

Canadian Book Consumer Study



**BOOKNET
CANADA**

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Introduction

The *Canadian Book Consumer Study 2024* is the thirteenth edition of BookNet Canada's annual Canadian Book Consumer survey. This annual survey of Canadian book consumers tracks their awareness, discovery, selection, and acquisition behaviours.

Like past editions, the *Canadian Book Consumer Study 2024* explores Canadian book consumers as book buyers, book borrowers, as well as other profiles. Offering insight into both print and digital marketplaces, this study also traces the impact of the current economic climate on book prices and buying behaviours, through year-over-year comparisons.

Methodology

This study relies on data from our annual Canadian Book Consumer survey. The 2024 edition of this survey was fielded quarterly in March, June, September, and December 2024. All told, the study contains data from 4,212 Canadians, 2,045 of whom were considered book buyers.

- The survey was fielded online through an external provider, to their consumer panel of nearly two million Canadians. The survey was limited to those with internet access who were able and wanted to participate in our panel in exchange for non-monetary incentives as offered by our survey partner (e.g., loyalty reward “point” programs).
- Respondents were English-speaking Canadians, 18 years of age or older, located throughout Canada, and representative of the Canadian population based on age, gender, and geographical region. Selective sampling was based on demographic results from Statistics Canada.
- There is a margin of error of ± 3 percentage points at the 95% confidence level, meaning that statistics for this group could fluctuate about 3% in either direction if the survey was fielded to the entire Canadian population.
- The data is unweighted.

This study was prepared by BookNet Canada staff.

Highlights

- Of all Canadians surveyed for this study, 49% bought new books and 27% borrowed books from the library in a given month.
- During a given month, 79% of Canadian book buyers visited a bookstore online, and 71% visited in person — similar to 2023.
- 54% of all book purchases made by these Canadian book buyers were online, while 46% were in-person. Similar to 2023, these numbers are approaching the pre-pandemic 50-50 split of online and in-person purchases.
- Similar to past years, the majority of purchases were for print books — 49% paperback and 26% hardcover.
- Canadian book buyers in 2024 were most likely to spend \$1 to \$49 on books in a given month (53%).
- Since 2020, the percentage of Canadian book borrowers who visited the library online at least once a month has generally increased from 52% in 2020 to 76% in 2024. The percentage of book borrowers who visited the library in-person saw a 52% increase from 2020 to 2024.
- 47% of Canadians who bought new books rated their value for money as excellent, while 38% rated it as good.

Canadian book consumers

Out of all Canadians surveyed for this study, 49% bought new books and 27% borrowed books from the library in 2024, in a given month. Across all purchases tracked in 2024, Canadian book buyers bought an average of 3.6 new books a month last year — 2 print books, 1 ebook, and 0.5 audiobooks. Meanwhile, Canadian book borrowers borrowed an average of 5.0 books per month from the public library in 2024 — 3.5 print books, 0.9 ebooks, and 0.5 audiobooks.

Compared to all Canadians, book buyers and borrowers were more likely to:

- live in a city or urban area — 51% of buyers and 50% of borrowers vs. 48% of all Canadians;
- have a college or university degree — 51% of buyers and 52% of borrowers vs. 49% of all Canadians;
- have a graduate or professional degree — 26% of buyers and 26% of borrowers vs. 19% of all Canadians; and
- be employed full time — 49% of buyers and 41% of borrowers vs. 35% of all Canadians.

Full demographic information for Canadian book buyers, Canadians book borrowers, and all Canadians surveyed are available in [Appendix A](#).

Canadians also consumed books in other ways last year. All told, 20% of Canadians bought used books in 2024, at an average of 3.2 print books per month. A total of 14% of Canadians borrowed books from someone they know, at an average of 2.8 books per month — 2.1 print books, 0.4 ebooks, and 0.2 audiobooks. Another 18% of Canadians received books as a gift in 2024, totalling an average of 2.1 books per month — 1.5 print books, 0.3 ebooks, and 0.2 audiobooks. Overall, 19% of Canadians also received books for free, including free downloads, for an average of 3.8 books per month — 1.4 print books, 1.9 ebooks, and 0.6 audiobooks.

Canadian book buyers

Bookstore visitorship

During a given month in 2024, 79% of Canadian book buyers visited a bookstore online. Another 71% of Canadian book buyers visited a bookstore in-person, up from 70% in 2023. The graph below shows the frequency of online and in-person bookstore visits by Canadian book buyers in 2024. Most Canadian book buyers

visited a bookstore between one and four times in a given month — 58% of online book buyers and 62% of in-person book buyers.

Online and in-person bookstore visits by Canadian book buyers, 2024



Source: BookNet Canada

Similar to last year, these are the top reasons book buyers in 2024 visited bookstores in-person:

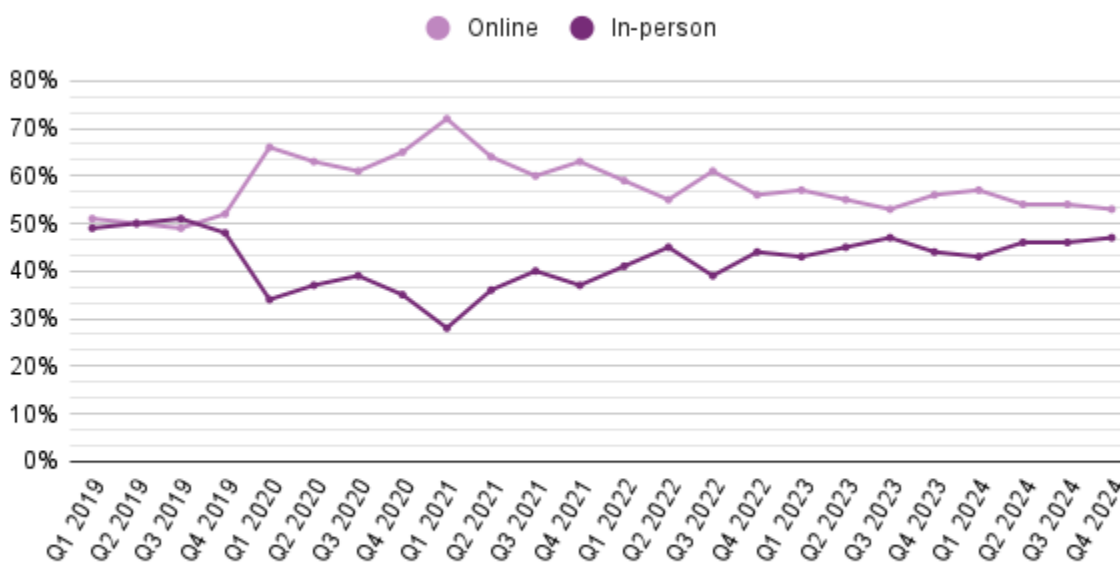
- To browse books to pass time — 30%
- To browse (for) book deals/sales — 25%
- To browse displays and shelves for books to buy — 25%
- To browse new releases — 25%
- To buy a gift — 17%

For book buyers visiting bookstores online in 2023, the top reasons were:

- To browse (for) book deals/sales — 18%
- To browse new releases — 16%
- To check/compare prices — 16%
- To browse books to pass time — 15%

These visits translated into book sales. In 2024, 54% of all book purchases made by these Canadian book buyers were online, while 46% were in-person. Shown in the graph below, these numbers continue to approach the pre-pandemic 50-50 split of online and in-person purchases.

