



# How can I build a culture of reading for enjoyment in my community?



## 2023 National Reading Survey KEY FINDINGS:

### ACCESS TO READING MATERIALS

Among book owners, the number of books at home is increasing, but 65% of homes with children under 10 do not have a single picture books.

#### Community-based solutions

- Encourage book borrowing and book club meetings through libraries.
- Create and run reading clubs for children.
- Partner with NPOs that develop free or low-cost reading materials for children and adults.

### DIGITAL READING

Digital reading has grown significantly, although access remains unequal, and many readers still prefer paper, especially people who are less confident readers and people reading to children.

#### Community-based solutions

- Promote library e-lending services.
- Develop digital literacy skills to enable people to research and read about news and topics that interest them online.

### LIBRARIES

Libraries remain important places for reading but are still not accessible to all, and many users don't borrow books.

#### Community-based solutions

- Sensitise your community to the value of preserving libraries.
- Work with your local library to run community-outreach activities targeted at bringing children and adults to libraries.
- Promote library card ownership through mass-sign up programmes.
- Increase borrowing periods to accommodate people in rural areas.
- Encourage local businesses to donate books and resources to support community outreach activities or literacy facilities in libraries.
- Reduce library fines or offer fine amnesty weeks.

### READING WITH CHILDREN

More adults are reading with children, and most adults believe it is important, but they do not have enough children's books.

#### Community-based solutions

- Encourage parents/caregivers to visit or join libraries with their children
  - Promote awareness of free reading materials for children
- Communicate the following with caregivers and parents:
1. reading with children from a very young age is important (before they can talk).
  2. even small amounts of time spent reading to a child are sufficient (even 5-10 minutes a day).
  3. you don't need to be highly educated or a confident reader to read to children. Non-readers can share picture books, or tell stories to children.
  4. children first learn to read more easily in their home language, making it more enjoyable and likely they will become readers, so it is important that children be encouraged to learn to read in African languages.

### LANGUAGES

Support African-language authors by reading and talking about their books. Encourage writers and storytellers in your communities to self-publish their books.

#### Community-based solutions

- Create your own handwritten story book

### MOTIVATION & READER IDENTITY

83% of people in SA read for communication, information or enjoyment but only 32% frequently read books (including ebooks).

#### Community-based solutions

- Communicate that everyone can be a reader and that all forms of reading count (even reading WhatsApps)
- Engage with people based on where they "are" as readers rather than "how" they should read - using the personas on the next page.

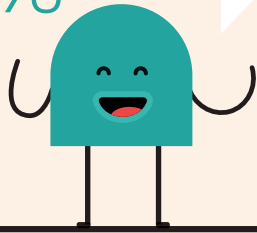


# Types of readers and how to engage them



## Nonreaders

18% of SA pop.



*"Reading is valuable, but it's not for me"*

### Key characteristics:

Little print material at home. Little internet or smartphone use. Older, not economically active, less educated.

### Targeted messaging:

Find opportunities to tell and listen to stories; motivate young people to read.

## Functional readers

17% of SA population

### Key characteristics:

Use mobile phones to communicate and get information they need; minimal social media use. May have religious books, but little else. Prefer paper.

### Targeted messaging:

Believe that you are a reader and value the reading you are already doing; find a topic or author that excites you.



*"I read when I have to"*

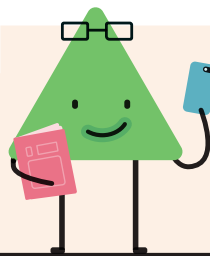
## Occasional readers

23% of SA population

### Key characteristics:

Read fiction, non-fiction, news and magazines, but low volume. Own <10 books. Rarely read long texts. Have internet access but prefer paper.

*"I read but it's not a big part of my life"*



### Targeted messaging:

Find a topic or an author that excites you; make reading more of a habit.

## Regular readers

26% of SA population

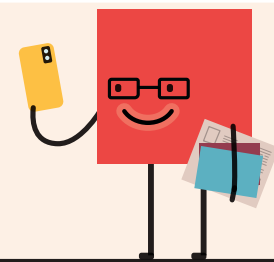
### Key characteristics:

Read frequently. Own >10 books. Use social media. Read online, but half prefer paper. Visit libraries regularly. Read long texts less frequently.

*"I read to stay connected and know what's happening"*

### Targeted messaging:

Share your favourite reads with others; try longer texts.



## Committed readers

17% of SA population

### Key characteristics:

Read daily at high-volume. Own >10 books (print and ebooks); read paper and digital equally. Get books from libraries. Read long texts often.

*"I love reading and it's part of my everyday life"*

### Targeted messaging:

Share your favourite reads with others; influence people in your social circles to read.

