2018 NATIONAL READING HABITS STUDY ON ADULTS

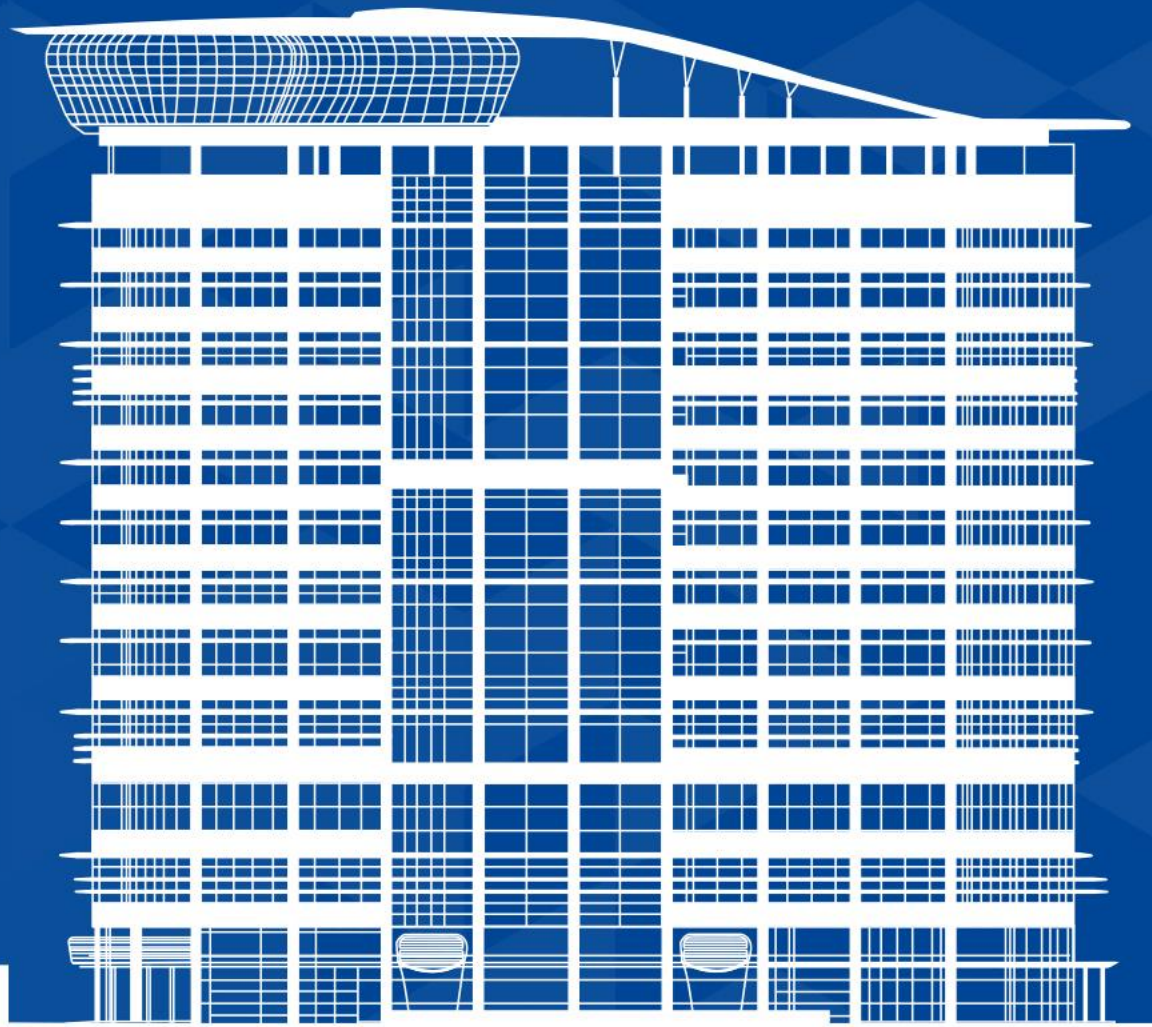

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TABLE OF CONTENTS

- **Study Objectives and Methodology** **3**
  - Study objectives 4
  - Methodology 6
- **Executive Summary** **9**
- **Reading Habits** **12**
  - Are adults reading? 13
  - Are bilingual adults reading in their mother tongue? 18
  - How do adults discover new materials to read? 21
  - Where do adults read? 26
- **Reading Preferences** **27**
  - What non-fiction topics do adults read? 29
  - What fiction genres do adults read? 39
- **About Books** **45**
  - Are adults still reading books? 46
  - Where do adults get their books from? 48
- **About SingLit** **50**
  - Do adults read SingLit books? 51
- **Motivations and Barriers** **54**

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STUDY OBJECTIVES AND METHODOLOGY

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STUDY OBJECTIVES

National Library Board first conducted the **National Reading Habits Study** (NRHS) in 2016, with its subsequent run in 2018, in order to **track leisure reading trends** among Singapore residents.

In this report, we highlight the reading habits of adults (i.e. aged 20 years old and above).

Specifically, the study seeks to understand:

1

Reading habits

- Are adults reading?
- What type of materials do adults read?
- Are bilingual adults reading in their mother tongue language?

2

Reading preferences

- What do adults like 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?

4

About SingLit

- Are adults reading SingLit books?

5

Reading motivations and barriers

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

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DEFINITION OF READING

Reading is defined as having read any of the following types of materials.

Books include e-books, audio books as well as physical books. This covers both non-fiction and fiction books, excluding textbooks.

News refers to printed newspapers as well as online news.

Online Articles refer to articles, blogs or essays posted on social media (such as Facebook, LinkedIn, Tumblr, Twitter) or websites.

Magazines include both physical and digital magazines.

Reports, e.g. annual company reports or trade reports.

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

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METHODOLOGY

The **Study** was conducted using **door-to-door surveys**, similar to the 2016 study.

Door-to-door surveys

- ✓ **3,636 surveys** were conducted **nation-wide via door-to-door interviews** by trained interviewers, which gave a margin of error of **±1.55%** at 95% confidence level.

- ✓ **Singapore residents** (i.e. Singapore citizens and Singapore Permanent Residents) **aged 20 years and above** were randomly chosen for the survey. Sample quotas by age, gender, ethnicity, housing type and residence status were applied to ensure that the sample collected is representative of the Singapore Resident population.

- ✓ The surveys were conducted at **different times** of the day, on **both weekdays and weekends**, to capture all demographic profiles.

- ✓ Each survey lasted on average about **30 minutes**.

- ✓ Surveys were conducted from **4 May to 10 September 2018**.

Notes on Analysis:

Significant differences between the 2018 findings and 2016 findings at the 95% C.I are denoted with the following symbols:

- ↑ *Significantly higher in 2018 than in 2016*
- ↓ *Significantly lower in 2018 than in 2016*

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PROFILE OF RESPONDENTS (1)

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

Residency Status	n	% of Total
Singapore Citizen	3211	88%
Singapore Permanent Residents	425	12%
Total	**3636**	**100%**

Age	n	% of Total
20-29 years old	646	18%
30-39 years old	702	19%
40-49 years old	729	20%
50-59 years old	661	18%
60 years old and above	898	25%
Total	**3636**	**100%**

Gender	n	% of Total
Male	1726	48%
Female	1910	52%
Total	**3636**	**100%**

Ethnicity	n	% of Total
Chinese	2788	77%
Malay	426	12%
Indian	340	9%
Others	82	2%
Total	**3636**	**100%**

Dwelling Type	N	% of Total
1 or 2-room HDB flat	164	4%
3-room HDB flat	580	16%
4-room HDB flat	1231	34%
5-room/ Executive HDB flat	946	26%
Executive Condominium/HUDC	34	1%
Condominium/ Apartment / Private Flat	446	12%
Private Landed Property	235	7%
Total	**3636**	**100%**

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PROFILE OF RESPONDENTS (2)

Marital Status	N	% of Total
Single	923	25%
Married with children	2326	64%
Married without children	209	6%
Widowed/Separated/Divorced	172	5%
Refused	6	0%
Total	**3636**	**100%**

Highest Attained Education Level	n	% of Total
Primary School or below	405	11%
Secondary School	911	25%
Technical / Vocational Training	180	5%
A-levels	215	6%
Diploma / International Baccalaureate	725	20%
University	927	25%
Post-Graduate or higher	273	8%
Total	**3636**	**100%**

Occupation	n	% of Total
Legislators, Senior Officials, Managers	189	5%
Professionals	683	19%
Associate Professionals and Technicians	473	13%
Clerical Support Workers	226	6%
Service and Sales Workers	481	13%
Agricultural and Fishery Workers	5	0%
Craftsmen and Related Trades Workers	31	1%
Plant and Machine Operators and Assemblers	90	3%
Cleaners, Labourers and Related Worker	113	3%
Self-employed	0	0%
Retired	450	12%
Full-time National Serviceman	36	1%
Full-time Homemaker	463	13%
Unemployed currently	163	4%
Students	207	6%
Others, please specify:	1	0%
Refused	25	1%
Total	**3636**	**100%**

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EXECUTIVE SUMMARY

This section gives a summary of the key findings.

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EXECUTIVE SUMMARY (1)

METHODOLOGY

Door-to-door interviews

SAMPLE SIZE

3,636

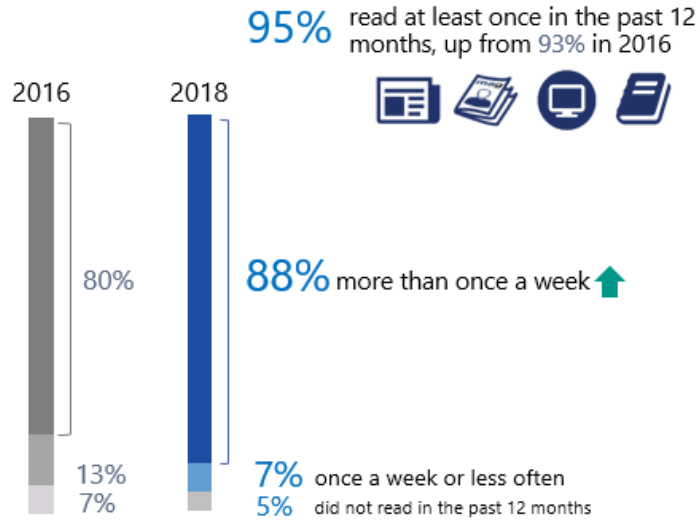
Singapore residents aged 20 years and above

Respondent profile representative of population

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

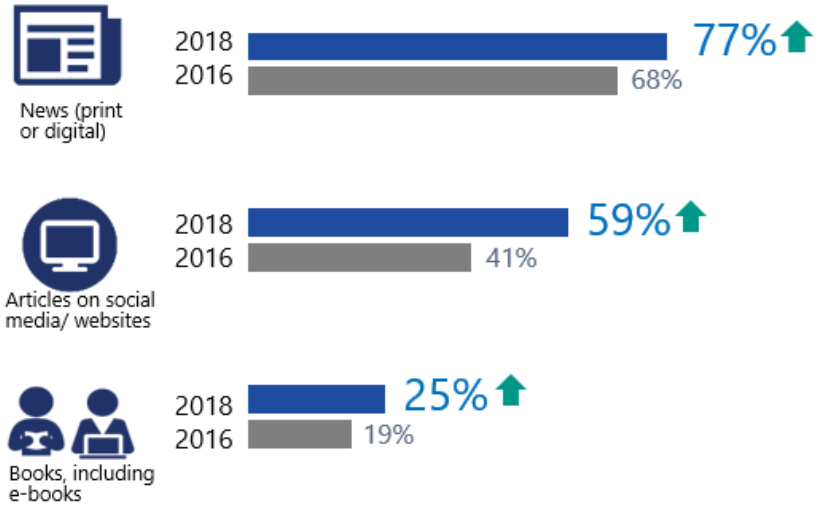
ARE ADULTS READING?

This includes reading books, magazines, newspapers/ news (print or digital), as well as online articles **in the past 12 months.**



WHAT ARE ADULTS READING?

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



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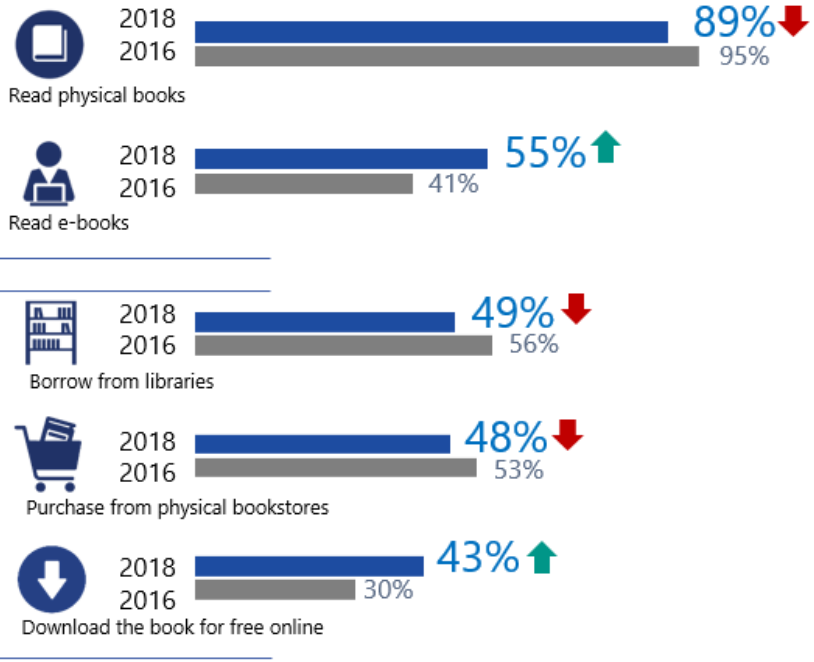
EXECUTIVE SUMMARY (2)

ARE ADULTS STILL READING BOOKS?

2018 **70%** read at least 1 book in the past 12 months

2016 69%



TO READ OR NOT TO READ?

No change in the ranking of key motivations and barriers in 2018 compared to 2016

Motivations
I find reading enjoyable and relaxing

Barriers
I tend to spend more time on other activities

I prefer watching TV/ DVDs/ online videos

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READING HABITS

This section looks into Singapore residents' reading frequency, types of materials read, reading in mother tongue languages and sharing of reads.

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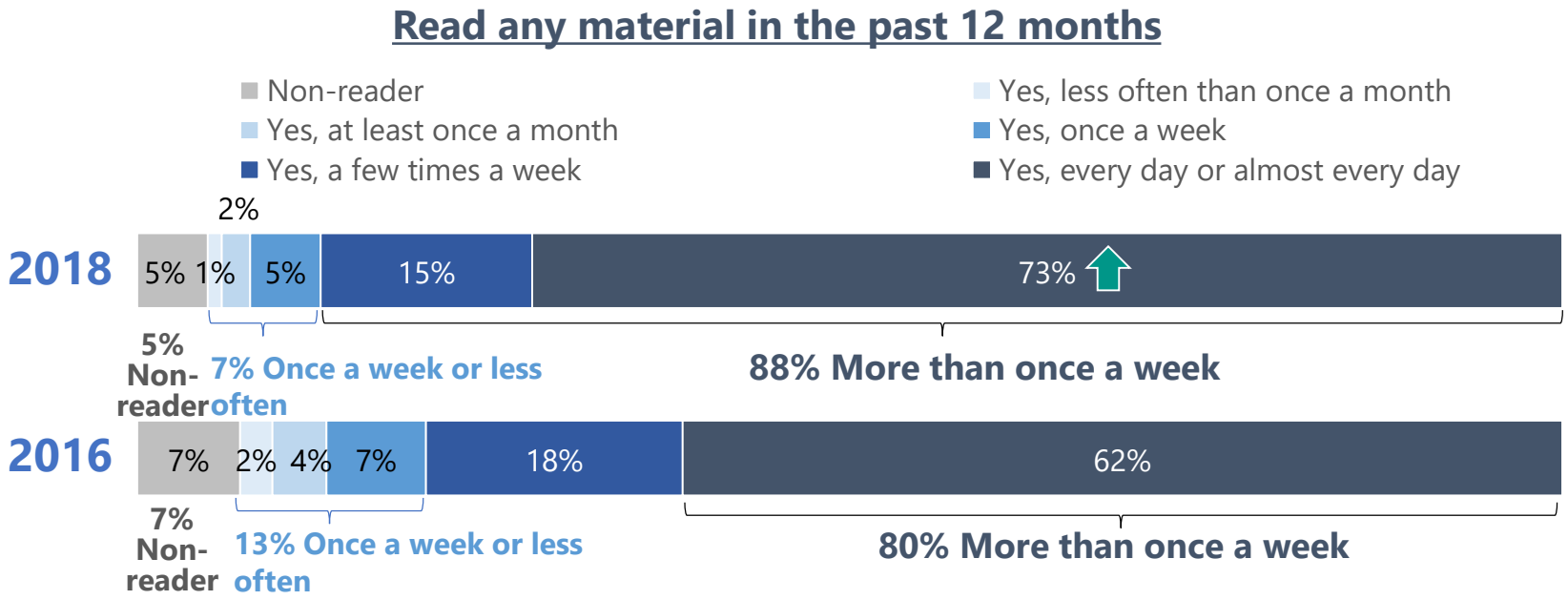
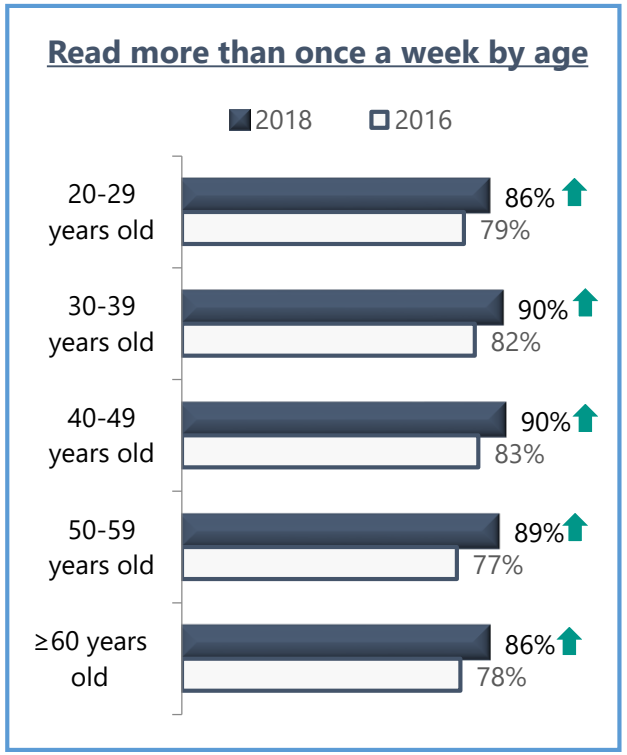
ARE ADULTS READING?

- *__95%__ of Singapore residents **read at least once in the past 12 months**. This includes reading books (physical, e-books, or audio books), magazines (physical or digital), newspapers or online news, as well as articles posted on social media or websites.
- **More adults read more than once a week**, rising from 80% in 2016 to 88% in 2018. This increase is **across all ages**.





