



المركز السعودي لاستطلاعات الرأي  
SAUDI CENTER FOR OPINION POLLING

# Reading in the KSA

September 2024

Z

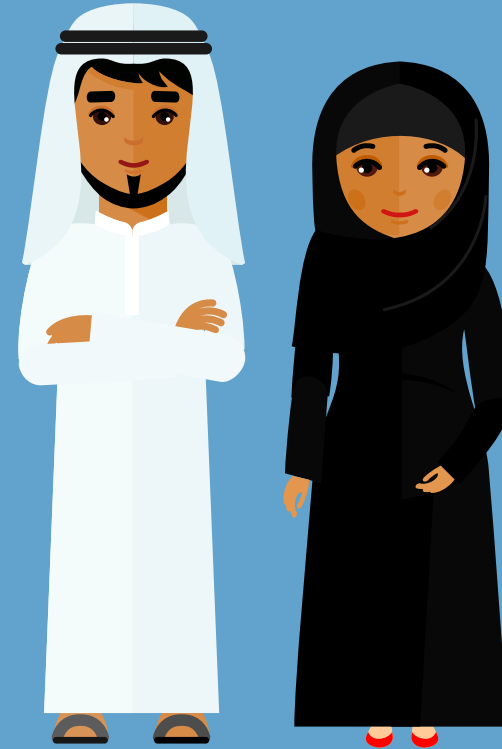
2012-1997



18-27

Y

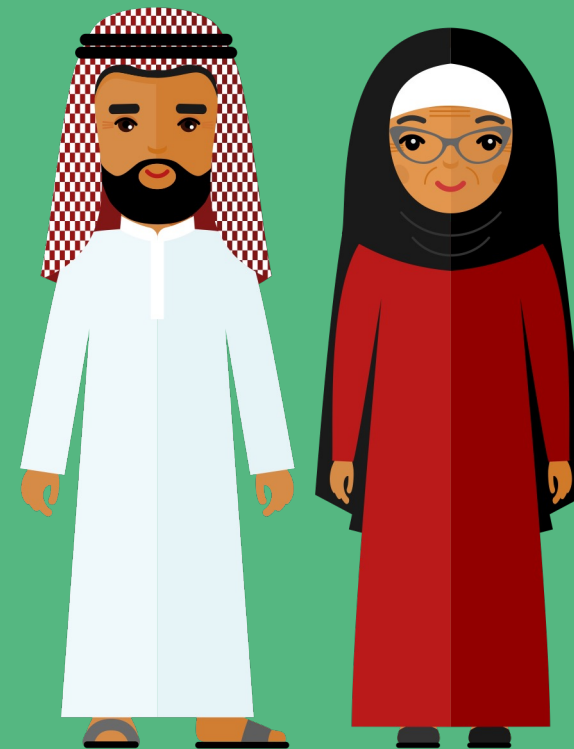
1996-1981



28-43

X

1980-1965



44-59

BB

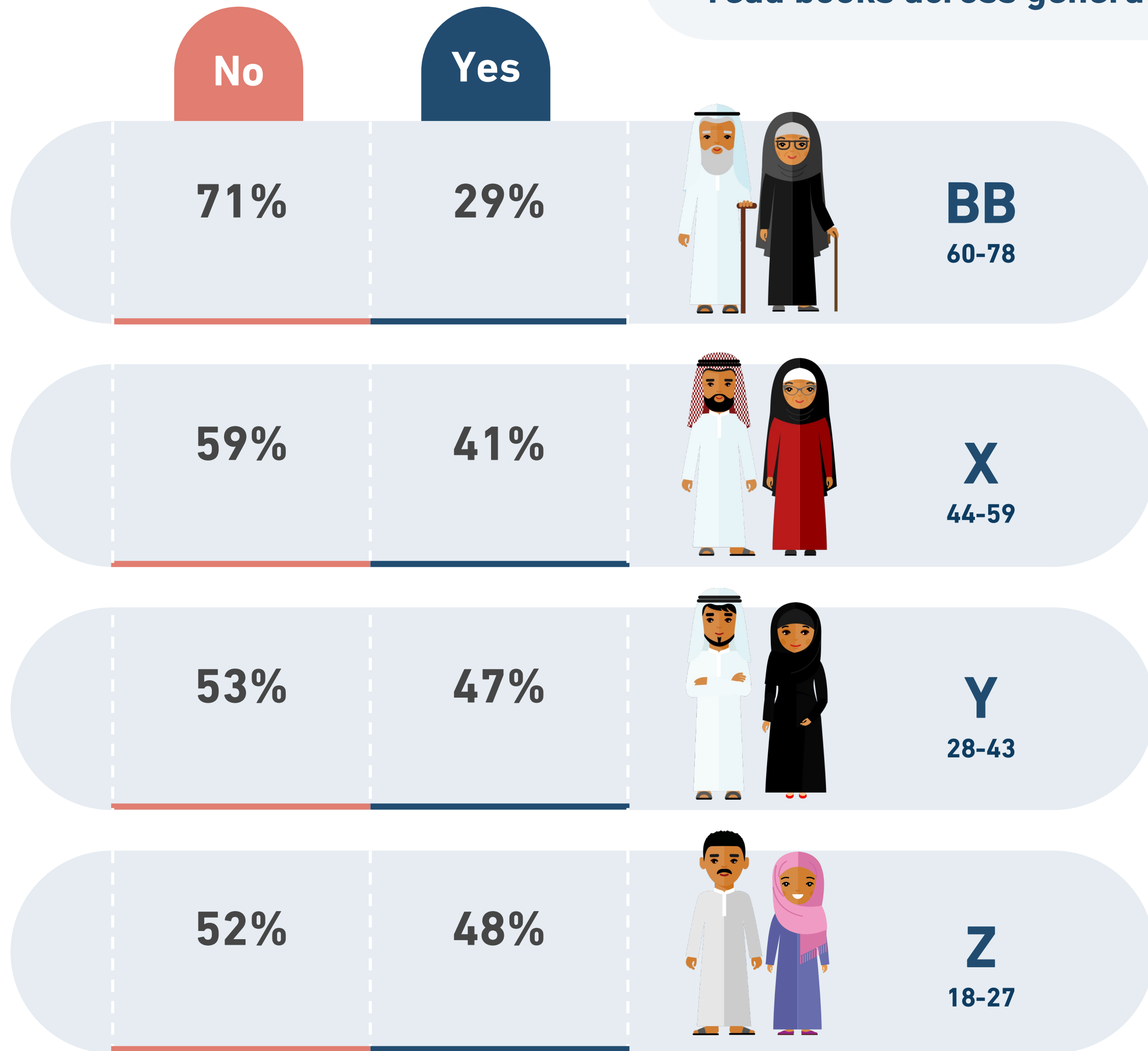
1964-1946



60-78

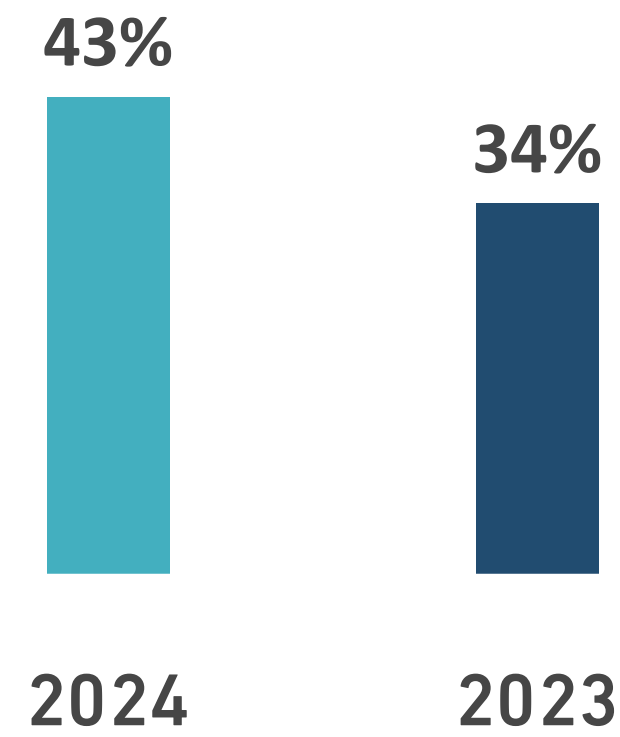
**What generation  
are you from?**

The percentage of people who read books across generations



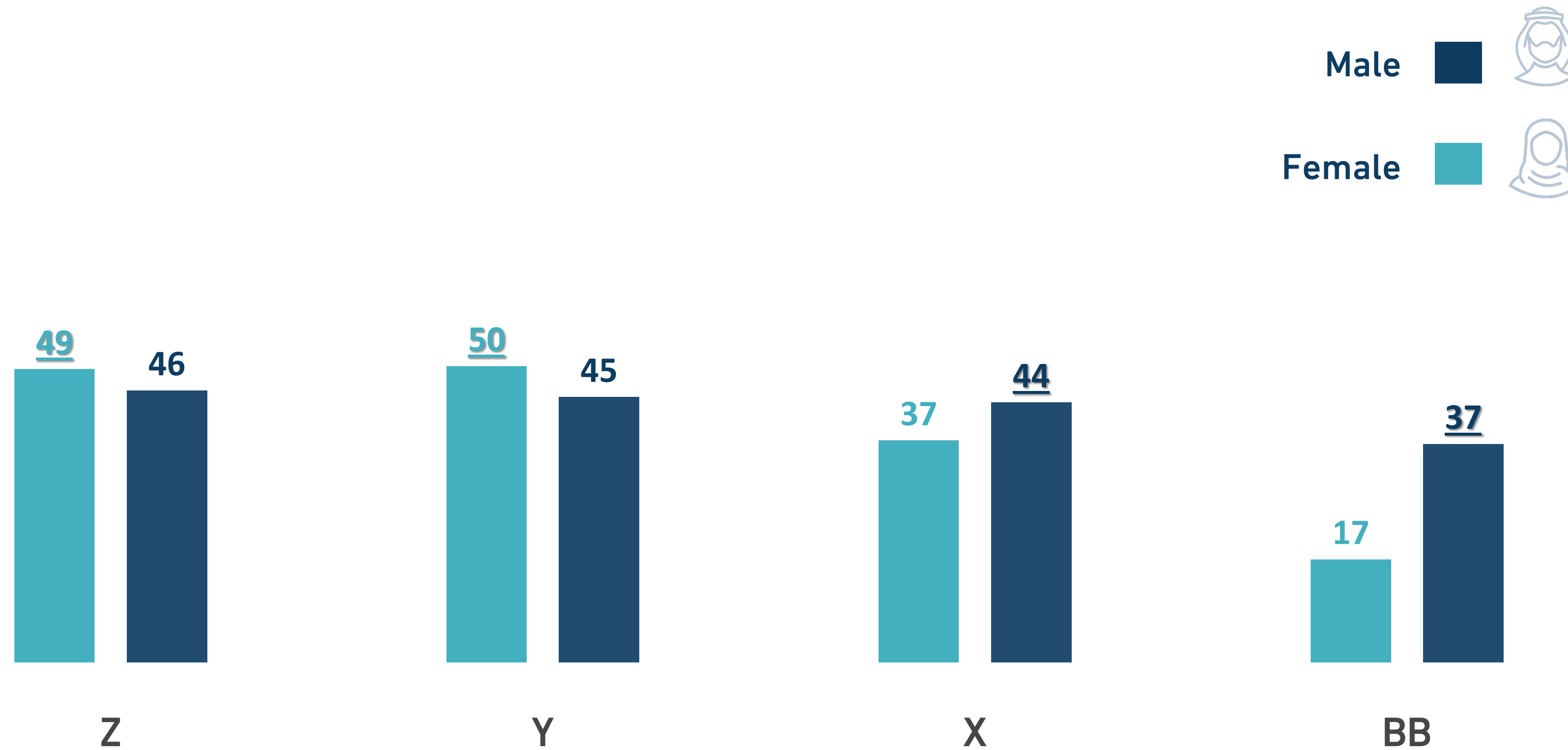
Generation Z is followed by Generation Y as the most active readers

Which generation reads the most?



The percentage of people who read books regularly

The sample was asked: Have you read any books other than the Quran, books of hadith, or textbooks in the past 12 months?

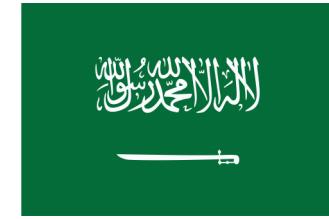


**Who reads more,  
males or females,  
across generations?**

Baby Boomers and Generation X males read relatively more than females,  
