

METHODOLOGY

Online interviews



Door-to-door interviews

SAMPLE SIZE

692

Singapore residents aged 17 to 19 years old

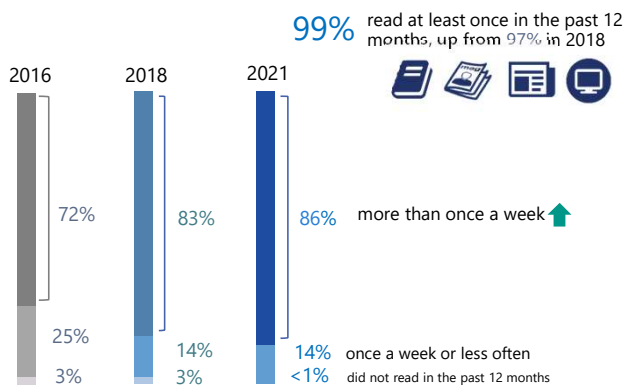


Fieldwork was not completed for this segment due to constraints from COVID-19 safe management measures, and the sample is not fully representative. Details in the full report.



MORE OLDER TEENAGERS READ

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

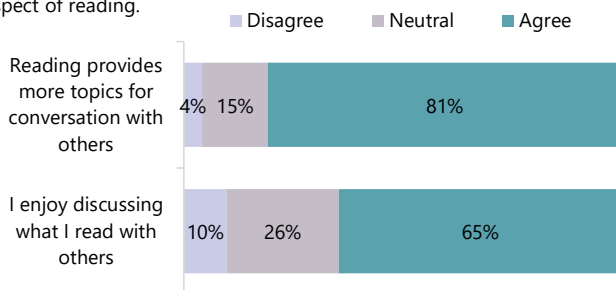


Note: Percentages have been rounded to the nearest whole number and may not add up to 100% due to rounding.

NEW

OLDER TEENAGERS SHARE AND DISCUSS READS

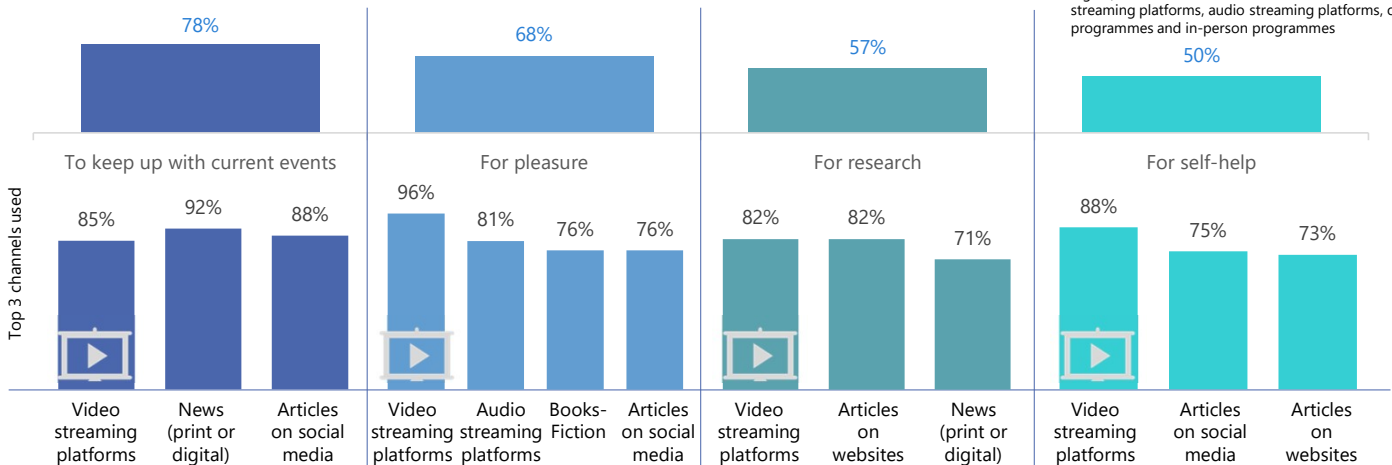
58% agree with both the following statements about the social aspect of reading.



