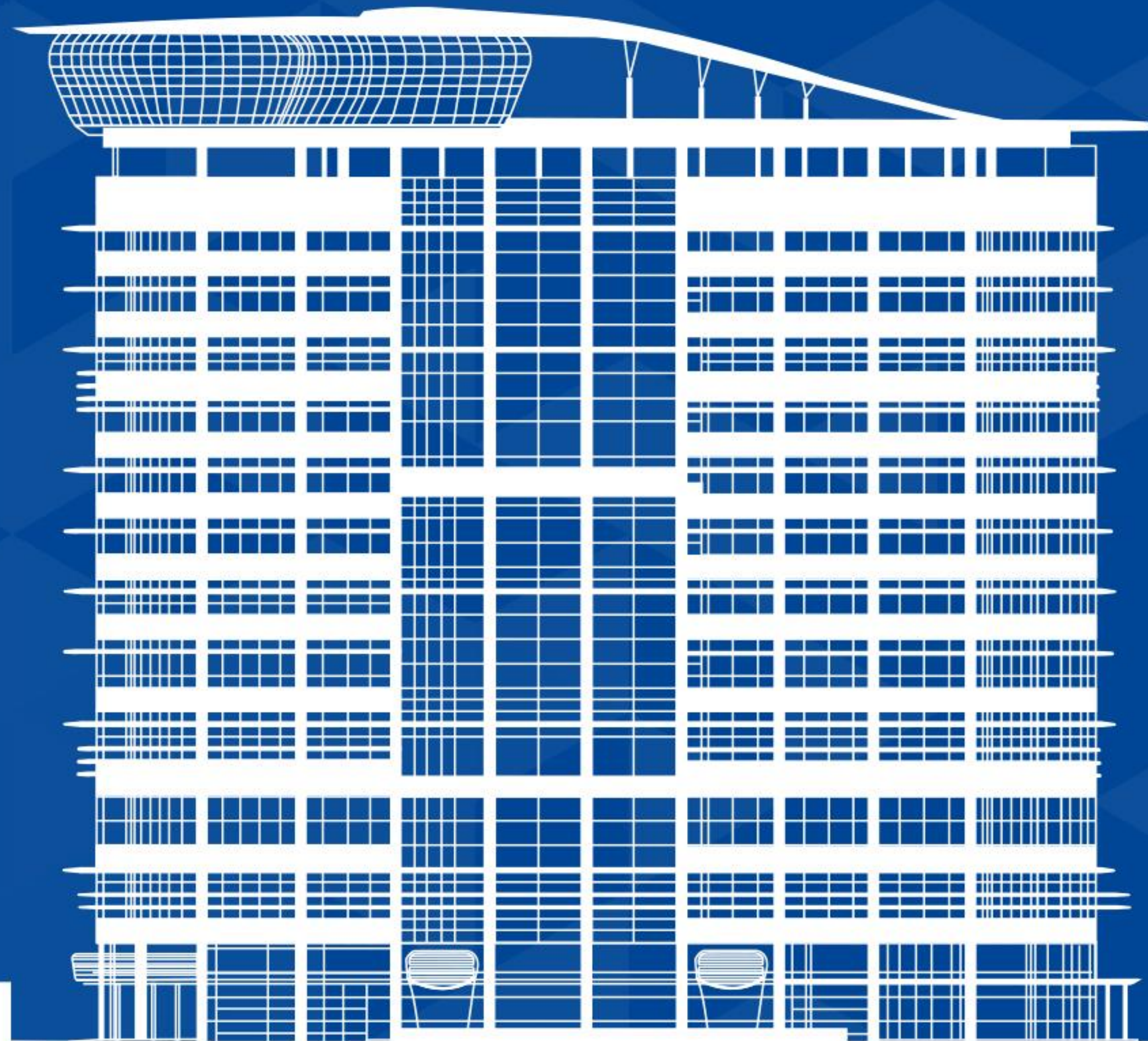


2021 NATIONAL READING HABITS STUDY ON TEENAGERS



National Library Board
Singapore

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STUDY OBJECTIVES AND METHODOLOGY

STUDY OBJECTIVES

National Library Board (NLB) conducted the National Reading Habits Study in 2016, 2018 and 2021 to track leisure reading trends among Singapore residents. The new questions for 2021 are indicated in the report.

In this report, the reading habits of teenagers are highlighted in two sections – *older teens* (17 to 19 years old) and *younger teens* (13 to 16 years old). There are no overall findings on teenagers.

The study generally seeks to find out:

1

Reading habits

- Are teens reading?
- Why do teens read? What are other platforms used for these purposes?
- Are bilingual teens reading in their mother tongue?
- How do teens discover new materials to read?

2

Reading preferences

- What teens consider when choosing what to read?
- What non-fiction topics do teens read?
- What fiction genres do teens read?

3

About books

- Are teens still reading books?
- Where do teens get their books from?
- How do teens engage with books they read?

4

About SingLit

- Do teens read SingLit books?

5

Reading motivations and barriers

- What are the reading motivations and barriers for teens?

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

→ Include both physical and digital magazines.



News

→ Refers to printed newspaper as well as online news.



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, Tumblr, Twitter) or websites.

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

DATA COLLECTION METHOD

The 2021 study was conducted by trained interviewers from July to December 2021 when COVID-19 was a public health concern. About 30% of the surveys were completed using door-to-door interviews when permitted by government regulations, in line with the prevailing COVID-19 safe management measures. The remaining 70% of interviews were completed using interviews on Zoom.

Due to the constraints arising from safe management measures for COVID-19, fieldwork was not completed for “younger teens” aged 13 to 16 years old, and we oversampled “older teens” aged 17 to 19 years old. As such, this report separately highlights findings for older teens followed by younger teens.

About the 2021 Sample of Teens

- ➔ 692 interviews were conducted with Singapore residents aged 17 to 19 years old, and 164 interviews were conducted with residents aged 13 to 16 years old.
- ➔ Each interview lasted an average of about 30 minutes.
- ➔ Compared to population proportions, this sample of older teens has 5% more who live in private housing and 9% more Chinese.
- ➔ As for younger teens, this sample has 5% more males, 9% more Chinese and 7% more who live in private housing.
- ! ➔ Any comparison of the 2021 findings on teens to 2018 findings are to be interpreted with caution, especially for younger teens due to small sample size.

Notes on analysis:

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

↑ *Significantly higher in 2021 than in 2018*

↓ *Significantly lower in 2021 than in 2018*

OLDER TEENAGERS 17-19 YEARS OLD

PROFILE OF RESPONDENTS

The unweighted survey sample for older teens has 9% more Chinese and 5% more who live in private housing, compared to population proportions.

Ethnicity	n	% of total
Chinese	525	76%
Malay	76	11%
Indian	64	9%
Others	27	4%
Total	692	100%

Gender	n	% of total
Male	355	51%
Female	337	49%
Total	692	100%

Dwelling Type	n	% of total
1 or 2-room HDB flat	18	3%
3-room HDB flat	65	9%
4-room HDB flat	209	30%
5-room/ Executive HDB flat	186	27%
Executive Condominium/HUDC	21	3%
Condominium/ Apartment / Private Flat	131	19%
Landed Property	57	8%
Others	5	1%
Total	692	100%

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1)

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.



Notes on analysis:

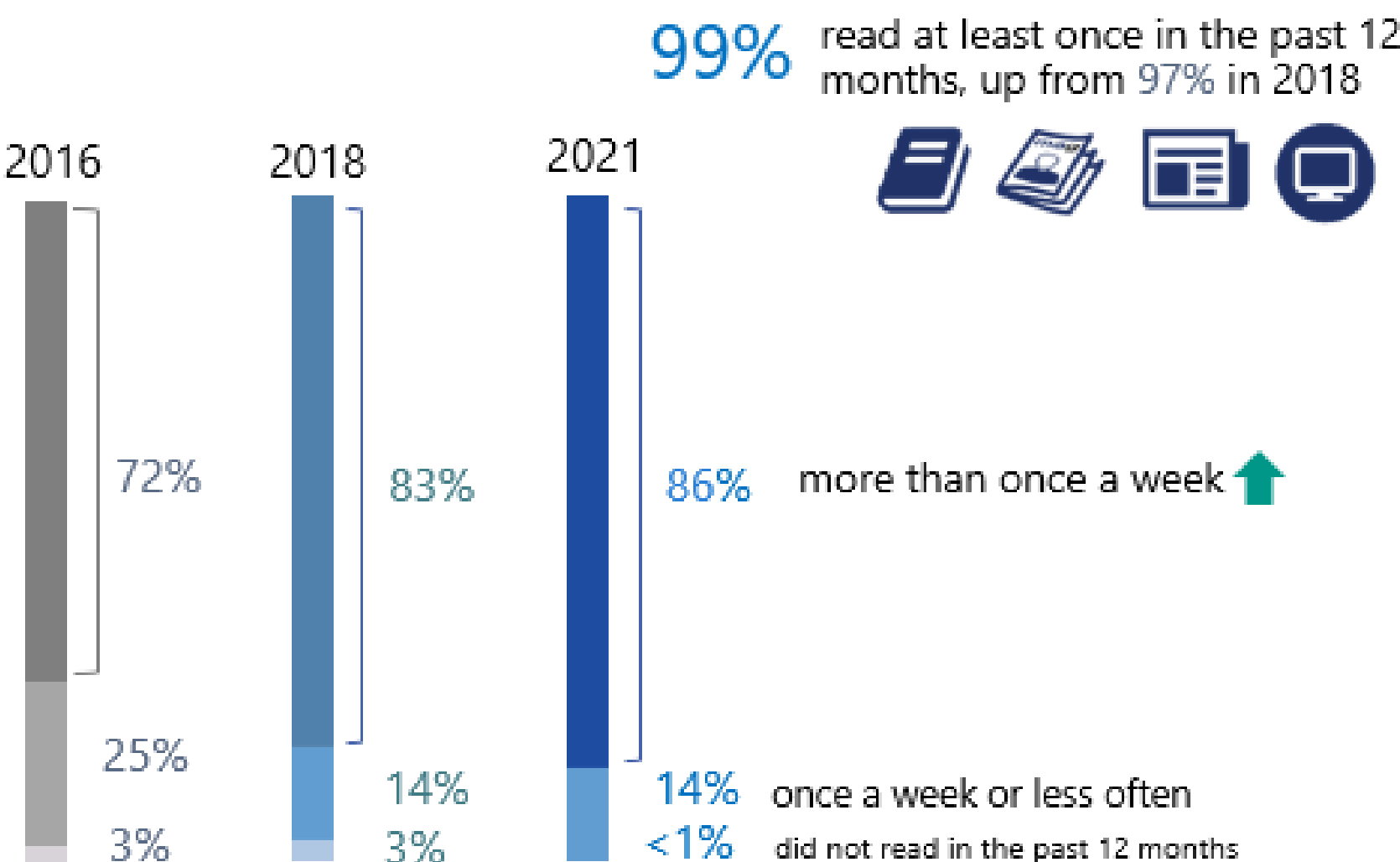
Significant
differences between
the 2021 and 2018
findings at the 95%
C.I. are denoted by
the following
symbols:

↑ Significantly
higher in 2021 than
in 2018

↓ Significantly
lower in 2021 than
in 2018

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.

INCREASE IN READING OF ONLINE ARTICLES

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



Articles on social
media/ websites



News (print
or digital)



Books, including
e-books

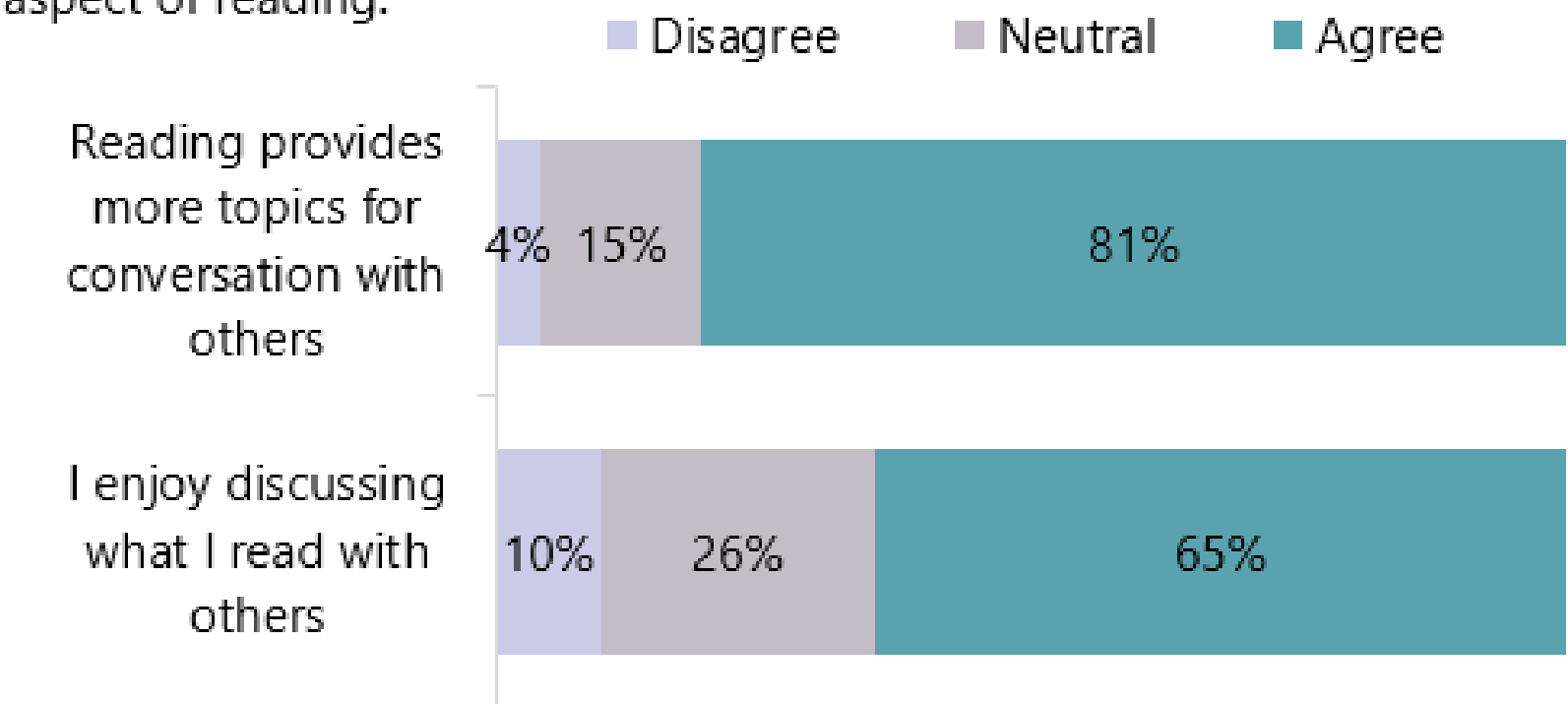


EXECUTIVE SUMMARY (2)

NEW

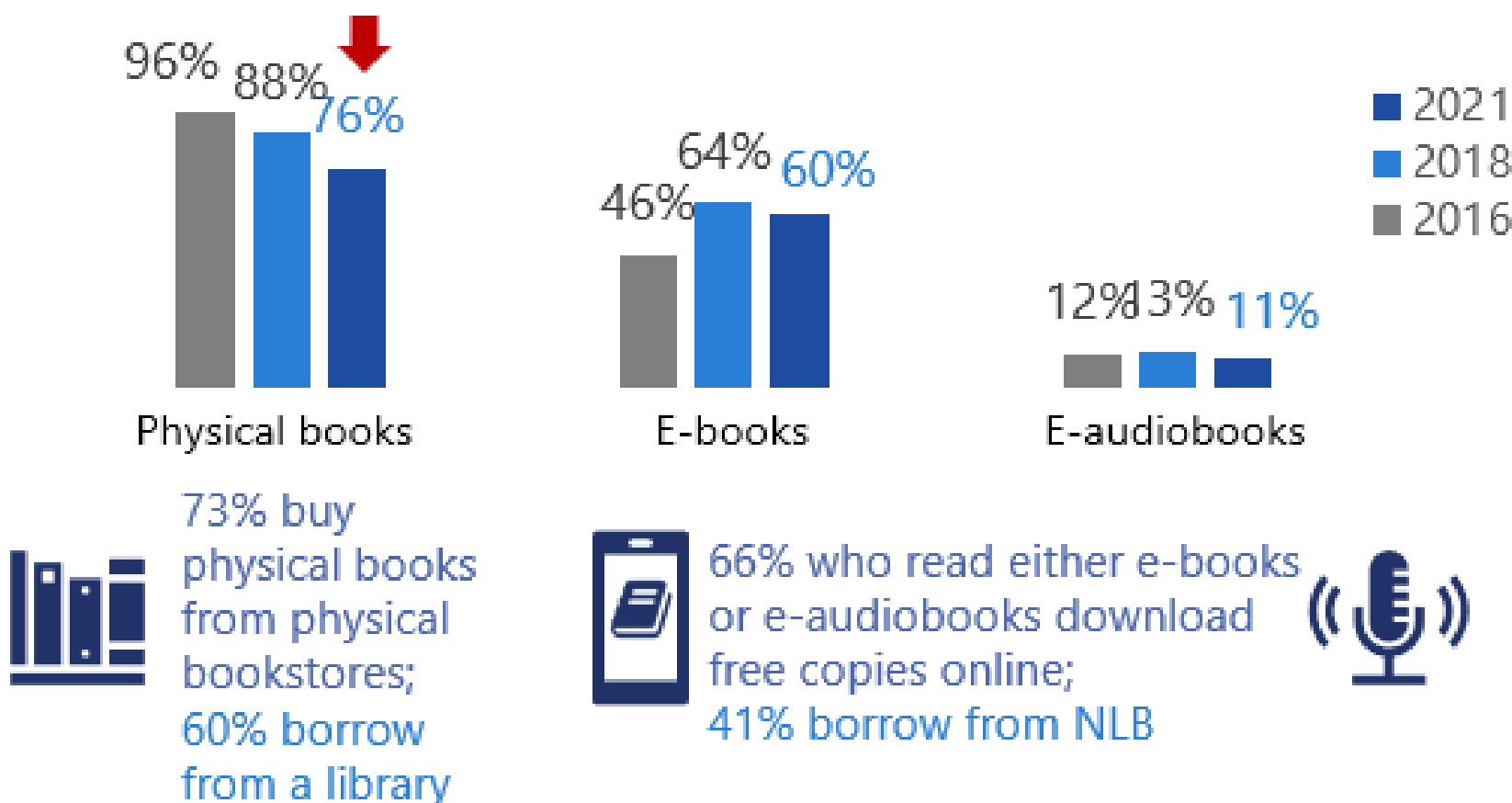
OLDER TEENAGERS SHARE AND DISCUSS READS

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.

DROP IN PHYSICAL BOOK READERS



Notes on analysis:

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

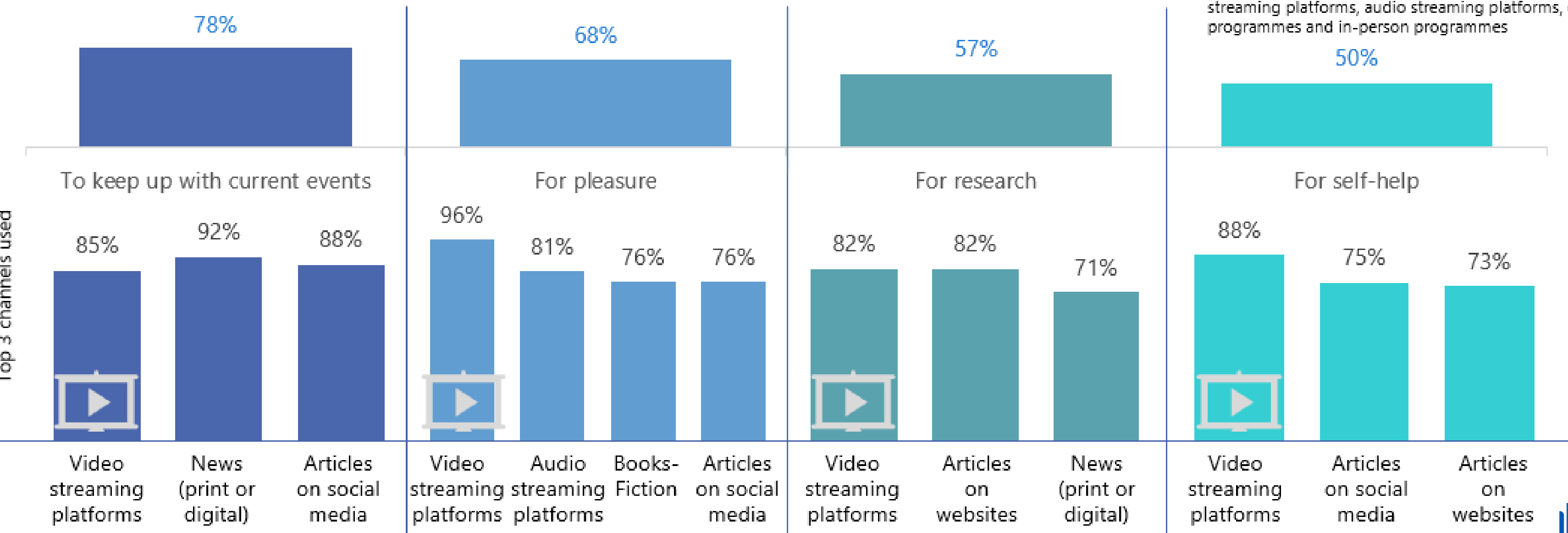
↑ Significantly higher in 2021 than in 2018

↓ Significantly lower in 2021 than in 2018

NEW

VIDEO STREAMING PLATFORMS WIDELY USED FOR INFO GATHERING NEEDS

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



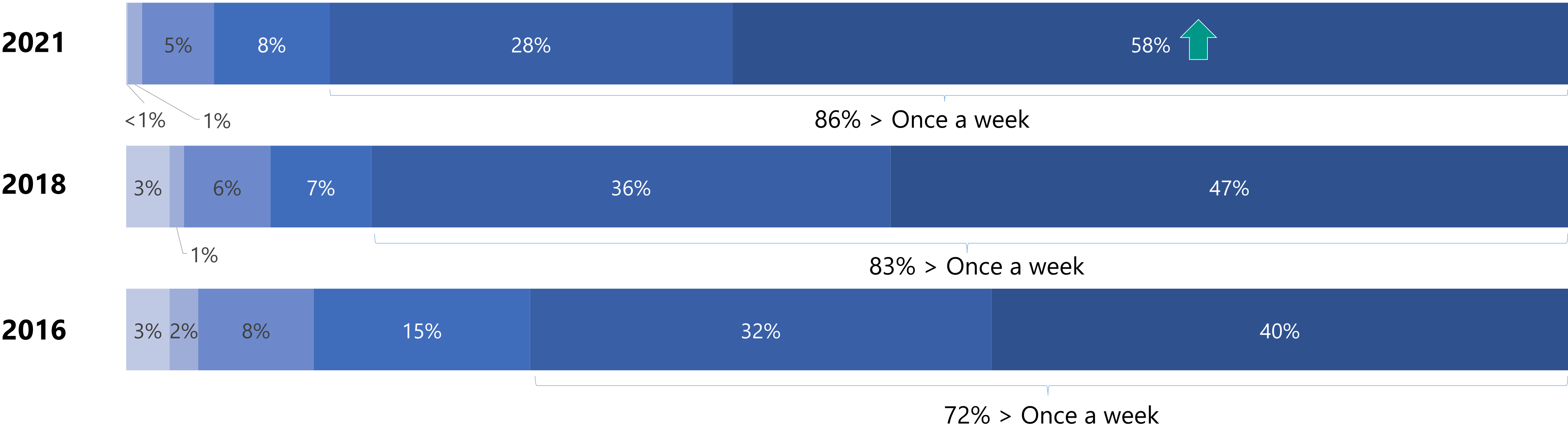
READING HABITS

ARE OLDER TEENAGERS READING?

- Almost all older teenagers read at least once in the past 12 months*. These reads include books (physical, e-books or audiobooks), magazines (physical or digital), newspapers or online news, and articles posted on social media or websites.
- 86% of older teenagers have read any material at least once a week (termed 'habitual readers').

Older teenagers - Read any material in the past 12 months

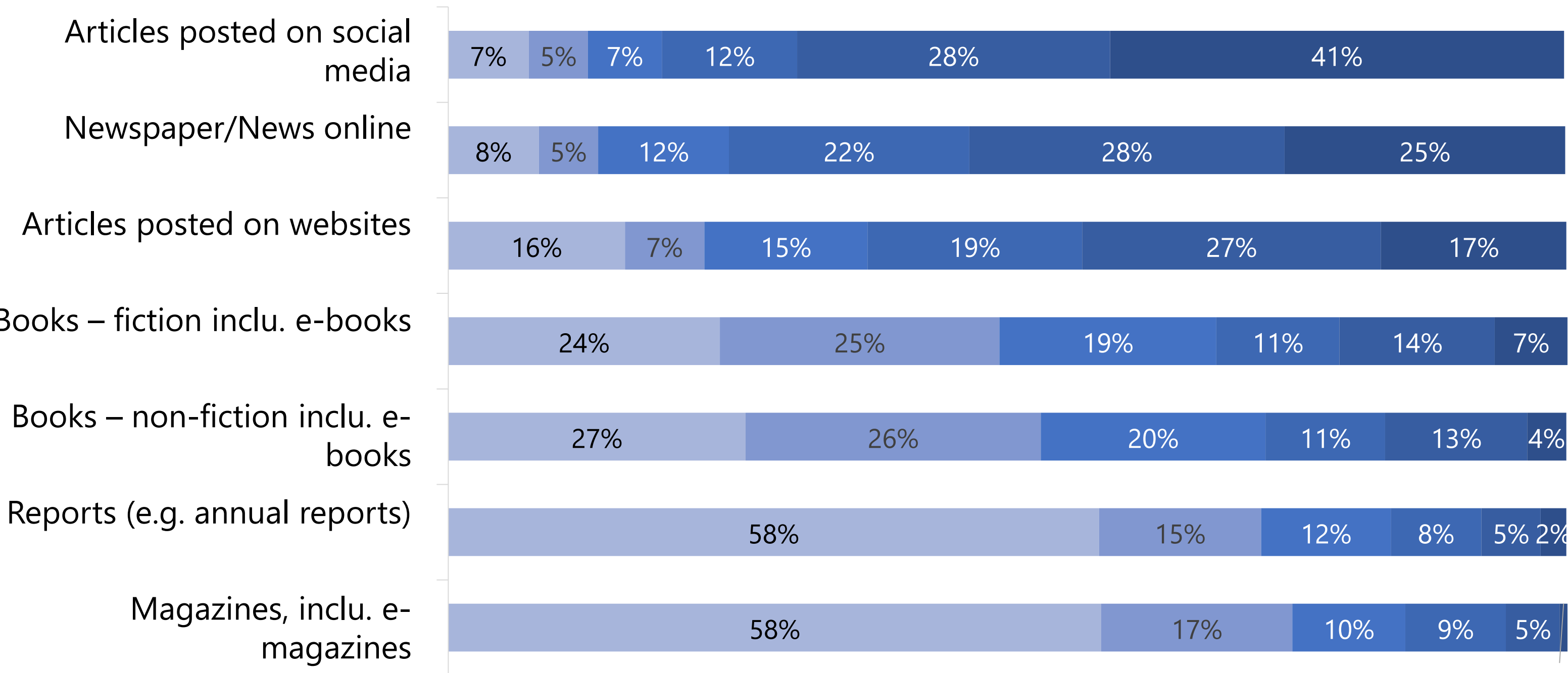
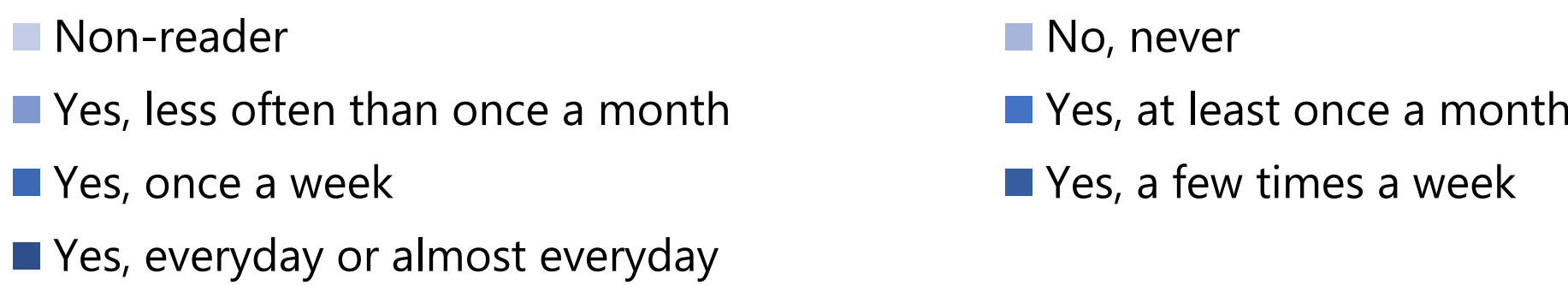
■ No, never ■ Yes, less often than once a month ■ Yes, at least once a month
■ Yes, once a week ■ Yes, a few times a week ■ Yes, every day or almost every day



WHAT TYPE OF MATERIALS DO OLDER TEENAGERS READ?

- 7 in 10 older teenagers read articles posted on social media more than once a week, with four in 10 doing so everyday.

Type of materials read in the past 12 months



Note: Less than 1% (n=1) are non-readers for each material

Read more than once a week		
2021	2018	2016
69%	60%	52%
53%	49%	38%
43%	45%	38%
20%	22%	21%
16%	18%	17%
8%	11%	8%
6%	7%	5%

Type of materials read more than once a week



Online articles
(posted on social media or websites)
2021: 73%
2018: 64%
2016: 54%



News
2021: 53%
2018: 49%
2016: 38%

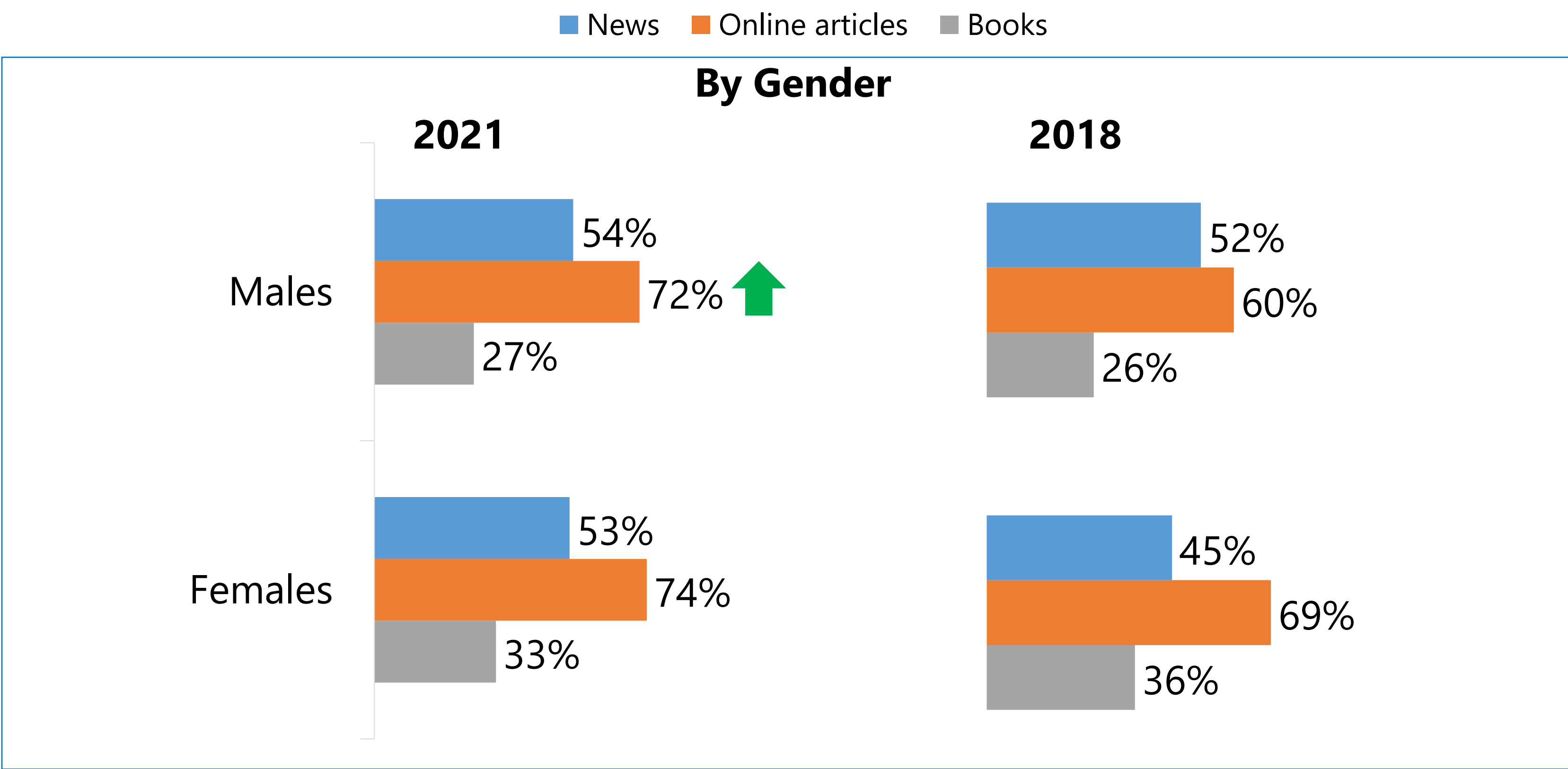


Books
(fiction or non-fiction)
2021: 30%
2018: 30%
2016: 29%

WHAT TYPE OF MATERIALS DO OLDER TEENAGERS READ?

- Online articles are the most common material read more than once a week by both male and female older teens.

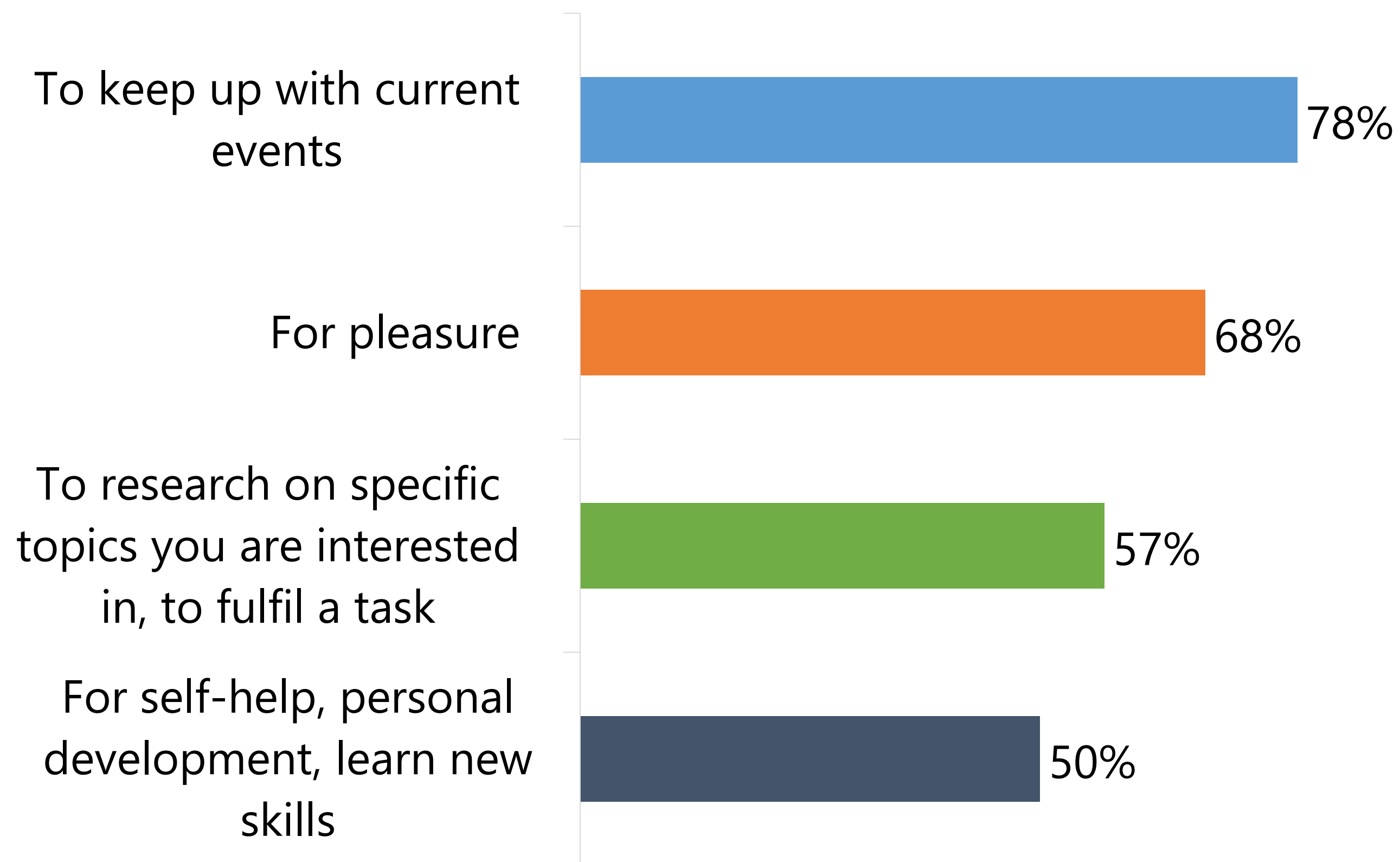
Type of materials read more than once a week



WHY DO OLDER TEENAGERS READ?

