

T-TEST

.218-225: warning: T-TEST: BOOKCH_L is not a numeric variable. It will not be included in the variable list.

```
T-TEST /VARIABLES= LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA
DOULIKE_ DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI
BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F
BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K BOOKCH_L
DESCRIBU DESCRIB_A DESCRIB_B DESCRIB_C DESCRIB_D AGE EDUCATIO
GENDER HHPEEPS HHINCOME
      /GROUPS=CLUSTER(1,2)      /MISSING=ANALYSIS
      /CRITERIA=CI(0.95).
```

Group Statistics

	<i>Cluster</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Card	1	107	1.96	.23	.02
	2	137	2.00	.00	.00
Library Visits	1	107	2.71	1.25	.12
	2	136	3.91	.46	.04
Items per Year	1	106	2.54	1.21	.12
	2	137	3.74	.56	.05
SpecFic per Year	1	107	1.72	1.11	.11
	2	137	2.56	.95	.08
Like novels	1	108	.95	.21	.02
	2	137	1.00	.00	.00
Like YA novels	1	108	.77	.42	.04
	2	137	.92	.27	.02
Like short fic	1	108	.51	.50	.05
	2	137	.40	.49	.04
Like audio books	1	108	.38	.49	.05
	2	137	.63	.49	.04
Print vs E (P1-E8)	1	108	2.72	1.62	.16
	2	137	3.04	1.63	.14
Ratings	1	106	2.70	1.04	.10
	2	137	2.66	.88	.08
Recognize author	1	105	2.99	1.13	.11
	2	136	2.84	.97	.08
First in series	1	104	3.07	1.28	.13
	2	133	3.20	1.24	.11
Fan of sub-genre	1	105	3.31	1.08	.11
	2	135	3.30	.98	.08
Read others in series	1	107	3.47	1.14	.11
	2	136	3.59	1.07	.09
Lib has others in series	1	105	3.10	1.25	.12
	2	135	3.11	1.16	.10

	<i>Cluster</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Tie-in with movie/TV	1	103	1.89	1.05	.10
	2	137	2.03	1.01	.09
New book	1	104	2.08	1.05	.10
	2	137	2.07	1.04	.09
Review	1	106	2.79	1.22	.12
	2	137	3.03	1.13	.10
Classic	1	104	2.43	1.23	.12
	2	137	2.22	1.10	.09
Lib employee rec	1	102	2.66	1.14	.11
	2	137	3.34	.98	.08
Award	1	100	2.34	1.21	.12
	2	136	2.65	1.15	.10
Ent Industry	1	108	.04	.19	.02
	2	137	.01	.12	.01
Academic	1	108	.13	.34	.03
	2	137	.03	.17	.01
Writer	1	108	.05	.21	.02
	2	137	.00	.00	.00
Teacher	1	108	.12	.33	.03
	2	137	.01	.12	.01
Pub Librarian	1	108	.01	.10	.01
	2	137	.99	.12	.01
Age	1	108	4.28	1.54	.15
	2	137	4.55	.79	.07
Education	1	108	5.31	2.11	.20
	2	137	6.58	1.07	.09
Gender	1	102	1.32	.55	.05
	2	136	1.13	.33	.03
Household Size	1	108	2.20	.71	.07
	2	137	2.01	.65	.06
Household Income	1	72	3.00	.98	.12
	2	116	2.93	.82	.08

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Library Card	Equal variances assumed	14.53	.000	-1.86	242.00	.064
	Equal variances not assumed			-1.65	106.00	.103
Library Visits	Equal variances assumed	186.99	.000	-10.34	241.00	.000
	Equal variances not assumed			-9.44	128.89	.000
Items per Year	Equal variances assumed	93.14	.000	-10.26	241.00	.000
	Equal variances not assumed			-9.44	139.50	.000
SpecFic per Year	Equal variances assumed	2.47	.118	-6.38	242.00	.000
	Equal variances not assumed			-6.26	207.67	.000
Like novels	Equal variances assumed	29.15	.000	-2.57	243.00	.011
	Equal variances not assumed			-2.28	107.00	.025
Like YA novels	Equal variances assumed	50.16	.000	-3.38	243.00	.001

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Like short fic	Equal variances not assumed			-3.22	173.72	.002
	Equal variances assumed	4.22	.041	1.69	243.00	.093
	Equal variances not assumed			1.68	227.63	.094
Like audio books	Equal variances assumed	.06	.815	-3.97	243.00	.000
	Equal variances not assumed			-3.96	229.32	.000
Print vs E (P1-E8)	Equal variances assumed	.04	.847	-1.50	243.00	.135
	Equal variances not assumed			-1.50	230.51	.135
Ratings	Equal variances assumed	2.55	.111	.33	241.00	.739
	Equal variances not assumed			.33	204.24	.744
Recognize author	Equal variances assumed	1.78	.184	1.12	239.00	.262
	Equal variances not assumed			1.10	204.50	.272

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
First in series	Equal variances assumed	.08	.774	-.83	235.00	.410
	Equal variances not assumed			-.82	217.70	.412
Fan of sub-genre	Equal variances assumed	1.13	.289	.14	238.00	.893
	Equal variances not assumed			.13	212.37	.894
Read others in series	Equal variances assumed	.73	.395	-.85	241.00	.397
	Equal variances not assumed			-.84	220.40	.401
Lib has others in series	Equal variances assumed	.82	.365	-.10	238.00	.919
	Equal variances not assumed			-.10	215.23	.920
Tie-in with movie/TV	Equal variances assumed	.16	.687	-1.01	238.00	.312
	Equal variances not assumed			-1.01	216.03	.314
New book	Equal variances assumed	.74	.391	.08	239.00	.934

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Review	Equal variances not assumed			.08	220.61	.934
	Equal variances assumed	2.22	.138	-1.56	241.00	.120
	Equal variances not assumed			-1.55	216.50	.124
Classic	Equal variances not assumed					
	Equal variances assumed	3.13	.078	1.42	239.00	.156
	Equal variances not assumed			1.40	207.65	.163
Lib employee rec	Equal variances not assumed					
	Equal variances assumed	5.24	.023	-4.94	237.00	.000
	Equal variances not assumed			-4.83	198.27	.000
Award	Equal variances not assumed					
	Equal variances assumed	1.22	.271	-2.03	234.00	.043
	Equal variances not assumed			-2.02	207.47	.045
Ent Industry	Equal variances not assumed					
	Equal variances assumed	5.15	.024	1.13	243.00	.261
	Equal variances not assumed			1.07	172.05	.286

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Academic	Equal variances assumed	41.36	.000	3.04	243.00	.003
	Equal variances not assumed			2.83	148.90	.005
Writer	Equal variances assumed	29.15	.000	2.57	243.00	.011
	Equal variances not assumed			2.28	107.00	.025
Teacher	Equal variances assumed	58.16	.000	3.50	243.00	.001
	Equal variances not assumed			3.20	129.93	.002
Pub Librarian	Equal variances assumed	.57	.452	-68.71	243.00	.000
	Equal variances not assumed			-70.54	242.95	.000
Age	Equal variances assumed	56.36	.000	-1.83	243.00	.069
	Equal variances not assumed			-1.70	150.39	.091
Education	Equal variances assumed	104.60	.000	-6.09	243.00	.000

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Gender	Equal variances not assumed			-5.67	149.96	.000
	Equal variances assumed	44.75	.000	3.46	236.00	.001
	Equal variances not assumed			3.24	155.44	.001
Household Size	Equal variances not assumed					
	Equal variances assumed	8.54	.004	2.17	243.00	.031
	Equal variances not assumed			2.15	220.69	.033
Household Income	Equal variances not assumed					
	Equal variances assumed	.58	.446	.52	186.00	.604
	Equal variances not assumed			.50	131.08	.619

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.04	.02	-.08	.00
-.04	.02	-.08	.01
-1.20	.12	-1.43	-.97
-1.20	.13	-1.45	-.95
-1.20	.12	-1.43	-.97
-1.20	.13	-1.45	-.95
-.84	.13	-1.10	-.58
-.84	.13	-1.11	-.58
-.05	.02	-.08	-.01
-.05	.02	-.09	-.01
-.15	.04	-.24	-.06

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.15	.05	-.24	-.06
.11	.06	-.02	.23
.11	.06	-.02	.23
-.25	.06	-.37	-.12
-.25	.06	-.37	-.12
-.31	.21	-.73	.10
-.31	.21	-.73	.10
.04	.12	-.20	.28
.04	.13	-.21	.29
.15	.14	-.11	.42
.15	.14	-.12	.42

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.14	.16	-.46	.19
-.14	.16	-.46	.19
.02	.13	-.24	.28
.02	.13	-.25	.28
-.12	.14	-.40	.16
-.12	.14	-.40	.16
-.02	.16	-.32	.29
-.02	.16	-.33	.30
-.14	.13	-.40	.13
-.14	.13	-.40	.13
.01	.14	-.26	.28

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.01	.14	-.26	.28
-.24	.15	-.54	.06
-.24	.15	-.54	.07
.21	.15	-.08	.51
.21	.15	-.09	.51
-.68	.14	-.95	-.41
-.68	.14	-.96	-.40
-.31	.15	-.62	-.01
-.31	.16	-.62	-.01
.02	.02	-.02	.06
.02	.02	-.02	.06

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.10	.03	.04	.17
.10	.04	.03	.17
.05	.02	.01	.08
.05	.02	.01	.09
.11	.03	.05	.17
.11	.03	.04	.17
-.98	.01	-1.00	-.95
-.98	.01	-1.00	-.95
-.28	.15	-.58	.02
-.28	.16	-.60	.04
-1.26	.21	-1.67	-.85

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-1.26	.22	-1.70	-.82
.20	.06	.09	.31
.20	.06	.08	.32
.19	.09	.02	.36
.19	.09	.02	.36
.07	.13	-.19	.33
.07	.14	-.20	.34

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note: Warnings (101) exceed limit (100). Syntax processing will be halted.

