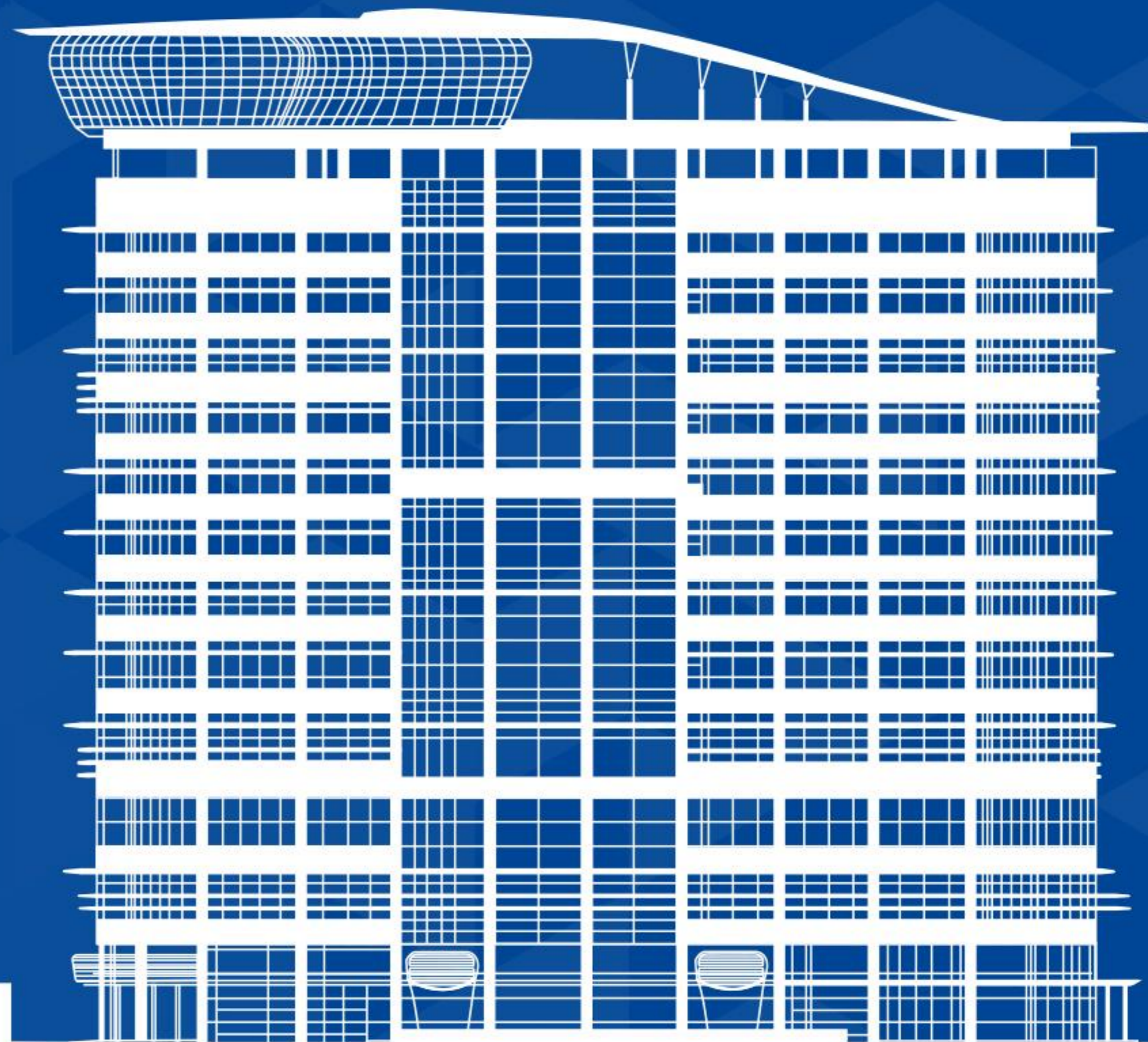


2021 NATIONAL READING HABITS STUDY ON ADULTS



NLB | 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 adults (i.e. aged 20 years and above) are highlighted.

The study generally seeks to find out:

1

Reading habits

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

2

Reading preferences

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

3

About books

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

4

About SingLit

- Do adults read SingLit books?

5

Reading motivations and barriers

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

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.

This limits the comparability of the 2021 findings to the previous years' findings which were completely conducted using door-to-door interviews.

About the 2021 Sample of Adults

- ➔ 2918 interviews were conducted with Singapore residents aged 20 years old and above.
- ➔ Each interview lasted an average of about 30 minutes.
- ➔ Sample quotas by age, gender, ethnicity, housing type and residency status were set.
- ➔ The final sample was weighted by age due to a slight under-representation of 60 years old and above.
- ➔ The weighted sample is representative of the Singapore Resident population by age, gender, ethnicity, housing type and residency status.

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*

PROFILE OF RESPONDENTS (1)

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

Age	n	% of total
20-29 years old	470	16%
30-39 years old	537	18%
40-49 years old	540	19%
50-59 years old	532	18%
60 years and above	839	29%
Total	2918	100%

Ethnicity	n	% of total
Chinese	2322	80%
Malay	282	10%
Indian	252	9%
Others	62	2%
Total	2918	100%

Gender	n	% of total
Male	1322	45%
Female	1596	55%
Total	2918	100%

Dwelling Type	n	% of total
1 or 2-room HDB flat	135	5%
3-room HDB flat	525	18%
4-room HDB flat	885	30%
5-room/ Executive HDB flat	768	26%
Executive Condominium/HUDC	60	2%
Condominium/ Apartment / Private Flat	377	13%
Landed Property	163	6%
Others*	5	<1%
Total	2918	100%

*Others is excluded from analysis due to small sample size

PROFILE OF RESPONDENTS (2)

Marital Status (Respondents > 18 years old)	n	% of total
Single	1029	35%
Married	1697	58%
Widowed / Separated / Divorced	179	6%
Refused	13	1%
Total	2918	100%

Highest Educational Qualification	n	% of total
No formal qualification or Primary (PSLE)	172	6%
Secondary (GCE 'O' levels, GCE 'N' levels)	590	20%
Post-secondary (Nitec, Higher Nitec, Master Nitec)	107	4%
Post-secondary (GCE 'A' levels, International Baccalaureate diploma)	289	10%
Diploma	633	22%
Bachelor's Degree	864	30%
Postgraduate Degree	263	9%
Total	2918	100%

Residency Status	n	% of total
Singapore Citizen	2668	91%
Singapore Permanent Residents	250	9%
Total	2918	100%

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1)

METHODOLOGY

Online interviews



Door-to-door interviews

SAMPLE SIZE

2,918

Singapore residents aged 20 years and above



Respondent profile is representative of Singapore resident population by:

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



Notes on analysis:

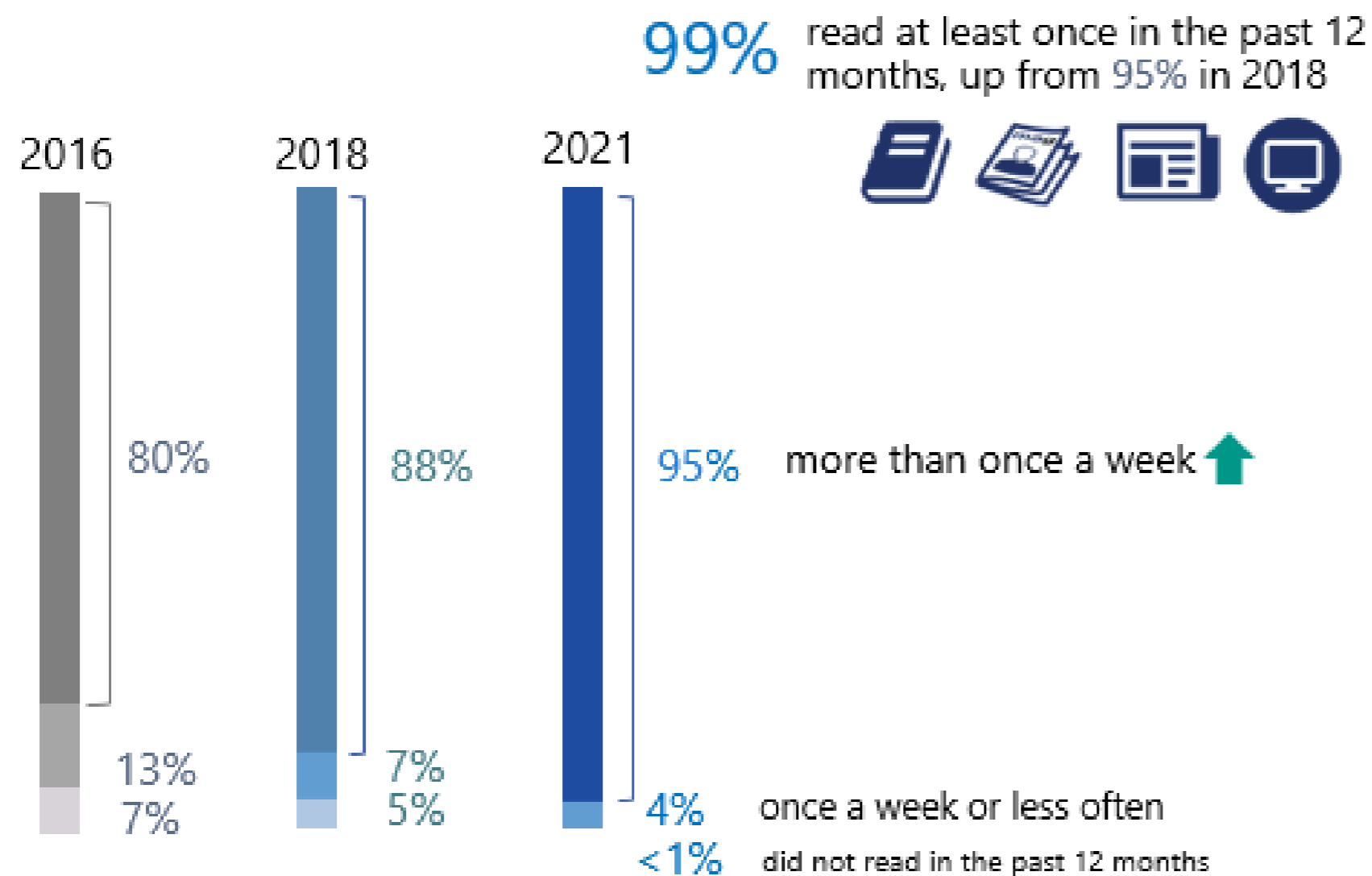
Significant differences between the 2021 and 2018 findings at the 95% C.I. are denoted by the following symbols:

↑ Significantly higher in 2021 than in 2018

↓ Significantly lower in 2021 than in 2018

MORE ADULTS READ

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



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

INCREASE IN READING OF ALL MATERIAL

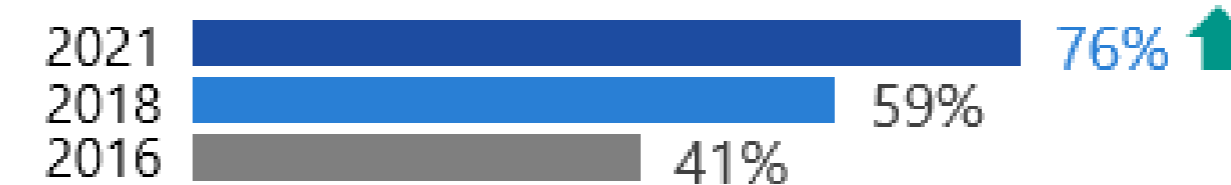
Adults read the following more than once a week...



News (print or digital)



Articles on social media/ websites



Books, including e-books

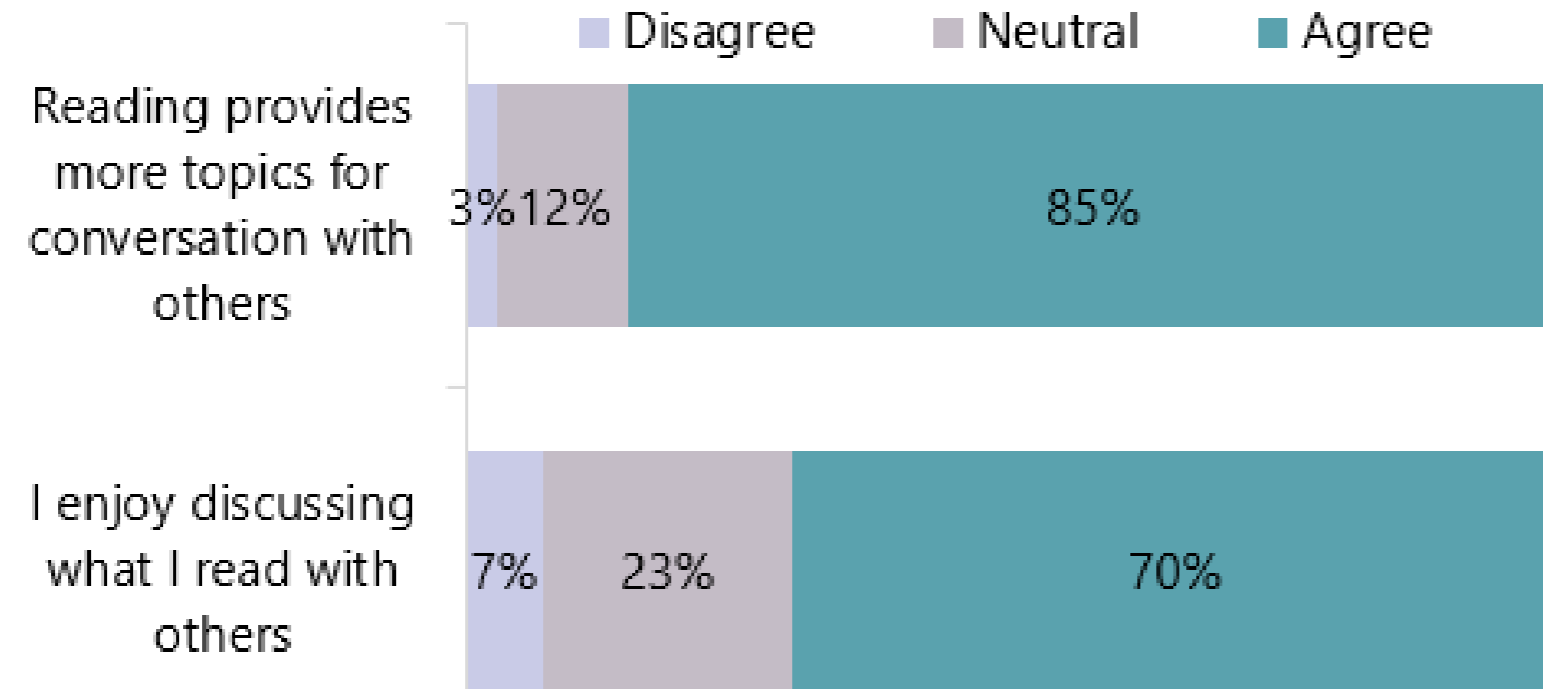


EXECUTIVE SUMMARY (2)

NEW

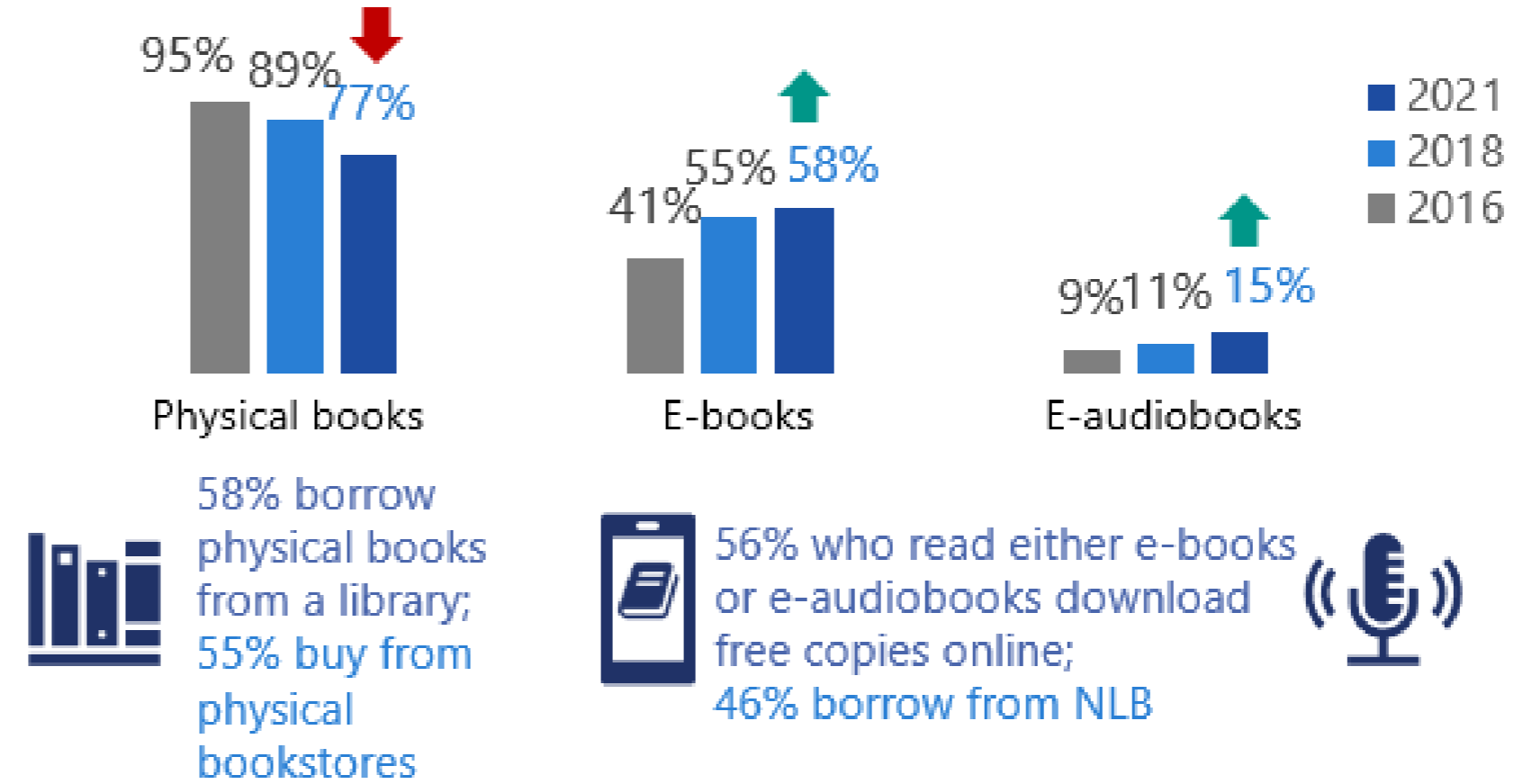
ADULTS SHARE AND DISCUSS WHAT THEY READ

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



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

MORE BOOK READERS ARE USING DIGITAL BOOKS



Notes on analysis:

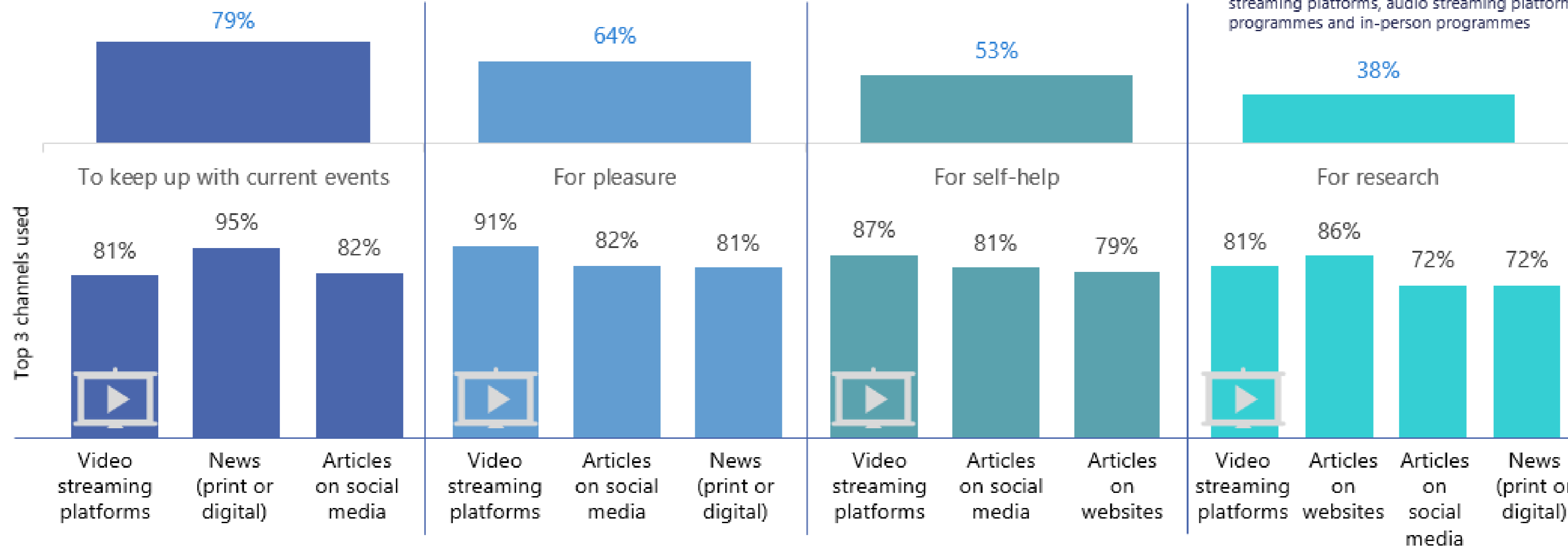
Significant differences between the 2021 and 2018 findings at the 95% C.I. are denoted by the following symbols:

↑ 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

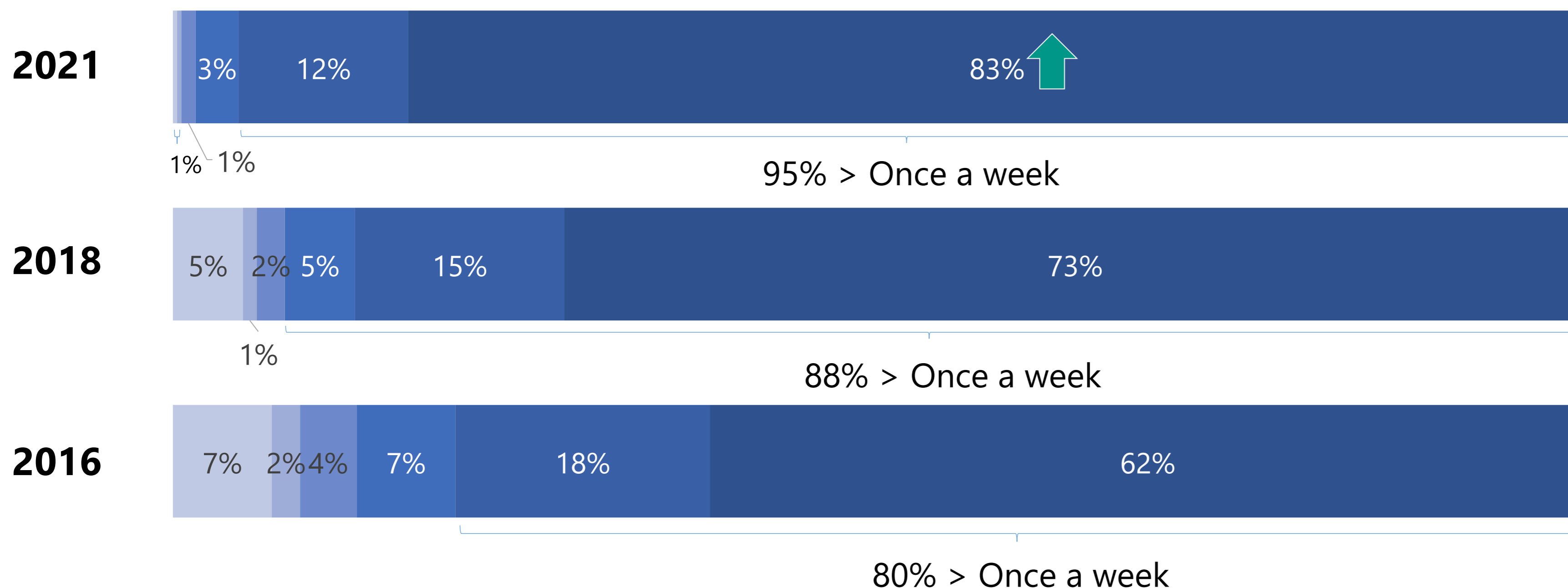
READING HABITS

ARE ADULTS READING?

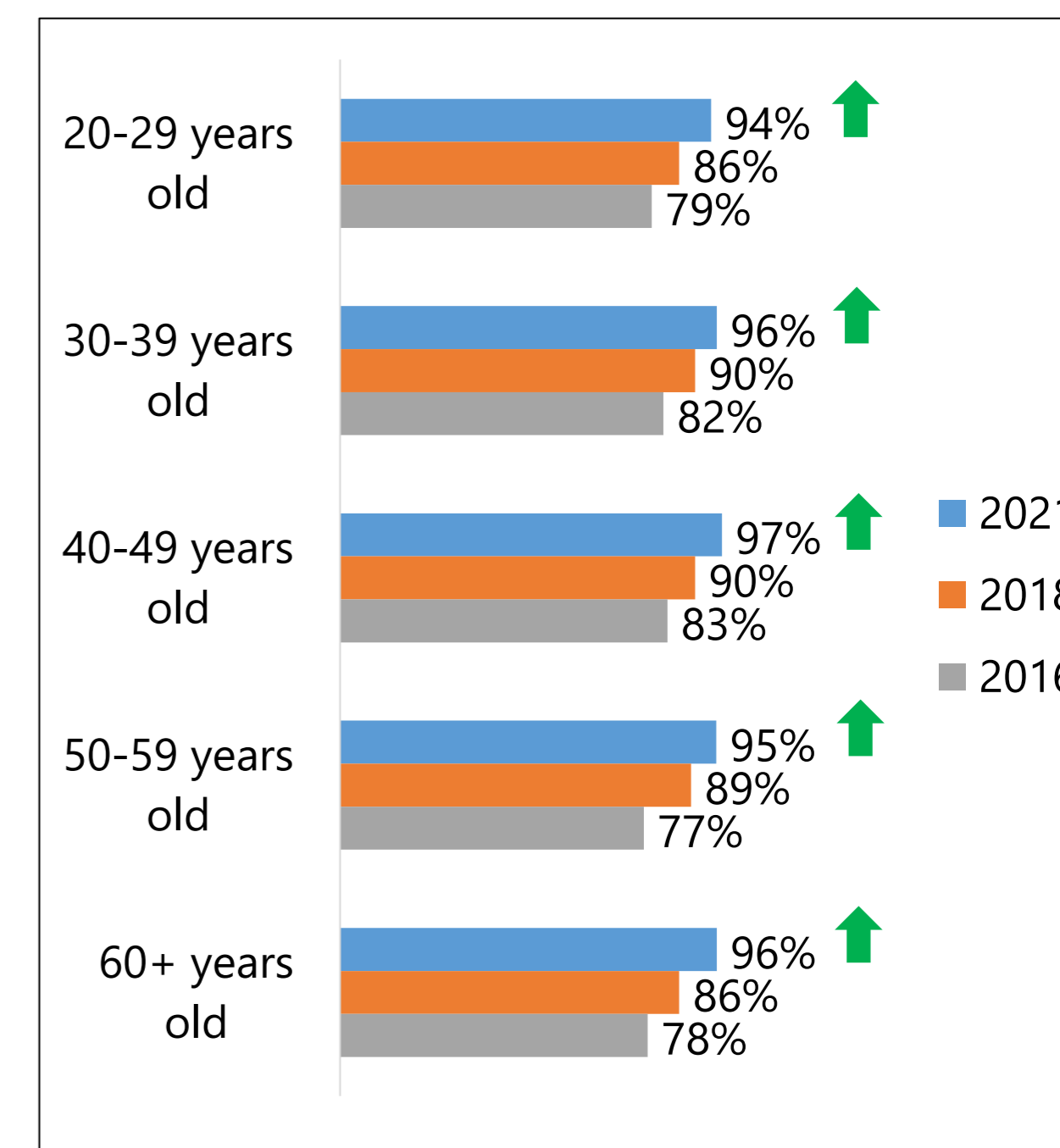
- Almost all adults read at least once in the past 12 months*. These reads include books (physical, e-books or audiobooks), magazines (physical or digital), newspapers or online news, and articles posted on social media or websites.
- Adults who read more than once a week increased significantly from 88% in 2018 to 95% in 2021 (*which we term as 'habitual readers'*). This increase in habitual readers can be seen across all age groups.

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



Read more than once a week by age



* This group will be known as 'readers' (n=2908) in the rest of this report

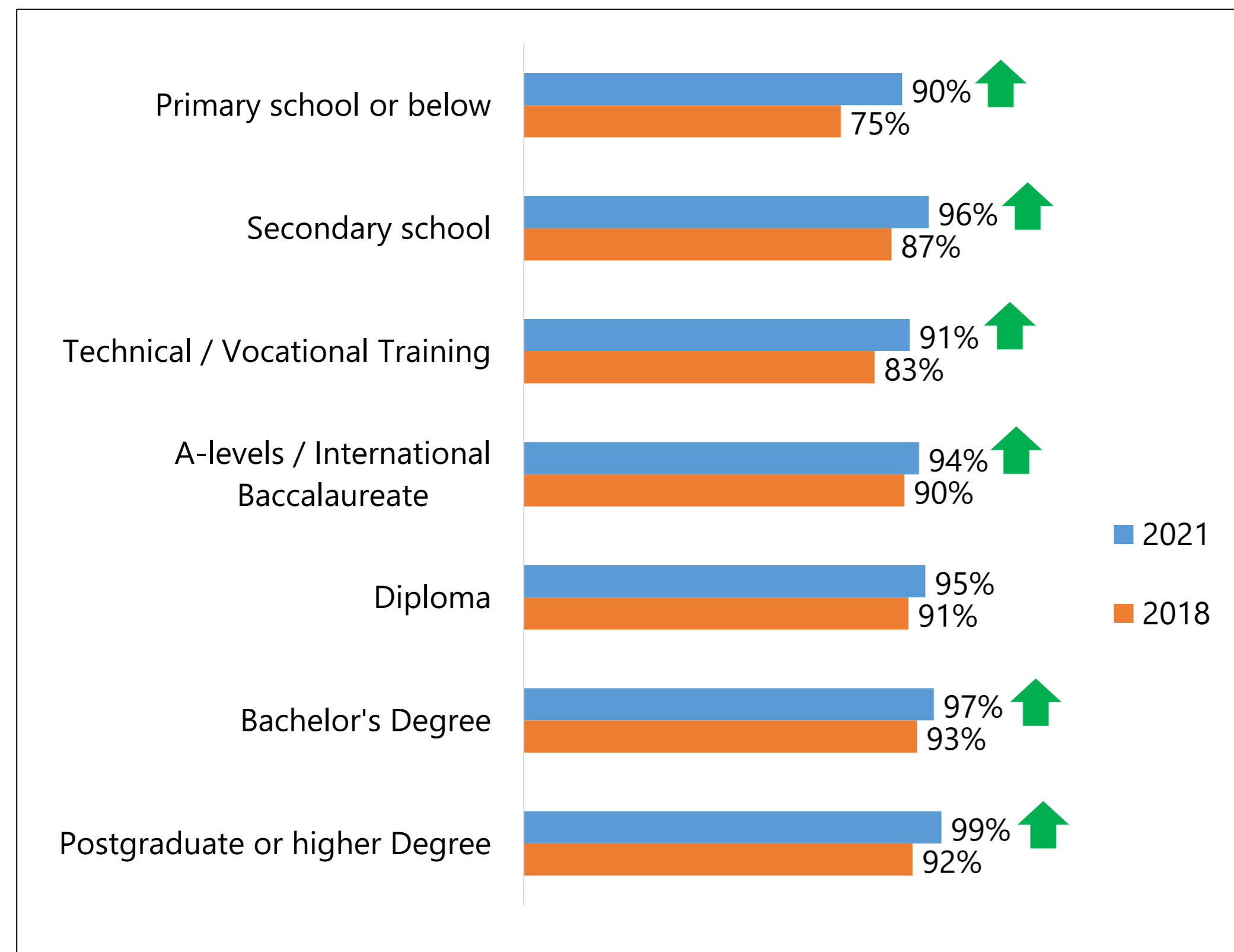
Base: All respondents (2021 n=2918; 2018 n=3636; 2016: n=3515)
 2021: 20-29 years old n=470; 30-39 years old n=537; 40-49 years old n=540; 50-59 years old n=532; 60+ years old n=839
 2018: 20-29 years old n=646; 30-39 years old n=702; 40-49 years old n=729; 50-59 years old n=661; 60+ years old n=898
 2016: 20-29 years old n=615; 30-39 years old n=680; 40-49 years old n=713; 50-59 years old n=701; 60+ years old n=805

Restricted

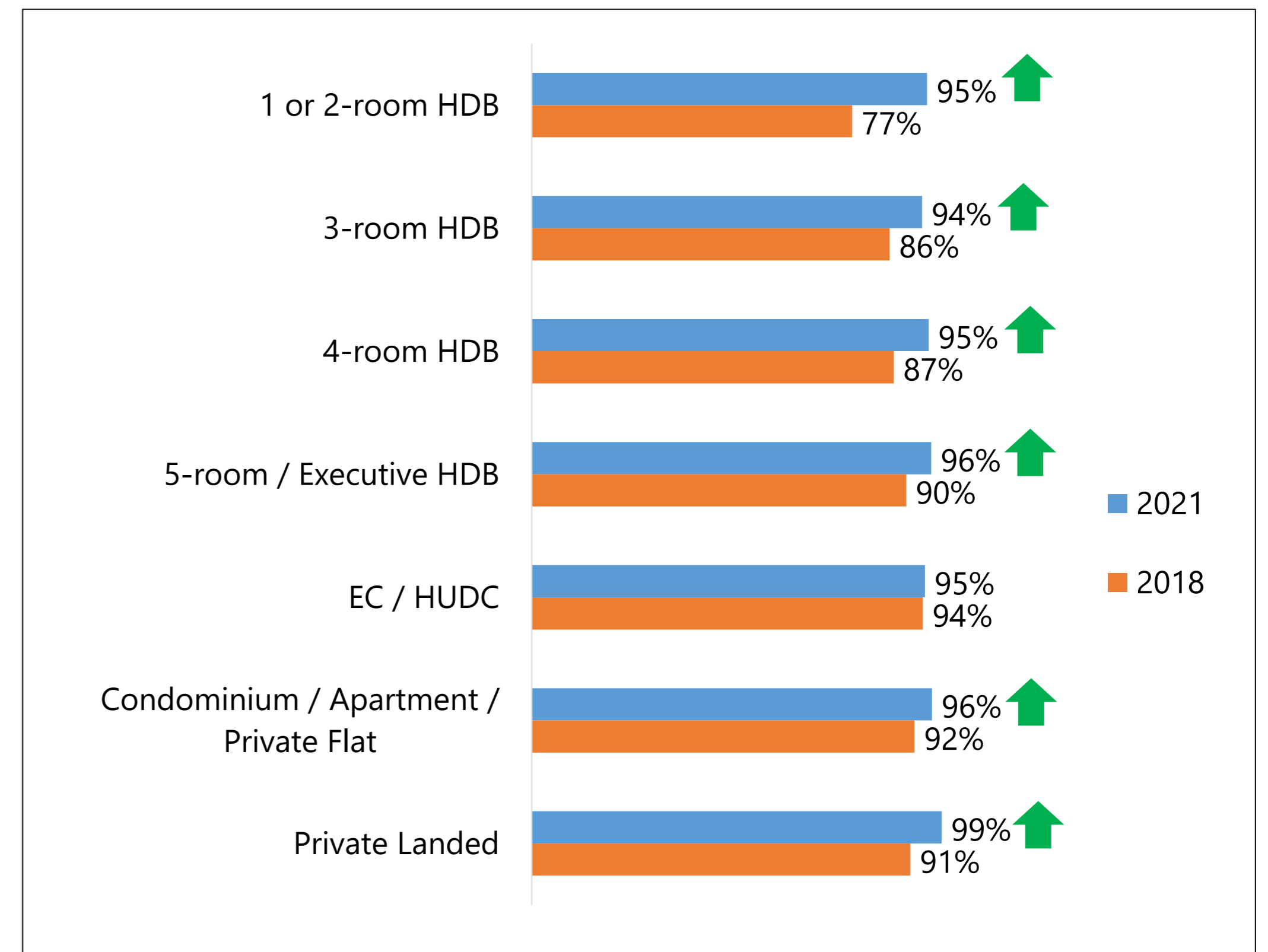
ARE ADULTS READING?

- This increase in habitual readers is across all educational levels and dwelling types.

Read more than once a week by highest attained educational level



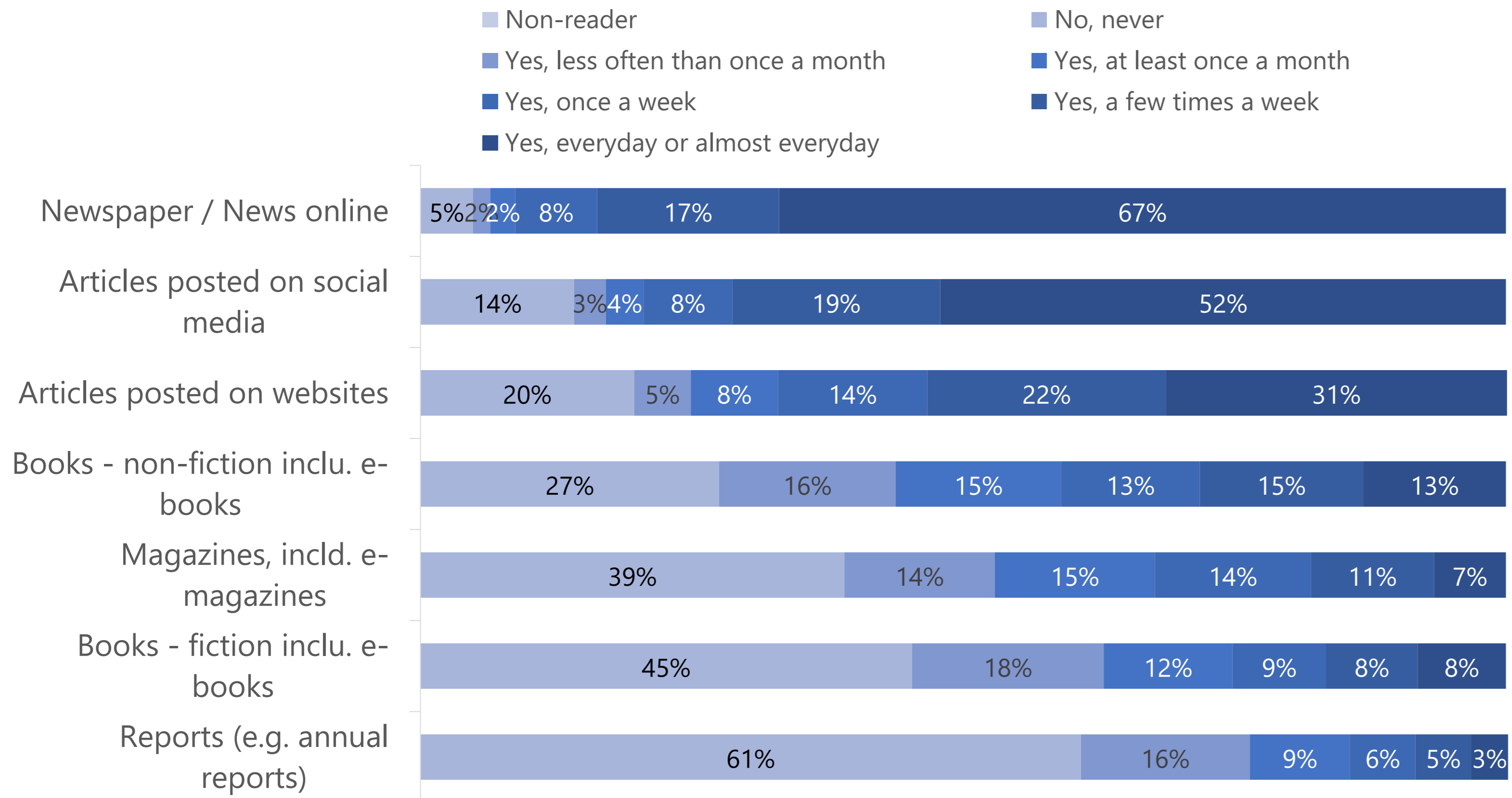
Read more than once a week by dwelling type



WHAT TYPE OF MATERIALS DO ADULTS READ?

- News remains the top material read by adults in 2021, with 83% having read it more than once a week.
- All material types are read by more adults at least once a week, except for Reports.

