2016 NATIONAL READING HABITS STUDY ON ADULTS



METHODOLOGY



Door-to-door interviews

SAMPLE SIZE

Singapore residents aged 20 years and above

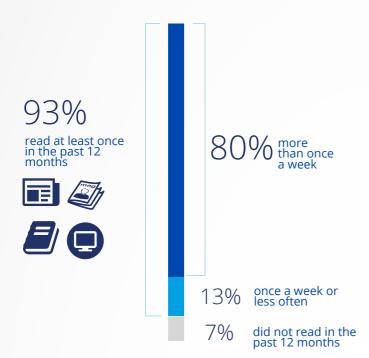


Respondent profile representative of population

- age
- gender ethnicity
- residency status
- housing type

ARE PEOPLE READING?

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



WHAT ARE PEOPLE **READING?**

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

68% News (print or digital)



41% Articles on social media/ websites



Books, including 19% e-books



WHAT DO PEOPLE LIKE TO READ?

Of the 93% who read...

Non-fiction



57% **Fiction**



Top non-fiction topics read	
51%	About Singapore
170%	Health and Eitnes



Health and Fitness 4/90

Politics and

Current Affairs



40% Travel

41%



37% Cooking



ARE PEOPLE READING IN THEIR MOTHER TONGUE?

Of the 93% who read...

can read in English and their Mother Tongue





Out of this...

62% read in their Mother Tongue more than once a week



ARE PEOPLE STILL READING BOOKS?

read at least 1 book in the past 12 months







95%

read physical books



41%

read e-books



56%

borrow from libraries





53% purchase from bookstores



TO READ OR NOT TO READ?

Motivations

I find reading enjoyable and relaxing





I tend to spend more time on other activities







I prefer watching TV/ DVDs/ online videos