What Arabs Read

A Pan-Arab Survey on Readership

Phase One:
Egypt, Lebanon, Saudi Arabia, Tunisia, Morocco

January 2007

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

1. EXECUTIVE SUMMARY

What do they read?

The majority of readers among the five countries surveyed: Egypt, Lebanon, Saudi Arabia, Tunisia, and Morocco, read newspapers and magazines and are mainly interested in topics related to politics, news and current events. The majority of respondents who have internet access across the Arab world read online material and they are mainly interested in same topics as those read in newspapers and magazines which are news and general information. The data of these five Arab countries indicate that the majority of Arab readers read books. There were main books or authors that the majority of book readers across the five countries preferred. In Egypt, book readers mentioned that they mostly read the Holy Quran. Frequencies of other books mentioned were minor and suggests that no strong preference of books after the Quraan resonate among Egyptian readers. Lebanese book readers also didn't show preference towards a certain book but book readers showed interest in Gobran Khalil Gobran writings. Saudi Arabia book readers similar to those in Egypt, indicated a preference to religious books such as the Quraan and Prophet Stories, and authors such as Ibn Khatheer. In Morocco, book readers showed preference for the highly acclaimed Naguib Mahfouz. Finally, Tunisian readers prefer to read religious books such as Holy Quran explanation. It was noticeable that 3 countries, Lebanon, Tunisia, and Morocco read books in French more than other countries such as Les Miserable and for authors such as Victor Hugo.

Triggers for reading

The main trigger for readers that made them start reading was the initial learning they had endeared at school at a very young age. This was quite consistent across the five countries. The age of 19-25 was a turning point for some readers to either increase their frequency of reading or to decrease. This is the transition age between university and work/marriage. Thus, readers tend to have no time to maintain reading as they have started jobs. On the other hand, other readers conclude their school/university education and have more time to spend on reading more than before. Another reason that acts as a trigger to increase the frequency of reading was finding interesting books to read. On a different note, non-readers have indicated that what motivates them to read more is observing their religious duties.

Sources of information for readers

Readers get interesting information about different books from family and friends, people working in book shops, schools, or mosques/preachers. These reasons were given consistently across 5 Arab countries; Saudi Arabian readers do not get information from people working in book shops readers rather resort to schools due to the conservative nature of the country. Morocco, Tunisia, and Egypt readers mainly get information from family and friends and people working in book shops. Lebanon, in addition to these sources, gets information from preachers in mosques or churches. Reading motivators/triggers were consistent across 5 countries. Readers specified that having more books in the topics they are interested in or having less expensive books would make them read more .

Reading Language

Preferred language to read in is Arabic for both Egypt and Saudi Arabia. Egyptians and Saudi readers preferred to read in Arabic books, newspapers/magazines, or online articles/publications. Lebanese readers preferred reading in Arabic when reading newspapers and magazines or reading books, but preferred to read online in English.

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Finally, Moroccan and Tunisian readers preferred to read in Arabic books and newspapers and magazines but read online in French. From the findings presented it is apparent that reading online is preferred in languages other than Arabic. Majority of readers preferred the Arabic language because it is their mother tongue language as clearly mentioned by all readers across the 5 countries surveyed.

Attitudes toward book fairs

Majority of readers attended the Book Fair except for Egypt, where only a minority of Egyptian readers attends the Book Fair. Readers who attend the book fair did so for two main reasons: selection of books offered at the fair and the discounts offered at the fair. Saudi readers, in addition to these two reasons, mainly attend the fair because it is like a festival .

Lending and borrowing books

The data shows that readers find it easier to lend and borrow books from family and friends more than they can in public libraries. A majority of readers lend and borrow books from family and friends and it is a mutual behaviour as the percentage of respondents who lend books is close to the percentage of respondents who borrow books from family and friends. On the other hand, minority of respondents borrow books from public libraries .

Library visits and cards

Across the 5 countries, a minority of readers have library cards. Readers who have library cards in Egypt, Tunisia, and Morocco go frequently to public libraries more than school or private libraries. Furthermore, Saudi and Lebanese readers visit school libraries more frequently compared to other types of libraries.

Reading related events

Events that are focused on reading differed among 5 countries. Readers in Egypt mostly attend book clubs, while in Saudi Arabia and Tunisia readers attend library festivals. Lebanese readers mostly attend book signings.

Non-readers barriers

The data showed that the majority of non-readers have been readers across surveyed countries except for Moroccan reader. Respondents who used to be readers have stopped/ decreased reading at age 19-25 and this age bracket has been consistent across the 5 surveyed countries, with the main reason that they have no more time. The data also showed that among these non-readers majority haven't restarted or increased reading. The main barrier for non-readers is time constraints .

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2. RESEARCH OBJECTIVES

This survey was conducted in order to identify representative national and regional data on the Arab World's reading habits, type of reading material, and attitudes towards reading. As well, the survey aims to segment the national and regional literate population to homogenous sub groups and to developing profiles of readers.

A more detailed outline of information areas covered in the scope of this research are:

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.

3. RESEARCH METHODOLOGY

3.1. Sampling Universe

The universe of the research was defined as the literate population within each country covered in this survey; with the sample structure drawn to generate a reliable representative data.

Eligible Respondents were:

- Literate Population[1]

- Males and Females

- Age between 15-65

- Belonging to Social Classes: A/B, C1, C2 and DE

3.2. 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.

3.3. Sample Size / Structure:

A. Urban / Rural Quota

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[1] Literate Population: defined as people who have successfully completed primary education and or/ grade level up to the age of 12.

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Target Group	Urban	Rural	Total
EGYPT	559	441	1,000
LEBANON	850	150	1,000
TUNISIA	500	500	1,000
MOROCCO	500	500	1,000
SAUDI ARABIA	800	200	1,000
T O T A L	**3,209**	**1,791**	**5,000**

B. Gender Quota

Target Group	Males	Females	Total
EGYPT	500	500	1,000
LEBANON	470	530	1,000
TUNISIA	500	500	1,000
MOROCCO	500	500	1,000
SAUDI ARABIA	500	500	1,000
T O T A L	**2,470**	**2,530**	**5,000**

C. Social Classes Quota

Target Group	AB	C1	C2	DE	Total
EGYPT	45	116	295	544	1,000
LEBANON	200	225	275	300	1,000
TUNISIA	100	200	300	400	1,000
MOROCCO	80	150	300	470	1,000
SAUDI ARABIA	150	174	338	338	1,000
TOTAL	**575**	**865**	**1,508**	**2,052**	**5,000**

D. Age Brackets Quota

Target Group	15-24	25-34	35-44	45-65	Total
EGYPT	349	262	200	189	1,000
LEBANON	310	270	190	230	1,000

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TUNISIA	290	230	200	280	1,000
MOROCCO	320	270	200	210	1,000
SAUDI ARABIA	300	300	250	150	1,000
TOTAL	**1,569**	**1,332**	**1,040**	**1,059**	**5,000**

3.4. Considerations for the Sample:

- The sample breakdown by the different quotas are all soft quotas, they are quotas 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 with an error margin of +/- 3%.

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DETAILED FINDINGS

Part 1: EGYPT

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Detailed Findings

Egyptian Readers:

From a total of 1,000 Egyptians interviewed 88% are readers and 12% are non readers as shown from the following chart.

3. Percentage of Egyptian readers

Non-Readers, 12

Readers, 88

Definition of readers and non-readers presented in the research is as follows:

Readers: Egyptian respondents who have read books, newspapers, magazines, etc. in the last 12 months.

Non-readers: Egyptian respondents who haven't read books, newspapers, magazines, etc. in the last 12 months.

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I. Reading Habits

I.1 Channels of Reading:

A. Reading Newspapers and Magazines:

The majority of Egyptian readers (863 respondents) read newspapers and magazines. As shown from the following graph, 90% of the sample read newspapers and magazines and 10% do not read newspapers and magazines.

A. Reading newspapers & magazines

Do not read magazines & newspapers, 10

read magazines & newspapers, 90
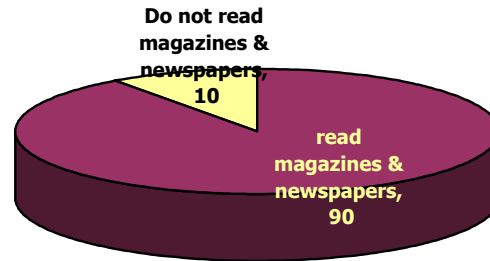
As socio-economic class decreases the percentage of readers decreases; among AB class percentage of readers is 98%, C class is 93%, and among DE class is 87%.

B. Profile of Newspapers and Magazines preferred:

Among readers of newspapers and magazines (807 respondents) 83% read about news, politics, economics, and current events. The second topic that Egyptians read about most is sports as 30% of respondents prefer to read newspapers and magazines discussing sports. The other topics that Egyptians prefer to read are: religion 15%, society, celebrities, and gossip 10%, fashion and beauty 6%, literature 4%, and finally health 3% as elaborated from the following chart.

B. Profile of newspapers & magazines preferred

%

| 83 | 30 | 15 | 10 | 6 | 4 | 3 |

News, politics, economics, and current events — Sports — Religion — Society, celebrities and gossip — Fashion and beauty — Literature — Health
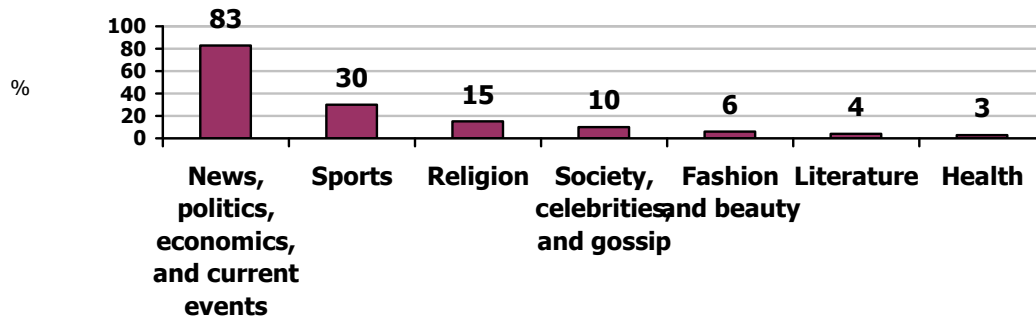
Among Egypt's rural areas (341 respondents) have the same preference of topics as shown from the above graph but with different percentages; news, politics, economics, and current events as 78%, sports as 36%, religion as 15%, society, celebrities, and gossip 7%, fashion and beauty 3%, literature 3%, and health 1%. Comparing rural to urban areas; people residing in urban areas (466 respondents) preference is the same except for health came a higher priority than literature as shown from the following data; news, politics, economics, and current events 87%, sports 25%, religion 15%, society, celebrities, and gossip 13%.
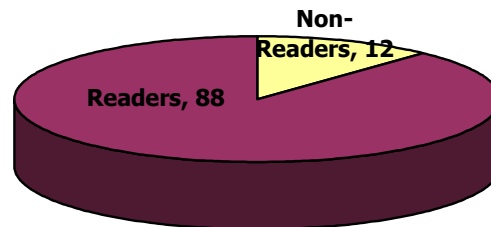
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Both males and females mostly read newspapers and magazines that cover news, politics, economics and current events as shown from the following table the priorities of topics that males and females* like to read:

Priorities of males*	Priorities of females*
News, politics, economics & current events (83%)	News, politics, economics & current events (83%)
Sports (53%)	Religion (15%)
Religion (16%)	Society, celebrities & gossip (14%)
Society, celebrities, & gossip (7%)	Fashion & beauty (10%)
Literature (5%)	Health (7%)
Health (2%)	Sports (5%)
Fashion & beauty (1%)	Literature (3%)

*sample size of different genders who read newspapers and magazines is equally split between males and females each as 403 respondents

