

2024 NATIONAL READING HABITS STUDY ON TEENAGERS

CONTENT

Click on following topics to navigate

	Pg No.		Pg No.
ABOUT THE STUDY	3	READING PREFERENCES	33
Study Objectives	4	What non-fiction topics do teenagers read?	34
Data Collection Method	6	What fiction genres do teenagers read?	37
EXECUTIVE SUMMARY	9	ABOUT BOOKS	40
READING HABITS	12	Are teenagers still reading books?	41
Are teenagers reading?	13	What book formats do teenagers read in?	42
What type of materials do teenagers read?	15	Where do teenagers get their physical books from?	43
When do teenagers read?	17	Where do teenagers get their digital books from?	45
Why do teenagers read?	19	Why do teenagers not read books?	47
Can teenagers read in their Mother Tongue?	21	ABOUT SINGLIT	49
What do teenagers read in their mother tongue?	23	Do teenagers read SingLit books?	50
How do teenagers discover new materials to read?	25	MOTIVATIONS AND BARRIERS	55
From what social media accounts do teenagers discover new materials to read?	28		
How many in social circle read books, e-books, magazines?	30		
Do teenagers recommend reads to their social circle?	32		

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 teens (i.e. aged 13 to 19 years old) 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

897 interviews were conducted with Singapore residents aged 13 to 19 years old

In this report, residents aged 13 to 16 years old will be termed as “younger teenagers” while aged 17 to 19 years old will be termed as “older teenagers”

2

LENGTH OF INTERVIEW

Each interview took on average 30 minutes.

Parental consent was obtained for residents aged 13 to 15 years old prior to the interview.

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	793	88%
Singapore permanent resident	105	12%
Age	n	% of total
13 to 16 years old	526	59%
17 to 19 years old	372	41%
Sex	n	% of total
Male	471	52%
Female	427	48%
Ethnicity	n	% of total
Chinese	617	69%
Malay	124	14%
Indian	118	13%
Others	39	4%
Total	898	100%

Region	n	% of total
Central	168	19%
East	167	19%
North-East	208	23%
North	131	15%
West	224	25%
Dwelling Type	n	% of total
1 – 2 room HDB flat	35	4%
3-room HDB flat	96	11%
4-room HDB flat	266	30%
5-room / Executive HDB flat	244	27%
Condominiums and Other Apartment	202	22%
Landed Properties	55	6%
Total	898	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. As a result, the overall teens' sample is not representative of the population.

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

898

Singapore residents aged
13 to 19 years old



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:

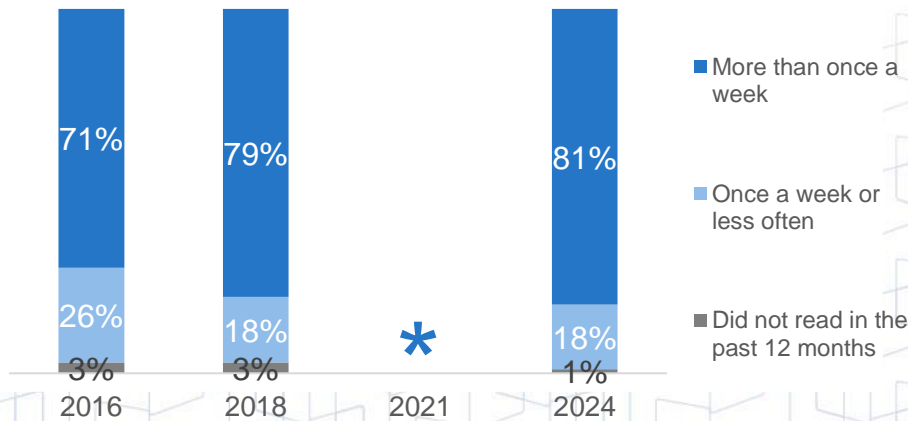
↑ Significantly
higher in 2024
than in 2018

↓ Significantly
lower in 2024
than in 2018

MOST TEENAGERS READ FOR LEISURE

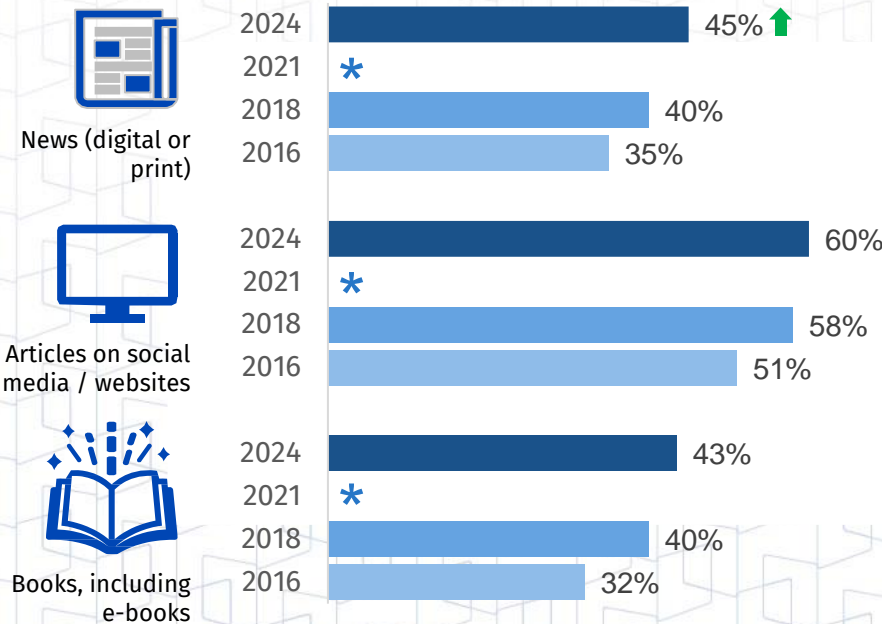
Includes reading books, magazines, news(print or digital), and
online articles in the past 12 months.

81% read more than once a week, a slight increase from 79% in
2018 and returning to similar level as pre-COVID-19



MORE TEENS READ NEWS

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



* 2021 results are not available due to constraints arising from COVID-19. As a result, the Teens sample is not representative of the population.

EXECUTIVE SUMMARY (2)

ALMOST ALL TEENS READ BOOKS

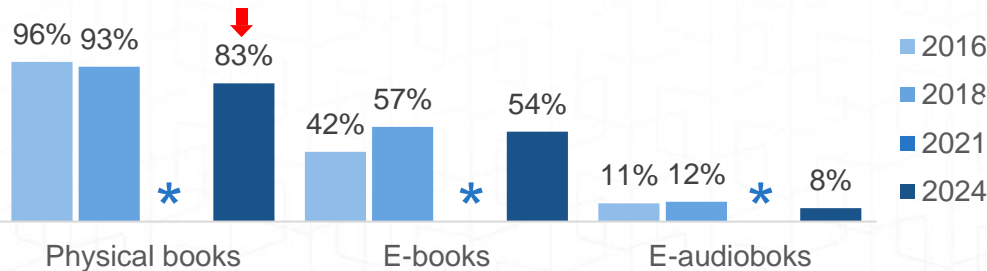
91% read at least one book in the past 12 months



Out of which, in 2024

26% read more than 10 books
41% read 5 to 10 books
30% read less than 5 books

MAJORITY OF TEENS READ PHYSICAL BOOKS



62% bought physical books from bookstores;
58% borrowed from a library



56% who read either e-books or e-audiobooks downloaded free copies online;
44% borrowed from NLB

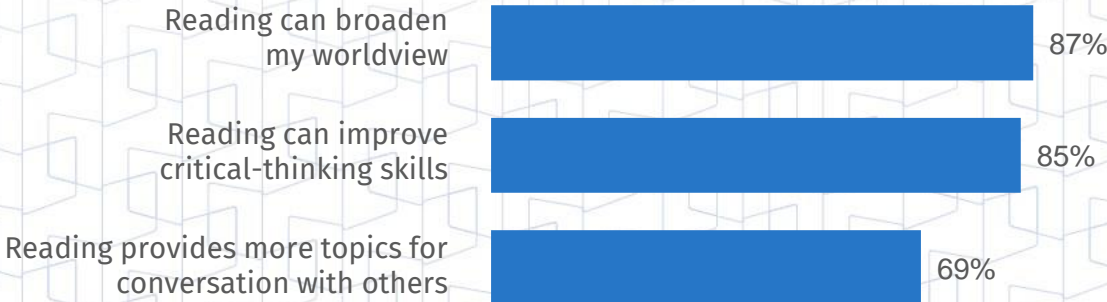
Notes on Analysis

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

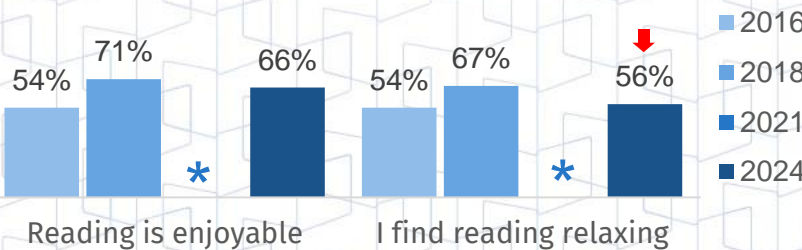
- ↑ Significantly higher in 2024 than in 2018
- ↓ Significantly lower in 2024 than in 2018

MAJORITY OF TEENS AGREED THAT READING HAS BENEFITS

Nearly 9 in 10 agreed that reading has cognitive benefits



7 in 10 agreed that reading is enjoyable, but fewer teens found it relaxing.



* 2021 results are not available due to constraints arising from COVID-19. As a result, the Teens sample is not representative of the population.

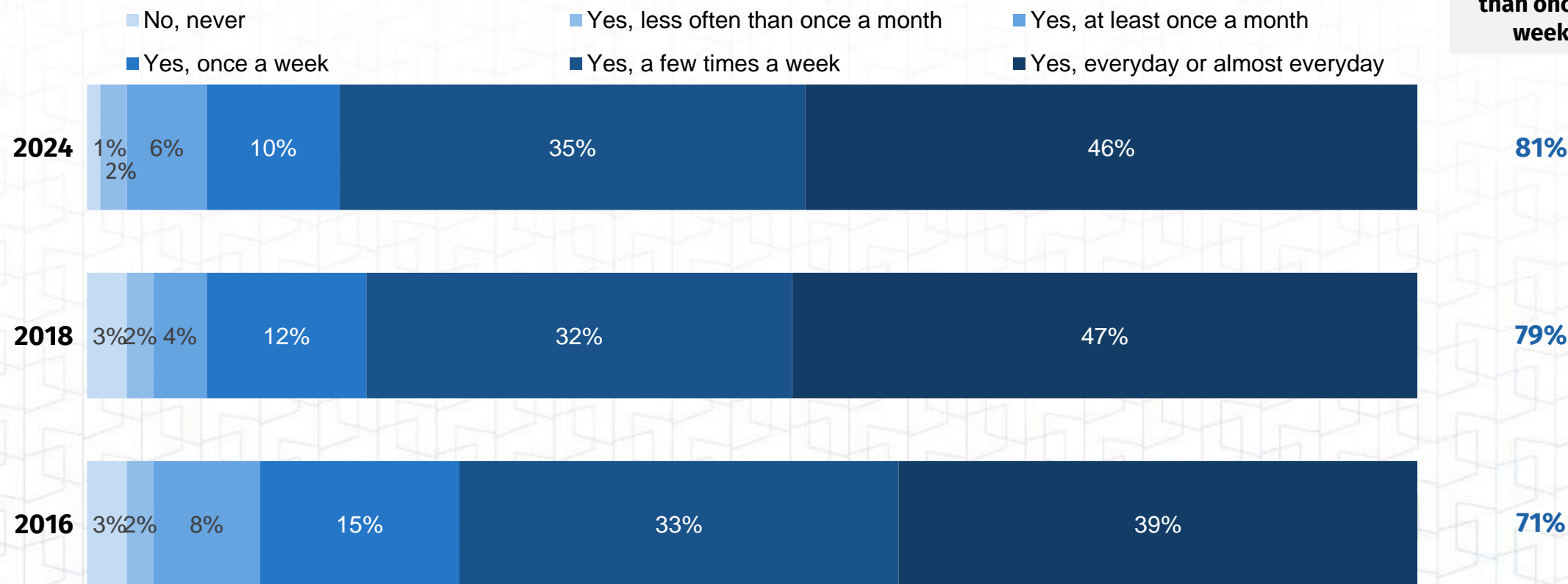
READING HABITS

ARE TEENAGERS READING?

- **99%** of teenagers read at least once in the past 12 months (termed as ‘readers’).
- The proportion of teenagers who read more than once a week (termed as ‘habitual readers’) in 2024 was similar to 2018.

Read Any Material in the Past 12 Months (%)

% Read more
than once a
week



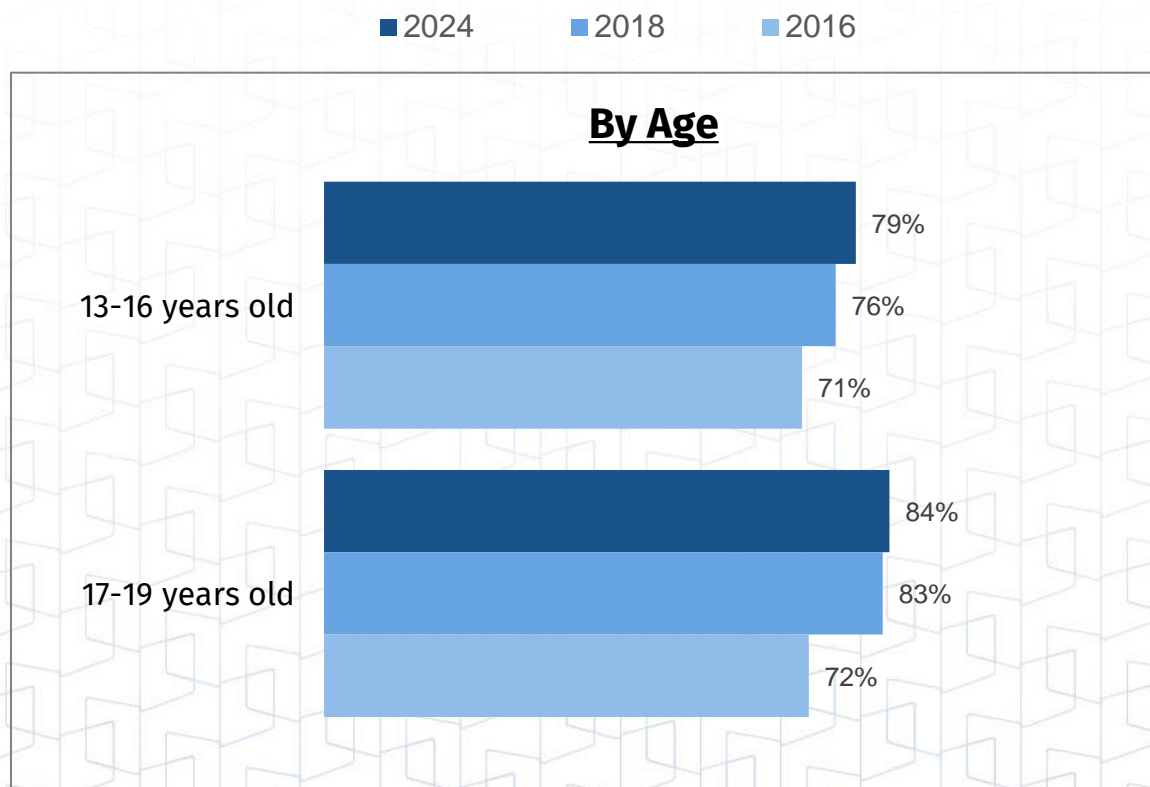
Base: All respondents (2024 n=898; 2018 n=895; 2016: n=485)

B1a..B1i. 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 TEENAGERS READING?

- Return of habitual readership to 2018 levels was seen across both younger and older teenagers.

Read Any Material in the Past 12 Months (% Read more than once a week)



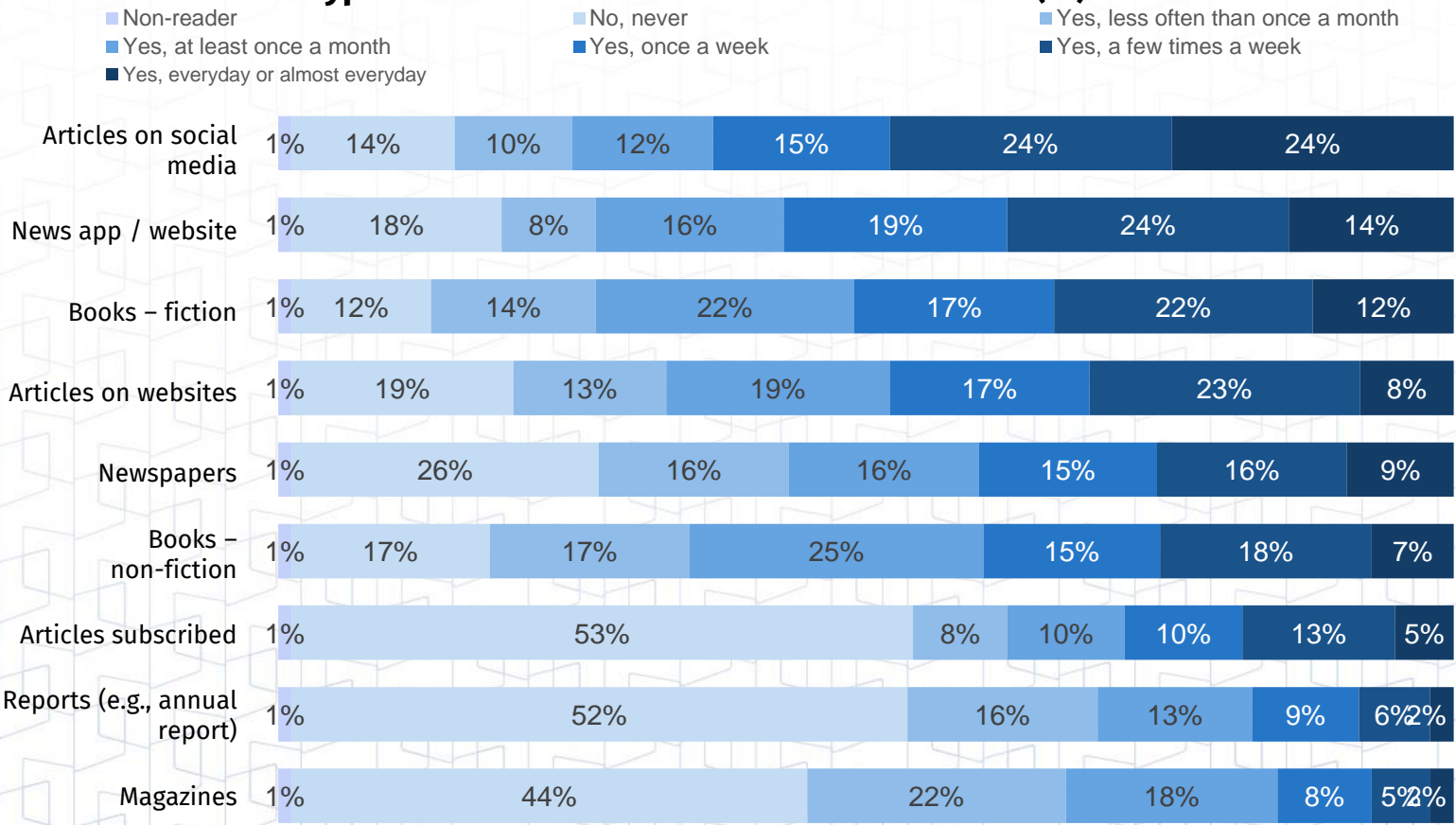
Base: All respondents (2024 n=898; 2018 n=895; 2016: n=485)

B1a..B1i. 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 TEENAGERS READ?

- Online articles remained the top material read by teenagers in 2024, with 60% having read it more than once a week.
- More teens read news multiple times a week in 2024 compared to 2018.

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



% Read more than once a week

2024 2018 2016

48%	54%	49%
38%	NEW	
34%	31%	25%
31%	40%	35%
25%	NEW	
25%	22%	19%
18%	NEW	
8%	8%	6%
7%	8%	7%

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



Online articles
(on social media, websites or subscribed)
2024: 60%
2018: 58%
2016: 51%



News (print or digital, including news apps)
2024: 45% ↑
2018: 40%
2016: 35%



Books
(fiction or non-fiction)
2024: 43%
2018: 40%
2016: 32%

Base: All respondents (2024: n=898; 2018: n=895; 2016: n=485)

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 TEENAGERS READ?