while females from Generation Y and Generation Z read more than males



## Generations in Saudi Arabia



Generation Z are the most avid readers of any generation

48% of Generation Z read books in the past 12 months, outperforming Generation Y which ranked second with a 47% reading rate

48 minutes



**BB**  
60-78

37 minutes



**X**  
44-59

36 minutes



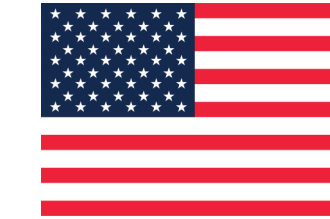
**Y**  
28-43

38 minutes



**Z**  
18-27

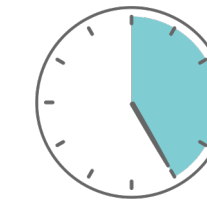
## Generations in the United States



Generation Y are the most avid readers of any generation

80% of Generation Y read books in the past 12 months, outperforming Generation BB which ranked second with a 70% reading rate.

26 minutes



**BB**  
60-78

10 minutes



**X**  
44-59

8 minutes



**Y**  
28-43

7 minutes



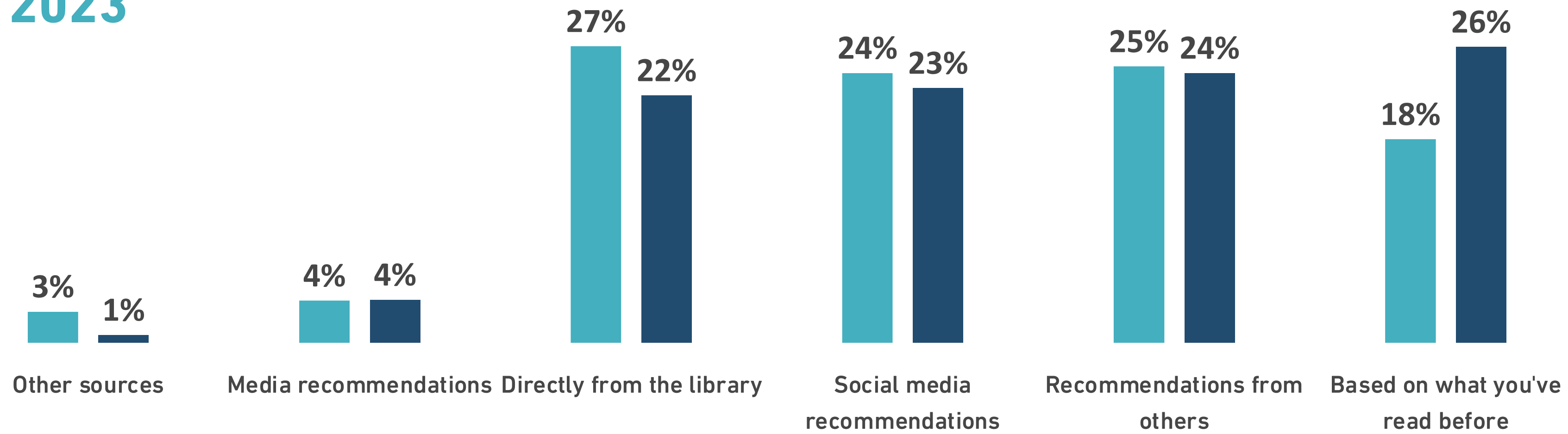
**Z**  
18-27

How does the amount of time spent reading differ between generations in Saudi Arabia and the United States?



