%	123 33%	116 34%	304 32%	76 31%	112 28%	139 32%	125 35% g	295 31%	85 34%	51 31%	179 32%	28 28%	23 40%	62 29%	31 38%
1 - No influence at all	362 30%	75 34% D	119 31% D	81 23%	312 33% F	50 20%	126 32%	134 31%	99 27%	277 29%	85 34%	54 33% n	161 29%	21 22%	18 32%	77 35% mN	22 27%
Don't know	5 *%	2 1%	1 *%	-	1 *%	5 2% E	4 1%	1 *%	-	5 1%	-	1 1%	1 *%	2 2%	-	1 1%	-
Refused	2 *%	2 1%	-	-	2 *%	-	2 *%	-	-	2 *%	-	-	-	-	-	-	2 2%
Top 2	179 15%	25 11%	43 11%	72 21% BC	136 14%	43 17%	68 17%	57 13%	54 15%	154 16% K	25 10%	24 15%	90 16%	19 19%	7 13%	26 12%	10 12%
Bottom 2	742 62%	144 66% D	242 64% d	197 57%	616 64% F	127 51%	238 60%	273 62%	224 62%	572 60%	170 68% J	105 64% N	340 61% n	49 50%	41 72% mN	139 64% N	53 64% n

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10J Page 114  
Jul. 17, 2008  
(Continued)

QB10J. What level of influence does information about books given in other media, such as movies, TV shows and magazines have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	2.3	2.1	2.2	2.5	2.2	2.5	2.3	2.2	2.3	2.3	2.1	2.2	2.3	2.5	2.1	2.1	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.13	1.05	1.06	1.19	1.14	1.05	1.17	1.09	1.12	1.15	1.00	1.14	1.15	1.15	1.07	1.10	1.01
Standard error	0.04	0.08	0.06	0.07	0.04	0.06	0.06	0.06	0.06	0.04	0.07	0.10	0.05	0.13	0.16	0.07	0.13
Chi-square significance	<-----50.17-----> 100%*				<-----47.85-----> 100%*		<-----22.24-----> 86%*			<-----19.26-----> 99%*		<-----60.54-----> 98%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10K Page 115  
Jul. 17, 2008

QB10K. What level of influence do cover illustrations and the book design have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	48 4%	5 6%	12 4%	19 4%	3 3%	4 4%	5 3%	24 4%	25 4%	5 6%	19 7% lm	9 3%	14 3%
4 - Large influence	101 8%	5 6%	34 12% bDF	30 7%	10 9%	5 4%	17 10% f	40 7%	60 9%	16 17% lM	31 11% M	27 8%	25 5%
3 - Moderate influence	226 19%	9 11%	68 24% BD	68 15%	24 23% Bd	22 20% b	34 21% B	92 16%	134 21% h	20 20%	70 25% lM	59 17%	71 15%
2 - Some influence	398 33%	31 37%	85 30%	158 34%	30 29%	42 37%	52 32%	197 35%	201 31%	26 27%	93 33%	123 36%	147 32%
1 - No influence at all	426 35%	33 40% C	78 28%	184 40% C	35 35%	39 35%	56 34%	206 37%	220 34%	29 30%	64 23%	125 36% K	201 44% JKL
Don't know	4 *%	-	3 1%	1 *%	-	-	-	2 *%	2 *%	1 1%	-	-	3 1%
Top 2	149 12%	10 12%	45 16% DF	49 11%	13 13%	9 8%	23 14%	64 11%	85 13%	21 22% lM	50 18% lM	36 11%	39 8%
Bottom 2	824 69%	63 77% CEg	163 58%	342 74% Ceg	65 64%	81 72% C	109 66%	404 72% I	421 66%	55 57%	157 57%	248 72% JK	348 75% JK
Mean	2.1	2.0	2.3	2.0	2.2	2.0	2.2	2.1	2.2	2.4	2.4	2.0	1.9
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.11	1.14	1.13	1.09	1.12	1.03	1.11	1.10	1.12	1.24	1.16	1.05	1.04

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10K Page 116  
Jul. 17, 2008  
(Continued)

QB10K. What level of influence do cover illustrations and the book design have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.03	0.11	0.06	0.06	0.11	0.09	0.10	0.05	0.05	0.14	0.09	0.06	0.05
Chi-square significance	<-----53.86-----> 98%*							<-----9.23-----> 76%*		<-----93.61-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10K Page 117  
Jul. 17, 2008

QB10K. What level of influence do cover illustrations and the book design have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	48 4%	8 4%	15 4%	16 5%	38 4%	10 4%	15 4%	18 4%	15 4%	38 4%	10 4%	9 5%	25 5%	5 5%	1 1%	5 2%	3 4%
4 - Large influence	101 8%	17 8%	31 8%	23 7%	68 7%	32 13% E	40 10%	34 8%	27 8%	86 9%	15 6%	14 8%	46 8%	16 16% moP	3 6%	12 6%	8 10%
3 - Moderate influence	226 19%	38 17%	67 18%	65 19%	164 17%	61 25% E	71 18%	79 18%	73 20%	187 20%	39 16%	34 21%	100 18%	25 26%	11 19%	38 18%	14 16%
2 - Some influence	398 33%	65 30%	133 35%	110 32%	323 34%	74 30%	116 30%	158 36% g	119 33%	316 33%	82 33%	57 35%	193 35% p	27 27%	21 36%	61 28%	30 36%
1 - No influence at all	426 35%	89 40%	132 35%	131 38%	359 38% F	67 27%	149 38%	151 34%	124 34%	321 34%	106 42% J	50 31%	194 35%	25 26%	21 38%	98 45% LMNQ	26 32%
Don't know	4 *%	2 1%	-	-	1 *%	3 1% e	2 1%	-	1 *%	4 *%	-	-	-	1 1%	-	3 1%	1 1%
Top 2	149 12%	25 11%	47 12%	39 11%	107 11%	42 17% E	55 14%	52 12%	42 12%	124 13%	25 10%	22 14% p	71 13% P	20 21% OP	4 7%	17 8%	12 14%
Bottom 2	824 69%	154 70%	264 70%	242 70%	683 72% F	141 57%	265 67%	310 70%	243 68%	637 67%	187 75% J	107 65% n	387 69% N	52 53%	42 74% N	159 73% N	56 68% n
Mean	2.1	2.0	2.1	2.1	2.1	2.4	2.1	2.1	2.1	2.2	2.0	2.2	2.1	2.5	2.0	1.9	2.2

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10K Page 118  
Jul. 17, 2008  
(Continued)

QB10K. What level of influence do cover illustrations and the book design have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.11	1.11	1.10	1.11	1.09	1.14	1.14	1.09	1.10	1.11	1.08	1.13	1.12	1.18	0.96	1.03	1.13
Standard error	0.03	0.08	0.06	0.07	0.04	0.07	0.06	0.06	0.06	0.04	0.07	0.10	0.05	0.14	0.14	0.07	0.14
Chi-square significance	<-----10.25----->				<-----40.09----->		<-----10.32----->			<-----11.85----->		<-----56.18----->					
	26%*				100%*		26%*			89%*		99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10L Page 119  
Jul. 17, 2008

QB10L. What level of influence does price have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	104 9%	12 14% CF	12 4%	51 11% CF	11 11% C	6 5%	14 8%	42 7%	63 10%	9 9%	22 8%	21 6%	49 11% L
4 - Large influence	173 14%	13 16%	52 18% DF	57 12%	16 16%	12 10%	23 14%	70 12%	103 16% h	14 14%	39 14%	48 14%	67 15%
3 - Moderate influence	290 24%	15 19%	81 29% BdE	105 23%	19 18%	26 23%	43 26%	122 22%	167 26% h	19 19%	70 25%	92 27%	105 23%
2 - Some influence	336 28%	26 31% C	59 21%	135 29% C	32 31% c	33 29% c	51 31% C	155 28%	181 28%	30 31%	90 32% M	100 29%	111 24%
1 - No influence at all	292 24%	17 20%	73 26%	110 24%	24 23%	35 31% BG	33 20%	170 30% I	121 19%	25 26%	55 20%	81 24%	123 27% k
Don't know	6 1%	-	3 1%	1 *%	1 1%	1 1%	1 *%	3 1%	3 *%	-	-	-	5 1%
Refused	2 *%	-	-	2 *%	-	-	-	-	2 *%	-	2 1%	-	-
Top 2	277 23%	25 30% F	63 23% f	108 23% F	27 27% F	17 15%	37 22%	111 20%	166 26% H	22 23%	61 22%	70 20%	117 25%
Bottom 2	628 52%	42 52%	133 47%	245 53%	55 54%	68 61% C	85 51%	325 58% I	302 47%	55 57%	145 52%	181 53%	235 51%
Mean	2.6	2.7	2.5	2.6	2.6	2.3	2.6	2.4	2.7	2.5	2.6	2.5	2.6

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10L Page 120  
Jul. 17, 2008  
(Continued)

QB10L. What level of influence does price have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0
Standard deviation	1.25	1.34	1.19	1.28	1.30	1.17	1.20	1.24	1.23	1.27	1.19	1.18	1.32
Standard error	0.04	0.13	0.07	0.07	0.13	0.10	0.10	0.06	0.05	0.14	0.09	0.07	0.06
Chi-square significance	<-----50.75-----> 88%*							<-----36.28-----> 100%*		<-----33.27-----> 90%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10L Page 121  
Jul. 17, 2008

QB10L. What level of influence does price have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	104	23	31	21	95	9	40	34	29	82	23	15	38	8	9	23	7
	9%	10%	8%	6%	10%	4%	10%	8%	8%	9%	9%	9%	7%	9%	16%	11%	9%
		d			F										m	m	
4 - Large influence	173	37	59	41	127	46	61	65	45	132	41	24	78	10	6	35	18
	14%	17%	16%	12%	13%	19%	15%	15%	13%	14%	16%	15%	14%	10%	10%	16%	21%
					E												no
3 - Moderate influence	290	50	90	85	216	73	83	108	96	231	59	37	138	28	14	51	16
	24%	23%	24%	25%	23%	30%	21%	25%	27%	24%	24%	23%	25%	28%	25%	23%	20%
					E				g								
2 - Some influence	336	63	100	105	282	54	103	138	94	268	68	52	161	32	17	45	23
	28%	29%	27%	30%	30%	22%	26%	31%	26%	28%	27%	31%	29%	32%	30%	21%	28%
					F							P	P	p			
1 - No influence at all	292	42	96	94	228	64	102	93	92	232	59	36	143	20	11	56	17
	24%	19%	25%	27%	24%	26%	26%	21%	26%	24%	24%	22%	26%	21%	19%	26%	20%
			b	B													
Don't know	6	3	1	-	4	2	4	1	2	6	1	-	-	-	-	6	-
	1%	1%	*%		*%	1%	1%	*%	1%	1%	*%					3%	
Refused	2	2	-	-	2	-	2	-	-	2	-	-	-	-	-	-	2
	*%	1%			*%		*%			*%							2%
Top 2	277	60	90	61	222	55	101	100	75	213	64	39	116	19	15	58	25
	23%	27%	24%	18%	23%	22%	26%	23%	21%	22%	25%	24%	21%	19%	26%	27%	30%
		D	d													m	
Bottom 2	628	104	196	199	510	117	205	232	187	500	127	87	304	52	28	101	39
	52%	48%	52%	58%	53%	47%	52%	53%	52%	53%	51%	53%	54%	53%	49%	47%	48%
				B	f								P				

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10L Page 122  
Jul. 17, 2008  
(Continued)

QB10L. What level of influence does price have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	2.6	2.7	2.5	2.4	2.6	2.5	2.6	2.6	2.5	2.5	2.6	2.6	2.5	2.5	2.7	2.6	2.7
Median	2.0	3.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	3.0
Standard deviation	1.25	1.26	1.25	1.17	1.26	1.17	1.30	1.20	1.23	1.24	1.26	1.24	1.21	1.18	1.33	1.33	1.27
Standard error	0.04	0.09	0.07	0.07	0.05	0.07	0.07	0.06	0.07	0.04	0.08	0.11	0.06	0.14	0.20	0.09	0.16
Chi-square significance	<-----32.35-----> 99%*				<-----24.61-----> 100%*		<-----17.68-----> 66%*			<-----2.86-----> 6%*		<-----83.3-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10M Page 123  
Jul. 17, 2008

QB10M. What level of influence do best seller's lists have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	62 5%	4 4%	8 3%	28 6% c	6 5%	5 4%	12 7% c	22 4%	40 6%	5 5%	22 8% lm	14 4%	19 4%
4 - Large influence	117 10%	7 9%	28 10%	43 9%	9 9%	12 11%	18 11%	41 7%	76 12% H	11 11%	31 11%	29 9%	42 9%
3 - Moderate influence	242 20%	20 24% e	59 21% e	87 19%	14 14%	27 24% e	35 21%	107 19%	135 21%	26 27% k	45 16%	75 22%	91 20%
2 - Some influence	337 28%	27 33%	72 26%	132 29%	30 30%	35 31%	41 25%	150 27%	187 29%	28 30%	68 25%	97 28%	138 30%
1 - No influence at all	428 36%	25 30%	102 37%	169 37%	42 41% f	33 30%	57 34%	232 41% I	197 31%	26 27%	107 39% j	126 37% j	161 35%
Don't know	16 1%	-	11 4% DE	2 *%	1 1%	-	3 2%	10 2%	6 1%	1 1%	3 1%	1 *%	11 2% L
Top 2	180 15%	11 13%	36 13%	71 15%	15 15%	17 15%	30 18%	63 11%	116 18% H	16 16%	54 19% lm	43 13%	61 13%
Bottom 2	765 64%	52 63%	174 62%	301 65%	72 71% cg	69 61%	98 59%	382 68% I	384 60%	54 56%	175 63%	224 65%	299 65%
Mean	2.2	2.2	2.1	2.2	2.1	2.3	2.3	2.0	2.3	2.4	2.2	2.1	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	1.18	1.12	1.13	1.20	1.19	1.13	1.27	1.13	1.21	1.16	1.30	1.13	1.13

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10M Page 124  
Jul. 17, 2008  
(Continued)

QB10M. What level of influence do best seller's lists have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.04	0.11	0.06	0.07	0.12	0.10	0.11	0.05	0.05	0.13	0.10	0.07	0.05
Chi-square significance	<-----39.16-----> 71%*							<-----34.31-----> 100%*		<-----30.85-----> 92%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10M Page 125  
Jul. 17, 2008

QB10M. What level of influence do best seller's lists have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	62	11	15	15	58	5	26	20	14	57	6	9	20	8	4	13	5
	5%	5%	4%	4%	6%	2%	7%	5%	4%	6%	2%	6%	4%	8%	7%	6%	6%
					F					K							
4 - Large influence	117	25	41	27	90	27	45	36	36	89	28	11	56	12	9	19	7
	10%	11%	11%	8%	9%	11%	12%	8%	10%	9%	11%	7%	10%	12%	16%	9%	9%
3 - Moderate influence	242	29	67	96	192	51	69	86	85	194	48	36	118	23	5	39	15
	20%	13%	18%	28%	20%	20%	18%	20%	24%	20%	19%	22%	21%	24%	9%	18%	18%
				BC					g			o	o	o		o	
2 - Some influence	337	61	111	99	277	59	103	134	98	267	70	50	157	21	16	61	27
	28%	28%	29%	29%	29%	24%	26%	31%	27%	28%	28%	31%	28%	21%	28%	28%	33%
					f												
1 - No influence at all	428	87	140	106	333	95	142	159	125	332	97	55	202	32	21	79	27
	36%	40%	37%	31%	35%	38%	36%	36%	35%	35%	39%	34%	36%	32%	37%	36%	33%
		D															
Don't know	16	5	4	2	5	11	8	4	2	13	3	2	4	2	2	5	1
	1%	2%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%	2%	3%	2%	1%
					E												
Top 2	180	36	56	43	148	32	71	56	50	146	34	20	76	20	13	32	12
	15%	16%	15%	12%	15%	13%	18%	13%	14%	15%	13%	12%	14%	21%	23%	15%	15%
							H										
Bottom 2	765	149	250	205	610	155	245	294	222	599	166	105	360	53	37	140	54
	64%	68%	66%	59%	64%	62%	62%	67%	62%	63%	66%	64%	64%	54%	65%	65%	66%
		d	d										n			n	
Mean	2.2	2.1	2.1	2.3	2.2	2.1	2.3	2.1	2.2	2.2	2.1	2.2	2.2	2.4	2.3	2.2	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10M Page 126  
Jul. 17, 2008  
(Continued)

QB10M. What level of influence do best seller's lists have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard deviation	1.18	1.21	1.15	1.12	1.20	1.11	1.25	1.14	1.14	1.20	1.11	1.15	1.14	1.30	1.33	1.21	1.17
Standard error	0.04	0.09	0.07	0.07	0.04	0.07	0.07	0.06	0.07	0.04	0.07	0.10	0.05	0.15	0.20	0.08	0.15
Chi-square significance	<-----28.53----->				<-----33.97----->		<-----18.92----->			<-----7.52----->		<-----30.85----->					
	99%*				100%*		83%*			62%*		33%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB10N Page 127  
Jul. 17, 2008

QB10N. What level of influence does having the book made into a movie have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Significant influence	47 4%	3 4%	4 1%	17 4% c	8 C	4 3%	11 6% C	20 4%	26 4%	6 6%	16 6% m	12 3%	12 3%
4 - Large influence	81 7%	2 3%	31 11% BDG	26 6% g	8 8% g	9 bG	4 2%	34 6%	47 7%	16 17% LM	29 10% LM	16 5%	18 4%
3 - Moderate influence	167 14%	10 12%	53 19% bDef	53 12%	13 12%	14 13%	24 15%	92 16% I	74 12%	22 23% LM	43 16%	46 13%	51 11%
2 - Some influence	248 21%	16 19%	51 18%	97 21%	23 22%	20 18%	42 25% c	113 20%	135 21%	15 16%	63 23%	68 20%	100 22%
1 - No influence at all	646 54%	51 61% Ceg	132 47%	265 57% C	51 50%	65 58% C	83 50%	294 52%	353 55%	36 37%	124 45%	199 58% JK	272 59% JK
Don't know	13 1%	-	9 3% Dg	3 1%	-	-	2 1%	8 2%	5 1%	1 1%	1 *% JK	3 1%	8 2% K
Refused	2 *%	-	1 *%	-	-	-	1 *%	1 *%	1 *%	-	1 *%	-	1 *%
Top 2	128 11%	6 7%	35 13% b	43 9%	16 15% b	13 12%	15 9%	54 10%	74 12%	22 23% LM	45 16% LM	28 8%	30 6%
Bottom 2	894 74%	67 81% C	182 65%	362 79% C	74 72%	85 76% C	125 75% C	407 72%	487 76%	51 53%	187 68% J	267 78% JK	372 81% JK
Mean	1.9	1.7	2.0	1.8	2.0	1.8	1.9	1.9	1.8	2.4	2.1	1.7	1.7

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10N Page 128  
Jul. 17, 2008  
(Continued)

QB10N. What level of influence does having the book made into a movie have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0
Standard deviation	1.13	1.07	1.13	1.10	1.28	1.15	1.16	1.12	1.15	1.31	1.25	1.07	1.00
Standard error	0.04	0.10	0.06	0.06	0.13	0.10	0.10	0.05	0.05	0.15	0.09	0.06	0.05
Chi-square significance	<-----71.43-----> 100%*							<-----9.59-----> 71%*		<-----107.47-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10N Page 129  
Jul. 17, 2008

QB10N. What level of influence does having the book made into a movie have on your decision of which books to buy?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Significant influence	47 4%	9 4%	7 2%	19 5%	43 5% C	3 1%	22 6% i	15 3%	10 3%	46 5% K	1 *%	13 8% mP	18 3%	6 6%	2 3%	5 2%	3 4%
4 - Large influence	81 7%	21 9% c	20 5%	23 7%	51 5% E	30 12% E	42 11% HI	24 6%	15 4%	70 7% k	11 4%	10 6%	30 5%	17 17% LMP	7 13% p	8 4%	10 12% p
3 - Moderate influence	167 14%	32 15%	50 13%	45 13%	123 13%	44 18% e	60 15%	52 12%	53 15%	143 15% K	24 10%	23 14%	77 14%	19 19% p	8 14%	23 11%	13 16%
2 - Some influence	248 21%	42 19%	89 24%	77 22%	203 21%	44 18%	83 21%	90 20%	73 20%	187 20%	61 24%	31 19%	122 22%	19 19%	9 15%	47 22%	17 20%
1 - No influence at all	646 54%	107 49%	207 55%	182 53%	528 55% F	118 48%	179 45%	254 58% G	208 58% G	493 52%	153 61% J	87 53% N	307 55% N	37 38%	28 50%	129 59% N	40 48%
Don't know	13 1%	6 3%	4 1%	-	5 1%	8 3% E	7 2% I	4 1%	1 *%	12 1%	1 *%	1 *%	4 1%	1 1%	2 3%	5 2%	-
Refused	2 *%	2 1%	-	-	1 *%	1 *%	1 *%	1 *%	-	1 *%	1 *%	-	-	-	1 2%	1 *%	-
Top 2	128 11% C	30 14% C	27 7%	41 12% C	95 10%	33 13%	64 16% HI	39 9%	25 7%	116 12% K	12 5%	22 14% P	48 9%	22 23% MP	9 16% p	13 6%	13 16% P
Bottom 2	894 74%	149 68%	296 78% B	260 75% b	731 77% F	163 65%	262 67%	343 78% G	281 78% G	680 71%	214 85% J	118 72% N	429 77% N	56 57%	37 65%	176 81% 1NOQ	56 68%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10N Page 130  
Jul. 17, 2008  
(Continued)

QB10N. What level of influence does having the book made into a movie have on your decision of which books to buy?

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	1.9	2.0	1.7	1.9	1.8	2.0	2.1	1.8	1.7	1.9	1.6	2.0	1.8	2.3	2.0	1.6	2.0
Median	1.0	1.0	1.0	1.0	1.0	2.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	2.0
Standard deviation	1.13	1.21	1.01	1.18	1.13	1.14	1.25	1.08	1.04	1.19	0.86	1.27	1.08	1.30	1.25	0.98	1.21
Standard error	0.04	0.09	0.06	0.07	0.04	0.07	0.07	0.06	0.06	0.04	0.06	0.11	0.05	0.15	0.19	0.06	0.15
Chi-square significance	<-----35.99-----> 100%*				<-----45.68-----> 100%*		<-----54.84-----> 100%*			<-----39.47-----> 100%*		<-----99.4-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10\_SUMT2 Page 131  
Jul. 17, 2008

QB10\_SUMT2. Summary table of 'Top 2' responses to the QB10 series.  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
The story or subject of the book [QB10A]	967 80%	64 78%	231 83% e	369 80%	76 74%	90 80%	137 83%	438 78%	529 83% h	76 79%	244 88% jLM	278 81% m	348 75%
The author [QB10B]	502 42%	31 37%	125 45% E	202 44% E	32 32%	48 43% e	65 39%	214 38%	288 45% H	32 33%	97 35%	143 42%	216 47% JK
Word-of-mouth [QB10E]	494 41%	37 45%	124 44%	176 38%	39 38%	53 47% d	64 39%	197 35%	297 46% H	49 51% LM	128 46% M	137 40%	170 37%
Price [QB10L]	277 23%	25 30% F	63 23% f	108 23% F	27 27% F	17 15%	37 22%	111 20%	166 26% H	22 23%	61 22%	70 20%	117 25%
Critical acclaim, awards, or book reviews [QB10D]	223 19%	13 16%	58 21% E	94 20% E	12 12%	19 17%	27 16%	93 17%	130 20%	12 13%	56 20%	56 16%	94 20% j
Best seller's lists [QB10M]	180 15%	11 13%	36 13%	71 15%	15 15%	17 15%	30 18%	63 11%	116 18% H	16 16%	54 19% lm	43 13%	61 13%
Information about books given in other media, such as movies, TV shows and magazines [QB10J]	179 15%	12 15%	52 19% df	60 13%	15 14%	13 12%	26 16%	74 13%	105 16%	16 17%	50 18% m	51 15%	57 12%
Cover illustrations and the book design [QB10K]	149 12%	10 12%	45 16% DF	49 11%	13 13%	9 8%	23 14%	64 11%	85 13%	21 22% LM	50 18% LM	36 11%	39 8%
Having the book made into a movie [QB10N]	128 11%	6 7%	35 13% b	43 9%	16 15% b	13 12%	15 9%	54 10%	74 12%	22 23% LM	45 16% LM	28 8%	30 6%
Advertising [QB10I]	108 9%	7 8%	29 10%	39 8%	10 10%	12 11%	12 7%	42 7%	66 10%	17 17% LM	32 12% 1	22 6%	35 8%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10\_SUMT2 Page 132  
Jul. 17, 2008  
(Continued)

QB10\_SUMT2. Summary table of 'Top 2' responses to the QB10 series.  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
On-line recommendations or social networking websites [QB10H]	65 5%	5 6%	15 5%	25 5%	7 7%	6 5%	7 4%	35 6%	30 5%	9 10% lm	27 10% LM	13 4%	14 3%
The publisher [QB10C]	49 4%	1 2%	16 6% BF	17 4%	6 6% bf	2 1%	6 4%	19 3%	30 5%	1 1%	13 5%	12 3%	21 4% j
The author's nationality [QB10F]	46 4%	2 2%	24 9% BDEFG	10 2%	4 3%	2 2%	5 3%	14 3%	32 5% H	1 2%	11 4%	6 2%	28 6% JL
The publisher's nationality [QB10G]	33 3%	3 3%	15 5% DF	6 1%	3 3%	2 1%	5 3%	10 2%	23 4% h	1 1%	10 4%	9 3%	11 2%
Chi-square significance		<-----71.31-----> 57%						<-----25.62-----> 97%		<-----113.49-----> 100%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10\_SUMT2 Page 133  
Jul. 17, 2008

QB10\_SUMT2. Summary table of 'Top 2' responses to the QB10 series.  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
The story or subject of the book [QB10A]	967	175	306	282	761	206	287	357	317	772	195	135	455	84	39	164	69
	80%	80%	81%	82%	80%	83%	73%	81%	88%	81%	77%	83%	81%	86%	69%	76%	84%
								G	GH			o	op	OP			o
The author [QB10B]	502	91	161	155	391	111	144	181	173	402	100	62	230	36	22	109	35
	42%	42%	43%	45%	41%	45%	37%	41%	48%	42%	40%	38%	41%	37%	39%	50%	42%
									Gh							LMN	
Word-of-mouth [QB10E]	494	87	141	151	385	109	157	192	141	400	94	72	226	44	28	78	38
	41%	40%	37%	44%	40%	44%	40%	44%	39%	42%	37%	44%	41%	45%	49%	36%	47%
															P		
Price [QB10L]	277	60	90	61	222	55	101	100	75	213	64	39	116	19	15	58	25
	23%	27%	24%	18%	23%	22%	26%	23%	21%	22%	25%	24%	21%	19%	26%	27%	30%
		D	d													m	
Critical acclaim, awards, or book reviews [QB10D]	223	35	58	82	171	52	59	72	91	191	32	26	102	21	11	46	13
	19%	16%	15%	24%	18%	21%	15%	16%	25%	20%	13%	16%	18%	21%	20%	21%	16%
				BC					GH	K							
Best seller's lists [QB10M]	180	36	56	43	148	32	71	56	50	146	34	20	76	20	13	32	12
	15%	16%	15%	12%	15%	13%	18%	13%	14%	15%	13%	12%	14%	21%	23%	15%	15%
							H										
Information about books given in other media, such as movies, TV shows and magazines [QB10J]	179	25	43	72	136	43	68	57	54	154	25	24	90	19	7	26	10
	15%	11%	11%	21%	14%	17%	17%	13%	15%	16%	10%	15%	16%	19%	13%	12%	12%
				BC						K							
Cover illustrations and the book design [QB10K]	149	25	47	39	107	42	55	52	42	124	25	22	71	20	4	17	12
	12%	11%	12%	11%	11%	17%	14%	12%	12%	13%	10%	14%	13%	21%	7%	8%	14%
						E						P	P	OP			
Having the book made into a movie [QB10N]	128	30	27	41	95	33	64	39	25	116	12	22	48	22	9	13	13
	11%	14%	7%	12%	10%	13%	16%	9%	7%	12%	5%	14%	9%	23%	16%	6%	16%
		C		C			HI			K		P		MP	p		P
Advertising [QB10I]	108	22	26	31	82	26	44	39	23	93	15	12	43	16	6	17	11
	9%	10%	7%	9%	9%	11%	11%	9%	6%	10%	6%	7%	8%	16%	10%	8%	14%
							I			K				lmp			

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB10\_SUMT2 Page 134  
Jul. 17, 2008  
(Continued)

QB10\_SUMT2. Summary table of 'Top 2' responses to the QB10 series.  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
On-line recommendations or social networking websites [QB10H]	65 5%	14 7%	16 4%	23 7%	51 5%	14 6%	26 7% h	16 4%	24 7% h	54 6%	11 4%	8 5%	27 5%	8 8%	5 9%	8 4%	9 11% p
The publisher [QB10C]	49 4%	17 8% CD	12 3%	7 2%	35 4%	13 5%	18 4%	18 4%	13 4%	37 4%	12 5%	11 6%	17 3%	2 3%	4 8%	10 5%	5 6%
The author's nationality [QB10F]	46 4%	14 7% CD	9 2%	9 2%	26 3%	21 8% E	12 3%	20 4%	14 4%	38 4%	9 4%	7 4% n	14 3%	1 1%	6 10% mN	14 7% MN	3 4%
The publisher's nationality [QB10G]	33 3%	8 3%	11 3%	5 1%	20 2%	13 5% E	11 3%	13 3%	8 2%	25 3%	8 3%	6 4%	12 2%	1 1%	4 8% n	5 2%	4 5%
Chi-square significance	<-----61.38-----> 100%				<-----30.86-----> 99%		<-----62.93-----> 100%			<-----24.73-----> 96%		<-----101.21-----> 99%					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB11 Page 135  
Jul. 17, 2008

QB11. Would you say that the cost of hardcover books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Very affordable	20 1%	3 3%	10 3% def	5 1%	1 1%	1 1%	-	9 1%	12 2%	3 2%	3 1%	2 *%	11 2% L
4 - Affordable	225 15%	9 8%	87 24% BDEFG	67 12%	16 13%	19 14%	26 14%	137 19% I	88 11%	36 28% KLM	51 15%	54 13%	83 14%
3 - Moderate	322 21%	20 19%	80 22%	115 20%	32 26%	32 24%	43 22%	169 23%	153 20%	38 30% LM	106 32% LM	86 21% M	92 15%
2 - Expensive	630 42%	53 49% Cg	120 33%	278 49% CeG	48 39%	56 41% C	74 38%	267 36%	363 47% H	41 32%	118 36%	183 45% JK	267 44% JK
1 - Very expensive	189 13%	17 15% C	26 7%	71 12% C	19 15% C	16 11%	41 21% CDF	72 10%	117 15% H	3 3%	25 8% J	57 14% JK	98 16% JK
Don't know	114 8%	6 5%	45 12% BDEG	37 6%	6 5%	11 8%	9 5%	77 11% I	37 5%	7 5%	28 8%	23 6%	52 9% L
Refuse to answer	1 *%	-	-	-	-	1 *%	-	1 *%	-	-	-	-	1 *%
Top 2	246 16%	12 12%	97 26% BDEFG	73 13%	17 14%	20 15%	26 14%	146 20% I	100 13%	38 30% KLM	54 16%	56 14%	94 16%
Bottom 2	820 55%	70 64% CF	146 40%	349 61% Cf	67 55% C	72 53% C	115 60% C	340 46%	480 62% H	44 35%	143 43%	240 59% JK	365 61% JK
Mean	2.5	2.3	2.8	2.4	2.4	2.5	2.3	2.6	2.3	2.9	2.6	2.4	2.3

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB11 Page 136  
Jul. 17, 2008  
(Continued)

QB11. Would you say that the cost of hardcover books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0	2.0
Standard deviation	0.97	0.96	1.02	0.90	0.95	0.93	0.97	0.98	0.94	0.91	0.90	0.92	1.00
Standard error	0.03	0.08	0.05	0.05	0.09	0.08	0.08	0.04	0.04	0.09	0.06	0.05	0.04
Chi-square significance				<-----150.85----->				<-----77.5----->		<-----126.25----->			
				100%*				100%*		100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB11 Page 137  
Jul. 17, 2008

QB11. Would you say that the cost of hardcover books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Very affordable	20	3	11	2	11	10	10	3	6	16	5	3	7	3	1	6	-
	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	3%	1%	2%	
			D			E	h										
4 - Affordable	225	52	66	61	147	78	100	80	42	167	58	29	94	27	11	42	16
	15%	18%	15%	15%	13%	24%	18%	15%	10%	14%	18%	15%	14%	23%	15%	14%	16%
						E	I	I						Mp			
3 - Moderate	322	52	95	105	250	72	119	122	80	248	74	44	159	35	15	44	19
	21%	18%	21%	26%	21%	22%	22%	23%	20%	21%	22%	23%	23%	30%	22%	15%	19%
				B								P	P	P			
2 - Expensive	630	116	182	169	525	105	204	214	204	508	122	80	294	39	29	128	46
	42%	40%	41%	41%	45%	32%	37%	41%	50%	43%	37%	41%	43%	34%	40%	43%	47%
				F					GH	k			n				n
1 - Very expensive	189	41	59	47	168	21	57	69	61	147	43	23	79	5	14	49	12
	13%	14%	13%	12%	14%	6%	10%	13%	15%	13%	13%	12%	12%	4%	20%	16%	12%
					F				g			N	N		N	MN	n
Don't know	114	24	32	24	71	44	59	37	17	86	28	14	53	6	1	30	6
	8%	8%	7%	6%	6%	13%	11%	7%	4%	7%	8%	7%	8%	5%	2%	10%	6%
						E	HI	i				o	O			O	
Refuse to answer	1	1	-	-	1	-	-	-	1	1	-	1	-	-	-	-	-
	*%	*%			*%				*%	*%		*%					
Top 2	246	55	78	64	158	88	110	83	48	183	62	32	102	30	12	48	16
	16%	19%	17%	16%	13%	27%	20%	16%	12%	16%	19%	17%	15%	26%	16%	16%	16%
						E	hI	i						IMPq			
Bottom 2	820	157	241	216	693	127	261	283	265	655	165	103	373	44	43	176	58
	55%	54%	54%	53%	59%	38%	48%	54%	65%	56%	50%	53%	54%	38%	60%	59%	59%
					F			g	GH	k		N	N		N	N	N

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB11 Page 138  
Jul. 17, 2008  
(Continued)

QB11. Would you say that the cost of hardcover books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	2.5	2.5	2.5	2.5	2.4	2.8	2.6	2.5	2.3	2.4	2.5	2.5	2.5	2.9	2.4	2.4	2.4
Median	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0
Standard deviation	0.97	1.01	1.01	0.92	0.93	1.02	1.00	0.95	0.91	0.96	1.00	0.97	0.93	0.95	1.01	1.02	0.92
Standard error	0.03	0.07	0.05	0.05	0.03	0.06	0.05	0.05	0.05	0.03	0.06	0.08	0.04	0.10	0.13	0.06	0.11
Chi-square significance	<-----16.07-----> 55%*				<-----119.84-----> 100%*		<-----63.57-----> 100%*			<-----8.39-----> 60%*		<-----63.77-----> 99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB12 Page 139  
Jul. 17, 2008

QB12. Would you say that the cost of paperback books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Very affordable	77 5%	5 5%	20 5%	25 4%	9 7%	7 5%	11 6%	40 5%	37 5%	13 10% L	19 6% 1	10 2%	33 6% L
4 - Affordable	579 39%	37 34%	162 44% BdE	214 37% E	34 28%	61 45% bE	71 37% e	307 42% I	271 35%	65 51% LM	160 48% LM	140 35%	200 33%
3 - Moderate	483 32%	37 34% Cf	91 25%	202 35% CF	46 38% CF	33 24%	73 38% CF	215 29%	268 35% H	37 29%	106 32%	148 37% M	182 30%
2 - Expensive	243 16%	22 20%	56 15%	88 15%	27 22% cg	25 19%	26 13%	98 13%	146 19% H	6 4%	33 10% J	71 18% JK	125 21% JK
1 - Very expensive	41 3%	2 2%	9 2%	15 3%	3 2%	5 4%	7 4%	14 2%	26 3% h	1 1%	2 1%	15 4% JK	22 4% JK
Don't know	78 5%	5 5%	31 8% dEFG	29 5% g	4 4%	4 3%	4 2%	57 8% I	21 3%	6 4%	10 3%	20 5%	40 7% K
Refuse to answer	1 *%	-	-	-	-	1 *%	-	1 *%	-	-	-	-	1 *%
Top 2	656 44%	42 39%	182 49% BDE	239 42%	42 34%	68 50% bdE	83 43%	348 47% I	308 40%	78 61% LM	179 54% LM	150 37%	233 39%
Bottom 2	284 19%	24 22%	65 18%	103 18%	29 24%	30 22%	33 17%	112 15%	172 22% H	6 5%	36 11% J	86 21% JK	147 24% JK
Mean	3.3	3.2	3.4	3.3	3.2	3.3	3.3	3.4	3.2	3.7	3.5	3.2	3.2

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB12 Page 140  
Jul. 17, 2008  
(Continued)

QB12. Would you say that the cost of paperback books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	3.0	3.0	4.0	3.0	3.0	4.0	3.0	4.0	3.0	4.0	4.0	3.0	3.0
Standard deviation	0.91	0.90	0.92	0.88	0.93	0.97	0.91	0.88	0.93	0.75	0.79	0.89	0.97
Standard error	0.03	0.08	0.05	0.05	0.08	0.08	0.07	0.04	0.04	0.07	0.05	0.05	0.04
Chi-square significance	<-----57.85----->						<-----52.32----->		<-----136.03----->				
	97%*						100%*		100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB12 Page 141  
Jul. 17, 2008

QB12. Would you say that the cost of paperback books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Very affordable	77	11	22	30	61	16	24	31	20	59	18	8	47	7	3	10	1
	5%	4%	5%	7%	5%	5%	4%	6%	5%	5%	6%	4%	7%	6%	4%	3%	1%
				b									PQ	q			
4 - Affordable	579	115	168	168	429	150	232	199	140	442	136	82	252	56	33	95	47
	39%	40%	38%	41%	37%	45%	42%	38%	34%	38%	41%	42%	37%	49%	46%	32%	47%
						E	I					P		MP	P		mP
3 - Moderate	483	75	161	132	404	79	155	176	150	383	100	68	229	39	19	91	24
	32%	26%	36%	32%	35%	24%	28%	33%	36%	33%	30%	35%	33%	34%	26%	30%	24%
			B	b	F			g	G			q	q				
2 - Expensive	243	56	62	55	195	48	80	83	78	196	48	26	109	10	13	63	17
	16%	19%	14%	13%	17%	15%	15%	16%	19%	17%	15%	13%	16%	8%	19%	21%	17%
		cD							g				N		n	LmN	n
1 - Very expensive	41	10	10	12	34	7	15	11	14	32	8	4	14	1	2	16	3
	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%	1%	2%	5%	3%
																LMN	
Don't know	78	21	24	13	48	30	42	27	9	60	18	6	35	2	2	24	7
	5%	7%	5%	3%	4%	9%	8%	5%	2%	5%	6%	3%	5%	2%	3%	8%	7%
		D				E	I	I					n			LNo	
Refuse to answer	1	1	-	-	1	-	-	-	1	1	-	1	-	-	-	-	-
	*%	*%			*%				*%	*%		*%					
Top 2	656	126	190	198	490	166	257	229	160	501	154	90	298	63	36	105	48
	44%	44%	43%	48%	42%	50%	47%	44%	39%	43%	47%	46%	44%	55%	50%	35%	48%
						E	I					P	P	MP	P		P
Bottom 2	284	66	71	67	229	55	95	94	91	228	56	30	123	10	15	79	20
	19%	23%	16%	16%	20%	17%	17%	18%	22%	19%	17%	16%	18%	9%	21%	26%	20%
		Cd						g					N		N	LMN	N

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB12 Page 142  
Jul. 17, 2008  
(Continued)

QB12. Would you say that the cost of paperback books in Canada, not counting discounts, is affordable or expensive?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.3	3.2	3.3	3.4	3.3	3.4	3.3	3.3	3.2	3.3	3.3	3.3	3.3	3.5	3.3	3.1	3.3
Median	3.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	4.0	3.0	4.0
Standard deviation	0.91	0.95	0.86	0.92	0.91	0.90	0.90	0.90	0.92	0.91	0.90	0.85	0.91	0.77	0.91	0.97	0.90
Standard error	0.03	0.06	0.05	0.05	0.03	0.05	0.04	0.04	0.05	0.03	0.05	0.07	0.04	0.08	0.12	0.05	0.11
Chi-square significance	<-----29.59-----> 98%*				<-----32.01-----> 100%*		<-----36.3-----> 100%*			<-----4.14-----> 16%*		<-----83.41-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB13 Page 143  
Jul. 17, 2008

QB13. When you buy books, how often do you buy books that are on discount?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
Always	85 7%	4 5%	8 3%	47 10% bC	8 8% c	7 6%	11 6%	30 5%	55 9% H	4 4%	21 7%	17 5%	39 8% j1
Most of the time	246 20%	20 25% C	41 15%	95 21% c	23 22% c	28 25% C	39 23% C	89 16%	157 24% H	12 13%	63 23% J	80 23% Jm	85 18%
Sometimes	563 47%	39 48%	123 44%	229 50%	49 49%	53 47%	71 43%	268 48%	295 46%	51 53%	138 50%	151 44%	214 46%
Rarely	226 19%	13 16%	82 29% BDEFG	65 14%	12 12%	19 17%	34 21% e	123 22% I	102 16%	24 25% k	39 14%	76 22% K	81 18%
Never	75 6%	5 6%	25 9% Df	22 5%	8 8%	5 4%	10 6%	48 8% I	28 4%	6 6%	14 5%	17 5%	38 8% 1
Don't know	6 *%	-	2 1%	1 *%	1 1%	1 *%	1 1%	2 *%	4 1%	-	-	1 *%	5 1%
Refuse to answer	2 *%	-	-	2 *%	-	1 *%	-	2 *%	-	-	2 1%	-	1 *%
Chi-square significance		<-----59.52-----> 100%*						<-----33.1-----> 100%*		<-----33.34-----> 98%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB13 Page 144  
Jul. 17, 2008

QB13. When you buy books, how often do you buy books that are on discount?  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203 100%	219 100%	378 100%	345 100%	955 100%	248 100%	394 100%	440 100%	359 100%	952 100%	251 100%	164 100%	558 100%	98 100%	57 100%	217 100%	82 100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
Always	85 7%	21 10% D	29 8% D	13 4%	79 8% F	6 2%	34 9%	28 6%	22 6%	73 8% k	11 5%	5 3%	33 6%	4 4%	10 17% LMN	25 11% LMN	7 8%
Most of the time	246 20%	49 22% d	84 22% D	53 15%	209 22% F	37 15%	90 23%	85 19%	69 19%	195 21%	50 20%	32 20%	121 22%	18 18%	16 28%	37 17%	18 21%
Sometimes	563 47%	99 45%	177 47%	169 49%	458 48%	105 42%	174 44%	205 47%	180 50%	447 47%	116 46%	83 51%	259 46%	49 50%	25 44%	99 45%	41 50%
Rarely	226 19%	30 14%	70 19%	84 24% Bc	150 16%	76 31% E	67 17%	91 21%	67 19%	170 18%	56 22%	31 19% o	110 20% O	19 19%	5 9%	38 18% o	13 16%
Never	75 6%	18 8% c	14 4%	25 7% c	53 6%	23 9% e	27 7%	28 6%	19 5%	59 6%	16 6%	11 7% o	29 5% o	9 9% O	1 1%	17 8% O	4 5%
Don't know	6 *%	1 1%	2 1%	2 *%	4 *%	2 1%	2 1%	2 *%	2 *%	5 1%	1 *%	1 *%	4 1%	-	-	1 1%	-
Refuse to answer	2 *%	-	2 *%	-	2 *%	-	-	1 *%	2 1%	2 *%	1 *%	-	2 *%	-	-	-	-
Chi-square significance	<-----29.66-----> 100%*				<-----43.98-----> 100%*		<-----10.51-----> 43%*			<-----5.12-----> 47%*		<-----39.16-----> 88%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14A Page 145  
Jul. 17, 2008

QB14A. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them in stores.'  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Strongly agree	199 17%	18 22% df	51 18%	65 14%	21 20%	14 12%	30 18%	86 15%	113 18%	18 19%	42 15%	62 18%	75 16%
4 - Agree	642 53%	38 46%	182 65% BDFG	220 48%	58 57% bd	62 55%	82 49%	308 55%	334 52%	56 58%	157 57%	169 49%	247 53%
3 - Neutral	172 14%	14 17% C	15 5%	82 18% C	14 14% C	19 17% C	27 17% C	82 15%	90 14%	15 15%	48 17% m	47 14%	55 12%
2 - Disagree	67 6%	6 7% E	10 3%	39 8% CEFG	1 1%	4 4%	7 4%	37 7%	30 5%	2 2%	18 6% j	20 6% j	25 5% j
1 - Strongly disagree	14 1%	2 2%	2 1%	3 1%	2 2%	2 1%	4 2%	6 1%	8 1%	1 1%	4 1%	2 *%	7 2%
I don't buy books by Canadian authors	44 4%	3 3%	10 3%	15 3%	5 5%	6 6%	6 4%	18 3%	26 4%	-	4 2%	15 4% k	24 5% K
Don't know	64 5%	2 2%	10 3% E	36 8% BCE	1 1%	6 5% E	10 6% E	23 4%	40 6%	4 5%	4 1%	26 8% K	28 6% K
Refuse to answer	2 *%	-	-	2 *%	-	-	-	2 *%	-	-	-	2 *%	-
Top 2	841 70%	56 68%	234 83% BDFG	285 62%	79 78% bDfg	76 67%	112 67%	394 70%	447 70%	74 77% 1	199 72%	231 67%	322 70%
Bottom 2	81 7%	8 10% ce	12 4%	42 9% CE	3 3%	6 5%	10 6%	43 8%	38 6%	3 3%	22 8% j	22 6%	32 7% j

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14A Page 146  
Jul. 17, 2008  
(Continued)

QB14A. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them in stores.'  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	3.9	3.8	4.0	3.7	4.0	3.8	3.9	3.8	3.9	4.0	3.8	3.9	3.9
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.83	0.95	0.69	0.86	0.78	0.79	0.87	0.83	0.82	0.74	0.83	0.82	0.84
Standard error	0.03	0.09	0.04	0.05	0.08	0.07	0.08	0.04	0.04	0.08	0.06	0.05	0.04
Chi-square significance	<-----91.3-----> 100%*						<-----10.06-----> 65%*		<-----41.2-----> 96%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14A Page 147  
Jul. 17, 2008

QB14A. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them in stores.'

