

HORIZON RESEARCH

2021 NATIONAL READING SURVEY



October 2021

Prepared for: Read NZ Te Pou Muramura

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Read NZ Te Pou Muramura's 2021 National Reading Survey

This research into the reading habits of New Zealanders surveyed in October 2021 confirms that we remain a nation of readers, and one that loves to read to our children.

The survey found that 82% of parents of young children read with them at least once a week and usually at bedtime.

Around a third reported their children under 10 years of age had a particular book they liked to be read repeatedly, while 55% said they wished they had more time to read to their kids.

Conducted by Horizon Research Limited, this National Reading Survey follows our similar studies in 2017 and 2018.

Since then, the number of adults who read or started to read at least one book in the past 12 months dropped slightly, from 86% to 85%. Meanwhile, 94% of 10–17-year-olds read at least one book, down from 97% in 2018.

The numbers of New Zealand women reading have remained the same since 2018 but men's reading rates continued to drop, with 79% picking up a book in the past year, compared to 81% in 2018 and 84% in 2017.

42% of respondents who had read none or just a few books in the past year said their barrier to reading was lack of time, mostly due to work and whānau responsibilities, with 9% indicating that they found other media, such as television and podcasts more enjoyable.

However, respondents who did pick up a book said that reading brought pleasure and enjoyment and helped them to relax after a busy day.

While maintaining the questions asked in previous surveys, this year's research had a wider scope, asking questions about languages read, how lockdowns and the ongoing pandemic have affected our habits, and reading's importance to personal wellbeing.

An expanded section on reading with children revealed that 39% of respondents who had children under 10 years of age living in their household made time for reading with them every day, while 82% read with their children at least once a week.

We also continue to enjoy our own stories. 44% of all adult respondents said they had read or started to read at least one book by a New Zealand author or poet in the past year.

Readers of local poetry were nearly twice as likely to be male than female, but the incidence of poetry reading declined with age. Public libraries remain the most popular place to find any type of book, closely followed by bookshops and second-hand bookshops.

It's wonderful that Kiwis love to read and especially with our tamariki. But it's concerning to see that men's reading rates have dropped again since our 2018 survey. We note that a lack of time remains a major barrier to reading for pleasure, especially for those aged 25 to 50. Many parents know the benefits of reading with their children, but there are 8% who don't make time to do so.

This research is the latest snapshot of the reading landscape in Aotearoa New Zealand. We will continue to work to ensure we all keep reading because we believe it makes life better.

Ngā mihi nui,

Juliet Blyth

CEO, Read NZ Te Pou Muramura

March 2022

EXECUTIVE SUMMARY

This report summarises the results of a survey of book reading in New Zealand. Two previous surveys were conducted in 2018 and 2017.

1,956 adult New Zealanders responded to the online survey between 15 and 26 September, 2021. To give an indication of child reading, 89 10–17-year-old New Zealanders were included in the sample and the survey also obtained 224 parent/guardian estimates of reading by children aged under 10 years.

The sample is weighted to match national demographics for age, gender, personal income, education level, employment status and ethnicity for the New Zealand population 18 years of age or over and has an overall margin of error of $\pm 2.2\%$.

KEY FINDINGS

Total book reading

The following percentages of New Zealanders read or started to read at least one book in the past 12 months:

- 85% of adults, equivalent to around 3,382,500¹ New Zealanders 18 years of age or over. This is a slightly lower percentage than in the May 2018 (86%) and March 2017 surveys (88%).
- 94%² of 10–17-year-olds, equivalent to around 493,010 New Zealanders 10-17 years of age. This appears to be a slightly lower percentage than in the May 2018 (97%), but the difference is not statistically significant.
- Estimated numbers of books read in the past 12 months are shown in the following table:

Estimated number of books read in past 12 months	Fiction	Poetry	Non-fiction	Total books
Adults	53,553,100	6,320,200	22,038,300	81,911,600
10-17 years	9,295,700	2,219,900	4,078,900	15,594,500
TOTALS	62,848,800	8,540,100	26,117,200	97,506,100

- In addition, 94%³ of under-10-year-olds, equivalent to around 593,180 New Zealanders under 10 years of age read or had books read with them in the past month. This is a higher percentage than in 2018 (82%).

¹ All population estimates in this report are based on Statistics NZ's population estimates for Q2 2021, sourced from "Infoshare".

² Indicative: Small base n=89. Subsample margin of error is $\pm 10.4\%$.

³ Indicative: The difference from 2018 may be related to the mix of parents/guardians in the sample and the mix of ages of the children. See Appendix 1 for comments on this and on 10–17-year-olds.

Estimated number of books read in past month	Fiction	Poetry	Non-fiction	Total books
Under 10 years	9,057,100	1,813,800	3,902,300	14,773,200

Note that it is not possible from this data to obtain an annualised figure for books read by under-10-year-olds.

- While the percentage of female respondents reading has remained the same as in 2018 and 2017 (91%), there was again a decline in the percentage of male respondents reading (79%), as in 2018 (81% compared with 84% in 2017).
- Estimated numbers of books by New Zealand authors or poets read in the past 12 months are shown in the following table:

Estimated number of books by New Zealand authors/poets read in past 12 months	Fiction	Poetry	Non-fiction	Total books
Adults				
Books read	7,955,400	2,085,200	6,623,100	16,663,700
% of total books read	15%	33%	30%	20%
Under 10s				
Books read	2,586,500	903,800	1,479,300	4,969,600
% of total books read	33%	43%	22%	34%
TOTALS	12,879,100	In the range 3,589,000 to 3,776,700	9,394,500	In the range 25,862,600 to 26,050,300

Children under 10 years of age also read significant volumes of books by New Zealand authors/poets.

Estimated number of books by New Zealand authors/poets read in past month	Fiction	Poetry	Non-fiction	Total books
Under 10 years				
Books read	2,337,200	In the range ⁴ 600,000 to 710,000	1,106,700	4,043,900 to 4,153,900
% of total books read in category	26%	33% to 39%	28%	27% to 28%

Print books, e-books/digital books and audio books

- Among readers, print books are still the most commonly read. 96% of book readers said they read print books, and read them, on average, around 115 days a year.
- While 55% of readers read e-Books/digital books, nearly all of them read print books as well – 2% read e-books/digital books only. Those who read e-Books/digital books read them, on average, around 59 days a year.
- 31% read audio books, but nearly all of them read print books and e-Books/digital books as well. Only 1% of readers read audio books only. Readers who use audio books do so, on average, around 21 days a year.

Non-readers and low volume readers report:

Key barriers to reading for non-readers and low volume readers in the past 12 months are:

- A lack of time or being busy with other things: 42%.
- More reading done online: 10%
- Other things are more enjoyable: 9%.
- Don't really get into books or find reading boring: 9%.
- Don't like reading: 4%.
- Nothing they want to read or find interesting: 7%.
- Just don't read or don't read often: 5%.
- Health reasons restrict reading: 4%.
- Find it hard to concentrate: 4%.

Key things that may make non-readers or low volume readers read more are:

- If had more time: 55%.
- If they found a book that interested them: 46%.
- If they enjoyed it more: 21%.

⁴ Books by New Zealand poets were not specifically estimated for under 10-year-olds. However, if under 10s read New Zealand poetry at the same rate as either adults (33% of poetry books read) or 10–17-year-olds (39%), the number would be in the range 600,000 to 787,700 books by New Zealand poets.

Reading's importance to personal wellbeing

All respondents were asked to rate how important reading was to their personal wellbeing, using a 0 to 10 scale where 0 = "Not at all important to my wellbeing" and 10 = "Critical to my wellbeing".

The overall average importance score was 6.3 out of 10 (just above the midpoint of the scale), with:

- Those who read books in the past 12 months rating above the average at 6.8 out of 10 (close to the "moderately important" scores of 7 to 8 out of 10).
- Those who did not read books had an average rating of 3.3 out 10 (unimportant to their wellbeing).
- Female respondents found reading more important to their wellbeing than male respondents.
- Average importance to personal wellbeing generally increases as age increases.

Describing reading

Readers say that:

- I read for pleasure and enjoyment: 71%.
- I read to relax and unwind: 64%.
- I read to help keep my brain active: 57%.
- Reading keeps me mentally stimulated and engaged: 56%.
- I read for information, to learn and understand more about a particular topic: 56%.

Non-book-readers in the past 12 months say that:

- I read for information, to learn and understand more about a particular topic: 41%.
- I read for read for pleasure and enjoyment: 28%.
- I read to help keep my brain active: 25%.
- I read to relax and unwind: 22%.

Effect of the pandemic on reading

More respondents had found reading to be more important since COVID-19 arrived in New Zealand than had found it less important:

- For 30% (an estimated 1,198,700 adults), reading had become more important to their wellbeing as a result of the pandemic. On average, this result was between "Slightly more important" and "More important".
- For 6% (an estimated 246,200 adults) reading had become less important to their wellbeing as a result of the pandemic. On average, this result was at the "Less important" level.
- For 60%, the advent of the pandemic had created no change in the importance of reading to their overall wellbeing. A further 4% were "not sure".

- Māori, Pasifika and Asian respondents were above average in reporting reading as more important to their wellbeing since COVID-19 arrived in New Zealand, while “Other European”¹ respondents were below average.

Reading changes in the March/April/May 2020 lockdown

- Overall, 21% of respondents had increased their reading during the lockdown period. 10% had reduced their reading to below their normal level.
- 18% said they had not read any books at all. **4 out of 10 of these people have since read some books in the past 12 months.**
- In general, respondents who said they were reading “about the same amount during lockdown as they usually do” were reading at a level below the current average number of books.

Read more during lockdown:

- For just over half of the people who said they had read more during the 2020 lockdown period the increase was temporary and they reverted to their original levels post-lockdown. They had been, in general, reading a lower-than-average number of books.
- Around a third had maintained their reading at the increased level.
- One in seven had subsequently increased their reading even more than they had during lockdown.

Read less during lockdown:

- For 20% of the respondents who said they had been reading less during lockdown, the decrease was temporary, and they reverted to their original levels post-lockdown. They had been, in general, reading an above average number of fiction books and a below average volume of poetry and non-fiction books:
- 8% said their reading had increased above the pre-lockdown level.
- 21% said that while they were now reading a bit more than during lockdown, their reading had not gone back to their pre-lockdown level.
- Just over half of those who read less during lockdown said they were still reading less than prior to lockdown.

READING WITH CHILDREN UNDER 10 YEARS OF AGE

- 39% of respondents who had children under 10 years living in their household said they read with them every day, and 15% said they read with them 4 to 5 days a week.
- Overall, 82% read with under 10 children at least once a week; however, 7% overall said they “Never” read with them.
- **On overall average, respondents read to the children under 10 years of age in their household 3.9 days per week.** The average number of days per week was higher (4.3 days per week) where there were 0-5-year-olds in the household.

¹ “Other European” includes people of European ethnicity from anywhere in Europe, Ireland, the United Kingdom, South African, Canada, Australia and the USA and elsewhere.

- As children get older, the incidence of adults reading with them drops. 41% still say they read with their teenagers, but for over half of them, that is less than once a week.
- The overall average number of days per week respondents read with children in their household was:
 - Children under 10 years: 3.9 days per week.
 - Children 10 to 12 years: 1.8 days per week.
 - Children 13-17 years: 0.6 days per week.
- Around one in 3 parents/guardians overall reported that their children under 10 years had a particular book that they liked to read “over and over again”. Where there were children 5 years of age or under in the household, this increased to 4 out of 10.
- 55% would like to read more to their under-10-year-olds, particularly those who have 0-5-year-olds in their household.
- Lack of time was the major barrier to reading more to their children for all parents/guardian of under-10-year-olds, regardless of whether the children are 5 or less or 6-9 years.
- A nett 36% referenced child needs - a need to balance reading time with screen/device time or the child/children did not want more read. Both of these increase in importance as the child’s age group increases.
- 11% indicated that a barrier was the choice of books available.
- A nett 9% gave answers related to themselves – they said they either did not enjoy it, it was because of their own reading ability, or they just didn’t want to read more with the children.

OTHER FINDINGS

Book themes and languages

- All respondents were asked whether they felt there were too few or too many books on a range of themes:
 - Enabling them to personally identify with characters in the books.
 - Dealing with, portraying, or providing an insight into:
 - LBGTQIA+ themes or characters.
 - Women’s perspectives (compared with men’s perspectives).
 - Cultural and ethnic diversity.
 - The lives of people with disabilities.
 - Religious diversity.
 - Political diversity.
 - Age diversity.

- On average, for the themes measured:
 - 8% felt that there were too few books in each of the themes, although 15% thought there were too few dealing with the lives of people with disabilities.
 - 5% thought there were too many books in each of the themes.
 - 27% were unsure.
 - The remaining 60% either did not read any of those themes or thought there were sufficient for their needs.

- Respondents were also asked whether they felt there were too few or too many books in:
 - Te Reo Māori. 14% overall thought there were too few books in Te Reo Māori; 4% thought there were too many.
 - A Pasifika language. 11% overall thought here were too few, 3% too many.
 - In a language that they wanted to read in, other than English. 7% thought there were too few, 2% too many.
 - An average of 57% across all languages measured said they “don’t read any of these”.

Book purchases, looking for a book and hearing about books

- Respondents were asked about their book purchases since January 2020:
 - A nett 44% (respondents could choose more than one option) said they bought a book through browsing, with a nett 25% saying they personally wanted to read the book.
 - For a nett 31%, it had been an impulse buy.
 - For a nett 31% it was a planned purchase.

- Excluding those who would not look for a particular type of book, public libraries are thought of as the main source for all book types. Respondents would look in second-hand bookstores as much as they would look in New Zealand bookstores selling new books, with a similar percentage looking “on the internet.

- Respondents had found out about books in four main ways:

How found out about books	Fiction	Poetry	Non-fiction
Browsing	75%	61%	63%
Recommendations	61%	50%	59%
Advertising	53%	44%	51%
Social media	30%	38%	30%

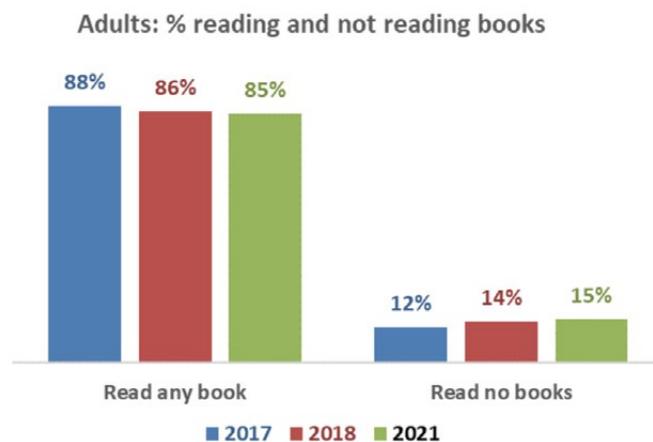
Languages read

- 6% of all respondents and 18% of Māori said they could read Te Reo Māori “well” or “extremely well”. A further third of Māori said they could read it, but found it difficult.
- 2% of all respondents said they could read Samoan and 3% another Pasifika language “well” or “extremely well”. Overall, 14% of Pasifika in the survey could read Samoan “well” or “extremely well” and 27% were able to read another Pasifika language “well” or “extremely well”.
- 2% of the sample indicated they could read Chinese well or extremely well.
- 3% said they could read Hindi “well” or “extremely well”.
- 89% of respondents said they were able to read English extremely well. 1% said they found it difficult: while this was highest for Asian (7%) and Pasifika (6%) ethnic groups, these people were spread across all ethnic groups except NZ European/Pākehā.
- 6% said they were able to read another language well or extremely well.

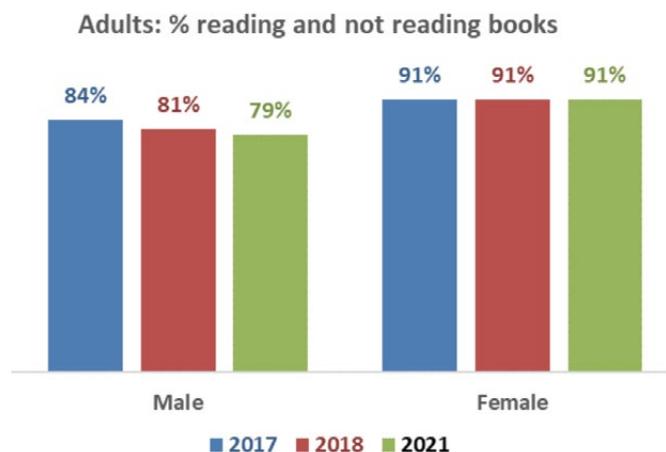
REPORT

1. Adult book reading

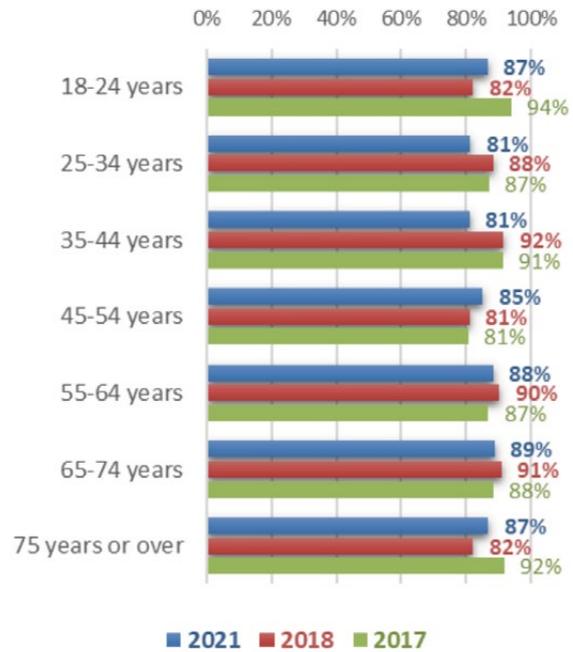
85% of adults, equivalent to around 3,382,500 New Zealanders 18 years of age or over, had read or started to read at least one book in the past 12 months. This is a slightly lower percentage than in the May 2018 (86%) and March 2017 surveys (88%); while the difference between 2021 and 2018 year is not statistically significant, the drop since 2017 is.



While the percentage of female respondents reading has remained the same as in 2018 and 2017, there was again a decline in the percentage of male respondents reading, as in 2018.



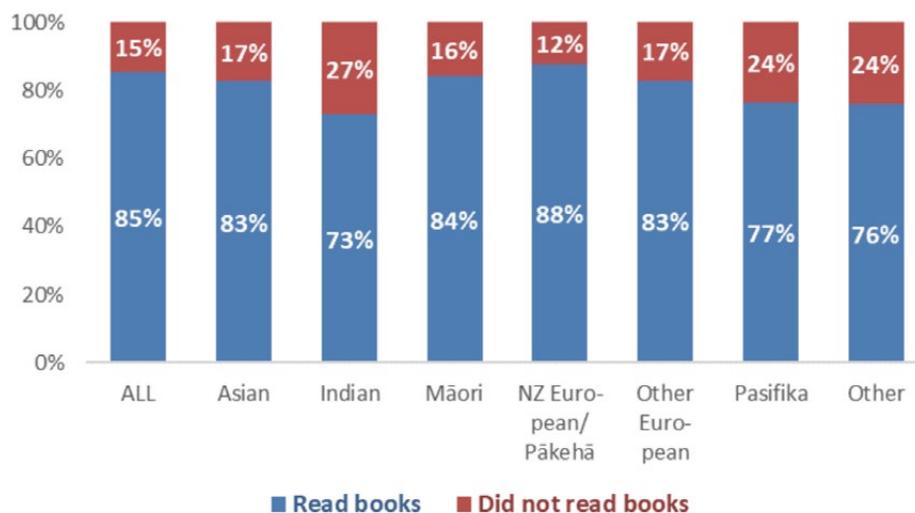
Read any books



25–34-year-olds and 35–44-year-olds had the lowest percentage reading across all age groups.

The following chart shows reading and non-reading in the past 12 months by ethnic group.

ADULTS: Read books in past 12 months



- 76% of adult New Zealanders read fiction, equivalent to 3,025,600 adults 18+ or 89% of book readers.
- 25% read poetry, equivalent to 1,003,200 adults or 30% of book readers.
- 71% read non-fiction, equivalent to 2,803,500 adults or 83% of book readers.

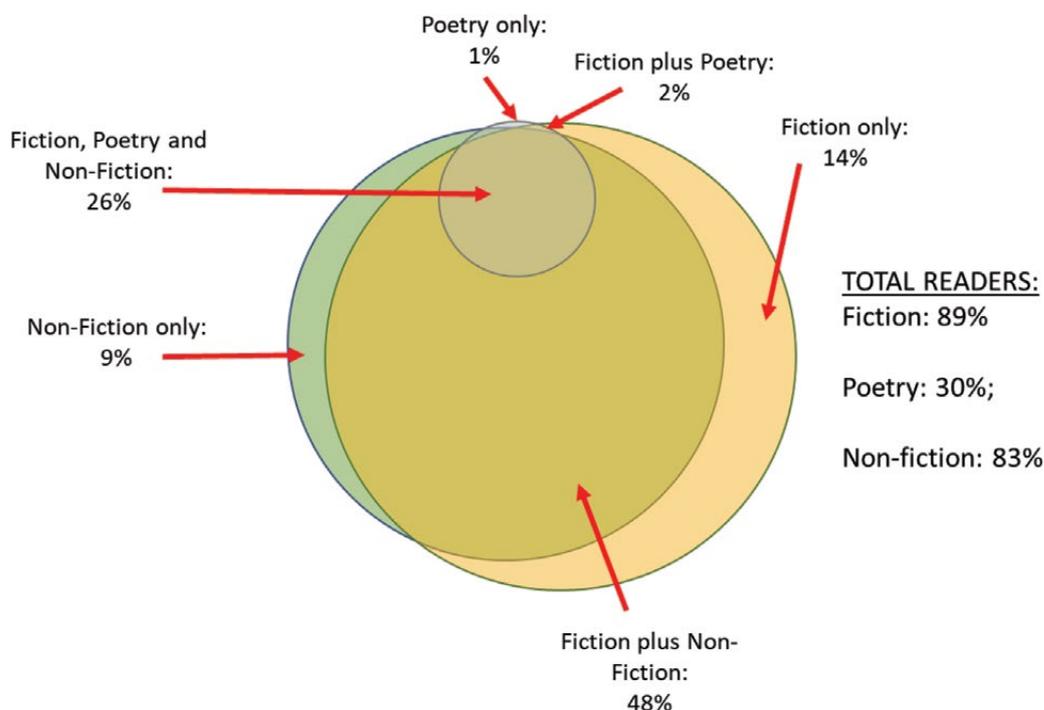
1.1 Book Categories

Fiction has the highest percentage of adult readers, with 89% of all readers.

Among the 11% of all readers who do not read fiction, 8 out of 10 read non-fiction only, 1 in 10 read both poetry and non-fiction and 1 in 10 read poetry only.

