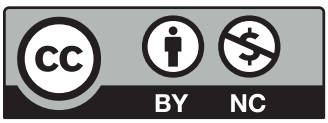
What Arabs Read

A Pan-Arab Survey on Readership

Phase Two
Algeria, Jordan, Palestine and Syria

September 2007



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1. RESEARCH OBJECTIVES

As identified by NEXT PAGE, this research was mainly identified as the Baseline survey for future readership surveys that aim at tracking the findings of this survey across the region.

The survey was conducted in order to identify representative National and Regional data on reading habits of the Arab World as well as segmenting the National and Regional literate population to homogenous sub groups.

A more detailed outline of information areas covered in the scope of research would be:

1- Identify the reading habits and attitudes of the literate population of the Arab world.

2- Gain understanding of the current state of readership and to segment the public into primary readership groups.

3- Find out the primary, preferred and available mediums and channels for acquiring written / printed information.

2. RESEARCH METHODOLOGY

2.1. Sampling Universe

The universe of the research will be confined to the literate population within each country under study; with the sample structure drawn to generate a reliable representative data of the set universe scope.

In order to maintain a 100% random sample all the literate population must have an equal probability of joining the survey, i.e. the whole universe must have equal likelihood in participating in the survey. In this context we have opted not to use a pre defined database of respondents because that would bias our sample as it will defect the probability chances of universe.

Eligible Respondents will be:

- Literate Population[1]
- Males and Females
- Age between 15-65
- Belonging to Social Classes: AB, C1, C2 and DE

[1] Literate Population: defined as people who have successfully completed primary education and or/ grade level up to the age of 12. (Awaiting client confirmation on the criteria)

2.2. Sampling Methodology:

We followed a face-to-face quantitative methodology using a Stratified Random Sampling door-to-door methodology a random walk method, guided by the use of PSU's (Primary Sampling Units) in order to recruit respondents.

What is a Stratified Random Sampling?

Each city/area is divided to PSU's with pre-classified socio-economic classification (SEC). Across each wave, we will maintain comparable PSU's (similar SEC, Size, etc...) to render the research higher consistency in the sample profile.

Each PSU is differentiated from the other according to the Police Station in which it is related to. Each PSU is further divided into SSUs (Secondary Sampling Unit). SSUs are streets/neighbourhoods within a PSU. The number of SSUs in a PSU is directly related to the size of the PSU, i.e. the larger the PSU the greater the number of SSUs within the PSU. After determining the SSUs each interviewer is given a starting point in the SSU. The interviewer starts by taking the first building on him / her right hand and starts with the first apartment on him / her right hand. Only one interview is made per floor. If an interview was successful the interviewer leaves 3 floors and start in the fourth. On average a maximum of 3 interviews are conducted per building. After conducting interviews in a building the interviewer will leave 3 buildings and enter the fourth one but this time he / she will start from top to bottom.

2.3. Sample Size / Structure:

A. Cities Quota

Target Group	Cities / Areas	Sample Size	Total
ALGERIA	Alger	400	1,000
	Oran	200	
	Constantine	200	
	Tiziouzou	200	
JORDAN	Amman	530	1,000
	Zarqaa	220	
	Irbid	250	
PALESTINE	West Bank	630	1,000
	Gaza	370	
SYRIA	Damascus	370	1,000
	Lattakia	265	
	Aleppo	365	
TOTAL			4,000

Kindly note: Interviews will be covering the above mentioned cities (main cities in the selected countries) including Urban and Rural neighbouring spots

according to the actual population distribution, (E.g., Amman in Jordan: Interviews will be conducted in Urban "Amman" and Rural "Garsh" & "Marj El Hamam")

B. Urban / Rural Quota

Target Group	Urban	Rural	Total
ALGERIA	500	500	1,000
JORDAN	750	250	1,000
PALESTINE	400	600	1,000
SYRIA	530	470	1,000
TOTAL	**2,180**	**1,820**	**4,000**

C. Gender Quota

Target Group	Males	Females	Total
ALGERIA	500	500	1,000
JORDAN	520	480	1,000
PALESTINE	500	500	1,000
SYRIA	500	500	1,000
TOTAL	**2,020**	**1,980**	**4,000**

D. Social Classes Quota

Target Group	AB	C1	C2	DE	Total
ALGERIA	100	200	300	400	1,000
JORDAN	150	200	250	400	1,000
PALESTINE	80	160	210	550	1,000
SYRIA	165	135	200	500	1,000
TOTAL	**495**	**695**	**960**	**1,850**	**4,000**

E. Age Brackets Quota

Target Group	15-24	25-34	35-44	45-65	Total
ALGERIA	370	270	180	180	1,000
JORDAN	390	270	150	190	1,000
PALESTINE	270	390	220	120	1,000
SYRIA	290	260	200	250	1,000
TOTAL	**1,320**	**1,190**	**750**	**740**	**4,000**

We are open to suggestions on revisiting this sample structure upon discussions with Next Page.

2.4. Considerations for the Sample:

- The sample breakdown by the different quotes are ALL soft quotes, they are quotes for the overall sample not interlocking.
- As an indication of the level of accuracy achieved with different samples, we provide the sampling tolerances at the 95% confidence interval applicable to results at or near 50% are as follows:

n = 100	Error margin +/- 11%
n = 300	Error margin +/- 7%
n = 600	Error margin +/- 4%
n = 1000	Error margin +/- 3%

3. Socio Economic Class definition:

Algeria:

The classification of socio-economic level will have to take into account all of the below attributes. A judgment based on some of the attributes outlined below & not ALL of them, will be counted as an inferior judgment & will have to be re-visited:

I. Occupation / Profession :

- CLASS A-B:
  - Member of the top general management (Manager, Director, Senior Executive)
  - Businessmen, merchants (Employers with more than five employees).
  - Senior government officials (Government administrators, legislative officials, directors, department heads).
  - Professionals (Requiring qualifications of degree standards: Doctors, Accountants, Architects, Lawyers, etc ….) running their own business or as employees with a minimum of five years experience.
  - University teachers (Professors, senior lecturers).
  - Army / Police high ranked officers.

- CLASS C1:
  - Middle Management (including junior executives, senior supervisors, etc ...).
  - Professionals (requiring qualification of degree standards) working as employees but with less than 5 years experience.
  - Senior technicians and professionals without university education of a degree standard.
  - Middle government officials (section heads, senior supervisors, etc ...).
  - High school teachers.
  - Self employed or employers with 2-5 persons in small business (groceries, small shop owners, transport, etc ...) in the main urban areas.

- CLASS C2:
  - Small shop owners with no employees.
  - Junior government employees.
  - Junior (mainly office) employees in the private sector (clerks, typists, office assistants, book-keepers, etc ...)
  - Production supervisors and foremen.
  - Primary education teachers.
  - Paramedical staff (without university degree, e.g. nurses, laboratory assistants, etc ...).
  - Artisans and technicians (including surveyors, draughtsmen, etc ...).
  - Farmers (large & middle scale).
  - Skilled manual employees (who had some apprenticeship, a short technical course, etc ...)
  - Drivers.
  - Shop employees.
  - Army / Police (average rank).

- CLASS D-E:
  - Soldiers.
  - Semi-skilled and unskilled manual workers.
  - Small scale farmers and fishermen.
  - Doormen.
  - Servants/messengers.
  - Street vendors.
  - Unemployed.

II. Education :

Education has a good impact on the SEC, knowing that consumers' behaviour is driven not only by income but also by education / exposure / beliefs etc.

AB	University Degree – Bachelor
C1	Completed Secondary education or up to part of University
C2	Finished primary or part of secondary
DE	Illiterate, finished primary or part of it

III. Area of residence :

ACORN "Area Classification of Residential Neighbourhood" is mainly considered for selecting social class that more concentrated in certain neighbourhoods that others although the classification of household within each area is measured in the light of others parameters. It is worth to note that the concentration of AB/C1 class

households is more in Urban areas compared to Rural areas. We usually classify residents of Rural areas as DE.

IV. Household properties/ durables :

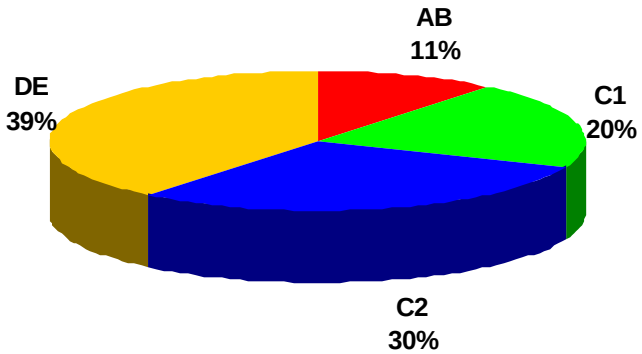
Ownership of durables/properties is another parameter considered for SEC. Household properties include real estate/home, car and durables "e.g. TV, Satellite dish, fixed/mobile etc"

	Social class			
	AB	C1	C2	DE
Washing Machine:	yes	yes	no	no
Dishwashing Machine:	yes	no	no	no
Refrigerator:	yes	yes	yes	yes
Fryer:	yes	no	no	no
Microwave:	yes	no	no	no
Electricity:	yes	yes	yes	yes
Vacuum cleaner:	yes	no	no	no
Coffee maker:	yes	yes	no	no
TV (black+white)	no	no	no	yes
TV (color)	yes	yes	yes	yes
Video	yes	yes	yes	yes
Satellite Dish:	yes	yes	yes	yes
SoundSystem (Stereo)	yes	yes	no	no
Camera:	yes	sometime	no	no
Telephone:	yes	yes	yes	yes
Bath:	yes	yes	yes	no
Douche/Shower:	yes	yes	yes	yes
Single car:	yes	yes	yes	no
Second car:	yes	no	no	no

Accommodation:

- Owned : All classes.
- Rented : C2, D/E

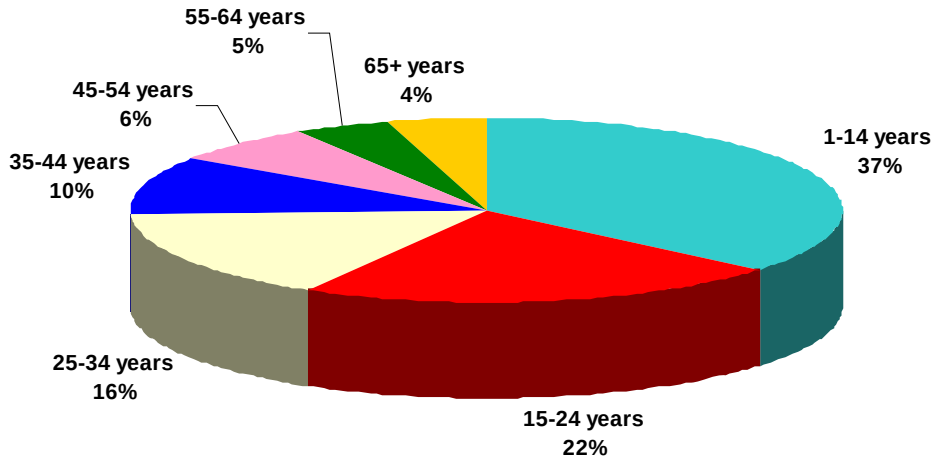
V. Estimated breakdown of SEC in general population:



VI. Estimated breakdown of population by region:

Province	Cities	Population
ORAN	ORAN	1 326 000
	TLEMCEN	903 000
	SAIDA	301 000
	SB ABBES	564 000
	MASCARA	728 000
	TEMOUCHENT	352 000
	MOSTA	691 000
CHLEF	CHLEF	955 000
	TIARET	800 000
	DJELFA	1 004 000
	MEDEA	836 000
	TISSEMSILT	279 000
	RELIZANE	686 000
	A DEFLA	719 000
BECHAR	BECHAR	247 000
	ADRAR	362 000
	EL BAYAD	198 000
	TINDOUF	36 000
	NAAMA	149 000
ALGER	ALGER	2 767 000
	BILDA	676 000
	TIZI	1 186 000
	TIPAZA	564 000
	BOUIRA	857 000
	BOUMERDES	713 000
SETIF	SETIF	1 469 000
	BEJAYA	927 000
	JIJEL	622 000
	M'SILA	912 000
	B B A	623 000
CONSTANTINE	CNE	883 000
	O E BOUAGHI	583 000
	BATBA	1 069 000
	MILA	759 000
	KHENCHLA	378 000
ANNABA	ANNABA	605 000
	TEBESSA	620 000
	SKIKDA	867 000
	GUELMA	468 000
	EL TARF	392 000
	SAHRAS	404 000
OUARGLA	OUARGLA	533 000
	LAGHOUAT	380 000
	BISKRA	656 000
	TAM	166 000
	ILLIZI	43 000
	EL OUED	581 000
	CHARDAIA	343 000
Total		**32 182 000**

VII. Estimated breakdown of population by age:



Syria:

The different social classes in Syria are split as follows:

QUOTAS BY DEMOGRAPHICS	Syria
	%
Socio-Economic group	
AB	5
C1	20
C2	40
D-E	35
Total	***100***

Jordan:

Jordan has a considerable tourism industry and small industrial base that have been growing steadily over the last decade, a large number of Jordanians well educated and many are working in Gulf states and send remittance to their families in Jordan.
The estimated GDP per capita (PPP) is about US$ 4,500 (Estimates; 2004).

Synovate employs several parameters for the socio-economic classification of households, as follows:

I. Occupation / Profession:

The occupation of the *head of household* is one of the parameters considered in SEC classification, the higher the position / number of wage earners in any household will mean the higher is the SEC of that household

"A-B" Class

- Members of the top general management (managers, directors, senior executives)

- Businessmen / merchants (employers of more than 10 employees)
- Senior Government officials
- Professionals (requiring qualifications of degree standard e.g. doctors, accountants, architects, lawyers etc.) running their own business or as employees with a minimum of five years experience.
- University teachers (professors, senior lecturers)

"C1" Class

- Middle management (including junior executives, senior supervisors, etc.)
- Professionals (requiring qualifications of degree standards) working as employees but with less than 5 years experience
- Senior technicians and professionals without university education of a degree standard
- Middle government officials (section heads, senior supervisors, etc.)
- High school teachers
- Self- employed or employers of 2-5 employees in small business (groceries, small shop owners, transport, etc.) in main urban areas.

"C2" Class

- Small Shop owners with no employees
- Junior government employees
- Junior (mainly office) employees in the private sector (clerks, typists, office assistants, book keepers, etc.)
- Production supervisors and foremen
- Primary education teachers
- Paramedical staff (without university degree, e.g. nurses, lab assistants, etc.)
- Artisans and technicians (including surveyors, draftsmen, etc.)
- Farmers (large and middle scale)
- Skilled manual employees (who had some apprenticeship technical course, etc.)
- Senior shop employees

"D- E" Class

- Semi- Skilled and unskilled manual workers
- Drivers
- Small Scale farmers and fishermen
- Junior office employees
- Servants/ messengers
- Street Vendors
- Shop Employees
- Assistant technicians
- Unemployed

II. Size of Family & Income:

Jordan like most developing countries, has a wide gap among its socio-economic classes, (US$ 1.00 = JD 0.72).

• A/B class household monthly income	JD 800 and more
• C1 class household monthly income	JD 500-799
• C2 class household monthly income	JD 300-499
• DE class household monthly income	Less than JD 300

III. Education:

Education has a good impact on the SEC, knowing that consumers' behavior is driven not only by income but also by Education / exposure / beliefs etc.

- AB holders of university degrees
- C1 holders of university to diploma degrees
- C2 holders of diplomas to middle education
- DE Illiterate or with informal education or primary standing.

IV. Area Of Residence:

ACORN "Area Classification Of Residential Neighborhood" is mainly considered for selecting social class that is more concentrated in certain neighborhoods than others although the classification of household within each area is measured in the light of other parameters. It is worth to note that the concentration of AB/C1 class households is more in Urban areas compared to Rural areas. We usually classify residents of rural areas as DE.

V. Household properties/durables:

Ownership of durables/properties is another parameter considered for SEC . household properties include real estate/home, car and durables e.g. TV, satellite dish, fixed/mobile telephone, washing machine, fridge, video, stove, video camera, personal computer etc.

- AB Own home/car and have full range of durables
- C1 Own home and have full range of durables
- C2 Own/rent home and have full range of durables
- DE Own/rent few durables

Estimated breakdown of SEC in general population:

- A/B 15%
- C1 20%
- C2 25%
- DE 40%

Palestine:

Socio-economic classes' definitions in Palestine are as follows:

- Rich (High) class → AB class
- Moderate Class → C1
- Working Class → C2
- Poor (low) Class → DE

3.1. Definition of Readers vs. Non Readers in the research:

- **Readers:** those who have read books, magazines, or newspapers in the past 12 months
- **Non-Readers:** those who do not read books, magazines, or newspapers in the past 12 months

Executive Summary

Majority of respondents among the 4 countries surveyed are readers. The highest readers' rates are among Syria and Jordan followed by Jordan then comes Palestine that has the least percentage of readers.

Majority of respondents read newspapers and magazines, read online, and read books. Respondents among the Arab countries surveyed mainly read newspapers and magazines about news, politics, economics, and current events. This might be due to the nature of political events that are going on within the Arab region.

In addition to this, from the topics that interest Arab readers most across the 4 countries are general news, the Holy book, and religious topics. These 3 main topics are consistently mentioned from respondents across the 4 countries and they are reflected in the books that respondents prefer to read, the majority of which are religious books.

The countries where respondents are interested to read online, Syria, Jordan and Palestine, the respondents are mainly interested to read news and general information or reading newspapers and magazines online. This shows that respondents are interested in political events.

Among the respondents surveyed within the four countries, majority of the respondents read books. The data showed that the books majority of the readers interested in are religious books such as Reyad El Saleheen or "The Path of the Good Fellows" which was mentioned in more than one country from the 4 countries surveyed, La Tahzan or "Don't be Sad" and El Sera El Nabaweya or "The Prophet's Life." The authors that respondents prefer to read for are Nezar El Kabany, Aaes El Karny, Victor Hugo, Amr Khaled and El Emam El Noudy. The data also showed that majority of Arab readers do not buy foreign books translated into the Arabic language. Readers among the 4 countries get information about interesting books from family and friends, which shows that Arab readers are affected by the word of mouth and that it affects their purchase decision.

Generally, Arab readers surveyed across the 4 countries do not order books from online. Minority of respondents order books from online and minority use the ISBN number. Respondents are split among those who do not know the ISBN number or know it but haven't used it before.

Generally, readers among the 4 countries have been first exposed to reading and started reading when they learned reading at school. Readers who have stopped reading at a certain age have stopped reading at the age of 19-25 and this finding is evident among the 4 surveyed countries. Readers have stopped reading mainly because they have no time to read, apparently the age respondents have decreased reading at is the transition age from school/university to work or starting a family thus respondents do not have the tie to read. Respondents in Algeria specified that they stopped/decreased reading because they finished school or restarted work while in other countries the respondents significantly specified that they decreased reading because they have no time to read. Readers in Syria, Jordan, and Palestine were motivated to read again because they found more interesting books or they had more time currently while in Algerian readers were motivated to restart reading in order to secure their future.

Generally, respondents prefer to read in the Arabic language either they are reading newspapers, magazines, online, or books except for Algerian respondents who prefer to read in the Arabic language but also read equally in the French language especially when reading online. Respondents prefer to read in their mother tongue language and when they read in other languages such as the English language which is the second preferred choice in Syria, Jordan and Palestine because they want to improve their knowledge of this language.

Majority of Arab readers among the 4 surveyed countries are unaware of TV programs that present books. Respondents who are aware of TV programs that present books are mainly aware of a program called "Khier El Jalees" or "The Best Companion" on Al Jazeerah, but the majority of respondents who are aware of such programs do not buy books that are presented on TV.

A few percentage of respondents attend the book fair and those who attend the book fair mainly attend because of the selection of books offered and the discounts offered on the books. These two main reasons were consistent among the 4 countries surveyed. In addition to this, majority of the Arab readers surveyed do not have library cards. Respondents who have library card mainly have access to public libraries.

Minority of readers have attended an event focused on readers across the 4 countries. On the other hand, the respondents who have attended an event focused on reading have attended library festivals.

Arab readers lend and borrow books from family and friends more than borrowing books from public libraries. As specified earlier that Arab readers across the 4 countries depend on the word of mouth from family and friends to get information about interesting books, thus apparently readers among the Arab countries share books and advices for good books. On the other hand, Arab readers across the 4 countries surveyed do not visit libraries much and do not depend on libraries as a source of borrowing books.

DETAILED FINDINGS: Phase II

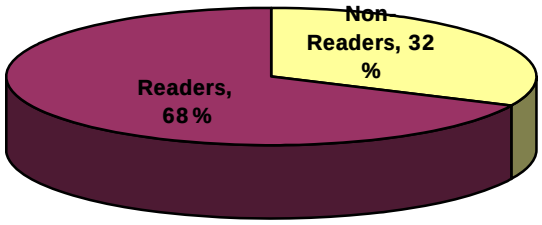
Part 1: Algeria

I. Detailed Findings

I.1. Algerian Readers:

Majority of Algerian people have read within the past 12 months either newspapers, magazines or books as presented in the following chart that 68% have read during the past 12 months versus 32% who haven't read anything during the past 12 months.

I.1. Percentage of Algerian readers



The data showed that Algerian females (503 respondents) read significantly more than Algerian males (497 respondents) with percentages 73% and 63% respectively. It is also clear that the younger age bracket 15-24 (379 respondents) significantly read more than the elder age bracket 45-65 (178 respondents) with percentages 72% and 63% respectively.

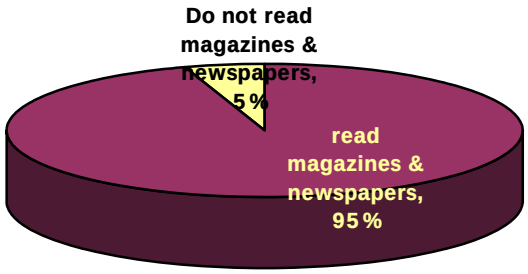
Finally the higher the socio-economic class the more the percentage of respondents who read at Algeria, from AB respondents (103 respondents) 85% are readers compared to 71% among C1 respondents (199 respondents), 67% among C2 respondents (301 respondents), and 61% among DE respondents (397 respondents). These percentages show that the AB socio-economic class significantly read more than the C2 and DE classes and C1 respondents significantly read more than the DE class.

I.2. Reading Habits: Channels of Reading

A. Reading Newspapers and Magazines:

Among Algerian readers who have read any kind of newspapers, magazines or books within the past 12 months (680 respondents), the majority of respondents read newspapers and magazines either among different genders, age groups or socio-economic classes.

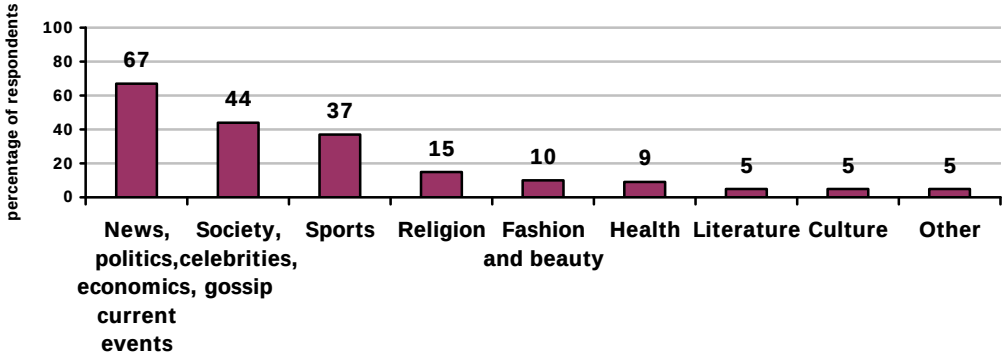
I.2.A. Reading newspapers & magazines



B. Profile of Newspapers and Magazines preferred:

Algerian respondents who read newspapers and magazines (643 respondents), mainly prefer to read about news, politics, economics and current news as presented in the following chart.

I.2.B. Profile of newspapers & magazines preferred



The data shows that males (291 readers of newspapers and magazines) prefer to read about news, politics, and currents events significantly more than females (352 readers of newspapers and magazines) who read newspapers and magazines 75% and 60% respectively. Also, males read more in sports compared to females with percentages 67% and 12% respectively. On the other hand, females read significantly more about religion compared to males with percentages 19% and 11% respectively. Other topics that females read more significantly about are health, fashion and beauty, and celebrities and gossip with percentages 11%, 17%, and 49% respectively.

Concerning the age brackets, the elder the age the more the percentage of respondents who are interested to read about news, politics, and current events. The age bracket 25-34 (166 readers of newspaper and magazines) read about politics more significantly than the age 15-24 (256 readers of newspapers and magazines) with percentages 66% and 52% respectively. On the other hand, the age brackets from 35-44 and 45-56 read more significantly about politics compared to the younger age brackets with percentages 83% and 87% respectively.

The data also showed that the younger age bracket, 15-24, read more on sports compared other age brackets. The respondents with the age of 15-24, 45% of them read about sports compared to 34% within the age of 25-34, 27% within the age of 35-44, and finally 33% within the age of 45-56.

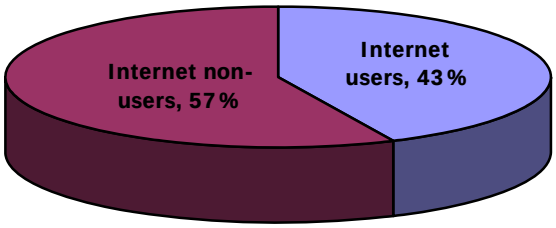
The C1 socio-economic class (140 readers of newspapers and magazines) read more significantly about politics compared to other socioeconomic classes AB (81 readers of newspapers and magazines), C2 (193 readers of newspapers and magazines), and DE (229 readers of newspapers and magazines) with percentages 80% versus 68%, 61% and 62% respectively. Also, C1 and C2 classes are more concerned with fashion topics more than the DE class with percentages 12% for C1 and C2 classes versus 6% respectively.

AB socio-economic class is more interested to read about health than the DE class with percentages 14% versus 6% respectively.

C. Internet Usage:

Algerian readers (680 respondents) who do not use the internet are more than the readers who use the internet as presented in the following chart.

I.2.C. Percentage of internet users



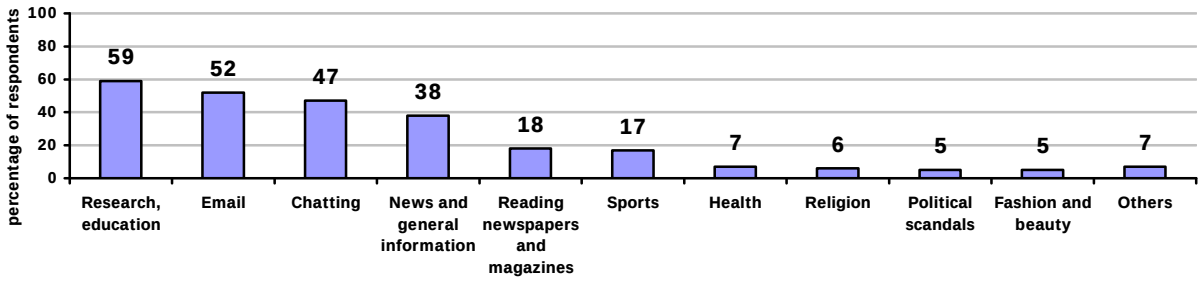
Algerian males significantly use the internet more than Algerian females with percentages 47% and 39% respectively. Also the younger the age bracket the more the percentage of respondents who use the internet in Algeria, as the age from 15 to 24 and 25 to 34 use the internet significantly more than the ages 35-44, 45-56 with percentages 56% and 47% respectively versus 32% and 17% respectively.

The higher the socio-economic class the more the percentage of respondents who use the internet. The AB and C1 classes use the internet significantly more than the C2 and DE classes, with percentages 62% and 52% respectively versus 40% and 33% respectively.

D. Reasons for using the internet:

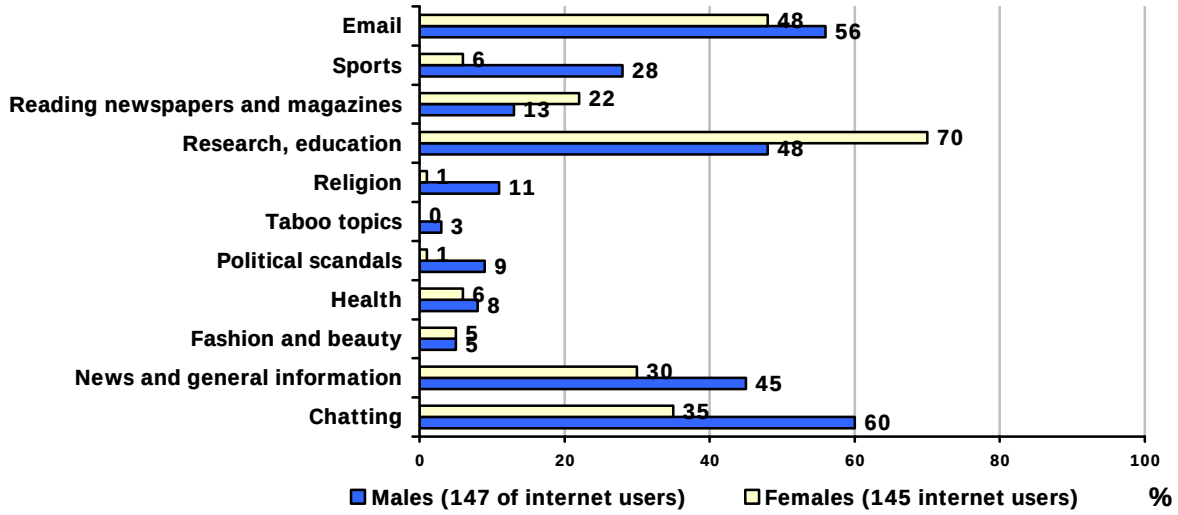
Majority of the Algerian respondents who use the internet use it for research and education as presented in the following chart:

I.2.D. Reasons for using internet



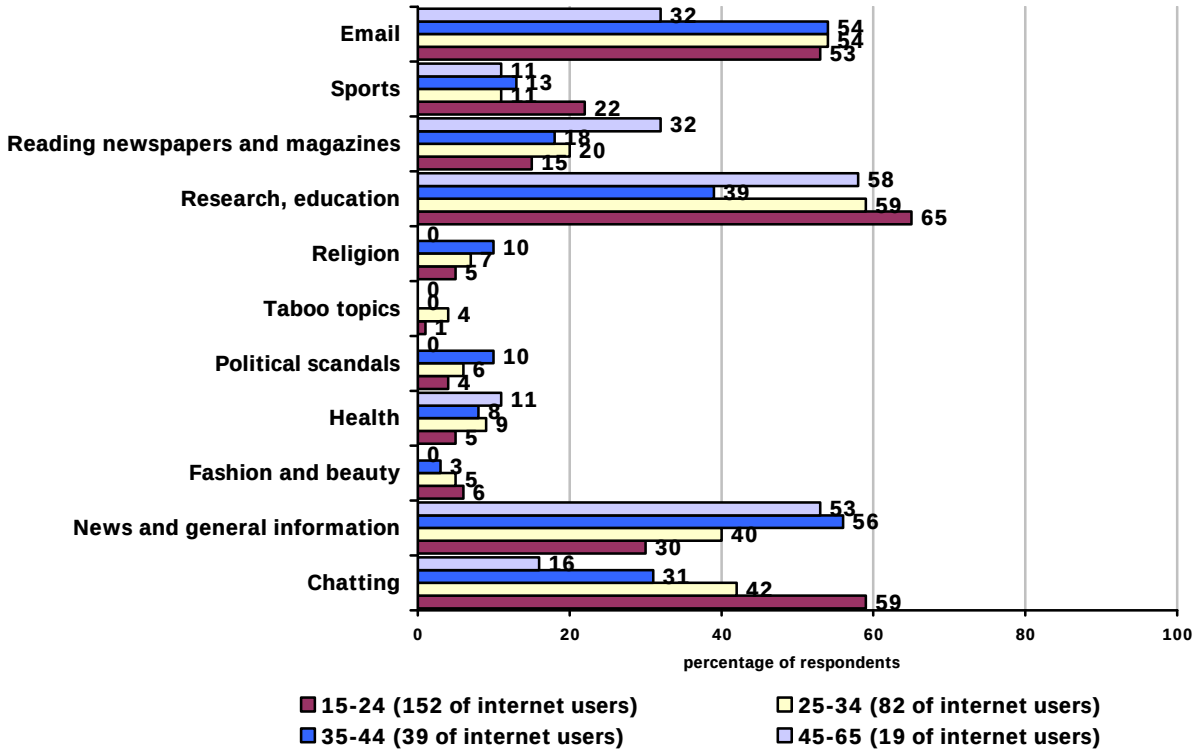
Males (147 respondents of internet users) significantly use the internet for chatting more than females (145 respondents of internet users) with percentages 60% and 34% respectively. Males also use the internet for news and general information, political scandals, taboo topics, religion and sports more than females as shown from the following Chart:

I.2.D. Reasons for using internet by gender



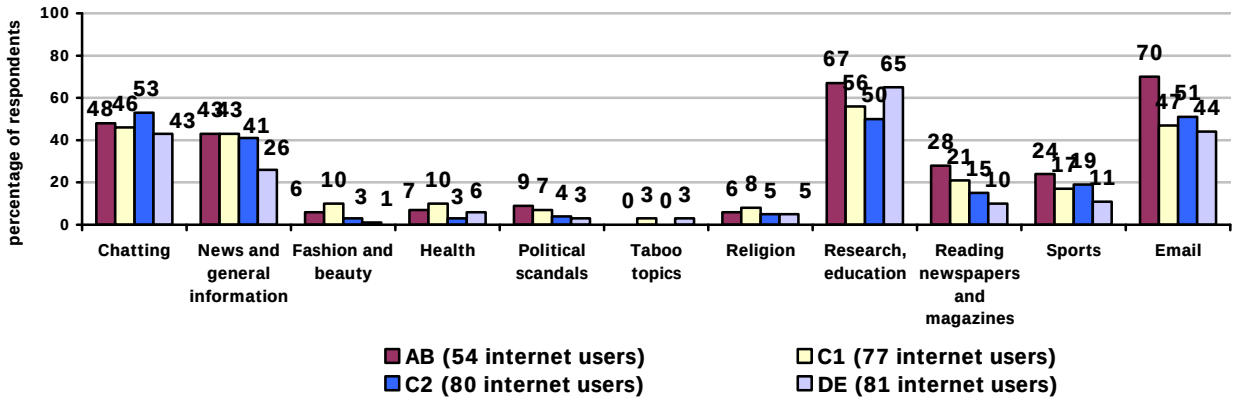
The younger age groups use the internet for chatting significantly than elder age groups. Also younger age groups use the internet for research and education and sports significantly more than older age brackets. On the other hand, the older age bracket 35-44 use the internet significantly for checking out news more than younger socio-economic classes as shown from the following chart.

I.2.D. Reasons for using internet by age



The higher the socio-economic class the more the percentage of respondents who use the internet to check out news and general information as shown from the following chart:

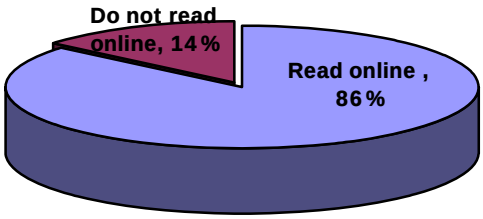
I.2.D. Reasons for using internet by socio-economic class



E. Reading online:

Majority of the Algerian respondents who use the internet (292 respondents) read online as shown from the data presented.

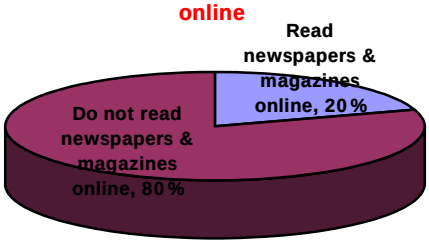
I.2.E. Reading online among internet users



F. Reading newspapers and magazines online:

From Algerian respondents who read online, 251 respondents, majority of respondents do not read newspapers or magazines online as shown from the data presented. The data also showed that the respondents among the AB socio-economic class (48 respondents who read online) read newspapers and magazines online more than DE socio-economic (67 respondents who read online) class with percentages 31% and 12% respectively.

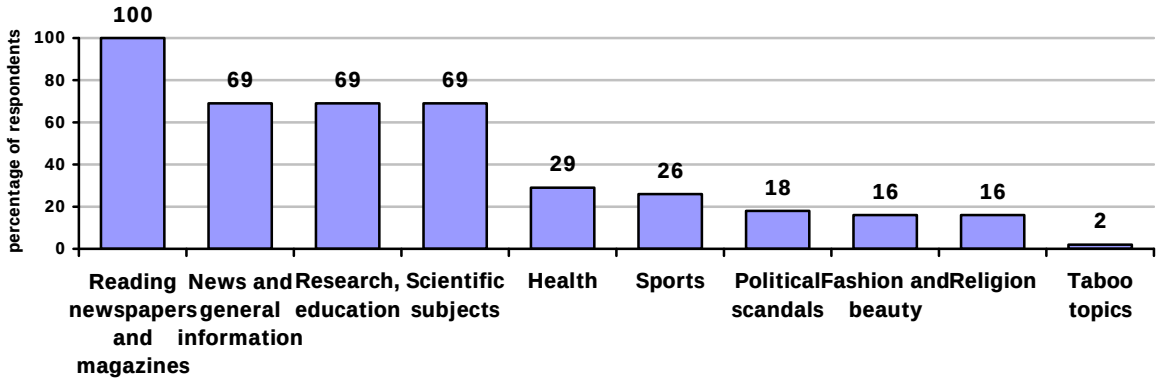
I.2.F. Internet users who read newspapers and magazines online



G. Topics of interest online:

Algerian respondents who read newspapers and magazines online (51 respondents), mainly check out newspapers and magazines as shown from the following chart.

I.2.F. Topics of interest to online readers

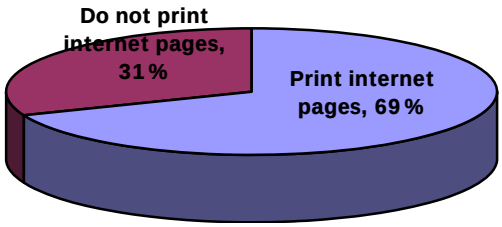


Other topics that Algerian readers who read newspapers and magazines online find interesting are news and general information, research and education, and scientific subjects.

H. Printing internet pages:

From the Algerian readers who read newspapers and magazines online (51 respondents), majority print internet pages from online as presented in the following chart.

I.2.H. Printing Internet pages

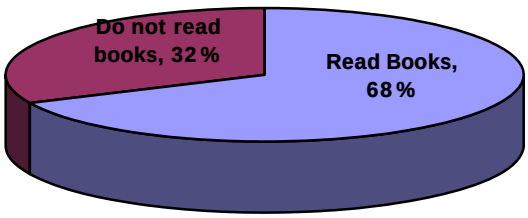


No matter the difference in gender, age bracket, or socio-economic class, the majority of Algerian respondents print internet pages from online.

I. Reading Books:

Algerian readers who have read any type of newspapers, magazines, or books during the past 12 months (680 respondents), majority of Algerian readers have read books as presented in the following chart.

I.2.I. Reading Books

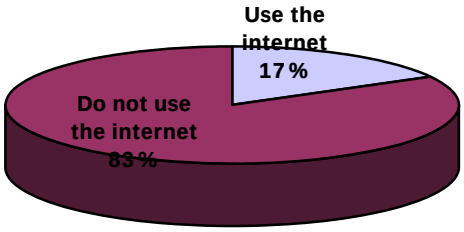


The data showed that females (369 readers) read books significantly more than males (311 readers) with percentages 81% and 52% respectively. In addition to this the younger age bracket, 15-24 (271 readers) read books significantly more than respondents within the age of 25-34 (176 readers) and 45-56 (112 readers) with percentages 74%, 63% and 63% respectively. Finally, the socio-economic class C1 (149 readers) read significantly books compared to C2 class (202 readers) with percentages 74% and 62% respectively.

J. Non- readers Internet Usage:

Majority of Algerian non-readers (320 non-readers) do not use the internet as presented in the following chart.

I.2.J. Non-readers Internet Usage



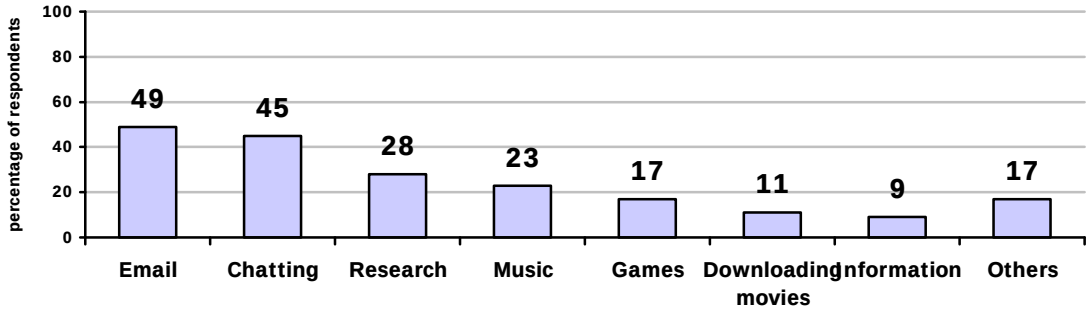
The data showed that among Algerian non-readers the younger the age the more the percentage of non readers who use the internet. The younger age bracket, 15-24 (108 non-readers) and 25-34 (87 non-readers), use the internet more significantly compared to the age bracket 45-56 (66 non-readers) with percentages 25%, 17%, and 5% respectively.

In addition to this, the socio-economic classes C1 (50 non-readers) and C2 (99 non-readers) use the internet more than the DE class (155 non-readers) with percentages 22%, 21% and 10% respectively.

K. Non- readers purpose for Internet Usage:

Algerian non-readers who use the internet (53 respondents) mainly use it for checking e-mails and chatting.

I.2.k. Non-readers Internet Usage

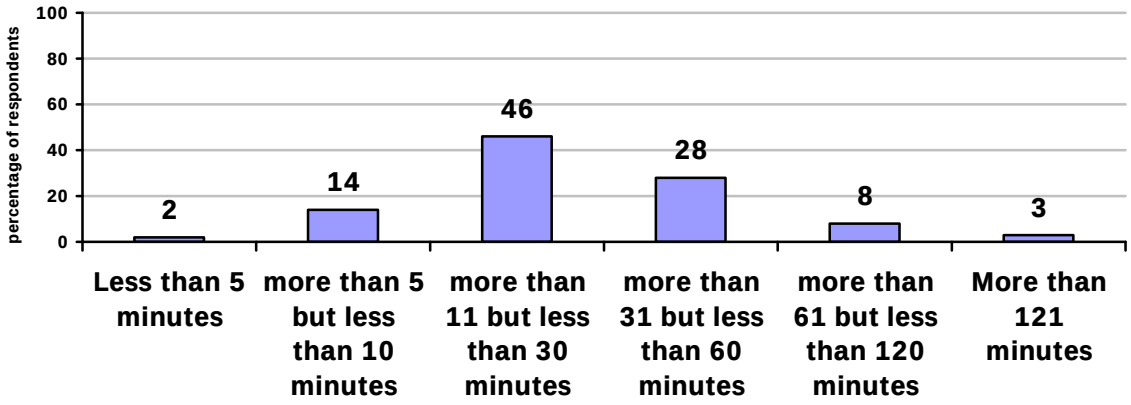


I.3. Frequency of Reading:

A. Frequency of reading newspapers and magazines:

Algerian respondents who read newspapers and magazines (643 respondents) read for an average of 30 minutes per day as presented in the following chart.

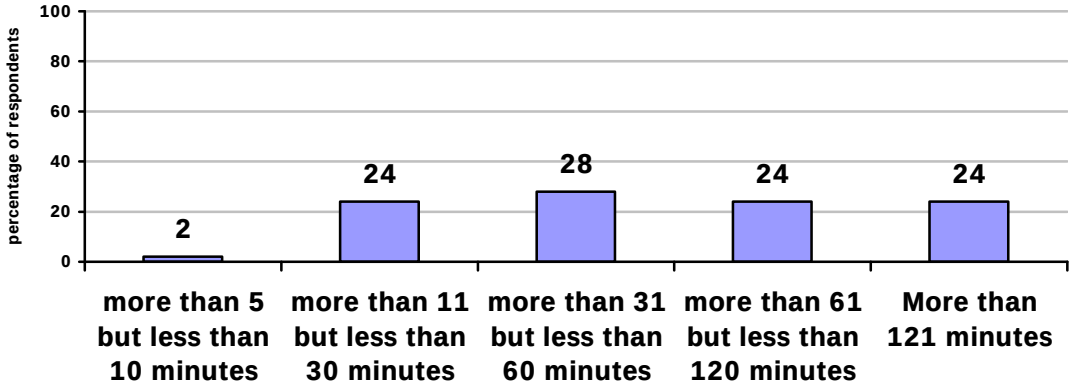
I.3.A. Time spent on reading newspapers and magazines



B. Time spent reading online:

Algerian readers who read newspapers or magazines online (51 respondents) mainly spent duration within 30 minutes to 60 minutes reading online as presented from the following data.

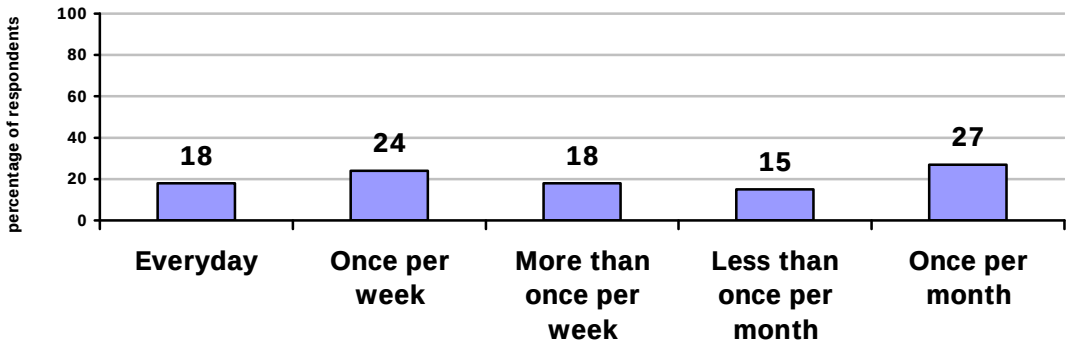
I.3.B. Time spent reading online



C. Frequency of reading books:

Algerian readers who read books (461 respondents) mainly read books once per month as presented in the following chart.

I.3.C. Frequency of reading books



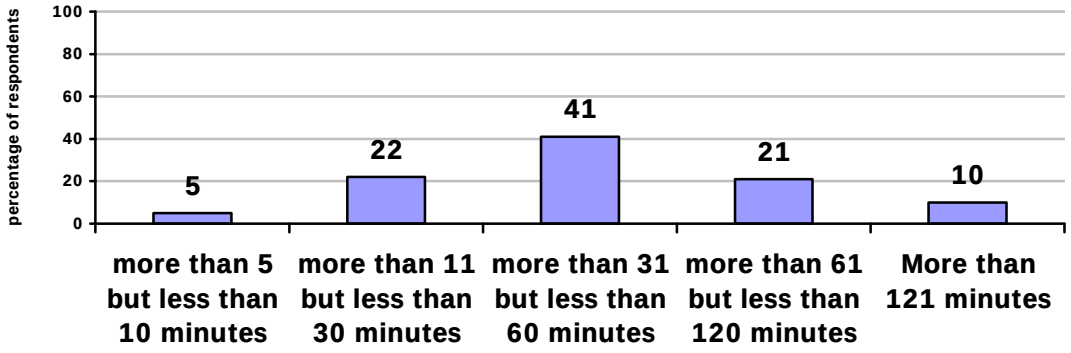
The data showed that males who read books read with significantly higher frequencies compared to females. As males (163 book readers) who read books everyday are significantly more than females (298 book readers) with percentages 25% and 14% respectively.

The data also showed that the younger the age brackets the more the frequency of reading books. Algerian respondents within the age of 15-24 (201 book readers) read more once per week compared to respondents within the age of 35-44 (78 book readers) and 45-56 (71 book readers) with percentages 32%, 13%, and 10% respectively.

D. Time spent reading books per day:

Majority of Algerian book readers (461 respondents) spend within 30 minutes to 60 minutes reading books per day as presented in the following chart.

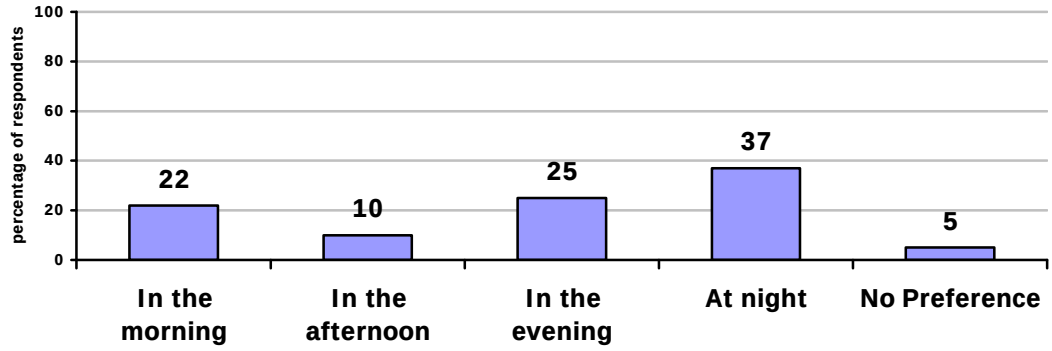
I.3.D. Time spent reading books per day



E. Time of the day for reading:

Majority of Algerian readers who have read any kind of magazines, newspapers, or books during the past 12 months prefer to read by night as presented in the following chart.

I.3.E. Time of the day for reading



The data showed that males (311 readers) prefer to read in the morning more than females (369 readers) with percentages 38% and 9% respectively.

F. Days of the week for reading:

Algerian readers (680 respondents) mainly prefer to read during weekends.

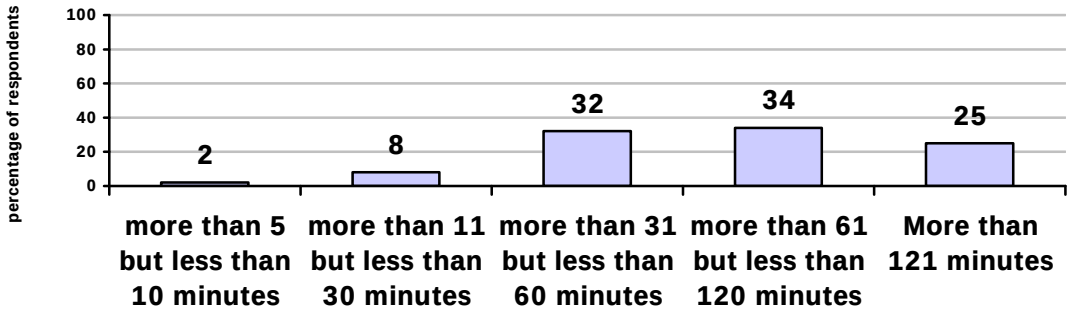
I.3.F. Days of the week for reading

The data shows that females (369 readers) prefer to read significantly during weekends compared to males (311 readers) with percentages 49% and 31% respectively. The data also showed that the elder age bracket 45-56 (112 readers) read during all days significantly compared to other age brackets; 15-24 (271 readers), 25-34 (176 readers), and 35-44 (121 readers), with percentages 58%, 44%, 43%, 44% respectively.

G. Non-readers time spent online:

Algerian non-readers who use the internet (53 respondents) spend from 30 minutes to 60 minutes online per day as presented in the following chart.

I.3.H. Non-readers time spent online

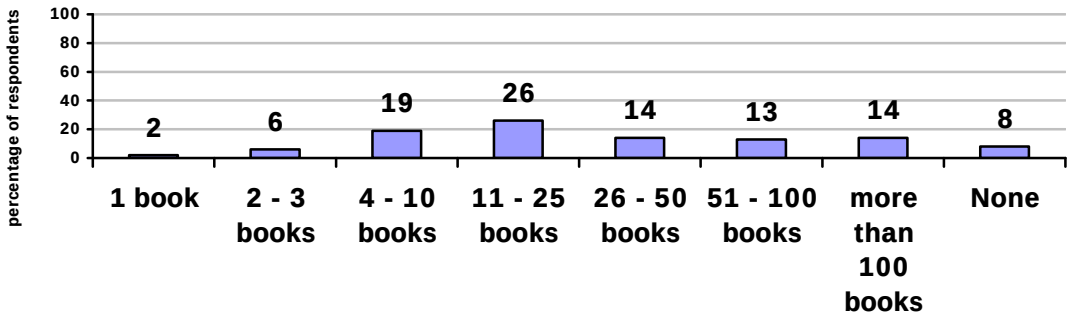


I.4. Location Issues

A. Number of books at home:

Algerian readers who have read any kid of newspapers, magazines, or books during the past 12 months (680 readers) mainly keep from 11-25 books at home as presented in the following chart.

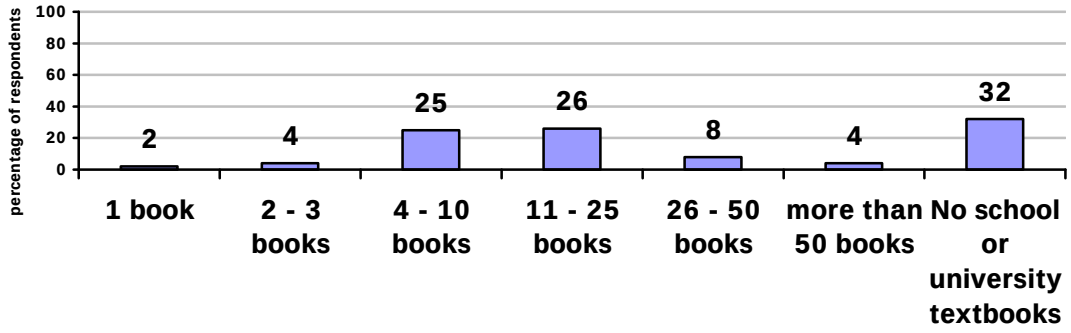
I.4.A. Number of books at home



The data showed that females keep more books at home significantly more than males, as 32% of females (298 book readers) keep from 11 to 25 books at home compared to 22% of males (163 book readers). The data also showed that the younger age bracket keep more books at home compared to the elder age bracket.

Algerian respondents who keep books at home, 629 respondents, mainly keep from 4 to 25 school or university books as presented in the following chart.

I.4.A. Amount of school/university books



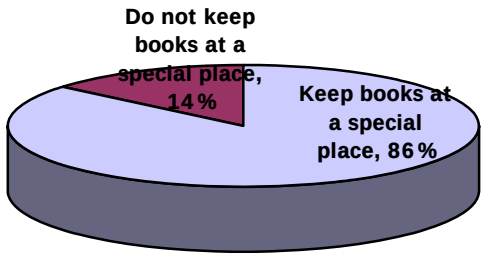
The data showed that females keep school or university books at home more than males as 43% of males (266 readers who keep books at home) do not keep any school or university books at home compared to 24% of females (363 readers who keep books at home). The data also showed that the younger the age bracket the more the percentage of respondents who keep school or university books at home as elder age brackets do not keep any school or university books at home. Majority of respondents within the age brackets of 25-34 (162 readers who keep books at home), 35-44 (107 readers who keep books at home), and 45-56 (101 readers who keep books at home) do not keep any school or university books at home with percentages 42%, 40%, 52% respectively compared to 15% for the age bracket 15-24 (259 readers who keep books at home).

Finally, the majority of DE socio-economic class (220 readers who keep books at home) does not keep school or university books at home compared to AB (80 readers who keep books at home) and C1 socio-economic classes (142 readers who keep books at home), with percentages 39%, 24% and 26% respectively.

B. Keeping books at a special place:

Majority of Algerian readers, who keep books at home, keep books at a special place as presented in the following chart.

I.4.B. Keeping books in a special place

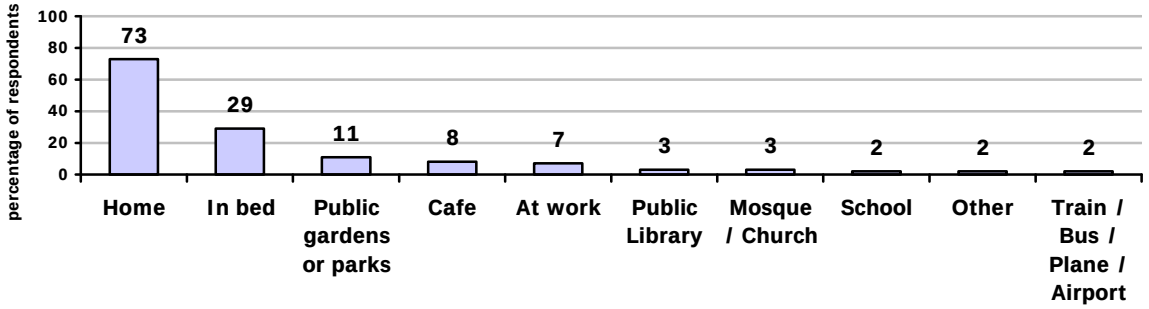


Males (160 readers who keep books at home) keep books at home significantly more than females (297 readers who keep books at home) with percentages 94% and 82% respectively. The data also showed that the higher the socio-economic class the more the percentage of respondents who keep books at home. AB respondents (64 readers who keep books at home) 98% keep books at a special place at home, C1 respondents (109 readers who keep books at home) 93% keep books at a special place at home, 87% for C2 class (124 readers who keep books at home) compared to 77% for the DE socio-economic class (160 readers who keep books at home).

C. Favorite place of reading books:

Majority of the Algerian readers (680 respondents) prefer to read either at home or in bed as presented in the following chart.

I.4.C. Favorite Place of reading books



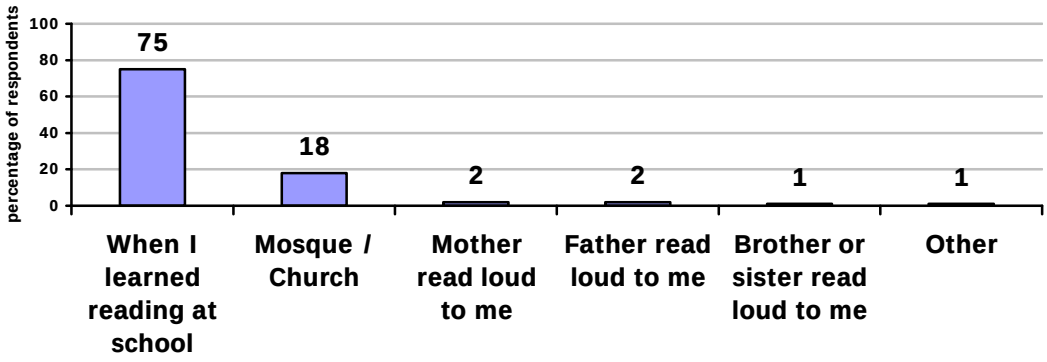
II. Reading Attitudes

II.1. Reasons for reading:

A. Being first exposed to reading:

Algerian readers (680 respondents) were first exposed to reading when they learned reading at school as specified 75% of the respondents.

II.1.A. Being first exposed to reading



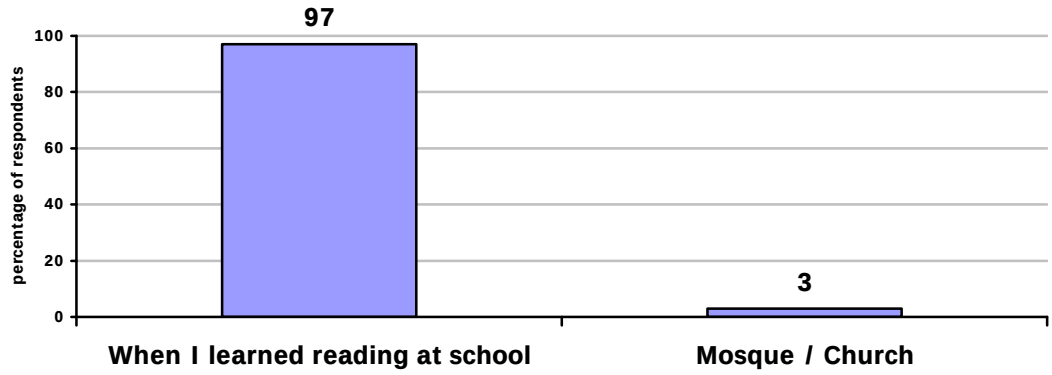
The data showed that females (369 readers) got more significantly exposed to reading during school compared to males (311 readers) with percentages 86% and 62% respectively. On the other hand, males got more exposed to reading through mosques and churches compared to females with percentages 28% and 9% respectively.

The data also showed that the AB (87 readers) socio-economic class got exposed to reading by having their mothers read out loud to them compared to the C2 class (202 readers) with percentages 5% and 1% respectively.

B. Started to learn reading:

Algerian readers (680 respondents) started to learn reading mainly at school as specified by 97% of the respondents and shown in the following chart.

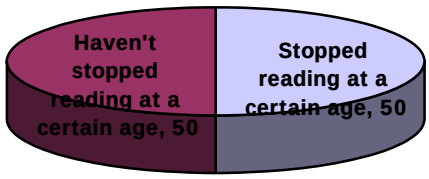
II.1.B. Started to learn reading



C. Stopped reading at a certain age:

Algerian readers (680 respondents) are equally split between respondents who have stopped reading at a certain age and those who haven't stopped reading at a certain age.

II.1.C. Stopped reading at a certain age



The data showed that Algerian readers at elder age brackets have stopped reading significantly more than respondents at younger age brackets. Respondents within the age of 15-24 (271 readers) who have stopped reading at a certain age are 28% compared to 64% for age 25-34 (176 readers), 65% for age 35-44 (121 readers), and 69% for age 45-56 (112 readers). Also the DE class (242 readers) has stopped reading significantly at a certain age compared to AB (87 readers) and C1 (149 readers) classes with percentages 57%, 45%, and 43% respectively.

D. Age Respondents stopped reading at:

Algerian readers who have changed their reading rates (343 respondents) have mainly stopped or decreased reading at the age of 17 to 25.

Age stopped reading at	Percentage of respondents
Less than 15	12%
Around age 15-16	18%
Around age 17-18	**34%**
Around age 19-25	**27%**
Around age 26-30	6%
Around age 31-35	1%
Around age 36-40	1%

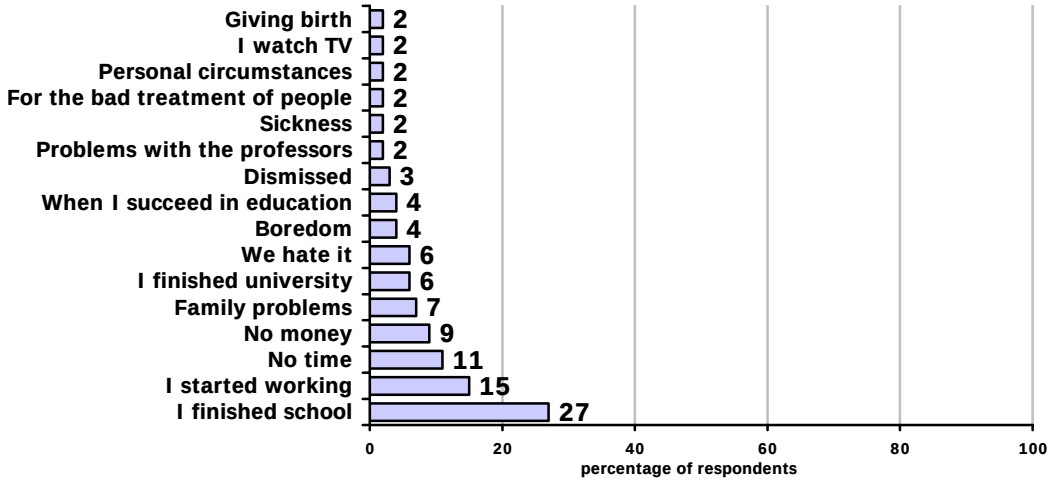
Around age 41-50	0%
Around age 51 or older	1%

The DE class (139 readers who have stopped reading at a certain age) has stopped reading at a significantly earlier age compared to the other socio-economic classes. The DE class who has decreased reading at the age 15-24 are 20% compared to 5% for the AB class (39 readers who have stopped reading at a certain age), 6% for the C1 class (64 readers who have stopped reading at a certain age), and 7% for the C2 class (101 readers who have stopped reading at a certain age). On the other hand, 54% of the AB class has stopped reading at the age of 19-25 significantly compared to C1 class 28%, C2 class 28%, and DE class 19%.

E. Reasons for stopping to read:

Algerian readers who have stopped reading at a certain age mainly have stopped reading because they finished their school education. The previously presented data also showed that the age that respondents have stopped reading at is from 17 to 25 which is the age that people finish school at.

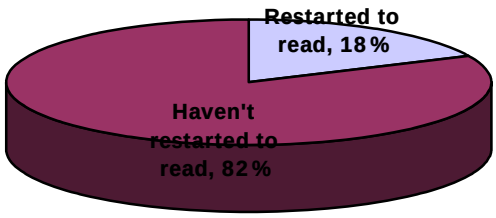
II.1.E. Reasons for stopping to read



F. Restarting to read:

From the Algerian readers (680 respondents) minority have increased or restarted reading at a certain age as presented in the following chart.

II.1.F. Restarting to read



The data showed that the respondents within the age of 45-56 have increased or restarted reading significantly more than other age groups with percentages 30% for age 45-56 (112 readers) compared to 11% for the age of 15-24 (271 readers), and 16% for the age 35-44 (121 readers).

G. Age re-started/increased to read:

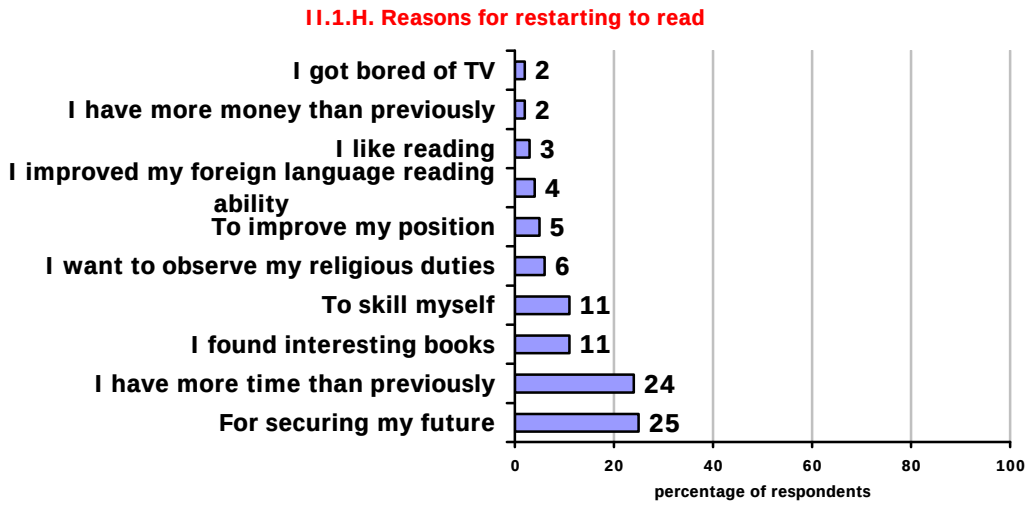
Algerian readers who have re-started or increased reading at a certain age (123 respondents) have mainly restarted reading at the age of 19 to 25 as shown in the following table.

Age re-started/ increased reading	Percentage of respondents
Less than 15 years	1
Around age 15-16	6
Around age 17-18	14
Around age 19-25	**58**
Around age 26-30	11
Around age 31-35	6
Around age 36-40	3
Around age 41-50	2
Around age 51 or older	0

The data also showed that females restarted or increased reading at an elder age compared to males. Females (63 readers who have increased reading at a certain age) who restarted or increased reading at the age of 26-30 are 18% compared to 5% of males (60 readers who have increased reading at a certain age) who restarted reading at this same age. In addition to this, 11% of females have restarted reading at the age of 31-35 compared to 0% of males who have restarted reading at this same age.

H. Reasons for restarting to read:

Algerian respondents who have restarted or increased reading at a certain age (123 respondents) have mainly restarted reading to secure their future as specified by 25% of the respondents. Also, Algerian respondents have specified that they have more time than previously.



The data showed that females (63 respondents) who have read more than previously because they currently have more time are significant than males (60 respondents) who have restarted reading for the same reason with percentages 37% and 10% respectively.

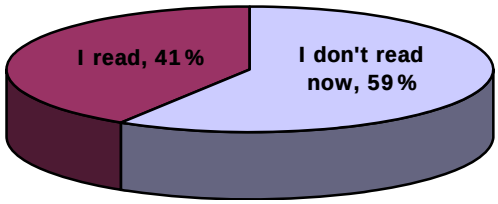
By looking at the different age brackets the elder age bracket 45-56 (34 respondents) have increased reading significantly because they have more time than previously compared

to the age of 15-24 (30 respondents) and 25-34 (39 respondents) with percentages 35%, 13% and 10% respectively.

I. Current readings:

Among Algerian respondents who read books (461 respondents), 41% are currently reading books are presented in the following chart.

II.1.I. Current Readings



The data showed that males who are currently reading books are significantly more than females with percentages 53% and 35% respectively. The data also showed that the elder age groups, 35-44 and 45-56 are currently reading books significantly more than age from 15-24, with percentages 47%, 52%, and 34% respectively.

Algerian readers who are currently reading books, 191 respondents, are mainly reading the Quraan as mentioned by 6% of the respondents:

Title of the Book	Percentage of respondents
El Quraan El Karim	6.3
One thousand and one nights "Alf Leila We Leila"	2.1
The Algerian Revolution "El Thawra El Gazaereyah"	1.6
Reyad El Saleheen	1.6
Les Miserables	1.6
The prophet's story "Keset El Rasoul"	1
The Alchemist	1
Kaleela We Demna	1
My Life "Hayatee"	1
Guidlines for Moslem Women “Fatawee El Mar'aa El Mouslema”	1
The son of the poor "Ebn El Fakeer"	2
The people of our Alley "Awlad Haretna"	1

As for the authors, Algerian readers prefer to read for Victor Hugo as presented in the following table:

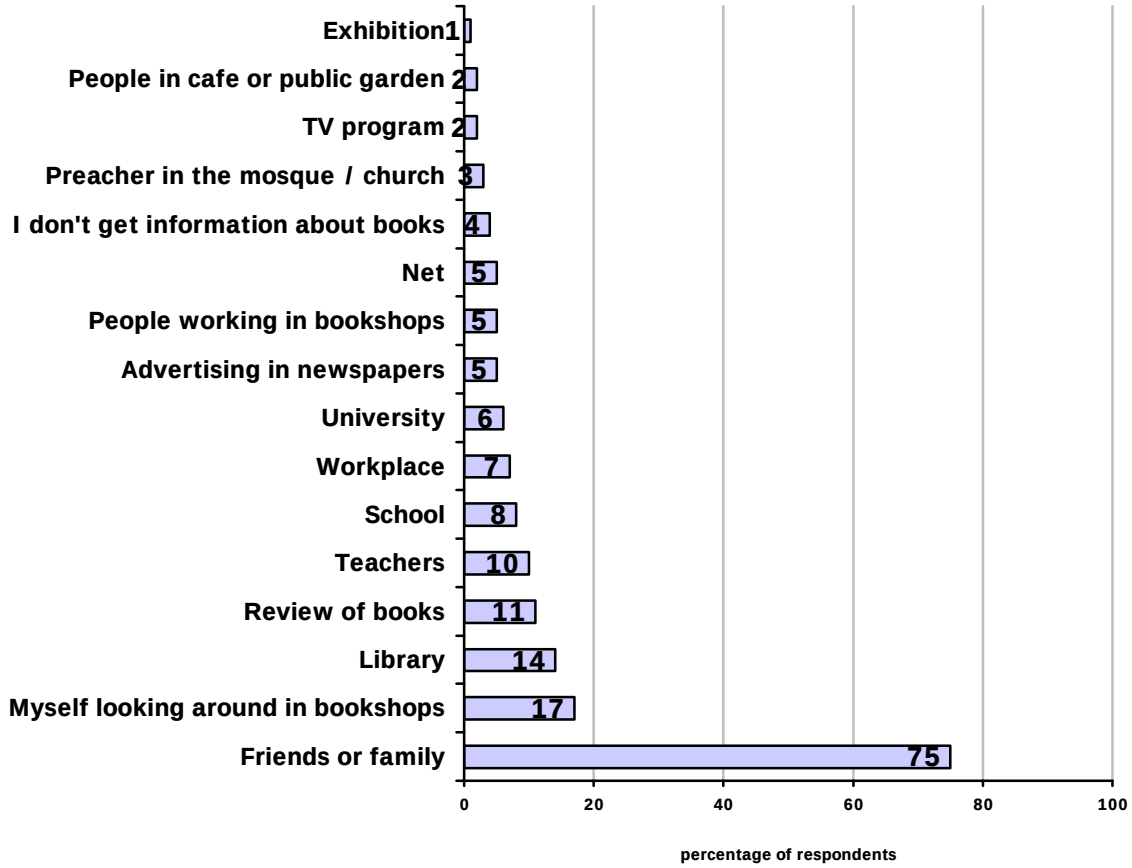
Author	Percentage of respondents
Victor Hugo	2.6
Agatha Christi	2.1
Abn Kayn AL-Gozeh	1.6
Moloud Foron	1.6
Mouloud Peroceum	1
Balzak	1
Al Akad	1

Laurence Bernard	1
Mawloud Mohamady	1
Gobran Khalil Gobran	1
Alixander Pochlein	1
Don't Remember	47.6

J. Information about interesting books:

Algerian readers who read books (461 respondents) mainly get information about interesting books from their friends and family members as presented in the following chart.

II.1.J. Information about interesting books



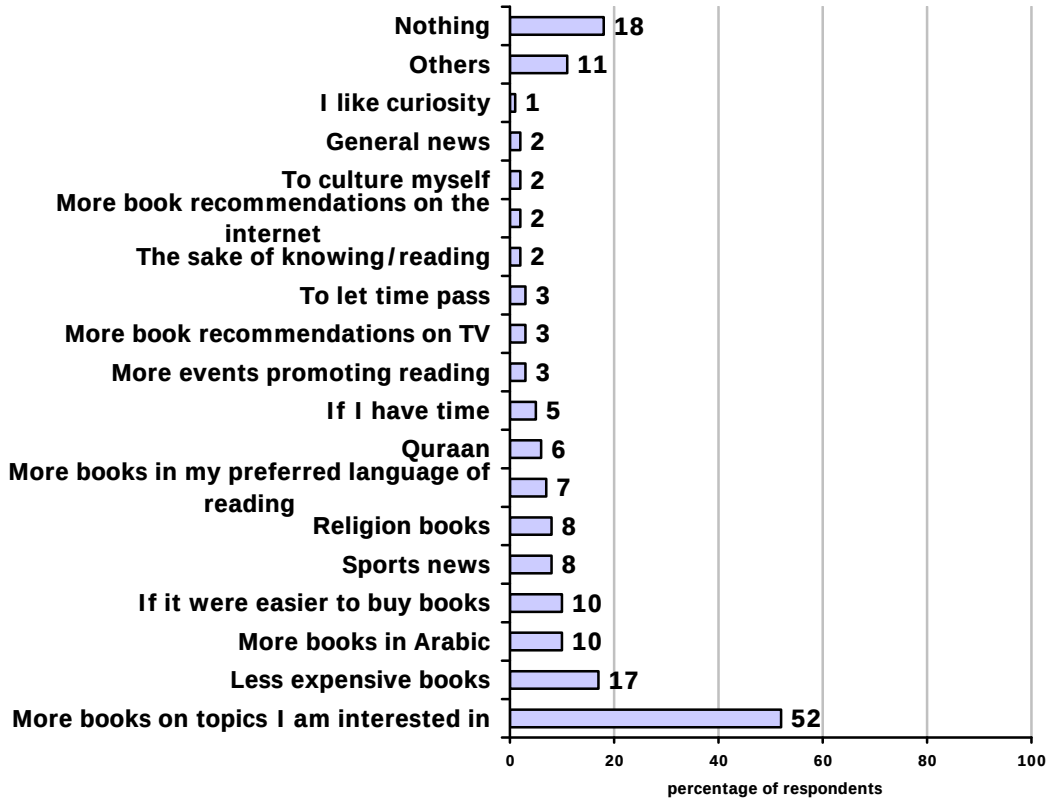
The data shows that females (298 book readers) significantly get information about interesting books from family and friends more than males (163 book readers) with percentages 79% and 67% respectively. Females also seek information about interesting books by looking around in book shops significantly more than males with percentages 23% and 5% respectively. On the other hand, males look for information from people working in bookshops, advertisements in newspapers, public café, review of books and libraries more than females as shown in the following table:

	Males	Females
People working in bookshops	10%	2%
Advertisements in newspapers	10%	2%
Public café	4%	0%
Libraries	19%	11%
Review of books	18%	7%

K. Reading Trigger:

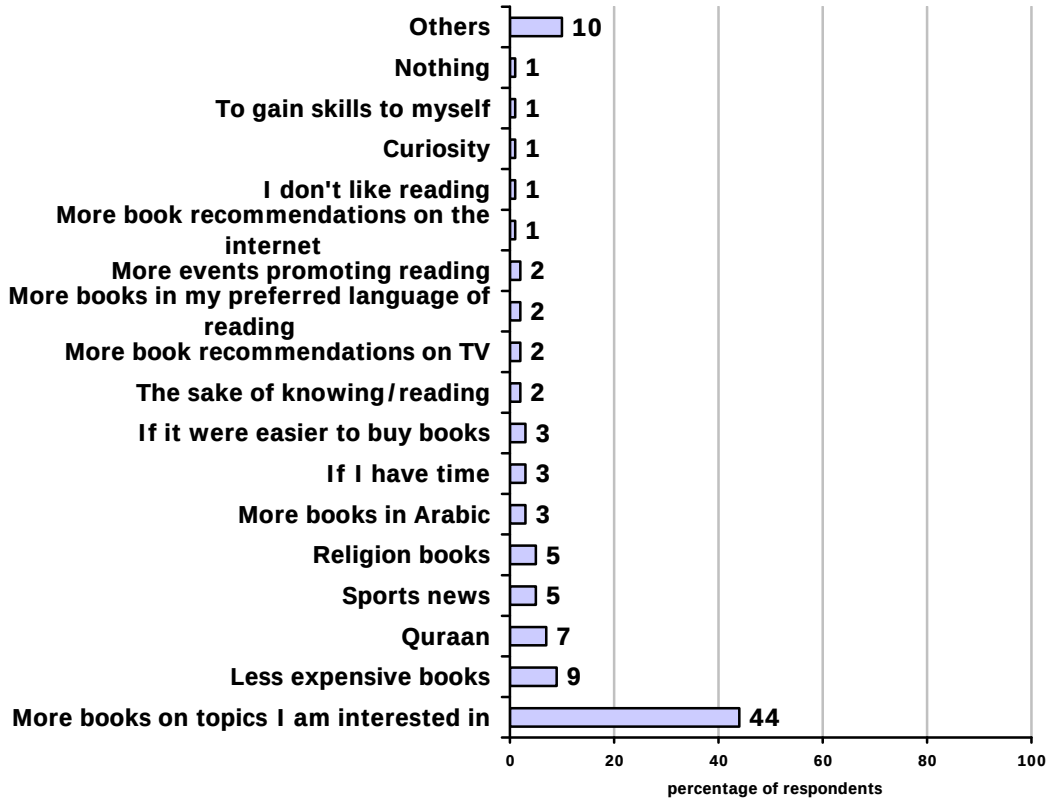
Algerian non readers (320 respondents) will be willing to read if they found books in the topics they are interested in as presented in the following chart.

II.1.K.a. Reading Trigger



The data showed that when Algerian non-readers chose one factor that would trigger them to read more they mainly chose having more topics they are interested in as presented in the following chart.

I I.1.K.b. Single Reading Trigger



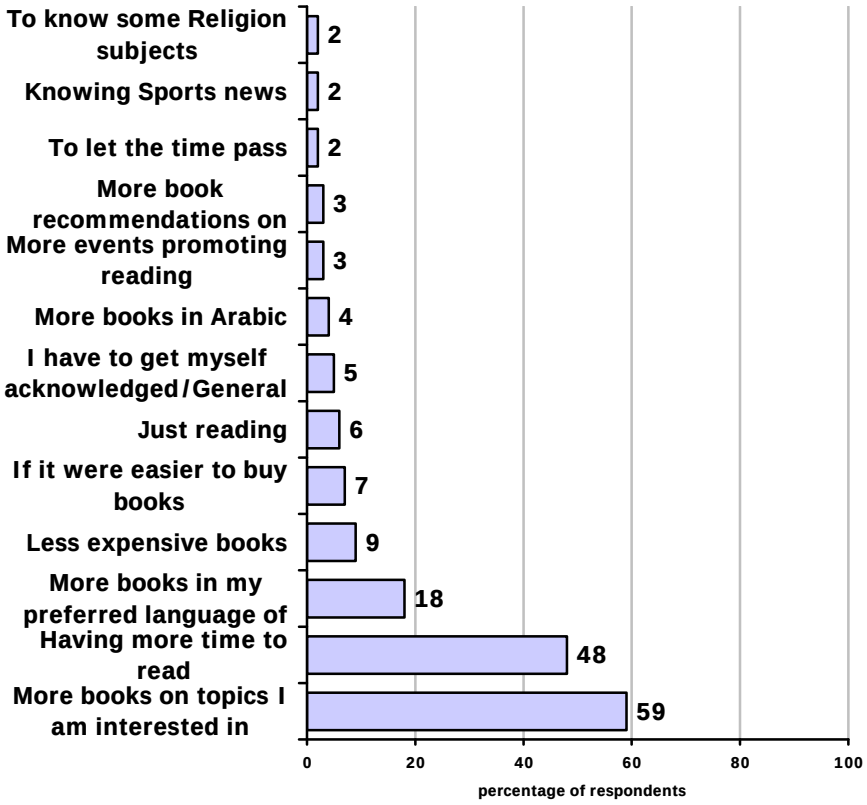
Males would be triggered to read more if there were more books available in the Arabic language compared to females with percentages 5% and 0% respectively. Males also would read more if they found more topics about sports news compared to females with percentages 9% and 0% respectively. On the other hand, females would read more for the sake of knowing a piece of information more than males with percentages 6% and 0% respectively and if they have more time as specified by 9% of female non-readers compared to 0% of male non-readers.

The age bracket 25-34 would be triggered to read for the sake of knowing a piece of information significantly more than the age of 15-24 with percentages 7% and 0% respectively. While the elder age bracket 45-56 would be triggered to read more on religion compared to the age of 15-24 with percentages 9% versus 1% respectively.

Finally the DE class would be triggered to read more if it were easier to read books compared to other socio-economic classes with percentages 6% among DE class versus 0% for all the other socio-economic classes.

As for Algerian readers, who have been reading any kid of newspapers, magazines, or book within the past 12 months (680 respondents), they would be triggered to read more they found more books on the topics they are interested in as presented in the following chart.

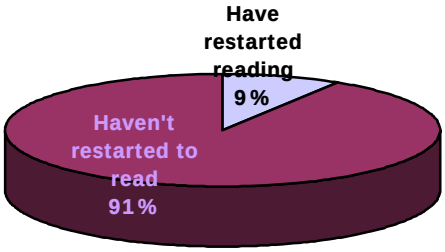
II.1.K.c. Reading Trigger among Readers



L. Increased/ Restarted reading at a certain age:

Among Algerian non-readers who have been readers before (240 respondents) majority haven't restarted or increased reading at a certain age as specified from the following chart.

II.1.L. Increased/ restarted reading at a certain age

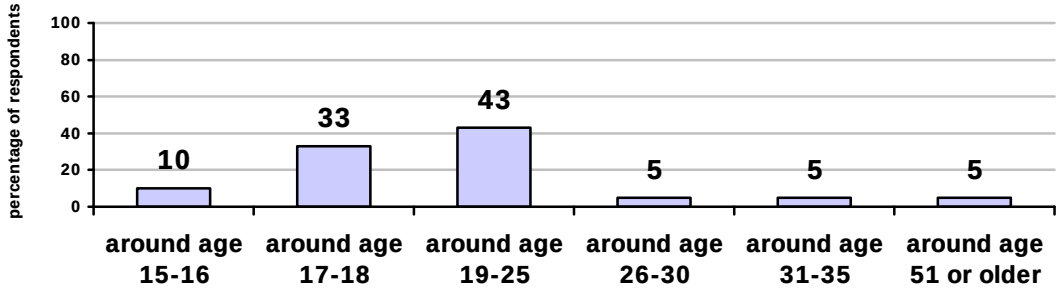


The C1 socio-economic class (40 non readers who have been readers before) in Algeria has significantly restarted reading at a certain age compared to the DE class (114 non-readers who have been readers before) with percentages 20% and 4% respectively.

M. Age restarted reading at:

Among the Algerian non-readers who have restarted reading (21 respondents), they mainly restarted to read at the age of 19 to 25 as presented in the following chart.

