

Canadian Public Library Discovery and Use Research Compilation

February 2021

A compilation of research data from consumer and book reader surveys conducted by BookNet Canada and the Research Design House. Most of the data in those surveys focuses on book readers and public libraries in Atlantic Canada.

The research was funded by the Atlantic Publishers Marketing Association. Copies of the complete studies may be available from the Atlantic Publishers Marketing Association.

Contents of this compilation – selected data tables from book reader surveys

- The Impact of Atlantic Books for the Holiday and Atlantic Books for Today: Custom Research for the APMA [2016] – page 2
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- Atlantic Publishers Marketing Association Fall 2018 Survey – Book Buyer Survey September 2018 – page 12

[This study contains the most detailed information about the role of public libraries in discovery of books, and user evaluation of the presence of local/regional/Canadian books in public libraries in Atlantic Canada]

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A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 03.2016

The Impact of Atlantic Books for the Holiday and Atlantic Books for Today: Custom Research for the APMA

PREPARED BY BNC STAFF

CONFIDENTIAL TO THE APMA

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Methodology

All respondents were aged 18 or older and had purchased a minimum of one book, regardless of format, in the prior month.

Surveys were circulated from January to February 2016 representing book purchases that took place in December 2016. Respondents were asked to report on all books they purchased in that month. Focus was placed on having a statistically valid panel, which included the responses of 670 book buyers from across Canada who completed the survey about their book-purchasing behaviour.

Select representatives from a larger panel qualified to receive a fielding of the survey because they indicated they had purchased or downloaded a book in the prior month. Those who met the criteria were asked to complete the online survey. Respondents were given an incentive for completing the survey.

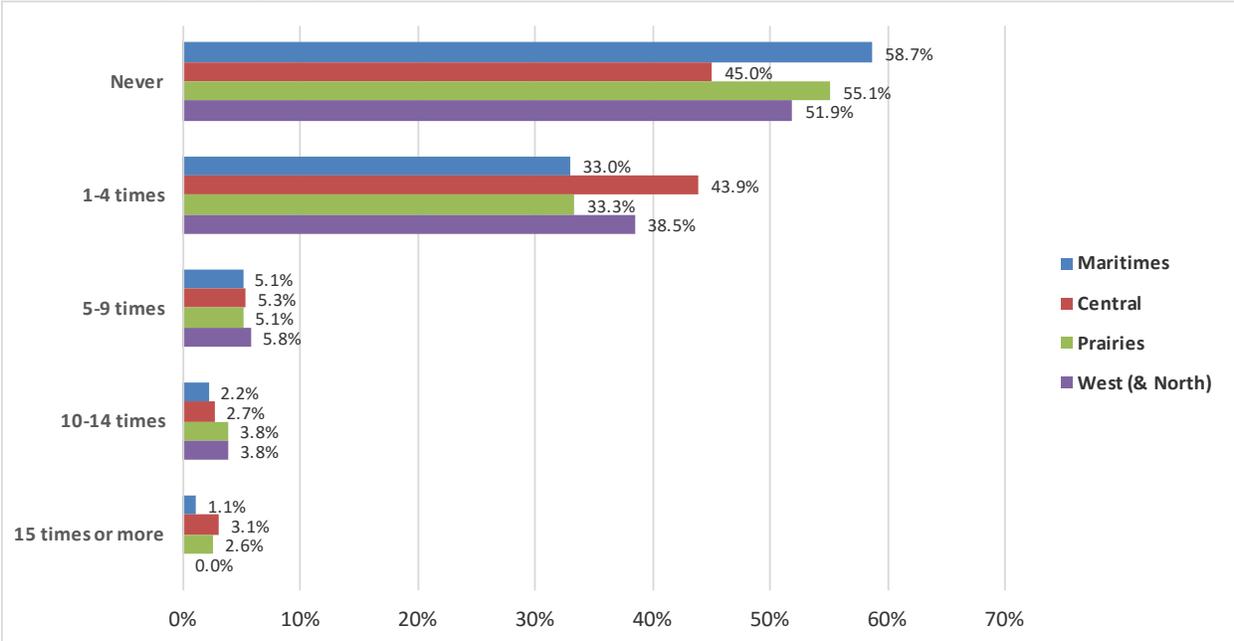
BookNet Canada partnered with Nielsen Book for data collection and processing.

Sampling Details:

This survey has a margin of error of 5% at a 95% confidence interval. For Atlantic Canada, we received feedback from 278 respondents representing 680 book purchases for the month of December.

We asked all respondents whether they had visited their public library, either in person or online, anytime over the last month and found that 41.4% of book buyers from the Maritimes had done so. Not surprisingly, the largest group of library patrons (33%) visited between one and four times.

Public library use by region



How many times have you visited the public library (in person or online) in the last month? (N=668)



A RESEARCH REPORT BY BOOKNET CANADA

BNC **RESEARCH** 02.2017

*The Impact of **Book** Lovers' Holiday Gift Guide **and** Atlantic Books Today*

Custom Research for the APMA

PREPARED BY BNC STAFF

CONFIDENTIAL TO THE APMA

© BOOKNET CANADA 2017

Methodology

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BookNet Canada partnered with Nielsen Book for data collection and processing.

Sampling Details: This survey has a margin of error of 5% at a 95% confidence interval. For Atlantic Canada, we received feedback from 268 respondents representing 661 book purchases for the month of December.

Location of survey respondents



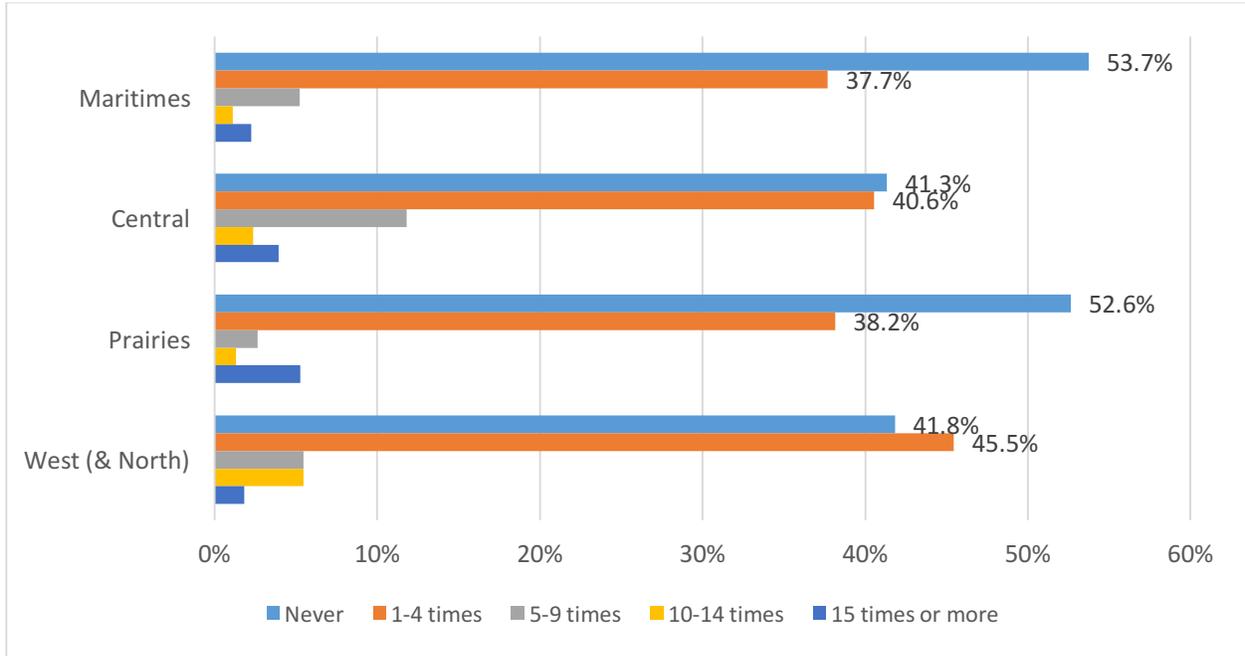
What postal code area do you live in? (N=268)

Book Lovers' Holiday Gift Guide Catalogue

Of the 268 respondents, 36 of them had seen the publication in the prior two months. As outlined above, this accounts for 13.4% of respondents, down from 18.7% last year.

