



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.

Reading Books; A Hobby On The Decline From 46 % to 28 % In The Last Ten Years: GILANI POLL / GALLUP PAKISTAN

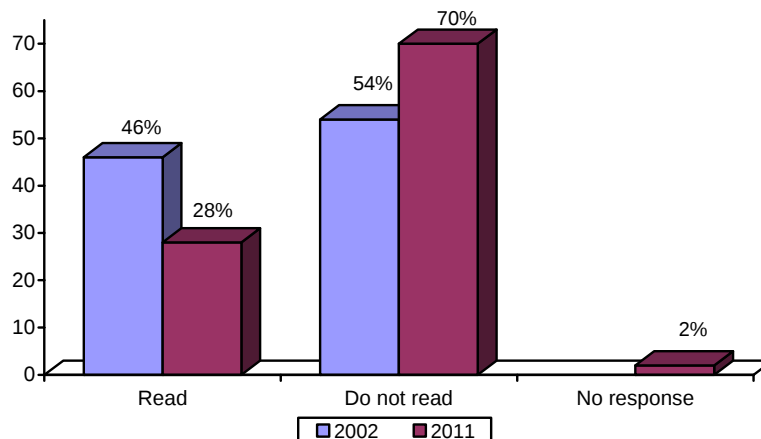
Islamabad, March 31, 2011

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, only 28% of all Pakistanis across the country claim to read books, while 46% claimed the same in 2002.

A nationally representative sample of men and women from across the country were asked the following question: *“Do you read books (apart from text books)?”* Recently in 2011, 28% have replied in affirmative as opposed to 70% who say they are not into the habit of reading books. The comparable figures in response to the same question in 2002 were: 46% said they read books whereas 54% said they do not.

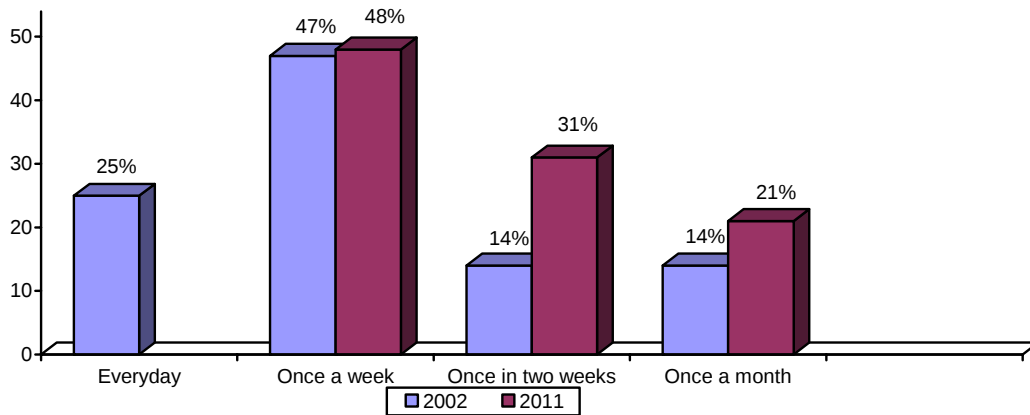
A detailed analysis of the recent data shows that proportionately more urbanites (35%) are in the habit of reading as compared to their rural counterparts (25%). The survey data also reveals that this habit is relatively higher in males (31%) than females (25%).

“Do you read books (apart from text books)?”



In a follow up question, a nationally representative sample of men and women from across the country were asked the following question: *“If yes, then how frequently do you read?”* Forty eight percent say they read once a week, 31% say once every two weeks, and 21% said once a month. The corresponding values in response to the same question in 2002 were: 25% said everyday, 47% once a week, 14% once in two weeks and 14% once a month.

“If yes, then how frequently do you read?”



Source: 30 Years of Gallup and Gilani Surveys (1980-2010)
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 2710 men and women in rural and urban areas of all four provinces of the country, during March 2011. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk
For any queries please contact:

Ms. Hira Hasan
Assistant Manager (Research)

Phone: +92-51-2655630
E-mail: hira.hasan@gallup.com.pk