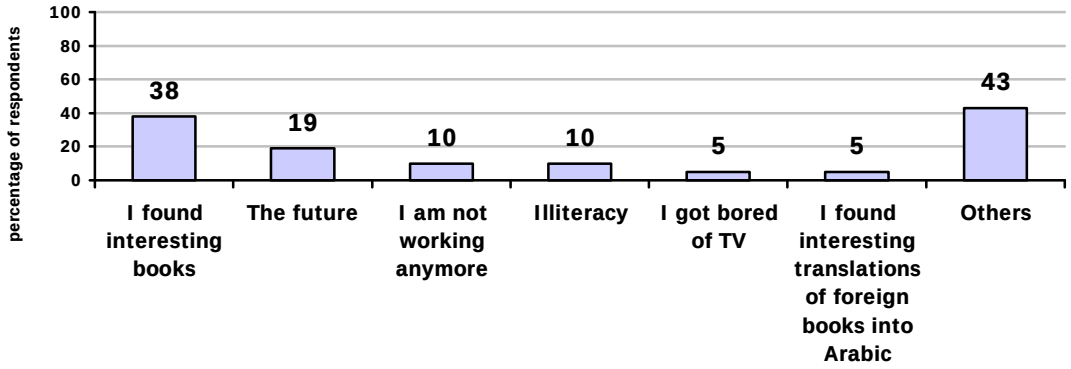
II.1.M. Age restarted reading at



N. Reason for restarting to read at a certain age:

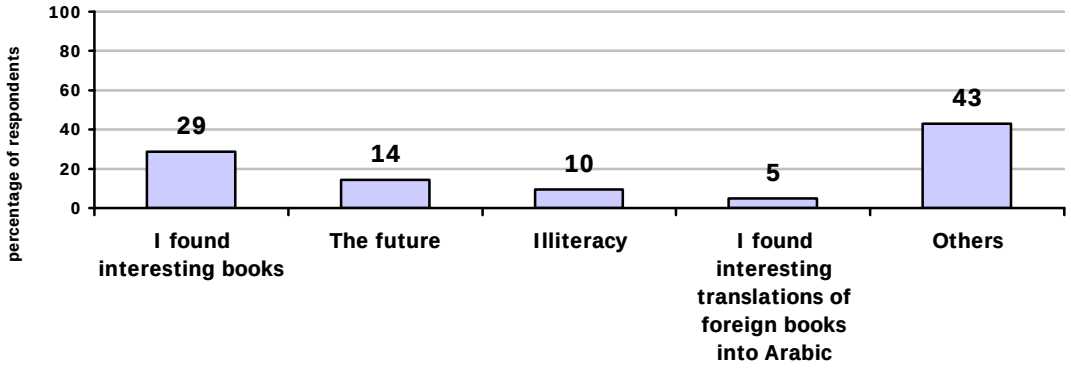
Algerian non-readers, who got interested in restarting to read(21 respondents), mainly restarted reading because they found more interesting book to read as presented in the following chart.

II.1.N.Reasons for Restarting to read



When Algerian non-readers were asked to choose the single main factor that triggered them to restart reading it was also finding more interesting books to read as presented in the chart.

II.1.N.Reasons for Restarting to read

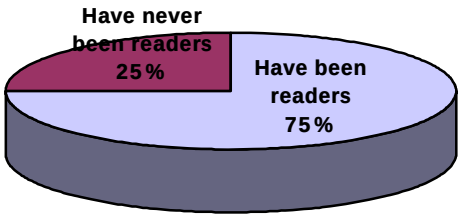


II.2. Representation of reading:

A. Ever Being a Reader:

From the Algerian non-readers, 320 respondents, the majority have been readers before as presented in the following chart.

II.2.A. Ever being a reader

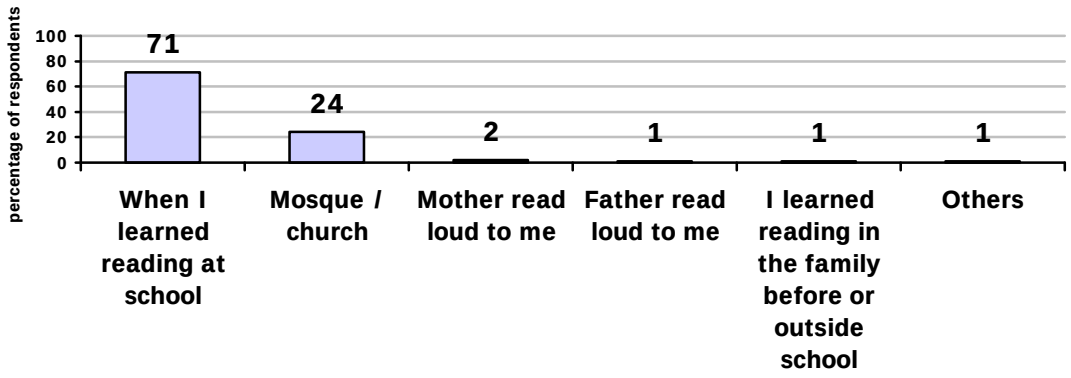


The data showed that females (134 non-readers) who have been readers before are significantly more than males (186 non-readers) with percentages 94% and 61% respectively. The age bracket within 35-44 (59 non-readers) has been readers before significantly more than the age of 25-34 (87 non-readers) with percentages 85% versus 69% respectively.

B. First time exposed to reading:

Algerian non-readers who have been readers before (240 respondents), first got exposed to reading when learned reading at school and through the mosque or church as presented in the chart.

II.2. B. First exposed to reading

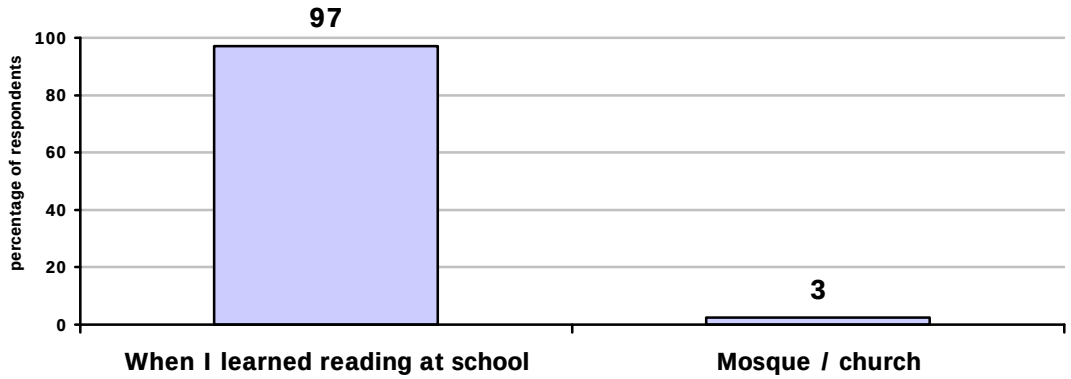


The data shows that females (126 non-readers who used to read before) who got exposed to reading through learning at school are significantly more than males (114 non-readers who used to read before) with percentages 83% and 56% respectively. Also, females got exposed to reading by having their mothers read loud for them significantly in comparison to males with percentages 4% and 0% respectively. On the other hand, males got exposed to reading through mosques or churches significantly more than females with percentages 38% versus 11% respectively.

C. Learning to read:

Algerian non-readers who used to be readers before (240 respondents) were taught to read mainly at school.

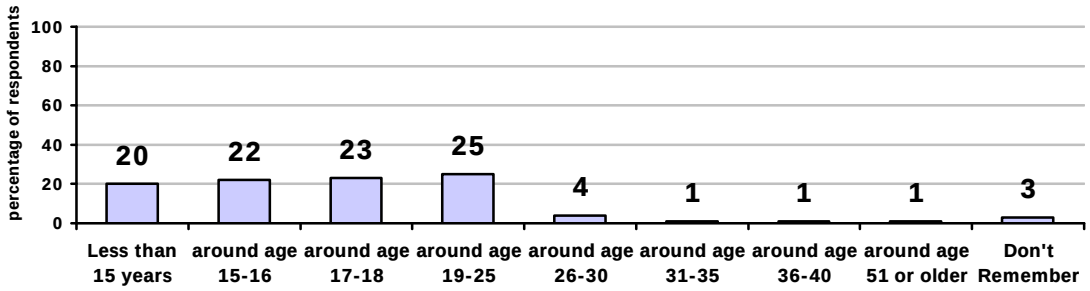
II.2. C. Learning to read



D. Age non-readers who used to read stopped reading at:

The following chart shows that Algerian non-readers who used to read (240 respondents) have stopped reading at a young age from less than 15 years old till age of 25 years old.

II.2.D. Age non-readers have stopped to read



Algerian males (114 non-readers who have been readers before) have significantly stopped reading at the age of 15-16 compared to females (126 non-readers who have been readers before) with percentages 31% and 14% respectively. Also males who have stopped reading at the age of 17-18 are more than females with percentages 29% and 16% respectively. On the other hand, females who have stopped reading at the age of 19 to 25 are significantly more than males with percentages 32% and 18% respectively. Thus, generally we could say that males have stopped reading at a younger age compared to females.

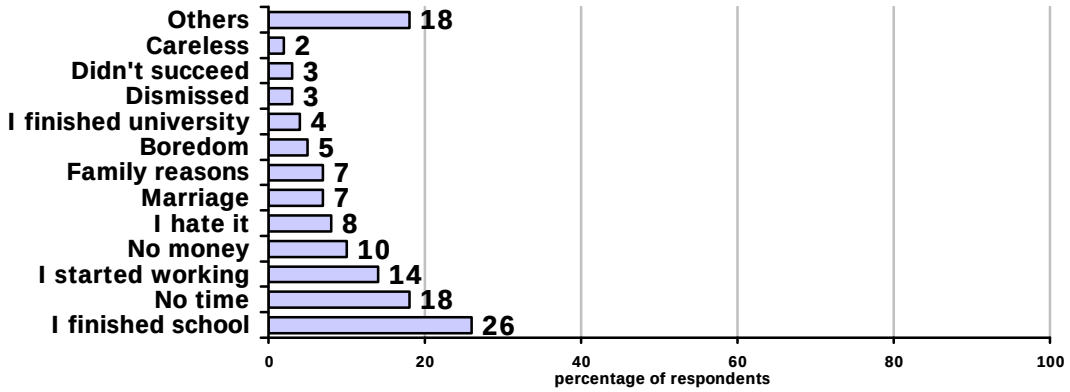
By looking at the socio-economic class, it was found that the DE class (114 non-readers who have been readers before) has stopped reading at a significantly younger age compared to the C1 (40 non-readers who were readers before) and C2 (75 non-readers who were readers before) socio-economic classes. The DE class who has stopped reading when they are less than 15 years old are 28% compared to 12% of respondents in each the C1 and C2 class who have stopped reading at the same age.

E. Reasons for stopping to read:

Algerian non-readers who used to read (240 respondents) have stopped reading mainly because they finished school as presented in the following chart. This is also evident

in the age that non-readers have stopped reading at because they stopped reading at a young age which is mainly just past the school or university age.

II.2.E.Reasons for stopping to read



Algerian females (126 non-readers who have been reading before) who have stopped reading because they have no time are significantly more than Algerian males (114 non-readers who have been reading before) with percentages 33% versus 2% respectively. Also females who have stopped reading because they finished school are more than males with percentages 38% versus 13% respectively. Finally females who mentioned that they stopped reading because they got married are 14% versus 0% of males who stopped reading for the same reason. On the other hand, males who have stopped reading because they have no money (21% of males versus 0% of females) and started work (25% of males versus 5% of females) are significantly more than females who have stopped reading for the same reasons.

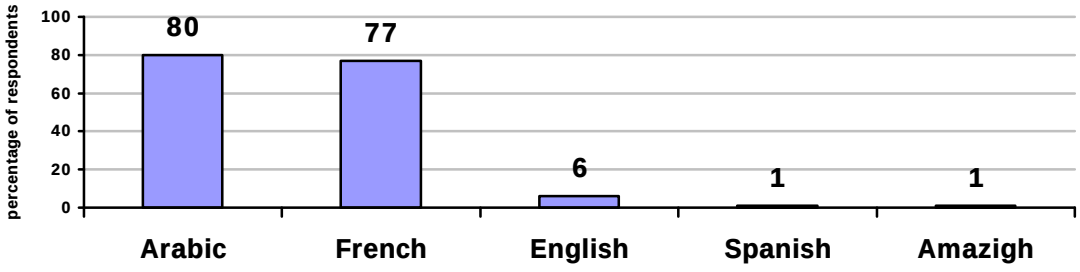
By looking at the different age brackets, it is noticeable that the career age 34-44 (50 respondents) has stopped reading significantly because they started working compared to the age of 15-24 (78 respondents) with percentage 22% versus 7% respectively. While the younger age brackets have stopped reading significantly because they hated reading compared to other age brackets. The age of 15-24 and 25-34 who have stopped reading because they hate it are 14% and 8% respectively compared to 0% of respondents in the age of 44-56 who have mentioned the same reason.

II.3 Representation of languages

A. Languages of Reading newspapers and magazines:

The data showed that Algerian readers of newspapers and magazines (643 respondents) mainly read it in Arabic or French as presented in the following chart.

II.3.A. Languages of reading newspapers and magazines



The data showed that the younger the age the more the percentage of respondents who read in Arabic and that the age bracket of 44 to 56 the respondents prefer to read more in French as presented in the following table.

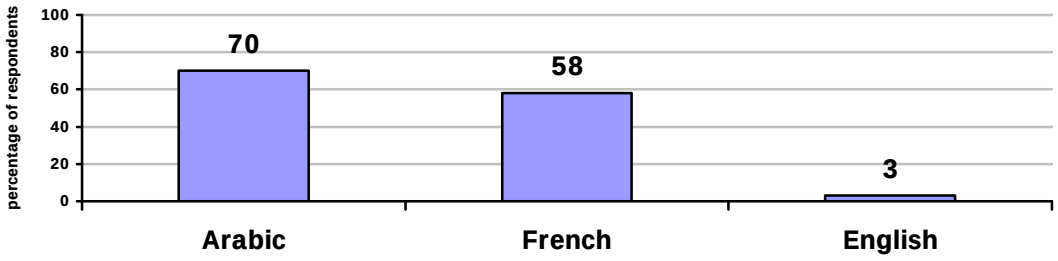
	Percentage of respondents who read in Arabic	Percentage of respondents who read in French
15-24 (256 readers of newspapers and magazines)	88%	69%
25-34 (166 readers of newspapers and magazines)	82%	80%
35-44 (114 readers of newspapers and magazines)	77%	80%
45-56 (107 readers of newspapers and magazines)	59%	88%

By looking at the different socio-economic classes, it is noticeable that the DE and C2 classes read more in Arabic compared to the AB class (81 readers of newspapers and magazines) with percentages 80% and 84% versus 67% respectively. On the other hand, the AB, C1 (140 readers of newspapers and magazines) and C2 (193 readers of newspapers and magazines) classes read more in French compared to the DE class (229 readers of newspapers and magazines) with percentages 86%, 82%, and 79% versus 68% respectively.

B. Language preferred for reading newspapers and magazines:

When Algerian readers of newspapers and magazines were asked to rank the top 3 preferred languages to read newspapers and magazines with 70% ranked that Arabic language as their first preferred choice while 58% ranked the French language as their first preferred language as presented in the following chart.

II.3.B. Ranking of Languages of reading newspapers and magazines

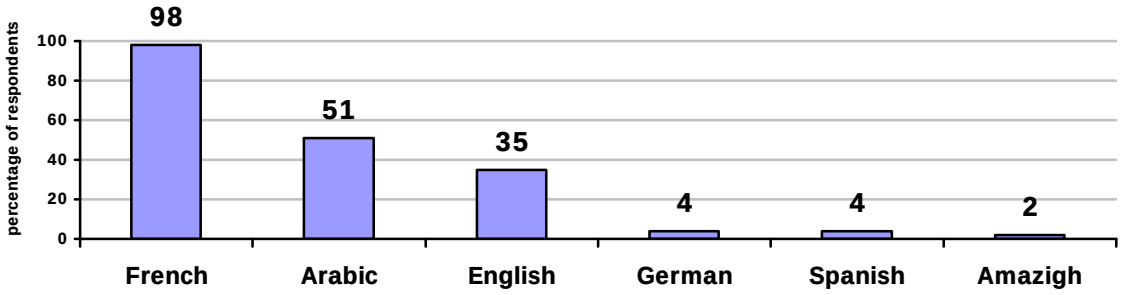


The data showed that the age from 15-24 (224 readers of newspapers and magazines) ranked that Arabic language as their first preference significantly more than the age of 34-44 (114 readers of newspapers and magazines) and 45-56 (107 readers of newspapers and magazines) with percentages 76%, 61% and 56% respectively. In addition to this, the DE socio-economic class (229 readers of newspapers and magazines) has also ranked the Arabic language as their first preference significantly more than the AB (81 readers of newspapers and magazines) and C1 (140 readers of newspapers and magazines) classes with percentages 77% versus 61% and 63% respectively.

C. Language of reading online:

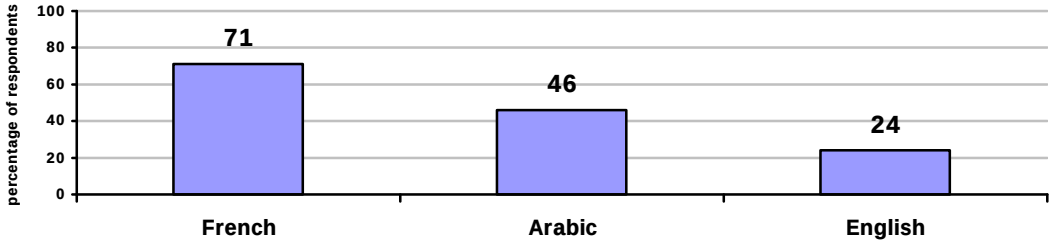
Algerian respondents who read newspapers and magazines online (51 respondents) mainly read online in the French language as presented in the following chart.

II.3.C. Languages of reading online



In addition to this when the Algerian respondents were asked to rank the top 3 languages they use when reading newspapers or magazines online the French language came in the first rank as presented in the following chart.

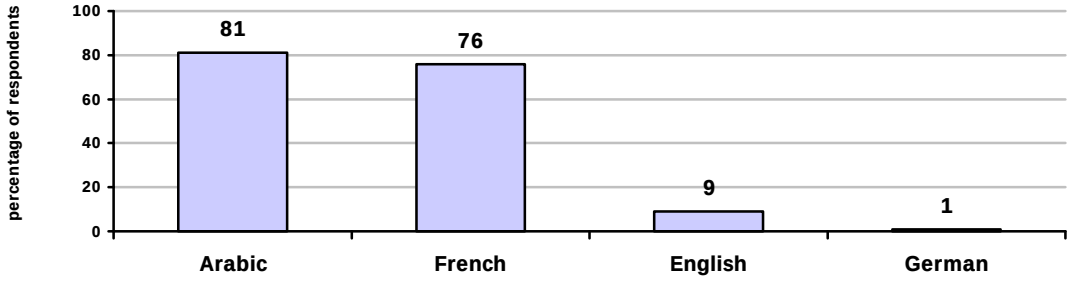
II.3.C. Ranking of online languages used



D. Language Algerian people read in regularly:

Algerian readers (680 respondents), generally prefer to read in the Arabic language and this is the language they read regularly in whether they are reading newspapers, magazines, or books as presented in the following chart.

II.3.D. Preferred langauge while reading

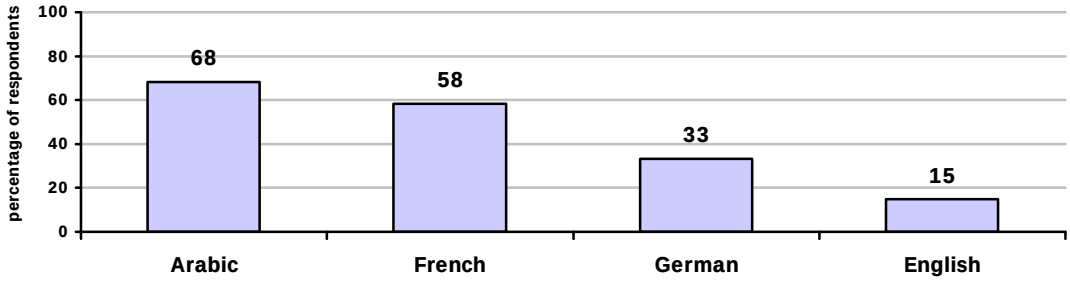


Algerian males (311 readers) read significantly in the French language compared to Algerian females (369 readers) with percentages 80% and 72% respectively. As for the different age brackets, the younger age read regularly in the Arabic language and the elder age prefer to read regularly in the French language. The age from 15 to 24 read in the Arabic language significantly more than the ages of 25-34, 35-44, and 45-56 with percentages 90%, 82%, 79%, and 61% respectively. Also the respondents within the age of 25-34 and 35-44 read more in the Arabic language compared to the age of 45-56 with percentages 82%, 79%, and 61% respectively.

Finally, by looking at the different socio-economic classes the respondents within the class of DE read more in Arabic than the classes of AB, C1, and C2 who read significantly more in French compared to the DE class. DE class who read in the French language are 65% compared to 87% in the AB class, 83% in the C1 class and 79% among the C2 class.

When Algerian readers were asked to rank the top 3 languages that they generally prefer to read in the Arabic language was ranked first by the majority of respondents as presented in the following chart.

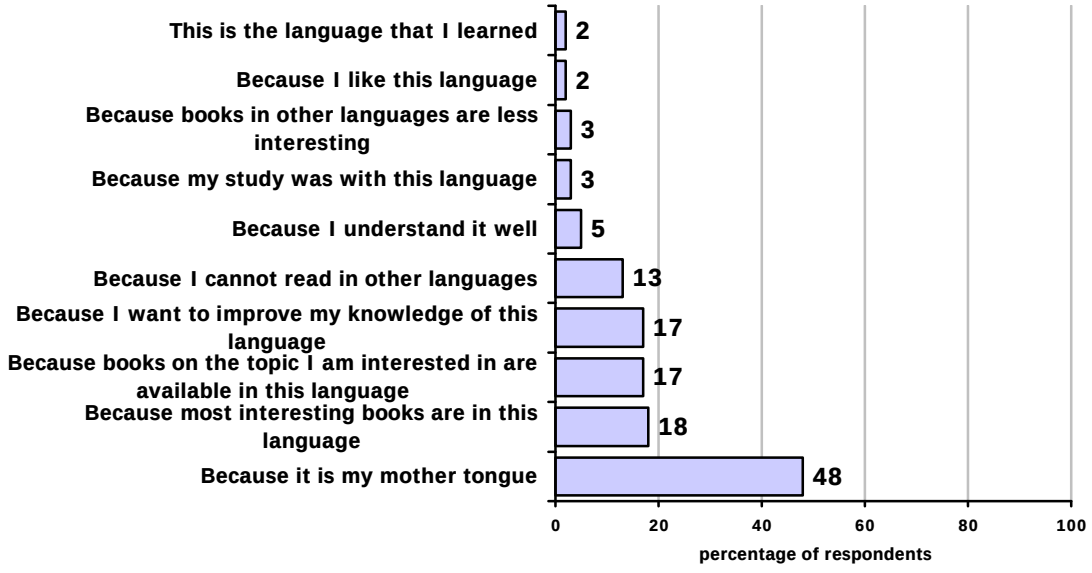
II.3.D. Ranking of the Preferred langauge while reading



E. Reasons for language preference:

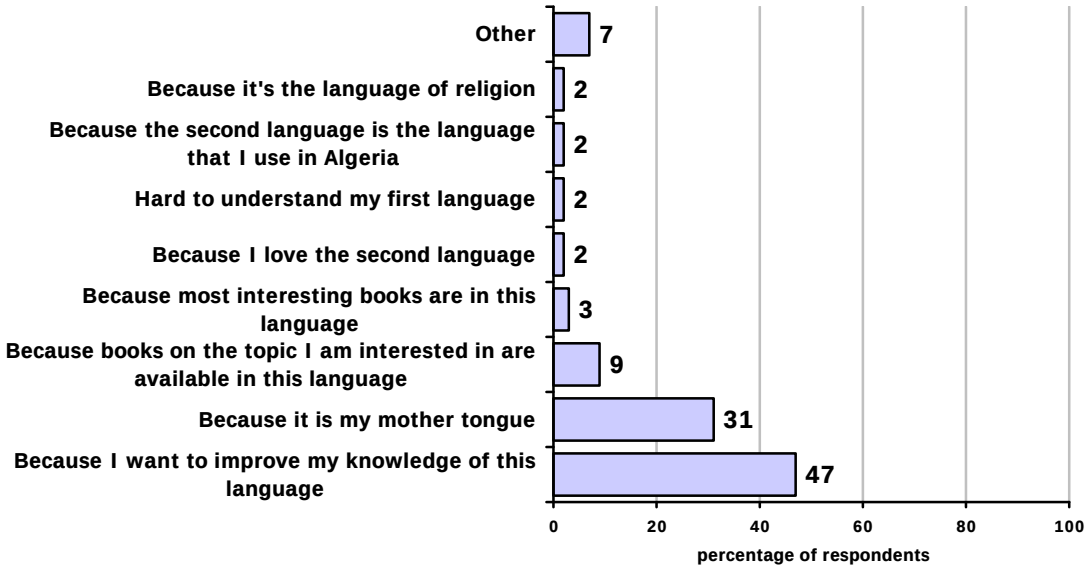
Algerian readers (680 respondents) prefer to read in the Arabic language because it is their mother tongue language as presented in the following chart.

II.3.E. Reasons for language preference



On the other hand, Algerian readers prefer to read in other languages such as the French language which is mainly the Algerian readers second preferred language because they want to improve their knowledge of the language.

II.3.E. Reasons for language preference



F. Percentage of books at home versus its language:

Algerian readers read in the Arabic and French languages. Algerian readers who read books keep books at home nearly equally split between Arabic and French books as presented in the following table that 21% of the respondents have 100% of their books at home in the French language while 27% of the respondents have 100% of their books at home in the Arabic language.

Percentage of books available at home	Percentage of respondents who have Arabic books at home	Percentage of respondents who have French books at home
Number of respondents who read books and have books at home in this language	**374**	**359**
3%	0%	0%
5%	1%	1%
10%	8%	6%
15%	1%	1%
20%	8%	8%
24%	0%	0%
25%	1%	0%
30%	8%	9%
33%	0%	0%
35%	0%	0%
40%	5%	6%
45%	1%	0%
50%	14%	16%
55%	0%	1%
60%	7%	7%
70%	5%	7%
75%	0%	1%
80%	9%	8%
90%	5%	7%
95%	0%	1%
100%	27%	21%

The data showed that the language preference for the respondents is reflected in the share of books they keep at home as the younger age bracket 15-24 (201 book readers) keep more Arabic at home compared to the age from 45-56 (71 book readers) with percentages 56% versus 34% respectively. In addition to this, the AB class (64 book readers) keep more books in the French language compared to the C2 (126 book readers) and DE (161 book readers) classes with percentages 64% versus 47% and 39% respectively.

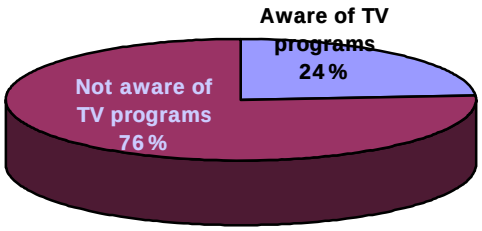
III. Accessing Books

III.1 Information and documentation channels:

A. TV programs Awareness:

Majority of the Algerian readers (680 respondents who have read any type of newspapers, magazines, or books during the past 12 months) do not know any TV programs that present books as shown in the following chart.

III.1.A. TV programs awareness



Algerian females (369 readers) are significantly more aware of TV programs that present books more than males (311 readers) with percentages 30% and 18% respectively. The age of 35-44 (121 readers) are significantly more aware of TV programs that present books compared to the age of 15-24 (271 readers) with percentages 31% and 21% respectively.

B. Programs Aware of:

Algerian readers who know TV programs that present books, 165 respondents, mentioned the following programs and presenters as their favorite. It is noticeable that these programs mainly air on the Gazaer Channel or the Algerian channel.

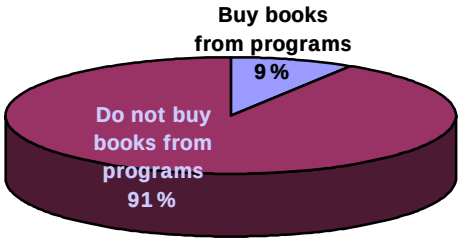
TV channel	TV program	Presenter	Percentage of respondents
Nesma 2	Elkteb We El Yom	Patric Bwafr Darfon	6
El Gazaer or Algerian Channel	Khir El Gales	Fodel Bomala or Amin Al Zawy	5
El Gazaer or Algerian Channel	Sabah El Kher or "Good Morning"	Don't remember	4
El Gazaer or Algerian Channel	Taherh Lethnien	Nassima	2
El Gazaer or Algerian Channel	Lamasat	Farahat Halan	2
El Gazaer or Algerian Channel	Sabhiat or "Morning Issues"	Don't remember	2
Dubai	Nashwah	Nashwa	2
El Gazaer or Algerian Channel	Tafser El Ketab	Mohamed	2
El Gazaer or Algerian Channel	Shoaon Deneiah or "Religious Issues"	Al Saieh	1
Nesma 2	Vol De Nuit	Don't remember	1
El Gazaer or Algerian Channel	El Gales	Farahat Halan or	1

		Wassily Laarag	
El Gazaer	Fosol	Abd-El Razak Boket	1
El Gazaer or Algerian Channel	Rafek El Koholy	Don't remember	1
Gazeirat El Atfal	Talem El Safaa	Don't remember	1
FF1	Baks Lefres	Patric Bwafr Darfon	1
El Gazaer or Algerian Channel	Lekaa or "A Meeting"	Don't remember	1
TV1	Wales El Ektesad	Charl Felnof	1
Gazeirat El Atfal	Gezert El Atfal or "The Children's Island"	Mohamed	1
Channel 2 Algerian	Khir El Gales	Lazawi	1
El Watniah	Khir El Gales	Don't remember	1
Lebanese NTV	Elesdarat or "Announcements"	Don't remember	1
El Gazaer or Algerian Channel	Taberel Ketab	Al Saieh	1
TV1	El Ketab	Don't remember	1
El Gazaer or Algerian Channel	El Ketab	Amin Al Zawy	1
Nesma 2	El Ketab	Don't remember	1
El Mar'ah El Arabiah Channel	El Ketab	Don't remember	1
TV1	Vol De Nuit	Don't remember	1
TV5	La Sonte'aiv Cotider	Marlina&Bemoi	1
El Gazaer or Algerian Channel	Paurelle	Bernard Rivot	1
Nesma 2	Yom El Ketab	Don't remember	1
Resalah	Tarek El Nagah or "The Path of rescue"	Spiwidan Tarek	1
El Gazaer or Algerian Channel	Alaa El Tamas	Don't remember	1
TV1	Vol De Muit	Patriti Poivre	1
El Gazaer or Algerian Channel	Mweed El Shabab	Don't remember	1
Nesma 2	Romancier'ere	Don't remember	1
Channel 3 (Algerian)	Ahdath El Karn El Eshren	Don't remember	1
Channel 3	Asedaa	Don't remember	1
El Nass	Tafser Kotob El Quran	Don't remember	1
El Gazaer or Algerian Channel	Gamaet El Takwen El Motwasel	Don't remember	1
El Gazaer or Algerian Channel	Amal El Ketab	Don't remember	1
Nesma 2	Compus	Don't remember	1
Don't Remember	Kalam Rosas	Don't remember	1
INBC	El Yom El Sabea	Don't remember	1
El Watniah	El Gales	Fodel Bomala	1
El Mar'ah El Arabiah Channel	Safhat Men El Ketab	Don't remember	1
Culture TV	Le Respect Du Livre	Don't remember	1
El Gazaer	Amal El Ketab	Don't remember	1
TV1	Yol De Nuit	Patric Bwafr Darfon	1
El Gazaer	Thkaftna	Don't remember	1
Dubai	Don't remember	Doctor Ali shofl	1
Channel 1	Don't remember	Wassily Laarag	1

C. Buying books mentioned in TV programs:

Majority of Algerian book readers do not buy books that have been mentioned in TV programs as presented in the following chart as specified earlier from the data that Algerian readers get information about interesting books mainly from their family and friends.

III.1.C. Buying books mentioned in TV programs

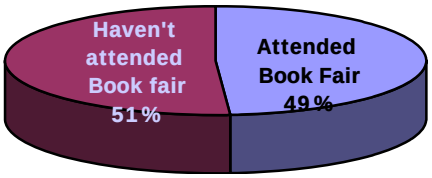


It is noticeable that the C1 class (110 book readers) has bought books presented on TV programs significantly more than the C2 (126 book readers) and DE (161 book readers) classes with percentages 17% versus 6% for each of C2 and DE classes.

D. Attendance at Book Fairs:

Algerian readers, 680 respondents, are nearly equally split between respondents who attend the Algerian book fair and those who don't attend as presented in the following chart.

III.1.D. Attended the Book Fair

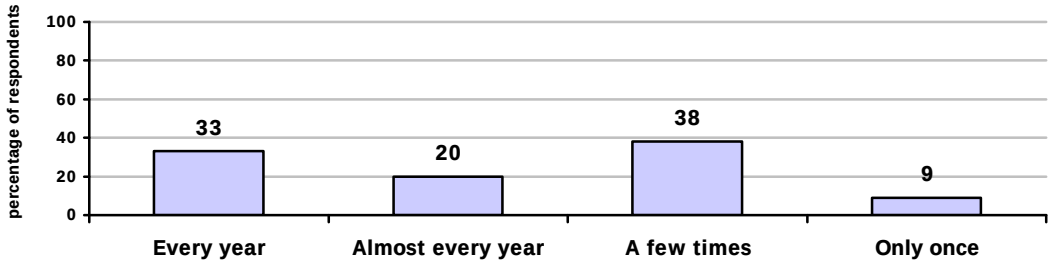


The data shows that the AB class (87 respondents) is keen to attend the book fair significantly more than the DE class (242 respondents) with percentages 59% and 46% respectively.

E. Frequency of going to the book fair:

Algerian respondents who visit the book fair, 332 respondents, 33% go to the book fair every year while 38% go to the book fair few time a year as presented in the following chart.

II.1.E. Frequency of going to Book Fair

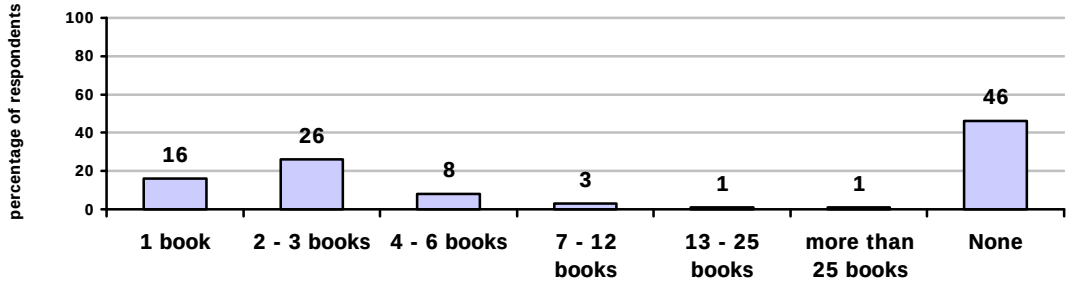


Algerian males (142 readers who attend the book fair) are significantly keen to attend the Algerian book fair compared to females with percentages 46% of males who attend the fair every year compared to 23% of females (190 readers who attend the book fair) who attend with the same frequency. As for the different socio-economic class the C1 (77 readers who attend the book fair) class attends significantly every year compared to the DE class (110 readers who attend the book fair) with percentages 44% versus 24% respectively.

F. Purchasing books from the book fair:

Majority of Algerian readers who attend the book fair, 332 respondents, do not purchase any books from the book fair as presented in the following chart.

III.1.F. Purchasing books from Book Fair

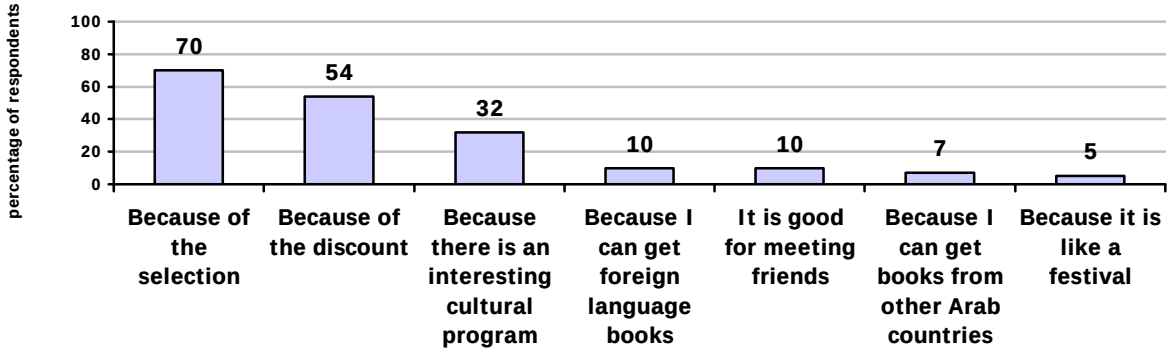


The data showed that the DE class (110 readers who attend the book fair) does not purchase any books from the book fair significantly more than other socio-economic classes. Among the DE respondents 62% do not purchase any books from the book fair compared to 31% of the AB respondents (51 readers who attend the book fair), 33% of the C1 respondents (77 readers who attend the book fair), and 46% of the C2 respondents (94 readers who attend the book fair).

G. Reasons for attending the book fair:

Algerian readers who attend the book fair, 332 respondents, attend the book fair mainly because of the selection of books available as shown in the following chart.

III.1.G. Reasons for going to the fair



Algerian males (142 readers who attend the book fair) who attend the book fair because they can get books from other countries are significantly more than females (190 readers who attend the book fair) who attend the fair for the same reason with percentages 11% versus 4% respectively. Also, males who attend the fair because they feel it is like a

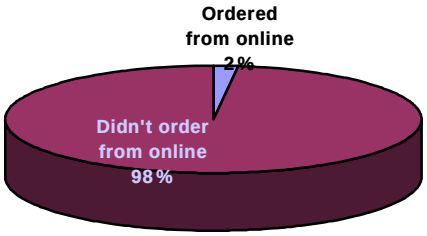
festival are significantly more than females who attend for the same reason with percentages 9% versus 2% respectively.

By looking at the different socio-economic classes the AB class (51 readers who attend the book fair) look for books from other Arab countries significantly more than respondents in the DE class (110 readers who attend the book fair) with percentages 12% versus 4% respectively. Also, the AB and C1 (77 readers who attend the book fair) classes look for books in foreign languages more than the C2 (94 readers who attend the book fair) and DE classes with percentages 22% and 18% versus 4% and 5% receptively.

H. Ordering books online:

Algerian readers who read books (461 respondents), do not tend to order books from online as presented in the following chart.

III.1.H. Ordering books online



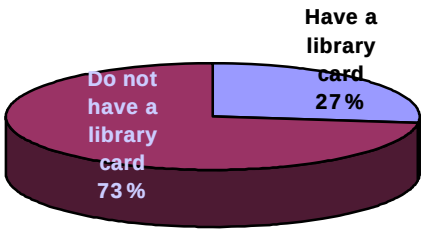
Algerian book readers, who order books online, 9 respondents, prefer to pay cash on the book they order from online as presented in the following table.

	Methods of payment used online	Preferred method on payment online
Cash	78%	67%
Postal order	33%	22%
Bank transfer	22%	0%
Credit card	11%	11%
A friend pays and he/she sends the book to me	11%	0%
Prepaid credit card	0%	0%
Others	44%	0%

I. Library Card:

Majority of Algerian readers, 680 respondents, who read newspapers, magazines, or books do not have library cards as presented in the following chart.

III.1.I. Library Card



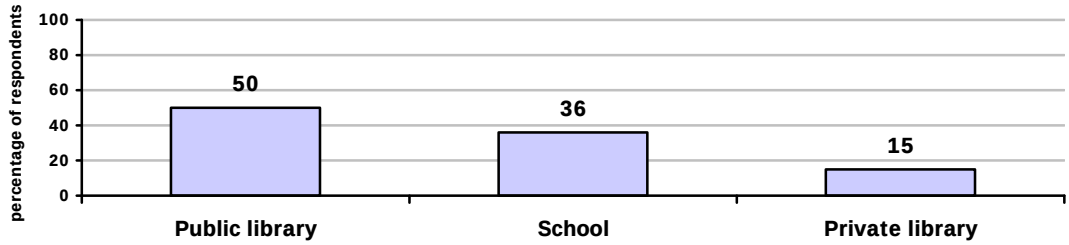
Algerian female readers (369 respondents) significantly have library cards compared to males (311 respondents) with percentages 76% and 64% respectively. The younger the age bracket the more the percentage of respondents who have library cards. Among the age of 15-24 (271 respondents), 81% of them have library cards compared to 67% for the age of 25-34 (176 respondents), 65% within the age of 35-44 (121 respondents), and 55% within the age of 45-56 (112 respondents).

Finally the AB (87 readers) and C1 (149 readers) socio-economic classes are keen on having libraries cards compared to the DE class (242 readers) with percentages 76%, 79%, versus 63% respectively.

J. Access to libraries:

Majority of Algerian readers who have library cards (185 respondents) have access to public libraries as specified from the following chart.

III.1.J. Access to libraries



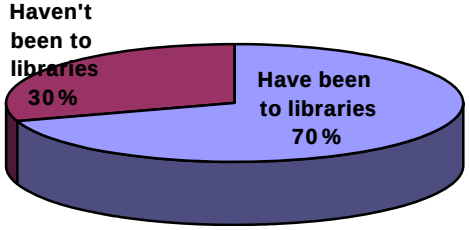
Algerian males (62 readers who have library cards) who have access to public libraries are significantly more than females (123 readers who have library cards) with percentages 65% versus 42% respectively. On the other hand, females who have access to school libraries are significantly more than males with percentages 42% versus 24% respectively.

The age of 25-34 has significantly more access to public and private libraries compared to the age of 15-24, as 63% of the respondents within the age of 25-34 have access to public libraries compared to 40% of respondents within the age of 15-24 and 37% of respondents within the age of 25-34 have access to private libraries compared to 7% within the age of 15-24.

K. Visiting Library:

Majority of Algerian readers (680 respondents) haven't visited libraries before as presented in the following chart.

III.1.K. Visiting Library

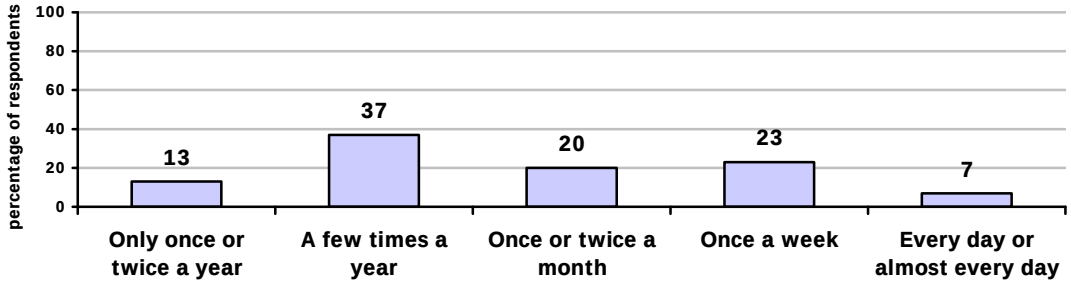


Algerian females' readers (369 readers) who have visited libraries before are significantly more than males (311 readers) who have visited libraries before with percentages 76% versus 64% respectively. The age bracket of 15-24 (271 readers) have visited libraries before significantly more than the age of 25-34 (176 readers), 35-44 (121 readers), and 45-65 (112 readers) with percentages 81%, 67%, 65% and 55% respectively. Finally the AB (87 readers) and C1 (149 readers) classes have been to libraries before significantly more than the DE class (242 readers) with percentages 76%, 79% versus 63% respectively.

L. Frequency of visiting libraries:

Majority of Algerian readers who have visited libraries before (478 respondents) mainly visit libraries few times a year as presented in the following chart.

III.1.L. Frequency of visiting libraries

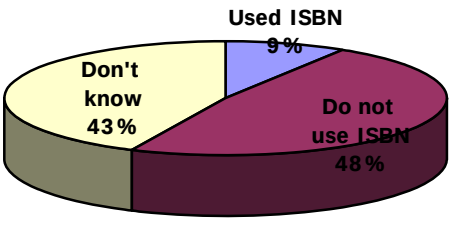


Males (199 readers who visit libraries) go to libraries with significantly less frequency compared to females (279 readers who visit libraries) as males who visit libraries once or twice a year are 21% compared to 8% of females who visit libraries with the same frequency. The younger age bracket, 15-24 (220 readers who visit libraries), visit libraries with significantly higher frequency compared to the age brackets of 25-34 (118 readers who visit libraries) and 35-44 (79 readers who visit libraries) with percentages 29%, 17%, and 155 respectively. The C1 class (117 readers who visit libraries) visit libraries with more frequencies compared to the C2 (142 readers who visit libraries) and DE (153 readers who visit libraries) classes with percentages 32%, 19%, and 20% respectively.

M. ISBN Number Usage:

Majority of Algerian readers who read books do not know that ISBN number or haven't used it to order books from online as specified in the following chart.

III.1.M. ISBN Number Usage



Females (298 book readers) who used the ISBN number before are significantly more than males (163 book readers) with percentages 12% and 4% respectively. The age 25-34 (111 book readers) used the ISBN significantly more than other age brackets with percentages 16% versus 8% within the age of 15-24 (201 book readers), 4% within the age

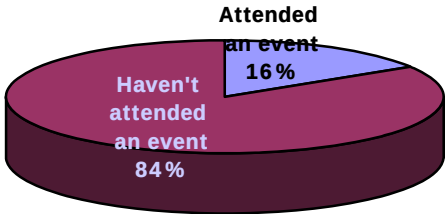
of 35-44 (78 book readers), and 6% within the age of 45-56 (71 book readers) respectively. Finally, the AB and C1 classes who know the ISBN are 13% for each versus 5% for the DE class.

III.2. Promotion Issues

A. Attended an Event focused on reading:

Majority of Algerian readers (680 readers) haven't attended an event focused on reading as presented in the following chart.

III.2.A. Attended an Event

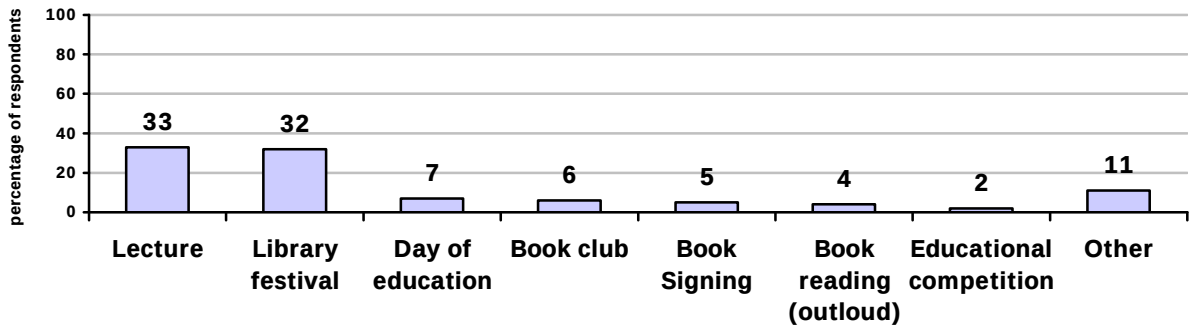


Algerian males (311 respondents) who have attended an event focused on reading are significantly more than females (369 respondents) with percentages 22% versus 11% respectively. The C1 class (149 respondents) who has attended an event focused on reading is significantly more than the C2 (202 respondents) and DE (242 respondents) classes with percentages 23% versus 14% and 15% respectively.

B. Events focused on reading attended:

Algerian readers who attend an event focused on reading mainly attend lectures and library festivals.

III.2.B. Events Attended



Algerian males (67 readers who attended an event focused on reading) who attend library festivals are significantly more than females (42 readers who attended an event focused on reading) with percentages 52% versus 0% respectively. On the other hand, females attend who attend lectures are significantly more than males with percentages 81% versus 3% respectively.

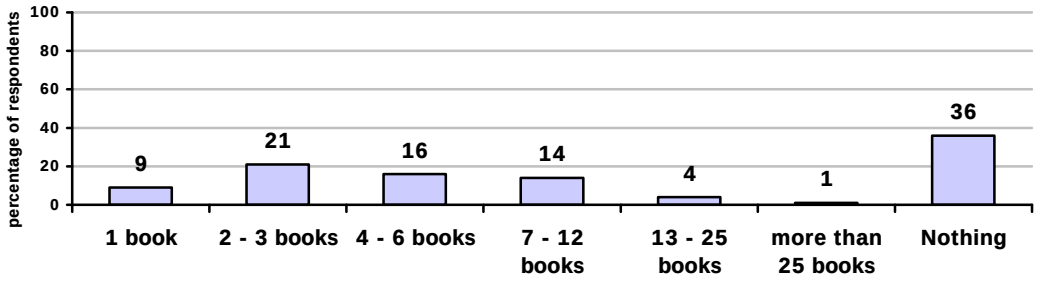
Book club understanding within the Arab region is that a group of people read a certain book that they agreed upon, separately and then discuss it as a group either face to face or online.

III.3. Pricing/Purchase Power Issues

A. Number of Books purchased read within Past 12 Month:

Majority of the Algerian respondents have purchased from 2 to 6 books within the past 12 months as presented in the following chart.

III.3.A. Number of books purchased within past 12 months



Males (163 book readers) who haven't bought any books within the past 12 months are significantly more than females (298 book readers) with percentages 42% versus 32% respectively.

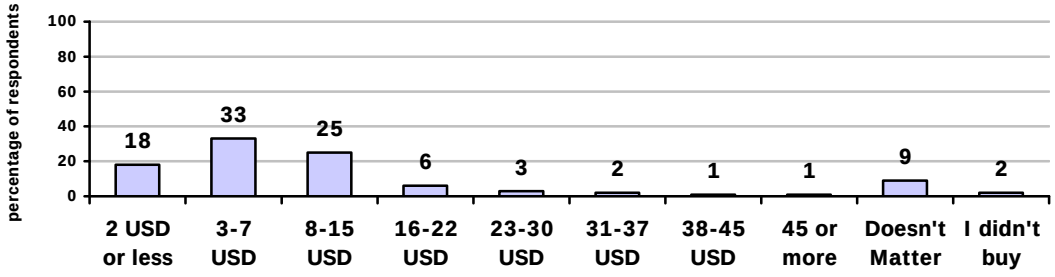
The age bracket from 15-24 have bought more books in the past 12 months compared to other age brackets. Among the age of 15-24 (201 book readers), 25% of the respondents haven't bought any books within the past 12 months compared to 39% for the age of 25-34 (111 book readers), 46% of respondents in the age of 35-44 (78 book readers), and 48% of respondents within the age of 45-56 (71 book readers).

Finally the respondents within the DE class who haven't bought books with the past 12 months are 44% compared to 25% within the AB class and 31% within the C1 class. Thus, the DE class has bought the least amount of books within the past 12 months.

B. Readers Purchasing Power:

Majority of Algerian book readers purchase books within the price of 2 to 15 USD.

III.3.B. Readers purchasing power



The prices that females (298 book readers) pay to purchase books are significantly less than what males (163 book readers) are willing to pay. Females who are willing to pay 2 USD or less are 24% compared to 6% of males who are willing to

pay the same price for books. Females who are willing to pay 3-7 USD are 46% compared to 10% of males who are willing to pay the same price.

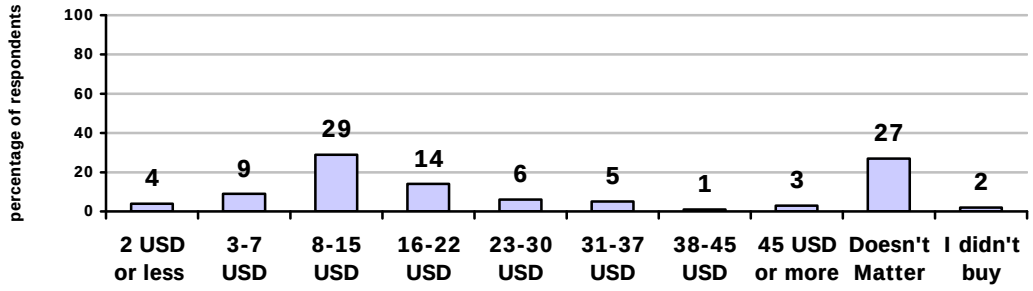
The younger age brackets usually pay less on books compared to the elder age bracket. The age 15-24 who are willing to pay 2 USD or less (22%) are significantly more than the respondents within the age of 45-56 (9%) who are willing to pay more than this price range.

Finally the DE class is willing to pay within the range of 2 USD or less compared to the AB and C1 classes with percentages 26%, 6% and 12% respectively.

C. Price ready to pay for a book:

Algerian book readers (461 respondents) are ready to pay from 8 to 15 USD for a book as presented in the following chart.

III.3.C. Good price for a book among readers



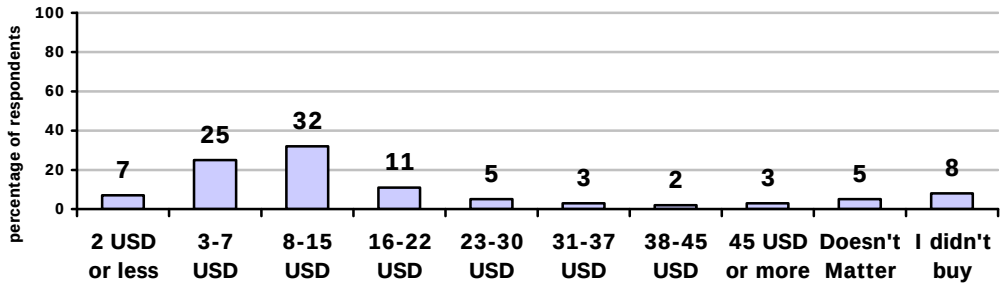
The data shows that females who read books (298 respondents) are significantly willing to pay in the price range of 8-15 USD compared to males (163 respondents) with percentages 37% and 14% respectively. The age bracket of 35-44 (78 book readers) is significantly willing to pay within the price range of 16-22 USD compared to the age of 15-24 (201 book readers) who are willing to pay in the same price range with percentages 23% versus 11% respectively.

Males who mentioned that the price they are ready to pay in a book “doesn’t matter” are significantly more than females with percentages 39% versus 20% respectively. AB class significantly mentioned that the price they are ready to pay for a book “doesn’t matter” compared to the C1, C2 and DE classes with percentages 50%, 25%, 29% and 18% respectively.

D. Price for the last book purchased:

Algerian book readers, 461 respondents, have paid within the range of 3-7 USD for the last book they purchased as presented in the following chart.

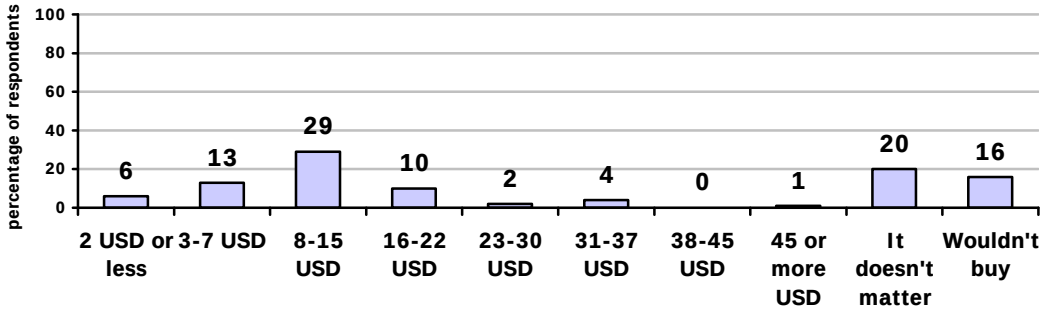
III.3.D. Price for the last book purchased



E. Non-readers amount willing to pay for a good book:

Majority of Algerian non-readers, 320 respondents, are willing to pay 8-15 USD for a good book as presented in the following chart.

III.3.E. Non-readers purchase power



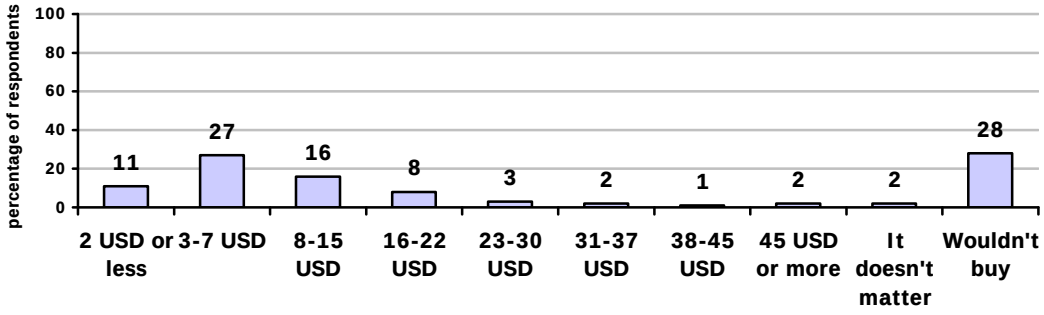
Females (134 non-readers) who are willing to pay 8-15 USD for a good book are significantly more than males (186 non-readers) who are willing to pay the same price with percentages 35% versus 24% respectively. Also, the DE class (155 non-readers) who find the 8-15 USD a good price for a book are significantly more than the C1 class (50 non-readers) with percentages 34% versus 18% respectively.

The age of 35-44 who are willing to pay 16-22 USD for a good book are significantly more than respondents within the age of 15-24 who are willing to pay the same price with percentages 15% versus 6% respectively.

F. Non-readers amount paid in the last book purchased:

Majority of Algerian non-readers paid 3-7 USD in the last book they purchased.

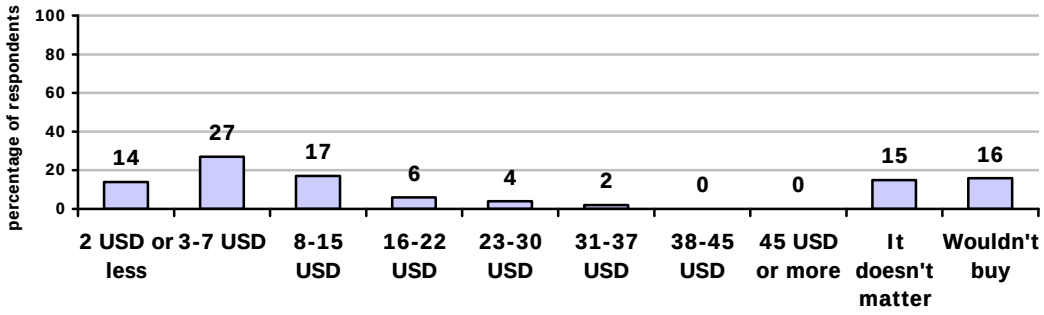
III.3.F. Non-readers amount paid in the last book purchased



G. Average price that non-readers pay when buying books:

Majority of Algerian non-reader pay on average 3-7 USD for a book as presented in the following chart and this supports the previously presented data that the majority of non-readers have paid 3-7 USD in the last book they bought.

III.3.G. Average price that non-readers pay when buying books

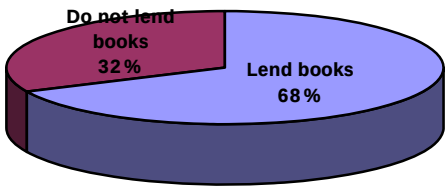


III.4. Circulation of Books:

A. Lending Books:

Majority of Algerian readers who read books and keep books at home (629 respondents) lend books to their family members and friends.

III.4.A. Lending/ Borrowing Books



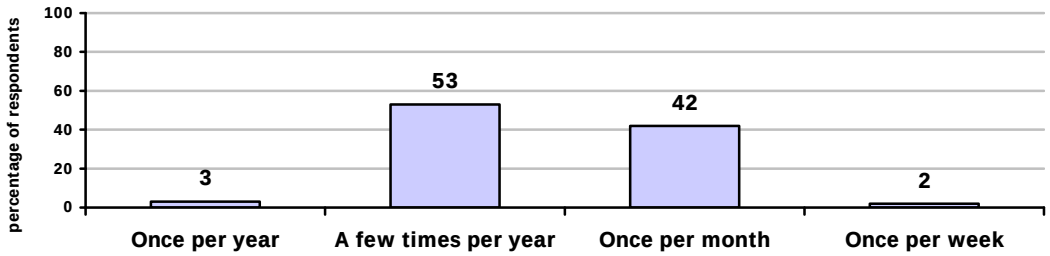
The data shows that the younger age brackets lend books to family and friends significantly more than the elder age bracket. Among the respondents within the age of 15-24 (259 book readers who have books at home), 76% lend books to family and friends versus 61% among the age bracket of 35-44 (107 book readers who have books at home) and 57% among the age bracket of 45-56 (102 book readers who have books at home) who lend books to family and friends.

In addition to this, the C2 class (187 book readers who have books at home) lend book to family and friends significantly more than the DE class (220 readers who have books at home) with percentages 74% versus 61% respectively.

B. Frequency of Lending Books:

Algerian respondents who have books at home and lend it to family and friends, 427 respondents, mainly lend it few times a year or once per month.

III.4.B. Frequency of lending books



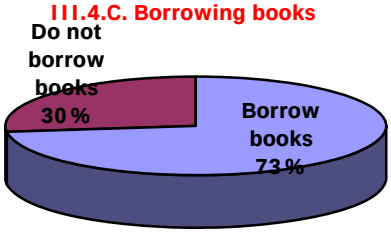
Females lend books with significantly higher frequencies compared to males. Females who lend books (239 respondents) once per month are significantly more than males (188 respondents) who lend books with the same frequency with percentages 61% versus 18% respectively. On the other hand, males who lend books a few times a year are significantly more the females with percentages 73% and 37% respectively.

The age bracket 15-24 (196 respondents) lend books once per month significantly more than the age bracket of 45-56 (57 respondents) with percentages 44% versus 28% respectively. This shows that the younger age bracket lend books with higher frequency compared to the elder age bracket.

C. Borrowing Books:

Majority of Algerian respondents who read and have books at home (461 respondents) also borrow books from family and friends.

III.4.C. Borrowing books

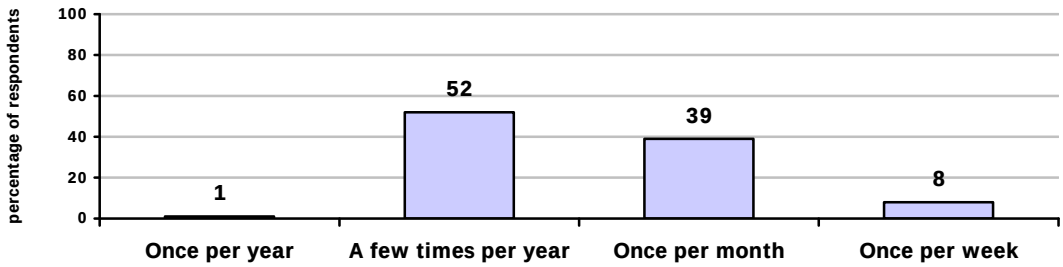


The younger age bracket 15-24 (201 respondents) borrows books from family and friends significantly compared to the ages from 35-44 (78 respondents) and 45-56 (71 respondents). Respondents within the age of 15-24 who borrow books from family and friends are 77% versus 65% within the age of 35-44 and 63% within the age of 45-56.

D. Frequency of Borrowing Books:

Total respondents who read books and borrow books from family and friends (338 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart.

III.4.D. Frequency of borrowing books

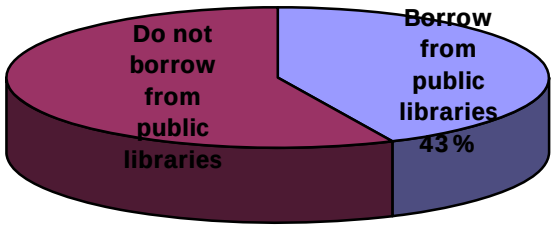


Same as lending books, females borrow books with higher frequency compared to males. Females (216 respondents) who borrow books once per months are more than males (122 respondents) who borrow books with the same frequency with percentages 51% versus 16% respectively. The age brackets 15-24 (158 respondents) and 25-34 (84 respondents) also borrow books with the frequency of once per month more than the age 45-56 (45 respondents) with percentages 41% and 43% versus 22% respectively.

E. Borrowing Books from public libraries:

Among Algerian book readers, 461 respondents, 57% do not borrow books from public libraries.

III.4.E. Borrowing from public libraries

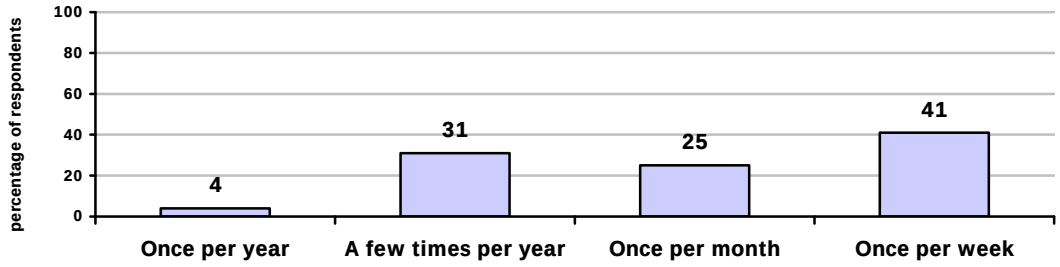


Females (298 book readers) borrow books from public libraries significantly more than males (163 book readers) with percentages 46% versus 37% respectively. In addition to this, the age f 15-24 significantly borrow books from public libraries compared to the age brackets of 25-34, 35-44 and 45-56 with percentages 62% versus 35%, 19%, and 28% respectively.

F. Frequency of Borrowing Books from public libraries:

Algerian book readers who borrow books from public libraries, 198 respondents, mainly borrow books once per week as presented in the following chart.

III.4.F. Frequency of visitng public libraries



Females visit public libraries (138 respondents) with significantly high frequency compared to males (60 respondents). Females who visit public libraries once per week are significantly more than males with percentages 47% versus 27% respectively.

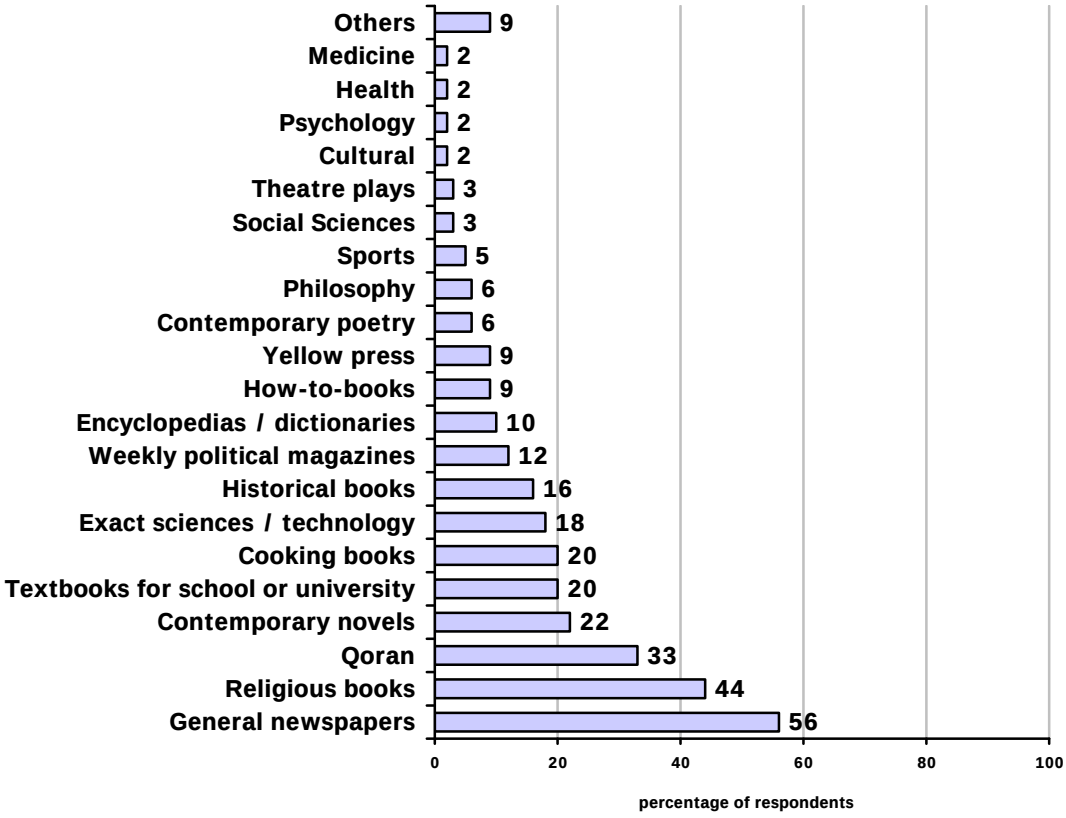
IV. Reading Contents

IV.1 Topics

A. Topics people read most:

Algerian readers (680 respondents); are mainly interested to read general newspapers as presented in the following chart.

IV.1.A. Topics people read most



Male readers (311 respondents) like to read in philosophy significantly more than females (369 readers) with percentages 9% versus 3% respectively. Males are also more significantly interested in reading theatre plays compared to females with percentages 4% versus 1% respectively. Other topics that males significantly prefer compared to females are:

	Percentage of Males	Percentage of Females
Quraan	51%	17%
Exact sciences	24%	13%
How-to-books	17%	3%
General newspapers	65%	47%
Weekly political magazines	18%	7%
Historical books	26%	8%

On the other the topics that females significantly like compared to males are as follows:

	Percentage of Males	Percentage of Females
Contemporary novels	12%	30%
Yellow press	3%	14%
Cooking books	3%	33%
Text books for school or university	11%	29%

IV.2 Authors

A. Books/ Authors within past 3 months:

Algerian respondents who read books (461 respondents) mainly read religious books as shown from the following table.

Books read during the past 3 months	The percentages of respondents
Qur'aan	4.3
Les Miserable	1.7
Kaleela Wa Demna	1.3
El Teb El Nabawy	1.1
El Hareek	1.1
Alf Leila We Leila	0.9
Kesas El Rosol	0.9
Seeret El Rasoul	0.9
Kesas El Anebyaa	0.7
Tohfat El Arous	0.7
Al Nahar Bad El Zalam	0.7
Keset Sayedna Mohammed	0.4
Azwag El Naby	0.4
Elm El Nafse	0.4
Fatawee El Mar'aa El Muslima	0.4
El Kabaer	0.4
Reyad El Salheen	0.4
El Hayawan	0.4
Tareekh El Gazaer	0.4
All Recovery By Miserable Displacement	0.4
El Nasre Wel Thawra El Gazaereya	0.4

Le Grand Meaulnes	0.4
Code Commerce	0.4
El Afeyoun Wel Asaa	0.4
Kotob Hawl Kanoun Al Magles	0.4
Tafsir El Qur'aan	0.4
La Rouge Et Le Noir	0.4
Dort Ma Jonie	0.4
La Conaissance De L'homme	0.4
Moumtaz Fee El Reyadeyat	0.4
Nothing	42.1
Don't Remember	8.9

Authors read to during the past 3 months	**Percentage of respondents**
Meloud Faroun	4
Victor Hugo	2.4
Meloud Maamady	1.7
Mohammed El Deeb	1.3
Amr Khaled	0.7
El Manfalouty	0.7
Paulo Coehlo	0.7
Agatha Christie	0.7
Gury de Corn	0.4
Taha Hussein	0.4
Ebn Rashed	0.4
Goubran Khaleel Goubran	0.4
Nazar El Kabany	0.4
Ahlam Moshghanmy	0.4
El Gahez	0.4
El Sheikh El Atheemeeny	0.4
Shakespeare	0.4
Laibn El Keyam El Hozeih	0.4
Kamara Lawy	0.4
Moughzee Zakareya	0.4
Ameen Malouf	0.4
Nothing	54
Don't Remember	21.3

B. Favorite Titles or Authors:

Majority of Algerian books readers (461 respondents) read the Holy Quraan and their favorite author is Meloud Faroun.

Favorite Title	**Percentage of respondents**
Qur'aan	3
Les Miserable	1.7
Alf Leila We Leila	0.9
El Hareek	0.9
Kaleela Wa Demna	0.9
Couline Oublie	0.7
Kesas El Rosol	0.4
Azwag El Naby	0.4

El Bedaya Wel Nehaya	0.4
Hayatee	0.4
Le Fils De Pauvre	0.4
Don't Remember	6.1
Nothing	61.6

Favorite Author	**Percentage of Respondents**
Meloud Faroun	2.6
Victor Hugo	2.4
Mohammed El Deeb	1.1
Meloud Maamady	1.1
Agatha Christie	0.9
Emile Zoda	0.7
Gury de Corn	0.4
Abdel Rahman Ben Khaldoun	0.4
Taha Hussein	0.4
El Manfalouty	0.4
Balzake	0.4
Nazar El Kabany	0.4
Mohammed El Ghazaly	0.4
El Sheikh El Atheemeeny	0.4
Nasser El Din El Albany	0.4
Naguib Mahfouz	0.4
Bozyani Dragy	0.4
Paulo Coehlo	0.4
Laibn El Keyam El Hozeih	0.4
El Akad	0.4
Ebn Katheer	0.4
Ameen Malouf	0.4
Don't Remember	11.1
Nothing	64.2

V. Language Issues

V.1. Language preferences

A. Readers Purchase of last 12 months:

Respondents who have bought and read books within past 12 months, 297 Algerian readers, have bought books in the following languages as elaborated from the table:

	Percentage of respondents who bought in ARABIC	Percentage of respondents who bought in FRENCH
Algerian books readers who have purchased books in these languages	197	197
2%	0%	1%
5%	1%	0%
10%	1%	3%
15%	1%	1%
20%	6%	6%
25%	1%	2%
30%	4%	9%
35%	0%	1%
40%	3%	3%
50%	17%	16%
60%	4%	3%
70%	6%	3%
75%	2%	1%
80%	6%	7%
85%	0%	1%
90%	3%	0%
95%	0%	1%
98%	1%	0%
100%	47%	46%

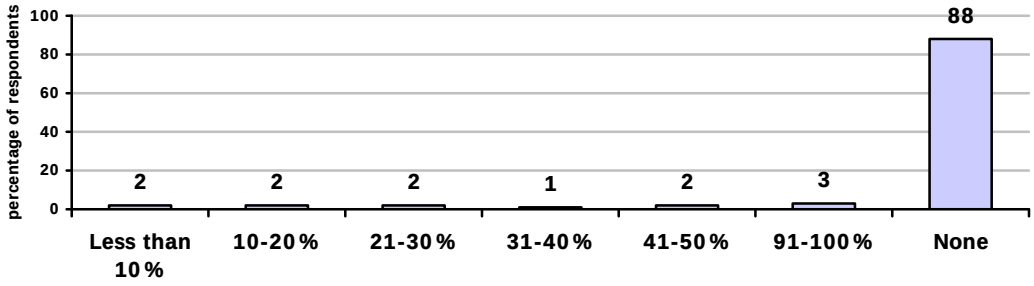
The previous table shows that among Algerian readers who have purchased books within the past 12 months 47% have purchased from 100% of these books in Arabic language and 46% bought 100% of it in French.

V.2 Translations

A. Readers Purchase of translated book for the last 12 months:

From respondents who have bought books within past 12 months, 297 respondents, the majority haven't bough any foreign books translated into Arabic.

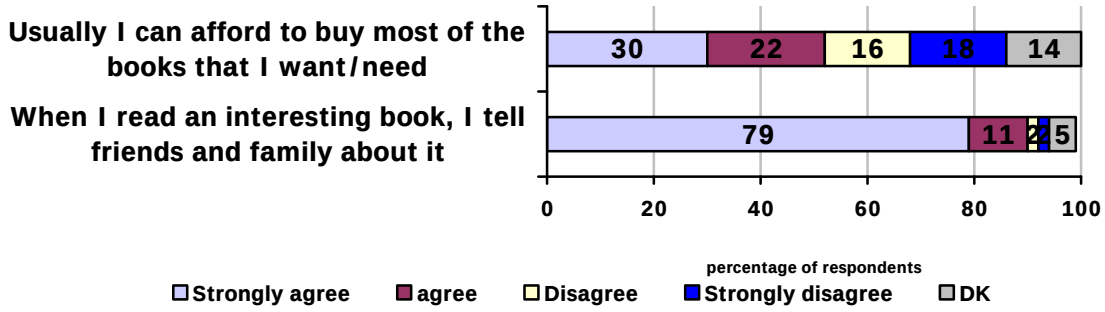
V2.A. Translated books purchased within the past 12 months



VII. Readers Attitude

Algerian books readers (461 respondents) value reading and as shown from the following chart that they tell family and friends about books that they read and find interesting. The next chart also shows that readers (680 respondents) read to improve themselves and that readers value reading as they think of it as a valuable gift to family and friends.

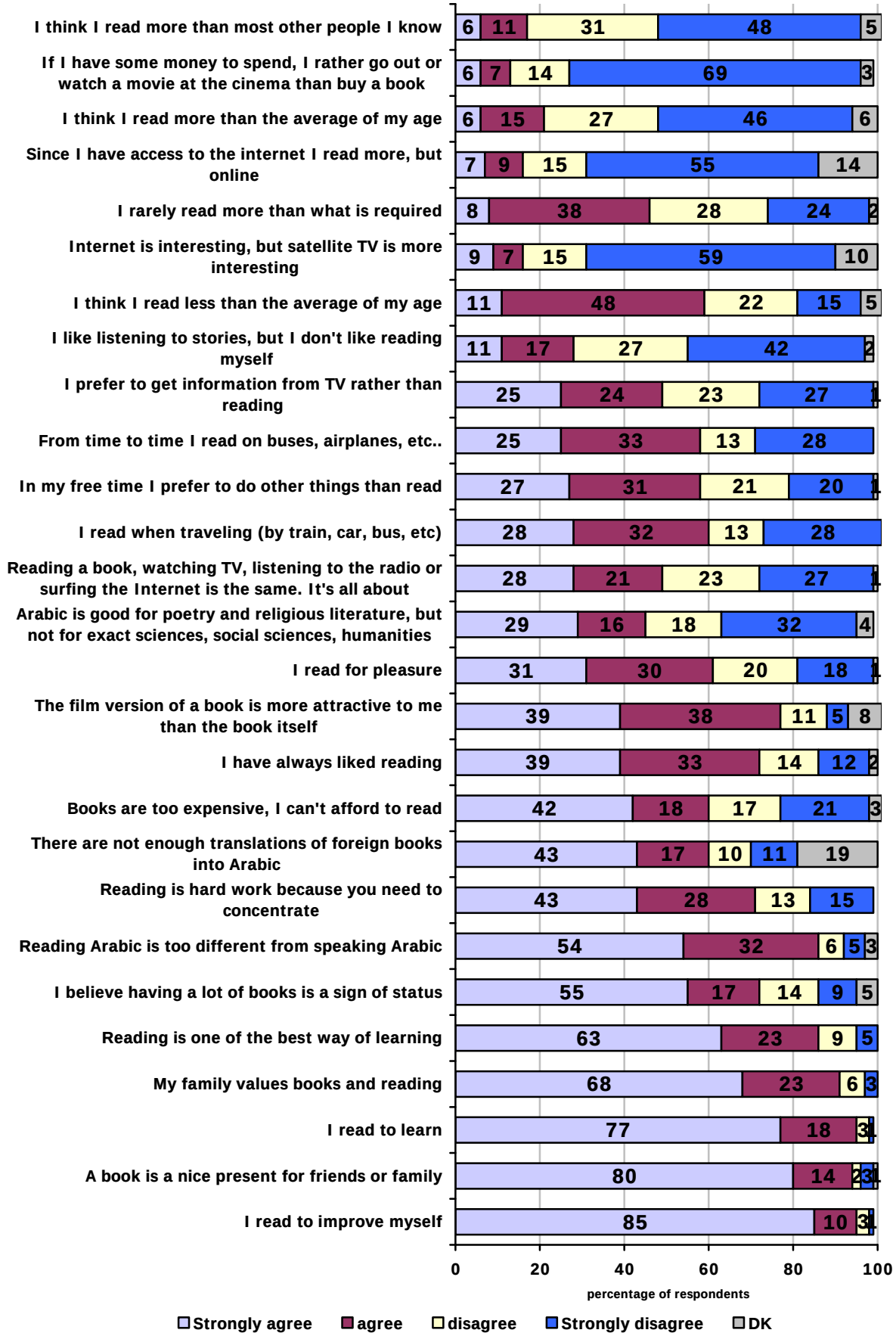
VII. A. Books readers attitude



Majority of Algerian readers strongly agreed with these perceptions as presented in the following bullet points.

- 79% of Algerian books' readers tell friends and family when they read interesting books
- 85% read to improve themselves
- 80% perceives a book as a valuable present to family and friends
- 77% read for the sake of learning
- 68% are supported by their family that books and reading is valuable
- 65% think of reading as the best way of learning

VII.B. Readers attitude

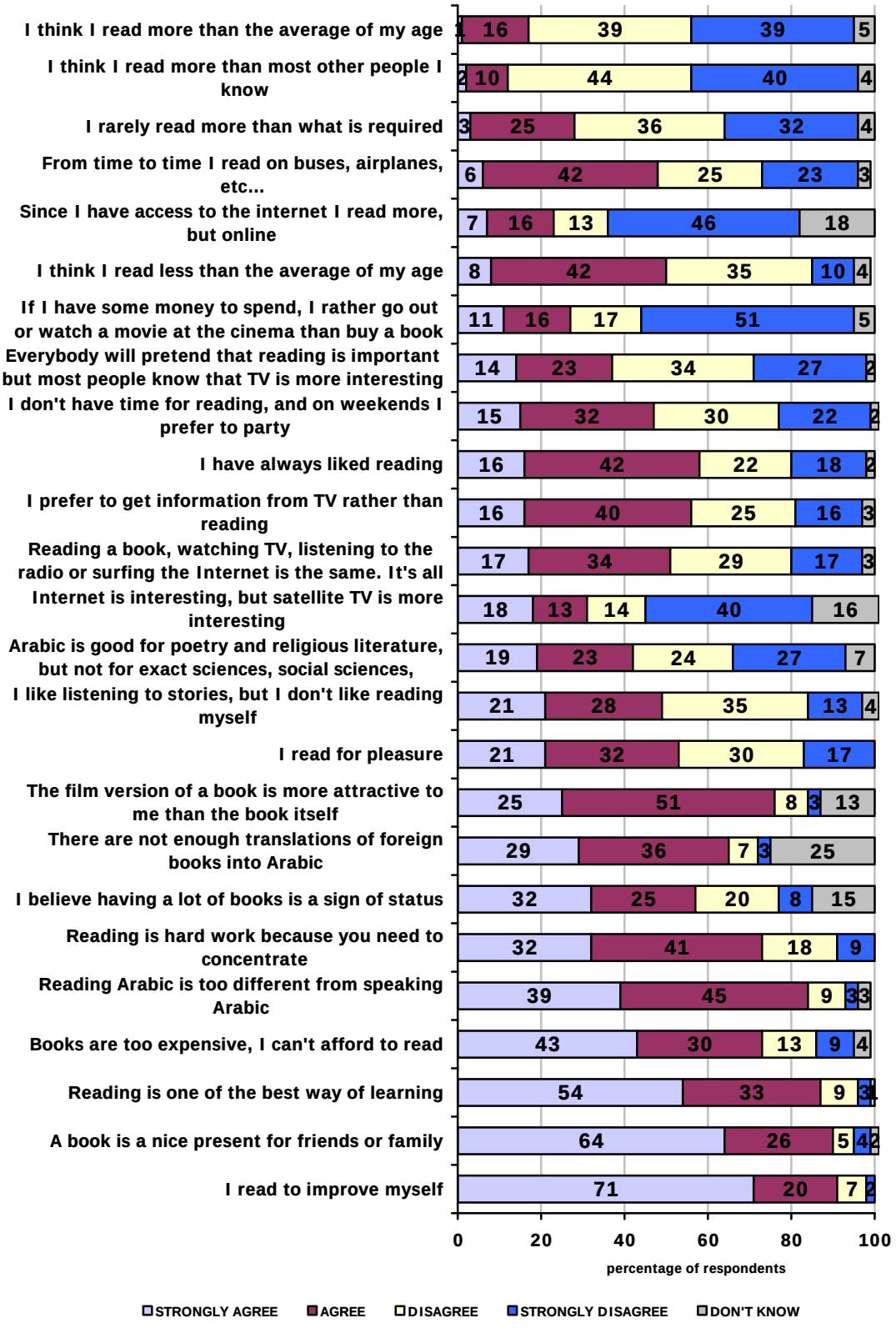


VII.C. Non-Readers Attitude

Algerian Non- readers (320 respondents) think positively of reading. Majority of the respondents mentioned that they read to improve themselves and think that a book is valuable present to family and friends.

On the other hand, Algerian non-readers think that reading is hard and that it needs concentration. Also, non-readers think that a film version of a book is much more attractive and that they prefer to get their information from TV rather than reading. These opinions reflect that reading is not a priority in non-readers life as presented in detail in the following chart.

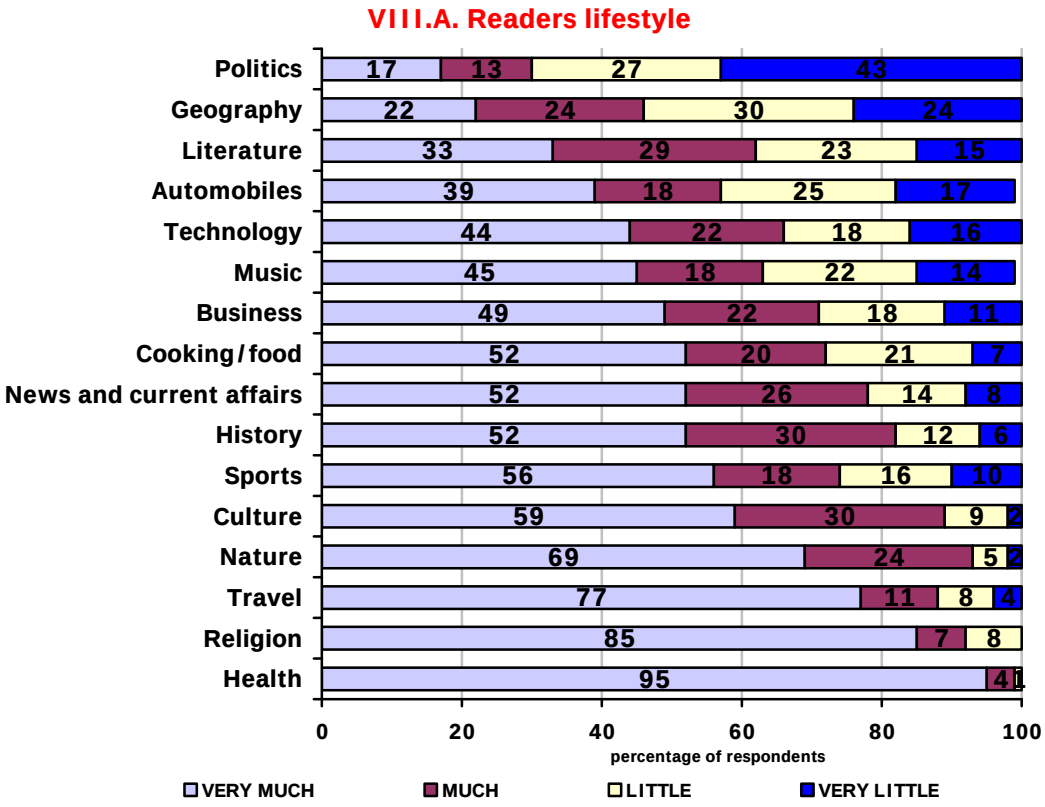
VII.C. Non-readers attitude



VIII.A. Readers Lifestyle

A. Readers lifestyle:

Algerian readers think mainly of health, religion, travel and nature and very much important issues to them.



