

Opinion Poll  
**SOCIAL BEHAVIOR**  
**Book Reading habits in Pakistan (Part 1)**

*This is a **4 part study** on Book Reading Habits in Pakistan. **Part 1** gives the proportions of Pakistanis claiming to be book readers; **part 2** reports on the frequency of reading, daily, weekly and less often; **part 3** deals with the content of reading and preferences between religion, general knowledge, fiction and poetry books; **part 4** explores the day part seen by readers as their favorite time slot for reading books.*

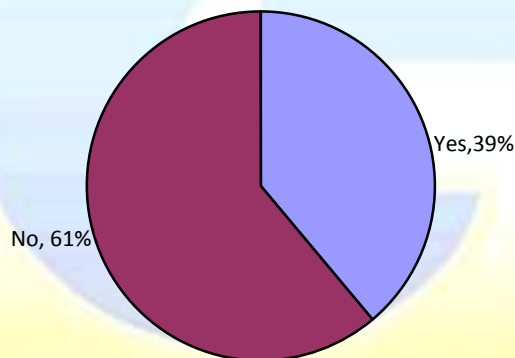
**39% of Pakistanis claim to be book readers. GILANI POLL/GALLUP PAKISTAN**

Islamabad, November 21, 2011

The results of a Gilani Research Foundation Survey carried out by Gallup Pakistan revealed that 39% of Pakistanis claim to be book readers.

In a survey a nationally representative sample of men and women from across the four provinces were asked “Do you read books or not (apart from the syllabus books)?” Responding to this, 39% of Pakistanis claim that they read books whereas 61% do not read books.

**Question: “Do you read books or not (apart from the syllabus books)?”**



Source: Gallup and Gilani Surveys  
the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2688 men and women in rural and urban areas of all four provinces of the country, during October 30 - November 05, 2011. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

گیلانی ریسرچ فاؤنڈیشن کا رائے عامہ سروے

موضوع: "معاشرتی رویے"

"پاکستان میں کتاب پڑھنے کی عادات"

39% پاکستانی کتابیں پڑھتے ہیں:

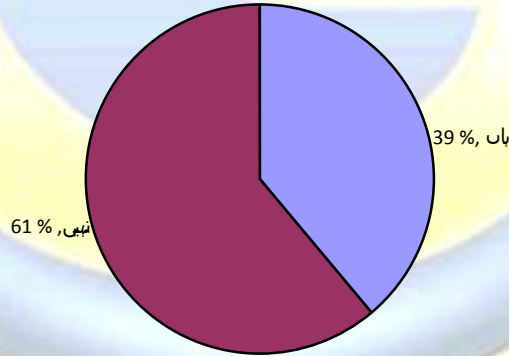
گیلانی ریسرچ فاؤنڈیشن، گیلپ پاکستان

اسلام آباد، 21 نومبر، 2011

گیلانی ریسرچ فاؤنڈیشن کے ایک حالیہ سروے کے مطابق، 39% پاکستانی کتابیں پڑھتے ہیں۔

سروے میں ملک بھر سے شماریاتی طور پر منتخب خواتین و حضرات سے یہ سوال پوچھا گیا کہ، "کیا آپ کتابیں وغیرہ پڑھتے ہیں یا نہیں (نصاب کی کتابوں کے علاوہ)؟"، اس سوال کے جواب میں 39% پاکستانیوں نے جواب دیا کہ وہ نصاب کی کتابوں کے علاوہ بھی کتابیں پڑھتے ہیں جبکہ 61% نہیں پڑھتے۔

'کیا آپ کتابیں وغیرہ پڑھتے ہیں یا نہیں (نصاب کی کتابوں کے علاوہ)؟'



Source: Gallup and Gilani Surveys  
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گیلانی ریسرچ فاؤنڈیشن کا حالیہ سروے گیلپ انٹرنیشنل سے منسلک گیلپ پاکستان کی مدد سے کیا گیا۔ یہ سروے پاکستان کے چاروں صوبوں کی دیہی اور شہری آبادی کے 2688 مرد اور خواتین سے 30 اکتوبر سے 05 نومبر 2011 میں منعقد ہوا۔ غلطی کے امکان کا تخمینہ شماریاتی طور پر تقریباً 2-3% ± لگایا گیا ہے۔



## **Opinion Poll from Gallup Pakistan**

*The Pakistani Affiliate of Gallup International*



**Monday, November 21<sup>st</sup>, 2011**

*(3 Pages including this and Urdu version)*

***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 Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

*If you have any further questions regarding this poll, please feel free to contact us.*

*Best Regards,*

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Daily Gilani Poll  
2011



of Gallup Pakistan  
(1980-2010)