

# ***2007 NBDB READERSHIP SURVEY HIGHLIGHTS***



National Book Development Board

# Second Quarter 2007 Social Weather Survey



|                        | <b><u>Fieldwork<br/>Dates</u></b> | <b><u>Sample<br/>Sizes</u></b> | <b><u>Error<br/>Margins</u></b> |
|------------------------|-----------------------------------|--------------------------------|---------------------------------|
| <b>PHILIPPINES :</b>   | <b>June 27-30</b>                 | <b>1,200</b>                   | <b>± 3%</b>                     |
| <b>Metro Manila :</b>  | <b>June 27-30</b>                 | <b>300</b>                     | <b>± 6%</b>                     |
| <b>Balance Luzon :</b> | <b>June 27-30</b>                 | <b>300</b>                     | <b>± 6%</b>                     |
| <b>Visayas :</b>       | <b>June 27-30</b>                 | <b>300</b>                     | <b>± 6%</b>                     |
| <b>Mindanao :</b>      | <b>June 27-30</b>                 | <b>300</b>                     | <b>± 6%</b>                     |

# ***OUTLINE OF PRESENTATION***

- 1. Reading behavior of Filipino adults**
- 2. Reading preferences for NSBs**
- 3. Attitudes towards books and reading of NSB readers**

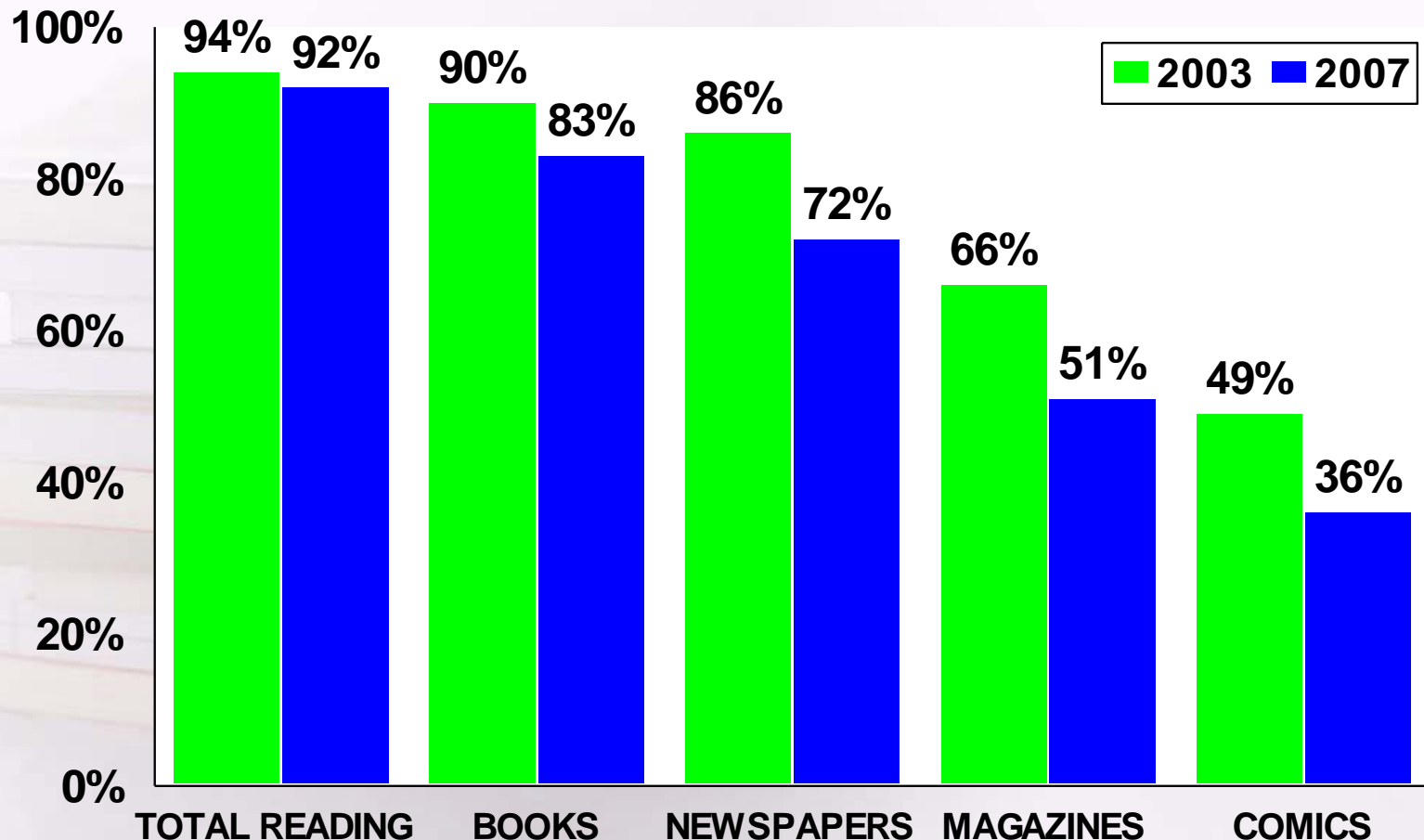
**Note: Only Filipino adults were interviewed.**



- **Readers in 2007: 92% of total interviews**
- **Readers in 2003: 94% of total interviews**
- **Book readers in 2007 : 83%**
- **Book readers in 2003: 90%**
- **Non-schoolbook readers in 2007: 80%**
- **Non-schoolbook readers in 2003: 68%**