B. Spending free time:

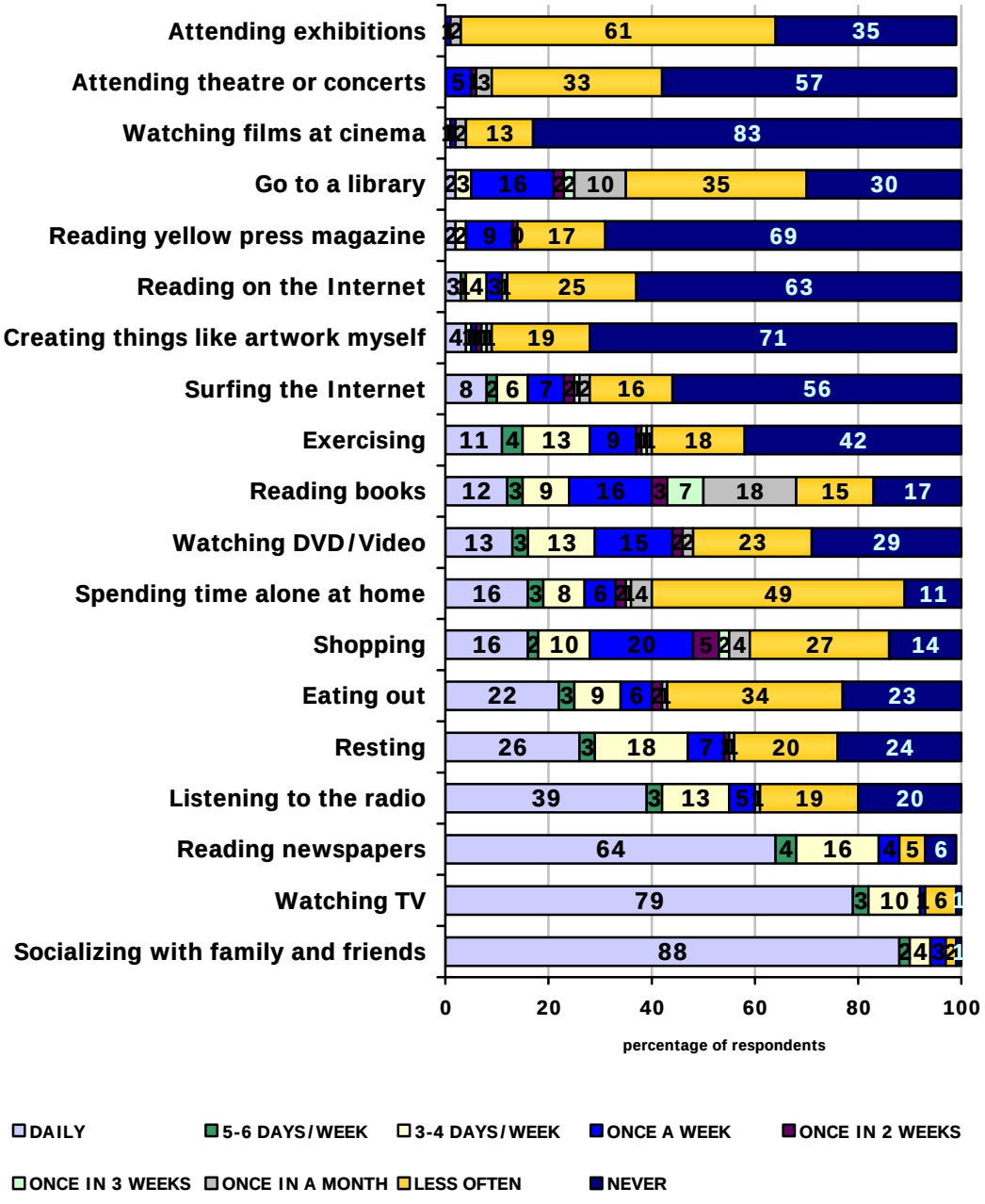
The majority of Algerian readers, 680 respondents, spend their free time on the following activities and as shown from the following chart:

- ⇨Socializing with family and friends
- ⇨Watching TV
- ⇨Reading newspaper

These activities occupy the Algerian readers' life on a daily basis and apparently reading newspaper is part of their daily routine as previous data shows that Algerian readers are interested in knowing general news of current events.

On the other hand, from activities that rarely occupy Algerian non-readers time is surfing the internet reading newspapers and magazines online, reading yellow newspapers, and doing their own artwork.

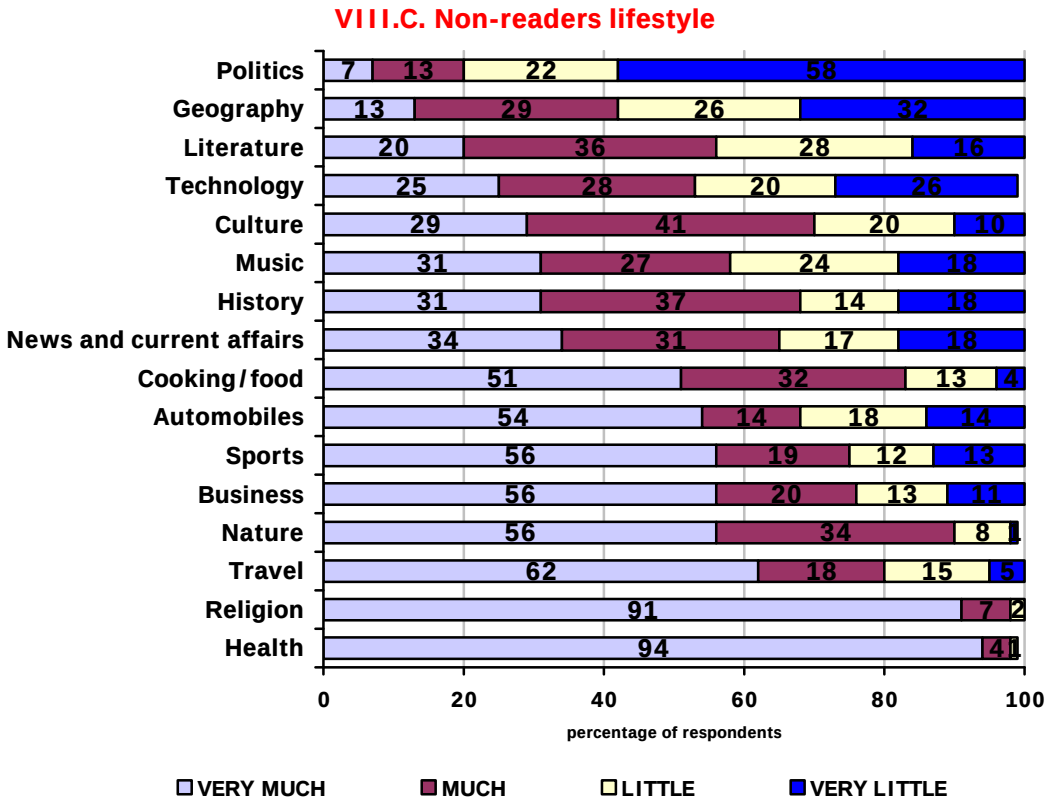
VIII. B. Spending free time



VIII.C. Non-Readers Lifestyle

C. Non-Readers lifestyle:

Algerian non-readers (320 respondents) are mainly interested in the same activities that concern Algerian readers, which are health, religion, travel and nature. Those interests didn't differ within readers or non-readers



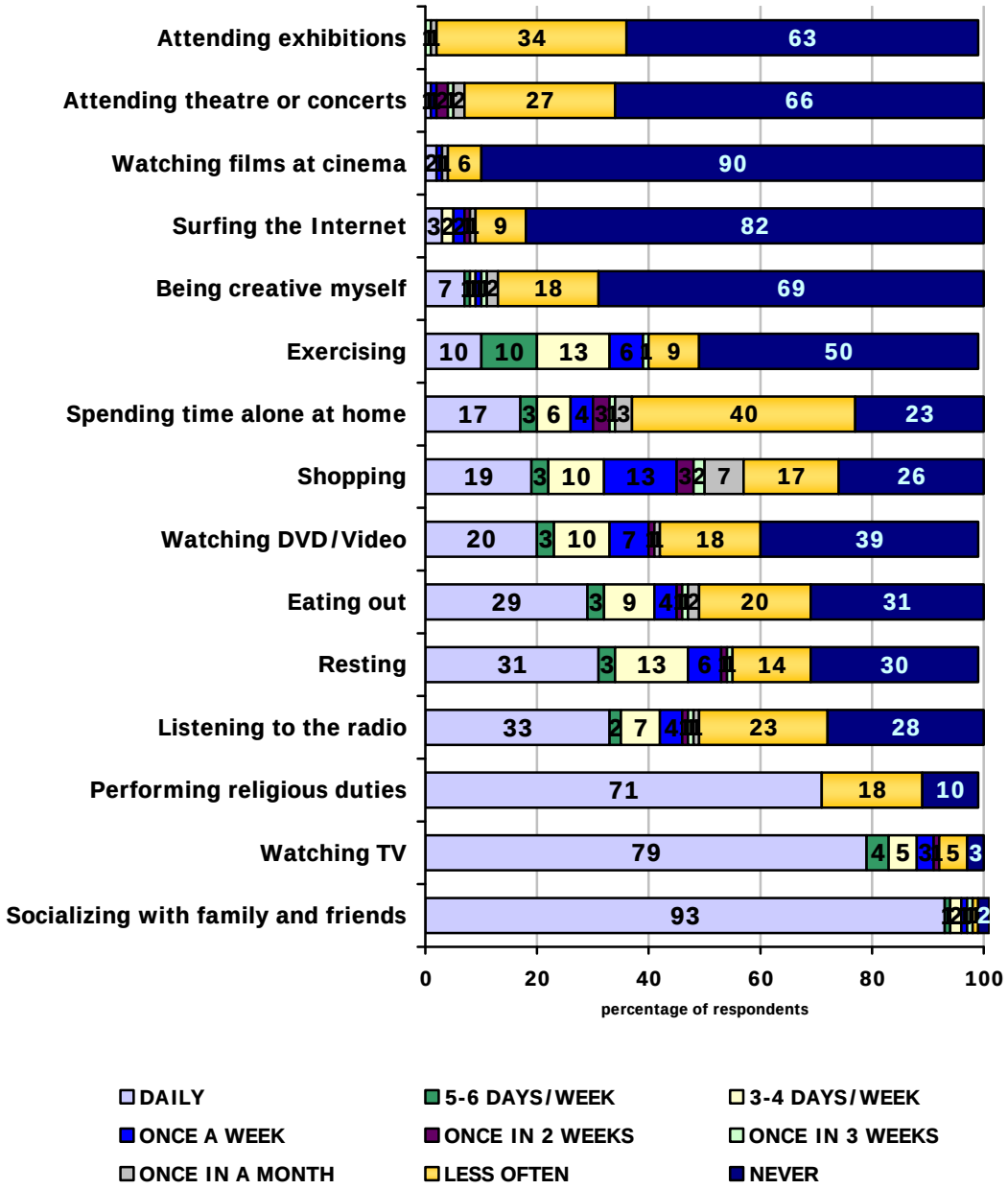
D. Spending free time:

Majority of Algerian non-readers, 320 respondents, spend their free time on the following activities:

- ⇨Socializing with family and friends
- ⇨Watching TV
- ⇨Performing Religious duties

These activities occupy non-readers life on a daily basis. Non-readers also rarely surf the internet, attend exhibitions or concerts, or do special art work.

VIII.H. Spending free time



Conclusion

Channels of reading

From the 1000 interviewed respondents, 68% were considered readers versus 32% were considered non-readers. Majority of Algerian readers read newspaper and magazines (95%) and prefer to read about news, politics, economics, current events.

Among Algerian readers 59% use the internet mainly for research, education, e-mail and chatting. Internet users who read magazines and newspapers online (20%) are mainly interested to read newspapers and magazines. Majority of internet users print from online (69%). As for Algerian non-readers, the majority does not use the internet (83%) and those who use the internet use it mainly for checking their mails and chatting (49% & 45%).

Frequency Issues:

Algerian readers read newspapers and magazines for 30 minutes per day, read online for duration within 30 minutes to 60 minutes per day and read books once per month and spend from 31 minutes to 60 minutes reading books per day. Algerian book readers keep from 11-25 books at home among which 4-25 books are school/university books. Algerian readers mainly read at night (37%), in the evenings (25%) and during all week days (46%).

Location Issues:

Majority of Algerian book readers keep books in a special place at home (86%). Algerian readers' favorite place for reading is at home (73%).

Reading attitudes:

Majority of Algerian readers got exposed to reading when they learned reading at school (75%) and have decreased/stopped reading around age 17-25 (61%). The main reason that Algerian readers have stopped reading is that they finished school (27%) while the main reason given for restarting to read is having more time than previously and securing the future. Algerian readers are currently reading the Holy Quraan (6%).

Representation of languages:

Algerian readers of newspapers and magazines, books and online prefer to read in the Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (48%).

Information and documentation channels:

Algerian readers mainly get information about interesting books from their family and friends (75%). Majority of Algerian readers do not know TV programs that promote books (76%) and those who know TV programs mainly watch "The book and the day" program on Nesma2 channel for Patric Darfon (6%), but the majority do not buy books that were mentioned in TV programs (91%).

Algerian readers who attend the book fair are 49% who generally attend the fair few times a year (38%). Algerian readers attend the fair because of the selection of books (70%) and discount (54%).

Algerian readers who have attended an event focused on reading (16%) have attended lecture (33%) and library festivals (32%).

Majority of Algerian readers have visited libraries before (70%) and usually visit libraries few times a year (37%). Majority of Algerian readers do not use the ISBN number (48%).

Pricing/ Purchase Power Issues:

Algerian book readers bought from 2 to 12 books within the past 12 months and 36% didn't buy any books. Majority of Algrian book readers pay from 3 to 15 USD for a book and consider the range within 8 to 15 USD a good price for a book while 27% mentioned that price doesn't matter.

Topics/ Authors:

Algerian readers mainly like to read general newspapers (56%), mainly read the Holy Quraan (4%) and their favorite author is Meloud Faroun.

DETAILED FINDINGS: Phase II

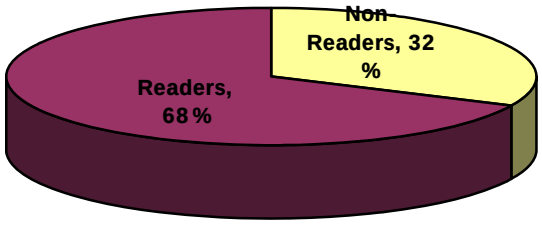
Part 2: Syria

I. Detailed Findings

I.1. Syrian Readers:

Majority of Syrian people have read within the past 12 months either newspapers, magazines or books as presented in the following chart that 68% have read during the past 12 months versus 32% who haven't read anything during the past 12 months.

I.1. Percentage of Syrian readers



There isn't any significant difference between Syrian males and females who read newspapers, magazines, or books.

The data showed that the younger the age the more significantly respondents read. The age of 15-24 (289 respondents) read significantly more than the older age brackets; 25-34 (265 respondents), 35-44 (208 respondents), and 45-56 (250 respondents), with percentages 79% versus 68%, 66%, 58% respectively.

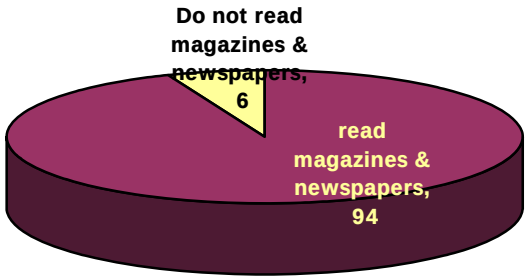
The data also showed that the higher the socio-economic class the more the percentage of respondents who read. The respondents within the socio-economic class AB (160 respondents), C1 (150 respondents), and C2 (203 respondents) read more significantly compared to the DE class (499 respondents) with percentages 82%, 71%, and 70% versus 62% respectively.

I.2. Reading Habits: Channels of Reading

A. Reading Newspapers and Magazines:

Among Syrian readers who have read any kind of newspapers, magazines or books within the past 12 months (687 respondents), the majority of respondents read newspapers and magazines either among different genders, age groups or socio-economic classes.

I.2.A. Reading newspapers & magazines

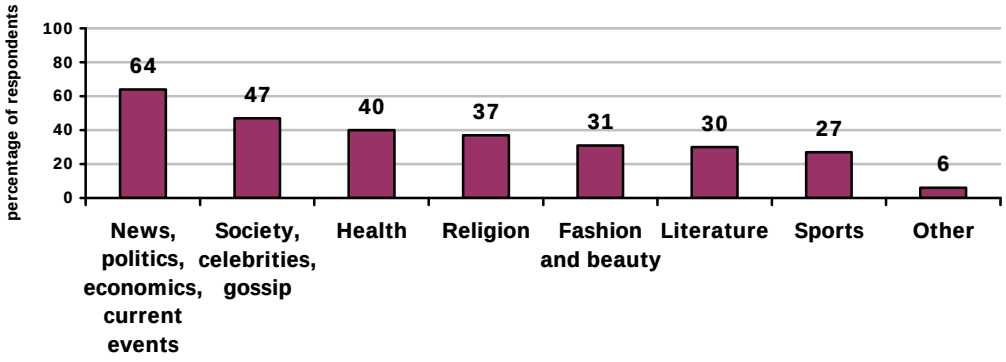


The respondents within the age of 35-44 (137 readers of newspapers and magazines) read newspapers and magazines significantly more than the respondents within the age of 15-24 (227 readers of newspapers and magazines) with percentages 98% versus 90% respectively.

B. Profile of Newspapers and Magazines preferred:

Syrian respondents who read newspapers and magazines (645 respondents); mainly prefer to read about news, politics, economics and current news as presented in the following chart.

I.2.B. Profile of newspapers & magazines preferred



The data shows that males (304 readers of newspapers and magazines) prefer to read about news, politics, and currents events significantly more than females (341 readers of newspapers and magazines) who read newspapers and magazines with percentages 81% and 48% respectively. On the other hand, females (341 respondents who read newspapers and magazines) prefer to read about fashion and beauty (49% versus 12% of males), health (52% versus 27% of males) and celebrities' gossip (56% versus 36% of males) significantly more than males.

The elder the age bracket the more the percentage of respondents who read about news, politics and economics. Respondents within the age of 25-34 (107 respondents who read newspapers and magazines), 35-44 (134 respondents), and 45-56 (137 respondents) significantly read about news, politics, and economics compared to the age of 15-24 (204 respondents) with percentages 68%, 67%, 75% versus 50%. The elder age brackets also read about religion more than the respondents within the age of 15-24. Respondents within the age of 25-34, 35-44, and 45-56 read significantly about religion more than the age of 15-24 with percentages 38%, 41%, 49% versus 25% respectively. Finally, the third topic that the elder age bracket read significantly compared to the age of 15-24 is literature. Respondents within the age brackets of 25-34, 35-44, and 45-56 read more significantly about literature compared to age of 15-24 with percentages 31%, 34%, and 37% versus 22% respectively.

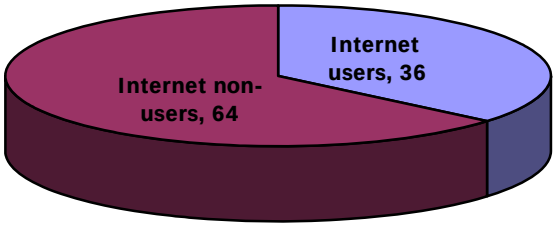
On the other hand, the younger age bracket 15-24 read significantly about fashion and beauty compared to the age brackets of 35-44 and 45-56 with percentages 41% versus 29% and 16% respectively. The younger age brackets 15-24 and 25-34 are more interested in celebrities' gossip compared to the elder age bracket 45-56 with percentages 54%, 51% versus 35% respectively. Also the younger age bracket, 15-24 read more newspapers and magazines about sports compared to respondents within the age of 45-56 with percentages 33% versus 22% respectively.

As for the AB socio-economic (125 respondents who read newspapers and magazines) class they read significantly about fashion and beauty and celebrities' gossip compared to the DE class (281 respondents who read newspapers and magazines), with percentages 39% versus 27% and 55% versus 44% respectively.

C. Internet Usage:

Syrian readers (687 respondents) who do not use the internet are more than the readers who use the internet as presented in the following chart.

I.2.C. Percentage of internet users

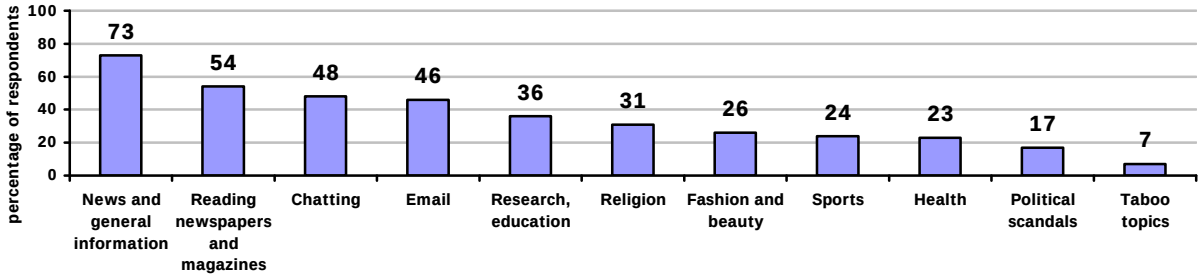


Syrian males (328 readers) use the internet significantly compared to females (359 readers) with percentages 43% versus 30% respectively. The younger age brackets 15-24 (227 readers) and 25-34 (179 readers) use the internet significantly compared to the elder age brackets 35-44 (137 readers) and 45-56 (144 readers) with percentages 49% and 43% versus 26% and 17% respectively. Finally, the respondents among the socio-economic class of AB (131 readers) and C1 (106 readers) use the internet significantly compared to the DE class (307 readers) with percentages 63% and 39% versus 27% respectively.

D. Reasons for using the internet:

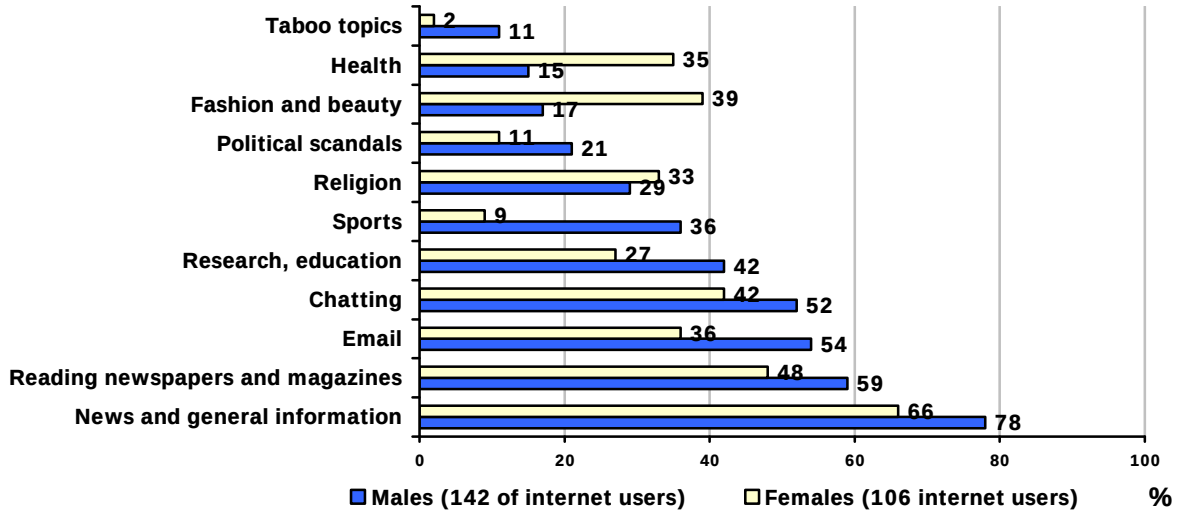
Majority of Syrian respondents who use the internet use it to check out news and general information as presented in the following chart:

I.2.D. Reasons for using internet



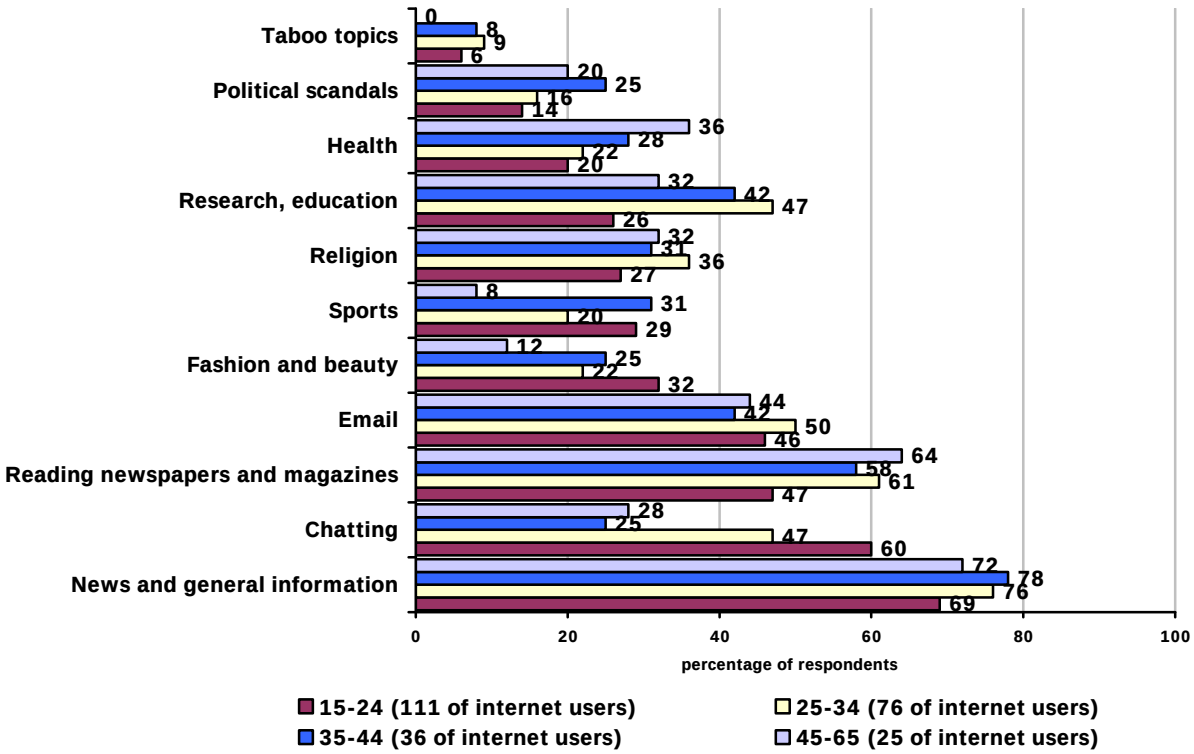
Males (142 internet users) significantly use the internet for checking out news and general information compared to females (106 internet users) with percentages 78% versus 66% respectively. Males also are more interested in political topics, taboo topics, and research and education significantly more than females.

I.2.D. Reasons for using internet by gender



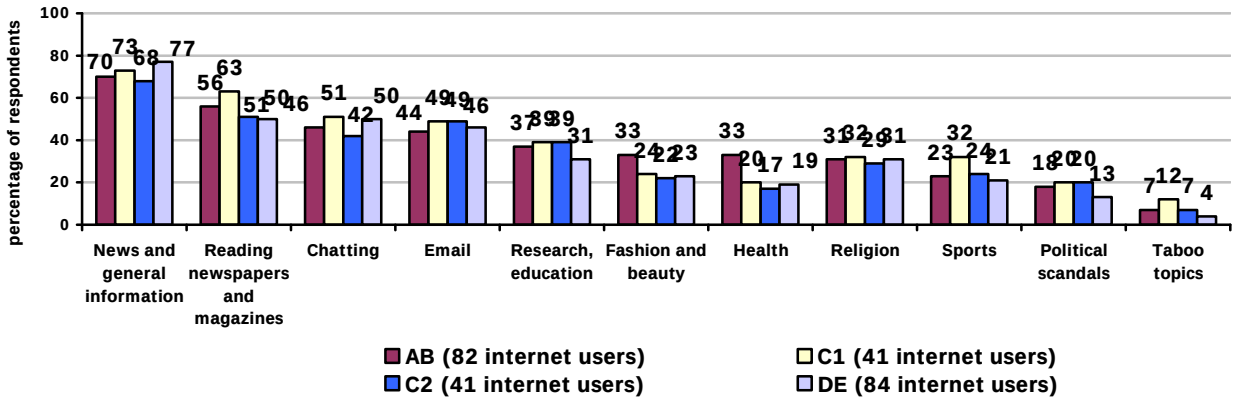
The younger age brackets use the internet for chatting more than the elder age brackets. On the other hand, the age bracket of 25-34 use the internet significantly for research and education compared to the age of 15-24 as presented in details in the following chart.

I.2.D. Reasons for using internet by age



The respondents among the AB socio-economic class check out the internet for health topics significantly more than the DE socio-economic class as presented in the following chart:

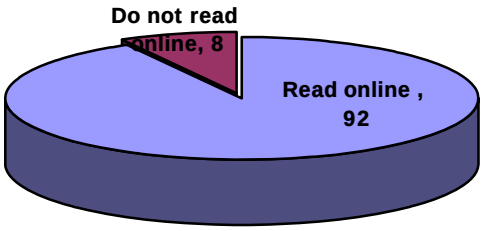
I.2.D. Reasons for using internet by Socio-economic class



E. Reading online:

Majority of the Syrian respondents who use the internet (248 respondents) read online as shown from the data presented.

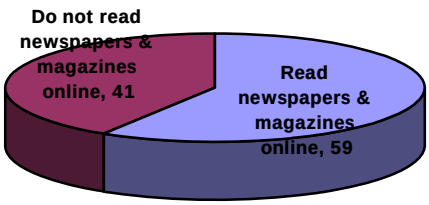
I.2.E. Reading online among internet users



F. Reading newspapers and magazines online:

Syrian respondents who read online, 229 respondents, are nearly equally split between those who read newspapers and magazines online and those who don't as presented in the following chart.

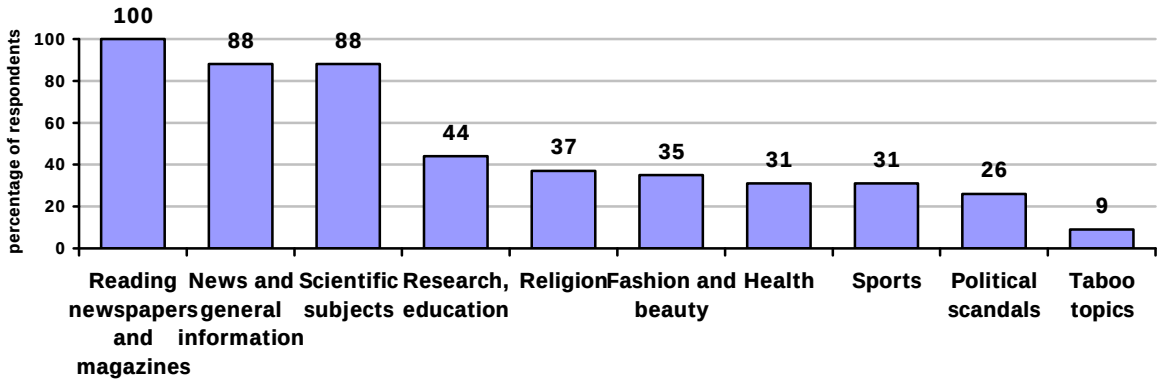
I.2.F. Internet users who read newspapers and magazines online



G. Topics of interest online:

Syrian respondents who read newspapers and magazines online (135 respondents); mainly check out newspapers and magazines as shown from the following chart.

I.2.F. Topics of interest to online readers



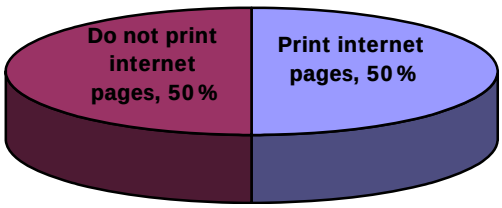
Other topics that Syrian readers who read newspapers and magazines online find interesting are news and general information, scientific subjects and research and education.

Females (51 readers of newspapers and magazines online) who read online prefer to read about fashion and beauty and health significantly compared to males (84 readers of newspapers and magazines online) with percentages 55% of females who read about fashion versus 23% of males who read about the same topic. Females who read about health online are 57% versus 16% of males who read about the same topic. On the other hand, males check sports news significantly compared to females with percentages 44% versus 10% respectively.

H. Printing internet pages:

Syrian readers who read newspapers and magazines online (135 respondents), are equally split between those who print internet pages from online and those who don't as presented in the following chart.

I.2.H. Printing Internet pages

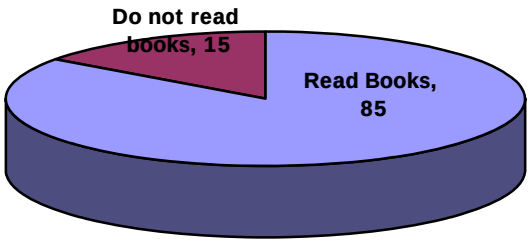


The data showed that males (84 respondents) print internet pages significantly more than females (51 respondents) with percentages 58% versus 35% respectively.

I. Reading Books:

Majority of Syrian readers who have read any type of newspapers, magazines, or books during the past 12 months (687 respondents), read books as presented in the following chart.

I.2.I. Reading Books

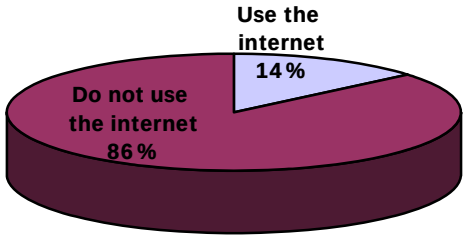


Syrian readers within the age of 15-24 (227 readers) read books significantly compared to the age of 25-34 (179 readers) with percentages 89% versus 82% respectively. Respondents within the socio-economic class AB (131 respondents) read books significantly compared to the DE class (307 respondents) with percentages 90% versus 82% respectively.

J. Non- readers Internet Usage:

Majority of Syrian non-readers (325 non-readers) do not use the internet as presented in the following chart.

I.2.J. Non-readers Internet Usage



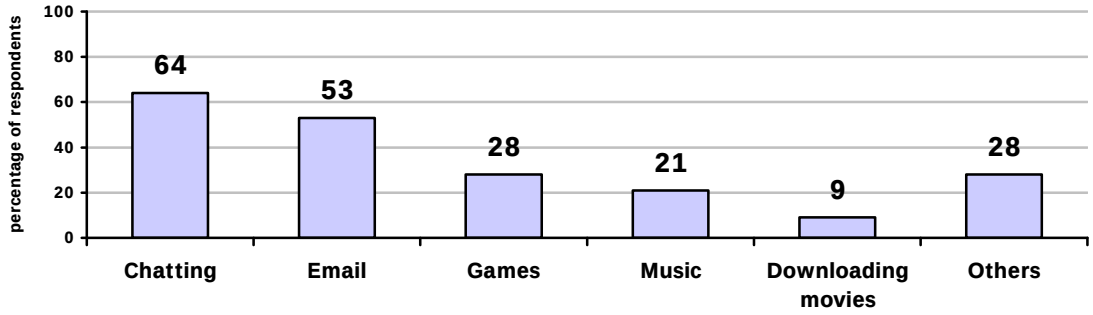
Syrian males (176 non-readers) do not use the internet significantly compared to females (149 non-readers) with percentages 20% versus 8% respectively. Respondents within the age of 15-24 (62 non-readers) do not use the internet significantly compared to other age brackets 25-34 (86 non-readers), 35-44 (71 non-readers), and 45-56 (106 non-readers) with percentages 31% versus 16%, 13%, and 5% respectively.

In addition to this, the socio-economic classes C1 (44 non-readers) do not use the internet significantly compared to C2 (60 non-readers) and DE socio-economic classes (192 non-readers) with percentages 32% versus 15% and 9% respectively.

K. Non- readers purpose for Internet Usage:

Syrian non-readers who use the internet (47 respondents) mainly use it for chatting and checking e-mails.

I.2.k. Non-readers Internet Usage

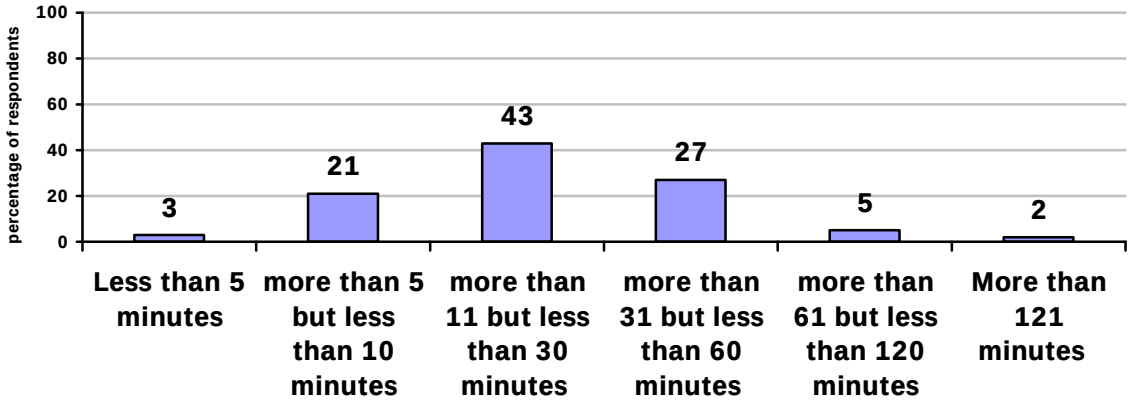


I.3. Frequency of Reading:

A. Frequency of reading newspapers and magazines:

Syrian respondents who read newspapers and magazines (645 respondents) read for an average of 30 minutes per day.

I.3.A. Time spent on reading newspapers and magazines

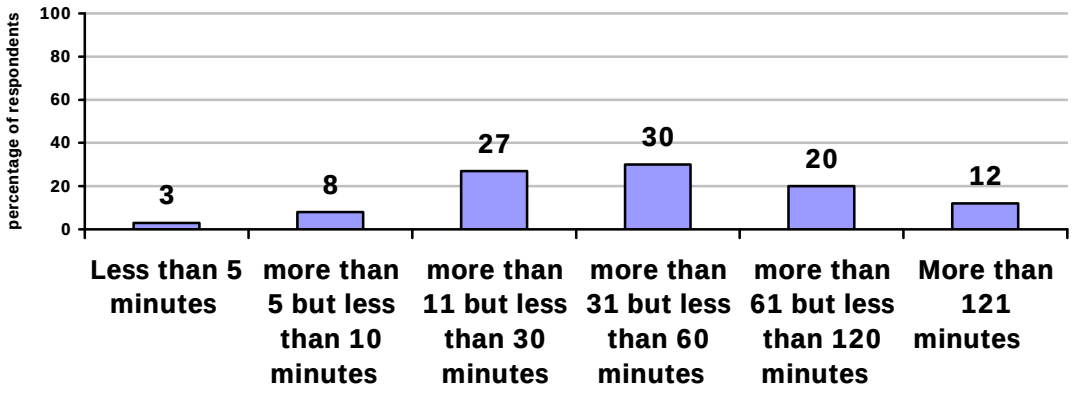


The younger age bracket 15-24 spend more time reading significantly compared to the age bracket of 45-56 as the age of 15-24 spend an average of 33 minutes reading printed newspapers and magazines versus 25 minutes per day for the age of 45-56. As for the difference socio-economic classes the socio-economic class AB spends more time reading printed newspapers and magazines compared to DE class as the AB class spends on average 33 minutes per day reading newspapers and magazines versus 27 minutes for DE class.

B. Time spent reading online:

Syrian readers who read newspapers or magazines online (135 respondents) mainly spent duration within 30 minutes to 60 minutes reading online as presented from the following data. Syrian readers spend on average 50 minutes per day reading online.

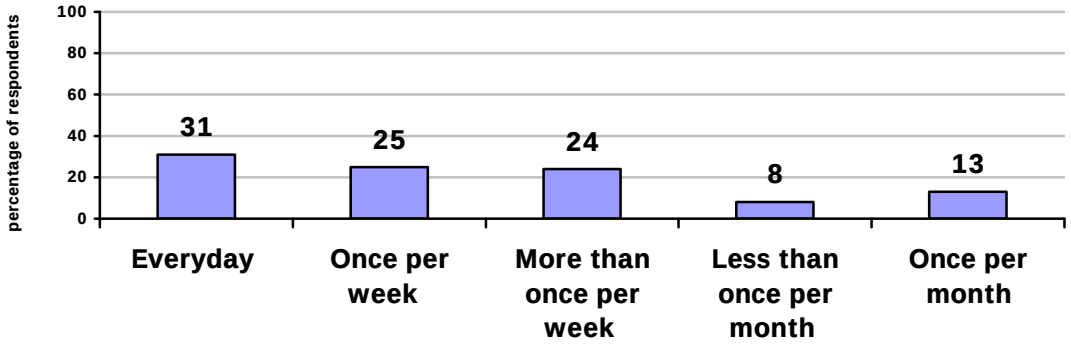
I.3.B. Time spent reading online



C. Frequency of reading books:

Syrian readers who read books (582 respondents) on average read books on duration of 13 days per month.

I.3.C. Frequency of reading books

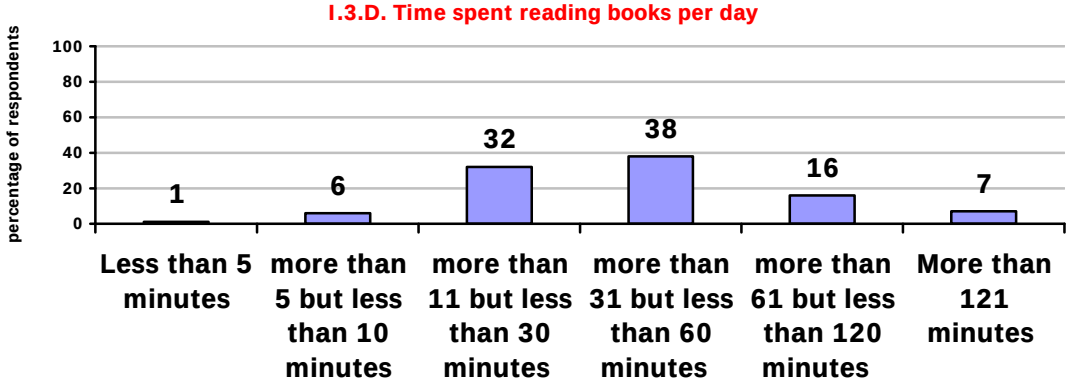


The data showed that males spend more time reading books significantly than females, as male book readers spend on average a duration of 14 days per month reading books versus females who spend duration of 12 days per months reading books.

D. Time spent reading books per day:

Syrian book readers (582 respondents) spend on average 48 minutes per day reading books.

I.3.D. Time spent reading books per day



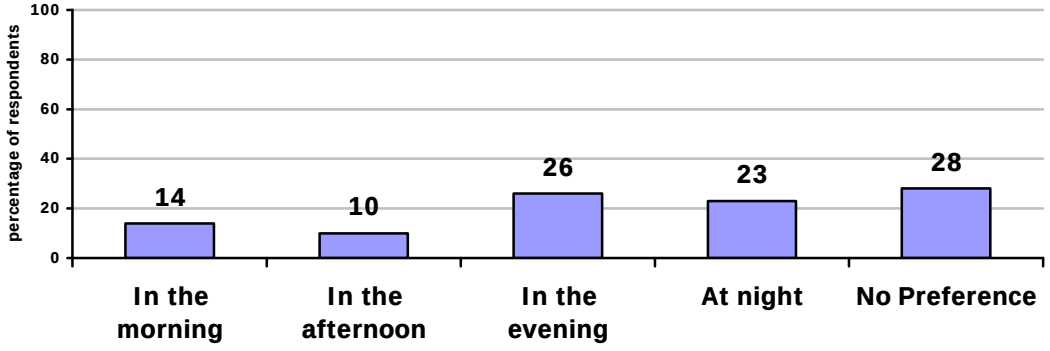
The younger age brackets 15-24 and 25-34 spend more time reading books per day compared to the respondents within the age of 45-56. Respondents within the age of 15-24 and 25-34 spend on average 54 minutes and 49 minutes per day reading books respectively versus respondents within the age of 45-56 who spend on average 40 minutes per day reading books.

Respondents among the AB and DE socio-economic classes spend on average more time reading books (54 minutes per day and 48 minutes per day respectively), compared to C1 class who spend on average 40 minutes per day reading books.

E. Time of the day for reading:

Majority of Syrian readers who have read any kind of magazines, newspapers, or books during the past 12 months prefer to read in the evening or at night.

I.3.E. Time of the day for reading



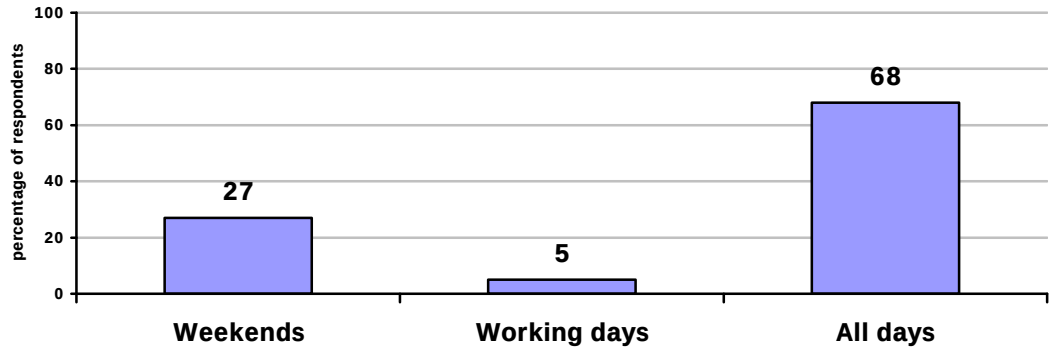
The data showed that males (328 readers) prefer to read in the morning more than females (359 readers) with percentages 61% and 38% respectively. Also males prefer to read in the evenings significantly compared to females with percentages 30% versus 22% respectively. On the other hand, females who do not have a certain preference for the time they read during the day are significant compared to males with percentages 33% versus 22% respectively.

Respondents within the age of 45-56 (144 readers) prefer to read in the morning significantly compared to respondents within the age of 15-24 (227 readers) with percentages 20% versus 10% respectively.

F. Days of the week for reading:

Syrian readers (687 respondents) prefer to read during all days.

I.3.F. Days of the week for reading

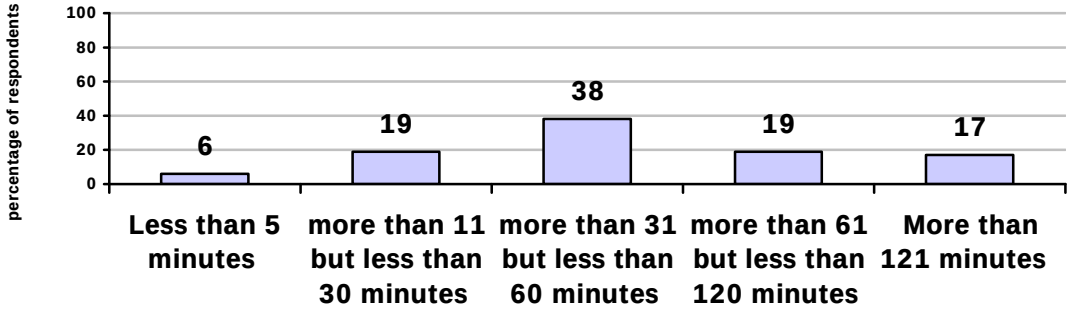


Syrian male readers (328 readers) prefer to read during weekends and weekdays significantly more than females (359 readers) with percentages 34% versus 21% and 9% versus 3% respectively. On the other hand, females prefer to read during all days significantly more than males with percentages 76% versus 58% respectively.

G. Non-readers time spent online:

Syrian non-readers who use the internet (47 respondents) spend on average 60 minutes per day online.

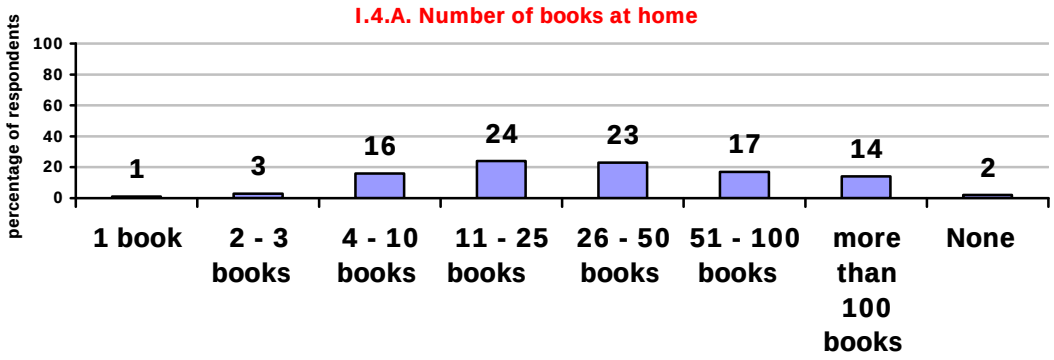
I.3.H. Non-readers time spent online



I.4. Location Issues

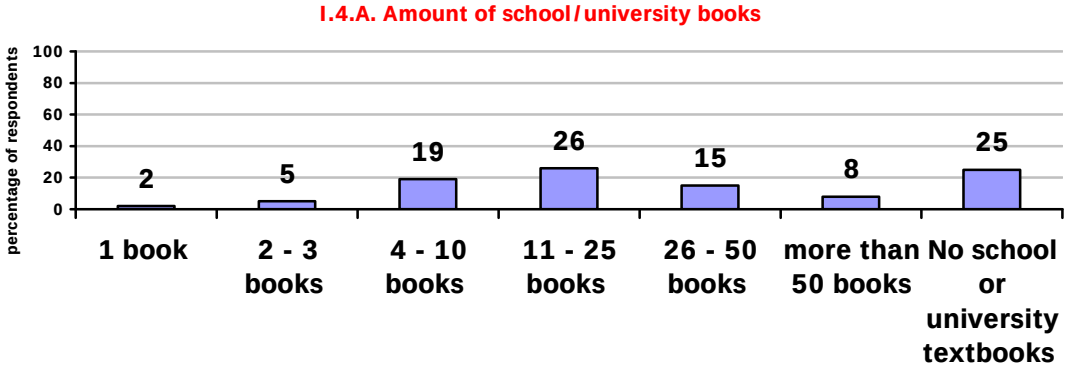
A. Number of books at home:

Syrian readers who have read any kid of newspapers, magazines, or books during the past 12 months (687 readers) keep on average 43 books at home.



The data shows that respondents within the age of 25-34 (keep on average 50 books at home) and 45-56 (keep on average 49 books at home) keep on average more books at home compared to respondents within the age of 15-24 (keep on average 41 books at home). The data also shows that the respondents among the AB socio-economic class (keep on average 55 books at home) keep on average more books compared to the C2 and DE classes (both keep on average 43 books per day).

Syrian respondents who keep books at home, 671 respondents, have on average 16 books from the books they own school or university books.



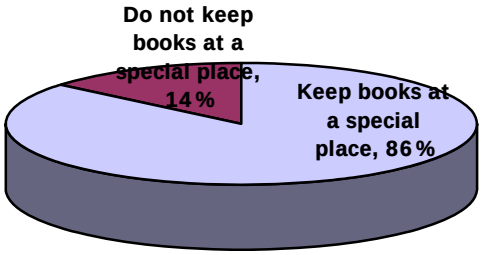
Respondents within the age of 25-34 keep on average more school/university books from the books they own compared to other age brackets. Respondents within the age of 25-34 have an average of 20 school/university books compared to the respondents within the age of 15-24 who keep on average 16 school or university books, respondents within the age of 35-44 keep on average 14 school/university books and finally respondents within the age of 45-56 keep an average of 15 school/university books.

As for the socio-economic class the AB class (keep on average 22 school/university books) keeps more school or university books from the books they own compared to C2 and DE classes (both classes keep on average 14 school/university books).

B. Keeping books at a special place:

Majority of Syrian readers, who keep books at home (671 respondents), keep books at a special place as presented in the following chart.

I.4.B. Keeping books in a special place

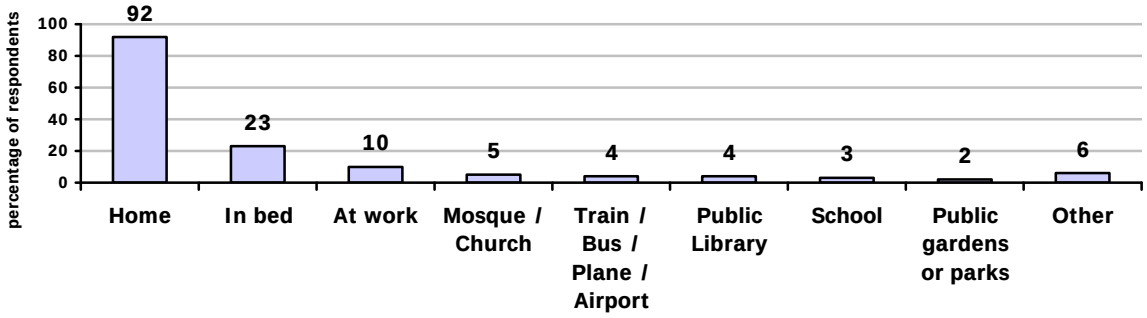


The data shows that respondents among the AB socio-economic class (118 respondents who have books at home) keeps significantly books at a special place at home compared to DE class (252 respondents who have books at home) with percentages 95% versus 85% respectively.

C. Favorite place of reading books:

Majority of Syrian readers (687 respondents) prefer to read at home as presented in the following chart.

I.4.C. Favorite Place of reading books



The data shows that females (359 readers) who read at home and in bed are significantly more than males (328 readers) who prefer to read at the same places with percentages 94% versus 89% and 27% versus 18% respectively. On the other hand, males who read at work are significantly more than females with percentages 17% versus 3% respectively.

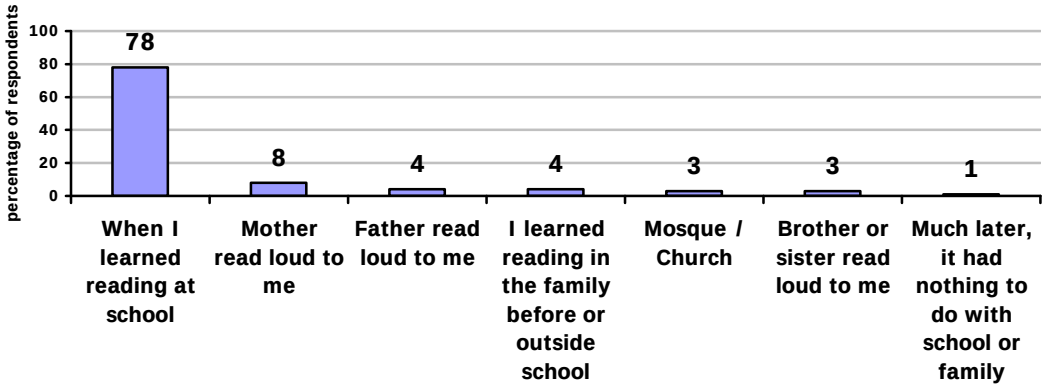
II. Reading Attitudes

II.1. Reasons for reading:

A. Being first exposed to reading:

Syrian readers (687 respondents) were first exposed to reading when they learned reading at school as specified 78% of the respondents.

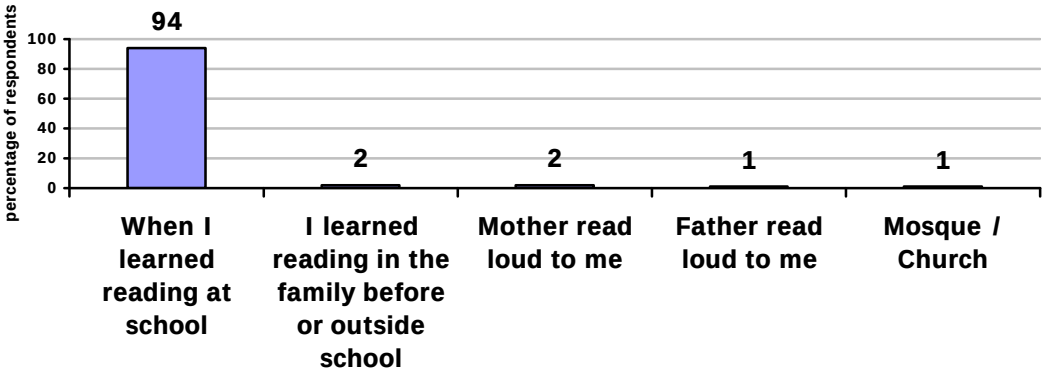
II.1.A. Being first exposed to reading



B. Started to learn reading:

Syrian readers (687 respondents) started to learn reading mainly at school as specified by 94% of the respondents and shown in the following chart.

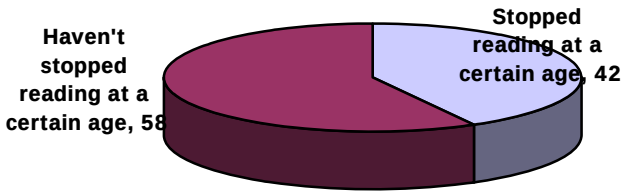
II.1.B. Started to learn reading



C. Stopped reading at a certain age:

Syrian readers (687 respondents) who have stopped reading at a certain age are 42% compared to 58% who haven't stopped reading at a certain age.

II.1.C. Stopped reading at a certain age



Females (359 readers) who have stopped reading at a certain age are significantly more than males (328 readers) with percentages 47% versus 35% respectively. Respondents within the older age brackets 25-34 (179 readers), 35-44 (137 readers), and 45-56 (144 readers) who have stopped reading a certain age are significantly more than the respondents within the age of 15-24 (227 readers) with percentages 50%, 42%, and 49% versus 30%

respectively. Finally, respondents among the C1 socio-economic class (106 readers) have significantly stopped reading at a certain age compared to C2 (143 readers) and DE (307 readers) classes with percentages 52% versus 38% and 39% respectively.

D. Age Respondents stopped reading at:

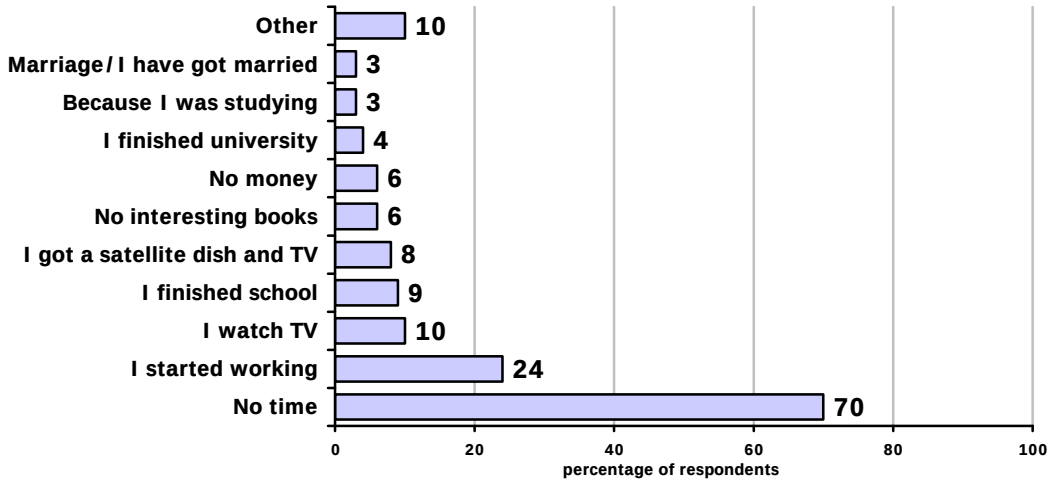
Syrian readers who have changed their reading rates (285 respondents) have mainly stopped or decreased reading at the age of 17 to 30 as presented in the following table.

Age respondents stopped reading at	Percentage of respondents
Less than 15 years	5
around age 15-16	8
around age 17-18	**19**
around age 19-25	**34**
around age 26-30	**16**
around age 31-35	8
around age 36-40	5
around age 41-50	2
around age 51 or older	2

E. Reasons for stopping to read:

Syrian readers who have stopped reading at a certain age, 285 respondents, mainly have stopped reading because they have no time any more to read. The previously presented data also showed that the age that respondents have stopped reading at is from 17 to 30 which is the age that people finish school at and start their careers or start building a family thus the respondents have limited time for reading.

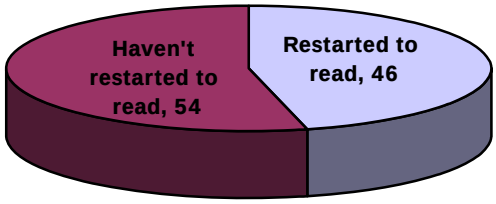
II.1.E. Reasons for stopping to read



F. Restarting to read:

Syrian readers (687 respondents) are nearly equally split between those who have increased or restarted reading at a certain age and those who haven't as presented in the following chart.

II.1.F. Restarting to read



Respondents within the age bracket of 25-34 (179 readers) have increased or restarted reading at a certain age significantly compared to the age of 15-24 (227 readers), 34-44 (137 readers) and 45-56 (144 readers) with percentages 56% versus 44%, 39% and 42% respectively.

G. Age re-started/increased to read:

Syrian readers who have re-started or increased reading at a certain age (315 respondents) have mainly restarted reading at the age of 19 to 25 as shown in the following table.

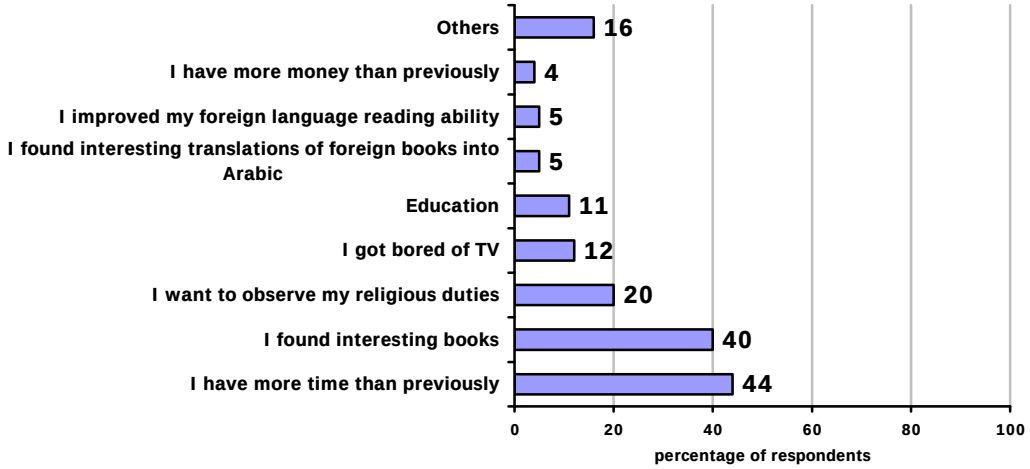
Age restarted reading at	Percentage of respondents
Less than 15 years	2
around age 15-16	7
around age 17-18	16
around age 19-25	**36**
around age 26-30	20
around age 31-35	9
around age 36-40	4
around age 41-50	4
around age 51 or older	2

Females (160 readers who have restarted reading at a certain age) who have restarted reading at the age of 31-35 are significantly more than males (155 readers who have restarted reading at a certain age) who have restarted reading at the same age with percentages 12% versus 5% respectively. Respondents among the C1 (49 respondents), C2 (61 respondents) and DE (142 respondents) classes have significantly restarted reading at the age of 26-30 compared to respondents among the AB class (63 respondents) with percentages 25%, 23%, and 22% versus 10% respectively.

H. Reasons for restarting to read:

Syrian respondents who have restarted or increased reading at a certain age (315 respondents) have mainly restarted reading because they have more time than previously and they found more interesting books to read.

II.1.H. Reasons for restarting to read



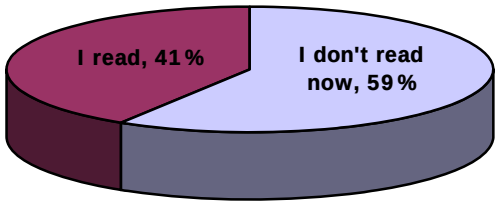
The data showed that females (160 respondents) who have read more than previously because they currently have more time are significant than males (155 respondents) who have restarted reading for the same reason with percentages 51% and 36% respectively.

The elder age bracket 45-56 (60 respondents) have restarted or increased reading because they want to observe more their religious duties significantly compared to respondents within the age of 15-24 (101 respondents) and 25-34 (100 respondents) with percentages 42%, 8% and 15% respectively. Respondents within the age of 25-34, 35-44 (54 respondents) and 45-56 have significantly restarted reading because they have more time than previously compared to respondents within the age of 15-24 who have restarted reading for the same reason with percentages 50%, 48%, and 53% versus 29% respectively.

I. Current readings:

Among Syrian respondents who read books (582 respondents), 41% are currently reading books as presented in the following chart.

II.1.I. Current Readings



Respondents within the age of 25-34 (147 book readers), 35-44 (113 book readers), and 45-56 (119 book readers) are currently reading significantly more than the respondents within the age of 15-24 (203 book readers) with percentages 59%, 65%, and 65% versus 46% respectively.

Syrian readers who are currently reading books, 330 respondents, are mainly reading Riyad El Saleheen (The path of the good fellows) as mentioned by 3% of the respondents. It is also noticeable that Syrian readers who are currently reading are focused on religious books and authors as presented in the following tables:

Book Title	Percentage of respondents
Reyad El Saleheen (The path of the good fellows)	2.7
El Quraan El Karim (The Holy Quraan)	1.5
Saheeh El Boukharee	1.5
Keset El Rasoul (The Prophet's Story)	1.2
Tafseer El Quraan (The Quraan Explanation)	1.2
El Seera El Nabaweya (The Prophet's Path)	1.2
Regal Hawle El Rasoul (The Prophet's Colleagues)	1.2
La Tahzan (Don't be Sad)	0.9
Ashaar Nezar Kabanee (Nezar Kabanee's Poems)	0.6
El Ayam (The Days)	0.6
El Fekh El Deenee (The Religious Trap)	0.6
El Bater	0.6
El Salah	0.6
El Akle Foe El Atefa (Food before Passion)	0.6
Nahge El Balagha (The path of the Art of Speech)	0.6
Sharh El Ahadees El Nabaweyah (Explanation of the Prophet's Wordings)	0.6
El Entesarat El Mouzhela (Amazing Victories)	0.6
Sharh Nahg El Balagha (Explanation of the path of the Art of Speech)	0.6
Moukhtar El Sahah	0.6
Fath El Rebany (The Opening of God)	0.6
Fawda El Hawas (The senses Corruption)	0.6
Hayaat El Sahaba (The Prophet's Companions Life)	0.6
Don't Remember	1.5

As for the authors, Syrian readers prefer to read for Al Emam Al Noudy as presented in the following table:

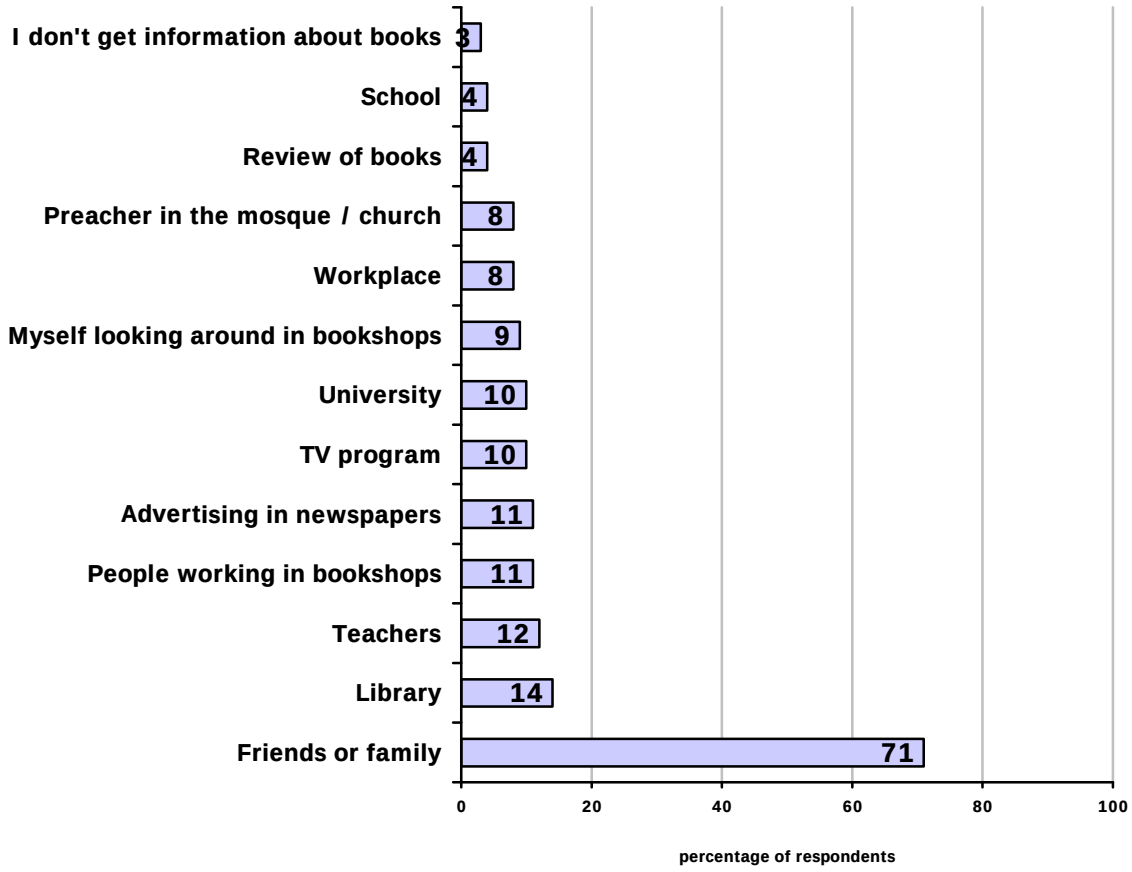
The Author	The percentage of respondents
Al Emam Al- Noudy	1.5
Aaes Elkarny	1.5
Aby Kasser	1.2
Amr Khaled	1.2
Ahlam Mshghatmy	1.2
Abn Kayn AL-Gozeh	1.2
Nezar kabany	1.2
Ehsan Abd El kodos	1.2
Gobran Khalil Gobran	0.9
Gabryal Garsya Markis	0.9
Hanna Minaa	0.9
Abd Alla Serag El Din	0.9
El Emam Aby Zakarya	0.9
Paolo Coelo	0.9

El Emam El Shafei	0.9
Taha Hussein	0.6
Ramadan Elbatay	0.6
Youssef Elsabaey	0.6
El Sherief El Raady	0.6
Mohamed Adel Azabay Elkelany	0.6
Abo Hamad El Ghazaly	0.6
Ibrahiam El Feaky	0.6
Abd El Kadar El Hayarany	0.6
Said El Booty	0.6
Khaled Mohamed Khaled	0.6
Karlon Wilsan	0.6
Dr. Hassan Shams Basha	0.6
Abd El Wahab El Shaarawy	0.6
Tarek Sweedan	0.6
Don't Remember	20.9

J. Information about interesting books:

Syrian readers who read books (582 respondents) mainly get information about interesting books from their friends and family members as presented in the following chart.

II.1.J. Information about interesting books



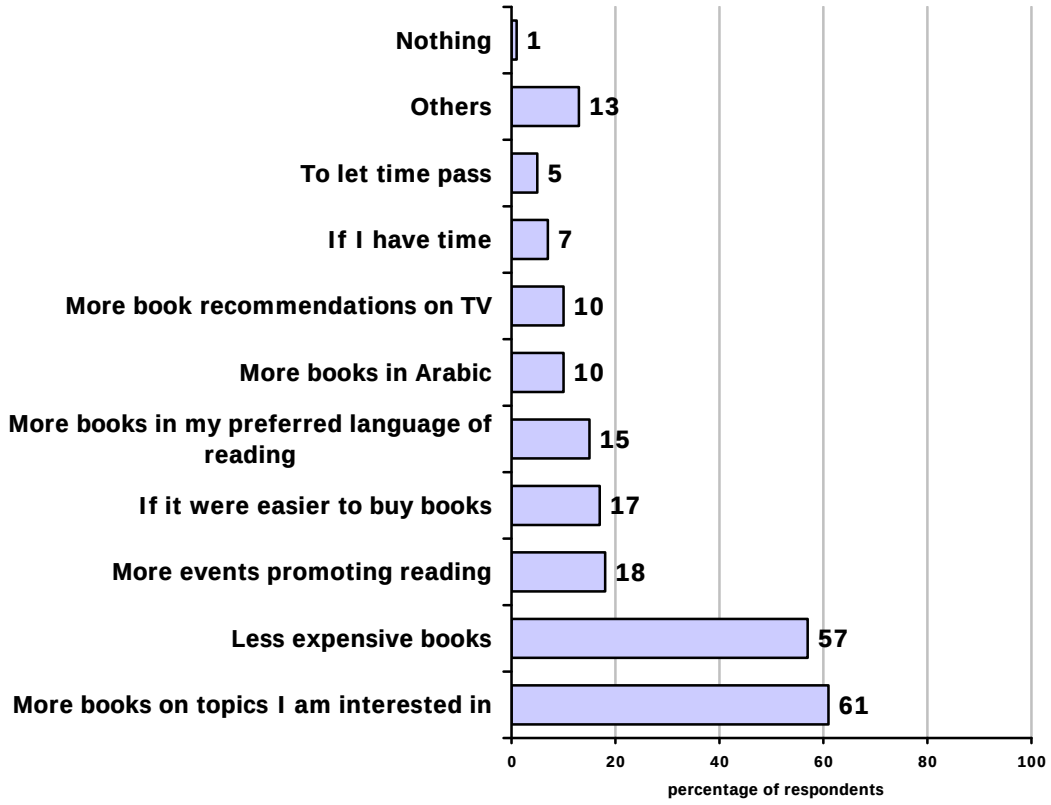
Females (308 book readers) who get information about interesting books from family and friends are significantly more than males (274 book readers) who information about

interesting books in the same way with percentages 74% versus 66% respectively. On the other hand, males get information about interesting books through people working in bookshops significantly more than females with percentages 18% versus 4% respectively. Also, males seek information from their workplace and the internet significantly more than females with percentages 11% versus 6% and 3% versus 0% respectively.

K. Reading Trigger:

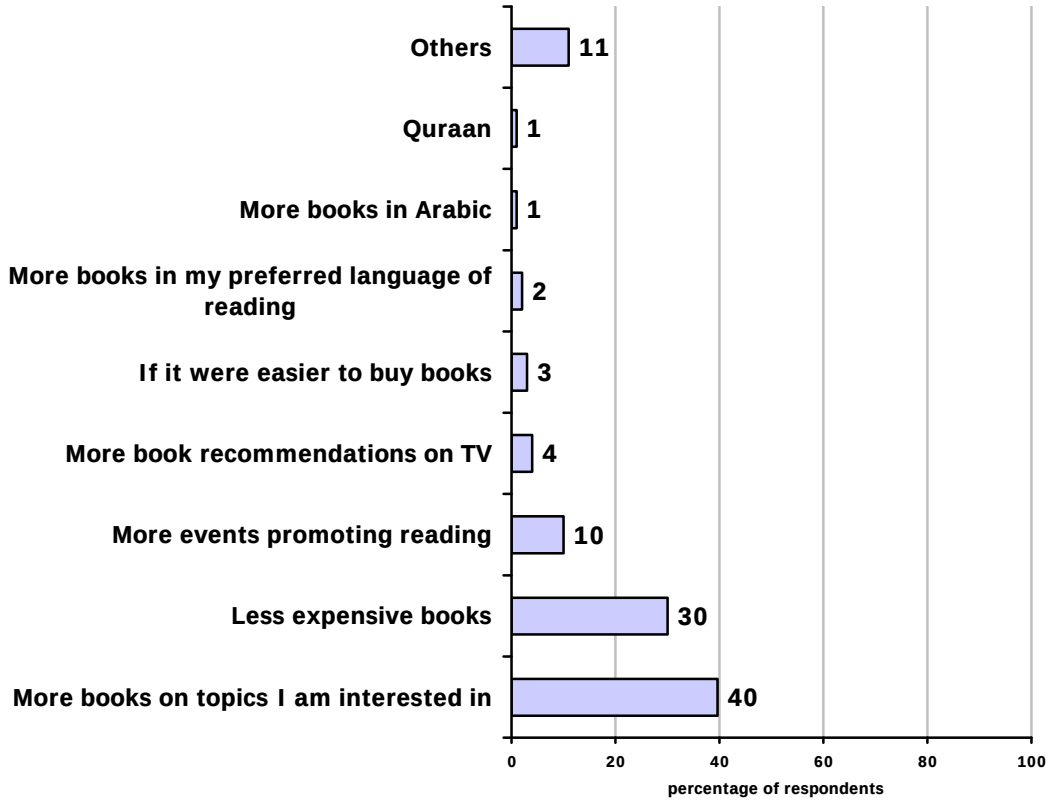
Syrian non readers (325 respondents) will be willing to read if they found books in the topics they are interested in and if they found less expensive books as presented in the following chart.

II.1.K.a. Reading Trigger among non-readers



The data showed that when Syrian non-readers chose one factor that would trigger them to read more they mainly chose having more topics they are interested in as presented in the following chart.

I I.1.K.b. Single Reading Trigger among non-readers

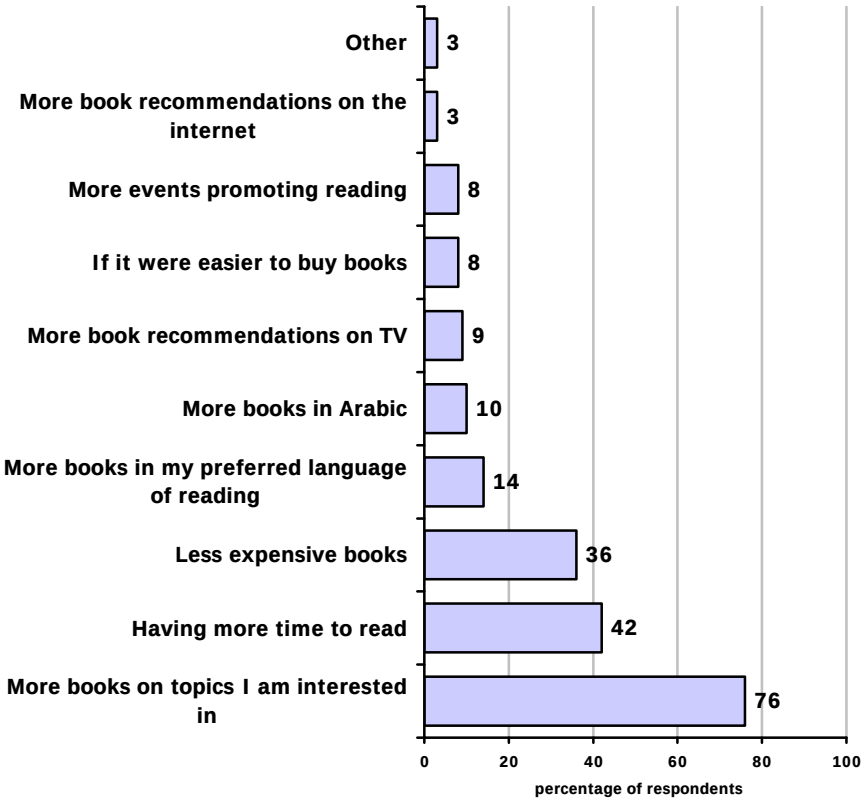


Males (62 respondents) would be triggered to read more books if there were less expensive books available compared to females (35 respondents) with percentages 36% versus 24% respectively. On the other hand, finding more interesting topics to read about would trigger females to read significantly more than males with percentages 48% versus 32% respectively.

The younger age bracket 15-24 (59 respondents) would be triggered to read if there were more events to promote reading significantly compared to respondents within the age of 35-44 (71 respondents) with percentages 17% versus 4% respectively.

As for Syrian readers, who have been reading any kid of newspapers, magazines, or book within the past 12 months (687 respondents), they would be triggered to read more they found more books on the topics they are interested in as presented in the following chart.

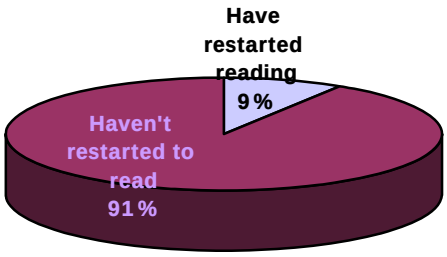
II.1.K.c. Reading Trigger among Readers



L. Increased/ Restarted reading at a certain age:

Among Syrian non-readers who have been readers before (271 respondents) majority haven't restarted or increased reading at a certain age as specified from the following chart.

II.1.L. Increased/ restarted reading at a certain age

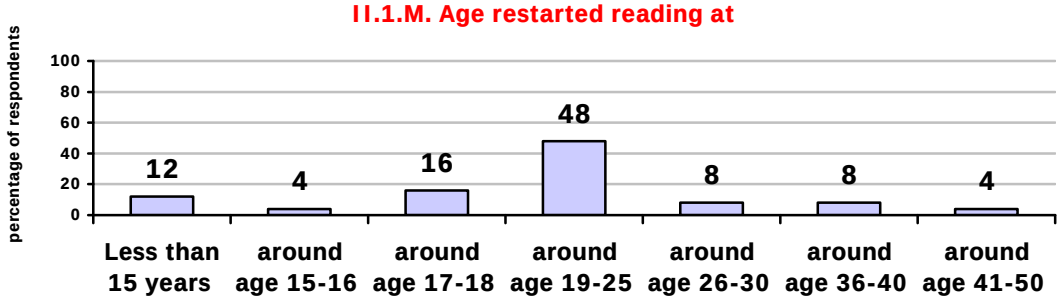


The data shows that respondents living in urban areas (147 respondents) have increased or restarted reading at a certain age significantly more than respondents living in rural areas (124 respondents) with percentages 14% versus 4% respectively.

M. Age restarted reading at:

Among Syrian non-readers who have restarted reading (25 respondents), they mainly restarted to read at the age of 19 to 25 as presented in the following chart.

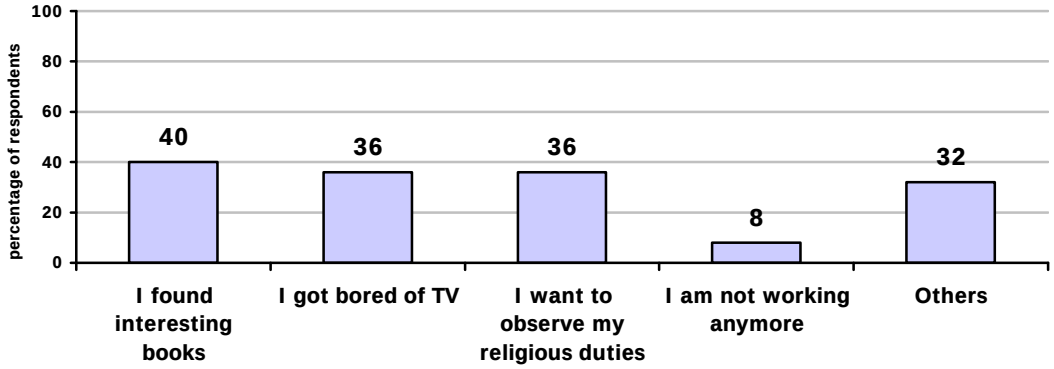
II.1.M. Age restarted reading at



N. Reason for restarting to read at a certain age:

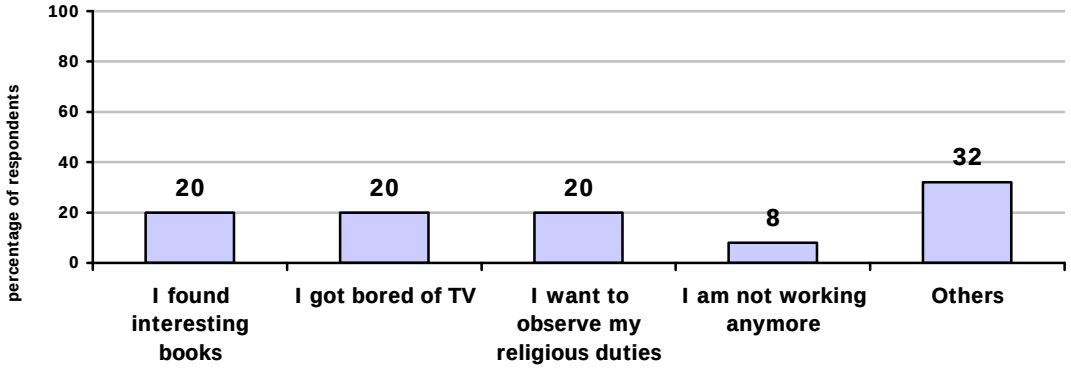
Syrian non-readers, who got interested in restarting to read (25 respondents), restarted reading because they found more interesting book to read as presented in the following chart.

II.1.N.Reasons for Restarting to read



When Syrian non-readers were asked to choose the single main factor that triggered them to restart reading, respondents were split among 3 main reasons which are; finding more interesting books to read, getting bored of television, and observing their religious duties as presented in the chart.