***This group will be known as "readers" (n=3,468) in the rest of this report**

Base: All respondents (2018: n=3,636; 2016: 3,515)

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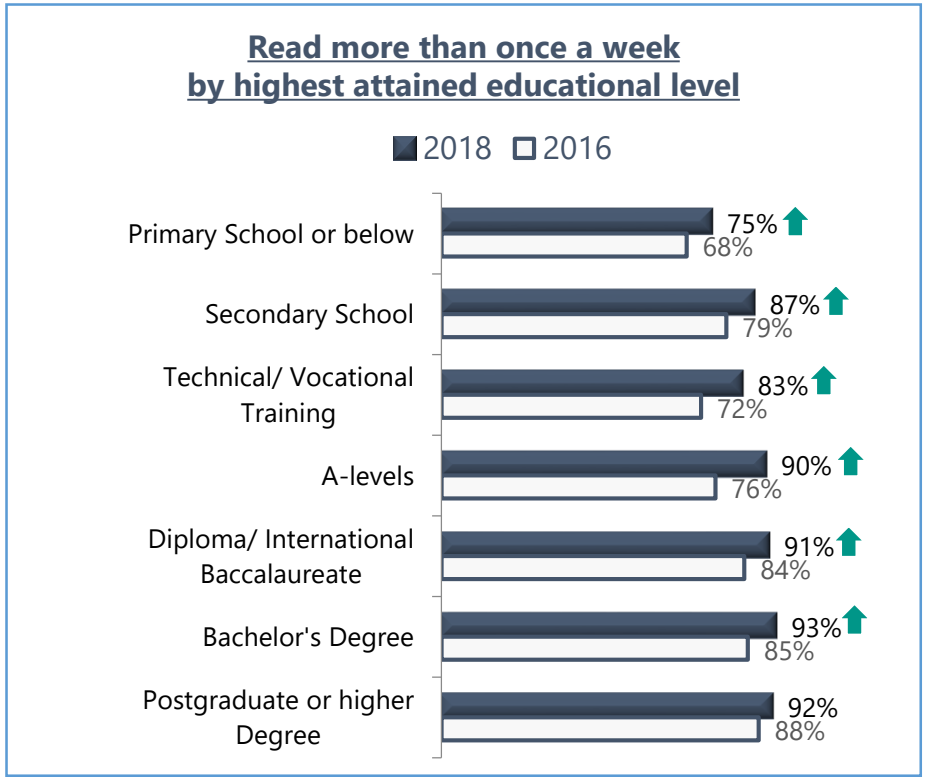
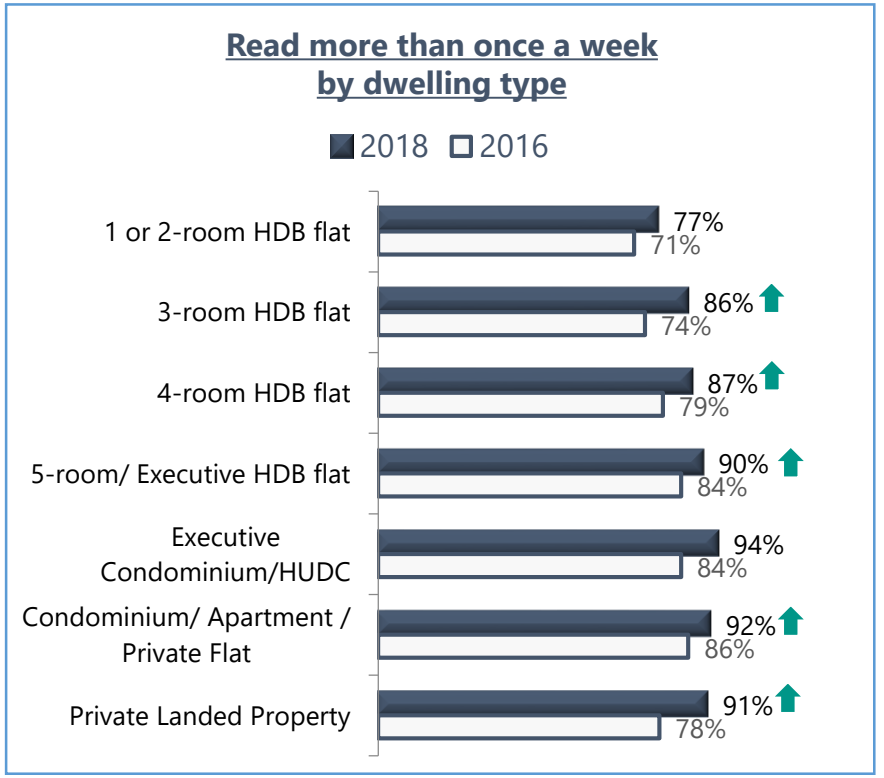
ARE ADULTS READING?

- Across educational levels, proportion of **residents who read more than once a week has increased, except for post-graduate or higher where majority already do so.**
- **Except for residents who live in 1-to-2 room HDB flats**, proportion **who read more than once a week has increased to** at least **86%**.
- There is **no significant difference between gender** in reading frequency.





Base: All respondents (2018: n=3,636; 2016: 3,515)

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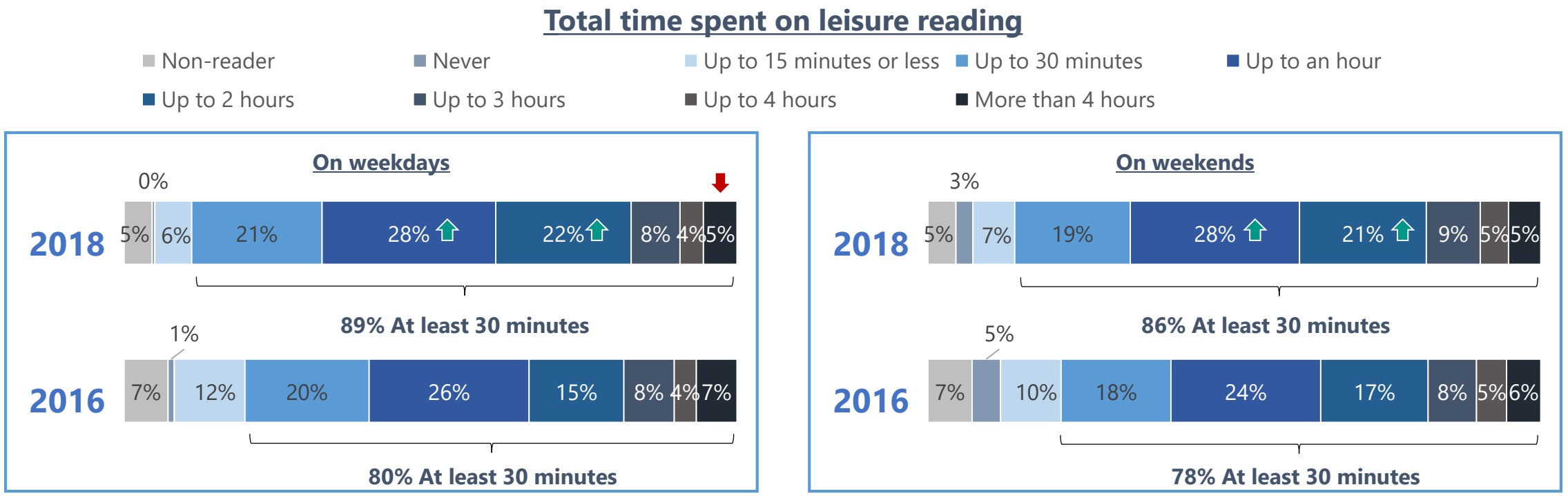
HOW MUCH TIME DO ADULTS SPEND READING?

- Among Singapore adult residents**, 89% spend at least 30 minutes on leisure reading on a typical weekday** in 2018 compared to 80% in 2016. This increase is due to a **higher proportion who spend up to an hour and up to 2 hours reading.**
- 86% spend **at least 30 minutes reading on weekends**, an increase from 78% in 2016.



Base: All respondents (2018: n=3,636; 2016: 3,515)

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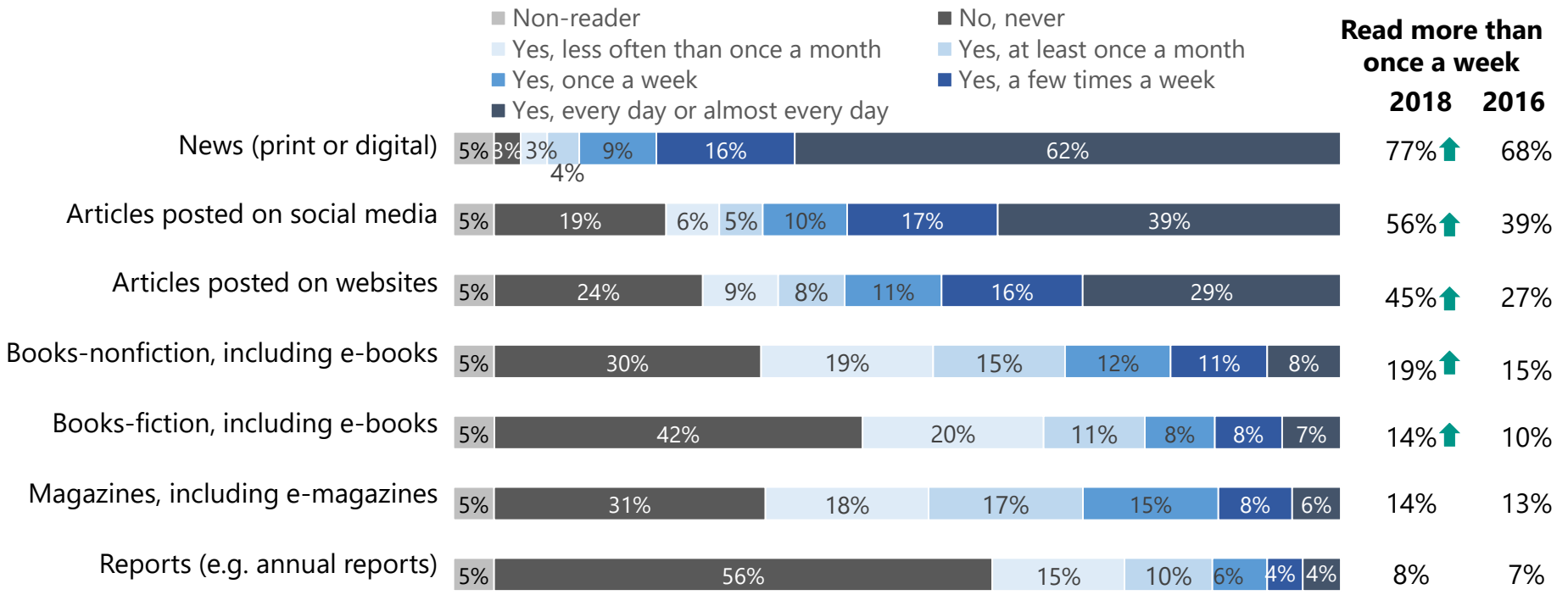
WHAT TYPE OF MATERIALS DO ADULTS READ?

- **News** remains the top material read by Singapore residents, as 77% read it more than once a week.
- Comparing across types of materials, the **largest increase** is from those who have read **online articles posted on social media or websites,** increasing from 41% to 59%.
- More have read **books** more than once a week as well, rising from 19% in 2016 to 25% in 2018. 19% read non-fiction books, while 14% read fiction books.

Type of materials read in the past 12 months



Base: All respondents (2018: n=3,636; 2016: 3,515)

Type of materials read more than once a week

News
77%
2016: 68%

Online articles
(posted on social media or websites)
59%
2016: 41%

Books
(fiction or non-fiction)
25%
2016: 19%

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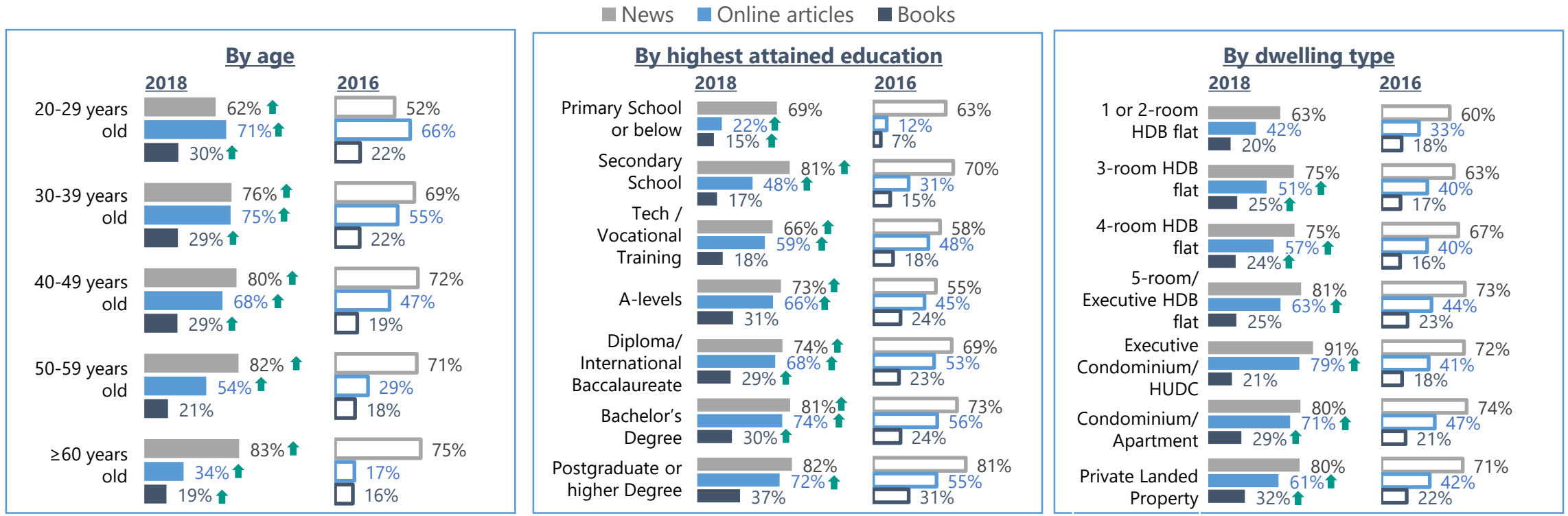
WHAT TYPE OF MATERIALS DO ADULTS READ?

- **News** remains the most common material read more than once a week across age, **except for the 20 to 39 year olds** where a similar or larger proportion read **online articles**.
- More adults read **online articles** more than once a week, **except for 1 or 2-room HDB flat dwellers**.
- A higher proportion with **at least 'A' levels read online articles and books** more than once a week than those with lower educational qualifications.

Type of materials read more than once a week



Base: All respondents (2018: n=3,636; 2016: 3,515)

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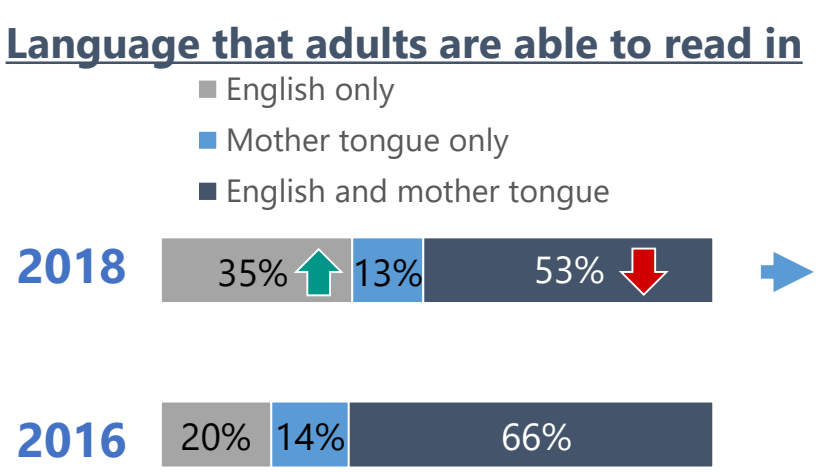
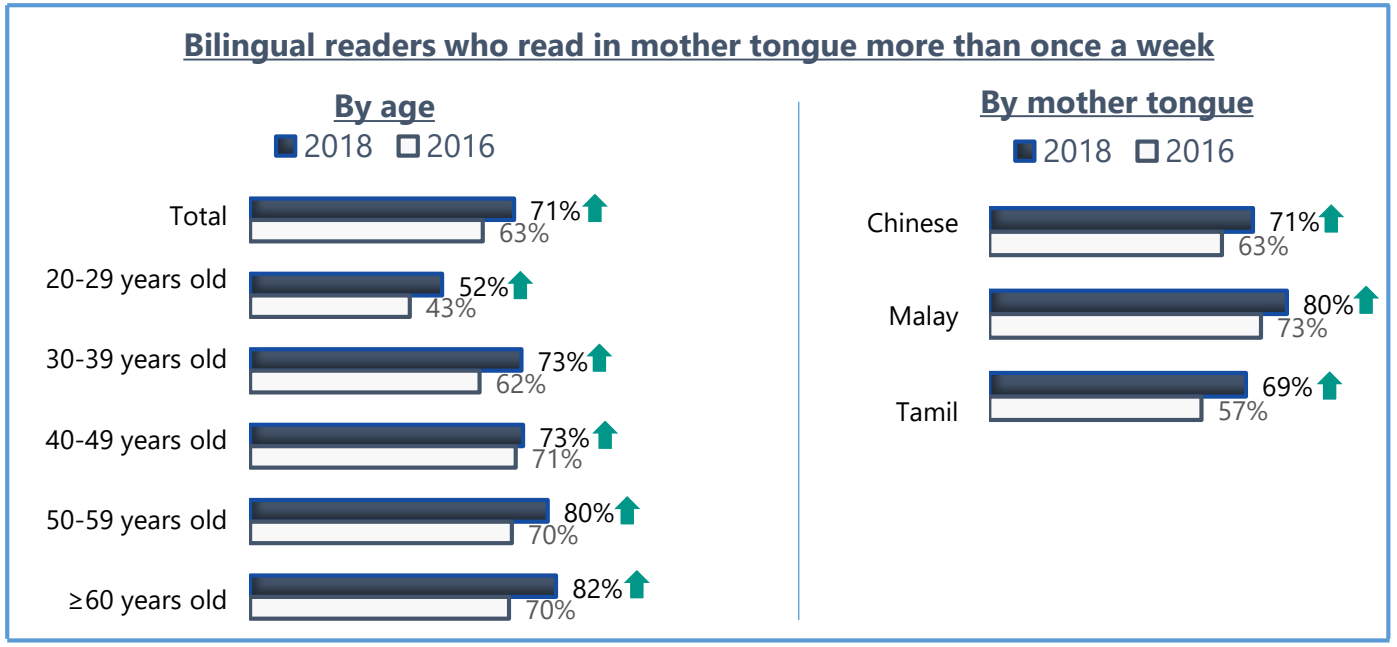
ARE BILINGUAL ADULTS READING IN THEIR MOTHER TONGUE?

- Among readers, **53%** say that they are **able to read in both English and their mother tongue** compared to 66% in 2016. Decline in bilingual readers is across all age groups.
- However, a **higher proportion of bilingual readers** say that they have **read in their mother tongue** more than once a week in 2018 compared to 2016.
- Similar to 2016, a **lower proportion of bilingual Chinese readers and bilingual Tamil readers** read more than once a week compared to bilingual Malay readers.





