

2018 NATIONAL READING HABITS STUDY ON TEENAGERS



National Library Board
Singapore

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STUDY OBJECTIVES AND METHODOLOGY

STUDY OBJECTIVES

National Library Board first conducted the **National Reading Habits Study** (NRHS) in 2016, with its subsequent run in 2018, in order to **track leisure reading trends** among Singapore residents.

In this report, we highlight the reading habits of teenagers (i.e. aged 13 to 19 years old).

Specifically, the study seeks to understand:

1

Reading habits

- Are teenagers reading?
- What type of materials do teenagers read?
- Are bilingual teenagers reading in their mother tongue language?

2

Reading preferences

- What do teenagers like to read?
- What non-fiction topics do teenagers read?
- What fiction genres do teenagers read?

3

About books

- Are teenagers still reading books?
- Where do teenagers get their books from?

4

About SingLit

- Are teenagers reading SingLit books?

5

Reading motivations and barriers

- What are the reading motivations and barriers for teenagers of different ages?

DEFINITION OF READING

Reading is defined as having read any of the following types of materials.



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



News refers to printed newspapers as well as online news.



Online Articles refer to articles, blogs or essays posted on social media (such as Facebook, LinkedIn, Tumblr, Twitter) or websites.



Magazines include both physical and digital magazines.



Reports, e.g. annual company reports or trade reports.

This study excludes reading related to communications such as emails and WhatsApp messages.

METHODOLOGY

The **Study** was conducted using **door-to-door surveys**, similar to the 2016 study.



- ✓ **895 surveys** were conducted **nation-wide via door-to-door interviews** by trained interviewers.
- ✓ **Singapore residents** (i.e. Singapore citizens and Singapore Permanent Residents) **aged 13 to 19 years old** were randomly chosen for the survey. In the rest of the report,
 - Residents aged 13 to 15 years old will be known as “younger teenagers”
 - Residents aged 16 to 19 years old will be known as “older teenagers”
- ✓ Sample quotas by age, gender, ethnicity, housing type and residence status were applied to ensure that the sample collected is representative of the Singapore Resident population.
- ✓ The surveys were conducted at **different times** of the day, on **both weekdays and weekends**, to capture all demographic profiles.
- ✓ Each survey lasted on average about **30 minutes**.
- ✓ Surveys were conducted from **4 May to 10 September 2018**.

Notes on Analysis:

Significant differences between the 2018 findings and 2016 findings at the 95% C.I. are denoted with the following symbols:

↑ Significantly higher in 2018 than in 2016

↓ Significantly lower in 2018 than in 2016

PROFILE OF RESPONDENTS (1)

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

Residency Status	n	% of Total
Singapore Citizen	820	92%
Singapore Permanent Residents	75	8%
Total	895	100%

Age	n	% of Total
13-16 years old	480	54%
17-19 years old	415	46%
Total	895	100%

Gender	n	% of Total
Male	476	53%
Female	419	47%
Total	895	100%

Ethnicity	n	% of Total
Chinese	613	68%
Malay	158	18%
Indian	100	11%
Others	24	3%
Total	895	100%

Dwelling Type	N	% of Total
1 or 2-room HDB flat	38	4%
3-room HDB flat	107	12%
4-room HDB flat	291	33%
5-room/ Executive HDB flat	298	33%
Executive Condominium/HUDC	13	2%
Condominium/ Apartment / Private Flat	104	12%
Private Landed Property	44	5%
Total	895	100%

PROFILE OF RESPONDENTS (2)

Occupation	n	% of Total
Student – Secondary School	501	56%
Student – Junior College	98	8%
Student – Polytechnic	180	22%
Student – Institute of Technical Education	57	6%
Student - University	19	4%
Full-time National Serviceman	15	2%
Employed full-time	14	1%
Unemployed currently	9	1%
Refused	2	0%
Total	895	100%

EXECUTIVE SUMMARY

This section gives a summary of the key findings.

EXECUTIVE SUMMARY (1)

METHODOLOGY



Door-to-door
interviews

SAMPLE SIZE

895

Singapore residents aged 13 to
19 years old



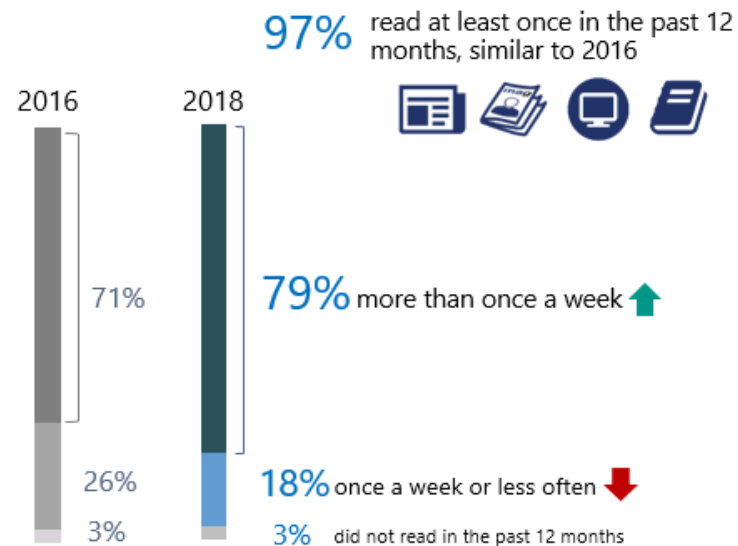
Respondent profile
representative of
population

- Age
- Gender
- Ethnicity
- Residency status
- Dwelling type



ARE TEENAGERS READING?

This includes reading books, magazines, newspapers/ news (print or digital), as well as online articles **in the past 12 months**.



WHAT ARE TEENAGERS READING?

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



News (print
or digital)



Articles on social
media/ websites

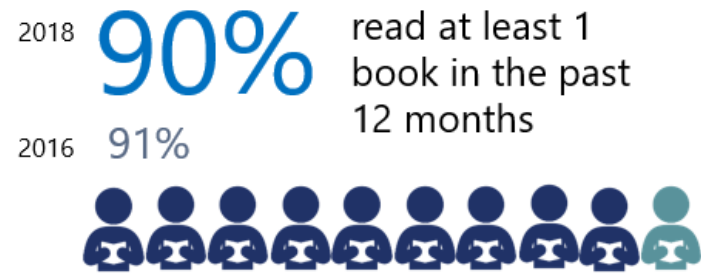


Books, including
e-books



EXECUTIVE SUMMARY (2)

ARE TEENAGERS STILL READING BOOKS?



TO READ OR NOT TO READ?

No change in the ranking of key motivations and barriers in 2018 compared to 2016

Motivations

I find reading enjoyable and relaxing



Barriers

I tend to spend more time on other activities



I prefer watching TV/ DVDs/ online videos

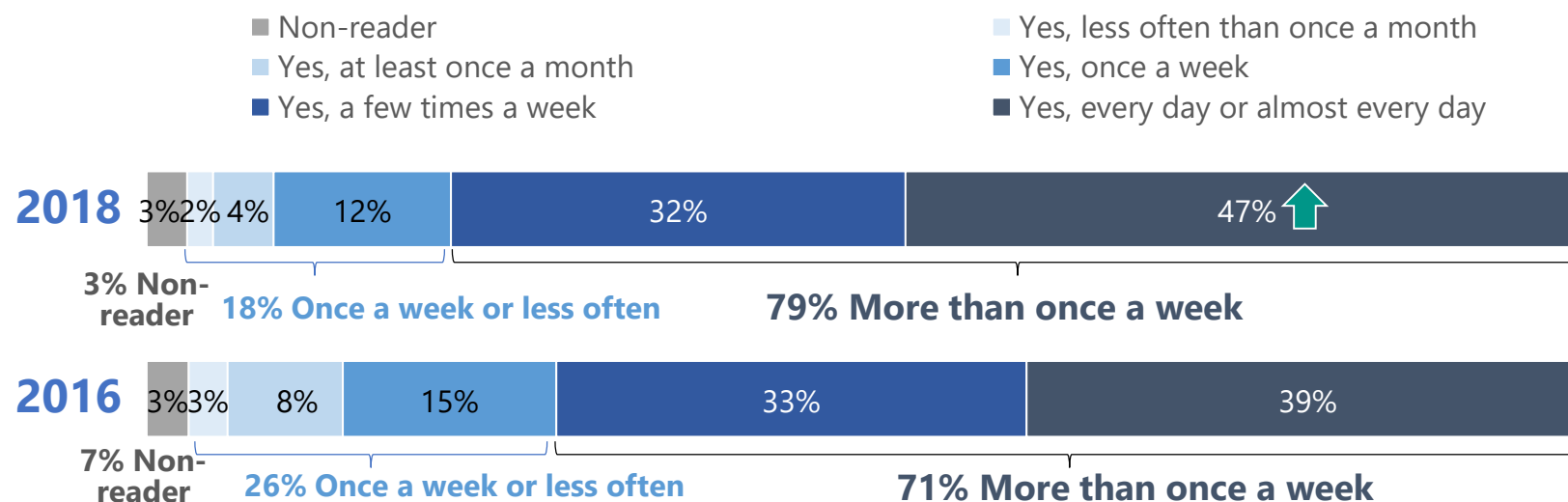
READING HABITS

This section looks into Singapore teenagers' reading frequency, types of materials read, reading in mother tongue languages and sharing of reads.

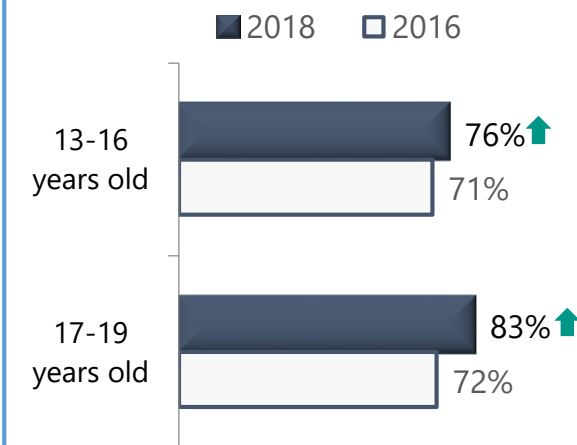
ARE TEENAGERS READING?

- ***97%** of Singapore teenagers **read at least once in the past 12 months**. This includes reading books (physical, e-books, or audio books), magazines (physical or digital), newspapers or online news, as well as articles posted on social media or websites.
- Proportion of **teenagers who read more than once a week has risen from 71% to 79%**, with a higher proportion of older teens reading more than once a week.

Read any material in the past 12 months



Read more than once a week by age

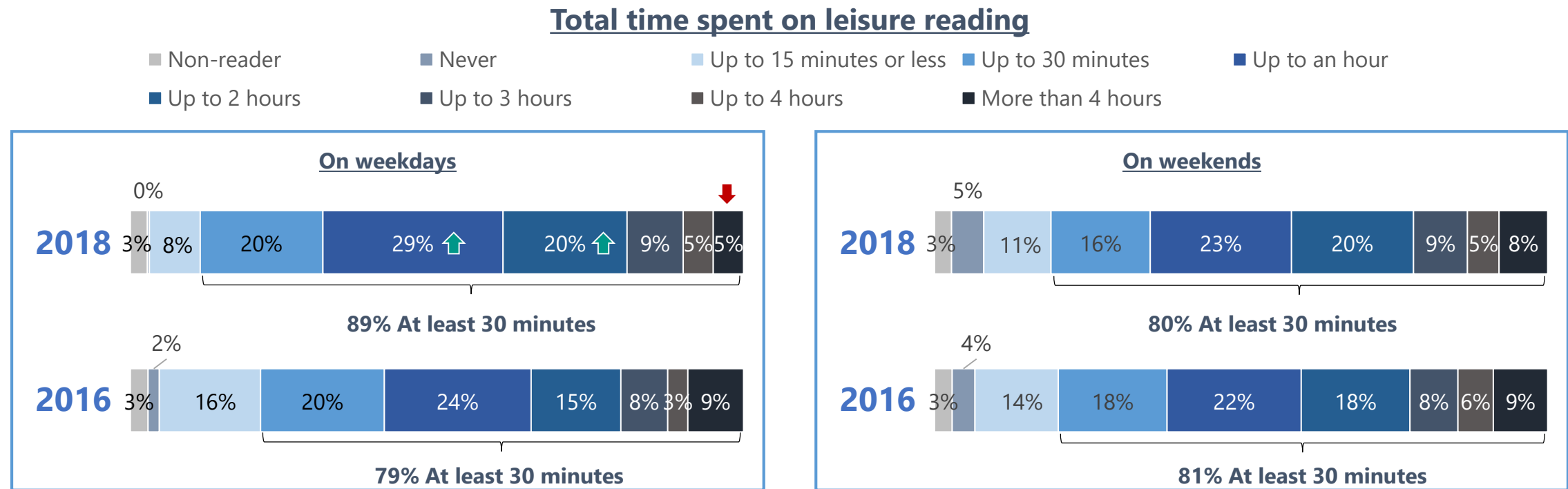


***This group will be known as “readers” (n=870) in the rest of this report**

Base: All respondents (2018: n=895; 2016: 485)

HOW MUCH TIME DO TEENAGERS SPEND READING?