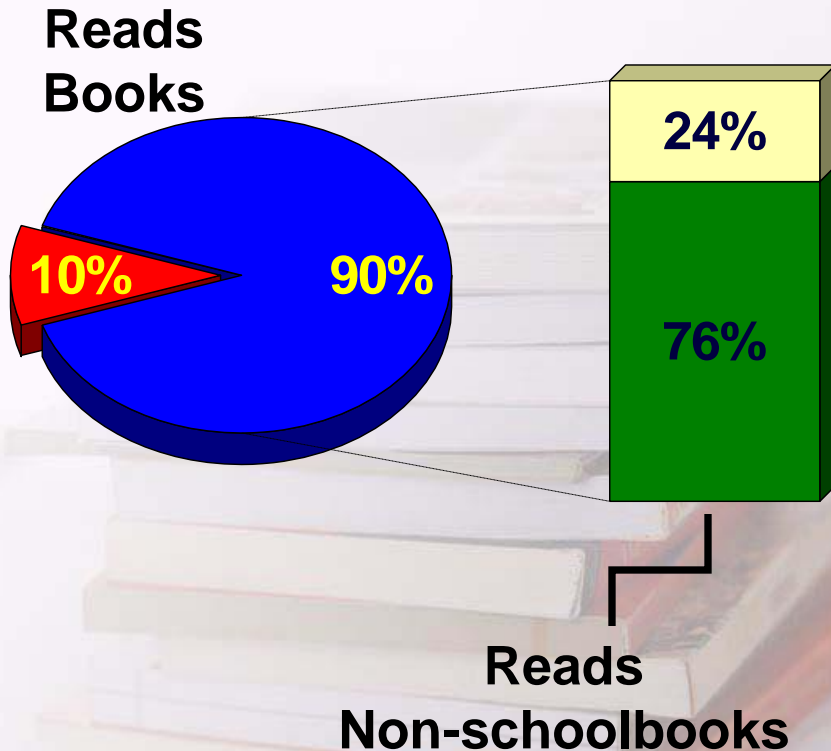
# PERCENT OF RESPONDENTS WHO READ DIFFERENT TYPES OF READING MATERIALS [SUMMARY], 2003 AND 2007

