

HKADC Behavioural Study on Arts Participants - Individual Art Form (Literary Reading)



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Notes to readers

- For simplicity, “2018-2019” denotes the 2 years before the outbreak of COVID-19 and “2020” denotes the period during the pandemic from Jan 2020 to Jan 2021 (the time of survey fieldwork in stage 1 study).
- Expenditure on arts participation through alternative modes was only tracked in 2022’s study, and as a result, comparisons versus previous waves are not available.
- Since the 2014/15 study was on physical arts participation only, only incidence in physical mode was counted in the stage 3 study whenever comparisons are made between the two studies. In the 2014/15 study, Literary Reading and Literary Activities were grouped together as Literary Arts. However, in the 2014/15 study, book fairs were not included as Literary Activities, and Literary Reading only covered literary books read in libraries, book stores and cafes. In the stage 3 study, the scope of both Literary Activities and Literary Reading expanded. While Literary Activities included also book fair, Literary Reading covered literary books read anywhere.
- Reported results were weighted to ensure the sample is representative of the Hong Kong population.
- Due to rounding, the percentages might not add up to total.

Book genres included in Literary Reading

- Novel / Biography, Prose / Literary Review, Poem / Verse / Chinese classics, Children's and Juvenile Literature (including picture books)

Notation

denotes small base ($n < 30$)

denotes very small base ($n < 10$)

- denotes a figure of 0%

* denotes a figure that is larger than 0% but less than 0.5%

  green/ red boxes highlight figures that were notably different from other subgroups'/other categories' results

 black dotted boxes highlight figures that were notably different from past waves' results

Literary Reading

22% Literary Reading participation

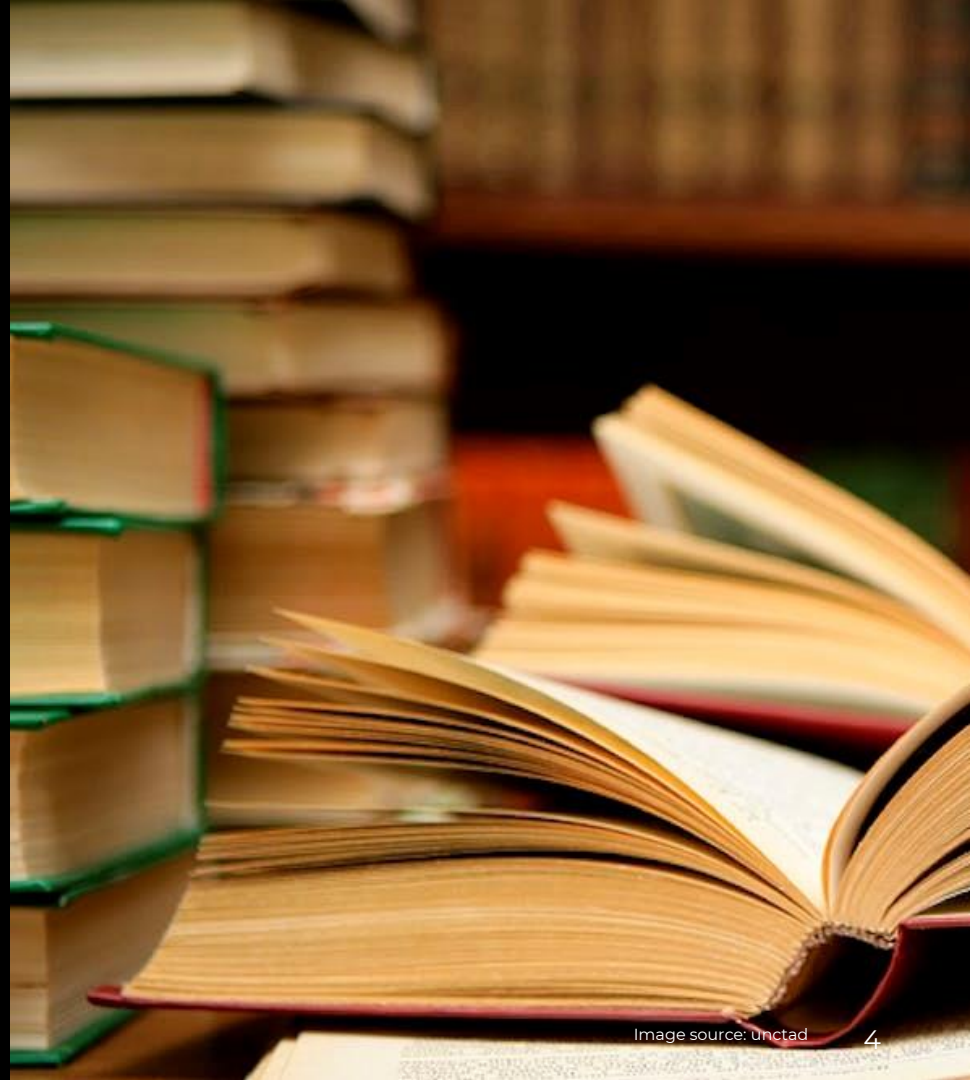
22%, or a projected population of 1.3 million aged 15-74, participated in Literary Reading during Jul'21-Jul'22, which had faltered slightly since 2020 (-4%). In particular, Novel/ Biography (14%) and Prose/ Literary Reviews (9%) were the top book genres read.

18% read physical literary books

18%, or a projected population of 1.1 million aged 15-74, reported reading physical literary books during Jul'21-Jul'22, which had sustained since 2020 (+1%).

15% read e-books

15%, or a projected population of 882 thousand aged 15-74, reported reading e-books during Jul'21-Jul'22, which represented a slight drop in readership of e-books since 2020 (-3%).



Overview of incidence, projected population and expenditure – Literary Reading

- Participation in Literary Reading remained at a similar level compared to 2020. Novel/ Biography and Prose/ Literary Review were the more popular literary genres.

22%

Participated in Literary Reading from Jul'21 to Jul'22

- Novel, Biography: 14%
- Prose, Literary Review: 9%
- Poem / Verse / Chinese Classics: 4%
- Children's and Juvenile Literature (including picture books): 3%

1.3M

Projected population of Literary Reading participants

- **Physical books: 18% (1,092k)**
 - 2020: 17% (+1%)
 - 2018-2019: 23% (-4%)
- **e-books: 15% (882k)**
 - 2020: 18% (-3%)
 - 2018-2019: 19% (-4%)

\$582M

Expenditure in Literary Reading

- Physical books: \$232M
- e-books: \$350M
 - 60% of total expenditure

Incidence of reading literary books in physical and alternative forms – by gender and age

(among all respondents)

- Compared to 2020, relatively fewer consumers read e-books, particularly among those aged 15-24, 35-44 and 55-64. On the contrary, more consumers aged 34-44 read physical books in 2021/22.

Physical books

2021/22 (Stage 3)  18%

2020 (Stage 1)  17%

e-books

2021/22 (Stage 3)  15%

2020 (Stage 1)  18%

Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
18% <i>n=1,355</i>	19% <i>n=1,662</i>	23% <i>n=363</i>	23% <i>n=548</i>	21% <i>n=673</i>	19% <i>n=667</i>	16% <i>n=469</i>	10% <i>n=297</i>
18% <i>n=670</i>	17% <i>n=830</i>	24% <i>n=194</i>	24% <i>n=350</i>	17% <i>n=367</i>	13% <i>n=310</i>	12% <i>n=279</i>	N/A <i>N/A</i>
15% <i>n=1,355</i>	15% <i>n=1,662</i>	19% <i>n=363</i>	21% <i>n=548</i>	19% <i>n=673</i>	17% <i>n=667</i>	11% <i>n=469</i>	5% <i>n=297</i>
18% <i>n=670</i>	19% <i>n=830</i>	22% <i>n=194</i>	21% <i>n=350</i>	21% <i>n=367</i>	13% <i>n=310</i>	16% <i>n=279</i>	N/A <i>N/A</i>

Source: Q109a

Base: All respondents (n=3,017)

Note: In stage 1 survey, the respondents were HK residents aged 15-64. Results of 2020 only include those aged 16-64.