Approximately 74% of readers read both fiction and non-fiction. 30% of readers read poetry, but 9 out of 10 poetry readers also read both fiction and non-fiction.

The following chart shows the combinations of book categories read by readers.



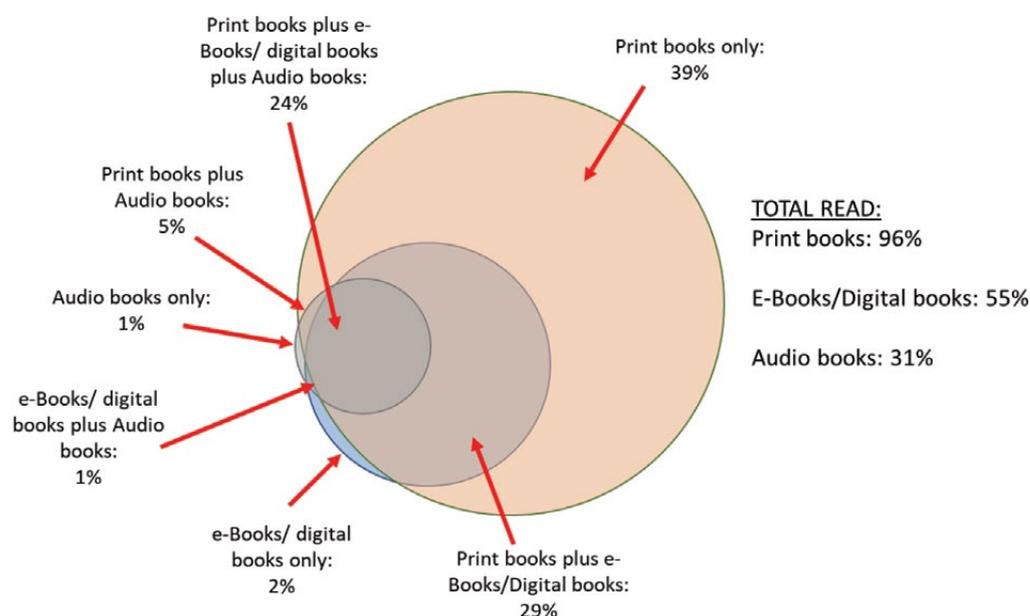
1.2 Print books, e-books/digital books and audio books

+Among readers, print books are still the most commonly read. 96% of book readers said they read print books, and read them, on average, around 115 days a year.

While 55% of readers read e-Books/digital books, nearly all of them read those books as well as reading print books –2% read e-books/digital books only. Those who read e-Books/digital books read them, on average, around 59 days a year.

31% read audio books, but nearly all of them read print books and e-Books/digital books as well. 1% of readers read audio books only. Readers who use audio books do so, on average, around 21 days a year.

The following chart shows the combinations of book types read by readers.



How often do you read these types of books?	TYPES OF BOOKS		
	Print books	e-books/digital books	Audio books
Every day/almost every day	24%	13%	4%
A few times a week	16%	7%	4%
At least once a week	10%	5%	1%
Every couple of weeks	9%	5%	4%
At least once a month	10%	4%	3%
Several times a year	11%	8%	4%
Once or twice a year	17%	14%	11%
Never	4%	45%	69%
N (unweighted) - Read books	1,703	1,703	1,703

1.3 Non-readers and low volume readers

Respondents who had read no books or only a few books in the past 12 months were asked to say, in their words, why that was. Key themes are shown below:

Lack of time/busy with other things (42%)

Young kids no time. (Female, 25-34 years).

Working to pay rent as COVID hit and made things worse. (Female, 25-34 years).

We had twins arrive 7 months ago, and also have an almost-three-year-old. (Female, 35-44 years).

Time poor. (Female, 25-34 years).

Time and distractions. (Male, 45-54 years).

I spend a lot of time at work and don't have a lot of spare time for leisure time. I get very tired from work. (Male, 55-64 years).

I haven't had the time to read

I have no time to read. (Male, 35-44 years).

Don't have time to read anymore. (Female, 55-64 years).

Busy life. (Male, 55-64 years).

Busy keeping my home running well. (Female, 75 years or over).

Busy doing other things. (Female, 45-54 years).

Busy doing other activities. (Male, 75 years or over).

Not enough time to sit and read...always having to do something. (Male, 35-44 years).

No time spare to read a book. (Male, 18-24 years).

Don't like reading (4%)

I don't like reading. (Male, 45-54 years).

I just don't like reading books. (Male, 65-74 years).

I hate reading words on paper! (Male, 35-44 years).

I don't like reading and struggle to find a book I like. (Female, 45-54 years).

I don't like reading. (Another gender, 45-54 years).

I don't like reading. (Male, 35-44 years).

I don't like reading. (Female, 18-24 years).

I don't like it as an entertainment option that much. (Male, 25-34 years).

I don't find enjoyment in it. (Female, 25-34 years).

I don't enjoy reading books. I'd rather watch a movie. (Female, 45-54 years).

I don't enjoy reading any books, I can't sit still for long enough and lastly too many other crafty things going on in my life. (Female, 45-54 years).

I do not like to read. (Female, 18-24 years).

Don't like reading. (Male, 45-54 years).

I never liked reading books and don't seem to have time but read news on the internet many times daily. I read new papers. (Male, 65-74 years).

Find other things more enjoyable (9%)

Watch videos instead. (Male, 35-44 years).

Watch TV instead. (Female, 45-54 years).

Too distracted by phone at possible reading times. (Male, 55-64 years).

Spending a lot of time learning computer programs and doing other things on the computer. (Male, 65-74 years).

Read a lot of things at work, so want to relax doing other things. Also, young kids. (Male, 35-44 years).

Prefer watching films and documentaries. (Male, 45-54 years).

Prefer movies. (Male, 35-44 years).

Prefer listening to podcasts. (Male, 35-44 years).

Outside a lot specially because of lockdown. (Female, 55-64 years).

Other things to do. (Male, 55-64 years).

Other hobbies, online reading, reading how-to guides rather than books, not prioritising reading. (Male, 25-34 years).

Not a big reader. I have to read a lot working as a lawyer so prefer to do other things when relaxing. (Male, 18-24 years).

Netflix. (Female, 18-24 years).

Lately I prefer to do something with my hands instead of reading books, so have started/gone back to hobbies - colouring in, knitting, cross stitch, jigsaws etc. (Female, 45-54 years).

I've had myself occupied by other means. (Female, 25-34 years).

I've been occupying my time with other things, e.g., gaming, crafts, seeing friends, exercise, etc. I also have to read significant amounts for work (policies, reports, legal documents) so I prefer not to read more when I get home. (Female, 25-34 years).

I watch Netflix. (Female, 45-54 years).

I used to read a lot at night but have moved to watching shows. (Male, 18-24 years).

I spent time watching series on TV instead. (Female, 25-34 years).

I'd rather watch things. (Male, 35-44 years).

I prefer watching movies or online videos (e.g., YouTube, TED talks). I also enjoy short reads such as news articles, blogs and peer reviewed journal articles. (Female, 25-34 years).

I prefer reading the daily newspaper, and reading articles on the Internet. (Female, 65-74 years).

Too much time on iPad; only book I read is the Bible. (Male, 45-54 years).

I prefer other means of entertainment. (Male, 25-34 years).

I prefer audio books where I can listen while I'm on the road. (Female, 35-44 years).

I often listen to audio books instead. (Female, 45-54 years).

I haven't read books in a while since I watch tv instead of reading at night now. (Male, 18-24 years).

I enjoy streaming as my form of entertainment. (Female, 18-24 years).

Go on games on phone. (Male, 18-24 years).

Get distracted by other things. (Female, 25-34 years).

Don't really get into books/find it boring (9%)

Not my favourite way to spend free time. (Male, 18-24 years).

Used to read a lot but as my age increased lost interest in books and TV took over. (Male, 75 years or over).

Unmotivated. (Male, 25-34 years).

Struggle to get into it. (Female, 18-24 years).

Sheer laziness. I did not find a good reason or have a want to do any reading. (Male, 55-64 years).

Not that interested in reading, prefer to watch a TV program or go for walks. (Male, 75 years or over).

Not really into book reading these days. Busy with online blogs and entertainment. (Male, 65-74 years).

Not really interested in reading books. I use the internet to read about things. (Male, 65-74 years).

not really a book reader. (Male, 45-54 years).

Not my thing. (Female, 45-54 years).

Not a fan of books. (Female, 25-34 years).

No habit of reading books. (Male, 45-54 years).

Lost the motivation to read. (Male, 35-44 years).

Lost interest. (Female, 45-54 years).

Little interest in reading a book. (Male, 25-34 years).

Lack of interest. (Male, 45-54 years).

Just not interested in reading and find it too much of a strain on my eyes. (Male, 55-64 years).

It's not a massive hobby of mine. I feel like I don't have much spare time to sit down and read a book. (Female, 25-34 years).

I used to read in the bath - but then I moved to a different house with no bath so found I didn't want to read as much. (Female, 25-34 years).

I read a lot of other things but not books. (Male, 35-44 years).

I just never really get into reading. (Male, 18-24 years).

Not interested. (Male, 18-24 years).

I just haven't motivated myself to read any. (Female, 18-24 years).

I just don't have the urge to read a book. (Female, 25-34 years).

I have read no books ever, they are boring. (Male, 45-54 years).

I have lost interest in book reading, I would rather be outside & enjoy what's happening around me than be stuck with my nose in a book. (Male, 55-64 years).

I have bought Audio books, currently listening to one. I have no interest in books, so I make no time to read them. (Female, 45-54 years).

I get bored. (Female, 18-24 years).

I don't have the reading habit. (Male, 35-44 years).

I am not really a reader. (Male, 55-64 years).

I am not interested in reading books. (Male, 25-34 years).

I'm not interested, I have better things to do. (Male, 75 years or over).

Growing up I didn't really get set into any reading habit and wasn't really encouraged to read. As a result, I haven't found any joy in reading (yet) and thus I don't read for enjoyment and more for education such as for school (NCEA English) exams. (Male, 18-24 years).

Don't read / don't read often (5%)

Have not read a book in quite a few years as I have not had the urge or need to. (Female, 55-64 years).

Not a reader. (Male, 45-54 years).

Not a big reader. There is the Holy Bible which I mainly read plus a couple of books on finances. (Male, 45-54 years).

Just don't read much. (Male, 25-34 years).

just don't read as much now. (Female, 55-64 years).

Just don't have books to read. (Female, 45-54 years).

It's not a daily habit. (Male, 18-24 years).

It's not a habit. (Female, 18-24 years).

I'm not book reader. (Male, 25-34 years).

I'm not a reader. I tend to just read local and National newspapers. (Male, 65-74 years).

I only really read when I go on holiday. However, I am an author and have a fiction book being published in London at the moment. (Male, 65-74 years).

I only read now and again. (Female, 45-54 years).

I have never been the biggest reader, and find it takes me a while to get through one book. (Female, 18-24 years).

I go through phases where I will read every night and then I may not read anything for years. (Female, 45-54 years).

I don't really read books but I read articles. (Female, 18-24 years).

I don't read books. mainly magazines. (Male, 45-54 years).

I don't read books. I read online things. (Male, 35-44 years).

I don't read a lot of books as they tend to put me to sleep. (Male, 65-74 years).

I don't read a lot anymore. (Female, 25-34 years).

I don't read books. (Male, 45-54 years).

Haven't been interested in reading. (Female, 25-34 years).

Most reading online (10%)

Why read books? Might as well still be watching videos and listening to records. LOL, books are outdated, anything and everything is online. (Male, 35-44 years).

Tend to watch TV more. (Female, 65-74 years).

Switched to TV, Netflix & other streaming services. (Male, 65-74 years).

Spent more time on the internet than reading books. (Male, 35-44 years).

Social media. (Female, 35-44 years).

Read online newspapers/social media instead. (Male, 25-34 years).

read news, sports, online news apps etc. (Male, 45-54 years).

Read more online. (Male, 25-34 years).

Read everything off the internet. (Male, 45-54 years).

Probably because I read online. (Female, 65-74 years).

Priorities are elsewhere. Don't have the time, don't make the time. Far easier to look at things online now than bother with an actual physical book. (Male, 55-64 years).

Prefer reading articles on the internet. (Male, 35-44 years).

Never been a big reader. Access to Internet for information. (Male, 65-74 years).

Mostly online research. (Male, 18-24 years).

Love reading but somehow, it's been on the backburner due to digital news stories of recent times. (Female, 75 years or over).

Lots of reading by online. (Male, 35-44 years).

I'm using YouTube to look at video of interesting factual events or themes that I have already read about but never had actual video footage of as in movies or film or news clips of. (Male, 55-64 years).

I'm finding a few more things online and COVID has had a big impact. (Female, 25-34 years).

I used to read a lot but I've been spending a lot of that time online. (Male, 55-64 years).

I used to love reading but with so many viewing platforms available I only watch shows. With the last lockdown I have made an effort to start reading again. (Female, 45-54 years).

I tend to read more online nowadays. (Male, 45-54 years).

I spend more time on Internet or watching Sky TV. (Female, 65-74 years).

I read on line. (Male, 65-74 years).

I read more online than books. (Female, 35-44 years).

I read more factual information which I tend to find online nowadays. (Female, 45-54 years).

I read everything online. (Female, 45-54 years).

I read a lot of online material, so this exhausts my appetite for additional reading. (Male, 55-64 years).

I read a lot of news and history on line. (Female, 75 years or over).

I mostly look at or read on line. (Male, 55-64 years).

I mostly learn things online, not reading books. (Male, 25-34 years).

I mainly read online articles and papers for university. I don't really enjoy reading and can't ever create a picture of something when reading fiction books. (Male, 18-24 years).

I love to read but I attain more knowledge from articles, notes etc. (Male, 25-34 years).

I have a reader and the internet to read on my computer and phone etc. (Male, 75 years or over).

I don't tend to read books. Most of what I read is on line. (Male, 55-64 years).

Health reasons restrict reading (4%)

My eyesight has deteriorated, and I tend to go to sleep easily when reading. (Male, 75 years or over).

My eyes are failing me and I'm on the net a lot of the time. (Male, 55-64 years).

My anxiety and depression have ruined my concentration. (Female, 55-64 years).

I'm dyslexic and spend most my time doing whakapapa work. (Female, 55-64 years).

I'm dyslexic, reading is difficult. (Female, 35-44 years).

I have been unwell. Have also worked through all lockdowns as essential. I hope to get back into it. I usually chomp through at least a dozen books a year. (Male, 45-54 years).

Nothing I want to read/find interesting 7%

Usually only like to read auto/biographies and there haven't been many that piqued my interest. Also, a lot more info is available online etc., so can read about them in other ways. (Male, 35-44 years).

Struggle finding books I'm interested in reading. (Female, 18-24 years).

Nothing has grabbed my interest enough to make the time to read. (Female, 25-34 years).

Not much of a reader. (Male, 75 years or over).

Not interested but I do read religious books. (Male, 45-54 years).

No interesting book I found and a bit expensive. (Female, 35-44 years).

No books that fit the criteria. I read online news and work books provided for study and the Bible too in my spare time. (Male, 25-34 years).

Just not had the urge to read any. (Male, 55-64 years).

I struggle to know which books to pick that I would enjoy. I get overwhelmed by all the options. (Female, 25-34 years).

Haven't found anything of interest. (Male, 25-34 years).

Haven't found any I particularly want to read. (Female, 25-34 years).

Haven't found a good book yet. (Female, 25-34 years).

Find it hard to concentrate (4%)

I don't have the time or patience to sit and concentrate. (Female, 55-64 years).

Unlike my partner. I don't have the mental capacity to see what I'm reading. I get lost within the first few chapters and can't hold my attention for fiction books. (Male, 35-44 years).

Struggle to focus. (Female, 25-34 years).

My attention span isn't good and don't have time. (Female, 35-44 years).

My attention span is not long enough to read, so I prefer puzzles. (Female, 55-64 years).

I have severe depression, which has caused my attention span to disappear. (Female, 45-54 years).

I find it hard to concentrate whilst reading a book. Will read online for educational purposes. (Male, 25-34 years).

I find it hard to concentrate reading after a couple of minutes. (Male, 75 years or over).

I don't have the concentration to read with my mental health issues. (Female, 25-34 years).

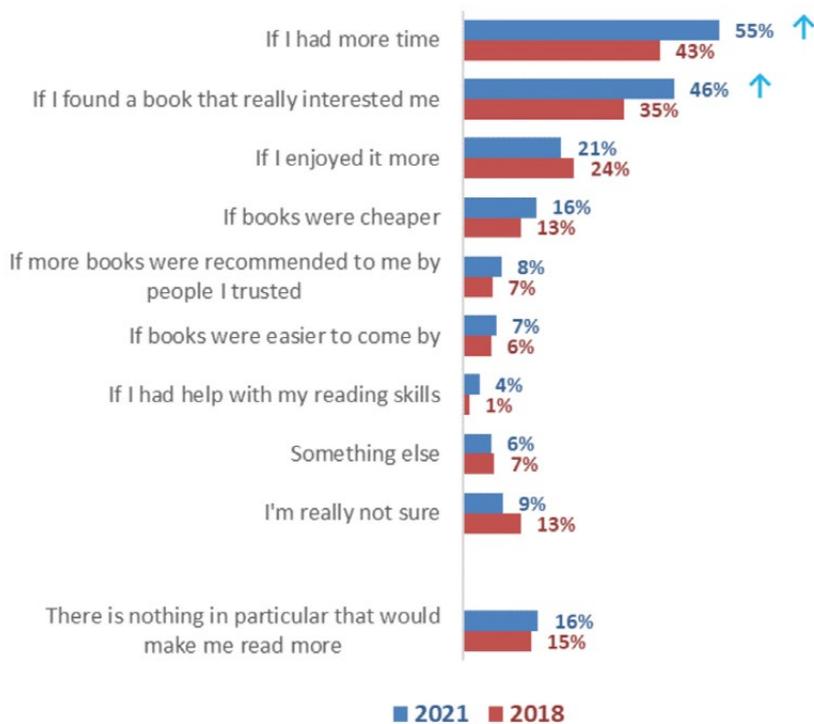
Have trouble with eyesight and cannot concentrate long enough. (Male, 75 years or over).

Failing eyesight makes it tiring to concentrate and large print is not an option as the books I read involve matters of justice and why there are so many false convictions and the reason why they happen and the main contributors to the failures of justice. These are mostly published academic papers from online sources so altering print size can be enlarged to suit. (Male, 75 years or over).

1.4 What would make non-readers or low volume readers read more

Respondents who had read no books or only a few books in the past 12 months were shown a list of things that might stimulate them to read more, and asked which applied to them. Mirroring the main comment shown above (lack of time), the main answer selected was "If I had more time".

What, if anything, do you think would make you want to read more?



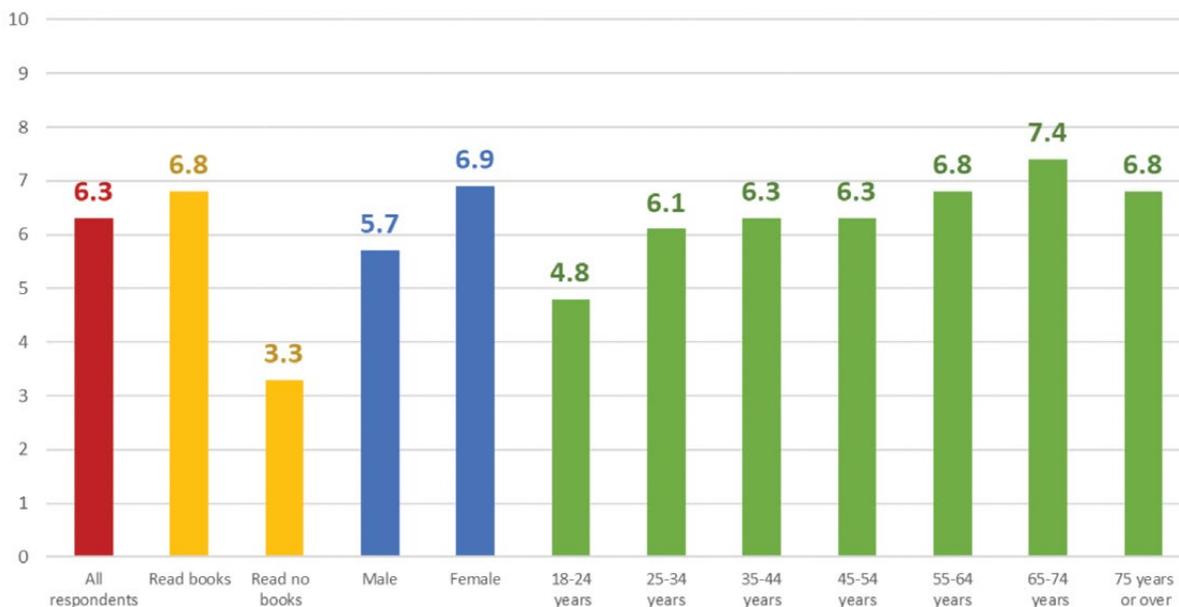
2. Reading’s importance to personal wellbeing

All respondents were asked to rate how important reading was to their personal wellbeing, using a 0 to 10 scale where 0 = “Not at all important to my wellbeing” and 10 = “Critical to my wellbeing”.

As shown in the following chart, the overall average importance score was 6.3 out of 10 (just above the midpoint of the scale), with:

- Those who read books in the past 12 months rating above the average at 6.8 out of 10 (close to the “moderately important” scores of 7 to 8 out of 10), while those who did not read books had an average rating of 3.3 out of 10 (unimportant to their wellbeing).
- Female respondents found reading more important to their wellbeing than male respondents.
- Average importance to personal wellbeing generally increases as age increases: only 29% of 18–24-year-olds rate reading’s importance to their personal wellbeing at 7 or above; by comparison, 51% of 25–34-year-olds rate reading’s importance to their personal wellbeing at 7 or above.
- 71% of those who said reading had become more important to them during the 2020 March/April/May lockdown period rated reading’s importance to their wellbeing at 7 or above, with an average importance rating of 7.3. Conversely, only 21% of those who said that reading had become less important to them during the main 2020 lockdown period rated readings’ importance to their wellbeing at 7 or above, with an overall average importance rating of 4.1.

Average importance to wellbeing
 - (0 to 10 scale,
 where 0 = "Not at all important to my wellbeing" and 10 = "Critical to my wellbeing")



Respondents were asked an open response question on why they given the ratings they did.

Typical reasons for their ratings are shown below, grouped by the ratings they gave:

Rating 9 or 10 (10 = "Critical to my wellbeing")

Because it helps me in everyday life. (Female, 35-44 years).

If I have any really difficult problems, I become engrossed in a book and this helps me either find solutions or puts the problem into perspective. (Female, 75 years or over).

It is just a part of everyday life. I have always done it and enjoy doing so. (Female, 75 years or over).

I love to escape into the land of fantasy and live a life through characters that come to life in my mind. (Female, 45-54 years).

Relaxes me. (Male, 55-64 years).

It's the best anti-stress and it helps me learning. (Female, 25-34 years).