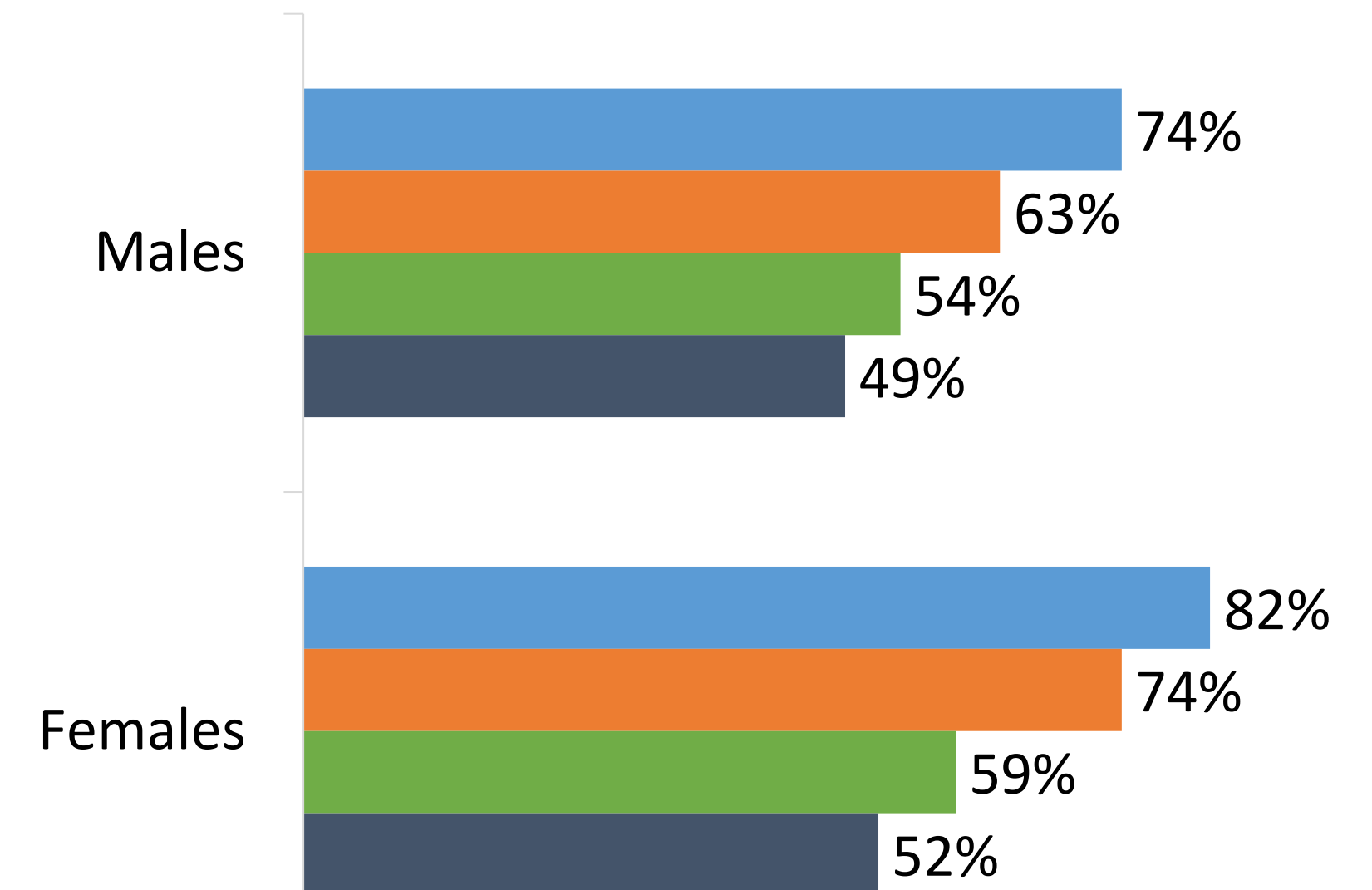
- More than 6-in-10 older teenagers read to keep up with current events (78%) or for pleasure.
- More females read for pleasure and to keep up with current events.

Why older teenagers read



Why older teenagers read by gender

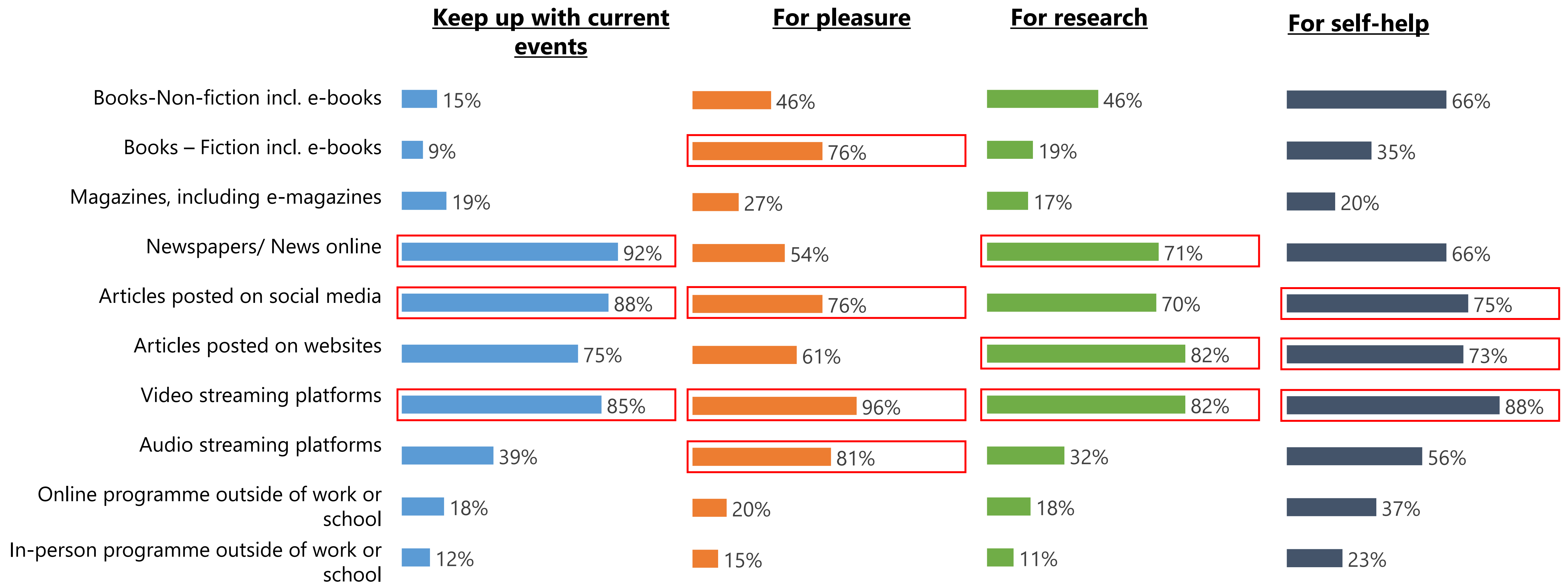
- To keep up with current events
- For pleasure
- To research on specific topics you are interested in, to fulfil a task
- For self-help, personal development, learn new skills



WHAT ARE OTHER PLATFORMS USED FOR THESE PURPOSES?

- The most common platforms used by older teens across the various purposes are video streaming platforms and articles posted on social media.

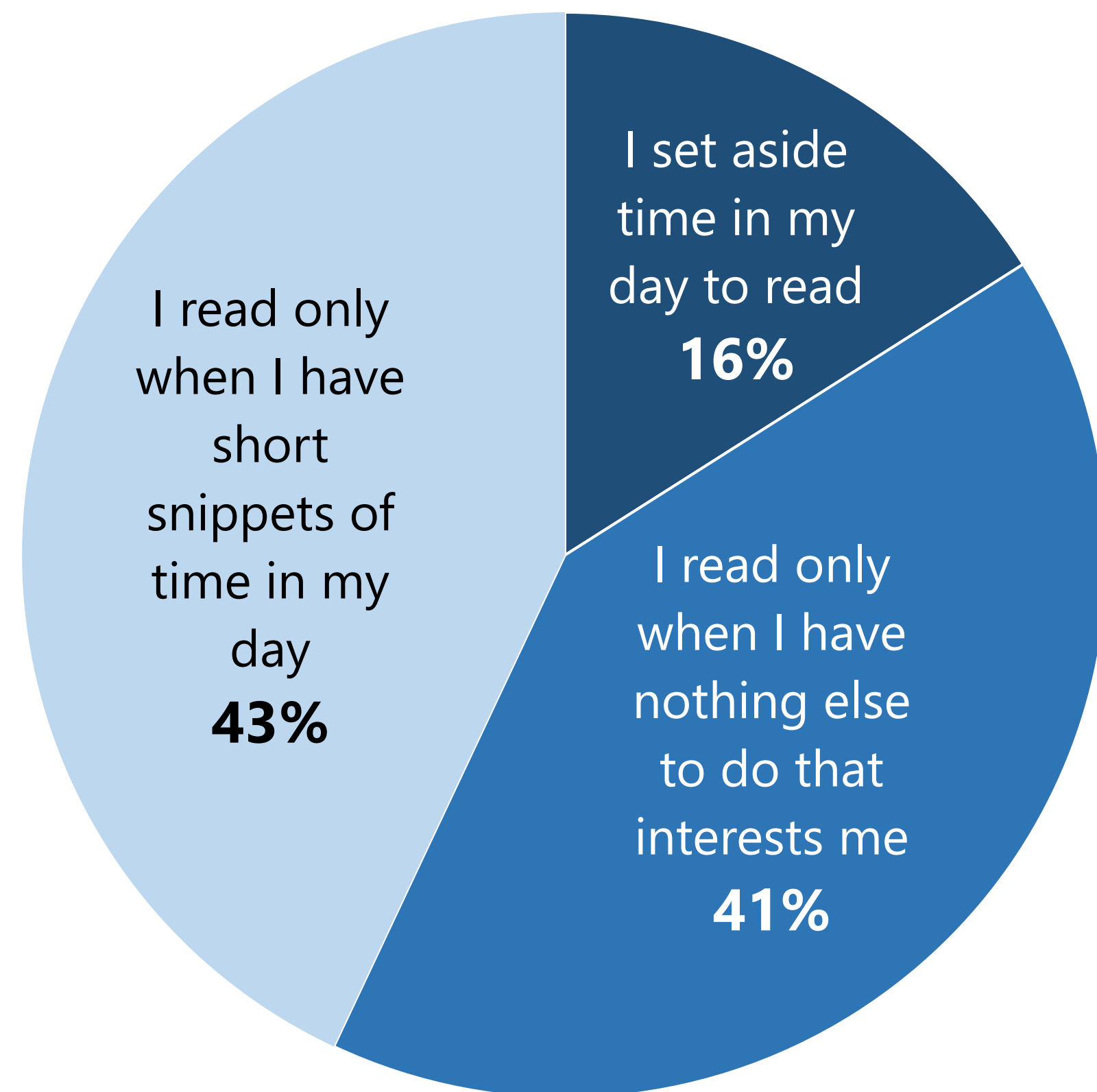
Older Teenagers – Channels Used for Each Reason for Reading



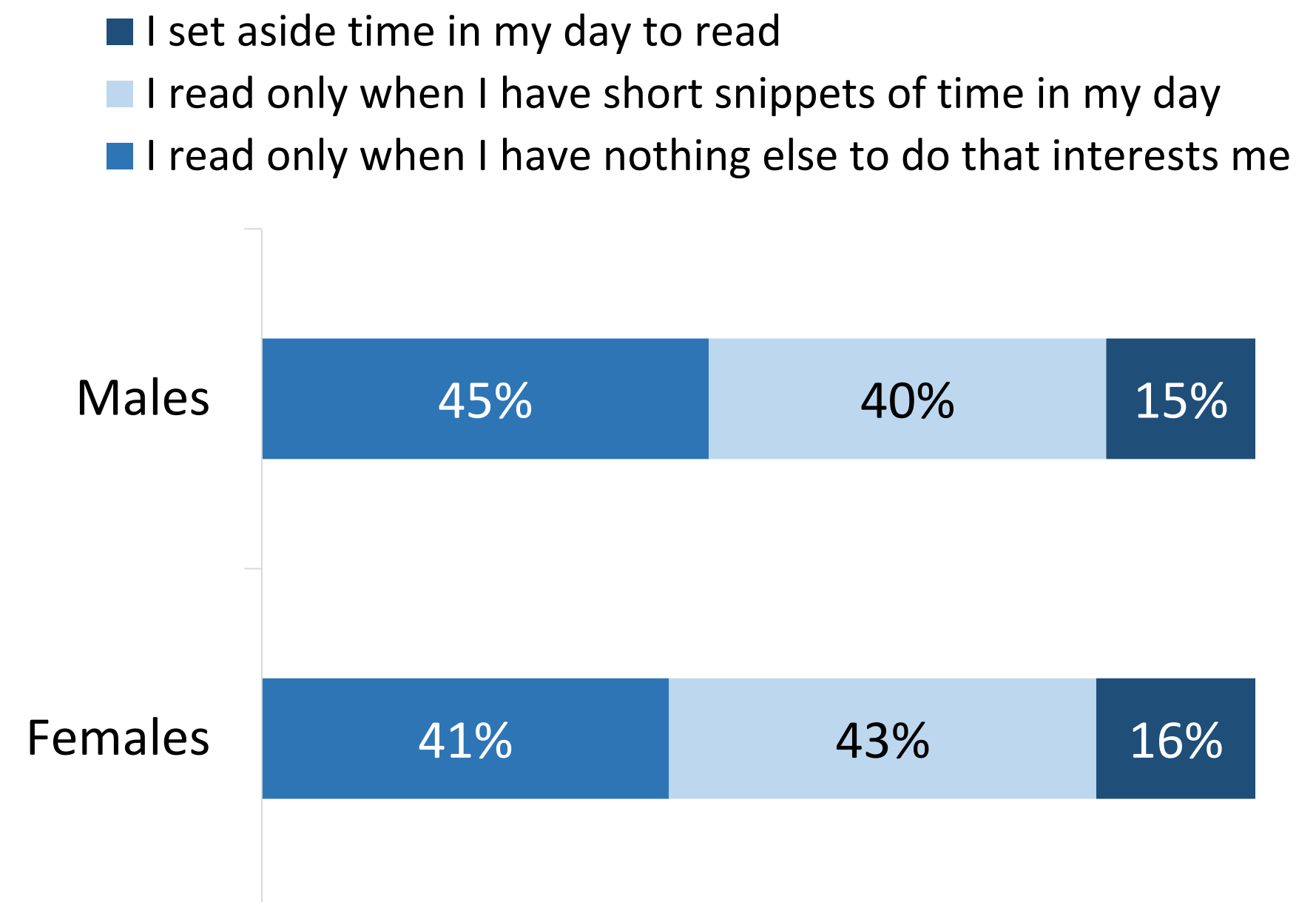
DO OLDER TEENAGERS MAKE TIME TO READ?

- Most older teenagers read only when they have short snippets of time or when they have nothing else to do.

Commitment to leisure reading



Commitment to leisure reading by gender

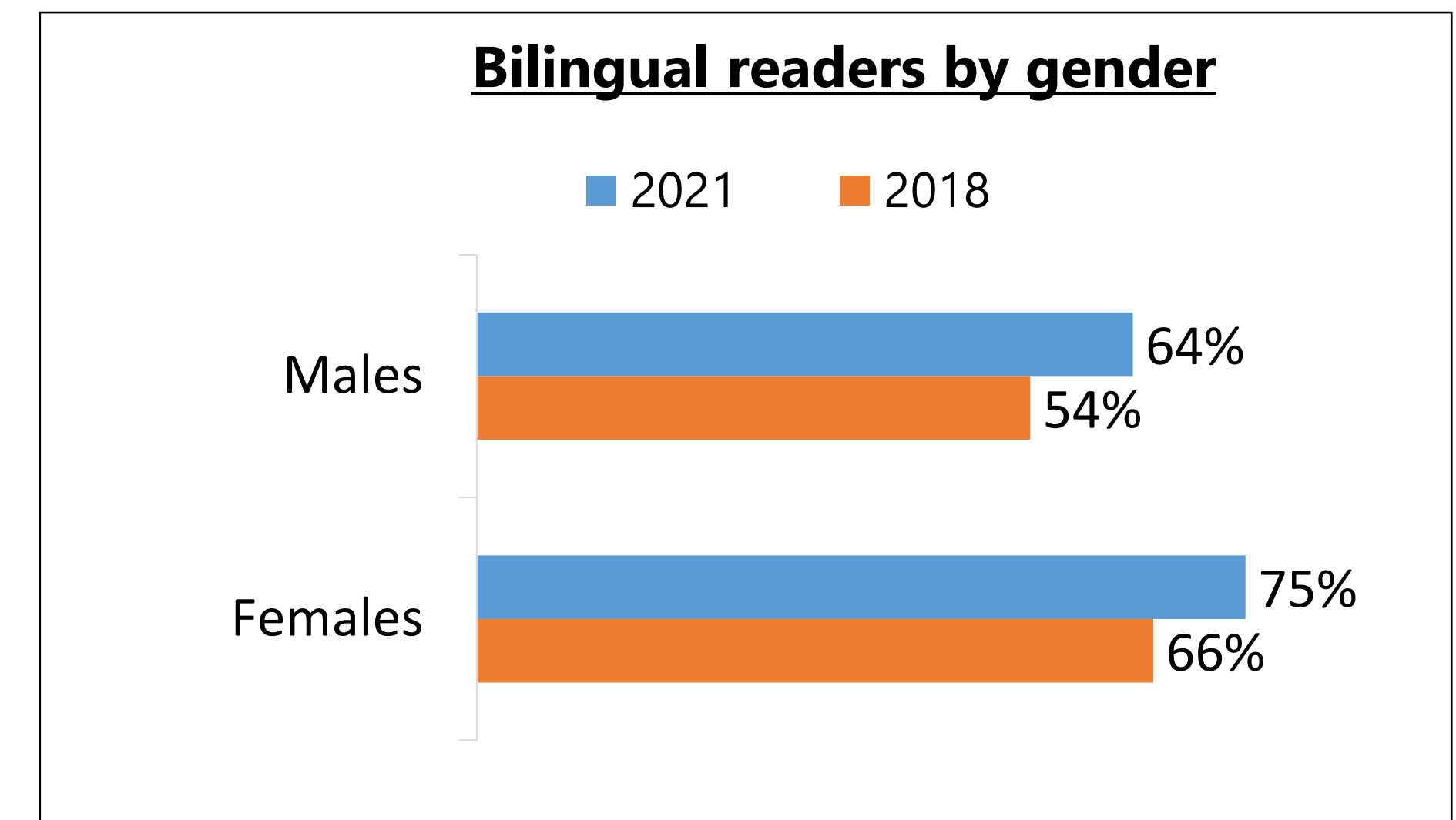
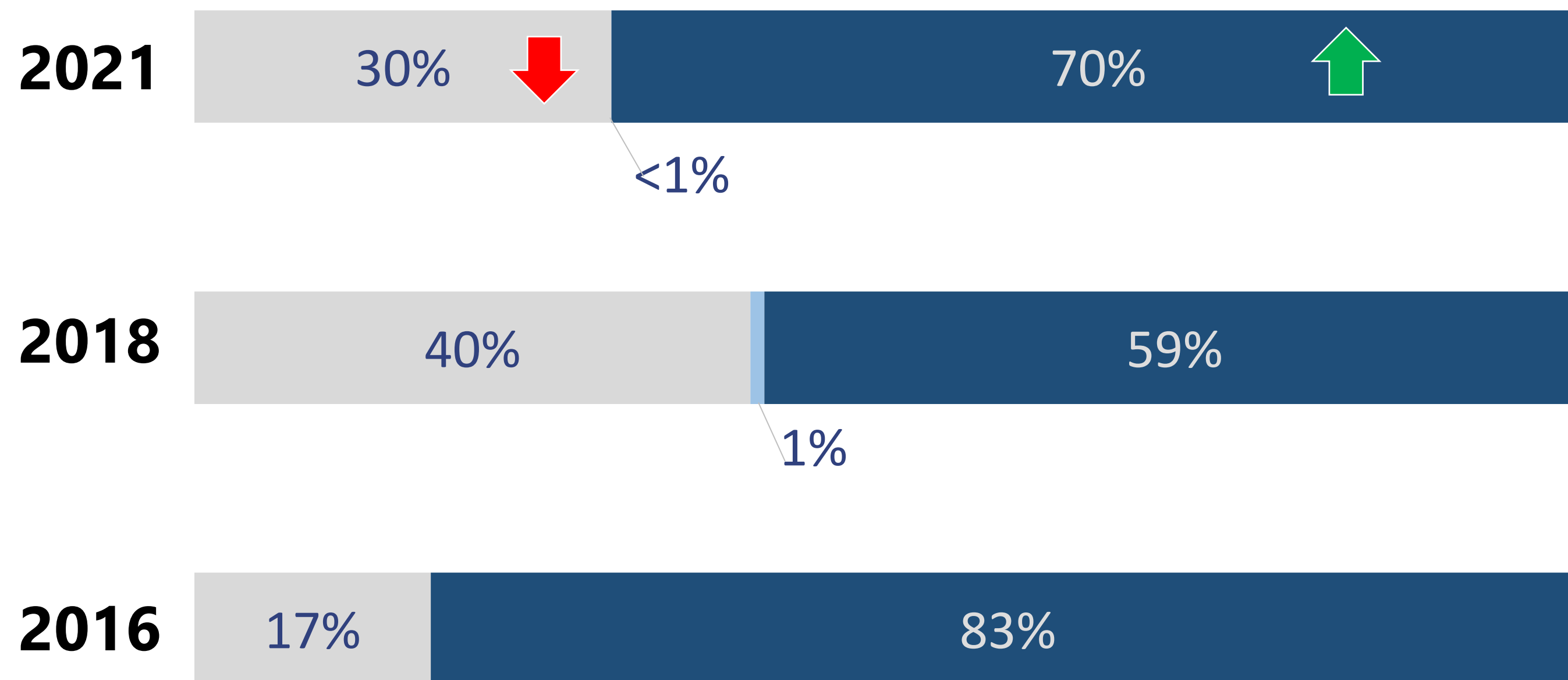


ARE BILINGUAL OLDER TEENAGERS READING IN THEIR MOTHER TONGUE?

- Among the readers, 70% of older teenagers indicate they are able to read in English and their mother tongue
- More females than males indicate that they are bilingual readers.

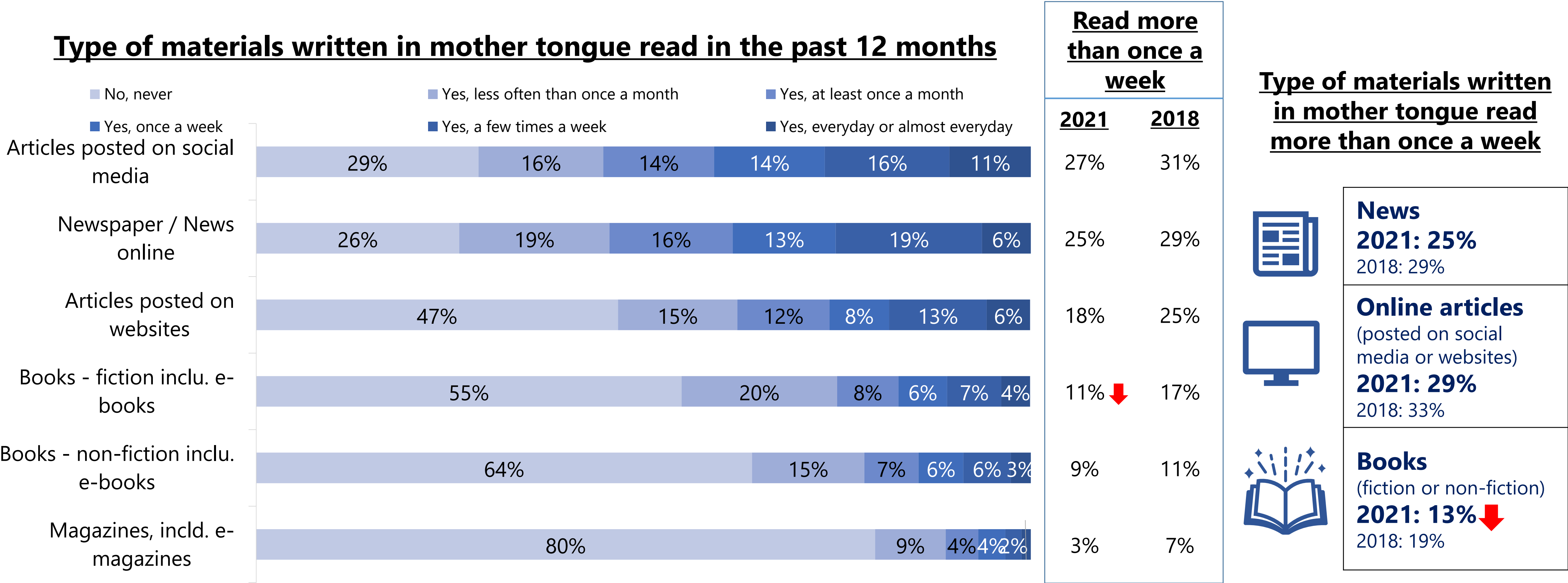
Language that older teenagers are able to read in

■ English only ■ Mother tongue only ■ English and mother tongue



WHAT DO OLDER TEENAGERS READ IN THEIR MOTHER TONGUE?

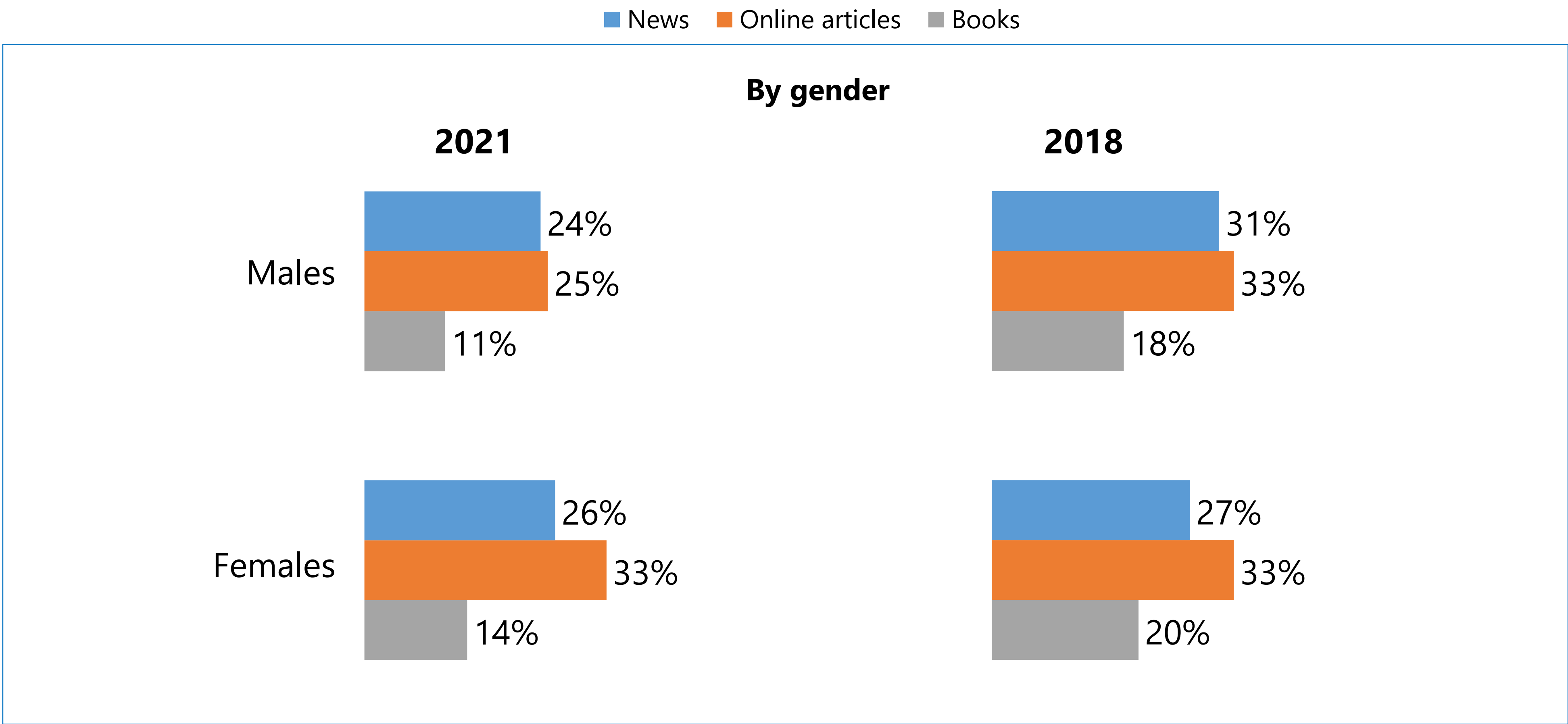
- The most common materials read in mother tongue more than once a week are social media articles and newspapers/news online.



WHAT DO OLDER TEENAGERS READ IN THEIR MOTHER TONGUE?

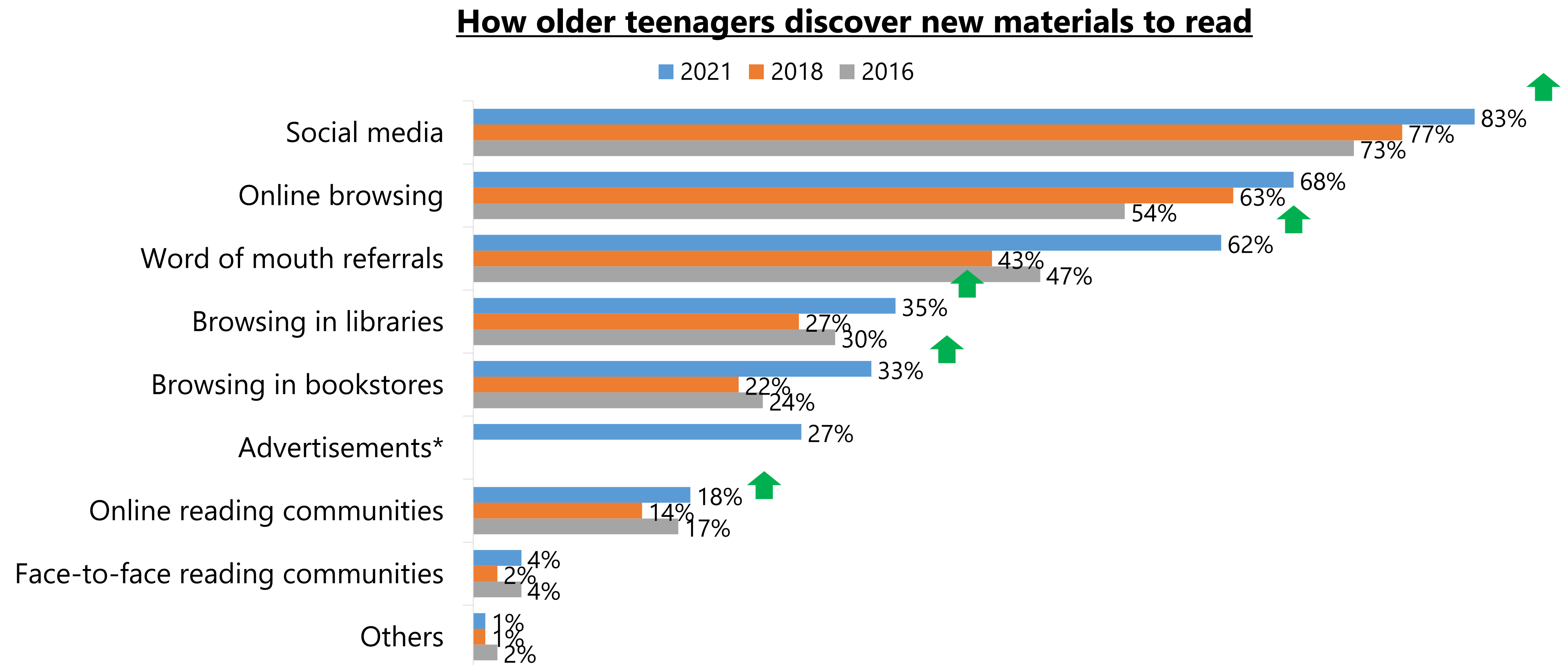
- There is no significant difference by type of material read more than once a week for males and females.

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



HOW DO OLDER TEENAGERS DISCOVER NEW MATERIALS TO READ?

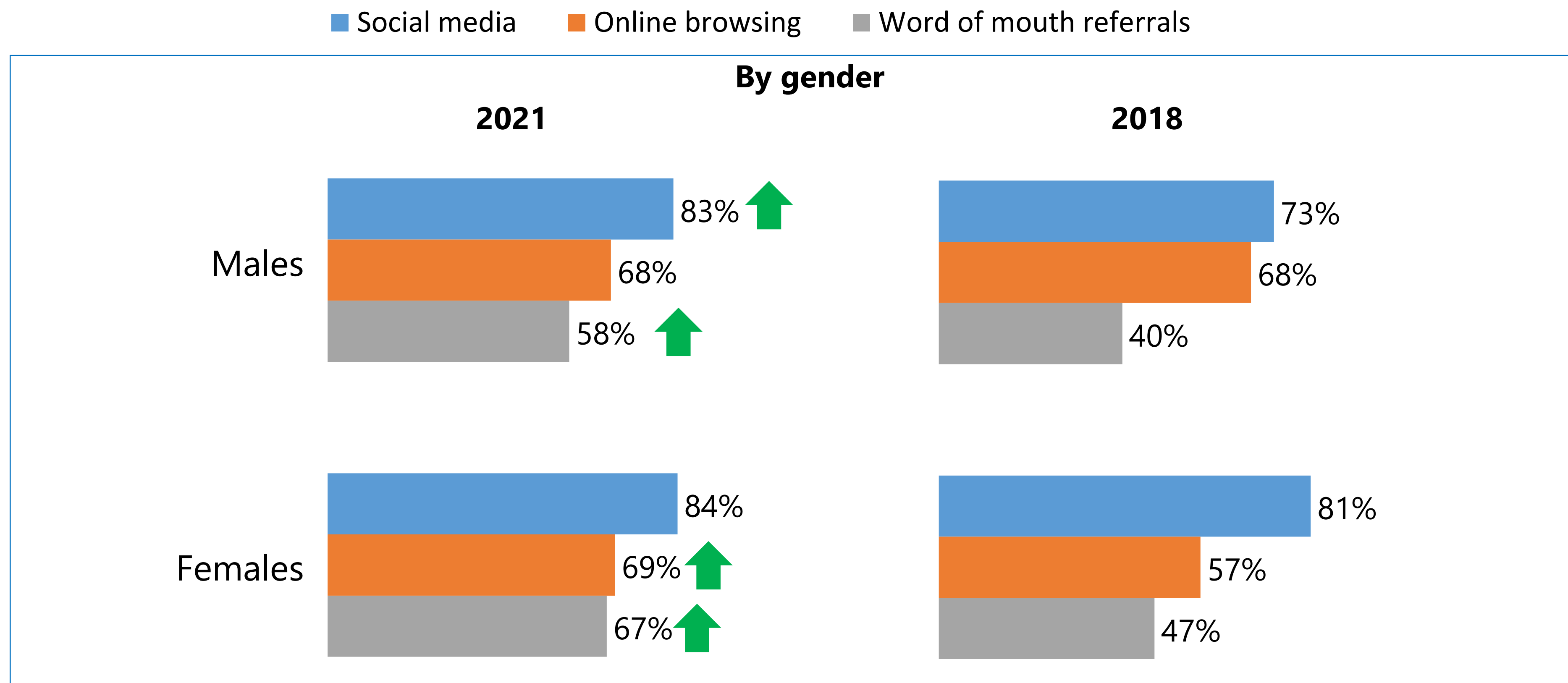
- Most older teenagers find new reads through social media and to a lesser extent, online browsing and word of mouth referrals.



HOW DO OLDER TEENAGERS DISCOVER NEW MATERIALS TO READ?

- Social media is the main way through which both females and males discover new reads
- More females than males discover new reads through word of mouth referrals.

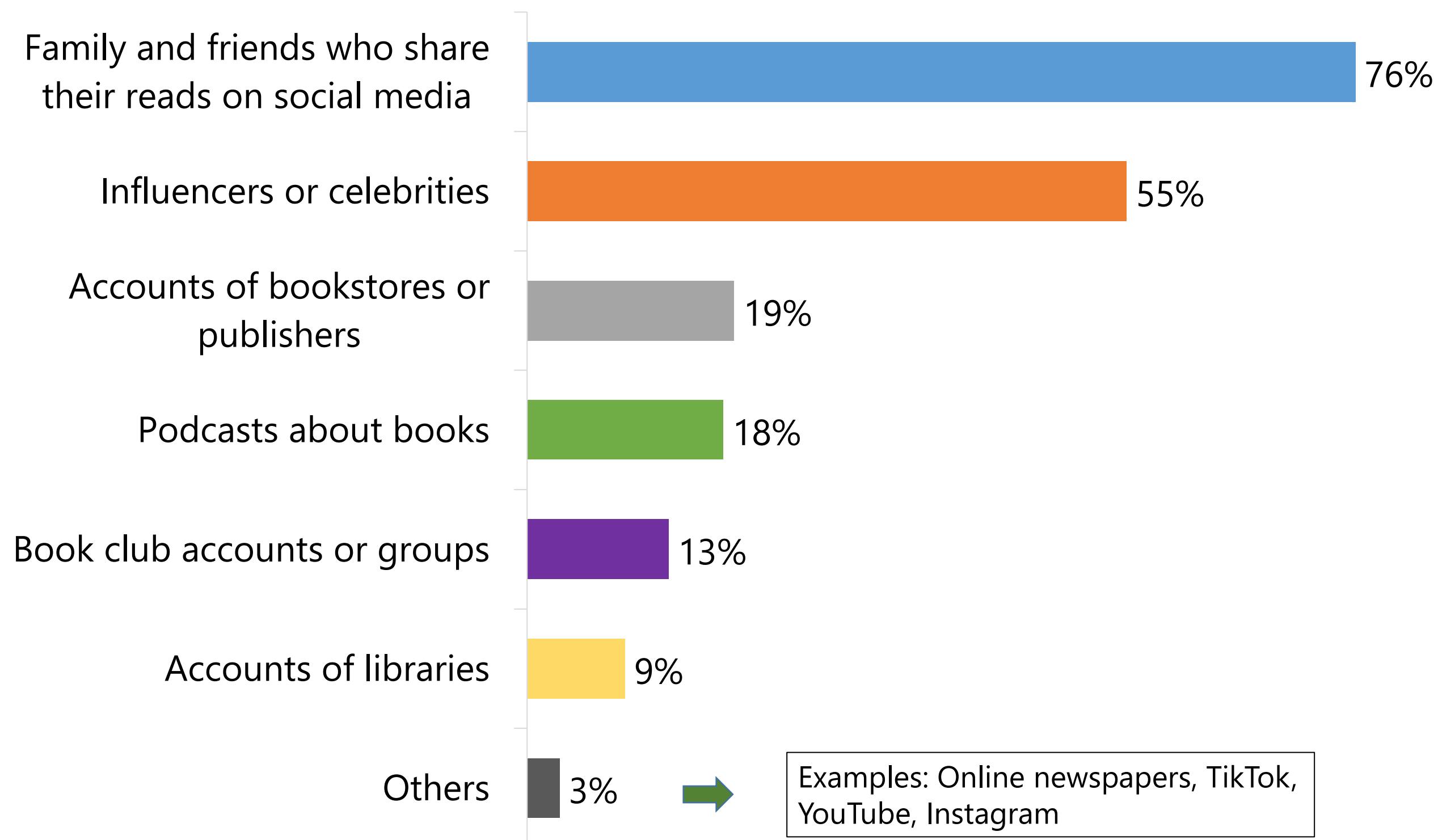
How older teenagers discover new materials to read



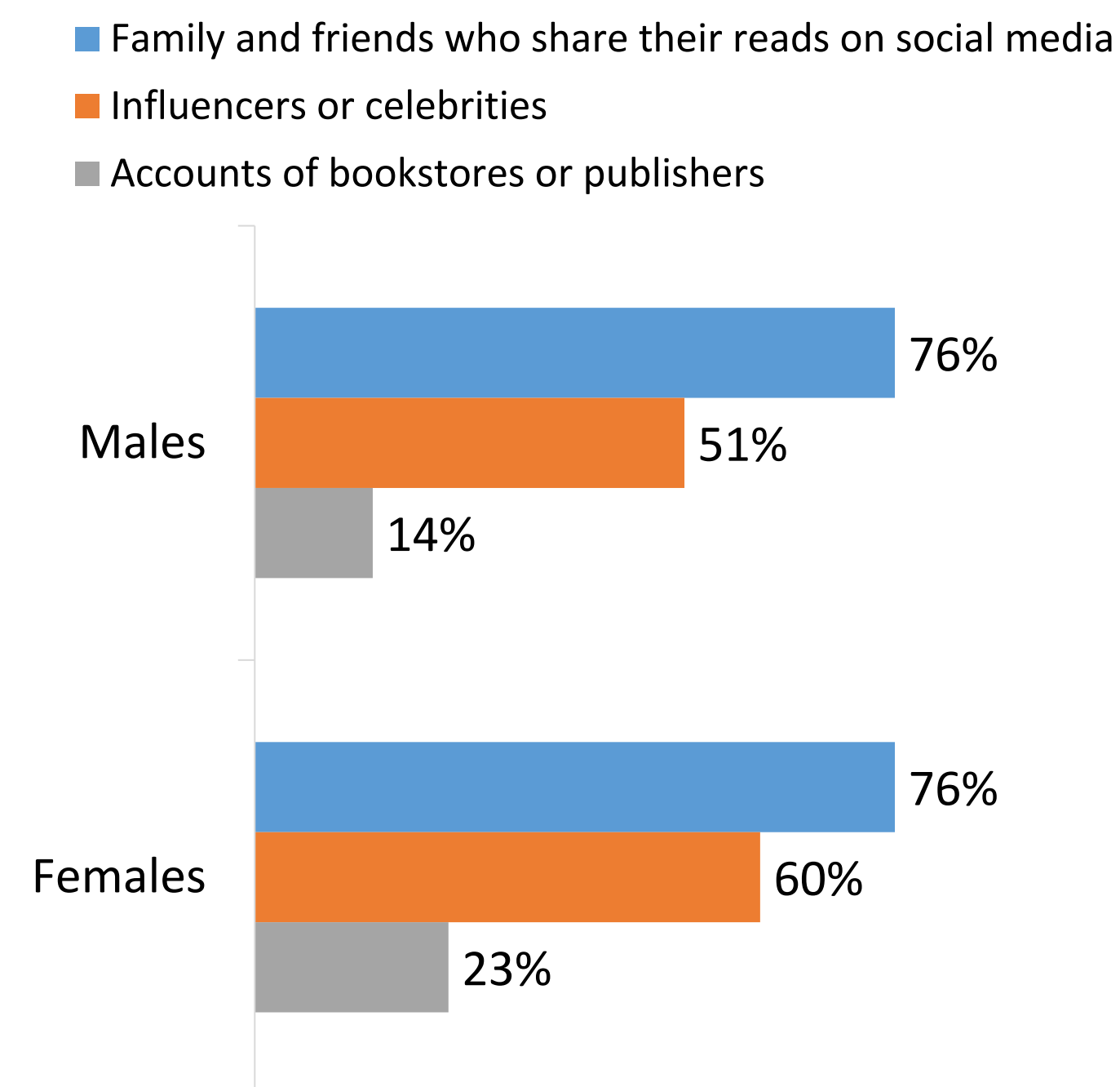
FROM WHAT SOCIAL MEDIA ACCOUNTS DO OLDER TEENAGERS DISCOVER NEW MATERIALS TO READ?

