

# *Who buys books and magazines in Canada?*



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# Table of Contents

Executive Summary .....	1
Introduction .....	5
Consumer spending on culture and reading material .....	6
Who buys books? .....	9
Key book spending statistics held steady or increased between 2001 and 2008 ..	10
Demographic factors with a strong correlation with book spending .....	11
Demographic factors with a low or moderate correlation with book spending ...	21
Low and high book spending households .....	26
Who buys magazines and periodicals? .....	31
Magazine spending decreased substantially between 2001 and 2008 .....	31
Demographic factors with a strong correlation with magazine spending .....	32
Demographic factors with a low or moderate correlation with magazine spending .....	41
Low and high magazine spending households .....	47

## **Executive Summary**

This report provides a detailed analysis of Canadians who spend money on books or magazines. The report looks at household variations in book and magazine spending based on factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, respondents with a disability, rural and urban households, as well as province. In addition, the report examines crossovers between book or magazine buyers and spending on other cultural and sports activities.

### ***Book spending of \$106 per Canadian household***

In 2008, consumer spending on books was \$1.403 billion, or an average of \$106 for each of the 13.2 million households in the country. About one-half of Canadian households (47%) spent some money on books in 2008. In households with any spending, the average amount spent on books was \$226.

### ***Magazine spending of \$47 per Canadian household***

In 2008, consumer spending on magazines was \$623 million, or an average of \$47 for each household in the country. About one-half of Canadian households (46%) spent some money on magazines and periodicals in 2008. In households with any spending, the average amount spent on magazines was \$104.

### ***Spending on books increased between 2001 and 2008***

After adjusting for inflation, consumer spending on books increased by 9% between 2001 and 2008 (from \$1.287 billion to \$1.403 billion).

### ***Other book spending statistics held steady***

In 2001, 48% of Canadian households reported spending any money on books, a figure that is essentially the same as the 47% of households reporting any spending in 2008.

Between 2001 and 2008, some demographic and spending groupings were revised (including the household income categories), so that direct comparisons are not always feasible. However, it is clear that a similar proportion of households in each income group spent any money on books in 2008 as in 2001. For example, in both years, 23% of the lowest income group (under \$20,000 in 2001 and \$25,000 or less in 2008) spent some money on books. In both years, three-quarters of the highest income group (76% of those with \$100,000 or more in household income in 2001 and 74% of those with more than \$150,000 in household income in 2008) spent some money on books. In all income groups in between these extremes, the percentage of households reporting any spending remained essentially unchanged.

### ***Magazine spending decreased substantially between 2001 and 2008***

After adjusting for inflation, consumer spending on magazines and periodicals decreased by 22% between 2001 and 2008 (from \$801 million to \$623 million). In 2001, 54% of Canadian households reported spending any money on magazines and periodicals, a figure that had decreased to 46% by 2008.

### ***Key demographic factors in book spending include education, income, province and municipal size***

Education, household income, province and size of municipality of residence are the four demographic variables that have a consistently strong correlation with book spending.

The percentage of households spending any money on books increases substantially with education, from under one-quarter of those without a secondary school diploma to nearly three-quarters of those with a post-graduate university education. The average spending per household is also highest for those with a post-graduate university education (over \$350 for each household reporting any spending on books).

The percentage of households spending any money on books increases substantially with income, from 23% of the lowest-income households to 74% of the highest-income households. Similarly, average spending per household increases at all income levels, from \$147 in households with incomes of \$25,000 or less to \$380 for households with incomes above \$150,000.

Residents of Alberta and British Columbia are most likely to spend money on books, with one-half or more of households in these provinces reporting any spending. Residents of Newfoundland and Labrador are least likely to spend any money on books, with 35% of households reporting any spending. For those households with any spending on books, the average amount spent is highest in Ontario (\$230), British Columbia (\$228) and Alberta (\$224). The average spending per household is lowest in Nova Scotia (\$170) and New Brunswick (\$190).

Residents of larger cities are most likely to spend money on books: 50% of residents of cities with populations of 100,000 or more reported spending any money on books in 2008, compared with 43% of residents of smaller cities and 39% of residents of rural areas. The average amount spent is also highest in larger cities (\$233), compared with smaller cities (\$212) and rural areas (\$186).

### ***Key demographic factors in magazine spending include income, education and province***

Education, household income and province of residence are the three demographic variables that have a strong correlation with magazine spending.

The percentage of households spending any money on magazines increases substantially with income, from 25% of the lowest-income households to 69% of the highest-income households. Similarly, average spending per household generally increases with income, from \$72 in households with incomes of \$25,000 or less to \$148 for households with incomes above \$150,000.

The percentage of households spending any money on magazines increases with education, from 29% of those without a secondary school diploma to almost 60% of those with a university education. However, average spending per household is fairly close to \$100 for all households except those where the respondent has a post-graduate degree (\$133).

Residents of the three westernmost provinces are most likely to spend money on magazines, with 47% or more of households in Saskatchewan, Alberta and British Columbia reporting any spending. Residents of Newfoundland and Labrador are least likely to spend any money on magazines, with 33% of households reporting any spending.

For those households with any spending on magazines, the average amount spent is highest in Saskatchewan (\$112), Manitoba (\$108) and New Brunswick (\$107). The average spending per household is lowest in Nova Scotia (\$95) and Newfoundland and Labrador (\$86).

### ***Book and magazine buyers are active cultural participants***

There is a strong crossover between book buyers, magazine buyers, art buyers as well as those who spend money on museums, performing arts events, live sports events and movies. Households with spending on these items are much more likely to also spend money on books than the Canadian average (47% of all households):

- 70% of households that spent money on museums also spent money on books.
- 68% of households that spent money on magazines also spent money on books.
- 67% of households that spent money on live performing arts also spent money on books.
- 65% of households that spent money on live sports events also spent money on books.
- 62% of households that spent money on movies also spent money on books.

Compared with the 46% of all Canadian households spending money on magazines:

- 66% of households that spent money on books also spent money on magazines.
- 64% of households that spent money on museums also spent money on magazines.
- 64% of households that spent money on live sports events also spent money on magazines.

- 63% of households that spent money on live performing arts also spent money on magazines.
- 57% of households that spent money on movies also spent money on magazines.

These findings indicate that book and magazine buyers are active in a range of cultural activities in their communities. These results also have marketing implications, in that book and magazine marketing strategies could target other cultural participants.

### ***Methodological notes***

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly questionnaire on Canadians' spending habits. Statistics Canada surveyed 9,787 Canadian households regarding their spending in 2008, including the following questions regarding books and magazines:

- "In 2008, how much did your household spend on books and pamphlets? Exclude school books. Include Internet subscriptions, and electronic and audio versions."
- "In 2008, how much did your household spend on magazines and periodicals?"

The survey provides important information about overall consumer spending on books and magazines in 2008. However, because it is a broad survey of overall spending habits, the Survey of Household Spending does not provide all of the details that might be desired regarding cultural spending items. For example, spending on books cannot be broken down into Canadian-authored books, Canadian-published books, fiction and non-fiction categories, or print books and e-books. Textbooks, a separate spending item in the Survey of Household Spending, are excluded from the detailed analysis of who buys books. Spending on magazines and periodicals cannot be broken down by type of magazine or into Canadian and foreign publications.

The survey asked respondents about their spending on books and magazines, not their overall reading activity. There are many ways to enjoy books and magazines without spending money on them, such as borrowing from libraries or friends.

## Introduction

This report provides a detailed analysis of Canadians who spend money on books or magazines. The report looks at household variations in book and magazine spending based on factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, respondents with a disability, rural and urban households, as well as province. In addition, the report examines crossovers between book or magazine buyers and spending on other cultural and sports activities.

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly questionnaire on Canadians' spending habits. Statistics Canada surveyed 9,787 Canadian households regarding their spending in 2008, including the following questions regarding books and magazines:<sup>1</sup>

- "In 2008, how much did your household spend on books and pamphlets? Exclude school books. Include Internet subscriptions, and electronic and audio versions."
- "In 2008, how much did your household spend on magazines and periodicals?"

The survey provides important information about overall consumer spending on books and magazines in 2008. However, because it is a broad survey of overall spending habits, the Survey of Household Spending does not provide all of the details that might be desired regarding cultural spending items. For example, spending on books cannot be broken down into Canadian-authored books, Canadian-published books, fiction and non-fiction categories, or print books and e-books. Textbooks, a separate spending item in the Survey of Household Spending, are excluded from the detailed analysis of who buys books. Spending on magazines and periodicals cannot be broken down by type of magazine or into Canadian and foreign publications.<sup>2</sup>

For book spending, a similar report was prepared based on the 2001 Survey of Household Spending, and some comparisons between the two years' data will also be provided.

The survey asked respondents about their spending on books and magazines, not their overall reading activity. There are many ways to enjoy books and magazines without spending money on them, such as borrowing from libraries or friends.

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<sup>1</sup> Out of 15,443 eligible households, 9,787 households responded, representing a response rate of 63.4%.

<sup>2</sup> Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years.

## Consumer spending on culture and reading material

A previous report in the *Statistical Insights on the Arts* series examined consumer spending on cultural goods and services in 2008. The report showed that Canadian consumers spent \$27.4 billion on cultural goods and services in 2008, representing \$2,078 for each Canadian household (or \$841 for each resident of the country). Consumer spending on culture is three times larger than consumer spending on hotels, motels and other travel accommodations (\$9.2 billion). Consumer spending on culture is also three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08.

In 2008, consumer spending on reading material (including books, textbooks, newspapers and magazines) was \$4.805 billion, or 18% of overall spending on culture. The reading material category includes spending on:

- books (excluding school books): \$1.403 billion;
- post-secondary textbooks: \$1.277 billion;<sup>3</sup>
- newspapers: \$1.132 billion;<sup>4</sup>
- magazines and periodicals: \$623 million;
- kindergarten, nursery, elementary and secondary textbooks: \$197 million;<sup>5</sup>
- services related to reading material (e.g., duplicating, library fees): \$105 million;<sup>6</sup> and
- maps, sheet music and other printed matter: \$79 million.<sup>7</sup>

This report provides an in-depth view of spending on two types of reading materials: books and magazines.

Each of the reading material items includes spending on electronic, audio or internet versions. However, the 2008 statistics in this report pre-date the arrival in Canada of most e-book readers and mobile applications. As such, e-books would not have accounted for much spending in 2008. It will be interesting to analyze subsequent data years, when available, to examine the effects of e-book sales on overall book spending.

In 2008, consumer spending on books was \$1.403 billion, or an average of \$106 for each of the 13.2 million households in the country. About one-half of Canadian households (47%) spent

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<sup>3</sup>“In 2008, how much did your household spend on post-secondary education (for example, university, trade, professional courses) for books?”

<sup>4</sup>“In 2008, how much did your household spend on newspapers? Include Internet subscriptions, and electronic and audio versions.”

<sup>5</sup>“In 2008, how much did your household spend on kindergarten, nursery school, elementary or secondary school books?”

<sup>6</sup>“In 2008, how much did your household spend on services, for example, photocopying services, library charges, book rentals, bookbinding, advertisements, announcements? Include Internet subscriptions, and electronic and audio versions.”

<sup>7</sup>“In 2008, how much did your household spend on maps, sheet music and other printed matter, for example, posters, globes? Include Internet subscriptions, and electronic and audio versions.”



some money on books in 2008. In households with spending on books, the average amount spent on books was \$226, which equals 24 cents out of every \$100 in household income.

Borrowed books also play a significant part in Canadians' reading habits, though they are not encompassed by this particular study. Based on Statistics Canada's 2005 General Social Survey, *A Profile of the Cultural and Heritage Activities of Canadians in 2005* showed that two-thirds of Canadians 15 years of age or older (67%) read at least one book as a leisure activity (outside of work or school) in 2005.<sup>8</sup> Given the possibility of borrowing books from libraries or friends, it is not surprising that a larger percentage of Canadians indicated that they read books (67%) than bought them (47%). A 2011 survey of Canadian booksellers and libraries, conducted for the National Reading Campaign, found that 2.7 million books were borrowed or bought during one week in January 2011. Of the 2.7 million books, 1.1 million (about 40%) were bought, while the rest were borrowed.<sup>9</sup>

In 2008, consumer spending on magazines was \$623 million, or an average of \$47 for each household in the country. About one-half of Canadian households (46%) spent some money on magazines and periodicals in 2008. In households with spending, the average amount spent on magazines was \$104, which represents 11 cents out of every \$100 in household income.