Topics that Egyptian readers mostly prefer are shown in the following graphs according to different socio-economic class and age:

B. Newspapers and magzines preferred by socio-economic class
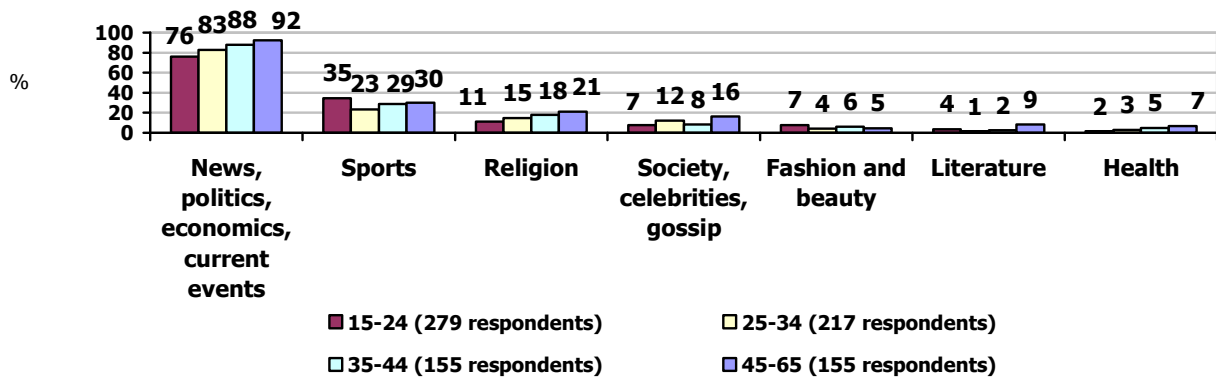
■ AB (31 respondents)*   □ C (372 respondents)   □ DE (403 respondents)

B. Preferred newspapers & magazines by age

■ 15-24 (279 respondents)   □ 25-34 (217 respondents)
□ 35-44 (155 respondents)   ■ 45-65 (155 respondents)

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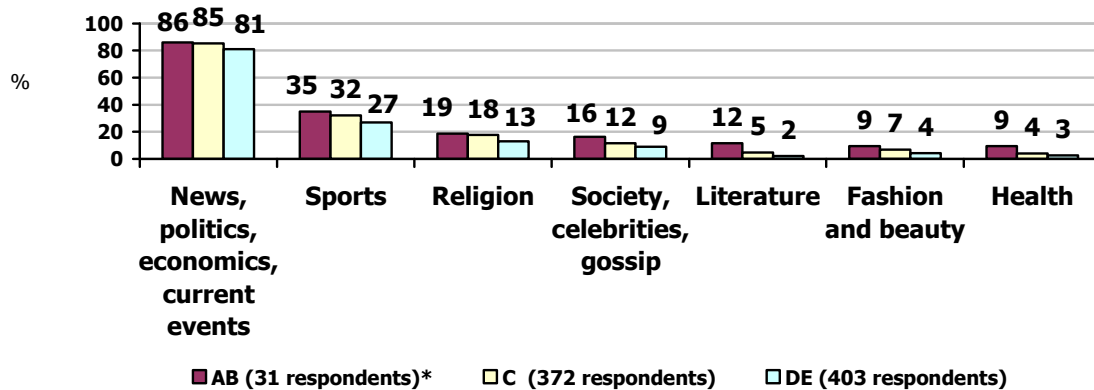
C. Internet Usage:

Percentage of Egyptians who use the internet:

Among Egyptian readers (863 respondents), 22% use the internet as shown from the following chart:

C. Percentage of internet users
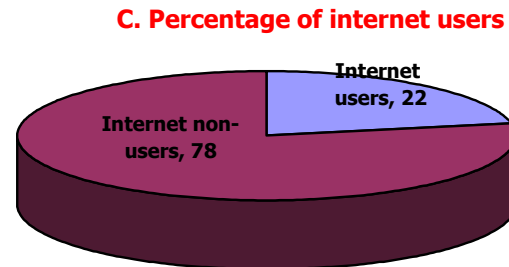
Egyptians who live in urban areas (498 respondents) use internet more than those who live in rural areas (398 respondents) with percentages 28% and 14% respectively. Egyptian males (432 respondents) use the internet more than Egyptian females (432 respondents) with percentages 33% and 10% respectively. As socio-economic class increases the percentage of internet usage increases; among the AB class (33 respondents) 43% use internet, while 29% use internet among C class (398 respondents), and 13% use internet among DE class (465 respondents). Further, as age increases the internet usage decreases. The age-group that uses the internet the most is 15-24 (299 respondents), followed by age 25-34 (232 respondents), 35-44 (166 respondents), and finally 45-65 (166 respondents) with percentages 36%, 20%, 11%, and 10% respectively.

Reasons for using internet:

Out of the 190 Egyptians who use the internet, most log on for news and general information as shown from the following chart.

Reasons for using internet
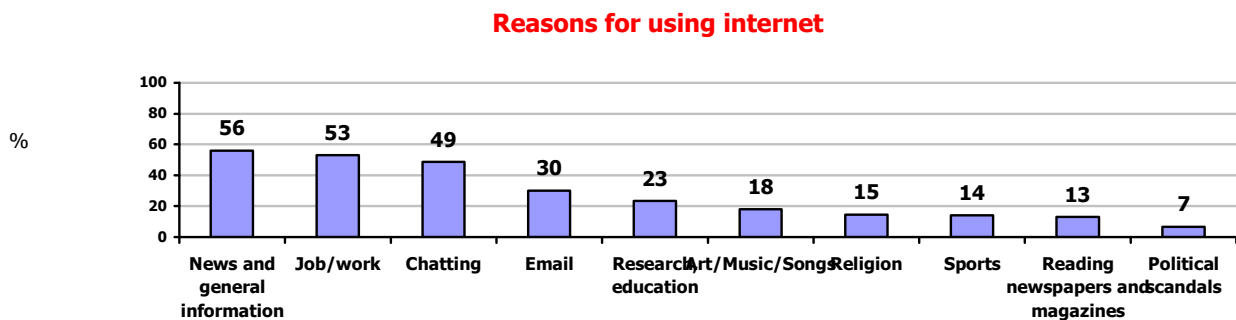
The five main topics that Egyptians surf the internet for is; news & general information, job/work, chatting, e-mail, and research & education. These priorities are constant across area of residence except for the job/work reason, where people tend to surf the internet for jobs more in rural (143 respondents) than urban (59 respondents) areas with 67% versus 46% respectively and none of rural area residents surf the internet for arts/music/songs. As for gender, age socio-economic class these priorities differ as shown from the following charts:

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Reasons for using internet by gender

%

Male (154 respondents)   Female (48 respondents)*
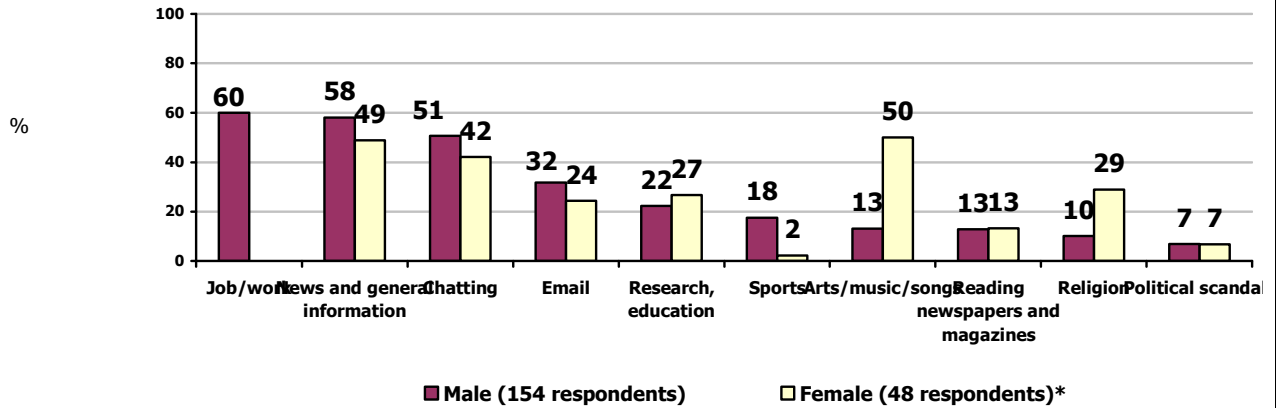
Males surf the internet for job/work more than females while females surf the internet for arts/music/songs more than males. The previous chart also shows that reading online about religious topics is a third priority for females, followed by research and education, then e-mail compared to males whose 2nd priority came as checking e-mails, then research & education, and finally sports.

Reasons for using internet by socio-economic class

AB (24 respondents)*   C (119 respondents)   DE (59 respondents)*
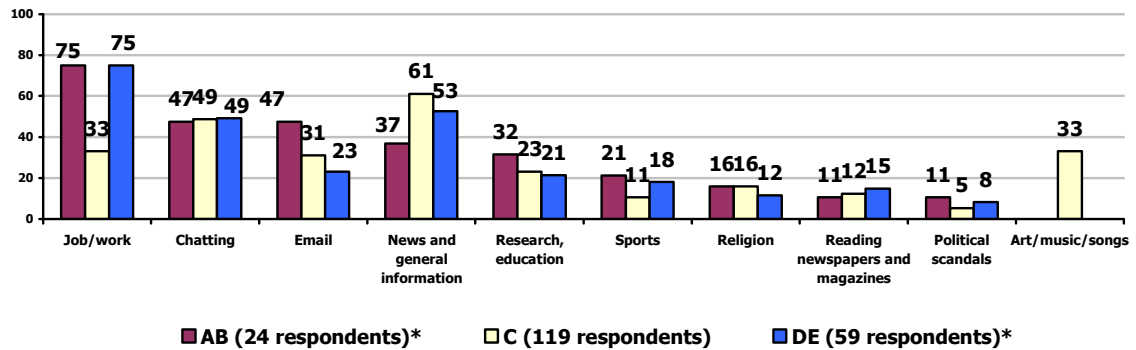
AB & DE classes surf the internet for work mostly more than C class. It is also shown from the previous chart that using the internet for news and general information is a higher priority among C & DE classes more than AB class. Religion is a higher priority for surfing the internet among C class more then AB & DE class.

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Reasons for using internet by age

15-24 (107 respondents)   **25-34 (48 respondents)***
35-44 (24 respondents)*   **45-65 (12 respondents)***
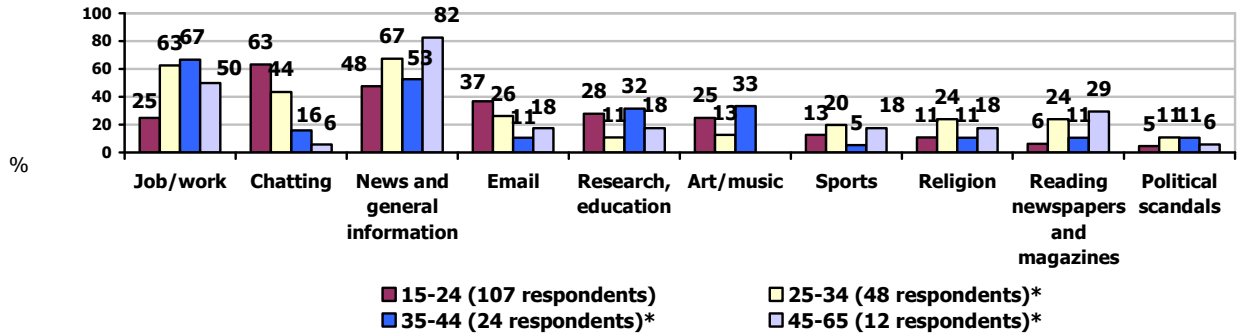
The 25-44 age-group tends to use the internet for work mostly. The younger age bracket use the internet for chatting more than other age brackets. The older the age bracket, the more likely they are to use the internet for educational purposes. The 25-34 use the internet for news and general information, those aged 35-44 surf for news and general information and research and education and finally people aged 45-65 surf for news and general information, reading newspapers and magazines, e-mail, research and education and rarely use the internet to chat.