Type of materials read in the past 12 months



Note: Less than 1% (n=10) are non-readers for each material

Read more than once a week

Material Type	2021	2018	2016
Newspaper / News online	83% ↑	77%	68%
Articles posted on social media	71% ↑	56%	39%
Articles posted on websites	53% ↑	45%	27%
Books - non-fiction incl. e-books	28% ↑	19%	15%
Magazines, incl. e-magazines	18% ↑	14%	13%
Books - fiction incl. e-books	17% ↑	14%	10%
Reports (e.g. annual reports)	9%	8%	7%

Type of materials read more than once a week



News
2021: 83% ↑
 2018: 77%
 2016: 68%



Online articles
 (posted on social media or websites)
2021: 76% ↑
 2018: 59%
 2016: 41%



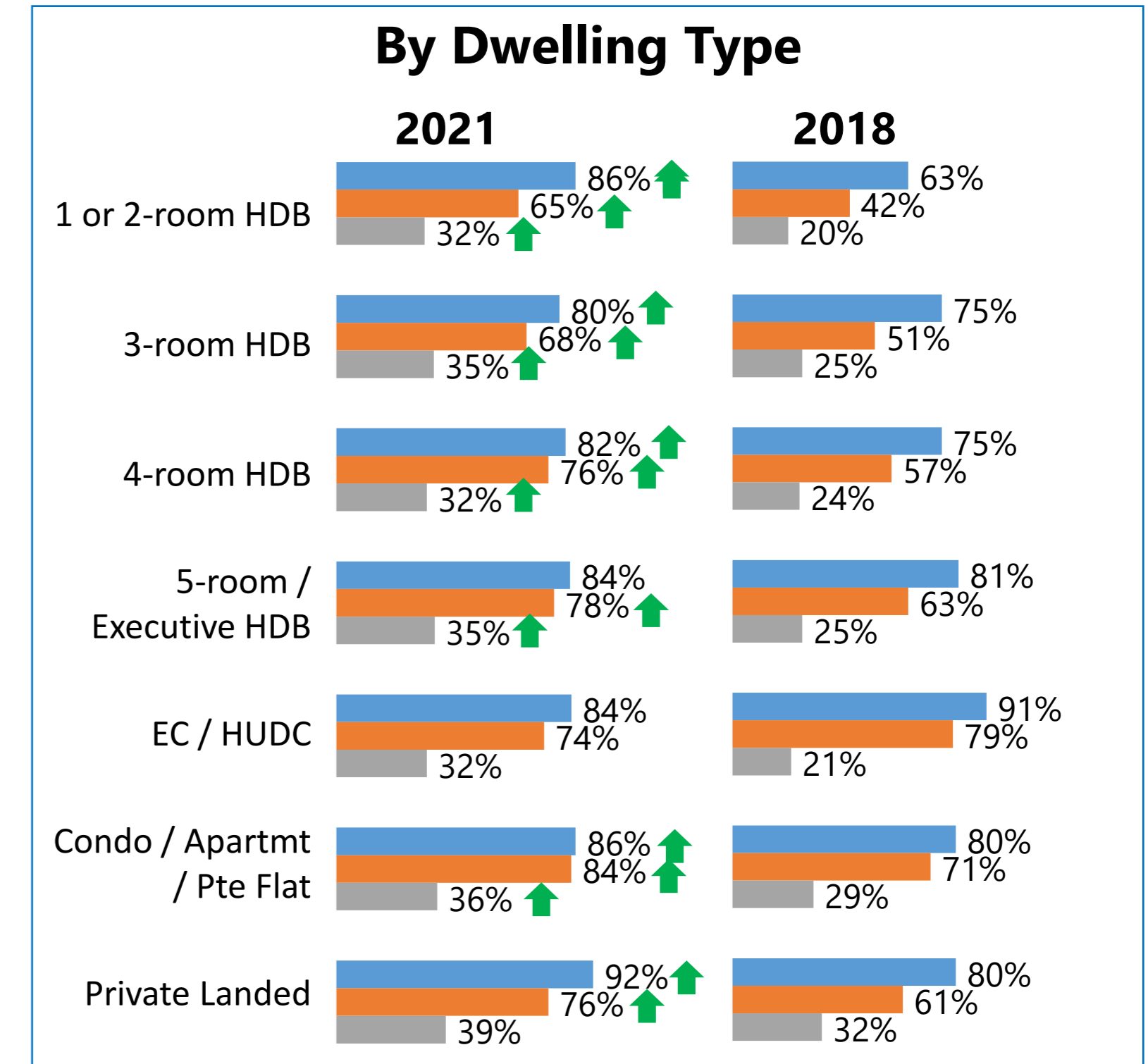
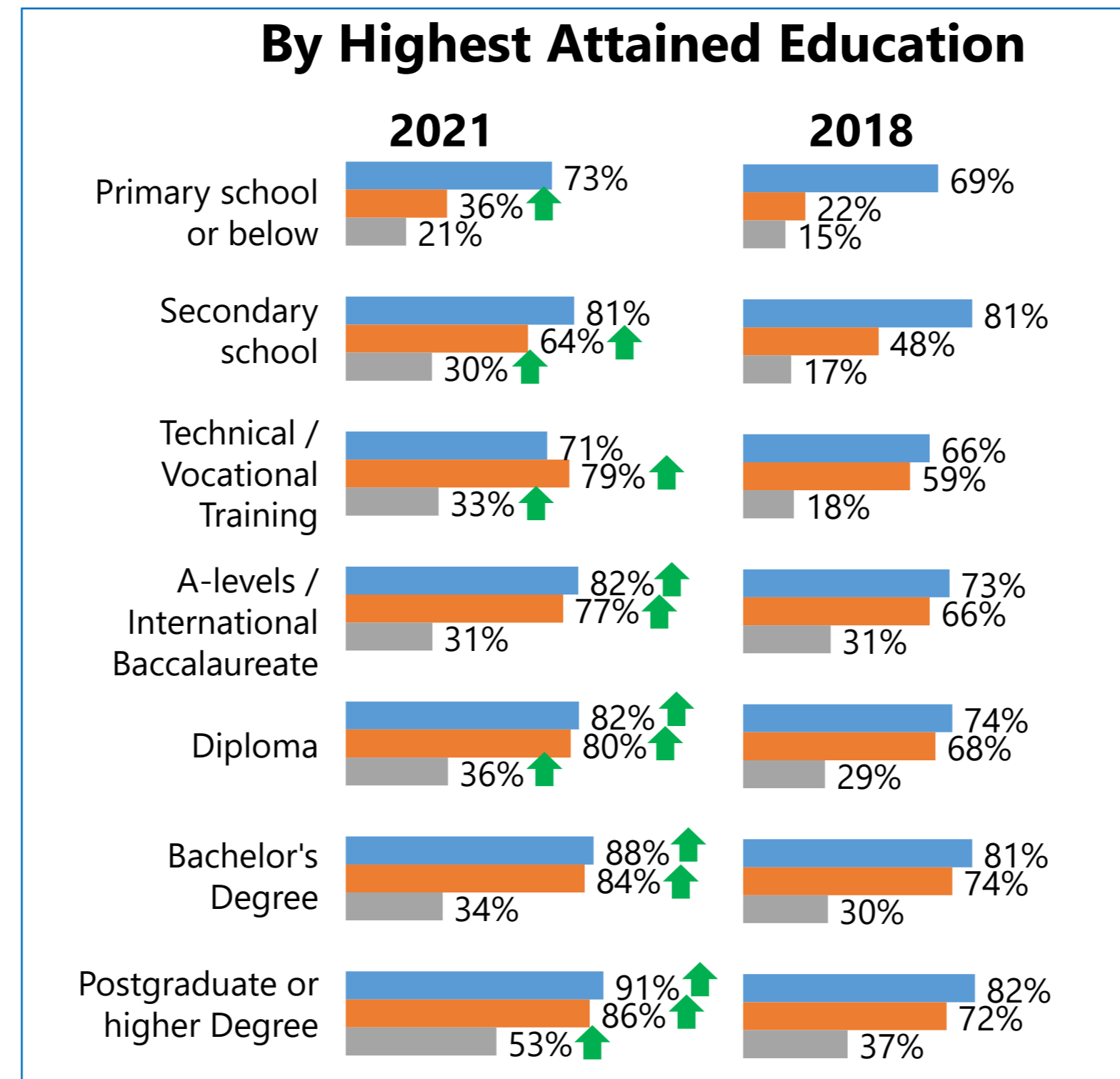
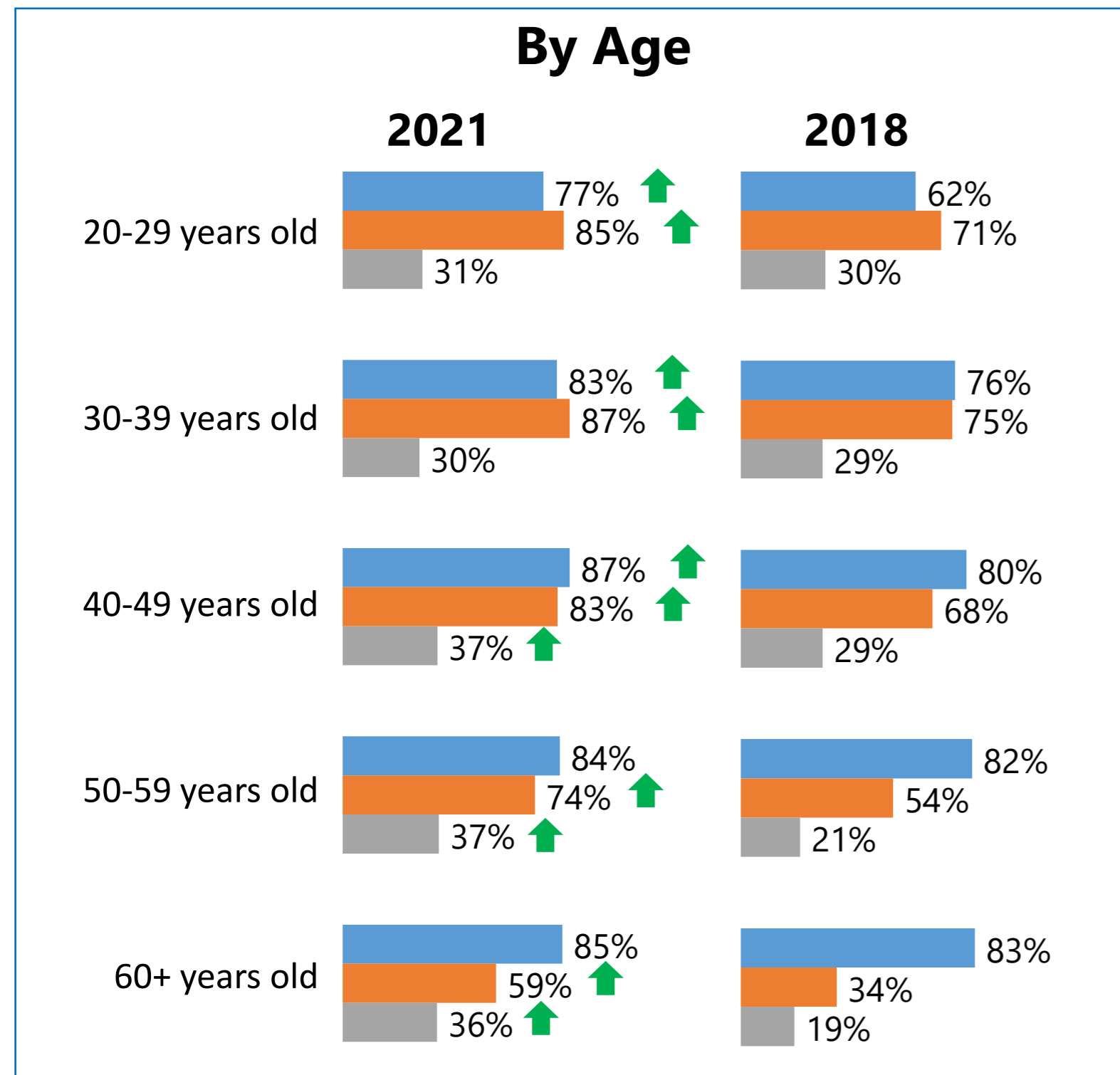
Books
 (fiction or non-fiction)
2021: 34% ↑
 2018: 25%
 2016: 19%

WHAT TYPE OF MATERIALS DO ADULTS READ?

- More young adults read online articles more than once a week while news is the most preferred for older adults.
- Proportion of adults who read news and online articles more than once a week generally increases in tandem with their educational background.

Type of materials read more than once a week

■ News ■ Online articles ■ Books



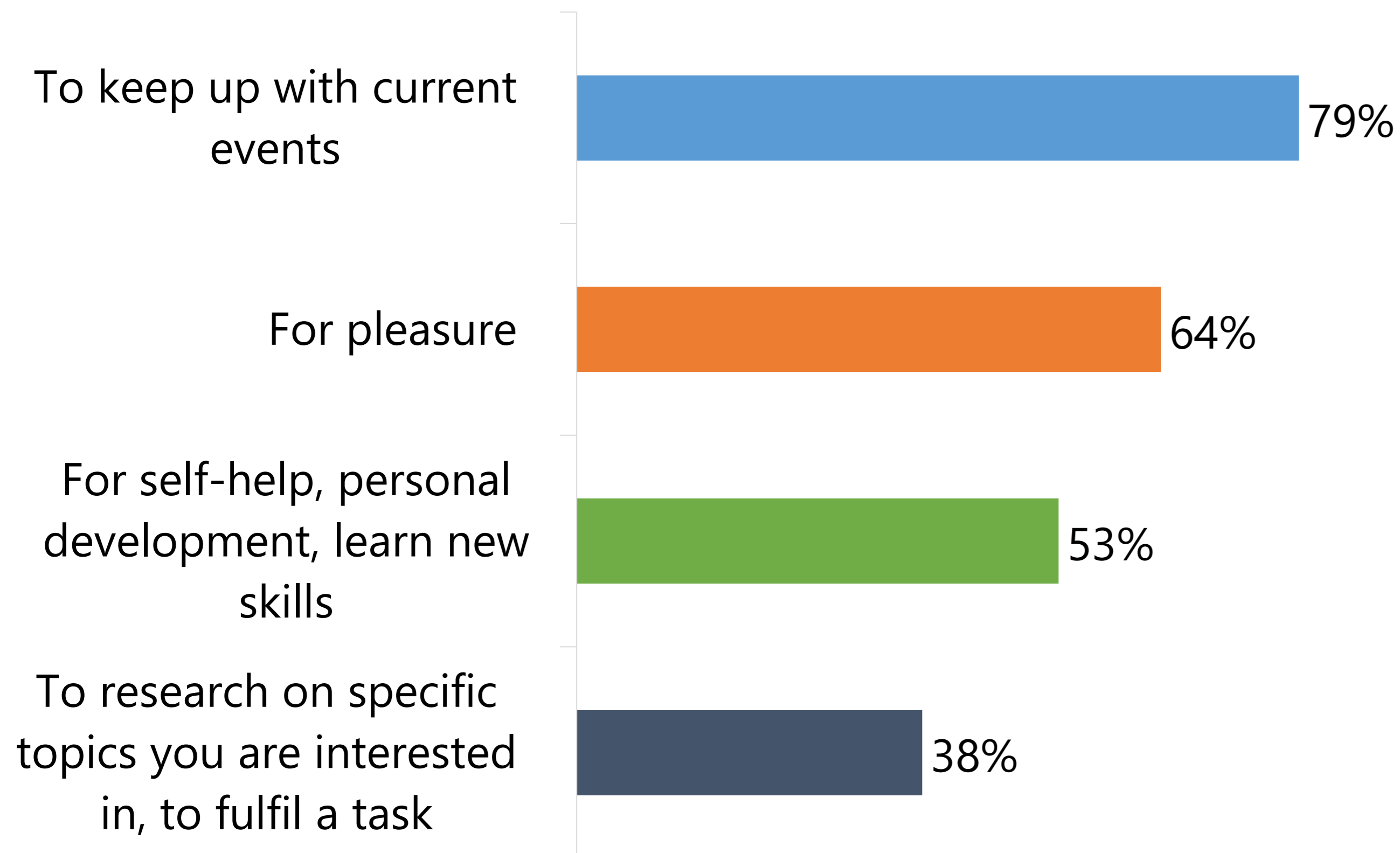
* Small sample size

Base:
 2021: 20-29 years old n=470; 30-39 years old n=537; 40-49 years old n=540; 50-59 years old n=532; 60+ years old n=839
 2018: 20-29 years old n=646; 30-39 years old n=702; 40-49 years old n=729; 50-59 years old n=661; 60+ years old n=898
 2021: Primary school or below n=172; Secondary school n=590; Technical / Vocational Training n=107; A-levels / IB n=289; Diploma n=633; Bachelor's Degree n=864; Postgraduate or higher Degree n=263
 2018: Primary school or below n=405; Secondary school n=911; Technical / Vocational Training n=180; A-levels / IB n=215; Diploma n=725; Bachelor's Degree n=927; Postgraduate or higher Degree n=273
 2021: 1 or 2-room HDB n=135; 3-room HDB n=525; 4-room HDB n=885; 5-room / Executive HDB n=768; EC / HUDC n=60; Condominium / Apartment / Private Flat n=377; Private Landed n=163; Others n=5
 2018: 1 or 2-room HDB n=164; 3-room HDB n=580; 4-room HDB n=1231; 5-room / Executive HDB n=946; EC / HUDC n=34; Condominium / Apartment / Private Flat n=446; Private Landed n=235; Others n=0

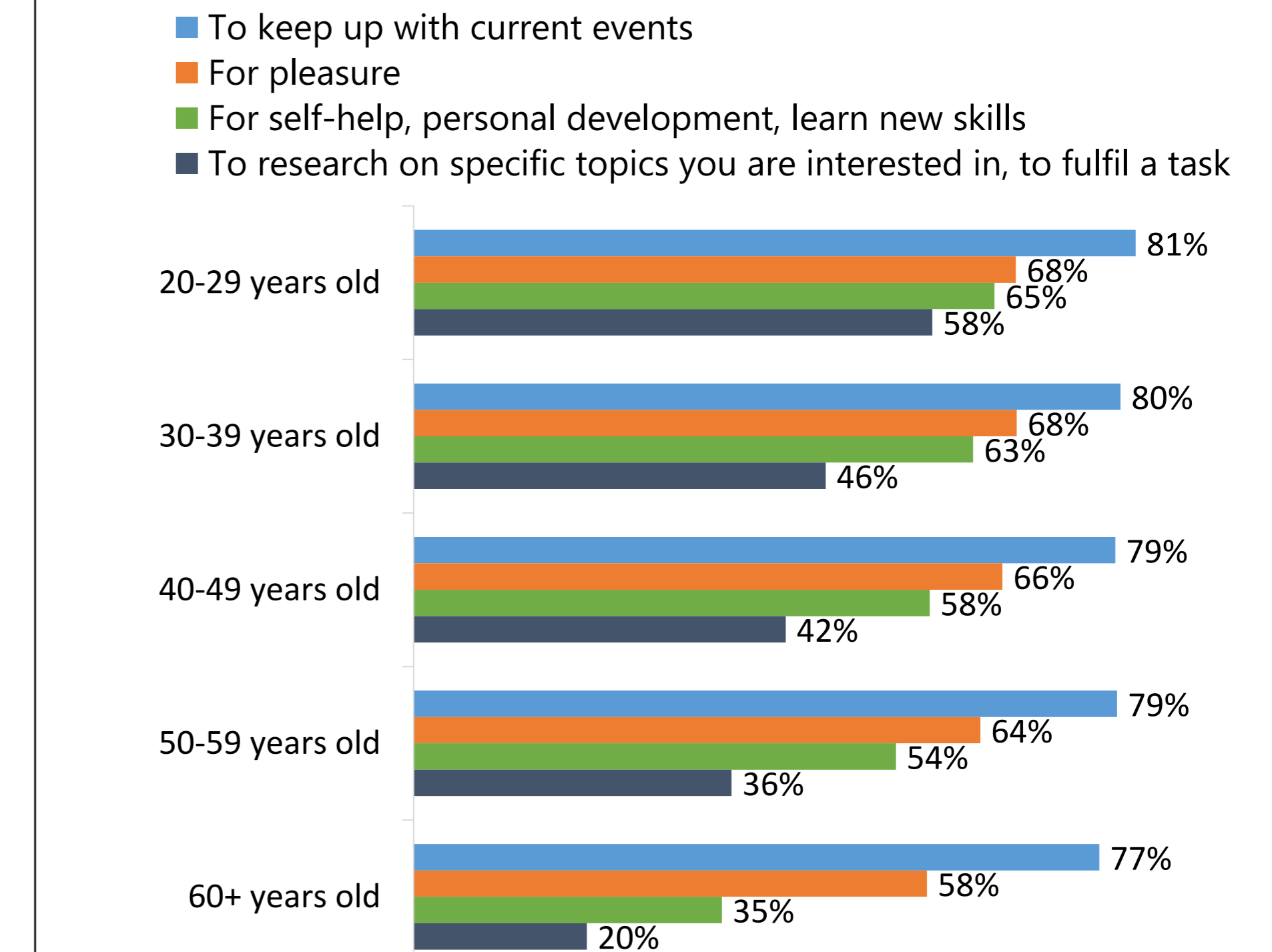
WHY DO ADULTS READ?

- More than 6-in-10 adults read for pleasure (64%) or to keep up with current events (79%).
- Respondents in the older age groups mainly read to keep up with current events, but fewer continue to read for pleasure, for self-help and for research.

Why adults read



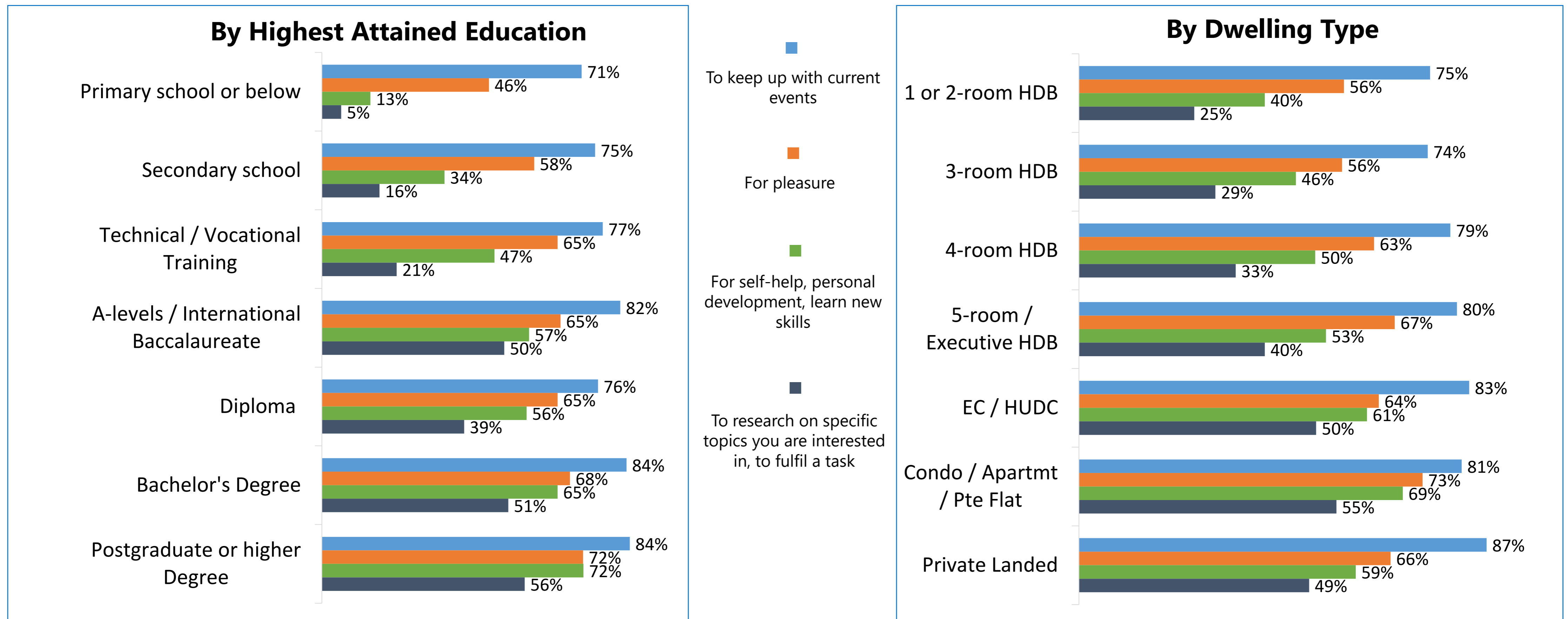
Why adults read by age



WHY DO ADULTS READ?

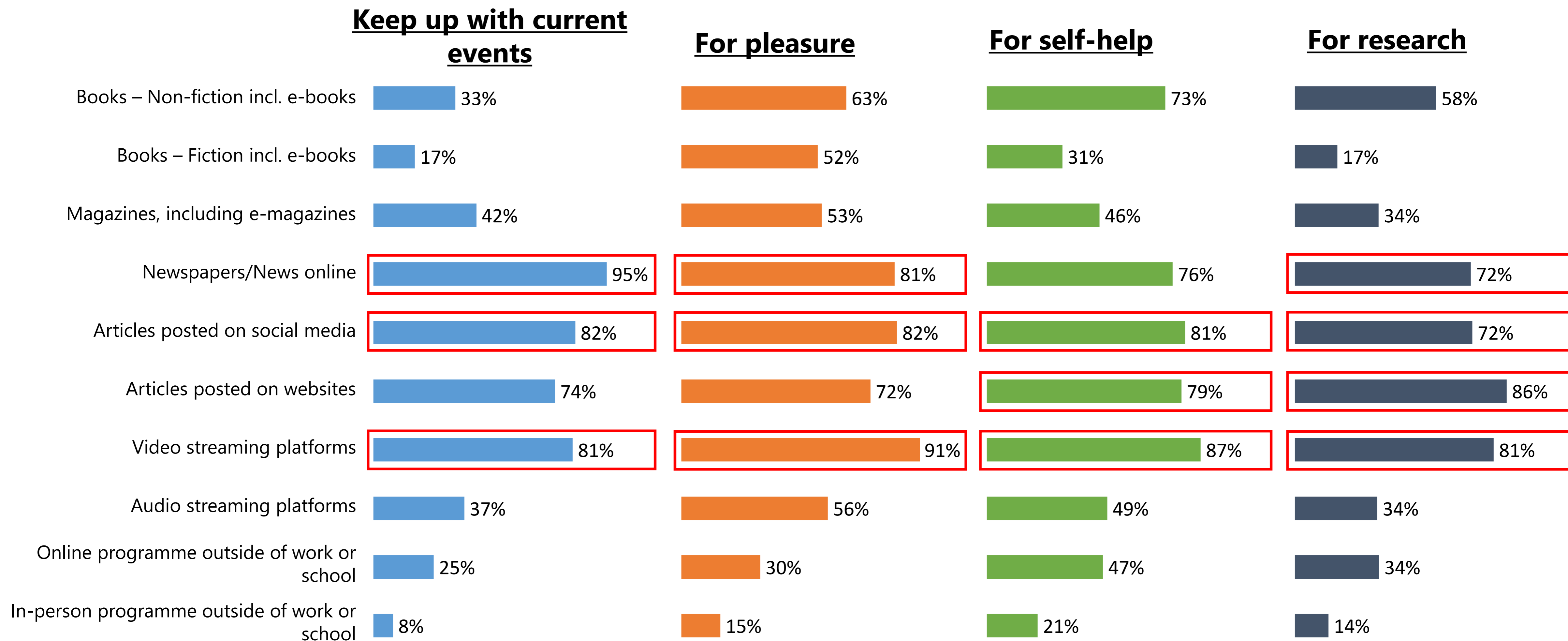
- All adults read to keep up with current events, while more higher educated respondents and those residing in higher-value property read for other purposes, particularly for self-help or research.

Why adults read



WHAT ARE OTHER PLATFORMS USED FOR THESE PURPOSES?

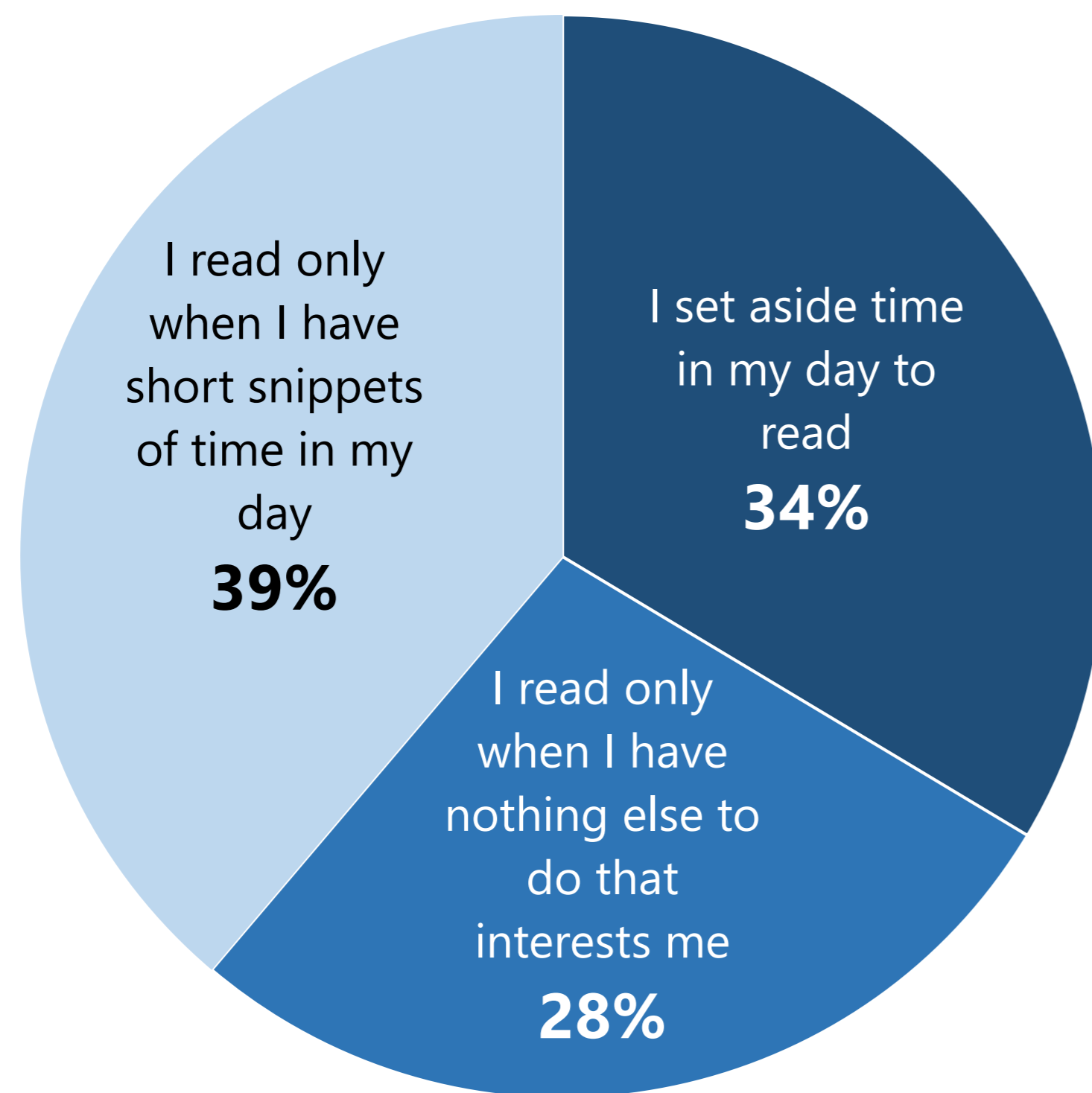
- The most common platforms in which adults use for the various reading purposes are social media, video streaming platforms, newspapers/online news and website.



DO ADULTS MAKE TIME TO READ?

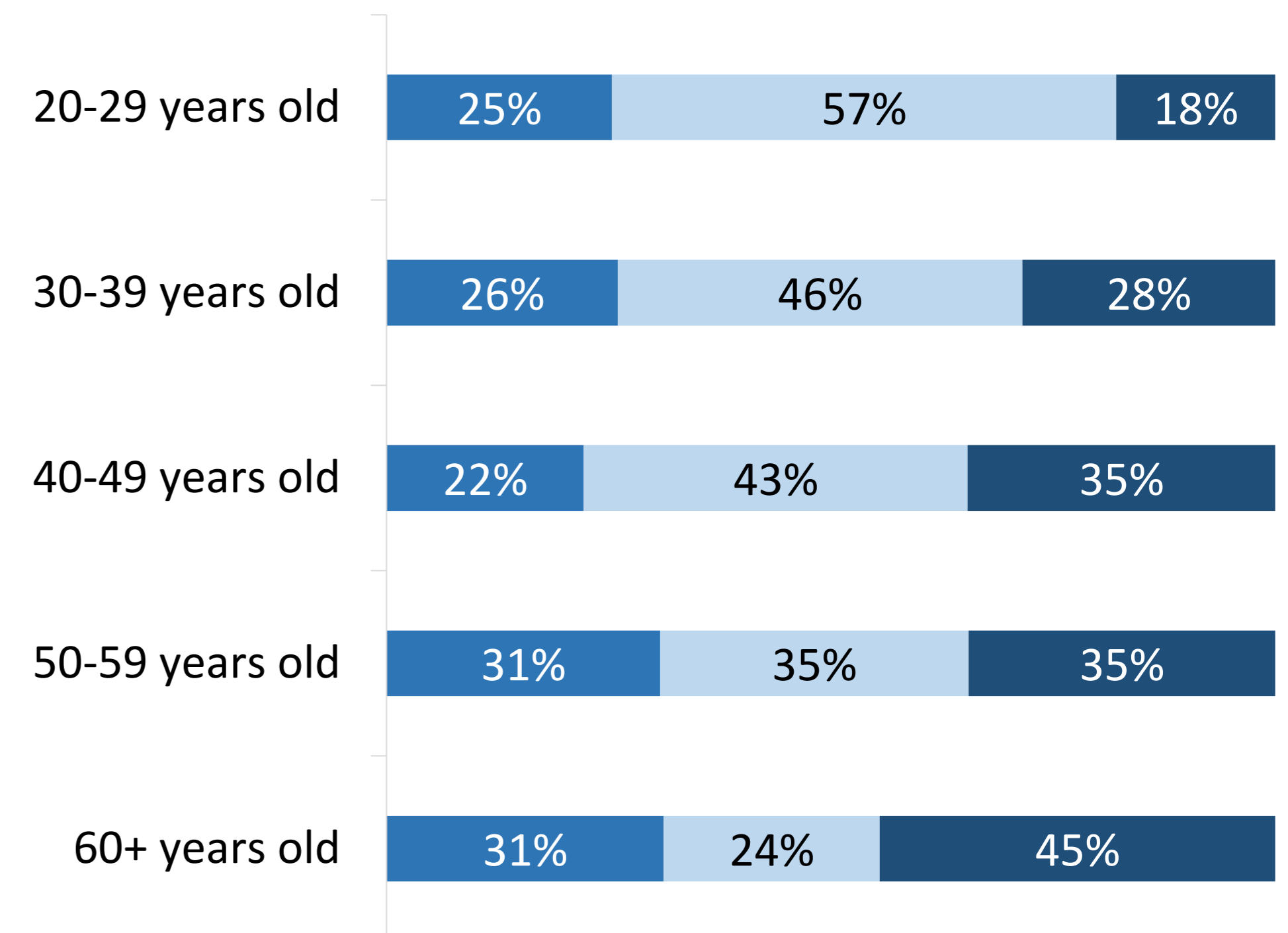
- One-third (34%) of the respondents set aside time in their day to read.
- Older respondents are more likely to set aside time to read, while younger respondents tend to read only when they have short snippets of time available.

Commitment to leisure reading



Commitment to leisure reading by age

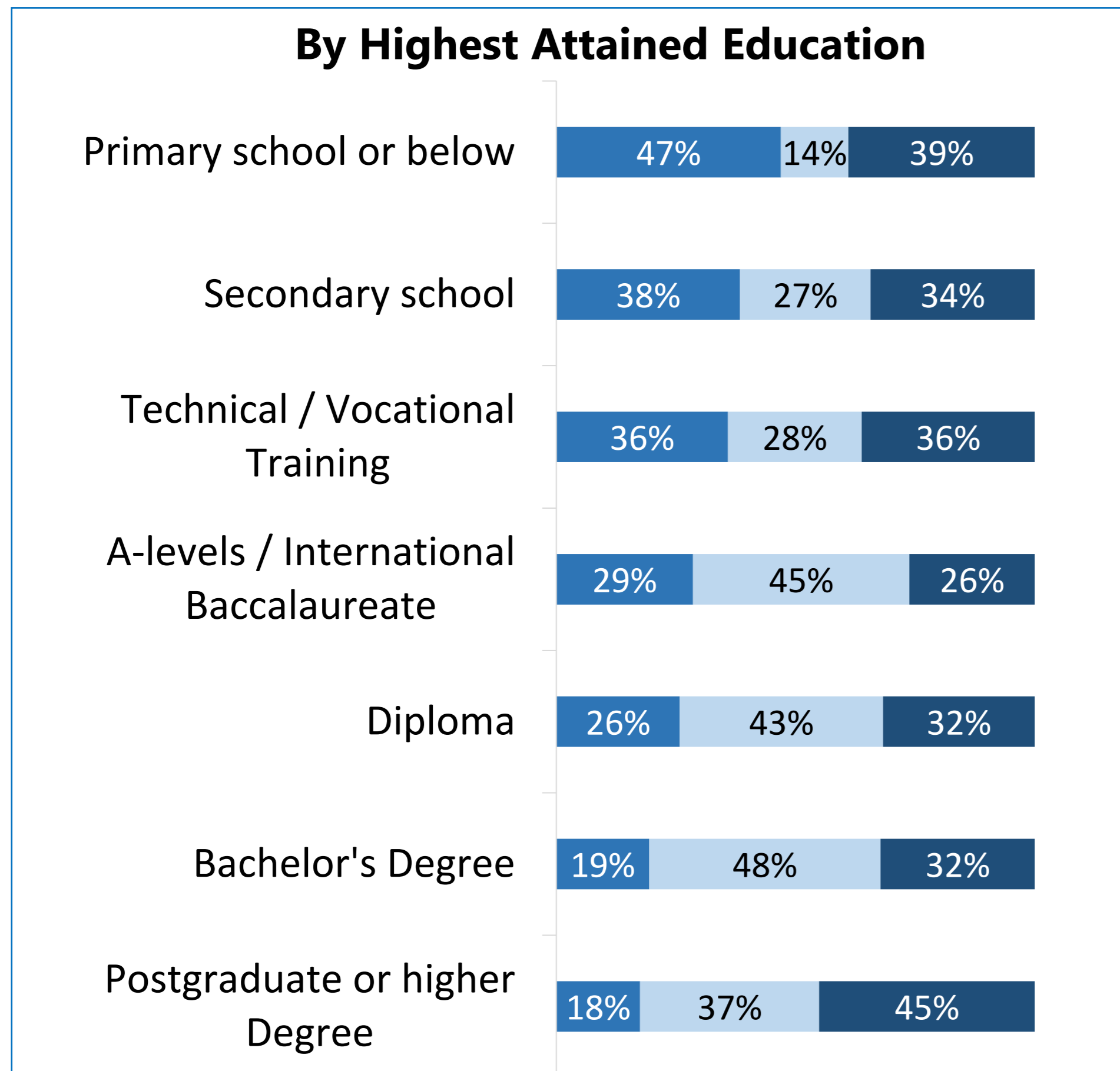
- I set aside time in my day to read
- I read only when I have short snippets of time in my day
- I read only when I have nothing else to do that interests me



DO ADULTS MAKE TIME TO READ?

- More adults with higher education qualifications make time to read or read when they have available time, while more adults with lower education qualifications read when they have nothing else to do that interest them.

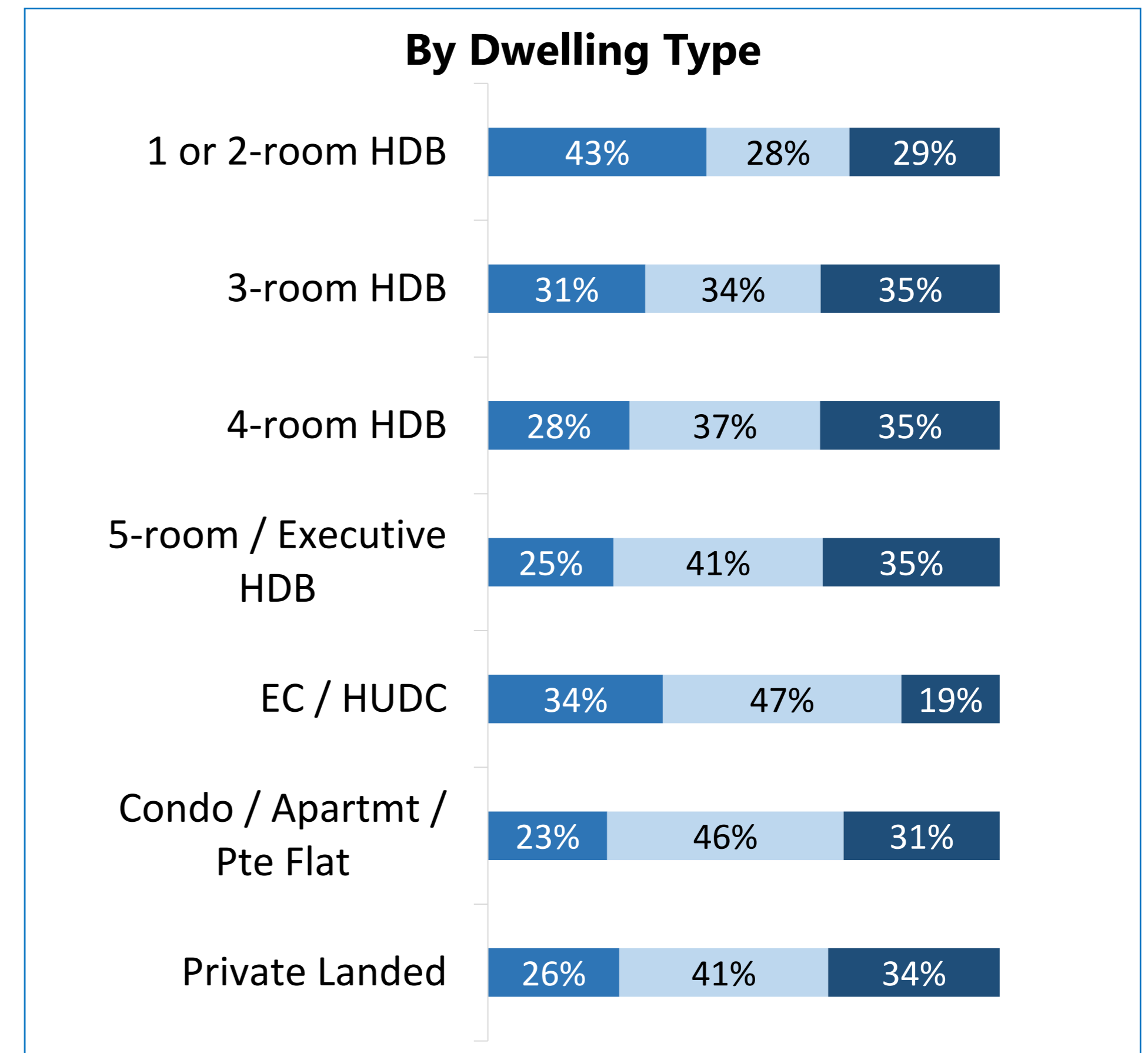
Commitment to leisure reading



■ I set aside time in my day to read

■ I read only when I have short snippets of time in my day

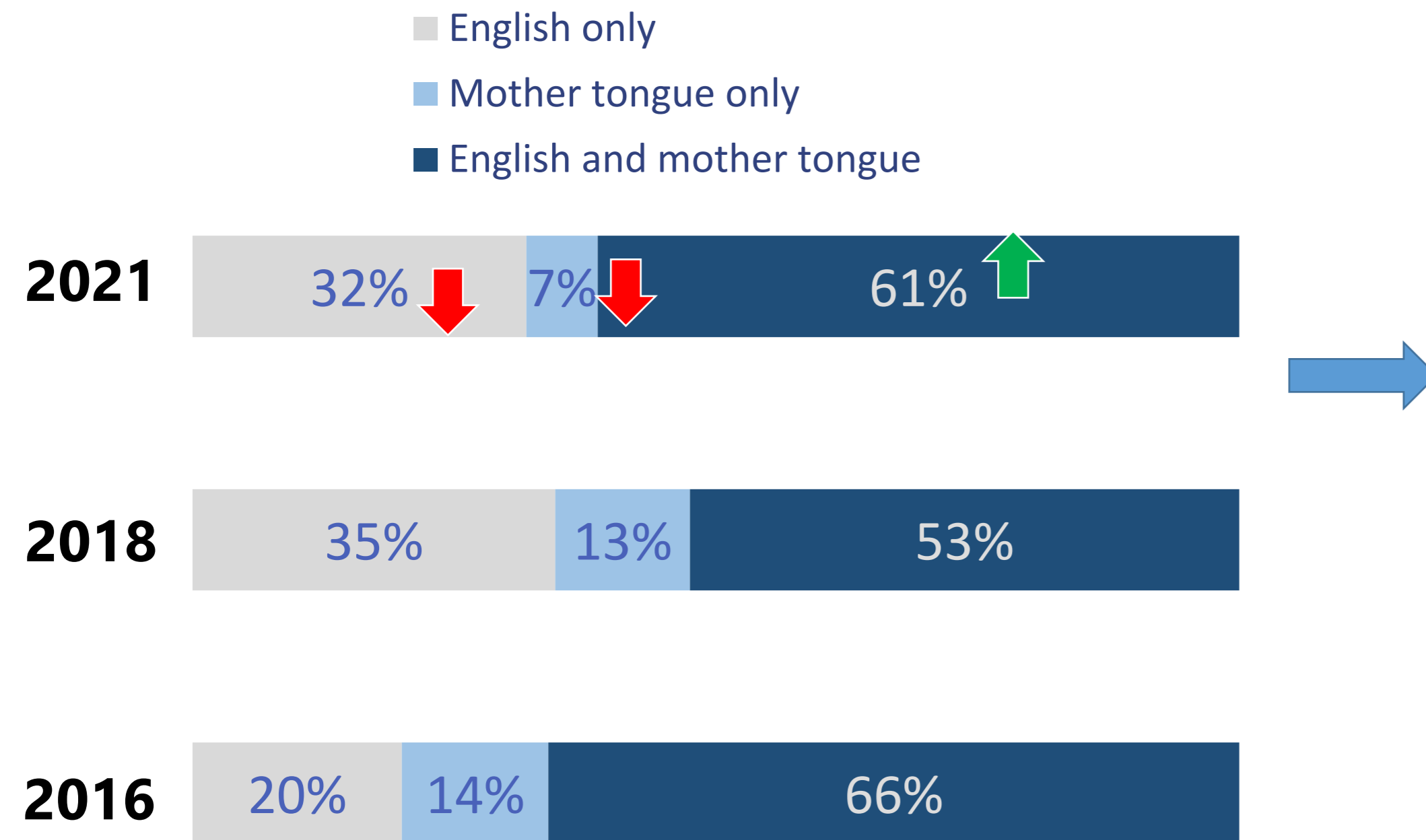
■ I read only when I have nothing else to do that interests me



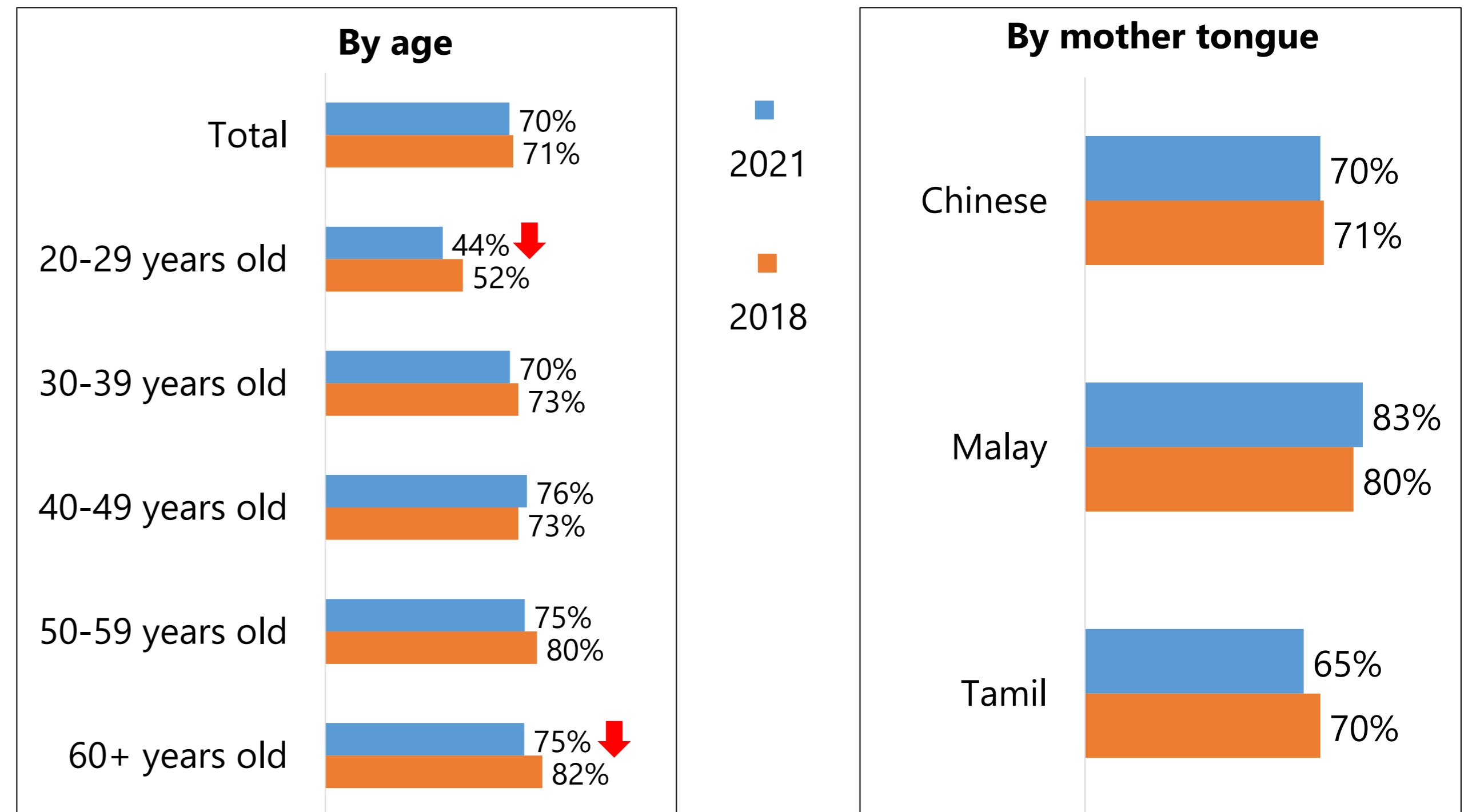
ARE BILINGUAL ADULTS READING IN THEIR MOTHER TONGUE?

