

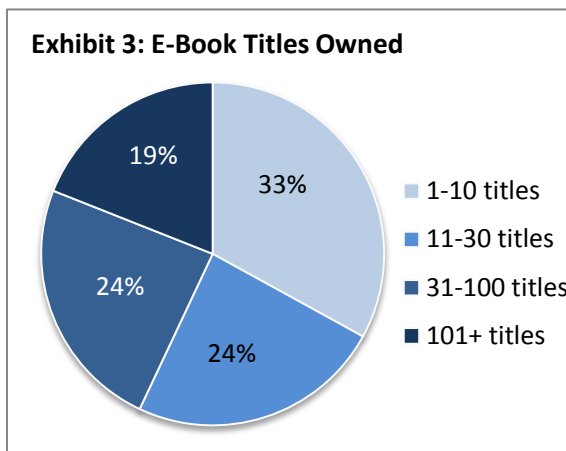
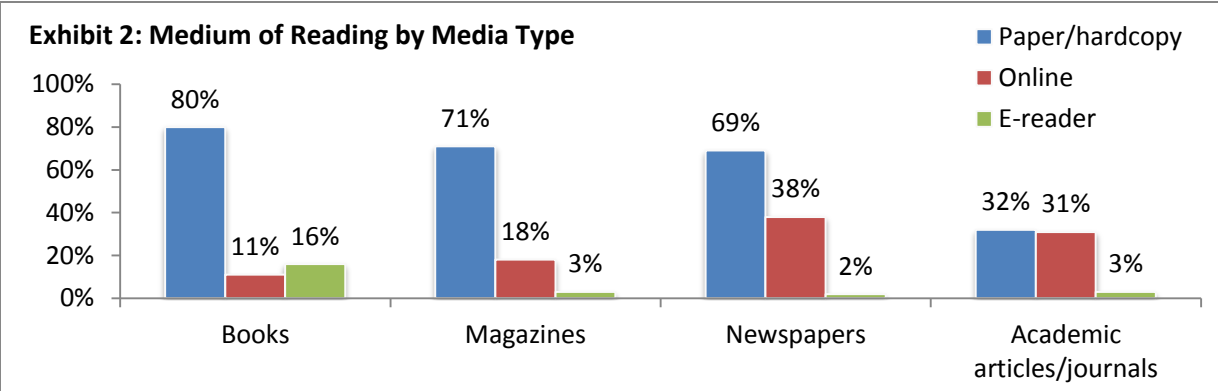
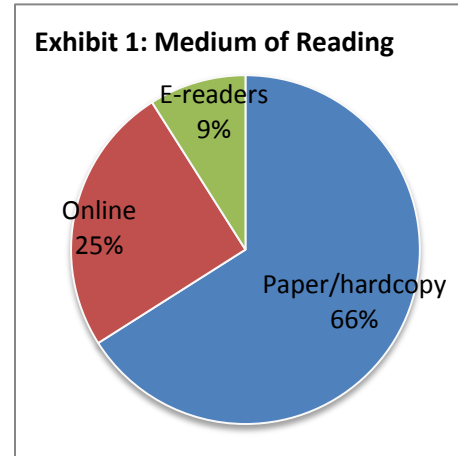
Reading Habits among Canadian Internet Users

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Print as the primary medium for reading

Canada has a high Internet penetration of 83%.¹ Nevertheless, when it comes to reading, print is still the primary medium used by this Internet population. Our survey results indicate that an average Internet user spends two thirds of the total reading on paper or hardcopy, with the remaining one third spent on the Internet or e-readers (**Exhibit 1**).

More specifically, books and magazines are more likely to be read in print (80% and 71% respectively), while newspapers and academic materials are more likely to be read online (38% and 31% respectively; **Exhibit 2**).