- Readers who discover new materials through social media mainly do so through the accounts of family and friends
- More females discover new reads from social media accounts of influencers or celebrities.

Social media accounts which older teenagers discover new materials



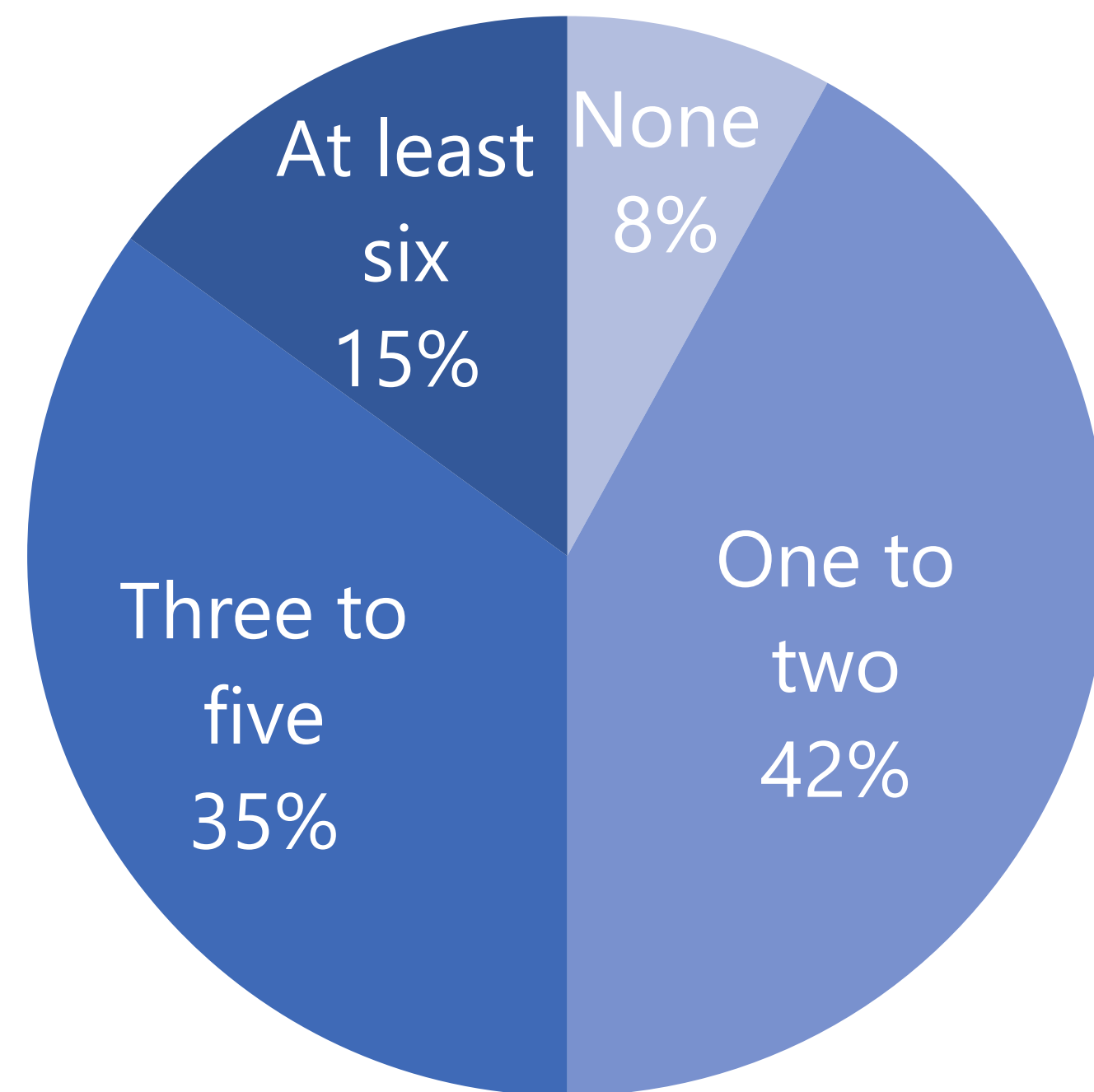
Top social media accounts which older teenagers discover new material by gender



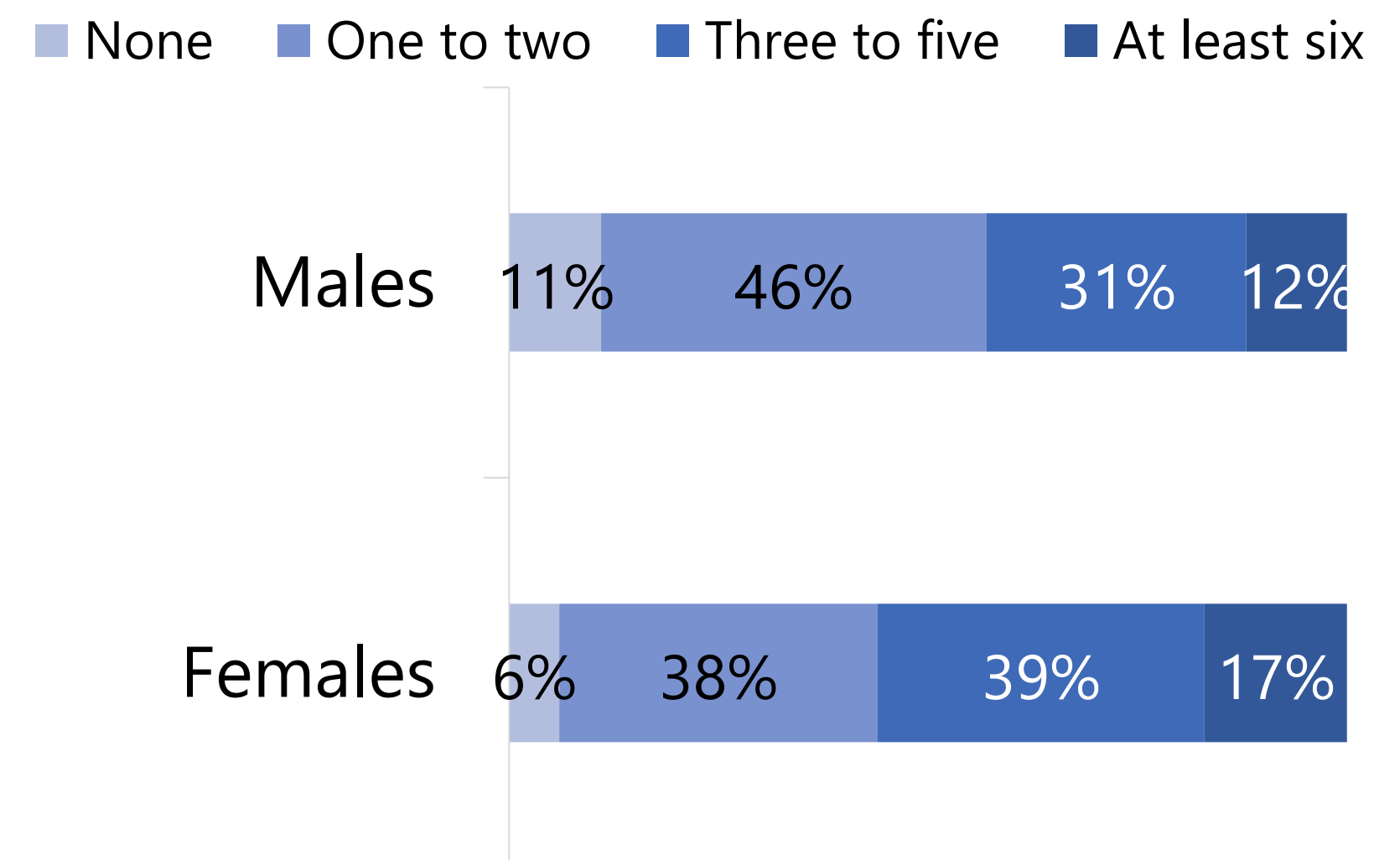
HOW MANY IN SOCIAL CIRCLE READ BOOKS, E-BOOKS AND MAGAZINES?

- Most older teenagers have family or friends who read books, e-books and magazines. 42% know of one or two such persons, while 50% know at least three.
- More females have family or friends who are book readers.

Number of family and friends who read books, e-books and magazines



Number of family and friends who read books, e-books and magazines by gender

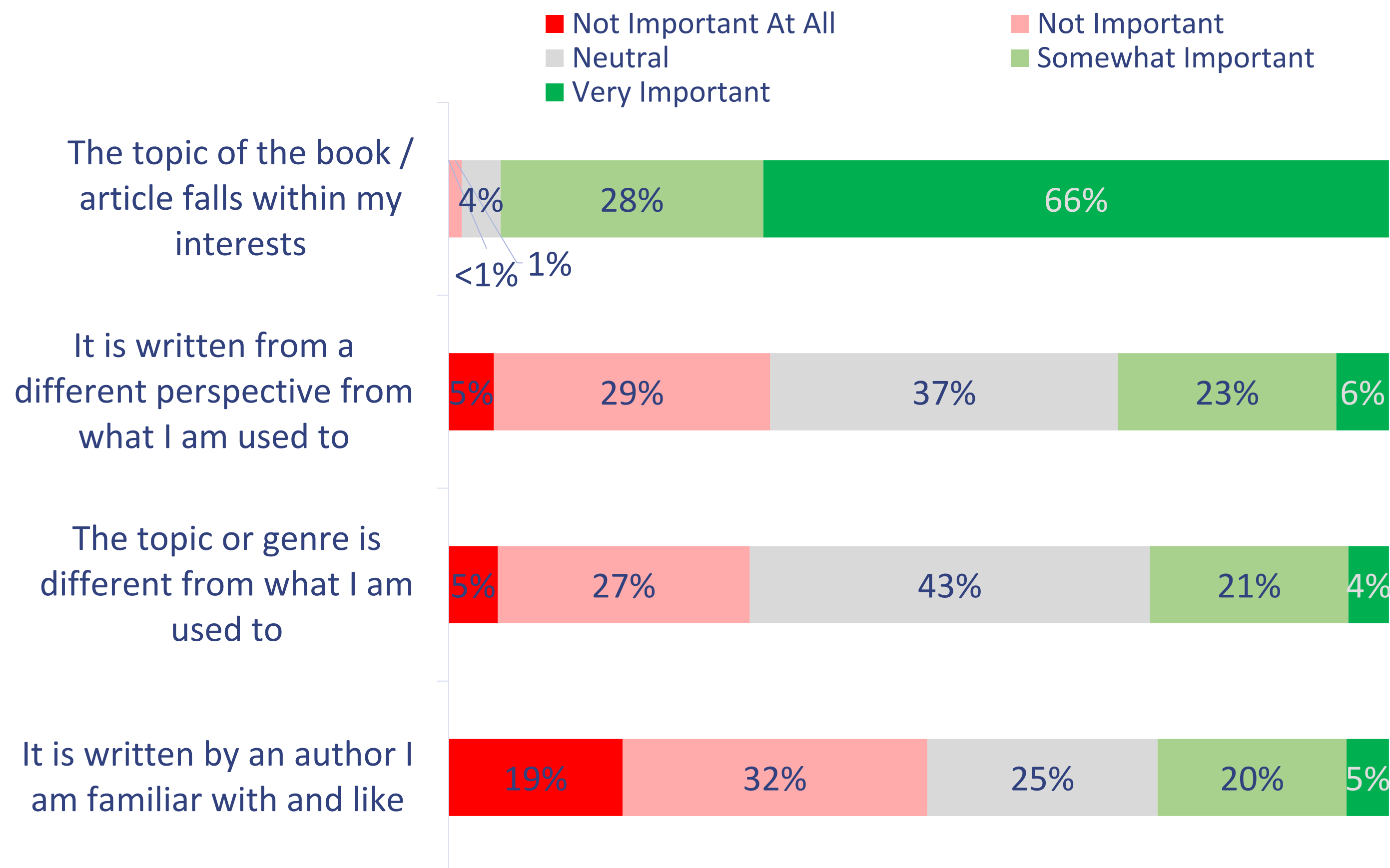


READING PREFERENCES

WHAT DO OLDER TEENAGERS CONSIDER WHEN CHOOSING WHAT TO READ?

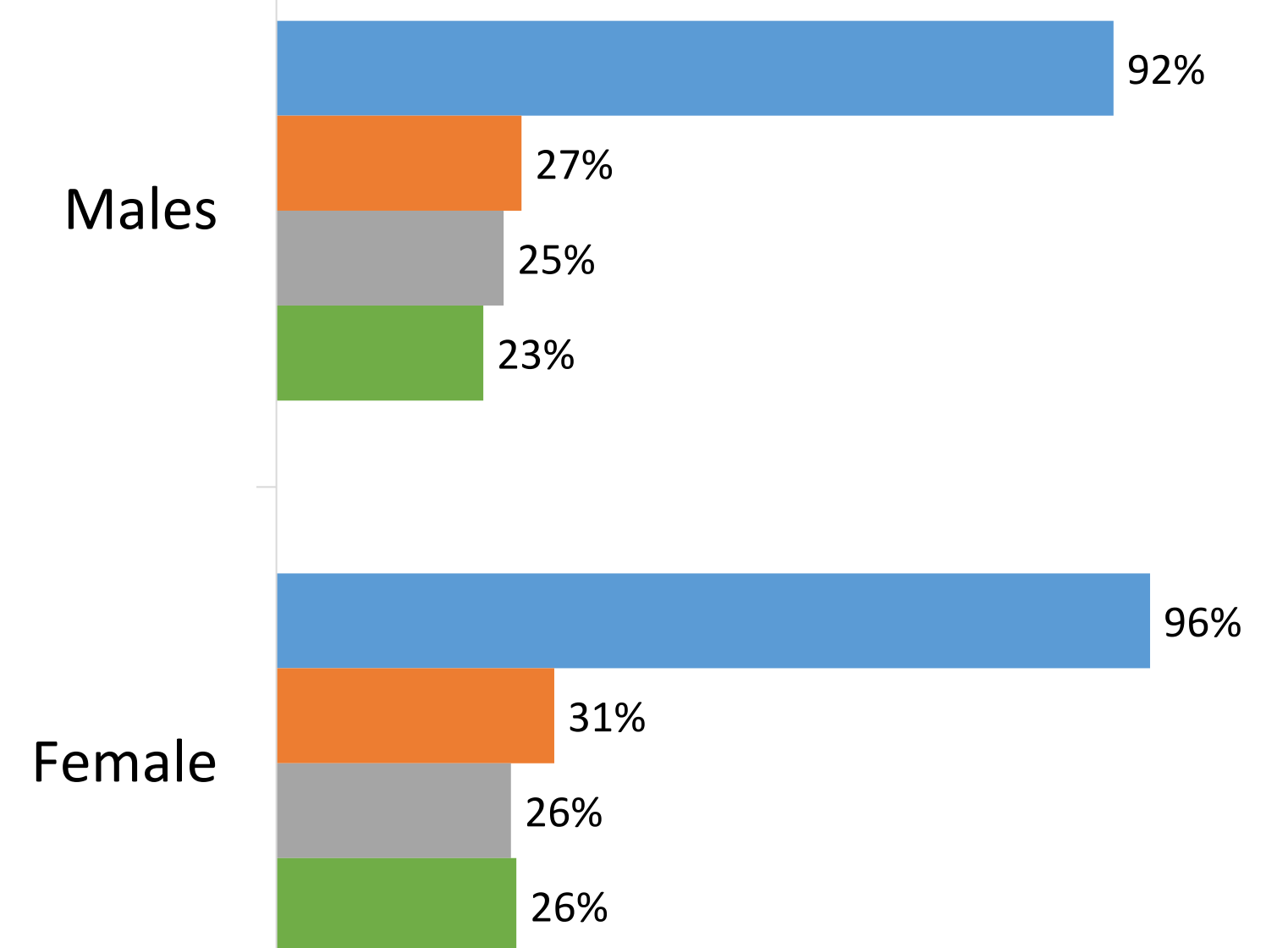
- Most consider topic that falls within their interests as very important in choosing reads.
- More females consider interest in topic as important compared to males.

Considerations when choosing materials to read



Important or Very Important - By gender










- The topic of the book / article falls within my interests
- It is written from a different perspective from what I am used to
- The topic or genre is different from what I am used to
- It is written by an author I am familiar with and like



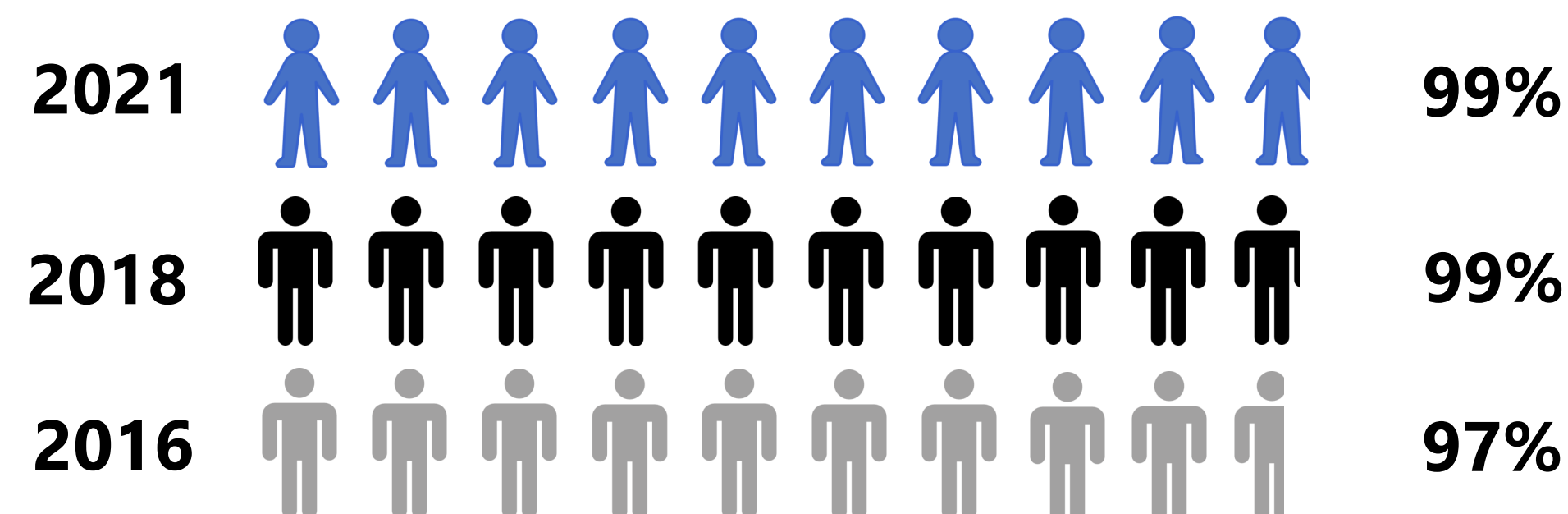
WHAT NON-FICTION TOPICS DO OLDER TEENAGERS READ?

- Almost all older teenagers read non-fiction topics.
- Politics and current affairs, Singapore-related information, and self-help are the most common non-fiction topics read.

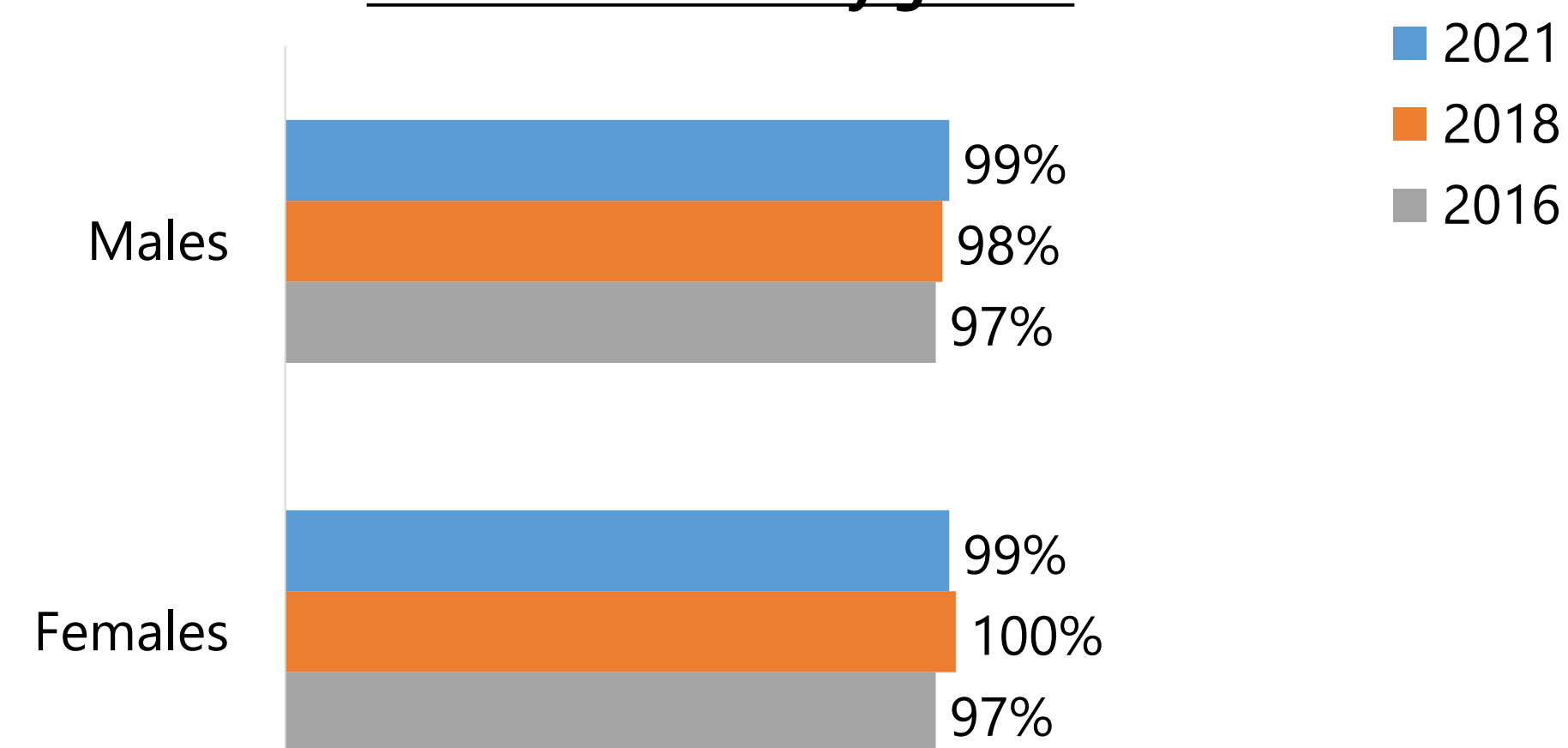
Top non-fiction topics read

		
Politics/Current Affairs 55% 2018: 42%	Singapore-related Info. 54% 2018: 41%	Self-help 44% 2018: 36%
		
Health and Fitness 40% 2018: 31%	Sports 39% 2018: 39%	Travel 38% 2018: 37%
		
Cooking 36% 2018: 23%	Fashion, Beauty, and Grooming 34% 2018: 30%	History 33% 2018: 30%

Read non-fiction















































































Read non-fiction by gender



WHAT NON-FICTION TOPICS DO OLDER TEENAGERS READ?

- Both males and females read about politics and current affairs, and Singapore-related information. Males also read sports, while females read about self-help and self-improvement.






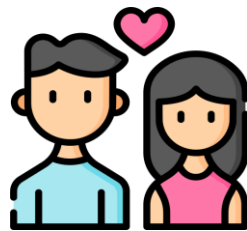
MALES				
Rank	2021		2018	
1	 Sports	55%	 Sports	55%
2	 Politics and Current Affairs	52%	 Politics and Current Affairs	47%
3	 Singapore-related Information	52%	 Singapore-related information	45%
4	 Science and Engineering	43%	 Science and engineering	43%
5	 Health and fitness	41%	 Computer and IT	40%
6	 History	36%	 History	34%
7	 Computer and IT	34%	 Health and fitness	31%
8	 Self-help and Self-improvement	34%	 Self-help and self-improvement	29%
9	 Business and Finance	33%	 Travel	29%
10	 Travel	32%	 Business and finance	23%
11	 Cooking	29%	 Pets and Animals	23%
12	 Recreation	22%	 Recreation	21%
13	 Love and Relationships	22%	 Biographies	21%
14	 Religion and Spirituality	21%	 Arts	20%
15	 Pets and Animals	20%	 Religion and spirituality	19%
16	 Fashion, beauty and grooming	20%	 Cooking	18%
17	 Arts	18%	 Love and relationships	15%
18	 Biographies	18%	 Fashion, Beauty, and Grooming	13%
19	 Family and parenting	5%	 Family and parenting	1%

FEMALES				
Rank	2021		2018	
1	 Politics and current affairs	57%	 Fashion, Beauty, and Grooming	49%
2	 Singapore-related information	57%	 Travel	46%
3	 Self-help and Self-improvement	56%	 Self-help and Self-improvement	45%
4	 Fashion, Beauty, and Grooming	49%	 Singapore-related information	37%
5	 Travel	43%	 Politics and Current Affairs	36%
6	 Cooking	42%	 Arts	33%
7	 Love and Relationships	40%	 Love and Relationships	32%
8	 Arts	38%	 Pets and Animals	32%
9	 Health and Fitness	38%	 Health and Fitness	32%
10	 Pets and Animals	33%	 Cooking	29%
11	 History	31%	 Science and Engineering	28%
12	 Recreation	30%	 History	25%
13	 Science and Engineering	23%	 Recreation	23%
14	 Religion and Spirituality	23%	 Religion and Spirituality	22%
15	 Sports	21%	 Sports	21%
16	 Business and Finance	21%	 Biographies	18%
17	 Biographies	19%	 Computer and IT	12%
18	 Family and Parenting	13%	 Family and Parenting	11%
19	 Computer and IT	11%	 Business and Finance	8%

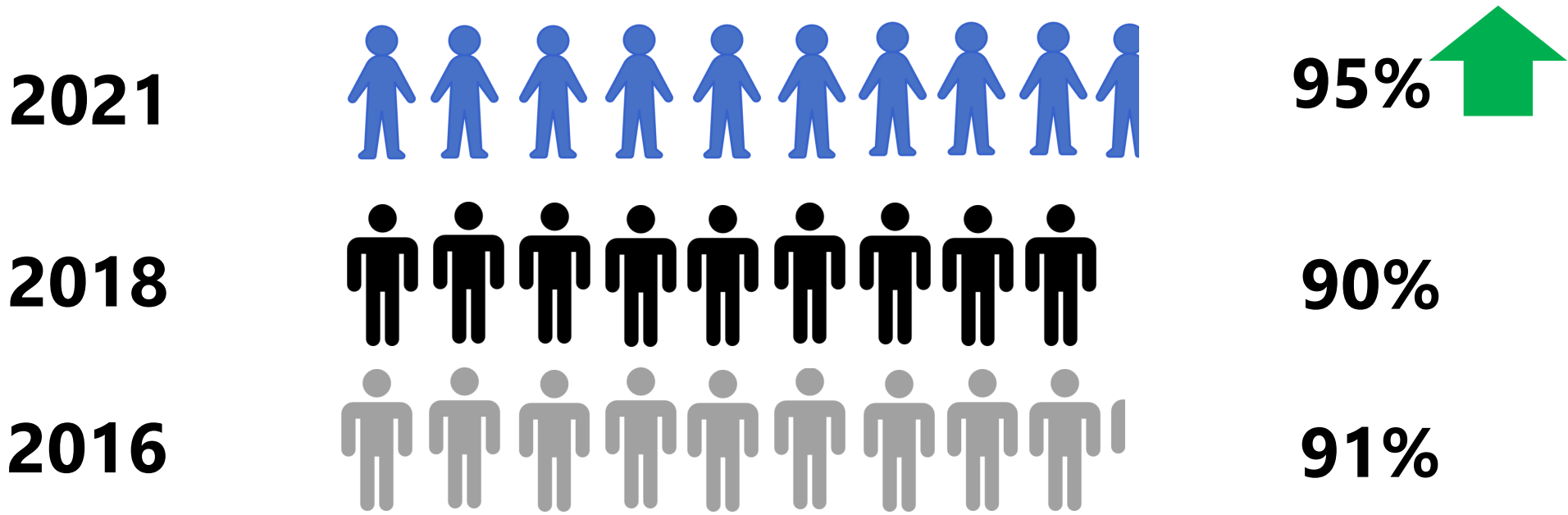
WHAT FICTION GENRES DO OLDER TEENAGERS READ?

- 95% of older teenagers read fiction content.
- Mysteries and Thrillers, Fantasy, and Fictional Life Stories are the most commonly read genres.
- More females than males read fiction.

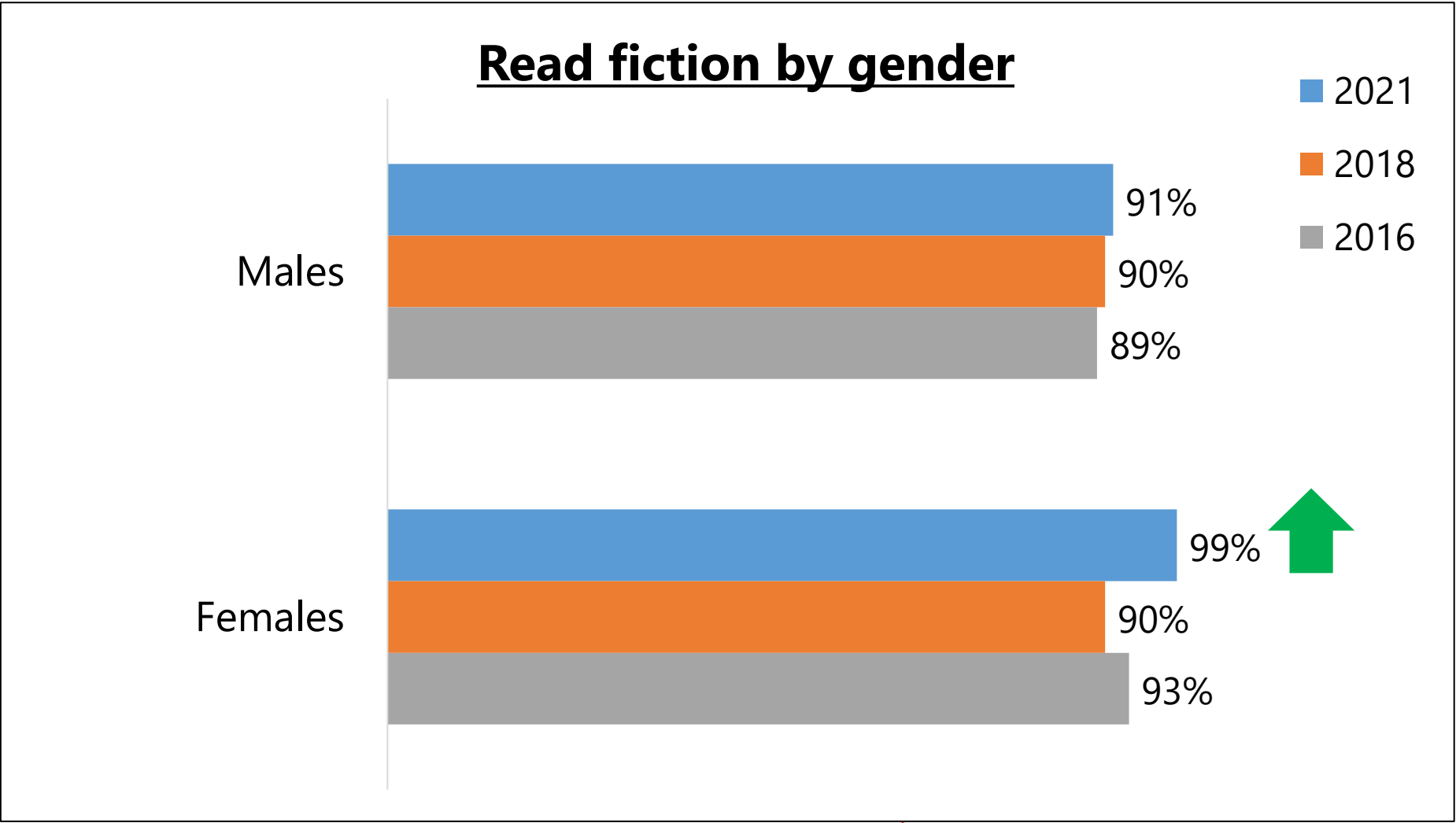
Top fiction genres read

		
Mysteries, Thrillers 52% 2018: 46%	Fantasy 48% 2018: 45%	Fictional Life Stories 48% 2018: 40%
		
Science Fiction 43% 2018: 41%	Graphic Novels, Comics 43% 2018: 38%	Love and Relationship Fiction 43% 2018: 34%

Read fiction











































Read fiction by gender



WHAT FICTION GENRES DO OLDER TEENAGERS READ?

- Mysteries and thrillers, as well as fantasy are read by both males and females. Males also read science fiction and comics, while females also read love fiction and fictional life stories.

