



NATIONAL READING CAMPAIGN

Pleasure Reading Survey

October 2013



ENVIRONICS
R E S E A R C H G R O U P

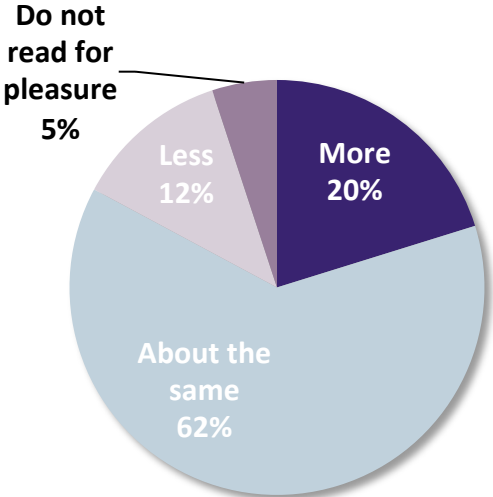
Research overview

- The objective of the research is to gather benchmark data about the amount and type of pleasure reading being done by Canadians.
- A telephone survey was conducted between October 8– 17, 2013 with 1,001 adult Canadians (18 years+). Margin of error for a sample of this size is ± 3.1 percentage points at the 95% confidence interval (i.e. “19 times out of 20”).
- Quotas were assigned to ensure the sample’s regional, age and gender composition reflects that of the actual population according to the most recently available Census information.



Six out of 10 Canadians say they are reading for pleasure about the same as they did last year

Amount of pleasure reading compared to last year



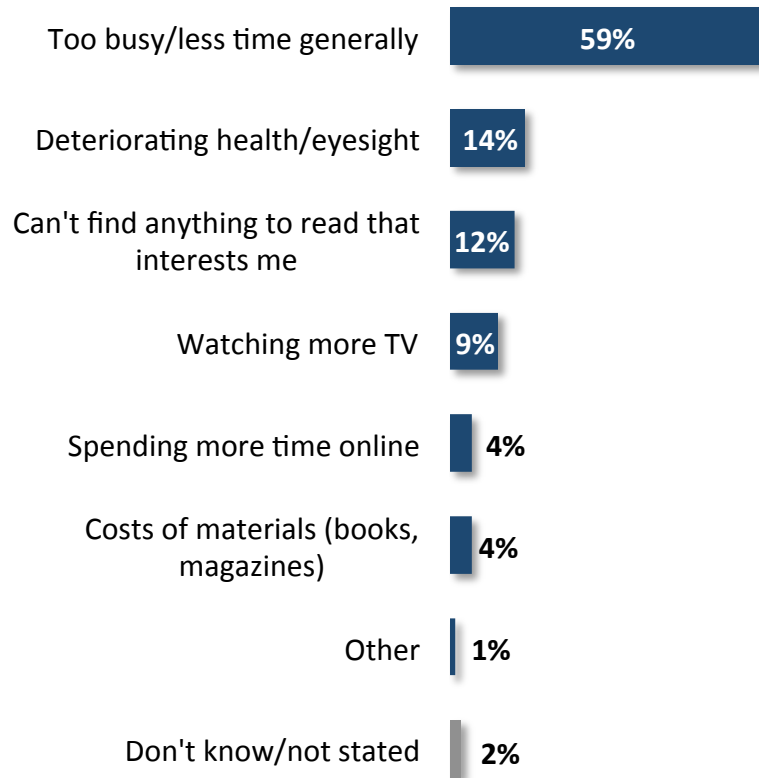
Six in ten adult Canadians say there has been no change to the amount of reading for pleasure they are doing. Two in ten are reading more than last year, one in ten less, and only five percent volunteer that they do not read for pleasure.

Reading about the same amount as last year is the dominant response across the country and across subgroups of the populations, but is highest in the Atlantic region (73%), and somewhat higher among those age 30 and over (66%) than younger Canadians (45%). There are no clear subgroup patterns in those who say that they are reading less than last year. Not reading for pleasure at all is marginally higher among men (7%, vs. 4% of women). Not reading for pleasure is also highest among those with less than a high school diploma (15%, vs. 5% with more education); however, this group is also the most likely to say they are reading more than previously (29%).

Q1. Do you read for pleasure (that is, reading that is not part of your job or school requirements but is for your own enjoyment)...