E-book reading

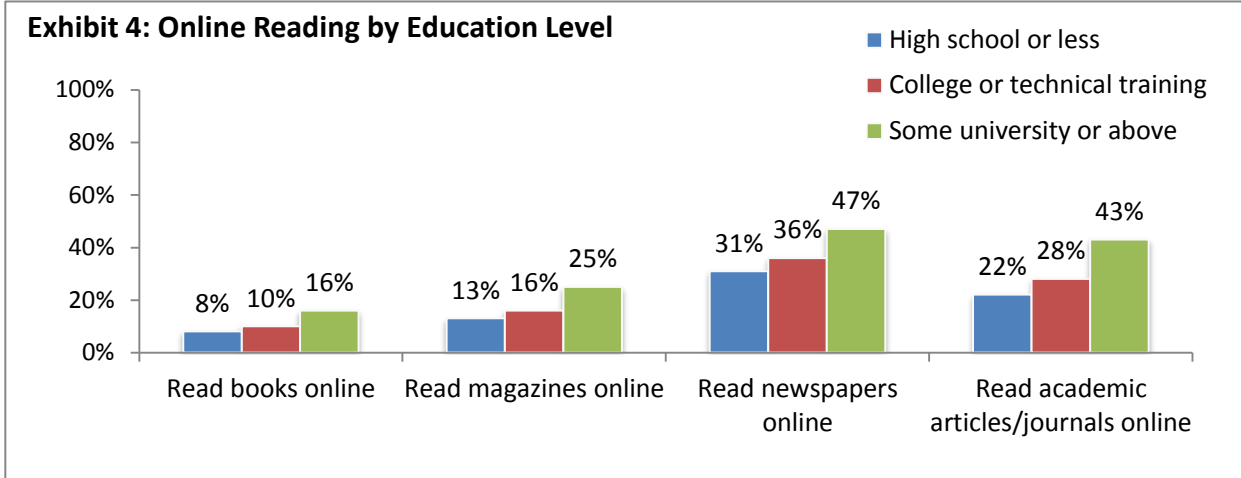
E-books have gained popularity over the years. According to August 2012 data, 12% of Internet users in Canada own e-readers and 15% own tablets.² Gadget ownership correlates with the percentage of people who read e-books as reported in the current survey (16%; **Exhibit 2**). Among those who read e-books, about two in 10 own more than 100 e-book titles (**Exhibit 3**).

¹ International Telecommunications Union (2011), *World Telecommunication/ICT Indicators 2011*, accessed from <http://www.itu.int/ITU-D/ict/statistics/index.html>.

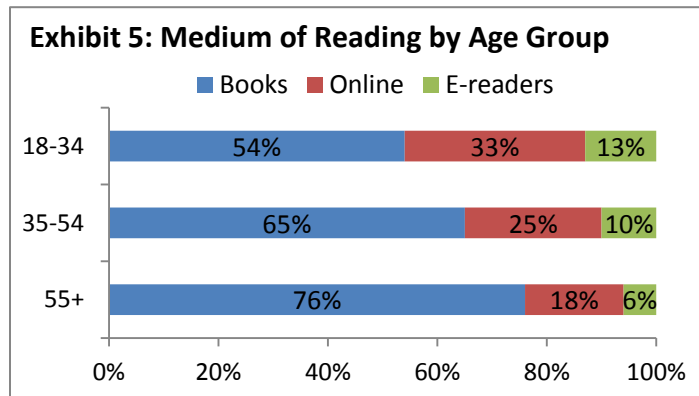
² Ipsos Reid (2012), *Mobil-ology*, accessed from <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=5771>.

Education and age as major factors to influence reading online

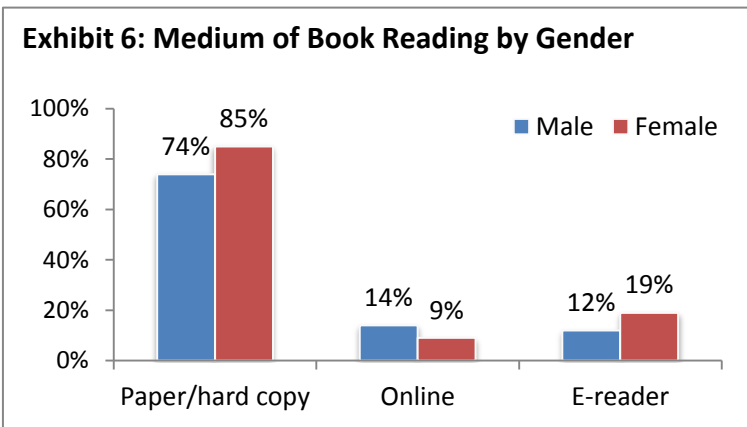
Among Canadian Internet users, those who have received university education are more likely than others at lower education level to read on the Internet across all four media types, including books, magazines, newspapers, and academic articles/journals (**Exhibit 4**).