Base: Readers (2018: n=3,468; 2016: n=3,262); Bilingual Chinese readers (2018: n=1,282; 2016: n=1,526); Bilingual Malay readers (2018: n=353; 2016: n=316); Bilingual Tamil readers (2018: n=146; 2016: n=175)

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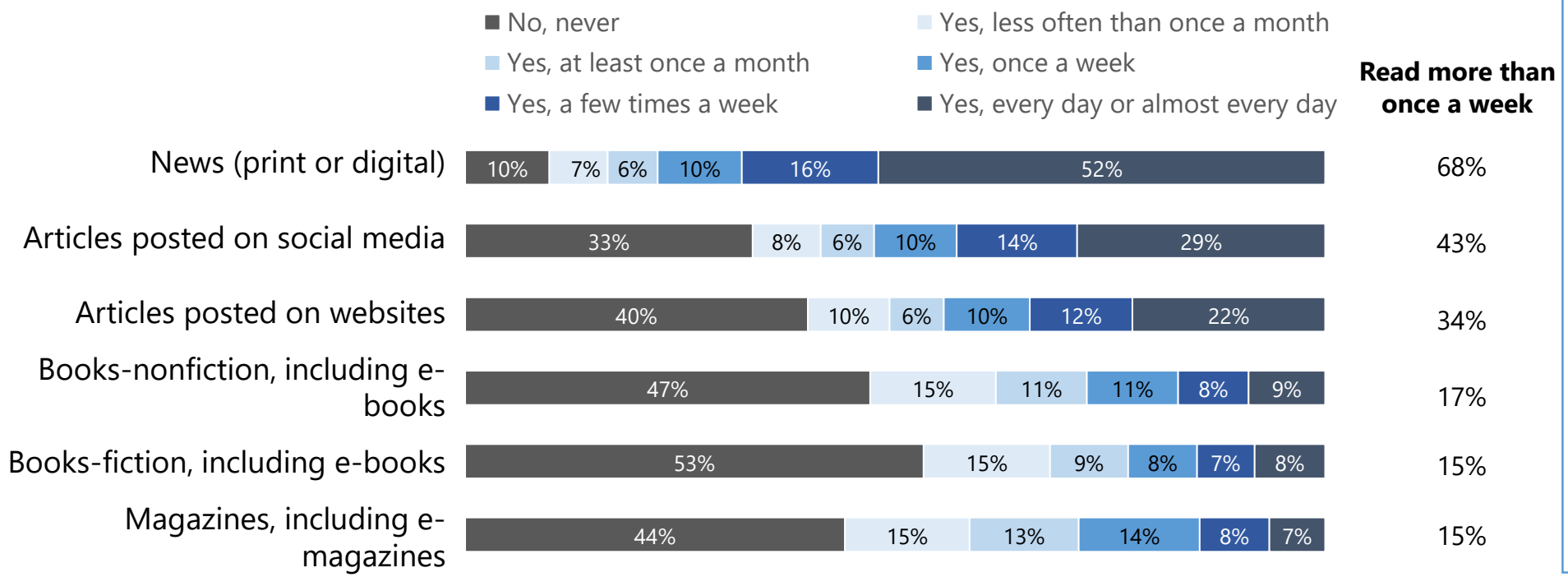
WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- **Among adults who read in their mother tongue**, the most common material read more than once a week is **news** , with 52% reading it every day or almost every day.
- 45% read **articles posted on social media or website** more than once a week, with 43% reading from social media.
- The proportion who have read either fiction or non-fiction **books** written in their mother tongue more than once a week is much lower, with 23% doing so.

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



Base: Readers of mother tongue languages (2018: n=2,273; 2016: N.A as new in 2018)

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

News
68%

Online articles
(posted on social media or websites)
45%

Books
(fiction or non-fiction)
23%

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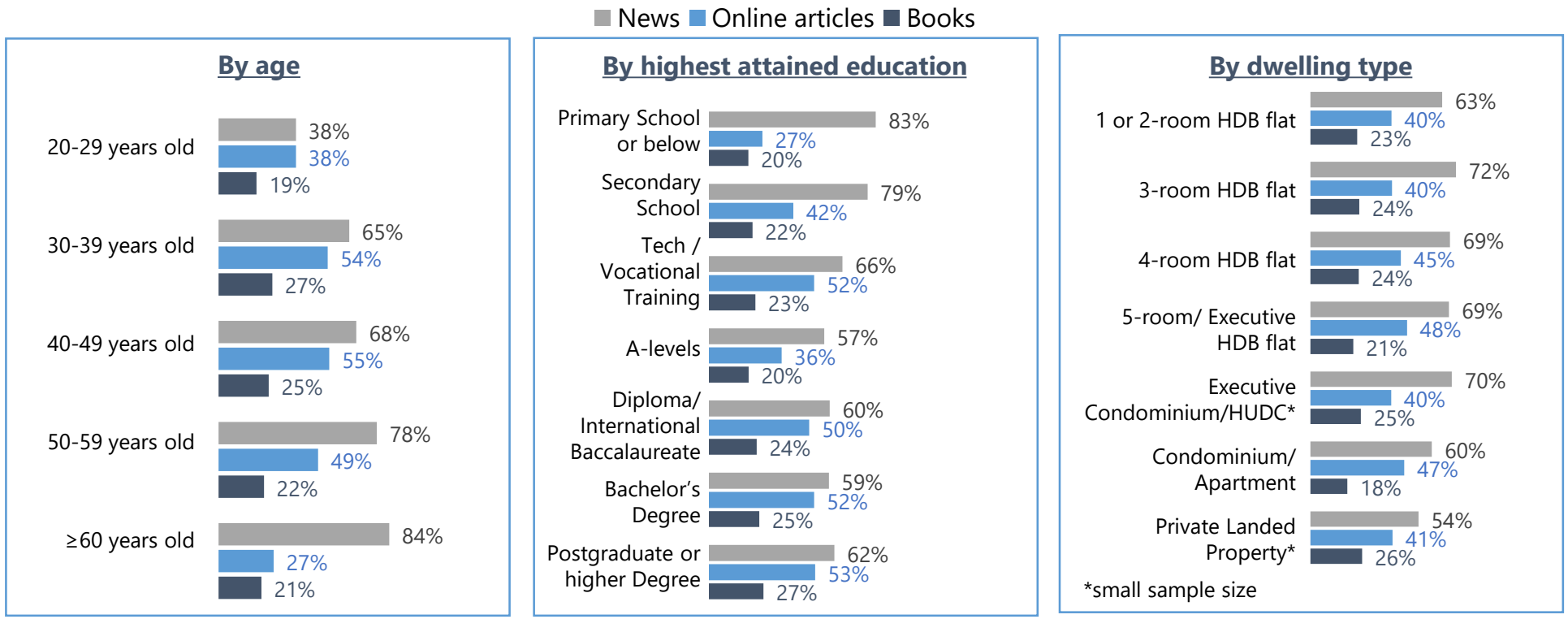
WHAT DO ADULTS READ IN THEIR MOTHER TONGUE?

- Higher proportion of **adults 30 years old or older** as well as those with **secondary school or below** educational qualifications read **news** more than once a week.
- There is **no significant difference** in proportion who have read books written in their mother tongue by age, highest attained education, or dwelling type.

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



Base: Readers of mother tongue languages (2018: n=2,273; 2016: not available as question was added in 2018)

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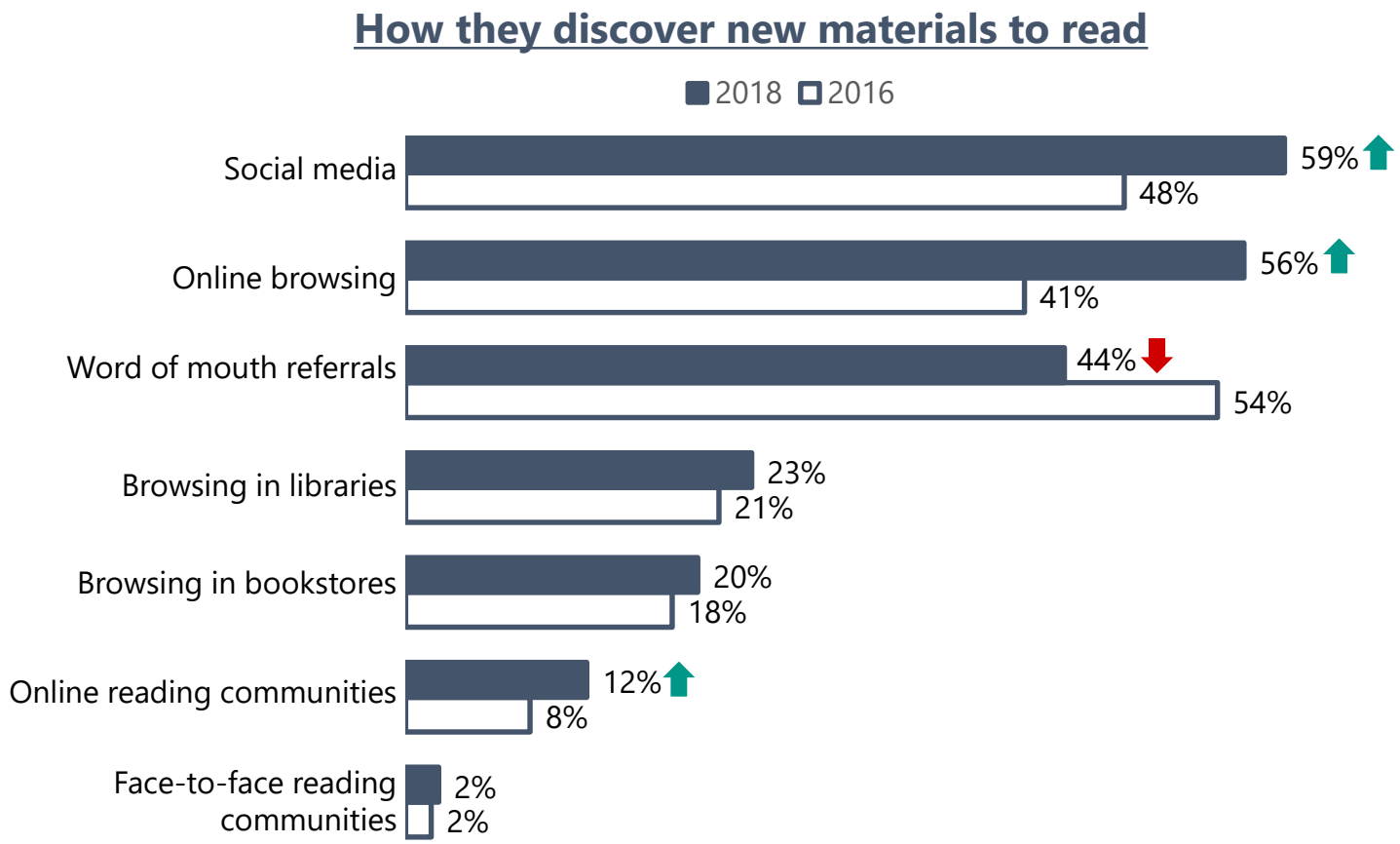
HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- Among the readers, there are significantly more who discover new reads through **social media** (59%) and **online browsing** (56%), compared to 2016. Comparatively, fewer adults discover new reads through word of mouth referrals.



Base: Readers (2018: n=3,468; 2016: n=3,262)

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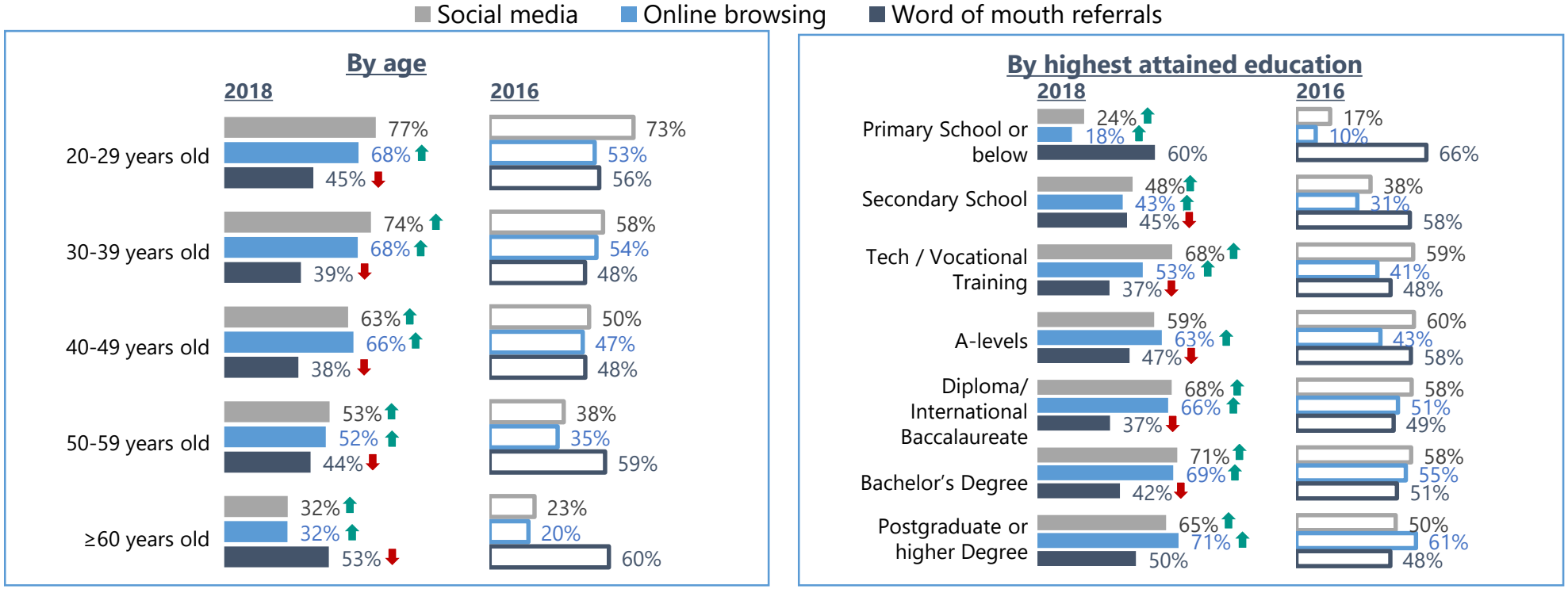
HOW DO ADULTS DISCOVER NEW MATERIALS TO READ?

- Proportion of adults who discover new reads through **social media** and **online browsing** has increased among all ages. **Those aged 60 years old and above still rely on word of mouth referrals.**
- Most readers with **primary school education or below continue to use mainly word of mouth referrals** to discover new reads, while a higher proportion of readers with vocational training or higher education qualifications use social media or browse online to do so.

How they discover new materials to read



Base: Readers (2018: n=3,468; 2016: n=3,262)

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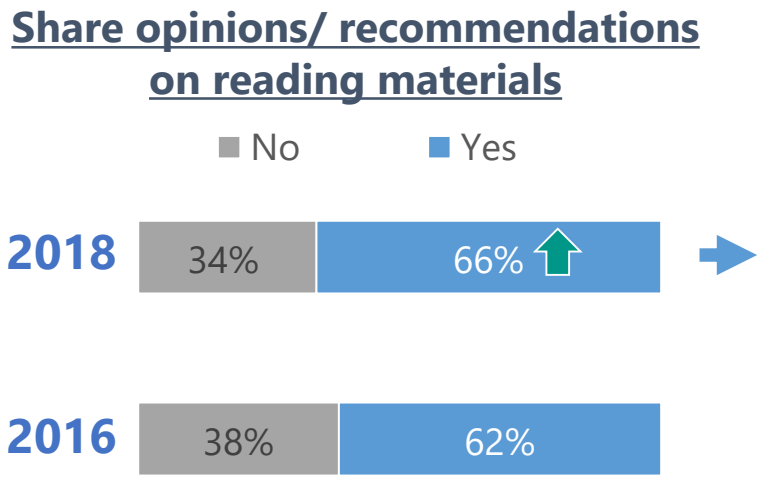
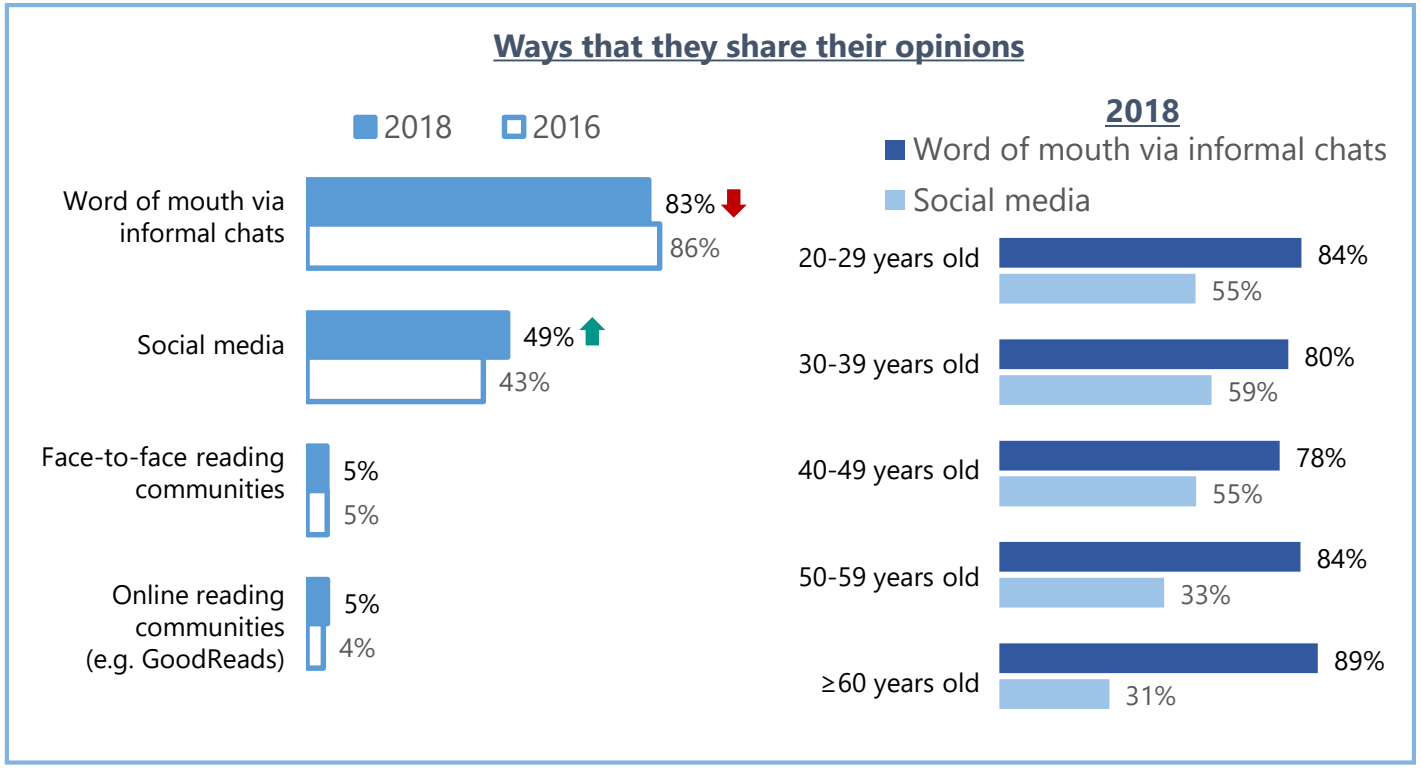
HOW DO ADULTS SHARE OPINIONS ON WHAT THEY READ?

- 66% of readers share their opinions on what they are reading with others, higher proportion than in 2016.
- Among these readers, majority (83%) continue to do so via **informal chats** and 49% via **social media.**
- While majority across all age groups share their opinions via informal chats, a larger proportion of the **younger age groups do so via social media**, similar to 2016.