As was the case with books, the percentage of Canadians reading magazines is higher than the percentage spending any money on them. Statistics from the 2005 General Social Survey show that 78% of Canadians 15 years of age or older read a magazine as a leisure activity (outside of work or school) in 2005.<sup>10</sup> This percentage is much higher than the 46% of households spending any money on magazines and periodicals in 2008.

Table 1 compares the spending on select cultural and sports line items from the Survey of Household Spending. Spending on books (\$1.403 billion) was slightly higher than spending on movie theatre admissions (\$1.216 billion) in 2008. However, more Canadian households spent money on movie theatre admissions (55%) than on books (47%). Spending on magazines and periodicals (\$623 million) was similar to spending on live sports events (\$645 million).

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<sup>8</sup> Hill Strategies Research Inc., *Statistical Insights on the Arts* series, Vol. 5, No. 4, March 2007. The book question was phrased as follows: "During the past 12 months, as a leisure activity (not for paid work or studies) did you read a book?"

<sup>9</sup> It should be noted that this survey did not cover all sources of book sales or loans. In addition, e-books were excluded from the sales figures. *Canadians buy and borrow more than 2.7-million books in one week*, Kate Taylor, The Globe and Mail, Thursday, Jan. 20, 2011, <http://www.theglobeandmail.com/news/arts/books/canadians-buy-and-borrow-more-than-27-million-books-in-one-week/article1876190/>, viewed February 11, 2011.

<sup>10</sup> *Statistical Insights on the Arts*, Vol. 5 No. 4, Hill Strategies Research Inc., March 2007, page 33. The magazine question was phrased as follows: "During the past 12 months, as a leisure activity (not for paid work or studies) did you read a magazine?"

<b>Table 1: Spending on select cultural and sports items, 2008</b>				
<b>Item</b>	<b>Number of households reporting any spending</b>	<b>Percentage of all households reporting any spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>
Live performing arts	4.86 million	37%	\$293	\$1.426 billion
Books	6.21 million	47%	\$226	\$1.403 billion
Movie theatre admissions	7.18 million	55%	\$169	\$1.216 billion
Newspapers	5.96 million	45%	\$190	\$1.128 billion
Works of art, carvings and other decorative ware	2.50 million	19%	\$372	\$0.935 billion
Live sports events	2.25 million	17%	\$286	\$0.645 billion
Magazines and periodicals	6.01 million	46%	\$104	\$0.623 billion
Admission to museums and heritage-related activities	3.88 million	29%	\$133	\$0.519 billion

## Who buys books?

This section of the report examines variations in book spending between Canadian households, including factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, respondents with a disability, rural and urban households, as well as province.<sup>11</sup>

Households will be compared to some key benchmarks:

- Overall consumer spending on books was \$1.403 billion in 2008.
- 47% of Canadian households (6.21 million households) reported spending any money on books.
- In those households with any spending, the average spent on books was \$226.
- In those households with any spending, 24 cents out of every \$100 in household income was spent on books.

As noted in the introduction, the question posed to respondents was: “In 2008, how much did your household spend on books and pamphlets? Exclude school books. Include Internet subscriptions, and electronic and audio versions.”

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<sup>11</sup> A previous report on book reading, entitled *Factors in Canadians' Cultural Activities*, found that book reading is “an activity that is enjoyed fairly equally by many groups of Canadians. The only demographic factors that have a substantial impact on book reading rates are education and sex.” *Statistical Insights on the Arts*, Vol. 6 No. 3, Hill Strategies Research Inc., February 2008, page 2.

## **Key book spending statistics held steady or increased between 2001 and 2008**

After adjusting for inflation, consumer spending on books increased by 9% between 2001 and 2008 (from \$1.287 billion in 2001 to \$1.403 billion in 2008).

In 2001, 48% of Canadian households reported spending any money on books, a figure that is essentially the same as the 47% of households reporting any spending in 2008.

Between 2001 and 2008, some demographic and spending groupings were revised (including the household income categories), so that direct comparisons are not always feasible. However, it is clear that, between 2001 and 2008, there was an increase in the number of high spenders on books. In 2001, about 2.7 million households spent over \$100 on books. In 2008, even with an increase in the minimum spending threshold, about 3.1 million households spent over \$130 on books. This represents a 15% increase in the number of high spending households, compared with an 11% increase in the total number of households in Canada between 2001 and 2008.

It is also clear that a similar proportion of households in each income group spent any money on books in 2008 as in 2001. For example, in both years, 23% of the lowest income group (under \$20,000 in 2001 and \$25,000 or less in 2008) spent any money on books. In both years, three-quarters of the highest income group (76% of those with \$100,000 or more in household income in 2001 and 74% of those with more than \$150,000 in household income in 2008) spent any money on books. In all income groups in between these extremes, the percentage of households reporting any spending remained essentially unchanged.

In 2001, for those households with any spending, 26 cents out of every \$100 in household income was spent on books. This figure had decreased slightly by 2008 (24 cents out of every \$100 in household income).

## Demographic factors with a strong correlation with book spending

Education, household income, province and size of municipality of residence are the four demographic variables that have a consistently strong correlation with book spending.

### *Education*

Figure 1 shows that the percentage of households spending any money on books (columns, plotted on the left axis) increases substantially with the education of the survey respondent, from under one-quarter of those without a secondary school diploma to nearly three-quarters of those with a post-graduate university education. The average spending per household (line graph plotted on the right axis) is also highest for those with a post-graduate university education (over \$350 for each household reporting any spending on books).

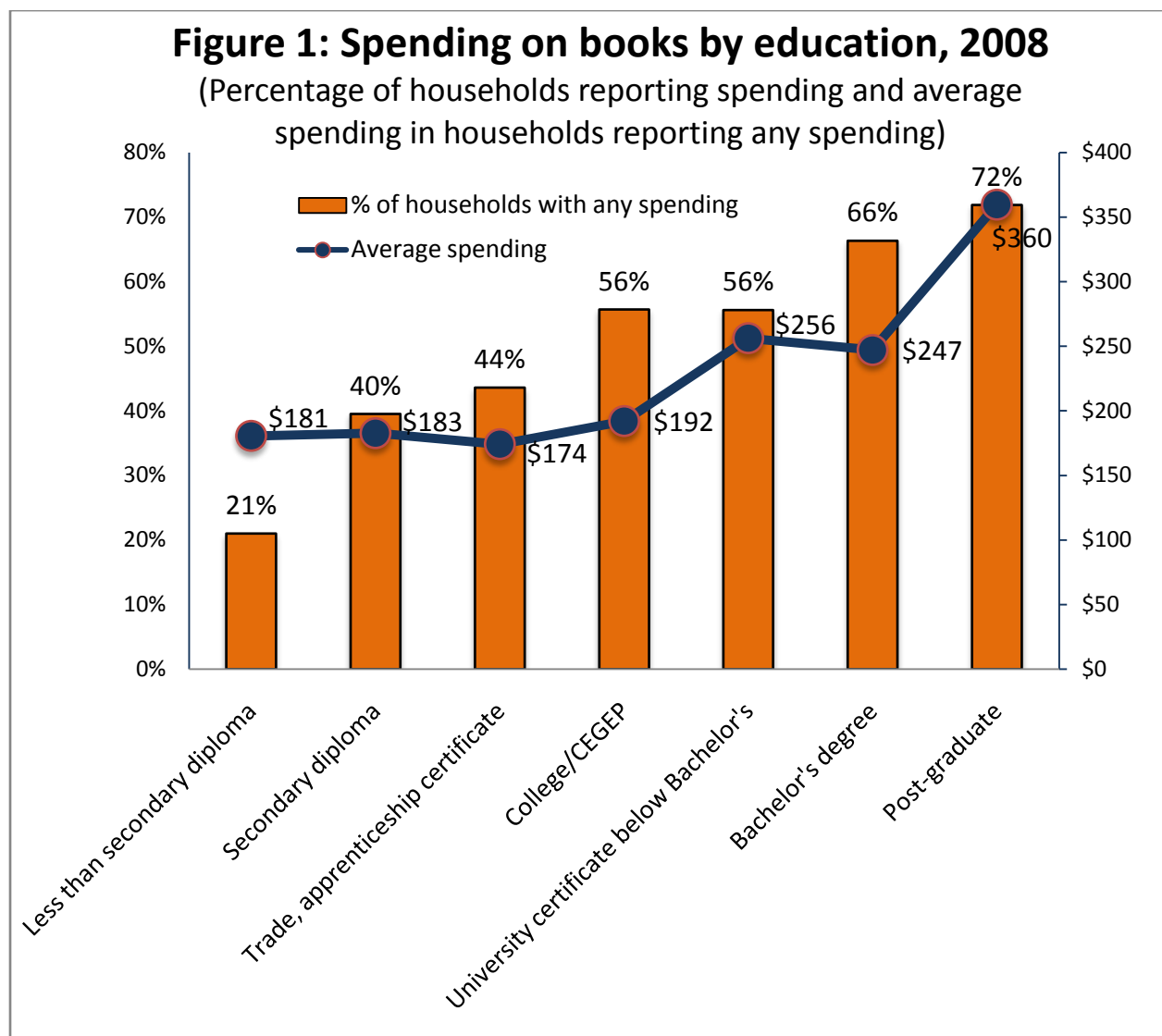


Table 2 provides further details regarding book spending by education level, including the number of Canadian households reporting any spending on books, the percentage of all Canadian households reporting spending, the average spending in households with spending on books, total spending on books, as well as the share of total book spending by education level.

<b>Table 2: Spending on books by education, 2008</b>						
<b>Education level</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
No degrees, certificates or diplomas	518,000	21%	\$181	\$94 million	7%	19%
Secondary (high) school diploma or equivalent	1.21 million	40%	\$183	\$221 million	16%	23%
Trade, vocational or apprenticeship certificate	561,000	44%	\$174	\$98 million	7%	10%
Community college, CEGEP or nursing school diploma	1.41 million	56%	\$192	\$271 million	19%	19%
University certificate or diploma (below bachelor)	409,000	56%	\$256	\$105 million	7%	6%
Bachelor's degree (B.A., B.Sc., B.Ed.)	1.27 million	66%	\$247	\$313 million	22%	15%
Post-graduate degree, certificate or diploma	839,000	72%	\$360	\$302 million	22%	9%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

Examined as a percentage of household income, 24 cents out of every \$100 in household income was spent on books in 2008 (for households that reported any spending on books).

Households where the respondent has less than a high school education spend the highest percentage of their household income on books. The \$181 per household for those where the respondent has less than a high school education accounts for 0.33% of household income (for households that reported any spending on books). In other words, 33 cents for every \$100 of income in these households was spent on books.

The equivalent statistics for other education groups are:

- High school diploma or equivalent: 25 cents for every \$100 of income.
- Trade, vocational or apprenticeship certificate: 22 cents for every \$100 of income.
- Community college, CEGEP or nursing school diploma: 21 cents for every \$100 of income.
- University certificate or diploma below the bachelor's level: 28 cents for every \$100 of income.
- Bachelor's degree: 23 cents for every \$100 of income.
- Post-graduate degree, certificate or diploma: 27 cents for every \$100 of income.

These statistics mean that, while a smaller proportion of people with lower levels of education choose to spend money on books, those who do spend any money allocate slightly higher proportions of their household incomes to books.

## Household income

Figure 2 shows that the percentage of households spending any money on books increases substantially with income, from 23% of the lowest-income households to 74% of the highest-income households. Similarly, average spending per household increases at all income levels, from \$147 in households with incomes of \$25,000 or less to \$380 for households with incomes above \$150,000.