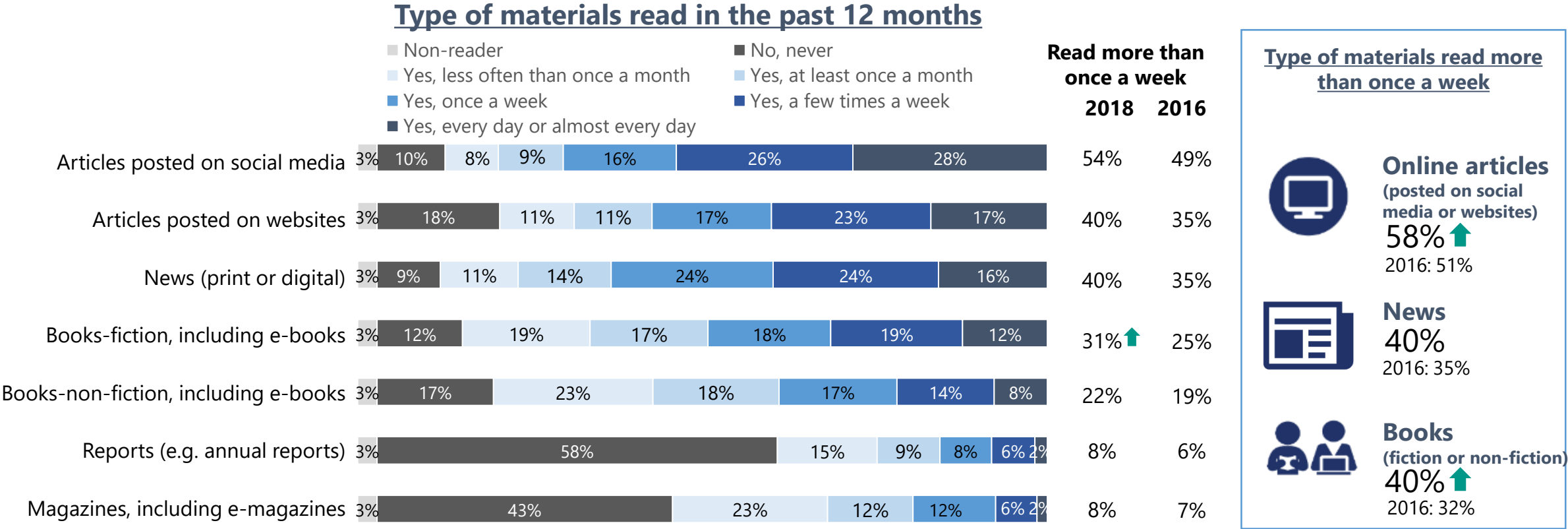
- **89%** of Singapore teenagers **spend at least 30 minutes on leisure reading on a typical weekday**. There is a higher proportion who spend up to an hour and up to 2 hours in 2018 compared to 2016.
- 80% of teenagers read for **at least 30 minutes on weekends**, similar to that in 2016.



Base: All respondents (2018: n=895; 2016: 485)

WHAT TYPE OF MATERIALS DO TEENAGERS READ?

- **More teenagers read online articles more than once a week**, with 58% reading articles posted on either social media (54%) or websites (40%) more than once a week.
- There is a higher proportion of teenagers who read **books** in 2018 (40%), due to the increase in teens who read **fiction books** (31%).

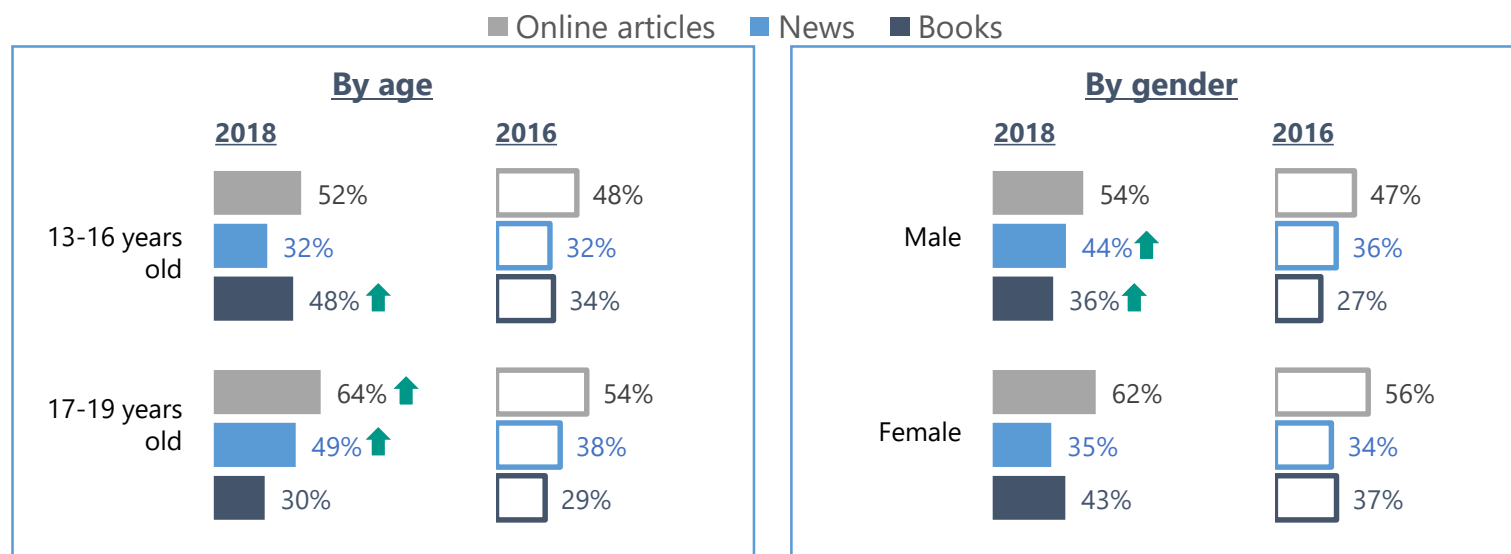


Base: All respondents (2018: n=895; 2016: 485)

WHAT TYPE OF MATERIALS DO TEENAGERS READ?

- Compared to 2016, a higher proportion of **younger teenagers read books** more than once a week, while a higher proportion of **older teenagers read news and online articles** more than once a week.
- A higher proportion of **males read news and books** in 2018 compared to 2016.

Type of materials read more than once a week

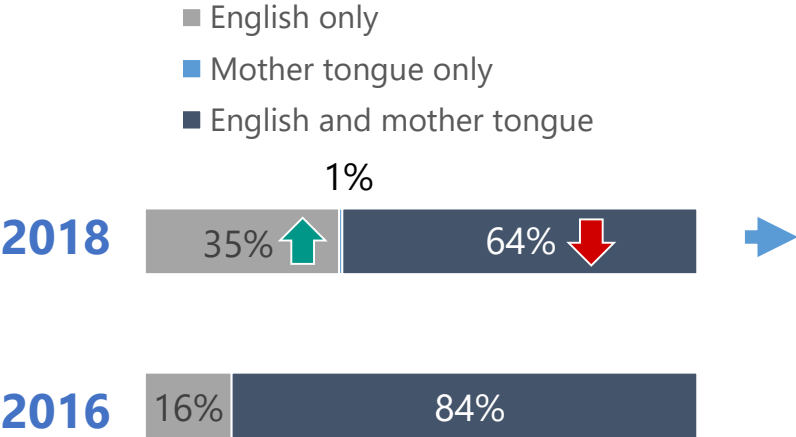


Base: All respondents (2018: n=895; 2016: 485)

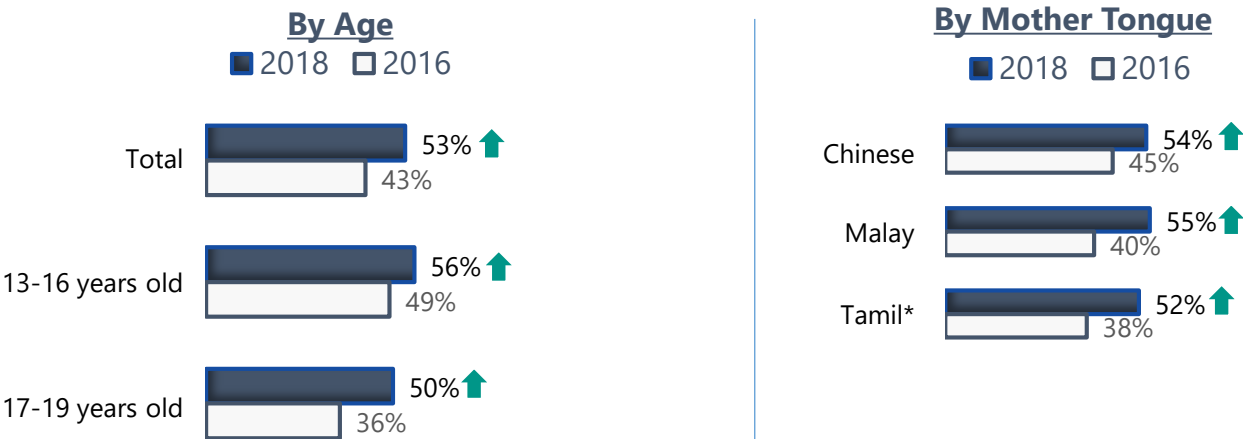
ARE BILINGUAL TEENAGERS READING IN THEIR MOTHER TONGUE?

- Among the readers, **64%** indicated that they are **able to read in both English and their mother tongue** compared to 84% in 2016. Decline in bilingual readers is across both younger and older teenagers.
- However, a **higher proportion of bilingual readers** say that they have **read in their mother tongue** more than once a week in 2018 compared to 2016. This applies **across all ages** and **all the three official mother tongue languages**.

Language that teenagers are able to read in



Bilingual readers who read in mother tongue more than once a week



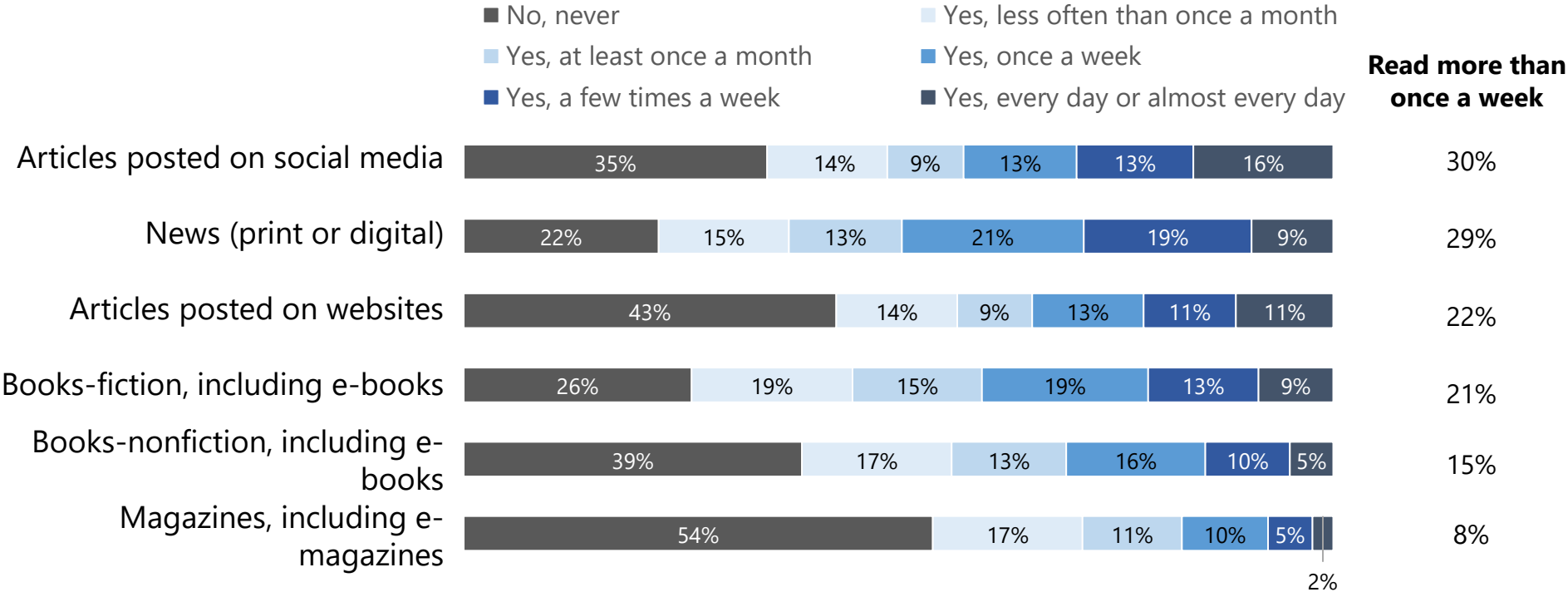
*small sample size

Base: Readers (2018: n=870; 2016: n=471); Bilingual Chinese readers (2018: n=369; 2016: n=267); Bilingual Malay readers (2018: n=118; 2016: n=72); Bilingual Tamil readers (2018: n=50; 2016: n=40)

WHAT DO TEENAGERS READ IN THEIR MOTHER TONGUE?

- Among teenagers who read in their mother tongue, the most common materials read more than once a week are **online articles** and **news**, with 30% and 29% reading them more than once a week.
- 24% of teenagers who read in their mother tongue have read **books** written in their mother tongue.