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Strongly agree	199	29	60	73	154	44	47	75	74	158	41	23	100	15	9	32	14
	17%	13%	16%	21%	16%	18%	12%	17%	21%	17%	16%	14%	18%	15%	16%	15%	17%
				B				G	G								
4 - Agree	642	120	212	172	478	165	216	224	197	504	139	77	294	60	27	124	46
	53%	55%	56%	50%	50%	66%	55%	51%	55%	53%	55%	47%	53%	61%	47%	57%	56%
						E								1		1	
3 - Neutral	172	32	51	49	159	12	66	65	40	141	31	32	82	14	12	25	6
	14%	14%	14%	14%	17%	5%	17%	15%	11%	15%	12%	19%	15%	14%	21%	11%	7%
					F		I					PQ	Q		Q		
2 - Disagree	67	15	18	20	58	9	16	31	20	52	15	12	31	5	3	11	4
	6%	7%	5%	6%	6%	4%	4%	7%	6%	5%	6%	7%	6%	5%	4%	5%	4%
					f			g									
1 - Strongly disagree	14	4	4	2	14	-	4	5	5	12	2	3	4	2	1	3	1
	1%	2%	1%	1%	2%		1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
I don't buy books by Canadian authors	44	8	10	15	35	9	20	16	7	33	11	6	16	1	3	14	4
	4%	4%	3%	4%	4%	4%	5%	4%	2%	4%	4%	4%	3%	1%	5%	6%	5%
							I									MN	
Don't know	64	12	23	11	55	9	24	24	13	52	12	11	29	2	3	8	8
	5%	5%	6%	3%	6%	4%	6%	6%	4%	5%	5%	7%	5%	2%	5%	4%	9%
				d								n	n				n
Refuse to answer	2	-	-	2	2	-	-	-	2	-	2	-	2	-	-	-	-
	*%			*%	*%				*%		1%		*%				
Top 2	841	149	272	245	632	209	263	299	272	661	180	101	394	74	36	156	61
	70%	68%	72%	71%	66%	84%	67%	68%	76%	69%	72%	61%	71%	76%	63%	72%	74%
						E			GH				1	L		L	1
Bottom 2	81	19	21	22	72	9	20	35	25	64	17	15	35	7	3	14	5
	7%	9%	6%	6%	8%	4%	5%	8%	7%	7%	7%	9%	6%	7%	6%	6%	6%
					F												

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14A Page 148  
Jul. 17, 2008  
(Continued)

QB14A. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them in stores.'

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.9	3.8	3.9	3.9	3.8	4.1	3.8	3.8	3.9	3.9	3.9	3.7	3.9	3.8	3.8	3.9	4.0
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.83	0.85	0.79	0.83	0.86	0.63	0.77	0.86	0.85	0.83	0.80	0.90	0.81	0.84	0.85	0.80	0.78
Standard error	0.03	0.06	0.05	0.05	0.03	0.04	0.04	0.05	0.05	0.03	0.06	0.08	0.04	0.10	0.13	0.05	0.11
Chi-square significance	<-----20.15----->				<-----46.41----->		<-----32.04----->			<-----8.53----->		<-----38.48----->					
	68%*				100%*		98%*			52%*		26%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14B Page 149  
Jul. 17, 2008

QB14B. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,058 100%	70 100%	236 100%	413 100%	84 100%	101 100%	154 100%	495 100%	563 100%	94 100%	255 100%	326 100%	367 100%
Unweighted 'N'	1,019	96	285	281	96	126	135	499	520	93	187	293	429
5 - Strongly agree	151 14%	15 21% CD	20 8%	47 11%	19 22% CD	14 14%	36 24% CDf	74 15%	77 14%	8 8%	54 21% JLM	48 15% j	39 11%
4 - Agree	372 35%	27 38% g	79 33%	159 39% G	30 35%	36 36%	42 27%	181 37%	191 34%	56 59% KLM	111 44% M	117 36% M	84 23%
3 - Neutral	148 14%	11 15% c	18 8%	61 15% C	14 17% C	21 21% C	22 14% c	75 15%	73 13%	14 15%	45 18% m	43 13%	42 12%
2 - Disagree	39 4%	2 3%	9 4% F	14 3% f	3 4%	1 1%	10 7% F	22 4%	18 3%	5 5%	5 2%	10 3%	19 5% k
1 - Strongly disagree	3 *%	-	-	1 *%	1 1%	1 1%	1 1%	2 *%	1 *%	-	-	-	3 1%
I don't shop/buy online	275 26%	12 17%	90 38% BDEFG	102 25%	14 17%	25 25%	32 21%	111 22%	163 29% H	9 9%	31 12%	87 27% JK	145 40% JKL
Don't know	68 6%	3 5%	21 9% eF	28 7% f	3 4%	3 3%	10 7%	28 6%	40 7%	4 4%	8 3%	18 6%	35 10% JKL
Refuse to answer	3 *%	-	-	2 *%	-	-	1 1%	3 1%	-	-	-	3 1%	-
Top 2	523 49%	41 59% C	99 42%	206 50% c	49 58% C	50 49%	78 51% c	255 51%	268 48%	63 67% LM	165 65% LM	165 51% M	122 33%
Bottom 2	42 4%	2 3%	9 4%	15 4%	4 5%	1 1%	11 7% F	24 5%	18 3%	5 5%	5 2%	10 3%	22 6% KL

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14B Page 150  
Jul. 17, 2008  
(Continued)

QB14B. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	3.9	4.0	3.9	3.8	3.9	3.9	3.9	3.9	3.9	3.8	4.0	3.9	3.7
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.81	0.80	0.76	0.77	0.88	0.76	0.98	0.84	0.79	0.68	0.75	0.77	0.95
Standard error	0.03	0.10	0.06	0.06	0.11	0.09	0.11	0.05	0.05	0.08	0.06	0.06	0.07
Chi-square significance	<-----85.09----->							<-----14.58----->		<-----170.83----->			
	100%*							90%*		100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB14B Page 151  
Jul. 17, 2008

QB14B. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,058	153	339	338	848	210	312	401	338	857	201	144	524	95	44	161	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,019	145	330	317	766	253	309	381	321	819	200	132	484	87	41	194	60
5 - Strongly agree	151	19	45	59	139	11	32	52	65	124	27	15	84	14	9	15	10
	14%	12%	13%	17%	16%	5%	10%	13%	19%	14%	13%	10%	16%	15%	21%	9%	14%
					F				GH				1P				
4 - Agree	372	45	119	125	301	71	111	128	129	307	65	51	191	52	11	36	22
	35%	30%	35%	37%	36%	34%	36%	32%	38%	36%	33%	35%	37%	55%	25%	22%	32%
												P	P	LMOPQ			
3 - Neutral	148	21	43	51	131	16	60	56	31	119	28	28	72	12	12	14	9
	14%	14%	13%	15%	15%	8%	19%	14%	9%	14%	14%	19%	14%	13%	28%	9%	13%
					F		I	i				P	p		mnPq		
2 - Disagree	39	8	16	9	33	7	16	17	6	35	4	2	15	5	3	8	6
	4%	5%	5%	3%	4%	3%	5%	4%	2%	4%	2%	2%	3%	5%	6%	5%	9%
							I	i								1	1
1 - Strongly disagree	3	-	1	-	3	-	2	1	-	3	-	-	1	-	-	2	-
	3%		1%		3%		1%	1%		3%			1%			1%	
I don't shop/buy online	275	48	90	79	191	84	76	118	80	215	60	37	126	9	6	74	18
	26%	32%	27%	23%	22%	40%	24%	29%	24%	25%	30%	25%	24%	10%	14%	46%	26%
		d				E						N	N			LMNOQ	N
Don't know	68	11	25	13	47	21	14	27	25	55	13	12	31	3	3	12	4
	6%	7%	7%	4%	6%	10%	4%	7%	7%	6%	6%	8%	6%	3%	6%	7%	6%
			d			E											
Refuse to answer	3	-	-	3	3	-	-	1	2	-	3	-	3	-	-	-	-
	3%			1%	3%			1%	1%		1%		1%				
Top 2	523	64	164	184	441	82	144	181	194	431	92	66	276	66	20	51	32
	49%	42%	48%	54%	52%	39%	46%	45%	57%	50%	46%	46%	53%	69%	46%	32%	46%
				B	F				GH			P	P	LMOPQ			P
Bottom 2	42	8	17	9	35	7	18	18	6	38	4	2	16	5	3	10	6
	4%	5%	5%	3%	4%	3%	6%	5%	2%	4%	2%	2%	3%	5%	6%	6%	9%
							I	I		k						L	1

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14B Page 152  
Jul. 17, 2008  
(Continued)

QB14B. Please rate your level of agreement with the statement, 'When I want to purchase books by Canadian authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.9	3.8	3.9	4.0	3.9	3.8	3.7	3.8	4.1	3.9	3.9	3.8	3.9	3.9	3.8	3.7	3.8
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.81	0.87	0.83	0.77	0.83	0.70	0.84	0.84	0.71	0.83	0.76	0.71	0.79	0.74	0.93	0.98	0.94
Standard error	0.03	0.10	0.06	0.06	0.04	0.06	0.06	0.06	0.05	0.04	0.07	0.08	0.05	0.09	0.18	0.11	0.16
Chi-square significance	<-----26.31----->				<-----55.09----->		<-----49.65----->			<-----19.36----->		<-----123.33----->					
	91%*				100%*		100%*			98%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14C Page 153  
Jul. 17, 2008

QB14C. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them in stores.'  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,203 100%	82 100%	280 100%	461 100%	102 100%	112 100%	166 100%	562 100%	641 100%	96 100%	277 100%	343 100%	462 100%
Unweighted 'N'	1,188	115	341	316	122	145	149	575	613	96	205	308	554
5 - Strongly agree	195 16%	11 14%	32 11%	85 18% C	14 14%	21 18% c	32 19% C	93 17%	102 16%	12 13%	43 16%	70 20% jM	66 14%
4 - Agree	563 47%	35 43%	160 57% BDEG	191 41%	45 44%	62 55% bDeG	69 42%	252 45%	311 48%	45 47%	133 48%	150 44%	225 49%
3 - Neutral	272 23%	18 22% C	36 13%	127 28% CF	28 28% CF	19 17%	43 26% Cf	138 25%	134 21%	28 29% m	70 25% m	78 23%	89 19%
2 - Disagree	85 7%	10 13% EFG	24 9% e	32 7%	4 4%	6 6%	8 5%	47 8%	38 6%	9 9%	21 7%	22 7%	31 7%
1 - Strongly disagree	24 2%	1 1%	6 2%	8 2%	3 3%	1 1%	4 2%	9 2%	14 2%	2 2%	5 2%	3 1%	12 3% 1
I don't buy books by foreign authors	31 3%	3 3%	12 4% Dg	7 2%	3 3%	3 3%	3 2%	11 2%	20 3%	-	3 1%	10 3%	18 4% K
Don't know	32 3%	3 4%	10 4%	10 2%	3 3%	-	7 4%	11 2%	22 3%	1 1%	2 1%	9 3% k	19 4% JK
Refuse to answer	2 *%	-	-	1 *%	1 1%	-	-	1 *%	1 *%	-	-	-	1 *%
Top 2	758 63%	47 57%	192 68% BDE	276 60%	59 58%	83 74% BDEG	102 61%	345 61%	413 64%	58 60%	176 64%	220 64%	292 63%
Bottom 2	108 9%	11 14% fg	30 11%	40 9%	8 8%	8 7%	11 7%	56 10%	52 8%	10 11%	26 9%	26 8%	43 9%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14C Page 154  
Jul. 17, 2008  
(Continued)

QB14C. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them in stores.'

Base: All respondents who bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	3.7	3.6	3.7	3.7	3.6	3.9	3.8	3.7	3.7	3.6	3.7	3.8	3.7
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.90	0.95	0.89	0.92	0.91	0.83	0.92	0.92	0.89	0.90	0.90	0.89	0.91
Standard error	0.03	0.09	0.05	0.05	0.09	0.07	0.08	0.04	0.04	0.10	0.07	0.06	0.04
Chi-square significance	<-----73.87----->							<-----10.72----->		<-----35.11----->			
	100%*							70%*		86%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14C Page 155  
Jul. 17, 2008

QB14C. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them in stores.'  
Base: All respondents who bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,203	219	378	345	955	248	394	440	359	952	251	164	558	98	57	217	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,188	223	370	326	886	302	403	426	348	926	262	154	518	90	54	272	72
5 - Strongly agree	195	33	53	78	169	26	62	62	70	165	30	26	100	15	8	24	17
	16%	15%	14%	22%	18%	11%	16%	14%	19%	17%	12%	16%	18%	15%	13%	11%	21%
				BC	F				h	K			P				p
4 - Agree	563	96	191	154	419	144	168	219	168	450	113	77	268	37	17	106	42
	47%	44%	51%	45%	44%	58%	43%	50%	47%	47%	45%	47%	48%	38%	31%	49%	51%
					E			g				O	nO			nO	O
3 - Neutral	272	49	81	79	239	32	102	97	71	205	66	36	122	29	21	45	18
	23%	22%	21%	23%	25%	13%	26%	22%	20%	22%	26%	22%	22%	30%	36%	21%	22%
					F		i								lMP		
2 - Disagree	85	23	27	11	63	22	31	33	20	64	21	10	33	12	6	19	2
	7%	11%	7%	3%	7%	9%	8%	8%	6%	7%	8%	6%	6%	12%	11%	9%	2%
		D	D											Q	q	Q	
1 - Strongly disagree	24	6	7	6	21	3	5	9	10	20	4	3	5	6	3	5	1
	2%	3%	2%	2%	2%	1%	1%	2%	3%	2%	1%	2%	1%	6%	6%	2%	1%
														m			
I don't buy books by foreign authors	31	5	9	12	20	11	13	9	9	24	7	7	16	-	-	8	-
	3%	2%	2%	3%	2%	5%	3%	2%	2%	2%	3%	4%	3%			4%	
						e											
Don't know	32	6	11	4	23	10	11	11	11	23	9	4	15	-	2	8	2
	3%	3%	3%	1%	2%	4%	3%	2%	3%	2%	4%	3%	3%		3%	4%	3%
Refuse to answer	2	1	-	1	2	-	1	-	1	1	1	1	-	-	-	1	-
	*%	*%		*%	*%		*%		*%	*%	*%	1%				*%	
Top 2	758	129	243	232	588	170	231	281	238	615	143	103	369	52	25	130	59
	63%	59%	64%	67%	62%	68%	59%	64%	66%	65%	57%	63%	66%	53%	44%	60%	72%
				b		E			G	K		O	NO			O	NOp
Bottom 2	108	29	34	18	84	25	35	42	30	84	24	13	38	17	10	25	3
	9%	13%	9%	5%	9%	10%	9%	10%	8%	9%	10%	8%	7%	17%	17%	11%	4%
		D	d											lMQ	mQ	MQ	

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14C Page 156  
Jul. 17, 2008  
(Continued)

QB14C. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them in stores.'

Base: All respondents who bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.7	3.6	3.7	3.9	3.7	3.7	3.7	3.7	3.8	3.7	3.6	3.7	3.8	3.4	3.4	3.6	3.9
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	4.0	4.0
Standard deviation	0.90	0.97	0.88	0.88	0.92	0.83	0.89	0.89	0.93	0.91	0.87	0.89	0.84	1.06	1.06	0.91	0.81
Standard error	0.03	0.07	0.05	0.05	0.03	0.05	0.05	0.05	0.06	0.03	0.06	0.08	0.04	0.12	0.16	0.06	0.10
Chi-square significance	<-----40.34----->				<-----36.36----->		<-----17.18----->			<-----11.53----->		<-----87.8----->					
	100%*				100%*		49%*			76%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14D Page 157  
Jul. 17, 2008

QB14D. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,058 100%	70 100%	236 100%	413 100%	84 100%	101 100%	154 100%	495 100%	563 100%	94 100%	255 100%	326 100%	367 100%
Unweighted 'N'	1,019	96	285	281	96	126	135	499	520	93	187	293	429
5 - Strongly agree	197 19%	18 27% Cf	21 9%	75 18% C	23 28% Cdf	16 16% c	43 28% CDF	107 22% I	90 16%	16 17%	66 26% jM	66 20% M	45 12%
4 - Agree	356 34%	22 32%	81 34%	153 37% G	24 28%	35 34%	42 27%	171 35%	185 33%	49 52% LM	106 42% LM	102 31% m	93 25%
3 - Neutral	139 13%	10 14%	21 9%	55 13%	18 21% Cg	17 17% C	19 12%	62 13%	77 14%	16 17%	38 15% m	46 14%	36 10%
2 - Disagree	40 4%	3 4%	16 7% DF	10 3%	3 3%	2 2%	5 4%	30 6% I	10 2%	3 4%	6 2%	9 3%	21 6% kl
1 - Strongly disagree	13 1%	1 2%	1 *%	7 2%	1 1%	1 1%	3 2%	5 1%	8 1%	-	-	2 1%	11 3% L
I don't shop/buy online	254 24%	12 17%	76 32% BDEG	96 23% e	12 15%	26 26% E	31 20%	100 20%	155 28% H	10 10%	27 11%	86 26% JK	129 35% JKL
Don't know	59 6%	3 5%	20 8% dF	18 4%	4 5%	3 3%	11 7%	20 4%	39 7% h	1 1%	10 4% j	15 4% J	32 9% JKL
Top 2	553 52%	40 58% C	103 44%	228 55% C	47 56% C	51 51%	84 55% C	278 56% I	275 49%	65 69% LM	173 68% LM	168 52% M	138 38%
Bottom 2	52 5%	4 6%	17 7% F	17 4%	3 4%	3 3%	8 5%	35 7% I	17 3%	3 4%	6 2%	11 3%	32 9% jKL

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14D Page 158  
Jul. 17, 2008  
(Continued)

QB14D. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them when buying online.'  
Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	3.9	4.0	3.8	3.9	4.0	3.9	4.0	3.9	3.9	3.9	4.1	4.0	3.7
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.90	1.00	0.86	0.88	0.92	0.82	0.99	0.94	0.86	0.74	0.77	0.86	1.09
Standard error	0.04	0.12	0.07	0.06	0.12	0.09	0.11	0.05	0.05	0.09	0.06	0.06	0.08
Chi-square significance	<-----77.33-----> 100%*						<-----37.51-----> 100%*		<-----161.51-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB14D Page 159  
Jul. 17, 2008

QB14D. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,058	153	339	338	848	210	312	401	338	857	201	144	524	95	44	161	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,019	145	330	317	766	253	309	381	321	819	200	132	484	87	41	194	60
5 - Strongly agree	197	23	55	85	185	12	45	63	88	168	29	26	103	21	9	19	15
	19%	15%	16%	25%	22%	6%	14%	16%	26%	20%	14%	18%	20%	22%	21%	12%	22%
				BC	F				GH	k			P	p			
4 - Agree	356	48	115	116	282	75	111	124	118	290	67	50	175	47	15	40	19
	34%	31%	34%	34%	33%	36%	36%	31%	35%	34%	33%	35%	33%	50%	34%	25%	28%
												p	P	LMPQ			
3 - Neutral	139	20	42	42	120	19	49	64	27	116	23	12	76	14	9	13	13
	13%	13%	12%	13%	14%	9%	16%	16%	8%	14%	11%	9%	14%	15%	21%	8%	18%
					F		I	I					1P		1p		p
2 - Disagree	40	6	18	9	25	14	19	8	12	32	8	11	13	2	-	11	3
	4%	4%	5%	3%	3%	7%	6%	2%	4%	4%	4%	7%	2%	2%		7%	4%
					E		H					mn				Mn	
1 - Strongly disagree	13	2	2	1	13	-	2	8	2	7	5	1	6	-	-	5	-
	1%	1%	1%	1%	1%		1%	2%	1%	1%	3%	1%	1%			3%	
I don't shop/buy online	254	44	89	70	185	70	70	109	75	198	56	33	125	8	7	62	16
	24%	29%	26%	21%	22%	33%	22%	27%	22%	23%	28%	23%	24%	9%	17%	39%	23%
		d				E						N	N			LMNOQ	N
Don't know	59	11	18	15	39	20	16	25	16	45	14	12	26	3	3	11	3
	6%	7%	5%	4%	5%	9%	5%	6%	5%	5%	7%	8%	5%	3%	8%	7%	4%
						E											
Top 2	553	71	170	201	467	87	156	187	206	458	95	76	278	68	24	59	34
	52%	46%	50%	59%	55%	41%	50%	47%	61%	53%	48%	53%	53%	71%	55%	36%	50%
				BC	F				GH			P	P	LMoPQ	P		p
Bottom 2	52	9	20	10	38	14	21	16	15	39	13	12	19	2	-	16	3
	5%	6%	6%	3%	4%	7%	7%	4%	4%	5%	6%	8%	4%	2%		10%	4%
			d									mn				MN	

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14D Page 160  
Jul. 17, 2008  
(Continued)

QB14D. Please rate your level of agreement with the statement, 'When I want to purchase books by foreign authors, I can easily find them when buying online.'

Base: All respondents who have Internet access (G1) and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.9	3.8	3.9	4.1	4.0	3.7	3.8	3.8	4.1	3.9	3.8	3.9	4.0	4.0	4.0	3.6	3.9
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.90	0.94	0.89	0.82	0.91	0.81	0.89	0.92	0.86	0.88	0.98	0.96	0.88	0.72	0.75	1.13	0.90
Standard error	0.04	0.11	0.07	0.06	0.04	0.07	0.07	0.06	0.06	0.04	0.09	0.11	0.05	0.09	0.15	0.12	0.15
Chi-square significance	<-----26.1-----> 95%*				<-----61.49-----> 100%*		<-----48.7-----> 100%*			<-----11.88-----> 84%*		<-----104.97-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14\_SUMT2 Page 161  
Jul. 17, 2008

QB14\_SUMT2. Summary table of 'Top 2' responses to the QB14 series.

Base: All respondents who bought at least one book in the last 12 months / have Internet access (G1) and bought at least one book in the last 12 months  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
'When I want to purchase books by Canadian authors, I can easily find them in stores.' [QB14A]	841 70%	56 68%	234 83% BDFG	285 62%	79 78% bDfg	76 67%	112 67%	394 70%	447 70%	74 77% 1	199 72%	231 67%	322 70%
'When I want to purchase books by foreign authors, I can easily find them in stores.' [QB14C]	758 63%	47 57%	192 68% BDE	276 60%	59 58%	83 74% BDEG	102 61%	345 61%	413 64%	58 60%	176 64%	220 64%	292 63%
'When I want to purchase books by foreign authors, I can easily find them when buying online.' [QB14D]	553 52%	40 58% C	103 44%	228 55% C	47 56% C	51 51%	84 55% C	278 56% I	275 49%	65 69% LM	173 68% LM	168 52% M	138 38%
'When I want to purchase books by Canadian authors, I can easily find them when buying online.' [QB14B]	523 49%	41 59% C	99 42%	206 50% c	49 58% C	50 49%	78 51% c	255 51%	268 48%	63 67% LM	165 65% LM	165 51% M	122 33%
Chi-square significance		<-----33.85-----> 48%						<-----3.86-----> 20%		<-----90.82-----> 100%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB14\_SUMT2 Page 162  
Jul. 17, 2008

QB14\_SUMT2. Summary table of 'Top 2' responses to the QB14 series.

Base: All respondents who bought at least one book in the last 12 months / have Internet access (G1) and bought at least one book in the last 12 months  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
'When I want to purchase books by Canadian authors, I can easily find them in stores.' [QB14A]	841 70%	149 68%	272 72%	245 71%	632 66%	209 84% E	263 67%	299 68%	272 76% GH	661 69%	180 72%	101 61%	394 71% 1	74 76% L	36 63%	156 72% L	61 74% 1
'When I want to purchase books by foreign authors, I can easily find them in stores.' [QB14C]	758 63%	129 59%	243 64%	232 67% b	588 62%	170 68% E	231 59%	281 64%	238 66% G	615 65% K	143 57%	103 63% O	369 66% NO	52 53%	25 44%	130 60% O	59 72% NOp
'When I want to purchase books by foreign authors, I can easily find them when buying online.' [QB14D]	553 52%	71 46%	170 50%	201 59% BC	467 55% F	87 41%	156 50%	187 47%	206 61% GH	458 53%	95 48%	76 53% P	278 53% P	68 71% LMOPQ	24 55% P	59 36%	34 50% p
'When I want to purchase books by Canadian authors, I can easily find them when buying online.' [QB14B]	523 49%	64 42%	164 48%	184 54% B	441 52% F	82 39%	144 46%	181 45%	194 57% GH	431 50%	92 46%	66 46% P	276 53% P	66 69% LMOPQ	20 46%	51 32%	32 46% p
Chi-square significance	<-----33.83-----> 100%				<-----27.63-----> 100%		<-----22.67-----> 93%			<-----8.25-----> 69%		<-----67.01-----> 100%					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB15 Page 163  
Jul. 17, 2008

QB15. If you could find Canadian books more easily, how many more Canadian books would you purchase in an average year?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
3 - Many more	103 7%	6 6%	31 8% d	31 5%	6 5%	11 8%	18 9%	34 5%	70 9% H	10 8%	31 9%	24 6%	38 6%
2 - A few more	577 38%	42 39%	132 36%	234 41%	44 36%	47 34%	78 41%	269 37%	308 40%	80 63% KLM	132 40%	146 36%	205 34%
1 - No more	738 49%	55 50%	191 52% g	274 48%	64 53%	69 51%	85 44%	388 53% I	350 45%	35 28%	155 47% J	214 53% J	319 53% J
Don't know	79 5%	6 5%	15 4%	32 6%	8 6%	9 6%	10 5%	40 5%	39 5%	2 2%	13 4%	19 5% j	38 6% J
Refuse to answer	5 *%	-	1 *%	3 *%	-	-	2 1%	2 *%	3 *%	-	-	2 *%	3 1%
Mean	1.6	1.5	1.5	1.5	1.5	1.5	1.6	1.5	1.6	1.8 lm	1.6	1.5	1.5
Median	1.0	1.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	2.0	1.0	1.0
Standard deviation	0.63	0.61	0.65	0.60	0.60	0.65	0.66	0.59	0.65	0.57	0.66	0.61	0.62
Standard error	0.02	0.05	0.03	0.03	0.05	0.05	0.05	0.02	0.03	0.06	0.04	0.03	0.03
Chi-square significance	<-----15.49-----> <-----16.63-----> <-----49.66-----> 25%* 100%* 100%*												

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB15 Page 164  
Jul. 17, 2008

QB15. If you could find Canadian books more easily, how many more Canadian books would you purchase in an average year?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
3 - Many more	103	21	32	19	74	29	42	27	34	79	24	20	43	15	9	10	4
	7%	7%	7%	5%	6%	9%	8%	5%	8%	7%	7%	10%	6%	13%	13%	3%	4%
									h			Pq	P	mPQ	Pq		
2 - A few more	577	107	199	131	464	113	242	192	141	452	125	87	227	60	32	108	53
	38%	37%	45%	32%	40%	34%	44%	37%	34%	39%	38%	45%	33%	52%	45%	36%	54%
			bD		f		HI					Mp		MP	m		MP
1 - No more	738	147	195	238	565	173	242	269	215	582	156	77	377	39	29	158	36
	49%	51%	44%	58%	48%	52%	44%	51%	52%	50%	48%	40%	55%	34%	40%	53%	37%
		c		bC			G	G					LNOQ			LNoQ	
Don't know	79	13	17	20	65	14	23	37	18	56	23	8	37	1	2	20	5
	5%	4%	4%	5%	6%	4%	4%	7%	4%	5%	7%	4%	5%	1%	2%	7%	5%
							g					N	N			No	n
Refuse to answer	5	-	2	2	4	1	-	2	2	4	1	2	2	-	-	2	-
	*%		*%	*%	*%	*%		*%	1%	*%	*%	1%	*%			1%	
Mean	1.6	1.5	1.6	1.4	1.6	1.5	1.6	1.5	1.5	1.5	1.6	1.7	1.5	1.8	1.7	1.5	1.7
														mp			
Median	1.0	1.0	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	2.0	1.0	2.0
Standard deviation	0.63	0.64	0.62	0.59	0.62	0.66	0.63	0.60	0.65	0.62	0.64	0.66	0.62	0.66	0.69	0.57	0.57
Standard error	0.02	0.04	0.03	0.03	0.02	0.03	0.03	0.03	0.04	0.02	0.04	0.05	0.03	0.07	0.09	0.03	0.07
Chi-square significance	<-----21.78----->				<-----6.3----->		<-----22.99----->			<-----2.43----->		<-----69.37----->					
	99%*				82%*		100%*			34%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB16 Page 165  
Jul. 17, 2008

QB16. If more Canadian books were translated in the official language of your choice, how many more would you purchase in an average year?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
3 - Many more	79 5%	3 2%	34 9% BDEF	22 4%	4 4%	5 4%	11 6%	30 4%	49 h	11 m	29 LM	18 4%	21 3%
2 - A few more	360 24%	22 21%	145 39% BDEFG	107 19%	19 16%	32 23%	35 18%	168 23%	192 25%	48 KLM	77 23%	92 23%	131 22%
1 - No more	1,003 67%	79 73% C	178 48%	419 73% C	94 77% C	96 70% C	137 71% C	511 70% I	492 64%	67 53%	214 65% J	284 70% J	415 69% J
Don't know	53 4%	4 4%	11 3%	22 4%	5 4%	2 2%	9 5%	21 3%	32 4%	1 1%	11 3%	10 2%	30 5% JL
Refuse to answer	6 *%	-	1 *%	3 1%	-	2 1%	1 *%	2 *%	4 1%	-	-	-	6 1%
Mean	1.4	1.3	1.6 BDEFG	1.3	1.2	1.3	1.3	1.3	1.4	1.6 1	1.4	1.3	1.3
Median	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.58	0.50	0.66	0.53	0.51	0.54	0.59	0.55	0.61	0.65	0.65	0.56	0.53
Standard error	0.02	0.04	0.03	0.03	0.05	0.04	0.05	0.02	0.02	0.06	0.04	0.03	0.02
Chi-square significance				<-----96.85-----> 100%*				<-----8.03-----> 91%*		<-----47.59-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB16 Page 166  
Jul. 17, 2008

QB16. If more Canadian books were translated in the official language of your choice, how many more would you purchase in an average year?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
3 - Many more	79	13	29	13	47	32	37	23	20	62	18	17	43	5	4	7	4
	5%	5%	7%	3%	4%	10%	7%	4%	5%	5%	5%	9%	6%	5%	5%	2%	4%
			D			E						P	P				
2 - A few more	360	78	110	84	231	129	136	117	103	288	72	54	148	45	19	61	23
	24%	27%	25%	21%	20%	39%	25%	22%	25%	25%	22%	28%	22%	39%	27%	21%	24%
		d				E						p		1MPQ			
1 - No more	1,003	186	290	295	846	157	359	362	270	783	220	117	478	59	46	211	67
	67%	64%	65%	72%	72%	48%	66%	69%	66%	67%	67%	61%	70%	51%	64%	71%	68%
				BC	F								LN			LN	N
Don't know	53	10	13	17	42	11	16	21	16	35	18	5	16	5	3	16	4
	4%	3%	3%	4%	4%	3%	3%	4%	4%	3%	5%	3%	2%	5%	4%	5%	4%
										j						M	
Refuse to answer	6	1	4	1	6	1	1	4	2	5	1	-	1	-	-	4	-
	.*%	.*%	1%	.*%	.*%	.*%	.*%	1%	.*%	.*%	.*%		.*%			1%	
																m	
Mean	1.4	1.4	1.4	1.3	1.3	1.6	1.4	1.3	1.4	1.4	1.3	1.5	1.3	1.5	1.4	1.3	1.3
						E											
Median	1.0	1.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Standard deviation	0.58	0.58	0.61	0.52	0.54	0.67	0.61	0.56	0.58	0.58	0.58	0.66	0.60	0.59	0.59	0.50	0.56
Standard error	0.02	0.04	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.02	0.03	0.05	0.03	0.06	0.08	0.03	0.07
Chi-square significance	<-----13.97----->				<-----79.98----->		<-----8.8----->			<-----5.39----->		<-----49.93----->					
	92%*				100%*		64%*			75%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB17QB18 Page 167  
Jul. 17, 2008

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,408 100%	101 100%	341 100%	535 100%	117 100%	129 100%	185 100%	664 100%	744 100%	124 100%	315 100%	372 100%	561 100%
Unweighted 'N'	1,408	141	416	373	144	166	168	682	726	125	235	334	679
Word-of-mouth	471 33%	34 34%	111 33%	180 34%	36 30%	45 35%	65 35%	233 35%	237 32%	58 47%	120 38%	122 33%	158 28%
Large chain book stores	204 15%	11 11%	33 10%	95 18% bC	15 13%	20 16% c	30 16% c	92 14%	112 15%	11 9%	53 17% J	68 18% JM	69 12%
In print media other than advertising	107 8%	8 8%	35 10% dG	38 7%	9 7%	10 7%	9 5%	47 7%	61 8%	2 2%	13 4%	22 6% J	68 12% JKL
Libraries	103 7%	4 4%	29 8% B	33 6%	11 9% b	8 6%	18 10% B	35 5%	67 9% H	11 9%	13 4%	28 8% k	50 9% K
Independent bookstores	57 4%	3 3%	23 7% BD	10 2%	7 6% d	5 4%	8 5%	23 3%	34 5%	2 2%	16 5% j	15 4%	24 4%
Advertising in print media	51 4%	5 5% f	19 6% FG	18 3% f	4 3%	2 1%	3 2%	26 4%	25 3%	-	2 1%	14 4% K	33 6% K
Websites or blogs that discuss books	45 3%	5 5% f	10 3%	18 3% f	3 2%	1 1%	8 5% f	30 4% I	15 2%	4 3%	17 5% M	14 4%	10 2%
TV (other than advertising or movies)	34 2%	4 4%	13 4% DG	7 1%	2 2%	5 4%	2 1%	12 2%	22 3%	2 1%	9 3%	6 2%	15 3%
Internet stores where books are purchased	31 2%	2 2%	8 2%	10 2%	3 2%	3 2%	5 3%	17 3%	13 2%	8 6% LM	11 4% lm	4 1%	6 1%
Other retail stores	30 2%	1 1%	2 1%	15 3% BC	4 3%	5 4% bc	4 2%	8 1%	22 3% H	-	1 *%	9 2% K	19 3% K

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 168  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Browsing	24 2%	2 2%	2 1%	12 2% ce	1 *%	4 3% ce	3 2%	7 1%	16 2%	1 1%	7 2%	5 1%	11 2%
TV advertising	20 1%	3 3%	5 1%	5 1%	2 2%	3 2%	2 1%	11 2%	9 1%	2 2%	2 1%	3 1%	13 2% K1
Awards or critical acclaim	19 1%	-	5 2%	8 2%	1 1%	3 2%	1 1%	11 2%	8 1%	2 1%	4 1%	2 1%	11 2% 1
Used book stores	17 1%	3 3%	2 1%	6 1%	1 1%	1 1%	4 2%	6 1%	11 1%	-	1 *%	10 3% Km	6 1%
Web advertising	15 1%	2 2%	5 1%	6 1%	1 1%	1 1%	-	14 2% I	2 *%	5 4% lm	5 2%	2 *%	2 *%
On-line	12 1%	1 1%	1 *%	6 1%	2 1%	1 1%	3 1%	5 1%	8 1%	-	3 1%	4 1%	5 1%
Book fairs and book readings	11 1%	1 1%	4 1%	6 1%	-	-	1 *%	2 *%	9 1%	-	3 1%	3 1%	6 1%
Radio (other than advertising)	9 1%	1 1%	3 1%	-	1 1%	1 *%	3 2%	5 1%	4 1%	-	1 *%	2 1%	6 1%
Grocery stores	8 1%	-	2 *%	2 *%	2 1%	1 1%	2 1%	4 1%	4 1%	-	4 1%	1 *%	3 1%
Radio advertising	6 *%	-	1 *%	1 *%	-	1 1%	3 2%	1 *%	5 1%	1 1%	2 1%	2 1%	-
Social networking sites	4 *%	1 1%	3 1%	-	-	-	-	3 *%	1 *%	1 1%	1 *%	1 *%	2 *%
Billboard or transit advertising	1 *%	-	1 *%	-	-	-	-	-	1 *%	1 1%	-	-	-
Movies	0 *%	0 *%	-	-	-	-	-	0 *%	-	0 *%	-	-	-

