

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **READING HABITS**

Survey Dates: 28th & 29th December 2008
Results released on: April 08, 2009

Conducted in Pakistan by



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Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

More Than 25 % Pakistanis Say “Reading is my Habit”; Most Like Informative and Religious Books: GALLUP PAKISTAN

Islamabad, April 08, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 27% say “reading is my habit”. Pakistanis read books. The majority of them enjoy informative and religious texts.

The nationally representative survey showed that 27% of the respondents read books apart from those prescribed in the students’ syllabi; 73% do not read books. These figures are an encouraging indication in a country with a low literacy rate. According to the latest Economic Survey (2007-08) the literacy ratio in Pakistan in 2008 is estimated to be 55%. But since literacy is defined as the very elementary ability to read a simple sentence, such as a newspaper headline and to write a simple sentence, the figure should be read with caution.

The data shows that a higher percentage (31%) of men read books as compared to women (23%).

It is encouraging to see that among the people who read books, majority of the people (56%) claim to at least read once a week or more. Eighteen percent (18%) said that they read books once every two weeks and the remaining [22%] read books once a month. 4% did not give an answer.

When the respondents were asked “*What type of books do you like to read?*” from among a given list of choices, majority (41%) said ‘informative books’ followed by ‘religious books’ (30%). Next in line were novels/digests/magazines and Poetry books with 27% and 10% respondents respectively. The data revealed a slight

difference in the reading habits of men and women. More men like to read informative books as compared to women who enjoy novels/digests/magazines and poetry books.

Most people (52%) read books whenever they get the time for it. Before sleeping at night is also another favorite for 30% people. Fourteen percent (14%) said that they like reading books in the afternoon while only 5% liked to read in the morning.

The study was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2642 men and women in rural and urban areas of all four provinces of the country during 28th & 29th December 2008. Error margin is estimated to be approx. + 2-3 per cent at 95% confidence level.

For more survey data on Media related and other issues see website
www.gallup.com.pk

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