

About the NLB National Reading Habits Study 2024

The 2024 Study involved a total of 4,623 respondents – 3,725 adults aged 20 years and above, 898 teenagers aged 13 to 19 years old

(A) Data Collection Process of NLB 2024 National Reading Habits Study

- The 2024 study was conducted by trained interviewers from August to December 2024 using door-to-door interviews.
- Singapore Residents (i.e. Singapore Citizens and Singapore Permanent Residents) participated in the study.
- Each interview or survey was about 30 minutes in duration.
- The survey sample was representative of the resident population by age, gender, ethnicity, housing type and residence status.

(B) Sample of Adults Respondents

- A total of 3,725 adults aged 20 years old and above were polled.

(C) Sample of Teenage Respondents

- A total of 898 teenagers aged 13 to 19 years old were polled.