

HORIZON RESEARCH LIMITED

# BOOK READING IN NEW ZEALAND

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**NEW ZEALAND BOOK COUNCIL**  
*Te Kaunihera Pukapuka o Aotearoa*

**August 2018**  
Conducted for the  
New Zealand Book Council

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## Haere mai and welcome to our *2018 Book Reading in New Zealand* report.

This research into the reading habits of New Zealanders follows a similar report we commissioned last year and confirms again that not only are we a nation that loves to read, but also one that loves to read our own stories.

However, 442,600 Kiwis didn't read a book in the past year. We also found that fewer men are reading books.

The 2018 study reports that 86% of New Zealand adults had read or started to read at least one book in the past year, down from 88% last year.

Looking closer at this figure shows the percentage of female respondents reading has remained essentially the same, but there was a decline in the percentage of male respondents reading.

This year we asked more questions, specifically about how New Zealanders are using their leisure time, to see how reading fits in to our lives. We also wanted to know about the other languages we read.

As in 2017, the majority of us read for relaxation and enjoyment, and our favourite fiction genres are crime, thriller and adventure stories.

It is wonderful that New Zealanders love to read and to see that books remain an important touchstone in our society. But it's worrying to see how many of us didn't pick up a book in the past year.

The increasing demands of society and work mean more than ever New Zealanders need to understand and apply information across a range of sources in order to function effectively at work and everyday life. Reading is the foundation for all types of literacy.

The Book Council's vision is to grow a nation of readers. We take these findings seriously and will use them to inform a number of our programmes and projects. This research forms the foundation of our knowledge about our reading in New Zealand.

We will continue to work to ensure New Zealanders keep reading, with a particular focus on our boys.

Ngā mihi

Jo Cribb CEO, New Zealand Book Council



# EXECUTIVE SUMMARY

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This report summarises the results of the second survey of book reading in New Zealand. Between 2 and 25 May 2018, 2,261 adult New Zealanders responded to the online survey conducted by Horizon Research Limited for the New Zealand Book Council. The survey also obtained 288 parent and caregiver estimates of reading by under 10 year olds and information directly from 108 respondents aged 10-17 year olds.

### Total reading in the past 12 months

Overall, 86% of adults, equivalent to around 2,756,400 New Zealanders 18 years of age or over, had read or started to read at least one book in the past 12 months.

14% of adults, around 442,600 New Zealanders 18 years of age or over, had read no books in the past 12 months. However most of this group had read newspapers (either printed or online) or magazines. Only 2% of adult respondents (equivalent to around 68,400 New Zealanders 18 years of age or over) had not read any books, newspapers or magazines in the past 12 months.

97% of 10-17 year olds reported reading in the past 12 months (equivalent to around 451,400 people), together with 82% of under 10 year olds (equivalent to around 500,700 people).

These figures combined give an approximate total of 3,708,500 New Zealanders reading in the past 12 months (based on the 2013 census population) - 87% of the total population.

**The total number of books (fiction, poetry and non-fiction) read in the past 12 months is estimated at 129,755,200 across the population; an average of 35.0 books per reader.<sup>1</sup>**

As in 2017, 91% of adult women read or started to read at least one book in the past 12 months, but adult male reading incidence was lower than in 2017, dropping from 84% to 81%.

Males made up 69% of those adults who did not read a book in the past 12 months, up from 63% in 2017.

### Total reading of books by New Zealand authors

57% of readers of all ages (up from 52% in 2017 and equivalent to 2,116,400 New Zealanders or 49.9% of the total population) reported reading books by New Zealand authors or poets in the past 12 months.

The estimate from the survey is that New Zealand authored books (fiction, poetry and non-fiction) were read 25,591,100 times in the past 12 months. This represents 20% of all books read in New Zealand, up from 17% in 2017.

As in 2017, fiction and non-fiction readers were most likely to have heard about books by New Zealand authors from recommendations or browsing in libraries, bookstores or on the internet.

Readers of books by New Zealand poets were most likely to have heard about the books by browsing in stores, libraries, or online or seeing it advertised online or elsewhere.

As in 2017, social media was not a strong source for people to hear about fiction or non-fiction by New Zealand authors, but was more important for New Zealand poetry.

### Reading compared with other leisure activities

60% of adult New Zealanders reported reading books at least once a week, a higher percentage than those who read newspapers (either online or in printed form) or magazines at least once a week. 31% said they read books every day.

By comparison, 95% had participated at least once in the past week in the most frequent activity: browsing the internet at home. 80% of respondents said that they did this every day.

87% watched television, the second most common activity, at least once a week, 65% watching every day.

<sup>1</sup>See "Changes from the 2017 survey" on the first page of the report section.

### Reasons for reading and not reading

Enjoyment and relaxation/quiet time/time out remain the main reasons for adults to read. There were few differences between those who read fiction, poetry or non-fiction.

The 24% of adults who had read only one to three books in the past 12 months (equivalent to around 752,000 people) primarily cited lack of time as the primary reason for not reading more, although finding a book that interested readers was also a significant barrier.

59% of adults who had not read a book in the past 12 months said they didn't really like reading, up from 24% in 2017. 30% said they had not had the time to read. 26% said they felt it was easier watching movies based on a book.

### Fiction readers

**80% of New Zealand adults read fiction in the past year, together with 94% of 10-17 year olds and 84% of children under 10 years, equivalent to around 3,412,800 fiction readers in total.**

Total fiction read in New Zealand in the past 12 months was estimated at 83,273,000 books. General fiction and crime, thriller and adventure books were the dominant genre for adult fiction readers.

95% of adult fiction book readers read for pleasure and 43% read fiction for work or study.

11% said they had read or started at least one fiction book in Te Reo Māori and the books they read in Te Reo made up 4% of total fiction read.

### Poetry readers

**30% of New Zealand adults read poetry books in the past year, up from 27% in 2017. In addition, 46% of 10-17 year olds and 41% of children under 10 years (39% and 37% respectively in 2017) read poetry, around 1,372,700 poetry book readers in total.**

The total estimate for poetry books read by New Zealanders of all ages in the past 12 months is 13,151,700.

### Non-fiction readers

**77% of New Zealand adults read non-fiction in the past 12 months (76% in 2017), together with 72% of 10-17 year olds and 62% of children under 10 years: around 3,109,400 non-fiction readers in total.**

As in 2017, biographies and autobiographies formed the largest genre read, with around 1,384,400 readers in total. With around 1,165,400 readers, cookbooks were the second most popular non-fiction books by New Zealand authors read, with two thirds of readers being female.

86% of adult non-fiction book readers read for pleasure and 49% for work or study

12% said they were reading non-fiction in Te Reo Māori and the books they read in Te Reo made up 5% of total non-fiction read.

### Online sources

**The majority of purchased fiction books are now coming from online sources (54% v 42% in 2017). Physical bookstores' share changed from 58% in 2017 to 46% in 2018.**

**The percentage of online buyers of fiction buying from New Zealand bookstore websites increased in comparison with 2017.** There was a drop in the percentage purchasing from overseas sites.

By volume, non-fiction books bought online now exceed those bought in a bookstore.

### Printed Books, e-books and audio books

67% of fiction books read by adults were printed books, 28% e-books (up from 22% in 2017) and 5% audio books.

5% of adults read only e-books.

75% of non-fiction books read by adults were printed books, 18% e-books and 7% audio books.

4% of non-fiction readers used e-books exclusively when they read non-fiction.

### Most likely source of books

Respondents were most likely to think of sourcing books to read from a public library.

New Zealand bookstores moved slightly ahead of second hand bookstores for fiction but remained marginally behind for non-fiction.



# REPORT

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## REPORT

The survey is of the New Zealand population aged 18 years or over). Questions were added to the survey to gain indications<sup>2</sup> of reading incidence and reading volume among 10-17 year olds and New Zealanders under 10 years of age. Results for those under 10 years of age are based on responses from their caregivers.

### Changes from the 2017 survey

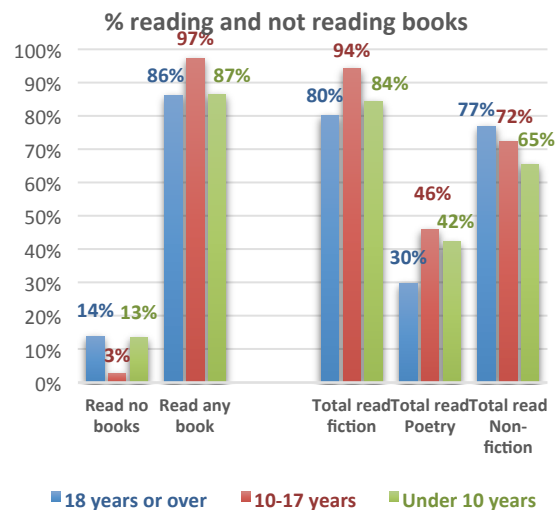
In comparison with the 2017 survey, questions on languages read and the relative importance of reading books in comparison with other leisure activities were added. While the structure of the 2018 survey is fundamentally the same as 2017, there are two important differences:

- The options for the volume of books read have been expanded. The 2017 survey had range options for numbers of books read with a top value of “40 or more”. That survey found that 9% of fiction readers, 0.5% of poetry readers and 2.9% of non-fiction readers had read 40 or more books of those types. With the aim of increasing the accuracy of the calculations for volumes of books read, the opportunity was taken in the 2018 survey to expand the ranges, up to a top option of “100 or more” books read in the past 12 months. This has had a significant effect on the calculations of average numbers and total volumes of books read.
- The genre questions have been altered to allow calculation of volumes of each genre read as well as the percentage of readers reading each genre.

<sup>2</sup> Refer to Appendix 1 for comments on the data for the 10-17 year old and under 10 year old groups

## 1. Total readership in the past 12 months

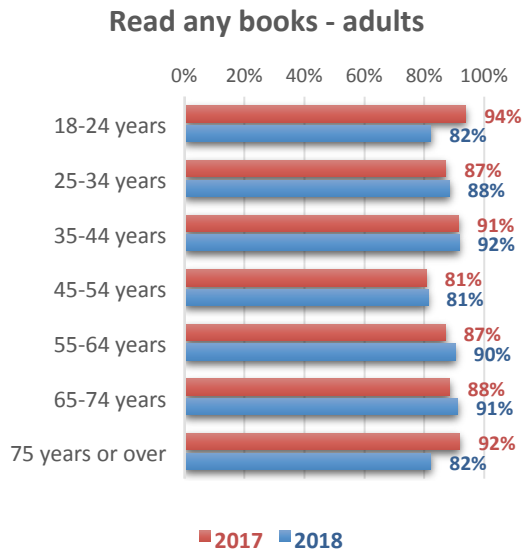
86% of adults, equivalent to around 2,756,400 New Zealanders 18 years of age or over, had read or started to read at least one book in the past 12 months. While this is a lower percentage than in the March 2017 survey (88%) the difference may not appear to be statistically significant. However, while the percentage of female respondents reading has remained essentially the same as in 2017, there was a decline in the percentage of male respondents reading.



As in 2017, around 91% of adult women read or started to read at least one book in the past 12 months, the same percentage as in 2017. However, adult male reading incidence was lower, dropping to 81% from 84% in 2017.

45-54 year olds again had the lowest percentage reading of any age group.





Including 10-17 year olds (equivalent to around 451,400 people reading) and under 10 year olds (equivalent to around 500,700 people reading), total New Zealanders reading in the past 12 months was approximately 3,708,500, or just over 87% of the population at the last reported census.

Around 269,200 adults read fiction only, 128,900 non-fiction only and 11,600 poetry only.

14% of adults, around 442,600 New Zealanders 18 years of age or over, had read no books in the past 12 months.

### 1.1 Reader and non-reader profiles

The profile of readers was largely similar to the overall population demographics. There were some differences in the profiles of fiction readers, poetry readers and non-fiction readers: these are commented on in Section 3.

69% of adults who did not read a book in the past 12 months were male, up from 62% in 2017. Non-readers' average age (45.9 years) was slightly lower than the average age of readers (47.1 years).

As in 2017, non-readers had lower average household income and personal income than readers. They were less than half as likely as readers to have education qualifications above NCEA Level 2 (including Sixth form, University Entrance).

### 1.2 Total books read

The survey indicates that New Zealand's 2.8 million adult book readers read 33.3 books each in the past 12 months, equivalent to around 92,377,300 books overall.

Combining the adult volume with the estimated 12,224,900 books read by 10-17 year olds and an estimated 25,193,000 read by those under 10 years gave an overall total of 129,755,200 books read by New Zealanders in the past 12 months, equivalent to 35.0 books per reader or 30.6 per person on a per capita basis.

### 1.3 Books by New Zealand authors/poets

55% of adult readers (around 1,514,900 New Zealanders or 47% of the total adult population) reported reading or starting at least one book by a New Zealand author or poet in the past 12 months, up from 50% of adult readers or 40% of the adult population in 2017.

Adults read an estimated 16,501,300 books by New Zealand authors or poets; 18% of all books read in the past 12 months and up from 15% in 2017:

- 6,918,000 fiction books: 12% of all fiction;
- 3,172,900 poetry books: 32% of all poetry; and
- 6,410,400 non-fiction books: 26% of all non-fiction.

49.5% of 10-17 year old readers reported reading books by New Zealand authors or

poets, equivalent to 226,000 readers in this age group and approximately 2,422,400 books.

Parents/caregivers reported that 75% of child readers under 10 years of age (equivalent to 375,500 child readers) had read a book by a New Zealand author or poet in the past 12 months. They estimated that 28% overall of the books the children had read were by New Zealand authors or poets, approximately 6,967,400 books in total.

**Combining those figures indicates a total of 2,116,400 New Zealanders (49.9% of the total population and 57.1% of readers) reading 26,268,200 books by New Zealand authors or poets in the past 12 months and equivalent to 20% of all books read in New Zealand (17% in 2017).**

#### 1.4 Reading in Te Reo Māori

Just under 13% of adult readers (equivalent to around 352,300 people) said they had read or started to read at least one fiction or non-fiction book in Te Reo Māori in the past 12 months<sup>3</sup>. Indications are that 32% of 0-9 year olds (around 160,100 children) and 17.5% of 10-17 year olds (around 79,200 people) had also read or started to read at least one fiction or non-fiction book in Te Reo Māori in the past 12 months.

In total, it is estimated that these 591,600 New Zealanders had read or started to read 5,872,800 books in Te Reo, close to 5% of all books read.

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<sup>3</sup> This information was not captured for Poetry

## 2. Reading compared with other leisure activities

Adult respondents were asked whether, in the past 12 months, they had participated in any of a list of leisure activities, including reading books.

The list of activities was similar to the list used for the Australia Council for the Arts' 2017 Survey of Australian Reading Habits, allowing comparisons to be made.

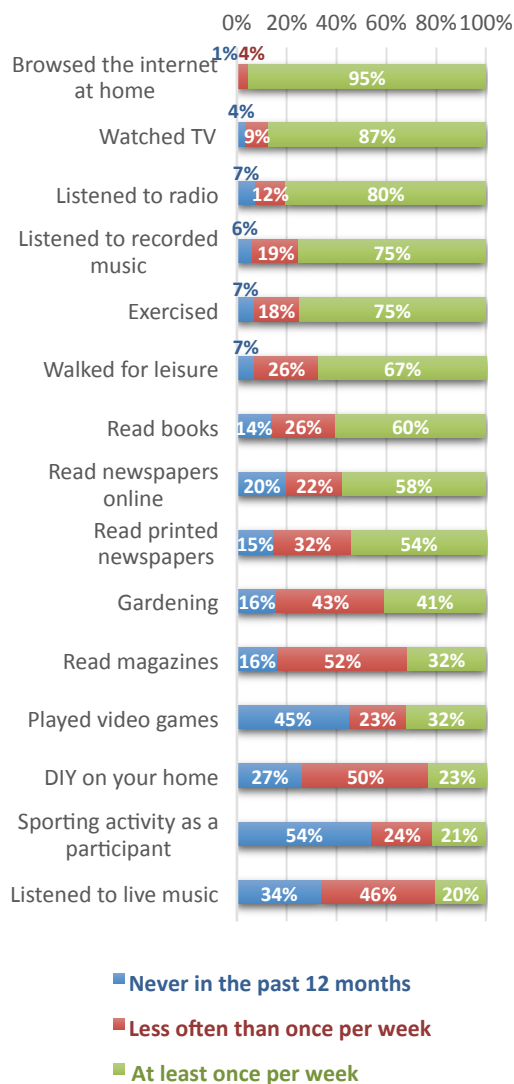
The most frequent activity was browsing the internet at home, the same as the Australian survey and at the same level: 95% participated at least once in the past week. 80% of New Zealand respondents said that they did this every day.