According to Best By the numbers

2024  
2023

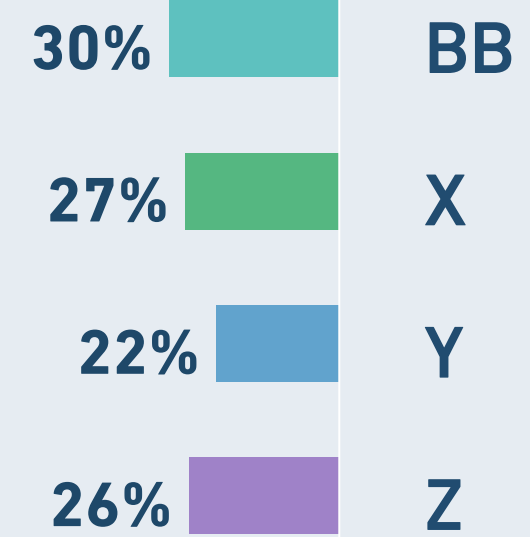


**What criteria are  
being used to select  
books?**

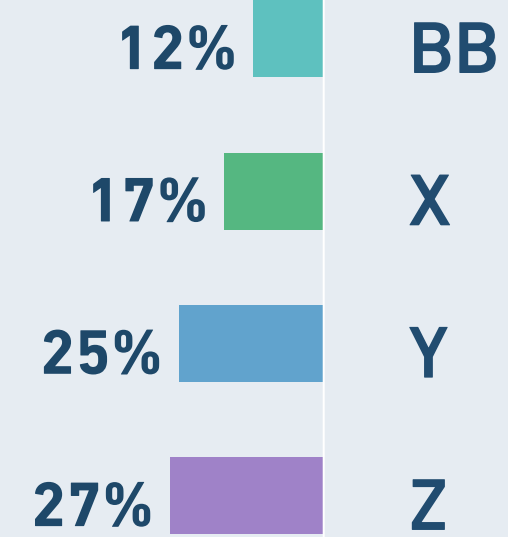
**Readers are primarily relying on their own reading history and recommendations from others to choose books in 2024**



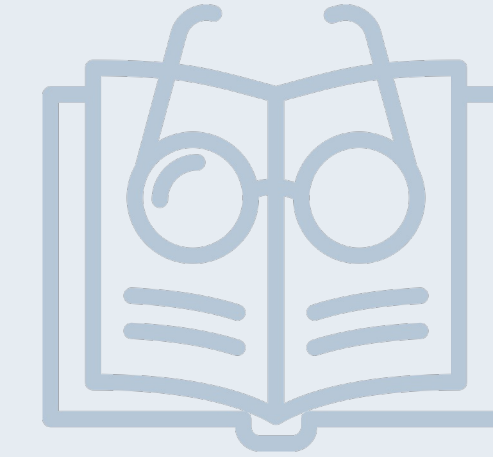
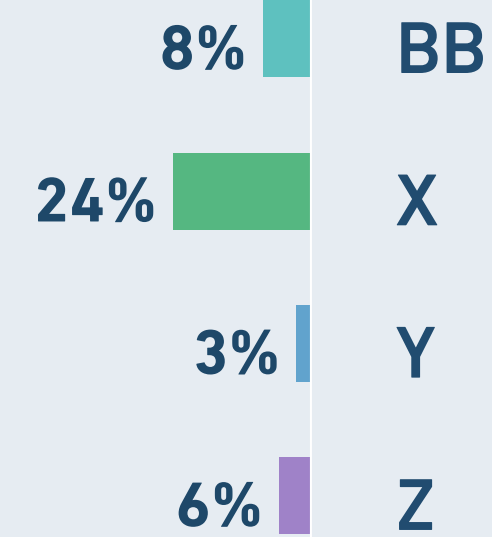
### Directly from the library



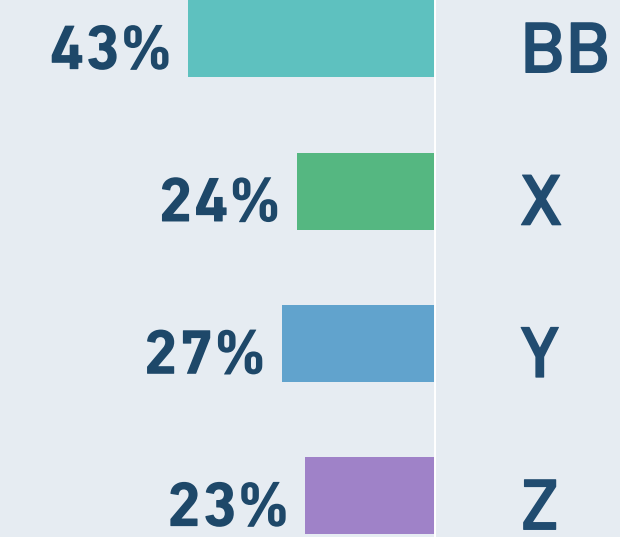
### Recommendations from others



### Social media recommendations



### Based on what you've read before

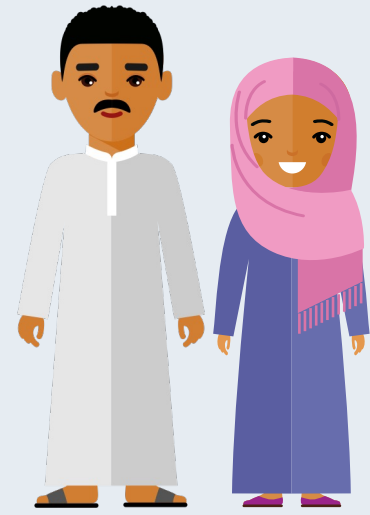


**Book selection criteria for each generation**



# Z

2012-1997



Self-development

Religion

Novels

History

Economics

Scientific

# Y

1996-1981



Self-development

Novels

Management

Literature

History

Economics

# X

44-59 سنة



Self-development

Religion

Novels

Literature

History

Economics

# BB

60-78 سنة



Religion

Novels

Biography

Literature

History

**What types of books do different generations prefer?**

The sample was asked: What types of books do you prefer to read (excluding the Quran, books of hadith, and educational books)

**Across generations, there has been a general consensus on reading history books among different types of books**



Novels  
Literature



**BB**  
60-78



History  
Religion  
Literature

Novels  
Religion  
Literature  
Self-development

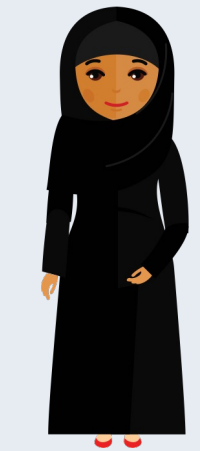


**X**  
44-59



History  
Self-development  
Novels  
Economics

Novels  
Self-development  
Religion

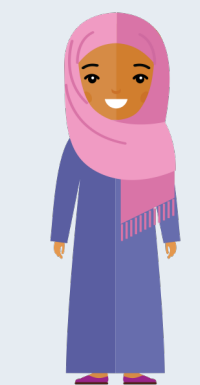


**Y**  
28-43

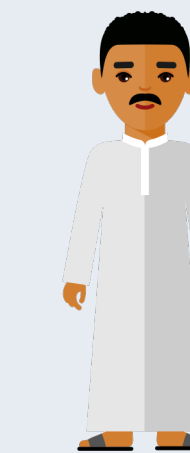


Novels  
Self-development  
History  
Economics

Novels  
Self-development  
History



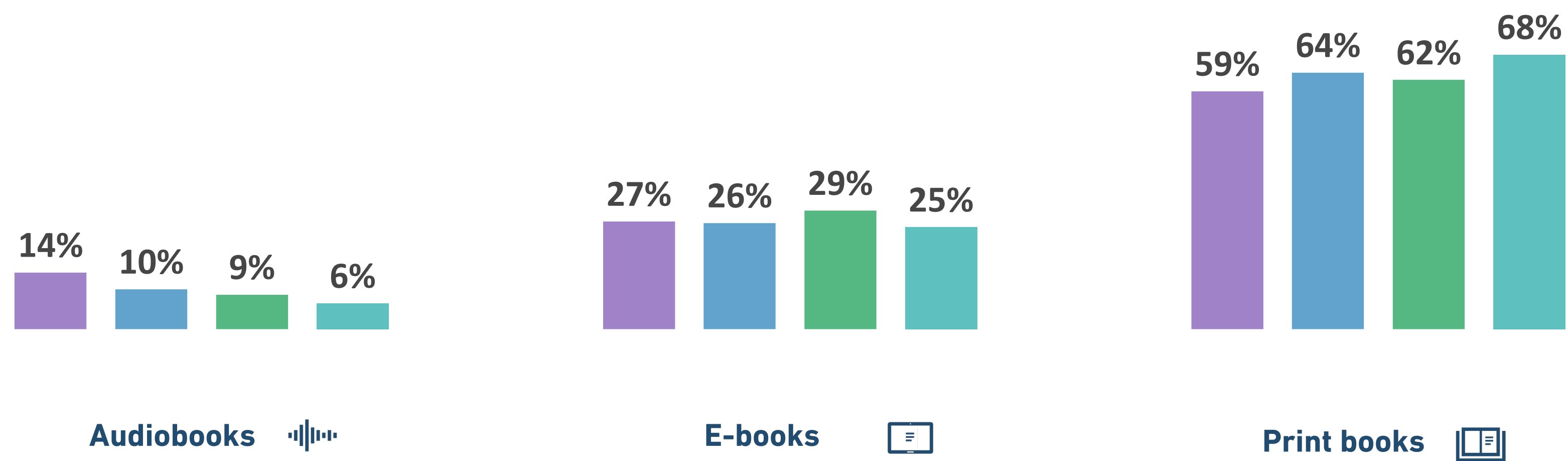
**Z**  
18-27



Novels  
Self-development  
History

What types of books  
do males and  
females of different  
generations prefer?