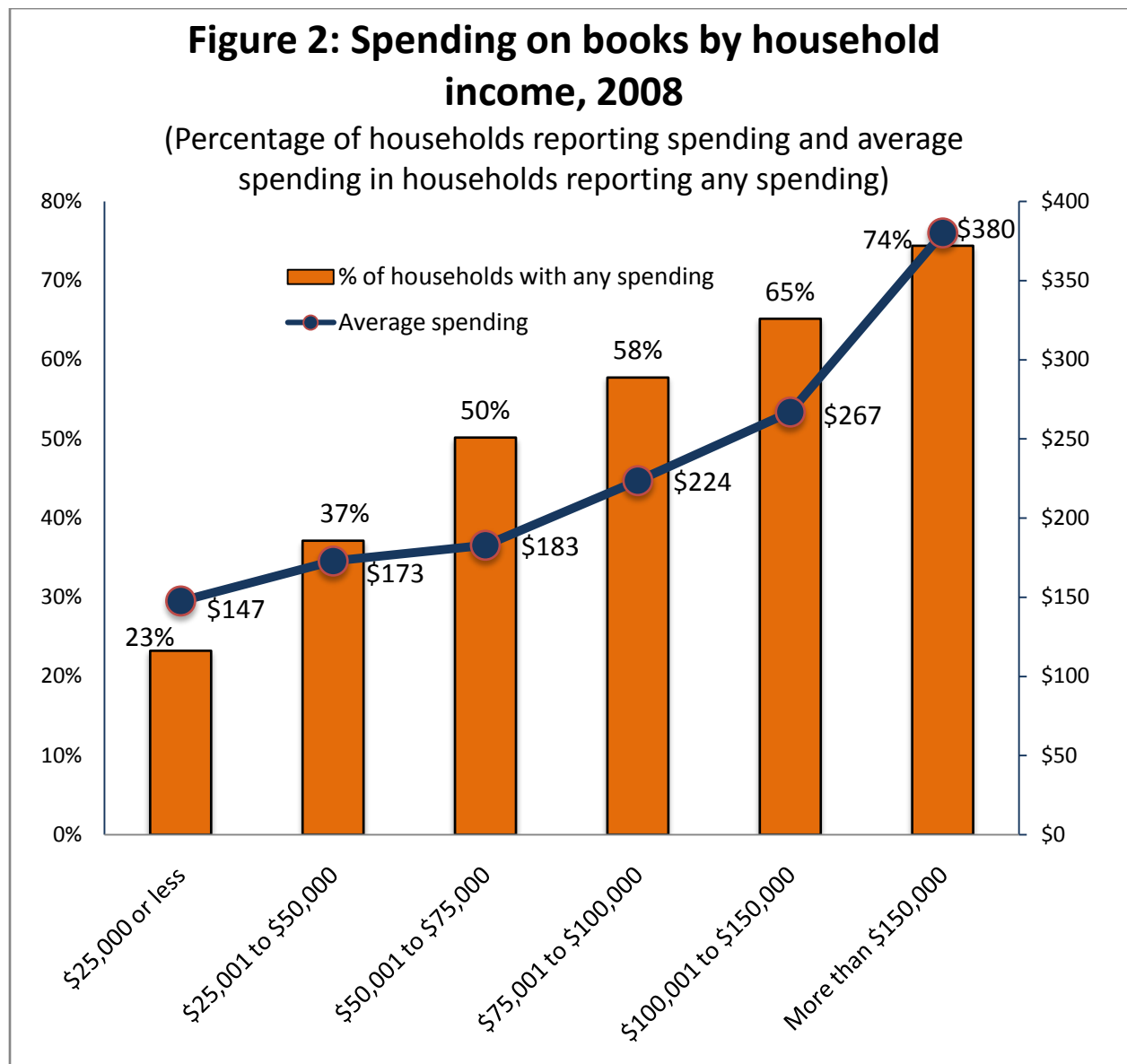




Table 3 provides further details regarding book spending by household income level, including the number of Canadian households reporting any spending on books, the percentage of all Canadian households reporting spending, the average spending in households with spending on books, total spending on books, as well as the share of total book spending by household income level.

<b>Table 3: Spending on books by household income, 2008</b>						
<b>Household income before taxes</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
\$25,000 or less	566,000	23%	\$147	\$83 million	6%	19%
\$25,001 to \$50,000	1.18 million	37%	\$173	\$204 million	15%	24%
\$50,001 to \$75,000	1.29 million	50%	\$183	\$236 million	17%	20%
\$75,001 to \$100,000	1.22 million	58%	\$224	\$272 million	19%	16%
\$100,001 to \$150,000	1.21 million	65%	\$267	\$324 million	23%	14%
More than \$150,000	746,000	74%	\$380	\$283 million	20%	8%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

For all households that reported any spending on books, 24 cents out of every \$100 in household income was spent on books in 2008. Households in the lowest income group spend the highest percentage of their household income on books. For those with incomes of \$25,000 or less, the \$147 per household spent on books accounts for 88 cents for every \$100 of household income. This amount decreases for each household income level:

- \$25,001 to \$50,000: 45 cents for every \$100 of income.
- \$50,001 to \$75,000: 29 cents for every \$100 of income.
- \$75,001 to \$100,000: 25 cents for every \$100 of income.
- \$100,001 to \$150,000: 21 cents for every \$100 of income.
- More than \$150,000: 16 cents for every \$100 of income.

These statistics mean that, while a smaller proportion of people with lower levels of education choose to spend money on books, those who do spend any money allocate slightly higher proportions of their household incomes to books.

### Province

Figure 3 shows that residents of Alberta and British Columbia are most likely to spend money on books, with one-half or more of households in these provinces reporting any spending. Residents of Newfoundland and Labrador are least likely to spend any money on books, with 35% of households reporting any spending. For those households with any spending on books, the average amount spent is highest in Ontario (\$230), British Columbia (\$228) and Alberta (\$224). The average spending per household is lowest in Nova Scotia (\$170) and New Brunswick (\$190).

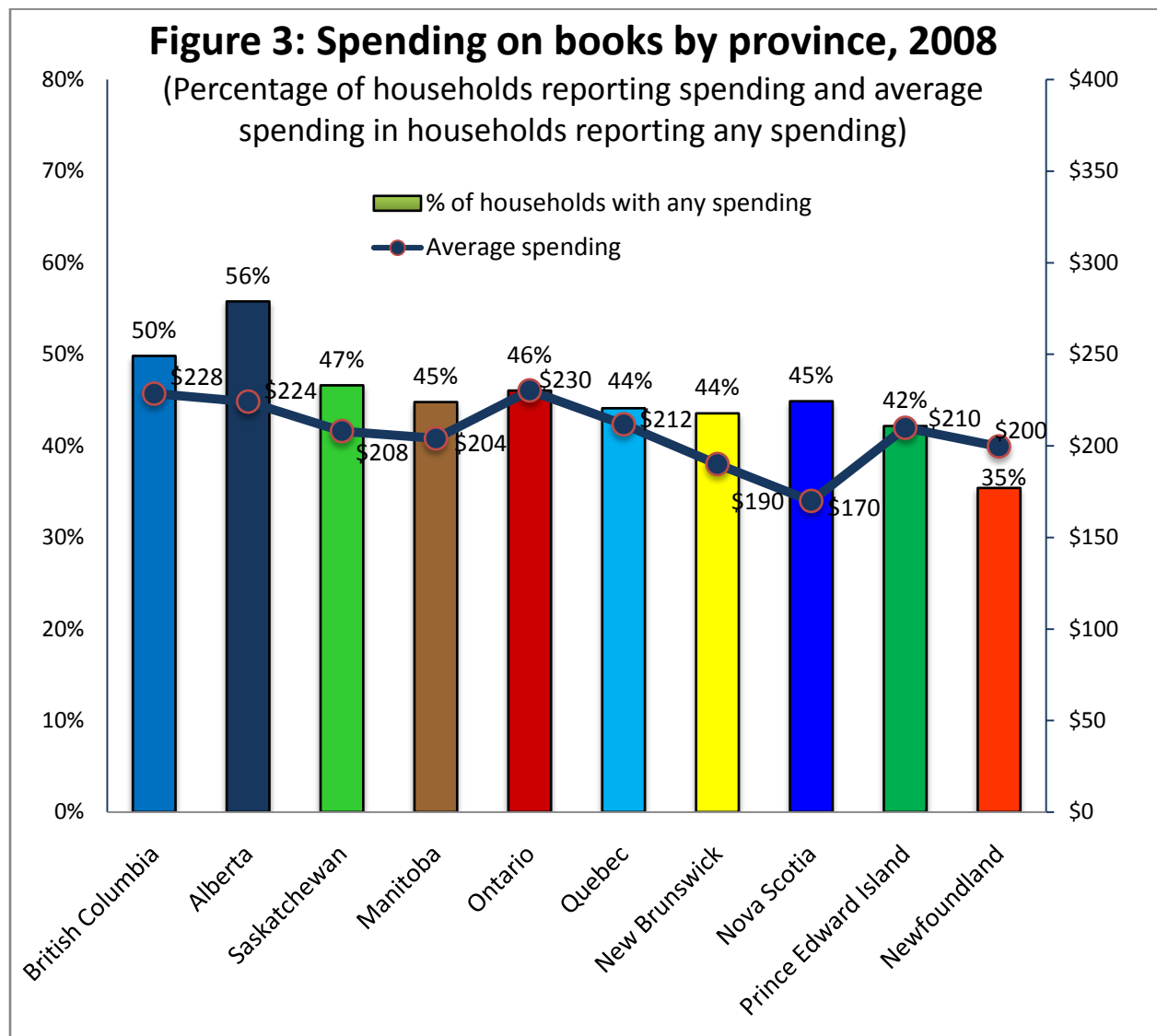


Table 4 provides further details about book spending in each province, including the number of Canadian households reporting any spending on books, the percentage of all Canadian households reporting spending, the average spending in households with spending on books, total spending on books, as well as the share of total book spending in each province.<sup>12</sup> For comparison purposes, each province's share of the Canadian population is also provided.<sup>13</sup>

<b>Table 4: Spending on books by province, 2008</b>						
<b>Province</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of population</b>
British Columbia	850,000	50%	\$228	\$194 million	14%	13%
Alberta	721,000	56%	\$224	\$161 million	12%	11%
Saskatchewan	180,000	47%	\$208	\$37 million	3%	3%
Manitoba	194,000	45%	\$204	\$40 million	3%	4%
Ontario	2.20 million	46%	\$230	\$506 million	36%	39%
Quebec	1.45 million	44%	\$212	\$308 million	22%	23%
New Brunswick	132,000	44%	\$190	\$25 million	2%	2%
Nova Scotia	171,000	45%	\$170	\$29 million	2%	3%
Prince Edward Island	23,000	42%	\$210	\$5 million	0.3%	0.4%
Newfoundland and Labrador	71,000	35%	\$200	\$14 million	1%	2%
<b>Canada</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

<sup>12</sup> Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years.

<sup>13</sup> The province of some records in the dataset was masked to protect confidentiality. As such, the number of households, total spending, and share of all spending columns do not equal the Canadian totals. Given the masked records, the total spending in each province does not exactly match the amounts indicated in a previous report (*Consumer Spending on Culture*). The previous report's total provincial spending figures are slightly more accurate.

For all Canadian households reporting any spending on books, 24 cents out of every \$100 in household income was spent on books in 2008. Residents of British Columbia, Quebec and Prince Edward Island spend the highest percentage of their household income on books, followed closely by Manitoba, New Brunswick, Newfoundland and Labrador:

- British Columbia: 28 cents for every \$100 of income.
- Quebec: 28 cents for every \$100 of income.
- Prince Edward Island: 28 cents for every \$100 of income.
- Manitoba: 26 cents for every \$100 of income.
- New Brunswick: 26 cents for every \$100 of income.
- Newfoundland and Labrador: 26 cents for every \$100 of income.
- Saskatchewan: 25 cents for every \$100 of income.
- Ontario: 24 cents for every \$100 of income.
- Nova Scotia: 22 cents for every \$100 of income.
- Alberta: 21 cents for every \$100 of income.

## Rural and urban households

Figure 4 shows that residents of larger cities are most likely to spend money on books: 50% of residents of cities with populations of 100,000 or more reported spending any money on books in 2008, compared with 43% of residents of smaller cities and 39% of residents of rural areas. The average amount spent is also highest in larger cities (\$233), compared with smaller cities (\$212) and rural areas (\$186).

