

Understanding Australian readers

Behavioural insights into recreational reading

How do we get more Australians reading? What are the best ways to reach those who rarely read? And what can we practically do to influence reading habits?

Understanding Australian readers: Behavioural insights into recreational reading is a new research report by Australia Reads and Monash University's BehaviourWorks Australia tackling these questions, and providing valuable insights into how to positively influence reading participation in Australia.

The report outlines the behaviours that constitute recreational reading, and the various drivers and barriers to these behaviours for different audience segments across the Australian population.

This research provides a practical and thought-provoking base to support an industry-wide conversation about how to reach these different readers through targeted campaigns and programs, as well as how to prioritise this work most effectively to shift national reading rates in Australia.

Fast facts

Feeling 'comforted' was the most common reading-related emotion reported by respondents

People who have established a regular reading time are far more likely to read consistently

54.9% of Readers and 49.8% of Non-Readers indicate they read less than they intend to

People who couldn't recall a single positive reading experience in the past were far more likely not to be current readers, and to report a lack of interest in reading in the future



Find out more and download the full report:
australiareads.org.au/research