- Among the readers, more indicate they are able to read in both English and their mother tongue (*which we term as 'bilingual readers'*).
- Fewer younger bilingual readers read in their mother tongue more than once a week.
- More bilingual Malay readers continue to read in their mother tongue more than once a week than other ethnicities.

Language that adults are able to read in



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

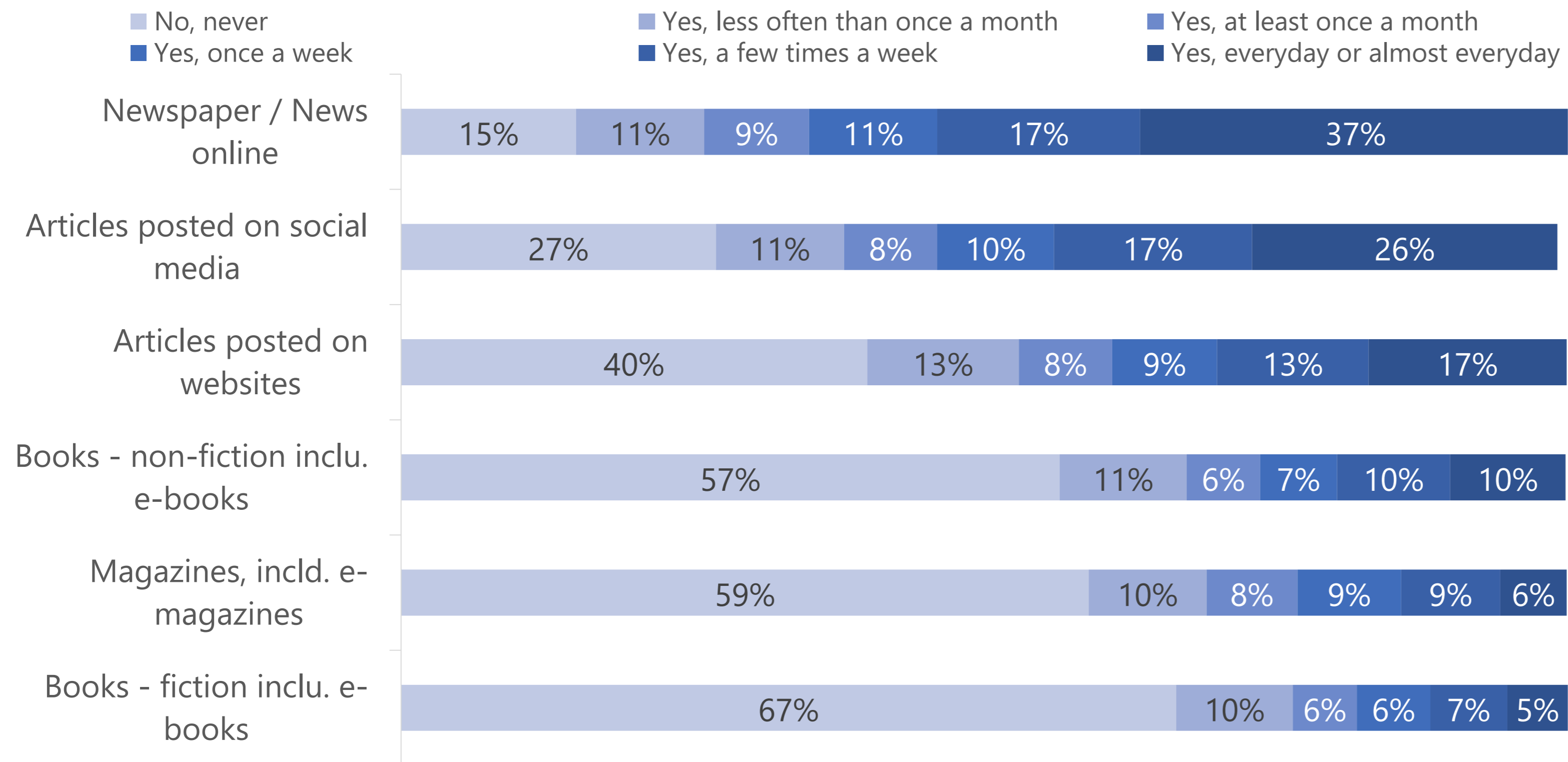


Base:
 2021: Readers n=2908; Bilingual readers n=1782; Bilingual readers 20-29 y.o. n=269; Bilingual 30-39 y.o. n=378; Bilingual 40-49 y.o. n=374; Bilingual 50-59 y.o. n=371; Bilingual 60+ y.o. n=389
 2018: Readers n=3468; Bilingual readers n=1838; Bilingual 20-29 readers y.o. n=405; Bilingual 30-39 y.o. n=432; Bilingual 40-49 y.o. n=409; Bilingual 50-59 y.o. n=333; Bilingual 60+ y.o. n=259
 2016: Readers n=3262; Bilingual readers n= 2143
 2021: Bilingual Chinese readers n=1345; Bilingual Malay readers n=229; Bilingual Tamil readers n=121
 2018: Bilingual Chinese readers n=1282; Bilingual Malay readers n=353; Bilingual Tamil readers n=146

WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- Among all who read in their Mother Tongue, news (54%) and articles on social media or websites (46%) remain the top materials read.
- Similar to 2018, about a quarter of Mother Tongue readers read books.

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



Read more than once a week	
2021	2018
54% ↓	68%
44%	43%
30% ↓	34%
21% ↑	17%
14%	14%
13%	15%

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



News
2021: 52% ↓
2018: 63%



Online articles
(posted on social media or websites)
2021: 46%
2018: 45%

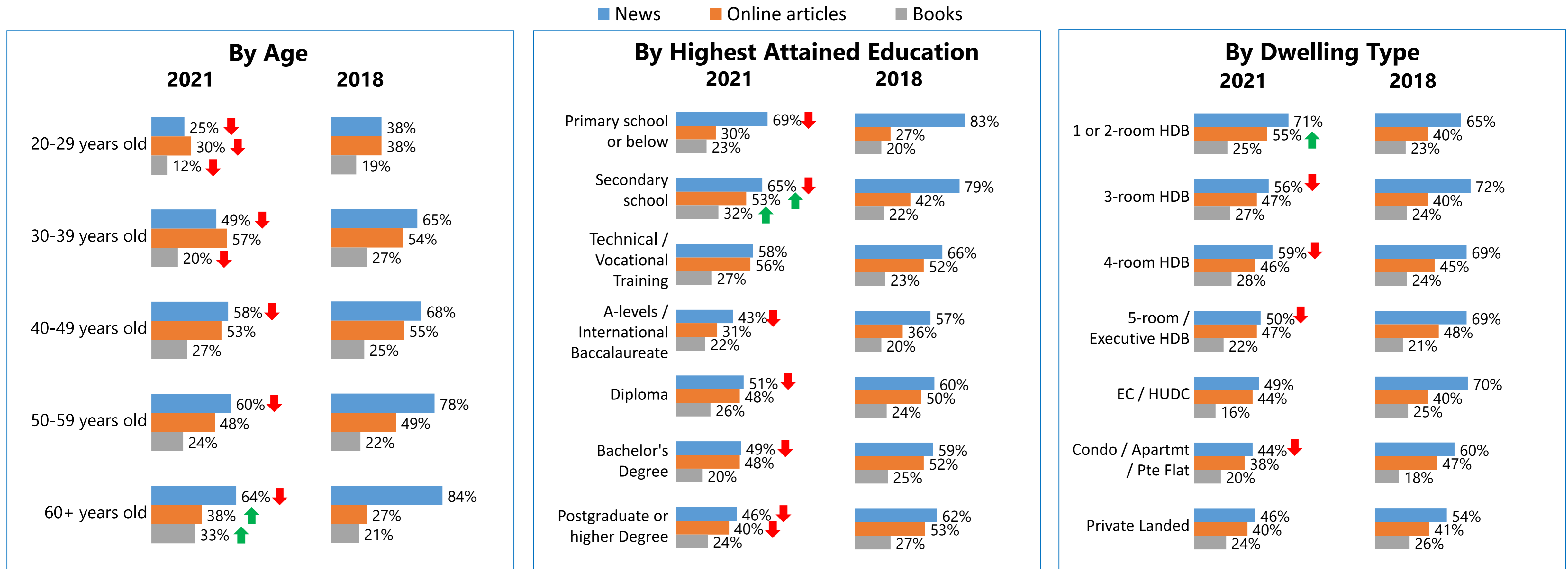


Books
(fiction or non-fiction)
2021: 25%
2018: 23%

WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- Fewer of all ages who read in Mother Tongue read news in Mother Tongue more than once a week.
- Fewer younger Mother Tongue readers read books in Mother Tongue more than once a week compared to 2018.

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



Base: Readers of Mother Tongue Languages

2021: 20-29 years old n=252; 30-39 years old n=375; 40-49 years old n=379; 50-59 years old n=406; 60+ years old n=528

2018: 20-29 years old n=385; 30-39 years old n=460; 40-49 years old n=492; 50-59 years old n=429; 60+ years old n=508

2021: Primary school or below n=65; Secondary school n=344; Technical / Vocational Training n=78; A-levels / IB n=170; Diploma n=395; Bachelor's Degree n=543; Postgraduate or higher Degree n=150

2018: Primary school or below n=111; Secondary school n=399; Technical / Vocational Training n=108; A-levels / IB n=129; Diploma n=400; Bachelor's Degree n=495; Postgraduate or higher Degree n=129

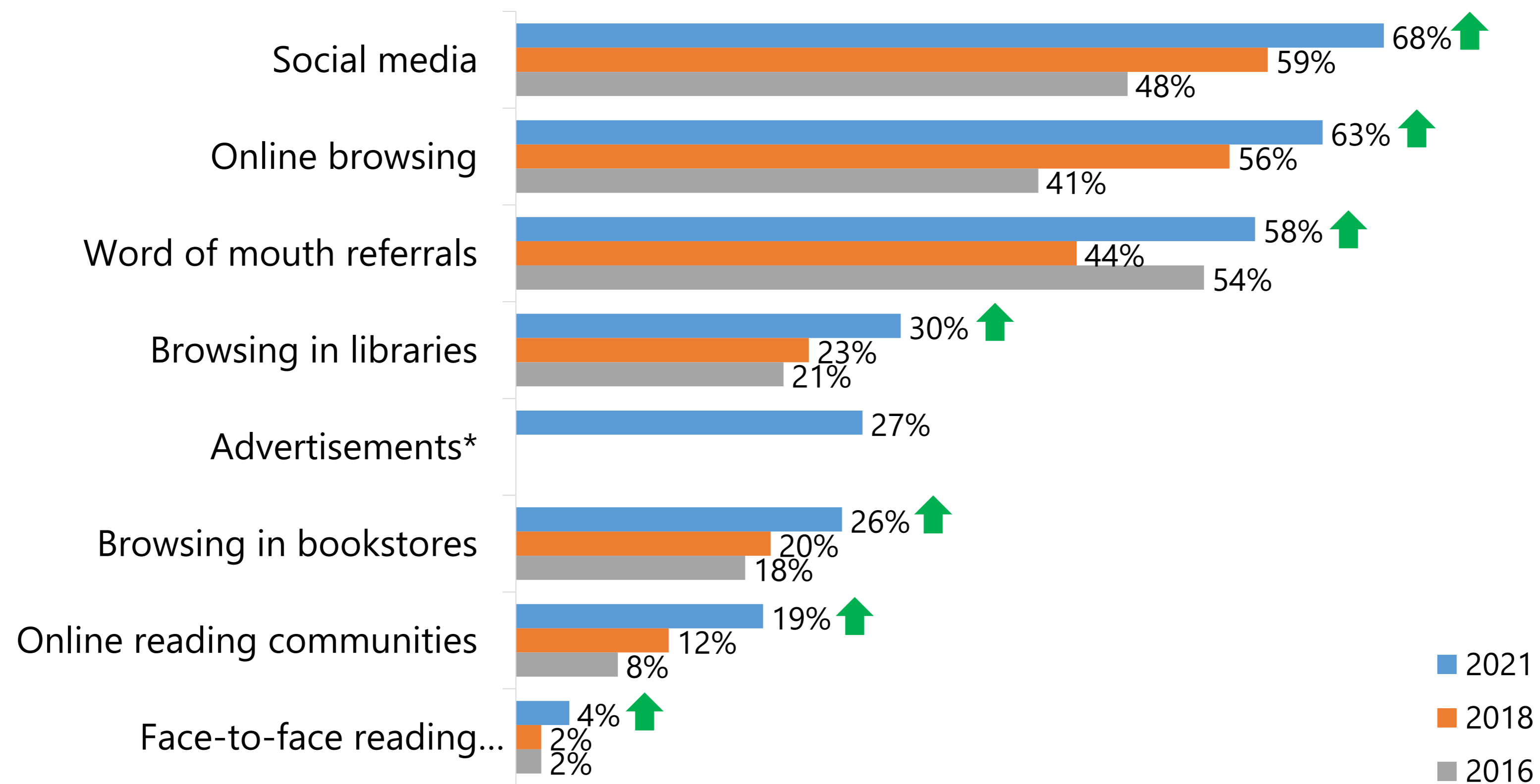
2021: 1 or 2-room HDB n=92; 3-room HDB n=305; 4-room HDB n=537; 5-room / Executive HDB n=464; EC / HUDC n=44; Condominium / Apartment / Private Flat n=209; Private Landed n=89; Others n=5

2018: 1 or 2-room HDB n=89; 3-room HDB n=297; 4-room HDB n=651; 5-room / Executive HDB n=473; EC / HUDC n=18; Condominium / Apartment / Private Flat n=185; Private Landed n=67; Others n=0

HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- The most popular ways to discover new materials to read continue to be through social media, online browsing and word of mouth referrals.

How adults discover new materials to read



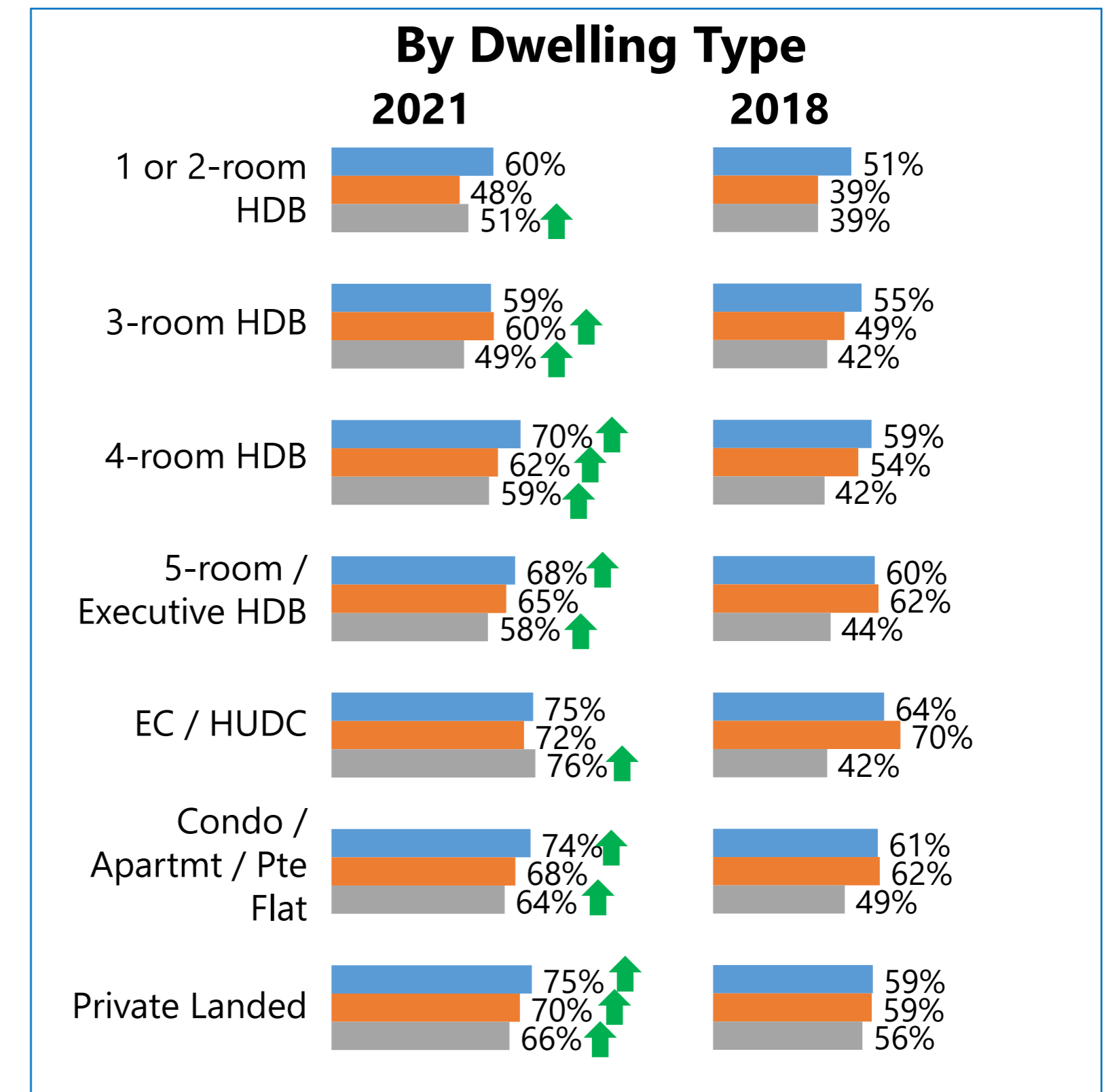
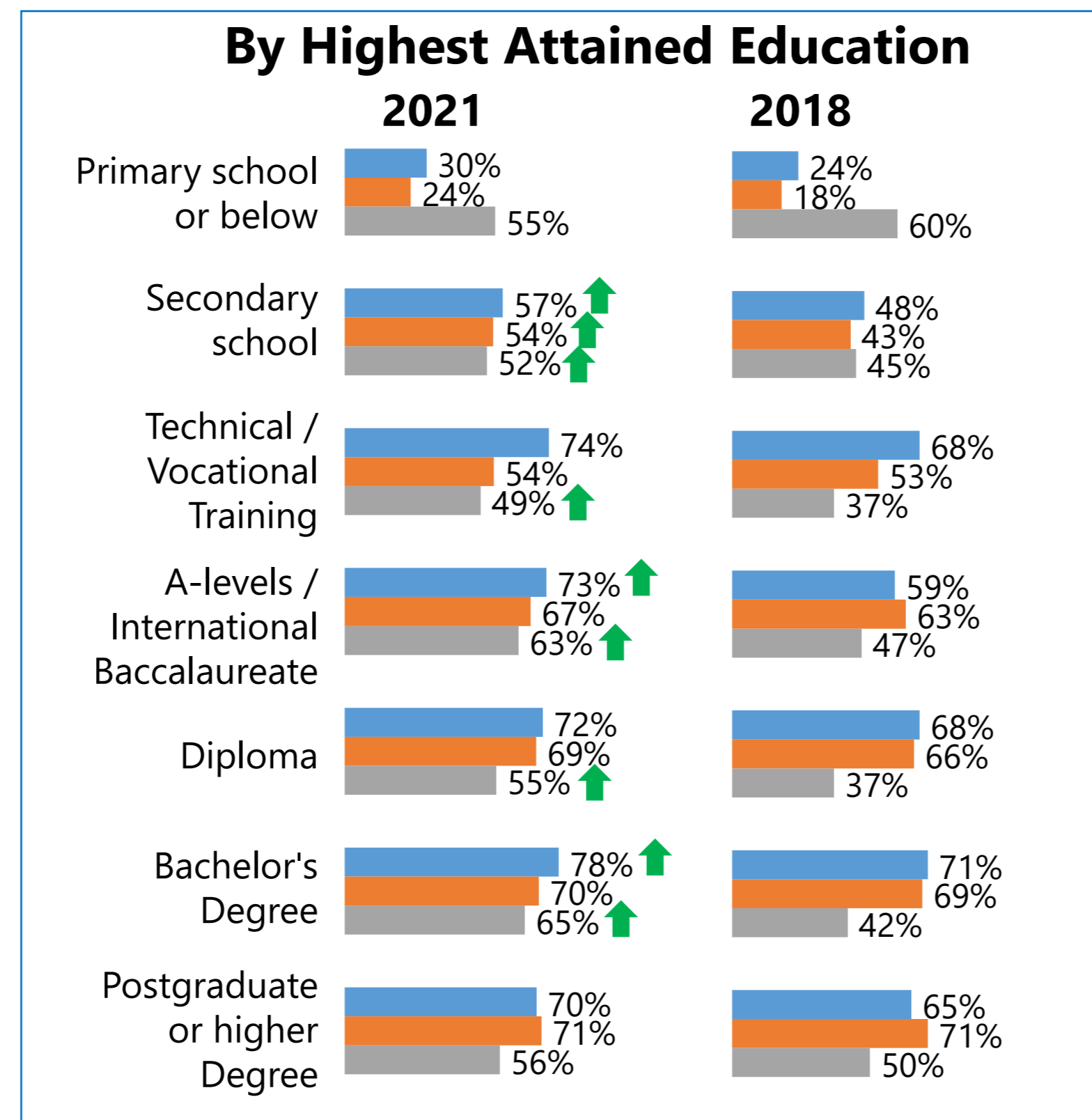
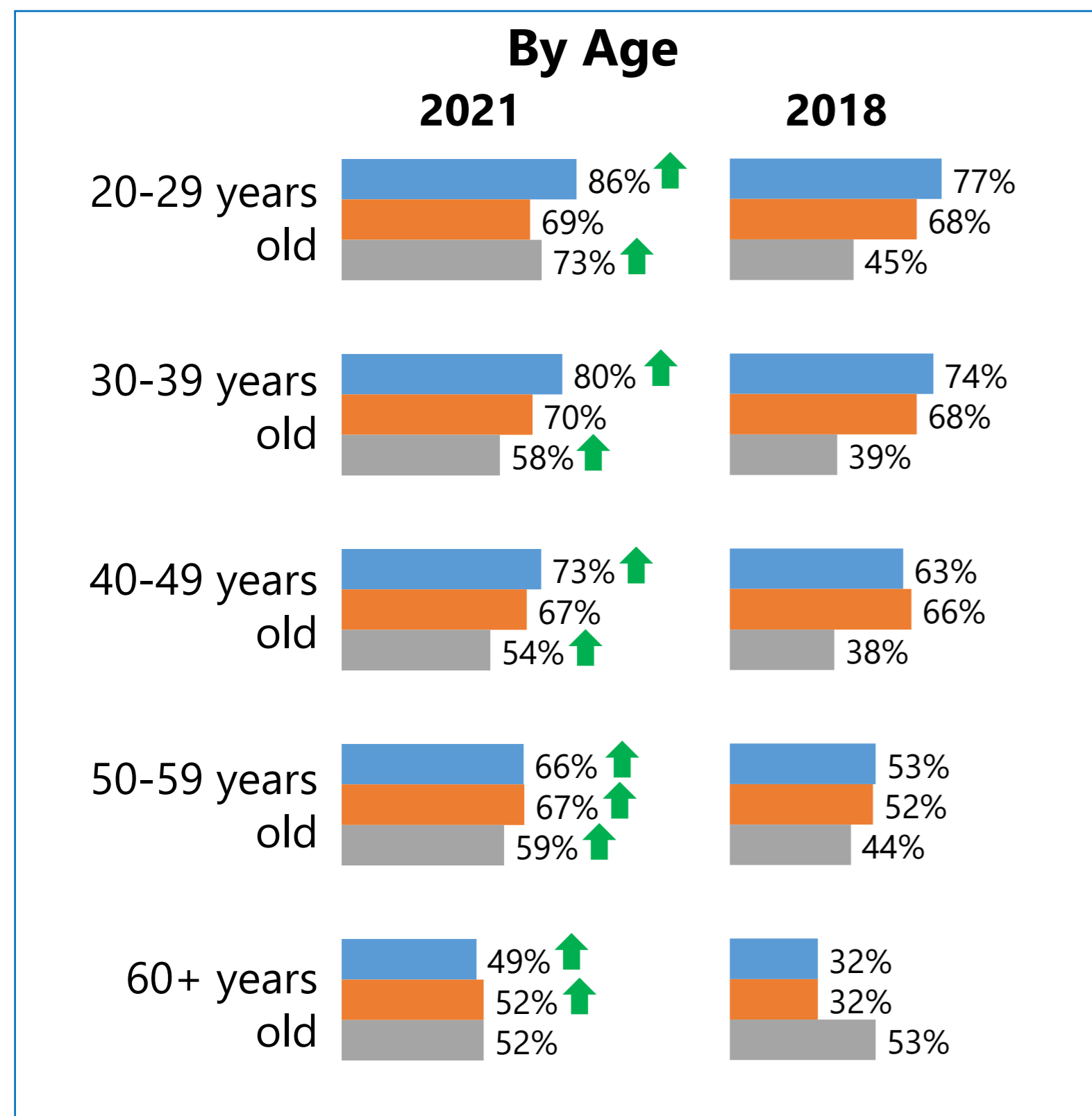
* New option added in 2021

HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- Readers with primary school education or below rely mainly on word of mouth for new reads, while readers with higher educational qualifications use more ways to discover new materials to read.

How adults discover new materials to read

■ Social media ■ Online browsing ■ Word of mouth referrals

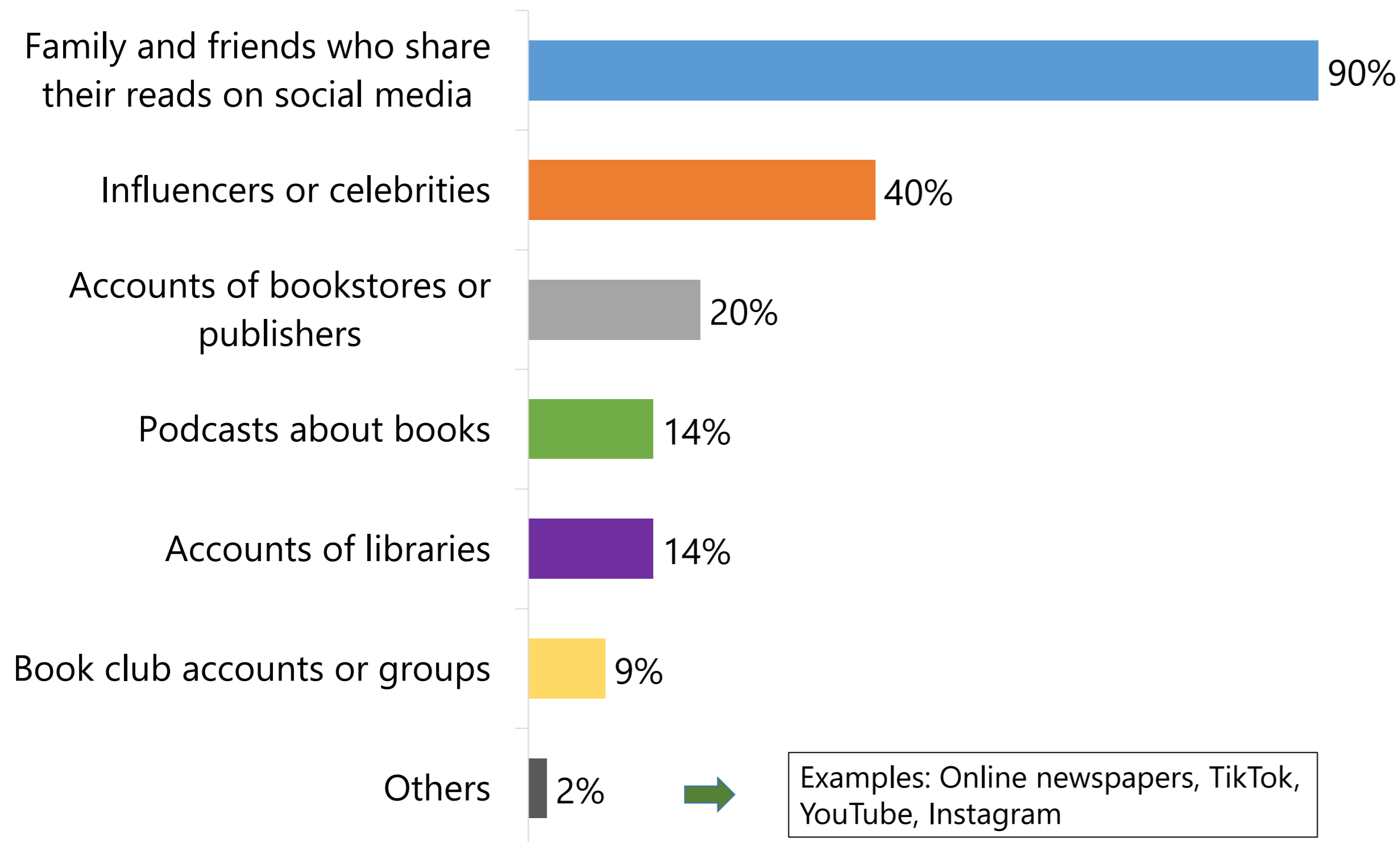


Base: Readers
 2021: 20-29 years old n=464; 30-39 years old n=537; 40-49 years old n=540; 50-59 years old n=530; 60+ years old n=836
 2018: 20-29 years old n=629; 30-39 years old n=684; 40-49 years old n=708; 50-59 years old n=625; 60+ years old n=822
 2021: Primary school or below n=169; Secondary school n=589; Technical / Vocational Training n=107; A-levels / IB n=287; Diploma n=631; Bachelor's Degree n=863; Postgraduate or higher Degree n=262
 2018: Primary school or below n=343; Secondary school n=855; Technical / Vocational Training n=167; A-levels / IB n=208; Diploma n=712; Bachelor's Degree n=914; Postgraduate or higher Degree n=269
 2021: 1 or 2-room HDB n=135; 3-room HDB n=521; 4-room HDB n=881; 5-room / Executive HDB n=766; EC / HUDC n=59; Condominium / Apartment / Private Flat n=377; Private Landed n=163; Others n=5
 2018: 1 or 2-room HDB n=146; 3-room HDB n=547; 4-room HDB n=1173; 5-room / Executive HDB n=903; EC / HUDC n=33; Condominium / Apartment / Private Flat n=437; Private Landed n=229; Others n=0

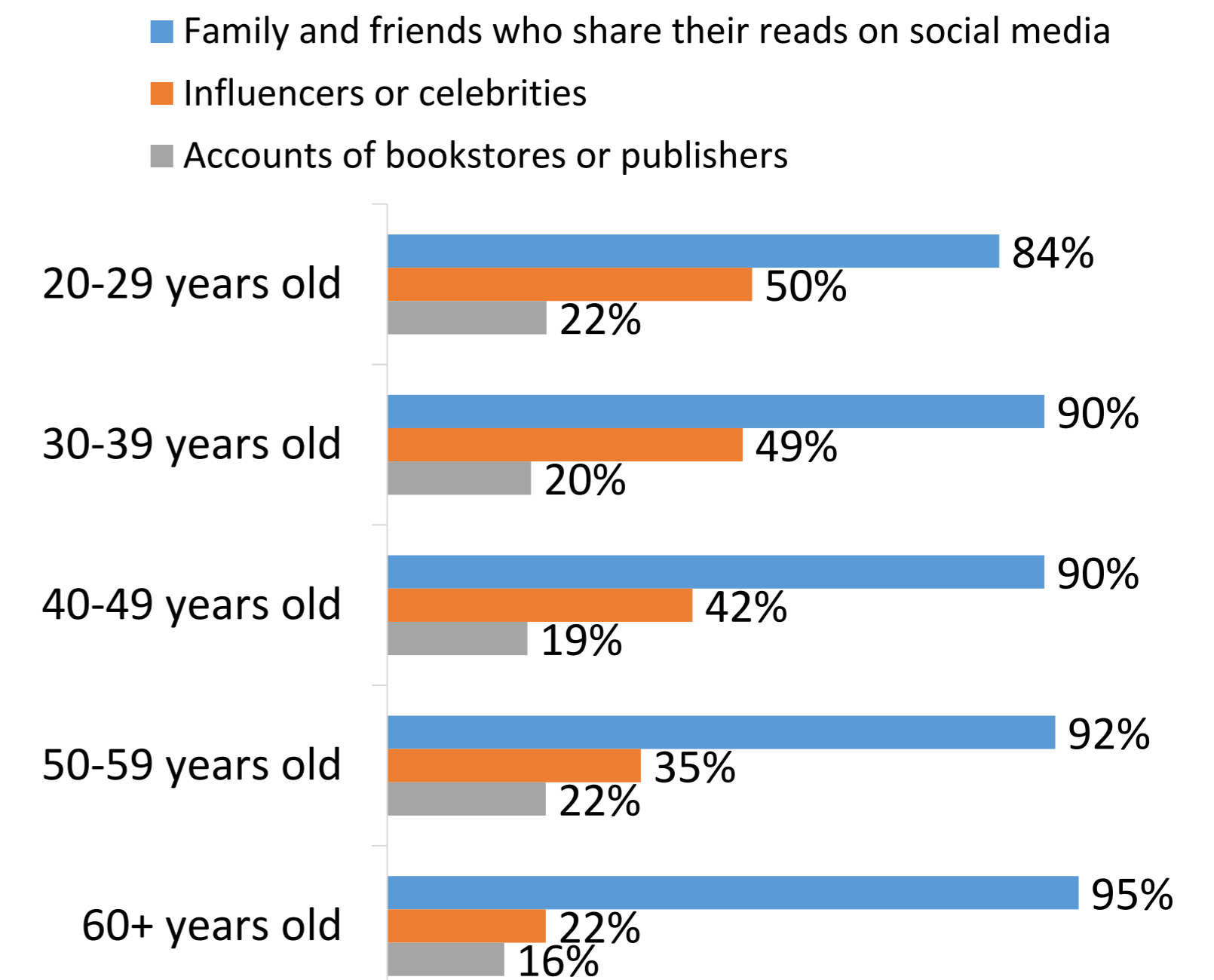
FROM WHAT SOCIAL MEDIA ACCOUNTS DO ADULTS DISCOVER NEW MATERIALS TO READ?

- 9-in-10 adults who discover new materials through social media do so through their network of family and friends (90%).
- Higher proportion of young adults found new reading materials through accounts of influencers or celebrities.

