2024 NATIONAL READING HABITS STUDY ON ADULTS

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ABOUT THE STUDY

STUDY OBJECTIVES

The National Library Board (NLB) conducted the National Reading Habits Study in 2016, 2018, 2021, and 2024 to track leisure reading trends among Singapore residents.

In this report, the reading habits of adults (i.e. aged 20 years and above) are highlighted.

The study generally seeks to find out:

READING HABITS

- Frequency of reading
- Type of materials read
- Language read in
- Discovery of new reads
- Readers in social circle

ABOUT BOOKS

- Number of books read
- Book formats
- Book sources
- Barriers to reading books

READING MOTIVATIONS AND BARRIERS

READING PREFERENCES

- Non-fiction topics read
- Fiction genres read

ABOUT SINGLIT

- Reasons for reading SingLit
- Reasons for not reading SingLit

DEFINITION OF READING

Reading is defined as having read any of the following type of materials:

Books

Includes e-books, audio books as well as physical books. This covers non-fiction and fiction books, excluding textbooks

Magazines

Includes both physical and digital magazines.

News

Refers to printed newspaper as well as online news (such as CNA app).

Reports

E.g. Annual company reports or trade reports.

Online Articles

Refer to articles, blogs or essays posted on social media (such as FaceBook, LinkedIn, Instagram, Twitter), websites, or via subscription.

* This study excludes reading of communications such as emails, WhatsApp and Telegram messages.

DATA COLLECTION METHOD

The 2024 study was conducted by trained interviewers from August to December 2024 using door-to-door interviews.

1

SAMPLE SIZE

3,725 interviews were conducted with Singapore residents aged 20 years old and above.

2

LENGTH OF INTERVIEW

Each interview took on average 30 minutes.

3

SAMPLE QUOTAS

Sample quotas by age, sex, ethnicity, dwelling type, residency status, and region were set according to Singstat figures as of June 2023.

RESPONDENT PROFILE

The survey sample is representative of the Singapore Resident population in terms of age, gender, ethnicity, residency status, dwelling type, and region.

Residency Status	n	% of total
Singapore citizen	3,302	89%
Singapore permanent resident	423	11%
Sex	**n**	**% of total**
Male	1,744	47%
Female	1,981	53%
Age	**n**	**% of total**
20 to 29 years old	551	15%
30 to 39 years old	721	19%
40 to 49 years old	686	18%
50 to 59 years old	646	17%
60 years old and above	1,121	30%
Total	**3,725**	**100%**

Ethnicity	n	% of total
Chinese	2,832	76%
Malay	446	12%
Indian	311	8%
Others	136	4%
Dwelling Type	**n**	**% of total**
1 – 2 room HDB flat	166	4%
3-room HDB flat	540	14%
4-room HDB flat	1,262	34%
5-room / Executive HDB flat	990	27%
Condominiums and Other Apartment	525	14%
Landed Properties	242	6%
Total	**3,725**	**100%**

RESPONDENT PROFILE

Region	n	% of total
Central	872	23%
East	679	18%
North-East	798	21%
North	528	14%
West	848	23%
Marital Status	**n**	**% of total**
Single / Engaged	1,069	29%
Married	2,418	65%
Divorced / Separated / Widowed	234	6%
Refused	4	<1%
Total	**3,725**	**100%**

Highest Attained Education	n	% of total
No formal education or PSLE	242	6%
Secondary (GCE 'O' / 'N' Level)	861	23%
Post-Secondary (NITEC / higher NITEC / master NITEC)	197	5%
Post-Secondary (GCE 'A' Level, IB diploma)	170	5%
Diploma	747	20%
Bachelor's Degree	1,135	30%
Postgraduate Degree	373	10%
Employment Status	**n**	**% of total**
Employee	2,100	56%
Employer / Own Account Worker	296	8%
Student / Full-time NS	211	6%
Not working / Retired / Homemaker	1,118	30%
Total	**3,725**	**100%**

NOTES ON ANALYSIS

The 2024 study primarily uses the 2018 study as a basis for comparison, rather than the 2021 study which was conducted during the COVID-19 pandemic restrictions.

Due to the pandemic restrictions, the context of the 2021 study was notably distinct:

a. the methodological shift whereby 70% of surveys had to be conducted via Zoom rather than through traditional door-to-door interviews; and
b. Under-representation of younger teens in the overall teens' sample.

These unusual circumstances led to some unexpectedly high numbers in the 2021 results, which likely do not reflect typical reading habits. Although the 2021 data can still be found on the NLB website, comparing 2024 with 2018 gives us a more accurate picture of how reading trends have changed over time.

Statistically significant differences between the 2024 and 2018 findings at the 95% C.I. are denoted by the following symbols in the report:

↑ Significantly higher in 2024 than in 2018

↓ Significantly lower in 2024 than in 2018

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1)

METHODOLOGY

Door-to-door interviews

SAMPLE SIZE

3,725

Singapore residents aged 20 years and above

Respondent profile is representative of Singapore resident population by:

- Age
- Sex
- Ethnicity
- Residency Status
- Dwelling Type
- Region

Notes on Analysis

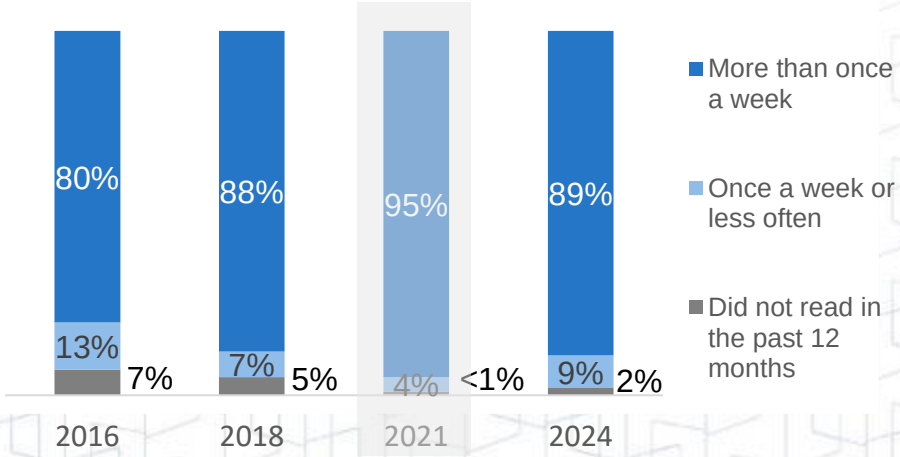
Significant differences between 2024 and 2018 findings at the 95% C.I. are denoted by the following symbols:

- ⬆ *Significantly higher in 2024 than in 2018*
- ⬇ *Significantly lower in 2024 than in 2018*

MOST ADULTS READ FOR LEISURE

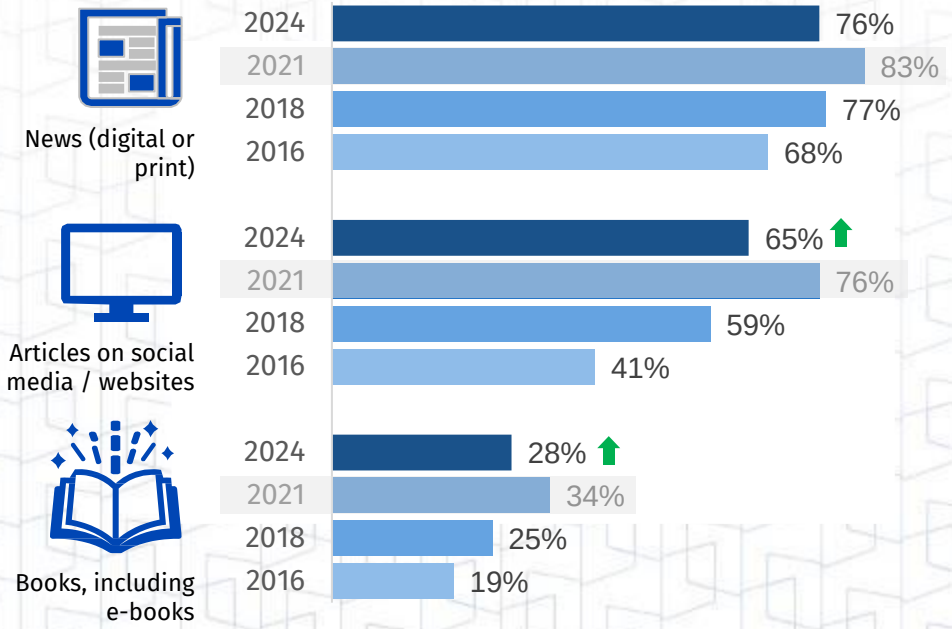
Includes reading books, magazines, news(print or digital), and online articles in the past 12 months.

89% *read more than once a week, returning to similar level as pre-COVID-19*



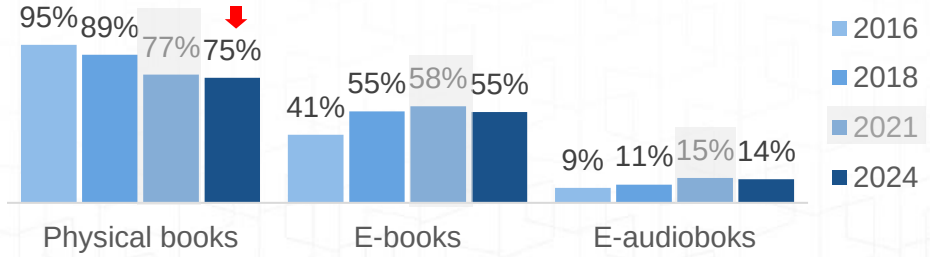
INCREASE IN HABITUAL READING OF BOOKS

Adults read the following more than once a week...



EXECUTIVE SUMMARY (2)

MOST ADULTS READ PHYSICAL BOOKS

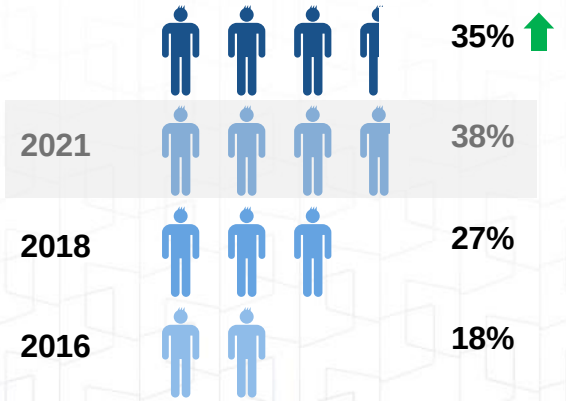


54% bought physical books from bookstores;
51% borrowed from a library

57% who read either e-books or e-audiobooks downloaded free copies online;
38% borrowed from NLB

MORE OLDER ADULTS READ E-BOOKS

35% of book readers aged above 60 read e-books.



In comparison, in 2024

54% aged 50-59
60% aged 40-49
62% aged 30-39
67% aged 20-29

of book readers read e-books

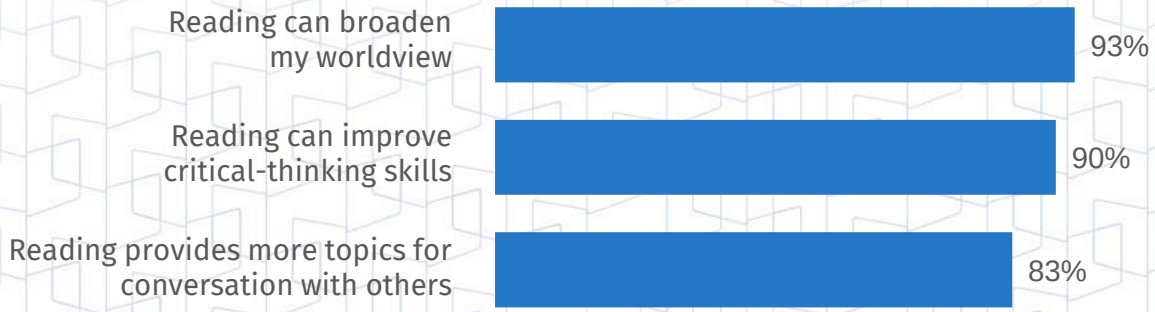
Notes on Analysis

Significant differences between 2024 and 2018 findings at the 95% C.I. are denoted by the following symbols:

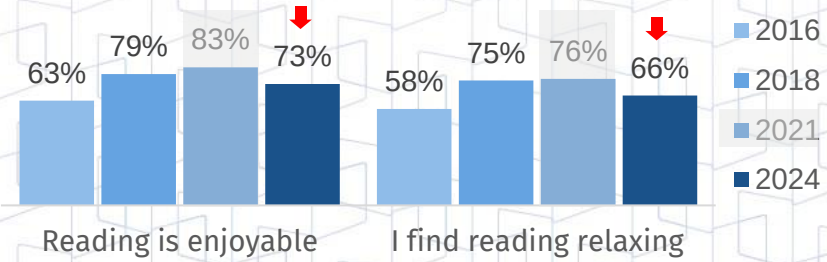
- *Significantly higher in 2024 than in 2021*
- *Significantly lower in 2024 than in 2021*

MAJORITY OF ADULTS AGREED THAT READING HAS BENEFITS

9 in 10 agreed that reading has cognitive benefits



7 in 10 agreed that reading is pleasurable.

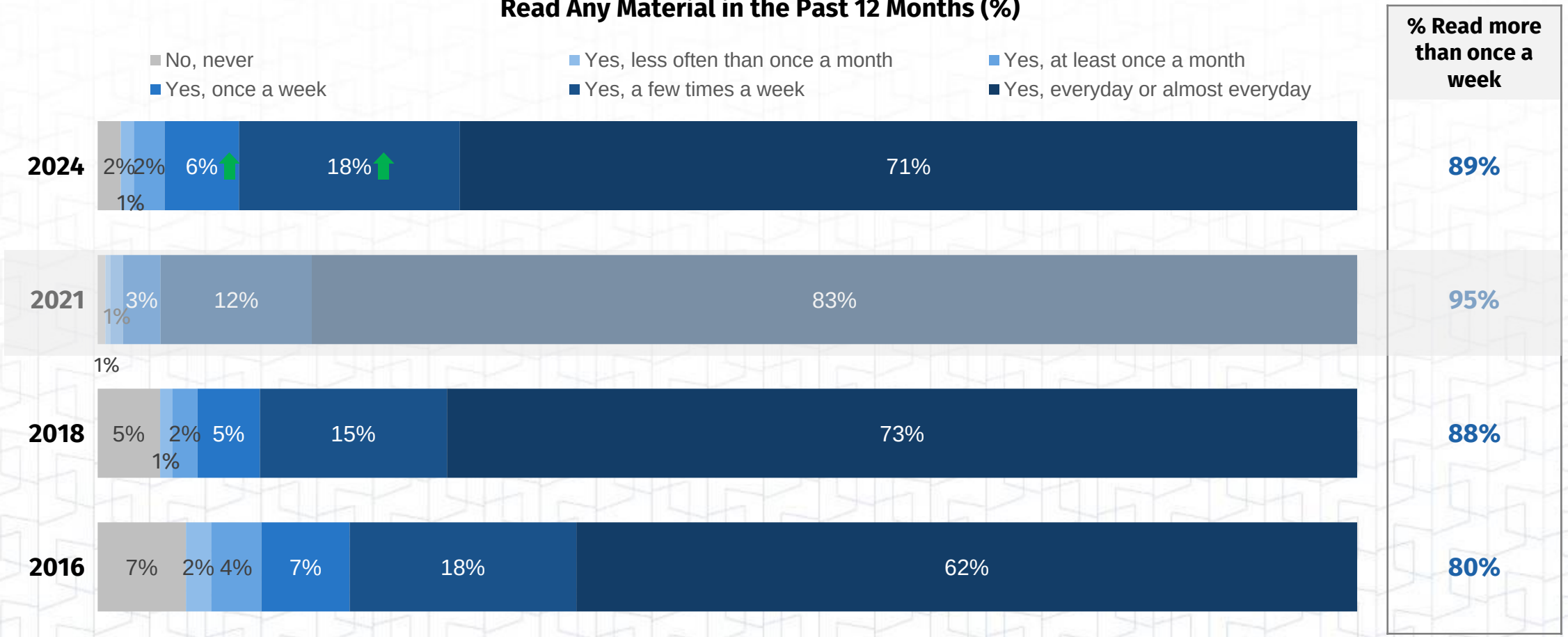


READING HABITS

ARE ADULTS READING?

- **98%** of adults read for leisure at least once in the past 12 months in 2024 (termed as *'readers'*).
- In 2024, proportion of adults who read more than once a week (termed as *'habitual readers'*) returned to **89%**, at a similar level as 2018.

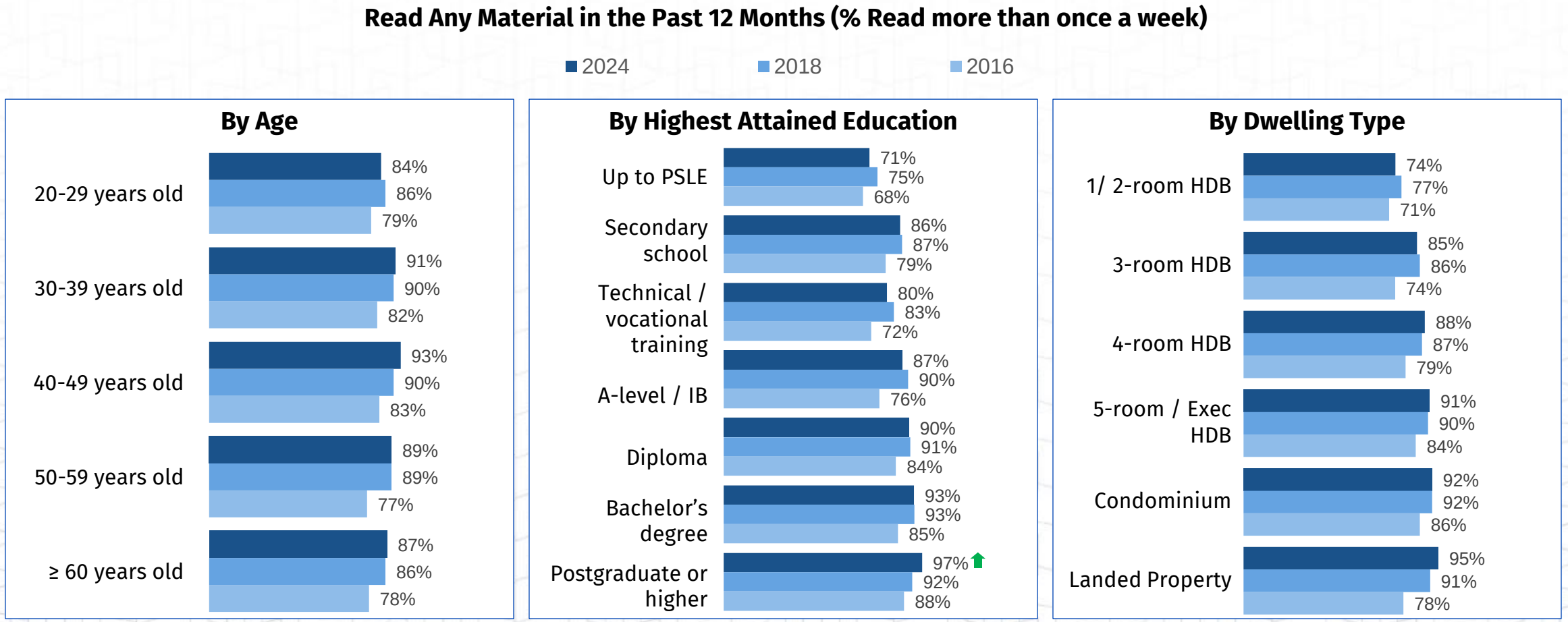
Read Any Material in the Past 12 Months (%)



Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636; 2016: n=3,515)
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?

ARE ADULTS READING?

- Return of habitual readership to the level in 2018 was seen across age groups, education levels, and dwelling types.



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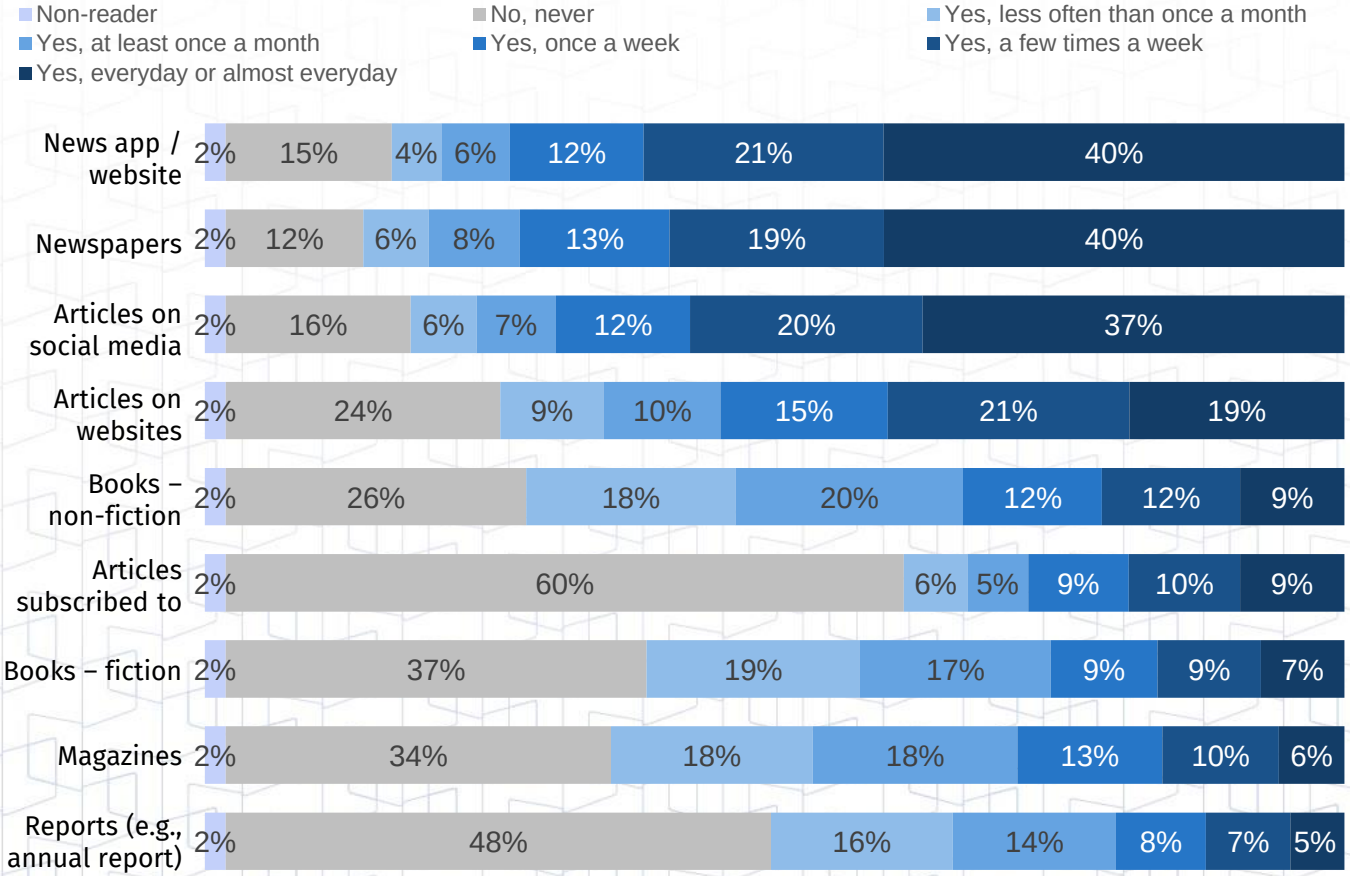
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?

WHAT TYPE OF MATERIALS DO ADULTS READ?

- News remained the top material read by adults in 2024, with 76% having read it more than once a week in 2024.
- More adults read books and online articles more than once a week in 2024 compared to 2018.