T-TEST

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T-TEST /VARIABLES= LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA
DOULIKE_ DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI
BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F
BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K BOOKCH_L
DESCRIB_ DESCRIB_A DESCRIB_B DESCRIB_C EDUCATIO GENDER
HHPEEPS HHINCOME CLUSTER AGE
/GROUPS=DESCRIB_D(0,1) /MISSING=ANALYSIS
/CRITERIA=CI(0.95).
```

Group Statistics

<i>Pub Librarian</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Card	No	108	1.96	.23	.02
	Yes	136	2.00	.00	.00
Library Visits	No	108	2.74	1.26	.12
	Yes	135	3.90	.49	.04
Items per Year	No	107	2.58	1.21	.12

	<i>Pub Librarian</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
SpecFic per Year	Yes	136	3.71	.61	.05
	No	108	1.78	1.14	.11
Like novels	Yes	136	2.52	.96	.08
	No	109	.96	.19	.02
Like YA novels	Yes	136	.99	.09	.01
	No	109	.78	.42	.04
Like short fic	Yes	136	.91	.28	.02
	No	109	.50	.50	.05
Like audio books	Yes	136	.40	.49	.04
	No	109	.39	.49	.05
Print vs E (P1-E8)	Yes	136	.62	.49	.04
	No	109	2.72	1.61	.15
Ratings	Yes	136	3.04	1.64	.14
	No	107	2.72	1.04	.10
Recognize author	Yes	136	2.64	.88	.08
	No	106	2.95	1.14	.11
First in series	Yes	135	2.87	.96	.08
	No	105	3.09	1.27	.12
Fan of sub-genre	Yes	132	3.19	1.24	.11
	No	106	3.34	1.07	.10
Read others in series	Yes	134	3.28	.98	.09
	No	108	3.50	1.14	.11
Lib has others in series	Yes	135	3.56	1.08	.09
	No	106	3.11	1.24	.12
Tie-in with movie/ TV	Yes	134	3.10	1.17	.10
	No	104	1.88	1.05	.10
New book	Yes	136	2.04	1.01	.09
	No	105	2.07	1.05	.10
Review	Yes	136	2.07	1.04	.09
	No	107	2.79	1.23	.12
Classic	Yes	136	3.04	1.12	.10
	No	105	2.45	1.23	.12
Lib employee rec	Yes	136	2.21	1.09	.09
	No	103	2.65	1.14	.11
Award	Yes	136	3.35	.98	.08
	No	101	2.33	1.21	.12
Ent Industry	Yes	135	2.67	1.15	.10
	No	109	.04	.19	.02
Academic	Yes	136	.01	.12	.01
	No	109	.13	.34	.03
Writer	Yes	136	.03	.17	.01
	No	109	.05	.21	.02
Teacher	Yes	136	.00	.00	.00
	No	109	.12	.33	.03
	Yes	136	.01	.12	.01

<i>Pub Librarian</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Education	No	109	5.28	2.12	.20
	Yes	136	6.62	1.00	.09
Gender	No	103	1.31	.54	.05
	Yes	135	1.13	.34	.03
Household Size	No	109	2.23	.73	.07
	Yes	136	1.99	.63	.05
Household Income	No	72	2.99	.99	.12
	Yes	116	2.94	.82	.08
Cluster	No	109	1.02	.13	.01
	Yes	136	1.99	.09	.01
Age	No	109	4.24	1.53	.15
	Yes	136	4.59	.78	.07

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Library Card	Equal variances assumed	14.28	.000	-1.85	242.00	.066
	Equal variances not assumed			-1.65	107.00	.103
Library Visits	Equal variances assumed	169.51	.000	-9.79	241.00	.000
	Equal variances not assumed			-9.02	133.38	.000
Items per Year	Equal variances assumed	78.05	.000	-9.49	241.00	.000
	Equal variances not assumed			-8.83	147.42	.000

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
SpecFic per Year	Equal variances assumed	2.29	.132	-5.54	242.00	.000
	Equal variances not assumed			-5.44	208.86	.000
Like novels	Equal variances assumed	10.83	.001	-1.62	243.00	.107
	Equal variances not assumed			-1.50	143.49	.135
Like YA novels	Equal variances assumed	36.87	.000	-2.94	243.00	.004
	Equal variances not assumed			-2.82	183.51	.005
Like short fic	Equal variances assumed	4.07	.045	1.57	243.00	.118
	Equal variances not assumed			1.56	229.55	.119
Like audio books	Equal variances assumed	.15	.702	-3.55	243.00	.000
	Equal variances not assumed			-3.55	230.86	.000
Print vs E (P1-E8)	Equal variances assumed	.16	.688	-1.49	243.00	.137

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Ratings	Equal variances not assumed			-1.49	233.51	.137
	Equal variances assumed	1.80	.180	.65	241.00	.517
	Equal variances not assumed			.64	208.51	.525
Recognize author	Equal variances not assumed					
	Equal variances assumed	3.20	.075	.64	239.00	.525
	Equal variances not assumed			.62	204.65	.534
First in series	Equal variances not assumed					
	Equal variances assumed	.02	.900	-.63	235.00	.528
	Equal variances not assumed			-.63	220.82	.529
Fan of sub-genre	Equal variances not assumed					
	Equal variances assumed	.97	.326	.48	238.00	.633
	Equal variances not assumed			.47	216.34	.636
Read others in series	Equal variances not assumed					
	Equal variances assumed	.47	.492	-.44	241.00	.659
	Equal variances not assumed			-.44	223.35	.661

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Lib has others in series	Equal variances assumed	.58	.449	.10	238.00	.918
	Equal variances not assumed			.10	218.63	.918
Tie-in with movie/TV	Equal variances assumed	.31	.577	-1.26	238.00	.207
	Equal variances not assumed			-1.26	217.42	.210
New book	Equal variances assumed	.68	.409	-.05	239.00	.960
	Equal variances not assumed			-.05	222.53	.960
Review	Equal variances assumed	2.30	.131	-1.66	241.00	.098
	Equal variances not assumed			-1.64	217.58	.101
Classic	Equal variances assumed	3.97	.047	1.61	239.00	.108
	Equal variances not assumed			1.59	208.80	.114
Lib employee rec	Equal variances assumed	5.34	.022	-5.08	237.00	.000

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Award	Equal variances not assumed			-4.97	200.75	.000
	Equal variances assumed	1.46	.228	-2.20	234.00	.029
	Equal variances not assumed			-2.18	209.10	.030
Ent Industry	Equal variances not assumed					
	Equal variances assumed	4.96	.027	1.10	243.00	.270
	Equal variances not assumed			1.05	175.36	.293
Academic	Equal variances not assumed					
	Equal variances assumed	40.19	.000	2.99	243.00	.003
	Equal variances not assumed			2.80	151.52	.006
Writer	Equal variances not assumed					
	Equal variances assumed	28.63	.000	2.55	243.00	.011
	Equal variances not assumed			2.28	108.00	.025
Teacher	Equal variances not assumed					
	Equal variances assumed	56.77	.000	3.46	243.00	.001
	Equal variances not assumed			3.18	131.87	.002

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Education	Equal variances assumed	125.23	.000	-6.55	243.00	.000
	Equal variances not assumed			-6.10	146.12	.000
Gender	Equal variances assumed	35.66	.000	3.08	236.00	.002
	Equal variances not assumed			2.91	161.58	.004
Household Size	Equal variances assumed	14.27	.000	2.73	243.00	.007
	Equal variances not assumed			2.69	213.93	.008
Household Income	Equal variances assumed	1.20	.274	.35	186.00	.727
	Equal variances not assumed			.33	129.76	.738
Cluster	Equal variances assumed	2.42	.121	-68.71	243.00	.000
	Equal variances not assumed			-65.56	174.69	.000
Age	Equal variances assumed	57.32	.000	-2.32	243.00	.021

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
	Equal variances not assumed			-2.17	152.98	.031

t-test for Equality of Means			
<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-0.04	.02	-.08	.00
-0.04	.02	-.08	.01
-1.16	.12	-1.39	-.92
-1.16	.13	-1.41	-.90
-1.13	.12	-1.37	-.90
-1.13	.13	-1.39	-.88

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.74	.13	-1.01	-.48
-.74	.14	-1.01	-.47
-.03	.02	-.07	.01
-.03	.02	-.07	.01
-.13	.04	-.22	-.04
-.13	.05	-.22	-.04
.10	.06	-.03	.23
.10	.06	-.03	.23
-.22	.06	-.35	-.10
-.22	.06	-.35	-.10
-.31	.21	-.72	.10

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.31	.21	-.72	.10
.08	.12	-.16	.32
.08	.13	-.17	.33
.09	.14	-.18	.35
.09	.14	-.19	.36
-.10	.16	-.43	.22
-.10	.16	-.43	.22
.06	.13	-.20	.33
.06	.13	-.20	.33
-.06	.14	-.34	.22
-.06	.14	-.35	.22

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.02	.16	-.29	.32
.02	.16	-.29	.33
-.17	.13	-.43	.09
-.17	.13	-.43	.10
-.01	.14	-.27	.26
-.01	.14	-.27	.26
-.25	.15	-.55	.05
-.25	.15	-.55	.05
.24	.15	-.05	.54
.24	.15	-.06	.54
-.70	.14	-.96	-.43

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.70	.14	-.97	-.42
-.34	.15	-.64	-.04
-.34	.16	-.65	-.03
.02	.02	-.02	.06
.02	.02	-.02	.06
.10	.03	.03	.16
.10	.04	.03	.17
.05	.02	.01	.08
.05	.02	.01	.09
.10	.03	.05	.16
.10	.03	.04	.17

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-1.34	.20	-1.75	-.94
-1.34	.22	-1.78	-.91
.18	.06	.06	.29
.18	.06	.06	.30
.24	.09	.07	.41
.24	.09	.06	.41
.05	.13	-.22	.31
.05	.14	-.23	.32
-.97	.01	-1.00	-.95
-.97	.01	-1.00	-.94
-.35	.15	-.65	-.05

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.35	.16	-.67	-.03

T-TEST

T-TEST /VARIABLES= LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA DOULIKE DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K DESCRIBU DESCRIB_A DESCRIB_B DESCRIB_C EDUCATIO HHPEEPS HHINCOME CLUSTER AGE DESCRIB_D
 /GROUPS=GENDER(1,2) /MISSING=ANALYSIS
 /CRITERIA=CI(0.95).

Group Statistics

	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Card	Female	190	2.00	.00	.00
	Male	45	1.93	.33	.05
Library Visits	Female	189	3.52	.98	.07
	Male	45	2.91	1.26	.19
Items per Year	Female	189	3.33	1.02	.07
	Male	45	2.87	1.22	.18
SpecFic per Year	Female	190	2.24	1.09	.08
	Male	45	2.04	1.13	.17
Like novels	Female	191	1.00	.00	.00
	Male	45	.89	.32	.05
Like YA novels	Female	191	.89	.31	.02
	Male	45	.69	.47	.07
Like short fic	Female	191	.40	.49	.04
	Male	45	.60	.50	.07
Like audio books	Female	191	.54	.50	.04
	Male	45	.44	.50	.07
Print vs E (P1-E8)	Female	191	2.86	1.62	.12
	Male	45	3.11	1.68	.25

<i>Gender</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Ratings	Female	190	2.76	.88	.06
	Male	45	2.40	1.12	.17
Recognize author	Female	187	2.84	1.01	.07
	Male	45	3.18	1.11	.17
First in series	Female	184	3.17	1.27	.09
	Male	44	2.89	1.19	.18
Fan of sub-genre	Female	186	3.27	1.01	.07
	Male	45	3.42	1.01	.15
Read others in series	Female	189	3.51	1.06	.08
	Male	45	3.64	1.23	.18
Lib has others in series	Female	186	3.13	1.17	.09
	Male	45	3.00	1.26	.19
Tie-in with movie/TV	Female	188	2.04	1.01	.07
	Male	44	1.80	1.09	.16
New book	Female	188	2.14	1.05	.08
	Male	45	1.93	1.03	.15
Review	Female	190	2.98	1.18	.09
	Male	45	2.84	1.15	.17
Classic	Female	188	2.25	1.13	.08
	Male	45	2.69	1.20	.18
Lib employee rec	Female	186	3.08	1.06	.08
	Male	45	3.07	1.18	.18
Award	Female	184	2.59	1.16	.09
	Male	44	2.43	1.26	.19
Ent Industry	Female	191	.03	.17	.01
	Male	45	.00	.00	.00
Academic	Female	191	.07	.25	.02