Social media accounts which adults discover new materials



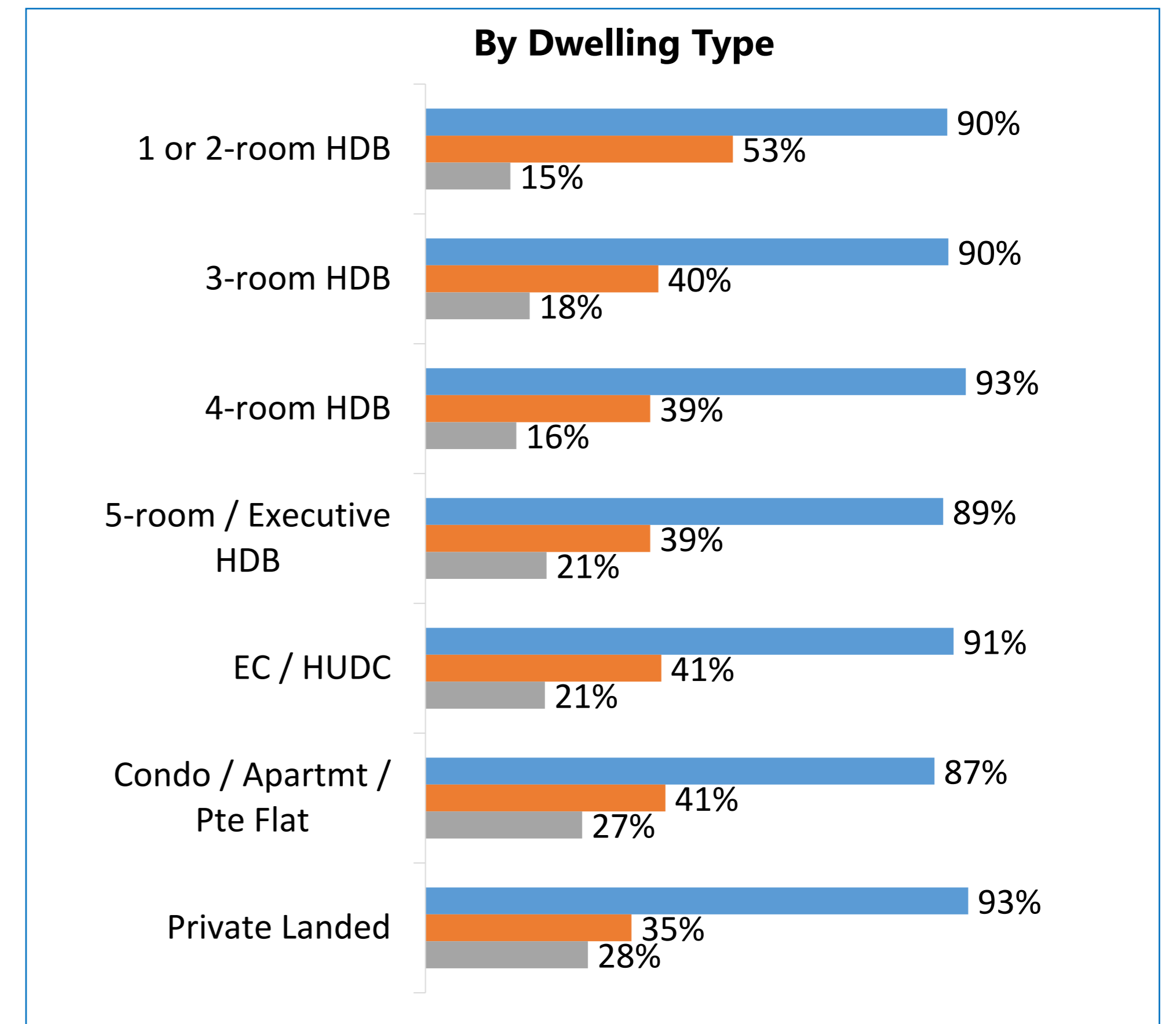
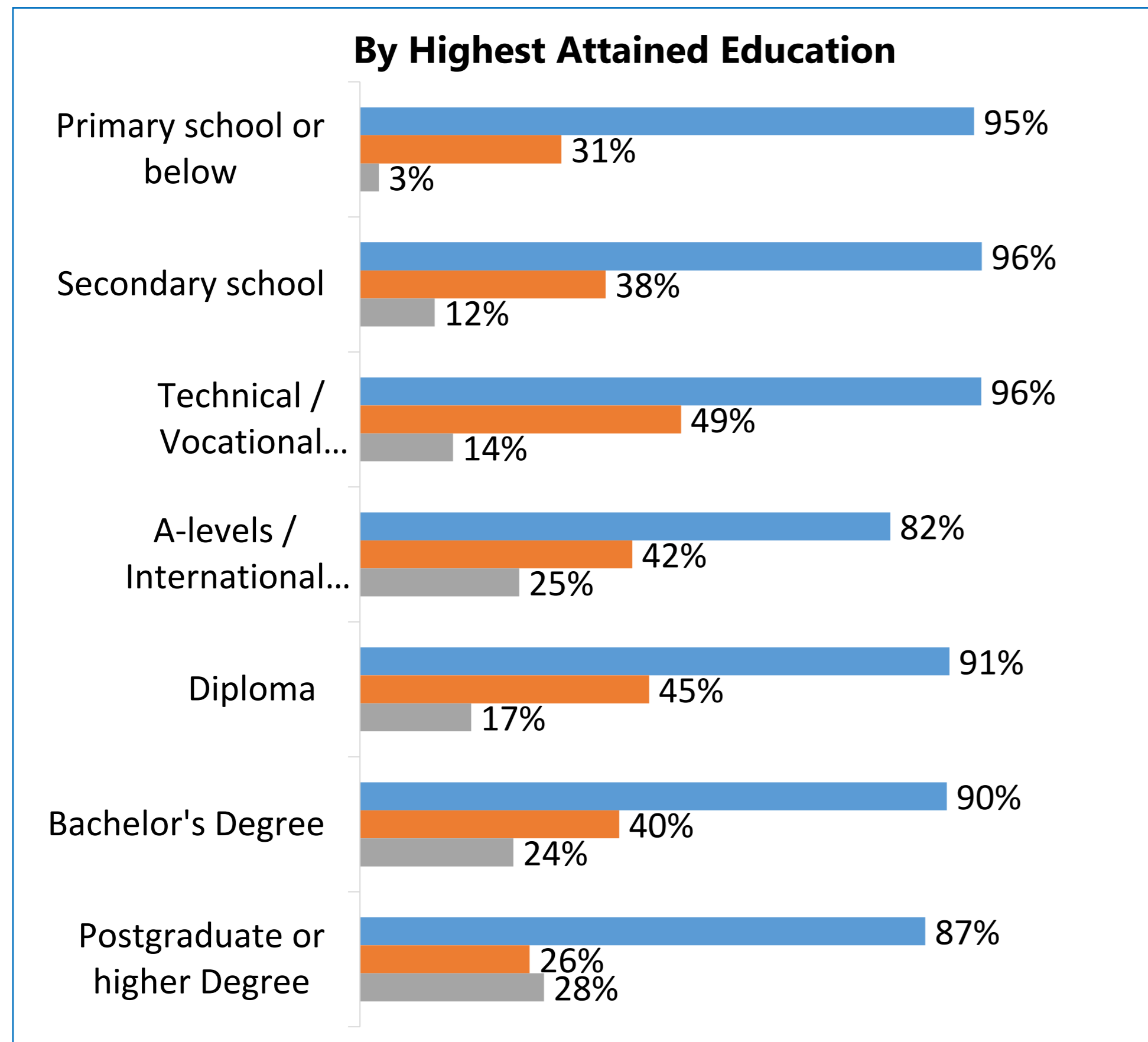
Top social media accounts which adults discover new material by age



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

- More adults with technical training up to Bachelor's Degree discover new reads through accounts of influencers or celebrities compared to those with the lowest or highest education level.

Top social media accounts which adults discover new material



Base: Readers who discover reads through social media (2021 n=1982)

Primary school or below n=50; Secondary school n=338; Technical / Vocational Training n=79; A-levels / IB n=210; Diploma

n=453; Bachelor's Degree n=669; Postgraduate or higher Degree n=183

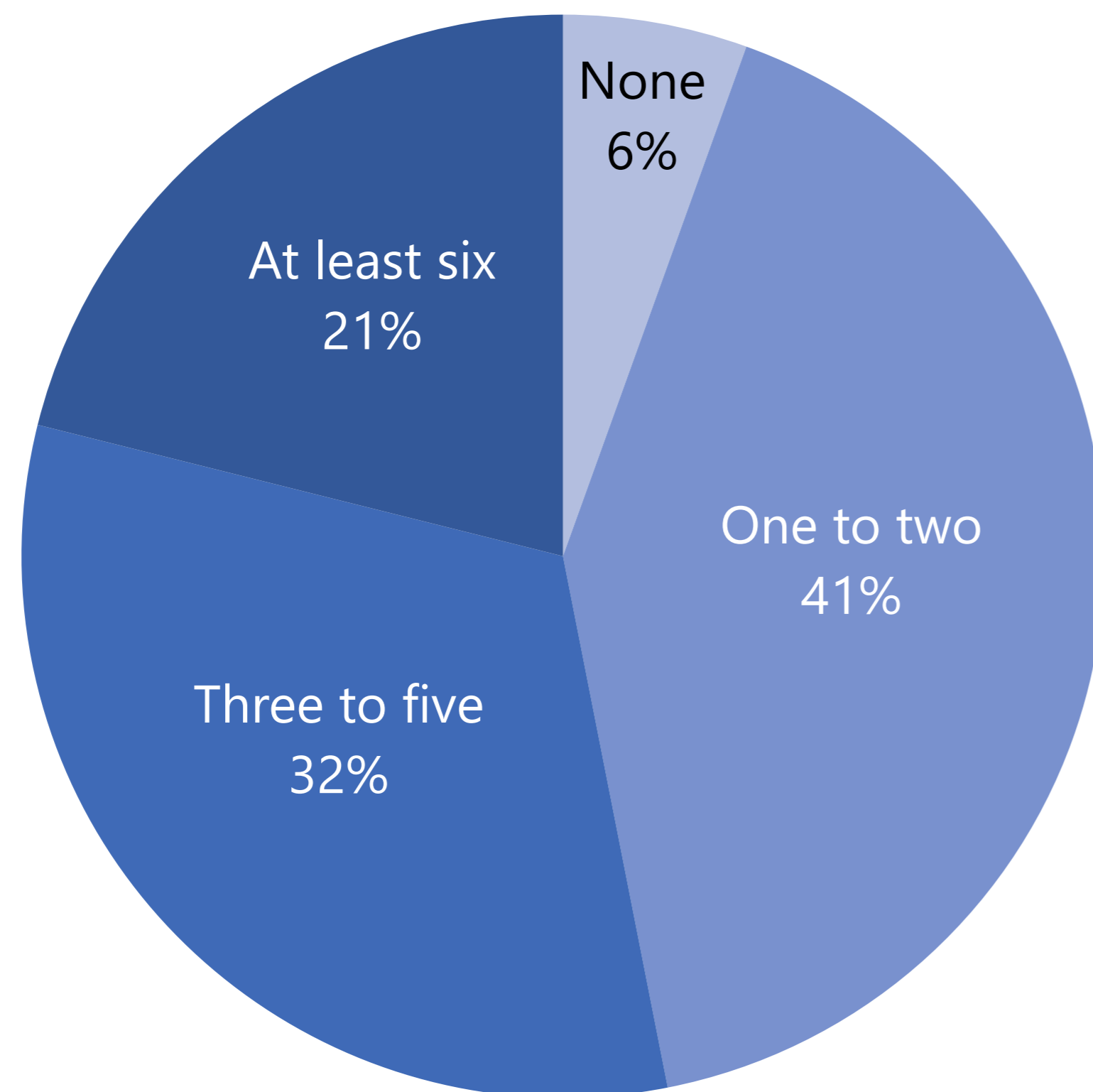
1 or 2-room HDB n=81; 3-room HDB n=309; 4-room HDB n=620; 5-room / Executive HDB n=523; EC / HUDC n=45;

Condominium / Apartment / Private Flat n=279; Private Landed n=121; Others n=4

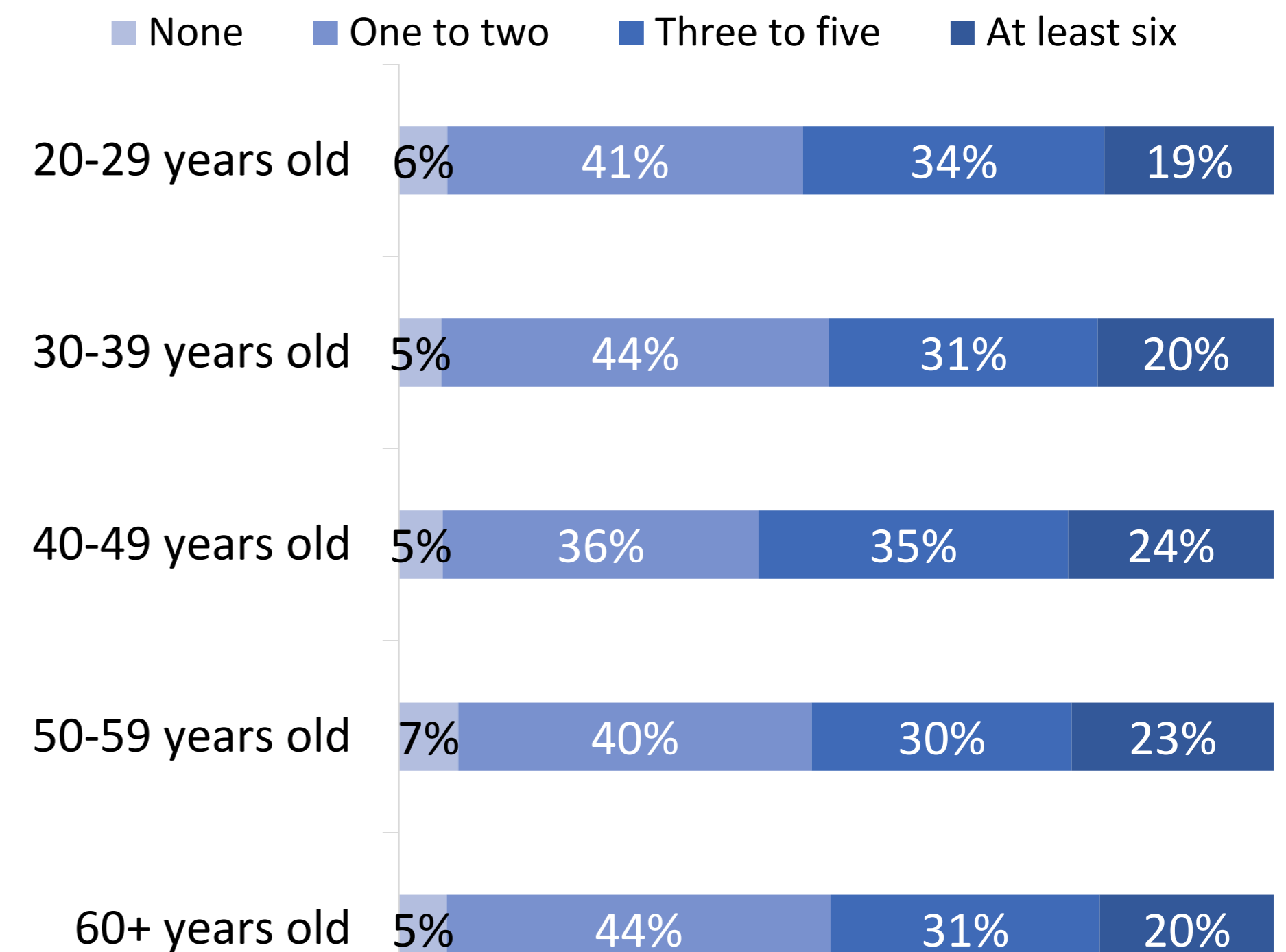
HOW MANY IN SOCIAL CIRCLE READ BOOKS, E-BOOKS AND MAGAZINES?

- Majority of adults have at least one family member or friend who read books and magazines. 41% know of one or two such persons, while 53% have at least three book readers in their social circle.

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 age



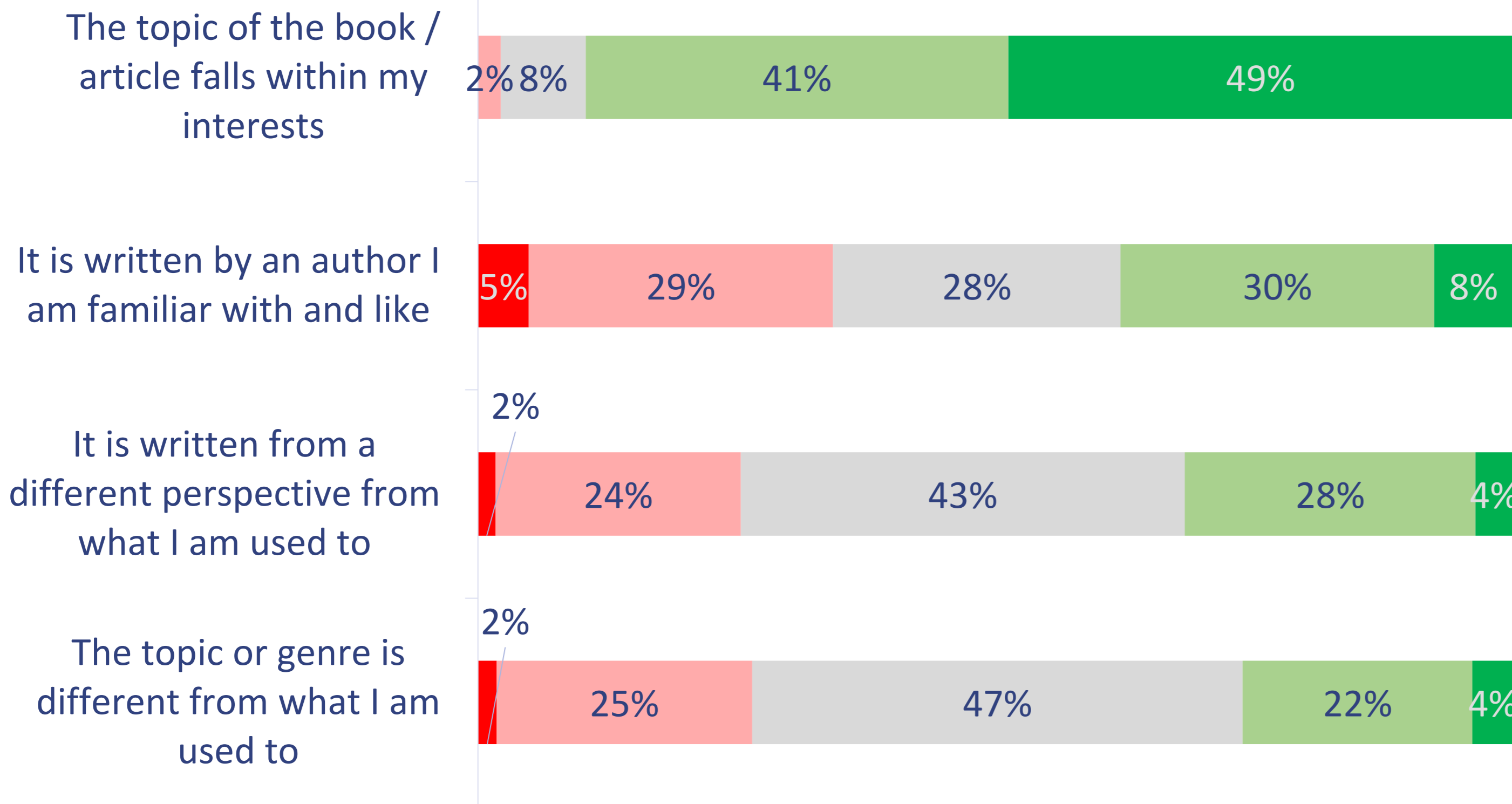
READING PREFERENCES

WHAT DO ADULTS CONSIDER WHEN CHOOSING READS?

- 9-in-10 adults agree that topic is most important when choosing what they read, rather than a familiar author or to obtain different perspectives.
- Higher proportion of those in their 20s say that topic is important.

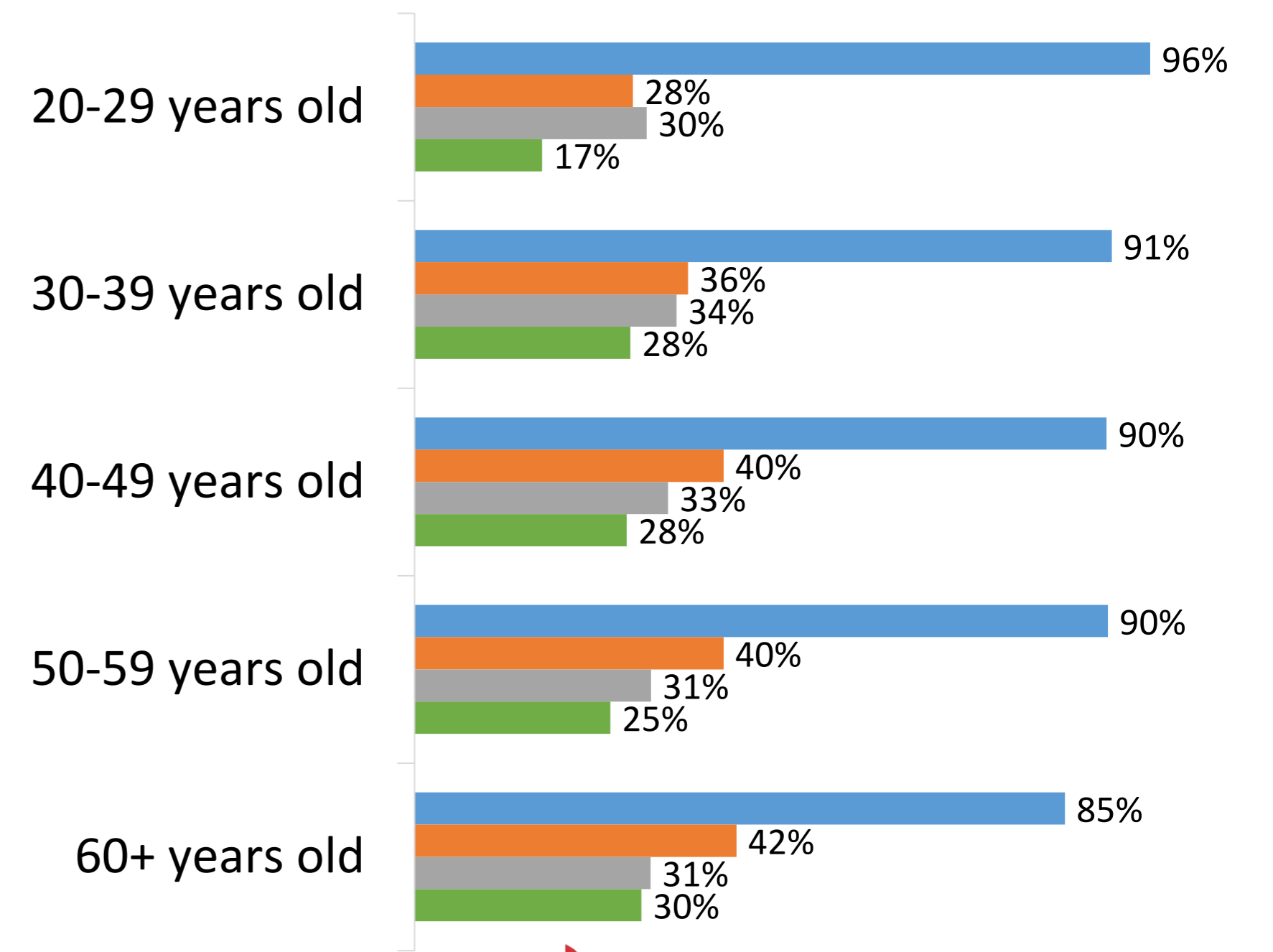
Considerations when choosing materials to read

■ Not Important At All
 ■ Not Important
 ■ Neutral
■ Somewhat Important
 ■ Very Important



Important or Very Important - By age










■ The topic of the book / article falls within my interests
■ It is written by an author I am familiar with and like
■ 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



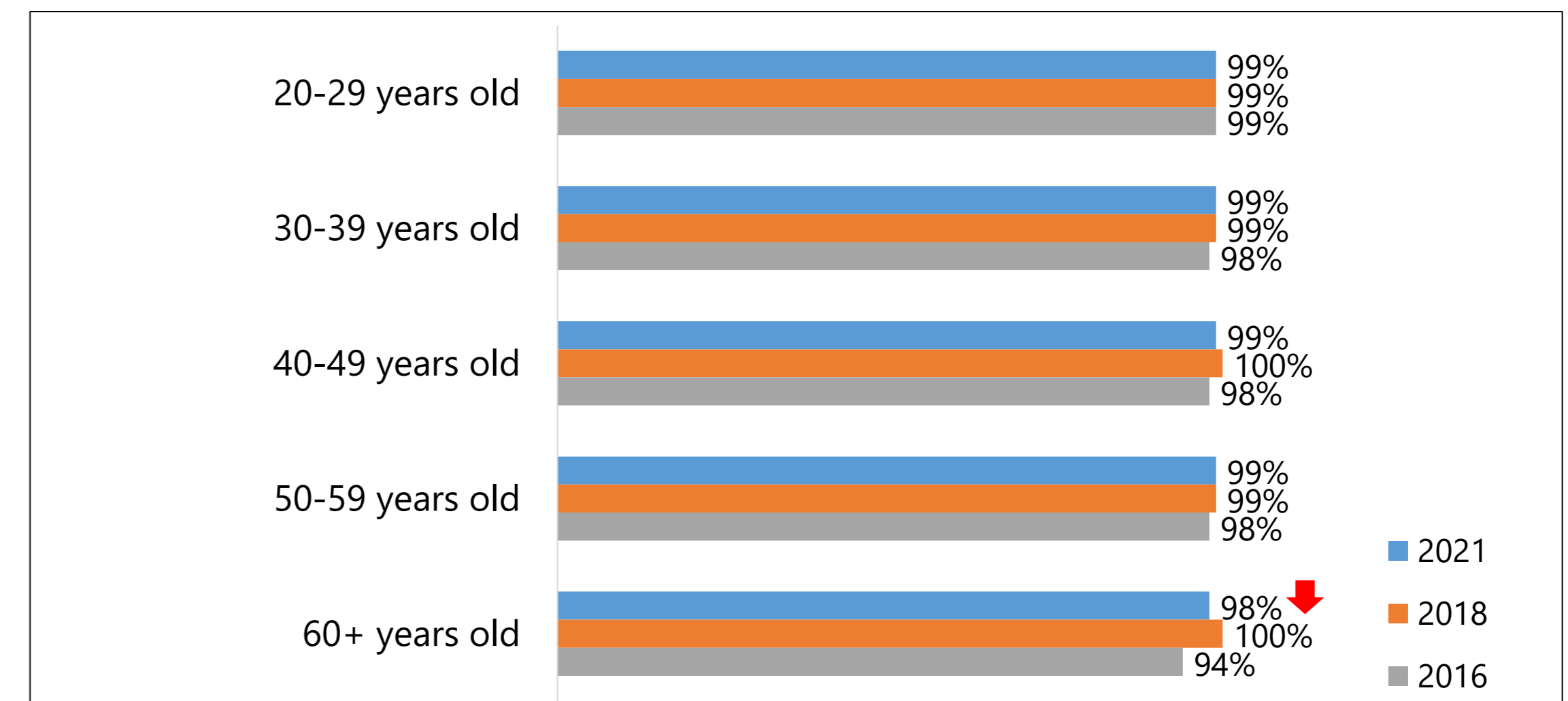
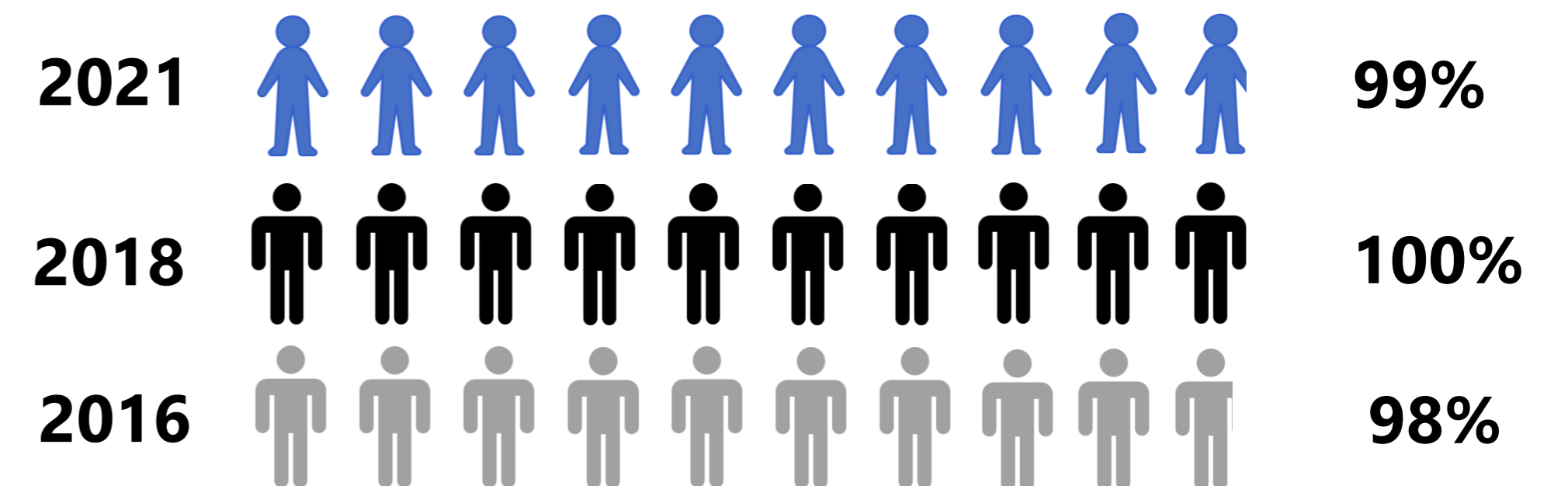
WHAT NON-FICTION TOPICS DO ADULTS LIKE TO READ?

- Majority of adults read non-fiction in 2021, with health, Singapore-related information and politics and current affairs continuing to be the top topics read.
- Significantly more read about self-help and self-improvement in 2021 compared to 2018.

Top non-fiction topics read







































		
Health / Fitness 62% 2018: 57%	Singapore-related Info. 61% 2018: 56%	Politics/Current Affairs 58% 2018: 54%
		
Travel 51% 2018: 52%	Self-help 50% 2018: 39%	Cooking 47% 2018: 40%
		
Business / Finance 38% 2018: 29%	Religion / Spirituality 37% 2018: 32%	History 32% 2018: 29%







































Read non-fiction



WHAT NON-FICTION TOPICS DO MALES READ?







































- Top topics among males in their 20s and 30s are politics and current affairs, Singapore-related information, and business and finance.







































MALES 20-29 YEARS OLD				
Rank	2021		2018	
1	 Politics and current affairs	73%	 Politics and current affairs	57%
2	 Singapore-related information	62%	 Sports	54%
3	 Business and finance	60%	 Singapore-related information	51%
4	 Self-help and self-improvement	58%	 Science and engineering	48%
5	 Health and fitness	53%	 Computer and IT	47%
6	 Sports	49%	 Travel	47%
7	 Computer and IT	45%	 Health and fitness	44%
8	 Travel	41%	 Self-help and self-improvement	38%
9	 History	39%	 History	36%
10	 Science and engineering	38%	 Business and finance	35%
11	 Recreation	35%	 Cooking	27%
12	 Religion and spirituality	30%	 Recreation	27%
13	 Biographies	29%	 Fashion, beauty and grooming	27%
14	 Cooking	27%	 Pets and animals	23%
15	 Love and relationships	27%	 Religion and spirituality	21%
16	 Fashion, beauty and grooming	17%	 Biographies	20%
17	 Arts	14%	 Love and relationships	18%
18	 Pets and animals	14%	 Arts	16%
19	 Family and parenting	11%	 Family and parenting	12%

MALES 30-39 YEARS OLD				
Rank	2021		2018	
1	 Politics and current affairs	63%	 Politics and current affairs	60%
2	 Singapore-related information	60%	 Sports	55%
3	 Business and finance	56%	 Computer and IT	53%
4	 Health and fitness	52%	 Singapore-related information	52%
5	 Sports	51%	 Travel	48%
6	 Travel	51%	 Business and finance	48%
7	 Self-help and self-improvement	49%	 Science and engineering	48%
8	 Computer and IT	44%	 Self-help and self-improvement	40%
9	 History	39%	 History	36%
10	 Science and engineering	37%	 Health and fitness	35%
11	 Cooking	27%	 Family and parenting	31%
12	 Religion and spirituality	26%	 Religion and spirituality	26%
13	 Biographies	24%	 Recreation	21%
14	 Recreation	22%	 Biographies	20%
15	 Family and parenting	22%	 Cooking	20%
16	 Pets and animals	20%	 Pets and animals	18%
17	 Love and relationships	19%	 Fashion, beauty and grooming	15%
18	 Fashion, beauty and grooming	16%	 Arts	13%
19	 Arts	10%	 Love and relationships	13%

WHAT NON-FICTION TOPICS DO MALES READ?







































- The topic of health and fitness is more commonly read among older males in their 40s and 50s.

MALES 40-49 YEARS OLD				
Rank	2021		2018	
1	 Politics and current affairs	63%	 Politics and current affairs	62%
2	 Health and fitness	57%	 Sports	58%
3	 Business and finance	54%	 Singapore-related information	55%
4	 Singapore-related information	54%	 Computer and IT	49%
5	 Sports	54%	 Health and fitness	48%
6	 Travel	53%	 Travel	48%
7	 Self-help and self-improvement	46%	 Business and finance	45%
8	 History	42%	 History	38%
9	 Computer and IT	37%	 Science and engineering	38%
10	 Religion and spirituality	34%	 Self-help and self-improvement	37%
11	 Science and engineering	33%	 Religion and spirituality	29%
12	 Cooking	28%	 Family and parenting	24%
13	 Biographies	26%	 Biographies	22%
14	 Family and parenting	26%	 Recreation	20%
15	 Recreation	23%	 Cooking	19%
16	 Pets and animals	18%	 Pets and animals	14%
17	 Arts	16%	 Arts	10%
18	 Fashion, beauty and grooming	13%	 Fashion, beauty and grooming	9%
19	 Love and relationships	12%	 Love and relationships	7%

MALES 50-59 YEARS OLD				
Rank	2021		2018	
1	 Politics and current affairs	70%	 Politics and current affairs	71%
2	 Singapore-related information	64%	 Singapore-related information	63%
3	 Health and fitness	62%	 Health and fitness	56%
4	 Travel	53%	 Travel	51%
5	 Business and finance	49%	 Sports	51%
6	 Sports	46%	 History	36%
7	 Self-help and self-improvement	45%	 Business and finance	35%
8	 Religion and spirituality	43%	 Religion and spirituality	35%
9	 Computer and IT	40%	 Computer and IT	33%
10	 History	38%	 Self-help and self-improvement	33%
11	 Science and engineering	34%	 Science and engineering	32%
12	 Cooking	27%	 Cooking	21%
13	 Recreation	26%	 Recreation	20%
14	 Biographies	26%	 Biographies	18%
15	 Family and parenting	22%	 Family and parenting	18%
16	 Arts	13%	 Pets and animals	12%
17	 Fashion, beauty and grooming	13%	 Arts	11%
18	 Pets and animals	13%	 Love and relationships	8%
19	 Love and relationships	11%	 Fashion, beauty and grooming	8%

WHAT NON-FICTION TOPICS DO MALES READ?

- Among males aged 60 years and above, the majority read about politics and current affairs, health and fitness, and Singapore-related information.

MALES 60 YEARS AND ABOVE				
Rank	2021		2018	
1	 Politics and current affairs	66%	 Politics and current affairs	77%
2	 Health and fitness	63%	 Singapore-related information	70%
3	 Singapore-related information	56%	 Health and fitness	63%
4	 Sports	44%	 Sports	43%
5	 Travel	44%	 Travel	42%
6	 History	37%	 History	37%
7	 Business and finance	36%	 Business and finance	35%
8	 Self-help and self-improvement	34%	 Religion and spirituality	34%
9	 Religion and spirituality	32%	 Self-help and self-improvement	28%
10	 Recreation	24%	 Science and engineering	23%
11	 Biographies	23%	 Biographies	23%
12	 Computer and IT	23%	 Recreation	20%
13	 Cooking	22%	 Computer and IT	18%
14	 Family and parenting	21%	 Cooking	18%
15	 Science and engineering	20%	 Family and parenting	15%
16	 Pets and animals	13%	 Pets and animals	10%
17	 Arts	12%	 Arts	9%
18	 Fashion, beauty and grooming	8%	 Love and relationships	6%
19	 Love and relationships	7%	 Fashion, beauty and grooming	3%

WHAT NON-FICTION TOPICS DO MALES READ?

- Politics and current affairs, Singapore-related information, and health and fitness are popular topics read by men with secondary school or lower educational qualifications.

MALES – Primary School or Below education				
Rank	2021		2018	
1	Politics and current affairs	52%	Singapore-related information	64%
2	Singapore-related information	48%	Politics and current affairs	62%
3	Health and fitness	37%	Health and fitness	52%
4	Religion and spirituality	33%	Sports	39%
5	Sports	27%	History	32%
6	Travel	20%	Religion and spirituality	28%
7	Cooking	19%	Travel	27%
8	History	19%	Cooking	19%
9	Recreation	18%	Biographies	16%
10	Pets and animals	17%	Self-help and self-improvement	16%
11	Self-help and self-improvement	16%	Pets and animals	11%
12	Family and parenting	15%	Family and parenting	11%
13	Biographies	13%	Recreation	9%
14	Business and finance	12%	Business and finance	9%
15	Fashion, beauty and grooming	10%	Computer and IT	7%
16	Love and relationships	8%	Love and relationships	6%
17	Computer and IT	6%	Science and engineering	6%
18	Science and engineering	5%	Arts	5%
19	Arts	4%	Fashion, beauty and grooming	1%

MALES – Secondary School or ITE education				
Rank	2021		2018	
1	Politics and current affairs	59%	Singapore-related information	62%
2	Health and fitness	56%	Politics and current affairs	61%
3	Singapore-related information	53%	Health and fitness	58%
4	Sports	45%	Sports	58%
5	Travel	40%	Travel	47%
6	History	35%	History	36%
7	Religion and spirituality	31%	Religion and spirituality	34%
8	Self-help and self-improvement	30%	Self-help and self-improvement	28%
9	Business and finance	26%	Business and finance	27%
10	Family and parenting	23%	Computer and IT	25%
11	Cooking	23%	Cooking	25%
12	Recreation	21%	Science and engineering	24%
13	Computer and IT	21%	Family and parenting	23%
14	Biographies	14%	Pets and animals	20%
15	Pets and animals	14%	Recreation	20%
16	Fashion, beauty and grooming	12%	Biographies	17%
17	Arts	12%	Fashion, beauty and grooming	13%
18	Science and engineering	10%	Arts	11%
19	Love and relationships	8%	Love and relationships	10%

WHAT NON-FICTION TOPICS DO MALES READ?

- A higher proportion of males with at least A-levels qualifications read a more diverse range of topics, including business and finance, travel, and self-help and self-improvement.

MALES – A-levels, Diploma or International Baccalaureate				
Rank	2021		2018	
1	Politics and current affairs	69%	Politics and current affairs	65%
2	Singapore-related information	61%	Singapore-related information	56%
3	Health and fitness	57%	Sports	54%
4	Sports	51%	Travel	50%
5	Travel	51%	Health and fitness	48%
6	Business and finance	51%	Computer and IT	47%
7	Self-help and self-improvement	48%	Science and engineering	40%
8	Computer and IT	42%	Self-help and self-improvement	37%
9	History	40%	History	36%
10	Religion and spirituality	37%	Business and finance	35%
11	Science and engineering	35%	Religion and spirituality	25%
12	Recreation	30%	Recreation	24%
13	Biographies	29%	Cooking	20%
14	Cooking	28%	Biographies	19%
15	Family and parenting	20%	Pets and animals	17%
16	Love and relationships	19%	Family and parenting	17%
17	Pets and animals	17%	Fashion, beauty and grooming	16%
18	Fashion, beauty and grooming	16%	Arts	14%
19	Arts	13%	Love and relationships	12%

MALES – University degrees				
Rank	2021		2018	
1	Politics and current affairs	71%	Politics and current affairs	72%
2	Business and finance	65%	Business and finance	60%
3	Singapore-related information	62%	Singapore-related information	58%
4	Health and fitness	62%	Science and engineering	51%
5	Self-help and self-improvement	54%	Computer and IT	50%
6	Travel	52%	Travel	49%
7	Sports	50%	Sports	47%
8	Computer and IT	44%	Health and fitness	45%
9	History	42%	Self-help and self-improvement	43%
10	Science and engineering	42%	History	38%
11	Religion and spirituality	30%	Religion and spirituality	29%
12	Biographies	30%	Biographies	27%
13	Recreation	26%	Recreation	25%
14	Cooking	26%	Family and parenting	21%
15	Family and parenting	20%	Cooking	18%
16	Love and relationships	15%	Arts	12%
17	Arts	15%	Fashion, beauty and grooming	11%
18	Pets and animals	15%	Love and relationships	10%
19	Fashion, beauty and grooming	12%	Pets and animals	10%

WHAT NON-FICTION TOPICS DO FEMALES READ?







































- Among younger females, more read about self-help and self-improvement in 2021 compared to 2018. Singapore-related information remains a top topic as well.







































FEMALES 20-29 YEARS OLD				
Rank	2021		2018	
1	Singapore-related information	68%	Travel	59%
2	Self-help and self-improvement	67%	Fashion, beauty and grooming	57%
3	Politics and current affairs	59%	Self-help and self-improvement	52%
4	Fashion, beauty and grooming	49%	Singapore-related information	45%
5	Health and fitness	46%	Health and fitness	41%
6	Travel	46%	Love and relationships	39%
7	Love and relationships	42%	Politics and current affairs	38%
8	Cooking	40%	Cooking	34%
9	Business and finance	38%	Arts	31%
10	Arts	34%	Pets and animals	26%
11	History	32%	Family and parenting	25%
12	Pets and animals	27%	History	25%
13	Recreation	27%	Sports	24%
14	Religion and spirituality	24%	Business and finance	24%
15	Biographies	23%	Recreation	24%
16	Sports	19%	Religion and spirituality	22%
17	Science and engineering	16%	Biographies	17%
18	Family and parenting	14%	Science and engineering	16%
19	Computer and IT	13%	Computer and IT	14%

FEMALES 30-39 YEARS OLD				
Rank	2021		2018	
1	Health and fitness	64%	Family and parenting	62%
2	Self-help and self-improvement	59%	Travel	60%
3	Cooking	56%	Fashion, beauty and grooming	57%
4	Singapore-related information	55%	Health and fitness	56%
5	Travel	53%	Cooking	54%
6	Fashion, beauty and grooming	52%	Self-help and self-improvement	48%
7	Family and parenting	50%	Singapore-related information	48%
8	Politics and current affairs	44%	Politics and current affairs	40%
9	Love and relationships	39%	Love and relationships	30%
10	Religion and spirituality	37%	Religion and spirituality	29%
11	Business and finance	30%	Arts	24%
12	History	27%	Recreation	23%
13	Pets and animals	27%	History	23%
14	Arts	26%	Business and finance	22%
15	Recreation	25%	Pets and animals	22%
16	Biographies	23%	Sports	17%
17	Sports	18%	Biographies	16%
18	Science and engineering	16%	Computer and IT	15%
19	Computer and IT	15%	Science and engineering	14%

WHAT NON-FICTION TOPICS DO FEMALES READ?







































- Health and fitness, cooking and Singapore-related information remain the top topics read by females in their 40s and 50s.

FEMALES 40-49 YEARS OLD				
Rank	2021		2018	
1	 Health and fitness	68%	 Health and fitness	68%
2	 Cooking	67%	 Cooking	63%
3	 Singapore-related information	61%	 Family and parenting	60%
4	 Self-help and self-improvement	59%	 Travel	59%
5	 Travel	58%	 Fashion, beauty and grooming	54%
6	 Family and parenting	51%	 Singapore-related information	50%
7	 Politics and current affairs	49%	 Self-help and self-improvement	47%
8	 Fashion, beauty and grooming	48%	 Politics and current affairs	41%
9	 Religion and spirituality	41%	 Religion and spirituality	37%
10	 Recreation	36%	 Love and relationships	30%
11	 Love and relationships	33%	 Recreation	27%
12	 History	28%	 Arts	25%
13	 Business and finance	28%	 Sports	24%
14	 Biographies	28%	 History	23%
15	 Arts	27%	 Business and finance	20%
16	 Pets and animals	20%	 Biographies	20%
17	 Sports	18%	 Science and engineering	15%
18	 Computer and IT	15%	 Pets and animals	15%
19	 Science and engineering	13%	 Computer and IT	11%

FEMALES 50-59 YEARS OLD				
Rank	2021		2018	
1	 Health and fitness	73%	 Health and fitness	75%
2	 Cooking	71%	 Cooking	66%
3	 Singapore-related information	63%	 Singapore-related information	58%
4	 Travel	56%	 Travel	57%
5	 Politics and current affairs	53%	 Politics and current affairs	48%
6	 Self-help and self-improvement	52%	 Fashion, beauty and grooming	47%
7	 Religion and spirituality	49%	 Religion and spirituality	44%
8	 Fashion, beauty and grooming	44%	 Self-help and self-improvement	41%
9	 Family and parenting	40%	 Family and parenting	38%
10	 Business and finance	29%	 Recreation	25%
11	 Recreation	26%	 Love and relationships	24%
12	 Arts	24%	 History	23%
13	 Biographies	24%	 Business and finance	22%
14	 Love and relationships	23%	 Sports	22%
15	 Sports	21%	 Biographies	21%
16	 History	21%	 Arts	18%
17	 Pets and animals	21%	 Pets and animals	14%
18	 Computer and IT	12%	 Computer and IT	12%
19	 Science and engineering	8%	 Science and engineering	11%







































WHAT NON-FICTION TOPICS DO FEMALES READ?







































- Most females aged 60 and above read about cooking, health and fitness, and Singapore-related information, similar to 2018.

