

Annual Literacy Survey 2025

National Literacy Trust

Social media toolkit

Help us turn the page on reading enjoyment

#GrowAGenerationOfReaders

National
Literacy
Trust

Change your story

Supported by



Overview

Our latest research reveals both children and young people's reading enjoyment and daily reading frequency have fallen to their lowest levels since the charity began tracking them twenty years ago.

This social media toolkit is designed to help amplify awareness of our latest research and help us to turn the page on reading enjoyment.

To read the full *Children and Young People's Reading Report 2025*, visit:

literacytrust.org.uk/reading-for-pleasure

Join in with our **#GrowAGenerationOfReaders** social media campaign and help share the benefits of reading for pleasure.

#GrowAGenerationOfReaders

Suggested text

Research findings

New National Literacy Trust research shows that the number of children and young people reading for pleasure continues to decline. Just 32.7% 8 – to 18 – year-olds said they enjoyed reading in their free time. The number of children and young people reading daily has halved in two decades.

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.

Help us to **#GrowAGenerationOfReaders** and support children and young people to reach their full potential.

Find out more: literacytrust.org.uk/reading-for-pleasure

Reading enjoyment among children and young people continues to decline according to new National Literacy Trust research. Together with @literacy_trust we are taking action to **#GrowAGenerationOfReaders**:
literacytrust.org.uk/reading-for-pleasure

2 in 3 children and young people say they don't enjoy reading in their free time. Yet, reading supports mental wellbeing, empathy, learning and happy futures.

It's time to **#GrowAGenerationOfReaders** and find each child's route into a lifelong love of reading:

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

🎵 @literacy_trust

#GrowAGenerationOfReaders

National
Literacy
Trust

Change your story

Social posts

Research findings

Just **32.7%** of children and young people aged 8 to 18 say they enjoy reading “**very much**” or “**quite a lot**” in 2025.

Only **18.7%** of children and young people say they **read something daily** in their free time in 2025 – **half the number** reading daily 20 years ago.

National
Literacy
Trust

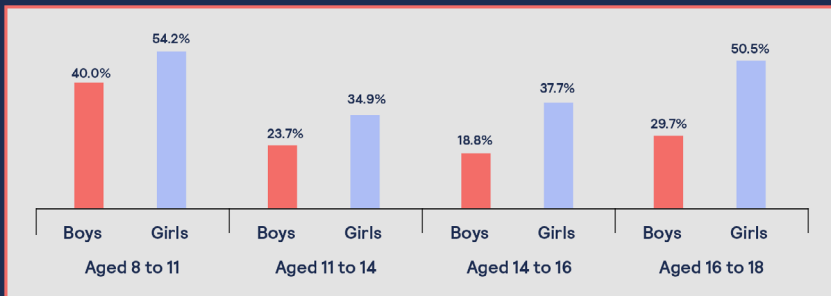
Change your story

It's time to **#GrowAGenerationOfReaders**

National
Literacy
Trust

Change your story

Who enjoys reading in 2025?



National
Literacy
Trust

Change your story

Children's reading **enjoyment** and daily reading **frequency** have reached the **lowest levels in 20 years.**

How do we re-engage children and young people who do not enjoy reading?

New insights from our survey of 114,970 children and young people suggest that we need to align with their interests and media habits.

Two in five say they are more motivated to read when the material relates to a favourite film or TV series (**38.1%**), or that matches their interests or hobbies (**37.1%**).

One in five (**22.0%**) are inspired by reading recommendations from friends, family, or teachers.

One in four (**26.6%**) value having the freedom to choose what they read.

Three in ten (**30.9%**) are drawn in by an interesting book cover or title.



We are calling for a multi-sector approach to solve the reading for pleasure crisis and address the long-term effects of low levels of reading enjoyment. By joining forces we can

#GrowAGenerationOfReaders.

[Download](#)

#GrowAGenerationOfReaders

National
Literacy
Trust

Change your story

Suggested text

Creative campaign

The number of children in the UK reading for pleasure is at an all-time low. Help us to change that story and **#GrowAGenerationOfReaders**.