Similarly, watching television was the second most common activity in both surveys, with 92% of Australians reporting watching television at least once a week and 87% of New Zealanders doing so: 65% watching every day.

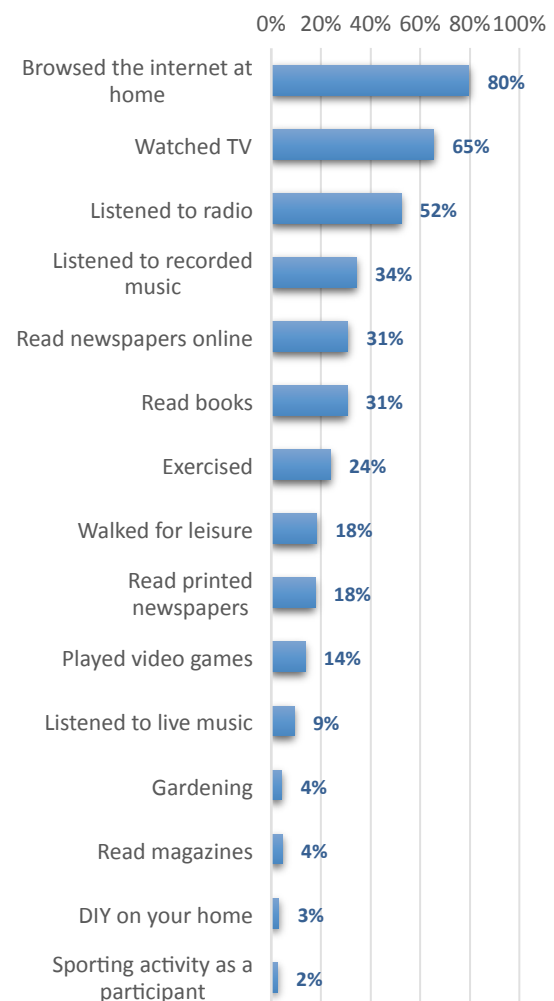
60% of adult New Zealanders reported reading books at least once a week (65% for Australians), a higher percentage than those who read newspapers (either online or in printed form) or magazines at least once a week.

Note that **85% of those adult respondents who had not read a book in the past 12 months** (equivalent to 12% of New Zealanders 18 years of age or around 372,200 people) **had read either magazines or printed or online newspapers in the past 12 months.** The remaining 15% (equivalent to 2% of New Zealand adults or around 68,400 people) had not read books, newspapers nor magazines in the past 12 months.

## Participation in leisure activities



## Activities done every day



For 31% of New Zealand respondents, reading books was something they did every day. Of this group:

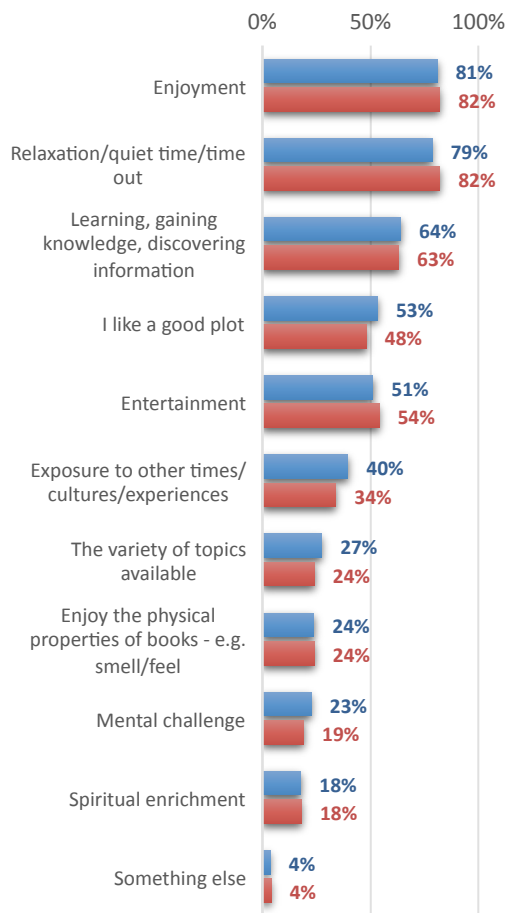
- 6 out of 10 were female.
- Average age was 13% older than the average age of all book readers.
- 2 out of 10 were retired/superannuitants.

## 3. Reasons for reading and not reading

### 3.1 Readers

As in 2017, enjoyment and relaxation/quiet time/time out were the main reasons for adults to read. There were again few differences between those who read fiction, poetry or non-fiction. As in 2017, poetry readers were more likely than others to be reading for spiritual enrichment.

## What are your main reasons for reading?



Most factors increased in importance as age increased, particularly learning, gaining knowledge or discovering information, relaxation and enjoyment. Learning, gaining knowledge or discovering information was more important to males than females, while reading for relaxation and enjoyment were more important to females.

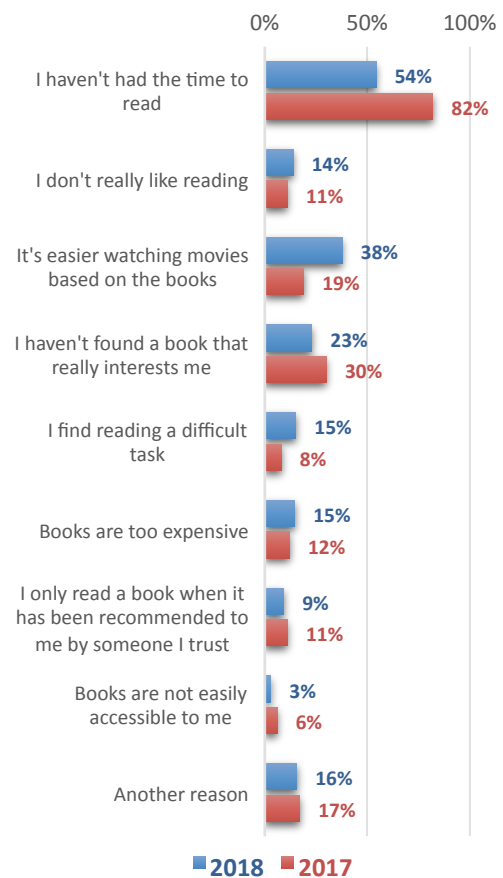
As in 2017, exposure to other times/cultures/experiences was more important to those over 35 years, and reading for spiritual enrichment again peaked with the 35-44 year old group and declined with increasing age after that.

### 3.2 Low volume readers

The 24% of adults (around 752,000 people) who had only read one to three books in the

past 12 months (22% in 2017) were asked why that was. Open response comments indicate that 4 in 10 put that down to being busy or having a lack of time. This was reinforced in the results of a follow up question with a list of reasons, where lack of time was the main reason for not reading more.

### Are any of the following reasons why you have only read a few books in the past year? - Read 1-3 books in past 12 months



Note that:

- 9% spontaneously said they just did not like reading and 14% had no interest in reading, while 5% found it boring. Prompted, 14% said they didn't really like reading, the same level as 2017.
- 21% (equivalent to around 158,000 people, but down from 30% in 2017) commented that they hadn't found a book that really interested them.

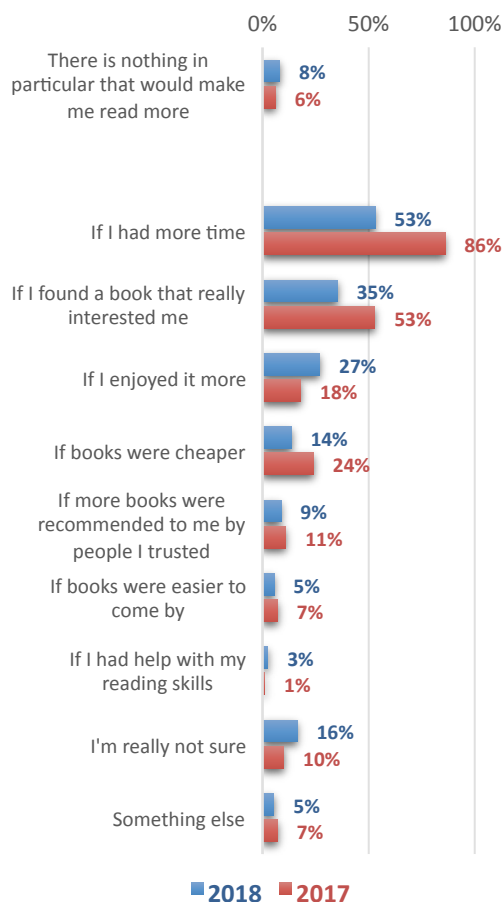
- Unprompted, 9% indicated they had some eye problems which made reading difficult.

For those who had only read 1 to 3 books in the past 12 months, 1 in 3 spontaneously indicated a lack of time or busy lifestyle. But prompted, 54% selected that as a reason for not reading more.

There are indications that for 1 in 8 low volume readers, reading articles or seeking information on the internet is taking the place of book reading.

As in 2017, having more time was selected as the largest factor in allowing low volume readers to read more.

**What, if anything, do you think would make you want to read more?**  
- Read 1-3 books in past 12 months

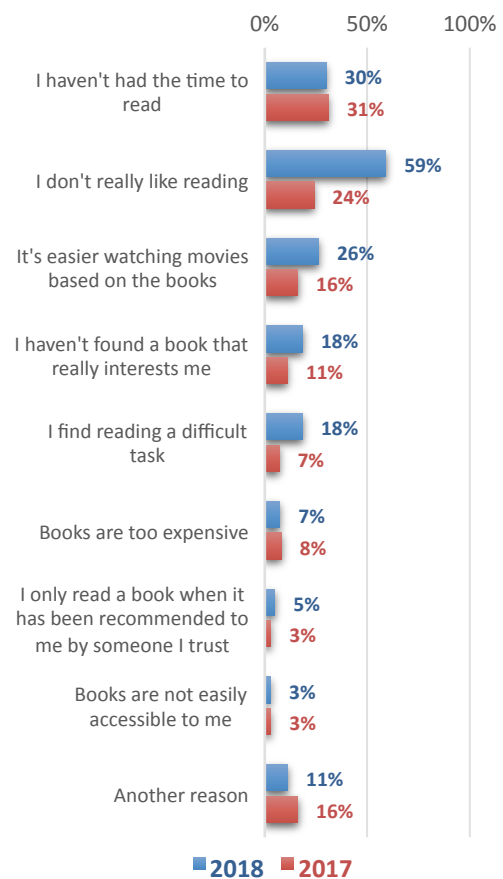


### 3.3 Non-readers

35% of those adults who had not read a book in the past 12 months spontaneously said that it was because they had not had the time to read.

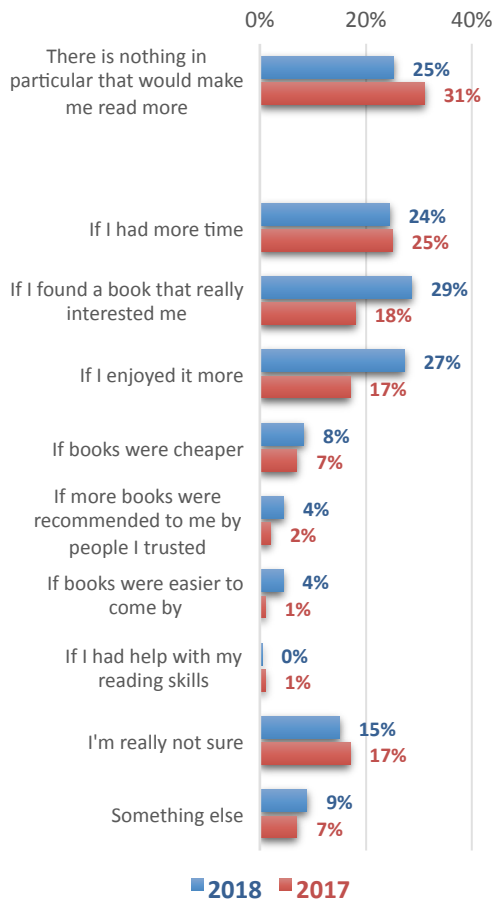
15% said that it was because they didn't really like reading, but prompted, that level rose to 59%, up from 24% in 2017 and equivalent to 260,900 adult New Zealanders.

**Are any of the following reasons why you have read no books in the past year?**  
- Read no books in past 12 months



For around 108,000 adults who hadn't read a book in the past 12 months, nothing in particular would make them want to read.

**What, if anything, do you think would make you want to read more?**  
- Read no books in past 12 months



## 4. What New Zealanders are reading

### 4.1 Fiction

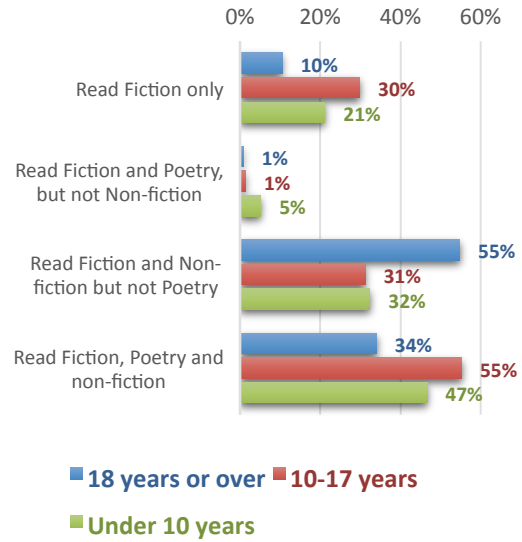
80% of New Zealand adults read fiction in the past year, together with 94% of 10-17 year olds and 84% of children under 10 years.

These percentages are equivalent to around 3,412,000 fiction readers: 2,564,100 adults, 425,200 10-17 year olds and 422,700 under 10 years.

An overall 11% of fiction readers read only fiction, with 88% reading non-fiction as well. As in 2017, where fiction readers also read poetry, it was most likely to be as part of their

reading across all three categories: fiction, poetry and non-fiction.

### Fiction readers



Adult fiction readers were average age for all book readers at 47.1 years (a slight increase on 2017's 45.5 years) and, as in 2017, tended to have average income levels. 55% were female, compared with 54% for all readers and 51% for the overall population average.

On average, adult fiction readers each read or started 22.6 fiction books in the past 12 months, representing an estimated 57,849,900 books in total. Added to an indicated 8,262,500 fiction books read by 10-17 year olds (19.5 each) and 17,160,600 fiction books read by under 10 year olds (40.4 each), total fiction read in New Zealand in the past 12 months was around 83,273,000 books.

#### 4.1.1 Fiction genres

The question on genre was asked in a different way from 2017. Respondents were asked what percentage of the fiction books they had read were from a particular genre. In 2017, respondents were only asked to identify which of a list of genre they had read.

The list of genre measured was unchanged.

### Adults

Overall, adult fiction readers reported reading an average of 4.6 different genres, up from 3.1 in 2017. General Fiction, and Crime, thriller and adventure books were the dominant two genre read in the past 12 months by adult fiction readers, each with around 1.8 million readers in total.

