

Executive summary

The 2011 Survey on Reading of Population

The National Statistical Office conducted the 2011 survey on reading of population by collecting data during May–June 2011 by interviewing of 53,000 sampled households.

The previous survey in 2003–2005, covered only the reading of population aged 6 years and over and since 2008 the coverage has been expanded to cover the reading of the children (aged under 6 years). The conclusion of the 2011 survey results is as follows;

1. Reading of the children

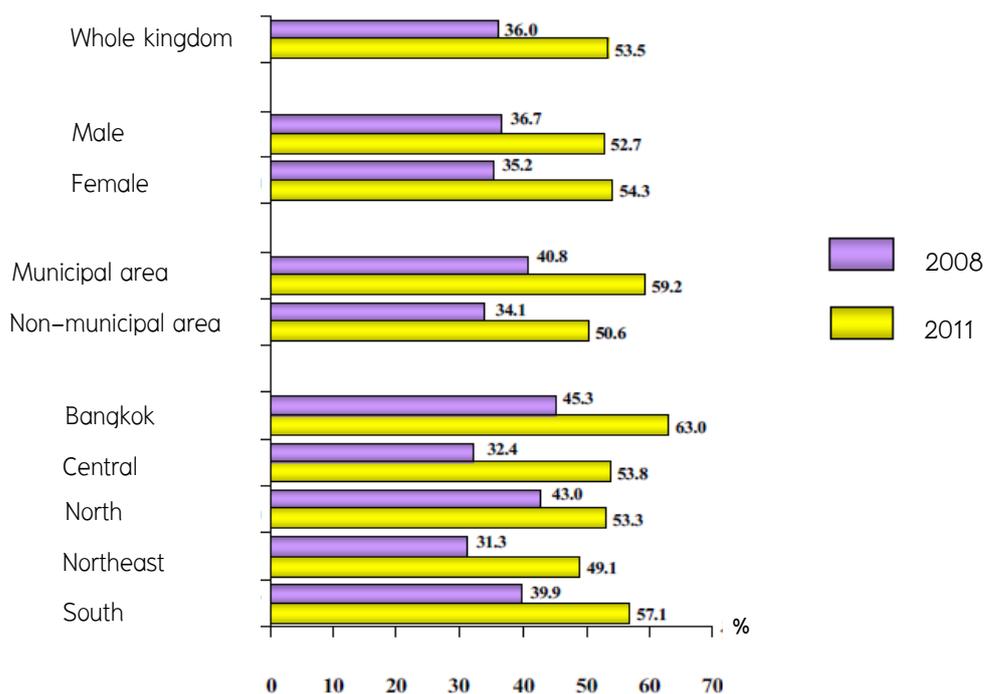
Reading of the children means the children's reading out of their study period, reading may be by themselves or someone reads for them.

1.1 Percentage of children reading out of their study period

The 2011 survey results showed that about 53.5% of children were reading, girls read slightly higher than boys (54.3% and 52.7%, respectively). In comparing among areas and regions proportion of children in municipal area was higher than those in non-municipal area, while children in Bangkok read with the highest proportion (63.0%). Among regions, children in Northeast read with the lowest proportion (49.1%).

In comparing with survey's results in 2008, it was found that more than half of children (53.5%) increased their reading out of their study period, of about 17.5%, girls read more than boys. Children living in municipal area and central region read with higher proportions than the other areas.

Chart 1 Children reading out of their study period* by sex, area and region : 2008 and 2011



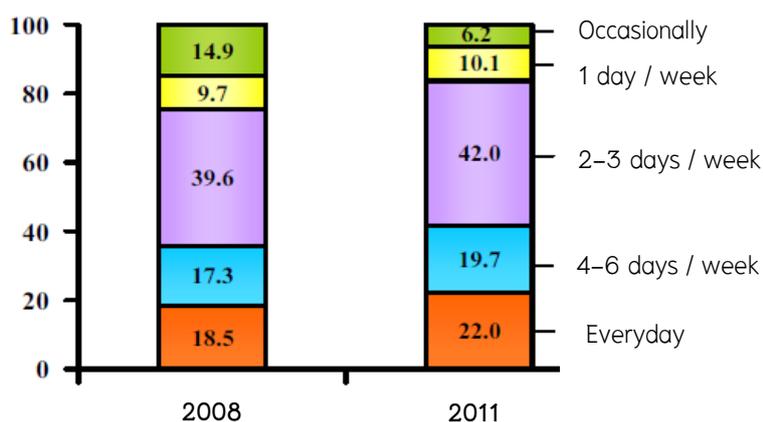
* Percent of reading means number of population reading per number of population in each group

1.2 Frequency of reading

There were, of about 2.7 million children reading books, of these, 42.0% read 2–3 days per week, followed by reading every day and reading 4–6 days per week, with similar proportions (22.0% and 19.7%, respectively). This survey also found that there were, of about 6.2% of children reading books from time to time.