Type of Materials Read in the Past 12 Months (%)



% Read more than once a week	2024	2021	2018	2016
News app / website	62%	NEW		
Newspapers	59%	NEW		
Articles on social media	57%	71%	56%	39%
Articles on websites	40% ↓	53%	45%	27%
Books – non-fiction	21%	28%	19%	15%
Articles subscribed to	19%	NEW		
Books – fiction	16%	17%	14%	10%
Magazines	16% ↑	18%	14%	13%
Reports (e.g., annual report)	12% ↑	9%	8%	7%

Type of Materials Read More than Once a Week (%)

News (print or digital, including news apps)
2024: 76%
2021: 83%
2018: 77%
2016: 68%

Online articles (on social media or websites or subscribed)
2024: 65% ↑
2021: 76%
2018: 59%
2016: 41%

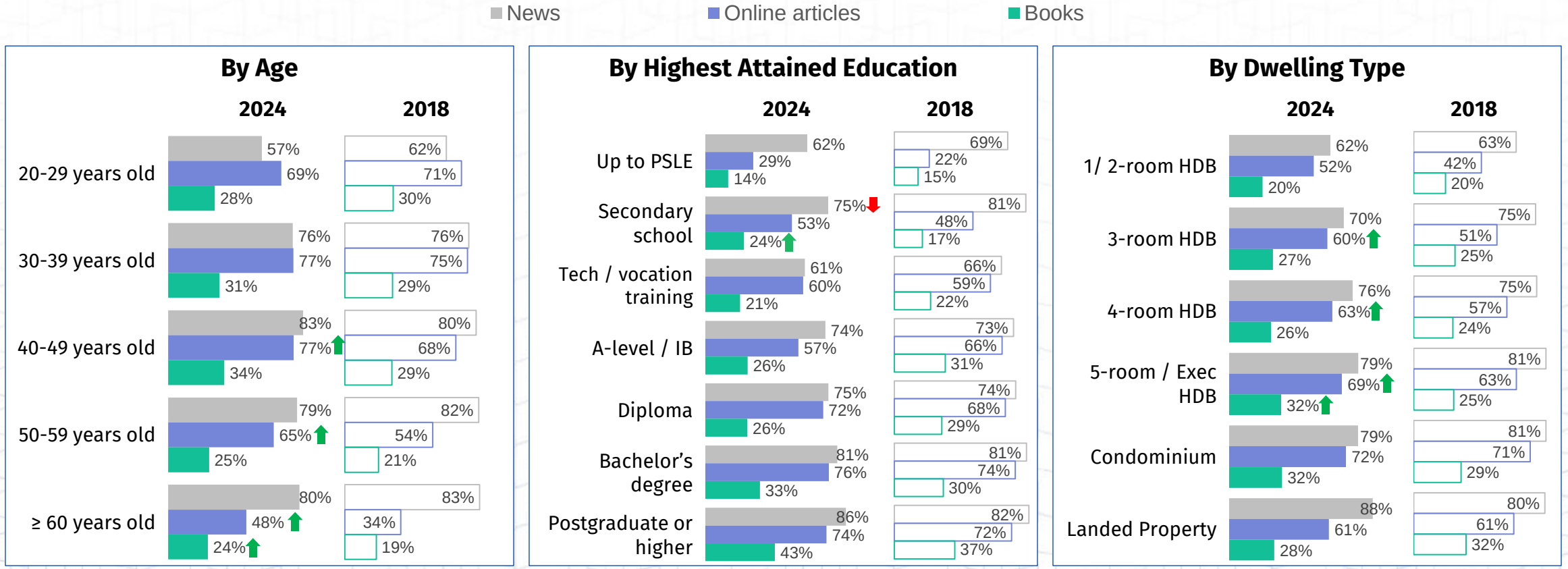
Books (fiction or non-fiction)
2024: 28% ↑
2021: 34%
2018: 25%
2016: 19%

Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636; 2016: n=3,515)
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?

WHAT TYPE OF MATERIALS DO ADULTS READ?

- More seniors aged 60 or above read books in 2024 than in 2018, while more older age groups above 40 years old and those who live in public houses read online articles.

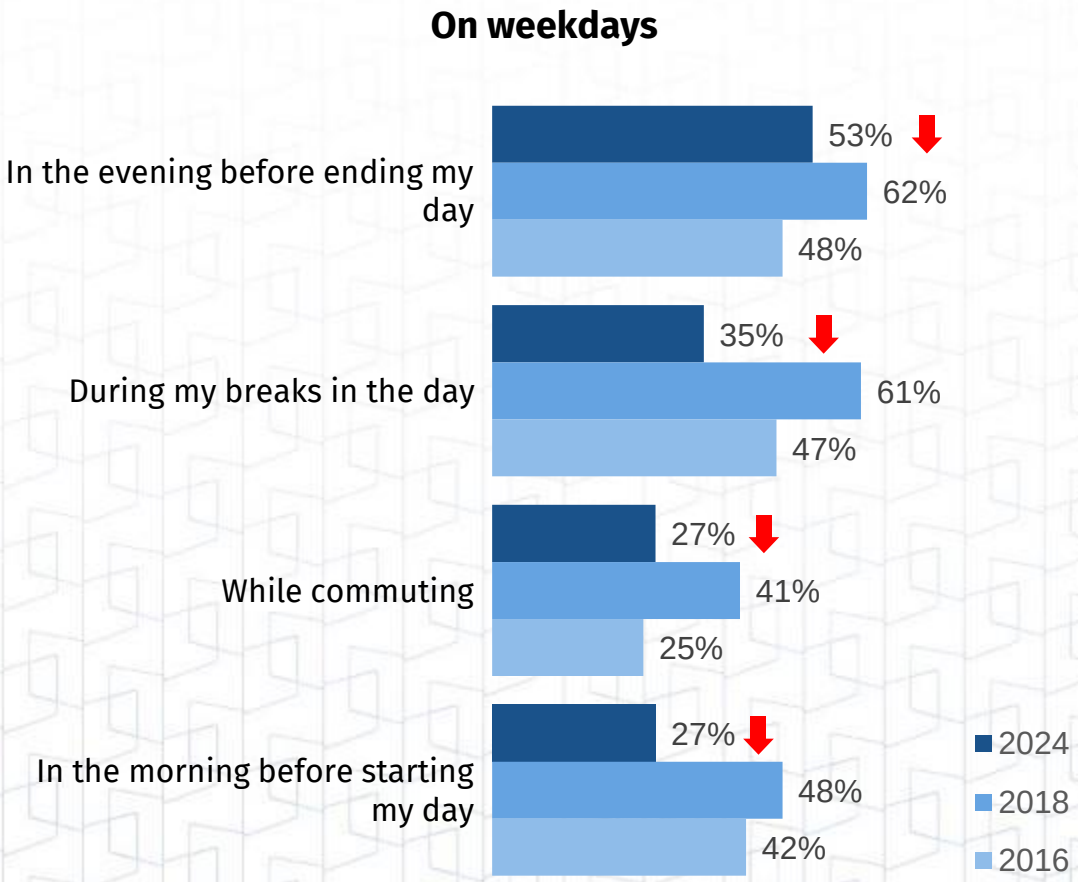
Type of Materials Read More than Once a Week (%)

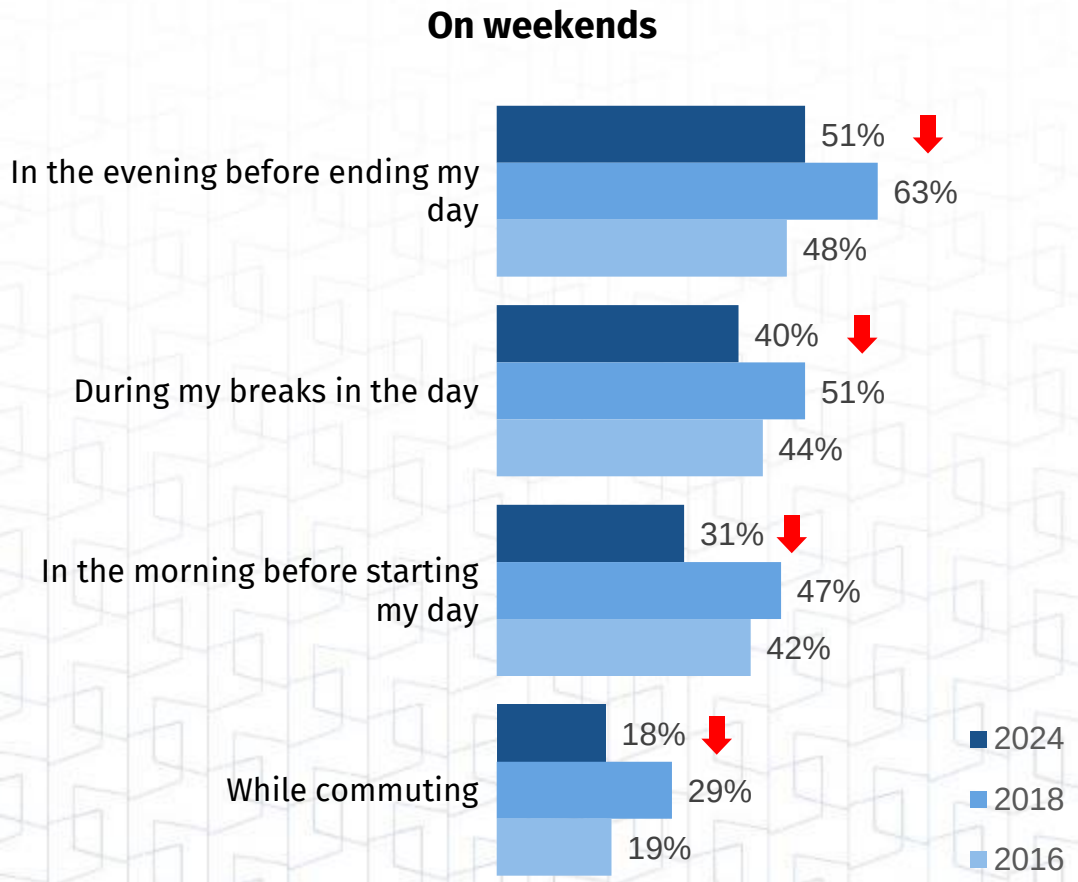


Base: All respondents (2024: n=3,725; 2021: n=2,918)
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?

WHEN DO ADULTS READ?

- A little over half of the adults read in the evening before ending their day on both weekdays and weekends.



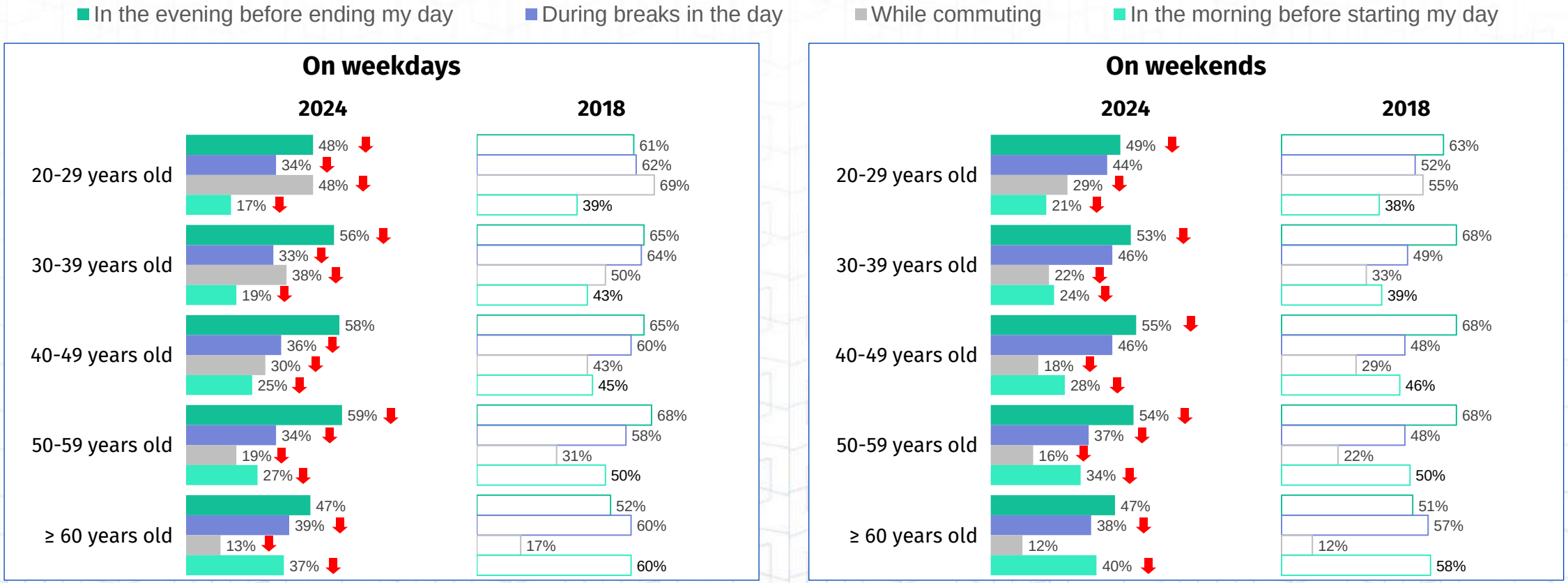


**Note: This question was not asked in 2021*
Base: Read on weekdays (2024: n=3,605; 2018: n=3,454; 2016: n=3,227); Read on weekends (2024: n=3,429; 2018: n=3,369; 2016: n=3,098)
B4. Excluding reading for work during regular working hours and for schoolwork, when do you usually read on weekdays? How about weekends?

WHEN DO ADULTS READ?

- Across age groups, fewer adults read across multiple timings in a day in 2024, compared to 2018.

When Do Adults Read By Age (%)

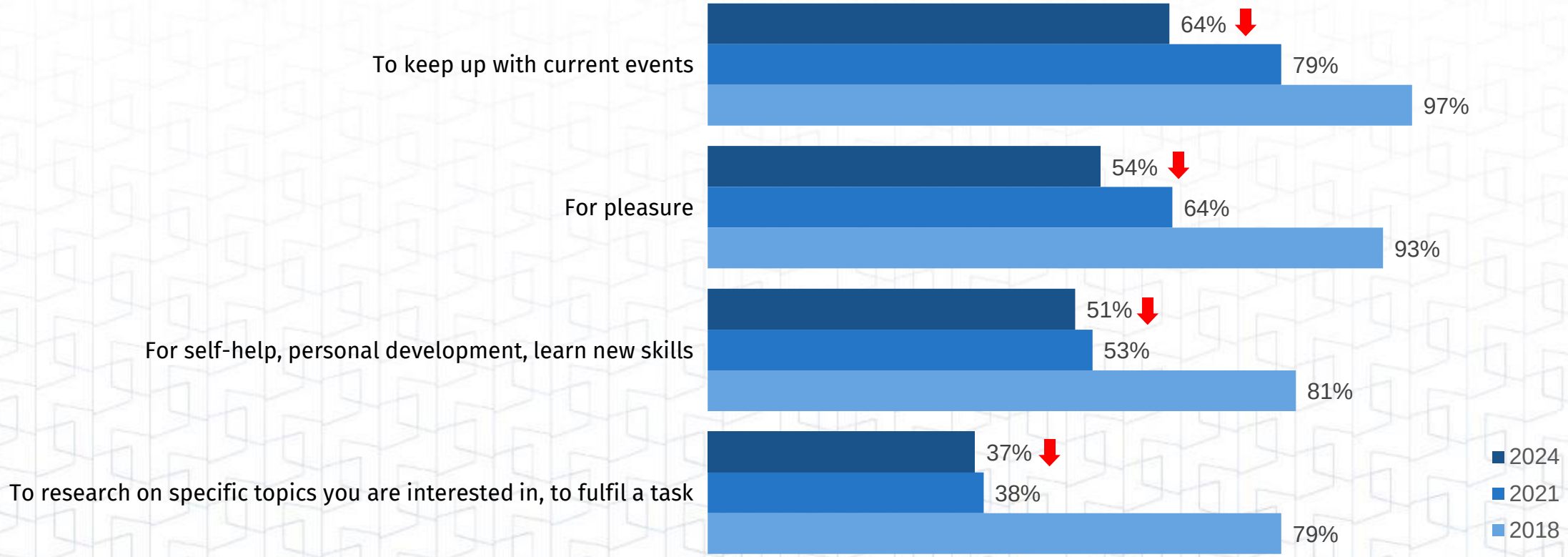


Base: Read on weekdays (2024: n= 3,605; 2018: n=3,454); Read on weekends (2024: n=3,429; 2018: n=3,369)
B4. Excluding reading for work during regular working hours and for schoolwork, when do you usually read on weekdays? How about weekends?

WHY DO ADULTS READ?

- Most adults read to keep up with current events.
- However, fewer had multiple reasons for reading in 2024, compared to 2018. This applied across all demographic profiles.

Why Adults Read in the Past 12 Months (%)

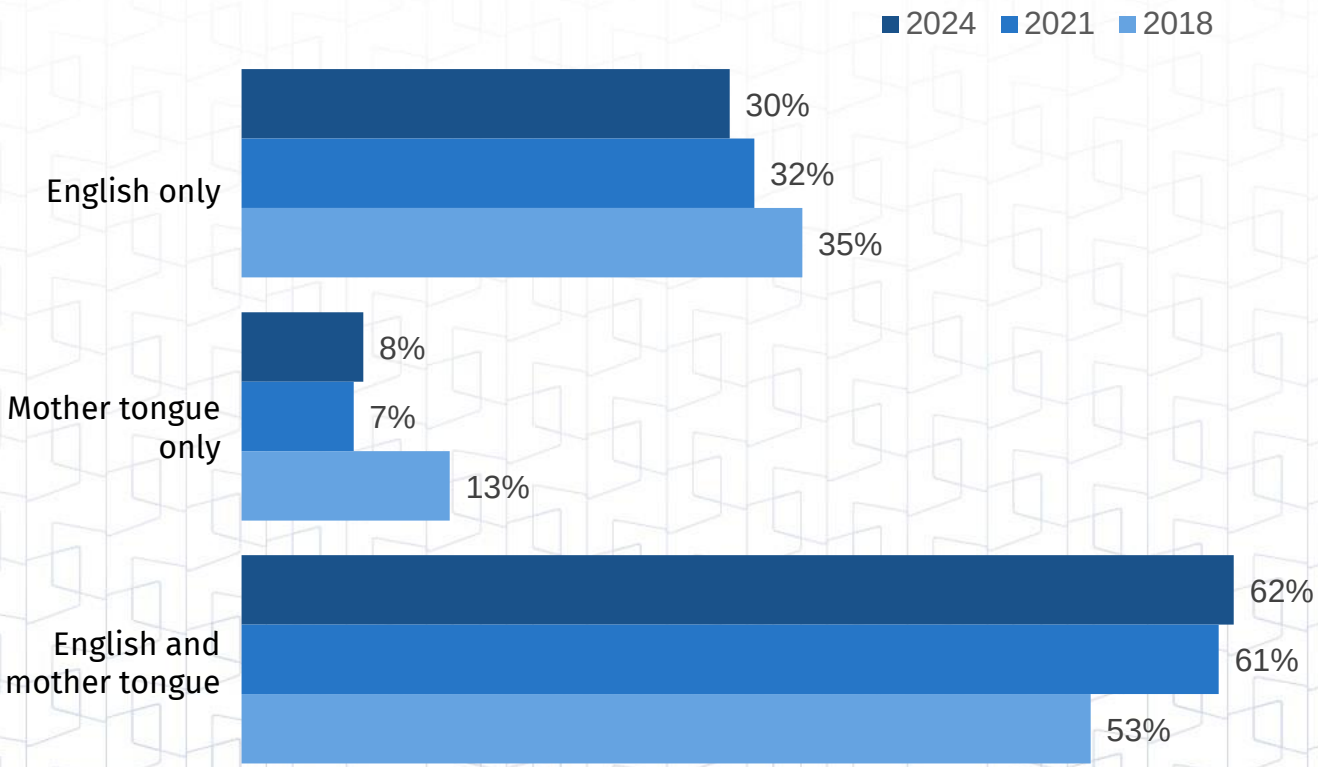


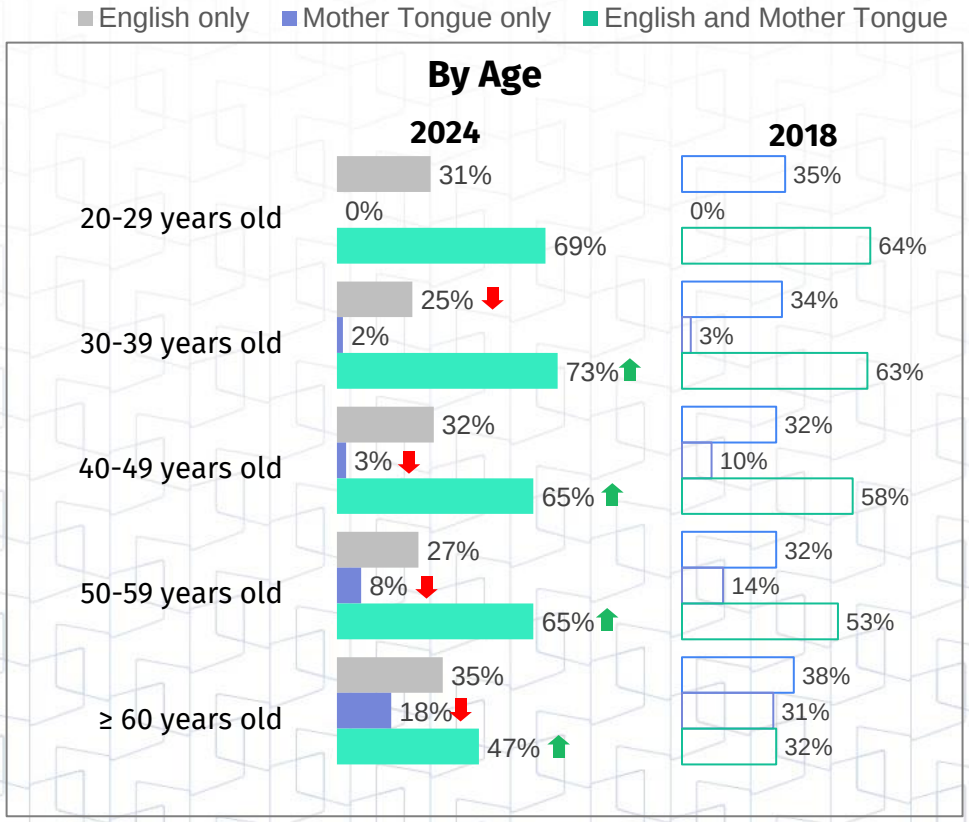
Base: Readers (2024: n=3,657; 2021: n=2,908; 2018: n=3,468)
B3. Why have you read in the past 12 months? Please consider all the leisure reading you have done, including reading online. You may select more than one reason.

CAN ADULTS READ IN THEIR MOTHER TONGUE?

- 62% of adults said that they were able to read in both English and their Mother Tongue.