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 169  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Other	82 6%	8 8%	13 4%	38 7% cg	10 8% cg	8 6%	6 3%	39 6%	44 6%	10 8%	15 5%	22 6%	32 6%
Don't know	39 3%	3 3%	11 3%	18 3%	2 2%	2 2%	3 1%	28 4% I	10 1%	4 3%	8 3%	10 3%	15 3%
Refused	7 1%	-	-	4 1%	3 2%	1 *%	-	3 *%	4 1%	1 1%	5 2% m	-	1 *%
Chi-square significance		<-----151.68-----> 100%*						<-----58.81-----> 100%*		<-----195.96-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 170  
Jul. 17, 2008

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,408 100%	267 100%	424 100%	383 100%	1,103 100%	304 100%	499 100%	498 100%	398 100%	1,102 100%	306 100%	186 100%	631 100%	112 100%	69 100%	278 100%	96 100%
Unweighted 'N'	1,408	282	420	361	1,037	371	520	486	387	1,081	327	175	590	105	68	348	87
Word-of-mouth	471 33%	78 29%	123 29%	146 38% BC	372 34%	98 32%	181 36% I	175 35% I	111 28%	377 34%	93 31%	57 31%	221 35% P	53 47% LMOPQ	21 30%	79 29%	27 28%
Large chain book stores	204 15%	36 14%	78 18%	53 14% F	173 16%	31 10%	68 14%	80 16%	55 14%	160 14%	45 15%	29 16% N	107 17% NP	7 6%	9 12%	29 10%	20 20% NP
In print media other than advertising	107 8%	24 9%	30 7%	30 8%	77 7%	31 10% e	24 5%	35 7%	47 12% GH	86 8%	22 7%	9 5%	38 6%	4 3%	6 9%	37 13% LMN	8 9%
Libraries	103 7%	24 9% d	26 6%	18 5%	77 7%	26 9%	33 7%	32 6%	38 10%	81 7%	21 7%	20 11% M	33 5%	7 6%	4 5%	24 9% m	12 13% m
Independent bookstores	57 4%	11 4%	25 6% D	9 2%	35 3%	22 7% E	19 4%	19 4%	18 4%	40 4%	16 5%	5 3%	28 4%	5 4%	3 5%	14 5% q	2 2%
Advertising in print media	51 4%	11 4%	14 3%	19 5%	35 3%	16 5%	13 3%	18 4%	19 5%	40 4%	11 4%	4 2%	21 3%	-	2 3%	19 7% LMo	3 4%
Websites or blogs that discuss books	45 3%	3 1%	14 3% b	19 5% B	36 3%	9 3%	10 2%	18 4%	16 4% g	38 3%	7 2%	4 2%	26 4% PQ	5 5%	2 4%	5 2%	1 1%
TV (other than advertising or movies)	34 2%	7 3%	11 3%	11 3%	22 2%	12 4% e	14 3%	10 2%	8 2%	24 2%	9 3%	2 1%	11 2%	3 3%	5 7% lq	9 3% lQ	1 1%
Internet stores where books are purchased	31 2%	6 2%	15 4% d	6 1%	23 2%	8 3%	11 2%	8 2%	10 3%	26 2%	5 2%	9 5% oPQ	16 2% q	2 1%	1 1%	3 1%	1 1%
Other retail stores	30 2%	7 3%	12 3%	5 1%	29 3% F	1 *% F	17 4% Hi	7 1%	6 2%	21 2%	9 3%	3 2%	8 1%	-	5 7% m	9 3% m	6 6% m

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 171  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Browsing	24 2%	4 2%	9 2%	4 1%	23 2% F	1 *%	8 2%	13 3% i	3 1%	18 2%	6 2%	5 3%	9 1%	1 1%	1 1%	3 1%	5 5%
TV advertising	20 1%	7 3%	4 1%	3 1%	15 1%	5 2%	12 3% hI	5 1%	2 1%	12 1%	8 3%	5 3%	5 1%	2 2%	-	7 3% m	-
Awards or critical acclaim	19 1%	3 1%	4 1%	7 2%	14 1%	5 2%	4 1%	6 1%	8 2%	18 2% k	1 *%	1 1%	7 1%	2 2%	-	6 2%	2 2%
Used book stores	17 1%	8 3% D	7 2% D	1 *%	15 1%	2 1%	8 2%	6 1%	3 1%	12 1%	5 2%	4 2%	8 1%	1 1%	2 2%	2 1%	1 1%
Web advertising	15 1%	1 *%	2 *%	5 1%	11 1%	4 1%	5 1%	4 1%	5 1%	14 1%	2 1%	1 1%	11 2% P	2 2%	-	1 *%	1 1%
On-line	12 1%	3 1%	6 2%	2 1%	11 1% f	1 *%	2 *%	4 1%	6 2%	10 1%	2 1%	-	8 1%	-	2 2%	1 *%	1 1%
Book fairs and book readings	11 1%	5 2%	4 1%	-	9 1%	2 1%	4 1%	6 1%	-	8 1%	3 1%	2 1%	4 1%	1 1%	1 1%	3 1%	1 1%
Radio (other than advertising)	9 1%	1 *%	5 1%	3 1%	6 1%	3 1%	1 *%	4 1%	4 1%	5 *%	4 1%	3 1%	5 1%	-	-	1 *%	-
Grocery stores	8 1%	2 1%	3 1%	1 *%	7 1%	2 1%	5 1%	2 *%	1 *%	5 *%	3 1%	-	4 1%	-	2 3%	2 1%	-
Radio advertising	6 *%	-	4 1%	1 *%	6 1%	-	3 1%	2 *%	1 *%	5 *%	1 *%	2 1%	1 *%	2 2%	-	1 *%	-
Social networking sites	4 *%	1 *%	-	3 1%	2 *%	2 1%	1 *%	1 *%	2 1%	3 *%	1 *%	-	3 1%	1 1%	-	-	-
Billboard or transit advertising	1 *%	-	-	-	-	1 *%	1 *%	-	-	1 *%	-	-	-	1 1%	-	-	-

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 172  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [First mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Movies	0 *%	-	-	-	0 *%	-	0 *%	-	-	-	0 *%	0 *%	-	-	-	-	-
Other	82 6%	16 6%	18 4%	26 7%	72 6%	11 4%	32 6%	31 6%	18 5%	65 6%	17 6%	13 7%	35 6%	9 8%	4 6%	15 6%	4 4%
Don't know	39 3%	10 4%	10 2%	8 2%	27 2%	11 4%	18 4%	7 1%	11 3%	26 2%	12 4%	5 3%	18 3%	4 4%	1 1%	6 2%	2 2%
Refused	7 1%	1 *%	-	4 1%	7 1%	-	1 *%	4 1%	2 1%	7 1%	-	2 1%	4 1%	1 1%	-	1 *%	-
Chi-square significance	<-----81.18-----> 100%*				<-----53.52-----> 100%*		<-----79.68-----> 100%*			<-----25.73-----> 58%*		<-----203.69-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 173  
Jul. 17, 2008

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,408	101	341	535	117	129	185	664	744	124	315	372	561
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,408	141	416	373	144	166	168	682	726	125	235	334	679
Word-of-mouth	814	63	186	301	69	77	118	359	455	85	197	208	304
	58%	62%	54%	56%	59%	60%	64%	54%	61%	69%	63%	56%	54%
		c					C		H	LM	M		
Large chain book stores	363	22	62	161	27	38	55	161	203	25	88	114	132
	26%	21%	18%	30%	23%	29%	30%	24%	27%	20%	28%	31%	23%
				BC		C	C					JM	
In print media other than advertising	263	19	79	97	25	16	27	114	149	6	29	70	152
	19%	19%	23%	18%	21%	12%	15%	17%	20%	5%	9%	19%	27%
			dFG	f	f							JK	JKL
Libraries	207	9	50	70	19	17	42	76	131	19	35	46	103
	15%	9%	15%	13%	17%	13%	23%	11%	18%	15%	11%	12%	18%
			b		b		BCDF		H				KL
TV (other than advertising or movies)	143	13	38	51	13	16	13	63	80	10	33	43	52
	10%	13%	11%	9%	11%	12%	7%	9%	11%	8%	10%	12%	9%
			g										
Advertising in print media	137	12	40	48	13	10	13	61	76	4	15	40	74
	10%	12%	12%	9%	11%	8%	7%	9%	10%	3%	5%	11%	13%
			g									JK	JK
Independent bookstores	136	8	51	36	9	13	19	59	78	6	32	34	63
	10%	8%	15%	7%	8%	10%	10%	9%	10%	5%	10%	9%	11%
			BDE								j		J
Websites or blogs that discuss books	117	9	16	46	8	10	27	80	37	12	46	34	24
	8%	9%	5%	9%	7%	8%	15%	12%	5%	10%	15%	9%	4%
				C			CdEf	I		m	LM	M	
Internet stores where books are purchased	106	6	22	44	10	8	16	61	45	10	40	27	24
	8%	6%	6%	8%	9%	6%	9%	9%	6%	8%	13%	7%	4%
								I			LM	m	
TV advertising	101	9	24	33	6	12	16	47	54	10	30	23	33
	7%	9%	7%	6%	5%	10%	9%	7%	7%	8%	9%	6%	6%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 174  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Other retail stores	73 5%	3 3%	16 5%	29 5%	5 5%	9 7%	10 6%	23 4%	49 7% H	1 1%	10 3% j	22 6% J	40 7% JK
Radio (other than advertising)	48 3%	3 3%	16 5% d	13 2%	5 4%	4 3%	8 5%	25 4%	23 3%	3 2%	5 2%	13 3%	26 5% K
Awards or critical acclaim	46 3%	2 2%	13 4%	18 3%	4 4%	5 4%	4 2%	23 3%	23 3%	2 2%	11 3%	9 2%	22 4%
Social networking sites	46 3%	4 4%	10 3%	16 3%	5 4%	6 5%	6 3%	32 5% I	13 2%	9 8% 1M	19 6% 1M	10 3%	6 1%
Used book stores	45 3%	4 4%	7 2%	17 3%	3 3%	4 3%	10 5% c	19 3%	26 4%	—	8 3%	13 3%	25 4%
Radio advertising	40 3%	2 2%	12 4% f	17 3%	2 2%	2 1%	5 3%	19 3%	22 3%	4 3%	10 3%	16 4% m	10 2%
On-line	37 3%	2 2%	7 2%	15 3%	3 2%	3 2%	8 4%	18 3%	19 3%	1 1%	9 3% j	16 4% Jm	11 2%
Book fairs and book readings	37 3%	7 7% CD	8 2%	12 2%	—	5 4%	5 3%	9 1%	28 4% H	2 1%	7 2%	8 2%	18 3%
Browsing	35 2%	3 3%	3 1%	16 3% C	2 2%	6 5% C	5 3%	14 2%	21 3%	3 3%	7 2%	6 2%	19 3% 1
Web advertising	35 2%	3 3%	12 3% E	16 3% e	1 1%	4 3%	—	24 4% I	10 1%	11 9% 1M	13 4% 1M	4 1%	4 1%
Grocery stores	29 2%	1 1%	9 3% d	5 1%	3 3%	5 4% d	6 3%	11 2%	18 2%	1 1%	6 2%	8 2%	13 2%
Movies	13 1%	0 *%	3 1%	5 1%	2 1%	1 *%	2 1%	10 2% i	3 *%	4 3%	3 1%	3 1%	5 1%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB17QB18 Page 175  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Billboard or transit advertising	13 1%	1 1%	4 1%	5 1%	-	1 **	3 2%	7 1%	6 1%	2 1%	3 1%	5 1%	4 1%
Other	198 14%	19 19% C	27 8%	77 14% C	19 16% C	26 20% C	30 16% C	88 13%	110 15%	20 16%	38 12%	53 14%	82 15%
Don't know	39 3%	3 3%	11 3%	18 3%	2 2%	2 2%	3 1%	28 4% I	10 1%	4 3%	8 3%	10 3%	15 3%
Refused	7 1%	-	-	4 1%	3 2%	1 **	-	3 **	4 1%	1 1%	5 2% m	-	1 **
Chi-square significance		<-----163.14-----> 100%*						<-----92.74-----> 100%*		<-----271.47-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 176  
Jul. 17, 2008

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,408 100%	267 100%	424 100%	383 100%	1,103 100%	304 100%	499 100%	498 100%	398 100%	1,102 100%	306 100%	186 100%	631 100%	112 100%	69 100%	278 100%	96 100%
Unweighted 'N'	1,408	282	420	361	1,037	371	520	486	387	1,081	327	175	590	105	68	348	87
Word-of-mouth	814 58%	134 50%	237 56%	243 64% BC	647 59%	166 55%	296 59%	294 59%	217 55%	647 59%	167 55%	114 61% P	373 59% P	79 70% MOPQ	36 52%	141 51%	51 53%
Large chain book stores	363 26%	63 24%	132 31% B	100 26%	309 28% F	55 18%	110 22%	140 28% G	112 28% g	284 26%	79 26%	47 25% N	187 30% NP	15 13%	15 21%	63 23% N	31 33% Np
In print media other than advertising	263 19%	49 18%	83 19%	86 22%	195 18%	68 22% e	64 13%	88 18% g	107 27% GH	199 18%	64 21%	27 15%	108 17%	12 11%	14 21%	77 28% LMNQ	15 16%
Libraries	207 15%	43 16% d	61 14%	42 11%	161 15%	46 15%	62 13%	72 14%	71 18% G	171 16% k	36 12%	34 18%	80 13%	15 13%	9 14%	48 17% m	15 16%
TV (other than advertising or movies)	143 10%	34 13%	37 9%	42 11%	109 10%	34 11%	50 10%	47 9%	43 11%	109 10%	34 11%	13 7%	64 10%	9 8%	11 16% l	28 10%	8 8%
Advertising in print media	137 10%	24 9%	44 10%	44 11%	103 9%	34 11%	35 7%	53 11% g	48 12% G	110 10%	27 9%	16 8%	53 8%	9 8%	9 13%	38 14% IM	9 10%
Independent bookstores	136 10%	28 10%	54 13% D	27 7%	90 8%	46 15% E	43 9%	52 10%	40 10%	101 9%	36 12%	15 8%	60 9%	13 12%	7 11%	33 12% q	6 6%
Websites or blogs that discuss books	117 8%	12 4%	40 9% B	46 12% B	103 9% F	14 5%	35 7%	39 8%	43 11% g	107 10% K	10 3%	10 5%	72 11% LOPq	14 13% LOP	2 4%	10 4%	6 6%
Internet stores where books are purchased	106 8%	17 6%	35 8%	36 9%	88 8%	18 6%	31 6%	30 6%	45 11% GH	86 8%	20 6%	16 9% P	64 10% NP	5 4%	4 5%	7 3%	7 7%
TV advertising	101 7%	25 9%	29 7%	25 7%	78 7%	23 8%	43 9%	32 6%	25 6%	77 7%	24 8%	15 8% o	43 7% o	12 10% O	2 2%	20 7% o	9 9% o

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 177  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Other retail stores	73 5%	16 6%	21 5%	19 5%	60 5%	13 4%	27 5%	29 6%	17 4%	56 5%	17 6%	7 4%	31 5% N	1 1%	7 10% N	18 6% N	10 10% N
Radio (other than advertising)	48 3%	10 4%	19 5%	10 3%	33 3%	16 5% e	14 3%	14 3%	19 5%	34 3%	14 5%	7 4%	20 3%	3 3%	1 2%	11 4%	3 3%
Awards or critical acclaim	46 3%	11 4%	11 3%	16 4%	33 3%	13 4%	9 2%	17 3%	19 5% G	40 4% k	6 2%	5 2%	19 3%	5 4%	2 2%	9 3%	5 5%
Social networking sites	46 3%	9 4%	15 4%	9 2%	38 3%	8 3%	23 5% H	7 1%	15 4% h	38 3%	8 2%	8 4% p	22 4% P	6 5% p	-	3 1%	7 7% P
Used book stores	45 3%	13 5% D	19 4% D	4 1%	39 4%	7 2%	15 3%	17 3%	14 4%	36 3%	10 3%	7 4%	15 2%	2 2%	4 5%	13 5% m	3 3%
Radio advertising	40 3%	6 2%	11 3%	13 3%	30 3%	10 3%	12 2%	18 4%	10 2%	33 3%	8 3%	6 3%	16 3%	3 2%	3 5%	8 3%	3 3%
On-line	37 3%	4 1%	14 3%	14 4% b	32 3%	5 2%	7 1%	14 3%	16 4% G	32 3%	5 2%	1 *% LPq	26 4%	2 2%	2 2%	4 2%	1 1%
Book fairs and book readings	37 3%	12 4% d	11 3%	7 2%	31 3%	6 2%	12 2%	12 2%	12 3%	28 3%	8 3%	8 4%	10 2%	6 6%	4 5%	7 2%	2 2%
Browsing	35 2%	6 2%	12 3%	8 2%	34 3% F	1 *% F	13 3%	18 4% I	4 1%	28 3%	7 2%	6 3%	14 2%	3 2%	3 4%	5 2%	5 5%
Web advertising	35 2%	3 1%	9 2%	12 3% b	26 2%	9 3%	16 3% H	6 1%	12 3%	32 3% K	3 1%	6 3% P	18 3% P	5 5% P	-	1 *% P	2 3%
Grocery stores	29 2%	7 3%	5 1%	8 2%	21 2%	8 3%	10 2%	13 3%	6 1%	21 2%	8 3%	2 1%	14 2%	2 2%	5 7% lp	4 1%	2 2%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB17QB18 Page 178  
Jul. 17, 2008  
(Continued)

QB17QB18. How do you primarily discover new books? [Total mention]

Base: All respondents who read at least one book in the last year, spend at least some time in an average week reading for leisure or interest, and bought at least one book in the last 12 months

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Movies	13 1%	3 1%	4 1%	5 1%	10 1%	3 1%	6 1%	3 1%	4 1%	11 1%	2 1%	3 2%	5 1%	2 2%	1 1%	1 *%	2 2%
Billboard or transit advertising	13 1%	-	5 1%	4 1%	10 1%	3 1%	2 *%	6 1%	4 1%	12 1%	1 *%	1 *%	6 1%	2 1%	1 2%	1 *%	2 2%
Other	198 14%	35 13%	47 11%	59 16% c	175 16% F	23 7%	70 14%	73 15%	53 13%	152 14%	46 15%	33 18%	81 13%	15 14%	14 20%	39 14%	13 14%
Don't know	39 3%	10 4%	10 2%	8 2%	27 2%	11 4%	18 4% H	7 1%	11 3%	26 2%	12 4%	5 3%	18 3%	4 4%	1 1%	6 2%	2 2%
Refused	7 1%	1 *%	-	4 1%	7 1%	-	1 *%	4 1%	2 1%	7 1%	-	2 1%	4 1%	1 1%	-	1 *%	-
Chi-square significance	<-----74.44-----> 99%*				<-----65.91-----> 100%*		<-----91.51-----> 100%*			<-----36.03-----> 93%*		<-----201.12-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB19 Page 179  
Jul. 17, 2008

QB19. How familiar are you with Canadian authors?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
4 - Very familiar	53 3%	6 6% E	9 3% E	26 5% E	1 *% *	4 3%	7 4% E	23 3%	29 4%	1 1%	6 2%	19 5% Jk	26 4% JK
3 - Somewhat familiar	457 30%	35 33% c	91 25%	190 33% C	43 35% C	38 28%	60 31%	199 27%	258 34% H	36 28%	87 26%	110 27%	217 36% KL
2 - Not very familiar	612 41%	42 39%	193 52% BDEFG	201 35%	47 39%	53 39%	76 40%	303 41%	310 40%	71 56% kLM	148 45% lm	151 37%	229 38%
1 - Not at all familiar	372 25%	23 22%	75 20%	154 27% C	31 26%	40 29% C	49 26%	205 28% I	167 22%	19 15%	90 27% Jm	122 30% JM	126 21%
Don't know / no opinion	8 1%	2 1%	2 *% *	3 *% *	1 *% *	2 1%	-	3 *% *	5 1%	-	-	3 1%	4 1%
Top 2	510 34%	41 38% C	100 27%	216 38% C	43 35% c	42 31%	67 35% c	222 30%	287 37% H	37 29%	93 28%	129 32%	244 40% JKL
Bottom 2	984 66%	65 60%	267 72% BDEg	355 62%	78 64%	93 68%	126 65%	507 69% I	477 62%	90 71% M	238 72% M	273 67% M	356 59%
Mean	2.1	2.2	2.1	2.2	2.1	2.0	2.1	2.1	2.2	2.1	2.0	2.1	2.2
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.82	0.85	0.74	0.87	0.79	0.83	0.84	0.82	0.82	0.67	0.78	0.87	0.83
Standard error	0.02	0.07	0.04	0.05	0.07	0.07	0.07	0.03	0.03	0.06	0.05	0.05	0.03
Chi-square significance	<-----53.3-----> 99%*						<-----20.63-----> 100%*		<-----63.38-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB19 Page 180  
Jul. 17, 2008

QB19. How familiar are you with Canadian authors?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
4 - Very familiar	53	11	14	18	46	6	12	13	28	46	6	8	25	3	4	11	-
	3%	4%	3%	4%	4%	2%	2%	2%	7%	4%	2%	4%	4%	2%	6%	4%	
					F				GH	K							
3 - Somewhat familiar	457	89	150	126	378	79	118	172	162	366	92	51	188	31	19	118	40
	30%	31%	34%	31%	32%	24%	22%	33%	40%	31%	28%	26%	27%	27%	27%	40%	41%
					F			G	GH							LMNO	LMno
2 - Not very familiar	612	114	177	162	432	180	240	215	152	470	142	96	273	60	28	106	32
	41%	40%	40%	40%	37%	55%	44%	41%	37%	40%	43%	50%	40%	52%	39%	35%	32%
					E		I					MPQ		MPQ			
1 - Not at all familiar	372	73	102	101	308	64	174	124	67	284	88	37	198	21	20	60	27
	25%	25%	23%	25%	26%	19%	32%	24%	16%	24%	27%	19%	29%	18%	28%	20%	27%
					F		HI	I					LNP				
Don't know / no opinion	8	2	2	2	7	1	5	2	2	8	1	2	2	-	-	4	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			1%	
Top 2	510	100	164	144	424	86	130	185	190	412	98	59	213	34	24	129	40
	34%	35%	37%	35%	36%	26%	24%	35%	46%	35%	30%	30%	31%	29%	33%	43%	41%
					F			G	GH	k						LMN	
Bottom 2	984	186	279	263	740	244	414	339	218	754	230	134	471	81	48	166	59
	66%	65%	63%	64%	63%	74%	75%	65%	53%	64%	70%	69%	69%	71%	67%	56%	59%
					E		HI	I			j	P	P	P	p		
Mean	2.1	2.1	2.2	2.2	2.1	2.1	1.9	2.1	2.4	2.1	2.0	2.2	2.1	2.1	2.1	2.3	2.1
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Standard deviation	0.82	0.84	0.82	0.85	0.85	0.71	0.79	0.80	0.84	0.83	0.79	0.78	0.84	0.73	0.88	0.83	0.82
Standard error	0.02	0.05	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.03	0.05	0.06	0.04	0.08	0.11	0.04	0.09
Chi-square significance	<-----2.84----->				<-----46.62----->		<-----124.14----->			<-----9.84----->		<-----68.82----->					
	**				100%*		100%*			87%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 181  
Jul. 17, 2008

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Margaret Atwood	330 22%	30 28% Ce	25 7%	162 CE	22 C	31 C	60 CEf	143 19%	188 H	13 10%	55 j	107 JK	148 JK
Pierre Berton	119 8%	9 8% C	4 1%	56 10% C	8 6% C	19 14% bCE	23 12% C	74 10% I	45 6%	-	4 1%	40 10% K	71 12% K
Farley Mowat	116 8%	14 12% C	2 *%	50 9% C	10 8% C	19 14% C	23 12% C	68 9% I	48 6%	-	19 6%	43 11% K	51 8%
Michel Tremblay	69 5%	1 1%	66 18% BD	2 *%	-	-	-	33 5%	36 5%	2 1%	14 4%	22 6% J	31 5% J
Margaret Laurence	62 4%	1 1%	3 1%	29 5% BC	12 10% BCdf	6 4% C	11 6% BC	19 3%	43 6% H	-	14 4%	17 4%	30 5%
Mordecai Richler	55 4%	4 4%	5 1%	34 6% CEf	1 1%	4 3%	6 3%	28 4%	27 4%	1 1%	12 4% j	15 4% J	27 4% J
Michael Ondaatje	41 3%	3 3% c	2 *%	23 4% C	2 2%	2 2%	8 4% C	11 2%	30 4% H	-	13 4%	14 3%	13 2%
Alice Munro	36 2%	1 1%	1 *%	24 4% BCE	1 1%	3 2% c	6 3% C	16 2%	21 3%	1 1%	9 3%	9 2%	17 3%
Marie Laberge	33 2%	-	33 9%	-	-	-	-	10 1%	22 3% h	2 1%	10 3%	6 1%	15 3%
Carol Shields	32 2%	1 1%	2 *%	18 3% bC	5 4% C	4 3% c	3 1%	15 2%	17 2%	1 1%	3 1%	8 2%	19 3% jK

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 182  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Gabrielle Roy	32 2%	-	22 6% DEFG	4 1%	2 2%	2 1%	3 1%	6 1%	26 3% H	2 2%	2 1%	10 3% k	17 3% K
Robert Munsch	30 2%	4 2% C	1 *%	16 3% C	5 4% C	3 2%	2 1%	11 1%	19 3%	3 3%	8 3%	12 3% M	6 1%
Robertson Davies	30 2%	1 1%	2 1%	21 4% BCG	-	4 3%	1 1%	16 2%	13 2%	3 3%	2 1%	11 3% K	14 2% K
Chrystine Brouillet	25 2%	-	25 7%	-	-	-	-	4 1%	21 3% H	2 2%	8 2%	3 1%	12 2% L
Yves Beauchemin	14 1%	-	12 3% D	2 *%	-	-	-	6 1%	9 1%	-	2 1%	2 *%	11 2% L
Stuart McLean	13 1%	2 2%	-	8 1%	1 1%	2 1%	1 *%	6 1%	7 1%	2 1%	2 1%	3 1%	6 1%
W.O. Mitchell	13 1%	1 1%	-	6 1%	1 1%	3 2%	1 1%	10 1% i	3 *%	1 1%	2 1%	5 1%	5 1%
Timothy Findley	12 1%	1 *%	-	7 1%	1 1%	2 1%	1 1%	8 1%	4 1%	-	2 1%	5 1%	5 1%
Andrée Laberge	12 1%	-	12 3%	-	-	-	-	6 1%	6 1%	-	5 1%	2 1%	5 1%
Leonard Cohen	12 1%	1 1%	5 1%	5 1%	-	-	1 *%	8 1%	4 1%	-	3 1%	2 1%	7 1%
Douglas Coupland	12 1%	-	-	9 2%	-	-	3 2%	6 1%	5 1%	-	7 2% M	3 1%	1 *%
Eric Walters	12 1%	-	-	12 2%	-	-	-	4 *%	8 1%	8 7% L	-	3 1%	-
Stephen Leacock	11 1%	-	1 *%	5 1%	1 1%	1 *%	4 2%	6 1%	5 1%	-	-	-	11 2%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB20 Page 183  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Anne Robillard	11 1%	-	11 3%	-	-	-	-	4 1%	7 1%	1 1%	8 2% LM	1 *	2 *
Lucy Maud Montgomery	11 1%	-	1 *	8 1% c	1 1%	2 1%	-	-	11 1%	-	4 1%	3 1%	5 1%
Patrick Sénécal	10 1%	-	10 3%	-	-	-	-	5 1%	5 1%	2 2%	4 1%	2 *	2 *
Marie-Claire Blais	10 1%	1 1%	9 2%	-	-	-	-	6 1%	4 1%	1 1%	-	3 1%	7 1%
Hugh MacLennan	10 1%	-	2 *	8 1%	-	1 *	-	3 *	7 1%	-	-	3 1%	7 1%
Alistair MacLeod	9 1%	1 1%	-	6 1%	1 *	2 1%	-	3 *	6 1%	1 1%	2 1%	2 *	4 1%
Yann Martel	9 1%	-	2 1%	3 1%	2 1%	1 1%	1 1%	3 *	6 1%	-	5 2%	2 1%	2 *
Anne Hébert	9 1%	-	7 2% Df	2 *	-	1 *	-	3 *	6 1%	-	2 1%	3 1%	3 1%
Will Ferguson	8 1%	1 1%	-	5 1%	-	1 1%	1 1%	4 *	5 1%	-	2 1%	4 1%	3 1%
John Ralston Saul	8 1%	1 *	2 *	4 1%	2 1%	-	-	4 1%	4 1%	-	1 *	4 1%	3 1%
Lise Tremblay	8 1%	-	7 2% D	1 *	-	-	-	3 *	4 1%	-	-	5 1%	3 *
Jane Urquhart	8 1%	-	-	3 *	2 2%	1 *	2 1%	4 1%	4 *	1 1%	2 *	3 1%	2 *
Victor-Lévy Beaulieu	7 *	-	7 2%	-	-	-	-	4 1%	4 *	-	2 1%	3 1%	2 *
Rohinton Mistry	7 *	1 *	1 *	3 1%	1 *	1 *	1 1%	5 1%	2 *	-	-	5 1%	2 *

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 184  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Marc Levy**	7 *%	1 1%	7 2%	-	-	-	-	-	7 1%	1 1%	2 1%	3 1%	1 *%
Janette Bertrand	7 *%	-	7 2%	-	-	-	-	2 *%	5 1%	-	-	1 *%	6 1% 1
Gordon Korman	7 *%	-	-	7 1%	-	-	-	4 *%	3 *%	5 4% 1	-	2 *%	-
Guy Vanderhaeghe	7 *%	1 *%	2 *%	1 *%	2 1%	1 1%	1 *%	3 *%	4 *%	-	1 *%	1 *%	5 1%
Guillaume Vigneault	6 *%	-	5 1% D	1 *%	-	-	-	3 *%	4 *%	-	3 1%	-	3 1%
David Suzuki	6 *%	-	-	1 *%	1 1%	1 1%	3 2%	3 *%	3 *%	-	1 *%	2 1%	2 *%
Miriam Toews	6 *%	-	-	-	4 3%	1 1%	2 1%	1 *%	5 1%	2 1%	-	1 *%	4 1%
Michael Crummey	6 *%	3 3%	-	2 *%	1 1%	-	-	3 *%	3 *%	-	-	2 *%	4 1%
David Adams Richards	6 *%	4 4% DG	-	1 *%	-	-	1 *%	2 *%	4 *%	-	1 *%	2 *%	3 1%
Wayson Choy	5 *%	-	-	5 1%	-	-	1 *%	2 *%	4 *%	-	2 1%	2 *%	2 *%
Vincent Lam	5 *%	-	1 *%	2 *%	-	1 1%	1 1%	4 1%	1 *%	2 1%	1 *%	-	2 *%
Gilles Vigneault	5 *%	-	5 1%	-	-	-	-	3 *%	1 *%	-	-	-	4 1%
Antonine Maillet	5 *%	1 1%	3 1%	-	-	1 1%	-	2 *%	2 *%	-	1 *%	1 *%	3 1%
Joseph Boyden	5 *%	1 1%	1 *%	3 1%	-	-	-	1 *%	4 1%	-	2 1%	1 *%	2 *%

\*\*Although participants mentioned Marc Levy, please note that he is acutally a French-born author

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 185  
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(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Réjean Ducharme	4 *%	-	4 1%	-	-	-	-	2 *%	2 *%	-	1 *%	-	3 1%
Wayne Johnston	4 *%	2 2%	-	1 *%	-	-	1 *%	1 *%	3 *%	-	-	1 *%	3 *%
Pierre Trudeau	3 *%	-	-	2 *%	1 1%	-	1 *%	1 *%	2 *%	-	-	2 *%	2 *%
Nelly Arcan	3 *%	1 1%	3 1%	-	-	-	-	2 *%	1 *%	-	-	1 *%	1 *%
Ann-Marie MacDonald	3 *%	1 1%	-	2 *%	-	-	-	1 *%	2 *%	-	-	1 *%	2 *%
Eric Wilson	3 *%	-	1 *%	1 *%	1 1%	-	-	-	3 *%	2 2%	-	-	1 *%
Peter C. Newman	3 *%	-	-	1 *%	-	1 *%	1 1%	3 *%	-	-	-	1 *%	2 *%
Thomas King	2 *%	-	-	2 *%	-	-	1 *%	2 *%	-	-	-	-	2 *%
Jacques Poulin	2 *%	-	2 1%	-	-	-	-	2 *%	1 *%	-	1 *%	1 *%	1 *%
Roch Carrier	2 *%	1 *%	2 *%	-	-	-	-	1 *%	1 *%	-	-	-	2 *%
Stephen Lewis	2 *%	-	-	-	-	1 *%	1 1%	1 *%	1 *%	-	-	1 *%	1 *%
Hubert Aquin	2 *%	-	1 *%	1 *%	-	-	-	1 *%	1 *%	-	-	-	2 *%
Pascale Quiviger	2 *%	-	1 *%	-	-	1 1%	-	1 *%	1 *%	-	-	2 *%	-
Gil Courtemanche	2 *%	-	2 *%	-	-	-	-	-	2 *%	-	-	-	2 *%
Suzanne Jacob	1 *%	-	1 *%	-	-	-	-	1 *%	1 *%	-	-	-	1 *%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 186  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
André Brochu	1 *%	-	-	1 *%	-	-	-	-	1 *%	-	-	-	1 *%
Monique LaRue	1 *%	-	-	1 *%	-	-	-	1 *%	-	-	-	-	1 *%
Malcolm Gladwell	1 *%	-	1 *%	-	-	-	-	-	1 *%	-	-	1 *%	-
Gaétan Soucy	1 *%	-	-	-	-	-	1 *%	1 *%	-	-	-	-	1 *%
Élise Turcotte	1 *%	-	-	-	-	-	1 *%	-	1 *%	-	-	-	1 *%
Frances Itani	1 *%	-	-	-	-	-	1 *%	-	1 *%	-	-	-	1 *%
Anne Michaels	1 *%	-	1 *%	-	-	-	-	-	1 *%	-	-	-	1 *%
Other	379 25%	29 26%	125 34% bDEFG	121 21%	29 24%	33 25%	42 22%	173 24%	206 27%	15 12%	77 23% J	108 27% J	170 28% J
Don't know	692 46%	52 48% c	145 39%	269 47% C	61 50% C	72 53% C	94 48% C	363 50% I	329 43%	79 62% kLM	172 52% M	183 45% m	236 39%
Refused	9 1%	1 1%	3 1%	5 1%	-	1 1%	-	7 1%	3 *%	-	2 1%	-	8 1%
Chi-square significance		<-----1273.03-----> 100%*						<-----125.38-----> 100%*		<-----494.55-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 187  
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QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Margaret Atwood	330	45	101	118	317	14	58	118	153	280	50	33	165	15	13	72	21
	22%	16%	23%	29%	27%	4%	10%	22%	37%	24%	15%	17%	24%	13%	19%	24%	22%
			B	Bc	F			G	GH	K			LN			LN	
Pierre Berton	119	25	37	39	118	2	29	43	46	92	27	13	58	1	5	35	6
	8%	9%	8%	10%	10%	*%	5%	8%	11%	8%	8%	6%	8%	1%	8%	12%	6%
					F			g	G			N	N		N	LNq	n
Farley Mowat	116	24	37	33	116	1	33	42	41	94	23	13	62	4	7	18	9
	8%	8%	8%	8%	10%	*%	6%	8%	10%	8%	7%	6%	9%	4%	9%	6%	9%
					F				G				N				
Michel Tremblay	69	20	19	20	5	65	17	23	29	54	15	8	40	5	1	11	2
	5%	7%	4%	5%	*%	20%	3%	4%	7%	5%	5%	4%	6%	4%	1%	4%	2%
						E			Gh				Opq				
Margaret Laurence	62	11	11	30	60	1	6	14	41	55	7	4	29	2	4	12	5
	4%	4%	3%	7%	5%	*%	1%	3%	10%	5%	2%	2%	4%	2%	6%	4%	5%
				bC	F			g	GH	K			n				
Mordecai Richler	55	7	19	19	53	3	7	23	26	46	9	7	24	1	5	12	4
	4%	2%	4%	5%	5%	1%	1%	4%	6%	4%	3%	4%	4%	1%	7%	4%	4%
					F			G	G				N		n	N	
Michael Ondaatje	41	4	13	18	39	2	3	7	30	40	1	3	16	7	1	9	1
	3%	1%	3%	4%	3%	1%	1%	1%	7%	3%	*%	2%	2%	6%	1%	3%	1%
			B	F					GH	K				loQ			
Alice Munro	36	2	7	20	36	-	3	15	18	33	3	-	12	6	2	15	1
	2%	1%	2%	5%	3%		1%	3%	4%	3%	1%		2%	5%	2%	5%	1%
				BC				G	G	K						MQ	
Marie Laberge	33	6	12	8	1	32	5	14	13	24	9	1	18	4	2	5	2
	2%	2%	3%	2%	*%	10%	1%	3%	3%	2%	3%	1%	3%	3%	3%	2%	2%
					E			G	G				1				
Carol Shields	32	3	7	16	32	1	3	13	16	28	4	3	17	-	-	8	3
	2%	1%	2%	4%	3%	*%	1%	3%	4%	2%	1%	1%	2%			3%	3%
				Bc	F			G	G								

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 188  
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(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Gabrielle Roy	32 2%	4 2%	15 3%	10 2%	12 1%	20 6% E	9 2%	7 1%	16 4% gH	23 2%	9 3%	6 3%	8 1%	2 2%	2 2%	8 3%	4 4%
Robert Munsch	30 2%	4 1%	6 1%	9 2%	29 2% F	1 *%	12 2%	10 2%	8 2%	25 2%	5 2%	9 5% mp	12 2%	2 2%	2 2%	4 2%	-
Robertson Davies	30 2%	2 1%	10 2% b	14 4% B	28 2% F	2 *%	3 1%	11 2% g	16 4% G	26 2%	4 1%	4 2%	10 1%	2 2%	-	8 3%	1 1%
Christine Brouillet	25 2%	4 1%	10 2%	7 2%	-	25 8%	3 1%	10 2% g	11 3% G	15 1%	10 3% j	4 2%	13 2%	4 4%	-	4 1%	-
Yves Beauchemin	14 1%	3 1%	7 2%	2 1%	2 *%	12 4% E	5 1%	-	10 2% g	10 1%	4 1%	2 1%	5 1%	-	1 1%	4 2%	-
Stuart McLean	13 1%	3 1%	6 1%	2 *%	13 1%	-	3 1%	5 1%	5 1%	8 1%	5 1%	1 *%	6 1%	-	1 1%	2 1%	4 4%
W.O. Mitchell	13 1%	-	2 *%	6 1%	13 1%	-	1 *%	4 1%	8 2% G	11 1%	2 1%	1 *%	5 1%	-	-	2 1%	1 1%
Timothy Findley	12 1%	-	7 2%	4 1%	12 1%	-	-	2 *%	10 2% H	11 1%	2 1%	1 *%	5 1%	2 2%	-	3 1%	2 2%
Andrée LaBerge	12 1%	4 2%	4 1%	2 1%	-	12 4%	4 1%	5 1%	3 1%	11 1%	1 *%	2 1%	7 1%	-	-	2 1%	-
Leonard Cohen	12 1%	2 1%	4 1%	5 1%	9 1%	3 1%	-	4 1%	8 2%	11 1%	1 *%	-	5 1%	-	1 1%	6 2%	1 1%
Douglas Coupland	12 1%	3 1%	2 *%	7 2% c	12 1%	-	2 *%	3 1%	7 2% g	12 1%	-	3 2%	5 1%	2 2%	-	-	2 2%
Eric Walters	12 1%	-	7 2%	-	12 1%	-	8 2%	3 1%	-	10 1%	2 1%	2 1%	2 *%	3 3%	-	-	5 5% m

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

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# PCH Canadian Books 2008

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Jul. 17, 2008  
(Continued)