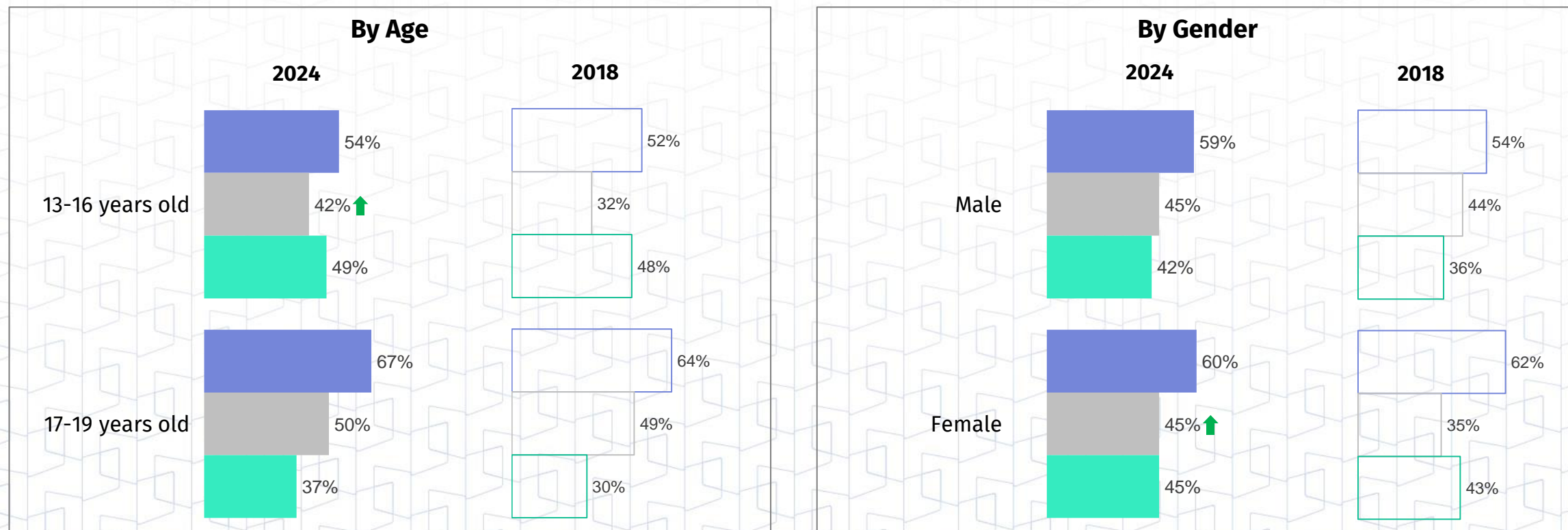
- More younger teens and females read news more than once a week in 2024 compared to 2018.

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

■ Online articles

■ News

■ Books



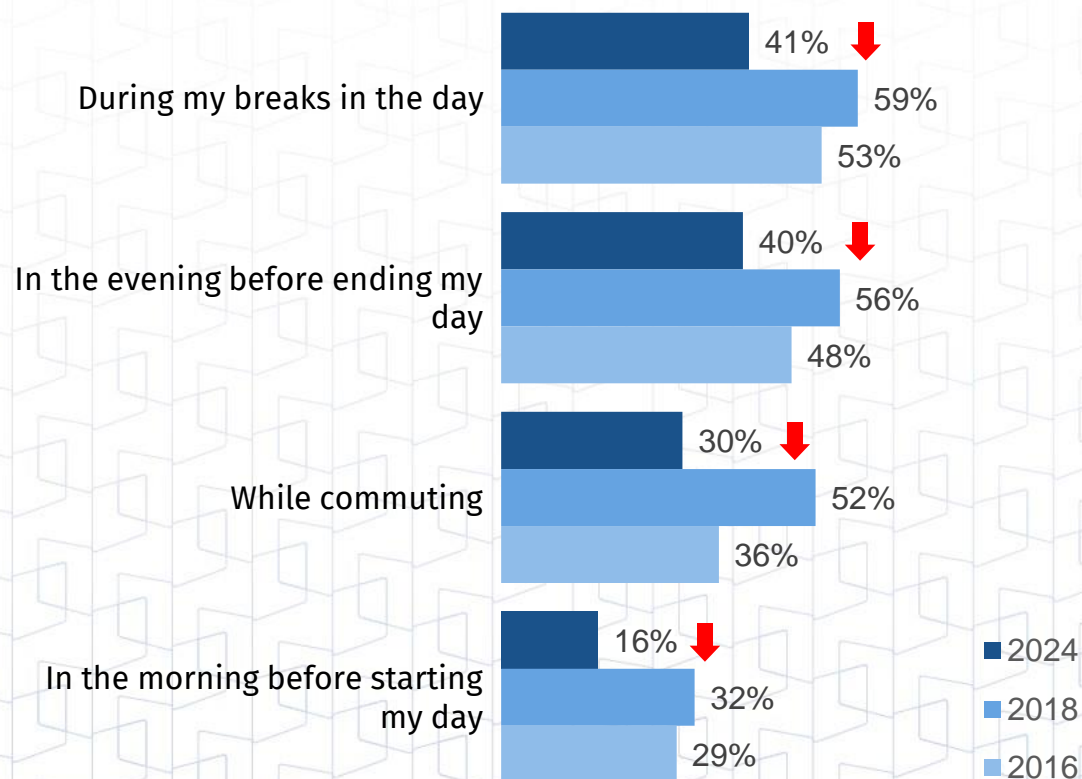
Base: All respondents (2024: n=898; 2018: n=895)

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?

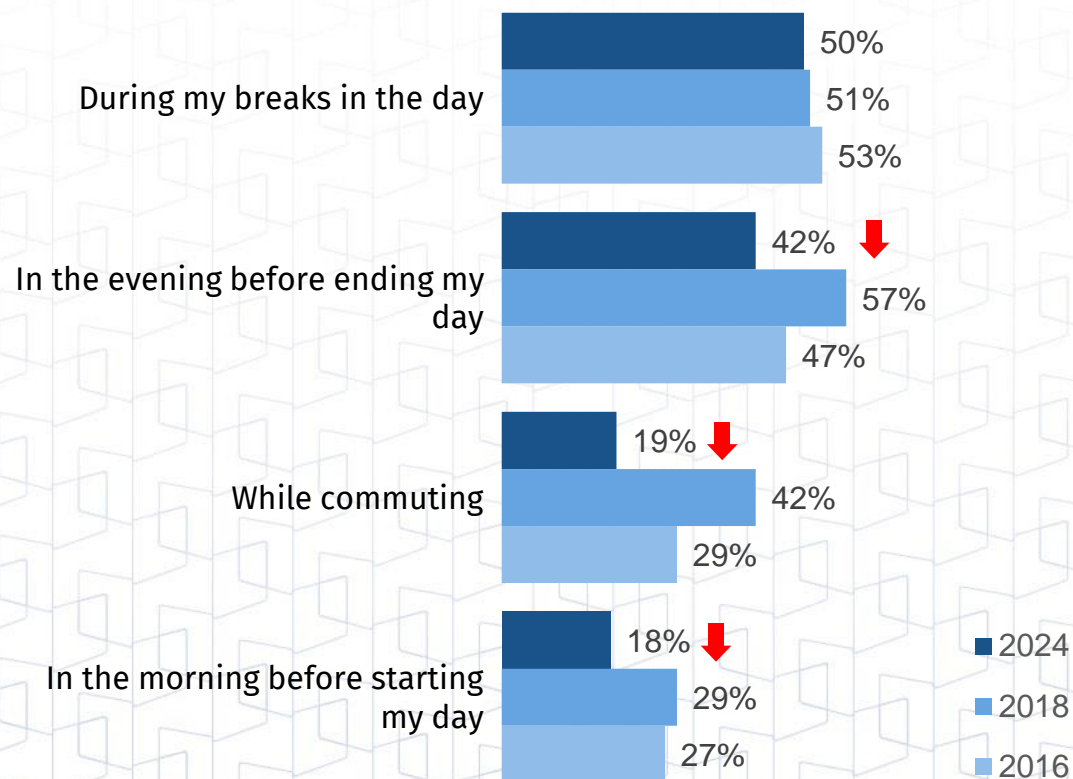
WHEN DO TEENAGERS READ?

- On both weekdays and weekends, teenagers mainly read during their breaks or in the evening before ending their day.
- Compared to 2018, teenagers read on fewer occasions in a day.

On weekdays



On weekends



*Note: This question was not asked in 2021

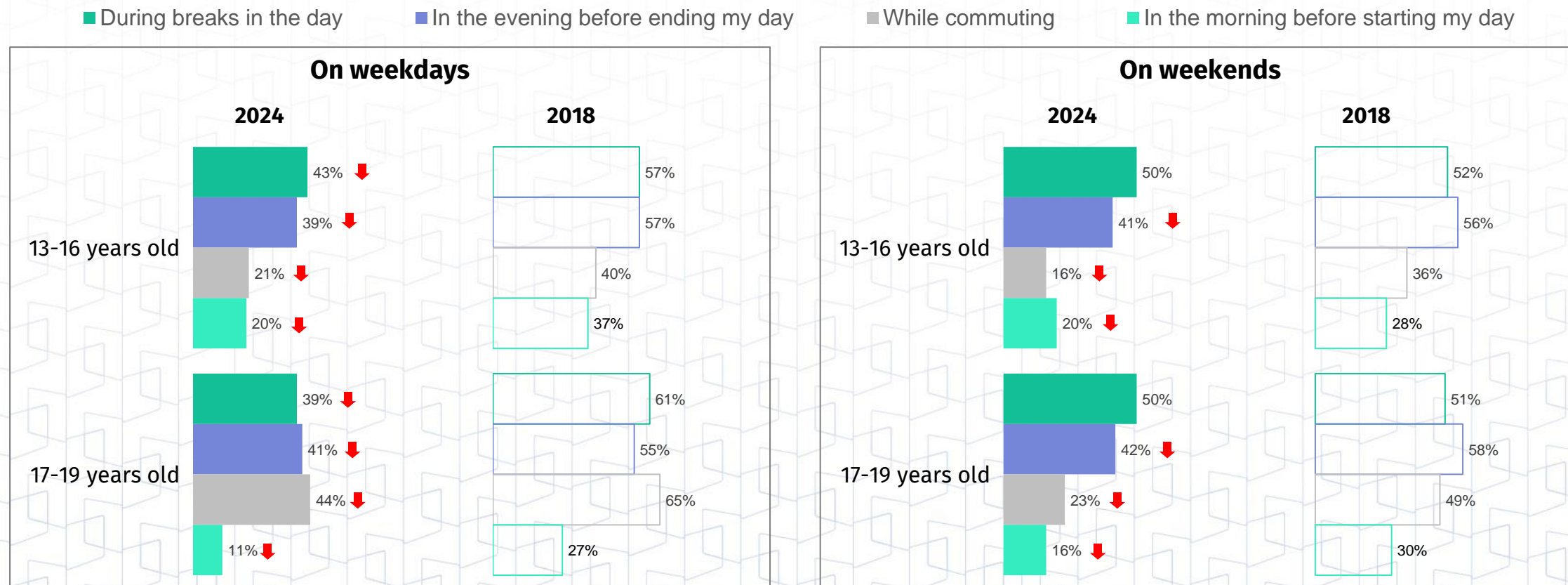
Base: Read on weekdays (2024: n=877; 2018: n=867; 2016: n=462); Read on weekends (2024: n=841; 2018: n=823; 2016: n=453)

B4. Excluding reading for work during regular working hours and for schoolwork, when do you usually read on weekdays? How about weekends?

WHEN DO TEENAGERS READ?

- Across age groups, fewer teenagers read across multiple timings in a day in 2024, compared to 2018.
- Only exception was with reading during breaks on weekends, which stayed similar to 2018.

When Do Teenagers Read By Age (%)



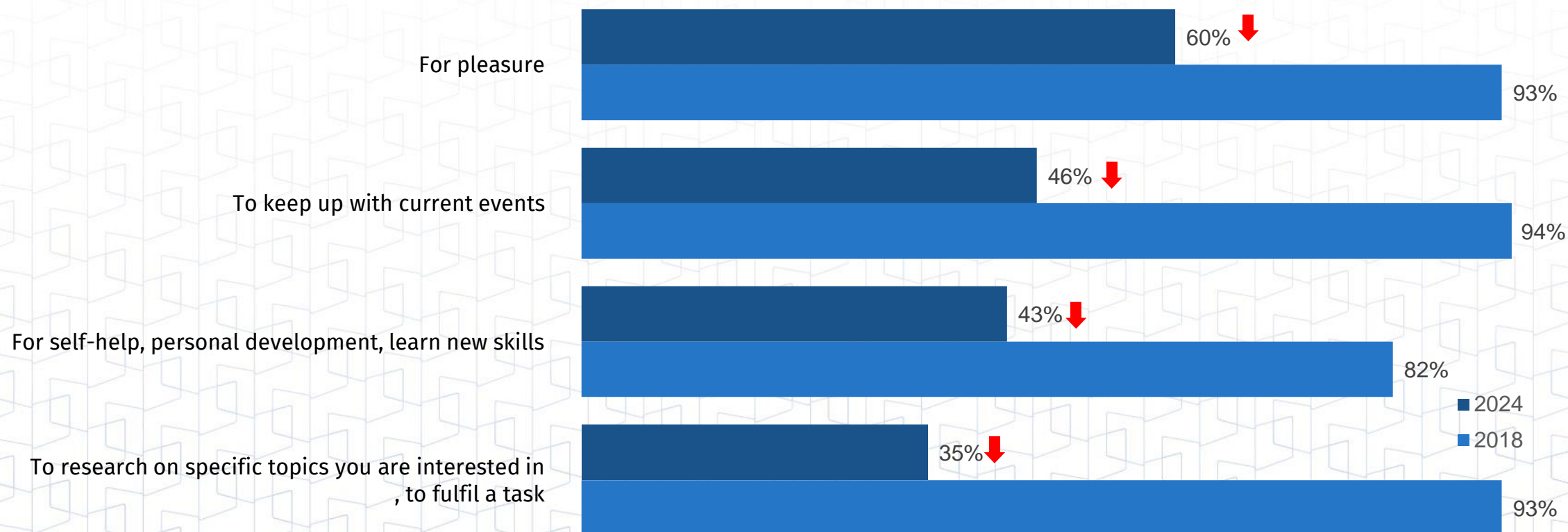
Base: Read on weekdays (2024: n=877; 2018: n=867; 2016: n=462); Read on weekends (2024: n= 841; 2018: n=823; 2016: n=453)

B4. Excluding reading for work during regular working hours and for schoolwork, when do you usually read on weekdays? How about weekends?

WHY DO TEENAGERS READ?

- Most teenagers read for pleasure or to keep up with current events.
- However, fewer had multiple reasons for reading in 2024, compared to 2018.

Why Teenagers Read in the Past 12 Months (%)



Base: Readers (2024: n=888; 2018: n=870)

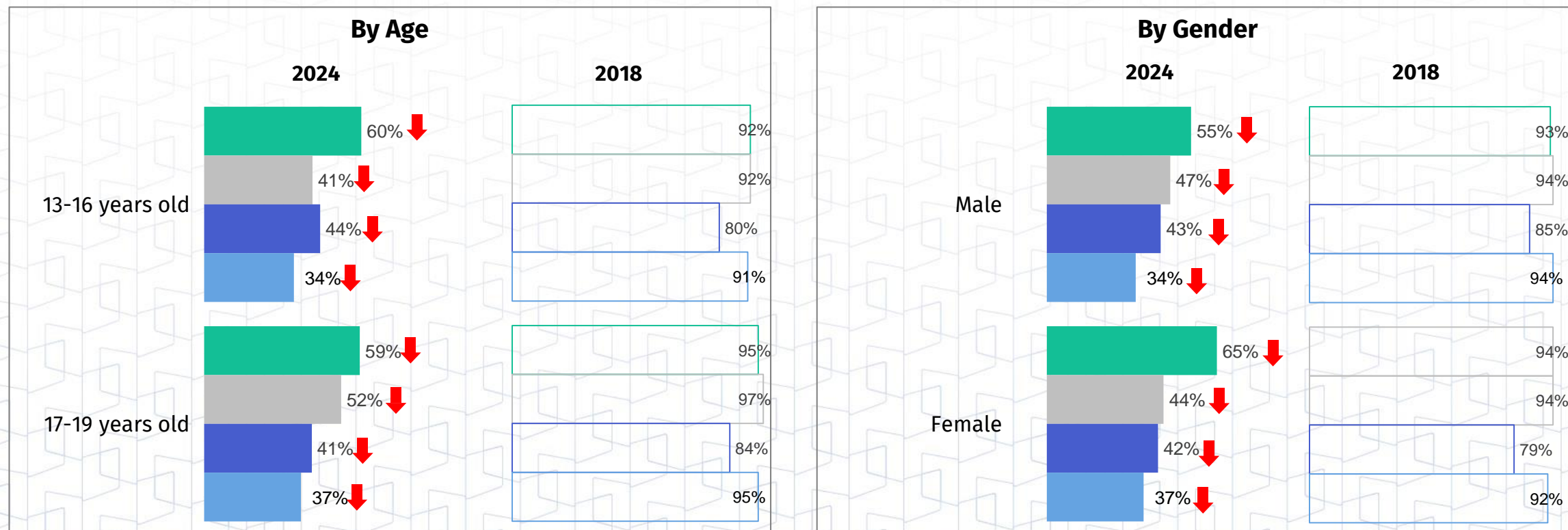
B3. Why have you read in the past 12 months? Please consider all the leisure reading you have done, including reading online. You may select more than one reason.

WHY DO TEENAGERS READ?

- More older teens read to keep up with current events than younger teens.
- A lower proportion of male teens read for pleasure than female teens.

Why Teenagers Read in the Past 12 Months (%)

■ For pleasure ■ Keep up with current events ■ For self-help ■ To research on specific topics



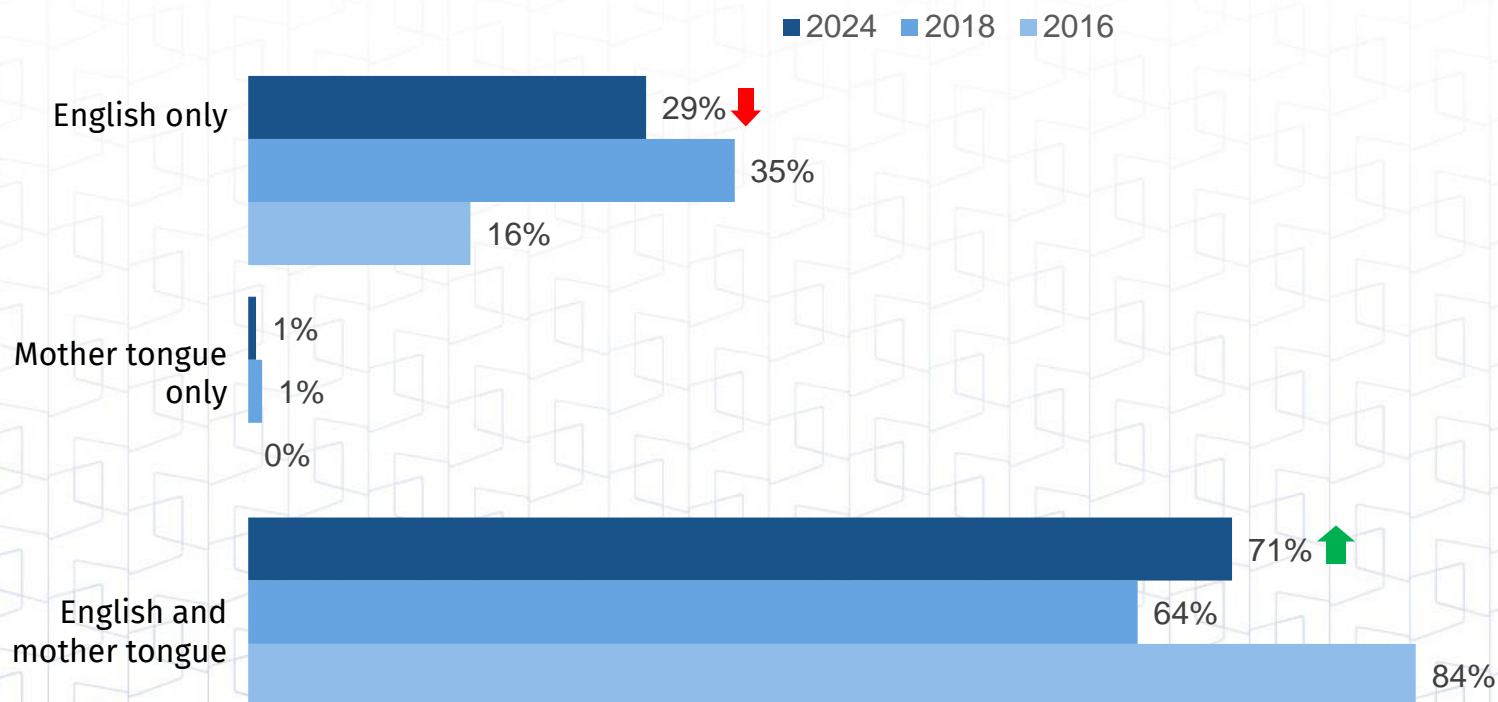
Base: Readers (2024: n=888; 2018: n=870)

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 TEENAGERS READ IN THEIR MOTHER TONGUE?

- More teenagers said they were bilingual readers in 2024 compared to 2018.