Find out more about how:

literacytrust.org.uk/reading-for-pleasure

2 in 3 children and young people say they don't enjoy reading in their free time. Yet, reading supports mental wellbeing, empathy, learning and happy futures.

I'm supporting @literacy_trust to turn the page and find every child's route into reading:

literacytrust.org.uk/reading-for-pleasure

Suggested longer form text:

The National Literacy Trust's latest research shows both children and young people's reading enjoyment and daily reading frequency have fallen to their lowest levels since the charity began tracking them twenty years ago.

Yet, 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.

By meeting children and young people where they are we can help reignite a love of reading. I'm supporting @literacy_trust to **#GrowAGenerationOfReaders**.

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

f @nationalliteracytrust **in** @National-Literacy-Trust

@ @literacy_trust **d** @literacy_trust

X @literacy_trust

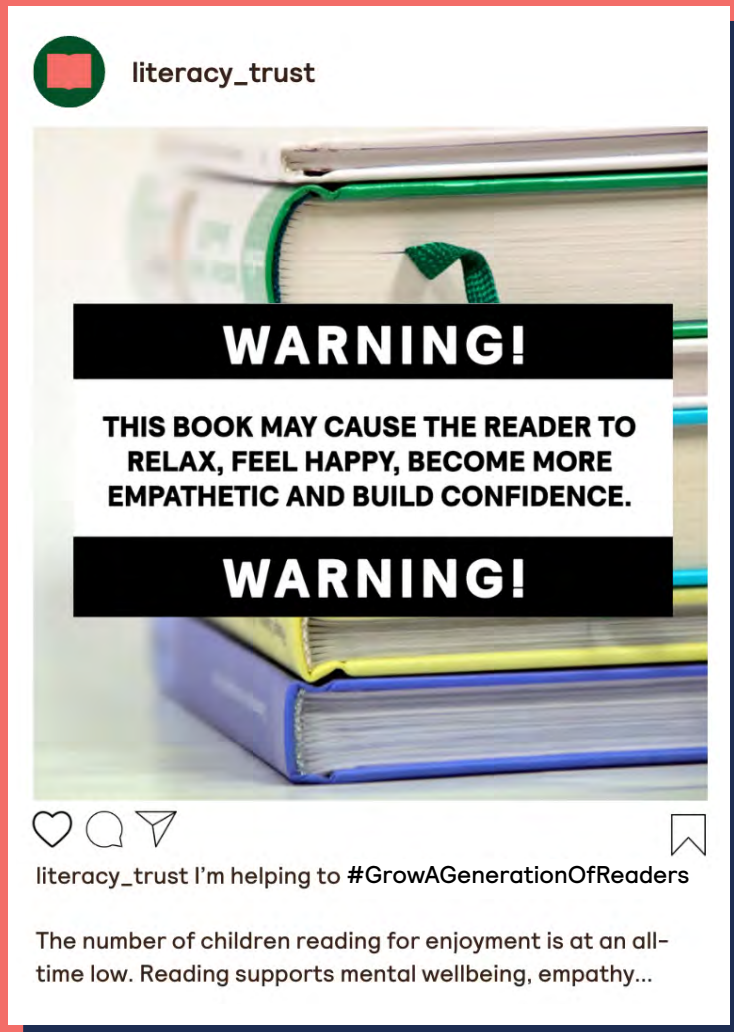
#GrowAGenerationOfReaders

Social posts

Creative campaign

You can use these content warning stickers alongside your reading imagery as the example below.

We are flipping the concept of content warnings on its head and asking people to share a photo of a book captioned with a 'warning' label which shares the benefits of reading.



WARNING!

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

WARNING!

WARNING!

HIGH WELLBEING FACTOR

WARNING!

WARNING!

MAY CAUSE EMPATHY

WARNING!

WARNING!

COULD BUILD CONFIDENCE

WARNING!

WARNING!

MAY SPARK JOY

WARNING!

[Download](#)

#GrowAGenerationOfReaders

National
Literacy
Trust

Change your story