

AFRICAN READERS MARK THEIR PLACE

BOOKMARKS THAT HIGHLIGHT THE PATTERNS OF AFRICAN CHRISTIAN READERS

AFRICAN CHRISTIANS ARE DYNAMIC PARTICIPANTS IN A GLOBAL KNOWLEDGE ECONOMY.

Explore the bookmarks that give insight into the patterns and trends of African readers based on the recent African Leadership Study,ⁱ which focused on ANGOLA, CENTRAL AFRICAN REPUBLIC and KENYA to gain insight into Portuguese, French, and English-speaking Africa.



READING BY THE NUMBERS

Angola **70%**

CAR **57%**

Kenya **87%**

Global **84.3%**

Literacy Rates

50% read the bible daily

60% of pastors read at least 6 books a year

33% read at least 6 books a year

20% read news, articles, books on their cell phone every day



FAVORITE AUTHORS

António Agostinho Neto Angola's 1st President

Pepetela Angolan Secular Author

John Maxwell US Christian Author

Pierre Sammy Mackfoy CAR Secular Author

Étienne Goyémidé CAR Secular Author

Zacharias Taneé Fomum Cameroon Christian Author

Ben Carson US Christian Author

Joel Osteen US Christian Author

Ngugi Wa Thiong'o Kenyan Secular Author



TRENDS TO BOOKMARK

African Christians are reading and appreciating authors from all over the world.

ANGOLA 57% local 43% global

CAR 26% local 73% global

KENYA 19% local 81% global

Language of authorship affects what African's read.



67% favor Portuguese writers



79% favor French writers



98% favor English writers

African Authors are being read.

59%
Angola

60%
CAR

33%
Kenya

THE NEED FOR AFRICAN CHRISTIAN AUTHORS

42% identified a favorite author that was African

9.5% identified a favorite author that was both African and Christian

57% identified a favorite author that was Christian

SOME REASONS FOR THIS...

- Authors highlighted by the state educational systems are often African, but seldom Christian
- Authors highlighted by Christian institutions are usually Christian, but seldom African
- African Christians express strong desire to read books that are Christian while also African
- But TV and radio are key to exposure in Africa and local Christian authors are less able to afford this kind of marketing

PRAY FOR CHRISTIAN PUBLISHING IN AFRICA

- ▶ There is limited publishing because it is expensive and requires **infrastructure**
- ▶ Africa's 1 billion people are geographically, linguistically and politically **diverse**
- ▶ Historically free or subsidized Christian publications impact **sustainability**

EVERYONE HAS A BOOKMARK!

How do your reading habits compare to those identified in the study? How will these bookmarks inform your support of African Christian readers? What might you do to encourage local Christian authors and publishers in Africa?



Africa Leadership Study
A SEEDBED RESOURCE

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