FEMALES 60 YEARS AND ABOVE				
Rank	2021		2018	
1	 Cooking	73%	 Health and fitness	75%
2	 Health and fitness	71%	 Cooking	66%
3	 Singapore-related information	66%	 Singapore-related information	66%
4	 Travel	54%	 Politics and current affairs	48%
5	 Politics and current affairs	51%	 Travel	45%
6	 Religion and spirituality	47%	 Religion and spirituality	42%
7	 Self-help and self-improvement	43%	 Family and parenting	34%
8	 Family and parenting	38%	 Fashion, beauty and grooming	30%
9	 Fashion, beauty and grooming	33%	 Self-help and self-improvement	27%
10	 Biographies	28%	 History	24%
11	 Recreation	28%	 Recreation	22%
12	 History	27%	 Biographies	17%
13	 Arts	23%	 Sports	15%
14	 Business and finance	20%	 Pets and animals	14%
15	 Love and relationships	17%	 Business and finance	13%
16	 Sports	16%	 Arts	12%
17	 Pets and animals	16%	 Love and relationships	10%
18	 Computer and IT	12%	 Computer and IT	8%
19	 Science and engineering	8%	 Science and engineering	4%

WHAT NON-FICTION TOPICS DO FEMALES READ?

- Females with secondary school or lower educational qualifications mostly read about cooking, health and fitness and Singapore-related information.

FEMALES – Primary School or Below education				
Rank	2021		2018	
1	 Cooking	69%	 Cooking	69%
2	 Singapore-related information	44%	 Health and fitness	67%
3	 Health and fitness	43%	 Singapore-related information	57%
4	 Politics and current affairs	38%	 Politics and current affairs	35%
5	 Family and parenting	34%	 Family and parenting	34%
6	 Religion and spirituality	33%	 Travel	31%
7	 Fashion, beauty and grooming	24%	 Religion and spirituality	30%
8	 Travel	22%	 Fashion, beauty and grooming	26%
9	 History	15%	 History	17%
10	 Love and relationships	14%	 Sports	15%
11	 Self-help and self-improvement	13%	 Pets and animals	14%
12	 Recreation	12%	 Self-help and self-improvement	14%
13	 Biographies	12%	 Recreation	13%
14	 Pets and animals	12%	 Love and relationships	12%
15	 Sports	11%	 Arts	10%
16	 Arts	6%	 Biographies	9%
17	 Science and engineering	3%	 Business and finance	3%
18	 Business and finance	1%	 Computer and IT	3%
19	 Computer and IT	1%	 Science and engineering	3%

FEMALES – Secondary School or ITE education				
Rank	2021		2018	
1	 Cooking	72%	 Health and fitness	65%
2	 Health and fitness	68%	 Cooking	64%
3	 Singapore-related information	60%	 Travel	53%
4	 Travel	52%	 Singapore-related information	52%
5	 Fashion, beauty and grooming	46%	 Fashion, beauty and grooming	49%
6	 Religion and spirituality	44%	 Family and parenting	40%
7	 Family and parenting	44%	 Politics and current affairs	35%
8	 Politics and current affairs	42%	 Religion and spirituality	35%
9	 Self-help and self-improvement	35%	 Self-help and self-improvement	32%
10	 Love and relationships	24%	 Recreation	20%
11	 History	23%	 History	20%
12	 Recreation	23%	 Love and relationships	20%
13	 Pets and animals	21%	 Pets and animals	17%
14	 Sports	19%	 Sports	17%
15	 Biographies	18%	 Arts	16%
16	 Arts	17%	 Biographies	14%
17	 Business and finance	13%	 Business and finance	11%
18	 Computer and IT	8%	 Computer and IT	10%
19	 Science and engineering	5%	 Science and engineering	6%

WHAT NON-FICTION TOPICS DO FEMALES READ?

- Compared to females with secondary school or lower educational qualifications, a higher proportion of females with at least A-levels read more topics, including about self-help and self-improvement, politics and current affairs and travel.

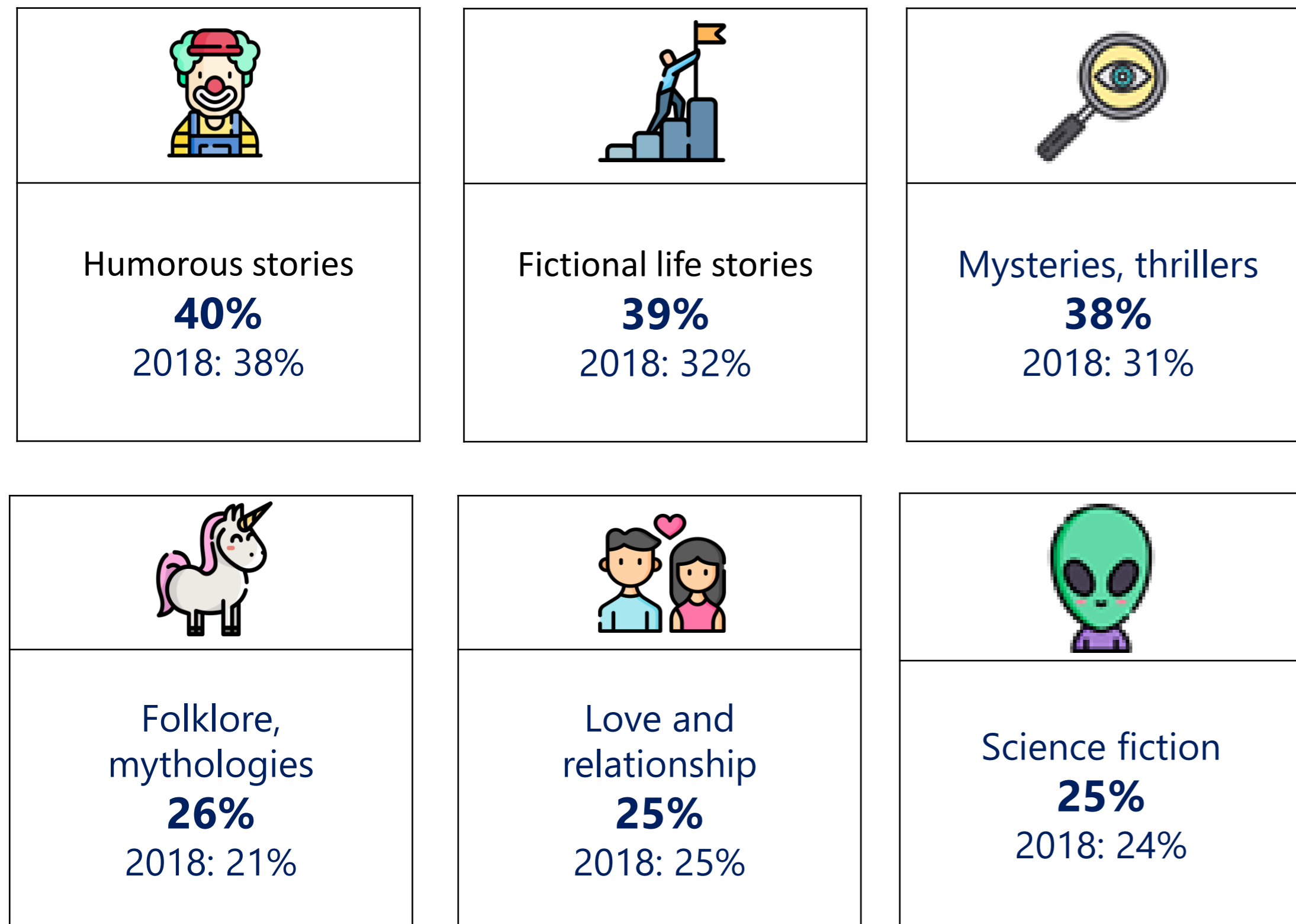
FEMALES – A-levels, Diploma or International Baccalaureate				
Rank	2021		2018	
1	Health and fitness	65%	Health and fitness	63%
2	Singapore-related information	64%	Travel	59%
3	Self-help and self-improvement	62%	Cooking	56%
4	Cooking	61%	Fashion, beauty and grooming	54%
5	Politics and current affairs	53%	Self-help and self-improvement	53%
6	Travel	53%	Singapore-related information	52%
7	Fashion, beauty and grooming	48%	Family and parenting	47%
8	Religion and spirituality	41%	Politics and current affairs	43%
9	Family and parenting	36%	Religion and spirituality	40%
10	Arts	31%	Love and relationships	31%
11	Love and relationships	31%	Recreation	30%
12	Recreation	29%	Arts	28%
13	Business and finance	28%	History	26%
14	History	27%	Sports	24%
15	Biographies	23%	Business and finance	24%
16	Pets and animals	21%	Biographies	22%
17	Sports	18%	Pets and animals	22%
18	Computer and IT	12%	Computer and IT	16%
19	Science and engineering	12%	Science and engineering	15%

FEMALES – University degrees				
Rank	2021		2018	
1	Health and fitness	70%	Travel	64%
2	Self-help and self-improvement	68%	Health and fitness	62%
3	Singapore-related information	68%	Singapore-related information	55%
4	Travel	62%	Self-help and self-improvement	55%
5	Cooking	60%	Politics and current affairs	54%
6	Politics and current affairs	58%	Family and parenting	51%
7	Business and finance	43%	Fashion, beauty and grooming	51%
8	Fashion, beauty and grooming	42%	Cooking	50%
9	Religion and spirituality	41%	Religion and spirituality	33%
10	Family and parenting	40%	Love and relationships	32%
11	Biographies	35%	Business and finance	32%
12	Recreation	35%	Recreation	27%
13	Love and relationships	32%	History	27%
14	Arts	32%	Arts	26%
15	History	31%	Biographies	22%
16	Pets and animals	23%	Sports	22%
17	Sports	19%	Science and engineering	19%
18	Computer and IT	19%	Pets and animals	17%
19	Science and engineering	18%	Computer and IT	14%

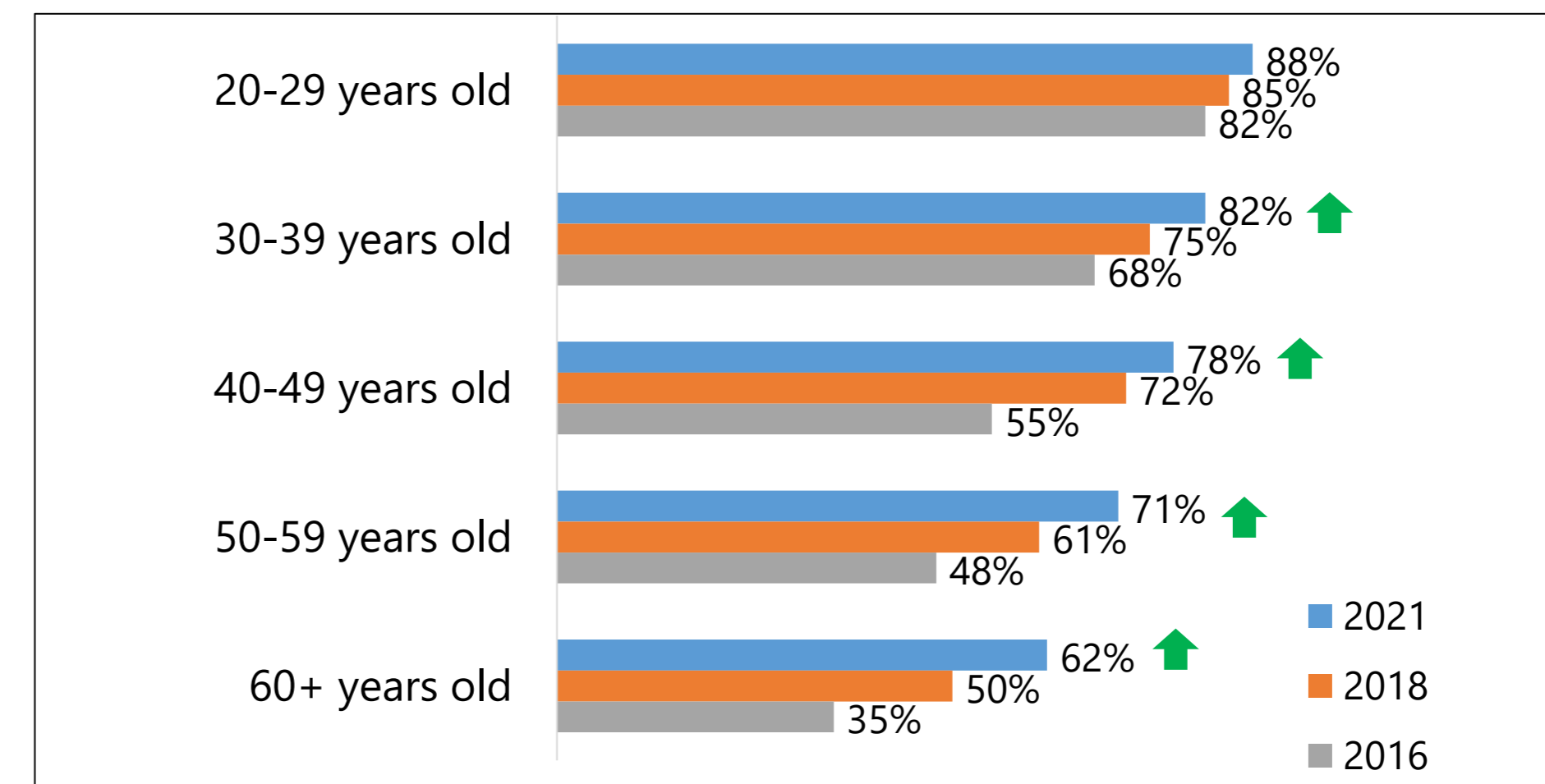
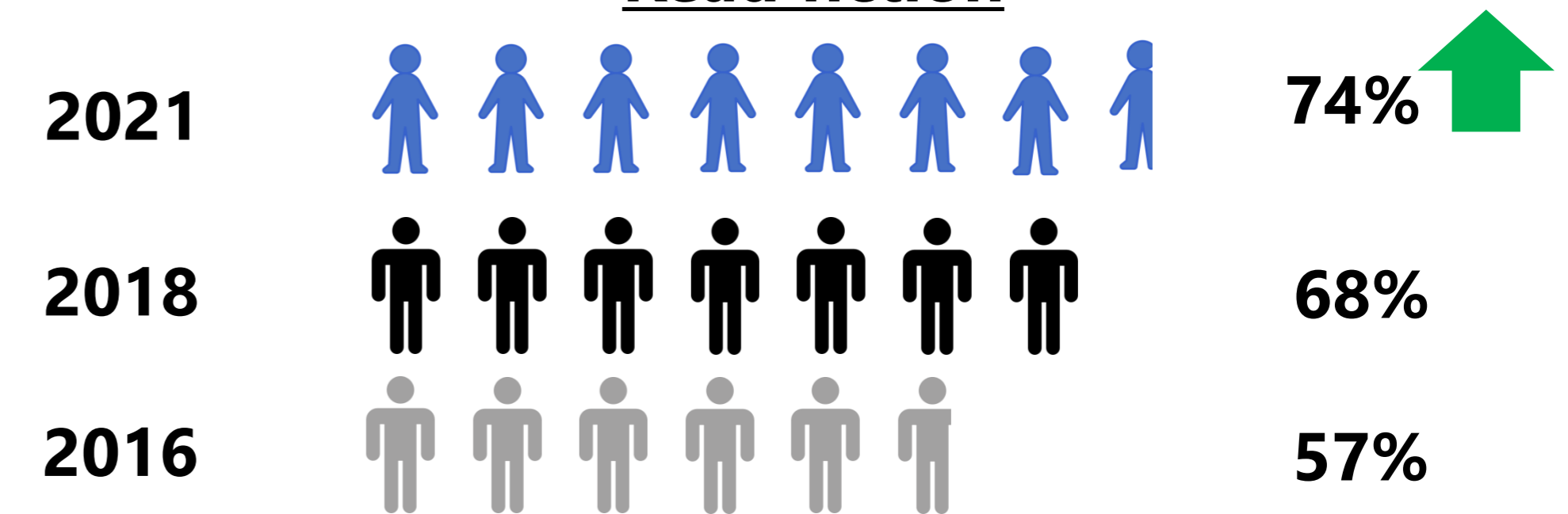
WHAT FICTION GENRES DO ADULTS LIKE TO READ?

- More adults of all ages read fiction in 2021 compared to 2018.
- Higher proportion of adults in their 20s and 30s read fiction compared to older adults.
- Top fiction genres continue to be humorous stories and jokes, fictional life stories, as well as mysteries and thrillers.

Top fiction genres read











































Read fiction



WHAT FICTION GENRES DO MALES READ?





















- The top fiction genres among males in their 20s continue to be science fiction, mysteries and thrillers, fictional life stories, as well as graphic novels, comics and manga.





















MALES 20-29 YEARS OLD				
Rank	2021		2018	
1	 Science fiction	48%	 Humorous stories and jokes	45%
2	 Fictional life stories	44%	 Science fiction	44%
3	 Graphic novels, comics and manga	42%	 Mysteries, thrillers, crime and detective stories	41%
4	 Mysteries, thrillers, crime and detective stories	42%	 Graphic novels, comics and manga	37%
5	 Humorous stories and jokes	39%	 Fictional life stories	37%
6	 Fantasy	38%	 Fantasy	35%
7	 Folklore and mythologies	31%	 Horror	27%
8	 Horror	22%	 Folklore and mythologies	23%
9	 Love and relationship fiction	21%	 Love and relationship fiction	19%
10	 Poetry and plays	15%	 Poetry and plays	9%

MALES 30-39 YEARS OLD				
Rank	2021		2018	
1	 Mysteries, thrillers, crime and detective stories	43%	 Science fiction	43%
2	 Science fiction	41%	 Humorous stories and jokes	40%
3	 Humorous stories and jokes	39%	 Mysteries, thrillers, crime and detective stories	30%
4	 Fictional life stories	37%	 Fictional life stories	28%
5	 Graphic novels, comics and manga	33%	 Fantasy	26%
6	 Fantasy	32%	 Horror	23%
7	 Folklore and mythologies	28%	 Graphic novels, comics and manga	23%
8	 Horror	21%	 Folklore and mythologies	21%
9	 Love and relationship fiction	13%	 Love and relationship fiction	14%
10	 Poetry and plays	5%	 Poetry and plays	7%

WHAT FICTION GENRES DO MALES READ?





















- Humorous stories and jokes, mysteries and thrillers, and science fiction are the top fiction genres read by both males in their 40s and 50s, similar to 2018.

MALES 40-49 YEARS OLD				
Rank	2021		2018	
1	 Humorous stories and jokes	41%	 Humorous stories and jokes	37%
2	 Mysteries, thrillers, crime and detective stories	36%	 Science fiction	32%
3	 Science fiction	35%	 Mysteries, thrillers, crime and detective stories	29%
4	 Fictional life stories	34%	 Fictional life stories	28%
5	 Folklore and mythologies	28%	 Folklore and mythologies	22%
6	 Horror	24%	 Fantasy	18%
7	 Graphic novels, comics and manga	23%	 Graphic novels, comics and manga	17%
8	 Fantasy	19%	 Horror	15%
9	 Love and relationship fiction	12%	 Love and relationship fiction	10%
10	 Poetry and plays	6%	 Poetry and plays	6%

MALES 50-59 YEARS OLD				
Rank	2021		2018	
1	 Humorous stories and jokes	36%	 Humorous stories and jokes	37%
2	 Mysteries, thrillers, crime and detective stories	34%	 Mysteries, thrillers, crime and detective stories	25%
3	 Science fiction	31%	 Fictional life stories	24%
4	 Fictional life stories	29%	 Science fiction	22%
5	 Folklore and mythologies	24%	 Folklore and mythologies	18%
6	 Graphic novels, comics and manga	16%	 Horror	17%
7	 Horror	15%	 Fantasy	13%
8	 Fantasy	13%	 Graphic novels, comics and manga	9%
9	 Love and relationship fiction	10%	 Love and relationship fiction	9%
10	 Poetry and plays	6%	 Poetry and plays	6%





















WHAT FICTION GENRES DO MALES READ?





















- Humorous stories and jokes, mysteries and thrillers, and fictional life stories are the top fiction genres read by males 60 years old and above.

MALES 60+ YEARS OLD				
Rank	2021		2018	
1	 Humorous stories and jokes	32%	 Humorous stories and jokes	29%
2	 Mysteries, thrillers, crime and detective stories	26%	 Folklore and mythologies	21%
3	 Fictional life stories	25%	 Mysteries, thrillers, crime and detective stories	19%
4	 Folklore and mythologies	19%	 Fictional life stories	19%
5	 Science fiction	18%	 Science fiction	19%
6	 Horror	11%	 Horror	11%
7	 Love and relationship fiction	8%	 Love and relationship fiction	8%
8	 Fantasy	7%	 Fantasy	8%
9	 Graphic novels, comics and manga	7%	 Graphic novels, comics and manga	8%
10	 Poetry and plays	5%	 Poetry and plays	4%

WHAT FICTION GENRES DO FEMALES READ?















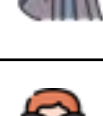

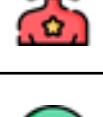



- Fictional life stories, love and relationship fiction, and mysteries and thrillers are favourite reads among females in their 20s and 30s.














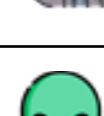




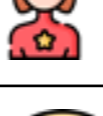

FEMALES 20-29 YEARS OLD				
Rank	2021		2018	
1	 Fictional life stories	59%	 Love and relationship fiction	55%
2	 Love and relationship fiction	57%	 Mysteries, thrillers, crime and detective stories	50%
3	 Mysteries, thrillers, crime and detective stories	50%	 Fictional life stories	47%
4	 Fantasy	42%	 Humorous stories and jokes	45%
5	 Graphic novels, comics and manga	37%	 Horror	35%
6	 Humorous stories and jokes	36%	 Fantasy	34%
7	 Folklore and mythologies	32%	 Science fiction	29%
8	 Science fiction	32%	 Folklore and mythologies	25%
9	 Horror	26%	 Graphic novels, comics and manga	24%
10	 Poetry and plays	19%	 Poetry and plays	16%

FEMALES 30-39 YEARS OLD				
Rank	2021		2018	
1	 Fictional life stories	47%	 Love and relationship fiction	44%
2	 Humorous stories and jokes	45%	 Humorous stories and jokes	38%
3	 Love and relationship fiction	44%	 Fictional life stories	38%
4	 Mysteries, thrillers, crime and detective stories	42%	 Mysteries, thrillers, crime and detective stories	34%
5	 Fantasy	29%	 Fantasy	22%
6	 Folklore and mythologies	25%	 Horror	22%
7	 Horror	25%	 Science fiction	20%
8	 Science fiction	25%	 Folklore and mythologies	19%
9	 Graphic novels, comics and manga	20%	 Graphic novels, comics and manga	17%
10	 Poetry and plays	10%	 Poetry and plays	13%

WHAT FICTION GENRES DO FEMALES READ?





















- For females in their 40s and 50s, fictional life stories, humorous stories and jokes, and mysteries and thrillers are the most popular genres. Love and relationship fiction is less popular among females in their 50s.

FEMALES 40-49 YEARS OLD				
Rank	2021		2018	
1	 Fictional life stories	47%	 Fictional life stories	44%
2	 Humorous stories and jokes	46%	 Humorous stories and jokes	42%
3	 Mysteries, thrillers, crime and detective stories	42%	 Love and relationship fiction	39%
4	 Love and relationship fiction	42%	 Mysteries, thrillers, crime and detective stories	30%
5	 Folklore and mythologies	28%	 Fantasy	25%
6	 Horror	26%	 Folklore and mythologies	22%
7	 Fantasy	23%	 Horror	21%
8	 Graphic novels, comics and manga	20%	 Science fiction	19%
9	 Science fiction	17%	 Graphic novels, comics and manga	15%
10	 Poetry and plays	12%	 Poetry and plays	11%

FEMALES 50-59 YEARS OLD				
Rank	2021		2018	
1	 Humorous stories and jokes	48%	 Humorous stories and jokes	39%
2	 Fictional life stories	40%	 Fictional life stories	32%
3	 Mysteries, thrillers, crime and detective stories	40%	 Love and relationship fiction	31%
4	 Love and relationship fiction	29%	 Mysteries, thrillers, crime and detective stories	30%
5	 Folklore and mythologies	24%	 Folklore and mythologies	19%
6	 Fantasy	17%	 Fantasy	18%
7	 Horror	16%	 Science fiction	18%
8	 Science fiction	14%	 Horror	17%
9	 Graphic novels, comics and manga	11%	 Graphic novels, comics and manga	11%
10	 Poetry and plays	7%	 Poetry and plays	10%

WHAT FICTION GENRES DO FEMALES READ?

- Similar to 2018, the top 3 genres read by females in their 60s are humorous stories and jokes, fictional life stories and mysteries and thrillers.

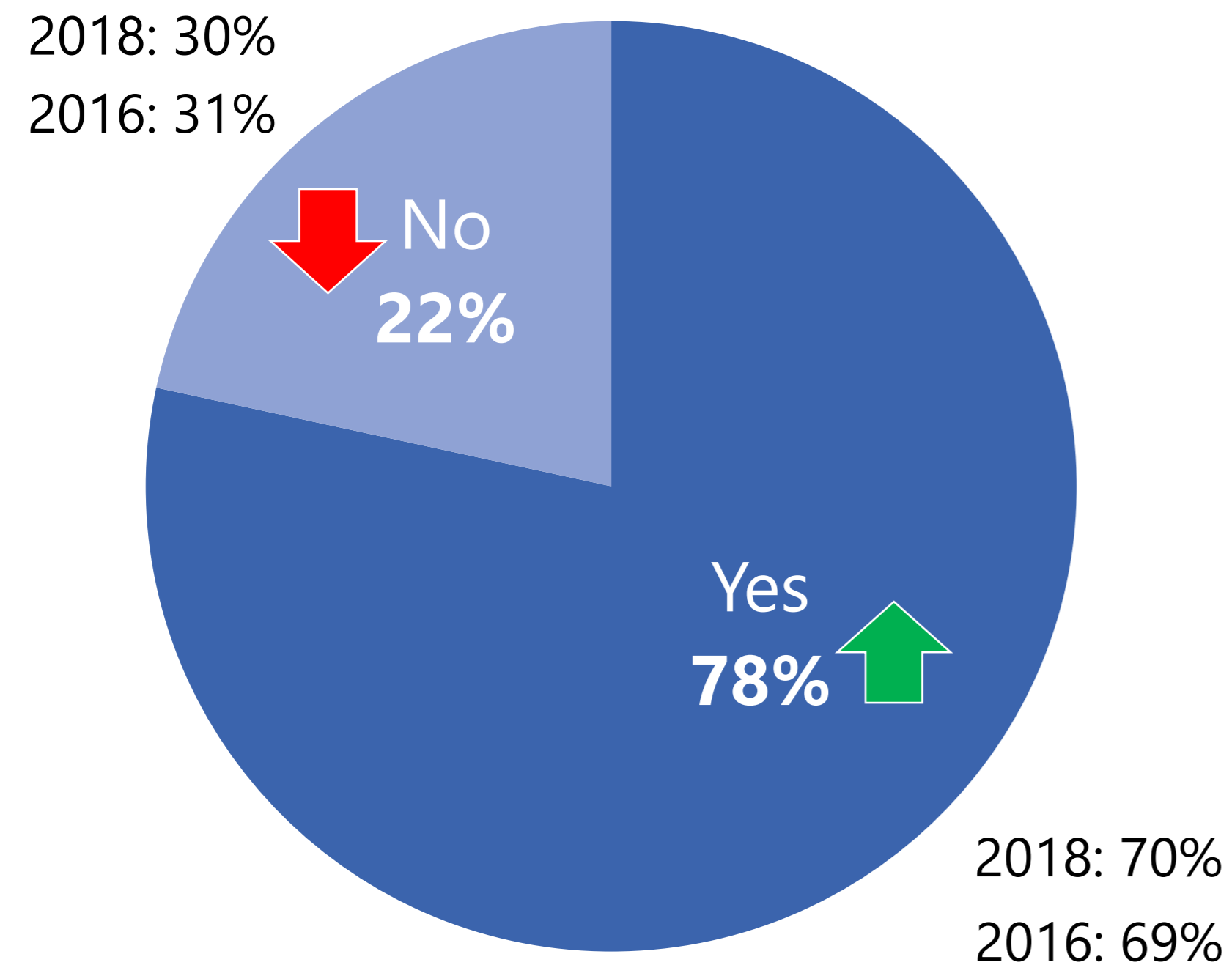
FEMALES 60+ YEARS OLD				
Rank	2021		2018	
1	 Humorous stories and jokes	42%	 Humorous stories and jokes	32%
2	 Fictional life stories	36%	 Fictional life stories	23%
3	 Mysteries, thrillers, crime and detective stories	30%	 Mysteries, thrillers, crime and detective stories	21%
4	 Folklore and mythologies	27%	 Folklore and mythologies	17%
5	 Love and relationship fiction	22%	 Love and relationship fiction	15%
6	 Science fiction	13%	 Horror	12%
7	 Fantasy	13%	 Poetry and plays	9%
8	 Horror	11%	 Graphic novels, comics and manga	7%
9	 Poetry and plays	9%	 Science fiction	7%
10	 Graphic novels, comics and manga	7%	 Fantasy	6%

ABOUT BOOKS

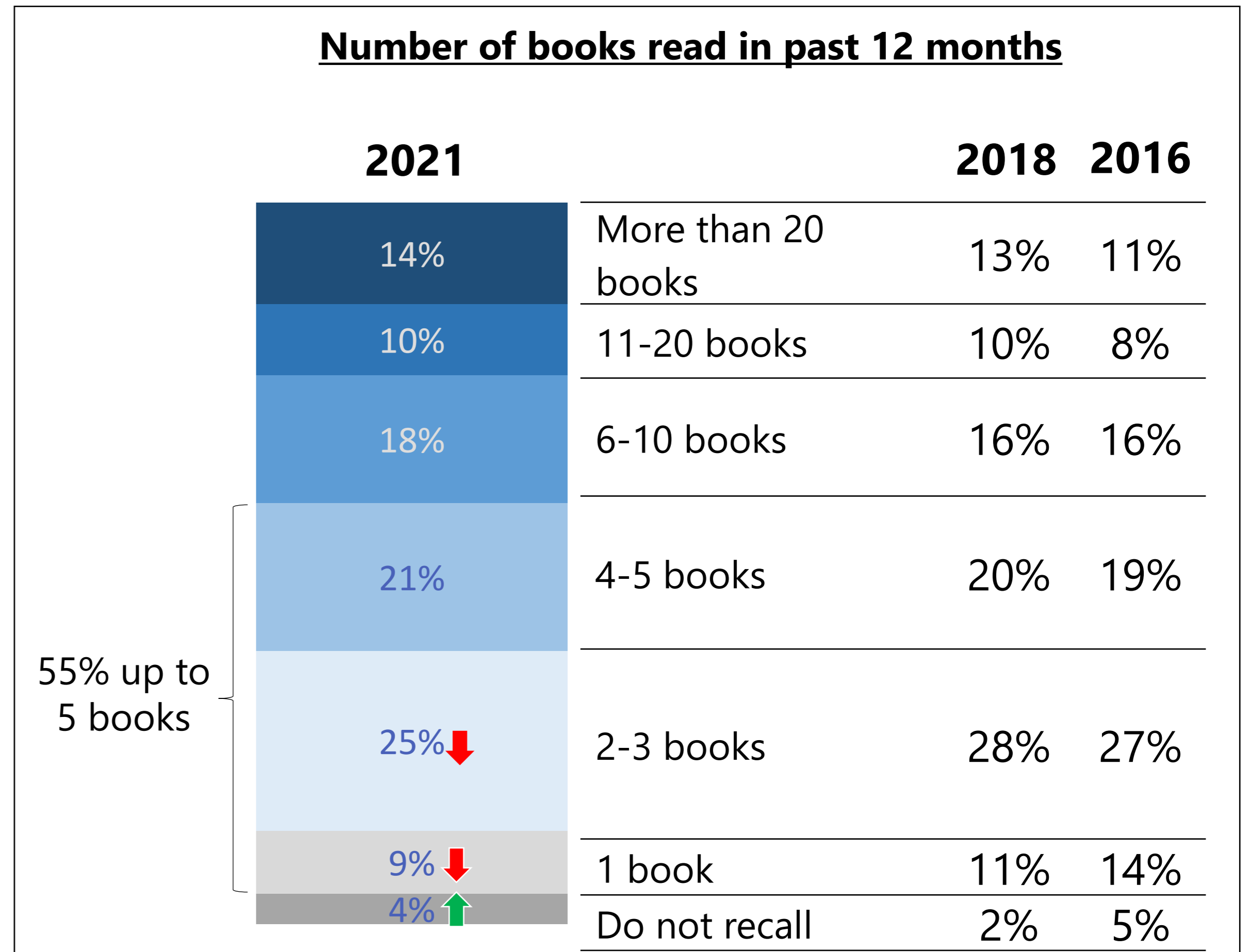
ARE ADULTS STILL READING BOOKS?

- 78% read at least one book in the past 12 months, a significant increase from the 70% in 2018.
- Among the book readers, 55% read up to 5 books in 2021 while 59% did so in 2018.

Read at least one book in past 12 months



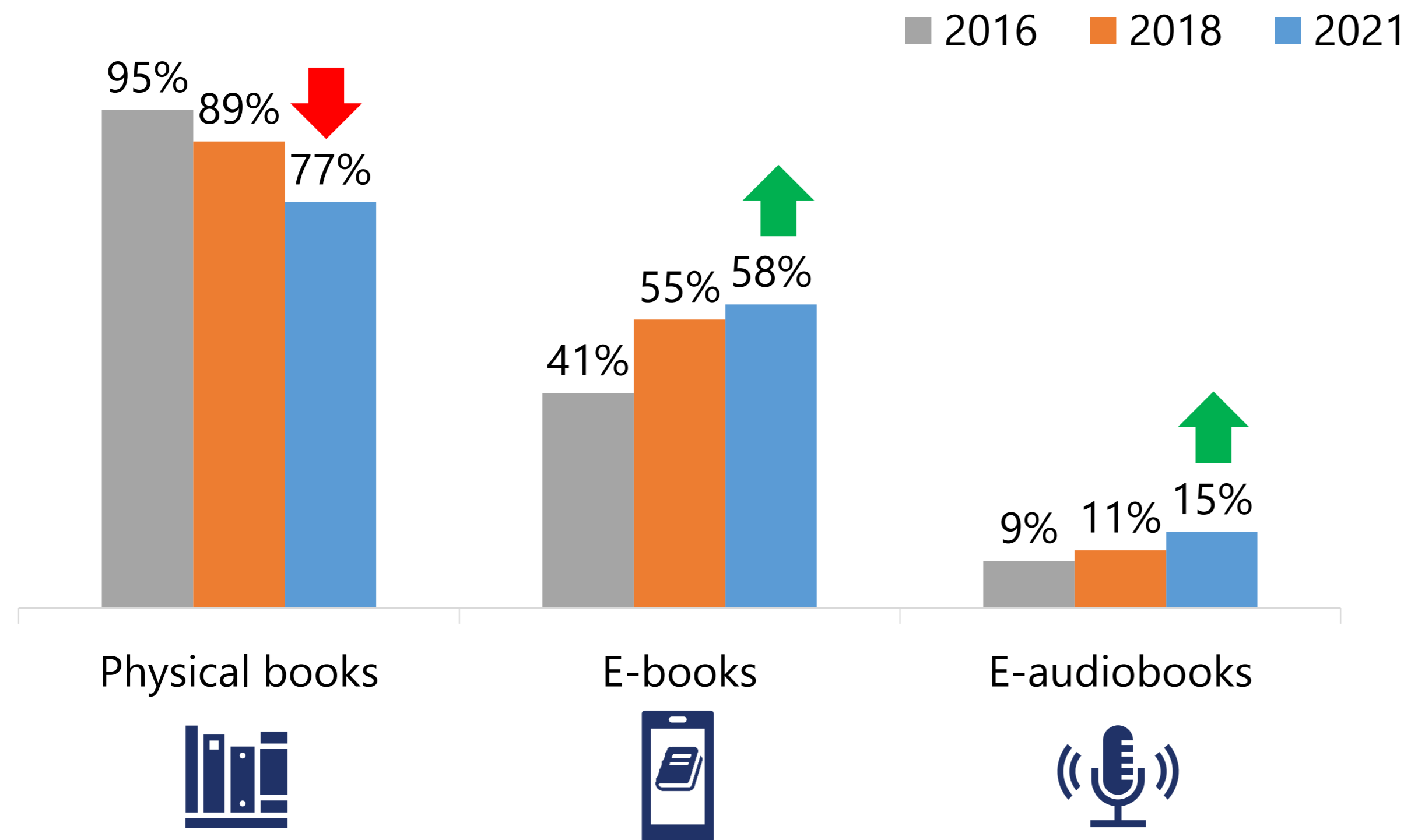
Number of books read in past 12 months



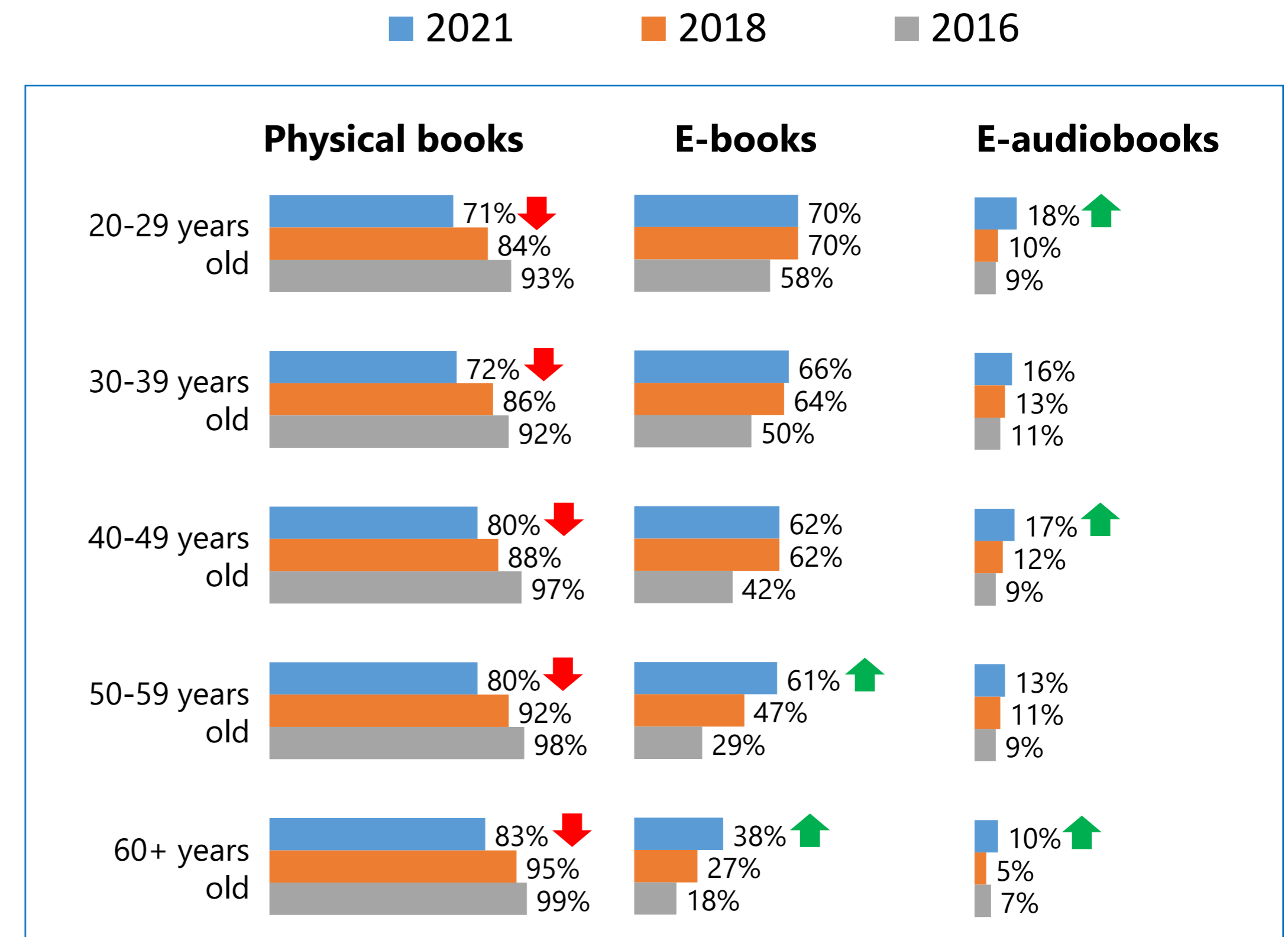
WHAT BOOK FORMAT DO ADULTS READ?

- Fewer adult book readers read physical books in 2021 compared to 2018. The fall in physical book readers can be seen across all age groups.
- In contrast, more are reading e-books and e-audiobooks.

Format of books read in past 12 months



Format of books read by age

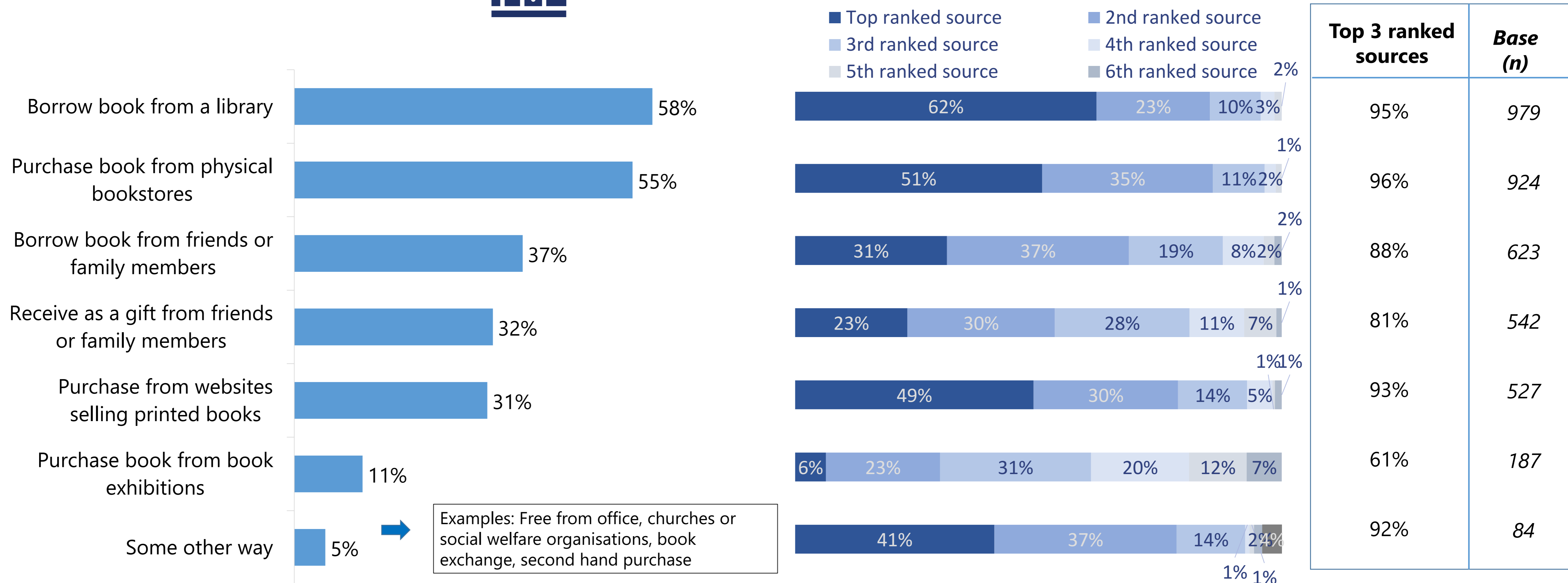


WHERE DO ADULTS GET THEIR PHYSICAL BOOKS FROM?