Base: Readers (2018: n=3,468; 2016: n=3,262)

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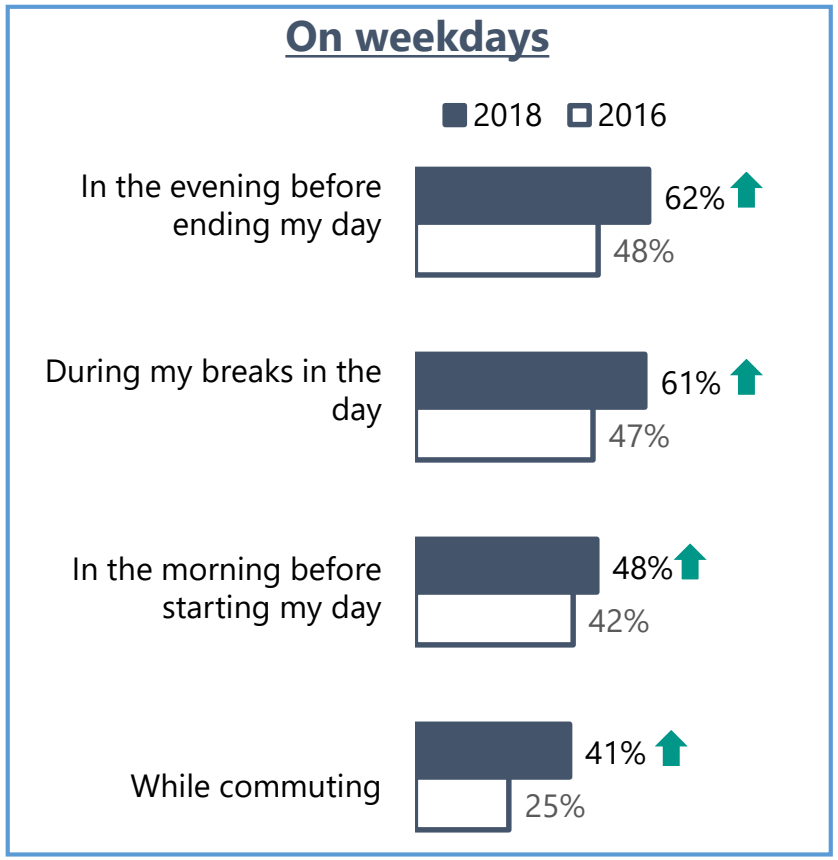
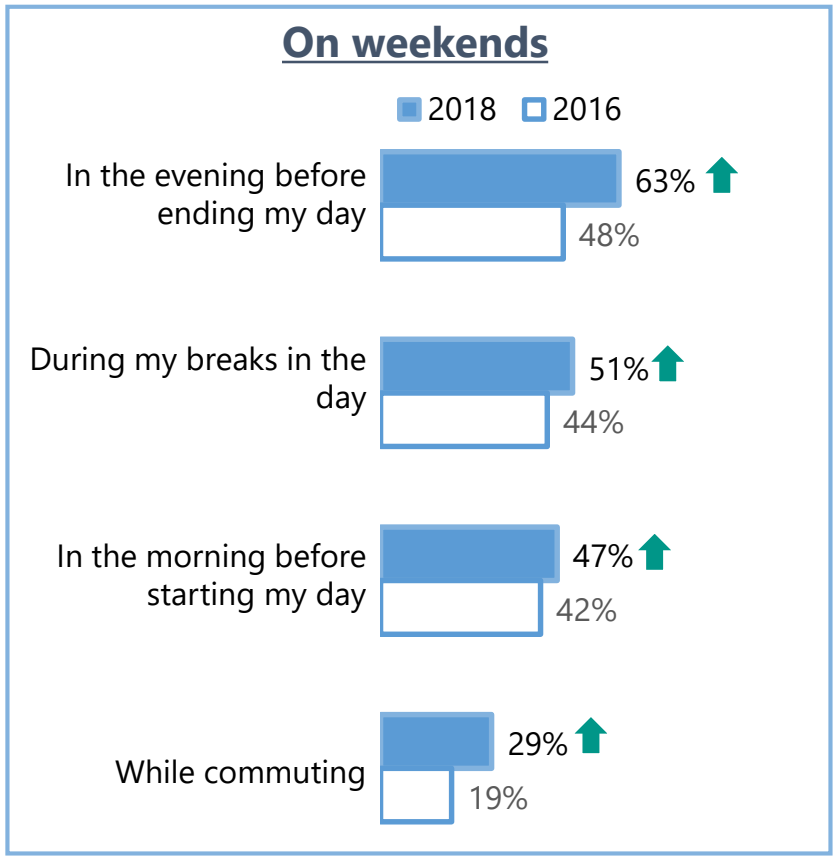
WHEN DO ADULTS READ?

- About 60% **read in the evening** on both weekdays and weekends.
- **Higher proportion of adults read** in the **evening**, during **breaks** in the day and **while commuting** on both weekdays and weekends in 2018 compared to 2016.





Base: Read on weekdays (2018: n=3,454, 2016: n=3,227); Read on weekends (2018: n=3,369, 2016: n=3,098)

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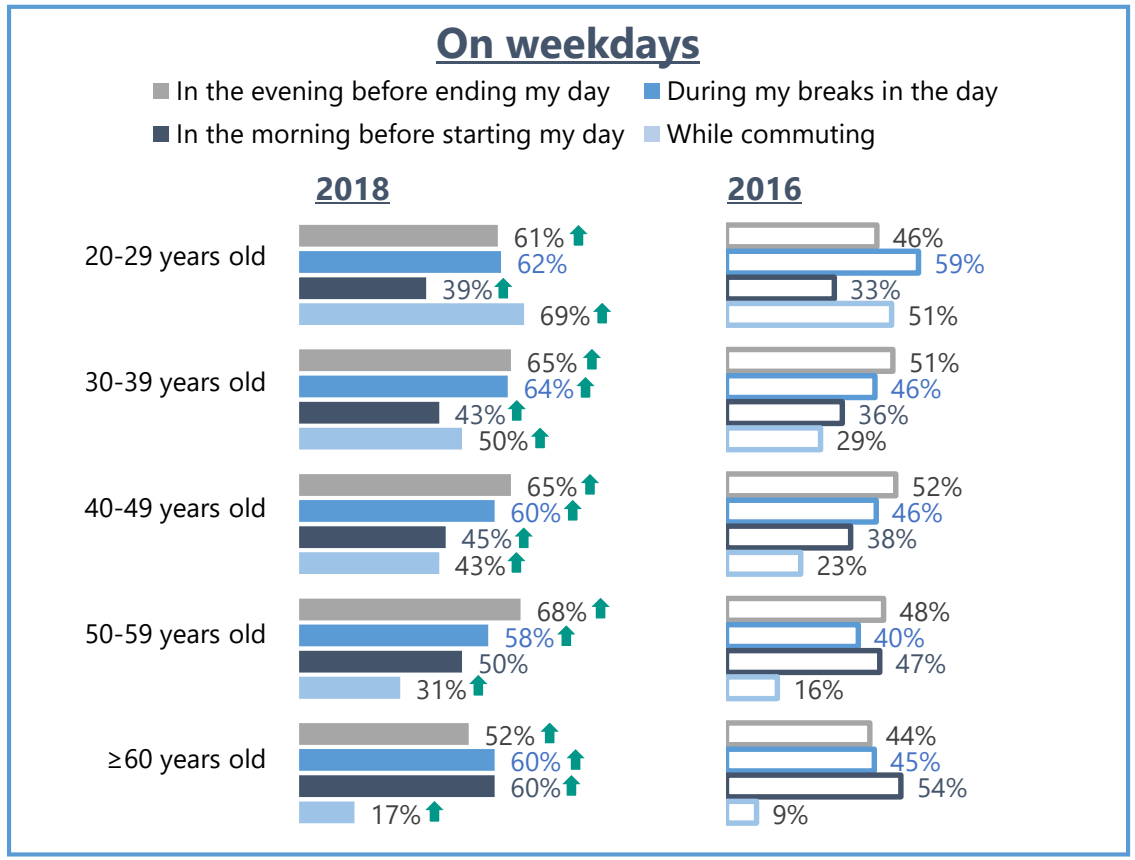
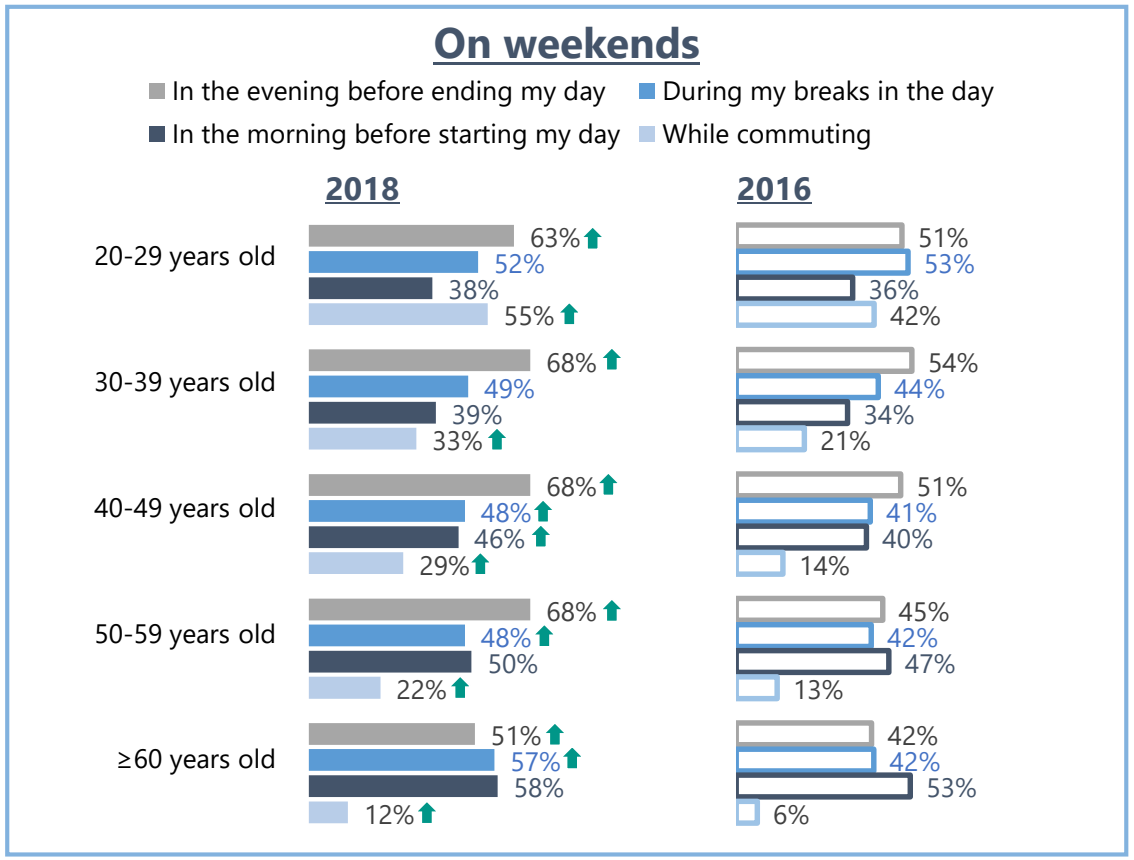
WHEN DO ADULTS READ?

- A much higher proportion (69%) of **adults in their 20s** read **while commuting** on weekdays, compared to other ages.
- About 60% of **adults 60 years old and above** read as part of their **morning routine** on both weekdays and weekends.





Base: Read on weekdays (2018: n=3,454, 2016: n=3,227); Read on weekends (2018: n=3,369, 2016: n=3,098)

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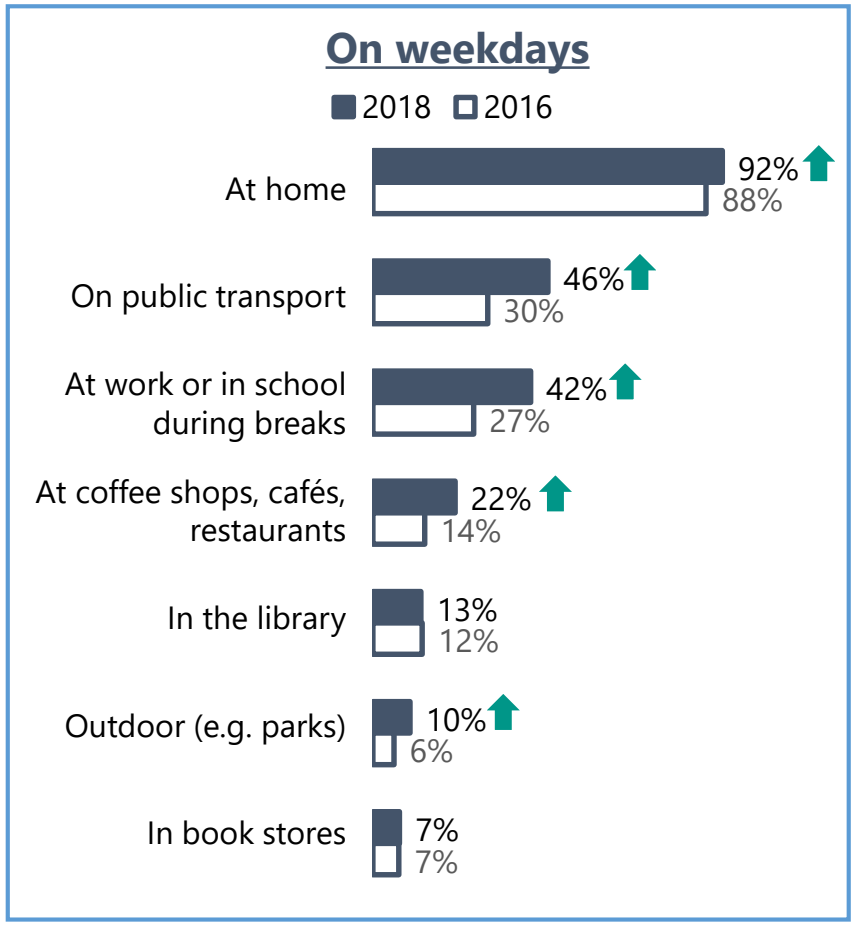
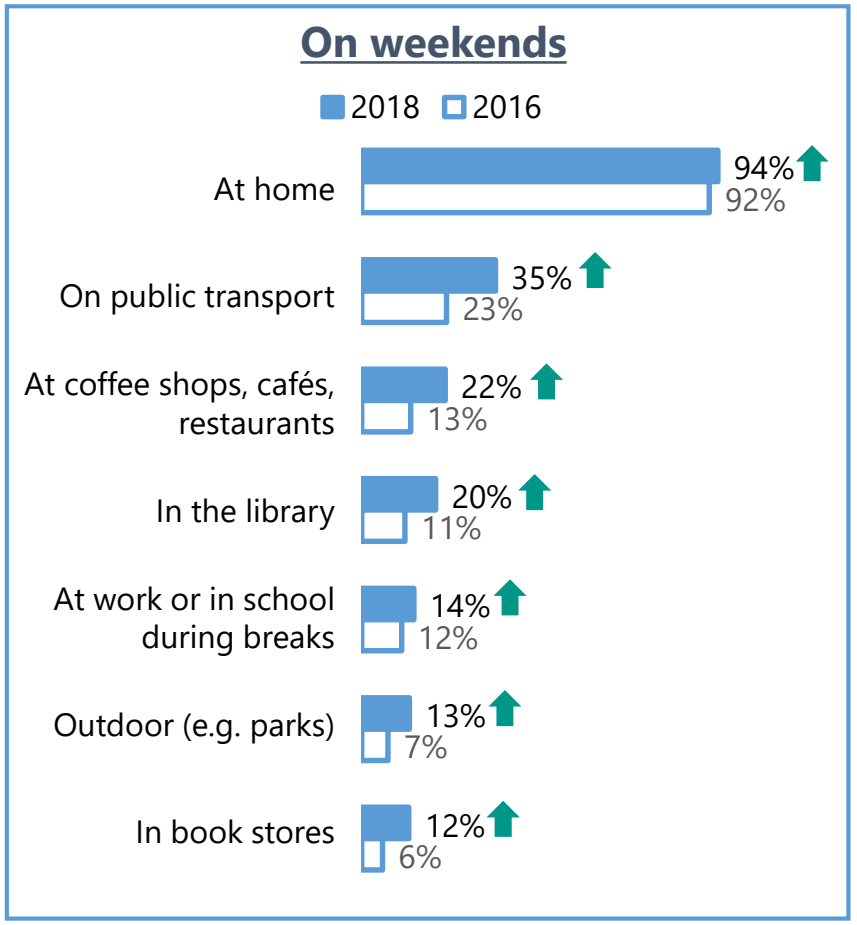
WHERE DO ADULTS READ?

- Most readers read **at home**, but there is **increase in proportion who read on public transport** while commuting during weekdays or weekends, as compared to 2016.





Base: Read on weekdays (2018: n=3,454, 2016: n=3,227); Read on weekends (2018: n=3,369, 2016: n=3,098)

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READING PREFERENCES

This section describes the top genres read for fiction and non-fiction for the various demographic groups.

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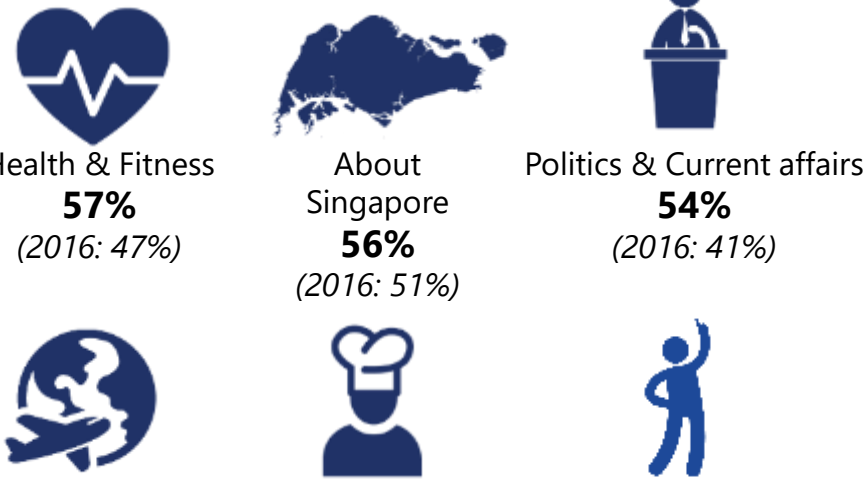
WHAT DO ADULTS LIKE TO READ?

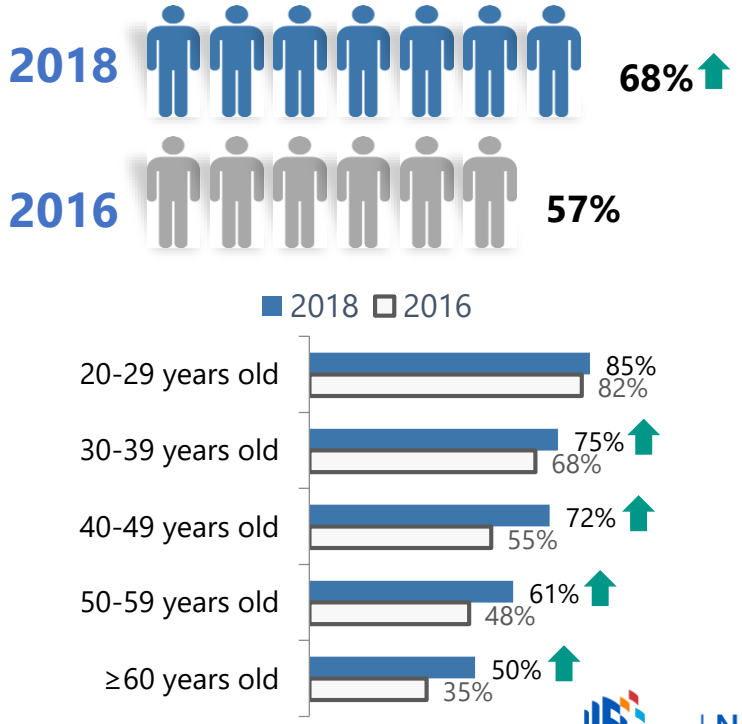
- All readers read **non-fiction topics** through either books (physical, e-books, or audio books), magazines (physical or digital), news, or online articles in 2018.
- **Top non-fiction topics read are similar to 2016**, with clear **differences in topics read across gender and highest attained education level.**
- 68% of readers read fiction compared to 57% in 2016, with **increase in proportion of fiction readers among those who are 30 years old or above.**

Top non-fiction topics read



Base: Readers (2018: n=3,468; 2016: n=3,262)

Read fiction



Restricted

WHAT NON-FICTION TOPICS DO MALES READ?