It is simply a very big part of my life and I cannot imagine not reading. (Female, 55-64 years).

It is key to my happiness; it is something I have always done and makes me less stressed. (Female, 18-24 years).

Reading and exercise are the two things that, when my mental health is good, I find myself doing, and they sustain good mental health. When my mental health is bad, they both drop off and contribute to a downward spiral. (Male, 25-34 years).

It's part of my life. It's a hobby and is enjoyable. (Female, 35-44 years).

I be miserable without the ability to read for pleasure and relaxation, escapism and to obtain information and to learn. I could not imagine what my life would be like without reading in it. (Female, 45-54 years).

I've been a reader all my life. I grew up in poverty so the library was my happy place. (Female, 55-64 years).

It helps me to relax and learn about other cultures. Reading fiction gives me a chance to escape into another world. (Female, 65-74 years).

It helps me relax and stay creative. (Female, 18-24 years).

I have anxiety and depression and reading helps me escape those feelings in everyday life and calms me down. I'm an only child and I's always been something I've done to pass the time and keep me entertained. (Female, 25-34 years).

It keeps my brain active and my mind inquisitive. I love to read a good thriller or crime book especially if you have no idea how it ends. (Female, 65-74 years).

I do not know why; I just know it is. (Male, 35-44 years).

It helps me to grow in life. (Female, 55-64 years).

I have read 3-4 books a week on average since I was eight years old - reading is a vital part of my life. (Female, 65-74 years).

Gives me the chance to chill out in my own space with the author/s. (Male, 65-74 years).

It's "me" time. I disappear into a book and the world passes me by. (Female, 65-74 years).

My way to escape from everyday humdrum. Peaceful, quiet. I can lose myself without leaving home! (Female, 55-64 years).

I have limited mobility and find reading takes my mind off things that might otherwise worry me. When I was mobile, I would walk for an hour a day to achieve the same thing. (Female, 65-74 years).

Rating 7 or 8

Reading provides a quiet and often contemplative time to immerse myself in a book. I find this relaxing in many ways and on several levels ...my stress levels decrease and I feel relaxed and happy. (Male, 55-64 years).

It allows me time to destress and do something that I enjoy which is positive for my mental health. (Female, 25-34 years).

Stress free my mind and body. (Male, 25-34 years).

Reading provides information into my life. Reading also increases knowledge. (Female, 35-44 years).

It exercises my mind. (Male, 45-54 years).

Puts me in a good space and relaxes. (Male, 55-64 years).

Keeps my mind active. (Female, 35-44 years).

It keeps me preoccupied and enhances the mental activity I need at the same time. (Female, 35-44 years).

Makes me happy reading a good book. (Male, 35-44 years).

Because I always prefer to read valuable and life changing books which gives me knowledge. (Female, 25-34 years).

I've read all my life, can't imagine a life without books. (Male, 75 years or over).

It's important to read. I haven't read too many books this year but I read a lot of articles/stories online. It stimulates your brain, and helps you learn. (Female, 18-24 years).

Helps to keep my brain working. (Male, 35-44 years).

Reading keeps my mind active and helps me relax and escape into. Different worlds. (Female, 35-44 years).

it allows me to explore new ways to approach potential issues I come across and gives me an insight into experiences and cultures that I would not come into contact with. (Female, 25-34 years).

Reading has the ability to escape one's reality. That can do a lot for someone having a hard reality. (Female, 25-34 years).

It's important and it's one of my favourite pastimes, but if I don't have time to read it's not the end of the world either. (Female, 35-44 years).

When I read, I feel invigorated and armed with knowledge. My mind seems to work better. (Male, 55-64 years).

Reading books educates, informs and entertains in an affordable and convenient way. (Male, 65-74 years).

I love escaping into a good book. (Female, 35-44 years).

It gives me a chance to relax and unwind and to be able to delve into another reality and see how characters deal with and interact with others. (Female, 35-44 years).

Helps me to relax, unwind, and put less strain on my eyes. Part of my bedtime routine. (Male, 35-44 years).

It keeps me in line with what's going on and I learn things. (Female, 65-74 years).

it keeps brain active and makes you think. (Male, 75 years or over).

Expands my thinking. (Female, 65-74 years).

It calms down the mind, plus allow time to reflect and rebut. (Male, 45-54 years).

Keeps me grounded. (Female, 75 years or over).

Because we read text everyday....reading helps our wellbeing to understand. (Male, 35-44 years).

I enjoy reading as part of other activities. (Female, 18-24 years).

It is a necessary part of life, but comprehension is more important. (Male, 55-64 years).

Rating 5 or 6

It brings me joy and a necessary escape from life. (Female, 25-34 years).

It gives me down time. (Female, 25-34 years).

I find reading comforting knowing that you can turn reading your book into an occasion, tea, coach, or outside reading a good book. (Female, 45-54 years).

Keep mind busy and active. (Male, 18-24 years).

It's a matter of reading the right things. (Female, 18-24 years).

Reading is necessary for knowledge. (Female, 18-24 years).

Time is good, but is a form of torture if there is nothing to do. (Male, 18-24 years).

I think it's a good way to escape the day-to-day stress for a while and shift my focus. (Male, 18-24 years).

I think stimulation of brain is related to reading. (Male, 45-54 years).

Because there is so much that can be learnt through reading, and always learning is a fundamental part of life for me. (Male, 18-24 years).

Good for information, entertainment, relaxation. (Male, 55-64 years).

I can live without it but it is needed in most cases e.g., work. (Female, 18-24 years).

I don't read anywhere near as much now, but it was and hopefully still will be in future. (Male, 18-24 years).

I think it's a great de-stressor; reading before sleep improves my quality of sleep. (Male, 45-54 years).

I like information and that is how I get it. (Female, 75 years or over).

it keeps me up with everything that goes on around me. (Female, 75 years or over).

A great relaxer and way I can do something that is just for me. (Female, 25-34 years).

Good for distraction, for learning something new, for a discussion if a friend has read the same book. (Female, 65-74 years).

Some of what I read is for personal wellbeing, as I read a daily meditation. (Female, 45-54 years).

It's important that I can read, but nowadays I'm always busy with work, or outdoor activities. (Female, 45-54 years).

We need to look after ourselves first and then look after others. (Male, 45-54 years).

Reading is a way to relax, which is important for wellbeing. (Male, 25-34 years).

Gardening and art are my 2 activities that I feel help my wellbeing the most, most of my reading is for work. While I like to learn new things, at this time in my life and still working, art and gardening are better for my wellbeing. (Female, 45-54 years).

I sometime struggle to sleep at night so I get up, have a cup of herbal tea and read until I feel sleepy. It's a very important part of my tool kit to get back to sleep. (Male, 35-44 years).

I love reading, it makes me feel good, but it's not the only thing that does. (Male, 45-54 years).

Escape. (Male, 55-64 years).

Especially if the book is about a certain type of exercise or nutrition. (Female, 65-74 years).

I read because I enjoy it, but I it isn't critical in my life. (Male, 55-64 years).

Rating 2, 3 or 4

I think reading is really important but because of my learning disabilities I try really hard but I can't often process any of the information regardless of how hard I try or how many times I read it. It's really heart-breaking and it makes me feel stupid and defeated and closed off to a world of information that could really benefit me. I wish I was able to receive any actual support by the medical system for my neurodivergence, so I can learn techniques to help make reading something I can do again. (Male, 18-24 years).

I don't think it's that important. (Male, 35-44 years).

We get new knowledge. (Male, 35-44 years).

Good for my brain, great to unwind, a great escape, need to read for my degree. (Female, 35-44 years).

Sometimes it takes me away to a happy place. (Male, 45-54 years).

I don't feel it improves my wellbeing that much, lots of other hobbies satisfy my wellbeing. (Male, 18-24 years).

Before the Internet, I found reading much more important, in many ways. When Big Brother starts to switch the internet off, I'm sure I'll get back into reading, and there are plenty of books in my house to read... :-D. (Male, 45-54 years).

I think it is a good thing to do, but I've felt OK about life even when I haven't been reading much. (Male, 35-44 years).

I don't feel that reading improves my wellbeing as such. Sure, some books are pleasurable to read, but I don't do that often. Don't make the time for it. I have never been a fast reader (eyesight issues from birth. I haven't read a novel for over forty years, since I was a teenager (Harold Robbins). (Male, 55-64 years).

I just don't read very often. I'd rather do something more active or creative to support my wellbeing. (Female, 35-44 years).

I like it fine, but don't need it. (Male, 25-34 years).

I have no idea. I guess I think that if I really needed it I would compromise elsewhere to fit it in? (Female, 35-44 years).

I have found other ways of supporting my well-being since finding less joy from reading due to it being work. (Female, 18-24 years).

If there were no books in the world, my wellbeing would not be impacted. I'd still prefer to get outside. (Female, 25-34 years).

It doesn't really affect my wellbeing at all, depends on the book and time of life. (Female, 18-24 years).

I don't get lost in books or picture detail, I mainly read to find out information about certain topics. (Male, 18-24 years).

The vast majority of my reading is set by university work. (Male, 18-24 years).

Only read when there isn't anything else to do, wouldn't miss it. (Male, 18-24 years).

I prefer to physical exercise and exploring for my mental wellbeing but it's nice to read to get motivation. (Male, 18-24 years).

Doesn't do much for me. (Male, 18-24 years).

I am able to not read without causing any significant detriment to my health and wellbeing. (Female, 18-24 years).

Reading can be either interesting or stressful, depending on the topic. I don't deem either of those to be important to my wellbeing. (Male, 35-44 years).

Reading does not impact my personal wellbeing whether I read or not. (Female, 35-44 years).

My personal well-being isn't related to how much I read, it's more about the people you have around you. (Female, 35-44 years).

I only read for information gathering, I don't buy or loan books. (Female, 45-54 years).

Not a major part of my life but I do know that it's calming to me. (Female, 18-24 years).

It's ok to get info. Not much to do with mental well-being for me. (Male, 35-44 years).

I don't enjoy reading much. (Male, 35-44 years).

Don't read books anymore with my concentration off. (Female, 25-34 years).

I would love to have time to read but not having any time to read doesn't alter my happiness or wellbeing, it's just something I do when I find a good book and have time. (Female, 25-34 years).

I am easily distracted. (Male, 75 years or over).

It doesn't. Not my primary relaxation method. (Male, 18-24 years).

It's something I enjoy, but don't need. (Female, 45-54 years).

Don't need to read but enjoy it. (Male, 55-64 years).

I am happy even if I don't read. (Male, 18-24 years).

What do you mean by wellbeing? (Male, 65-74 years).

Rating 0 or 1

I don't really read for fun. (Male, 35-44 years).

I use the internet and sport. (Male, 55-64 years).

Allows me to imagine the past and future. (Male, 45-54 years).

It did not have too much towards my wellbeing. (Male, 45-54 years).

I'd rather be doing something else. (Female, 25-34 years).

It's not an outgoing activity and my mind can be distracted easily. (Male, 25-34 years).

Life keeps moving even if I don't read. (Male, 55-64 years).

Because I don't read and I don't consider it an important part of my wellbeing. (Female, 25-34 years).

I hardly read books at all and I think my personal wellbeing is okay. (Male, 25-34 years).

Doesn't stimulate my brain. (Male, 35-44 years).

I've been through long periods where I had no time to read and I was still fine and well. (Female, 35-44 years).

I have many hobbies etc that would do that for me, I don't find reading is one. (Male, 25-34 years).

Reading is a thing of the past when I have got other things to do. (Female, 55-64 years).

If I couldn't read books, it would not bother me. I read for entertainment and information. My wellbeing doesn't depend on reading books. (Male, 65-74 years).

There are other things in life better suited for my wellbeing. (Male, 55-64 years).

Reading has no relevance to my wellbeing. (Male, 55-64 years).

I'm happy and content with my life. Reading would not change that. (Male, 55-64 years).

I do not find the need to read books anymore. I suppose if I had to sum it up, I would say the older I get the more interested I am in what is happening around me, more than what it is with my nose stuck in a book. (Male, 55-64 years).

It's not relevant to my day to day living. (Male, 25-34 years).

I hate reading. (Female, 18-24 years).

I rarely read- plays little/no importance to my well-being. (Male, 25-34 years).

My wellbeing would be doing other things than reading, for example, listening to music or watching videos of DIY. (Female, 25-34 years).

It depends on the content I am reading. If I am reading fiction, it does not affect my mood. If I am reading non-fiction and it is about the real events that causes tragedy, it can affect my mood. (Male, 18-24 years).

I'm not interested in reading books. (Male, 45-54 years).

I don't get into reading books. (Male, 45-54 years).

Reading is hard work and don't enjoy it. (Male, 25-34 years).

Fitness, exercise and recreation is the most important thing to my well-being. (Male, 35-44 years).

Because I don't read unless I have too, I have far too many crafty creation things going on in my life no time to read. (Female, 45-54 years).

I rarely read so it has no importance in my life. (Female, 25-34 years).

I do not need to read I get what I need from my life and family and from online and watching Netflix and the like. (Male, 65-74 years).

It is not important. (Male, 75 years or over).

Not important in my life. (Male, 75 years or over).

Prefer to do something else. (Male, 35-44 years).

I read a lot of self-help and development books, and implement a lot of what I learn into my life. (Female, 45-54 years).

Its bores me to sleep. (Male, 55-64 years).

My wellbeing is just fine without stimulation. (Female, 65-74 years).

I find it boring. (Male, 75 years or over).

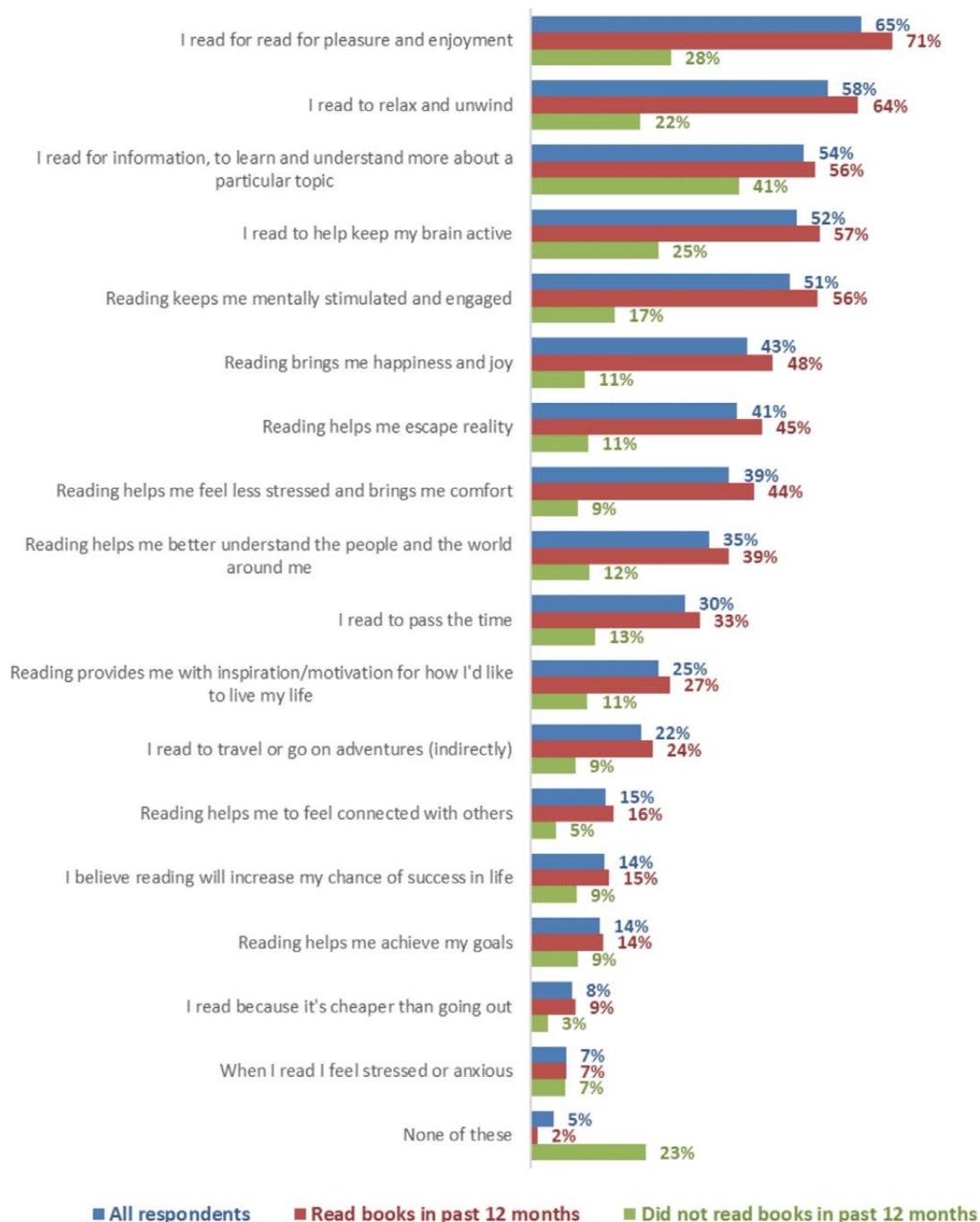
I don't like reading. (Male, 45-54 years).

I don't find reading affects my wellbeing whether I read or not. I do a lot of physical activity and find that is the best for overall wellbeing. (Female, 45-54 years).

3. Describing reading

Respondents were shown a list of statements and asked which, if any, described how they personally felt when reading (even if they didn't read any books in the past 12 months).

Thinking about when you are reading (even if you didn't read any books in the past 12 months); which of these statements, if any, describe how you personally feel?



Note that while current readers read for pleasure and enjoyment, to relax and unwind and keep mentally stimulated and engaged, those who had not read in the past year tend to read more for information, to learn and understand about a particular topic.

Those who chose "None of these" were asked to say what reading meant to them. Typical responses were:

When I need information. (Male, 18-24 years).

Books are a waste of words. (Male, 75 years or over).

I dislike reading articles on paper. (Male, 35-44 years).

I don't read unless I have to. (Female, 45-54 years).

Boredom. (Male, 45-54 years).

Reading makes me fall asleep. (Male, 55-64 years).

Reading isn't really a big thing for me. (Female, 25-34 years).

Reading bores me and puts me to sleep. (Male, 55-64 years).

I read medical books as current day doctors know very little about health and can only suggest drugs for health conditions. (Male, 55-64 years).

I only read if I want to. (Male, 45-54 years).

it used to mean a lot until my vision became impaired. (Female, 75 years or over).

It takes time away from craftwork and music. (Female, 75 years or over).

It means nothing. (Male, 25-34 years).

I'm just not interested. (Female, 65-74 years).

If it's a good book I won't put it down but I don't actively seek a book to read. (Female, 35-44 years).

I'll read the news, I don't see any need to read, waste of time. (Male, 35-44 years).

I read to understand the meaning of a word (because it's a dictionary). (Male, 25-34 years).

I read a lot of stuff online and as part of my work and I do not have time or the inclination to read further. (Male, 65-74 years).

I like reading about sports stars. (Male, 45-54 years).

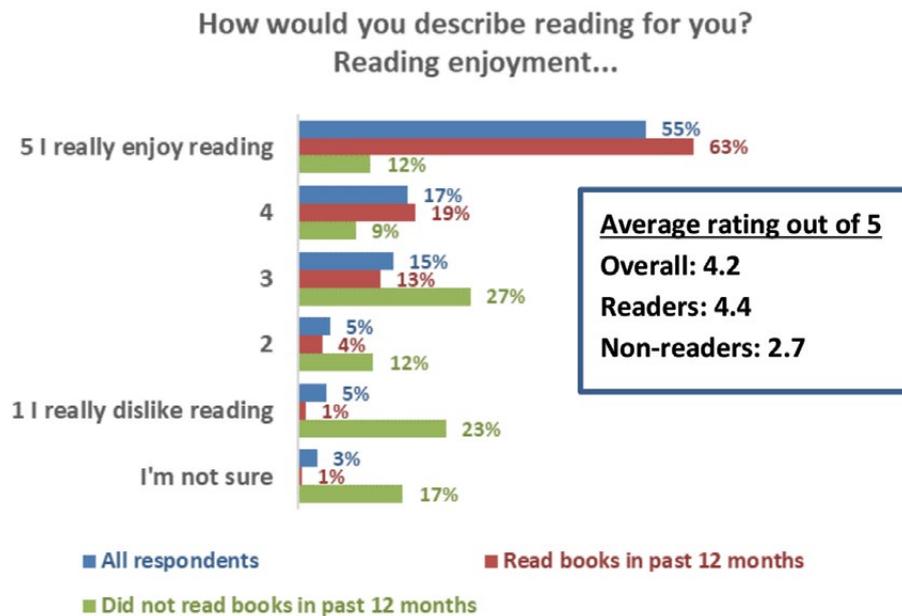
I have no interest in reading. (Male, 25-34 years).

It means nothing to me anymore, I can find any information I want or need on the internet now so I don't see the point. (Male, 55-64 years).

All respondents were then asked to describe reading for them personally by rating descriptions of various aspects of reading. Results and an average score out of 5 are shown below for each aspect.

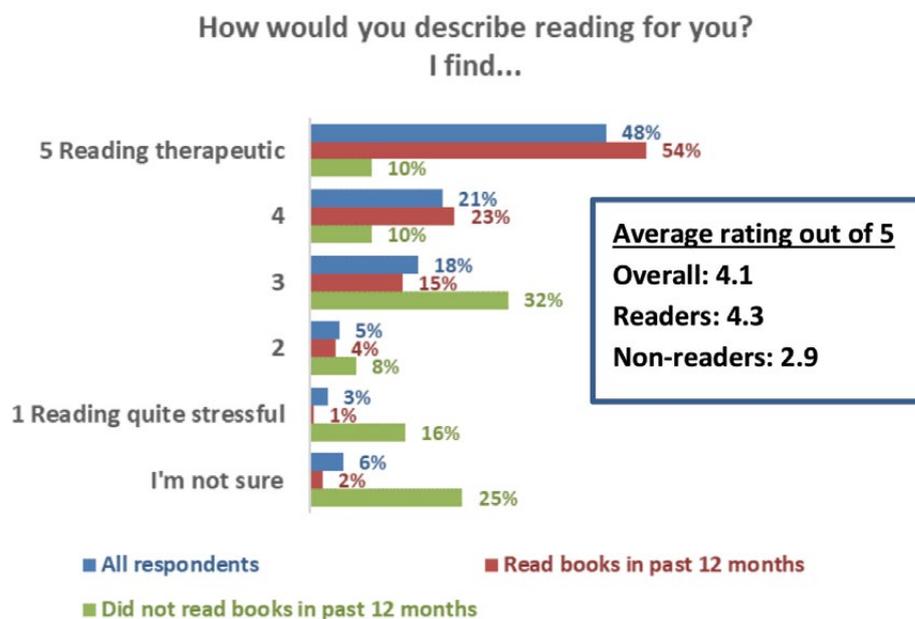
3.1 Reading enjoyment

Readers rated their enjoyment of reading at 4.4 out of 5. Non-readers rated enjoyment at 2.7, slightly on the “dislike” side of the midpoint.