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BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Stephen Leacock	11 1%	1 *%	6 1%	2 *%	10 1% f	1 *%	2 *%	4 1%	5 1%	8 1%	3 1%	1 1%	4 1%	-	2 2%	4 1%	-
Anne Robillard	11 1%	4 1%	5 1%	1 *%	-	11 3%	1 *%	8 1% G	3 1%	7 1%	4 1%	1 *%	8 1% P	-	-	1 *%	1 1%
Lucy Maud Montgomery	11 1%	1 *%	3 1%	3 1%	10 1%	1 *%	1 *%	5 1%	5 1%	8 1%	3 1%	3 2%	5 1%	-	-	1 *%	-
Patrick Sénécal	10 1%	2 1%	3 1%	2 1%	1 *%	10 3% E	3 1%	4 1%	4 1%	9 1%	2 *%	4 2%	3 *%	2 2%	-	1 *%	-
Marie-Claire Blais	10 1%	2 1%	2 *%	4 1%	1 *%	9 3% E	1 *%	3 1%	6 1% g	8 1%	2 1%	2 1%	3 1%	1 1%	-	4 1%	1 1%
Hugh MacLennan	10 1%	2 1%	3 1%	2 *%	9 1%	1 *%	-	3 1%	7 2%	8 1%	2 1%	2 1%	2 *%	-	-	6 2% M	-
Alistair MacLeod	9 1%	-	4 1%	4 1%	9 1%	-	2 *%	5 1%	2 1%	9 1%	-	-	5 1%	1 1%	-	3 1%	-
Yann Martel	9 1%	4 1% c	1 *%	1 *%	7 1%	2 1%	1 *%	2 *%	7 2% Gh	9 1%	-	1 1%	1 *%	1 1%	2 2%	1 *%	3 3%
Anne Hébert	9 1%	2 1%	3 1%	1 *%	2 *%	7 2% E	1 *%	4 1%	4 1%	9 1%	-	1 *%	4 1%	1 1%	-	1 *%	-
Will Ferguson	8 1%	1 *%	6 1%	2 *%	8 1%	-	1 *%	1 *%	7 2% GH	8 1%	-	1 *%	3 *%	-	-	3 1%	2 2%
John Ralston Saul	8 1%	1 *%	2 *%	3 1%	8 1%	1 *%	1 *%	1 *%	6 1% Gh	7 1%	1 *%	-	3 *%	-	-	2 1%	3 3%
Lise Tremblay	8 1%	-	2 1%	3 1%	1 *%	7 2% E	1 *%	3 1%	3 1%	5 *%	2 1%	4 2%	3 *%	-	-	1 1%	-

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

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# PCH Canadian Books 2008

Table QB20 Page 190  
Jul. 17, 2008  
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QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Jane Urquhart	8 1%	-	3 1%	3 1%	8 1%	-	2 *	3 1%	2 1%	5 *	2 1%	-	4 1%	1 1%	-	1 *	-
Victor-Lévy Beaulieu	7 *	3 1%	3 1%	-	-	7 2%	2 *	4 1%	2 *	4 *	4 1%	1 *	1 *	-	2 3%	1 1%	1 1%
Rohinton Mistry	7 *	-	1 *	4 1%	7 1%	-	1 *	2 *	4 1%	7 1%	-	-	4 1%	-	-	1 *	-
Marc Levy**	7 *	1 *	3 1%	2 *	1 *	7 2% E	2 *	4 1%	2 *	4 *	3 1%	2 1%	2 *	1 1%	1 2%	-	1 1%
Janette Bertrand	7 *	3 1%	2 *	1 *	-	7 2%	3 1%	2 *	1 *	5 *	1 *	1 *	2 *	-	-	3 1%	1 1%
Gordon Korman	7 *	-	-	-	7 1%	-	5 1%	2 *	-	5 *	2 1%	-	2 *	-	-	-	5 5% m
Guy Vanderhaeghe	7 *	1 *	1 *	3 1%	5 *	2 *	1 *	2 *	3 1%	5 *	1 *	1 1%	3 *	-	-	2 1%	-
Guillaume Vigneault	6 *	1 *	2 *	3 1%	1 *	5 2% E	-	2 *	4 1%	3 *	3 1%	1 *	2 *	-	-	2 1%	1 1%
David Suzuki	6 *	-	2 *	3 1%	6 1%	-	-	4 1%	2 1%	4 *	3 1%	2 1%	3 *	1 1%	-	-	-
Miriam Toews	6 *	1 *	1 *	3 1%	6 1%	-	3 *	1 *	3 1%	6 1%	-	-	3 *	-	-	3 1%	-
Michael Crummey	6 *	-	4 1%	2 *	6 1%	-	-	5 1%	1 *	3 *	3 1%	-	3 *	-	-	2 1%	-
David Adams Richards	6 *	1 *	2 *	1 *	6 1%	-	-	2 *	4 1%	6 1%	-	-	3 *	-	1 1%	2 1%	-
Wayson Choy	5 *	2 1%	2 1%	1 *	5 *	-	2 *	2 *	1 *	5 *	-	2 1%	1 *	-	2 3%	-	-

\*\*Although participants mentioned Marc Levy, please note that he is acutally a French-born author

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

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Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB20 Page 191  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 2

	Income			Interview Language		Education			Urban/Rural		Employment Status						
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Vincent Lam	5 *%	-	1 *%	1 *%	5 *%	-	2 *%	2 *%	1 *%	5 *%	-	1 1%	3 *%	-	-	1 *%	-
Gilles Vigneault	5 *%	1 *%	1 *%	1 *%	-	5 1%	2 *%	1 *%	2 1%	2 *%	3 1%	1 *%	1 *%	-	-	2 1%	-
Antonine Maillet	5 *%	2 1%	2 *%	1 *%	2 *%	3 1%	2 *%	2 *%	1 *%	3 *%	2 1%	1 *%	1 *%	-	1 1%	2 1%	-
Joseph Boyden	5 *%	-	2 *%	2 *%	4 *%	1 *%	-	1 *%	4 1%	5 *%	-	1 *%	3 *%	-	-	1 *%	-
Réjean Ducharme	4 *%	1 *%	1 *%	2 1%	-	4 1%	-	1 *%	3 1%	2 *%	2 *%	-	2 *%	-	-	1 *%	1 1%
Wayne Johnston	4 *%	-	1 *%	1 *%	4 *%	-	-	2 *%	2 1%	3 *%	1 *%	-	1 *%	-	-	2 1%	-
Pierre Trudeau	3 *%	-	2 *%	2 *%	3 *%	-	-	2 *%	1 *%	2 *%	1 *%	-	3 *%	-	-	-	-
Nelly Arcan	3 *%	-	1 *%	1 *%	1 *%	3 1%	1 *%	-	3 1%	2 *%	1 *%	-	1 *%	-	1 1%	1 *%	-
Ann-Marie MacDonald	3 *%	-	1 *%	1 *%	3 *%	-	-	1 *%	2 *%	3 *%	-	-	2 *%	-	-	1 *%	-
Eric Wilson	3 *%	-	-	2 *%	2 *%	1 *%	2 *%	-	-	3 *%	-	-	1 *%	1 1%	-	-	1 1%
Peter C. Newman	3 *%	-	1 *%	2 1%	3 *%	-	-	1 *%	2 *%	3 *%	-	-	1 *%	-	-	2 1%	-
Thomas King	2 *%	2 1%	1 *%	-	2 *%	-	2 *%	-	1 *%	2 *%	-	-	1 *%	-	-	-	2 2%
Jacques Poulin	2 *%	-	-	2 *%	-	2 1%	-	-	2 1%	2 *%	1 *%	1 *%	2 *%	-	-	-	-
Roch Carrier	2 *%	1 *%	2 *%	-	1 *%	2 *%	1 *%	-	1 *%	2 *%	1 *%	-	1 *%	-	-	1 *%	-
Stephen Lewis	2 *%	-	1 *%	1 *%	2 *%	-	1 *%	-	1 *%	2 *%	-	1 1%	-	-	-	1 *%	-

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB20 Page 192  
Jul. 17, 2008  
(Continued)

QB20. Please name some Canadian authors you have heard of, to a maximum of ten.  
Base: All respondents  
BANNER 2

	Income			Interview Language		Education			Urban/Rural		Employment Status						
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Hubert Aquin	2 *%	-	1 *%	1 *%	1 *%	1 *%	-	1 *%	1 *%	-	2 1%	-	-	-	-	2 1%	-
Pascale Quiviger	2 *%	1 *%	-	1 *%	1 *%	1 *%	-	1 *%	1 *%	2 *%	-	2 1%	-	-	-	-	-
Gil Courtemanche	2 *%	-	-	2 *%	-	2 *%	-	-	2 *%	1 *%	1 *%	-	1 *%	-	-	1 *%	-
Suzanne Jacob	1 *%	-	1 *%	1 *%	-	1 *%	-	-	1 *%	1 *%	1 *%	-	-	-	-	1 1%	-
André Brochu	1 *%	-	-	1 *%	1 *%	-	-	-	1 *%	1 *%	-	-	-	-	-	1 *%	-
Monique LaRue	1 *%	-	1 *%	-	1 *%	-	-	-	1 *%	1 *%	-	-	-	-	-	1 *%	-
Malcolm Gladwell	1 *%	-	-	1 *%	-	1 *%	-	-	1 *%	1 *%	-	1 *%	-	-	-	-	-
Gaétan Soucy	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-	1 *%	-	-	-	-	-	1 *%	-
Élise Turcotte	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-	1 *%	-	-	-	-	-	1 *%	-
Frances Itani	1 *%	-	-	-	1 *%	-	1 *%	-	-	-	1 *%	1 *%	-	-	-	-	-
Anne Michaels	1 *%	1 *%	-	-	-	1 *%	-	1 *%	-	1 *%	-	-	-	-	-	1 *%	-
Other	379 25%	64 22%	130 29% B	111 27%	260 22%	119 36% E	95 17%	124 24%	158 39% GH	304 26%	76 23%	45 23%	175 25% N	18 16%	18 24%	84 28% N	25 25%
Don't know	692 46%	145 50% CD	189 42%	164 40%	568 49% F	124 37%	326 59% HI	247 47% I	105 26%	529 45%	163 50%	100 51% P	315 46%	63 55% mP	35 48%	123 41%	43 44%
Refused	9 1%	2 1%	2 1%	4 1%	6 1%	3 1%	3 1%	5 1%	2 *%	7 1%	2 1%	-	7 1%	-	1 1%	2 1%	-
Chi-square significance	<-----183.81-----> 100%*			<-----1054-----> 100%*		<-----461.72-----> 100%*			<-----103.32-----> 98%*		<-----510.8-----> 100%*						

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21A Page 193  
Jul. 17, 2008

QB21A. Please rate your level of agreement with the statement, 'Canadian books reflect my experiences and perspectives.'

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	94 6%	4 4%	23 6%	34 6%	13 10% Bf	7 5%	13 7%	43 6%	51 7%	2 2%	16 5% j	26 6% J	50 8% Jk
4 - Agree	536 36%	46 43% dEG	143 39% g	198 35%	38 31%	51 38%	60 31%	263 36%	273 36%	43 34%	138 42% L	127 31%	218 36%
3 - Neutral	483 32%	37 35% C	81 22%	199 35% C	43 35% C	50 37% C	73 38% C	217 30%	266 35% h	53 42% KM	101 31%	150 37% M	174 29%
2 - Disagree	237 16%	9 9%	82 22% BDeFG	88 15% Bf	20 16% b	14 10%	24 12%	130 18% i	108 14%	25 20%	59 18%	56 14%	89 15%
1 - Strongly disagree	52 3%	3 3%	13 4%	18 3%	6 5%	3 3%	8 4%	28 4%	24 3%	1 1%	13 4% J	20 5% J	17 3% J
Don't know	95 6%	8 7% E	25 7% E	36 6% E	3 2%	11 8% E	13 7% E	48 7%	47 6%	3 3%	4 1%	25 6% jK	56 9% JKL
Refuse to answer	4 *%	-	1 *%	1 *%	-	-	2 1%	3 *%	1 *%	-	-	2 *%	1 *%
Top 2	631 42%	50 47%	166 45%	232 40%	51 42%	58 43%	74 38%	306 42%	324 42%	45 35%	154 46% JL	152 38%	267 44% jL
Bottom 2	289 19%	13 12%	96 26% BDFG	106 18% Bf	26 21% Bf	17 13%	31 16%	158 22% I	131 17%	26 20%	72 22%	75 19%	105 17%
Mean	3.3	3.4	3.2	3.3	3.3	3.3	3.3	3.2	3.3	3.2	3.3	3.2	3.4

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21A Page 194  
Jul. 17, 2008  
(Continued)

QB21A. Please rate your level of agreement with the statement, 'Canadian books reflect my experiences and perspectives.'

Base: All respondents

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	0.94	0.84	1.01	0.92	1.03	0.85	0.94	0.97	0.92	0.79	0.95	0.96	0.96
Standard error	0.03	0.07	0.05	0.05	0.09	0.07	0.08	0.04	0.04	0.08	0.06	0.06	0.04
Chi-square significance	<-----69.42-----> 100%*						<-----12.3-----> 86%*		<-----69.27-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21A Page 195  
Jul. 17, 2008

QB21A. Please rate your level of agreement with the statement, 'Canadian books reflect my experiences and perspectives.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	94	18	28	33	72	22	32	29	33	81	13	14	36	5	6	23	8
	6%	6%	6%	8%	6%	7%	6%	5%	8%	7%	4%	7%	5%	4%	9%	8%	8%
										K							
4 - Agree	536	119	157	143	407	129	188	201	141	410	126	63	255	45	31	102	27
	36%	41%	35%	35%	35%	39%	34%	38%	34%	35%	38%	33%	37%	39%	43%	34%	27%
												q	q	q	q		
3 - Neutral	483	81	148	131	412	71	179	186	117	377	106	70	222	39	20	83	39
	32%	28%	33%	32%	35%	22%	33%	35%	29%	32%	32%	36%	32%	34%	27%	28%	39%
					F			I				p					p
2 - Disagree	237	42	70	66	164	73	100	69	64	188	49	25	102	22	12	55	16
	16%	15%	16%	16%	14%	22%	18%	13%	16%	16%	15%	13%	15%	19%	16%	18%	16%
						E	H									1	
1 - Strongly disagree	52	9	16	13	39	13	11	14	25	44	7	10	27	2	1	6	5
	3%	3%	4%	3%	3%	4%	2%	3%	6%	4%	2%	5%	4%	1%	2%	2%	5%
									GH			np	np				
Don't know	95	18	27	22	74	21	38	26	28	69	27	12	40	2	2	29	4
	6%	6%	6%	5%	6%	6%	7%	5%	7%	6%	8%	6%	6%	2%	3%	10%	4%
												N	N			MNOQ	
Refuse to answer	4	-	-	2	3	1	-	2	2	4	-	-	4	-	-	-	-
	*%			*%	*%	*%		*%	1%	*%			1%				
Top 2	631	137	185	175	480	151	219	230	173	492	139	77	291	50	37	125	35
	42%	48%	42%	43%	41%	46%	40%	44%	42%	42%	42%	40%	42%	44%	51%	42%	35%
															Q		
Bottom 2	289	52	86	79	203	86	112	83	89	232	57	35	129	24	13	60	21
	19%	18%	19%	19%	17%	26%	20%	16%	22%	20%	17%	18%	19%	21%	18%	20%	22%
						E	h		H								

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21A Page 196  
Jul. 17, 2008  
(Continued)

QB21A. Please rate your level of agreement with the statement, 'Canadian books reflect my experiences and perspectives.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.3	3.4	3.3	3.3	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.3	3.3	3.3	3.4	3.3	3.2
Median	3.0	4.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	4.0	3.0	3.0
Standard deviation	0.94	0.94	0.95	0.96	0.92	1.03	0.92	0.88	1.05	0.96	0.87	0.97	0.94	0.87	0.95	0.96	0.99
Standard error	0.03	0.06	0.05	0.05	0.03	0.05	0.04	0.04	0.06	0.03	0.05	0.08	0.04	0.09	0.12	0.05	0.12
Chi-square significance	<-----10.23-----> 15%*				<-----34.12-----> 100%*		<-----35.51-----> 100%*			<-----10.72-----> 78%*		<-----43.43-----> 67%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21B Page 197  
Jul. 17, 2008

QB21B. Please rate your level of agreement with the statement, 'Foreign books reflect my experiences and perspectives.'

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	71 5%	6 6%	14 4%	28 5%	8 7%	4 3%	11 6%	27 4%	44 6% h	3 2%	12 4%	17 4%	38 6% Jk
4 - Agree	490 33%	42 39% dE	127 34%	179 31%	34 27%	42 31%	67 35%	246 34%	245 32%	40 31%	125 38% m	125 31%	189 31%
3 - Neutral	480 32%	30 27%	90 25%	194 34% C	46 37% bC	50 37% bC	70 36% C	221 30%	259 34%	53 42% M	114 34% M	145 36% M	158 26%
2 - Disagree	332 22%	19 18%	107 29% BDEFG	119 21%	23 19%	29 21%	35 18%	169 23%	163 21%	27 21%	68 21%	88 22%	140 23%
1 - Strongly disagree	50 3%	5 5% G	9 2%	24 4% G	6 5% G	3 3%	2 1%	33 4% I	17 2%	2 2%	7 2%	14 3%	25 4% j
Don't know	76 5%	6 5%	21 6%	30 5%	5 4%	7 5%	7 3%	35 5%	41 5%	2 2%	5 2%	14 4%	51 8% JKL
Refuse to answer	3 *%	-	1 *%	-	1 *%	1 *%	1 *%	2 *%	1 *%	-	-	1 *%	2 *%
Top 2	562 37%	48 45% def	141 38%	206 36%	42 34%	46 34%	78 41%	272 37%	289 38%	42 33%	136 41%	142 35%	227 38%
Bottom 2	381 25%	25 23%	116 31% BDefG	142 25%	29 24%	32 24%	37 19%	202 28% i	180 23%	29 23%	75 23%	102 25%	165 27%
Mean	3.1	3.2	3.1	3.1	3.1	3.1	3.3	3.1	3.2	3.1	3.2	3.1	3.1

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21B Page 198  
Jul. 17, 2008  
(Continued)

QB21B. Please rate your level of agreement with the statement, 'Foreign books reflect my experiences and perspectives.'

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	0.95	1.00	0.96	0.95	0.99	0.89	0.88	0.96	0.93	0.82	0.89	0.92	1.02
Standard error	0.03	0.09	0.05	0.05	0.09	0.07	0.07	0.04	0.04	0.08	0.06	0.05	0.04
Chi-square significance	<-----50.57-----> 88%*							<-----14.66-----> 93%*		<-----58.2-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB21B Page 199  
Jul. 17, 2008

QB21B. Please rate your level of agreement with the statement, 'Foreign books reflect my experiences and perspectives.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	71	15	15	25	60	11	20	24	25	59	12	10	26	5	6	20	1
	5%	5%	3%	6%	5%	3%	4%	5%	6%	5%	4%	5%	4%	4%	9%	7%	1%
				c								q	q		Q	mQ	
4 - Agree	490	102	142	140	375	116	162	184	138	393	98	62	221	41	27	90	32
	33%	35%	32%	34%	32%	35%	30%	35%	34%	33%	30%	32%	32%	35%	38%	30%	33%
							g										
3 - Neutral	480	71	154	129	406	75	166	177	135	375	105	63	239	41	19	76	33
	32%	25%	35%	31%	35%	23%	30%	34%	33%	32%	32%	33%	35%	36%	27%	26%	33%
			B	b	F							P	P				
2 - Disagree	332	68	110	84	234	98	144	107	76	254	78	47	151	24	14	66	25
	22%	23%	25%	21%	20%	30%	26%	20%	19%	22%	24%	24%	22%	21%	19%	22%	26%
						E	HI										
1 - Strongly disagree	50	8	12	18	41	9	16	17	15	36	14	4	22	4	2	14	2
	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	4%	2%	3%	3%	3%	5%	2%
																1	
Don't know	76	23	13	12	55	21	39	14	20	54	22	8	24	-	3	30	5
	5%	8%	3%	3%	5%	6%	7%	3%	5%	5%	7%	4%	3%		5%	10%	5%
		CD					H									LMo	
Refuse to answer	3	1	-	1	2	1	1	2	1	2	1	-	2	-	-	1	-
	*%	*%		*%	*%	*%	*%	*%	*%	*%	*%		*%			*%	
Top 2	562	117	157	165	435	127	183	208	163	452	110	72	248	45	33	110	34
	37%	41%	35%	40%	37%	38%	33%	40%	40%	39%	33%	37%	36%	40%	46%	37%	34%
							G	g	k								
Bottom 2	381	76	121	102	275	107	160	125	91	290	92	51	173	28	16	81	28
	25%	26%	27%	25%	23%	32%	29%	24%	22%	25%	28%	26%	25%	25%	22%	27%	28%
						E	hI										

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21B Page 200  
Jul. 17, 2008  
(Continued)

QB21B. Please rate your level of agreement with the statement, 'Foreign books reflect my experiences and perspectives.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.1	3.2	3.1	3.2	3.2	3.1	3.1	3.2	3.2	3.2	3.1	3.1	3.1	3.2	3.3	3.1	3.1
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	0.95	0.99	0.91	0.99	0.94	0.97	0.94	0.93	0.96	0.94	0.95	0.93	0.92	0.92	1.01	1.04	0.87
Standard error	0.03	0.06	0.05	0.05	0.03	0.05	0.04	0.04	0.05	0.03	0.06	0.08	0.04	0.10	0.13	0.06	0.10
Chi-square significance	<-----30.96-----> 99%*				<-----32.54-----> 100%*		<-----34.87-----> 100%*			<-----8.88-----> 65%*		<-----51.76-----> 90%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21C Page 201  
Jul. 17, 2008

QB21C. Please rate your level of agreement with the statement, 'Canadian books reflect Canadian society.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	169 11%	14 13%	35 9%	72 13%	12 9%	14 10%	23 12%	69 9%	100 13% H	4 3%	35 11% J	56 14% J	74 12% J
4 - Agree	703 47%	60 56% DFG	194 53% DFG	253 44%	57 46%	57 42%	82 42%	356 49%	347 45%	62 49% I	167 50% L	160 39%	295 49% L
3 - Neutral	373 25%	20 18%	71 19%	158 28% BC	34 28% bC	36 27% bc	53 28% bC	174 24%	199 26%	36 28%	79 24%	117 29% M	133 22%
2 - Disagree	143 10%	5 5%	49 13% BDG	44 8%	13 11% b	17 13% Bd	15 8%	75 10%	68 9%	21 16% LM	38 11% m	34 8%	45 8%
1 - Strongly disagree	19 1%	1 1%	3 1%	10 2%	2 2%	3 2%	1 *%	11 2%	8 1%	0 *%	5 2%	8 2% j	6 1%
Don't know	92 6%	9 8%	17 5%	35 6%	5 4%	9 7%	18 9% ce	43 6%	48 6%	3 3%	7 2%	28 7% JK	49 8% JK
Refuse to answer	4 *%	-	1 *%	2 *%	-	-	2 1%	3 *%	1 *%	-	-	3 1%	2 *%
Top 2	872 58%	74 68% DEFG	229 62% Fg	325 57%	68 56%	71 52%	105 54%	425 58%	446 58%	66 52%	202 61% l	216 53%	369 61% jL
Bottom 2	161 11%	6 6%	51 14% BDG	53 9%	15 12% b	20 15% Bdg	16 8%	86 12%	75 10%	21 17% M	43 13% m	42 10%	51 8%
Mean	3.6	3.8	3.6	3.6	3.5	3.5	3.6	3.6	3.6	3.4	3.6	3.6	3.7

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21C Page 202  
Jul. 17, 2008  
(Continued)

QB21C. Please rate your level of agreement with the statement, 'Canadian books reflect Canadian society.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.87	0.77	0.87	0.88	0.88	0.94	0.83	0.87	0.87	0.81	0.89	0.92	0.84
Standard error	0.03	0.07	0.04	0.05	0.08	0.08	0.07	0.04	0.04	0.08	0.06	0.05	0.03
Chi-square significance	<-----57.37-----> 96%*							<-----10.56-----> 77%*		<-----65.04-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21C Page 203  
Jul. 17, 2008

QB21C. Please rate your level of agreement with the statement, 'Canadian books reflect Canadian society.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	169	37	51	48	140	29	51	57	60	143	26	21	69	9	11	43	13
	11%	13%	11%	12%	12%	9%	9%	11%	15%	12%	8%	11%	10%	8%	15%	14%	13%
					f				G	K						mN	
4 - Agree	703	142	213	185	527	175	250	245	198	548	155	84	327	62	36	138	36
	47%	49%	48%	45%	45%	53%	46%	47%	48%	47%	47%	44%	48%	54%	51%	46%	36%
					E							q	q	LQ	q		
3 - Neutral	373	65	102	121	308	65	135	141	96	277	96	58	174	28	11	64	29
	25%	23%	23%	30%	26%	20%	25%	27%	23%	24%	29%	30%	25%	24%	15%	22%	30%
				BC	F					j		Op	O				O
2 - Disagree	143	17	46	37	100	43	66	44	30	123	20	18	67	14	8	21	12
	10%	6%	10%	9%	9%	13%	12%	8%	7%	10%	6%	9%	10%	12%	12%	7%	12%
			B			E	hI			K							
1 - Strongly disagree	19	4	8	4	16	3	2	7	9	13	5	3	9	1	1	2	2
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%
								g	G								
Don't know	92	23	24	14	77	15	42	30	17	66	26	11	36	1	5	29	6
	6%	8%	5%	3%	7%	5%	8%	6%	4%	6%	8%	5%	5%	1%	7%	10%	7%
		D					I					N	N		n	LMN	N
Refuse to answer	4	1	2	1	3	1	2	2	-	4	-	-	3	-	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%		1%			1%			1%	
Top 2	872	179	264	233	668	204	301	301	257	690	181	105	396	71	47	181	49
	58%	62%	59%	57%	57%	62%	55%	57%	63%	59%	55%	54%	58%	62%	66%	61%	49%
						e			G					q	Q	q	
Bottom 2	161	20	54	40	116	45	68	52	39	136	25	21	76	15	9	23	15
	11%	7%	12%	10%	10%	14%	12%	10%	10%	12%	8%	11%	11%	13%	12%	8%	15%
			B			e				K			p				

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21C Page 204  
Jul. 17, 2008  
(Continued)

QB21C. Please rate your level of agreement with the statement, 'Canadian books reflect Canadian society.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.6	3.7	3.7	3.5
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.87	0.83	0.91	0.85	0.87	0.87	0.86	0.86	0.90	0.89	0.81	0.87	0.87	0.84	0.91	0.85	0.97
Standard error	0.03	0.05	0.05	0.05	0.03	0.04	0.04	0.04	0.05	0.03	0.05	0.07	0.04	0.09	0.12	0.05	0.11
Chi-square significance	<-----23.41-----> 90%*				<-----20.92-----> 99%*		<-----32.9-----> 99%*			<-----20.6-----> 99%*		<-----44.26-----> 70%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21D Page 205  
Jul. 17, 2008

QB21D. Please rate your level of agreement with the statement, 'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	278 19%	20 18%	53 14%	101 18%	26 21% c	32 23% C	47 24% Cd	111 15%	167 22% H	12 10%	56 17% j	74 18% J	132 22% J
4 - Agree	704 47%	60 56% DeFG	184 50% g	260 45%	56 46%	61 45%	82 42%	362 49% i	342 44%	52 41%	155 47%	180 44%	298 49%
3 - Neutral	288 19%	17 15%	57 15%	132 23% BCF	24 19%	22 16%	38 20%	136 19%	153 20%	45 35% KLM	72 22% M	80 20% M	86 14%
2 - Disagree	148 10%	7 7%	47 13% Bd	51 9%	12 10%	13 10%	18 9%	76 10%	72 9%	14 11%	44 13% M	39 10%	47 8%
1 - Strongly disagree	27 2%	3 3%	9 3% G	8 1%	3 2%	3 2%	1 1%	20 3% I	7 1%	2 2%	4 1%	14 3% kM	5 1%
Don't know	51 3%	1 1%	17 5% Be	20 3%	2 2%	6 4%	5 3%	24 3%	27 4%	1 1%	-	14 3% j	34 6% J
Refuse to answer	5 *%	-	1 *%	2 *%	-	-	3 1%	4 1%	1 *%	-	-	4 1%	1 *%
Top 2	982 65%	80 74% CD	238 64%	361 63%	82 67%	93 68%	128 66%	473 65%	509 66%	65 51%	212 64% J	253 63% J	430 71% JKL
Bottom 2	175 12%	10 10%	57 15% bDg	59 10%	14 12%	16 12%	19 10%	96 13%	80 10%	16 13%	48 14% M	53 13% M	52 9%
Mean	3.7	3.8	3.6	3.7	3.8	3.8	3.8	3.7	3.8	3.5	3.7	3.7	3.9

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21D Page 206  
Jul. 17, 2008  
(Continued)

QB21D. Please rate your level of agreement with the statement, 'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.95	0.92	0.98	0.92	0.98	1.00	0.93	0.96	0.93	0.88	0.95	1.01	0.89
Standard error	0.03	0.08	0.05	0.05	0.09	0.08	0.08	0.04	0.04	0.09	0.06	0.06	0.04
Chi-square significance	<-----49.48-----> 86%*							<-----21.36-----> 99%*		<-----97.78-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB21D Page 207  
Jul. 17, 2008

QB21D. Please rate your level of agreement with the statement, 'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	278	53	90	80	233	45	74	109	93	224	54	35	123	18	18	65	17
	19%	18%	20%	19%	20%	14%	13%	21%	23%	19%	16%	18%	18%	15%	25%	22%	17%
					F			G	G								
4 - Agree	704	153	208	186	539	165	274	235	184	526	178	88	317	50	38	144	44
	47%	53%	47%	46%	46%	50%	50%	45%	45%	45%	54%	45%	46%	44%	53%	48%	45%
		cd								J							
3 - Neutral	288	42	76	88	237	51	107	109	73	228	60	41	141	28	8	44	21
	19%	15%	17%	21%	20%	15%	20%	21%	18%	19%	18%	21%	21%	25%	11%	15%	22%
				B	F							op	OP	OP			o
2 - Disagree	148	21	50	37	103	45	64	45	39	126	22	18	70	16	4	27	7
	10%	7%	11%	9%	9%	13%	12%	9%	9%	11%	7%	9%	10%	14%	6%	9%	7%
		b				E				K							
1 - Strongly disagree	27	5	8	6	20	7	6	7	14	22	5	4	12	2	1	3	6
	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	1%	6%
									Gh								P
Don't know	51	14	11	12	35	16	23	20	7	42	10	8	19	1	2	15	4
	3%	5%	2%	3%	3%	5%	4%	4%	2%	4%	3%	4%	3%	1%	3%	5%	4%
							I	i				N	n			mN	
Refuse to answer	5	-	2	1	4	1	2	2	2	5	-	-	4	-	-	1	-
	*%		1%	*%	*%	*%	*%	*%	*%	*%			1%			*%	
Top 2	982	206	298	266	771	211	348	344	276	750	232	123	440	68	56	209	61
	65%	72%	67%	65%	66%	64%	63%	65%	67%	64%	71%	63%	64%	59%	78%	70%	61%
		d								J					LMNQ	mn	
Bottom 2	175	26	58	43	123	52	69	52	52	148	27	22	82	18	6	29	13
	12%	9%	13%	11%	11%	16%	13%	10%	13%	13%	8%	11%	12%	15%	8%	10%	13%
						E				K							

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21D Page 208  
Jul. 17, 2008  
(Continued)

QB21D. Please rate your level of agreement with the statement, 'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.7	3.8	3.7	3.7	3.8	3.6	3.7	3.8	3.8	3.7	3.8	3.7	3.7	3.6	4.0	3.9	3.6
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.95	0.89	0.98	0.93	0.94	0.97	0.90	0.93	1.02	0.97	0.86	0.95	0.95	0.97	0.91	0.91	1.06
Standard error	0.03	0.06	0.05	0.05	0.03	0.05	0.04	0.05	0.06	0.03	0.05	0.08	0.04	0.10	0.12	0.05	0.12
Chi-square significance	<-----19.03-----> 73%*				<-----23.63-----> 100%*		<-----33.63-----> 99%*			<-----18.25-----> 98%*		<-----43.93-----> 69%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21E Page 209  
Jul. 17, 2008

QB21E. Please rate your level of agreement with the statement, 'I think it's important to buy Canadian books.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
		(A)	(B)	(C)	(D)	(E)	(F)			(G)	(H)	(I)	(J)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	284 19%	21 19%	91 25% DF	87 15%	25 21%	21 16%	40 20%	109 15%	175 23% H	10 8%	53 16% J	68 17% J	147 24% JKL
4 - Agree	724 48%	50 47%	215 58% BDEFG	264 46%	54 44%	61 45%	79 41%	349 48%	375 49%	56 44%	163 49%	198 49%	292 49%
3 - Neutral	333 22%	27 25% C	33 9%	153 27% C	32 26% C	36 27% C	52 27% C	181 25% I	152 20%	43 34% LM	92 28% M	89 22% M	98 16%
2 - Disagree	122 8%	6 6%	25 7%	53 9%	8 7%	13 9%	17 9%	73 10% I	49 6%	15 11%	20 6%	37 9%	48 8%
1 - Strongly disagree	23 1%	1 1%	3 1%	12 2% c	1 1%	2 2%	3 2%	14 2%	9 1%	2 2%	3 1%	10 3% m	5 1%
Don't know	15 1%	2 2%	3 1%	4 1%	2 1%	3 2%	1 *%	6 1%	8 1%	-	-	2 *%	11 2% L
Refuse to answer	1 *%	-	-	-	-	-	1 1%	-	1 *%	-	-	-	1 *%
Top 2	1,008 67%	71 66%	306 83% BDEFG	351 61%	80 65%	82 61%	119 61%	458 63%	551 72% H	66 52%	215 65% J	266 66% J	440 73% JKL
Bottom 2	145 10%	8 7%	27 7%	65 11% C	9 7%	15 11%	20 11%	87 12% I	57 7%	17 13% k	23 7%	48 12% k	53 9%
Mean	3.8	3.8	4.0	3.6	3.8	3.6	3.7	3.6	3.9	3.5	3.7	3.7	3.9

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21E Page 210  
Jul. 17, 2008  
(Continued)

QB21E. Please rate your level of agreement with the statement, 'I think it's important to buy Canadian books.'  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.91	0.88	0.82	0.92	0.88	0.92	0.95	0.92	0.88	0.87	0.83	0.95	0.90
Standard error	0.03	0.07	0.04	0.05	0.08	0.07	0.08	0.04	0.03	0.08	0.06	0.05	0.04
Chi-square significance	<-----99.07-----> 100%*						<-----37.72-----> 100%*		<-----79.76-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21E Page 211  
Jul. 17, 2008

QB21E. Please rate your level of agreement with the statement, 'I think it's important to buy Canadian books.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	284 19%	63 22% d	95 21% d	66 16%	206 18%	78 24% E	90 16%	103 20%	88 22% g	222 19%	62 19%	36 19%	113 17%	20 18%	15 21%	77 26% LMnQ	16 16%
4 - Agree	724 48%	161 56% cD	218 49%	183 45%	527 45%	197 60% E	276 50% I	263 50% I	175 43%	539 46%	185 56% J	87 45%	326 48%	56 49%	43 59% lm	145 49%	48 48%
3 - Neutral	333 22%	42 15%	98 22% B	111 27% B	305 26% F	28 8%	122 22%	113 22%	96 23%	271 23%	62 19%	46 24% OP	174 25% OP	28 24% oP	9 13%	43 15%	25 25% OP
2 - Disagree	122 8%	17 6%	22 5%	40 10% bC	100 9%	22 7%	47 9%	34 6%	41 10% h	110 9% K	12 4%	20 10%	56 8%	9 8%	5 8%	25 8%	5 5%
1 - Strongly disagree	23 1%	1 *%	7 2% b	8 2% b	20 2%	3 1%	9 2%	5 1%	8 2%	21 2% K	1 *%	2 1%	15 2%	1 1%	-	-	3 3%
Don't know	15 1%	4 1%	4 1%	1 *%	12 1%	3 1%	5 1%	7 1% i	1 *%	8 1%	6 2%	2 1%	1 *%	-	-	8 3% M	2 2%
Refuse to answer	1 *%	-	1 *%	-	1 *%	-	-	1 *%	1 *%	1 *%	-	-	1 *%	-	-	1 *%	-
Top 2	1,008 67%	224 78% CD	314 70% D	250 61%	733 63%	275 83% E	366 67%	365 69%	263 64%	762 65%	247 75% J	124 64%	439 64%	76 67%	58 80% LMnQ	222 74% LMq	64 64%
Bottom 2	145 10%	18 6%	30 7%	48 12% BC	120 10% f	25 7%	56 10%	39 7%	49 12% H	131 11% K	13 4%	22 11%	70 10%	10 9%	5 8%	25 8%	9 9%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21E Page 212  
Jul. 17, 2008  
(Continued)

QB21E. Please rate your level of agreement with the statement, 'I think it's important to buy Canadian books.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.8	3.9	3.8	3.6	3.7	4.0	3.7	3.8	3.7	3.7	3.9	3.7	3.7	3.7	3.9	3.9	3.7
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.91	0.80	0.88	0.93	0.92	0.82	0.90	0.86	0.98	0.94	0.75	0.93	0.92	0.88	0.80	0.87	0.93
Standard error	0.03	0.05	0.05	0.05	0.03	0.04	0.04	0.04	0.05	0.03	0.04	0.07	0.04	0.09	0.10	0.05	0.11
Chi-square significance	<-----48.61-----> 100%*				<-----66.22-----> 100%*		<-----23.17-----> 89%*			<-----42.43-----> 100%*		<-----60.6-----> 98%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21F Page 213  
Jul. 17, 2008

QB21F. Please rate your level of agreement with the statement, 'Reading books contributes to my quality of life.'  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	609 41%	49 45% C	113 31%	231 40% C	54 44% C	64 47% C	99 51% CD	244 33%	366 48% H	25 20%	130 39% J	174 43% J	270 45% J
4 - Agree	647 43%	43 40%	194 53% BDEFG	247 43% g	45 37%	51 37%	67 35%	335 46% i	312 41%	63 50% l	155 47%	162 40%	250 41%
3 - Neutral	130 9%	9 8%	26 7%	48 8%	16 13% c	14 11%	17 9%	85 12% I	45 6%	20 15% KM	24 7%	41 10%	43 7%
2 - Disagree	83 6%	5 4%	28 7% FG	34 6%	6 5%	5 4%	7 3%	50 7% i	34 4%	16 13% kLM	20 6%	19 5%	25 4%
1 - Strongly disagree	18 1%	1 1%	4 1%	9 2%	1 1%	1 1%	2 1%	7 1%	11 1%	2 2%	2 1%	7 2%	5 1%
Don't know	13 1%	2 2%	5 1%	3 1%	1 1%	1 1%	2 1%	10 1% i	3 *%	1 1%	-	1 *%	10 2% L
Refuse to answer	2 *%	-	-	2 *%	-	-	-	2 *%	-	-	-	2 *%	-
Top 2	1,256 84%	92 85%	307 83%	477 83%	98 81%	115 84%	166 86%	579 79%	677 88% H	88 69%	285 86% J	336 83% J	520 86% J
Bottom 2	101 7%	5 5%	31 8% bFg	43 8%	7 6%	6 4%	9 5%	57 8%	44 6%	18 15% KLM	22 7%	25 6%	30 5%
Mean	4.2	4.3	4.1	4.2	4.2	4.3	4.3	4.1	4.3	3.7	4.2	4.2	4.3

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21F Page 214  
Jul. 17, 2008  
(Continued)

QB21F. Please rate your level of agreement with the statement, 'Reading books contributes to my quality of life.'  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Median	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.89	0.84	0.88	0.92	0.92	0.85	0.86	0.91	0.87	0.98	0.85	0.91	0.84
Standard error	0.02	0.07	0.04	0.05	0.08	0.07	0.07	0.04	0.03	0.10	0.06	0.05	0.03
Chi-square significance	<-----52.89-----> 92%*						<-----51-----> 100%*		<-----82.51-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB21F Page 215  
Jul. 17, 2008

QB21F. Please rate your level of agreement with the statement, 'Reading books contributes to my quality of life.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	609	112	181	191	513	97	145	229	231	501	109	71	284	41	28	131	39
	41%	39%	41%	47%	44%	29%	26%	43%	56%	43%	33%	37%	41%	36%	39%	44%	40%
				b	F			G	GH	K							
4 - Agree	647	131	205	150	468	178	266	227	145	493	154	91	295	50	34	119	39
	43%	45%	46%	37%	40%	54%	49%	43%	35%	42%	47%	47%	43%	43%	48%	40%	39%
		D	D			E	I	I									
3 - Neutral	130	24	37	36	106	24	75	41	14	83	47	14	60	12	6	25	12
	9%	8%	8%	9%	9%	7%	14%	8%	3%	7%	14%	7%	9%	10%	9%	8%	12%
						HI	I			J							
2 - Disagree	83	15	12	23	58	26	48	20	13	70	13	12	33	10	3	17	9
	6%	5%	3%	6%	5%	8%	9%	4%	3%	6%	4%	6%	5%	8%	4%	6%	9%
				c		e	HI										
1 - Strongly disagree	18	2	9	6	17	1	4	7	6	15	3	4	10	1	-	2	-
	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%		1%	
					F	*											
Don't know	13	4	2	2	9	5	8	3	-	10	3	1	2	1	-	5	1
	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		2%	1%
			*					*				*	*			m	
Refuse to answer	2	-	-	-	2	-	2	-	-	2	-	-	2	-	-	-	-
	1%				1%		1%			1%			1%				
Top 2	1,256	243	386	341	981	275	412	456	377	994	262	162	579	91	63	249	78
	84%	84%	87%	83%	84%	83%	75%	87%	92%	85%	80%	84%	84%	79%	87%	84%	79%
							G	GH	GH	k							
Bottom 2	101	17	21	29	74	27	53	27	20	85	16	16	43	11	3	19	9
	7%	6%	5%	7%	6%	8%	10%	5%	5%	7%	5%	9%	6%	10%	4%	6%	9%
							HI										

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21F Page 216  
Jul. 17, 2008  
(Continued)

QB21F. Please rate your level of agreement with the statement, 'Reading books contributes to my quality of life.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	4.2	4.2	4.2	4.2	4.2	4.1	3.9	4.2	4.4	4.2	4.1	4.1	4.2	4.1	4.2	4.2	4.1
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.89	0.85	0.85	0.94	0.91	0.84	0.92	0.86	0.83	0.91	0.85	0.94	0.89	0.96	0.77	0.88	0.93
Standard error	0.02	0.05	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.03	0.05	0.08	0.04	0.10	0.10	0.05	0.11
Chi-square significance	<-----19.37----->				<-----35.86----->		<-----139.09----->			<-----27.24----->		<-----28.53----->					
	85%*				100%*		100%*			100%*		9%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21G Page 217  
Jul. 17, 2008

QB21G. Please rate your level of agreement with the statement, 'It is important that Canadians have access to Canadian books.'