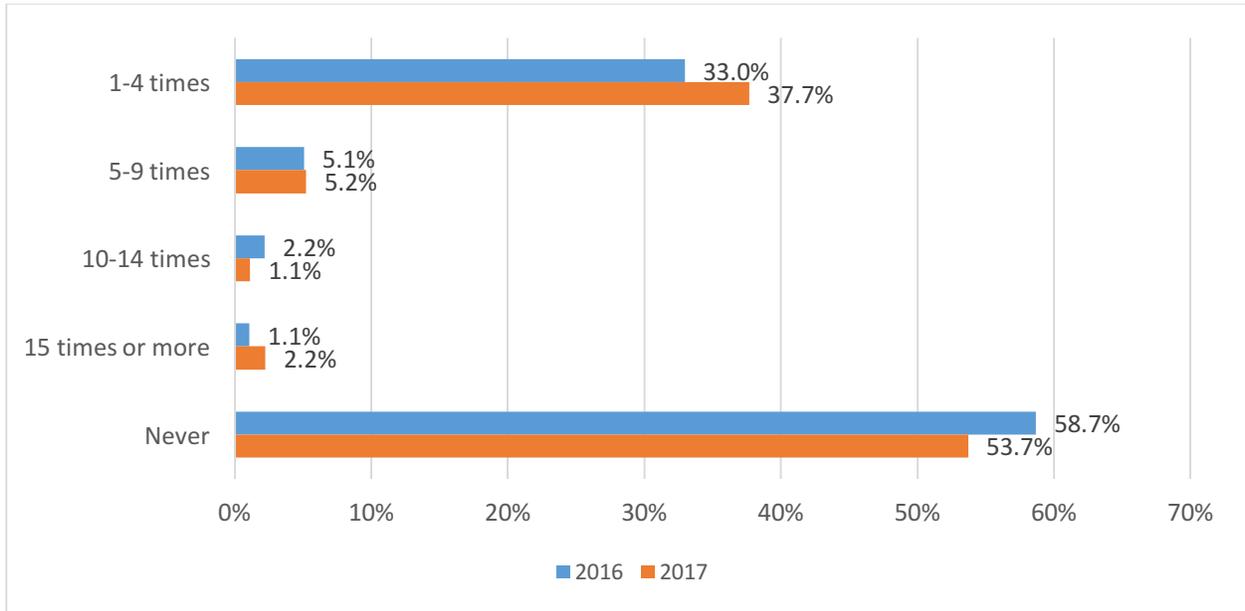
When answering if they found this publication useful, there was an overall decline in the feelings of book buyers. Of those who had seen it, 11.1% said they found it “not at all useful,” which is up from 3.8% last year.

Public library use by region



How many times have you visited the public library (in person or online) in the last month? (N=653)

Public library use - Maritimes only



How many times have you visited the public library (in person or online) in the last month? (N 2016=276, N 2017=268)



**ATLANTIC PUBLISHERS
MARKETING ASSOCIATION**

Atlantic Books Today

**Book Buyer Survey
May 2017**



Methodology

This report has been prepared on behalf of the Atlantic Publishers Marketing Association (APMA) and details the results of a survey conducted with 400 book buyers in Atlantic Canada. The purpose of the study was to evaluate awareness and impact of the *Atlantic Books Today* magazine and obtain any insights that might assist APMA in promoting books published in Atlantic Canada.

The surveys were distributed across the region in proportion to population size based on the 2016 Canada census. Some weighting was used to adjust for slight variances during data collection.

Panelists who did not purchase books were disqualified.

Please note that due to the data collection format this study is only representative of book buyers with internet access.

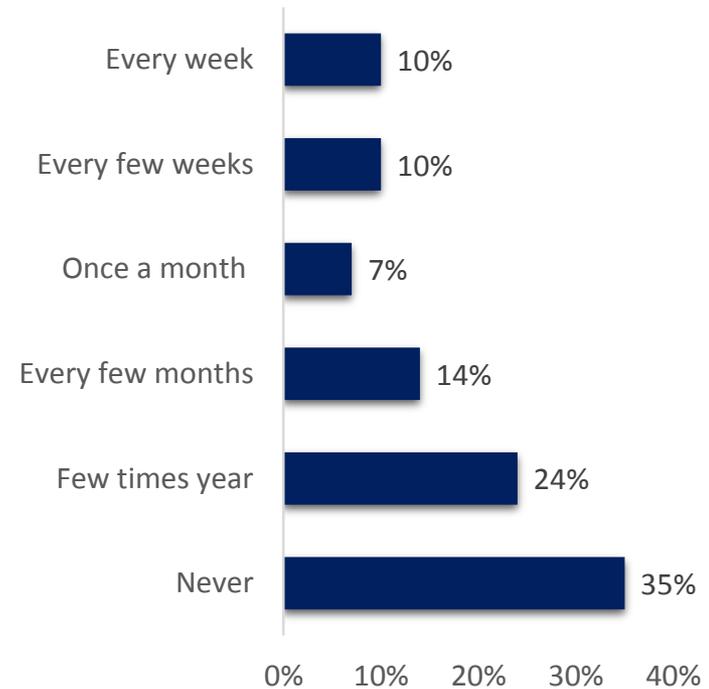
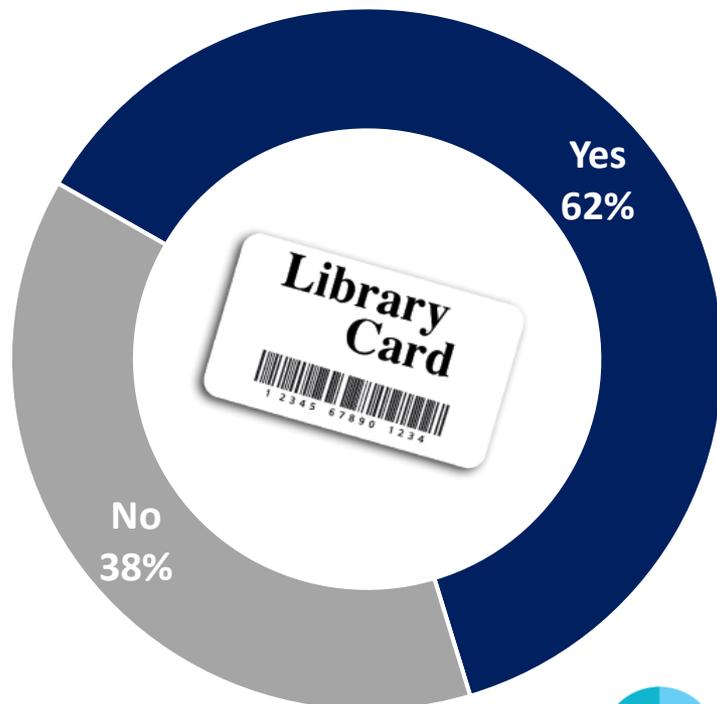


About one in four (27%) book buyers visit a library at least once a month. Book buyers who browse local book sections are amongst the most likely to visit libraries weekly or bi-weekly.

Two out of three (62%) book buyers have a library card and one in ten (10%) visit a library every week. For the most part libraries have broad appeal. Interestingly, there is a strong correlation between book buyers who visit a library at least once a week and **recall for *Atlantic Books Today* magazine**.



Do you have a library card?
How often do you visit the public library?