*Base: Total interviews*

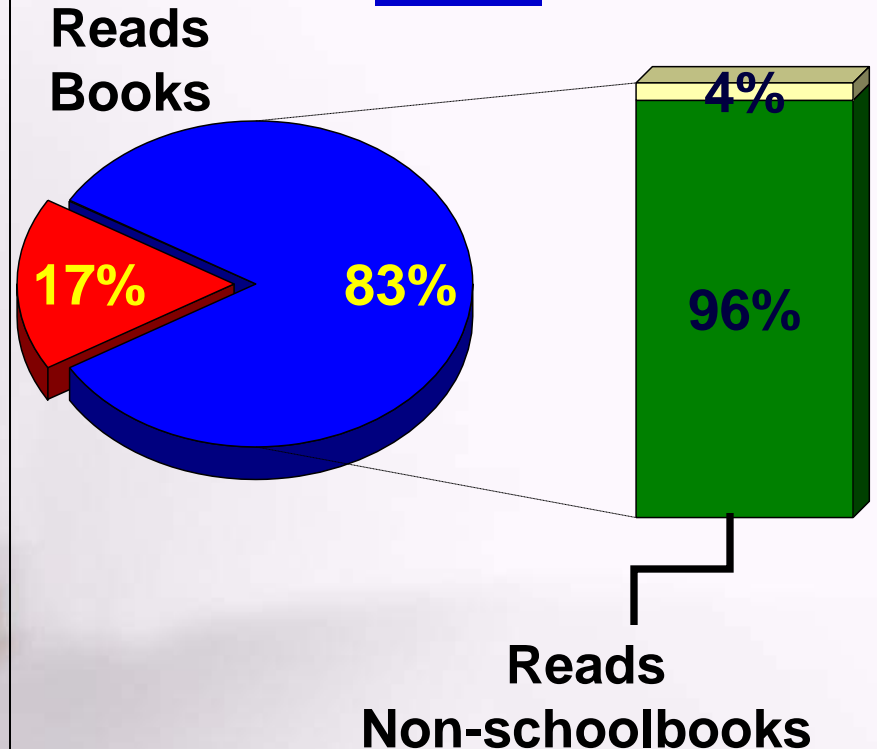


# ***READERSHIP OF BOOKS AND NON-SCHOOLBOOKS, 2003 AND 2007***

**2003**



**2007**



**2003: Kayo po ba ay nakabasa na ng librong hindi pang-eskwela? (Q134)**

**2007: Kailan po kayo huling nagbasa ng librong hindi pang-eskwela? (Q103)**

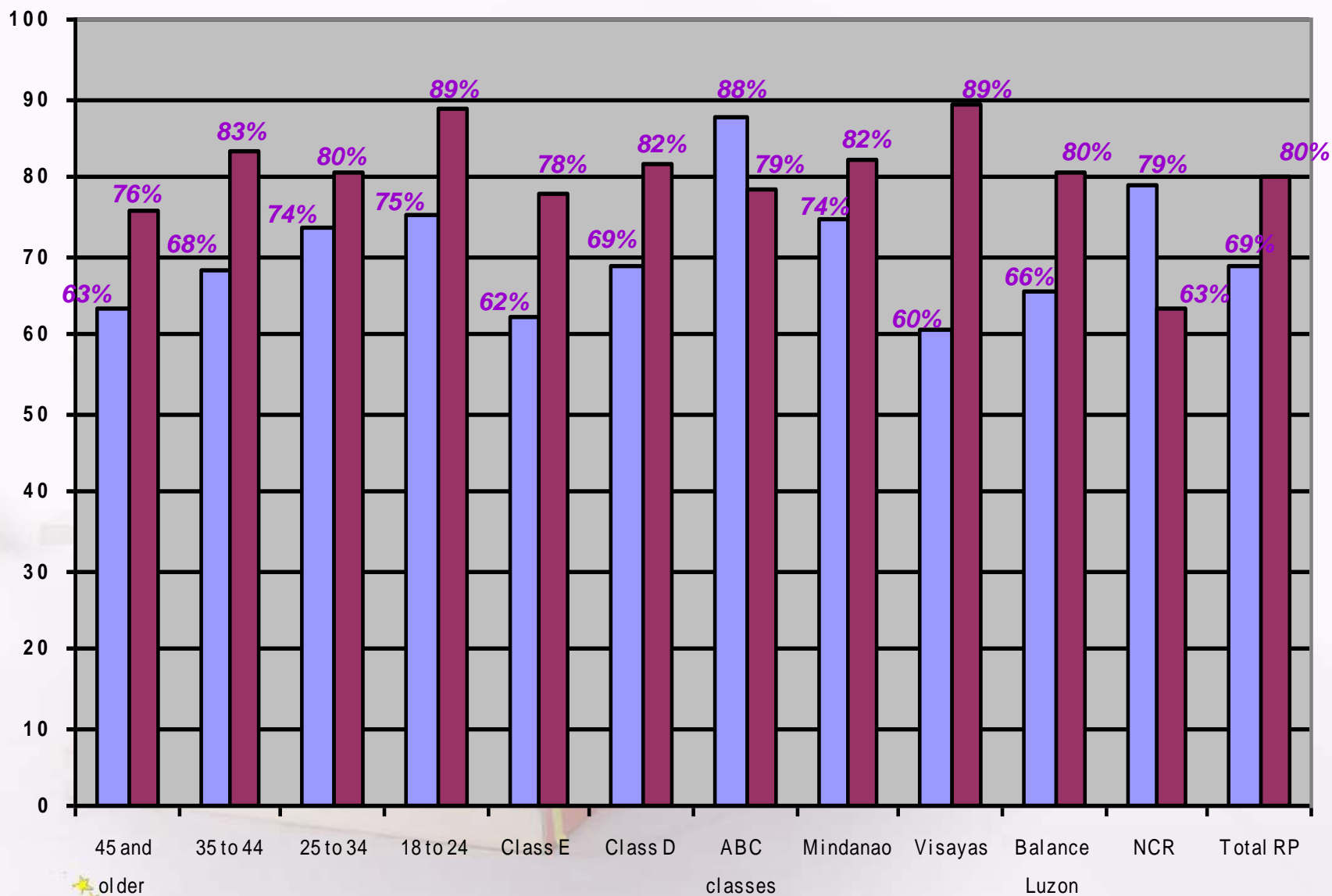
# **Among book readers:**

- **NSB readers in NCR decreased in 2007.**
- **All other groups of NSB readers increased.**

**NSB readers are starting to read a year younger.**



# NSB Readership 2003 and 2007







# ***READING PREFERENCES***



National Book Development Board

***Top scorers in the popularity of NSBs are:***

|  | <b>2007</b> | <b>2003</b> |
|--|-------------|-------------|
| <b>1. Bible</b>                                    | <b>67%</b>  | <b>38%</b>  |
| <b>2. Romance / Love</b>                           | <b>33%</b>  | <b>26%</b>  |
| <b>3. Cooking</b>                                  | <b>28%</b>  | <b>7%</b>   |
| <b>4. Comic books</b>                              | <b>26%</b>  | <b>0%</b>   |
| <b>5. Religion / Religious /<br/>Inspirational</b> | <b>20%</b>  | <b>9%</b>   |

## ***OTHER RELATIVELY POPULAR NSBs***

|  |            |
|--|------------|
| <b>Humor</b>                             | <b>19%</b> |
| <b>Science</b>                           | <b>18%</b> |
| <b>Horror/Suspense</b>                   | <b>17%</b> |
| <b>Family planning</b>                   | <b>16%</b> |
| <b>Business/Economics/Livelihood etc</b> | <b>16%</b> |
| <b>Sports / Fitness and appearance</b>   | <b>16%</b> |
| <b>Health &amp; Medicines/Herbs</b>      | <b>15%</b> |
| <b>Government</b>                        | <b>14%</b> |
| <b>Laws/Legal issues</b>                 | <b>14%</b> |
| <b>Agriculture</b>                       | <b>14%</b> |
| <b>Lifestyle</b>                         | <b>14%</b> |
| <b>Heroes</b>                            | <b>12%</b> |
| <b>Animals</b>                           | <b>12%</b> |
| <b>Child rearing</b>                     | <b>11%</b> |
| <b>Social issues</b>                     | <b>11%</b> |
| <b>Horoscope</b>                         | <b>11%</b> |

**Q110: NGAYON NAMAN PO MAY IBIBIGAY AKONG LISTAHAN (SHOW LIST). PAKIBASA PO MUNA NG MABUTI. SA LISTAHAN PONG ITO, PAKISABI KUNG ANU-ANONG PAKSA NG LIBRONG HINDI PANG-ESKWELA ANG INYONG BINABASA?**

