

# **Annual Literacy Survey 2024**

## **National Literacy Trust**

**Social toolkit**

**Help us turn the page on reading enjoyment**

**National  
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Trust**

**Change your story**

**#GrowAGenerationOfReaders**

# Overview

Reading enjoyment levels among children and young people are the lowest in almost two decades. This puts the futures of a generation at risk. This social toolkit is designed to help you amplify awareness of our latest research and help create a national conversation around reading for pleasure.

To read the full Annual Literacy Survey report, visit [literacytrust.org.uk/reading-for-pleasure](https://literacytrust.org.uk/reading-for-pleasure).

Through our social media campaign, we want to help people care and understand why reading for pleasure is so important.

We have a two-pronged approach:

1. Sharing thought-provoking research data with insights and statistics taken from our Annual Literacy Survey
2. Creating the opportunity for user-generated content inspired by our research that demonstrates the benefits of reading for pleasure:

**Children and young people who read in their free time at least once a month said it helps them to relax (56.6%) and feel happy (41%), learn new things (50.9%), understand the views of others (32.8%), learn about other cultures (32.4%) and be confident (26.0%).**

**WARNING!**

**THIS BOOK MAY CAUSE THE READER TO  
RELAX, FEEL HAPPY, BECOME MORE  
EMPATHETIC AND BUILD CONFIDENCE.**

**WARNING!**

Flipping the concept of content warnings on its head to instead extol the benefits of reading, we are urging the public to post a photo of a book, captioned with a warning.

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# Suggested text

## Research findings

New National Literacy Trust research shows reading for pleasure benefits reading skills, wellbeing, empathy and confidence.

However, just 1 in 3 children and young people say they enjoy reading in their free time and even fewer are reading daily. The futures of a generation are at risk – we need urgent action to **#GrowAGenerationOfReaders**.

Find out more: [literacytrust.org.uk/reading-for-pleasure](https://literacytrust.org.uk/reading-for-pleasure)

When young people enjoy reading, their reading skills, aptitude for learning, wellbeing, empathy and confidence all benefit.

**But only 1 in 3 enjoy reading in their free time.**

Together with @literacy\_trust, we're taking action to **#GrowAGenerationOfReaders**:  
[literacytrust.org.uk/reading-for-pleasure](https://literacytrust.org.uk/reading-for-pleasure)

Reading enjoyment among children and young people has hit the lowest level in almost two decades, falling drastically in the last year alone according to National Literacy Trust research.

Without vital literacy skills, young people will fail to reach their potential. It's time to **#GrowAGenerationOfReaders**

Read more: [literacytrust.org.uk/reading-for-pleasure](https://literacytrust.org.uk/reading-for-pleasure)

Please tag us in your social posts so we can like and share:

**f** @nationalliteracytrust

**@** @literacy\_trust

**X** @literacy\_trust

**in** @National-Literacy-Trust

**d** @literacy\_trust

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# Social posts

## Research findings

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Reading for  
pleasure among  
children and  
young people is  
in crisis.

Just 1 in 3 children  
and young people  
aged 8 – 18 say  
they enjoy reading  
in their free time.

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Over the next three years  
we will support and empower  
1.5 million more children  
and young people from  
disadvantaged communities  
to read for pleasure and  
develop greater confidence  
in their reading skills.

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#GrowAGenerationOfReaders

When children and young  
people enjoy reading  
in their free time, their  
reading skills, aptitude  
for learning, wellbeing,  
empathy and confidence  
benefit – all of which help  
them succeed in school  
and beyond.

Children and young  
people who read in their  
free time say it helps  
them to: relax (56.6%)  
and feel happy (41%),  
learn new things (50.9%),  
understand the views  
of others (32.8%) and  
learn about other  
cultures (32.8%), and  
be confident (26.0%).

Just 1 in 3 children  
and young people  
say they enjoy  
reading

Only 1 in 5 children  
and young people  
are reading daily in  
their free time

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The futures of a generation are being put at risk

[Download](#)

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# Suggested text

## Creative campaign

@literacy\_trust research shows that when children enjoy reading, their reading skills, aptitude for learning, wellbeing, empathy and confidence benefit – all of which can help them succeed in school and beyond.