Remark: 2014/15's Literary Reading results are not suitable for comparisons due to different question settings as explained on slide 3.


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Incidence of reading literary books in physical and alternative forms – by life segment

(among all respondents)

- Relatively more Married persons without children spent time reading both physical literary books and e-books than other groups.


Physical books

2021/22 (Stage 3)  18%

2020 (Stage 1)  17%

e-books

2021/22 (Stage 3)  15%

2020 (Stage 1)  18%

	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Physical books							
2021/22 (Stage 3)	22% <i>n=181</i>	20% <i>n=649</i>	23% <i>n=183</i>	24% <i>n=289</i>	21% <i>n=543</i>	17% <i>n=940</i>	9% <i>n=204</i>
2020 (Stage 1)	21% <i>n=121</i>	17% <i>n=473</i>	14% <i>n=316</i>	23% <i>n=176</i>	23% <i>n=288</i>	19% <i>n=76</i>	12% <i>n=26#</i>
e-books							
2021/22 (Stage 3)	19% <i>n=181</i>	15% <i>n=649</i>	19% <i>n=183</i>	22% <i>n=289</i>	19% <i>n=543</i>	13% <i>n=940</i>	4% <i>n=204</i>
2020 (Stage 1)	18% <i>n=121</i>	15% <i>n=473</i>	14% <i>n=316</i>	19% <i>n=176</i>	26% <i>n=288</i>	29% <i>n=76</i>	12% <i>n=26#</i>

Source: Q109a

denotes small base (*n*<30)

Base: All respondents (*n*=3,017)

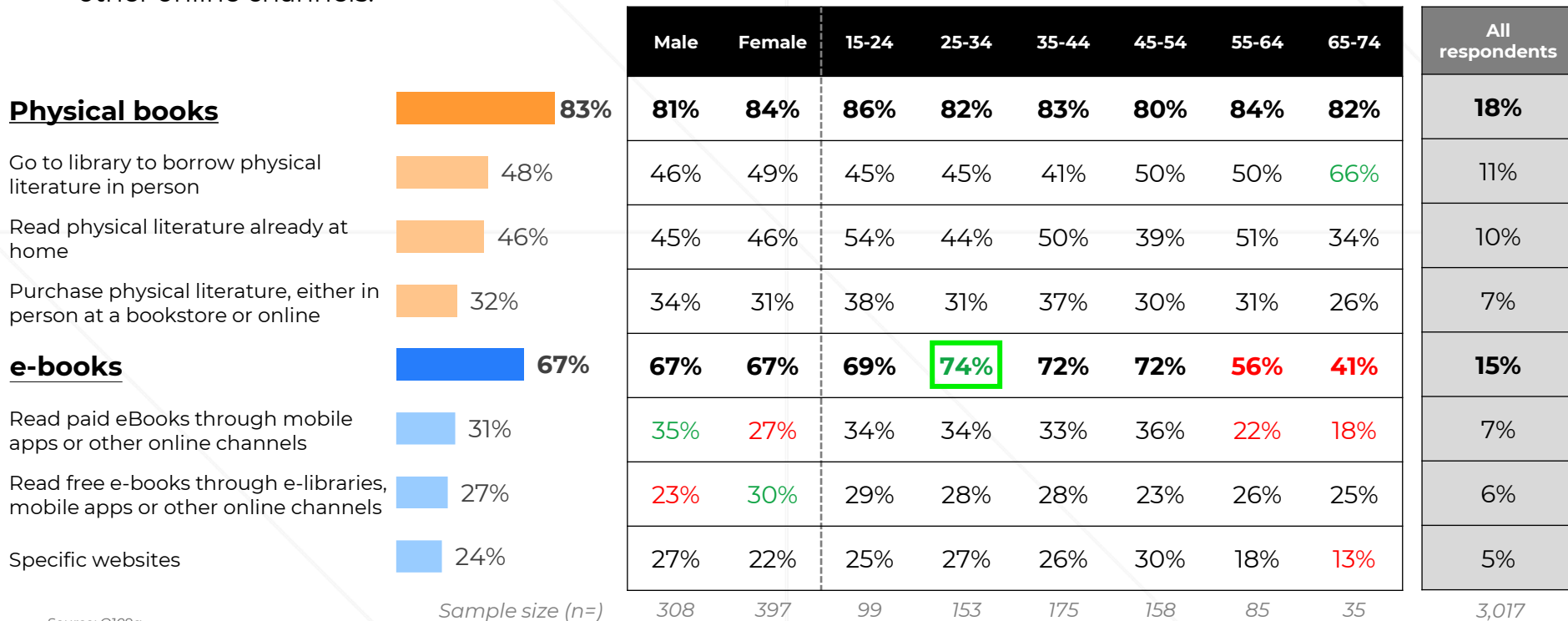
Remark: 2014/15's Literary Reading results are not suitable for comparisons due to different question settings as explained on slide 3.

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 black dotted boxes highlight figures that were notably different to past waves' results

Reading channels used among Literary Reading participants – by gender and age

- The majority of people would spend time reading physical books – primarily through visits to the library and reading at home. Relatively more younger consumers aged 25-34 had read e-books through mobile apps or other online channels.



Source: Q109a

Base: Literary Reading participants (n=705)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Reading channels used among Literary Reading participants - by life segment

- Relatively more Married persons without children, who had previously increased their reading of e-books since 2020, had spent time reading paid/ free e-books through mobile apps/ other online channels. Parents with children aged 0-4 were more likely to read paid eBooks through mobile apps or other online channels.
- More Working singles read physical literature already at home and purchase physical literature, either in person at a bookstore or online.

Physical books

Go to library to borrow physical literature in person



Read physical literature already at home



Purchase physical literature, either in person at a bookstore or online



e-books

Read paid eBooks through mobile apps or other online channels



Read free e-books through e-libraries, mobile apps or other online channels



Specific websites



Source: Q109a
Base: Literary Reading participants (n=705)
denotes small base (n<30)

Sample size (n=)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.
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	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Go to library to borrow physical literature in person	79%	87%	72%	84%	81%	83%	86%
Read physical literature already at home	45%	44%	37%	50%	44%	51%	68%
Purchase physical literature, either in person at a bookstore or online	45%	57%	40%	43%	40%	45%	46%
Read paid eBooks through mobile apps or other online channels	34%	45%	23%	31%	32%	29%	21%
Read free e-books through e-libraries, mobile apps or other online channels	67%	68%	61%	78%	75%	64%	42%
Specific websites	22%	33%	34%	42%	29%	29%	20%
	32%	27%	27%	23%	27%	25%	33%
	23%	24%	17%	23%	30%	27%	5%