Type of materials written in mother tongue read in the past 12 months



Type of materials written in mother tongue read more than once a week



Online articles
(posted on social media or websites)
30%



News
29%



Books
(fiction or non-fiction)
24%

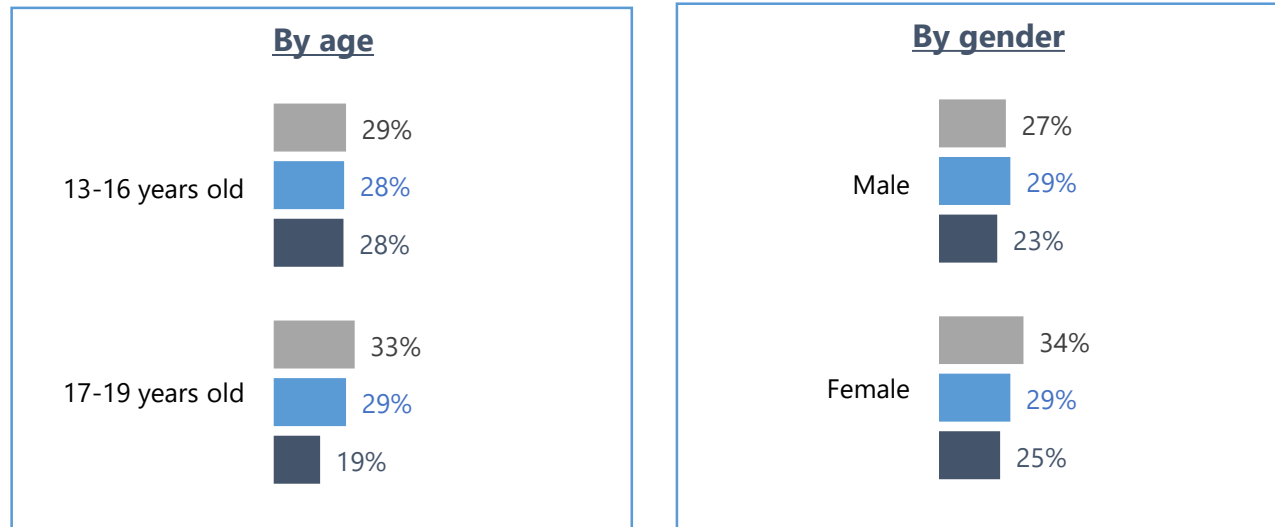
Base: Readers of mother tongue languages (2018: n=545; 2016: N.A as new in 2018)

WHAT DO TEENAGERS READ IN THEIR MOTHER TONGUE?

- Among those who read in their mother tongue, a higher proportion of **younger teenagers read books** written in their mother tongue.
- There is **no significant difference** in proportion who have read books written in their mother tongue **by gender**, or **dwelling type**.

Type of material written in mother tongue read more than once a week

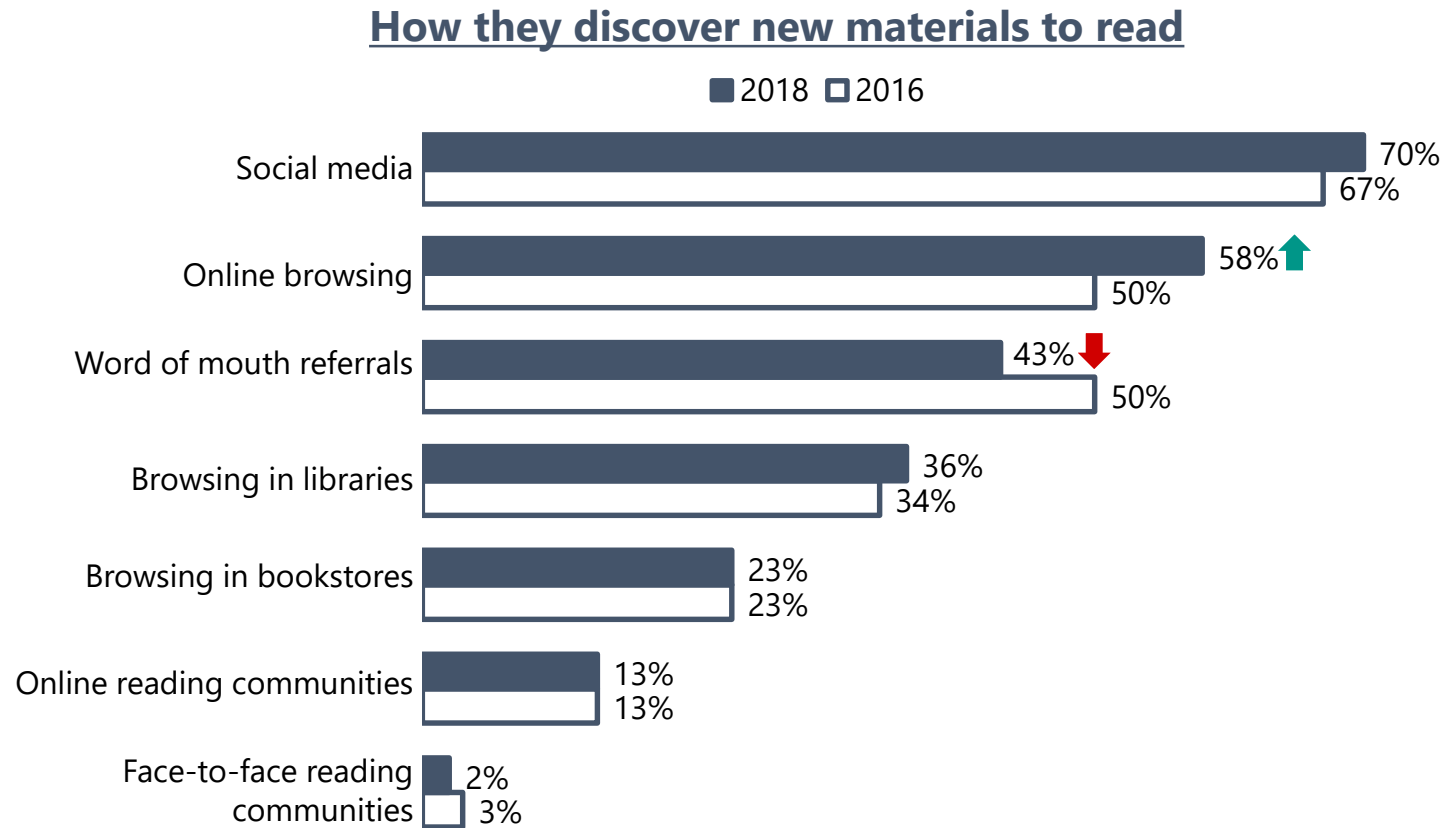
■ Online articles ■ News ■ Books



Base: Readers of mother tongue languages (2018: n=545; 2016: N.A as new in 2018)

HOW DO TEENAGERS DISCOVER NEW MATERIALS TO READ?

- **Among the teenage readers**, higher proportion of teenagers in 2018 discover new reads through **online browsing** (58%), while lower proportion relied on **word-of-mouth** (43%).



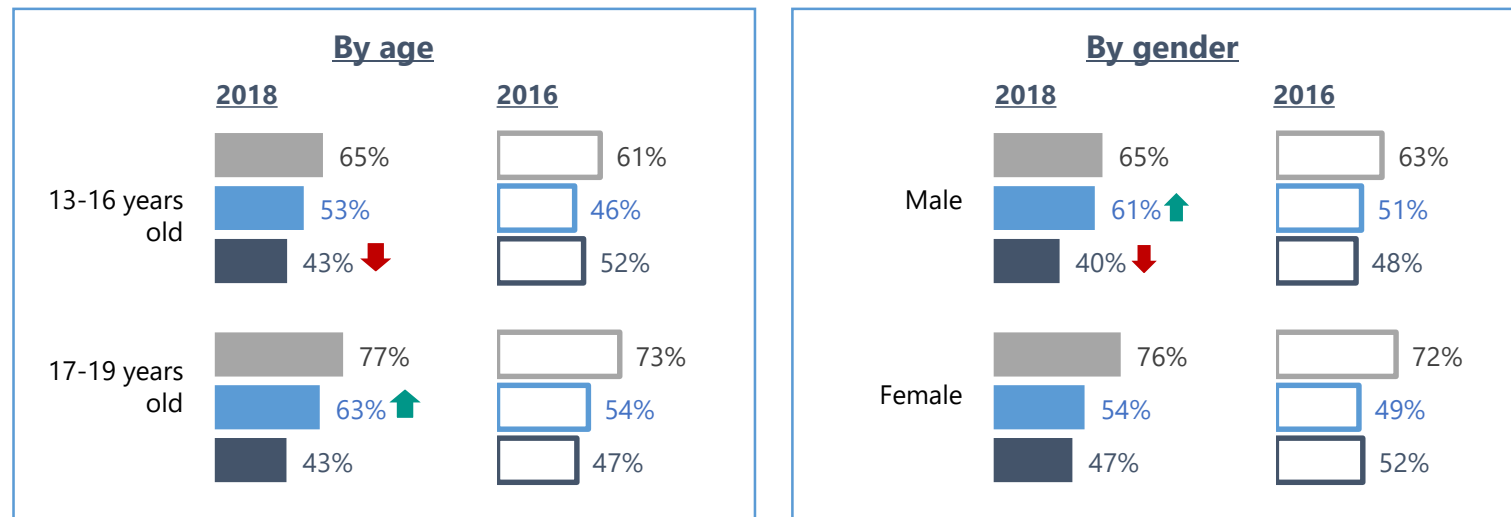
Base: Readers (2018: n=870; 2016: n=471)

HOW DO TEENAGERS DISCOVER NEW MATERIALS TO READ?

- Among the older teenage readers, a higher proportion discover new reads through **social media** (77%) and **online browsing** (63%) compared to the younger teenage readers.
- A higher proportion of **male readers** use **online browsing** to discover new reads in 2018 compared to 2016.

How they discover new materials to read

■ Social media ■ Online browsing ■ Word of mouth referrals

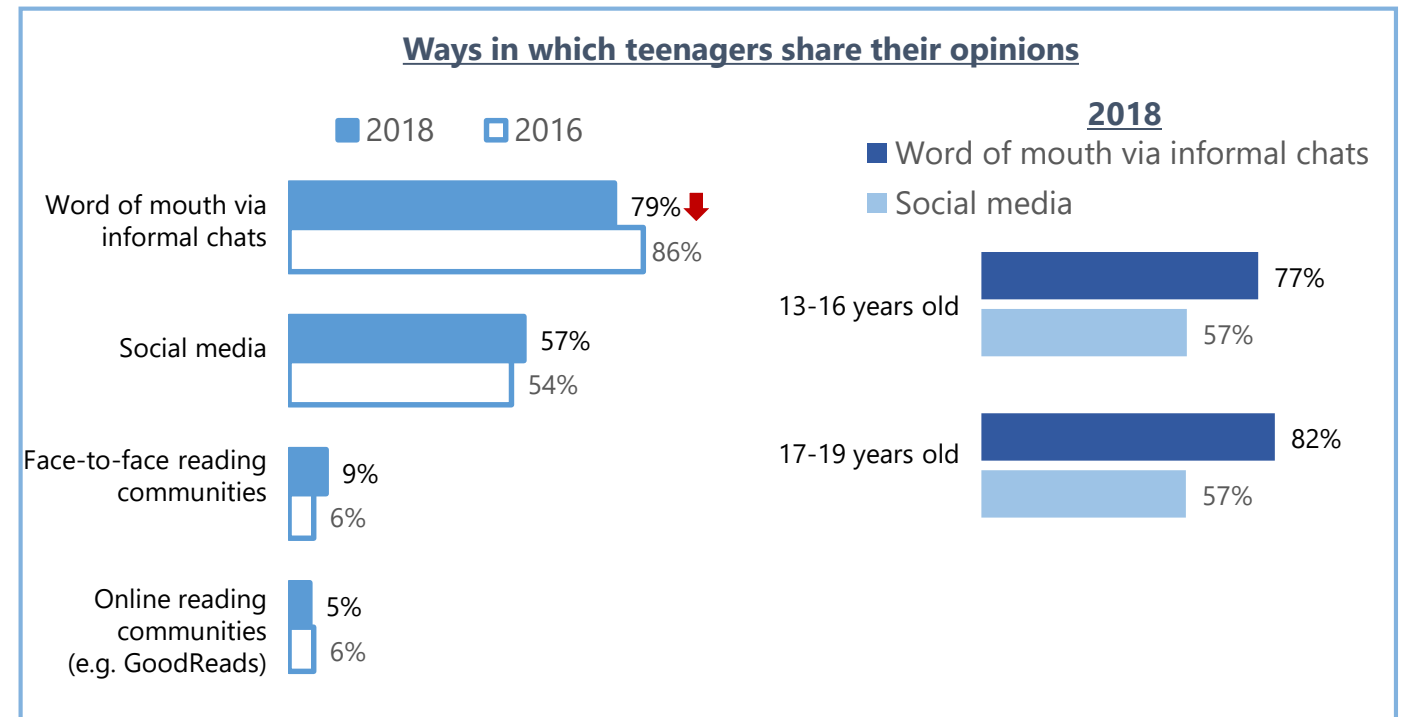
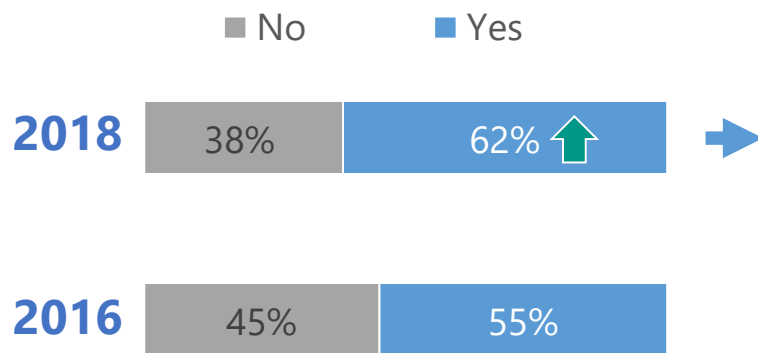


Base: Readers (2018: n=870; 2016: n=471)

HOW DO TEENAGERS SHARE OPINIONS ON WHAT THEY READ?

- 62% of readers **share their opinions** on what they are reading with others, an **increase** from 55% in 2016.
- Among these readers, fewer (79%) do so via **informal chats** in 2018 compared to 2016.
- There is a higher proportion of **older teenage readers** who share their opinions via **informal chats**.