- **Among men in their 20s and 30s, those in their 20s** read about **current affairs**, **sports**, information about **Singapore**, science, IT, and travel, while **men in their 30s** also read about **business and finance**.

MALES 20-29 years old

Rank	2018		2016	
1	Politics & Current Affairs	57%	Health & Fitness	40%
2	Sports	54%	Sports	39%
3	About Singapore	51%	Computers & IT	39%
4	Science & Engineering	48%	Travel	36%
5	Computers & IT	47%	Politics & Current Affairs	35%
6	Travel	46%	About Singapore	35%
7	Health & Fitness	44%	Science & Engineering	34%
8	Self-help	38%	Business & finance	31%
9	History	36%	Self-help	31%
10	Business & finance	35%	History	27%
11	Cooking	27%	Recreation	19%
12	Recreation	27%	Religion	19%
13	Fashion, Beauty & Grooming	26%	Biographies	18%
14	Pets & Animals	23%	Love & Relationships	18%
15	Religion	21%	Cooking	17%
16	Biographies	20%	Fashion, Beauty & Grooming	17%
17	Love & Relationships	18%	Pets & Animals	16%
18	Arts	16%	Arts	14%
19	Family & Parenting	12%	Family & Parenting	9%

MALES 30-39 years old

Rank	2018		2016	
1	Politics & Current Affairs	60%	About Singapore	50%
2	Sports	55%	Sports	47%
3	Computers & IT	52%	Politics & Current Affairs	44%
4	About Singapore	51%	Business & finance	39%
5	Travel	48%	Computers & IT	38%
6	Business & finance	48%	Health & Fitness	36%
7	Science & Engineering	48%	Travel	34%
8	Self-help	40%	History	28%
9	History	36%	Self-help	26%
10	Health & Fitness	35%	Science & Engineering	25%
11	Family & Parenting	31%	Recreation	22%
12	Religion	26%	Family & Parenting	20%
13	Recreation	21%	Cooking	19%
14	Biographies	20%	Religion	15%
15	Cooking	19%	Biographies	14%
16	Pets & Animals	17%	Fashion, Beauty & Grooming	13%
17	Fashion, Beauty & Grooming	15%	Arts	11%
18	Arts	13%	Pets & Animals	10%
19	Love & Relationships	13%	Love & Relationships	9%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 20-29 years old: 2018 (n=325); 2016 (n=303). 30-39 years old: 2018 (n=303); 2016 (n=285).

Restricted

WHAT NON-FICTION TOPICS DO MALES READ?

- **As for men in their 40s and 50s**, higher proportion of them read about **health and fitness**, compared to younger men.

MALES 40-49 years old

Rank	2018		2016	
1	Politics & Current Affairs	62%	About Singapore	57%
2	Sports	58%	Politics & Current Affairs	52%
3	About Singapore	55%	Business & finance	46%
4	Computers & IT	49%	Sports	43%
5	Health & Fitness	48%	Health & Fitness	40%
6	Travel	48%	Travel	36%
7	Business & finance	45%	Computers & IT	36%
8	History	38%	Self-help	28%
9	Science & Engineering	38%	Science & Engineering	26%
10	Self-help	37%	History	22%
11	Religion	29%	Religion	21%
12	Family & Parenting	24%	Family & Parenting	21%
13	Biographies	22%	Recreation	14%
14	Recreation	20%	Cooking	14%
15	Cooking	18%	Biographies	10%
16	Pets & Animals	14%	Love & Relationships	10%
17	Arts	10%	Pets & Animals	8%
18	Fashion, Beauty & Grooming	9%	Fashion, Beauty & Grooming	6%
19	Love & Relationships	7%	Arts	6%

MALES 50-59 years old

Rank	2018		2016	
1	Politics & Current Affairs	70%	About Singapore	64%
2	About Singapore	63%	Politics & Current Affairs	54%
3	Health & Fitness	56%	Health & Fitness	38%
4	Travel	51%	Sports	35%
5	Sports	51%	Business & finance	35%
6	History	36%	Travel	30%
7	Business & finance	35%	Self-help	26%
8	Religion	35%	Religion	24%
9	Computers & IT	33%	Science & Engineering	24%
10	Self-help	33%	History	22%
11	Science & Engineering	32%	Computers & IT	21%
12	Cooking	20%	Cooking	18%
13	Recreation	20%	Recreation	17%
14	Biographies	18%	Family & Parenting	15%
15	Family & Parenting	18%	Biographies	13%
16	Pets & Animals	11%	Arts	9%
17	Arts	11%	Pets & Animals	8%
18	Love & Relationships	8%	Love & Relationships	6%
19	Fashion, Beauty & Grooming	8%	Fashion, Beauty & Grooming	4%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 40-49 years old: 2018 (n=287); 2016 (n=271). 50-59 years old: 2018 (n=288); 2016 (n=267).

Restricted

WHAT NON-FICTION TOPICS DO MALES READ?

- **Among males 60 years old and above,** majority read about **current affairs**, information about **Singapore** and **health and fitness**.

MALES 60 years old and above				
Rank	2018		2016	
1	Politics & Current Affairs	77%	About Singapore	69%
2	About Singapore	70%	Politics & Current Affairs	57%
3	Health & Fitness	63%	Health & Fitness	42%
4	Sports	43%	Travel	31%
5	Travel	42%	Sports	28%
6	History	37%	History	21%
7	Business & finance	34%	Business & finance	20%
8	Religion	34%	Self-help	20%
9	Self-help	28%	Religion	19%
10	Science & Engineering	23%	Cooking	14%
11	Biographies	22%	Recreation	13%
12	Recreation	20%	Biographies	11%
13	Computers & IT	18%	Science & Engineering	11%
14	Cooking	18%	Arts	9%
15	Family & Parenting	15%	Computers & IT	8%
16	Pets & Animals	9%	Family & Parenting	7%
17	Arts	9%	Pets & Animals	5%
18	Love & Relationships	6%	Love & Relationships	3%
19	Fashion, Beauty & Grooming	3%	Fashion, Beauty & Grooming	2%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 60 years old and above: 2018 (n=432); 2016 (n=425).

Restricted

WHAT NON-FICTION TOPICS DO MALES READ?

- **Men with secondary school or lower education qualifications** mainly read information about **Singapore**, **politics and current affairs**, health and fitness, and sports.

MALES – Primary School or Below education

Rank	2018		2016	
1	About Singapore	64%	About Singapore	67%
2	Politics & Current Affairs	62%	Politics & Current Affairs	42%
3	Health & Fitness	52%	Health & Fitness	20%
4	Sports	39%	Sports	19%
5	History	32%	Travel	17%
6	Religion	28%	Religion	16%
7	Travel	27%	Cooking	9%
8	Cooking	19%	Family & Parenting	8%
9	Biographies	16%	History	7%
10	Self-help	16%	Business & finance	7%
11	Pets & Animals	11%	Self-help	6%
12	Family & Parenting	11%	Recreation	4%
13	Recreation	9%	Pets & Animals	4%
14	Business & finance	9%	Biographies	3%
15	Computers & IT	7%	Computers & IT	3%
16	Love & Relationships	6%	Arts	2%
17	Science & Engineering	6%	Science & Engineering	2%
18	Arts	5%	Fashion, Beauty & Grooming	2%
19	Fashion, Beauty & Grooming	1%	Love & Relationships	2%

MALES – Secondary School or ITE education

Rank	2018		2016	
1	About Singapore	62%	About Singapore	60%
2	Politics & Current Affairs	61%	Politics & Current Affairs	50%
3	Health & Fitness	58%	Health & Fitness	38%
4	Sports	58%	Sports	37%
5	Travel	47%	Travel	30%
6	History	36%	History	24%
7	Religion	34%	Religion	21%
8	Self-help	28%	Business & finance	20%
9	Business & finance	27%	Cooking	18%
10	Computers & IT	25%	Self-help	18%
11	Cooking	25%	Recreation	14%
12	Science & Engineering	24%	Family & Parenting	13%
13	Family & Parenting	23%	Computers & IT	13%
14	Pets & Animals	20%	Pets & Animals	12%
15	Recreation	20%	Science & Engineering	11%
16	Biographies	17%	Biographies	9%
17	Fashion, Beauty & Grooming	13%	Arts	8%
18	Arts	11%	Love & Relationships	6%
19	Love & Relationships	10%	Fashion, Beauty & Grooming	6%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: Primary school or below: 2018 (n=149); 2016 (n=193) Sec/ITE: 2018 (n=453); 2016 (n=439)

Restricted

WHAT NON-FICTION TOPICS DO MALES READ?

- In contrast, higher proportion of **men with at least A levels** read a wider range of topics, including **travel**, **business and finance**, **computers and IT, and science and engineering**.

MALES – A levels, Diploma, or International Baccalaureate

Rank	2018		2016	
1	Politics & Current Affairs	64%	About Singapore	48%
2	About Singapore	56%	Politics & Current Affairs	45%
3	Sports	54%	Sports	43%
4	Travel	50%	Health & Fitness	42%
5	Health & Fitness	48%	Computers & IT	35%
6	Computers & IT	46%	Business & finance	34%
7	Science & Engineering	40%	Travel	34%
8	Self-help	37%	Self-help	30%
9	History	36%	Science & Engineering	30%
10	Business & finance	35%	History	24%
11	Religion	25%	Recreation	20%
12	Recreation	24%	Religion	19%
13	Cooking	20%	Cooking	17%
14	Biographies	19%	Biographies	15%
15	Pets & Animals	17%	Family & Parenting	14%
16	Family & Parenting	17%	Love & Relationships	14%
17	Fashion, Beauty & Grooming	16%	Arts	14%
18	Arts	14%	Fashion, Beauty & Grooming	12%
19	Love & Relationships	12%	Pets & Animals	9%

MALES – University degrees

Rank	2018		2016	
1	Politics & Current Affairs	72%	About Singapore	55%
2	Business & finance	60%	Politics & Current Affairs	55%
3	About Singapore	58%	Business & finance	53%
4	Science & Engineering	51%	Health & Fitness	46%
5	Computers & IT	50%	Travel	43%
6	Travel	49%	Computers & IT	42%
7	Sports	47%	Sports	41%
8	Health & Fitness	45%	Self-help	37%
9	Self-help	43%	Science & Engineering	36%
10	History	38%	History	30%
11	Religion	29%	Recreation	22%
12	Biographies	27%	Religion	21%
13	Recreation	25%	Biographies	19%
14	Family & Parenting	21%	Cooking	17%
15	Cooking	18%	Family & Parenting	16%
16	Arts	12%	Arts	10%
17	Fashion, Beauty & Grooming	11%	Fashion, Beauty & Grooming	10%
18	Love & Relationships	10%	Love & Relationships	9%
19	Pets & Animals	10%	Pets & Animals	8%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: A levels/dip/IB: 2018 (n=456); 2016 (n=427). University degrees: 2018 (n=577); 2016 (n=491)

Restricted

WHAT NON-FICTION TOPICS DO FEMALES READ?

- **Among women in their 20s**, the most popular topics are **travel**, **fashion, beauty and grooming** as well as **self-help**, while among **women in their 30s**, **family and parenting** is top along with **travel**.

FEMALES 20-29 years old

Rank	2018		2016	
1	Travel	59%	Travel	58%
2	Fashion, Beauty & Grooming	57%	Fashion, Beauty & Grooming	53%
3	Self-help	52%	Health & Fitness	46%
4	About Singapore	45%	Cooking	44%
5	Health & Fitness	41%	Love & Relationships	44%
6	Love & Relationships	38%	About Singapore	39%
7	Politics & Current Affairs	38%	Self-help	33%
8	Cooking	34%	Politics & Current Affairs	32%
9	Arts	31%	Pets & Animals	28%
10	Pets & Animals	26%	Religion	26%
11	Family & Parenting	25%	History	22%
12	History	25%	Arts	21%
13	Sports	24%	Recreation	20%
14	Business & finance	24%	Business & finance	19%
15	Recreation	24%	Family & Parenting	17%
16	Religion	22%	Science & Engineering	17%
17	Biographies	17%	Biographies	16%
18	Science & Engineering	16%	Sports	14%
19	Computers & IT	13%	Computers & IT	13%

FEMALES 30-39 years old

Rank	2018		2016	
1	Family & Parenting	62%	Cooking	55%
2	Travel	60%	Health & Fitness	53%
3	Fashion, Beauty & Grooming	57%	Travel	48%
4	Health & Fitness	56%	Fashion, Beauty & Grooming	45%
5	Cooking	54%	Family & Parenting	41%
6	Self-help	48%	About Singapore	36%
7	About Singapore	48%	Self-help	31%
8	Politics & Current Affairs	40%	Politics & Current Affairs	26%
9	Love & Relationships	30%	Religion	22%
10	Religion	29%	Love & Relationships	21%
11	Arts	24%	Business & finance	19%
12	Recreation	23%	Arts	18%
13	History	23%	Pets & Animals	15%
14	Business & finance	22%	Recreation	14%
15	Pets & Animals	22%	History	14%
16	Sports	17%	Sports	13%
17	Biographies	15%	Computers & IT	12%
18	Computers & IT	15%	Biographies	10%
19	Science & Engineering	14%	Science & Engineering	8%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 20-29 years old: 2018 (n=304); 2016 (n=288). 30-39 years old: 2018 (n=381); 2016 (n=370).

Restricted

WHAT NON-FICTION TOPICS DO FEMALES READ?

- **Women in their 40s to 50s** read about **health and fitness**, **cooking**, and **travel**. Those in their **40s** also read about **family and parenting**, while those in their **50s** also read information about **Singapore**.

FEMALES 40-49 years old

Rank	2018		2016	
1	Health & Fitness	68%	Cooking	58%
2	Cooking	63%	Health & Fitness	56%
3	Family & Parenting	60%	About Singapore	50%
4	Travel	59%	Travel	49%
5	Fashion, Beauty & Grooming	54%	Fashion, Beauty & Grooming	49%
6	About Singapore	50%	Family & Parenting	45%
7	Self-help	47%	Self-help	36%
8	Politics & Current Affairs	41%	Politics & Current Affairs	35%
9	Religion	37%	Religion	25%
10	Love & Relationships	30%	Recreation	22%
11	Recreation	27%	Love & Relationships	18%
12	Arts	25%	Arts	15%
13	Sports	24%	Business & finance	15%
14	History	23%	History	14%
15	Business & finance	20%	Pets & Animals	13%
16	Biographies	20%	Sports	11%
17	Science & Engineering	15%	Biographies	10%
18	Pets & Animals	15%	Computers & IT	9%
19	Computers & IT	11%	Science & Engineering	7%

FEMALES 50-59 years old

Rank	2018		2016	
1	Health & Fitness	75%	Cooking	64%
2	Cooking	66%	Health & Fitness	57%
3	About Singapore	58%	About Singapore	53%
4	Travel	57%	Travel	44%
5	Politics & Current Affairs	48%	Family & Parenting	37%
6	Fashion, Beauty & Grooming	47%	Fashion, Beauty & Grooming	33%
7	Religion	44%	Politics & Current Affairs	32%
8	Self-help	41%	Self-help	26%
9	Family & Parenting	38%	Religion	26%
10	Recreation	25%	History	17%
11	Love & Relationships	24%	Recreation	16%
12	History	23%	Arts	15%
13	Business & finance	22%	Biographies	13%
14	Sports	22%	Business & finance	13%
15	Biographies	21%	Love & Relationships	12%
16	Arts	18%	Pets & Animals	10%
17	Pets & Animals	14%	Sports	10%
18	Computers & IT	12%	Computers & IT	6%
19	Science & Engineering	11%	Science & Engineering	5%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 40-49 years old: 2018 (n=421); 2016 (n=415). 50-59 years old: 2018 (n=337); 2016 (n=366).

Restricted

WHAT NON-FICTION TOPICS DO FEMALES READ?

- **Women 60 years old and above** read a narrower range of topics, with most reading about **health and fitness**, **cooking** and information about **Singapore**.

FEMALES 60 years old and above				
Rank	2018		2016	
1	Health & Fitness	75%	About Singapore	58%
2	Cooking	66%	Cooking	57%
3	About Singapore	66%	Health & Fitness	53%
4	Politics & Current Affairs	48%	Politics & Current Affairs	41%
5	Travel	45%	Travel	31%
6	Religion	42%	Religion	27%
7	Family & Parenting	34%	Fashion, Beauty & Grooming	27%
8	Fashion, Beauty & Grooming	30%	Self-help	21%
9	Self-help	27%	Family & Parenting	19%
10	History	24%	Recreation	18%
11	Recreation	22%	History	15%
12	Biographies	17%	Business & finance	15%
13	Sports	15%	Biographies	13%
14	Pets & Animals	14%	Love & Relationships	10%
15	Business & finance	13%	Pets & Animals	8%
16	Arts	12%	Arts	7%
17	Love & Relationships	10%	Sports	6%
18	Computers & IT	8%	Computers & IT	5%
19	Science & Engineering	4%	Science & Engineering	3%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 60 years old and above: 2018 (n=390); 2016 (n=273).

Restricted

WHAT NON-FICTION TOPICS DO FEMALES READ?

- **Women with primary school or below education** mainly read about **cooking**, **health and fitness** and information about **Singapore**, while those with **secondary school education** also read about **travel**, and **fashion, beauty and grooming**.

FEMALES – Primary School or Below education

Rank	2018		2016	
1	Cooking	69%	Cooking	59%
2	Health & Fitness	67%	About Singapore	55%
3	About Singapore	57%	Health & Fitness	35%
4	Politics & Current Affairs	35%	Politics & Current Affairs	29%
5	Family & Parenting	34%	Fashion, Beauty & Grooming	22%
6	Travel	31%	Family & Parenting	21%
7	Religion	30%	Travel	19%
8	Fashion, Beauty & Grooming	26%	Religion	13%
9	History	16%	History	7%
10	Sports	15%	Recreation	7%
11	Pets & Animals	14%	Self-help	7%
12	Self-help	14%	Love & Relationships	3%
13	Recreation	13%	Biographies	3%
14	Love & Relationships	12%	Business & finance	3%
15	Arts	10%	Arts	3%
16	Biographies	9%	Sports	3%
17	Business & finance	3%	Computers & IT	1%
18	Computers & IT	3%	Pets & Animals	1%
19	Science & Engineering	3%	Science & Engineering	1%

FEMALES – Secondary School or ITE education

Rank	2018		2016	
1	Health & Fitness	65%	Cooking	62%
2	Cooking	64%	Health & Fitness	54%
3	Travel	53%	About Singapore	45%
4	About Singapore	52%	Travel	40%
5	Fashion, Beauty & Grooming	49%	Fashion, Beauty & Grooming	40%
6	Family & Parenting	40%	Family & Parenting	33%
7	Politics & Current Affairs	35%	Politics & Current Affairs	29%
8	Religion	35%	Self-help	26%
9	Self-help	31%	Religion	26%
10	Recreation	20%	Love & Relationships	16%
11	History	20%	Recreation	14%
12	Love & Relationships	20%	History	13%
13	Pets & Animals	17%	Pets & Animals	13%
14	Sports	17%	Arts	11%
15	Arts	16%	Business & finance	11%
16	Biographies	14%	Sports	10%
17	Business & finance	11%	Computers & IT	10%
18	Computers & IT	9%	Biographies	8%
19	Science & Engineering	6%	Science & Engineering	4%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: Primary school or below: 2018 (n=194); 2016 (n=187) Sec/ITE: 2018 (n=569); 2016 (n=594)

Restricted

WHAT NON-FICTION TOPICS DO FEMALES READ?

- Among **women with at least A levels**, higher proportion of them read about **travel**, **self-help**, **family and parenting**, and **politics and current affairs**, compared to women with secondary school or below education.