Language that adults are able to read (%)



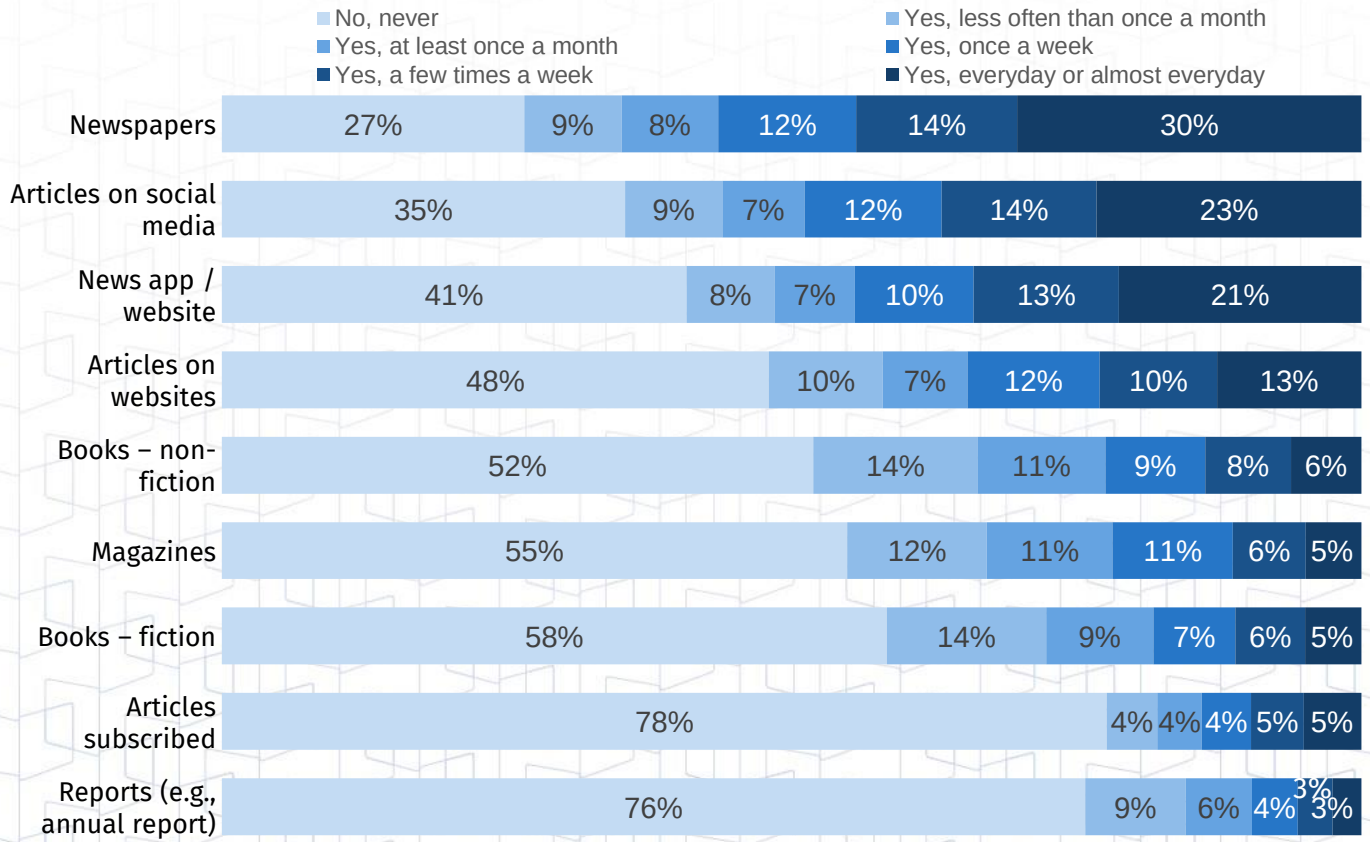


Base: Readers (2024: n=3,657; 2021: n=2,908; 2018: n=3,468)
B5. What languages can you read in?

WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- Among adults who said they could read in Mother Tongue, lower proportion read MTL materials more than once a week in 2024 compared to 2018 except for online articles.

Type of Materials in Mother Tongue Read in the Past 12 Months (%)



% Read more than once a week	2024	2021	2018
Newspapers	44%	NEW	
Articles on social media	37% ↓	43%	42%
News app / website	34%	NEW	
Articles on websites	23% ↓	29%	33%
Books – non-fiction	14% ↓	21%	17%
Magazines	11% ↓	14%	14%
Books – fiction	11% ↓	13%	14%
Articles subscribed	10%	NEW	
Reports (e.g., annual report)	6%	NEW	

Type of Materials in Mother Tongue Read More than Once a Week (%)

News (print or digital, including news apps)
2024: 53% ↓
2021: 53%
2018: 66%

Online articles (posted on social media, websites or subscribed to)
2024: 41%
2021: 45%
2018: 43%

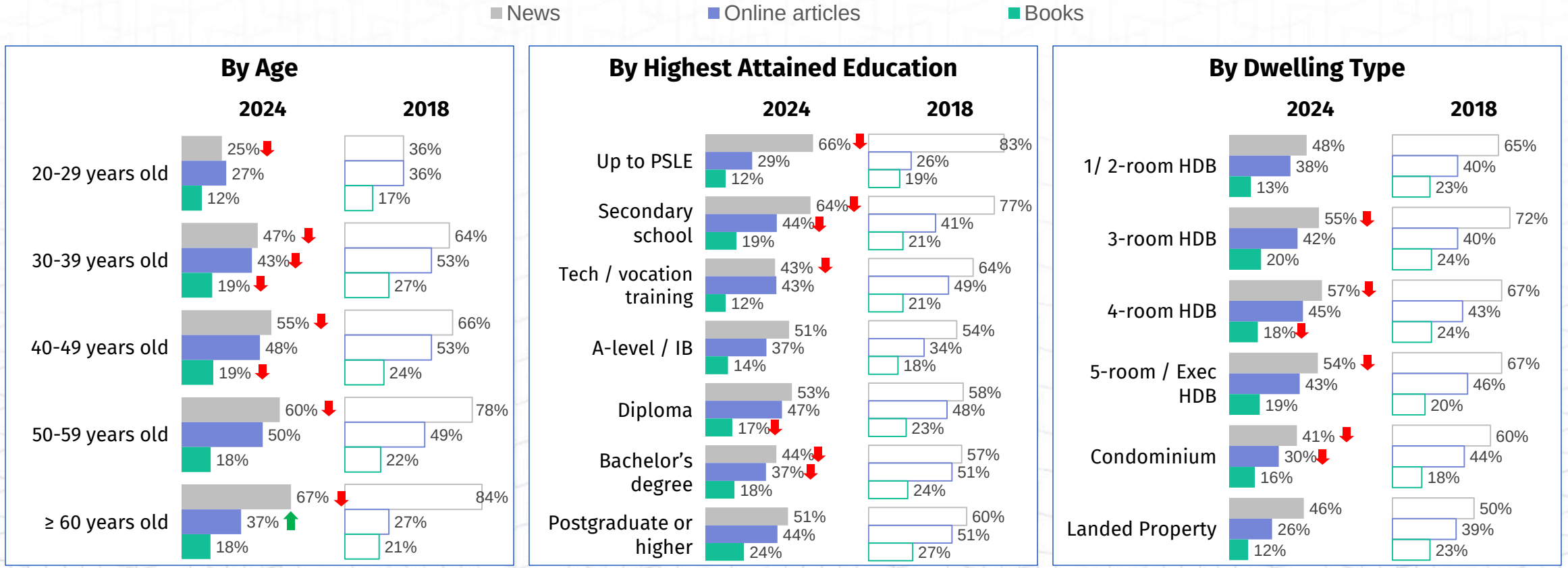
Books (fiction or non-fiction)
2024: 18% ↓
2021: 24%
2018: 22%

**Note: These figures are based on respondents who can read in Mother Tongue, while analysis in 2018 and 2021 was based on those who have read in Mother Tongue.*
Base: Respondents who can read in mother tongue languages (2024: n=2,543; 2021: n=1,979; 2018: n=2,271)
B6. You mentioned that you can read in Chinese/ Malay/ Tamil. Which of the below types of materials written in your Mother Tongue language did you read and how often?

WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- Lower proportion of MTL readers across all ages read news in MTL.
- More MTL readers aged 60 and above read online articles in MTL.

Type of Materials in Mother Tongue Read More than Once a Week (%)

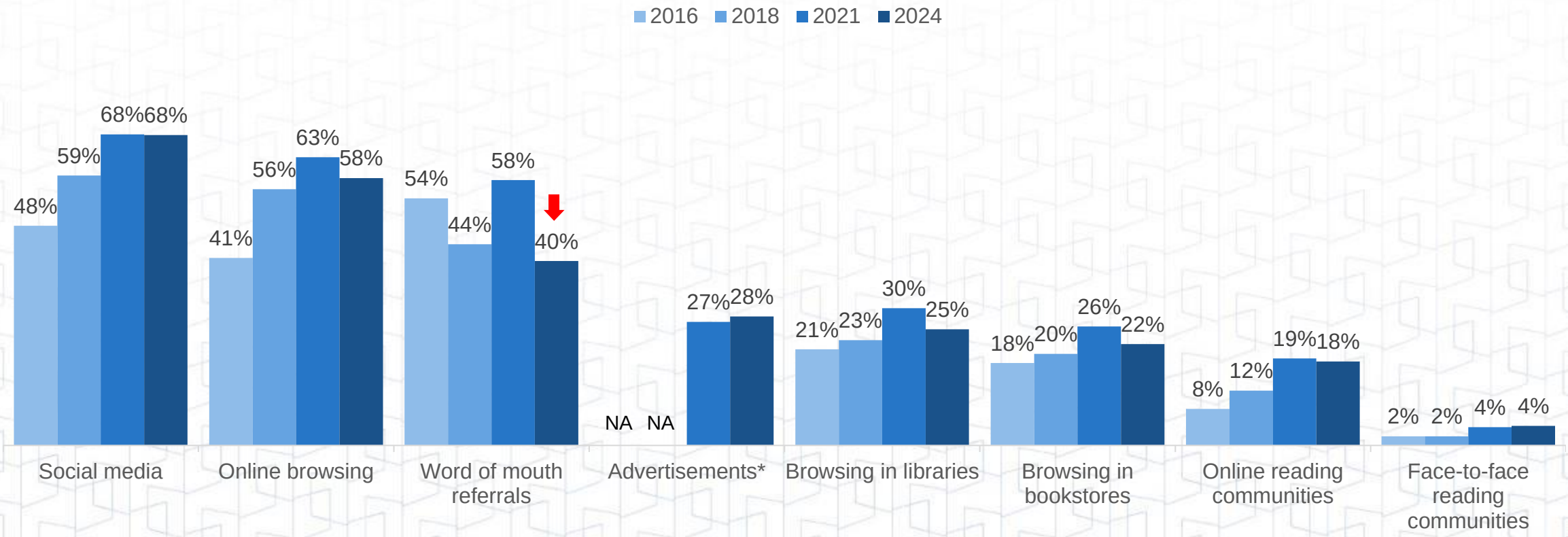


**Note: These figures are based on respondents who can read in Mother Tongue, while analysis in 2018 and 2021 was based on those who have read in Mother Tongue.*
Base: Respondents who can read in mother tongue languages (2024: n=2,543; 2018: n=2,271)
B6. You mentioned that you can read in Chinese/ Malay/ Tamil. Which of the below types of materials written in your Mother Tongue language did you read and how often?

HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- The most reported ways to discover new reading materials remained social media and online browsing.
- Compared to 2018, fewer adults discovered new materials to read through word of mouth referrals.

How Adults Discover New Materials to Read (%)

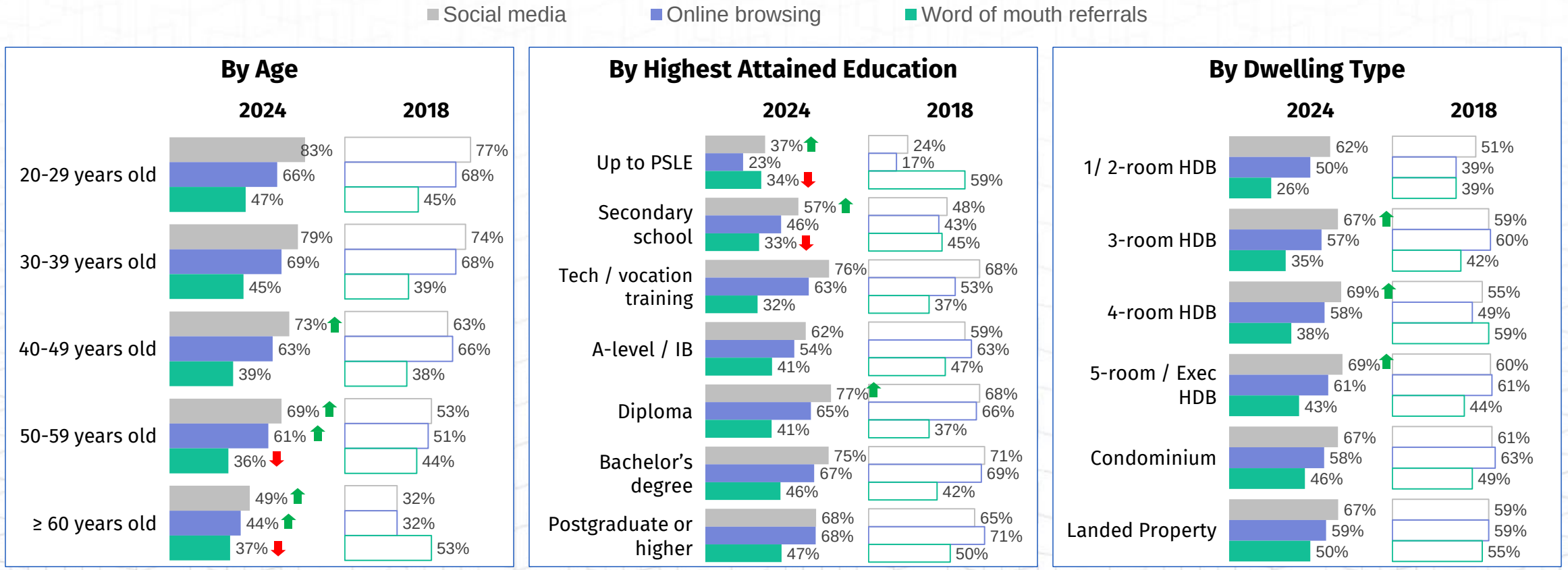


**Note: The option 'Advertisements' was added in 2021*
Base: Readers (2024: n=3,657; 2021: n=2,908; 2018: n=3,468; 2016: n=3,262)
B10. In general, how do you discover new materials to read? You can choose one or more answers.

HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- Compared to 2018, more readers aged 50 and above, as well as readers with up to secondary school education discovered new materials to read through social media

How Adults Discover New Materials to Read (%)

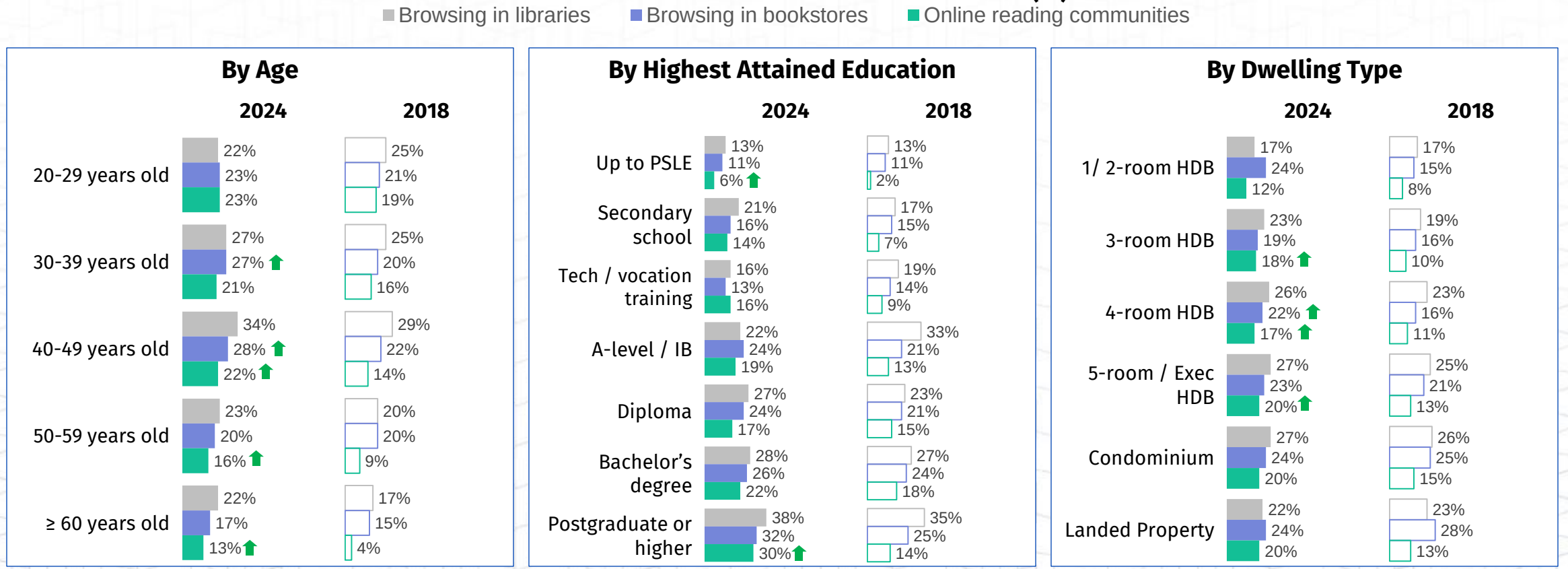


Base: Readers (2024: n=3,657; 2018: n=3,468)
B10. In general, how do you discover new materials to read? You can choose one or more answers.

HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- Higher proportion of adults in their 30s and 40s discovered new materials to read by browsing in bookstores.
- More adults older than 40 years old discovered new reads through online reading communities.

How Adults Discover New Materials to Read (%)

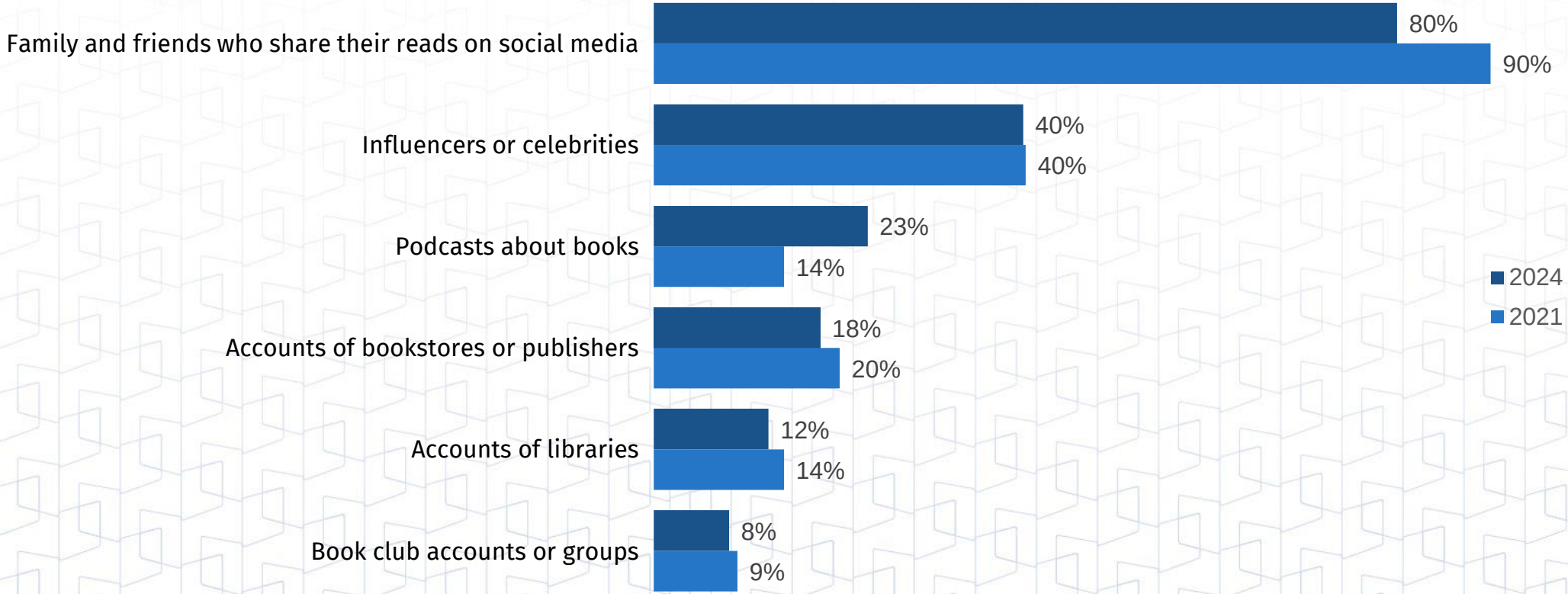


Base: Readers (2024: n=3,657; 2018: n=3,468)
B10. In general, how do you discover new materials to read? You can choose one or more answers.

FROM WHAT SOCIAL MEDIA ACCOUNTS DO ADULTS DISCOVER NEW MATERIALS TO READ?

- 8 in 10 adults discovered new reading materials through their social circle's social media posts

Social Media Accounts from which Adults Discover New Materials (%)

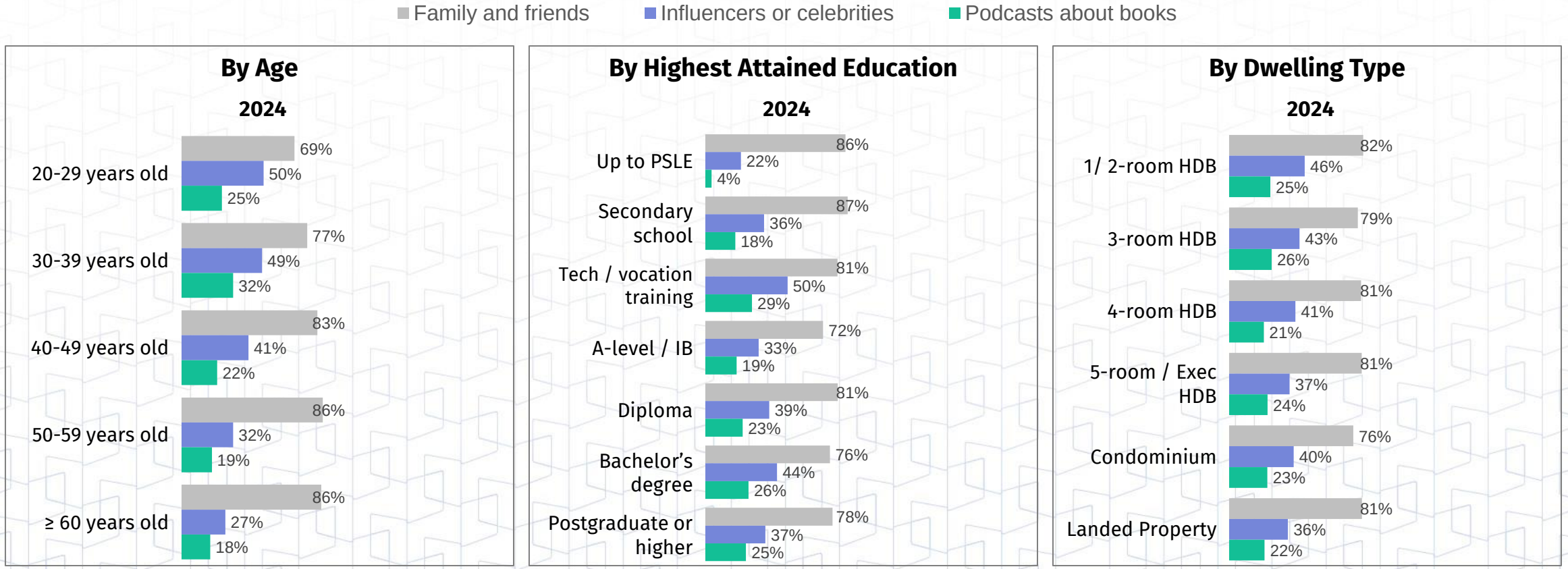


*Note: This question was added in 2021
Base: Readers who discover reads through social media (2024: n=2,482; 2021: n=1,982)
B11. From what kinds of social media accounts do you discover new materials to read?

FROM WHAT SOCIAL MEDIA ACCOUNTS DO ADULTS DISCOVER NEW MATERIALS TO READ?

- More older adults discovered new reading materials through their social circle's social media posts compared to younger age groups.