	Male	45	.11	.32	.05
Writer	Female	191	.02	.12	.01
	Male	45	.04	.21	.03
Teacher	Female	191	.06	.23	.02
	Male	45	.09	.29	.04
Education	Female	191	6.10	1.66	.12
	Male	45	6.13	1.63	.24
Household Size	Female	191	2.07	.68	.05
	Male	45	2.13	.73	.11
Household Income	Female	147	2.92	.85	.07
	Male	37	3.14	.82	.14
Cluster	Female	191	1.62	.49	.04
	Male	45	1.38	.49	.07
Age	Female	191	4.38	1.07	.08
	Male	45	4.78	1.28	.19
Pub Librarian	Female	191	.61	.49	.04
	Male	45	.40	.50	.07

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Library Card	Equal variances assumed	33.81	.000	2.80	233.00	.006
	Equal variances not assumed			1.35	44.00	.183
Library Visits	Equal variances assumed	8.37	.004	3.54	232.00	.000
	Equal variances not assumed			3.03	57.25	.004
Items per Year	Equal variances assumed	2.28	.133	2.66	232.00	.008
	Equal variances not assumed			2.38	59.42	.020
SpecFic per Year	Equal variances assumed	.07	.799	1.06	233.00	.291
	Equal variances not assumed			1.04	64.88	.304
Like novels	Equal variances assumed	123.68	.000	4.87	234.00	.000
	Equal variances not assumed			2.35	44.00	.024
Like YA novels	Equal variances assumed	36.26	.000	3.49	234.00	.001

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Like short fic	Equal variances not assumed			2.74	53.66	.008
	Equal variances assumed	.01	.938	-2.41	234.00	.017
	Equal variances not assumed			-2.40	65.98	.019
Like audio books	Equal variances not assumed					
	Equal variances assumed	.19	.664	1.14	234.00	.254
	Equal variances not assumed			1.14	66.06	.258
Print vs E (P1-E8)	Equal variances not assumed					
	Equal variances assumed	.02	.892	-.93	234.00	.351
	Equal variances not assumed			-.91	64.56	.365
Ratings	Equal variances not assumed					
	Equal variances assumed	7.72	.006	2.33	233.00	.021
	Equal variances not assumed			2.01	57.48	.049
Recognize author	Equal variances not assumed					
	Equal variances assumed	1.00	.319	-1.95	230.00	.052
	Equal variances not assumed			-1.83	62.43	.072

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
First in series	Equal variances assumed	.93	.336	1.37	226.00	.173
	Equal variances not assumed			1.43	68.56	.159
Fan of sub-genre	Equal variances assumed	.08	.775	-.89	229.00	.377
	Equal variances not assumed			-.88	66.67	.381
Read others in series	Equal variances assumed	2.10	.149	-.72	232.00	.472
	Equal variances not assumed			-.66	60.72	.512
Lib has others in series	Equal variances assumed	.42	.519	.68	229.00	.495
	Equal variances not assumed			.65	63.44	.518
Tie-in with movie/TV	Equal variances assumed	.07	.787	1.44	230.00	.152
	Equal variances not assumed			1.37	61.51	.175
New book	Equal variances assumed	.21	.650	1.18	231.00	.237

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Review	Equal variances not assumed			1.19	67.35	.237
	Equal variances assumed	.03	.853	.69	233.00	.489
Classic	Equal variances not assumed			.70	67.70	.484
	Equal variances assumed	1.12	.292	-2.31	231.00	.022
Lib employee rec	Equal variances not assumed			-2.22	63.93	.030
	Equal variances assumed	.90	.344	.08	229.00	.938
Award	Equal variances not assumed			.07	62.43	.942
	Equal variances assumed	1.43	.232	.81	226.00	.417
Ent Industry	Equal variances not assumed			.77	61.31	.445
	Equal variances assumed	6.18	.014	1.20	234.00	.230
	Equal variances not assumed			2.48	190.00	.014

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Academic	Equal variances assumed	3.63	.058	-.98	234.00	.330
	Equal variances not assumed			-.85	57.77	.400
Writer	Equal variances assumed	5.71	.018	-1.20	234.00	.230
	Equal variances not assumed			-.89	51.65	.378
Teacher	Equal variances assumed	2.30	.131	-.77	234.00	.441
	Equal variances not assumed			-.68	58.39	.500
Education	Equal variances assumed	.01	.926	-.10	234.00	.917
	Equal variances not assumed			-.11	67.25	.916
Household Size	Equal variances assumed	.74	.390	-.53	234.00	.598
	Equal variances not assumed			-.51	63.23	.615
Household Income	Equal variances assumed	.00	.965	-1.40	182.00	.164

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Cluster	Equal variances not assumed			-1.42	56.87	.160
	Equal variances assumed	.00	.984	3.04	234.00	.003
Age	Equal variances not assumed			3.02	65.90	.004
	Equal variances assumed	.18	.670	-2.14	234.00	.033
Pub Librarian	Equal variances not assumed			-1.92	59.49	.059
	Equal variances assumed	.09	.766	2.62	234.00	.009
	Equal variances not assumed			2.60	65.66	.012

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.07	.02	.02	.11
.07	.05	-.03	.17
.61	.17	.27	.95
.61	.20	.21	1.01
.47	.18	.12	.81
.47	.20	.07	.86
.19	.18	-.17	.55
.19	.19	-.18	.56
.11	.02	.07	.16
.11	.05	.02	.21
.20	.06	.09	.31

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.20	.07	.05	.35
-.20	.08	-.36	-.04
-.20	.08	-.36	-.03
.09	.08	-.07	.26
.09	.08	-.07	.26
-.25	.27	-.78	.28
-.25	.28	-.81	.30
.36	.15	.06	.66
.36	.18	.00	.71
-.33	.17	-.67	.00
-.33	.18	-.70	.03

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.29	.21	-.13	.70
.29	.20	-.11	.69
-.15	.17	-.48	.18
-.15	.17	-.48	.19
-.13	.18	-.49	.23
-.13	.20	-.53	.27
.13	.20	-.25	.52
.13	.21	-.28	.55
.25	.17	-.09	.59
.25	.18	-.11	.61
.20	.17	-.14	.55

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.20	.17	-.14	.55
.13	.19	-.25	.52
.13	.19	-.25	.52
-.44	.19	-.81	-.06
-.44	.20	-.83	-.04
.01	.18	-.34	.37
.01	.19	-.37	.40
.16	.20	-.23	.55
.16	.21	-.26	.58
.03	.03	-.02	.08
.03	.01	.01	.06

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.04	.04	-.13	.04
-.04	.05	-.14	.06
-.03	.02	-.08	.02
-.03	.03	-.09	.04
-.03	.04	-.11	.05
-.03	.05	-.12	.06
-.03	.27	-.57	.51
-.03	.27	-.57	.51
-.06	.11	-.28	.16
-.06	.12	-.30	.18
-.22	.16	-.52	.09

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.22	.15	-.52	.09
.25	.08	.09	.40
.25	.08	.08	.41
-.40	.18	-.76	-.03
-.40	.21	-.81	.02
.21	.08	.05	.37
.21	.08	.05	.38

T-TEST

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T-TEST /VARIABLES= LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA
DOULIKE_ DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI
BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F
BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K DESCRIBU
DESCRI_A DESCRI_B DESCRI_C HHPEEPS HHINCOME CLUSTER AGE
DESCRI_D GENDER
      /GROUPS=EDUCATIO(6)      /MISSING=ANALYSIS
      /CRITERIA=CI(0.95).
  
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Group Statistics

<i>Education</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Card	≥Bachelors degree	193	1.98	.18	.01
	<Bachelors degree	51	2.00	.00	.00
Library Visits	≥Bachelors degree	192	3.40	1.10	.08
	<Bachelors degree	51	3.31	1.01	.14
Items per Year	≥Bachelors degree	192	3.31	1.04	.07
	<Bachelors degree	51	2.84	1.17	.16
SpecFic per Year	≥Bachelors degree	193	2.25	1.09	.08
	<Bachelors degree	51	1.98	1.14	.16
Like novels	≥Bachelors degree	194	.97	.16	.01
	<Bachelors degree	51	1.00	.00	.00
Like YA novels	≥Bachelors degree	194	.85	.36	.03
	<Bachelors degree	51	.88	.33	.05
Like short fic	≥Bachelors degree	194	.45	.50	.04
	<Bachelors degree	51	.43	.50	.07
Like audio books	≥Bachelors degree	194	.55	.50	.04
	<Bachelors degree	51	.39	.49	.07
Print vs E (P1-E8)	≥Bachelors degree	194	3.02	1.65	.12
	<Bachelors degree	51	2.45	1.50	.21
Ratings	≥Bachelors degree	192	2.71	.92	.07
	<Bachelors degree	51	2.53	1.05	.15
Recognize author	≥Bachelors degree	190	3.00	.99	.07
	<Bachelors degree	51	2.55	1.17	.16
First in series	≥Bachelors degree	187	3.01	1.25	.09
	<Bachelors degree	50	3.66	1.15	.16

<i>Education</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Fan of sub-genre	≥Bachelors degree	189	3.37	.99	.07
	<Bachelors degree	51	3.06	1.10	.15
Read others in series	≥Bachelors degree	192	3.51	1.07	.08
	<Bachelors degree	51	3.63	1.23	.17
Lib has others in series	≥Bachelors degree	189	3.03	1.17	.08
	<Bachelors degree	51	3.37	1.30	.18
Tie-in with movie/TV	≥Bachelors degree	189	1.97	.98	.07
	<Bachelors degree	51	1.98	1.19	.17
New book	≥Bachelors degree	190	2.02	.98	.07
	<Bachelors degree	51	2.27	1.23	.17
Review	≥Bachelors degree	192	3.08	1.13	.08
	<Bachelors degree	51	2.35	1.18	.17
Classic	≥Bachelors degree	190	2.35	1.11	.08
	<Bachelors degree	51	2.16	1.32	.18
Lib employee rec	≥Bachelors degree	189	3.17	1.05	.08
	<Bachelors degree	50	2.58	1.18	.17
Award	≥Bachelors degree	187	2.65	1.15	.08
	<Bachelors degree	49	2.02	1.20	.17
Ent Industry	≥Bachelors degree	194	.02	.14	.01
	<Bachelors degree	51	.04	.20	.03
Academic	≥Bachelors degree	194	.09	.28	.02
	<Bachelors degree	51	.02	.14	.02
Writer	≥Bachelors degree	194	.02	.14	.01
	<Bachelors degree	51	.02	.14	.02

<i>Education</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Teacher	≥Bachelors degree	194	.07	.26	.02
	<Bachelors degree	51	.02	.14	.02
Household Size	≥Bachelors degree	194	2.00	.65	.05
	<Bachelors degree	51	2.47	.67	.09
Household Income	≥Bachelors degree	165	3.04	.80	.06
	<Bachelors degree	23	2.39	1.20	.25
Cluster	≥Bachelors degree	194	1.64	.48	.03
	<Bachelors degree	51	1.24	.43	.06
Age	≥Bachelors degree	194	4.77	.83	.06
	<Bachelors degree	51	3.16	1.45	.20
Pub Librarian	≥Bachelors degree	194	.64	.48	.03
	<Bachelors degree	51	.22	.42	.06
Gender	≥Bachelors degree	191	1.19	.39	.03
	<Bachelors degree	47	1.30	.62	.09

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Library Card	Equal variances assumed	2.91	.090	-.84	242.00	.401

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Library Visits	Equal variances not assumed			-1.64	192.00	.103
	Equal variances assumed	.00	.952	.51	241.00	.608
	Equal variances not assumed			.54	84.14	.591
Items per Year	Equal variances not assumed					
	Equal variances assumed	1.13	.288	2.79	241.00	.006
	Equal variances not assumed			2.60	72.10	.011
SpecFic per Year	Equal variances not assumed					
	Equal variances assumed	.60	.441	1.55	242.00	.123
	Equal variances not assumed			1.51	75.92	.136
Like novels	Equal variances not assumed					
	Equal variances assumed	5.65	.018	-1.16	243.00	.248
	Equal variances not assumed			-2.26	193.00	.025