- Among physical book readers, more than half borrow from a library or buy from physical bookstores.
- Majority of them rank libraries and physical bookstores as their top 2 most often used sources.



Source of physical books

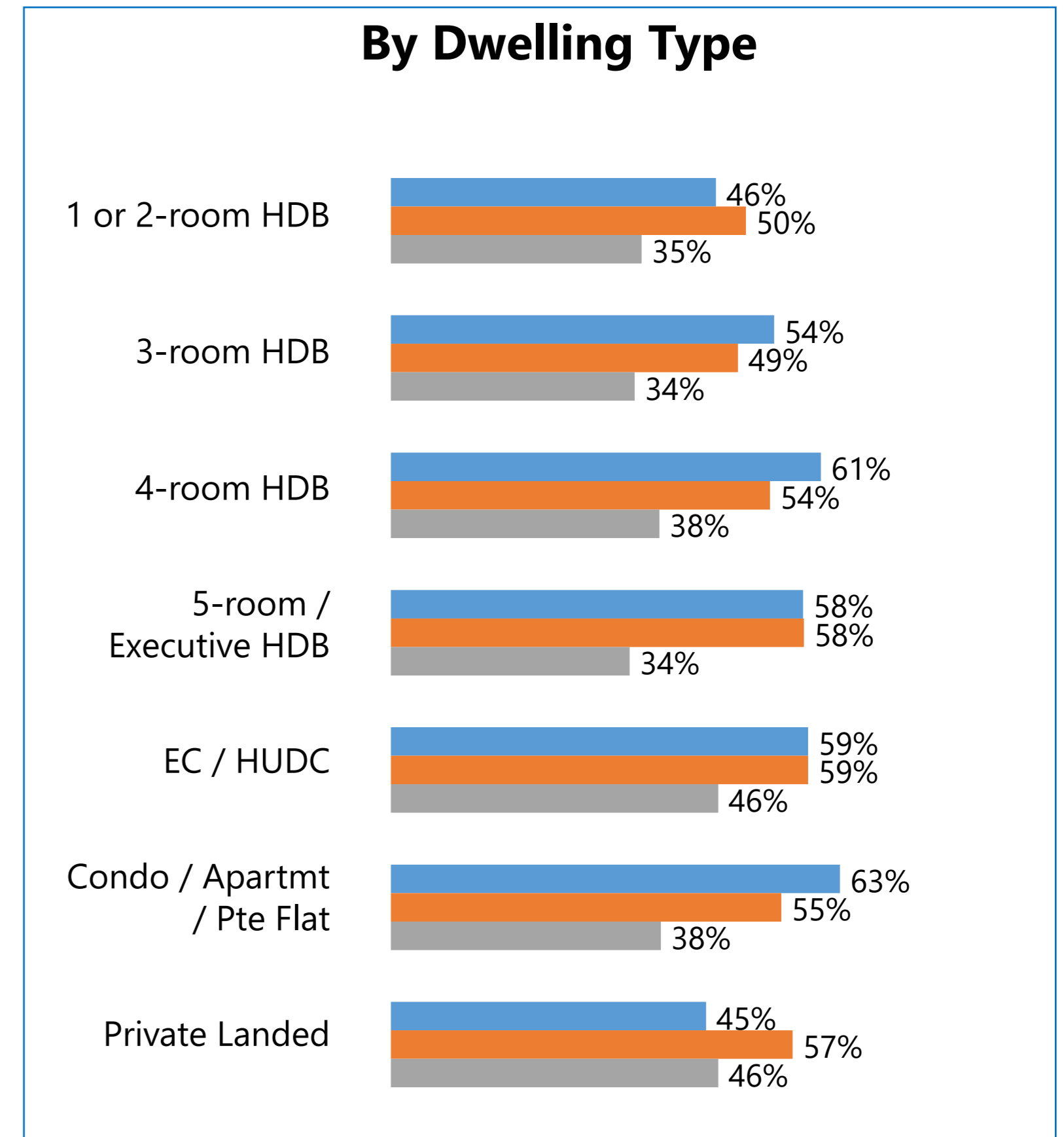
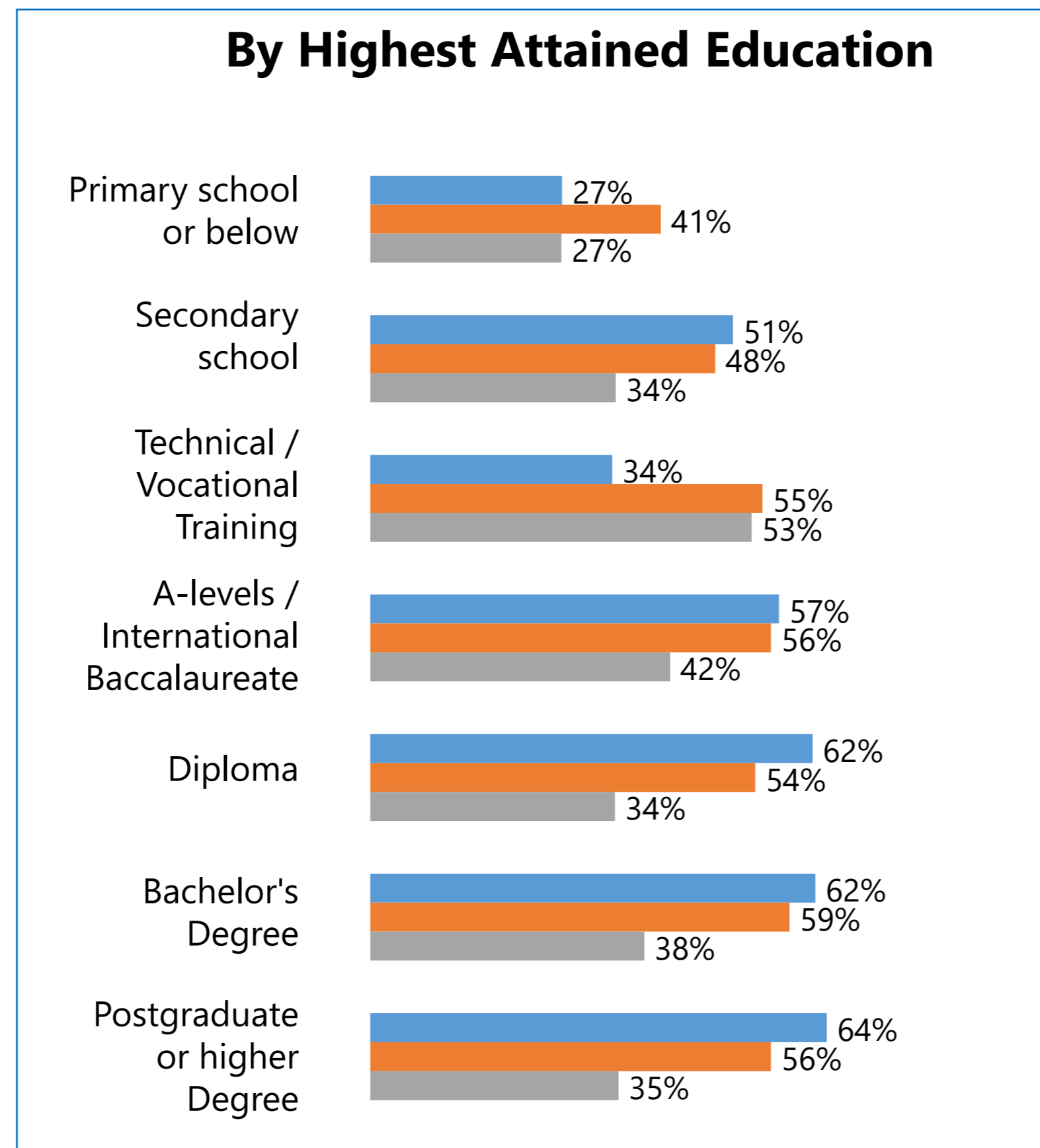
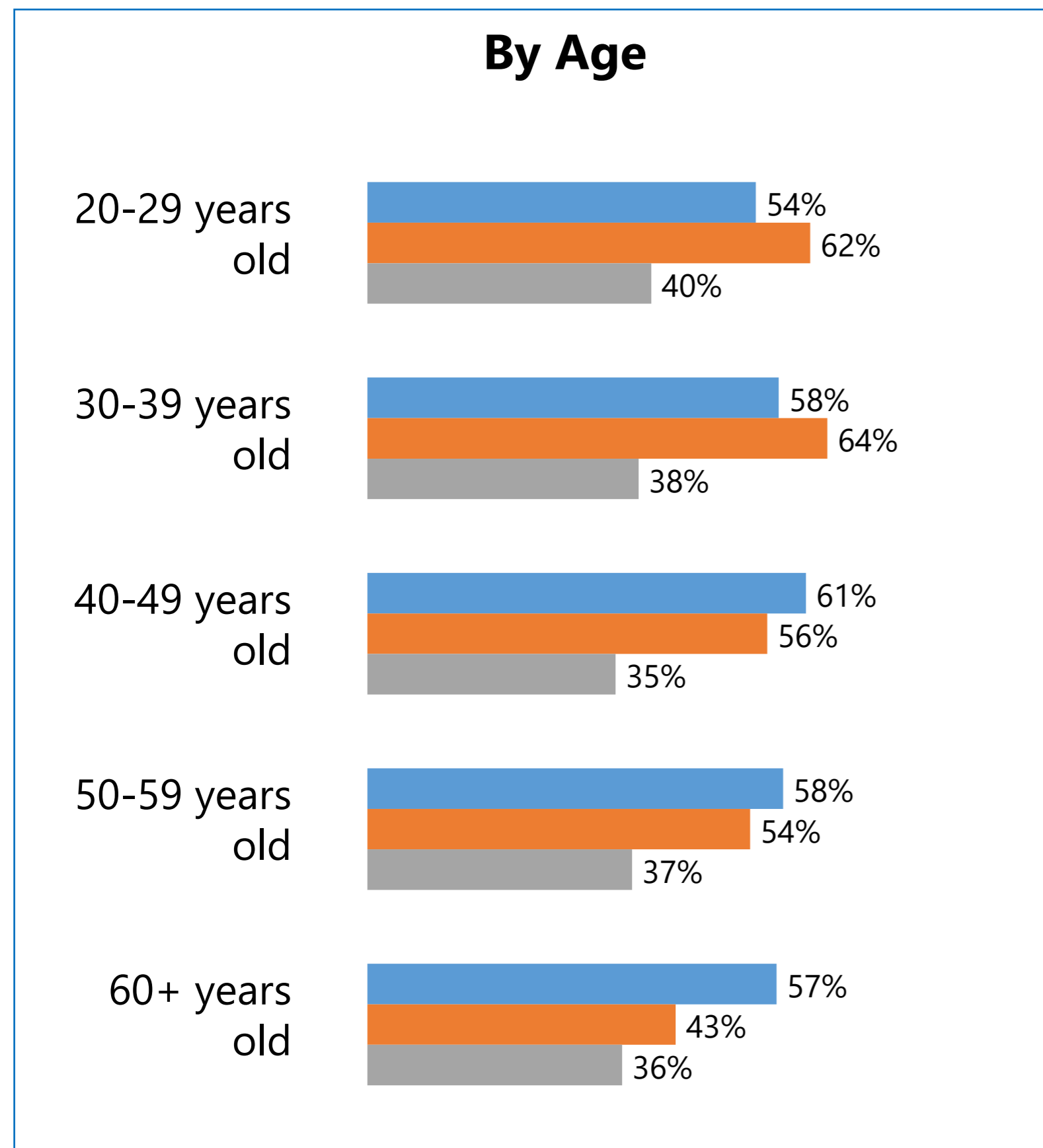


WHERE DO ADULTS GET THEIR PHYSICAL BOOKS FROM?

- Adults in their 20s and 30s prefer to purchase from physical bookstores, while borrowing from a library is more popular among older adults and those with education higher than a diploma.

Source of physical books

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



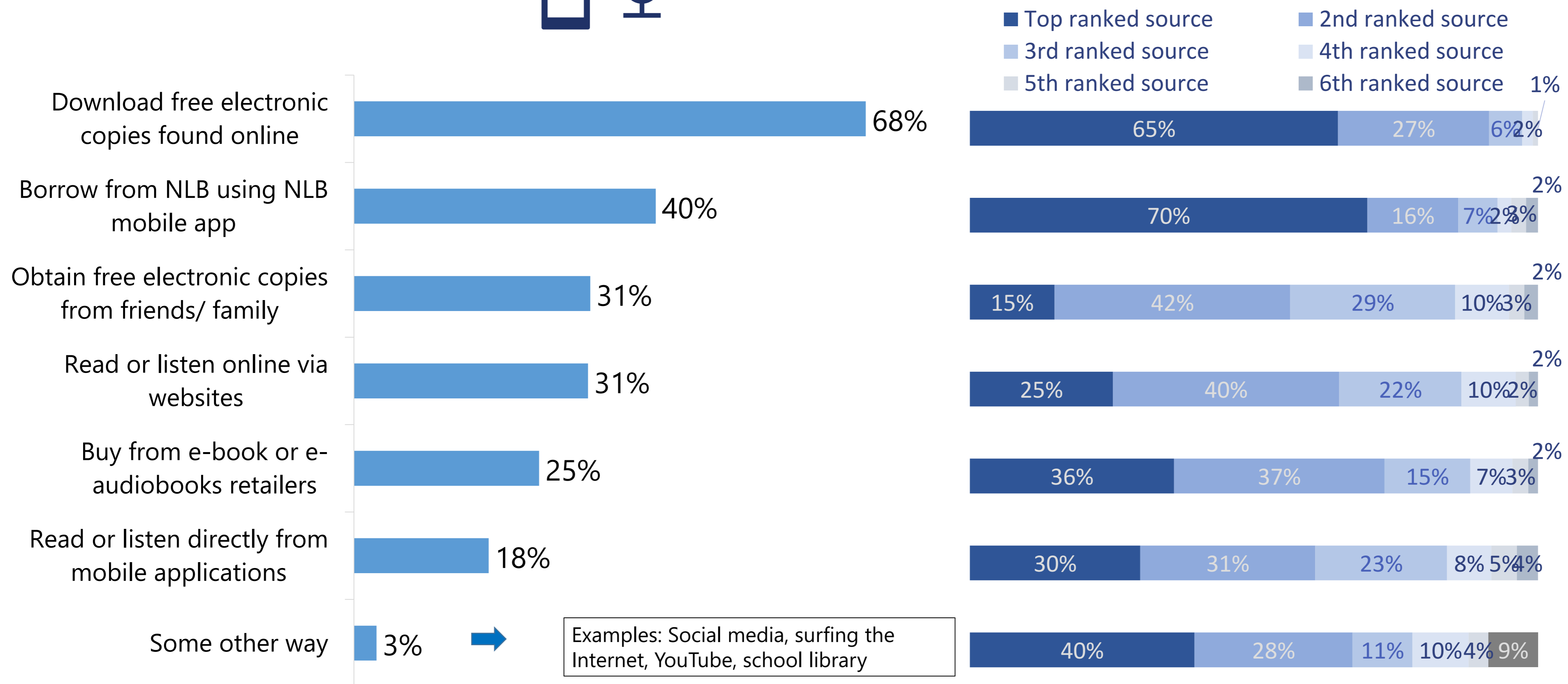
Base: Adults who read physical books
 2021: 20-29 years old N=287; 30-39 years old N=302; 40-49 years old N=338; 50-59 years old N=307; 60+ years old N=461
 2018: 20-29 years old N=529; 30-39 years old N=547; 40-49 years old N=564; 50-59 years old N=413; 60+ years old N=454
 2021: Primary school or below N=58; Secondary school N=285; Technical / Vocational Training N=51; A-levels / IB N=185; Diploma N=373; Bachelor's Degree N=553; Postgraduate or higher Degree N=190
 2018: Primary school or below N=147; Secondary school N=503; Technical / Vocational Training N=114; A-levels / IB N=172; Diploma N=551; Bachelor's Degree N=771; Postgraduate or higher Degree N=249
 2021: 1 or 2-room HDB N=61; 3-room HDB N=285; 4-room HDB N=486; 5-room / Executive HDB N=465; EC / HUDC N=44; Condominium / Apartment / Private Flat N=246; Private Landed N=103; Others N=5
 2018: 1 or 2-room HDB N=87; 3-room HDB N=370; 4-room HDB N=822; 5-room / Executive HDB N=666; EC / HUDC N=28; Condominium / Apartment / Private Flat N=348; Private Landed N=186; Others N=0

WHERE DO ADULTS GET THEIR DIGITAL BOOKS FROM?

- Among readers of e-books or e-audiobooks, 7-in-10 download free electronic copies found online, with 65% citing it as their top source.
- NLB mobile app is used by 4-in-10, with about 70% of users ranking it as their most often used top source.



Source of e-books or e-audiobooks



Top 3 ranked sources	Base (n)
97%	935
93%	552
85%	431
86%	428
88%	338
84%	246
78%	41

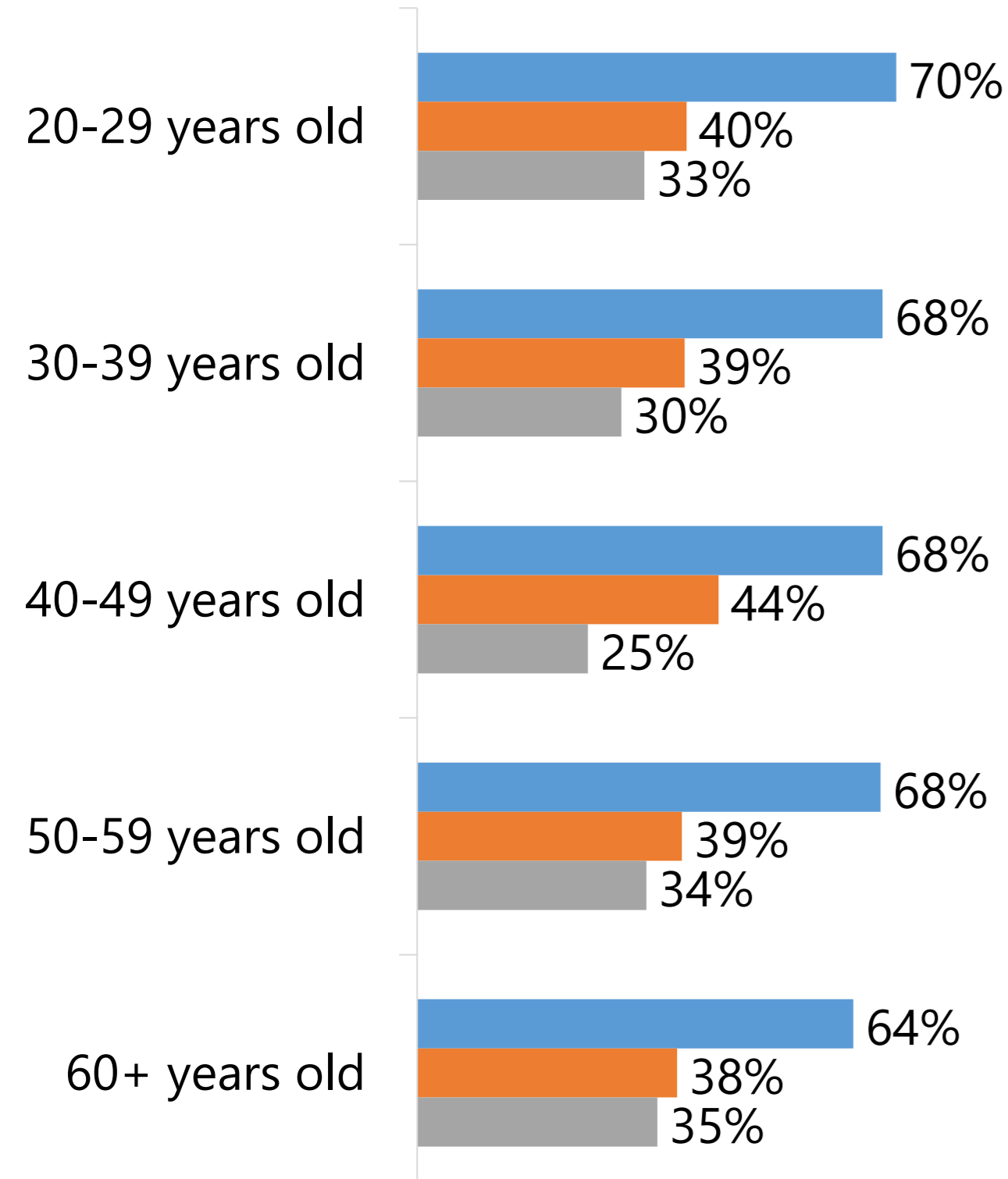
WHERE DO ADULTS GET THEIR DIGITAL BOOKS FROM?

- Downloading free online electronic copies is the most common source of e-books or e-audiobooks, regardless of age, educational qualifications or type of housing.

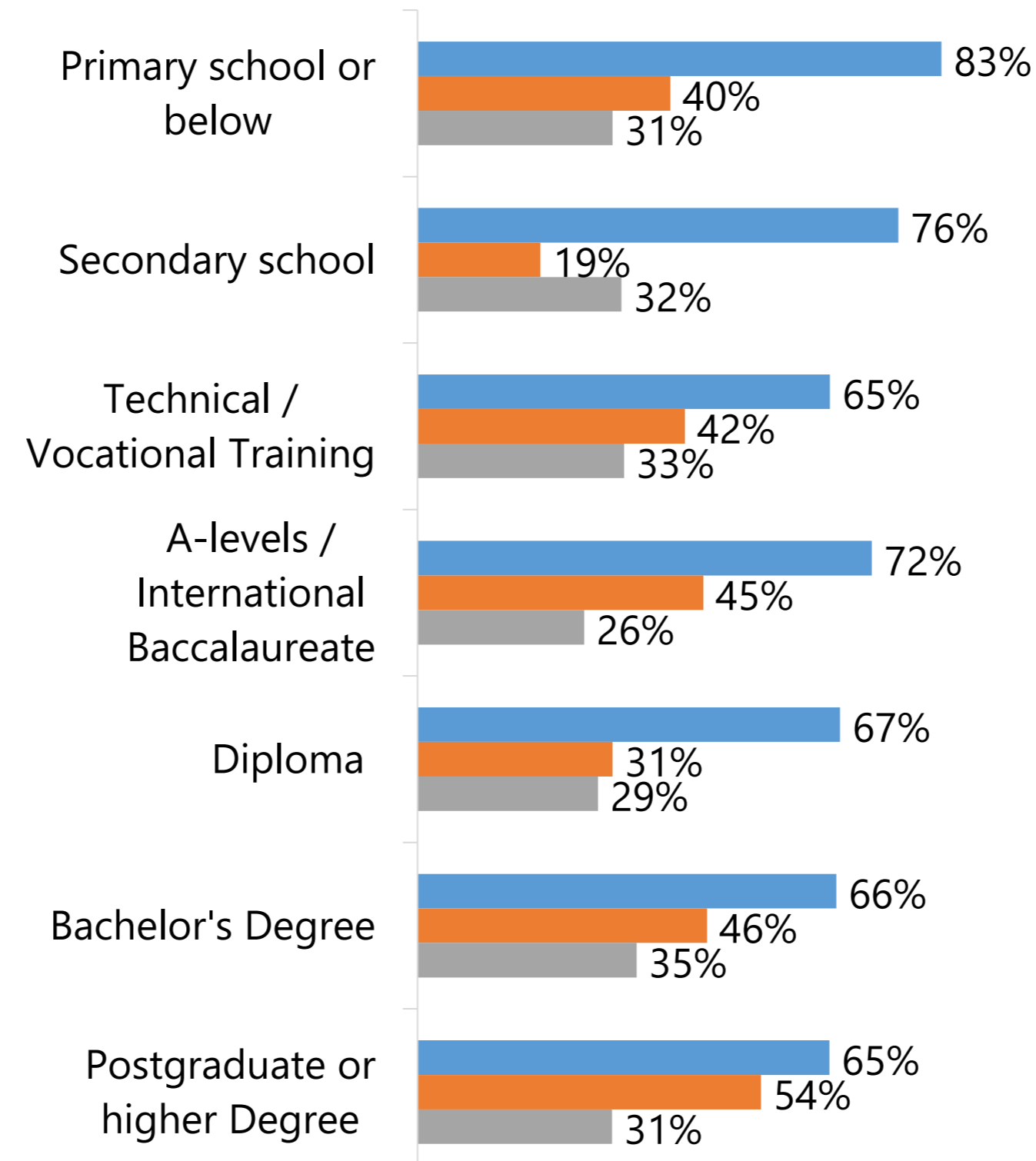
Source of e-books or e-audiobooks

■ Download free electronic copies found online ■ Borrow from NLB using NLB mobile app ■ Obtain free electronic copies from friends / family

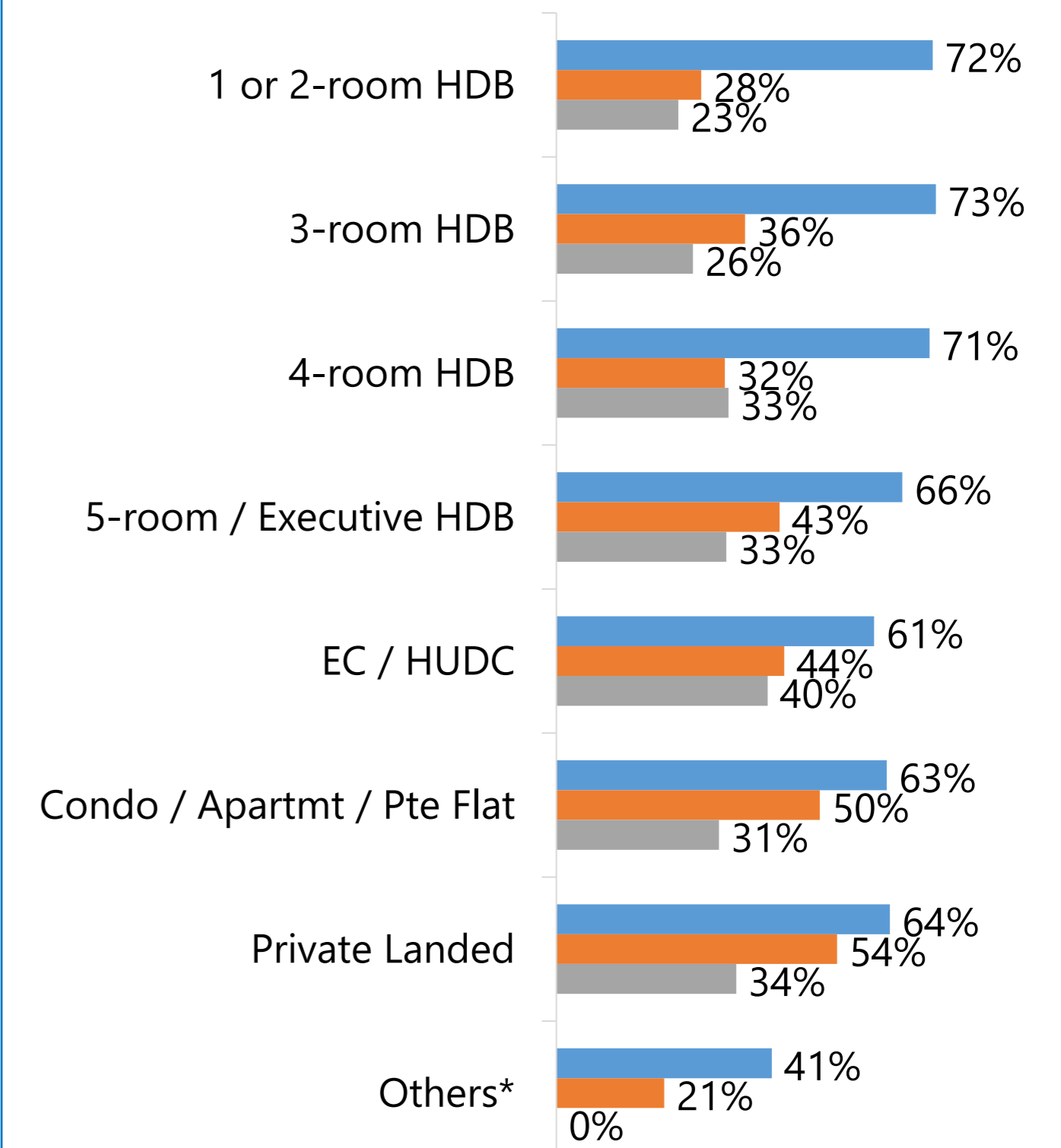
By Age



By Highest Attained Education



By Dwelling Type

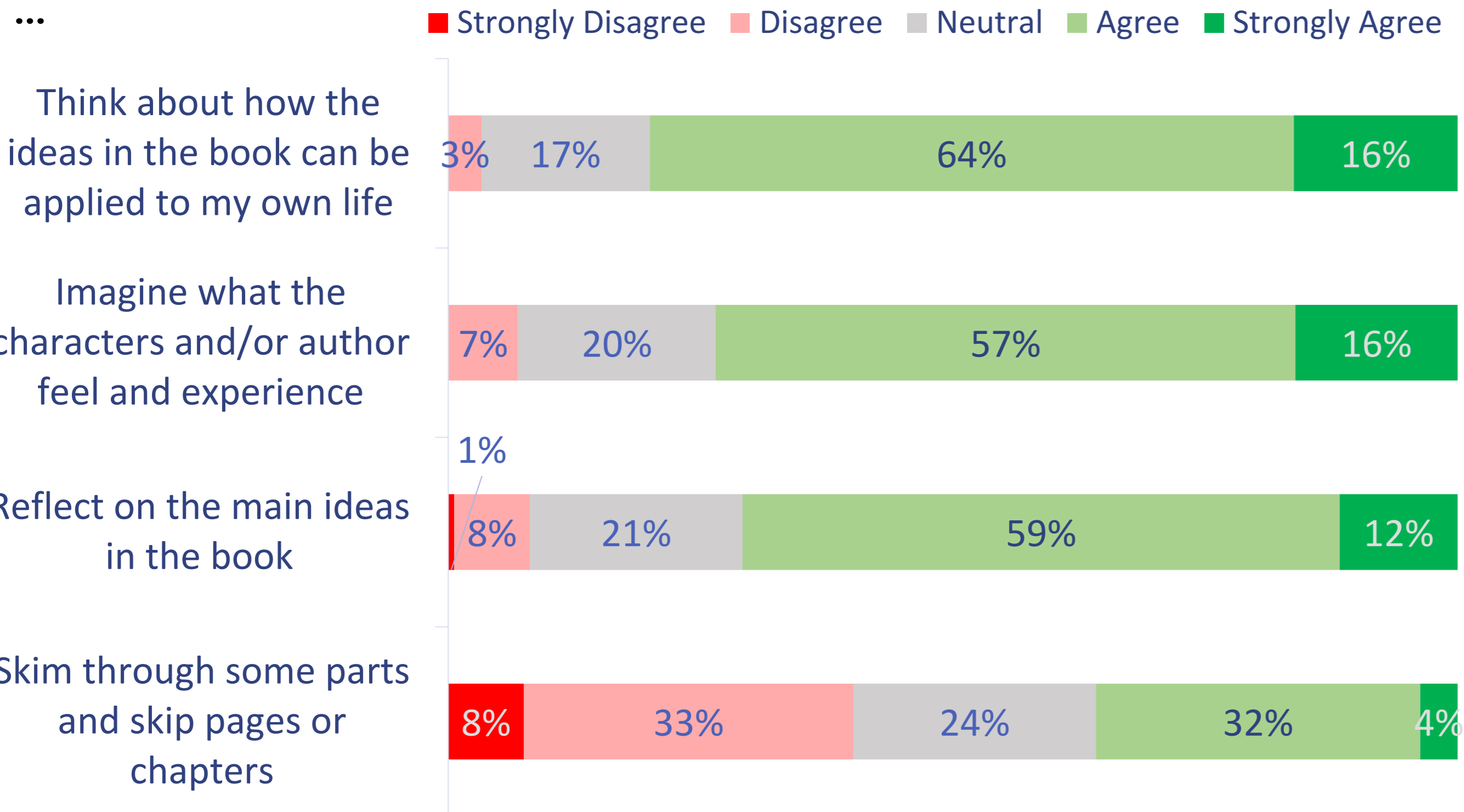


HOW DO ADULTS ENGAGE WITH BOOKS THEY READ?

- Among adults who read books, at least 7-in-10 agree that they think about application to their own lives, imagine what the author or characters feel and reflect on the main ideas.
- Higher proportion of those in their 20s try to put themselves in the shoes of the author or characters.

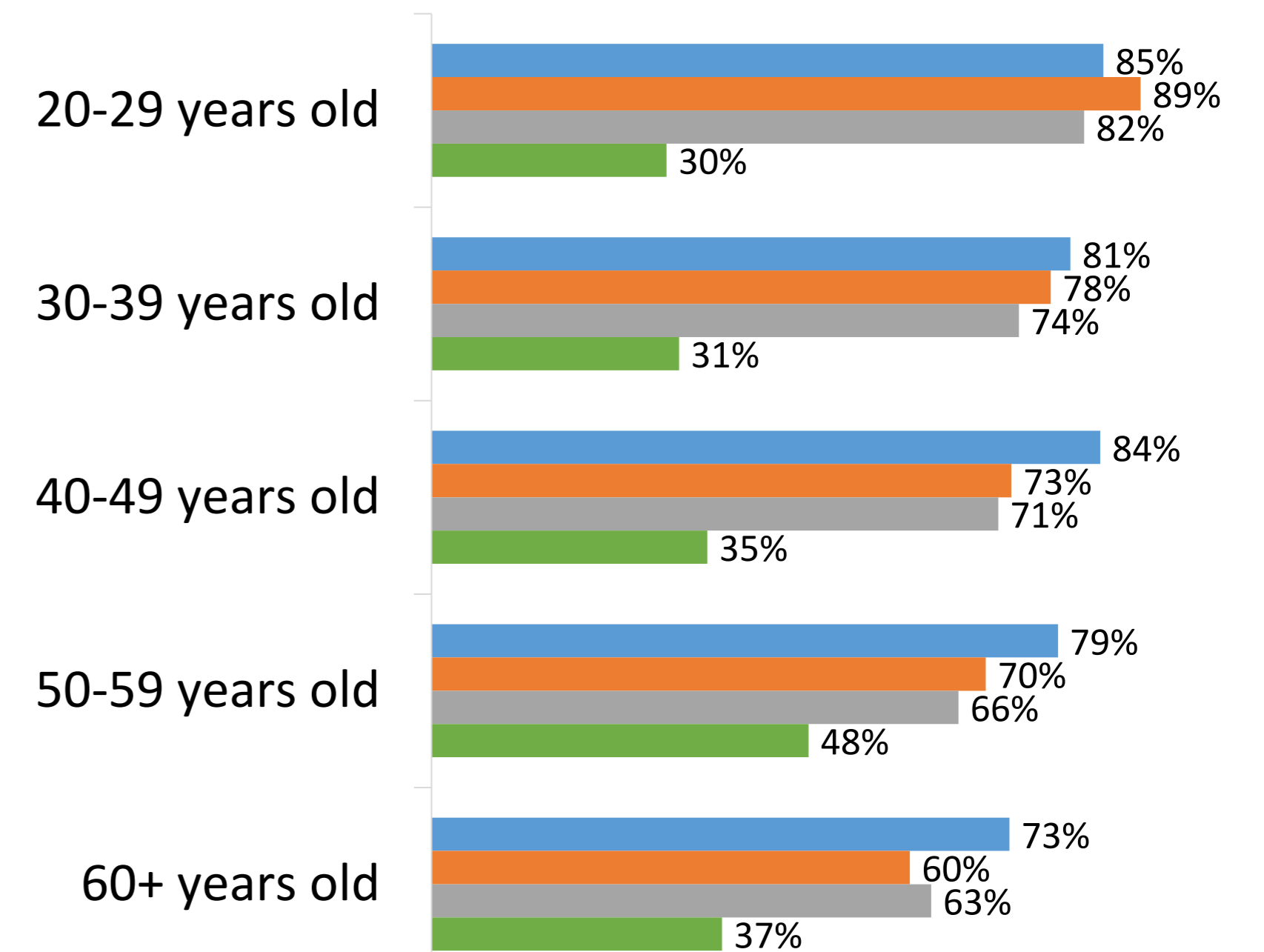
Typical behaviour when reading a book

When I read a book, I usually



Strongly Agree or Agree - By age

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

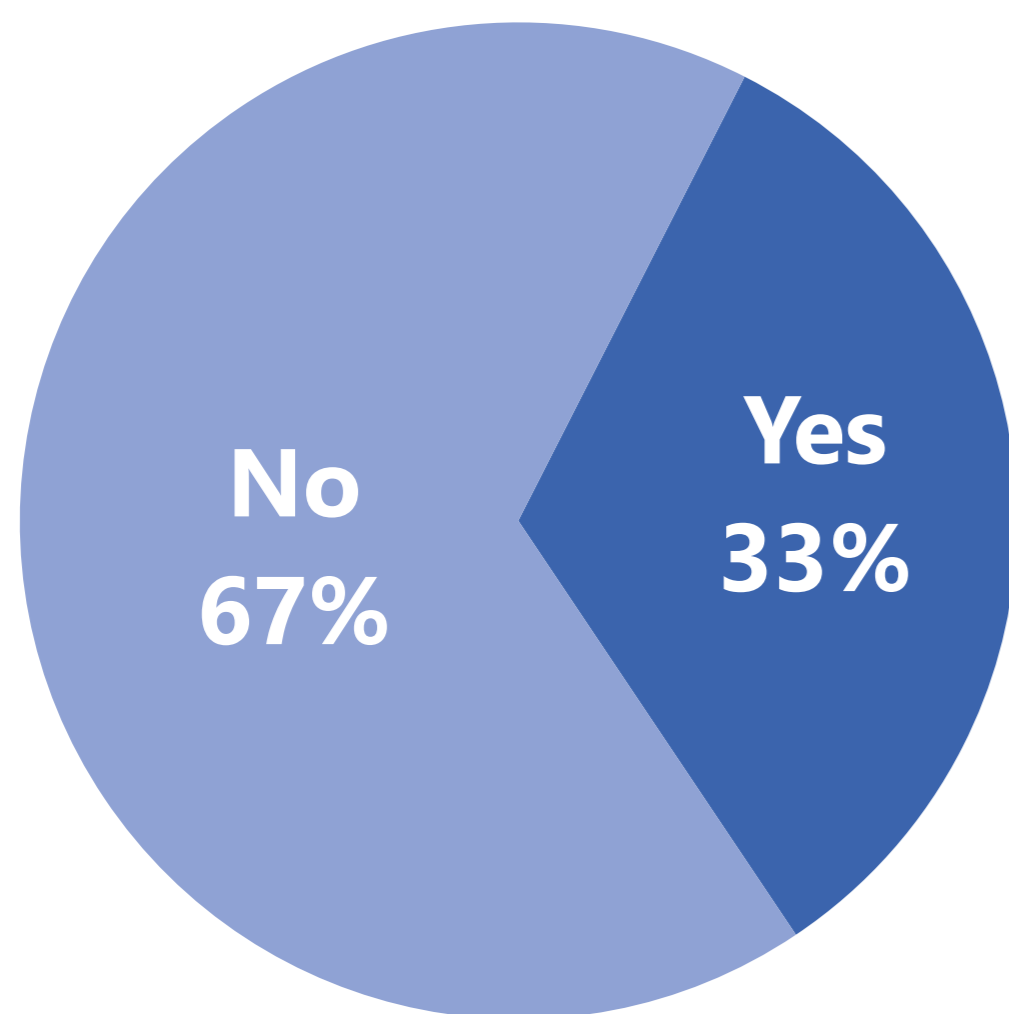


ABOUT SINGLIT

DO ADULTS READ SINGLIT BOOKS?