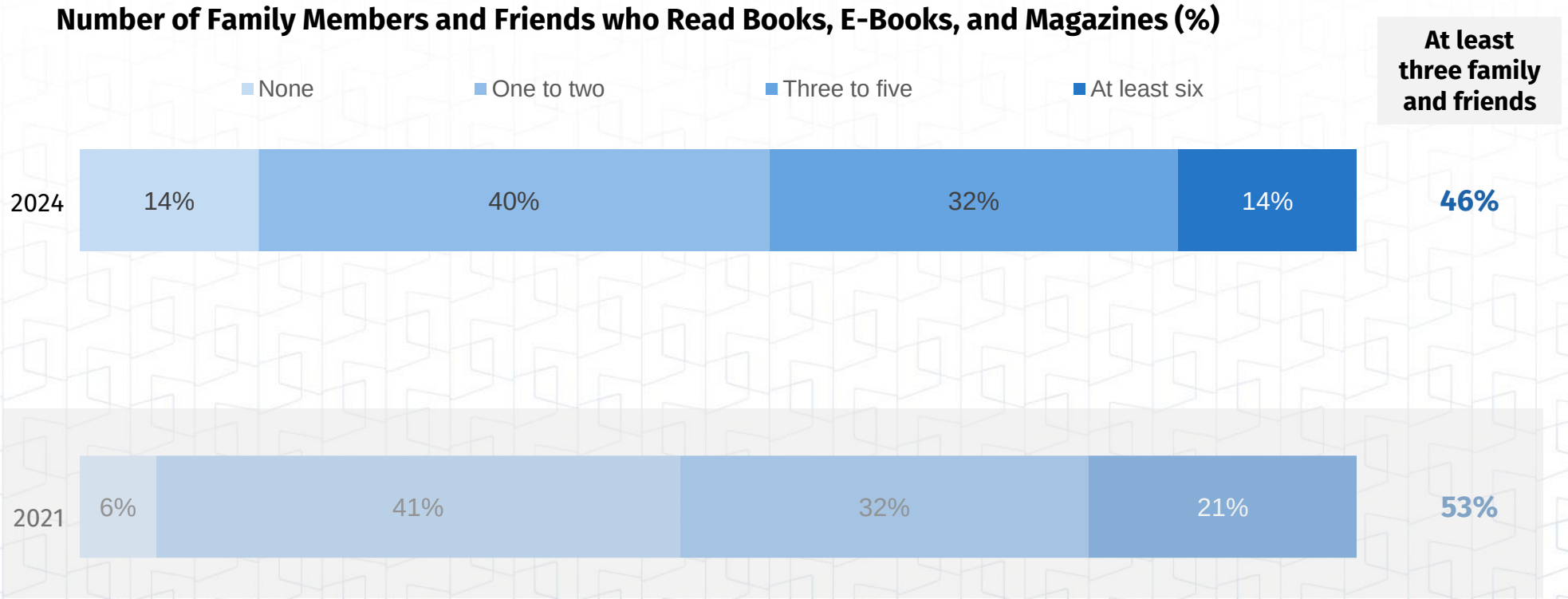
Social Media Accounts from which Adults Discover New Materials To Read (%)



Base: Readers who discover reads through social media (2024: n=2,482; 2021: n=1,982)
B11. From what kinds of social media accounts do you discover new materials to read?

HOW MANY IN SOCIAL CIRCLE READ BOOKS, E-BOOKS AND MAGAZINES?

- 46% of adults had at least three family members and friends who read books and magazines.

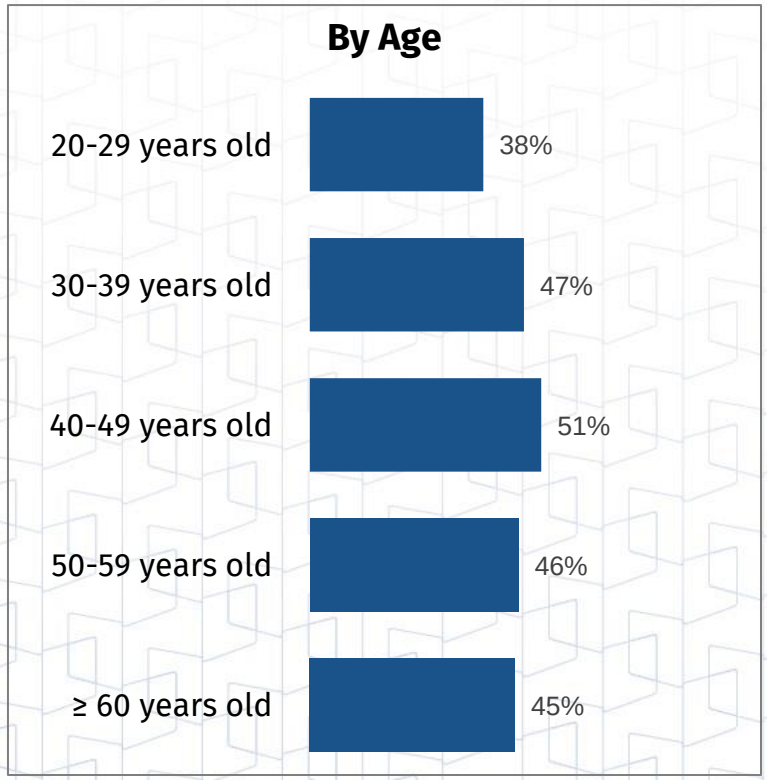


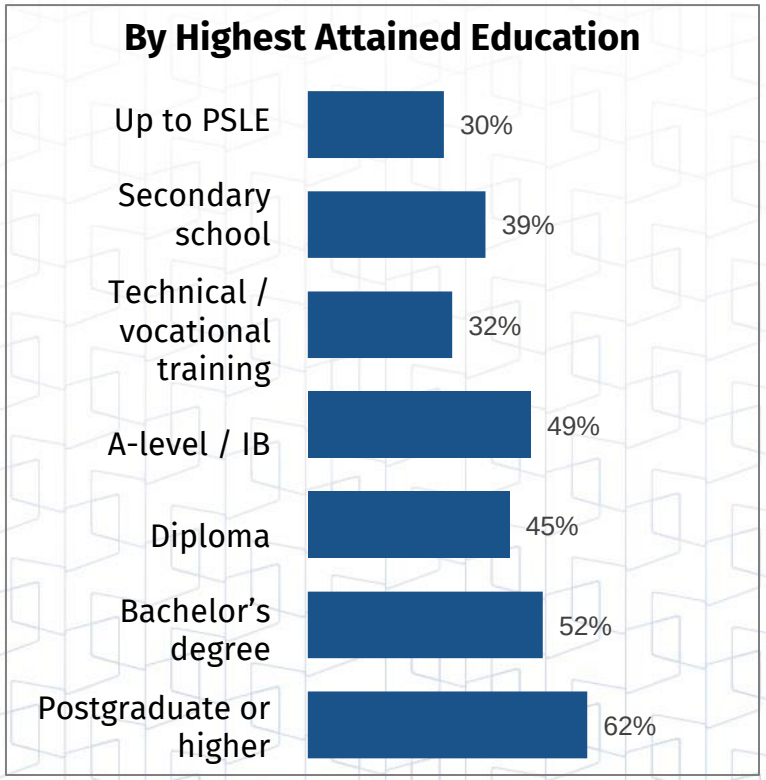
*Note: This question was added in 2021
Base: All respondents (2024: n=3,725; 2021: n=2,918)
B12. Within your circle of family and friends, how many of them are readers, that you know of? This includes reading books, e-books, and magazines, but NOT online articles or newspapers.

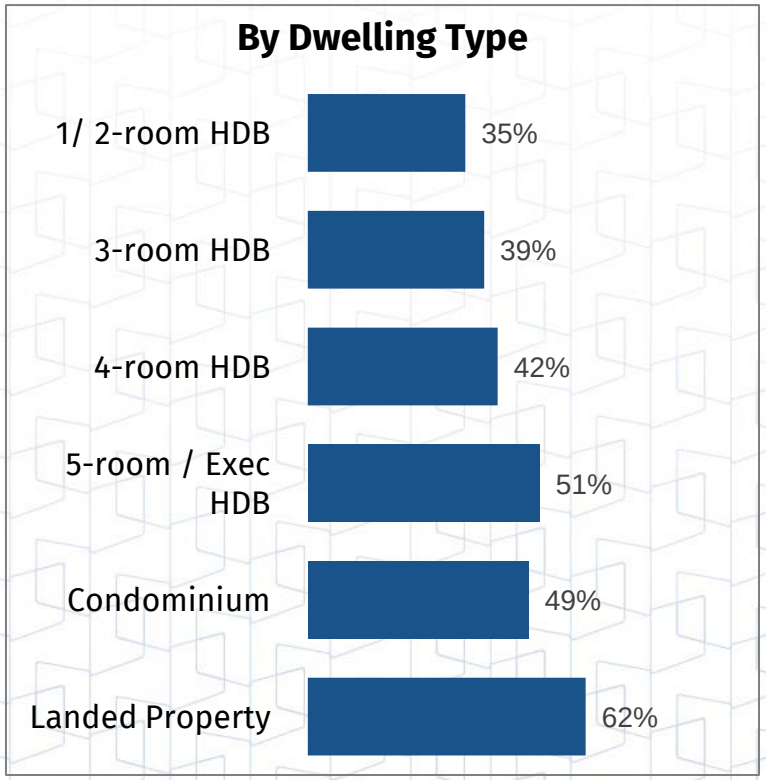
HOW MANY IN SOCIAL CIRCLE READ BOOKS, E-BOOKS AND MAGAZINES?

- Higher proportion of adults above 30, university degree holders, as well as those who live in 5-room flats and private housing had at least three contacts in their social circle who read books and magazines.

At Least Three Family and Friends who Read Books, E-Books, and Magazines (%)





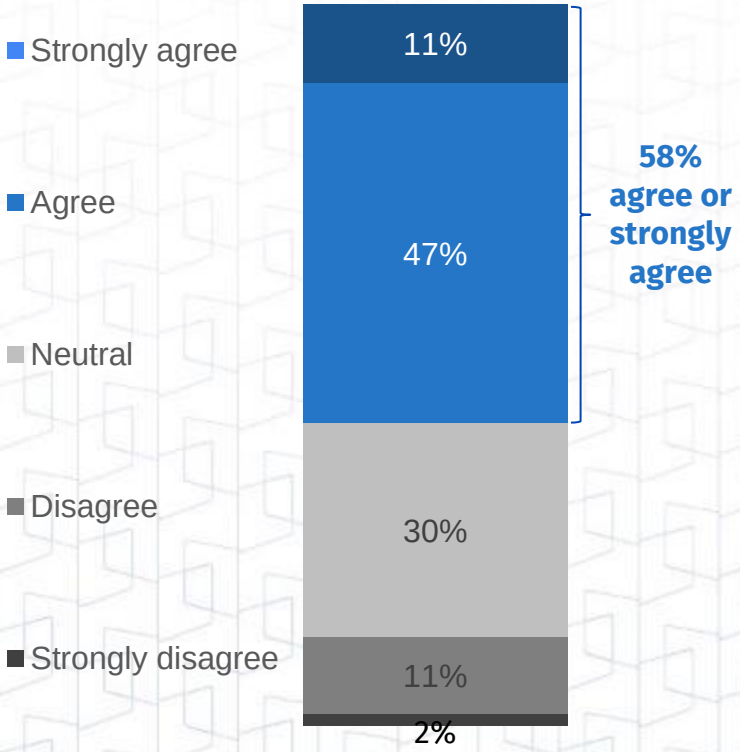


Base: All respondents (2024: n=3,725; 2021: n=2,918)
B12. Within your circle of family and friends, how many of them are readers, that you know of? This includes reading books, e-books, and magazines, but NOT online articles or newspapers.

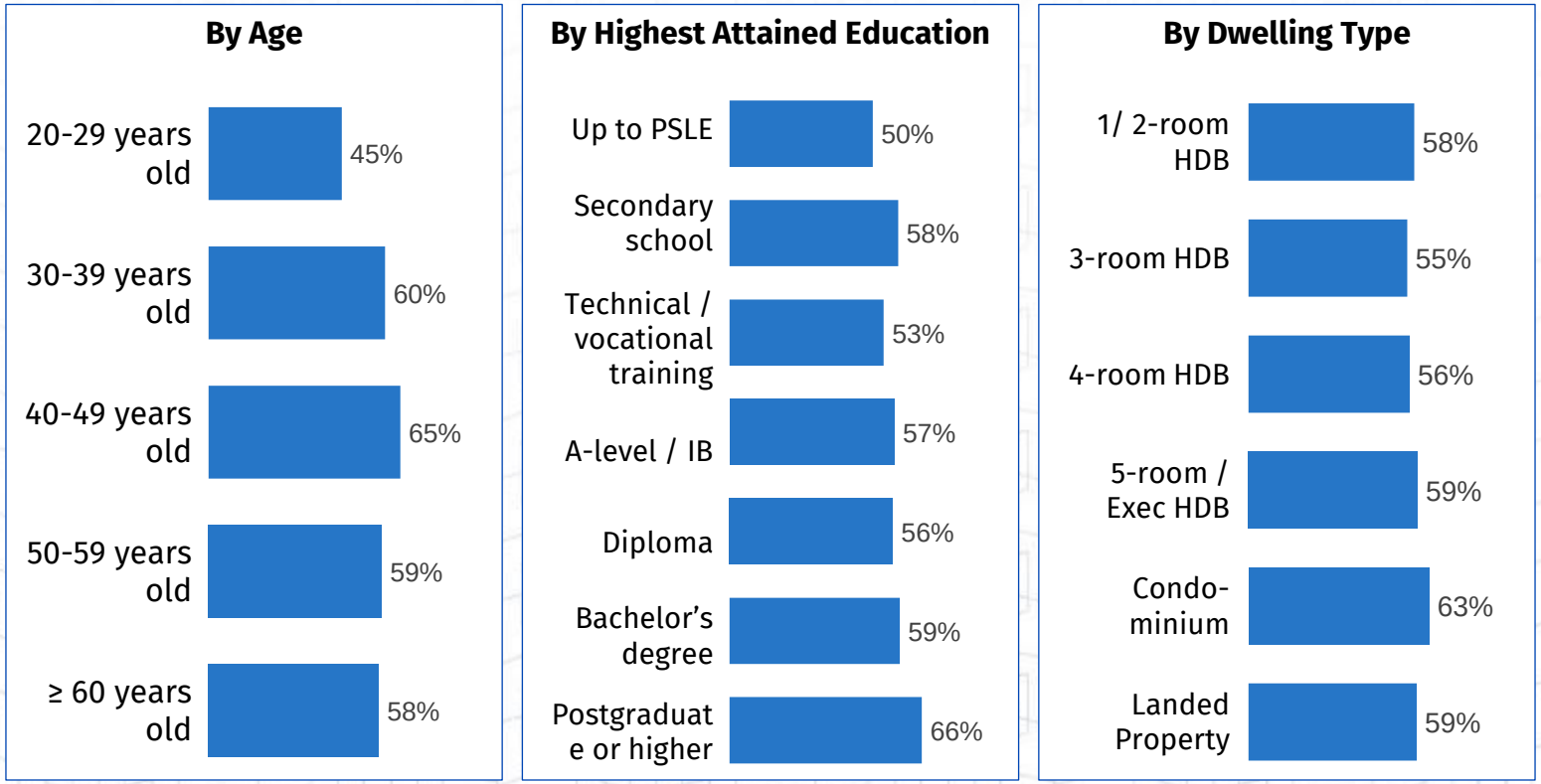
DO ADULTS RECOMMEND READS TO THEIR SOCIAL CIRCLE?

- 58% of adults agreed that they recommended what they read to their friends or family.
- Those aged 40 to 49 years old and with Postgraduate or higher education level were more likely to recommend their reads.

Agreement to Statement (%):
I recommend what I read to my friends or family



I recommend what I read to my friends or family (% Agree or Strongly agree)



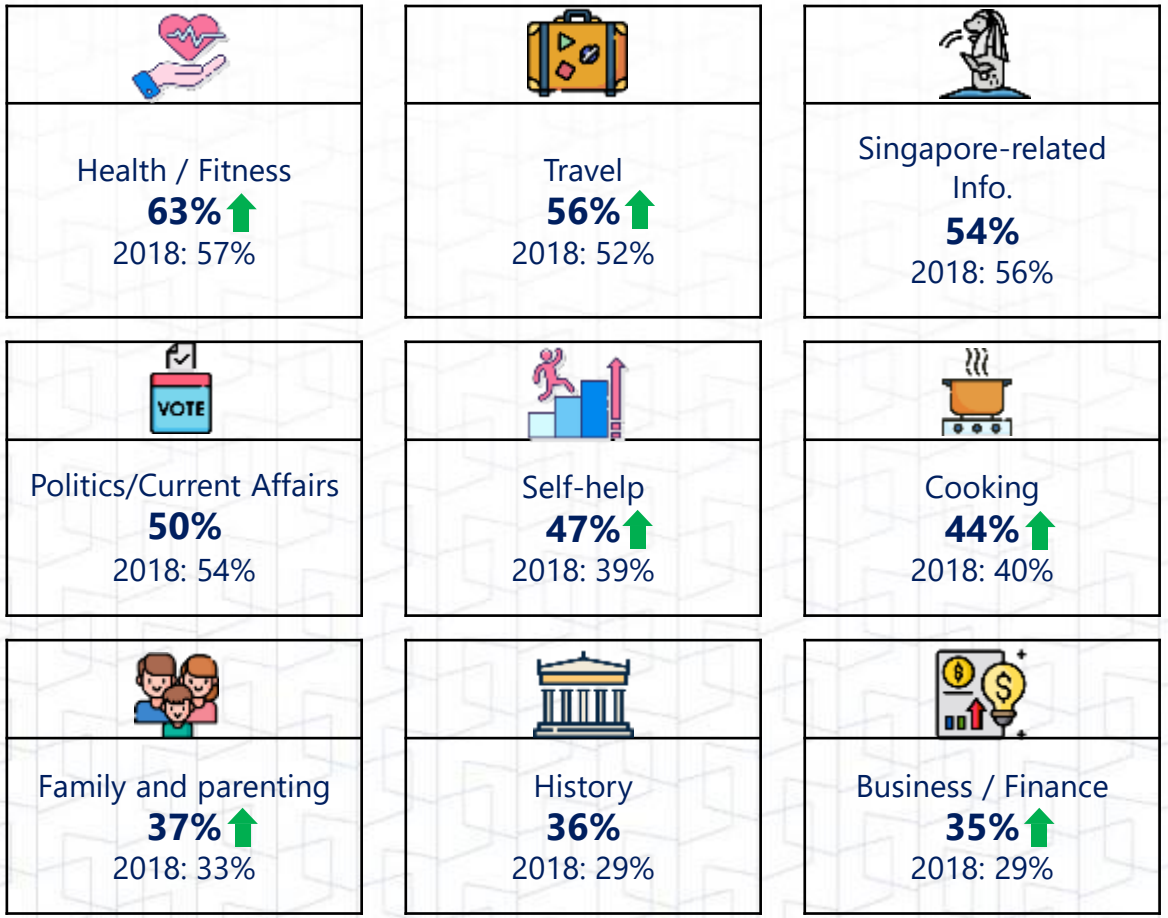
Base: All respondents (n=3,725)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

READING PREFERENCES

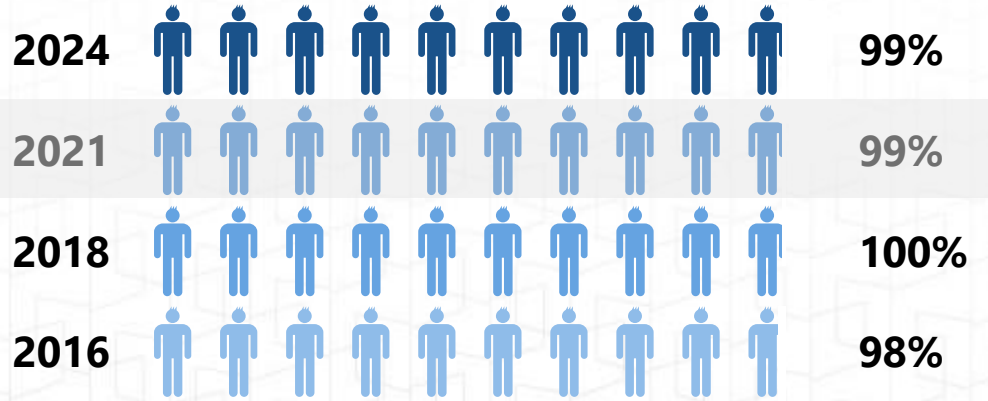
WHAT NON-FICTION TOPICS DO ADULTS READ?

- Almost all adults read non-fiction in 2024, with more reading about health and fitness, travel and self-help than in 2018.

Top Non-Fiction Topics Read (%)



Read Non-Fiction (%)



Base: Readers (2024: n=3,657; 2021: n=2,908; 2018: n=3,468; 2016: n=3,262)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

RESTRICTED

WHAT NON-FICTION TOPICS DO MALES READ?

MALES 20-29 YEARS OLD					
Rank	2024		2018		
1	Politics and current affairs	54%	Politics & Current Affairs	57%	
2	Sports	50%	Sports	54%	
3	Singapore-related information	50%	Singapore-related information	51%	
4	Computer and IT	49%	Science & Engineering	48%	
5	Health and fitness	47%	Computers & IT	47%	
6	Business and finance	45%	Travel	46%	
7	Travel	44%	Health & Fitness	44%	
8	History	42%	Self-help	38%	
9	Science and engineering	42%	History	36%	
10	Self-help and self-improvement	39%	Business & finance	35%	
11	Cooking	31%	Recreation	27%	
12	Pets and animals	26%	Cooking	27%	
13	Recreation	22%	Fashion, Beauty & Grooming	26%	
14	Religion and spirituality	21%	Pets & Animals	23%	
15	Arts	19%	Religion	21%	
16	Fashion, beauty and grooming	18%	Biographies	20%	
17	Biographies	17%	Love & Relationships	18%	
18	Love and relationships	17%	Arts	16%	
19	Family and parenting	9%	Family & Parenting	12%	

MALES 30-39 YEARS OLD					
Rank	2024		2018		
1	Business and finance	58%	Politics & Current Affairs	60%	
2	Travel	56%	Sports	55%	
3	Singapore-related information	55%	Computers & IT	52%	
4	Politics and current affairs	54%	Singapore-related information	51%	
5	Sports	52%	Travel	48%	
6	Health and fitness	52%	Business & finance	48%	
7	Computer and IT	48%	Science & Engineering	48%	
8	Self-help and self-improvement	47%	Self-help	40%	
9	History	46%	History	36%	
10	Science and engineering	45%	Health & Fitness	35%	
11	Family and parenting	31%	Family & Parenting	31%	
12	Cooking	29%	Religion	26%	
13	Religion and spirituality	26%	Recreation	21%	
14	Biographies	23%	Biographies	20%	
15	Recreation	23%	Cooking	19%	
16	Arts	18%	Pets & Animals	17%	
17	Pets and animals	17%	Fashion, Beauty & Grooming	15%	
18	Fashion, beauty and grooming	15%	Arts	13%	
19	Love and relationships	14%	Love & Relationships	13%	

Base: Male readers aged 20-29 years old (2024: n=299; 2018: n=325), Male readers aged 30-39 years old (2024: n=333; 2018: n= 303)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT NON-FICTION TOPICS DO MALES READ?

MALES 40-49 YEARS OLD				
Rank	2024		2018	
1	Politics and current affairs	60%	Politics & Current Affairs	62%
2	Singapore-related information	59%	Sports	58%
3	Health and fitness	56%	Singapore-related information	55%
4	Sports	54%	Computers & IT	49%
5	Business and finance	54%	Health & Fitness	48%
6	Travel	53%	Travel	48%
7	Computer and IT	51%	Business & finance	45%
8	History	47%	History	38%
9	Self-help and self-improvement	44%	Science & Engineering	38%
10	Science and engineering	44%	Self-help	37%
11	Family and parenting	37%	Religion	29%
12	Religion and spirituality	29%	Family & Parenting	24%
13	Cooking	26%	Biographies	22%
14	Biographies	26%	Recreation	20%
15	Recreation	22%	Cooking	18%
16	Pets and animals	20%	Pets & Animals	14%
17	Fashion, beauty and grooming	13%	Arts	10%
18	Arts	12%	Fashion, Beauty & Grooming	9%
19	Love and relationships	12%	Love & Relationships	7%

MALES 50-59 YEARS OLD				
Rank	2024		2018	
1	Politics and current affairs	62%	Politics & Current Affairs	70%
2	Health and fitness	58%	Singapore-related information	63%
3	Singapore-related information	58%	Health & Fitness	56%
4	Travel	56%	Travel	51%
5	Business and finance	52%	Sports	51%
6	Sports	51%	History	36%
7	History	46%	Business & finance	35%
8	Self-help and self-improvement	45%	Religion	35%
9	Computer and IT	38%	Computers & IT	33%
10	Science and engineering	37%	Self-help	33%
11	Religion and spirituality	33%	Science & Engineering	32%
12	Biographies	25%	Cooking	20%
13	Cooking	23%	Recreation	20%
14	Recreation	22%	Biographies	18%
15	Family and parenting	21%	Family & Parenting	18%
16	Pets and animals	19%	Pets & Animals	11%
17	Arts	15%	Arts	11%
18	Fashion, beauty and grooming	12%	Love & Relationships	8%
19	Love and relationships	6%	Fashion, Beauty & Grooming	8%

Base: Male readers aged 40-49 years old (2024: n= 304; 2018: n=287), Male readers aged 50-59 years old (2024: n=296, 2018: n=288)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT NON-FICTION TOPICS DO MALES READ?