Online and in-person book purchases by Canadian book buyers, 2019–2024



Source: BookNet Canada

As in past years, the consumers who bought their books online first found them by searching for a particular book (39%), while those who bought their books in-person first saw them on a main shelf (53%).

Canadian book buyers purchased at a specific location in 2024 for these top reasons:

- Convenient place to shop — 39%
- Book(s) in stock/available immediately — 29%
- Good price/offer/promo — 28%
- Good selection of books — 24%

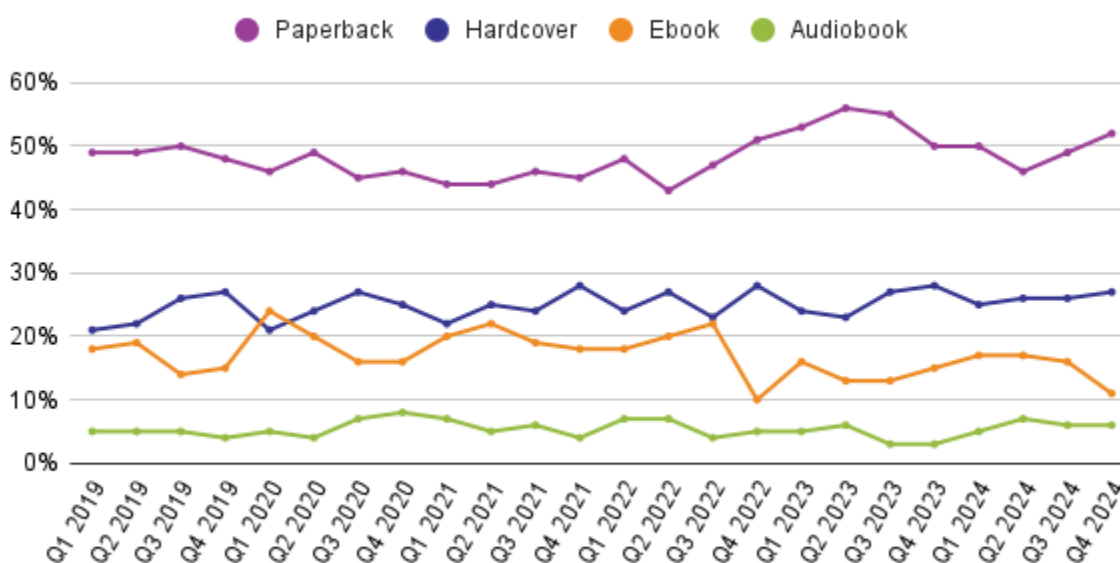
While 39% of Canadian book buyers had planned to buy a particular book at a specific time, most book purchases in 2024 were at least in some part spontaneous:

- 25% had planned to buy a particular book, but not necessarily at that specific time
- 18% were not planning to buy a book at that specific time, it was an impulse purchase
- 16% were planning to buy a book at that specific time, but had not planned to buy a particular book

Book buying by format and subject

Canadian book buyers in 2024 purchased books in a variety of formats. Similar to past years, the majority of purchases were for print books — 49% paperback and 26% hardcover. In 2024, 15% of books purchased by book buyers were ebooks and 6% were audiobooks. The graph below shows this format breakdown over time, quarter-by-quarter. Paperback purchases are up year over year, while ebook purchases are down.

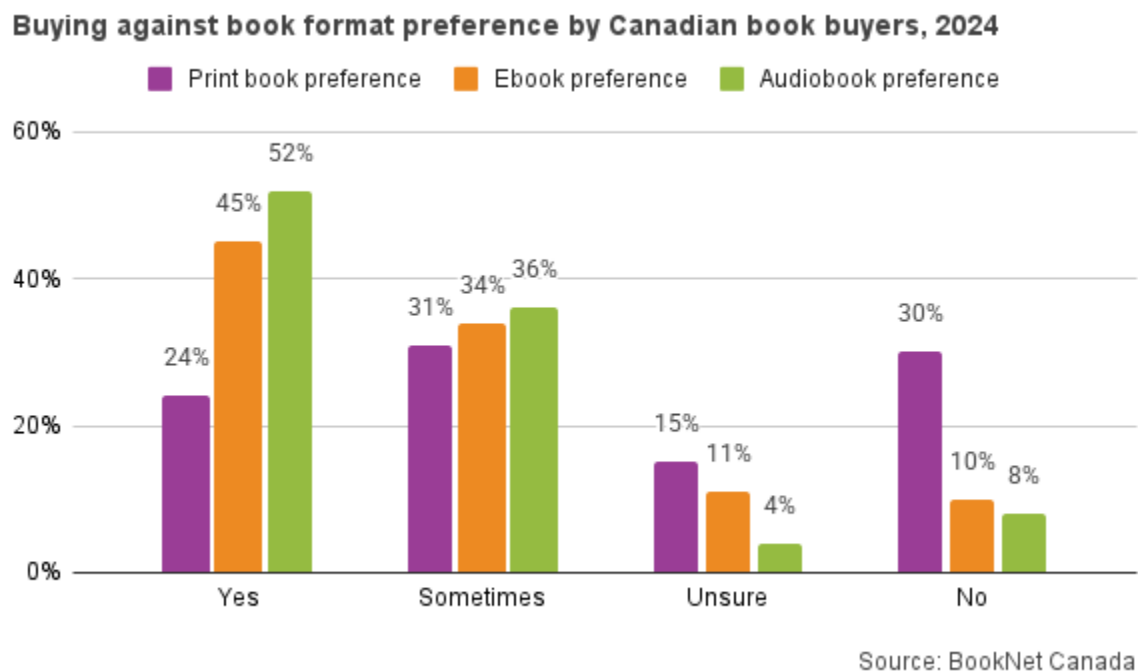
Book purchases by format for Canadian book buyers, 2019–2024



Source: BookNet Canada

When asked about their format preferences, most Canadian book buyers preferred print books (70%), while others preferred ebooks (17%) or audiobooks (8%).

If their preferred book format isn't available, these Canadian book buyers were asked if they would purchase the book in another format? Almost a third said yes (30%), another third said sometimes (32%), and a quarter said no (25%). The rest of Canadian book buyers were unsure (13%). Breaking these responses down by format preference, Canadian book buyers who prefer ebooks or audiobooks are most likely to purchase a book in another format if their preferred format is not available, as shown in the graph below.



Like in past years, Canadian book buyers in 2024 were most likely to spend \$1 to \$49 on books in a given month (53%), while others spent \$50 to \$99 (24%) or \$100 or more (22%). We'll delve more deeply into how book prices have impacted Canadian book consumers further in the report.

Most of the books purchased were Adult titles (72%), though some were Young Adult (18%) and Juvenile titles (10%).

The majority of books were Fiction titles (63%). In 2024, the top subject categories purchased by these Canadian book buyers were Fantasy (19%), Suspense or Thriller (17%), and General (12%).

