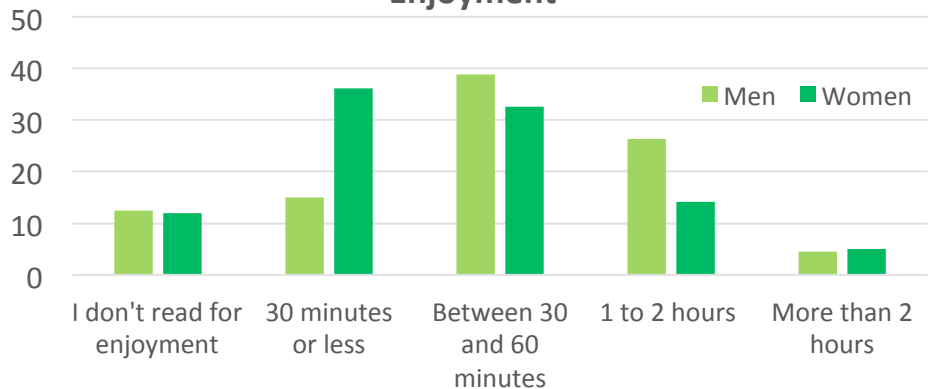


READING HABITS OF ADULTS

During the Winter 2018 semester, 560 individuals from around the world completed our survey which examined their experiences with reading growing up and their current reading habits. Participants ranged in age from 18 to 71 ($M = 31$) and 82% were women. Thank you to all of our participants! Some preliminary results are presented here. If you have further questions or inquiries, please email Julia at jrfarmer@ualberta.ca

On average, women tended to spend closer to 30 minutes or less reading for enjoyment, while men tended to spend between 30 and 60 minutes per day.

Percentage of Time Spent Per Day Reading for Enjoyment



- Interestingly, **women** tended to remember reading as a fun experience during their childhood more often than **men**.
- **Younger** adults tended to recall experiencing more independence while reading with their parent than **older** adults.
- **Older** adults tended to be more happy to receive something to read as a present, than **younger** adults.



How much do you read?



In one month, the average person in our sample read:

1 fiction book and **1.6** non-fiction books

1.3 magazines

12.7 newspapers/news app