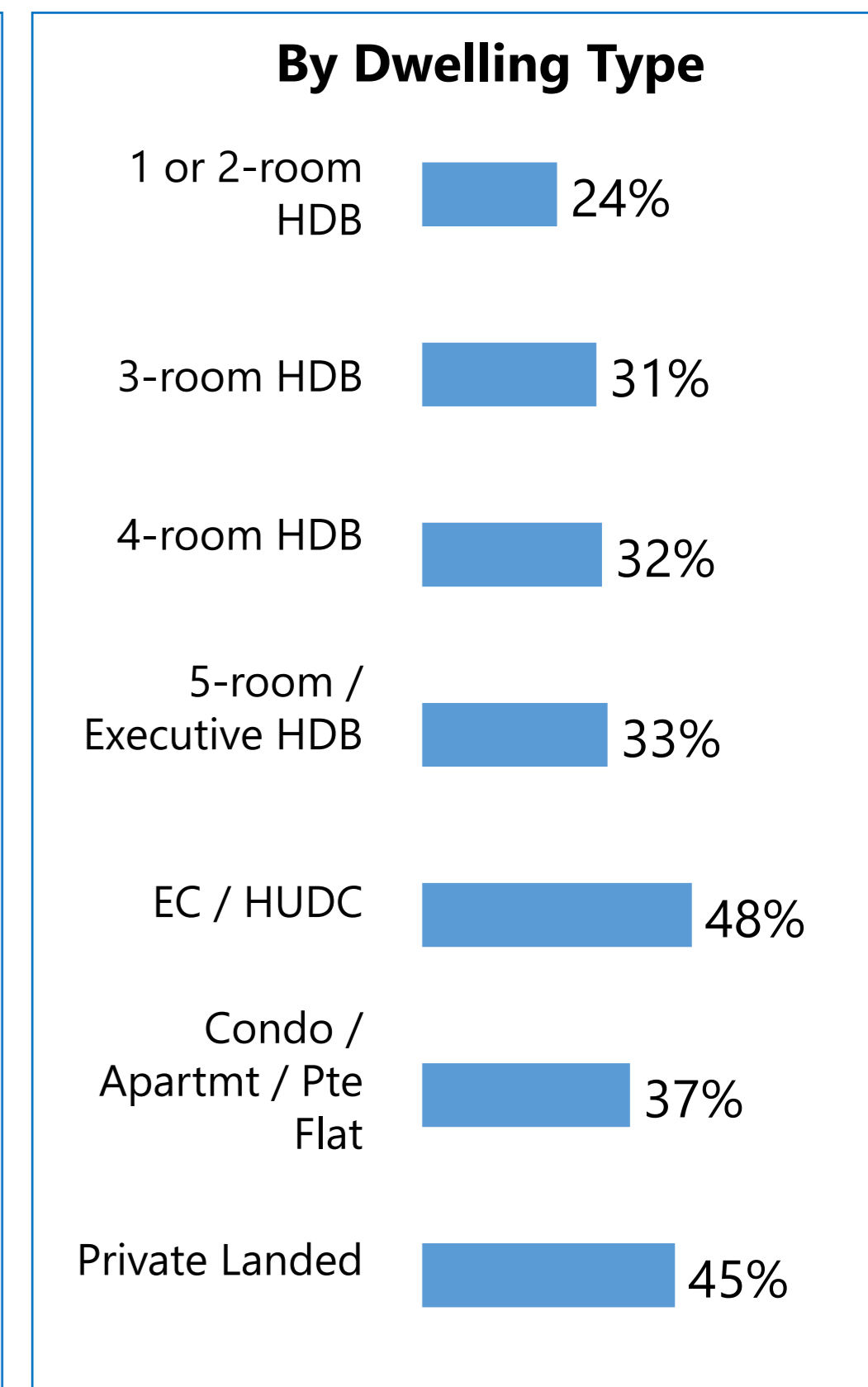
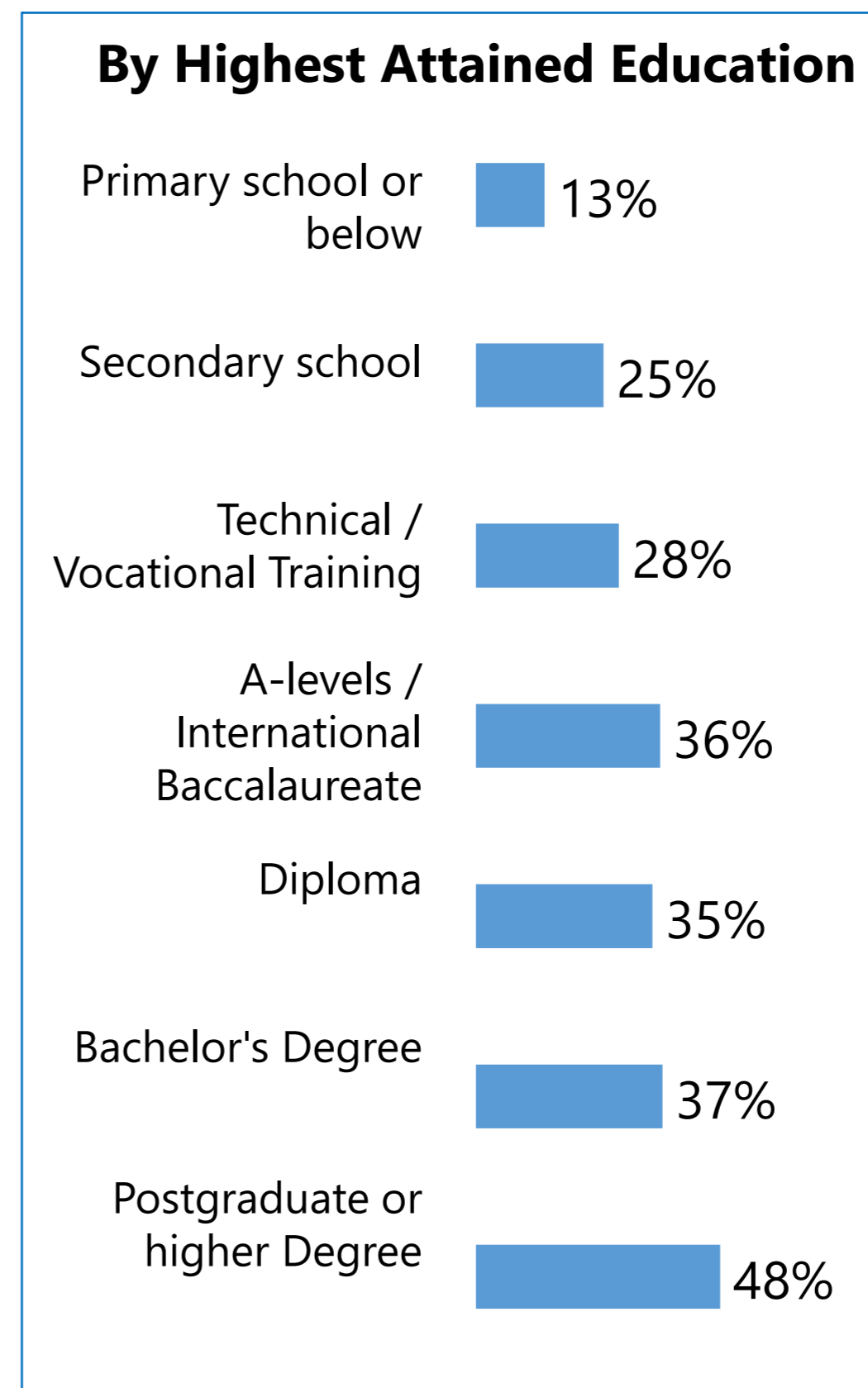
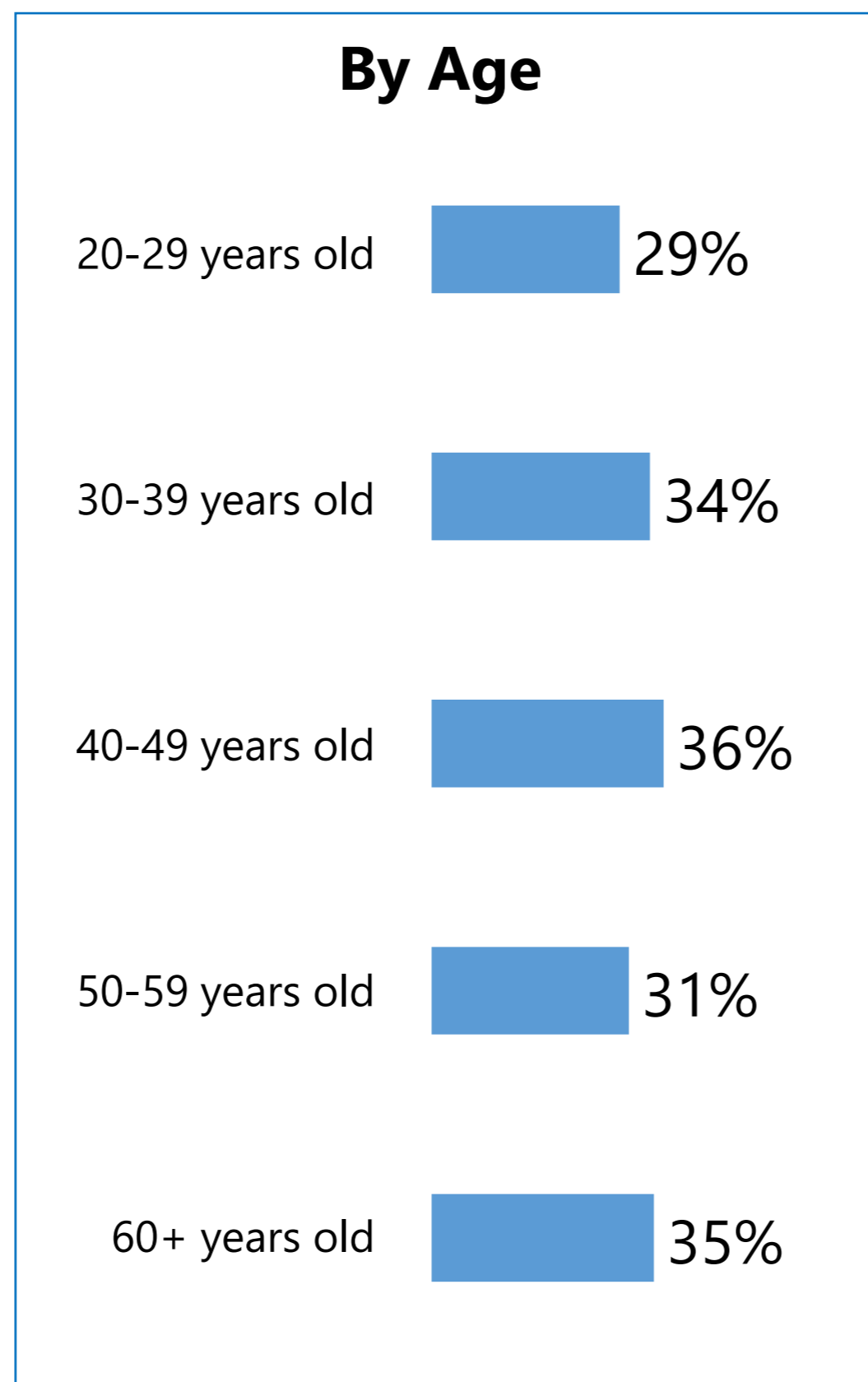
- One-third of adults read SingLit (i.e. works by Singapore authors or writers) in the past 12 months.
- Readers of SingLit are from all age groups, and tend to be more highly educated.

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.

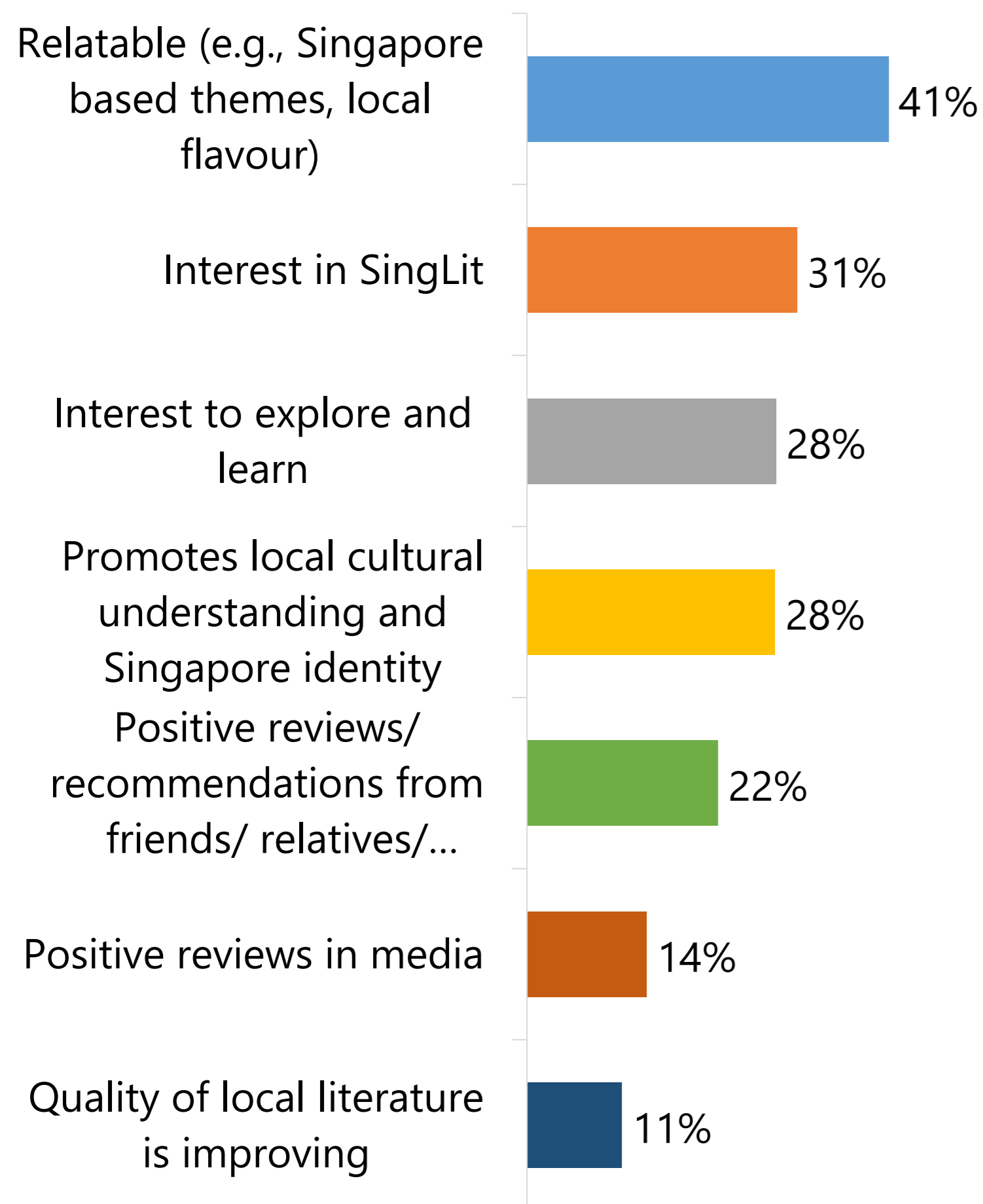
Read SingLit books



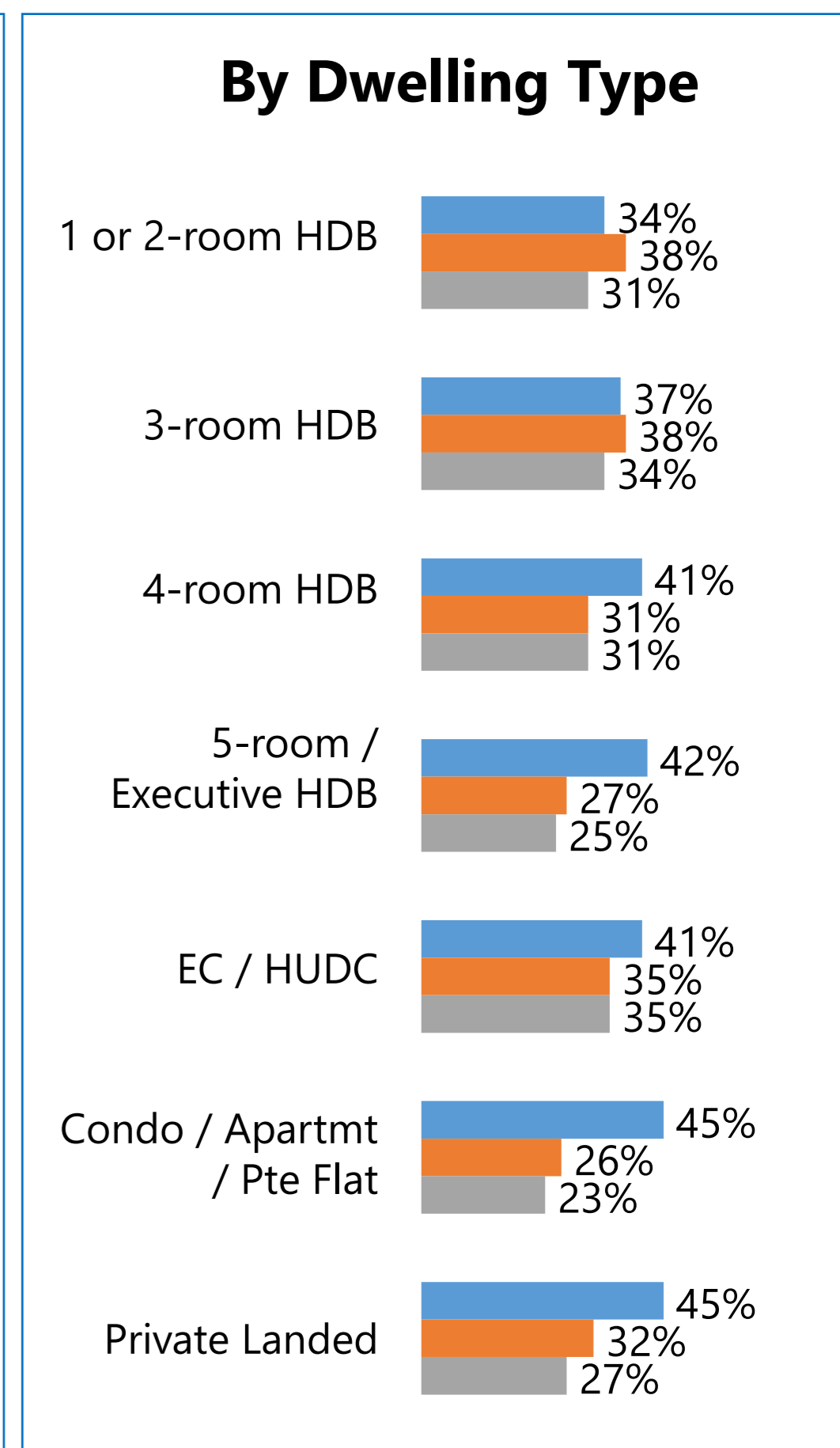
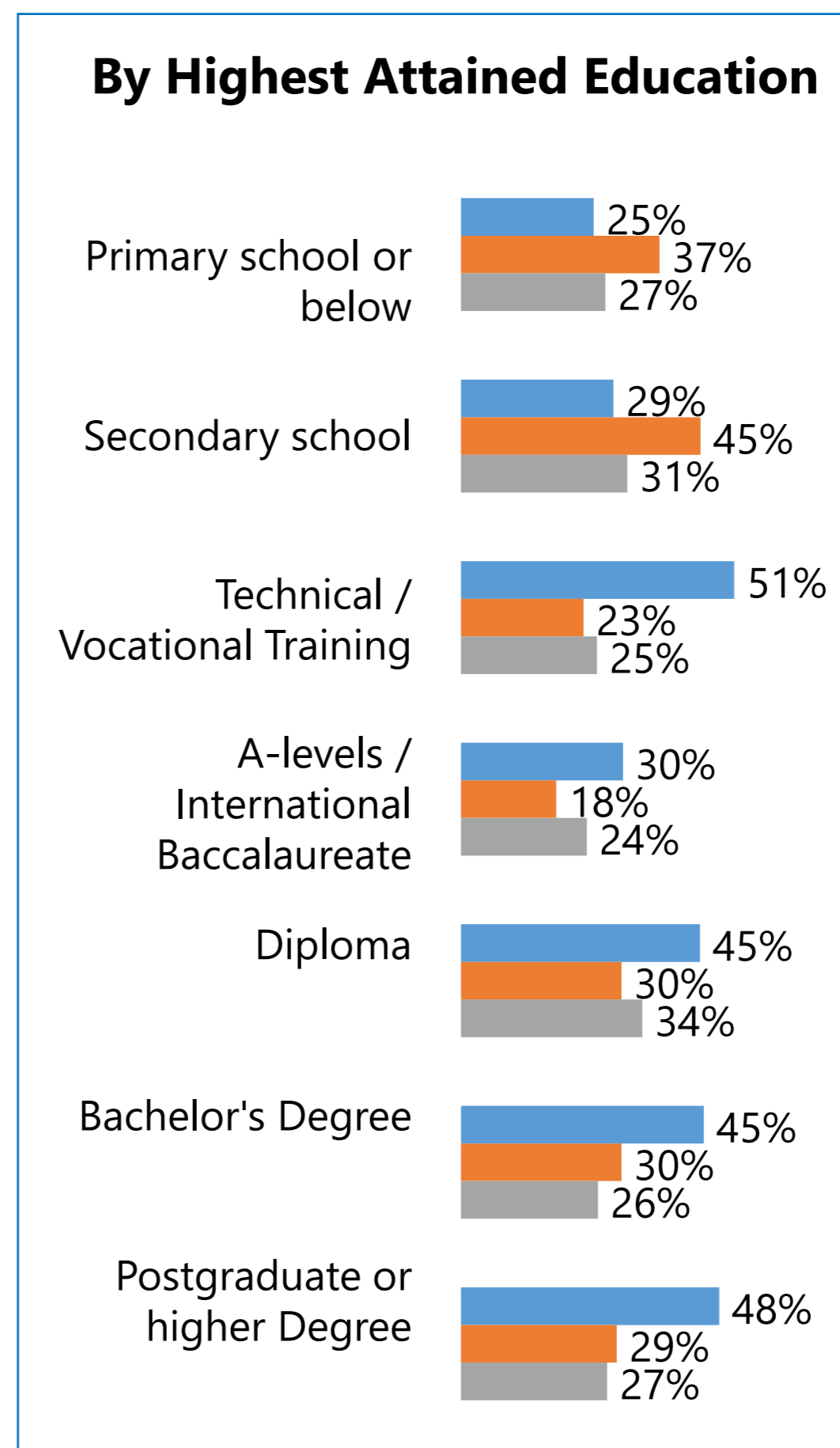
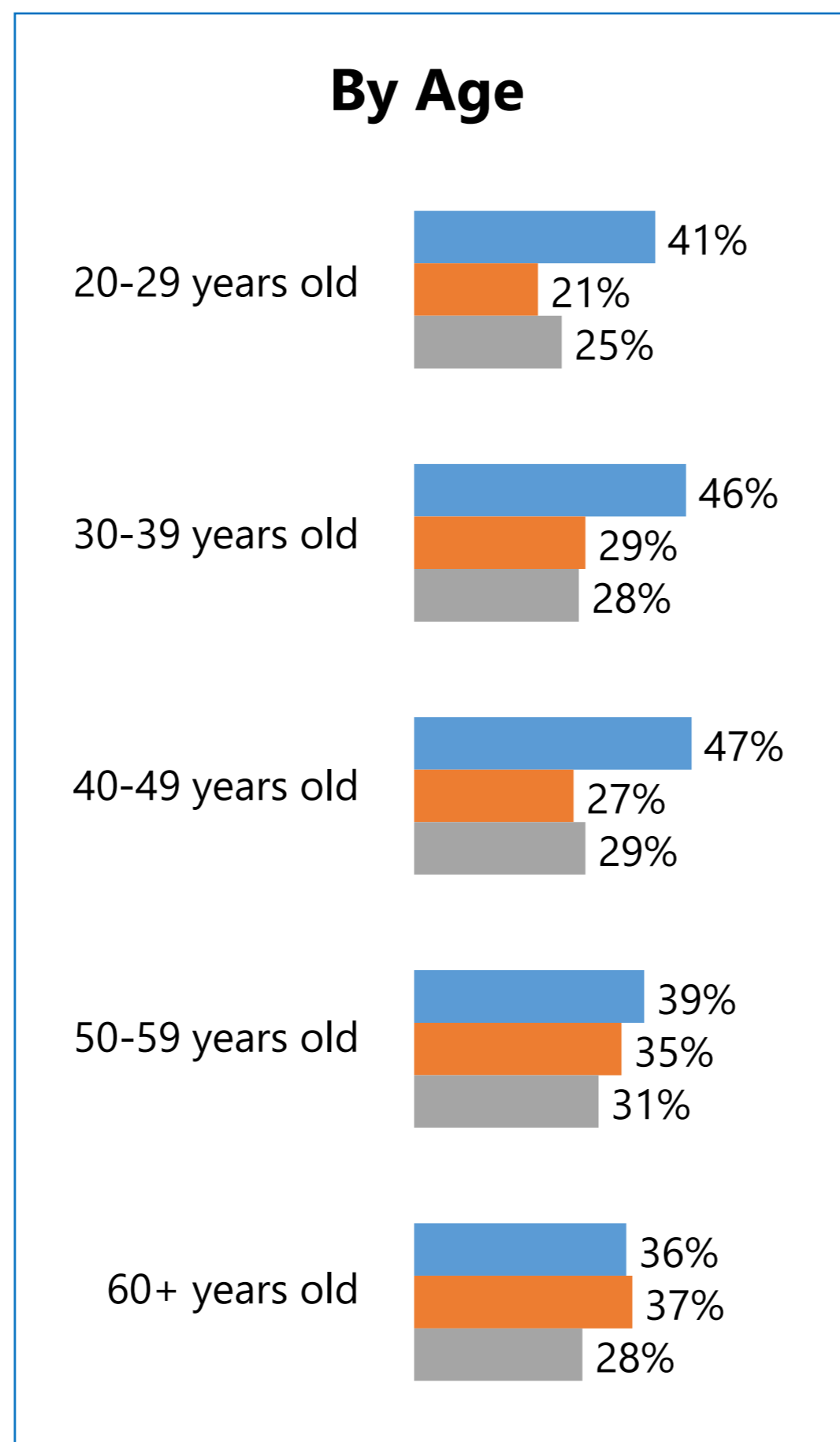
WHY DO ADULTS READ SINGLIT BOOKS?

- The two most common reasons for reading SingLit books are that it is relatable.
- Slightly more in the younger age group find SingLit relatable while more older readers are interested in SingLit.

Reasons for reading SingLit books



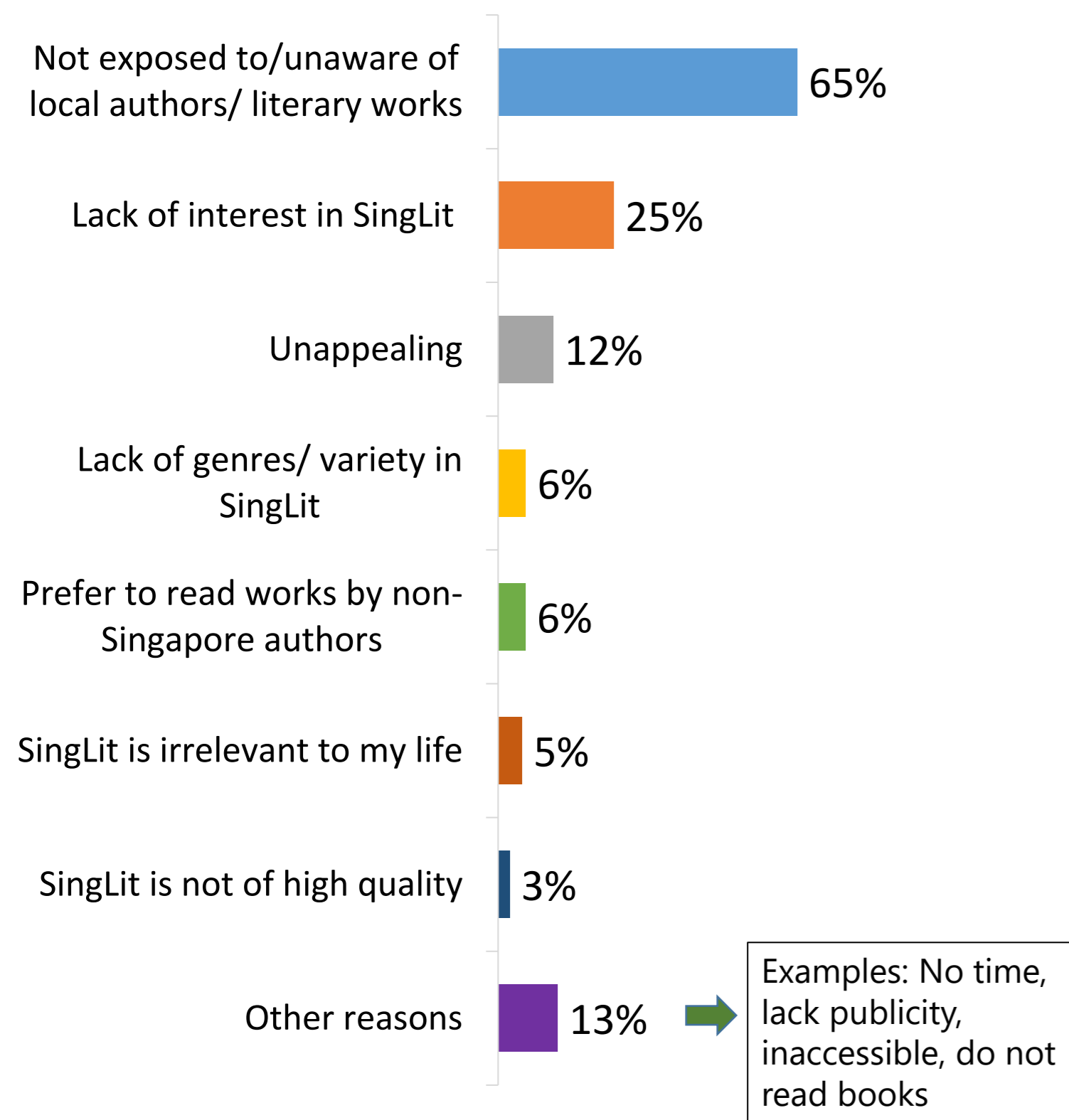
■ Relatable ■ Interest in SingLit ■ Interest to explore and learn



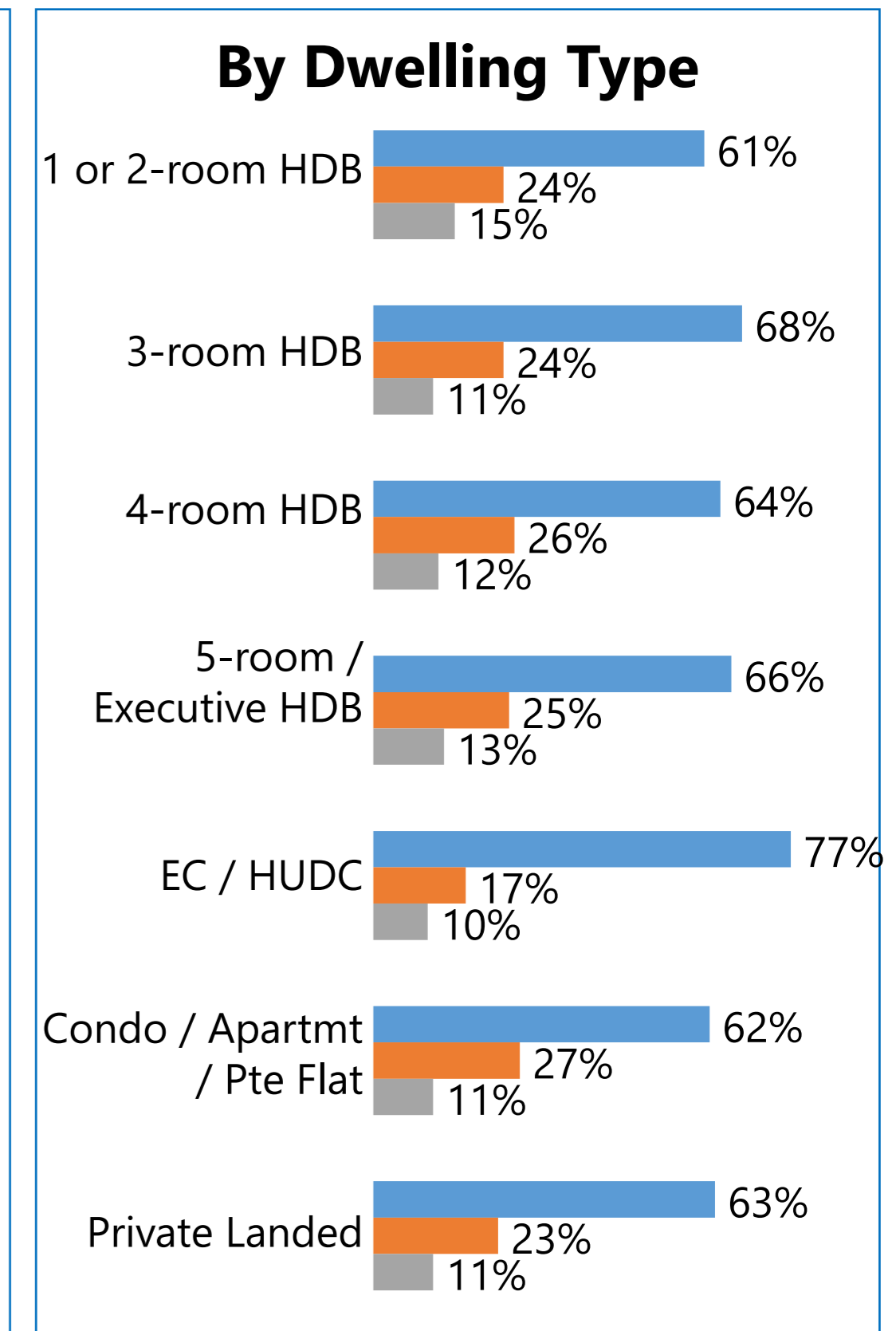
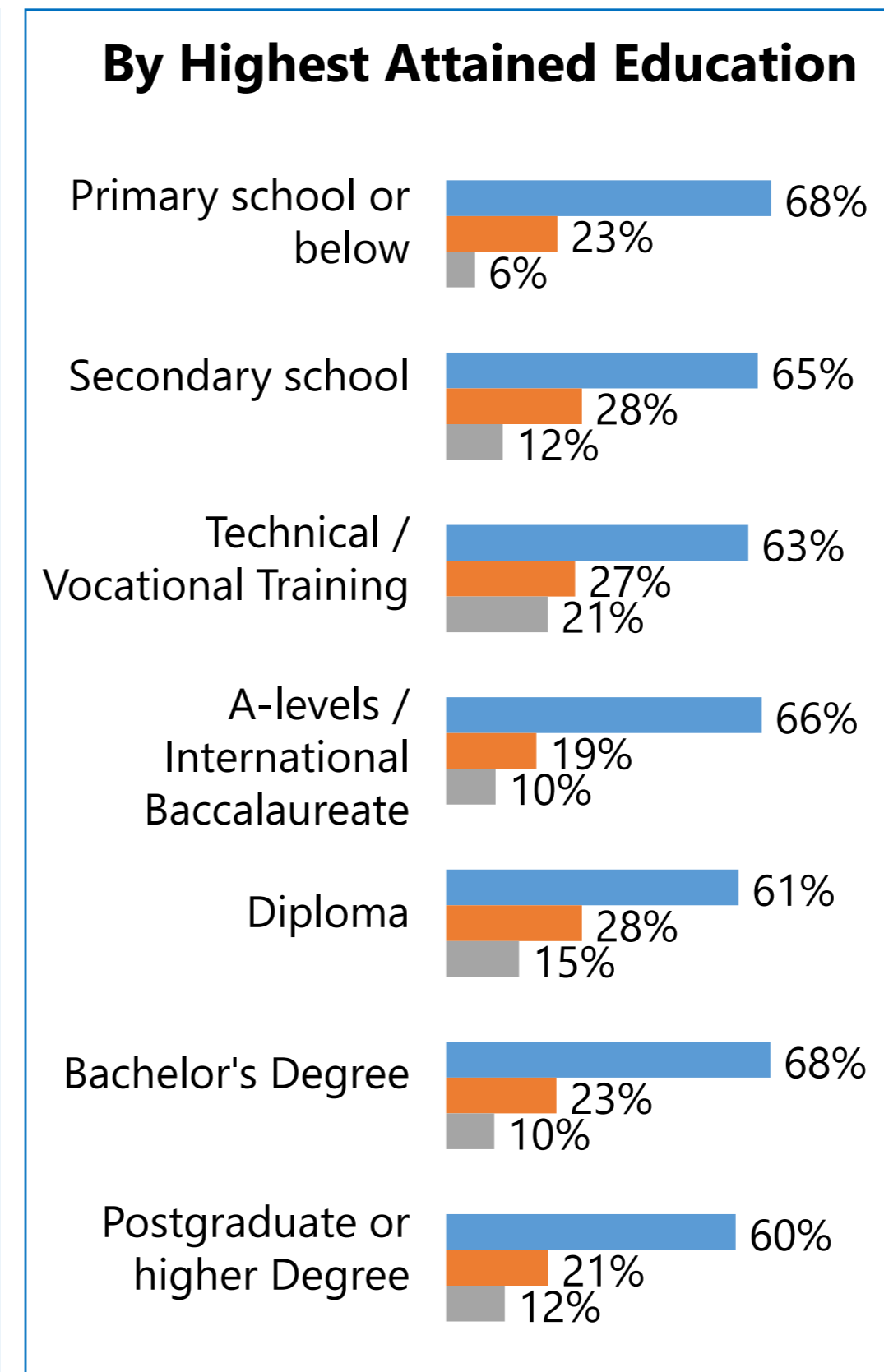
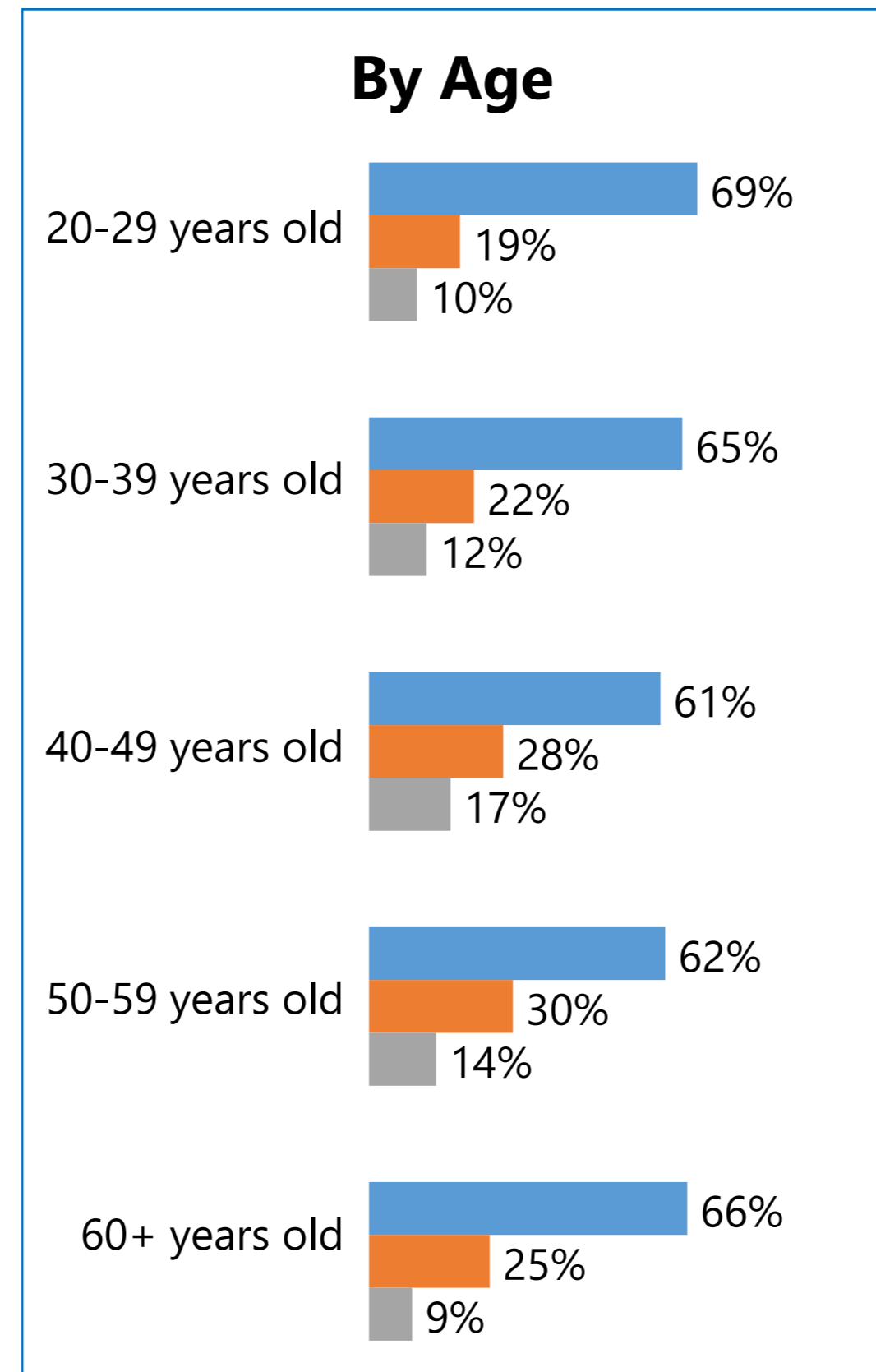
WHY DO ADULTS NOT READ SINGLIT BOOKS?

- Lack of awareness of SingLit is the key barrier across all age groups and educational backgrounds.

Reasons for not reading SingLit books



■ Not exposed / Unaware ■ Lack of interest in SingLit ■ Unappealing



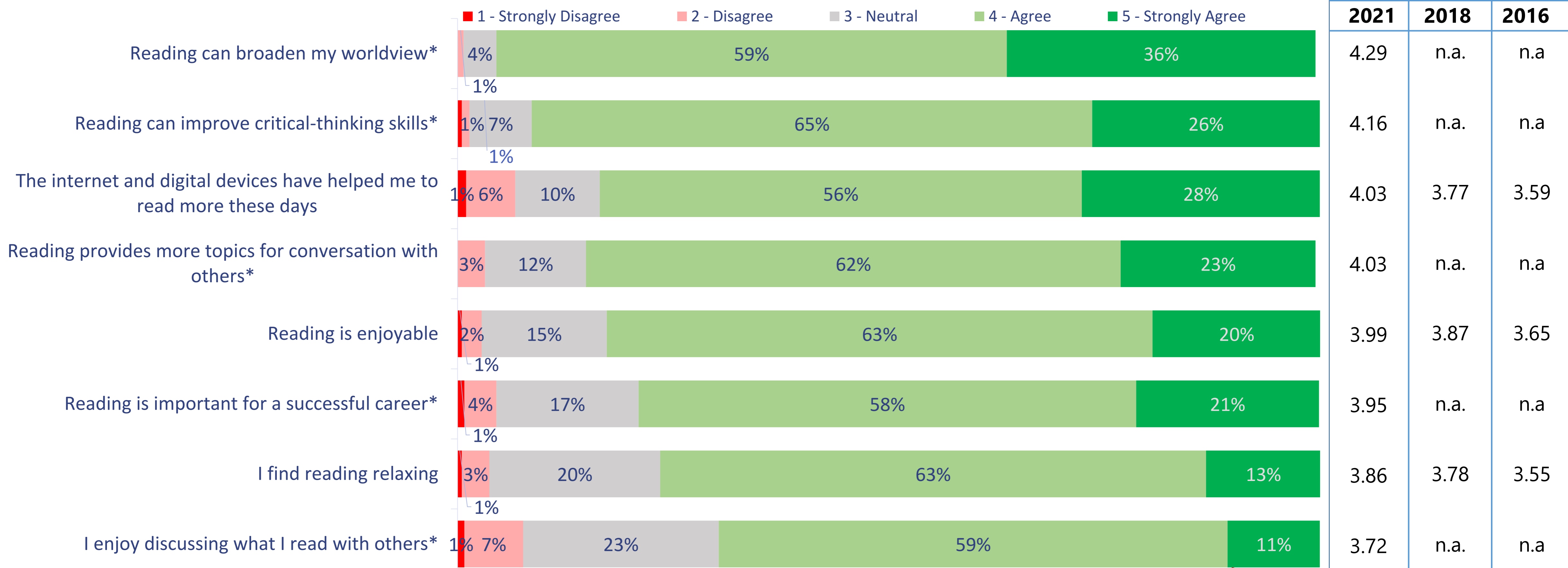
Base: SingLit non-readers (2021 n=1942)
 2021: 20-29 years old n=327; 30-39 years old n=356; 40-49 years old n=345; 50-59 years old n=368; 60+ years old n= 547
 2021: Primary school or below n=146; Secondary school n=442; Technical / Vocational Training n=77; A-levels / IB n=183; Diploma n=412; Bachelor's Degree n=547; Postgraduate or higher Degree n=136
 2021: 1 or 2-room HDB n=103; 3-room HDB n= 362; 4-room HDB n=600; 5-room / Executive HDB n=515; EC / HUDC n=31; Condominium / Apartment / Private Flat n=239; Private Landed n=89; Others n=4

MOTIVATIONS AND BARRIERS

WHAT ARE ADULTS' READING MOTIVATIONS?

- Adults agree that reading broadens worldview, improves critical-thinking skills and provides topics for conversation.
- There was also high agreement that the Internet and digital devices have helped them to read more and that reading is enjoyable.