The remaining books were Non-Fiction titles (37%). Canadian book buyers in 2024 purchased Biography or Memoir (20%), Self-Help (19%), and History (11%) as the top subject categories.

In 2024, Canadian book buyers continued to search for:

- books by Canadian authors/illustrators — 32%;
- books about Canada or regions within Canada — 27%; and
- books about a group or culture written by people from that group or culture — 22%.

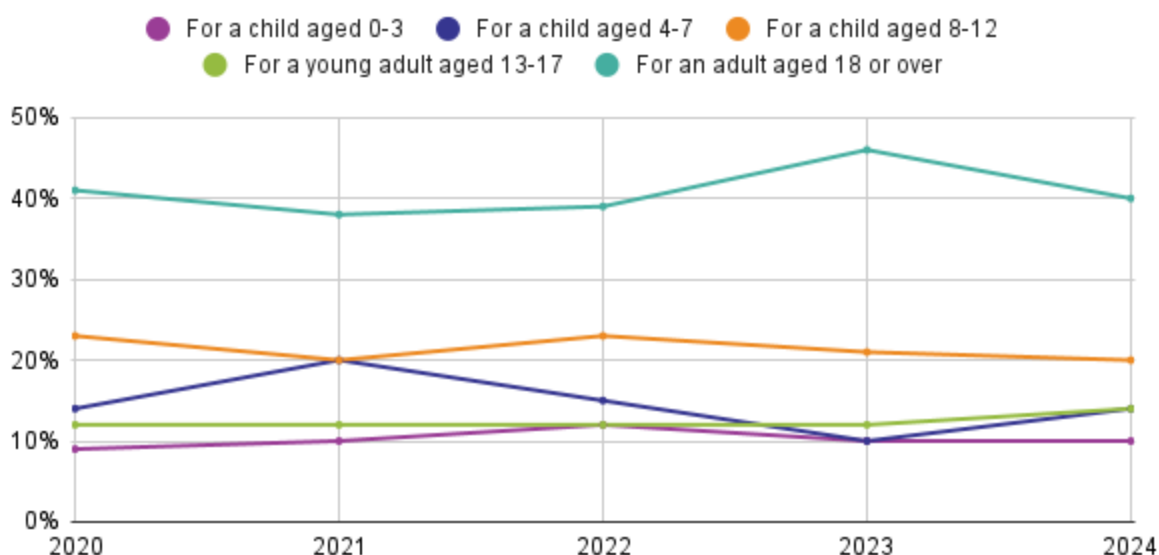
Other book buying behaviours

Most Canadian book buyers bought books for themselves in 2024 (86%), but some bought books for someone else either as a gift (12%) or just because (2%).

In 2024, Canadian book buyers bought books for a range of other people. Canadian book buyers bought books for children (60%) and other adults (40%), shown in the graph below. The age breakdown for books bought as gifts for those under 18 were:

- a young adult aged 13-17 — 14%;
- a middle grade child aged 8-12 — 20%;
- a young child aged 4-7 — 14%; and
- a young child aged 0-3 — 10%.

Recipients of books purchased for others by Canadian book buyers, 2020–2024



Source: BookNet Canada

Canadian book buyers bought books instead of borrowed them in 2024 because they:

- wanted to be able to reread it whenever they want, as much as they want — 14%;
- wanted it right away — 14%; and
- wanted to own it for their display, collection, or archive — 11%.

In 2024, most Canadian book buyers became aware of the books they purchased by reading other books by the same author/illustrator (20%); from a recommendation or review (19%); or by browsing or searching online or in-person (19%).

The top reasons buyers decided to purchase a book in 2024 were an interest in the book's subject (29%); the description of the book (20%); they liked the series (16%); or a recommendation or review (16%). However, only 19% of Canadian book buyers left their own reviews online in 2024.

The most popular social media sites among Canadian book consumers were Facebook (66%), YouTube (65%), and Instagram (46%). Over half of Canadian book buyers visited book-specific online social network sites/communities (e.g., 49th Shelf, LibraryThing, Goodreads, etc.) in 2024 (58%).

Altogether 70% of Canadian book buyers saw marketing campaigns or ads for the types of books they were interested in in 2024 (23% yes and 47% sometimes).

Canadian book buyers also got books in other ways in 2024:

- 32% borrowed books from the public library
- 26% bought books secondhand
- 27% received books as a gift
- 24% received books for free (including free downloads)
- 18% borrowed books from someone they know

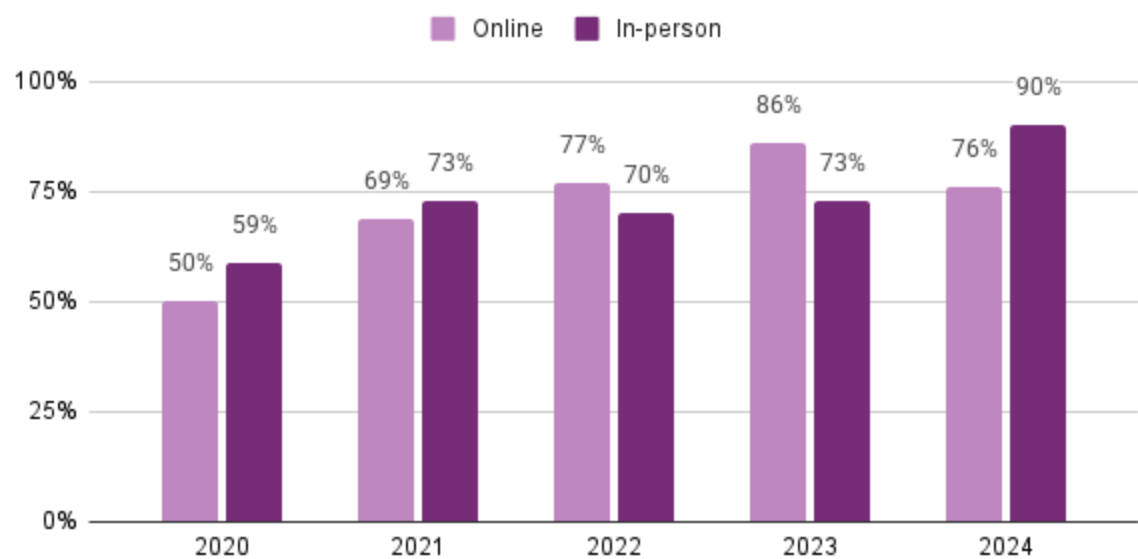
Canadian book borrowers

Library visitorship

In 2024, Canadian library book borrowers visited the library online and in-person more than ever before.

Since 2020, the percentage of Canadian book borrowers who visited the library online at least once a month has generally increased from 50% in 2020 to 76% in 2024 (hitting a peak in 2023 at 86%). The percentage of book borrowers who visited the library in-person also increased from 59% in 2020 to 90% in 2024, shown in the graph below.