## What is the preferred format of books for all generations?



The sample was asked: What format of books do you prefer to read?

**There is a consensus that print books are preferred by all generations**

**BB**  
60-78

**X**  
44-59

**Y**  
1996-1981

**Z**  
2012-1997



**The Art of Not Giving a F\*ck**



**The Pistachio Theory**



**Because You Are God**



**Don't Be Sad**



**The Dance of Life**



**The Beginning and the End**



**Rich Dad Poor Dad**



**The 7 Habits of Highly Effective People**



**Royal level**



**A Life in Administration**

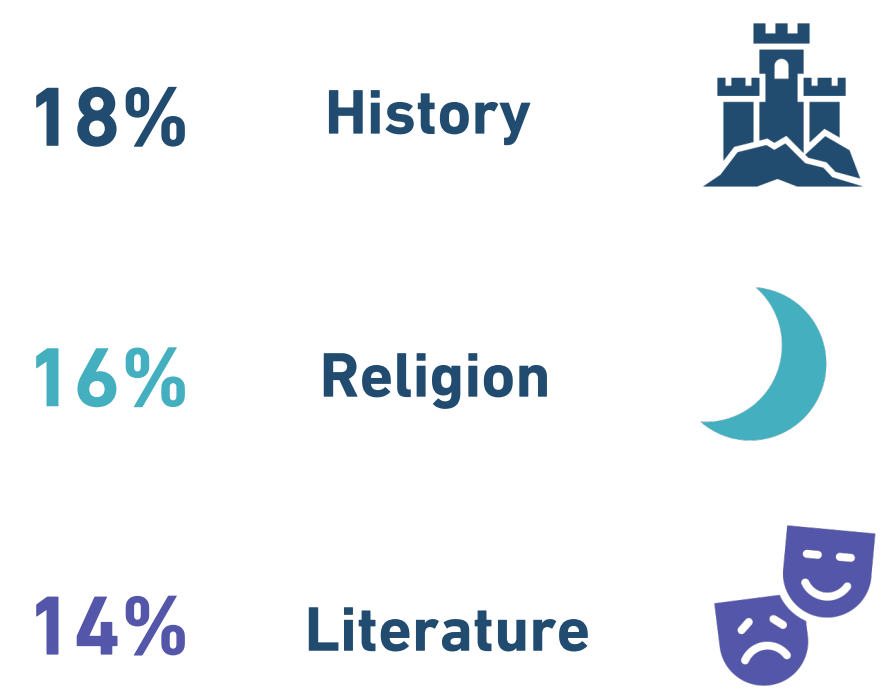


**What are the most  
widely read books  
across all  
generations?**

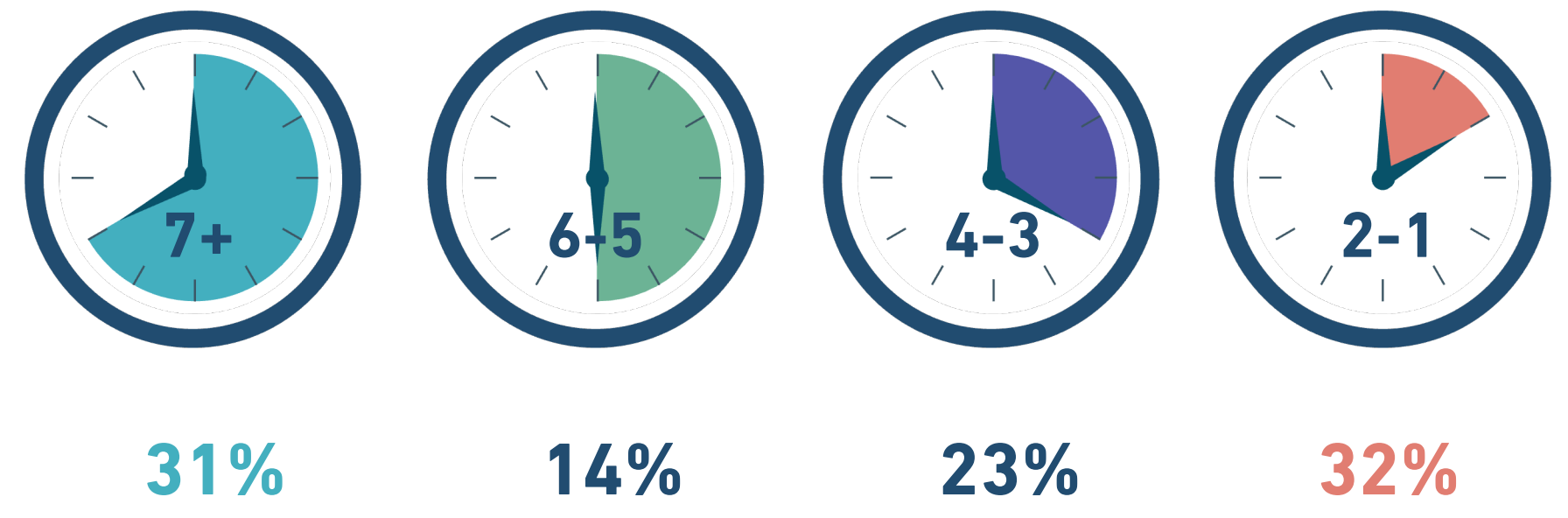
Participants were surveyed about their favorite book read in 2024, excluding religious texts and textbooks



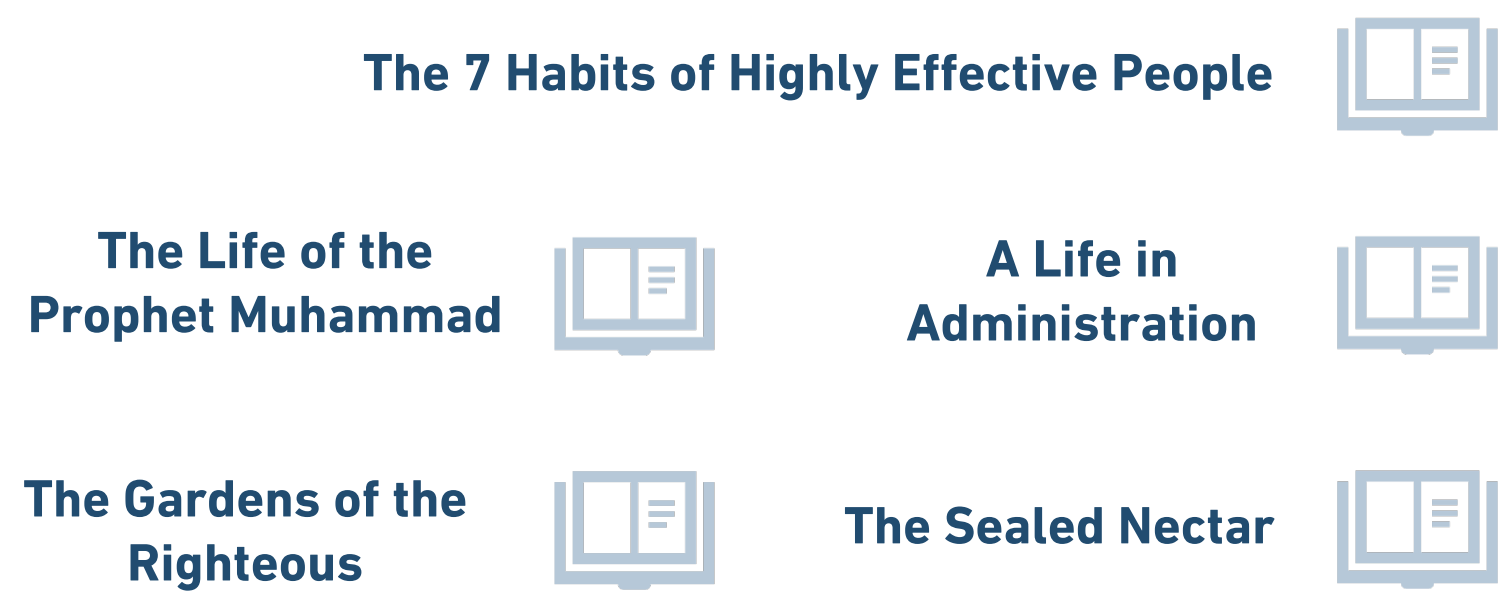
What kind of books do you prefer to read, other than the Quran, books of Hadith, and textbooks?