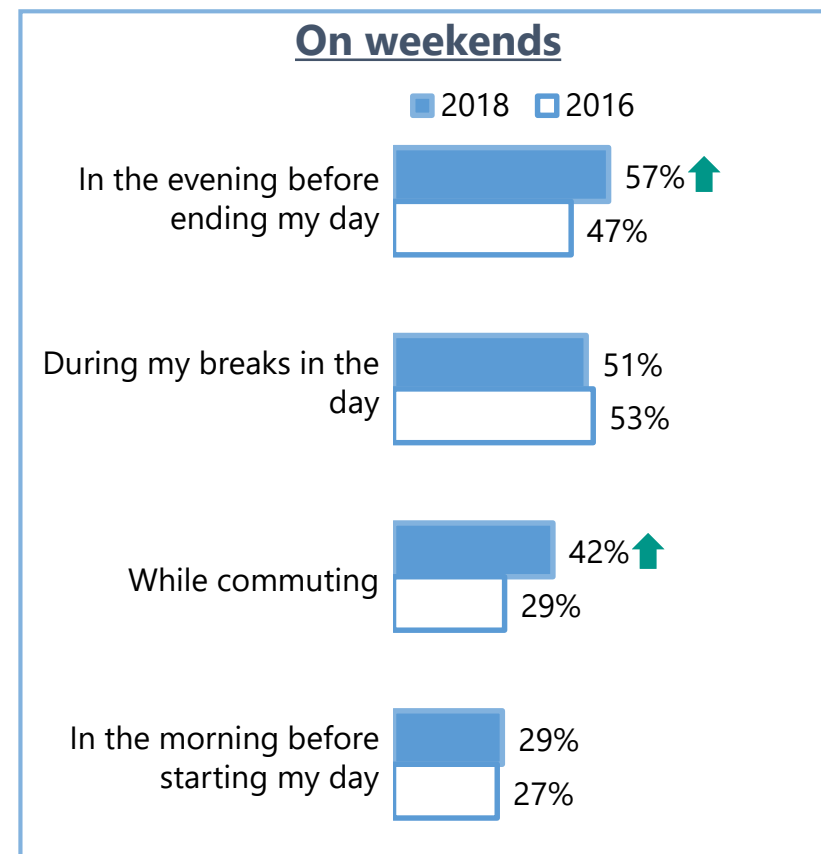
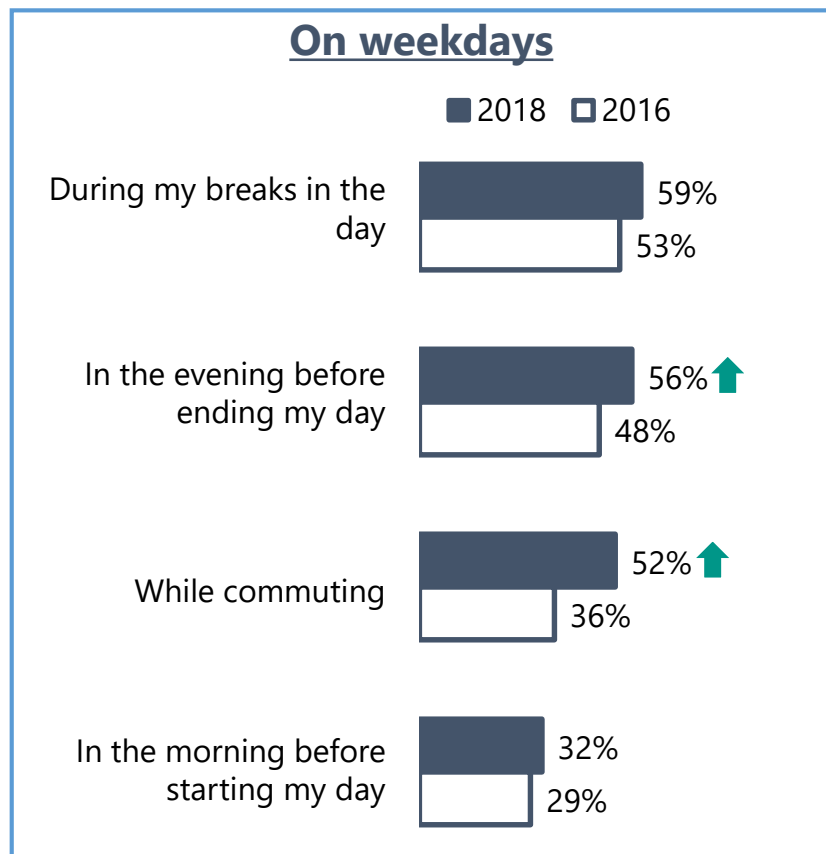
Share opinions/ recommendations on reading materials



Base: Readers (2018: n=870; 2016: n=471)

WHEN DO TEENAGERS READ?

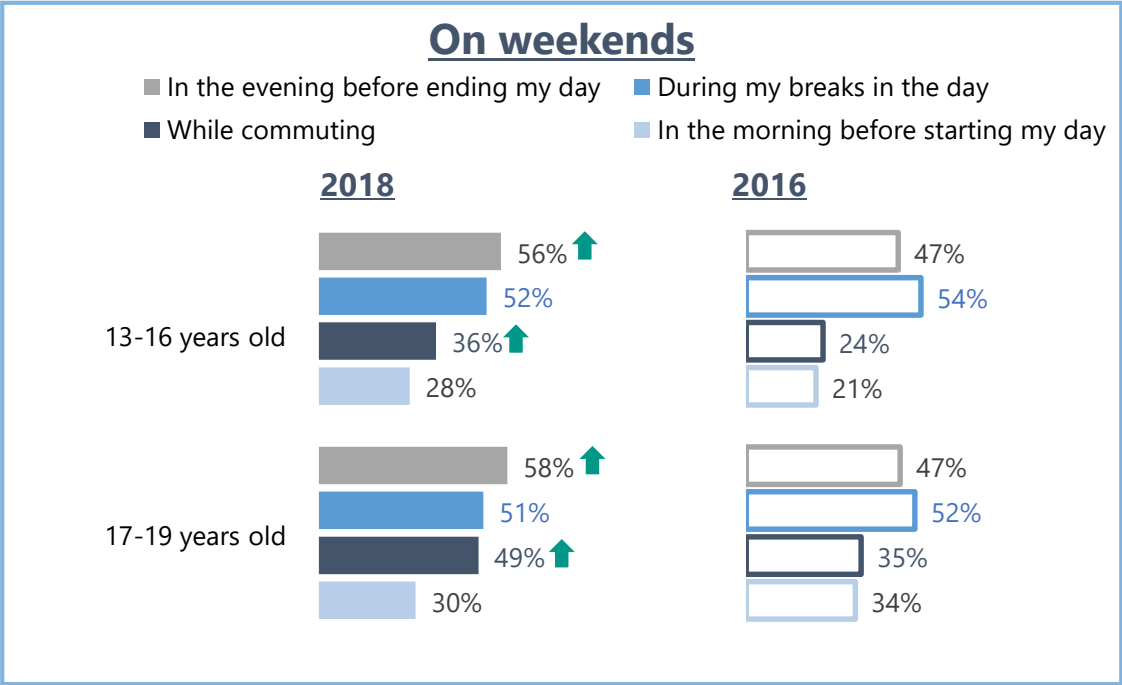
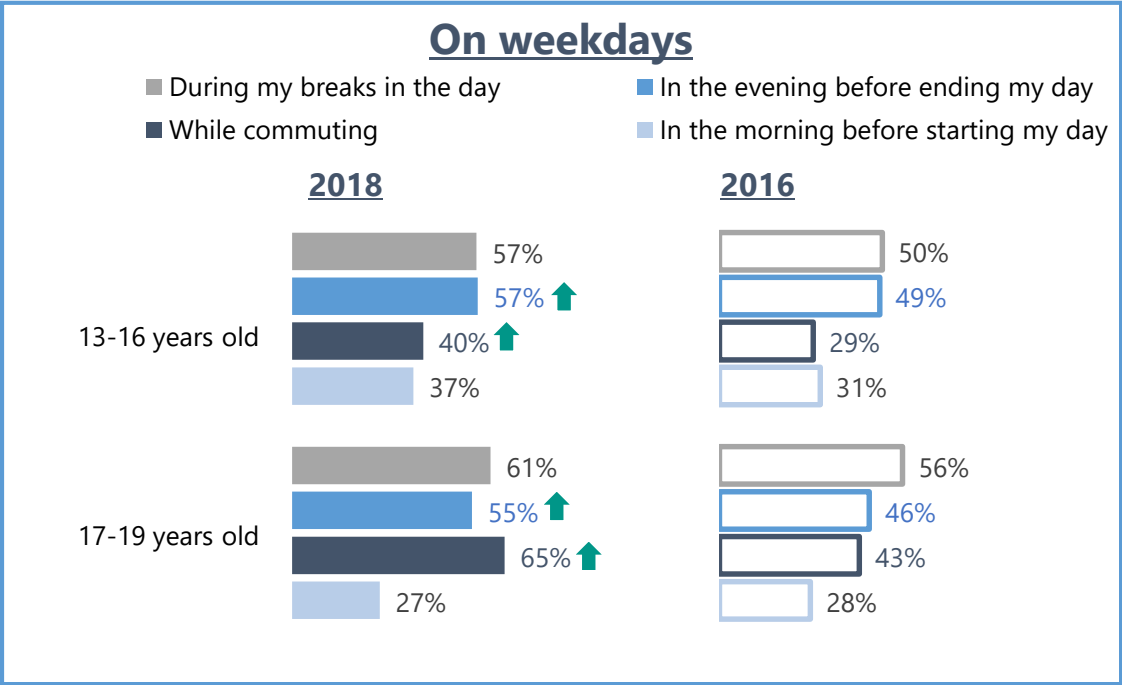
- More Singapore teenagers read during **in the evening before ending their day or while commuting** on weekdays and weekends, compared to 2016.



Base: Read on weekdays (2018: 867, 2016: n=462); Read on weekends (2018: 823, 2016: n=453)

WHEN DO TEENAGERS READ?

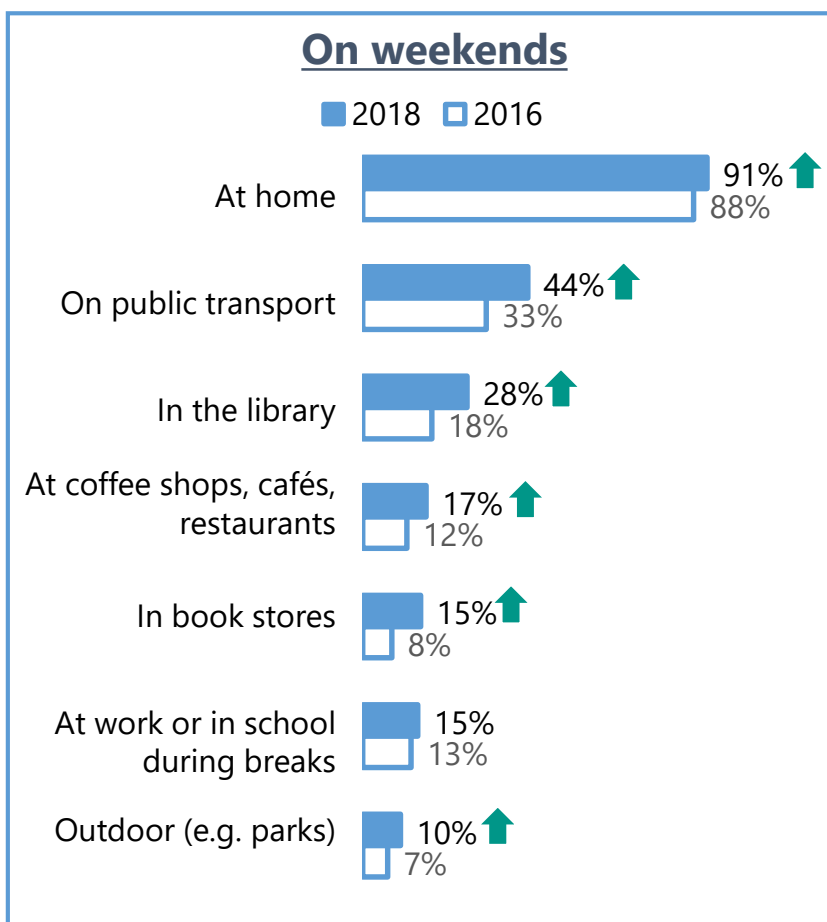
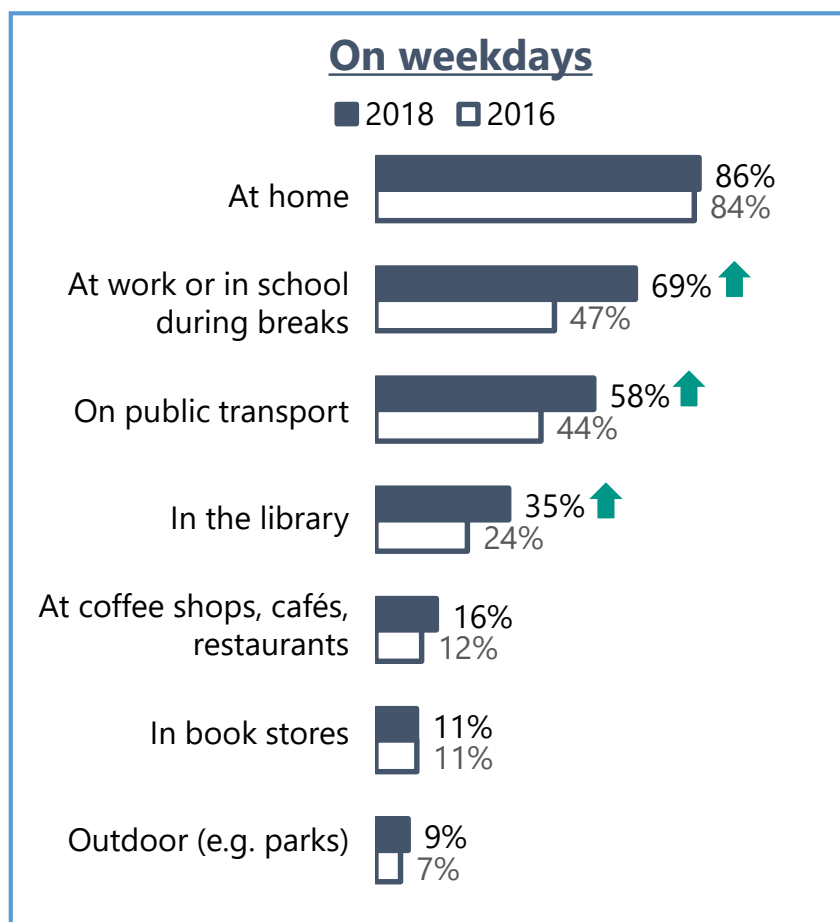
- A higher proportion of teenagers of all ages **read in the evening and while commuting on both weekdays and weekends.**



Base: Read on weekdays (2018: 867, 2016: n=462); Read on weekends (2018: 823, 2016: n=453)

WHERE DO TEENAGERS READ?

