

Introducing the reader segments



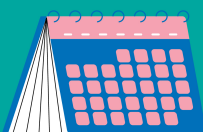
As part of the *Understanding Australian readers* report, behavioural researchers at Monash University surveyed Australians ages 16+ and identified four reader, and two non-reader segments.

These segments help us to understand the drivers and barriers of different 'types' of readers, and what's most likely to reengage them in reading.

Avid Reader

(22.4%)

The daily devotee



Habits:

You read daily and frequently start new books

Intentions:

No gap between how much you read and how much you intend to read

Demographics:

Mostly women, older or retired, living alone or with a partner

Barriers:

None! You have the motivation, time, and ability to read



Engaged Reader

(30.6%)

The regular but busy reader



Habits:

You read regularly (daily or a few times a week), but want to read more

Challenges:

Struggle with motivation, distracted by other activities

Demographics:

Young to middle-aged, highly educated

Barriers:

Competing priorities and lack of time for reading



Ambivalent Reader

(14.8%)

The uncertain explorer



Habits:

Inconsistent reading; unsure if you truly enjoy reading or want to prioritise it

Challenges:

Lack of interest, uncertainty about enjoyment, and motivation

Demographics:

Slightly younger, with more men in this group

Barriers:

Indifference to reading, uncertainty about your capability and interest



Aspirational Reader

(14.7%)

The eager yet struggling seeker



Habits:

Read infrequently (monthly or a few times a year), but eager to read more

Challenges:

Lack of time, distractions, and difficulty staying motivated

Demographics:

Younger to middle-aged, higher earners, mostly full-time employees

Barriers:

Struggle with competing activities, time constraints, and motivation



Lapsed Reader

(7.1%)

The forgotten book lover



Habits:

Used to read more but have lapsed into not reading; remember positive reading experiences

Challenges:

Read less than you want to, experience difficulty with focus and reading skills

Demographics:

Fairly balanced age and gender distribution, mixed household types

Barriers:

Lack of time, trouble finding books that interest them, and difficulty concentrating



Uninterested Non-Reader

(10.4%)

The complete disconnect



Habits:

Don't read for recreation and lack interest in reading

Challenges:

Indifferent to reading, find reading difficult and prefer other entertainment forms

Demographics:

Younger to middle-aged, mostly male, many working full-time

Barriers:

Low motivation, concentration difficulties, lack of time, and lack of interest in books



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