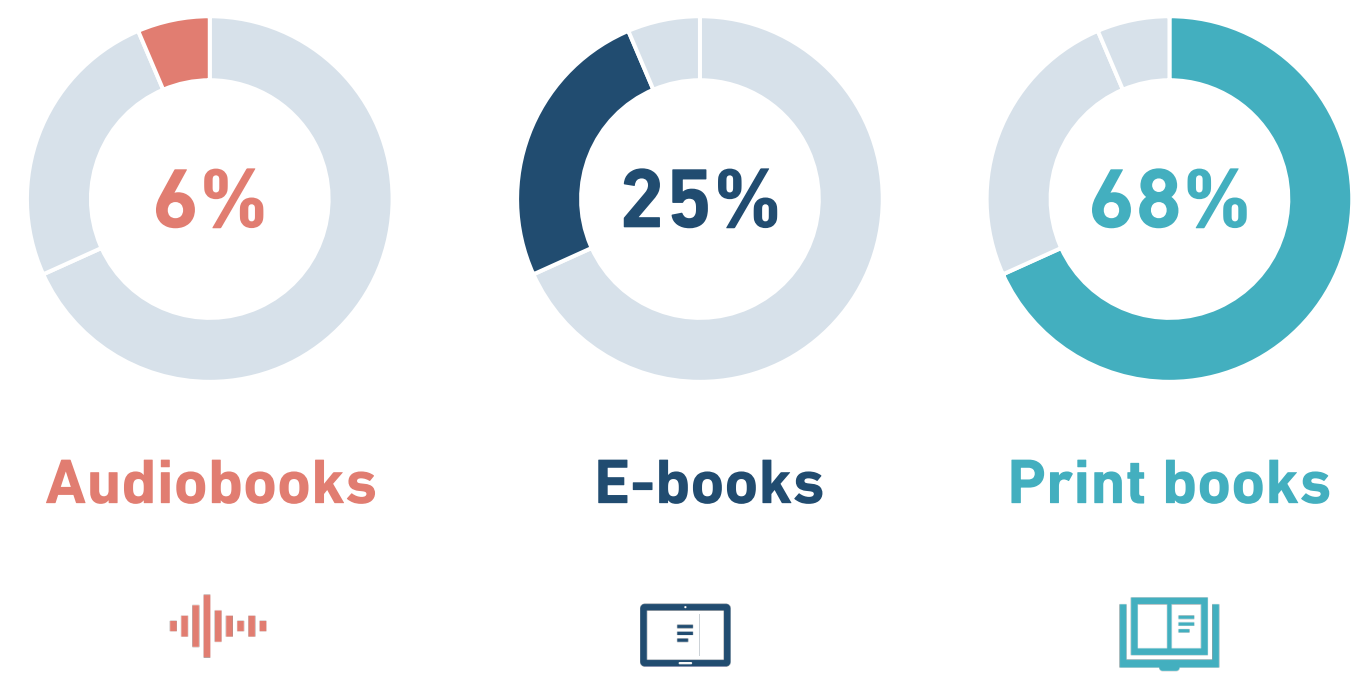
Approximately how many hours per week do you spend reading books?



Apart from the Quran, books of Hadith, and textbooks, what was the best book you read in 2024?



What format of books do you prefer to read?



**BB**  
60-78



37% 17%

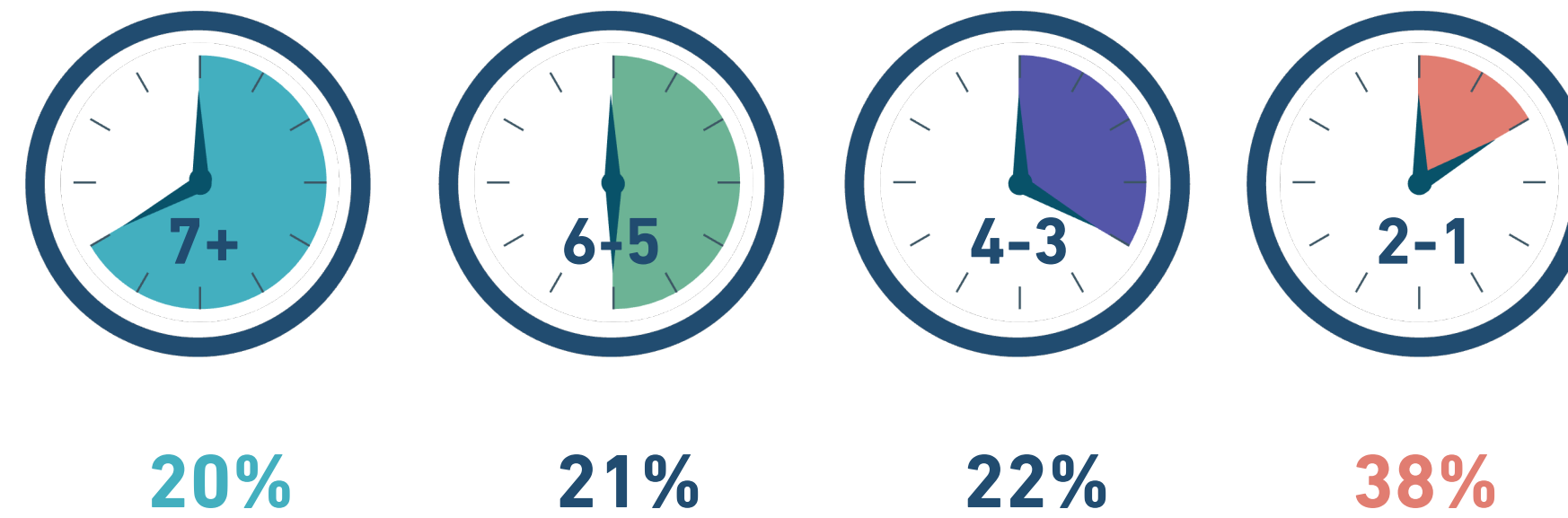
Males in Generation BB tend to read more than females.



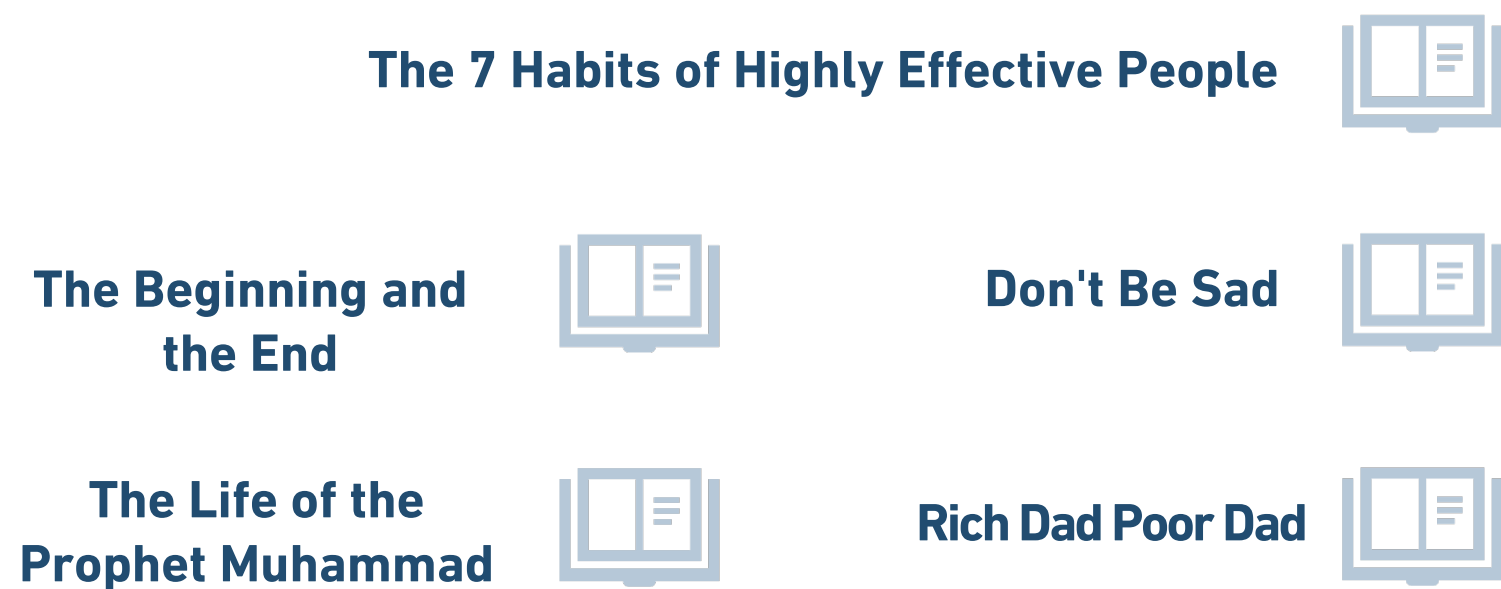
### What kind of books do you prefer to read, other than the Quran, books of Hadith, and textbooks?