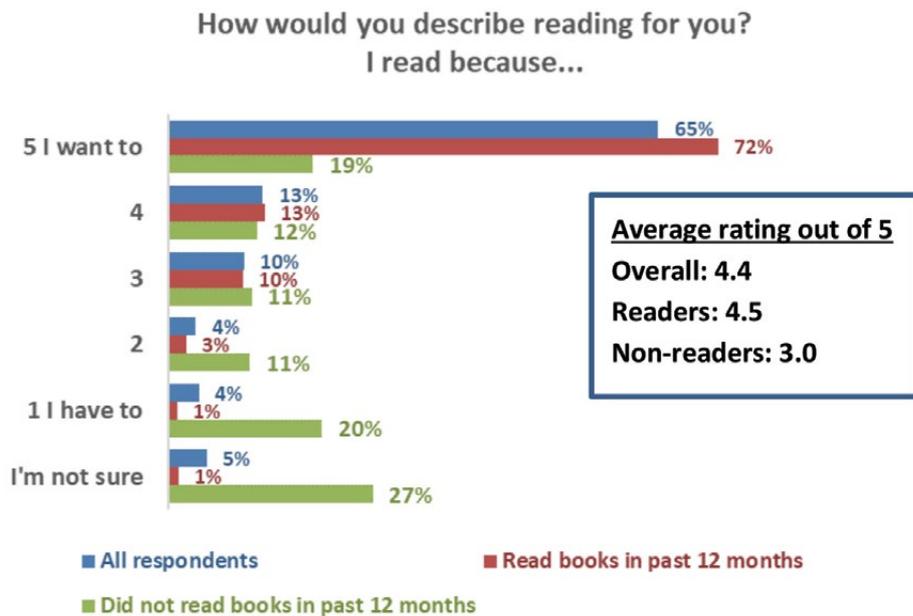
3.2 Reading therapeutic

Readers rated the therapeutic nature of reading at 4.3 out of 5. Non-readers tend to find reading, on average, neither therapeutic nor stressful.



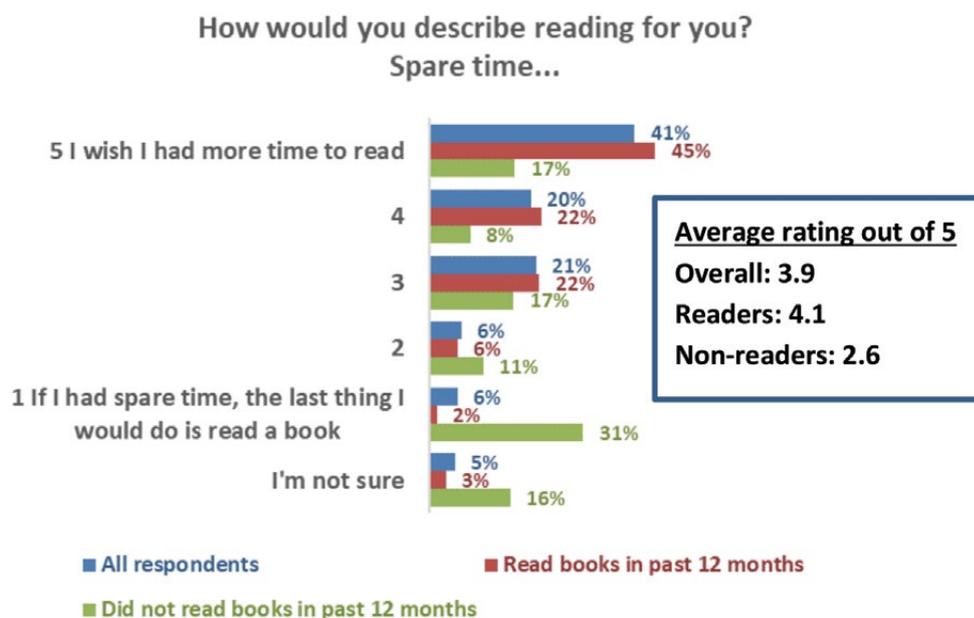
3.3 Reading reason

Readers primarily read “because they want to”: an average score of 4.4 out of 5. Non-readers on average, neither read because they “want to” nor “have to”.



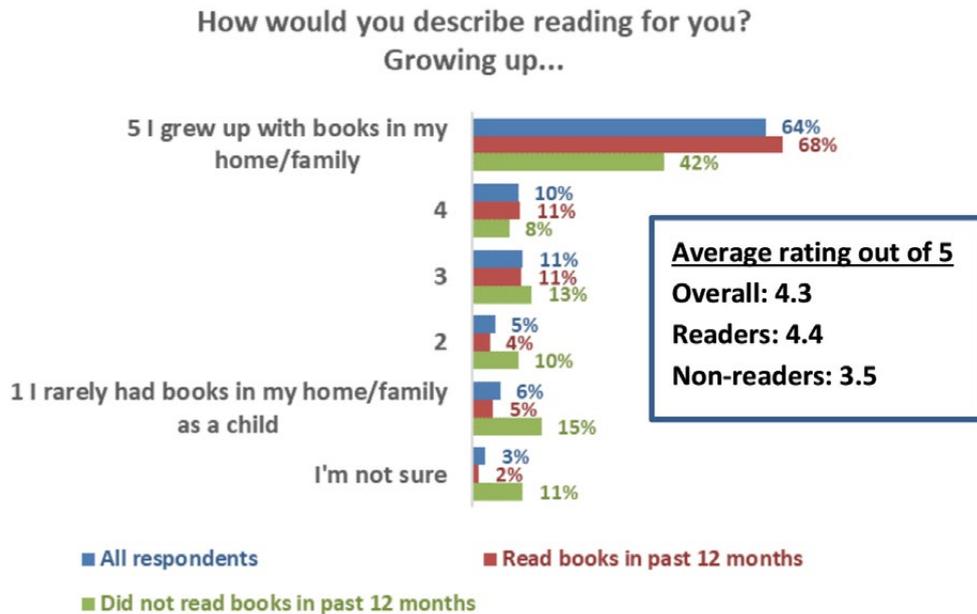
3.4 Spare time

45% of readers wish they had more spare time to read. 31% of non-readers say that if they had spare time, “the last thing they would do is read a book”.



3.5 Growing up

Most people, whether readers or not, grew up with books in their household; although 25% of non-readers says they did not (rated at “1” or “2”).



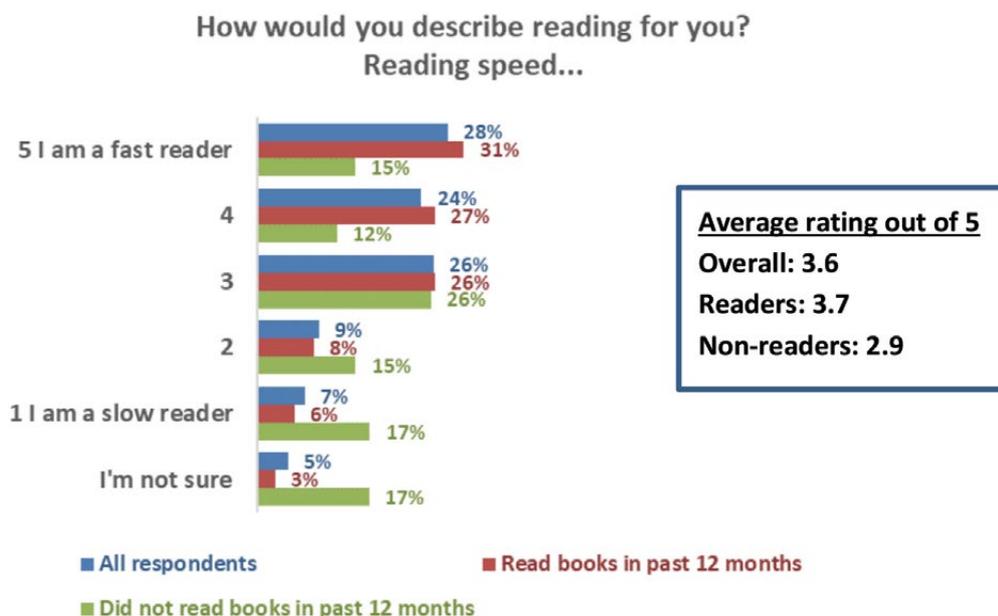
3.6 Details

80% of readers like to understand the detail. 32% of non-readers also like the detail, but 29% of non-readers say they get “overwhelmed” by the detail (rated at “1” or “2”).



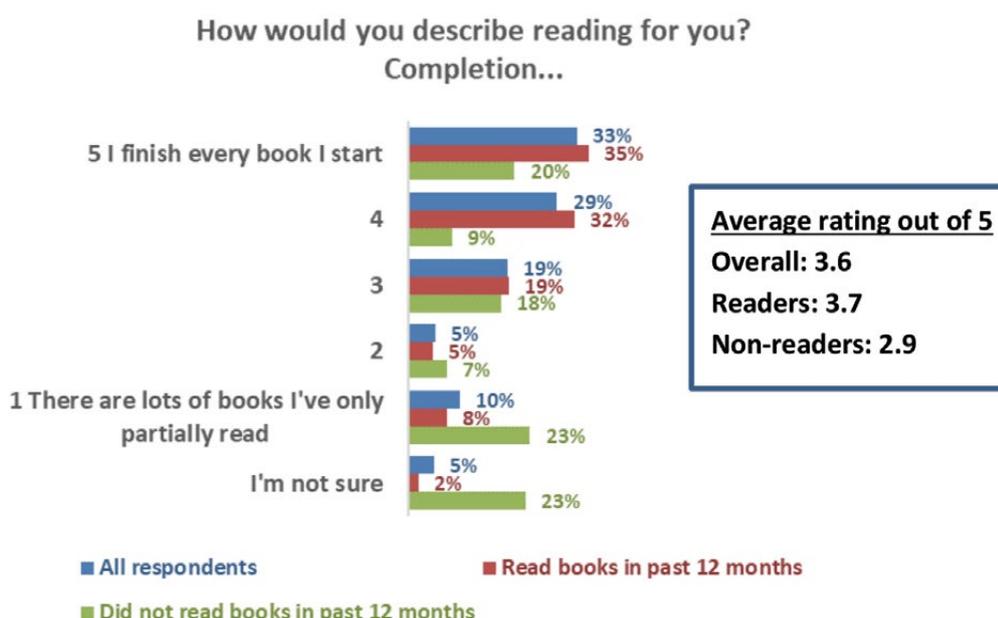
3.7 Reading speed

58% of readers rated their reading speed at above average. 32% of non-readers rated their reading speed at below average.



3.8 Completion

67% of readers generally finish every book they start (rated 4 or 5 out of 5). 30% of non-readers generally do not finish every book they start (rated at 1 or 2 out of 5).



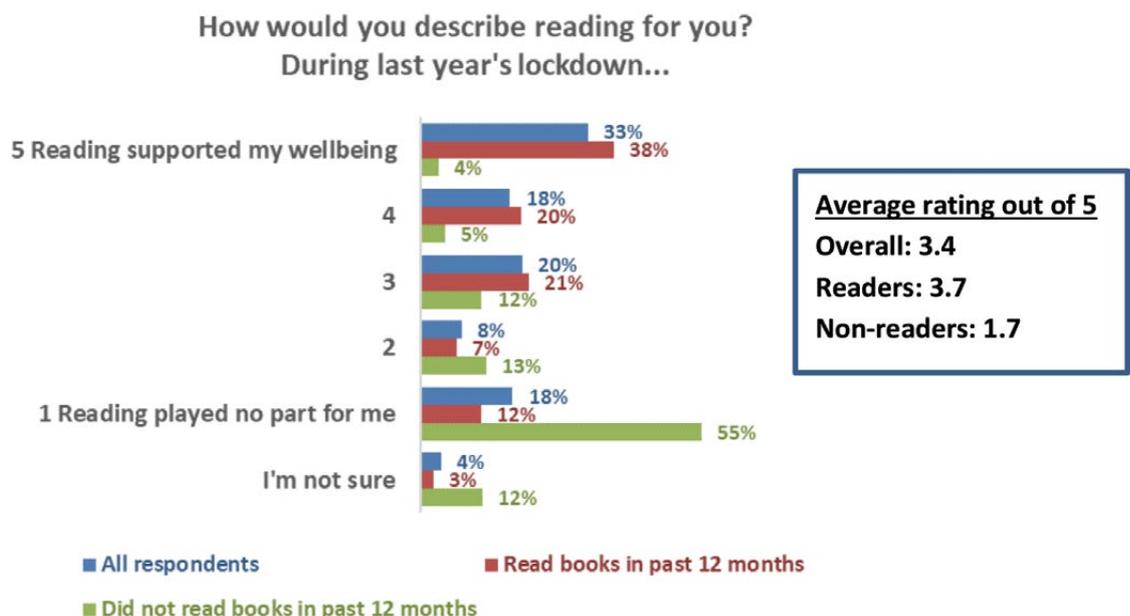
3.9 When reading...

71% of readers generally want to read more when they read (rated 4 or 5 out of 5). 34% of non-readers generally don't (rated at 1 or 2 out of 5), with 26% choosing "I'll only read a book if I have to".



3.10 Reading during the main 2020 lockdown period

For 58% of readers, reading had generally supported their wellbeing during the March/April/May 2020 pandemic lockdown (rated 4 or 5 out of 5). For 68% of non-readers reading had played no part in supporting their wellbeing (rated at 1 or 2 out of 5), with 25% choosing a rating of 1 out of 5.



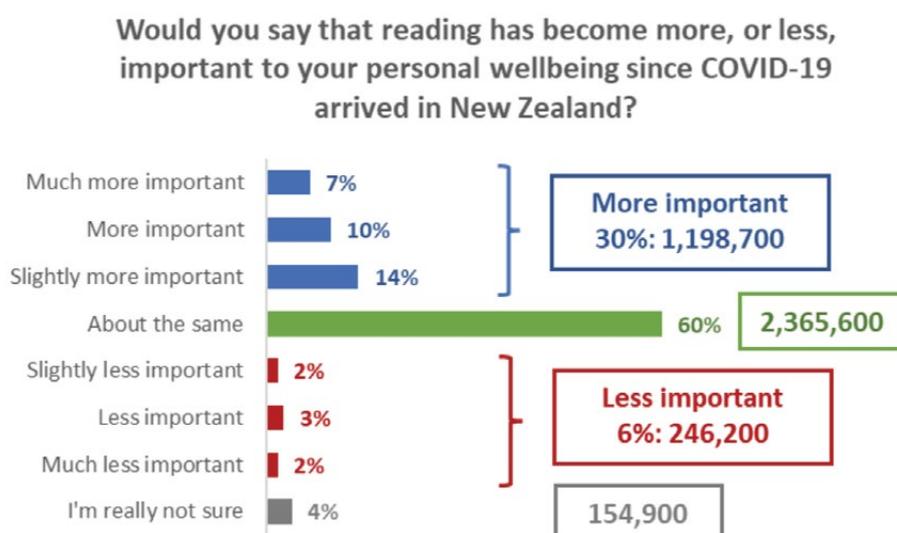
4. Effect of the pandemic on reading

4.1 Reading more, or less important since COVID-19 arrived in New Zealand

Respondents were asked whether reading had become more, or less, important to their personal wellbeing since COVID-19 arrived in New Zealand.

More respondents had found reading more important since COVID-19 arrived than had found it less important:

- For 30% (an estimated 1,198,700 adults), reading had become more important to their wellbeing as a result of the pandemic. On average, this result was between “Slightly more important” and “More important”.
- For 6% (an estimated 246,200 adults) reading had become less important to their wellbeing as a result of the pandemic. On average, this result was at the “Less important” level.



Note that:

- Māori, Pasifika and Asian respondents were above average in reporting reading as more important to their wellbeing since COVID-19 arrived in New Zealand, while “Other European”⁶ respondents were below average.
- By age, 44% of 25–34-year-olds said they had found reading more important to their wellbeing. There were no other significant age group variations.
- Other than respondents with Postgraduate degrees, who were above average in reporting that reading was more important to their wellbeing since COVID-19 arose, there were no other significant differences by qualification level.
- There were no significant differences by household type.
- Other than respondents with household income of less than \$20,000 per annum, who were above average in reporting that reading was more important to their wellbeing since COVID-19 arose, there were no other significant differences by household income, and none at all by personal income.

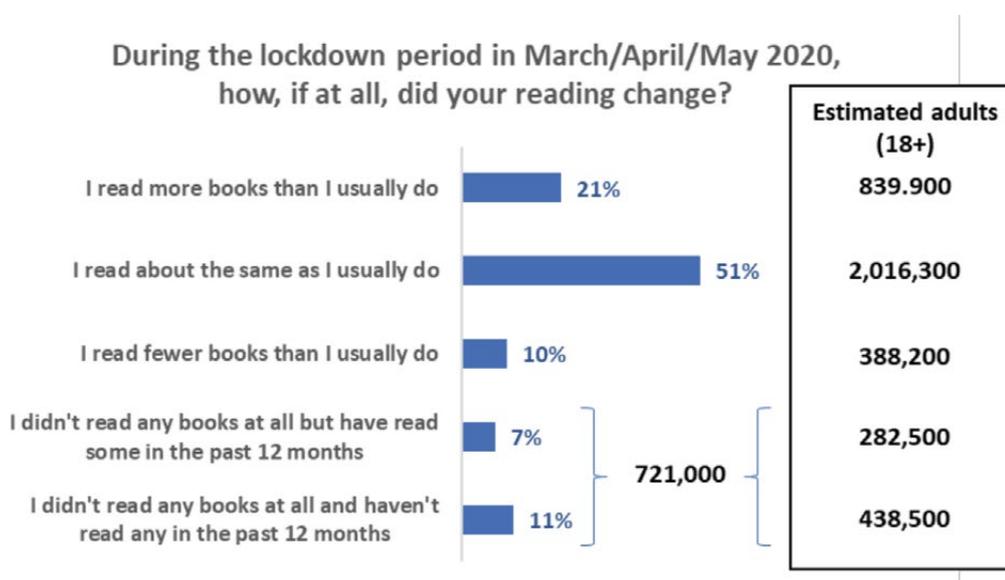
⁶“Other European” includes people of European ethnicity from anywhere in Europe, Ireland, The United Kingdom, South African, Canada, Australia and the USA, etc.

4.2 Reading changes in the March/April/May 2020 lockdown

To establish how the lockdown period in 2020 had affected reading habits, all respondents were asked “During the lockdown period in March/April/May 2020, how, if at all, did your reading change?”⁷

Overall, 21% of respondents had increased their reading during the lockdown period. 10% had reduced their reading to below their normal level.

18% said they had not read any books at all. **This appeared to affect the same percentage of current (i.e., readers in the past 12 months) fiction readers, current poetry readers and current non-fiction readers – around 7%, on average.**



Analysis suggests that:

- The 438,500 people who read no books in lockdown and have also not read any books in the past 12 months are not, generally, book readers.
- Fiction readers who said they read about the same amount during lockdown as they usually do were reading an average or slightly below the current average number of fiction books.
- Poetry readers who said they read about the same amount during lockdown as they usually do were reading a much lower number of books than the current average: around 26% of the average level in the past 12 months.
- Non-fiction readers who said they read about the same amount during lockdown as they usually do were reading a lower number of books than the current average: around 85% of the average level in the past 12 months.

⁷Note that there was no question asking respondents how many books they had been reading prior to lockdown.

4.3 Read more during the 2020 lockdown

Overall, lockdown resulted in an increase in reading for one in five book readers (21%, an estimated 839,900 adults).

For just over half of these people (52%, estimated at 436,700), the increase was temporary, and they reverted to their original levels post-lockdown. They had been, in general, reading a lower-than-average number of books:

- Fiction: 95% of average level.
- Poetry: 33% of average level.
- Non-fiction: 71% of average level.

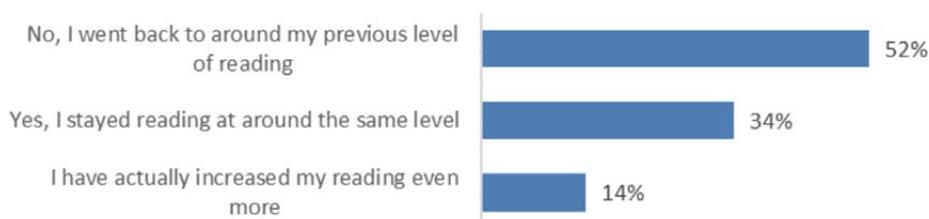
Around a third (34%, estimated at 284,700 adults) said they had kept their reading at the higher level. The levels, however, varied by category of book read:

- Fiction readers were reading around 37% more than the current average.
- The level for poetry readers was only 37% of the current average level, suggesting that they were reading a significantly below average volume of poetry prior to lockdown.
- Non-fiction readers who had stayed at the elevated level were reading around 29% more than the non-fiction average.

One in seven (14%, estimated at 117,700 adults) had subsequently increased their reading even more than they had during lockdown. Their current average reading volumes were above average across all three book categories:

- Fiction readers: 14% above average per person volume.
- Poetry readers: 2% above average per person volume.
- Non-fiction readers: 28% above average per person volume.

You said you were reading more during last year's lockdown than you usually do. In comparison with your reading during lockdown, have you continued to read at that level?



4.4 Read less during the 2020 lockdown.

The 2020 March/April/May lockdown resulted in a decrease in reading for around three in ten book readers (28%, an estimated 1,109,200 adults).

Some of these will not have been book readers prior to lockdown. In particular, it is likely that the 438,500 people (11% of all adults) who read no books in lockdown and have also not read any books in the past 12 months are not, generally, book readers.

For one in 5 of these people (20%, estimated at 216,100 adults), the decrease was temporary and they reverted to their original levels post-lockdown. They had been, in general, reading an above average number of fiction books and a below average volume of poetry and non-fiction books:

- Fiction: 6% above average level.
- Poetry: 51% of average level.
- Non-fiction: 77% of average level.

Just over half of those who read less during lockdown (52%, estimated at 571,700 adults) said they were still reading less than prior to lockdown. The effect seems to have been more on fiction and non-fiction, although levels, however, varied by category of book read:

- 24% were not currently reading fiction. Fiction readers in this group were currently reading around 25% of the average number of fiction books.
- 84% were not currently reading poetry. Poetry readers in this group were currently reading around 64% of the average number of poetry books.
- 31% were not currently reading non-fiction. Non-fiction readers in this group were currently reading around 29% of the average number of non-fiction books.