**ATLANTIC PUBLISHERS
MARKETING ASSOCIATION**

Fall 2018 Survey

**Book Buyer Survey
September 2018**

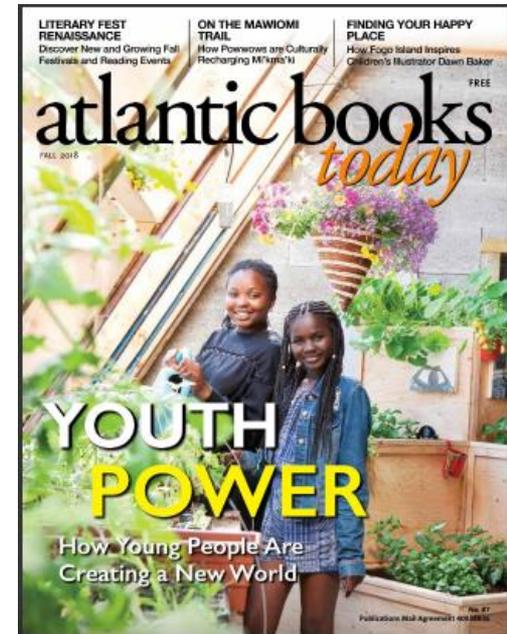


Methodology

This report has been prepared on behalf of the Atlantic Publishers Marketing Association (APMA) and details the results of a survey conducted with 400 book buyers in Atlantic Canada. The purpose of the study was to provide insight into book buying behaviour, library usage and awareness of *Atlantic Books Today* magazine.

The number of surveys conducted by province was 150 in Nova Scotia, 100 in Newfoundland & Labrador, 100 in New Brunswick and 50 in Prince Edward Island. **Panelists who do not purchase books were disqualified (22% of respondents).**

Please note that due to the data collection format this study is **only** representative of book buyers with internet access.



Library Use

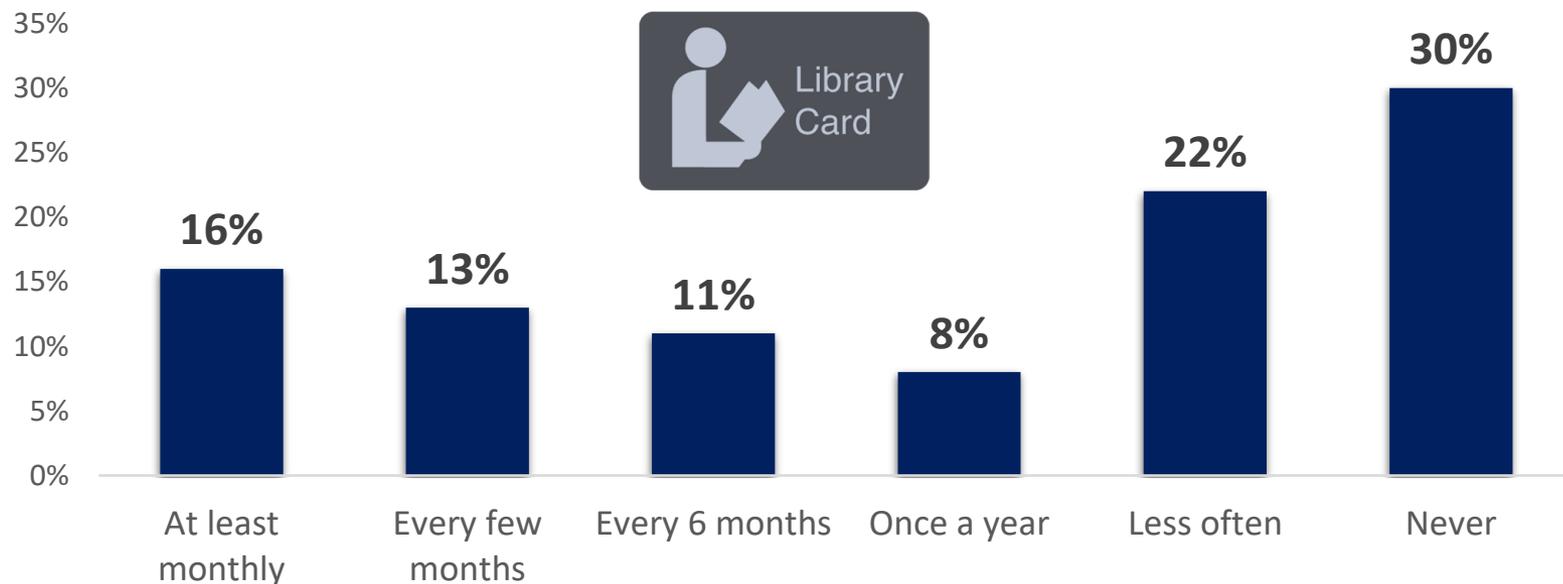


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Library Usage

? *How often do you visit a library to borrow books for either yourself or others in the household?*

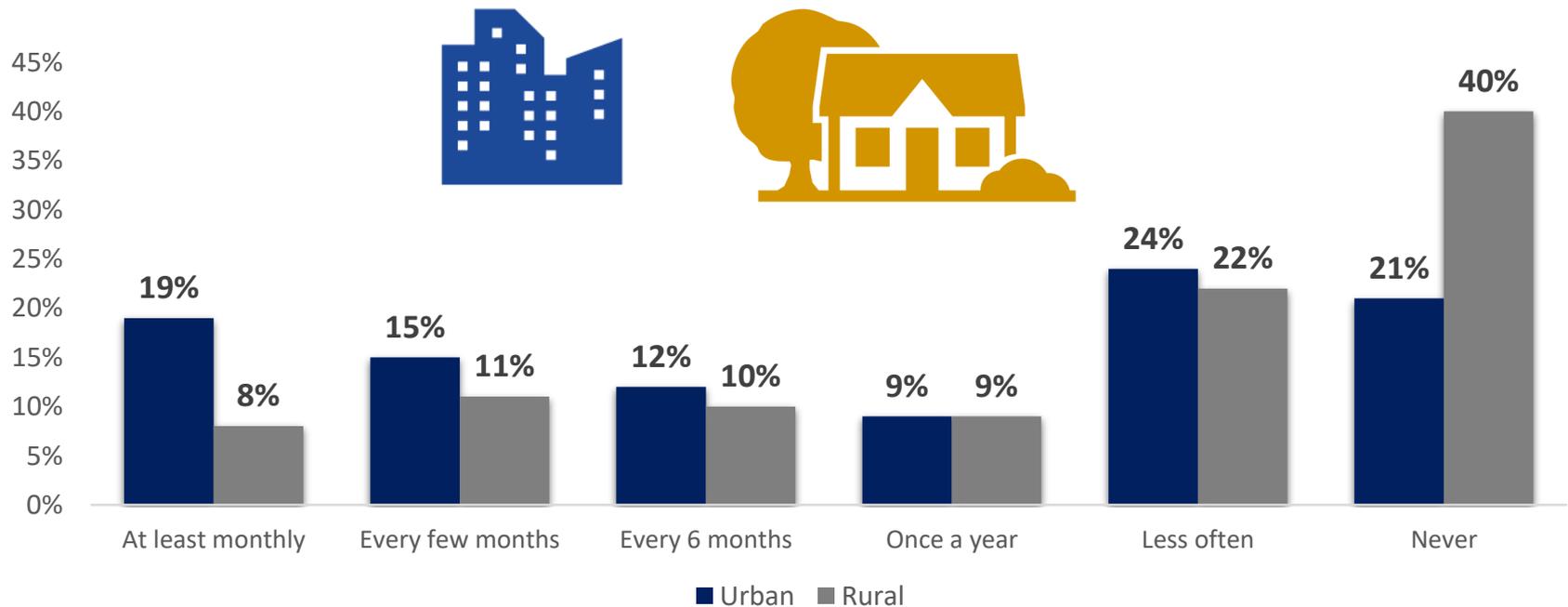
About half (48% or N=193) of book buyers visit a library at least once per year. The frequency in which someone uses a library is influenced by where they live. Urban and suburban residents visit a library more often than those living in rural areas. Other people who are more likely to use a library at least monthly include: women (20%), people who read at least one book per month (33%), frequent book buyers (22%), ABT readers (23%) and those who are very interested in local books (26%).



Library Usage

? How often do you visit a library to borrow books for either yourself or others in the household?