FEMALES – A levels, Diploma, or International Baccalaureate

Rank	2018		2016	
1	Cooking	69%	Cooking	59%
2	Health & Fitness	67%	About Singapore	55%
3	About Singapore	57%	Health & Fitness	35%
4	Politics & Current Affairs	35%	Politics & Current Affairs	29%
5	Family & Parenting	34%	Fashion, Beauty & Grooming	22%
6	Travel	31%	Family & Parenting	21%
7	Religion	30%	Travel	19%
8	Fashion, Beauty & Grooming	26%	Religion	13%
9	History	16%	History	7%
10	Sports	15%	Recreation	7%
11	Pets & Animals	14%	Self-help	7%
12	Self-help	14%	Love & Relationships	3%
13	Recreation	13%	Biographies	3%
14	Love & Relationships	12%	Business & finance	3%
15	Arts	10%	Arts	3%
16	Biographies	9%	Sports	3%
17	Business & finance	3%	Computers & IT	1%
18	Computers & IT	3%	Pets & Animals	1%
19	Science & Engineering	3%	Science & Engineering	1%

FEMALES – University degrees

Rank	2018		2016	
1	Health & Fitness	65%	Cooking	62%
2	Cooking	64%	Health & Fitness	54%
3	Travel	53%	About Singapore	45%
4	About Singapore	52%	Travel	40%
5	Fashion, Beauty & Grooming	49%	Fashion, Beauty & Grooming	40%
6	Family & Parenting	40%	Family & Parenting	33%
7	Politics & Current Affairs	35%	Politics & Current Affairs	29%
8	Religion	35%	Self-help	26%
9	Self-help	31%	Religion	26%
10	Recreation	20%	Love & Relationships	16%
11	History	20%	Recreation	14%
12	Love & Relationships	20%	History	13%
13	Pets & Animals	17%	Pets & Animals	13%
14	Sports	17%	Arts	11%
15	Arts	16%	Business & finance	11%
16	Biographies	14%	Sports	10%
17	Business & finance	11%	Computers & IT	10%
18	Computers & IT	9%	Biographies	8%
19	Science & Engineering	6%	Science & Engineering	4%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: A levels/dip/IB: 2018 (n=464); 2016 (n=475). University degrees: 2018 (n=606); 2016 (n=455)

Restricted

WHAT FICTION GENRES DO MALES READ?

- **Men in their 20s and 30s** read **humorous stories and jokes**, as well as **science fiction**. **Younger males** also read **mysteries and thrillers**, **graphic novels, comics and manga**, **fictional life stories** as well as **fantasy**.

MALES 20-29 years old

Rank	2018		2016	
1	Humorous stories and jokes	45%	Mysteries and thrillers	35%
2	Science fiction	44%	Humorous stories and jokes	32%
3	Mysteries and thrillers	41%	Graphic novels, comics and manga	31%
4	Graphic novels, comics and manga	37%	Science fiction	29%
5	Fictional life stories NEW	37%	Fantasy	24%
6	Fantasy	35%	Horror	20%
7	Horror	27%	Folklore and mythologies	19%
8	Folklore and mythologies	23%	Love and relationship fiction	13%
9	Love and relationship fiction	19%	Poetry and plays	7%
10	Poetry and plays	9%		

MALES 30-39 years old

Rank	2018		2016	
1	Science fiction	43%	Mysteries and thrillers	31%
2	Humorous stories and jokes	40%	Science fiction	28%
3	Mysteries and thrillers	30%	Humorous stories and jokes	25%
4	Fictional life stories NEW	28%	Graphic novels, comics and manga	22%
5	Fantasy	26%	Horror	18%
6	Horror	23%	Fantasy	12%
7	Graphic novels, comics and manga	23%	Folklore and mythologies	11%
8	Folklore and mythologies	21%	Love and relationship fiction	5%
9	Love and relationship fiction	14%	Poetry and plays	3%
10	Poetry and plays	7%		

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 20-29 years old: 2018 (n=325); 2016 (n=303). 30-39 years old: 2018 (n=303); 2016 (n=285).

Restricted

WHAT FICTION GENRES DO MALES READ?

- **Among men in their 40s**, **humorous stories and jokes** as well as **science fiction** are most popular. **Men in their 50s** continue to read **humorous stories and jokes**.

MALES 40-49 years old

Rank	2018		2016	
1	Humorous stories and jokes	37%	Science fiction	22%
2	Science fiction	32%	Mysteries and thrillers	20%
3	Mysteries and thrillers	29%	Humorous stories and jokes	20%
4	Fictional life stories NEW	28%	Graphic novels, comics and manga	13%
5	Folklore and mythologies	22%	Horror	10%
6	Fantasy	18%	Folklore and mythologies	9%
7	Graphic novels, comics and manga	17%	Fantasy	8%
8	Horror	15%	Love and relationship fiction	7%
9	Love and relationship fiction	10%	Poetry and plays	4%
10	Poetry and plays	6%		

MALES 50-59 years old

Rank	2018		2016	
1	Humorous stories and jokes	37%	Mysteries and thrillers	24%
2	Mysteries and thrillers	25%	Science fiction	20%
3	Fictional life stories NEW	24%	Humorous stories and jokes	20%
4	Science fiction	22%	Horror	9%
5	Folklore and mythologies	18%	Folklore and mythologies	8%
6	Horror	17%	Love and relationship fiction	5%
7	Fantasy	13%	Graphic novels, comics and manga	4%
8	Graphic novels, comics and manga	9%	Poetry and plays	4%
9	Love and relationship fiction	9%	Fantasy	3%
10	Poetry and plays	6%		

*Note: Topics highlighted in yellow are read by at least 30% of the base
Base of male readers: 40-49 years old: 2018 (n=287); 2016 (n=271). 50-59 years old: 2018 (n=288); 2016 (n=267).

Restricted

WHAT FICTION GENRES DO MALES READ?

- A much lower proportion of **men 60 years old and above** read fiction, with **humorous stories and jokes** continuing to be most popular.

MALES 60 years old and above				
Rank	2018		2016	
1	Humorous stories and jokes	29%	Mysteries and thrillers	15%
2	Folklore and mythologies	21%	Humorous stories and jokes	12%
3	Mysteries and thrillers	19%	Science fiction	9%
4	Fictional life stories NEW	19%	Folklore and mythologies	4%
5	Science fiction	19%	Horror	4%
6	Horror	11%	Poetry and plays	4%
7	Love and relationship fiction	8%	Love and relationship fiction	3%
8	Fantasy	8%	Graphic novels, comics and manga	3%
9	Graphic novels, comics and manga	8%	Fantasy	2%
10	Poetry and plays	4%	Fictional life stories	0%

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of male readers: 60 years old and above: 2018 (n=432); 2016 (n=425).

Restricted

WHAT FICTION GENRES DO FEMALES READ?

- **Among women in their 20s and 30s**, top fiction genre continues to be **love and relationship fiction.**

FEMALES 20-29 years old

Rank	2018		2016	
1	Love and relationship fiction	55%	Mysteries and thrillers	47%
2	Mysteries and thrillers	50%	Love and relationship fiction	47%
3	Fictional life stories NEW	47%	Humorous stories and jokes	37%
4	Humorous stories and jokes	45%	Folklore and mythologies	33%
5	Horror	35%	Fantasy	28%
6	Fantasy	34%	Horror	24%
7	Science fiction	29%	Science fiction	24%
8	Folklore and mythologies	25%	Graphic novels, comics and manga	20%
9	Graphic novels, comics and manga	24%	Poetry and plays	12%
10	Poetry and plays	16%		

FEMALES 30-39 years old

Rank	2018		2016	
1	Love and relationship fiction	44%	Love and relationship fiction	28%
2	Humorous stories and jokes	38%	Mysteries and thrillers	28%
3	Fictional life stories NEW	38%	Humorous stories and jokes	25%
4	Mysteries and thrillers	34%	Folklore and mythologies	17%
5	Horror	22%	Science fiction	16%
6	Fantasy	22%	Horror	14%
7	Science fiction	20%	Fantasy	12%
8	Folklore and mythologies	19%	Graphic novels, comics and manga	12%
9	Graphic novels, comics and manga	17%	Poetry and plays	7%
10	Poetry and plays	13%		

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 20-29 years old: 2018 (n=304); 2016 (n=288). 30-39 years old: 2018 (n=381); 2016 (n=370).

Restricted

WHAT FICTION GENRES DO FEMALES READ?

- As for **women in their 40s**, **fictional life stories**, **humorous stories and jokes** and **love and relationship fiction** are popular, while those in their **50s read humorous stories and jokes**.

FEMALES 40-49 years old

Rank	2018		2016	
1	Fictional life stories NEW	43%	Humorous stories and jokes	27%
2	Humorous stories and jokes	42%	Mysteries and thrillers	26%
3	Love and relationship fiction	39%	Love and relationship fiction	24%
4	Mysteries and thrillers	30%	Folklore and mythologies	13%
5	Fantasy	25%	Science fiction	11%
6	Folklore and mythologies	22%	Horror	10%
7	Horror	21%	Fantasy	9%
8	Science fiction	19%	Graphic novels, comics and manga	9%
9	Graphic novels, comics and manga	15%	Poetry and plays	5%
10	Poetry and plays	11%		

FEMALES 50-59 years old

Rank	2018		2016	
1	Humorous stories and jokes	39%	Mysteries and thrillers	22%
2	Fictional life stories NEW	32%	Humorous stories and jokes	22%
3	Love and relationship fiction	31%	Love and relationship fiction	18%
4	Mysteries and thrillers	30%	Horror	10%
5	Folklore and mythologies	19%	Folklore and mythologies	10%
6	Fantasy	18%	Science fiction	9%
7	Science fiction	18%	Graphic novels, comics and manga	7%
8	Horror	17%	Poetry and plays	6%
9	Graphic novels, comics and manga	11%	Fantasy	4%
10	Poetry and plays	9%		

*Note: Topics highlighted in yellow are read by at least 30% of the base

Base of female readers: 40-49 years old: 2018 (n=421); 2016 (n=415). 50-59 years old: 2018 (n=337); 2016 (n=366).

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WHAT FICTION GENRES DO FEMALES READ?

- **Females aged 60 years old and above** tend to read less fiction with the most popular genre being **humorous stories and jokes**. This is similar to males 60 years old and above.

FEMALES 60 years old and above				
Rank	**2018**		**2016**	
1	**Humorous stories and jokes**	32%	**Humorous stories and jokes**	21%
2	**Fictional life stories** NEW	23%	**Mysteries and thrillers**	20%
3	**Mysteries and thrillers**	21%	**Love and relationship fiction**	11%
4	**Folklore and mythologies**	17%	**Folklore and mythologies**	10%
5	**Love and relationship fiction**	15%	**Poetry and plays**	8%
6	**Horror**	12%	**Horror**	7%
7	**Poetry and plays**	9%	**Graphic novels, comics and manga**	7%
8	**Graphic novels, comics and manga**	7%	**Science fiction**	7%
9	**Science fiction**	7%	**Fantasy**	5%
10	**Fantasy**	6%		

*Note: Topics highlighted in yellow are read by at least 30% of the base
Base of female readers: 60 years old and above: 2018 (n=390); 2016 (n=273).

Restricted

ABOUT BOOKS

This section looks at the average number of books read by Singapore residents in the past 12 months and the book formats covered, as well as the different sources of books.

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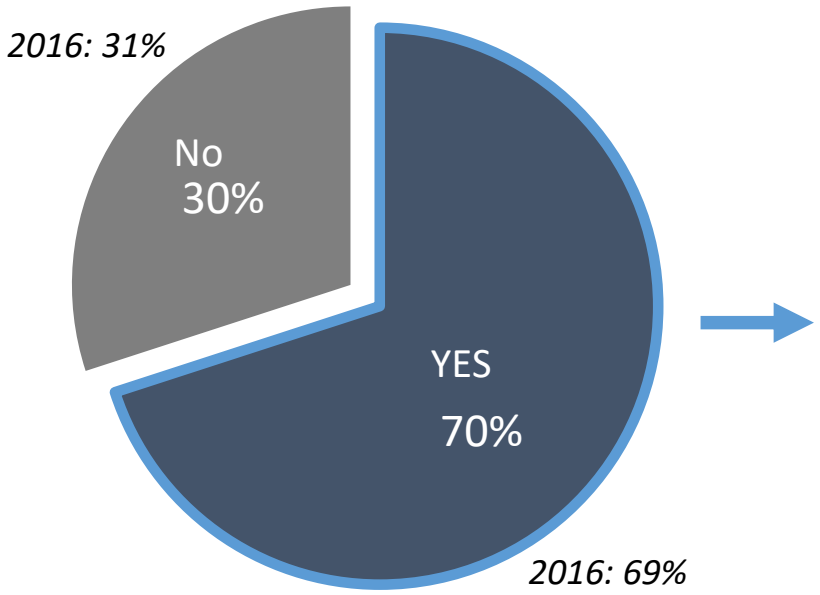
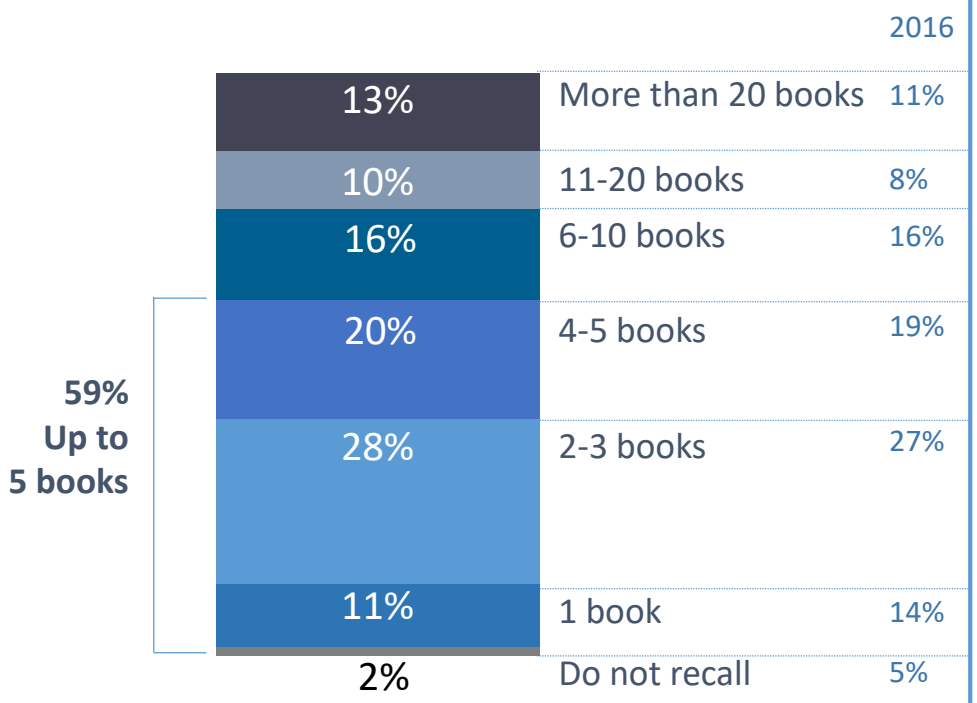
ARE ADULTS STILL READING BOOKS?

- Among Singapore residents, **70% read books in the past 12 months**, similar proportion in 2016.
- **59%** of those who read books have **read up to 5 books**.

Read at least 1 book in the past 12 months



Number of books read in past 12 months



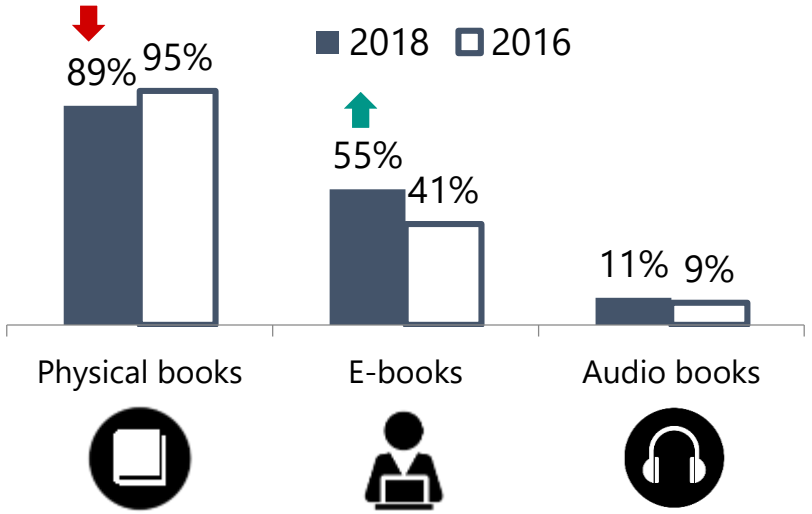
***Those who read at least 1 book will be known as "book readers" (n=2,545) in the rest of this report**

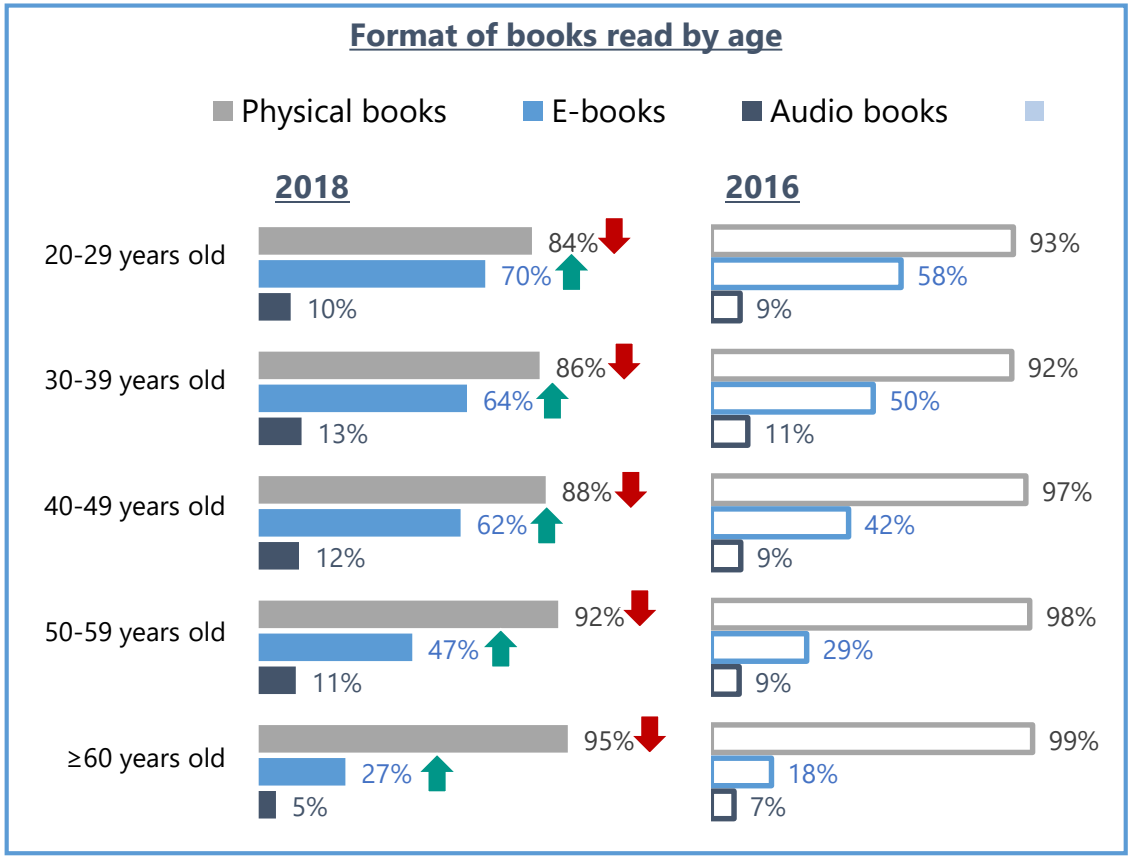
Base: All respondents (2018: n=3,636; 2016: 3,515)

Restricted

WHAT BOOK FORMAT DO ADULTS READ?