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Strongly agree	571 38%	43 40%	133 36%	210 37%	51 42%	51 37%	83 43%	254 35%	318 41% H	30 24%	122 37% J	164 41% J	244 40% J
4 - Agree	772 51%	58 53%	208 56% dG	287 50%	62 51%	70 51%	87 45%	394 54% i	378 49%	75 59% L	185 56% L	187 46%	306 51%
3 - Neutral	102 7%	4 4%	15 4%	54 9% BCe	6 5%	8 6%	16 8% bc	51 7%	51 7%	14 11% m	19 6%	32 8%	35 6%
2 - Disagree	36 2%	-	9 2%	13 2%	4 3%	5 4%	5 3%	27 4% I	10 1%	5 4%	5 1%	11 3%	13 2%
1 - Strongly disagree	15 1%	1 1%	3 1%	8 1%	-	1 1%	1 1%	5 1%	10 1%	3 2%	-	8 2% m	3 1%
Don't know	5 *%	2 2%	1 *%	1 *%	-	1 1%	-	3 *%	2 *%	-	-	2 *%	2 *%
Top 2	1,343 89%	101 93% D	341 92% D	497 87%	113 92% d	121 89%	170 88%	647 88%	696 90%	104 82%	308 93% JL	352 87%	550 91% Jl
Bottom 2	51 3%	1 1%	12 3%	21 4% b	4 3%	6 5% b	7 3%	31 4%	20 3%	8 7% K	5 1%	19 5% K	16 3%
Mean	4.2	4.3	4.2	4.2	4.3	4.2	4.3	4.2	4.3	4.0	4.3	4.2	4.3
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
Standard deviation	0.76	0.67	0.72	0.80	0.70	0.80	0.79	0.77	0.76	0.85	0.63	0.86	0.72

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21G Page 218  
Jul. 17, 2008  
(Continued)

QB21G. Please rate your level of agreement with the statement, 'It is important that Canadians have access to Canadian books.'  
Base: All respondents  
BANNER 1

	Region						Gender		Age				
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.02	0.06	0.03	0.04	0.06	0.06	0.06	0.03	0.03	0.08	0.04	0.05	0.03
Chi-square significance	<-----36.13-----> 58%*						<-----19.82-----> 99%*		<-----48.95-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21G Page 219  
Jul. 17, 2008

QB21G. Please rate your level of agreement with the statement, 'It is important that Canadians have access to Canadian books.'  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Strongly agree	571	111	179	162	459	112	164	213	190	446	125	65	263	43	26	122	37
	38%	39%	40%	39%	39%	34%	30%	40%	46%	38%	38%	34%	38%	38%	36%	41%	37%
					f			G	Gh								
4 - Agree	772	152	230	207	575	196	314	268	180	596	176	105	350	58	40	151	52
	51%	53%	52%	51%	49%	59%	57%	51%	44%	51%	54%	54%	51%	50%	56%	51%	53%
					E		hI	I									
3 - Neutral	102	17	19	28	92	10	46	28	27	83	19	18	49	8	3	16	7
	7%	6%	4%	7%	8%	3%	8%	5%	7%	7%	6%	9%	7%	7%	4%	5%	7%
					F		h										
2 - Disagree	36	4	9	10	27	9	18	11	6	32	4	4	18	3	2	5	4
	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	1%	2%	3%	2%	2%	2%	4%
										k							
1 - Strongly disagree	15	2	6	3	13	2	4	6	6	13	2	2	6	4	1	3	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	
Don't know	5	1	2	-	5	1	3	-	1	4	1	-	1	-	1	2	-
	*%	*%	*%		*%	*%	1%		*%	*%	*%		*%		1%	1%	
Top 2	1,343	263	409	368	1,035	308	478	481	370	1,042	301	170	612	101	66	272	89
	89%	91%	92%	90%	88%	93%	87%	91%	90%	89%	92%	88%	89%	88%	92%	91%	90%
						E		G									
Bottom 2	51	6	15	12	40	11	21	17	12	45	7	6	23	6	3	8	4
	3%	2%	3%	3%	3%	3%	4%	3%	3%	4%	2%	3%	3%	5%	3%	3%	4%
										k							
Mean	4.2	4.3	4.3	4.3	4.2	4.2	4.1	4.3	4.3	4.2	4.3	4.2	4.2	4.2	4.2	4.3	4.2
Median	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21G Page 220  
Jul. 17, 2008  
(Continued)

QB21G. Please rate your level of agreement with the statement, 'It is important that Canadians have access to Canadian books.'

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard deviation	0.76	0.71	0.76	0.75	0.78	0.70	0.75	0.75	0.79	0.78	0.70	0.77	0.76	0.90	0.74	0.73	0.74
Standard error	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.04	0.04	0.02	0.04	0.06	0.03	0.09	0.10	0.04	0.08
Chi-square significance	<-----8.22----->				<-----17.26----->		<-----38.97----->			<-----6.04----->		<-----21.07----->					
	12%*				98%*		100%*			46%*		3%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21\_SUMT2 Page 221  
Jul. 17, 2008

QB21\_SUMT2. Summary table of 'Top 2' responses to the QB21 series.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
'It is important that Canadians have access to Canadian books.' [QB21G]	1,343 89%	101 93%	341 92%	497 87%	113 92%	121 89%	170 88%	647 88%	696 90%	104 82%	308 93%	352 87%	550 91%
		D	D		d						JL		JL
'Reading books contributes to my quality of life.' [QB21F]	1,256 84%	92 85%	307 83%	477 83%	98 81%	115 84%	166 86%	579 79%	677 88%	88 69%	285 86%	336 83%	520 86%
								H	H		J	J	J
'I think it's important to buy Canadian books.' [QB21E]	1,008 67%	71 66%	306 83%	351 61%	80 65%	82 61%	119 61%	458 63%	551 72%	66 52%	215 65%	266 66%	440 73%
			BDEFG						H		J	J	JKL
'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.' [QB21D]	982 65%	80 74%	238 64%	361 63%	82 67%	93 68%	128 66%	473 65%	509 66%	65 51%	212 64%	253 63%	430 71%
		CD									J	J	JKL
'Canadian books reflect Canadian society.' [QB21C]	872 58%	74 68%	229 62%	325 57%	68 56%	71 52%	105 54%	425 58%	446 58%	66 52%	202 61%	216 53%	369 61%
		DEFG	Fg								l		jL
'Canadian books reflect my experiences and perspectives.' [QB21A]	631 42%	50 47%	166 45%	232 40%	51 42%	58 43%	74 38%	306 42%	324 42%	45 35%	154 46%	152 38%	267 44%
											JL		jL
'Foreign books reflect my experiences and perspectives.' [QB21B]	562 37%	48 45%	141 38%	206 36%	42 34%	46 34%	78 41%	272 37%	289 38%	42 33%	136 41%	142 35%	227 38%
		def											
Chi-square significance		<-----21.77----->						<-----5.11----->		<-----13.49----->			
		4%						35%		11%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB21\_SUMT2 Page 222  
Jul. 17, 2008

QB21\_SUMT2. Summary table of 'Top 2' responses to the QB21 series.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
'It is important that Canadians have access to Canadian books.' [QB21G]	1,343	263	409	368	1,035	308	478	481	370	1,042	301	170	612	101	66	272	89
	89%	91%	92%	90%	88%	93%	87%	91%	90%	89%	92%	88%	89%	88%	92%	91%	90%
						E		G									
'Reading books contributes to my quality of life.' [QB21F]	1,256	243	386	341	981	275	412	456	377	994	262	162	579	91	63	249	78
	84%	84%	87%	83%	84%	83%	75%	87%	92%	85%	80%	84%	84%	79%	87%	84%	79%
								G	GH	k							
'I think it's important to buy Canadian books.' [QB21E]	1,008	224	314	250	733	275	366	365	263	762	247	124	439	76	58	222	64
	67%	78%	70%	61%	63%	83%	67%	69%	64%	65%	75%	64%	64%	67%	80%	74%	64%
		CD	D			E					J				LMnQ	LMq	
'Reading Canadian books helps me appreciate Canadian culture and learn more about Canada.' [QB21D]	982	206	298	266	771	211	348	344	276	750	232	123	440	68	56	209	61
	65%	72%	67%	65%	66%	64%	63%	65%	67%	64%	71%	63%	64%	59%	78%	70%	61%
		d									J				LMNq	mn	
'Canadian books reflect Canadian society.' [QB21C]	872	179	264	233	668	204	301	301	257	690	181	105	396	71	47	181	49
	58%	62%	59%	57%	57%	62%	55%	57%	63%	59%	55%	54%	58%	62%	66%	61%	49%
						e			G					q	Q	q	
'Canadian books reflect my experiences and perspectives.' [QB21A]	631	137	185	175	480	151	219	230	173	492	139	77	291	50	37	125	35
	42%	48%	42%	43%	41%	46%	40%	44%	42%	42%	42%	40%	42%	44%	51%	42%	35%
															Q		
'Foreign books reflect my experiences and perspectives.' [QB21B]	562	117	157	165	435	127	183	208	163	452	110	72	248	45	33	110	34
	37%	41%	35%	40%	37%	38%	33%	40%	40%	39%	33%	37%	36%	40%	46%	37%	34%
							G		g	k							
Chi-square significance	<-----8.9----->				<-----13.88----->		<-----10.12----->			<-----8.86----->		<-----10.23----->					
	16%				95%		25%			74%		%					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB22 Page 223  
Jul. 17, 2008

QB22. How would you rate the quality of Canadian books as compared to foreign books?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
5 - Much better	44 3%	1 1%	9 2%	21 4% b	4 3%	2 2%	6 3%	21 3%	23 3%	2 2%	8 2%	11 3%	23 4%
4 - Better	173 12%	13 12%	53 14% FG	61 11%	18 15% g	12 9%	16 8%	79 11%	94 12%	11 9%	19 6%	40 10% k	97 16% JKL
3 - Equal	1,015 68%	75 69%	249 68%	373 65%	87 71%	100 73% d	132 68%	492 67%	523 68%	93 74% M	261 79% LM	280 69% M	359 60%
2 - Worse	80 5%	7 7% C	8 2%	33 6% C	7 5%	7 5%	19 10% C	45 6%	35 5%	14 11% LM	22 7%	17 4%	27 5%
1 - Much worse	7 *%	-	1 *%	7 1% c	-	-	-	4 1%	3 *%	1 1%	4 1%	2 *%	1 *%
Don't know	174 12%	11 10%	49 13% E	73 13% E	7 6%	15 11% e	18 9%	84 11%	90 12%	4 3%	19 6%	55 14% JK	87 14% JK
Refused	9 1%	-	-	6 1%	1 *%	1 *%	2 1%	8 1% i	1 *%	1 1%	-	-	8 1%
Top 2	217 14%	15 14%	61 17% F	83 14%	22 18% f	14 10%	23 12%	99 14%	117 15%	14 11%	26 8%	51 13% k	120 20% JKL
Bottom 2	87 6%	7 7% C	9 2%	39 7% C	7 5%	7 5%	19 10% C	49 7%	38 5%	15 12% LM	25 8%	18 5%	29 5%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB22 Page 224  
Jul. 17, 2008  
(Continued)

QB22. How would you rate the quality of Canadian books as compared to foreign books?  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Mean	3.1	3.1	3.2	3.1	3.2	3.1	3.1	3.1	3.1	3.0	3.0	3.1	3.2
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	0.57	0.52	0.52	0.63	0.56	0.47	0.59	0.58	0.57	0.55	0.52	0.54	0.62
Standard error	0.02	0.05	0.03	0.04	0.05	0.04	0.05	0.02	0.02	0.05	0.04	0.03	0.03
Chi-square significance	<-----65.41-----> 99%*						<-----10.21-----> 75%*		<-----120.55-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB22 Page 225  
Jul. 17, 2008

QB22. How would you rate the quality of Canadian books as compared to foreign books?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
5 - Much better	44 3%	9 3%	18 4% D	6 1%	37 3%	6 2%	17 3%	20 4% i	7 2%	34 3%	9 3%	8 4% n	11 2%	1 1%	2 3%	15 5% MN	6 6% mn
4 - Better	173 12%	35 12% D	65 15% D	27 7%	127 11%	46 14%	74 14% H	47 9%	48 12%	125 11%	49 15% j	23 12%	58 8%	9 8%	13 19% Mn	52 17% LMN	11 11%
3 - Equal	1,015 68%	192 67%	303 68%	307 75% BC	787 67%	228 69%	338 62%	383 73% G	283 69% G	795 68%	220 67%	134 69% P	503 73% P	86 75% P	50 70% P	157 53%	64 65% P
2 - Worse	80 5%	12 4%	16 4%	25 6%	74 6% F	6 2%	36 7% h	21 4%	22 5%	70 6% K	10 3%	10 5%	31 4%	13 12% LMOP	2 3%	12 4%	7 7%
1 - Much worse	7 *%	2 1%	3 1%	-	7 1%	1 *%	1 *%	2 *%	5 1% g	5 *%	2 1%	1 1%	4 1%	1 1%	-	-	2 2%
Don't know	174 12%	38 13% C	35 8%	42 10%	131 11%	43 13%	80 15% Hi	50 10%	42 10%	137 12%	37 11%	18 9% n	78 11% No	4 4%	4 6%	55 18% LMNOQ	9 9%
Refused	9 1%	1 *%	5 1%	2 1%	9 1%	-	2 *%	3 1%	3 1%	8 1%	1 *%	-	1 *%	-	-	7 2% M	1 1%
Top 2	217 14%	43 15% D	83 19% D	33 8%	164 14%	53 16%	92 17% h	66 13%	55 13%	159 14%	58 18% j	31 16% mn	68 10%	10 9%	15 21% MN	67 22% LMN	17 17%
Bottom 2	87 6%	14 5%	20 4%	25 6%	80 7% F	7 2%	37 7% h	22 4%	27 7%	75 6% K	12 4%	11 6%	34 5%	14 12% LMOP	2 3%	12 4%	9 9%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB22 Page 226  
Jul. 17, 2008  
(Continued)

QB22. How would you rate the quality of Canadian books as compared to foreign books?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	3.1	3.1	3.2	3.0	3.1	3.2	3.2	3.1	3.1	3.1	3.2	3.1	3.1	3.0	3.2	3.3	3.1
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Standard deviation	0.57	0.58	0.61	0.45	0.59	0.50	0.61	0.56	0.56	0.58	0.57	0.60	0.49	0.51	0.55	0.66	0.73
Standard error	0.02	0.04	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.02	0.03	0.05	0.02	0.05	0.07	0.04	0.09
Chi-square significance	<-----51.4----->				<-----28.21----->		<-----36.03----->			<-----14.3----->		<-----143.32----->					
	100%*				100%*		100%*			93%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB23 Page 227  
Jul. 17, 2008

QB23. How often do you visit book publishers' websites?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
More than once a week	7 *%	1 1%	4 1%	2 *%	—	—	—	2 *%	4 1%	2 1%	2 1%	—	3 *%
Weekly	20 1%	2 2%	7 2%	7 1%	—	1 1%	4 2%	8 1%	13 2%	—	10 3% M	6 2%	4 1%
Monthly	65 4%	1 1%	21 6% BG	29 5% Bg	4 4%	5 4%	4 2%	41 6% I	24 3%	12 9% L	15 4%	9 2%	27 4% 1
Once every 3 months	60 4%	4 4%	13 3%	24 4%	4 3%	5 4%	10 5%	29 4%	31 4%	1 1%	17 5% J	18 5% J	23 4% J
Once every 6 months	100 7%	7 6%	24 6%	36 6%	9 8%	12 9%	11 6%	51 7%	49 6%	8 6%	28 9%	24 6%	36 6%
Once a year	162 11%	15 14%	31 8%	66 11%	18 15% cf	11 8%	22 11%	90 12%	73 9%	15 12%	40 12% M	59 15% M	43 7%
Never	1,073 71%	78 72%	264 72%	406 71%	86 70%	100 73%	139 72%	503 69%	570 74% H	89 70%	218 66%	286 71%	455 75% K
Don't know	14 1%	1 *%	6 2%	3 1%	1 *%	2 1%	2 1%	9 1%	5 1%	—	—	1 *%	11 2% L
Refused	1 *%	—	—	—	—	1 *%	1 *%	1 *%	1 *%	—	—	—	1 *%
Chi-square significance	<-----32.01-----> 19%*							<-----12.01-----> 85%*		<-----64.19-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB23 Page 228  
Jul. 17, 2008

QB23. How often do you visit book publishers' websites?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
More than once a week	7 *%	1 *%	-	4 1%	3 *%	4 1%	2 *%	-	5 1%	5 *%	1 *%	1 *%	3 *%	-	-	1 *%	2 2%
Weekly	20 1%	6 2%	5 1%	6 1%	15 1%	5 1%	3 1%	6 1%	11 3% G	18 2%	2 1%	5 3% P	10 2% P	1 1%	2 2%	1 *%	2 2%
Monthly	65 4%	8 3%	20 4%	23 6% b	45 4%	20 6% e	18 3%	20 4%	27 7% Gh	51 4%	14 4%	16 8% MOQ	22 3%	10 8% moQ	2 2%	14 5% q	1 1%
Once every 3 months	60 4%	8 3%	20 4%	23 6%	50 4%	10 3%	15 3%	18 3%	27 7% GH	53 4% K	7 2%	4 2%	37 5% LOP	4 3%	1 1%	8 3%	3 3%
Once every 6 months	100 7%	15 5%	43 10% BD	20 5%	79 7%	20 6%	33 6%	26 5%	39 10% gH	78 7%	22 7%	9 5%	45 7%	7 6%	6 8%	22 7%	9 9%
Once a year	162 11%	23 8%	57 13% B	45 11%	136 12% F	26 8%	47 9%	60 11%	53 13% G	135 11% k	27 8%	24 12% p	73 11% p	18 16% P	8 11%	21 7%	14 14% p
Never	1,073 71%	223 77% CD	298 67%	286 70%	834 71%	239 72%	423 77% I	390 74% I	246 60%	820 70%	252 77% J	134 69%	492 72%	75 65%	54 75%	223 75% n	67 68%
Don't know	14 1%	3 1%	2 *%	3 1%	8 1%	6 2%	6 1%	4 1%	1 *%	11 1%	3 1%	1 1%	2 *%	1 1%	-	7 3% 1M	-
Refused	1 *%	1 *%	1 *%	-	1 *%	-	1 *%	1 *%	-	1 *%	-	-	1 *%	-	-	1 *%	-
Chi-square significance	<-----28.04-----> 97%*				<-----14.73-----> 94%*		<-----55.91-----> 100%*			<-----9.17-----> 67%*		<-----62.05-----> 99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB24 Page 229  
Jul. 17, 2008

QB24. What do you use these book publishers' websites for?  
Base: All respondents who visit publishers' websites at least once a year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	414 100%	29 100%	99 100%	165 100%	36 100%	34 100%	51 100%	220 100%	194 100%	38 100%	113 100%	118 100%	135 100%
Unweighted 'N'	400	42	120	114	38	40	46	229	171	40	86	104	160
Browsing for books	155 37%	13 44%	38 38%	58 35%	16 44%	10 30%	20 39%	90 41%	65 34%	18 48% 1	38 34%	38 32%	56 42%
Investigating a particular book	104 25%	4 15%	20 20%	49 29% B	7 20%	9 28%	14 28%	52 24%	52 27%	4 11%	35 31% JM	37 31% JM	25 18%
Author information	67 16%	4 12%	16 16% f	35 21% F	4 12%	2 7%	6 12%	36 16%	31 16%	2 6%	15 14%	15 13%	32 23% JkL
Buying books	41 10%	5 18% C	3 3%	15 9% c	5 14% c	8 24% CdG	4 8%	17 8%	23 12%	1 4%	18 16% JM	11 9%	9 7%
Publisher information	23 6%	3 9%	6 6%	7 4%	3 8%	2 6%	3 6%	12 5%	11 6%	6 16% k	4 3%	6 5%	7 5%
Finding a store to purchase a book at	19 5%	1 5%	4 4%	5 3%	2 5%	4 11%	4 7%	7 3%	12 6%	1 4%	1 1%	6 5% k	11 8% K
New releases/authors/sequels	17 4%	1 3%	9 9% bDG	5 3%	1 4%	-	1 2%	11 5%	6 3%	3 7%	3 2%	7 6%	4 3%
Reading book excerpts	16 4%	1 3%	5 5%	7 4%	-	1 2%	2 4%	6 3%	10 5%	1 2%	7 6%	5 4%	3 2%
Prices	12 3%	-	2 2%	4 2%	1 4%	2 6%	2 4%	7 3%	5 2%	-	1 1%	3 3%	7 5% K
Research (general)	12 3%	-	2 2%	3 2%	-	1 3%	5 9%	8 4%	4 2%	1 2%	5 4%	4 3%	2 2%
General knowledge/interest/curiosity	9 2%	1 2%	6 6%	-	-	-	2 4%	6 3%	2 1%	1 2%	1 1%	-	7 5% K

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB24 Page 230  
Jul. 17, 2008  
(Continued)

QB24. What do you use these book publishers' websites for?

Base: All respondents who visit publishers' websites at least once a year

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Online community/ interaction	9 2%	1 3%	1 1%	4 3%	1 3%	1 4%	-	3 1%	6 3%	1 2%	1 1%	3 2%	4 3%
For work/career education	8 2%	1 3%	2 2%	4 2%	-	1 3%	1 2%	2 1%	6 3%	-	5 4%	1 1%	2 2%
Reviews / Book ratings	8 2%	-	-	5 3%	-	1 2%	3 6%	3 1%	6 3%	3 7%	-	4 3%	2 1%
For school/assignments/ projects	3 1%	2 8% d	-	1 1%	-	-	-	2 1%	2 1%	3 7%	-	1 1%	-
Other	29 7%	3 9%	9 9% f	9 6%	5 13%	1 2%	3 5%	17 8%	12 6%	1 2%	8 8%	9 7%	11 8% j
Don't know	12 3%	1 4%	4 4%	5 3%	1 2%	1 4%	-	9 4%	3 2%	3 8%	1 1%	3 2%	6 4% k
Refused	2 *%	-	-	2 1%	-	-	-	-	2 1%	-	-	2 1%	-
Chi-square significance	<-----108.84-----> 96%*							<-----21.16-----> 78%*		<-----110.73-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB24 Page 231  
Jul. 17, 2008

QB24. What do you use these book publishers' websites for?

Base: All respondents who visit publishers' websites at least once a year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	414	62	145	121	328	86	118	131	162	340	73	58	191	39	18	67	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	400	62	137	116	296	104	117	124	156	323	77	52	180	38	17	77	29
Browsing for books	155	15	60	43	122	33	47	49	58	125	30	20	75	17	2	31	8
	37%	24%	42%	35%	37%	38%	40%	37%	36%	37%	41%	34%	39%	43%	9%	47%	24%
			B									O	Oq	O		OQ	
Investigating a particular book	104	14	44	28	88	16	33	30	41	85	19	14	53	5	7	15	9
	25%	22%	30%	23%	27%	19%	28%	23%	25%	25%	26%	24%	28%	13%	36%	22%	29%
					f								N		n		
Author information	67	10	27	21	53	14	15	26	26	54	13	8	33	3	3	13	4
	16%	16%	18%	18%	16%	16%	13%	20%	16%	16%	17%	14%	17%	7%	14%	19%	14%
													N			N	
Buying books	41	8	10	16	39	2	10	11	20	38	2	8	14	6	3	7	2
	10%	13%	7%	13%	12%	3%	8%	8%	12%	11%	3%	14%	8%	16%	18%	10%	7%
					F					K							
Publisher information	23	3	14	3	18	5	8	10	5	19	3	5	10	3	1	3	1
	6%	4%	9%	2%	5%	6%	6%	8%	3%	6%	5%	9%	5%	9%	4%	4%	3%
			D														
Finding a store to purchase a book at	19	1	7	7	16	3	5	6	8	14	5	-	11	2	-	3	1
	5%	2%	5%	6%	5%	4%	4%	5%	5%	4%	6%		6%	4%		5%	4%
New releases/authors/sequels	17	2	5	1	9	8	4	8	4	15	2	3	7	2	1	2	1
	4%	3%	3%	1%	3%	10%	3%	6%	3%	4%	2%	5%	4%	6%	5%	3%	3%
						E											
Reading book excerpts	16	3	3	8	11	5	3	5	8	15	1	1	10	-	1	1	3
	4%	5%	2%	7%	3%	6%	2%	4%	5%	4%	1%	1%	5%		4%	1%	10%
										K			lp				
Prices	12	2	4	3	9	2	5	3	4	10	2	1	5	-	-	4	1
	3%	4%	3%	3%	3%	3%	4%	2%	3%	3%	2%	2%	3%			6%	4%
Research (general)	12	-	6	5	9	2	5	5	2	11	1	2	7	2	-	1	-
	3%		4%	4%	3%	3%	4%	4%	1%	3%	1%	4%	4%	5%		1%	
General knowledge/interest/curiosity	9	3	3	2	3	6	3	4	2	5	4	2	2	1	1	4	-
	2%	5%	2%	1%	1%	7%	2%	3%	1%	2%	5%	3%	1%	2%	5%	5%	
						E											

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB24 Page 232  
Jul. 17, 2008  
(Continued)

QB24. What do you use these book publishers' websites for?

Base: All respondents who visit publishers' websites at least once a year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Online community/ interaction	9 2%	-	3 2%	4 4%	8 2%	1 1%	1 *%	1 1%	7 4% GH	7 2%	2 2%	1 1%	5 3%	-	-	3 4%	-
For work/career education	8 2%	-	4 2%	3 3%	6 2%	2 2%	-	2 2%	6 4%	5 1%	4 5%	3 4%	4 2%	-	-	-	-
Reviews / Book ratings	8 2%	2 3%	1 *%	4 4%	8 3%	-	3 2%	3 2%	3 2%	8 2%	1 1%	2 4%	2 1%	-	2 9%	1 1%	2 5%
For school/assignments/ projects	3 1%	1 1%	-	3 2%	3 1%	-	2 2%	-	1 1%	3 1%	-	-	1 *%	3 7%	-	-	-
Other	29 7%	3 5%	13 9%	6 5%	22 7%	6 7%	4 4%	10 8%	14 9%	26 8%	3 4%	2 3%	15 8%	2 5%	1 5%	7 10%	2 6%
Don't know	12 3%	4 6%	2 1%	2 1%	8 3%	4 5%	10 8% I	-	3 2%	9 3%	3 4%	1 1%	6 3%	1 2%	-	3 4%	2 7%
Refused	2 *%	-	-	2 1%	2 1%	-	-	-	2 1%	2 *%	-	2 3%	-	-	-	-	-
Chi-square significance	<-----45.86-----> 92%*				<-----35.88-----> 100%*		<-----49.4-----> 96%*			<-----19.87-----> 72%*		<-----106.18-----> 94%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB25 Page 233  
Jul. 17, 2008

QB25. Approximately, how many digital books did you read for leisure or interest in the past 12 months?

Base: All respondents

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	1,329 88%	96 89%	325 88%	512 89%	107 88%	121 89%	168 87%	628 86%	701 91% H	104 82%	280 85%	363 90% jk	554 92% JK
1	42 3%	2 2%	7 2%	16 3%	7 6% bcf	3 2%	7 4%	22 3%	21 3%	8 6% lM	15 5% M	8 2%	8 1%
2	24 2%	2 2%	7 2%	10 2%	1 1%	3 2%	1 1%	19 3% I	5 1%	5 4%	3 1%	10 2%	6 1%
3 to 6	28 2%	4 4% E	6 2%	12 2% e	1 *%	3 2%	3 1%	22 3% I	6 1%	3 2%	11 3% m	7 2%	6 1%
7 to 10	10 1%	1 1%	3 1%	5 1%	-	1 1%	-	7 1%	3 *%	1 1%	4 1%	4 1%	1 *%
More than 10	17 1%	-	6 2%	5 1%	2 1%	3 2%	1 1%	8 1%	9 1%	2 2%	5 1%	5 1%	6 1%
Don't know	44 3%	3 3%	13 3% F	11 2%	4 3%	1 1%	12 6% DF	22 3%	21 3%	5 4%	13 4%	7 2%	18 3%
Refused	7 *%	1 1%	3 1%	1 *%	1 1%	1 1%	1 *%	4 1%	3 *%	-	-	1 *%	4 1%
Mean	0.6	0.3	0.8	0.5	0.5	0.9	0.2	0.6	0.5	0.8	0.8	0.6	0.4
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	3.59	1.23	4.72	3.10	3.63	5.06	1.19	3.47	3.69	4.55	4.27	3.45	3.08
Standard error	0.10	0.11	0.23	0.16	0.32	0.41	0.10	0.14	0.15	0.45	0.29	0.19	0.12
Chi-square significance		<-----34.25-----> 50%*						<-----21.26-----> 100%*		<-----45.19-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB25 Page 234  
Jul. 17, 2008

QB25. Approximately, how many digital books did you read for leisure or interest in the past 12 months?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	1,329	262	384	362	1,039	290	488	474	354	1,030	299	170	613	90	61	277	89
	88%	91%	86%	89%	89%	88%	89%	90%	86%	88%	91%	88%	89%	79%	84%	93%	90%
		c						i				n	N		lmNo		N
1	42	6	14	16	36	6	12	12	18	41	2	10	15	6	2	3	7
	3%	2%	3%	4%	3%	2%	2%	2%	4%	3%	*%	5%	2%	5%	2%	1%	7%
									gh	K		mP		p			P
2	24	3	11	4	17	7	11	4	10	20	4	2	12	3	3	1	2
	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	3%	*%	2%
									h				P				
3 to 6	28	3	13	8	23	5	8	10	10	24	5	2	13	5	1	5	1
	2%	1%	3%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	5%	1%	2%	1%
			b										q				
7 to 10	10	3	1	3	8	2	2	4	3	8	3	2	6	1	-	2	-
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%		1%	
More than 10	17	3	5	7	12	5	4	6	8	14	4	1	9	4	-	2	1
	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%		1%	1%
Don't know	44	7	16	9	32	12	22	14	7	31	12	7	16	6	6	7	-
	3%	3%	4%	2%	3%	4%	4%	3%	2%	3%	4%	3%	2%	5%	9%	2%	
							I								mp		
Refused	7	2	1	1	4	3	1	3	1	6	1	-	2	-	-	2	-
	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%		*%			1%	
Mean	0.6	0.5	0.6	0.7	0.5	0.8	0.4	0.5	0.9	0.5	0.6	0.4	0.6	1.7	0.2	0.3	0.4
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	3.59	3.22	3.60	4.34	3.14	4.87	2.83	3.32	4.68	3.34	4.36	2.27	3.60	7.62	0.78	2.52	2.69
Standard error	0.10	0.20	0.19	0.24	0.10	0.25	0.13	0.16	0.25	0.11	0.25	0.18	0.15	0.82	0.10	0.14	0.31
Chi-square significance	<-----14.94----->				<-----5.82----->		<-----21.4----->			<-----10.41----->		<-----58.81----->					
	62%*				44%*		91%*			83%*		99%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB26 Page 235  
Jul. 17, 2008

QB26. Why do you not read more digital books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
I prefer reading print books	596 40%	41 38%	158 43%	224 39%	44 36%	52 38%	77 40%	264 36%	332 43% H	40 32%	134 41%	177 44% J	238 39%
Lack of time / Too busy	122 8%	4 4%	28 8% b	56 10% BF	13 11% Bf	7 5%	14 7%	70 10% i	51 7%	6 5%	35 11% Jm	38 9% j	38 6%
Not interested / No need	116 8%	13 12% Cd	22 6%	41 7%	12 10%	13 9%	14 7%	71 10% I	44 6%	9 7%	27 8%	26 7%	51 8%
Reading digital books is hard on the eyes	112 7%	7 6%	30 8%	40 7%	6 5%	14 10% e	15 8%	59 8%	52 7%	6 4%	31 9% j	23 6%	48 8%
Not aware of where to get digital books	111 7%	6 5%	21 6%	51 9% c	9 7%	11 8%	14 7%	46 6%	65 8%	29 23% KLM	15 4%	26 6%	35 6%
I don't have a digital book reader	105 7%	8 8%	30 8% g	35 6%	11 9%	13 9% g	8 4%	48 7%	57 7%	2 2%	15 4%	28 7% J	55 9% JK
Uncomfortable / Not enjoyable / Don't like reading on a screen	92 6%	7 7%	12 3%	40 7% C	12 10% Cg	13 10% CG	8 4%	40 5%	52 7%	4 4%	23 7%	27 7%	37 6%
Wasn't aware of them / Lack of knowledge/ experience	92 6%	2 2%	15 4% b	43 7% BC	8 7% B	9 6% B	16 8% Bc	42 6%	51 7%	6 5%	21 6%	26 6%	38 6%
Don't use/have/like computers/the internet	65 4%	8 8% Cd	11 3%	20 3%	9 8% cd	5 3%	13 7% c	34 5%	31 4%	1 1%	5 2%	11 3%	45 7% JKL
I can't use digital books in all situations	63 4%	7 7% C	7 2%	30 5% C	5 4%	6 4%	8 4%	23 3%	40 5% h	4 3%	20 6% m	19 5%	18 3%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB26 Page 236  
Jul. 17, 2008  
(Continued)

QB26. Why do you not read more digital books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Limited availability of content for digital books	36 2%	3 3%	7 2%	8 1%	4 3%	5 4%	9 5% d	20 3%	16 2%	1 1%	11 3%	12 3%	11 2%
Digital books are too complicated	33 2%	4 3%	9 2%	9 2%	1 1%	3 3%	7 4%	17 2%	16 2%	-	8 2%	6 2%	18 3%
It is difficult to find digital books in general	32 2%	3 3%	5 1%	14 2%	3 2%	2 2%	5 2%	14 2%	17 2%	7 5% k	5 1%	7 2%	12 2%
The digital book readers are too expensive	18 1%	-	3 1%	13 2% G	-	1 1%	1 *%	10 1%	8 1%	2 2%	5 1%	6 1%	5 1%
Use computer for work purposes	18 1%	1 1%	-	9 1%	5 4%	1 1%	3 1%	10 1%	8 1%	-	3 1%	10 2% m	5 1%
Digital books are too expensive	17 1%	1 1%	2 *%	13 2% C	-	1 1%	-	8 1%	8 1%	-	8 3% L	1 *%	8 1% L
Not enough advertisement of digital books	14 1%	1 1%	6 2% D	2 *%	2 1%	3 2%	-	2 *%	12 1% H	2 2%	3 1%	3 1%	4 1%
Prefer other forms of entertainment/activities	11 1%	1 1%	1 *%	4 1%	2 2%	2 1%	2 1%	4 1%	7 1%	1 1%	-	3 1%	7 1%
Don't have digital books	4 *%	2 1%	-	1 *%	1 1%	-	-	-	4 *%	-	-	1 *%	2 *%
Other	112 7%	4 4%	38 10% BDeF	35 6%	7 6%	4 3%	24 12% BDeF	53 7%	60 8%	7 6%	25 8%	36 9%	42 7%
Don't know	101 7%	10 9% G	25 7% G	42 7% G	7 6%	12 9% G	6 3%	53 7%	48 6%	12 9% 1	25 8% 1	17 4%	41 7% 1
Refused	3 *%	-	1 *%	2 *%	1 *%	-	-	1 *%	2 *%	-	2 1%	-	1 *%
Chi-square significance		<-----157.42-----> 100%*						<-----37.5-----> 99%*		<-----167.65-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB26 Page 237  
Jul. 17, 2008

QB26. Why do you not read more digital books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
I prefer reading print books	596 40%	96 33%	179 40% b	199 49% BC	448 38%	147 45% E	155 28%	212 40% G	225 55% GH	478 41%	118 36%	63 33%	294 43% LO	40 35%	17 24%	121 41% 10	45 46% 10
Lack of time / Too busy	122 8%	25 9%	32 7%	36 9%	100 9%	22 7%	46 8%	43 8%	28 7%	90 8%	32 10%	16 8% p	65 9% PQ	7 6%	9 13% Pq	11 4%	4 4%
Not interested / No need	116 8%	16 6%	35 8%	31 8%	95 8%	21 6%	52 10% I	40 8%	23 6%	94 8%	22 7%	12 6%	58 8% O	5 4%	2 3%	29 10% nO	6 6%
Reading digital books is hard on the eyes	112 7%	21 7%	42 9%	32 8%	86 7%	26 8%	26 5%	45 9% G	41 10% G	96 8% K	16 5%	12 6%	52 8%	12 11%	5 7%	24 8%	4 4%
Not aware of where to get digital books	111 7%	19 7%	30 7%	20 5%	95 8% F	16 5%	59 11% HI	36 7% I	15 4%	93 8% k	18 5%	13 7%	39 6%	21 18% LMoPq	6 9%	20 7%	9 9%
I don't have a digital book reader	105 7%	31 11% CD	27 6%	21 5%	79 7%	26 8%	36 7%	44 8% i	22 5%	82 7%	23 7%	12 6%	43 6%	5 4%	5 6%	31 10% 1MN	6 6%
Uncomfortable / Not enjoyable / Don't like reading on a screen	92 6%	14 5%	28 6%	36 9% b	81 7% F	11 3%	17 3%	40 8% G	35 9% G	77 7%	16 5%	12 6%	48 7% P	5 4%	5 7%	9 3%	8 8%
Wasn't aware of them / Lack of knowledge/ experience	92 6%	21 7%	29 6%	20 5%	79 7% F	13 4%	45 8% hI	29 6%	18 4%	73 6%	20 6%	14 7%	41 6%	6 5%	9 12%	17 6%	4 5%
Don't use/have/like computers/the internet	65 4%	25 9% CD	14 3%	9 2%	55 5%	10 3%	29 5% I	26 5% I	8 2%	43 4%	23 7% J	8 4%	18 3%	2 2%	7 9% mN	22 7% MN	7 7% n
I can't use digital books in all situations	63 4%	13 5%	15 3%	28 7% C	56 5% F	7 2%	18 3%	29 6% g	17 4%	55 5% k	9 3%	9 4%	38 5% P	4 3%	3 5%	8 3%	3 3%

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB26 Page 238  
Jul. 17, 2008  
(Continued)

QB26. Why do you not read more digital books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Limited availability of content for digital books	36 2%	6 2%	19 4% D	5 1%	31 3%	5 2%	9 2%	19 4% g	8 2%	24 2%	13 4%	7 4%	17 2%	5 5%	2 2%	4 1%	2 2%
Digital books are too complicated	33 2%	8 3%	9 2%	7 2%	26 2%	7 2%	7 1%	15 3% g	11 3%	23 2%	10 3%	4 2%	12 2%	1 1%	2 3%	12 4% mN	1 1%
It is difficult to find digital books in general	32 2%	4 1%	9 2%	9 2%	26 2%	5 2%	12 2%	9 2%	11 3%	25 2%	6 2%	3 2%	12 2%	5 4%	2 3%	7 2%	2 2%
The digital book readers are too expensive	18 1%	7 3% D	6 1%	1 *%	16 1%	2 1%	4 1%	8 2%	5 1%	13 1%	5 2%	2 1%	10 1%	1 1%	-	4 1%	2 2%
Use computer for work purposes	18 1%	2 1%	7 2%	6 1%	18 2%	-	2 *% G	9 2% g	7 2%	14 1%	4 1%	-	12 2%	-	-	-	5 5%
Digital books are too expensive	17 1%	3 1%	5 1%	6 1%	15 1%	2 *%	6 1%	8 2%	3 1%	16 1% K	1 *%	1 1%	9 1%	2 2%	3 4%	3 1%	-
Not enough advertisement of digital books	14 1%	3 1%	4 1%	4 1%	8 1%	6 2%	3 1%	3 1%	7 2%	11 1%	3 1%	1 *%	8 1%	2 2%	-	2 1%	1 1%
Prefer other forms of entertainment/activities	11 1%	2 1%	5 1%	2 *%	10 1% f	1 *%	6 1%	3 1%	2 1%	8 1%	3 1%	1 *%	7 1%	1 1%	-	2 1%	1 1%
Don't have digital books	4 *%	1 *%	-	-	4 *%	-	4 1%	-	-	2 *%	2 1%	1 1%	1 *%	-	1 2%	1 *%	-
Other	112 7%	23 8%	26 6%	29 7%	77 7%	35 11% E	53 10% H	25 5%	33 8% h	87 7%	25 8%	14 7%	44 6%	9 8%	9 12% q	29 10% mQ	4 4%
Don't know	101 7%	23 8% d	26 6%	18 4%	80 7%	21 6%	51 9% HI	29 6%	18 4%	77 7%	24 7%	15 8%	39 6%	8 7%	5 7%	23 8%	10 10%
Refused	3 *%	3 1%	1 *%	-	2 *%	1 *%	2 *%	-	1 *%	2 *%	1 *%	-	-	-	1 1%	1 *%	2 2%
Chi-square significance	<-----83.58-----> 100%*				<-----44.8-----> 100%*		<-----155.68-----> 100%*			<-----30.33-----> 91%*		<-----180.88-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB27QB28 Page 239  
Jul. 17, 2008