MALES 60 YEARS OLD & ABOVE				
Rank	2024		2018	
1	Politics and current affairs	66%	Politics & Current Affairs	77%
2	Health and fitness	61%	Singapore-related information	70%
3	Singapore-related information	60%	Health & Fitness	63%
4	Travel	51%	Sports	43%
5	Sports	48%	Travel	42%
6	History	44%	History	37%
7	Self-help and self-improvement	38%	Business & finance	34%
8	Religion and spirituality	35%	Religion	34%
9	Business and finance	32%	Self-help	28%
10	Science and engineering	30%	Science & Engineering	23%
11	Cooking	27%	Biographies	22%
12	Recreation	25%	Recreation	20%
13	Family and parenting	24%	Computers & IT	18%
14	Biographies	23%	Cooking	18%
15	Computer and IT	23%	Family & Parenting	15%
16	Arts	15%	Pets & Animals	9%
17	Pets and animals	15%	Arts	9%
18	Love and relationships	12%	Love & Relationships	6%
19	Fashion, beauty and grooming	10%	Fashion, Beauty & Grooming	3%

Base: Male readers aged 60 years old and above (2024: n=485; 2018: n=432)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT NON-FICTION TOPICS DO FEMALES READ?

FEMALES 20-29 YEARS OLD				
Rank	2024		2018	
1	Self-help and self-improvement	51%	Travel	59%
2	Travel	48%	Fashion, Beauty & Grooming	57%
3	Singapore-related information	46%	Self-help	52%
4	Fashion, beauty and grooming	46%	Singapore-related information	45%
5	Health and fitness	42%	Health & Fitness	41%
6	Politics and current affairs	41%	Love & Relationships	38%
7	Cooking	39%	Politics & Current Affairs	38%
8	Arts	36%	Cooking	34%
9	History	34%	Arts	31%
10	Love and relationships	34%	Pets & Animals	26%
11	Pets and animals	32%	History	25%
12	Religion and spirituality	28%	Family & Parenting	25%
13	Business and finance	27%	Sports	24%
14	Family and parenting	24%	Recreation	24%
15	Recreation	21%	Business & finance	24%
16	Sports	20%	Religion	22%
17	Science and engineering	16%	Biographies	17%
18	Biographies	15%	Science & Engineering	16%
19	Computer and IT	14%	Computers & IT	13%

FEMALES 30-39 YEARS OLD				
Rank	2024		2018	
1	Health and fitness	65%	Family & Parenting	62%
2	Travel	64%	Travel	60%
3	Family and parenting	59%	Fashion, Beauty & Grooming	57%
4	Self-help and self-improvement	57%	Health & Fitness	56%
5	Fashion, beauty and grooming	51%	Cooking	54%
6	Singapore-related information	50%	Self-help	48%
7	Cooking	50%	Singapore-related information	48%
8	Politics and current affairs	46%	Politics & Current Affairs	40%
9	Business and finance	36%	Love & Relationships	30%
10	Love and relationships	33%	Religion	29%
11	History	31%	Arts	24%
12	Religion and spirituality	29%	Recreation	23%
13	Arts	28%	History	23%
14	Pets and animals	26%	Business & finance	22%
15	Biographies	25%	Pets & Animals	22%
16	Recreation	22%	Sports	17%
17	Sports	22%	Biographies	15%
18	Science and engineering	19%	Computers & IT	15%
19	Computer and IT	16%	Science & Engineering	14%

Base: Female readers aged 20-29 years old (2024: n=241; 2018: n=304), Female readers aged 30-39 years old (2024: n=385; 2018: n= 381)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT NON-FICTION TOPICS DO FEMALES READ?

FEMALES 40-49 YEARS OLD				
Rank	2024		2018	
1	Health and fitness	73%	Health & Fitness	68%
2	Travel	66%	Cooking	63%
3	Family and parenting	63%	Family & Parenting	60%
4	Cooking	58%	Travel	59%
5	Self-help and self-improvement	57%	Fashion, Beauty & Grooming	54%
6	Singapore-related information	49%	Singapore-related information	50%
7	Fashion, beauty and grooming	48%	Self-help	47%
8	Politics and current affairs	38%	Politics & Current Affairs	41%
9	Religion and spirituality	31%	Religion	37%
10	Business and finance	29%	Love & Relationships	30%
11	History	28%	Recreation	27%
12	Love and relationships	26%	Arts	25%
13	Sports	24%	Sports	24%
14	Biographies	23%	History	23%
15	Arts	22%	Business & finance	20%
16	Recreation	21%	Biographies	20%
17	Pets and animals	21%	Science & Engineering	15%
18	Computer and IT	17%	Pets & Animals	15%
19	Science and engineering	15%	Computers & IT	11%

FEMALES 50-59 YEARS OLD				
Rank	2024		2018	
1	Health and fitness	74%	Health & Fitness	75%
2	Cooking	66%	Cooking	66%
3	Travel	65%	Singapore-related information	58%
4	Singapore-related information	53%	Travel	57%
5	Self-help and self-improvement	51%	Politics & Current Affairs	48%
6	Fashion, beauty and grooming	48%	Fashion, Beauty & Grooming	47%
7	Family and parenting	45%	Religion	44%
8	Religion and spirituality	39%	Self-help	41%
9	Politics and current affairs	38%	Family & Parenting	38%
10	Arts	29%	Recreation	25%
11	Recreation	29%	Love & Relationships	24%
12	Business and finance	24%	History	23%
13	History	24%	Business & finance	22%
14	Pets and animals	24%	Sports	22%
15	Biographies	21%	Biographies	21%
16	Love and relationships	20%	Arts	18%
17	Sports	19%	Pets & Animals	14%
18	Computer and IT	14%	Computers & IT	12%
19	Science and engineering	11%	Science & Engineering	11%

Base: Female readers aged 40-49 years old (2024: n=378; 2018: n=421), Female readers aged 50-59 years old (2024: n=342; 2018: n= 337)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT NON-FICTION TOPICS DO FEMALES READ?

FEMALES 60 YEARS OLD & ABOVE				
Rank	2024		2018	
1	Health and fitness	78%	Health & Fitness	75%
2	Cooking	72%	Cooking	66%
3	Travel	56%	Singapore-related information	66%
4	Singapore-related information	55%	Politics & Current Affairs	48%
5	Self-help and self-improvement	45%	Travel	45%
6	Family and parenting	44%	Religion	42%
7	Politics and current affairs	41%	Family & Parenting	34%
8	Religion and spirituality	40%	Fashion, Beauty & Grooming	30%
9	Fashion, beauty and grooming	37%	Self-help	27%
10	Recreation	28%	History	24%
11	History	23%	Recreation	22%
12	Biographies	23%	Biographies	17%
13	Sports	23%	Sports	15%
14	Arts	22%	Pets & Animals	14%
15	Pets and animals	19%	Business & finance	13%
16	Love and relationships	18%	Arts	12%
17	Business and finance	16%	Love & Relationships	10%
18	Computer and IT	11%	Computers & IT	8%
19	Science and engineering	8%	Science & Engineering	4%

Base: Female readers aged 60 years old and above (2024: n=594; 2018: n=390)
B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

WHAT FICTION GENRES DO ADULTS READ?

- More adults read fiction in 2024 compared to 2018, especially among those aged 30 and above.
- Top fiction genres continued to be humorous stories, mysteries / thrillers, and fictional life stories.

Top Fiction Genres Read (%)

Humorous stories
42% ↑
2018: 38%

Mysteries, thrillers
37% ↑
2018: 31%

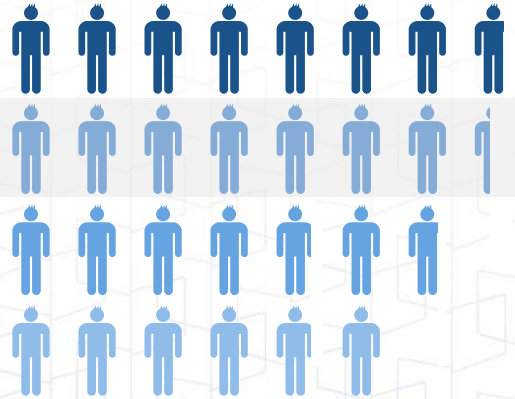
Fictional life stories
37% ↑
2018: 32%

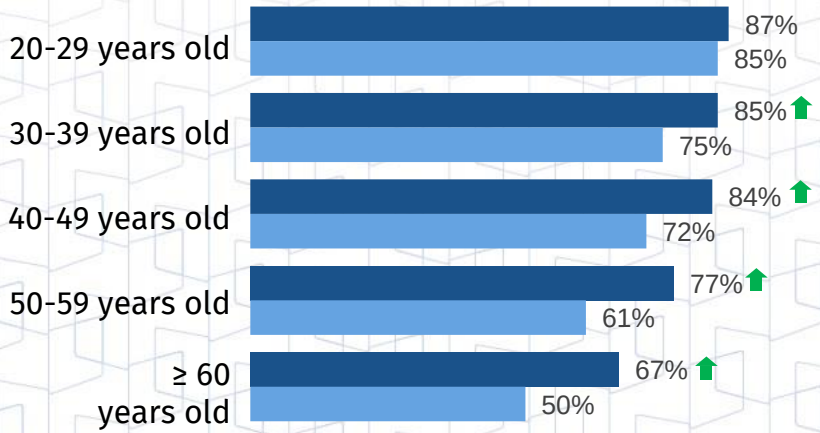
Science fiction
29% ↑
2018: 24%

Love and relationship
26%
2018: 25%

Folklore, mythologies
26% ↑
2018: 21%

Read Fiction (%)





Base: Readers (2024: n=3,657; 2021: n=2,908; 2018: n=3,468; 2016: n=3,262)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO MALES READ?

MALES 20-29 YEARS OLD				
Rank	2024		2018	
1	Science fiction	44%	Humorous stories and jokes	45%
2	Graphic novels, comics and manga	43%	Science fiction	44%
3	Fantasy	38%	Mysteries and thrillers	41%
4	Fictional life stories	38%	Graphic novels, comics and manga	37%
5	Mysteries and thrillers	36%	Fictional life stories	37%
6	Humorous stories and jokes	34%	Fantasy	35%
7	Folklore and mythologies	30%	Horror	27%
8	Horror	27%	Folklore and mythologies	23%
9	Love and relationship fiction	22%	Love and relationship fiction	19%
10	Poetry and plays	12%	Poetry and plays	9%

MALES 30-39 YEARS OLD				
Rank	2024		2018	
1	Science fiction	47%	Science fiction	43%
2	Fictional life stories	38%	Humorous stories and jokes	40%
3	Humorous stories and jokes	38%	Mysteries and thrillers	30%
4	Mysteries and thrillers	38%	Fictional life stories	28%
5	Graphic novels, comics and manga	35%	Fantasy	26%
6	Fantasy	33%	Horror	23%
7	Folklore and mythologies	29%	Graphic novels, comics and manga	23%
8	Horror	23%	Folklore and mythologies	21%
9	Love and relationship fiction	15%	Love and relationship fiction	14%
10	Poetry and plays	8%	Poetry and plays	7%

Base: Male readers aged 20-29 years old (2024: n=299; 2018: n=325), Male readers aged 30-39 years old (2024: n=333; 2018: n= 303)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO MALES READ?

MALES 40-49 YEARS OLD				
Rank	2024		2018	
1	Humorous stories and jokes	45%	Humorous stories and jokes	37%
2	Science fiction	43%	Science fiction	32%
3	Mysteries and thrillers	38%	Mysteries and thrillers	29%
4	Fictional life stories	32%	Fictional life stories	28%
5	Graphic novels, comics and manga	31%	Folklore and mythologies	22%
6	Folklore and mythologies	31%	Fantasy	18%
7	Fantasy	27%	Graphic novels, comics and manga	17%
8	Horror	24%	Horror	15%
9	Love and relationship fiction	12%	Love and relationship fiction	10%
10	Poetry and plays	10%	Poetry and plays	6%

MALES 50-59 YEARS OLD				
Rank	2024		2018	
1	Science fiction	40%	Humorous stories and jokes	37%
2	Humorous stories and jokes	37%	Mysteries and thrillers	25%
3	Mysteries and thrillers	36%	Fictional life stories	24%
4	Fictional life stories	28%	Science fiction	22%
5	Folklore and mythologies	25%	Folklore and mythologies	18%
6	Fantasy	23%	Horror	17%
7	Horror	22%	Fantasy	13%
8	Graphic novels, comics and manga	19%	Graphic novels, comics and manga	9%
9	Love and relationship fiction	10%	Love and relationship fiction	9%
10	Poetry and plays	8%	Poetry and plays	6%

Base: Male readers aged 40-49 years old (2024: n= 304; 2018: n=287), Male readers aged 50-59 years old (2024: n=296, 2018: n=288)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO MALES READ?

MALES 60 YEARS OLD & ABOVE				
Rank	2024		2018	
1	Humorous stories and jokes	37%	Humorous stories and jokes	29%
2	Science fiction	29%	Folklore and mythologies	21%
3	Mysteries and thrillers	27%	Mysteries and thrillers	19%
4	Fictional life stories	25%	Fictional life stories	19%
5	Folklore and mythologies	20%	Science fiction	19%
6	Horror	15%	Horror	11%
7	Love and relationship fiction	13%	Love and relationship fiction	8%
8	Fantasy	11%	Fantasy	8%
9	Graphic novels, comics and manga	10%	Graphic novels, comics and manga	8%
10	Poetry and plays	8%	Poetry and plays	4%

Base: Male readers aged 60 years old and above (2024: n=485; 2018: n=432)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO FEMALES READ?

FEMALES 20-29 YEARS OLD				
Rank	2024		2018	
1	Love and relationship fiction	51%	Love and relationship fiction	55%
2	Fictional life stories	48%	Mysteries and thrillers	50%
3	Mysteries and thrillers	47%	Fictional life stories	47%
4	Fantasy	39%	Humorous stories and jokes	45%
5	Humorous stories and jokes	37%	Horror	35%
6	Horror	35%	Fantasy	34%
7	Graphic novels, comics and manga	34%	Science fiction	29%
8	Folklore and mythologies	29%	Folklore and mythologies	25%
9	Science fiction	28%	Graphic novels, comics and manga	24%
10	Poetry and plays	18%	Poetry and plays	16%

FEMALES 30-39 YEARS OLD				
Rank	2024		2018	
1	Fictional life stories	47%	Love and relationship fiction	44%
2	Love and relationship fiction	46%	Humorous stories and jokes	38%
3	Mysteries and thrillers	45%	Fictional life stories	38%
4	Humorous stories and jokes	44%	Mysteries and thrillers	34%
5	Fantasy	31%	Horror	22%
6	Graphic novels, comics and manga	29%	Fantasy	22%
7	Horror	29%	Science fiction	20%
8	Science fiction	27%	Folklore and mythologies	19%
9	Folklore and mythologies	24%	Graphic novels, comics and manga	17%
10	Poetry and plays	12%	Poetry and plays	13%

Base: Female readers aged 20-29 years old (2024: n=241; 2018: n=304), Female readers aged 30-39 years old (2024: n=385; 2018: n= 381)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO FEMALES READ?

FEMALES 40-49 YEARS OLD				
Rank	2024		2018	
1	Humorous stories and jokes	47%	Fictional life stories	43%
2	Love and relationship fiction	45%	Humorous stories and jokes	42%
3	Fictional life stories	44%	Love and relationship fiction	39%
4	Mysteries and thrillers	44%	Mysteries and thrillers	30%
5	Fantasy	26%	Fantasy	25%
6	Horror	25%	Folklore and mythologies	22%
7	Folklore and mythologies	25%	Horror	21%
8	Science fiction	23%	Science fiction	19%
9	Graphic novels, comics and manga	22%	Graphic novels, comics and manga	15%
10	Poetry and plays	10%	Poetry and plays	11%

FEMALES 50-59 YEARS OLD				
Rank	2024		2018	
1	Humorous stories and jokes	46%	Humorous stories and jokes	39%
2	Fictional life stories	40%	Fictional life stories	32%
3	Mysteries and thrillers	38%	Love and relationship fiction	31%
4	Love and relationship fiction	30%	Mysteries and thrillers	30%
5	Horror	24%	Folklore and mythologies	19%
6	Folklore and mythologies	24%	Science fiction	18%
7	Fantasy	18%	Fantasy	18%
8	Science fiction	17%	Horror	17%
9	Graphic novels, comics and manga	14%	Graphic novels, comics and manga	11%
10	Poetry and plays	8%	Poetry and plays	9%

Base: Female readers aged 40-49 years old (2024: n=378; 2018: n=421), Female readers aged 50-59 years old (2024: n=342; 2018: n= 337)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

WHAT FICTION GENRES DO FEMALES READ?

FEMALES 60 YEARS OLD & ABOVE				
Rank	2024		2018	
1	Humorous stories and jokes	47%	Humorous stories and jokes	32%
2	Mysteries and thrillers	33%	Fictional life stories	23%
3	Fictional life stories	33%	Mysteries and thrillers	21%
4	Folklore and mythologies	25%	Folklore and mythologies	17%
5	Love and relationship fiction	23%	Love and relationship fiction	15%
6	Horror	20%	Horror	12%
7	Science fiction	13%	Poetry and plays	9%
8	Fantasy	13%	Graphic novels, comics and manga	7%
9	Poetry and plays	11%	Science fiction	7%
10	Graphic novels, comics and manga	9%	Fantasy	6%

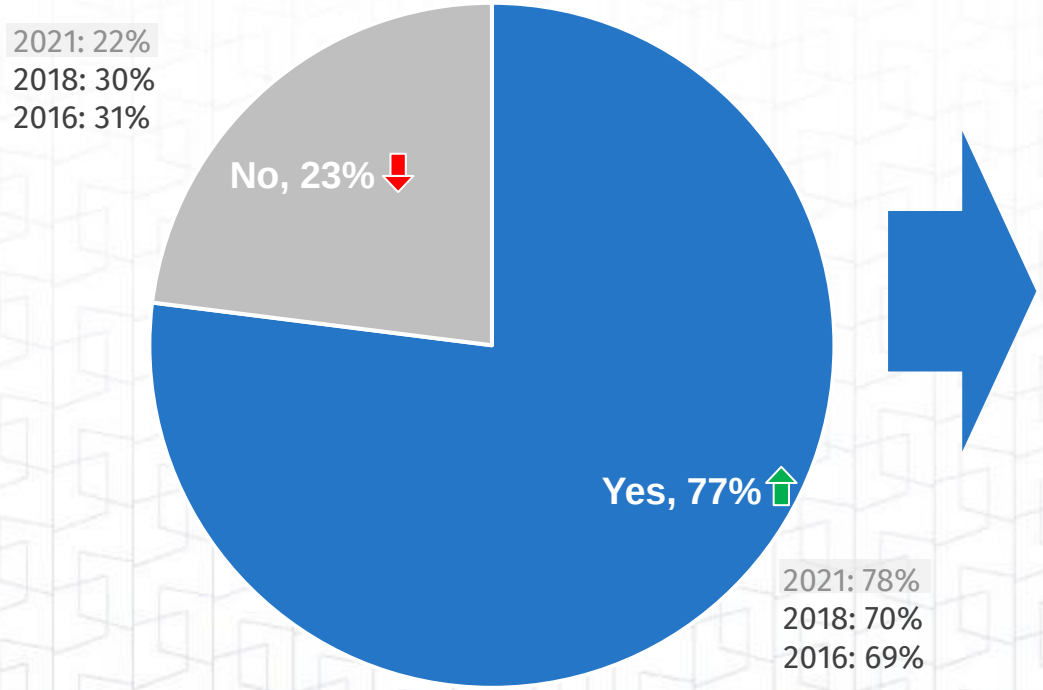
Base: Female readers aged 60 years old and above (2024: n=594; 2018: n=390)
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

ABOUT BOOKS

ARE ADULTS STILL READING BOOKS?

- 77% of adults read a book in the past 12 months in 2024, an increase from 2018.
- Among the book readers, 37% read more than 5 books in 2024.

Read At Least One Book in the Past 12 Months (%)



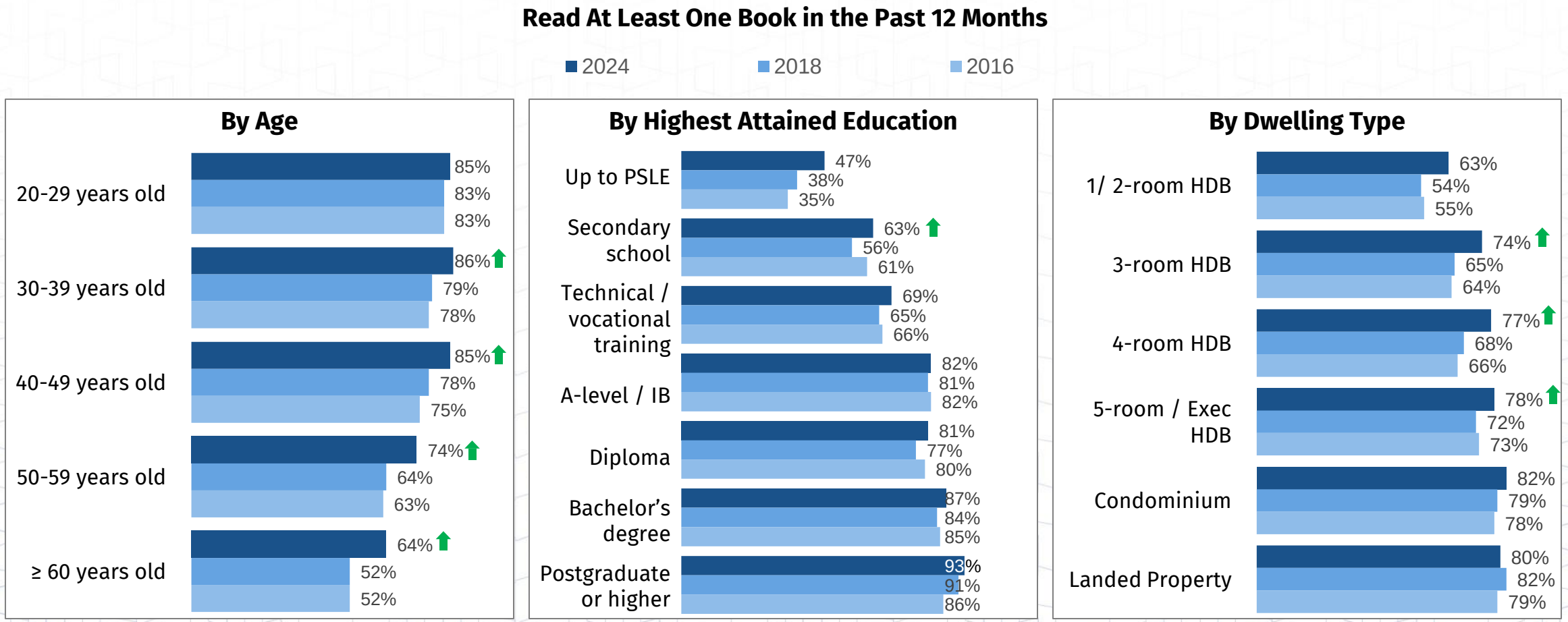
Number of Books Read in the Past 12 Months (%)

	2024		2021	2018	2016
37% at least 6 books	12%	More than 20 books	14%	13%	11%
	10%	11-20 books	10%	10%	8%
	16%	6-10 books	18%	16%	16%
	21%	4-5 books	21%	20%	19%
	27%	2-3 books	25%	28%	27%
	9%	1 book	9%	11%	14%
	6%	Do not recall	4%	2%	5%

Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636; 2016: n=3,515)
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?
Base: Respondents who read a book in the past 12 months (2024: n=2,868; 2021: n=2,286; 2018: n=2,545; 2016: n=2,433)
B13. In the past 12 months, how many books (excluding textbooks) did you read? Please include print books, e-books, audio books, regardless of whether you have completed reading them.