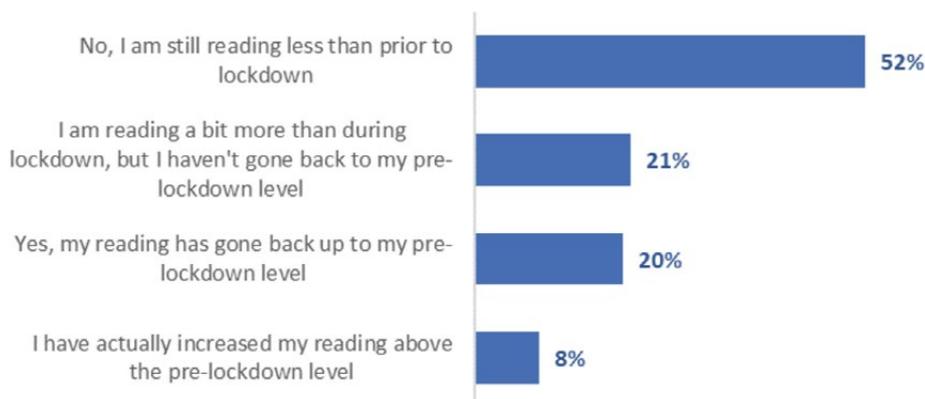
In addition, a further 21% (an estimated 228,300 adults) said that while they were now reading a bit more than during lockdown, their reading had not gone back to their pre-lockdown level.

- 5% were not currently reading fiction. Fiction readers in this group were currently reading around 41% of the average number of fiction books.
- 50% were not currently reading poetry. Poetry readers in this group were currently reading around 56% of the average number of poetry books.
- 19% were not currently reading non-fiction. Non-fiction readers in this group were currently reading around 35% of the average number of non-fiction books.

One in seven (14%, estimated at 117,700 adults) had subsequently increased their reading even more than they had during lockdown. Their current average reading volumes for the book categories they were reading were above average for fiction and poetry but below average for non-fiction:

- 31% were not currently reading fiction. Fiction readers in this group were recurrently reading at 22% above average per person volume.
- 89% were not currently reading poetry. Poetry readers in this group were currently reading at 172% above average per person volume.
- 33% were not currently reading non-fiction. Non-fiction readers in this groups were currently reading at 41% of the average per person volume for non-fiction.

You said you were reading less (or read no books) during last year's lockdown than you usually do. Has your reading gone back to the pre-lockdown level?



Overall, the effect of the 2020 March/April/May lockdown period has been a reduction in reading volumes for around 589,200 New Zealand adults nett (an estimated 210,800 are reading more than prior to lockdown and an estimated 800,000 are reading less than prior to lockdown).

5. Book themes and languages

All respondents were asked whether they felt there were too few or too many books on a range of themes:

- Enabling them to personally identify with characters in the books.
- Dealing with, portraying, or providing an insight into:
 - LBGTQIA+ themes or characters.
 - Women's perspectives (compared with men's perspectives).
 - Cultural and ethnic diversity.
 - The lives of people with disabilities.
 - Religious diversity.
 - Political diversity.
 - Age diversity.

On average, for the themes measured:

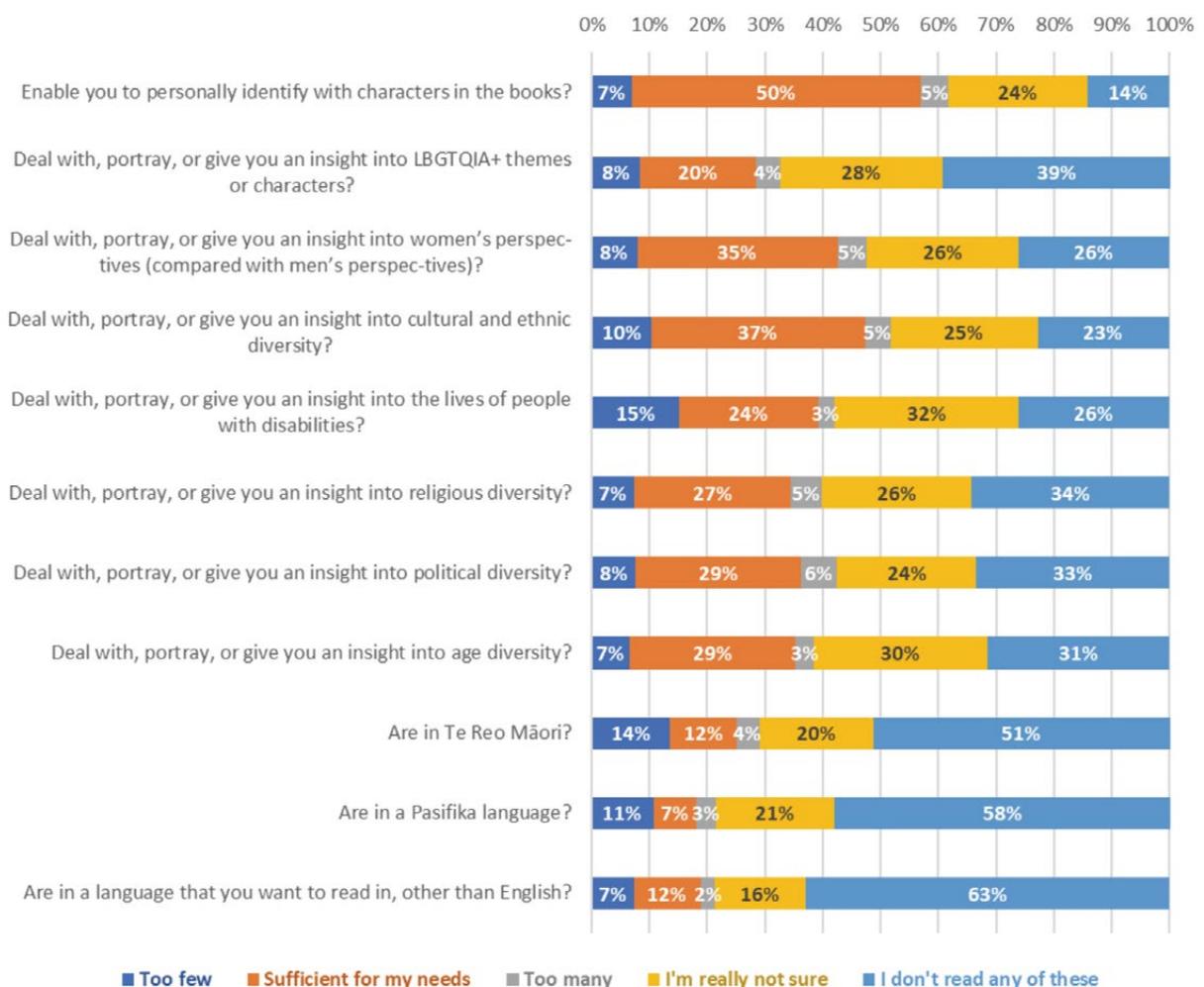
- 8% felt that there were too few books in each of the themes other than books dealing with the lives of people with disabilities, where 15% thought there were too few.
- 5% thought there were too many books in each of the themes.
- 27% were unsure.

Respondents were also asked whether they felt there were too few or too many books in:

- Te Reo Māori. 14% overall thought there were too few books in Te Reo Māori; 4% thought there were too many.
- A Pasifika language. 11% overall thought here were too few, 3% too many.
- In a language that they wanted to read in, other than English. 7% thought there were too few, 2% too many.
- An average of 57% across all languages measured said they “don’t read any of these”.

Note that 39% of all respondents said that they did not read books that gave an insight into LGBTQIA+ themes or characters; this was the highest for any of the book themes, although 34% did not read books covering religious diversity, 33% did not read books covering political diversity and 31% did not read books covering age diversity.

In general, do you think there are too few, sufficient or too many books available in New Zealand that:



In general, it appears that male respondents were less interested than female respondents in books in any of the themes measured (except political diversity):

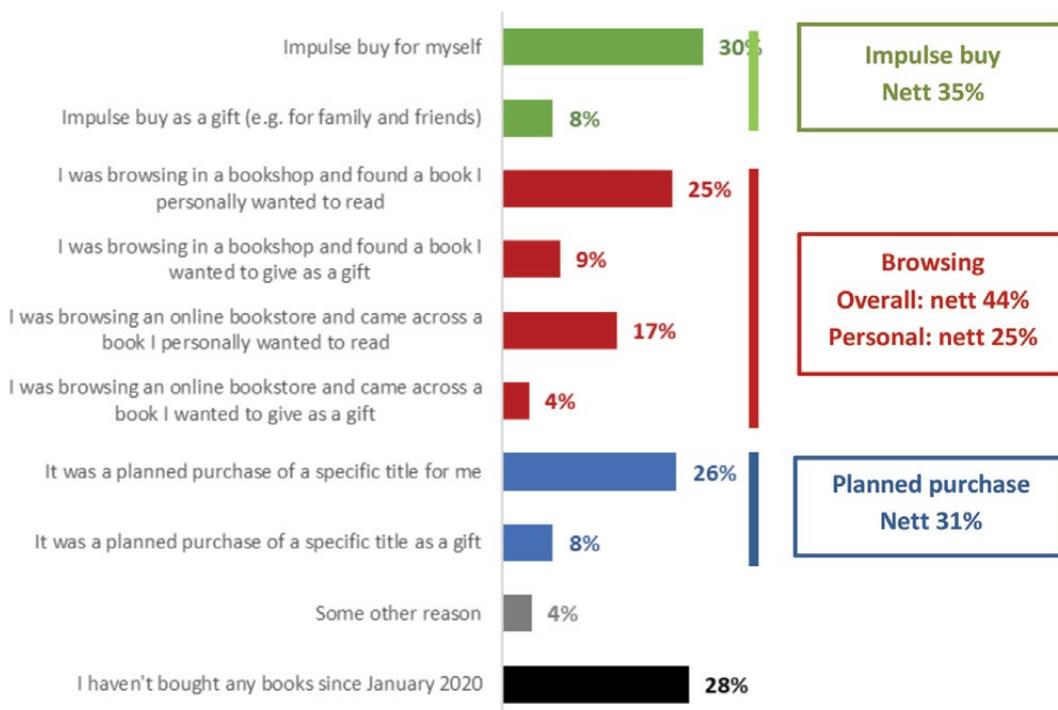
- Female respondents were more interested than male respondents in identifying with the characters in books. There is little difference by age, and Māori were no more likely than Pākehā to be interested in identifying with the characters in books.
- Male respondents were less likely than female respondents to be interested in books involving LBGTQIA+ themes or characters. There was slightly more interest than average from people aged under 45 years.
- Male respondents were less likely than female respondents to be interested in books involving women’s perspectives: 35% of males did not “read any of these” compared with 18% of female respondents. 10% of females (v 5% of males) said there were “too few” books available involving women’s perspectives while 8% of males (3% of females) said there were too many. There was more interest than average from people aged under 45 years.
- Female respondents were more interested than male respondent in books involving cultural diversity: 29% of males did not “read any of these” compared with 17% of female respondents. There was more interest than average from people aged under 45 years. 10% overall felt there were “too few” books involving cultural diversity; Māori (19%), Pasifika (20%) and Indian respondents (17%) were above average in feeling there were “too few” books involving cultural diversity.
- Female respondents were more interested than male respondents in books involving cultural diversity: 34% of males did not “read any of these” compared with 19% of female respondents. There was more interest than average from people aged under 45 years and less interest than average among Asian and Indian respondents.
- 39% of males did not read any books involving religious diversity, compared with 29% of female respondents. There was more interest than average from people aged under 45 years and from Māori and Pasifika respondents.
- With political diversity, male respondents (34% did not read any) were equivalent to female respondents (33% did not read any). There was more interest than average from people aged under 25 years or between 35 and 44 years. Indian and Pasifika respondents felt there were too many books involving political diversity.
- 35% of males did not read any books involving age diversity, compared with 28% of female respondents. There was more interest than average from people aged under 45 years.
- There was a closer level of interest between male and female respondents in books in Te Reo Māori: 54% of male respondents and 49% of female respondents said they did not read any. As with most of the other themes and languages measured, there was more interest than average from people aged under 45 years. 29% of Māori felt there were too few books available in Te Reo Māori, together with 26% of Pasifika. 28% of Indian respondents felt there were too many books available in Te Reo Māori.
- Similarly, with books in a Pasifika language: Pasifika and Māori were the most likely to feel that there were too few books available (37% and 15% respectively). Again, there was a closer level of interest between male and female respondents in books in a Pasifika language: 60% of male respondents and 56% of female respondents said they did not read any. As with most of the other themes and languages measured, there was more interest than average from people aged under 45 years. 30% of Indian respondents felt there were too many books available in a Pasifika language.
- Books in another language that respondents wanted to read had similar levels of male and female interest: 62% of Male respondents and 64% of female respondents said they “don’t read any of these”. Interest was slightly greater from people under 45 years of age.

6. Book purchases

Adult respondents were asked to think about each time they had bought a book since January 2020. They were shown a list of reasons and asked which of them were the most usual reasons for their purchases. Respondents were able to choose more than one answer.

An impulse buy for themselves rated as the highest single reason. The nett result for browsing, either in a bookstore or an online bookstore and finding something they personally wanted to read, was at the same level as the planned purchase of a specific title for them.

Thinking about each time you've bought a book since January 2020; what were the most usual reasons you made each purchase (up to 3).



Female respondents (35%) were more likely than male respondents (26%) to buy for themselves on impulse, while male respondents (32%) were more likely than female respondents (24%) to have not bought any books since January 2020.

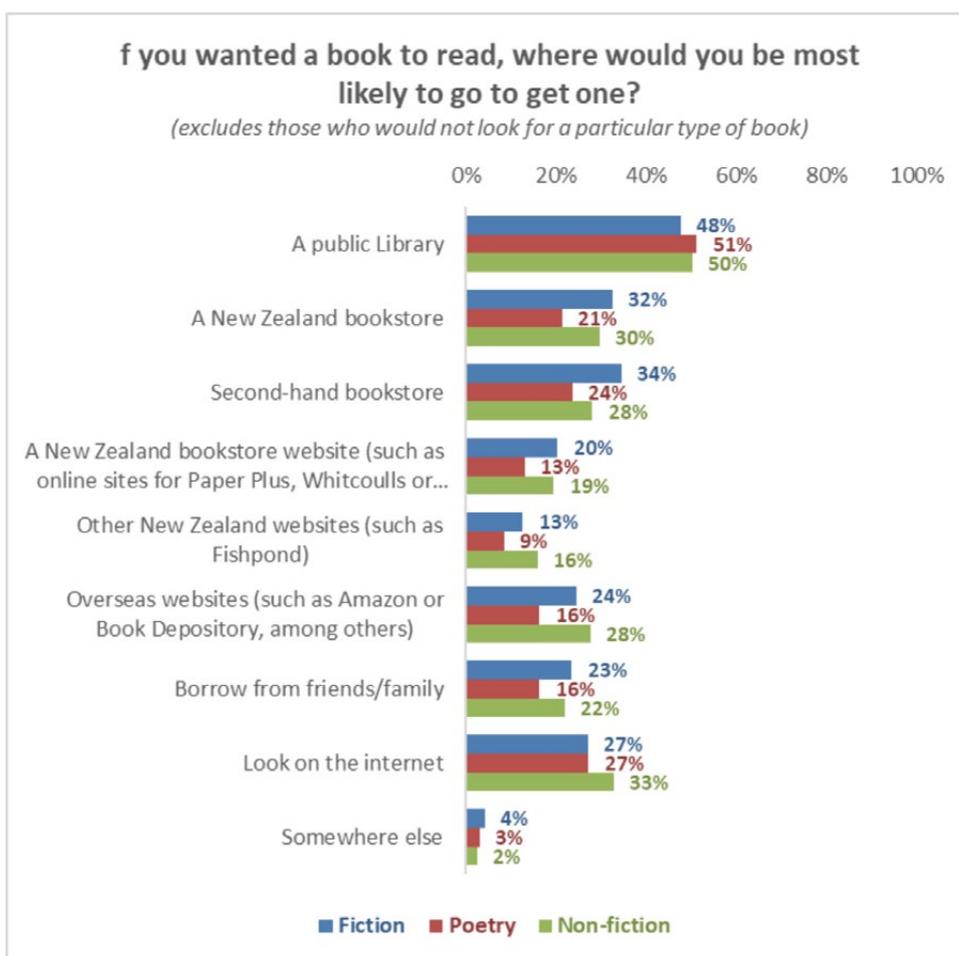
Poetry readers were more likely than average to buy on impulse.

7. Where to go to get a book

Respondents were asked where they would go to get a book if they wanted one.

- 11% said they probably would not look for a fiction book.
- 61% said they probably would not look for a book of poetry.
- 20% said they probably would not look for a non-fiction book.

Excluding those who would not look for a particular type of book, public libraries are main source thought of for all book types. Respondents would look in second-hand bookstores as much as they would look in New Zealand bookstores selling new books, and “the internet” was close to looking in bookstores.



8. Hearing about books

Respondents were asked about where they had heard about books, and given a list, from which they could make multiple choices. The results are summarised below.

There were several browsing, recommendation, advertising and social media ways to hear about books in the list, and these were analysed to get a nett result for each group of ways:

How heard about books?	Fiction	Poetry	Non-fiction
Browsing in store	43%	43%	43%
Browsing online	45%	45%	45%
Browsing in a library	37%	37%	37%
Nett Browsing	75%	61%	63%
Recommended by family/friend	47%	30%	44%
Recommended by colleague/acquaintance	28%	21%	30%
'Staff picks' in the library or recommended by a librarian	19%	23%	15%
Recommended or promoted by a reading group, book club/society or other club/organisation	17%	16%	13%
'Staff picks' in a bookshop or recommended by a bookseller	16%	21%	14%
Nett Recommendation	61%	50%	59%
Reviewed/mentioned/advertised on radio	24%	20%	23%
Reviewed/mentioned/advertised in a newspaper/local paper	19%	24%	20%
Reviewed/mentioned/advertised in a magazine	20%	22%	23%
Reviewed/mentioned/advertised on television	16%	14%	17%
Saw it advertised online	31%	21%	21%
Saw it advertised somewhere else	23%	20%	20%
Nett Advertising	53%	44%	51%
Listed or mentioned in another book I was reading	37%	22%	28%
Facebook	20%	18%	21%
Instagram	14%	18%	14%
Twitter	9%	19%	10%
#BookTok	8%	13%	8%
Other social media	15%	23%	14%
Nett Social Media	30%	38%	30%
Book awards	17%	21%	16%
Attending a book festival	10%	16%	12%
Attending a book launch	9%	11%	11%
Attending a lecture on books	9%	14%	11%
Required reading for a course or study	9%	15%	24%
I met the author	8%	19%	9%

9. Adult readers

85% of adult respondents reported reading or starting to read at least one book in the past 12 months.

The following describes adult readers (where characteristics are not described, they are in line with the overall average):

- More likely to be female (55%) than the overall population average.
- Average age of 48.5 years.
- Likely to be employed at the national average rate.
- 42% have children (of any age) living in their household.
- Less likely than average to be Indian⁸.

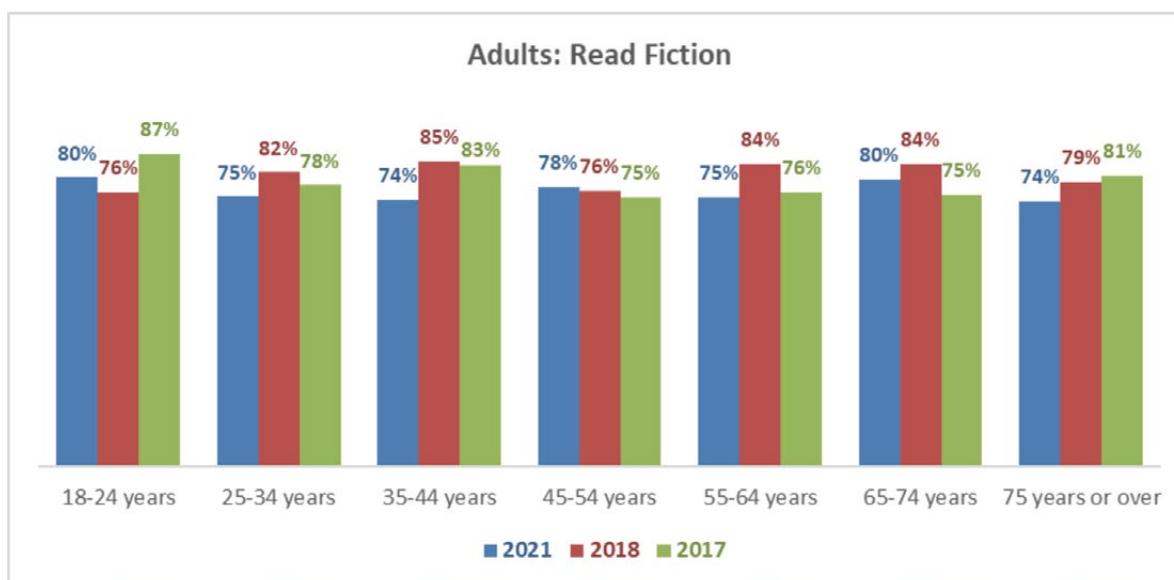
9.1 Fiction

76% of adults (an estimated 3,025,600 people and equivalent to 89% of book readers) said they read or started to read at least one fiction book in the past 12 months.

15% of fiction readers read only fiction. 53% read fiction in conjunction with non-fiction, 28% fiction in conjunction with both poetry and non-fiction and a further 3% in conjunction with poetry only.

As in 2018, adult fiction readers were average age for all book readers at 48.1 years (2018 47.1 years, 2017 45.5 years) and, as in 2018 and 2017, tended to have average income levels. 57% were female, compared with 55% for all readers and 51% for the overall adult general population.

There is no trend by age.



⁸ "Indian" includes Indian, Pakistani, Bangladeshi and Sri Lankan.

Note that:

- 73% of Māori said they read fiction. Of these Māori fiction readers, 32% read an average of around 20% of their fiction in Te Reo Māori.
- 72% of Pasifika said they read fiction. Of these Pasifika fiction readers, 45% read an average of 30% of their fiction in a Pasifika language.

Adult fiction readers in the survey reported reading an average of 17.7 fiction books each in the past 12 months (down from 22.6 in 2018), an estimated 53,553,100 fiction books in total.

Summarised below are estimates of fiction books: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading fiction.

Category	Fiction		
	% fiction readers	Estimated no. adults	% fiction book volume
TYPES OF BOOKS			
Printed books	91%	2,759,300	68%
e-books (electronic/digital books)	49%	1,467,400	23%
Audio books	26%	777,600	8%
SOURCE OF BOOKS			
Public library - physical books	49%	1,473,500	18%
Public library - e-books / downloaded online	23%	683,800	7%
Public library - audio books	14%	420,600	4%
Public library nett	56%	1,679,500	29%
Books I already had (re-reading)	53%	1,615,700	14%
Borrowed from someone else	42%	1,282,900	10%
Bought in a bookstore by or for you	55%	1,673,200	18%
Bought online by or for you (physical books)	42%	1,279,800	12%
Downloaded online after purchasing (e-books/digital books)	32%	965,200	11%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	23%	680,800	7%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	68%	2,042,300	32%
Bought second-hand	63%	1,915,200	9%
LANGUAGES			
Te Reo Māori	12%	354,000	3%
A Pasifika language	8%	229,900	3%
English	96%	2,907,600	91%
Another language	10%	293,500	3%
READING PURPOSE			
Read for pleasure	94%	2,832,000	87%
Read for work or study	37%	1,119,500	13%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

Estimates of the fiction genres read are shown in the following table.