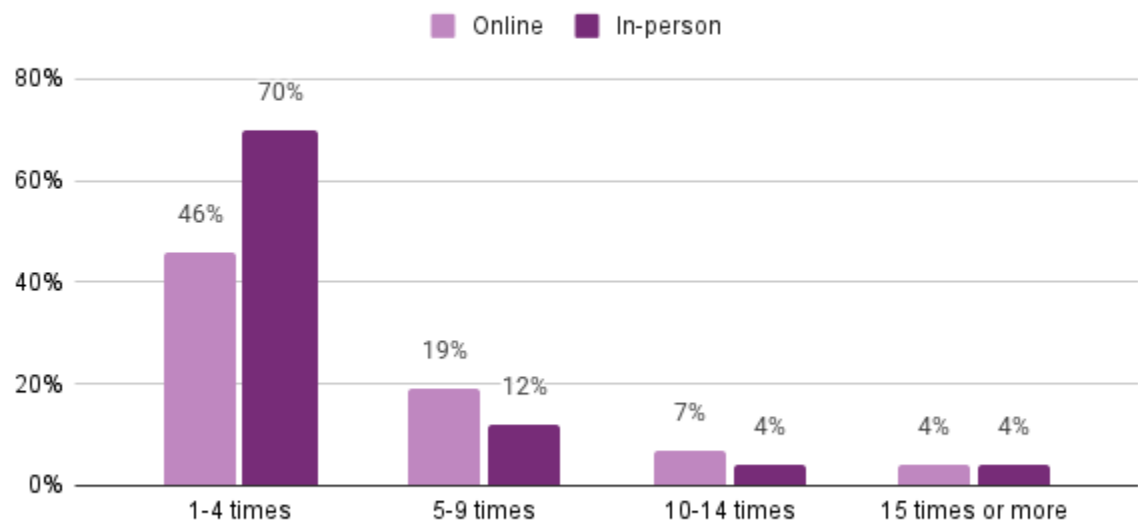
Online and in-person library visitorship by Canadian book borrowers, 2020–2024



Source: BookNet Canada

The graph below shows the frequency of these monthly library visits in 2024. Most Canadian book borrowers visit the library one to four times a month — 46% of book borrowers visited online and 70% visited in-person.

Frequency of online and in-person library visits by Canadian book borrowers, 2024



Source: BookNet Canada

The most popular reasons for Canadian library book borrowers to visit the library in 2024 were:

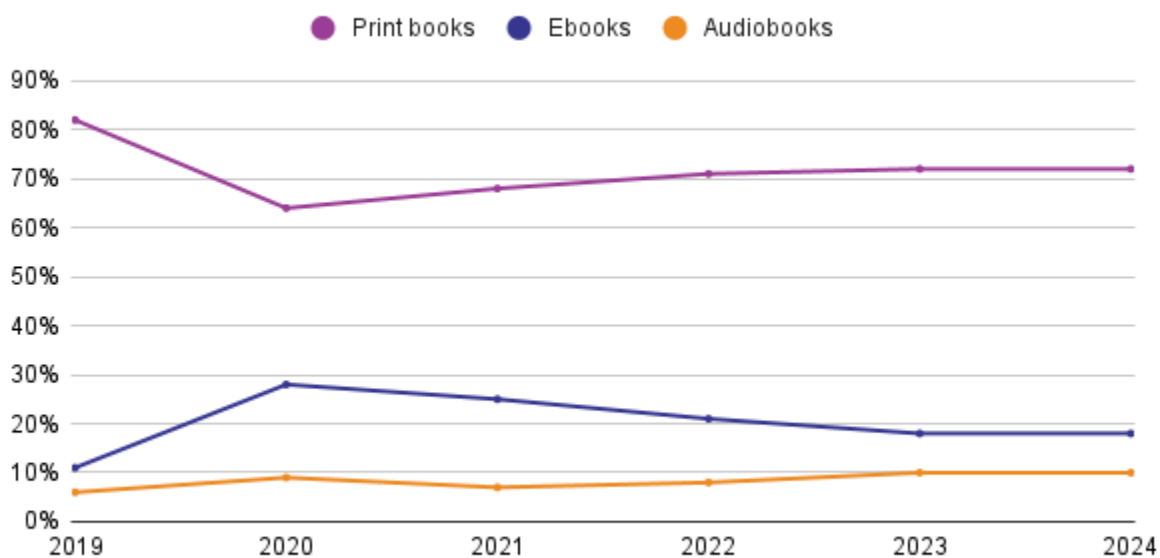
- To pick up hold(s) — 39%
- To browse displays and shelves for books to borrow — 28%
- To discover a new book, author, and/or illustrator — 20%
- To read magazines/newspapers — 13%
- To put books/materials on hold — 16%

This differs slightly from 2023, which did not include “To read magazines / newspapers” and instead included “To study/work/research”.

Book borrowing by format

Overall, 72% of all books borrowed by Canadians in 2024 were print books, 18% were ebooks, and 10% were audiobooks, shown in the graph below. On average, Canadian library book borrowers borrowed 5.0 books a month in 2024 — 3.5 print books, 0.9 ebooks, and 0.5 audiobooks. This is very similar to 2023.

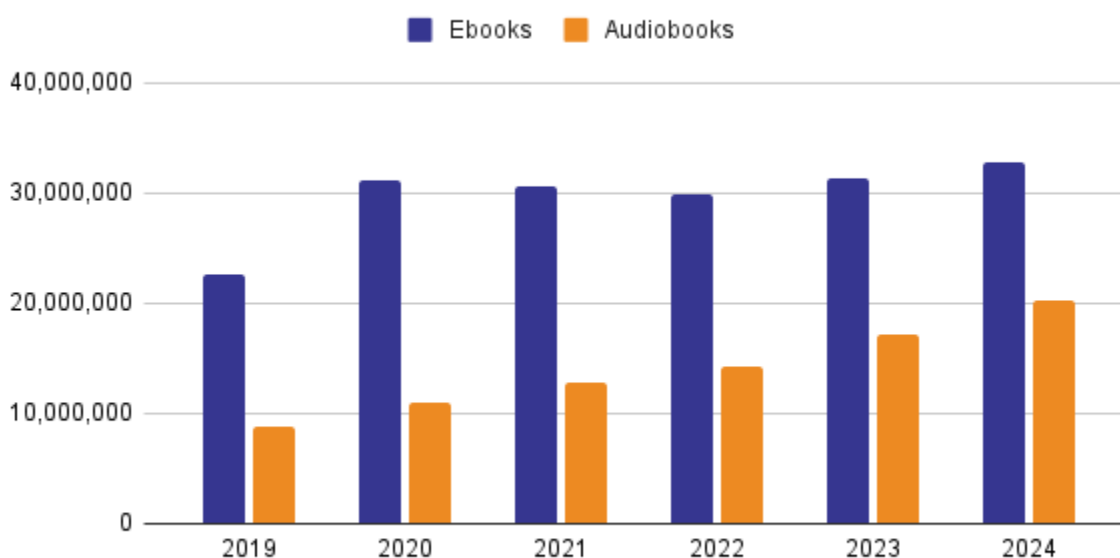
Book borrowing by format for Canadian book borrowers, 2019–2024



Source: BookNet Canada

Data provided by OverDrive, the world's leading digital reading platform for libraries and schools, offers more insight into the library circulation of ebooks and audiobooks in Canada. In 2024, 62% of all digital library checkouts were ebooks, while 38% were audiobooks, this is similar to 2023. The number of audiobook checkouts has increased 133% since 2019, with the number of ebook checkouts increasing by 44%.