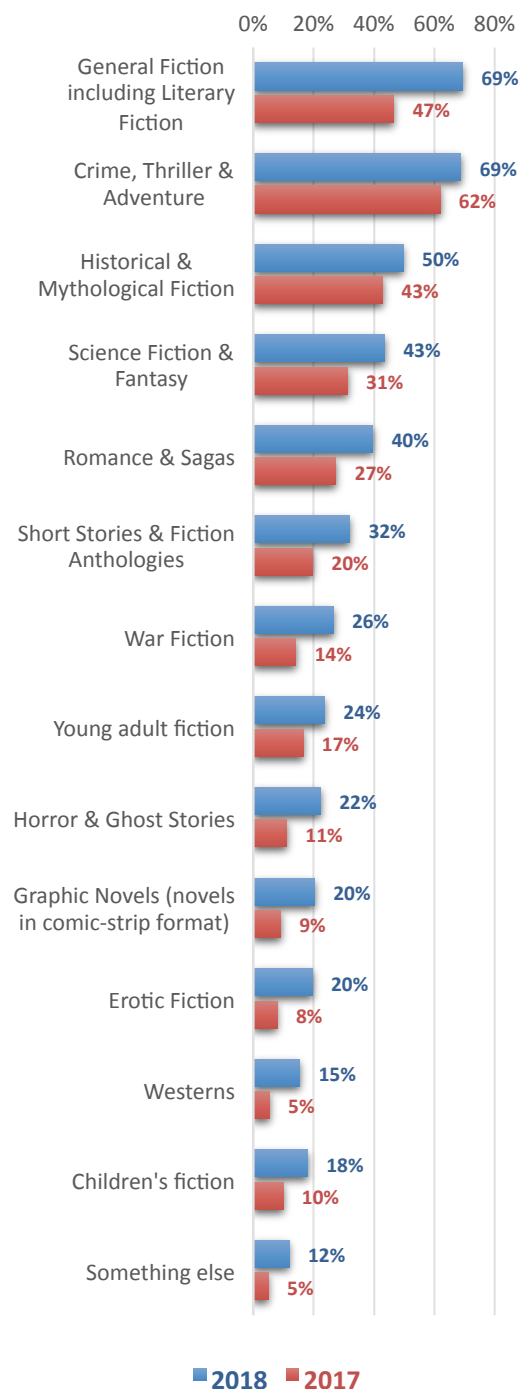
75% of female fiction readers reported reading general fiction, compared with 63% of male fiction readers.

As in 2017, reading of crime, thriller and adventure fiction increased as age increased but declined as education level increased.

Around 1,275,100 read historical and mythological fiction and around 1,115,300 read science fiction and fantasy: 54% of male fiction readers but only 35% of female fiction readers. Romance and sagas had around 1,017,000 readers: 22% of male fiction readers and 54% of female fiction readers.

As in 2017, males were more likely than females to read graphic novels, war fiction and westerns. Females, on the other hand, were more likely than adult males to read young adult fiction, children's fiction, short stories and horror or ghost stories.

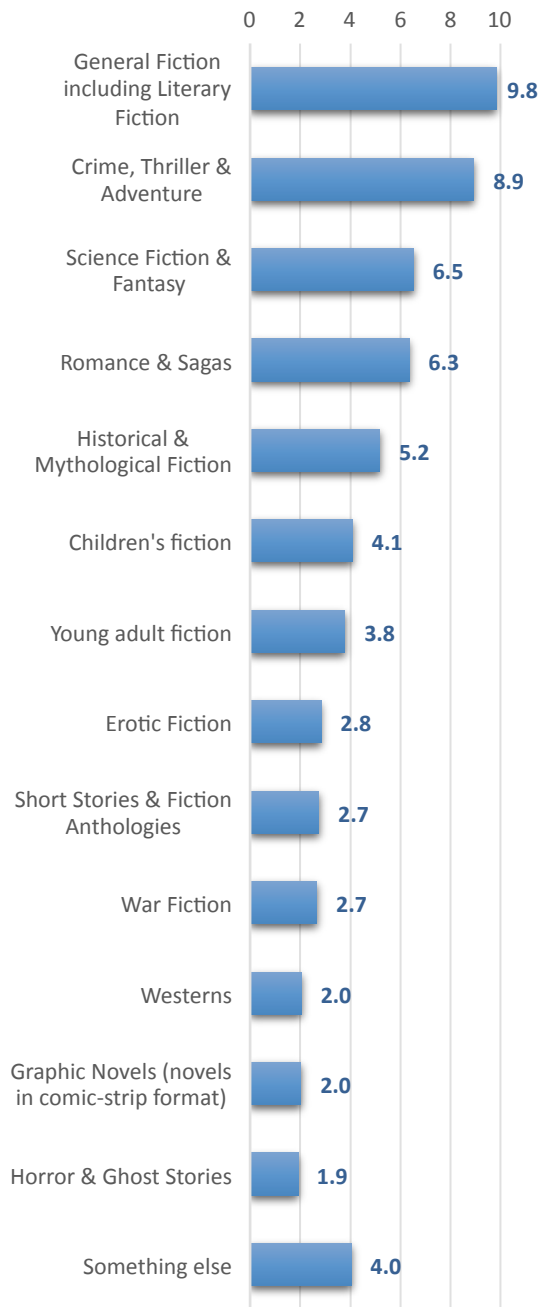
**Fiction genre**  
- % of fiction readers



The average number of books read in each genre by those reading the genre differed from genre to genre, as shown in the following chart.

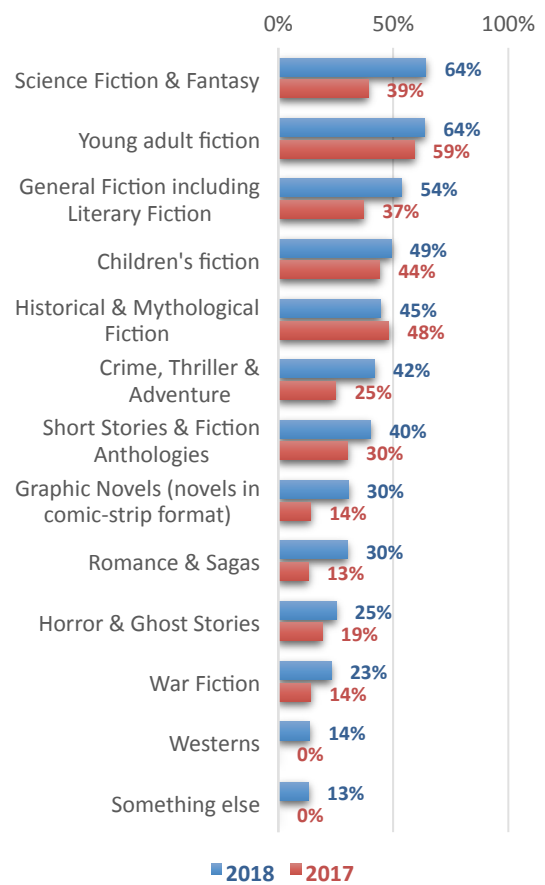


**Books read per genre by adults reading the genre**



- 228,100 read general fiction;
- 208,200 read children’s fiction;
- 189,600 read historical and mythological fiction;
- 177,400 read crime, thriller and adventure; and
- 170,500 read short stories and fiction anthologies.

**Thinking about all the fiction books you read in the past 12 months, which of the following genres did you read? - 10-17 year olds**



**10-17 year olds**

94% of 10-17 year olds (around 425,200 in total) read fiction. More 10-17 year old fiction readers (around 272,500 of them) read science fiction than other genres.

Around

- 270,200 10-17 year olds read young adult fiction;

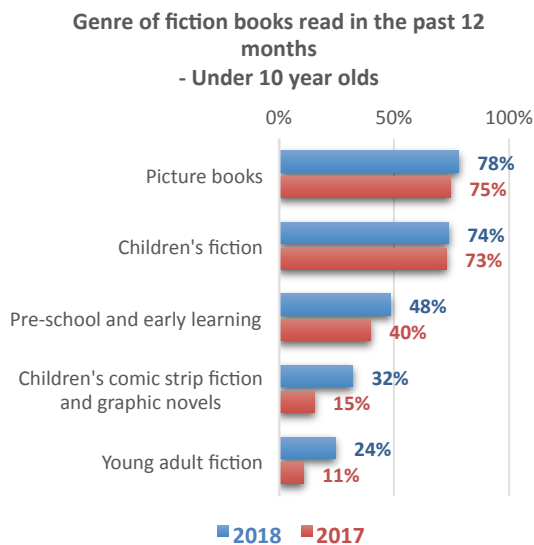
**Under 10 year olds**

84% of under 10 year olds (a total of around 422,700 children) were reported as reading fiction in the past 12 months.

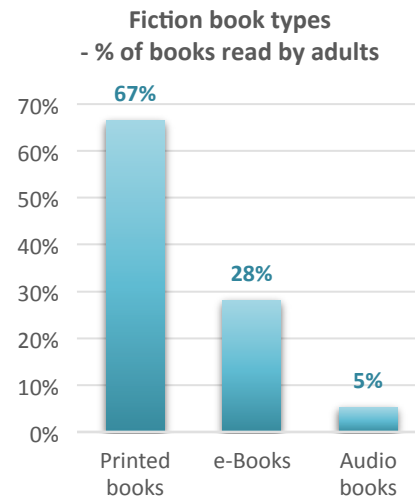
The question on genre for under 10 year olds was not as detailed as for other age groups. However, five simple genre groupings were measured. As shown in the following chart,



picture books and children’s fiction were the most common genre read.



Total fiction e-books read are estimated at 16,265,900. 5% of adults (around 139,600 people reading 1,995,800 fiction books) read only e-Books.



#### 4.1.2 Fiction book types

##### Adults

Printed books were the most popular form of fiction books. 90% of adult fiction readers read at least one printed book, but by overall volume printed books read were down from nearly ¾ to ⅔ of total fiction books read: around 38,530,400 books.

Printed books had a greater share of books read among those age 55 years or over.

47% of fiction readers, slightly down from 50% in 2017, read only print books. This represents around 1,151,600 adults reading around 19,043,800 fiction books.

44% of fiction readers had read at least one e-book, up from 40% in 2017. e-Books had a greater share of books read among those under 45 years, more than 50% of whom had read at least one e-book in the past 12 months. The share of e-books as a percentage of total fiction books read peaked among 25-34 and 35-44 year olds. Note that 12% of books read by those aged over 75 years were e-books.

17% of adult fiction readers had read audio books: around 3,053,700 books in total. 0.9% of adult fiction readers used only audio books: around 24,100 people and 93,000 books<sup>4</sup>.

Audio books were more popular with those under 45 years than with other age groups.

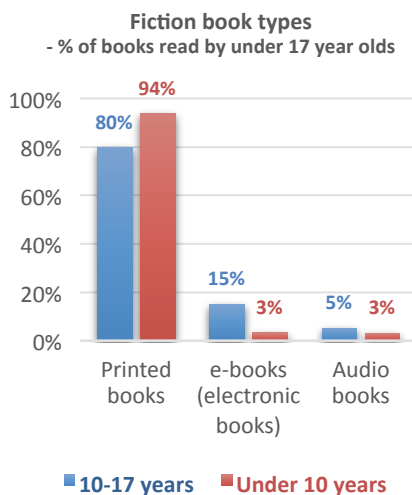
##### 10-17 and under 10 year olds

99% of under 10 year olds read at least one printed book in the past 12 months, while 20% read at least one e-book and 20% at least one audio book.

With 10-17 year olds, 96% had read at least one printed book, 33% at least one e-book and 17% at least one audio book.

<sup>4</sup> Although 0.9% of adult fiction readers used only audio books most audio book readers used other types of books as well when reading fiction. Similarly, most of the 0.5% of non-fiction readers who used audio books, used other types of books as well when they read non-fiction. Only 0.1% of adult readers use audio books exclusively for all books they read, regardless of whether they are reading fiction or non-fiction at the time.

By volume, printed books were highly dominant among under 10 year old and 10-17 year old readers, forming a higher proportion of total books read than for adults. Readers under 10 years of age read a higher proportion of printed books than 10-17 year olds.



### 4.1.3 Reading for pleasure, work or study

#### Adults

94% of adult fiction book readers read for pleasure. Books read for pleasure totalled 87% (around 50,584,400 books) of total fiction books read.

46% of adults read for work or study. Books they read for this purpose made up 13% (around 7,265,500 books and down from 17% in 2017) of total fiction books read.

#### 10-17 and under 10 year olds

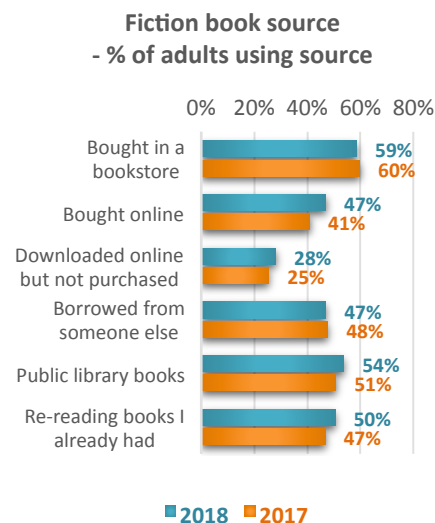
83% of 10-17 year olds read for pleasure, but those books were only 66% of their total reading volume. 62% read for study (17% by volume) and 60% to research specific topics (17% by volume).

97% of under 10s were reported as reading for pleasure and this represented 73% of their fiction reading volume. 58% read for study (19% by volume) and 39% to research specific topics (8% by volume)

### 4.1.4 Fiction book sources

#### Adults

Although the percentage of adult fiction readers of books bought in a bookstore was effectively the same as in 2017 (59% v 60%) the percentage share of fiction books read after being bought in a bookstore dropped from 20% in 2017 to 17%. Readers buying online increased in comparison with 2017, but the percentage of books read from that source did not increase by the same percentage.



As in 2017, public libraries were the second most popular source of fiction books but provided the largest volume of fiction books read.

Note that there was a small increase in the number of respondents re-reading books that they already had and a small increase in the percentage of total books read that came from re-reading.

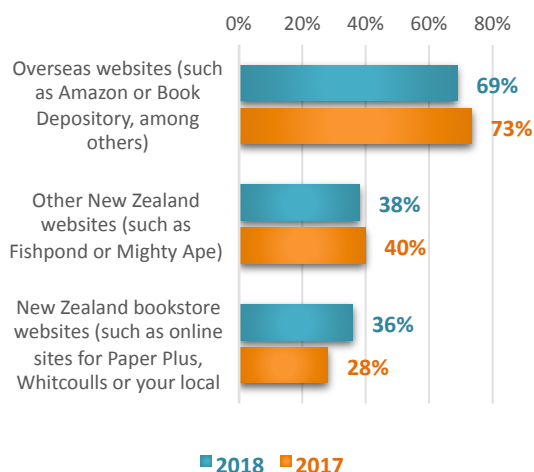
**Fiction book source**  
- % of books read



With purchases of fiction books, there was a change from 2017, with the majority (54%) now coming from online purchase (42% in 2017). Bookstore sales share changed from 58% in 2017 to 46%.

The percentage of online buyers of fiction buying from New Zealand bookstore websites increased in comparison with 2017. There was a drop in the percentage purchasing from overseas sites.

**Online fiction sources**  
- % of adult online buyers

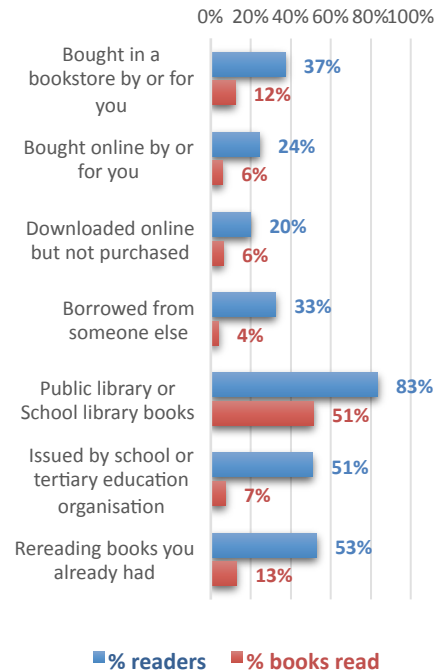


**10-17 and under 10 year olds**

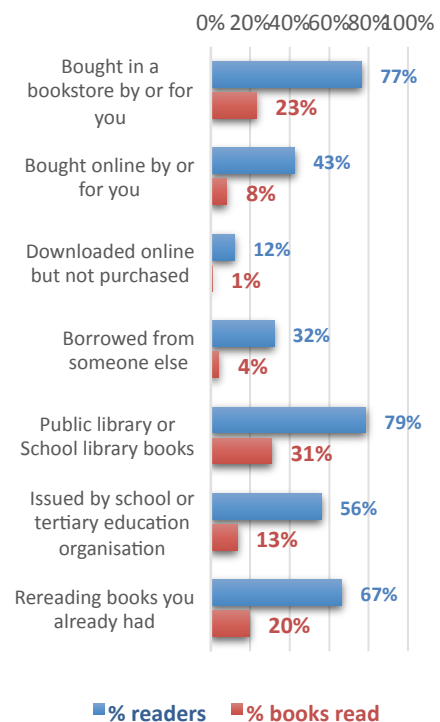
10-17 year olds and under 10s were more likely than adults to be sourcing books from

libraries. Note that just over half of 10-17 year old's reading material came from that source.