Genre	Fiction		
	% fiction readers	Estimated no. adults	% fiction book volume
General Fiction including Literary Fiction	77%	2,323,700	25%
Crime, Thriller & Adventure	72%	2,190,500	20%
Science Fiction & Fantasy	42%	1,279,800	11%
Romance & Sagas	41%	1,252,600	9%
Short Stories & Fiction Anthologies	32%	974,200	5%
War Fiction	28%	838,100	4%
Young adult fiction	26%	774,600	6%
Horror & Ghost Stories	20%	614,200	4%
Graphic Novels or Comics	20%	611,200	4%
Erotic Fiction	14%	429,600	3%
Children's fiction	15%	462,900	3%
Westerns	13%	387,300	2%
Another genre	16%	487,100	4%

Other genres mentioned by respondents included:

Action.

Adult fiction.

Adult character.

Adult Fantasy/Epic Sagas.

Adult themes.

Allegory.

Alternate History.

An eclectic mix mostly crime, thrillers with a sprinkling of history.

Autobiographies.

Autobiography, political.

The Bible.

Bible and spiritual books.

Biography.

Books about prospective travel destination as well as those to which we have already travelled.

Books about the Mafia and the Cosa Nostra.

Books on crystals & self-help.

Books that oil the brain.

Business and finance.

Car magazines.

Chick lit.

Christian expository/Christian Themes/Faith books.

Classic novels.

Comedy.

Cosmology.

Crime/thriller.

Detective novels.

Different perspectives on life and death.

Dystopian future.

Fanfiction.

Fantasy fiction.

Fantasy.

Fiction about different political contexts.

Fiction about other countries like Korea and Japan.

Fiction based on fact/historical facts.

Friends.

Futuristic.

Health.

Historic fiction (this had the largest mention in “Another genre”). It includes this comment: “There is an interesting category of historic fiction. Based on historic events in real places but with fictional characters. Those books set in NZ history in the gold fields etc., are extremely interesting.”

Humour.

I enjoy books on Templars, biblical and esoteric literature as well. Not interested in Mills & Boon stuff or ‘chicklit’. Read minimal autobiographical or biographical literature.

Israeli drama.

Kids’ books.

LitRPG.

*Magazines as I lead a busy life as solo parent and working; IT’
s my relaxing time.*

Māori Tribal history.

Medical.

Mostly young adult sci-fi fantasy.

New Adult Fiction.

Online short story about a fictional person’s life.

Pasifika books.

Photobooks.

Picture books.

Religious: Bible.

Satire.

Speculative fiction.

Spiritual books.

Stories I read as a child to teach my grandchildren to read etc.

Stories that my daughter writes for fan fiction.

Stud books.

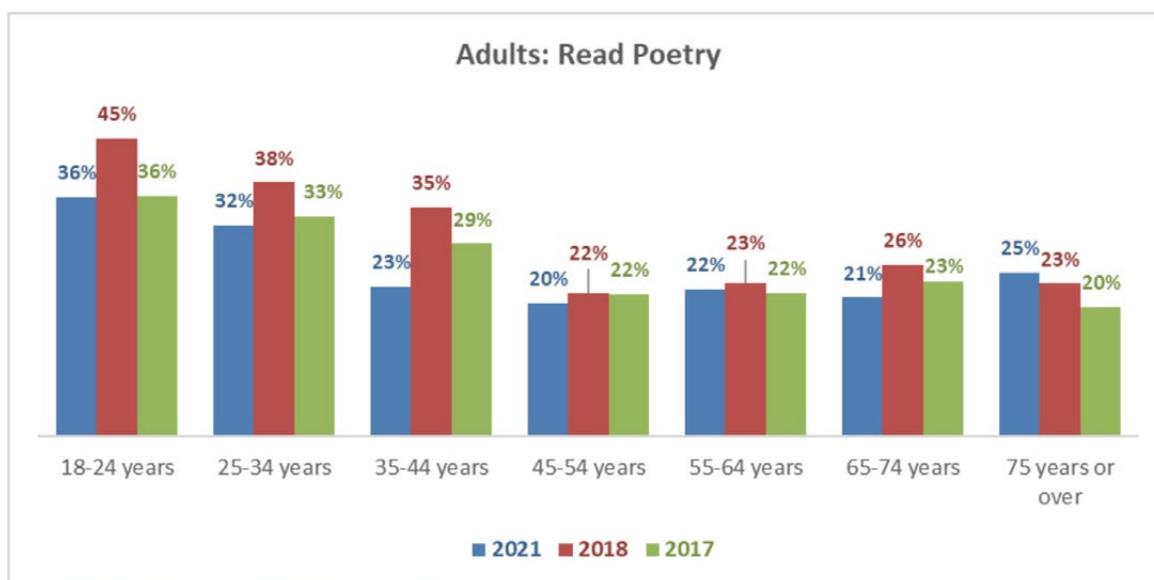
Well written novels.

9.2 Poetry

Overall, 25% of adult respondents (an estimated 1,003,200 people) said they had read or started at least one book of poetry at some time in the past 12 months. As noted in Section 1.1, only 1% of readers read only poetry, the same as in 2018 and 2017. 87% read poetry in conjunction with both fiction and non-fiction (2018: 91%).

The average age for adult poetry readers was 7% lower than the average age for readers overall: 45.3 years versus an average age of 48.5 years for all readers. Adult poetry readers tended to have lower household and personal incomes than readers overall: 5% below the average household income and 6% below average personal income.. 51% were female, down from 57% in 2018 and 60% in 2017.

Reading poetry by age followed a similar pattern to 2018 and 2017, with a general decline of around 2% for every 10-year increase in age.



Note that:

- 31% of Māori said they read poetry. Of these Māori poetry readers, 22% read an average of around 33% of their poetry in Te Reo Māori.
- 40% of Pasifika said they read poetry. Of these Pasifika poetry readers, 51% read an average of 33% of their fiction in a Pasifika language.

Adult poetry readers in the survey reported reading an average of 6.3 poetry books each in the past 12 months (up from 5.7 in 2018 and 4.4 in 2017), an estimated 6,320,200 poetry books in total.

Summarised below are estimates for poetry books: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading poetry.

Category	Poetry		
	% poetry readers	Estimated no. adults	% poetry book volume
TYPES OF BOOKS			
Printed books	61%	609,900	67%
e-books (electronic/digital books)	30%	303,000	20%
Audio books	25%	249,800	13%
SOURCE OF BOOKS			
Public library - physical books	32%	319,000	12%
Public library - e-books / downloaded online	22%	215,700	7%
Public library - audio books	21%	207,700	6%
Public library nett	35%	350,900	25%
Books I already had (re-reading)	41%	409,300	17%
Borrowed from someone else	29%	285,900	10%
Bought in a bookstore by or for you	34%	336,100	18%
Bought online by or for you (physical books)	27%	269,900	13%
Downloaded online after purchasing (e-books/digital books)	22%	220,700	10%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	24%	235,800	7%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	36%	360,100	32%
Bought second-hand	40%	403,300	8%
LANGUAGES			
Te Reo Māori	19%	192,600	9%
A Pasifika language	16%	157,500	8%
English	66%	662,100	73%
Another language	19%	185,600	10%
READING PURPOSE			
Read for pleasure	72%	718,300	79%
Read for work or study	33%	328,000	21%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

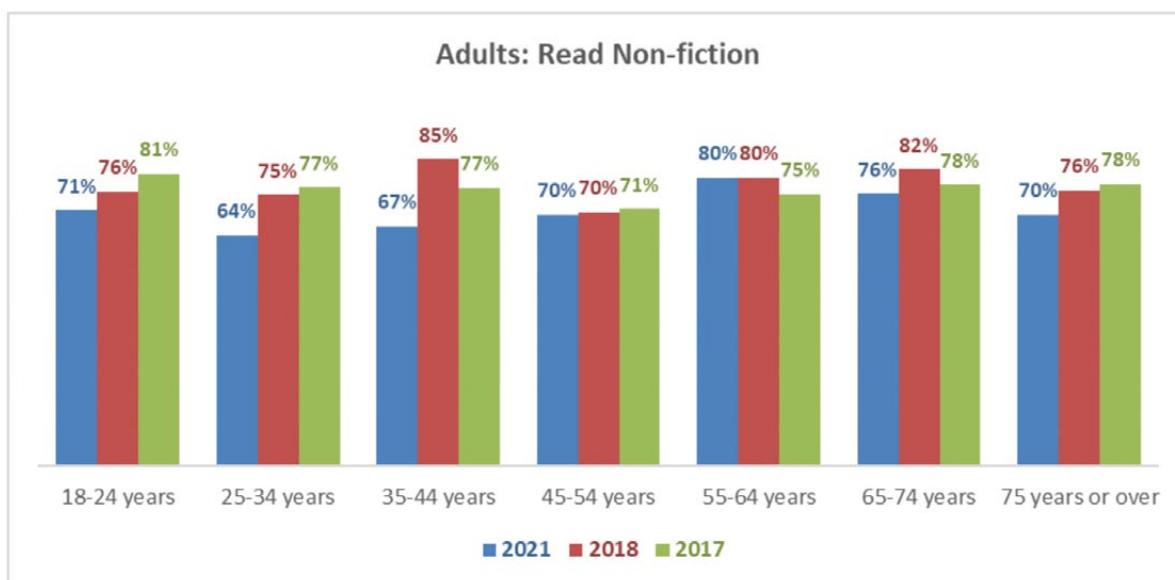
9.3 Non-fiction

71% of adults (an estimated 2,803,500 people and equivalent to 83% of readers) said they read or started to read at least one non-fiction book in the past 12 months.

10% of non-fiction readers read only non-fiction. 58% read non-fiction in conjunction with fiction, 31% fiction in conjunction with both poetry and -fiction and a further 1% in conjunction with poetry only.

As in 2018, adult non-fiction readers were average age for all book readers at 48.8 years (2018 47.1 years) and, as in 2018 and 2017, tended to have average income levels. 53% were female (as in 2018), compared with 55% for all readers and 51% for the overall adult general population.

Reading of non-fiction has a slight increasing trend of around 1% for every 10 year increase in age. Note how non-fiction reading among those under 45 years of age has dropped significantly in comparison with the two earlier surveys.



Note that:

- 71% of Māori said they read non-fiction. Of these Māori non-fiction readers, 34% read an average of around 31% of their non-fiction in Te Reo Māori.
- 63% of Pasifika said they read non-fiction. Of these Pasifika non-fiction readers, 38% read an average of 26% of their non-fiction in a Pasifika language.

Adult non-fiction readers in the survey reported reading an average of 7.9 non-fiction books each in the past 12 months (down from 10.0 in 2018 and close to the average of 8.0 in 2017), an estimated 22,038,300 fiction books in total.

Summarised below are the estimates for non-fiction books: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading non-fiction.

Category	Non-fiction		
	% non-fiction readers	Estimated no. adults	% non-fiction book volume
TYPES OF BOOKS			
Printed books	87%	2,439,000	71%
e-books (electronic/digital books)	39%	1,104,600	21%
Audio books	23%	630,800	9%
SOURCE OF BOOKS			
Public library - physical books	40%	1,132,600	16%
Public library - e-books / downloaded online	20%	555,100	7%
Public library - audio books	13%	372,900	4%
Public library nett	48%	1,343,200	27%
Books I already had (re-reading)	43%	1,194,300	13%
Borrowed from someone else	33%	916,700	9%
Bought in a bookstore by or for you	47%	1,323,300	21%
Bought online by or for you (physical books)	34%	950,400	13%
Downloaded online after purchasing (e-books/digital books)	23%	636,400	10%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	20%	546,700	7%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	55%	1,530,700	34%
Bought second-hand	52%	1,446,600	10%
LANGUAGES			
Te Reo Māori	13%	375,700	5%
A Pasifika language	8%	229,900	3%
English	92%	2,568,000	90%
Another language	10%	277,500	3%
READING PURPOSE			
Read for pleasure	79%	2,209,200	56%
Read for work or study	39%	1,085,000	17%
Read to research specific topics I am interested in	56%	1,575,600	27%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

Estimates of the non-fiction genres read are shown in the following table.

Genre	Non-fiction		
	% non-fiction readers	Estimated no. adults	% non-fiction book volume
Biographies/Autobiographies	53%	1,480,200	10%
Adult Non-Fiction: Specialist	47%	1,323,300	12%
History	47%	1,312,000	9%
The World / Ideas / Culture: General Interest	37%	1,045,700	6%
Personal Development	33%	919,500	6%
Food and/or Drink	31%	880,300	5%
Mind, Body and Spirit	30%	852,300	5%
Politics & Government	29%	821,400	4%
Dictionaries and Reference	29%	810,200	4%
Family, Health & Relationships	29%	807,400	4%
Travel	28%	785,000	4%
Fiction-related items	26%	728,900	5%
Humour, Trivia & Puzzles	25%	703,700	3%
Leisure and Lifestyle	29%	801,800	4%
Religion	25%	692,500	5%
Sport	21%	583,100	3%
The Arts	20%	557,900	3%
Books about Literature or Poetry, including criticism	16%	457,000	2%
Transport	16%	454,200	3%
Another genre	15%	428,900	3%

Other genres mentioned by respondents included:

Accounting, Marketing, Law.

Antique auction catalogues.

Archaeology, science in general.

Architecture.

Astronomy.

Aviation

Bible.

Biography.

Biology, genetic evolution, anthropology.

Bitcoin/gov issued money.

Books about spirituality/ scriptural theology/ contemplative prayer and mysticism and such-like speak of religion at times, but are NEITHER religious as understood by most people - institutional religion, NOR specifically about religion. They are primarily very different.

Quantum sciences.

Books with quotes.

Botany, horticulture. specimen plants.

Brain Injury.

Business.

Business and finance.

Business, world affairs.

Chemistry, Astronomy, Cosmology.

Children's non-fiction.

Computer reference book (for dummies).

Craft & art instructional manuals.

Craft topics.

Crime, documentary.

Daily devotions put out by Radio Rhema.

Dinosaurs.

Earth science textbooks.

Economics.

Education related textbooks.

Education studies.

Education topics for my job.

Education.

Engineering.

Engineering textbooks and calculus textbooks/

Environment and sustainability.

Esoteric teachings.

Evolution.

Family history.

Financial and share market research.

Financial literacy.

Gardening books.

Genealogy.

Genetics, science.

Herbs, plants, trees.

Hidden history.

Historical places & people.

History.

History & Archaeology.

History, Military History, Pop Culture Music, Music Biography, Biography.

How to cure illness without drug company intervention via doctors.

How to teach literacy.

Humorous Popular Maths.

I am currently completing a BA in Security studies so all non-fiction has been based around this.

I read gardening magazines that I purchase on a monthly basis as well as websites to reputable gardening sites.

I read journal articles that aren't specific to one discipline of study. However, my style of research and understanding is sociological. I read the articles to find out the latest research and to understand a topic.

Ideas and knowledge.

I'm retired and read for pleasure so many of the preceding questions are irrelevant.

Information technology.

Instruction manuals, how to's, decoration/colour/style, the news, new thinking, nutrition, health, remedies, scan flyers with what things available - where to get when I might need. Gain info. what's available locally, celebrity updates, crime updates covid updates from NZ health news, news about what rest of world are doing re covid. NZ Web site for my health condition including how we deal with Covid. How others in rest of world are fearing re Covid including health conditions I have world web sites. DO NOT DO social media or get any medical info. from non-experts, I trust NZ med specialists their information, their requirements and their news.

Interesting stuff that oils the brain.

Investing & Stocks.

Journal articles.

Kids' learning'

Linguistics.

Local community paper.

Local history.

Learning Te Reo

Māori/English dictionary and learning to speak Te Reo.

Maths.

Maths and science.

Memoirs.

Mental health and psychology.

Middle Ages.

Military history.

Music books

nature and earth - Fauna and Flora related, earths development.

Nature, animals, evolution, ecology, pets. 10% is a bit high but more than zero.

NZ Hunting and Fishing.

Off grid living.

I have non-fiction on my shelves (all re loved) ranging from gutsy accounts of people overcoming incredible odds to topics like how to write a best seller and The Final Solution. In other words, my choices are spontaneous and too varied to pin down.

Pedagogy.

Peer-reviewed research journal articles (science).

Personal finance, investing.

Philosophy.

Photography.

Plants and their medicinal uses.

Politics science.

Popular Science History.

Psychology.

Puppy training.

Reader's digest.

reading children's books for my grandchildren first and now my great grand children

Real life/gossip magazines.

Research reports.

Romance.

Sci fi / fantasy/ space travel/ future technologies / war / magic.

Science, mathematics.

science, technology and the natural world.

Scientific books (e.g., botany).

Self-help.

Serial killers.

Several topics may occur within a single book so I can't answer accurately. Hilary Mantel's historical fiction, for example, is accurate historically though fiction. Her character studies are deep though impossible to assess as to accuracy. And so on.

Specialist books that are intense with information i.e., university books, and the acceptance of books in very specific subjects.

Specialist Military Books.

Spiritual.

Music.

Stories from Glasgow.

Stories of exploits and general history surrounding World War 2.

WW2.

Study, reading course material.

Tax.

Te Reo Māori.

Technical photo books.

Technology.

The Bible and textbooks for tertiary study.

The future of the world and humanity.

The majority of non-fiction I read this year crossed multiple categories as I was reading about nature connection and relationship practises / language of nature / traditional plant use etc.

Vietnam and Southeast Asian history related.

World data/statistics.

9.4 Books by New Zealand authors/poets

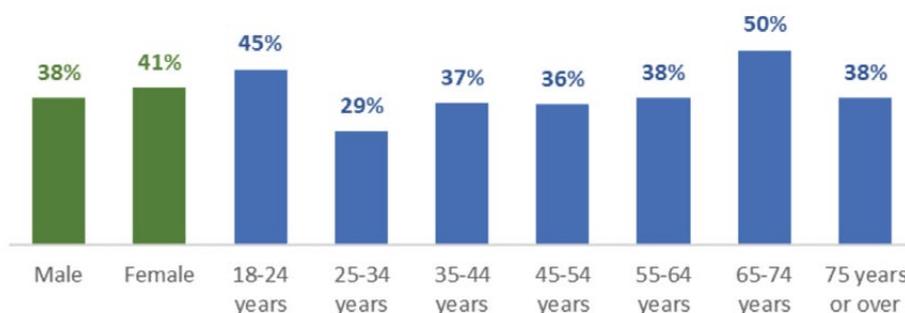
44% of all adult respondents said they had definitely read or started to read at least one book by a New Zealand author or poet in the past 12 months. This is an estimated 1,740,800 adults, and represents 51% of adult readers. The percentage of readers who read a book by a New Zealand author or poet varies across fiction, poetry and non-fiction.

9.4.1 Fiction by New Zealand authors

39% of adult readers (an estimated 1,325,900 people) said they had definitely read or started to read at least one fiction book by a New Zealand author in the past 12 months.

Readers are less likely to be male and incidence of reading fiction by New Zealand authors dips for 25–34-year-olds, but generally increases with increasing age.

Read fiction by a New Zealand author



Adult readers in the survey reported reading an average of 6 fiction books by New Zealand authors each in the past 12 months, an estimated 7,955,400 books or 15% of all fiction books read.

Summarised in the following table are estimates for fiction books by New Zealand authors: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading the books.

Category	Fiction by New Zealand authors		
	% NZ fiction readers	Estimated no. adults	% NZ fiction book volume
TYPES OF BOOKS			
Printed books	78%	1,027,600	73%
e-books (electronic/digital books)	33%	440,200	20%
Audio books	20%	259,900	7%
SOURCE OF BOOKS			
Public library - physical books	48%	641,700	23%
Public library - e-books / downloaded online	22%	286,400	7%
Public library - audio books	13%	169,700	4%
Public library nett	52%	692,100	35%
Books I already had (re-reading)	37%	485,300	11%
Borrowed from someone else	36%	480,000	11%
Bought in a bookstore by or for you	43%	570,100	18%
Bought online by or for you (physical books)	34%	446,800	11%
Downloaded online after purchasing (e-books/digital books)	19%	255,900	9%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	19%	257,200	6%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	53%	696,100	30%
Bought second-hand	47%	616,500	8%
LANGUAGES			
Te Reo Māori	22%	286,400	8%
A Pasifika language	15%	200,200	5%
English	91%	1,206,600	82%
Another language	14%	189,600	5%
READING PURPOSE			
Read for pleasure	85%	1,132,300	86%
Read for work or study	32%	421,600	14%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

Estimates of the New Zealand authored fiction genres read are shown in the following table.

Genre	Fiction by New Zealand authors		
	% NZ fiction readers	Estimated no. adults	% NZ fiction book volume
General Fiction including literary fiction	69%	913,500	33%
Crime, Thriller & Adventure	46%	613,900	17%
Short Stories & Fiction Anthologies	35%	460,100	6%
Science Fiction & Fantasy	30%	396,400	8%
Romance & Sagas	28%	375,200	8%
Young adult fiction	25%	335,500	8%
Children's fiction	22%	290,400	7%
Graphic Novels or Comics	21%	279,800	6%
Another genre	18%	241,300	7%

Other genres listed included:

Adrian J Smith Five Pillars Trilogy (NZ take on Nicolas Sainsbury Smith Extinction Cycle books) this was cool because it took a Sci-fi post apocalypse saga world and put all the events happening here! Was so exciting to hear a kiwi accent and have the same thread that made Extinction Cycle great...I'm also reading The Ash series by the same author...I'm glad I found him and it was due to Nicolas Sainsbury-Smith that I did

Biography

Covered loosely based on history

Dystopian fiction

Historical fiction

Historical trucking stories

History, politics

Short stories, children's fiction

LGBT

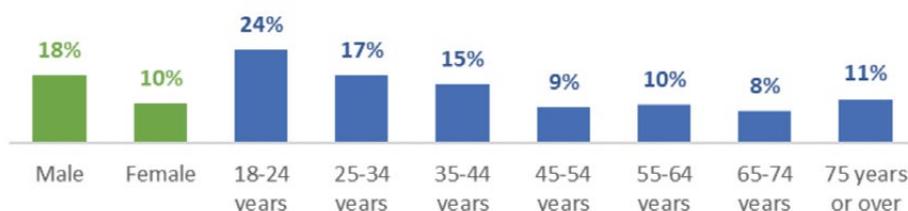
Well written novels about family dynamics or relationships.

9.4.2 Poetry by New Zealand poets

13% of adult readers (an estimated 453,300 people) said they read or started to read at least one book of poetry by a New Zealand poet in the past 12 months.

Readers of poetry by New Zealand poets were more likely to be male than female. Like the incidence of all poetry reading, the incidence of reading poetry by New Zealand poets declines with increasing age.

Read poetry by a New Zealand poet



Adult readers in the survey reported reading an average of 4.6 books by New Zealand poets each in the past 12 months, an estimated 2,085,200 books or 33% of all books of poetry read.