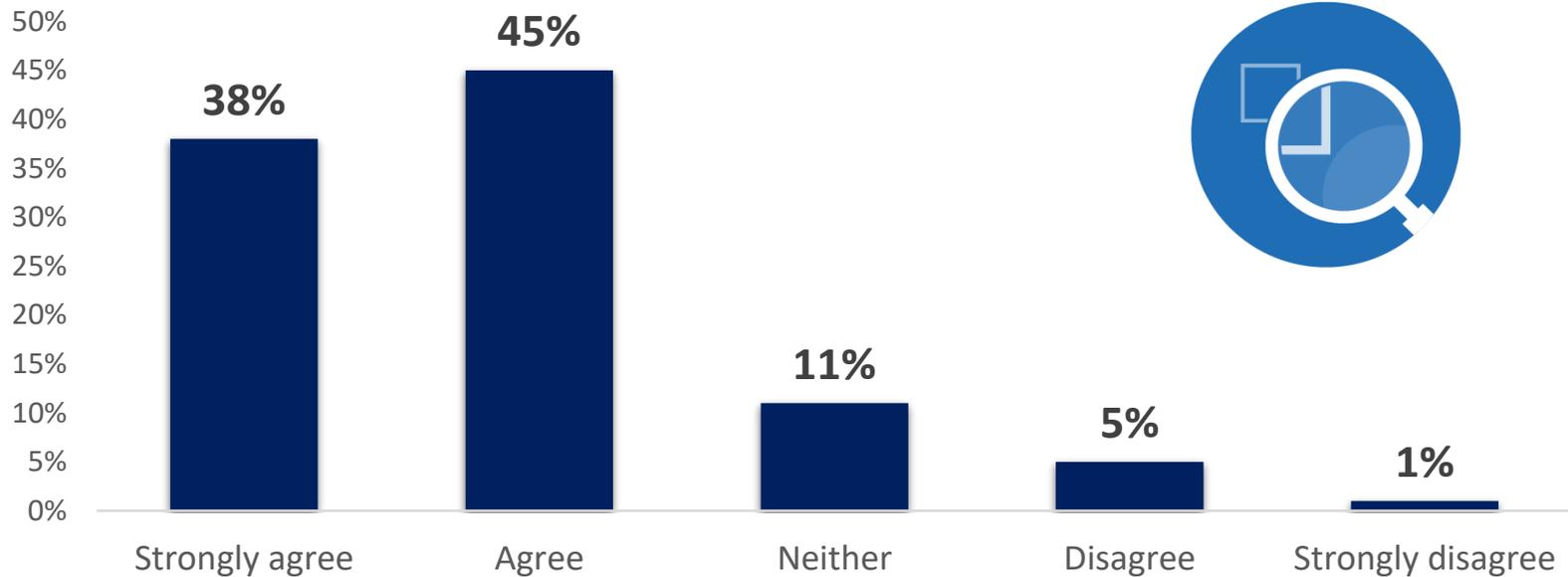
The frequency of visiting a library varies significantly by geography. In urban centres book buyers are twice as likely to visit at least once a month (19% as compared to 8%). Book buyers in rural areas are also twice as likely to say they never visit a library (40% as compared to 21%).



Discovery of New Authors

 *To what extent do you agree or disagree that you often discover new books and authors by browsing shelves and displays at the public library?*

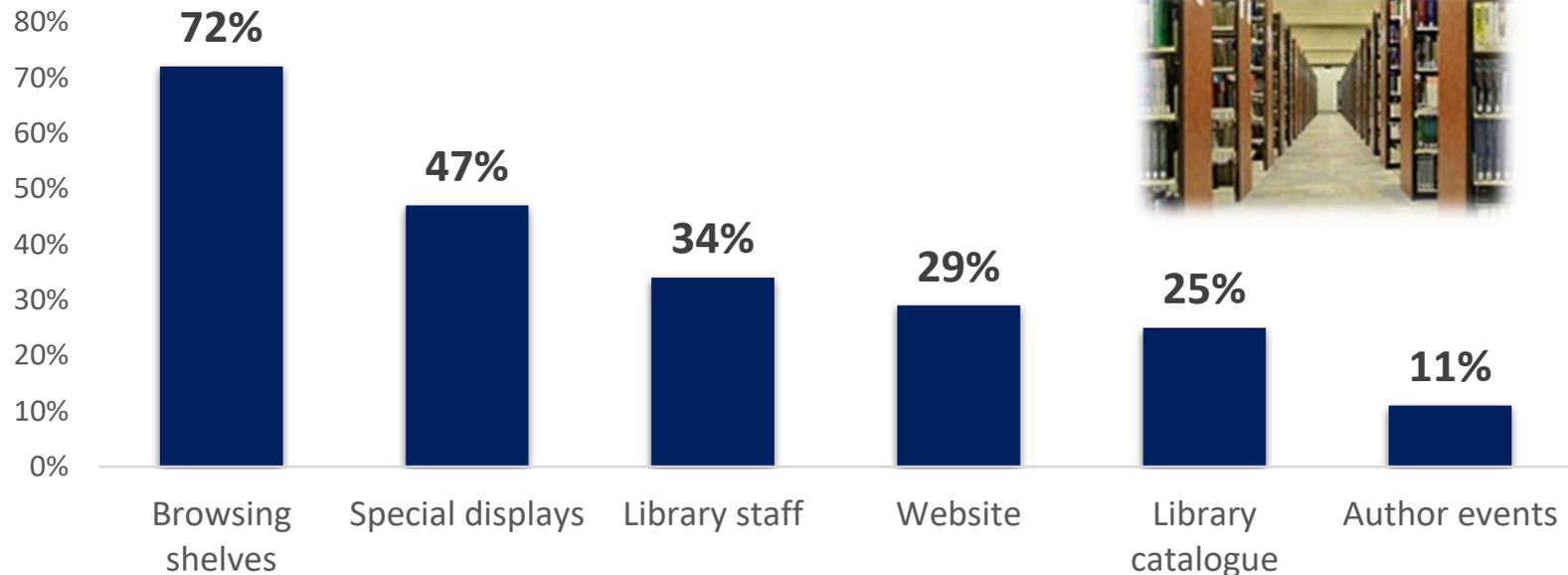
Eight in ten (83%) book buyers who visit the library say that they often discover new books and authors by browsing during their visit. Those most likely to 'strongly agree' are people who read 12+ books per year and those who go to the library most often (at least once per month).



Library Resources

? *How do you typically discover books and authors when at the library?*

Library visitors are most likely to discover books and authors by browsing the shelves. Other resources like special displays (47%) and recommendations from staff (34%) are important. Author events play a role with one in ten (11%) library visitors.



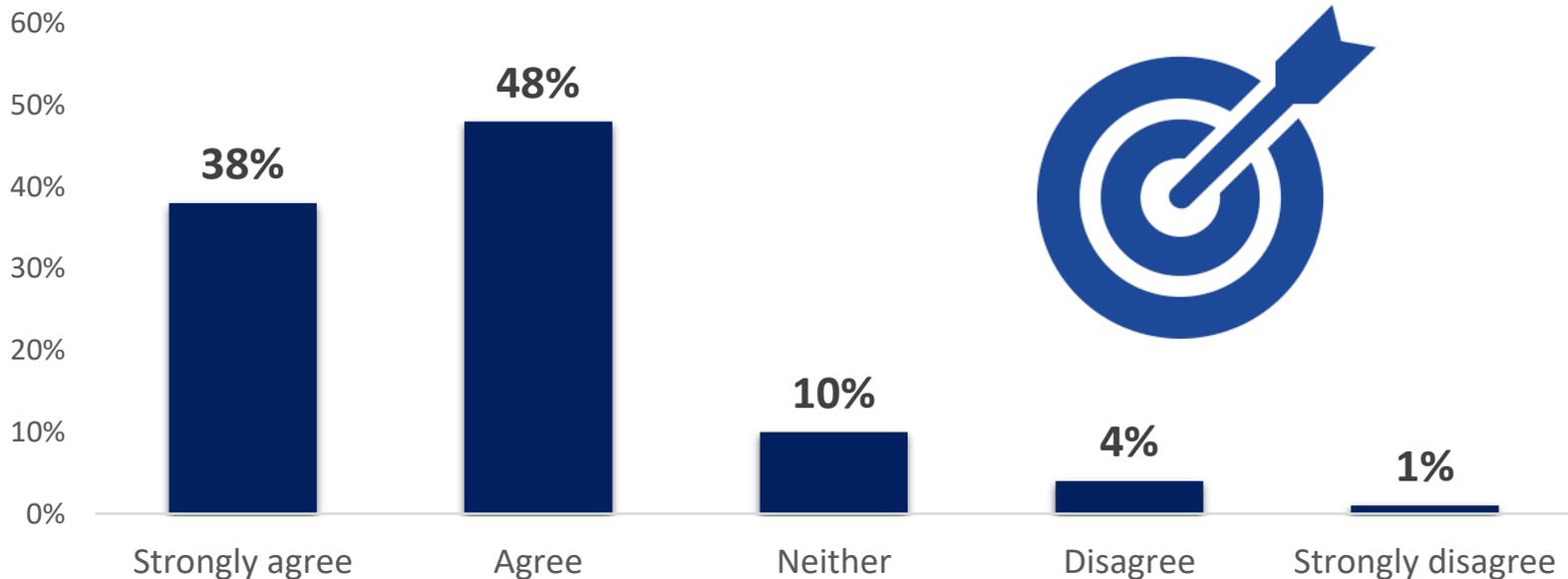
Success in Finding a Book



To what extent do you agree or disagree that most of the time when you visit a library you find a book that is of interest to you?