# ***TOP LANGUAGES USED / PREFERRED IN READING NSBs***

|                       | <b>READ</b> | <b>PREFERRED</b> |
|-----------------------|-------------|------------------|
| <b>Tagalog</b>        | <b>58%</b>  | <b>37%</b>       |
| <b>English</b>        | <b>41%</b>  | <b>18%</b>       |
| <b>Cebuano/Bisaya</b> | <b>14%</b>  | <b>11%</b>       |
| <b>Ilocano</b>        | <b>6%</b>   | <b>5%</b>        |
| <b>Arabic</b>         | <b>2%</b>   | <b>2%</b>        |
| <b>Ilonggo</b>        | <b>1%</b>   | <b>1%</b>        |
| <b>Bicol</b>          | <b>1%</b>   | <b>1%</b>        |
| <b>Tausug</b>         | <b>1%</b>   | <b>1%</b>        |
| <b>Hiligaynon</b>     | <b>1%</b>   |                  |
| <b>Spanish</b>        |             | <b>1%</b>        |
| <b>Japanese</b>       |             | <b>1%</b>        |
| <b>Others</b>         | <b>1%</b>   | <b>1%</b>        |

Base: Total Interviews

A stack of approximately ten books of various thicknesses and colors (mostly white and light brown) is positioned on the left side of the slide. The books are slightly offset, creating a sense of depth. The background is a soft, out-of-focus white.

# ***ATTITUDES TOWARDS BOOKS AND READING***



**69% of Filipino adults (or 87% of NSB readers) AGREE that books are good gifts.**

**FILIPINO ADULTS GIVING NSBs AS GIFT**

- ALWAYS 0.76%
- OFTEN 2.52%
- SOMETIMES 21.51%
- NEVER 74.85%

**MOST FREQUENT GIVERS OF NSBs AS GIFT**

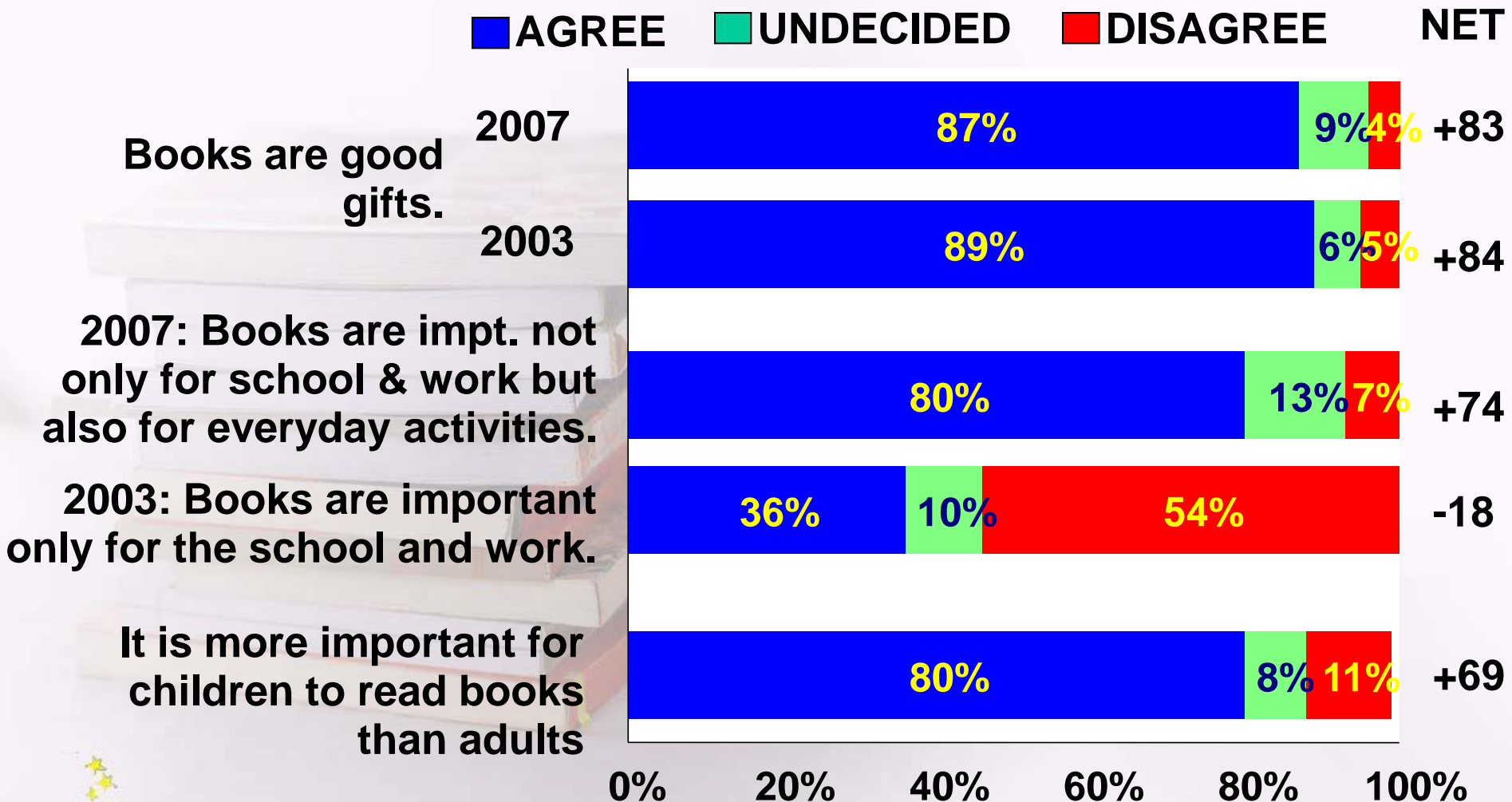
- College graduates 6.61%
- 18-24 year-old 5.26%
- Without spouse or partner 5.15%
- With partner 4.71%
- With some elementary education 4.62%
- ABC classes 4.32%
- Those in the rest of Luzon 4.24%
- With P6,000.00 monthly income 4.18%