ARE ADULTS STILL READING BOOKS?

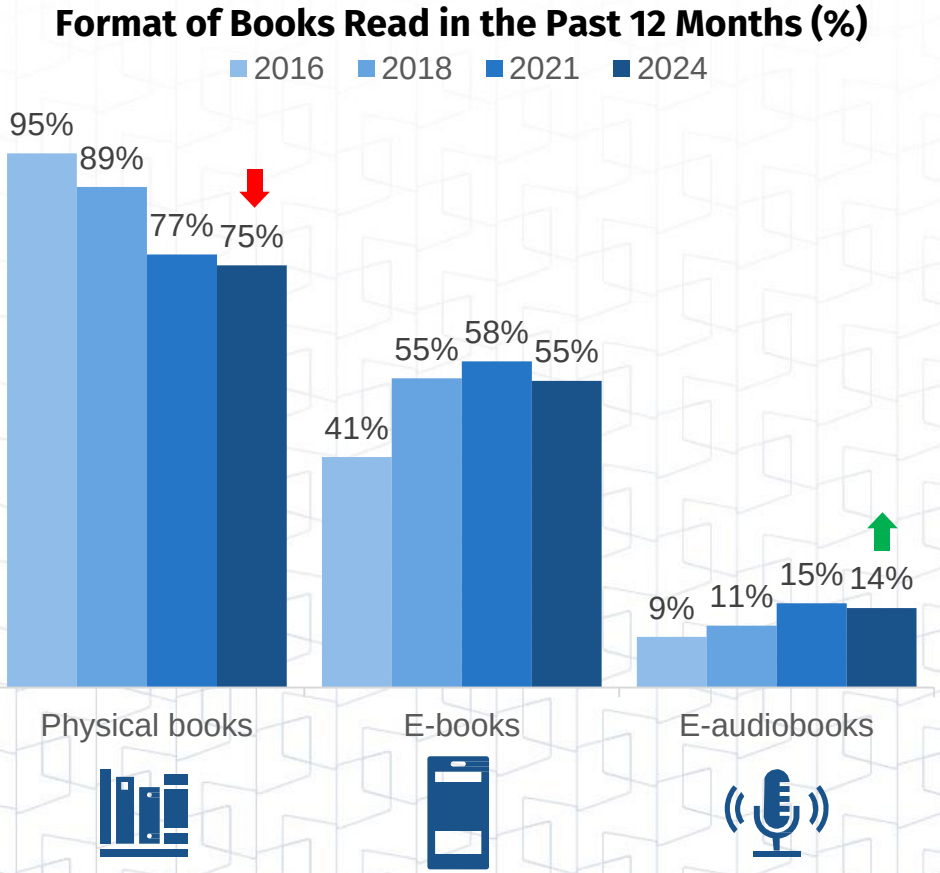
- More adults aged 30 and above, and HDB flat dwellers with exception of 1-room read at least 1 book in the past 12 months in 2024 compared to 2018.

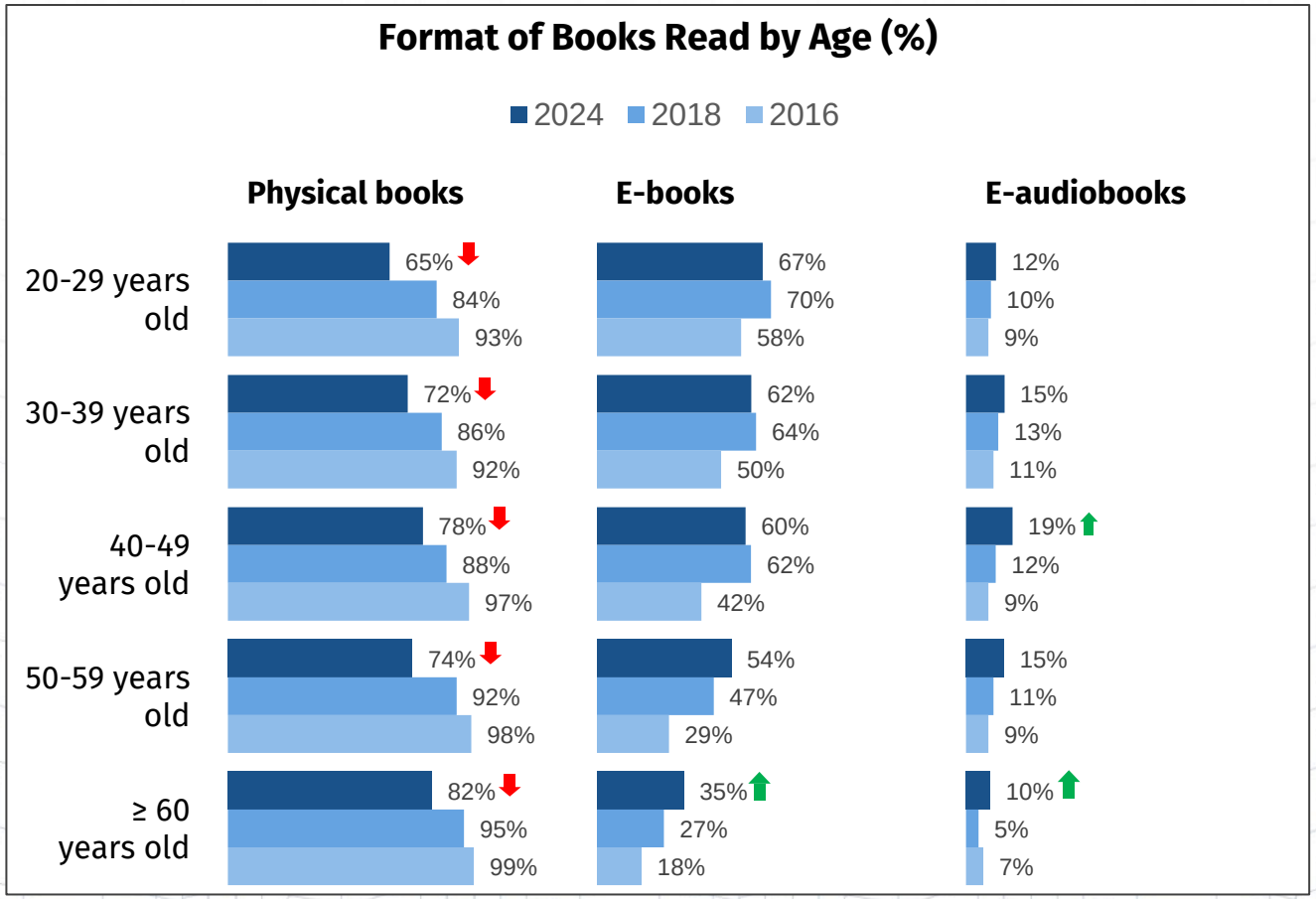


Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636; 2016: n=3,515)
B1. In the past 12 months, on a scale of 1 to 5 where 1 is less often than once a month and 5 is every day or almost every day, how often have you read the following, either in hardcopy or online, regardless of whether you completed reading it?

WHAT BOOK FORMATS DO ADULTS READ IN?

- Majority of adult book readers read physical books.
- Compared to 2018, the proportion of book readers across all ages who read e-books in 2024 was sustained, while those who read physical books dropped.

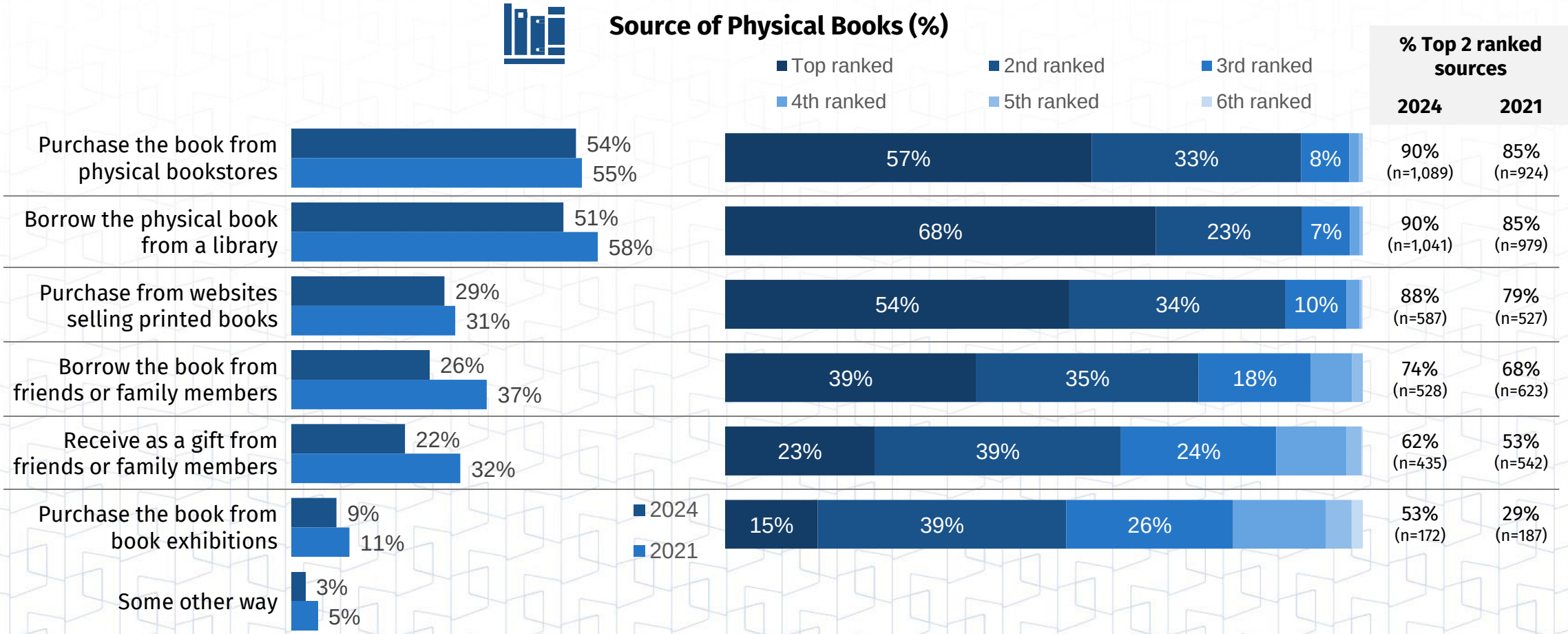




Base: Respondents who remembered reading at least 1 book (2024: n=2,693; 2021: n=2,189; 2018: n=2,507; 2016: n=2,306)
B14. Thinking about all the books you have read in the past 12 months, which formats were they?

WHERE DO ADULTS GET THEIR PHYSICAL BOOKS FROM?

- Top two sources of physical books were buying from physical bookstores and borrowing from libraries.
- Fewer adults tapped on multiple sources for physical books, especially from friends or family members.

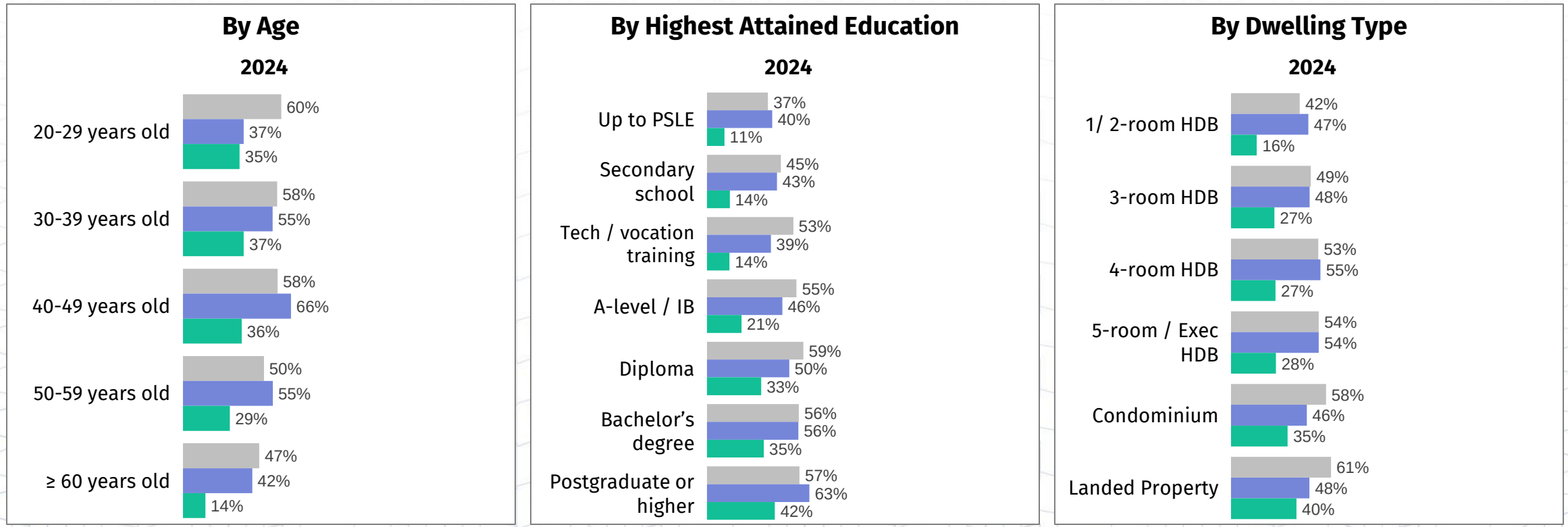


**Note: This question was added in 2021*
Base: Physical book readers (2024: n=2,022; 2021: n=1,695)
B15. a) Where do you get your physical books from? You can choose one or more answers.
b) Please rank them from most often used to least often used, with 1 as most often.

WHERE DO ADULTS GET THEIR PHYSICAL BOOKS FROM?

- Higher proportion of physical book readers in their 20s purchased their books, while those in their 40s borrowed their books from libraries.

Source of Physical Books (%)

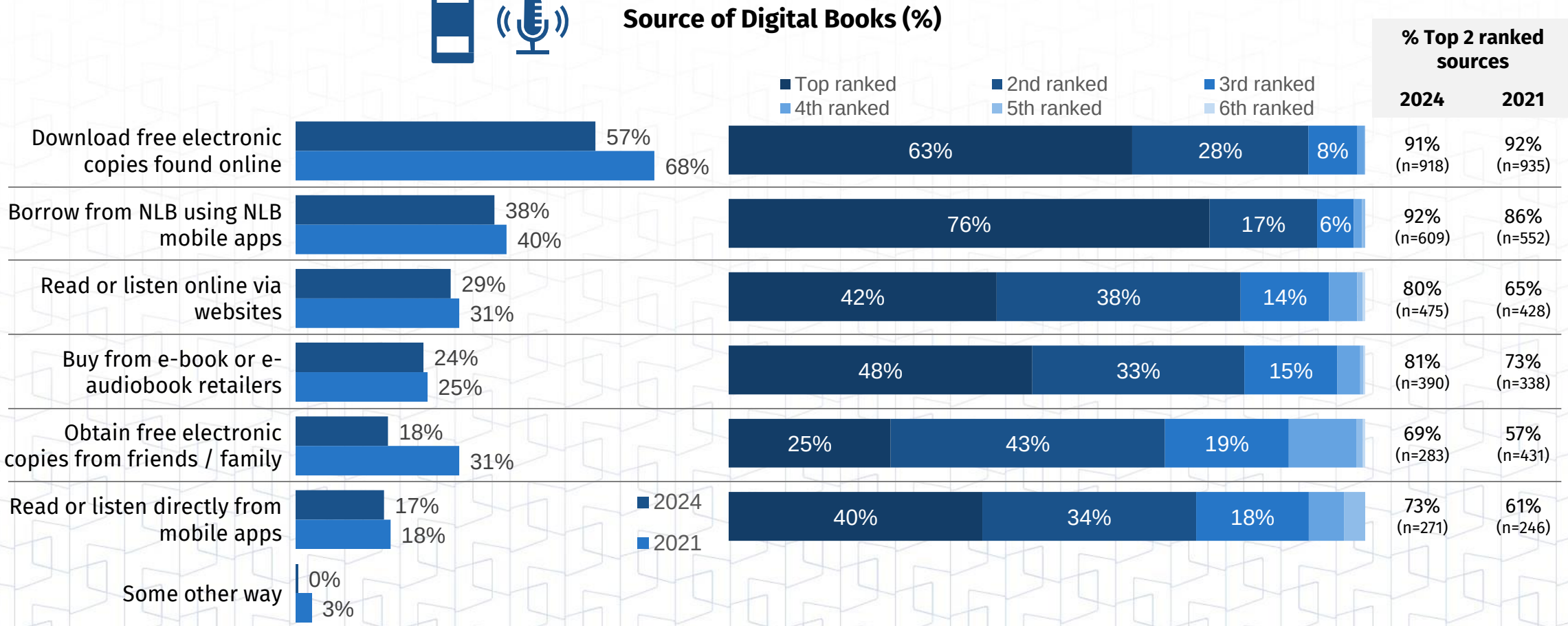


Base: Physical book readers (2024: n=2,022; 2021: n=1,695)
B15. a) Where do you get your physical books from? You can choose one or more answers.
b) Please rank them from most often used to least often used, with 1 as most often.

WHERE DO ADULTS GET THEIR DIGITAL BOOKS FROM?

- Among those who read digital books, top source of digital books remained to be downloading free copies.
- About 4 in 10 borrowed e-books from NLB

Source of Digital Books (%)



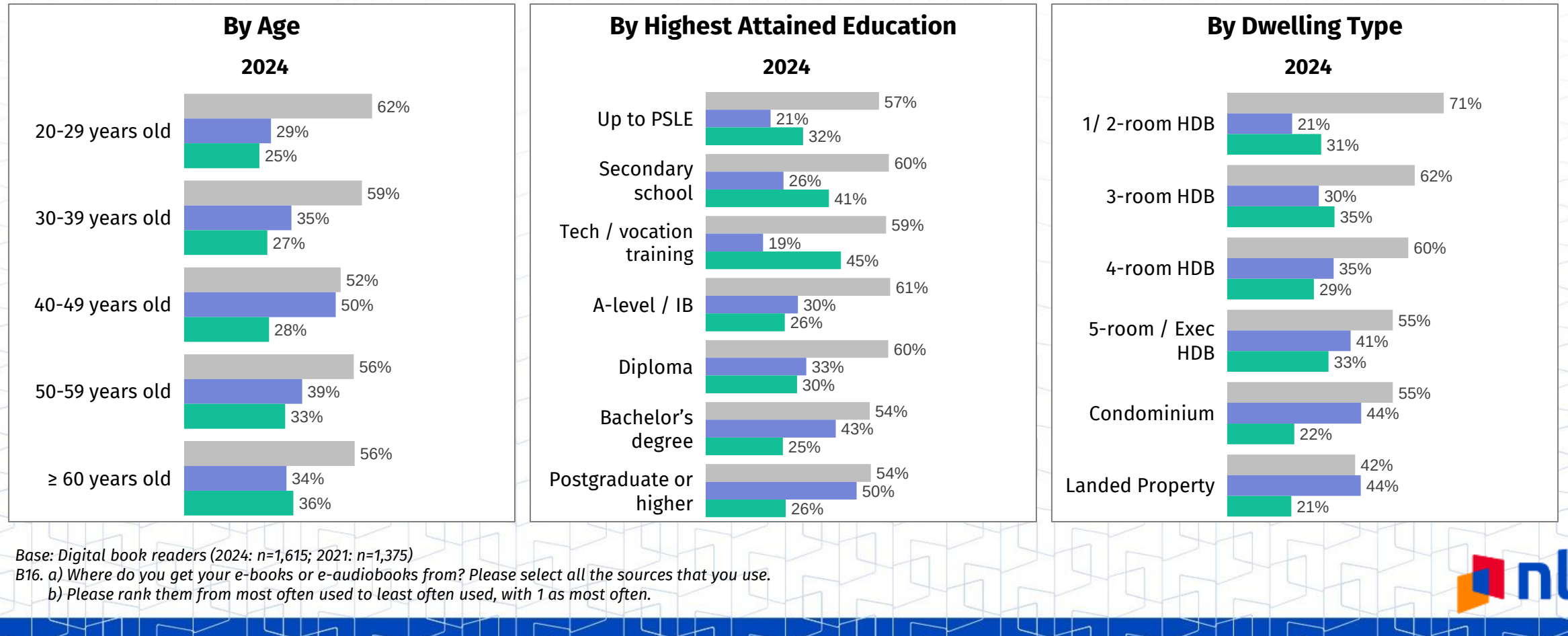
	% Top 2 ranked sources	
	2024	2021
Download free electronic copies found online	91% (n=918)	92% (n=935)
Borrow from NLB using NLB mobile apps	92% (n=609)	86% (n=552)
Read or listen online via websites	80% (n=475)	65% (n=428)
Buy from e-book or e-audiobook retailers	81% (n=390)	73% (n=338)
Obtain free electronic copies from friends / family	69% (n=283)	57% (n=431)
Read or listen directly from mobile apps	73% (n=271)	61% (n=246)

**Note: This question was added in 2021*
Base: Digital book readers (2024: n=1,615; 2021: n=1,375)
B16. a) Where do you get your e-books or e-audiobooks from? Please select all the sources that you use.
b) Please rank them from most often used to least often used, with 1 as most often.

WHERE DO ADULTS GET THEIR DIGITAL BOOKS FROM?

- Higher proportion of digital book readers in their 20s downloaded digital books online, while higher proportion of those in their 40s borrowed e-books from NLB

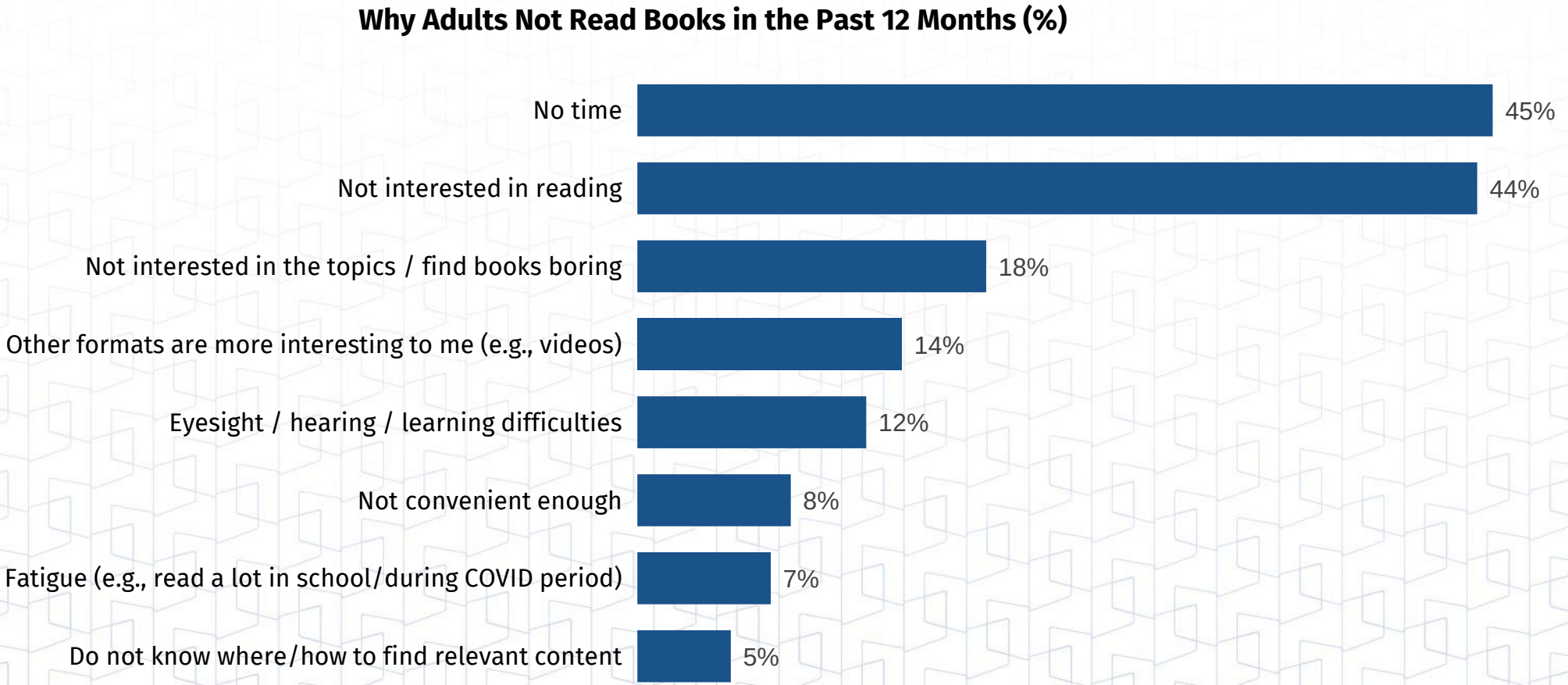
Source of Digital Books (%)



Base: Digital book readers (2024: n=1,615; 2021: n=1,375)
B16. a) Where do you get your e-books or e-audiobooks from? Please select all the sources that you use.
b) Please rank them from most often used to least often used, with 1 as most often.