MALES				
Rank	2021		2018	
1	 Science fiction	48%	 Mysteries, Thrillers, Crime and Detective Stories	45%
2	 Graphic novels, Comics, and Manga	45%	 Science fiction	45%
3	 Mysteries, Thrillers, Crime and detective Stories	43%	 Fantasy	43%
4	 Fantasy	41%	 Humorous stories and Jokes	41%
5	 Fictional Life Stories	37%	 Graphic novels, Comics, and Manga	41%
6	 Humorous stories and Jokes	31%	 Horror	41%
7	 Horror	31%	 Fictional Life Stories	36%
8	 Folklore and Mythologies	30%	 Folklore and mythologies	27%
9	 Love and relationship fiction	26%	 Love and relationship fiction	20%
10	 Poetry and plays	10%	 Poetry and plays	10%

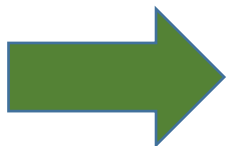
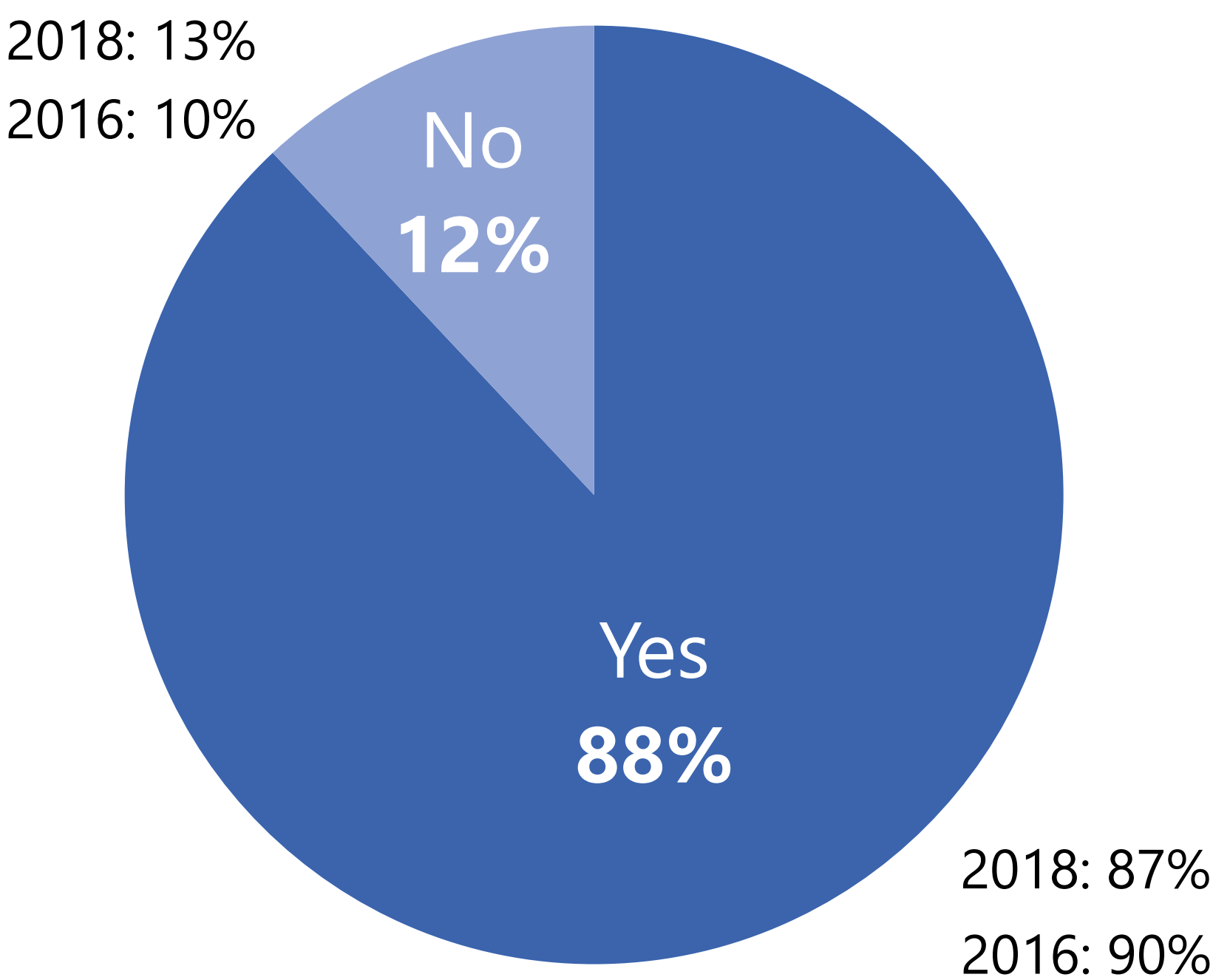
FEMALES				
Rank	2021		2018	
1	 Mysteries, Thrillers, Crime and Detective stories	62%	 Love and Relationship Fiction	51%
2	 Love and Relationship Fiction	60%	 Fantasy	47%
3	 Fictional Life Stories	59%	 Mysteries, Thrillers, Crime and detective Stories	47%
4	 Fantasy	56%	 Humorous stories and Jokes	46%
5	 Humorous stories and Jokes	45%	 Fictional Life Stories	44%
6	 Graphic novels, Comics, and Manga	41%	 Science Fiction	37%
7	 Horror	40%	 Horror	35%
8	 Science Fiction	37%	 Graphic novels, Comics, and Manga	34%
9	 Folklore and Mythologies	33%	 Folklore and Mythologies	29%
10	 Poetry and plays	22%	 Poetry and plays	23%

ABOUT BOOKS

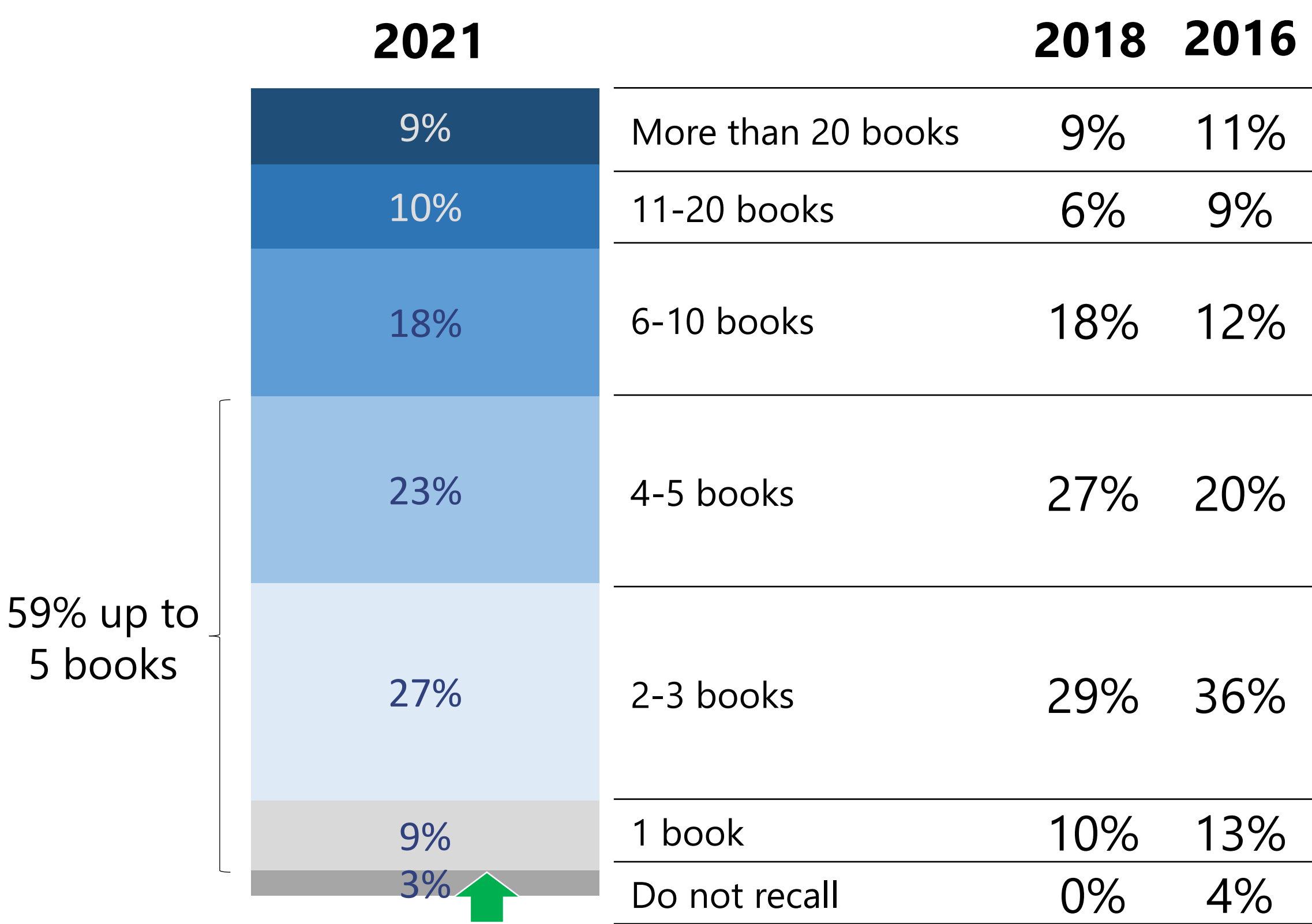
ARE OLDER TEENAGERS STILL READING BOOKS?

- 88% read at least one book in the past 12 months.
- Among the book readers, 59% have read up to 5 books.

Read at least one book in past 12 months



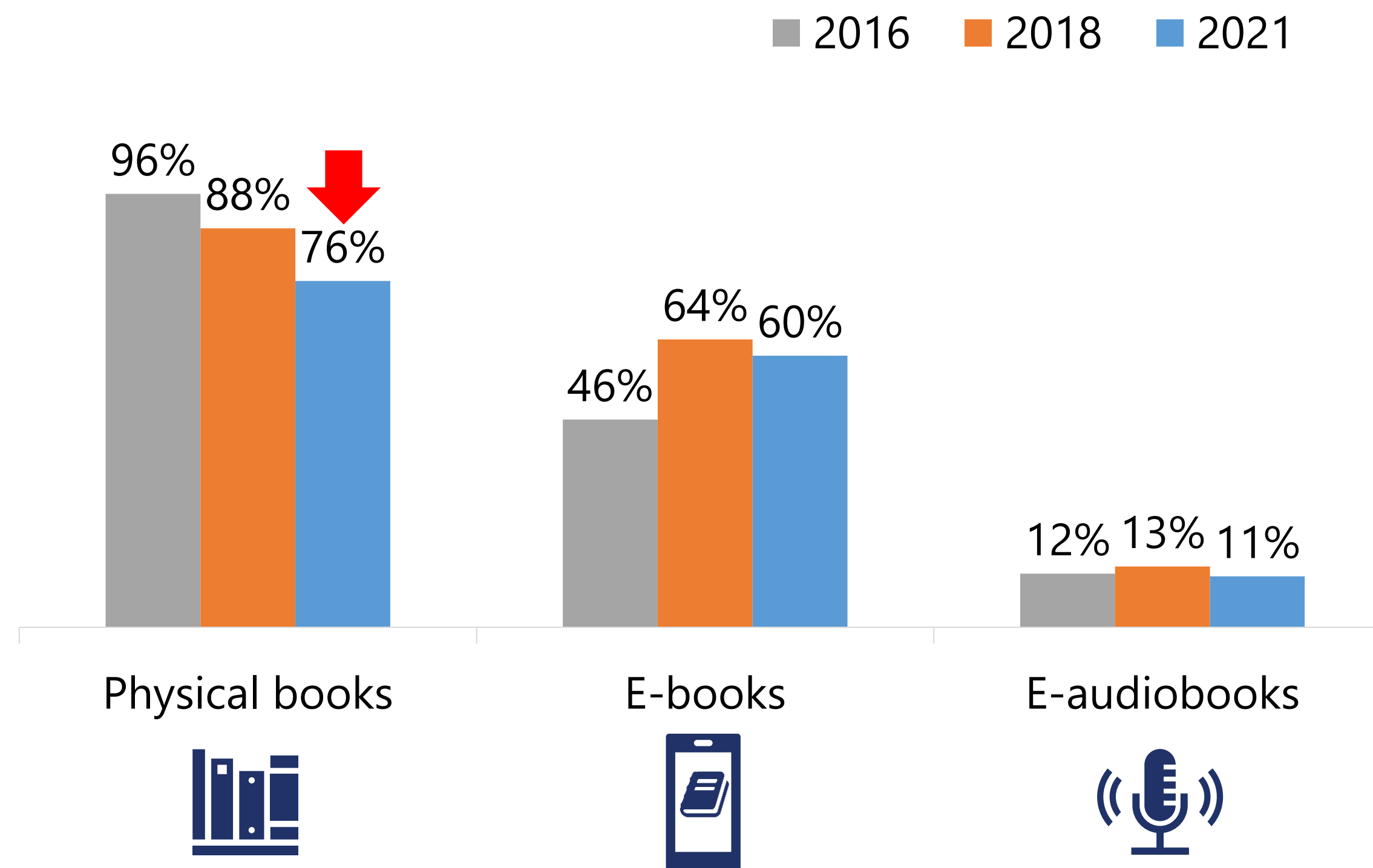
Number of books read in past 12 months



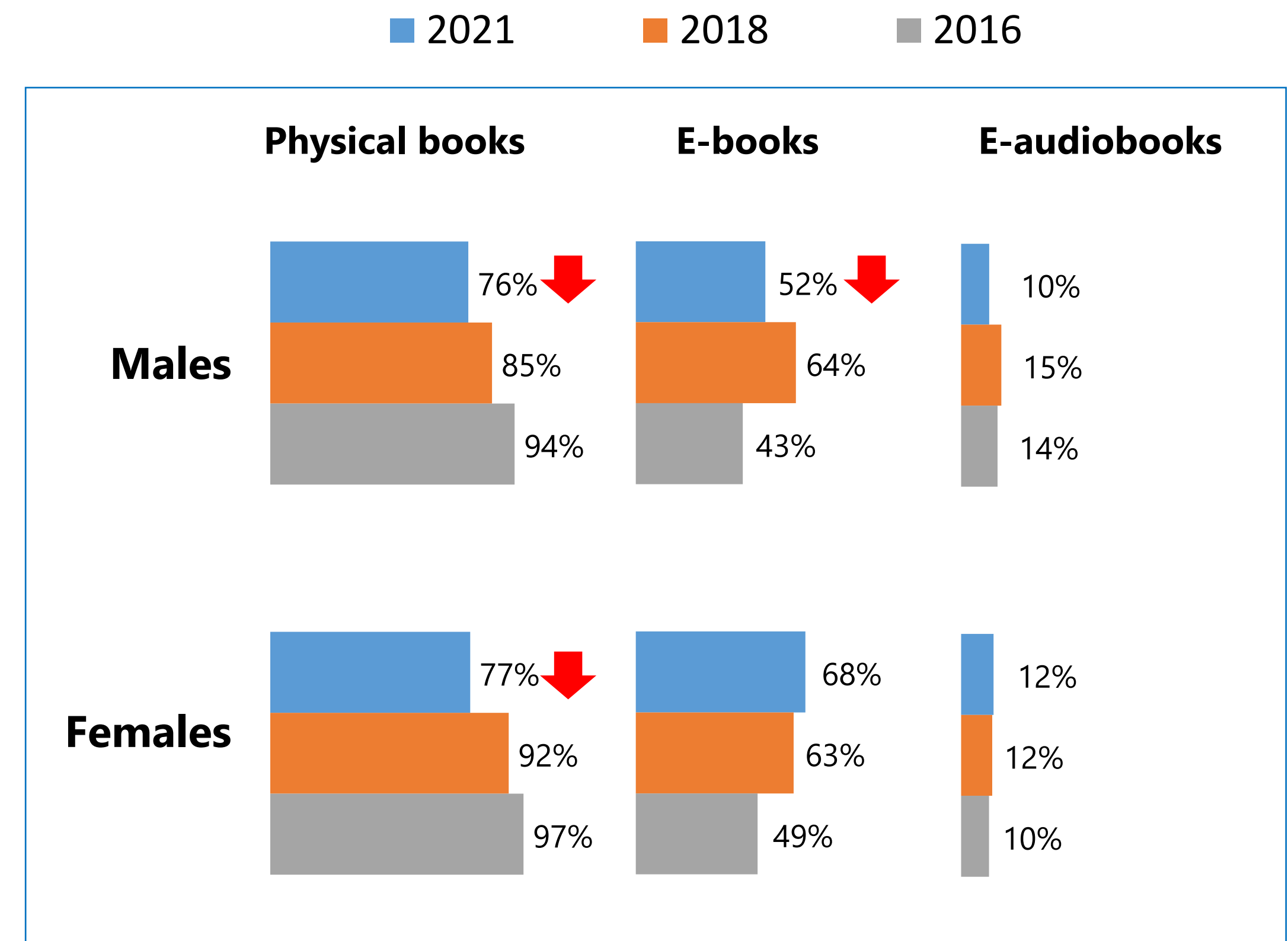
WHAT BOOK FORMAT DO OLDER TEENAGERS READ?

- 76% of older teenage book readers read physical books.
- More females than males read e-books.

Format of books read in past 12 months



Format of books read by gender

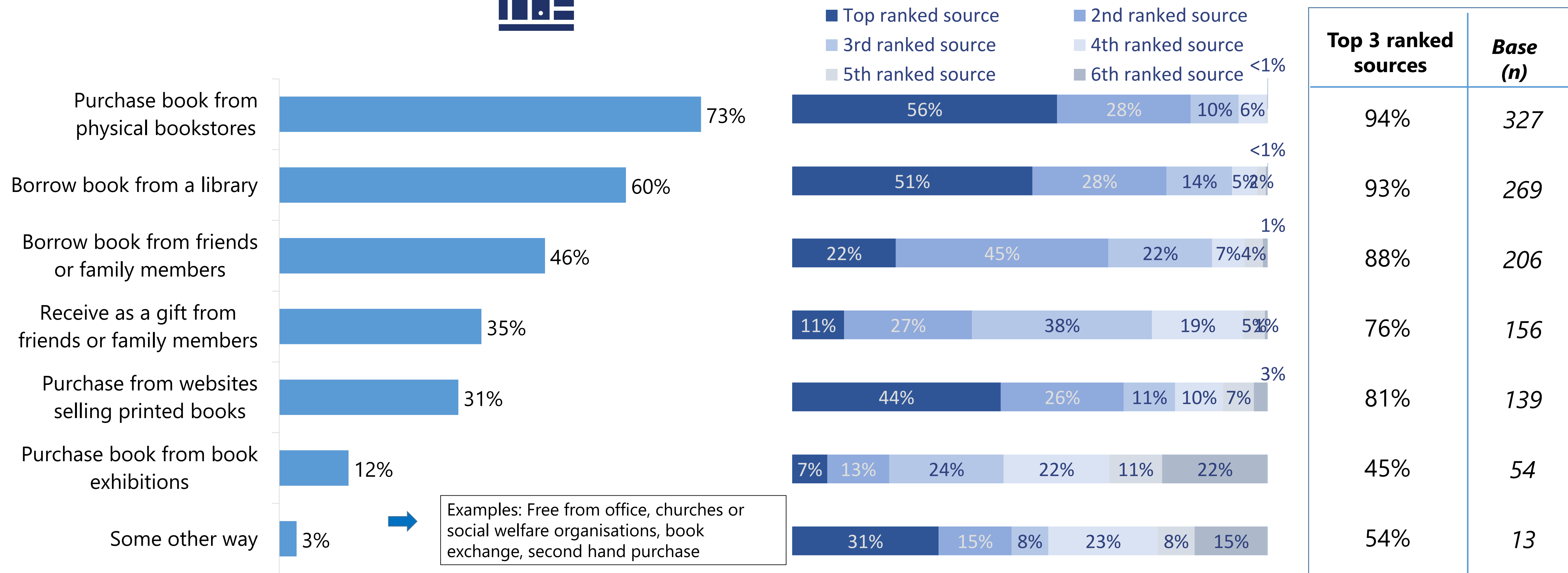


WHERE DO OLDER TEENAGERS GET THEIR PHYSICAL BOOKS FROM?

- More than half of physical book readers buy their books from physical bookstores or borrow from a library.
- Majority who patronise bookstores or libraries rank them as among their top 3 sources.



Source of physical books

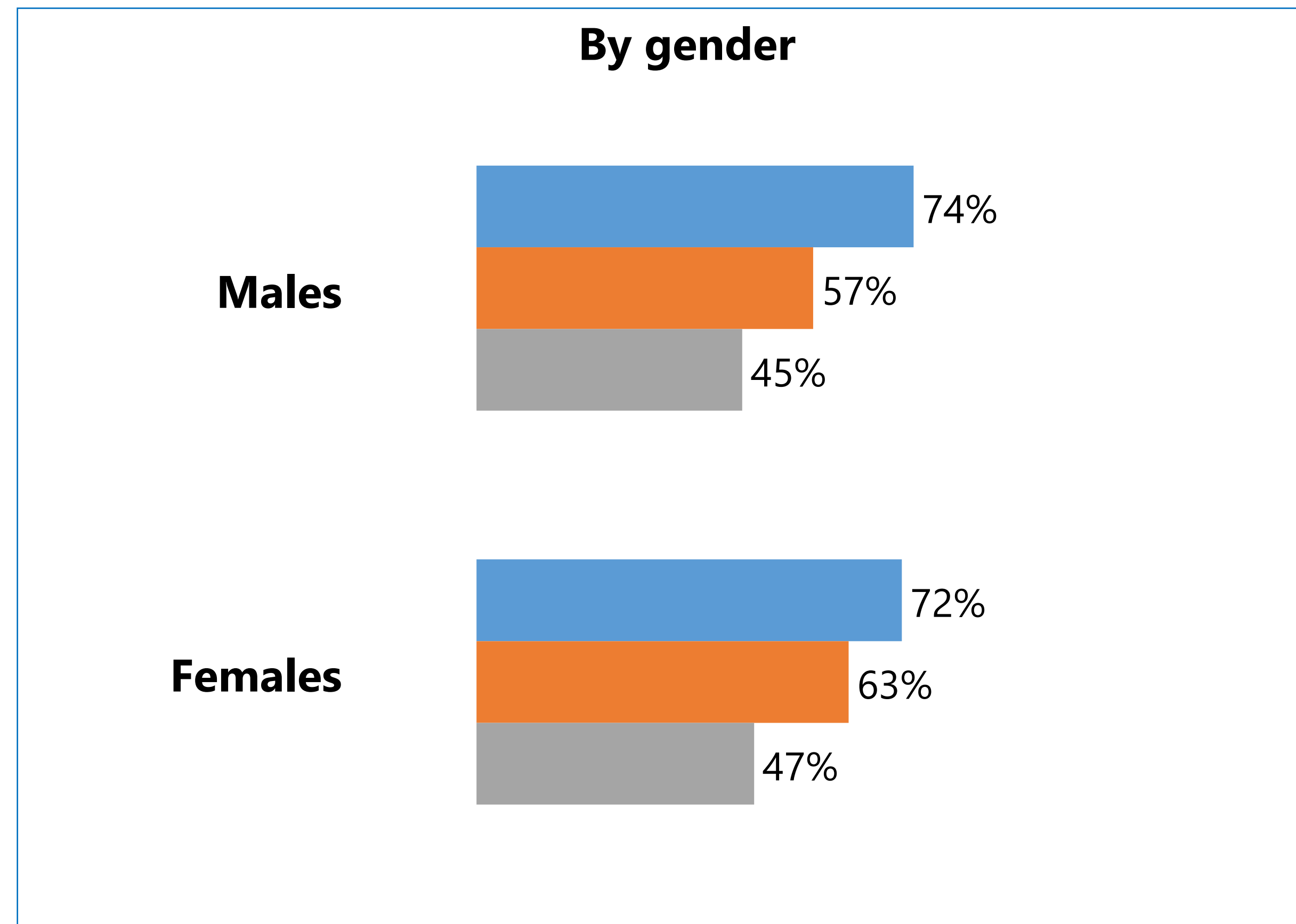


WHERE DO OLDER TEENAGERS GET THEIR PHYSICAL BOOKS FROM?

- There is no significant difference by gender for source of physical books.

Source of physical books

■ Purchase from physical bookstores ■ Borrow from a library ■ Borrow from friends or family members

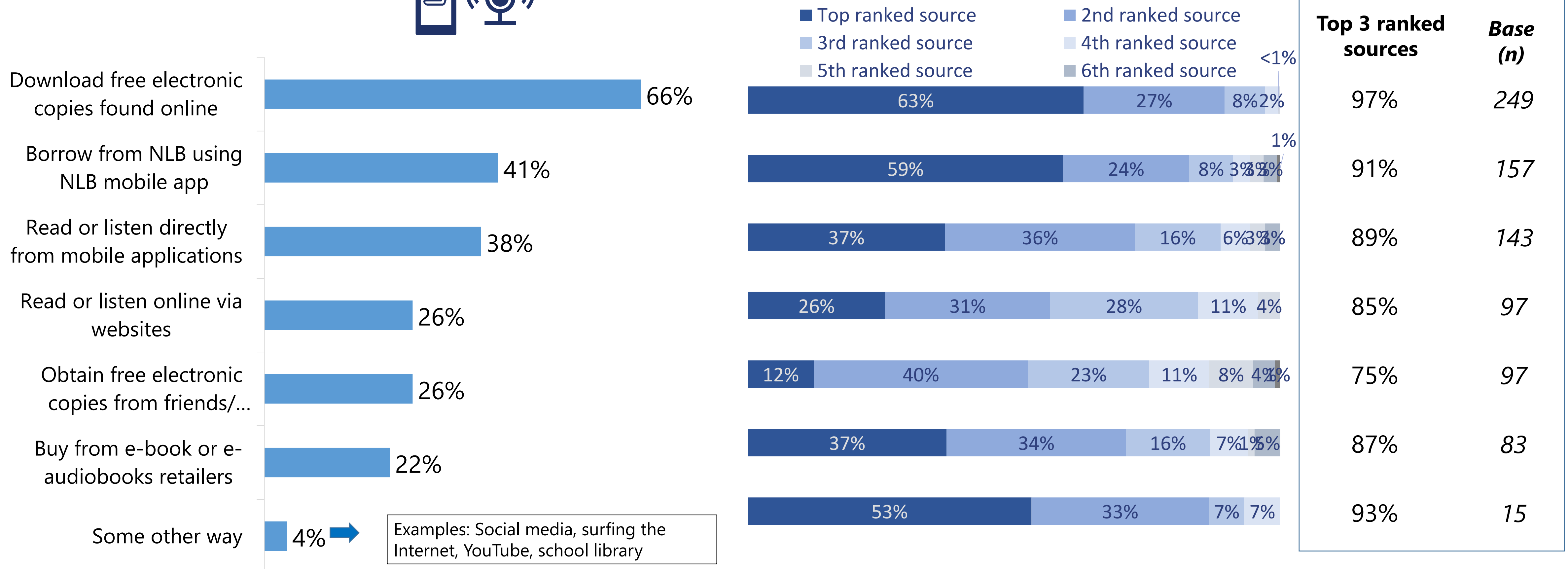


WHERE DO OLDER TEENAGERS GET THEIR DIGITAL BOOKS FROM?

- Among those who read e-books or e-audiobooks, more than half download free copies online.
- Free online copies is the top ranked source.



Source of e-books or e-audiobooks

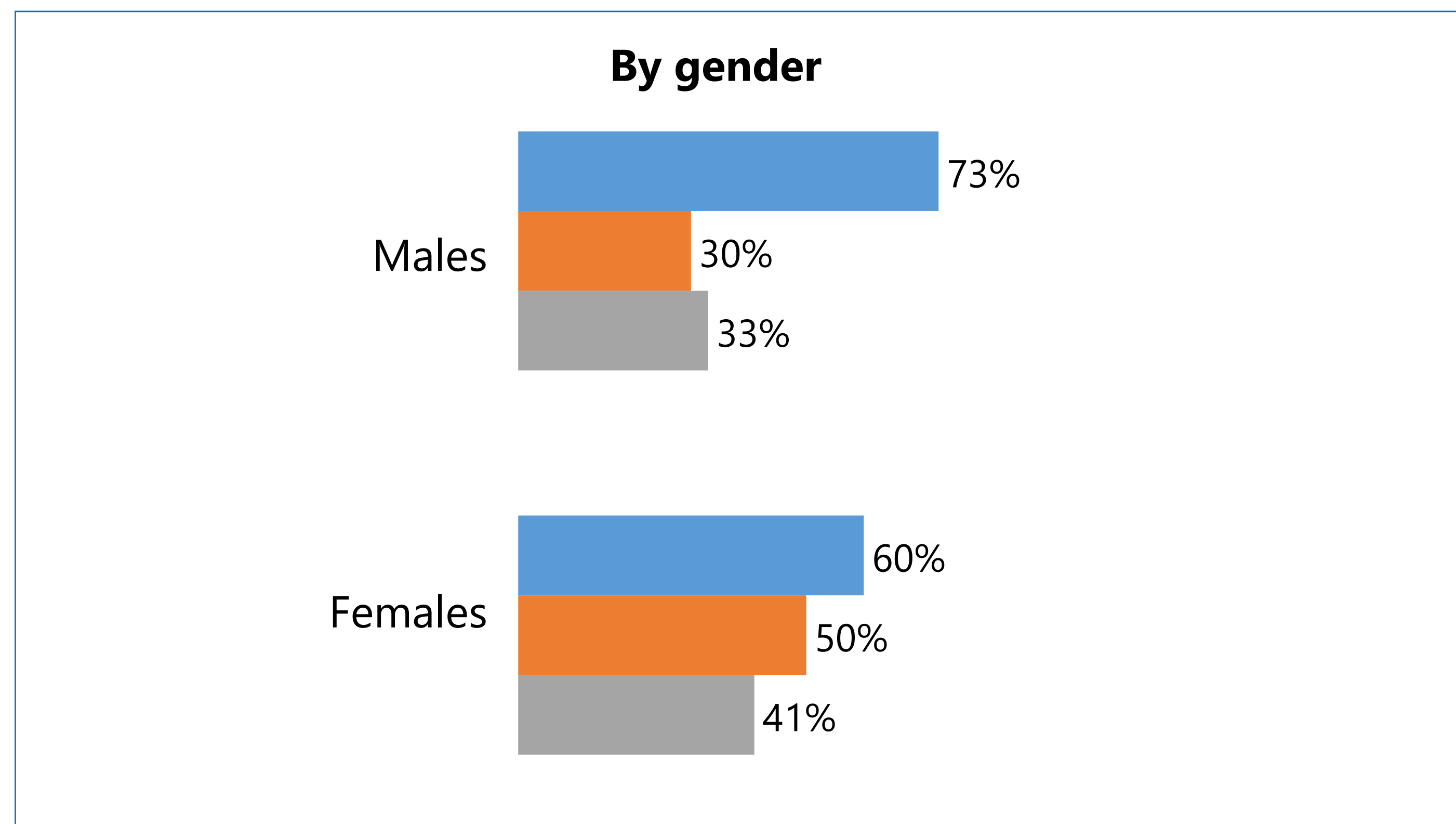


WHERE DO OLDER TEENAGERS GET THEIR DIGITAL BOOKS FROM?

- More males download free copies, while more females borrow from NLB using the NLB mobile app.

Source of e-books or e-audiobooks

■ Download free electronic copies found online ■ Borrow from NLB using NLB mobile app ■ Read or listen directly from mobile applications



HOW DO OLDER TEENAGERS ENGAGE WITH BOOKS READ?

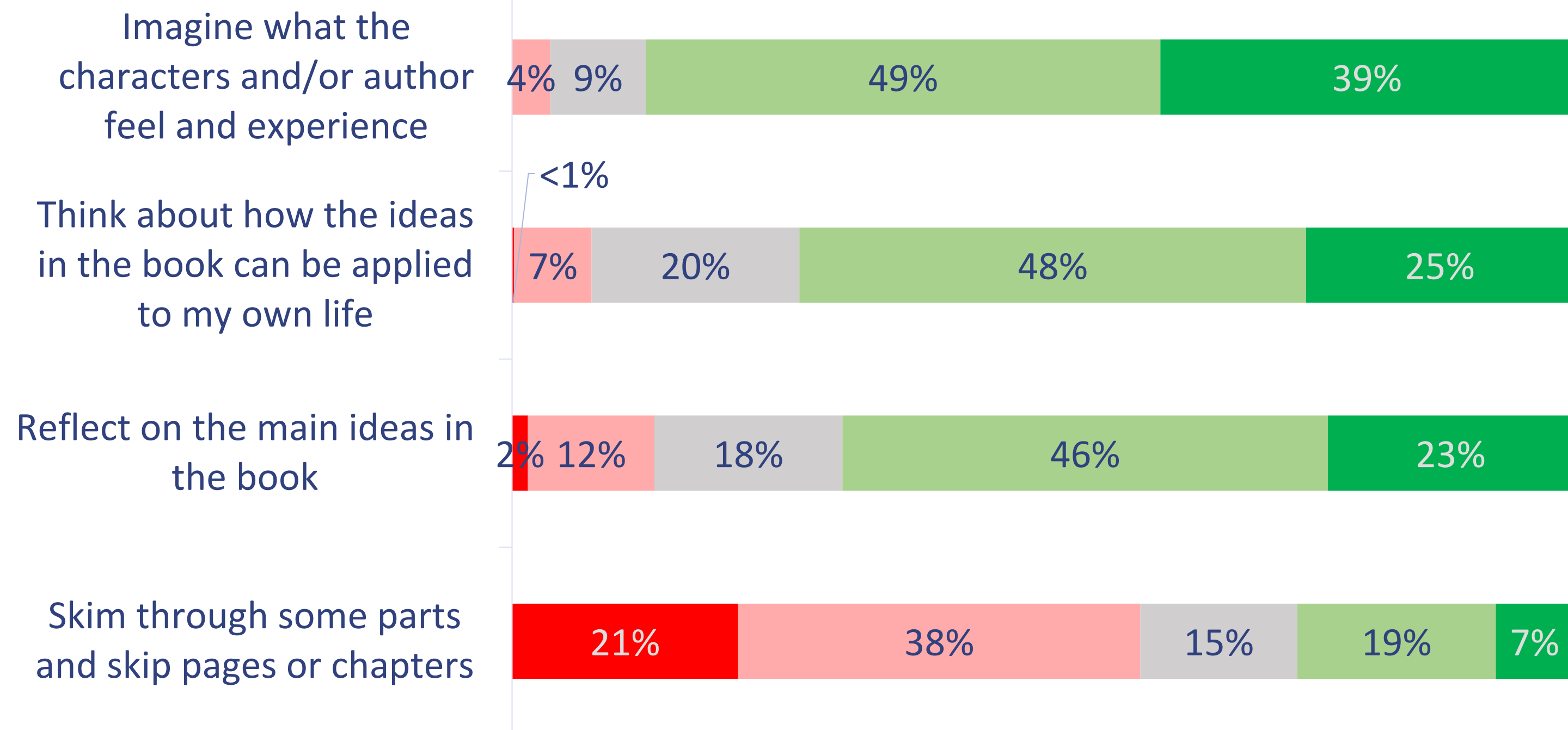
- 88% of older teenagers usually imagine what the characters or author felt and experienced, with more females doing so.
- 59% of them disagree that they skim through some parts of a book and skip pages or chapters.

Typical behaviour when reading a book

When I read a book, I usually

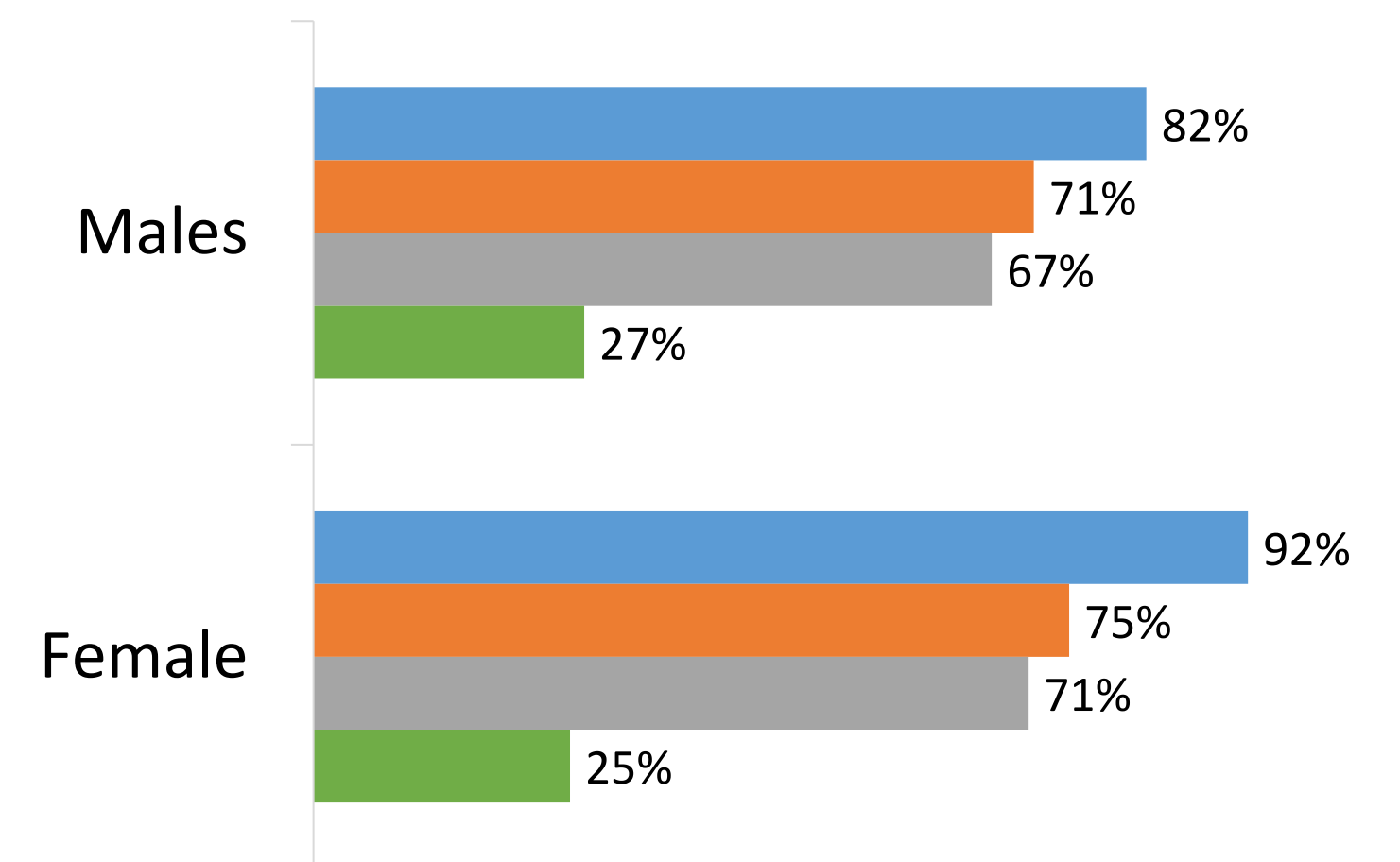
...

■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly Agree



Strongly Agree or Agree - By gender

■ Imagine what the characters and/or author feel and experience
 ■ Think about how the ideas in the book can be applied to my own life
 ■ Reflect on the main ideas in the book
 ■ Skim through some parts and skip pages or chapters

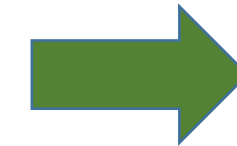
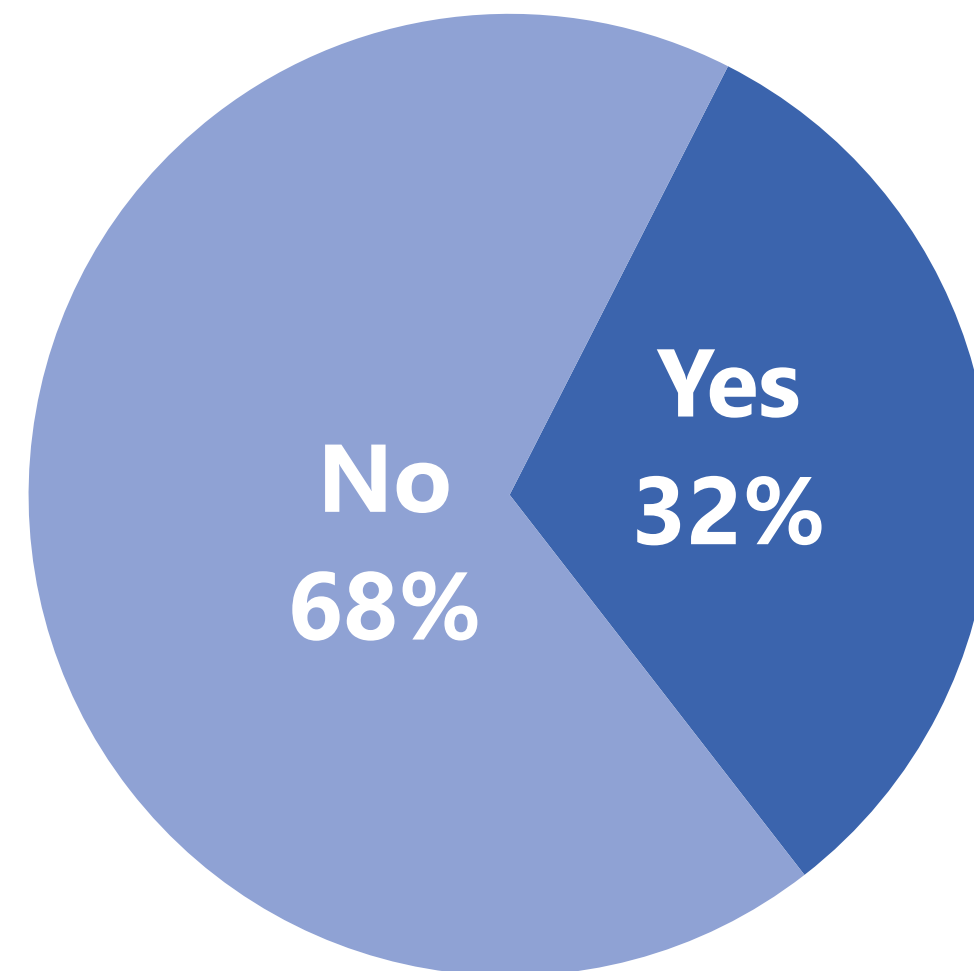


ABOUT SINGLIT

DO OLDER TEENAGERS READ SINGLIT BOOKS?