Reading Online:

Of the total number of respondents who use the internet, 190 respondents, or 70% read online as shown from the following graph.

Reading online among internet users
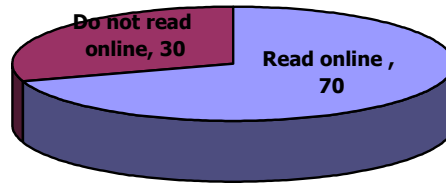
Respondents who read online live in rural areas (59 respondents)* more than urban areas (142 respondents) with percentages 76% and 69% respectively. Males (154 respondents) read online more than females (48 respondents)* with percentages 72% and 64% respectively. As socio-economic class decreases the percentage of respondents who read online also decreases; AB class (90% of 24 respondents), C class (70% of 119 respondents), and DE class (66% of 59 respondents). Age 35-44 read online most (84% of 24 respondents), 25-34 (76% of 48 respondents), 45-65 (71% of 12 respondents), and 15-24 (66% of 107 respondents).

Reading newspapers & magazines online:

From respondents who read online, 138 respondents, 62% read newspapers and magazines online as shown from the following chart:

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Internet users who read newspapers and magazines online

Do not read newspapers & magazines online, 38

Read newspapers & magazines online, 62
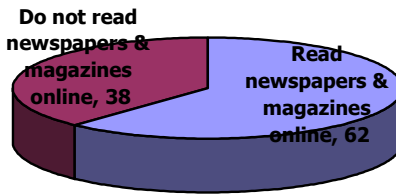
Males (64% out of 105 respondents) read more newspapers and magazines online compared to females (55% out of 32 respondents)*. There is no major difference between socio-economic classes or age brackets for reading online; AB class (16 respondents)* 59%, C class (118 respondents) 62%, and DE class (59 respondents)* 63%; as for age brackets, 15-24 & 45-65 (73 & 24* respondents respectively) each is 58%, and 25-34 & 35-44 (32 & 24 respondents respectively)* each is 69%.

Topics of interest online:

The following charts show Egyptian internet users who use the internet and read newspapers and magazines online (86 respondents)* and their priorities of topics read online are as follows:

Topics of interest to online readers

%	News and general information	Sports	Reading newspapers and magazines	Religion	Research, education	Political scandals	Fashion and beauty
	67	35	31	19	17	16	4
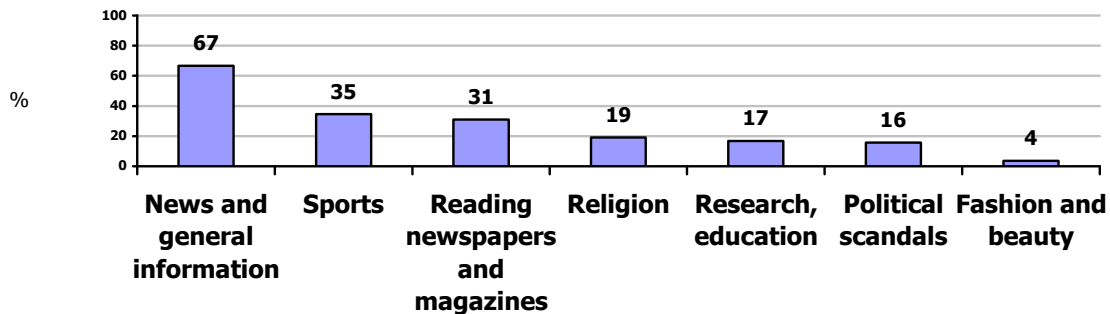
Respondents like to read about news & general information and sports more than other topics as shown from the previous chart.

Topics of interest to online readers by area

%	News and general information	Sports	Reading newspapers and magazines	Research, education	Religion	Political scandals	Fashion and beauty
Urban (59 respondents)*	66	31	31	14	12	12	5
Rural (27 respondents)*	69	42	31	23	35	23	

■ Urban (59 respondents)*   □ Rural (27 respondents)*
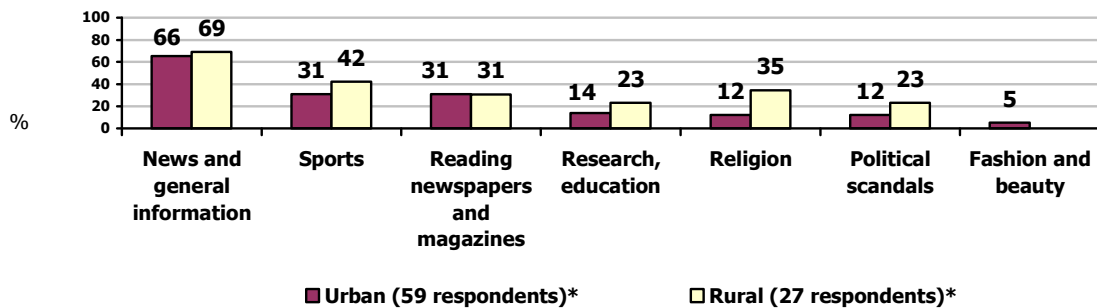
Respondents' priorities are consistent among urban and rural areas. The data shows that rural area residents read more on religion than urban area residents.

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## Topics of interest to online readers by gender

%

| News and general information | Sports | Reading newspapers and magazines | Research, education | Religion | Political scandals | Fashion and beauty | Health |

■ Male (70 respondents)*   □ Female (16 respondents)*

Sports do not interest females as 0% of females read about sports. Females read more on religious topics than males; 31% and 16% respectively.

Topics of interest to online readers by socio-economic class

%

| News and general information | Sports | Reading newspapers and magazines | Research, education | Religion | Political scandals | Fashion and beauty | Health |

■ AB (11 respondents)*   □ C (48 respondents)*   ■ DE (27 respondents)*

Topics of interest to online readers by age

%

| News and general information | Sports | Reading newspapers and magazines | Religion | Political scandals | Research, education | Fashion and beauty | Health |

■ 15-24 (43 respondents)*   □ 25-34 (27 respondents)*
■ 35-44 (11 respondents)*   □ 45-65 (5 respondents)*

DE socio-economic class read more on religion than other socio-economic classes. As age increases (35-65) reading online for more educative purpose such as news & general information, increases compared to reading for entertainment such as sports.

Printing Internet pages:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Majority of Egyptians who use the internet and read newspapers and magazines online (86 respondents) do not print internet pages or articles they are interested in as shown from the following graph.

Printing Internet pages

Do not print internet pages, 69

Print internet pages, 31
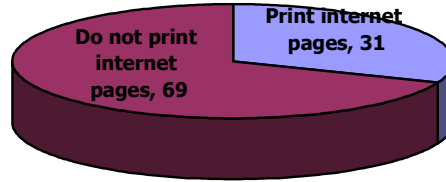
These percentages are constant among urban and rural areas (159 & 27 respondents respectively). Males (70 respondents) print online documents more than females (16 respondents) with percentages 34% and 19% respectively. As socioeconomic class increases the percentage of respondents who print online articles increases; AB class (50% of 11 respondents), C class (37% of 48 respondents) and DE class (12% of 27 respondents).

Knowledge of online Encyclopedias:

Knowing online encyclopedias

know online encyclopedias, 13

Do not know online encyclopedias, 87
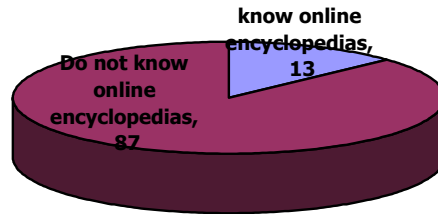
From total respondents who use the internet and read online (86 respondents)*; majority are males (70 respondents)* 15% compared to 6% of females (16 respondents)* and among different age brackets majority are within age 15-24 (21% of 43 respondents)* and 25-34 (8% of 27 respondents)*.

From respondents who know online encyclopedias, 12 respondents*, they mainly mentioned the following encyclopedias:
- ⇒ Google (27%)
- ⇒ Harry Potter (9%)
- ⇒ Microsoft (9%)
- ⇒ Moga (9%)

Knowledge of online Libraries:

The majority of Egyptian respondents who use the internet and read newspapers and magazines online (86 respondents)* do not know online libraries.

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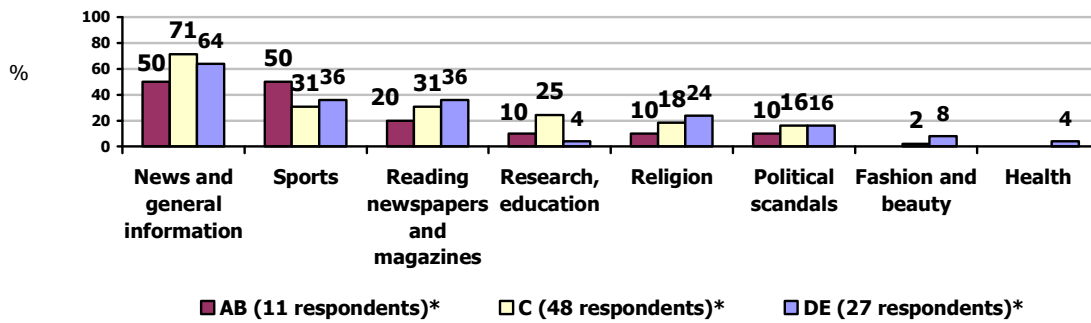
Knowing online libraries
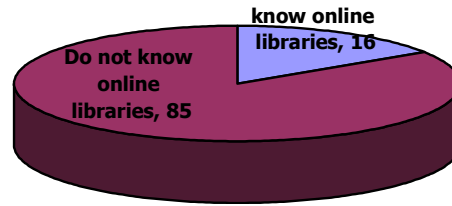
From all the respondents who use internet and read newspapers and magazines (86 respondents), 16% log on to online libraries. All respondents who log on to online libraries are males (19% of 70 respondents)* compared to 0% of females (16 respondents)*, majority are C class (48 respondents)* compared to AB (11 respondents)* & DE (27 respondents)* classes with percentages 18%, 10%, 12% respectively, and younger age bracket 15-24 (24% of 43 respondents)* and 25-34 (13% of 27 respondents)*.

From total respondents who use online libraries (13 respondents)*, they log on the following websites:
⇒ Islamic (8%)
⇒ Electric Village (8%)
⇒ mpi.org.eg (8%)
⇒ Ask.com (8%)

D. Reading Books:

The vast majority of Egyptian readers (863 respondents) read books as shown from the following chart.

D. Reading Books
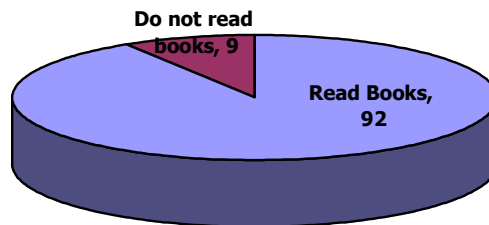
Females (432 respondents) read books more than males (432 respondents) with percentages 94% and 89% respectively.

E. Non- readers Internet Usage:

The majority of Egyptian non reader respondents (119 respondents) do not use the internet.

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E. Non-readers Internet Usage
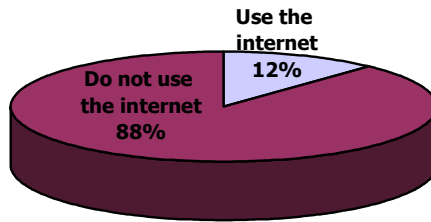
Males (59 respondents)* use the internet more than females (60 respondents)* with percentages 20% and 5% respectively. In addition to this, amongst non-readers, similar to readers, the younger the age group the larger the percentage who use the internet as shown from the following table.