**Fiction book source**  
- % of 10-17 year olds using source



**Fiction book source**  
- % of under 10 year olds using source



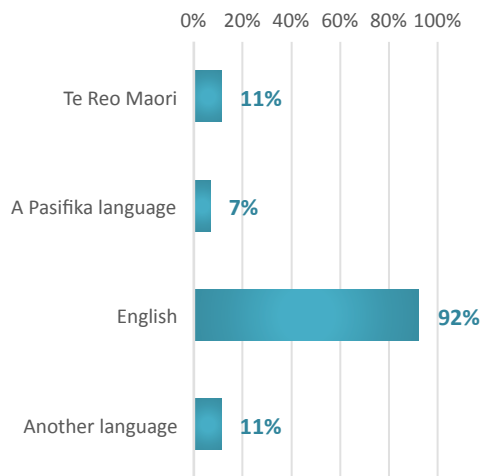
### 4.1.5 Languages read by fiction readers

#### Adults

92% of fiction readers said they read books in English, and books in English also constituted 92% of total fiction books read.

With other languages, the percentage reading in a language other than English was higher than the volume of books read in that language.

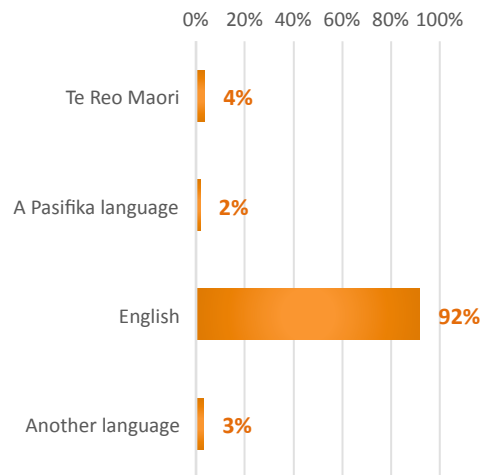
Readers by Language



39% of Māori respondents said they read at least one book in Te Reo Māori in the past 12 months, but 61% had read no books in Te Reo. 5% of NZ European respondents said they had read at least one book in Te Reo Māori.

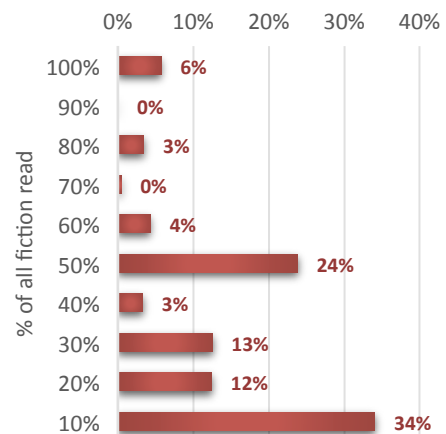
4% of fiction books read by adults (around 2,058,500 books) were read in Te Reo Māori.

% of books read by Language



For Māori respondents reading fiction in Te Reo, books in Te Reo Māori averaged around a third of their total fiction reading.

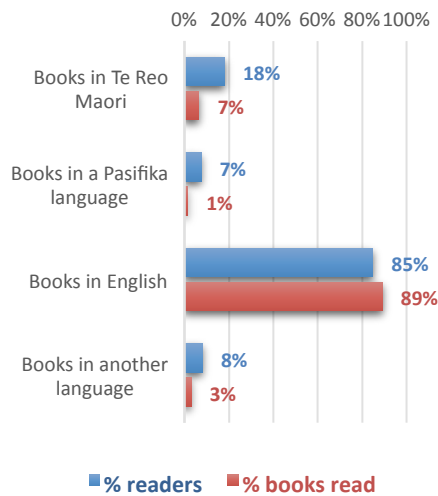
Māori reading fiction in Te Reo Māori - % of total fiction read



#### 10-17 and under 10 year olds

A higher proportion of both 10-17 year olds and under 10s were reading books in Te Reo Māori than adults. While the volume of books read in Te Reo was lower than the incidence of readers in these age groups, books in Te Reo Māori formed a higher percentage of total fiction books read in both young age groups than the corresponding percentage for adults.

**Fiction book language  
- 10-17 year olds**



**Fiction book language  
- Under 10 year olds**

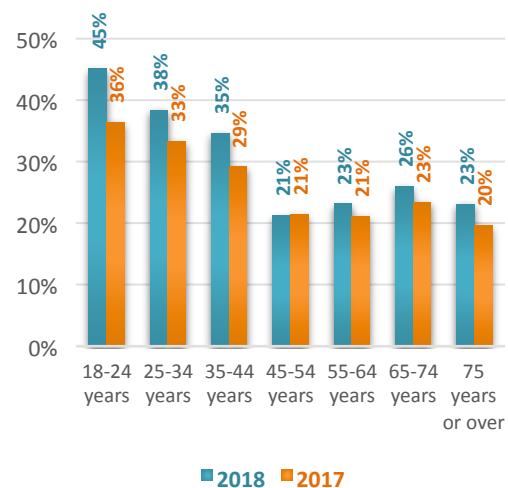


poetry in conjunction with both fiction and non-fiction.

The average age for adult poetry readers was 9% lower than the average age for readers overall: 42.7 years versus an average age of 45.9 years for all readers. Adult poetry readers tended to have slightly lower than average income levels. 57% were female, down from 60% in 2017.

Reading poetry by age followed the same pattern as in 2017, with a general decline of around 3% for every 10 year increase in age.

**Read poetry**



## 4.2 Poetry

30% of New Zealand adults read poetry books in the past year, up from 27% in 2017, together with 46% of 10-17 year olds (up from 39%) and 42% of children under 10 years (41% in 2017).

These percentages are equivalent to around 1,372,700 poetry book readers: 954,600 adults, 206,700 10-17 year olds and 211,400 under 10.

As in 2017, only 1% of poetry readers (0.4% of the population) read only poetry. 91% read

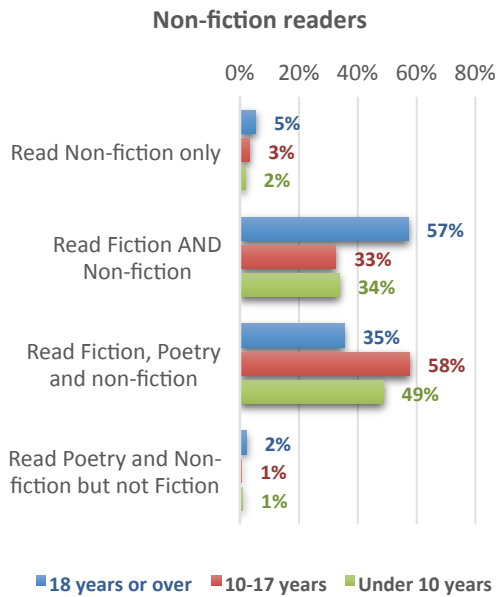
On average, adult poetry readers each read 5.7 poetry books in the past 12 months: up from 4.4 in 2017 and representing an estimated 9,839,400 books in total. 10-17 year olds read an indicated 1,137,600 poetry books and around 2,174,700 poetry books were read by under 10 year olds. Total poetry read in New Zealand in the past 12 months was around 13,151,700 books.

## 4.3 Non-Fiction

77% of New Zealand adults read non-fiction in the past 12 months (76% in 2017), together with 72% of 10-17 year olds and 65% of children under 10 years.

In total, there were around 3,109,400 non-fiction readers: 2,455,800 adults, 326,200 10-17 year olds and 327,400 under 10 years.

In 2017 8.5% of all non-fiction readers reported reading only non-fiction. The 2018 survey results show 5% reading only non-fiction.



As in 2017, adult non-fiction readers were average age for readers overall: 47.1 years. 53% were female, close to the overall population average.

On average, adult non-fiction readers each read 10 non-fiction books in the past 12 months, up from 8 in 2017.

The total estimated number of non-fiction books read in New Zealand in the past 12 months was 33,330,500. New Zealand adults read an estimated 24,688,000 non-fiction books, 10-17 year olds around 2,824,800 and under 10 year olds around 4,907,300.

### 4.3.1 Non-fiction genres

#### Adults

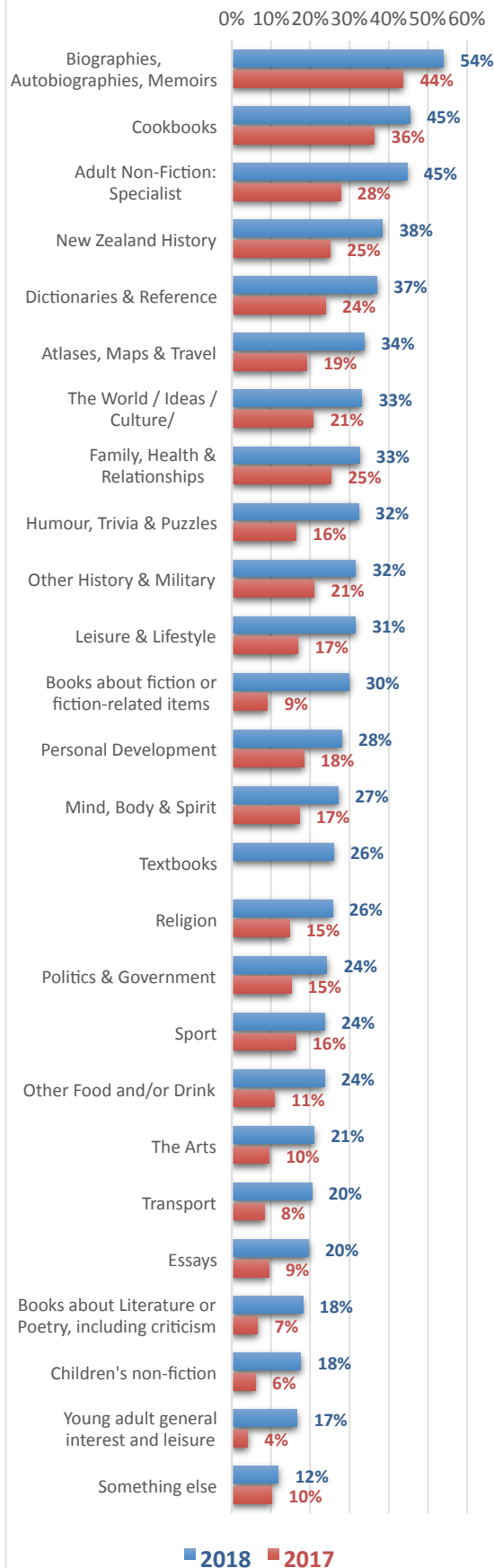
As in 2017, biographies and autobiographies formed the largest genre read in the past 12 months by adult non-fiction readers, with around 1,384,400 readers in total. Cookbooks were the second most popular non-fiction books read, with around 1,165,400 readers of whom two thirds were female.

The patterns reported in 2017 were mostly repeated, with:

- Reading of New Zealand history, biographies and autobiographies increasing as age increased.
- Cookbooks having relatively consistent levels of readership from 25 years of age.
- The range of non-fiction genre read generally increasing with increasing age.
- Reading biographies and autobiographies increasing with increasing education level.
- Males more likely than females to read New Zealand history, history and military, sport, transport and politics and government.
- Females were more likely than males to read cookbooks; family, health and relationships; mind, body and spirit; and personal development.

In this survey books about sport were more consistently reported across age and education groups than in 2017.

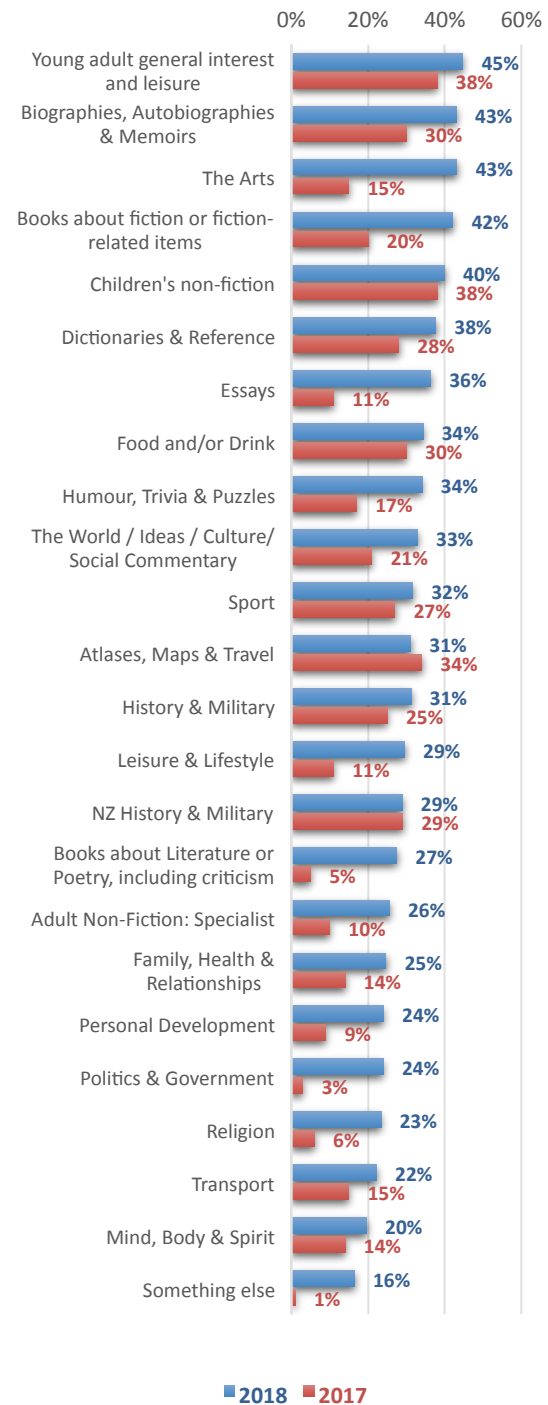
### Non-fiction genre - adult readers



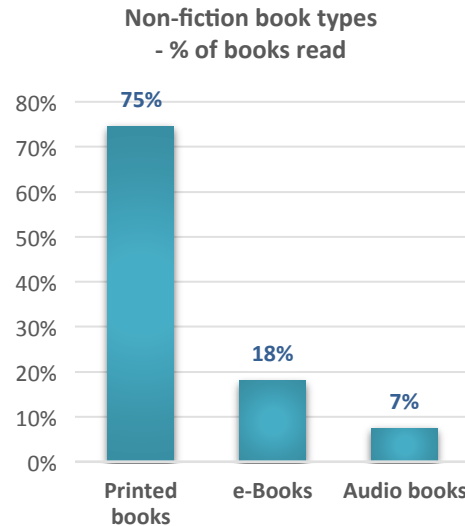
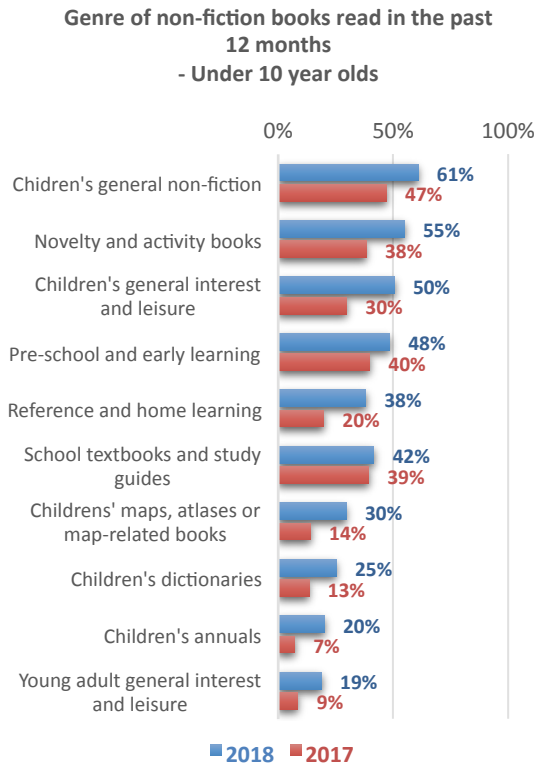
### 10-17 and under 10 year olds

As in 2017, the top non-fiction genre for 10-17 year olds was young adult general interest and leisure.