Summarised in the following table are estimates for books of poetry by New Zealand poets: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading the books.

Category	Poetry by New Zealand poets		
	% NZ poetry readers	Estimated no. adults	% NZ poetry book volume
TYPES OF BOOKS			
Printed books	80%	362,600	63%
e-books (electronic/digital books)	41%	184,500	20%
Audio books	37%	166,800	18%
SOURCE OF BOOKS			
Public library - physical books	44%	198,100	12%
Public library - e-books / downloaded online	38%	170,900	11%
Public library - audio books	33%	150,900	8%
Public library nett	56%	254,300	30%
Books I already had (re-reading)	54%	245,700	16%
Borrowed from someone else	40%	179,500	10%
Bought in a bookstore by or for you	49%	223,900	16%
Bought online by or for you (physical books)	36%	164,100	11%
Downloaded online after purchasing (e-books/digital books)	30%	135,100	8%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	38%	170,900	9%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	58%	262,900	28%
Bought second-hand	49%	222,600	7%
LANGUAGES			
Te Reo Māori	43%	192,700	15%
A Pasifika language	28%	125,100	12%
English	81%	365,400	60%
Another language	29%	130,600	13%
READING PURPOSE			
Read for pleasure	71%	323,700	73%
Read for work or study	52%	233,400	27%

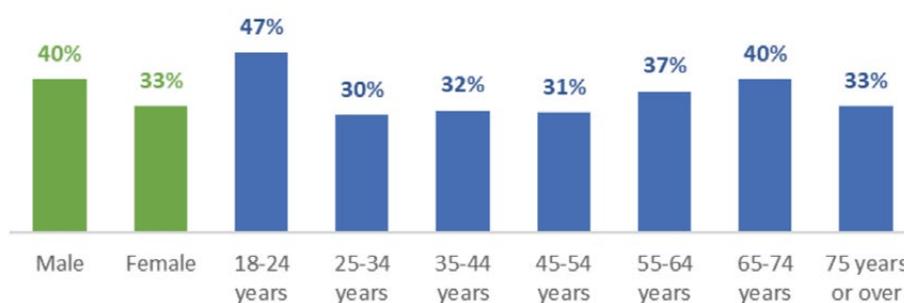
Note: some groups of book volume percentages do not add to 100% owing to rounding.

9.4.3 Non-fiction by New Zealand authors

36% of adult readers (an estimated 1,204,200 people) said they had definitely read⁹ or started to read at least one non-fiction book by New Zealand authors in the past 12 months.

Readers are more likely to be male and incidence of reading fiction by New Zealand authors dips for 25–34-year-olds, but then generally increases with increasing age.

Read non-fiction by a New Zealand author



Adult readers in the survey reported reading an average of 5.5 non-fiction books by New Zealand authors each in the past 12 months, an estimated 6,623,100 books or 30% of all non-fiction books read.

⁹ Excludes those who said they had not read a book by a New Zealand author or poet or were unsure whether they had read any.

Summarised in the following table are estimates for non-fiction books by New Zealand authors: types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading the books.

Category	Non-fiction by New Zealand Authors		
	% NZ non-fiction readers	Estimated no. adults	% NZ non-fiction book volume
TYPES OF BOOKS			
Printed books	83%	1,001,900	88%
e-books (electronic/digital books)	16%	191,500	10%
Audio books	7%	83,100	2%
SOURCE OF BOOKS			
Public library - physical books	25%	303,500	11%
Public library - e-books / downloaded online	7%	80,700	3%
Public library - audio books	3%	38,500	1%
Public library nett	29%	343,800	15%
Books I already had (re-reading)	35%	421,500	16%
Borrowed from someone else	28%	334,800	13%
Bought in a bookstore by or for you	39%	467,200	26%
Bought online by or for you (physical books)	31%	370,900	24%
Downloaded online after purchasing (e-books/digital books)	5%	54,200	3%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	7%	84,300	4%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	47%	569,600	43%
Bought second-hand	36%	433,500	9%
LANGUAGES			
Te Reo Māori	14%	165,000	3%
A Pasifika language	3%	34,900	1%
English	95%	1,145,200	95%
Another language	2%	27,700	0%
READING PURPOSE			
Read for pleasure	80%	958,500	55%
Read for work or study	26%	307,100	13%
Read to research specific topics I am interested in	62%	744,200	32%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

Estimates of the non-fiction genres read are shown in the following table.

Genre	Non-fiction by New Zealand authors		
	% NZ non-fiction readers	Estimated no. adults	% NZ non-fiction book volume
Biographies, autobiographies, memoirs	64%	765,900	10%
New Zealand History	58%	700,800	8%
The World / Ideas / Culture: General Interest	39%	473,300	5%
Food or Drink	36%	437,100	4%
Adult non-fiction: Specialist	35%	421,500	6%
Travel or Adventure	34%	414,200	4%
Social or Political Commentary	33%	399,800	4%
Illustrated, coffee-table books	33%	391,400	3%
Politics & Government	32%	384,100	4%
Reference (minor or no illustrations)	31%	372,100	4%
Leisure & Lifestyle	31%	370,900	4%
Mind, Body & Spirit	31%	370,900	4%
Sport	31%	368,500	4%
Family, Health & Relationships	30%	364,900	3%
Pictorial reference books	30%	357,600	4%
Humour, Trivia & Puzzles	29%	352,800	3%
Personal Development	29%	343,200	4%
Essays	27%	328,700	3%
The Arts	27%	326,300	3%
Transport	27%	322,700	3%
Religion	24%	291,400	3%
Military (Land, Sea, Air, campaigns, etc.)	24%	289,000	3%
Books about Literature or Poetry, including Literary Criticism	23%	274,600	3%
Another genre	19%	233,600	3%

Other genres listed included:

Architecture.

Astronomy.

Books on Family History and Genealogy.

Botanical Arts.

Brain injury.

Craft and art 'how-to'.

Education.

Emergency living.

Financial.

Gardening.

Geology.

Herbs plants trees.

Historical fiction.

History books.

Hunting and Fishing in NZ.

I have NZ books written around the 1960's by authors talking about their rural lives, the history of the land, gold mining, forestry, the start of aviation in NZ etc.

Gardening/tree pruning, lifestyle.

Language - Te Reo Māori.

Learn Te Reo.

Te Reo Māori

Lifestyle.

Local history stories.

Māori-Pakeha relations.

Matauranga.

Memoirs.

Memoirs and biographies of New Zealanders that shed light on History.

Nautical.

New Zealand plants and their uses.

NZ Aviation Biographies.

NZ Nature.

NZ painters.

Overseas authors only.

Peer reviewed education literature.

Personal finance, investing.

Photographing.

Research.

Science.

Sleeping.

WW2.

1. Young people aged 10-17 years

Young people aged 10-17 years were also asked about their reading. Overall, 94% (an estimated 493,010 people in that age group) said they had read books in the past 12 months¹.

Categories covered in detail were fiction and non-fiction. Because of the relatively low numbers of responses, these results should be regarded as indicators.

10.1 Fiction

91% of 10–17-year-olds in the survey (an estimated 476,700 people) said they read or started to read at least one fiction book in the past 12 months. They reported reading an average of 19.5 fiction books each in the past 12 months (exactly the same average as in 2018), an estimated 9,295,700 fiction books in total.

¹ Please note that, owing to the small sub-sample size (n=89), figures shown in this section are indications only.

Estimated types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the purpose of reading fiction is summarised below.

Category	Fiction read by 10-17-year-olds		
	% 10-17 fiction readers	Estimated no. 10-17-year-olds	% 10-17 fiction book volume
TYPES OF BOOKS			
Printed books	97%	462,900	75%
e-books (electronic/digital books)	44%	209,300	16%
Audio books	32%	152,100	10%
SOURCE OF BOOKS			
Public library - physical books	64%	306,500	7%
Public library - e-books / downloaded online	20%	95,300	4%
Public library - audio books	14%	68,200	3%
Public library nett	69%	327,000	14%
School Library books	74%	352,300	18%
School-issued books	62%	293,200	15%
Books I already had (re-reading)	70%	334,200	15%
Borrowed from someone else	38%	179,200	5%
Bought in a bookstore by or for you	67%	321,300	16%
Bought online by or for you (physical books)	46%	218,300	9%
Downloaded online after purchasing (e-books/digital books)	18%	85,800	4%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	21%	102,000	4%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	70%	335,100	21%
Bought second-hand	56%	265,500	8%
LANGUAGES			
Te Reo Māori	22%	106,300	5%
A Pasifika language	3%	16,200	1%
English	99%	471,000	90%
Another language	22%	103,400	4%
READING PURPOSE			
Read for pleasure	90%	427,100	60%
Read for work or study	81%	385,700	40%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

10.2 Poetry

53% of 10–17-year-olds (an estimated 281,000 people) said they read or started to read at least one book of poetry in the past 12 months. They reported reading an average of 7.9 poetry books each in the past 12 months, an estimated 2,219,900 poetry books in total.

10.3 Non-fiction

87% of 10–17-year-olds (an estimated 458,300 people) said they read or started to read at least one non-fiction book in the past 12 months. They reported reading an average of 8.9 non-fiction books each in the past 12 months, an estimated 4,078,900 non-fiction books in total.

Estimated types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the purpose of reading fiction is summarised below.

Category	Non-fiction read by 10-17-year-olds		
	% 10-17 non-fiction readers	Estimated no. 10-17-year-olds	% 10-17 non-fiction book volume
TYPES OF BOOKS			
Printed books	94%	429,400	76%
e-books (electronic/digital books)	39%	177,400	14%
Audio books	27%	123,700	10%
SOURCE OF BOOKS			
Public library - physical books	53%	244,700	15%
Public library - e-books / downloaded online	21%	97,600	5%
Public library - audio books	17%	78,800	6%
Public library nett	57%	260,300	26%
School Library books	59%	270,400	15%
School-issued books	67%	306,100	17%
Books I already had (re-reading)	57%	261,200	10%
Borrowed from someone else	33%	149,400	4%
Bought in a bookstore by or for you	51%	233,700	13%
Bought online by or for you (physical books)	40%	181,500	7%
Downloaded online after purchasing (e-books/digital books)	18%	81,100	4%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	23%	103,100	4%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	55%	251,600	17%
Bought second-hand	57%	260,800	6%
LANGUAGES			
Te Reo Māori	18%	81,100	3%
A Pasifika language	3%	14,200	1%
English	95%	435,800	92%
Another language	20%	89,400	4%
READING PURPOSE			
Read for pleasure	84%	385,900	36%
Read for work or study	86%	393,200	35%
Read to research specific topics you are interested in	75%	345,600	29%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

10.4 Books by New Zealand authors/poets

81% of 10–17-year-old readers (an estimated 401,200 people) read at least one book by a New Zealand author or poet in the past 12 months.

10.4.1 Fiction by New Zealand authors

80% of 10–17-year-old readers (an estimated 391,900 people) said they read or started to read at least one fiction book in the past 12 months. On average, they read 6.6 books by New Zealand authors, for an estimated total of 2,586,500 books or 28% of the total fiction books they read.

Estimated types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the broad purpose of reading fiction are summarised below.

Category	Fiction by New Zealand authors read by 10-17-year-olds		
	%10-17 NZ fiction readers	Estimated no. 10-17-year-olds	% 10-17 NZ fiction book volume
TYPES OF BOOKS			
Printed books	84%	328,800	79%
e-books (electronic/digital books)	29%	115,200	10%
Audio books	26%	103,100	11%
SOURCE OF BOOKS			
Public library - physical books	49%	191,600	14%
Public library - e-books / downloaded online	18%	69,400	4%
Public library - audio books	10%	39,600	2%
Public library nett	50%	197,300	20%
School Library books	59%	229,300	15%
School-issued books	62%	242,200	18%
Books I already had (re-reading)	41%	159,100	9%
Borrowed from someone else	39%	154,000	11%
Bought in a bookstore by or for you	43%	168,100	11%
Bought online by or for you (physical books)	33%	130,500	9%
Downloaded online after purchasing (e-books/digital books)	15%	59,200	3%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	16%	61,500	4%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	41%	161,100	17%
Bought second-hand	48%	186,200	7%
LANGUAGES			
Te Reo Māori	17%	66,600	5%
A Pasifika language	2%	8,600	0%
English	93%	364,900	92%
Another language	9%	34,900	2%
READING PURPOSE			
Read for pleasure	77%	300,600	53%
Read for work or study	82%	321,400	47%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

10.4.2 Poetry

39% of 10–17-year-old readers (an estimated 192,300 people) said they read or started to read at least one book by a New Zealand poet in the past 12 months. They read an estimated total of 903,800 books by New Zealand poets or 41% of the total poetry books they read.

10.4.3 Non-fiction by New Zealand authors

68% of 10–17-year-old readers (an estimated 336,200 people) said they read or started to read at least one non-fiction book in the past 12 months. They read an estimated total of 1,479,300 non-fiction books by New Zealand authors or 36% of the total non-fiction books they read.

Estimated types of books, sources, whether books bought in a bookstore or online were new books or second-hand books, languages read and the purpose of reading fiction are summarised below.

Category	Fiction by New Zealand authors read by 10-17-year-olds		
	%10-17 NZ fiction readers	Estimated no. 10-17-year-olds	% 10-17 NZ fiction book volume
TYPES OF BOOKS			
Printed books	84%	328,800	79%
e-books (electronic/digital books)	29%	115,200	10%
Audio books	26%	103,100	11%
SOURCE OF BOOKS			
Public library - physical books	49%	191,600	14%
Public library - e-books / downloaded online	18%	69,400	4%
Public library - audio books	10%	39,600	2%
Public library nett	50%	197,300	20%
School Library books	59%	229,300	15%
School-issued books	62%	242,200	18%
Books I already had (re-reading)	41%	159,100	9%
Borrowed from someone else	39%	154,000	11%
Bought in a bookstore by or for you	43%	168,100	11%
Bought online by or for you (physical books)	33%	130,500	9%
Downloaded online after purchasing (e-books/digital books)	15%	59,200	3%
Downloaded online (not from a public library) but not purchased (e-books/digital books)	16%	61,500	4%
BOUGHT BOOKS INCLUDING ONLINE PURCHASES			
Bought new	41%	161,100	17%
Bought second-hand	48%	186,200	7%
LANGUAGES			
Te Reo Māori	17%	66,600	5%
A Pasifika language	2%	8,600	0%
English	93%	364,900	92%
Another language	9%	34,900	2%
READING PURPOSE			
Read for pleasure	77%	300,600	53%
Read for work or study	82%	321,400	47%

Note: some groups of book volume percentages do not add to 100% owing to rounding.

11. Children under 10 and their caregivers

Respondents were asked what age groups were currently in their household.

A net 30%¹¹ had children up to 17 years in their households:

- A net 17% had children under 10 years of age:
 - 10% had children 0 to 5 years.
 - 10% had children 6 to 9 years.
- 10% had children 10 to 12 years of age.
- 15% had children 13-17 years of age.

85% of respondents with children under 10 years of age in their household said they were the parent or guardian of the children. 76% of respondents with children aged 10 -17 years in their household said they were the parent or guardian of the children.

11.1 What are children under 10 years of age reading?

Parents or guardians of children under 10 years of age were asked about what their children were reading in the past month (this includes others in the household reading with them).

- 91% (an estimated 572,400 children under 10 years of age) were reading fiction.
- 38% (an estimated 242,300 children under 10 years of age) were reading poetry.
- 66% (an estimated 414,000 children under 10 years of age) were reading non-fiction.

The following table showing estimated percentages, contrasting fiction with non-fiction for those under 10 years of age.

Category	Fiction			Non-fiction		
	% reading	Estimated no. readers	% book volume	% reading	Estimated no. readers	% book volume
Read for pleasure	98%	558,700	63%	84%	349,000	50%
Read for study	59%	340,000	24%	59%	245,900	30%
Read to research specific topics	41%	235,800	13%	55%	226,500	20%
Books by New Zealand authors	78%	444,800	30%	77%	318,000	28%
Books in English	95%	543,200	82%	96%	398,700	79%
Book in Te Reo Māori	35%	201,500	9%	34%	141,200	10%
Books in a Pasifika language	16%	89,900	5%	12%	49,700	4%
Books in another language	12%	68,700	4%	21%	86,900	7%
Read by them	72%	413,800	42%	71%	294,800	43%
Read with or to them	91%	522,000	58%	88%	363,100	57%

¹¹Note that because of multiple children in multiple age groups in some households, the total of the age groups adds up to more than the net figure.

Estimated volumes of books read by or with children under 10 years of age in the past month are:

- Fiction: 9,057,100 total books, including an estimated 2,337,200 books by New Zealand authors.
- Poetry: 1,813,800 total books. Books by New Zealand poets were not specifically estimated; however, if under 10s read New Zealand poetry at the same rate as either adults (33% of poetry books read) or 10–17-year-olds (39%), the number would be in the range 600,000 to 710,000 books by New Zealand poets.
- Non-fiction: 3,902,300 total books, including an estimated 1,106,700 books by New Zealand authors.

11.2 Reading with children

Respondents were asked how often they read with the children in their household. The original intent had been to measure reading with children under 10 years of age, but the opportunity was taken to assess frequency of reading with 10 to 12-year-olds and 13 to 17-year-olds and to contrast that with frequency of reading with under 10s.

11.2.1 Children under 10 years

39% of respondents who had children under 10 years living in their household said they read with them every day, and 15% said they read with them 4 to 5 days a week.

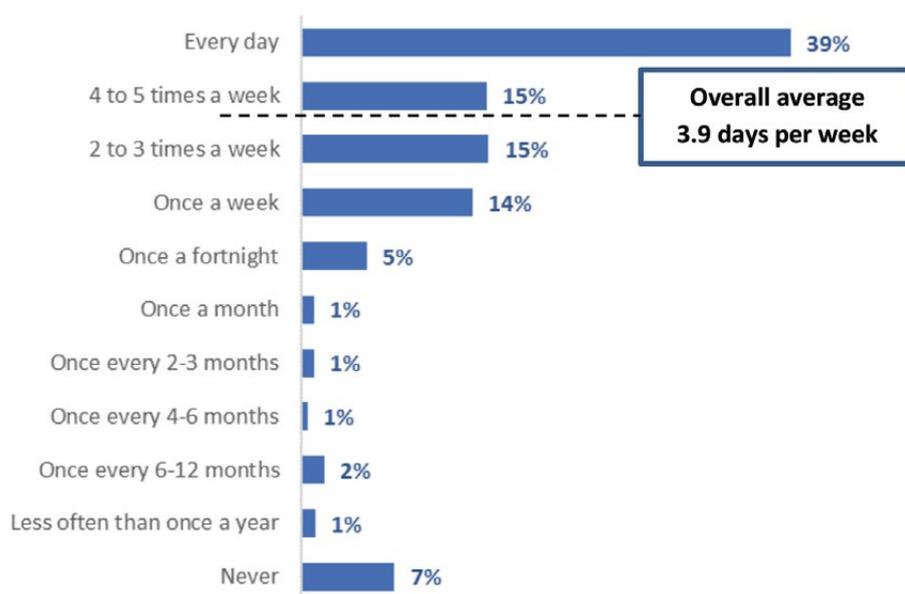
Overall, 82% read with under 10 children at least once a week; however, 7% overall said they “Never” read with them.

Respondents who were not the parent or guardian of the under-10s in their household were significantly more likely to say that they “never” read with the under-10s (21%). Where respondents had not read a book in the past 12 months, they were even more likely to say that they “never” read with under 10s in their household (28%).

Respondents read to the children under 10 years of age in their household, on average, 3.9 days per week. The average number of days per week was higher (4.3 days per week) where there were 0-5-year-olds in the household. It was also slightly higher (4.1 days per week) where the parents/guardians read books, especially those who read poetry (4.7 days per week), while for those who said they had read not books in the past 12 months it was below average (3.0 days per week).

Where there were e-books and/or audio books in the mix of book types being read by respondents, the average number of days they would read to under-10-year-old children in their household was above average.

How often do you read with the children under 10 years of age in your household?



11.2.2 Children 10-17 years

As children get older, the incidence of adults reading with them drops. 41% still say they read with their teenagers, but for over half of them, that is less than once a week.

The overall average number of days per week respondents read with children in their household was:

- Children under 10 years: 3.9 days per week.
- Children 10 to 12 years: 1.8 days per week.
- Children 13-17 years: 0.6 days per week.

How often do you read with the children under 10 years of age in your household?



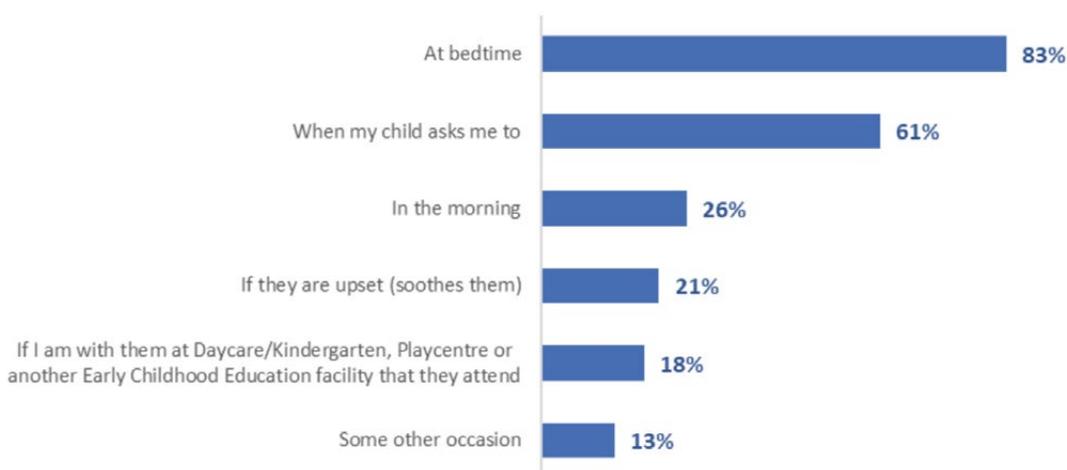
11.3 When do you read with children under 10 years in your household?

Parents/guardians of children under 10 years who read with their children were asked when they read with them. 15% said they read with them on all of the occasions measured. Combining that with the individual occasions measured to get a nett incidence gives the results shown in the following chart.

The two most common times to read with under 10s are:

- At bedtime. A nett 83% of respondents with under 10s in their household say they do that.
- When their child asks them to. A nett 61% of respondents with under 10s in their household say they do that.

**At which times during the day do you usually read to your child/children?
- Nett incidence**



Among the parents/guardians, males are more likely than females to read to their under 10s in the morning and if they are upset.

11.4 Particular books that children like to read over and over again

Around one in 3 parents/guardians overall reported that their children under 10 years had a particular book that he/she/they liked to read “over and over again”.

Within the under-10-years group, there were differences between 0-5-year-olds in the household (favourite books higher than average) and 6-9-year-olds in the household (favourite books lower than average).

Where the under 10 children did have a particular or favourite book, parents/guardians were asked what that was. Particular books mentioned were:

ABC of Science. (0-5-year-olds and 6-9-year-olds in household).