	15-24	25-34	35-44	45-65
Egyptian non-readers	**51**	**34**	**17**	**17**
Use the internet	26%	9%	-	-
Do not use the internet	75%	91%	100%	100%

Among non-reader respondents who use internet (16 respondents)* 80% use the internet for chatting.

E. Non-readers Internet Usage
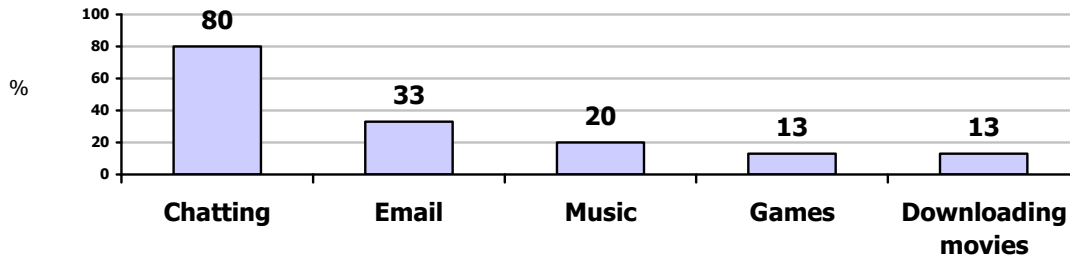
I.2 Frequency of Reading:

A. Frequency of reading newspapers and magazines:

On average Egyptian readers of newspapers and magazines (807 respondents) spent 40 minutes per day reading newspapers and magazines. The following chart shows detailed frequency of reading per day.

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A. Time spent on reading newspapers and magazines
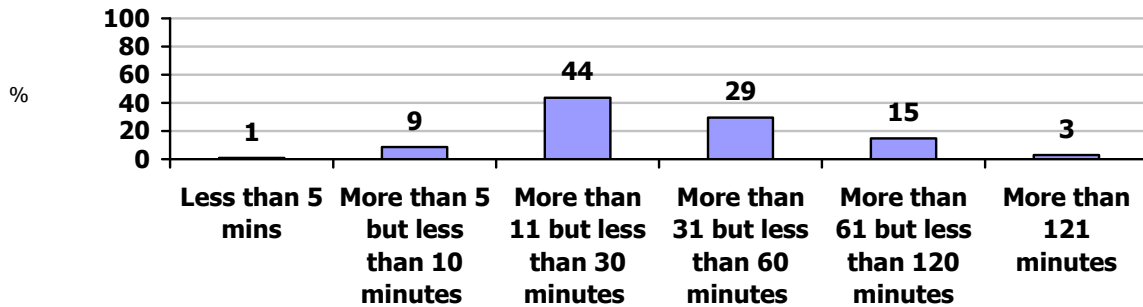
Interestingly, the time spent on reading does not change among Egyptians regardless of the age, gender, socio-economic class, or area. Most of the Egyptian readers read for more than 11 minutes but less than 30 minutes. A few read for more than 31 minutes but less than 60 minutes.

On average people living in urban areas (466 respondents) read more than people in rural areas (341 respondents); on average 40 minutes per day versus 38 minutes per day respectively. Males (403 respondents) spend more time reading than females (403 respondents), 43 minutes per day versus 36 minutes per day respectively. AB (31 respondents) & C (372 respondents) socio-economic class (43 minutes per day for each class) spend more time reading than DE class (403 respondents) 36 minutes per day. Finally as the age group increases, the average time spent on reading newspapers and magazines increases; 15-24 (279 respondents) spend 35 minutes per day reading, 25-34 (217 respondents) & 35-44 (155 respondents) spend 39 minutes per day, finally 45-65 (155 respondents) spend 49 minutes per day.

B. Time spent reading online:

Of the Egyptians who use the internet and read online, 86 respondents, spend an average of 70 minutes per day reading online as shown from the following chart. The majority of respondents spend more than 31 minutes online but less than 120 minutes.

B. Time spent reading online
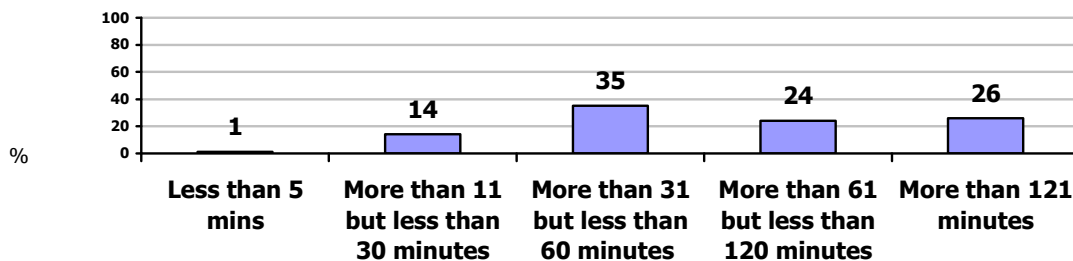
AB socio-economic class (11 respondents)* spend more time reading online (82 minutes per day) compared to other classes; C class (48 respondents)* who spend 75 minutes per day, and DE class (27 respondents)* who spend 69 minutes per day. Those aged 45 to 65 (5 respondents)* spend the least amount of time reading online 57 minutes per day compared to other age brackets; 15-24 (43 respondents)* spend 76 minutes per day, 25-34 (27 respondents)* spend 73 minutes per day, and 35-44 (11 respondents)* spend 78 minutes per day.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

C. Frequency of reading books:

Out of the Egyptians who read books (802 respondents), on average, they read 10 days per month. As shown from the following graph, the majority of respondents read once per week (4 days per month). A few indicated they read everyday (30 days per month). Since the figures peak at once per day and once per week (and not more than once per week), this suggests that people incorporate reading as a habit in their daily or weekly behavior.

C. Frequency of reading books
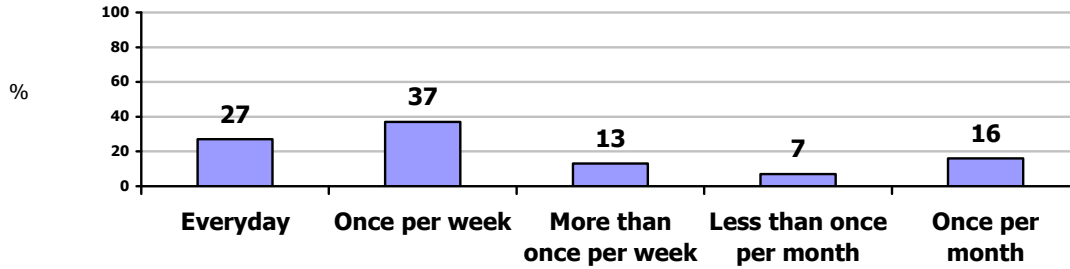
D. Time spent reading books per day:

Of the book readers (802 respondents) the average Egyptian reads books for 54 minutes per day, slightly less than one hour.

D. Time spent reading books per day
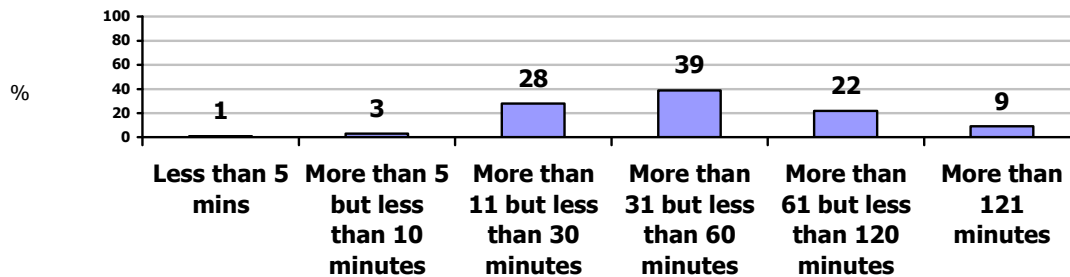
E. Time of the day for reading:

The majority of Egyptian readers (863 respondents) read at night and in the evenings.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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E. Time of the day for reading
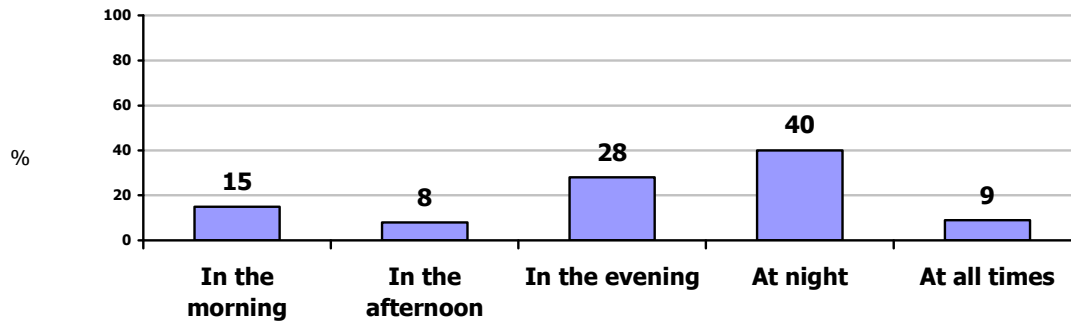
Respondents within the older age bracket 45-65 (166 respondents) read more in the morning and read less at night compared to other age brackets; 28% of respondents within the age 45-65 read in the morning compared to 11% within the age 15-24 (299 respondents), 15% within age 25-34 (232 respondents), and 11% within the age 35-44 (166 respondents). On the other hand, 25% of respondents within the age 45-65 read at night compared to 44% with the age 15-24, 44% within the age 25-34 and 39% within the age 35-44.

F. Days of the week for reading:

Egyptian readers (863 respondents) read during weekends more than weekdays as detailed in the following chart:

F. Days of the week for reading
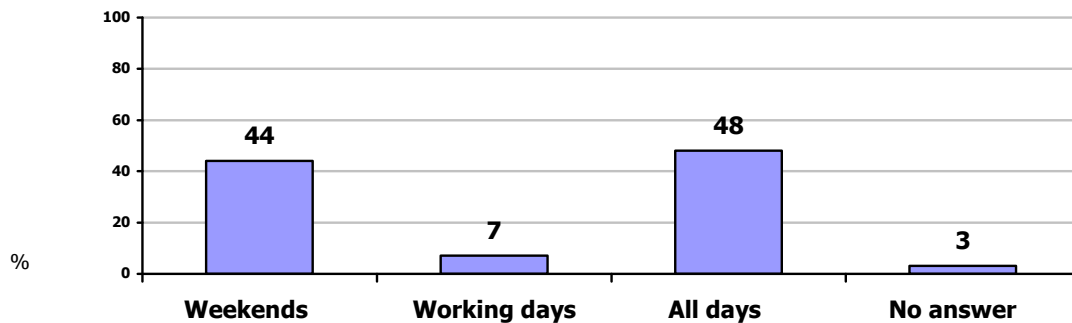
Males (432 respondents) read books during weekends more than females (432 respondents) with percentages 51% and 36% respectively, while females read all days more than males with percentages 52% and 43% respectively. AB socio-economic class (33 respondents)* read books during weekends more than C class (398 respondents) and DE class (465 respondents) with percentages 52%, 44%, 43% respectively, while DE class read more during all days than other classes with percentages; DE class (51%), C class (44%), and AB class (43%). Finally respondents at younger age bracket read more during weekends while older age bracket read more during all days as shown by the following table:

	15-24	25-34	35-44	45-65
Egyptian readers	**299**	**232**	**166**	**166**
Weekends	47%	43%	45%	38%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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All days	45%	47%	45%	55%

G. Non-readers Frequency of reading Books:

On average, Egyptian non-readers, who used to read (105 respondents), used to read 15 books per year.