### Thinking about all the non-fiction books you read in the past 12 months, which of the following genres did you read? - 10-17 year olds



The question on genre for under 10 year olds was not as detailed as for other age groups; however, 10 simple genre groupings were measured. Results were generally similar to 2017.



51% of non-fiction readers (around 1,256,800 adults) read only print non-fiction books. Overall, 75% of all non-fiction read by adults was in print book form.

33% of non-fiction readers had read non-fiction e-books: around 810,500 people. E-books had their greatest share among non-fiction readers under 55 years of age with a peak among 25-34 year olds.

4% of non-fiction readers (around 87,400 people) used only e-books to read non-fiction.

13% of adult non-fiction readers (around 329,300 people) had read non-fiction using audio books in the past 12 months. Just 0.2% of adult non-fiction readers (around 4,600 people) used only audio books for non-fiction.

**10-17 year olds**

Results for 10-17 year olds indicated greater use of non-print books than for adults.

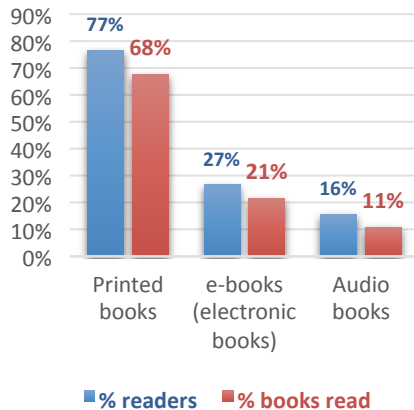
**4.3.2 Non-fiction book types**

**Adults**

There was little change in the types of non-fiction books read. Printed books remained the most popular form of non-fiction books for adults, although with a minor decrease in the percentage of books read in this form and a corresponding minor increase in audio books. Non-fiction in e-book form did not change.

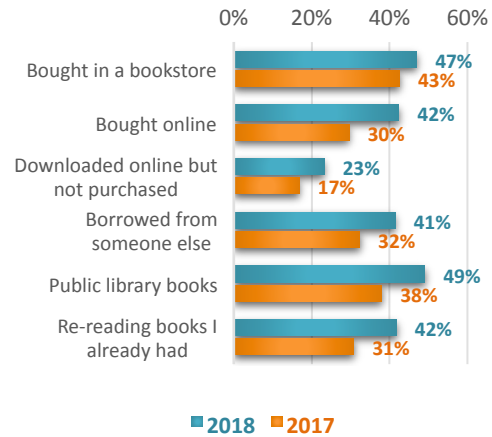


Non-fiction book types  
- 10-17 year olds



bought in a bookstore (47%, up from 43% in 2017).

Non-fiction book source  
- % of adults using source



### 4.3.3 Reading for pleasure, work or study

#### Adults

86% of adult non-fiction book readers read for pleasure, an increase on 2017's 75%. Books read for pleasure totalled 72% (around 17,659,900) of total non-fiction books read. 49% read non-fiction for work or study, an increase on 2017's 40%. Books read for this purpose made up 28% of total non-fiction read (around 7,028,100 books).

#### 10-17 year olds

63% of 10-17 year olds read non-fiction for pleasure, but these books only constituted 53% of non-fiction books read by this age group.

61% read non-fiction for study (22% of non-fiction books read) and 41% to research specific topics (25% of non-fiction books)

### 4.3.4 Non-fiction book sources

#### Adults

Similar to the result for fiction, more adult non-fiction readers reported reading non-fiction books from a public library (49%, up from 38% on 2017) than non-fiction books

Note that by volume, non-fiction books bought online now exceed those bought in a bookstore.

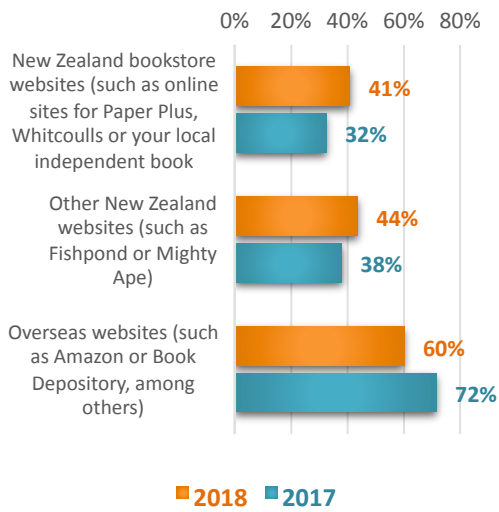
Non-fiction book source  
- % of books read



Of the non-fiction books that had been purchased, 47% came from bookstores while 53% were purchased online.

As with fiction, the percentage of online purchasers from New Zealand online sites increased while the percentage buying offshore decreased.

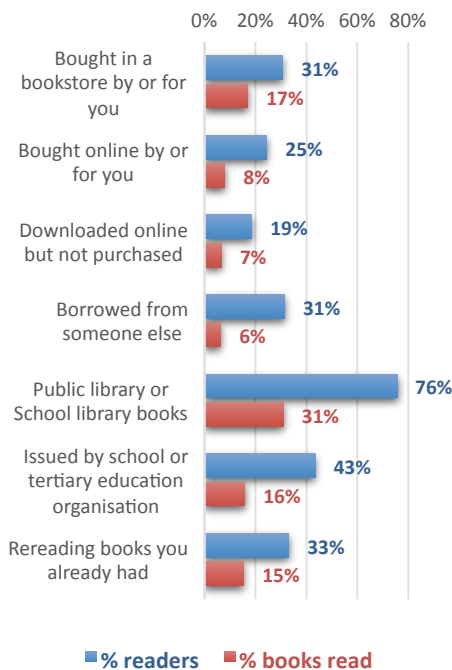
**From which of these online sources did you buy non-fiction books in the past year?**



**10-17 year olds**

As with fiction books, libraries are the dominant source of non-fiction for 10-17 year olds.

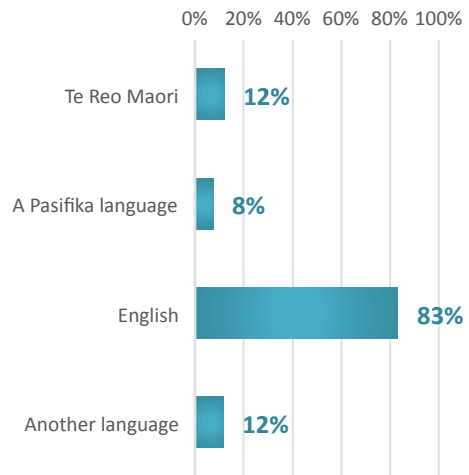
**Non-fiction book source**  
 - % of 10-17 year olds using source



**4.3.5 Languages read by non-fiction readers**

83% of non-fiction readers said they read books in English, and books in English constituted 88% of total non-fiction books read.

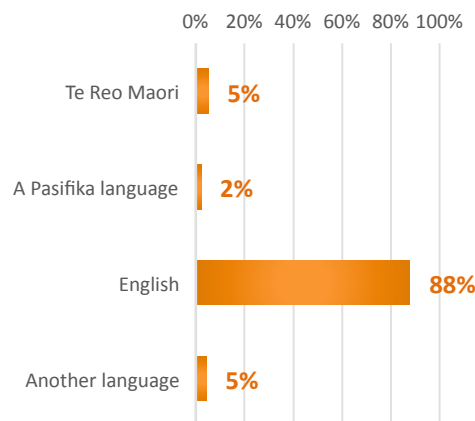
**Non-fiction - Readers by Language**



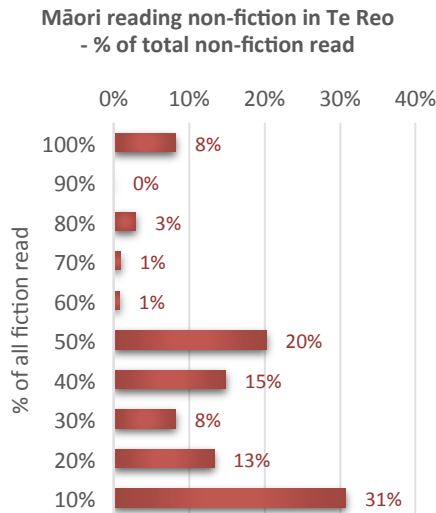
As with the fiction results, the percentage of non-fiction readers reading in a language other than English was higher than the volume of books read in that language.

36% of Māori respondents said they read at least one non-fiction book in Te Reo Māori in the past 12 months; 64% had not read a non-fiction book in Te Reo.

**% of books read by Language**

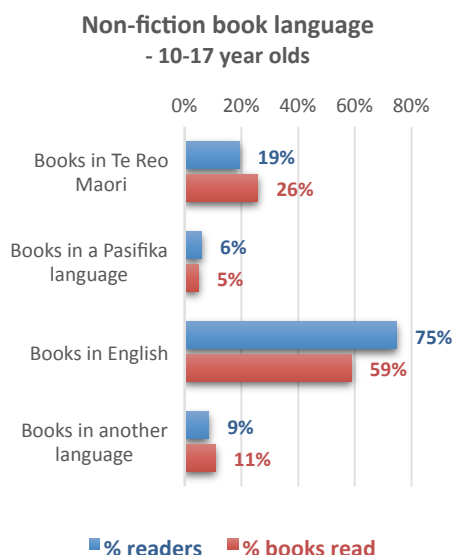


In a similar result to fiction and for those Māori respondents reading non-fiction in Te Reo, books in Te Reo Māori averaged around a third of their total non-fiction reading.



### 10-17 year olds

A higher proportion of 10-17 year olds than adults reported reading non-fiction in Te Reo Māori. The proportion of the non-fiction books read in Te Reo Māori, however, exceeded the proportion of readers.



## 5. Books by New Zealand authors/poets

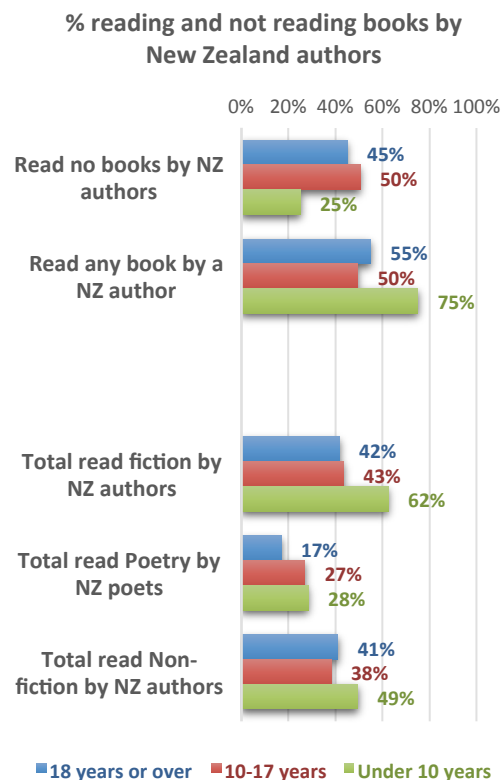
55% of adults reported reading books by New Zealand authors/poets, an increase on 2017's 50% result and equivalent to around 1,514,900 people.

Overall, 57% of readers in New Zealand (up from 52% in 2017) had read at least one book by a New Zealand author or poet.

As in 2017, the highest incidence was with the under 10 year olds, with 75% of those reading - around 375,500 children - reported by their caregivers as having read a book by a New Zealand author or poet.

50% of 10-17 year olds (around 226,000 people) had read at least one book by a New Zealand author or poet in the past 12 months, an increase from 46% in 2017.

The percentage reading books by New Zealand authors is illustrated in the following chart.



In total, an estimated 25,825,100 books by New Zealand authors were read in the past 12 months: 16,501,300 by adults, 2,356,400 by 10-17 year olds and 6,967,400 by readers under 10 years of age.

## 5.1 Reader profiles – readers of New Zealand authored books

In comparison with all adult readers:

- Readers of fiction by New Zealand authors were more likely to be female and slightly more likely to have tertiary qualifications, but were of average age and had average income levels.
- There was a change in reading New Zealand poetry where male readers increased from 33% of all readers of New Zealand poetry in 2017 to 48%.
- 67% of readers of poetry books by New Zealand poets were female, compared with 60% for all poetry.
- As in 2017:
  - Readers of New Zealand poetry were 10% younger, on average, than all readers and had 7% lower personal incomes.
  - The percentage of this group with tertiary educational qualifications was higher than for readers overall and for readers of poetry overall.
- Adult readers of non-fiction by New Zealand authors were of average age for readers overall. They were slightly more likely than readers overall to have educational qualifications at tertiary level.
- Those book readers who had not read any books by New Zealand authors in the past 12 months had household and personal income 3% below the average for readers and were slightly less likely to have tertiary education qualifications.

## 5.2 Fiction by New Zealand authors

55% of adult readers, up from 36% in 2017, and equivalent to around 1,147,400 people, reported reading fiction by New Zealand authors in the past 12 months. Overall, they had read an estimated 6,918,000 New Zealand authored fiction books, equivalent to 12% of all fiction read by adults in New Zealand in the past 12 months.

46% of 10-17 year old readers (around 205,300 people) reported reading fiction by New Zealand authors in the past 12 months. Overall, they had read an estimated 1,286,900 fiction books by New Zealand authors, equivalent to 16% of all fiction read by 10-17 year olds in the past 12 months.

63% of readers under 10 years of age (equivalent to around 312,700 children) were reported by their caregivers as reading fiction by New Zealand authors in the past 12 months. Overall, they had read an estimated 4,753,500 New Zealand authored fiction books.

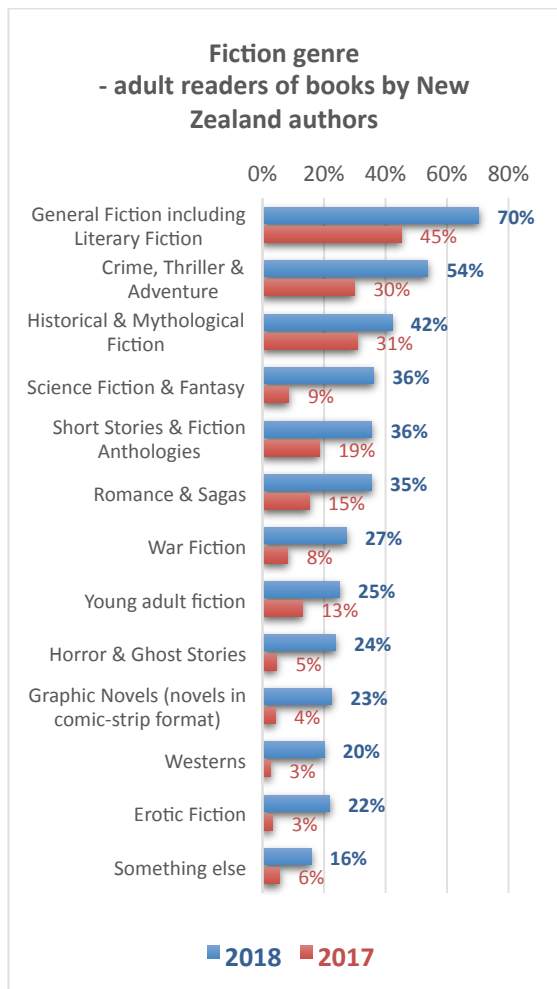
### 5.2.1 Genres – Fiction by New Zealand authors

The fiction genres of books by New Zealand authors read by adults followed a similar priority order to fiction overall.