51

150

56

83

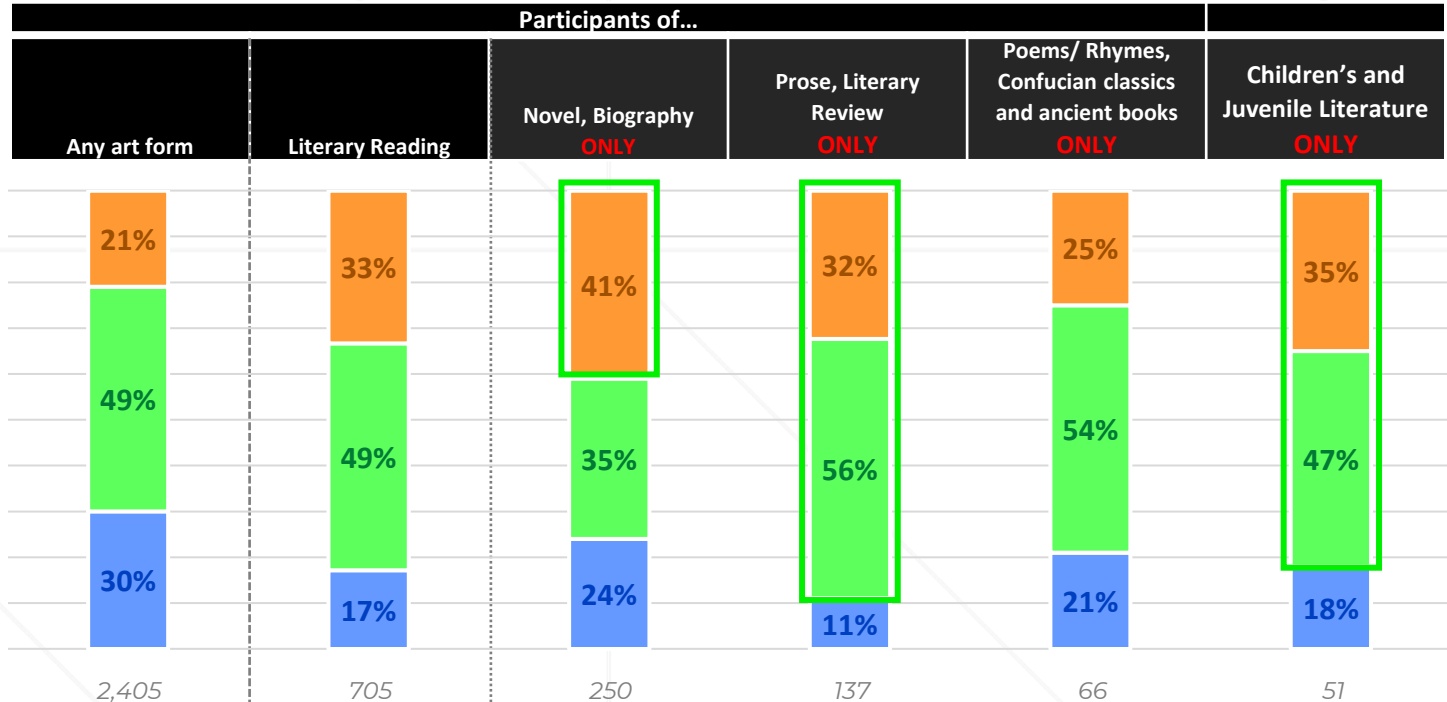
140

199

21#

Patterns of reading literary books in physical and alternative forms

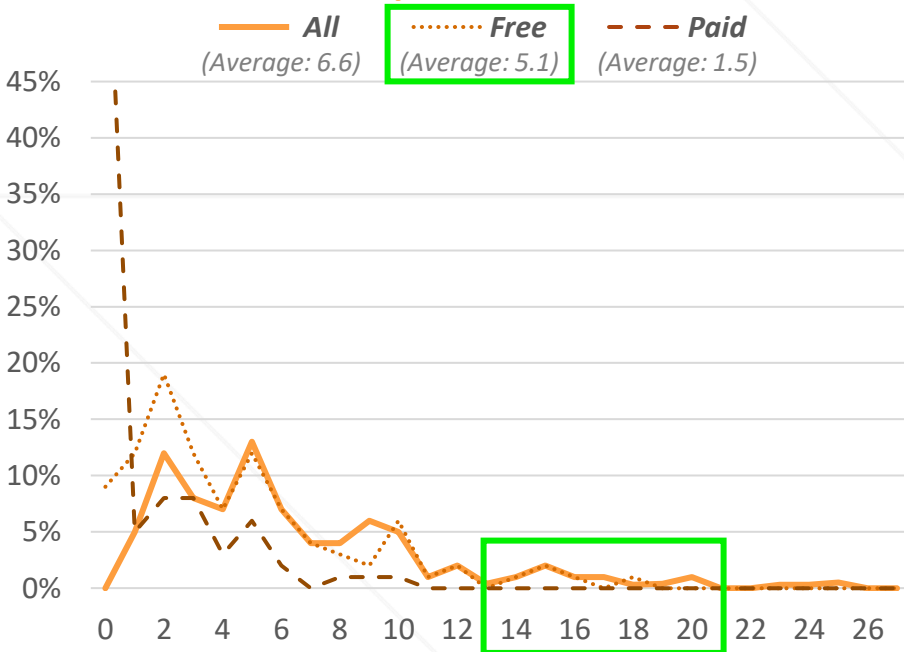
- Unsurprisingly, physical books were more common in reading activities compared to other art forms, especially for reading Prose/ Literary Reviews and Children/ Juvenile Literature.
- Relatively more would only read Novels/Biographies in printed versions, though.



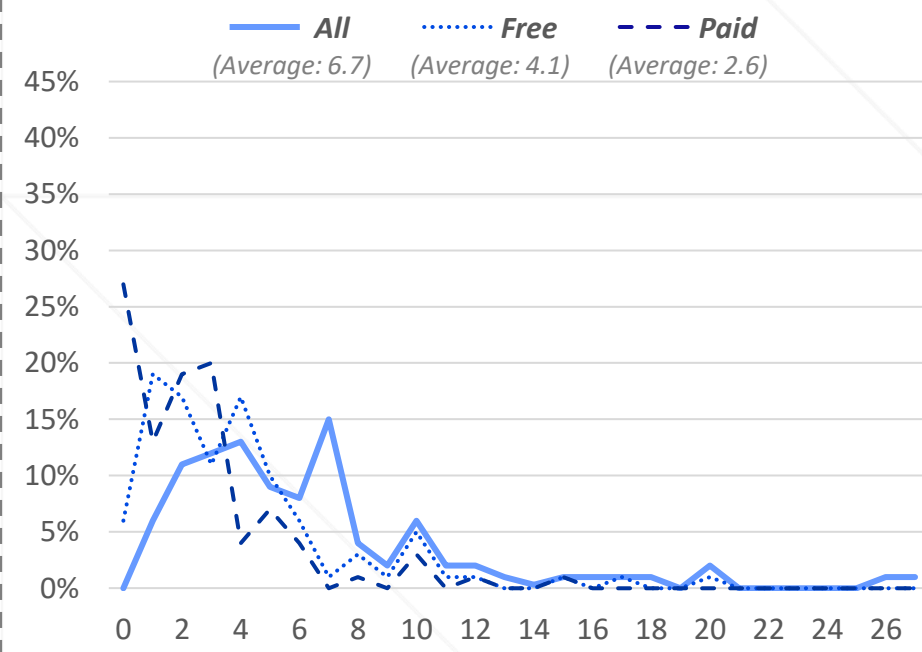
Number of literary books read annually from Jul'21 to Jul'22^

- Relatively more of those who read physical books did so by borrowing from the library/ reading books already at home, participants had read substantially more free physical books on average. Furthermore, there was also a small portion of reading fanatics that read 14-20 books from Jul'21 to Jul'22.

Physical books



e-books



Base: Those who read any physical books (n=581)
 Source: Q109b
 ^denotes mean figures
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Base: Those who read any e-books (n=488)

Number of literary books read from Jul'21 to Jul'22^

- In physical mode, since Literary Reading was one of the activities most commonly participated in, and the number of books read by each participant was higher than the average number of activities participated by other art form participants, it was projected that 7.2 million copies of physical literary books were read from Jul'21 to Jul'22.