Most who are reading less cite a general lack of time

Reasons for reading less



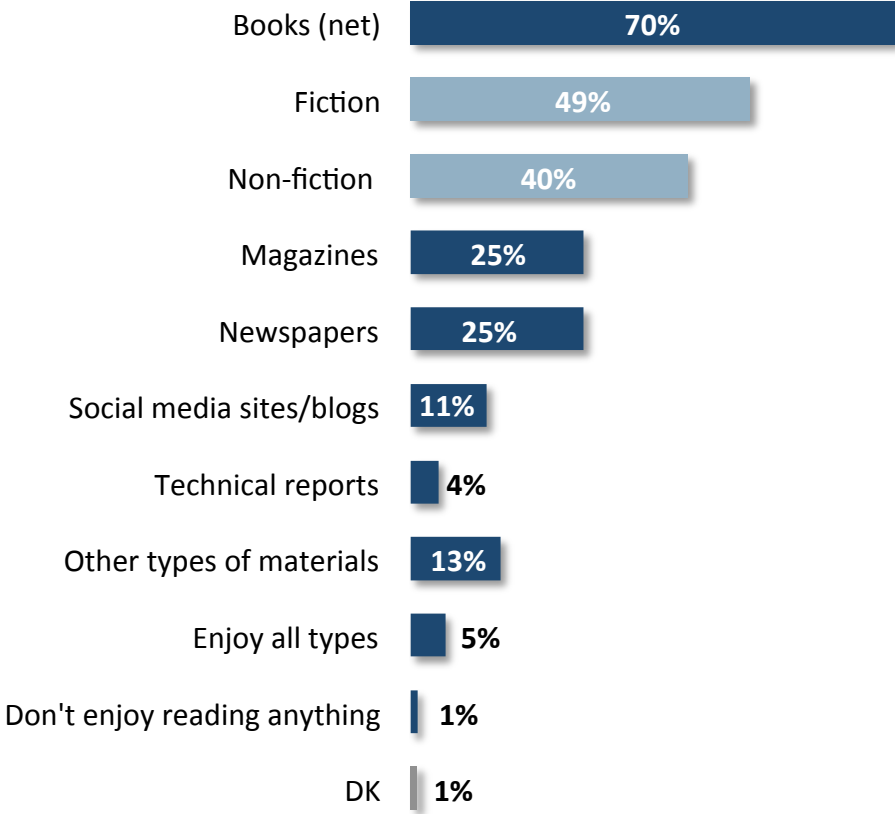
Those Canadians who say they are reading for pleasure less than last year (N=112) were asked to indicate why this is. Six in ten of these simply say they are too busy or have less time in general. Around one in ten each cite deteriorating health or eyesight, not being able to find interesting reading material, or watching more television as the reason they are reading less. Fewer give other individual reasons.

The subgroup sizes of those saying they are reading for pleasure less than previously are quite small and caution is advised in looking at these results. Responses are generally the same across the population. Deteriorating health or eyesight is linked to being age 60 or older, while younger Canadians are more likely to just say they are busy.

Q2. Why are you reading for pleasure less than you used to?
SUBGROUP: Those reading for pleasure less than previous year (N=112)

Books (whether print or electronic) are the preferred reading format

Preferred reading material formats



Canadians were asked what formats of reading material they most prefer. Books (whether print or electronic) is the top response, whether fiction (49%) or non-fiction (40%). One-quarter each prefer magazines or newspapers. One in ten or fewer cite other formats.

Books are the preferred format across the country and across most subgroups of the population, although Quebec residents are somewhat less likely to mention fiction (39%) than those in other regions (52%). Books are preferred more by women (78% vs. 61% of men), especially fiction (55% vs. 42%). Fiction books are also more popular in Vancouver (63%) than in Montreal (36%) or Toronto (45%). Men are more likely than women to say they prefer social media sites or blogs (16% vs. 7%).

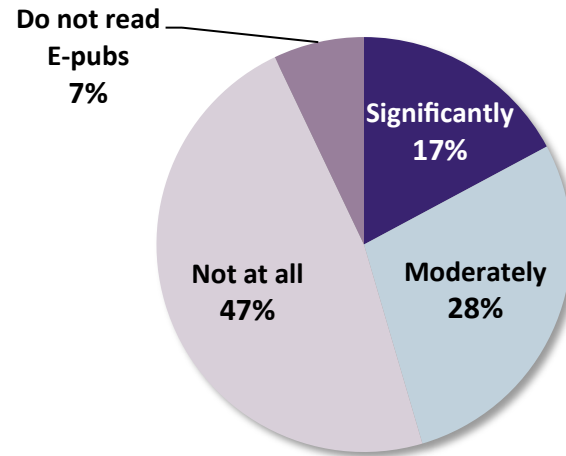
There are notable age differences in format preference. Older Canadians (age 60 or older) are more likely than their younger counterparts to say they prefer newspapers (39%); those age 18 to 29 are the most likely to prefer social media sites or blogs (22%) or fiction books (59%). Preferring social media sites or fiction books is linked to having a high school diploma or more education or to being a student.

Q3. What formats of reading material do you most prefer?

