

2016 NATIONAL READING HABITS STUDY: FINDINGS ON TEENAGERS



METHODOLOGY



Door-to-door interviews

SAMPLE SIZE

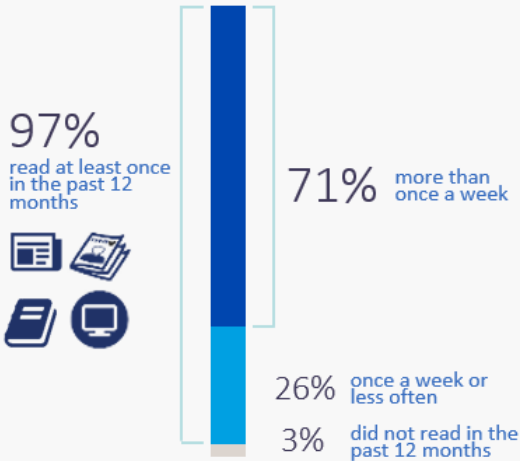
485

Singapore residents aged 13 to 19 years old



ARE TEENAGERS READING?

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



WHAT ARE TEENAGERS READING?

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



WHAT DO TEENAGERS LIKE TO READ?

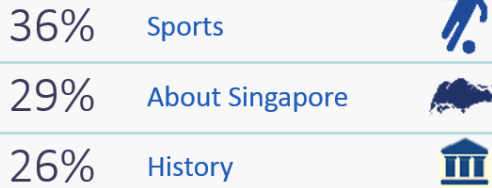
Of the 97% who read...

98%

Non-fiction



Top non-fiction topics read



93%

Fiction



Top fiction genres read



ARE TEENAGERS STILL READING BOOKS?

91%

read at least 1 book in the past 12 months



96% read physical books

42% read e-books

65% borrow from libraries

57% purchase from bookstores

TO READ OR NOT TO READ?

Motivations

Internet and digital devices have helped me to read more these days



Barriers

I tend to spend more time on other activities



I prefer watching TV/ DVDs/ online videos to reading