II.1.N.Reasons for Restarting to read

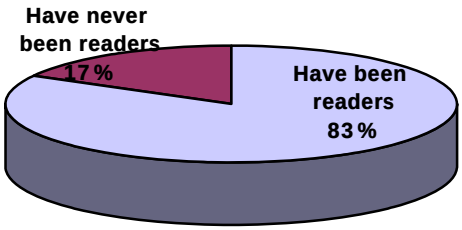


II.2. Representation of reading:

A. Ever Being a Reader:

Majority of Syrian non-readers, 325 respondents, have been readers before.

II.2.A. Ever being a reader

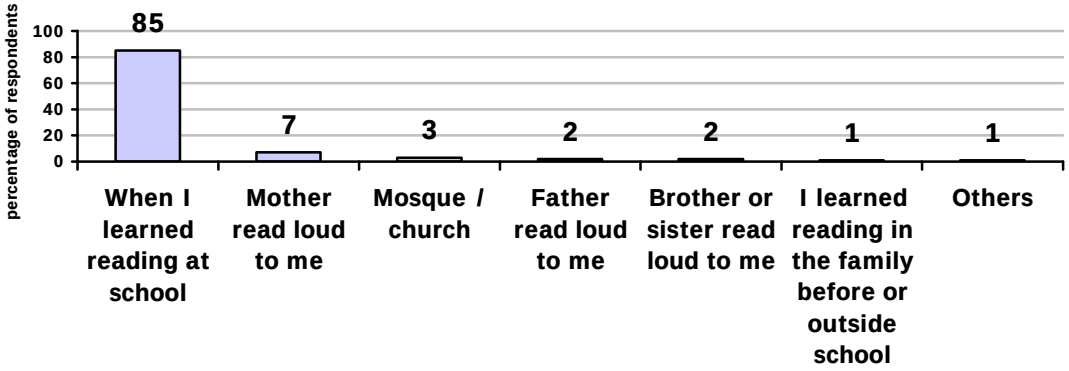


Female (149 respondents) non-readers who have been readers before are significantly more than males (176 non- readers) with percentages 89% versus 78% respectively. Respondents living in urban areas (165 respondents) who have been readers are significantly more than respondents living in rural areas (160 respondents) with percentages 89% versus 78% respectively.

B. First time exposed to reading:

Syrian non-readers who have been readers before (271 respondents), first got exposed to reading when learned reading at as presented in the chart.

II.2. B. First exposed to reading

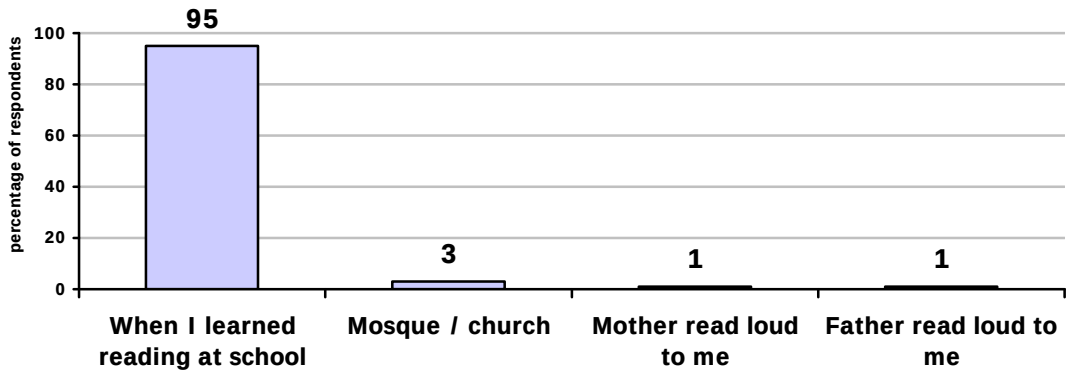


School is a main place for getting exposed to reading among respondents living in rural areas (124 respondents) significantly more than respondents living in urban areas (147 respondents) with percentages 92% versus 78% respectively.

C. Learning to read:

Syrian non-readers who used to be readers before (271 respondents) were taught to read mainly at school.

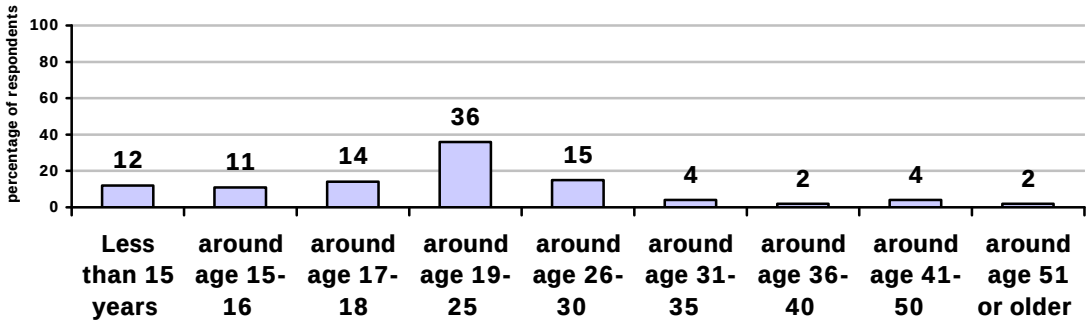
II.2. C. Learning to read



D. Age non-readers who used to read stopped reading at:

The following chart shows that Syrian non-readers who used to read (271 respondents) have stopped reading within the age of 19-25 as specified by 36% of the respondents.

II.2.D. Age non-readers have stopped to read

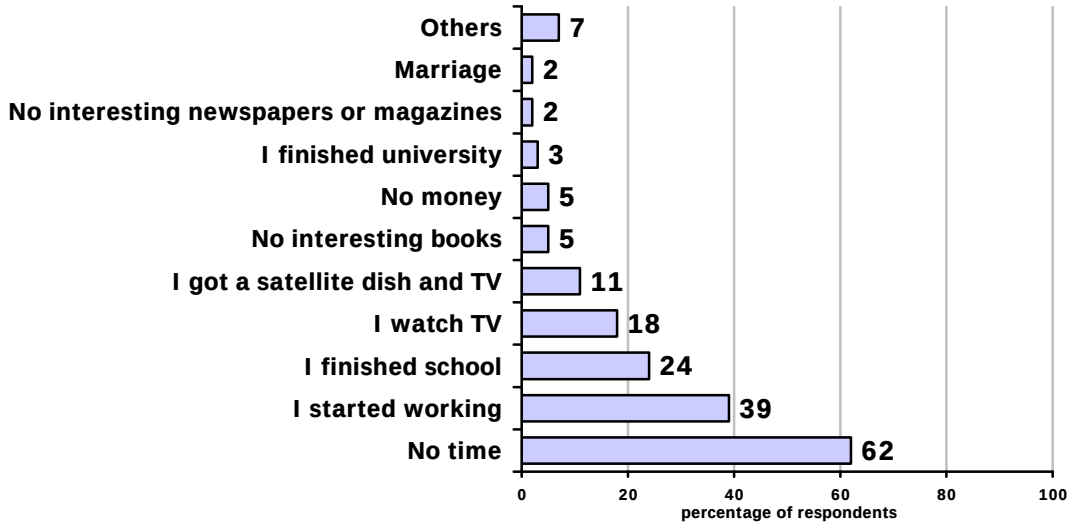


The data shows that the C1 socio-economic class (39 respondents) has stopped reading at a significantly older age compared to C2 (49 respondents) and DE (158 respondents) classes. Respondents among the C1 socio-economic class have stopped reading at the age of 26 significantly compared to the respondents among the C2 and DE socio-economic classes who on average stopped reading at the age of 22.

E. Reasons for stopping to read:

Syrian non-readers who used to read (271 respondents) have stopped reading mainly because they have no more time to read.

II.2.E.Reasons for stopping to read



Males (138 respondents) who have stopped reading because they started work are significantly more than females (133 respondents) who have stopped reading for the same reason with percentages 57% versus 20% respectively. On the other hand, females (4%) have significantly stopped reading because they got married compared to males who haven't mentioned this reason for not reading any more.

The younger age brackets 15- 24 (49 respondents) and 25-34 (76 respondents) have stopped reading because they started watching TV significantly compared to respondents within the age of 35-44 (60 respondents) who stopped reading for the same reason with percentages 25% and 25% versus 7% respectively.

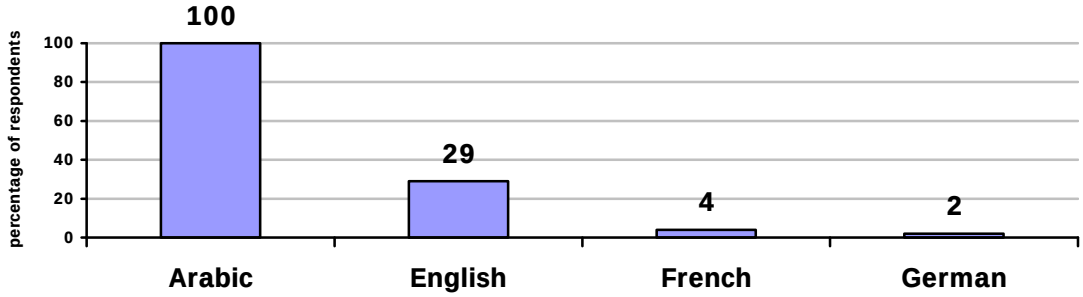
Respondents living in urban areas (147 respondents) who have stopped reading due to the limitation of time are significantly more than respondents living in rural areas (124 respondents) who stopped reading for the same reason with percentages 68% versus 54% respectively. On the other hand, respondents living in rural areas have stopped or decreased reading because they depended more on satellite channels significantly more than respondents living in urban areas with percentages 19% versus 5% respectively.

II.3 Representation of languages

A. Languages of Reading newspapers and magazines:

The data showed that Syrian readers of newspapers and magazines (645 respondents) mainly read it in Arabic as presented in the following chart.

II.3.A. Languages of reading newspapers and magazines



Males (304 readers of newspapers and magazines) prefer to read newspapers and magazines in English significantly more than females (341 readers of newspapers and magazines) with percentages 39% versus 20% respectively.

The younger age brackets 15-24 and 25-34 prefer to read newspapers and magazines in English significantly more than elder age brackets 35-44 and 45-56 as shown from the percentages presented in the following table:

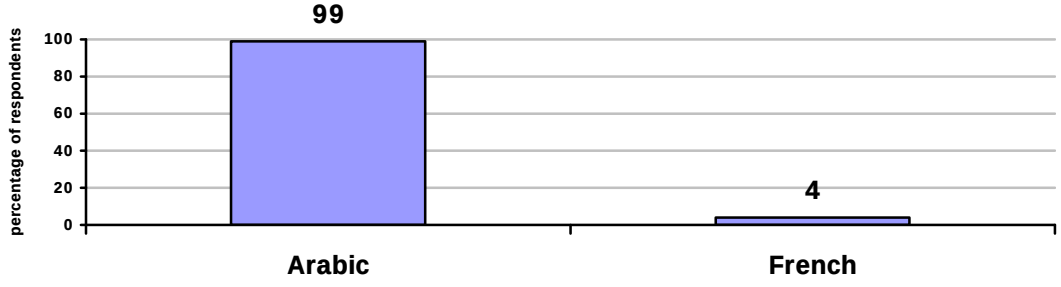
	Percentage of respondents who read in English
15-24 (204 readers of newspapers and magazines)	34%
25-34 (170 readers of newspapers and magazines)	35%
35-44 (134 readers of newspapers and magazines)	22%
45-56 (137 readers of newspapers and magazines)	20%

Finally respondents among the AB (125 readers of newspapers and magazines) and C1 (99 readers of newspapers and magazines) socio-economic classes read newspapers and magazines in English significantly more than respondents among the DE class (281 readers of newspapers and magazines) with percentages 37% and 33% versus 23% respectively.

B. Language preferred for reading newspapers and magazines:

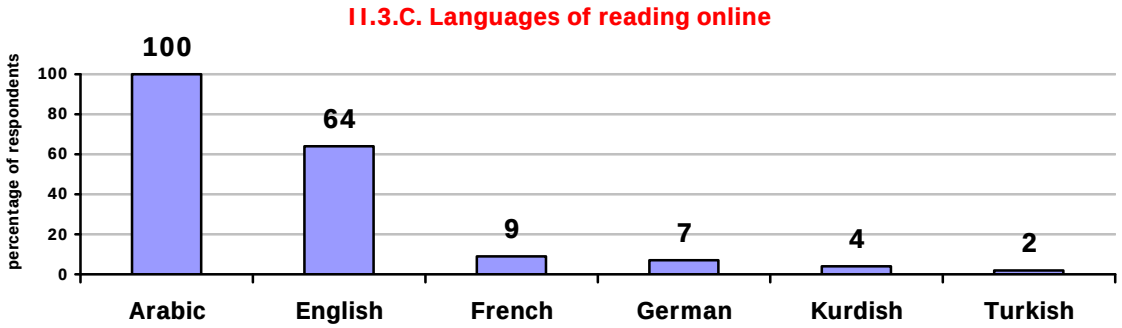
When Syrian readers of newspapers and magazines were asked to rank the top 3 preferred languages to read newspapers and magazines with 99% ranked that Arabic language as their first preferred choice while 4% ranked the English language as their first preferred language as presented in the following chart.

II.3.B. Ranking of Languages of reading newspapers and magazines

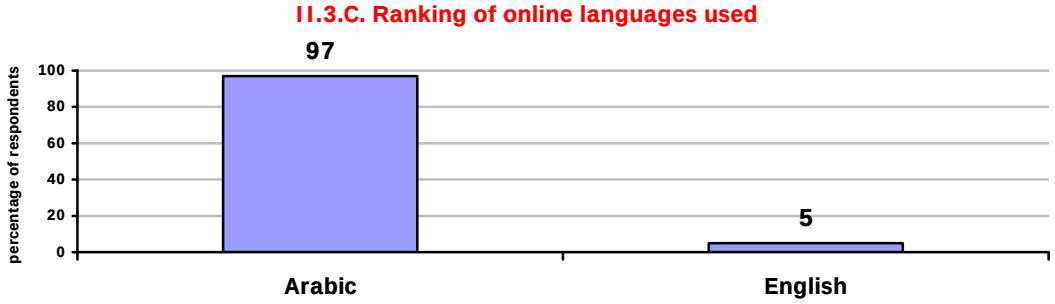


C. Language of reading online:

Syrian respondents who read newspapers and magazines online (135 respondents) mainly read online in the Arabic language as presented in the following chart.



In addition to this when the Syrian respondents were asked to rank the top 3 languages they use when reading newspapers or magazines online the Arabic language came as the first rank as presented in the following chart.

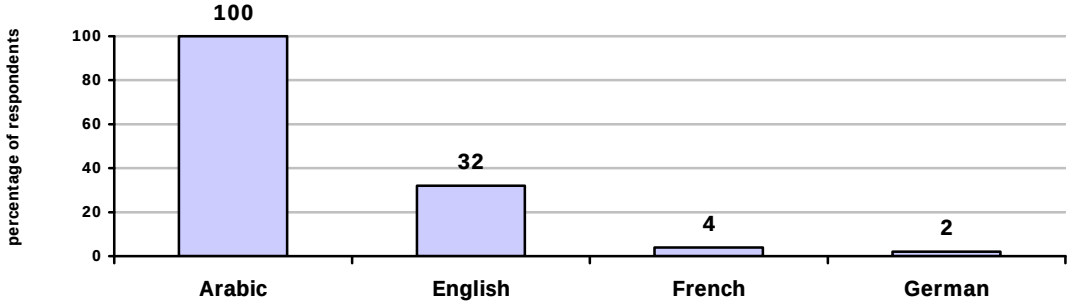


The preference of Arabic language is among different genders, age brackets, socio-economic classes and urban and rural residents. There isn't any significant difference between these different splits in the language preference.

D. Language Syrian people read in regularly:

Syrian readers (687 respondents), generally prefer to read in the Arabic language and this is the language they read regularly in whether they are reading newspapers, magazines, or books as presented in the following chart.

II.3.D. Preferred langauge while reading

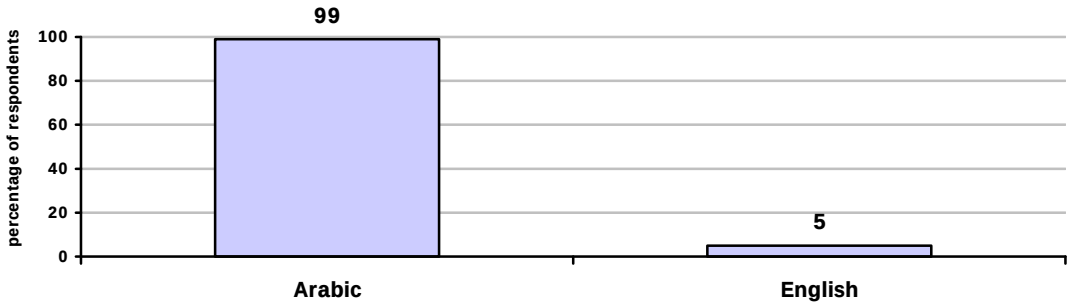


Syrian readers among all splits prefer to read in the Arabic language without any significant difference between the different splits.

As for the English language, males (328 readers) prefer to generally read in the English language significantly more than females (359 readers) with percentages 41% versus 25% respectively. Respondents within the age brackets, 15-24 (227 readers) and 25-34 (179 readers) generally read in English significantly more than respondents within the elder age brackets 35-44 (137 readers) and 45-56 (144 readers) with percentages 41% and 39% versus 23% and 20% respectively. Finally, respondents among the AB socio-economic class read significantly in English compared to respondents among the DE class with percentages 43% versus 26% respectively.

When Syrian readers were asked to rank the top 3 languages that they generally prefer to read in the Arabic language was ranked first by the majority of respondents as presented in the following chart.

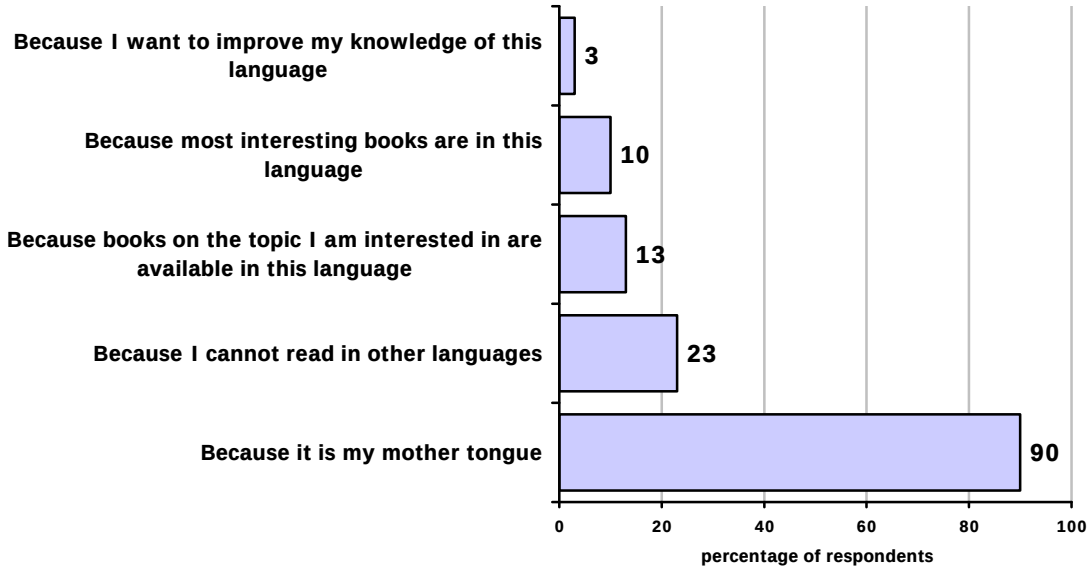
II.3.D. Ranking of the Preferred langauge while reading



E. Reasons for language preference:

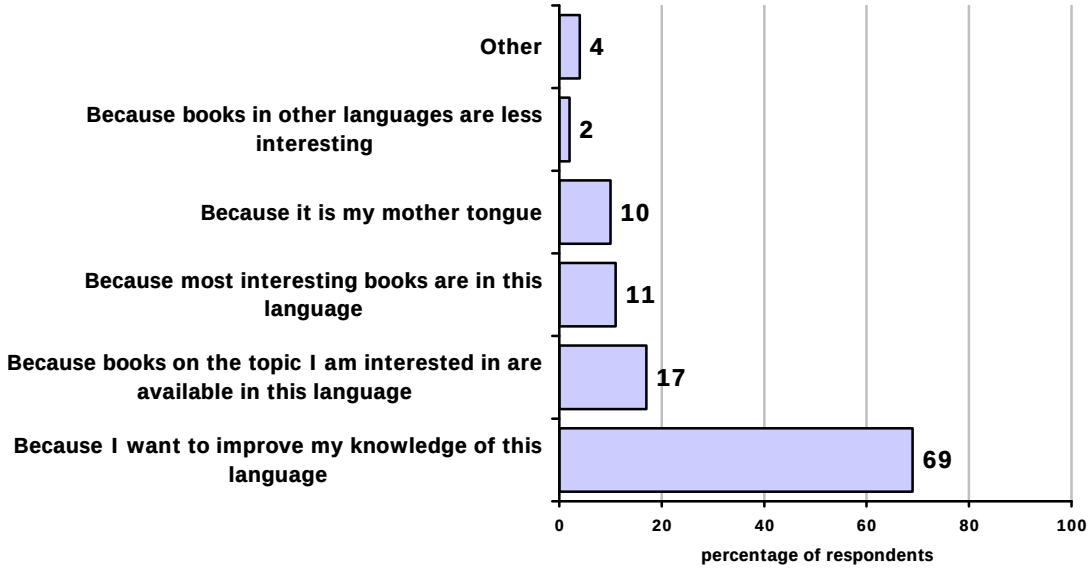
Syrian readers (687 respondents) prefer to read in the Arabic language because it is their mother tongue language as presented in the following chart.

II.3.E. Reasons for language preference



On the other hand, Syrian readers who prefer to read in other languages (233 respondents) such as the English language which is mainly the Syrian readers second preferred language because they want to improve their knowledge of this language.

II.3.E. Reasons for language preference



F. Percentage of books read versus its language:

Syrian readers mainly read in the Arabic languages. Majority of Syrian readers who read books (582 respondents) have read from 91% to 100% of their books in the Arabic language as specified by 64% of the respondents and as presented in details in the following table:

	Percentage of respondents who read Arabic books	Percentage of respondents who read English books	Percentage of respondents who read French books
Number of respondents who read books in this language	**528**	**207**	**28**
1%-10%	0%	36%	57%
11%-20%	1%	21%	21%
21%-30%	1%	26%	18%
31%-40%	0%	8%	0%
41%-50%	3%	4%	4%
51%-60%	3%	1%	0%
61%-70%	6%	2%	0%
71%-80%	12%	2%	0%
81%-90%	10%	1%	0%
91%-100%	64%	0%	0%

Females who read book have read on average more books in the Arabic language compared to males. Females have read around 89% of the books they read in Arabic compared to males who have read around 83% of their books in Arabic.

The elder age brackets have read books in the Arabic language more than respondents in the younger age brackets. Respondents within the age of 35-44 and 45-56 have read on average 88% and 91% of their books in Arabic respectively compared to 83% of the books the respondents within the age of 15-34 have read in the Arabic language.

Finally, respondents among the DE social class have read more books in the Arabic language compared to respondents among the AB social class with percentages 88% of books versus 82% of books respectively.

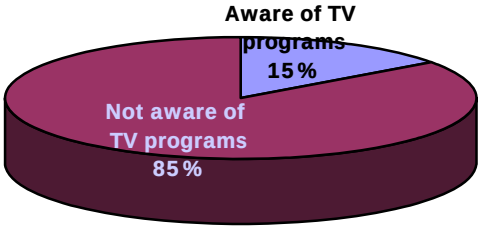
III. Accessing Books

III.1 Information and documentation channels:

A. TV programs Awareness:

Majority of the Syrian readers (687 respondents who have read any type of newspapers, magazines, or books during the past 12 months) do not know any TV programs that present books as shown in the following chart.

III.1.A. TV programs awareness



Respondents among the age bracket of 25-34 (179 readers) and 45-56 (144 readers) who know TV programs that present books are significantly more than respondents with the age of 15-24 (227 readers) who know TV programs that present books with percentages 17% and 19% versus 11% respectively. In addition to this, respondents within the AB social class

(131 readers) know programs that present books significantly more than respondents among the DE social class (307 readers) with percentages 21% versus 11% respectively.

B. Programs Aware of:

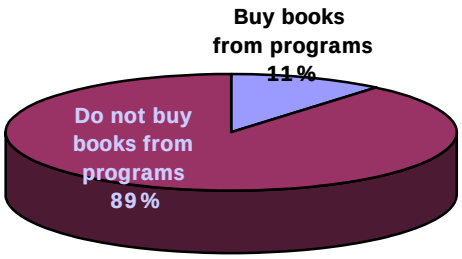
Syrian readers who know TV programs that present books, 100 respondents, mentioned the following programs and presenters as their favorite.

TV Channel	TV program	Presenter	Percentage of respondents
El Jazeerah	Khier El Jalees	Torky El-Dakhil	12
El Manar	Khier El Jalees	Don't Remember	10
Syria	Khier El Jalees	Anas Azak	9
Syria	Elesdarat	Don't Remember	4
El Nas	Don't Remember	Don't Remember	3
Resalah or El Nagah	Tareek El Nagah	Tarek Swidan or Ibrahim Al-Fekh	3
El Sharkah	Waed El Haak	Omar Abd-El Kafy	2
Future Television	Alam El Sabah	Gheda Magzoub	2
El Nas	Fadfada	Mahmoud Al Masry	2
El Nagah	Moftah El Nagah	Ibrahim Al-Fekh	2
El Resalah	Dawah Ela El Thakafah	Amr Khaled	2
Iqraa	El Mezan	Al-Habib Ali	2
MBC2 or MBC4	Operah	Operah Winfery	2
El Nas	Fadfada	Salem Abou El Fetouh or Mahmoud Al Masry	2
Syria	El Magalh El Thkafia	Haiam Abou Samra	2
Iqraa or El Nagah	Sonet El Nagah	Tarek Swidan	2
Iqraa or El Resallah	Dawah Ela El Tanfos	Amr Khaled	2
El Jazeerah	Ketab Kraotoh	Anas Azak	2
Syria	Sabah El Kheir	Don't Remember	1
El Sharkah	Lamsat	Elsamrany	1
Syria	TV News	Don't Remember	1
Syria	Kheir El Jalees	Khaled Al-Azrak	1
El Manar	Kheir El Jalees	Anas Azak	1
Syria	Alaa El Tamas	Mowafak Al-Hani	1
Hiah	Alaa El Makshof	Manilda Farag Allah	1
CBS News	Good Morning America	Don't Remember	1
Syria	Alam El Haywan	Don't Remember	1
El Sharkah	Waed El Haak	Tarek Swidan	1
Syria	El Magalh El Thkafia	Nahed Eressous	1
El Sharkah	Lamsat Bayanih	Don't Remember	1
Syria	Hadeth El Kalam	Anas Azak	1
El Sharkah	El Sehah We El Hayah	Abd-Allah Youssef	1
Syria	Awark Thkafiah	Ayan Edris	1
El Sharkah	Mared El Shrekeh	Don't Remember	1
El Resallah	El Wasatiyah	Tarek Swidan	1
Future Television	Serah Menfthet	Zafini	1
Syria	Hekayet El Kotob	Abd Allah Masoud	1

C. Buying books mentioned in TV programs:

Majority of Syrian book readers (582 respondents) do not buy books that have been mentioned in TV programs as presented in the following chart as specified earlier from the data that Syrian readers get information about interesting books mainly from their family and friends.

III.1.C. Buying books mentioned in TV programs

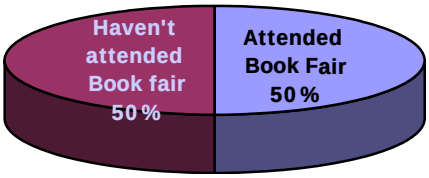


From the respondents that buy books from the TV programs they watch on TV, the AB (118 respondents) and C2 (120 respondents) social classes buy books announced on TV programs significantly more than respondents among the DE social class (253 respondents) with percentages 17% and 14% versus 8% respectively.

D. Attendance at Book Fairs:

Syrian readers, 687 respondents, are equally split among respondents who attend the book fair in Syria versus those don't as presented in the following chart.

III.1.D. Attended the Book Fair

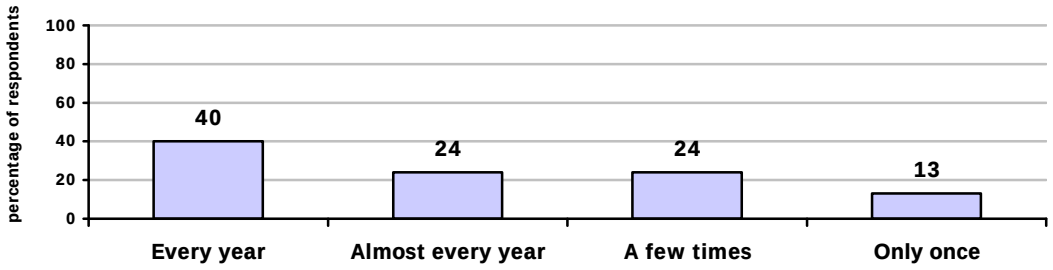


Males (328 readers) attend the book fair significantly more than females (359 readers) with percentages 55% versus 46% respectively. Respondents within the age bracket of 25-34 (179 readers) attend the book fair significantly more than respondents among the age brackets of 15-24 (227 readers), 35-44 (137 readers) and 45-56 (144 readers) with percentages 66% versus 43%, 45%, and 47% respectively. Finally, respondents among the AB (131 respondents), C1 (106 respondents), and C2 (143 respondents) classes attend the book fair significantly more than the respondents among the DE class (307 respondents) with percentages 61%, 54%, and 54% versus 43% respectively.

E. Frequency of going to the book fair:

Syrian respondents who visit the book fair, 345 respondents, 40% go to the book fair every year as presented in the following chart.

II.1.E. Frequency of going to Book Fair

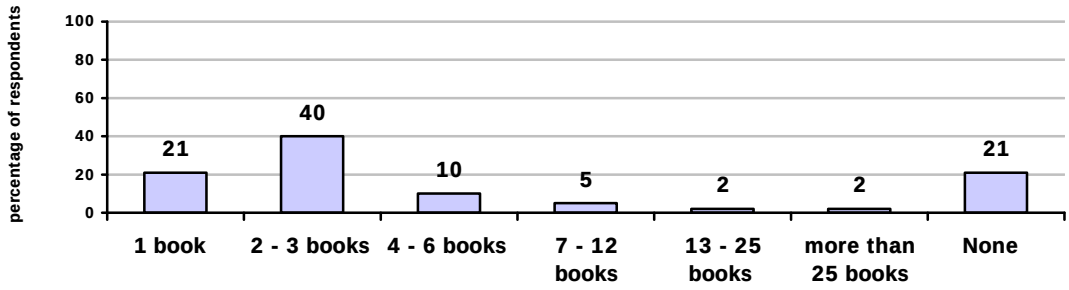


Males (179 readers who attend the book fair) who attend the book fair every year are significantly more than females (166 readers who attend the book fair) who attend with the same frequency with percentages 47% versus 32% respectively. Respondents among the DE social class (131 readers who attend the book fair) attend the book fair every year significantly more than respondents among the C2 (77 readers who attend the book fair) and AB (80 readers who attend the book fair) social classes with percentages 50% versus 29% and 34% respectively.

F. Purchasing books from the book fair:

Majority of Syrian readers who attend the book fair, 345 respondents, purchase from 2-3 books from the book fair as specified by 40% of the respondents.

III.1.F. Purchasing books from Book Fair

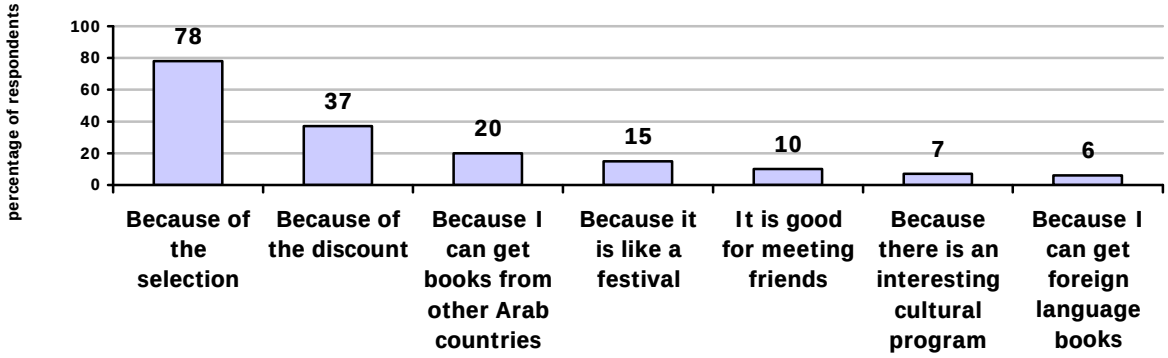


Respondents within the age of 25-34 buy on average 4 books from the book fair which is significantly more than the books respondents within the age of 15-24 buy who buy on average 2 books from the book fair. Respondents within the age of 35-44 buy on average 5 books from the book fair which is significantly more than the books the respondents within the age of 15-24 and 45-56 buy, who buy on average 3 and 2 books from the book fair respectively.

G. Reasons for attending the book fair:

Syrian readers who attend the book fair, 345 respondents, attend the book fair mainly because of the selection of books available as shown in the following chart.

III.1.G. Reasons for going to the fair



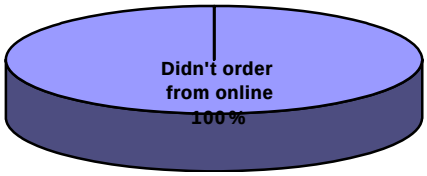
Males (179 respondents) who attend the book fair because they want to buy foreign books are more significant than females (166 respondents) who attend the book fair for the same reason with percentages 10% versus 2% respectively.

Respondents within the age bracket of 35-44 (62 respondents) attend the book fair because they can get books from other Arab countries significantly more than respondents within the age of 15-24 (97 respondents) and 45-56 (68 respondents) who attend the book fair for the same reason with percentages 31% versus 16% and 24% respectively. On the other hand, respondents within the age of 15-24 attend the book fair because it's a good chance for meeting friends significantly more than respondents within the age brackets of 25-34, 35-44, and 45-56 who attend the fair for the same reason with percentages 21% versus 6%, 3% and 6% respectively.

H. Ordering books online:

Syrian readers who read books (582 respondents), do not order books from online as presented in the following chart.

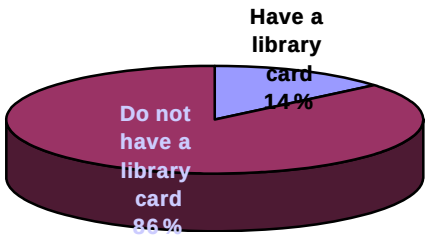
III.1.H. Ordering books online



I. Library Card:

Majority of Syrian readers, 687 respondents, who read newspapers, magazines, or books do not have library cards as presented in the following chart.

III.1.I. Library Card



Males (328 readers) who do not have library cards are significantly more than females (359 readers) with percentages 19% versus 10% respectively.

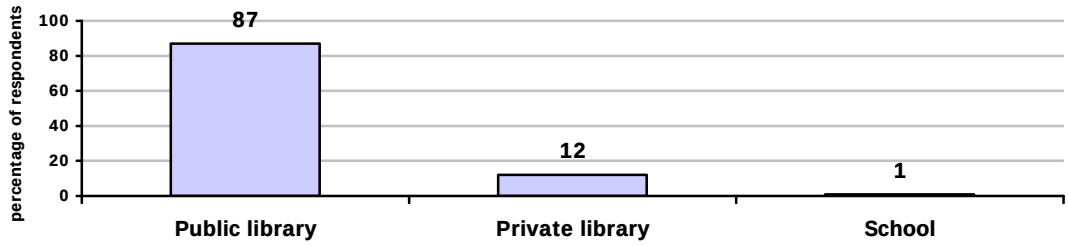
The younger the age bracket the more the percentage of respondents who have library cards. Respondents within the age of 15-24 (227 readers) who have library cards are significantly more than the respondents within the age of 34-44 (137 readers) and 45-56 (144 readers) who have library cards with percentages 23% versus 9% and 4% respectively.

Finally the AB (131 readers) and C2 (143 readers) socio-economic classes are keen on having libraries cards compared to the DE class (307 readers) with percentages 19%, 18%, versus 11% respectively.

J. Access to libraries:

Majority of Syrian readers who have library cards (85 respondents) have access to public libraries as specified from the following chart.

III.1.J. Access to libraries

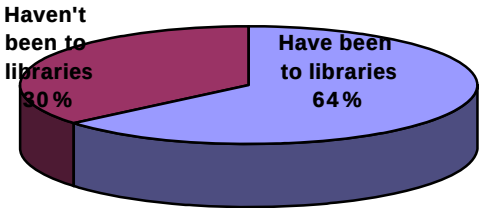


Syrian readers who have library cards mainly have access to public libraries no matter the difference in their age, gender, social class, or area of residence. There isn't any significance difference between these different splits.

K. Visiting Library:

Majority of Syrian readers (687 respondents) have visited libraries before as presented in the following chart.

III.1.K. Visiting Library

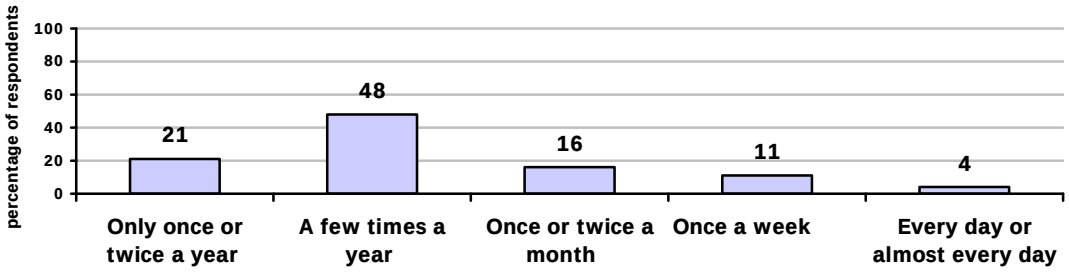


Males (328 readers) have significantly visited libraries before compared to females (359 readers) with percentages 70% versus 58% respectively. In addition to this, respondents among the younger age brackets 15-24 (227 readers) and 24-34 (179 readers) have been to libraries before significantly more than respondents within the age of 45-56 (144 readers) with percentages, 68% for each of the age brackets 15-24 and 25-34 versus 55% of respondents within the age of 45-56.

L. Frequency of visiting libraries:

Majority of Syrian readers who have visited libraries before (439 respondents) mainly visit libraries few times a year as presented in the following chart.

III.1.L. Frequency of visiting libraries

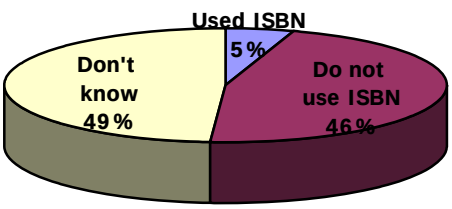


The younger the age bracket the more frequently respondents visit libraries. Respondents within the age bracket of 15-24 (155 readers who have been to libraries) visit libraries once or twice a month more than respondents within the age of 35-44 (83 readers who visit libraries) and 45-56 (79 readers who visit libraries) who visit libraries with the same frequency with percentages 26% versus 7% and 6% respectively.

M. ISBN Number Usage:

Syrian book readers are nearly split between respondents who do not know the ISBN number and respondents who know it but have never used it to order books as presented in the following chart.

III.1.M. ISBN Number Usage



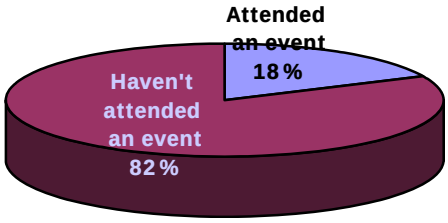
Females (308 book readers) who do not know the ISBN number are significantly more than males (274 book readers) with percentages 53% versus 45% respectively. Respondents within the age of 15-24 (203 book readers) who do not know the ISBN number are significant than respondents within the age of 25-34 (147 book readers) with percentages 56% versus 44% respectively.

III.2. Promotion Issues

A. Attended an Event focused on reading:

Majority of Syrian readers (687 readers) haven't attended an event focused on reading as presented in the following chart.

III.2.A. Attended an Event

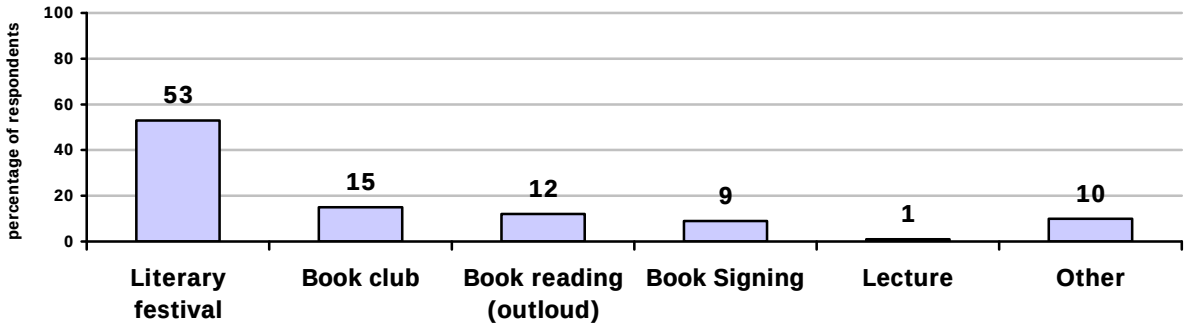


Respondents among the AB social class (131 readers) who have attended an event focused on reading are significantly more than respondents within the class of C2 (143 readers) and DE (307 readers) who attend events focused on reading with percentages 25% versus 15% and 16% respectively.

B. Events focused on reading attended:

Syrian readers who attend an event focused on reading (121 respondents) mainly attend library festivals.

III.2.B. Events Attended



Respondents living in rural areas (51 readers who attend events focused on reading) attend book clubs significantly more than respondents living in urban areas (70 readers who attend events focused on reading) with percentages 12% versus 6% respectively.

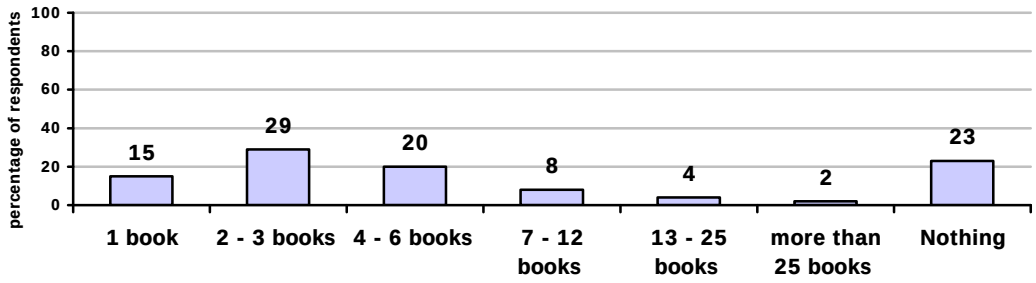
Book club understanding within the Arab region is that a group of people read a certain book that they agreed upon, separately and then discuss it as a group either face to face or online.

III.3. Pricing/Purchase Power Issues

A. Number of Books purchased within Past 12 Month:

Majority of the Syrian respondents have purchased from 2 to 6 books within the past 12 months as presented in the following chart. On average Syrian readers bought 4 books within the past 12 months.

III.3.A. Number of books purchased within past 12 months



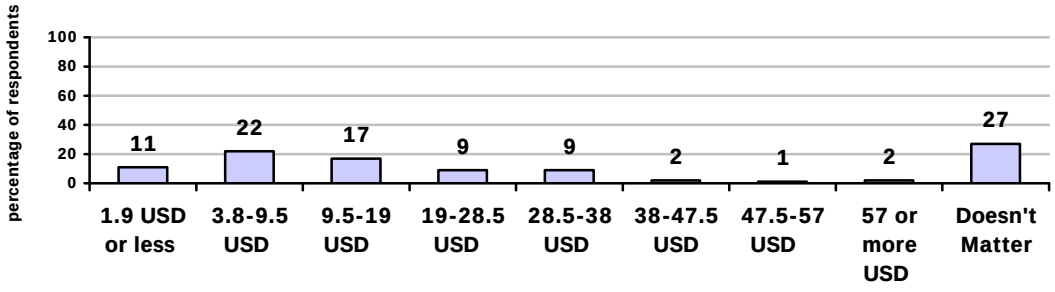
On average males have bought more books compared to females during the past 122 months. Males have bought 4 books compared to females who have bought 3 books during the past 12 months.

Respondents among the AB social class have bought on average more books compared to respondents among the C1 and C2 classes during the past 12 months with an average number of books of 5, 3 and 4 books respectively.

B. Readers Purchasing Power:

Syrian book readers are mainly split between respondents who purchase books within the price of 3.8 to 19 USD, and respondents who do not care about price as presented in the following chart. On average Syrian book readers purchase books within the price of 16 USD.

III.3.B. Readers purchasing power



On average respondents within the age of 24-35 pay more on books compared to respondents within the other age brackets. Respondents within the age of 24-35 pay 21 USD on average for the books they purchase compared to respondents within the age of 15-24 who pay 14 USD on average for a book, respondents within the age of 35-44 pay 15 USD and finally respondents within the age of 45-56 pay 14.5 USD for a book.

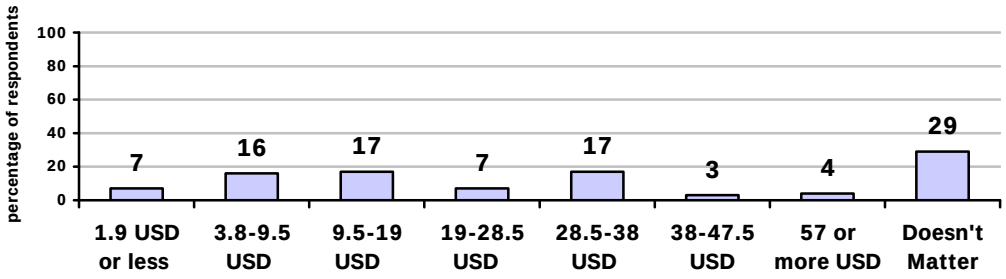
Respondents among the AB and C2 social classes pay more on books compared to respondents among the DE class with average prices of 19.7 USD, 19.6 USD versus 13 USD respectively.

Finally respondents living in urban areas pay more on books compared to respondents living in rural areas with average prices of 19 USD versus 13 USD respectively.

C. Price ready to pay for a book:

Syrian book readers (582 respondents) are ready to pay on average 21 USD for a good book.

III.3.C. Good price for a book among readers



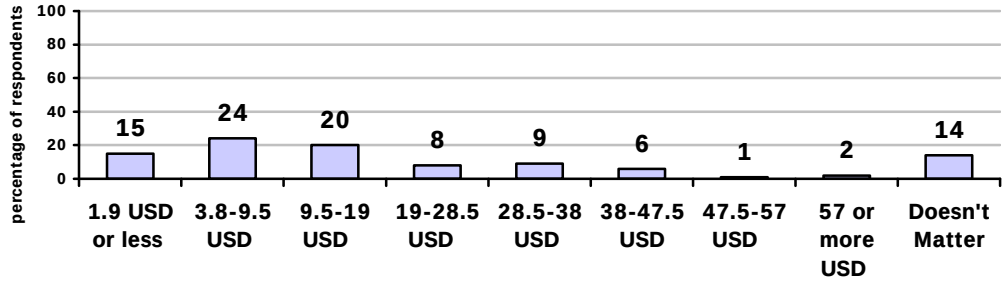
Respondents within the age of 24-35 are willing to pay significantly more in a good book compared to respondents within the age brackets of 15-24, 35-44, and 45-56 with average prices of 26 USD versus 20 USD, 19 USD, and 21 USD respectively.

Respondents living in urban areas are willing to pay more on a good book compared to respondents living in rural areas with an average price of 23 USD and 19.4 respectively.

D. Price for the last book purchased:

Syrian book readers, 582 respondents, have paid on average 17 USD on the last book they purchased.

III.3.D. Price for the last book purchased

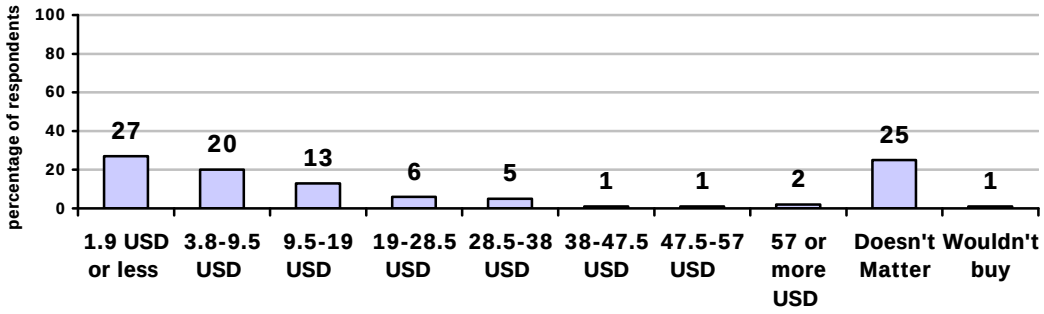


Respondents among the AB class have paid more on the last book they purchased compared to C2 and DE classes with average prices of 24 USD versus 18 USD and 13 USD. As previously elaborated for the presented data that the age of 24-35 pay more on books compared to other age brackets and urban residents pay more on book compared to rural residents.

E. Non-readers amount willing to pay for a good book:

Majority of Syrian non-readers, 325 respondents, are willing to pay an average of 12 USD for a good book.

III.3.E. Non-readers purchase power

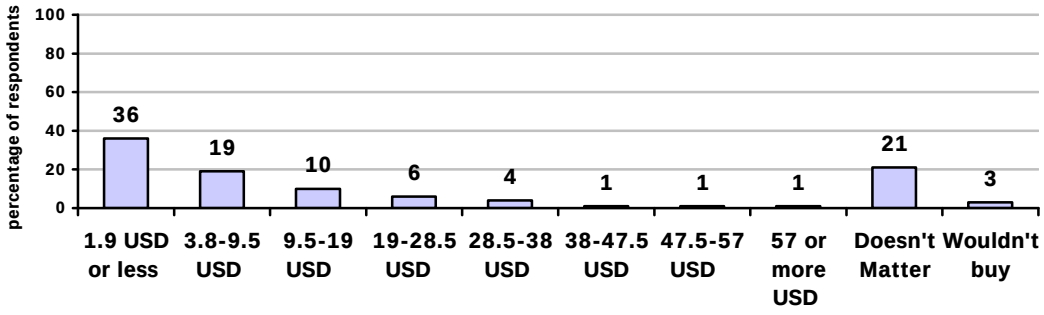


Females of the non-readers are willing to pay for a good book compared to males with average prices of 14 USD versus 9 USD respectively. In addition to this, respondents with the ages of 15-24 and 25-34 are willing to pay more for a good book compared to respondents within the age of 45-56 with average prices of 14.7 USD and 13 USD versus 9 USD respectively. Finally, respondents among the C1 class are willing to pay more in a good book compared to respondents among the DE class with average prices of 22 USD versus 8.5 USD respectively.

F. Non-readers amount paid in the last book purchased:

On average Syrian non-readers have purchased the last book they bought with a price of 10 USD.

III.3.F. Non-readers amount paid in the last book purchased

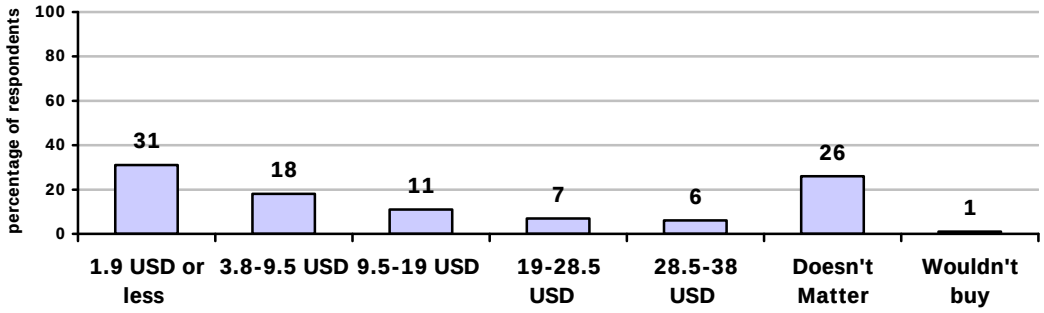


Respondents among the C1 class paid more in the last book they purchased compared to respondents among the C2 and DE class with average prices of 16.5 USD versus 10 USD and 7.5 USD respectively. Finally, respondents living in urban areas have paid more for the last book they purchased compared to respondents living in rural areas with average prices of 12 USD versus 7 USD respectively.

G. Average price that non-readers pay when buying books:

On average Syrian non-readers pay 10 USD when buying a book.

III.3.G. Average price that non-readers pay when buying books



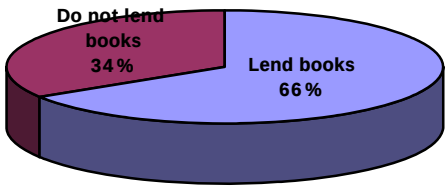
Females generally pay more when buying books compared to males with average prices of 13 USD versus 7 USD respectively. Respondents within the younger age bracket of 15-24 pay more on their books compared to respondents within the age of 34-44 and 45-56 with average prices of 14 USD versus 8.8 USD and 7.5 USD respectively.

III.4. Circulation of Books:

A. Lending Books:

Majority of Syrian readers who read books and keep books at home (671 respondents) lend books to their family members and friends.

III.4.A. Lending/ Borrowing Books

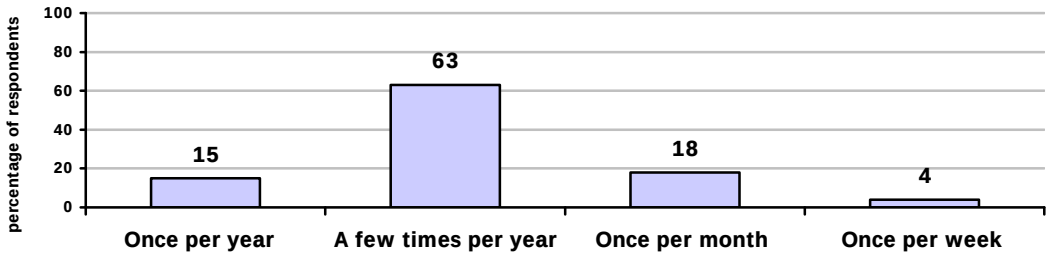


Respondents within the age of 24-35 (172 respondents) lend books significantly more than respondents within the age brackets of 15-24 (222 respondents) and 35-44 (134 respondents) with percentages 74% versus 64% and 59% respectively. Finally, respondents among the C1 class (104 respondents) lend books significantly more than respondents among the DE class (298 respondents) with percentages 73% versus 61% respectively.

B. Frequency of Lending Books:

Syrian respondents, who have books at home and lend it to family and friends, 440 respondents, mainly lend it few times a year. On average Syrian respondents lend their books to family and friends 8 times per year.

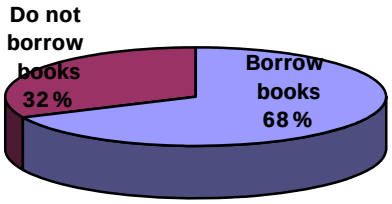
III.4.B. Frequency of lending books



C. Borrowing Books:

Majority of Syrian respondents who read books (582 respondents) borrow books from family and friends.

III.4.C. Borrowing books

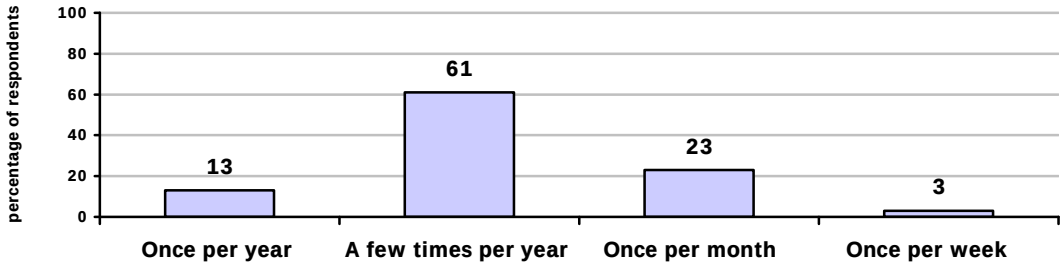


Females (308 readers) who borrow books from family and friends are significantly more than males (274 readers) with percentages 71% and 64% respectively. Respondents among the age of 25-34 (147 respondents) borrow books from family and friends significantly more than respondents within the age of 15-24 (203 respondents), 35-44 (113 respondents) and 45-56 (119 respondents) with percentages 78% versus 64%, 64% and 66% respectively.

D. Frequency of Borrowing Books:

Syrian respondents who read books and borrow books from family and friends (394 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart. On average Syrian respondents borrow books with an average of 8 books per year which is the same average they lend books with.

III.4.D. Frequency of borrowing books

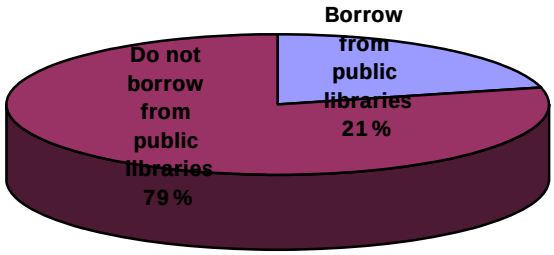


Syrian respondents within the age of 15-24 borrow books significantly more than respondents within the age of 25-34 with an average of 9 books per year versus 7 books per year. Respondents among the C1 and DE classes borrow books significantly more than respondents among the AB class with average number of 9 books for each of respondents among the C1 and DE classes versus 6 books for the respondents among the AB class. Finally, respondents living in rural areas borrow books significantly more than respondents living in urban areas with an average of 10 books versus 7 books respectively.

E. Borrowing Books from public libraries:

Among Syrian book readers, 582 respondents, 21% borrow books from public libraries.

III.4.E. Borrowing from public libraries

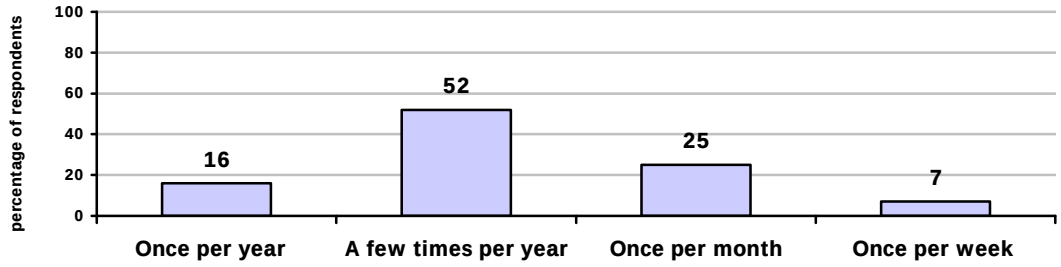


Respondents within the age of 15-24 (203 respondents) and 25-34 (147 respondents) borrow books from public libraries significantly more than respondents within the age of 35-44 (113 respondents) and 45-56 (119 respondents) with percentages 31% and 25% versus 14% and 8% respectively.

F. Frequency of Borrowing Books from public libraries:

Syrian book readers who borrow books from public libraries, 124 respondents, mainly borrow books from public libraries a few times per year as presented in the following chart. On average Syrian book readers borrow books from public libraries 10 times a year.

III.4.F. Frequency of visitng public libraries



Females borrow books from public libraries with significantly more frequency compared to males with an average of 12 times per year versus 8 times per year respectively.

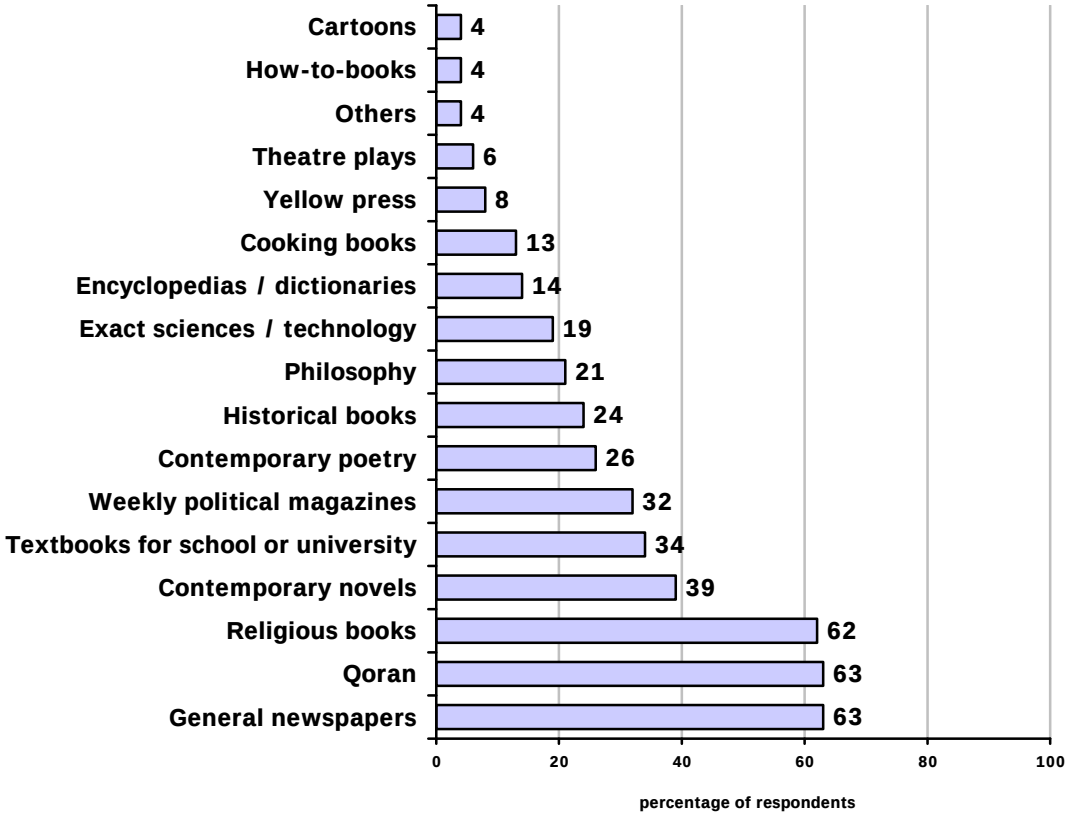
IV. Reading Contents

IV.1 Topics

A. Topics people read most:

Syrian readers (687 respondents); are mainly interested to read general newspapers, the Holly Quraan and religious books as presented in the following chart.

IV.1.A. Topics people read most



Females are interested in reading about religious topics, theatre plays, school or university text books, Quraan, cooking books and Cartoon significantly more than males. On

the other hand, males significantly prefer to read weekly political magazines, encyclopedias, and historical books significantly more than females with the percentages presented in the following table:

	Male	Female
All Readers	**328**	**359**
Religious books	58%	66%
Theatre plays	4%	8%
Cartoons	1%	6%
Quraan	58%	67%
General newspapers	60%	67%
Weekly political magazines	46%	19%
Encyclopedias / dictionaries	18%	11%
Cooking books	1%	23%
Historical books	31%	17%
Textbooks for school or university	30%	38%

As for the different age brackets respondents are interested in the following topics:

	15-24	25-34	35-44	45-65
All Readers	**227**	**179**	**137**	**144**
General newspapers	61%	63%	67%	63%
Quraan	58%	63%	64%	69%
Religious books	53%	59%	67%	74%
Textbooks for school or university	50%	34%	25%	18%
Contemporary novels	41%	38%	40%	38%
Contemporary poetry	26%	25%	26%	25%
Philosophy	23%	21%	22%	16%
Weekly political magazines	21%	31%	41%	42%
Exact sciences / technology	19%	23%	23%	11%
Encyclopedias / dictionaries	15%	19%	10%	11%
Historical books	14%	21%	31%	36%

Finally, respondents among the different socio-economic classes are interested in the following topics to read about:

	AB	C1	C2	DE
All Readers	**131**	**106**	**143**	**307**
General newspapers	68%	64%	61%	62%
Quraan	60%	64%	57%	66%
Religious books	55%	59%	62%	65%
Contemporary novels	43%	38%	47%	35%
Textbooks for school or university	43%	26%	30%	35%
Weekly political magazines	30%	34%	26%	35%
Contemporary poetry	28%	19%	28%	25%
Exact sciences / technology	25%	24%	18%	15%
Encyclopedias / dictionaries	22%	18%	14%	10%
Philosophy	22%	16%	19%	23%
Historical books	21%	20%	22%	27%
Cooking books	9%	20%	14%	11%

IV.2 Authors

A. Books/ Authors within past 3 months:

Syrian respondents who read books (528 respondents) mainly read religious books as shown from the following table.

Books read during the past 12 months	Percentage of respondents
Reyad El Salheen (The path of the Good Fellows)	2
Zakerat El Gesre (The memories of El Gesre)	2
Fekeh El Ayada El Nabwaia (Prophecy Studies)	2
Seeret El Rasoul (The path of the Prophet)	1
Kesas El Rosol (Prophets Stories)	1
La Tahzan (Don't be Sad)	1
Ahyaa Oloum El Dein (Reviving Religious Sciences)	1
Dewan El Shar	1
Maet Aam Fel A'zelen	1
Tafseer El Ahlam (Dream Explanations)	1
Rewayat kassasiah	1
School Books	1
El Magmoua'h El kamlah	1
University books	1
Quraan	1
Religious books	1
Al Agneha El Motahareka (The movable Wings)	1
Habebty We El Matar (My love and the Airport)	1
El Islam We Arkano (Pillars of Islam)	1
Alamat El Sa'a El kobra we El Soghra	1
Saheeh El Boukharee	1
Don't Remember	5
Nothing	20

Among the authors that Syrian book readers have read to during the past 3 months are:

Authors read to during the past 3 months	Percentage of respondents
Nazar El Kabany	4
Mohamed Saeed Ramdan El Botey	4
Ahlam Moshghanmy	3
Goubran Khaleel Goubran	3
Amr Khaled	2
Naguib Mahfouz	1
Laibn El Keyam El Hozeih	1

Atkhy El Karny	1
El Emam El Ghazaly	1
Hanaa Meena	1
El Emam El Ghzaly	1
Ehsan Abd El kodos	1
Ebn Katheer	1
Ghabrial Ghrsia Markeliz	1
Ezabel Lendy	1
Mohammed Hassanein Heikal	2
Yossef El Seba'y	1
Abdollah Serag El Deen	1
El Emam El Shfea'y	1
Doriah El Ayaty	1
Taha Hussein	1
El Emam El Bokharee	1
El Gahez	1
Shakespeare	1
Paulo Coehlo	1
Agatha Christie	1
Tarek Sweedan	1
Abod El Askary	1
Hassan Shams Basha	1
El Nawawy	1
Beyeir Dakor	1
Adel El Ela'wa	1
Tolstoy	1
Mohamed El Hegaz	1
Doriah khalil El Hazfan	1
Don't Remember	17
Nothing	21

B. Favorite Titles or Authors:

Majority of Syrian book readers (528 respondents) read religious books.

Favorite Book Titles	Percentage of respondents
Zakerat El Gesre	2
Reyad el salheen	2
La Tahzan	1
Regal Hawl El Rasoul	1
Seeret El Rasoul	1
Al Kotob El Dinya	1
Dewan El Shar	1
Nahg El Balagha	1
El Akal Fok El Asefa	1
El Boasaa	1
El Magmoo'ah El Kamlah	1
Kesas El Rosol	1
Quraan	1
Elm El Nafse	1
Kaleela Wa Demna	1
Habebty wel Matar	1

Rawaeh Nezar El Kabany	1
Shezouz El Dahab	1
Hamsah Fe Ozen Shan	1
Tafsir El Quraan	1
Tafsir Ibn Kasin	1
El Ayam	1
Al Agneha El Motahareka	1
Bein El Kasrein	1
Dewan	1
Fekeh El Ayada El Nabwaya	1
Moalfat Gobran	1
Thrtharah Fok El Nile	1
Don't Remember	7
Nothing	29

Favorite Authors	**Percentage of respondents**
Nazar El Kabany	7
Mohamed Saeed Ramdan El Botey	5
Goubran Khaleel Goubran	4
Ahlam Moshghanmy	3
Naguib Mahfouz	3
Taha Hussein	3
Laibn El Keyam El Hozeih	2
Hanaa meena	2
Abdollah Serag El Deen	2
Victor Hugo	1
Amr Khaled	1
El Manfalouty	1
Atkhy El Karny	1
El Gahez	1
Shakespeare	1
Agatha Christie	1
El Emam El Ghazaly	1
Mohammed Hassanein Heikal	1
El Emam Aaly	1
Hassan Shams Basha	1
Yossef El Seba'y	1
Ghabrial Ghrsia Markeliz	1
El Emam El Ghzaly	1
Mohamed Hassanein Hekal	1
Ehsan Abd El kdos	1
Tawfeek El Hakeem	1
Ebn Katheer	1
Plato	1
Ali El Shok	1
Yossef El Hag Mohamed	1
El Bananey	1
Beyeir Dakor	1
Doriah El Ayaty	1
Ezabel Lendy	1

Mahmoud Darwesh	1
Don't Remember	13
Nothing	29

V. Language Issues

V.1. Language preferences

A. Readers Purchase of last 12 months:

Respondents who have bought and read books within past 12 months, 449 Syrian readers, have bought books in the following languages as elaborated from the table:

	Arabic	English
Number of respondents who read books and have bought books in this language within the past 12 months	**444**	**86**
1%-10%	1%	26%
11%-20%	0%	19%
21%-30%	1%	20%
31%-40%	2%	8%
41%-50%	3%	11%
51%-60%	2%	2%
61%-70%	3%	6%
71%-80%	4%	4%
81%-90%	5%	0%
91%-100%	80%	6%

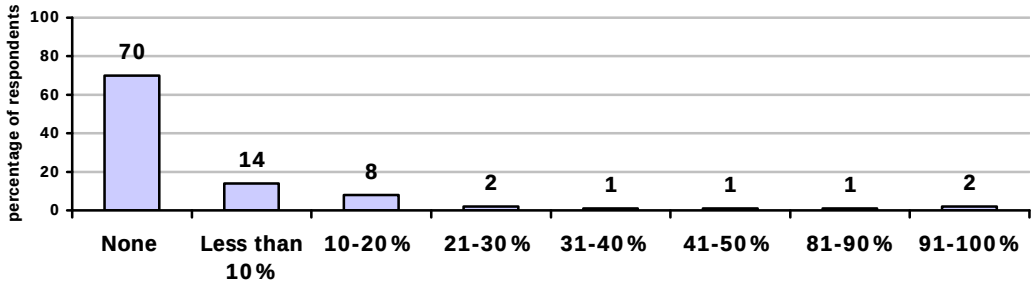
The previous table shows that among Syrian readers who have purchased books within the past 12 months 80% have purchased from 91%-100% of these books in Arabic language and 8% bought 91%-100% of it in English.

V.2 Translations

A. Readers Purchase of translated book for the last 12 months:

From respondents who have bought books within past 12 months, 449 respondents, the majority haven't bough any foreign books translated into Arabic.

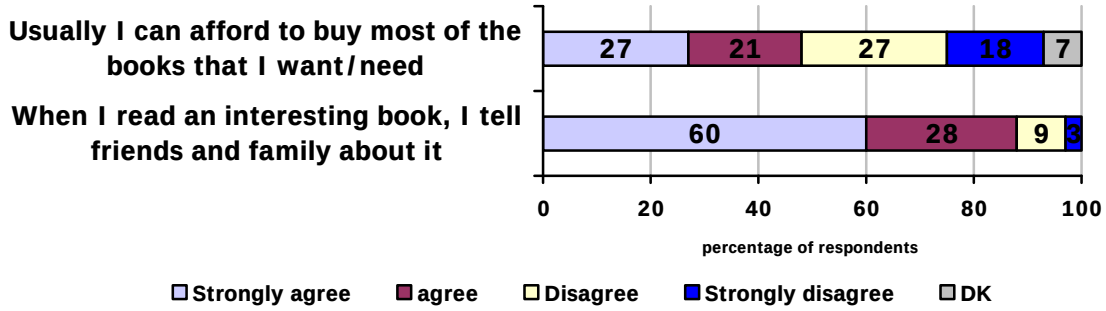
V2.A. Translated books purchased within the past 12 months



VII. Readers Attitude

Syrian book readers (528 respondents) value reading and as shown from the following chart that they tell family and friends about books that they read and find interesting. The next chart also shows that readers (687 respondents) read to improve themselves.

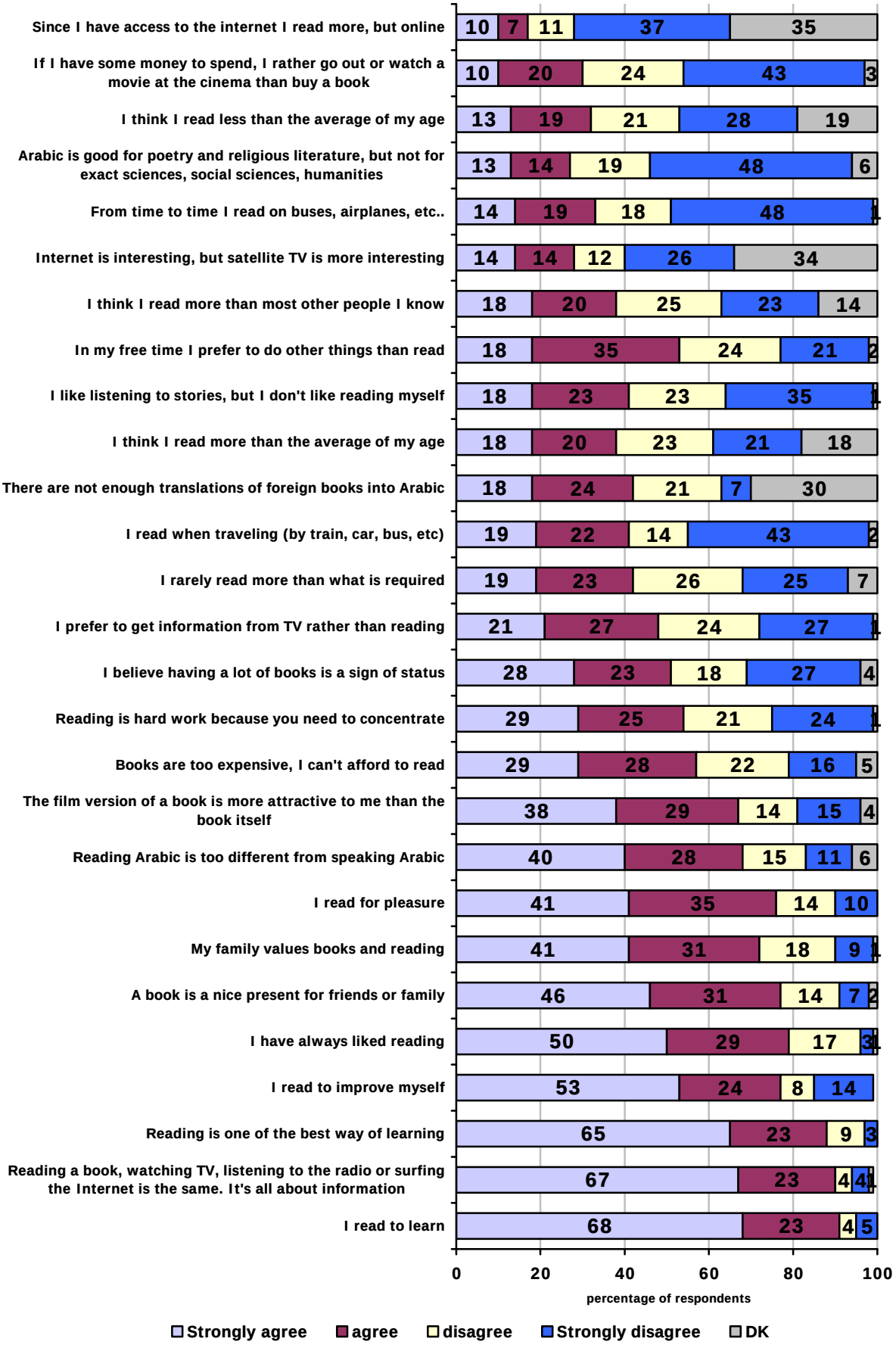
VII. A. Books readers attitude



Majority of Syrian readers strongly agreed with these perceptions as presented in the following bullet points.

- 68% read to learn
- 67% think that watching TV, surfing the internet, listening to the radio its all about the information
- 65% think that reading is one of the best ways of learning

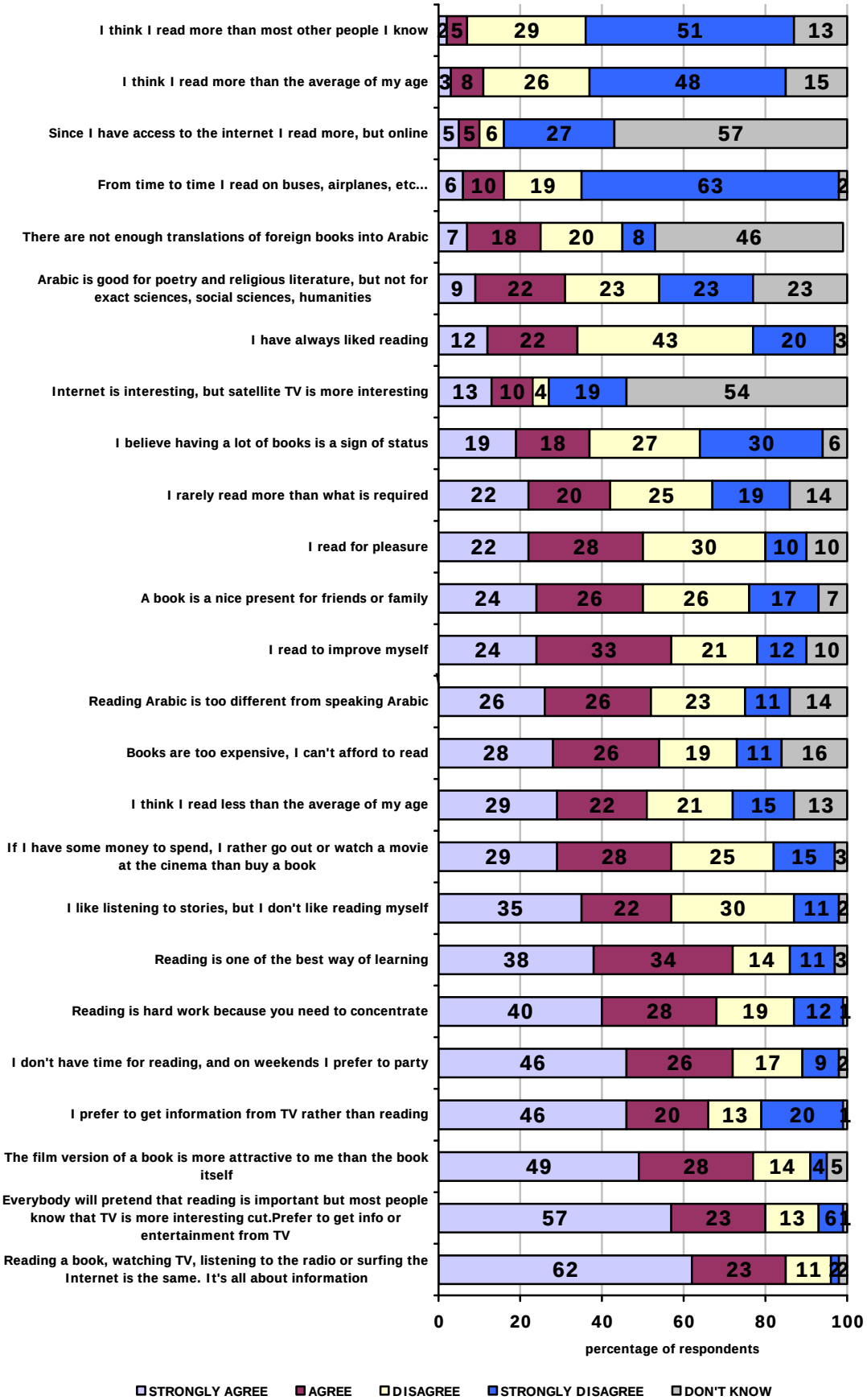
VII.B. Readers attitude



VII.C. Non-Readers Attitude

Syrian Non- readers (325 respondents) resort to other sources of getting information rather than reading books. As shown from the following data that non-readers think that either reading or surfing the internet, watching television it is all the same information. Syrian non-readers prefer to watch the film version of book rather than reading it and like to get their information from television rather than reading. In addition to this, Syrian non-readers think that reading is hard and that it needs concentration and they prefer to spend their time partying rather than reading.

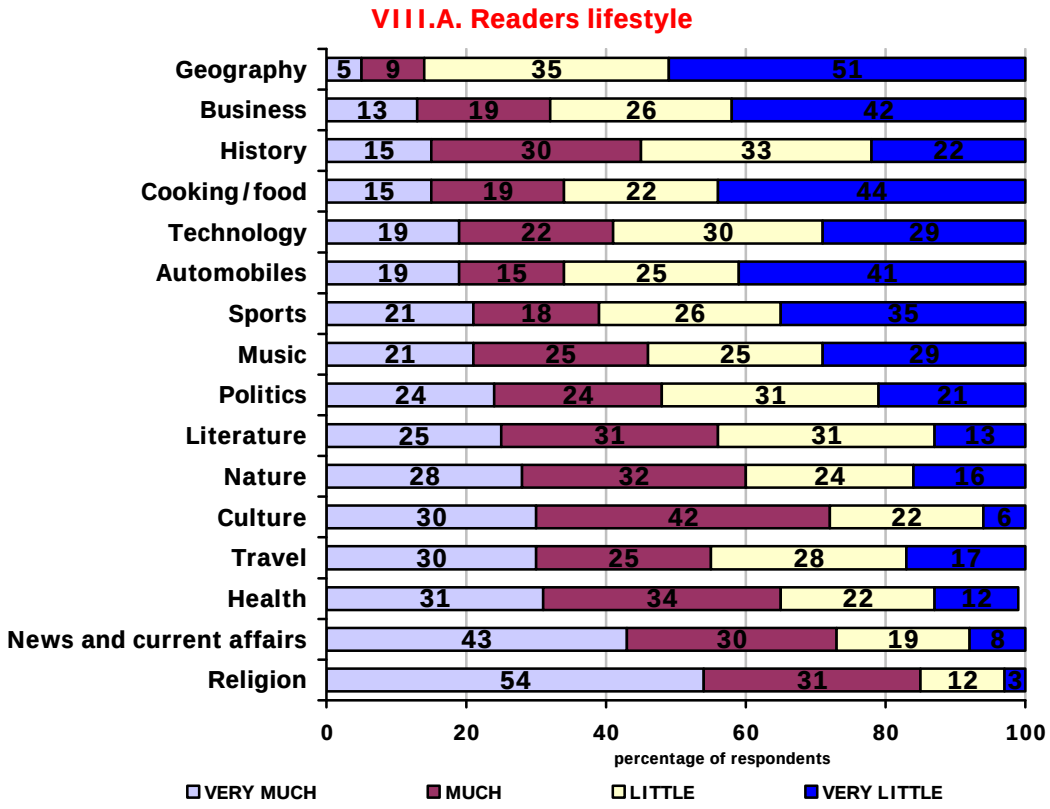
VII.C. Non-readers attitude



VIII.A. Readers Lifestyle

A. Readers lifestyle:

Syrian readers perceive religion and news and current affairs as important issues for them in life.



B. Spending free time:

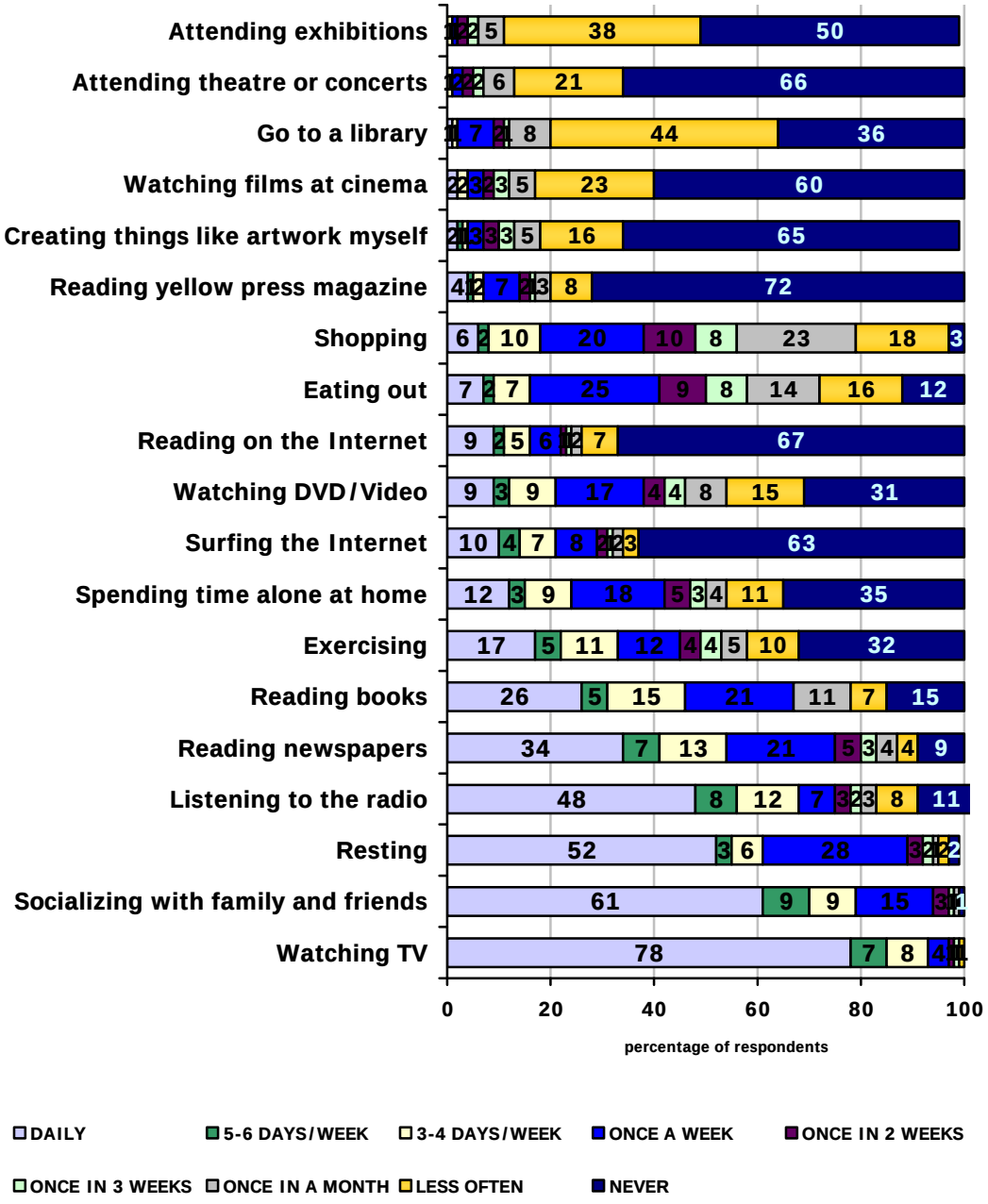
The majority of Syrian readers, 687 respondents, spend their free time on the following activities and as shown from the following chart:

- ⇨Watching TV
- ⇨Socializing with family and friends
- ⇨Resting
- ⇨Listening to the radio
- ⇨Reading newspapers
- ⇨Reading books

These activities occupy the Syrian readers' life on a daily basis and apparently reading newspaper is part of their daily routine as previous data shows that Syrian readers are interested in knowing general news of current events.

