

NLB'S REACH OF SINGAPORE RESIDENTS IN 2015

Methodology



Street-intercept survey conducted at populous transport nodes and away from the public libraries

Sample size

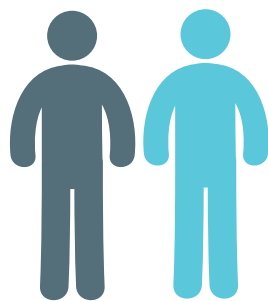
4,051

Singapore residents representative of the population in terms of gender, age, ethnicity and dwelling types

KEY FINDINGS:

NLB's reach in 2015

1 in 2 Singapore residents reached by NLB in the past 12 months



50.4%



Respondents were also asked if they have visited any public library in the past 12 months.

Children (7-12 years)



91%

Pre-schoolers (0-6 years)



79%

Teenagers (13-19 years)



73%

Adults with children ≤ 12 years



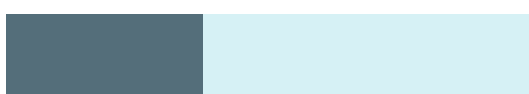
62%

Young adults without children



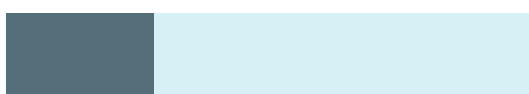
49%

Mature adults without children



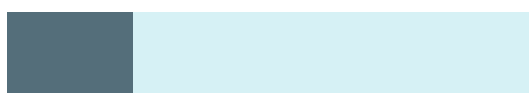
37%

Adults with children > 12 years



28%

Seniors (≥ 60 years)



24%