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



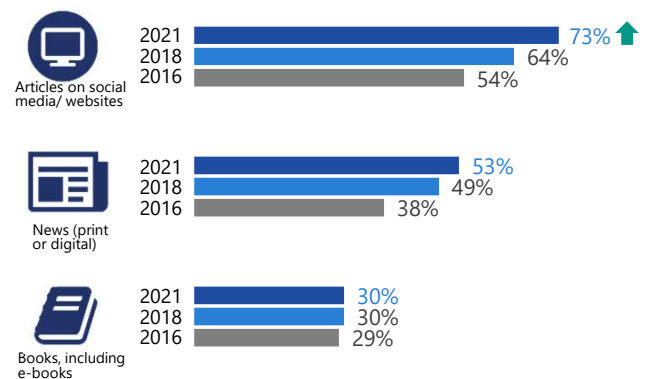
Notes on Analysis:

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

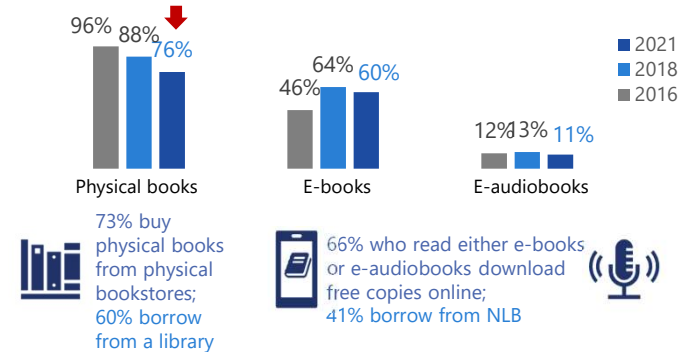
↑ Significantly higher in 2021 than in 2018/ ↓ Significantly lower in 2021 than in 2018

INCREASE IN READING OF ONLINE ARTICLES

Older teenagers read the following more than once a week...



DROP IN PHYSICAL BOOK READERS



METHODOLOGY

Online interviews



Door-to-door
interviews

SAMPLE SIZE

164

Singapore residents aged
13 to 16 years old

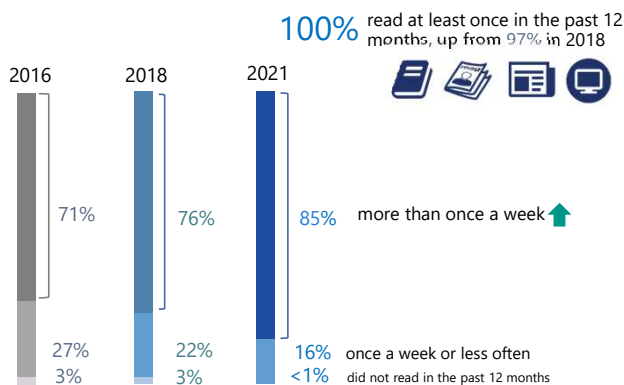


Fieldwork was not completed for this segment due to constraints from COVID-19 safe management measures, and the sample is not fully representative. Details in the full report.



MORE YOUNGER TEENAGERS READ

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

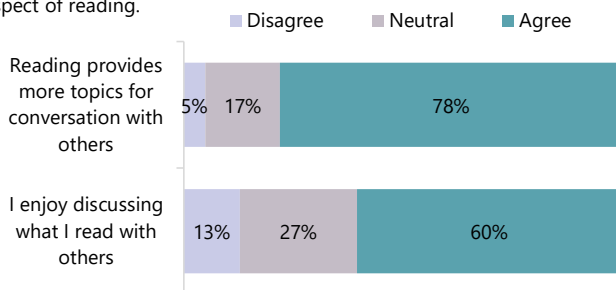


Note: Percentages have been rounded to the nearest whole number and may not add up to 100% due to rounding.