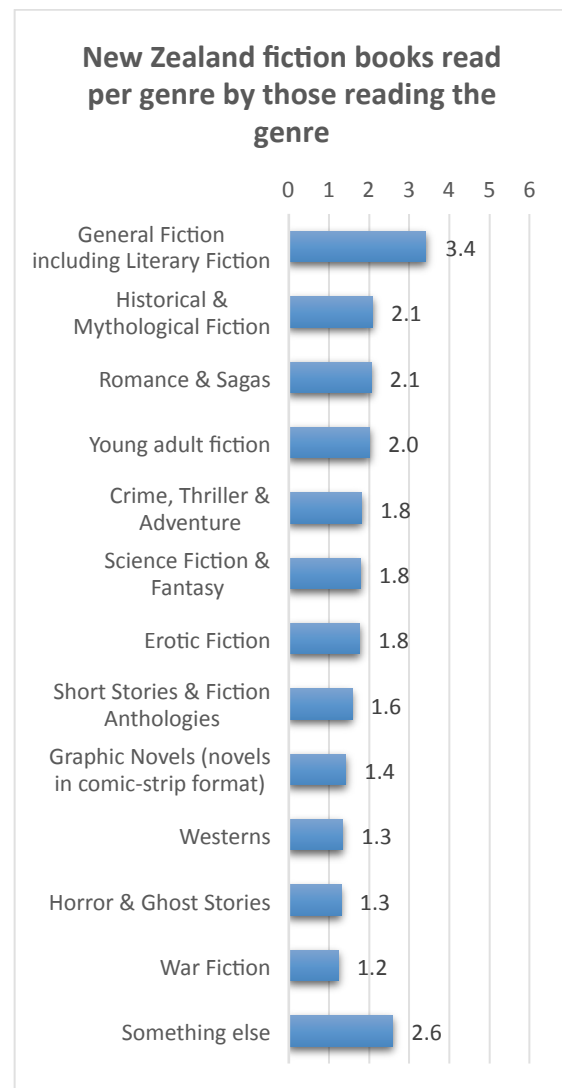
The change in question approach appears to have resulted in an increase in the reported percentage reading each genre.

70% said they had read at least one general fiction book by a New Zealand author in the past 12 months: equivalent to around 806,500 adults.

The following chart of the percentage reading each fiction genre for New Zealand authored books, compares the current survey with the 2017 results



The average number of books read in each genre by those reading the genre differed from genre to genre, as shown in the following chart.



### 10-17 year olds

The 2018 surveys asked 10-17 year olds about specific genres. Although a specific genre question was not asked for 10-17 year olds reading fiction by New Zealand authors, there are indications that suggest that those reading New Zealand-authored fiction are reading a different mix of genres to 10-17 year old fiction readers overall.

In particular:

- They are reading 1.6 genres, similar to the results for adult readers reading New Zealand fiction. This compares with 3.4 genre for all 10-17 year old fiction readers.
- They are less likely to be reading historical and mythological fiction,

young adult fiction and children’s fiction and more likely to be reading general fiction.

- None were reading horror and ghost stories, although 19% of all 10-17 year old fiction readers were.
- They were not reading science fiction and fantasy at all, although this was the fourth most popular genre among 10-17 year old fiction readers overall.

### 5.2.2 New Zealand fiction book types

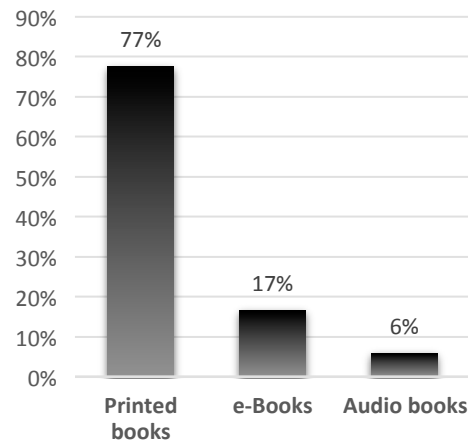
Printed books were the most popular form of fiction books by New Zealand authors. 75% of readers of fiction by New Zealand authors read at least one printed book, and printed books formed 78% of fiction books by New Zealand authors read (around 19,131,200 books).

47% of readers of fiction by New Zealand authors read only print books. This represents around 1,151,600 adults reading 11,009,000 fiction books.

28% of readers of fiction by New Zealand authors had read at least one of these books in e-book form, but for 18-24 year olds the incidence was 31% and for 25-34 year olds 38%.

In a similar result to all fiction, 4% of adult readers of fiction by New Zealand authors (around 97,300 people) read these books only in e-book form.

**New Zealand fiction book types  
- % of books read**



0.1% of adult fiction readers used only audio books for their New Zealand fiction books.

Audio books for New Zealand fiction were more popular with those under 35 years than with other age groups.

### 5.2.3 Reading for pleasure, work or study

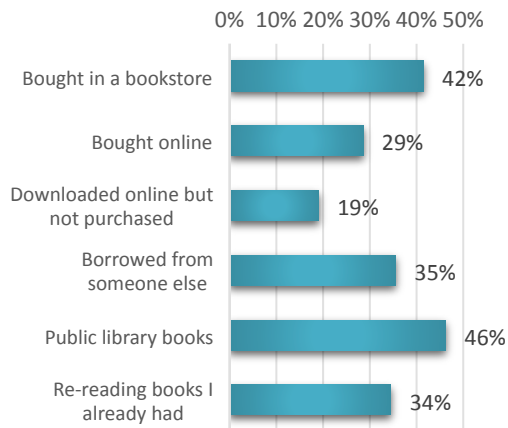
78.5% of adult readers of fiction by New Zealand authors read it for pleasure, below the 94% level for all fiction. Books read for pleasure totalled 84% of all fiction by New Zealand authors read.

41% of adult readers of New Zealand fiction said they had read it in the past 12 months for work or study. Books they read for this purpose made up 16% of total fiction books by New Zealand authors read.

### 5.2.4 Fiction book sources

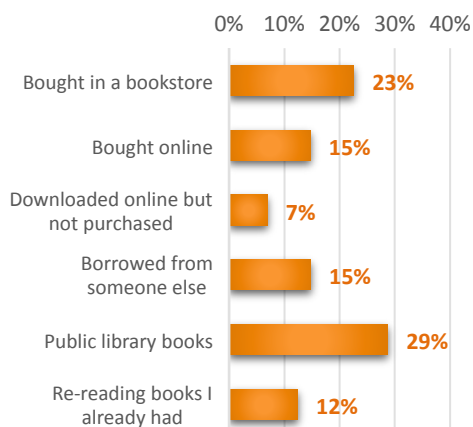
Adults reading New Zealand authored fiction were most likely to get those books from public libraries and bookstores.

**New Zealand fiction book source**  
- % of adults using source



Public libraries provided the largest share of books by New Zealand authors read by adults.

**New Zealand fiction book source**  
- % of books read

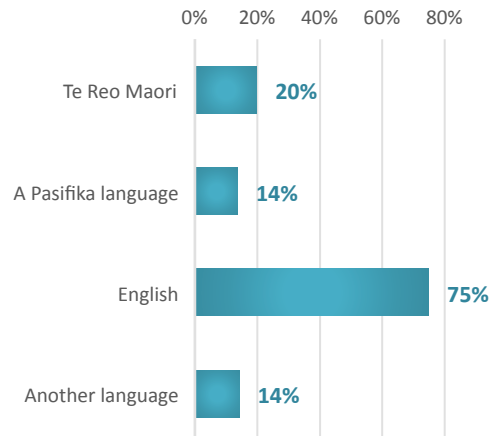


Unlike the overall fiction result (54%), only 39% of books by New Zealand authors that were purchased were purchased online.

### 5.2.5 Languages read by readers of New Zealand fiction

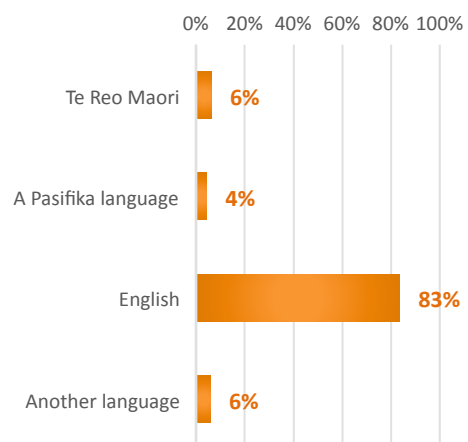
70% of readers of books by New Zealand authors said they read at least one in English, while one in five said they had read at least one in Te Reo Māori in the past 12 months.

**New Zealand fiction**  
- % of readers by Language



The 20% reading books by New Zealand authors in Te Reo Māori, however, only contributed 1 in 16 of the books by New Zealand authors read in the past 12 months.

**New Zealand Fiction**  
- % of books read by Language

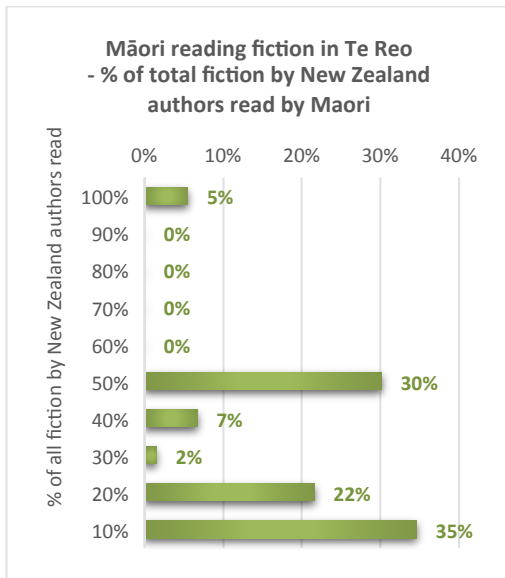


44% of Māori adult respondents who had read fiction by New Zealand authors (around 25% of all Māori adults or 95,900 people) said they read at least one of those books in Te Reo Māori in the past 12 months.

11% of NZ European respondents who had read fiction by New Zealand authors in the past 12 months said they had read at least one book in Te Reo Māori (around 5% of all NZ European adults or 118,800 people).



For Māori respondents reading in Te Reo, fiction by New Zealand authors in Te Reo Māori averaged 31% of their total reading of fiction by New Zealand authors.



### 5.3 Poetry by New Zealand poets

12% of adult readers (around 464,600 people) reported reading poetry by New Zealand poets in the past 12 months. Overall, they had read an estimated 3,172,900 New Zealand authored poetry books, equivalent to 32% of all poetry books read by adults in New Zealand in the past 12 months.

A higher percentage of 10-17 year old readers (28%, or around 127,300 people) said they had read poetry books by New Zealand poets in the past 12 months. Total volume read was an estimated 408,000 poetry books, equivalent to 36% of all poetry books read by 10-17 year olds in the past 12 months.

### 5.4 Non-fiction by New Zealand authors

41% of adult readers (37% in 2017), equivalent to around 1,129,800 people, reported reading non-fiction by New Zealand

authors in the past 12 months. Estimated number of books was 6,410,400, equivalent to 26% of all non-fiction read by adults in New Zealand in the past 12 months.

40% of 10-17 year olds (35% in 2017), equivalent to around 180,600 people, indicated they had read non-fiction books by New Zealand authors in the past 12 months. The estimated volume was 727,500 books or 26% of all non-fiction read by 10-17 year olds in the past 12 months.

49% of under 10- year olds (around 247,200 Children) were reported to have read non-fiction by New Zealand authors in the past 12 months. The estimated volume of books read was 1,611,500 or 28% of this age group's non-fiction reading.

#### 5.4.1 Non-fiction genres – adult readers

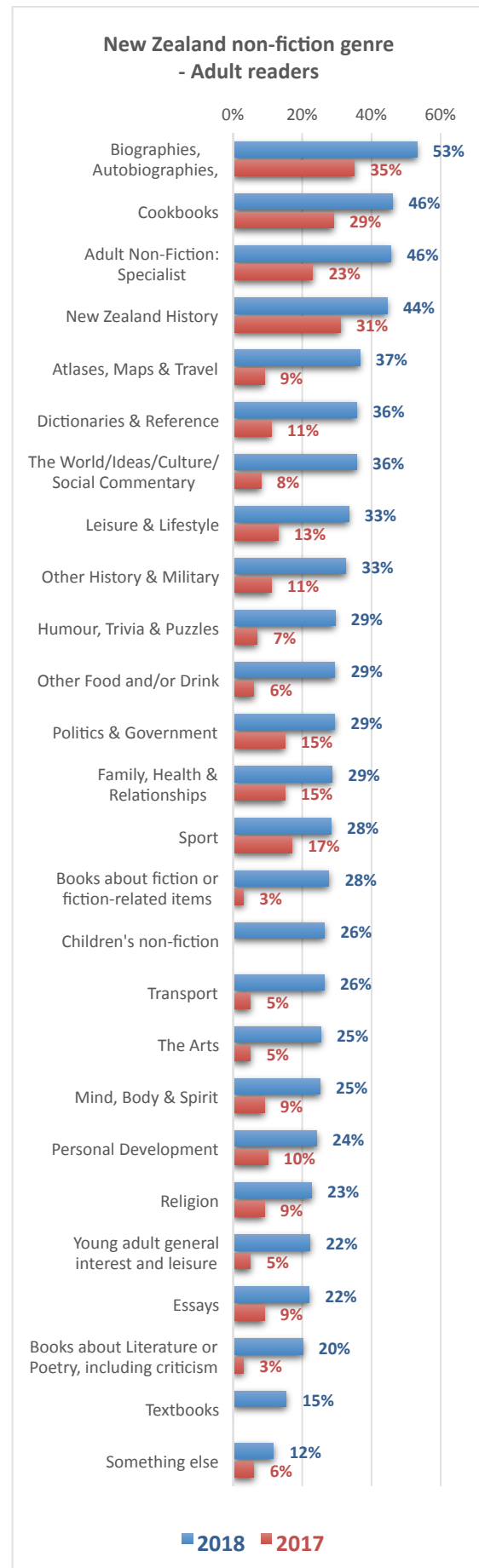
The top four genre for non-fiction books by New Zealand authors were the same as in 2017, although in a different order.

Biographies, autobiographies and memoirs remained in top position. Around 600,100 New Zealand adults are estimated to have read this genre in the past 12 months.

520,800 adults are estimated to have read New Zealand cookbooks, 515,000 read specialist adult non-fiction and 502,800 New Zealand history.

In comparison with 2017, books on sport dropped from 5<sup>th</sup> to 14<sup>th</sup> position but this genre was still read by around 319,500 people. Similarly, books on Politics and Government, and Family, Health and relationships also dropped significantly in position but had an estimated 331,600 and 323,400 people respectively reading these genre.

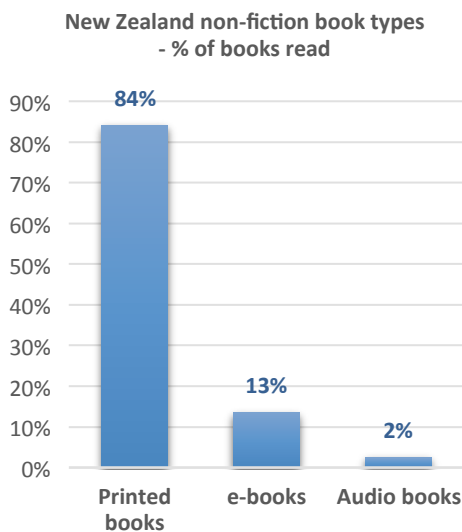




### 5.4.2 New Zealand non-fiction book types

As with fiction, printed books were the most popular form of non-fiction books by New Zealand authors, but the relative strength of printed books was even greater than for fiction. 83% of readers of non-fiction by New Zealand authors read at least one printed book, with 68% reading only printed books. Overall, printed books formed 84% of fiction books by New Zealand authors read.

18% of readers of non-fiction by New Zealand authors had read at least one of their New Zealand non-fiction books as an e-book, but for 18-24 year olds it was 31% and 25-34 year olds 41%. In a similar result to all fiction, 3% of adult readers of non-fiction by New Zealand authors read these books only in e-book form.



All adult users of audio books for their New Zealand fiction books used them as well as other types (i.e. printed or e-book).

Audio books for New Zealand fiction were most popular with 25-34 year olds.

### 5.4.3 Reading for pleasure, work or study

79% of adult readers of non-fiction by New Zealand authors read it for pleasure. Books read for pleasure, however, only totalled 45% of all non-fiction by New Zealand authors read. It is likely that this is related to the addition of a new category (“Read to research specific topics you are interested in”) which may have been included in “read for pleasure” in 2017.