G. Non-readers frequency of reading books
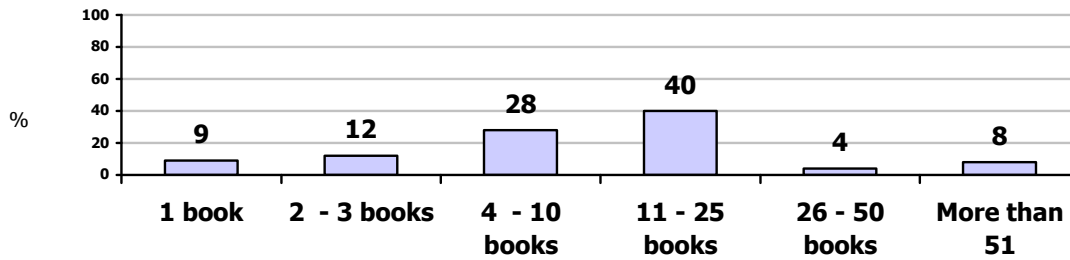
Different age brackets showed variance in number of books respondents used to read. Younger age bracket (15-24) on average used to read more than other age brackets, 20 books per year compared to 25-34 (17 books per year), 35-44 (8 books per year), 45-65 (14 books per year).

	15-24	25-34	35-44	45-65
Egyptian non-readers who used to read and stopped reading at a certain age*	**38**	**29**	**19**	**19**
1 book	-	4%	18%	26%
2 - 3 books	3%	18%	24%	11%
4 - 10 books	35%	21%	29%	21%
11 - 25 books	46%	43%	29%	32%
26 - 50 books	5%	7%	-	-
more than 51	11%	7%	-	11%

Out of the number of books that Egyptian non-readers used to read, on average 12 books of them are school/university books. The majority of respondents mentioned that from 4 to 25 of the books they read were school/ university books.

Amount of school/university books
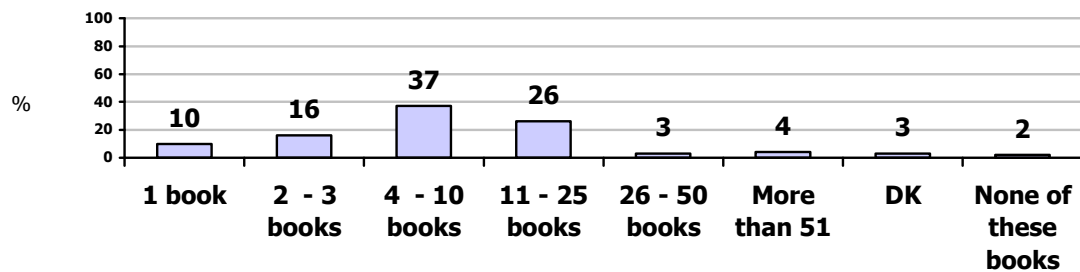
For the age bracket of 15-24, a majority of books they used to read are school/university books as shown from the following table:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	15-24	25-34	35-44	45-65
Egyptian non-readers who used to read and stopped reading at a certain age*	**38**	**29**	**19**	**19**
1 book	5%	11%	6%	21%
2 - 3 books	16%	14%	18%	16%
4 - 10 books	27%	36%	53%	42%
11 - 25 books	41%	25%	6%	16%
26 - 50 books	5%	4%	-	-
More than 51	5%	4%	6%	-
Don't know	-	4%	6%	5%
None of these books	-	4%	6%	-

H. Non-readers time spent online:

Egyptian non-readers who use the internet (16 respondents)* use it for an average of 79 minutes per day.

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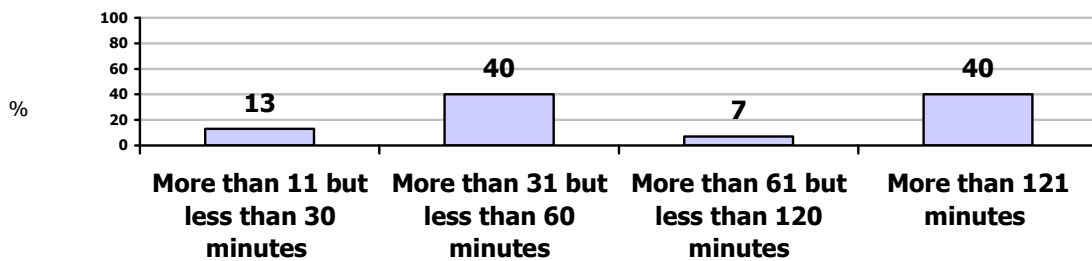
I.3 Location Issues

A. Number of books at home:

The average number of books that Egyptians keep at home is 45 books, as shown from the following graph. Almost half keep from 11 to 50 books at home.

A. Number of books at home
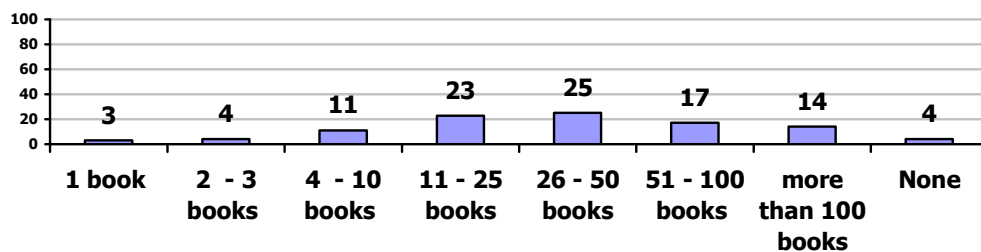
People residing in urban areas (498 respondents) keep their books at home more than residents of rural areas (365 respondents) with an average 48 and 41 books respectively. Males (432 respondents) keep books more than females (432 respondents) with average 47 and 43 books respectively. As socio-economic class increases, the average number of books

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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kept at home increases; AB class (33 respondents)* keeps on average 73 books, C class (398 respondents) keeps 54 books, and DE class (465 respondents) keeps 34 books. Those aged 25-34 (232 respondents) keep the least books at home averaging 34 books compared to other age brackets; 15-24 (299 respondents) keeps on average 45 books, 35-44 (166 respondents) keep on average 49 books, and finally 45-65 (166 respondents) keep on average 54 books.

From respondents who keep books at home, 868 respondents, majority mentioned that 11-50 books are school and university books as elaborated from the following chart.

Amount of school/university books
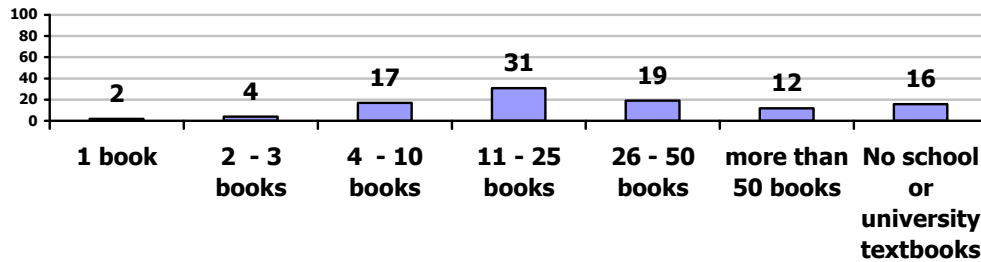
AB socio-economic class (31 respondents)* keep books more than C (372 respondents) & DE classes (434 respondents) with percentages 39%, 19%, and 17% respectively who keep from 26-50 books at home. In addition to this age-bracket, those from 25-34 keep the least number of school/university books compared to other age brackets as shown from the following table:

	15-24	25-34	35-44	45-65
Egyptian readers who keep books at home	**310**	**217**	**186**	**155**
1 book	1%	2%	4%	1%
2 - 3 books	4%	6%	2%	1%
4 - 10 books	19%	22%	13%	12%
11 - 25 books	36%	30%	30%	25%
26 - 50 books	22%	10%	20%	24%
More than 50 books	12%	8%	15%	17%
No school or university textbooks	8%	23%	17%	20%

B. Keeping books at a special place:

The majority of Egyptian readers (863 respondents) keep their books in a special place at home as shown from the following chart.

B. Keeping books in a special place
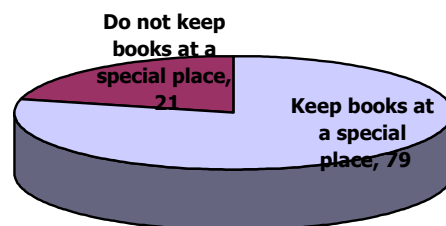

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Residents of urban areas (498 respondents) keep their books in a special place at home more so than residents of rural areas (365 respondents) with percentages 83% and 73% respectively. As socio-economic class increases, the percentage of respondents who keep their books at a special place at home increases; AB class (93% of 33 respondents)*, C class (84% of 398 respondents) and DE class (73% of 465 respondents).

C. Favorite place of reading books:

The majority of Egyptian readers (863 respondents) prefer reading books at home as shown from the following chart. Reading books in bed and at the mosque or church is the 2nd preferred place for reading books.

C. Favorite Place of reading books
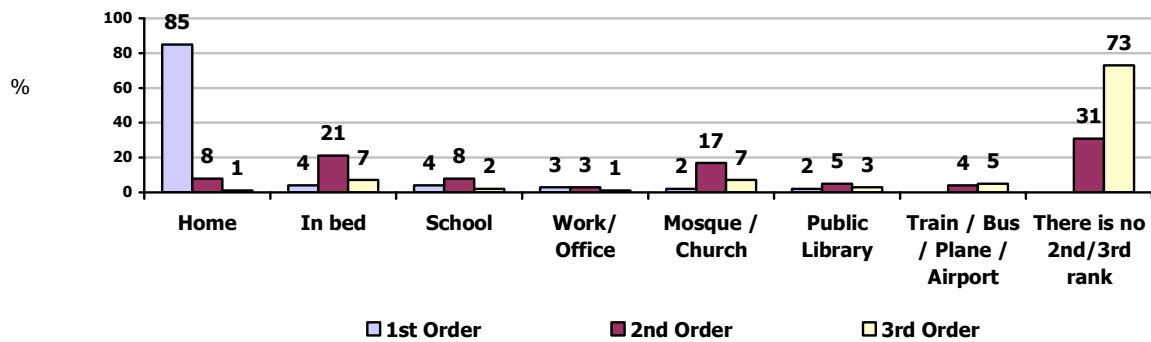
Females (432 respondents) read at home more than males (432 respondents) as 89% of females ranked reading at home as a 1st priority versus 81% of males. The younger the age bracket the less percentage of respondents who ranked reading books at home as a 1st choice and the more the percentage of respondents who read books at school, public libraries, and bed as specified from the following table.

	15-24	25-34	35-44	45-65
Egyptian readers	**299**	**232**	**166**	**166**
Home	81%	85%	85%	91%
School	5%	3%	3%	2%
Public Library	4%	1%	1%	0%
In bed	5%	5%	4%	1%

D. Having books at home:

From 119 non-reader Egyptian respondents 76% have books at home versus 24% who do not have books at home. Those who have books at home on average keep 22 books.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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D. Having books at home
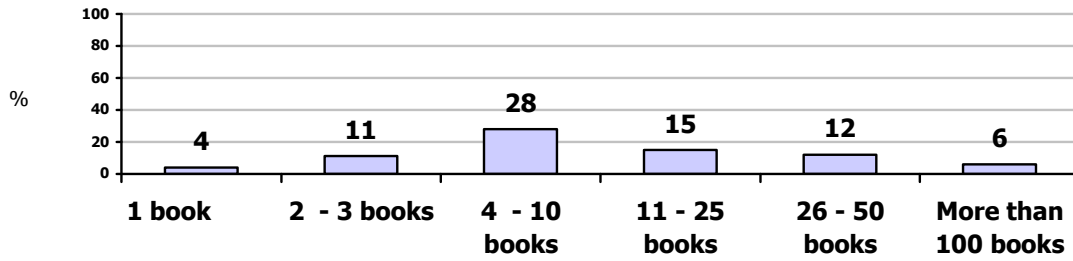
People aged 45 to 65 keep books at home more than other age brackets with average 18 books (15-24), 18 books (25-34), 17 books (35-44), and 39 books (45-66).

