

Opinion Poll
SOCIAL BEHAVIOR
Book Reading habits in Pakistan (Part 3)

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.

Religious (42%), General Knowledge (32%), Fiction (26%) and Poetry (7%) are the top interests among readers of books in that order. GILANI POLL/GALLUP PAKISTAN

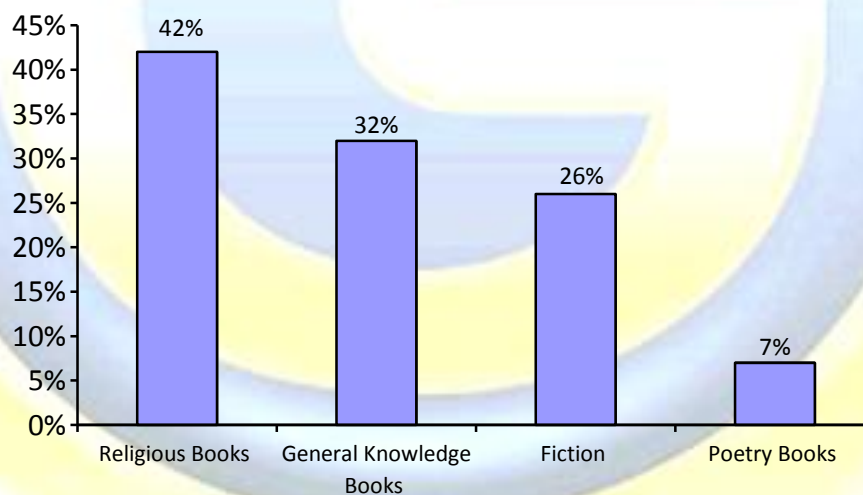
Islamabad, November 23, 2011

The results of a Gilani Research Foundation Survey carried out by Gallup Pakistan revealed that Religious (42%), General Knowledge (32%), Fiction (26%) and Poetry (7%) are the top interests among readers of books in that order.

In a survey a nationally representative sample of men and women from across the four provinces were asked "What kind of books do you read normally?" Responding to this, 42% of the book readers prefer reading religious books, 32% prefer books related to general knowledge, 26% prefer fiction whereas 7% like to read poetry books.

(Note: This was a multiple response question so the percentage sum may exceed 100.)

Question: "What kind of books do you read normally?"



Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; 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 بینی کی عادات (حصہ سوئم)"

پاکستانی زیادہ تر مذہبی (42%)، معلوماتی (32%)، ناول (26%) اور شاعری (7%) کی کتابیں پڑھنا پسند کرتے ہیں:

گیلانی ریسرچ فاؤنڈیشن، گیلپ پاکستان

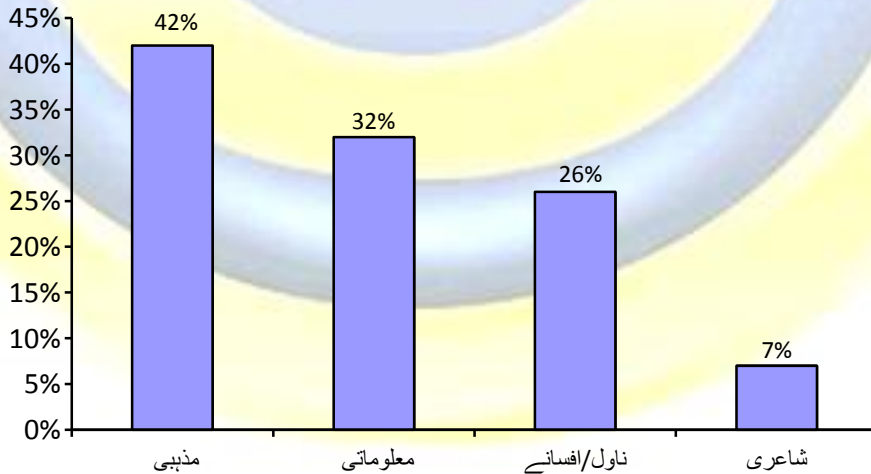
اسلام آباد، 23 نومبر، 2011

گیلانی ریسرچ فاؤنڈیشن کے ایک حالیہ سروے کے مطابق، پاکستانی زیادہ تر مذہبی (42%)، معلوماتی (32%)، ناول (26%) اور شاعری (7%) کی کتابیں پڑھنا پسند کرتے ہیں۔

سروے میں ملک بھر سے شاریاتی طور پر منتخب نواتین حضرات سے یہ سوال پوچھا گیا کہ، "آپ عام طور پر کس طرح کی کتابیں پڑھنا پسند کرتے ہیں؟"، اس سوال کے جواب میں 42% جوابدہندگان نے کہا کہ وہ مذہبی کتابوں کو پڑھنا پسند کرتے ہیں، 32% معلوماتی کتاب، 26% ناول / افسانے جبکہ 7% شاعری کی کتابیں پڑھنا پسند کرتے ہیں۔

(نوٹ: اس سوال کے ایک سے زائد جوابات دیئے گئے، اس لیے اس کا اوسط 100 سے زائد ممکن ہے)

"آپ عام طور پر کس طرح کی کتابیں پڑھنا پسند کرتے ہیں؟"



Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; 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 نواتین سے 30 اکتوبر سے 05 نومبر 2011 میں منعقد ہوا۔ غلطی کے امکان کا تخمینہ شاریاتی طور پر تقریباً $\pm 2-3\%$ لگایا گیا ہے۔



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Wednesday, November 23rd, 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)