31% of adult readers of New Zealand non-fiction said they had read it in the past 12 months for work or study (36% in 2017). Books they read for this purpose made up 27% of total non-fiction books by New Zealand authors read.

43% said they had read non-fiction by New Zealand authors to research topics they were interested in. 28% of non-fiction by New Zealand authors was read for this purpose.

### 5.2.4 Non-fiction book sources

Adults reading New Zealand authored non-fiction used an average of 1.7 different sources for their books.



Public libraries provided the largest volume share of non-fiction books by New Zealand authors read by adults.

**New Zealand non-fiction book source**  
- % of books read

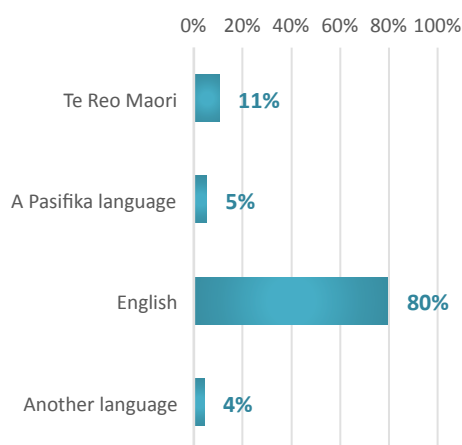


57% of non-fiction books by New Zealand authors that were purchased were bought in a bookstore.

### 5.2.5 Languages read by non-fiction readers

80% of readers of non-fiction books by New Zealand authors said they read at least one in English, while 11% said they had read at least one in Te Reo Māori in the past 12 months.

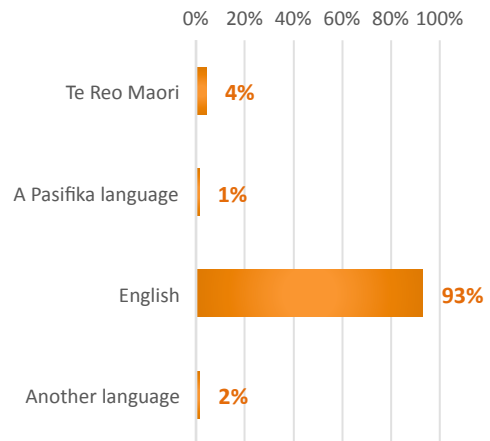
**New Zealand non-fiction**  
- Readers by Language



The 11% reading in Te Reo Māori, however, only contributed 1 in 20 of the non-fiction

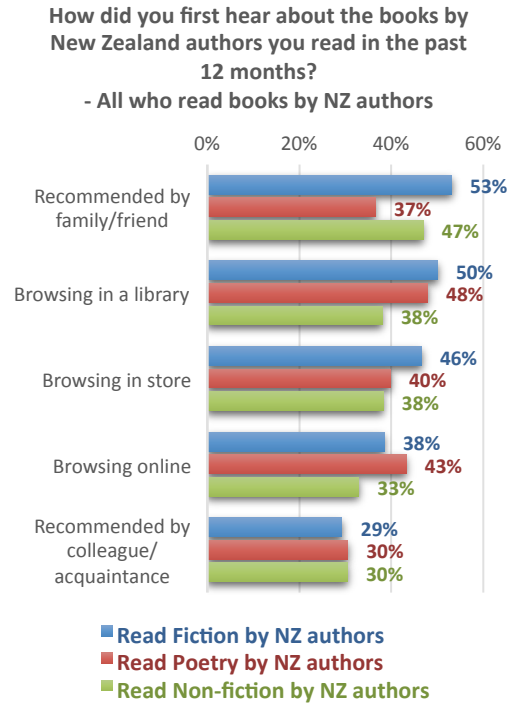
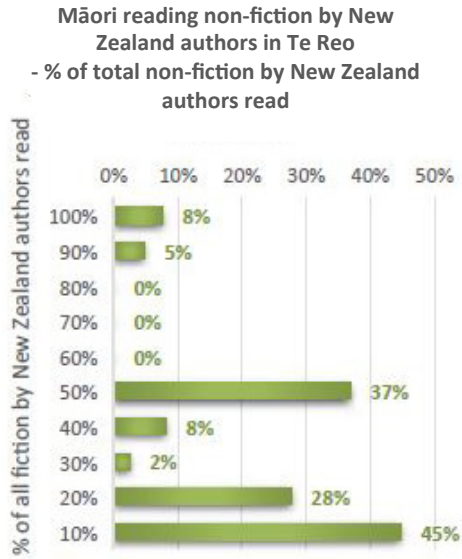
books by New Zealand authors read in the past 12 months.

**New Zealand non-Fiction**  
- % of books read by Language



30% of Māori respondents who had read non-fiction by New Zealand authors said they read at least one of those books in Te Reo Māori in the past 12 months. 8% of NZ European respondents who had read non-fiction by New Zealand authors in the past 12 months said they had read at least one of those books in Te Reo Māori.

For Māori respondents reading in Te Reo, non-fiction by New Zealand authors in Te Reo Māori averaged around 40% of their total reading of non-fiction by New Zealand authors.



### 5.5 Hearing about books by NZ authors

Adult readers of fiction books by New Zealand authors had initially heard about those books in an average of 6.6 out of a list of 25 different ways (6 in 2017).

Readers of non-fiction by New Zealand authors had heard about the books in 6.9 different ways, up from 5.3 in 2017.

Readers of poetry books by New Zealand poets had heard about them in an average of 5.3 different ways, down from 6.3 in 2017.

As in the 2017 report, the options presented have been broken down into groups of information sources.

Recommendations or browsing remained important ways in which adults who read fiction or non-fiction books by New Zealand authors had heard about the books.

Browsing was the most important method of learning about New Zealand poetry and also important for New Zealand fiction.

Hearing New Zealand fiction reviewed/mentioned or advertised on radio was more important than in 2017. Results for non-fiction were similar to 2017 while for poetry, radio was less important than in 2017.

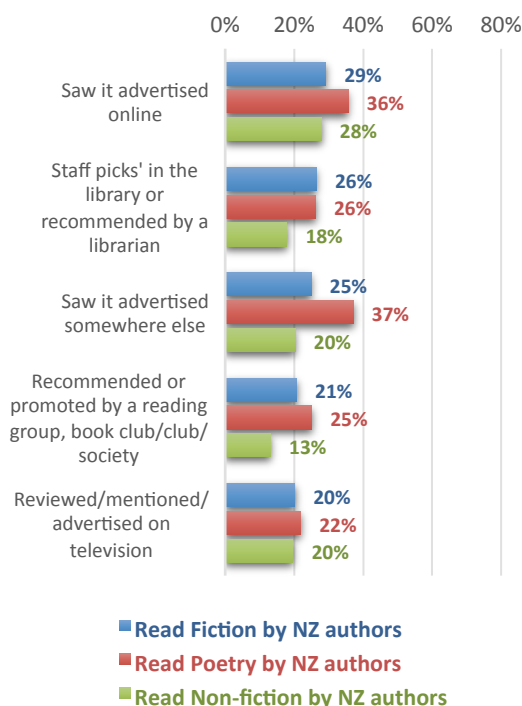
Book awards were again 10<sup>th</sup> in importance for fiction by New Zealand authors but dropped from 13<sup>th</sup> to 18<sup>th</sup> for non-fiction and from 4<sup>th</sup> to 15<sup>th</sup> position for New Zealand poetry.

**How did you first hear about the books by New Zealand authors you read in the past 12 months?**  
- All who read books by NZ authors



For poetry, seeing it advertised online or somewhere other than in traditional media was important, as was recommendation by a reading group, book club, club or society.

**How did you first hear about the books by New Zealand authors you read in the past 12 months?**  
- All who read books by NZ authors



As in 2017, social media sites had half or less the importance of browsing as a source of information on books and were generally more important for poetry than fiction or non-fiction.

For fiction, social media had above average reach among those aged 25-34 years and average reach among those aged 35-44 years. Its reach among other age groups, including 18-24 years, was below average. It remained well below recommendations and browsing in importance for all age groups.

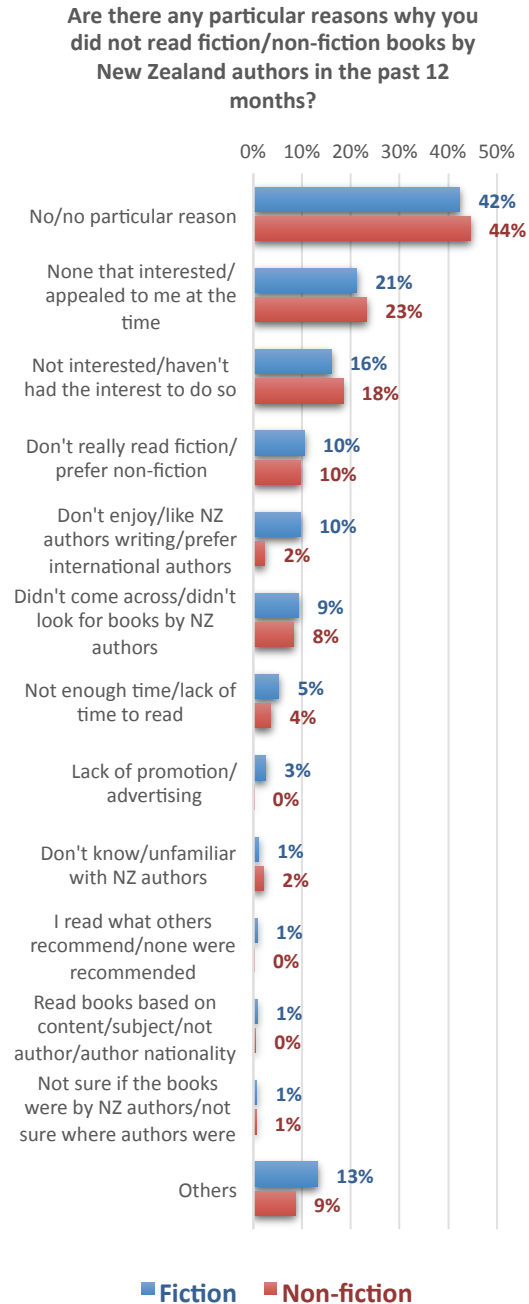
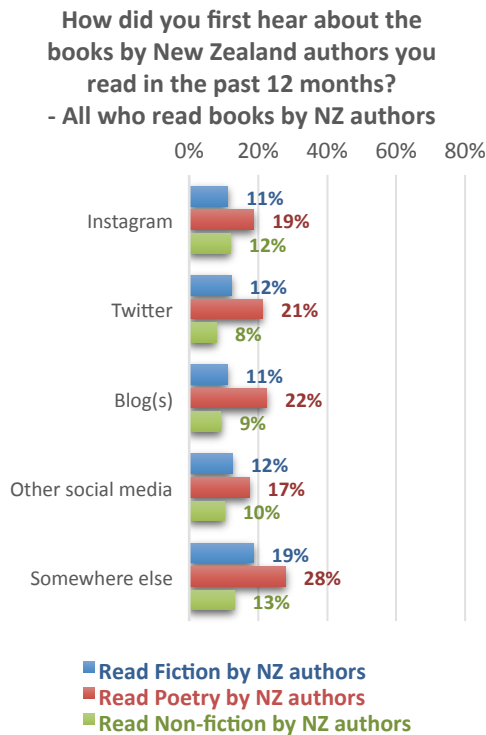
For poetry, social media reach is best up to 44 years, but dropped away after that.

With non-fiction social media had its best reach among those aged under 35 years.

**How did you first hear about the books by New Zealand authors you read in the past 12 months?**  
- All who read books by NZ authors



As found in 2017, Instagram, Twitter, blogs and other social media had relatively low rankings as a source of initial information about New Zealand authored books fiction and non-fiction.



### 5.6 Reasons for not reading books by NZ authors

Respondents who had not read fiction or non-fiction by New Zealand authors in the past 12 months were asked in open response questions whether there were any particular reasons why they had not done so.

The biggest group (42% of fiction readers and 44% of non-fiction readers) said they had no particular reasons.

There are indications that respondents were not actively seeking New Zealand authors and needed to either “come across” books by New Zealanders or to be given a reason or recommendation to seek out books by New Zealanders.

For fiction, 10% of readers (around 158,700 people) said they did not enjoy or like New Zealand authors’ writing or they preferred international authors (up from 6% in 2017).

For non-fiction, this reason was given by 2% of respondents.

Some illustrative comments follow from readers about that:

- **Fiction - Don't enjoy/like NZ authors writing/prefer international authors:**

*"Usually NZ literature is gloomy and marginal. I have wider intellectual horizons."*

*"Currently not a big fan of fiction BUT I avoid politically correct writing like the plague. What percentage of NZ writing is not politically correct?"*

*"They are overwhelmingly politically correct, and thus, in many cases untruthful."*

*"I find New Zealand authors tend to write from a narrow perspective that they might think is edgy, but it means their themes have no relevance to my life."*

*"They're bad. All of them. I have no idea why anyone ever liked them other than a couple of children's authors."*

*"Not many NZ authors that interest me in genres I enjoy reading (sci-fi, horror)."*

*"They don't write the books I wish to read."*

*"Just not who I've picked up. If the book isn't calling out to me I'm not going to read it regardless of where the author is from."*

*"No books by New Zealand authors are books I have wanted to read."*

*"They seem to be serious or pretentious. I prefer fun and general escapism."*

*"No NZ authors are writing decent books of the type of fiction books I enjoy."*

*"There wasn't anything in particular that appealed. For example, tried to read *The Luminaries* and found it extremely tedious - couldn't finish it!"*

- **Non-fiction - Don't enjoy/like NZ authors writing/prefer international authors:**

*"Don't write on topics I like to read about e.g. religion, European history."*

*"I have not been overly interested in NZ subjects - I am more interested in Ancient Cultures, mainly European and around the Mediterranean."*

*"I prefer classic architecture/gardens - found overseas & not in NZ. I prefer politics of Europe & the US, the history of Europe & the Mid-East. NZ politics bores me to death, as do the myriad attempts to rewrite NZ history inaccurately. I find the subject matter or treatment of it (by NZ authors), trivial & desperately attempting to be relevant - which in a word - fails... ."*

*"I read very little non-fiction, and most NZ non-fiction is about subjects that don't interest me."*

*"I'm not aware of any non-fiction books by New Zealand authors in subject areas I'm interested in."*

*"Non-fiction picks are very specialist and there is no one in NZ writing on my chosen topic at that level of specialism`."*

## 5.7 Motivation to read a book by a New Zealand author

Respondents were asked what would make them want to read a book by a New Zealand author.

There were a number of comments that whether a book was by a New Zealand author or not was not a criterion for choosing the book.

