

# 2016 NATIONAL READING HABITS STUDY ON ADULTS



## METHODOLOGY



Door-to-door interviews

## SAMPLE SIZE

3,515

Singapore residents aged 20 years and above



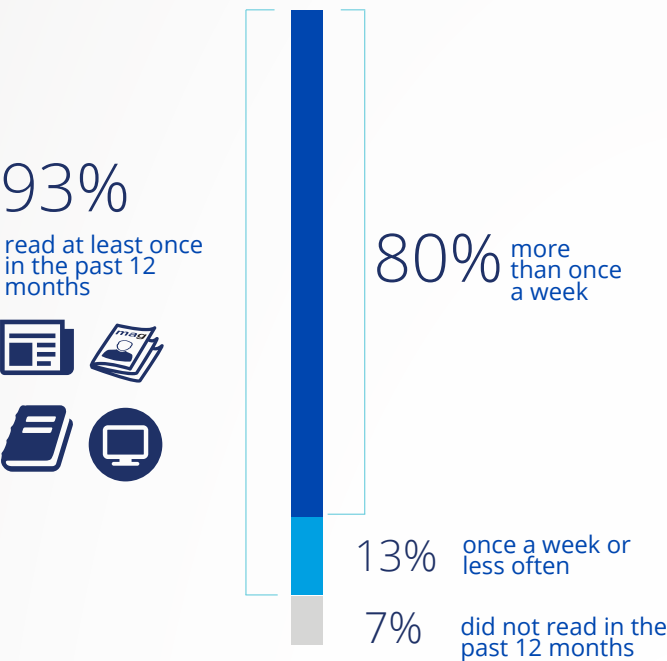
Respondent profile representative of population

- age
- gender
- ethnicity
- residency status
- housing type



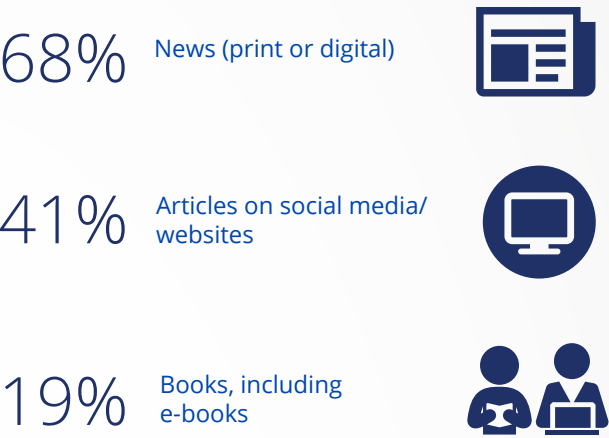
## ARE PEOPLE READING?

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



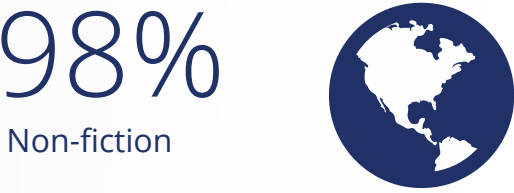
## WHAT ARE PEOPLE READING?

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

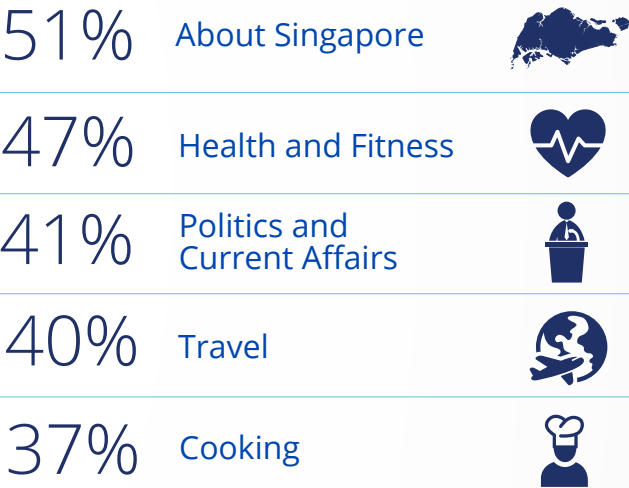


## WHAT DO PEOPLE LIKE TO READ?

Of the 93% who read...



Top non-fiction topics read

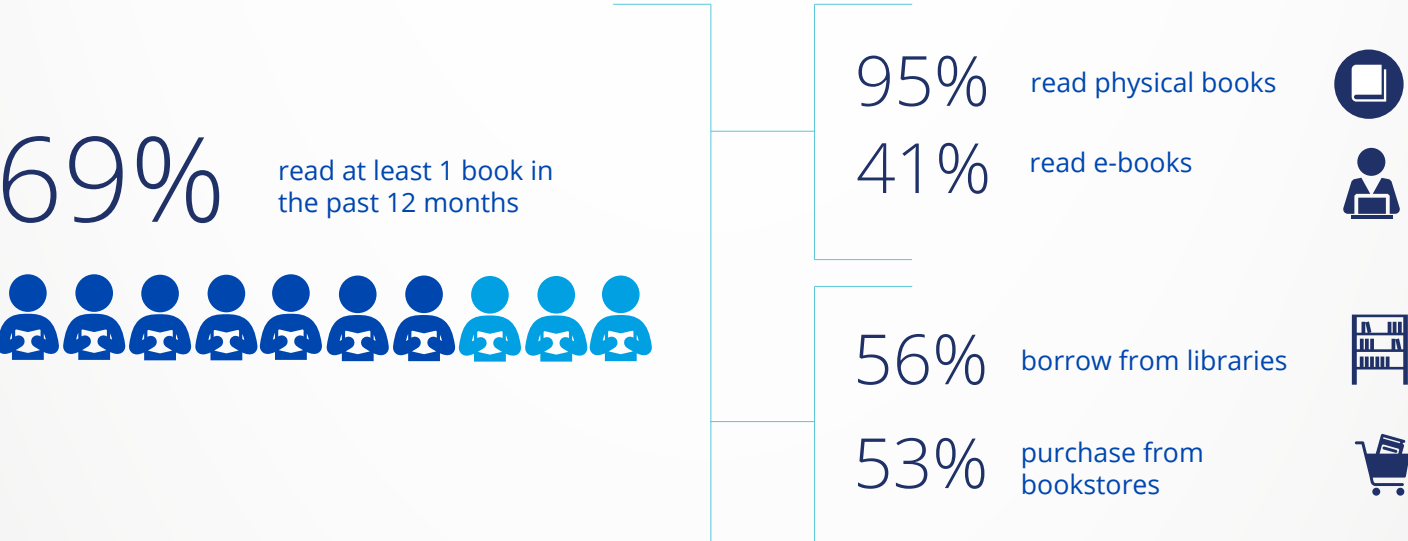


## ARE PEOPLE READING IN THEIR MOTHER TONGUE?

Of the 93% who read...



## ARE PEOPLE STILL READING BOOKS ?



## TO READ OR NOT TO READ?

### Motivations

I find reading enjoyable and relaxing



### Barriers

I tend to spend more time on other activities



I prefer watching TV/ DVDs/ online videos