Adventures of Tintin. (6-9-year-olds in household).

All of them. (0-5-year-olds in household).

Animal. (0-5-year-olds in household).

Any books with children in them. (6-9-year-olds in household).

Any texture books. (0-5-year-olds in household).

Anything Mercer Mayer. (6-9-year-olds in household).

anything that they like for the week. (0-5-year-olds in household).

Anything with trains or cars. (0-5-year-olds in household).

A variety. We have shelves full of books, but they often ask for the same ones again. (6-9-year-olds in household).

Bible stories. (0-5-year-olds in household).

Bible Stories. (0-5-year-olds in household).

Books that are a series. (6-9-year-olds in household).

Captain Underpants. (6-9-year-olds in household).

Children books. (0-5-year-olds in household).

Children's Bible. (0-5-year-olds in household).

Clifford the Red Dog. (0-5-year-olds in household).

Collections like Grimm's Fairy Stories. (6-9-year-olds in household).

Currently: Angus and Alvin, The Cow Tripped Over the Moon, most library books. (0-5-year-olds and 6-9-year-olds in household).

Demolition. (0-5-year-olds in household).

Dinosaur Roar, Diggersaur series, Greedy Goat. (0-5-year-olds in household).

Dinosaurs. (0-5-year-olds in household).

Dogman. (6-9-year-olds in household).

Dr Suess' ABC's. (0-5-year-olds in household).

Dr Zeus. (6-9-year-olds in household).

Dragon Defenders. (6-9-year-olds in household).

Ella Dairy. (6-9-year-olds in household).

Fairy tale books, Little Light of Mine, Spot books, Peppa Pig book. (0-5-year-olds in household).

Fantastic Mr. Fox. (0-5-year-olds and 6-9-year-olds in household).

Footrot Flats. (6-9-year-olds in household).

Ginger Bread man. (0-5-year-olds in household).

Go Girls and Rebel Girls. (6-9-year-olds in household).

Going on a Bear Hunt, My Little Pony books. (0-5-year-olds and 6-9-year-olds in household).

Good night, Gorilla. (6-9-year-olds in household).

Goosebumps, Diary of a Wimpy Kid, Conspiracy 365, Ninja Kid. (0-5-year-olds and 6-9-year-olds in household).
Guess How Much I Love You and Dr Seuss. (6-9-year-olds in household).
Guinness Book Of Records. (6-9-year-olds in household).
Hairy Maclary. (0-5-year-olds in household).
Hairy Maclary books. (0-5-year-olds and 6-9-year-olds in household).
Hairy Maclary. (0-5-year-olds in household).
Hairy Maclary. (0-5-year-olds in household).
Hairy Maclary. (0-5-year-olds and 6-9-year-olds in household).
Human Body and Planet Earth. (6-9-year-olds in household).
Hungry caterpillar, Gruffalo, Dinky and Wonky Donkeys. (0-5-year-olds in household).
Is That My Teddy? The Zoo. ALL of her dinosaur books. (0-5-year-olds in household).
Kiwi Jingle Bells. (0-5-year-olds in household).
Lots of novels for 7yos. (0-5-year-olds and 6-9-year-olds in household).
Lots of them. Too many to name. (6-9-year-olds in household).
Many, but recently it is the Children's Bible. (6-9-year-olds in household).
Maui. (0-5-year-olds and 6-9-year-olds in household).
Narnia. (0-5-year-olds and 6-9-year-olds in household).
Nee Naw and Going On A Bear Hunt. (0-5-year-olds in household).
Nursery rhymes and old-fashioned folk stories. (6-9-year-olds in household).
Oh! The Places You'll Go! (Dr Seuss). (0-5-year-olds in household).
Peek A Who, Hooray For Birds, Hooray For Fish. (0-5-year-olds in household).
Peppa Pig, Disney books. (0-5-year-olds in household).
Percy Jackson series. (6-9-year-olds in household).
Pig the Pug series, Captain Underpants. (0-5-year-olds in household).
Probably Dogman books. (6-9-year-olds in household).
Reo Māori index style books, Children's Bible. (0-5-year-olds in household).
Reo Pepi Tahi Series 1. (0-5-year-olds in household).
Science fiction, Star Wars. (0-5-year-olds and 6-9-year-olds in household).
Star Wars books. (0-5-year-olds and 6-9-year-olds in household).
Te Anuhe Tino Hiakai (The Very Hungry Caterpillar). (0-5-year-olds in household).
Ten minutes to bedtime. (0-5-year-olds in household).
The 13 Storey Tree House series, Geronimo Stilton series. (6-9-year-olds in household).
The 3 Bears. (0-5-year-olds in household).
The Second Sky. (6-9-year-olds in household).
The Wiggles books. (0-5-year-olds in household).
The Witches Britches. (6-9-year-olds in household).
There are too many. (0-5-year-olds in household).

There's too many but a few that come to mind are: The Cuddliest Hug, Huggle Buggle Bear, Piglet, Hairy Maclary, The Wheels on The Bus (In Te Reo), I Want To Be A Dinosaur, Barney Nursery Rhymes Vol. 2, Doc Broc, Benito Bear, Colours (In Te Reo), Numbers (In Te Reo). (0-5-year-olds in household).

Thomas the Tank Engine. (0-5-year-olds in household).

Too many. (0-5-year-olds in household).

Too many to list. (0-5-year-olds in household).

Too many to list! (0-5-year-olds and 6-9-year-olds in household).

Touch and Feel books. (0-5-year-olds in household).

Treehouse Story. (6-9-year-olds in household).

Unicorn and Princesses. (0-5-year-olds and 6-9-year-olds in household).

Wimmeltown. (0-5-year-olds in household).

Wings of Fire. (0-5-year-olds and 6-9-year-olds in household).

11.5 Reading more to children under 10 years

Parents/guardians of children under 10 years were asked if, in general, they would like to read more to their child/children.

Overall, 55% would like to read more to their under-10-year-olds, particularly those who have 0-5-year-olds in their household.

In general, would you like to read more to your child/children?	ALL	Children in household aged:	
		0-5 years	6-9 years
Yes	55%	68%	47%
No	20%	13%	26%
Maybe	25%	20%	27%
N (unweighted)	222	138	126

Parents/guardians who answered “No” were reading to their children at a slightly below-average rate of 3.2 days per week. Those who answered “Maybe” were reading to their children at an above average rate of 4.5 days per week.

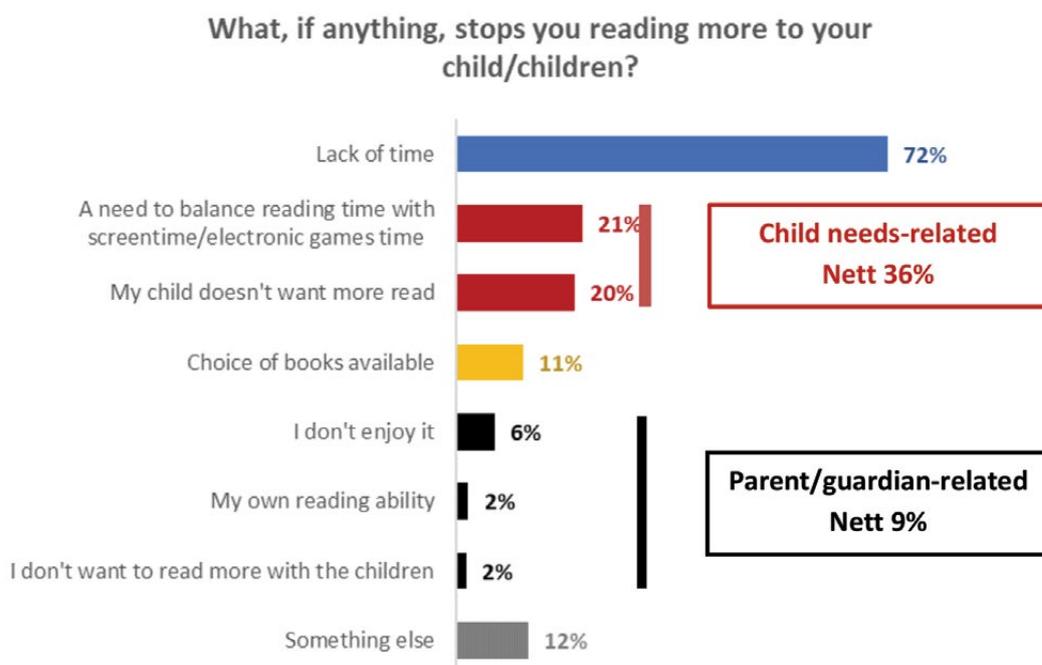
11.6 Barriers to reading more to under-10-year-olds

Respondents who said they would, or maybe would, like to read more to their under-10-year-olds were asked what stopped them doing that.

Lack of time was the major barrier to reading more to their children for all parents/guardian of under-10-year-olds, regardless of whether the children are 5 or less or 6-9 years.

A nett 36% referenced child needs - a need to balance reading time with screen/device time or the child/children did not want more read.

A nett 9% gave answers related to themselves – they said they either did not enjoy it, it was because of their own reading ability, or they just didn't want to read more with the children.



Note that “A need to balance reading time with screentime/electronic games time” and “My child doesn't want more read” both increase as the child age group increases, as shown in the following table.

What, if anything, stops you reading more to your child/children?	ALL	Children in household aged:	
		0-5 years	6-9 years
Lack of time	72%	75%	74%
A need to balance reading time with screentime/electronic games time	21%	16%	23%
My child doesn't want more read	20%	10%	24%
Choice of books available	11%	10%	12%
I don't enjoy it	6%	5%	7%
My own reading ability	2%	3%	1%
I don't want to read more with the children	2%	2%	1%
Something else	12%	14%	6%

Comments on “something else” that was a barrier are listed below:

Nothing stops me- I read to them every day. (6-9-year-olds in household, maybe like to read more to them).

We both have ADHD. (0-5-year-olds in household., would like to read more to them).

TBI. (6-9-year-olds in household., maybe like to read more to them).

Illness. (6-9-year-olds in household., would like to read more to them).

Being too exhausted. (0-5-year-olds in household., would like to read more to them).

My child lives in my house and also with their mum. (0-5-year-olds in household, would like to read more to them).

He's only a baby. Too young. (0-5-year-olds in household., would like to read more to them).

Child is under 1. (0-5-year-olds in household., maybe like to read more to them).

Child is only 3 months old. (0-5-year-olds in household., would like to read more to them).

She's too young. (0-5-year-olds in household., would like to read more to them).

Too young. (0-5-year-olds in household., would like to read more to them).

Baby is only 4 weeks old so hoping we'll read a lot more as she grows! (0-5-year-olds in household., would like to read more to them).

Balance with life. (0-5-year-olds and 6-9-year-olds in household, maybe like to read more to them).

Balance of chores/work/reading. (0-5-year-olds in household, would like to read more to them).

Kids have a lot of autonomy choosing what they are interested in reading about. (6-9-year-olds in household, would like to read more to them).

Child loses interest too quickly. (6-9-year-olds in household, maybe like to read more to them).

She's very outdoorsy so loves physical play too, I also have a 1-year-old so hard to read to them at the same time. (0-5-year-olds in household, would like to read more to them).

He loves reading by himself. (6-9-year-olds in household., maybe like to read more to them).

They are capable of reading themselves. (6-9-year-olds in household, maybe like to read more to them).

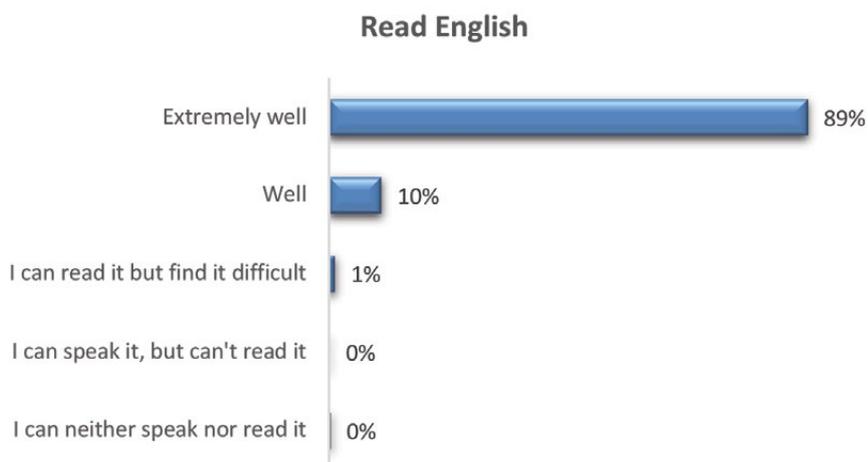
She can read herself. (6-9-year-olds in household, maybe like to read more to them).

12. Languages read

All respondents were asked what languages they could read and how well they could read them.

English

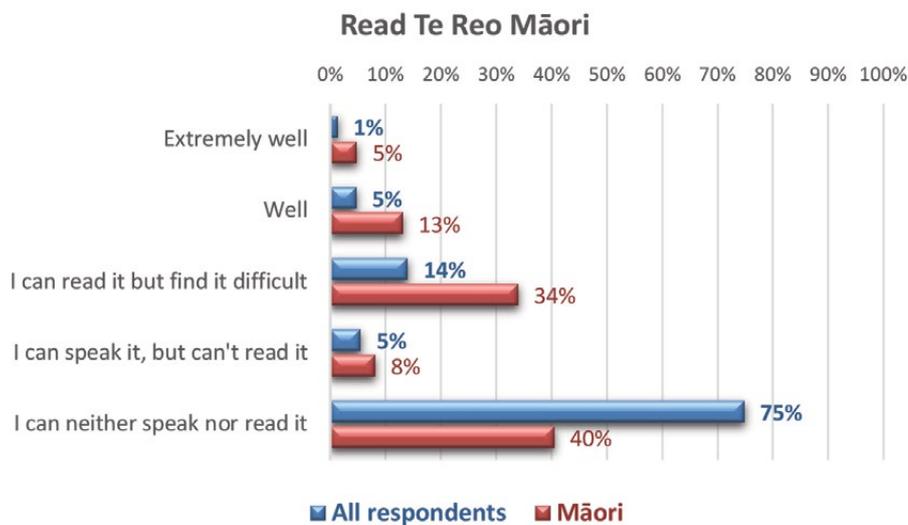
89% of respondents said they were able to read English extremely well. 1% said they found it difficult: while this was highest for Asian (7%) and Pasifika (6%) ethnic groups, these people were spread across all ethnic groups except NZ European/Pākehā.



Te Reo Māori

75% overall said they could neither speak nor read Māori and 5% said they could speak it but not read it. For Māori, 40% could neither speak it nor read it, and 8% could speak it, but were not able to read it.

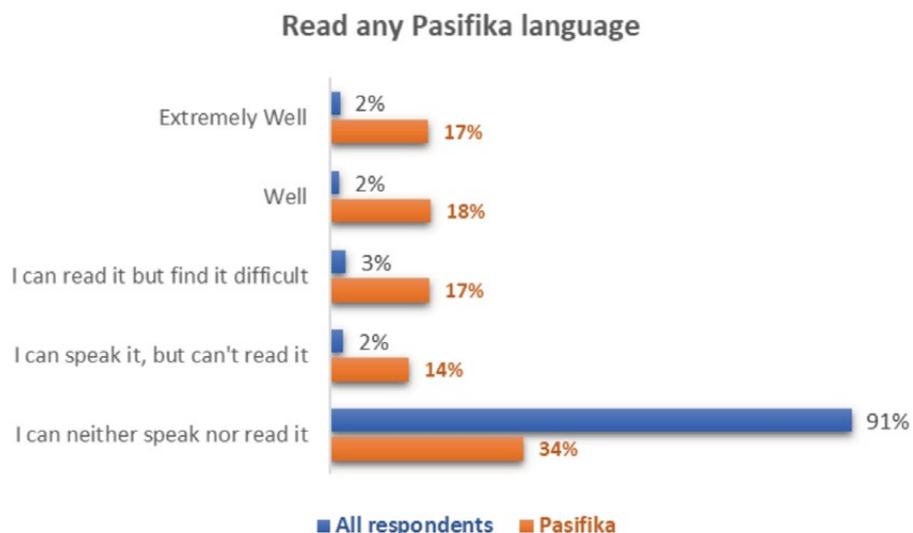
1% overall and 5% of Māori said they could read it “extremely well”, although 13% of Māori said they could read it “well”: a total of 18% reading it at least “well”. A further third of Māori said they could read it, but found it difficult.



Pasifika languages

The results for Pasifika languages are similar to 2018. More than 90% of respondents could neither read nor speak Samoan, nor any other Pasifika language.

34% of Pasifika said they were unable to read or speak any Pasifika language.

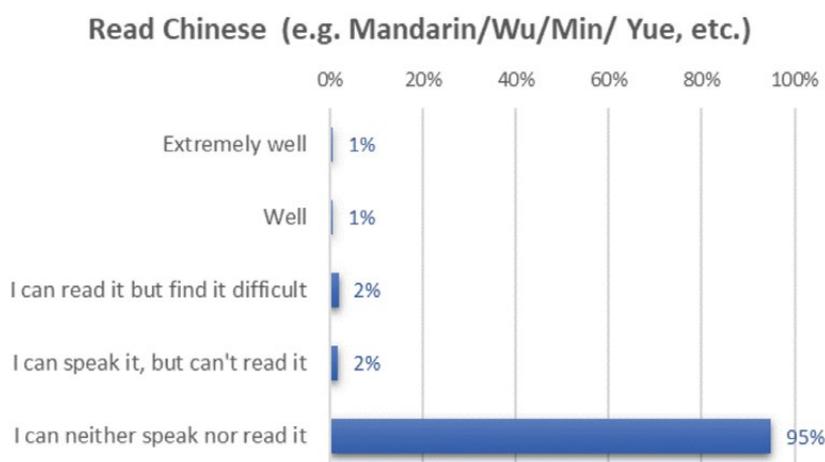


2% of all respondents said they could read Samoan and 3% another Pasifika language “well” or “extremely well”. Overall, 14% of Pasifika in the survey could read Samoan “well” or “extremely well” and 27% were able to read another Pasifika language “well” or “extremely well”. Note that the ethnic group criteria did not separate Pasifika of Samoan heritage from other Pasifika.



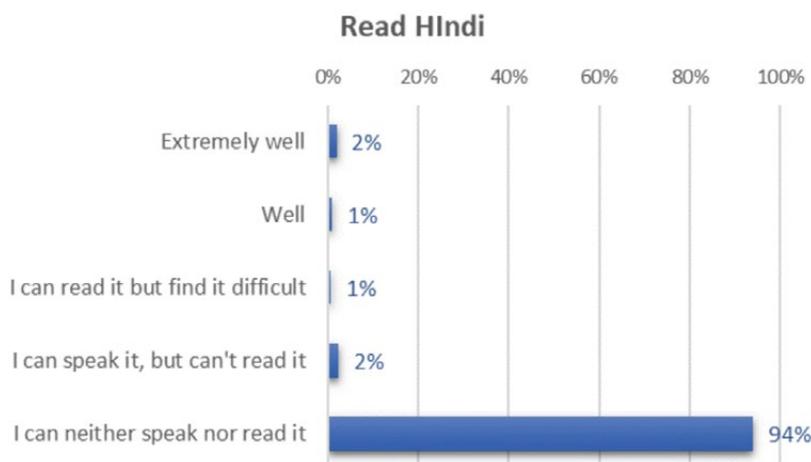
Chinese

2% of the sample indicated they could read Chinese well or extremely well.



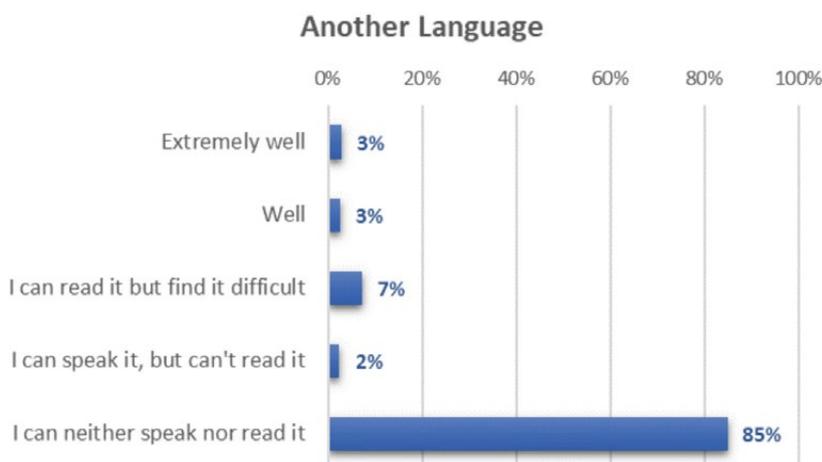
Hindi

3% said they could read Hindi “well” or “extremely well”.



Other languages

6% said they were able to read another language well or extremely well (7% in 2018). The list was lengthy; in total, and as in 2018, 48 languages were listed. Once again, French had the largest number of mentions (around 3 in 10), followed by German and Spanish. Japanese, Afrikaans, Dutch, Italian, Arabic, Korean, Filipino, Thai and Russian were mentioned less frequently.



APPENDIX 1 - SAMPLE

The sample for this online survey contains 1,956 adults (18+) plus 89 10-17-year-olds who are members of the nationwide HorizonPoll and Horizon Research Māori panels, and a third-party respondent panel (used for source diversity). The survey was conducted between 15 and 26 September, 2021.

The sample was weighted to match national demographics for age, gender, personal income, education level, employment status and ethnicity and has an overall margin of error of $\pm 2.2\%$.

As noted above, the sample used source diversity: - 1,238 members of Horizon Research's national online research panels, plus 807 respondents provided by an online sampling and data collection company responded. Both Horizon's panels and the external panel have been recruited, and are maintained, to represent the New Zealand population.

The sample was weighted to match national demographics for age, gender, personal income, education level, employment status and ethnicity for the New Zealand population 18 years of age or over and has an overall margin of error of $\pm 2.2\%$.

To gain an understanding of younger people's reading, questions related to children under 10 years and young people aged 10-17 years were included in the survey:

- Respondents with children under 10 years of age were asked questions about their children's reading. These yielded responses related to 224 children. Note that these questions give the parent or caregiver's understanding of what their children are reading and because of that, the results have been used as indicators of volume and types of books read. Because of the overall length of the survey, these questions were less detailed than those for adults. The results for children under 10 years are unweighted.
- Respondents with 10–17-year-olds in their household were asked if they were prepared for their young people to complete a few questions on their reading. These questions were similar to the adult questions, but, again, with less detail. Not all adults with 10–17-year-olds were prepared to let them answer the questions. Results should therefore be regarded as indicators. In total, 89 10–17-year-olds completed the questions.

Contact

For more information about this survey, please contact:

Grant McInman, telephone 021 076 2040, email gmcinman@horizonresearch.co.nz.

Graeme Colman, telephone 021 84 85 76, email gcolman@horizonresearch.co.nz.