- Among the book readers, 89% read **physical books** as compared to 95% in 2016. Conversely, there is a **significant rise in proportion who read e-books** from 41% to 55%.
- This **trend of lower proportion of adults reading physical books and higher proportion reading e-books** is observed across **all ages**.





Base: Book Readers: 2018: (n=2,507); 2016 (n=2,306)

Restricted

WHERE DO ADULTS GET THEIR BOOKS FROM?

- **Libraries** remain one of the top **physical book sources**, even though **usage has declined**.
- Compared to 2016, significantly more book-readers **downloaded free books** in 2018.

Base: Book Readers: 2018: (n=2,507); 2016 (n=2,306)

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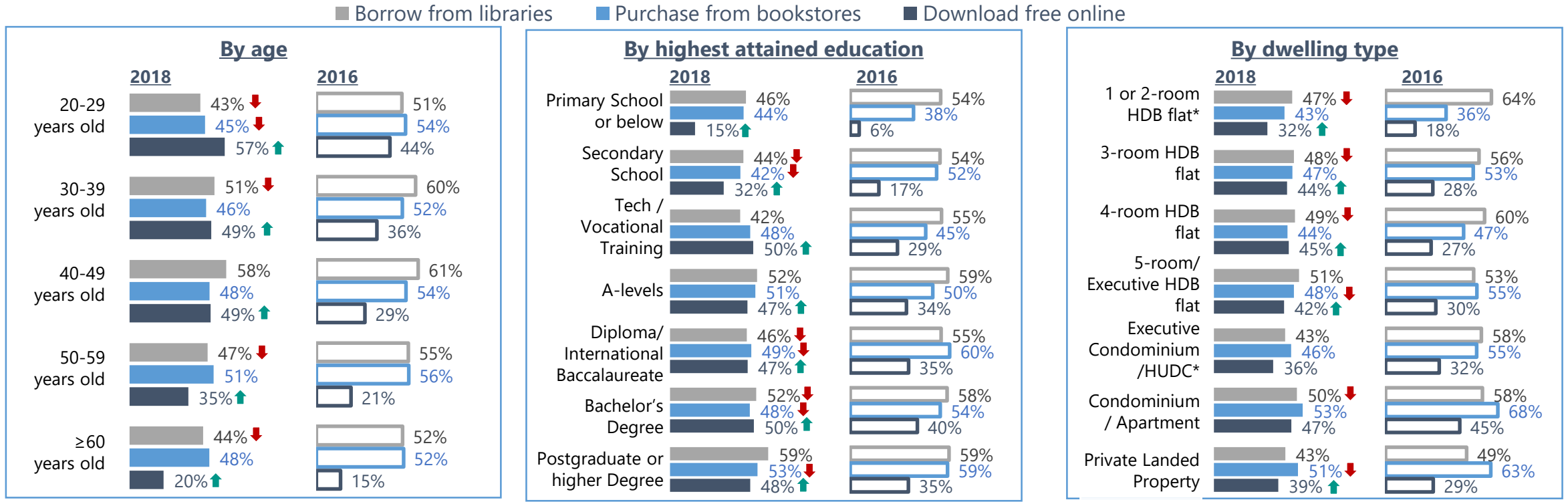
WHERE DO ADULTS GET THEIR BOOKS FROM?

- **Among 20-29 year olds, free books downloaded online** is top source for books, while **libraries** remain the top source for all other ages.
- Of book readers with a **diploma or higher education qualifications**, larger proportions **purchase books** from book stores than those with vocational certificates or primary school education or below.

Source of books



Base: Book Readers: 2018: (n=2,507); 2016 (n=2,306)

*small sample size

Restricted

ABOUT SINGLIT

This section looks at the readership of books written by Singaporean writers or authors (i.e. SingLit) in the past 12 months.

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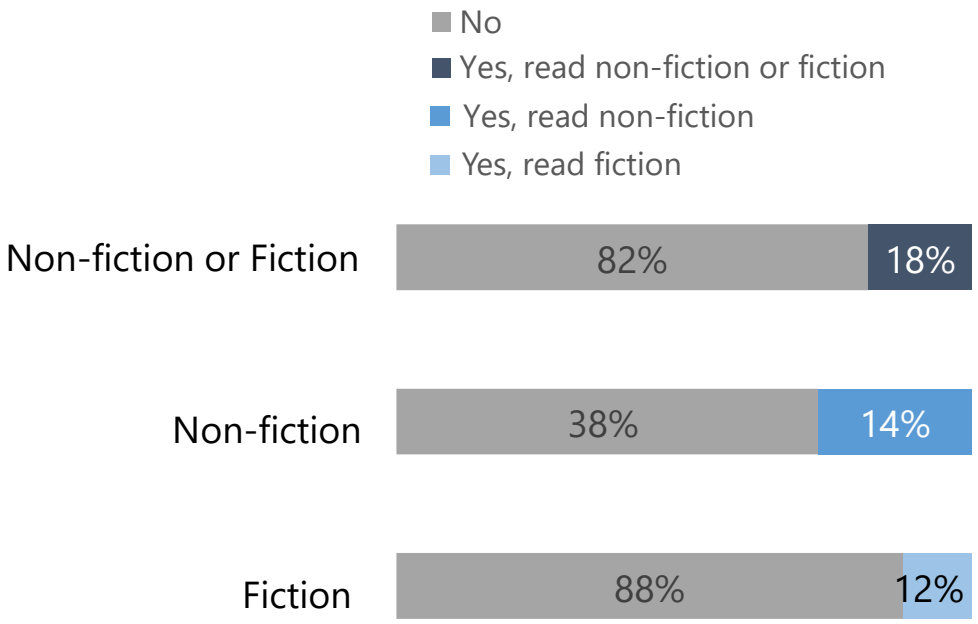
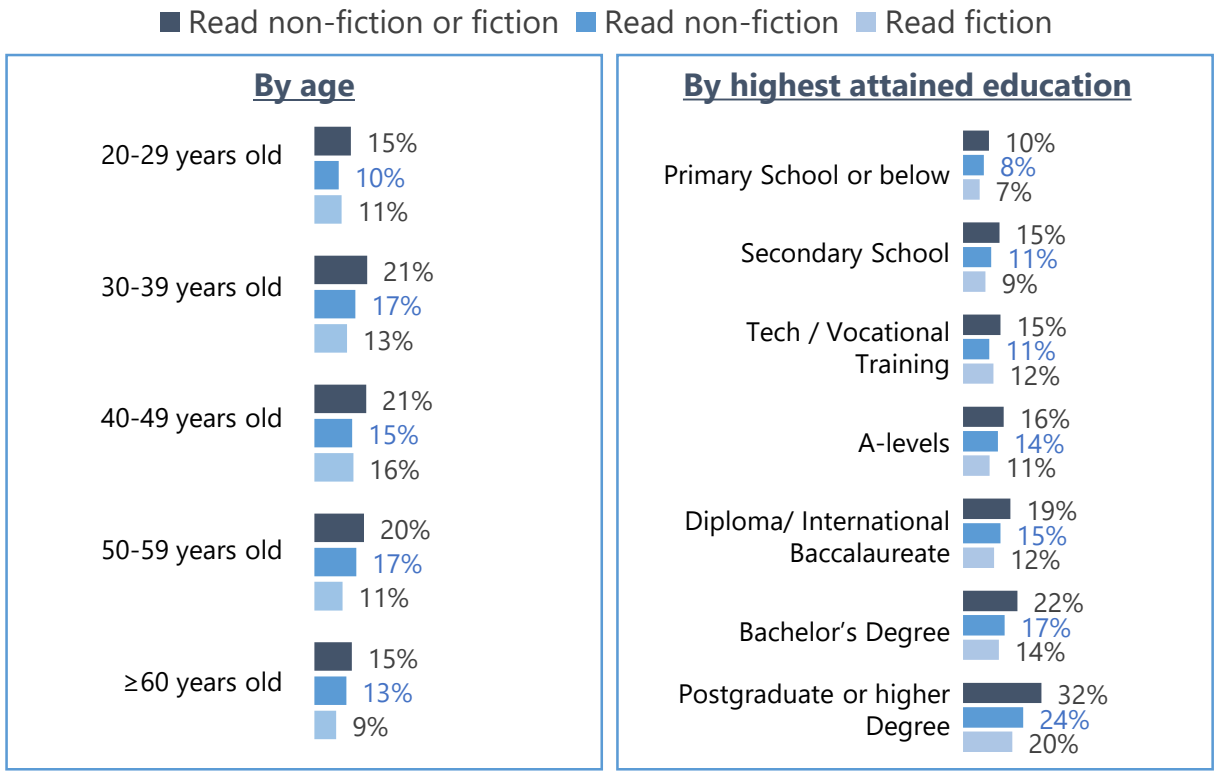
DO ADULTS READ SINGLIT BOOKS?

- **18%** of adults **have read SingLit books** (i.e. works by Singapore writers or authors) in the past 12 months.
- Higher proportions of residents in their **30s to 40s**, and those with **university degrees** have read SingLit.

Read SingLit books (i.e. works by Singaporean writers or authors) in the past 12 months



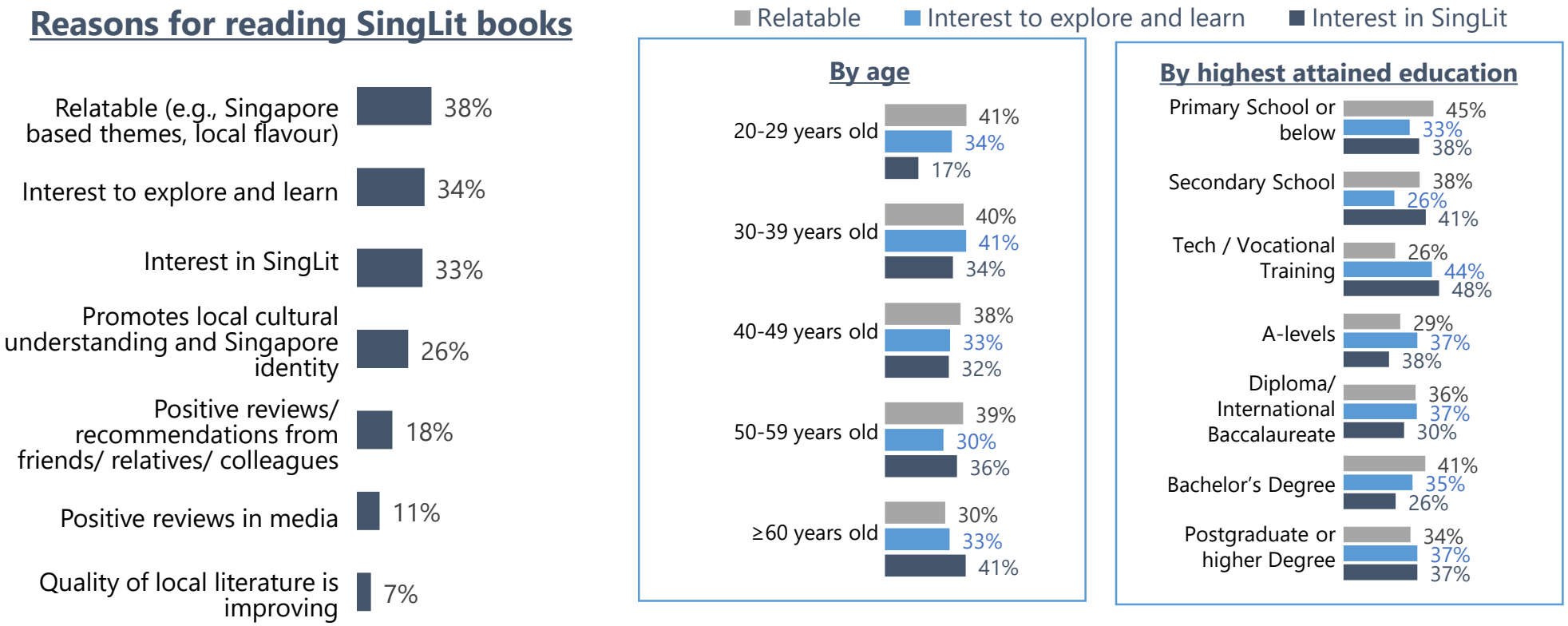


Base: All respondents (2018: n=3,636; 2016: N.A as new in 2018)

Restricted

WHY DO ADULTS READ SINGLIT BOOKS?

- Among adults who have read SingLit books, they find them **relatable**, they are **interested to explore and learn**, and they have **interest** in SingLit.
- **Lower proportion** of SingLit readers in their **20s cite interest in SingLit** as their reason for reading.



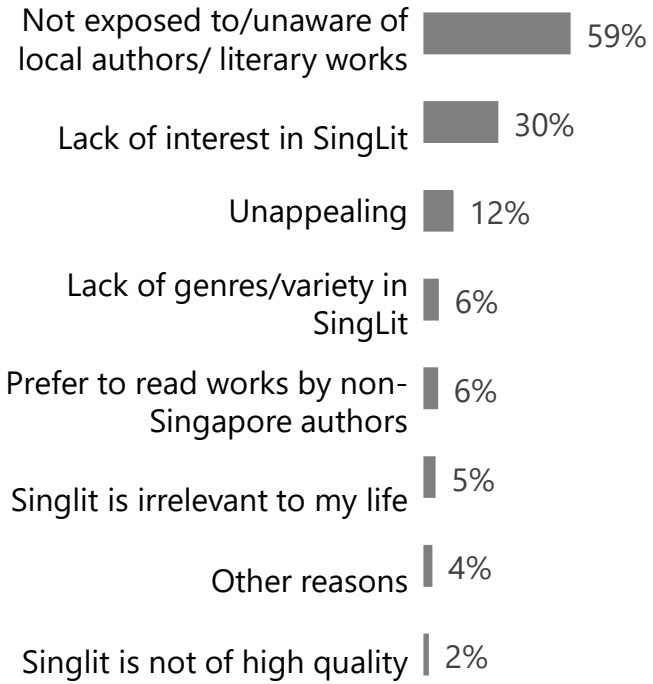
Base: SingLit readers (2018: n=663)

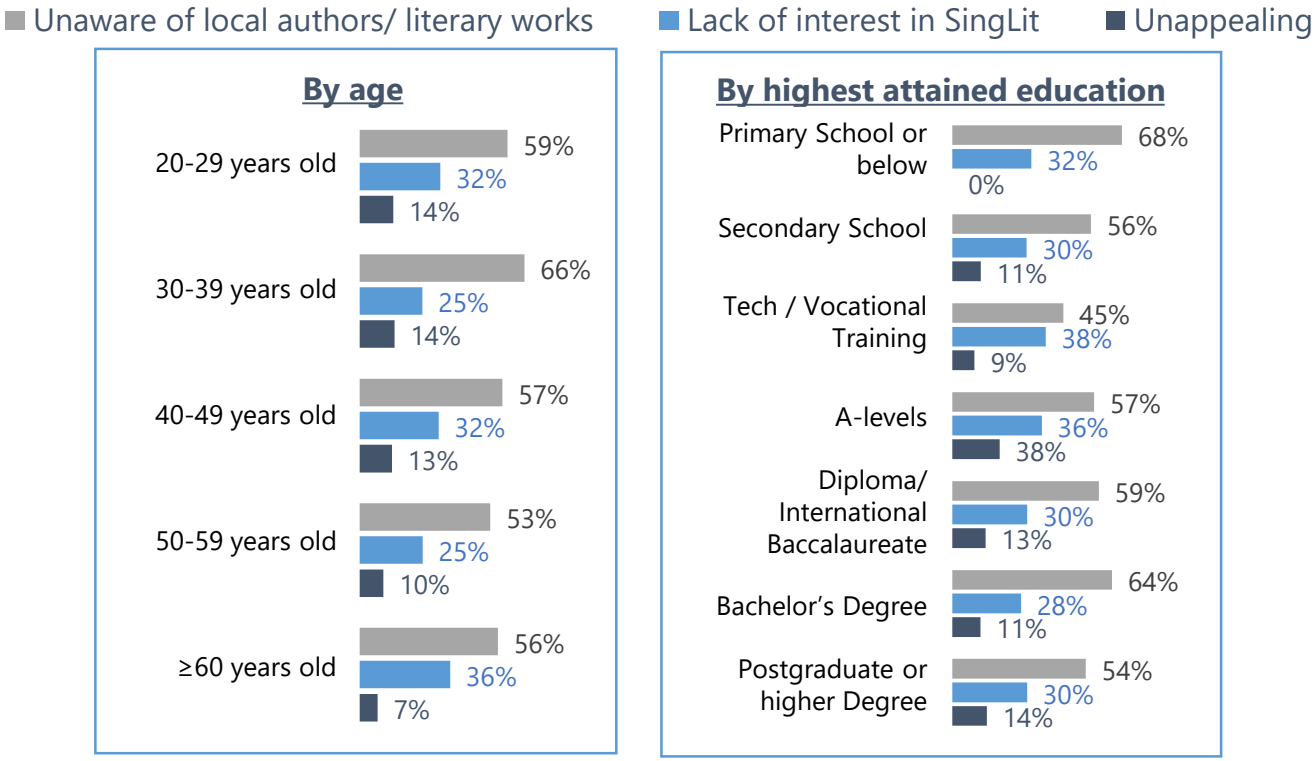
Restricted

WHY DO ADULTS NOT READ SINGLIT BOOKS?

- The main reason for not reading SingLit books is the **lack of awareness** of local authors or literary works.
- **Lack of awareness** of SingLit is higher among residents in their **30s**.

Reasons for not reading SingLit books





Base: SingLit non-readers (2018: n=1,239)

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MOTIVATIONS AND BARRIERS

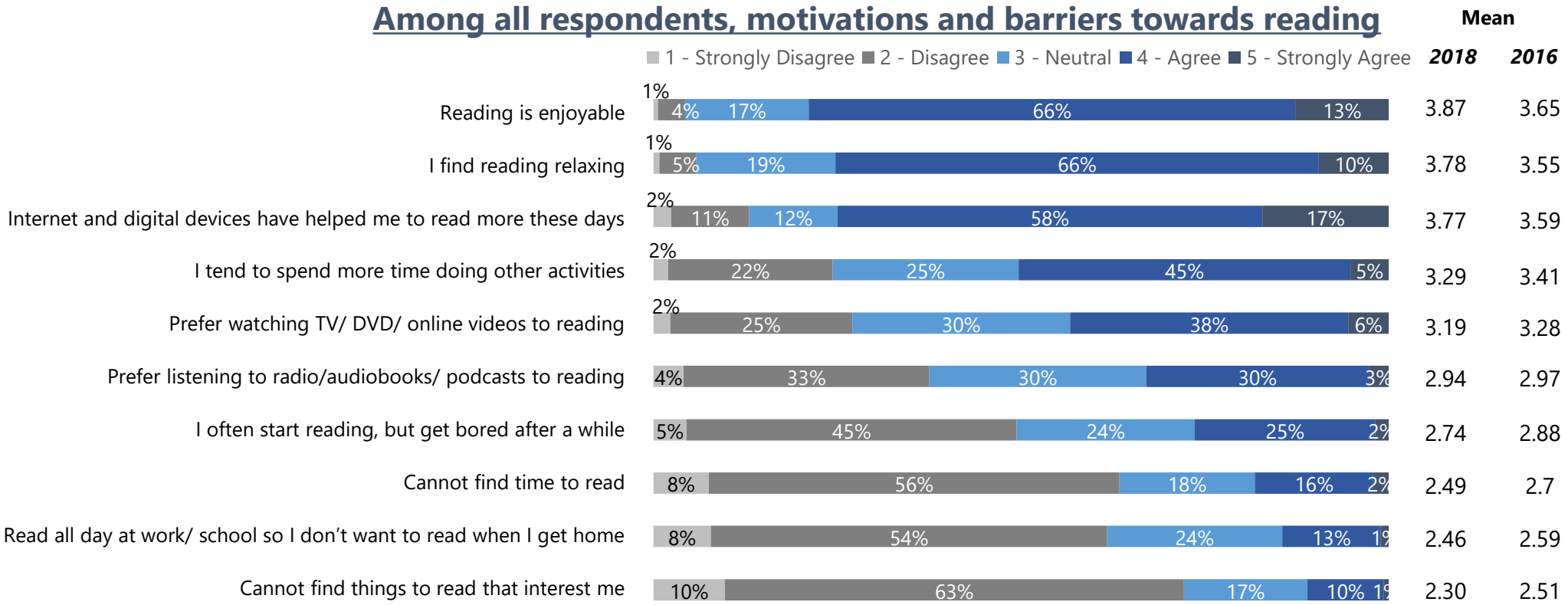
This section looks into the reasons for reading in general and the factors that inhibit reading. These slightly differ across ages.

