

Introducing the 'reading journey'



Reading isn't just one behaviour. It's a series of individual actions and decisions – from thinking about reading, to choosing a book, finding time to read, and actually sitting down with the book.

If we want to help people read more, we need to break down the 'reading journey' to figure out where people are getting stuck, and how we can help them along the way.



As part of the *Understanding Australian readers* report, we looked at the ways different reader segments respond to each stage of the reading journey.

This information helps us understand where different kinds of readers may need different kinds of supports to help them engage more fully with recreational reading.

Finding books

Browsing books and finding potential reading options



- Avid and Engaged Readers have little trouble finding books they want to read.
- In contrast, Aspirational and Ambivalent Readers face more difficulty in finding books and are less likely to consider this a worthwhile activity in its own right.



Choosing books

Making a choice on what book to read



- Genre is a common consideration across all segments, but Avid and Aspirational Readers place the most emphasis on it. Avid Readers also place a lot of weight on the author.
- Engaged Readers show a balanced approach, evaluating multiple factors including price, genre, and author.
- Ambivalent Readers are more focused on practical aspects such as book length and affordability, while also considering genre and author.



Getting books

Actually acquiring the book from a bookstore, library, online store or other source



- Acquisition methods reveal distinct preferences between the segments.
- While Avid Readers purchase books, they are more frequent borrowers particularly from local libraries.
- Aspirational Readers favour purchasing from physical bookstores and department stores, while Ambivalent Readers display less consistent preferences in how they get books.
- Physical locations, including libraries and bookstores, remain common avenues for most segments, rather than online locations.



Starting to read

Beginning the book – whether that's opening the cover, or hitting play on an audiobook



- Each segment has unique preferences and challenges when it comes to starting a new book, suggesting different motivations and approaches to beginning a book.
- Avid Readers are most likely to report that knowing exactly which book they want to read makes it easier to start reading.
- Engaged Readers find it easier to start reading if they have a dedicated time.
- Ambivalent and Aspirational Readers have less routine and structure around beginning to read and are largely driven by their personal interest and being in the right mood, but distractions easily derail their reading.



Continuing to read

Repeatedly engaging with the act of reading or listening to a book



- Avid Readers are committed to finishing books, even if disengaged, with half choosing to stop only when fully disinterested.
- Engaged Readers share this persistence, with 33.7% determined to complete what they start.
- Aspirational Readers are more likely to abandon books if they lose interest and Ambivalent Readers have the lowest completion rates, showing minimal sense of accomplishment upon finishing.

Want to learn more?

Download the full *Understanding Australian readers* report:
australiareads.org.au/research