*"I see NO reason to read a book just because an NZer wrote it. The nationality of an author has no bearing on whether I read a book by them. In fact, when a library puts 'NZ' on the spine of a book, it puts me off, a book has to stand on its merits, not the author's nationality."*

*"I choose books that appeal, not authors."*

*"I don't choose my reading material based on where the author is from. It would need to be a good book in the same way any book appeals to me."*

Respondents typically commented in 6 main areas:

**A book that interested them/grabbed their attention:**

*"An interesting topic or adventure for non-fiction."*

*"Non-fiction depends on my interests at the time. Not a great selection of NZ non-fiction in my area of interests."*

*"I would not necessarily read a NZ author unless I was drawn to it when browsing or it was loaned to me."*

*"If it sounded interesting. I don't especially look for NZ authors, I look for quality reading."*

*"Only read what takes my fancy."*

**Subject/topic/content**

*"Nationality has no bearing, skill and subject matter do."*

*"Personal interest in the topic."*

*"Subject matter."*

*"Only if they were about the subjects I was interested in - tend to follow authors I know."*

*"Subject matter of interest to me personally, or to my business interests."*

*"The topic or content."*

**Recommendation**

*"A friend's recommendation."*

*"A good story recommended by friends."*

*"A recommendation on the style of book I like."*

*"Recommendation by respected reviewer and or friends."*

**The plot**

*"Title and plot would need to appeal to me before reading book."*

*"Needs to have a plot that interests me."*

*"Interesting plot and good cover image."*

*"If the plot of the book was interesting."*

**A good story/good book**

*"If the story interested me. There are a couple of NZ authors I have read and liked - if one of them came out with a new book, I would probably read it."*

*"If someone wrote an excellent book I'd happily read it regardless of country of origin."*

*"If it was good. Who cares where an author is from?"*

*"Good story telling,"*



### **The author/ good author/good writing**

*“Having read something of theirs and enjoyed it.”*

*“Good writing.”*

*“Good written work.”*

*“If my favourite authors put out more books I will definitely get them and buy them in paper form.”*

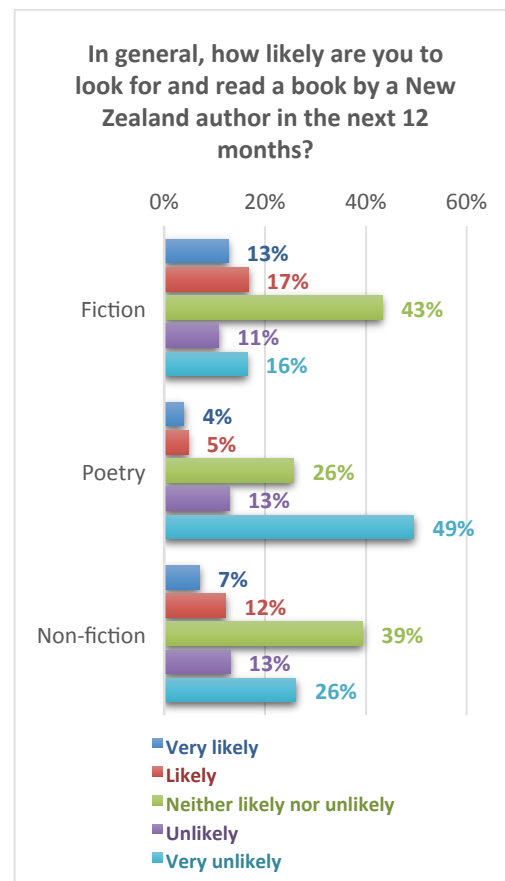
## **5.8 Likelihood to read books by NZ authors**

As in 2017, respondents overall were significantly more likely to look for and read a fiction or non-fiction book by a New Zealand author in the next 12 months than a poetry book.

30% of all respondents said they were likely (“Very likely” plus “Likely”) to look for and read a fiction book by a New Zealand author in the next 12 months, a similar result to 2017.

While the 2017 result for non-fiction by New Zealand authors was similar to the fiction result (32% “Very likely” or “Likely”), in 2018 the result dropped to 19%.

9% of respondents were likely to look for and read a poetry book by a New Zealand author in the next 12 months, a similar result to 2017.



## **6. Most likely source of books**

Respondents were asked where they were most likely to go if they wanted a book to read for each of the categories: fiction, non-fiction and poetry.

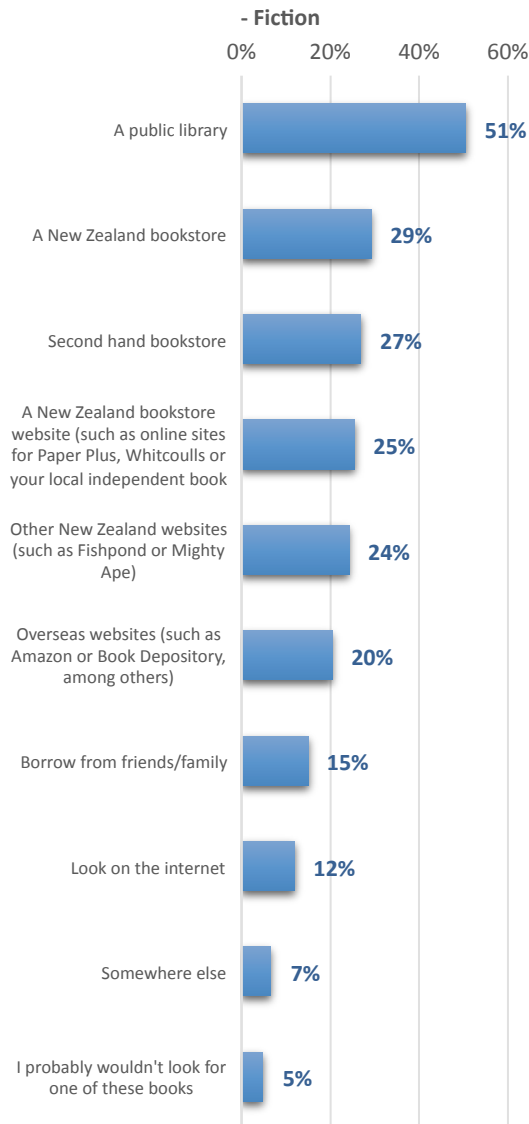
### **6.1 Fiction books**

As in 2017, adult respondents were most likely to think of sourcing fiction books from a public library (51%). New Zealand bookstores were steady on 29% while second hand bookstores dropped from 33% as a source of fiction to 27%. Borrowing from friends or family also dropped from 28% in 2017 to 15%.

In 2017, overseas websites such as Amazon or Book Depository were more popular than New Zealand websites such as Fishpond or Mighty Ape or New Zealand bookstore websites such as online sites for Paper Plus, Whitcoulls or local independent book stores.

In 2018, that position has been reversed, with 25% saying they would choose to go to a New Zealand bookstore website and 20% saying they would go to an overseas website.

**If you wanted a book to read, where would you be most likely to go to get one?**



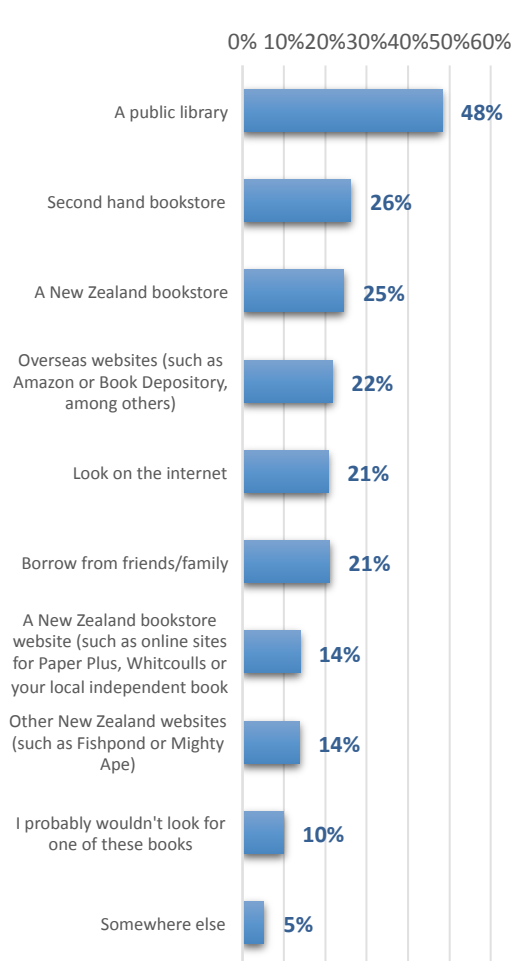
## 6.2 Non-fiction books

Public libraries remained top of mind as a source of non-fiction books, with second hand bookstores just ahead of New Zealand bookstores.

One in four said they would source their non-fiction from a New Zealand bookstore.

As in 2017, overseas websites were more important for non-fiction than New Zealand websites.

**If you wanted a book to read, where would you be most likely to go to get one?**



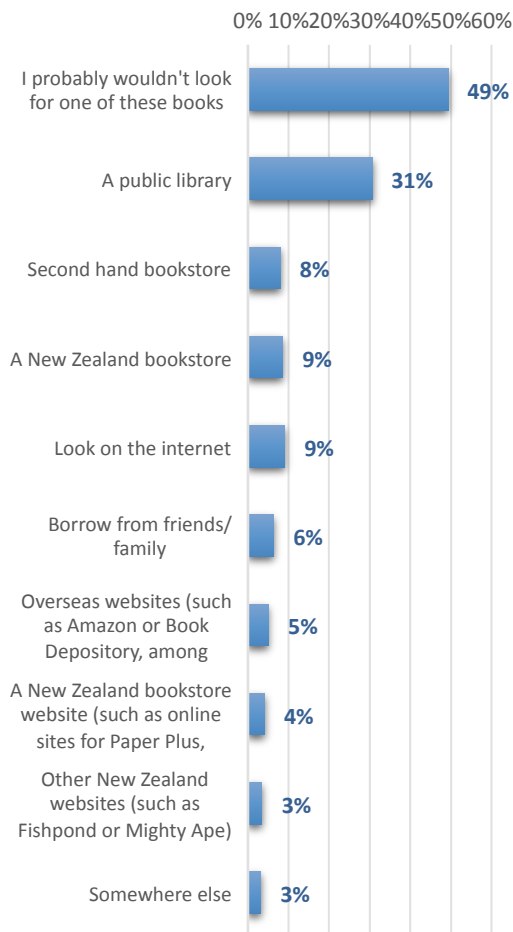
## 6.3 Poetry books

49% of all respondents said they probably would not look for a poetry book (41% in 2017).

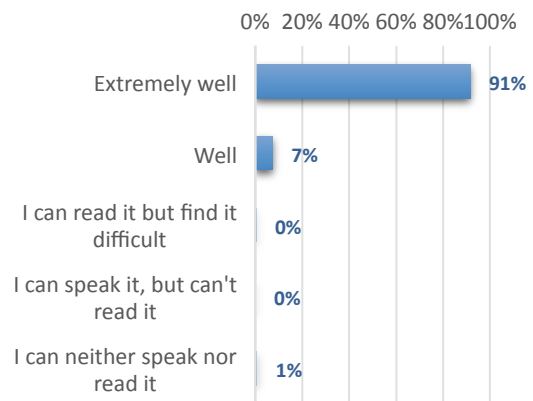
Public libraries remained the most popular place to source poetry books.

**If you wanted a book to read, where would you be most likely to go to get one?**

**- Poetry**



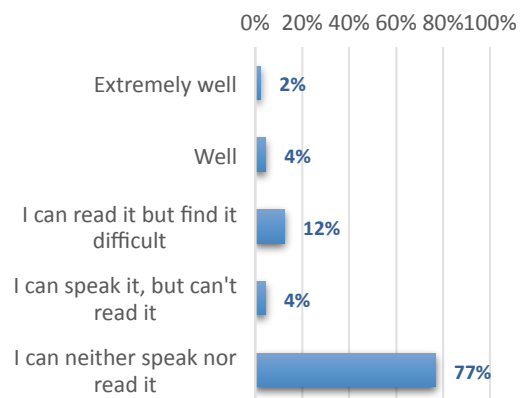
**Read English**



**Te Reo Māori**

77% said they could neither speak nor read Māori and 4% said they could speak it but not read it. Only 2% said they could read it extremely well. Note that 1 in 8 said they could read it with difficulty.

**Read Te Reo Māori**



**7. Languages**

All respondents were asked what languages they could read and how well they could read them. They were also asked which language they first learnt to read.

**7.1 Languages read**

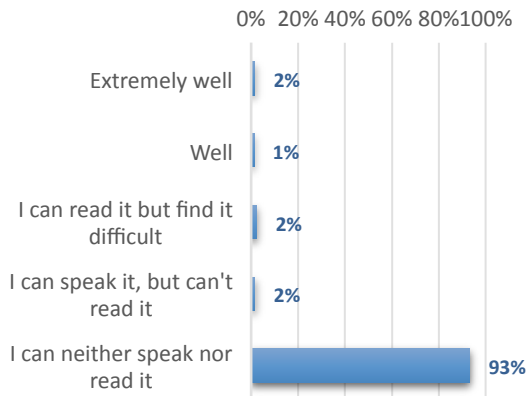
**English**

91% of respondents claimed to be able to read English extremely well.

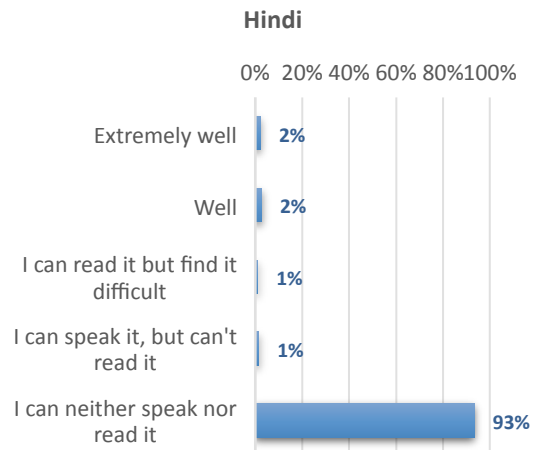
**Samoan and other Pasifika languages**

2% said they could read Samoan extremely well, but more than 90% of respondents could neither read nor speak Samoan or any other Pasifika language.

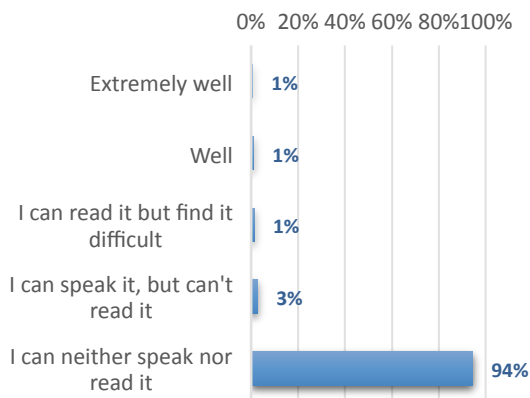
### Read Samoan



### Hindi



### Read another Pasifika language



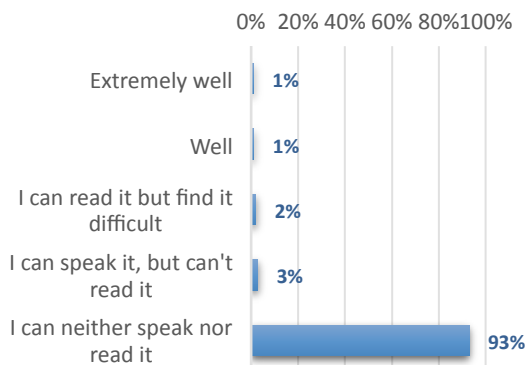
### Other languages

7% claimed to be able to read another language well or extremely well. The list was lengthy: in total, 48 languages were listed. French had the largest number of mentions (3 in 10), followed by Spanish and German. Italian, Dutch, Romanian, Japanese, Korean, Malay and Afrikaans were mentioned to a lesser degree but were more common than languages such as Bahasa Indonesia, Greek, Gujarati and Arabic.

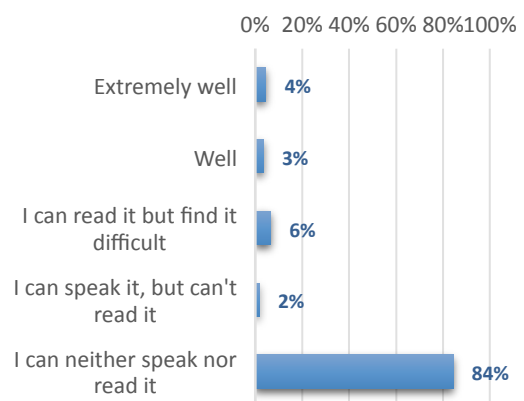
### Chinese

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

### Read Chinese (e.g. Mandarin/Wu/Min/Yue, etc.)



### Another language



## 7.2 Reasons for difficulty with reading English

The small number of respondents who had said they found it difficult to read in English were asked why that was. Few responded; those who did either could not say why or indicated that it was not their “mother tongue” or they had hardly used it before.

## SAMPLE

This survey of book reading in New Zealand was conducted for the New Zealand Book Council by Horizon Research Limited.

2,261 adult respondents responded to the survey between 2 and 27 May 2018.

The sample used source diversity: - 1,911 members of Horizon Research's national online research panels, plus 350 respondents provided by an online sampling and data collection company responded. Both Horizon's panels and the external panels have been recruited 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 and has an overall margin of error of  $\pm 2.1\%$ .

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 288 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, 108 10-17 year olds completed the questions.

### Contact

For more information about this survey or additional analysis, please contact Grant McInman on 021 076 2040, email [gmcinman@horizonresearch.co.nz](mailto:gmcinman@horizonresearch.co.nz).