Restricted

WHAT ARE ADULTS' READING MOTIVATIONS AND BARRIERS?

- More adults agreed in 2018 that they are **motivated to read** compared to 2016, with the key motivation being the **enjoyment of reading**.
- Main barriers to reading remain that **adults tend to spend more time doing other activities** and that they **prefer to watch TV/ DVDs/ online videos to reading**.

Among all respondents, motivations and barriers towards reading



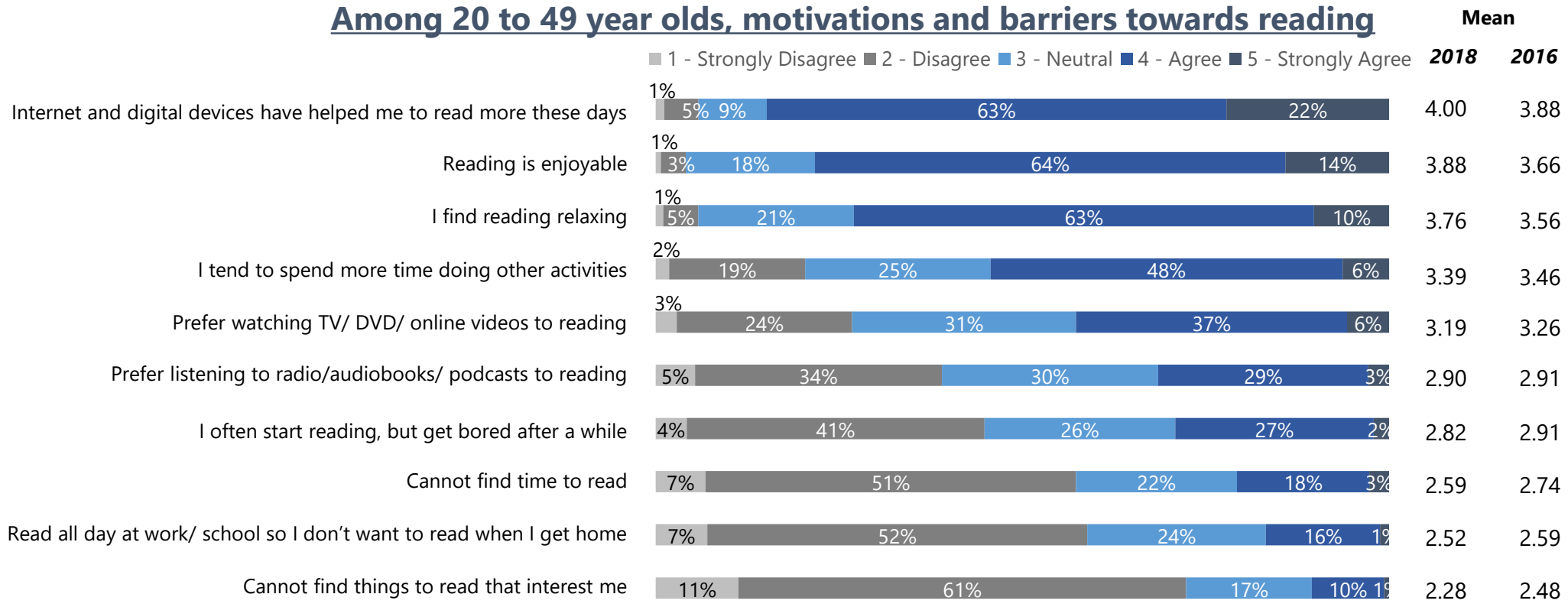
Base: All respondents (2018: n=3,636; 2016: 3,515)

Restricted

WHAT ARE ADULTS' READING MOTIVATIONS AND BARRIERS?

- **Among adults in their 20s to 40s**, majority agree that they are **motivated to read because of internet and digital devices,** with 22% who strongly agree.
- Main barriers to reading remain that **adults in their 20s to 40s tend to spend more time doing other activities**.

Among 20 to 49 year olds, motivations and barriers towards reading



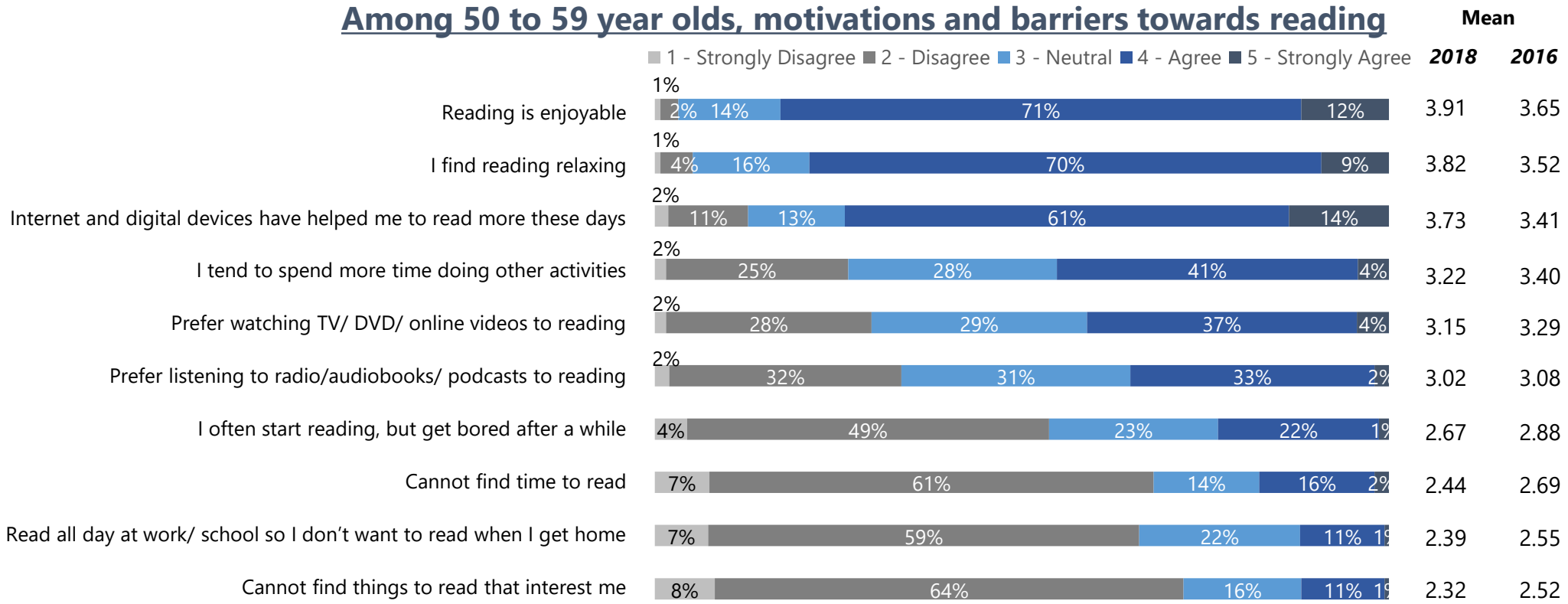
Base: Respondents aged 20-49 years old (2018: n=2077; 2016: 2009)

Restricted

WHAT ARE ADULTS' READING MOTIVATIONS AND BARRIERS?

- Among **adults in their 50s**, the key motivations to read are that **reading is enjoyable and relaxing**, although there is a shift towards more agreeing that internet and digital devices help them to read more.
- Main barriers to reading remain that **adults in their 50s tend to spend more time doing other activities** and that they **prefer to watch TV/ DVDs/ online videos compared to reading**.

Among 50 to 59 year olds, motivations and barriers towards reading



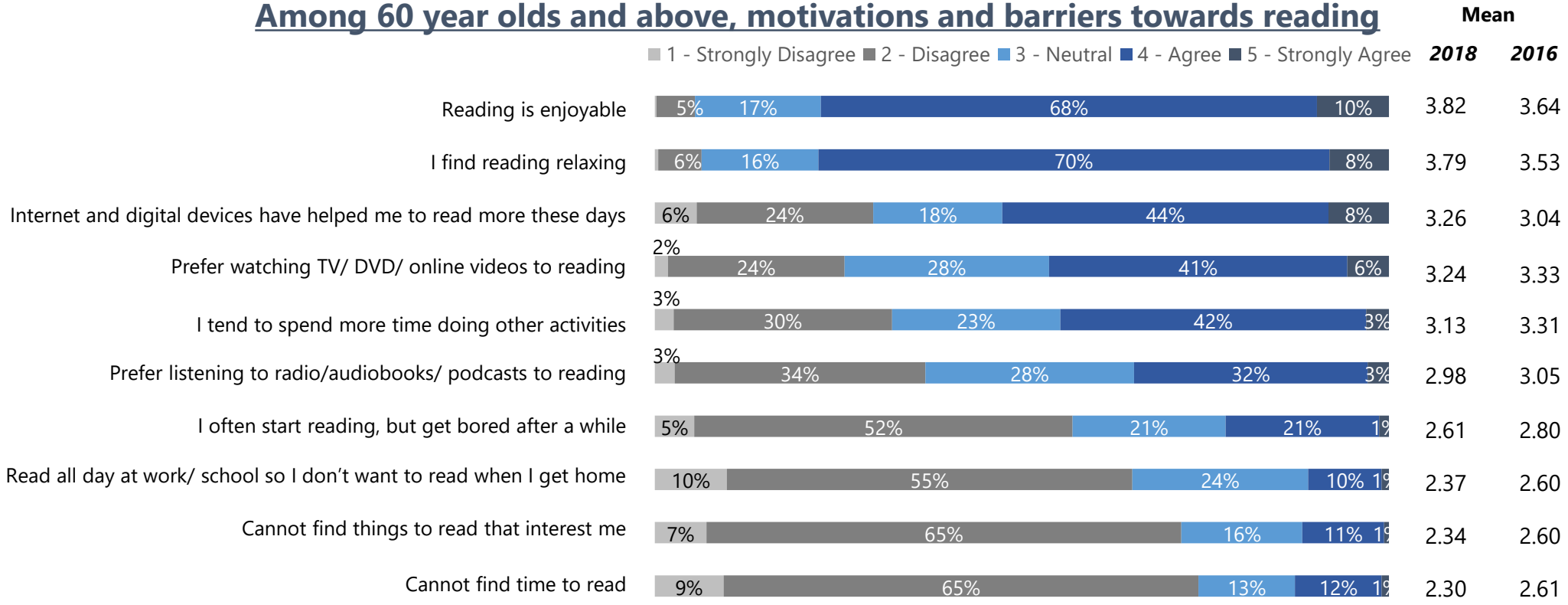
Base: Respondents aged 50-59 years old (2018: n=661; 2016: 701)

Restricted

WHAT ARE ADULTS' READING MOTIVATIONS AND BARRIERS?

- **Adults aged 60 years old and above** are motivated to read because they find **reading is enjoyable** and **relaxing**.
- Top barrier to reading remains that **adults aged 60 years old and above prefer to watch TV/ DVDs/ online videos to reading**.

Among 60 year olds and above, motivations and barriers towards reading



Base: Respondents aged 60 years old and above (2018: n=3,636; 2016: 3,515)

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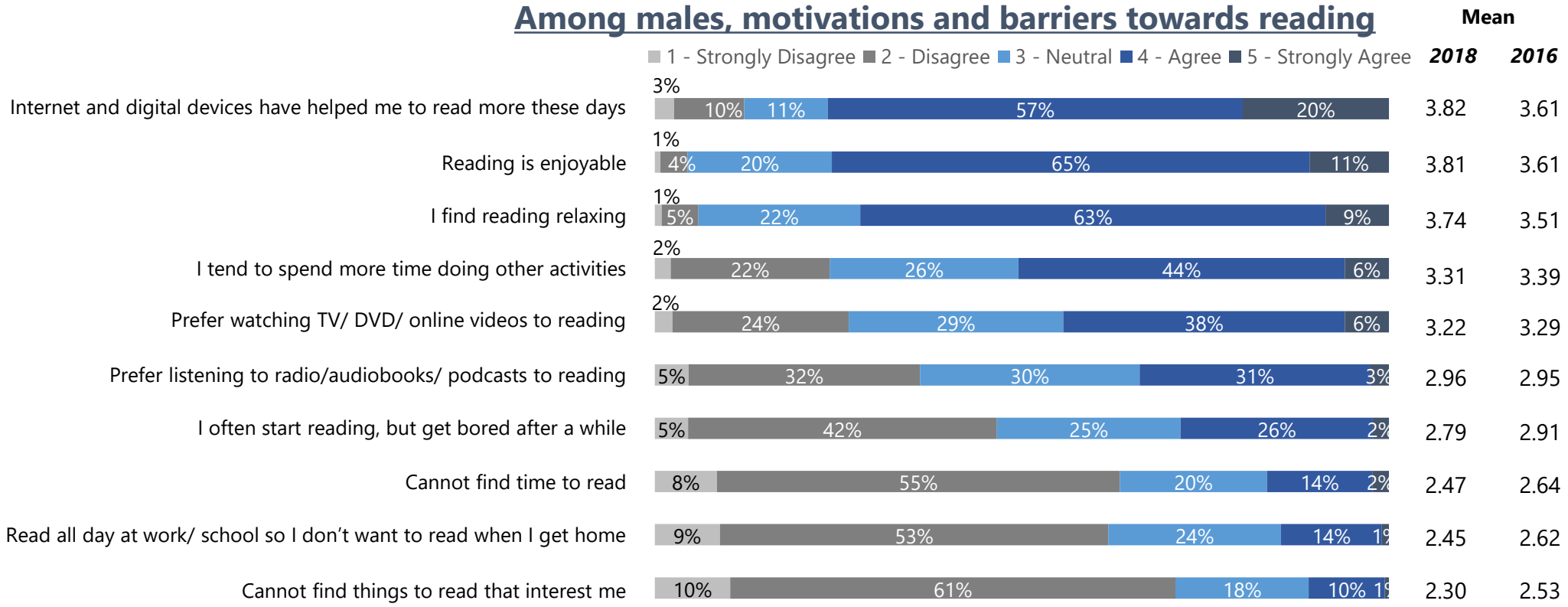
WHAT ARE MALES' READING MOTIVATIONS AND BARRIERS?

- **Among males,** main motivations to read are that **internet and digital devices have helped them to read more** with 20% of males who strongly agree, as well as **reading is enjoyable** and **relaxing**.
- Main barrier to reading remains that **males tend to spend more time doing other activities**.

Among males, motivations and barriers towards reading



	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree	Mean 2018	Mean 2016
Internet and digital devices have helped me to read more these days	3%	10%	11%	57%	20%	3.82	3.61
Reading is enjoyable	1%	4%	20%	65%	11%	3.81	3.61
I find reading relaxing	1%	5%	22%	63%	9%	3.74	3.51
I tend to spend more time doing other activities	2%	22%	26%	44%	6%	3.31	3.39
Prefer watching TV/ DVD/ online videos to reading	2%	24%	29%	38%	6%	3.22	3.29
Prefer listening to radio/audiobooks/ podcasts to reading	5%	32%	30%	31%	3%	2.96	2.95
I often start reading, but get bored after a while	5%	42%	25%	26%	2%	2.79	2.91
Cannot find time to read	8%	55%	20%	14%	2%	2.47	2.64
Read all day at work/ school so I don't want to read when I get home	9%	53%	24%	14%	1%	2.45	2.62
Cannot find things to read that interest me	10%	61%	18%	10%	1%	2.30	2.53

Base: Male respondents (2018: n=1,726; 2016: 1,674)

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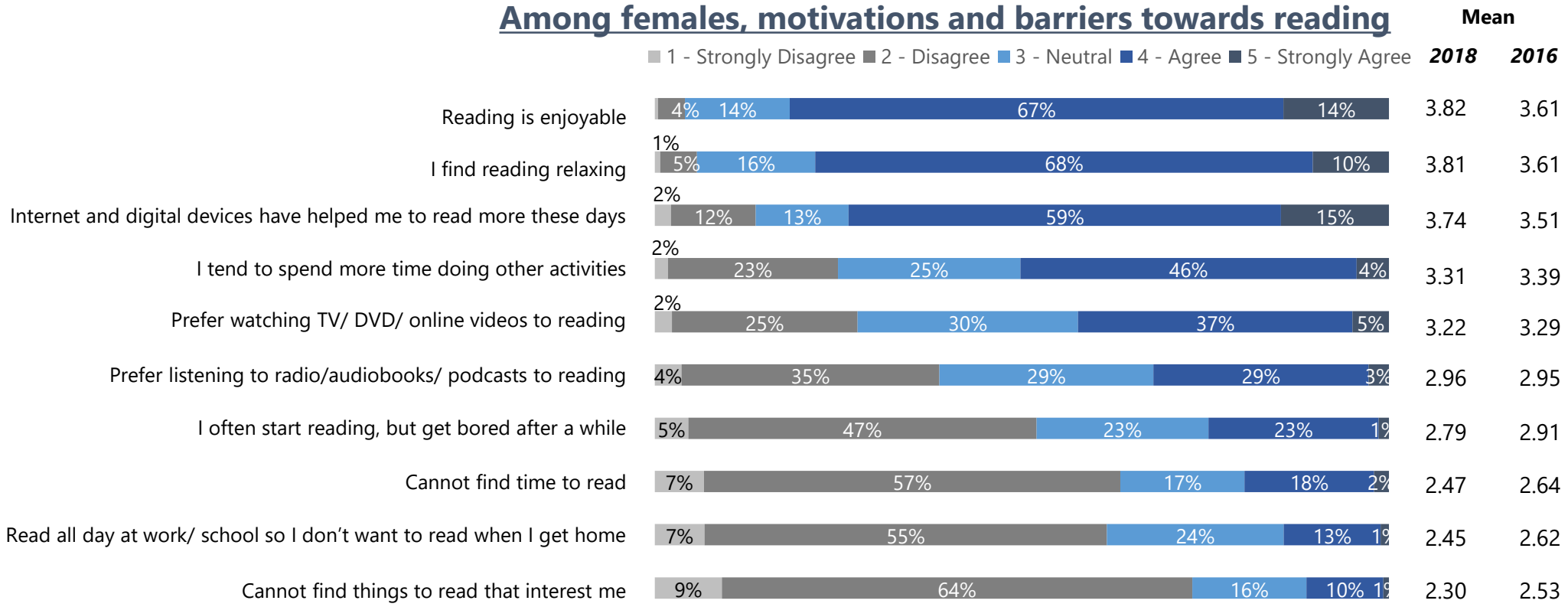
WHAT ARE FEMALES' READING MOTIVATIONS AND BARRIERS?

- **Among females,** top motivations to read are that **reading is enjoyable** and **relaxing,** and to a lesser extent than among males, that **internet and digital devices have helped them to read more**.
- Similar to males, the main barrier to reading among females is that they **tend to spend more time doing other activities**.

Among females, motivations and barriers towards reading



Base: Female respondents (2018: n=1,910; 2016: 1,841)

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Thank you

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