Like YA novels	Equal variances not assumed					
	Equal variances assumed	1.87	.173	-.66	243.00	.509
	Equal variances not assumed			-.70	85.59	.483

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Like short fic	Equal variances assumed	.40	.530	.28	243.00	.777
	Equal variances not assumed			.28	78.21	.778
Like audio books	Equal variances assumed	2.94	.088	2.04	243.00	.043
	Equal variances not assumed			2.05	79.02	.044
Print vs E (P1-E8)	Equal variances assumed	.68	.409	2.21	243.00	.028
	Equal variances not assumed			2.34	84.57	.022
Ratings	Equal variances assumed	2.27	.133	1.23	241.00	.220
	Equal variances not assumed			1.14	72.09	.256
Recognize author	Equal variances assumed	7.40	.007	2.78	239.00	.006
	Equal variances not assumed			2.52	70.18	.014
First in series	Equal variances assumed	.03	.861	-3.35	235.00	.001

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Fan of sub-genre	Equal variances not assumed			-3.50	82.25	.001
	Equal variances assumed	.55	.460	1.95	238.00	.053
	Equal variances not assumed			1.83	73.16	.072
Read others in series	Equal variances not assumed					
	Equal variances assumed	1.94	.165	-.67	241.00	.502
	Equal variances not assumed			-.62	71.21	.538
Lib has others in series	Equal variances not assumed					
	Equal variances assumed	1.54	.216	-1.81	238.00	.072
	Equal variances not assumed			-1.70	73.34	.093
Tie-in with movie/TV	Equal variances not assumed					
	Equal variances assumed	3.77	.053	-.07	238.00	.941
	Equal variances not assumed			-.07	69.45	.947
New book	Equal variances not assumed					
	Equal variances assumed	8.85	.003	-1.58	239.00	.115
	Equal variances not assumed			-1.38	67.79	.171

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Review	Equal variances assumed	.24	.624	4.04	241.00	.000
Classic	Equal variances not assumed			3.94	76.13	.000
	Equal variances assumed	.95	.330	1.07	239.00	.285
	Equal variances not assumed			.97	70.25	.334
	Equal variances assumed					
Lib employee rec	Equal variances not assumed	2.24	.136	3.44	237.00	.001
	Equal variances assumed			3.21	70.81	.002
Award	Equal variances not assumed					
	Equal variances assumed	.01	.904	3.40	234.00	.001
	Equal variances not assumed			3.31	72.68	.001
Ent Industry	Equal variances not assumed	2.29	.131	-.76	243.00	.447
	Equal variances assumed			-.63	64.53	.528
	Equal variances not assumed					
Academic	Equal variances assumed	12.64	.000	1.66	243.00	.098

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Writer	Equal variances not assumed			2.41	165.90	.017
	Equal variances assumed	.01	.928	.05	243.00	.964
	Equal variances not assumed			.05	79.39	.964
Teacher	Equal variances not assumed					
	Equal variances assumed	8.59	.004	1.39	243.00	.165
	Equal variances not assumed			1.94	149.43	.054
Household Size	Equal variances not assumed					
	Equal variances assumed	6.97	.009	-4.56	243.00	.000
	Equal variances not assumed			-4.47	76.42	.000
Household Income	Equal variances not assumed					
	Equal variances assumed	6.90	.009	3.37	186.00	.001
	Equal variances not assumed			2.51	24.84	.019
Cluster	Equal variances not assumed					
	Equal variances assumed	15.16	.000	5.53	243.00	.000
	Equal variances not assumed			5.91	86.01	.000

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Age	Equal variances assumed	49.52	.000	10.36	243.00	.000
	Equal variances not assumed			7.63	58.88	.000
Pub Librarian	Equal variances assumed	21.76	.000	5.83	243.00	.000
	Equal variances not assumed			6.34	88.43	.000
Gender	Equal variances assumed	10.39	.001	-1.50	236.00	.134
	Equal variances not assumed			-1.15	55.29	.255

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-0.02	.02	-.07	.03

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.02	.01	-.05	.00
.09	.17	-.25	.42
.09	.16	-.23	.41
.47	.17	.14	.80
.47	.18	.11	.83
.27	.17	-.07	.61
.27	.18	-.09	.62
-.03	.02	-.07	.02
-.03	.01	-.05	.00
-.04	.06	-.15	.07
-.04	.05	-.14	.07

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.02	.08	-.13	.18
.02	.08	-.13	.18
.16	.08	.01	.31
.16	.08	.00	.31
.56	.25	.06	1.07
.56	.24	.08	1.04
.18	.15	-.11	.48
.18	.16	-.14	.50
.45	.16	.13	.77
.45	.18	.09	.81
-.65	.20	-1.04	-.27

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.65	.19	-1.03	-.28
.31	.16	.00	.63
.31	.17	-.03	.65
-.12	.17	-.46	.23
-.12	.19	-.49	.26
-.34	.19	-.71	.03
-.34	.20	-.74	.06
-.01	.16	-.33	.31
-.01	.18	-.37	.35
-.26	.16	-.58	.06
-.26	.19	-.63	.11

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.73	.18	.37	1.08
.73	.18	.36	1.09
.20	.18	-.16	.56
.20	.20	-.21	.60
.59	.17	.25	.93
.59	.18	.22	.96
.63	.19	.27	1.00
.63	.19	.25	1.01
-.02	.02	-.07	.03
-.02	.03	-.08	.04
.07	.04	-.01	.15

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.07	.03	.01	.12
.00	.02	-.04	.05
.00	.02	-.04	.05
.05	.04	-.02	.13
.05	.03	.00	.11
-.47	.10	-.67	-.27
-.47	.11	-.68	-.26
.65	.19	.27	1.02
.65	.26	.12	1.17
.41	.07	.26	.55
.41	.07	.27	.55

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
1.61	.16	1.30	1.92
1.61	.21	1.19	2.03
.43	.07	.28	.57
.43	.07	.29	.56
-.11	.07	-.25	.03
-.11	.10	-.30	.08

T-TEST

T-TEST /VARIABLES= LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA
 DOULIKE_ DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI
 BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F
 BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K DESCRIBU
 DESCRIB_A DESCRIB_B DESCRIB_C HHPEEPS HHINCOME CLUSTER
 DESCRIB_D GENDER EDUCATIO
 /GROUPS=AGE(2) /MISSING=ANALYSIS
 /CRITERIA=CI(0.95).

Group Statistics

	<i>Age</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Card	≥12-17	243	1.98	.16	.01

	<i>Age</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Library Visits	<12-17	1	2.00	NaN	NaN
	≥12-17	242	3.38	1.08	.07
Items per Year	<12-17	1	4.00	NaN	NaN
	≥12-17	242	3.21	1.08	.07
SpecFic per Year	<12-17	1	4.00	NaN	NaN
	≥12-17	243	2.19	1.10	.07
Like novels	<12-17	1	4.00	NaN	NaN
	≥12-17	244	.98	.14	.01
Like YA novels	<12-17	1	1.00	NaN	NaN
	≥12-17	244	.85	.36	.02
Like short fic	<12-17	1	1.00	NaN	NaN
	≥12-17	244	.45	.50	.03
Like audio books	<12-17	1	1.00	NaN	NaN
	≥12-17	244	.52	.50	.03
Print vs E (P1-E8)	<12-17	1	1.00	NaN	NaN
	≥12-17	244	2.89	1.63	.10
Ratings	<12-17	1	4.00	NaN	NaN
	≥12-17	242	2.68	.95	.06
Recognize author	<12-17	1	1.00	NaN	NaN
	≥12-17	240	2.90	1.04	.07
First in series	<12-17	1	3.00	NaN	NaN
	≥12-17	236	3.14	1.26	.08
Fan of sub-genre	<12-17	1	4.00	NaN	NaN
	≥12-17	239	3.31	1.02	.07
Read others in series	<12-17	1	3.00	NaN	NaN
	≥12-17	242	3.54	1.10	.07
Lib has others in series	<12-17	1	2.00	NaN	NaN
	≥12-17	239	3.10	1.20	.08
Tie-in with movie/TV	<12-17	1	4.00	NaN	NaN
	≥12-17	239	1.97	1.03	.07
New book	<12-17	1	3.00	NaN	NaN
	≥12-17	240	2.08	1.04	.07
Review	<12-17	1	1.00	NaN	NaN
	≥12-17	242	2.93	1.17	.08
Classic	<12-17	1	1.00	NaN	NaN
	≥12-17	240	2.31	1.16	.07
Lib employee rec	<12-17	1	2.00	NaN	NaN
	≥12-17	238	3.05	1.10	.07
Award	<12-17	1	3.00	NaN	NaN
	≥12-17	235	2.53	1.18	.08
Ent Industry	<12-17	1	1.00	NaN	NaN
	≥12-17	244	.02	.16	.01
Academic	<12-17	1	.00	NaN	NaN
	≥12-17	244	.07	.26	.02
Writer	<12-17	1	.00	NaN	NaN
	≥12-17	244	.02	.14	.01

<i>Age</i>		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>S.E. Mean</i>
Teacher	<12-17	1	.00	NaN	NaN
	≥12-17	244	.06	.24	.02
Household Size	<12-17	1	.00	NaN	NaN
	≥12-17	244	2.10	.68	.04
Household Income	<12-17	1	2.00	NaN	NaN
	≥12-17	188	2.96	.88	.06
Cluster	<12-17	0	.	NaN	NaN
	≥12-17	244	1.56	.50	.03
Pub Librarian	<12-17	1	1.00	NaN	NaN
	≥12-17	244	.56	.50	.03
Gender	<12-17	1	.00	NaN	NaN
	≥12-17	238	1.21	.45	.03
Education	<12-17	0	.	NaN	NaN
	≥12-17	244	6.04	1.70	.11
	<12-17	1	1.00	NaN	NaN

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2- tailed)</i>
Library Card	Equal variances assumed	.04	.832	-.10	242.00	.917
	Equal variances not assumed			NaN	NaN	NaN
Library Visits	Equal variances assumed	1.87	.173	-.57	241.00	.567
	Equal variances not assumed			NaN	NaN	NaN
Items per Year	Equal variances assumed	2.06	.153	-.73	241.00	.467

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
SpecFic per Year	Equal variances not assumed	1.80	.181	NaN	NaN	NaN
	Equal variances assumed			-1.65	242.00	.101
Like novels	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	.09	.769	-.14	243.00	.886
Like YA novels	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	1.00	.317	-.41	243.00	.679
Like short fic	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	86.36	.000	-1.11	243.00	.269
Like audio books	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	921.66	.000	-.96	243.00	.336
	Equal variances not assumed			NaN	NaN	NaN

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Print vs E (P1-E8)	Equal variances assumed	2.20	.140	-.68	243.00	.500
Ratings	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	1.97	.161	1.77	241.00	.078
Recognize author	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	1.33	.251	-.09	239.00	.927
First in series	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	2.39	.123	-.68	235.00	.495
Fan of sub-genre	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	1.94	.165	.30	238.00	.766
Read others in series	Equal variances not assumed			NaN	NaN	NaN
	Equal variances assumed	2.36	.126	1.40	241.00	.164

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Lib has others in series	Equal variances not assumed	1.98	.161	NaN	NaN	NaN
	Equal variances assumed			-.75	238.00	.456
Tie-in with movie/TV	Equal variances not assumed	1.63	.204	NaN	NaN	NaN
	Equal variances assumed			-1.00	238.00	.317
New book	Equal variances not assumed	1.58	.211	NaN	NaN	NaN
	Equal variances assumed			1.03	239.00	.303
Review	Equal variances not assumed	2.11	.147	NaN	NaN	NaN
	Equal variances assumed			1.65	241.00	.101
Classic	Equal variances not assumed	2.51	.114	NaN	NaN	NaN
	Equal variances assumed			.27	239.00	.788
	Equal variances not assumed			NaN	NaN	NaN

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Lib employee rec	Equal variances assumed	1.52	.219	.04	237.00	.967
	Equal variances not assumed			NaN	NaN	NaN
Award	Equal variances assumed	3.22	.074	1.29	234.00	.198