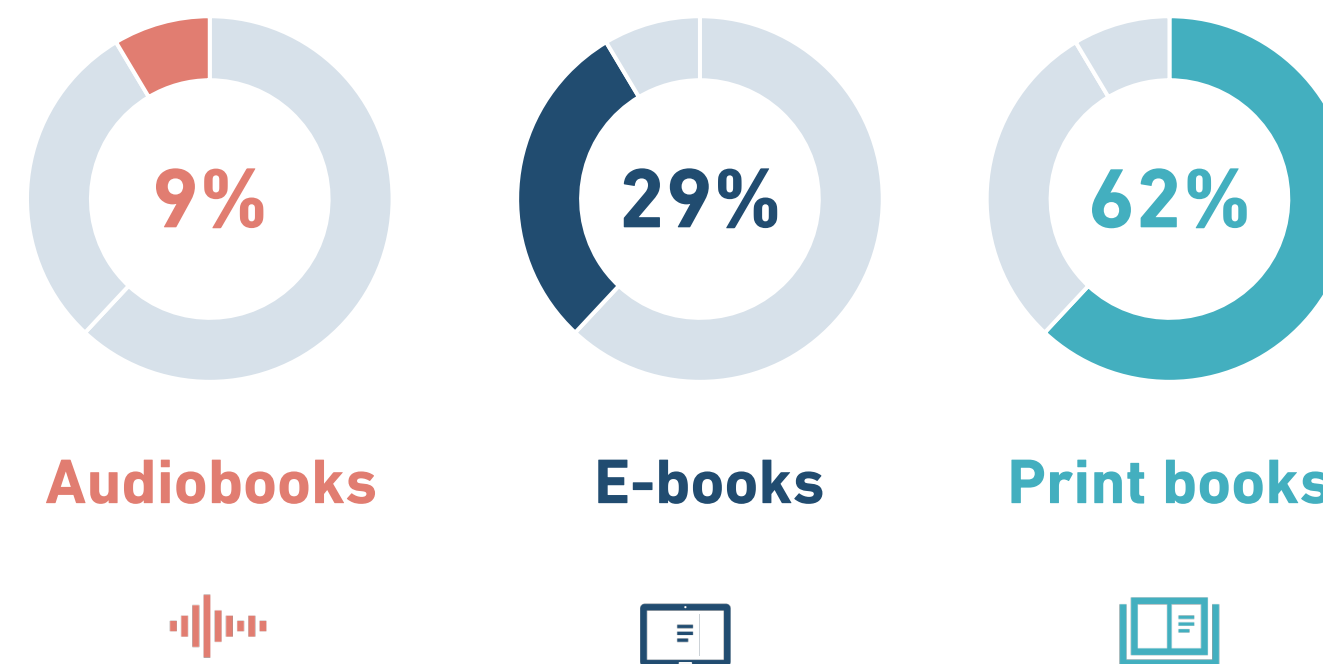
### Approximately how many hours per week do you spend reading books?