On the other hand, from the activities that rarely occupy Syrian readers' time is surfing the internet, reading newspapers and magazines online, reading yellow newspapers, doing their own artwork, watching films at the cinema, and attending theatres or concerts.

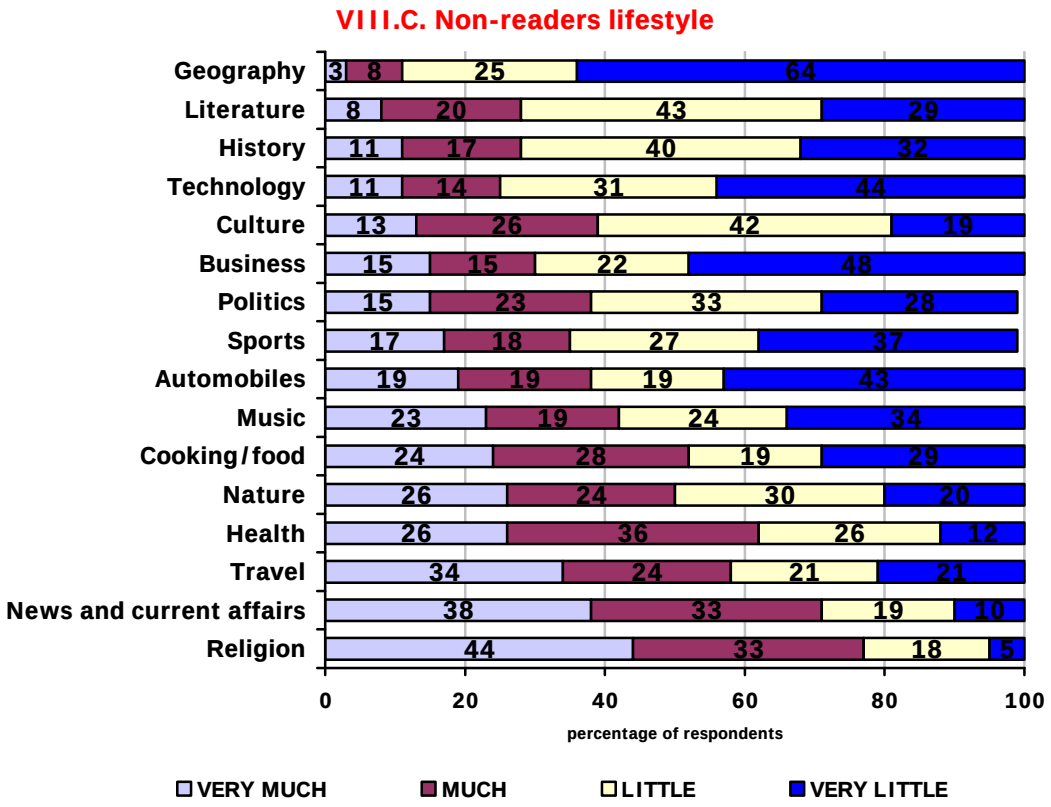
VIII. B. Spending free time



VIII.C. Non-Readers Lifestyle

C. Non-Readers lifestyle:

Syrian non-readers (325 respondents) are mainly interested in the same activities that concern Syrian readers, which are religion and news and current affairs. Those interests didn't differ within readers or non-readers. It is noticeable that Syrian readers are more interested into culture compared to Syrian non-readers.



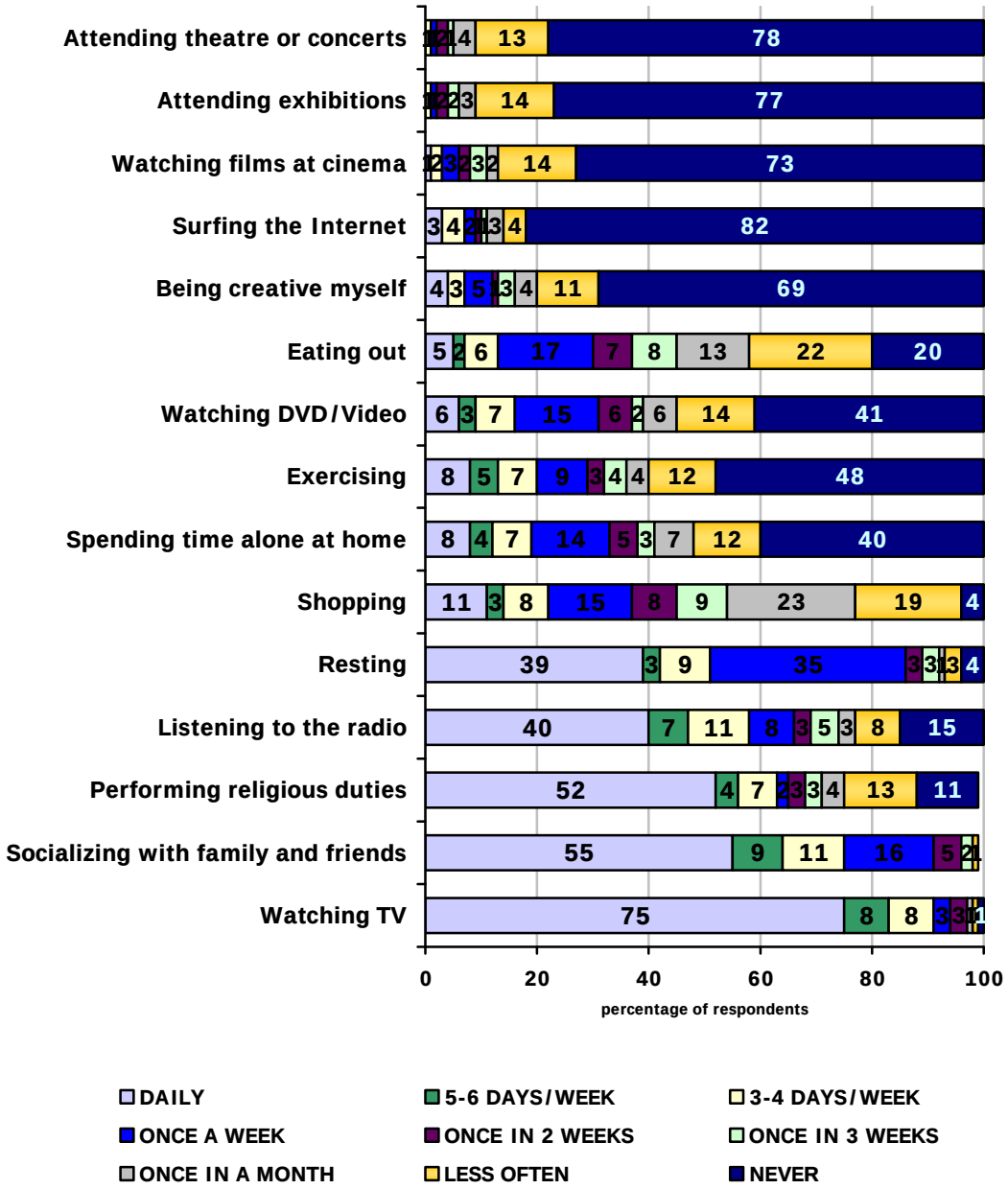
D. Spending free time:

Majority of Syrian non-readers, 325 respondents, spend their free time on the following activities:

- ⇨Watching TV
- ⇨Socializing with family and friends
- ⇨Performing Religious duties
- ⇨Listening to the radio
- ⇨Resting

These activities occupy non-readers life on a daily basis. Non-readers rarely surf the internet, attend exhibitions or concerts, do special art work, go to watch a movie at the cinema, and going to theatres.

VIII.H. Spending free time



Conclusion

Channels of reading

From the 1000 interviewed respondents, 68% were considered readers versus 32% were considered non-readers. Majority of Syrian readers read newspaper and magazines (94%) and prefer to read about news, politics, economics, current events.

Among Syrian readers 73% use the internet mainly for news and general information and reading newspapers and magazines. Internet users who read online (59%) are mainly interested to read newspapers and magazines (100%). Syrian internet users are split between those who print from online and those who don't (50%). As for Syrian non-readers, the majority does not use the internet (86%) and those who use the internet use it mainly for chatting and checking their mails (64% & 53%).

Frequency Issues:

Syrian readers read newspapers and magazines for an average of 30 minutes per day, read online for an average of 50 minutes per day and read books for an average of 13 days per months and spend an average of 48 minutes reading books per day. Syrian book readers keep on average 43 books at home among which average of 16 books are school/university books. Syrian readers do not have a preference for the time of the day that they read (28%) and they generally read during all days (68%) either weekends or working days.

Location Issues:

Majority of Syrian book readers keep books in a special place at home (86%). Syrian readers' favorite place for reading is at home (92%).

Reading attitudes:

Majority of Syrian readers got exposed to reading when they learned reading at school (78%) and have decreased/stopped reading around age 19-25 (34%). The main reason that Syrian readers have stopped reading is that they have no time to read (70%) while the main reason given for restarting to read is having more time than previously (44%) and finding more interesting books (40%). Syrian readers are currently reading Reyad El Saleheen (3%) and the Holy book (2%).

Representation of languages:

Syrian readers of newspapers and magazines, books and online prefer to read in the Arabic language (100%). Arabic is the preferred language for reading because it is the mother tongue language (90%).

Information and documentation channels:

Syrian readers mainly get information about interesting books from their family and friends (71%). Majority of Syrian readers do not know TV programs that promote books (85%) and those who know TV programs mainly watch "Khier El Jalees" program on El Jazeerah channel for Torky El-Dakhil (12%), but the majority do not buy books that were mentioned in TV programs (89%).

Syrian readers are equally split among respondents who attend the book fair and those who don't. Syrian readers mainly attend the fair because of the selection of books (73%).

Syrian readers who have attended an event focused on reading (18%) have attended Library festival (53%).

Majority of Syrian readers have visited libraries before (64%) and usually visit libraries few times a year (48%). Majority of Syrian readers do not know the ISBN number (49%) or do not use it as specified by (46%).

Pricing/ Purchase Power Issues:

Syrian book readers bought on average 4 books within the past 12 months and 23% didn't buy any books. Syrian book readers pay on average 16 USD for a book and consider the average of 21 USD a good price for a book while 29% mentioned that price doesn't matter.

Topics/ Authors:

Syrian readers mainly like to read general newspapers (63%), the Holy Quraan (63%) and religious books (62%). Syrian readers favorite books are Zakerat El Gesre and Reyad El Saleheen and their favorite author are Nezar El Kabany, Mohamed Saeed El Botey, and Goubran Khalil Goubran.

DETAILED FINDINGS: Phase II

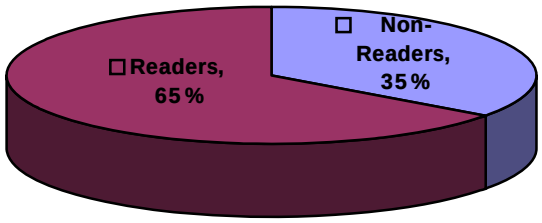
Part 3: Jordan

I. Detailed Findings

I.1. Jordanians Readers:

Majority of Jordanian people have read within the past 12 months either newspapers, magazines or books as presented in the following chart that 65% have read during the past 12 months versus 35% who haven't read anything during the past 12 months.

I.1. Percentage of Jordanian readers



There isn't any significant difference between Jordanian males and females who read newspapers, magazines, or books.

The data showed that the younger the age the more significantly respondents read. The age of 15-24 (387 respondents) read significantly more than the older age brackets; 25-34 (273 respondents), and 45-56 (185 respondents), with percentages 70% versus 63%, 57% respectively.

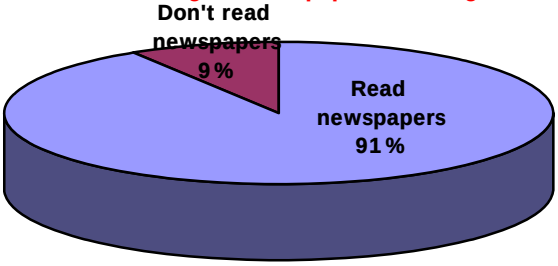
The data also showed that the higher the socio-economic class the more the percentage of respondents who read. The respondents within the socio-economic class AB (153 respondents), who read are significantly more compared to the DE class (390 respondents) with percentages 72% versus 62% respectively.

I.2. Reading Habits: Channels of Reading

A. Reading Newspapers and Magazines:

Among Jordanian readers who have read any kind of newspapers, magazines or books within the past 12 months (647 respondents), the majority of respondents read newspapers and magazines either among different genders, age groups or socio-economic classes.

I.2.A. Percentage of newspapers and magazine readers

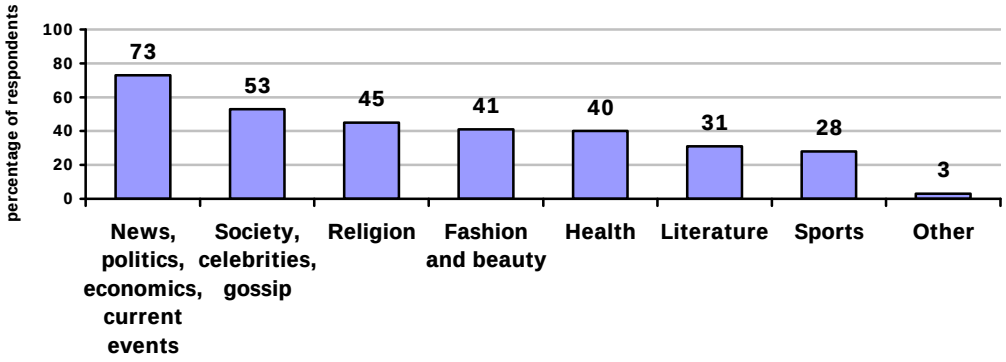


The respondents within the age of 25-34 (171 readers of newspapers and magazines) read newspapers and magazines significantly more than the respondents within the age of 15-24 (272 readers of newspapers and magazines) with percentages 95% versus 89% respectively.

B. Profile of Newspapers and Magazines preferred:

Jordanian respondents who read newspapers and magazines (590 respondents); mainly prefer to read about news, politics, economics and current news as presented in the following chart.

I.2.B. Profile of newspapers & magazines preferred



The data shows that males (305 readers of newspapers and magazines) prefer to read about news, politics, and currents events significantly more than females (285 readers of newspapers and magazines) who read newspapers and magazines with percentages 82% and 64% respectively. On the other hand, females (285 respondents who read newspapers and magazines) prefer to read about religion (51% versus 40% of males), fashion and beauty (62% versus 22% of males), and celebrities' gossip (61% versus 45% of males) significantly more than males.

The elder the age bracket the more the percentage of respondents who read about news, politics and economics. Respondents within the age of 25-34 (162 respondents who read newspapers and magazines), 35-44 (92 respondents), and 45-56 (95 respondents) significantly read about news, politics, and economics compared to the age of 15-24 (241 respondents) with percentages 79%, 87%, 87% versus 58%. The elder age brackets also read about religion more than the respondents within the age of 15-24. Respondents within the age of 25-34, 35-44, and 45-56 read significantly about religion more than the age of 15-24 with percentages 46%, 59%, 55% versus 36% respectively. The third topic that the elder age bracket read significantly compared to the age of 15-24 is health. Respondents within the age brackets of 35-44, and 45-56 read more significantly about health compared to age of 15-24 with percentages 47%, and 47% versus 34% respectively. The fourth topic that the elder age bracket, 35-44, read significantly compared to the age of 15-24 and 25-34 is literature. Respondents within the age brackets of 35-44 read more significantly about literature compared to age of 15-24 and 25-34 with percentages 40% versus 28%, 28% respectively.

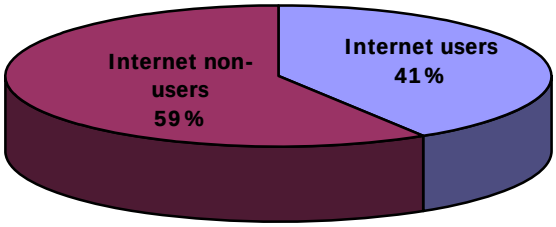
On the other hand, the younger age bracket 15-24 and 25-34 read significantly about fashion and beauty more compared to the age brackets of 35-44 and 45-56 with percentages 49% and 43% versus 30% and 26% respectively. The younger age brackets 15-24 and 25-34 are more interested in celebrities' gossip compared to the elder age brackets of 35-44 and 45-56 with percentages 60%, 55% versus 41% and 41% respectively. Also the age bracket, 35-44, read more newspapers and magazines about sports compared to respondents within the age of 45-56 with percentages 36% versus 20% respectively.

As for the AB socio-economic (105 respondents who read newspapers and magazines) class they read significantly about news, politics and economics compared to the C1 class (119 respondents who read newspapers and magazines), with percentages 79% versus 67%.

C. Internet Usage:

Jordanian readers (647 respondents) who do not use the internet are more than the readers who use the internet as presented in the following chart.

I.2.C. Percentage of internet users

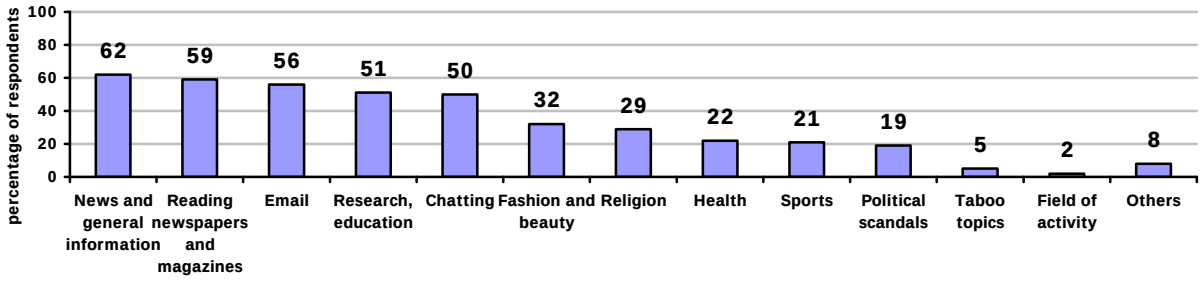


Jordanian males (336 readers) use the internet significantly compared to females (311 readers) with percentages 46% versus 34% respectively. The younger age brackets 15-24 (272 readers), 25-34 (171 readers) and 35-44(98 readers) use the internet significantly compared to the elder age bracket 45-56 (106 readers) with percentages 46%, 44% and 41 versus 20% respectively. Finally, the respondents among the socio-economic class of AB (110 readers) and C1 (135 readers) use the internet significantly compared to the C2 (162 readers) and DE class (240 readers) with percentages 53% and 51% versus 34% and 34% respectively.

D. Reasons for using the internet:

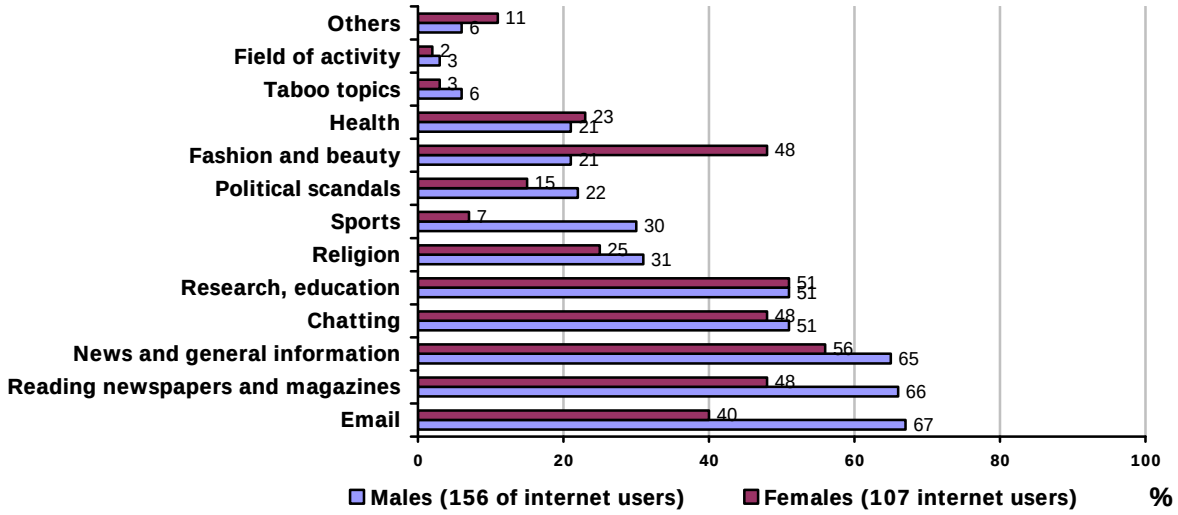
Majority of Jordanian respondents who use the internet use it to check out news and general information as presented in the following chart:

I.2.D. Reasons for using internet



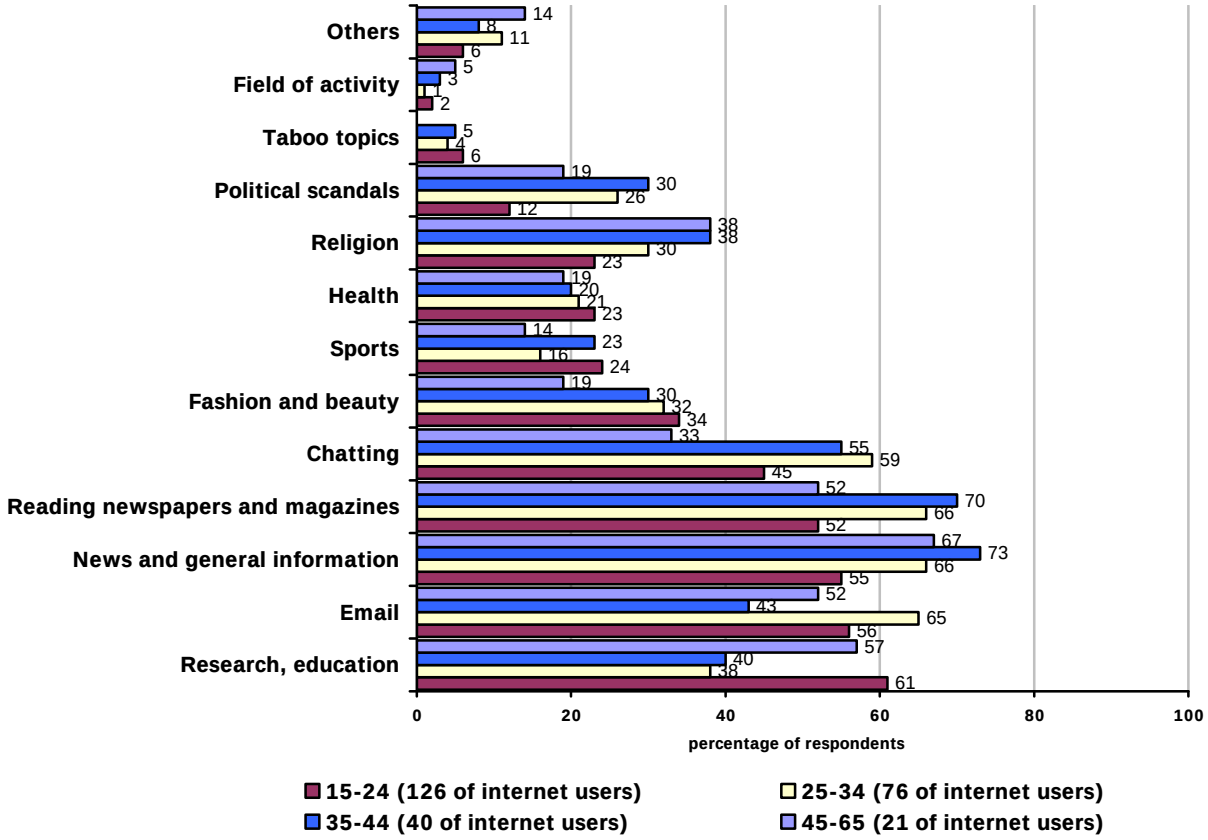
Females (107 internet users) significantly use the internet for fashion and beauty more compared to males (156 internet users) with percentages 48% versus 21% respectively. Males (156 internet users) significantly use the internet for reading newspapers and magazines, sports and emailing more compared to females (107 internet users) with percentages 66% versus 48%, 30% versus 7% and 67% versus 40% respectively.

I.2.D. Reasons for using internet by gender

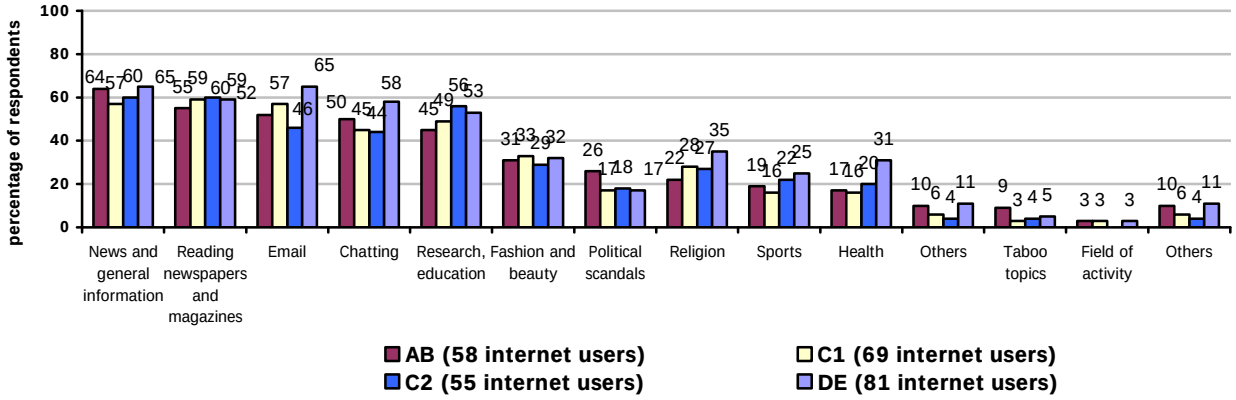


The younger age bracket, 15-24 use the internet for research and education more than the elder age brackets 25-34 and 35-44. Respondents within the age brackets of 25-34 and 35-44 use the internet significantly more for reading on political scandals compared to the age of 15-24. Respondents who are in the age bracket 25-34 use the internet significantly more for emailing than those in the elder age group, 35-44. On the other hand, the age bracket of 35-44 use the internet significantly more for news and general information and for reading newspapers and magazines compared to the age of 15-24 as presented in details in the following chart:

I.2.D. Reasons for using internet by age



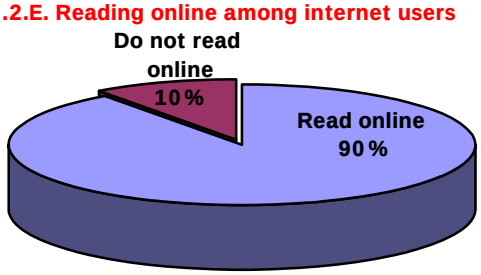
I.2.D. Reasons for using internet by Socio-economic class



E. Reading online:

Majority of the Jordanian respondents who use the internet (263 respondents) read online as shown from the data presented.

I.2.E. Reading online among internet users

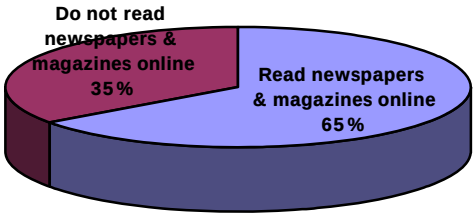


Respondents among the socio-economic class of C1 (69 readers) read online significantly more than DE class (81 readers) with percentages 96% versus 85%.

F. Reading newspapers and magazines online:

Amongst Jordanian respondents who read online, 237 respondents, those who read newspapers and magazines online are more than those who don't as presented in the following chart.

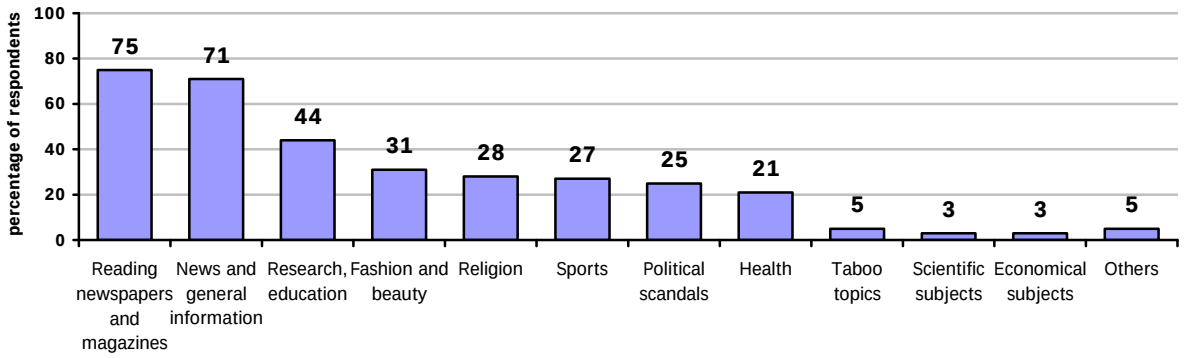
I.2.F. Internet users who read newspapers and magazines online



G. Topics of interest online:

Jordanian respondents who read newspapers and magazines online (237 respondents); mainly check out newspapers and magazines as shown from the following chart:

I.2.G. Topics of interest to online readers



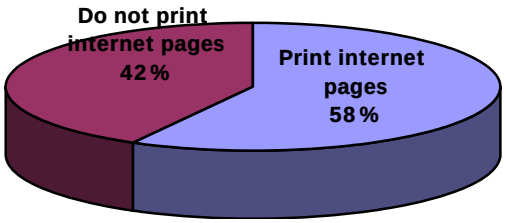
Females (51 readers of newspapers and magazines online) who read online prefer to read about fashion and beauty and health significantly more compared to males (103 readers of newspapers and magazines online) with percentages 51% versus 21%. On the other hand, males check research and education and sports news significantly more compared to females with percentages 51% versus 31%, and 35% versus 10% respectively.

Respondents belonging to the age group 15-24, who read online prefer to read on sports significantly more than belonging to the 25-34 age group.

H. Printing internet pages:

Jordanian readers who read newspapers and magazines online (135 respondents), are split between those who print internet pages from online and those who don't as presented in the following chart:

I.2.H. Printing Internet pages

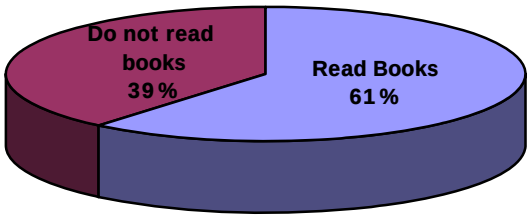


The data showed that males (84 respondents) print internet pages significantly more than females (51 respondents) with percentages 58% versus 35% respectively.

I. Reading Books:

Majority of Jordanian readers who have read any type of newspapers, magazines, or books during the past 12 months (647 respondents), read books as presented in the following chart.

I.2.I. Reading Books

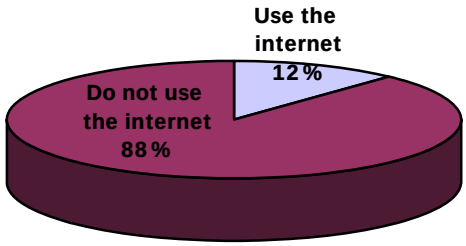


Respondents within the socio-economic class C1 (135 respondents) read books significantly compared to the C2 (162 respondents) and DE class (240 respondents) with percentages 72% versus 60% and 55% respectively.

J. Non- readers Internet Usage:

Majority of Jordanian non-readers (351 non-readers) do not use the internet as presented in the following chart.

I.2.J. Non-readers Internet Usage



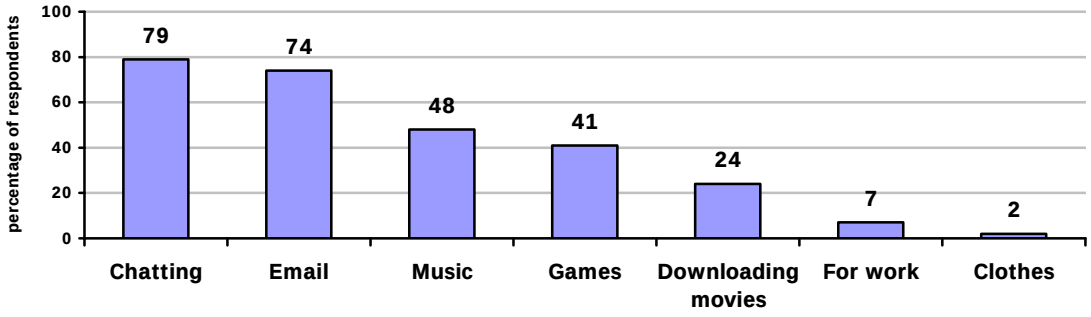
Respondents within the age of 15-24 (115 non-readers) use the internet significantly compared to other age brackets 35-44 (55 non-readers), and 45-56 (79 non-readers) with percentages 25% versus 9%, and 1% respectively.

In addition to this, the socio-economic classes AB (43 non-readers) use the internet significantly more compared to C2 (90 non-readers) and DE socio-economic classes (150 non-readers) with percentages 23% versus 7% and 11% respectively.

K. Non- readers purpose for Internet Usage:

Jordanian non-readers who use the internet (42 respondents) mainly use it for chatting and checking e-mails.

I.2.k. Non-readers Internet Usage

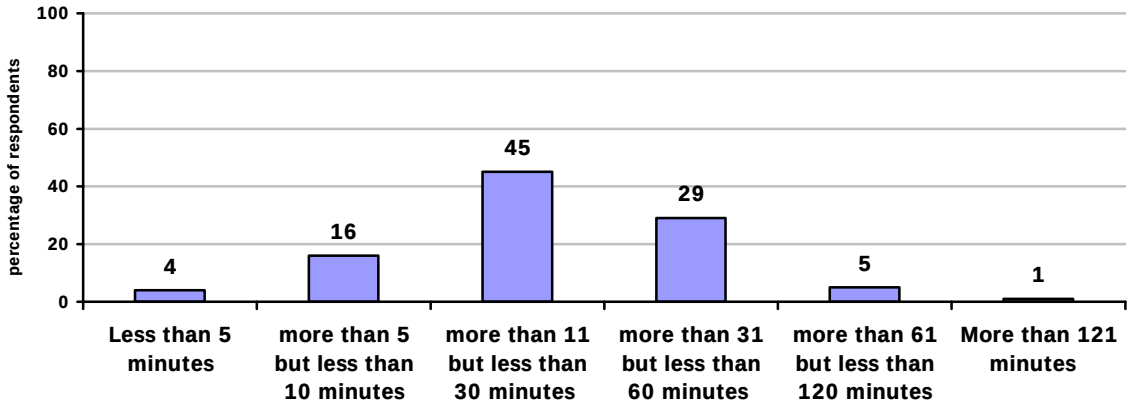


I.3. Frequency of Reading:

A. Frequency of reading newspapers and magazines:

Jordanian respondents who read newspapers and magazines (590 respondents) read for an average of 30 minutes per day.

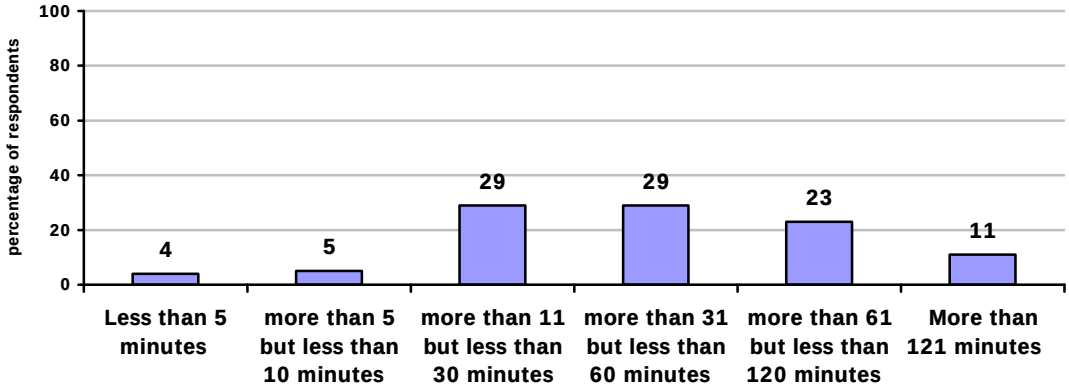
I.3.A. Time spent on reading newspapers and magazines



B. Time spent reading online:

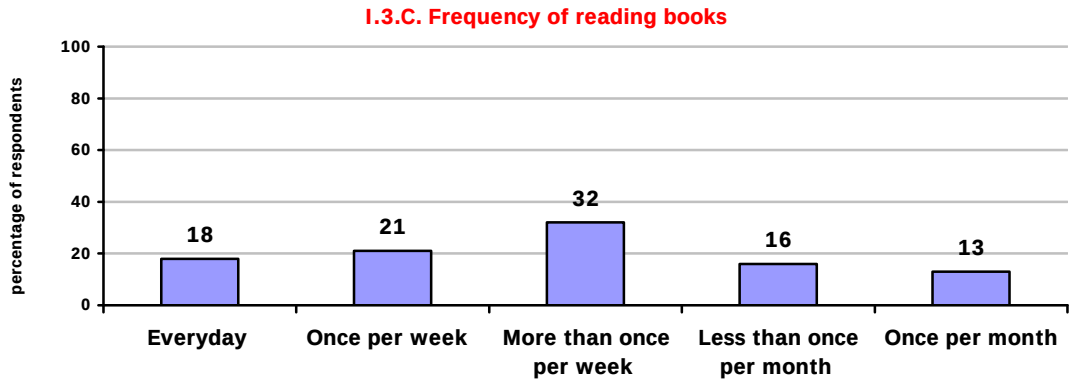
Jordanian readers who read newspapers or magazines online (154 respondents) mainly spend on average 50 minutes per day reading online.

I.3.B. Time spent reading online



C. Frequency of reading books:

Jordanian readers who read books (396 respondents), on average read books on 10 days per month.

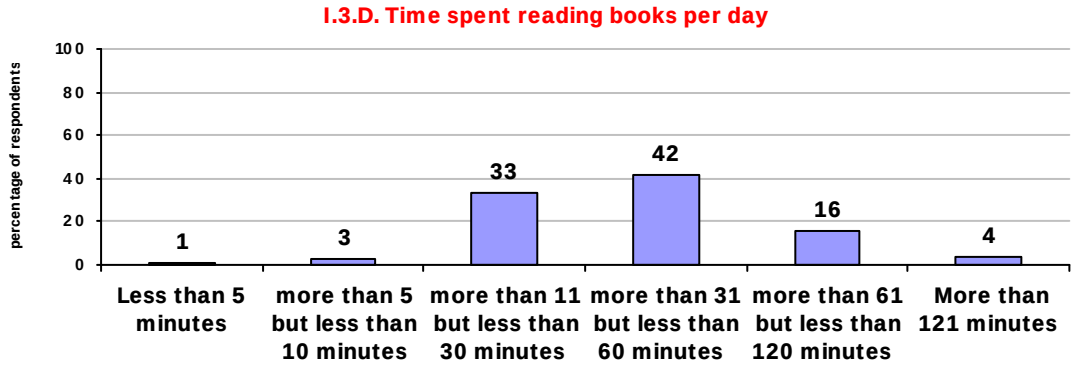


The data showed that males spend more time reading books significantly than females, as male book readers spend on average a duration of 11 days per month reading books versus females who spend duration of 9 days per months reading books.

In addition to this, the socio-economic classes C2 (97 readers) spend significantly more time reading books compared to C1 (97 readers), as C2 book readers spend on average a duration of 11 days per month reading books versus C1 book readers who spend duration of 8 days per months reading books.

D. Time spent reading books per day:

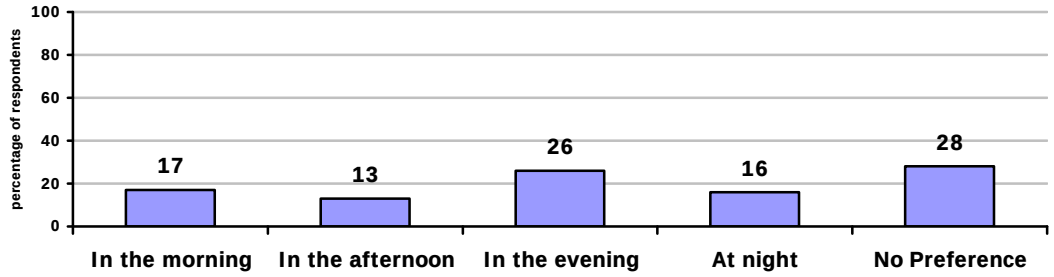
Jordanian book readers (396 respondents) spend on average 46 minutes per day reading books.



E. Time of the day for reading:

When Jordanian readers who have read any kind of magazines, newspapers, or books during the past 12 months were asked about when do they prefer to read, their answers were as shown in the following chart:

I.3.E. Time of the day for reading



The data showed that females (311 readers) significantly prefer to read in the morning more than males (336 readers) with percentages 20% and 14% respectively.

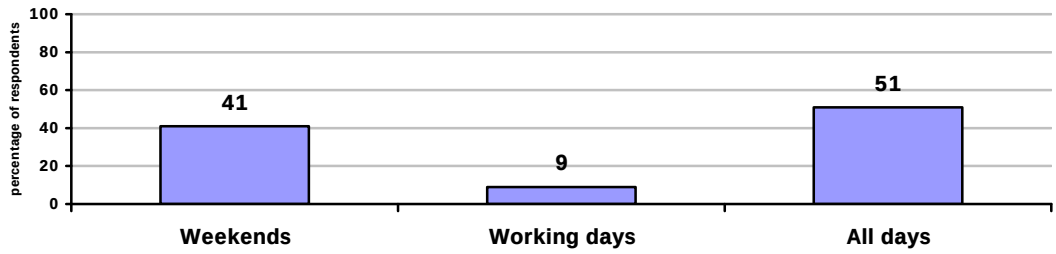
Respondents within the elder age groups of 25-34 (171 readers), 35-44 (98 readers) and 45- 56(106 readers) prefer to read in the morning significantly compared to respondents within the age of 15-24 (272 readers) with percentages 19%, 20% and 27% versus 10% respectively. While the younger age brackets 15-24 and 25-34 significantly equally prefer to read in the afternoon compared to those who belong to the older age brackets 35-44 and 45-56 with percentages 16% versus 6% and 8% respectively. Whereas respondents who belong to the age bracket of 35-44 significantly prefer to read in the evening compared to those who belong to the 25-34 age bracket with percentages 33% versus 20%.

Jordanian respondents belonging to the socio-economic AB class(110 respondents) who preferred to read in the evening are significantly more than those who belong to C2 class (162 respondents) and DE respondents (240 respondents) with percentages 36% versus 24% respectively

F. Days of the week for reading:

Almost 50% of Jordanian readers (647 respondents) prefer to read during all days.

I.3.F. Days of the week for reading

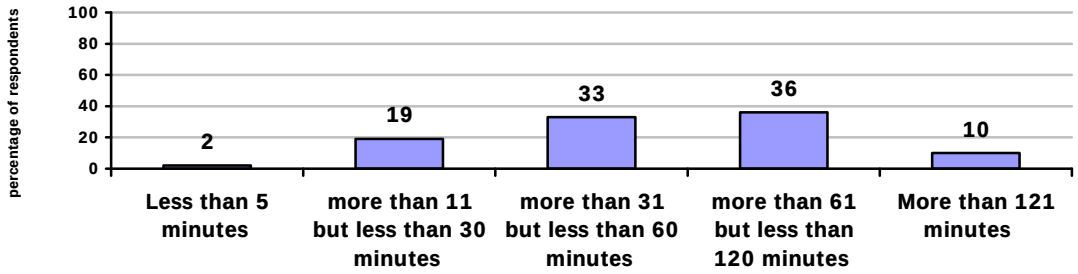


Jordanian male readers (336 readers) prefer to read during weekends significantly more than females (311 readers) with percentages 45% versus 36%. On the other hand, respondents belonging to the age brackets 25-34 and 35-44 prefer to read during working days significantly more than those belonging to the 15-24 age bracket with percentages 13% and 12% versus 6% respectively. It was also found that the socio-economic classes AB (110 readers) and C2 (162 readers) prefer reading in working days significantly than those who belong to the C1 class (135 readers) with percentages 16% and 12% respectively versus 4%. Also AB respondents prefer to read in working days significantly more than DE respondents (240 readers) with percentages 16% versus 6%.

G. Non-readers time spent online:

Jordanian non-readers who use the internet (42 respondents) spend on average 63 minutes per day online.

I.3.H. Non-readers time spent online

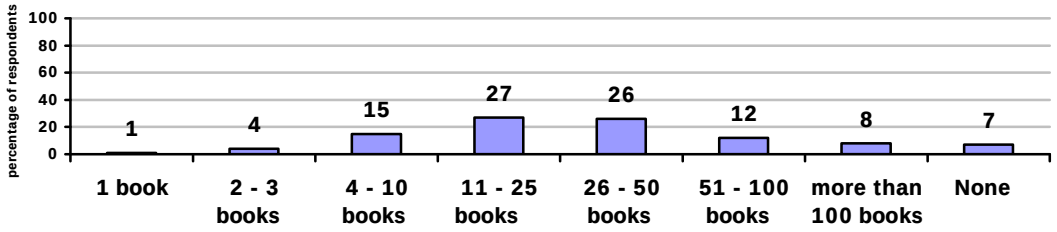


I.4. Location Issues

A. Number of books at home:

Jordanian readers who have read any kid of newspapers, magazines, or books during the past 12 months (647 readers) keep on average 34 books at home.

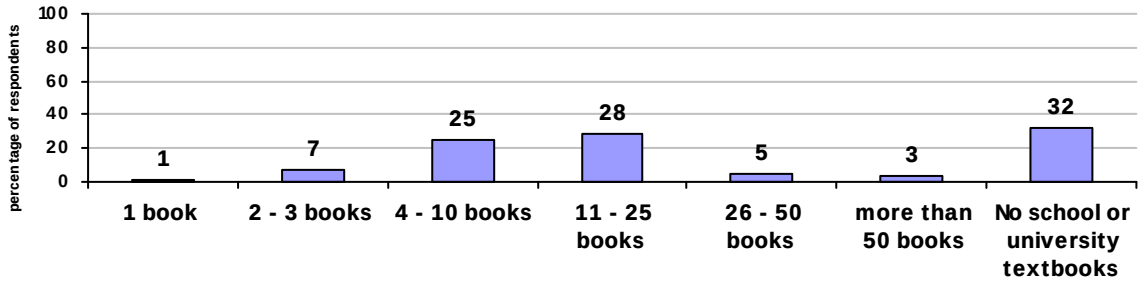
I.4.A. Number of books at home



The data shows that the respondents among the AB socio-economic class (110 readers) keep on average more books (average 46 books at home), compared to the C2 (162 readers) and DE (240 readers) respondents who keep on average 31 and 29 books at home respectively. The data also shows that the respondents among the C1 class (135 readers) keep on average more books (average 37 books at home), compared to DE (240 readers) respondents who keep on average 29 books at home.

Jordanian respondents who keep books at home, 603 respondents, have on average 11 school or university books.

I.4.A. Amount of school/university books



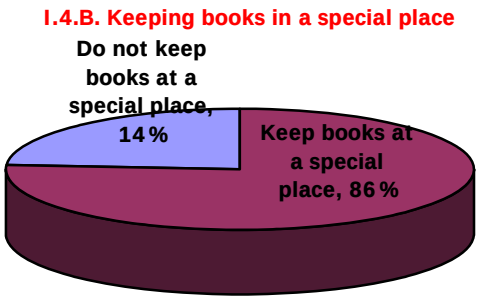
Respondents within the age of 15-24 keep on average more school/university books from the books they own compared to respondents who are within 25-34 as respondents within the age of 15-24 have an average of 12 school/university books compared to the respondents within the age of 25-34 who keep on average 8 school or university books at home.

As for the socio-economic class, the AB and C1 classes keep more school or university books from the books they own (both keep on average 12 school/university books) compared DE classes (keep on average 9 school/university books).

The data indicated that respondents in rural areas own on average more school/university books (keep on average 13 school/university books) if compared to respondents who belong to urban areas (keep on average 10 school/university books).

B. Keeping books at a special place:

Majority of Jordanian readers, who keep books at home (603 respondents), keep books at a special place as presented in the following chart:



It was found that respondents within the age of 45-56 significantly keep books in a special place compared to respondents who are within 25-34 with percentages 83% versus 71%.

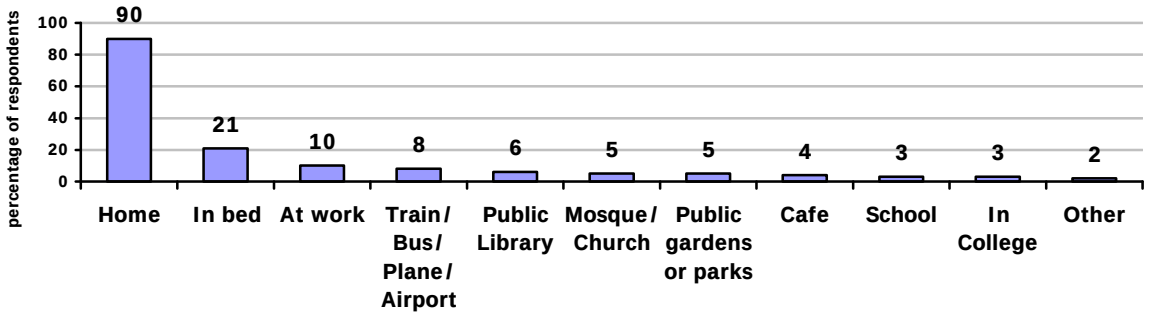
The data shows that respondents among the AB class (106 respondents who have books at home), C1 class (128 respondents who have books at home) and C2 class (152 respondents who have books at home) significantly keep books at a special place at home compared to DE class (217 respondents who have books at home) with percentages 83%, 84% and 82% respectively versus 55%.

The data indicated that respondents in rural areas (153 respondents who have books at home) significantly keep books at a special place at home if compared to respondents who belong to urban areas (450 respondents who have books at home).

C. Favorite place of reading books:

Majority of Jordanian readers (647 respondents) prefer to read at home as presented in the following chart:

I.4.C. Favorite Place of reading books



The data shows that females (311 readers) who read at home are significantly more than males (336 readers) who prefer to read at home with percentages 93% versus 88%.

As for respondents who belong to the 15-24 age bracket (272 respondents) it was found that they tend to read at home and in bed significantly more than those who belong to 25-34 age bracket (171 respondents) with percentages 93% versus 87% and 25% versus 16% respectively.

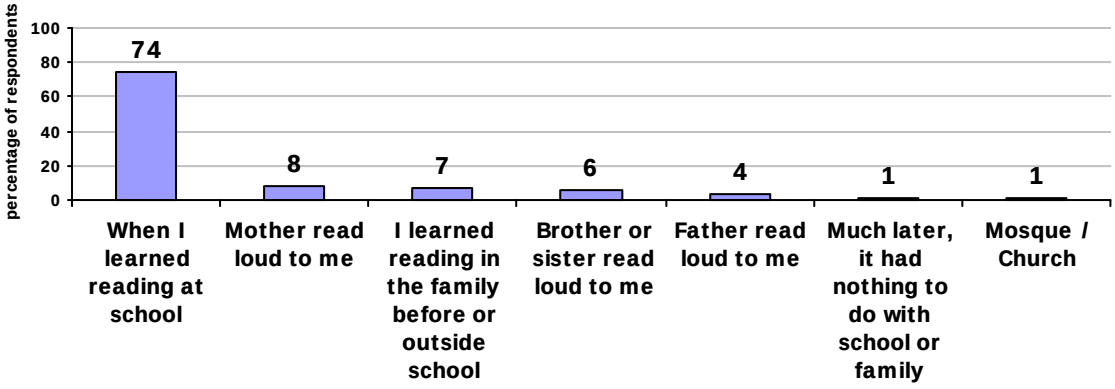
II. Reading Attitudes

II.1. Reasons for reading:

A. Being first exposed to reading:

Jordanian readers (647 respondents) were mainly first exposed to reading when they learned reading at school as specified 74% of the respondents.

II.1.A. Being first exposed to reading



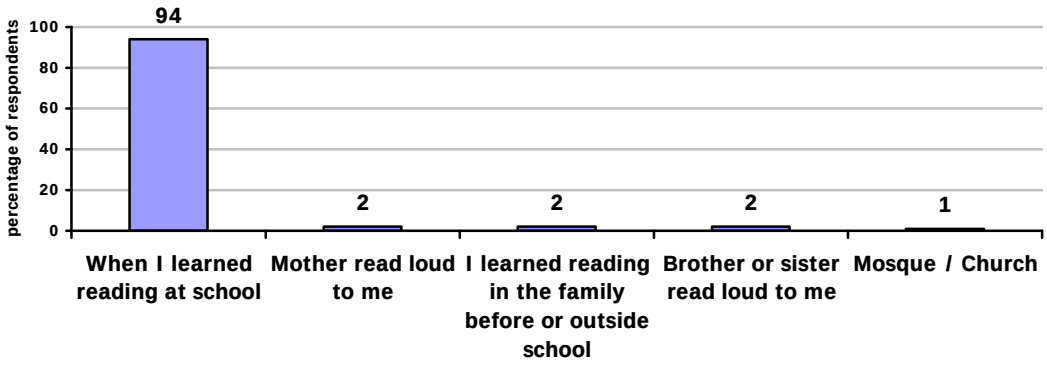
It was found that male respondents (336 readers) were first exposed to reading when they went to school significantly more than female respondents (311 readers) with percentages 80% versus 67%. While female respondents who got exposed to reading by mothers reading aloud were significantly more than males who were introduced to reading by the same way with percentages 11% versus 6%.

As for the eldest age group 45-56 (106 readers) it was found that they were first exposed to reading when they went to school significantly more than those who belong to the younger age groups 15-24 (272 readers) and 25-34 (171 readers) with percentages 82% versus 72% and 71% respectively.

B. Started to learn reading:

Jordanian readers (647 respondents) started to learn reading mainly at school as specified by 94% of the respondents and shown in the following chart:

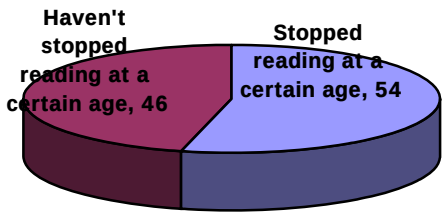
II.1.B. Started to learn reading



C. Stopped reading at a certain age:

Jordanian readers (647 respondents) who have stopped reading at a certain age are 54% compared to 46% who haven't stopped reading at a certain age.

II.1.C. Stopped reading at a certain age



Females (311 readers) who have stopped reading at a certain age are significantly more than males (336 readers) with percentages 61% versus 47% respectively. Respondents within the older age brackets 25-34 (171 readers), 35-44 (98 readers), and 45-56 (106 readers) who have stopped reading a certain age are significantly more than the respondents within the age of 15-24 (272 readers) with percentages 60%, 68%, and 59% versus 43% respectively. Finally, respondents who live in urban areas (481 readers) have significantly stopped reading at a certain age compared to those who live in rural areas (166 readers) with percentages 56% versus 46%.

D. Age Respondents stopped reading at:

Jordanian readers who have changed their reading rates (347 respondents) have mainly stopped or decreased reading at the age of 17 to 30 as presented in the following table.

Age respondents stopped reading at	Percentage of respondents
Less than 15 years	4
around age 15-16	4
around age 17-18	17

around age 19-25	45
around age 26-30	19
around age 31-35	4
around age 36-40	4
around age 41-50	3

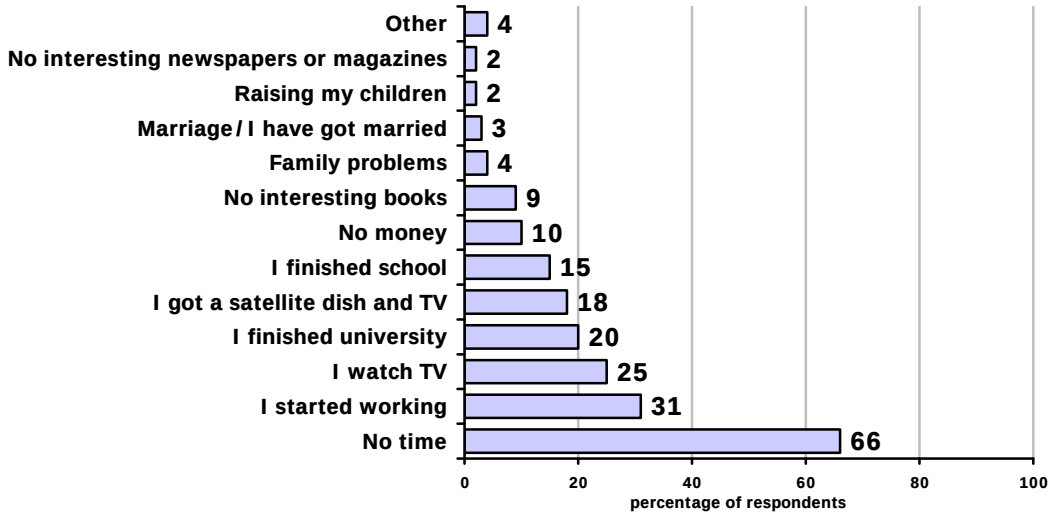
Respondents in the age bracket 25-34 (102 readers who have stopped reading at a certain age) who have stopped reading at the age of 19-25 significantly more than those who belong to 15-24 (116 readers who have stopped reading at a certain age) and 35-44 (67 readers who have stopped reading at a certain age) who have stopped reading at the same age with percentages 60% versus 46% and 39% respectively.

Respondents among the AB class (57 respondents) have stopped reading at the age of 19-25 significantly more if compared to respondents from C2 class (89 respondents) who stopped reading at the same age with percentages 58% versus 37% respectively.

E. Reasons for stopping to read:

Jordanian readers who have stopped reading at a certain age (347 respondents) mainly have stopped reading because they have no time any more to read. The previously presented data also showed that the age that respondents have stopped reading at is from 17 to 30 which is the age that people finish school at and start their careers or start building a family thus the respondents have limited time for reading.

II.1.E. Reasons for stopping to read



Male respondents who decreased or stopped their reading because of starting to work (157 respondents) were significantly more than the females who decreased or stopped reading due to the same reason (190 respondents) with percentages 39% versus 24%. While female respondents who decreased or stopped reading due to preferring to watch TV were significantly more than the males who changed their reading habits for the same reason with percentages 32% versus 18%.

Respondents who belong to the age bracket 35-44 (67 respondents) changed their reading habits because of lack of time if compared to those who are belong to the 15-25 age bracket (116 respondents) with percentages 75% versus 59%.

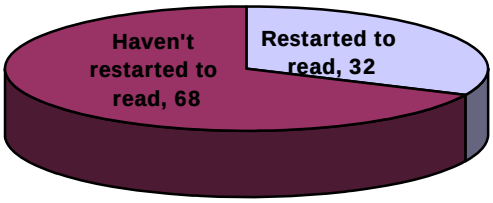
Those who belong to the C1 (80 respondents) socio-economic class were found to have decreased or stopped reading due to lack of time if compared to those respondents who

belong to AB class (57 respondents) and stopped for the same reason with percentages 73% versus 53%.

F. Restarting to read:

Jordanian readers (647 respondents) are split between those who have increased or restarted reading at a certain age and those who haven't as presented in the following chart:

II.1.F. Restarting to read



G. Age re-started/increased to read:

Jordanian readers who have re-started or increased reading at a certain age (206 respondents) have mainly restarted reading at the age of 19 to 25 as shown in the following table.

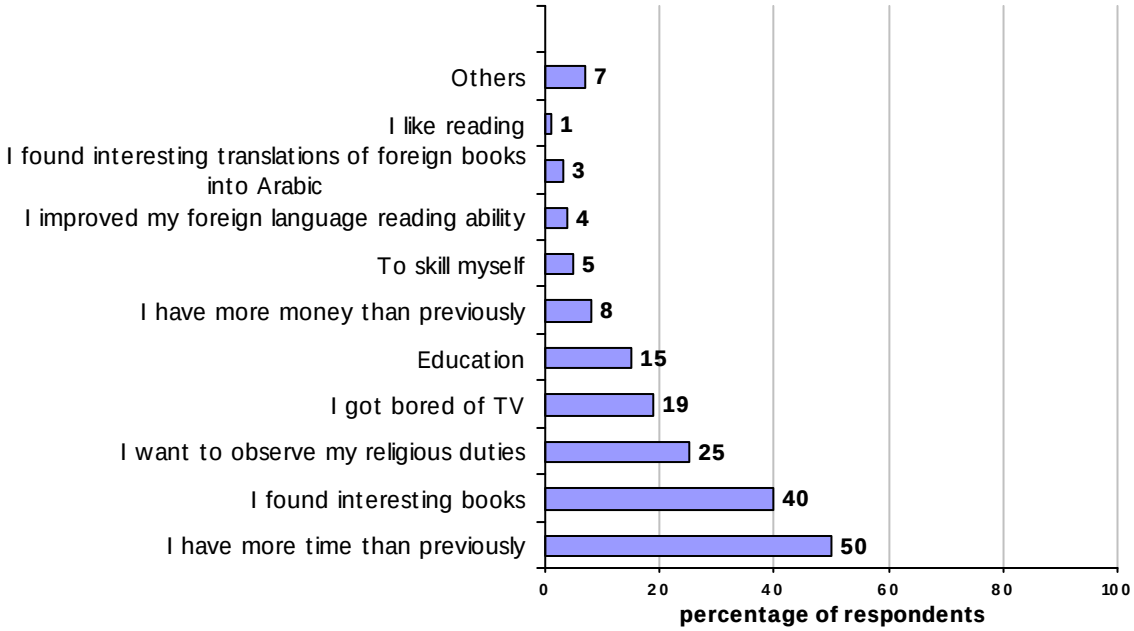
Age restarted reading at	Percentage of respondents
Less than 15 years	1
around age 15-16	5
around age 17-18	15
around age 19-25	**45**
around age 26-30	14
around age 31-35	6
around age 36-40	6
around age 41-50	6
around age 51 or older	2

Respondents belonging to socio-economic C1 class (50 respondents) have significantly restarted reading at the age of 19-25 compared to respondents among the C2 class (53 respondents) with percentages 56% versus 34% respectively.

H. Reasons for restarting to read:

Jordanian respondents who have restarted or increased reading at a certain age (206 respondents) have mainly restarted reading because they have more time than previously and they found more interesting books to read.

II.1.H. Reasons for restarting to read



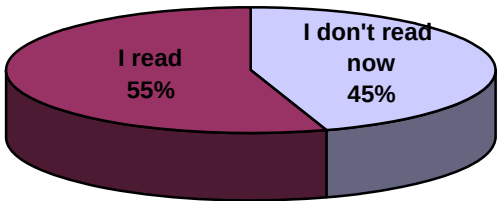
Females (108 respondents) who have read more than previously because they currently have more time are significantly more than males (98 respondents) who have restarted reading for the same reason with percentages 59% and 41% respectively. Also females who have read more than previously because they want to observe their religious duties are significantly more than males who have restarted reading for the same reason with percentages 32% and 19% respectively.

The age bracket 35-44 (31 respondents) have restarted or increased reading because they have more time are significantly more if compared to respondents within the age of 25-34 (58 respondents) with percentages 68% versus 38%.

I. Current readings:

Among Jordanian respondents who read books (396 respondents), 55% are currently reading books as presented in the following chart.

II.1.I. Current Readings



Male respondents (201 book readers) are currently reading books significantly more than the female respondents (195 book readers) with percentages 60% versus 50%. Respondents who belong to the 15-24 (171 book readers) and 45-56 (69 book readers) age brackets who are currently reading books are significantly more than those who belong to the 35-44 age bracket (60 book readers) with percentages 59% and 59% respectively versus 42%.

Jordanian readers who are currently reading books, 219respondents, are mainly reading La Tahzan (Don't be Sad) as mentioned by 5% of the respondents. It is also

noticeable that Jordanian readers who are currently reading are focused on religious books and authors as presented in the following tables:

Book Title	Percentage of respondents
La Tahzan (Don't be Sad)	5
Fekeh El Sonah	3
Reyad El Saleheen (The path of the good fellows)	2
Khwater Quranih	2
El Teb El Nabawy (The Prophet's medicine)	2
El Seera El Nabaweya (The Prophet's path)	2
Asbab Sokot El Dawlah El Omiah (Reasons behind the downfall of the Amaweya state)	2
Tafser Fe Ahkam El Tagwed (explanation of Quran recitation)	2
Don't Remember	2

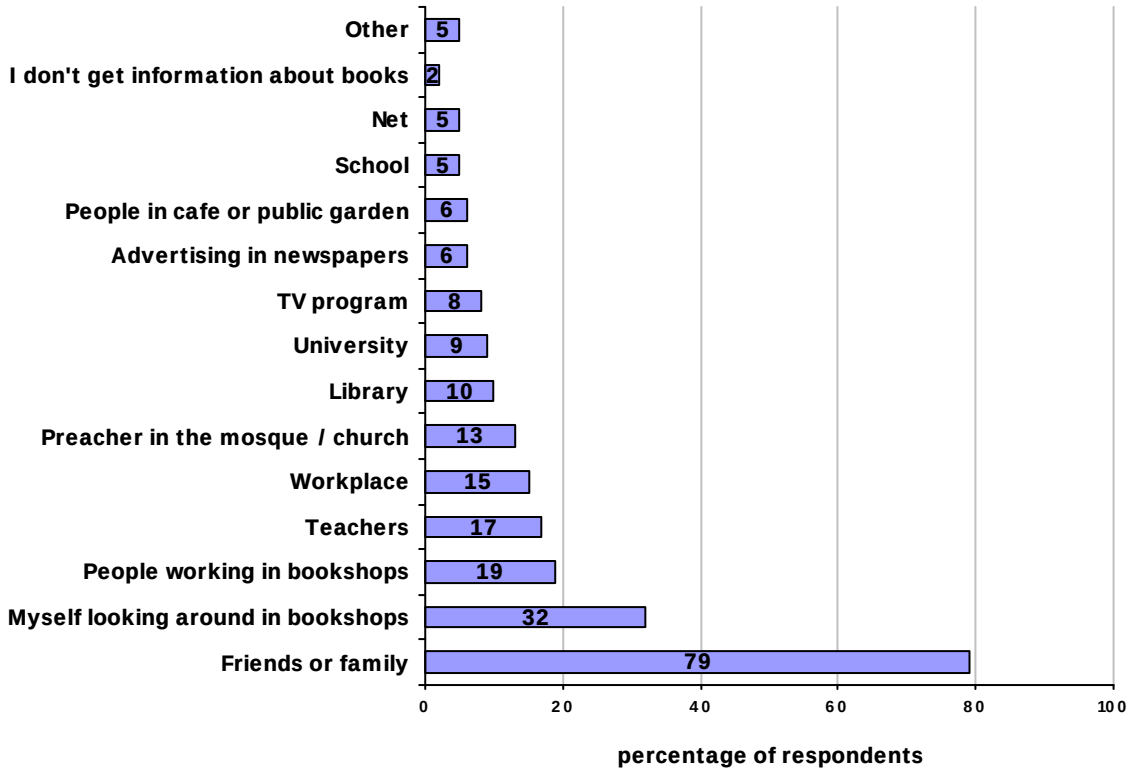
As for the authors, Jordanian readers prefer to read for Aaed ElKarny as presented in the following table:

The Author	The percentage of respondents
Aaes Elkarny	5
Amr Khaled	3
Aby Kasser	3
Ejata Kraste	2
Said Saeab	2
Don't Remember	17

J. Information about interesting books:

Jordanian readers who read books (219 respondents) mainly get information about interesting books from their friends and family members as presented in the following chart.

II.1.J. Information about interesting books

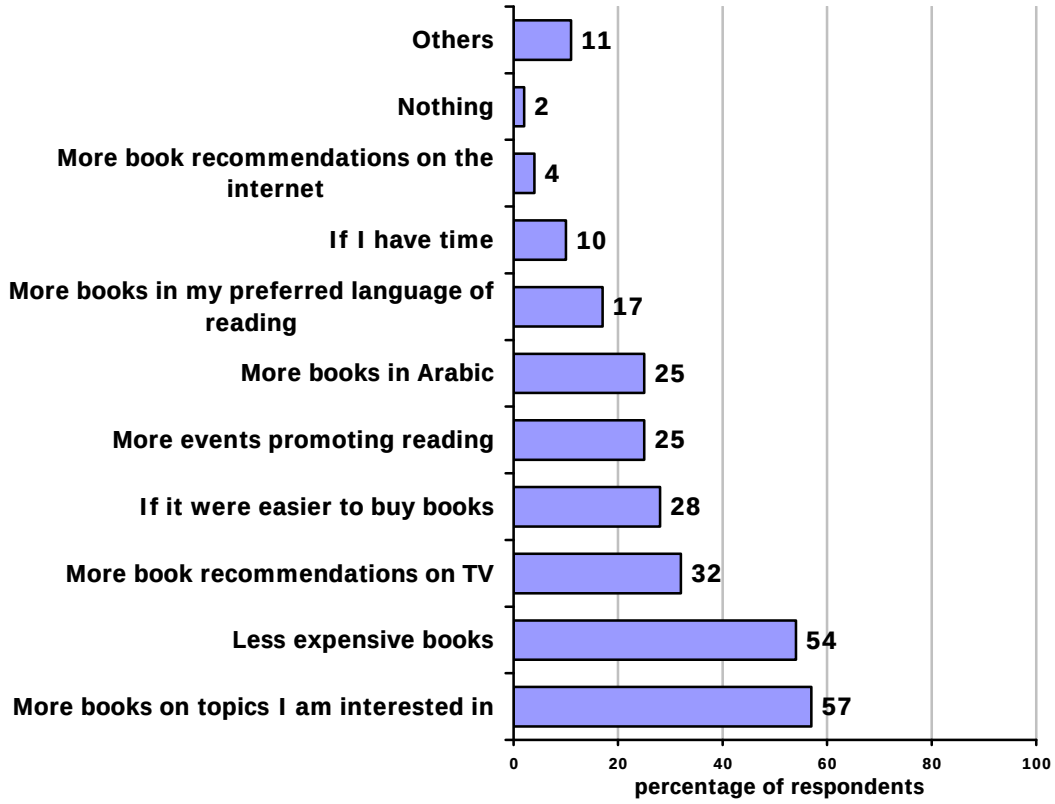


Males (201 book readers) get information about interesting books through people working in bookshops and from their workplace significantly more than females (195 book readers) with percentages 26% versus 11% and 18% versus 11% respectively.

K. Reading Trigger:

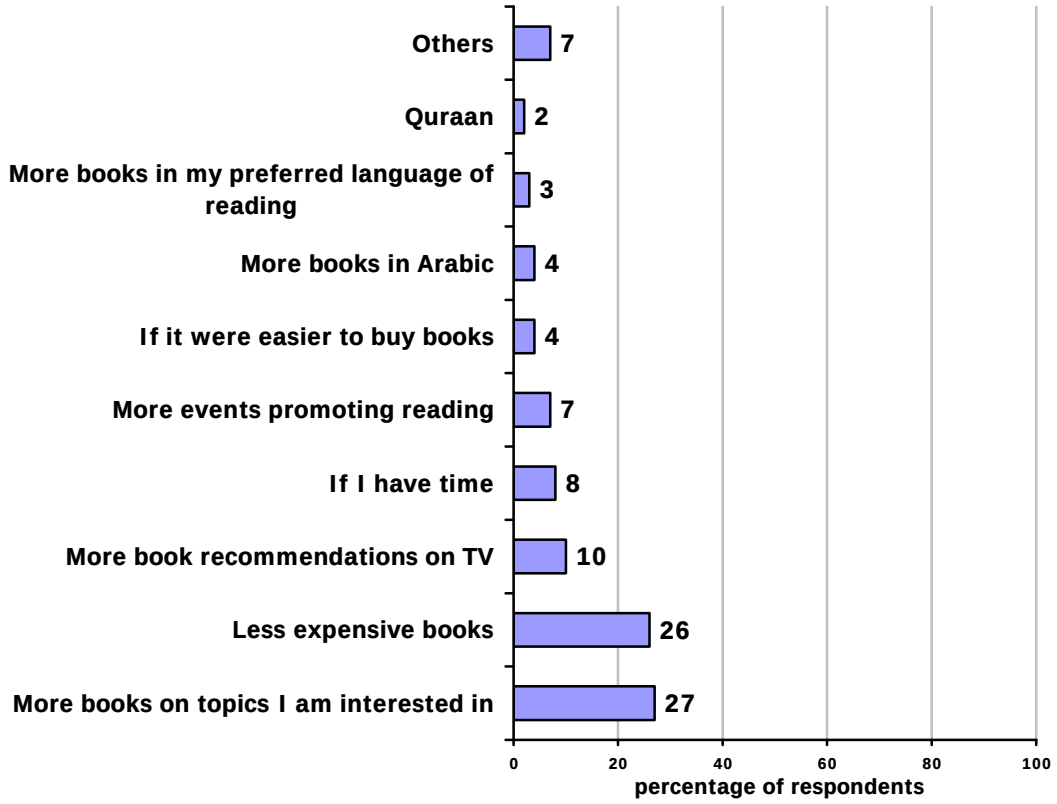
Jordanian non readers (351 respondents) will be willing to read if they found books in the topics they are interested in and if they found less expensive books as presented in the following chart.

I1.1.K.a. Reading Trigger among non-readers



The data showed that when Jordanian non-readers chose one factor that would trigger them to read more they mainly chose having more topics they are interested in as presented in the following chart.

II.1.K.b. Single Reading Trigger among non-readers

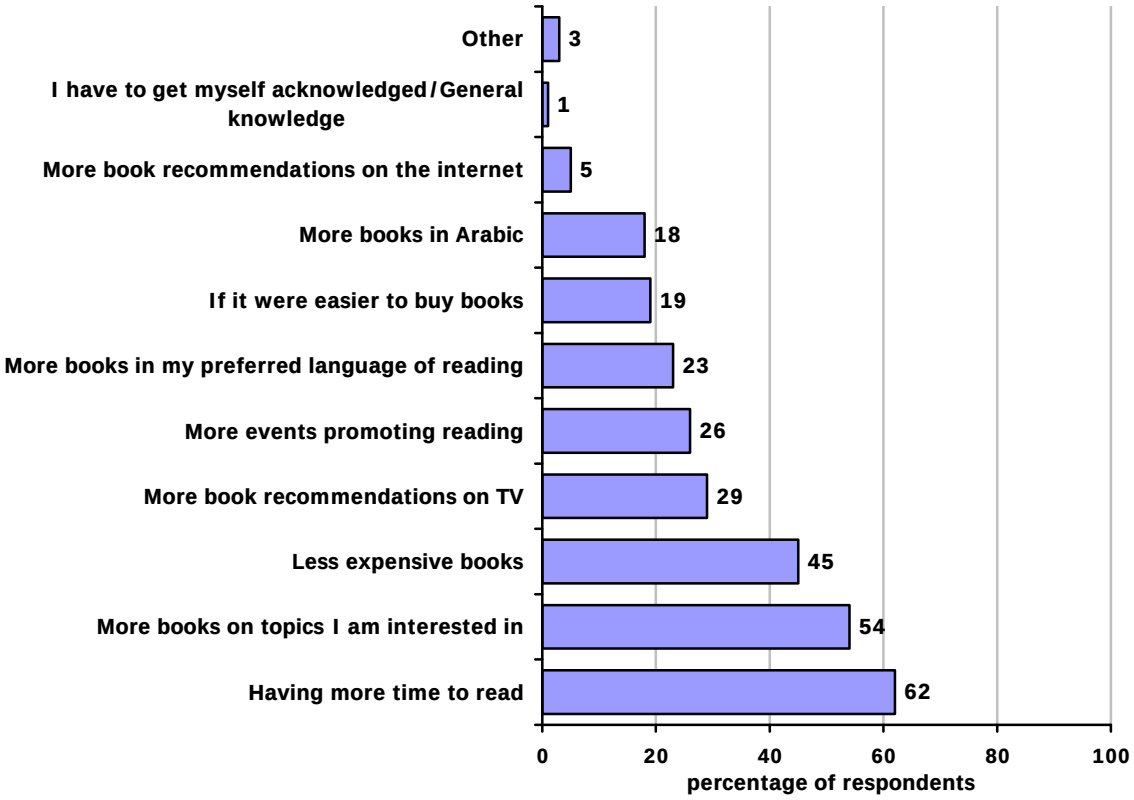


Finding more interesting topics to read about would trigger females (166 respondents) to read significantly more than males (185 respondents) with percentages 66% versus 49%. While males would be triggered to read more if there were more events promoting reading compared to females with percentages 30% versus 19%.

The younger age brackets 15-24 (115 respondents) and 25-34 (102 respondents) would be triggered to read if they found more books on interesting topics significantly more than if compared to respondents within the age of 45-56 (79 respondents) with percentages 69% and 58% versus 42% respectively. While older age brackets 35-44 and 45-56 would be triggered to read if there was an easier way to buy books significantly more than those who belong to the 15-25 age bracket.

As for Jordanian readers, who have been reading any kid of newspapers, magazines, or book within the past 12 months (647 respondents), they would be triggered to read more they found more books on the topics they are interested in as presented in the following chart.

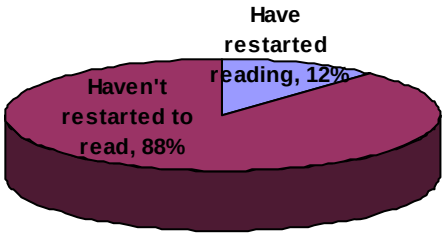
II.1.K.c. Reading Trigger among Readers



L. Increased/ Restarted reading at a certain age:

Among Jordanian non-readers who have been readers before (285 respondents) majority haven't restarted or increased reading at a certain age as specified from the following chart.

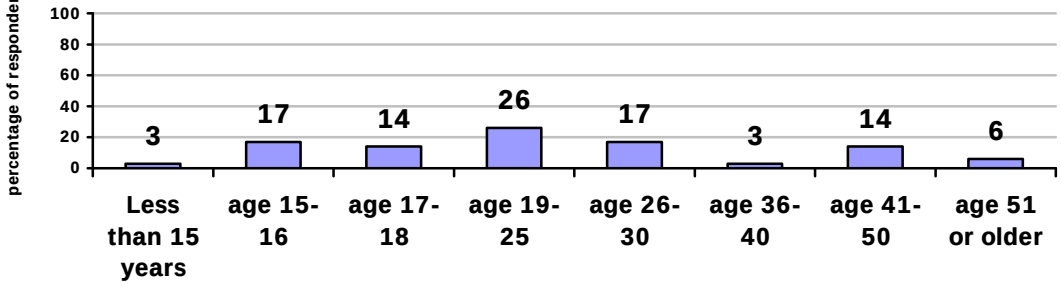
II.1.L. Increased/ restarted reading at a certain age



M. Age restarted reading at:

Among Jordanian non-readers who have restarted reading (35 respondents), they mainly restarted to read at the age of 19 to 25 as presented in the following chart.

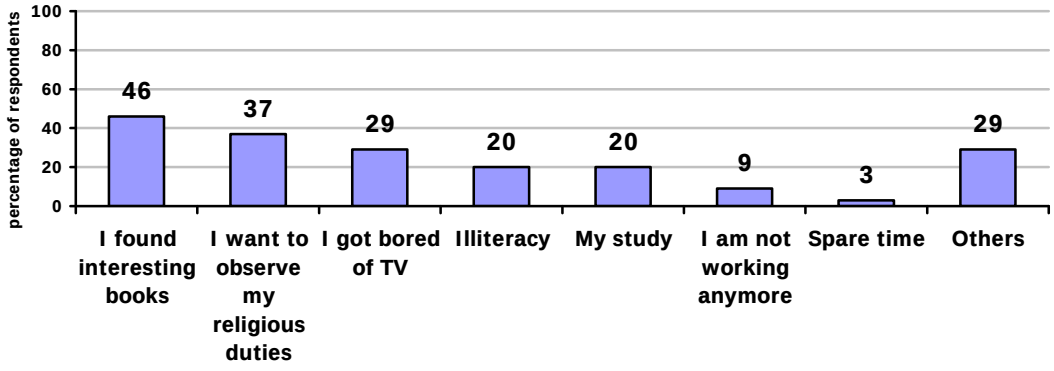
II.1.M. Age restarted reading at



N. Reason for restarting to read at a certain age:

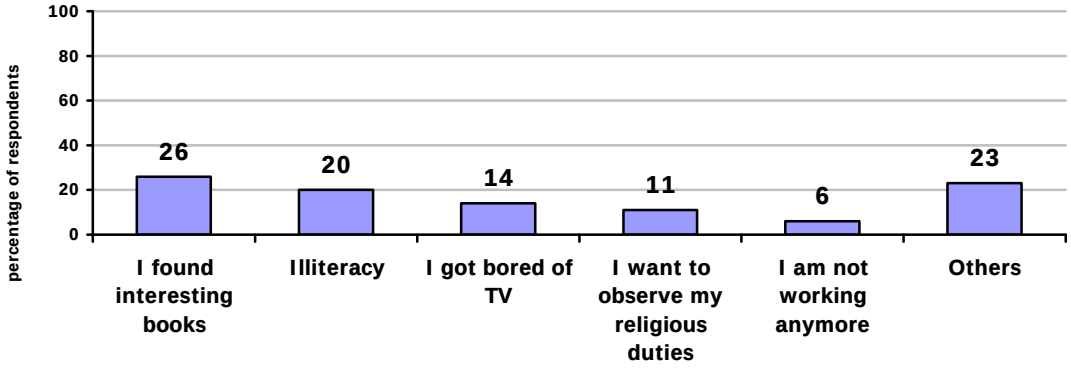
Jordanian non-readers, who got interested in restarting to read (35 respondents), restarted reading mainly because they found more interesting book to read as presented in the following chart:

II.1.N.Reasons for Restarting to read



When Jordanian non-readers were asked to choose the single main factor that triggered them to restart reading, their reasons were as presented in the following chart:

II.1.N.Reasons for Restarting to read

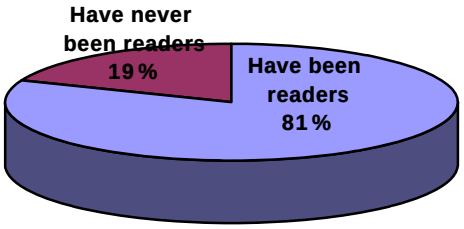


II.2. Representation of reading:

A. Ever Being a Reader:

Majority of Jordanian non-readers, 351 respondents, have been readers before.

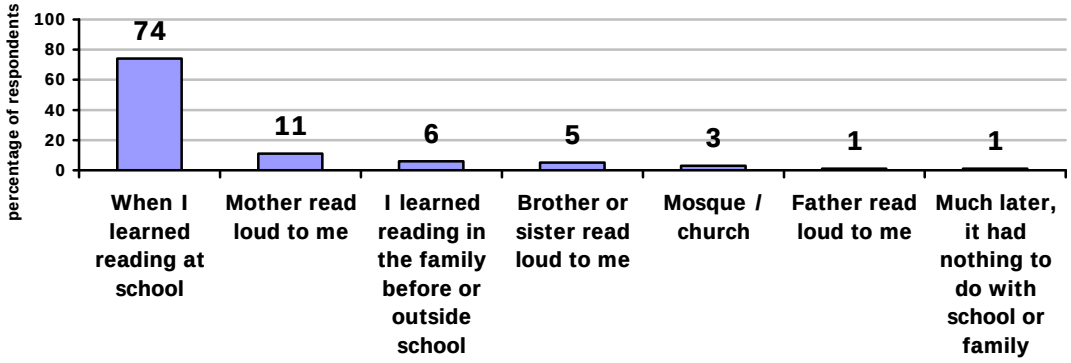
II.2.A. Ever being a reader



B. First time exposed to reading:

Jordanian non-readers who have been readers before (285 respondents), first got exposed to reading when learned reading at school as presented in the chart.