Canadian ebook and audiobook library checkouts via OverDrive, 2019–2024

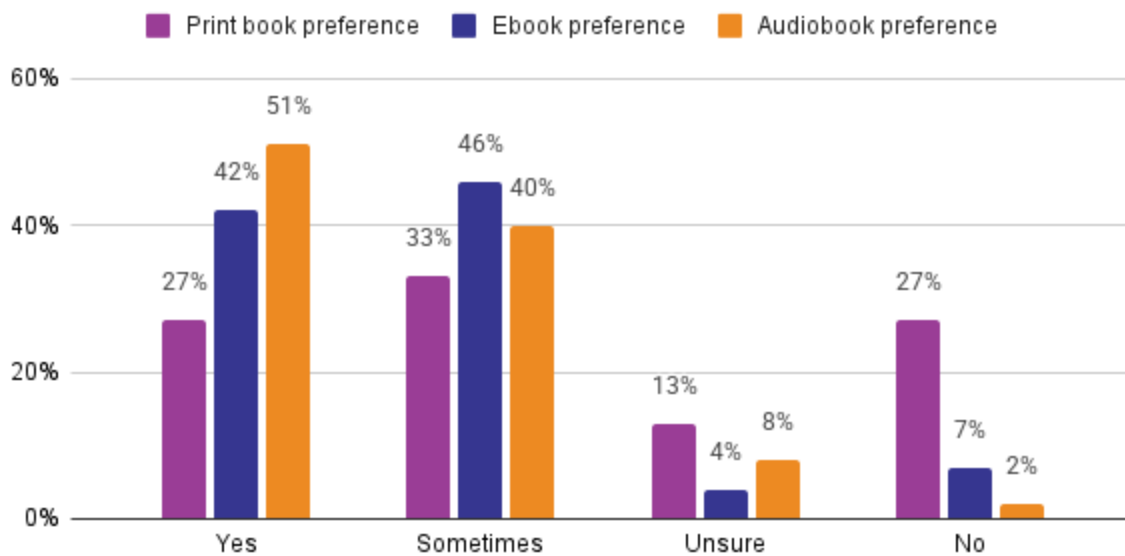


Source: OverDrive

Altogether, 72% of book borrowers chose print books as their preferred book format, while 17% preferred ebooks, 7% preferred audiobooks, and 4% had no format preference.

If their preferred format isn't available, about one third of Canadian book borrowers in 2024 would borrow a book in another format (32%), another third would sometimes borrow a book in another format (36%), and less than a quarter would not borrow a book in another format (22%). The remaining Canadian book borrowers were unsure (11%). The graph below shows this question broken down by format preference. Here, Canadian book borrowers who prefer ebooks or audiobooks are the most likely groups to borrow a book in another format if their preferred format is not available.

Borrowing against book format preference by Canadian book borrowers, 2024



Source: BookNet Canada

While most Canadian book borrowers borrowed only books from the library in 2024 (72%), some book borrowers also borrowed or used other things from the library, like:

- DVDs — 11%
- Magazines — 7%
- CDs— 5%

Similar to past years, Canadian book borrowers borrowed, rather than bought, books for these top reasons in 2024:

- To save money — 52%
- I don't want to spend money on it — 45%
- I want to read it, but don't want to own it (or have others to see that I'm reading it) — 34%
- To support my local library — 31%
- It's a habit to borrow instead of buy — 24%

Other book borrowing behaviours

More than half of Canadian book borrowers only borrowed books for themselves in 2024 (61%). Other Canadian book borrowers also borrowed books for:

- an adult aged 18 or over — 15%;
- a middle grade child aged 8–12 — 12%;
- a young adult aged 13–17 — 7%;
- a young child aged 4–7 — 8%; and/or
- a young child aged 0–3 — 3%.

Only 19% of Canadian book borrowers lived alone in their household in 2024. Of the remaining 81%, 40% lived with children:

- 13–17 years of age — 18%;
- 11–12 years of age — 5%;
- 6–8 years of age — 9%;
- 9–10 years of age — 9%;
- 3–5 years of age — 9%; and/or
- Under 3 years of age — 4%.

Canadian book borrowers became aware of the books they borrowed in 2024 in a number of ways:

- Browsing genre/subject area — 44%
- Having searched specifically for this book — 35%
- Browsing books by author/illustrator — 29%
- Read other books by the author/illustrator — 24%
- Recommendation/review — 19%

The most popular social media sites among Canadian book borrowers were YouTube (64%), Facebook (65%), and Instagram (45%). That being said, 58% of Canadian book borrowers visited book-specific online social network sites or communities (e.g., 49th Shelf, LibraryThing, Goodreads, etc.) in 2024.

Altogether 68% of Canadian book borrowers saw marketing campaigns or ads for the types of books they were interested in (25% yes and 43% sometimes).

Canadian book borrowers also got books in other ways in 2024:

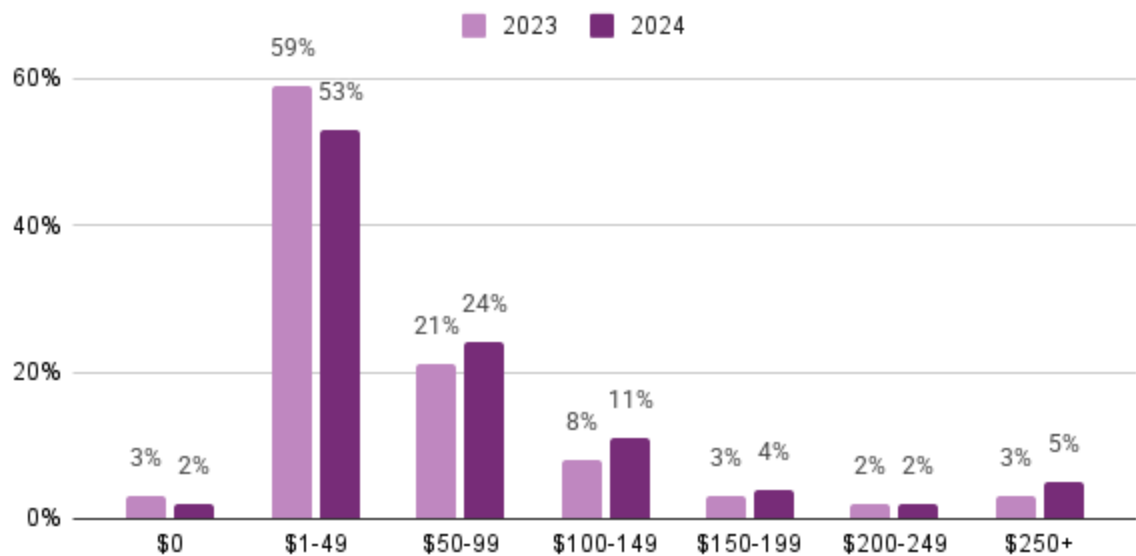
- 51% bought books new
- 27% bought books secondhand
- 28% received books for free (including free downloads)
- 26% received books as a gift
- 25% borrowed books from someone they know

The impact of rising book prices

Buying books new

In 2024, over half of Canadians buying new books spent between \$1 and \$49 on books in a given month (53%). Shown in the graph below, this percentage is down from 59% of new book buyers in 2023.