	Equal variances not assumed			NaN	NaN	NaN
Ent Industry	Equal variances assumed	.11	.746	.16	243.00	.874
	Equal variances not assumed			NaN	NaN	NaN
Academic	Equal variances assumed	.37	.542	.28	243.00	.779
	Equal variances not assumed			NaN	NaN	NaN
Writer	Equal variances assumed	.09	.769	.14	243.00	.886
	Equal variances not assumed			NaN	NaN	NaN
Teacher	Equal variances assumed	.30	.586	.25	243.00	.799

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Household Size	Equal variances not assumed	1.13	.290	NaN	NaN	NaN
	Equal variances assumed			.14	243.00	.886
Household Income	Equal variances not assumed	NaN	NaN	NaN	NaN	NaN
	Equal variances assumed			.00	186.00	1.000
Cluster	Equal variances not assumed	64.62	.000	NaN	NaN	NaN
	Equal variances assumed			1.13	243.00	.261
Pub Librarian	Equal variances not assumed	74.33	.000	NaN	NaN	NaN
	Equal variances assumed			1.12	243.00	.265
Gender	Equal variances not assumed	NaN	NaN	NaN	NaN	NaN
	Equal variances assumed			.00	236.00	1.000
	Equal variances not assumed			NaN	NaN	NaN

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>
Education	Equal variances assumed	1.26	.263	2.96	243.00	.003
	Equal variances not assumed			NaN	NaN	NaN

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-.02	.16	-.33	.29
-.02	NaN	NaN	NaN
-.62	1.08	-2.75	1.51
-.62	NaN	NaN	NaN
-.79	1.08	-2.93	1.35
-.79	NaN	NaN	NaN

t-test for Equality of Means			
<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-1.81	1.10	-3.99	.36
-1.81	NaN	NaN	NaN
-.02	.14	-.30	.26
-.02	NaN	NaN	NaN
-.15	.36	-.85	.55
-.15	NaN	NaN	NaN
-.55	.50	-1.54	.43
-.55	NaN	NaN	NaN
-.48	.50	-1.47	.50
-.48	NaN	NaN	NaN
-1.11	1.64	-4.33	2.12

t-test for Equality of Means			
<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
-1.11	NaN	NaN	NaN
1.68	.95	-.19	3.55
1.68	NaN	NaN	NaN
-.10	1.05	-2.16	1.97
-.10	NaN	NaN	NaN
-.86	1.26	-3.34	1.62
-.86	NaN	NaN	NaN
.31	1.02	-1.71	2.32
.31	NaN	NaN	NaN
1.54	1.10	-.63	3.71
1.54	NaN	NaN	NaN

t-test for Equality of Means			
<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
- .90	1.20	-3.27	1.47
- .90	NaN	NaN	NaN
-1.03	1.03	-3.06	1.00
-1.03	NaN	NaN	NaN
1.08	1.04	-.98	3.13
1.08	NaN	NaN	NaN
1.93	1.17	-.38	4.25
1.93	NaN	NaN	NaN
.31	1.16	-1.98	2.60
.31	NaN	NaN	NaN
.05	1.11	-2.13	2.22

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.05	NaN	NaN	NaN
1.53	1.18	-.80	3.86
1.53	NaN	NaN	NaN
.02	.16	-.28	.33
.02	NaN	NaN	NaN
.07	.26	-.44	.59
.07	NaN	NaN	NaN
.02	.14	-.26	.30
.02	NaN	NaN	NaN
.06	.24	-.41	.54
.06	NaN	NaN	NaN

t-test for Equality of Means			
<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
.10	.69	-1.25	1.45
.10	NaN	NaN	NaN
1.80E +308	+Infinity	- Infinity	+Infinity
1.80E +308	NaN	NaN	NaN
.56	.50	-.42	1.54
.56	NaN	NaN	NaN
.56	.50	-.43	1.54
.56	NaN	NaN	NaN
1.80E +308	+Infinity	- Infinity	+Infinity
1.80E +308	NaN	NaN	NaN
5.04	1.70	1.69	8.39

t-test for Equality of Means

<i>Mean Difference</i>	<i>Std. Error Difference</i>	95% Confidence Interval of the Difference	
		<i>Lower</i>	<i>Upper</i>
5.04	NaN	NaN	NaN

CORRELATIONS

CORRELATION

/VARIABLES = LIBRARYC LIBRARYV ITEMSYEA SCIFIYEA
 DOULIKE_ DOULIK_A DOULIK_B DOULIK_C PRINTVSE BOOKCHOI
 BOOKCH_A BOOKCH_B BOOKCH_C BOOKCH_D BOOKCH_E BOOKCH_F
 BOOKCH_G BOOKCH_H BOOKCH_I BOOKCH_J BOOKCH_K DESCRIBU
 DESCRIB_A DESCRIB_B DESCRIB_C DESCRIB_D AGE EDUCATIO GENDER
 HHPEEPS HHINCOME
 /PRINT = TWOTAIL SIG.

Correlations

		<i>Library Card</i>	<i>Library Visits</i>	<i>Items per Year</i>	<i>SpecFic per Year</i>	<i>Like novels</i>
<i>Library Card</i>	<i>Pearson Correlation</i>	1.00	.33	.31	.21	-.02
	<i>Sig. (2-tailed)</i>		.000	.000	.001	.813
	<i>N</i>	244	243	243	244	244
<i>Library Visits</i>	<i>Pearson Correlation</i>	.33	1.00	.73	.43	.21
	<i>Sig. (2-tailed)</i>	.000		.000	.000	.001
	<i>N</i>	243	243	242	243	243
<i>Items per Year</i>	<i>Pearson Correlation</i>	.31	.73	1.00	.60	.22
	<i>Sig. (2-tailed)</i>	.000	.000		.000	.001
	<i>N</i>	243	242	243	243	243

		<i>Library Card</i>	<i>Library Visits</i>	<i>Items per Year</i>	<i>SpecFic per Year</i>	<i>Like novels</i>
<i>SpecFic per Year</i>	<i>Pearson Correlation</i>	.21	.43	.60	1.00	.21
	<i>Sig. (2- tailed)</i>	.001	.000	.000		.001
	<i>N</i>	244	243	243	244	244
<i>Like novels</i>	<i>Pearson Correlation</i>	-.02	.21	.22	.21	1.00
	<i>Sig. (2- tailed)</i>	.813	.001	.001	.001	
	<i>N</i>	244	243	243	244	245
<i>Like YA novels</i>	<i>Pearson Correlation</i>	.11	.21	.19	.26	.35
	<i>Sig. (2- tailed)</i>	.096	.001	.003	.000	.000
	<i>N</i>	244	243	243	244	245
<i>Like short fic</i>	<i>Pearson Correlation</i>	-.01	-.11	-.07	-.04	.01
	<i>Sig. (2- tailed)</i>	.872	.078	.310	.546	.825
	<i>N</i>	244	243	243	244	245
<i>Like audio books</i>	<i>Pearson Correlation</i>	.11	.15	.14	.13	.15
	<i>Sig. (2- tailed)</i>	.088	.018	.025	.041	.019
	<i>N</i>	244	243	243	244	245
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i>	-.19	-.07	.01	.05	.10
	<i>Sig. (2- tailed)</i>	.003	.254	.878	.460	.129
	<i>N</i>	244	243	243	244	245
<i>Ratings</i>	<i>Pearson Correlation</i>	.02	-.05	-.05	.00	.04
	<i>Sig. (2- tailed)</i>	.766	.434	.401	.999	.515
	<i>N</i>	242	241	241	242	243
<i>Recognize author</i>	<i>Pearson Correlation</i>	-.16	-.14	-.09	-.09	-.04
	<i>Sig. (2- tailed)</i>	.012	.033	.165	.165	.523
	<i>N</i>	240	239	239	240	241
<i>First in series</i>	<i>Pearson Correlation</i>	.12	.05	-.02	.07	.09
	<i>Sig. (2- tailed)</i>	.067	.446	.766	.264	.181

		<i>Library Card</i>	<i>Library Visits</i>	<i>Items per Year</i>	<i>SpecFic per Year</i>	<i>Like novels</i>
	<i>N</i>	236	236	235	236	237
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	.08	-.13	-.10	.08	-.01
	<i>Sig. (2-tailed)</i>	.196	.047	.132	.191	.832
	<i>N</i>	239	238	238	239	240
<i>Read others in series</i>	<i>Pearson Correlation</i>	.15	.00	.00	.09	.02
	<i>Sig. (2-tailed)</i>	.022	.939	.999	.143	.783
	<i>N</i>	242	242	241	242	243
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	.14	.06	.09	.11	.06
	<i>Sig. (2-tailed)</i>	.026	.344	.168	.076	.344
	<i>N</i>	239	239	238	239	240
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	.08	.00	-.10	-.04	.02
	<i>Sig. (2-tailed)</i>	.248	.995	.136	.541	.708
	<i>N</i>	239	238	238	239	240
<i>New book</i>	<i>Pearson Correlation</i>	.11	.08	.02	-.01	.04
	<i>Sig. (2-tailed)</i>	.090	.232	.737	.847	.558
	<i>N</i>	240	239	239	240	241
<i>Review</i>	<i>Pearson Correlation</i>	.08	.03	-.02	-.06	.11
	<i>Sig. (2-tailed)</i>	.195	.593	.809	.329	.075
	<i>N</i>	242	241	241	242	243
<i>Classic</i>	<i>Pearson Correlation</i>	.05	-.08	-.13	-.09	-.01
	<i>Sig. (2-tailed)</i>	.427	.213	.038	.170	.863
	<i>N</i>	240	239	239	240	241
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	.20	.26	.23	.14	.01
	<i>Sig. (2-tailed)</i>	.002	.000	.000	.026	.925
	<i>N</i>	239	238	238	239	239

		<i>Library Card</i>	<i>Library Visits</i>	<i>Items per Year</i>	<i>SpecFic per Year</i>	<i>Like novels</i>
<i>Award</i>	<i>Pearson Correlation</i>	.09	.08	-.01	.03	.06
	<i>Sig. (2- tailed)</i>	.157	.198	.860	.661	.320
	<i>N</i>	235	234	234	235	236
<i>Ent Industry</i>	<i>Pearson Correlation</i>	.02	-.11	-.06	-.03	.02
	<i>Sig. (2- tailed)</i>	.795	.100	.384	.666	.722
	<i>N</i>	244	243	243	244	245
<i>Academic</i>	<i>Pearson Correlation</i>	.03	-.17	-.14	-.06	-.07
	<i>Sig. (2- tailed)</i>	.645	.007	.025	.323	.275
	<i>N</i>	244	243	243	244	245
<i>Writer</i>	<i>Pearson Correlation</i>	.02	-.11	-.08	-.05	.02
	<i>Sig. (2- tailed)</i>	.813	.101	.200	.423	.746
	<i>N</i>	244	243	243	244	245
<i>Teacher</i>	<i>Pearson Correlation</i>	-.08	-.14	-.10	-.14	-.08
	<i>Sig. (2- tailed)</i>	.199	.030	.126	.032	.192
	<i>N</i>	244	243	243	244	245
<i>Pub Librarian</i>	<i>Pearson Correlation</i>	.12	.53	.52	.34	.10
	<i>Sig. (2- tailed)</i>	.066	.000	.000	.000	.107
	<i>N</i>	244	243	243	244	245
<i>Age</i>	<i>Pearson Correlation</i>	-.10	-.02	.05	-.08	-.19
	<i>Sig. (2- tailed)</i>	.139	.757	.432	.199	.003
	<i>N</i>	244	243	243	244	245
<i>Education</i>	<i>Pearson Correlation</i>	-.04	.08	.23	.15	-.07
	<i>Sig. (2- tailed)</i>	.487	.205	.000	.018	.308
	<i>N</i>	244	243	243	244	245
<i>Gender</i>	<i>Pearson Correlation</i>	-.15	-.22	-.18	-.04	-.26
	<i>Sig. (2- tailed)</i>	.017	.001	.004	.568	.000
	<i>N</i>	237	236	236	237	238

		<i>Library Card</i>	<i>Library Visits</i>	<i>Items per Year</i>	<i>SpecFic per Year</i>	<i>Like novels</i>
<i>Household Size</i>	<i>Pearson Correlation</i>	-.06	.05	-.02	.04	.02
	<i>Sig. (2-tailed)</i>	.338	.462	.784	.485	.746
	<i>N</i>	244	243	243	244	245
<i>Household Income</i>	<i>Pearson Correlation</i>	.08	.02	.12	.06	-.01
	<i>Sig. (2-tailed)</i>	.280	.822	.116	.384	.913
	<i>N</i>	187	186	186	187	188

		<i>Like YA novels</i>	<i>Like short fic</i>	<i>Like audio books</i>	<i>Print vs E (P1-E8)</i>	<i>Ratings</i>
<i>Library Card</i>	<i>Pearson Correlation</i>	.11	-.01	.11	-.19	.02
	<i>Sig. (2-tailed)</i>	.096	.872	.088	.003	.766
	<i>N</i>	244	244	244	244	242
<i>Library Visits</i>	<i>Pearson Correlation</i>	.21	-.11	.15	-.07	-.05
	<i>Sig. (2-tailed)</i>	.001	.078	.018	.254	.434
	<i>N</i>	243	243	243	243	241
<i>Items per Year</i>	<i>Pearson Correlation</i>	.19	-.07	.14	.01	-.05
	<i>Sig. (2-tailed)</i>	.003	.310	.025	.878	.401
	<i>N</i>	243	243	243	243	241
<i>SpecFic per Year</i>	<i>Pearson Correlation</i>	.26	-.04	.13	.05	.00
	<i>Sig. (2-tailed)</i>	.000	.546	.041	.460	.999
	<i>N</i>	244	244	244	244	242
<i>Like novels</i>	<i>Pearson Correlation</i>	.35	.01	.15	.10	.04
	<i>Sig. (2-tailed)</i>	.000	.825	.019	.129	.515
	<i>N</i>	245	245	245	245	243
<i>Like YA novels</i>	<i>Pearson Correlation</i>	1.00	.00	.18	.06	.00
	<i>Sig. (2-tailed)</i>		.953	.006	.359	.992

		<i>Like YA novels</i>	<i>Like short fic</i>	<i>Like audio books</i>	<i>Print vs E (P1- E8)</i>	<i>Ratings</i>
	<i>N</i>	245	245	245	245	243
<i>Like short fic</i>	<i>Pearson Correlation</i>	.00	1.00	.16	-.04	-.02
	<i>Sig. (2- tailed)</i>	.953		.010	.491	.729
	<i>N</i>	245	245	245	245	243
<i>Like audio books</i>	<i>Pearson Correlation</i>	.18	.16	1.00	.14	-.05
	<i>Sig. (2- tailed)</i>	.006	.010		.028	.417