- 32% of older teenagers read SingLit (i.e. works by Singapore authors or writers) in the past 12 months.
- More female older teenagers read SingLit than males.

Read SingLit books in past 12 months. This can be for yourself or others e.g. children



Read SingLit books

By gender

Males



27%

Females



37%

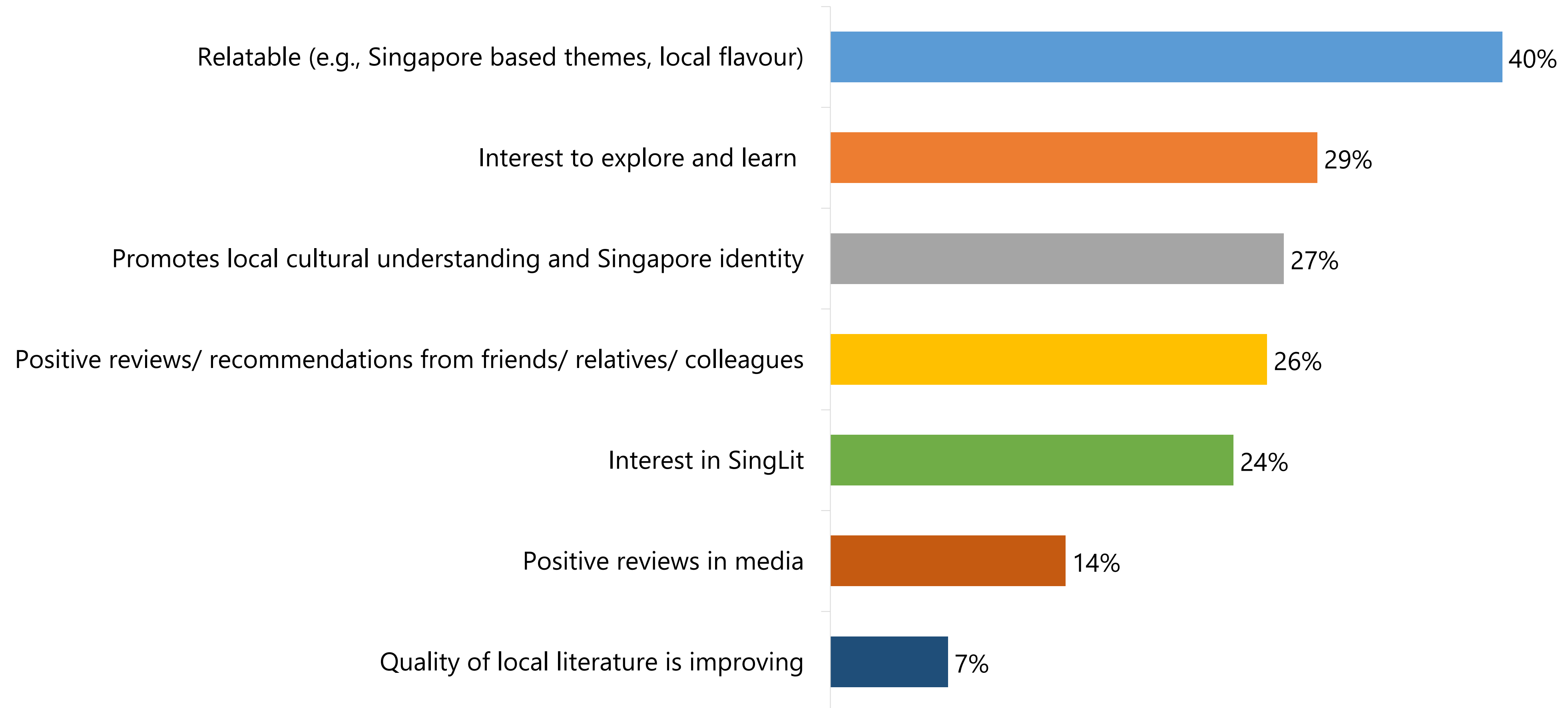
*These books by Singaporean writers include

- Fiction (thrillers, science fiction, fantasy, horror, mysteries, and poetry)
- Short stories
- Children's picture books
- Young Adult's books
- Personal essays
- Travel writing
- Biographies and autobiographies.

WHY DO OLDER TEENAGERS READ SINGLIT BOOKS?

- Older teenagers read SingLit because the books are relatable (40%) and they have interest to explore and learn (29%).

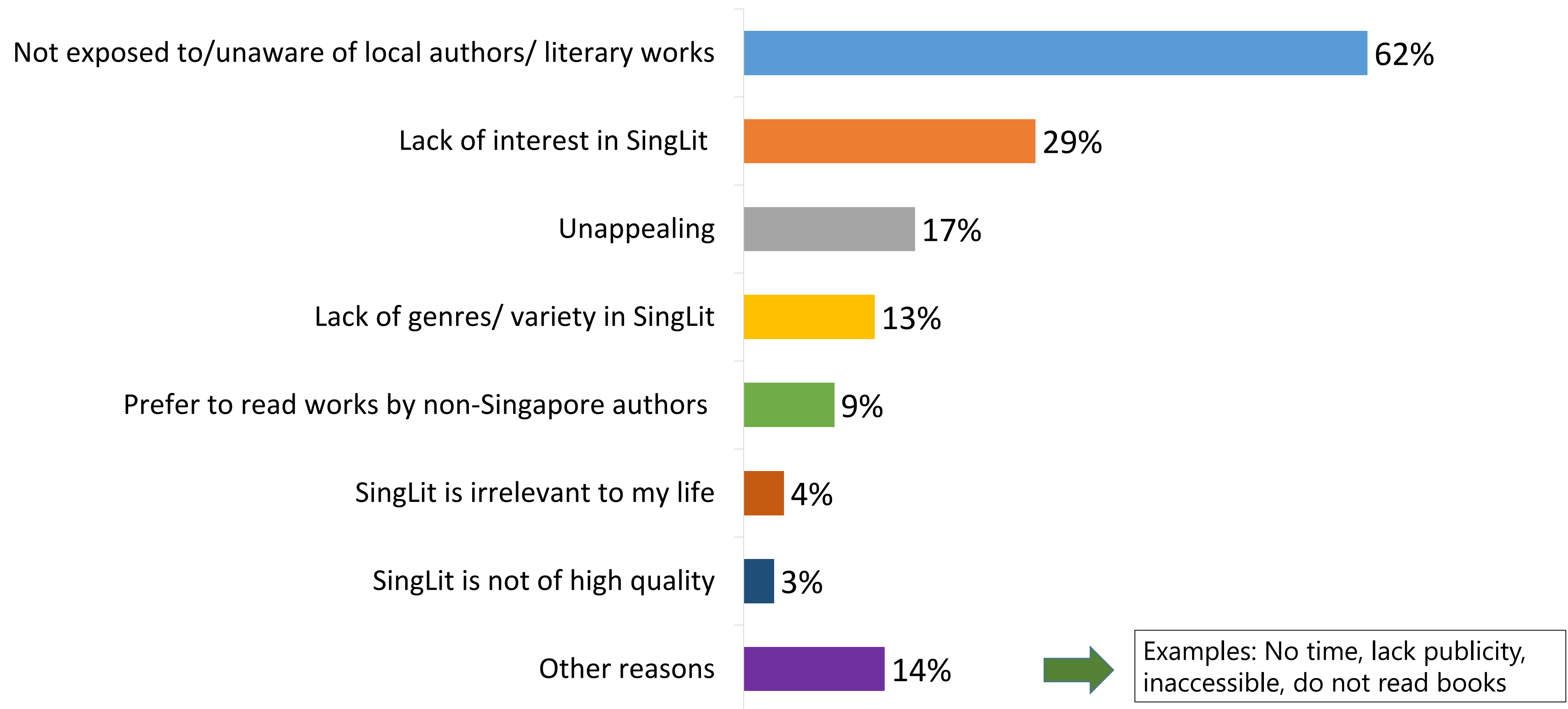
Reasons for reading SingLit books



WHY DO OLDER TEENAGERS NOT READ SINGLIT BOOKS?

- The main reason for not reading SingLit is the lack of exposure to and awareness of local authors or works.

Reasons for not reading SingLit books

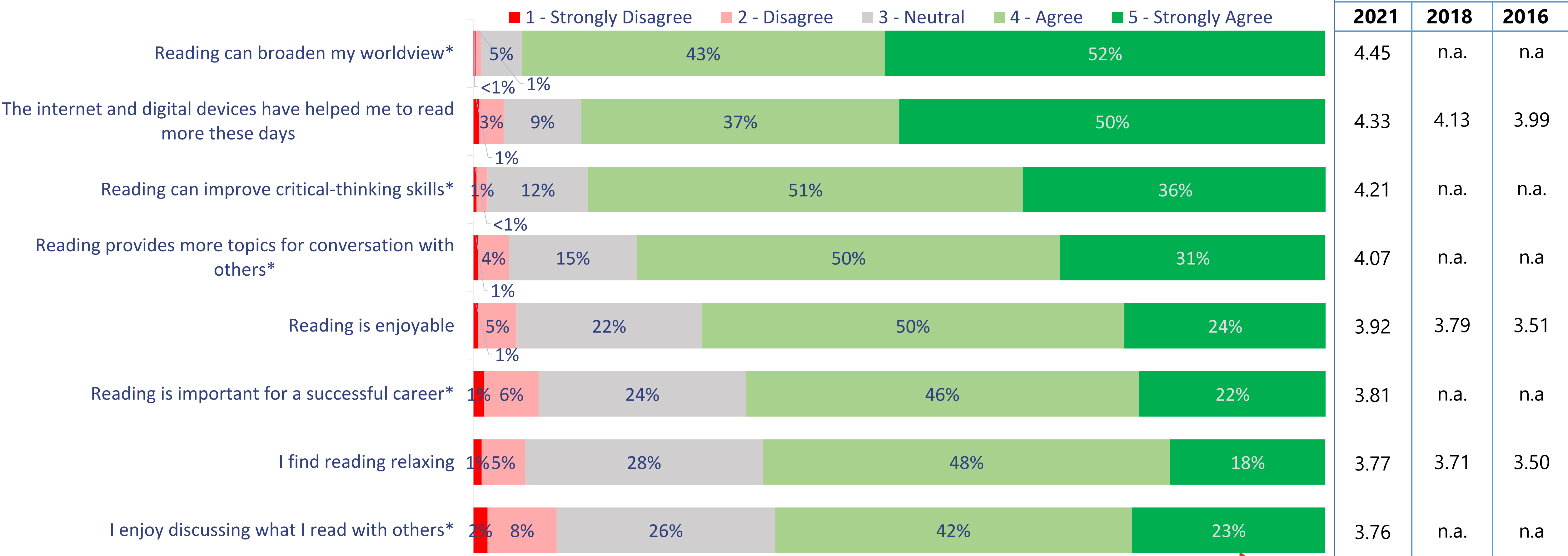


MOTIVATIONS AND BARRIERS

WHAT ARE OLDER TEENAGERS’ READING MOTIVATIONS?

- Older teenagers agree that reading can broaden their worldview, internet and digital devices have helped them to read more, reading can improve critical-thinking skills, and that reading provides conversation topics.

Among all older teenagers, motivations toward reading

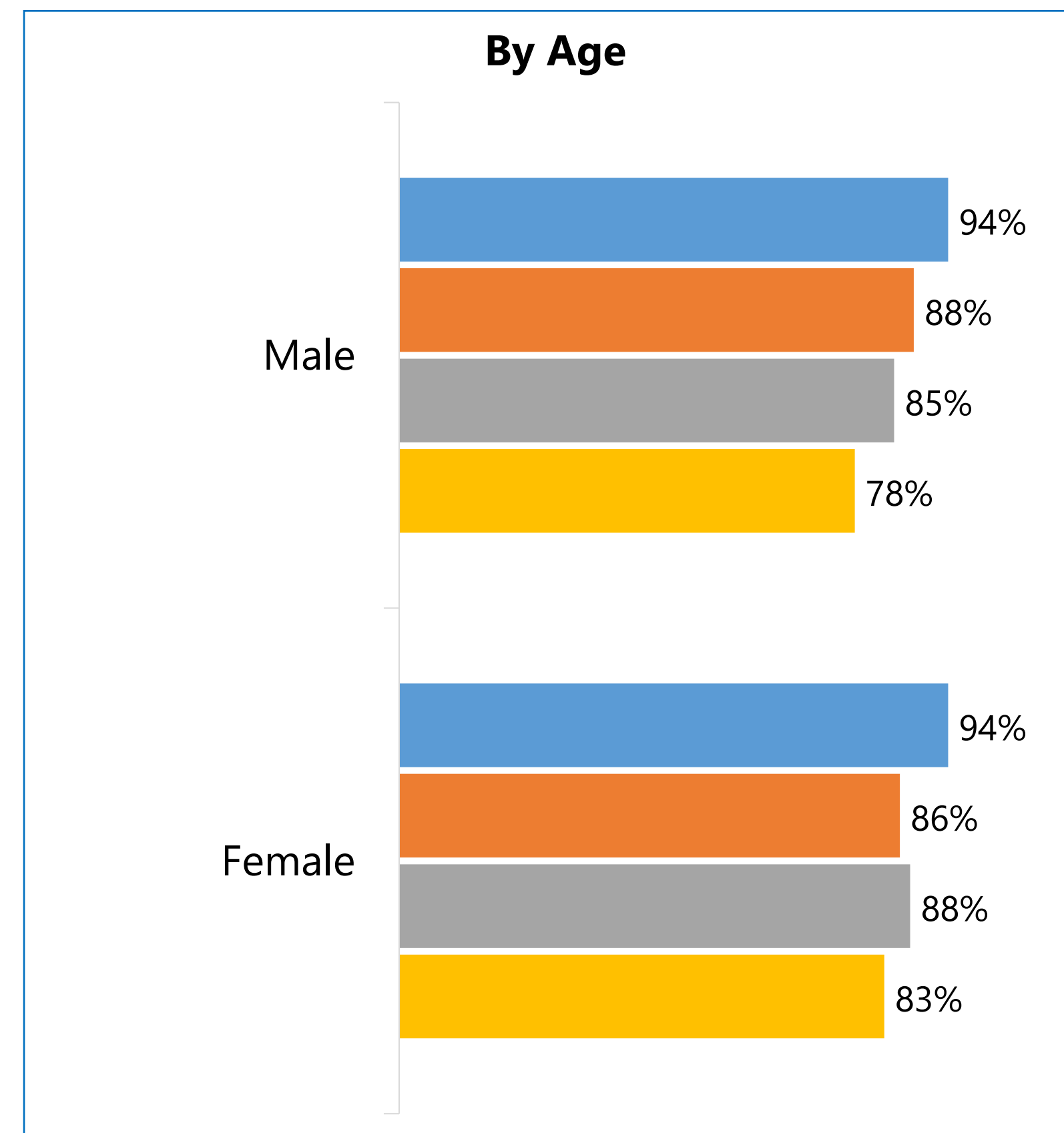


WHAT ARE OLDER TEENAGERS' READING MOTIVATIONS?

- Similar proportions of males and females agree with these benefits of reading.

Key reading motivations - Strongly agree or Agree

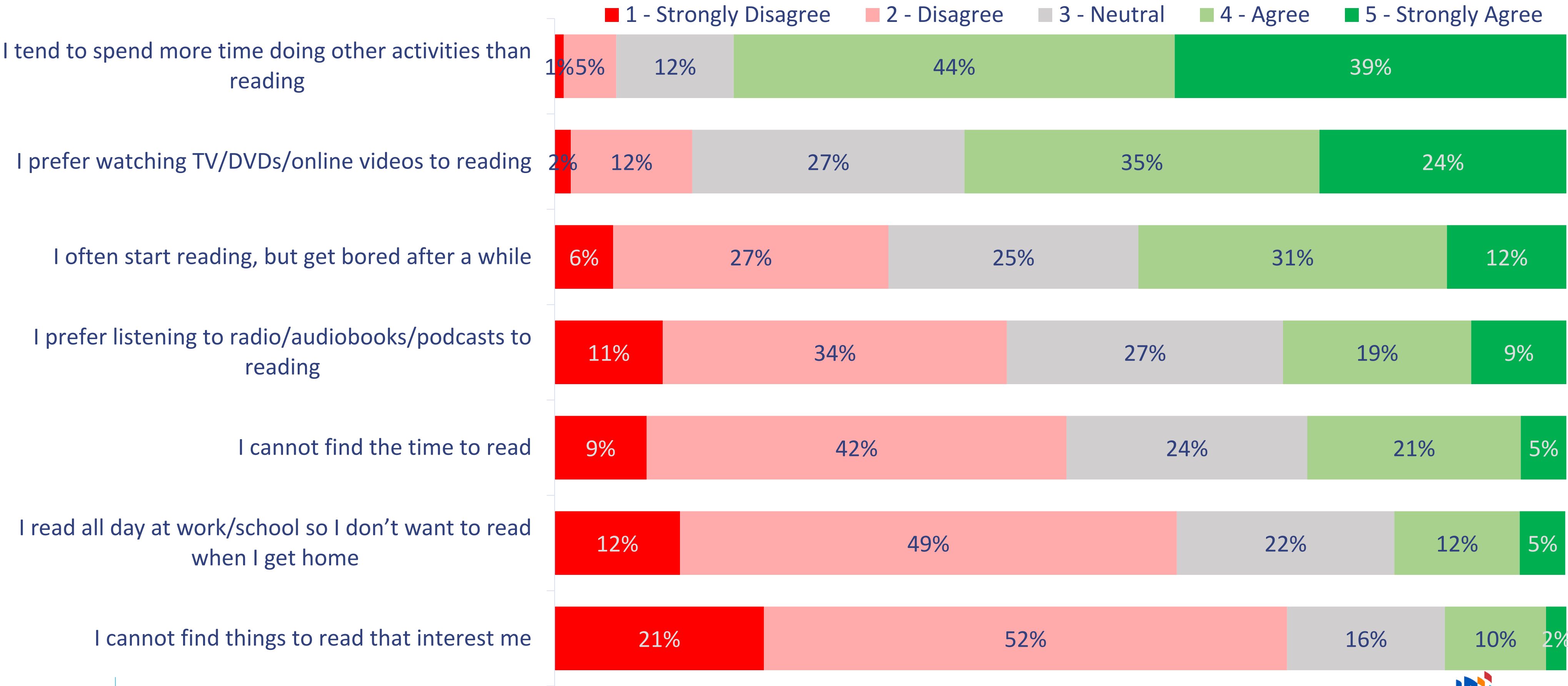
- Reading can broaden my worldview.
- The internet and digital devices have helped me to read more these days
- Reading can improve critical-thinking skills.
- Reading provides more topics for conversation with others.



WHAT ARE OLDER TEENAGERS' READING BARRIERS?

- The main obstacles to reading for older teenagers are that they tend to spend more time on other activities, and that they prefer watching videos to reading.
- Only 26% of them agree that they cannot find the time to read.

Among all older teenagers, barriers toward reading



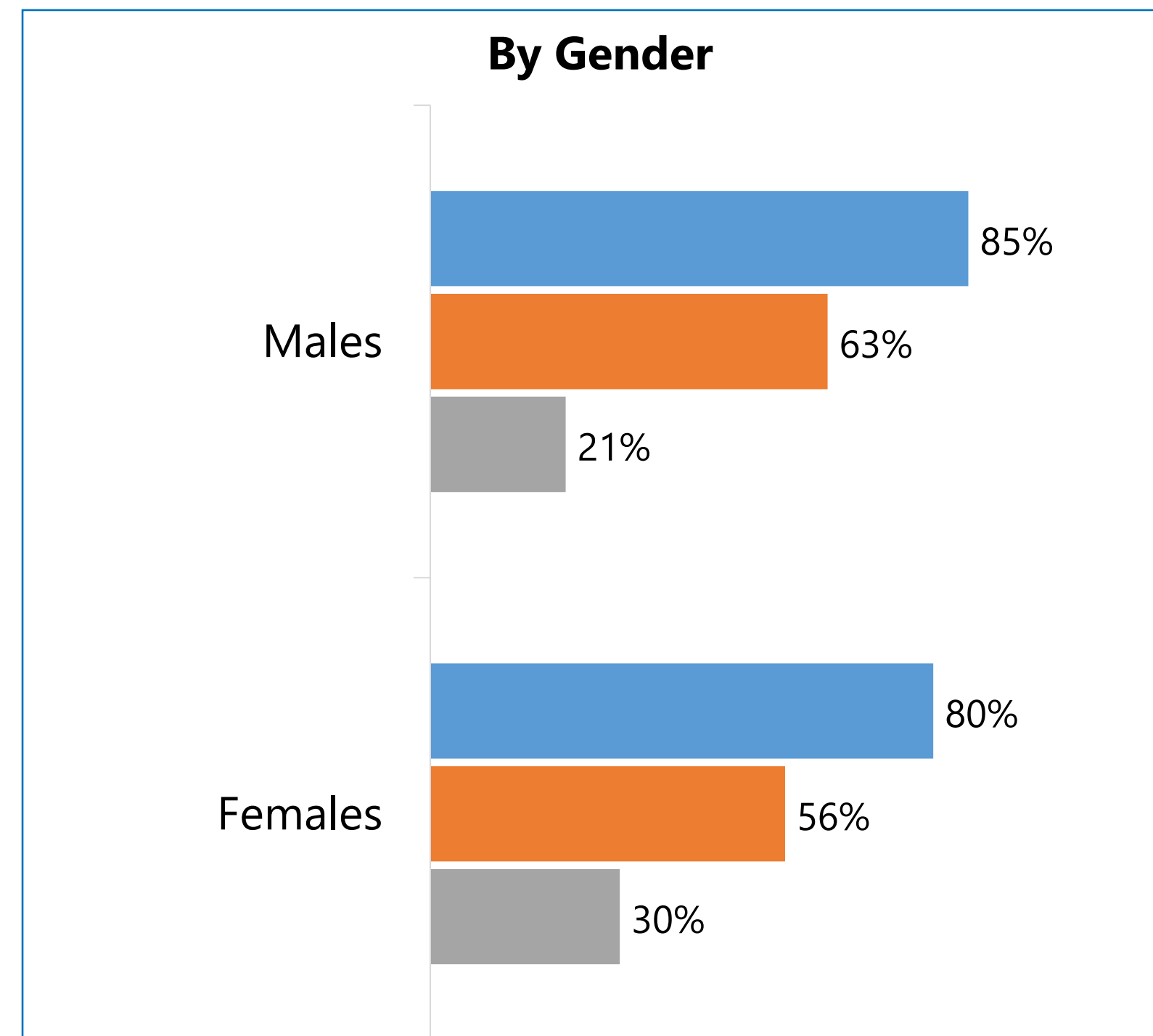
Mean		
Note: n.a. = not applicable		
2021	2018	2016
4.14	3.83	3.77
3.69	3.47	3.47
3.15	3.03	3.17
2.82	2.87	2.90
2.70	2.45	2.88
2.47	2.62	2.77
2.21	2.21	2.64

WHAT ARE OLDER TEENAGERS' READING BARRIERS?

- Majority of both males and females spend more time doing other activities than reading.
- More females than males agree that they cannot find the time to read.

Key reading barriers - Strongly agree or Agree

- I tend to spend more time doing other activities than reading (e.g. communicating with people, playing games, shopping)
- I prefer watching TV/DVDs/online videos to reading
- I cannot find the time to read



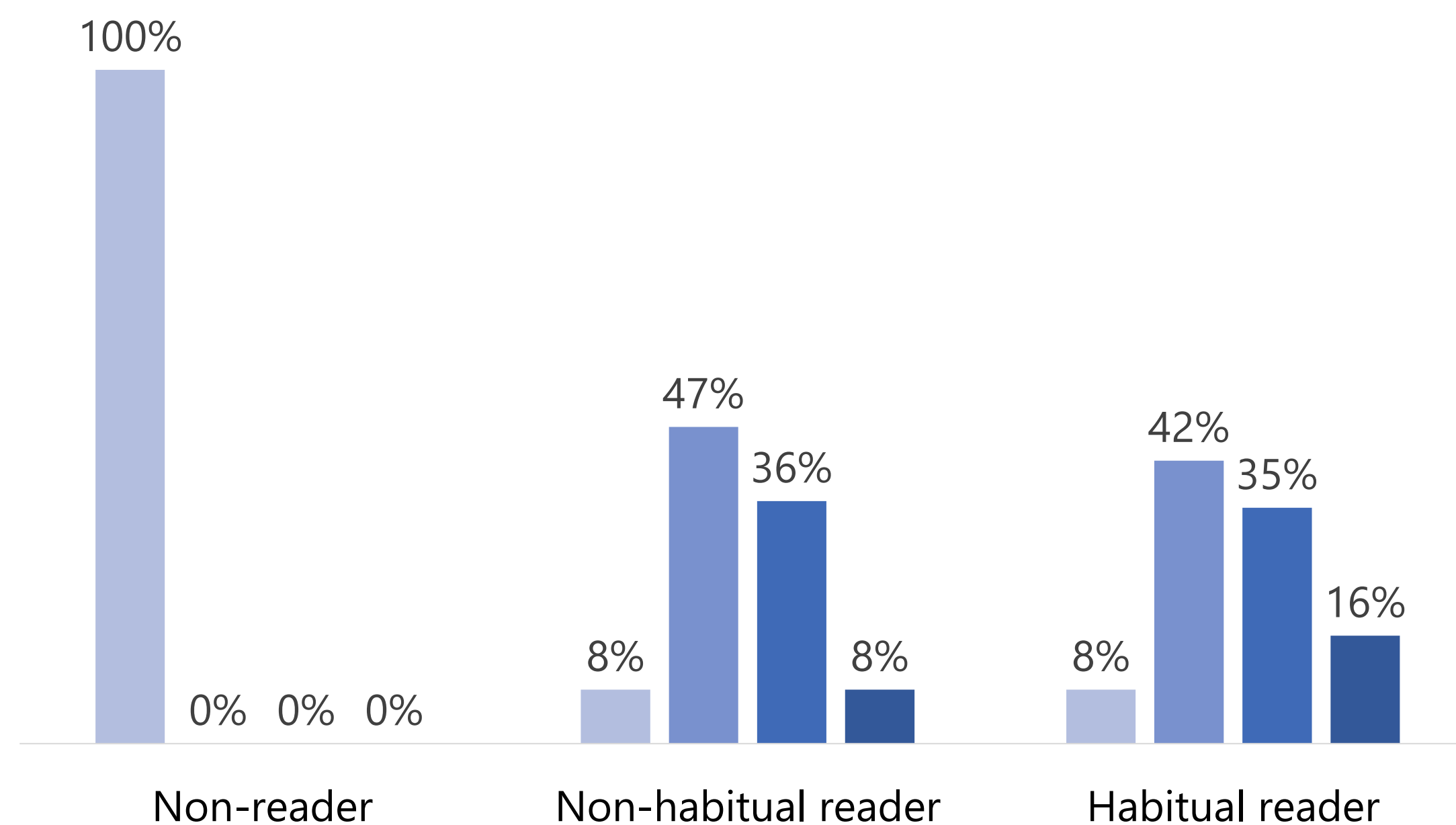
ABOUT SOCIAL READERS

IS THERE A SOCIAL ASPECT TO OLDER TEENAGERS' READING?

- Habitual readers appear to have more readers in their social circle.
- In addition, at least 65% agree that they enjoy discussing what they read with others and that reading provides more conversation topics. We term those who agree with both statements '*social readers*'.

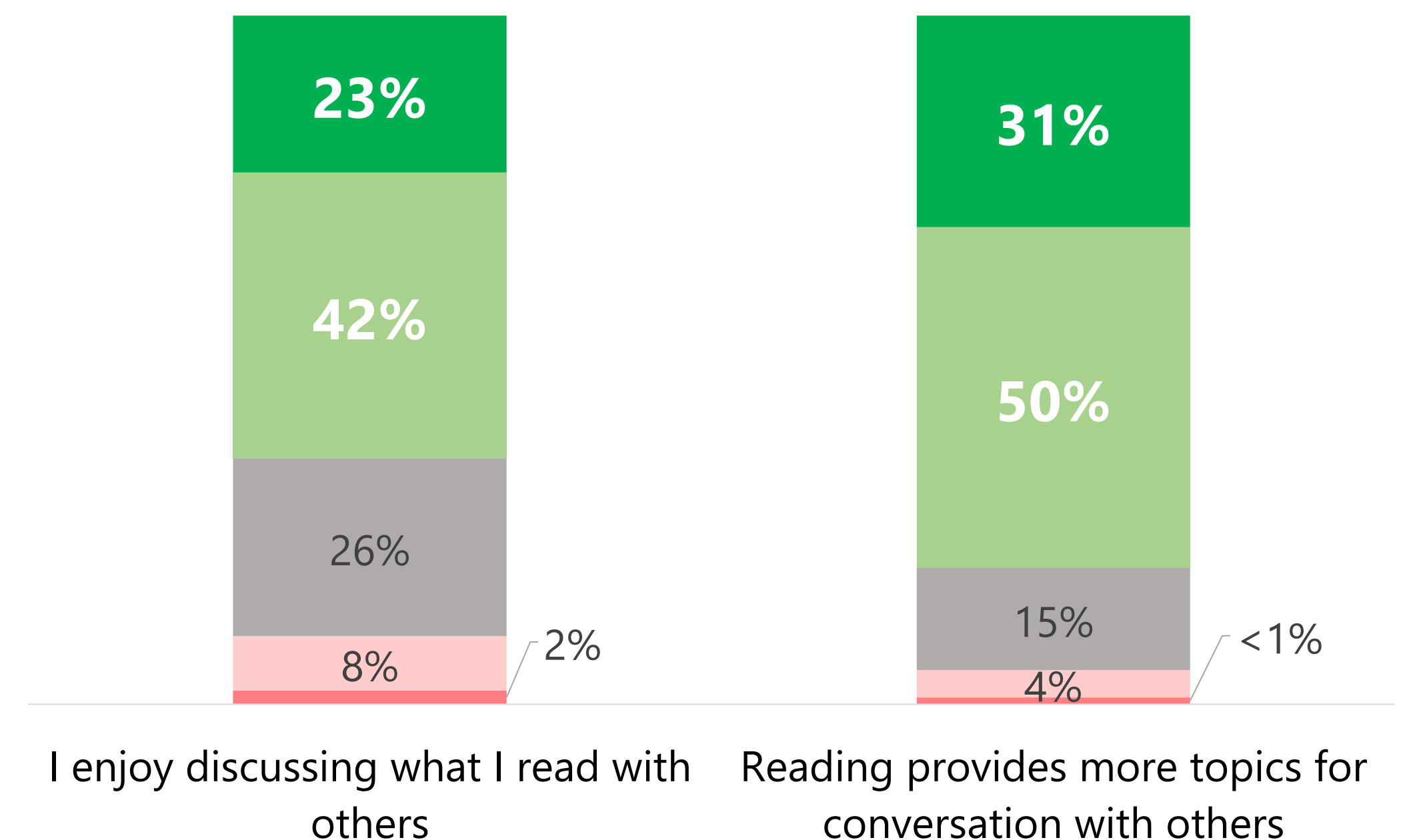
Number of readers in social circle – by habitual readers

None One to Two Three to Five At least Six



Social-related reading motivations

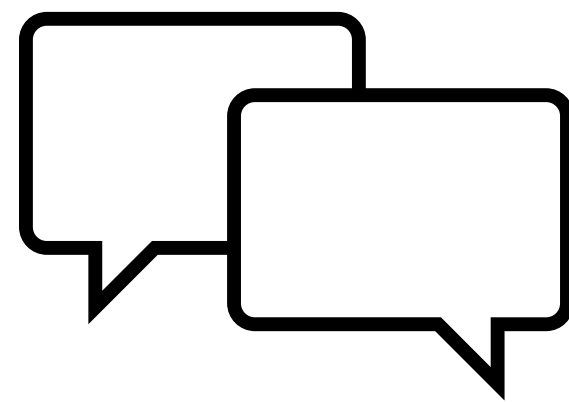
Strongly Disagree Disagree Neutral Agree Strongly Agree



IS THERE A SOCIAL ASPECT TO OLDER TEENAGERS' READING?

- Among older teenagers, social readers make up about 58%.
- About 60% of book readers are social readers.

Overall Proportion of social readers

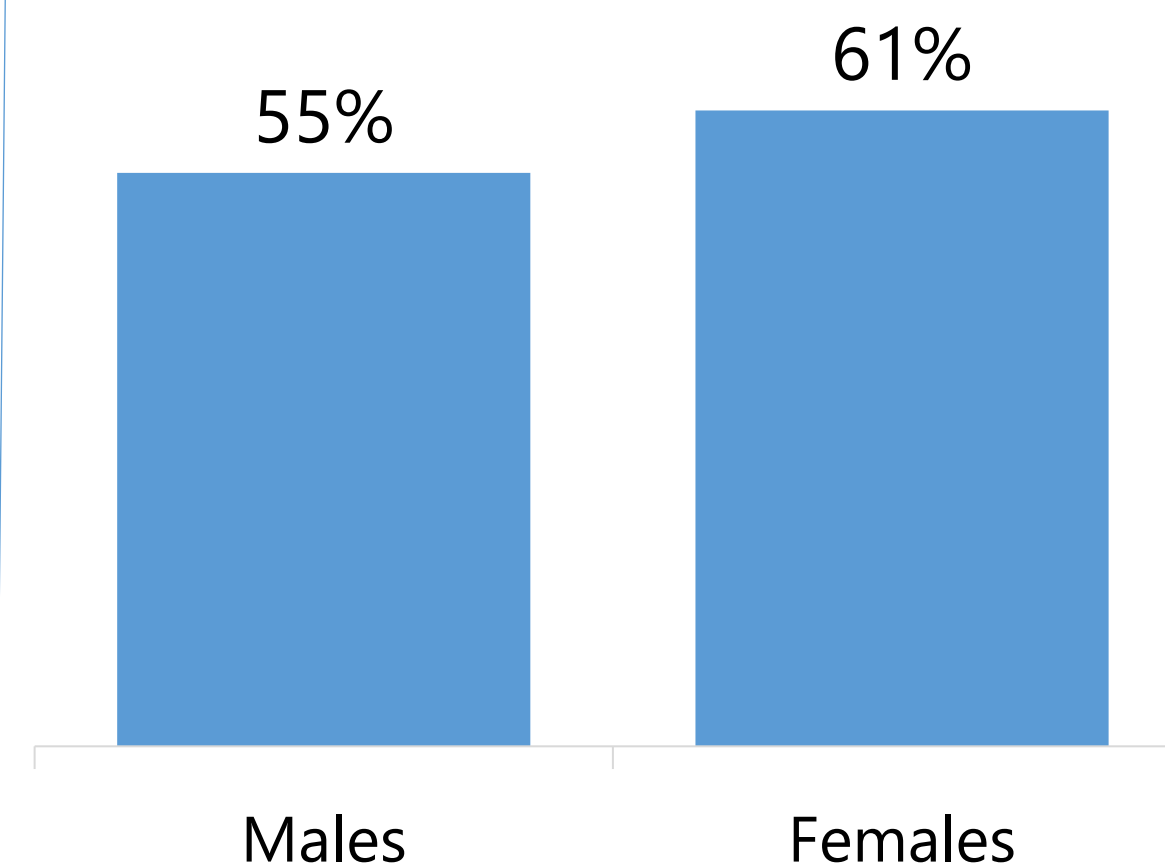


58%

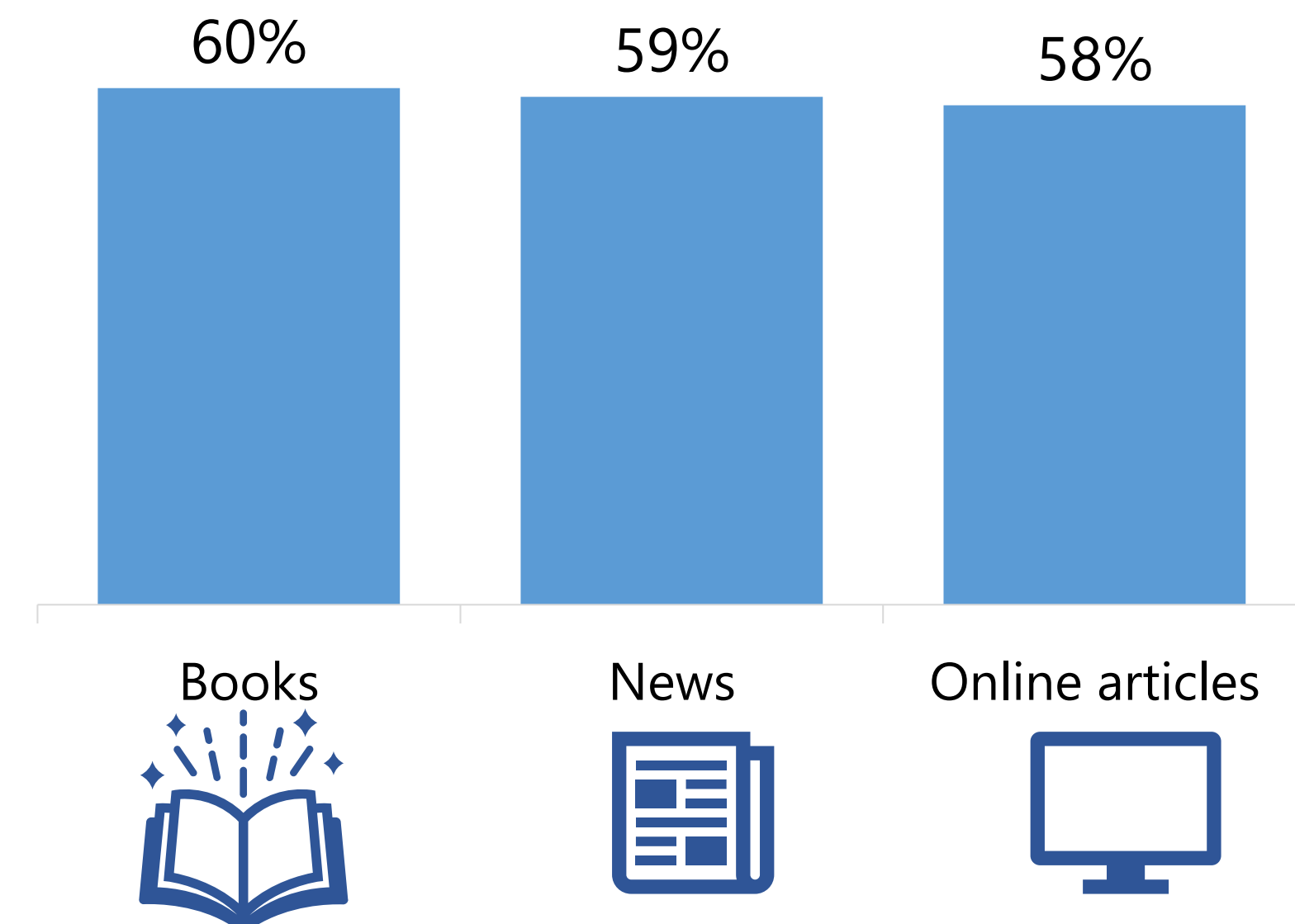
agree that 'I enjoy discussing what I read with others' and

'Reading provides more topics for conversation with others'

Social readers - By age



Social readers - By type of material read



YOUNGER TEENAGERS 13 TO 16 YEARS OLD

PROFILE OF RESPONDENTS (1)

The unweighted survey sample for younger teens has 5% more males, 9% more Chinese and 7% more who live in private housing, compared to population proportions.