QB27QB28. Where do you typically obtain your digital books? [First mention]  
Base: All respondents who have read at least one digital book in the past year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	173 100%	12 100%	44 100%	61 100%	15 100%	15 100%	25 100%	104 100%	69 100%	23 100%	51 100%	41 100%	49 100%
Unweighted 'N'	169	17	54	44	15	18	21	106	63	25	39	40	56
On-line (e.g. amazon.ca, chapters.ca)	70 40%	6 54% cE	14 30% E	28 45% E	1 7%	10 67% CE	11 43% E	54 52% I	16 24%	9 39%	26 52% M	17 40%	13 27%
Download for free	21 12%	1 7%	6 13%	7 11%	4 26%	-	3 13%	13 12%	8 11%	4 19% M	8 16% M	6 16% M	1 1%
Author's websites	9 5%	-	2 5%	5 8%	1 5%	-	1 3%	3 2%	6 9%	-	2 4%	3 8%	3 7%
Friends / Family	6 4%	1 7%	-	3 4%	1 6%	-	2 8%	1 1%	5 8% h	1 6%	-	3 8%	2 4%
Library	4 3%	0 3%	3 6%	1 2%	-	-	-	2 2%	2 4%	2 8%	1 2%	-	2 3%
School / University	4 2%	-	1 1%	3 4%	1 5%	-	-	3 3%	1 1%	2 10%	-	2 4%	-
Store / Bookstore (unspecified)	3 2%	-	-	3 4%	-	-	-	1 1%	2 2%	-	-	-	3 6%
Publisher's websites	1 1%	-	-	-	-	1 8%	-	1 1%	-	-	1 2%	-	-
Other	17 10%	1 7%	5 10%	5 8%	3 19%	1 7%	3 10%	6 6%	11 16% h	2 9%	4 7%	2 4%	10 20% kL
Don't know	32 18%	2 17%	15 33% DF	5 8%	4 26%	1 8%	5 19%	18 17%	14 20%	2 8%	9 17%	7 16%	12 25% j
Refused	7 4%	1 5%	-	3 5%	1 6%	2 10%	1 3%	3 3%	3 5%	-	-	2 4%	4 8%
Chi-square significance		<-----59.56-----> 83%*					<-----25.01-----> 99%*		<-----52.64-----> 99%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB27QB28 Page 240  
Jul. 17, 2008

QB27QB28. Where do you typically obtain your digital books? [First mention]  
Base: All respondents who have read at least one digital book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	173 100%	27 100%	61 100%	47 100%	133 100%	40 100%	60 100%	52 100%	57 100%	143 100%	30 100%	24 100%	73 100%	24 100%	11 100%	22 100%	10 100%
Unweighted 'N'	169	30	57	42	120	49	61	52	52	138	31	22	71	24	9	25	10
On-line (e.g. amazon.ca, chapters.ca)	70 40%	10 39%	24 39%	20 43%	58 44% f	12 29%	14 24%	31 59% Gi	24 42% G	65 45% K	5 16%	9 36% O	33 45% OP	14 58% OP	1 7%	4 20%	5 51% O
Download for free	21 12%	1 5%	11 18% b	4 9%	16 12%	4 11%	7 11%	5 10%	9 16%	18 12%	3 9%	3 13%	10 14%	2 10%	-	-	3 33%
Author's websites	9 5%	1 3%	4 7%	3 7%	6 5%	2 6%	3 5%	2 3%	4 7%	5 3%	4 12%	-	5 7%	-	2 15%	2 9%	-
Friends / Family	6 4%	-	4 7%	1 2%	6 5%	-	2 4%	1 2%	3 6%	6 4%	1 3%	3 12%	2 3%	-	2 14%	-	-
Library	4 3%	1 3%	2 4%	1 2%	2 1%	3 7%	2 3%	1 2%	2 3%	-	4 15%	2 7%	1 1%	1 4%	-	1 4%	-
School / University	4 2%	-	-	2 4%	3 3%	1 2%	2 4%	-	2 3%	4 3%	-	1 3%	2 2%	2 7%	-	-	-
Store / Bookstore (unspecified)	3 2%	-	-	3 6%	3 2%	-	1 2%	-	2 3%	1 1%	2 6%	-	2 2%	-	-	1 5%	-
Publisher's websites	1 1%	-	-	1 3%	1 1%	-	1 2%	-	-	1 1%	-	1 5%	-	-	-	-	-
Other	17 10%	5 19%	4 7%	4 9%	12 9%	5 12%	9 15%	3 6%	5 9%	14 10%	3 9%	2 9%	6 8%	1 6%	3 25%	3 15%	2 16%
Don't know	32 18%	5 20%	9 15%	7 15%	18 13%	14 35% E	15 26% I	9 18%	5 8%	23 16%	9 30%	4 16%	11 15%	4 15%	4 39%	7 32%	-
Refused	7 4%	3 11%	2 3%	-	7 5%	-	3 6%	1 1%	2 3%	7 5%	-	-	2 3%	-	-	3 16%	-
Chi-square significance	<-----27.17-----> 87%*				<-----18.37-----> 95%*		<-----26.87-----> 86%*			<-----39.85-----> 100%*		<-----71.08-----> 97%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB27QB28 Page 241  
Jul. 17, 2008

QB27QB28. Where do you typically obtain your digital books? [Total mention]  
Base: All respondents who have read at least one digital book in the past year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	173 100%	12 100%	44 100%	61 100%	15 100%	15 100%	25 100%	104 100%	69 100%	23 100%	51 100%	41 100%	49 100%
Unweighted 'N'	169	17	54	44	15	18	21	106	63	25	39	40	56
On-line (e.g. amazon.ca, chapters.ca)	75 44%	6 54%	15 34%	31 50%	1 7%	11 75%	11 43%	57 55%	18 26%	12 53%	27 54%	17 40%	14 29%
		E	E	E		CdEG	E	I		m	M		
Download for free	30 18%	1 7%	8 18%	8 14%	4 26%	3 22%	6 24%	20 20%	10 15%	4 19%	13 26%	7 18%	4 9%
											M		
Friends / Family	12 7%	1 7%	2 4%	5 9%	1 6%	-	3 12%	6 6%	5 8%	3 14%	1 2%	4 10%	3 5%
Library	12 7%	0 3%	5 12%	3 5%	-	1 6%	2 8%	9 9%	2 4%	2 11%	5 9%	-	3 7%
Author's websites	10 6%	-	2 5%	6 10%	1 5%	-	1 3%	3 2%	7 11%	1 6%	2 4%	3 8%	3 7%
									h				
School / University	6 4%	-	1 1%	5 8%	1 5%	-	-	4 4%	2 3%	5 20%	-	2 4%	-
										1			
Store / Bookstore (unspecified)	5 3%	2 15%	-	3 4%	-	-	1 3%	3 3%	2 4%	-	1 2%	1 2%	3 7%
Publisher's websites	2 1%	-	-	-	-	2 11%	-	2 2%	-	-	1 2%	-	1 1%
Other	22 13%	1 7%	5 12%	8 12%	3 19%	2 15%	3 10%	7 7%	15 21%	4 15%	5 9%	3 6%	11 22%
									H				kL
Don't know	32 18%	2 17%	15 33%	5 8%	4 26%	1 8%	5 19%	18 17%	14 20%	2 8%	9 17%	7 16%	12 25%
			DF										j
Refused	7 4%	1 5%	-	3 5%	1 6%	2 10%	1 3%	3 3%	3 5%	-	-	2 4%	4 8%
Chi-square significance		<-----65.29----->						<-----24.25----->		<-----51.42----->			
		93%*						99%*		99%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB27QB28 Page 242  
Jul. 17, 2008

QB27QB28. Where do you typically obtain your digital books? [Total mention]  
Base: All respondents who have read at least one digital book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	173	27	61	47	133	40	60	52	57	143	30	24	73	24	11	22	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	169	30	57	42	120	49	61	52	52	138	31	22	71	24	9	25	10
On-line (e.g. amazon.ca, chapters.ca)	75	10	26	21	62	13	20	31	24	70	6	11	33	16	1	6	6
	44%	39%	43%	46%	47% f	33%	33%	59% Gi	42%	49% K	20%	44% O	45% Op	65% mOP	7%	26%	60% Op
Download for free	30	2	15	9	24	7	8	9	14	24	6	4	18	2	-	1	3
	18%	8%	25% B	19%	18%	16%	13%	17%	25%	17%	20%	17%	25% nP	10%		3%	33% p
Friends / Family	12	1	8	2	10	2	5	2	4	10	2	3	5	3	2	-	-
	7%	3%	13% b	5%	8%	4%	8%	5%	8%	7%	6%	12%	6%	11%	14%		
Library	12	1	7	2	6	5	2	2	7	7	4	3	5	1	-	1	-
	7%	3%	11%	4%	5%	13%	4%	3%	13% h	5%	15%	14%	7%	4%		4%	
Author's websites	10	1	6	3	8	2	4	2	4	6	4	-	5	1	2	2	-
	6%	3%	10%	7%	6%	6%	7%	3%	7%	4%	12%		7%	6%	15%	9%	
School / University	6	-	2	2	6	1	5	-	2	5	1	2	3	2	-	-	-
	4%		4%	4%	4%	2%	8%		3%	3%	5%	9%	4%	7%			
Store / Bookstore (unspecified)	5	-	1	4	5	-	2	2	2	4	2	-	3	-	1	1	-
	3%		1%	8%	4%		3%	3%	3%	2%	6%		5%		7%	5%	
Publisher's websites	2	-	1	1	2	-	1	1	-	2	-	1	1	-	-	-	-
	1%		1%	3%	1%		2%	1%		1%		5%	1%				
Other	22	6	6	6	16	5	12	4	6	19	3	3	7	3	3	3	3
	13%	24%	10%	12%	12%	14%	19% h	7%	11%	13%	9%	14%	9%	11%	25%	15%	28%
Don't know	32	5	9	7	18	14	15	9	5	23	9	4	11	4	4	7	-
	18%	20%	15%	15%	13%	35% E	26% I	18%	8%	16%	30%	16%	15%	15%	39%	32%	
Refused	7	3	2	-	7	-	3	1	2	7	-	-	2	-	-	3	-
	4%	11%	3%		5%		6%	1%	3%	5%			3%			16%	
Chi-square significance	<-----26.09-----> 84%*				<-----17.66-----> 94%*		<-----28.54-----> 90%*			<-----16.92-----> 92%*		<-----66.39-----> 94%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB29 Page 243  
Jul. 17, 2008

QB29. How do you read your digital books?

Base: All respondents who have read at least one digital book in the past year

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	173 100%	12 100%	44 100%	61 100%	15 100%	15 100%	25 100%	104 100%	69 100%	23 100%	51 100%	41 100%	49 100%
Unweighted 'N'	169	17	54	44	15	18	21	106	63	25	39	40	56
Desktop computer	66 38%	5 40%	15 34%	25 41%	6 39%	7 46%	8 32%	45 44% i	20 30%	15 65% KLM	18 35%	17 40%	13 26%
Laptop computer	44 25%	3 21%	12 28% E	18 29% E	1 5%	2 12%	8 34% E	28 27%	16 23%	4 15%	20 40% JM	12 28% m	6 13%
Print them out	12 7%	-	-	9 15%	2 15%	1 7%	-	4 4%	8 12%	3 12%	2 4%	2 4%	6 12%
PDA such as a BlackBerry	7 4%	1 7%	1 2%	2 3%	-	1 3%	3 13%	6 5%	1 2%	-	3 5%	4 9% m	1 1%
E-reader	5 3%	-	3 6%	-	-	1 6%	2 8%	5 5%	-	-	2 4%	1 2%	2 3%
PDF format	3 2%	-	-	-	2 11%	-	2 7%	-	3 5%	-	3 7%	-	-
iPod	2 1%	-	1 2%	1 2%	-	-	-	2 2%	-	1 4%	-	1 2%	-
Cell phone	1 1%	-	-	-	-	1 8%	-	1 1%	-	-	1 2%	-	-
Other	10 6%	1 5%	2 3%	4 6%	1 5%	-	3 11%	2 2%	8 11% H	1 6%	-	-	8 17%
Don't know	32 18%	3 27%	14 31% DFG	8 13%	4 25%	1 8%	2 8%	18 17%	14 21%	0 2%	9 17% J	9 22% J	13 26% J
Refused	5 3%	-	-	2 4%	1 6%	2 10%	1 3%	1 1%	4 6%	-	-	-	4 9%
Chi-square significance		<-----71.74-----> 98%*					<-----27.7-----> 100%*		<-----68.61-----> 100%*				

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB29 Page 244  
Jul. 17, 2008

QB29. How do you read your digital books?

Base: All respondents who have read at least one digital book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	173 100%	27 100%	61 100%	47 100%	133 100%	40 100%	60 100%	52 100%	57 100%	143 100%	30 100%	24 100%	73 100%	24 100%	11 100%	22 100%	10 100%
Unweighted 'N'	169	30	57	42	120	49	61	52	52	138	31	22	71	24	9	25	10
Desktop computer	66 38%	10 37%	29 46% D	12 25%	51 39%	15 36%	20 33%	21 41%	24 42%	59 41% K	7 22%	10 41%	25 34%	12 48% P	3 30%	4 19%	8 78% LMNOP
Laptop computer	44 25%	5 17%	13 21%	20 43% BC	35 26%	9 22%	8 13%	19 36% G	17 29% G	36 25%	8 27%	4 17%	24 33% P	12 48% LP	-	1 5%	2 21%
Print them out	12 7%	1 2%	7 11% b	4 9%	12 9%	-	8 13% H	1 3%	3 5%	10 7%	3 9%	3 14%	4 5%	-	2 15%	3 15%	1 5%
PDA such as a BlackBerry	7 4%	-	4 7%	3 6%	7 5%	-	-	3 6%	4 7%	7 5%	-	1 6%	6 8%	-	-	-	-
E-reader	5 3%	1 3%	3 4%	-	3 2%	3 6%	1 1%	-	4 6%	4 2%	2 6%	-	3 4%	-	-	2 7%	-
PDF format	3 2%	2 6%	2 3%	-	3 3%	-	-	-	3 6%	3 2%	-	2 7%	-	-	-	-	2 16%
iPod	2 1%	-	-	-	1 1%	1 2%	1 2%	-	1 1%	2 1%	-	-	1 1%	1 4%	-	-	-
Cell phone	1 1%	-	-	1 3%	1 1%	-	-	1 2%	-	1 1%	-	-	1 2%	-	-	-	-
Other	10 6%	1 5%	1 1%	3 6%	8 6%	2 4%	5 9%	3 5%	2 3%	7 5%	3 9%	2 9%	2 2%	1 6%	2 16%	2 11%	-
Don't know	32 18%	7 25%	11 18%	8 17%	18 14%	14 34% E	18 29% I	8 15%	5 9%	23 16%	9 31%	3 14%	15 20% n	2 7%	4 39% n	7 32% N	-
Refused	5 3%	2 9%	-	-	5 4%	-	2 3%	1 2%	2 3%	5 4%	-	-	1 1%	-	-	4 18% M	-
Chi-square significance	<-----32.25-----> 98%*				<-----19.39-----> 96%*		<-----38.92-----> 99%*			<-----11.74-----> 70%*		<-----92.41-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOPQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB30 Page 245  
Jul. 17, 2008

QB30. Have you downloaded books for free in the last 12 months?

Base: All respondents who have read at least one digital book in the past year

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	173 100%	12 100%	44 100%	61 100%	15 100%	15 100%	25 100%	104 100%	69 100%	23 100%	51 100%	41 100%	49 100%
Unweighted 'N'	169	17	54	44	15	18	21	106	63	25	39	40	56
Yes	65 38%	6 49%	15 33%	21 35%	6 37%	8 56%	10 39%	43 41%	22 33%	6 28%	25 50% jM	19 45% M	12 24%
No	102 59%	6 51%	29 65% F	36 59%	10 63%	6 38%	15 61%	58 56%	44 63%	17 72% K	23 46%	23 55%	34 70% K
Don't know	4 2%	-	1 2%	3 5%	-	-	-	3 3%	1 1%	-	2 4%	-	2 4%
Refused	2 1%	-	-	1 2%	-	1 7%	-	-	2 3%	-	-	-	1 2%
Chi-square significance		<-----12.24-----> 34%*						<-----4.99-----> 83%*		<-----13.85-----> 87%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB30 Page 246  
Jul. 17, 2008

QB30. Have you downloaded books for free in the last 12 months?

Base: All respondents who have read at least one digital book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	173	27	61	47	133	40	60	52	57	143	30	24	73	24	11	22	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	169	30	57	42	120	49	61	52	52	138	31	22	71	24	9	25	10
Yes	65	9	30	17	54	11	16	19	30	60	5	9	34	6	3	4	8
	38%	35%	50%	36%	41%	28%	26%	37%	53%	42%	18%	36%	46%	25%	22%	21%	82%
									G	K			nP				LMNOP
No	102	17	30	30	73	28	42	30	26	77	24	15	38	18	9	13	2
	59%	63%	49%	64%	55%	70%	69%	57%	47%	54%	82%	64%	52%	75%	78%	61%	18%
						e	I			J		Q	Q	MQ	mQ	Q	
Don't know	4	1	1	-	3	1	2	2	-	4	-	-	2	-	-	2	-
	2%	3%	2%		2%	2%	3%	3%		2%			2%			8%	
Refused	2	-	-	-	2	-	1	1	-	2	-	-	-	-	-	2	-
	1%				2%		2%	2%		1%						10%	
Chi-square significance	<-----3.97----->				<-----3.21----->		<-----11.1----->			<-----7.98----->		<-----34.32----->					
	59%*				64%*		91%*			95%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOPQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB31 Page 247  
Jul. 17, 2008

QB31. How many books did you download for free in the last 12 months?  
Base: All respondents who have downloaded at least one digital book in the past year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	65 100%	6 100%	15 100%	21 100%	6 100%	8 100%	10 100%	43 100%	22 100%	6 100%	25 100%	19 100%	12 100%
Unweighted 'N'	61	8	17	15	5	9	7	43	18	7	21	18	12
1	20 30%	1 20%	2 17%	6 27%	4 69% bCdf	2 19%	5 53% c	10 24%	9 42%	3 42%	7 27%	6 31%	3 27%
2	16 24%	3 57% C	2 11%	7 33%	-	2 21%	2 19%	12 29%	3 15%	4 58% m	6 23%	4 23%	2 14%
3 to 6	10 15%	1 23%	3 21%	4 21%	-	1 11%	-	7 17%	2 11%	-	2 9%	3 13%	4 32%
7 to 10	7 10%	-	4 26% d	1 5%	1 15%	1 11%	-	2 4%	5 22% h	-	2 9%	3 18%	1 10%
More than 10	10 16%	-	4 25%	2 9%	1 16%	3 39% d	1 8%	9 22% I	1 5%	-	6 24%	3 14%	1 7%
Don't know	3 5%	-	-	1 5%	-	-	2 19%	2 4%	1 5%	-	2 7%	-	1 10%
Mean	6.9	2.1	11.0 BE	5.7	5.5 b	10.9 Be	2.4	8.2	4.3	1.6	8.7	8.0 J	3.7
Median	2.0	2.0	10.0	2.0	1.0	6.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0
Standard deviation	10.76	0.91	12.28	11.21	7.93	14.54	3.50	12.60	5.12	0.54	12.38	12.85	3.37
Standard error	1.49	0.33	3.01	3.10	3.83	4.93	1.50	2.07	1.30	0.22	2.94	3.17	1.09
Chi-square significance	<-----33.06-----> 87%*							<-----10.57-----> 94%*		<-----14.53-----> 51%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB31 Page 248  
Jul. 17, 2008

QB31. How many books did you download for free in the last 12 months?

Base: All respondents who have downloaded at least one digital book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	65	9	30	17	54	11	16	19	30	60	5	9	34	6	3	4	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	61	9	27	16	48	13	16	20	25	55	6	7	32	7	2	4	8
1	20	3	8	5	17	2	7	4	9	20	-	4	8	2	-	1	4
	30%	35%	26%	27%	32%	22%	44%	22%	28%	33%		52%	24%	28%		25%	53%
2	16	2	8	2	14	2	5	6	4	14	2	1	8	2	1	2	3
	24%	17%	26%	15%	26%	14%	34%	30%	15%	23%	30%	9%	23%	28%	33%	38%	34%
3 to 6	10	2	3	4	7	2	2	4	3	9	1	-	7	1	2	1	-
	15%	27%	9%	26%	14%	20%	15%	20%	12%	15%	15%		20%	13%	67%	12%	
7 to 10	7	-	5	2	4	3	-	2	5	5	2	1	3	1	-	1	-
	10%		16%	11%	7%	27%		9%	16%	8%	40%	13%	10%	18%		25%	
More than 10	10	1	5	3	9	2	1	4	6	10	1	2	7	1	-	-	-
	16%	9%	17%	20%	16%	17%	7%	19%	19%	16%	15%	25%	22%	13%			
Don't know	3	1	2	-	3	-	-	-	3	3	-	-	-	-	-	-	1
	5%	12%	6%		6%				10%	5%							14%
Mean	6.9	5.7	9.0	5.6	6.5	8.8	2.5	7.6 G	8.9	6.9	6.8	6.0	8.7 OP	8.3 p	2.7	3.5	1.4
Median	2.0	2.0	2.0	3.0	2.0	5.0	2.0	2.0	3.0	2.0	10.0	1.0	3.0	2.0	3.0	2.0	1.0
Standard deviation	10.76	12.06	13.44	5.69	10.82	10.77	2.89	12.27	12.02	11.20	4.59	7.10	12.70	13.78	0.61	3.12	0.53
Standard error	1.49	4.59	2.84	1.49	1.70	3.02	0.78	2.91	2.63	1.64	1.89	2.83	2.37	5.25	0.45	1.66	0.22
Chi-square significance	<-----7.11----->				<-----5.47----->		<-----11.15----->			<-----7.28----->		<-----26.44----->					
	28%*				64%*		65%*			80%*		62%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB32 Page 249  
Jul. 17, 2008

QB32. Approximately, how many audio books did you listen to for leisure or interest in the past 12 months?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	1,219 81%	92 85% EG	322 87% DEFG	468 82% eG	91 74%	107 79%	138 71%	603 82%	616 80%	101 80%	261 79%	325 80%	502 83%
1	100 7%	6 5%	12 3%	41 7% C	14 12% bC	8 6%	19 10% C	44 6%	56 7%	13 10%	25 8%	31 8%	30 5%
2	52 3%	1 1%	10 3%	20 3% b	6 5% b	7 5% B	9 5% b	24 3%	28 4%	5 4%	10 3%	14 4%	20 3%
3 to 6	66 4%	4 4%	10 3%	22 4%	6 5%	7 5%	18 9% bcd	33 4%	33 4%	2 2%	20 6% J	19 5%	23 4%
7 to 10	16 1%	2 2%	1 *%	6 1%	2 1%	2 2%	3 1%	11 2%	5 1%	2 2%	1 *%	2 1%	10 2% KL
More than 10	20 1%	-	2 *%	7 1%	2 2%	4 3%	5 3%	5 1%	15 2% h	-	8 2%	6 2%	6 1%
Don't know	27 2%	2 2%	13 3% DFG	7 1%	2 2%	1 *%	2 1%	13 2%	14 2%	3 2%	7 2%	6 1%	9 2%
Refused	2 *%	-	-	2 *%	-	-	-	-	2 *%	-	-	-	2 *%
Mean	0.7	0.5	0.4	0.6	0.9	1.1	1.1	0.6	0.8	0.4	1.0	0.6	0.6
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	2.85	1.70	2.94	2.40	3.25	4.10	3.00	2.23	3.34	1.41	4.44	2.29	2.31
Standard error	0.08	0.14	0.14	0.12	0.29	0.33	0.24	0.09	0.13	0.14	0.30	0.13	0.09
Chi-square significance		<-----63.17-----> 100%*						<-----10.86-----> 85%*		<-----26.07-----> 80%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB32 Page 250  
Jul. 17, 2008

QB32. Approximately, how many audio books did you listen to for leisure or interest in the past 12 months?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	1,219 81%	244 85%	364 82%	327 80%	932 80%	287 87%	470 86%	424 81%	309 75%	942 80%	277 84%	152 78%	541 79%	90 78%	62 87%	250 84%	87 87%
						E	HI	i								m	LM
1	100 7%	14 5%	31 7%	28 7%	89 8%	11 3%	37 7%	37 7%	26 6%	86 7%	14 4%	17 9%	51 7%	12 10%	4 5%	12 4%	4 4%
					F					K		Pq	P	Pq			
2	52 3%	10 4%	15 3%	15 4%	44 4%	8 3%	9 2%	19 4%	25 6%	40 3%	12 4%	5 3%	28 4%	4 3%	1 1%	11 4%	3 3%
								g	G				o				
3 to 6	66 4%	12 4%	20 4%	19 5%	57 5%	9 3%	15 3%	19 4%	32 8%	55 5%	11 3%	12 6%	32 5%	5 5%	1 2%	13 4%	3 3%
					F				GH			o					
7 to 10	16 1%	2 1%	4 1%	6 1%	15 1%	1 *%	4 1%	7 1%	5 1%	13 1%	3 1%	2 1%	8 1%	-	-	2 1%	3 3%
					F												
More than 10	20 1%	1 *%	8 2%	3 1%	18 2%	2 1%	-	11 2%	9 2%	14 1%	7 2%	4 2%	13 2%	1 1%	-	3 1%	-
			b		f												
Don't know	27 2%	5 2%	5 1%	9 2%	14 1%	13 4%	14 2%	8 2%	5 1%	21 2%	6 2%	2 1%	13 2%	3 3%	4 5%	5 2%	-
					E												
Refused	2 *%	-	-	1 *%	2 *%	-	-	2 *%	-	2 *%	-	-	-	-	-	2 1%	-
Mean	0.7	0.4	0.7	0.7	0.8	0.4	0.3	0.7	1.2	0.7	0.7	0.8	0.8	0.9	0.2	0.5	0.5
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Standard deviation	2.85	2.00	2.71	3.33	2.77	3.10	1.14	2.76	4.21	2.56	3.70	2.89	3.07	4.98	0.65	1.78	1.63

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB32 Page 251  
Jul. 17, 2008  
(Continued)

QB32. Approximately, how many audio books did you listen to for leisure or interest in the past 12 months?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Standard error	0.08	0.12	0.14	0.18	0.09	0.16	0.05	0.13	0.23	0.08	0.21	0.23	0.13	0.53	0.09	0.10	0.19
Chi-square significance	<-----10.7-----> 29%*				<-----28.2-----> 100%*		<-----50.08-----> 100%*			<-----7.45-----> 62%*		<-----42.66-----> 82%*					

Comparison Groups: BCD/EF/GHI/JK/LMNO PQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB33 Page 252  
Jul. 17, 2008

QB33. Why do you not read more audio books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
I prefer reading print books	682 45%	54 50%	177 48%	260 45%	51 42%	54 40%	86 45%	279 38%	404 52%	61 48%	158 48%	188 47%	267 44%
		f	f						H				
Not interested/no need	180 12%	13 12%	54 15%	61 11%	12 10%	19 14%	20 10%	105 14%	75 10%	15 12%	34 10%	45 11%	83 14%
			d					I					
Lack of time/too busy	148 10%	7 6%	28 8%	63 11%	13 10%	17 12%	20 10%	77 10%	71 9%	6 5%	27 8%	58 14%	51 8%
				bc		b						JKM	
No opportunity / Don't have any / Never thought about it	81 5%	6 6%	27 7%	19 3%	10 9%	8 6%	10 5%	38 5%	43 6%	4 3%	18 6%	18 4%	38 6%
			D		d								J
Not aware of where to get audio books	66 4%	1 1%	20 5%	26 5%	4 4%	5 4%	9 5%	42 6%	24 3%	10 8%	6 2%	21 5%	28 5%
			B	B			b	I		K		K	K
It is difficult to find audio books in general	61 4%	4 4%	18 5%	21 4%	6 5%	3 2%	9 5%	28 4%	33 4%	8 6%	10 3%	18 5%	24 4%
			F										
Prefer/only use while travelling/during road trips	38 3%	3 3%	2 *	19 3%	2 1%	7 5%	5 3%	22 3%	16 2%	2 1%	5 1%	13 3%	17 3%
		c		C		Ce	c						
Limited availability of content for audio books	35 2%	3 3%	8 2%	11 2%	6 5%	5 3%	3 2%	16 2%	19 2%	1 1%	9 3%	10 2%	12 2%
Audio books are too complicated	33 2%	1 1%	13 4%	9 2%	2 1%	4 3%	3 2%	13 2%	20 3%	-	12 4%	2 1%	18 3%
			Bde								L		L
Boring / Monotonous / Annoying / They put me to sleep	29 2%	3 3%	5 1%	13 2%	3 3%	1 *	5 3%	20 3%	9 1%	4 3%	12 3%	7 2%	5 1%
				F				i			M		
Audio books are too expensive	26 2%	1 1%	2 1%	12 2%	1 *	2 1%	8 4%	14 2%	12 2%	4 3%	9 3%	6 1%	7 1%
				ce			bCEf						

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB33 Page 253  
Jul. 17, 2008  
(Continued)

QB33. Why do you not read more audio books for leisure or interest?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Hard to follow/ concentrate / Distracting	26 2%	1 1%	-	16 3%	3 2%	4 3%	2 1%	16 2%	10 1%	1 *%	8 3% j	4 1%	10 2%
Audio books are for the blind/visually impaired	21 1%	1 1%	4 1%	8 1%	3 2%	2 1%	4 2%	8 1%	13 2%	-	5 1%	5 1%	11 2%
I prefer reading digital books	17 1%	1 1%	6 2%	6 1%	2 2%	-	2 1%	9 1%	7 1%	2 1%	4 1%	5 1%	7 1%
Don't have technology/ reader/capability to use them	16 1%	1 1%	4 1%	6 1%	-	3 3%	3 1%	10 1%	6 1%	-	2 1%	3 1%	12 2% K1
Not enough advertisement of audio books	11 1%	1 1%	9 2% bD	2 *%	-	-	-	2 *%	9 1% h	-	2 1%	3 1%	7 1%
Other	124 8%	9 8%	19 5%	59 10% Cf	12 9%	8 6%	18 10% c	67 9%	57 7%	11 9%	37 11% 1	28 7%	45 7%
Don't know	113 8%	9 8%	24 7%	51 9% e	6 5%	9 6%	14 7%	59 8%	53 7%	8 6%	24 7%	29 7%	46 8%
Refused	5 *%	-	1 *%	3 1%	-	-	1 *%	3 *%	1 *%	2 1%	-	-	3 *%
Chi-square significance	<-----120.52-----> 98%*							<-----48.82-----> 100%*		<-----92.36-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB33 Page 254  
Jul. 17, 2008

QB33. Why do you not read more audio books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
I prefer reading print books	682	135	205	194	518	164	235	245	196	522	160	88	301	65	31	141	44
	45%	47%	46%	48%	44%	50%	43%	46%	48%	45%	49%	46%	44%	56%	43%	47%	44%
						e								M			
Not interested/no need	180	43	49	48	128	52	83	57	40	145	35	19	81	11	10	38	13
	12%	15%	11%	12%	11%	16%	15%	11%	10%	12%	11%	10%	12%	9%	14%	13%	13%
						E	hi										
Lack of time/too busy	148	33	35	36	122	26	49	50	44	112	35	23	76	2	10	21	8
	10%	11%	8%	9%	10%	8%	9%	10%	11%	10%	11%	12%	11%	2%	14%	7%	8%
												Np	NP		N	N	n
No opportunity / Don't have any / Never thought about it	81	10	37	18	57	23	31	21	28	64	17	10	29	5	5	23	6
	5%	3%	8%	4%	5%	7%	6%	4%	7%	5%	5%	5%	4%	4%	8%	8%	6%
			BD						h							M	
Not aware of where to get audio books	66	13	15	19	49	16	28	25	12	53	13	7	36	4	3	9	5
	4%	5%	3%	5%	4%	5%	5%	5%	3%	4%	4%	4%	5%	4%	5%	3%	5%
													P				
It is difficult to find audio books in general	61	8	22	15	46	14	20	20	21	48	13	10	25	6	3	11	5
	4%	3%	5%	4%	4%	4%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	6%
Prefer/only use while travelling/during road trips	38	4	13	17	37	1	6	21	12	28	10	5	21	1	3	7	1
	3%	1%	3%	4%	3%	1%	1%	4%	3%	2%	3%	3%	3%	1%	5%	2%	1%
				B	F	*		G	g				n				
Limited availability of content for audio books	35	5	12	6	29	6	9	10	15	26	9	4	19	1	3	5	2
	2%	2%	3%	2%	2%	2%	2%	2%	4%	2%	3%	2%	3%	1%	4%	2%	2%
									g				n				
Audio books are too complicated	33	8	11	6	21	12	8	16	9	29	4	5	14	2	-	10	2
	2%	3%	2%	1%	2%	3%	1%	3%	2%	2%	1%	2%	2%	1%		3%	2%
						e		g									
Boring / Monotonous / Annoying / They put me to sleep	29	6	8	11	26	4	9	10	9	23	7	3	17	1	-	4	3
	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%		1%	3%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB33 Page 255  
Jul. 17, 2008  
(Continued)

QB33. Why do you not read more audio books for leisure or interest?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Audio books are too expensive	26 2%	3 1%	11 3%	8 2%	24 2% F	2 1%	7 1%	11 2%	7 2%	23 2%	4 1%	2 1%	11 2%	6 5%	1 2%	5 2%	-
Hard to follow/ concentrate / Distracting	26 2%	3 1%	8 2%	12 3% b	26 2%	- 2%	11 2%	10 2%	5 1%	25 2% K	1 *%	3 1%	16 2% p	- 2%	2 2%	2 1%	3 3%
Audio books are for the blind/visually impaired	21 1%	5 2%	8 2%	4 1%	17 1%	4 1%	7 1%	8 2%	6 1%	19 2%	2 1%	2 1%	10 1%	- 3%	- 3%	5 2%	4 4%
I prefer reading digital books	17 1%	4 2%	5 1%	4 1%	12 1%	5 1%	4 1%	6 1%	6 2%	12 1%	4 1%	2 1%	6 1%	3 3%	- 3%	4 1%	1 1%
Don't have technology/ reader/capability to use them	16 1%	4 1%	4 1%	4 1%	13 1%	3 1%	7 1% I	8 2% I	1 *%	13 1%	3 1%	2 1%	5 1%	- 2%	2 2%	7 2% m	2 2%
Not enough advertisement of audio books	11 1%	3 1%	2 1%	2 *%	2 *%	9 3% E	6 1% h	1 *%	4 1%	8 1%	4 1%	- 1%	6 1%	- 2%	1 2%	2 1%	-
Other	124 8%	24 8%	46 10% d	28 7%	107 9% F	17 5%	46 8%	30 6%	48 12% H	105 9% k	20 6%	13 7% o	68 10% OP	12 11% O	1 2%	17 6% O	9 9% O
Don't know	113 8%	22 8%	24 5%	32 8%	92 8%	20 6%	41 7%	50 10% I	20 5%	89 8%	24 7%	11 6%	52 8%	9 8%	4 6%	27 9%	7 7%
Refused	5 *%	-	-	2 *%	4 *%	1 *%	3 *%	1 *%	1 *%	5 *%	-	2 1%	2 *%	-	-	1 *%	-
Chi-square significance	<-----41.59-----> 76%*				<-----63.01-----> 100%*		<-----62.24-----> 100%*			<-----17.95-----> 54%*		<-----98.38-----> 74%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 256  
Jul. 17, 2008

QB34QB35. Where do you typically obtain your audio books? [First mention]

Base: All respondents who have listened to at least one audio book in the past year

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	283 100%	16 100%	47 100%	105 100%	32 100%	29 100%	55 100%	129 100%	154 100%	25 100%	70 100%	79 100%	101 100%
Unweighted 'N'	271	22	57	75	34	39	44	128	143	27	48	67	122
Borrowed from the library	85 30%	4 28%	5 12%	37 35% CF	11 34% C	5 16%	23 41% CF	29 22%	56 36% H	6 23%	13 18%	29 36% K	36 35% K
Bookstore	48 17%	1 7%	11 23% bG	22 21% bG	4 11% g	10 33% BEG	1 1%	22 17%	26 17%	5 19%	9 12%	11 14%	24 23% k
On-line (e.g. amazon.ca, chapters.ca)	34 12%	3 19% e	4 9%	10 9%	1 3%	6 21% E	11 19% E	24 19% I	10 7%	3 11%	17 24% M	10 13% M	3 3%
Borrowed from a friend or family member	27 9%	-	4 9%	10 10% e	1 2%	4 12% e	8 15% E	12 9%	15 10%	1 3%	7 9%	10 13% j	8 8%
Store (other than a bookstore)	15 5%	-	4 8%	4 4%	4 11%	1 5%	2 3%	6 4%	10 6%	2 9%	2 3%	3 4%	7 6%
As a gift	13 5%	-	3 7%	4 4%	1 4%	1 2%	4 7%	7 6%	6 4%	1 3%	3 4%	4 5%	6 5%
Download for free	10 4%	-	1 2%	5 5%	-	1 4%	3 6%	8 6%	3 2%	1 6%	7 10%	2 3%	-
School / University	4 1%	1 6%	-	-	3 10%	-	-	1 1%	3 2%	1 3%	2 2%	1 1%	1 1%
Author's websites	3 1%	-	-	2 2%	-	-	1 1%	3 2%	-	1 3%	2 3%	-	-
Church	2 1%	-	-	-	2 5%	1 2%	-	-	2 1%	-	2 2%	-	1 1%
Publisher's websites	1 *%	1 3%	-	-	-	-	-	1 *%	-	-	-	-	1 1%
Other	16 6%	2 10%	4 8%	5 5%	2 7%	1 2%	3 5%	8 6%	9 6%	3 12%	4 6%	2 2%	6 6%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 257  
Jul. 17, 2008  
(Continued)

QB34QB35. Where do you typically obtain your audio books? [First mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Don't know	23 8%	3 20% dFG	11 23% DFG	4 4%	4 12% g	1 2%	1 1%	9 7%	14 9%	2 9%	5 7%	6 7%	9 9%
Refused	2 1%	1 6%	-	1 1%	-	-	-	1 1%	1 1%	-	-	1 1%	1 1%
Chi-square significance		<-----125.48-----> 100%*						<-----23.78-----> 97%*		<-----53.48-----> 94%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 258  
Jul. 17, 2008

QB34QB35. Where do you typically obtain your audio books? [First mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	283 100%	44 100%	82 100%	82 100%	240 100%	43 100%	79 100%	102 100%	102 100%	231 100%	52 100%	42 100%	145 100%	25 100%	10 100%	48 100%	12 100%
Unweighted 'N'	271	45	71	76	218	53	78	96	96	216	55	37	127	24	10	60	12
Borrowed from the library	85 30%	10 23%	22 27%	29 35%	79 33% F	5 12%	16 20%	30 30%	39 38% G	71 31%	14 26%	18 43% mNO	39 27% o	4 15%	1 8%	15 32% nO	8 66% MNOP
Bookstore	48 17%	9 21%	12 15%	14 18%	39 16%	9 21%	11 14%	19 19%	18 17%	37 16%	11 20%	3 7%	30 21% L	4 15%	4 40% 1	8 16%	-
On-line (e.g. amazon.ca, chapters.ca)	34 12%	3 6%	13 16% b	13 16% b	30 13%	4 9%	5 6%	16 16% G	13 12%	29 13%	5 9%	3 8%	23 16% P	3 14%	1 8%	3 6%	1 5%
Borrowed from a friend or family member	27 9%	6 15%	9 11%	8 9%	23 10%	3 8%	7 9%	5 5%	14 14% H	24 10%	3 5%	5 11%	13 9%	3 10%	-	6 12%	1 10%
Store (other than a bookstore)	15 5%	1 3%	4 4%	5 6%	12 5%	3 7%	9 11% hI	4 4%	2 2%	12 5%	3 6%	4 10%	7 5%	2 6%	1 9%	2 4%	-
As a gift	13 5%	1 2%	8 9% b	4 5%	10 4%	3 8%	6 8%	3 3%	4 4%	9 4%	4 8%	1 3%	7 5%	2 7%	-	4 8%	-
Download for free	10 4%	4 8%	1 1%	-	9 4%	1 2%	3 4%	4 4%	3 3%	10 4%	-	3 7%	2 2%	4 14% m	-	-	1 11%
School / University	4 1%	3 8%	-	-	4 2%	-	1 1%	2 2%	1 1%	2 1%	2 3%	1 2%	3 2%	1 3%	-	-	-
Author's websites	3 1%	-	-	2 2%	3 1%	-	3 3%	-	-	3 1%	-	1 2%	2 1%	-	-	-	-
Church	2 1%	-	2 2%	-	2 1%	-	1 1%	2 2%	-	1 *	2 3%	-	2 1%	-	-	-	1 4%
Publisher's websites	1 *%	-	-	-	1 *%	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 259  
Jul. 17, 2008  
(Continued)