### Apart from the Quran, books of Hadith, and textbooks, what was the best book you read in 2024?

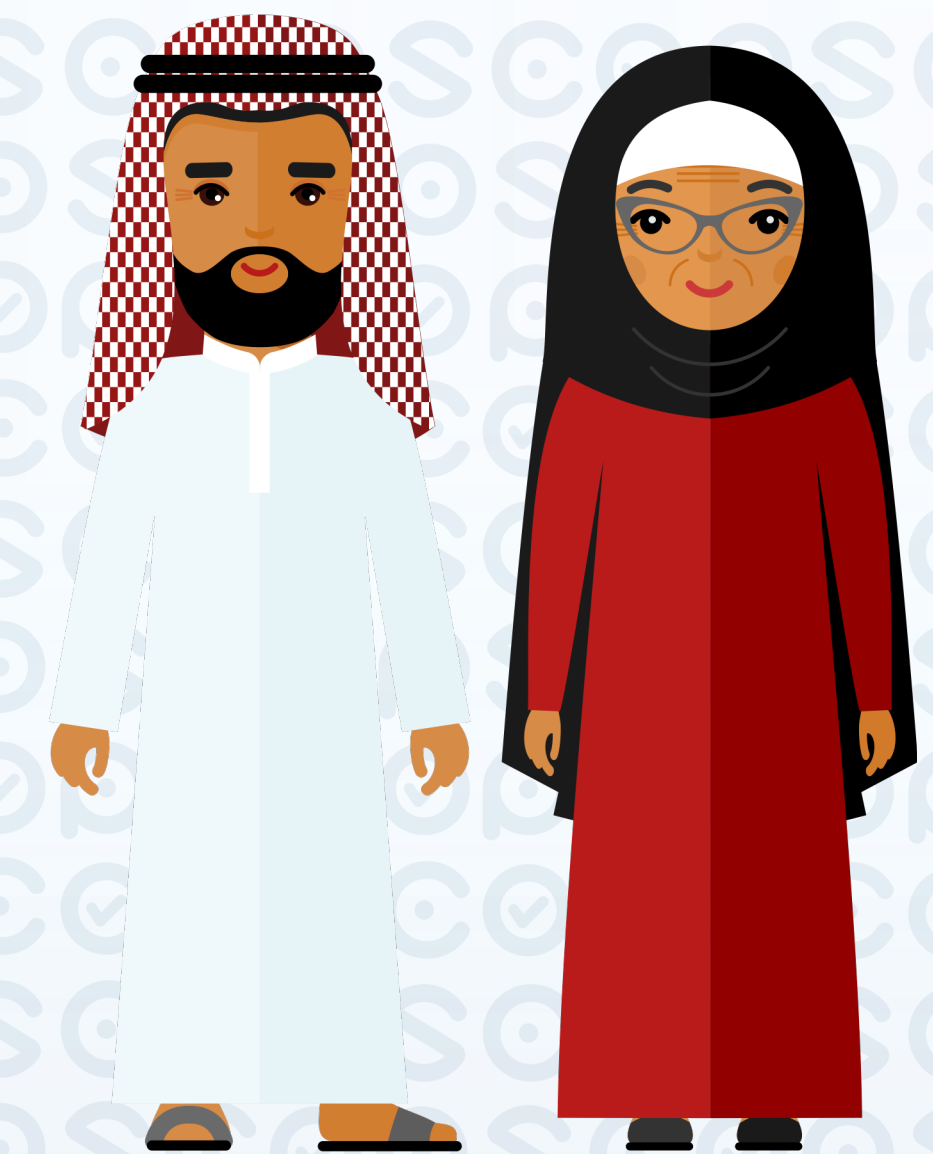


### What format of books do you prefer to read?



**X**

**44-59**



**44%**

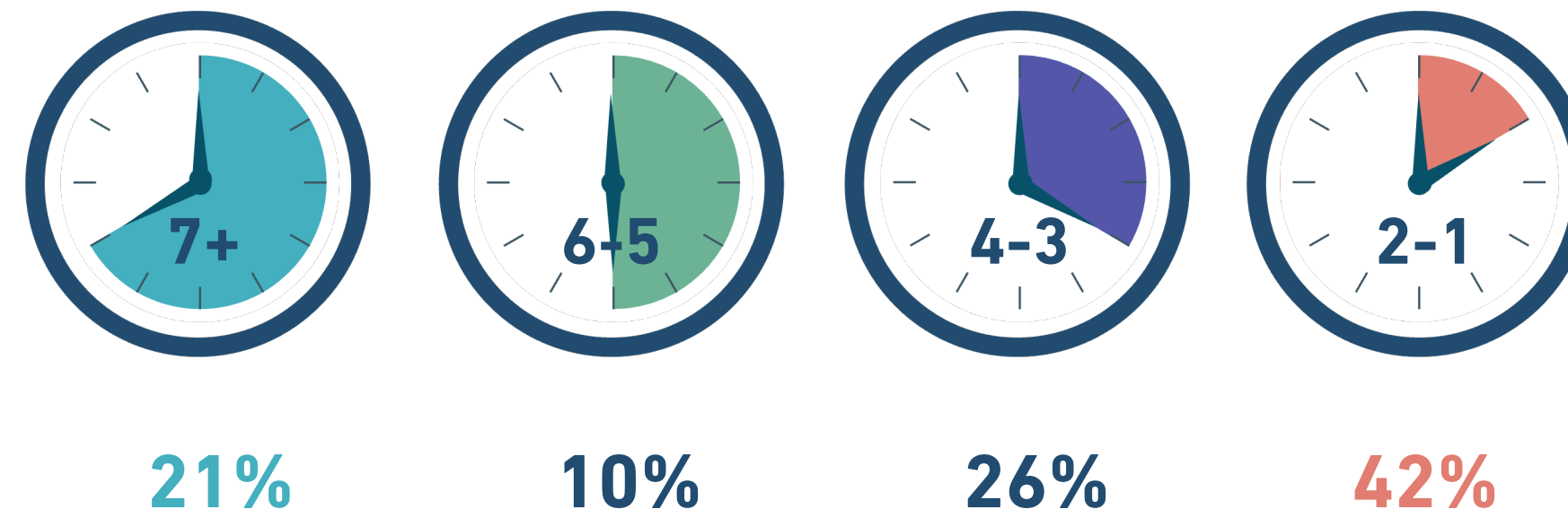
**37%**

Males from Generation X read more than females

### What kind of books do you prefer to read, other than the Quran, books of Hadith, and textbooks?



### Approximately how many hours per week do you spend reading books?



### Apart from the Quran, books of Hadith, and textbooks, what was the best book you read in 2024?

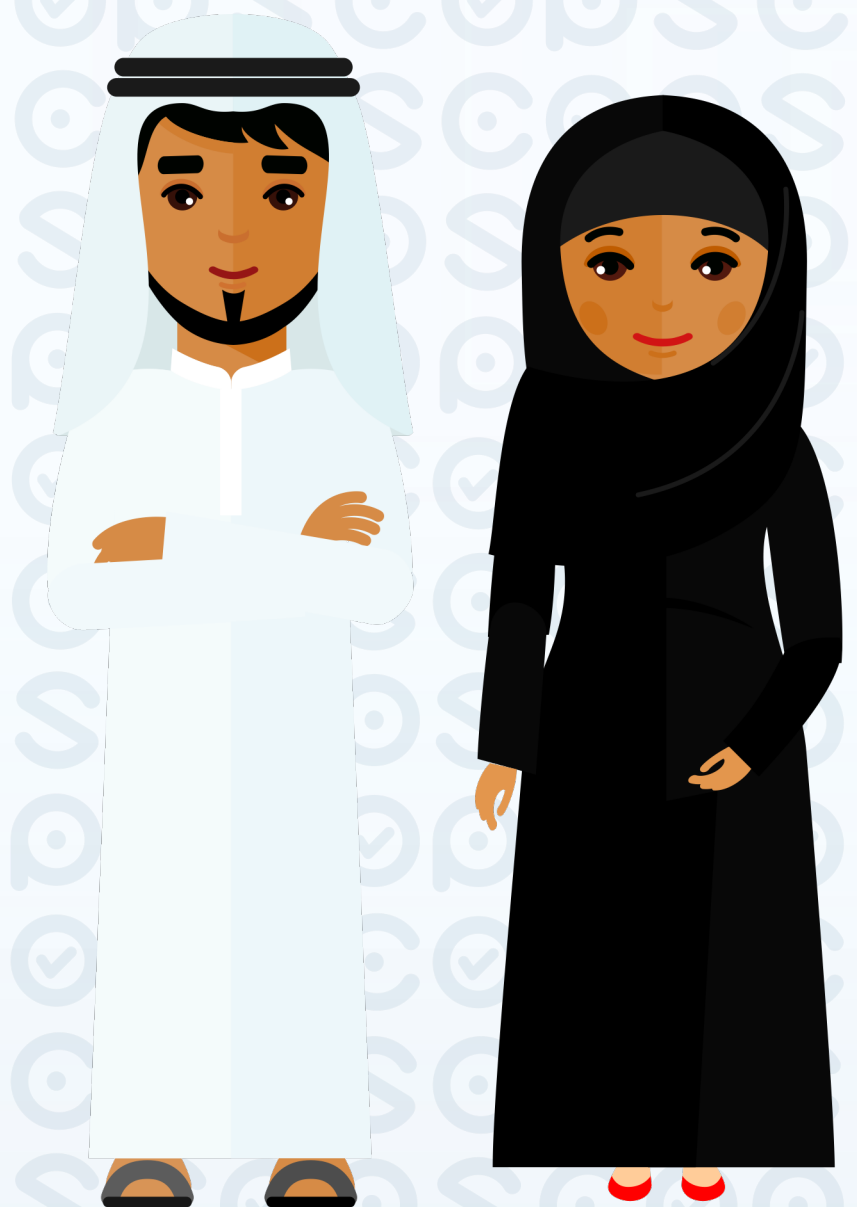


### What format of books do you prefer to read?



Y

28-43



45%

50%

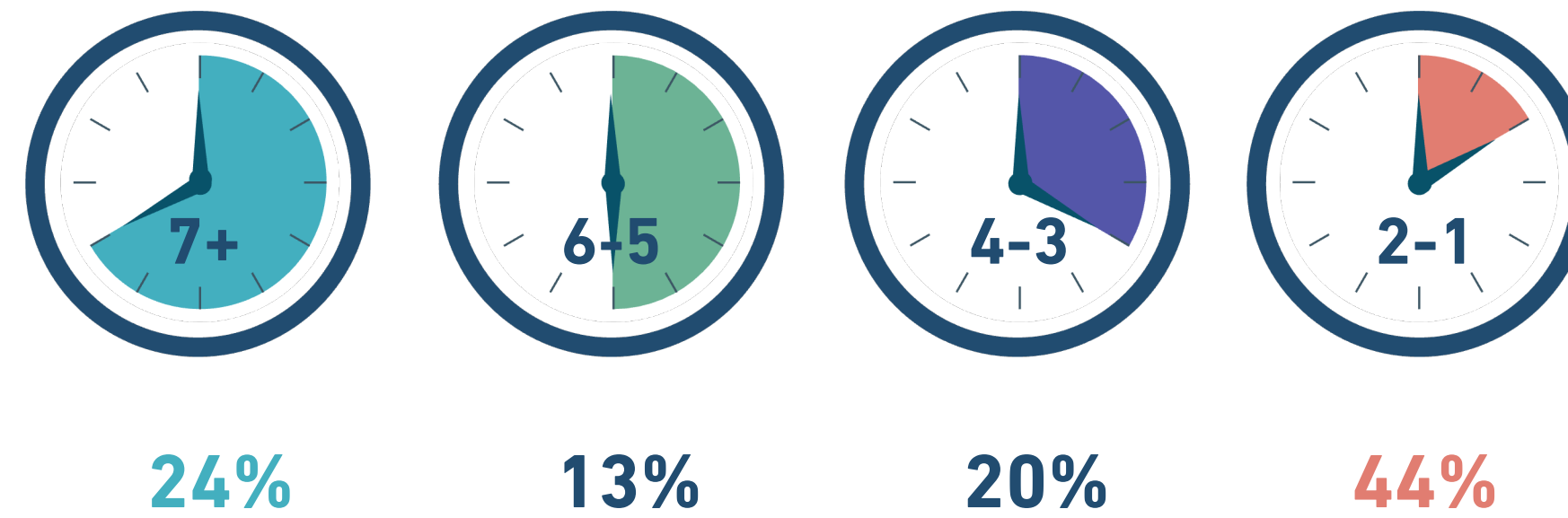
Females from Generation Y read more than males