**HAVE NEVER RECEIVED NSBs AS GIFT**

- 63.41% of Filipino adults overall
- 58.47% of NSB readers
- 82.23% of Filipino adults who do not read books

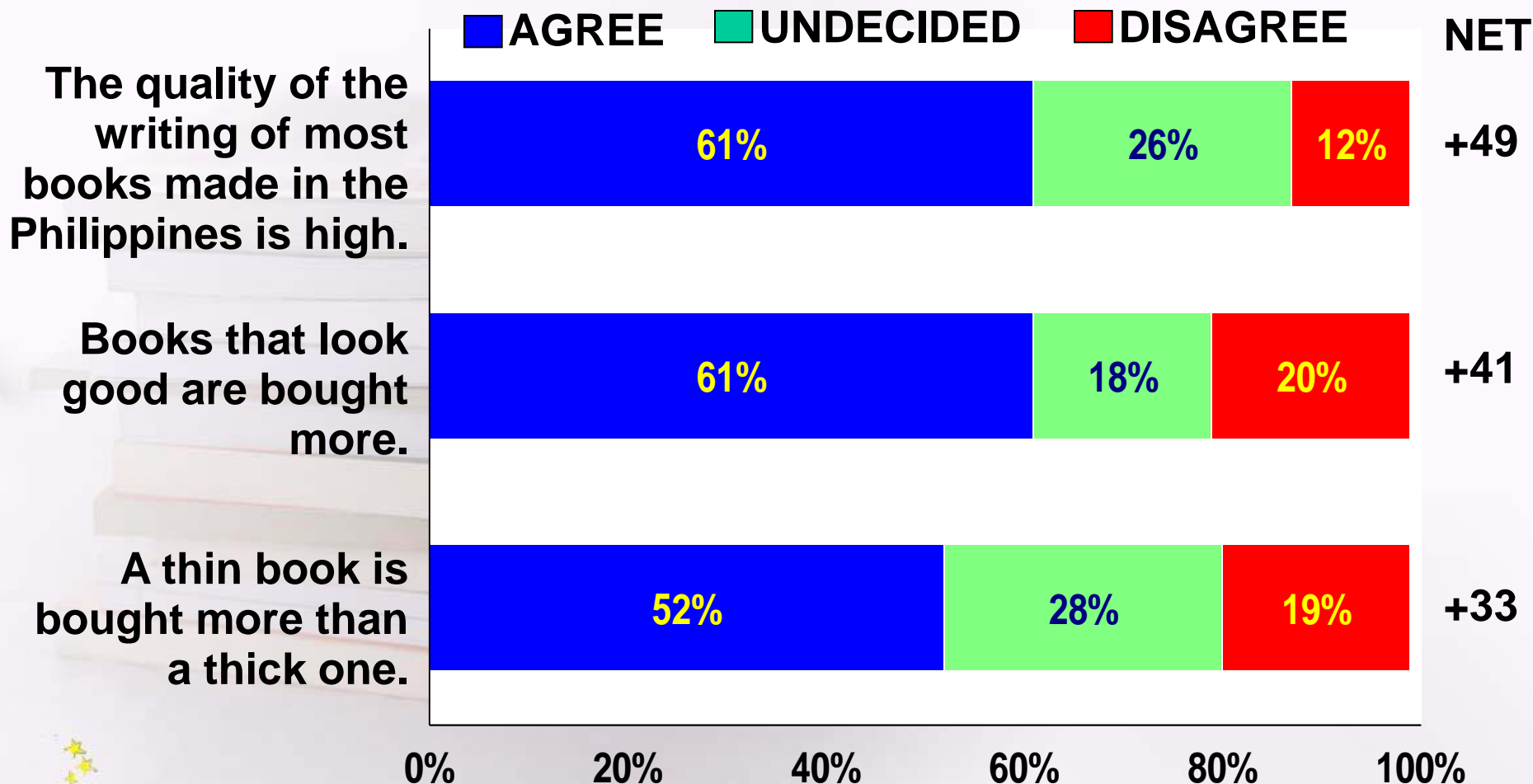
# ATTITUDES ON SOCIAL AND NON-MONETARY VALUE OF BOOKS, 2003 AND 2007

**Base: NSB readers: 76% of 90% book readers in 2003; 96% of 83% in 2007**



# ATTITUDES ON PHYSICAL ATTRIBUTES AND QUALITY OF BOOKS, 2007

*Base: NSB readers: 96% of 83% book readers in 2007*





# Internet Purchase of NSBs:

- **1.2% have done so.**
- **27% think they might do so in the future.**



A stack of approximately ten books of various colors (white, cream, orange, red) is positioned on the left side of the slide. The books are stacked horizontally, with some slightly offset to show their spines and edges. The background is a light, neutral color with a subtle gradient.

