

Opinion Poll  
**SOCIAL BEHAVIOR**  
**Book Reading habits in Pakistan (Part 2)**

*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.*

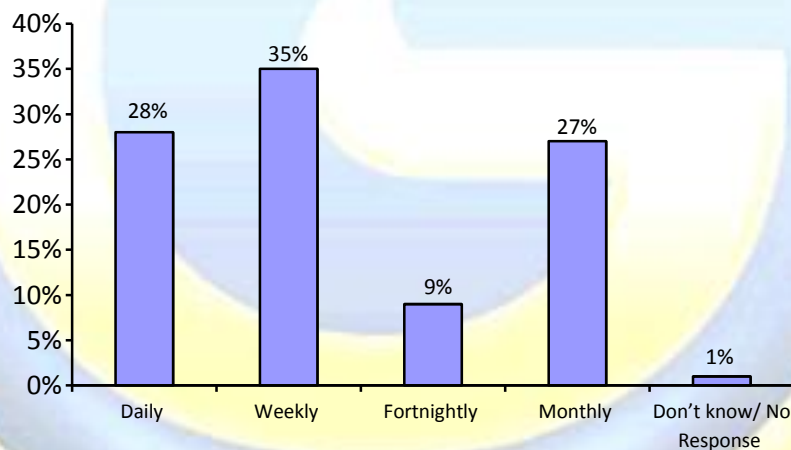
**28% of those who claim to read books in Pakistan claim to read on a daily basis, 35% say they read at least once a week, others less frequently. GILANI POLL/GALLUP PAKISTAN**

Islamabad, November 22, 2011

The results of a Gilani Research Foundation Survey carried out by Gallup Pakistan revealed that 28% of those who claim to read books in Pakistan claim to read on a daily basis, 35% say they read at least once a week, others less frequently.

In a survey a nationally representative sample of men and women from across the four provinces were asked "How frequently do you read books?" Responding to this, 28% claim that they read books daily, 35% read once a week, 9% read book once in two weeks (fortnightly) whereas 27% read once in a month. However 1% did not give a view.

**Question: "How frequently do you read 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 کارائے عامہ سروے

موضوع: "معاشرتی رویے"

"پاکستان میں کتاب پڑھنے کی عادات (حصہ دوم)"

28% پاکستانی روزانہ کتابیں پڑھتے ہیں، 35% ہفتے میں کم از کم ایک بار جبکہ بتایا بہت کم وقفے سے کتابیں

پڑھتے ہیں:

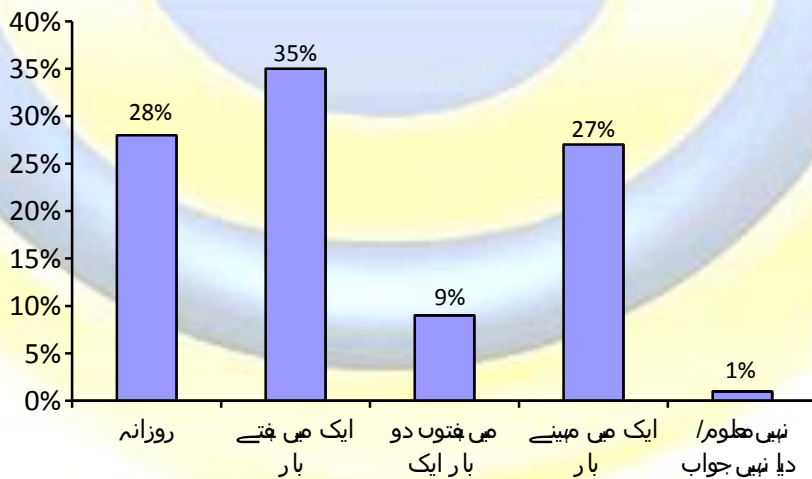
گیلانی ریسرچ فاؤنڈیشن، گیلپ پاکستان

اسلام آباد، 22 نومبر، 2011

گیلانی ریسرچ فاؤنڈیشن کے ایک حالیہ سروے کے مطابق، 28% پاکستانی روزانہ کتابیں پڑھتے ہیں، 35% ہفتے میں کم از کم ایک بار جبکہ بتایا بہت کم وقفے سے کتابیں پڑھتے ہیں۔

سروے میں ملک بھر سے شریاتی طور پر منتخب خواتین و حضرات سے یہ سوال پوچھا گیا کہ، "آپ کتنے وقفے سے کتابیں پڑھتے ہیں؟"، اس سوال کے جواب میں 28% جوابدہندگان نے کہا کہ وہ روزانہ کتابیں پڑھتے ہیں، 35% ہفتے میں ایک بار، 9% دو ہفتوں میں ایک بار، جبکہ 27% مہینے میں ایک بار کتاب پڑھتے ہیں، بتایا 1% نے کوئی جواب نہیں دیا۔

"آپ کتنے وقفے سے کتابیں پڑھتے ہیں؟"



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))

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  $\pm 2-3\%$  لگایا گیا ہے۔



## **Opinion Poll from Gallup Pakistan**

*The Pakistani Affiliate of Gallup International*



**Tuesday, November 22<sup>nd</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)