QB34QB35. Where do you typically obtain your audio books? [First mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Other	16 6%	1 2%	6 7%	3 3%	13 5%	4 8%	4 5%	8 7%	5 4%	13 6%	4 7%	2 5%	8 6%	2 6%	-	4 8%	1 5%
Don't know	23 8%	5 12%	5 6%	5 6%	12 5%	11 24% E	13 16% hI	6 6%	4 4%	17 7%	6 11%	1 3%	10 7%	2 9%	3 35% lm	6 12% 1	-
Refused	2 1%	-	-	-	2 1%	-	-	2 2%	-	2 1%	-	-	1 1%	-	-	1 2%	-
Chi-square significance	<-----39.31-----> 99%*				<-----27.38-----> 99%*		<-----47.54-----> 99%*			<-----16.52-----> 78%*		<-----70.93-----> 71%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 260  
Jul. 17, 2008

QB34QB35. Where do you typically obtain your audio books? [Total mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	283 100%	16 100%	47 100%	105 100%	32 100%	29 100%	55 100%	129 100%	154 100%	25 100%	70 100%	79 100%	101 100%
Unweighted 'N'	271	22	57	75	34	39	44	128	143	27	48	67	122
Borrowed from the library	97 34%	4 28%	5 12%	44 42% Cf	13 41% C	7 25%	23 42% C	32 25%	65 42% H	6 23%	15 21%	33 41% jK	42 42% jK
Bookstore	73 26%	2 11%	17 35% BEg	27 26% b	5 15%	11 40% BEg	11 20%	33 25%	40 26%	8 31%	20 28%	14 18%	30 30% 1
On-line (e.g. amazon.ca, chapters.ca)	49 17%	3 19%	7 16%	13 12%	2 7%	9 30% DE	14 26% dE	31 24% I	18 12%	5 18%	19 27% M	18 22% M	5 5%
Borrowed from a friend or family member	37 13%	1 5%	5 10% e	17 16% bE	1 2%	4 14% e	10 18% E	14 11%	23 15%	1 6%	10 15%	12 15%	13 13%
Store (other than a bookstore)	30 10%	1 6%	5 12%	12 11% g	7 22% G	3 10%	2 3%	9 7%	20 13%	4 15%	3 4%	8 10%	13 13% K
As a gift	15 5%	-	4 9%	5 5%	1 4%	1 2%	4 7%	8 7%	7 4%	1 3%	3 4%	4 5%	7 7%
Download for free	10 4%	-	1 2%	5 5%	-	1 4%	3 6%	8 6%	3 2%	1 6%	7 10%	2 3%	-
School / University	4 1%	1 6%	-	-	3 10%	-	-	1 1%	3 2%	1 3%	2 2%	1 1%	1 1%
Author's websites	3 1%	1 5%	-	2 2%	-	-	1 1%	3 3%	-	1 3%	3 4%	-	-
Publisher's websites	2 1%	1 9%	-	-	-	1 3%	-	1 1%	1 1%	-	1 1%	1 1%	1 1%
Church	2 1%	-	-	-	2 5%	1 2%	-	-	2 1%	-	2 2%	-	1 1%
Other	22 8%	2 14%	4 9%	6 6%	3 11%	3 9%	4 7%	12 9%	10 7%	4 15%	4 6%	3 3%	11 11% L

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 261  
Jul. 17, 2008  
(Continued)

QB34QB35. Where do you typically obtain your audio books? [Total mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Don't know	23 8%	3 20% dFG	11 23% DFG	4 4%	4 12% g	1 2%	1 1%	9 7%	14 9%	2 9%	5 7%	6 7%	9 9%
Refused	2 1%	1 6%	-	1 1%	-	-	-	1 1%	1 1%	-	-	1 1%	1 1%
Chi-square significance		<-----129.9-----> 100%*						<-----26.8-----> 99%*		<-----58.55-----> 98%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB34QB35 Page 262  
Jul. 17, 2008

QB34QB35. Where do you typically obtain your audio books? [Total mention]

Base: All respondents who have listened to at least one audio book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	283 100%	44 100%	82 100%	82 100%	240 100%	43 100%	79 100%	102 100%	102 100%	231 100%	52 100%	42 100%	145 100%	25 100%	10 100%	48 100%	12 100%
Unweighted 'N'	271	45	71	76	218	53	78	96	96	216	55	37	127	24	10	60	12
Borrowed from the library	97 34%	11 24%	26 32%	33 41% b	92 38% F	5 12%	19 24%	35 35%	43 43% G	79 34%	18 35%	20 47% NO	47 32% NO	4 15%	1 8%	18 38% NO	8 66% MNOp
Bookstore	73 26%	10 23%	22 27%	23 28%	58 24%	14 33%	22 28%	21 21%	29 28%	57 25%	16 30%	9 20%	47 32% P	5 18%	4 40%	9 18%	-
On-line (e.g. amazon.ca, chapters.ca)	49 17%	3 7%	19 23% B	17 21% B	42 18%	7 15%	7 9%	18 18%	23 23% G	43 19%	6 11%	4 10%	34 24% LP	3 14%	1 8%	3 7%	2 18%
Borrowed from a friend or family member	37 13%	6 15%	12 15%	12 15%	33 14%	4 9%	8 10%	12 12%	17 17%	32 14%	6 11%	7 17%	19 13%	3 10%	-	8 16%	1 10%
Store (other than a bookstore)	30 10%	3 7%	5 6%	9 11%	25 10%	5 11%	11 14% i	14 14% I	5 5%	25 11%	5 9%	9 22% M	9 6%	3 12%	3 26%	5 11%	1 7%
As a gift	15 5%	2 4%	9 11%	4 5%	11 5%	4 10%	7 9%	3 3%	5 5%	11 5%	4 8%	1 3%	7 5%	2 7%	1 9%	5 10%	-
Download for free	10 4%	4 8%	1 1%	-	9 4%	1 2%	3 4%	4 4%	3 3%	10 4%	-	3 7%	2 2%	4 14% m	-	-	1 11%
School / University	4 1%	3 8%	-	-	4 2%	-	1 1%	2 2%	1 1%	2 1%	2 3%	1 2%	3 2%	1 3%	-	-	-
Author's websites	3 1%	-	1 1%	2 2%	3 1%	-	3 3%	1 1%	-	3 1%	-	1 2%	3 2%	-	-	-	-
Publisher's websites	2 1%	-	1 1%	-	2 1%	-	1 1%	1 1%	1 1%	2 1%	1 1%	-	1 1%	-	1 8%	1 1%	-
Church	2 1%	-	2 2%	-	2 1%	-	1 1%	2 2%	-	1 *	2 3%	-	2 1%	-	-	-	1 4%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table QB34QB35 Page 263  
Jul. 17, 2008  
(Continued)

QB34QB35. Where do you typically obtain your audio books? [Total mention]  
Base: All respondents who have listened to at least one audio book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Other	22 8%	2 3%	8 10%	4 5%	18 7%	4 10%	5 7%	9 9%	8 8%	18 8%	4 8%	4 9%	10 7%	2 6%	1 6%	5 11%	1 5%
Don't know	23 8%	5 12%	5 6%	5 6%	12 5%	11 24% E	13 16% hI	6 6%	4 4%	17 7%	6 11%	1 3%	10 7%	2 9%	3 35% lm	6 12% 1	-
Refused	2 1%	-	-	-	2 1%	-	-	2 2%	-	2 1%	-	-	1 1%	-	-	1 2%	-
Chi-square significance	<-----43.26-----> 99%*				<-----31.3-----> 100%*		<-----40.63-----> 97%*			<-----13.67-----> 60%*		<-----89.03-----> 97%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB36 Page 264  
Jul. 17, 2008

QB36. How do you listen to your audio books?

Base: All respondents who have listened to at least one audio book in the past year

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	283 100%	16 100%	47 100%	105 100%	32 100%	29 100%	55 100%	129 100%	154 100%	25 100%	70 100%	79 100%	101 100%
Unweighted 'N'	271	22	57	75	34	39	44	128	143	27	48	67	122
CD Player	151 53%	4 27%	24 51% B	58 56% B	14 45%	18 61% B	33 59% B	60 46%	91 59% H	12 48%	35 50%	46 58%	57 56%
Cassette Player	73 26%	5 34% C	4 8%	31 29% C	13 42% CG	9 30% C	11 20%	32 25%	40 26%	5 20%	13 18%	18 23%	34 34% K
iPod or other MP3 player	31 11%	2 10%	2 5%	11 10%	-	3 11%	13 24% Cd	25 19% I	6 4%	4 15%	17 25% LM	7 8%	3 3%
Desktop computer	21 8%	3 17%	2 5%	4 4%	2 6%	2 6%	9 16% cd	17 13% I	4 3%	3 14%	5 7%	5 6%	6 6%
Laptop computer	14 5%	2 11%	5 11% d	3 3%	1 3%	-	4 6%	7 5%	7 5%	1 4%	4 6%	6 8%	2 2%
In the car/vehicle (unspecified)	14 5%	-	-	6 6%	2 6%	1 3%	4 8%	3 2%	10 7%	-	4 5%	5 6%	4 4%
DVD player	1 *%	-	1 2%	-	-	1 2%	-	1 1%	-	-	1 1%	-	1 1%
Other	8 3%	1 3%	2 5%	4 4%	-	2 5%	-	5 4%	3 2%	1 6%	-	3 3%	4 4%
Don't know	20 7%	2 12%	10 22% DEFG	5 5%	2 5%	1 2%	1 1%	10 8%	10 6%	1 4%	5 7%	6 7%	7 7%
Refused	3 1%	-	1 2%	2 2%	-	-	-	1 1%	2 1%	-	-	-	3 3%
Chi-square significance	<-----80-----> 100%*							<-----33.04-----> 100%*		<-----39.95-----> 95%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB36 Page 265  
Jul. 17, 2008

QB36. How do you listen to your audio books?

Base: All respondents who have listened to at least one audio book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	283 100%	44 100%	82 100%	82 100%	240 100%	43 100%	79 100%	102 100%	102 100%	231 100%	52 100%	42 100%	145 100%	25 100%	10 100%	48 100%	12 100%
Unweighted 'N'	271	45	71	76	218	53	78	96	96	216	55	37	127	24	10	60	12
CD Player	151 53%	20 45%	52 63% b	46 56%	130 54%	21 47%	35 44%	54 53%	62 61% G	123 53%	27 52%	26 61% No	85 59% Nop	8 31%	3 31%	21 44%	8 61%
Cassette Player	73 26%	13 29% d	26 32% D	11 14%	69 29% F	4 9%	24 31%	22 21%	27 27%	56 24%	17 33%	9 21%	33 23%	4 14%	4 38%	20 41% LMN	4 35%
iPod or other MP3 player	31 11%	4 8%	11 14%	10 12%	29 12% F	2 4%	7 9%	12 12%	12 12%	28 12% k	3 5%	3 6%	18 13%	8 32% Lm	-	-	2 18%
Desktop computer	21 8%	4 8%	5 5%	3 4%	19 8%	2 5%	7 9%	6 6%	7 7%	18 8%	3 6%	6 15%	8 6%	2 7%	-	3 6%	1 11%
Laptop computer	14 5%	2 4%	3 3%	5 6%	9 4%	5 12% e	4 5%	3 3%	7 7%	12 5%	2 3%	-	11 7%	3 11%	1 9%	-	-
In the car/vehicle (unspecified)	14 5%	3 6%	-	7 9%	14 6%	-	2 3%	6 6%	5 5%	14 6%	-	4 10%	4 3%	2 7%	-	2 5%	1 10%
DVD player	1 *%	-	1 1%	1 1%	1 *%	1 2%	-	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	-
Other	8 3%	1 3%	-	3 3%	7 3%	1 3%	1 1%	4 4%	3 3%	6 3%	2 4%	-	3 2%	2 9%	-	3 5%	-
Don't know	20 7%	6 15% c	3 4%	5 6%	10 4%	10 24% E	10 13% i	6 6%	4 4%	14 6%	6 12%	1 2%	9 6%	2 6%	3 28% 1	6 13% L	-
Refused	3 1%	1 2%	-	1 1%	2 1%	1 2%	1 1%	2 2%	-	3 1%	-	-	-	-	-	3 6%	-
Chi-square significance	<-----27.29-----> 93%*				<-----42.47-----> 100%*		<-----15.97-----> 41%*			<-----10.05-----> 65%*		<-----83.53-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB37 Page 266  
Jul. 17, 2008

QB37. Have you downloaded audio books for free in the last 12 months?

Base: All respondents who have listened to at least one audio book in the past year

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	283 100%	16 100%	47 100%	105 100%	32 100%	29 100%	55 100%	129 100%	154 100%	25 100%	70 100%	79 100%	101 100%
Unweighted 'N'	271	22	57	75	34	39	44	128	143	27	48	67	122
Yes	27 10%	3 22% cf	2 4%	8 7%	4 11%	1 4%	10 18% CF	20 16% I	7 5%	3 12%	12 17% M	9 11%	4 4%
No	253 89%	12 75%	44 95% Bg	96 92% b	28 89%	27 94% b	46 82%	109 84%	144 94% H	22 88%	58 83%	70 88%	95 94% k
Don't know	3 1%	1 3%	1 2%	1 1%	-	1 2%	-	1 *%	3 2%	-	-	1 1%	2 2%
Chi-square significance		<-----12.76-----> 76%*						<-----10.3-----> 99%*		<-----9.98-----> 87%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB37 Page 267  
Jul. 17, 2008

QB37. Have you downloaded audio books for free in the last 12 months?

Base: All respondents who have listened to at least one audio book in the past year

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	283	44	82	82	240	43	79	102	102	231	52	42	145	25	10	48	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	271	45	71	76	218	53	78	96	96	216	55	37	127	24	10	60	12
Yes	27	4	11	5	26	2	7	9	12	23	5	4	18	5	-	-	1
	10%	10%	14%	6%	11%	4%	8%	9%	12%	10%	9%	9%	12%	18%			11%
					F												
No	253	40	70	76	212	41	71	92	90	206	47	39	126	21	10	46	11
	89%	89%	85%	93%	88%	94%	90%	90%	88%	89%	90%	91%	87%	82%	100%	95%	89%
															LMN	M	
Don't know	3	1	1	1	2	1	1	2	-	3	1	-	1	-	-	2	-
	1%	1%	1%	1%	1%	2%	1%	2%		1%	1%		1%			5%	
Chi-square significance	<-----2.53----->				<-----2.38----->		<-----2.63----->			<-----.05----->		<-----15.75----->					
	36%*				70%*		38%*			2%*		89%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB38 Page 268  
Jul. 17, 2008

QB38. How many audio books did you download for free in the last 12 months?  
Base: All respondents who have downloaded at least one audio book in the past year  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	27 100%	3 100%	2 100%	8 100%	4 100%	1 100%	10 100%	20 100%	7 100%	3 100%	12 100%	9 100%	4 100%
Unweighted 'N'	23	4	2	5	4	1	7	18	5	3	8	8	4
1	14 51%	1 25%	1 50%	5 69%	2 50%	1 100% BEG	4 39%	10 49%	4 56%	1 23%	7 56%	6 66%	1 23%
2	4 14%	2 47%	-	1 18%	1 25%	-	-	3 12%	1 19%	1 46%	2 14%	-	1 23%
3 to 6	7 25%	-	1 50%	1 12%	1 25%	-	4 42%	5 25%	2 25%	1 31%	2 15%	3 34%	1 30%
7 to 10	2 7%	-	-	-	-	-	2 19%	2 9%	-	-	2 16%	-	-
Don't know	1 3%	1 28%	-	-	-	-	-	1 5%	-	-	-	-	1 24%
Mean	2.9	1.7	3.0	1.4	2.3	1.0	4.8 De	3.1	2.4	2.1	3.3	2.5	3.3
Median	1.0	2.0	3.0	1.0	1.5	1.0	6.0	1.0	1.0	2.0	1.0	1.0	2.0
Standard deviation	2.77	0.62	3.21	0.75	1.93	0.00	3.56	2.98	2.24	0.89	3.53	2.24	2.74
Standard error	0.62	0.36	2.27	0.34	0.96	0.00	1.40	0.77	1.03	0.54	1.30	0.82	1.60
Chi-square significance		<-----19.82-----> 77%*						<-----1.25-----> 13%*		<-----14.04-----> 70%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table QB38 Page 269  
Jul. 17, 2008

QB38. How many audio books did you download for free in the last 12 months?  
Base: All respondents who have downloaded at least one audio book in the past year  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	27 100%	4 100%	11 100%	5 100%	26 100%	2 100%	7 100%	9 100%	12 100%	23 100%	5 100%	4 100%	18 100%	5 100%	-	-	1 100%
Unweighted 'N'	23	3	9	5	21	2	5	7	11	19	4	3	16	3	-	-	1
1	14 51%	3 79%	4 34%	4 85% C	13 51%	1 50%	4 65%	5 60%	4 36%	13 57%	1 19%	2 51%	8 47%	4 80%	-	-	-
2	4 14%	-	2 15%	1 15%	4 15%	-	1 21%	2 19%	1 8%	3 13%	1 19%	-	3 14%	-	-	-	1 100% M
3 to 6	7 25%	-	4 34%	-	6 23%	1 50%	1 14%	-	6 49%	7 30%	-	2 49%	4 23%	1 20%	-	-	-
7 to 10	2 7%	-	2 17%	-	2 7%	-	-	2 22%	-	-	2 41%	-	2 11%	-	-	-	-
Don't know	1 3%	1 21%	-	-	1 4%	-	-	-	1 8%	-	1 20%	-	1 5%	-	-	-	-
Mean	2.9	1.0	4.3 D	1.2	2.9	3.0	1.5	3.1	3.6	2.4	5.8	3.4	3.3	1.4	-	-	2.0
Median	1.0	1.0	5.0	1.0	1.0	3.0	1.0	1.0	5.0	1.0	10.0	1.0	2.0	1.0	-	-	2.0
Standard deviation	2.77	0.00	3.43	0.40	2.82	3.21	0.79	3.86	2.41	2.05	4.99	2.93	3.13	0.91	-	-	0.00
Standard error	0.62	0.00	1.21	0.19	0.66	2.27	0.37	1.54	0.80	0.50	3.08	1.80	0.85	0.55	-	-	0.00
Chi-square significance	<-----11.34-----> 82%*				<-----.87-----> %*		<-----12.16-----> 86%*			<-----16.43-----> 100%*		<-----12.69-----> 61%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table AGE Page 270  
Jul. 17, 2008

AGE. Respondent's age.  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
15-19	127 8%	8 7%	27 7%	59 10% G	17 14% bcFG	8 6%	9 4%	68 9%	59 8%	127 100%	-	-	-
20-34	331 22%	22 20%	81 22%	121 21%	32 26%	29 21%	46 24%	164 22%	167 22%	-	331 100%	-	-
35-40	154 10%	9 8%	32 9%	62 11%	11 9%	20 15% bc	20 10%	85 12%	69 9%	-	-	154 38%	-
41-49	251 17%	21 19% e	63 17%	98 17%	15 12%	20 15%	34 18%	116 16%	134 17%	-	-	251 62%	-
50-57	222 15%	18 17%	58 16%	77 13%	16 13%	22 16%	31 16%	104 14%	118 15%	-	-	-	222 37%
58-64	156 10%	13 12%	41 11%	63 11%	12 10%	10 8%	17 9%	65 9%	91 12% h	-	-	-	156 26%
65-75	145 10%	11 10%	38 10%	51 9%	9 8%	13 10%	22 11%	73 10%	71 9%	-	-	-	145 24%
Over 75	80 5%	5 5%	16 4%	35 6%	6 5%	7 5%	11 6%	38 5%	43 6%	-	-	-	80 13%
Refuse	37 2%	2 2%	12 3%	9 2%	5 4%	6 4%	3 2%	19 3%	18 2%	-	-	-	-
Mean	45.1	46.3	45.5	44.9	41.8	45.1	46.5	44.5	45.7	17.1	27.3	42.2 JK	62.7 JKL
Median	45.0	47.0	46.0	44.0	40.0	45.0	46.0	44.0	46.0	17.0	28.0	43.0	61.0
Standard deviation	17.83	17.32	17.28	18.23	18.80	17.37	17.62	17.94	17.73	1.33	4.40	4.41	9.68

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



PCH Canadian Books 2008

Table AGE Page 271  
Jul. 17, 2008  
(Continued)

AGE. Respondent's age.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Standard error	0.50	1.46	0.83	0.95	1.69	1.43	1.43	0.71	0.71	0.13	0.29	0.24	0.38
Chi-square significance		<-----34.17-----> 27%*						<-----8.19-----> 59%*		<-----4395-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.  
"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

# PCH Canadian Books 2008

Table AGE Page 272  
Jul. 17, 2008

AGE. Respondent's age.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~<\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
15-19	127 8%	6 2%	32 7% B	25 6% B	104 9%	22 7%	121 22% H	5 1%	-	106 9% k	21 6%	28 14% MO	11 2%	66 57% LMOQ	1 1%	-	22 22% MO
20-34	331 22%	68 24%	118 26%	96 24%	256 22%	75 23%	94 17%	137 26% G	99 24% G	269 23%	61 19%	52 27%	189 28%	43 37% lmq	18 25%	-	23 24%
35-40	154 10%	21 7%	46 10%	58 14% B	128 11% f	26 8%	30 5%	65 12% G	58 14% G	114 10%	39 12%	14 7% NQ	122 18% LNQ	2 1%	10 14% NQ	-	2 2%
41-49	251 17%	34 12%	72 16%	95 23% BC	197 17%	53 16%	61 11%	110 21% G	77 19% G	206 18% k	45 14%	28 15% P	167 24% LP	-	15 21% P	7 2%	25 25% 1P
50-57	222 15%	43 15%	63 14%	74 18%	165 14%	57 17%	83 15%	84 16%	53 13%	164 14%	58 18%	35 18% NP	132 19% NP	2 2%	12 16% NP	19 6% N	14 14% Np
58-64	156 10%	43 15% cD	45 10%	30 7%	117 10%	39 12%	54 10%	56 11%	45 11%	115 10%	41 13%	22 11% m	44 6%	-	9 13%	71 24% LMOQ	6 6%
65-75	145 10%	42 14% D	46 10% D	21 5%	110 9%	35 11%	55 10%	40 8%	48 12% h	105 9%	39 12%	9 5% MN	7 1%	1 1%	5 7% mn	119 40% LMNOQ	2 2%
Over 75	80 5%	28 10% CD	21 5% D	8 2%	66 6%	14 4%	38 7% hi	23 4%	17 4%	62 5%	18 6%	2 1%	-	-	1 2%	76 25% LOQ	1 1%
Refuse	37 2%	4 1%	3 1%	3 1%	28 2%	9 3%	12 2%	6 1%	13 3% h	31 3%	6 2%	4 2%	13 2%	2 2%	1 1%	7 2%	4 4%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table AGE Page 273  
Jul. 17, 2008  
(Continued)

AGE. Respondent's age.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Mean	45.1	50.2	44.6	42.8	44.9	45.8	43.2	45.5	46.9	44.5	47.3	40.3	41.3	21.5	45.1	68.8 LMNq	36.6
Median	45.0	52.0	44.0	43.0	44.0	48.0	45.0	45.0	46.0	44.0	48.0	41.0	41.0	19.0	47.0	68.0	43.0
Standard deviation	17.83	18.63	17.50	14.49	18.00	17.24	21.02	15.66	15.27	17.96	17.21	16.32	11.48	8.43	14.91	9.16	16.17
Standard error	0.50	1.15	0.90	0.79	0.60	0.87	0.96	0.75	0.83	0.58	0.99	1.32	0.49	0.89	1.91	0.50	1.88
Chi-square significance	<-----80.07-----> 100%*				<-----7.93-----> 56%*		<-----250.18-----> 100%*			<-----15.11-----> 94%*		<-----1414.7-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G3 Page 274  
Jul. 17, 2008

G3. What language or languages do you speak most often at home?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
English	1,142 76%	105 97% CD	59 16% 88% BDEFG	536 94% C	118 97% C	133 98% CD	190 98% CD	552 75%	590 77%	98 77%	246 74%	318 79%	453 75%
French	413 27%	14 13% FG	326 88% BDEFG	46 8% f	11 9%	6 4%	10 5%	190 26%	223 29%	32 25%	98 30%	99 25%	175 29%
German	22 1%	-	-	8 1%	4 3%	2 1%	8 4% d	10 1%	13 2%	3 3%	4 1%	6 1%	10 2%
Spanish	20 1%	2 2%	1 *%	10 2% c	1 1%	3 2%	1 1%	10 1%	10 1%	2 2%	5 2%	5 1%	7 1%
Chinese	18 1%	-	1 *%	9 2% C	-	2 1%	6 3% C	8 1%	10 1%	7 6% KL	4 1%	5 1%	-
Hindi / Urdu (Hindustani)	11 1%	-	1 *%	6 1%	-	1 1%	3 2%	8 1%	3 *%	-	6 2%	4 1%	-
Italian	11 1%	-	2 1%	8 1%	-	1 *%	-	7 1%	4 *%	-	-	4 1%	7 1%
Punjabi	10 1%	-	-	6 1%	-	1 1%	4 2%	7 1%	3 *%	2 2%	5 2%	3 1%	-
Russian	9 1%	1 1%	1 *%	5 1%	2 1%	-	1 *%	9 1%	-	3 2%	3 1%	4 1%	-
Arabic	8 1%	-	2 1%	4 1%	-	1 *%	1 1%	2 *%	6 1%	1 1%	2 1%	2 1%	2 *%
Korean	4 *%	1 1%	-	4 1%	-	-	-	4 1%	-	3 2%	2 1%	-	-
Greek	4 *%	1 1%	1 *%	2 *%	-	-	-	2 *%	2 *%	-	2 1%	1 *%	1 *%

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G3 Page 275  
Jul. 17, 2008  
(Continued)

G3. What language or languages do you speak most often at home?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Polish	3 *%	-	1 *%	2 *%	-	1 *%	-	2 *%	2 *%	-	-	-	2 *%
Portuguese	3 *%	-	2 *%	-	1 *%	-	1 1%	2 *%	1 *%	-	-	2 1%	1 *%
Japanese	3 *%	-	-	1 *%	-	-	2 1%	3 *%	-	-	2 1%	-	1 *%
Bengali	3 *%	-	-	3 *%	-	-	-	1 *%	2 *%	-	-	-	2 *%
Other Aboriginal Canadian language	3 *%	-	1 *%	2 *%	-	-	-	3 *%	-	-	3 1%	-	-
Tagalog (Filipino)	2 *%	-	-	2 *%	1 1%	-	-	2 *%	1 *%	1 1%	-	2 *%	-
Ukrainian	2 *%	-	-	1 *%	1 *%	-	1 *%	-	2 *%	-	-	-	2 *%
Vietnamese	1 *%	-	1 *%	-	-	-	-	1 *%	-	-	-	-	1 *%
Cree	1 *%	-	-	-	1 *%	-	-	1 *%	-	-	-	-	1 *%
Other	42 3%	2 2%	4 1%	25 4% bC	-	4 3%	7 4%	23 3%	19 2%	6 4%	11 3%	9 2%	17 3%
Don't know	2 *%	-	1 *%	1 *%	-	-	-	2 *%	-	-	-	1 *%	-
Refuse to answer	4 *%	-	2 1%	-	1 1%	1 1%	-	3 *%	1 *%	-	-	1 *%	1 *%
Chi-square significance		<-----1055.05----->						<-----37.96----->		<-----123.47----->			
		100%*						97%*		100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G3 Page 276  
Jul. 17, 2008

G3. What language or languages do you speak most often at home?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
English	1,142	200	332	333	1,115	27	427	404	304	909	233	157	518	77	56	224	86
	76%	69%	75%	81%	95%	8%	78%	77%	74%	77%	71%	81%	76%	67%	77%	75%	87%
				BC	F					K		N					MNP
French	413	97	129	102	96	316	142	142	122	307	105	45	190	44	19	87	15
	27%	33%	29%	25%	8%	96%	26%	27%	30%	26%	32%	23%	28%	38%	27%	29%	15%
		D				E					J		Q	LmQ	q	Q	
German	22	6	6	3	22	-	14	6	2	18	5	2	6	2	4	7	1
	1%	2%	1%	1%	2%		3%	1%	1%	1%	1%	1%	1%	2%	6%	2%	1%
							I								m	m	
Spanish	20	3	2	8	17	2	8	5	7	16	4	3	6	3	4	1	1
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	5%	1%	1%
															p		
Chinese	18	-	7	3	18	1	9	2	7	18	-	1	9	7	-	-	1
	1%		2%	1%	1%	1%	2%	1%	2%	2%		1%	1%	6%			1%
					F		H		h					Lm			
Hindi / Urdu (Hindustani)	11	4	5	1	11	-	2	4	6	11	-	1	10	-	-	-	1
	1%	1%	1%	1%	1%		1%	1%	1%	1%		1%	1%				1%
									g								
Italian	11	1	3	5	10	1	2	5	4	10	1	-	8	-	-	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%			1%	1%
					f												
Punjabi	10	-	6	-	10	-	5	3	2	10	-	1	8	1	-	-	-
	1%		1%		1%		1%	1%	1%	1%		1%	1%	1%			
Russian	9	2	5	3	9	-	3	1	6	9	-	1	7	2	-	-	-
	1%	1%	1%	1%	1%		1%	1%	1%	1%		1%	1%	2%			
									h								
Arabic	8	2	3	1	7	1	1	3	5	8	-	1	6	1	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%		1%	
									g								

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G3 Page 277  
Jul. 17, 2008  
(Continued)

G3. What language or languages do you speak most often at home?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Korean	4 *%	2 1%	-	3 1%	4 *%	-	4 1%	-	-	4 *%	-	2 1%	-	3 2%	-	-	-
Greek	4 *%	1 *%	-	1 *%	4 *%	-	-	1 *%	3 1%	3 *%	1 *%	-	3 *%	-	-	1 *%	-
Polish	3 *%	2 1%	-	1 *%	3 *%	1 *%	1 *%	1 *%	1 *%	3 *%	-	-	2 *%	-	-	2 1%	-
Portuguese	3 *%	-	2 1%	-	3 *%	1 *%	1 *%	-	2 1%	3 *%	-	1 1%	2 *%	-	-	1 *%	-
Japanese	3 *%	-	1 *%	-	3 *%	-	-	2 *%	1 *%	3 *%	-	-	-	2 2%	-	1 *%	-
Bengali	3 *%	1 *%	2 *%	-	3 *%	-	-	-	3 1%	3 *%	-	-	-	-	-	-	1 1%
Other Aboriginal Canadian language	3 *%	-	1 *%	2 *%	2 *%	1 *%	1 *%	2 *%	-	2 *%	1 *%	-	2 *%	-	-	-	1 1%
Tagalog (Filipino)	2 *%	-	-	2 *%	2 *%	-	1 *%	2 *%	-	1 *%	2 1%	1 *%	2 *%	-	-	-	-
Ukrainian	2 *%	1 *%	-	-	2 *%	-	1 *%	-	1 *%	2 *%	1 *%	-	1 *%	-	-	1 *%	-
Vietnamese	1 *%	1 *%	-	-	-	1 *%	-	-	1 *%	1 *%	-	-	-	-	-	1 *%	-
Cree	1 *%	1 *%	-	-	1 *%	-	1 *%	-	-	-	1 *%	-	-	-	-	1 *%	-
Other	42 3%	6 2%	14 3%	13 3%	39 3% F	4 1%	9 2%	14 3%	17 4% G	39 3%	4 1%	5 3%	25 4% P	5 4%	-	5 2%	3 3%
Don't know	2 *%	-	-	-	1 *%	1 *%	-	-	-	2 *%	-	-	-	-	-	-	-
Refuse to answer	4 *%	-	-	-	3 *%	1 *%	-	-	-	3 *%	1 *%	-	-	-	-	-	-
Chi-square significance	<-----62.08-----> 98%*				<-----1063.28-----> 100%*		<-----67.11-----> 99%*			<-----37.34-----> 97%*		<-----164.81-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G4A Page 278  
Jul. 17, 2008

G4A. Can you speak French well enough to conduct a conversation?  
Base: English respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,172 100%	108 100%	39 100%	573 100%	122 100%	135 100%	193 100%	572 100%	600 100%	104 100%	256 100%	325 100%	458 100%
Unweighted 'N'	1,098	150	48	400	150	174	176	549	549	99	168	265	538
Yes	291 25%	33 31% EFG	27 68% BDEFG	155 27% EFG	22 18%	17 13%	36 19%	137 24%	154 26%	42 40% KLM	70 27% m	81 25%	93 20%
No	871 74%	75 69% C	11 28%	414 72% C	99 81% BCD	116 86% BCD	156 81% BCD	429 75%	443 74%	61 59%	184 72% J	243 75% J	360 79% Jk
Don't know	6 1%	-	1 2%	3 1%	1 *%	1 1%	1 *%	4 1%	2 *%	1 1%	2 1%	-	3 1%
Refuse to answer	4 *%	-	1 2%	1 *%	1 1%	1 1%	-	3 1%	1 *%	-	-	1 *%	1 *%
Chi-square significance		<-----70.81-----> 100%*						<-----1.91-----> 41%*		<-----22.32-----> 99%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table G4A Page 279  
Jul. 17, 2008

G4A. Can you speak French well enough to conduct a conversation?  
Base: English respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,172	205	344	335	1,172	-	440	412	311	936	236	163	530	85	58	225	85
	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,098	203	317	296	1,098	-	436	375	278	858	240	145	456	71	54	275	72
Yes	291	37	96	100	291	-	83	98	109	236	54	41	134	37	12	47	14
	25%	18%	28%	30%	25%		19%	24%	35%	25%	23%	25%	25%	44%	21%	21%	17%
			B	B					GH				q	LMOPQ			
No	871	167	247	234	871	-	354	311	201	691	180	119	395	47	46	176	70
	74%	81%	72%	70%	74%		80%	75%	65%	74%	76%	73%	75%	55%	79%	78%	83%
		CD					I	I				N	N		N	N	mN
Don't know	6	1	1	1	6	-	3	3	1	4	2	2	1	1	-	2	-
	1%	1%	*%	*%	1%		1%	1%	*%	*%	1%	1%	*%	1%		1%	
Refuse to answer	4	-	-	-	4	-	-	-	-	4	-	-	-	-	-	-	-
	*%				*%					*%							
Chi-square significance	<-----9.73----->				<-----.0----->		<-----26.03----->			<-----1.92----->		<-----27.49----->					
	95%*				%*		100%*			41%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G4B Page 280  
Jul. 17, 2008

G4B. Can you speak English well enough to conduct a conversation?  
Base: French respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	330 100%	-	330 100%	-	-	1 100%	-	161 100%	170 100%	22 100%	75 100%	79 100%	145 100%
Unweighted 'N'	404	-	403	-	-	1	-	202	202	29	82	95	189
Yes	198 60%	-	198 60%	-	-	-	-	109 68% I	89 52%	18 81% 1M	50 67% M	52 66% M	75 52%
No	125 38%	-	124 38%	-	-	1 100% C	-	45 28%	79 47% H	4 19%	24 32%	25 32%	67 46% JKL
Don't know	5 1%	-	5 1%	-	-	-	-	3 2%	1 1%	-	1 1%	1 1%	3 2%
Refuse to answer	3 1%	-	3 1%	-	-	-	-	3 2%	-	-	-	1 1%	-
Chi-square significance		<-----1.36-----> %*						<-----14.78-----> 100%*		<-----14.17-----> 88%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G4B Page 281  
Jul. 17, 2008

G4B. Can you speak English well enough to conduct a conversation?  
Base: French respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	330	83	102	74	-	330	109	114	100	238	93	31	156	30	14	73	14
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	404	103	124	89	-	404	138	136	120	292	112	38	185	37	17	97	17
Yes	198	39	67	56	-	198	45	78	72	150	49	17	97	26	6	37	12
	60%	47%	66%	76%		60%	41%	68%	72%	63%	52%	53%	62%	86%	40%	50%	84%
			B	B				G	G	k			oP	LMOP			LMOP
No	125	44	33	17	-	125	62	34	27	82	42	15	57	3	8	35	2
	38%	53%	32%	22%		38%	57%	30%	27%	35%	46%	47%	36%	11%	60%	48%	16%
		CD	d				HI				J	NQ	NQ		mNQ	mNQ	
Don't know	5	-	2	2	-	5	1	2	1	4	1	-	2	1	-	1	-
	1%		2%	2%		1%	1%	2%	1%	2%	1%		1%	3%		2%	
Refuse to answer	3	-	-	-	-	3	-	-	-	2	1	-	-	-	-	-	-
	1%					1%				1%	1%						
Chi-square significance	<-----18.14----->				<-----.0----->		<-----26.36----->			<-----3.83----->		<-----20.68----->					
	100%*				%*		100%*			72%*		98%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G5 Page 282  
Jul. 17, 2008

G5. What is the highest level of education that you have completed?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
None	106 7%	7 7%	28 7% fG	47 8% FG	13 11% FG	5 4%	7 3%	52 7%	54 7%	56 44% KLM	2 1%	6 2%	37 6% KL
Secondary (high) school diploma or certificate	443 29%	37 34% c	96 26%	160 28%	46 38% CD	45 33% c	58 30%	220 30%	222 29%	65 51% KLM	91 28% 1	85 21%	194 32% L
College/CEGEP/Non-university certificate or diploma	360 24%	20 19%	105 29% BEG	143 25% E	16 13%	36 26% E	39 20%	158 22%	202 26% H	5 4%	91 28% J	119 29% JM	141 23% J
University certificate or diploma below bachelor level	166 11%	19 17% Cd	19 5%	61 11% C	20 16% C	15 11% C	32 17% Cd	79 11%	87 11%	-	45 14%	56 14%	62 10%
Bachelor's degree (including LL.B.)	262 17%	14 13%	60 16%	111 19% b	20 16%	21 15%	36 19%	142 19% i	120 16%	-	75 23% M	84 21% m	96 16%
Certificate or diploma above bachelor level	30 2%	2 2%	20 5% BDEFG	3 *%	2 2%	3 2%	1 1%	13 2%	17 2%	-	6 2%	14 3% m	9 1%
Master's degree	95 6%	6 5%	27 7% E	37 6% E	2 2%	7 5%	16 8% E	44 6%	51 7%	-	17 5%	31 8%	43 7%
Degree in medicine/dentistry/veterinary medicine/optometry	5 *%	-	1 *%	3 *%	1 *%	-	1 *%	-	5 1%	-	-	2 *%	3 1%
Earned doctorate (Ph. D.)	19 1%	1 1%	5 1%	7 1%	1 1%	2 2%	2 1%	15 2% I	3 *%	-	1 *%	5 1%	12 2% K
Don't know	5 *%	2 2%	2 1%	1 *%	-	-	-	3 *%	3 *%	1 1%	-	1 *%	3 1%
Refuse to answer	12 1%	-	7 2% D	1 *%	1 1%	2 1%	1 1%	7 1%	6 1%	-	1 *%	2 *%	3 1%
Chi-square significance		<-----110.58-----> 100%*						<-----20.38-----> 97%		<-----428.48-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G5 Page 283  
Jul. 17, 2008

G5. What is the highest level of education that you have completed?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
None	106	26	20	14	81	25	106	-	-	85	21	21	9	28	9	23	15
	7%	9%	5%	3%	7%	8%	19%			7%	6%	11%	1%	24%	12%	8%	15%
		CD										M		LMOP	M	M	MP
Secondary (high) school diploma or certificate	443	101	137	82	359	83	443	-	-	329	114	69	159	45	35	92	37
	29%	35%	31%	20%	31%	25%	81%			28%	35%	36%	23%	39%	49%	31%	38%
		D	D		F						J	M		M	IMP	M	M
College/CEGEP/Non-university certificate or diploma	360	78	115	87	262	98	-	360	-	277	84	42	190	18	16	65	22
	24%	27%	26%	21%	22%	30%		68%		24%	25%	22%	28%	16%	22%	22%	22%
					E							NP					
University certificate or diploma below bachelor level	166	26	42	59	150	15	-	166	-	131	35	17	97	11	5	27	5
	11%	9%	9%	14%	13%	5%		32%		11%	11%	9%	14%	9%	7%	9%	6%
				BC	F								LOPQ				
Bachelor's degree (including LL.B.)	262	36	95	96	206	56	-	-	262	212	50	26	147	7	6	57	14
	17%	12%	21%	24%	18%	17%			64%	18%	15%	13%	21%	6%	8%	19%	14%
			B	B								n	LNOq			NO	
Certificate or diploma above bachelor level	30	3	9	12	15	16	-	-	30	21	9	5	20	2	-	2	-
	2%	1%	2%	3%	1%	5%			7%	2%	3%	3%	3%	2%		1%	
				b		E							P				
Master's degree	95	11	22	44	73	22	-	-	95	83	11	11	47	4	1	21	4
	6%	4%	5%	11%	6%	7%			23%	7%	3%	6%	7%	3%	1%	7%	4%
				BC						K		O	nO			nO	
Degree in medicine/dentistry/veterinary medicine/optometry	5	1	-	4	4	1	-	-	5	4	1	-	2	-	-	2	-
	*%	*%		1%	*%	*%			1%	*%	*%		*%			1%	
Earned doctorate (Ph. D.)	19	1	4	10	14	5	-	-	19	18	1	2	10	-	1	6	-
	1%	*%	1%	2%	1%	1%			5%	2%	*%	1%	1%		1%	2%	
				B						K							
Don't know	5	2	1	1	3	2	-	-	-	4	1	-	-	1	-	3	1
	*%	1%	*%	*%	*%	1%				*%	*%			1%		1%	1%