Language that teenagers are able to read (%)



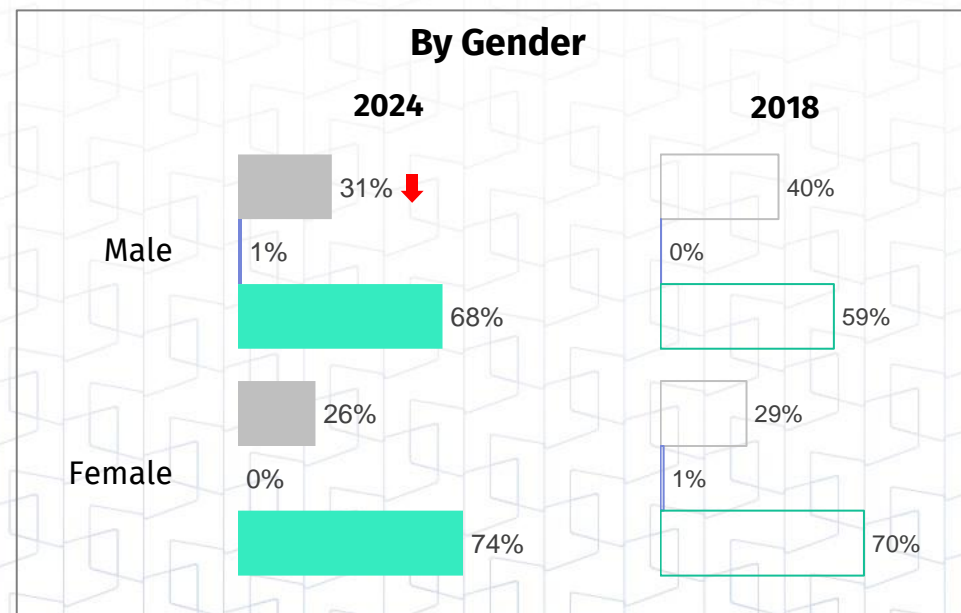
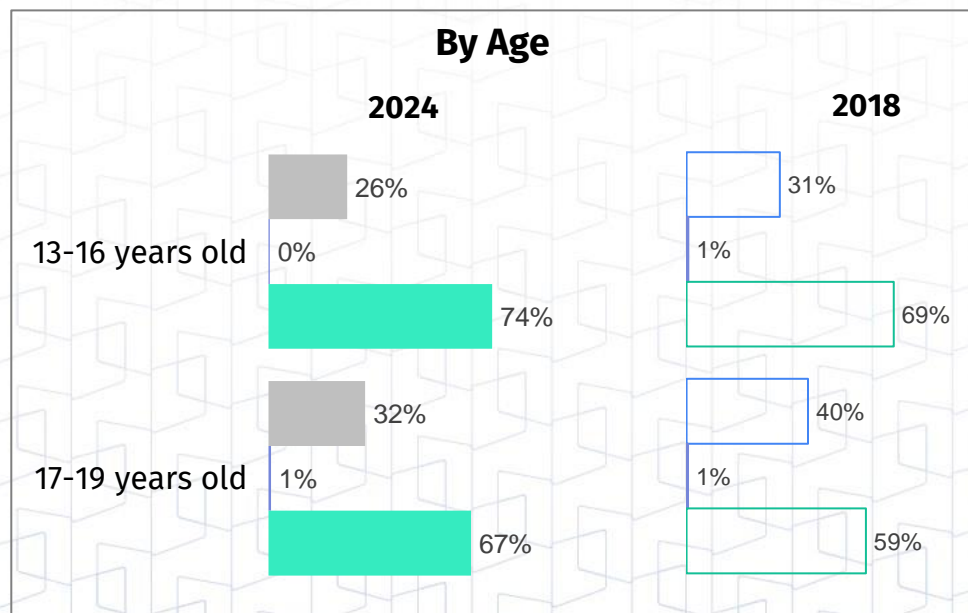
Base: Readers (2024: n=888; 2018: n=870; 2016: n=471)
B5. What languages can you read in?

CAN TEENAGERS READ IN THEIR MOTHER TONGUE

- More younger teens and females said that they were able to read in their Mother Tongue language than older teens and males.

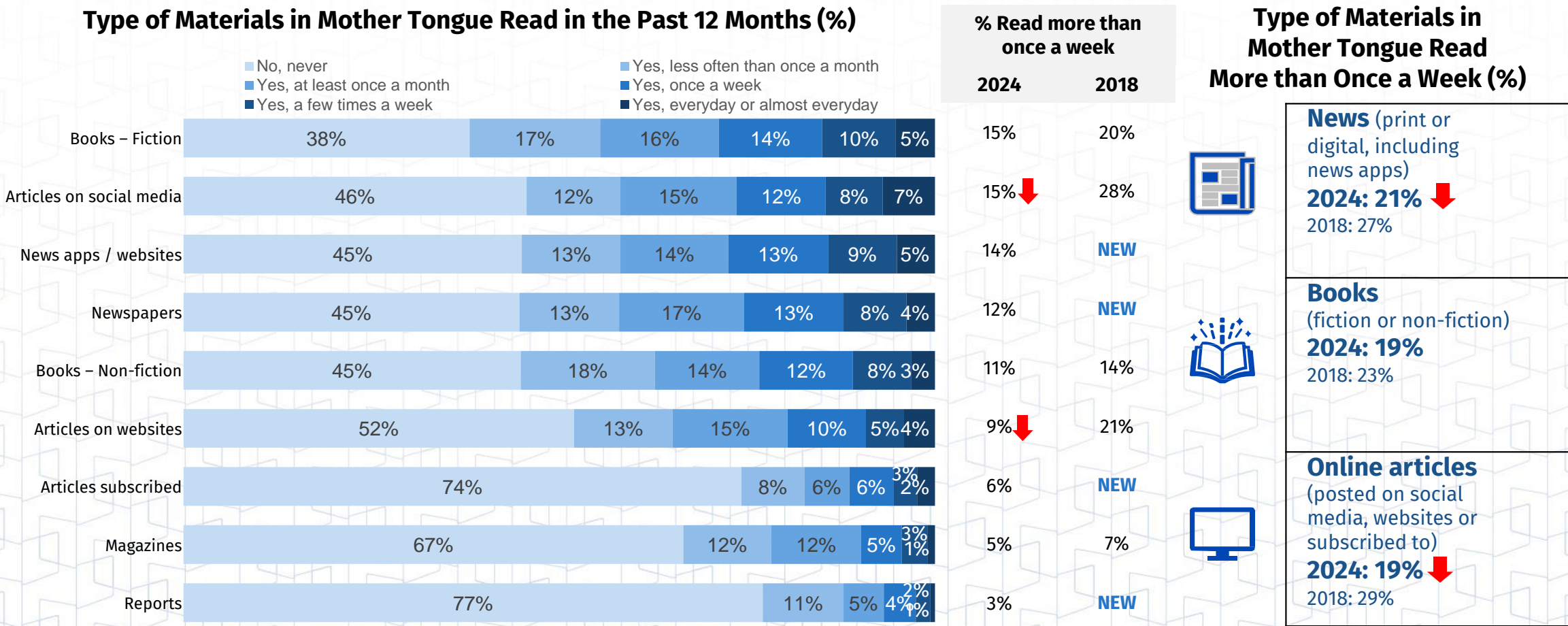
Language that teenagers are able to read (%)

■ English only ■ Mother Tongue only ■ English and Mother Tongue



WHAT DO TEENAGERS READ IN THEIR MOTHER TONGUE?

- Among teens who said they could read in Mother Tongue, a lower proportion read all materials more than once a week in 2024, with the largest drop for online articles.

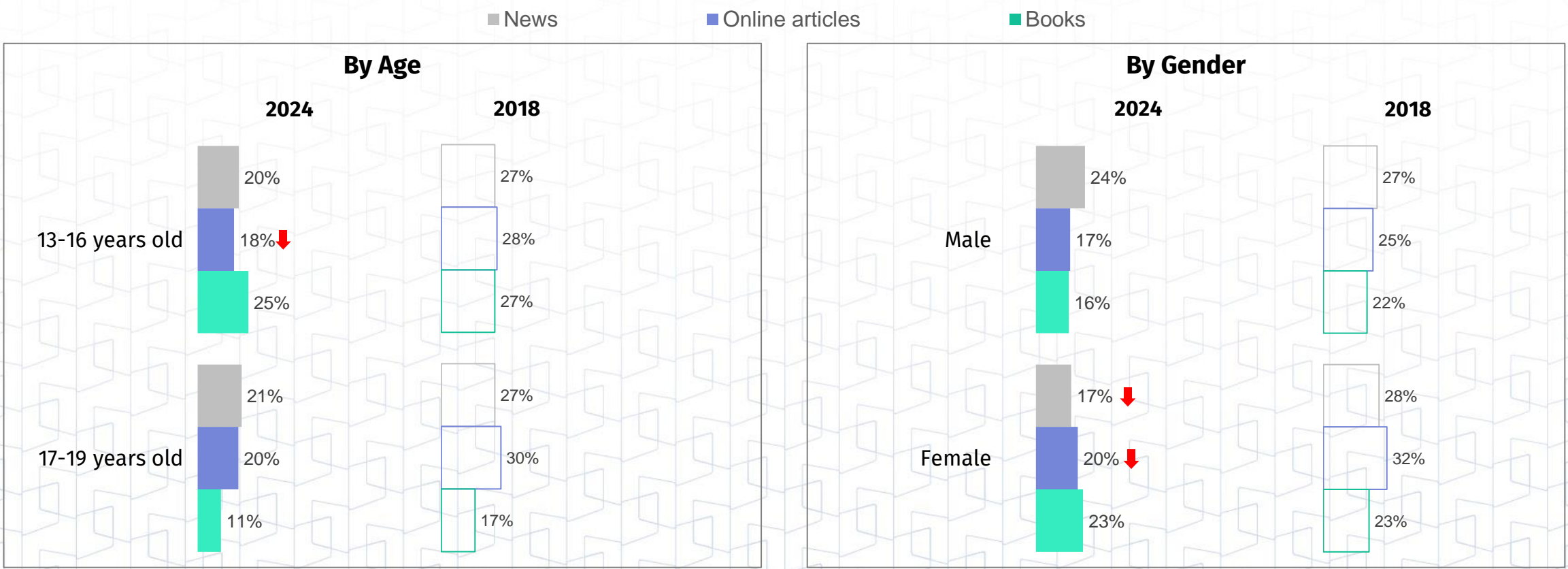


**Note: These figures are based on respondents who can read in Mother Tongue, while analysis in 2018 and 2021 was based on those who have read in Mother Tongue.*
Base: Respondents who can read in mother tongue languages (2024: n=634; 2018: n=564)
B6. You mentioned that you can read in Chinese/ Malay/ Tamil. Which of the below types of materials written in your Mother Tongue language did you read and how often?

WHAT DO TEENAGERS READ IN THEIR MOTHER TONGUE?

- Habitual reading of online articles in Mother Tongue dropped across all age groups.
- Compared to 2018, fewer female teens read news and online articles in Mother Tongue more than once a week.

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

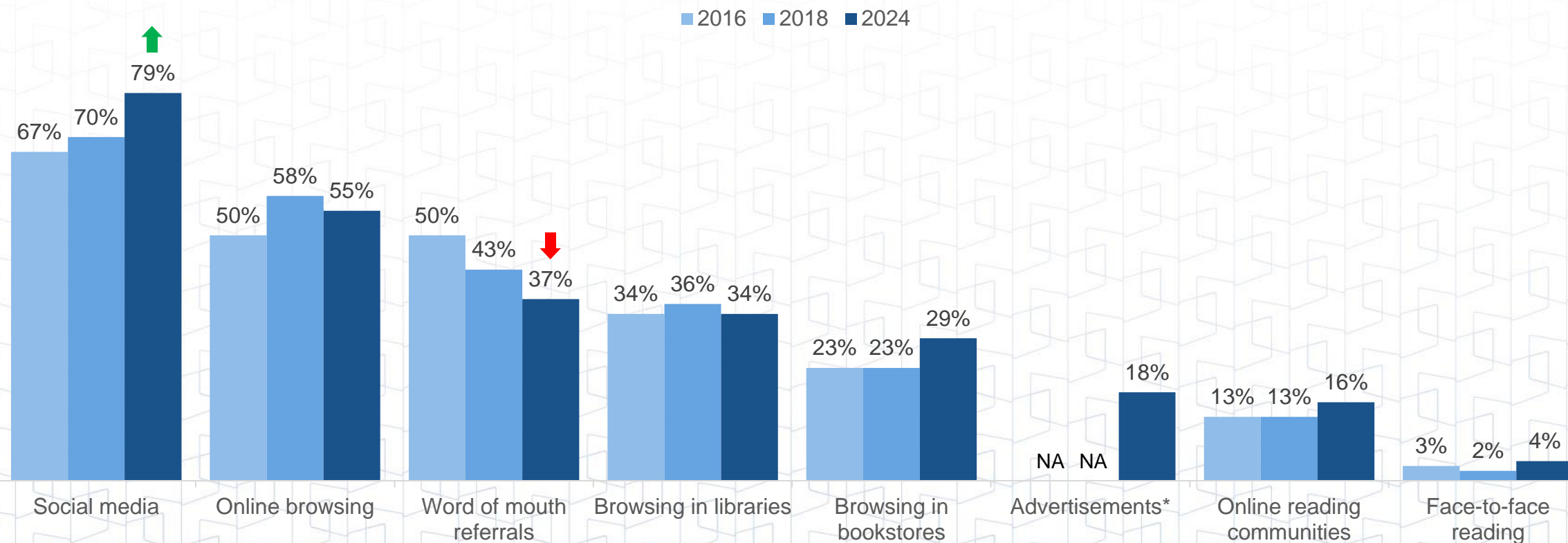


**Note: These figures are based on respondents who can read in Mother Tongue, while analysis in 2018 and 2021 was based on those who have read in Mother Tongue.*
Base: Respondents who can read in mother tongue languages (2024: n=634; 2018: n=564)
B6. You mentioned that you can read in Chinese/ Malay/ Tamil. Which of the below types of materials written in your Mother Tongue language did you read and how often?

HOW DO TEENAGERS DISCOVER NEW MATERIALS TO READ?

- More teens discovered reading materials through social media in 2024 than in 2018

How Teenagers Discover New Materials to Read (%)



*Note: The option 'Advertisements' was added in 2021

Base: Readers (2024: n=888; 2018: n=870; 2016: n=471)

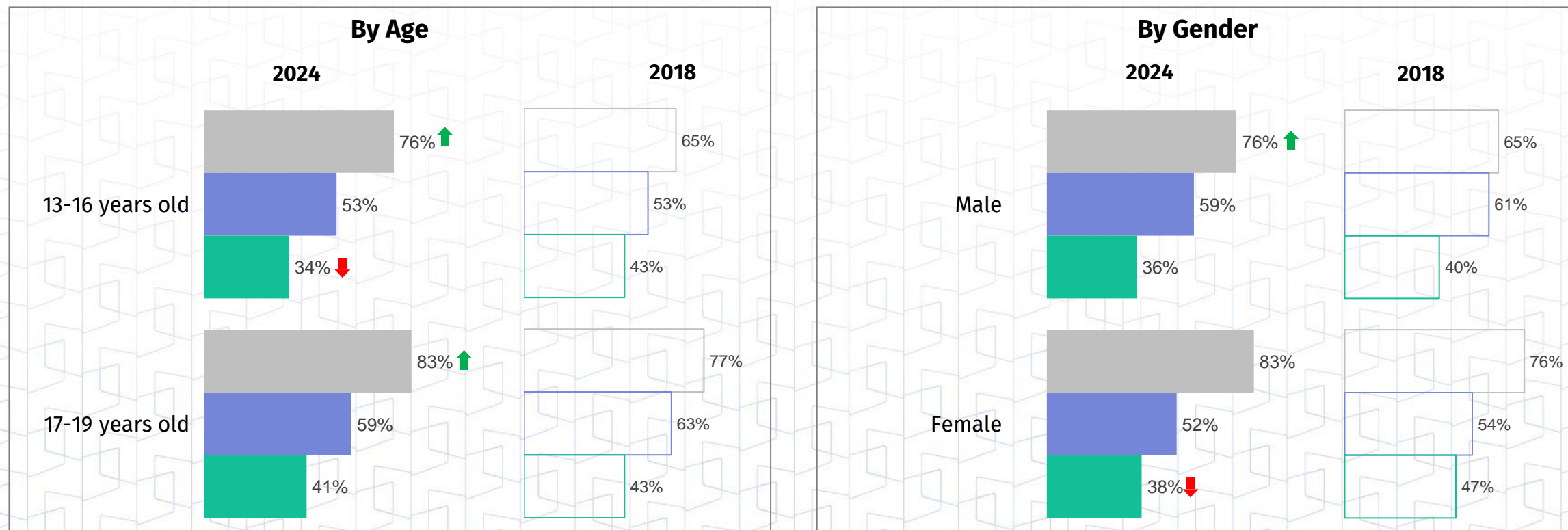
B10. In general, how do you discover new materials to read? You can choose one or more answers.

HOW DO TEENAGERS DISCOVER NEW MATERIALS TO READ?

- Majority of both older and younger teens discovered reading materials through social media.

How Teenagers Discover New Materials to Read (%)

■ Social media ■ Online browsing ■ Word of mouth referrals



Base: Readers (2024: n=888; 2018: n=870; 2016: n=471)

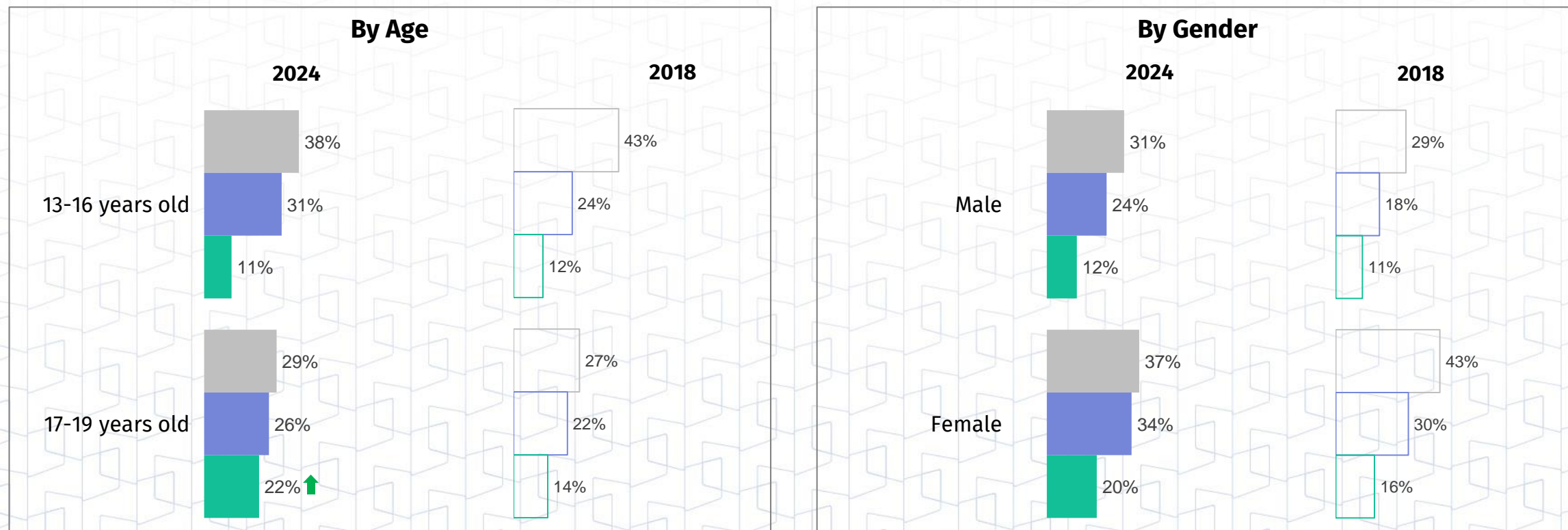
B10. In general, how do you discover new materials to read? You can choose one or more answers.

HOW DO TEENAGERS DISCOVER NEW MATERIALS TO READ?

- More younger teens discovered new reads by browsing in libraries, while more females browsed in bookstores for new reads.