Library visitors are divided between those who visit a library with a specific book in mind (42%) and those who go in the hopes of discovering something new (50%).

Almost everyone (86%) who visits a library finds a book of interest to them. Those who are most likely to 'strongly agree' are women (46%), people who read 12+ books per year (64%) and those who visit the library most often (54%).

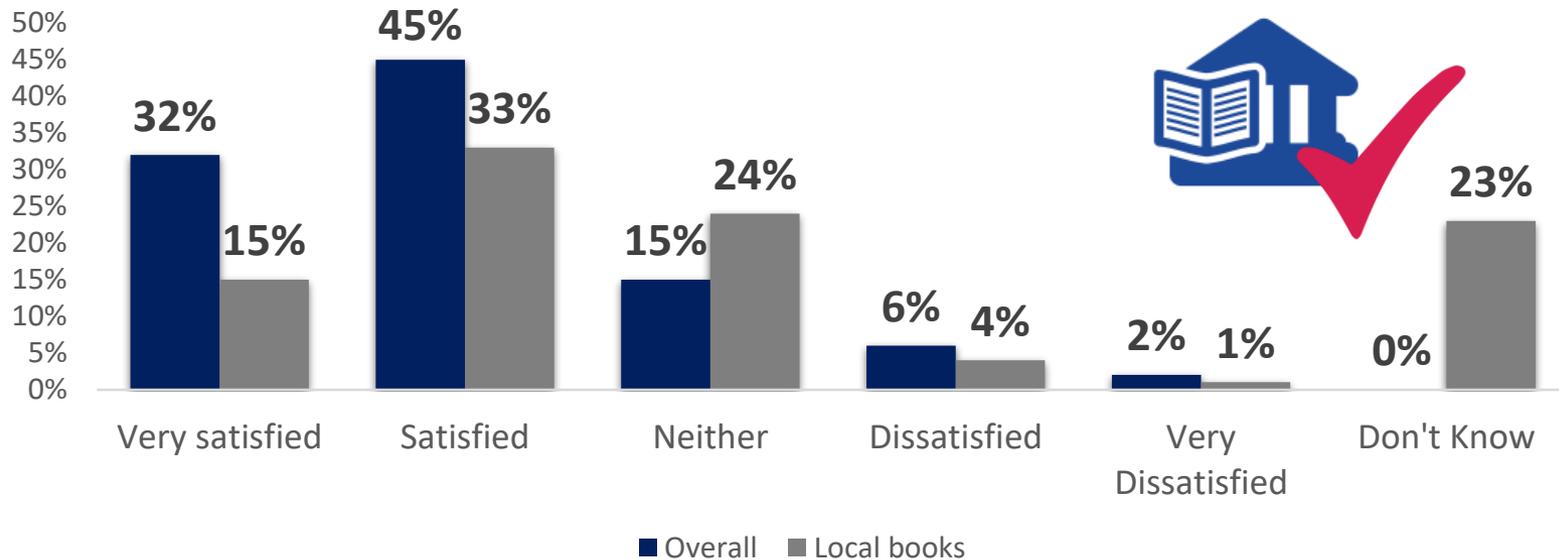


Satisfaction with Book Selection

? *How satisfied are you with the selection of books available at your public library?
How satisfied are you with the library's selection of books by local or Atlantic
Canadian authors, on local or Atlantic Canadian topics?*

Most (77%) library users are 'satisfied' or 'very satisfied' with the overall selection of books available. Those who are 'very satisfied' include women (38%), people aged 55+ (42%), people who read 12+ books per year (46%) and those who visit a library most often (49%).

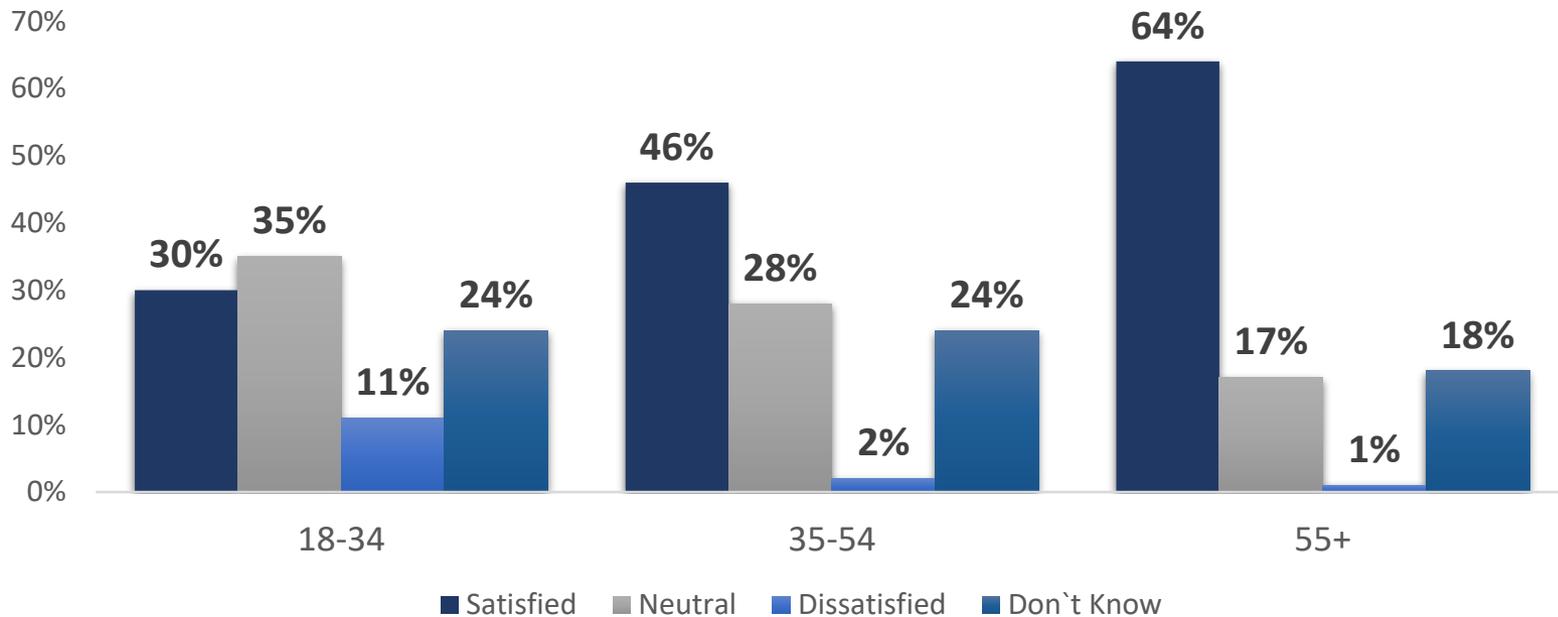
Satisfaction with the selection of local books is substantially lower (48% vs 77%). This is in part due to the fact that many library users don't know if their library is doing a good job. While there is a correlation between awareness and interest, even 15% of those interested in local books say they don't know suggesting that "visibility" of local books might be an issue.