The frequency of reading by children increased; the number of children reading books at least a day per week increased, while the proportion of children reading books from time to time tended to decrease.

Chart 2 Frequency of reading by children : 2008 and 2011

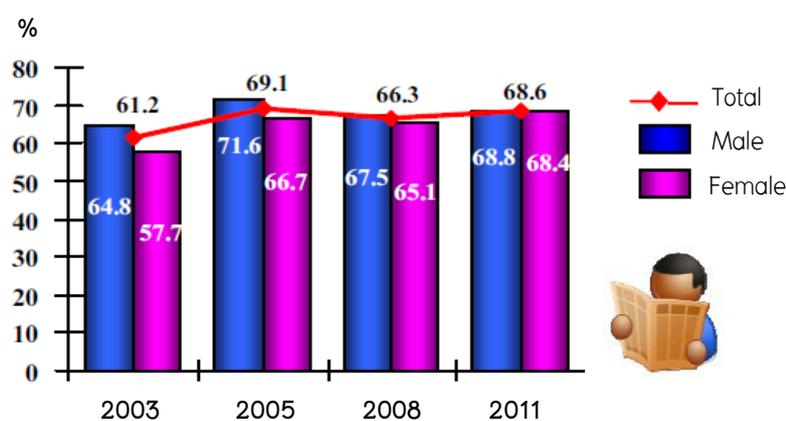


2. Reading of the population (aged 6 years and over)

2.1 Percentage of population reading out of their study / work period

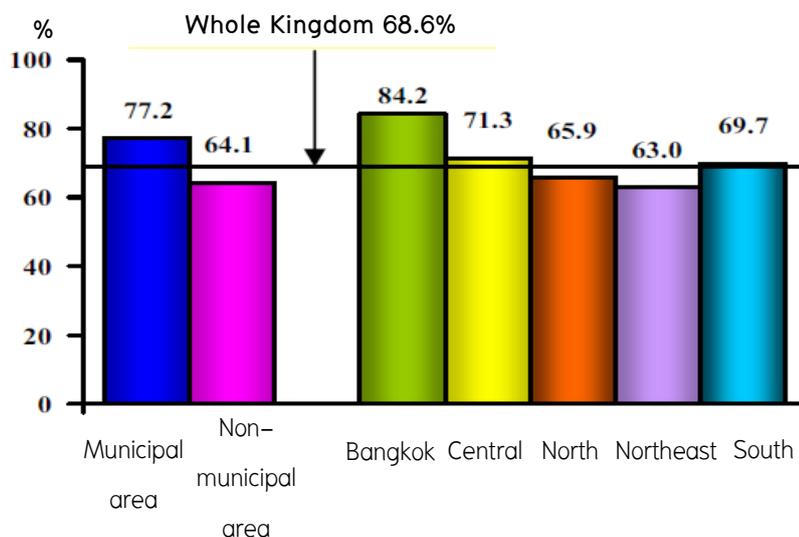
From the 2011 survey, it was found that Thai people aged 6 years and over, of about 68.6% reading, male read slightly higher than female (68.8% and 68.4%, respectively). In comparing with previous survey, the results showed that proportion of population reading slightly higher than of which 2008, for both male and female.

Chart 3 Population aged 6 years and over reading out of their study / work period by sex : 2003 – 2011



In considering proportion of reading by area and region, it was found that people living in municipal area read with higher proportion than those in non-municipal area (77.2% and 64.1%, respectively), population in Bangkok reading with the highest rate (84.2%), while those in the Northeast reading with the lowest rate (63.0%).

