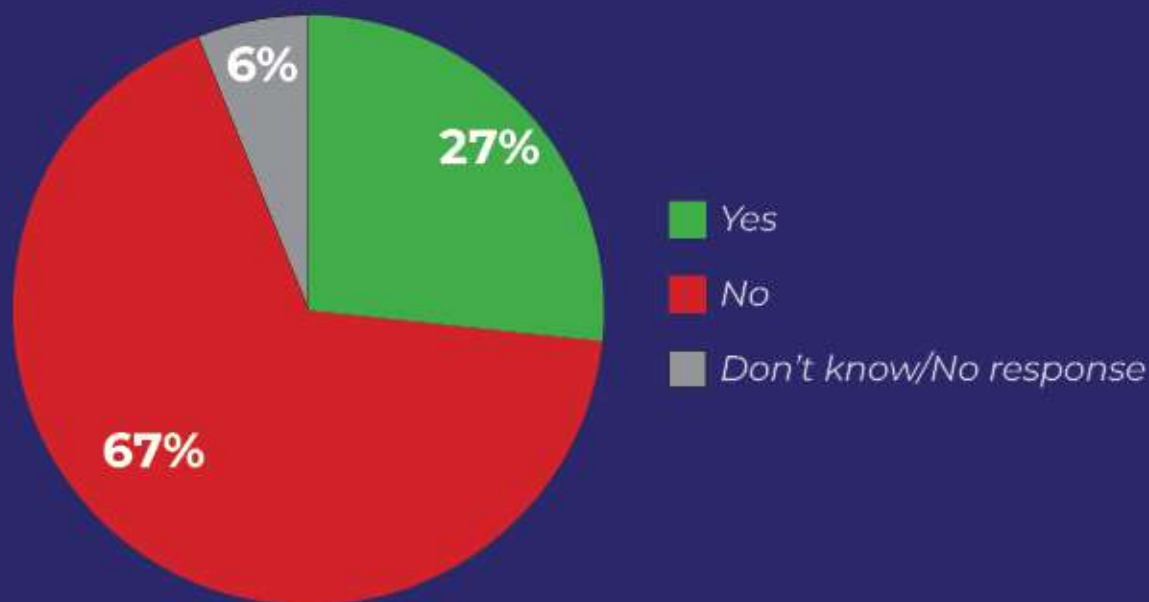


Only 27% of Pakistanis report having ever visited a library

17% more urban residents compared to rural residents doing so



Question: Please tell whether you have ever visited a library?





PRESS RELEASE
Opinion Poll
Social
Social Behaviour

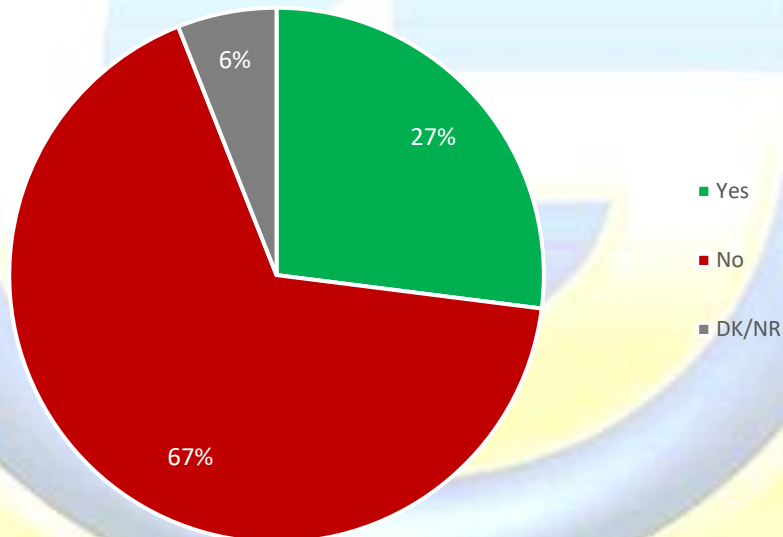
**Only 27% of Pakistanis report having ever visited a library, with 17% more urban residents compared to rural residents doing so:
Gallup & Gilani Pakistan**

(Islamabad) 23rd October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only 27% of Pakistanis have ever visited a library. A deeper analysis highlights a significant gap between urban and rural areas, with 17% more urban residents having done so.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell whether you have ever visited a library”. In response, 27% said ‘Yes’, 67% said ‘No’, 6% said that they did not know or gave no response.