- Most teenage readers read **at home**, but there is an **increase in the proportion who read on weekdays at work or in school during breaks and on public transport**, as compared to those in 2016.



Base: Read on weekdays (2018: 867, 2016: n=462); Read on weekends (2018: 823, 2016: n=453)

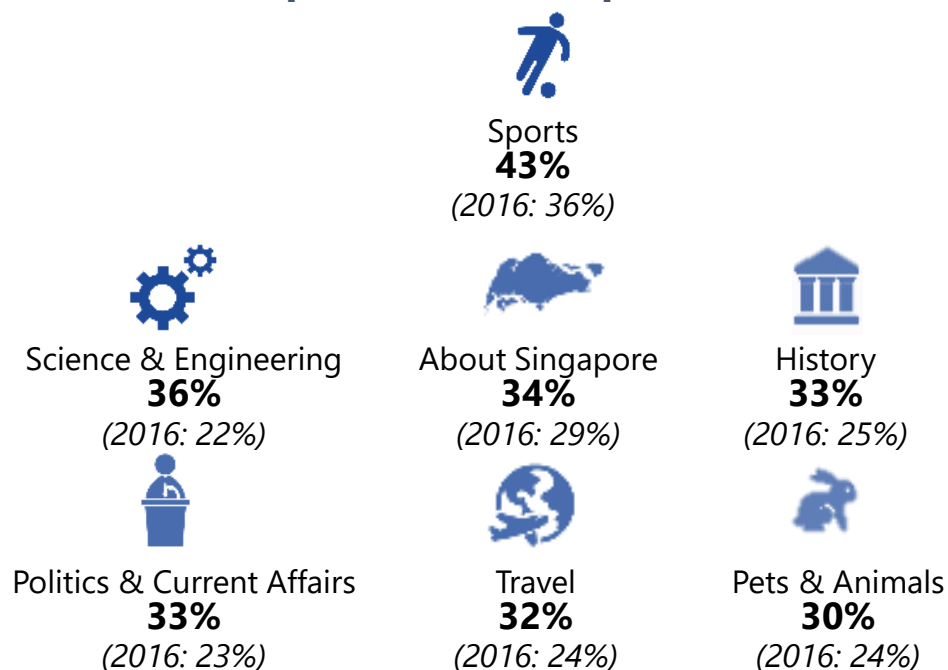
READING PREFERENCES

This section describes the top genres read for fiction and non-fiction for the various demographic groups.

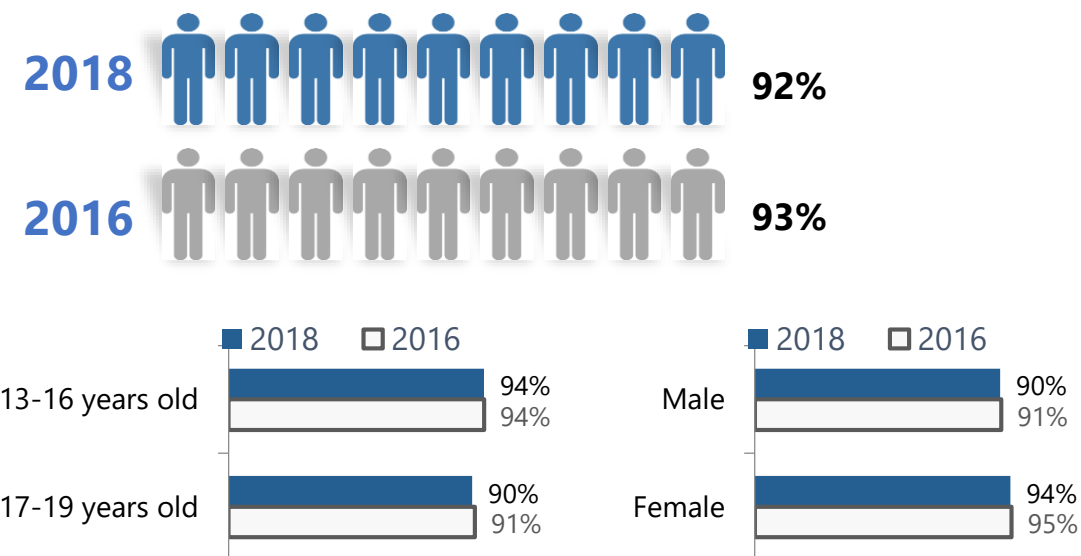
WHAT DO TEENAGERS LIKE TO READ?

- Similar to 2016, most teenage readers read **both non-fiction (98%) and fiction (93%)**.
- There are **clear differences** in genres and topics read **across age and gender**.

Top non-fiction topics read









































Read fiction









































Base: Readers (2018: n=870; 2016: n=471)

WHAT NON-FICTION TOPICS DO MALES READ?

- Male teenagers of all ages prefer reading sports to other genres. Among older males, a higher proportion read about politics and current affairs and information about Singapore compared to younger males.

MALES 13-16 years old				
Rank	2018		2016	
1	 Sports	61%	 Sports	52%
2	 Science & Engineering	44%	 Computers & IT	37%
3	 History	36%	 About Singapore	32%
4	 Computers & IT	36%	 History	30%
5	 Politics & Current Affairs	30%	 Science & Engineering	29%
6	 Pets & Animals	28%	 Health & Fitness	25%
7	 About Singapore	28%	 Politics & Current Affairs	22%
8	 Health & Fitness	25%	 Pets & Animals	17%
9	 Travel	20%	 Self-help	15%
10	 Arts	20%	 Recreation	15%
11	 Religion	18%	 Religion	13%
12	 Recreation	15%	 Biographies	13%
13	 Cooking	15%	 Travel	12%
14	 Self-help	15%	 Arts	12%
15	 Biographies	14%	 Cooking	10%
16	 Love & Relationships	12%	 Love & Relationships	10%
17	 Business & finance	8%	 Business & finance	4%
18	 Fashion, Beauty & Grooming	8%	 Fashion, Beauty & Grooming	4%
19	 Family & Parenting	5%	 Family & Parenting	4%

MALES 17-19 years old				
Rank	2018		2016	
1	 Sports	55%	 Sports	51%
2	 Politics & Current Affairs	47%	 Science & Engineering	35%
3	 About Singapore	45%	 About Singapore	33%
4	 Science & Engineering	43%	 History	31%
5	 Computers & IT	40%	 Computers & IT	29%
6	 History	34%	 Politics & Current Affairs	28%
7	 Health & Fitness	31%	 Travel	24%
8	 Self-help	29%	 Health & Fitness	22%
9	 Travel	29%	 Business & finance	19%
10	 Business & finance	23%	 Cooking	19%
11	 Pets & Animals	23%	 Biographies	18%
12	 Recreation	21%	 Love & Relationships	18%
13	 Biographies	21%	 Self-help	17%
14	 Arts	20%	 Pets & Animals	17%
15	 Religion	19%	 Recreation	16%
16	 Cooking	18%	 Fashion, Beauty & Grooming	15%
17	 Love & Relationships	15%	 Arts	12%
18	 Fashion, Beauty & Grooming	13%	 Religion	12%
19	 Family & Parenting	1%	 Family & Parenting	7%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 13-16 years old: 2018 (n=239); 2016 (n=136). 17-19 years old: 2018 (n=219); 2016 (n=114).

WHAT NON-FICTION TOPICS DO FEMALES READ?

- Among female teenagers of all ages, common topics are **fashion, beauty and grooming** as well as **travel**. Younger females also read about **pets and animals**, while older females read about **self-help**.

FEMALES 13-16 years old				
Rank	2018		2016	
1		Fashion, Beauty & Grooming 40%		Pets & Animals 40%
2		Pets & Animals 36%		Arts 32%
3		Travel 36%		Fashion, Beauty & Grooming 30%
4		Arts 35%		About Singapore 30%
5		History 33%		Love & Relationships 26%
6		Love & Relationships 33%		Sports 24%
7		Sports 32%		Travel 22%
8		About Singapore 28%		History 21%
9		Science & Engineering 27%		Recreation 19%
10		Health & Fitness 24%		Self-help 18%
11		Self-help 24%		Health & Fitness 16%
12		Cooking 24%		Cooking 16%
13		Politics & Current Affairs 19%		Politics & Current Affairs 15%
14		Recreation 19%		Biographies 15%
15		Religion 18%		Science & Engineering 13%
16		Computers & IT 11%		Religion 10%
17		Biographies 9%		Computers & IT 5%
18		Family & Parenting 7%		Family & Parenting 5%
19		Business & finance 6%		Business & finance 4%




















FEMALES 17-19 years old				
Rank	2018		2016	
1		Fashion, Beauty & Grooming 49%		Fashion, Beauty & Grooming 52%
2		Travel 46%		Love & Relationships 40%
3		Self-help 45%		Travel 39%
4		About Singapore 37%		Health & Fitness 29%
5		Politics & Current Affairs 36%		Self-help 28%
6		Arts 33%		Politics & Current Affairs 26%
7		Love & Relationships 32%		Pets & Animals 25%
8		Health & Fitness 32%		Cooking 24%
9		Pets & Animals 32%		Arts 23%
10		Cooking 29%		About Singapore 22%
11		Science & Engineering 28%		History 19%
12		History 25%		Recreation 17%
13		Recreation 23%		Religion 17%
14		Religion 22%		Business & finance 15%
15		Sports 21%		Sports 13%
16		Biographies 18%		Science & Engineering 10%
17		Computers & IT 12%		Biographies 9%
18		Family & Parenting 11%		Family & Parenting 6%
19		Business & finance 8%		Computers & IT 5%




















*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 13-16 years old: 2018 (n=228); 2016 (n=105). 17-19 years old: 2018 (n=184); 2016 (n=116).

WHAT FICTION GENRES DO MALES READ?

- Male teenagers of all ages read **mysteries, fantasy** and **science fiction**. Younger males also read **horror**, while older males also read **humorous stories and jokes, graphic novels, comics and manga** as well as **horror**.

MALES 13-16 years old				
Rank	2018		2016	
1	 Mysteries and thrillers	53%	 Mysteries and thrillers	51%
2	 Fantasy	49%	 Science fiction	40%
3	 Science fiction	46%	 Graphic novels, comics and manga	39%
4	 Horror	43%	 Fantasy	35%
5	 Humorous stories and jokes	38%	 Horror	29%
6	 Graphic novels, comics and manga	34%	 Humorous stories and jokes	29%
7	 Fictional life stories NEW	31%	 Folklore and mythologies	22%
8	 Folklore and mythologies	28%	 Love and relationship fiction	14%
9	 Love and relationship fiction	17%	 Poetry and plays	4%
10	 Poetry and plays	12%		0%




















MALES 17-19 years old				
Rank	2018		2016	
1	 Mysteries and thrillers	45%	 Mysteries and thrillers	41%
2	 Science fiction	45%	 Humorous stories and jokes	38%
3	 Fantasy	42%	 Fantasy	36%
4	 Humorous stories and jokes	41%	 Science fiction	34%
5	 Graphic novels, comics and manga	41%	 Graphic novels, comics and manga	30%
6	 Horror	41%	 Horror	29%
7	 Fictional life stories NEW	36%	 Folklore and mythologies	27%
8	 Folklore and mythologies	27%	 Love and relationship fiction	17%
9	 Love and relationship fiction	20%	 Poetry and plays	9%
10	 Poetry and plays	10%		




















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Base of male readers: 13-16 years old: 2018 (n=239); 2016 (n=136). 17-19 years old: 2018 (n=219); 2016 (n=114).

WHAT FICTION GENRES DO FEMALES READ?

- Among female teenagers, younger females read **mysteries and thrillers**, and **fantasy**, while older female teenagers read **love and relationship fiction**.

FEMALES 13-16 years old				
Rank	2018		2016	
1	 Mysteries and thrillers	61%	 Mysteries and thrillers	53%
2	 Fantasy	58%	 Love and relationship fiction	46%
3	 Horror	55%	 Fantasy	44%
4	 Humorous stories and jokes	52%	 Folklore and mythologies	41%
5	 Love and relationship fiction	45%	 Horror	35%
6	 Fictional life stories NEW	38%	 Science fiction	30%
7	 Science fiction	32%	 Humorous stories and jokes	29%
8	 Graphic novels, comics and manga	32%	 Graphic novels, comics and manga	26%
9	 Folklore and mythologies	26%	 Poetry and plays	15%
10	 Poetry and plays	21%		

FEMALES 17-19 years old				
Rank	2018		2016	
1	 Love and relationship fiction	51%	 Love and relationship fiction	50%
2	 Fantasy	47%	 Mysteries and thrillers	48%
3	 Mysteries and thrillers	47%	 Folklore and mythologies	36%
4	 Humorous stories and jokes	46%	 Humorous stories and jokes	34%
5	 Fictional life stories NEW	44%	 Fantasy	28%
6	 Science fiction	37%	 Horror	26%
7	 Horror	35%	 Science fiction	19%
8	 Graphic novels, comics and manga	34%	 Graphic novels, comics and manga	16%
9	 Folklore and mythologies	29%	 Poetry and plays	15%
10	 Poetry and plays	23%		

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 13-16 years old: 2018 (n=228); 2016 (n=105). 17-19 years old: 2018 (n=184); 2016 (n=116).