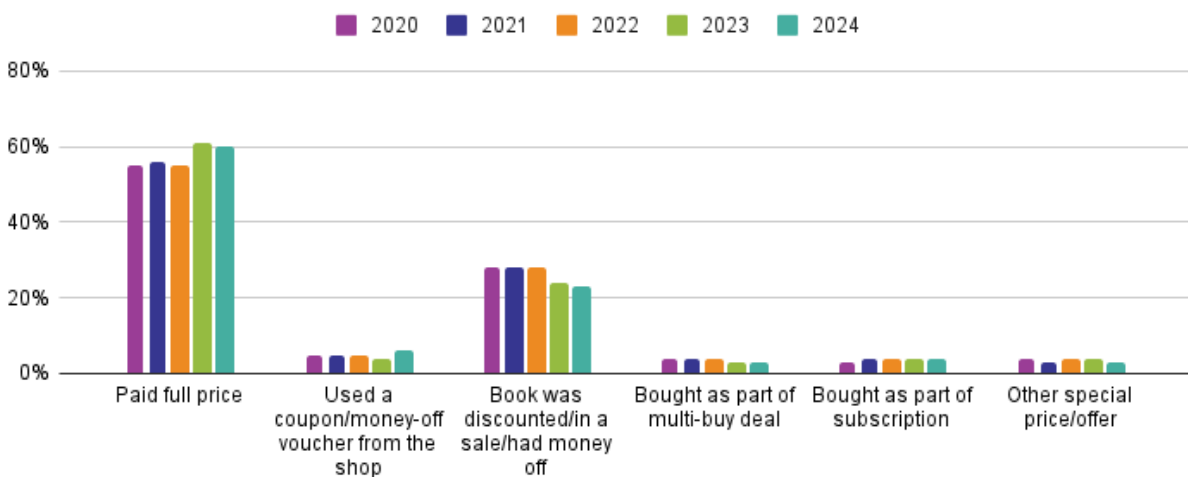
Monthly money spent on new books by Canadian new book buyers, 2023–2024



Source: BookNet Canada

While 90% of Canadians who bought new books looked for sales, promotions, and coupons when they shop for books, most of them paid full price for the books they purchased in 2024, at 60%. This percentage is comparable to 2023 (61%) which was the highest it had been in the last five years — up from 55% in 2022, 56% in 2021, and 55% in 2020. The graph below shows this change in purchasing for Canadians over time.

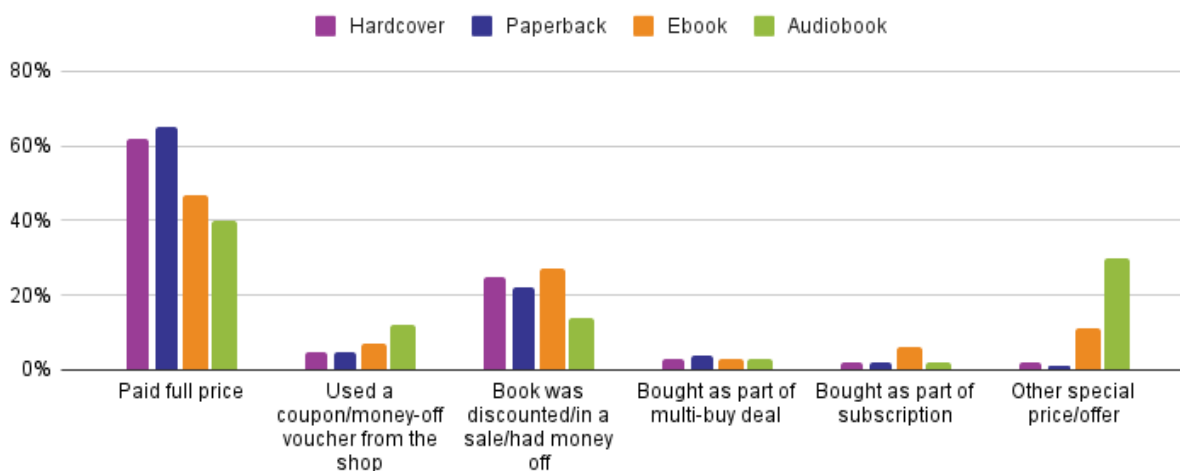
Book purchase breakdown by Canadians buying new books, 2020–2024



Source: BookNet Canada

Format by format, full price purchases were most likely to be paperbacks (65%) or hardcovers (62%), rather than ebooks (47%) or audiobooks (40%), shown in the graph below.

Book purchase breakdown by format for Canadians buying new books, 2024



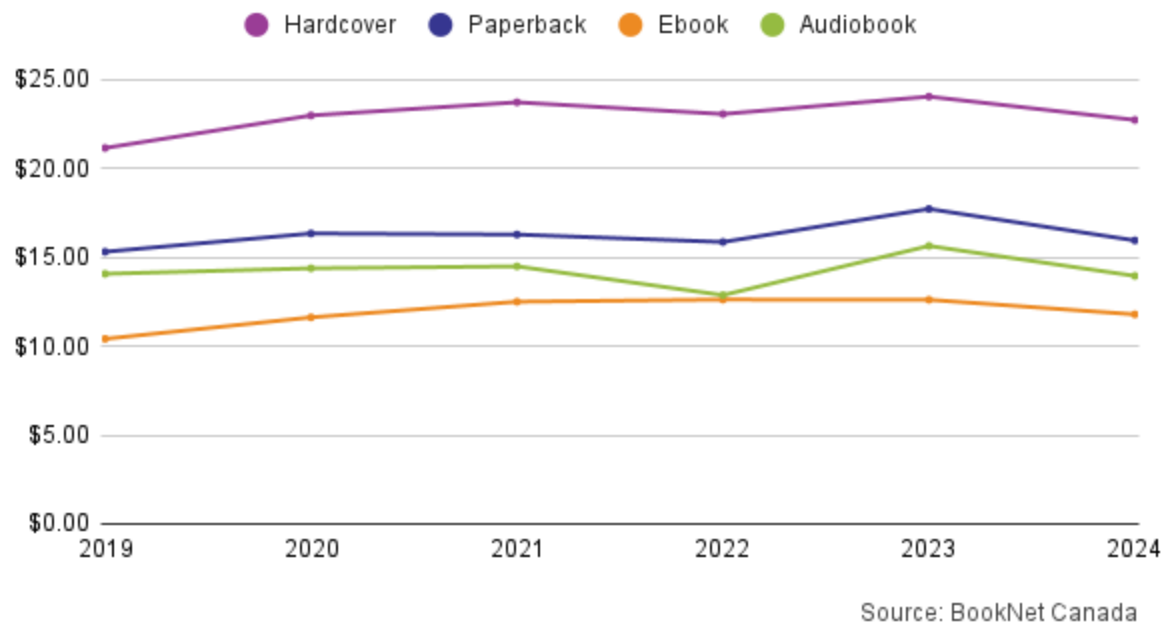
Source: BookNet Canada

In 2024, Canadians who bought new books spent an average of:

- \$22.57 for a hardcover book
- \$17.34 for a paperback book
- \$13.69 for an ebook
- \$13.40 for an audiobook