II.2. B. First exposed to reading

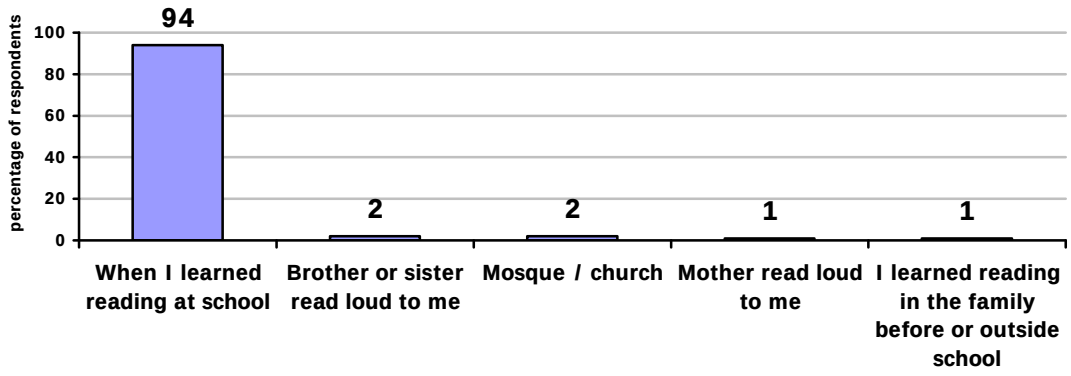


School is a main place for getting exposed to reading among respondents living in urban areas (227 respondents) significantly more than respondents living in rural areas (58 respondents) with percentages 77% versus 60% respectively.

C. Learning to read:

Jordanian non-readers who used to be readers before (285 respondents) were taught to read mainly at school.

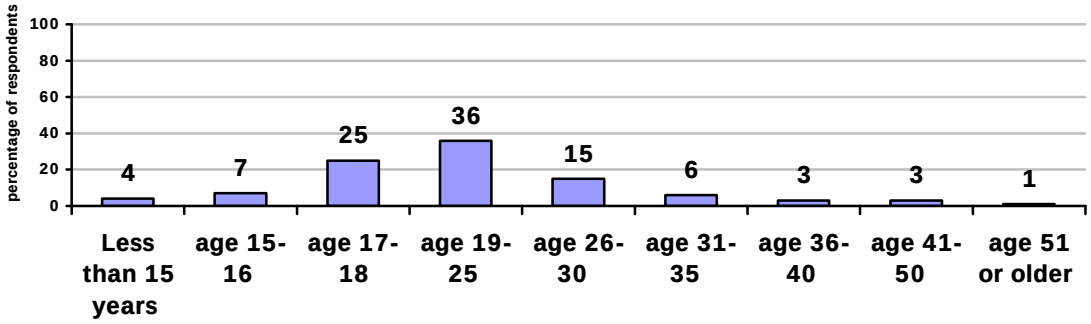
II.2. C. Learning to read



D. Age non-readers who used to read stopped reading at:

The following chart shows that Jordanian non-readers who used to read (285 respondents) have stopped reading within the age of 19-25 as specified by 36% of the respondents.

II.2.D. Age non-readers have stopped to read

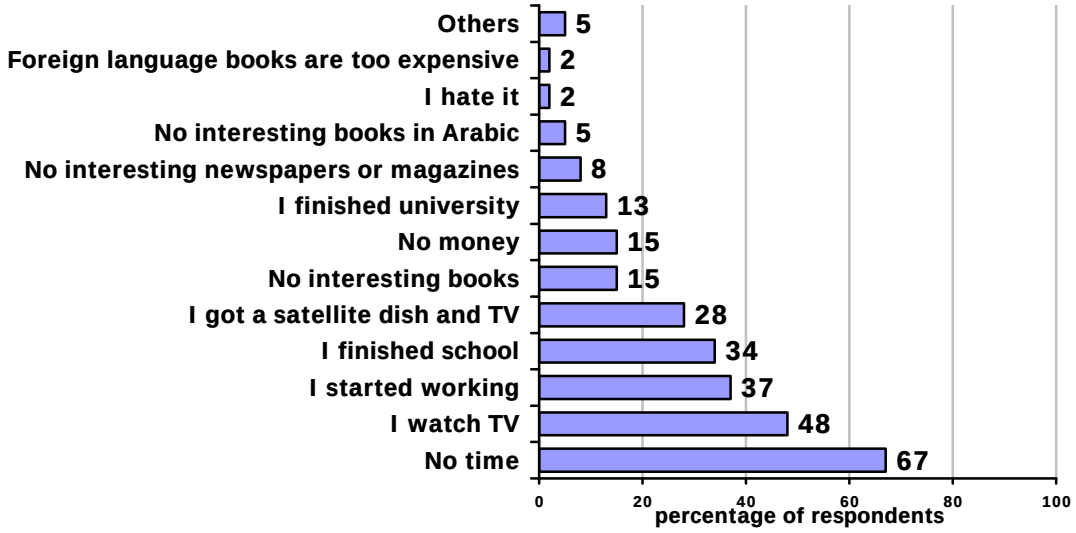


The data shows that the AB socio-economic class (39 respondents) has stopped reading at the age of 19 to 25 significantly more than if compared to DE class (117 respondents).

E. Reasons for stopping to read:

Jordanian non-readers who used to read (285 respondents) have stopped reading mainly because they have no more time to read.

II.2.E.Reasons for stopping to read



Females (139 respondents) who have stopped reading because they have no time are significantly more than males (146 respondents) who have stopped reading for the same reason with percentages 76% versus 59% respectively. Also females who stopped reading because they found no interesting books were significantly more than males with percentages 22% versus 10% respectively. While male respondents who stopped reading because they started to work were significantly more than females who stopped reading for the same reason with percentages 53% versus 19% respectively.

Respondents belonging to the age bracket 25-34 (85 respondents) who have stopped reading due to starting to work are significantly more than respondents who belong to the age bracket 45-56 (67 respondents) who stopped reading for the same reason with percentages 46% versus 30% respectively. On the other hand, respondents belonging to the socio-economic classes C2 (75 respondents) and DE (117 respondents) that have stopped or decreased reading because they don't have time are significantly more than respondents belonging to C1 class (54 respondents) with percentages 76% and 70% versus 52% respectively.

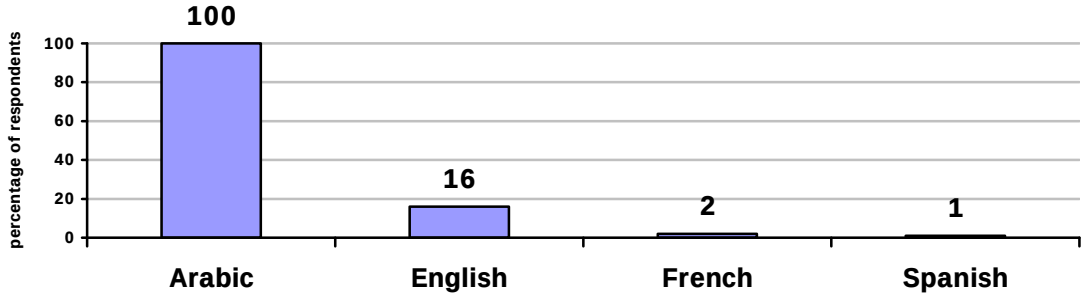
Respondents who live in urban areas (227 respondents) who stopped reading because they prefer watching TV were significantly more than those who live in rural areas (58 respondents) and stopped reading for the same reason with percentages 52% and 35% respectively.

II.3 Representation of languages

A. Languages of Reading newspapers and magazines:

The data showed that Jordanian readers of newspapers and magazines (590 respondents) mainly read it in Arabic as presented in the following chart.

II.3.A. Languages of reading newspapers and magazines



Respondents belonging to the AB socio-economic class (105 readers of newspapers and magazines) prefer to read newspapers and magazines in English significantly more than C2 class (341 readers of newspapers and magazines) and DE class (341 readers of newspapers and magazines) with percentages 26% versus 11% and 15% respectively.

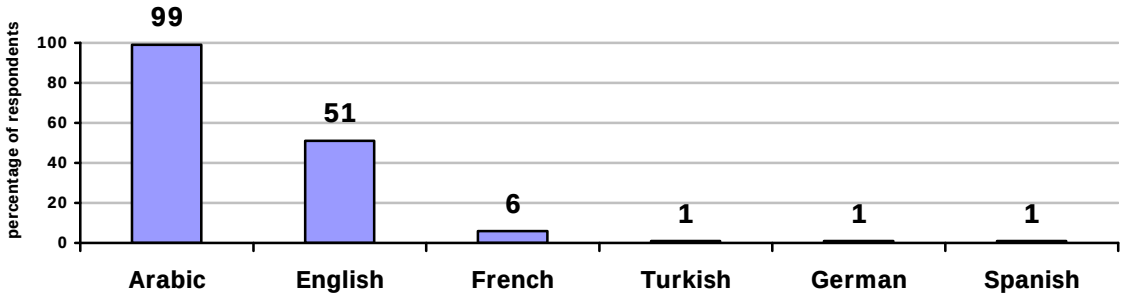
B. Language preferred for reading newspapers and magazines:

When Jordanian readers of newspapers and magazines were asked to rank the top 3 preferred languages to read newspapers and magazines 100% ranked that Arabic language as their first preferred choice

C. Language of reading online:

Jordanian respondents who read newspapers and magazines online (154 respondents) mainly read online in the Arabic language as presented in the following chart.

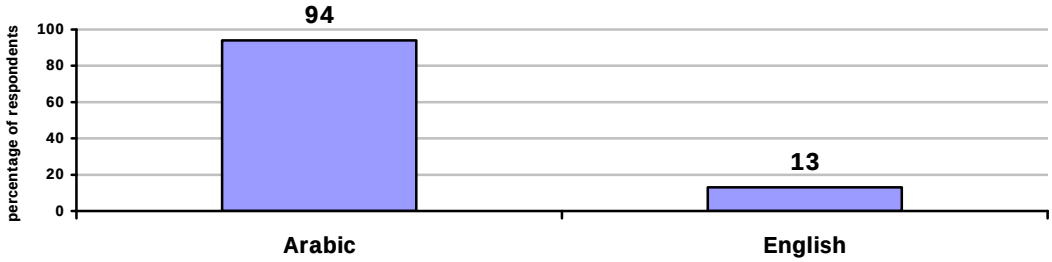
II.3.C. Languages of reading online



Male respondents (103 readers) who preferred to read online in English were significantly more than females (51 readers) who preferred to read on line in English as well with percentages 57% versus 39% respectively.

In addition to this when the Jordan respondents were asked to rank the top 3 languages they use when reading newspapers or magazines online the Arabic language came as the first rank as presented in the following chart.

II.3.C. Ranking of online languages used

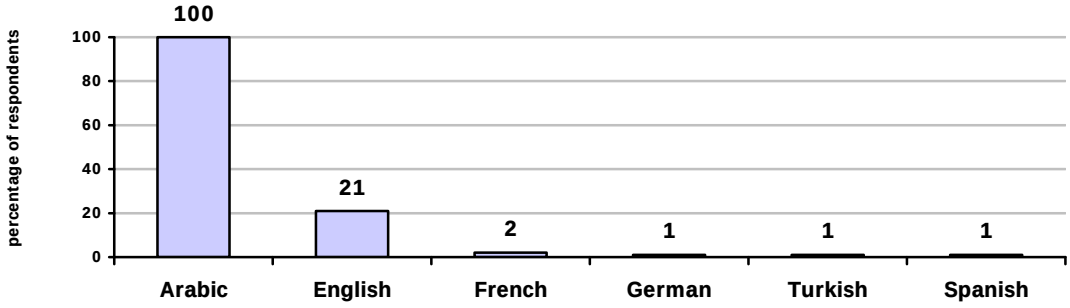


The preference of Arabic language is among different genders, age brackets, socio-economic classes and urban and rural residents. There isn't any significant difference between these different splits in the language preference.

D. Language Jordanian people read in regularly:

Jordanian readers (647 respondents), generally prefer to read in the Arabic language and this is the language they read regularly in whether they are reading newspapers, magazines, or books as presented in the following chart.

II.3.D. Preferred langauge while reading

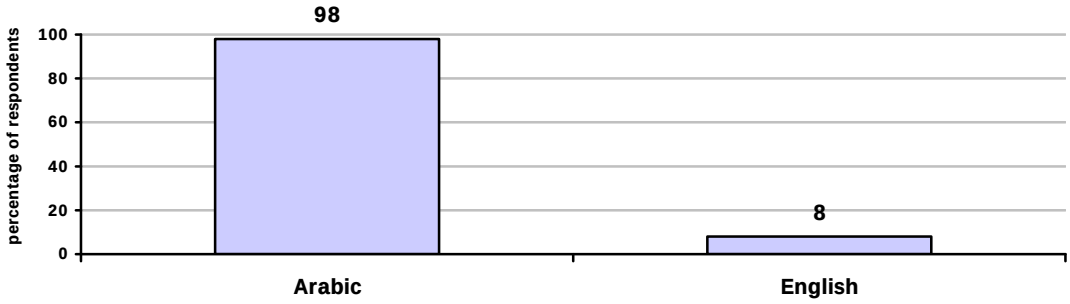


Jordanian readers among all splits prefer to read in the Arabic language without any significant difference between the different splits.

As for the English language, respondents within the age bracket of 15-24 (272 readers) read regularly in the English language significantly more than respondents within the age of 45-56 (106 readers) with percentages 25% versus 13% respectively. Also, respondents among the AB social class (110 readers) read significantly in the English language compared to respondents among the C2 (162 readers) and DE social class (240 readers) with percentages 29% versus 15% and 19% respectively.

When Jordanian readers were asked to rank the top 3 languages that they generally prefer to read in the Arabic language was ranked first by the majority of respondents as presented in the following chart.

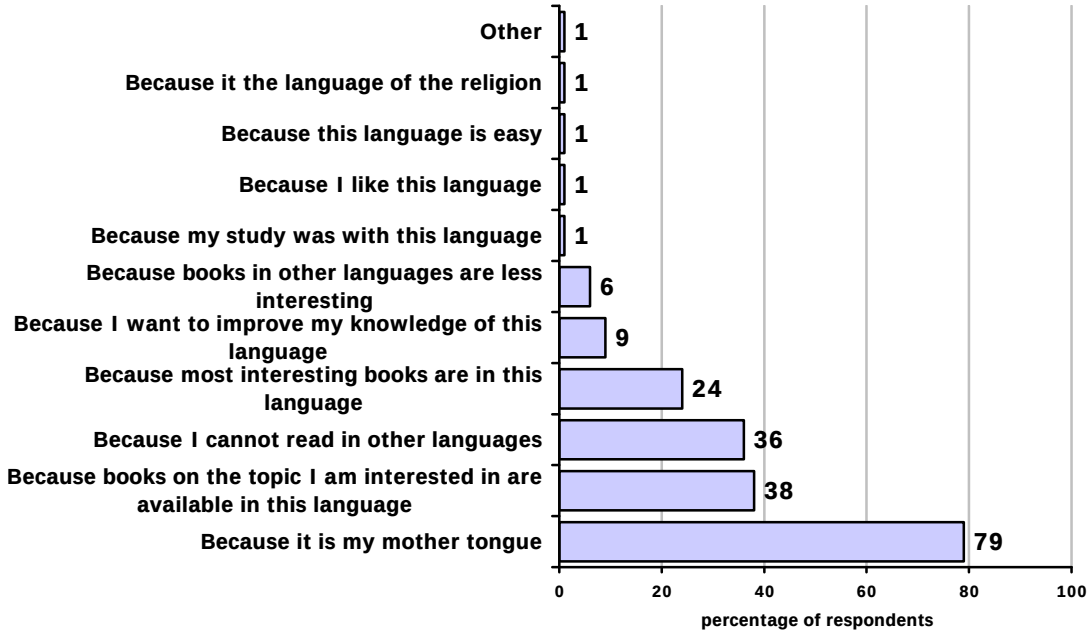
II.3.D. Ranking of the Preferred langauge while reading



E. Reasons for language preference:

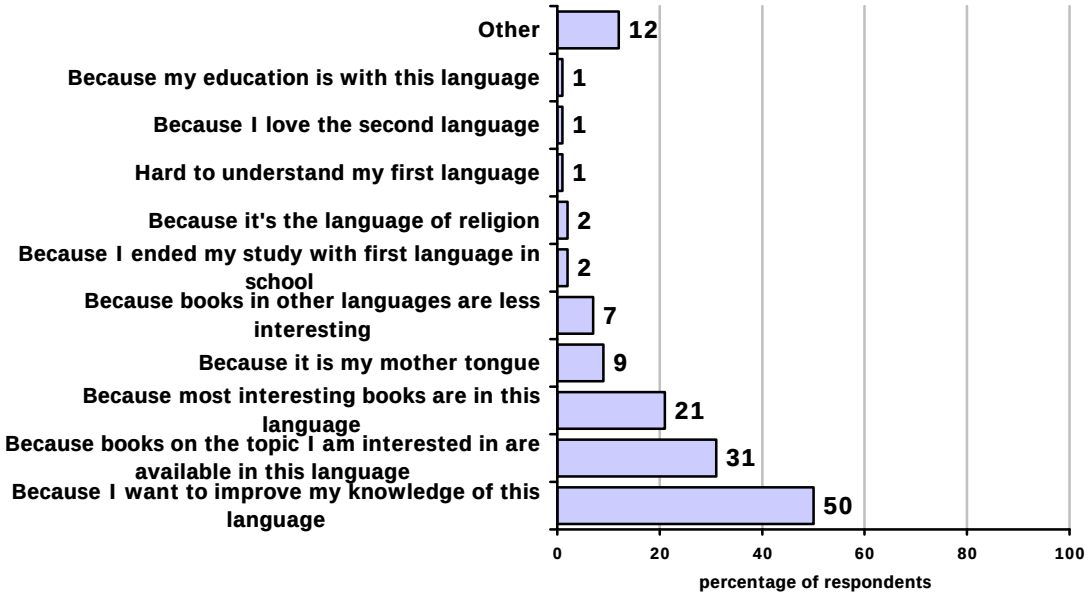
Jordanian readers (647 respondents) prefer to read in the Arabic language because it is their mother tongue language as presented in the following chart.

II.3.E. Reasons for language preference



On the other hand, Jordanian readers who prefer to read in other languages (132 respondents) such as the English language which is mainly the Jordanian readers second preferred this language because they want to improve their knowledge of it.

II.3.E. Reasons for language preference



F. Percentage of books read versus its language:

Jordanian readers mainly read in the Arabic languages. Majority of Jordanian readers who read books (396 respondents) have read from 91% to 100% of their books in the Arabic language as specified by 77% of the respondents and as presented in details in the following table:

	ARABIC	ENGLISH
Number of respondents	**396**	**99**
1%-10%	0%	37%
11%-20%	1%	23%
21%-30%	1%	15%
31%-40%	2%	6%
41%-50%	2%	7%
51%-60%	1%	3%
61%-70%	4%	5%
71%-80%	5%	2%
81%-90%	7%	1%
91%-100%	77%	0%

Generally, Jordanian respondents who read books, read most of their books in the Arabic language as presented in the previous table no matter the difference in the gender, age brackets, social class, or area of residence. There isn't any significant difference between these splits.

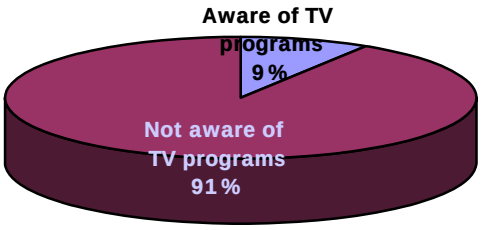
III. Accessing Books

III.1 Information and documentation channels:

A. TV programs Awareness:

Majority of the Jordanian readers (647 respondents who have read any type of newspapers, magazines, or books during the past 12 months) do not know any TV programs that present books as shown in the following chart.

III.1.A. TV programs awareness



Respondents within the age of 25-34 (171 readers) and 35-44 (98 readers) watch TV programs that present books significantly more than respondents within the age of 15-24 (272 readers) with percentages 14% and 11% versus 5% respectively. Respondents among the AB (110 readers) social class watch TV programs that present books significantly more than respondents among the C2 (162 readers) and DE (240 readers) classes with percentages 15% versus 7% and 7% respectively.

B. Programs Aware of:

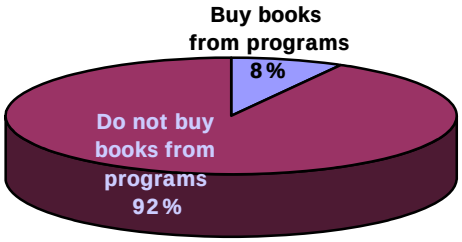
Jordanian readers who know TV programs that present books, 57 respondents, mentioned the following programs and presenters as their favorite.

TV Channel	TV Program	Presenter	Percentage of respondents
El Jazeerah	Kheir El Jalees	Mohammed	42
Jordan	Kheir El Jalees	Don't Remember	7
El Jazeerah	Ketab Kraotoh	Don't Remember	7
El Jazeerah	Afdal Galis	Don't Remember	4
Dream 2	Alam el Ma'erefa	Don't Remember	4
MBC	El Yom El Sabea	Mahmoud Saad	4
Future TV	Alam El Sabah	Don't Remember	4
LBC	Esho Maana	Don't Remember	4
Resallah	Gaded Hayatak	Tarek Swidan	4
LBC	Alam El Sabah	Don't Remember	2
Jordan	Lamsat Bayanih	Don't Remember	2
LBC	Sofrah Daymah	Al-Chef Zarmik	2
Jordan	Yom Gadeed	Mona El-Tarawnt	2
Iqraa	Leman Laho Qalb	Don't Remember	2
Resallah	Don't Remember	Dr. Aaed El Karnee	2
Jordan	Don't Remember	Akram Al-Zoghby	2

C. Buying books mentioned in TV programs:

Majority of Jordanian book readers (396 respondents) do not buy books that have been mentioned in TV programs as presented in the following chart.

III.1.C. Buying books mentioned in TV programs

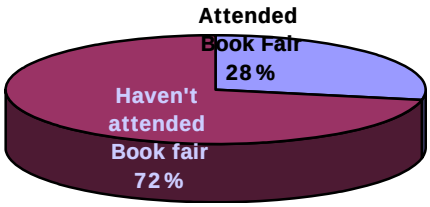


Respondents within the age bracket of 25-34 (96 respondents) who have bought books presented on TV programs are significantly more than respondents within the age of 15-24 (171 respondents) with percentages 14% versus 6% respectively.

D. Attendance at Book Fairs:

Majority of Jordanian readers, 647 respondents, haven't attended the book fair as presented in the following chart.

III.1.D. Attended the Book Fair

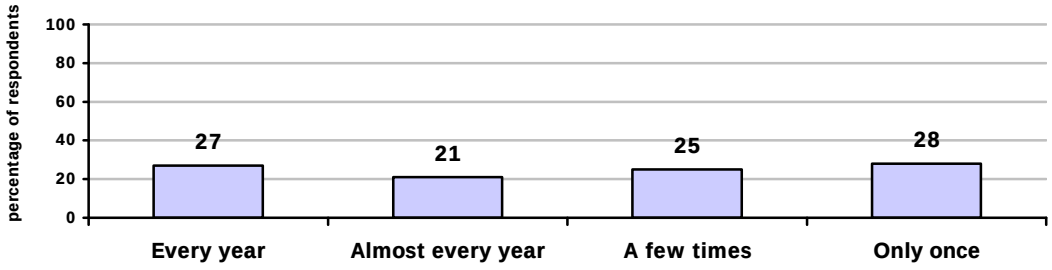


Respondents within the age of 25-34 (171 respondents) attend the book fair significantly more than respondents within the age 15-24 (272 respondents) and 45-56 (106 respondents) with percentages 36% versus 24% and 25% respectively. Respondents among the C1 socio-economic class (135 respondents) attend the book fair significantly more than the C2 (162 respondents) and DE (240 respondents) classes with percentages 38% versus 26% and 21% respectively.

E. Frequency of going to the book fair:

Among Jordanian respondents who visit the book fair, 184 respondents, 28% have been to the book fair only once.

II.1.E. Frequency of going to Book Fair



Males (87 respondents) who go to the book fair every year are significantly more than females (97 respondents) who go to the fair with the same frequency with percentages 38% versus 18% respectively.

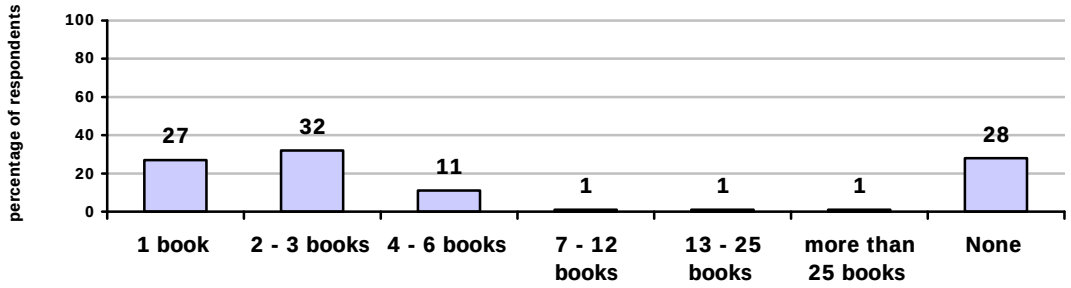
Respondents among the social classes of C1 (51 respondents) and C2 (42 respondents) who have been to the fair only once are significantly more the respondents among the AB class (40 respondents) who have to the fair with the same frequency with percentages 35% and 36% versus 15% respectively.

Finally, respondents living in rural areas (59 respondents) who go to the fair every year are significantly more than respondents living in urban areas (125 respondents) who go the fair with the same frequency with percentages 41% versus 21% respectively.

F. Purchasing books from the book fair:

Jordanian respondents who go to the book fair, 184 respondents, buy on average 2 books from the book fair.

III.1.F. Purchasing books from Book Fair

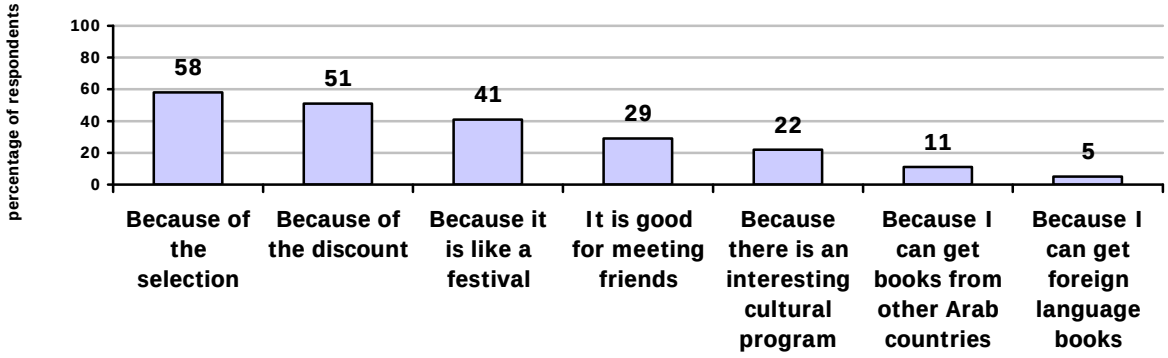


On average, Jordanian respondents who buy books from the fair, buy 2 books no matter the difference in the gender, age brackets, social class or area of residence. There isn't any significant difference between these different splits.

G. Reasons for attending the book fair:

Jordanian readers who attend the book fair, 184 respondents, attend the book fair mainly because of the selection of books available, discounts offered, and because it is like a festival as shown in the following chart.

III.1.G. Reasons for going to the fair



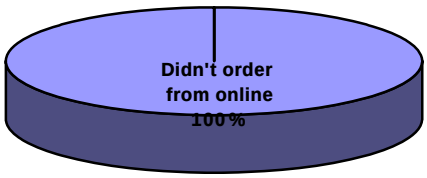
Respondents within the age of 35-44 (31 respondents) who attend the book fair because of the selection of books offered are significantly more than respondents within the

age of 15-24 (65 respondents) and 25-34 (62 respondents) who attend for the same reason with percentages 77% versus 49% and 55% respectively.

H. Ordering books online:

Jordanian readers who read books (396 respondents), do not order books from online as presented in the following chart.

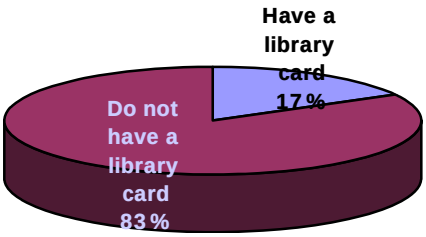
III.1.H. Ordering books online



I. Library Card:

Majority of Jordanian readers, 647 respondents, who read newspapers, magazines, or books do not have library cards as presented in the following chart.

III.1.I. Library Card

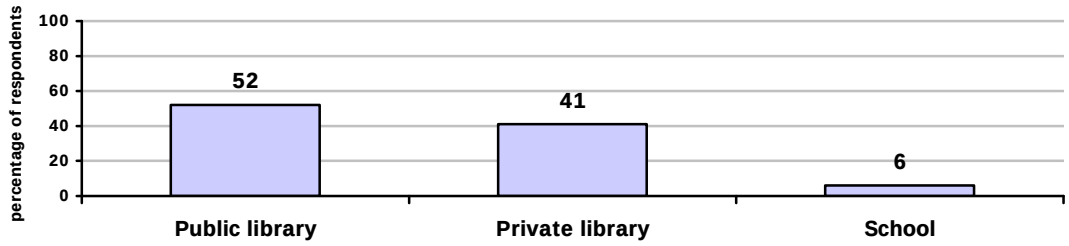


Respondents within the age of 15-24 (272 readers) who have library cards are significantly more than respondents within the age 35-44 (98 readers) and 45-56 (106 readers) who have library cards with percentages 26% versus 15% and 7% respectively.

J. Access to libraries:

Majority of Jordanian readers who have library cards (111 respondents) have access to public and private libraries as specified from the following chart.

III.1.J. Access to libraries

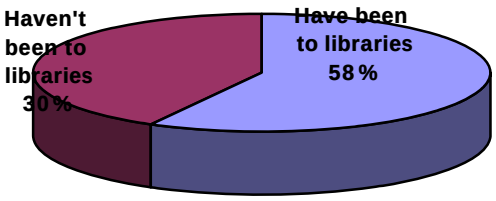


Males (58 readers who have library cards) who have access to public libraries are significantly more than females (53 readers who have library cards) with percentages 64% versus 40% respectively.

K. Visiting Library:

Among Jordanian readers (647 respondents) 58% have visited libraries before.

III.1.K. Visiting Library

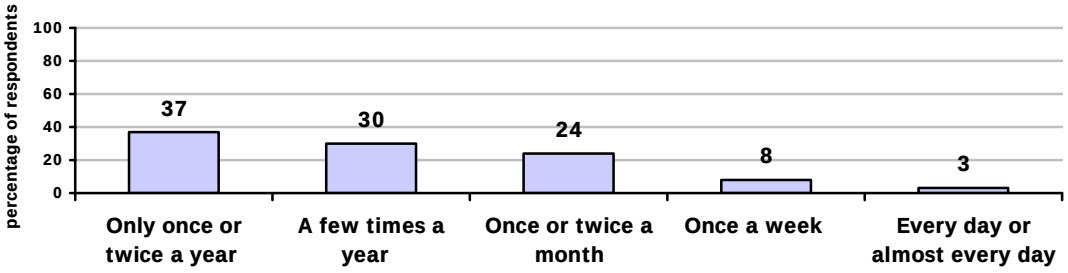


Respondents within the age of 15-24 (272 respondents) have been to libraries significantly more than respondents within the age of 35-44 (98 respondents) and 45-56 (106 respondents) with percentages 68% versus 48% and 39% respectively.

L. Frequency of visiting libraries:

Jordanian readers who have visited libraries before (373 respondents) visit libraries on average 20 times per year.

III.1.L. Frequency of visiting libraries

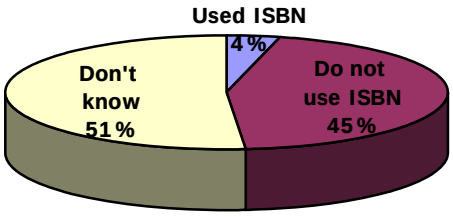


The average visits for libraries did not differ between the different genders, age brackets, social classes and area of residence. There isn't any significant difference between these splits.

M. ISBN Number Usage:

Jordanian book readers (396 respondents) are nearly split between respondents who do not know the ISBN number and respondents who know it but have never used it to order books as presented in the following chart.

III.1.M. ISBN Number Usage



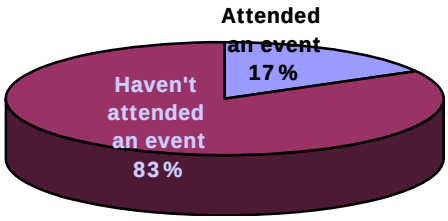
Females (195 book readers) who do not know the ISBN number are significantly more than males (201 book readers) with percentages 67% versus 37% respectively. Respondents within the age of 15-24 (171 book readers) who do not know the ISBN number are significantly more than respondents within the age of 45-56 (69 book readers) with percentages 57% versus 42% respectively.

III.2. Promotion Issues

A. Attended an Event focused on reading:

Majority of Jordanian readers (647 readers) haven't attended an event focused on reading as presented in the following chart.

III.2.A. Attended an Event

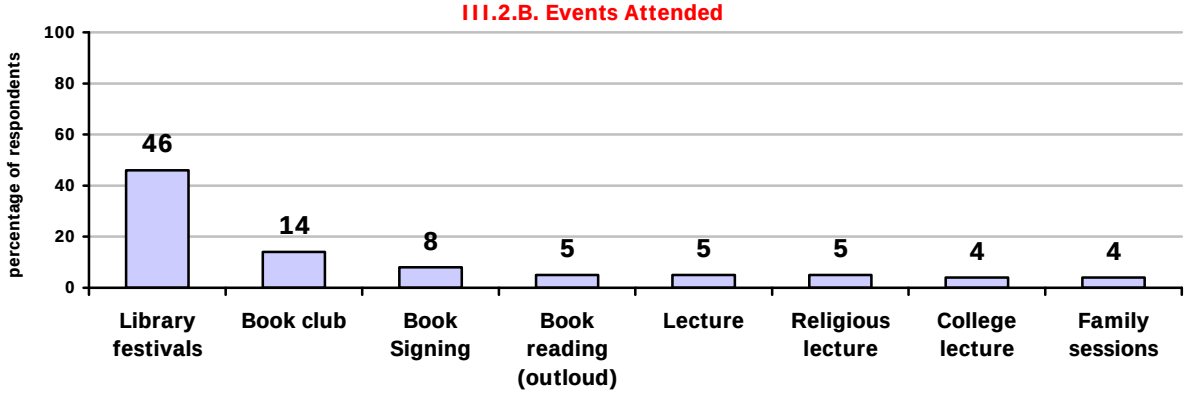


Respondents living in rural areas attend events focused on reading significantly more than respondents living in urban areas with percentages 24% versus 15% respectively.

B. Events focused on reading attended:

Jordanian readers who attend an event focused on reading (111 respondents) mainly attend library festivals.

III.2.B. Events Attended



Males (61 respondents who attend events focused on reading) who attend library festivals are significantly more than females (50 respondents who attend events focused on reading) with percentages 59% versus 30% respectively. In addition to this, respondents living in rural areas (39 respondents who attend events focused on reading) who attend library festivals are significantly more than respondents living in urban areas (72 respondents who attend events focused on reading) who attend library festivals with percentages 62% versus 38% respectively.

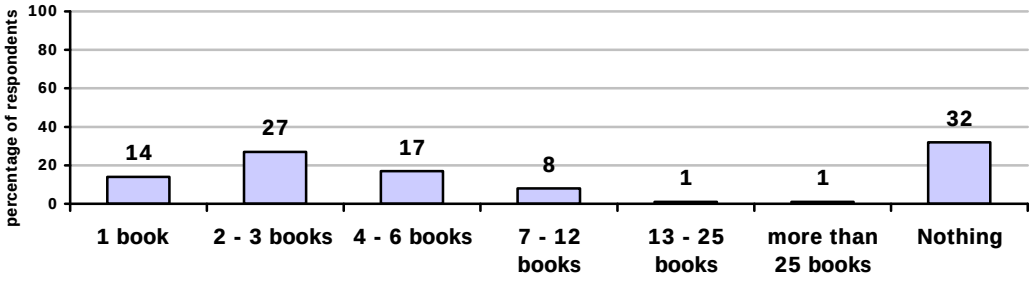
Book club understanding within the Arab region is that a group of people read a certain book that they agreed upon, separately and then discuss it as a group either face to face or online.

III.3. Pricing/Purchase Power Issues

A. Number of Books purchased within Past 12 Month:

Majority of the Jordanian respondents (396 book readers) haven't purchased any books within the past 12 months. On average Jordanian readers bought 3 books within the past 12 months.

III.3.A. Number of books purchased within past 12 months

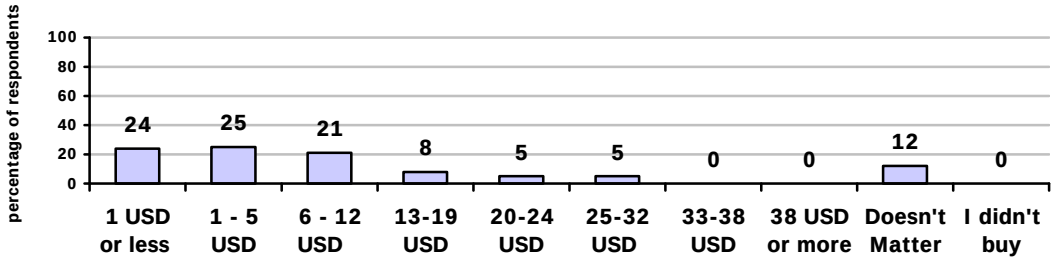


Respondents within the age of 15-24 have bought on average 4 books during the past 12 months which is significantly more than the average number of books that the respondents within the age of 35-44 have bought which are 3 books during the past 12 months.

B. Readers Purchasing Power:

Jordanian book readers (396 respondents) pay an average of 9 USD for the books they purchase.

III.3.B. Readers purchasing power

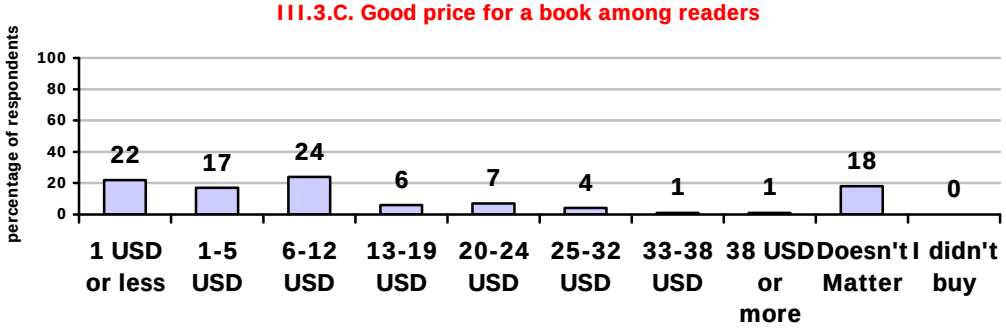


Respondents among the AB social class (71 book readers) pay on average more on the books they purchase compared to the C2 (97 book readers) and DE (131 book readers) classes with average prices of 13 USD versus 8 USD and 7 USD respectively.

C. Price ready to pay for a book:

Jordanian book readers (396 respondents) are willing to pay an average of 9 USD for a good book.

III.3.C. Good price for a book among readers



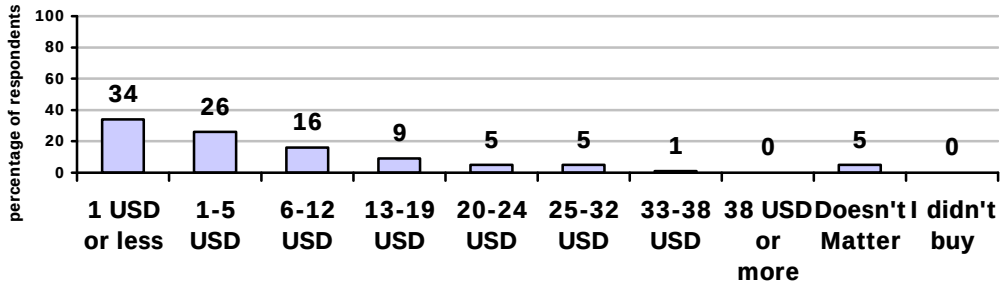
Females (195 book readers) are willing to pay significantly more for a good book compared to males (201 book readers) with average prices of 8 USD versus 11 USD respectively. Respondents within the age brackets of 15-24 (171 book readers), 25-34 (96 book readers), and 35-44 (60 book readers) are willing to pay more for a good book compared to respondents within the age of 45-56 (69 book readers) with average prices of 10 USD, 10 USD, and 10 USD versus 7 USD respectively.

Respondents among the AB social class (71 book readers) are willing to pay for a good book significantly more than respondents among the DE class (131 book readers) with average prices of 12 USD versus 7 USD respectively.

D. Price for the last book purchased:

Jordanian book readers (396 respondents) paid an average of 8 USD for the last book they bought.

III.3.D. Price for the last book purchased



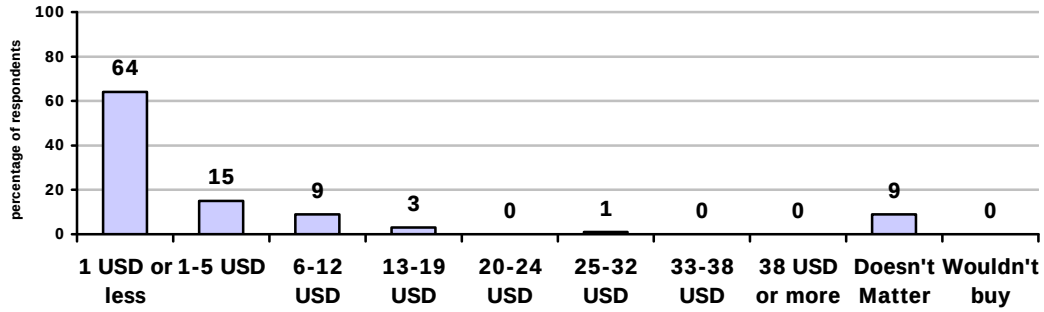
The higher the socio-economic class the more the price the respondents paid in the last book they bought as presented in the following table.

	AB	C1	C2	DE
Number of book readers	**71**	**97**	**97**	**131**
Average price bought in the last book **in USD**	12 USD	9 USD	8 USD	5 USD

E. Non-readers amount willing to pay for a good book:

Jordanian non-readers (351 respondents) are wiling to pay an average of 3 USD for a good book.

III.3.E. Non-readers purchase power

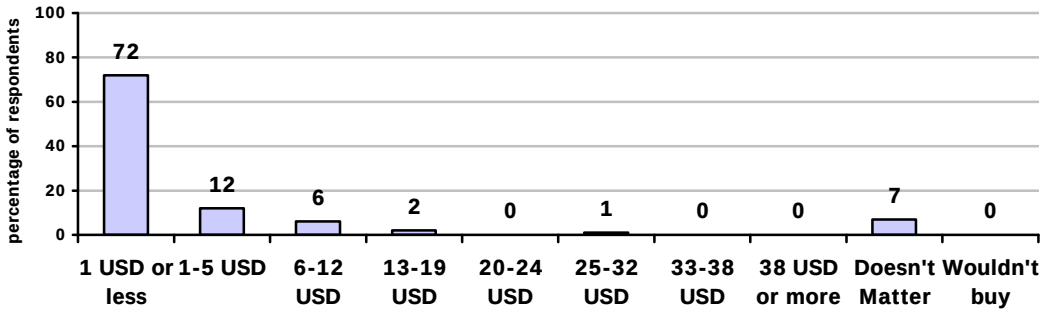


Jordanian non-readers among the AB social class (43 respondents) are wiling to pay more for a good book compared to respondents among the C2 (90 respondents) and DE (150 respondents) class with average prices of 7 USD versus 3 USD and 3 USD respectively.

F. Non-readers amount paid in the last book purchased:

On average Jordanian non-readers have purchased the last book they bought with a price of 3 USD.

III.3.F. Non-readers amount paid in the last book purchased



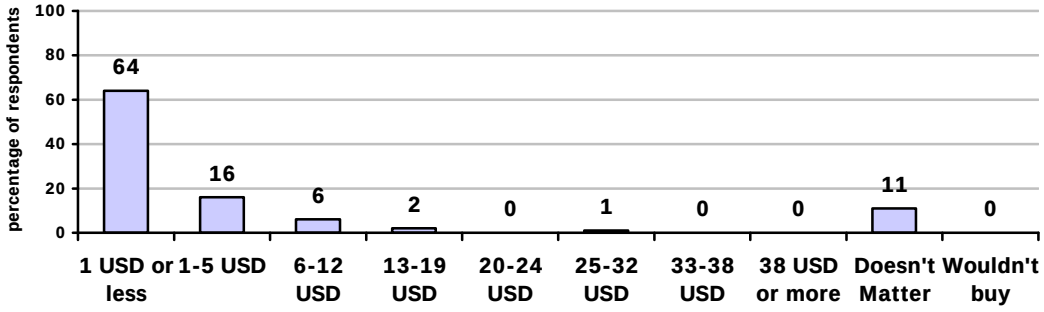
Respondents within the age of 35-44 have paid significantly more in the last book they purchased compared to respondents within the age of 15-24 and 25-34 with average prices of 4 USD versus 2 USD and 3 USD respectively.

Respondents among the AB social class have paid more in the last book they purchased compared to respondents within the social class of C2 and DE with average prices of 5 USD versus 3 USD and 2 USD respectively.

G. Average price that non-readers pay when buying books:

On average Jordanian non-readers pay 3 USD when buying a book.

III.3.G. Average price that non-readers pay when buying books



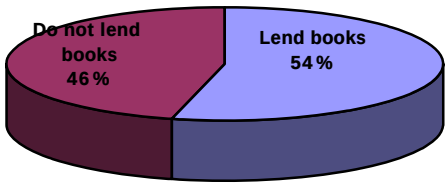
The significant difference between the average prices non-readers pay in a book is consistent with significant differences of the average price non-readers generally pay for a book. Respondents within the age of 35-44 pay on average more on books compared to respondents within the age brackets of 15-24 and 25-34 and respondents among the AB social class pay more on books compared to respondents among the C2 and DE classes.

III.4. Circulation of Books:

A. Lending Books:

Jordanian readers who keep books at home are nearly equally split between respondents who lend books to family and friends and those who don't.

III.4.A. Lending/ Borrowing Books

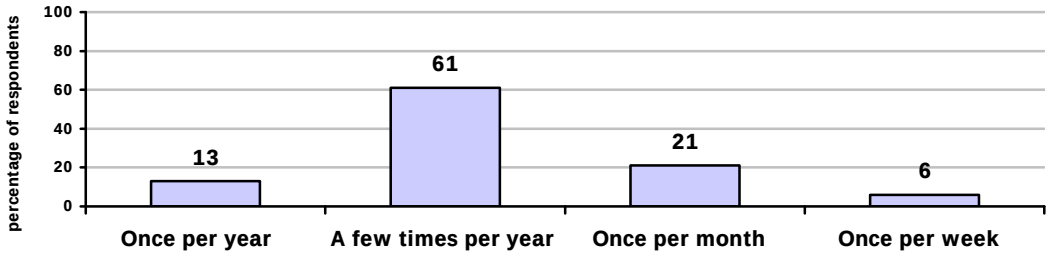


Females (293 respondents) lend books significantly more than males (310 respondents) with percentages 63% versus 45% respectively. In addition to this, respondents living in rural areas (153 respondents) lend books to family and friends significantly more than respondents living in urban areas (450 respondents) with percentages 63% versus 51% respectively.

B. Frequency of Lending Books:

Jordanian respondents, who have books at home and lend it to family and friends, 325 respondents, mainly lend it few times a year. On average Jordanian respondents lend their books to family and friends 9 times per year.

III.4.B. Frequency of lending books

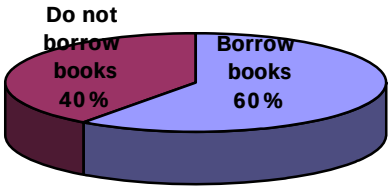


Respondents among the AB (58 respondents) and C2 social classes (82 respondents) lend books more frequently compared to respondents among the C1 class (76 respondents) with average of 11 books and 10 books per year versus 7 books per year respectively.

C. Borrowing Books:

Majority of Jordanian respondents who read books (396 respondents) borrow books from family and friends.

III.4.C. Borrowing books



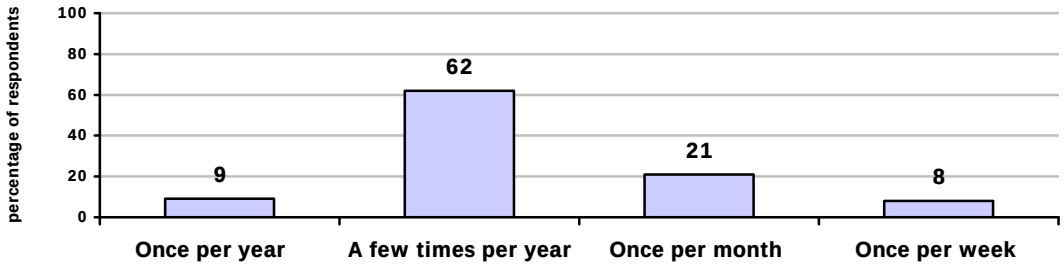
Females (195 readers) who borrow books from family and friends are significantly more than males (201 readers) with percentages 67% and 54% respectively. Respondents

among the age of 25-34 (96 respondents) borrow books from family and friends significantly more than respondents within the age of 15-24 (171 respondents), and 45-56 (69 respondents) with percentages 71% versus 57%, and 54% respectively.

D. Frequency of Borrowing Books:

Jordanian respondents who read books and borrow books from family and friends (239 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart. On average Jordanian respondents borrow books with an average of 10 books per year.

III.4.D. Frequency of borrowing books

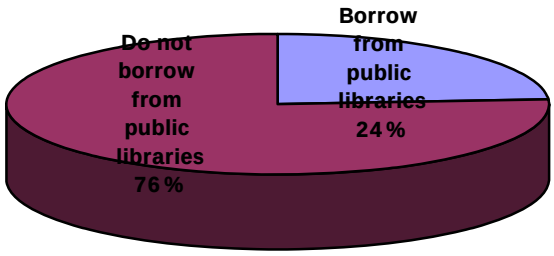


Respondents within the age of 15-24 (97 respondents) and 45-56 (37 respondents) borrow books more frequently compared to respondents within the age of 35-44 (37 respondents) with an average of 12 books borrowed per year and 15 books per year versus 7 books borrowed per year.

E. Borrowing Books from public libraries:

Among Jordanian book readers, 396 respondents, 24% borrow books from public libraries.

III.4.E. Borrowing from public libraries

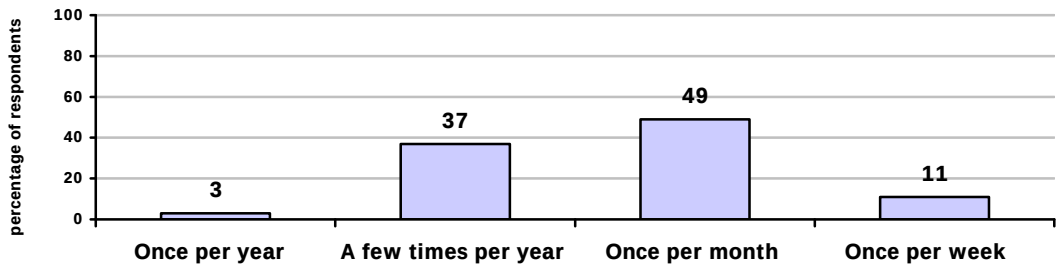


Respondents within the age of 15-24 (171 respondents) borrow books from public libraries significantly more than respondents within the age of 25-34 (96 respondents), 35-44 (60 respondents) and 45-56 (69 respondents) with percentages 32% versus 21%, 18%, and 12% respectively.

F. Frequency of Borrowing Books from public libraries:

Jordanian book readers who borrow books from public libraries, 94 respondents, mainly borrow books from public libraries once per month as presented in the following chart. On average Jordanian book readers borrow books from public libraries 14 times a year.

III.4.F. Frequency of visitng public libraries



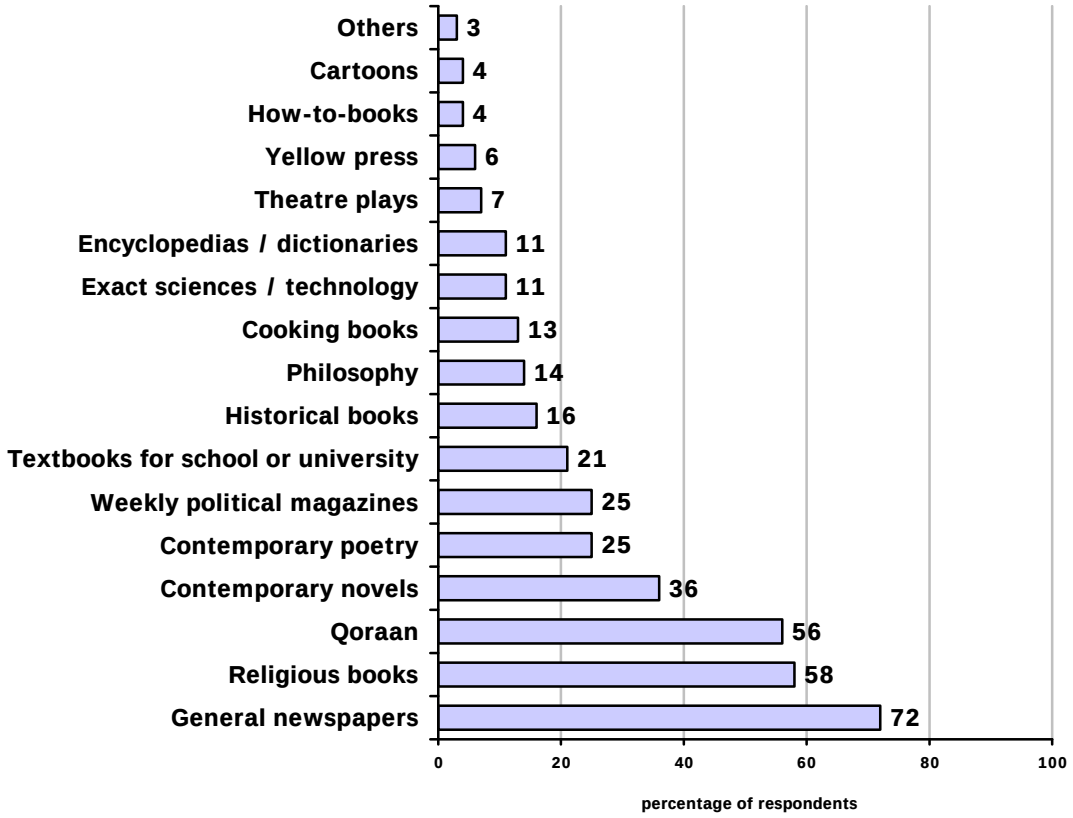
IV. Reading Contents

IV.1 Topics

A. Topics people read most:

Jordanian readers (647 respondents); are mainly interested to read general newspapers, religious books and the Holly Quraan as presented in the following chart.

IV.1.A. Topics people read most



Females are interested to read contemporary novels, religious books, theatrical plays, cartoons and cooking books significantly more than males. On the other hand, males are interested to read about general newspapers and historical books significantly more than females with the percentages presented in the following table:

	MALE	FEMALE
All Readers	**336**	**311**
Contemporary novels	32%	40%
Religious books	54%	63%
Theatre plays	5%	9%
Cartoons	2%	6%
General newspapers	79%	65%
Cooking books	4%	24%
Historical books	24%	8%

As for the different age brackets respondents are interested in the following topics:

	15-24	25-34	35-44	45-65
All readers	**272**	**171**	**98**	**106**
General newspapers	71%	71%	77%	74%
Qoraan	53%	56%	51%	67%
Religious books	52%	57%	62%	72%
Contemporary novels	42%	36%	26%	28%
Textbooks for school or university	35%	13%	10%	9%
Contemporary poetry	32%	24%	19%	17%
Weekly political magazines	21%	22%	34%	33%
Encyclopedias / dictionaries	15%	10%	6%	9%
Historical books	15%	15%	16%	21%
Philosophy	14%	10%	14%	24%
Exact sciences / technology	11%	14%	13%	8%
Cooking books	10%	12%	14%	22%

Finally, respondents among the different socio-economic classes are interested in the following topics to read about:

	AB	C1	C2	DE
All Readers	**110**	**135**	**162**	**240**
General newspapers	79%	62%	74%	75%
Religious books	59%	57%	58%	58%
Qoraan	56%	59%	54%	55%
Weekly political magazines	35%	22%	24%	23%
Contemporary novels	34%	35%	36%	37%
Philosophy	21	10%	16%	13%
Contemporary poetry	20%	30%	22%	28%
Textbooks for school or university	19%	25%	22%	20%
Historical books	17%	13%	13%	19%
Exact sciences / technology	16%	13%	9%	10%
Cooking books	14%	16%	17%	9%
Yellow press	7%	9%	5%	5%
Encyclopedias / dictionaries	7%	7%	11%	16%
Theatre plays	6%	7%	9%	6%

IV.2 Authors

A. Books/ Authors within past 3 months:

Jordanian respondents who read books (396 respondents) mainly read religious books as shown from the following table.

Book Title	Percentage of respondents
All Readers who read Books	**396**
La Tahzan	5
Tafsir El Quraan (The Holy Book Explanation)	4
Tafseer El Ahlam (Dreams Explanation)	3
Khwater Qoraaniah (Holy Book Thoughts)	2
Reyad El Salheen (The path of the Good Fellows)	2
El Serah El Nabwaiyah (The Prophet's Life)	1
Quraan	1
El Ea'gaz El Elamy Fel Quraan (The Holy Book Scientific Miracles)	1
Thrtharah Fok El Nile (Chit-chat by the Nile)	1
El Raheek El Maktom	1
Eltadawee Bel Ashaab (Herbs Medication)	1
Elteb El Nabawy (Prophecy Medecine)	1
Alf Leila we Leila (One Thousand Nights)	1
Elfadeela (Virtue)	1
Hesne El Muslim	1
Hayat El Sahaba (The Prophets' Companions Life)	1
Zakerat El Gesre	1
Zokaak El Madak	1
Davenchi Code	1
La Anam (Insonmia)	1
Elbarmaga El Laghaweyah	1
Keset Madeenetein (A Tale of Two Cities)	1
Dewan Mahmoud Darwesh	1
El Monir Fe Ahkam El Tagweed	1
El kholafaa El Rashedeen	1
The Small Lemon Tree	1
Fekeh El Sunna (The Study of the Prophets' Sunna)	1
Elahadees El kodseyah (The Prophets' Wordings)	1
Kaleela Wa Demna	1
Elfekh	1
Seeret El Rasoul (The Prophets' Story)	1
Elbedaya Wel Nehaya (The Beginning and the End)	1
Al Doaa Al Mostagab	1
Al Roh	1
Zahab ma' el Reeh (Gone with the Wind)	1
Fekeh El Ayada El Nabwaia	1
Tarbeyet El Tefle (Raising up Children)	1
Almasabeh Alzork	1
Regal Ahobhom El Rasol We Bashrehom Bel Ganah (Men loved by the Prophet and Promised with Paradise)	1

Easa Yobasher bel Islam	1
Fe Hadret El Ghyab	1
Kesas El khalak	1
El Hesen El Waky	1
Sehten (At your Health)	1
Baramget El Internet	1
Khlak El M'omeneen	1
El Adab El Sagheir	1
El Sonah El Nabwiah	1
Awraa Mady El Hob we el Gazal	1
El Sehah El Nafsiah (Psychological Health)	1
El Iman	1
September Events	1
El Targheb we El Tarheb	1
Shomokh Fe Zamn El Enkesar	1
Gawaher Nel Balghah	1
Mesbah El Zalam	1
Atiab Ma' osamaa	1
Nesaa Ashekat (Women in Love)	1
Don't Remember	8
Nothing	7

Among the authors that Jordanian book readers have read to during the past 3 months are:

Authors	**Percentage of respondents**
All Readers who Read Books	**396**
Atkhy El Karny	6
Amr Khaled	3
Naguib Mahfouz	3
Nazar El Kabany	2
Ebn Katheer	2
Ebrahem El Fekey	2
Mahmoud Darwesh	2
Ehsan Abd El kdos	2
Ebn Sarain	2
Mohammed Hassanein Heikal	2
Agatha Christie	1
Dan Brown	1
Said kodb	1
El Said Sabek	1
El Manfalouty	1
Ebn El Keyam	1
Tarek Sweedan	1
El Emam El Bokharee	1
Ahlam Moshghanmy	1
Shakespeare	1
Ebn El Moukafaa	1
El Nawawy	1
Abdel El kader	1
Abdel El kareem El Desoky	1

Dr Ahmed Shpkry	1
Mariam Nour	1
Emad El Edein El Demshky	1
Safy El Rahman El Mabarkofer	1
Taha Hussein	1
Goubran Khaleel Goubran	1
Elbeerto Morafia	1
Charles Dickens	1
Ebn Thomya	1
Khaled Mohamed khaled	1
Ahmed El Haashemy	1
Mohamed Ibn Abd El Raoof El kasem	1
Shehab El Dein Ibn El Abasy	1
El Gardany	1
El Chef Osama	1
Mohamed Etaa Ibrahim	1
Helin Boak	1
Abdollah El Dahan	1
Sarah Barlet	1
Goman Mareln	1
Abel El Maged El Teshwaty	1
Ahmed Ashour	1
Abdel Rahman Monef	1
El Walid Ibn khelalah	1
El Yoter Morfya	1
Fouad El Rafey	1
Zayad Ramdan	1
Hanan We Ananay	1
Naser Mohmaed Ibrahim	1
Mohamed Sharab	1
Dr. Safek Alwan	1
Moniur El khair	1
Ahmed El Nabolsy	1
Mostafa Morad	1
Mostafa Amin	1
Don't Remember	17
Nothing	7

B. Favorite Titles or Authors:

Majority of Jordanian book readers (396 respondents) read religious books.

Book Title	Percentage of Respondents
La Tahzan	5
Tafsir El koraan (The Holy Book Explanation)	3
Quraan	3
Men Don Afadlaih (Without Preference)	2
Elteb El Nabawy (The Prophecy Medication)	2
Kesas El Rosol	1
Kesas El Quraan	1
El Mokadema	1

Ketab El Tabkh	1
Maet Aam Fel A'zelen	1
Zokaak El Madak	1
Elkheemany	1
Elmawteaa	1
Kaleela wa Demna	1
Hesne El Muslim	1
Zakerat El Gesre	1
Gaded Hayaty	1
Magmouet El Fatwi	1
Zad El Maad	1
Ketab El Shea'r El Gahely (Poems before Islam)	1
Tholthyet Nageb Mahfoz	1
Dewan El Sher	1
Regal Hawl El Rasol	1
Saheh Albokhare	1
Don't Remember	13
Nothing	22

Author	**Percentage of Respondents**
Atkhy El Karny	6
Ebn Katheer	3
Nazar El Kabany	3
Naguib Mahfouz	2
Ehsan Abd El kdos	2
Amr Khaled	2
Ebn El Keyam	2
Ebrahem El Fekey	2
Said kodb	2
Mohammed Hassanein Heikal	2
Taha Hussein	1
Agatha Christie	1
El Emam El Bokharee	1
El Manfalouty	1
Ghssan El Hankawy	1
Mahmoud Darwesh	1
Ebn khaladon	1
Emad El Edein El Demshky	1
Ahlam Moshghanmy	1
El Akad	1
Tarek Sweedan	1
Ahmed Shawky	1
Ebn Thomya	1
Yossef El Seba'y	1
Mohamed Motwaly El Sharwy	1
Ahmed Mansour	1
Yossef Mekhael Asad	1
Mohamed Abdel Azeiz El Mosaned	1
Galolo kowelio	1

Dr Ahmed Shpkry	1
Salah El Almany	1
Abdel El Baset El Saiad	1
Abdel Elmalek Ibn Hisham	1
Dr Ahmed Sherbasy	1
El Togryry	1
Abdel Azem Badawy	1
Naser Mohmed Ibrahim	1
Malek Ibn Anas	1
Naseef Hata	1
Don't Remember	17
Nothing	22

V. Language Issues

V.1. Language preferences

A. Readers Purchase of last 12 months:

Respondents who have bought and read books within past 12 months, 269 Jordanian readers, have bought books in the following languages as elaborated from the table:

	ARABIC	ENGLISH
All Readers Read & Bought Books in P12M with this language	**269**	**41**
1%-10%	0%	20%
11%-20%	1%	22%
21%-30%	1%	17%
31%-40%	1%	15%
41%-50%	2%	10%
51%-60%	2%	2%
61%-70%	3%	7%
71%-80%	2%	5%
81%-90%	3%	2%
91%-100%	86%	0%

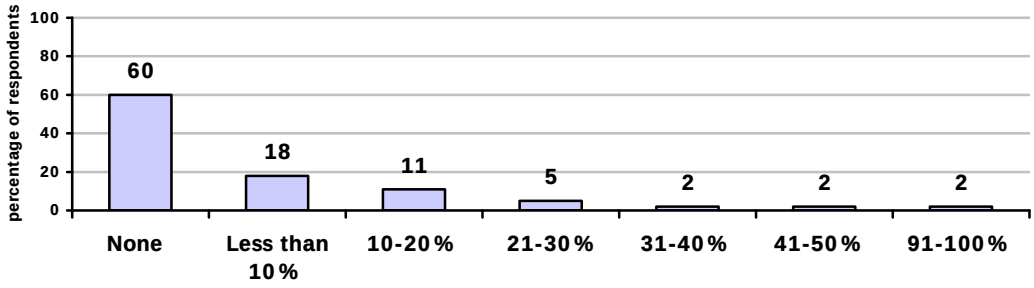
The previous table shows that among Jordanian readers who have purchased books within the past 12 months 86% have purchased from 91%-100% of these books in Arabic language and 0% bought 91%-100% of it in English.

V.2 Translations

A. Readers Purchase of translated book for the last 12 months:

From respondents who have bought books within past 12 months, 269 respondents, the majority haven't bough any foreign books translated into Arabic.

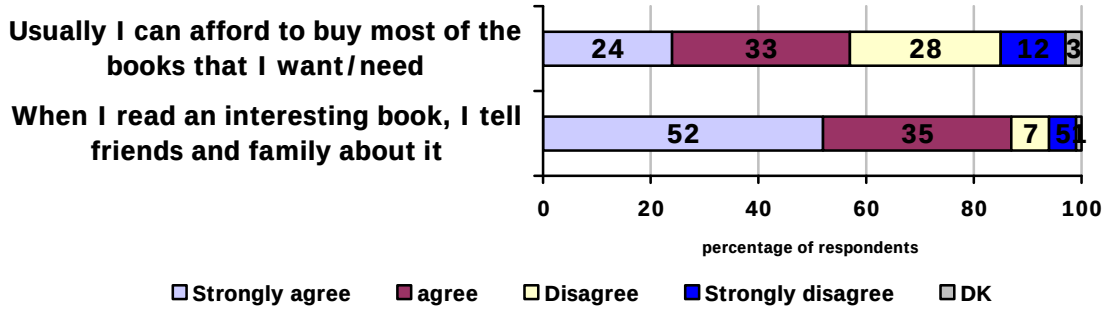
V2.A. Translated books purchased within the past 12 months



VII. Readers Attitude

Jordanian book readers (396 respondents) value reading and as shown from the following chart that they tell family and friends about books that they read and find interesting. The next chart also shows that readers (647 respondents) read to learn new information.

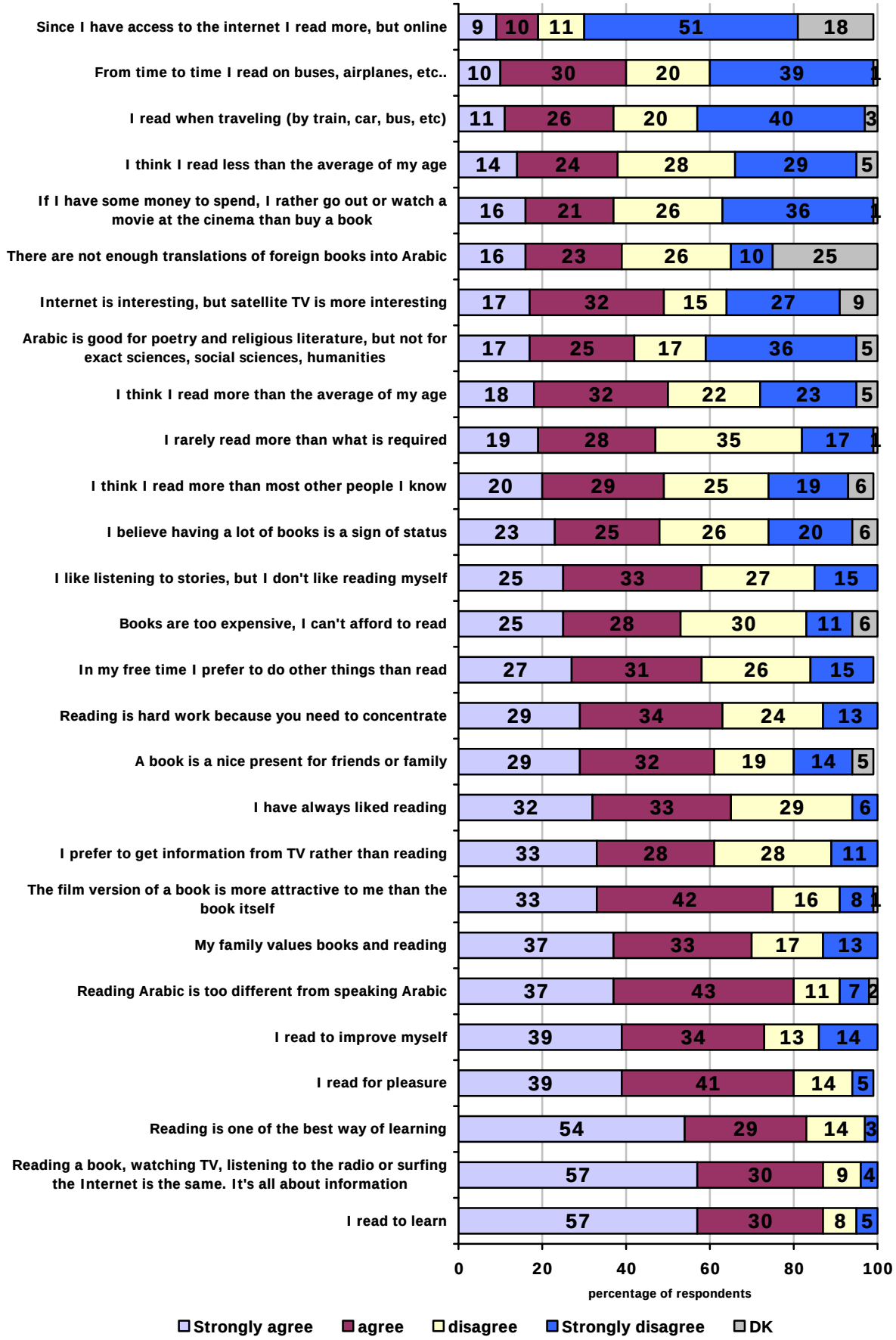
VII. A. Books readers attitude



Majority of Jordanian readers strongly agreed with these perceptions as presented in the following bullet points.

- 57% read to learn
- 57% think that watching TV, surfing the internet, listening to the radio its all about the information
- 54% think that reading is one of the best ways of learning

VII.B. Readers attitude

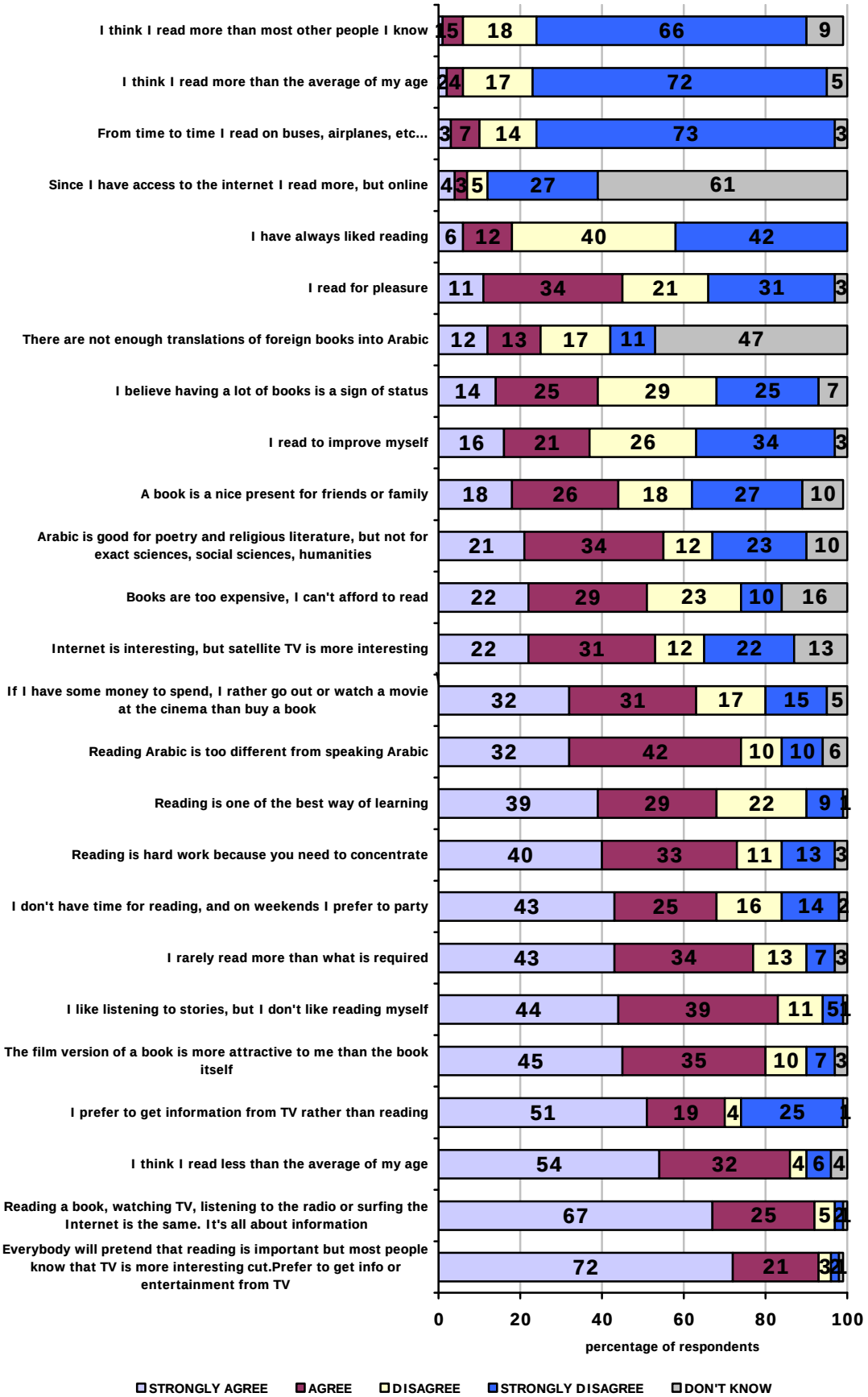


VII.C. Non-Readers Attitude

Jordanian Non- readers (351 respondents) resort to other sources of getting information rather than reading books.

- As shown from the following data that non-readers think that either reading or surfing the internet, watching television it is all the same information.
- They perceive television as a better source of information compared to reading
- They think that they read less than the people in their age
- They prefer to get their information from television rather than reading

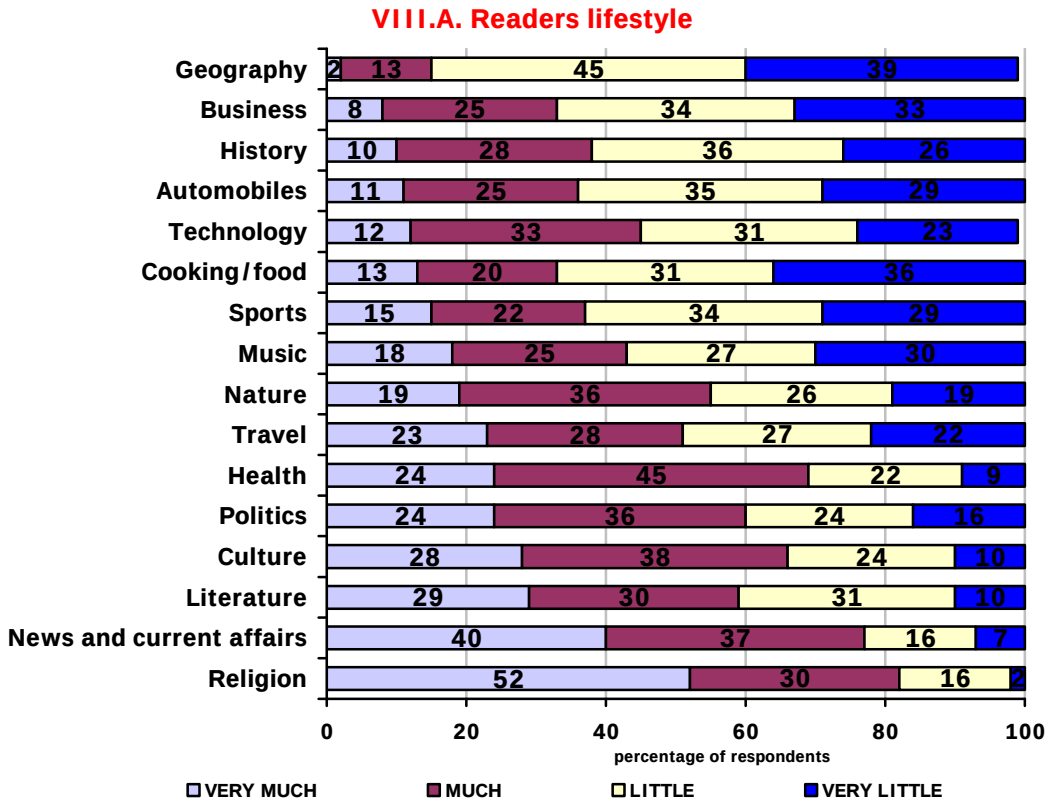
VII.C. Non-readers attitude



VIII.A. Readers Lifestyle

A. Readers lifestyle:

Jordanian readers perceive religion and news and current affairs as important issues for them in life.



B. Spending free time:

The majority of Jordanian readers, 647 respondents, spend their free time on the following activities and as shown from the following chart:

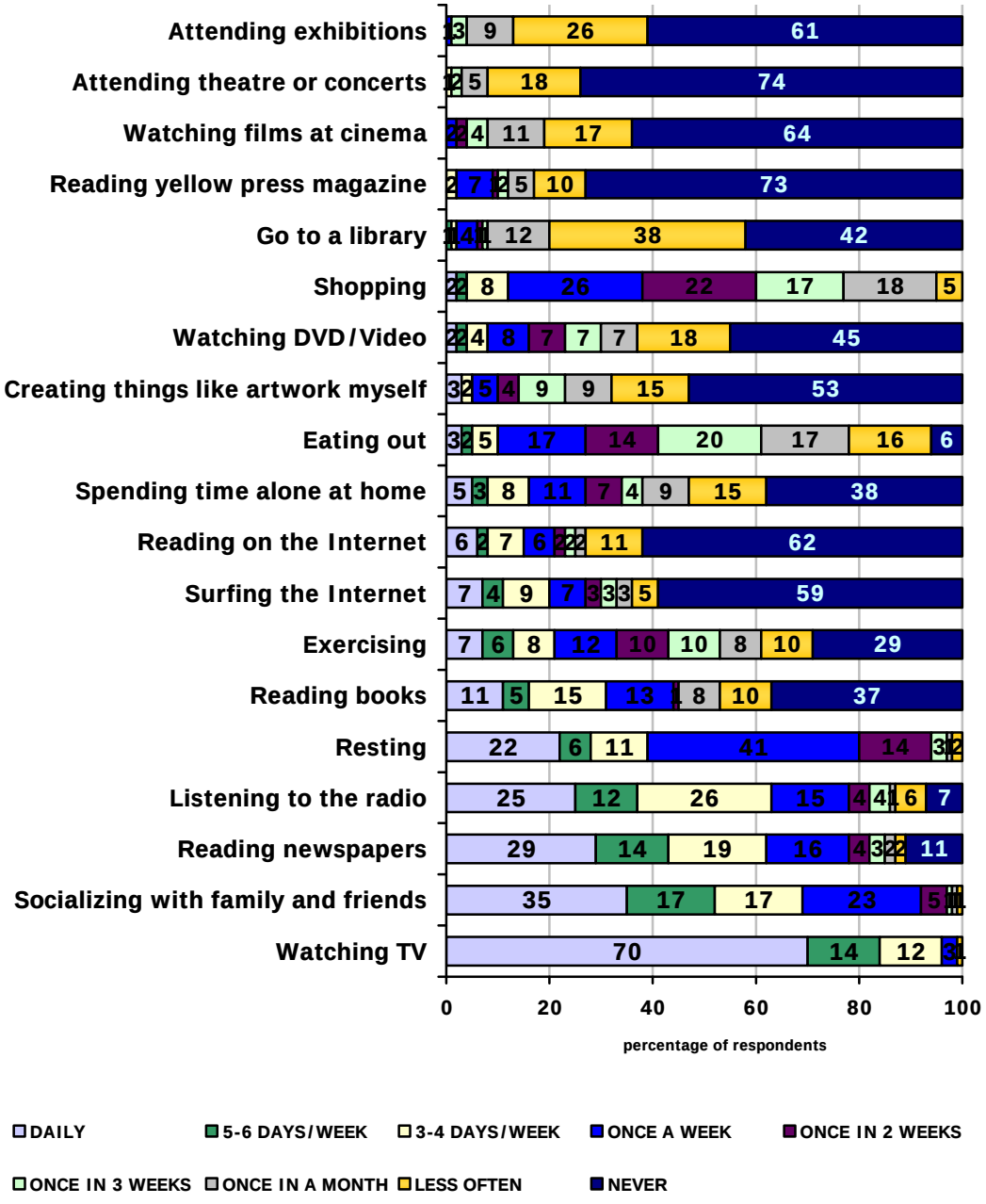
- ⇨Watching TV
- ⇨Socializing with family and friends
- ⇨Reading newspapers
- ⇨Listening to the radio
- ⇨Resting

Only 11% consider reading books a daily activity for them compared to 29% of readers who read newspapers on a daily basis.

These activities occupy the Jordanian readers' life on a daily basis and apparently reading newspaper is part of their daily routine as previous data shows that Jordanian readers are interested in knowing general news of current events.

On the other hand, from the activities that rarely occupy Jordanian readers' time is surfing the internet, reading online, reading yellow newspapers, doing their own artwork, watching films at the cinema, attending exhibitions and attending theatres or concerts.

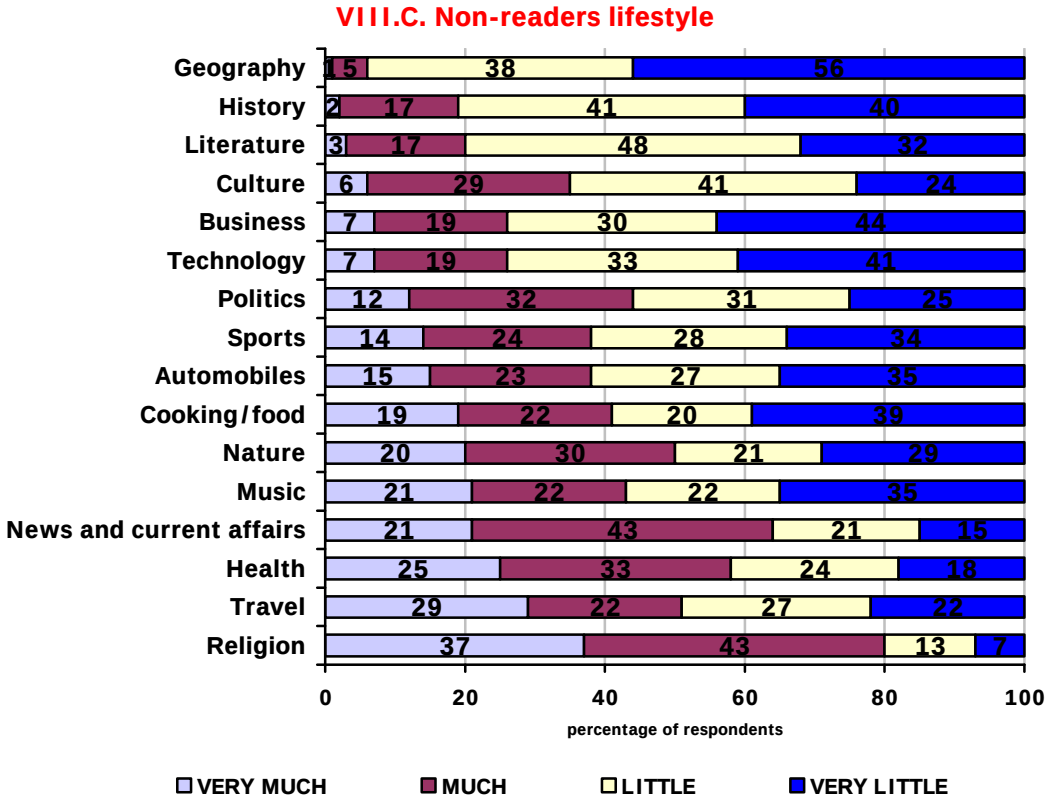
VIII. B. Spending free time



VIII.C. Non-Readers Lifestyle

A. Non-Readers lifestyle:

Jordanian non-readers (351 respondents) are mainly interested in religion as Jordanian readers. Jordanian non-readers are also interested in travel, and health issues compared to Jordanian readers who are concerned more with news and current affairs.