NEW

YOUNGER TEENAGERS SHARE AND DISCUSS READS

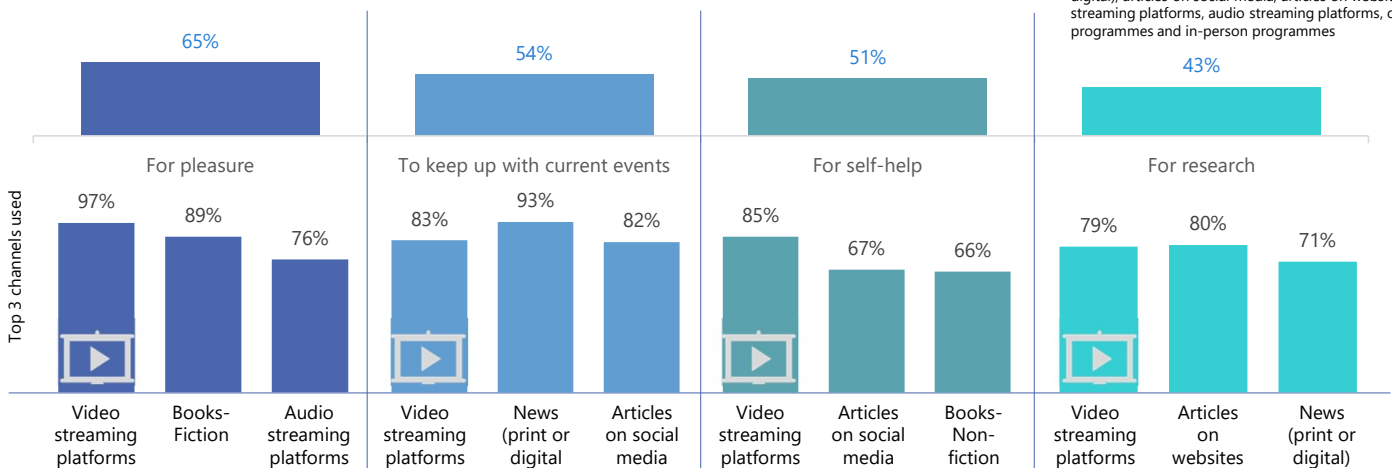
51% agree with **both** the following statements about the social aspect of reading.



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



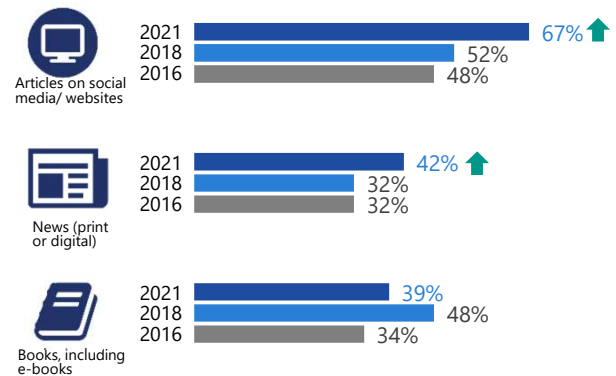
Notes on Analysis:

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

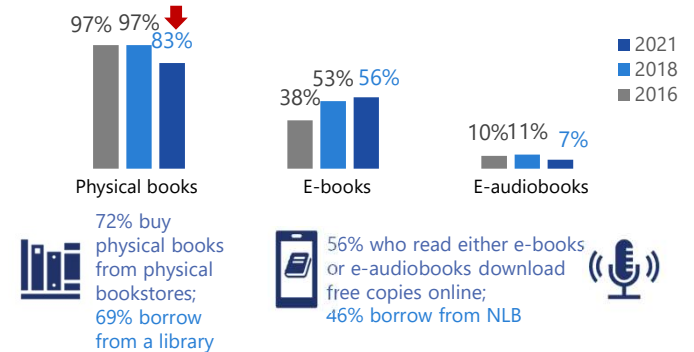
↑ Significantly higher in 2021 than in 2018/ ↓ Significantly lower in 2021 than in 2018

INCREASE IN READING OF ONLINE ARTICLES AND NEWS

Younger teenagers read the following more than once a week...



DROP IN PHYSICAL BOOK READERS



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