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G5 Page 284  
Jul. 17, 2008  
(Continued)

G5. What is the highest level of education that you have completed?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Refuse to answer	12 1%	3 1%	-	1 *%	6 *%	6 2% e	-	-	-	10 1%	2 1%	-	4 1%	-	-	1 *%	-
Chi-square significance	<-----81.69-----> 100%*				<-----48.15-----> 100%*		<-----2969.82-----> 100%*			<-----15.66-----> 89%*		<-----196.37-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G6A Page 285  
Jul. 17, 2008

G6A. How many years have you lived in your present city, town or reserve?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Less than 10 years	434 29%	20 19%	103 28% B	159 28% B	32 26%	54 39% BCDE	66 34% B	221 30%	213 28%	45 36% M	167 51% JLM	124 31% M	88 15%
10 to less than 20 years	359 24%	22 20%	88 24%	147 26%	31 25%	27 20%	44 23%	170 23%	189 25%	81 64% KLM	77 23% M	111 27% M	85 14%
20 to less than 30 years	236 16%	21 19% f	66 18% f	82 14%	20 16%	17 12%	32 16%	107 15%	129 17%	-	61 19%	54 13%	111 18% L
30 to less than 40 years	187 12%	18 16%	40 11%	78 14%	17 14%	14 11%	20 10%	95 13%	92 12%	-	25 8%	49 12% k	108 18% KL
40 to less than 50 years	135 9%	13 12%	28 8%	56 10%	11 9%	12 9%	15 8%	64 9%	72 9%	-	-	64 16% m	70 12%
50 to less than 60 years	79 5%	6 6%	24 6%	26 5%	6 5%	7 5%	9 5%	43 6%	37 5%	-	-	-	79 13%
60 years or more	61 4%	7 7% Ef	17 5% E	24 4%	2 2%	4 3%	6 3%	27 4%	34 4%	-	-	-	60 10%
Don't know	1 *%	-	1 *%	-	-	-	-	1 *%	-	1 1%	-	-	-
Refuse to answer	10 1%	-	3 1%	2 *%	3 2%	2 1%	1 1%	6 1%	4 1%	-	-	3 1%	1 *%
Chi-square significance	<-----41.03-----> 57%*							<-----5.07-----> 25%*		<-----544.17-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G6A Page 286  
Jul. 17, 2008

G6A. How many years have you lived in your present city, town or reserve?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Less than 10 years	434 29%	97 34%	132 30%	117 29%	343 29%	91 28%	145 26%	147 28%	138 34% Gh	342 29%	92 28%	62 32% P	217 32% P	46 40% P	22 30% P	36 12%	40 41% P
10 to less than 20 years	359 24%	50 17%	109 25% B	108 26% B	279 24%	80 24%	154 28% hI	119 23%	84 21%	275 23%	84 26%	54 28% P	164 24% P	55 48% LMOPq	15 21% p	34 11%	33 34% moP
20 to less than 30 years	236 16%	53 18% c	59 13%	71 17%	178 15%	58 17%	78 14%	90 17%	66 16%	192 16%	44 14%	29 15%	118 17% Nq	10 9%	16 22% Nq	43 15% n	10 10%
30 to less than 40 years	187 12%	25 9%	65 15% B	57 14% B	152 13%	35 11%	54 10%	63 12%	69 17% Gh	142 12%	45 14%	24 12% Nq	88 13% NQ	2 2%	10 14% Nq	54 18% LMNQ	5 5%
40 to less than 50 years	135 9%	17 6%	50 11% B	32 8%	110 9%	25 8%	46 8%	62 12% gI	27 6%	110 9%	25 8%	13 7%	63 9%	-	6 9%	44 15% LMQ	7 7%
50 to less than 60 years	79 5%	26 9% Cd	13 3%	21 5%	56 5%	23 7%	34 6% i	29 6%	15 4%	58 5%	21 6%	7 4%	29 4%	-	2 3%	38 13% LMOQ	3 3%
60 years or more	61 4%	20 7% D	18 4% D	3 1%	45 4%	15 5%	35 6% HI	14 3%	11 3%	45 4%	15 5%	4 2%	4 1%	1 1%	1 1%	49 16% LMNO	-
Don't know	1 *%	-	-	-	-	1 *%	1 *%	-	-	-	1 *%	-	-	1 1%	-	-	-
Refuse to answer	10 1%	-	-	-	8 1%	2 1%	2 *%	2 *%	1 *%	9 1%	1 *%	-	2 *%	1 1%	1 1%	-	-
Chi-square significance	<-----53.75-----> 100%*				<-----8.12-----> 58%*		<-----45.36-----> 100%*			<-----8.17-----> 58%*		<-----343.3-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table G6B Page 287  
Jul. 17, 2008

G6B. How many years have you lived in your present province?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Less than 10 years	159 11%	9 8%	17 5%	53 9% C	11 9% c	30 22% BCDE	39 20% BCDE	89 12% i	70 9%	18 14% M	62 19% LM	49 12% M	24 4%
10 to less than 20 years	243 16%	19 18% C	40 11%	102 18% C	24 20% C	28 20% C	30 16%	122 17%	120 16%	108 86% KLM	52 16% M	50 12% M	28 5%
20 to less than 30 years	236 16%	17 15%	63 17%	87 15%	25 20%	18 14%	27 14%	119 16%	117 15%	-	149 45% LM	31 8%	48 8%
30 to less than 40 years	248 17%	18 17% f	59 16% F	97 17% F	24 20% F	13 10%	36 19% F	112 15%	136 18%	-	68 20% M	106 26% M	69 12%
40 to less than 50 years	226 15%	18 16%	57 15%	97 17% E	13 10%	17 13%	24 13%	105 14%	121 16%	-	-	166 41% M	58 10%
50 to less than 6 years	198 13%	15 14% e	65 18% DEFG	71 12%	9 8%	15 11%	22 11%	90 12%	107 14%	-	-	-	196 32%
60 years or more	179 12%	12 11%	62 17% bDFG	65 11% g	14 12%	11 8%	13 7%	87 12%	91 12%	-	-	-	177 29%
Don't know	2 *%	-	1 *%	-	-	-	1 *%	1 *%	1 *%	-	-	-	2 *%
Refuse to answer	13 1%	-	5 1% d	2 *%	2 2%	3 2%	1 1%	7 1%	6 1%	-	-	3 1%	2 *%
Chi-square significance		<-----104.05-----> 100%*						<-----6.23-----> 38%*		<-----1575.53-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G6B Page 288  
Jul. 17, 2008

G6B. How many years have you lived in your present province?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Less than 10 years	159 11%	25 9%	59 13% b	43 11%	148 13% F	10 3%	53 10%	51 10%	53 13%	139 12% K	19 6%	22 11% P	79 12% P	23 20% LMPq	11 15% P	9 3%	11 11% P
10 to less than 20 years	243 16%	16 5%	69 16% B	75 18% B	211 18% F	32 10%	140 26% HI	54 10%	48 12%	199 17% k	43 13%	35 18% P	90 13% P	70 61% LMOPQ	9 12% P	10 3%	27 27% MOP
20 to less than 30 years	236 16%	54 19% c	61 14%	78 19% c	180 15%	56 17%	61 11%	96 18% G	76 19% G	194 17% k	41 13%	32 16% P	145 21% PQ	18 16% P	11 15% P	14 5%	11 11%
30 to less than 40 years	248 17%	46 16%	81 18%	74 18%	195 17%	53 16%	59 11%	98 19% G	90 22% G	185 16%	63 19%	39 20% NPq	141 21% NPQ	3 2%	13 18% N	33 11% N	11 12% N
40 to less than 50 years	226 15%	42 14%	63 14%	70 17%	175 15%	51 16%	70 13%	103 20% GI	52 13%	177 15%	50 15%	24 13%	131 19% LP	-	9 13%	34 11%	23 23% LP
50 to less than 6 years	198 13%	47 16%	56 13%	49 12%	135 12%	63 19% E	77 14%	75 14%	45 11%	140 12%	58 18% J	29 15%	86 12%	-	12 16%	54 18% M	15 16%
60 years or more	179 12%	58 20% CD	55 12% D	19 5%	119 10%	59 18% E	88 16% HI	45 9%	44 11%	128 11%	50 15% j	14 7% MNQ	11 2%	1 1%	7 10% MNQ	142 47% LMNOQ	1 1%
Don't know	2 *%	-	1 *%	1 *%	1 *%	1 *%	-	1 *%	1 *%	1 *%	1 *%	-	1 *%	-	-	1 *%	-
Refuse to answer	13 1%	2 1%	-	-	8 1%	5 1%	1 *%	2 *%	2 *%	10 1%	3 1%	-	2 *%	-	1 1%	2 1%	-
Chi-square significance	<-----74.95-----> 100%*				<-----59.84-----> 100%*		<-----107.49-----> 100%*			<-----26.79-----> 100%*		<-----735.76-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G6C Page 289  
Jul. 17, 2008

G6C. How many years have you lived in Canada?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Less than 10 years	69 5%	4 3%	10 3%	33 6% CE	2 2%	4 3%	17 9% bCEF	43 6% I	25 3%	14 11% LM	27 8% LM	17 4% M	9 1%
10 to less than 20 years	176 12%	10 9%	35 10%	78 14% c	20 16% bc	13 10%	19 10%	87 12%	89 12%	113 89% KLM	35 11% LM	17 4% M	6 1%
20 to less than 30 years	217 14%	13 12%	59 16%	78 14%	20 16%	22 16%	25 13%	101 14%	115 15%	-	181 55% LM	17 4%	14 2%
30 to less than 40 years	250 17%	16 15%	60 16%	92 16%	24 20%	24 18%	34 18%	126 17%	124 16%	-	88 26% M	125 31% M	32 5%
40 to less than 50 years	266 18%	23 21%	61 17%	109 19%	20 16%	22 16%	32 16%	132 18%	134 17%	-	-	224 55% M	40 7%
50 to less than 60 years	255 17%	21 19% E	69 19% E	89 16%	13 11%	26 19% E	37 19% E	115 16%	141 18%	-	-	-	254 42%
60 years or more	249 17%	21 19%	68 18%	93 16%	20 17%	22 16%	25 13%	116 16%	133 17%	-	-	-	244 40%
Don't know	3 *%	1 1%	1 *%	-	-	-	1 *%	1 *%	2 *%	-	-	-	2 *%
Refuse to answer	18 1%	-	5 1% d	2 *%	4 3% d	4 3% d	3 2%	11 2%	7 1%	-	-	4 1%	2 *%
Chi-square significance	<-----52.51-----> 91%*							<-----9.66-----> 71%		<-----2531.72-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G6C Page 290  
Jul. 17, 2008

G6C. How many years have you lived in Canada?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Less than 10 years	69	12	28	14	62	7	27	17	25	62	7	14	32	13	-	3	4
	5%	4%	6%	3%	5%	2%	5%	3%	6%	5%	2%	7%	5%	11%		1%	4%
			d		F				h	K		P	P	mPq			
10 to less than 20 years	176	8	50	44	147	29	129	26	20	151	25	29	44	71	6	1	25
	12%	3%	11%	11%	13%	9%	24%	5%	5%	13%	8%	15%	6%	62%	9%	*%	25%
			B	B	F		HI			K		MP	P	LMOPQ	P		LMOP
20 to less than 30 years	217	53	68	62	163	54	54	91	69	178	39	27	133	23	13	4	12
	14%	19%	15%	15%	14%	16%	10%	17%	17%	15%	12%	14%	19%	20%	18%	1%	12%
							G	G				P	LPq	P	P		P
30 to less than 40 years	250	40	80	91	201	49	54	100	93	192	58	38	159	6	16	15	9
	17%	14%	18%	22%	17%	15%	10%	19%	23%	16%	18%	20%	23%	6%	23%	5%	9%
				B				G	G			NPQ	NPQ		NPQ		
40 to less than 50 years	266	44	74	92	210	56	72	120	72	213	53	27	166	-	13	26	27
	18%	15%	17%	23%	18%	17%	13%	23%	18%	18%	16%	14%	24%		17%	9%	28%
				BC				Gi	g			P	LP		P		LP
50 to less than 60 years	255	55	68	75	188	67	95	92	66	182	74	40	122	1	14	56	16
	17%	19%	15%	18%	16%	20%	17%	18%	16%	16%	22%	21%	18%	1%	19%	19%	16%
						e					J	N	N		N	N	N
60 years or more	249	74	78	30	185	63	116	72	60	179	69	17	23	1	8	191	4
	17%	26%	17%	7%	16%	19%	21%	14%	15%	15%	21%	9%	3%	1%	12%	64%	4%
		CD	D				HI			J		MN	n		MNq	LMNOQ	
Don't know	3	-	1	1	2	1	1	1	1	2	1	1	1	-	-	1	-
	*%		*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%			*%	
Refuse to answer	18	2	-	-	14	5	1	5	4	14	4	-	5	-	1	3	1
	1%	1%			1%	1%	*%	1%	1%	1%	1%		1%		1%	1%	1%
Chi-square significance	<-----78.77----->				<-----16.16----->		<-----174.18----->			<-----27.36----->		<-----1025.43----->					
	100%*				96%*		100%*			100%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G7 Page 291  
Jul. 17, 2008

G7. Which of the following best describes your employment status?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Working part time	194 13%	15 13%	35 10%	79 14% ce	10 9%	19 14%	36 19% CE	69 9%	125 16% H	28 22% LM	52 16% 1	43 11%	68 11%
Working full time	686 46%	53 49%	172 47%	244 42%	61 50%	70 52% d	86 44%	394 54% I	291 38%	11 9%	189 57% JM	290 72% JKM	183 30% J
Studying part time	29 2%	2 2%	7 2%	12 2%	-	5 4%	4 2%	16 2%	13 2%	9 7% LM	17 5% LM	1 *	2 *
Studying full time	85 6%	4 4%	30 8% bDF	27 5% F	11 9% F	2 1%	11 6% F	40 6%	45 6%	56 44% KLM	25 8% LM	1 *	1 *
Homemaker	72 5%	9 8% G	16 4%	26 5%	7 6%	8 6%	5 3%	1 *% H	71 9% H	1 1%	18 6% J	25 6% J	27 5% J
Retired	298 20%	19 18%	82 22% F	123 21% F	21 17%	20 14%	34 17%	139 19%	159 21%	-	-	7 2%	284 47% L
Not working, looking for work	55 4%	2 1%	8 2%	31 5% BC	3 3%	4 3%	6 3%	34 5% i	21 3%	20 16% KLM	15 5% M	13 3% M	4 1%
Not working, unable to work	44 3%	2 2%	6 2%	16 3%	6 5% c	5 4%	8 4%	19 3%	25 3%	2 2%	9 3%	14 3%	19 3%
Other	24 2%	3 2%	6 2%	10 2% f	2 2%	1 *% f	3 1%	13 2%	11 1%	-	7 2%	7 2%	10 2%
Don't know	2 *%	-	-	2 *% f	-	-	-	-	2 *% f	-	-	2 *% f	-
Refuse to answer	13 1%	-	6 2% d	3 *% d	1 1%	3 2%	1 *% d	7 1%	6 1%	-	-	3 1%	5 1%
Chi-square significance	<-----67.08-----> 95%*							<-----108.23-----> 100%*		<-----1061.36-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G7 Page 292  
Jul. 17, 2008

G7. Which of the following best describes your employment status?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Working part time	194 13%	39 13%	61 14%	40 10%	163 14% F	31 9%	90 16% HI	59 11%	44 11%	144 12%	50 15%	194 100%	-	-	-	-	-
Working full time	686 46%	88 31%	204 46% B	273 67% BC	530 45%	156 47%	168 31%	288 55% G	226 55% G	540 46%	146 44%	-	686 100%	-	-	-	-
Studying part time	29 2%	5 2%	6 1%	7 2%	24 2%	6 2%	11 2%	12 2%	6 1%	26 2%	4 1%	-	-	29 26%	-	-	-
Studying full time	85 6%	10 3%	23 5%	22 5%	61 5%	24 7%	61 11% HI	16 3%	7 2%	79 7% K	6 2%	-	-	85 74%	-	-	-
Homemaker	72 5%	17 6% D	24 5% D	10 3%	58 5%	14 4%	44 8% HI	21 4% i	8 2%	51 4%	21 6%	-	-	-	72 100%	-	-
Retired	298 20%	82 28% CD	95 21% D	38 9%	225 19%	73 22%	114 21%	92 17%	88 21%	222 19%	76 23%	-	-	-	-	298 100%	-
Not working, looking for work	55 4%	19 7% cD	15 3%	6 2%	47 4%	8 3%	33 6% HI	10 2%	12 3%	46 4%	9 3%	-	-	-	-	-	55 56%
Not working, unable to work	44 3%	24 8% CD	10 2%	5 1%	38 3%	6 2%	19 3% i	17 3%	6 2%	35 3%	8 3%	-	-	-	-	-	44 44%
Other	24 2%	5 2%	6 1%	6 2%	18 2%	6 2%	6 1%	6 1%	12 3% gh	16 1%	8 2%	-	-	-	-	-	-
Don't know	2 *%	-	-	-	2 *%	-	-	2 *%	-	2 *%	-	-	-	-	-	-	-

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G7 Page 293  
Jul. 17, 2008  
(Continued)

G7. Which of the following best describes your employment status?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Refuse to answer	13 1%	-	2 *%	-	8 1%	5 2%	2 *%	2 *%	2 *%	12 1%	1 *%	-	-	-	-	-	-
Chi-square significance	<-----134.4----->				<-----14.09----->		<-----147.8----->			<-----23.45----->		<-----7317.55----->					
	100%*				83%*		100%*			99%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G8 Page 294  
Jul. 17, 2008

G8. How many people, including yourself, usually live at this address?

Base: All respondents

BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
1	252 17%	14 13%	74 20% BeF	92 16%	17 14%	18 13%	37 19%	116 16%	136 18%	-	33 10%	44 11%	167 28% KL
2	504 34%	40 37%	125 34%	183 32%	42 34%	52 38%	62 32%	243 33%	261 34%	3 3%	105 32% JL	86 21% J	298 49% JKL
3	257 17%	20 19%	51 14%	105 18% c	23 19%	23 17%	34 18%	135 18%	122 16%	30 24% M	78 24% LM	71 18% M	71 12%
4	294 20%	20 19%	79 21%	111 19%	21 17%	26 19%	37 19%	150 20%	145 19%	51 41% KM	74 22% M	130 32% KM	35 6%
5+	177 12%	14 13%	33 9%	77 13% C	18 15%	15 11%	20 10%	79 11%	98 13%	42 33% KLM	41 12% M	67 17% M	27 4%
Don't know	2 *%	-	-	2 *%	-	-	1 *%	-	2 *%	-	-	2 *%	1 *%
Refuse to answer	16 1%	-	6 2%	3 1%	2 2%	2 1%	2 1%	10 1%	6 1%	-	-	5 1%	4 1%
Chi-square significance		<-----24.28-----> 24%*						<-----7.56-----> 73%		<-----411.12-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table G8 Page 295  
Jul. 17, 2008

G8. How many people, including yourself, usually live at this address?

Base: All respondents

BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
1	252	116	72	18	183	69	81	88	77	207	45	26	88	4	3	97	28
	17%	40%	16%	4%	16%	21%	15%	17%	19%	18%	14%	13%	13%	3%	4%	32%	29%
		CD	D			E				k		NO	NO			LMNO	LMNO
2	504	103	172	125	388	116	161	184	156	370	134	42	220	20	18	179	19
	34%	36%	39%	31%	33%	35%	29%	35%	38%	32%	41%	22%	32%	17%	26%	60%	19%
			D				g		G		J		LNQ			LMNOQ	
3	257	31	76	78	212	45	102	88	66	210	47	42	133	26	14	13	22
	17%	11%	17%	19%	18%	14%	19%	17%	16%	18%	14%	22%	19%	23%	19%	5%	22%
			B	B	F							P	P	P	P		P
4	294	28	67	130	226	68	120	103	71	242	52	47	158	38	20	4	21
	20%	10%	15%	32%	19%	21%	22%	20%	17%	21%	16%	24%	23%	33%	28%	1%	21%
			B	BC		i				K		P	P	MPq	P		P
5+	177	10	59	58	150	27	82	57	38	128	49	37	83	26	17	1	8
	12%	3%	13%	14%	13%	8%	15%	11%	9%	11%	15%	19%	12%	22%	23%	1%	8%
			B	B	F		hI				j	MPQ	P	MPQ	MPQ		P
Don't know	2	-	-	-	2	-	-	2	-	2	-	-	-	-	-	1	-
	1%				1%			1%		1%						1%	
Refuse to answer	16	1	-	-	10	5	3	4	3	14	2	-	4	1	-	3	-
	1%	1%			1%	2%	1%	1%	1%	1%	1%		1%	1%		1%	
Chi-square significance	<-----205.33----->				<-----15----->		<-----23.01----->			<-----19.24----->		<-----337.9----->					
	100%*				98%*		97%*			100%*		100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G9 Page 296  
Jul. 17, 2008

G9. Which of the following categories best reflects the total household income before taxes?

Base: All respondents

BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
\$40,000 or less (Net)	288 19%	24 22% F	89 24% DFg	96 17%	27 22% F	17 13%	34 18%	129 18%	159 21%	6 5%	68 21% JL	55 14% J	155 26% JL
\$10,000 or less	28 2%	1 1%	9 2% Bd	6 1%	5 4% b	-	8 4% Bd	16 2%	12 2%	-	10 3%	4 1%	13 2%
Between \$10,000 and \$20,000	55 4%	5 5%	15 4% f	22 4%	4 4%	2 2%	6 3%	23 3%	32 4%	3 2%	10 3%	9 2%	33 5% JL
Between \$20,000 and \$30,000	93 6%	6 6%	26 7%	38 7%	6 5%	9 6%	9 5%	35 5%	57 7% H	-	19 6%	22 5%	50 8% 1
Between \$30,000 and \$40,000	93 6%	11 10% DFG	34 9% DFG	24 4%	10 8%	5 4%	8 4%	43 6%	50 6%	3 3%	25 7% J	16 4%	48 8% JL
\$40,000 or less (unspecified)	19 1%	1 1%	4 1%	7 1%	2 2%	1 1%	4 2%	12 2%	7 1%	-	4 1%	3 1%	11 2% 1
Between \$40,000 and \$80,000 (Net)	446 30%	35 32% f	114 31% f	166 29%	31 26%	31 23%	69 36% eF	219 30%	227 30%	32 25%	118 36% Jm	118 29%	175 29%
Between \$40,000 and \$50,000	84 6%	8 7%	26 7%	27 5%	5 4%	7 5%	11 6%	40 5%	44 6%	3 2%	21 6% J	19 5%	41 7% J
Between \$50,000 and \$60,000	151 10%	9 8%	36 10%	65 11% f	9 7%	9 7%	23 12%	73 10%	78 10%	11 8%	52 16% jLM	35 9%	52 9%
Between \$60,000 and \$70,000	91 6%	11 10% cd	19 5%	30 5%	6 5%	7 5%	17 9%	44 6%	47 6%	6 5%	24 7%	22 6%	39 6%

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G9 Page 297  
Jul. 17, 2008  
(Continued)

G9. Which of the following categories best reflects the total household income before taxes?  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Between \$70,000 and \$80,000	76 5%	4 4%	21 6%	25 4%	7 6%	7 5%	11 6%	45 6% i	31 4%	6 5%	9 3%	31 8% Km	29 5%
Between \$40,000 and \$80,000 (unspecified)	45 3%	3 3%	11 3% f	19 3% f	4 3%	1 1%	6 3%	16 2%	28 4%	6 5%	13 4%	10 3%	15 3%
More than \$80,000 (Net)	409 27%	22 21%	84 23%	175 31% BCE	26 21%	53 39% BCdEG	49 26%	241 33% I	168 22%	25 20%	96 29% jM	153 38% JKM	132 22%
Between \$80,000 and \$90,000	57 4%	8 8% Dfg	17 5%	17 3%	4 4%	4 3%	7 3%	34 5%	23 3%	1 1%	12 3% J	21 5% J	23 4% J
Between \$90,000 and \$100,000	76 5%	3 3%	14 4% e	35 6% E	2 1%	11 8% bcE	11 6% E	29 4%	47 6% h	5 4%	21 6% m	32 8% jM	18 3%
Between \$100,000 and \$110,000	70 5%	3 3%	17 5%	29 5%	4 4%	10 7% b	8 4%	43 6% I	27 4%	5 4%	10 3%	33 8% KM	22 4%
More than \$110,000	171 11%	7 6%	32 9%	75 13% BC	14 12%	24 17% BCg	19 10%	111 15% I	60 8%	11 9%	41 13%	56 14% m	59 10%
More than \$80,000 (unspecified)	35 2%	1 *%	5 1%	20 4% BCE	1 1%	5 3% b	5 2%	24 3% I	12 2%	3 2%	12 4%	12 3%	9 2%
Don't know	130 9%	9 9%	34 9%	44 8% Dfg	18 15%	11 8%	13 7%	54 7%	75 10%	64 50% KLM	18 5%	18 4%	25 4%
Refuse to answer	229 15%	18 16%	48 13%	92 16%	20 17%	24 18%	28 14%	90 12%	139 18% H	1 *%	31 9% J	61 15% JK	115 19% JK
Chi-square significance		<-----101.56-----> 95%*						<-----57.73-----> 100%*		<-----428.05-----> 100%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G9 Page 298  
Jul. 17, 2008

G9. Which of the following categories best reflects the total household income before taxes?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
\$40,000 or less (Net)	288 19%	288 100%	-	-	205 17%	83 25% E	127 23% I	104 20% I	52 13%	220 19%	68 21%	39 20% M	88 13%	15 13%	17 24% Mn	82 27% LMN	43 43% LMNOP
\$10,000 or less	28 2%	28 10%	-	-	21 2%	8 2%	15 3% H	5 1%	8 2%	21 2%	7 2%	9 4% Mp	2 *	2 2%	2 3%	4 1%	9 9% MNP
Between \$10,000 and \$20,000	55 4%	55 19%	-	-	41 4%	14 4%	32 6% hI	17 3% I	4 1%	44 4%	11 3%	6 3%	6 1%	2 1%	2 3%	21 7% LMNo	17 17% LMNOP
Between \$20,000 and \$30,000	93 6%	93 32%	-	-	68 6%	24 7%	43 8% I	37 7% I	13 3%	75 6%	18 6%	11 6%	39 6%	4 3%	7 10% n	24 8% N	6 6%
Between \$30,000 and \$40,000	93 6%	93 32%	-	-	59 5%	34 10% E	30 5%	36 7%	26 6%	66 6%	27 8%	11 6%	36 5%	6 5%	5 7%	22 7%	10 10%
\$40,000 or less (unspecified)	19 1%	19 7%	-	-	16 1%	4 1%	6 1%	9 2% i	2 *%	14 1%	6 2%	2 1%	5 1%	2 2%	-	10 3% LMq	1 1%
Between \$40,000 and \$80,000 (Net)	446 30%	-	446 100%	-	344 29%	102 31%	157 29%	157 30%	130 32%	337 29%	109 33%	61 32%	204 30%	29 25%	24 33%	95 32%	25 25%
Between \$40,000 and \$50,000	84 6%	-	84 19%	-	60 5%	23 7%	32 6%	26 5%	25 6%	66 6%	17 5%	9 5%	33 5%	5 5%	8 11% q	23 8% mq	3 3%
Between \$50,000 and \$60,000	151 10%	-	151 34%	-	118 10%	32 10%	55 10%	50 9%	45 11%	111 10%	39 12%	21 11%	73 11%	8 7%	9 13%	28 10%	10 10%
Between \$60,000 and \$70,000	91 6%	-	91 20%	-	73 6%	17 5%	35 6%	29 6%	26 6%	67 6%	24 7%	14 7% nq	46 7% NoQ	3 2%	2 3%	20 7% Noq	3 3%

Comparison Groups: BCD/EF/GHI/JK/LMNOPQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G9 Page 299  
Jul. 17, 2008  
(Continued)

G9. Which of the following categories best reflects the total household income before taxes?  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Between \$70,000 and \$80,000	76 5%	-	76 17%	-	57 5%	19 6%	19 3%	33 6% G	23 6%	57 5%	19 6%	9 5%	36 5%	5 4%	3 3%	18 6%	4 4%
Between \$40,000 and \$80,000 (unspecified)	45 3%	-	45 10%	-	35 3%	10 3%	15 3%	18 3%	10 2%	36 3%	9 3%	8 4%	15 2%	8 7%	3 4%	6 2%	5 5%
More than \$80,000 (Net)	409 27%	-	-	409 100%	335 29% F	74 23%	96 17%	146 28% G	166 40% GH	332 28% k	78 24%	40 21% Pq	273 40% LNOPQ	30 26% oPQ	10 15%	38 13%	11 12%
Between \$80,000 and \$90,000	57 4%	-	-	57 14%	41 4%	16 5%	14 3%	19 4%	24 6% G	41 3%	16 5%	5 3%	39 6% LP	-	2 3%	6 2%	3 3%
Between \$90,000 and \$100,000	76 5%	-	-	76 19%	64 5%	12 4%	19 3%	34 6% G	23 6%	63 5%	13 4%	7 3%	50 7% LPq	6 5%	2 3%	7 2%	3 3%
Between \$100,000 and \$110,000	70 5%	-	-	70 17%	55 5%	15 5%	17 3%	27 5% g	25 6% g	55 5%	16 5%	6 3%	53 8% LNOPQ	4 3%	1 1%	4 1%	2 2%
More than \$110,000	171 11%	-	-	171 42%	144 12% F	27 8%	39 7%	50 9%	81 20% GH	142 12% k	29 9%	16 8% Q	113 16% LOPQ	15 13% PQ	5 7%	16 5% Q	1 1%
More than \$80,000 (unspecified)	35 2%	-	-	35 9%	31 3%	5 1%	7 1%	16 3% G	12 3% g	32 3% K	4 1%	7 3%	18 3%	4 4%	-	5 2%	1 1%
Don't know	130 9%	-	-	-	102 9%	28 8%	96 18% HI	21 4%	11 3%	108 9%	21 7%	22 12% M	32 5%	34 30% LMOPQ	6 8%	20 7%	12 12% m
Refuse to answer	229 15%	-	-	-	186 16%	43 13%	73 13%	97 18% GI	51 13%	176 15%	53 16%	31 16% Nq	90 13% N	7 6%	14 20% NQ	63 21% MNQ	8 8%
Chi-square significance	<-----2285.97-----> 100%*				<-----25.19-----> 93%*		<-----184.92-----> 100%*			<-----16.72-----> 60%*		<-----358.86-----> 100%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G11 Page 300  
Jul. 17, 2008

G11. Gender.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Male	732 49%	52 48%	179 48%	278 49%	59 48%	68 50%	96 50%	732 100%	-	68 54%	164 50%	201 50%	280 46%
Female	770 51%	56 52%	190 52%	295 51%	64 52%	68 50%	97 50%	- 100%	770 100%	59 46%	167 50%	203 50%	323 54%
Chi-square significance		<-----.27-----> %						<-----1502-----> 100%		<-----2.66-----> 55%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table G11 Page 301  
Jul. 17, 2008

G11. Gender.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Male	732	129	219	241	572	161	272	237	214	572	161	69	394	57	1	139	53
	49%	45%	49%	59%	49%	49%	50%	45%	52%	49%	49%	36%	58%	49%	1%	47%	54%
				BC					H			O	LOP	LO		LO	LO
Female	770	159	227	168	600	170	276	289	196	602	168	125	291	58	71	159	46
	51%	55%	51%	41%	51%	51%	50%	55%	48%	51%	51%	64%	42%	51%	99%	53%	46%
		D	D				I					MNPQ			LMNPQ	M	
Chi-square significance	<-----15.35----->				<----- .01----->		<-----5.04----->			<----- .0----->		<-----102.01----->					
	100%				6%		92%			4%		100%					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table LANG Page 302  
Jul. 17, 2008

LANG. Language of interview.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
English	1,172 78%	108 100%	39 11%	573 100%	122 100%	135 99%	193 100%	572 78%	600 78%	104 82%	256 77%	325 80%	458 76%
		C		C	C	C	C						
French	330 22%	-	330 89%	-	-	1 1%	-	161 22%	170 22%	22 18%	75 23%	79 20%	145 24%
			F										
Chi-square significance		<-----1292.21-----> 100%						<-----.01-----> 6%		<-----4.34-----> 77%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima



# PCH Canadian Books 2008

Table LANG Page 303  
Jul. 17, 2008

LANG. Language of interview.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
English	1,172	205	344	335	1,172	-	440	412	311	936	236	163	530	85	58	225	85
	78%	71%	77%	82%	100%		80%	78%	76%	80%	72%	84%	77%	74%	81%	75%	85%
			b	B						K		mnP					mnP
French	330	83	102	74	-	330	109	114	100	238	93	31	156	30	14	73	14
	22%	29%	23%	18%		100%	20%	22%	24%	20%	28%	16%	23%	26%	19%	25%	15%
		cD								J			lq	lq		LQ	
Chi-square significance	<-----11----->				<-----1502----->		<-----2.75----->			<-----9.53----->		<-----9.94----->					
	100%				100%		75%			100%		92%					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table REGN Page 304  
Jul. 17, 2008

REGN. Region code.  
Base: All respondents  
BANNER 1

	Total	Region						Gender		Age			
		Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Newfoundland	18 1%	18 16%	-	-	-	-	-	11 1%	7 1%	1 1%	4 1%	3 1%	9 2%
Nova Scotia	52 3%	52 48%	-	-	-	-	-	26 4%	26 3%	5 4%	7 2%	18 4%	22 4%
PEI	5 *%	5 5%	-	-	-	-	-	2 *%	4 *%	-	2 1%	-	3 1%
New Brunswick	33 2%	33 31%	-	-	-	-	-	14 2%	19 2%	2 2%	9 3%	9 2%	13 2%
Quebec	369 25%	-	369 100%	-	-	-	-	179 24%	190 25%	27 21%	81 25%	95 24%	154 25%
Ontario	573 38%	-	-	573 100%	-	-	-	278 38%	295 38%	59 46% km	121 37%	160 40%	224 37%
Manitoba	64 4%	-	-	-	64 52%	-	-	31 4%	33 4%	7 6%	15 5%	13 3%	25 4%
Saskatchewan	59 4%	-	-	-	59 48%	-	-	28 4%	31 4%	9 7%	17 5%	12 3%	18 3%
Alberta	136 9%	-	-	-	-	136 100%	-	68 9%	68 9%	8 7%	29 9%	40 10%	52 9%
British Columbia	193 13%	-	-	-	-	-	193 100%	96 13%	97 13%	9 7%	46 14% J	54 13% J	82 14% J
Chi-square significance		<-----7510-----> 100%*						<-----2.29-----> 1%		<-----26.31-----> 50%*			

Comparison Groups: BCDEFG/HI/JKLM

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1  
or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table REGN Page 305  
Jul. 17, 2008

REGN. Region code.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502 100%	288 100%	446 100%	409 100%	1,172 100%	330 100%	549 100%	526 100%	410 100%	1,173 100%	329 100%	194 100%	686 100%	115 100%	72 100%	298 100%	99 100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Newfoundland	18 1%	3 1%	8 2%	2 1%	18 2%	-	7 1%	8 2%	3 1%	12 1%	6 2%	1 1%	11 2%	0 *%	-	4 1%	0 *%
Nova Scotia	52 3%	11 4%	16 4%	13 3%	52 4%	-	24 4%	15 3%	12 3%	28 2%	24 7%	9 5%	26 4%	3 3%	5 7%	6 2%	2 2%
PEI	5 *%	-	3 1%	1 *%	5 *%	-	2 *%	2 *%	1 *%	1 *%	4 1%	1 *%	3 *%	-	-	2 1%	-
New Brunswick	33 2%	10 3%	8 2%	7 2%	33 3%	-	12 2%	14 3%	7 2%	20 2%	14 4%	3 2%	14 2%	3 2%	4 5%	8 3%	1 1%
Quebec	369 25%	89 31%	114 26%	84 21%	39 3%	330 100%	123 22%	124 24%	112 27%	269 23%	100 30%	35 18%	172 25%	37 32%	16 23%	82 27%	14 14%
Ontario	573 38%	96 33%	166 37%	175 43%	573 49%	-	207 38%	204 39%	160 39%	467 40%	106 32%	79 41%	244 36%	39 34%	26 37%	123 41%	48 48%
Manitoba	64 4%	12 4%	16 3%	14 3%	64 5%	-	33 6%	21 4%	10 2%	50 4%	13 4%	7 4%	33 5%	3 2%	5 7%	11 4%	4 4%
Saskatchewan	59 4%	15 5%	16 4%	11 3%	59 5%	-	27 5%	15 3%	16 4%	44 4%	15 4%	3 2%	27 4%	8 7%	2 3%	9 3%	6 6%
Alberta	136 9%	17 6%	31 7%	53 13%	135 12%	1 *%	51 9%	51 10%	33 8%	123 10%	13 4%	19 10%	70 10%	7 6%	8 11%	20 7%	9 9%
British Columbia	193 13%	34 12%	69 15%	49 12%	193 16%	-	64 12%	72 14%	56 14%	160 14%	34 10%	36 18%	86 13%	15 13%	5 7%	34 11%	14 14%
Chi-square significance	<-----36.87-----> 99%*				<-----1292.21-----> 100%		<-----18.9-----> 60%			<-----58.87-----> 100%		<-----53.46-----> 82%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

"\*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table URCO Page 306  
Jul. 17, 2008

URCO. Urban vs. rural.  
Base: All respondents  
BANNER 1

	Region							Gender		Age			
	Total	Atlantic	Quebec	Ontario	Man./Sask.	Alberta	BC	Men	Women	15-19	20-34	35-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total	1,502 100%	108 100%	369 100%	573 100%	122 100%	136 100%	193 100%	732 100%	770 100%	127 100%	331 100%	404 100%	603 100%
Unweighted 'N'	1,502	150	451	400	150	175	176	751	751	128	250	360	727
Rural Area	329 22%	47 44% CDEFG	100 27% DFG	106 19% F	28 23% F	13 10%	34 17% f	161 22%	168 22%	21 16%	61 19%	84 21%	156 26% JKL
Urban core	1,007 67%	48 45%	242 66% Be	410 71% BcE	70 57% B	93 68% Be	143 74% BCE	494 68%	512 67%	89 70%	247 75% LM	269 67%	380 63%
Urban fringe	32 2%	-	5 1%	16 3%	2 2%	3 2%	6 3%	11 1%	21 3%	1 1%	5 1%	9 2%	17 3% J
Urban outside metropolitan area	113 7%	13 12% CDg	12 3%	33 6%	22 18% CDG	22 16% CDG	10 5%	58 8%	55 7%	15 12% k	16 5%	34 8%	40 7%
Secondary urban core	22 1%	-	9 2%	9 2%	-	4 3%	-	9 1%	13 2%	1 1%	1 *% K	9 2%	9 1% k
Chi-square significance	<-----119.05-----> 100%*							<-----3.9-----> 58%		<-----27.09-----> 99%			

Comparison Groups: BCDEFG/HI/JKLM  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima

# PCH Canadian Books 2008

Table URCO Page 307  
Jul. 17, 2008

URCO. Urban vs. rural.  
Base: All respondents  
BANNER 2

	Income				Interview Language		Education			Urban/Rural		Employment Status					
	Total	<\$40K	\$40-~\$80K	\$80K+	English	French	High School or less	College	Completed Univ. / Post Grad	Urban	Rural	Working Part Time	Working Full Time	Studying	Homemaker	Retired	Not Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Total	1,502	288	446	409	1,172	330	549	526	410	1,173	329	194	686	115	72	298	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted 'N'	1,502	306	441	385	1,098	404	574	511	398	1,150	352	183	641	108	71	372	89
Rural Area	329	68	109	78	236	93	135	119	72	-	329	50	146	10	21	76	18
	22%	24%	24%	19%	20%	28%	25%	23%	18%		100%	26%	21%	8%	29%	25%	18%
			d			E	I	i				N	N		N	N	n
Urban core	1,007	194	289	286	795	212	348	345	303	1,007	-	119	478	94	42	187	67
	67%	67%	65%	70%	68%	64%	63%	66%	74%	86%		61%	70%	81%	58%	63%	67%
									GH				1oP	LMOPQ			
Urban fringe	32	3	9	12	27	5	9	12	11	32	-	5	14	-	2	7	2
	2%	1%	2%	3%	2%	1%	2%	2%	3%	3%		3%	2%		2%	2%	2%
				b													
Urban outside metropolitan area	113	19	31	28	101	12	49	40	19	113	-	18	40	11	6	22	11
	7%	7%	7%	7%	9%	3%	9%	8%	5%	10%		9%	6%	9%	8%	7%	11%
					F		I	i									
Secondary urban core	22	4	8	6	13	9	7	10	5	22	-	2	9	1	2	7	2
	1%	1%	2%	1%	1%	3%	1%	2%	1%	2%		1%	1%	1%	3%	2%	2%
						e											
Chi-square significance	<-----7.82----->				<-----22.99----->		<-----16.64----->			<-----1502----->		<-----34.98----->					
	55%				100%		97%			100%		98%*					

Comparison Groups: BCD/EF/GHI/JK/LMNOQ  
Independent T-Test for Means, Independent Z-Test for Percentages  
Upper case letters indicate significance at the 95% level.  
Lower case letters indicate significance at the 90% level.

Prepared by: Harris/Decima