

## Print reading in a digital world

- Compared to students who rarely or never read books, print-book readers in Spain scored 46 points (OECD average: 49) more in reading; those who balance print and digital reading scored 44 points more (OECD average: 37); and digital-book readers scored 26 points more (OECD average: 15) after accounting for students' and schools' socio-economic profile, and students' gender.
- Compared to students who rarely or never read books, digital-book readers in Spain read about 4 hours more a week (OECD average: 3 hours); print-book readers about 4 hours more a week (OECD average: 4 hours); and those who balance both formats about 6 hours or more a week after accounting for students' and schools' socio-economic background and students' gender (OECD average: 5 hours).
- The index of enjoyment of reading decreased between 2009 and 2018 on average across OECD countries and in one-third of countries and economies with available data on this index. The most pronounced decline was observed in Germany, Finland and Norway where the index of enjoyment of reading decreased by around 0.30 or more of a standard deviation over the last decade. However, in Spain, the index of reading enjoyment increased by 0.10 of a standard deviation between PISA 2009 and PISA 2018.
- Girls and students from a higher socio-economic background typically report higher levels of enjoyment of reading. This gap between boys and girls in Spain was 0.73 (OECD average: 0.60) and between disadvantaged and advantaged, 0.35 (OECD average: 0.45).

# Wattpad Stats

Wattpad's vision is to entertain and connect the world through stories. Using the power of community and technology, the global multiplatform entertainment company is unleashing the full potential of stories to the world—in any format. Wattpad's flagship app is the world's leading social storytelling platform, home to a community of more than 80 million people who spend over 23 billion minutes a month engaged in original stories. Wattpad's Story DNA Machine Learning technology allows the company to understand and discover stories among the more than half a billion uploads that have been written on the platform. Wattpad Studios and Wattpad Books are transforming entertainment and publishing, using data-backed insights to turn Wattpad stories into books, films, TV shows, and digital projects. The company is proudly based in Toronto, Canada.

**Wattpad is one of the fastest growing and most engaging social platforms in the world.**



**37 minutes**

average engagement time per user, per day



**+665 million**

unique story uploads



**+50 languages**

on the platform



**90% of activity**

on mobile



**80 million**

monthly unique visitors

# Book Buying Survey

We surveyed Wattpad users to learn about their book buying and book reading habits

- Half of Wattpadders surveyed spent \$10-\$50 on books in the last month.
- 62.5% of those surveyed purchased their last book themselves, with their own money.
- 49% of those surveyed prefer paperback books over any other format.
- Fiction, romance, fantasy, and mystery are the genres that Wattpadders surveyed are purchasing the most.
- When finished reading:
  - 71% told a friend about the book;
  - 18% shared the book on social media; and
  - 17% left a review of the book on Amazon or Goodreads.