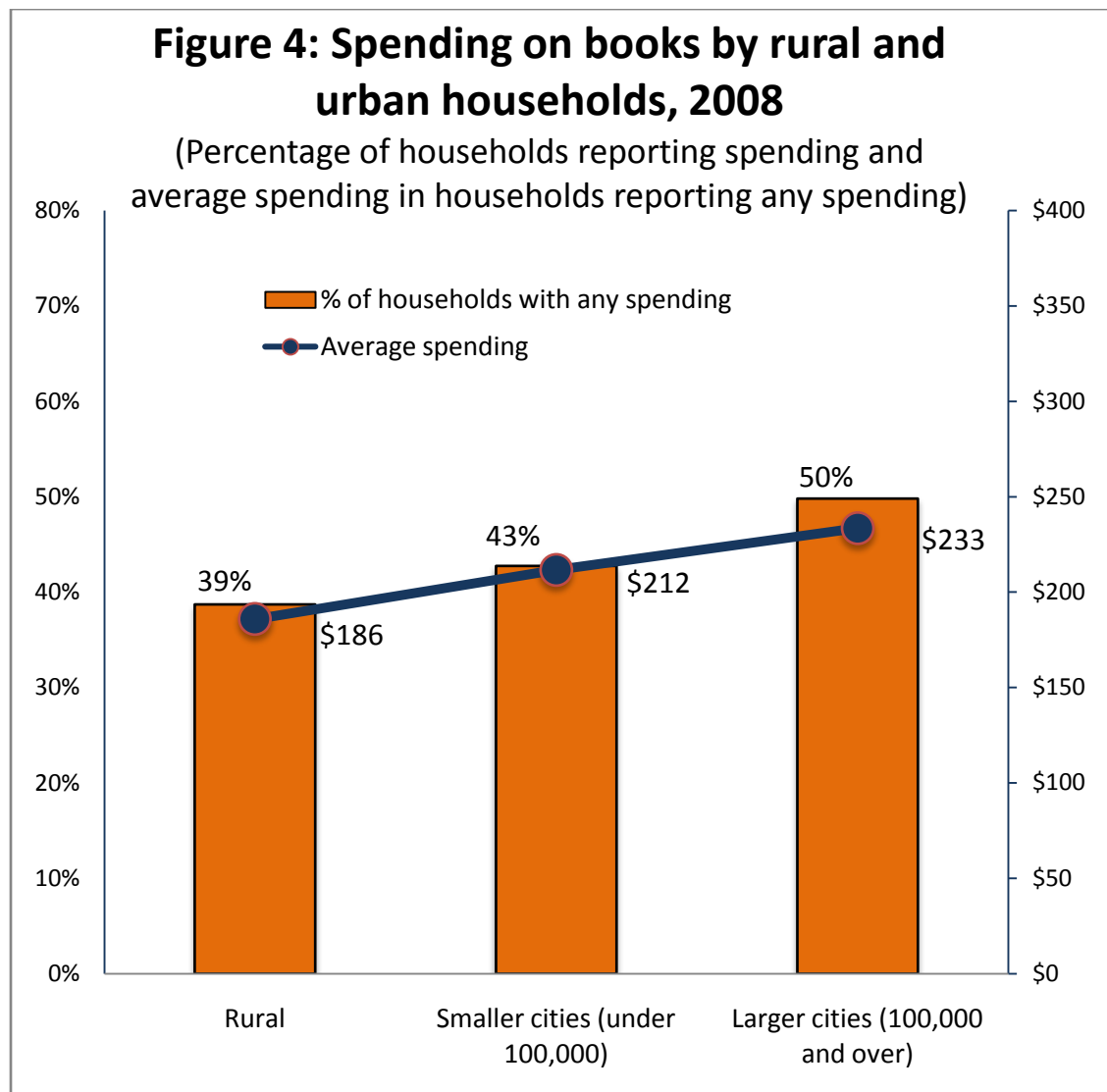


Table 5 provides further details regarding book spending by rural and urban households. Regarding the share of overall spending on books, cities of 100,000 or more account for about three-quarters of all spending.

<b>Table 5: Spending on books by size of area of residence, 2008</b>						
<b>Population of area of residence</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
Rural	599,000	39%	\$186	\$111 million	8%	12%
Population under 100,000	1.04 million	43%	\$212	\$220 million	16%	18%
Population of 100,000 or over	4.54 million	50%	\$233	\$1.059 billion	76%	69%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

For all households that reported any spending on books, 24 cents out of every \$100 in household income was spent on books in 2008. There is relatively little difference in spending as a percentage of household income between different sizes of municipalities:

- Larger cities (population 100,000 and over): 25 cents for every \$100 of income.
- Smaller cities (population under 100,000): 27 cents for every \$100 of income.
- Rural areas: 24 cents for every \$100 of income.

## **Demographic factors with a low or moderate correlation with book spending**

Age, sex, the presence (or absence) of children in the household, household size and disability are demographic variables that have only a low or moderate correlation with book spending.

### ***Age***

An important question in the book publishing sector is whether younger Canadians buy books in similar quantities to other Canadians. The statistics in Table 6 show that, while many Canadians under 30 do buy books, they tend to spend somewhat less than older Canadians:

- The percentage of households spending any money on books (excluding textbooks) in households where the respondent is under 30 was equal to the national average in 2008 (47%).
- Average spending on books (for households that reported any spending) is below the Canadian average (\$226) in households where the respondent is under 30 (\$208).

A high percentage of households where the respondent is between 30 and 39 reported some book spending (56%), but average spending on books (for households that reported any spending) is relatively low in these households (\$194).

The percentage of households spending any money on books and the average amount spent are both quite high for households where the respondent is between 40 and 49 years of age: 56% of these households reported any book spending, while the average amount spent on books (for households that reported any spending) is \$240.

The percentage of households spending any money on books equals the Canadian average (47%) in households where the respondent is between 50 and 59 years of age. These households spent the highest average amount on books in 2008: \$254 for each household that reported any book spending.

As of 60 years of age, the percentage of households with any spending on books begins to decrease (41% of households where the respondent is between 60 and 69 years of age, 31% of those where the respondent is between 70 and 79 years of age, and 22% of households where the respondent is 80 years of age or older). Average spending on books is quite high for households where the respondent is between 60 and 69 years of age (\$245), below average for households where the respondent is between 70 and 79 (\$214) and lowest for households where the respondent is 80 or over (\$116).

Total spending on books is also highest for those between 40 and 59 years of age (over \$300 million in both age groups in this range, or about one-quarter of total spending on books).

**Table 6: Spending on books by the age of the survey respondent, 2008**

<b>Respondent's age group</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
Under 30	698,000	47%	\$208	\$145 million	10%	11%
30 to 39	1.33 million	56%	\$194	\$259 million	18%	18%
40 to 49	1.60 million	56%	\$240	\$383 million	27%	21%
50 to 59	1.27 million	47%	\$254	\$323 million	23%	20%
60 to 69	790,000	41%	\$245	\$194 million	14%	14%
70 to 79	387,000	31%	\$214	\$83 million	6%	10%
80 and over	145,000	22%	\$116	\$17 million	1%	5%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

## Sex

The survey captured the sex of the survey respondent but not the overall number of women and men in each household. With spending amounts being captured on a household level only, these statistics are not very conclusive regarding the possible influence of sex on book spending. Indeed, Table 7 shows that the interview respondent's sex appears to have only a slight correlation with book spending: 49% of households with female respondents reported some book spending, compared with 45% of households with male respondents. Average spending on books (for households that reported any spending) is almost exactly the same in both groups: \$227 in households with female respondents and \$224 in households with male respondents.



**Table 7: Spending on books by the sex of survey respondent, 2008**

Sex of survey respondent	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Share of all spending	% of households
Female	3.13 million	49%	\$227	\$711 million	51%	48%
Male	3.09 million	45%	\$224	\$691 million	49%	52%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

***Households with or without children***

Table 8 shows that a much higher proportion of households with children (57%) spent any money on books in 2008 than households without children (44%). However, average spending per household is about equal between the two groups (\$222 vs. \$228). Total spending on books is much higher for households without children.

**Table 8: Spending on books of households with / without children, 2008**

With / without children under 18 in home	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Share of all spending	% of households
With children in home	2.07 million	57%	\$222	\$458 million	33%	28%
No children in home	4.15 million	44%	\$228	\$945 million	67%	72%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

## Household size

Table 9 shows that one-person households are least likely to spend money on books, with 35% of such households reporting any spending. Average spending per household is also lowest for single-person households (\$209). However, if looked at on a per person basis, this is the highest level of average spending.<sup>14</sup>

The percentage of households spending any money on books is fairly similar for other sizes of households, ranging from 49% for two-person households to 56% for households of five or more people. Among households of two or more people, average spending per household (for households reporting any spending) varies from \$218 in three-person households to \$255 in households of five or more people.

Total spending on books is highest for two-person households (\$502 million, over one-third of all spending on books).

<b>Table 9: Spending on books by household size, 2008</b>						
<b>Size of household</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
One person	1.32 million	35%	\$209	\$276 million	20%	28%
Two people	2.21 million	49%	\$227	\$502 million	36%	34%
Three people	884,000	53%	\$218	\$193 million	14%	13%
Four people	1.07 million	55%	\$230	\$246 million	18%	15%
Five or more people	726,000	56%	\$255	\$185 million	13%	10%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

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<sup>14</sup> That is, \$209 divided by 1 person equals \$209. Average spending per household member for other household sizes ranges from about \$50 to about \$110.

### ***Respondents with or without a disability<sup>15</sup>***

Table 10 compares the book spending in households where the survey respondent has or does not have a disability:

- The percentage of households spending any money on books is much lower in households where the respondent has a disability (36%) than in those where the respondent does not have a disability (49%).
- Average spending per household is slightly lower in households where the respondent has a disability (\$204, vs. \$229 in households where the respondent does not have a disability).

**Table 10: Spending on books by households where the respondent does / does not have a disability, 2008**

<b>Respondents with / without a disability</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
With a disability	780,000	36%	\$204	\$159 million	11%	16%
Without a disability	5.43 million	49%	\$229	\$1.244 billion	89%	84%
<b>All</b>	<b>6.21 million</b>	<b>47%</b>	<b>\$226</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>100%</b>

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<sup>15</sup> The assessment of disability was based on two questions: 1) "Do you have any difficulty hearing, seeing, communicating, walking, climbing stairs, bending, learning or doing any similar activities?"; and 2) "Does a physical condition or mental condition or health problem reduce the amount or the kind of activity that you can do at home, at work, at school, or in other activities such as transportation or leisure?"

## Low and high book spending households

There is substantial variation in spending on books in different households. In fact, 53% of households reported no spending at all on books (7.0 million households). The 47% of households that did spend any money on books (6.2 million households) spent an average of \$226 per household.

Those households that reported book spending were divided into four roughly equal groups based on the amount that they spent on books in 2008. The division into these groups (called quartiles) enables us to examine the similarities and differences in spending patterns of households with different levels of book spending.

The “low spending” quartile includes those Canadians who spent between \$1 and \$60 on books. The “moderate spending” group contains those who spent between \$61 and \$130 on books. The “high spending” quartile includes those who spent between \$131 and \$250, while the “highest spending” group contains those who spent over \$250 on books.

There are between 1.5 million and 1.6 million households in each of the four quartiles. Figure 5 provides the percentage of Canadian households in each spending range.