II. Reading Attitudes

II.1 Reasons for reading

A. Start reading:

A majority of Egyptian readers (863 respondents) started reading when they learned reading at school as specified by 93% of the sample; other reasons were all less than 4% as shown from the following chart.

A. Started reading
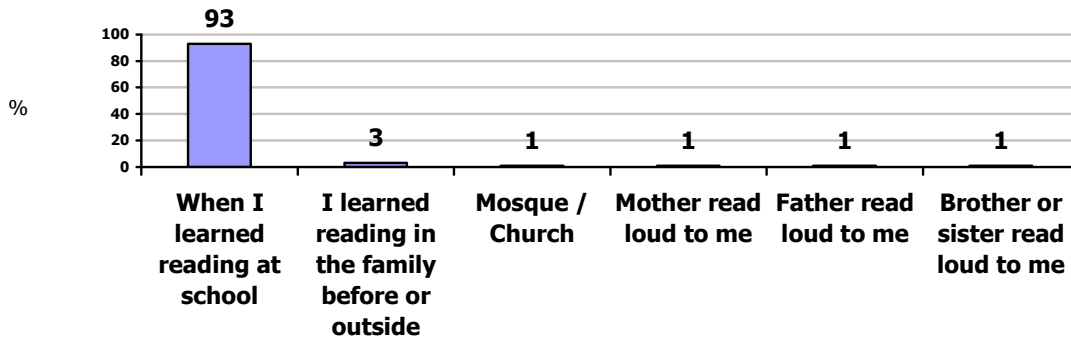
B. Stopped reading at a certain age:

A majority of the total sample 59% of 863 Egyptian readers stopped reading at a certain age of their life. The highest age that readers stopped reading at is 25-34 (69% of 232 respondents) compared to other age brackets; 15-24 (53%of 299 respondents), 35-44 (59% of 166 respondents), and 45-65 (54% of 166 respondents).

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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B. Stopped reading at a certain age

Haven't stopped reading at a certain age, 41

Stopped reading at a certain age, 59
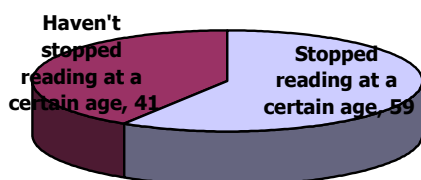
C. Age Respondents stopped reading at:

From the total respondents who stopped reading at a certain age, (524 respondents), the highest age that respondents stopped reading at is 19-25 years old as specified by 36% of the sample. It is noteworthy that more than 55% of people stopped reading between the age of 17-25.

Age stopped reading at	Percentage of respondents
Less than 15	9%
Around age 15-16	12%
Around age 17-18	20%
Around age 19-25	36%
Around age 26-30	12%
Around age 31-35	5%
Around age 36-40	2%
Around age 41-50	4%
Around age 51 or older	1%

Socio-economic class is correlated to the age when people stopped reading, specifically, within the AB socio-economic class sample 0% of respondents stopped reading at an age less than 15 years old and 15% stopped reading at age 41 to 50 years old which differs from other socio-economic classes as shown from the following table:

	AB	C	DE
Respondents who stopped/ decreased reading at a certain age	31	216	277
Less than 15 years	0%	6%	11%
Around age 15-16	12%	10%	13%
Around age 17-18	15%	14%	26%
Around age 19-25	23%	42%	33%
Around age 26-30	19%	16%	8%
Around age 31-35	8%	7%	3%
Around age 36-40	4%	2%	1%
Around age 41-50	15%	3%	4%
Around age 51 or older	4%	0%	1%

D. Reasons for stopping to read:

The commonly cited reason that made readers stop reading books is lack of time to read as mentioned by 75% of total respondents who stopped reading.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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D. Reasons for stopping to read
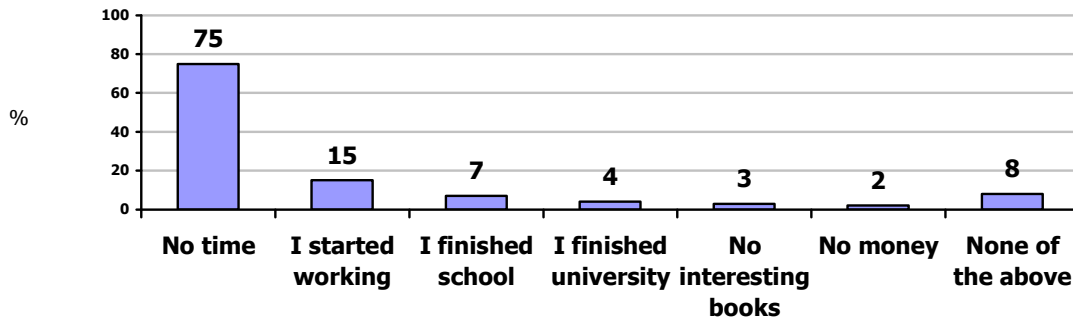
The main reason for stopping to read is the lack of time and starting to work. Males (246 respondents) who stopped reading because of their work are significantly more in number than females (277 respondents) who stopped reading for the same reason with percentages 27% and 5% respectively. Egyptians of DE socio-economic class (277 respondents) who stopped reading after school are more than AB & C classes (277 & 216 respondents respectively) who stopped reading for the same reason with percentages 10%, 0%, 3% respectively.

E. Restarting to read:

Egyptian readers (863 respondents) have increased or restarted reading at a certain age as specified by 55%.

E. Restarting to read
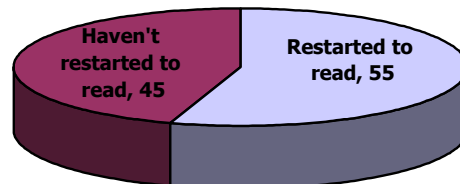
Females (432 respondents) who have restarted or increased reading are more than males (432 respondents) with percentages 62% and 49% respectively. As socio-economic class increases, the percentage of respondents who increased or restarted reading also increased AB class (66% of 33 respondents), C class (57% of 398 respondents), and DE class (53% of 465 respondents).

F. Age re-started/increased to read:

Respondents restarted or increased reading (485 respondents) mainly from 19 to 30 years old as shown from the following table.

| Age re-started/ increased reading	Percentage of respondents
Less than 15 years	3
Around age 15-16	10
Around age 17-18	13
Around age 19-25	23
Around age 26-30	18

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Around age 31-35	12
Around age 36-40	10
Around age 41-50	8
Around age 51 or older	3

As demonstrated from the following table DE & C classes restarted or increased reading at age of 15-16 and from 31 to 35 years old while AB class increased or restarted reading mostly at age of 19 to 25 years old.

	AB	C	DE
Egyptian readers who have restarted/ increased reading	**28***	**222**	**236**
Less than 15 years	3%	4%	3%
Around age 15-16	0%	7%	13%
Around age 17-18	7%	13%	13%
Around age 19-25	38%	25%	20%
Around age 26-30	21%	18%	18%
Around age 31-35	3%	14%	12%
Around age 36-40	10%	10%	11%
Around age 41-50	10%	7%	9%
Around age 51 or older	7%	3%	2%

G. Reasons for restarting to read:

The majority of respondents who have restarted to read did so because they have found interesting books to read as mentioned by 66% of total respondents who have re-started or increased reading. Other main reasons that make respondents restart reading is having more time to read and observing religious duties.

G. Reasons for restarting to read
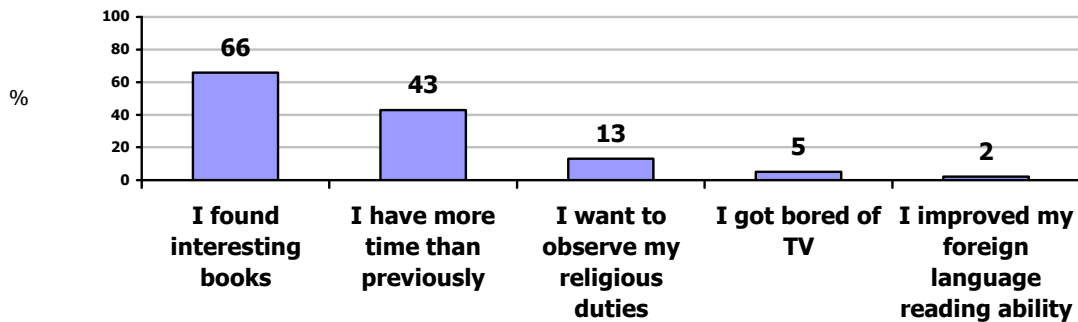
The reasons listed for re-starting are consistent regardless of age, gender, or area of residence. As for socio-economic class, the main reason for the DE class (236 respondents) for restarting to read is finding more interesting books than previously as mentioned by 70% of the sample. Time is not a major issue for DE class compared to AB and C classes as 32% of DE class mentioned that they read more because they have more time than previously compared to 66% for AB class (28 respondents)* and 51% for C class (222 respondents).

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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H. Current readings:

Most Egyptians who read and have books at home (793 respondents) are currently reading books as specified from the data shown in the following chart.

H. Current Readings
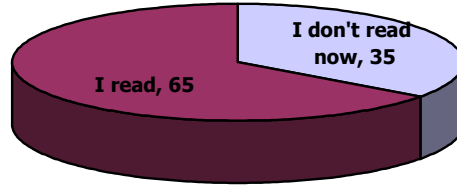
Egyptian readers who have books at home and are currently reading; a total of 520 respondents, are reading the Quraan as mentioned by 28% of the sample. As a majority of respondents read the Quraan, the split between Egyptian Moslems and Christians is shown in the following table:

Book title	Author	Muslim	Christian
Holy Quraan		29	-
Fiqh Al Sunna	Sayed Thabet	4	-
Quraan Explanation	Ibn Katheer/ Mohamed Motwally Al-Shaarawy	4	-
Prophets' stories	Ibn Katheer	3	-
School / University Books	Unspecified	1	-
Prohet's story	Unspecified	1	-
Reyad Al Saleheen	Unspecified	1	-
Al Rahiq Al Makhtoum	Safey Al-Din Al-Mobar Kafoury	1	-
Hesnol Muslim	Said Bin Ali Bin Wahb	1	-
Azabul Qabr (The Tomb Torture)	Unspecified	1	-
Al Rajol Al Mostaheel Stories	Nabil Farouk	1	-
Oxford Dictionary	Unspecified	1	-
Wa Islama	Unspecified	1	-
The Bible		-	40
Unspecified	Shakespeare	-	7
Konouz Al Haya (Treasures of Life)	Unspecified	-	7

I. Information about interesting books:

The majority of Egyptian readers who have books at home get information about interesting books from people working in the books shop as shown from the following chart. Friends or family, advertisements and the library also ranked high as sources of information about interesting books.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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I. Information about interesting books

Source	1st Rank	2nd Rank	3rd Rank	Other Ranks
Review of books (20 respondents)*	20	25	15	40
University (57 respondents)*	24	40	21	15
People in cafe or public garden (11 respondents)*	27	18	18	37
Workplace (67 respondents)*	28	35	24	13
Teachers (56 respondents)*	33	30	28	9
Myself looking around in bookshops (134 respondents)	37	36	19	8
School (67 respondents)*	38	32	22	8
Preacher in the mosque / church (165 respondents)	40	46	11	3
TV program (142 respondents)	52	34	10	4
Library (121 respondents)	54	23	18	5
Advertising in newspapers (199 respondents)	54	26	15	5
Friends or family (428 respondents)	56	35	7	2
People working in bookshops (95 respondents)*	82	6	9	3