Younger people are more likely to read on the Internet or e-readers. On average, Canadian Internet users between 18 and 34 years of age spend almost half of their reading on the Internet or e-readers. In contrast, those at 55 or older spend only 1/4 on electronic media (**Exhibit 5**).

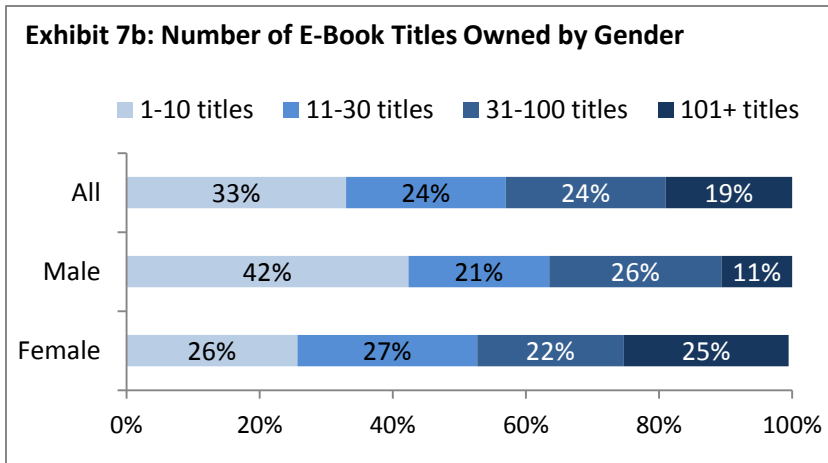
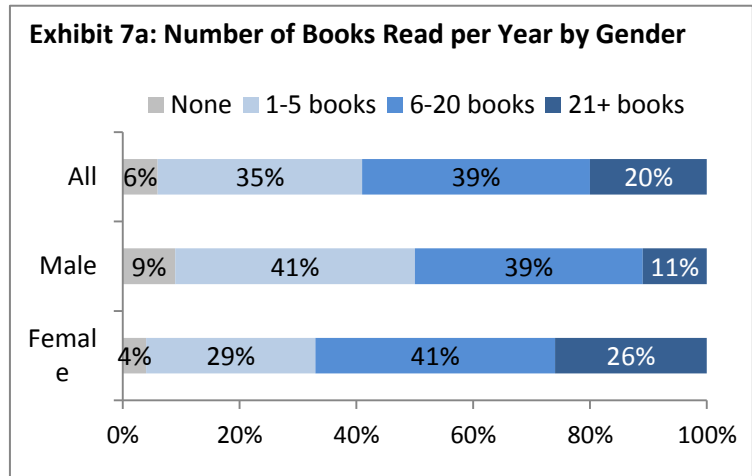


Gender difference in reading



When it comes to reading books, females are more likely than males to read in print or on e-readers (85% vs. 74%; and 19% vs. 12%), while slightly more males choose to read books online than females (14% vs. 9%; **Exhibit 6**). This pattern is reflected in the data that females read more books and own more e-book titles than males.

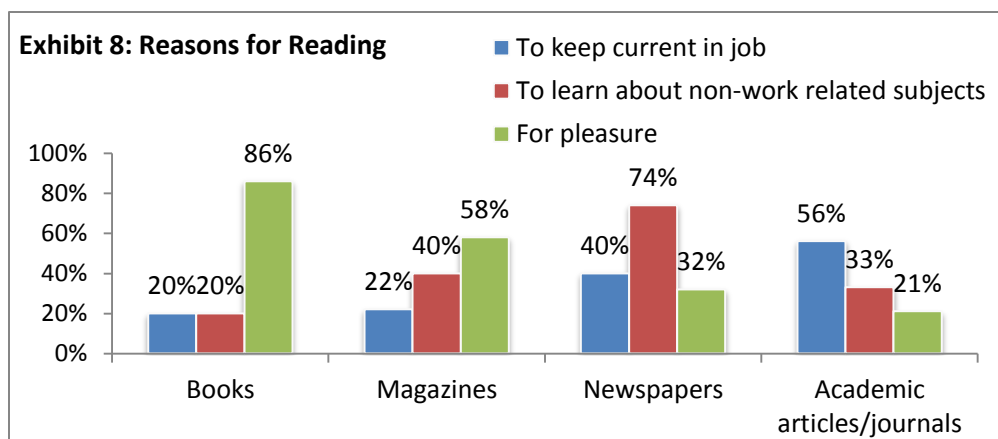
- Based on the estimated number of books read per year, 35% are considered as light readers (one to five books in a year); four in 10 are moderate readers (six to 20) and two in 10 are heavy readers (21 or more books). Although older and more educated individuals read slightly more than their younger and less educated counterparts, gender was found to be the best differentiator when it comes to the volume of the reading people do (**Exhibit 7a**).