Physical books

Jul'21 to Jul'22

6.6

Purchasing books at
bookstore/ online
(Paid)
1.5

Read books already at home/ Go
to library to borrow books
(Free)
5.1

Base: Those who read any physical books (n=581)

Projected number
of **physical** books
read: **7.1M**

e-books

Jul'21 to Jul'22

6.7

Other channels (e.g. specific websites/ mobile apps)
(Paid)
2.6

(Free)
4.1

Base: Those who read any e-books (n=488)

Projected number
of **e-books** read:
5.9M

Source: Q109b

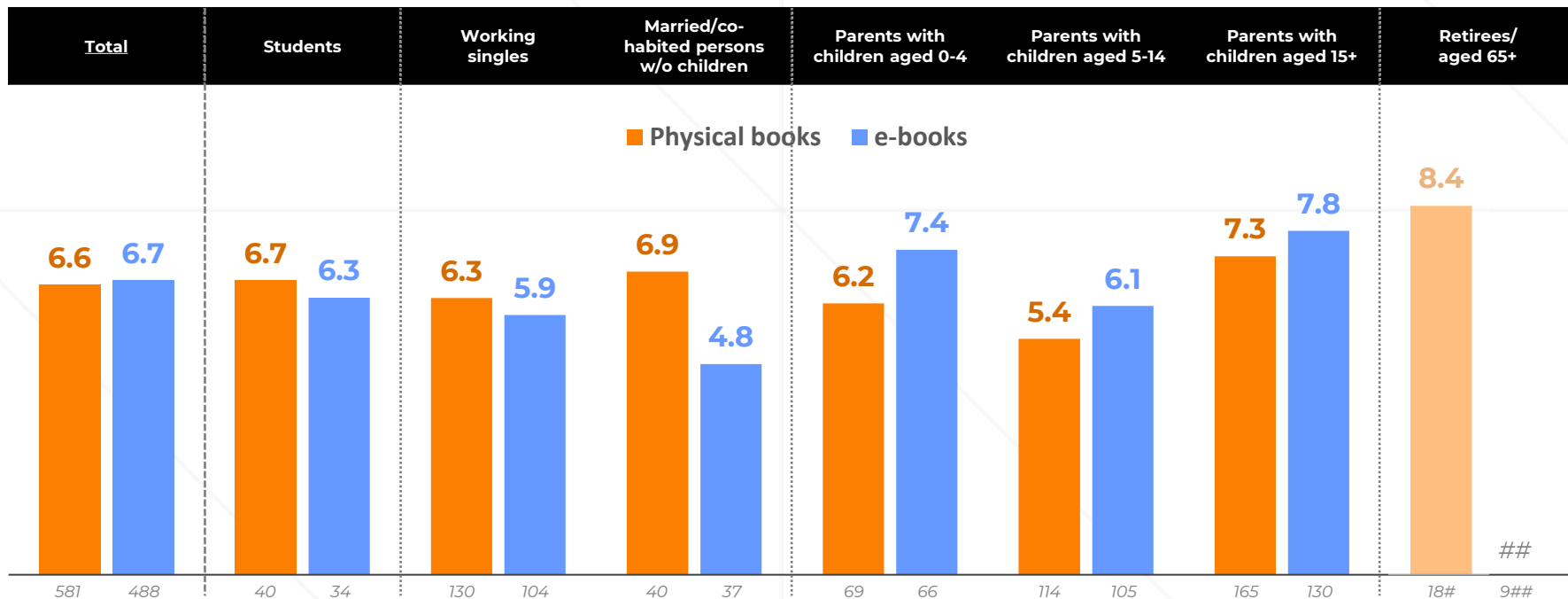
^denotes mean figures

Remark: The projected attendance = summary of weighted individual responses.

2014/15's Literary Reading results are not suitable for comparisons due to different question settings as explained on slide 3.

Number of literary books read from Jul'21 to Jul'22 – by life segment[^]

- Parents appeared to prefer e-books over physical books, whereas the other life segments read more physical books than e-books. Parents with children aged 15+ read the largest number of books from Jul'21 to Jul'22.
- Parents with children aged 15+ read more physical books than other segments.



Base:

581 488

40 34

130 104

40 37

69 66

114 105

165 130

18# 9##

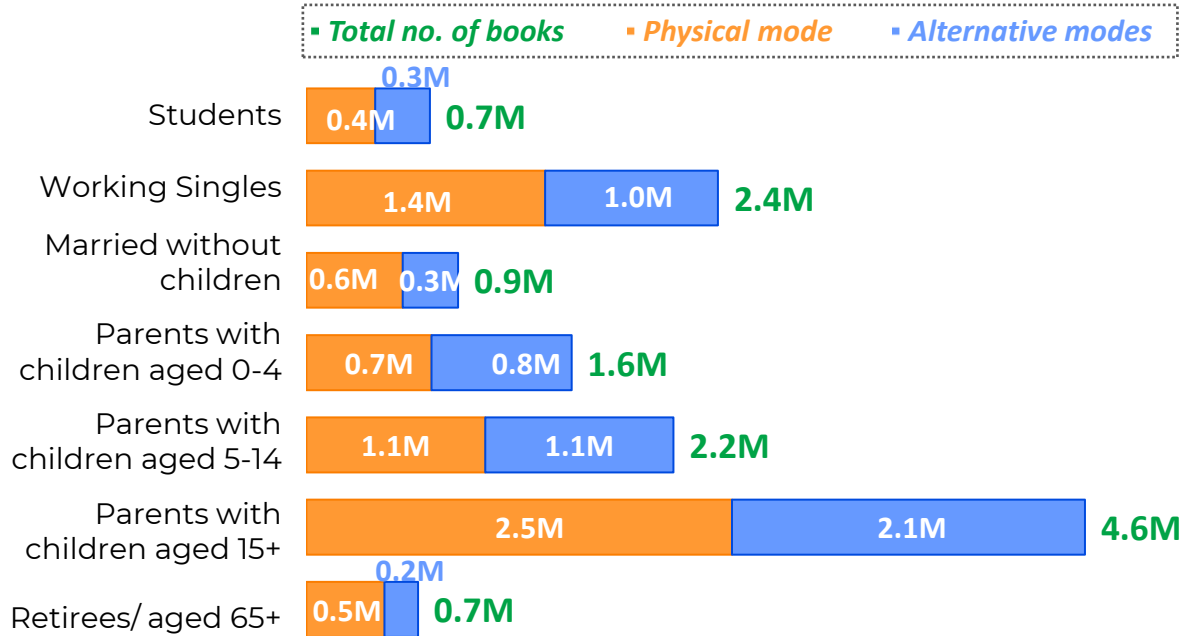
Source: Q109b

Base: Those who read physical literary books or e-books respectively

[^]denotes mean figures

Projected annual number of Literary books read - by life segment

- The projected number of physical literary books and e-books read annually by Parents with children aged 15+ was significantly more than that of other life segments.



13.0M

(7.1M+5.9M)

Projected annual attendance on Literary Reading participation from Jul'21 to Jul'22.

Source: Q109c
 Base: Among those who had participated in Literary Reading (n=705)
 Remark: The projected number of Literary books read = summary of weighted individual responses.

Annual expenditure on Literary Reading from Jul'21 to Jul'22[^]

- Apart from similar number of physical literary books and e-books read, average spending on e-books was also similar to average spending on physical literary books.