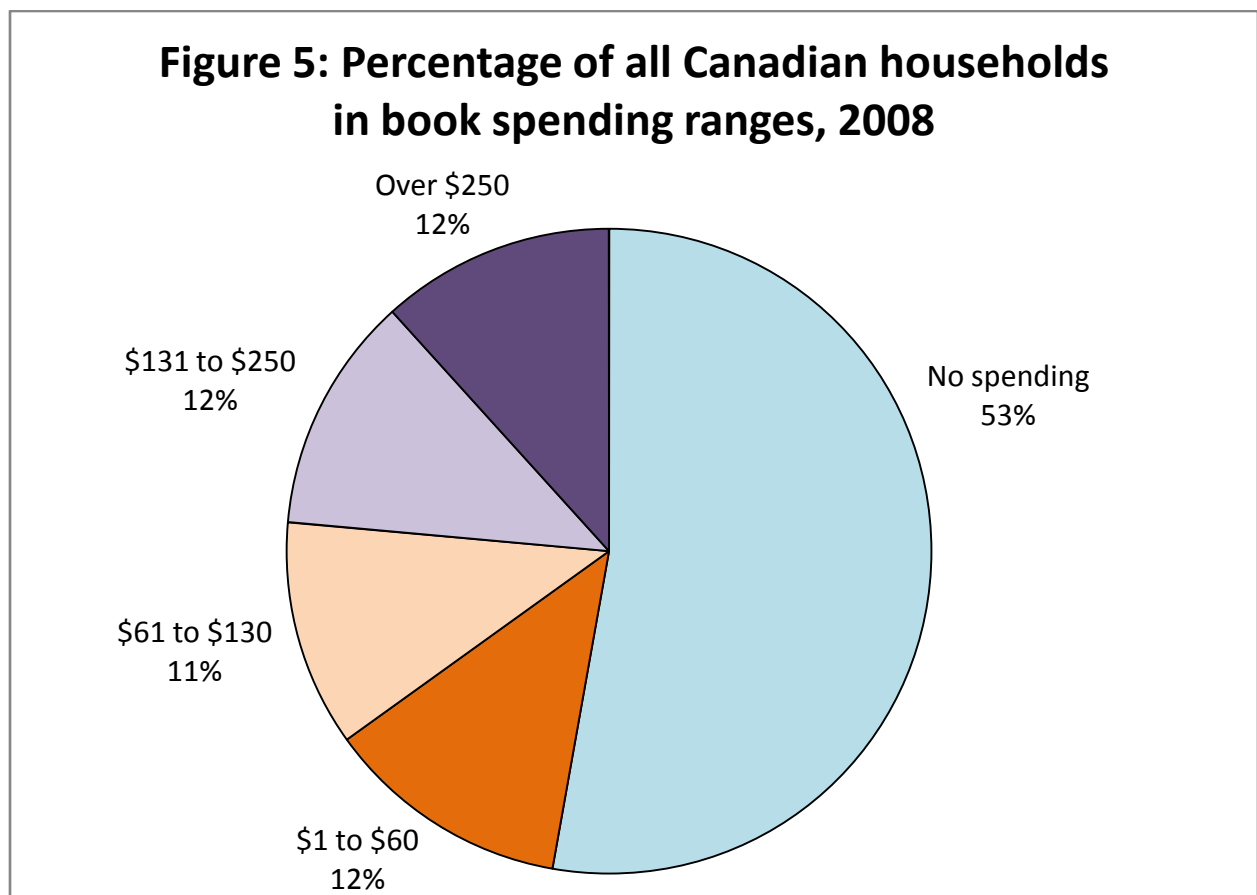


Table 11 provides information about the book spending of these groups of households. The highest spending households, who represent 12% of the population, accounted for 63% of total spending on books in 2008.

<b>Table 11: Book spending by quartile, 2008</b>					
<b>Household quartile</b>	<b>Spending range</b>	<b>Number of households reporting spending</b>	<b>Total spending on books</b>	<b>Quartile's share of all spending</b>	<b>Share of households</b>
Low spending	\$1 to \$60	1.62 million	\$65 million	5%	12%
Moderate spending	\$61 to \$130	1.49 million	\$147 million	10%	11%
High spending	\$131 to \$250	1.56 million	\$304 million	22%	12%
Highest spending	Over \$250	1.54 million	\$887 million	63%	12%
<b>All</b>		<b>6.21 million</b>	<b>\$1.403 billion</b>	<b>100%</b>	<b>47%</b>

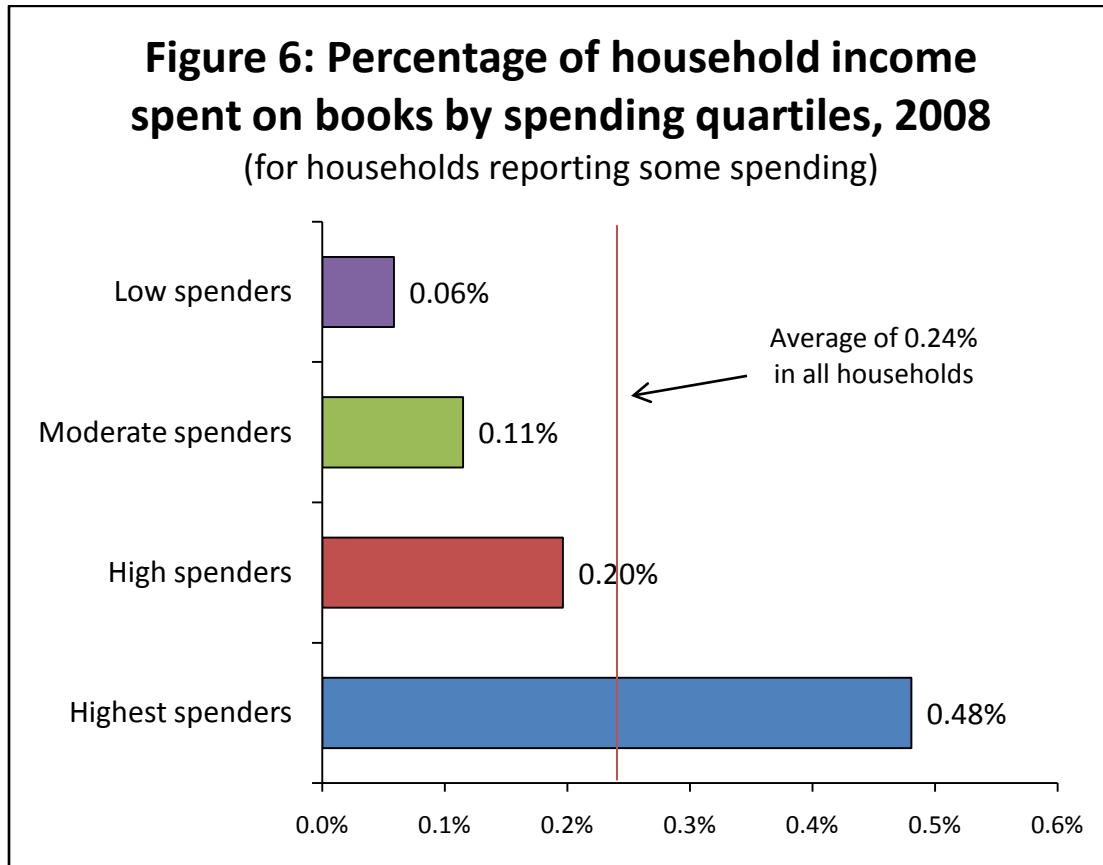
Not surprisingly, the highest spending households have high education and incomes:

- 22% of the highest spenders have a post-graduate degree (compared with 9% of all Canadians) and another 23% have a bachelor's degree (vs. 15% of all Canadians).
- 21% have household incomes above \$150,000, compared with 8% of all Canadians. Similarly, 24% of the highest spenders have household incomes between \$100,001 and \$150,000 (vs. 14% of all households).

Other facts about the highest spending households:

- 77% are from larger cities (i.e., over 100,000 population, vs. 69% of all Canadians).
- 31% have children in the household (vs. 28% of all households).
- They are fairly evenly spread throughout the provinces.
- They are fairly evenly spread by age, with one exception (27% are between 40 and 49, vs. 21% of all Canadians).

Regarding the percentage of income spent on books, Figure 6 demonstrates that the highest spenders on books choose to allocate more of their incomes to books. In fact, those who spent over \$250 on books in 2008 spent an average of 0.48% of their household's income on these activities, much higher than the spending average of 0.24% for all book spenders.



### ***Book buyers and other cultural and sporting activities***

The statistics presented below show that there are strong crossovers between book buyers, magazine buyers, art buyers as well as those who spend money on performing arts events, museums, live sports events and movies. Households with spending on these items are much more likely to also spend money on books than the Canadian average (47% of all households):

- 70% of households that spent money on museums also spent money on books.
- 68% of households that spent money on magazines also spent money on books.
- 67% of households that spent money on live performing arts also spent money on books.
- 65% of households that spent money on live sports events also spent money on books.
- 62% of households that spent money on movies also spent money on books.

The data in Table 12 examines average spending on a variety of cultural and sports items by book buyers. The data compares the average expenditures of the 3.1 million households that spent more than \$130 on books in 2008 (i.e., the “high” and “highest” quartiles) with the 10.1 million households that spent \$130 or less (or no money at all) on books (i.e., non-spenders as well as the “low” and “moderate” quartiles).

High spenders on books tend to have high incomes and household spending. In fact, high spenders on books have 67% higher total household expenditures than low or non-spenders on books. This 67% figure provides a benchmark for the analysis of other spending items. If high spenders have average spending that is more than 67% higher than low or non-spenders on certain items (i.e., a ratio greater than 1.67 in the table below), then it could be said that they prioritize these spending items. In contrast, a difference of less than 67% could show that the item is either a basic good or a lower priority good or service.

High spenders on books have much higher spending on the following cultural goods and services than low or non-spenders:

- Over three times higher average spending on art, antiques and decorative ware.
- Nearly three times higher average spending on admission to museums and other heritage-related activities.
- Nearly three times higher average spending on magazines and periodicals.
- Over 2.5 times higher average spending on live performing arts.
- Over two times higher average spending on live sports events.
- Over two times higher average spending on movie theatre admissions.

While high spenders on books also have higher spending than low or non-spenders on newspapers and cable television, the ratios are less than the 67% difference in total household expenditures:

- 59% higher average spending on newspapers.

- 26% higher average spending on cable TV services.

High spenders on books have 5% *lower* average spending on satellite services.

<b>Table 12: Spending on other cultural goods and services by high book spenders, 2008</b>			
<b>Other cultural goods and services</b>	<b>Average spending by high spenders on books</b>	<b>Average spending by moderate, low or non-spenders on books</b>	<b>Ratio</b>
Art, antiques and decorative ware	\$260	\$80	3.27
Admission to museums and other heritage-related activities	\$79	\$27	2.93
Magazines and periodicals	\$94	\$33	2.85
Live performing arts	\$209	\$77	2.71
Live sports events	\$86	\$38	2.26
Movie theatre admissions	\$159	\$72	2.21
Newspapers	\$119	\$75	1.59
Cable TV services	\$445	\$354	1.26
Satellite services	\$143	\$151	0.95
<b>Total household expenditures</b>	<b>\$103,000</b>	<b>\$61,600</b>	<b>1.67</b>

These findings indicate that book marketing strategies could target other cultural participants. In order to do so, some specific marketing strategies could include:

- Ensuring that bookmarks, brochures or other information are available in art galleries, museums, performing spaces, festivals, historic sites, and other cultural sites.
- Customizing book marketing messages for cultural attendees.
- Ensuring that information about reading series and events are available at other cultural venues.
- Presenting readings in art galleries, museums, or other cultural spaces.
- Collaborating with other types of cultural organizations.



## **Who buys magazines and periodicals?**

This section of the report examines variations in spending on magazines and periodicals between Canadian households, including factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, respondents with a disability, rural and urban households, as well as province.

As noted in the introduction, the question posed to respondents was: “In 2008, how much did your household spend on magazines and periodicals?” This question is clearly about spending, not overall reading activity. There are many ways to enjoy reading materials without buying them, such as borrowing from libraries or friends.

Households will be compared to some key benchmarks:

- Overall consumer spending on magazines was \$623 million in 2008.
- 46% of Canadian households (6.01 million households) reported spending any money on magazines.
- In those households with any spending, the average spent on magazines was \$104.
- In those households with any spending, 11 cents out of every \$100 in household income was spent on magazines.

## **Magazine spending decreased substantially between 2001 and 2008**

After adjusting for inflation, consumer spending on magazines and periodicals decreased by 22% between 2001 and 2008 (from \$801 million to \$623 million). In 2001, 54% of Canadian households reported spending any money on magazines and periodicals, a figure that had decreased to 46% by 2008.

## Demographic factors with a strong correlation with magazine spending

Household income, education and province of residence are the three demographic variables that have a strong correlation with magazine spending.

### *Household income*

Figure 7 shows that the percentage of households spending any money on magazines increases substantially with income, from 25% of the lowest-income households to 69% of the highest-income households. Similarly, average spending per household generally increases with income, from \$72 in households with incomes of \$25,000 or less to \$148 for households with incomes above \$150,000.