# ***ACCESSIBILITY OF BOOKSTORES AND PUBLIC LIBRARIES***



- The nearest bookstore is “FAR” from their home, say almost a majority of NSB readers (49%) .
- National Book Store is the bookstore nearest their home, say the biggest number, but not a majority, of NSB readers.
- 61% from ABC classes named NBS
- 4% from ABC classes named Merriam BS
- 5% from class E named Crown BS
- The city/municipal library is the nearest library, say the biggest number, but not a majority, of NSB readers.
- Majority of all groupings of NSB readers in 2007 DO NOT KNOW where the public library nearest their homes is.
- 65-67% of NSB readers from the rest of Luzon, Mindanao, class E, and rural groupings are in the DO NOT KNOW category. The highest score (77%) for DO NOT KNOW went to the group with only elementary education

**Q89: GAANO PO KALAYO ANG PINAKAMALAPIT NA BOOKSTORE O TINDAHAN NG MGA LIBRO SA INYONG BAHAY? (TALAGANG MALAPIT, MEDYO MALAPIT, MEDYO MALAYO, TALAGANG MALAYO, HINDI ALAM KUNG MAYROONG TINDAHAN NG LIBRO)**

**Q90: NASABI PO NINYO NA ANG PINAKAMALAPIT NA BOOKSTORE O TINDAHAN NG LIBRO SA INYONG BAHAY AY (ANSWER IN Q89). ANO PO BANG BOOKSTORE O TINDAHAN NG LIBRO ITO? (ONE ANSWER ONLY)**

**Q91: GAANO PO KALAYO ANG PINAKAMALAPIT NA PAMPUBLIKONG LIBRARY O SILID-AKLATAN SA INYONG BAHAY NA MAAARING HUMIRAM O UMARKILA NG MGA LIBRONG HINDI PANG-ESKWELA? ((TALAGANG MALAPIT, MEDYO MALAPIT, MEDYO MALAYO, TALAGANG MALAYO, HINDI ALAM KUNG MAYROONG PAMPUBLIKONG LIBRARY)**

# ***DISTANCE OF THE NEAREST PUBLIC LIBRARY and BOOKSTORE FROM RESPONDENT'S HOME, 2007***

| <b>NEAREST BOOKSTORE</b>   | <b>% of NSB READERS</b> |
|----------------------------|-------------------------|
| <b>National Book Store</b> | <b>38%</b>              |
| <b>Crown Bookstore</b>     | <b>4%</b>               |
| <b>Gaisano</b>             | <b>2%</b>               |
| <b>Lopues Dept. Store</b>  | <b>2%</b>               |
| <b>Merriam Webster</b>     | <b>1%</b>               |
| <b>Alemars</b>             | <b>1%</b>               |
| <b>Others</b>              | <b>35%</b>              |

| <b>NEAREST PUBLIC LIBRARY</b>           | <b>% OF NSB READERS</b> |
|---|-------------------------|
| <b>City / Municipal Library</b>         | <b>48%</b>              |
| <b>State University Library</b>         | <b>8%</b>               |
| <b>Public Elementary School Library</b> | <b>8%</b>               |
| <b>Public High School Library</b>       | <b>7%</b>               |
| <b>Barangay Library</b>                 | <b>6%</b>               |
| <b>Provincial Library</b>               | <b>1%</b>               |

**Q90: NASABI PO NINYO NA ANG PINAKAMALAPIT NA BOOKSTORE O TINDAHAN NG LIBRO SA INYONG BAHAY AY (ANSWER IN Q89). ANO PO BANG BOOKSTORE O TINDAHAN NG LIBRO ITO? (ONE ANSWER ONLY)**

**Q92: NASABI PO NINYO NA ANG PINAKAMALAPIT NA PAMPUBLIKONG LIBRARY O SILID-AKLATAN SA INYONG BAHAY AY (ANSWER IN Q91). ANO PO BANG LIBRARY O SILID-AKLATAN ITO? (ONE ANSWER ONLY)**

# ***WHAT INFLUENCES FREQUENCY OF READING NSBs***



National Book Development Board

**Reading habits of family members influence the frequency of reading NSBs of those who are already reading NSBs.**

**Reading habits of relatives and friends influence the reading of NSBs.**

**Co-workers' reading habits do not influence the frequency of reading NSBs.**

**Using the Internet or playing computer/Internet games strongly influence the reading of NSBs.**

**Watching television can stimulate reading of NSBs.**

**Going to malls or going to the movies influence the reading of NSBs, but of these 2 only going to malls may influence the frequency of reading NSBs.**

**Watching DVD or CDs influences the reading of NSBs.**





# ***GAMMA ASSOCIATIONS BETWEEN FREQUENCY OF READING OF NON-SCHOOLBOOKS BY READING HABITS OF RESPONDENT'S SOCIAL NETWORK***

|                   | <b><u>READING OF<br/>NON-SCHOOLBOOKS</u></b> |                       | <b><u>FREQUENCY<br/>OF READING NSB</u></b> |                       |
|-------------------|--|-----------------------|--|-----------------------|
|                   | <b><u>2003</u></b>                           | <b><u>2007</u></b>    | <b><u>2003</u></b>                         | <b><u>2007</u></b>    |
| <b>Family</b>     | <b>+0.45</b>                                 | <b>No association</b> | <b>+0.36</b>                               | <b>+0.21</b>          |
| <b>Relatives</b>  | <b>+0.30</b>                                 | <b>+0.32</b>          | <b>+0.28</b>                               | <b>+0.15</b>          |
| <b>Friends</b>    | <b>+0.30</b>                                 | <b>+0.34</b>          | <b>+0.25</b>                               | <b>+0.16</b>          |
| <b>Co-workers</b> | <b>+0.30</b>                                 | <b>No association</b> | <b>+.23</b>                                | <b>No association</b> |