Satisfaction with Book Selection

? *How satisfied are you with the library's selection of books by local or Atlantic Canadian authors, on local or Atlantic Canadian topics?*

Satisfaction with the selection of local books appears to be correlated with age. Older library users are significantly more likely to report be satisfied with the selection than younger visitors (64% as compared to 30%). Younger library users are also more likely to say they are dissatisfied with the local books offered (11%). Its possible that the types of local books carried by libraries are geared towards the interests of an older reader.

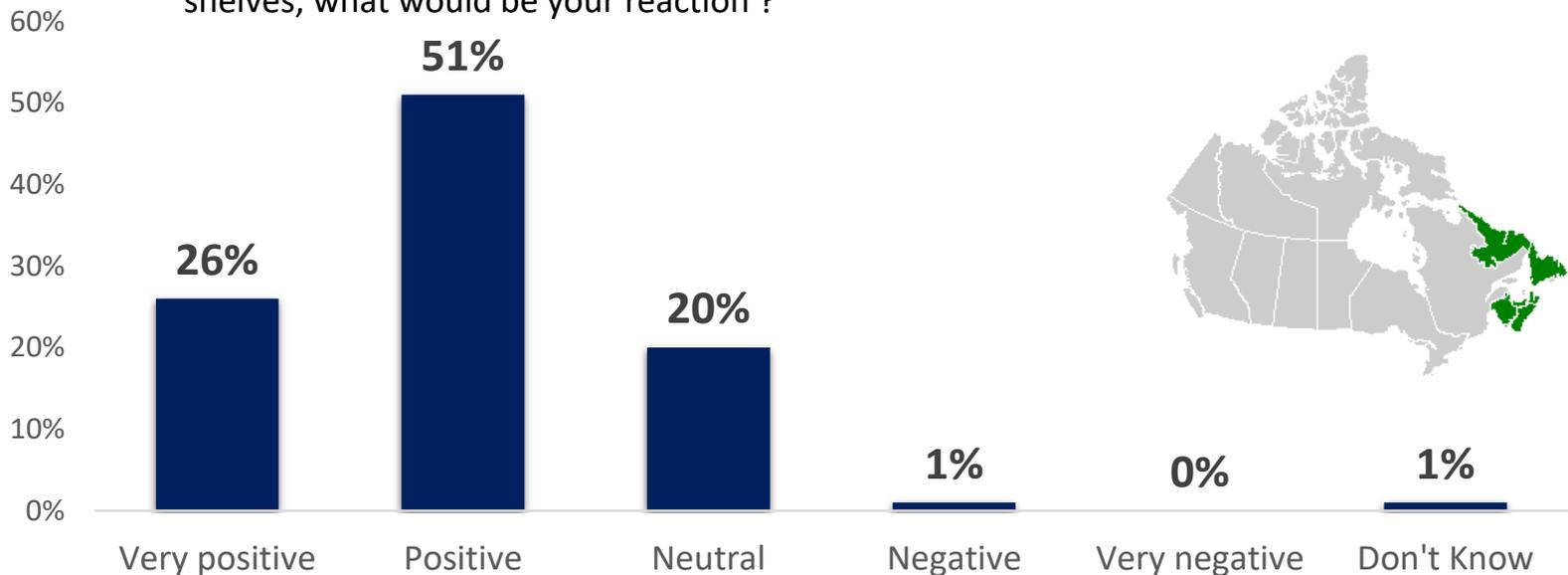


Support for Emphasis on Local

Most (77%) library users would support their library placing a bigger emphasis on books by local authors or about local topics. Those most likely to support a great emphasis on local books include: library visitors aged 55+ (84%), people who read 12+ books per year (85%) and people who are very interested in local books (92%).



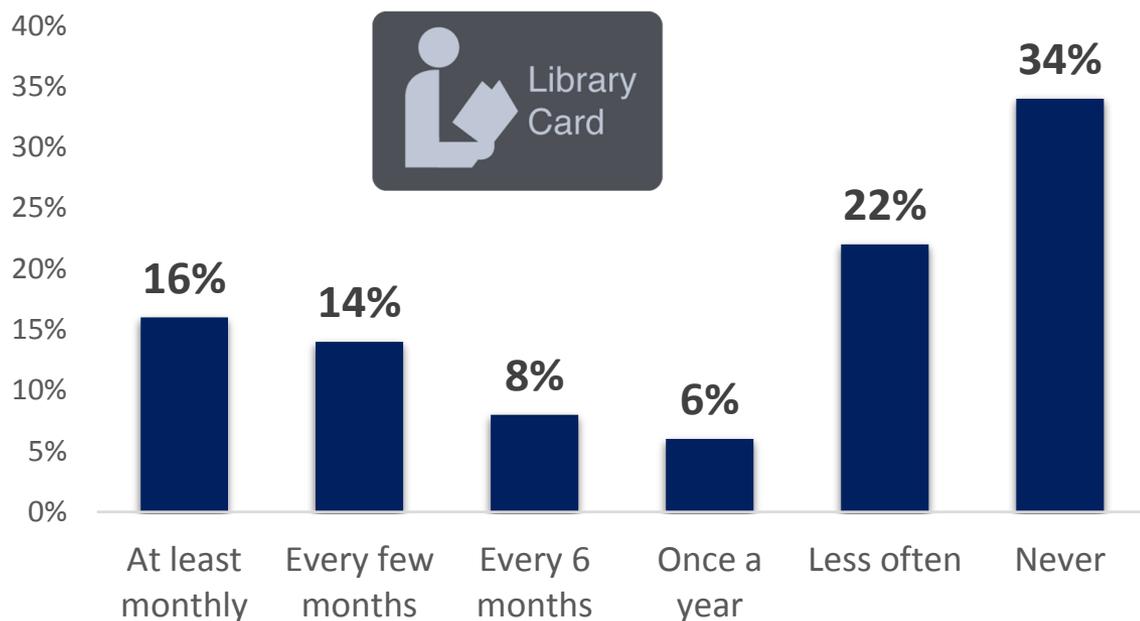
If your local library put a bigger emphasis on books by local and Canadian authors, and on local or Canadian books, with more displays and more of these books on the shelves, what would be your reaction ?



Library Usage

? How often do you use a library to borrow books for either yourself or others in the household?

Almost half (44%) of book buyers visit a library at least once per year. The frequency in which someone uses a library is influenced by where they live. Urban and suburban residents visit a library more often than those living in rural areas (46% vs 38%). Younger book buyers (18-34) also visit a library more often than those over 55.