Projected annual expenditure on

physical books: 232M

e-books: 350M

Source: Q109c

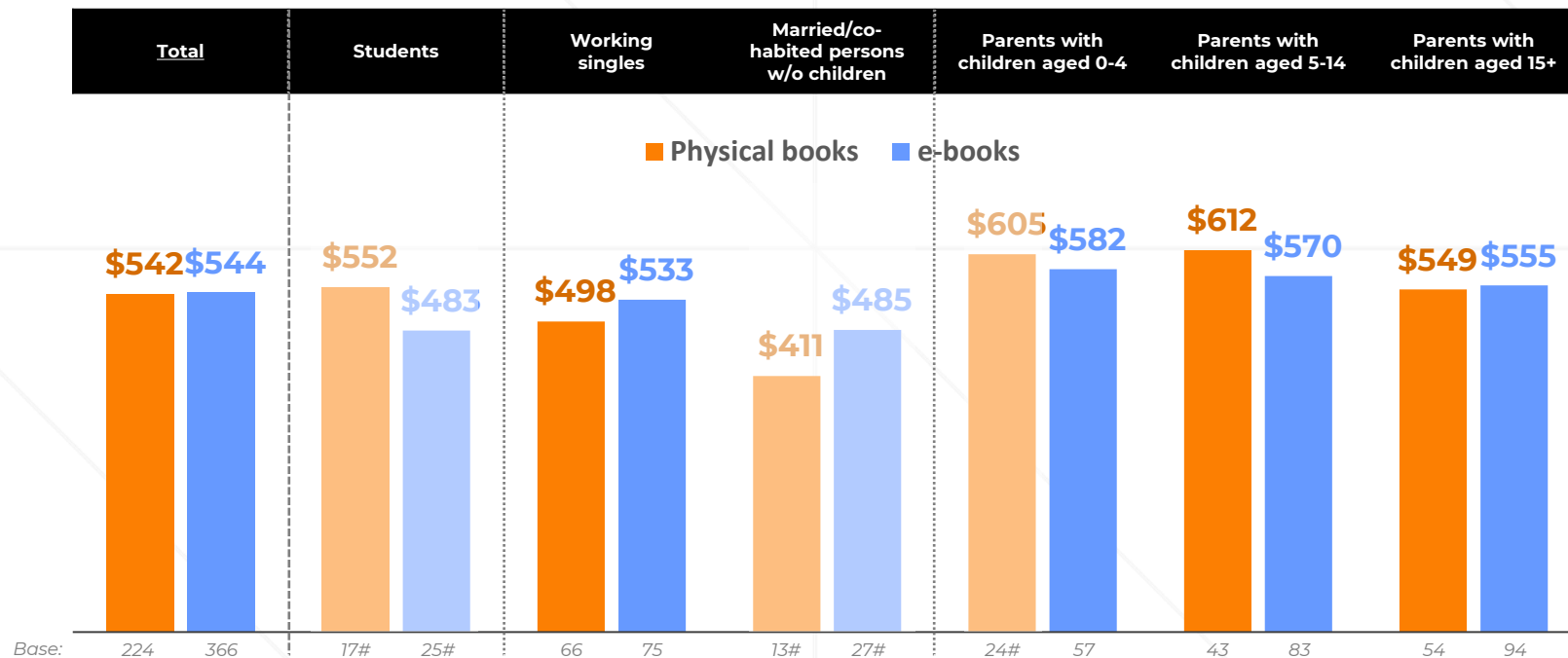
[^]denotes mean figures

Remark: 2014/15's Literary Reading results are not suitable for comparisons due to different question settings as explained on slide 3.

The projected expenditure = summary of weighted individual responses.

Average annual expenditure on Literary Reading from Jul'21 to Jul'22 – by life segment[^]

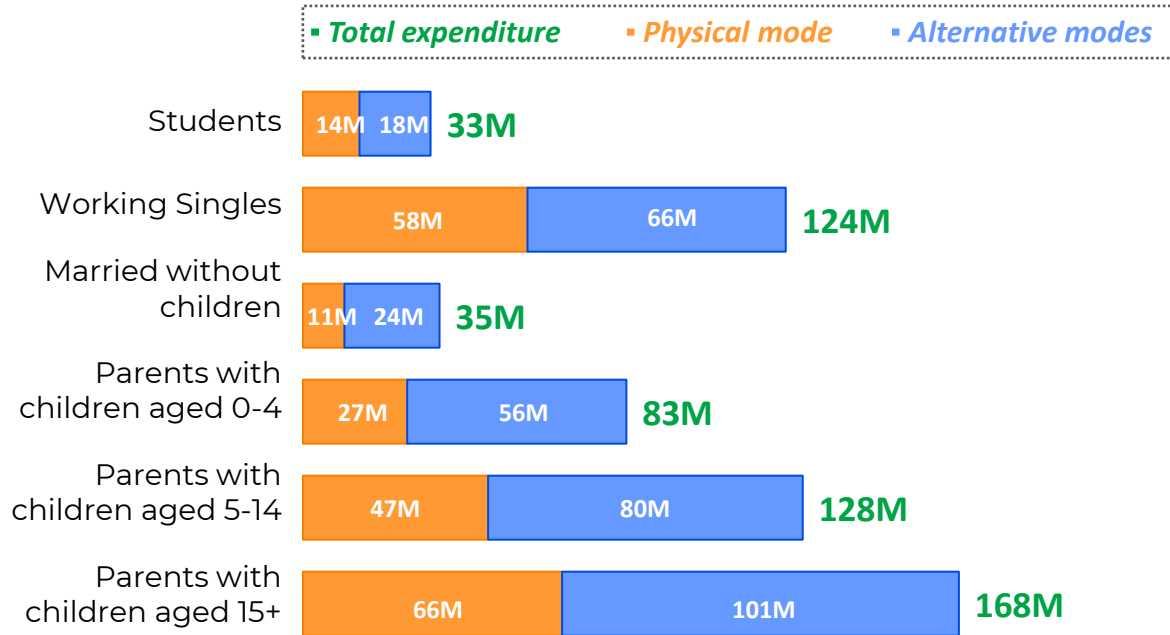
- Across life segments, Parents with younger children aged 0-14 paid more for books. Parents with children aged 5-14 had spent the most on physical literary books.



Source: Q109c
 Base: Those who paid for physical literary books or e-books respectively
[^]denotes mean figures
 Remark: figures for Retirees/ aged 65+ are not shown due to very small base (n<10)

Projected annual expenditure on Literary Reading - by life segment

- The projected expenditure of Parents with children aged 15+ on Literary Reading (both physical and particularly on alternative modes) was more than that of other life stage segments, driven mostly by the segment's large number of both physical literary books and e-books read.



582M

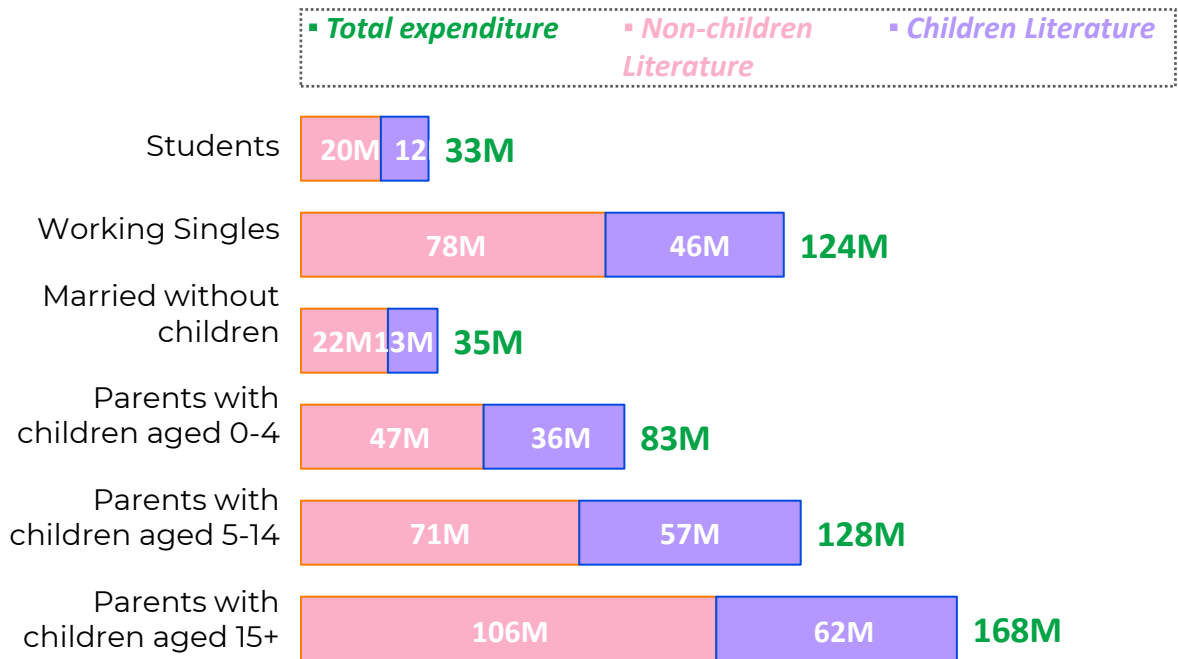
(232M+350M)

Projected annual expenditure on Literary Reading participation from Jul'21 to Jul'22.

Source: Q109c
Base: Among those who had participated in Literary Reading (n=705)
Remark: The projected expenditure = summary of weighted individual responses.

Projected annual expenditure on Literary Reading (Children's and Juvenile Literature & non-Children's and Juvenile Literature) - by life segment

- The projected expenditure of Parents with children aged 15+ on Literary Reading (both Children and Non-children Literature) was more than that of other life stage segments. Despite having children, parents' spending is skewed towards non-children Literature.