How Teenagers Discover New Materials to Read (%)

■ Browsing in libraries ■ Browsing in bookstores ■ Online reading communities



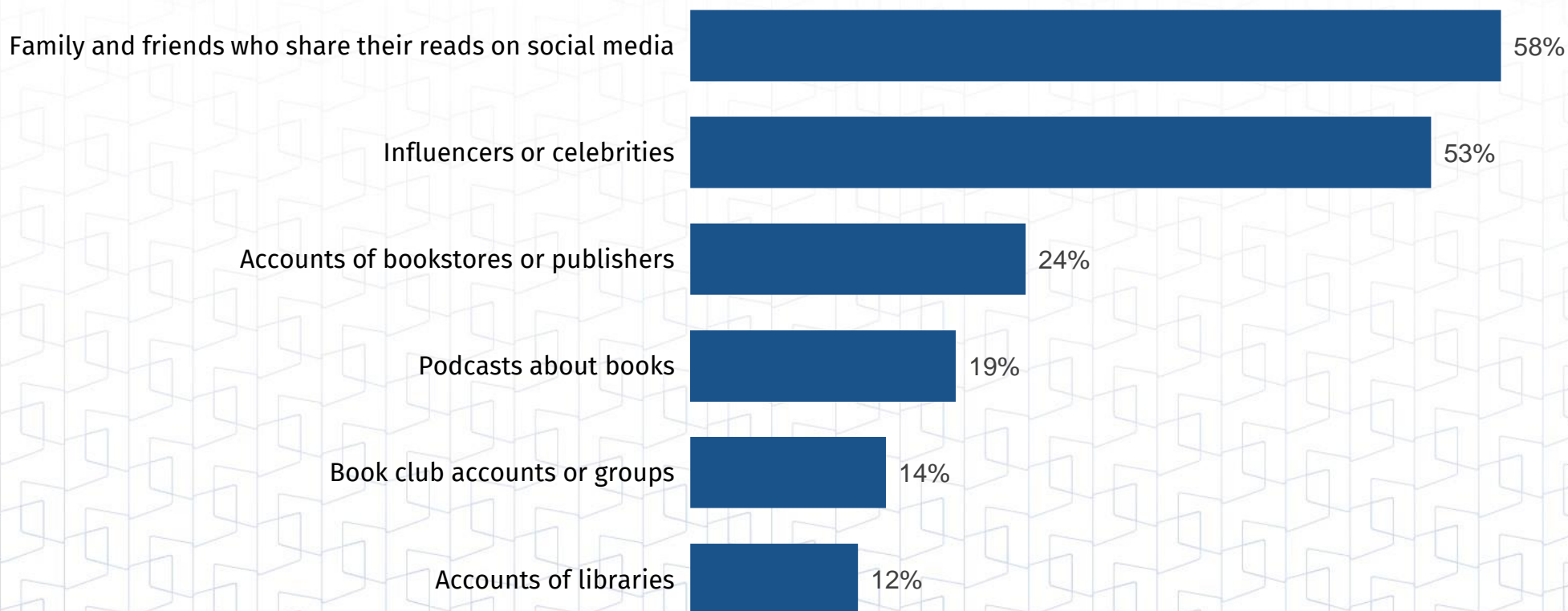
Base: Readers (2024: n=888; 2018: n=870; 2016: n=471)

B10. In general, how do you discover new materials to read? You can choose one or more answers.

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

- Readers who discovered new materials through social media mainly did so through the accounts of family and friends, or influencers or celebrities

Social Media Accounts that Teenagers Discover New Materials To Read (%)



**Note: This question was added in 2021*

Base: Readers who discover reads through social media (2024: n=701)

B11. From what kinds of social media accounts do you discover new materials to read?

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

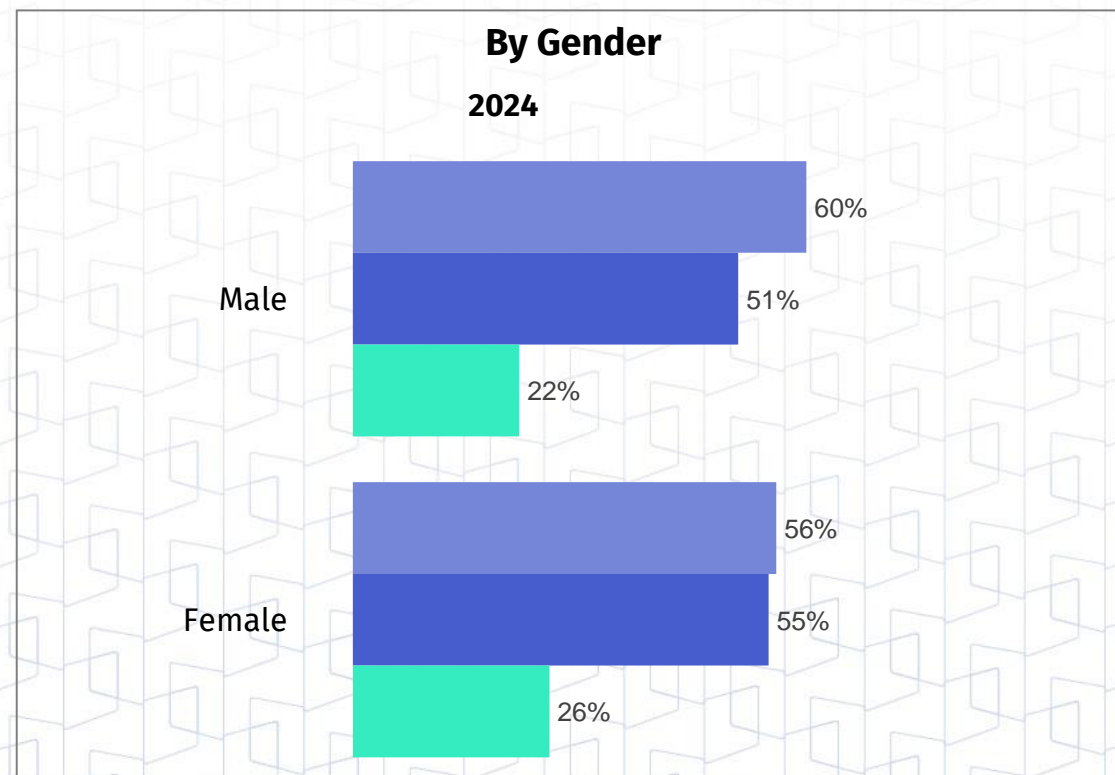
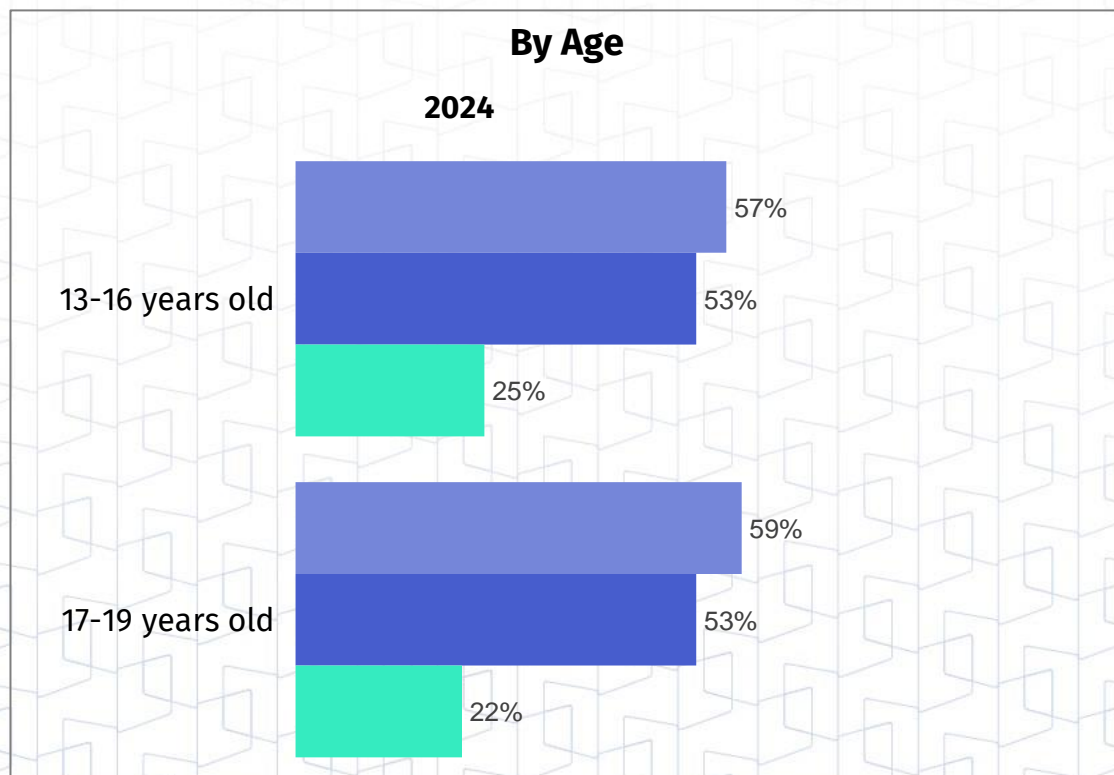
- Both older and younger teens discovered new reads through their social circle's social media posts.

Social Media Accounts that Teenagers Discover New Materials To Read (%)

■ Family and friends

■ Influencers or celebrities

■ Accounts of bookstores or publishers



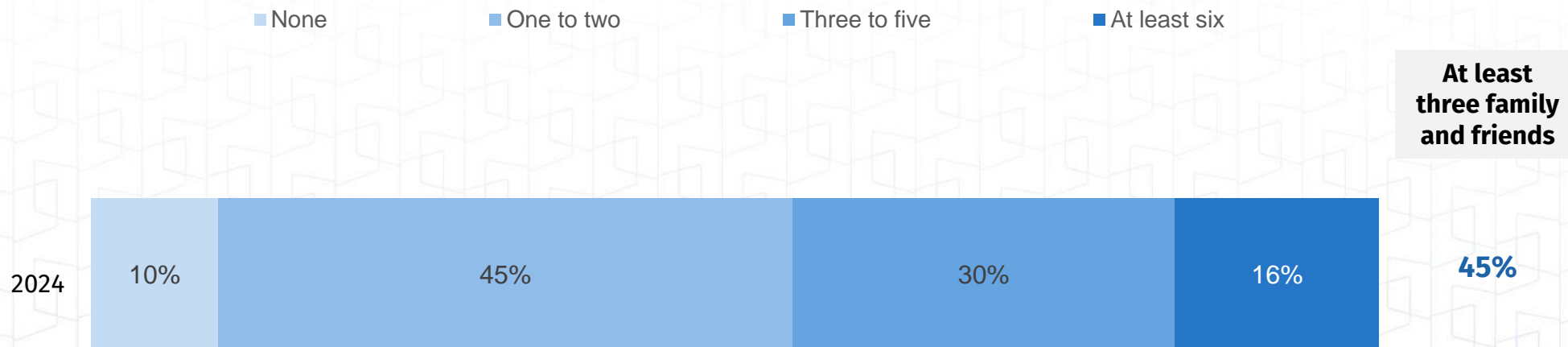
Base: Readers who discover reads through social media (2024; n=701)

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?

- 45% of teenagers knew of at least three family and friends who were book or magazine readers.

Number of Family and Friends who Read Books, E-Books, and Magazines (%)



*Note: This question was added in 2021

Base: All respondents (2024: n=898)

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?

- More younger teens and females knew of at least three book or magazine readers in their social circle.

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

By Age

13-16 years old

48%

17-19 years old

42%

By Gender

Male

43%

Female

48%

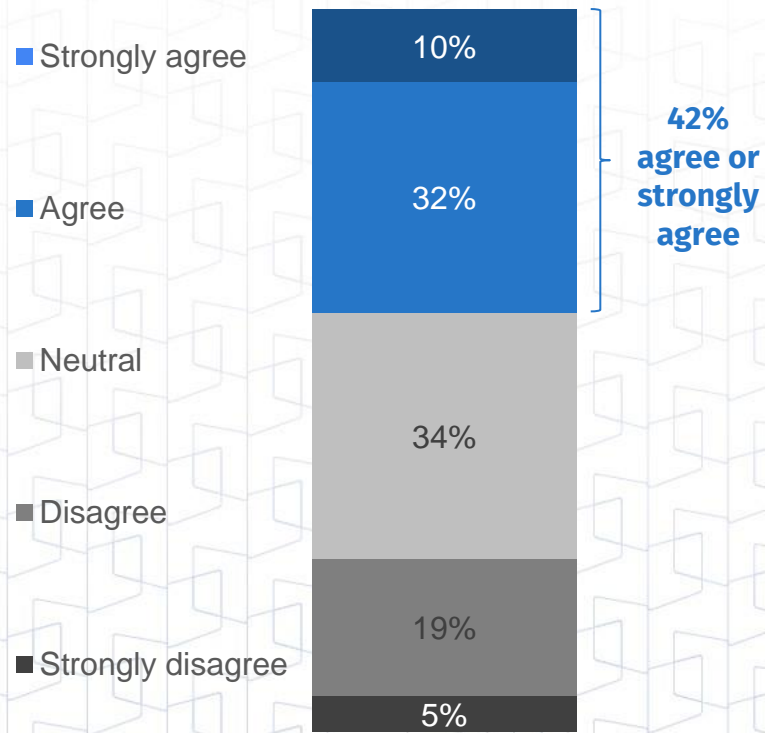
Base: All respondents (2024: n=898)

B12. Within your circle of family and friends, how many of them are readers, that you know of?

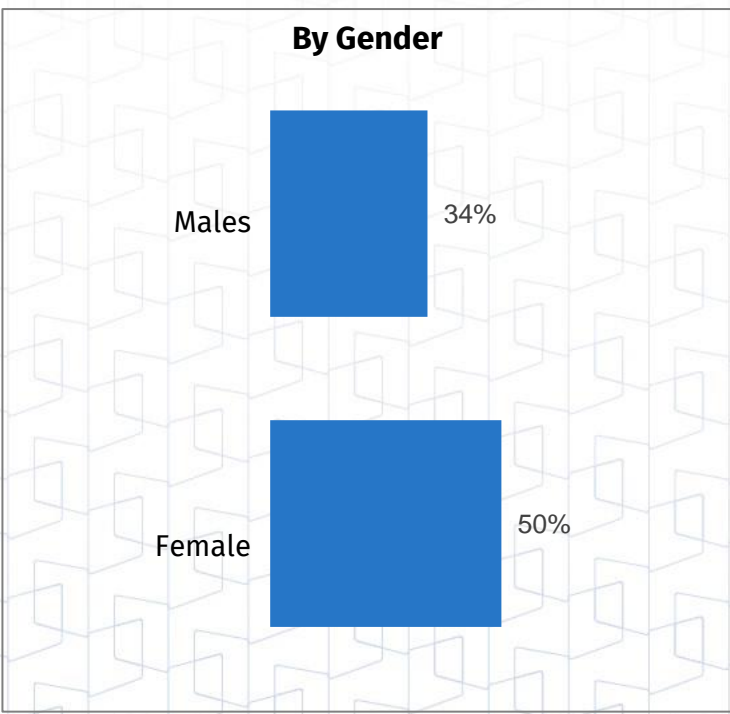
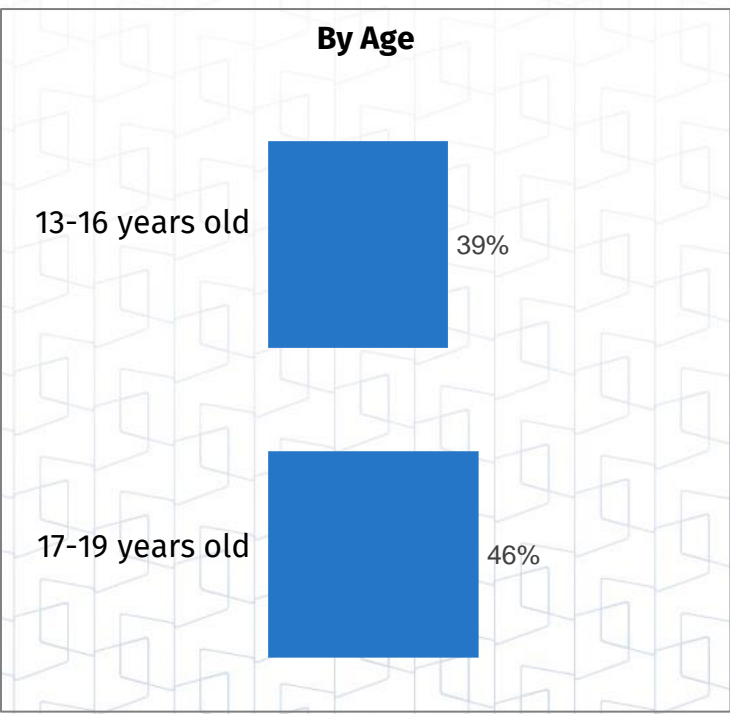
DO TEENAGERS RECOMMEND READS TO THEIR SOCIAL CIRCLE?

- 42% of teenagers agreed that they recommended what they read to their friends or family.
- More older teens and female teenagers agreed that they recommended 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=898)
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

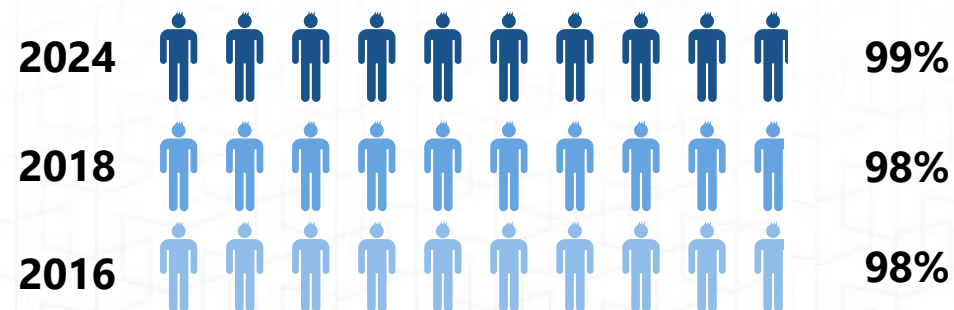
WHAT NON-FICTION TOPICS DO TEENAGERS READ?

- Almost all teens read non-fiction in 2024. Top topics continued to be sports, history, and science/engineering.

Top Non-Fiction Topics Read (%)

 <p>Sports 48% 2018: 43%</p>	 <p>History 39% 2018: 33%</p>	 <p>Science/Engineering 35% 2018: 36%</p>
 <p>Politics/Current Affairs 34% 2018: 33%</p>	 <p>Singapore-related information 34% 2018: 34%</p>	 <p>Health & Fitness 33% 2018: 28%</p>
 <p>Pets and animals 31% 2018: 30%</p>	 <p>Travel 31% 2018: 32%</p>	 <p>Self-help & self-improvement 29% 2018: 27%</p>







































Read Non-Fiction (%)









































Base: Readers (2024: n=888; 2018: n=870; 2016: n=471)

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 13-16 YEARS OLD				
Rank	2024		2018	
1	 Sports	64%	 Sports	61%
2	 History	46%	 Science and engineering	44%
3	 Science and engineering	42%	 History	36%
4	 Health and fitness	37%	 Computer and IT	36%
5	 Singapore-related information	33%	 Politics and current affairs	30%
6	 Computer and IT	31%	 Pets and animals	28%
7	 Politics and current affairs	30%	 Singapore related information	28%
8	 Travel	28%	 Health and fitness	25%
9	 Pets and animals	25%	 Travel	20%
10	 Cooking	24%	 Arts	20%
11	 Arts	21%	 Religion and spirituality	18%
12	 Self-help and self-improvement	20%	 Recreation	15%
13	 Business and finance	17%	 Cooking	15%
14	 Recreation	16%	 Self-help and self-improvement	15%
15	 Love and relationships	13%	 Biographies	14%
16	 Biographies	11%	 Love and relationships	12%
17	 Religion and spirituality	11%	 Business and finance	8%
18	 Family and parenting	8%	 Fashion, beauty and grooming	8%
19	 Fashion, beauty and grooming	6%	 Family and parenting	5%







































MALES 17-19 YEARS OLD				
Rank	2024		2018	
1	 Sports	57%	 Sports	55%
2	 Politics and current affairs	45%	 Politics and current affairs	47%
3	 Science and engineering	43%	 Singapore-related information	45%
4	 Health and fitness	43%	 Science and engineering	43%
5	 Singapore-related information	39%	 Computer and IT	40%
6	 Computer and IT	39%	 History	34%
7	 History	37%	 Health and fitness	31%
8	 Business and finance	36%	 Self-help and self-improvement	29%
9	 Self-help and self-improvement	30%	 Travel	29%
10	 Cooking	25%	 Business and fnance	23%
11	 Travel	25%	 Pets and animals	23%
12	 Religion and spirituality	22%	 Recreation	21%
13	 Pets and animals	21%	 Biographies	21%
14	 Love and relationships	19%	 Arts	20%
15	 Arts	19%	 Religion and spirituality	19%
16	 Biographies	18%	 Cooking	18%
17	 Recreation	14%	 Love and relationships	15%
18	 Fashion, beauty and grooming	11%	 Fashion, beauty and grooming	13%
19	 Family and parenting	5%	 Family and parenting	1%

Base: Male readers aged 13-16 years old (2024: n=275; 2018: n=239), Male readers aged 17-19 years old (2024: n=191; 2018: n= 219)

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 13-16 YEARS OLD				
Rank	2024		2018	
1	 Pets and animals	43%	 Fashion, beauty and grooming	40%
2	 Arts	42%	 Pets and animals	36%
3	 Sports	41%	 Travel	36%
4	 Love and relationships	37%	 Arts	35%
5	 Fashion, beauty and grooming	36%	 History	33%
6	 Travel	36%	 Love and relationships	33%
7	 History	35%	 Sports	32%
8	 Self-help and self-improvement	31%	 Singapore-related information	28%
9	 Cooking	31%	 Science and engineering	27%
10	 Singapore-related information	29%	 Health and fitness	24%
11	 Science and engineering	27%	 Self-help and self-improvement	24%
12	 Politics and current affairs	23%	 Cooking	24%
13	 Health and fitness	23%	 Politics and current Affairs	19%
14	 Recreation	19%	 Recreation	19%
15	 Biographies	14%	 Religion and spirituality	18%
16	 Religion and spirituality	14%	 Computer and IT	11%
17	 Computer and IT	8%	 Biographies	9%
18	 Business and finance	7%	 Family and parenting	7%
19	 Family and parenting	7%	 Business and finance	6%