□ 1st Rank   ■ 2nd Rank   □ 3rd Rank   ■ Other Ranks

J. Reading Trigger:

A majority of Egyptians mentioned that what would make them read more is finding books on the topics they are interested in as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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J. Reading Trigger

Category	1st Rank	2nd Rank	3rd Rank	Other Ranks
More books in Arabic (196 respondents)	19	48	25	8
More book recommendations on the internet (17 respondents)*	29	24	18	29
More book recommendations on TV (36 respondents)*	11	49	29	11
More events promoting reading (60 respondents)*	20	38	33	10
If it were easier to buy books (94 respondents)*	19	47	23	11
More books in my preferred language of reading (145 respondents)	37	42	19	2
More books on topics I am interested in (704 respondents)	82	15	3	
Less expensive books (211 respondents)	59	28	11	1

□ 1st Rank ■ 2nd Rank □ 3rd Rank ■ Other Ranks
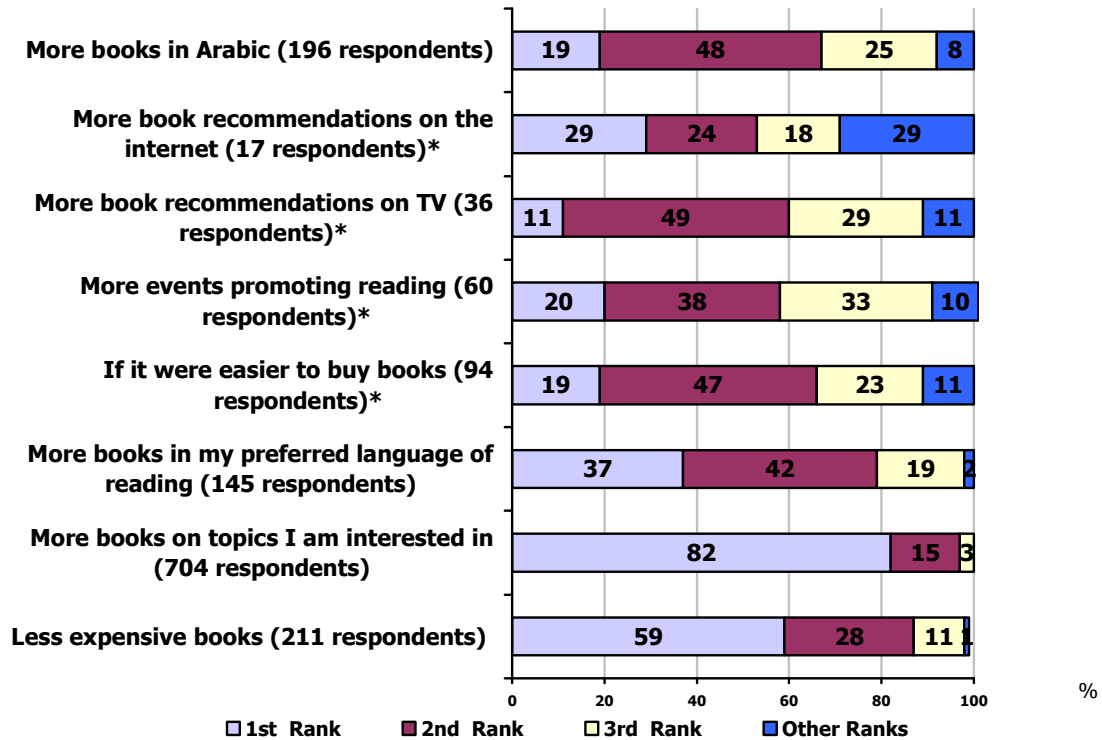
K. Increased/ Restarted reading at a certain age:

Of the Egyptian non-readers who have stopped/decreased reading at a certain age (105 respondents), 84% of them didn't restart/increase reading.

K. Increased/ restarted reading at a certain age

Have restarted reading 16%

Haven't restarted to read 84%
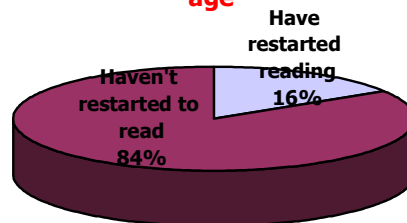
From the total respondents who have restarted/increased reading (15 respondents)*, majority have re-started to read at age 19-30 years old.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Age restarted reading at
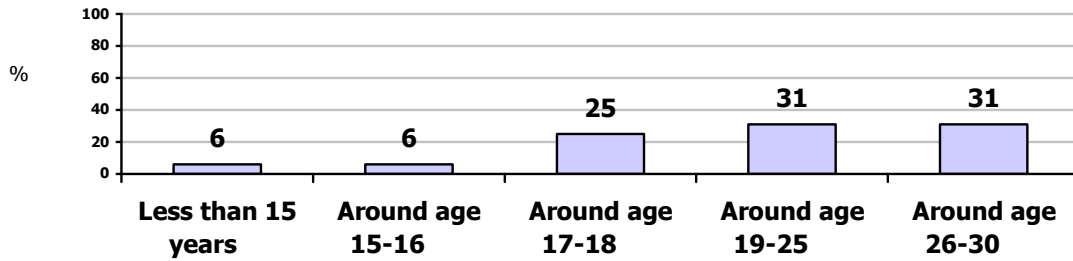
Egyptian on-readers who have re-started/ increased reading mainly restarted reading because they found interesting books.

Reasons for Restarting to read
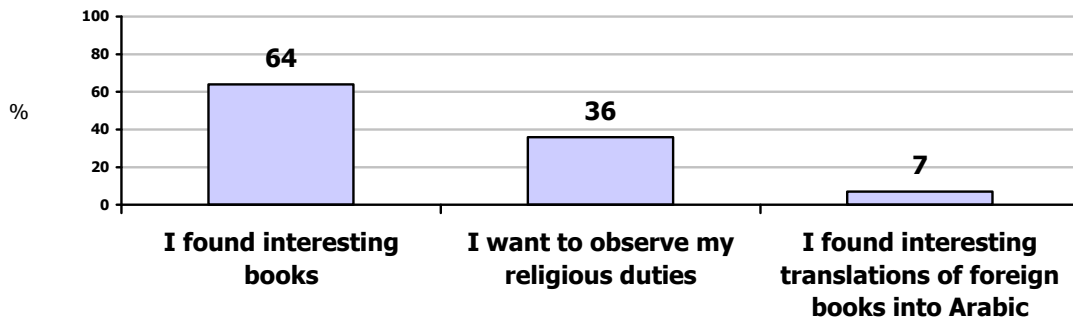
II.2 Representation of reading

    A. Ever Being a Reader:

From 119 Egyptian non-readers 81% have been readers at a certain age as shown from the following chart.

A. Ever being a reader
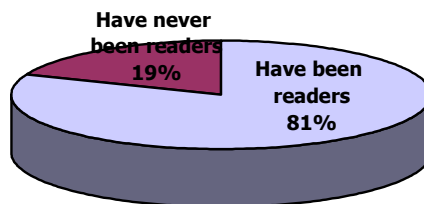
As socioeconomic class of Egyptian non readers increases the percentage of respondents who have been readers increase, AB respondents (17 respondents)* 100% have been readers, C class (34 respondents)* 90% have been readers, & DE class (85 respondents)* 76% have been readers.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

From Egyptian non-readers who were readers at a certain age, (105 respondents), 93% started reading when they learned reading at school.
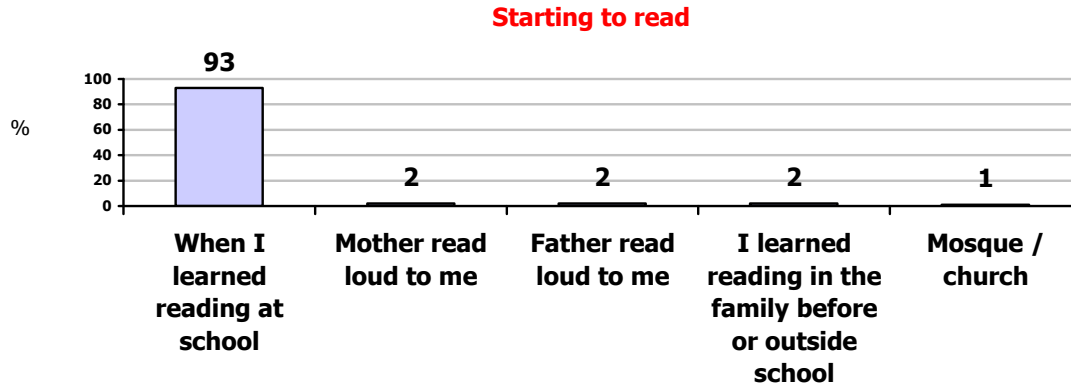
Starting to read

A majority of Egyptian non-readers who have stopped reading at a certain age (105 respondents) have stopped reading at age 19-25.

Age non-readers have stopped to read
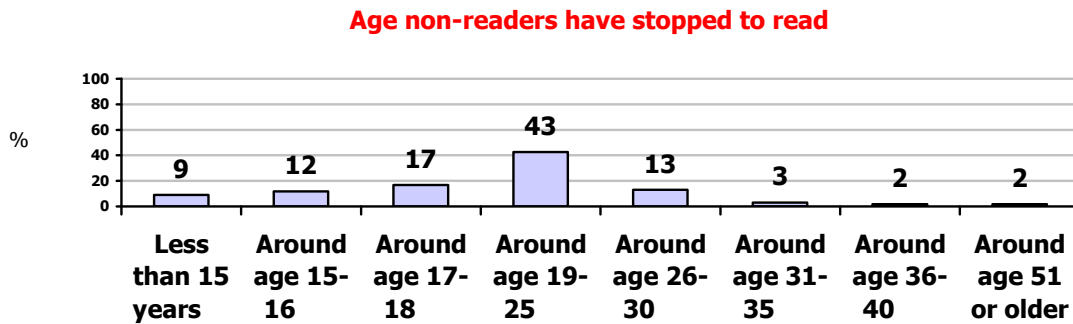
Egyptian males have stopped reading at an earlier age compared to females as shown from the following table.

	Male	Female
Egyptian non-readers who used to read and stopped reading at a certain age*	52	53
Less than 15 years	15%	4%
Around age 15-16	15%	9%
Around age 17-18	15%	19%
Around age 19-25	40%	45%
Around age 26-30	10%	15%
Around age 31-35	4%	2%
Around age 36-40	2%	2%
Around age 51 or older	-	4%

Younger age bracket have stopped or decreased reading earlier than other age brackets as shown from the following table.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	15-24	25-34	35-44	45-65
Egyptian non-readers who used to read and stopped reading at a certain age*	**38**	**29**	**19**	**19**
Less than 15 years	14%	4%	6%	11%
Around age 15-16	24%	7%	6%	-
Around age 17-18	30%	7%	12%	11%
Around age 19-25	32%	64%	41%	32%
Around age 26-30	-	18%	18%	26%
Around age 31-35	-	-	12%	5%
Around age 36-40	-	-	6%	5%
Around age 51 or older	-	-	-	11

Egyptian non readers who have stopped/ decreased reading (105 respondents) did so because they have no time or because they started to work or have finished school/ university.