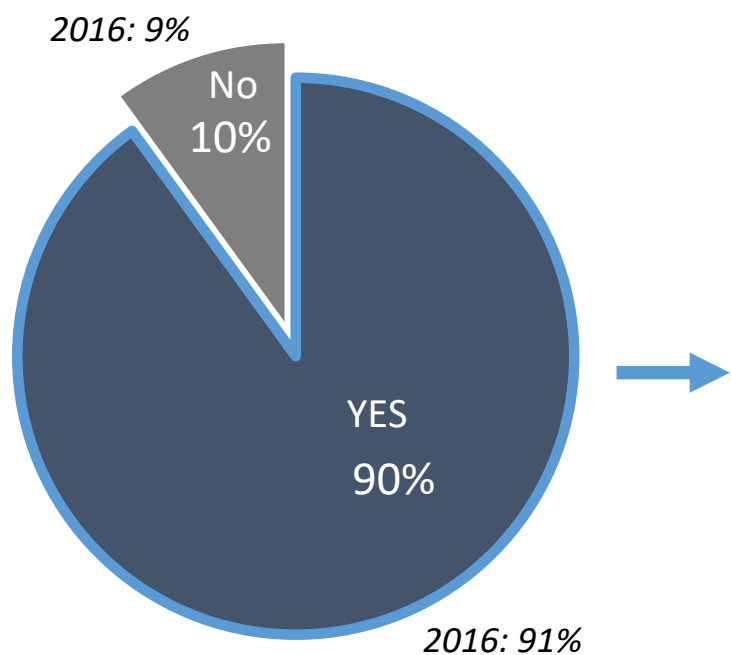
ABOUT BOOKS

This section looks at the average number of books read by Singapore residents in the past 12 months and the book formats covered, as well as the different sources of books.

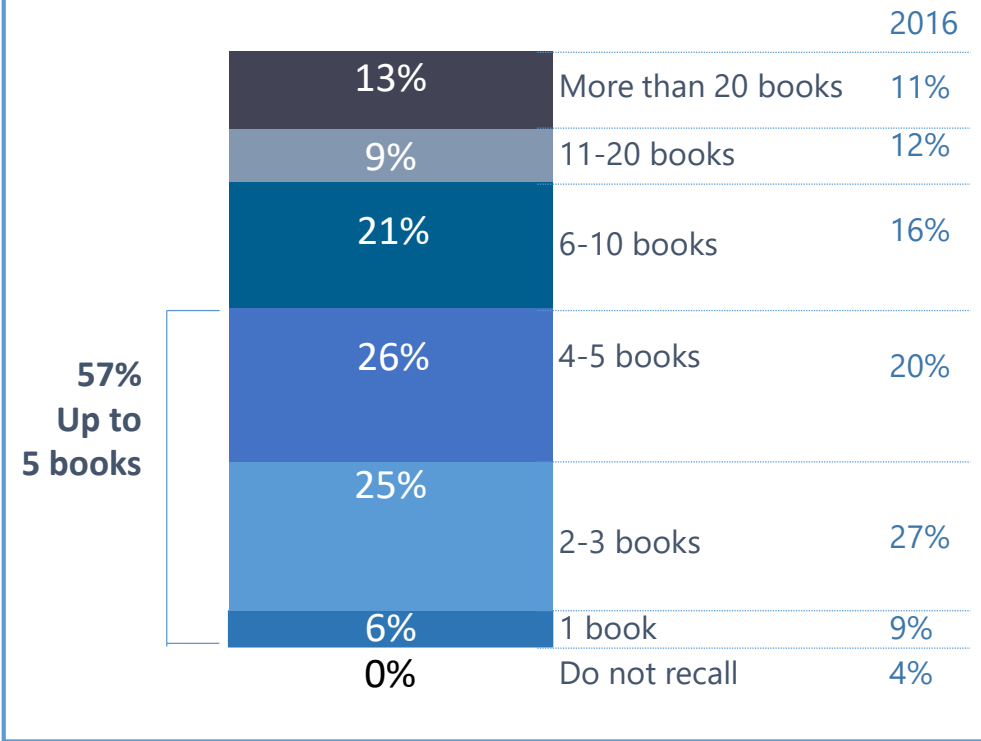
ARE TEENAGERS STILL READING BOOKS?

- Similar to 2016, about **90%** of Singapore teenagers have **read at least 1 book in the past 12 months**.
- 57% of those who read books have read **up to 5 books**, while 43% have read more than 5 books.

Read at least 1 book in the past 12 months



Number of books read in past 12 months



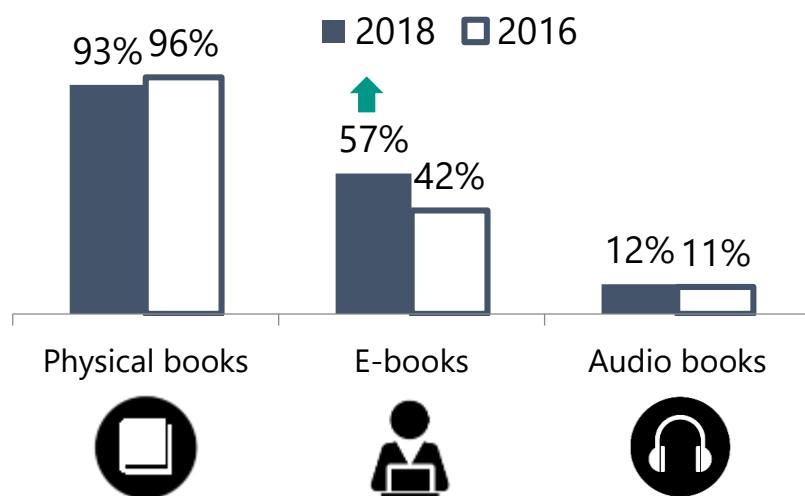
*Those who read at least 1 book will be known as “book readers” (n=805) in the rest of this report

Base: All respondents (2018: n=895; 2016: n=485)

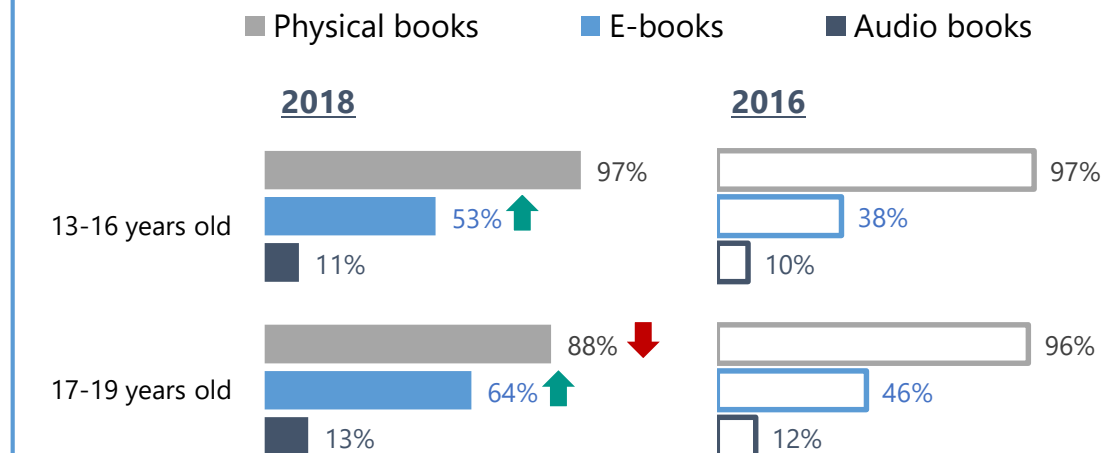
WHAT BOOK FORMAT DO TEENAGERS READ?

- Among the book readers, **similar** proportions have read **physical books** (93%) while **more have read e-books** (57%) in 2018 compared to 2016.
- A higher proportion of **book readers of all ages read e-books**, while **a lower proportion of older teenagers read physical books**.

Format of books read in past 12 months



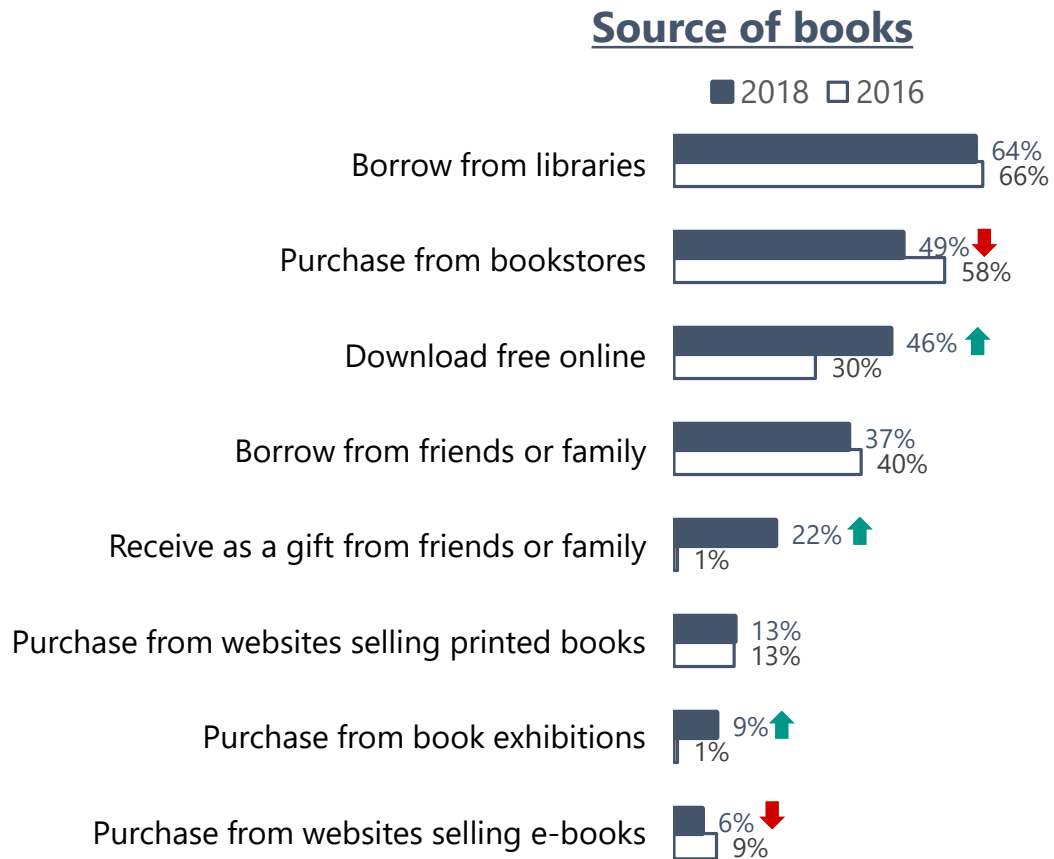
Format of books read by age



Base: Book Readers: 2018: (n=805); 2016 (n=423)

WHERE DO TEENAGERS GET THEIR BOOKS FROM?

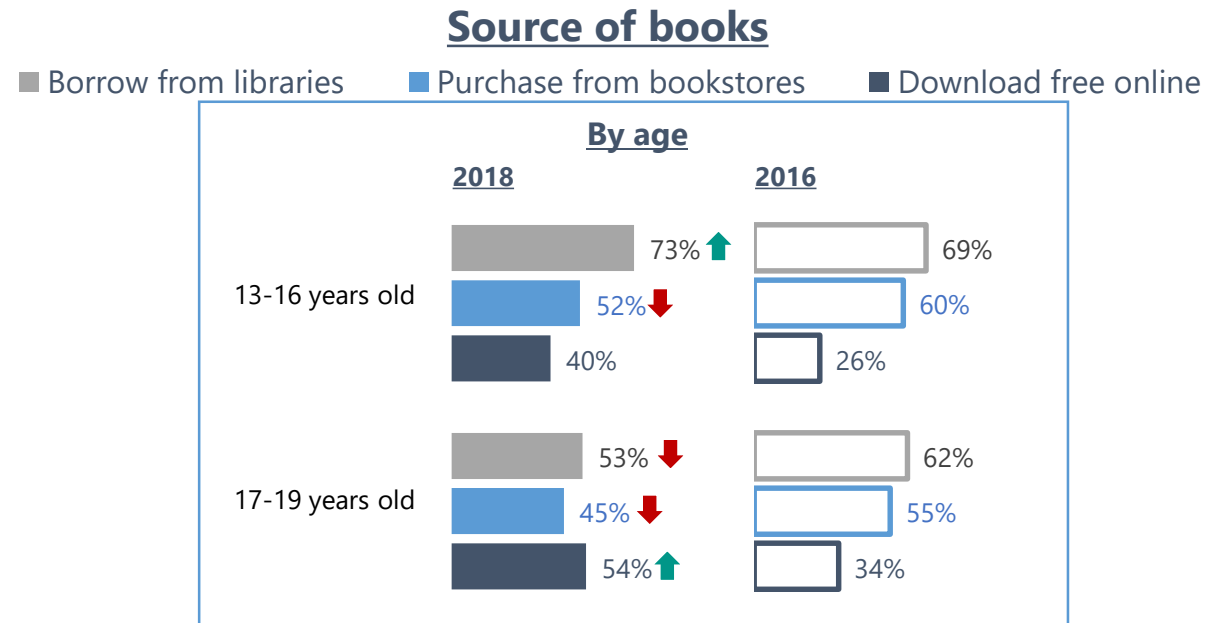
- Among teenage book readers, **libraries remain the top source of physical books** with 64% borrowing from libraries.
- **A higher proportion of teenage readers download free books** in 2018 as compared to 2016.