I'm helping to #GrowAGenerationOfReaders

The number of children in the UK reading for enjoyment is at an all-time low. Reading supports mental wellbeing, empathy, learning and happy futures.

I'm helping to #GrowAGenerationOfReaders

Find out more: [literacytrust.org.uk/reading-for-pleasure](https://literacytrust.org.uk/reading-for-pleasure)

### Suggested longer form text:

The National Literacy Trust's recent research shows that children and young people who read in their free time at least once a month said it helps them to relax and feel happy, learn new things, understand the views of others, learn about other cultures and be confident.

However, the number of children in the UK reading for enjoyment is at an all-time low.

Over the next three years, the National Literacy Trust will support and empower 1.5 million more children and young people from disadvantaged communities to read for pleasure and develop greater confidence in their reading skills.

I'm helping to #GrowAGenerationOfReaders

Please tag us in your social posts so we can like and share:

f @nationalliteracytrust    in @National-Literacy-Trust

@literacy\_trust    @literacy\_trust

X @literacy\_trust

## #GrowAGenerationOfReaders

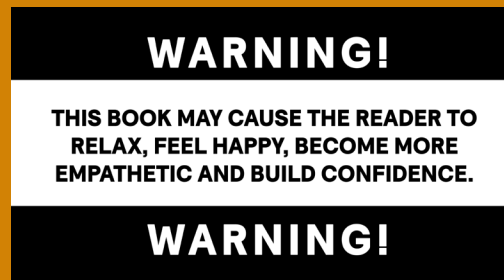
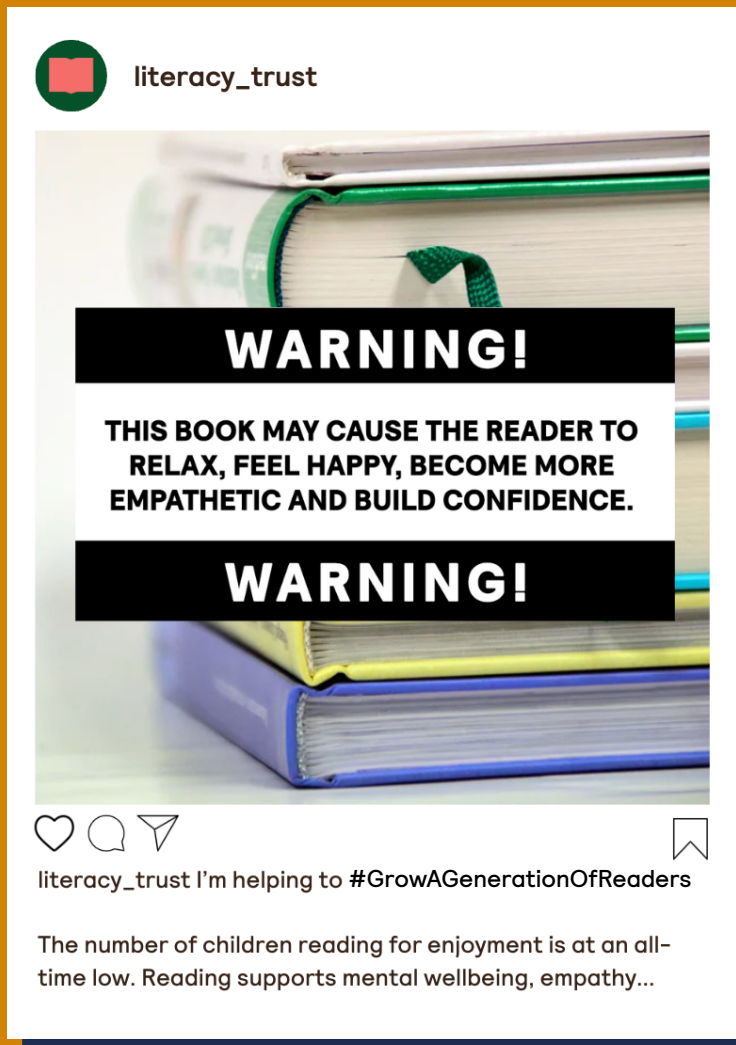
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# Social posts

## Creative campaign

Use these graphics alongside your own reading imagery as the example below.



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