FEMALES 17-19 YEARS OLD				
Rank	2024		2018	
1	 Politics and current affairs	46%	 Fashion, beauty and grooming	49%
2	 Fashion, beauty and grooming	45%	 Travel	46%
3	 Arts	42%	 Self-help and self-improvement	45%
4	 Self-help and self-improvement	40%	 Singapore-related information	37%
5	 Love and relationships	39%	 Politics and current affairs	36%
6	 Singapore-related information	37%	 Arts	33%
7	 Pets and animals	36%	 Love and relationships	32%
8	 History	35%	 Health and fitness	32%
9	 Travel	34%	 Pets and animals	32%
10	 Health and fitness	32%	 Cooking	29%
11	 Cooking	28%	 Science and engineering	28%
12	 Science and engineering	28%	 History	25%
13	 Sports	24%	 Recreation	23%
14	 Religion and spirituality	23%	 Religion and spirituality	22%
15	 Recreation	17%	 Sports	21%
16	 Biographies	17%	 Biographies	18%
17	 Business and finance	14%	 Computers and IT	12%
18	 Family and parenting	13%	 Family and parenting	11%
19	 Computer and IT	10%	 Business and finance	8%

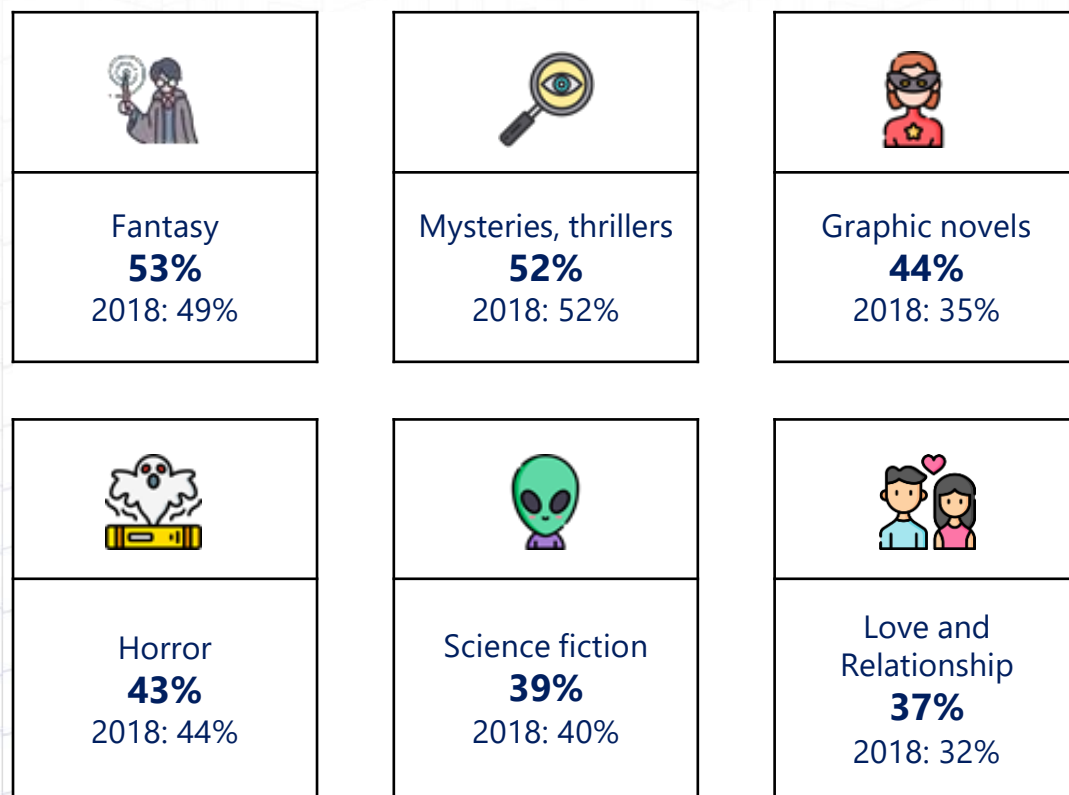
Base: Female readers aged 13-16 years old (2024: n=247; 2018: n=228), Female readers aged 17-19 years old (2024: n=175; 2018: n= 184)

B8. Which of the below topics do you usually read, in newspapers, articles on websites and social media, books, e-books, and magazines?

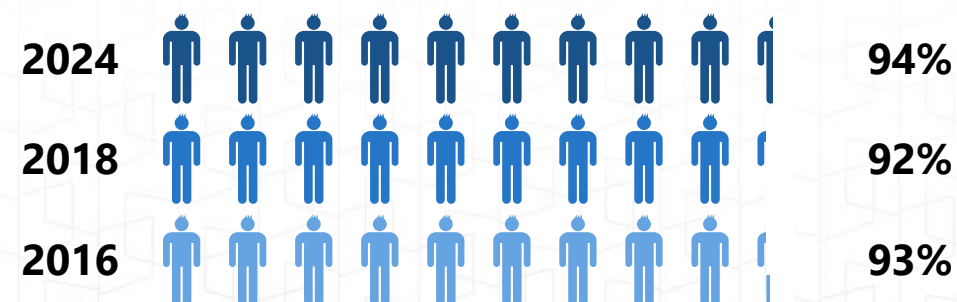
WHAT FICTION GENRES DO TEENAGERS READ?

- Almost all teens read fiction in 2024, similar to 2018.
- Top fiction genres continued to be fantasy and mysteries and thrillers. More teens read graphic novels in 2024.

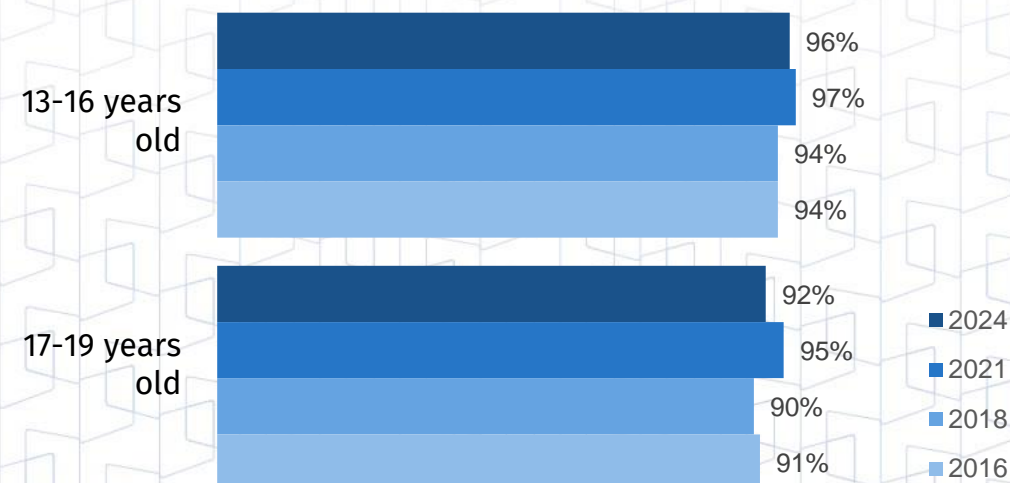
Top Fiction Genres Read (%)



Read Fiction (%)























By Age (%)























Base: Readers (2024: n=888; 2021: n=855; 2018: n=870; 2016: n=471)

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 13-16 YEARS OLD				
Rank	2024		2018	
1	 Mysteries, thrillers, crime and detective stories	48%	 Mysteries, thrillers, crime and detective stories	53%
2	 Graphic novels, comics and manga	46%	 Science fiction	49%
3	 Fantasy	45%	 Graphic novels, comics and manga	46%
4	 Science fiction	45%	 Fantasy	43%
5	 Horror	40%	 Horror	38%
6	 Humorous stories and jokes	36%	 Humorous stories and jokes	34%
7	 Fictional life stories	30%	 Fictional life stories	31%
8	 Folklore and mythologies	23%	 Folklore and mythologies	28%
9	 Love and relationship	20%	 Love and relationship	17%
10	 Poetry and plays	9%	 Poetry and plays	12%





















MALES 17-19 YEARS OLD				
Rank	2024		2018	
1	 Fantasy	45%	 Mysteries, thrillers, crime and detective stories	45%
2	 Graphic novels, comics and manga	43%	 Science fiction	45%
3	 Science fiction	43%	 Fantasy	42%
4	 Mysteries, thrillers, crime and detective stories	38%	 Humorous stories and jokes	41%
5	 Humorous stories and jokes	34%	 Graphic novels, comics and manga	41%
6	 Fictional life stories	33%	 Horror	41%
7	 Horror	32%	 Fictional life stories	36%
8	 Folklore and mythologies	27%	 Folklore and mythologies	27%
9	 Love and relationship	23%	 Love and relationship	20%
10	 Poetry and plays	15%	 Poetry and plays	10%

Base: Male readers aged 13-16 years old (2024: n=275; 2018: n=239), Male readers aged 17-19 years old (2024: n=191; 2018: n=219)

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 13-16 YEARS OLD				
Rank	2024		2018	
1	 Fantasy	65%	 Mysteries, thrillers, crime and detective	61%
2	 Mysteries, thrillers, crime and detective	65%	 Fantasy	58%
3	 Horror	56%	 Horror	55%
4	 Love and relationship	53%	 Humorous stories and jokes	52%
5	 Graphic novels, comics and manga	45%	 Love and relationship	45%
6	 Humorous stories and jokes	42%	 Fictional life stories	38%
7	 Fictional life stories	37%	 Science fiction	32%
8	 Science fiction	34%	 Graphic novels, comics and manga	32%
9	 Folklore and mythologies	30%	 Folklore and mythologies	26%
10	 Poetry and plays	21%	 Poetry and plays	21%

FEMALES 17-19 YEARS OLD				
Rank	2024		2018	
1	 Love and relationship	59%	 Love and relationship	51%
2	 Mysteries, thrillers, crime and detective	56%	 Fantasy	47%
3	 Fantasy	55%	 Mysteries and thrillers	47%
4	 Horror	42%	 Humorous stories and jokes	46%
5	 Fictional life stories	42%	 Fictional life stories	44%
6	 Graphic novels, comics and manga	41%	 Science fiction	37%
7	 Humorous stories and jokes	31%	 Horror	35%
8	 Science fiction	31%	 Graphic novels, comics and manga	34%
9	 Folklore and mythologies	29%	 Folklore and mythologies	29%
10	 Poetry and plays	28%	 Poetry and plays	23%

Base: Female readers aged 13-16 years old (2024: n=247; 2018: n=228), Female readers aged 17-19 years old (2024: n=175; 2018: n=184)

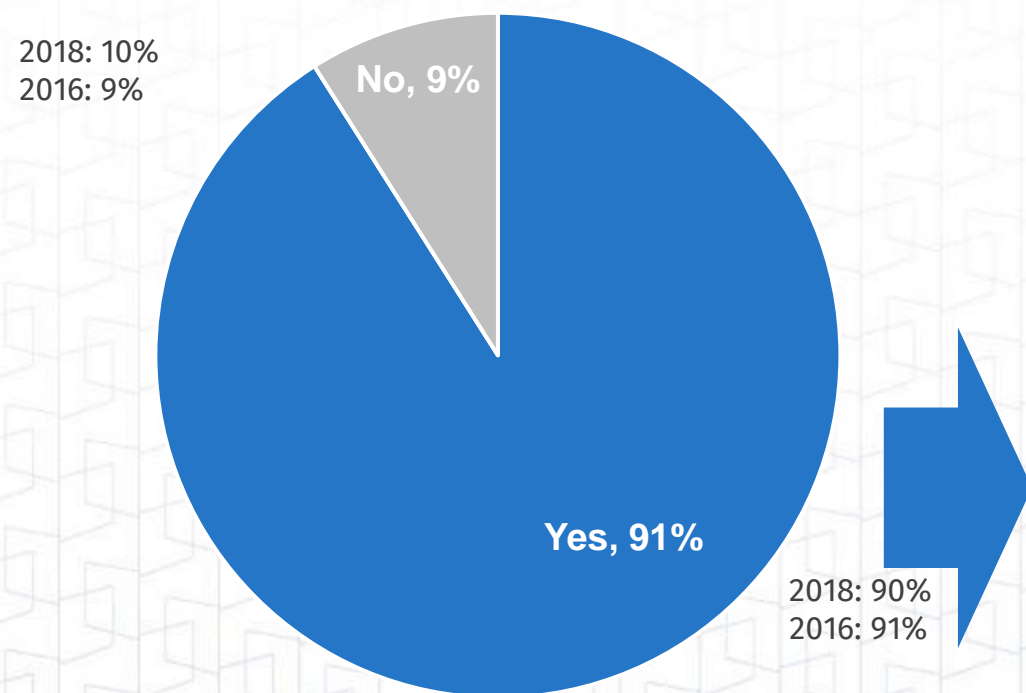
B9. Next, which of the below do you usually read in hard copy or online? Again, this includes websites and social media such as Facebook, as well as books, e-books and magazines.

ABOUT BOOKS

ARE TEENAGERS STILL READING BOOKS?

- 91% of teenagers read a book in the past 12 months in 2024, similar to 2018.
- Among the book readers, 45% read more than 5 books in 2024 while 43% did so in 2018.

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



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

	2024		2018	2016
45% at least 6 books	12%	More than 20 books	13%	11%
	14%	11-20 books	9%	12%
	18%	6-10 books	21%	16%
	23%	4-5 books	26%	20%
	23%	2-3 books	25%	27%
	7%	1 book	6%	9%
	2%	Do not recall	0%	4%

Base: All respondents (2024: n=898; 2018: n=895; 2016: n=485)

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?

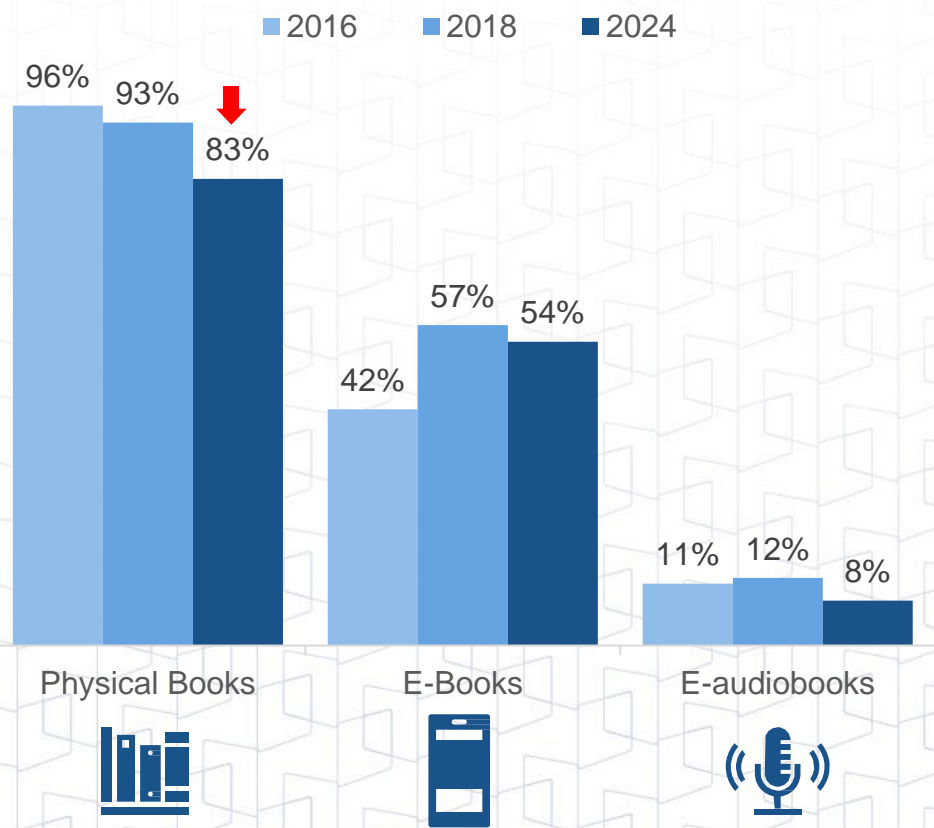
Base: Respondents who read a book in the past 12 months (2024: n=815; 2018: n=807; 2016: n=439)

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.

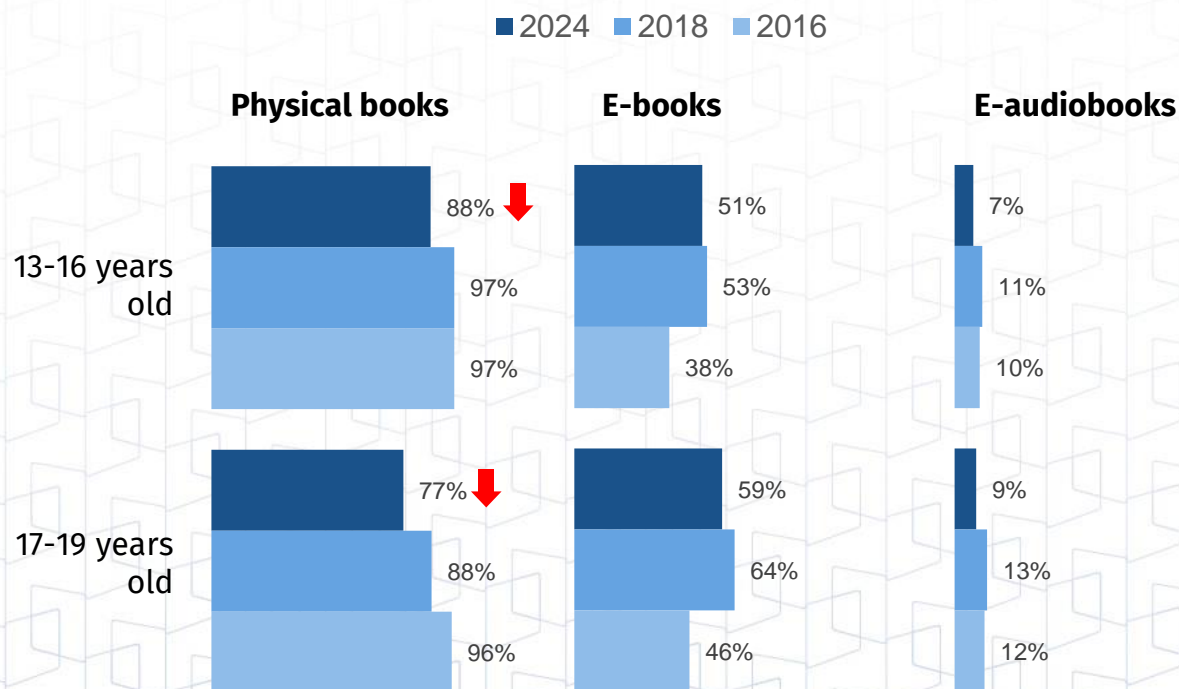
WHAT BOOK FORMATS DO TEENAGERS READ IN?

- Physical books remained the most preferred book format among teenagers, despite a drop from 2018 to 2024.
- Compared to 2018, the proportion of book readers across all ages who read e-books in 2024 was sustained.

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



Format of Books Read by Age (%)



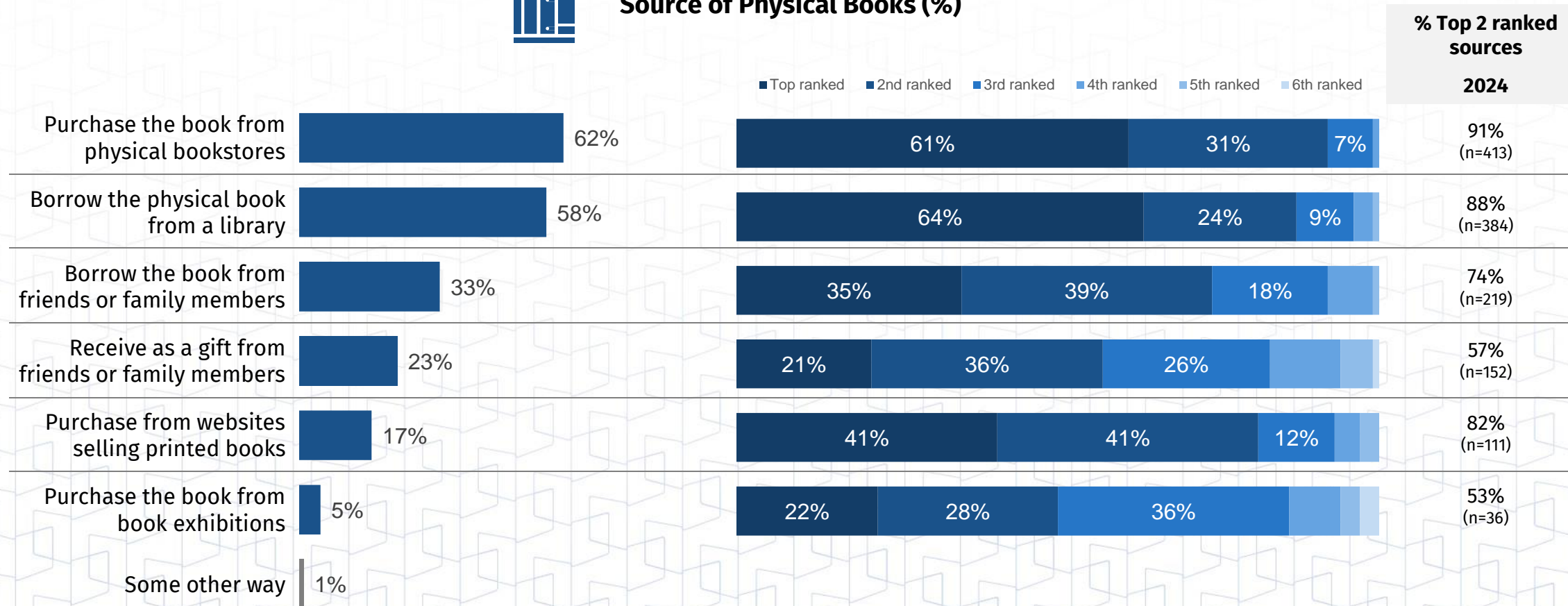
Base: Respondents who remembered reading at least 1 book (2024: n=797; 2018: n=805; 2016: n=423)
B14. Thinking about all the books you have read in the past 12 months, which formats were they?