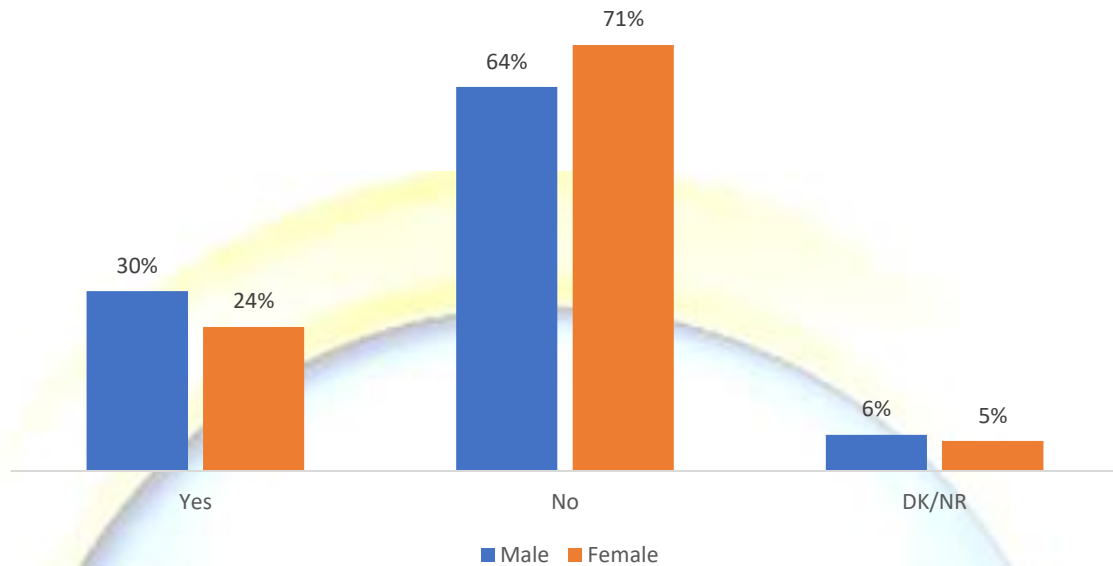
Question: Please tell whether you have ever visited a library?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

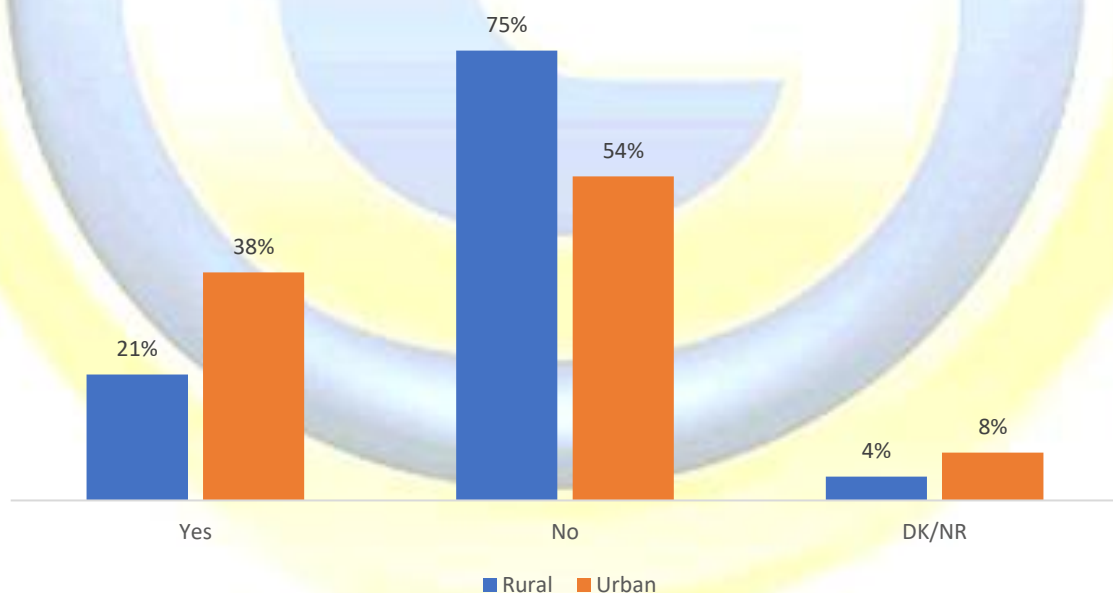
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 764 men and women in urban and rural areas of all four provinces of the country, conducted from 20th August - 9th September 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across gender: Pakistani men (30%) are slightly more likely to have visited a library, compared to their female counterparts (24%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Three quarters of rural residents indicating they have never visited a library, compared to 54% of urban residents.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)