[Note that respondents were told if asked that books, magazines, newspapers etc. can include both print and online or Kindle versions]

Close to half of adult Canadians say their reading of electronic publications increased at least moderately in the past year

If amount of electronic publication reading has changed compared to last year



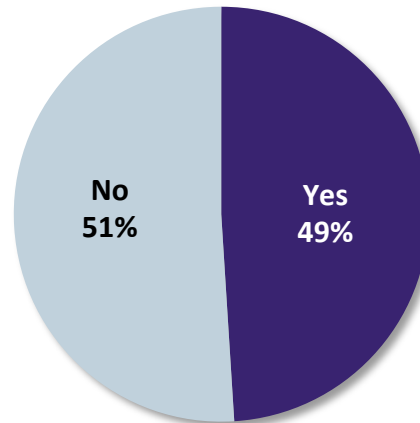
Canadians were asked the extent to which their reading of electronic publications has increased compared to one year ago. About half (47%) say it has not changed, and a similar proportion (45%) say it has increased either significantly (17%) or moderately (28%). Seven percent indicate they do not read e-publications.

Responses are similar across the country, but there are age and gender differences to note. Saying that their reading of e-publications has increased significantly is higher among men (21%, vs. 14% of women), and those under age 45 (22%, vs. 14% of older Canadians). Reporting at least a moderate increase in reading of electronic publications is higher among those with a household income of over \$100,000, and those with a college or university education.

Q5. Compared to one year ago, has your reading of electronic publications increased...

Half of adult Canadians report using library services in the past year

Used library services in the past year



Half of adult Canadians say they have made use of library services in the past year. The proportion is statistically similar by region, but ranges from a low of 38 percent in Atlantic Canada to a high of 51 percent in Ontario and BC.

Library use is higher among women (53%, vs. 44% of men), and decreases as age increases (from a high of 65% of those age 18 to 29, to a low of 40% of older Canadians age 45 and over). On a related note, library use is highest among students (82%) than those who are employed (45%) or retired (45%). Having used library services is highest among those with university education (61%) and lowest among those with less than a high school diploma (33%). Library use is also highest in major urban centres (55% of those in cities of over 1 million), and decreases as size of community decreases (to a low of 40% in rural communities of under 5,000 people), which is likely linked to proximity.

Appendix: Questionnaire

1. Do you read for pleasure (that is, reading that is not part of your job or school requirements but is for your own enjoyment)...

READ LIST IN ORDER

- 01 - more than you did one year ago SKIP TO Q3
 - 02 - less than one year ago, or
 - 03 - about the same? SKIP TO Q3
- VOLUNTEERED
- 04 - Do not read for pleasure SKIP TO Q3
 - 99 - Don't know SKIP TO Q3

ASK Q2 IF READING LESS IN Q1

2. Why are you reading for pleasure less than you used to?
DO NOT READ – ACCEPT AS MANY AS APPLICABLE

- 01 - watching more t.v.
- 02 - spending more time online
- 03 - can't find anything to read that interests me
- 04 - too busy/less time generally
- 05 - costs of materials (books, magazines)
- 98 - other PLEASE SPECIFY

3). What formats of reading material do you most prefer?

DO NOT READ LIST – PROMPT IF NECESSARY – ACCEPT UP TO 3

IF RESPONDENT SAYS "BOOKS" PROMPT FOR FICTION OR NON-FICTION

NOTE TO INTERVIEWER: books, magazines, newspapers etc. can include both print and online or Kindle versions

- 01 - books – fiction (INTERVIEWER: INCLUDES POETRY)
 - 02 - books – non-fiction (INTERVIEWER: INCLUDES TEXTBOOKS)
 - 03 - magazines
 - 04 - newspapers
 - 05 - social media sites/blogs
 - 06 - technical reports
 - 07 - other types of materials
- VOLUNTEERED
- 97 - I enjoy reading all types of material
 - 98 - I don't enjoy reading anything
 - 99 - Don't know

SKIP OVER Q 4 IF DO NOT READ FOR PLEASURE – CODE 04 AT Q1 OR CODE 98 AT Q3

4) How many books did you read for pleasure last year?
DO NOT INCLUDE BOOKS FOR WORK OR SCHOOL

RECORD NUMBER
99 –don't know

CATEGORIES FOR TABLES:

- no books
- 1-5 books
- 6-20 books
- 21 or more books

ASK ALL

5) Compared to one year ago, has your reading of electronic publications increased:
READ – ACCEPT ONE ONLY

ROTATE BETWEEN ASKING 01 AND 03 FIRST, 02 IS ALWAYS SECOND

- 01 - not at all
 - 02 - moderately, or
 - 03 - significantly
- VOLUNTEERED
- 98 - Do not read electronic publication
 - 99 - DON'T KNOW

6) Have you used library services in the past year?
DO NOT READ – ACCEPT ONE ONLY

IF ASKED THIS INCLUDES USING LIBRARY SERVICES SUCH AS LISTENING TO MUSIC/READING MAGAZINES/ATTENDING PROGRAMS/COMPUTER USE/RENTING DVDS IN ADDITION TO CHECKING OUT OR READING BOOKS AND MAGAZINES

- 01- yes
- 02 - no
- 99 - Don't know/not sure

ENVIRONICS

R E S E A R C H G R O U P

Integrity,
Accuracy
& Insight

www.environics.ca