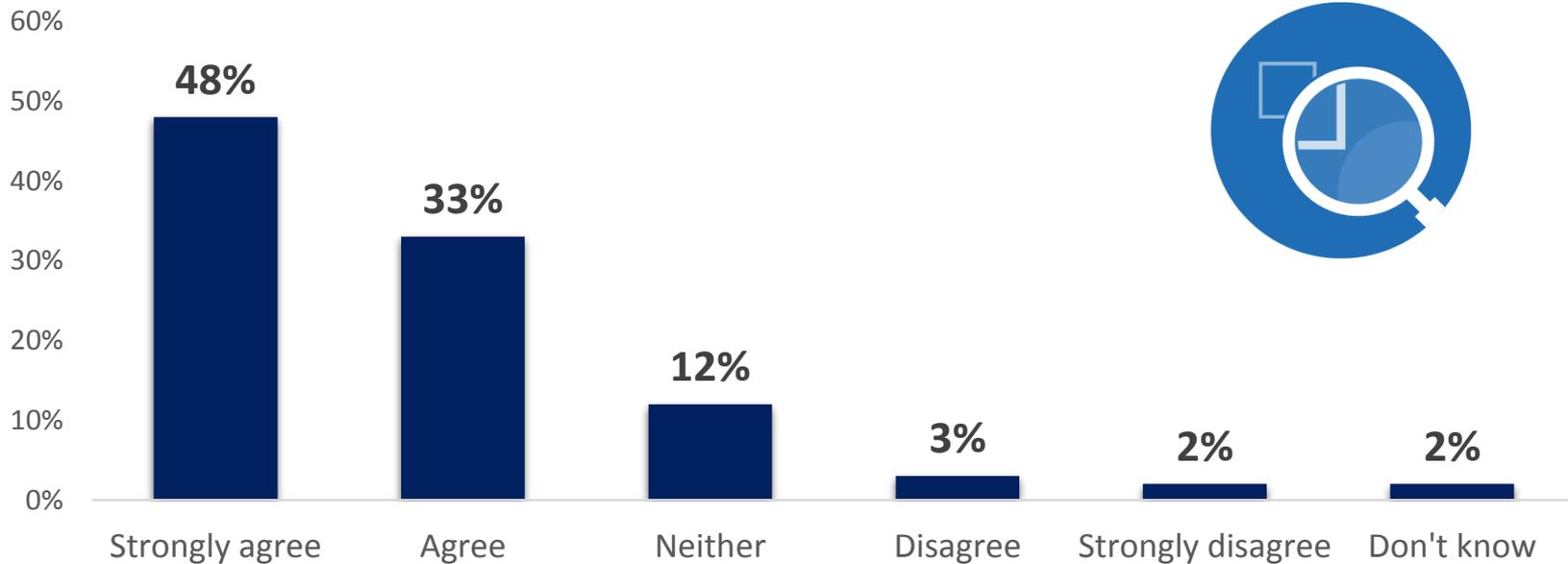


Those who recall seeing ABT (37%) and the Holiday Gift Guide (26%) are significantly more likely to visit a library at least once a month.

Discovery of New Authors

 *To what extent would you agree or disagree that the library is a place where you discover new books and authors?*

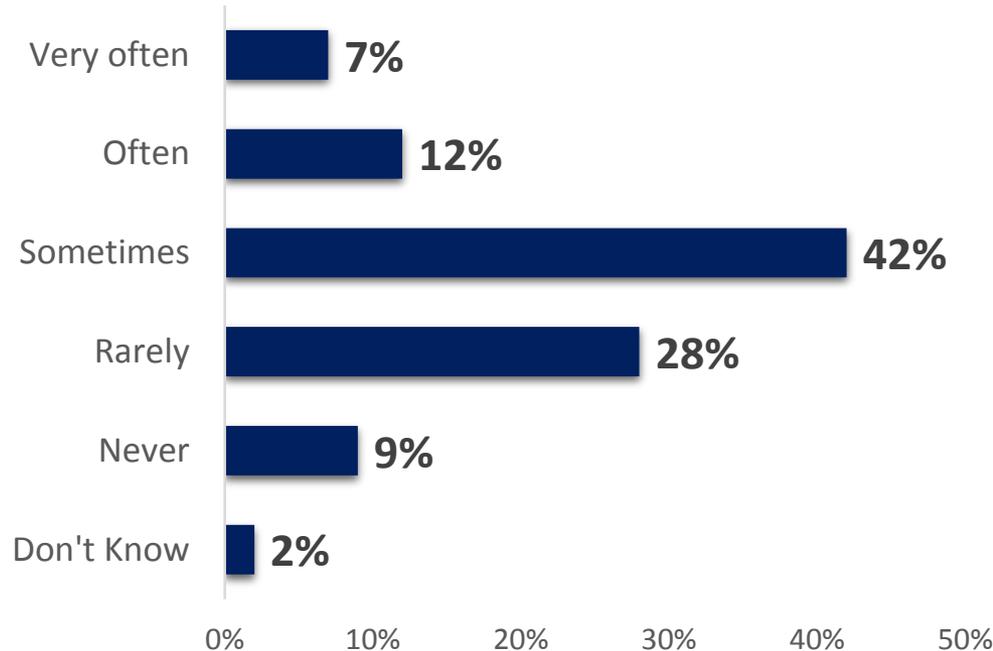
Almost everyone (80%) who visits a library agrees they often discover new books and authors by browsing during their visit.



Discovery of New Authors

? *How often do you end up purchasing a book by an author you discovered through the library?*

Six in ten (61%) people who visit a library have at least sometimes purchased a book written by an author they discovered at the library. Younger book buyers (aged 18-34) are significantly more likely to purchase books by authors discovered at the library (32% say often or very often).

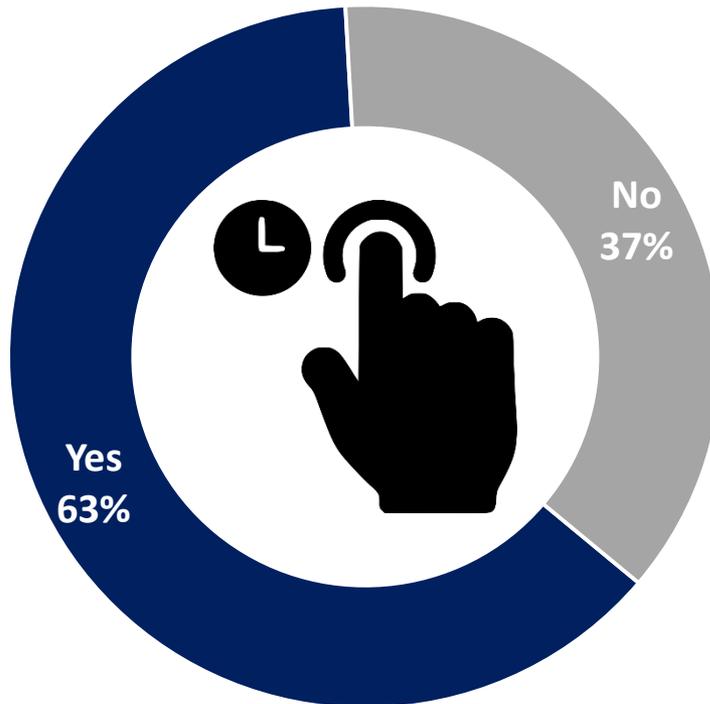


Those who recall seeing ABT (44%) and the Holiday Gift Guide (35%) are more likely than the norm to buy books by authors discovered at the library.

Hold List

? *When a book is already being borrowed by someone else, libraries typically allow you to put your name on a hold list. Have you ever used the hold list to reserve a book?*

Two in three (63%) library users have placed their name on a hold list to reserve a book currently on lend to someone else. One in four (24%) library users have at some point opted to purchase a book instead of waiting for it to be returned. Younger library users (18-34) appear to be less patient and the most likely to make a purchase instead of waiting.



One in four (24%) library users have made the decision to purchase a book as opposed to waiting for it to be returned.



**ATLANTIC PUBLISHERS
MARKETING ASSOCIATION**

Holiday 2019 Survey



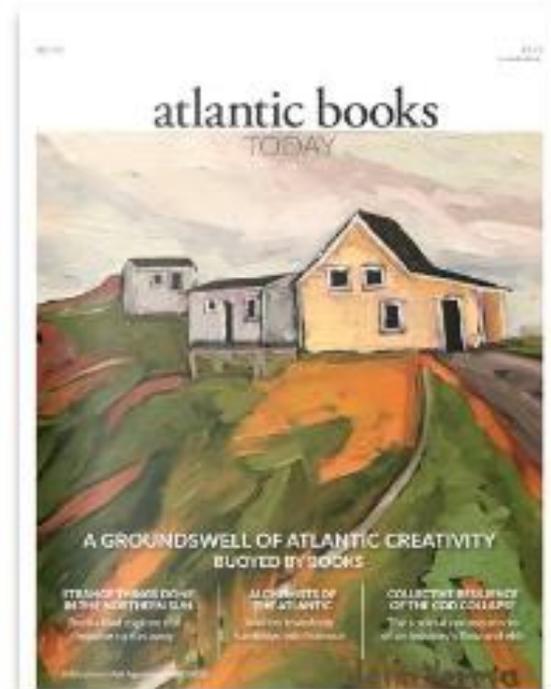


Methodology

This report has been prepared on behalf of the Atlantic Publishers Marketing Association (APMA) and details the results of a survey conducted with 400 book buyers in Atlantic Canada. The purpose of the study was to provide insight into book-buying behaviour and engagement with *Atlantic Books Today* magazine and the Holiday Gift Guide.

The number of surveys conducted by province is 150 in Nova Scotia, 100 in Newfoundland & Labrador, 100 in New Brunswick, and 50 in Prince Edward Island. **Panelists who do not purchase books were disqualified.**

Please note that due to the data collection format, this study is **only** representative of book buyers with internet access.