WHY DO ADULTS NOT READ BOOKS?

- Most adults who did not read books said that they had no time or were not interested in reading.

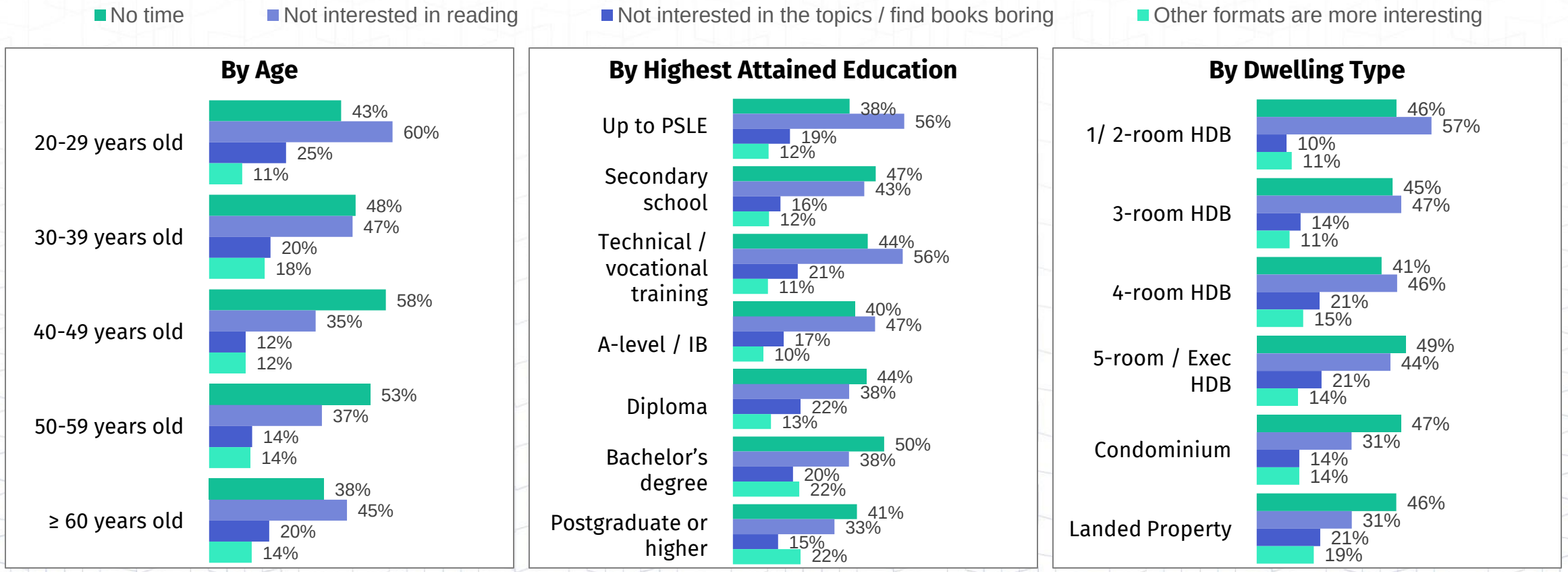


Base: Respondents who have not read any books in past 12 months (n=857)
B2. You mentioned that you have not read books in the past 12 months. May I know why you say so?

WHY DO ADULTS NOT READ BOOKS?

- Non-book readers in their 20s and 60s were not interested in reading, while the middle-aged from 40s to 50s found it difficult to find time to read.

Why Adults Not Read Books in the Past 12 Months (%)



Base: Respondents who have not read any books in past 12 months (n=857)
B2. You mentioned that you have not read books in the past 12 months. May I know why you say so?

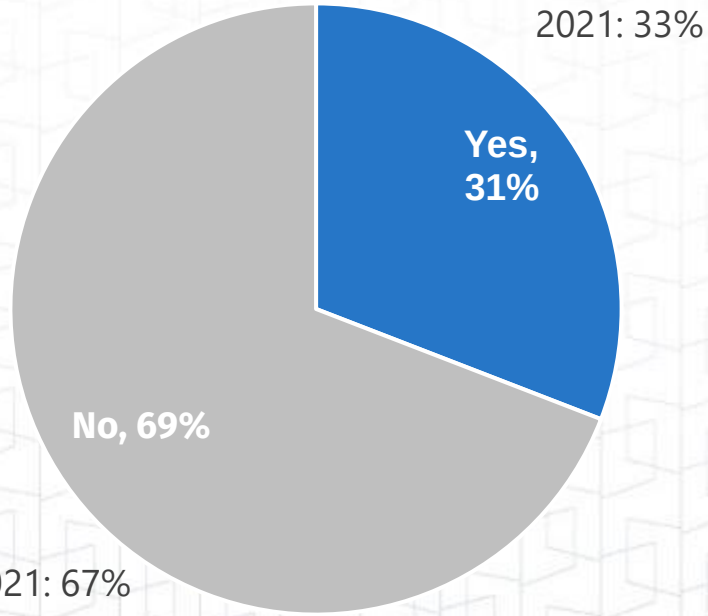
ABOUT SINGLIT

nlb

DO ADULTS READ SINGLIT BOOKS?

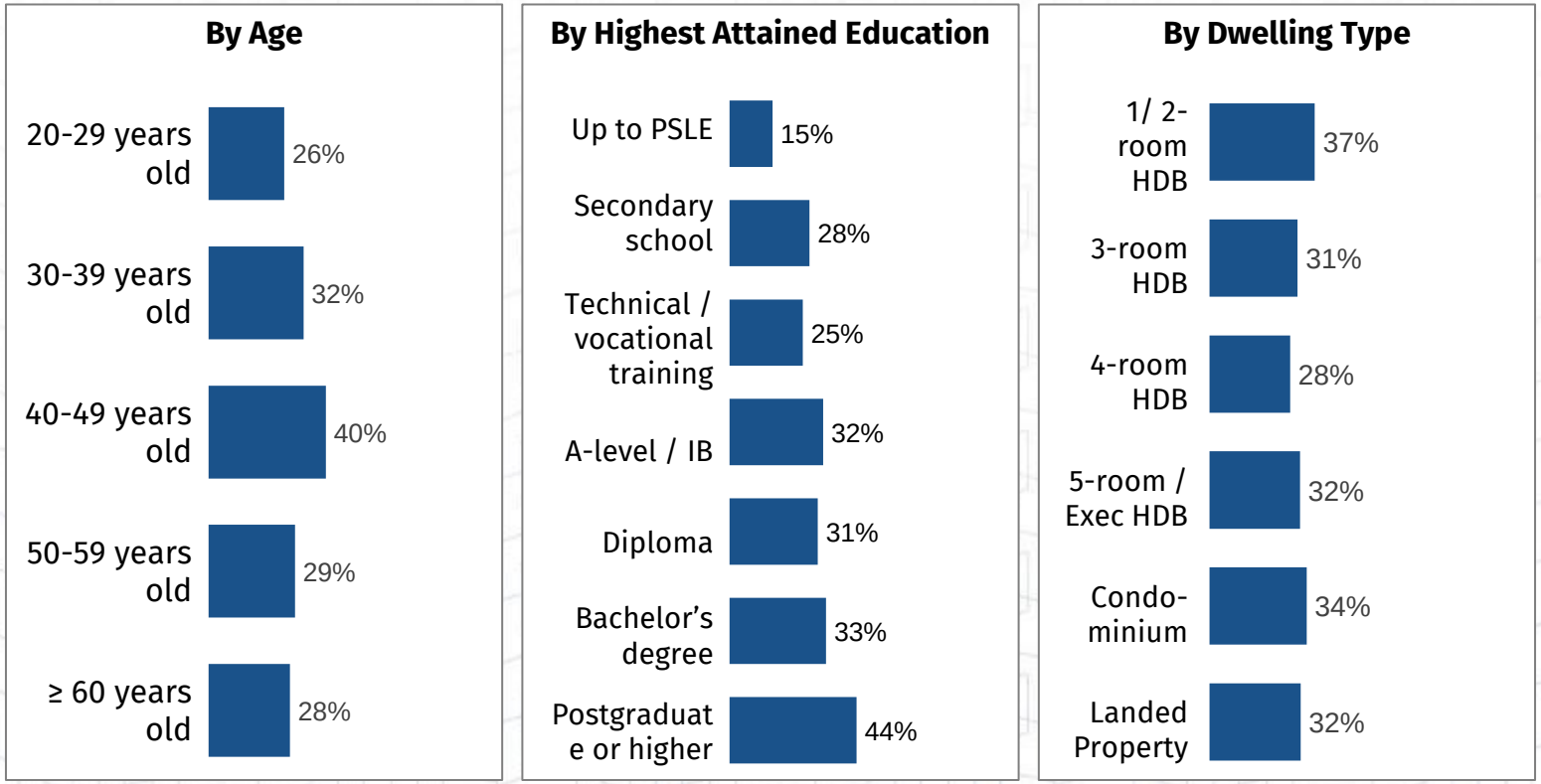
- 31% of adults read a SingLit book in the past 12 months in 2024
- More adults in their 40s and with at least a postgraduate degree read SingLit.

Read SingLit Books in the Past 12 Months, for Self or Others (%)



**SingLit books refer to books by Singaporean writers, include: fiction, short stories, poetry, children's picture books, young adults' books, personal essays, travel writing, comics and graphic novels, biographies and autobiographies*

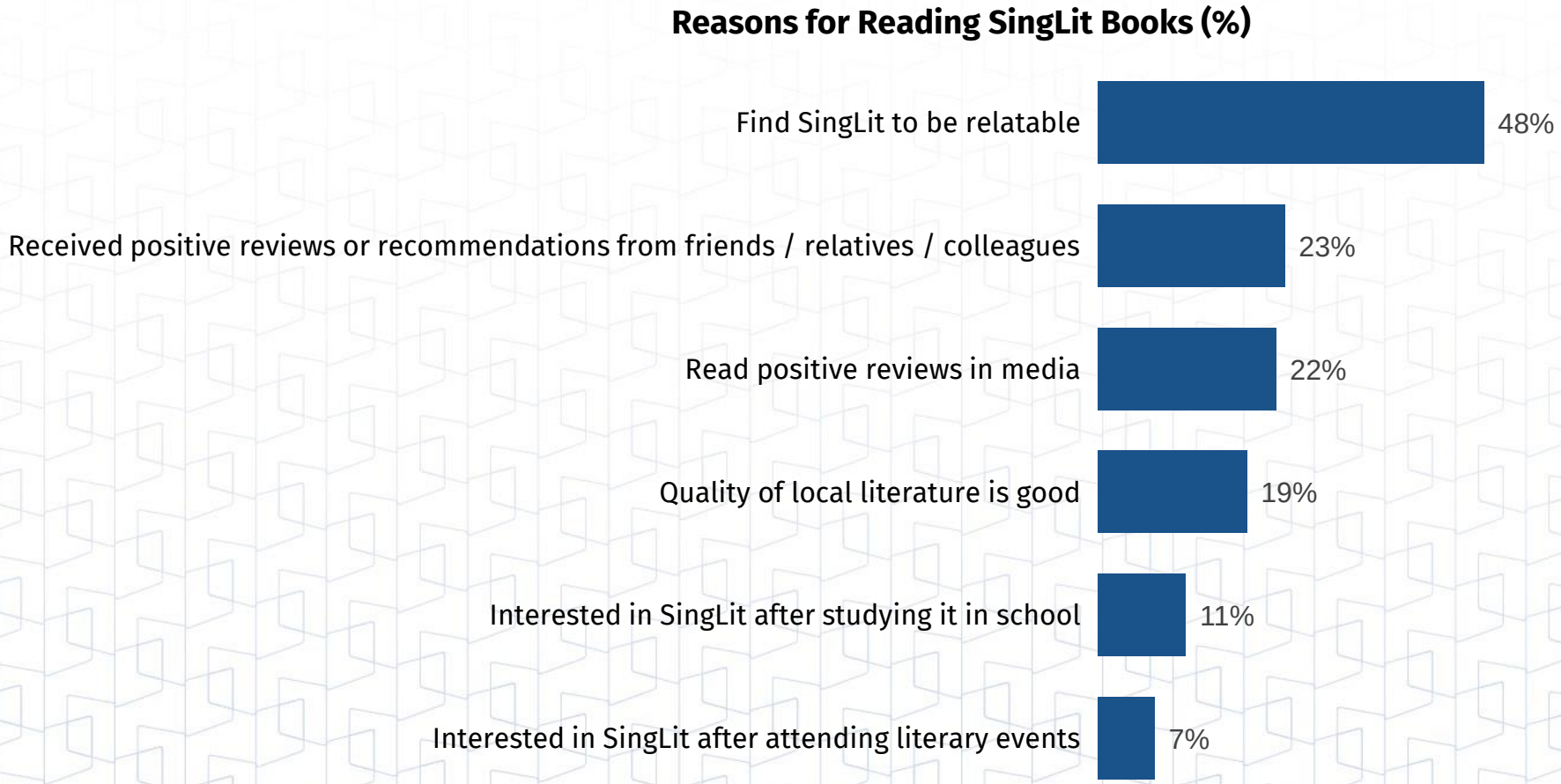
Read SingLit Books (%)



Base: All respondents (2024: n=3,725; 2021: n=2,918)
C1. Have you read any of the following types of books by Singaporean writers (i.e. Singapore Literature) in the past 12 months? This can be for yourself or for others e.g. your children or grandchildren.

WHY DO ADULTS READ SINGLIT BOOKS?

- Among those who read SingLit, the main reason was that they found it relatable.

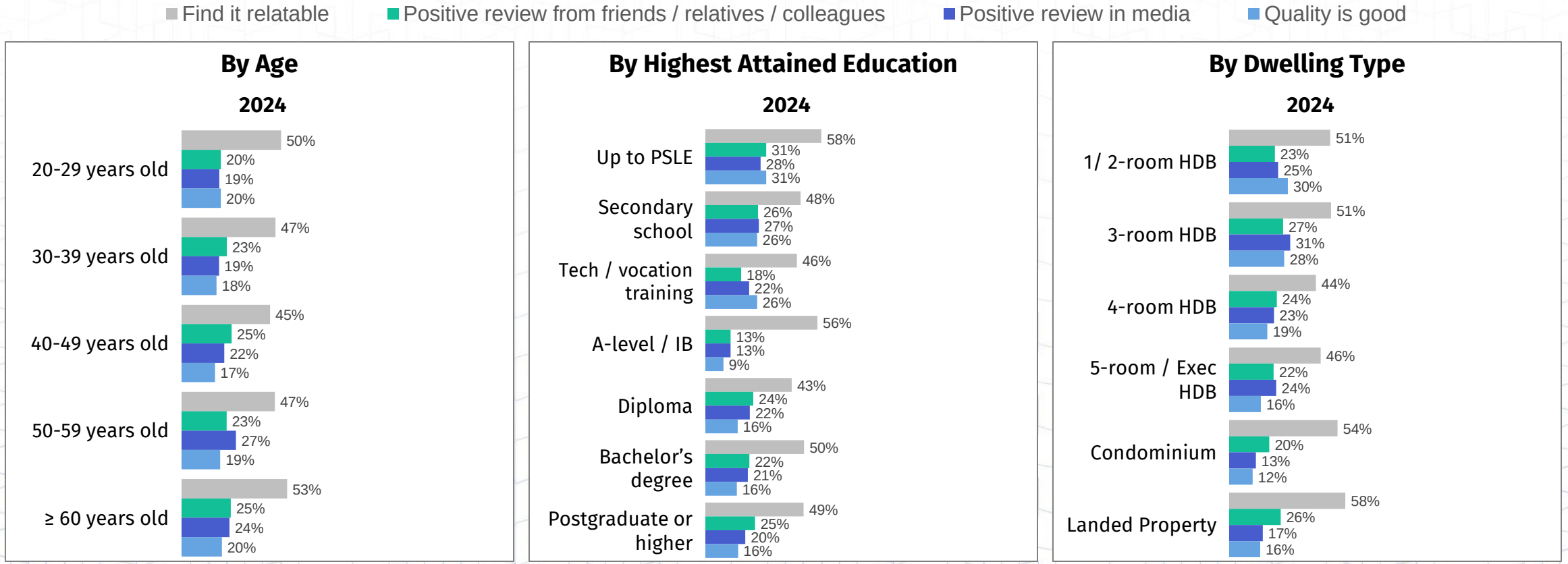


*Note: The options for this question were revised in 2024.
Base: SingLit readers (2024: n=1,150)
C2. What are your reasons for reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO ADULTS READ SINGLIT BOOKS?

- Main reason across all profiles for reading SingLit books was that it is relatable.

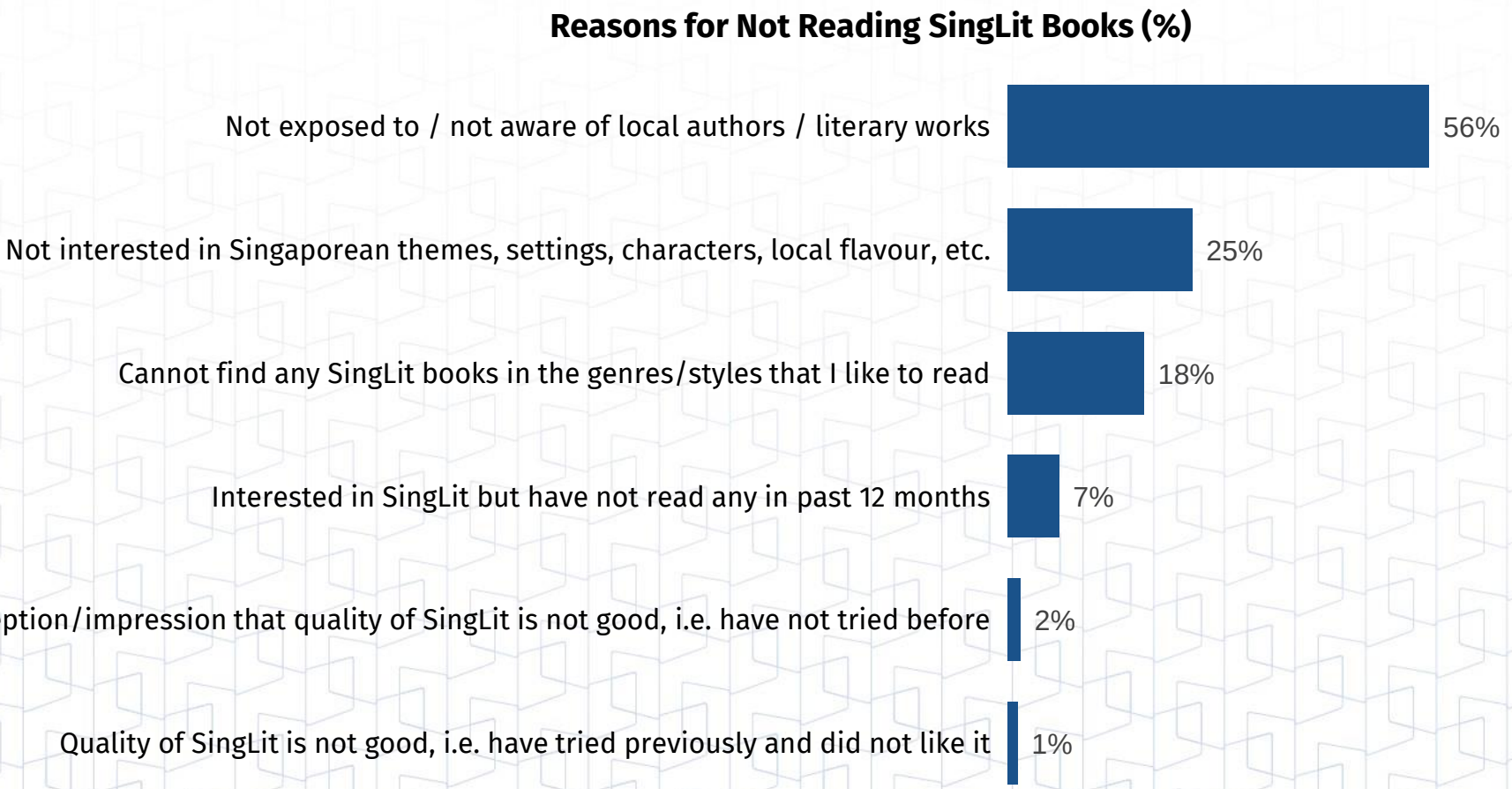
Reasons for Reading SingLit Books (%)



Base: SingLit readers (2024: n=1,150)
C2. What are your reasons for reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO ADULTS NOT READ SINGLIT BOOKS?

- Among those who did not read SingLit, the main reason was that they were not aware of such works.

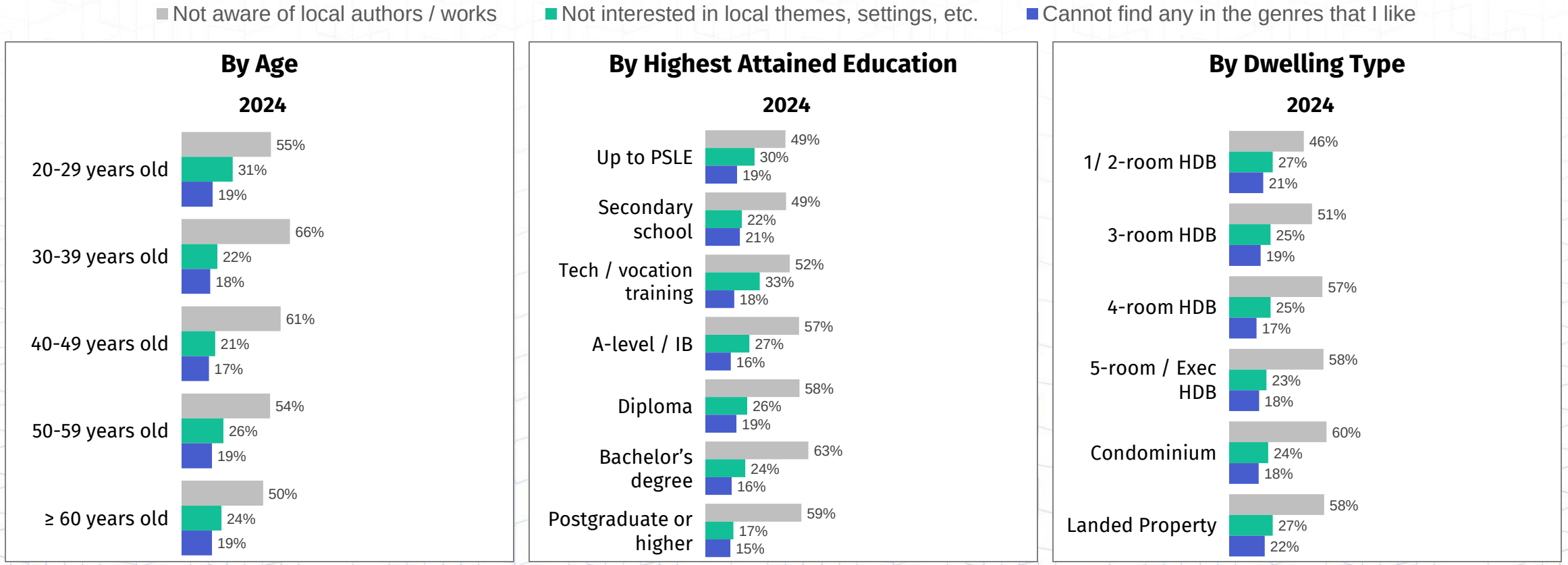


**Note: The options for this question were revised in 2024.*
Base: SingLit non-readers (2024: n=2,575)
C3. What are your reasons for not reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO ADULTS NOT READ SINGLIT BOOKS?