Ethnicity	n	% of total
Chinese	124	76%
Malay	23	14%
Indian	13	8%
Others	4	2%
Total	164	100%

Gender	n	% of total
Male	91	56%
Female	73	44%
Total	164	100%

Dwelling Type	n	% of total
1 or 2-room HDB flat	8	5%
3-room HDB flat	25	15%
4-room HDB flat	40	25%
5-room/ Executive HDB flat	35	21%
Executive Condominium/HUDC	4	2%
Condominium/ Apartment / Private Flat	38	23%
Landed Property	14	9%
Total	164	100%

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1)

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.



Notes on analysis:

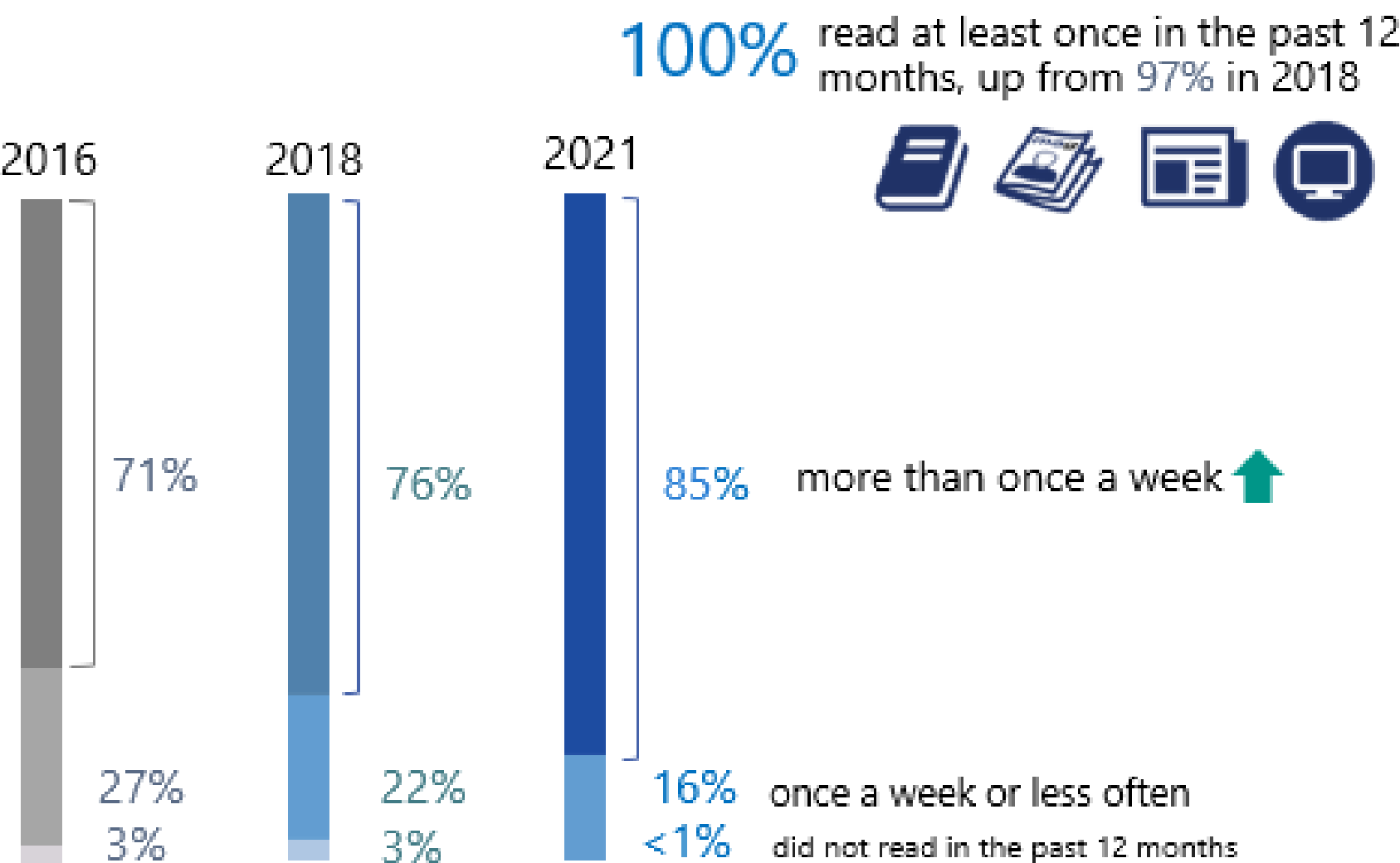
Significant differences between the 2021 and 2018 findings at the 95% C.I. are denoted by the following symbols:

↑ Significantly higher in 2021 than in 2018

↓ Significantly lower in 2021 than in 2018

MORE YOUNGER TEENAGERS READ

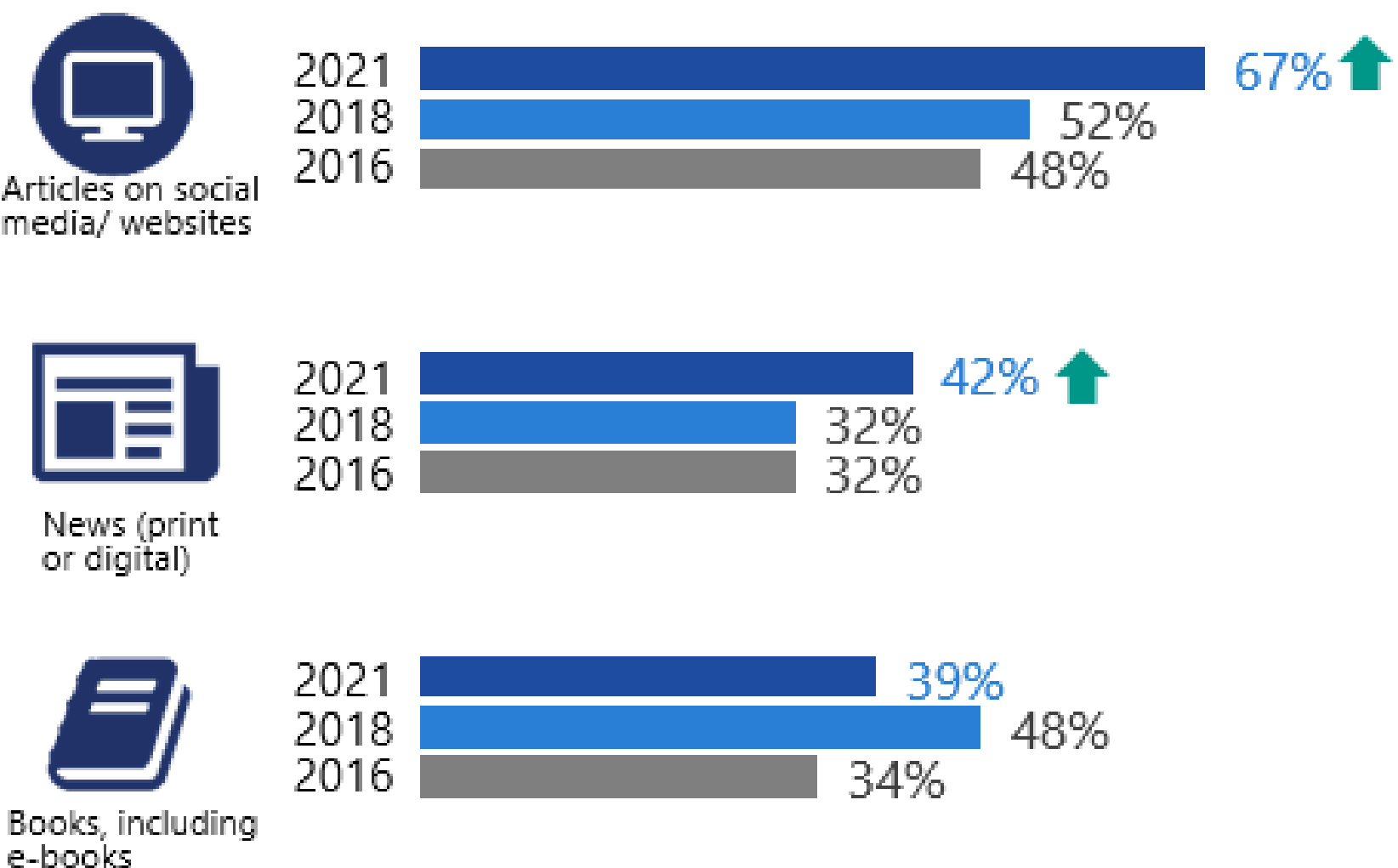
Includes reading books, magazines, news (print or digital), and online articles **in the past 12 months**.



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

INCREASE IN READING OF ONLINE ARTICLES AND NEWS

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

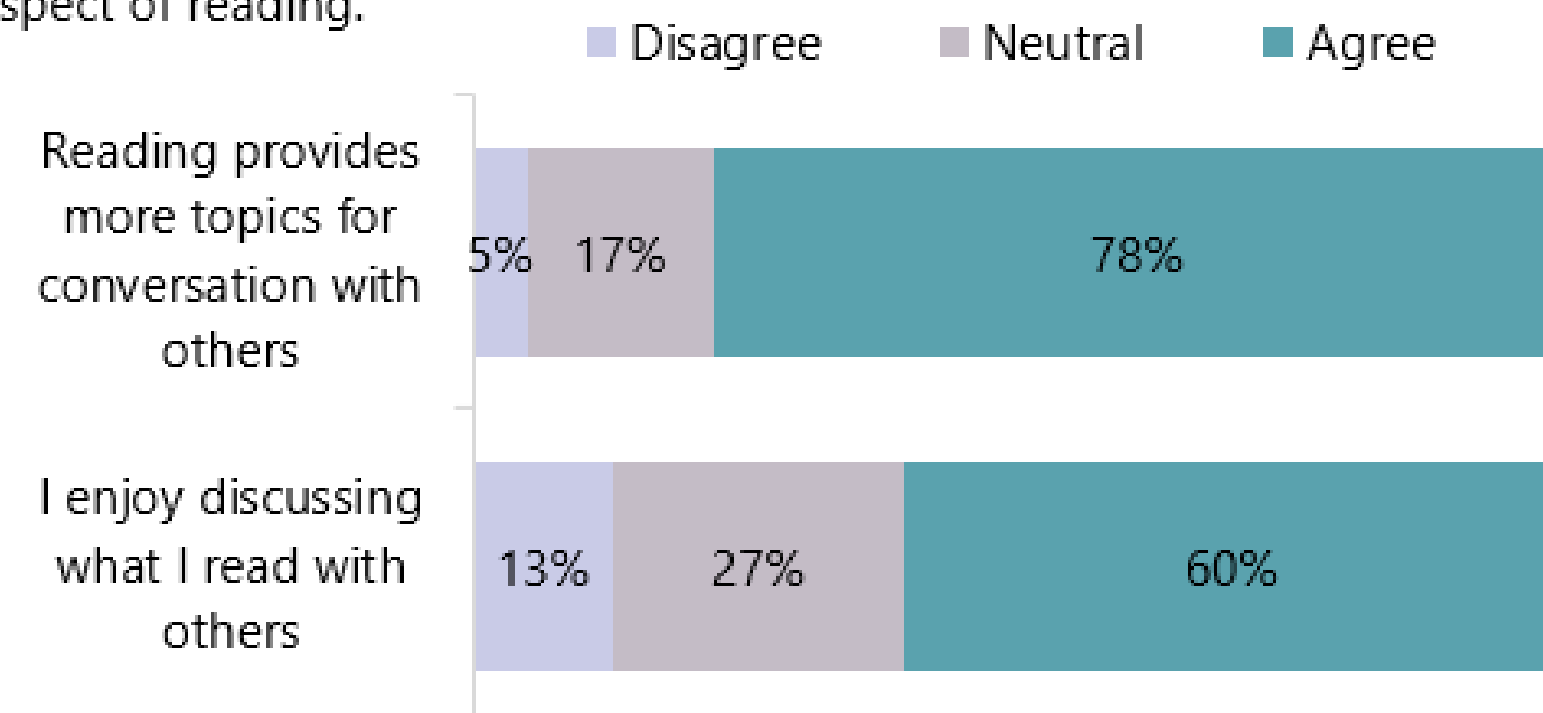


EXECUTIVE SUMMARY (2)

NEW

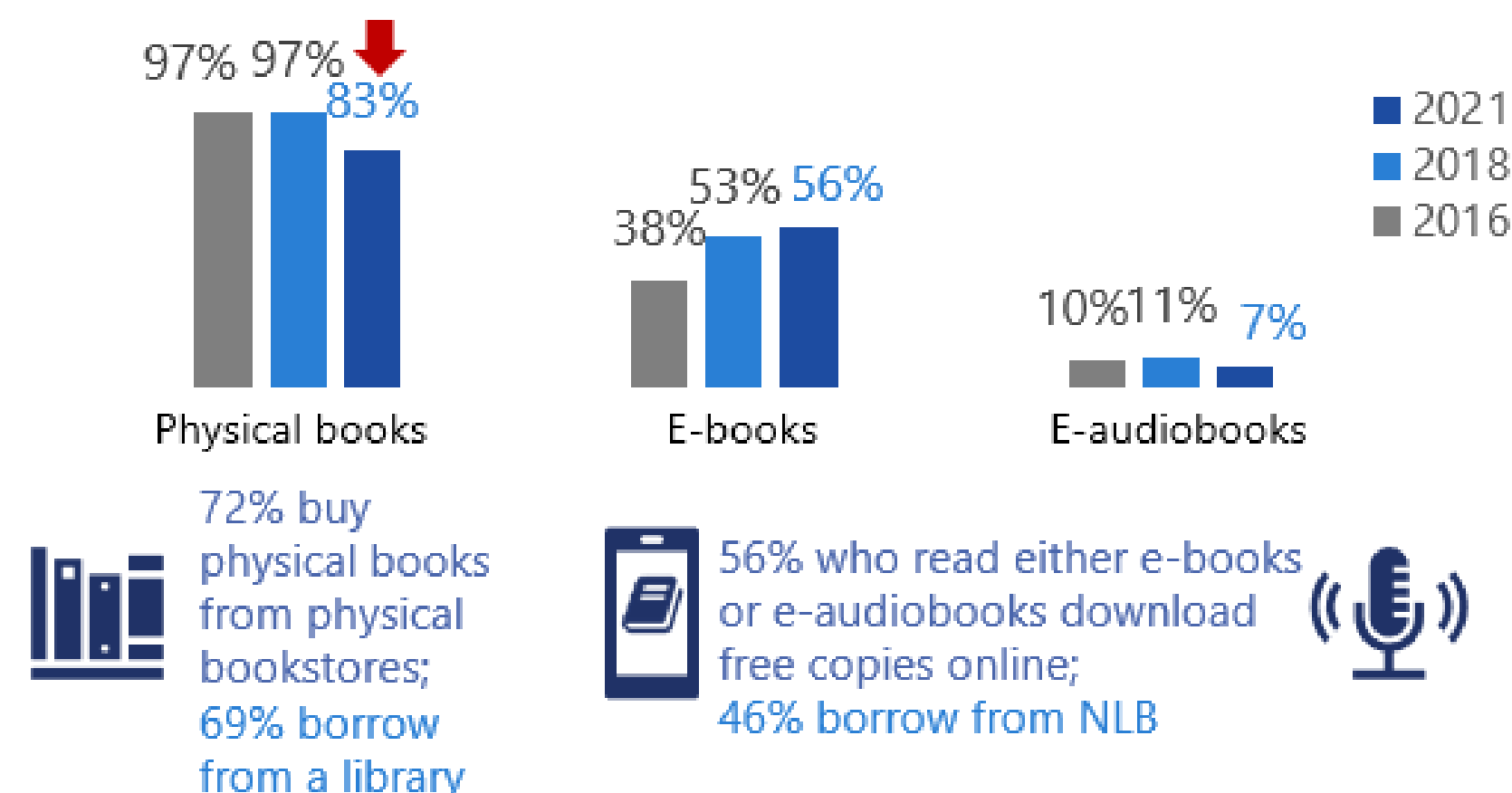
YOUNGER TEENAGERS SHARE AND DISCUSS READS

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.

DROP IN PHYSICAL BOOK READERS



Notes on analysis:

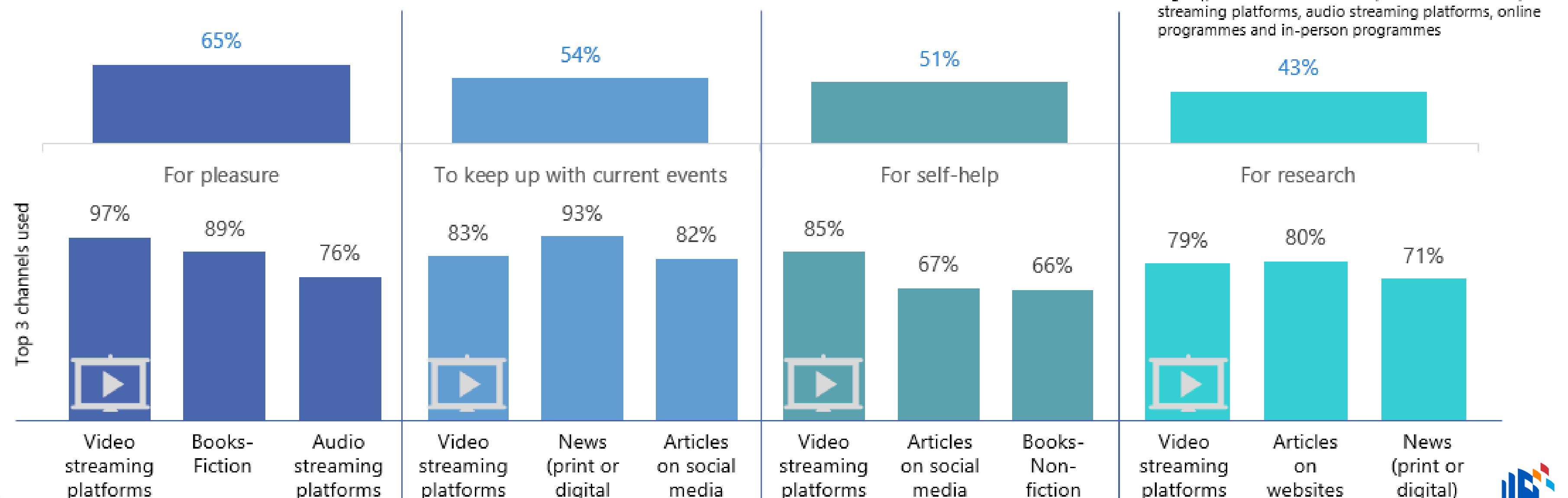
Significant differences between the 2021 and 2018 findings at the 95% C.I. are denoted by the following symbols:

↑ Significantly higher in 2021 than in 2018

↓ Significantly lower in 2021 than in 2018

NEW

VIDEO STREAMING PLATFORMS WIDELY USED FOR INFO GATHERING NEEDS



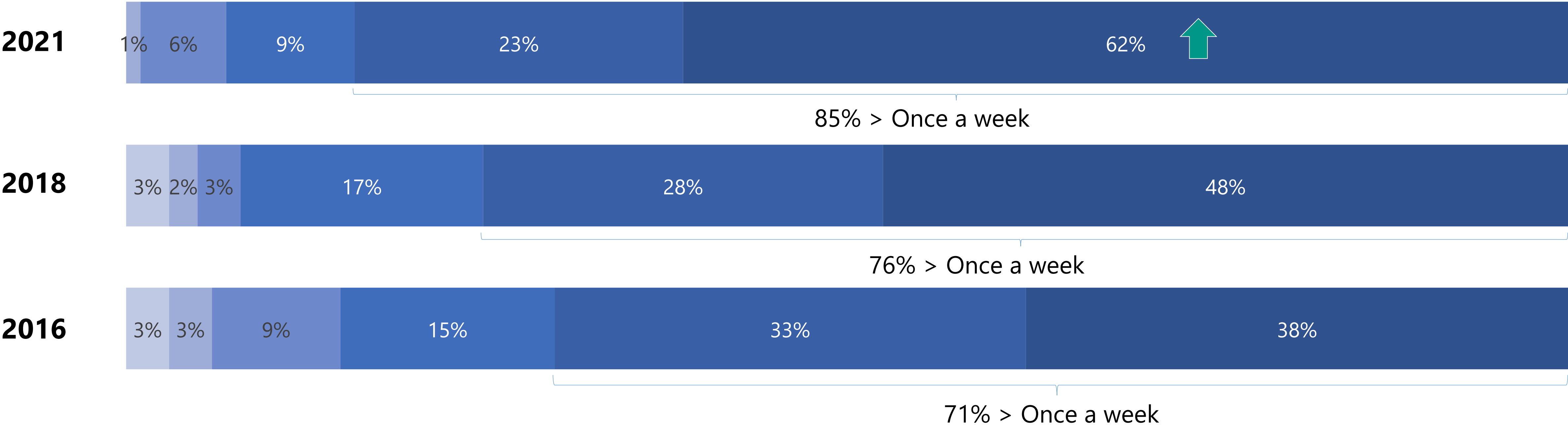
READING HABITS

ARE YOUNGER TEENAGERS READING?

- All younger teenagers read at least once in the past 12 months. These reads include books (physical, e-books or audiobooks), magazines (physical or digital), newspapers or online news, and articles posted on social media or websites.
- 85% of younger teenagers read more than once a week.

Younger teenagers - Read any material in the past 12 months

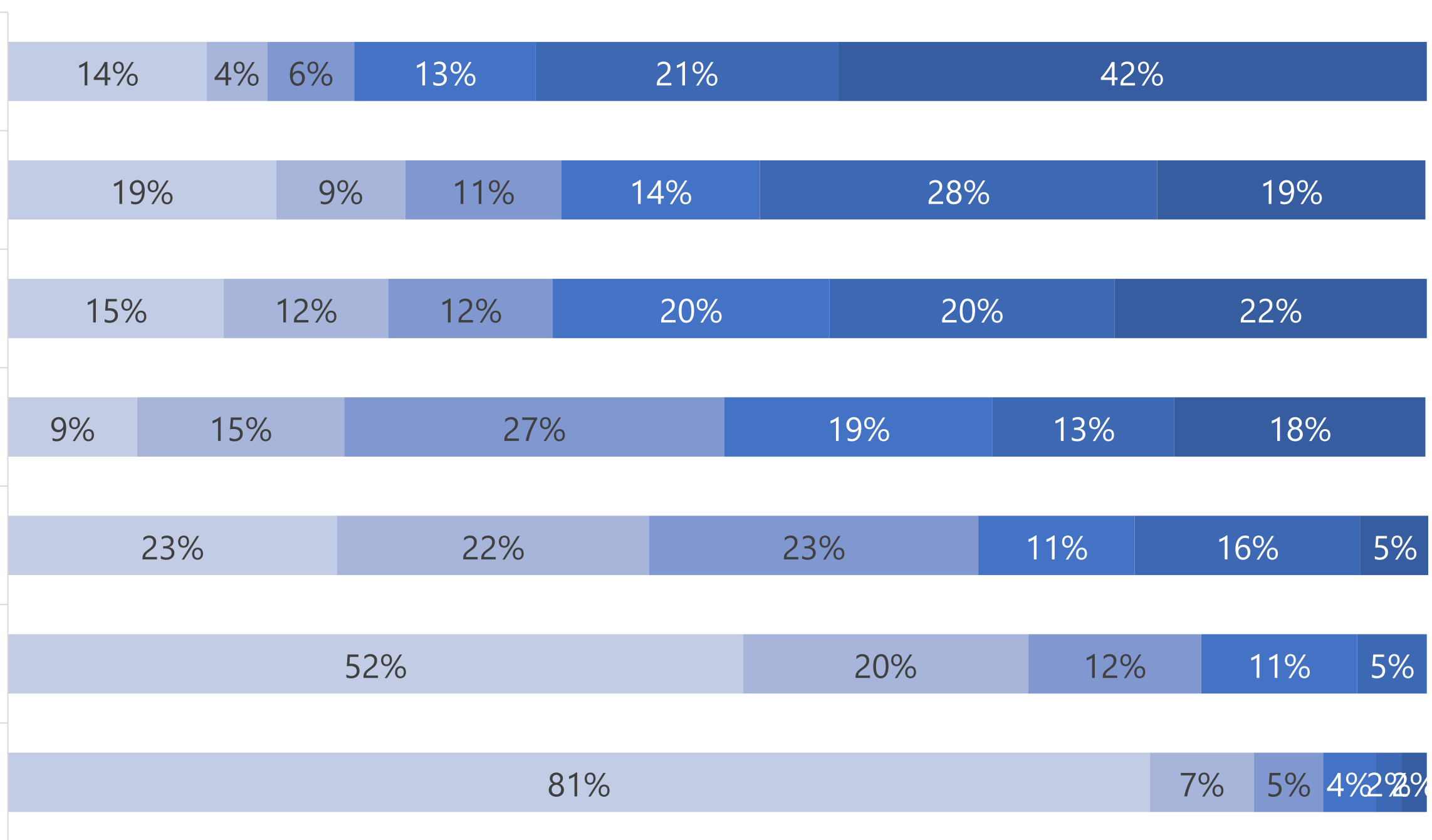
■ No, never ■ Yes, less often than once a month ■ Yes, at least once a month
■ Yes, once a week ■ Yes, a few times a week ■ Yes, every day or almost every day



WHAT TYPE OF MATERIALS DO YOUNGER TEENAGERS READ?

- 6 in 10 younger teenagers read social media articles more than once a week.

Type of materials read in the past 12 months



Read more than once a week		
2021	2018	2016
63%	48%	47%
47%	36%	32%
42%	32%	32%
31%	40%	28%
21%	25%	21%
5%	8%	6%
4%	6%	4%

Type of materials read more than once a week



Online articles
(posted on social media or websites)
2021: 67%
2018: 52%
2016: 48%



News
2021: 42%
2018: 32%
2016: 32%



Books
(fiction or non-fiction)
2021: 39%
2018: 48%
2016: 34%

WHY DO YOUNGER TEENAGERS READ?

- More than half of younger teenagers read for pleasure (65%), to keep up with current events (54%), or for self-help and, personal development (51%).

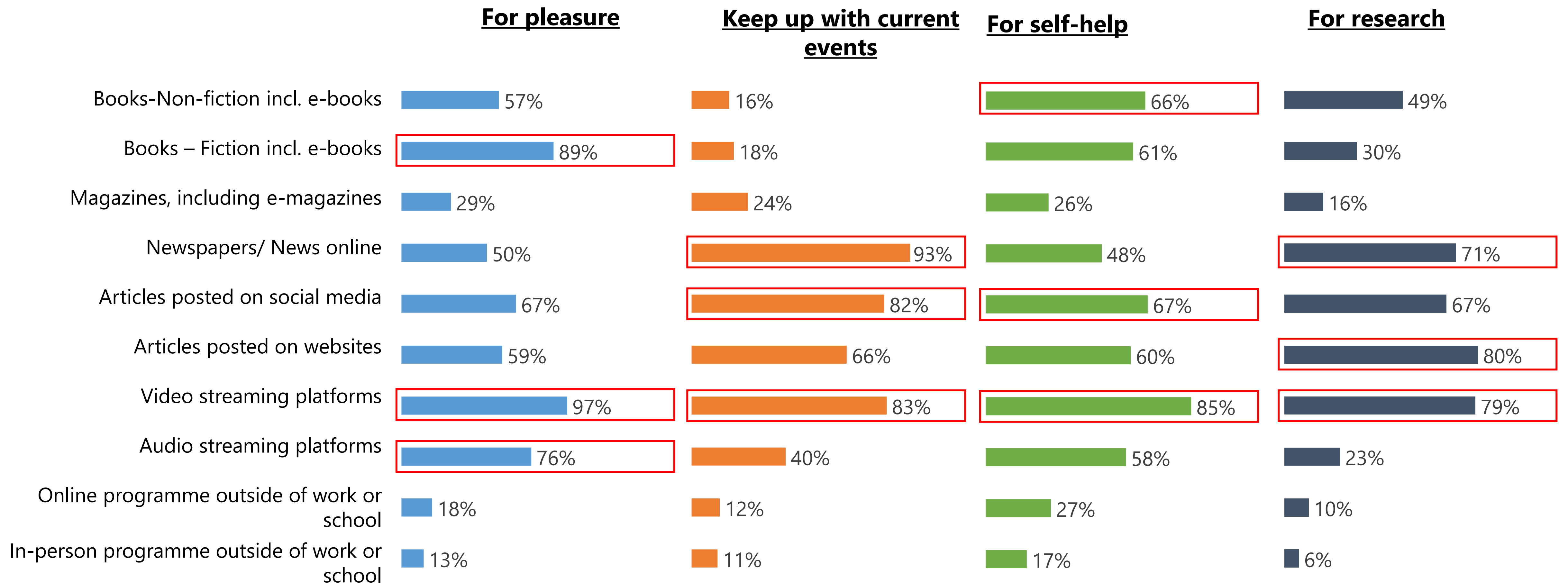
Why younger teenagers read



WHAT ARE OTHER PLATFORMS USED FOR THESE PURPOSES?

- Video streaming platforms are used by most younger teenagers across the various purposes.

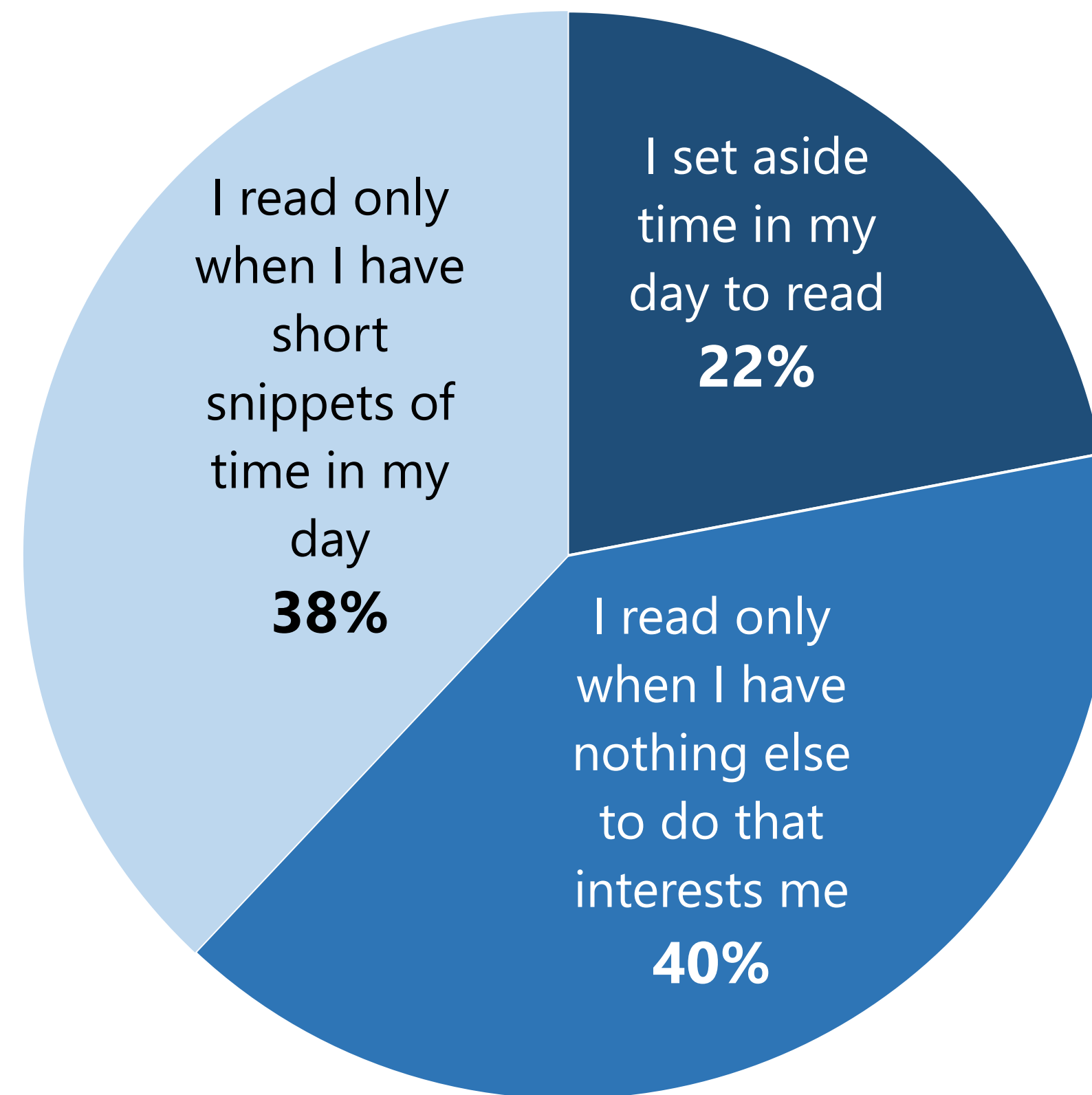
Younger teenagers – Channels Used for Each Reason for Reading



DO YOUNGER TEENAGERS MAKE TIME TO READ?

- Most younger teenagers read only when they have nothing else to do or when they have short snippets of time.

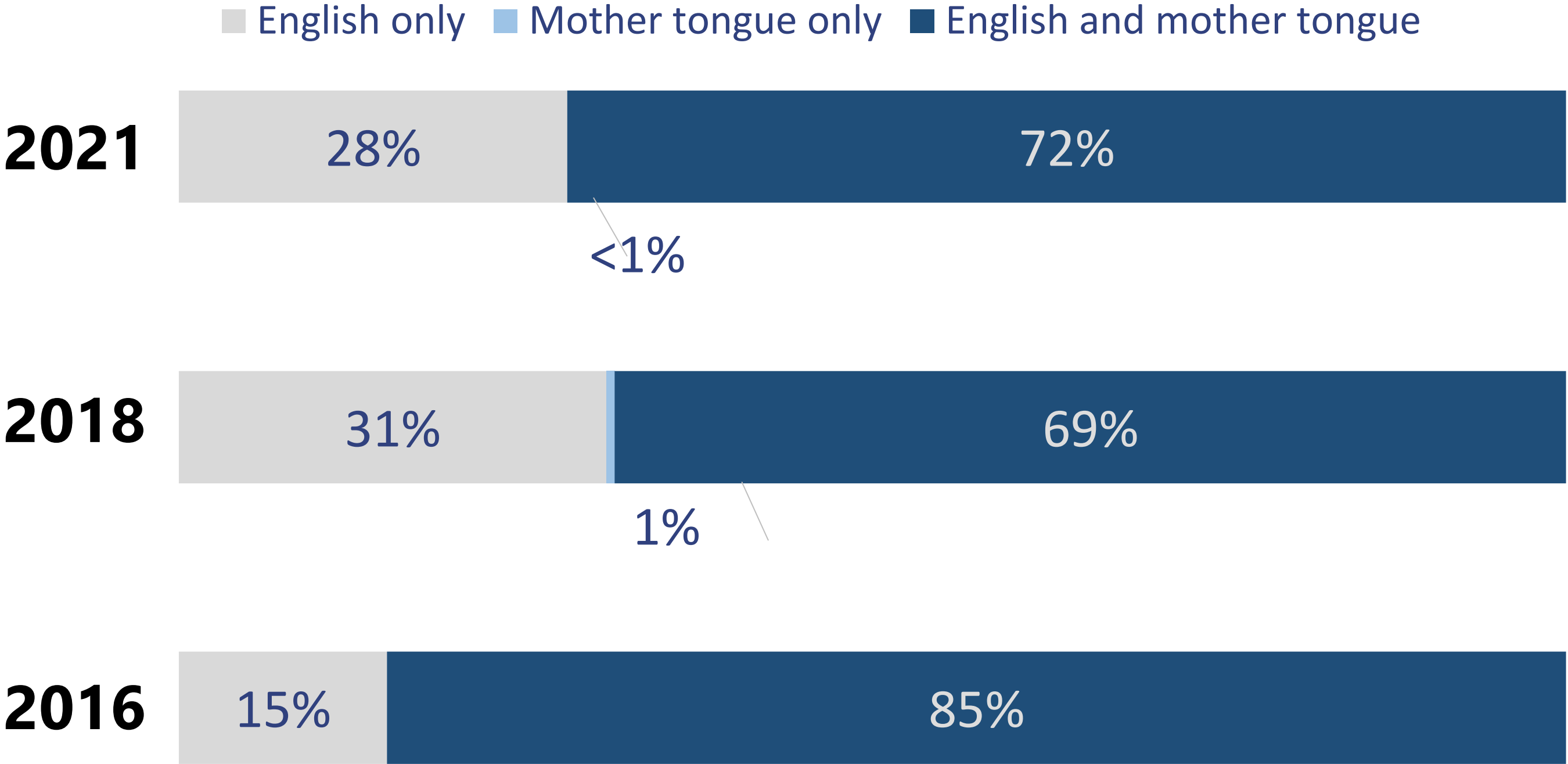
Commitment to leisure reading



ARE BILINGUAL YOUNGER TEENAGERS READING IN THEIR MOTHER TONGUE?

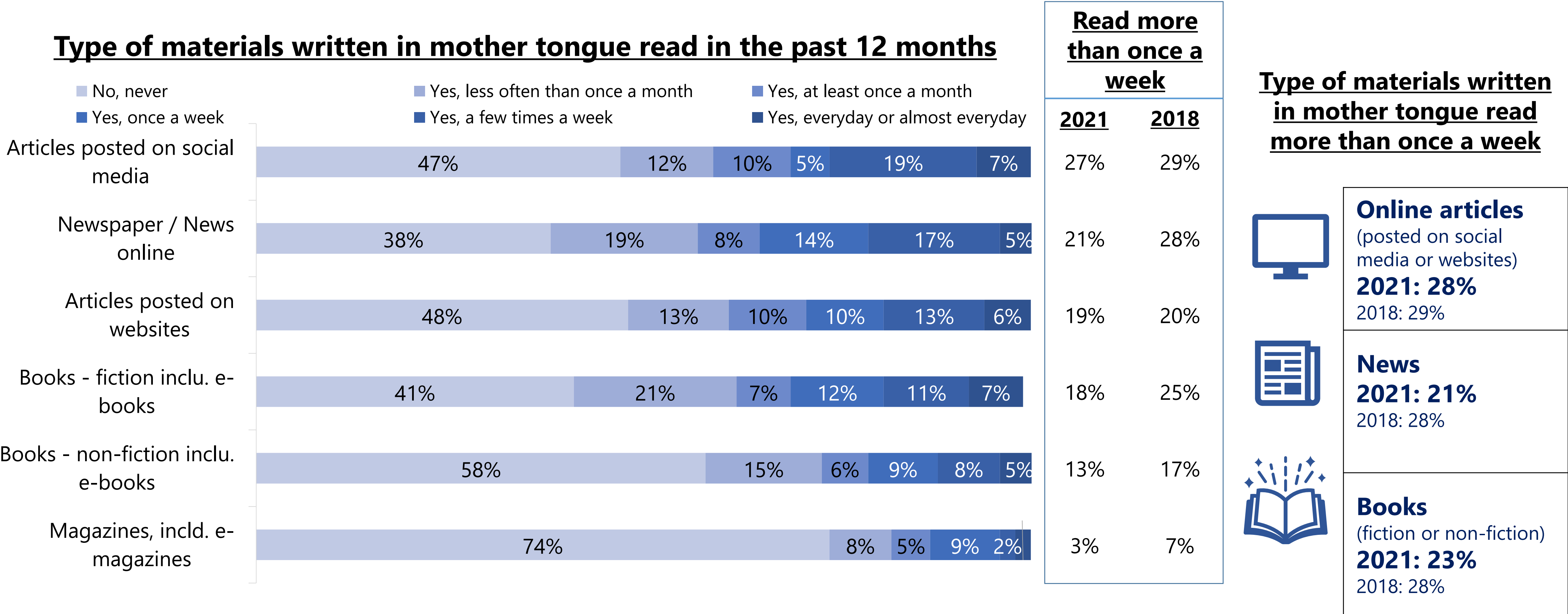
- Among the readers, about 7 in 10 younger teenagers indicate they are bilingual readers.