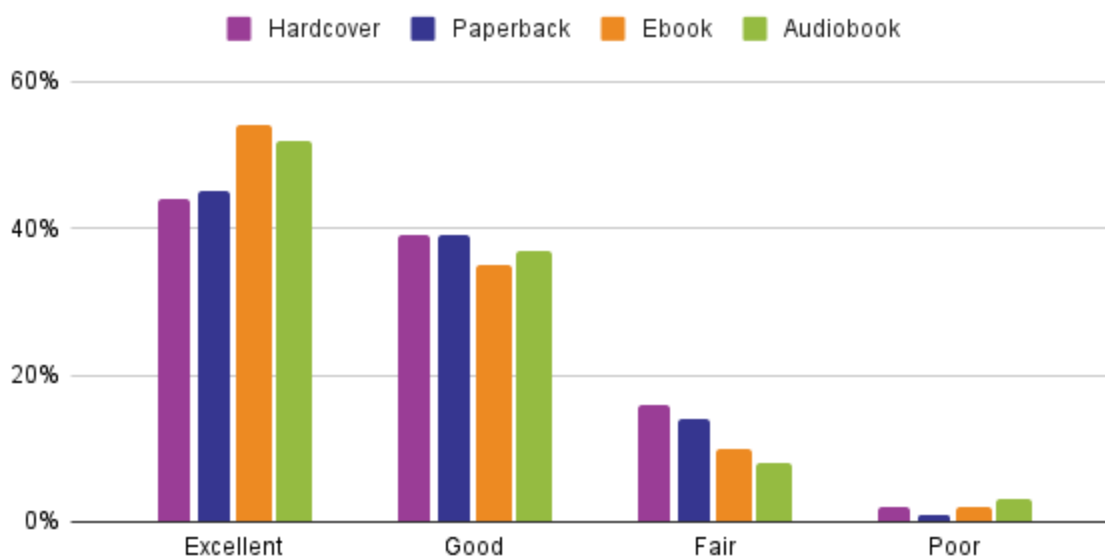
The average price paid by these Canadian book buyers in 2024 has increased 7% for hardcovers, 4% for paperbacks, 13% for ebooks, and has decreased 1% for audiobooks since 2019. However, average prices paid by consumers have decreased 7% for hardcovers, 11% for paperbacks, 7% for ebooks, and 12% for audiobooks year over year from 2023 to 2024, shown in the graph below.

Average price by format paid by Canadians buying new books, 2019–2024



Even with these fluctuations in average prices, almost half of Canadians buying new books rated their value for money as excellent (47%), while 38% rated it as good, 13% as fair, and 2% as poor. Value for money varies format by format, shown in the graph below. Ebooks had the highest rating of value for money, with 54% rating them as excellent.

Value for money by format for Canadians buying new books, 2024



Source: BookNet Canada

Almost as many Canadians buying new books in 2024 chose books within their budget (47%) as had no limitations or restrictions on what or how many books they bought (48%), and the rest were unsure (5%).

The majority of Canadians who bought new books compared book prices before making a purchase in 2024 (84%). And 19% of new book buyers compared the price in multiple places when deciding whether or not to buy or borrow books — this percentage is the same as in 2023 but has increased from 18% in 2022 and 17% in 2021 and 2020. In 2024, 15% of Canadians buying new books decided to buy a book because it was on special offer or had a low price. Another 9% of Canadians bought the new book, rather than borrowed, because it was cheap.

Book prices were also a factor for Canadians who bought new when deciding where to make their purchase. In 2024, these book buyers chose to shop at one location over another because:

- The book was at a good price/offer/promo — 28%
- There was cheap/free delivery — 19%
- They have a loyalty card/account/subscription — 11%

Overall, 70% of Canadians who bought a new book participated in book-related rewards or loyalty programs in 2024.

Most book purchases by Canadians buying new books in 2024 were spontaneous to some degree (61%), with 39% being planned purchases:

- 25% had planned to buy a particular book, but not necessarily at that specific time
- 18% were not planning to buy a book at that specific time, it was an impulse purchase
- 16% were planning to buy a book at that specific time, but had not planned to buy a particular book

These percentages are relatively stable over time, with 39% of new book purchases in 2023 being planned, 36% in 2022, 39% in 2021, 37% in 2020, and 35% in 2019.

These buyers of new books paid attention to book prices in other ways, too:

- 71% preferred to pay for a bundle of content more so than buying one single item
- 69% added books to their online cart to get free shipping
- 51% bought whichever book was least expensive, regardless of its format (print book, ebook, audiobook)

In 2024, 26% of new book buyers also bought books secondhand, and 32% also borrowed books from the library.

Borrowing books

Some of the top reasons why book borrowers borrowed books from the library instead of buying them were related to book prices. In 2024:

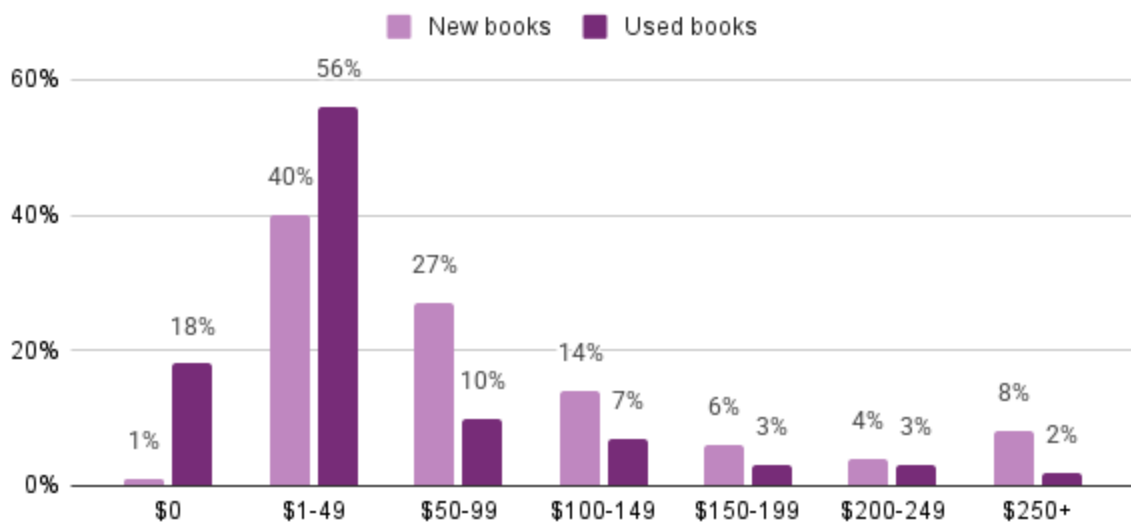
- 52% borrowed books to save money
- 45% borrowed books because they didn't want to spend money on it
- 24% borrowed books because it's a habit to borrow instead of buy
- 23% borrowed books because it was expensive to buy

When deciding whether to buy or borrow a book, 44% of Canadian book borrowers checked to see if it was available at their local library in 2024. Another 14% compared the price of the book in multiple places — down from 20% in 2023, but up from 11% in 2022, 11% in 2021, and 10% in 2020. Overall, 84% of Canadian book borrowers compared book prices in some capacity before making a purchase in 2024.