- Lack of awareness of local authors and works was the key barrier across all demographic profiles.

Reasons for Not Reading SingLit Books (%)

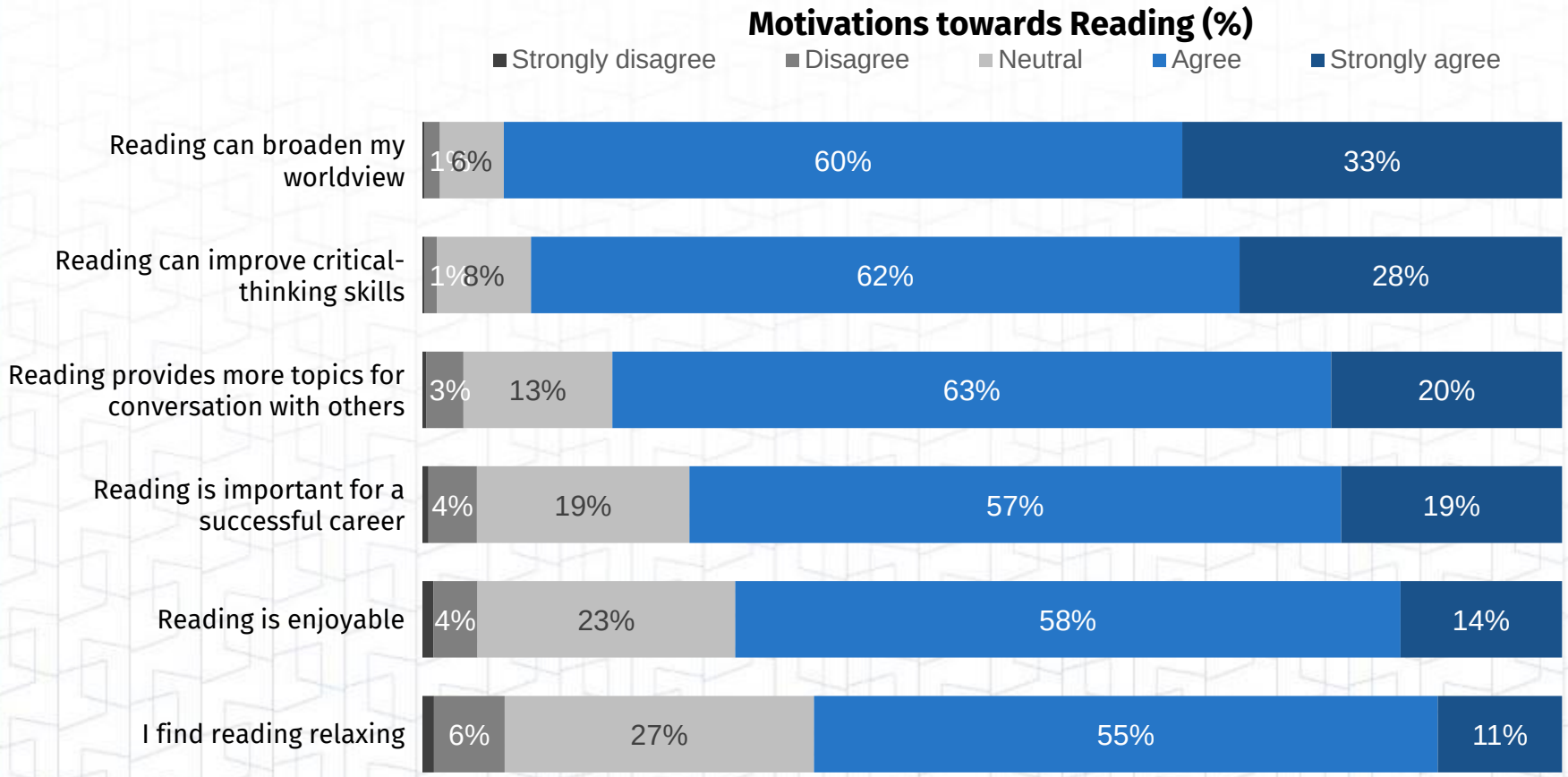


Base: SingLit non-readers (2024: n=2,575)
C3. What are your reasons for not reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

MOTIVATIONS AND BARRIERS

WHAT MOTIVATES ADULTS TO READ?

- 9 in 10 adults agreed that reading has the benefits of broadening worldview, improving critical thinking and providing conversational topics.
- However, fewer agreed that reading is enjoyable or relaxing in 2024 compared to 2018.



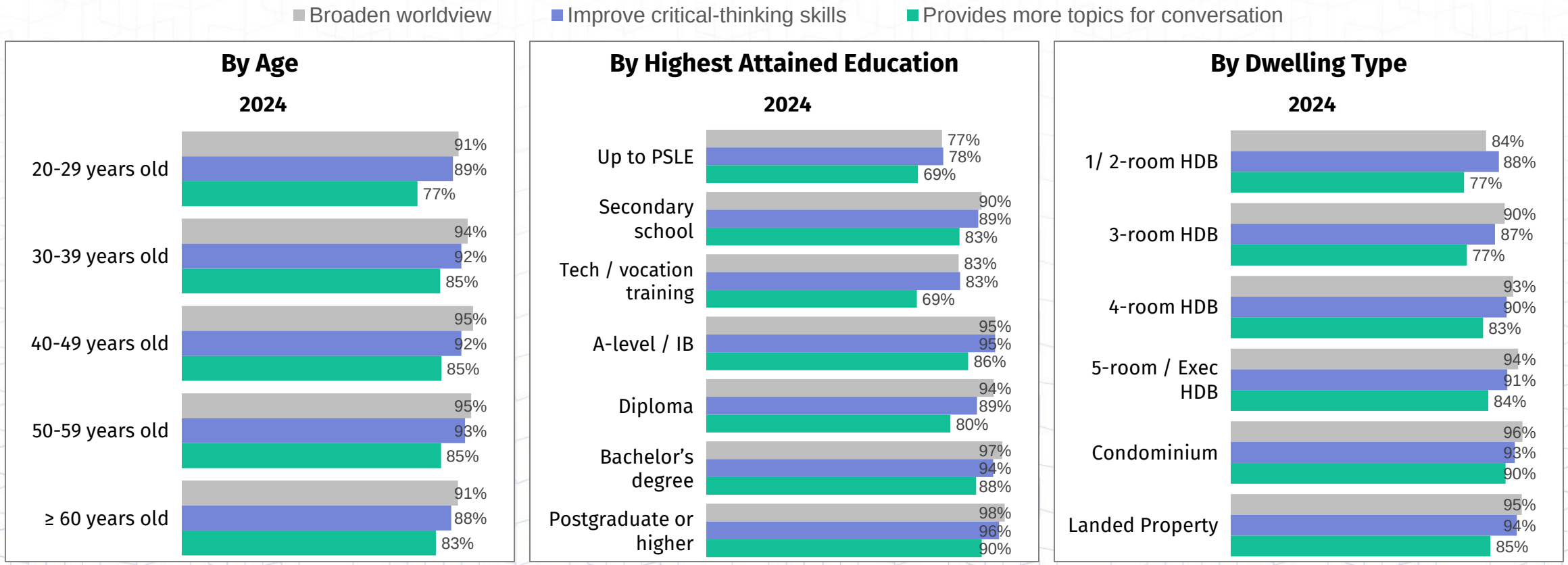
	% Agree			Mean		
	2024	2021	2018	2024	2021	2018
Reading can broaden my worldview	93%	95%	*N.A.*	4.24	4.29	*N.A.*
Reading can improve critical-thinking skills	90%	91%	*N.A.*	4.17	4.16	*N.A.*
Reading provides more topics for conversation with others	83%	85%	*N.A.*	4.00	4.03	*N.A.*
Reading is important for a successful career	77%	79%	*N.A.*	3.91	3.95	*N.A.*
Reading is enjoyable	73% ↓	83%	79%	3.81	3.99	3.87
I find reading relaxing	66% ↓	76%	75%	3.68	3.86	3.78

**Note: 'N.A' denotes that these statements were added in 2021*
Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636; 2016: n=3,515)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT MOTIVATES ADULTS TO READ?

- Most adults across age groups, education levels, and dwelling types agreed with the benefits of reading.

Motivations towards Reading (% Agree or Strongly agree)



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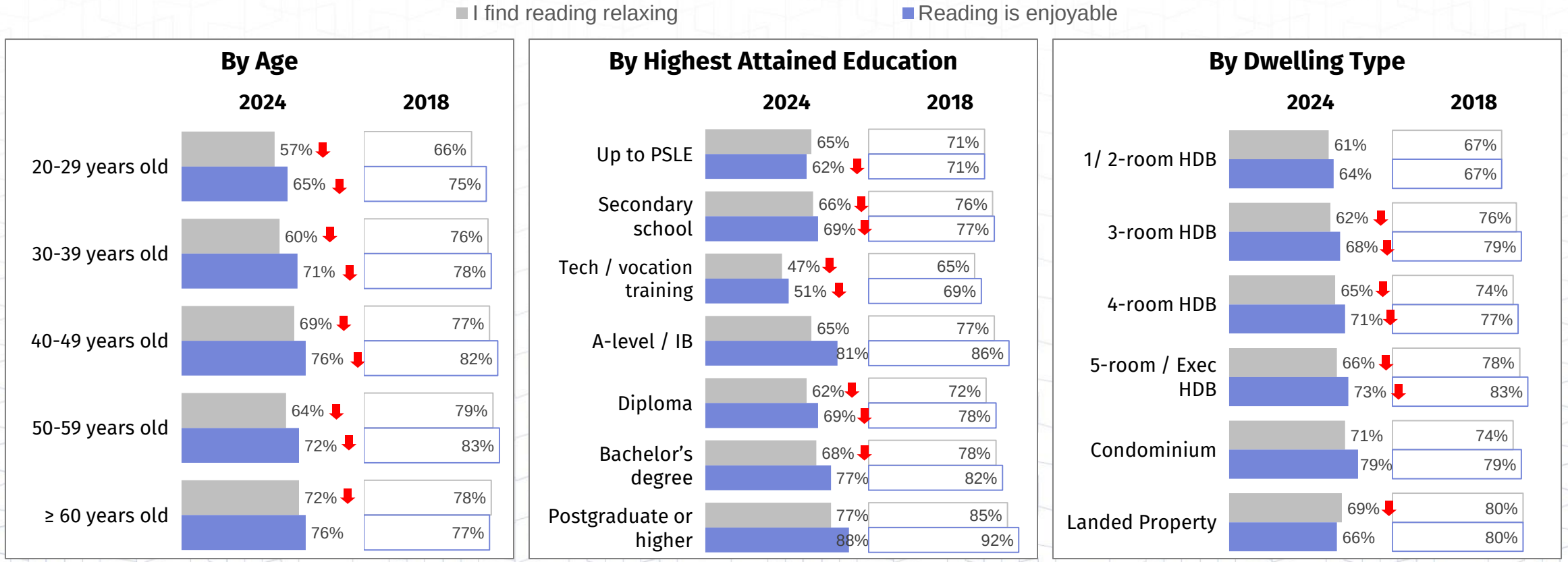
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT MOTIVATES ADULTS TO READ?

- The drop in agreement that reading is relaxing or enjoyable was across all age groups, but was especially pronounced among younger adults.

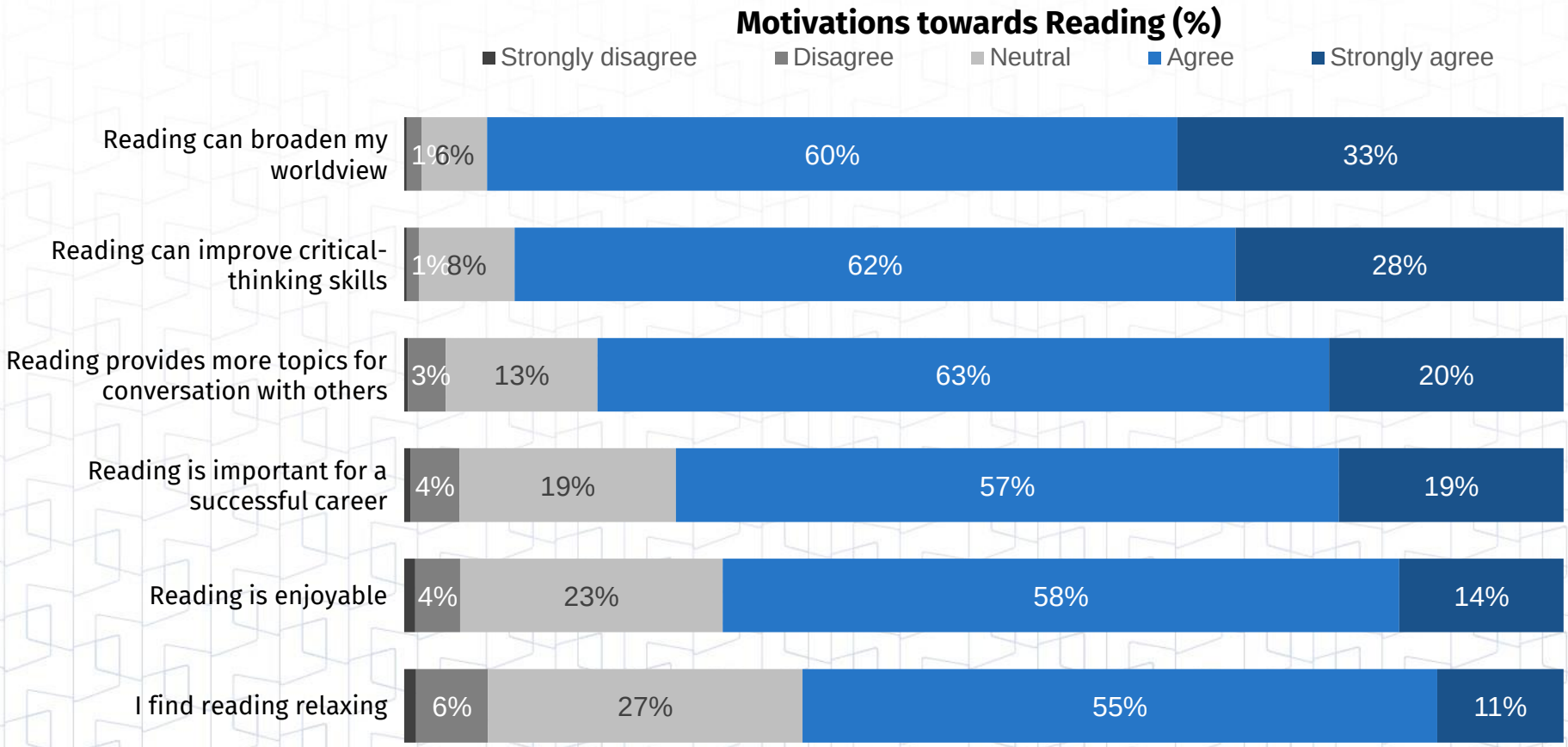
Motivations towards Reading (% Agree or Strongly agree)



Base: All respondents (2024: n=3,725; 2018: n= 3,636)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT MOTIVATES ADULTS TO READ?

- More fiction readers agreed that reading has benefits, including that it is enjoyable or relaxing, compared to those who have not read fiction.



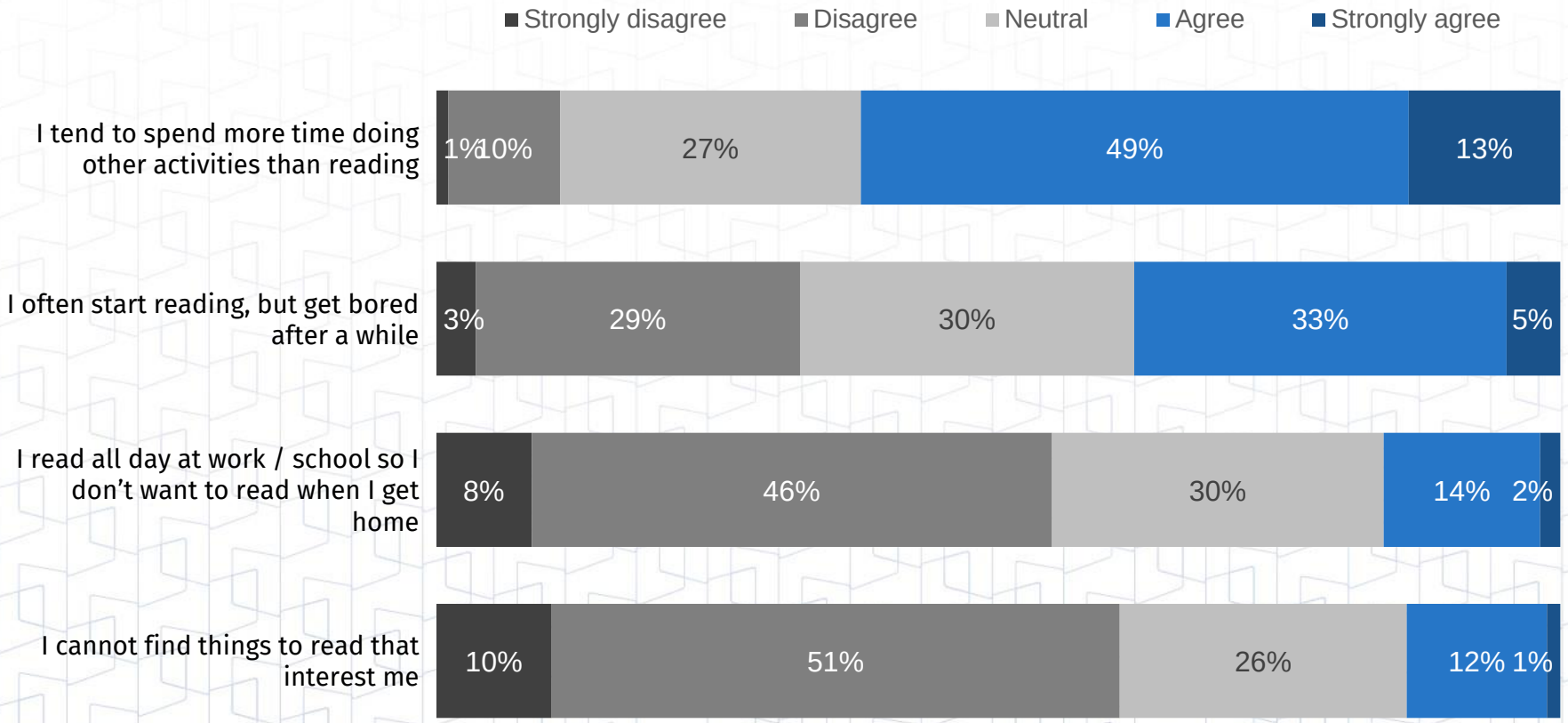
2024 % Agree or Strongly Agree		
Readers (n=3,657)	Read Fiction (n=2,868)	Did not read Fiction (n=789)
93%	95%	89%
90%	92%	87%
83%	86%	79%
77%	78%	73%
73%	77%	63%
66%	69%	57%

Base: Readers (2024: n=3,657)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT ARE THE BARRIERS TO ADULTS READING?

- More adults agreed that they spend more time on other activities or get bored after reading for a while in 2024 than in 2018.

Barriers towards Reading (%)



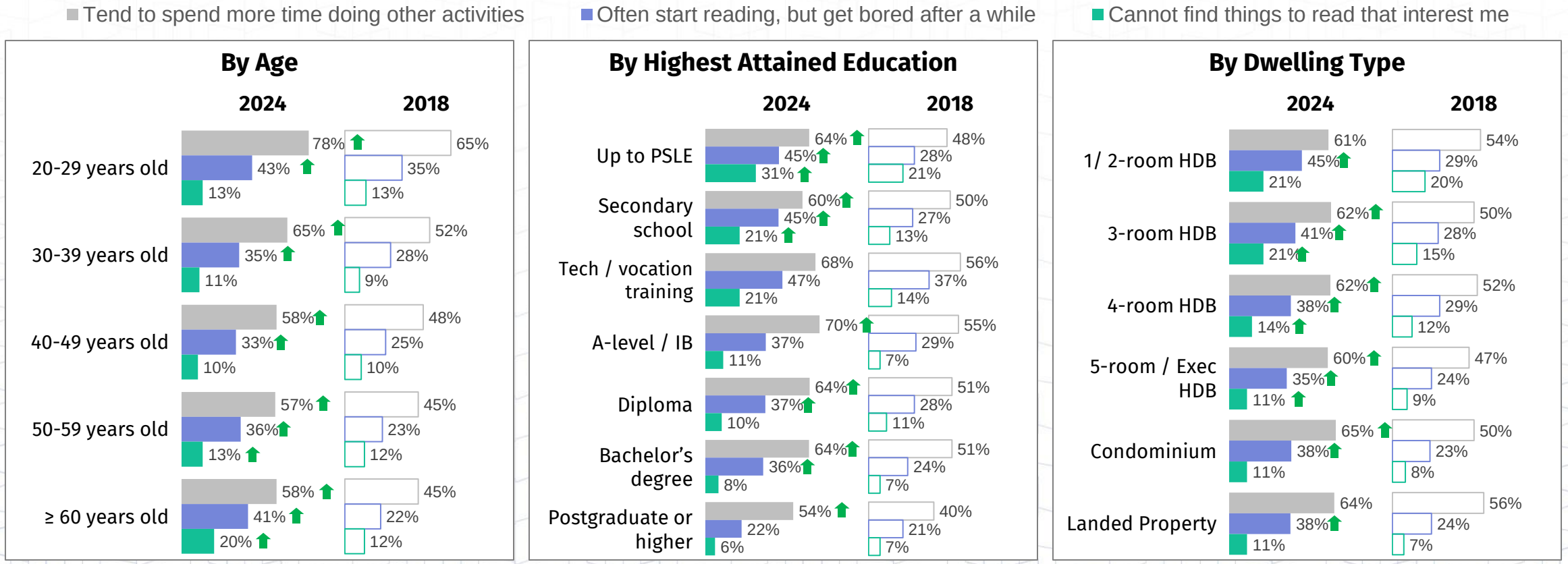
	% Agree			Mean		
	2024	2021	2018	2024	2021	2018
I tend to spend more time doing other activities than reading	62% ↑	56%	50%	3.64	3.48	3.29
I often start reading, but get bored after a while	38% ↑	25%	26%	3.07	2.78	2.74
I read all day at work / school so I don't want to read when I get home	16%	10%	15%	2.54	2.34	2.46
I cannot find things to read that interest me	14% ↑	7%	11%	2.44	2.10	2.30

Base: All respondents (2024: n=3,725; 2021: n=2,918; 2018: n=3,636)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT ARE THE BARRIERS TO ADULTS READING?

- More younger adults agreed that they tend to spend more time on other activities or that they get bored, while more seniors agreed that they could not find things to read that interest them.

Barriers towards Reading (% Agree or Strongly agree)



Base: All respondents (2024: n=3,725; 2018: n= 3,636)
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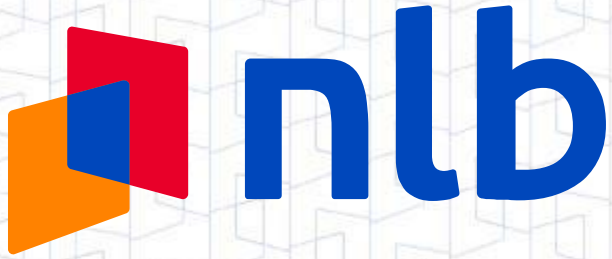

THANK YOU