Language that younger teenagers are able to read in



WHAT DO YOUNGER TEENAGERS READ IN THEIR MOTHER TONGUE?

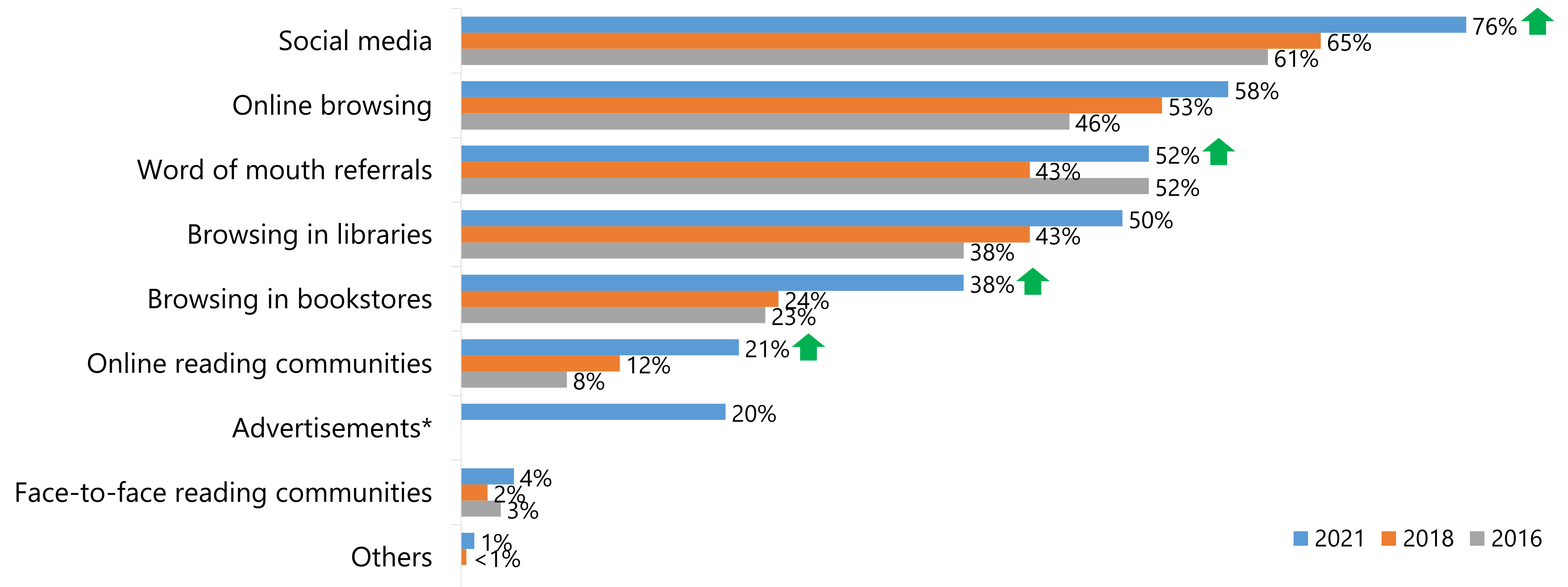
- The more common materials read in mother tongue more than once a week are social media articles and newspapers/news online.



HOW DO YOUNGER TEENAGERS DISCOVER NEW MATERIALS TO READ?

- The most common ways that younger teenagers discover new materials to read are through social media, online browsing and word of mouth referrals.

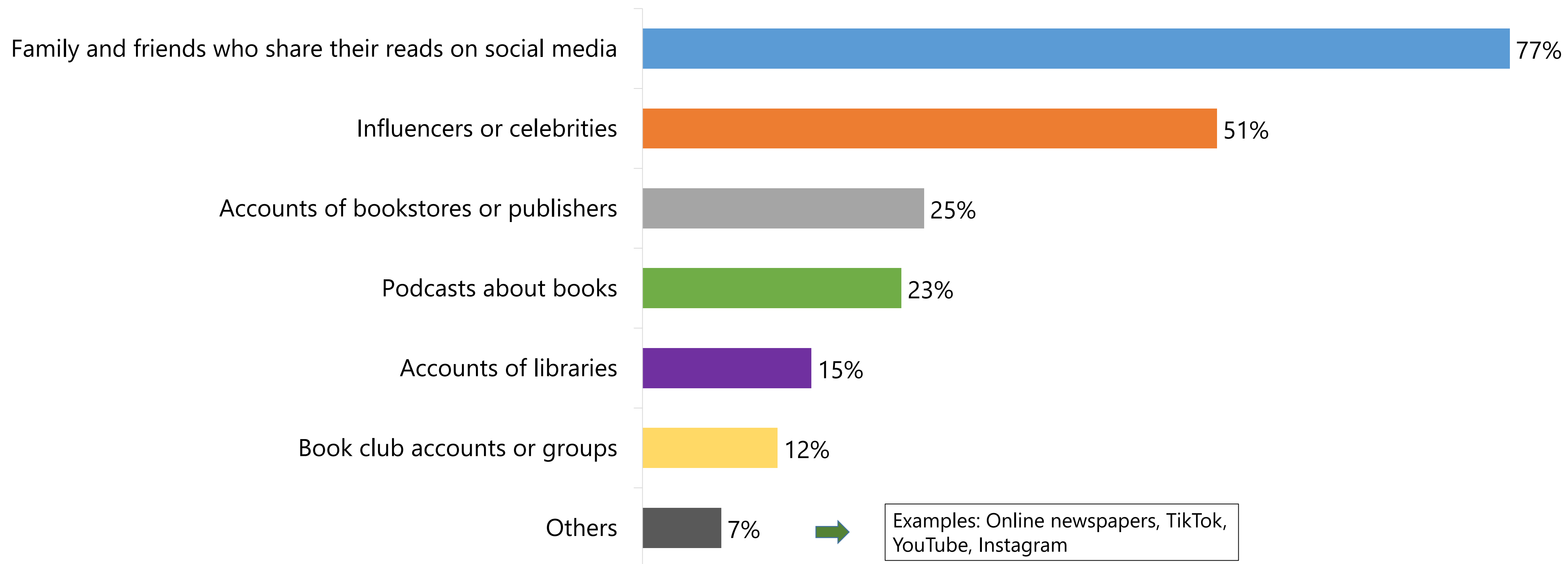
How younger teenagers discover new materials to read



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

- Readers who discover new reads through social media mainly do so through the accounts of family and friends who share their reads.

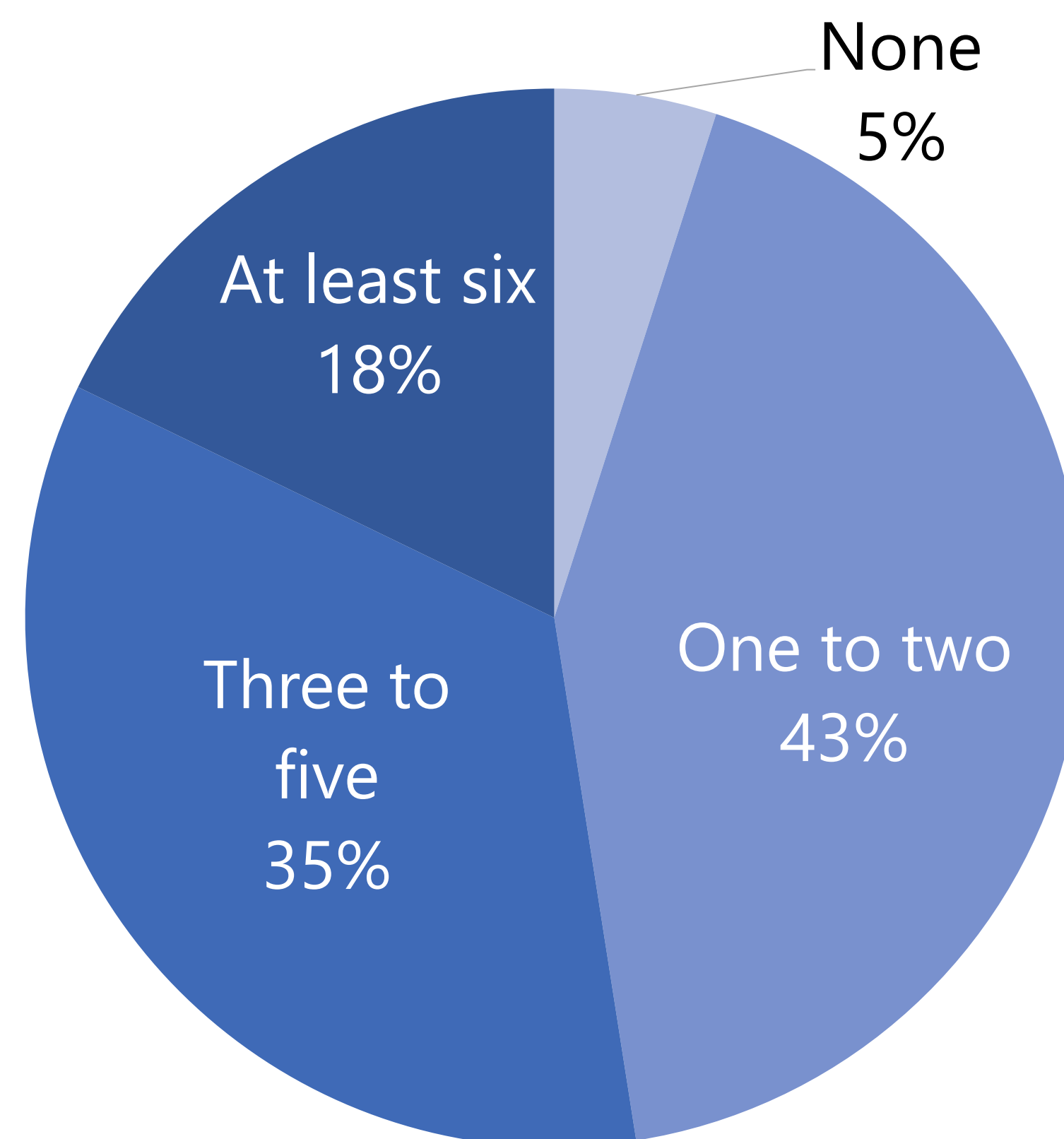
Social media accounts which younger teenagers discover new materials



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

- A large majority of younger teenagers have family or friends who read. 43% know of one or two such persons, while 53% know at least three.

Number of family and friends who read books, e-books and magazines

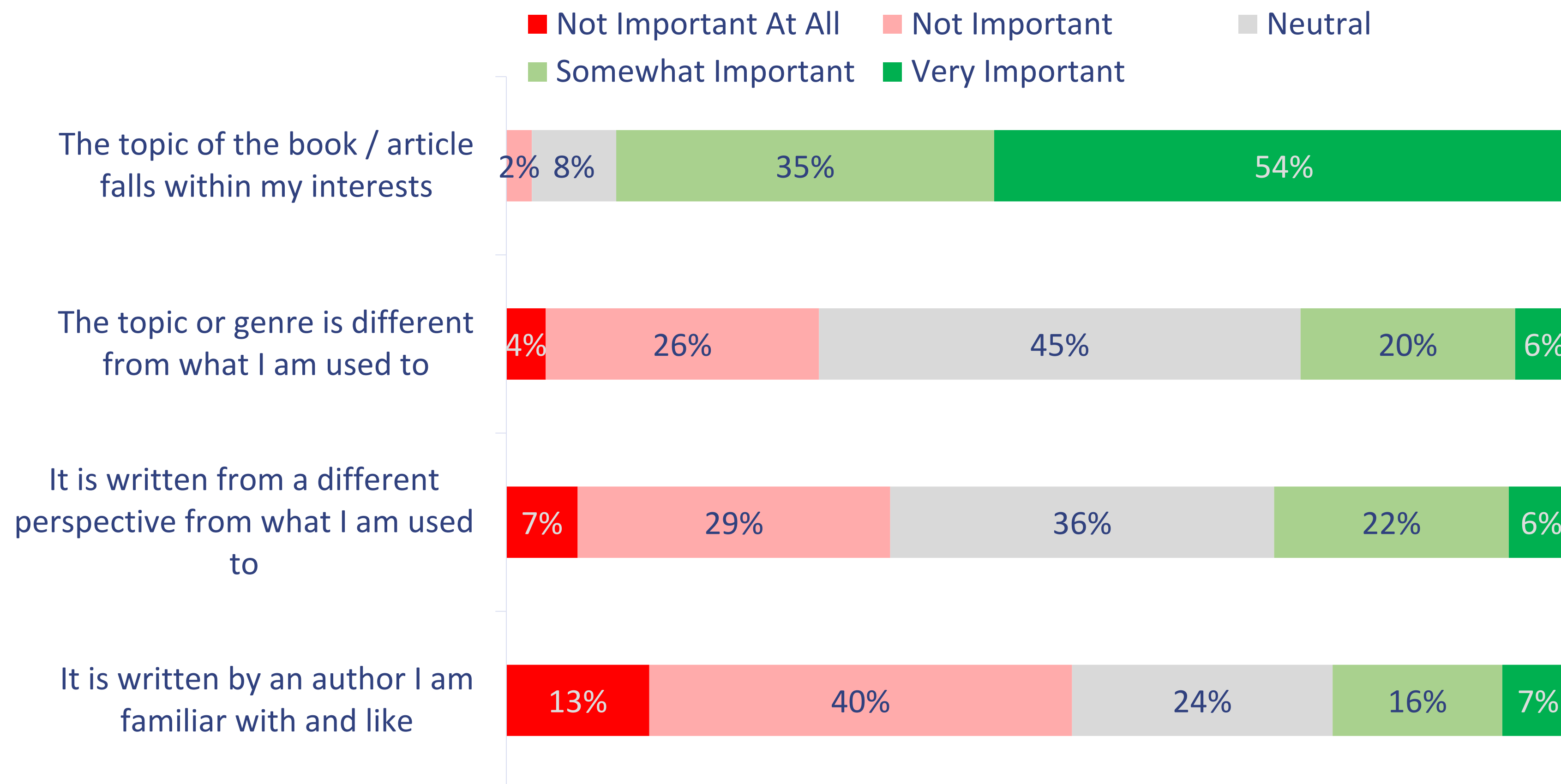


READING PREFERENCES

WHAT DO YOUNGER TEENAGERS CONSIDER WHEN CHOOSING WHAT TO READ?

- The most important consideration for younger teens in the choice of reading materials is that the book or article's topic should fall within their interests.

Considerations when choosing materials to read






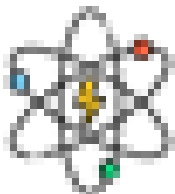

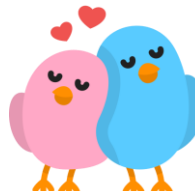



Mean	Bottom 2 Boxes	Top 2 Boxes
4.42	2%	90%
2.98	29%	26%
2.92	36%	28%
2.63	53%	23%

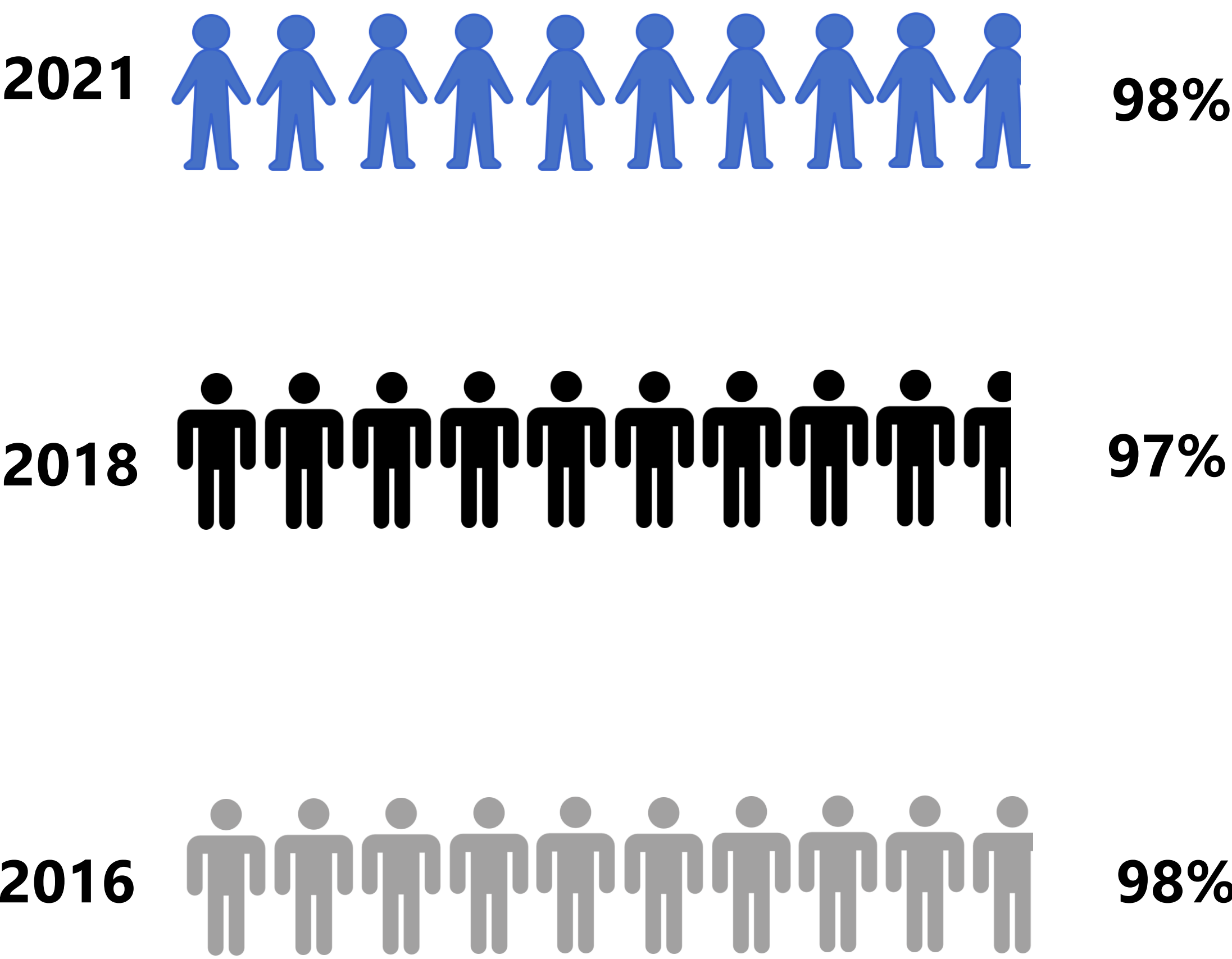
WHAT NON-FICTION TOPICS DO YOUNGER TEENAGERS READ?

- History, Singapore-related information, politics and current affairs, as well as sports are the top non-fiction topics read by younger teens.

Top non-fiction topics read

 History 43% 2018: 35%	 Singapore-related Info. 42% 2018: 28%	 Politics and Current Affairs 40% 2018: 24%
 Sports 40% 2018: 47%	 Self-help and Self-improvement 32% 2018: 19%	 Science and Engineering 30% 2018: 36%
 Health and Fitness 26% 2018: 24%	 Love and Relationships 26% 2018: 22%	 Arts 26% 2018: 27%






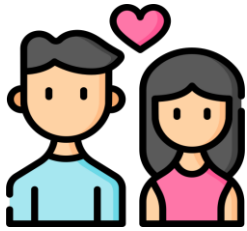
Read non-fiction



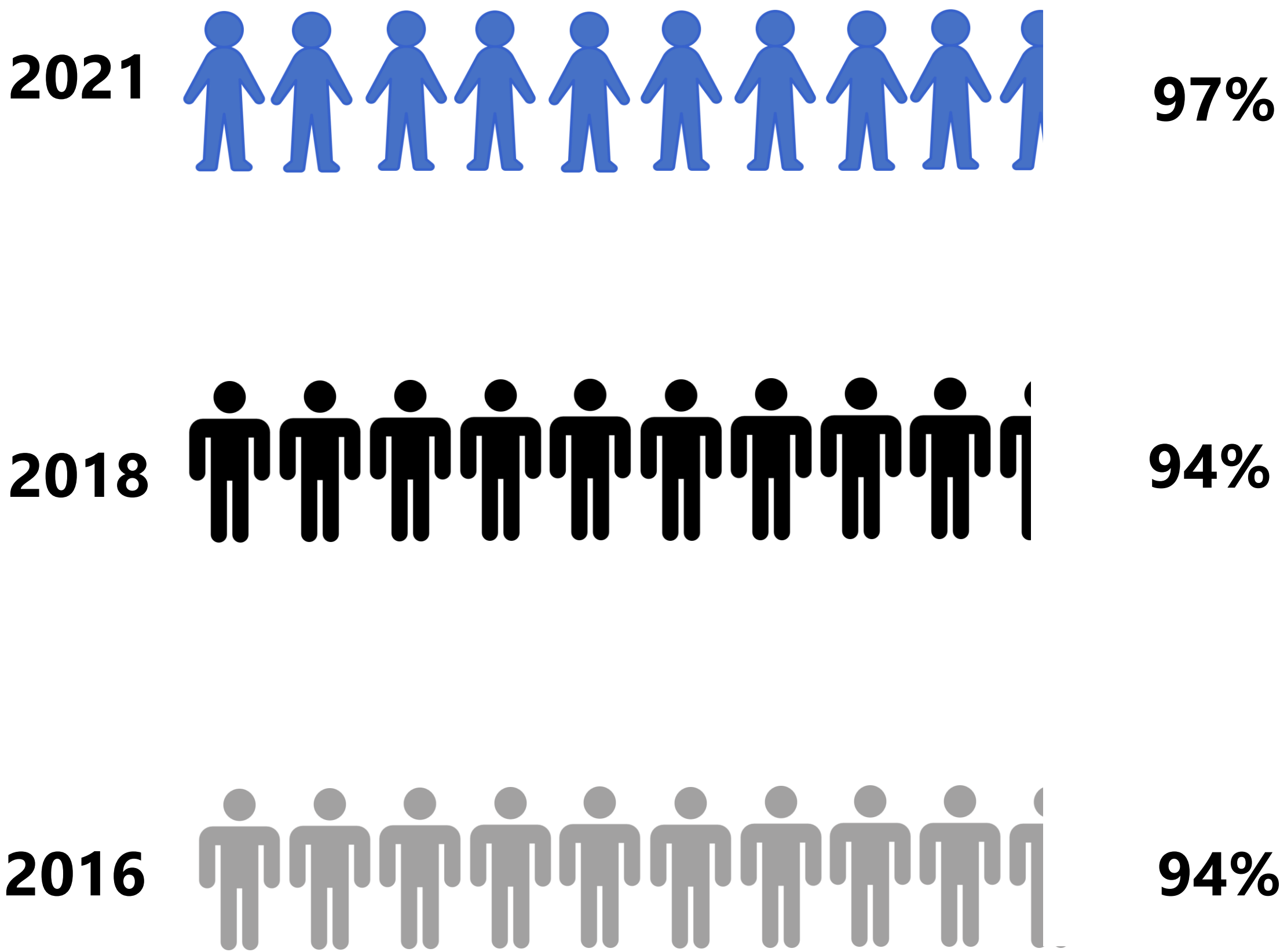
WHAT FICTION GENRES DO YOUNGER TEENAGERS READ?

- The top fiction genres among younger teens are mysteries and thrillers, fantasy, comics, science fiction and fictional life stories.

Top fiction genres read

		
Mysteries, Thrillers 54% 2018: 57%	Fantasy 53% 2018: 54%	Graphics Novels, Comics 50% 2018: 33%
		
Science Fiction 48% 2018: 39%	Fictional Life Stories 47% 2018: 34%	Love and Relationship Fiction 40% 2018: 31%

Read fiction

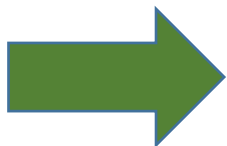
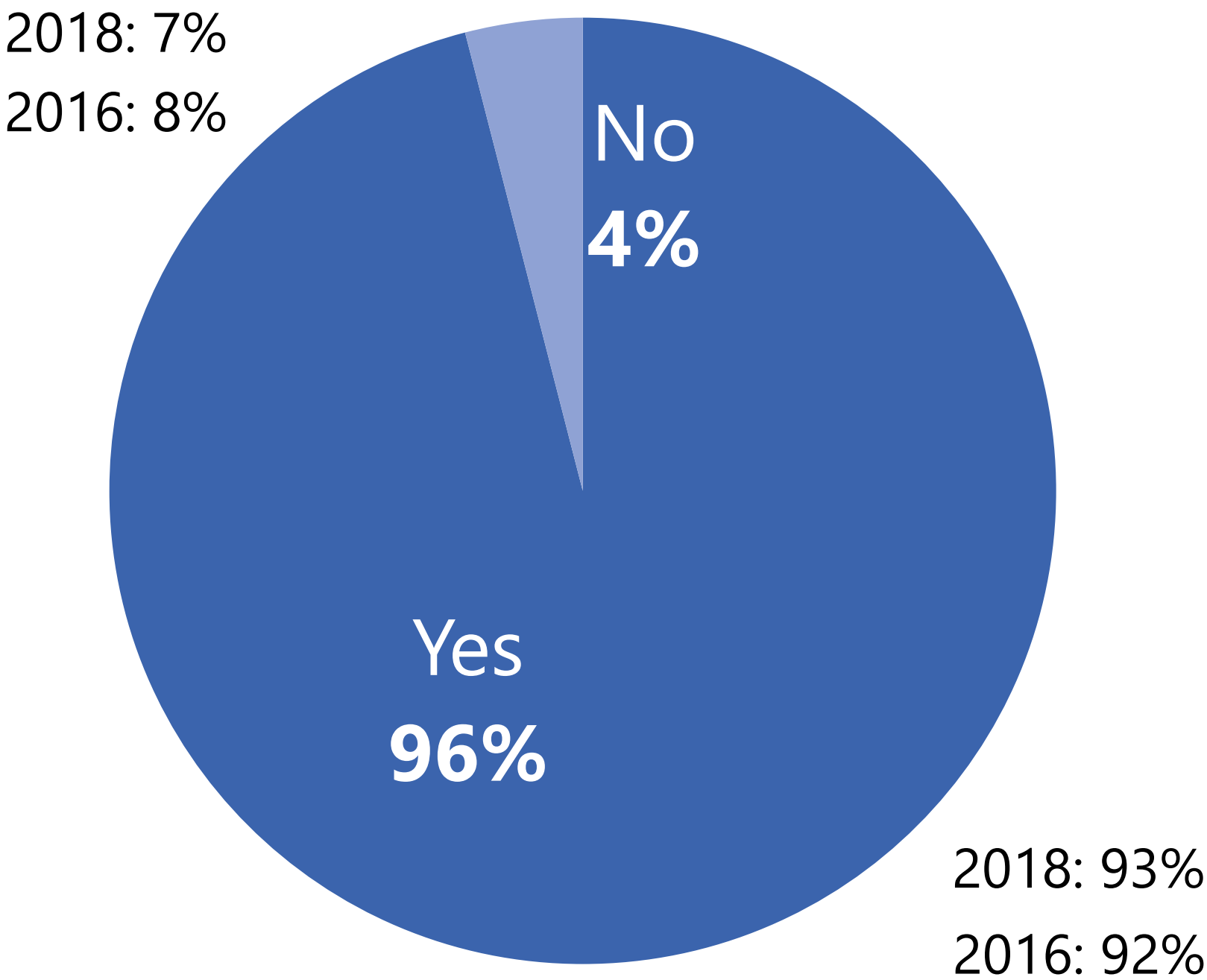


ABOUT BOOKS

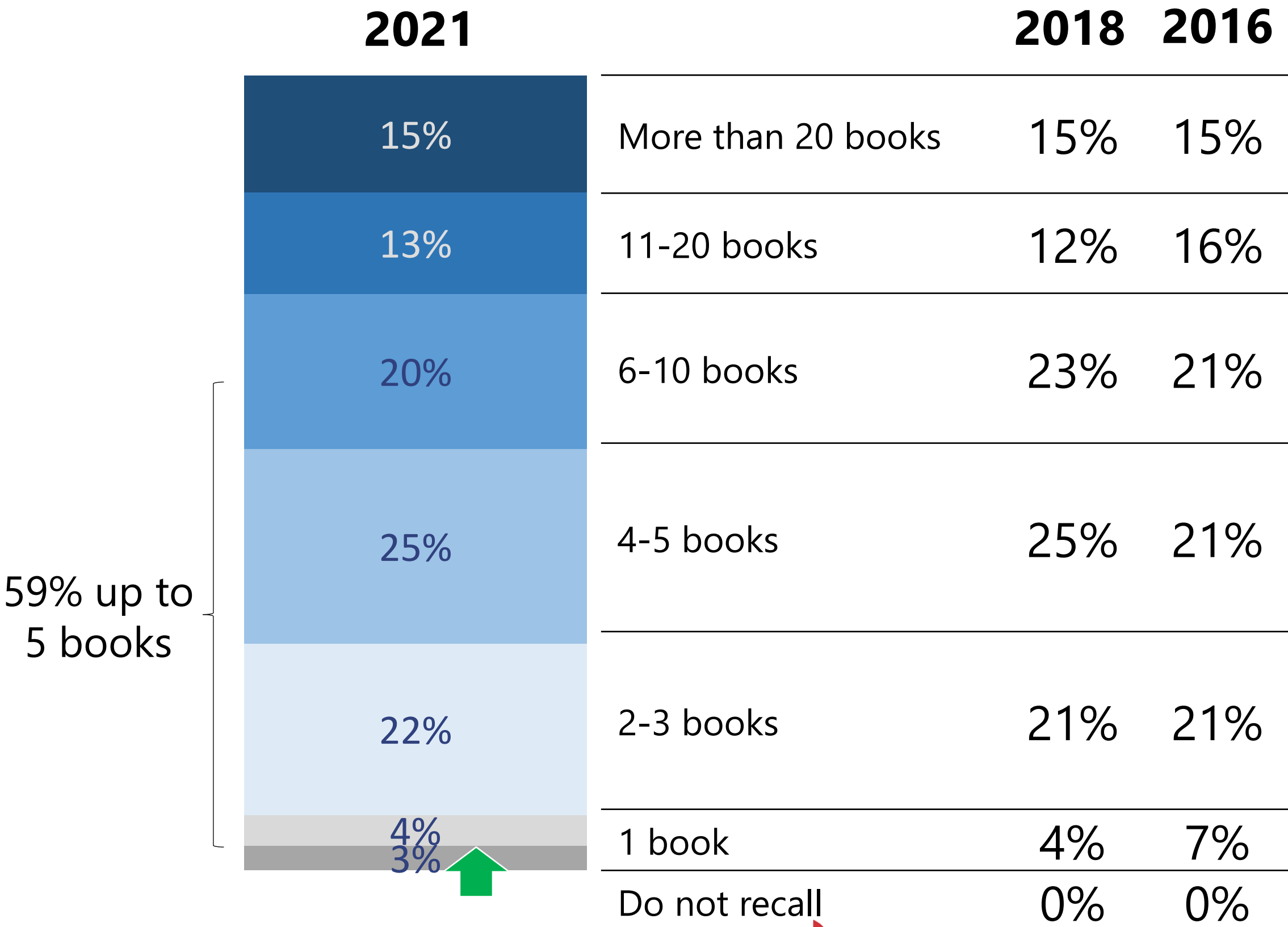
ARE YOUNGER TEENAGERS STILL READING BOOKS?

- Almost all younger teenagers read at least one book in the past 12 months.
- Among the book readers, 50% have read up to 5 books.

Read at least one book in past 12 months



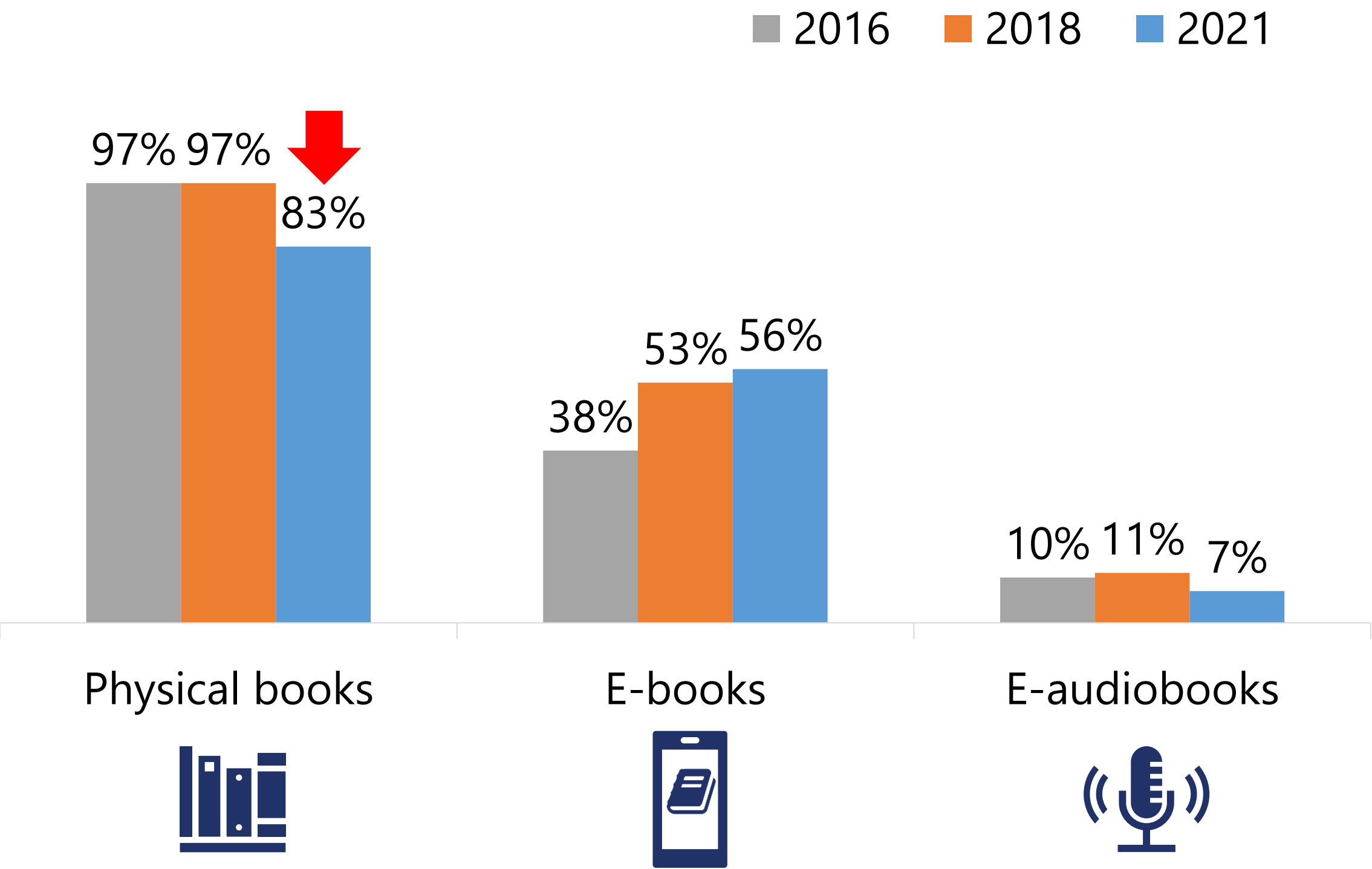
Number of books read in past 12 months



WHAT BOOK FORMAT DO YOUNGER TEENAGERS READ?

- Among younger teenage book readers, 83% read physical books.

Format of books read in past 12 months

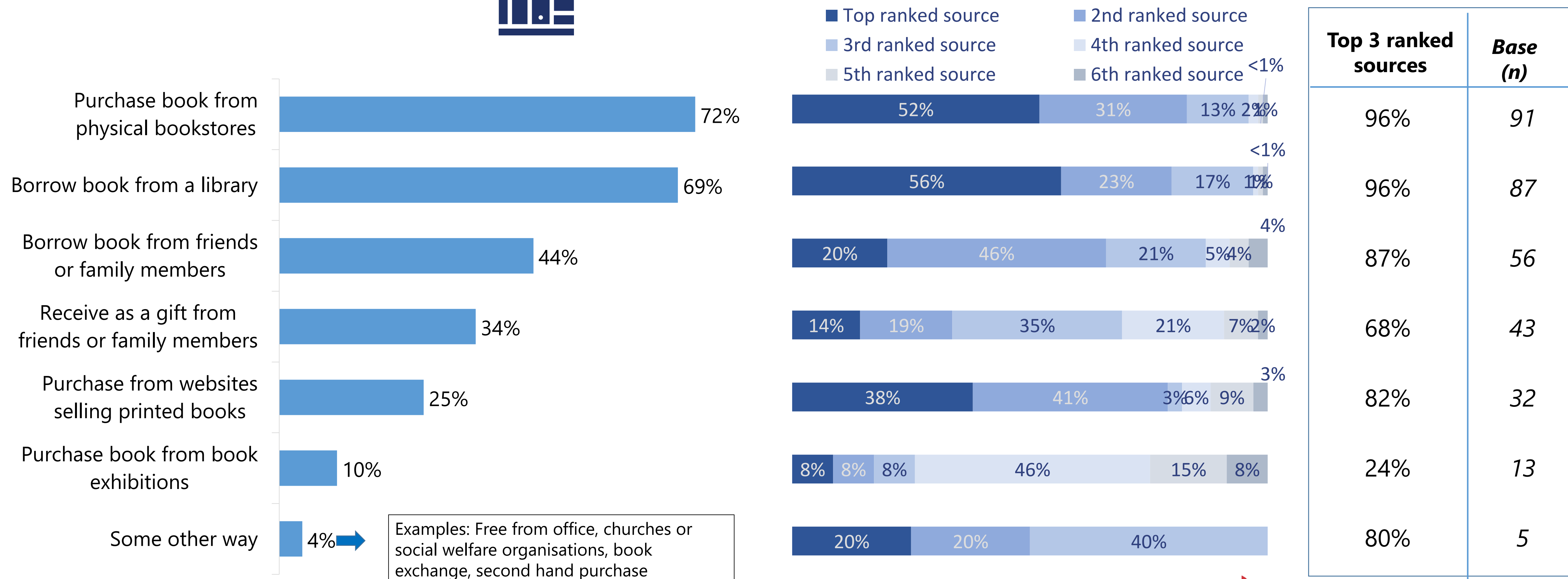


WHERE DO YOUNGER TEENAGERS GET THEIR PHYSICAL BOOKS FROM?