# ***GAMMA ASSOCIATIONS BETWEEN FREQUENCY OF READING OF NON-SCHOOLBOOKS BY FREQUENCY OF ACCESSING ENTERTAINMENT MEDIA***

| <b><u>Frequency of Accessing...</u></b> | <b><u>READING OF NON-SCHOOLBOOKS</u></b> |                    | <b><u>FREQUENCY OF READING NSB</u></b> |                    |
|---|--|--------------------|--|--------------------|
|   | <b><u>2003</u></b>                       | <b><u>2007</u></b> | <b><u>2003</u></b>                     | <b><u>2007</u></b> |
| Television                              | No association                           | +0.51              | +0.08                                  | +0.19              |
| Radio                                   | No association                           | No association     | +0.10                                  | +0.08              |
| Movies                                  | +0.30                                    | +0.46              | +0.21                                  | No association     |
| DVD/CD*                                 | +0.22                                    | +0.34              | +0.21                                  | +0.11              |
| Malls                                   | +0.31                                    | +0.46              | +0.25                                  | +0.18              |
| Computer/<br>Internet games**           | +0.64                                    | +0.65              | +0.38                                  | +0.10              |
| Internet                                | +0.67                                    | +0.61              | +0.41                                  | +0.15              |

\*Videotapes in 2003

\*\*Video or computer games in 2003



A stack of approximately ten books of various thicknesses and colors (mostly white and light brown) is positioned on the left side of the slide. The books are slightly offset, showing their spines and edges. The background is a soft, out-of-focus white.

# ***PATTERNS OF PURCHASE AND ACQUISITION***



NSB readers in 2007 acquired the NSBs they read by

1. Receiving the books as gifts (42%)
2. Borrowing from others (41%)
3. Reading books from the library (27%)
4. Buying (19%)
5. Renting (18%).

Among all groups of NSB readers, receiving NSBs as gifts and borrowing from others are the most prevalent.

Library reading (27%)

|                |     |
|----------------|-----|
| 18-24 year-old | 53% |
| P6k+ m.income  | 37% |
| Visayas        | 33% |
| NCR            | 32% |
| 25-34 year-old | 31% |
| Class D        | 29% |
| Males          | 28% |

Purchasing (19%)

|                |     |
|----------------|-----|
| NCR            | 33% |
| 18-24 year-old | 32% |
| ABC            | 32% |
| P6k+ m income  | 31% |
| Urban          | 24% |
| Visayas        | 22% |
| Class D        | 21% |
| Males          | 20% |

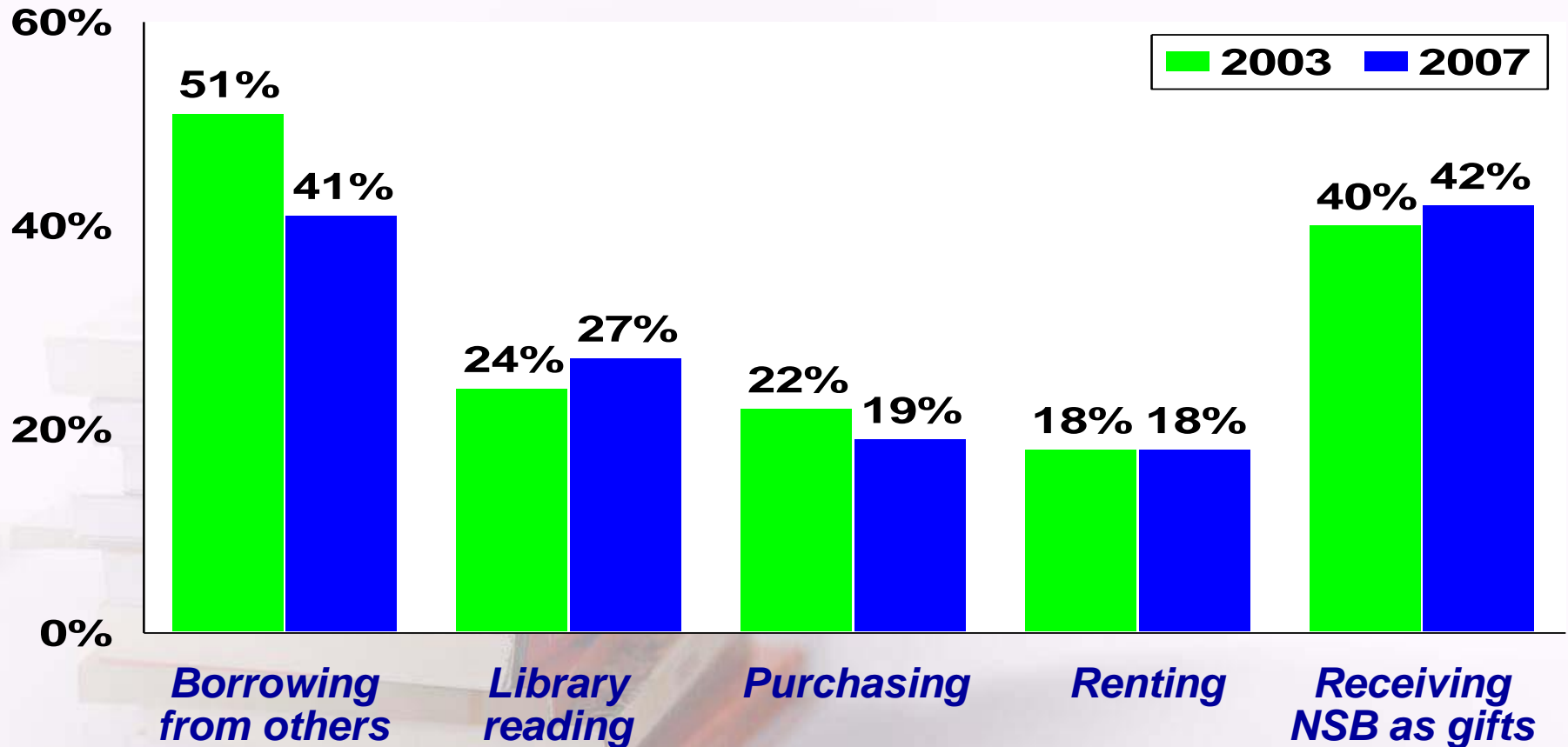
Renting (18%)

|                |     |
|----------------|-----|
| 18-24          | 35% |
| Mindanao       | 23% |
| Visayas        | 21% |
| Female         | 20% |
| < P2k m income | 19% |
| P 6K+ m income | 19% |
| Rural          | 19% |
| Class D        | 18% |
| Class E        | 18% |



