

# 2018 National Reading Habits Study: Findings on Adults

## METHODOLOGY



Door-to-door interviews

## SAMPLE SIZE

# 3,636

Singapore residents aged 20 years and above



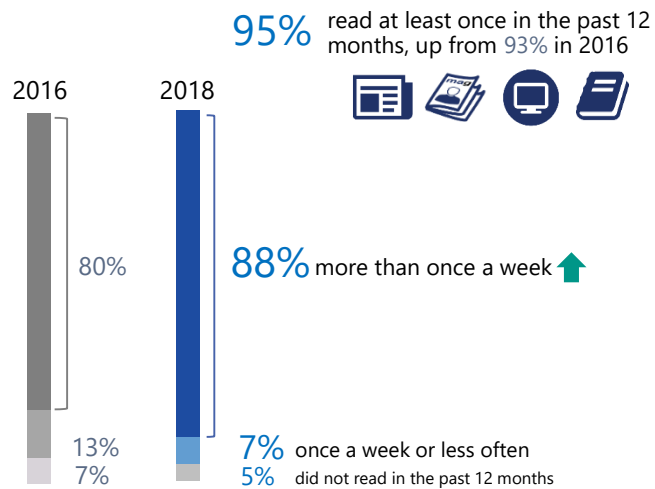
Respondent profile representative of population

- Age
- Gender
- Ethnicity
- Residency status
- Dwelling type



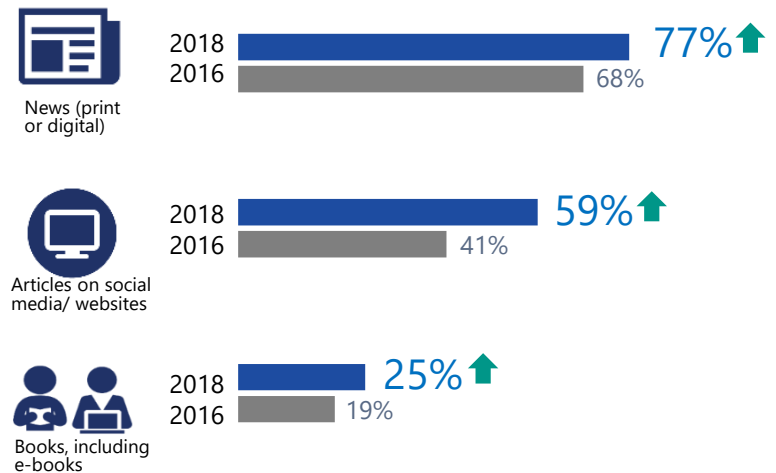
## ARE ADULTS READING?

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



## WHAT ARE ADULTS READING?

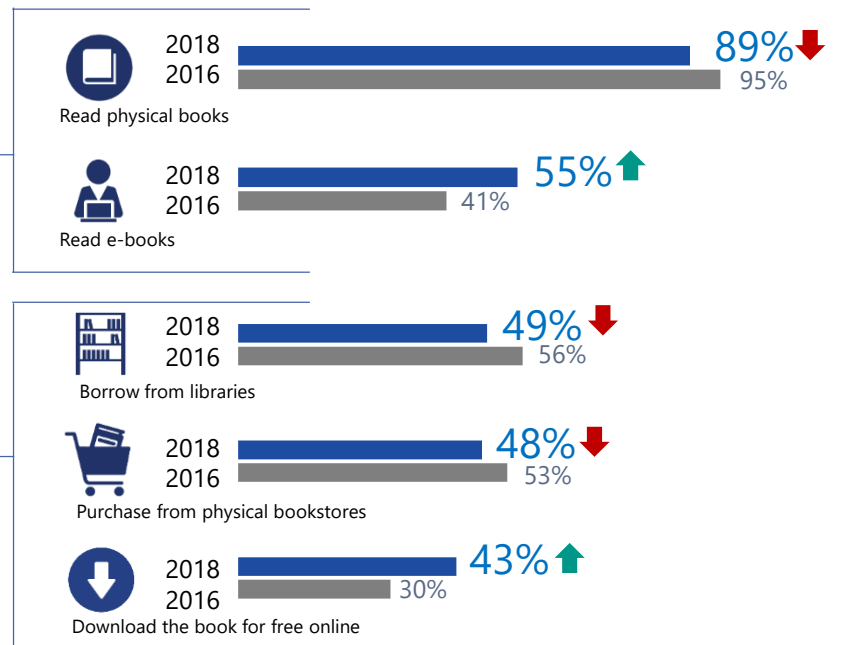
Adults read the following more than once a week...



## ARE ADULTS STILL READING BOOKS?

2018 **70%** read at least 1 book in the past 12 months

2016 69%



## TO READ OR NOT TO READ?

No change in the ranking of key motivations and barriers in 2018 compared to 2016

### Motivations

I find reading enjoyable and relaxing



### Barriers

I tend to spend more time on other activities



I prefer watching TV/ DVDs/ online videos

### Notes on Analysis:

Significant differences between the 2018 findings and 2016 findings at the 95% C.I are denoted with the following symbols:

↑ Significantly higher in 2018 than in 2016/ ↓ Significantly lower in 2018 than in 2016