	<i>N</i>	245	245	245	245	243
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i>	.06	-.04	.14	1.00	.11
	<i>Sig. (2- tailed)</i>	.359	.491	.028		.091
	<i>N</i>	245	245	245	245	243
<i>Ratings</i>	<i>Pearson Correlation</i>	.00	-.02	-.05	.11	1.00
	<i>Sig. (2- tailed)</i>	.992	.729	.417	.091	
	<i>N</i>	243	243	243	243	243
<i>Recognize author</i>	<i>Pearson Correlation</i>	-.09	.03	-.04	-.02	.09
	<i>Sig. (2- tailed)</i>	.144	.674	.524	.737	.162
	<i>N</i>	241	241	241	241	240
<i>First in series</i>	<i>Pearson Correlation</i>	.31	-.12	-.08	-.03	.03
	<i>Sig. (2- tailed)</i>	.000	.059	.246	.675	.694
	<i>N</i>	237	237	237	237	236
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	.11	-.05	-.09	.05	.21
	<i>Sig. (2- tailed)</i>	.084	.406	.188	.404	.001
	<i>N</i>	240	240	240	240	239
<i>Read others in series</i>	<i>Pearson Correlation</i>	.16	.00	-.07	-.01	.03
	<i>Sig. (2- tailed)</i>	.014	.979	.251	.927	.634
	<i>N</i>	243	243	243	243	242

		<i>Like YA novels</i>	<i>Like short fic</i>	<i>Like audio books</i>	<i>Print vs E (P1- E8)</i>	<i>Ratings</i>
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	.20	-.05	-.06	.03	-.03
	<i>Sig. (2- tailed)</i>	.002	.434	.350	.628	.699
	<i>N</i>	240	240	240	240	239
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	-.01	.00	.01	-.04	.08
	<i>Sig. (2- tailed)</i>	.859	.985	.938	.527	.211
	<i>N</i>	240	240	240	240	240
<i>New book</i>	<i>Pearson Correlation</i>	.05	.02	-.07	-.06	.10
	<i>Sig. (2- tailed)</i>	.435	.774	.279	.334	.110
	<i>N</i>	241	241	241	241	241
<i>Review</i>	<i>Pearson Correlation</i>	-.04	.06	.04	.02	.33
	<i>Sig. (2- tailed)</i>	.581	.321	.490	.704	.000
	<i>N</i>	243	243	243	243	243
<i>Classic</i>	<i>Pearson Correlation</i>	-.18	.14	-.04	-.02	.20
	<i>Sig. (2- tailed)</i>	.005	.033	.535	.792	.002
	<i>N</i>	241	241	241	241	241
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	.02	.06	.06	.09	.12
	<i>Sig. (2- tailed)</i>	.797	.347	.331	.167	.067
	<i>N</i>	239	239	239	239	239
<i>Award</i>	<i>Pearson Correlation</i>	.01	.08	.01	.02	.28
	<i>Sig. (2- tailed)</i>	.910	.215	.880	.744	.000
	<i>N</i>	236	236	236	236	236
<i>Ent Industry</i>	<i>Pearson Correlation</i>	-.16	.02	.05	-.02	-.09
	<i>Sig. (2- tailed)</i>	.013	.800	.464	.726	.186
	<i>N</i>	245	245	245	245	243
<i>Academic</i>	<i>Pearson Correlation</i>	-.06	.06	.02	.11	.08

		<i>Like YA novels</i>	<i>Like short fic</i>	<i>Like audio books</i>	<i>Print vs E (P1- E8)</i>	<i>Ratings</i>
	<i>Sig. (2- tailed)</i>	.351	.347	.744	.076	.213
	<i>N</i>	245	245	245	245	243
<i>Writer</i>	<i>Pearson Correlation</i>	-.02	.04	.02	.01	.08
	<i>Sig. (2- tailed)</i>	.736	.495	.713	.888	.213
	<i>N</i>	245	245	245	245	243
<i>Teacher</i>	<i>Pearson Correlation</i>	-.09	.01	.01	-.11	.11
	<i>Sig. (2- tailed)</i>	.178	.888	.905	.088	.100
	<i>N</i>	245	245	245	245	243
<i>Pub Librarian</i>	<i>Pearson Correlation</i>	.19	-.10	.22	.10	-.04
	<i>Sig. (2- tailed)</i>	.004	.118	.000	.137	.517
	<i>N</i>	245	245	245	245	243
<i>Age</i>	<i>Pearson Correlation</i>	-.22	.06	-.03	.07	-.08
	<i>Sig. (2- tailed)</i>	.001	.363	.671	.264	.188
	<i>N</i>	245	245	245	245	243
<i>Education</i>	<i>Pearson Correlation</i>	-.04	.01	.13	.17	.07
	<i>Sig. (2- tailed)</i>	.514	.838	.050	.009	.306
	<i>N</i>	245	245	245	245	243
<i>Gender</i>	<i>Pearson Correlation</i>	-.18	.15	-.02	.05	-.06
	<i>Sig. (2- tailed)</i>	.006	.020	.716	.433	.355
	<i>N</i>	238	238	238	238	237
<i>Household Size</i>	<i>Pearson Correlation</i>	.08	.10	-.01	.00	.19
	<i>Sig. (2- tailed)</i>	.232	.122	.934	.979	.003
	<i>N</i>	245	245	245	245	243
<i>Household Income</i>	<i>Pearson Correlation</i>	-.07	.07	.11	.20	.04
	<i>Sig. (2- tailed)</i>	.330	.356	.126	.007	.610
	<i>N</i>	188	188	188	188	186

		<i>Recognize author</i>	<i>First in series</i>	<i>Fan of sub- genre</i>	<i>Read others in series</i>	<i>Lib has others in series</i>
<i>Library Card</i>	<i>Pearson Correlation</i>	-.16	.12	.08	.15	.14
	<i>Sig. (2- tailed)</i>	.012	.067	.196	.022	.026
	<i>N</i>	240	236	239	242	239
<i>Library Visits</i>	<i>Pearson Correlation</i>	-.14	.05	-.13	.00	.06
	<i>Sig. (2- tailed)</i>	.033	.446	.047	.939	.344
	<i>N</i>	239	236	238	242	239
<i>Items per Year</i>	<i>Pearson Correlation</i>	-.09	-.02	-.10	.00	.09
	<i>Sig. (2- tailed)</i>	.165	.766	.132	.999	.168
	<i>N</i>	239	235	238	241	238
<i>SpecFic per Year</i>	<i>Pearson Correlation</i>	-.09	.07	.08	.09	.11
	<i>Sig. (2- tailed)</i>	.165	.264	.191	.143	.076
	<i>N</i>	240	236	239	242	239
<i>Like novels</i>	<i>Pearson Correlation</i>	-.04	.09	-.01	.02	.06
	<i>Sig. (2- tailed)</i>	.523	.181	.832	.783	.344
	<i>N</i>	241	237	240	243	240
<i>Like YA novels</i>	<i>Pearson Correlation</i>	-.09	.31	.11	.16	.20
	<i>Sig. (2- tailed)</i>	.144	.000	.084	.014	.002
	<i>N</i>	241	237	240	243	240
<i>Like short fic</i>	<i>Pearson Correlation</i>	.03	-.12	-.05	.00	-.05
	<i>Sig. (2- tailed)</i>	.674	.059	.406	.979	.434
	<i>N</i>	241	237	240	243	240
<i>Like audio books</i>	<i>Pearson Correlation</i>	-.04	-.08	-.09	-.07	-.06
	<i>Sig. (2- tailed)</i>	.524	.246	.188	.251	.350
	<i>N</i>	241	237	240	243	240
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i>	-.02	-.03	.05	-.01	.03
	<i>Sig. (2- tailed)</i>	.737	.675	.404	.927	.628

		<i>Recognize author</i>	<i>First in series</i>	<i>Fan of sub-genre</i>	<i>Read others in series</i>	<i>Lib has others in series</i>
	<i>N</i>	241	237	240	243	240
<i>Ratings</i>	<i>Pearson Correlation</i>	.09	.03	.21	.03	-.03
	<i>Sig. (2-tailed)</i>	.162	.694	.001	.634	.699
	<i>N</i>	240	236	239	242	239
<i>Recognize author</i>	<i>Pearson Correlation</i>	1.00	.03	.30	.23	.01
	<i>Sig. (2-tailed)</i>		.701	.000	.000	.832
	<i>N</i>	241	236	239	240	239
<i>First in series</i>	<i>Pearson Correlation</i>	.03	1.00	.15	.42	.31
	<i>Sig. (2-tailed)</i>	.701		.021	.000	.000
	<i>N</i>	236	237	236	237	236
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	.30	.15	1.00	.38	.18
	<i>Sig. (2-tailed)</i>	.000	.021		.000	.004
	<i>N</i>	239	236	240	239	238
<i>Read others in series</i>	<i>Pearson Correlation</i>	.23	.42	.38	1.00	.42
	<i>Sig. (2-tailed)</i>	.000	.000	.000		.000
	<i>N</i>	240	237	239	243	240
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	.01	.31	.18	.42	1.00
	<i>Sig. (2-tailed)</i>	.832	.000	.004	.000	
	<i>N</i>	239	236	238	240	240
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	.17	.17	.14	.20	.22
	<i>Sig. (2-tailed)</i>	.008	.011	.031	.002	.000
	<i>N</i>	239	235	238	239	238
<i>New book</i>	<i>Pearson Correlation</i>	.16	.03	.11	.18	.22
	<i>Sig. (2-tailed)</i>	.014	.603	.091	.005	.001
	<i>N</i>	240	236	239	240	239

		<i>Recognize author</i>	<i>First in series</i>	<i>Fan of sub- genre</i>	<i>Read others in series</i>	<i>Lib has others in series</i>
<i>Review</i>	<i>Pearson</i>	.23	-.06	.17	.21	.01
	<i>Correlation</i>	.000	.345	.010	.001	.877
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	240	236	239	242	239
<i>Classic</i>	<i>Pearson</i>	.11	-.02	.12	.14	.04
	<i>Correlation</i>	.077	.790	.057	.025	.491
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	240	236	239	240	239
<i>Lib employee rec</i>	<i>Pearson</i>	.08	.09	.06	.26	.23
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.212	.157	.351	.000	.000
	<i>N</i>	238	234	237	238	237
<i>Award</i>	<i>Pearson</i>	.23	-.03	.14	.13	.02
	<i>Correlation</i>	.000	.652	.031	.041	.739
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	235	231	234	235	234
<i>Ent Industry</i>	<i>Pearson</i>	.07	-.13	-.02	-.08	-.01
	<i>Correlation</i>	.309	.053	.739	.230	.830
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	241	237	240	243	240
<i>Academic</i>	<i>Pearson</i>	.07	-.06	.07	-.02	-.06
	<i>Correlation</i>	.268	.371	.278	.718	.321
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	241	237	240	243	240
<i>Writer</i>	<i>Pearson</i>	.13	-.04	-.01	.06	-.01
	<i>Correlation</i>	.052	.537	.818	.342	.845
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	241	237	240	243	240
<i>Teacher</i>	<i>Pearson</i>	.01	-.11	-.13	-.09	-.08
	<i>Correlation</i>	.912	.083	.048	.146	.217
	<i>Sig. (2- tailed)</i>					
	<i>N</i>	241	237	240	243	240
<i>Pub Librarian</i>	<i>Pearson</i>	-.04	.04	-.03	.03	-.01
	<i>Correlation</i>	.525	.528	.633	.659	.918
	<i>Sig. (2- tailed)</i>					

		<i>Recognize author</i>	<i>First in series</i>	<i>Fan of sub- genre</i>	<i>Read others in series</i>	<i>Lib has others in series</i>
	<i>N</i>	241	237	240	243	240
<i>Age</i>	<i>Pearson</i>	.20	-.27	-.02	-.13	-.13
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.001	.000	.790	.043	.039
	<i>N</i>	241	237	240	243	240
<i>Education</i>	<i>Pearson</i>	.17	-.26	.11	-.08	-.13
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.007	.000	.101	.231	.047
	<i>N</i>	241	237	240	243	240
<i>Gender</i>	<i>Pearson</i>	.14	-.05	.08	.04	-.04
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.031	.471	.216	.500	.509
	<i>N</i>	234	230	233	236	233
<i>Household Size</i>	<i>Pearson</i>	-.04	.04	-.04	.08	.18
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.554	.583	.522	.198	.005
	<i>N</i>	241	237	240	243	240
<i>Household Income</i>	<i>Pearson</i>	.00	-.30	-.04	-.01	.02
	<i>Correlation</i>					
	<i>Sig. (2- tailed)</i>	.978	.000	.598	.911	.781
	<i>N</i>	185	181	183	186	183

		<i>Tie-in with movie/ TV</i>	<i>New book</i>	<i>Review</i>	<i>Classic</i>
<i>Library Card</i>	<i>Pearson</i>	.08	.11	.08	.05
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.248	.090	.195	.427
	<i>N</i>	239	240	242	240
<i>Library Visits</i>	<i>Pearson</i>	.00	.08	.03	-.08
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.995	.232	.593	.213
	<i>N</i>	238	239	241	239
<i>Items per Year</i>	<i>Pearson</i>	-.10	.02	-.02	-.13
	<i>Correlation</i>				

		<i>Tie-in with movie/ TV</i>	<i>New book</i>	<i>Review</i>	<i>Classic</i>
	<i>Sig. (2- tailed)</i> <i>N</i>	.136 238	.737 239	.809 241	.038 239
<i>SpecFic per Year</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	-.04 .541 239	-.01 .847 240	-.06 .329 242	-.09 .170 240
<i>Like novels</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.02 .708 240	.04 .558 241	.11 .075 243	-.01 .863 241