Base: Book Readers: 2018: (n=805); 2016 (n=423)

WHERE DO TEENAGERS GET THEIR BOOKS FROM?

- A higher proportion of **younger book readers borrow books from libraries**, while **more older teenage book readers download free books** in 2018 as compared to 2016.



Base: Book Readers: 2018: (n=805); 2016 (n=423)

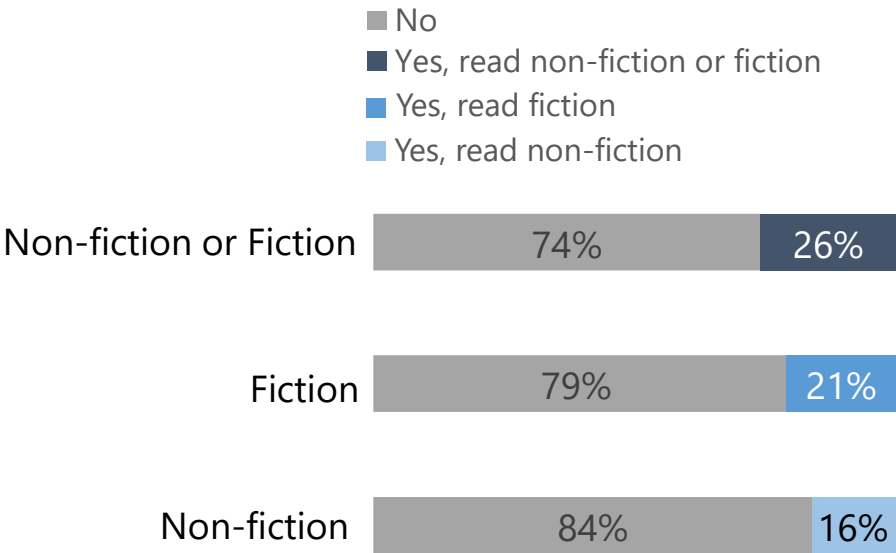
ABOUT SINGLIT

This section looks at the readership of books written by Singaporean writers or authors (i.e. SingLit) in the the past 12 months.

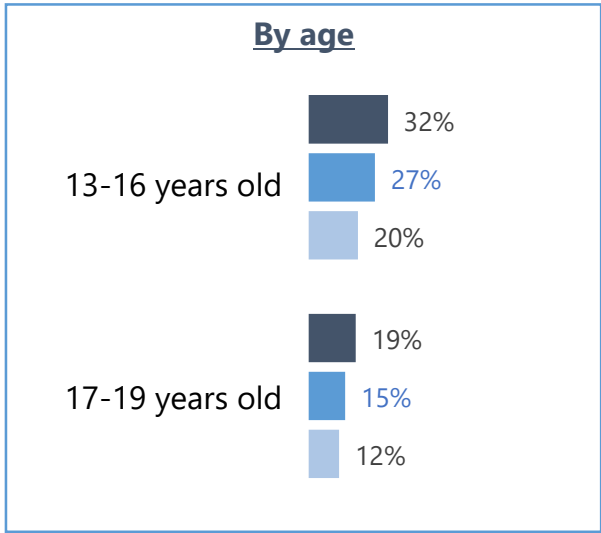
DO TEENAGERS READ SINGLIT BOOKS?

- **26%** of teenagers **read SingLit books** (i.e. works by Singapore writers or authors) in the past 12 months, with **more reading fiction**.
- A higher proportion of younger teenagers **read SingLit**, compared to older teenagers.
- There is **no significant difference by gender**.

Read SingLit books (i.e. works by Singaporean writers or authors) in the past 12 months



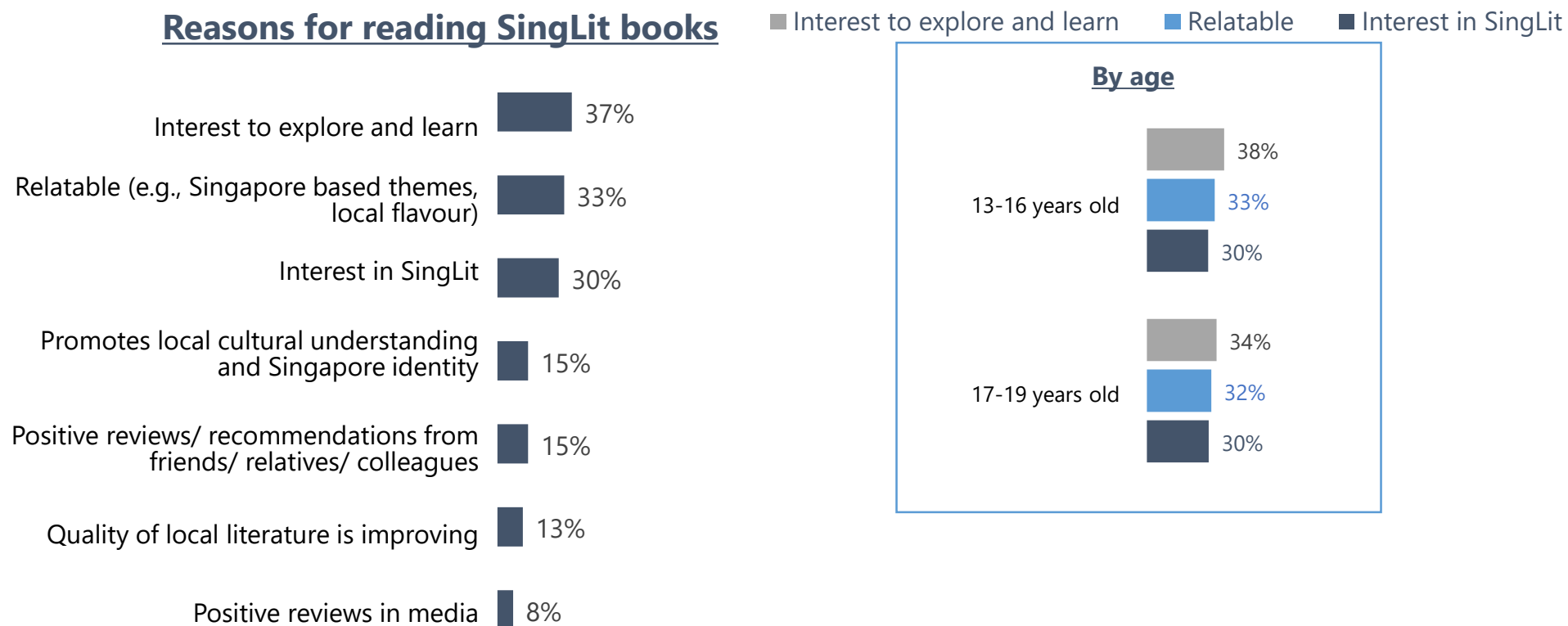
■ Read non-fiction or fiction ■ Read fiction ■ Read non-fiction



Base: All respondents (2018: n=895; 2016: N.A as new in 2018)

WHY DO TEENAGERS READ SINGLIT BOOKS?

- Among teenagers who have read SingLit, they indicated that they are **interested to explore and learn**, and find SingLit **relatable and interesting**.
- There is **no significant difference in reasons** for reading SingLit between ages and gender.

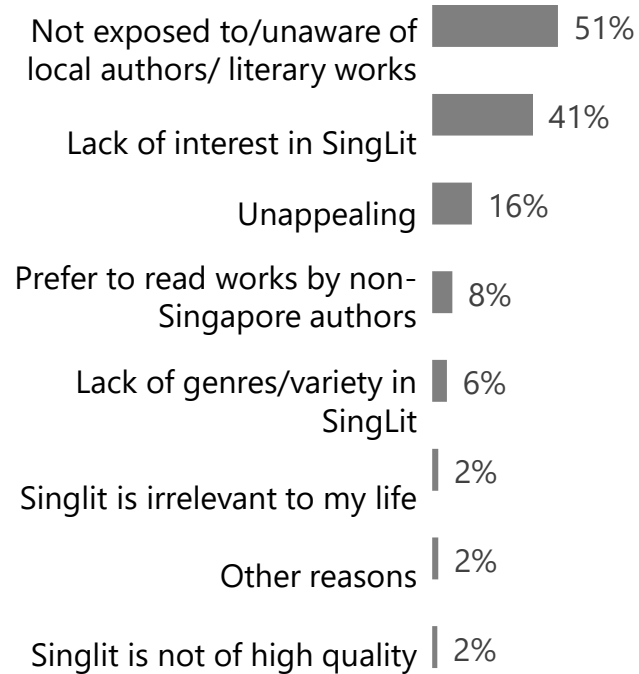


Base: SingLit readers (2018: n=232)

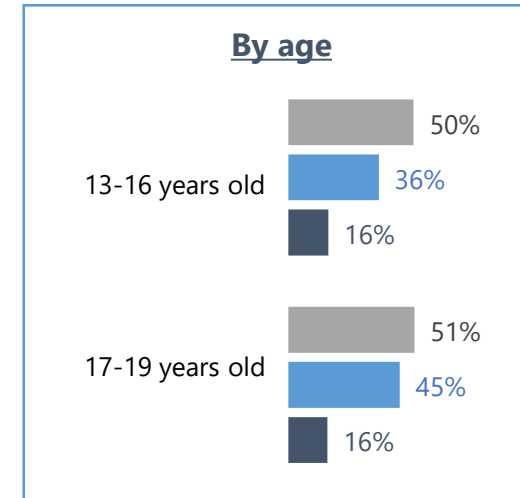
WHY DO TEENAGERS NOT READ SINGLIT BOOKS?

- The main reason why teenagers are not reading SingLit is the **lack of awareness** and **interest**.
- There is **no significant difference in reasons** for not reading SingLit between ages and gender.

Reasons for not reading SingLit books



- Unaware of local authors/ literary works
- Lack of interest in SingLit
- Unappealing



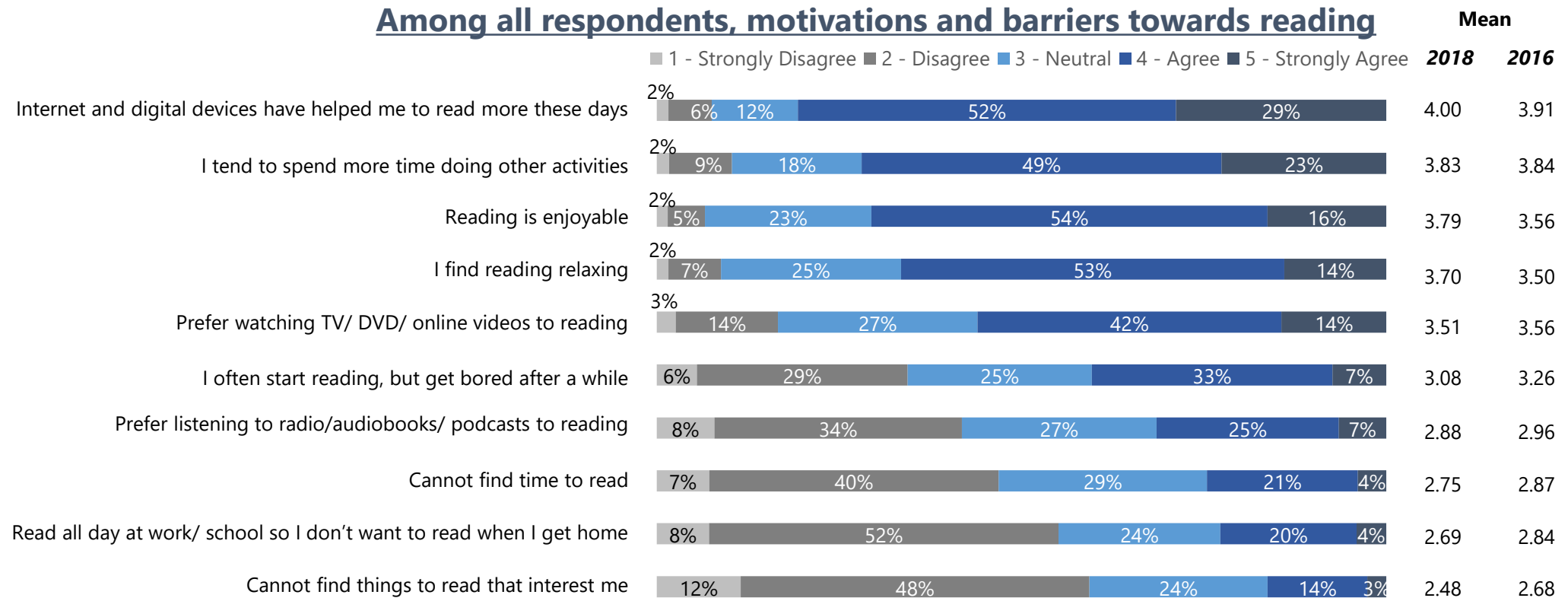
Base: SingLit non-readers (2018: n=457)

MOTIVATIONS AND BARRIERS

This section looks into the reasons for reading in general and the factors that inhibit reading.

WHAT ARE TEENAGERS' READING MOTIVATIONS AND BARRIERS?

- More teenagers agreed that they are **motivated to read** in 2018 compared to in 2016. Most indicated that the **internet and digital devices have helped them to read more**.
- The main barrier to reading remains that **teenagers tend to spend more time doing other activities**.