Library Use



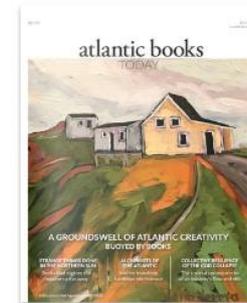
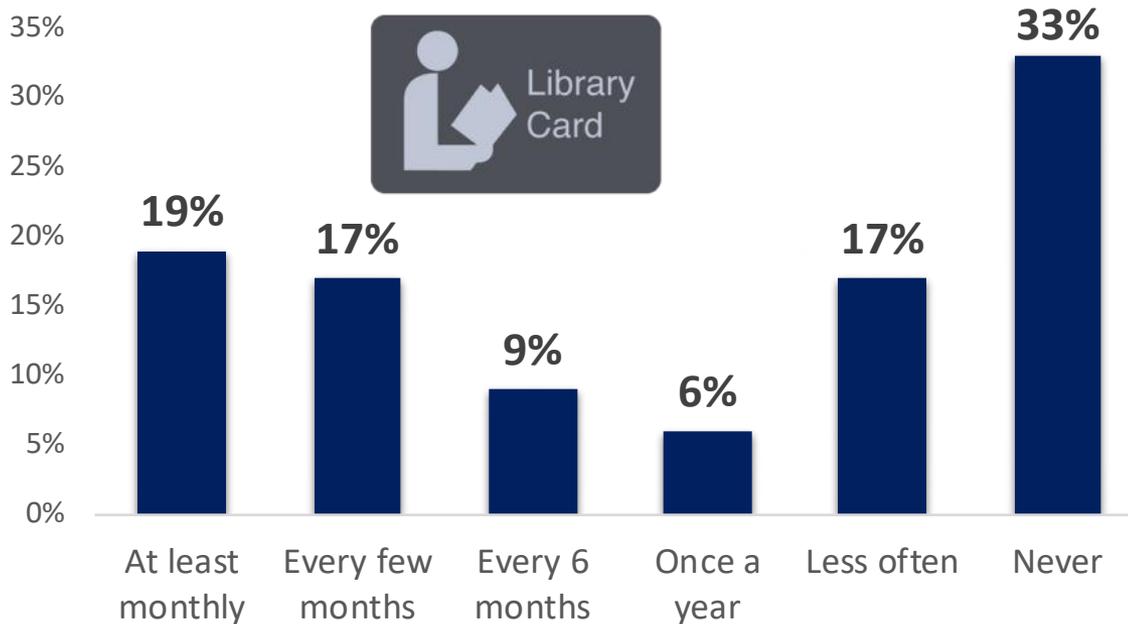
Discover Halifax

Library Usage



? How often do you use a library to borrow books for either yourself or others in the household?

Half (51%) of book buyers visit a library at least once per year. Younger book buyers (18-24 are more likely to visit a library at least once a month. There is a correlation between frequency of visiting a library and recognizing APMA publications. Library visitors over-index with those who have a university education or higher.



Book-buyers who read APMA publications visit libraries more frequently; Half visit at least once every few months (50% vs 36% overall).



TIME TO

#ReadAtlantic
& ABT Summer 2020 Survey



ATLANTIC PUBLISHERS
MARKETING ASSOCIATION



THE RESEARCH
DESIGNHOUSE



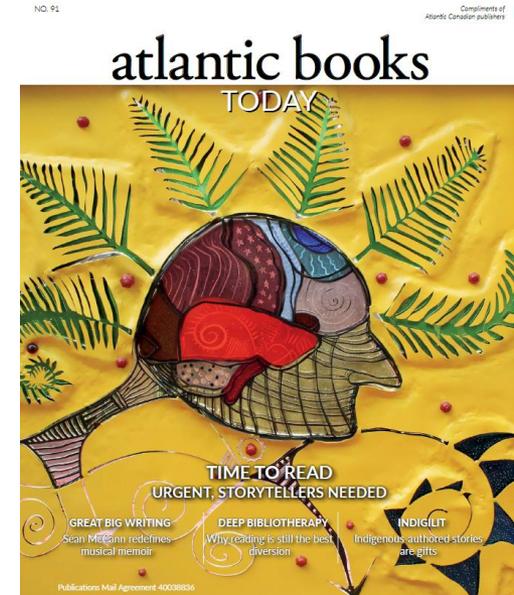
Methodology

This report has been prepared on behalf of the Atlantic Publishers Marketing Association (APMA) and details the results of a survey conducted with 400 book-buyers in Atlantic Canada. The purpose of the study was to provide insight into book-buying behaviour, the impact of Covid-19, awareness/engagement with the #ReadAtlantic campaign and summer issue of Atlantic Books Today.

The number of surveys conducted by province is 150 in Nova Scotia, 100 in Newfoundland & Labrador, 100 in New Brunswick, and 50 in Prince Edward Island. **Panelists who do not purchase books on a semi-regular basis were disqualified.**

Please note that this study is **only** representative of book-buyers with internet access.

Data collection complies with all Canadian privacy legislation (CASL, PIPEDA).



TIME TO

#ReadAtlantic



Most Recent Book

Q. What book, either fiction or non-fiction, are you reading now?

As reported in past studies, the landscape of book consumption is extremely fragmented. While some books are more popular (i.e., 6 out of 400 people are reading it), for the most part, if you had the 400 respondents in one room, 90% of them would all be reading something different.



The books illustrated above were selected to demonstrate the variety of books being read. All of the above books received multiple mentions of either the title or author.

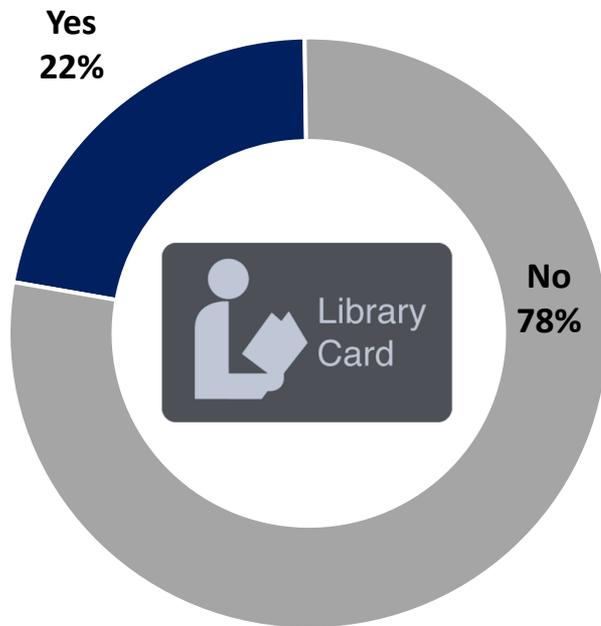


Covid-19 Impact: Library Visits

Q. Have you visited a public library in the past two months?

One in five (22%) book-buyers have visited a library since the reopening.

Based on the 2019 holiday survey, 36% of book-buyers visit a library at least once every few months. Using that as a benchmark, the number of people visiting a library is down by approximately 40%. We see that same age trend that was observed with bookstore visitations; younger consumers (18-34) are the most likely to visit a library (30% vs. 17%).



Age	More Often
18-34	30%
34-54	23%
55-64	18%
65+	17%

Most (84%) people who visited a library borrowed at least one book (3.9 on average).



Information Sources

Q. How do you typically find out about new books by Atlantic Canadian publishers and authors?

Book buyers use many different resources to find out about local books.

The most common resource used to discover local books is online (25%) through search or online book-stores (25%). Others use recommendations from friends/family (14%), the newspaper (12%), or APMA Publications like the Holiday Gift Guide (9%).

UNAIDED VERBATIM CATEGORIES	%
Online Search/book-stores	25%
Friends & Family	14%
Chronicle Herald/Newspaper	12%
APMA Publications	9%
Facebook/Social media	9%
Library	7%
Advertising (General)	7%
Bookstore displays/browsing	6%
CBC Radio/Radio	6%
News media	6%
TV/Video Commercial	5%
Book Reviews	3%
Email/newsletter	3%
Book Club	2%
Author/Publishers/Events	2%
Non-APMA Magazines	1%