Among all adults, motivations toward reading



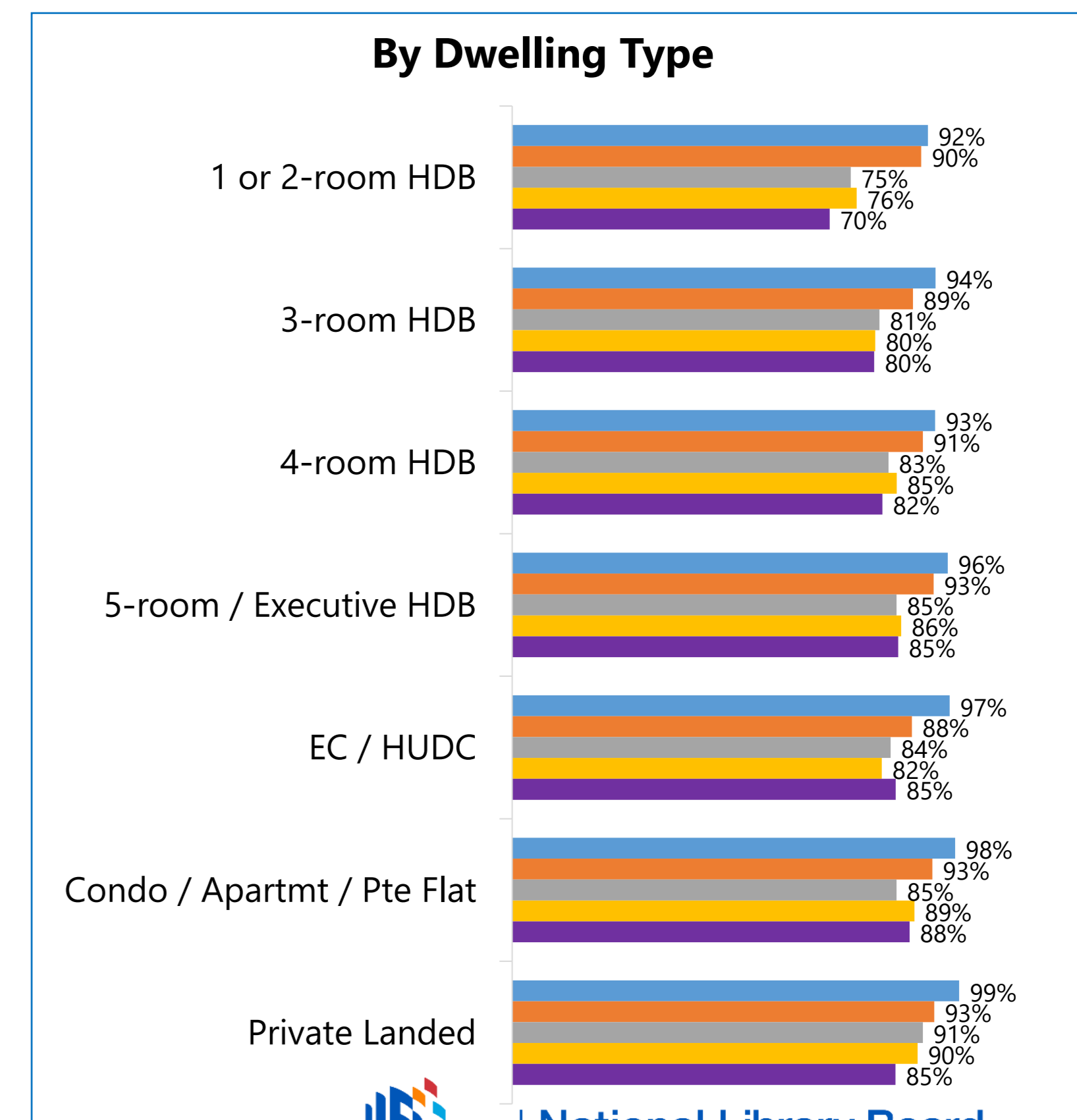
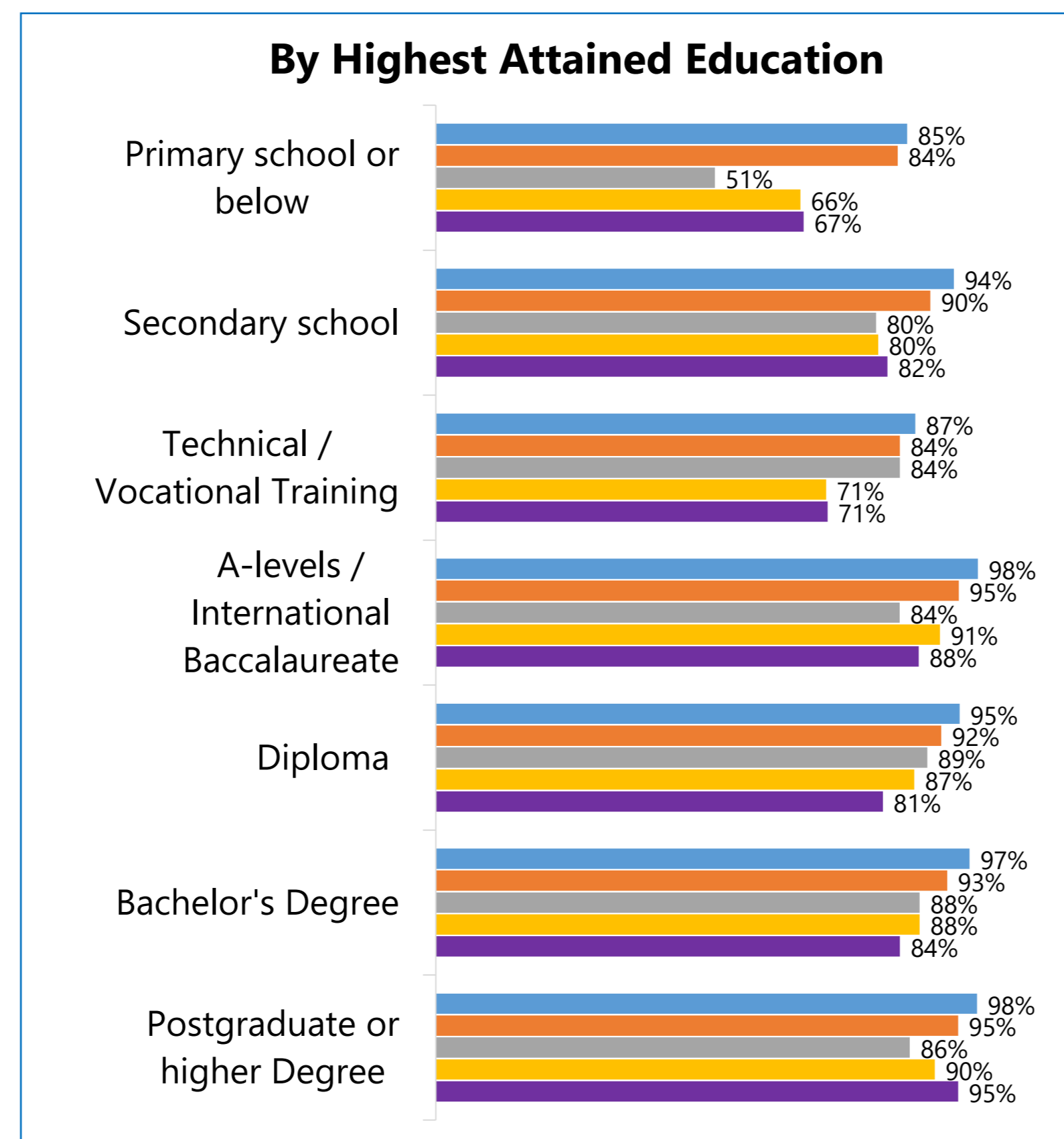
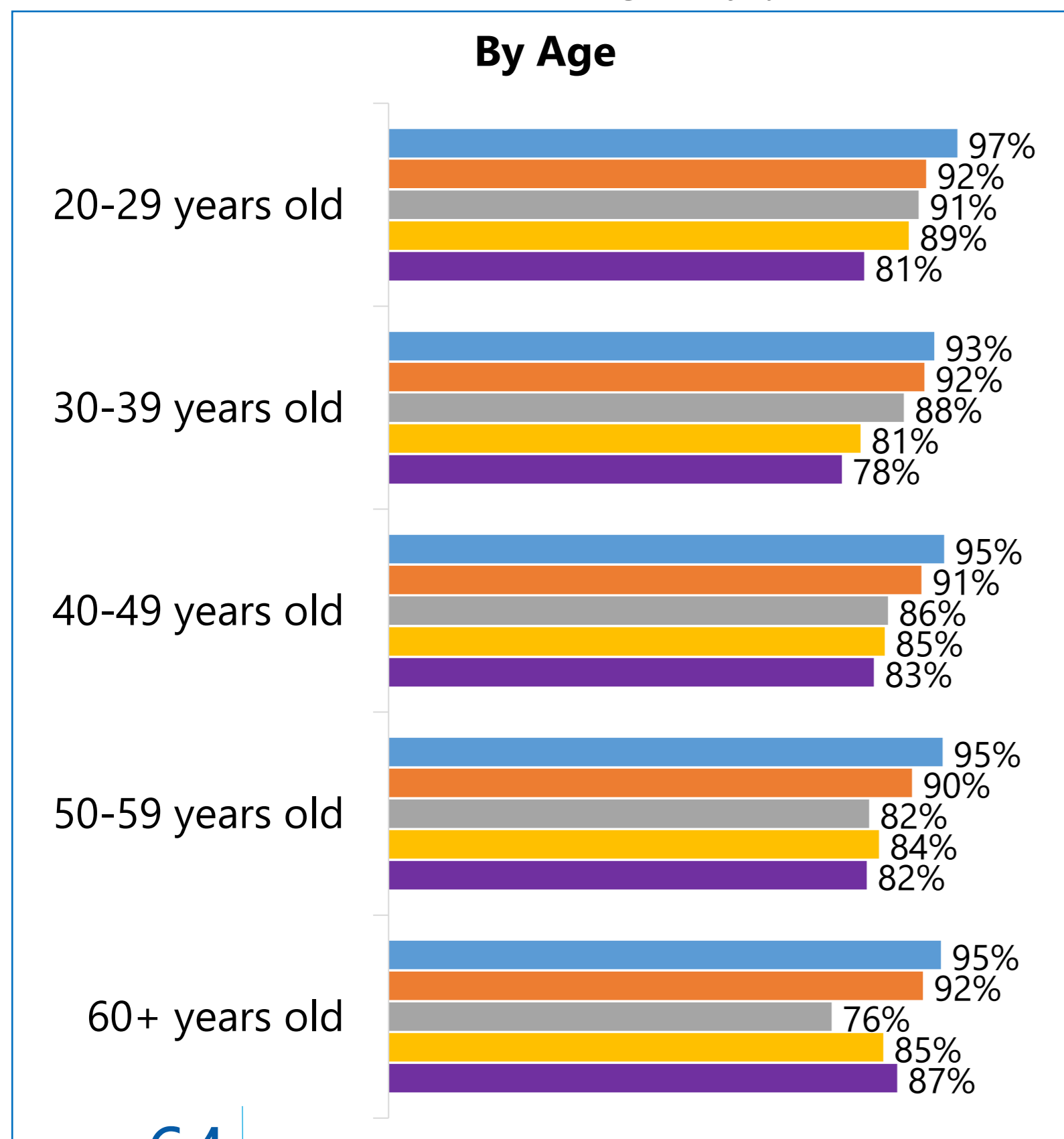
* New option added in 2021
 Base: All respondents (2021 n=2918; 2018 n=3636; 2016: 3515)
 Base: Readers (2021 n=2908; 2018 n=3468; 2016 n=3262)

WHAT ARE ADULTS' READING MOTIVATIONS?

- Majority of adults across ages and educational levels agree with these benefits of reading.
- Lower proportion of 60+ years old and those with primary school education agree that digital devices have helped them to read more.

Key reading motivations - Strongly agree or Agree

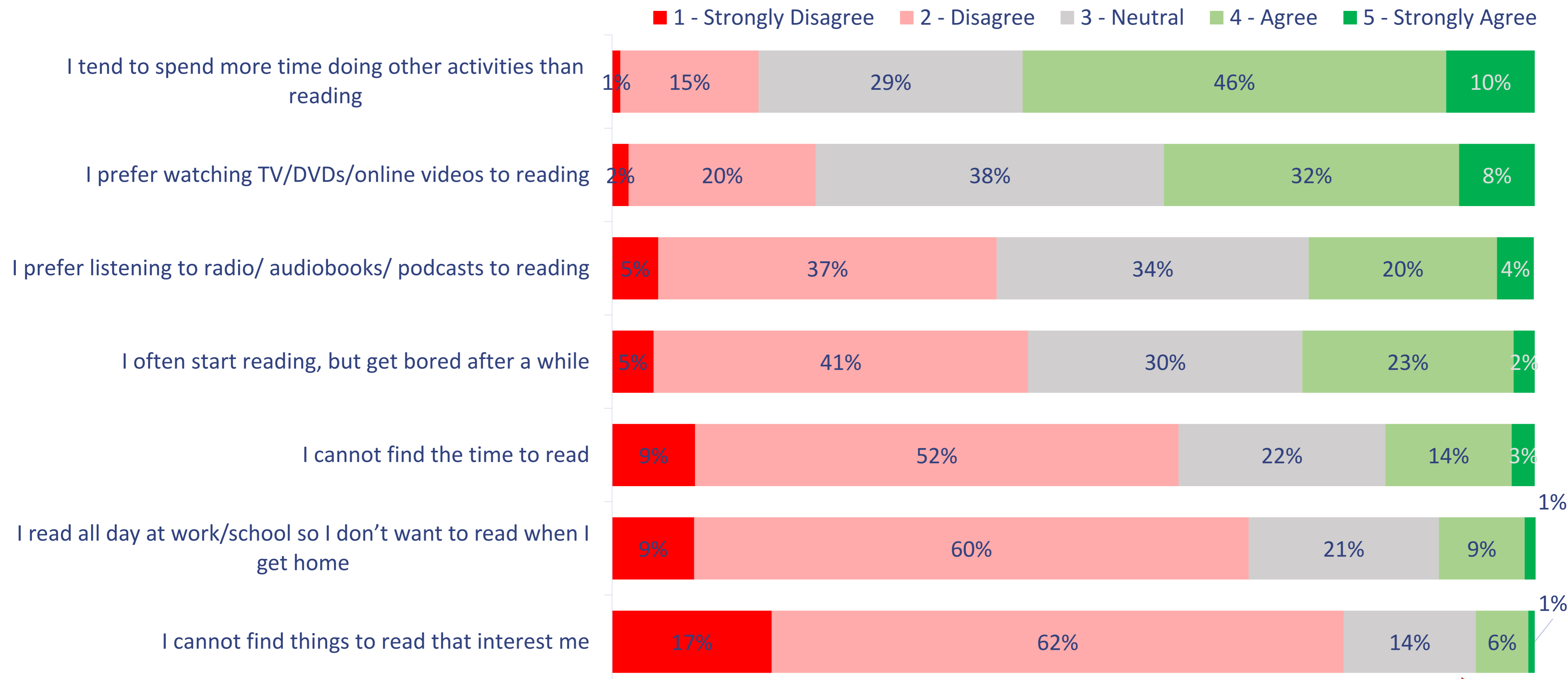
- Reading can broaden my worldview.
- Reading can improve critical-thinking skills.
- The internet and digital devices have helped me to read more these days
- Reading provides more topics for conversation with others.
- Reading is enjoyable



WHAT ARE ADULTS' READING BARRIERS?

- Although adults acknowledge the benefits of reading, they tend to spend more time doing other activities, and to a much lesser extent, prefer watching videos rather than reading.
- Only 17% agree that they cannot find the time to read.

Among all adults, barriers toward reading



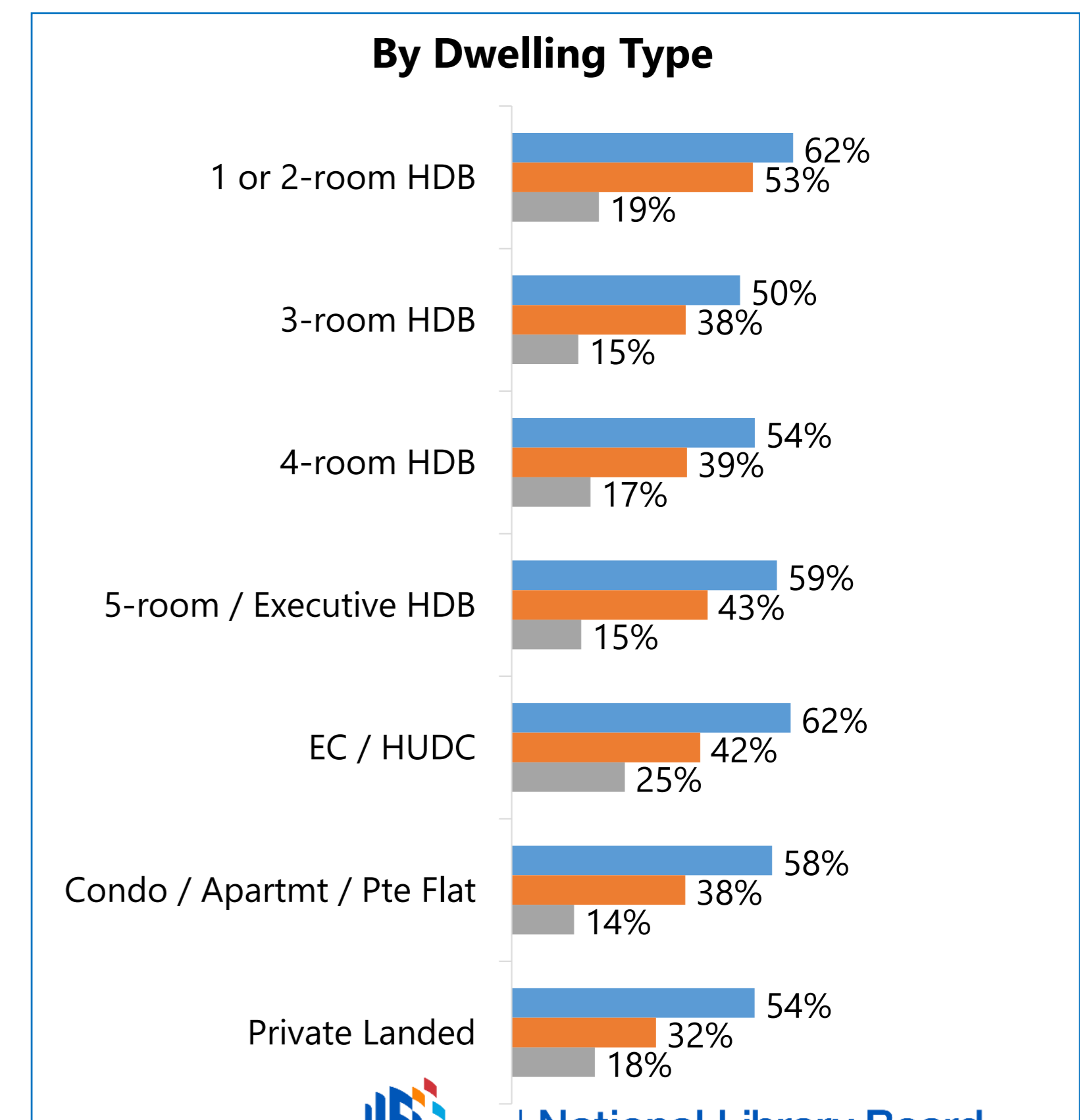
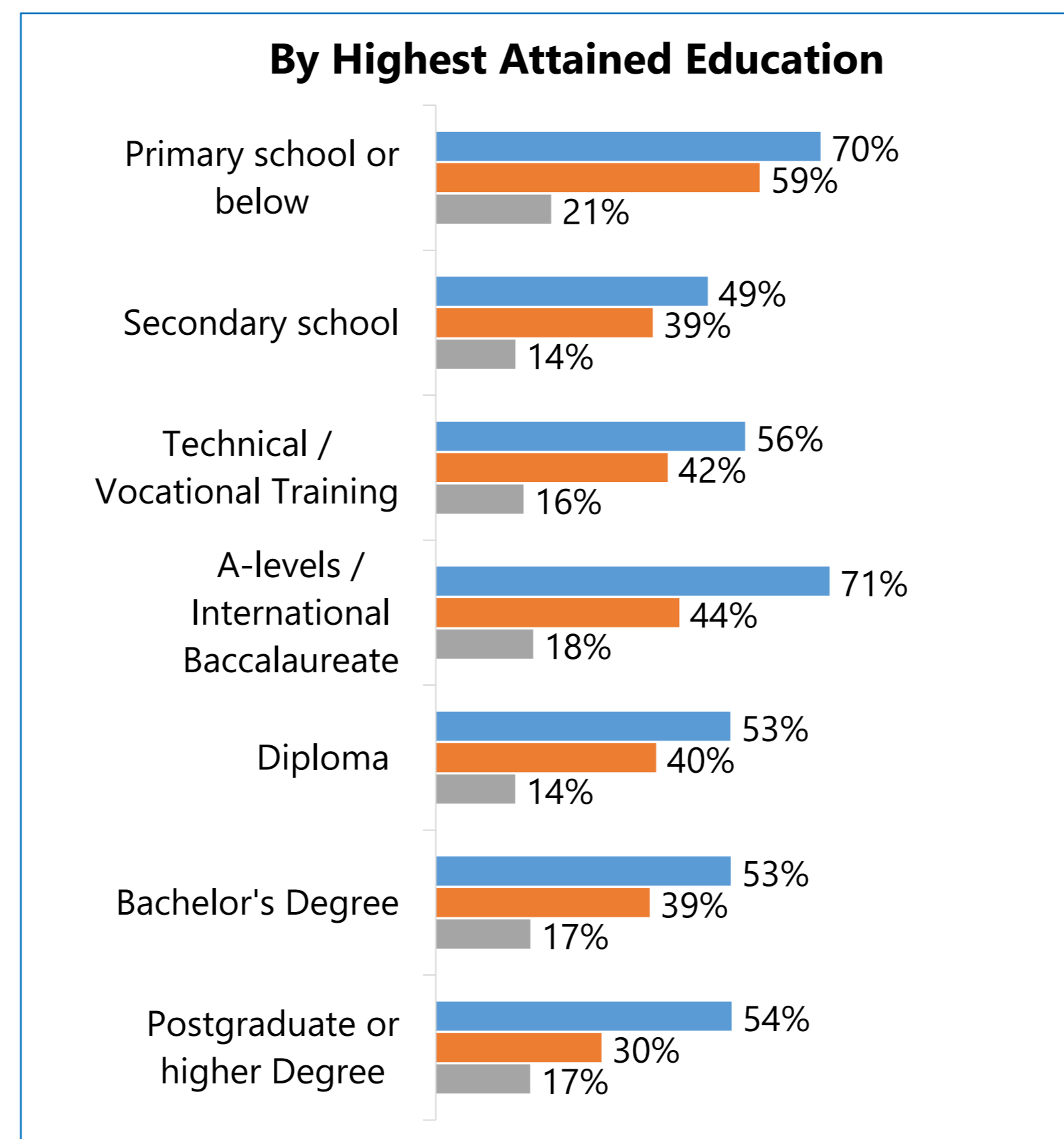
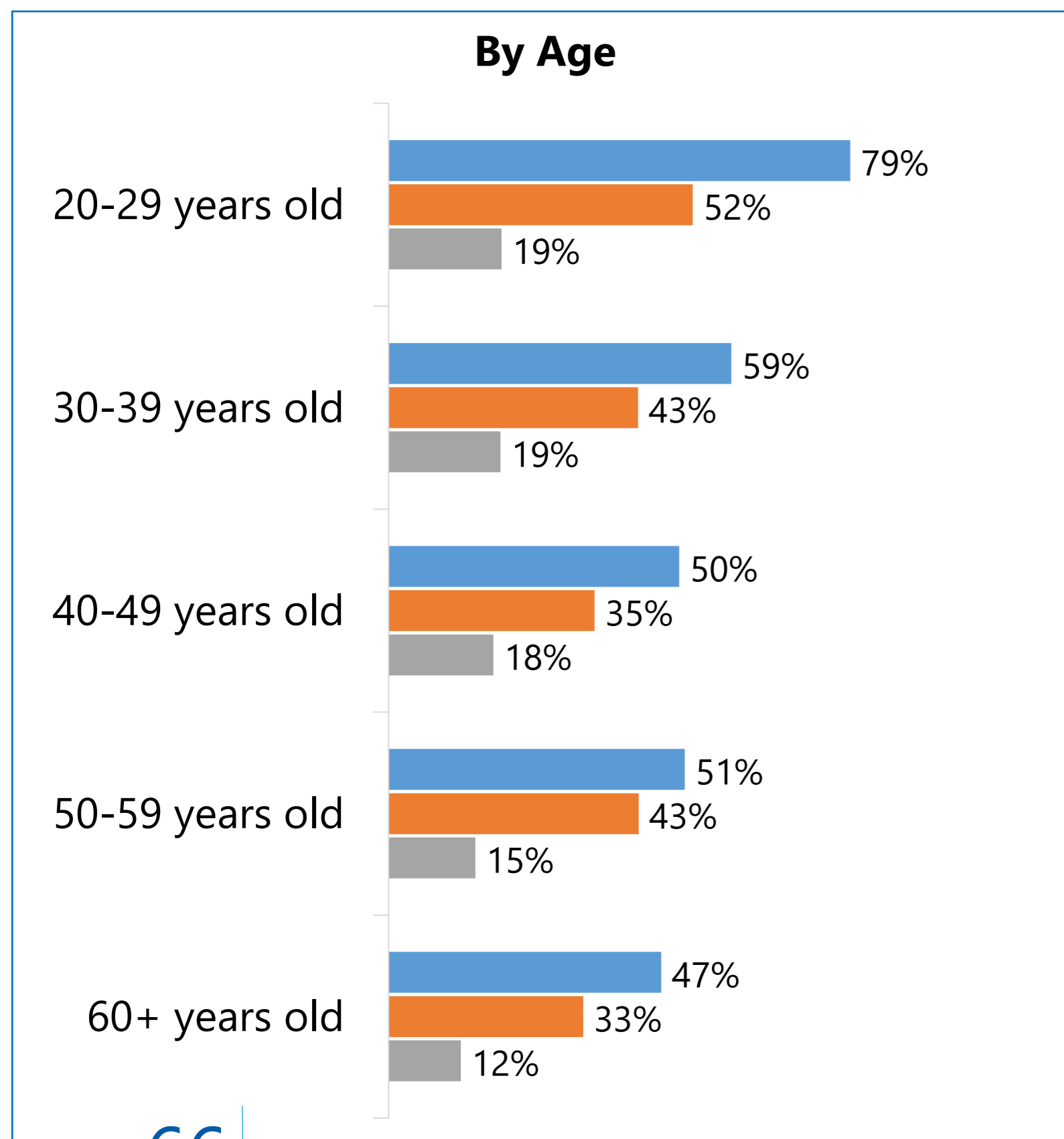
Mean		
Note: n.a. = not applicable		
2021	2018	2016
3.48	3.29	3.41
3.25	3.19	3.28
2.82	2.94	2.97
2.78	2.74	2.88
2.48	2.49	2.70
2.34	2.46	2.59
2.10	2.30	2.51

WHAT ARE ADULTS' READING BARRIERS?

- More adults in their 20s agree that they tend to spend more time doing other activities rather than reading and that they prefer watching TV/DVDs/online videos to reading.

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

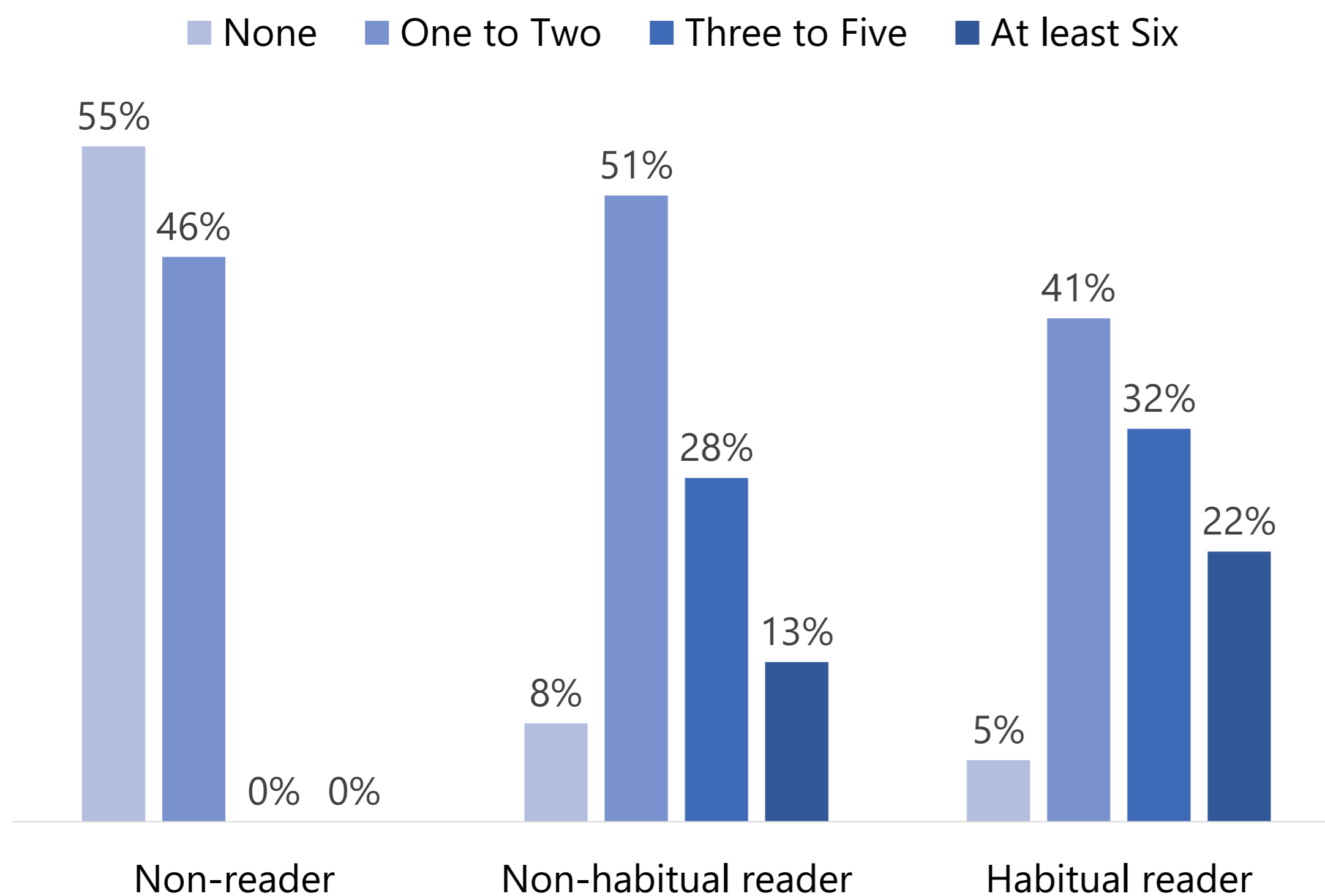


ABOUT SOCIAL READERS

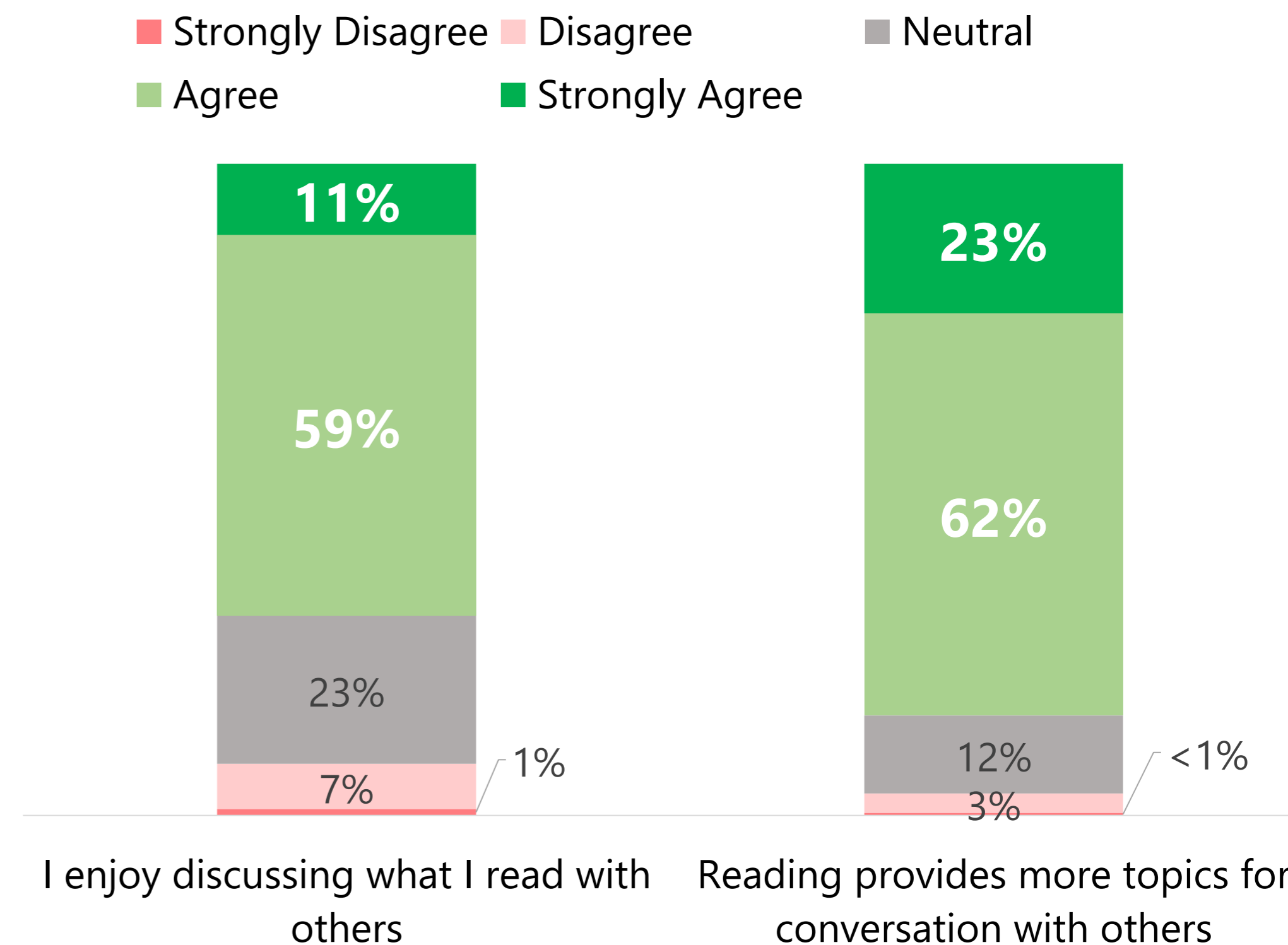
IS THERE A SOCIAL ASPECT TO ADULTS' READING?

- There appears to be an association between adults' habitual reading and the number of readers in their social circle.
- In addition, at least 7-in-10 adults agree that they enjoy discussing what they read with others and that reading provides more conversation topics. We term adults who agree with both statements '*social readers*'.

Number of readers in social circle – by habitual readers



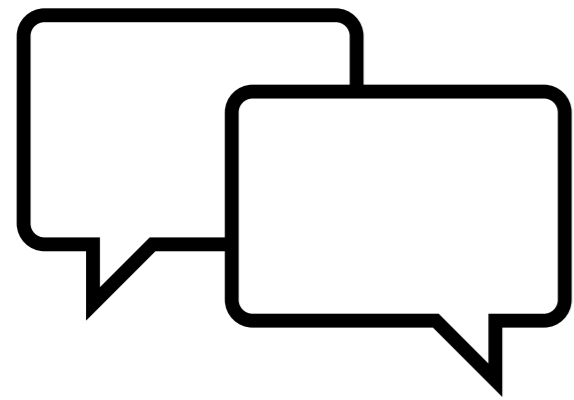
Social-related reading motivations



IS THERE A SOCIAL ASPECT TO ADULTS' READING?

- Among adults, social readers make up about 64%, with young adults in their 20s having the highest proportion of them.
- About 67% of book readers are social readers.

Overall Proportion of social readers

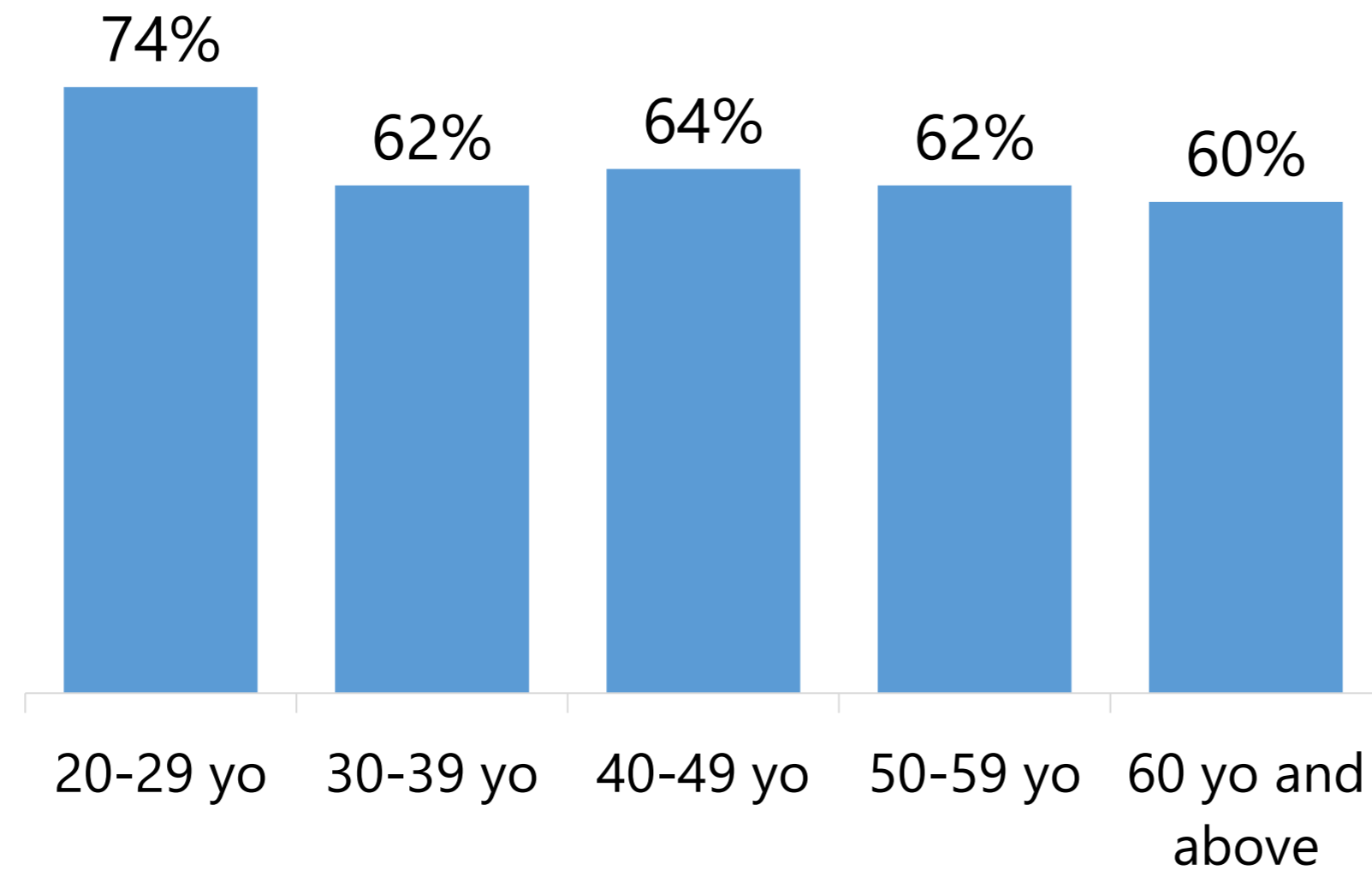


64%

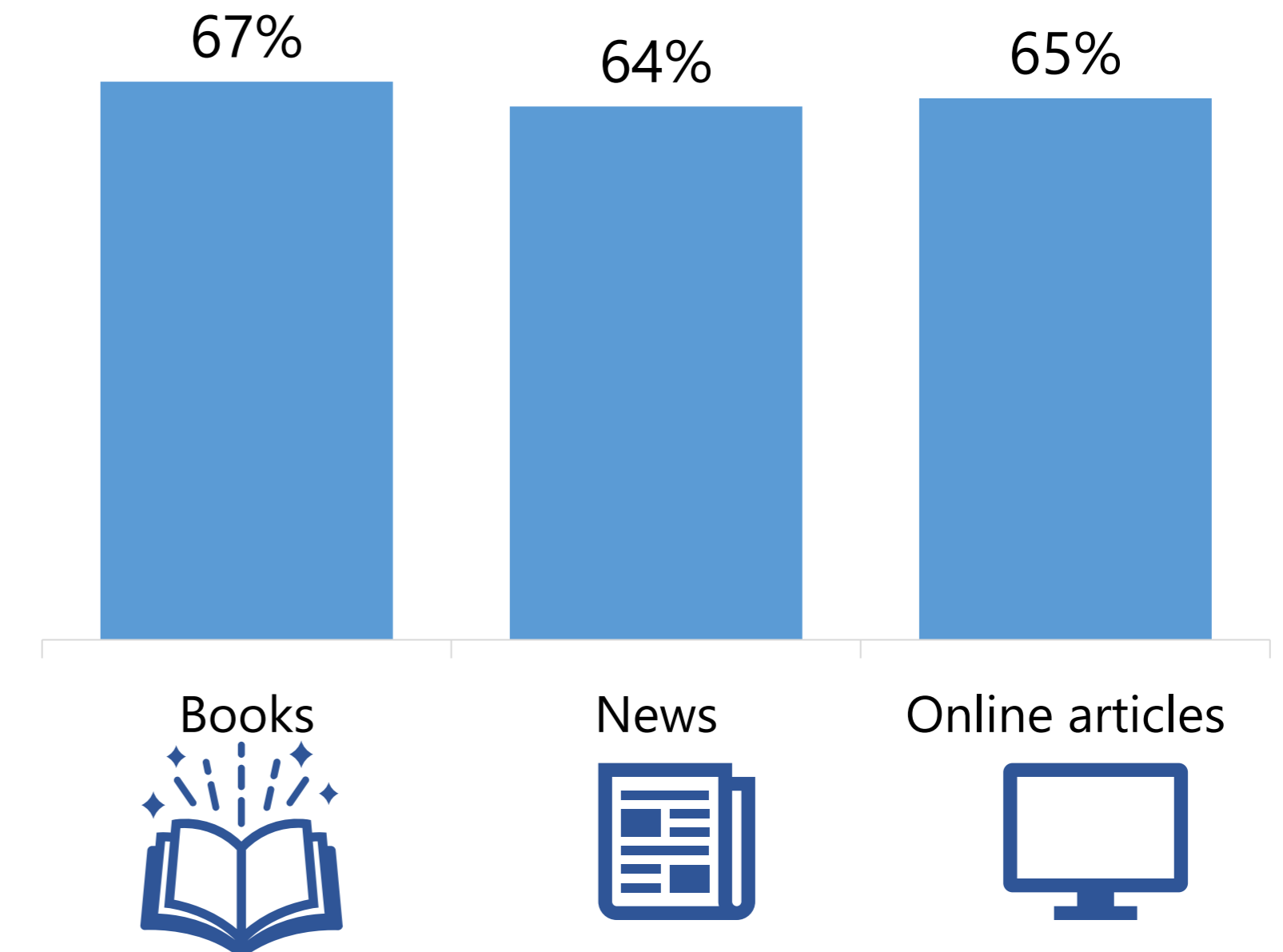
agree that 'I enjoy discussing what I read with others' and

'Reading provides more topics for conversation with others'

Social readers - By age



Social readers - By type of material read



Thank you