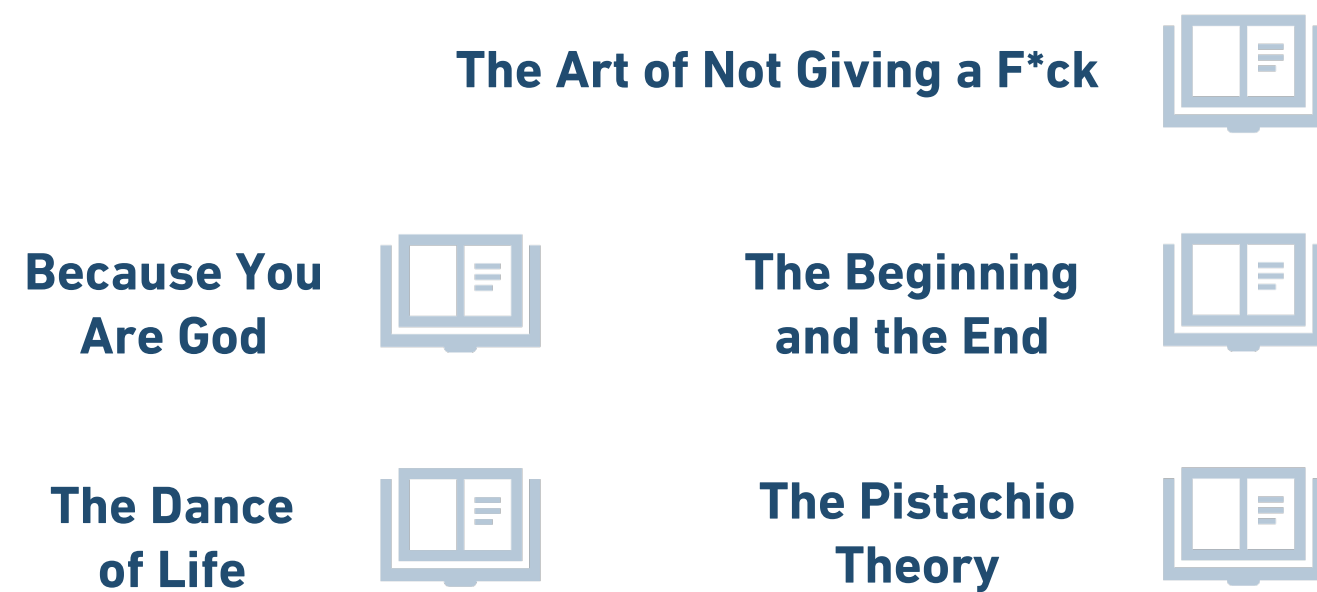
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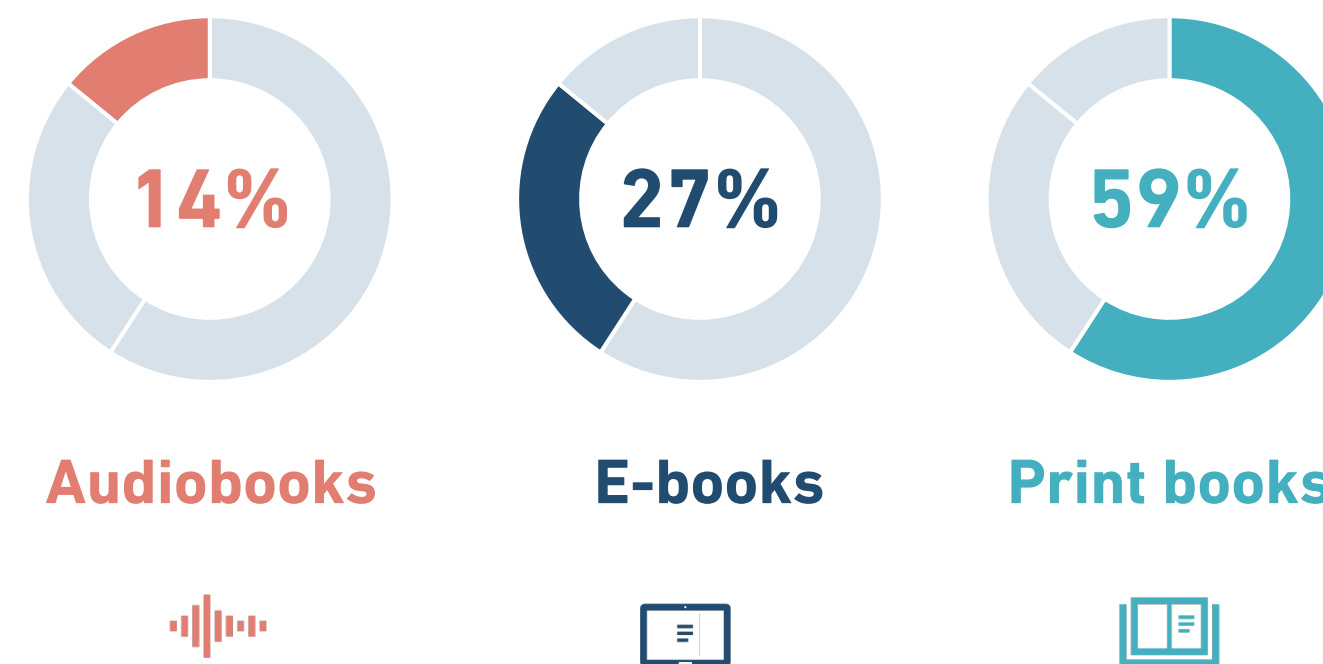
### Approximately how many hours per week do you spend reading books?



### Apart from the Quran, books of Hadith, and textbooks, what was the best book you read in 2024?

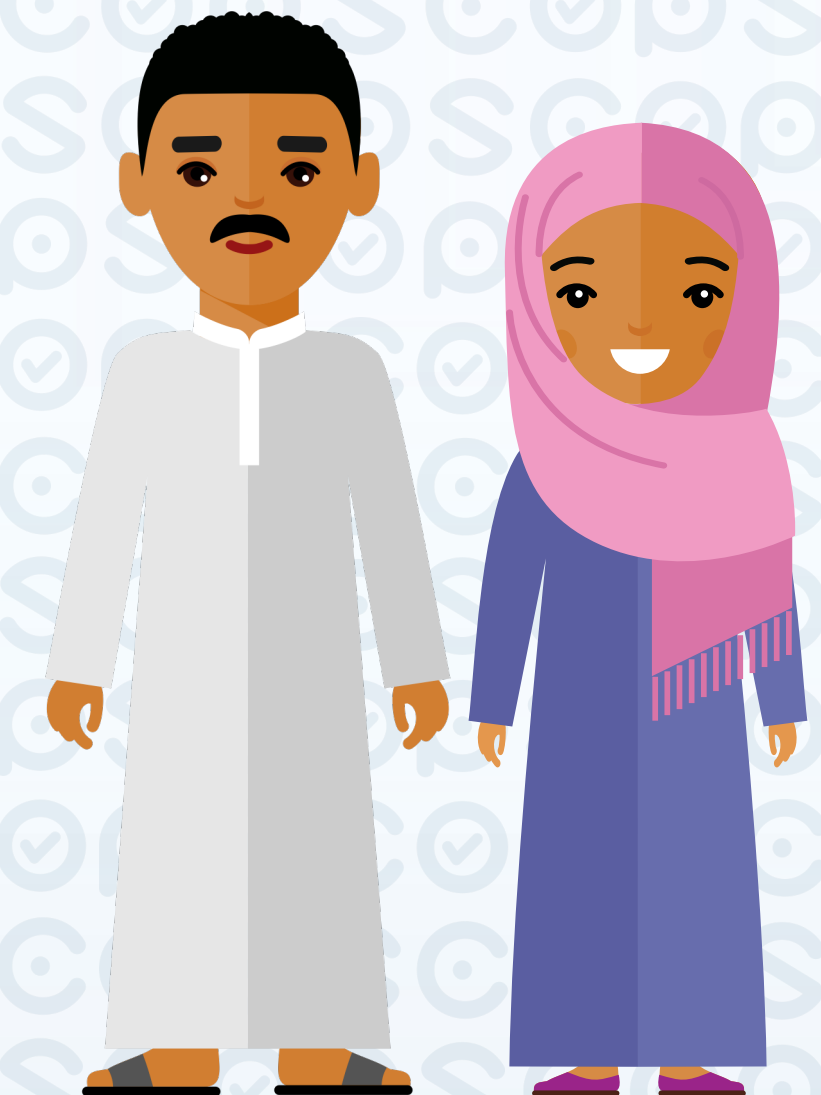


### What format of books do you prefer to read?



Z

18-27



46%

50%

Females from Generation Z read more than males



**Thank you**