# MANNER OF ACQUIRING NSBs READ, 2003 AND 2007

**Base: NSB readers: 76% of 90% book readers in 2003; 96% of 83% in 2007**



Q106: GAANO PO KAYO KADALAS MANGHIRAM NG LIBRONG HINDI PANG-ESKWELA? (SHOWCARD)

Q107: GAANO PO KAYO KADALAS UMARKILA NG LIBRONG HINDI PANG-ESKWELA? (SHOWCARD)

Q108: SA PANGKALAHATAN, GAANO PO KAYO KADALAS NAGPUPUNTA SA ANUMANG MGA LIBRARY (PAMPUBLIKO, PRIBADO, SA OPISINA O ESKWELAHAN) UPANG MAGBASA NG LIBRONG HINDI PANG-ESKWELA? (SHOWCARD)

Q129: SA NAKALIPAS NA 12 BUWAN, ILANG LIBRONG HINDI PANG ESKWELA ANG BINILI NINYO PARA BASAHIN NINYO MISMO?

Q141: GAANO PO KAYO KADALAS NAKATATANGGAP NG REGALO NA LIBRONG HINDI PANG ESKWELA? (SHOWCARD)

# **MANNER OF ACQUIRING NON-SCHOOLBOOKS READ, BY AREA, LOCALE AND CLASS, JUNE 2007**

**Base: NSB readers: 96% of 83% book readers in 2007**

|                      | <u>Borrowing<br/>from others</u> | <u>Library<br/>reading</u> | <u>Purchasing</u> | <u>Renting</u> | <u>Receiving<br/>NSB as gifts</u> |
|----------------------|----------------------------------|----------------------------|-------------------|----------------|-----------------------------------|
| <b>Total RP</b>      | <b>41%</b>                       | <b>27%</b>                 | <b>19%</b>        | <b>18%</b>     | <b>42%</b>                        |
| <b>NCR</b>           | <b>51</b>                        | <b>32</b>                  | <b>33</b>         | <b>17</b>      | <b>49</b>                         |
| <b>Balance Luzon</b> | <b>39</b>                        | <b>23</b>                  | <b>18</b>         | <b>13</b>      | <b>43</b>                         |
| <b>Visayas</b>       | <b>46</b>                        | <b>33</b>                  | <b>22</b>         | <b>21</b>      | <b>39</b>                         |
| <b>Mindanao</b>      | <b>37</b>                        | <b>28</b>                  | <b>13</b>         | <b>23</b>      | <b>38</b>                         |
| <b>Total Urban</b>   | <b>44</b>                        | <b>28</b>                  | <b>24</b>         | <b>17</b>      | <b>47</b>                         |
| <b>Total Rural</b>   | <b>38</b>                        | <b>26</b>                  | <b>14</b>         | <b>19</b>      | <b>36</b>                         |
| <b>Classes ABC</b>   | <b>27</b>                        | <b>23</b>                  | <b>32</b>         | <b>6</b>       | <b>56</b>                         |
| <b>Class D</b>       | <b>44</b>                        | <b>29</b>                  | <b>21</b>         | <b>18</b>      | <b>42</b>                         |
| <b>Class E</b>       | <b>39</b>                        | <b>26</b>                  | <b>14</b>         | <b>18</b>      | <b>38</b>                         |

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# MANNER OF ACQUIRING NSBs READ, BY SEX, AGE, AND PERSONAL MONTHLY INCOME, JUNE 2007

Base: NSB readers: 96% of 83% book readers in 2007

|                  | <u>Borrowing<br/>from others</u> | <u>Library<br/>reading</u> | <u>Purchasing</u> | <u>Renting</u> | <u>Receiving<br/>NSB as gifts</u> |
|------------------|----------------------------------|----------------------------|-------------------|----------------|-----------------------------------|
| Total RP         | 41%                              | 27%                        | 19%               | 18%            | 42%                               |
| Male             | 38                               | 28                         | 20                | 15             | 35                                |
| Female           | 44                               | 27                         | 19                | 20             | 47                                |
| 18-24            | 64                               | 53                         | 32                | 35             | 41                                |
| 25-34            | 46                               | 31                         | 18                | 17             | 42                                |
| 35-44            | 40                               | 20                         | 16                | 15             | 39                                |
| 45+              | 31                               | 20                         | 16                | 13             | 43                                |
| Less than P2,000 | 35                               | 27                         | 13                | 19             | 36                                |
| P2,000-P3,499    | 33                               | 23                         | 17                | 14             | 39                                |
| P3,500-P5,999    | 37                               | 21                         | 13                | 10             | 44                                |
| P6,000 +         | 48                               | 37                         | 31                | 19             | 49                                |

Q106: GAANO PO KAYO KADALAS MANGHIRAM NG LIBRONG HINDI PANG-ESKWELA? (SHOWCARD)

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