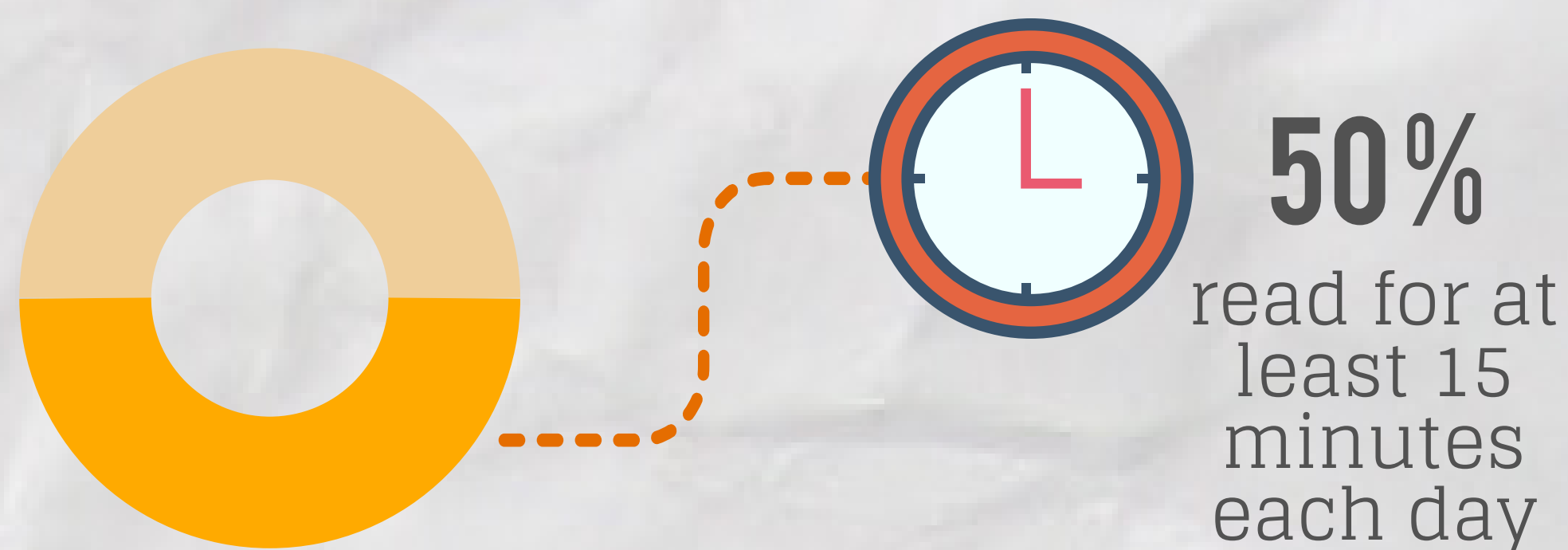


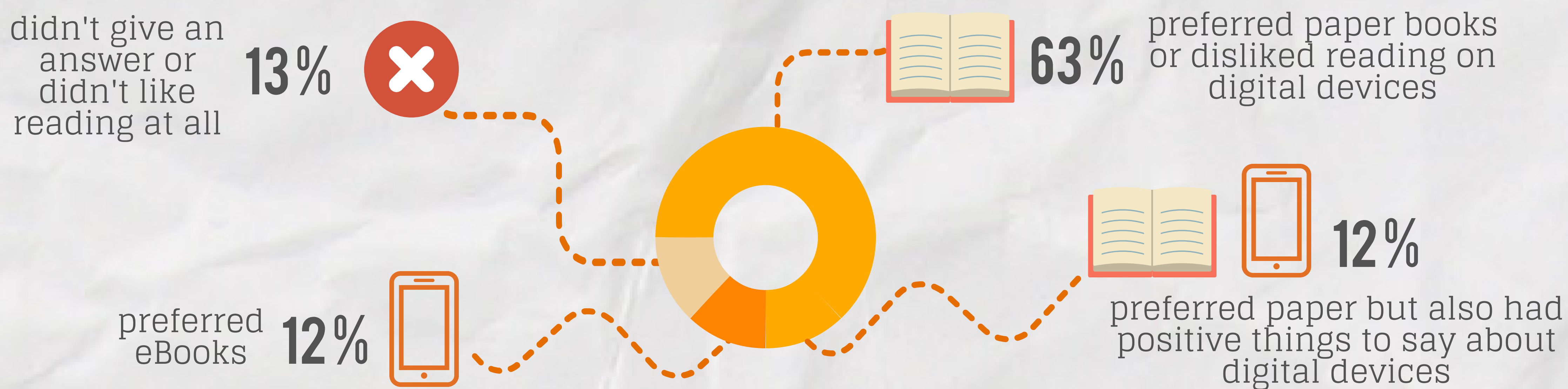
TEEN READING HABITS

A new research study involving academics from Deakin University and Murdoch University is exploring the recreational* reading habits of Australian teenagers. Here are some of the early findings.



PRINT VS. DIGITAL

When asked 'How do you feel about reading on digital devices?' ...



DIGITAL DEVICES

dedicated eReader



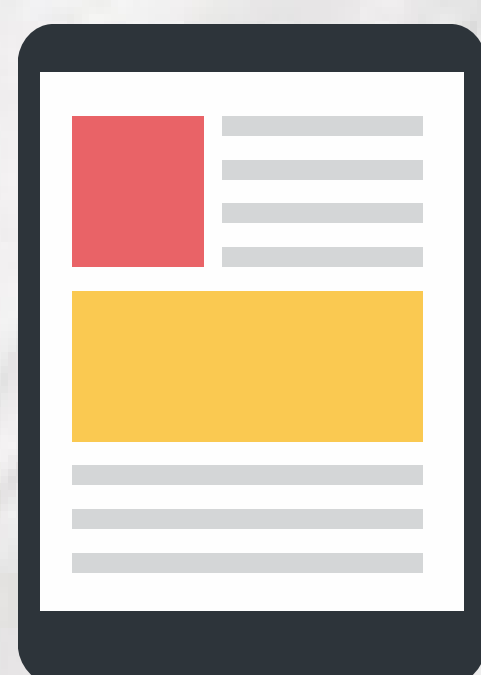
24% have access, and of those...

16% read on it frequently

53% read on it occasionally

31% don't read on it at all

tablet



87% have access, and of those...

10% read on it frequently

36% read on it occasionally

54% don't read on it at all

laptop or desktop



91% have access, and of those...

4% read on it frequently

21% read on it occasionally

75% don't read on it at all

mobile phone



88% have access, and of those...

10% read on it frequently

19% read on it occasionally

71% don't read on it at all