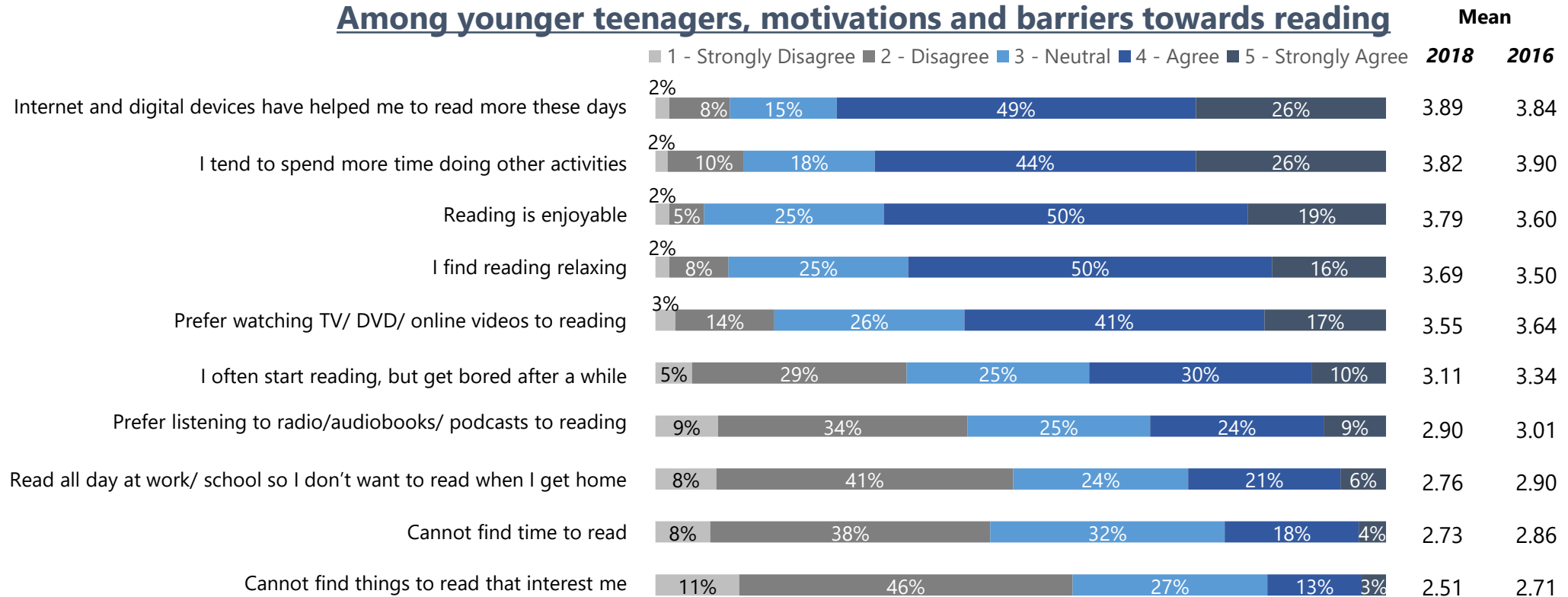


Base: All respondents (2018: n=895; 2016: 485)

WHAT ARE TEENAGERS' READING MOTIVATIONS AND BARRIERS?

- **Younger teenagers** indicated that the **internet and digital devices have helped them to read more**, with about 26% of them who strongly agree.
- Similar proportion of teenagers (26%) strongly agree that they **tend to spend more time doing other activities**.

Among younger teenagers, motivations and barriers towards reading

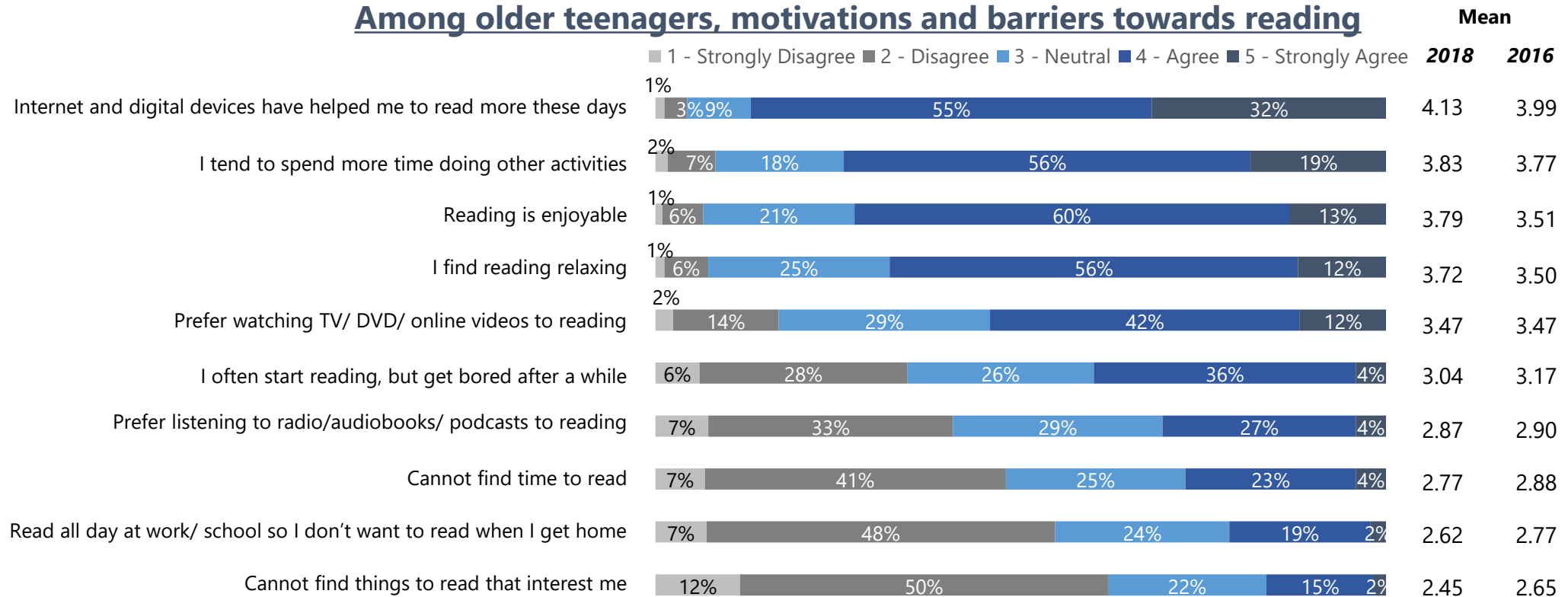


Base: Respondents aged 13 to 16 years old (2018: n=480; 2016: n=248)

WHAT ARE TEENAGERS' READING MOTIVATIONS AND BARRIERS?

- **Older teenagers** agreed that **internet and digital devices have helped them to read more**, with much higher proportion who strongly agreed compared to the younger teenagers.
- Similar to the younger teenagers, the main barrier to reading remains that they **tend to spend more time doing other activities**.

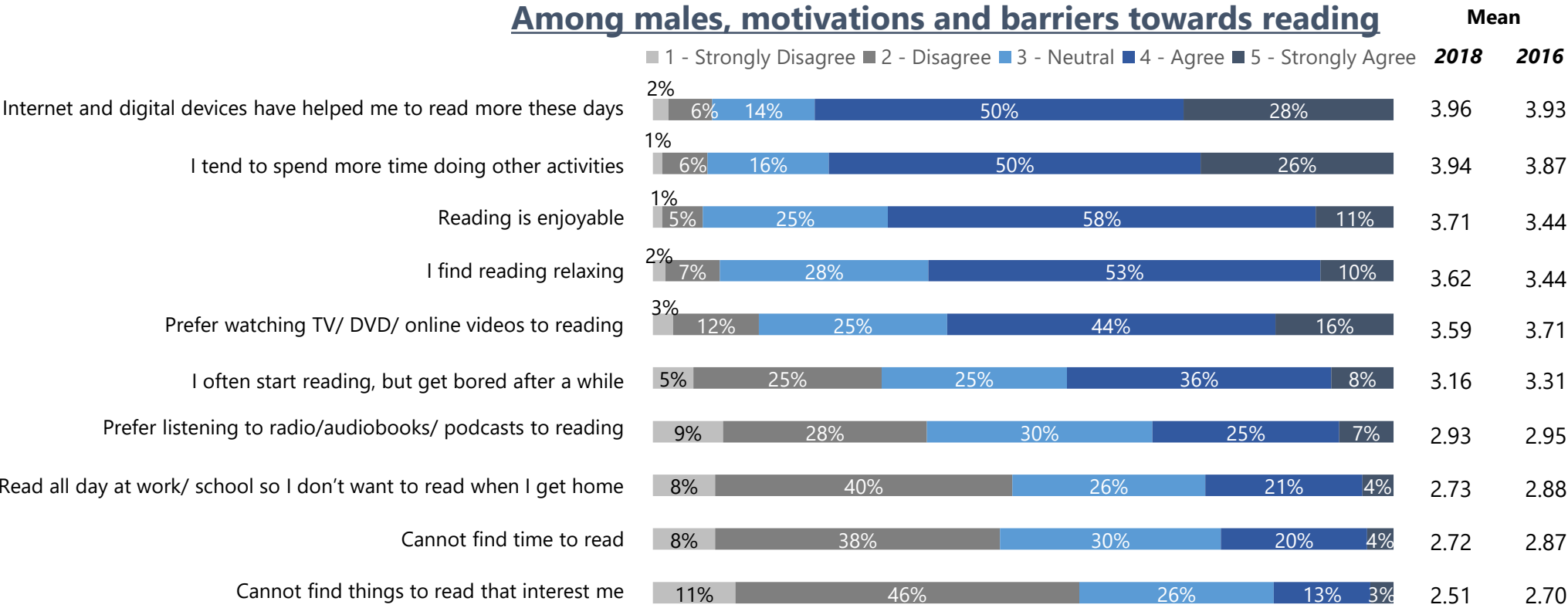
Among older teenagers, motivations and barriers towards reading



Base: Respondents aged 17 to 19 years old (2018: n=415; 2016: 237)

WHAT ARE MALES' READING MOTIVATIONS AND BARRIERS?

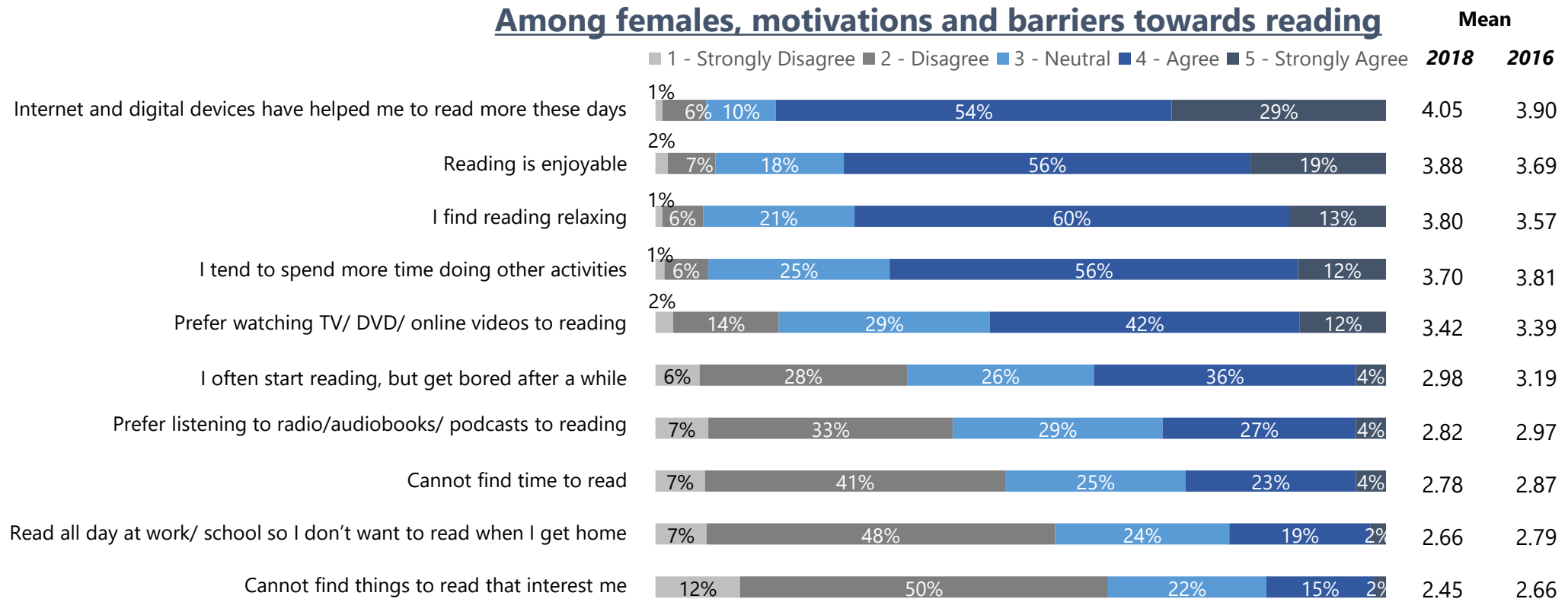
- Among male teenagers, 28% of them strongly agree that the internet and digital devices have helped them to read more.
- The main barrier to reading for male teenagers is that they tend to spend more time doing other activities.



Base: Male respondents (2018: n=476; 2016: 258)

WHAT ARE FEMALES' READING MOTIVATIONS AND BARRIERS?

- Compared to male teenagers, more **female teenagers** agree that **reading is enjoyable and relaxing**. **Internet and digital devices** is also a top motivator to read, similar to male teenagers and all age groups.
- The main barrier to reading for the female teenagers remains that they **tend to spend more time doing other activities**.



Base: Female respondents (2018: n=419; 2016: 227)

Thank you



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