

METHODOLOGY

Online interviews



Door-to-door interviews

SAMPLE SIZE

2,918

Singapore residents aged 20 years and above

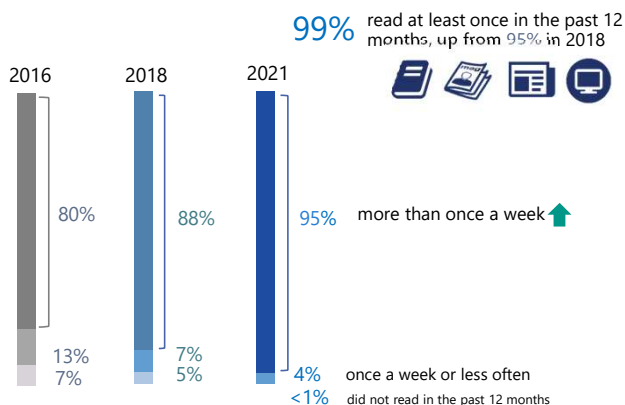
Respondent profile is representative of Singapore resident population by:

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



MORE ADULTS READ

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

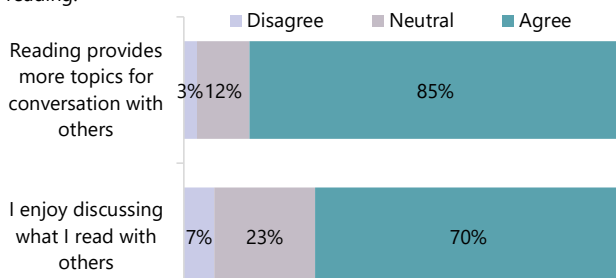


Note: Percentages have been rounded to the nearest whole number and may not add up to 100% due to rounding.

NEW

ADULTS SHARE AND DISCUSS WHAT THEY READ

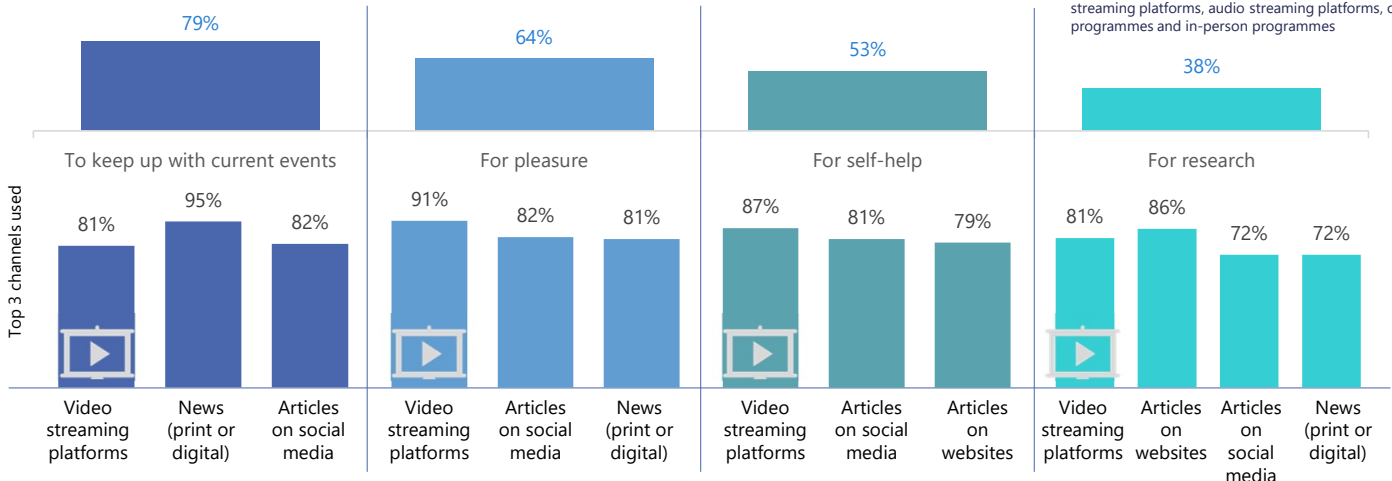
64% agree with **both** the following statements about the social aspect of reading.



Note: Percentages have been rounded to the nearest whole number and may not add up to 100% due to rounding.

NEW

VIDEO STREAMING PLATFORMS WIDELY USED FOR INFO GATHERING NEEDS



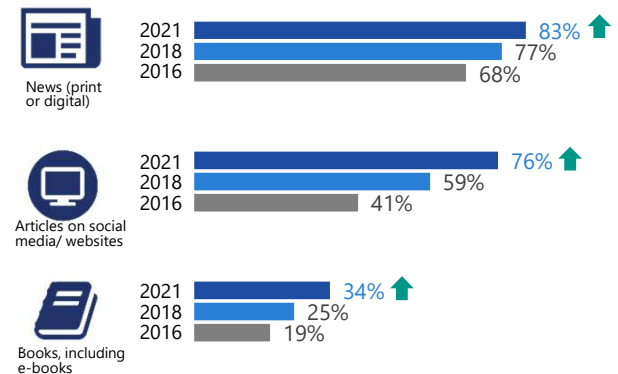
Notes on Analysis:

Significant differences between the 2021 findings and 2018 findings at the 95% C.I are denoted with the following symbols:

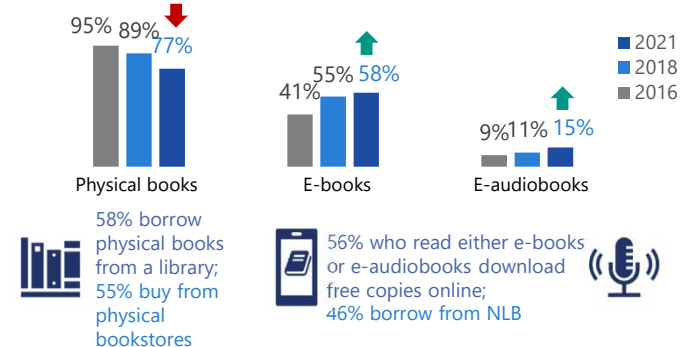
↑ Significantly higher in 2021 than in 2018/ ↓ Significantly lower in 2021 than in 2018

INCREASE IN READING OF ALL MATERIAL

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



MORE BOOK READERS ARE USING DIGITAL BOOKS



Respondents were asked to select from the following: non-fiction books, fiction books, magazines, news (print or digital), articles on social media, articles on websites, video streaming platforms, audio streaming platforms, online programmes and in-person programmes