<i>Like YA novels</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	-.01 .859 240	.05 .435 241	-.04 .581 243	-.18 .005 241
<i>Like short fic</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.00 .985 240	.02 .774 241	.06 .321 243	.14 .033 241
<i>Like audio books</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.01 .938 240	-.07 .279 241	.04 .490 243	-.04 .535 241
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	-.04 .527 240	-.06 .334 241	.02 .704 243	-.02 .792 241
<i>Ratings</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.08 .211 240	.10 .110 241	.33 .000 243	.20 .002 241
<i>Recognize author</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.17 .008 239	.16 .014 240	.23 .000 240	.11 .077 240

		<i>Tie-in with movie/ TV</i>	<i>New book</i>	<i>Review</i>	<i>Classic</i>
<i>First in series</i>	<i>Pearson Correlation</i>	.17	.03	-.06	-.02
	<i>Sig. (2- tailed)</i>	.011	.603	.345	.790
	<i>N</i>	235	236	236	236
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	.14	.11	.17	.12
	<i>Sig. (2- tailed)</i>	.031	.091	.010	.057
	<i>N</i>	238	239	239	239
<i>Read others in series</i>	<i>Pearson Correlation</i>	.20	.18	.21	.14
	<i>Sig. (2- tailed)</i>	.002	.005	.001	.025
	<i>N</i>	239	240	242	240
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	.22	.22	.01	.04
	<i>Sig. (2- tailed)</i>	.000	.001	.877	.491
	<i>N</i>	238	239	239	239
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	1.00	.36	.32	.35
	<i>Sig. (2- tailed)</i>		.000	.000	.000
	<i>N</i>	240	240	240	240
<i>New book</i>	<i>Pearson Correlation</i>	.36	1.00	.36	.27
	<i>Sig. (2- tailed)</i>	.000		.000	.000
	<i>N</i>	240	241	241	241
<i>Review</i>	<i>Pearson Correlation</i>	.32	.36	1.00	.49
	<i>Sig. (2- tailed)</i>	.000	.000		.000
	<i>N</i>	240	241	243	241
<i>Classic</i>	<i>Pearson Correlation</i>	.35	.27	.49	1.00
	<i>Sig. (2- tailed)</i>	.000	.000	.000	
	<i>N</i>	240	241	241	241

		<i>Tie-in with movie/ TV</i>	<i>New book</i>	<i>Review</i>	<i>Classic</i>
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	.27	.23	.37	.34
	<i>Sig. (2- tailed)</i>	.000	.000	.000	.000
	<i>N</i>	238	239	239	239
<i>Award</i>	<i>Pearson Correlation</i>	.22	.34	.52	.46
	<i>Sig. (2- tailed)</i>	.001	.000	.000	.000
	<i>N</i>	235	236	236	236
<i>Ent Industry</i>	<i>Pearson Correlation</i>	.03	.07	-.04	-.04
	<i>Sig. (2- tailed)</i>	.638	.307	.586	.506
	<i>N</i>	240	241	243	241
<i>Academic</i>	<i>Pearson Correlation</i>	.10	.00	.00	.14
	<i>Sig. (2- tailed)</i>	.120	.950	.945	.027
	<i>N</i>	240	241	243	241
<i>Writer</i>	<i>Pearson Correlation</i>	.00	.02	.11	.19
	<i>Sig. (2- tailed)</i>	.949	.779	.093	.003
	<i>N</i>	240	241	243	241
<i>Teacher</i>	<i>Pearson Correlation</i>	-.06	-.02	-.03	.08
	<i>Sig. (2- tailed)</i>	.357	.787	.669	.220
	<i>N</i>	240	241	243	241
<i>Pub Librarian</i>	<i>Pearson Correlation</i>	.08	.00	.11	-.10
	<i>Sig. (2- tailed)</i>	.207	.960	.098	.108
	<i>N</i>	240	241	243	241
<i>Age</i>	<i>Pearson Correlation</i>	-.14	-.05	.17	-.02
	<i>Sig. (2- tailed)</i>	.028	.400	.007	.718
	<i>N</i>	240	241	243	241
<i>Education</i>	<i>Pearson Correlation</i>	-.04	-.12	.24	.01
	<i>Sig. (2- tailed)</i>	.494	.068	.000	.838

		<i>Tie-in with movie/ TV</i>	<i>New book</i>	<i>Review</i>	<i>Classic</i>
	<i>N</i>	240	241	243	241
<i>Gender</i>	<i>Pearson</i>	-.12	-.10	-.07	.08
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.057	.137	.251	.218
	<i>N</i>	234	235	237	235
<i>Household Size</i>	<i>Pearson</i>	.00	.09	-.03	.03
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.982	.167	.621	.629
	<i>N</i>	240	241	243	241
<i>Household Income</i>	<i>Pearson</i>	-.09	.00	.14	.03
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.242	.972	.063	.708
	<i>N</i>	183	184	186	184

		<i>Lib employee rec</i>	<i>Award</i>	<i>Ent Industry</i>	<i>Academic</i>
<i>Library Card</i>	<i>Pearson</i>	.20	.09	.02	.03
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.002	.157	.795	.645
	<i>N</i>	239	235	244	244
<i>Library Visits</i>	<i>Pearson</i>	.26	.08	-.11	-.17
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.000	.198	.100	.007
	<i>N</i>	238	234	243	243
<i>Items per Year</i>	<i>Pearson</i>	.23	-.01	-.06	-.14
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.000	.860	.384	.025
	<i>N</i>	238	234	243	243
<i>SpecFic per Year</i>	<i>Pearson</i>	.14	.03	-.03	-.06
	<i>Correlation</i>				
	<i>Sig. (2-tailed)</i>	.026	.661	.666	.323
	<i>N</i>	239	235	244	244
<i>Like novels</i>	<i>Pearson</i>	.01	.06	.02	-.07
	<i>Correlation</i>				

		<i>Lib employee rec</i>	<i>Award</i>	<i>Ent Industry</i>	<i>Academic</i>
	<i>Sig. (2- tailed)</i> <i>N</i>	.925 239	.320 236	.722 245	.275 245
<i>Like YA novels</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.02 .797 239	.01 .910 236	-.16 .013 245	-.06 .351 245
<i>Like short fic</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.06 .347 239	.08 .215 236	.02 .800 245	.06 .347 245
<i>Like audio books</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.06 .331 239	.01 .880 236	.05 .464 245	.02 .744 245
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.09 .167 239	.02 .744 236	-.02 .726 245	.11 .076 245
<i>Ratings</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.12 .067 239	.28 .000 236	-.09 .186 243	.08 .213 243
<i>Recognize author</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.08 .212 238	.23 .000 235	.07 .309 241	.07 .268 241
<i>First in series</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.09 .157 234	-.03 .652 231	-.13 .053 237	-.06 .371 237
<i>Fan of sub-genre</i>	<i>Pearson Correlation Sig. (2- tailed)</i> <i>N</i>	.06 .351 237	.14 .031 234	-.02 .739 240	.07 .278 240

		<i>Lib employee rec</i>	<i>Award</i>	<i>Ent Industry</i>	<i>Academic</i>
<i>Read others in series</i>	<i>Pearson Correlation</i>	.26	.13	-.08	-.02
	<i>Sig. (2- tailed)</i>	.000	.041	.230	.718
	<i>N</i>	238	235	243	243
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	.23	.02	-.01	-.06
	<i>Sig. (2- tailed)</i>	.000	.739	.830	.321
	<i>N</i>	237	234	240	240
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	.27	.22	.03	.10
	<i>Sig. (2- tailed)</i>	.000	.001	.638	.120
	<i>N</i>	238	235	240	240
<i>New book</i>	<i>Pearson Correlation</i>	.23	.34	.07	.00
	<i>Sig. (2- tailed)</i>	.000	.000	.307	.950
	<i>N</i>	239	236	241	241
<i>Review</i>	<i>Pearson Correlation</i>	.37	.52	-.04	.00
	<i>Sig. (2- tailed)</i>	.000	.000	.586	.945
	<i>N</i>	239	236	243	243
<i>Classic</i>	<i>Pearson Correlation</i>	.34	.46	-.04	.14
	<i>Sig. (2- tailed)</i>	.000	.000	.506	.027
	<i>N</i>	239	236	241	241
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	1.00	.49	-.10	.00
	<i>Sig. (2- tailed)</i>		.000	.108	.970
	<i>N</i>	239	235	239	239
<i>Award</i>	<i>Pearson Correlation</i>	.49	1.00	-.07	-.02
	<i>Sig. (2- tailed)</i>	.000		.275	.775
	<i>N</i>	235	236	236	236

		<i>Lib employee rec</i>	<i>Award</i>	<i>Ent Industry</i>	<i>Academic</i>
<i>Ent Industry</i>	<i>Pearson</i>	-.10	-.07	1.00	-.04
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.108	.275		.487
	<i>N</i>	239	236	245	245
<i>Academic</i>	<i>Pearson</i>	.00	-.02	-.04	1.00
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.970	.775	.487	
	<i>N</i>	239	236	245	245
<i>Writer</i>	<i>Pearson</i>	-.01	.03	-.02	.07
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.925	.595	.722	.275
	<i>N</i>	239	236	245	245
<i>Teacher</i>	<i>Pearson</i>	-.01	.03	-.04	-.01
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.868	.692	.528	.917
	<i>N</i>	239	236	245	245
<i>Pub Librarian</i>	<i>Pearson</i>	.31	.14	-.07	-.19
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.000	.029	.270	.003
	<i>N</i>	239	236	245	245
<i>Age</i>	<i>Pearson</i>	.01	.04	.14	.03
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.833	.518	.025	.648
	<i>N</i>	239	236	245	245
<i>Education</i>	<i>Pearson</i>	.21	.17	-.03	.12
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.001	.007	.612	.053
	<i>N</i>	239	236	245	245
<i>Gender</i>	<i>Pearson</i>	-.06	-.09	-.08	.04
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.335	.169	.245	.506
	<i>N</i>	233	230	238	238
<i>Household Size</i>	<i>Pearson</i>	.00	.01	-.10	-.02
	<i>Correlation</i>				
	<i>Sig. (2- tailed)</i>	.986	.937	.117	.785
	<i>N</i>	239	236	245	245

		<i>Lib employee rec</i>	<i>Award</i>	<i>Ent Industry</i>	<i>Academic</i>
<i>Household Income</i>	<i>Pearson</i>	.09	.05	-.04	-.03
	<i>Correlation</i>	.219	.485	.567	.714
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	183	181	188	188

		<i>Writer</i>	<i>Teacher</i>	<i>Pub Librarian</i>	<i>Age</i>
<i>Library Card</i>	<i>Pearson</i>	.02	-.08	.12	-.10
	<i>Correlation</i>	.813	.199	.066	.139
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	244	244	244	244
<i>Library Visits</i>	<i>Pearson</i>	-.11	-.14	.53	-.02
	<i>Correlation</i>	.101	.030	.000	.757
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	243	243	243	243
<i>Items per Year</i>	<i>Pearson</i>	-.08	-.10	.52	.05
	<i>Correlation</i>	.200	.126	.000	.432
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	243	243	243	243
<i>SpecFic per Year</i>	<i>Pearson</i>	-.05	-.14	.34	-.08
	<i>Correlation</i>	.423	.032	.000	.199
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	244	244	244	244
<i>Like novels</i>	<i>Pearson</i>	.02	-.08	.10	-.19
	<i>Correlation</i>	.746	.192	.107	.003
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	245	245	245	245
<i>Like YA novels</i>	<i>Pearson</i>	-.02	-.09	.19	-.22
	<i>Correlation</i>	.736	.178	.004	.001
	<i>Sig. (2- tailed)</i>				
	<i>N</i>	245	245	245	245
<i>Like short fic</i>	<i>Pearson</i>	.04	.01	-.10	.06
	<i>Correlation</i>	.495	.888	.118	.363
	<i>Sig. (2- tailed)</i>				

		<i>Writer</i>	<i>Teacher</i>	<i>Pub Librarian</i>	<i>Age</i>
	<i>N</i>	245	245	245	245
<i>Like audio books</i>	<i>Pearson Correlation</i>	.02	.01	.22	-.03
	<i>Sig. (2-tailed)</i>	.713	.905	.000	.671
	<i>N</i>	245	245	245	245
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i>	.01	-.11	.10	.07