582M

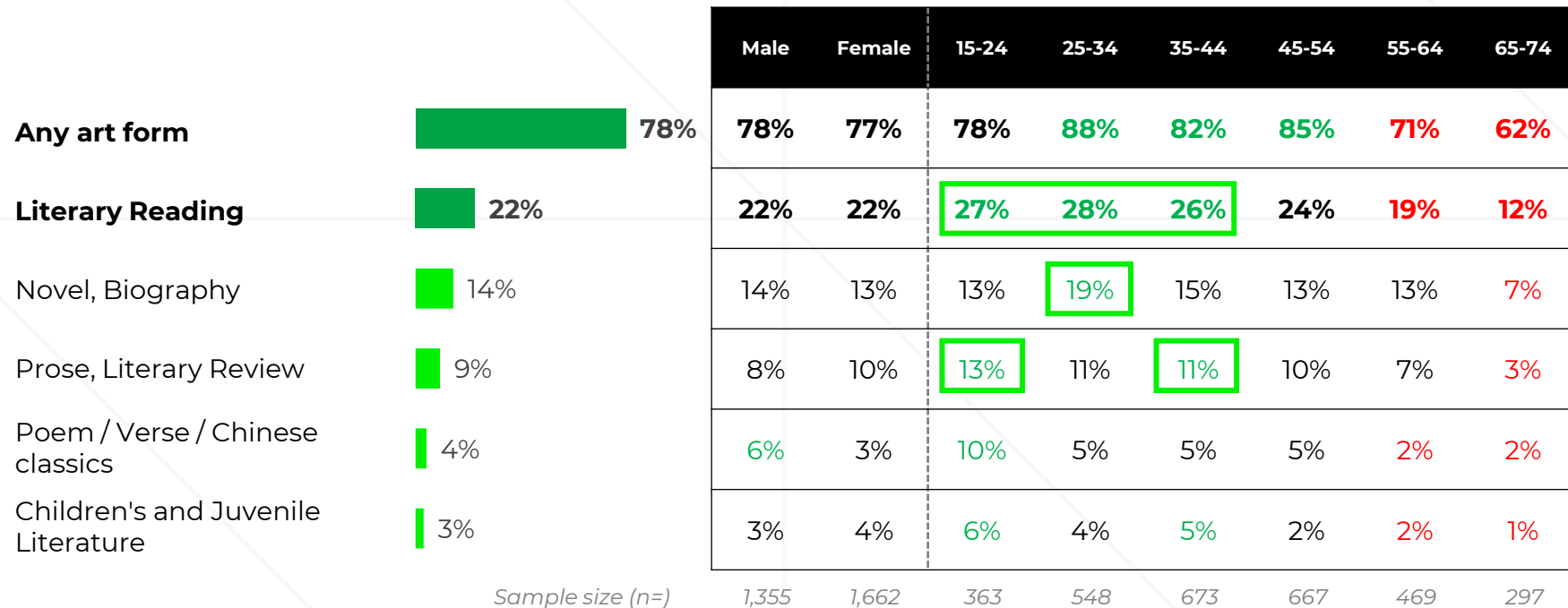
(345M+225M)

Projected annual expenditure on Literary Reading participation from Jul'21 to Jul'22.

Source: Q109c
Base: Among those who had participated in Literary Reading (n=705)

Incidence of reading books of different literary genres (any form) – by gender and age

- Literary Reading was relatively more common among younger consumers aged 15-44. In particular, more of those aged 25-34 had read Novel/ Biography, whereas relatively more of those aged 15-24 and 35-44 had read Prose/ Literary Reviews.



Source: Q101







Base: All respondents (n=3,017)

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Incidence of reading books of different literary genres (any form)– by life segment

- By life segment, relatively more Married persons without children spent time reading, mostly Novels/ Biographies. Students were also relatively more likely to read Novel/ Biography and Prose/ Literary Reviews, albeit less than the aforementioned married persons.

		Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/ aged 65+
Any art form	 78%	68%	73%	76%	87%	90%	79%	58%
Literary Reading	 22%	28%	23%	32%	28%	26%	20%	10%
Novel, Biography	 14%	16%	14%	22%	15%	16%	12%	7%
Prose, Literary Review	 9%	13%	11%	11%	12%	9%	8%	3%
Poem / Verse / Chinese classics	 4%	8%	5%	4%	3%	6%	4%	1%
Children's and Juvenile Literature	 3%	6%	3%	3%	7%	4%	2%	1%

Source: Q101
Base: All respondents (n=3,017)

Sample size (n=)

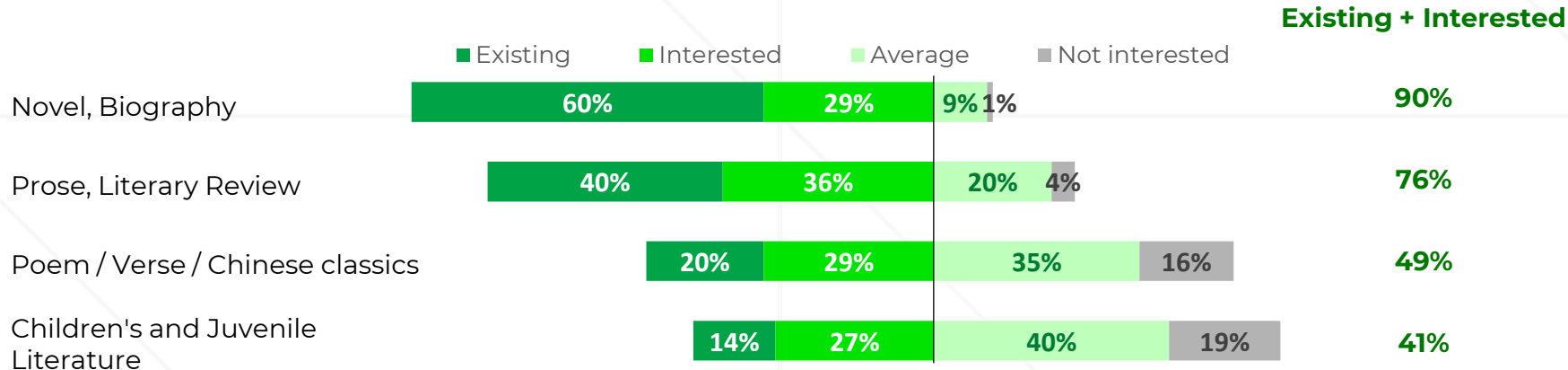
181 649 183 289 543 940 204

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Distribution of existing and interested genre participants (any form) among Literary Reading participants

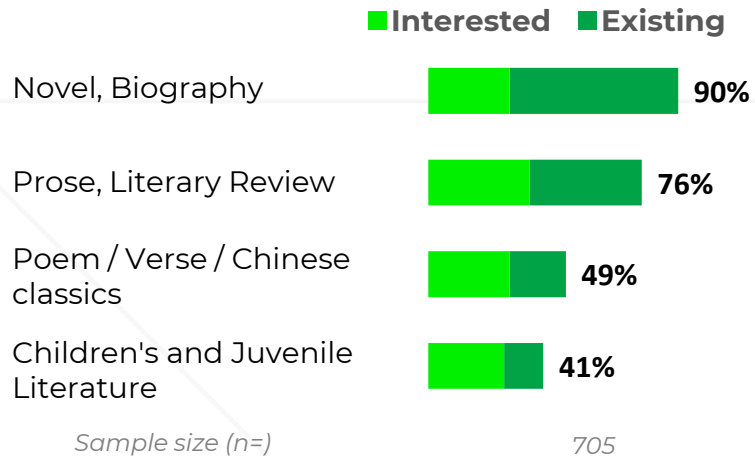
- As such, Novel/ Biography and Prose/ Literary Reviews had the largest proportion of existing participants, while Prose/ Literary Reviews also garnered the most participation interest among existing participants.
- In contrast, relatively fewer were interested in Poem / Verse / Chinese classics and Children/ Juvenile Literature.