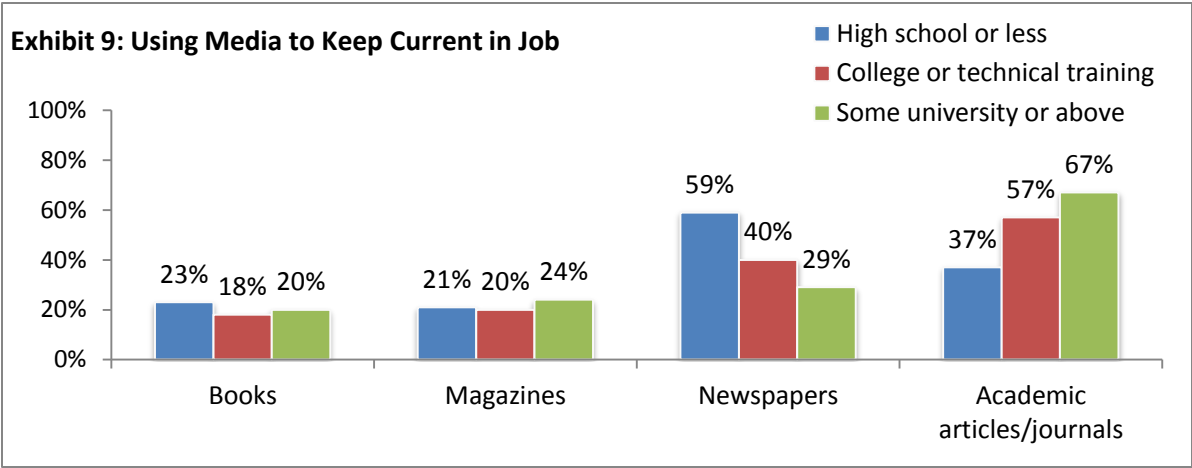
- Among those who read e-books, twice as many females as males own more than 100 e-book titles (25% vs. 11%; **Exhibit 7b**).

Reasons for Reading

Reasons for reading differ across media types. Books and magazines are most likely read for pleasure (86% and 58% respectively), newspapers for non-work related subjects (74%), and academic materials for the purpose of keeping current in job (56%; **Exhibit 8**).



When it comes to using media for the purpose of keeping current in job, education was found to be the determinant. High-school-educated individuals are more likely to rely on newspapers while their university-educated counterparts on academic materials (59% and 67% respectively; **Exhibit 9**).



Conclusion

With Internet penetration and e-reader ownership on the rise, Canadians are offered with alternative types of reading opportunities than the traditional paper-based medium. Results of the current survey indicate that print remains strong as the primary medium for reading, particularly when it comes to the category of books — a large majority (80%) say they read books printed on paper and only a handful say they read books on the Internet or e-readers (11% and 16% respectively). On the other hand, the landscape for newspaper readership is greatly different — digital readership takes an important share with almost 40% of the survey respondents saying they read newspapers online and roughly 70% saying they read printed newspapers. It appears that the concern and prediction that newspapers will be replaced by the Internet is not ungrounded.

Survey results also indicate that reading habits are associated with the demographic composition of Canadian Internet users — the age of the population, their level of education and gender. Specifically, younger people tend to do more reading online. More-educated individuals also read online more and rely more on academic materials rather than newspaper to keep current in job. Finally, females tend to read more books—either printed on paper or published electronically—than males.

Methodology: Data collection was conducted using the **Voyageur Omnibus**, a nationally syndicated study conducted monthly by Dufferin Research and its partner ZINC Research. The data for the current study was collected during the third week of August, 2012. An online panel of 1,202 Canadians (18 years+) completed the survey. The sample is census representative by region, gender and age.