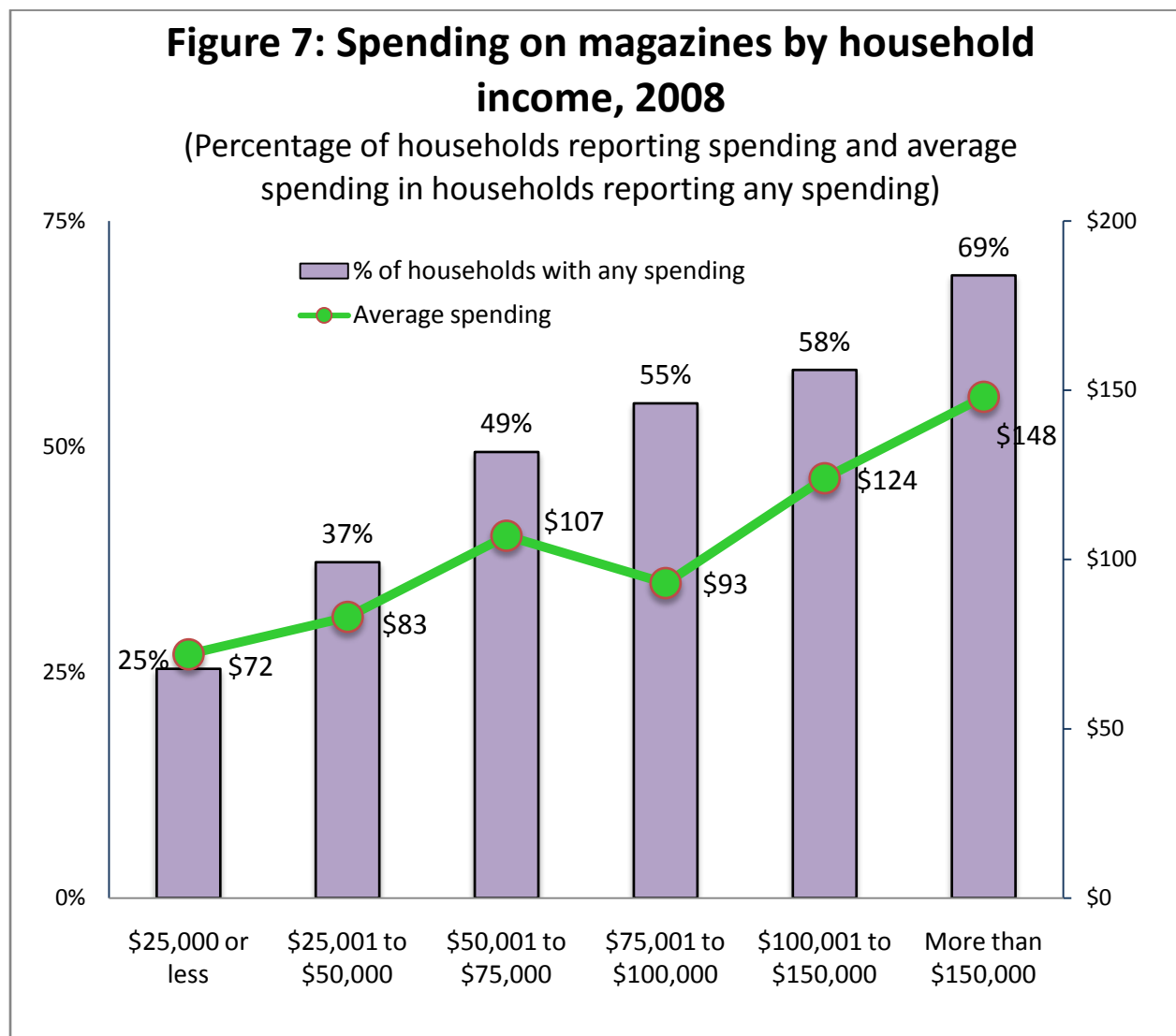


Table 13 provides further details regarding magazine spending by household income level, including the number of Canadian households reporting any spending on magazines, the percentage of all Canadian households reporting spending, the average spending in households with spending on magazines, total spending on magazines, as well as the share of total magazine spending by household income level.

Total spending on magazines does not increase with household income as much as average spending. As a consequence, there is not a strong pattern regarding each income group's share of overall spending on magazines.

<b>Table 13: Spending on magazines by household income, 2008</b>						
<b>Household income before taxes</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
\$25,000 or less	619,000	25%	\$72	\$44 million	7%	19%
\$25,001 to \$50,000	1.18 million	37%	\$83	\$98 million	16%	24%
\$50,001 to \$75,000	1.27 million	49%	\$107	\$136 million	22%	20%
\$75,001 to \$100,000	1.15 million	55%	\$93	\$108 million	17%	16%
\$100,001 to \$150,000	1.09 million	58%	\$124	\$135 million	22%	14%
More than \$150,000	691,000	69%	\$148	\$102 million	16%	8%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

For all households that reported any spending on magazines, 11 cents out of every \$100 in household income was spent on magazines in 2008. Households in the lowest income group spend the highest percentage of their household income on magazines. For those with incomes of \$25,000 or less, the \$72 per household spent on magazines accounts for 41 cents for every \$100 of household income. This amount decreases for each household income level:

- \$25,001 to \$50,000: 21 cents for every \$100 of income.
- \$50,001 to \$75,000: 17 cents for every \$100 of income.
- \$75,001 to \$100,000: 10 cents for every \$100 of income.
- \$100,001 to \$150,000: 10 cents for every \$100 of income.
- More than \$150,000: 6 cents for every \$100 of income.

## Education

Figure 8 shows that the percentage of households spending any money on magazines (columns, plotted on the left axis) increases with education, from 29% of those without a secondary school diploma to almost 60% of those with a university education. However, average spending per household (line graph plotted on the right axis) is fairly close to \$100 for all households except those where the respondent has a post-graduate degree.

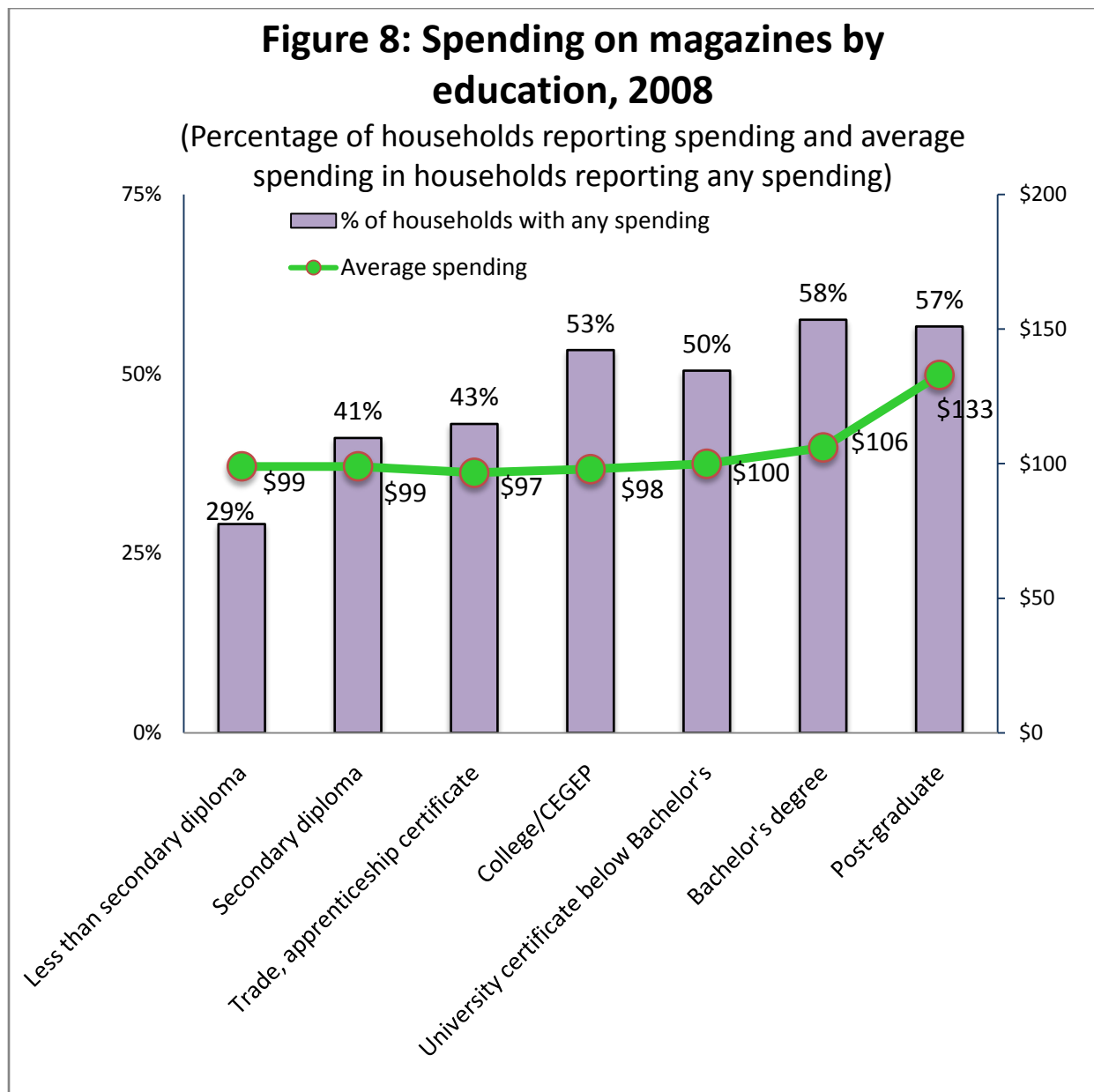


Table 14 provides further details regarding magazine spending by education level. For total spending on magazines (and share of total spending), there is not a strong pattern by education.

<b>Table 14: Spending on magazines by education, 2008</b>						
<b>Education level</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
No degrees, certificates or diplomas	718,000	29%	\$99	\$71 million	11%	19%
Secondary (high) school diploma or equivalent	1.26 million	41%	\$99	\$124 million	20%	23%
Trade, vocational or apprenticeship certificate	554,000	43%	\$97	\$54 million	9%	10%
Community college, CEGEP or nursing school diploma	1.35 million	53%	\$98	\$132 million	21%	19%
University certificate or diploma (below bachelor)	371,000	50%	\$100	\$37 million	6%	6%
Bachelor's degree (B.A., B.Sc., B.Ed.)	1.10 million	58%	\$106	\$117 million	19%	15%
Post-graduate degree, certificate or diploma	661,000	57%	\$133	\$88 million	14%	9%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

Examined as a percentage of household income, 11 cents out of every \$100 in household income was spent on magazines in 2008 (for households that reported any spending on magazines). Households where the respondent has less than a high school education spend the highest percentage of their household income on magazines. The \$99 per household for those with less than a high school education accounts for 0.20% of household income (for households that reported any spending on magazines). In other words, 20 cents for every \$100 of income in these households was spent on magazines.

The equivalent statistics for other education groups are:

- High school diploma or equivalent: 13 cents for every \$100 of income.
- Trade, vocational or apprenticeship certificate: 12 cents for every \$100 of income.
- Community college, CEGEP or nursing school diploma: 10 cents for every \$100 of income.
- University certificate or diploma below the bachelor's level: 11 cents for every \$100 of income.
- Bachelor's degree: 9 cents for every \$100 of income.
- Post-graduate degree, certificate or diploma: 10 cents for every \$100 of income.

These statistics mean that, while a smaller proportion of people with lower levels of education choose to spend money on magazines, those who do spend any money allocate higher proportions of their household incomes to magazines.

## Province

Figure 9 shows that residents of the three westernmost provinces are most likely to spend money on magazines, with 47% or more of households in Saskatchewan, Alberta and British Columbia reporting any spending. Residents of Newfoundland and Labrador are least likely to spend any money on magazines, with 33% of households reporting any spending.

For those households with any spending on magazines, the average amount spent is highest in Saskatchewan (\$112), Manitoba (\$108) and New Brunswick (\$107). The average spending per household is lowest in Nova Scotia (\$95) and Newfoundland and Labrador (\$86).