Existing and interested genre participants (any form) – by gender and age^

(among Literary Reading participants)

- Novel/ Biography was the top chosen reading genre across the board.
- Interestingly, younger consumers aged 15-24 were relatively more interested in reading books of different literary genres – other than Novels/ Biographies, more of them would also be intrigued by Poem / Verse / Chinese classics and Children/ Juvenile Literature.



	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Novel, Biography	91%	89%	94%	87%	81%	92%	96%	96%
Prose, Literary Review	73%	77%	79%	75%	78%	72%	73%	78%
Poem / Verse / Chinese classics	53%	45%	65%	48%	51%	51%	33%	52%
Children's and Juvenile Literature	39%	44%	53%	44%	48%	46%	21%	32%
Sample size (n=)	308	397	99	153	175	158	85	35

Source: Q101, Q109d

Base: Literary Reading participants (n=705)

^Figures include both existing participants and those who are interested in participating in the future.

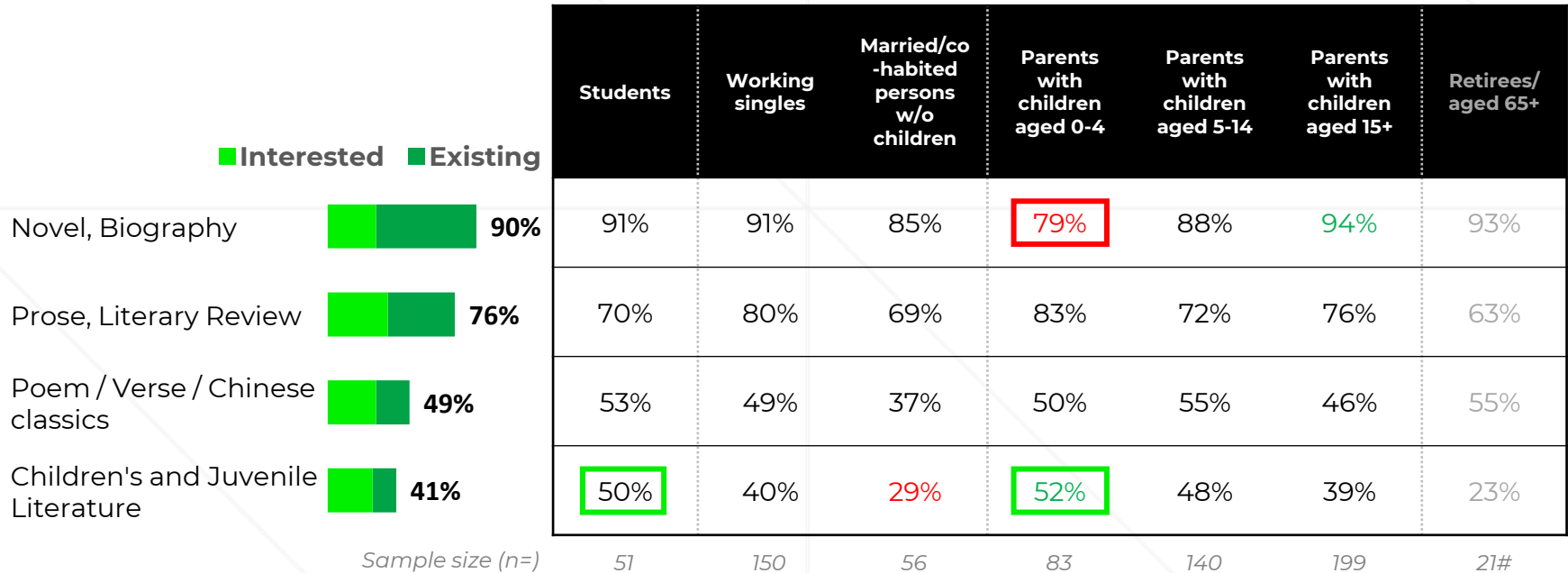
Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Existing and interested genre participants (any form) – by life segment[^]

(among Literary Reading participants)

- Other than Parents with children aged 0-4, participants of all other life segments predominantly preferred to read Novel/ Biography, especially Parents with children aged 15+. Furthermore, Students and Parents with children aged 0-4 were also relatively more likely to read Children/ Juvenile Literature.



Source: Q101, Q109d

Base: Literary Reading participants (n=705)

denotes small base (n<30)

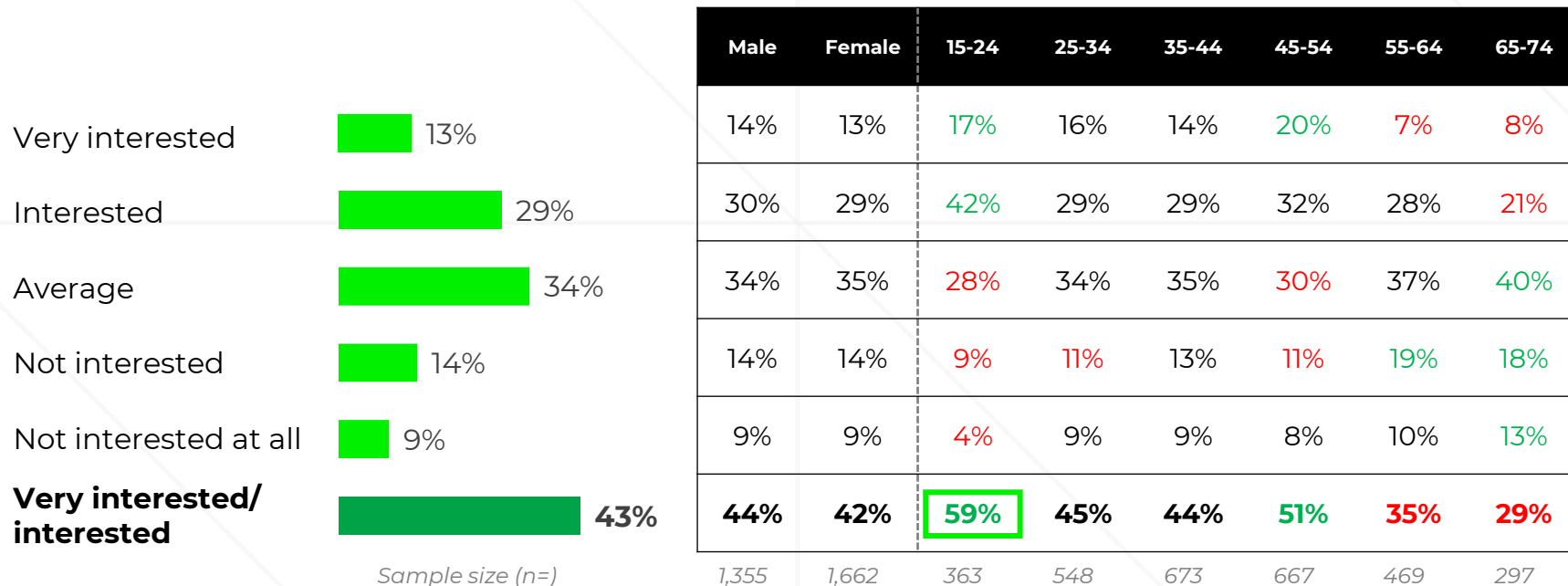
[^]Figures include both existing participants and those who are interested in participating in the future.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Future physical participation interest level^ in Literary Reading among all respondents – by gender and age







- Although younger consumers aged 15-24 had read fewer physical literary books in 2021/22 compared to 2020, they exhibited the largest interest in reading physical literary books in the future.



Source: Q11
 Base: All respondents (n=3,017)
 ^denotes participation interest in physical books among all respondents in the next 12 months.
 Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.
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Future physical participation interest level^ in Literary Reading among all respondents – by life segment

- Students and Parents with children aged 0-14 were more interested in reading physical books in the future. Although the physical participation incidence of Parents with children aged 5-14 in Literary Reading dropped in 2021/22 compared to 2020, their future physical participation interest was high.

		Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/aged 65+
Very interested	 13%	17%	13%	13%	16%	18%	12%	8%
Interested	 29%	40%	30%	36%	32%	29%	30%	16%
Average	 34%	31%	31%	26%	34%	35%	35%	43%
Not interested	 14%	8%	13%	15%	9%	13%	15%	17%
Not interested at all	 9%	4%	13%	10%	9%	5%	7%	15%
Very interested/ interested	 43%	57%	43%	49%	48%	47%	42%	24%

Source: Q11

Base: All respondents (n=3,017)

^denotes participation interest in physical books among all respondents in the next 12 months.

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

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Sample size (n=) 181 649 183 289 543 940 204

Attractiveness of different selling points for Literary books - by gender and age

(among those interested in participating in Literary Reading activities)

- Furthermore, younger consumers aged 15-24 would be most interested in literature on inspirational/reflective topics and adaptations of works/ secondary creations, and highlighting more of these works could capture their interest in Literary Reading, while consumers aged 55+ on classic works. Cross-disciplinary collaborations were preferred by readers aged 25-34 and 45-54.

	Total	Male	Female	15-24	25-34	35-44	45-54	55-64	65-74
Classic works	41%	40%	41%	33%	35%	32%	31%	59%	56%
Inspirational/Reflective Topics	38%	37%	39%	43%	45%	38%	42%	35%	27%
Award-winning/Reenactment Works	35%	33%	36%	35%	31%	35%	36%	38%	31%
Adaptation of works/Secondary creation	32%	33%	32%	39%	36%	36%	36%	27%	21%
Local Original/Novel Works	31%	30%	32%	32%	32%	34%	32%	30%	28%
Locally renowned creators or performers/groups	28%	27%	29%	28%	33%	30%	32%	21%	24%
Internationally renowned creators or performers/groups	23%	22%	23%	27%	22%	25%	29%	18%	13%
Programmes/Promotions for Art Festivals or Book Fairs	14%	14%	14%	8%	12%	14%	13%	18%	17%
Cross-disciplinary collaborations	13%	12%	13%	13%	16%	14%	16%	8%	7%
Sample size (n=)	2,354	1051	1303	312	432	528	546	333	203

Source: Q208

Base: Those who are interested in participating in Literary Reading activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Attractiveness of different selling points for Literary books - by life segment

(among those interested in participating in Literary Reading activities)

- Students also preferred inspirational/ reflective topics and adaptations of works/ secondary creations, whereas locally/ internationally renowned authors was relatively more appealing to Parents with younger children aged 0-4.

	Total	Students	Working singles	Married/co-habited persons w/o children	Parents with children aged 0-4	Parents with children aged 5-14	Parents with children aged 15+	Retirees/ aged 65+
Classic works	41%	33%	45%	42%	24%	31%	44%	59%
Inspirational/Reflective Topics	38%	42%	43%	43%	43%	38%	36%	25%
Award-winning/Reenactment Works	35%	32%	34%	42%	30%	34%	36%	29%
Adaptation of works/Secondary creation	32%	37%	34%	24%	37%	35%	32%	21%
Local Original/Novel Works	31%	29%	38%	33%	31%	30%	32%	22%
Locally renowned creators or performers/groups	28%	29%	24%	25%	38%	33%	27%	23%
Internationally renowned creators or performers/groups	23%	23%	21%	19%	31%	27%	22%	12%
Programmes/Promotions for Art Festivals or Book Fairs	14%	10%	14%	15%	8%	13%	15%	19%
Cross-disciplinary collaborations	13%	13%	12%	13%	18%	15%	12%	5%
Sample size (n=)	2,354	158	479	138	240	446	738	136

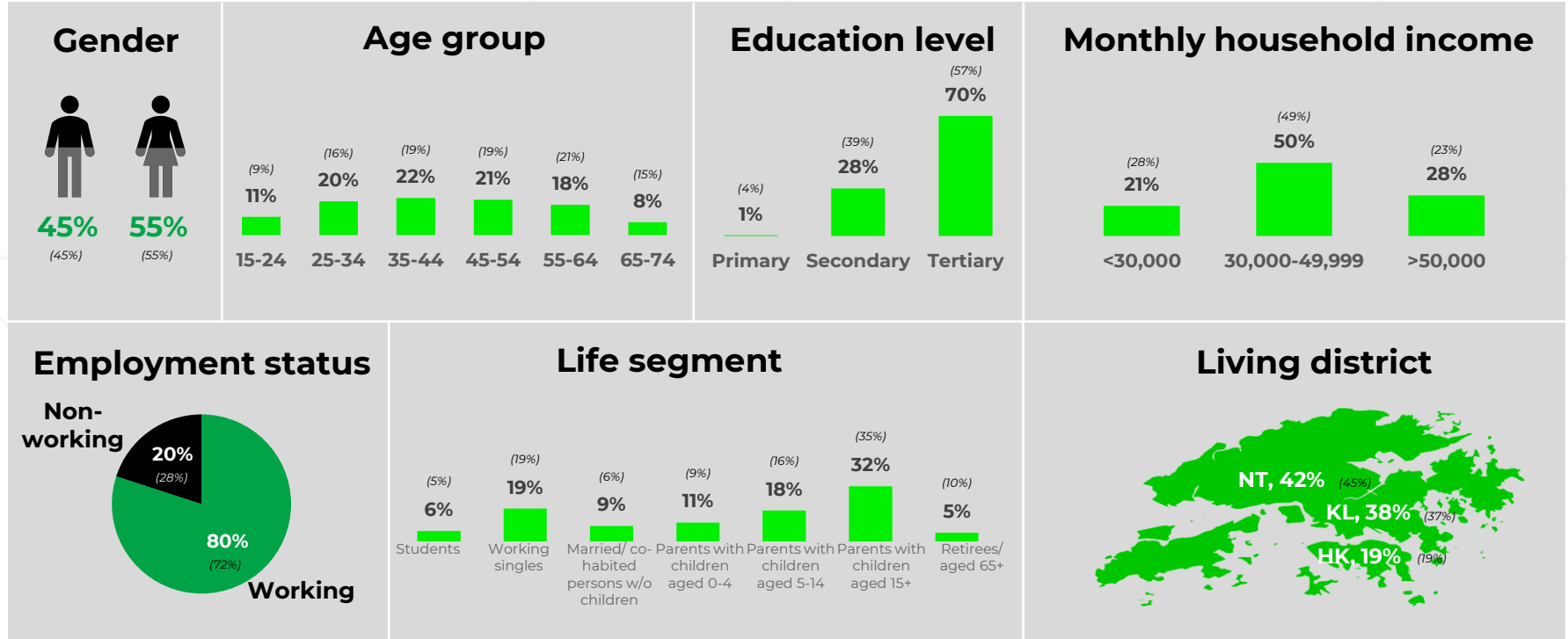
Source: Q208

Base: Those who are interested in participating in Literary Reading activities

Green/Red indicates subgroup figures that are significantly higher/lower than the total results for all respondents at 95% CI.

Profile of Literary Reading participants

- Compared to the general population, Literary Reading participants were more likely to have been more well-educated, aged 25-44 with a monthly household income > \$50,000, working, Married without children and Parents with children aged 0-14.










Source: Q5, Q6, Q7, Q301, Q302, Q304, Q305, Q306
 Base: Literary Reading respondents (n=705)
 () denotes figures for all respondents
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Appendix

Life segments by age

		15-24	25-34	35-44	45-54	55-64	65-74
Students	 5%	48%	1%	-	*	-	-
Working singles	 19%	45%	50%	17%	10%	6%	3%
Married/co-habited persons w/o children	 6%	3%	8%	9%	7%	6%	1%
Parents with children aged 0-4	 9%	2%	28%	16%	4%	1%	-
Parents with children aged 5-14	 16%	*	11%	44%	24%	5%	1%
Parents with children aged 15+	 35%	*	1%	14%	55%	79%	32%
Retirees/ aged 65+	 11%	-	-	*	*	2%	64%
	Sample size (n=)	363	548	673	667	469	297

Source: Q304, Q305, Q306

Base: All respondents (n=3,017)

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THANK YOU!