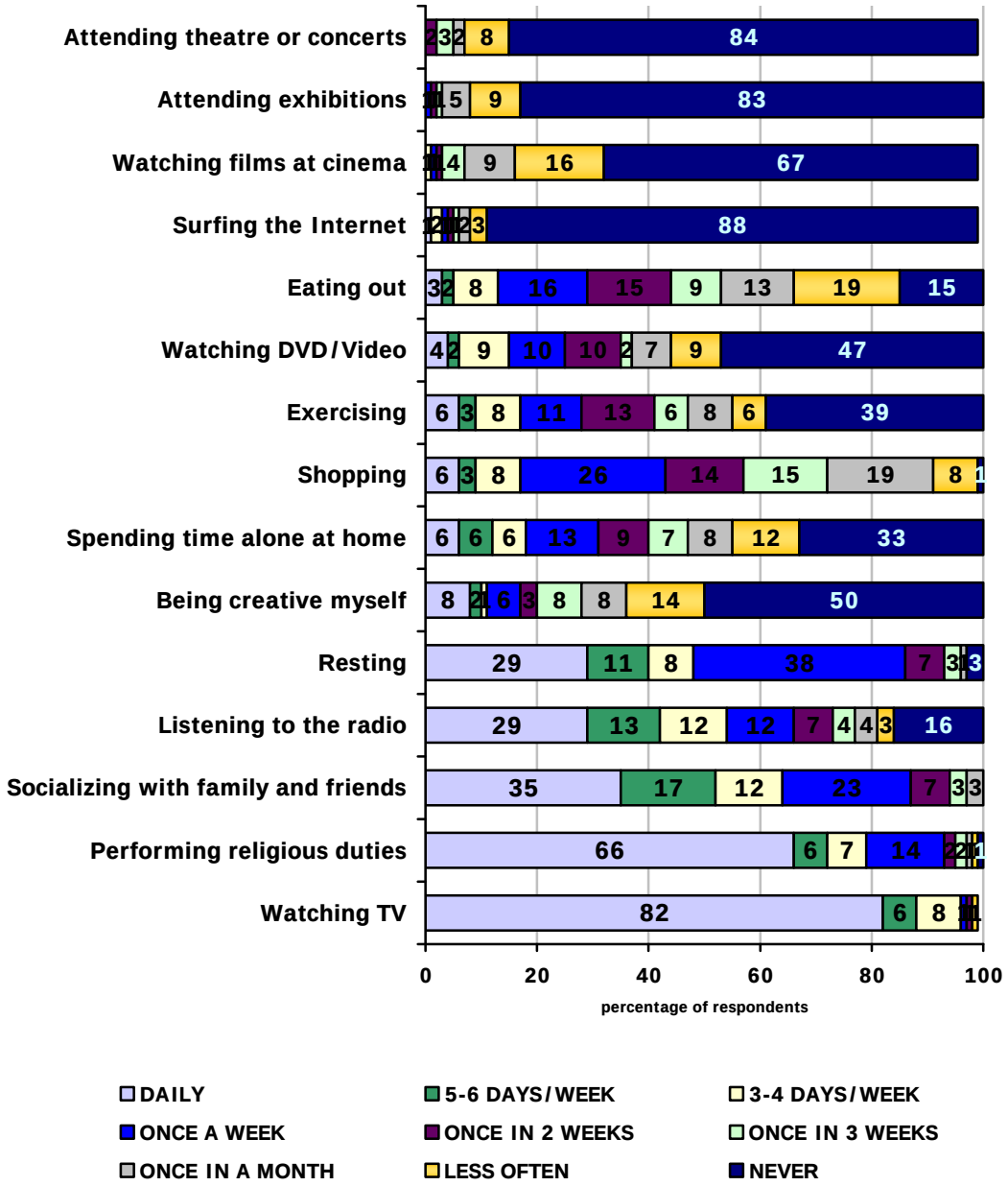
B. Spending free time:

Majority of Jordanian non-readers, 351 respondents, spend their free time on the following activities:

- ⇨Watching TV
- ⇨Performing Religious duties
- ⇨Socializing with family and friends
- ⇨Listening to the radio
- ⇨Resting

These activities occupy non-readers life on a daily basis. Non-readers rarely surf the internet, attend exhibitions or concerts, do special art work, go to watch a movie at the cinema, and go to theatres.

VIII.H. Spending free time



Conclusion

Channels of reading

From the 1000 interviewed respondents, 65% were considered readers versus 35% were considered non-readers. Majority of Jordanian readers read newspaper and magazines (91%) and prefer to read about news, politics, economics, current events.

Among Jordanian readers 41% use the internet mainly for news and general information and reading newspapers and magazines. Internet users who read online (90%) are mainly interested to read newspapers and magazines (75%) and news and general information (71%). Among Jordanian internet users 58% print pages from online. As for Jordanian non-readers, the majority does not use the internet (88%) and those who use the internet use it mainly for chatting and checking their mails (79% & 74%).

Frequency Issues:

Jordanian readers read newspapers and magazines for an average of 30 minutes per day, read online for an average of 50 minutes per day and read books for an average of 10 days per months and spend an average of 46 minutes reading books per day. Jordanian book readers keep on average 34 books at home among which average of 11 books are school/university books. Jordanian readers do not have a preference for the time of the day that they read (28%) and they generally read during all days (51%) or weekends (41%).

Location Issues:

Majority of Jordanian book readers keep books in a special place at home (86%). Jordanian readers' favorite place for reading is at home (90%).

Reading attitudes:

Majority of Jordanian readers got exposed to reading when they learned reading at school (74%) and have decreased/stopped reading around age 19-25 (45%). The main reason that Jordanian readers have stopped reading is that they have no time to read (66%) while the main reason given for restarting to read is having more time than previously (50%) and finding more interesting books (40%). Jordanian readers are currently reading La Tahzan or Don't be Sad (5%) and Feqh El Sunna or El Sunna Studies (3%).

Representation of languages:

Jordanian readers of newspapers and magazines, books and online prefer to read in the Arabic language (100%). Arabic is the preferred language for reading because it is the mother tongue language (79%).

Information and documentation channels:

Jordanian readers mainly get information about interesting books from their family and friends (79%). Majority of Jordanian readers do not know TV programs that promote books (91%) and those who know TV programs mainly watch "Khier El Jalees" program on El Jazeerah channel for Mohammed (42%), but the majority do not buy books that were mentioned in TV programs (92%).

Majority of Jordanian readers do not attend the book fair as specified by 72% of the respondents. Jordanian readers mainly attend the fair because of the selection of books (58%) and because of the discounts (51%).

Jordanian readers who have attended an event focused on reading (17%) have attended Library festivals (46%).

Majority of Jordanian readers have visited libraries before (58%) and usually visited libraries with an average of 20 times per year. Jordanian readers are split among respondents who do not know the ISBN number (45%) or do not use it as specified by (51%).

Pricing/ Purchase Power Issues:

Jordanian book readers bought on average 3 books within the past 12 months and 32% didn't buy any books. Jordanian book readers pay on average 9 USD for a book and consider the average of 9 USD a good price for a book while 18% mentioned that price doesn't matter.

Topics/ Authors:

Jordanian readers mainly like to read general newspapers (72%), religious books (58%), and the Holy Quraan (56%). Jordanian readers favorite book is La Tahzan or Don't be Sad and their favorite author is Atkhy El Karny.

DETAILED FINDINGS: Phase II

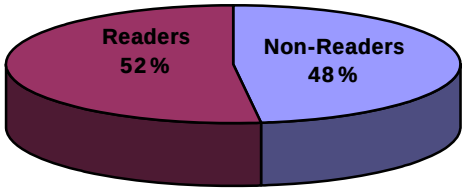
Part 4: Palestine

I. Detailed Findings

I.1. Palestinian Readers:

Palestinian people are almost equally split between those who have read within the past 12 months either newspapers, magazines or books and those who haven't, as presented in the following chart:

I.1. Percentage of Palestinian readers



The data showed that the younger the age the more significantly respondents read. The age of 15-24 (320 respondents) read significantly more than the older age brackets; 25-34 (392 respondents), 35-44 (247 respondents), and 45-56 (142 respondents), with percentages 62% versus 53%, 45%, 36% respectively.

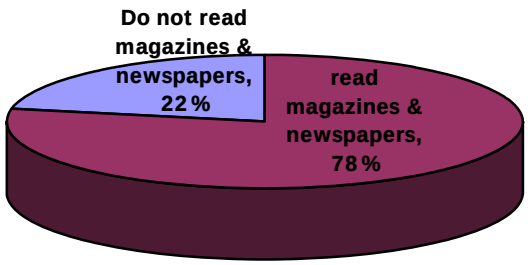
The data also showed that the higher the socio-economic class the more the percentage of respondents who read. The respondents within the socio-economic class AB (91 respondents) and C1 (264 respondents) read more significantly than if compared to the C2 (716 respondents) and DE class (30 respondents) with percentages 69%, and 67% versus 43% and 50% respectively.

I.2. Reading Habits: Channels of Reading

A. Reading Newspapers and Magazines:

Among Palestinian readers who have read any kind of newspapers, magazines or books within the past 12 months (567 respondents), the majority of respondents read newspapers and magazines either among different genders, age groups or socio-economic classes.

I.2.A. Reading newspapers & magazines

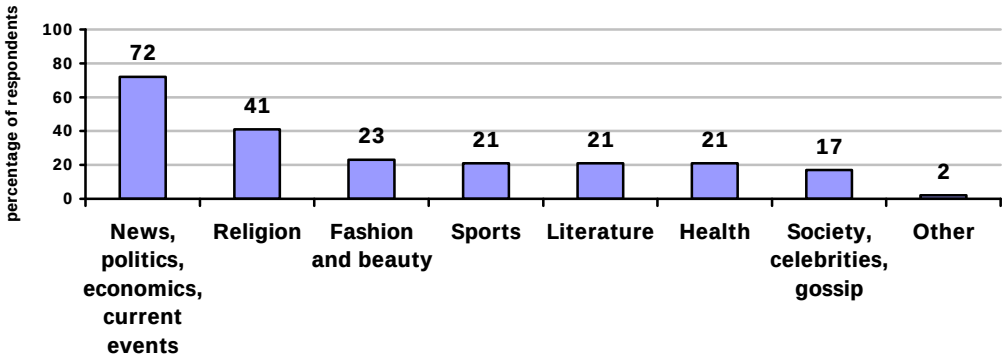


The respondents within the age of 25-34 (208 readers of newspapers and magazines) read newspapers and magazines significantly more than the respondents within the age of 45-56 (51 readers of newspapers and magazines) with percentages 81% versus 67% respectively.

B. Profile of Newspapers and Magazines preferred:

Palestinian respondents who read newspapers and magazines (440 respondents); mainly prefer to read about news, politics, economics and current events as presented in the following chart.

I.2.B. Profile of newspapers & magazines preferred



The data shows that males (220 readers of newspapers and magazines) prefer to read about news, politics, and currents events significantly more than females (220 readers of newspapers and magazines) who read newspapers and magazines with percentages 86% and 58% respectively. Also males prefer to read about sports significantly more than females with percentages 33% versus 10%. On the other hand, females prefer to read about religion (46% versus 36% of males), health (28% versus 13% of males) and society and celebrities' gossip (22% versus 11% of males) significantly more than males.

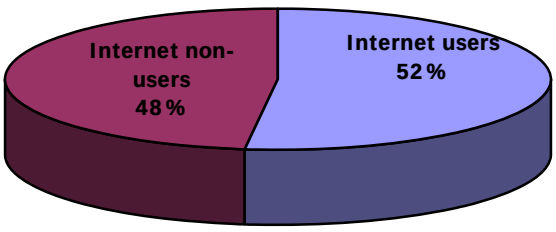
The eldest age bracket 45-56 (34 respondents) significantly read more about news, politics, and economics compared to the age of 15-24 (151 respondents) with percentages 85% versus 65%. Whereas respondents belonging to the 35-44 (87 respondents) age bracket read about religion more than the respondents within the age of 15-24 (151 respondents), 25-34 (168 respondents) and 45-56 (34 respondents) with percentages 53% versus 38%, 40% and 30% respectively. Finally, both 15-24 and 25-34 age groups prefer to read more about fashion and beauty significantly more than that the elder age brackets with percentages 28% and 25% versus 14% and 9% respectively.

It was found that those who live in urban areas (137 respondents) prefer to read literature more than those living in rural areas (216 respondents) or refugee camps (87 respondents) with percentages 29% versus 18% and 16% respectively.

C. Internet Usage:

Palestinian readers (567 respondents) are almost equally split to the readers who use the internet and those who don't, as presented in the following chart.

I.2.C. Percentage of internet users

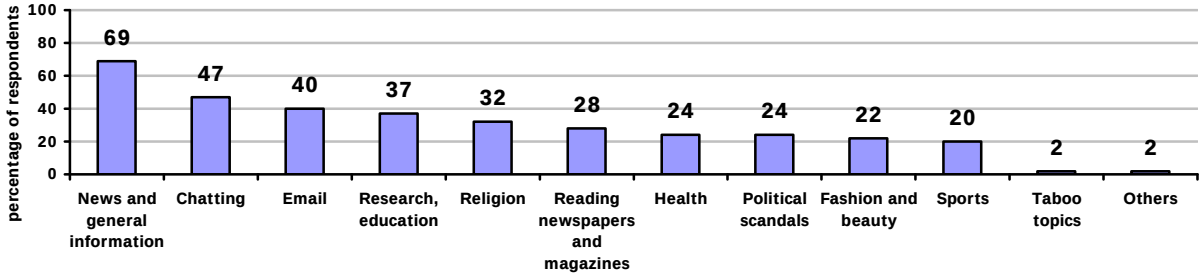


Palestinian males (273 readers) use the internet significantly more compared to females (294 readers) with percentages 57% versus 47% respectively. The younger age brackets 15-24 (198 readers) use the internet significantly compared to the elder age brackets 25-34 (208 readers), 35-44 (110 readers) and 45-56 (51 readers) with percentages 62% versus 52%, 42% and 35% respectively. Finally, the respondents among the socio-economic class of AB (63 readers) and C1 (178 readers) use the internet significantly compared to the C2 class (311 readers) with percentages 71% and 57% versus 45% respectively.

D. Reasons for using the internet:

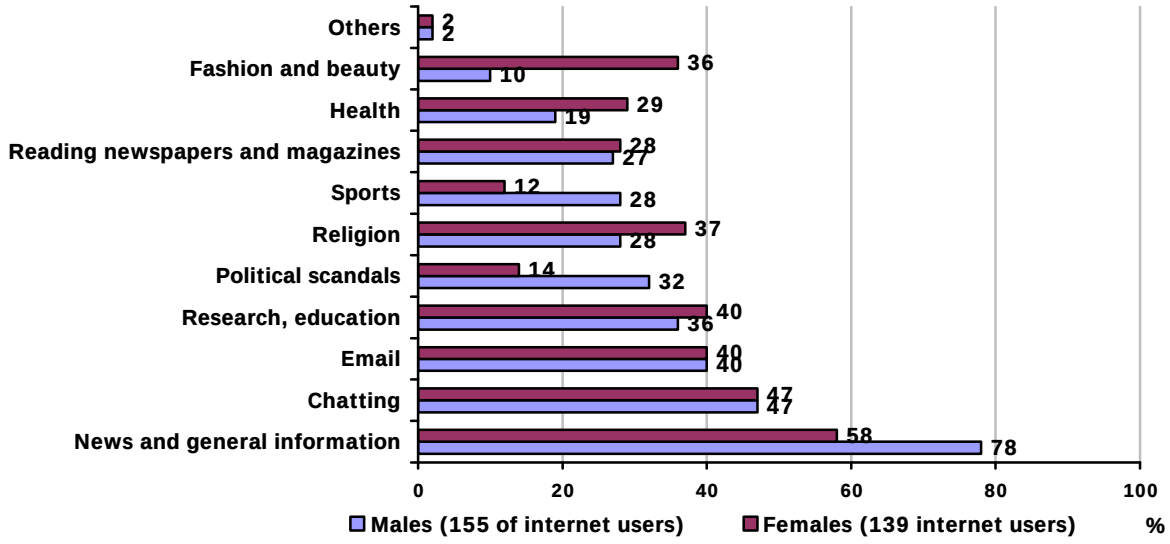
Majority of Palestinian respondents who use the internet use it to check out news and general information as presented in the following chart:

I.2.D. Reasons for using internet



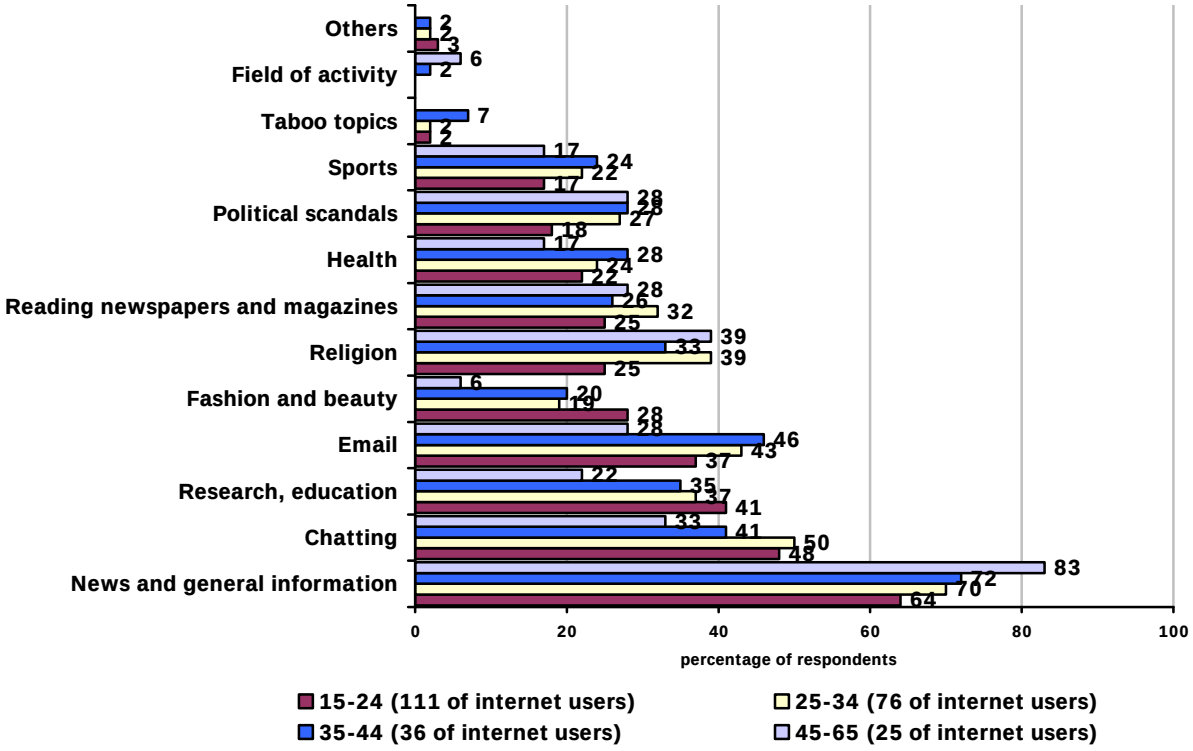
Males (155 internet users) significantly use the internet more for checking out news and general information compared to females (139 internet users) with percentages 78% versus 58% respectively. Males also are more interested in political topics and sports significantly more than females with percentages 32% versus 14% and 28% versus 16% respectively.

I.2.D. Reasons for using internet by gender



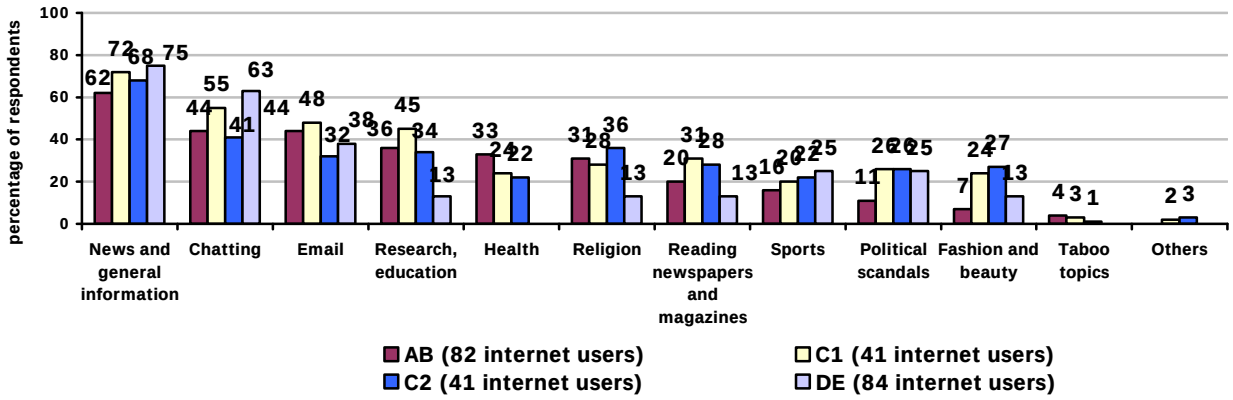
The 25-34 age bracket (108 respondents) use the internet so read about religion significantly more than those younger respondents belonging to the 15-25 age bracket (122 respondents) with percentages 39% versus 25%, as presented in details in the following chart.

I.2.D. Reasons for using internet by age



The respondents among the C1 socio-economic class (102 respondents) use the internet for chatting and email significantly more than the C2 socio-economic class (139 respondents) who use the internet for the same purpose, as presented in the following chart:

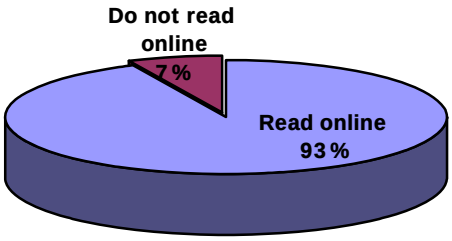
I.2.D. Reasons for using internet by Socio-economic class



E. Reading online:

Majority of the Palestinian respondents who use the internet (294 respondents) read online as shown from the data presented.

I.2.E. Reading online among internet users

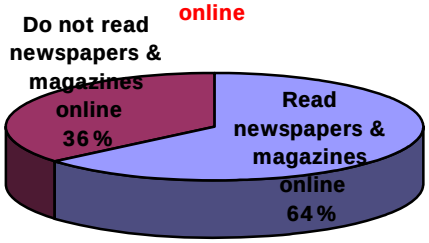


Males (155 respondents) were found to read online significantly more than females (139 respondents) with percentages 96% versus 90%.

F. Reading newspapers and magazines online:

Palestinian respondents, who read online (273 respondents), are split between those who read newspapers and magazines online and those who don't as presented in the following chart.

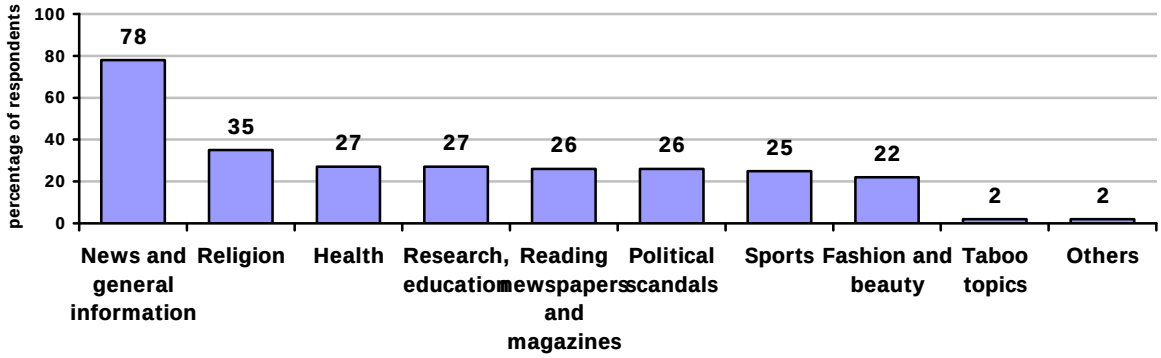
I.2.F. Internet users who read newspapers and magazines online



G. Topics of interest online:

Palestinian respondents who read newspapers and magazines online (175 respondents), mainly check out newspapers and magazines as shown from the following chart.

I.2.F. Topics of interest to online readers

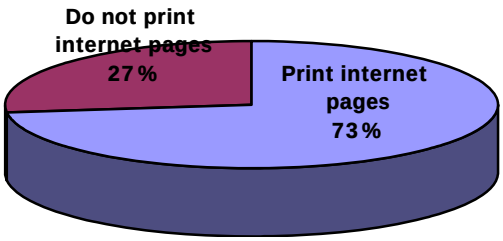


Females (77 readers of newspapers and magazines online) who read online prefer to read about fashion and beauty and health significantly compared to males (84 readers of newspapers and magazines online) with percentages 39% of females who read about fashion versus 9% of males who read about the same topic and 38% of females who read about health online versus 19% of males who read about the same topic. On the other hand, males check news & general information, political scandals and sports news significantly more if compared to females who are interested in the same topics with percentages 85% versus 17%, 36% versus 13% and 33% versus 14% respectively.

H. Printing internet pages:

Majority of Palestinian readers who read newspapers and magazines online (175 respondents) print interesting internet pages as presented in the following chart.

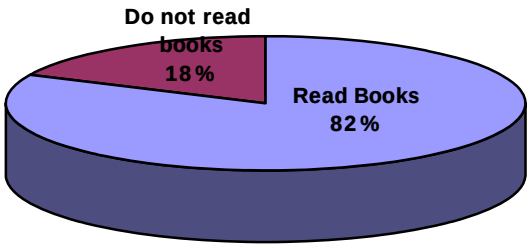
I.2.H. Printing Internet pages



I. Reading Books:

Majority of Palestinian readers who have read any type of newspapers, magazines, or books during the past 12 months (567 respondents), read books as presented in the following chart.

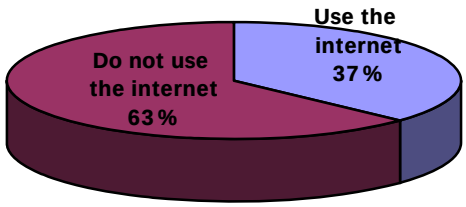
I.2.I. Reading Books



J. Non- readers Internet Usage:

Majority of Palestinian non-readers (534 non-readers) do not use the internet as presented in the following chart.

I.2.J. Non-readers Internet Usage



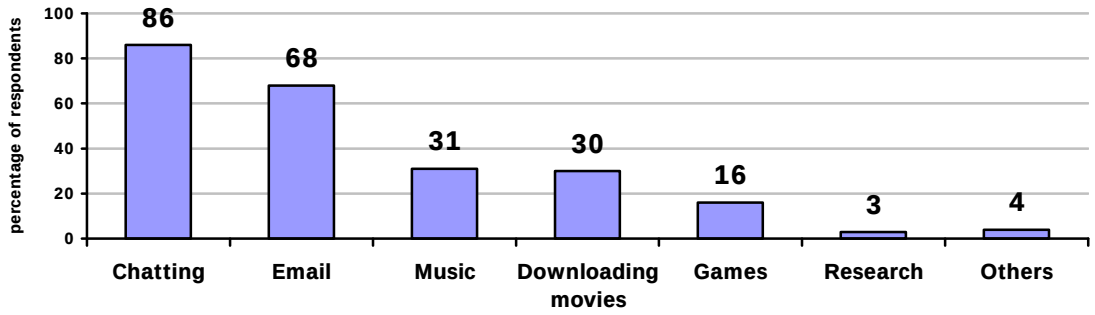
It was found that younger age groups use the internet more than others as respondents within the age of 15-24 (122 non-readers) and 25-34 (184 non-readers) use the internet significantly more compared to 35-44 (137 non-readers), and 45-56 (91 non-readers) with percentages 53% and 45% versus 26%, and 18% respectively.

In addition to this, respondents who live in urban areas (183 non-readers) use the internet significantly more compared to those who live in rural areas (257 non-readers) and refugee camps (94 non-readers) with percentages 48% versus 35% and 26% respectively.

K. Non- readers purpose for Internet Usage:

Palestinian non-readers who use the internet (199 respondents) mainly use it for chatting and checking e-mails.

I.2.k. Non-readers Internet Usage



Males (105 non-readers) who use the internet to download movies were found to be significantly more than females (94 non-readers) who use the internet for the same purpose with percentages 37% versus 22% respectively.

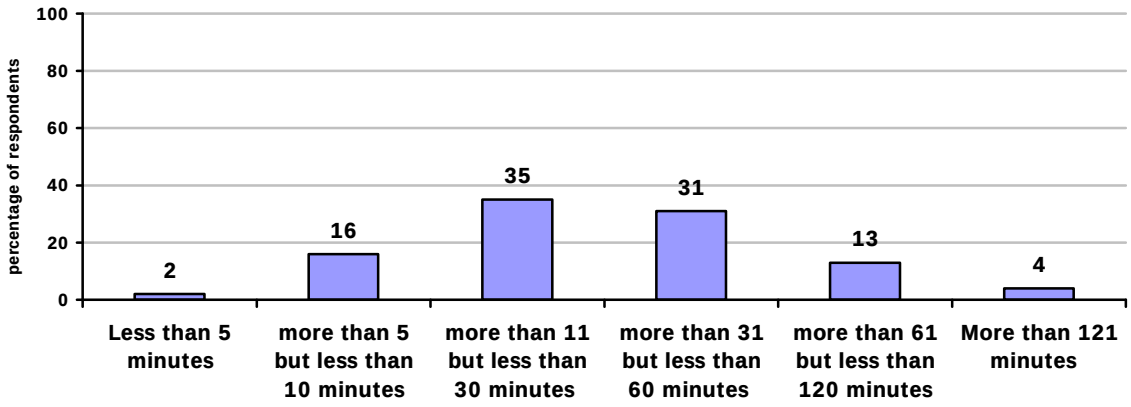
Urban area residents (87 non-readers) who use the internet to use emails were found to be significantly more than rural area residents (89 non-readers) who use the internet to send and receive emails with percentages 81% versus 55% respectively.

I.3. Frequency of Reading:

A. Frequency of reading newspapers and magazines:

Palestinian respondents who read newspapers and magazines (440 respondents) read for an average of 39 minutes per day.

I.3.A. Time spent on reading newspapers and magazines

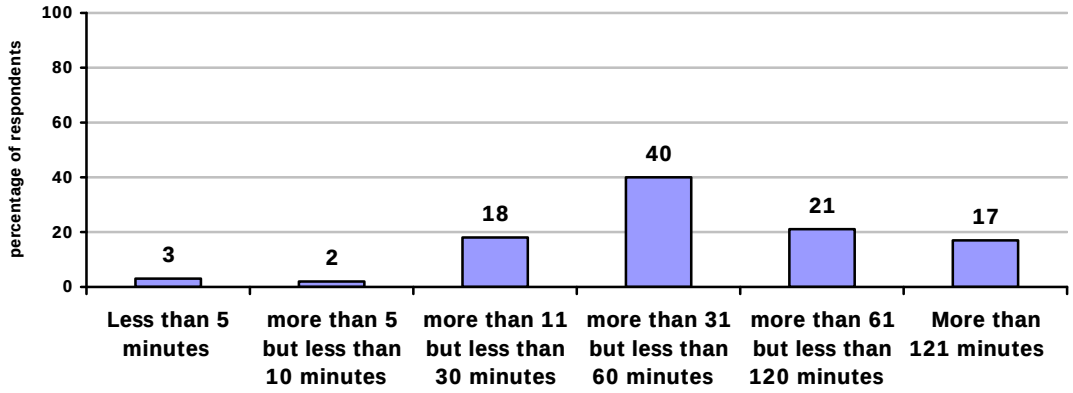


Those who live in refugee camps (87 readers) were found to be significantly spend more time reading newspapers and magazines per day than those who live in urban (137 readers) and rural areas (216 readers) on average 49 minutes versus 37 and 36 minutes respectively.

B. Time spent reading online:

Palestinian readers who read newspapers or magazines online (175 respondents) mainly spend duration within 30 minutes to 60 minutes reading online as presented from the following data. Palestinian readers spend on average 61 minutes per day reading online.

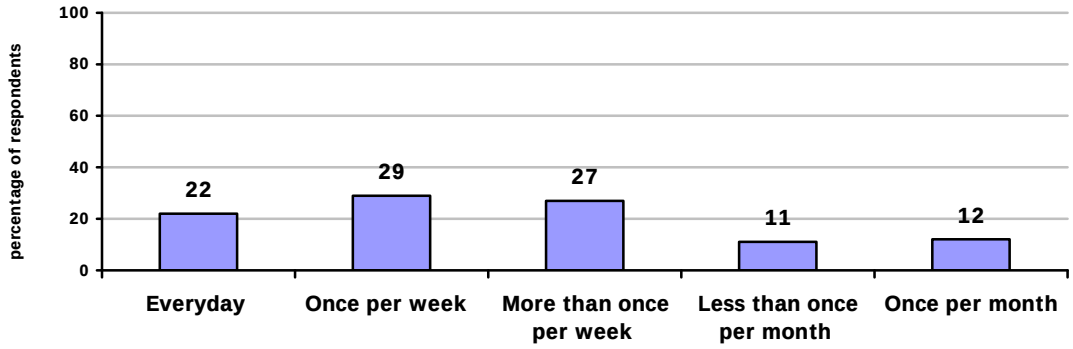
I.3.B. Time spent reading online



C. Frequency of reading books:

Palestinian readers who read books (463 respondents) on average read books on duration of 10 days per month.

I.3.C. Frequency of reading books

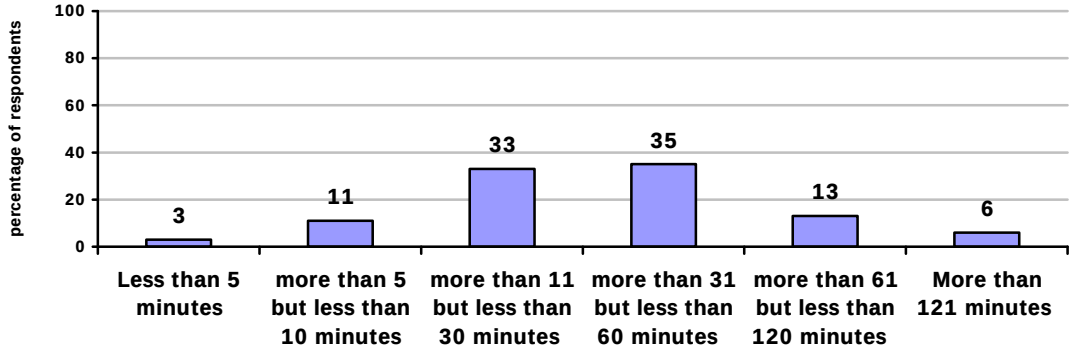


The data showed that respondents from refugee camps (89 readers) spend significantly more time reading books than those who live in rural areas (230 readers) on average 12 days versus 9 days per month.

D. Time spent reading books per day:

Palestinian book readers (463 respondents) spend on average 43 minutes per day reading books.

I.3.D. Time spent reading books per day



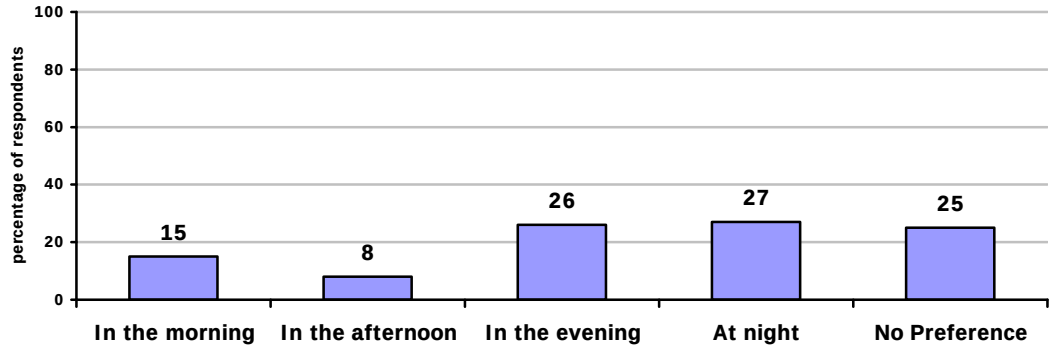
The age brackets 15-24 (161 book readers) and 35-44 (90 book readers) spend more time reading books per day compared to the respondents within the age of 25-34 (166 book readers). Respondents within the age of 15-24 and 35-44 both spend on average 47 minutes per day reading books versus respondents within the age of 25-34 who spend on average 38 minutes per day reading books.

Respondents who live in refugee camps (89 book readers) spend on average significantly more time reading books, 49 minutes per day compared to respondents who live in rural areas(230 book readers) who spend on average 39 minutes per day reading books.

E. Time of the day for reading:

Majority of Palestinian readers who have read any kind of magazines, newspapers, or books during the past 12 months prefer to read in the evening or at night.

I.3.E. Time of the day for reading



Respondents within the age of 45-65 (51 readers) prefer to read in the morning significantly more than respondents within the age of 15-24 (198 readers) and 35-44 (110 readers) with percentages 29% versus 10% and 13% respectively. Also respondents within the age of 45-65 prefer to read in the evening significantly more than respondents within the age of 25-34 (208 readers) with percentages 37% versus 22% respectively.

F. Days of the week for reading:

Palestinian readers (567 respondents) prefer to read during weekends.

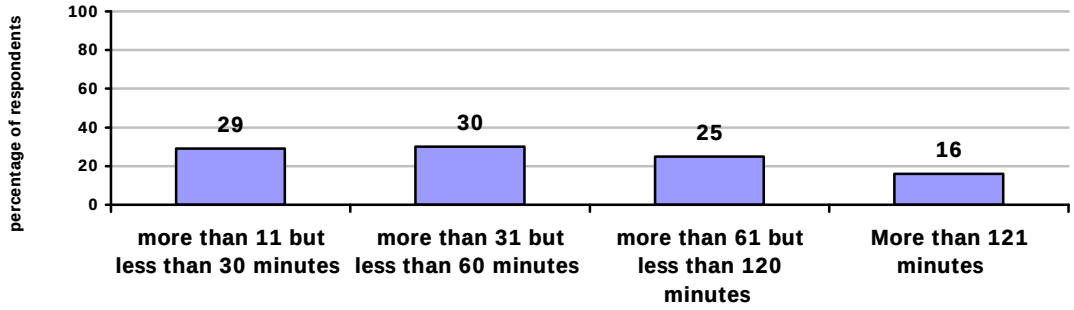
I.3.F. Days of the week for reading

Palestinian readers who live in rural areas (283 readers) prefer to read during weekends significantly more than both those who live in urban areas (180 readers) and those who live in refugee camps (104 readers) with percentages 63% versus 53% and 39% respectively. On the other hand, Palestinian readers living in refugee camps prefer to read during all days significantly more than respondents who live in urban areas and those who live in rural areas with percentages 51% versus 36% and 28% respectively.

G. Non-readers time spent online:

Palestinian non-readers who use the internet (199 respondents) spend on average 62 minutes per day online.

I.3.H. Non-readers time spent online



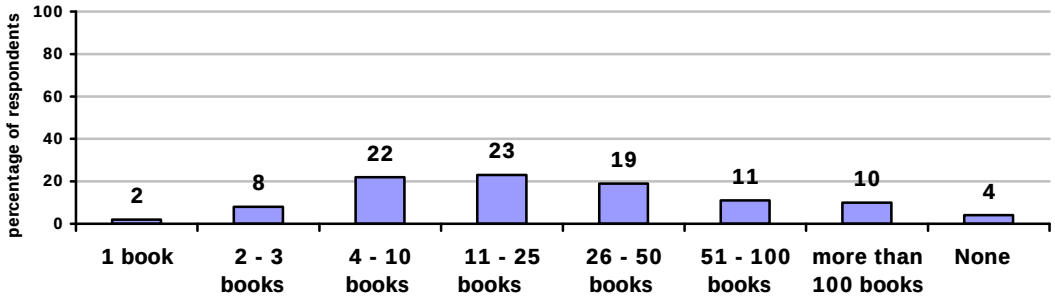
Palestinian males (105 respondents) were found to spend significantly more time online than females (94 respondents) do, as on average males spend 73 minutes per day online while females spend about 50 minutes online per day.

I.4. Location Issues

A. Number of books at home:

Palestinian readers who have read any kid of newspapers, magazines, or books during the past 12 months (567 readers) keep on average 33 books at home.

I.4.A. Number of books at home

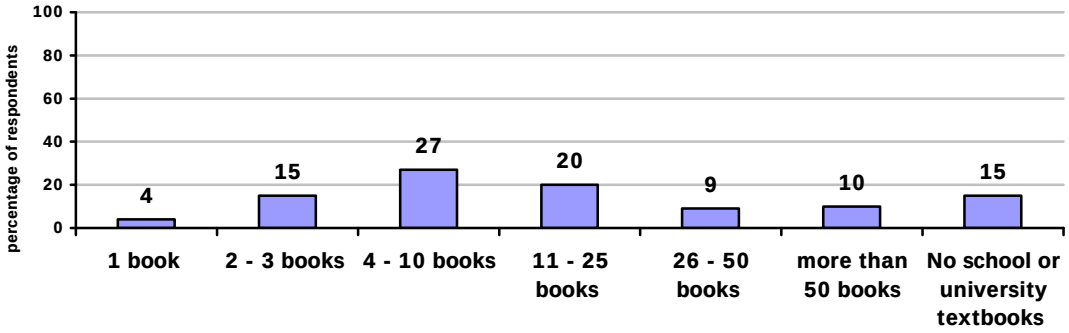


The data shows that respondents among the AB socio-economic class (63 respondents) and C1 socio-economic class (178 respondents) keep on average significantly more books compared to the C2 class (311 respondents), as the AB class keep on average 43 books at home and the C1 class keep on average 37 books at home, while the C2 class keep on average 28 books at home.

The data also showed that respondents in refugee camps (104 respondents) keep on average significantly more books than those living in urban areas (180 respondents) and rural areas (283 respondents), as respondents in refugee camps have on average 40 books at home, while those who live in urban areas have on average 30 books at home and those who live in rural areas have on average 32 books at home.

Palestinian respondents who keep books at home, 543 respondents, have on average 15 books from the books they own that are school or university books.

I.4.A. Amount of school/university books



Respondents within the age of 15-24 (191 book readers) keep on average significantly more school/university books among the books they own compared to other age brackets. Respondents within the age of 15-24 have an average of 20 school/university books compared to the respondents within the age of 25-34(197 book readers) who keep on average 13 school or university books, respondents within the age of 35-44 (108 book readers) keep on average 11 school/university books and finally respondents within the age of 45-65 (47 book readers) keep an average of 12 school/university books among the books they own.

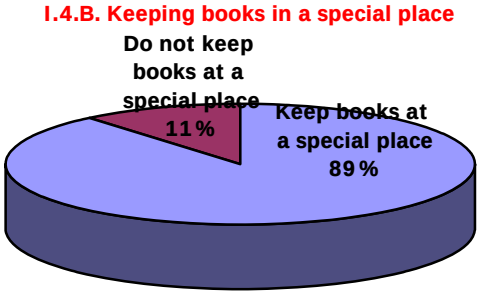
As for the socio-economic class the AB class (60 book readers) and C1 class (173 book readers) keeps on average significantly more school/university books from the books they own compared to C2 class (296 book readers). The AB class have on average 20 school/university books among the books they own and C1 class have on average 16

school/university books among the books they own, while the C2 class have on average 13 school/ university books among the books they own.

It was also found that book readers living in refugee camps (100 book readers) own significantly more school/university books among the books they own compared to book readers living in urban areas (174 book readers) and those living in rural areas (269 book readers). Respondents in refugee camps have on average 19 school/university books while respondents in urban areas have 13 school/university books and in rural areas have 15 school/university books among all the books they own.

B. Keeping books at a special place:

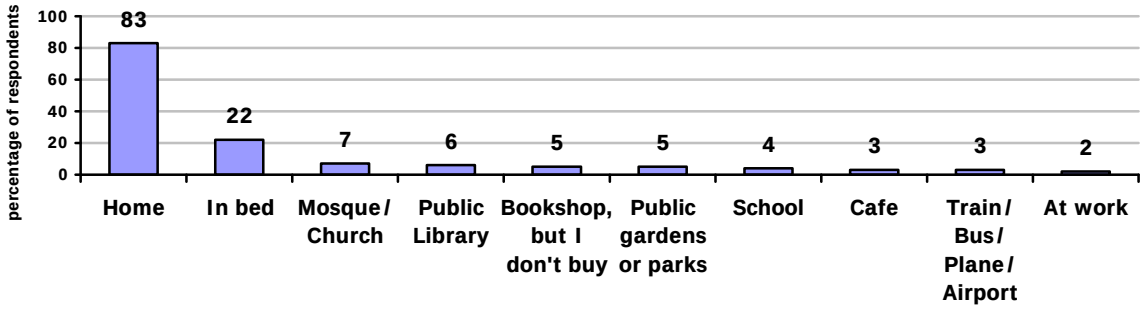
Majority of Palestinian readers, who keep books at home (543 respondents), keep books at a special place, as presented in the following chart.



C. Favorite place of reading books:

Majority of Palestinian readers (567 respondents) prefer to read at home as presented in the following chart.

I.4.C. Favorite Place of reading books



The data shows that respondents living in urban areas (180 readers) who read in bed are significantly more than those in rural areas (283 readers) and those in refugee camps (104 readers) who prefer to read at the same place with percentages 31% versus 16% and 20% respectively.

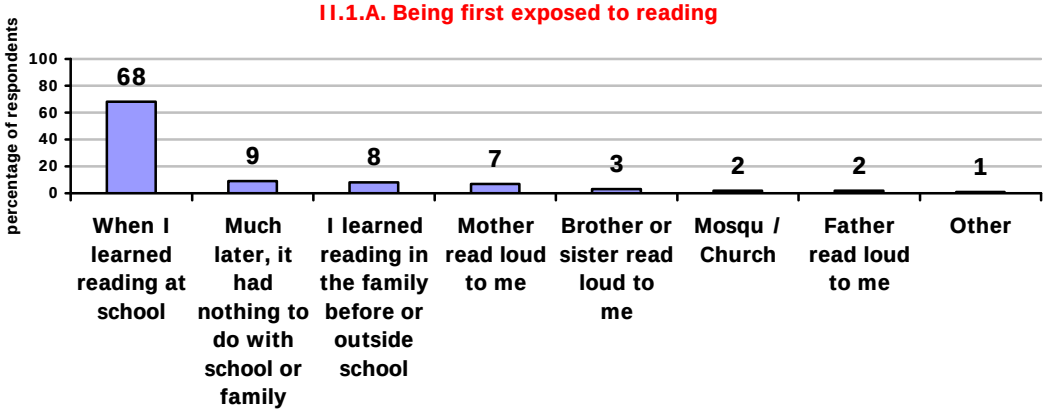
II. Reading Attitudes

II.1. Reasons for reading:

A. Being first exposed to reading:

Palestinian readers (567 respondents) were first exposed to reading when they learned reading at school as specified 68% of the respondents.

II.1.A. Being first exposed to reading

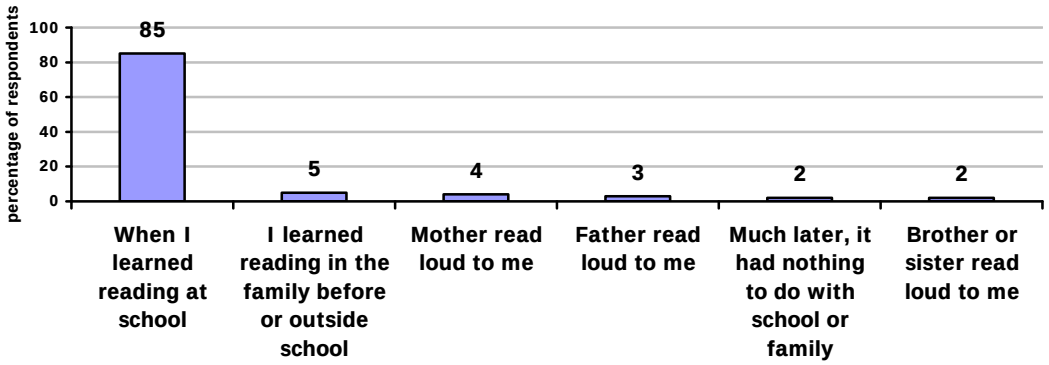


It was found that respondents who live in refugee camps (104 readers) that got first exposed to reading when they learned at school significantly more than those who live in urban (180 readers) and rural areas (283 readers) and first got exposed to reading in the same way with percentages 83% versus 55% and 71% respectively.

B. Started to learn reading:

Palestinian readers (677 respondents) started to learn reading mainly at school as specified by 94% of the respondents and shown in the following chart.

II.1.B. Started to learn reading



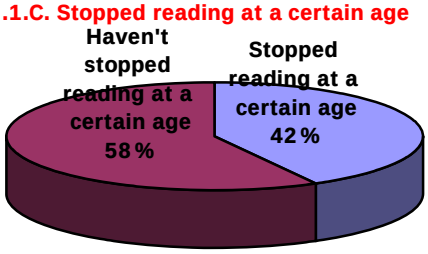
Females (294 readers) that first started to read when they learned at school were found to be significantly more than males (273 readers) who first started to read when they learned at school with percentages 88% versus 81%.

It was also found that respondents in rural areas (246 readers) that first started to read when they learned at school are significantly more than those living in urban areas (142 readers) and first started to read when they first went to school as well with percentages 87% versus 79% respectively.

C. Stopped reading at a certain age:

Palestinian readers (567 respondents) who have stopped reading at a certain age are 42% compared to 58% who haven't stopped reading at a certain age.

II.1.C. Stopped reading at a certain age



Respondents who live in refugee camps (104 readers) have significantly stopped reading at a certain age more than those who live in urban areas (180 readers) and rural areas (283 readers) with percentages 48% versus 36% and 44%.

D. Age Respondents stopped reading at:

Palestinian readers who have changed their reading rates (237 respondents) have mainly stopped or decreased reading at the age of 17 to 25 as presented in the following table.

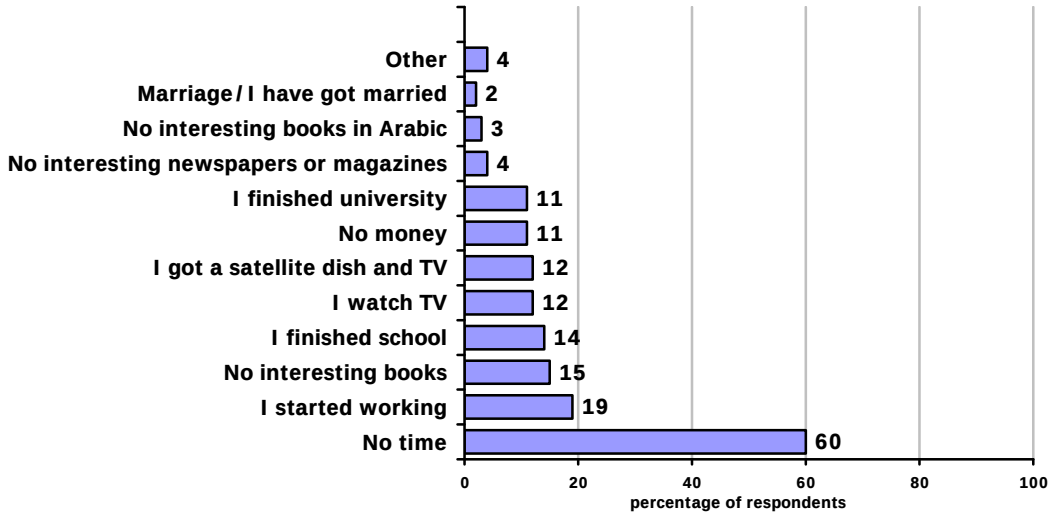
Age respondents stopped reading at	Percentage of respondents
Less than 15 years	8
around age 15-16	11
around age 17-18	**22**
around age 19-25	**37**
around age 26-30	12

around age 31-35	3
around age 36-40	3
around age 41-50	3

E. Reasons for stopping to read:

Palestinian readers who have stopped reading at a certain age (237 respondents) mainly have stopped reading because they have no time any more to read.

II.1.E. Reasons for stopping to read

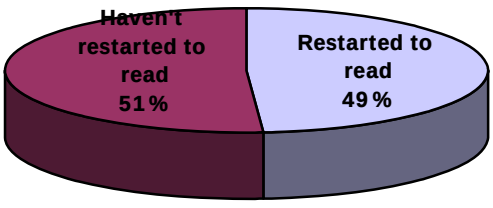


Male respondents (109 readers) who decreased or stopped reading because they started to work were significantly more than female respondents (128 readers) who decreased or stopped reading for the same reason with percentages 29% versus 9% respectively.

F. Restarting to read:

Palestinian readers (567 respondents) are split almost equally between those who have increased or restarted reading at a certain age and those who haven't as presented in the following chart:

II.1.F. Restarting to read



Respondents within the age 15-24 (198 readers) and 45-56 (51 readers) have started to read significantly more than those whose age is within 25-34 (208 respondents) with percentages 57% and 63% versus 39% respectively.

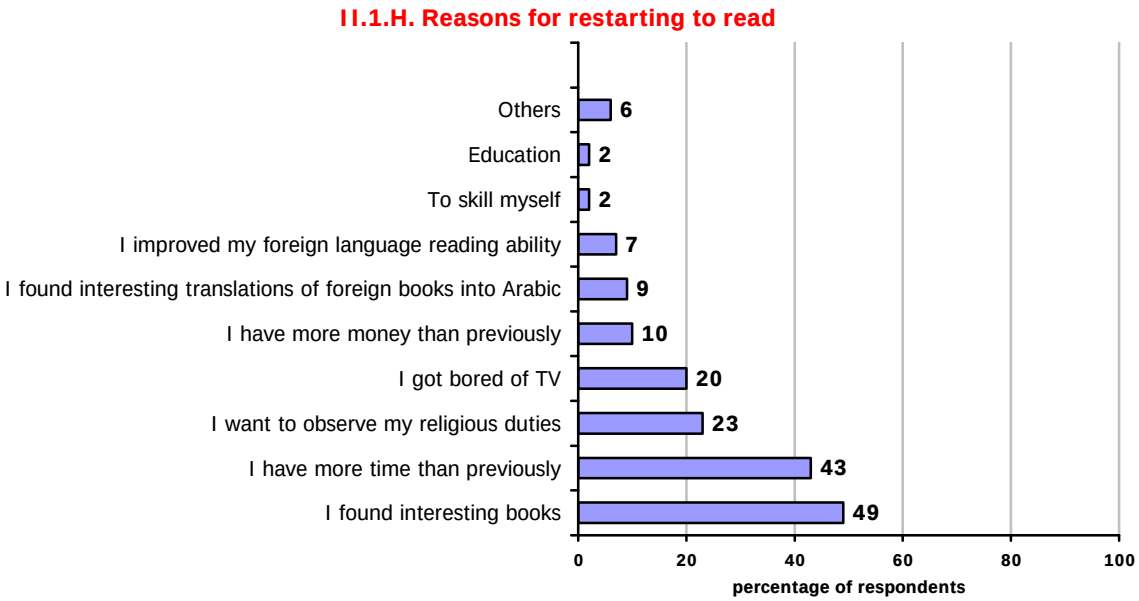
G. Age re-started / increased to read:

Palestinian readers who have re-started or increased reading at a certain age (280 respondents) have mainly restarted reading at the age of 19 to 25 as shown in the following table.

Age restarted reading at	Percentage of respondents
Less than 15 years	4
around age 15-16	9
around age 17-18	16
around age 19-25	**37**
around age 26-30	16
around age 31-35	5
around age 36-40	8
around age 41-50	5

H. Reasons for restarting to read:

Palestinian respondents who have restarted or increased reading at a certain age (280 respondents) have mainly restarted reading because they have more time than previously and they found more interesting books to read.

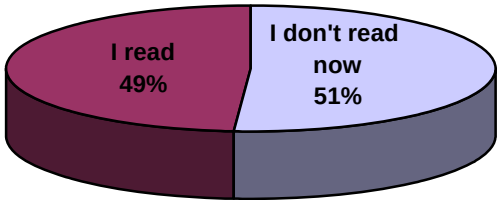


The age brackets 25-34 (82 respondents) and 35-44 (54 respondents) have restarted or increased reading because they want to observe their religious duties significantly more than those in the age bracket 15-24 (112 respondents) with percentages 29% and 30% versus 16%. Also the 35-44 age bracket have restarted or increased reading because they have more time are significantly more if compared to respondents within the age of 15-24 with percentages 57% versus 36% respectively.

I. Current readings:

Among Palestinian respondents who read books (463 respondents), 55% are currently reading books as presented in the following chart.

II.1.I. Current Readings



Female respondents (247 book readers) are currently reading books significantly more than the male respondents (216 book readers) with percentages 53% versus 44%. Respondents who live in refugee camps (61 book readers) who are currently reading books are significantly more than those who live in rural areas (230 book readers) with percentages 61% versus 49%.

Palestinian readers who are currently reading books, 229 respondents, are mainly reading "Reyad El Saleheen" as mentioned by 3% of the respondents. It is also noticeable that Palestinian readers who are currently reading are focused on religious books and authors as presented in the following tables:

Book Title	Percentage of respondents
Reyad El Saleheen (The path of the good fellows)	3
El Seera El Nabaweya (The Prophet's Path)	2
Regal Hawle El Rasoul (The Prophet's Colleagues)	2
Tafseer El Quraan (The Quraan Explanation)	1
Kaleela We Demna	1
El Quraan El Karim (The Holy Quraan)	1
Tafseer El Ahlam (Interpretation of dreams)	1
La Tahzan (Don't be sad)	1
El Ghda La El Dawaa (Nutrition and not medicine)	1
Ahwal el kabre	1
Asaad emraa fel alam (the happiest woman in the world)	1
Maza yaanee entemaey lelesslam (what does it me to belong to Islam?)	1
Geografeyah felesteen (Geography of Palestine)	1
Felesteen bela haweyah (Palestine without an identity)	1
Elm nafse el egtema (Sociology)	1
Elm el nafse, el nemow welseha el nafseyah (Growth and psychological health)	1
Don't Remember	8

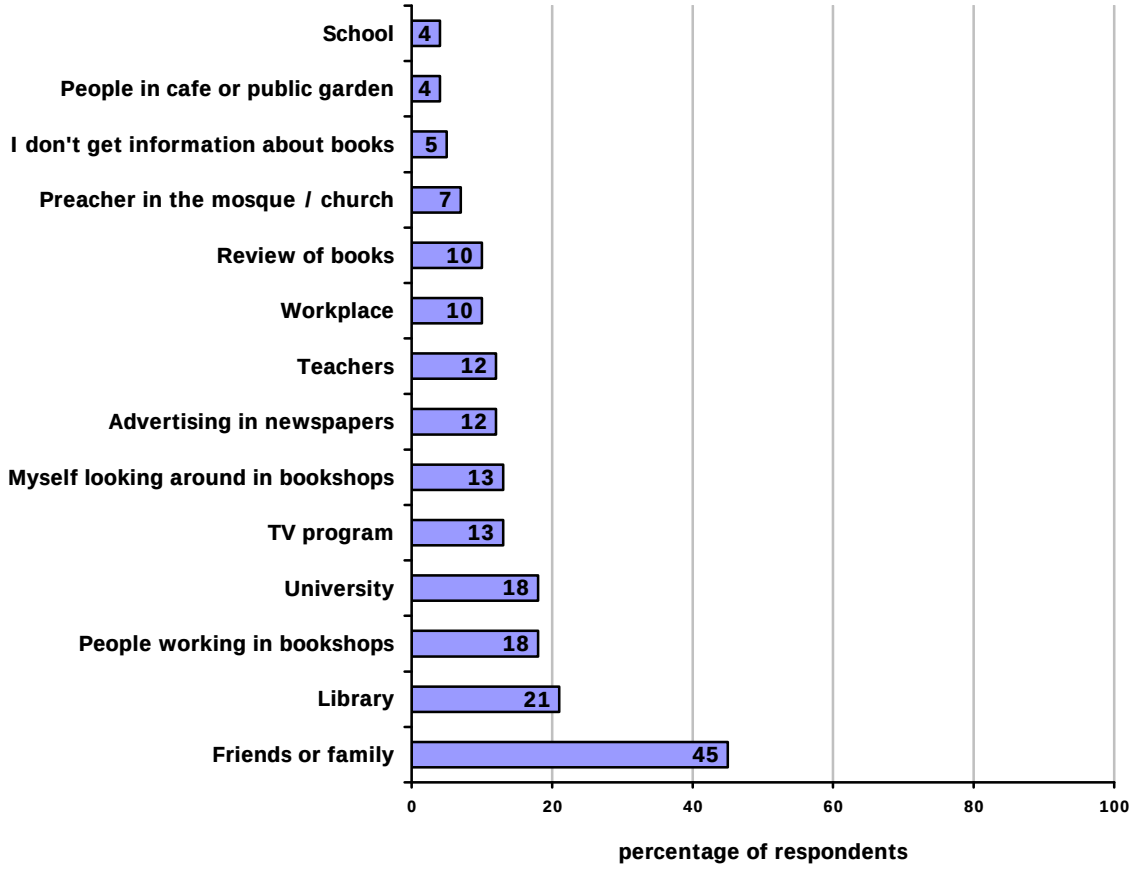
As for the authors, Palestinian readers prefer to read for Nzar El Kabbany as presented in the following table:

The Author	The percentage of respondents
Nzar El Kabanny	3
Amr Khaled	2
Al Emam Al- Noudy	2
Aaes Elkarny	1
Aby Kasser	1
Nagib Mahfouz	1
Ahmed Shoky	1
Taha Hussein	1
Ban Tamema	1
Tarek Sweedan	1
Samah elsheikh abd el aziz	1
Mustafa Murad	1
Fathy yaken	1
Ahmed Abd el aal el tahtawy	1
Don't Remember	22

J. Information about interesting books:

Palestinian readers who read books (463 respondents) mainly get information about interesting books from their friends and family members as presented in the following chart.

II.1.J. Information about interesting books



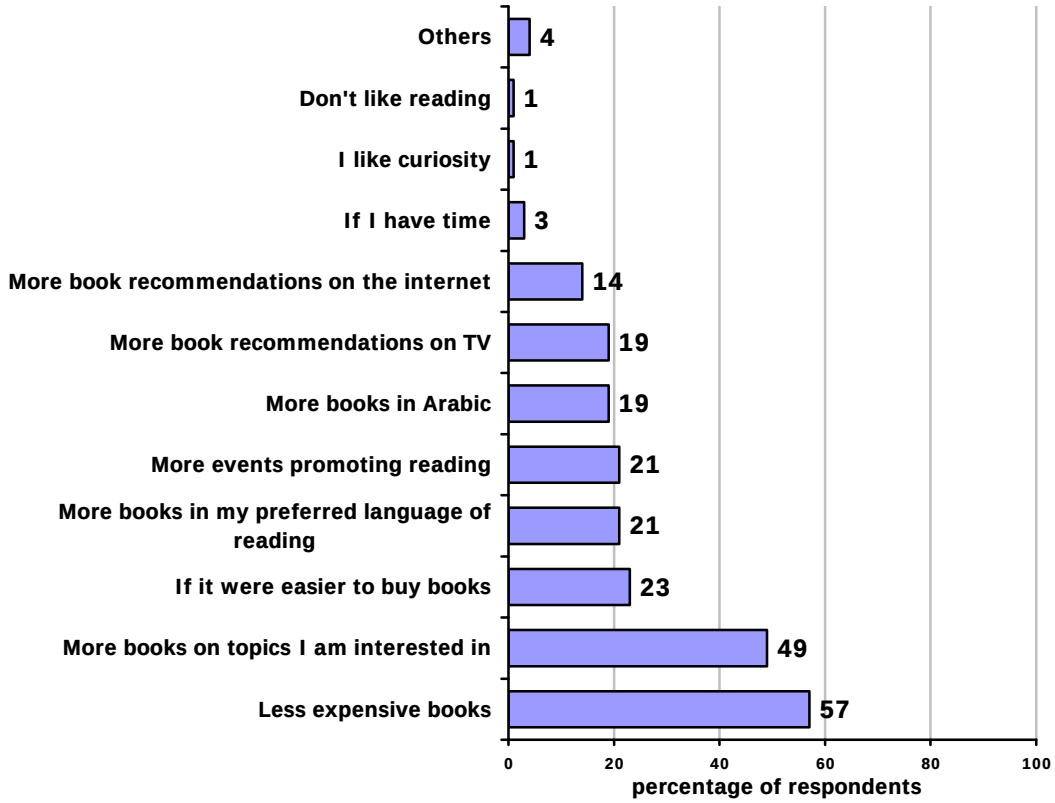
Males (216 book readers) get information about interesting books from their workplace significantly more than females (247 book readers) with percentages 14% versus 7% respectively, while females get information about interesting books from TV programs significantly more than males with percentages 17% versus 8% respectively.

Respondents belonging to the socio-economic classes AB (53 respondents) and C1 (145 respondents), get information about interesting books by looking by themselves around in bookshops significantly more than C2 (256 respondents) with percentages 21% versus 7% respectively.

K. Reading Trigger:

Palestinian non readers (534 respondents) will be willing to read if they found less expensive books as presented in the following chart.

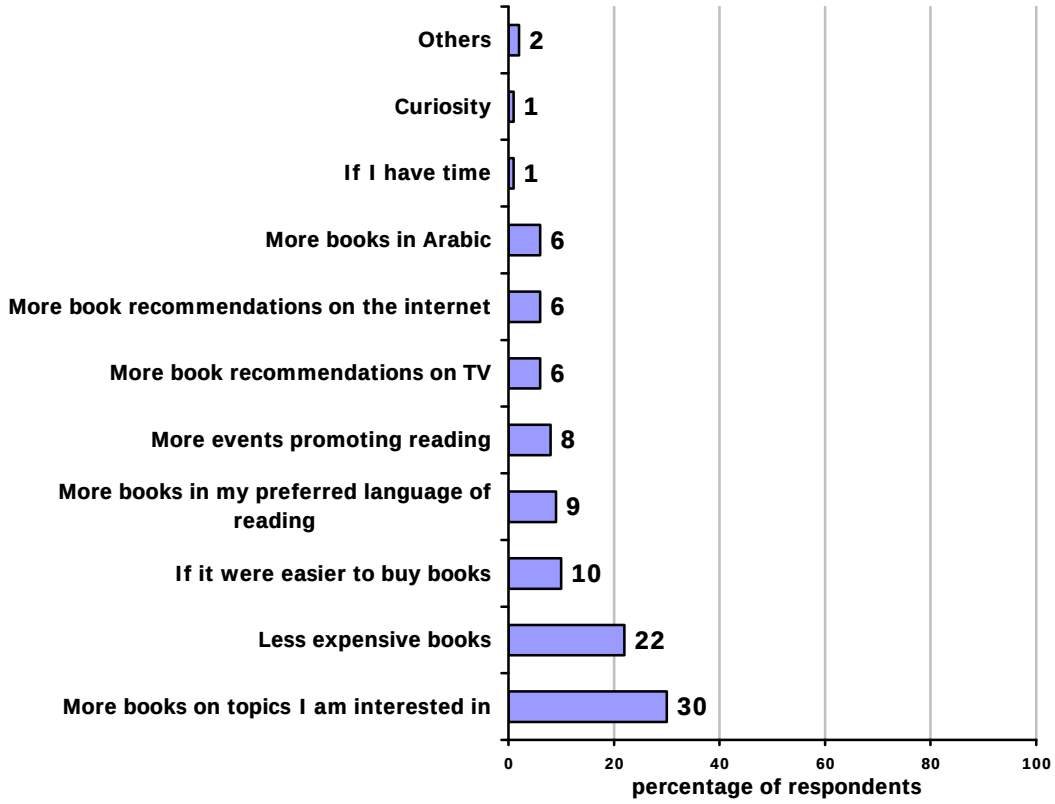
II.1.K.a. Reading Trigger among non-readers



It was found that respondents within the 15-24 age group (122 non-readers) would be triggered to read if there were more events promoting reading than are significantly more than those within the age groups 25-34 (184 non-readers) and 35-44(137 respondents) that would be triggered to read more if there were more events promoting reading with percentages 32% versus 20% and 16% respectively.

The data showed that when Palestinian non-readers chose one factor that would trigger them to read more they mainly chose having more topics they are interested in as presented in the following chart.

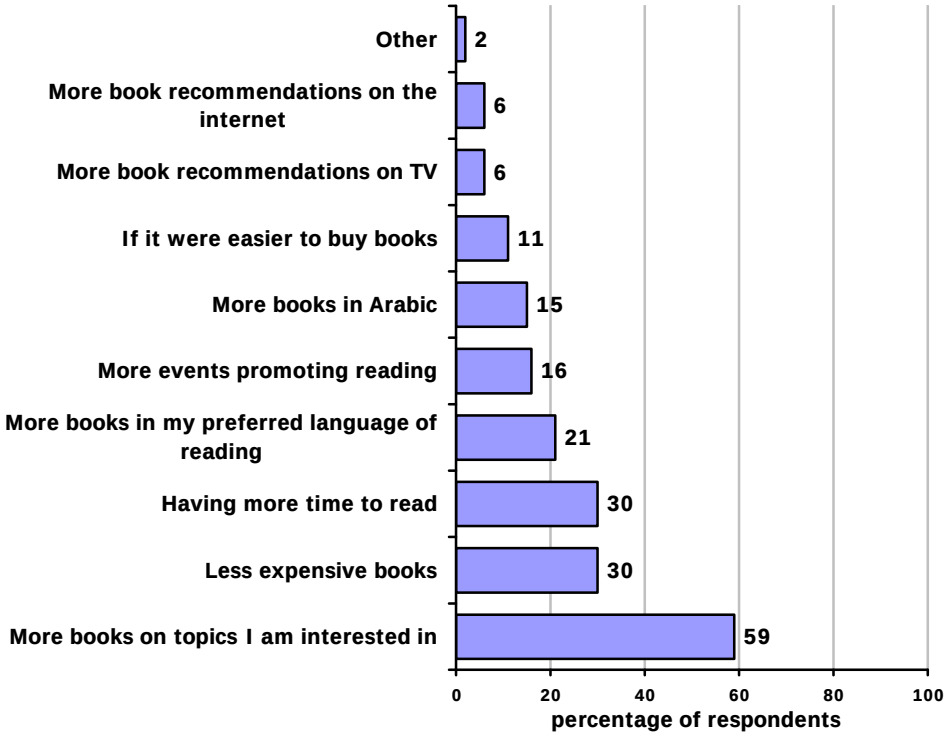
II.1.K.b. Single Reading Trigger among non-readers



Finding more interesting topics to read about would trigger females (267 respondents) to read significantly more than males (165 respondents) with percentages 36% versus 24% respectively.

As for Palestinian readers, who have been reading any kid of newspapers, magazines, or book within the past 12 months (567 respondents), they would be triggered to read more they found more books on the topics they are interested in as presented in the following chart.

II.1.K.c. Reading Trigger among Readers

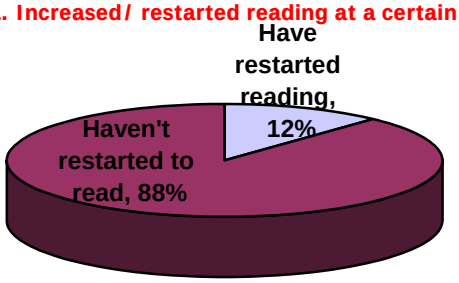


Male respondents (273 readers) would be triggered to read more if they could find more books on topics that they are interested in significantly more than female respondents (294 readers) that would be triggered to read more if they found more books in topics that are interesting to them with percentages 63% versus 55% respectively. Also males would be triggered to read more if books were easier to buy significantly more than females who would be triggered in the same way with percentages 14% versus 9% respectively.

L. Increased/ Restarted reading at a certain age:

Among Palestinian non-readers who have been readers before (251 respondents) majority haven't restarted or increased reading at a certain age as specified from the following chart.

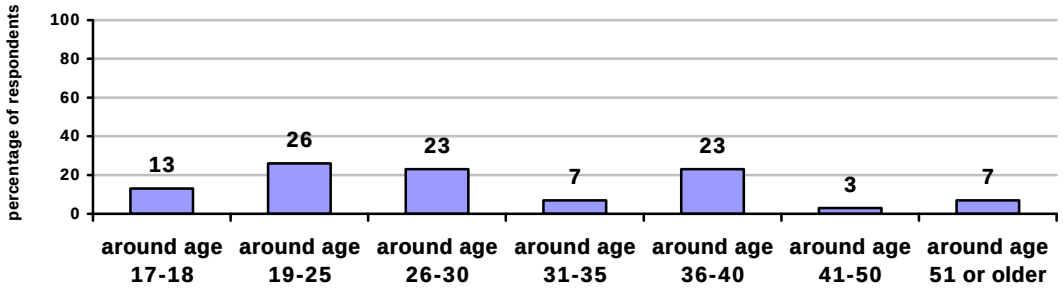
II.1.L. Increased/ restarted reading at a certain age



M. Age restarted reading at:

Among Palestinian non-readers who have restarted reading (31 respondents), they mainly restarted on average at the age of 30 years as presented in the following chart.

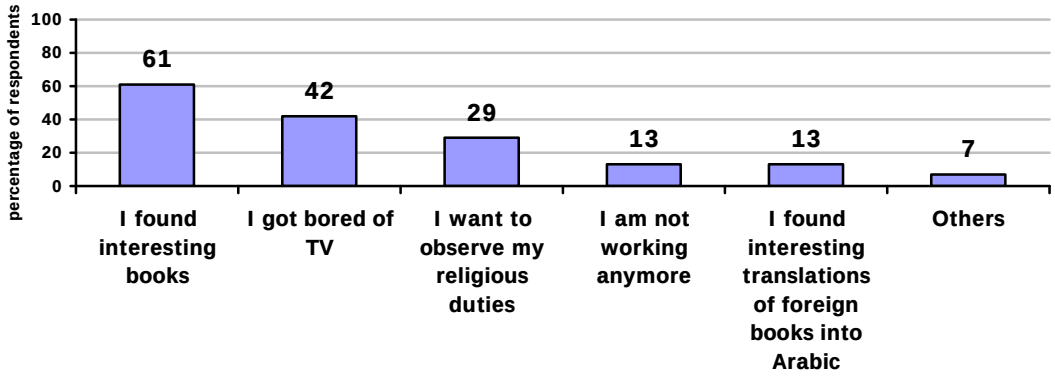
II.1.M. Age restarted reading at



N. Reason for restarting to read at a certain age:

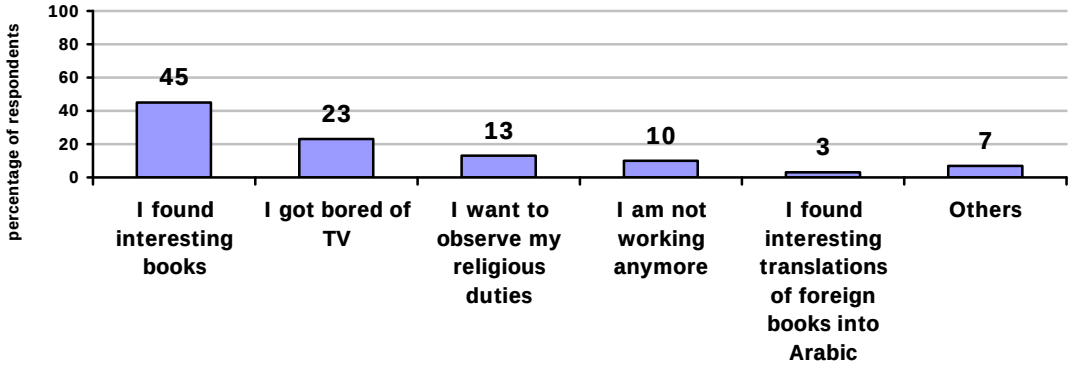
Palestinian non-readers, who got interested in restarting to read (31 respondents), restarted reading because they found more interesting books to read, as presented in the following chart.

II.1.N.Reasons for Restarting to read



When Palestinian non-readers were asked to choose the single main factor that triggered them to restart reading, finding more interesting books to read was mentioned the most as presented in the following chart.

II.1.N.Reasons for Restarting to read

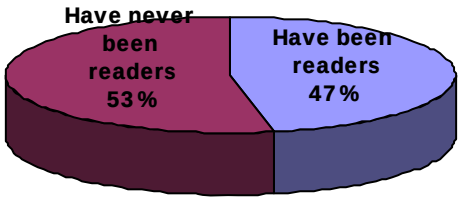


II.2. Representation of reading:

A. Ever Being a Reader:

Palestinian non-readers, 325 respondents, are almost equally split between have been readers before and haven't been readers before as presented in the following chart:

II.2.A. Ever being a reader

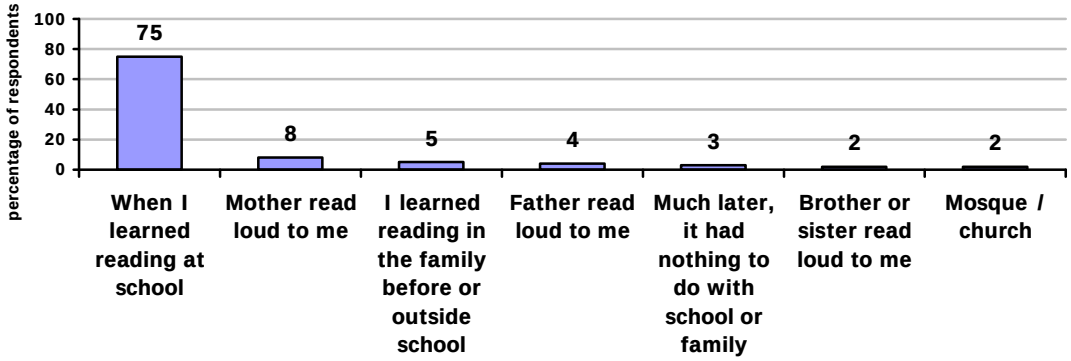


Respondents living in refugee camps (94 respondents) who have been readers are significantly more than respondents living in urban areas (183 respondents) and those in rural areas (257 respondents) with percentages 64% versus 43% and 44% respectively.

B. First time exposed to reading:

Palestinian non-readers who have been readers before (251 respondents), first got exposed to reading when learned reading at as presented in the chart.

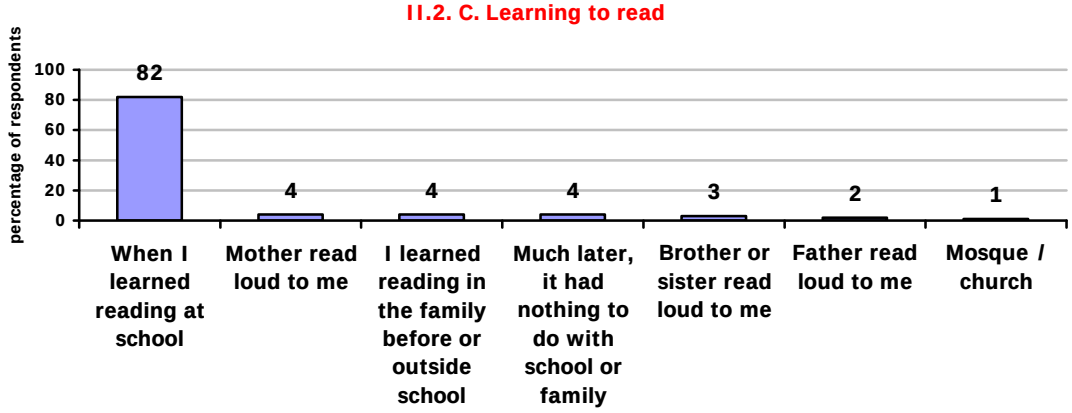
II.2. B. First exposed to reading



C. Learning to read:

Palestinian non-readers who used to be readers before (251 respondents) were taught to read mainly at school.

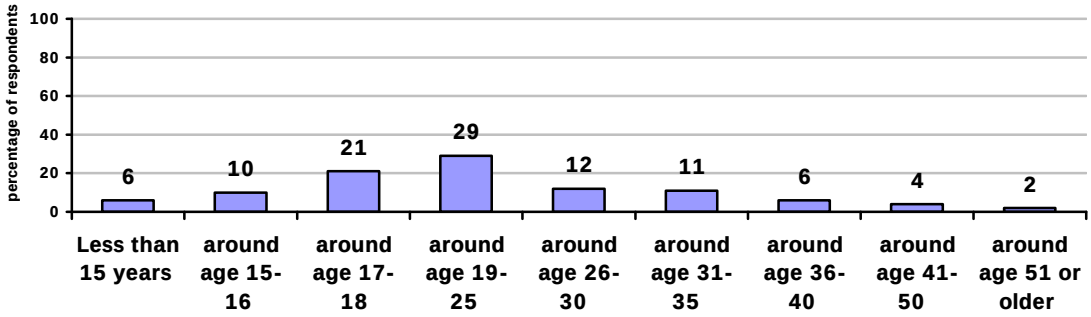
II.2. C. Learning to read



D. Age non-readers who used to read stopped reading at:

The following chart shows that Palestinian non-readers who used to read (251 respondents) have stopped reading within the age of 19-25 as specified by 29% of the respondents.

II.2.D. Age non-readers have stopped to read

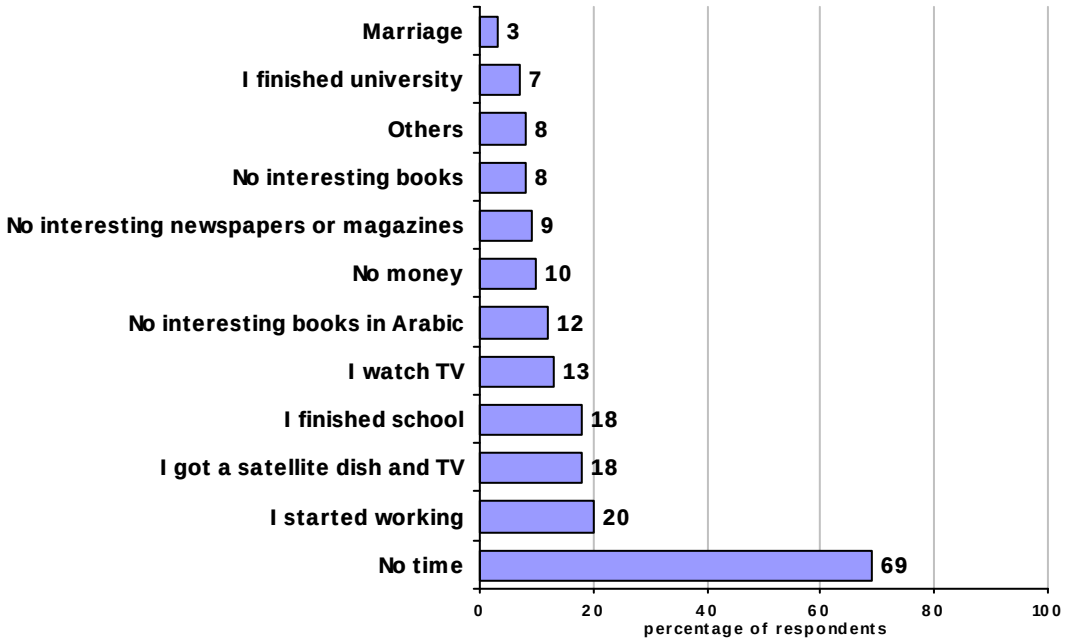


The data shows that respondents living in refugee camps (60 respondents) and those living in urban areas have stopped reading at a significantly older age compared to those living in rural areas (113 respondents). Respondents living in refugee camps and urban area on average stopped reading at the age of 26 compared to the respondents living in rural areas who on average stopped reading at the age of 22.

E. Reasons for stopping to read:

Palestinian non-readers who used to read (251 respondents) have stopped reading mainly because they have no more time to read.

II.2.E.Reasons for stopping to read



Males (130 respondents) who have stopped reading because they started work are significantly more than females (121 respondents) who have stopped reading for the same reason with percentages 25% versus 13% respectively.

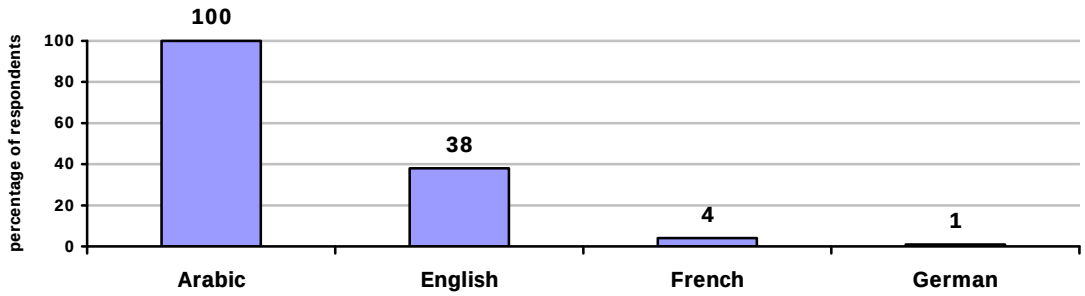
The age bracket 35-44 (67 respondents) have stopped reading because they have no time are significantly more compared to respondents within the age of 45-65 (46 respondents) who stopped reading for the same reason with percentages 81% versus 54% respectively.

II.3 Representation of languages

A. Languages of Reading newspapers and magazines:

The data showed that Palestinian readers of newspapers and magazines (440 respondents) mainly read it in Arabic as presented in the following chart.

II.3.A. Languages of reading newspapers and magazines

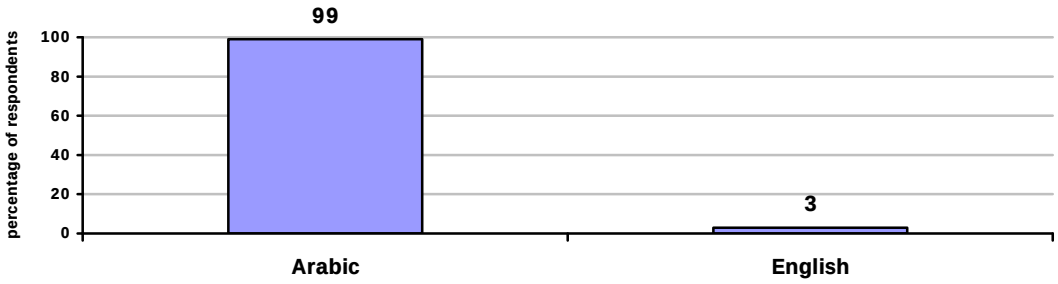


Females (220 readers of newspapers and magazines) prefer to read newspapers and magazines in English significantly more than males (220 readers of newspapers and magazines) with percentages 43% versus 33% respectively.

B. Language preferred for reading newspapers and magazines:

When Palestinian readers of newspapers and magazines were asked to rank the top 3 preferred languages to read newspapers and magazines with 99% ranked that Arabic language as their first preferred choice while 3% ranked the English language as their first preferred language as presented in the following chart.