	<i>Sig. (2-tailed)</i>	.888	.088	.137	.264
	<i>N</i>	245	245	245	245
<i>Ratings</i>	<i>Pearson Correlation</i>	.08	.11	-.04	-.08
	<i>Sig. (2-tailed)</i>	.213	.100	.517	.188
	<i>N</i>	243	243	243	243
<i>Recognize author</i>	<i>Pearson Correlation</i>	.13	.01	-.04	.20
	<i>Sig. (2-tailed)</i>	.052	.912	.525	.001
	<i>N</i>	241	241	241	241
<i>First in series</i>	<i>Pearson Correlation</i>	-.04	-.11	.04	-.27
	<i>Sig. (2-tailed)</i>	.537	.083	.528	.000
	<i>N</i>	237	237	237	237
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	-.01	-.13	-.03	-.02
	<i>Sig. (2-tailed)</i>	.818	.048	.633	.790
	<i>N</i>	240	240	240	240
<i>Read others in series</i>	<i>Pearson Correlation</i>	.06	-.09	.03	-.13
	<i>Sig. (2-tailed)</i>	.342	.146	.659	.043
	<i>N</i>	243	243	243	243
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	-.01	-.08	-.01	-.13
	<i>Sig. (2-tailed)</i>	.845	.217	.918	.039
	<i>N</i>	240	240	240	240

		<i>Writer</i>	<i>Teacher</i>	<i>Pub Librarian</i>	<i>Age</i>
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	.00	-.06	.08	-.14
	<i>Sig. (2-tailed)</i>	.949	.357	.207	.028
	<i>N</i>	240	240	240	240
<i>New book</i>	<i>Pearson Correlation</i>	.02	-.02	.00	-.05
	<i>Sig. (2-tailed)</i>	.779	.787	.960	.400
	<i>N</i>	241	241	241	241
<i>Review</i>	<i>Pearson Correlation</i>	.11	-.03	.11	.17
	<i>Sig. (2-tailed)</i>	.093	.669	.098	.007
	<i>N</i>	243	243	243	243
<i>Classic</i>	<i>Pearson Correlation</i>	.19	.08	-.10	-.02
	<i>Sig. (2-tailed)</i>	.003	.220	.108	.718
	<i>N</i>	241	241	241	241
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	-.01	-.01	.31	.01
	<i>Sig. (2-tailed)</i>	.925	.868	.000	.833
	<i>N</i>	239	239	239	239
<i>Award</i>	<i>Pearson Correlation</i>	.03	.03	.14	.04
	<i>Sig. (2-tailed)</i>	.595	.692	.029	.518
	<i>N</i>	236	236	236	236
<i>Ent Industry</i>	<i>Pearson Correlation</i>	-.02	-.04	-.07	.14
	<i>Sig. (2-tailed)</i>	.722	.528	.270	.025
	<i>N</i>	245	245	245	245
<i>Academic</i>	<i>Pearson Correlation</i>	.07	-.01	-.19	.03
	<i>Sig. (2-tailed)</i>	.275	.917	.003	.648
	<i>N</i>	245	245	245	245
<i>Writer</i>	<i>Pearson Correlation</i>	1.00	.08	-.16	.00

		<i>Writer</i>	<i>Teacher</i>	<i>Pub Librarian</i>	<i>Age</i>
	<i>Sig. (2-tailed)</i> <i>N</i>		.192 245	.011 245	.950 245
<i>Teacher</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.08 .192 245	1.00 245	-.22 .001 245	.06 .311 245
<i>Pub Librarian</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	-.16 .011 245	-.22 .001 245	1.00 245	.15 .021 245
<i>Age</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.00 .950 245	.06 .311 245	.15 .021 245	1.00 245
<i>Education</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	-.02 .774 245	.07 .302 245	.39 .000 245	.66 .000 245
<i>Gender</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.06 .339 238	.03 .614 238	-.20 .002 238	.05 .448 238
<i>Household Size</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.02 .736 245	-.04 .567 245	-.17 .007 245	-.25 .000 245
<i>Household Income</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.13 .069 188	-.06 .427 188	-.03 .727 188	.36 .000 188

		<i>Education</i>	<i>Gender</i>	<i>Household Size</i>
<i>Library Card</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	-.04 .487 244	-.15 .017 237	-.06 .338 244
<i>Library Visits</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.08 .205 243	-.22 .001 236	.05 .462 243
<i>Items per Year</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.23 .000 243	-.18 .004 236	-.02 .784 243
<i>SpecFic per Year</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.15 .018 244	-.04 .568 237	.04 .485 244
<i>Like novels</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	-.07 .308 245	-.26 .000 238	.02 .746 245
<i>Like YA novels</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	-.04 .514 245	-.18 .006 238	.08 .232 245
<i>Like short fic</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.01 .838 245	.15 .020 238	.10 .122 245
<i>Like audio books</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i> <i>N</i>	.13 .050 245	-.02 .716 238	-.01 .934 245
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i> <i>Sig. (2-tailed)</i>	.17 .009	.05 .433	.00 .979

		<i>Education</i>	<i>Gender</i>	<i>Household Size</i>
	<i>N</i>	245	238	245
<i>Ratings</i>	<i>Pearson Correlation</i>	.07	-.06	.19
	<i>Sig. (2-tailed)</i>	.306	.355	.003
	<i>N</i>	243	237	243
<i>Recognize author</i>	<i>Pearson Correlation</i>	.17	.14	-.04
	<i>Sig. (2-tailed)</i>	.007	.031	.554
	<i>N</i>	241	234	241
<i>First in series</i>	<i>Pearson Correlation</i>	-.26	-.05	.04
	<i>Sig. (2-tailed)</i>	.000	.471	.583
	<i>N</i>	237	230	237
<i>Fan of sub-genre</i>	<i>Pearson Correlation</i>	.11	.08	-.04
	<i>Sig. (2-tailed)</i>	.101	.216	.522
	<i>N</i>	240	233	240
<i>Read others in series</i>	<i>Pearson Correlation</i>	-.08	.04	.08
	<i>Sig. (2-tailed)</i>	.231	.500	.198
	<i>N</i>	243	236	243
<i>Lib has others in series</i>	<i>Pearson Correlation</i>	-.13	-.04	.18
	<i>Sig. (2-tailed)</i>	.047	.509	.005
	<i>N</i>	240	233	240
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation</i>	-.04	-.12	.00
	<i>Sig. (2-tailed)</i>	.494	.057	.982
	<i>N</i>	240	234	240
<i>New book</i>	<i>Pearson Correlation</i>	-.12	-.10	.09
	<i>Sig. (2-tailed)</i>	.068	.137	.167
	<i>N</i>	241	235	241

		<i>Education</i>	<i>Gender</i>	<i>Household Size</i>
<i>Review</i>	<i>Pearson Correlation</i>	.24	-.07	-.03
	<i>Sig. (2-tailed)</i>	.000	.251	.621
	<i>N</i>	243	237	243
<i>Classic</i>	<i>Pearson Correlation</i>	.01	.08	.03
	<i>Sig. (2-tailed)</i>	.838	.218	.629
	<i>N</i>	241	235	241
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	.21	-.06	.00
	<i>Sig. (2-tailed)</i>	.001	.335	.986
	<i>N</i>	239	233	239
<i>Award</i>	<i>Pearson Correlation</i>	.17	-.09	.01
	<i>Sig. (2-tailed)</i>	.007	.169	.937
	<i>N</i>	236	230	236
<i>Ent Industry</i>	<i>Pearson Correlation</i>	-.03	-.08	-.10
	<i>Sig. (2-tailed)</i>	.612	.245	.117
	<i>N</i>	245	238	245
<i>Academic</i>	<i>Pearson Correlation</i>	.12	.04	-.02
	<i>Sig. (2-tailed)</i>	.053	.506	.785
	<i>N</i>	245	238	245
<i>Writer</i>	<i>Pearson Correlation</i>	-.02	.06	.02
	<i>Sig. (2-tailed)</i>	.774	.339	.736
	<i>N</i>	245	238	245
<i>Teacher</i>	<i>Pearson Correlation</i>	.07	.03	-.04
	<i>Sig. (2-tailed)</i>	.302	.614	.567
	<i>N</i>	245	238	245
<i>Pub Librarian</i>	<i>Pearson Correlation</i>	.39	-.20	-.17
	<i>Sig. (2-tailed)</i>	.000	.002	.007

		<i>Education</i>	<i>Gender</i>	<i>Household Size</i>
	<i>N</i>	245	238	245
<i>Age</i>	<i>Pearson Correlation</i>	.66	.05	-.25
	<i>Sig. (2-tailed)</i>	.000	.448	.000
	<i>N</i>	245	238	245
<i>Education</i>	<i>Pearson Correlation</i>	1.00	-.07	-.33
	<i>Sig. (2-tailed)</i>		.291	.000
	<i>N</i>	245	238	245
<i>Gender</i>	<i>Pearson Correlation</i>	-.07	1.00	.05
	<i>Sig. (2-tailed)</i>	.291		.448
	<i>N</i>	238	238	238
<i>Household Size</i>	<i>Pearson Correlation</i>	-.33	.05	1.00
	<i>Sig. (2-tailed)</i>	.000	.448	
	<i>N</i>	245	238	245
<i>Household Income</i>	<i>Pearson Correlation</i>	.30	.01	.18
	<i>Sig. (2-tailed)</i>	.000	.857	.011
	<i>N</i>	188	185	188

		<i>Household Income</i>
<i>Library Card</i>	<i>Pearson Correlation</i>	.08
	<i>Sig. (2-tailed)</i>	.280
	<i>N</i>	187
<i>Library Visits</i>	<i>Pearson Correlation</i>	.02
	<i>Sig. (2-tailed)</i>	.822
	<i>N</i>	186
<i>Items per Year</i>	<i>Pearson Correlation</i>	.12

		<i>Household Income</i>
	<i>Sig. (2- tailed)</i> <i>N</i>	.116 186
<i>SpecFic per Year</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.06 .384 187
<i>Like novels</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	-.01 .913 188
<i>Like YA novels</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	-.07 .330 188
<i>Like short fic</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.07 .356 188
<i>Like audio books</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.11 .126 188
<i>Print vs E (P1-E8)</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.20 .007 188
<i>Ratings</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.04 .610 186
<i>Recognize author</i>	<i>Pearson Correlation</i> <i>Sig. (2- tailed)</i> <i>N</i>	.00 .978 185

		<i>Household Income</i>
<i>First in series</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 -.30 .000 181
<i>Fan of sub-genre</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 -.04 .598 183
<i>Read others in series</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 -.01 .911 186
<i>Lib has others in series</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 .02 .781 183
<i>Tie-in with movie/TV</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 -.09 .242 183
<i>New book</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 .00 .972 184
<i>Review</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 .14 .063 186
<i>Classic</i>	<i>Pearson Correlation Sig. (2- tailed) N</i>	 .03 .708 184

		<i>Household Income</i>
<i>Lib employee rec</i>	<i>Pearson Correlation</i>	.09
	<i>Sig. (2- tailed)</i>	.219
	<i>N</i>	183
<i>Award</i>	<i>Pearson Correlation</i>	.05
	<i>Sig. (2- tailed)</i>	.485
	<i>N</i>	181
<i>Ent Industry</i>	<i>Pearson Correlation</i>	-.04
	<i>Sig. (2- tailed)</i>	.567
	<i>N</i>	188
<i>Academic</i>	<i>Pearson Correlation</i>	-.03
	<i>Sig. (2- tailed)</i>	.714
	<i>N</i>	188
<i>Writer</i>	<i>Pearson Correlation</i>	.13
	<i>Sig. (2- tailed)</i>	.069
	<i>N</i>	188
<i>Teacher</i>	<i>Pearson Correlation</i>	-.06
	<i>Sig. (2- tailed)</i>	.427
	<i>N</i>	188
<i>Pub Librarian</i>	<i>Pearson Correlation</i>	-.03
	<i>Sig. (2- tailed)</i>	.727
	<i>N</i>	188
<i>Age</i>	<i>Pearson Correlation</i>	.36
	<i>Sig. (2- tailed)</i>	.000
	<i>N</i>	188
<i>Education</i>	<i>Pearson Correlation</i>	.30
	<i>Sig. (2- tailed)</i>	.000

		<i>Household Income</i>
	<i>N</i>	188
<i>Gender</i>	<i>Pearson Correlation</i>	.01
	<i>Sig. (2- tailed)</i>	.857
	<i>N</i>	185
<i>Household Size</i>	<i>Pearson Correlation</i>	.18
	<i>Sig. (2- tailed)</i>	.011
	<i>N</i>	188
<i>Household Income</i>	<i>Pearson Correlation</i>	1.00
	<i>Sig. (2- tailed)</i> <i>N</i>	188