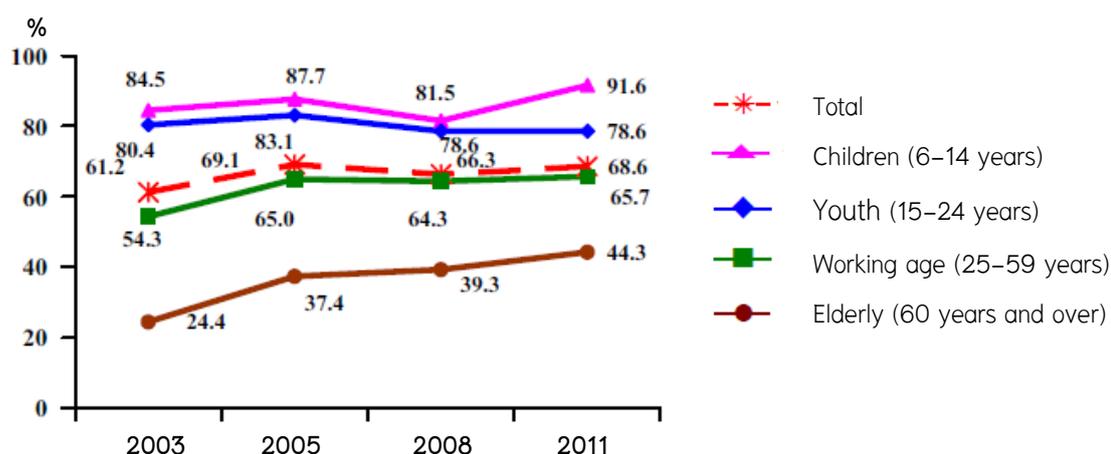
Chart 4 Population aged 6 years and over reading out of their study / work period
by area and region : 2011



2.2 Age

Reading of Population was different by age groups, children read with the highest rate, of about 91.6%, followed by the youth, working age group and the lowest was the elderly (78.6%, 65.7% and 44.3%, respectively). In comparing with previous survey's results, it showed that in 2011 reading of population in almost age groups increased from 2008, but was constant in the youth group.

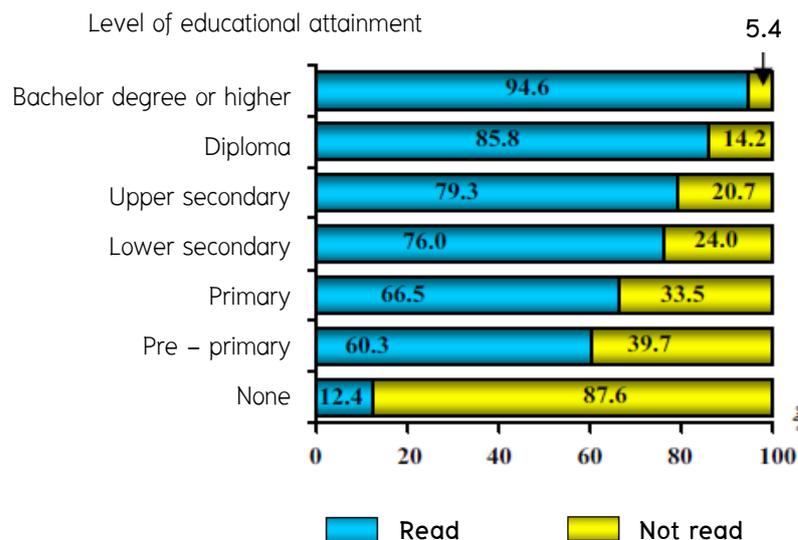
Chart 5 Population aged 6 years and over reading out of their study / work period
by age group : 2003 – 2011



2.3 Levels of education

The 2011 survey results showed that there were positive correlation between education and proportion of people reading, that is higher level of education, higher proportion of reading.

Chart 6 Reading of population aged 6 years and over by level of educational attainment: 2011



2.4 Type of publication that people read out of their study / work period

Type of publication that most people read was newspaper, of about 63.4%, followed by book (excluding textbook), novel / cartoon / fiction, magazine, textbook, of about 32.4% – 36.6%. There were less than 30% of readers reading journal / regular issue document and religious doctrine (29.7% and 27.2%, respectively).

People in different age group were interested in different types of publications, children read textbook (93.4%), followed the youth read novel / cartoon / fiction and most of working age read newspaper. The elderly mostly like to read religious doctrine, followed by newspaper.

Table 1 Reading Percent of population aged 6 years and over by type of publication and age group : 2011

