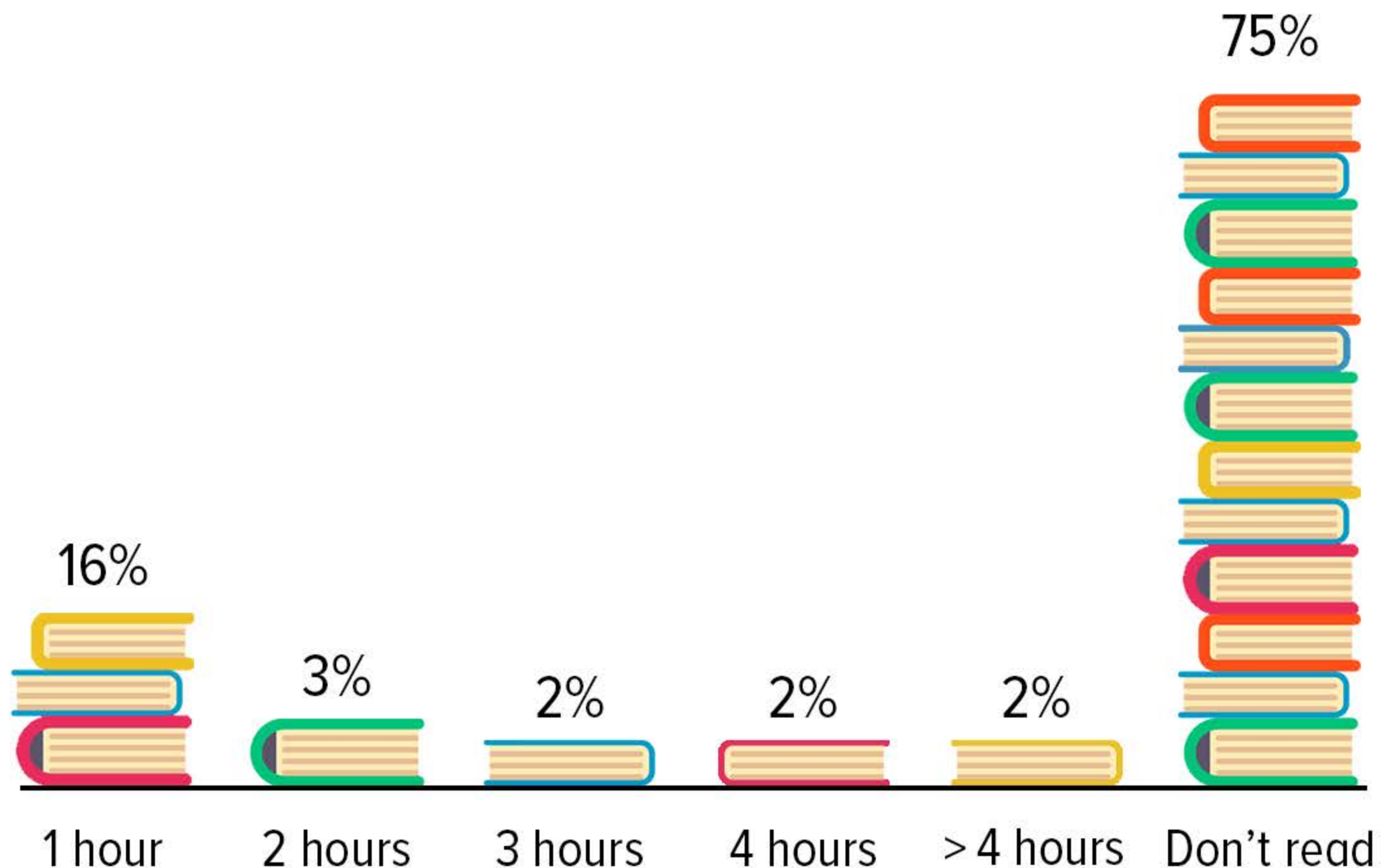


APRIL 18, 2019

READING: 3 IN 4 PAKISTANIS (75%) CLAIM NOT TO READ ANY BOOKS AT ALL; ONLY 9% ARE AVID READERS.

How many hours do you spend in a day reading books (course books, religious books, novels, magazines, poetry, etc.)?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1178

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll

SOCIAL BEHAVIOUR
Books

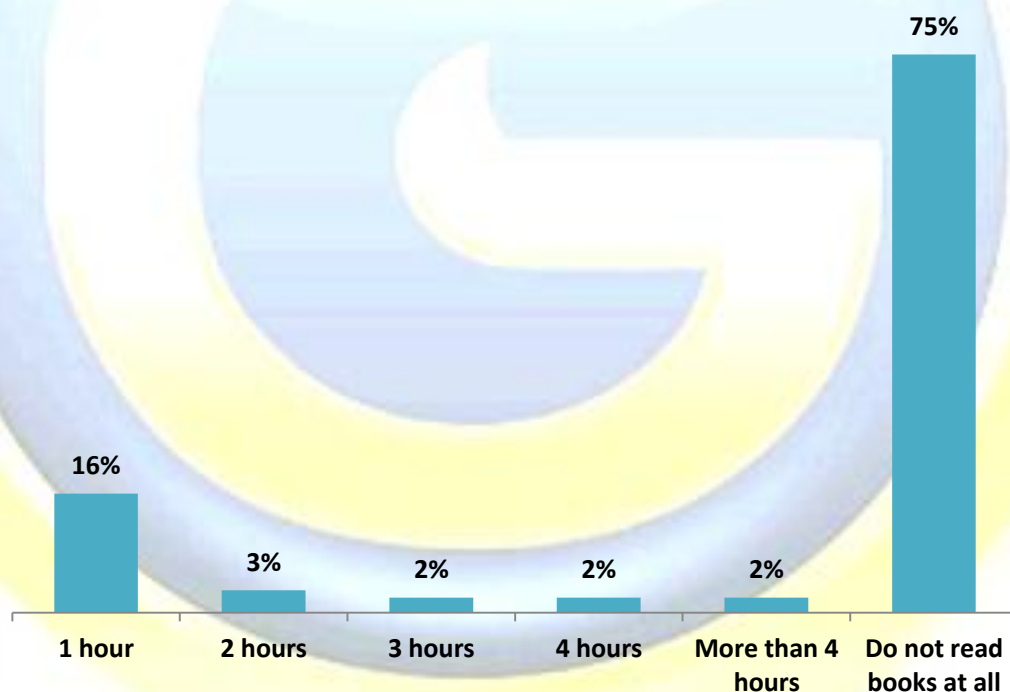
Reading: 3 in 4 Pakistanis (75%) claim not to read any books at all; only 9% are avid readers.
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, April 18, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 3 in 4 Pakistanis (75%) claim not to read any books at all; only 9% are avid readers.

A nationally representative sample of men and women from across the four provinces was asked, “How many hours do you spend in a day reading books (course books, religious books, novels, magazines, poetry, etc.)?” In response, 16% said that they spend an hour in a day reading books, 3% said 2 hours, 2% said 3 hours, 2% said 4 hours, 2% said more than 4 hours, and a staggering 75% said they did not spend any time reading any kind of book.

Question: “How many hours do you spend in a day reading books (course books, religious books, novels, magazines, poetry, etc.)?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,178 men and women in urban and rural areas of all four provinces of the country, during 23 February - 03 March, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Thursday, April 18, 2019

(3 Pages, English version only)

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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)