Who Reads Books Anymore?

A street-interview series about reading, hosted by novelist Will Pass.



THE QUESTION

“How many books have you read in the past month?”

Every episode starts with the same question, whether Will is asking grocery shoppers or Hollywood talent. Readers recommend books they love, and non-readers talk about what they like to do instead.

AUDIENCE

100K followers. 2.5M+ monthly views. A typical episode reaches 100K+ views.

56K Instagram **25K** TikTok **10K** Facebook **7K** YouTube

Who watches: 76% women, 64% ages 25 to 44, 59% in the US, followed by the UK and Canada.

Plus an engaged monthly newsletter with a 54% open rate.

CASE STUDY: 20TH CENTURY STUDIOS

Whalefall junket, Los Angeles, October 2026

In “The Last Action Reader,” Will asked Josh Brolin, Pulitzer Prize winner Daniel Kraus, Austin Abrams, and director Brian Duffield how many books they’d read in the past month.

620K+ views

2.5K saves

580+ shares

Across platforms, as of November 2026. Watch the episode

Worked with: 20th Century Studios · ThriftBooks · Rocky Mountain Book & Paper Fair

FORMATS

- **Junkets and premieres.** Will opens with his question, then talks books and the film with your cast and filmmakers. Your title is on screen. About 5 minutes per interview. Approved edit within 48 hours, posted on your date.
- **Shopping-cart episodes.** Will fills a cart with your books, and the strangers he interviews pick one to take home. This Whole Foods episode drew 1.1M views across platforms.

Comment-to-DM links available (about 60% of commenters click through).

TOP EPISODES · ALL PLATFORMS

The reigning reading champ, age 80
6.1M views

Safeway shoppers
1.6M views

Walmart shoppers
1.1M views

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