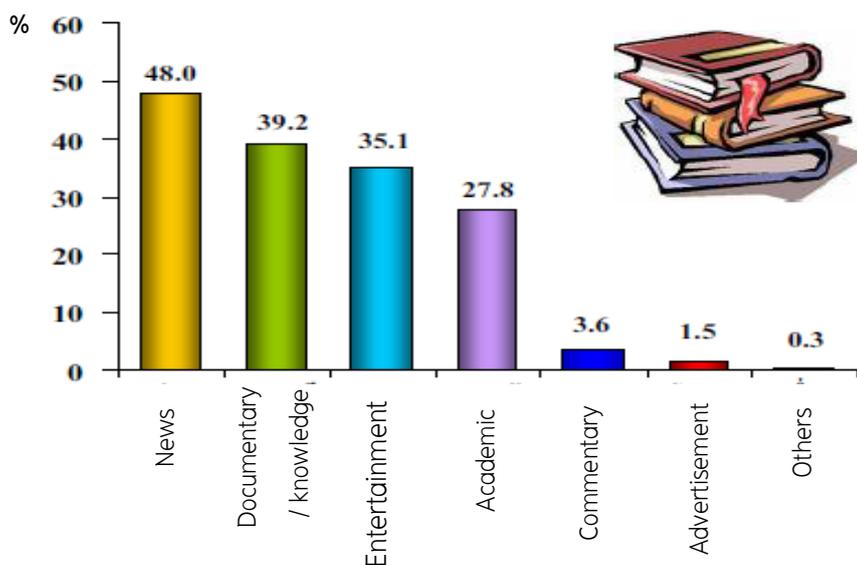
Type of publication	Age group				
	Total	Children (6–14 years)	Youth (15–24 years)	Working Age (25–59 years)	Elderly (60 years & over)
Total	100.0 42,925,164	100.0 7,867,638	100.0 8,173,565	100.0 23,223,671	100.0 3,660,290
Newspaper	63.4	17.1	63.8	80.5	53.9
Book (excluding textbook)	36.6	47.3	50.3	30.9	19.2
Novel / cartoon / fiction	35.8	65.3	56.6	23.0	7.1
Magazine	35.6	12.0	49.6	41.8	15.7
Textbook	32.4	93.4	56.4	8.1	2.0
Journal / regular issue document	39.7	12.5	34.1	35.1	22.2
Religious doctrine	27.2	13.0	15.1	29.0	72.8
Others	2.0	1.2	3.1	2.0	1.1

Note : multiple answers

2.5 Type of content that people read out of their study / work period

Content of book that people mostly like to read was news, followed by documentary / knowledge, entertainment and academic (48.0%, 39.2%, 35.1 and 27.8%, respectively). Commentary, advertisement and others books were little read.

Chart 7 Reading of population aged 6 years and over by type of content : 2011

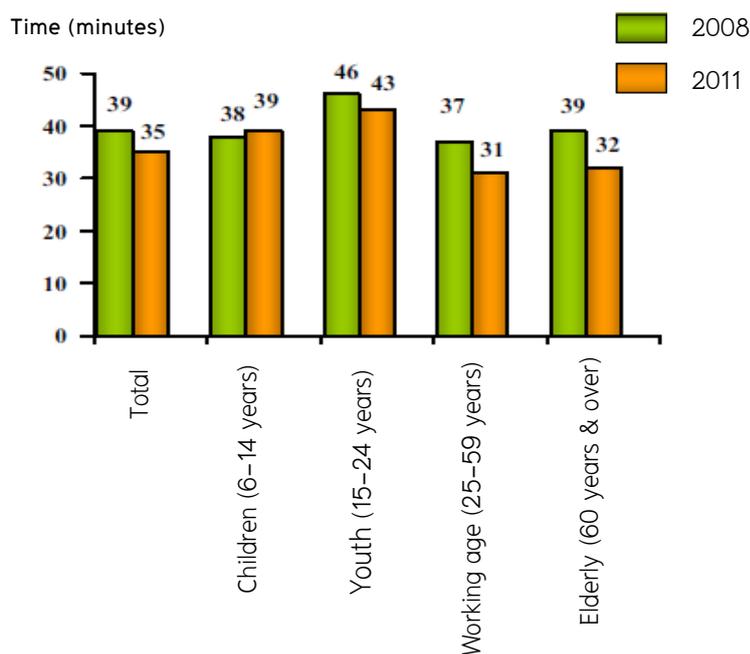


2.6 Time spent on reading out of their study / work period

All readers aged 6 years and over spent about 35 minutes per day on reading. Children and youths spent about 39–43 minutes per day on reading which was more than those in working age and the elderly, which spent about 31–32 minutes per day.

Compared to 2008, it was found that children spent a little more times on reading, while other groups spent less.

Chart 7 Time spent on reading by age group : 2008 and 2011



2.7 Suggestion of reading campaign

Survey results on people's opinion on suggestion of reading campaign showed that most people (31.3%) need lower book price, 21.8% of readers cared for contents of the books. Some (20.5%) thought of village/community library and some (17.8% and 13.3%, respectively) saw an importance of parents participation and the designs of the books.