As book buyers, 51% of Canadian book borrowers bought new books in 2024 and 27% bought secondhand books.

Most borrowers who bought new books or secondhand books spent between \$1 and \$49 on their book purchases in a given month (56% on used books; 40% on new books). The graph below compares book spending for these two groups of book borrowers.

Monthly money spent on new and used books by Canadian book borrowers who bought books, 2024



Source: BookNet Canada

Overall, all Canadian book borrowers also had frugal book buying habits:

- 84% looked for sales, promotions, and coupons when they shopped for books
- 63% preferred to pay for a bundle of content more so than buying one single item
- 64% added books to their online cart to get free shipping
- 80% bought whichever book was least expensive, regardless of its format (print book, ebook, audiobook)

When buying books, more than half of book borrowers chose books within their budget (53%), while 42% had no limitations or restrictions on what or how many books they bought, and 5% were unsure.

And a significant 60% of book borrowers participated in book-related reward and loyalty programs — down from 63% in 2023, but up from 52% in 2022, 55% in 2021, and 21% in 2020.

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada acknowledges that its operations are remote and our colleagues contribute their work from the traditional territories of the [Mississaugas of the Credit](#), the Anishinaabe, the [Haudenosaunee](#), the Wyandot, the Mi'kmaq, the Ojibwa of Fort William First Nation, the Three Fires Confederacy of First Nations (which includes the Ojibwa, the Odawa, and the Potawatomie), and the Métis, the original nations and peoples of the lands we now call Beeton, Brampton, Guelph, Halifax, Thunder Bay, Toronto, Vaughan, and Windsor. We endorse the [Calls to Action from the Truth and Reconciliation Commission of Canada](#) and support an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities, in all its complicated intersectionality. We, at BookNet Canada, are committed to working with our partners in the industry as we move towards a framework that supports “spacemaking,” which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

BookNet Canada has extensive research available on our [website](#), both free and for purchase.

- [The Canadian Book Market 2024](#) (Paid) is our annual comprehensive report on the Canadian market. Contains detailed information on more than 50 subject categories, including market share, weekly unit sales, average selling price, top 10 hardcover and paperback sellers, and public library lending information.
- [The State of Publishing in Canada 2023](#) offers a comprehensive look at the Canadian English-language publishing landscape and explores publishers' operations and staffing, revenue and sales, distribution, format-specific publishing programs, and more.
- [Turning Pages: Print Book Use in Canada 2023](#) benchmarks print book use in Canada, exploring the buying, borrowing, and reading habits of Canadian print book consumers.

To stay updated on current and future research, subscribe to our monthly [BNC Research newsletter](#). To stay up-to-date on all BookNet Canada news and information, [subscribe to our weekly eNews](#).

If you have any questions or comments about this or other studies, please contact the research team at research@booknetcanada.ca.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, “the book industry’s supply-chain nerve centre.”

Learn more at booknetcanada.ca.

Appendix A: Demographics

The following tables compare the demographics of Canadian book buyers, Canadian book borrowers, and all Canadians in 2024, as collected by the Canadian Book Consumer Survey 2024.

Gender identity

	Book buyers	Book borrowers	All Canadians
Man	48%	42%	51%
Woman	52%	57%	59%
Non-binary	1%	0%	0%
Prefer not to say	0%	0%	0%

Age

	Book buyers	Book borrowers	All Canadians
18-24	10%	6%	6%
25-34	14%	18%	12%
35-44	21%	17%	13%
45-54	18%	13%	12%
55-64	17%	17%	21%
65+	20%	29%	36%

Region

	Book buyers	Book borrowers	All Canadians
Atlantic	8%	7%	8%
Central	57%	57%	57%
Prairies	21%	23%	21%
West Coast & Northern Territories	14%	14%	13%

Location

	Book buyers	Book borrowers	All Canadians
City or urban area	51%	50%	48%
Suburban area	35%	35%	35%
Small town or rural area	14%	14%	17%

Education

	Book buyers	Book borrowers	All Canadians
Less than highschool	1%	1%	2%
Highschool graduate or equivalent	11%	11%	17%
Some post secondary education, not completed	11%	8%	12%
College or university degree/diploma	51%	52%	49%
Graduate or professional degree	26%	26%	19%
Prefer not to say	0%	0%	0%
Other	0%	0%	0%

Employment status

	Book buyers	Book borrowers	All Canadians
Employed full time	49%	41%	35%
Employed part time	9%	9%	8%
Self employed	7%	6%	7%
Not employed	5%	5%	6%
Retired	21%	29%	36%
Student	4%	3%	3%
Homemaker	4%	3%	3%
Prefer not to say	0%	0%	0%
Other	1%	1%	1%

Relationship status

	Book buyers	Book borrowers	All Canadians
Single (never married)	31%	23%	26%
Living with partner	10%	11%	10%
Married	47%	52%	47%
Separated	2%	2%	3%
Divorced	6%	6%	8%
Widowed	4%	5%	6%
Other	0%	0%	0%
Prefer not to say	0%	0%	0%

Household size

	Book buyers	Book borrowers	All Canadians
One - myself	20%	19%	25%
Two	34%	35%	40%
Three	22%	22%	17%
Four	17%	18%	12%
Five	6%	5%	4%
Six	1%	1%	1%
Seven	1%	0%	0%
Eight	0%	0%	0%
Nine	0%	0%	0%
Ten or more	0%	0%	0%

Children under 18 living in household

	Book buyers	Book borrowers	All Canadians
Under 3 years of age	5%	4%	3%
3-5 years of age	8%	9%	5%
6-8 years of age	9%	9%	6%
9-10 years of age	8%	9%	5%
11-12 years of age	7%	5%	4%
13-17 years of age	18%	18%	13%
None under 18 years of age	61%	60%	66%

Household income

	Book buyers	Book borrowers	All Canadians
Under \$15,000	3%	3%	4%
\$15,000-\$24,999	4%	3%	6%
\$25,000-\$34,999	8%	8%	10%
\$35,000-\$49,999	8%	10%	12%
\$50,000-\$74,999	21%	21%	22%
\$75,000-\$99,999	18%	20%	17%
\$100,000-\$149,999	20%	19%	16%
\$150,000 and over	13%	12%	9%
Prefer not to say	3%	3%	3%
Other	1%	1%	1%

Non-dominant identity

	Book buyers	Book borrowers	All Canadians
Class (working class, low income, etc.)	17%	16%	17%
Religion (Muslim, Hindu, Sikh, Buddhist, Jewish, etc.)	11%	11%	9%
Blackness	5%	5%	3%
Indigeneity	3%	2%	2%
People of colour	14%	16%	11%
Gender (trans, queer, 2-Spirited, non-binary, etc.)	3%	3%	3%
Sexuality (lesbian, gay, bisexual, queer, asexual, aromantic, etc.)	9%	7%	7%
Disability (physical, mental, or emotional activity impairment/limitation temporarily, episodically, or permanently, etc.)	14%	12%	13%

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Neurodiversity	5%	5%	3%
Family structure/single	9%	9%	9%
Age (young, senior)	23%	27%	30%
Language (English not the first language)	11%	11%	10%
Other	1%	2%	1%
Prefer not to say	2%	3%	3%
No	36%	32%	35%