WHERE DO TEENAGERS GET THEIR PHYSICAL BOOKS FROM?

- Top two sources of physical books were buying from bookstores and borrowing from a library.



Source of Physical Books (%)



Base: Physical book readers (2024: n=664)

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 TEENAGERS GET THEIR PHYSICAL BOOKS FROM?

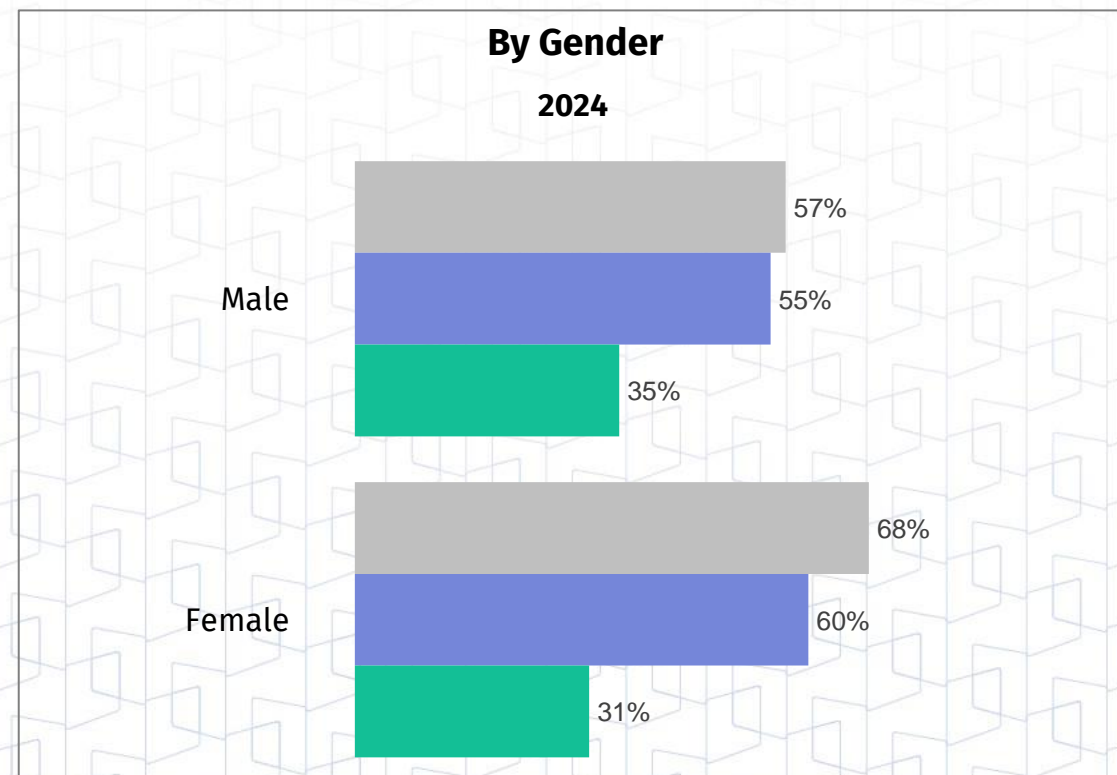
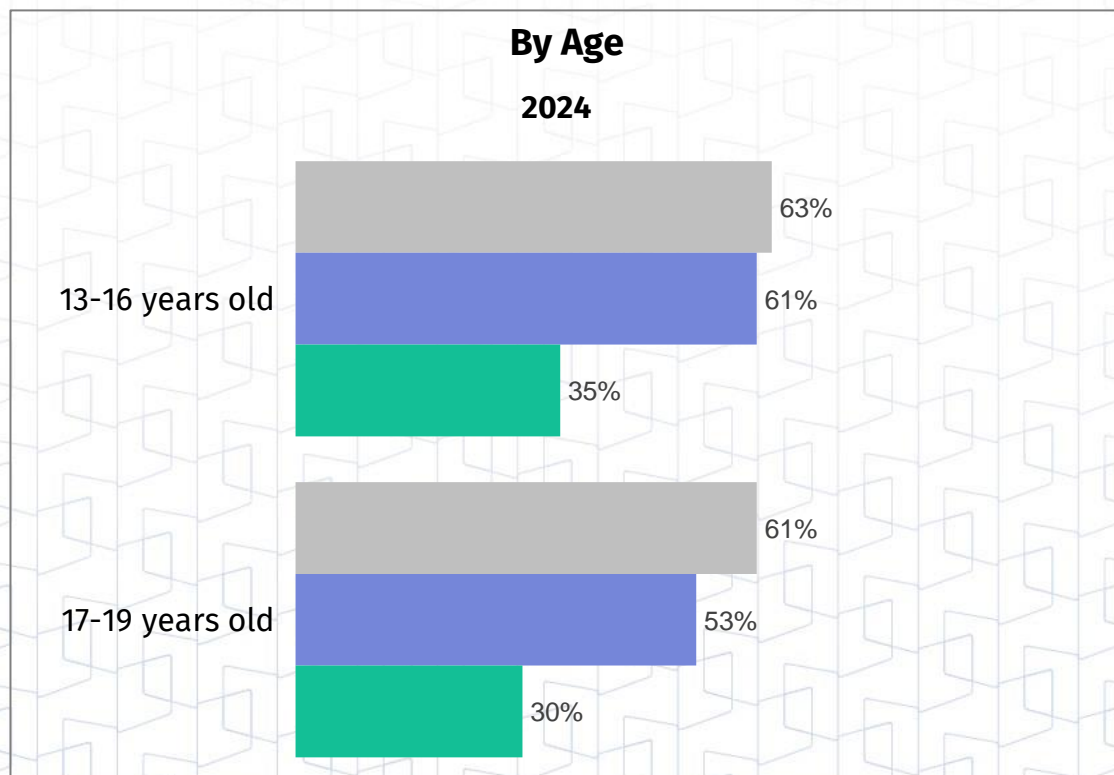
- More females bought books from bookstores, while more younger teens borrowed books from a library.

Source of Physical Books (%)

■ Purchase the book from physical bookstores

■ Borrow the physical book from a library

■ Borrow the book from friends or family members



Base: Physical book readers (2024: n=664)

B15. a) Where do you get your physical books from? You can choose one or more answers.

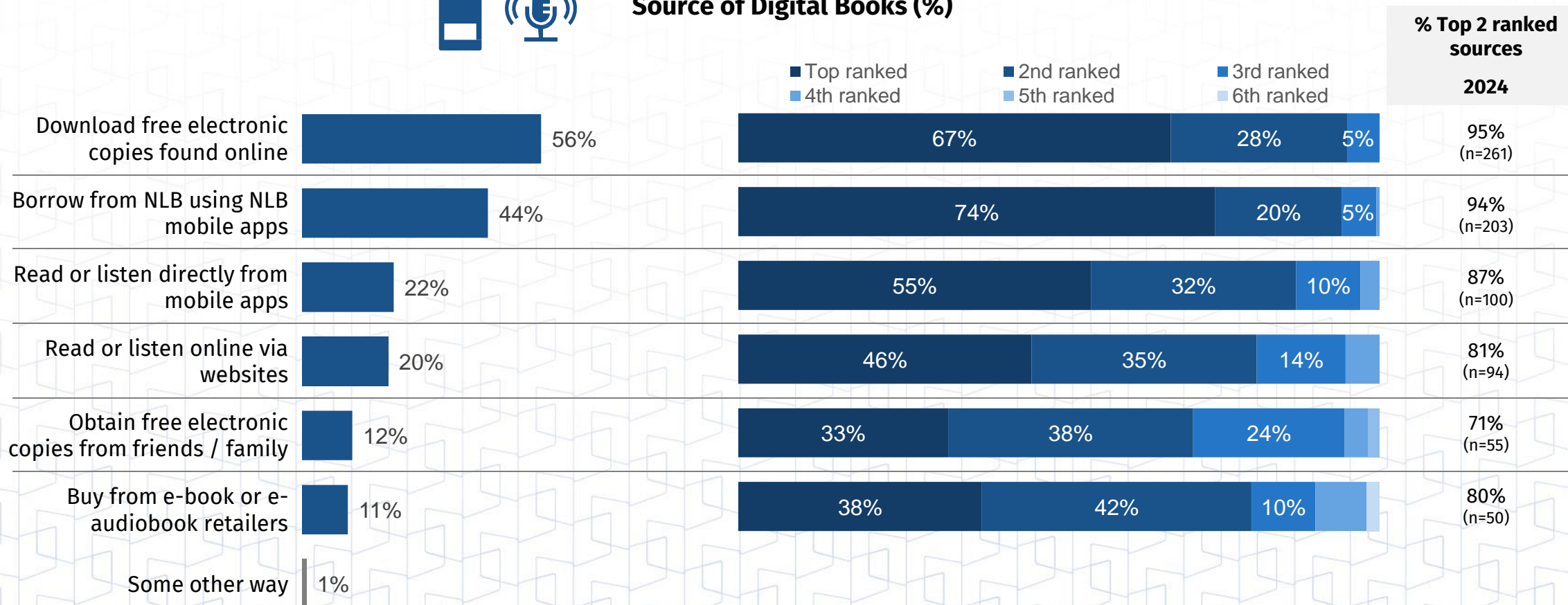
b) Please rank them from most often used to least often used, with 1 as most often.

WHERE DO TEENAGERS GET THEIR DIGITAL BOOKS FROM?

- Top sources of digital books were free downloads of electronic copies followed by borrowing from NLB.



Source of Digital Books (%)



Base: Digital book readers (2024: n=464)

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 TEENAGERS GET THEIR DIGITAL BOOKS FROM?

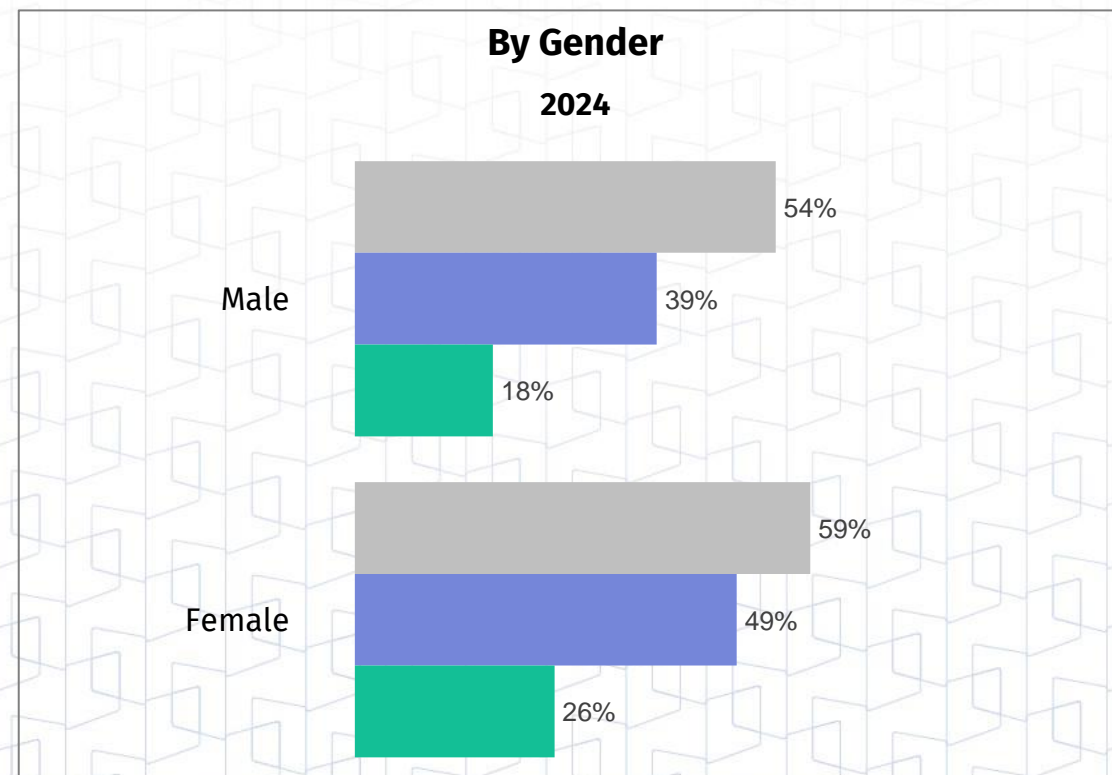
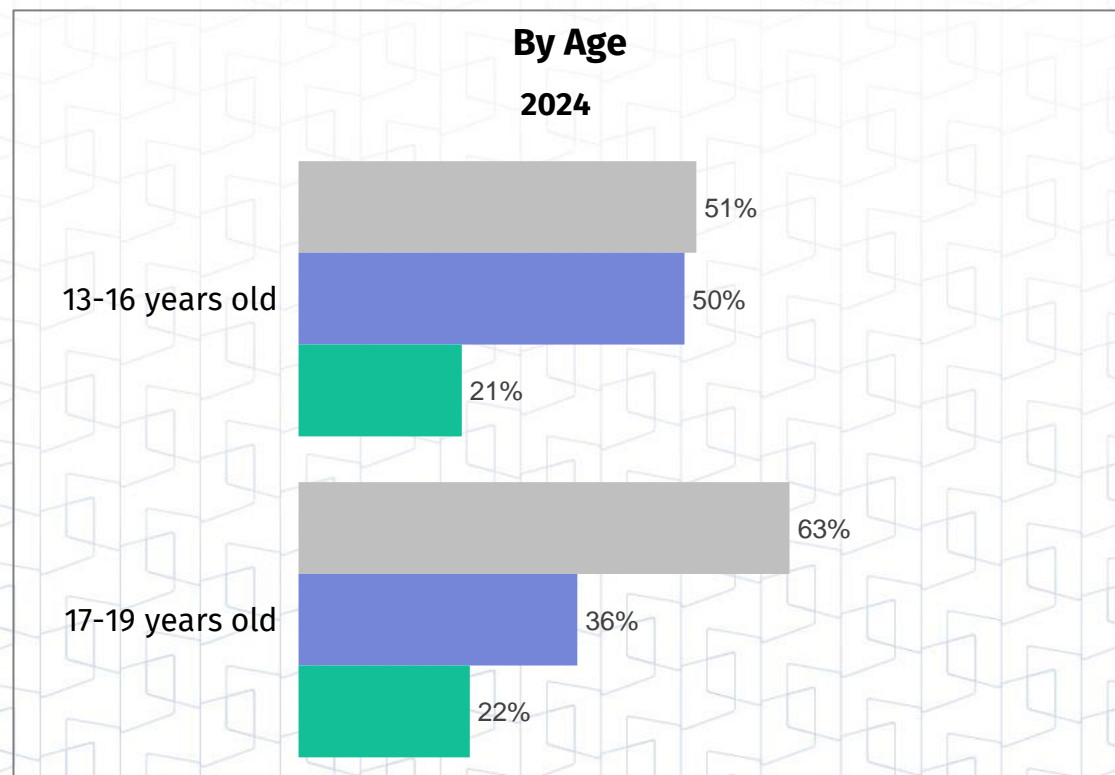
- More older teens downloaded books online.

Source of Digital Books (%)

■ Download free electronic copies found online

■ Borrow from NLB

■ Read or listen directly from mobile apps



Base: Digital book readers (2024: n=464)

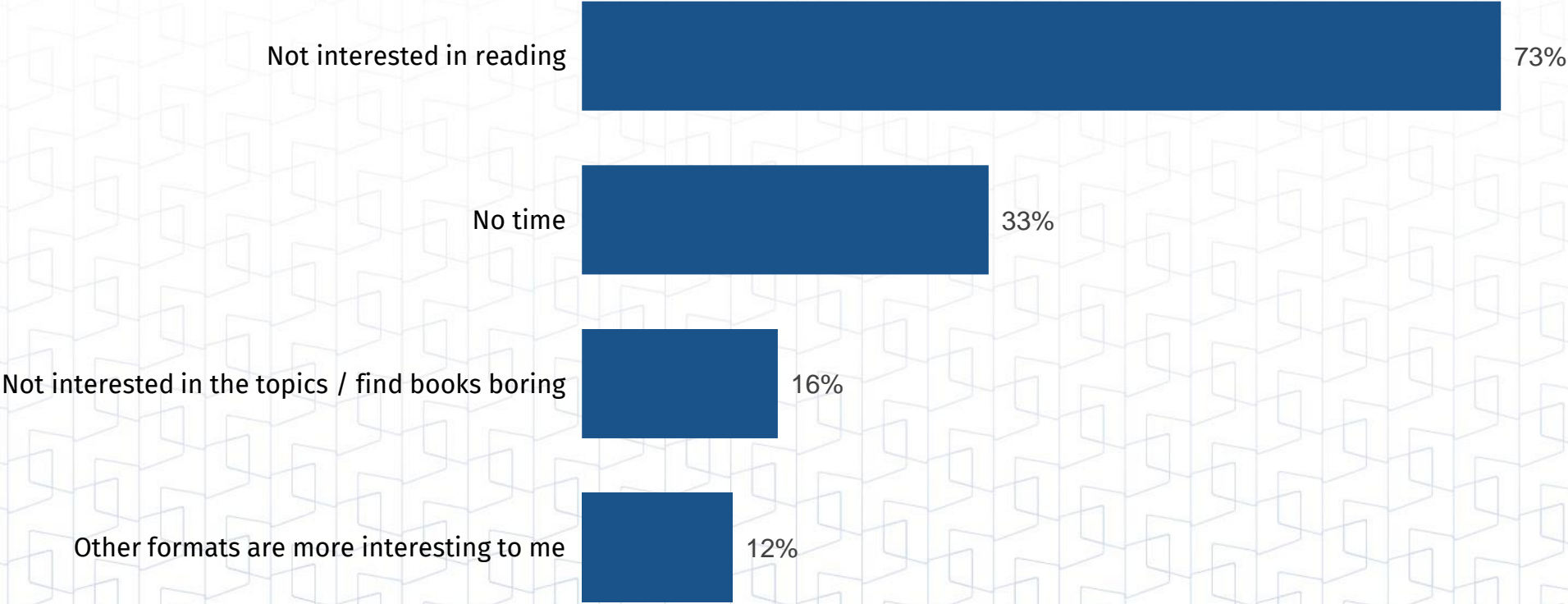
B16. a) Where do you get your physical books from? You can choose one or more answers.

b) Please rank them from most often used to least often used, with 1 as most often.

WHY DO TEENAGERS NOT READ BOOKS?

- A minority of teens (~9%) had not read books. Of those, most were not interested in reading.