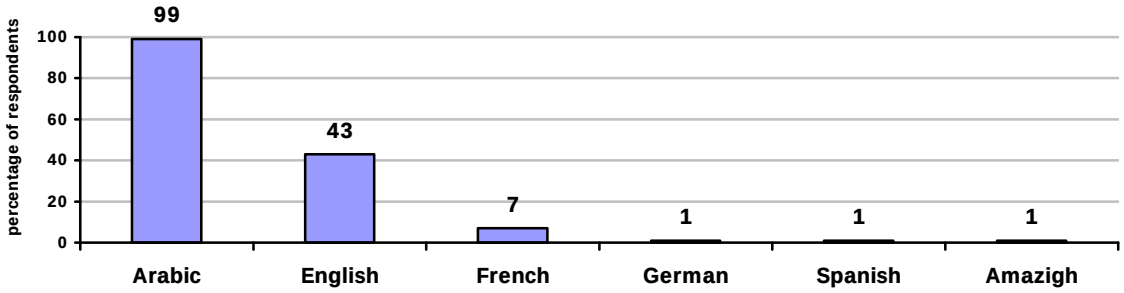
II.3.B. Ranking of Languages of reading newspapers and magazines



C. Language of reading online:

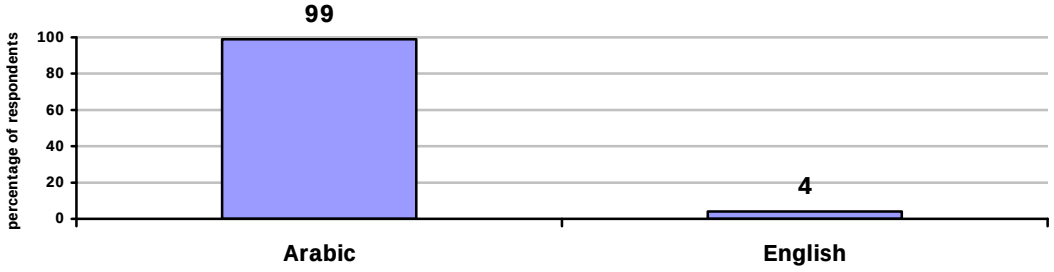
Palestinian respondents who read newspapers and magazines online (175 respondents) mainly read online in the Arabic language as presented in the following chart.

II.3.C. Languages of reading online



In addition to this when Palestinian respondents were asked to rank the top 3 languages they use when reading newspapers or magazines online the Arabic language came as the first rank as presented in the following chart.

II.3.C. Ranking of online languages used

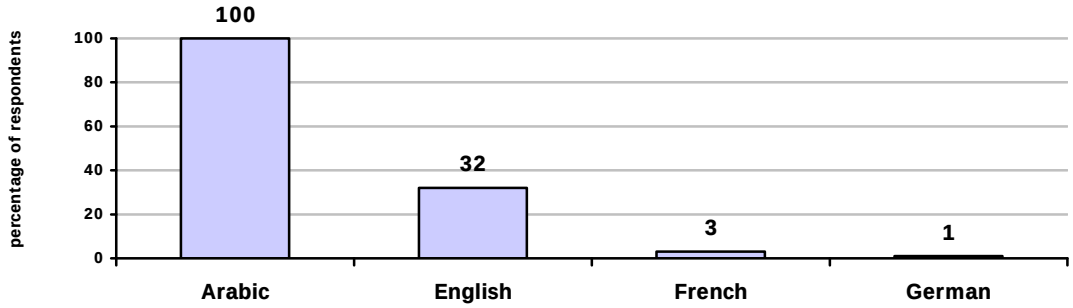


The preference of Arabic language is among different genders, age brackets, socio-economic classes and urban and rural residents. There isn't any significant difference between these different splits in the language preference.

D. Language Palestinian people read in regularly:

Palestinian readers (567 respondents), generally prefer to read in the Arabic language and this is the language they read regularly in whether they are reading newspapers, magazines, or books as presented in the following chart.

II.3.D. Preferred langauge while reading



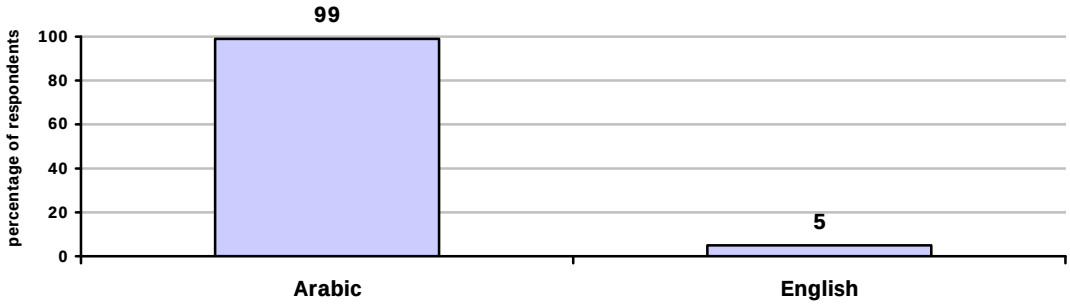
Palestinian readers among all splits prefer to read in the Arabic language without any significant difference between the different splits.

As for the English language, respondents within the age bracket of 15-24 (198 readers) read regularly in the English language significantly more than respondents within the age of 45-56 (51 readers) with percentages 39% versus 24% respectively. Also, respondents among the AB social class (63 readers) and C1 class (178 readers) read significantly in the English language compared to respondents among the C2 (311 readers) with percentages 43% and 37% versus 28% respectively.

Palestinian respondents living in refugee camps (104 readers) read significantly in the English language compared to respondents living in rural areas (283 readers) with percentages 44% versus 27% respectively.

When Palestinian readers were asked to rank the top 3 languages that they generally prefer to read in, the Arabic language was ranked first by the majority of respondents as presented in the following chart.

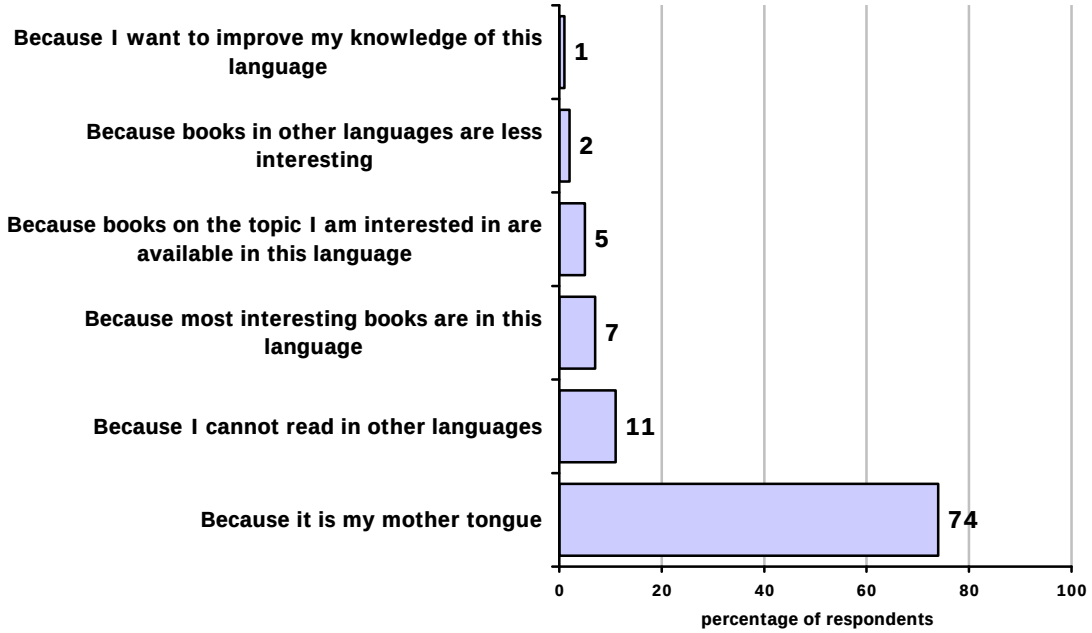
II.3.D. Ranking of the Preferred langauge while reading



E. Reasons for language preference:

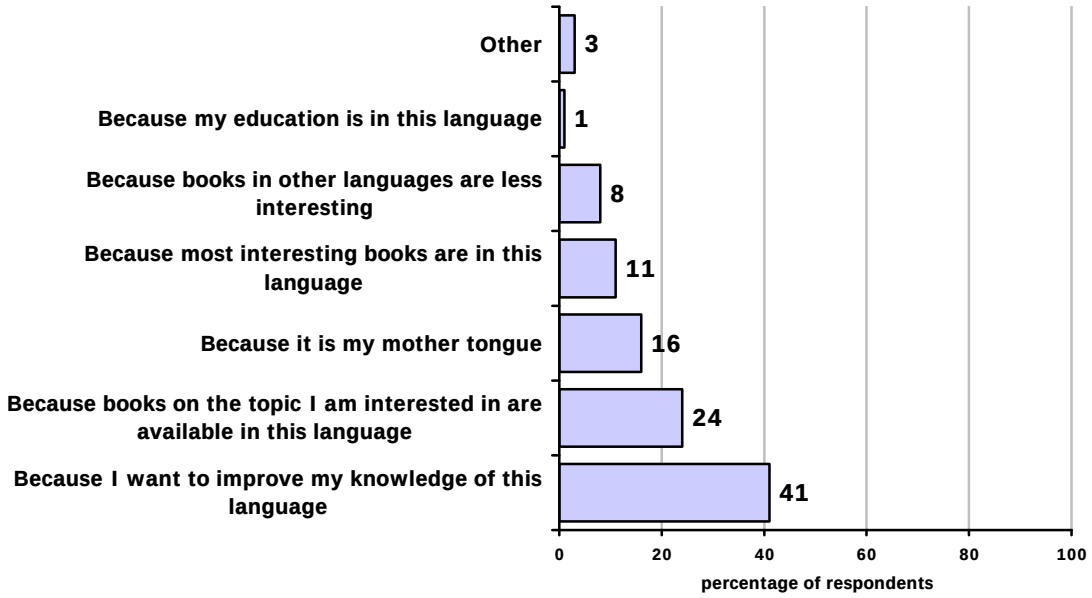
Palestinian readers (567 respondents) prefer to read in the Arabic language because it is their mother tongue language as presented in the following chart.

II.3.E. Reasons for language preference



On the other hand, Palestinian readers who prefer to read in other languages (180 respondents) such as the English language which is mainly the Palestinian readers second preferred this language because they want to improve their knowledge of it.

II.3.E. Reasons for language preference



F. Percentage of books read versus its language:

Palestinian readers mainly read in the Arabic language. Majority of Palestinian readers who read books (463 respondents) have read from 91% to 100% of their books in the Arabic language as specified by 69% of the respondents and as presented in details in the following table:

	ARABIC	ENGLISH
Number of respondents who have books with this language	**463**	**163**
1%-10%	0%	37%
11%-20%	0%	22%
21%-30%	1%	19%
31%-40%	0%	9%
41%-50%	4%	9%
51%-60%	4%	1%
61%-70%	6%	3%
71%-80%	7%	0%
81%-90%	9%	0%
91%-100%	69%	0%

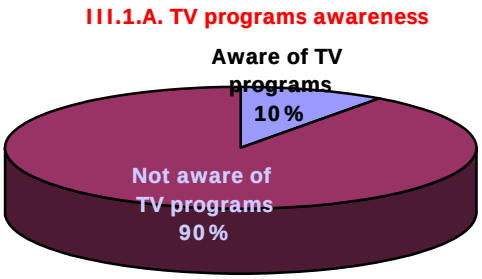
Palestinian respondents within the C2 social class (256 book readers) have more Arabic books compared to respondents within the AB (53 readers) and C1 (145 readers) classes with average percentage of books 88% versus 81% and 85% respectively.

III. Accessing Books

III.1 Information and documentation channels:

A. TV programs Awareness:

Majority of the Palestinian readers (567 respondents who have read any type of newspapers, magazines, or books during the past 12 months) do not know any TV programs that present books as shown in the following chart.



Respondents within the age of 15-24 (198 readers) are significantly more aware of TV programs that present books compared to respondents within the age of 25-34 (208 readers) with percentages 15% versus 7% respectively.

B. Programs Aware of:

Palestinian readers who know TV programs that present books, 57 respondents, mentioned the following programs and presenters as their favorite.

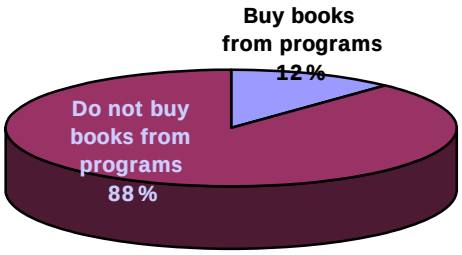
TV Channel	TV Program	Presenter	Percentage of respondents
El Jazeerah	Khir El Gales	Hassan Bohdoud	21
Iqraa	Ekraa	Amr Khaled	2
El Nass	Fadfda	Mahmoud Al Masray	2
El Jazeerah	Ketab Kraotoh	Don't Remember	2

Iqraa	El Nour wel Hayah	Don't Remember	2
El Jazeerah	Eletegah El Mouakes	Faisal	4
Iqraa	Elsahaba	Don't Remember	2
Iqraa	Ershad El Nas Ela El Dein	Amr Khaled	2
El Jazeerah	Waleemet Ashaab El Bahre	Elkassem	2
El Jazeerah	El Moubdeoun	Don't Remember	2
Jordan	El Hakye Elna	Mr Orwa	4
El Majd	Nahge El Islam	Don't Remember	2
El Majd	El Rased	Don't Remember	2
Abu Dabi	Waznak Zahab	Ayman Zeedan	5
Iqraa	Sounae El Hayah	Amr Khaled	2
El Nass	Gedeed Fee Gedeed	Don't Remember	2
El Mehwer	Megalat we Souhof	Don't Remember	2
El Arabia	Kol Youm Ketab	Don't Remember	2
Misr/Egypt	Maktabet El Tefle	Don't Remember	2
El Nass	Don't Remember	Dr. Aaed el Karnee	2
Iqraa	Don't Remember	Amr Khaled	4
Iqraa or Resallah	Don't Remember	Hanan Elketan	4

C. Buying books mentioned in TV programs:

Majority of Palestinian book readers (463 respondents) do not buy books that have been mentioned in TV programs as presented in the following chart.

III.1.C. Buying books mentioned in TV programs

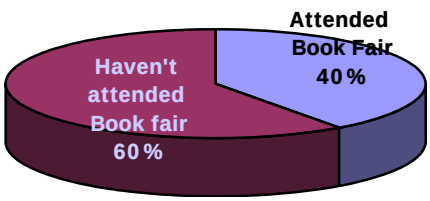


Majority of Palestinian readers no matter the difference in their gender, age brackets, social class, and area of residence do not buy books presented on TV programs. There isn't any significant difference between the different age splits.

D. Attendance at Book Fairs:

Majority of Palestinian readers, 567 respondents, haven't attended the book fair as presented in the following chart.

III.1.D. Attended the Book Fair

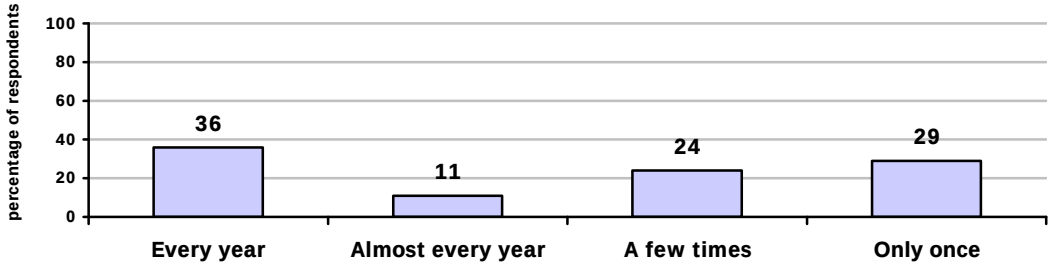


Respondents within the age of 15-24 (198 respondents) who attend the book fair are significantly more than respondents within the age of 35-44 (110 respondents) with percentages 46% versus 33% respectively. In addition to this, respondents within the AB social class (63 respondents) who attend the book fair are significantly more than respondents among the C1 (178 respondents) and C2 (311 respondents) classes who attend the book fair with percentages 54% versus 38% and 37% respectively. Respondents living at the refugee camps (104 respondents) who attend the book fair are significantly more than respondents living in rural areas (283 respondents) with percentages 52% versus 35% respectively.

E. Frequency of going to the book fair:

Among Palestinian respondents who visit the book fair, 225 respondents, 36% attend the book fair every year.

II.1.E. Frequency of going to Book Fair

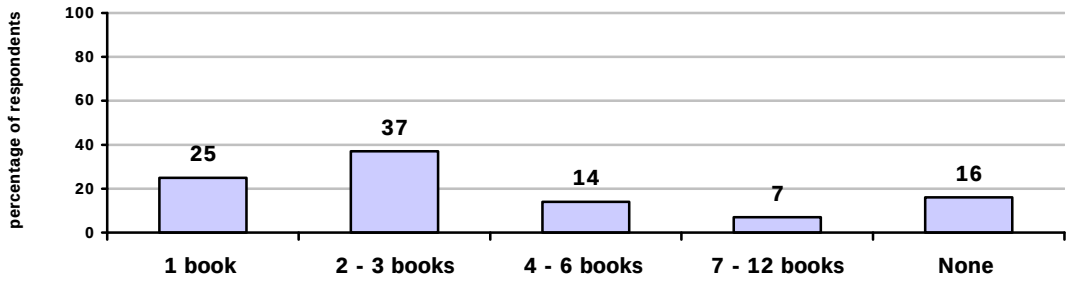


Respondents within the C1 social class (67 respondents) who attend the book fair few times a year are significantly more than respondents within the C2 class (115 respondents) who attend the fair with the same frequency with percentages 39% versus 16% respectively.

F. Purchasing books from the book fair:

Palestinian respondents who go to the book fair, 225 respondents, buy on average 3 books from the book fair.

III.1.F. Purchasing books from Book Fair

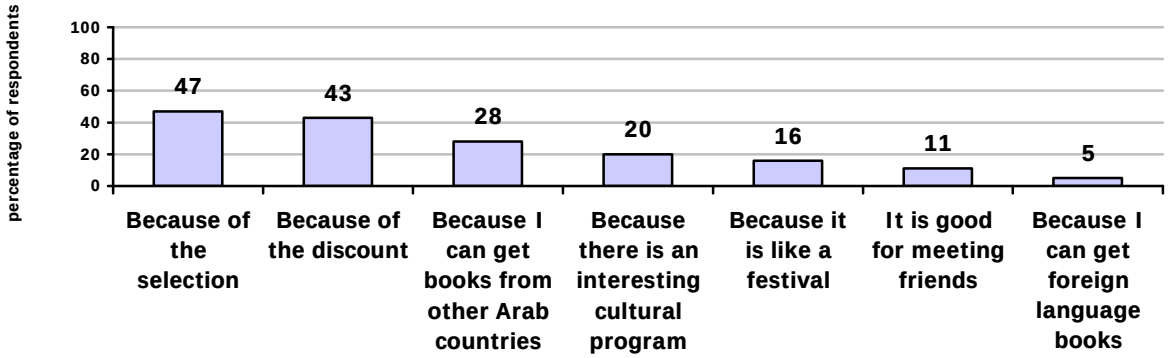


Palestinian respondents among the AB class buy on average more books compared to respondents among the C1 and C2 classes with an average of 4 books versus 3 books and 2 books respectively.

G. Reasons for attending the book fair:

Palestinian readers who attend the book fair, 225 respondents, attend the book fair mainly because of the selection of books available and discounts offered.

III.1.G. Reasons for going to the fair

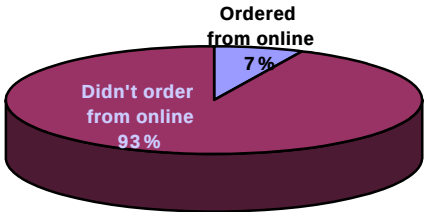


Respondents within the age of 35-44 (36 respondents) who attend the book fair because of the selection of books offered are significantly more than respondents within the age of 15-24 (90 respondents) who attend for the same reason with percentages 64% versus 40% respectively.

H. Ordering books online:

Palestinian readers who read books (463 respondents), who order books from online are 7%.

III.1.H. Ordering books online



Males (216 book readers) who order books from online are significantly more than females (247 book readers) who order books from online with percentages 11% versus 4% respectively.

Palestinian readers who order books from online, 33 respondents, mainly order books from Google, Amazon and The Arabic Library as presented in the following table:

The website	The Percentage of respondents
Google	27
El-Maktaba El Arabya (Arabic Library)	6
Amazon Website	6
Al-Awes El-Ta'aleemy Forums	6
El-Masdar El-Seyasy	3
Islamic website related to Amr Khaled	3
www.almeshket.com	3

www.mawared.com	3
Yahoo	3
English Literature Web	3
Khaled El-Adawy Website	3
Arabic Islamic Network (El-Shabaka El-Islamia El-Arabia)	3
www.teenwera.com	3
Islamic Network (El-Shabaka El-Islamia)	3
My Health (Se7atti) Website	3
King Fahd (El-Malek Fahd) Website	3
The Arabic Forum for Culture, Intellectual, and development Website	3
University Website (Palestine International University)	3
Sayd El-Fawaed (Taking Opportunity of Benefits)	3

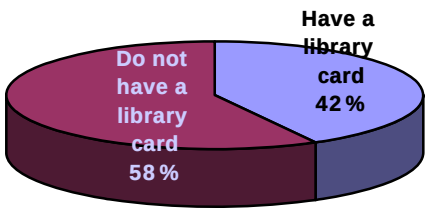
As for the payment methods used when ordering books from online; majority of the respondents preferred paying in cash as presented in the following table:

	Methods of Payment used when ordering books from Online	Methods of Payment preferred when ordering books from Online
Cash	46%	39%
Postal order	18%	9%
A friend pays and he/she sends the book to me	18%	9%
Credit card	15%	9%
Prepaid credit card	6%	6%
Bank transfer	6%	6%
Free downloads	6%	6%
Others	15%	15%

I. Library Card:

Palestinian readers, 567 respondents, who have a library card, are 42% as presented in the following chart.

III.1.I. Library Card



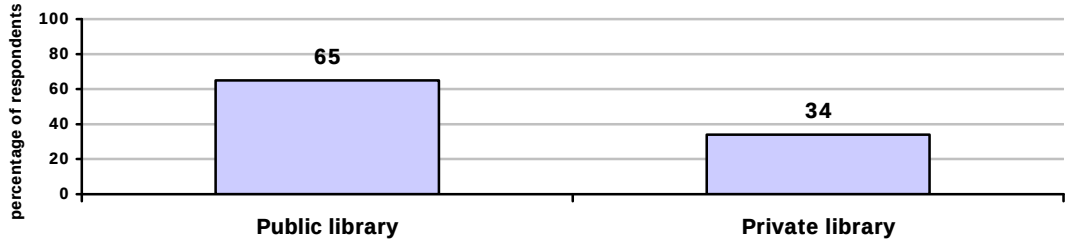
Respondents within the age of 15-24 (198 readers) who have library cards are significantly more than respondents within the age 25-34 (208 readers), 35-44 (110 readers) and 45-56 (51 readers) who have library cards with percentages 53% versus 40%, 35% and 26% respectively.

Respondents among the AB social class (63 respondents) who have library cards are significantly more than respondents within the C2 class (311 respondents) who have library cards with percentages 54% versus 39% respectively.

J. Access to libraries:

Majority of Palestinian readers who have library cards (239 respondents) have access to public libraries as specified from the following chart.

III.1.J. Access to libraries

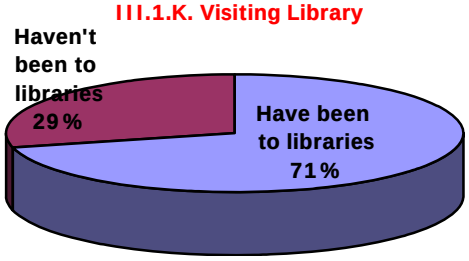


Respondents within the age of 25-34 (84 respondents) who have access to public libraries are significantly more than respondents within the age of 15-24 (104 respondents) who have access to the same type of libraries with percentages 71% versus 57% respectively.

K. Visiting Library:

Majority of Palestinian readers, 567 respondents, have been to libraries before as presented in the following chart.

III.1.K. Visiting Library

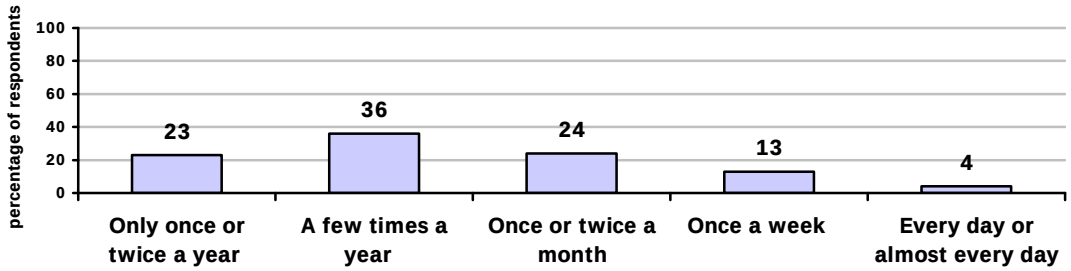


Respondents within the age of 15-24 (198 respondents) have been to libraries significantly more than respondents within the age of 25-34 (208 respondents), 35-44 (110 respondents) and 45-56 (51 respondents) with percentages 83% versus 67%, 67% and 51% respectively.

L. Frequency of visiting libraries:

Palestinian readers who have visited libraries before (404 respondents) visit libraries on average 26 times per year.

III.1.L. Frequency of visiting libraries

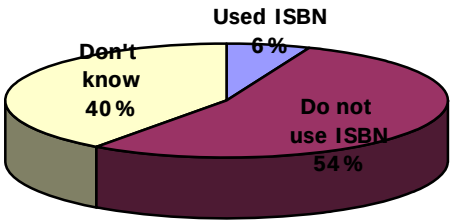


On average, males visit libraries significantly more than females with an average of 35 times per year versus 18 times per year respectively. Respondents within the age of 15-24 visit libraries significantly more than respondents within the age of 25-34 with an average of 40 times per year versus 16 times per year respectively.

M. ISBN Number Usage:

Palestinian book readers (463 respondents) are nearly split between respondents who do not know the ISBN number and respondents who know it but have never used it to order books as presented in the following chart.

III.1.M. ISBN Number Usage



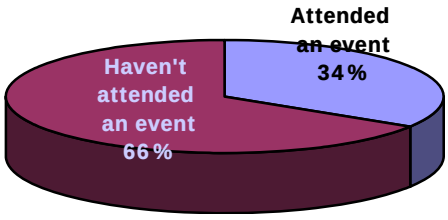
Respondents living at urban (144 respondents) or rural (230 respondents) areas who do not know the ISBN number are significantly more than respondents living at the refugee camps (89 respondents) and do not know the ISBN number with percentages 51% and 42% versus 17% respectively.

III.2. Promotion Issues

A. Attended an Event focused on reading:

Majority of Palestinian readers (567 readers) haven't attended an event focused on reading as presented in the following chart.

III.2.A. Attended an Event

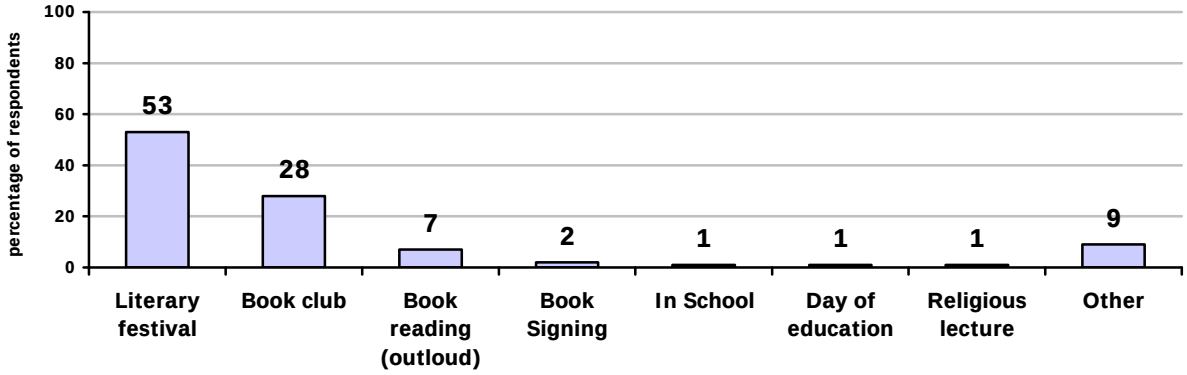


Respondents within the age of 15-24 (198 readers) who have attended an event focused on reading are significantly more than respondents within the age of 25-34 (208 readers) and 35-44 (110 readers) with percentages 41% versus 30% and 29% respectively.

B. Events focused on reading attended:

Palestinian readers who attend an event focused on reading (193 respondents) mainly attend library festivals.

III.2.B. Events Attended



There isn't any significant difference between the different genders, age brackets, social classes and area of residence in the events focused on reading that they attend.

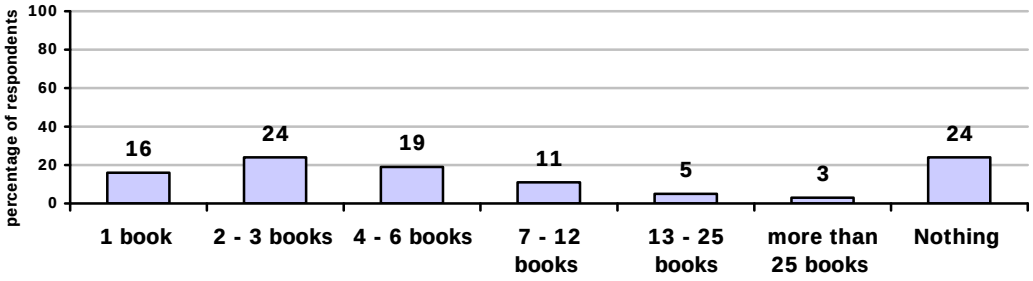
Book club understanding within the Arab region is that a group of people read a certain book that they agreed upon, separately and then discuss it as a group either face to face or online.

III.3. Pricing/Purchase Power Issues

A. Number of Books purchased within Past 12 Month:

On average Palestinian book readers (463 respondents) bought 4 books within the past 12 months.

III.3.A. Number of books purchased within past 12 months



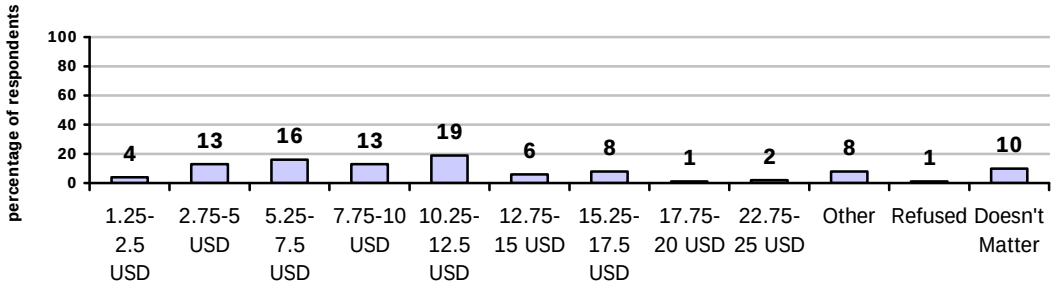
Respondents within the age of 15-24 have bought on average 6 books during the past 12 months which is significantly more than the average number of books that the respondents within the age of 25-34 and 35-44 have bought which are 4 books and 3 books during the past 12 months. Respondents among the AB class have bought on average 6

books within the past 12 months which is significantly more than the number of books purchased by the C2 class who bought on average 4 books during the past 12 months.

B. Readers Purchasing Power:

Palestinian book readers (463 respondents) pay an average of 9.75 USD for the books they purchase.

III.3.B. Readers purchasing power

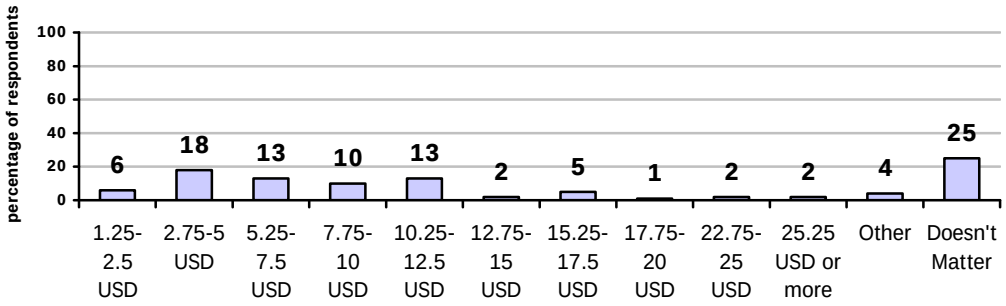


Respondents among the age bracket of 25-34 pay more on books compared to respondents among the age of 35-44 with average prices of 11 USD versus 9 USD respectively.

C. Price ready to pay for a book:

Palestinian book readers (463 respondents) are willing to pay an average of 9.25 USD for a good book.

III.3.C. Good price for a book among readers

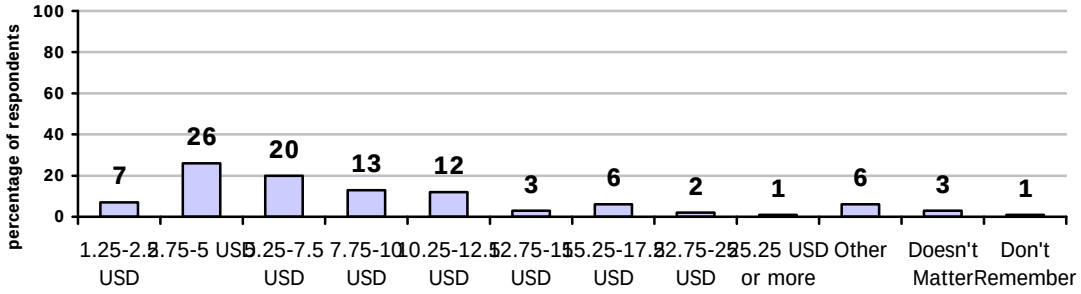


Respondents among the AB and C1 social classes are willing to pay more for a good book compared to respondents among the C2 class with average prices of 11.75 USD anD 10.5 compared to 8.25 USD respectively.

D. Price for the last book purchased:

Palestinian book readers (463 respondents) paid an average of 7.75 USD for the last book they bought.

III.3.D. Price for the last book purchased

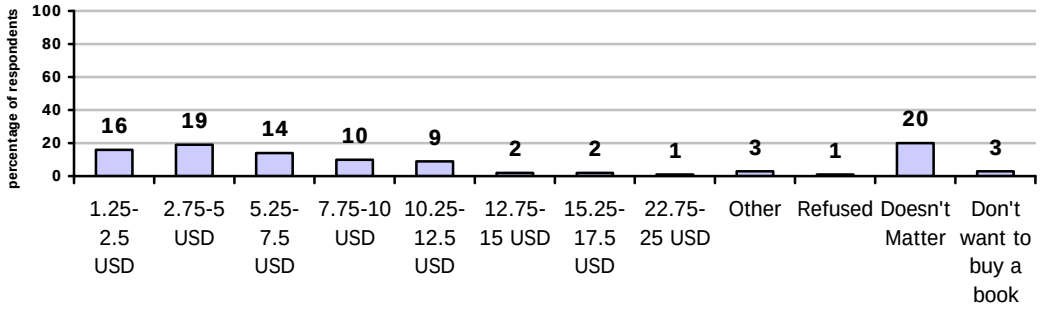


Palestinian respondents living in urban areas have paid more in the last book they bought compared o respondents living in rural areas and refugee camps with average prices of 9.25 USD versus 7.25 USD and 6.75 USD respectively.

E. Non-readers amount willing to pay for a good book:

Palestinian non-readers (534 respondents) are wiling to pay an average of 6.25 USD for a good book.

III.3.E. Non-readers purchase power

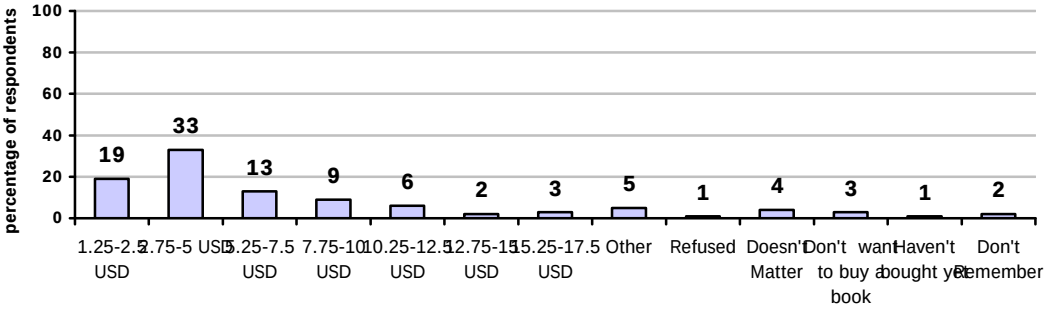


Palestinian non-readers among the C1 class are willing to pay more for a good book compared to respondents among the C2 class with average prices of 8.25 USD versus 6 USD.

F. Non-readers amount paid in the last book purchased:

On average Palestinian non-readers have purchased the last book they bought with a price of 5.5 USD.

III.3.F. Non-readers amount paid in the last book purchased

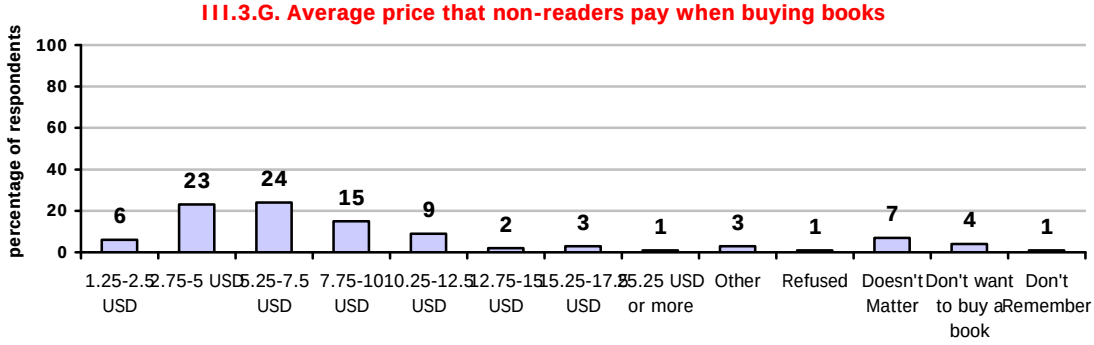


Palestinian non-readers among the C1 class have paid more on the last book they purchased compared to respondents among the C2 class with average prices of 6.5 USD versus 5 USD respectively.

G. Average price that non-readers pay when buying books:

On average Palestinian non-readers pay 7 USD when buying a book.

III.3.G. Average price that non-readers pay when buying books



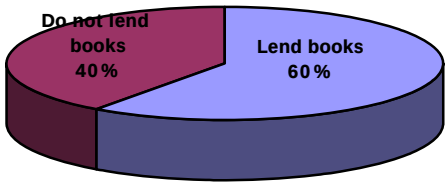
Respondents among the C1 social class pay more on the books they buy compared to respondents among the C2 class with average prices of 9 USD versus 6.5 USD respectively.

III.4. Circulation of Books:

A. Lending Books:

Majority of Palestinian readers who keep books at home lend books to family and friends.

III.4.A. Lending/ Borrowing Books

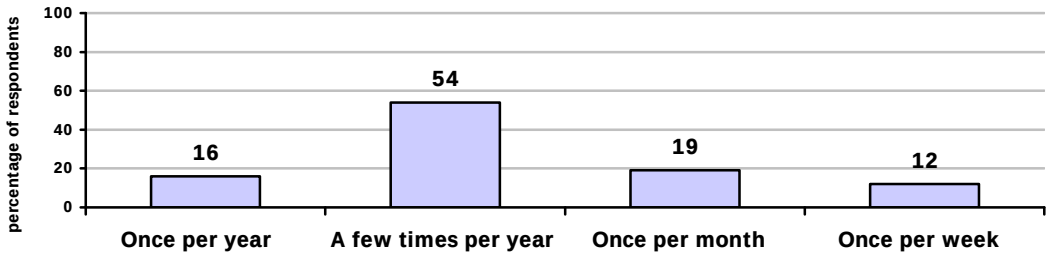


Respondents among the age of 15-24 (191 respondents) lend books to family and friends significantly more than respondents among the age of 25-34 (197 respondents) with percentages 65% versus 53% respectively.

B. Frequency of Lending Books:

Palestinian respondents, who have books at home and lend it to family and friends, 326 respondents, mainly lend it few times a year. On average Palestinian respondents lend their books to family and friends 12 times per year.

III.4.B. Frequency of lending books

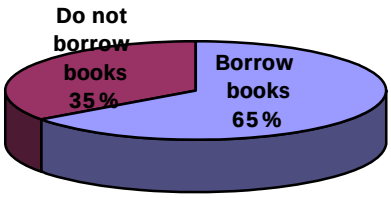


Palestinian readers lend books to family and friend with an average of 12 times per year no matter the difference in their genders, age brackets, social class, or area or residence. There isn't any significant difference between the average frequency by which the different splits lend books to family and friends.

C. Borrowing Books:

Majority of Palestinian respondents who read books (463 respondents) borrow books from family and friends.

III.4.C. Borrowing books

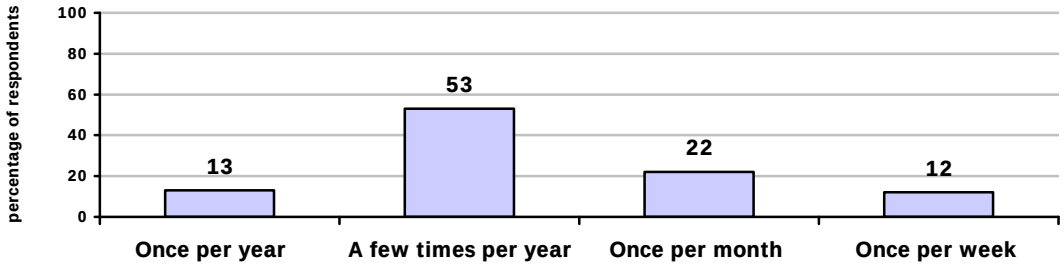


Females (247 readers) who borrow books from family and friends are significantly more than males (216 readers) with percentages 70% and 60% respectively. Respondents among the age of 15-24 (161 readers) borrow books from family and friends significantly more than respondents among the age brackets of 25-34 (166 readers), 35-44 (90 readers) and 45-56 (46 readers) with percentages 76% versus 59%, 60% and 59% respectively.

D. Frequency of Borrowing Books:

Palestinian respondents who read books and borrow books from family and friends (302 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart. On average Palestinian respondents borrow books with an average of 12 books per year.

III.4.D. Frequency of borrowing books

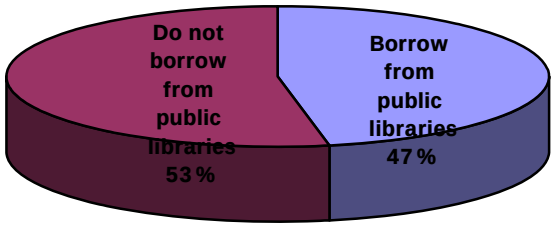


Males borrow books with more frequency compared to females with average frequencies of 15 books borrowed per year versus 10 books borrowed per year respectively.

E. Borrowing Books from public libraries:

Among Palestinian book readers, 463 respondents, 47% borrow books from public libraries.

III.4.E. Borrowing from public libraries

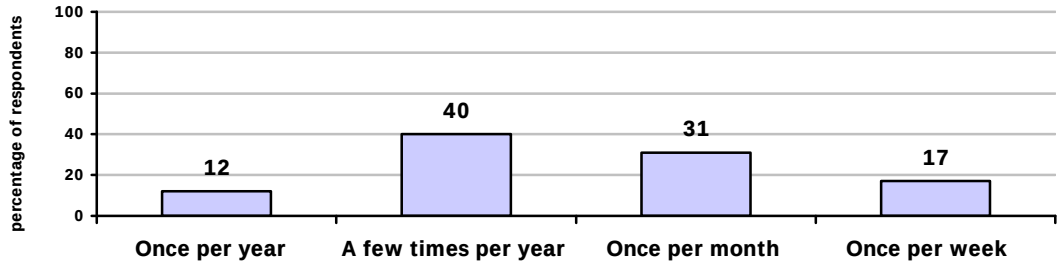


Respondents within the age of 15-24 (161 respondents) borrow books from public libraries significantly more than respondents within the age of 25-34 (166 respondents) and 45-56 (46 respondents) with percentages 57% versus 42% and 37% respectively. Respondents among the AB social class (53 respondents) borrow books from public libraries significantly more than respondents among the C2 social class (256 respondents) with percentages 59% versus 43% respectively.

F. Frequency of Borrowing Books from public libraries:

Palestinian book readers who borrow books from public libraries, 219 respondents, mainly borrow books from public libraries few times a year and once per month as presented in the following chart. On average Palestinian book readers borrow books from public libraries 15 times a year.

III.4.F. Frequency of visitng public libraries



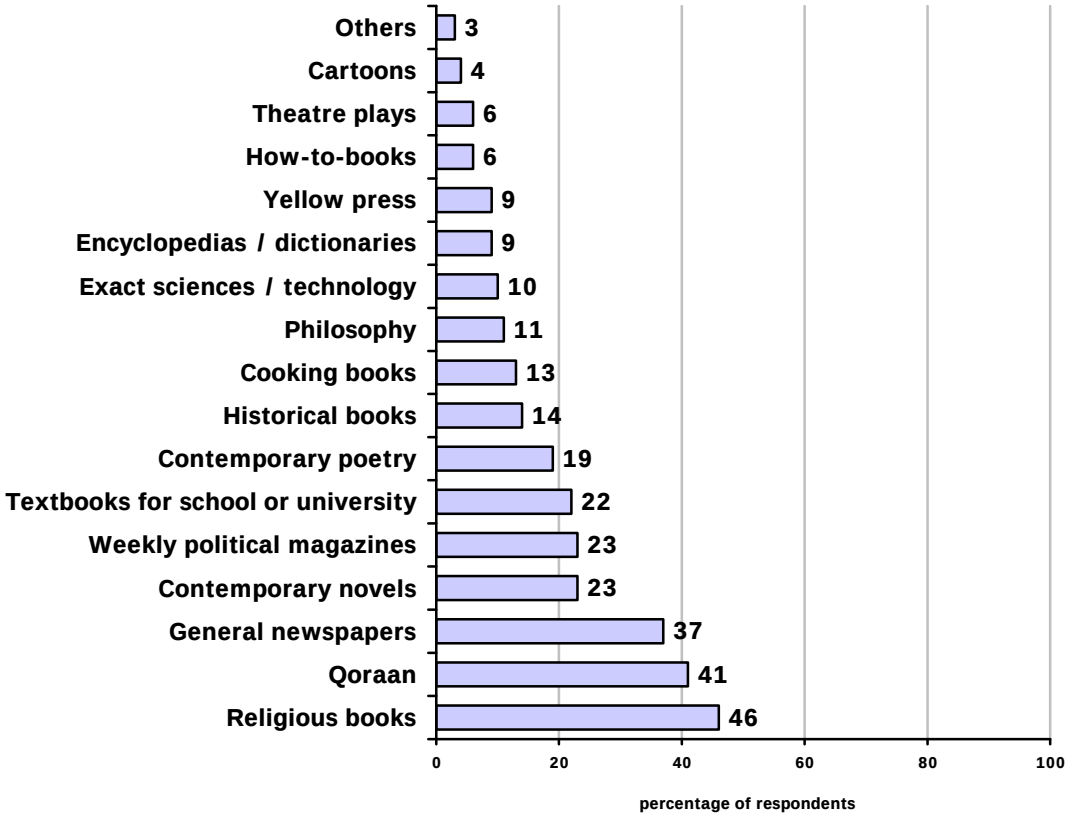
IV. Reading Contents

IV.1 Topics

A. Topics people read most:

Palestinian readers (567 respondents); are mainly interested to read religious books and the Holly Quraan as presented in the following chart.

IV.1.A. Topics people read most



Females are interested to read contemporary novels, cartoons and cooking books significantly more than males. On the other hand, males are interested to read about general newspapers and weekly political magazines significantly more than females with the percentages presented in the following table:

	MALE	FEMALE
All readers	**273**	**294**
Contemporary novels	18%	28%
Cartoons	2%	6%
General newspapers	41%	32%
Weekly political magazines	30%	16%
Cooking books	3%	22%

As for the different age brackets respondents are interested in the following topics:

	15-24	25-34	35-44	45-65
All Readers	**198**	**208**	**110**	**51**
Religious books	42%	47%	47%	55%
Textbooks for school or university	40%	17%	6%	8%
Quraan	36%	41%	42%	51%
General newspapers	28%	43%	45%	28%
Contemporary novels	24%	24%	27%	10%
Weekly political magazines	24%	23%	18%	28%
Contemporary poetry	23%	17%	19%	14%
Cooking books	13%	14%	13%	8%
Historical books	12%	17%	9%	16%
Encyclopedias / dictionaries	12%	7%	8%	4%
Yellow press	11%	8%	7%	4%
Philosophy	10%	14%	9%	12%
Exact sciences / technology	9%	12%	12%	8%

Finally, respondents among the different socio-economic classes are interested in the following topics to read about:

	AB	C1	C2	DE
All Readers	**63**	**178**	**311**	**15**
Religious books	35%	46%	49%	47%
Quraan	32%	43%	42%	13%
Textbooks for school or university	27%	21%	23%	13%
Contemporary poetry	25%	18%	19%	20%
General newspapers	22%	39%	37%	53%
Contemporary novels	22%	24%	23%	27%
Weekly political magazines	21%	24%	23%	13%
Historical books	19%	17%	11%	0%
Cooking books	18%	12%	13%	7%
Philosophy	14%	15%	9%	0%
Encyclopedias / dictionaries	13%	9%	8%	0%
Exact sciences / technology	11%	10%	11%	7%
Yellow press	11%	6%	10%	0%

IV.2 Authors

A. Books/ Authors within past 3 months:

Palestinian respondents who read books (463 respondents) mainly read religious books as shown from the following table.

Book Title	Percentage of respondents
Reyad El Salheen (The Path of the Good Fellows)	2.6
Regal Hawal El Rasol (The Prophet's Companions)	1.9
Pharamchology Books	1.3
Religious Books	1.1
Quraan Explanation	1.1
Al-Arbaeen Hadeeth Al-Nabaweya (Prophet's Wordings)	1.1
El Serah El Nabweyah	1.1
Kaleela wa Demna	0.9
Al-Yahwood Wel Yahoodya Wel Sahyoonya	0.9
Ahyaa Olom El Dein (Aliving Religious Sciences)	0.9
Tareekh Falestine Al-Mo'aaser Al-Mosawar (Palestinian History)	0.9
Edaret Afrad (Management by Some People)	0.6
The Holy Book	0.6
Al-Ghazaly Al-Seyasy	0.6
Hesne El Muslim	0.6
La Tahzan	0.6
Fekeh El Sonah	0.6
Estekhdam Al-Agheza fe Amaleyet Al-Taelom wel Taeleem (Using Technology for Education)	0.4
Alf Leila we Leila	0.4
Rehlet Al-Kholoud	0.4
Al-Osra wel Tefl (Family and Children)	0.4
Elkabaer	0.4
Sharh Ibn Oqeel Le'alfeyat Abn Malek	0.4
Hokm Al-Islam Fel Sehr We Moshtaqatouh	0.4
Fann Al-Gamal (The Art of Beauty)	0.4
Rou'ya Al-Rasoul (The Prophet's Vision)	0.4
Nesa' Shaheerat (Famous Women)	0.4
Tafseer Al-Kashef	0.4
Tafsir Ibn kaseer	0.4
Nozhet Al-Motaqeen	0.4
Al-Seyra Al-Halbey	0.4
Ketab El Tabkh	0.4
Tafseer El Galalin	0.4
Al-Nebowa wel Anbyaa'	0.4
Harwoon we Marwoon	0.4
Mafateeh Al-Farag	0.4
Safwat El Tafaseer	0.4
El kholafa El Rashedeen	0.4

Rawiat Abier	0.4
Edaret El Mawred El Bashriah (Human Resources Management)	0.4
Weaih El kalam	0.4
Don't Remember	37.1

Among the authors that Palestinian book readers have read to during the past 3 months are:

Authors	**Percentage of respondents**
Nazar El Kabany	1.3
Atkhy El Karny	1.1
Ebn Katheer	0.9
Sha'ban Ahmed Saleh	0.9
Khaled Mohamed khaled	0.9
Mohamed El Sabony	0.9
Mohammed Bn Ibrahim El-Hamad	0.6
Hassan Ayoub	0.6
Abd El-Wahab El-Meseery	0.6
Ahmed El-Khateeb	0.6
El-Emam El-Nawawy	0.6
El Emam El Ghazaly	0.6
Ehsan Abd El kdos	0.6
Mahmoud Darweesh	0.6
Fathi Yakan	0.6
El-Sheikh Saleh Ibn Fawzan	0.4
Abdel Ghani El-Naboulsi	0.4
Emad El-Malky	0.4
Ebn El Keyam	0.4
Abdel Lateef Abdullah	0.4
Nagwa Hussein Abdel Aziz	0.4
Shakespeare	0.4
Ali Abdel Aal El-Tahtawy	0.4
Mohammed El-Mobark Ghouly	0.4
Aby Zakria Yahia Ibn Sharaf El-Nawawy	0.4
Saeed Ibn Kahtany	0.4
Khalda El-Sa'dawy	0.4
Al-Zamakhshary	0.4
Dr. Sofian Al-Asty	0.4
Ahmed Abdel Aal El-Tahtawy	0.4
Fouad Mo'ataz	0.4
Tarek Sweedan	0.4
Ebn El Moukafaa	0.4
Abou Rasheed El-Tokhy	0.4
Steve Ramzy	0.4
Ebn Sarain	0.4
Malek Ibn Anas	0.4
Mostafa Morad	0.4
Shams El Dein El Zahaby	0.4
Mohamed Ibn Saed El kostany	0.4
Magdy El Shahwy	0.4

Don't Remember	54.4

B. Favorite Titles or Authors:

Majority of Palestinian book readers (463 respondents) read religious books.

Favorite Books	Percentage of respondents
Quraan	3.7
Religious Books	1.9
Reyad El Salheen (The Path of the Good Fellows)	1.7
Hokm Al-Islam Fel Sehr We Moshtaqatouh	1.3
Kaleela wa Demna	1.1
Quraan Explanation	1.1
Regal Hawal El Rasol (The Prophet's Companions)	1.1
Nozhet Al-Magales	0.6
Moaellaqet Zoheir Ibn Aby Salma	0.6
Seen Geem (Q&A)	0.6
Gayesh Al-Gehad Al-Moqadas Fe Falestine (Palestinian Army)	0.6
Al-Mawsou'a El-Falestinya (Palestinian Encyclopedia)	0.6
Nesa' 'Ahl Al-Ganna We Nesa' 'Ahl Al-Nar (Women in Hell and Women in Paradise)	0.4
Pharamchology Books	0.4
Elkabaer	0.4
Fann Al-Gamal (The Art of Beauty)	0.4
Al-Khameeny W Sedam Al-Kheyar Al-Saab Wel Qarar Al'Asaab	0.4
Al'Awa'el Fe Hadaret Al-Islam	0.4
Haza Al-Leil Al-Taweel	0.4
Hady Al-Arwah Ela Beladd Al'Afrah	0.4
Al-Wabel Al-Sayeb Men Al-kalem Al-Tayeb	0.4
Shareh Abn Oqail	0.4
La Tahzan	0.4
El Bokhalaa	0.4
Ketab El Tabkh	0.4
El Mawsoa'ah El Arabia (The Arabic Encyclopedia)	0.4
El Ea'gaz El Elamy fel Quraan	0.4
Resalet El Ghofran	0.4
Alsher	0.4
Biography	0.4
Yas'alounak fel Dein wel Haya	0.4
Ahl Al-Bayet	0.4
Tareekh Falestine Al-Mo'aaser Al-Mosawar (Palestinian History)	0.4
Don't Remember	47.1

Favorite Author	Percentage of respondents
Nazar El Kabany	2.2
Mostafa Morad	1.1
Atkhy El Karny	0.9

Mahmoud Darweesh	0.9
Said kodb	0.9
Magdy El Shahwy	0.9
Rateb El-Badawy	0.6
Ebn El Keyam	0.6
Tarek Sweedan	0.6
Ahmed Matar	0.6
Fathi Yakan	0.6
El Gahez	0.4
Nagwa Hussein Abdel Aziz	0.4
Emad Sha'by	0.4
Mohammed Ibn Ibrahim El-Hamad	0.4
Aby Zakria Yahia Ibn Sharaf El-Nawawy	0.4
Hassan Ayoub	0.4
Ahmed El-Khateeb	0.4
Wafee' El-Alayek	0.4
Naser El-Haneen	0.4
Ahmed Abdel Aal El-Tahtawy	0.4
Fouad Mo'ataz	0.4
Ibn Oukeel	0.4
Yossef El Seba'y	0.4
Khaled Mohamed khaled	0.4
Ehsan Abd El kodus	0.4
Ibn Hisham	0.4
Mohamed Abdel Haleem Abdullah	0.4
Mohamed Yossef khatal	0.4
Khaled Mohamed khaled	0.4
Ibn Sarain	0.4
Mostafa El Sabaey	0.4
Dr Ahmed Sherbasy	0.4
Shams El Dein El Zahaby	0.4
Abdel El Wahab El Yabany	0.4
Mahmoud El-Khattab	0.4
Mohy El-Dein Ibn Zakria	0.4
Don't Remember	65

V. Language Issues

V.1. Language preferences

A. Readers Purchase of last 12 months:

Respondents who have bought and read books within past 12 months, 353 Palestinian readers, have bought books in the following languages as elaborated from the table:

	ARABIC	ENGLISH
All Readers Read & Bought Books in P12M	**352**	**82**
1%-10%	0%	39%
11%-20%	0%	24%
21%-30%	1%	17%

31%-40%	1%	5%
41%-50%	2%	6%
51%-60%	1%	1%
61%-70%	4%	5%
71%-80%	4%	1%
81%-90%	7%	0%
91%-100%	80%	1%

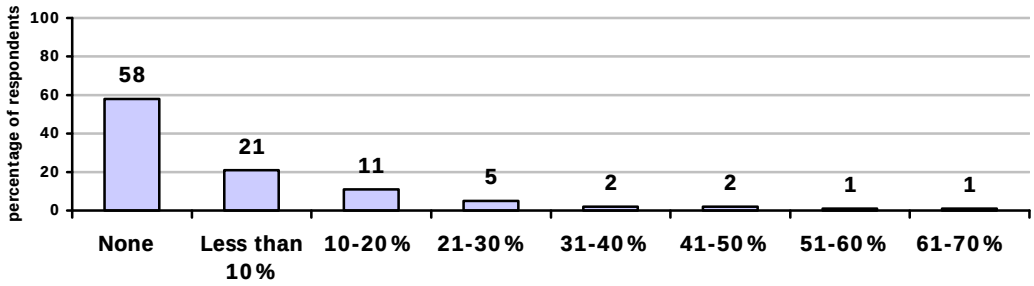
The previous table shows that among Palestinian readers who have purchased books within the past 12 months 80% have purchased from 91%-100% of these books in Arabic language and 1% bought 91%-100% of it in English.

V.2 Translations

A. Readers Purchase of translated book for the last 12 months:

From respondents who have bought books within past 12 months, 353 respondents, the majority haven't bough any foreign books translated into Arabic.

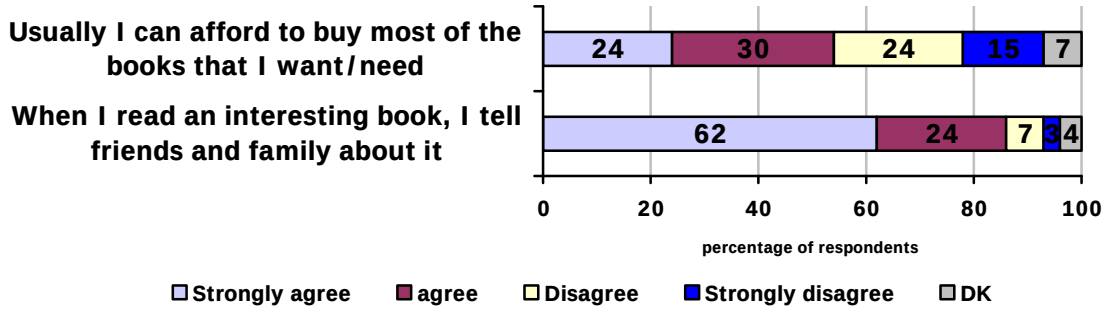
V2.A. Translated books purchased within the past 12 months



VII. Readers Attitude

Palestinian book readers (463 respondents) value reading and as shown from the following chart that they tell family and friends about books that they read and find interesting. The next chart also shows that readers (567 respondents) read to improve themselves as strongly agreed by 67% of the respondents.

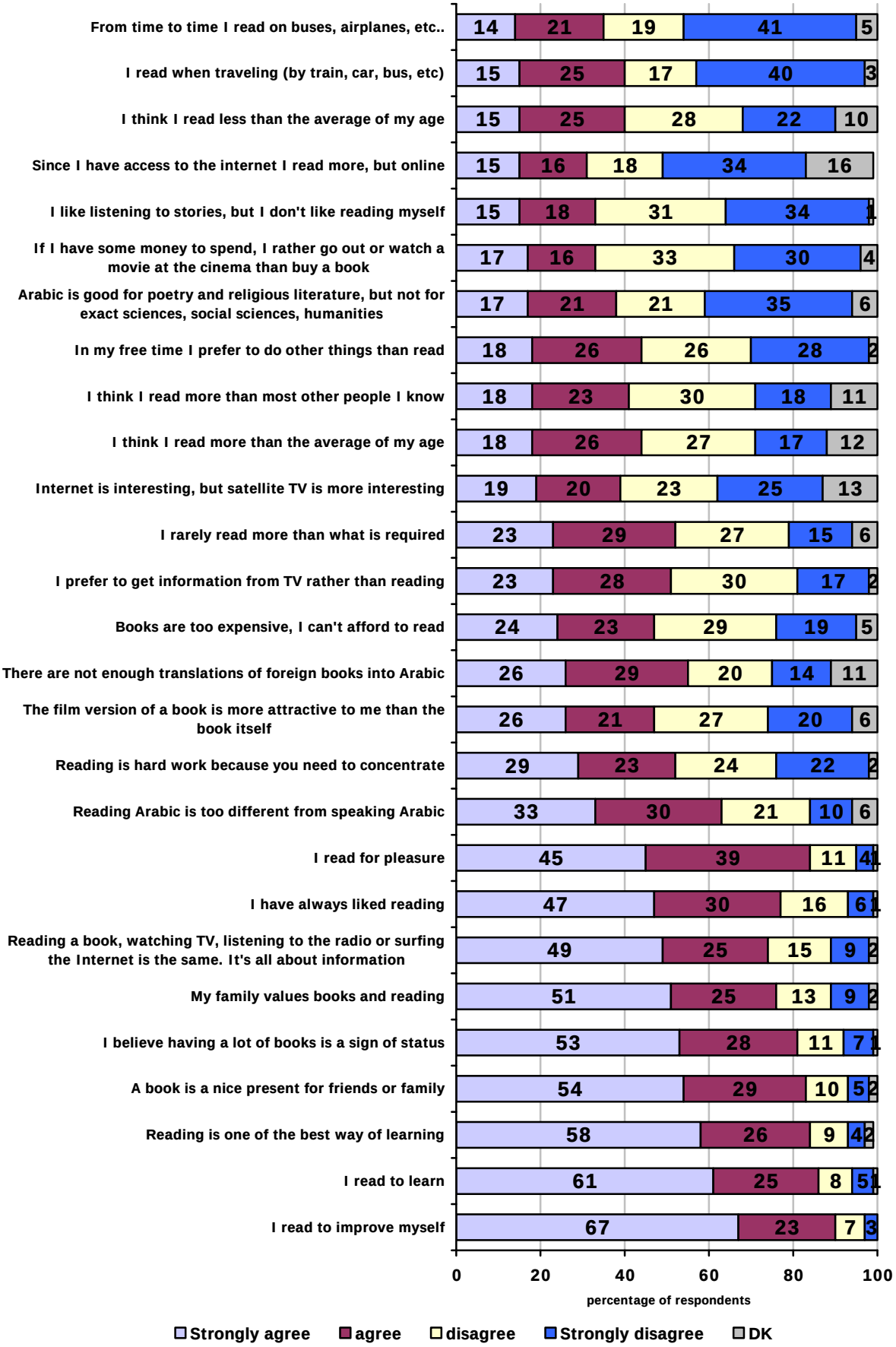
VII. A. Books readers attitude



Majority of Palestinian readers strongly agreed with these perceptions as presented in the following bullet points.

- 67% read to improve themselves
- 61% read to learn
- 58% perceive reading as one of the best ways of learning
- 54% think of books as a nice present for family and friends
- 53% perceives the ownership of books as a sign of status
- 51% their families values books and reading

VII.B. Readers attitude

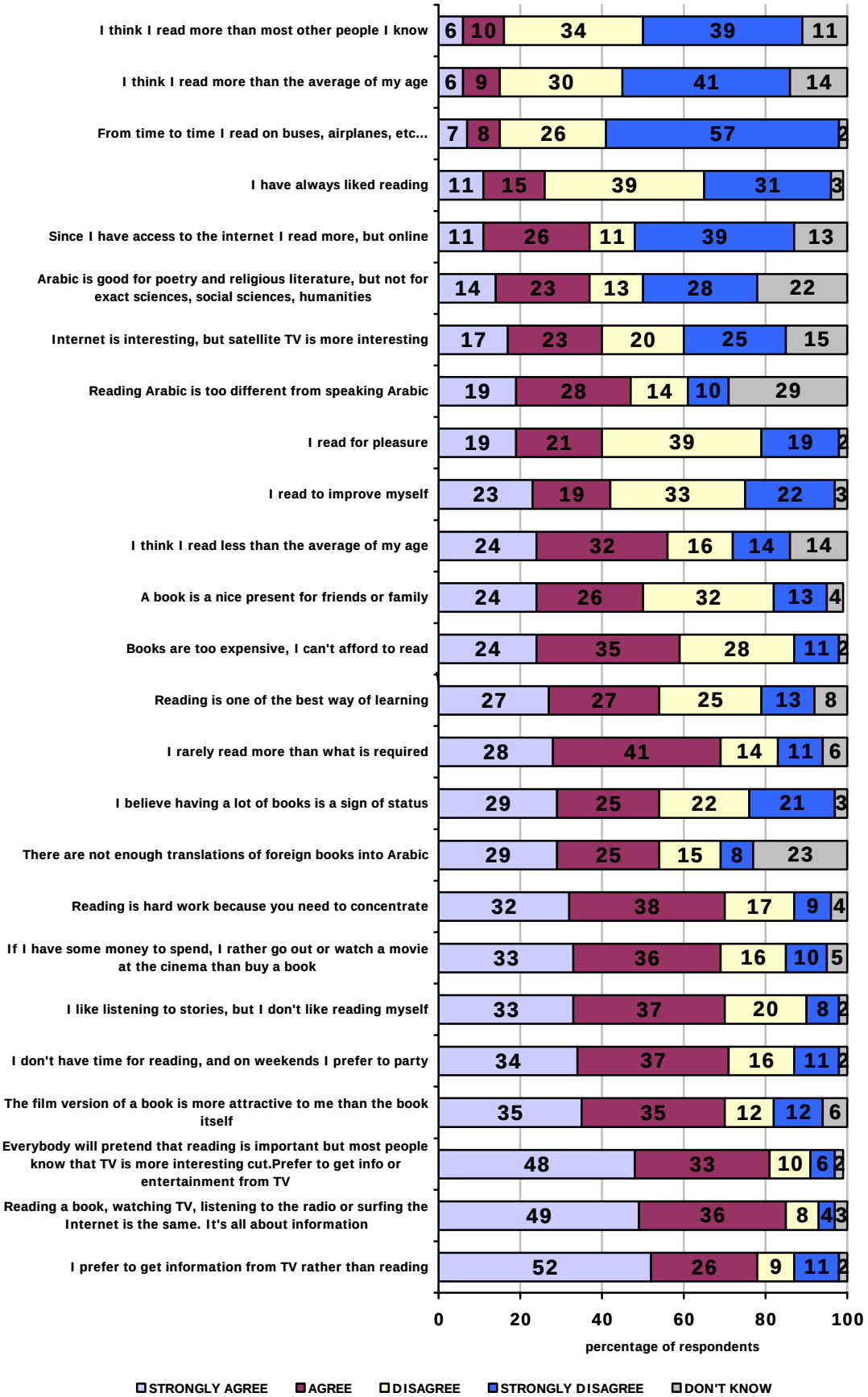


VII.C. Non-Readers Attitude

Palestinian Non- readers (534 respondents) resort to other sources of getting information rather than reading books such as television.

- They prefer getting information from television rather than reading
- Watching TV, surfing the internet, or listening to the radio it's the same. It is all about the information
- They perceive that people pretend that reading is more interesting but the truth is getting information through television is more interesting and entertaining
- Non-readers prefer the film version of the book rather than reading the book itself or listening to a story rather than reading it themselves
- Finally, non-readers would rather spend their time partying or going to the cinema than reading a book

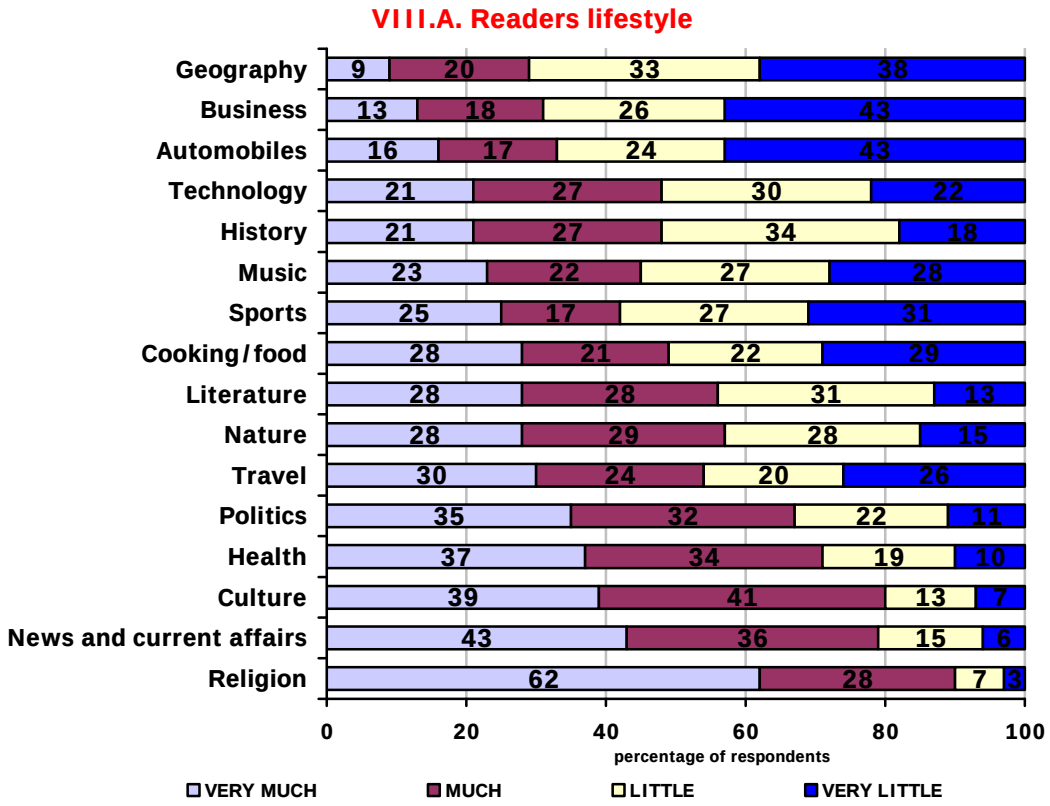
VII.C. Non-readers attitude



VIII.A. Readers Lifestyle

A. Readers lifestyle:

Palestinian readers perceive religion and news and current affairs as important issues for them in life.



B. Spending free time:

The majority of Palestinian readers spend their free time on the following activities and as shown from the following chart:

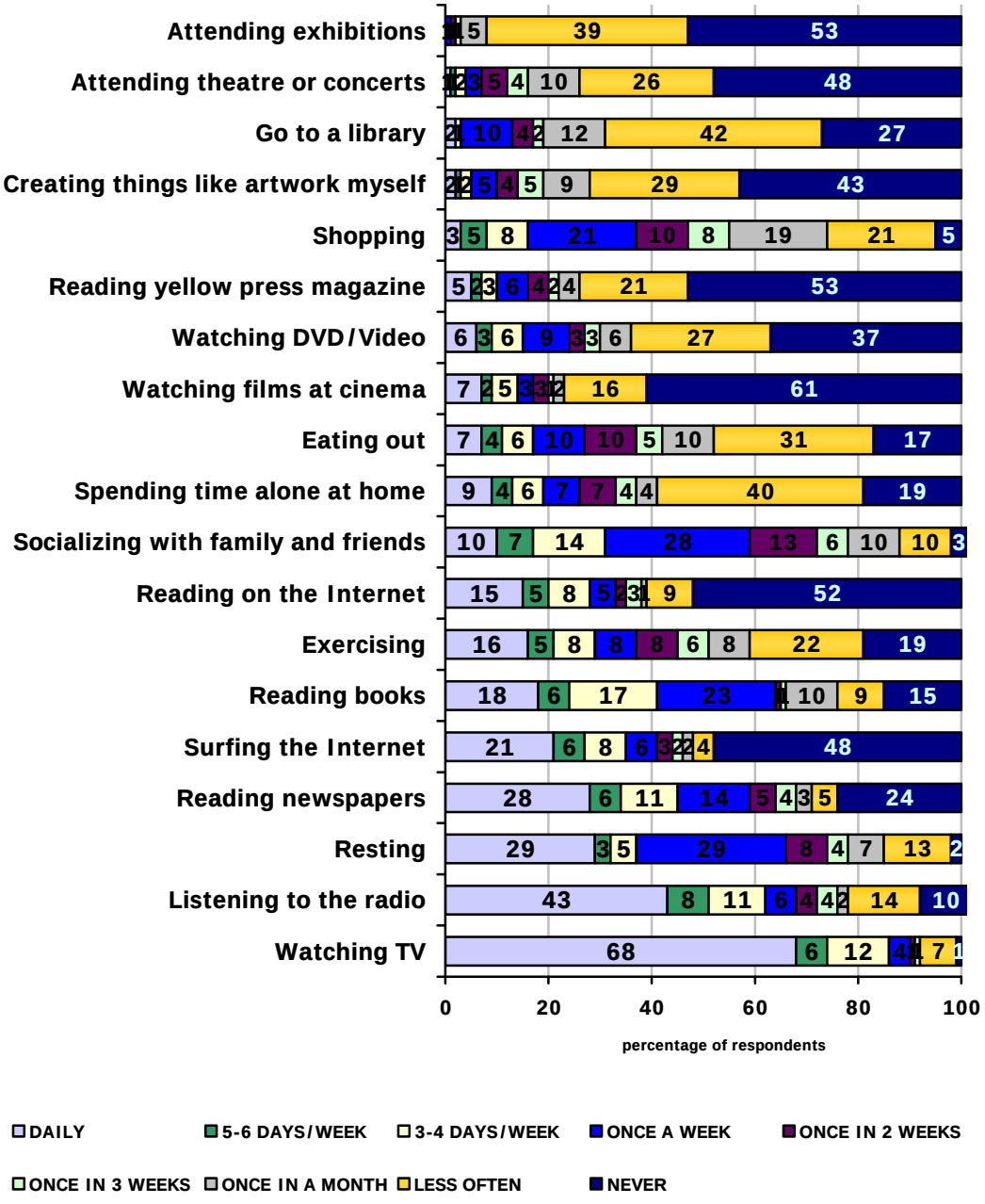
⇨Watching TV
⇨Reading newspapers
⇨Listening to the radio
⇨Resting

Only 18% consider reading books a daily activity for them compared to 28% of readers who read newspapers on a daily basis.

These activities occupy the Palestinian readers' life on a daily basis and apparently reading newspaper is part of their daily routine as previous data shows that Palestinian readers are interested in knowing general news of current events.

On the other hand, from the activities that rarely occupy Palestinian readers' time is surfing the internet, reading online, reading yellow newspapers, doing their own artwork, watching films at the cinema, attending exhibitions and attending theatres or concerts.

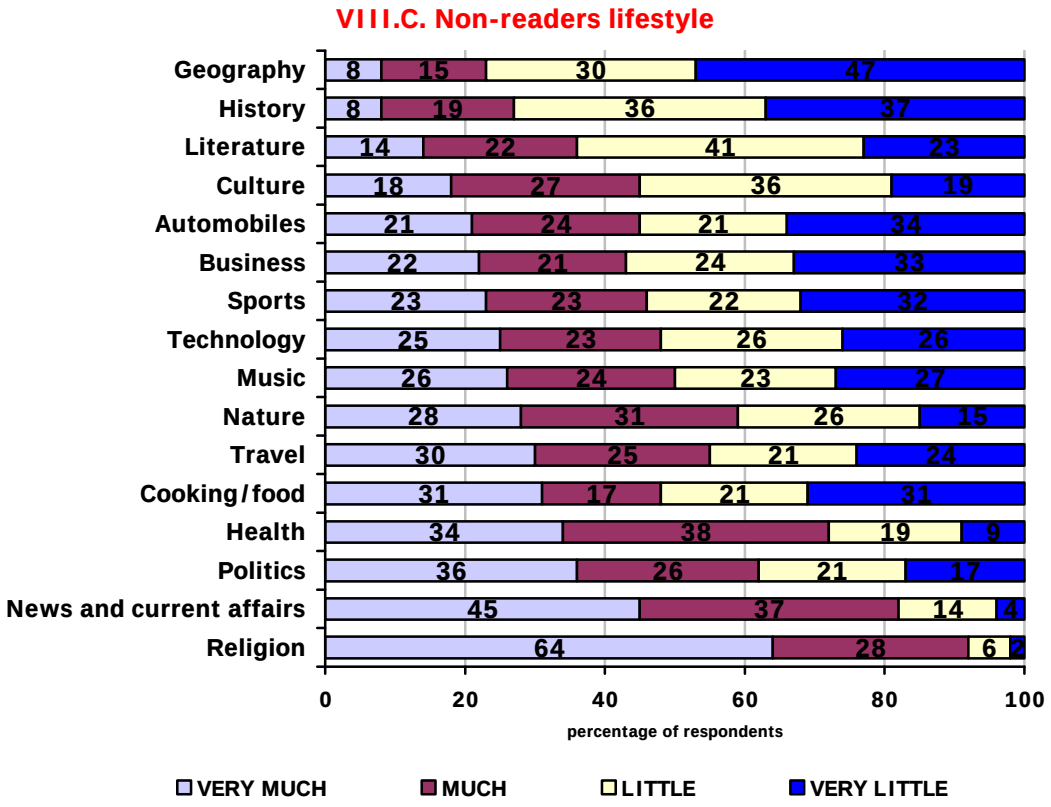
VIII. B. Spending free time



VIII.C. Non-Readers Lifestyle

C. Non-Readers lifestyle:

Palestinian non-readers (534 respondents) are mainly interested in religion and news and current affairs as Palestinian readers.



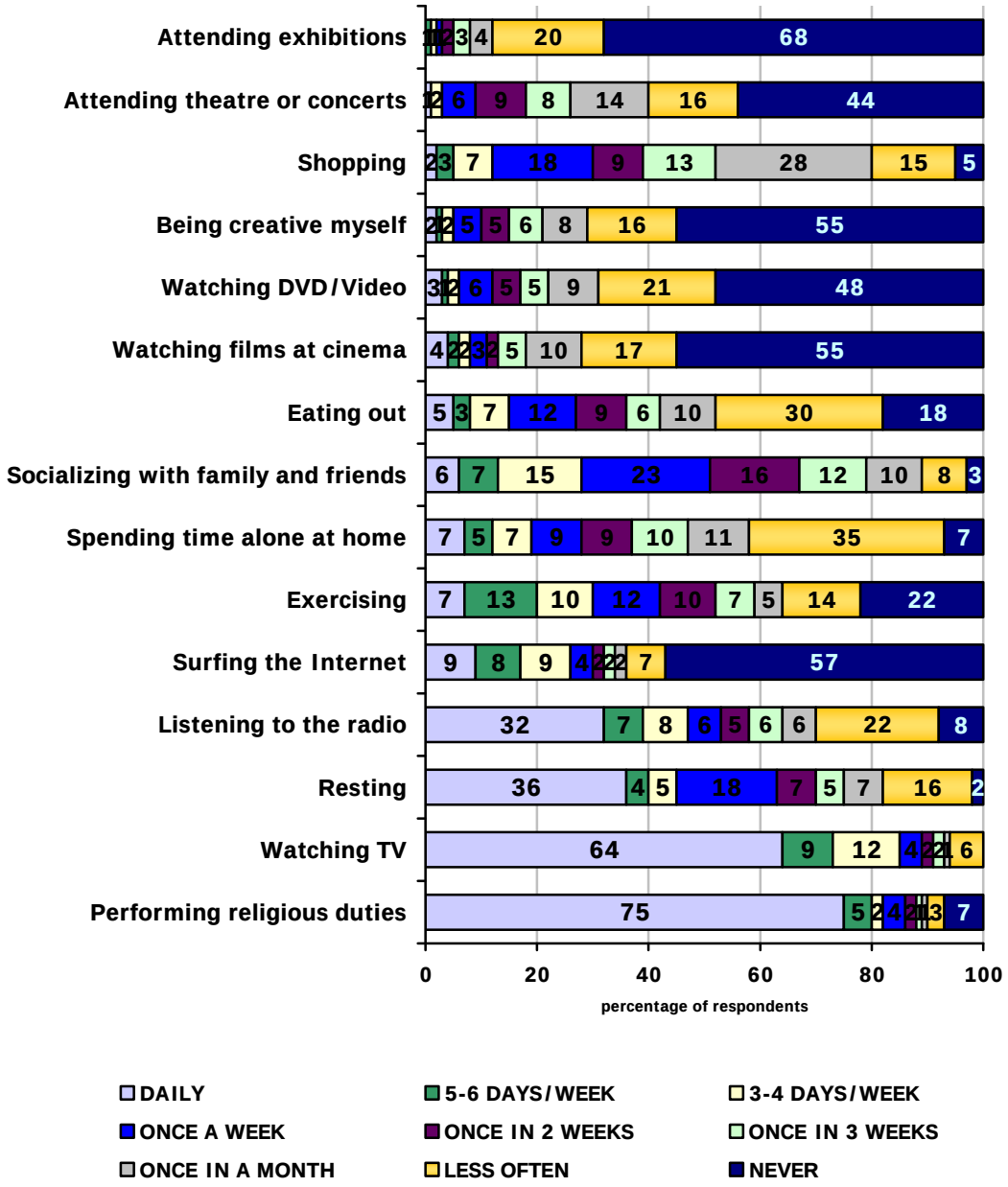
D. Spending free time:

Majority of Palestinian non-readers spend their free time on the following activities:

- ⇨Performing Religious duties
- ⇨Watching TV
- ⇨Resting
- ⇨Listening to the radio

These activities occupy non-readers life on a daily basis. Non-readers rarely surf the internet, attend exhibitions or concerts, do special art work, go to watch a movie at the cinema DVD or Video, and go to theatres.

VIII.H. Spending free time



Conclusion

Channels of reading

From the 1000 interviewed respondents, 52% were considered readers versus 48% were considered non-readers. Majority of Palestinian readers read newspaper and magazines (78%) and prefer to read about news, politics, economics, current events.

Among Palestinian readers 69% use the internet mainly for news and general information and reading newspapers and magazines. Internet users who read online (93%) are mainly interested to read news and general information (78%). Majority of Palestinian internet users print from online (73%). As for Palestinian non-readers, the majority does not use the internet (63%) and those who use the internet use it mainly for chatting and checking their mails (86% & 68%).

Frequency Issues:

Palestinian readers read newspapers and magazines for an average of 39 minutes per day, read online for an average of 61 minutes per day and read books for an average of 10 days per months and spend an average of 43 minutes reading books per day. Palestinian book readers keep on average 33 books at home among which average of 15 books are school/university books. Palestinian readers are split among respondents who prefer to read in the evenings (26%), at night (27%) and those who do not have a preference for the time of the day that they read (25%) and they generally read during weekends (56%).

Location Issues:

Majority of Palestinian book readers keep books in a special place at home (89%). Palestinian readers' favorite place for reading is at home (83%).

Reading attitudes:

Majority of Palestinian readers got exposed to reading when they learned reading at school (68%) and have decreased/stopped reading around age 19-25 (37%). The main reason that Palestinian readers have stopped reading is that they have no time to read (60%) while the main reason given for restarting to read is finding more interesting books (49%) and having more time than previously (43%). Palestinian readers are currently reading Reyad El Saleheen (3%).

Representation of languages:

Palestinian readers of newspapers and magazines, books and online prefer to read in the Arabic language (100%). Arabic is the preferred language for reading because it is the mother tongue language (74%).

Information and documentation channels:

Palestinian readers mainly get information about interesting books from their family and friends (45%). Majority of Palestinian readers do not know TV programs that promote books (90%) and those who know TV programs mainly watch "Khier El Jalees" program on El Jazeerah channel for Hassan Bohdoud (21%), but the majority do not buy books that were mentioned in TV programs (88%).

Majority of Palestinian readers haven't attended the book fair (60%). Palestinian readers mainly attend the fair because of the selection of books (47%) and because of the discounts offered at the fair (43%).

Palestinian readers who have attended an event focused on reading (34%) have attended Library festival (53%).

Majority of Palestinian readers have visited libraries before (71%) and usually visit libraries on average 26 times per year. Palestinian readers are split among respondents who do not use the ISBN number (54%) and those who do not know the ISBN number 40%.

Pricing/ Purchase Power Issues:

Palestinian book readers bought on average 4 books within the past 12 months and 24% didn't buy any books. Palestinian book readers pay on average 9.75 USD for a book and consider the average of 9.25 USD a good price for a book while 25% mentioned that price doesn't matter.

Topics/ Authors:

Palestinian readers mainly like to read religious books (46%), Quraan (41%), and general newspapers (37%). Palestinian readers' favorite book is the Holy Quraan (4%) and their favorite author is Nezar El Kabany (2%).