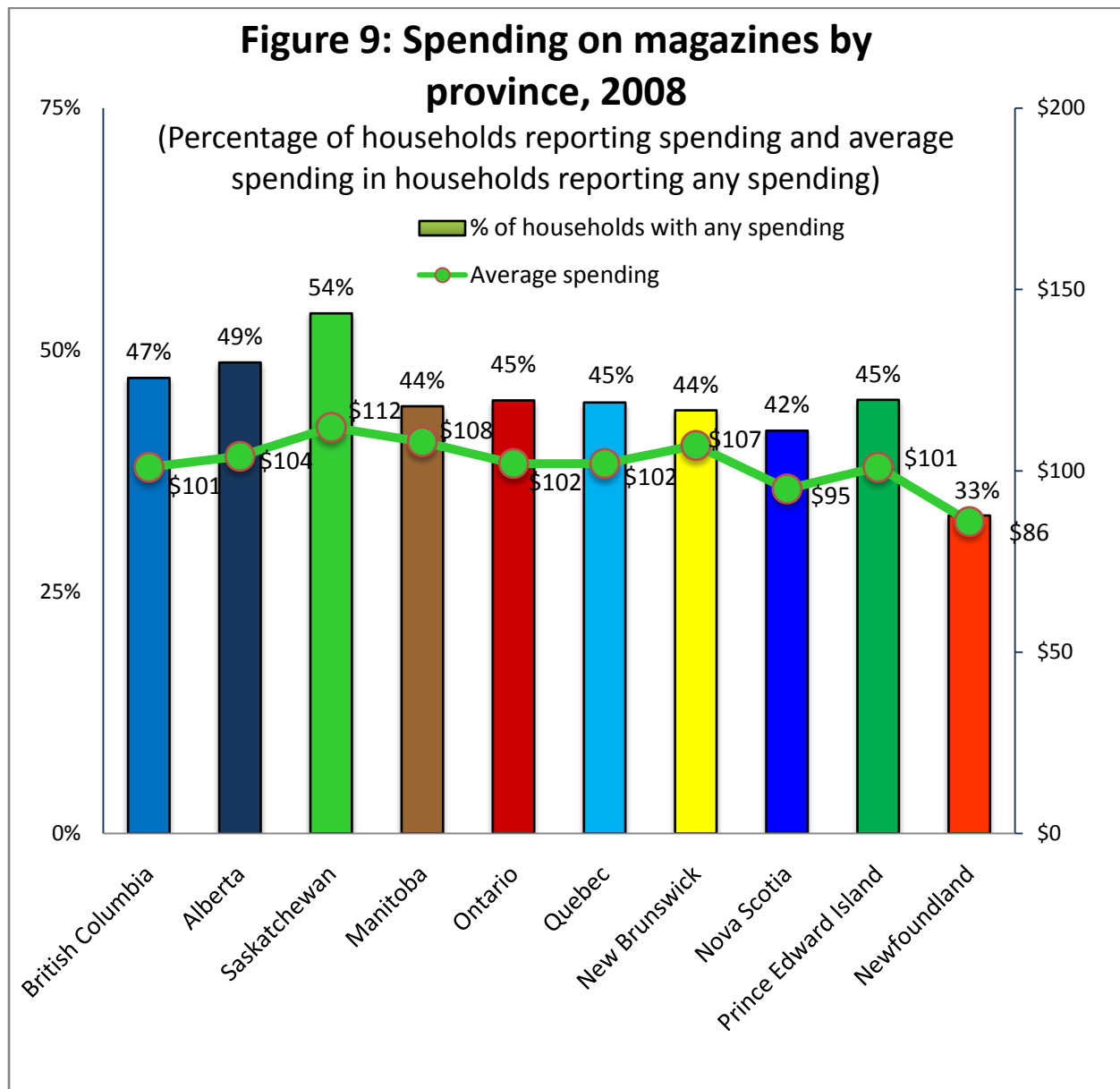




Table 15 provides further details about magazine spending in each province, including the number of Canadian households reporting any spending on magazines, the percentage of all Canadian households reporting spending, the average spending in households with spending on magazines, total spending on magazines, as well as the share of total magazine spending in each province.<sup>16</sup> For comparison purposes, each province's share of the Canadian population is also provided.<sup>17</sup>

<b>Table 15: Spending on magazines by province, 2008</b>						
<b>Province</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>Share of population</b>
British Columbia	804,000	47%	\$101	\$81 million	13%	13%
Alberta	629,000	49%	\$104	\$65 million	10%	11%
Saskatchewan	208,000	54%	\$112	\$23 million	4%	3%
Manitoba	192,000	44%	\$108	\$21 million	3%	4%
Ontario	2.14 million	45%	\$102	\$219 million	35%	39%
Quebec	1.47 million	45%	\$102	\$149 million	24%	23%
New Brunswick	133,000	44%	\$107	\$14 million	2%	2%
Nova Scotia	159,000	42%	\$95	\$15 million	2%	3%
Prince Edward Island	25,000	45%	\$101	\$2 million	0.4%	0.4%
Newfoundland and Labrador	66,000	33%	\$86	\$6 million	1%	2%
<b>Canada</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

<sup>16</sup> Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years.

<sup>17</sup> The province of some records in the dataset was masked to protect confidentiality. As such, the number of households, total spending, and share of all spending columns do not equal the Canadian totals. Given the masked records, the total spending in each province does not exactly match the amounts indicated in a previous report (*Consumer Spending on Culture*). The previous report's total provincial spending figures are slightly more accurate.

For all Canadian households reporting any spending on magazines, 11 cents out of every \$100 in household income was spent on magazines in 2008. Residents of Saskatchewan, Manitoba, Quebec, New Brunswick and Prince Edward Island spend a slightly higher percentage of their household income on magazines than residents of other provinces:

- Saskatchewan: 15 cents for every \$100 of income.
- Manitoba: 14 cents for every \$100 of income.
- Quebec: 14 cents for every \$100 of income.
- New Brunswick: 14 cents for every \$100 of income.
- Prince Edward Island: 14 cents for every \$100 of income.
- Nova Scotia: 13 cents for every \$100 of income.
- British Columbia: 12 cents for every \$100 of income.
- Ontario: 11 cents for every \$100 of income.
- Newfoundland and Labrador: 11 cents for every \$100 of income.
- Alberta: 10 cents for every \$100 of income.

## Demographic factors with a low or moderate correlation with magazine spending

Age, sex, the presence (or absence) of children in the household, household size, disability and rural or urban residence are demographic variables that have only a low or moderate correlation with magazine spending.

### **Age**

Table 16 provides information about spending on magazines by the age of the survey respondent:

- There is not a strong age-related pattern regarding the percentage of households spending any money on magazines.
- Average spending per household is \$109 or more for Canadians 50 or older.
- Total spending on magazines is highest for Canadians between 40 and 59 years of age.

<b>Table 16: Spending on magazines by age of the survey respondent, 2008</b>						
<b>Respondent's age group</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
Under 30	609,000	41%	\$93	\$56 million	9%	11%
30 to 39	1.14 million	49%	\$97	\$110 million	18%	18%
40 to 49	1.41 million	50%	\$99	\$139 million	22%	21%
50 to 59	1.24 million	46%	\$109	\$135 million	22%	20%
60 to 69	836,000	44%	\$111	\$93 million	15%	14%
70 to 79	530,000	42%	\$117	\$62 million	10%	10%
80 and over	245,000	38%	\$109	\$27 million	4%	5%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

## Sex

The survey captured the sex of the survey respondent but not the overall number of women and men in each household. With spending amounts being captured on a household level only, these statistics are not very conclusive regarding the possible influence of sex on magazine spending. Table 17 shows that the interview respondent's sex appears to have only a slight correlation with magazine spending: 48% of households with female respondents reported any magazine spending, compared with 43% of households with male respondents. On the other hand, average spending on magazines (for households that reported any spending) is somewhat lower in households with female respondents (\$99) than in households with male respondents (\$108).

**Table 17: Spending on magazines by the sex of survey respondent, 2008**

<b>Sex of survey respondent</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
Female	3.06 million	48%	\$99	\$304 million	49%	48%
Male	2.95 million	43%	\$108	\$319 million	51%	52%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

### *Households with or without children*

Table 18 shows that a somewhat higher proportion of households with children (49%) spent any money on magazines in 2008 than households without children (44%). However, average spending per household is quite similar between the two groups (\$100 and \$105, respectively). Total spending on magazines is much higher for households without children, representing 71% of all spending on magazines.

**Table 18: Spending on magazines of households with / without children, 2008**

<b>With / without children under 18 in home</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
With children in home	1.78 million	49%	\$100	\$179 million	29%	28%
No children in home	4.23 million	44%	\$105	\$444 million	71%	72%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

## Household size

Table 19 shows that one-person households are least likely to spend money on magazines, with 36% of such households reporting any spending. Average spending per household is also lowest for single-person households (\$87). However, if looked at on a per person basis, this is the highest level of average spending.<sup>18</sup>

The percentage of households spending any money on magazines is fairly similar for other sizes of households, varying only between 47% and 50%. Among households of two or more people, average spending per household (for households reporting any spending) varies from \$105 in households of five or more people to \$112 in three-person households.

Total spending on magazines is highest for two-person households (\$246 million, representing 40% of all spending on magazines).

<b>Table 19: Spending on magazines by household size, 2008</b>						
<b>Size of household</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
One person	1.33 million	36%	\$87	\$116 million	19%	28%
Two people	2.28 million	50%	\$108	\$246 million	40%	34%
Three people	788,000	47%	\$112	\$88 million	14%	13%
Four people	979,000	50%	\$108	\$106 million	17%	15%
Five or more people	631,000	49%	\$105	\$66 million	11%	10%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

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<sup>18</sup> That is, \$87 divided by 1 person equals \$87. Average spending per household member for other household sizes ranges from about \$20 to about \$50.

### ***Respondents with or without a disability<sup>19</sup>***

Table 20 compares the magazine spending in households where the survey respondent has or does not have a disability. The percentage of households spending any money on magazines is somewhat lower in households where the respondent has a disability (41%) than in those where the respondent does not have a disability (47%). Similarly, average spending per household is somewhat lower in households where the respondent has a disability (\$97, compared with \$105 in households where the respondent does not have a disability).

<b>Table 20: Spending on magazines by households where the respondent does / does not have a disability, 2008</b>						
<b>Respondents with / without a disability</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
With a disability	886,000	41%	\$97	\$86 million	14%	16%
Without a disability	5.12 million	47%	\$105	\$537 million	86%	84%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>

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<sup>19</sup> The assessment of disability was based on two questions: 1) "Do you have any difficulty hearing, seeing, communicating, walking, climbing stairs, bending, learning or doing any similar activities?"; and 2) "Does a physical condition or mental condition or health problem reduce the amount or the kind of activity that you can do at home, at work, at school, or in other activities such as transportation or leisure?"

### ***Rural and urban households***

Table 21 shows that the percentage of households spending any money on magazines is very similar between residents of rural areas, small cities (under 100,000 population) and larger cities (population of 100,000 or more). Average spending per household is also very similar, varying only between \$100 and \$105.

In terms of the share of overall spending on magazines, cities of 100,000 or more account for over two-thirds of all spending.

<b>Table 21: Spending on magazines by size of area of residence, 2008</b>						
<b>Population of area of residence</b>	<b>Number of households reporting spending</b>	<b>Percentage reporting spending</b>	<b>Spending per household (for those reporting any spending)</b>	<b>Total spending</b>	<b>Share of all spending</b>	<b>% of households</b>
Rural	725,000	47%	\$100	\$73 million	12%	12%
Population under 100,000	1.14 million	47%	\$101	\$115 million	18%	18%
Population of 100,000 or over	4.10 million	45%	\$105	\$431 million	69%	69%
<b>All</b>	<b>6.01 million</b>	<b>46%</b>	<b>\$104</b>	<b>\$623 million</b>	<b>100%</b>	<b>100%</b>



## Low and high magazine spending households

There is substantial variation in spending on magazines and periodicals in different households. In fact, 54% of households reported no spending at all on magazines (7.2 million households). The 46% of households that did spend any money on magazines (6.0 million households) spent an average of \$104 per household.