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



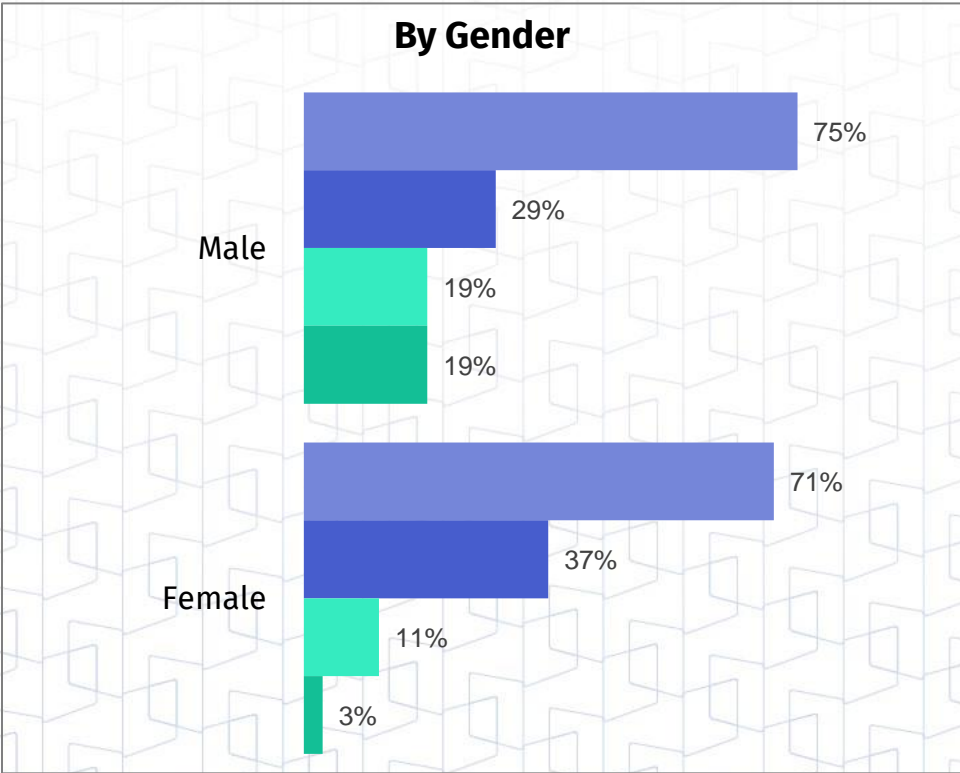
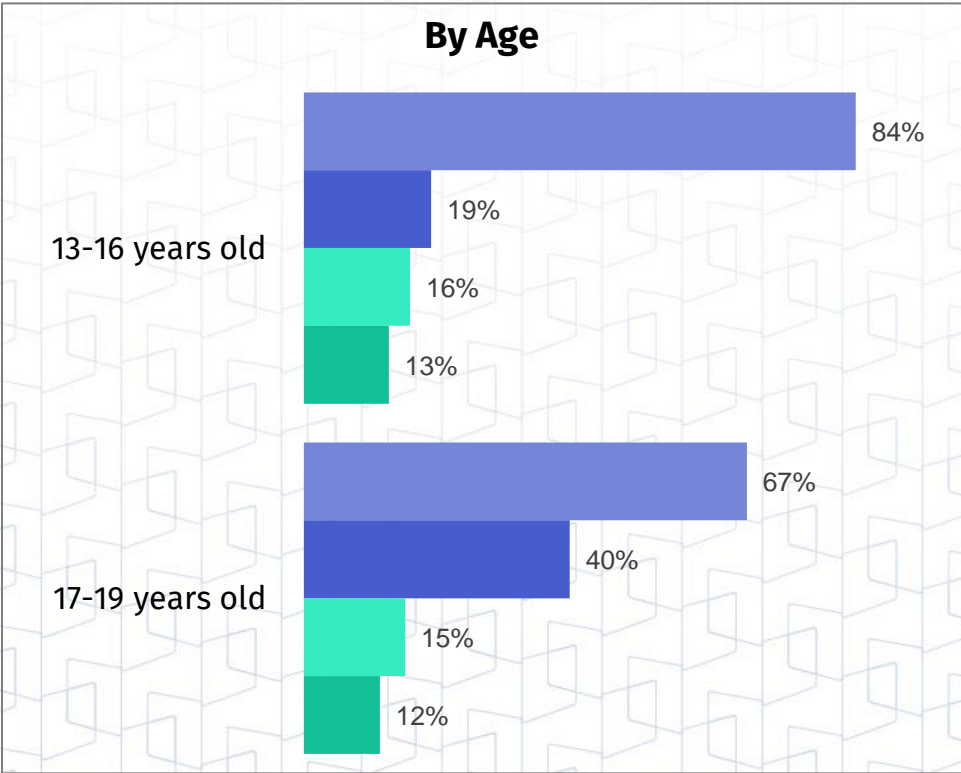
Base: Respondents who have not read any books in the past 12 months (n=83)
B2. You mentioned that you have not read books in the past 12 months. May I know why you say so?

WHY DO TEENAGERS NOT READ BOOKS?

- Aside from the lack of interest, older teens and females cited the lack of time as a reason for not reading books.

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

■ Not interested in reading ■ No time ■ Not interested in the topics/ find books boring ■ Other formats are more interesting



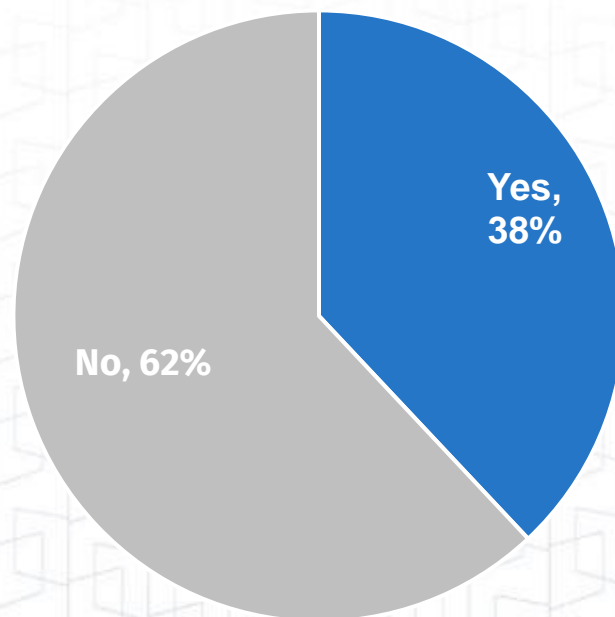
Base: Respondents who have not read any books in the past 12 months (n=83)
B2. You mentioned that you have not read books in the past 12 months. May I know why you say so?

ABOUT SINGLIT

DO TEENAGERS READ SINGLIT BOOKS?

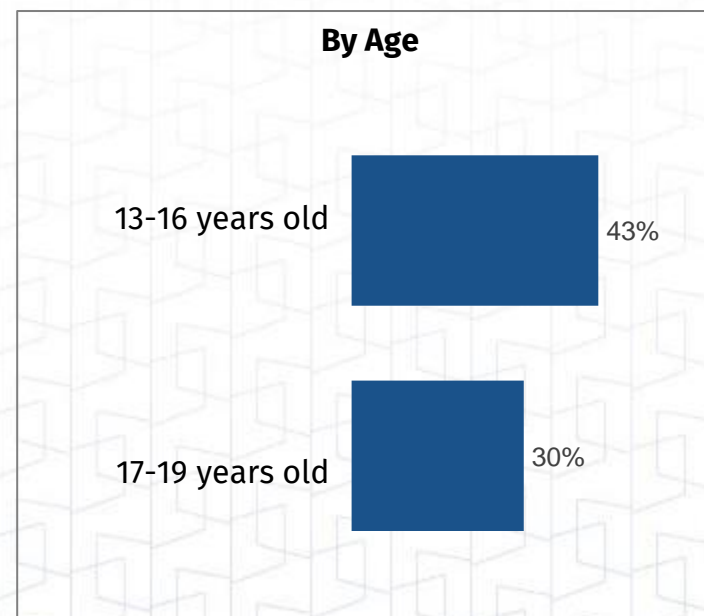
- 38% of teenagers read a SingLit book in the past 12 months in 2024.
- More younger teenagers read SingLit books than older teenagers.

**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 (%)



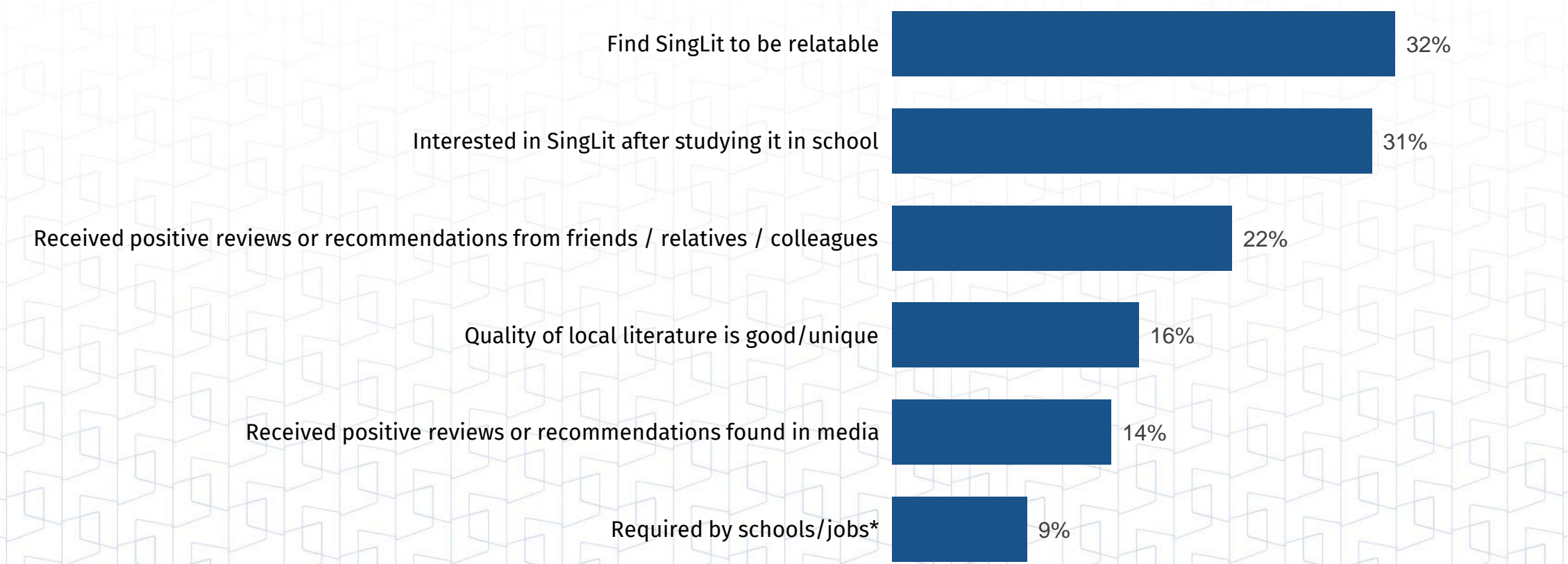
Base: All respondents (2024: n=897; 2021: n=856)

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 reasons were that they found it relatable or that they were interested in SingLit after studying it in school.

Reasons for Reading SingLit Books (%)



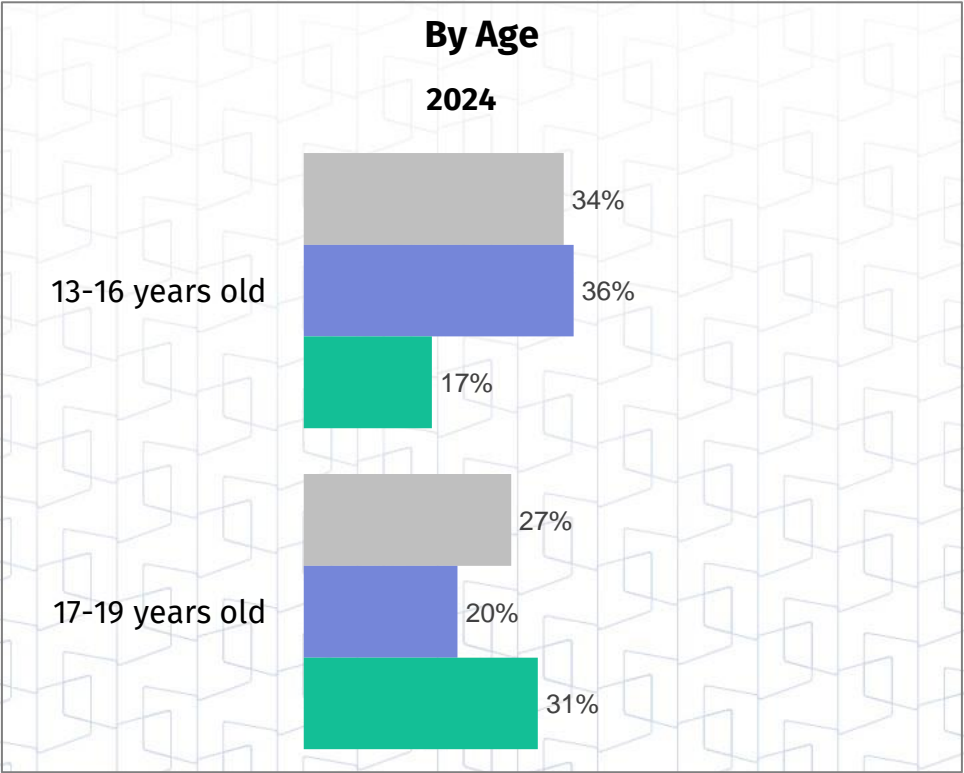
**Note: The options for this question were revised in 2024.*
Base: SingLit readers (2024; n=337)
C2. What are your reasons for reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO TEENAGERS READ SINGLIT BOOKS?

- Younger teens gained interest in SingLit from school while older teens were recommended to read SingLit by their social circle.

Reasons for Reading SingLit Books (%)

■ Find SingLit to be relatable ■ Interested in SingLit after studying it in school ■ Received positive reviews or recommendations from friends / relatives / colleagues



Base: SingLit readers (2024; n=337)
C2. What are your reasons for reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO TEENAGERS NOT READ SINGLIT BOOKS?

- The main reason for not reading SingLit books was the lack of awareness.

Reasons for Not Reading SingLit Books (%)



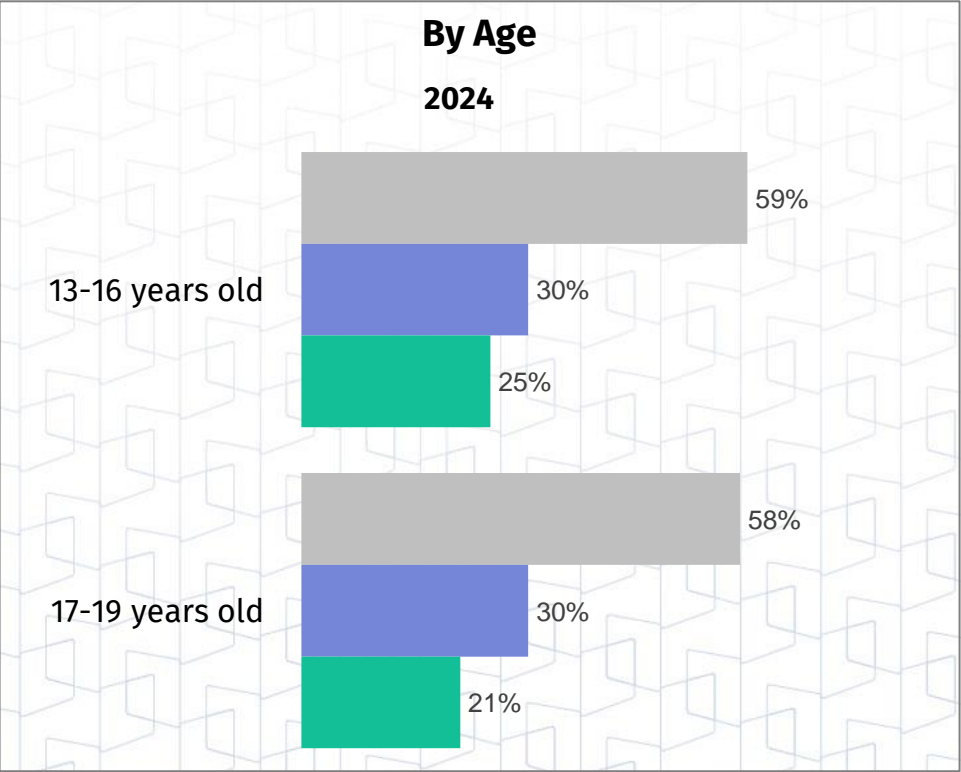
**Note: The options for this question were revised in 2024.*
Base: SingLit non-readers (2024: n=561)
C3. What are your reasons for not reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

WHY DO TEENAGERS NOT READ SINGLIT BOOKS?

- Lack of awareness was the key reason across age groups.

Reasons for Not Reading SingLit Books (%)

■ Not aware of local authors / works ■ Not interested in Singaporean themes, settings, etc. ■ Cannot find any genres that I like



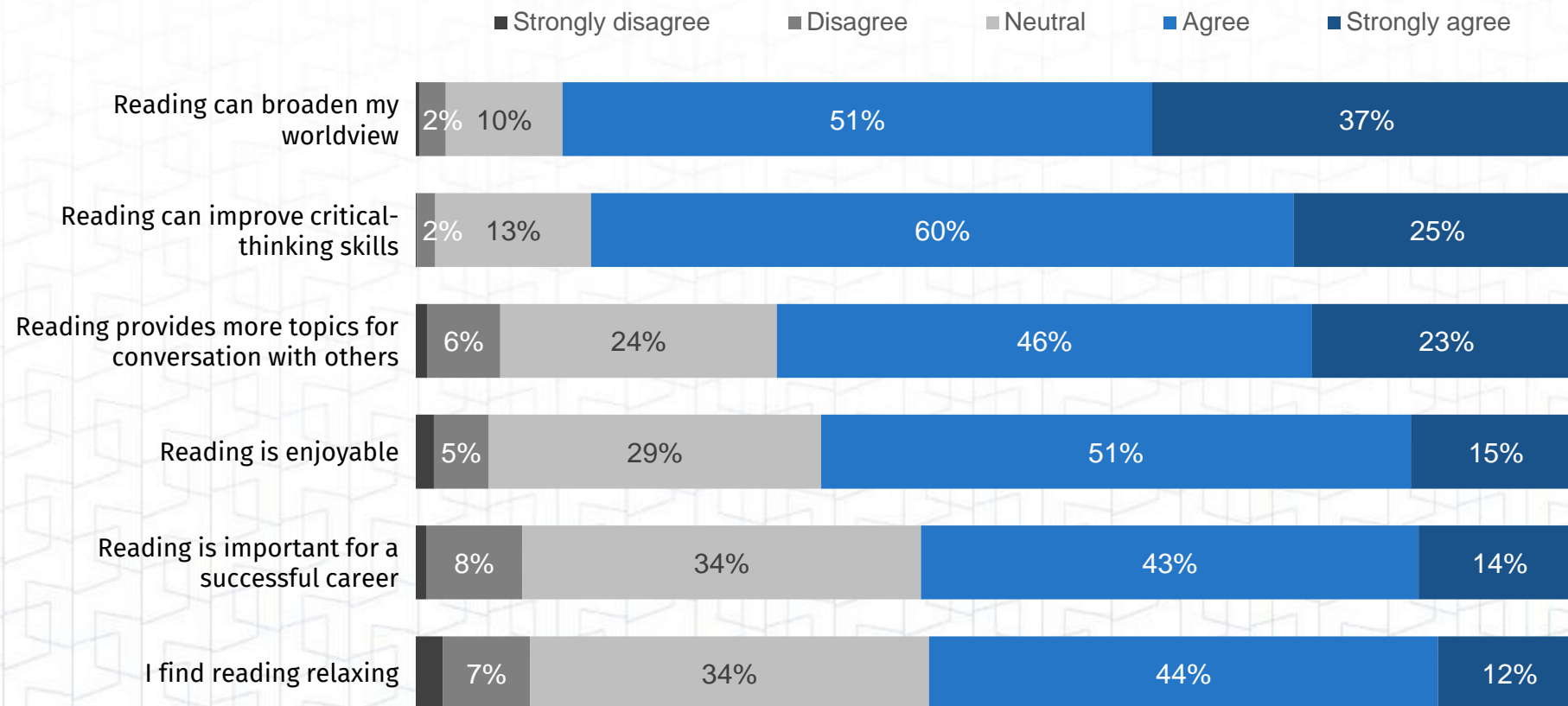
Base: SingLit non-readers (2024: n=561)
C3. What are your reasons for not reading SingLit [i.e. works by Singaporean writers/ authors]? Any other reasons?

MOTIVATIONS AND BARRIERS

WHAT MOTIVATES TEENAGERS TO READ?

- Nearly 9 in 10 teens agreed that reading has the benefits of broadening worldview and improving critical thinking skills.
- Teens agreed that reading is enjoyable but fewer agreed that it is relaxing compared to 2018.