- 7-in-10 of physical book readers buy their books from physical bookstores or borrow from a library.
- Majority who patronise bookstores or libraries rank them as their top 3 sources.



Source of physical books



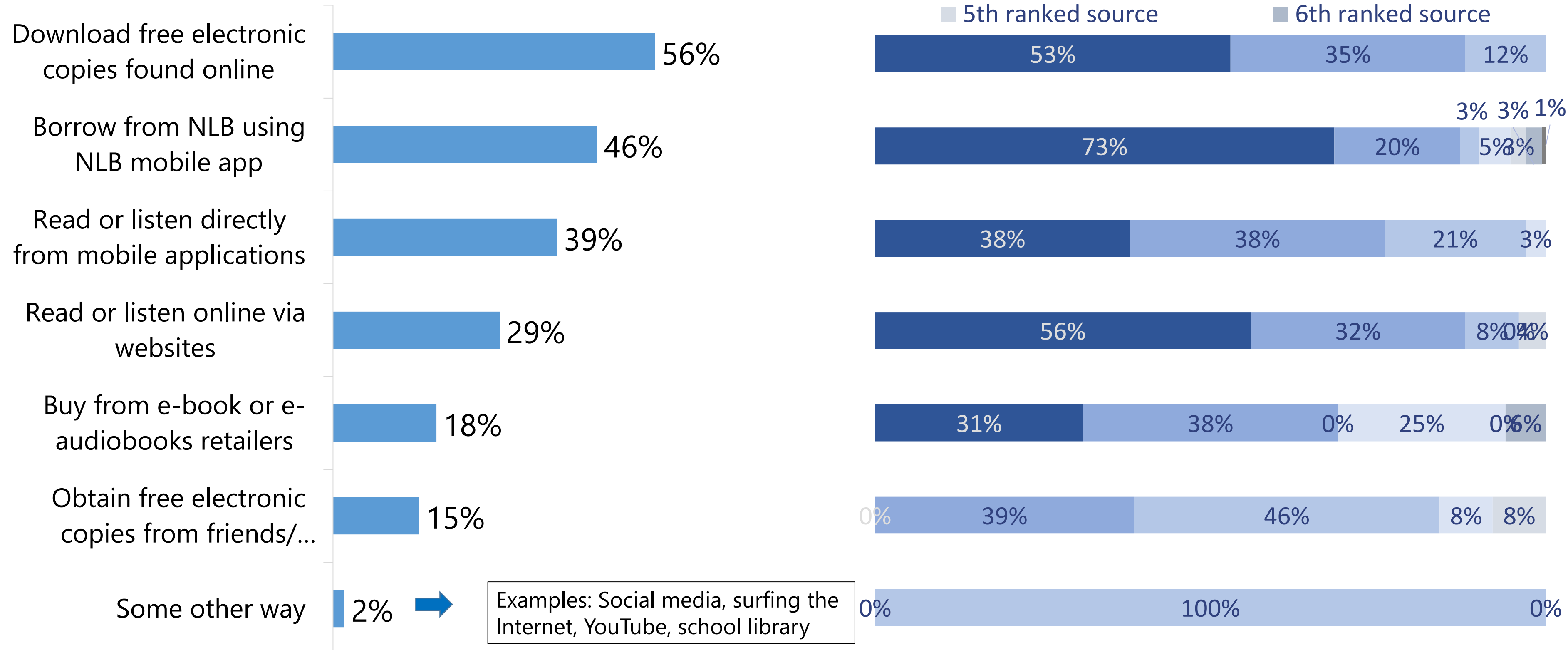
WHERE DO YOUNGER TEENAGERS GET THEIR DIGITAL BOOKS FROM?

- Among those who read e-books or e-audiobooks, the top sources are free electronic copies and borrowing from NLB.



Source of e-books or e-audiobooks

■ Top ranked source
■ 2nd ranked source
■ 3rd ranked source
■ 4th ranked source
■ 5th ranked source
■ 6th ranked source



Top 3 ranked sources	Base (n)
100%	49
96%	40
97%	34
96%	25
69%	16
85%	13
100%	2

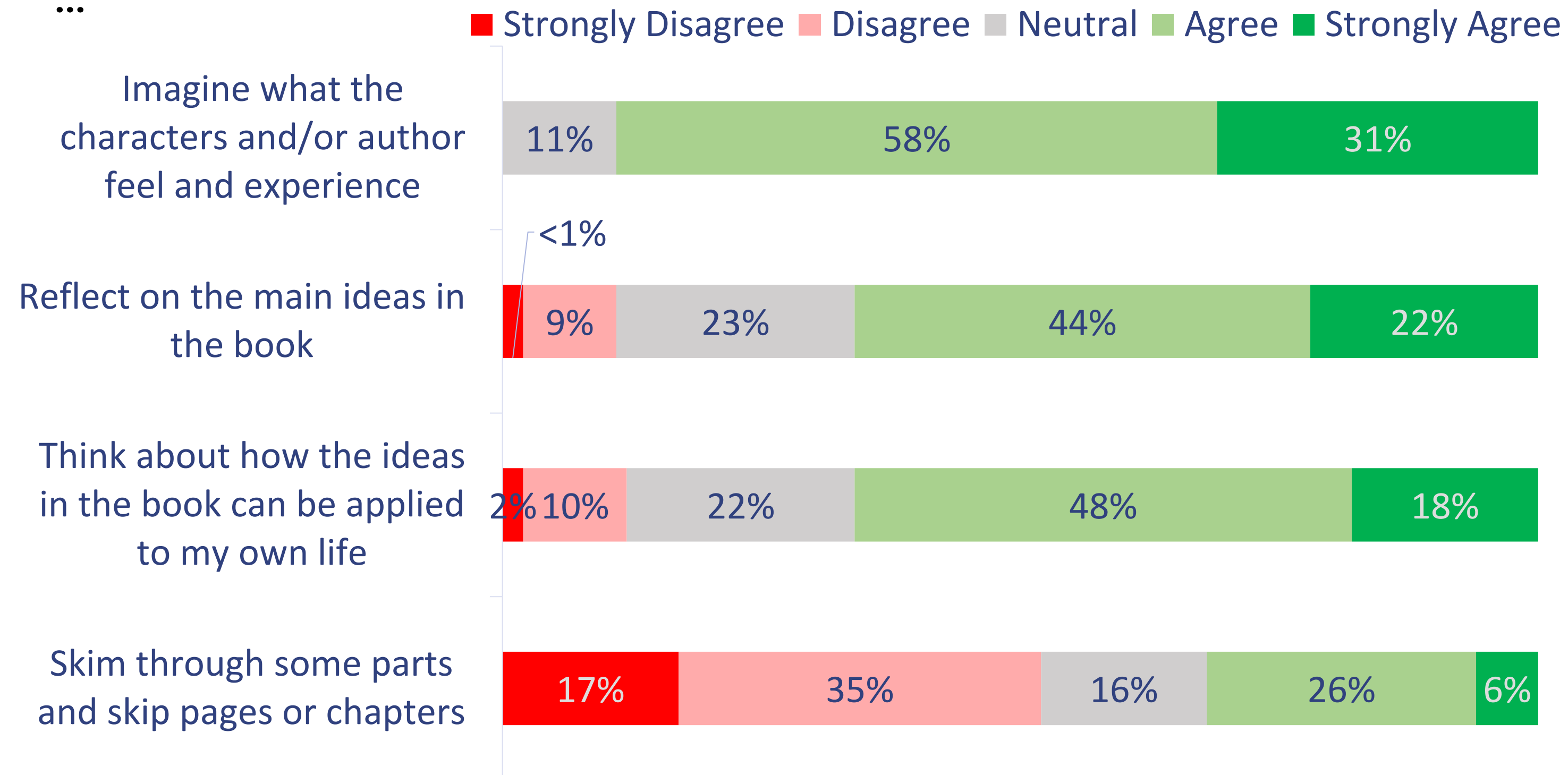
HOW DO YOUNGER TEENAGERS ENGAGE WITH BOOKS READ?

- 89% of younger teenagers agree that they imagine what the characters or author felt and experienced.
- 52% of them disagree that they skim through some parts of a book and skip pages or chapters.

Typical behaviour when reading a book

When I read a book, I usually

...

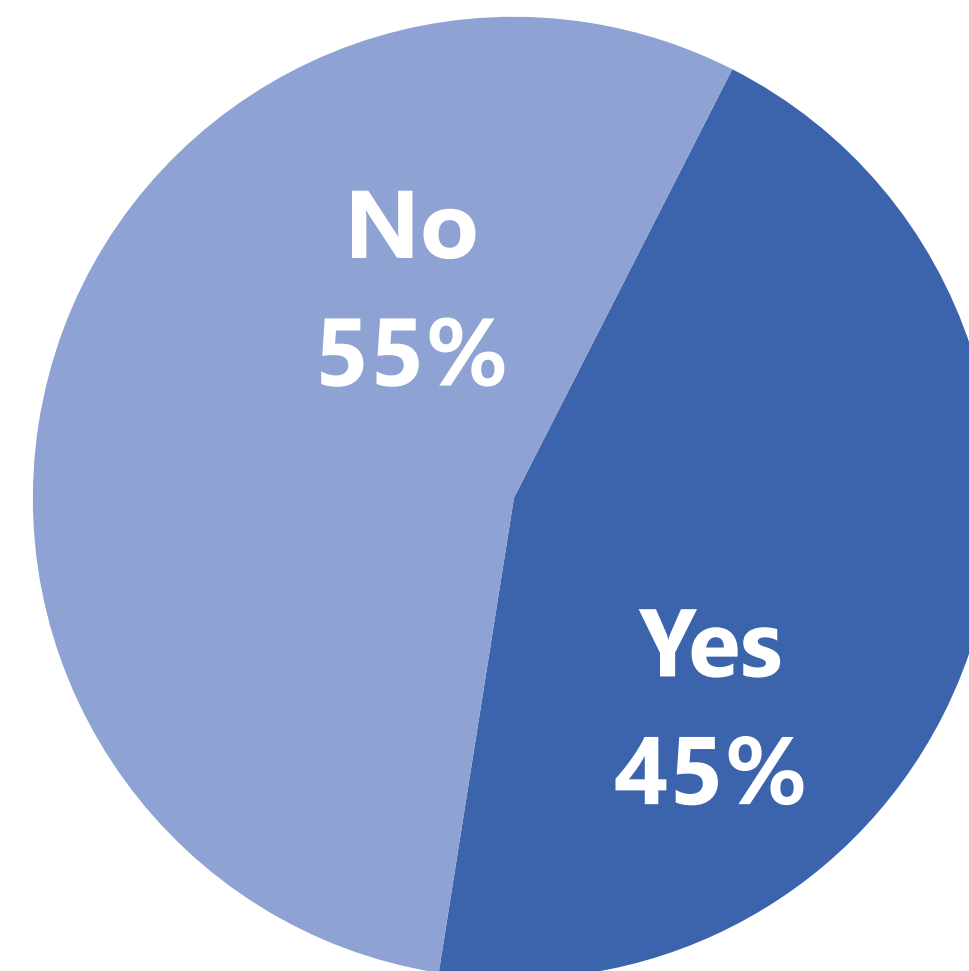


ABOUT SINGLIT

DO YOUNGER TEENAGERS READ SINGLIT BOOKS?

- Nearly half of younger teenagers read SingLit (i.e. works by Singapore authors or writers) in the past 12 months.

Read SingLit books in past 12 months. This can be for yourself or others e.g. children



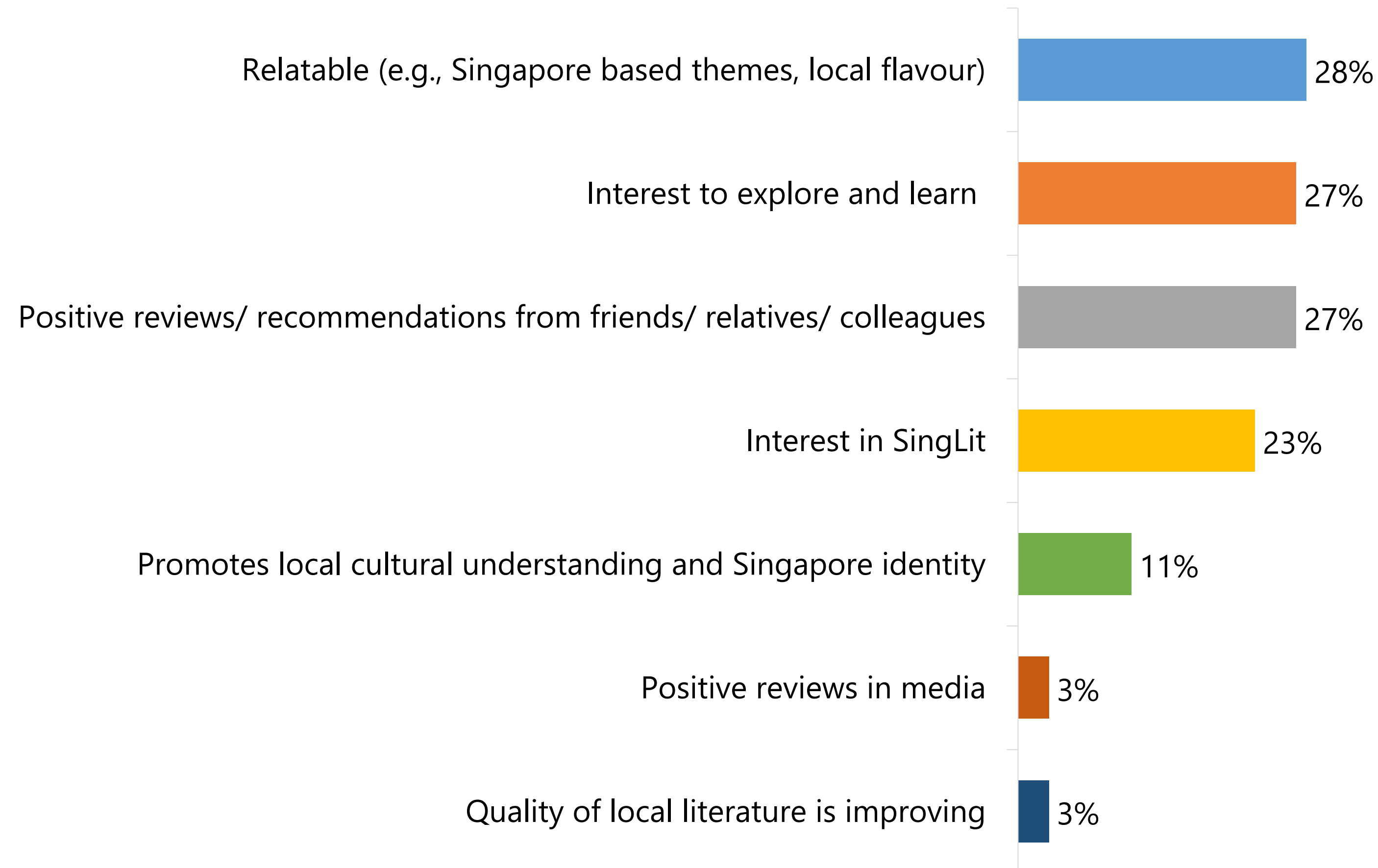
*These books by Singaporean writers include

- Fiction (thrillers, science fiction, fantasy, horror, mysteries, and poetry)
- Short stories
- Children's picture books
- Young Adult's books
- Personal essays
- Travel writing
- Biographies and autobiographies.

WHY DO YOUNGER TEENAGERS READ SINGLIT BOOKS?

- Key reasons for reading SingLit are that it is relatable (28%), the interest to explore and learn (27%), as well as positive reviews from their social circle (27%).

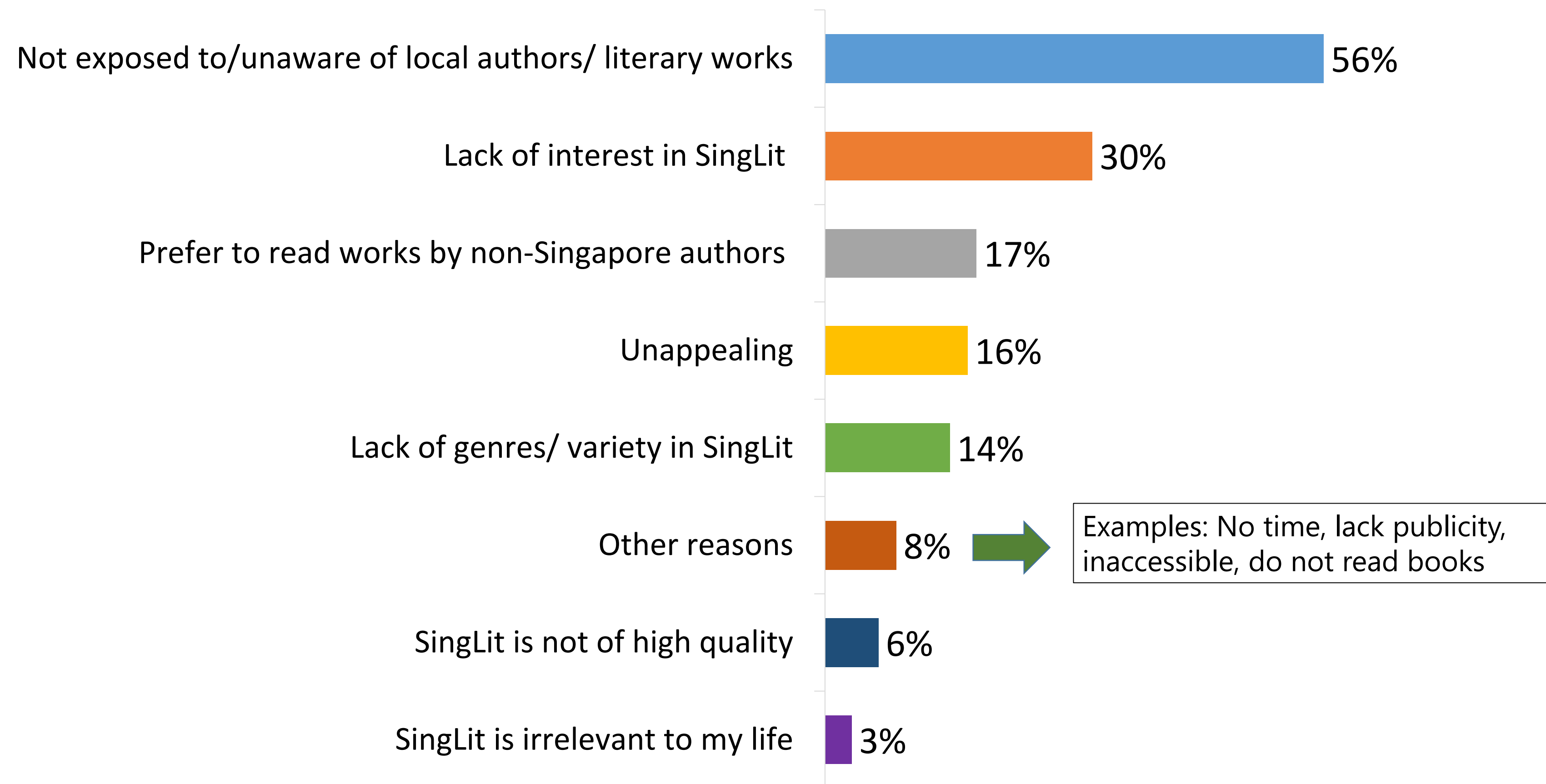
Reasons for reading SingLit books



WHY DO YOUNGER TEENAGERS NOT READ SINGLIT BOOKS?

- The main reason for not reading SingLit is the lack of exposure to and awareness of local authors or works.

Reasons for not reading SingLit books

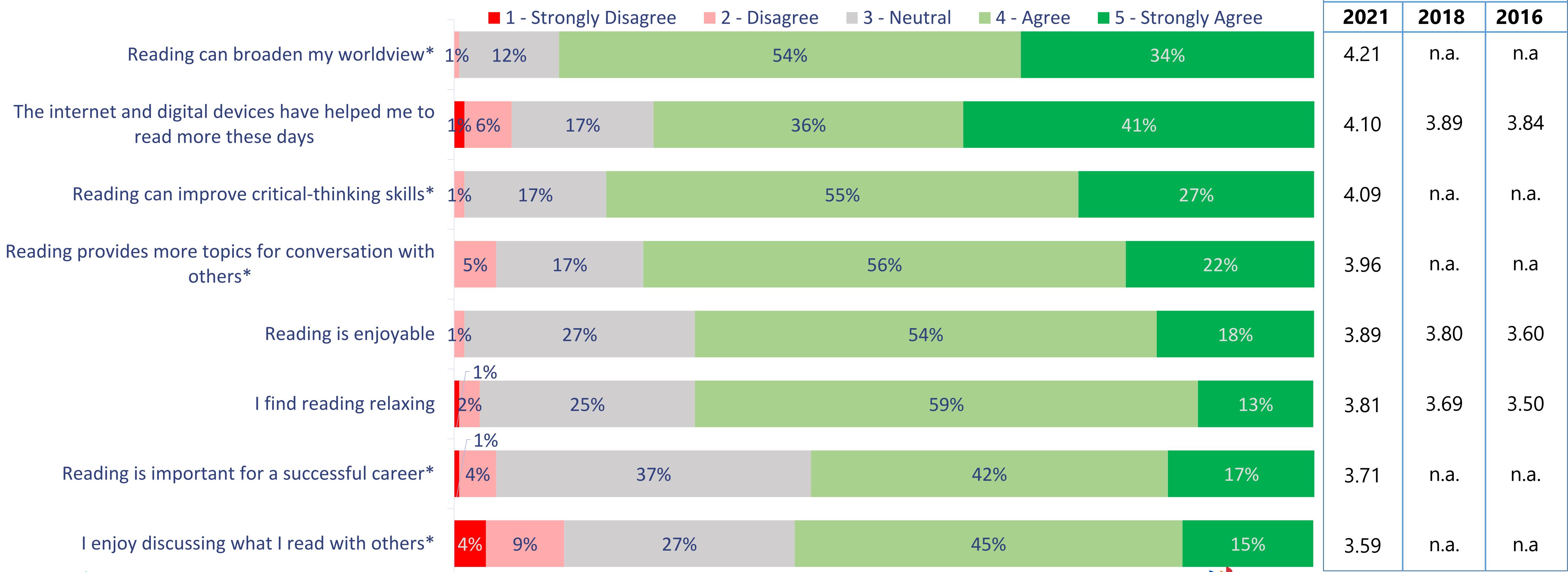


MOTIVATIONS AND BARRIERS

WHAT ARE YOUNGER TEENAGERS’ READING MOTIVATIONS?

- Younger teenagers agree that reading can broaden their worldview, internet and digital devices have helped them to read more, and reading can improve critical-thinking skills.

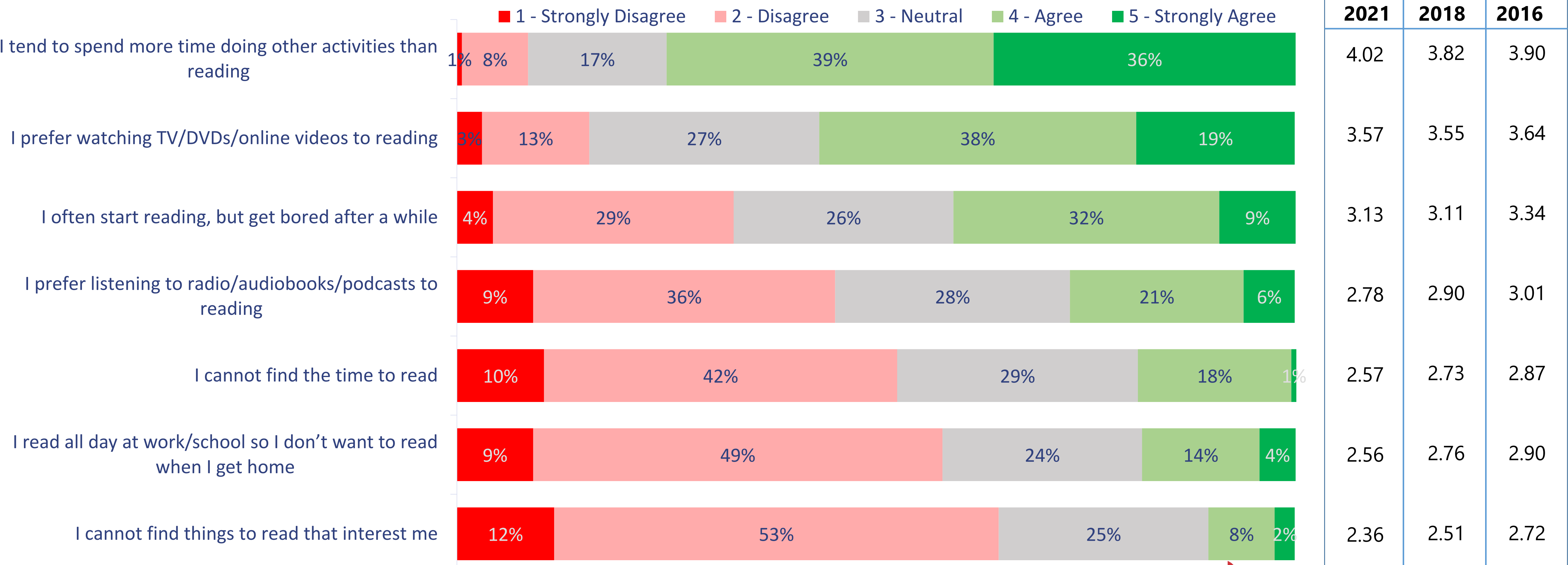
Among all younger teenagers, motivations toward reading



WHAT ARE YOUNGER TEENAGERS' READING BARRIERS?

- The main barrier to reading among younger teenagers is that they tend to spend more time on other activities.

Among all younger teenagers, barriers toward reading

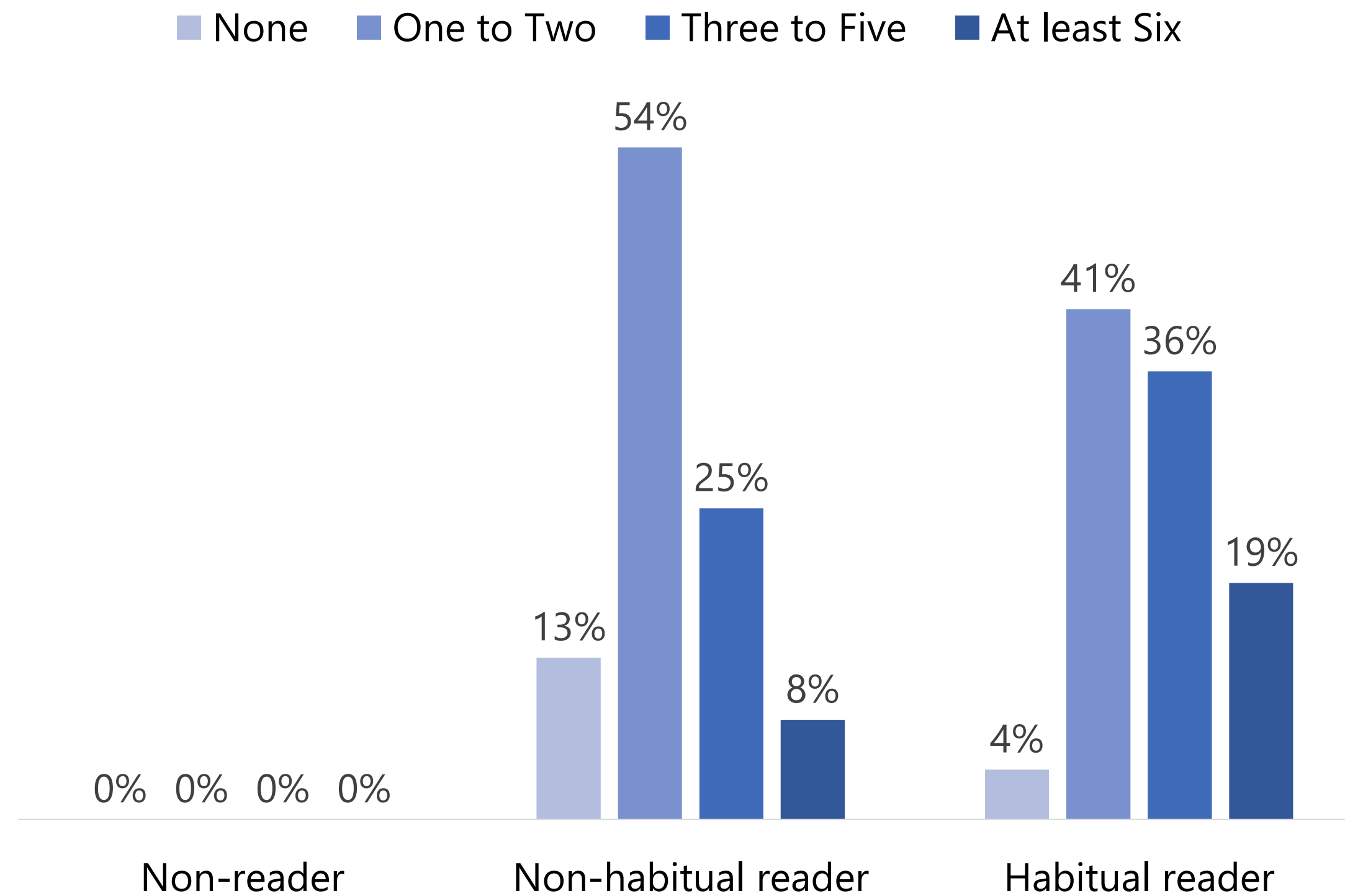


ABOUT SOCIAL READERS

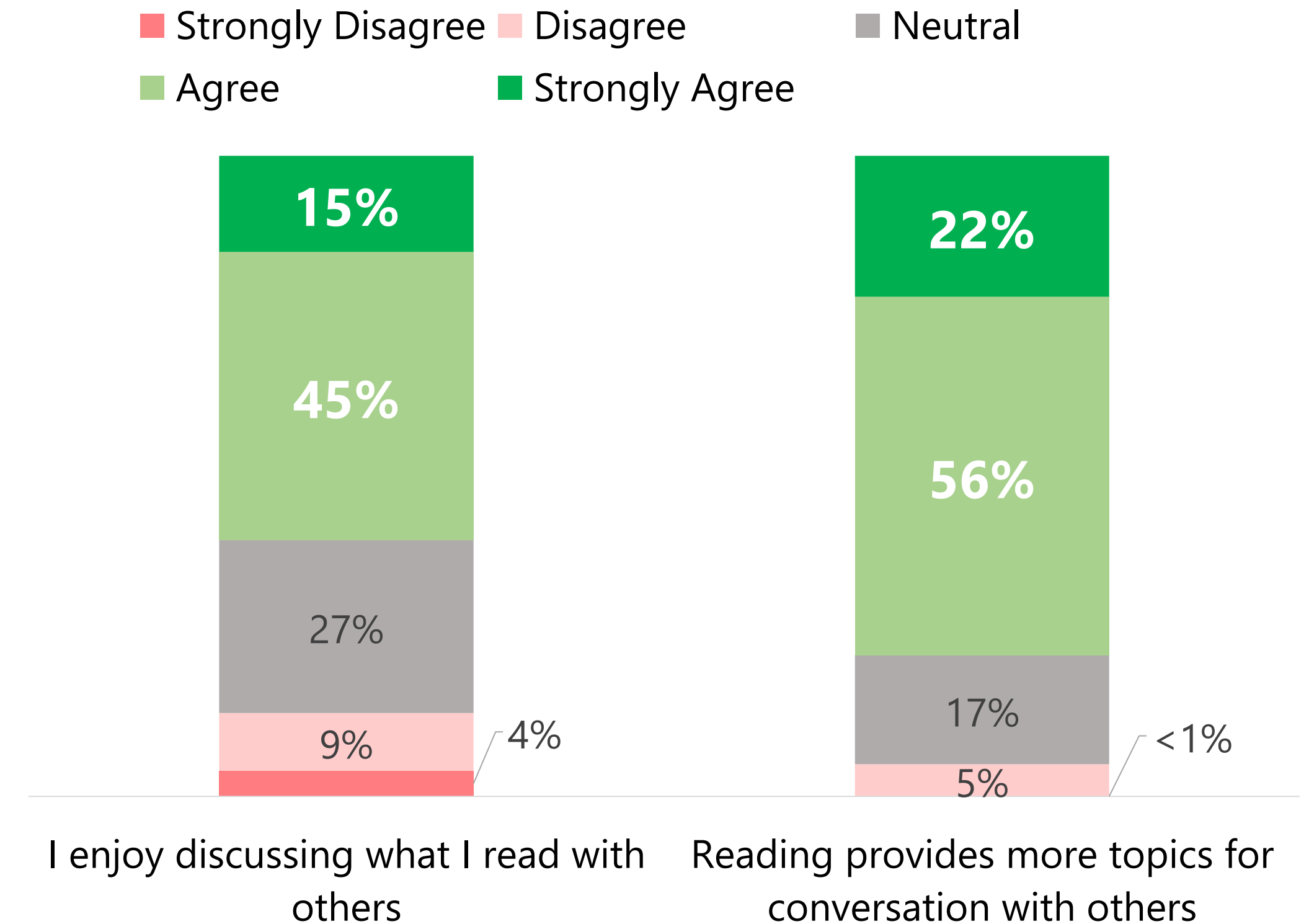
IS THERE A SOCIAL ASPECT TO YOUNGER TEENAGERS' READING?

- Habitual readers appear to have more readers in their social circle.
- In addition, at least 60% agree that they enjoy discussing what they read with others and that reading provides more conversation topics. We term those who agree with both statements '*social readers*'.

Number of readers in social circle – by habitual readers



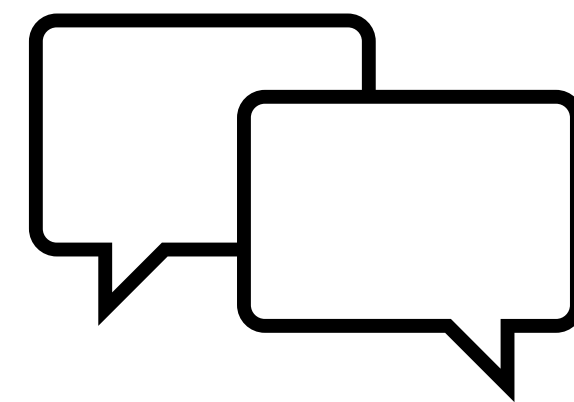
Social-related reading motivations



IS THERE A SOCIAL ASPECT TO YOUNGER TEENAGERS' READING?

- About half of younger teenagers are social readers.
- About 52% of book readers are social readers.

Overall Proportion of social readers

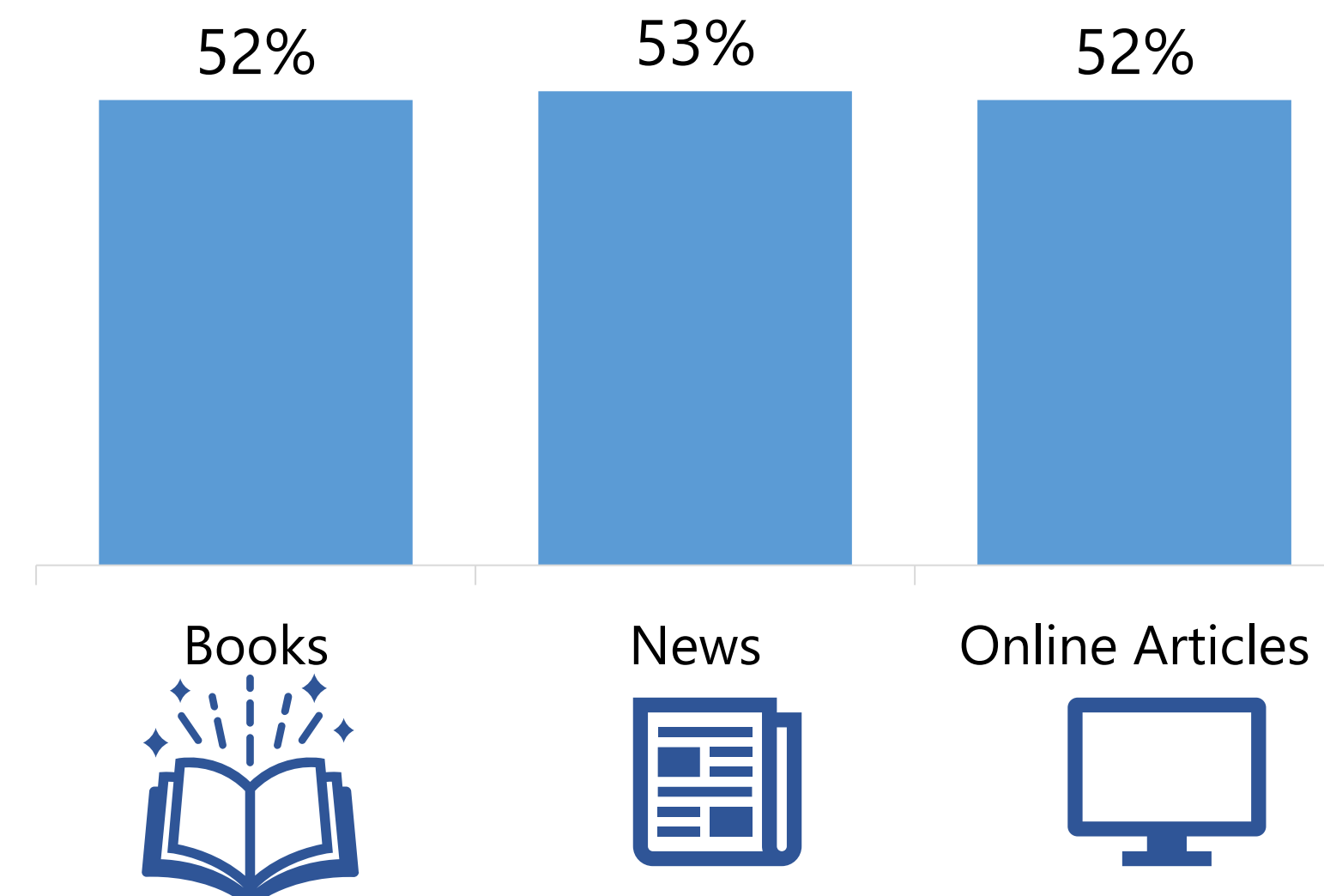


51%

agree that 'I enjoy discussing what I read with others' and

'Reading provides more topics for conversation with others'

Social readers - By type of material read



Thank you