Those households that reported magazine spending were divided into four roughly equal groups based on the amount that they spent on magazines in 2008. The division into these groups (called quartiles) enables us to examine the similarities and differences in spending patterns of households with different levels of magazine spending.

The “low spending” quartile includes those Canadians who spent between \$1 and \$40 on magazines. The “moderate spending” group contains those who spent between \$41 and \$60 on magazines. The “high spending” quartile includes those who spent between \$61 and \$120, while the “highest spending” group contains those who spent over \$120 on magazines.

There are between 1.3 million and 1.7 million households in each of the four quartiles. Figure 10 provides the percentage of Canadian households in each spending range.

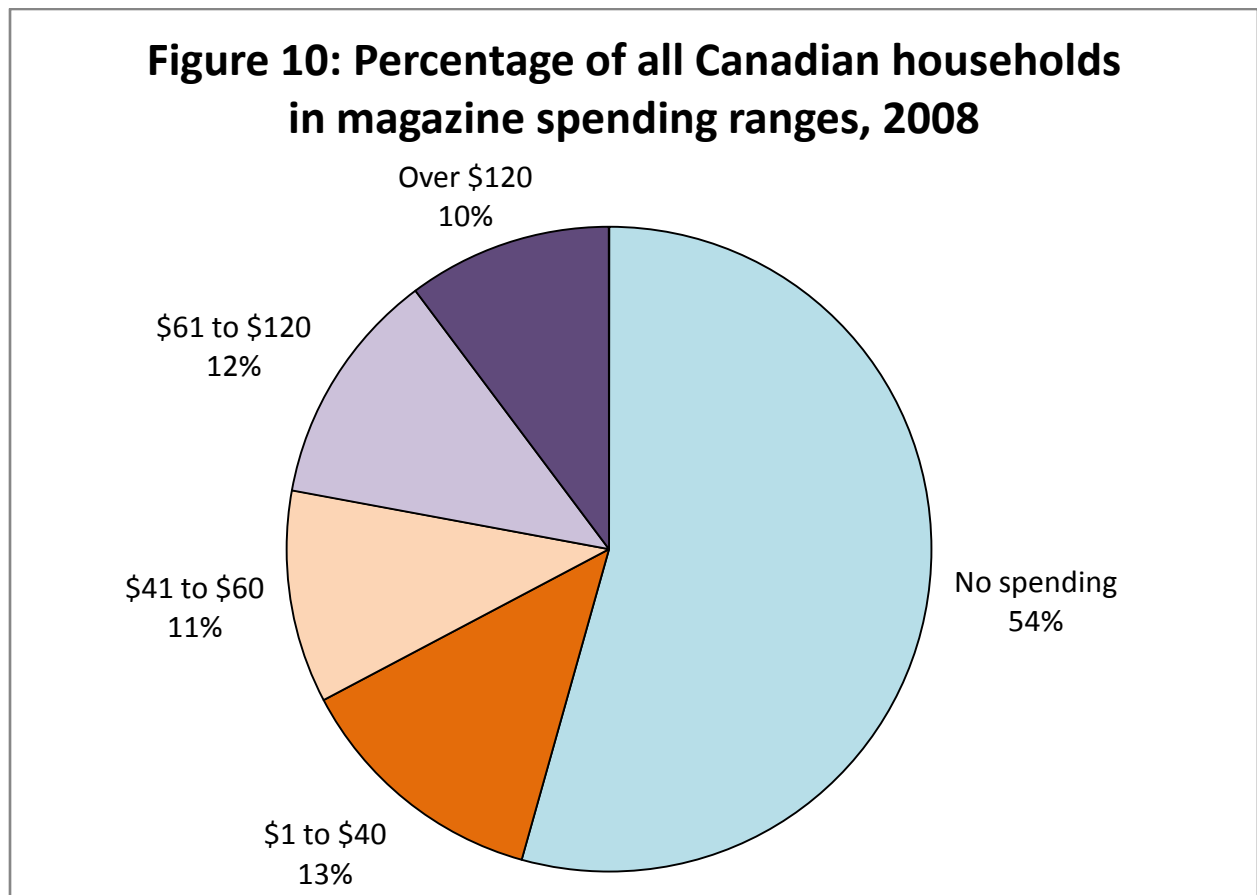


Table 22 provides information about the magazine spending of these groups of households. The highest spending households, who represent 10% of the population, accounted for 57% of total spending on magazines in 2008.

<b>Table 22: Magazine spending by quartile, 2008</b>					
<b>Household quartile</b>	<b>Spending range</b>	<b>Number of households reporting spending</b>	<b>Total spending on magazines</b>	<b>Quartile's share of all spending</b>	<b>Share of households</b>
Low spending	\$1 to \$40	1.70 million	\$45 million	7%	13%
Moderate spending	\$41 to \$60	1.40 million	\$74 million	12%	11%
High spending	\$61 to \$120	1.60 million	\$148 million	24%	12%
Highest spending	Over \$120	1.35 million	\$356 million	57%	10%
<b>All</b>		<b>6.01 million</b>	<b>\$623 million</b>	<b>100%</b>	<b>46%</b>

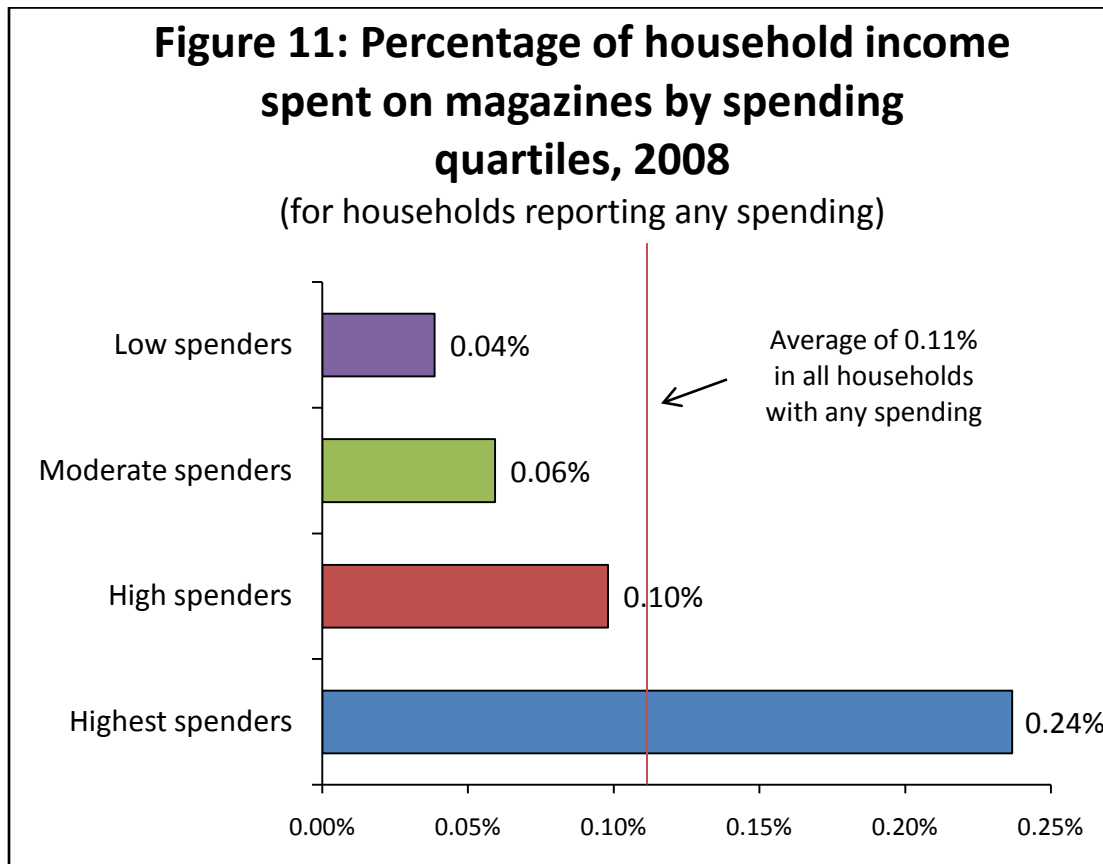
The households with the highest spending on magazines tend to be highly-educated and have higher household incomes:

- 15% of the highest spenders have a post-graduate degree (compared with 9% of all Canadians) and another 20% have a bachelor's degree (vs. 15% of all Canadians).
- 19% have household incomes above \$150,000, compared with 8% of all Canadians. Similarly, 24% of the highest spenders have household incomes between \$100,001 and \$150,000 (vs. 14% of all households).

In many other respects, the highest spending households are similar to other households:

- The highest spending households are fairly evenly spread by age, with one exception (only 8% are under 30, vs. 11% of all Canadians).
- They are fairly evenly spread between households with and without children.
- They are fairly evenly spread throughout the provinces.
- They are fairly evenly spread between larger cities (i.e., over 100,000 population), smaller cities (under 100,000 population) and rural areas.

Regarding the percentage of income spent on magazines, Figure 11 demonstrates that the highest spenders on magazines choose to allocate more of their incomes to magazines. In fact, those who spent over \$120 on magazines in 2008 spent an average of 0.24% of their household's income on these activities, much higher than the spending average of 0.11% for all magazine spenders.



## ***Magazine buyers and other cultural and sporting activities***

The statistics presented below show that magazine buyers are active in a range of cultural activities in their communities, including buying books, visiting museums, buying art, attending sports events, attending live performing arts, and going to movies. Based on these findings, magazine marketing strategies could target other cultural participants.

Compared with the 46% of all Canadian households spending money on magazines:

- 66% of households that spent money on books also spent money on magazines.
- 64% of households that spent money on museums also spent money on magazines.
- 64% of households that spent money on live sports events also spent money on magazines.
- 63% of households that spent money on live performing arts also spent money on magazines.
- 57% of households that spent money on movies also spent money on magazines.

The data in Table 23 examines average spending on a variety of cultural and sports items by magazine buyers. The table compares the average expenditures of the 2.9 million households that spent more than \$60 on magazines in 2008 (i.e., the “high” and “highest” quartiles) with the 10.1 million households that spent \$60 or less (or no money at all) on magazines (i.e., non-spenders as well as the “low” and “moderate” quartiles).

High spenders on magazines tend to have high household spending. In fact, high spenders on magazines have 54% higher total household expenditures than low or non-spenders on magazines. This 54% figure provides a benchmark for the analysis of other spending items. If high spenders have average spending that is more than 54% higher than low or non-spenders on certain items (i.e., a ratio greater than 1.54 in the table below), then it could be said that they prioritize these spending items. In contrast, a difference of less than 54% could show that the item is either a basic good or a lower priority good or service.

High spenders on magazines have much higher spending on some other cultural goods and services than low or non-spenders:

- Over 2.5 times higher average spending on books.
- 2.5 times higher average spending on live sports events.
- Over two times higher average spending on live performing arts.
- Over two times higher average spending on admission to museums and other heritage-related activities.
- About two times higher average spending on art, antiques and decorative ware.
- 92% higher average spending on newspapers.
- 78% higher average spending on movie theatre admissions.

While high spenders on magazines also have higher spending than low or non-spenders on satellite and cable TV services, the ratios are much lower than the 54% difference in total household expenditures:

- 20% higher average spending on satellite services.
- 17% higher average spending on cable TV services.

<b>Table 23: Spending on other cultural goods and services by high magazine spenders, 2008</b>			
<b>Other cultural goods and services</b>	<b>Average spending by high spenders on magazines</b>	<b>Average spending by moderate, low or non-spenders on magazines</b>	<b>Ratio</b>
Books and pamphlets	\$206	\$78	2.64
Admissions to live sports events	\$92	\$37	2.49
Live performing arts	\$190	\$85	2.24
Admission to museums and other heritage-related activities	\$66	\$32	2.06
Art, antiques and decorative ware	\$199	\$100	1.98
Newspapers	\$136	\$71	1.92
Movie theatre admissions	\$141	\$79	1.78
Satellite services	\$171	\$143	1.20
Cable TV services	\$423	\$362	1.17
<b>Total household expenditures</b>	<b>\$98,300</b>	<b>\$63,800</b>	<b>1.54</b>

These findings indicate that magazine marketing strategies could target other cultural participants.