Motivations towards Reading (%)



% Agree		Mean	
2024	2018	2024	2018
87%	N.A.	4.21	N.A.
85%	N.A.	4.08	N.A.
69%	N.A.	3.84	N.A.
66%	71%	3.72	3.79
57%	N.A.	3.61	N.A.
56% ↓	67%	3.56	3.70

*Note: 'N.A' denotes that these statements were added in 2021

Base: All respondents (2024: n=898; 2018: n=895; 2016: n=485)

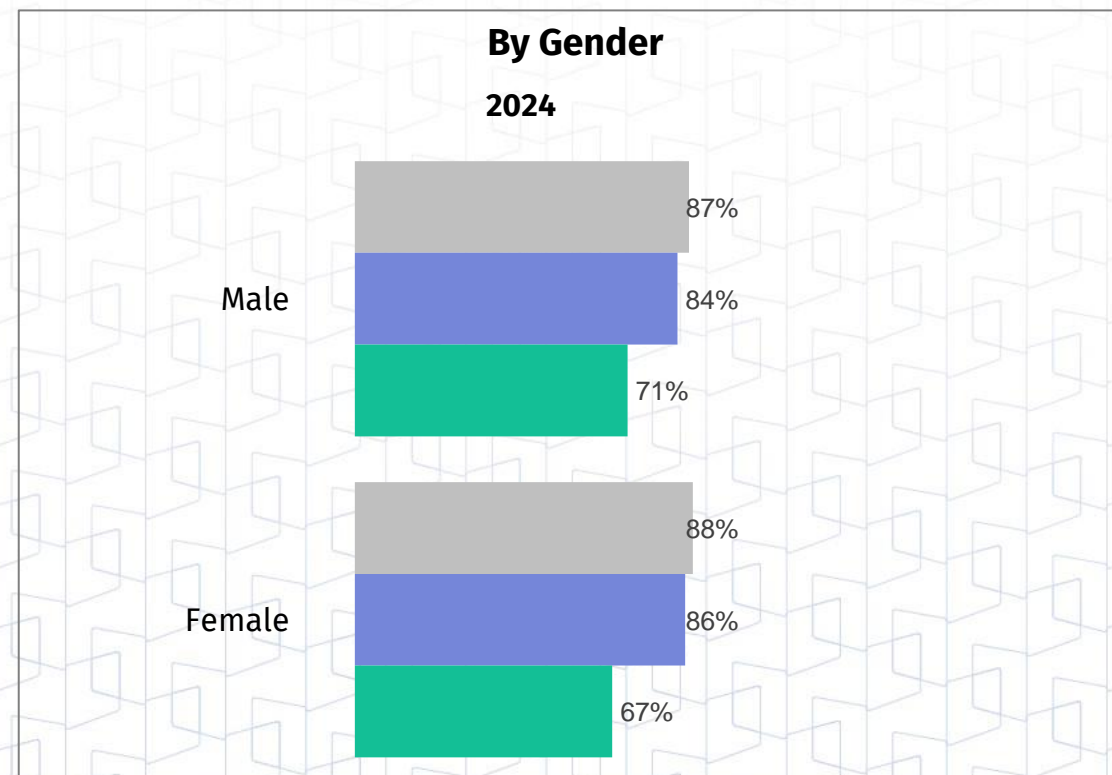
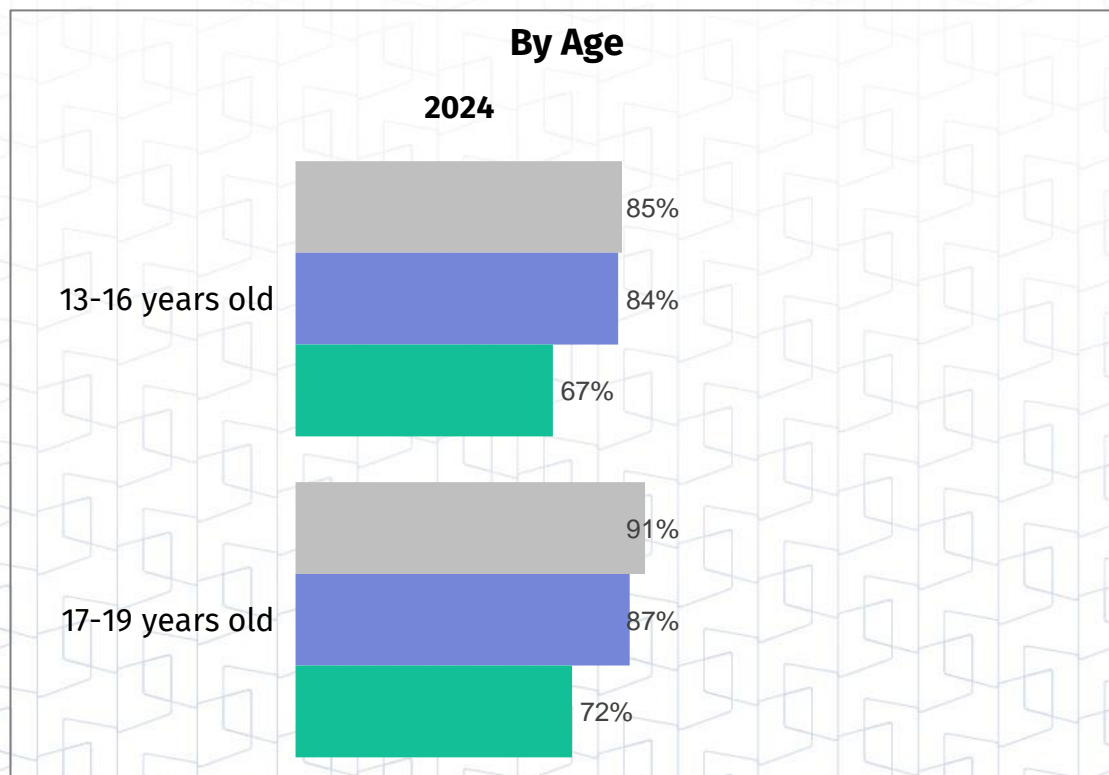
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT MOTIVATES TEENAGERS TO READ?

- Most teens across all ages agreed that reading has benefits.
- Fewer younger teens and females agreed that reading provides more topics for conversation.

Motivations towards Reading (% Agree or Strongly agree)

■ Broaden worldview ■ Improve critical-thinking skills ■ Provides more topics for conversation



Base: All respondents (2024: n=898)

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.

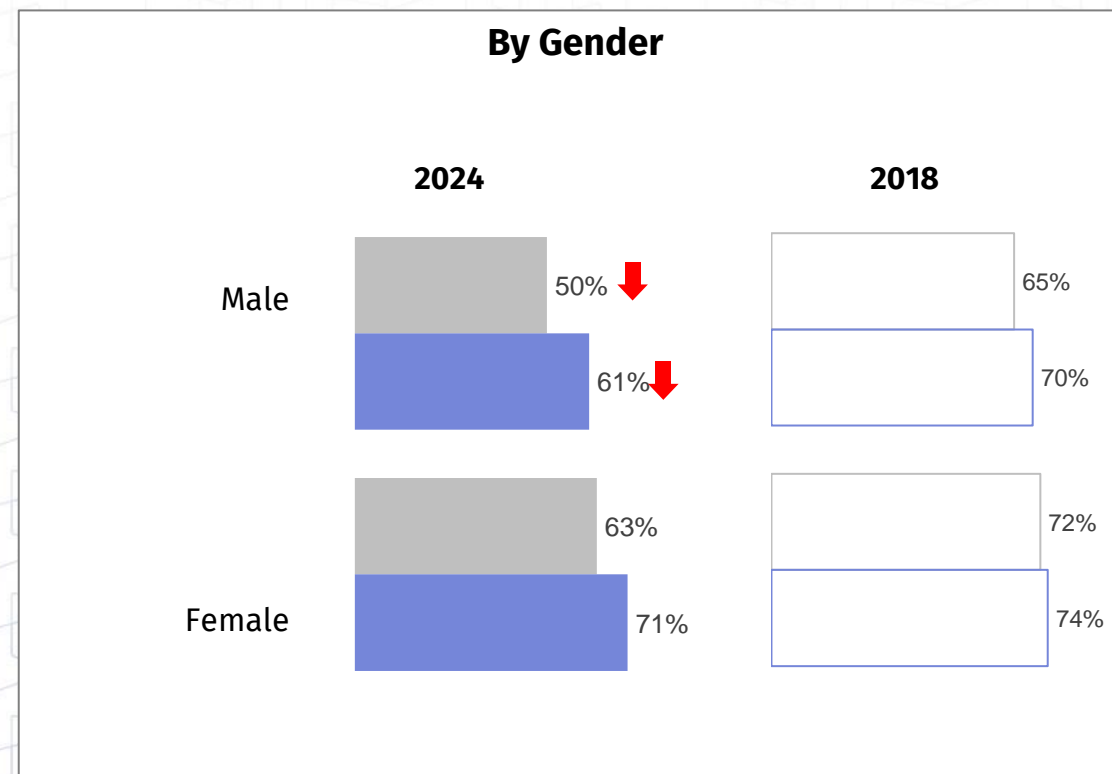
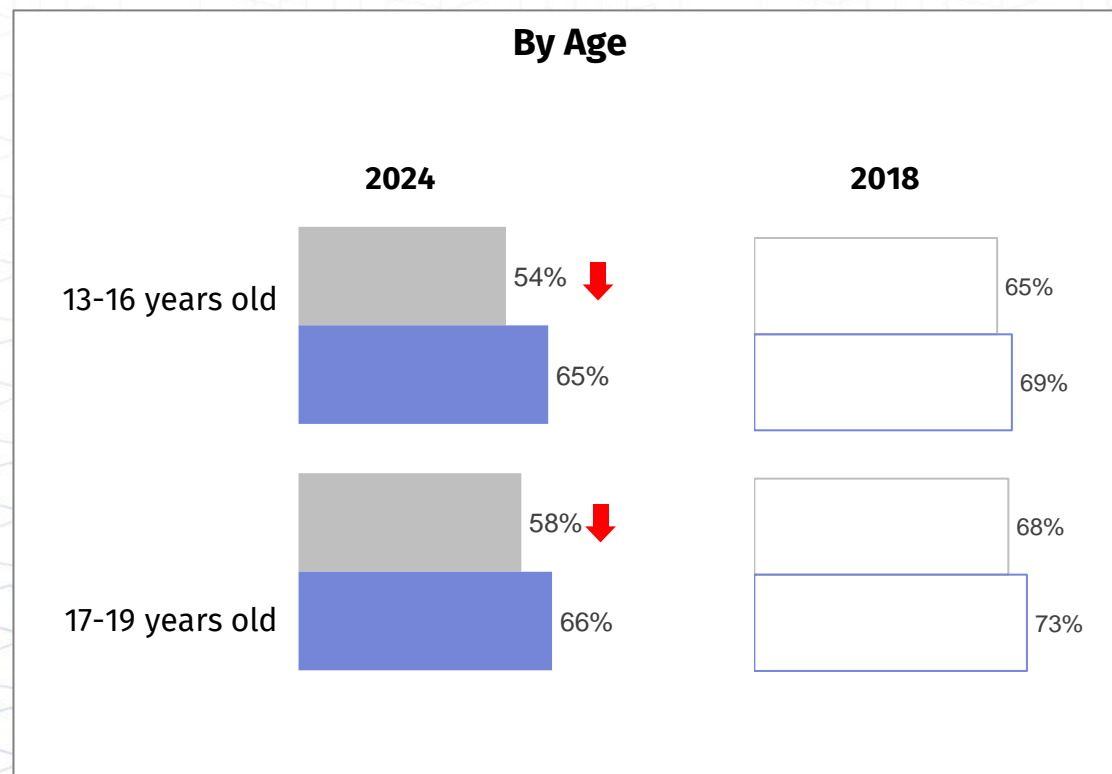
WHAT MOTIVATES TEENAGERS TO READ?

- While both older and younger teens still agreed that reading is enjoyable, fewer males agreed that it is relaxing.

Motivations towards Reading (% Agree or Strongly agree)

■ I find reading relaxing

■ Reading is enjoyable

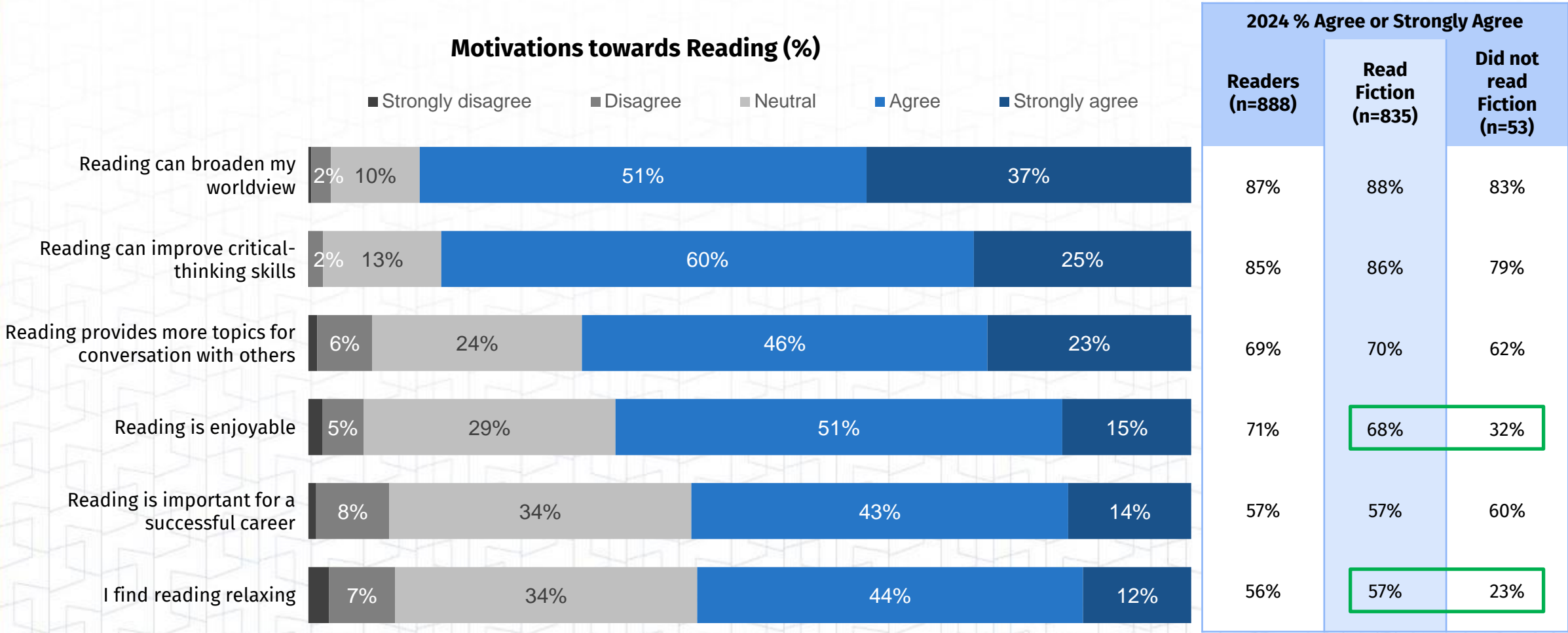


Base: All respondents (2024: n=898; 2018: n=895)

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 TEENAGERS TO READ?

- More teens who read fiction agreed that reading is enjoyable and relaxing compared to those who have not read fiction.

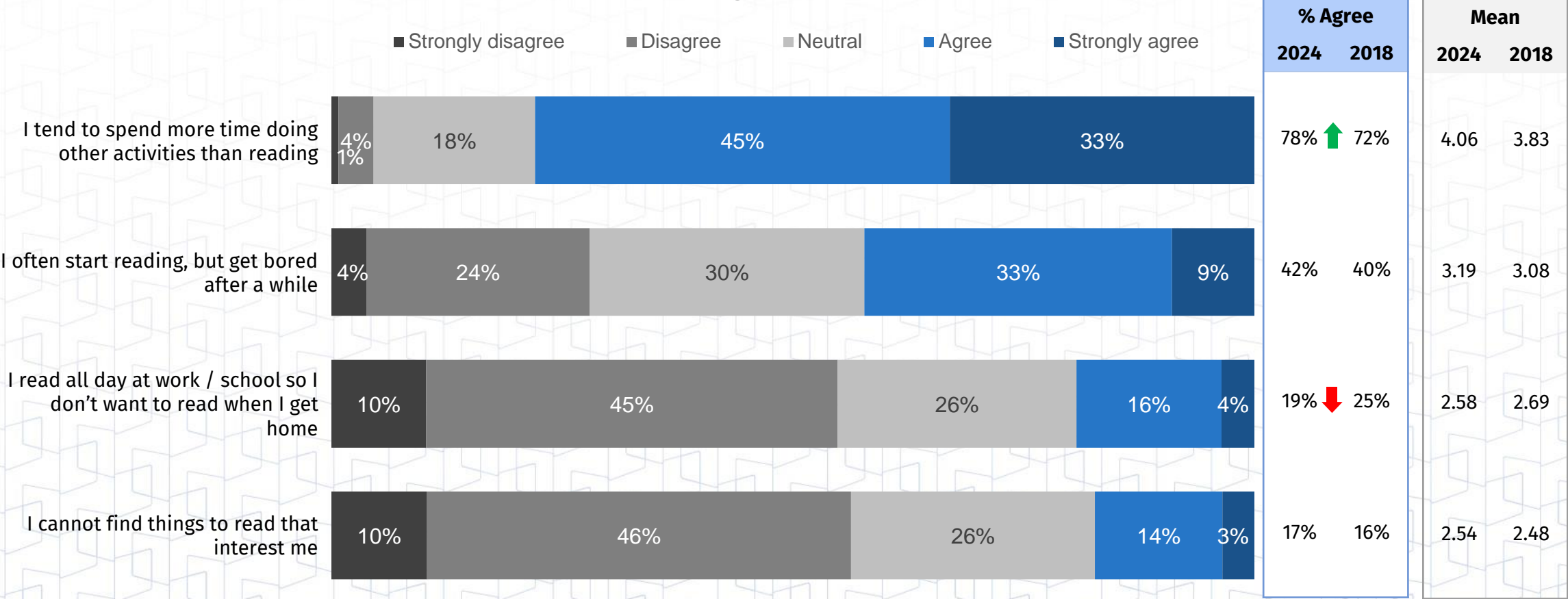


Base: Readers (2024: n=888)
B7. Below are some statements about reading. Please note that reading includes articles on websites and social media such as Facebook but excludes reading for work/studies. Please indicate if you strongly disagree, disagree, feel neutral, agree, or strongly agree with each of the statements.

WHAT ARE THE BARRIERS TO TEENAGERS READING?

- Similar to 2018, the key barrier remained that teens spent more time doing other activities.

Barriers towards Reading (%)



Base: All respondents (2024: n=898; 2018: n=895)
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 TEENAGERS READING?

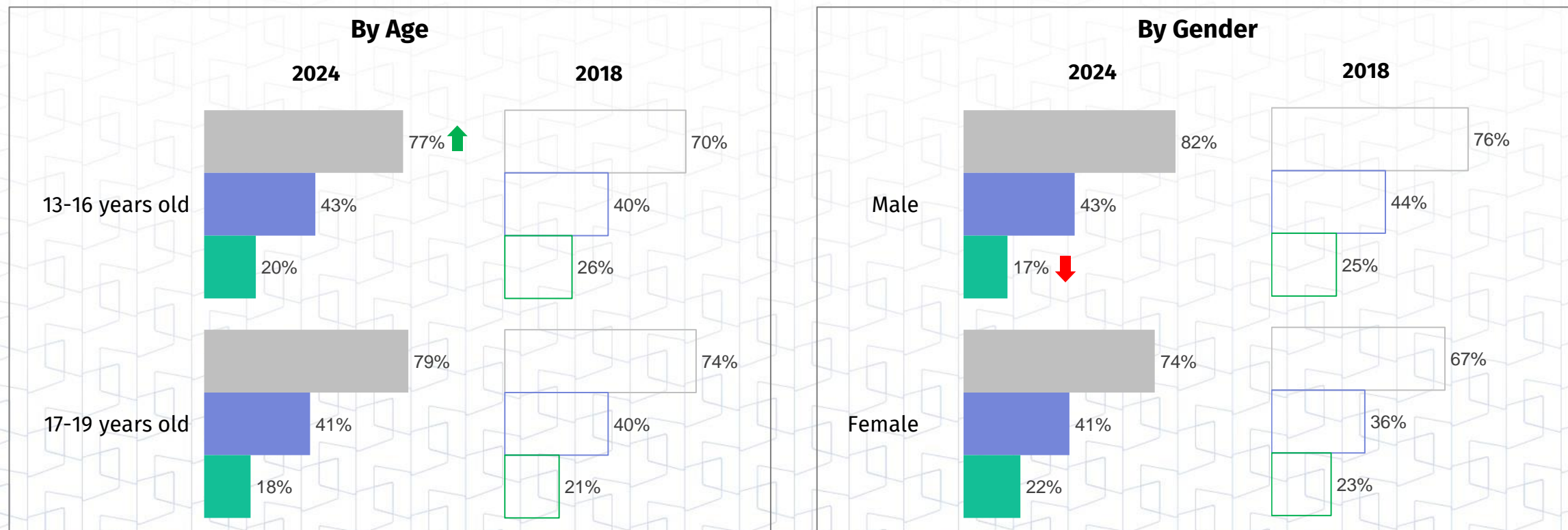
- More younger teens agreed that they spent more time on other activities in 2024 compared to 2018.

Barriers towards Reading (% Agree or Strongly agree)

■ Tend to spend more time doing other activities

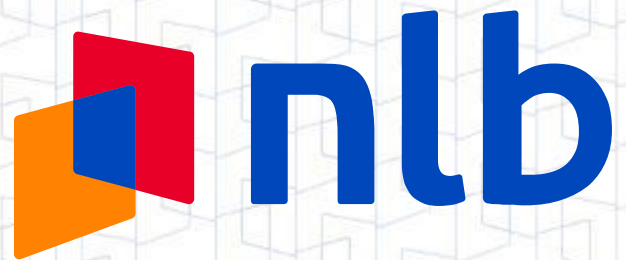
■ Often start reading, but get bored after a while

■ Read all day at work / school



Base: All respondents (2024: n=898; 2018: n=895)

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.



THANK YOU