Reasons for stopping to read
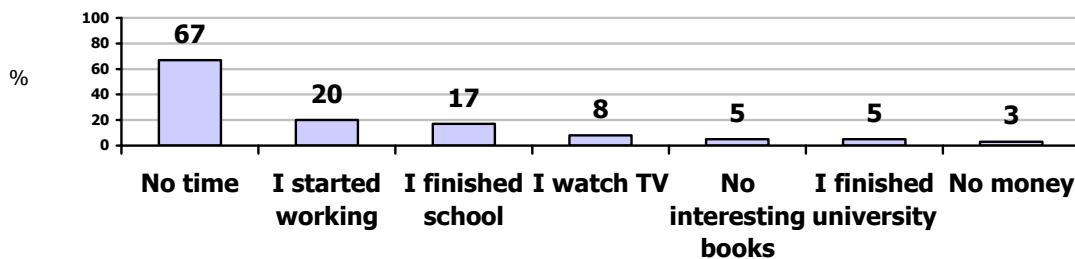
II.3 Representation of languages

A. Languages of Reading newspapers and magazines:

Egyptians read newspapers and magazines mostly in Arabic followed by English language followed by French language as shown form the following graph:

A. Languages of reading newspapers and magazines
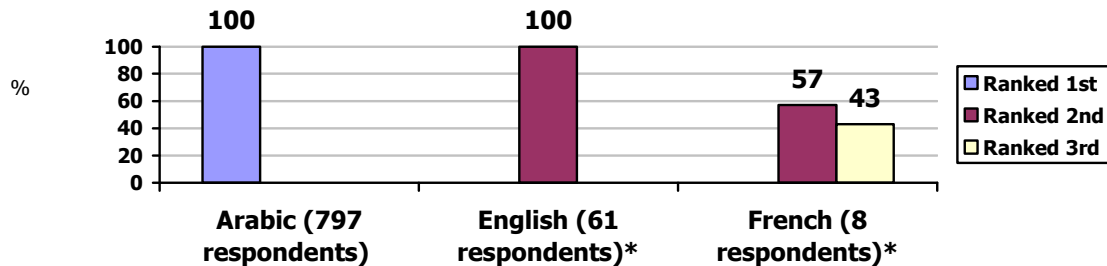
Females read in the French language more than males. C class read in the French language compared to AB & DE class as 57% from C class ranked French language as a 2nd priority and 43% from same class ranked French language as a 3rd priority versus 0% in other socio-economic classes. The older the age the use of French language increases as 100% of

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

respondents who fall within the age of 35-44 and 45-65 ranked French language as a 2nd priority versus 0% for age 25-34 and 40% for age 15-24.

B. Languages of reading online:

Top 3 languages that Egyptians, who use the internet and read newspapers and magazines online (86 respondents)*, read online are Arabic, English, and French as further elaborated from the following chart.

B. Languages of reading online
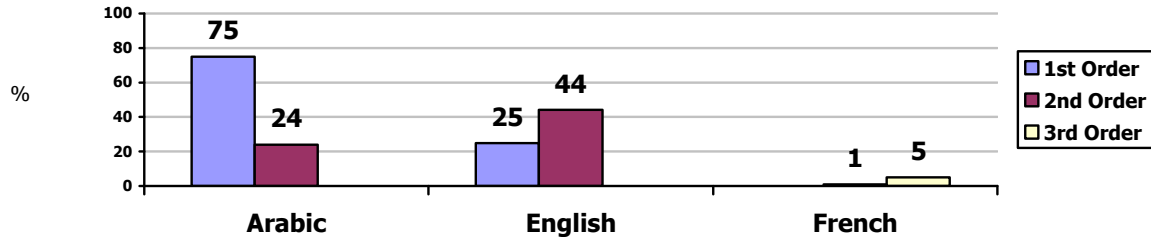
First order percentages are constant among gender. However, more respondents who live in rural areas (27 respondents)* ranked Arabic language 1st than residents of urban areas (59 respondents)* with percentages 85% and 71% respectively. C class (48 respondents)* read in Arabic language more than AB (11 respondents)* and DE class (27 respondents)* with percentages 82%, 40% and 76% respectively. The AB class read mostly online in English language (60%). Finally, all age brackets read mostly online in the Arabic language; 15-24 (67% of 43 respondents), 25-34 (88% of 27 respondents), 35-44 (82% of 11 respondents), and 45-65 (71% of 5 respondents).

C. Language of reading books:

Languages of reading among Egyptian readers who read books is as follows:
- ⇒ Arabic
- ⇒ English
- ⇒ French

C. Language of reading books
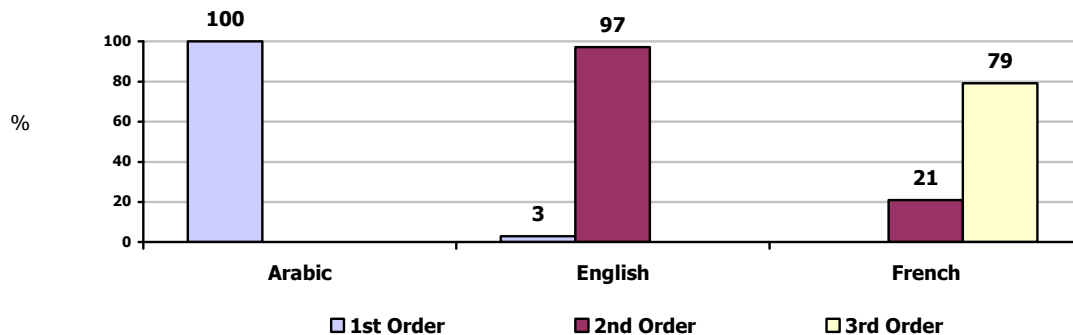
Egyptian males (10 respondents)* ranked the French language as a 2nd priority for reading books more so than Egyptian females (20 respondents)* with percentages 36% and 10% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

D. Preferred language while reading:

As would be expected by far, the most preferred language for Egyptian readers when reading is Arabic as elaborated in the following chart.

D. Preferred langauge while reading
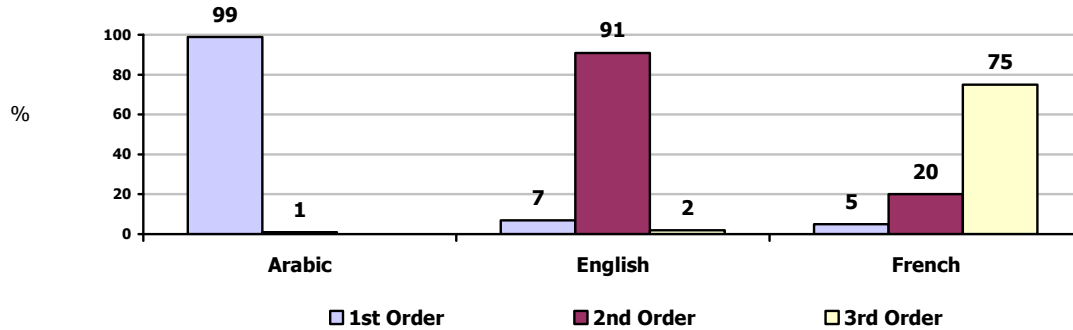
From all Egyptian respondents who read newspapers and magazines in English; 137 respondents, AB socio-economic class (8 respondents)* prefer to read in English more than C (80 respondents)* & DE (48 respondents)* classes with percentages 20%, 5%, 7% respectively who ranked English language preference as 1st rank. In addition to this age from 35-44 prefer to read in English more than other age brackets as elaborated from the following table.

	15-24	25-34	35-44	45-65
Egyptian readers who read newspapers and magazines in English*	**88**	**24**	**8**	**8**
1st Rank	7%	4%	18%	-
2nd Rank	90%	96%	82%	100%
3rd Rank	3%	-	-	-

E. Reasons for language preference:

The main reason that Egyptian readers (863 respondents) prefer a certain language is that it is the mother tongue language as specified by majority of respondents.

E. Reasons for language preference
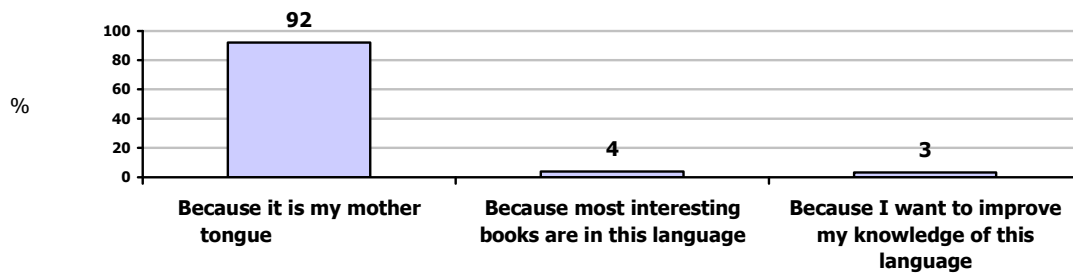
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

F. Percentage of books at home versus its language:

The following table shows the percentage of books kept at respondents' home in different languages:

	Arabic Language	English Language	French Language
Egyptian readers who have books in these languages	**811**	**179**	**34***
1- 10%	0%	37%	58%
11- 20%	0%	23%	29%
21- 30%	0%	26%	7%
31- 40%	0%	8%	0%
41- 50%	1%	3%	3%
51- 60%	3%	2%	0%
61- 70%	5%	1%	0%
71- 80%	6%	1%	3%
81- 90%	6%	0%	0%
91-100%	79%	0%	0%

As the data shows from the previous table the majority of books that Egyptians keep at home are in Arabic followed by English and French language. The majority of books are kept in the language preferred by the respondents.

I. Non-readers language preference:

Languages that Egyptian non-readers used to read in are Arabic and English.

	Arabic	English
Egyptian non-readers who used to read books and stopped reading at a certain age	**101**	**13***
1- 10%	-	50%
11- 20%	1%	7%
21- 30%	1%	14%
31- 40%	-	7%
41- 50%	1%	7%
51- 60%	1%	7%
61- 70%	2%	7%
71- 80%	1%	-
81- 90%	5%	-
91-100%	88%	-

Egyptian non-readers who use the internet (16 respondents)* primarily read in Arabic and English languages as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Language used online by non-readers
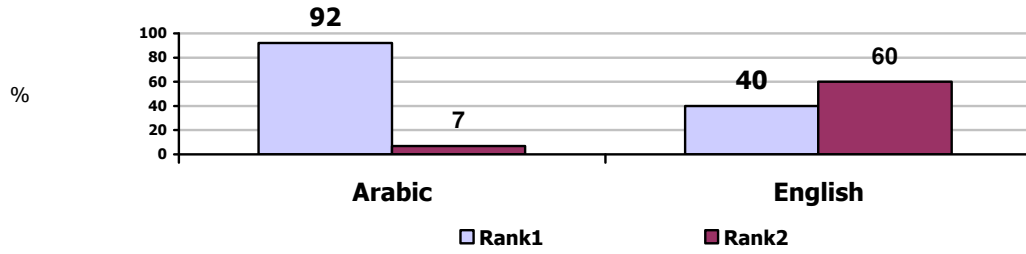
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III. Accessing Books

III.1 Information and documentation channels

A. TV programs Awareness:

Most Egyptian readers, 863 respondents, are not aware of TV programs that present books.

A. TV programs awareness
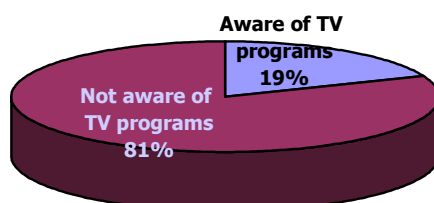
Of Egyptian readers who know TV programs that present books, 166 respondents, mentioned the following programs and presenters as their favorite:

Program	Channel	Presenter	Percentage of respondents
Al Qera'a Lel Jameea (Reading for All)	Channel 1	Dalia Nasr	28
Maktabet Al Tefl (Children Library)	Channel 1	unspecified	7
Omseyya Thaqafeyya (Cultural Night)	Channel 2	Farouk Shousha	5
Fatawa Wa Ahkam Program	unspecified	Many Sheyoukh	3
Al Hedaya	Dream	Mohamed Hedaya	2
Amma Yatassa'aloun (Whatever they are questioning)	Dream	Ahmed	2
Sonnaa Al Haya (Life Builders)	Eqra' Channel	Amr Khaled	2
Kateb Wa Ketab (A Book & An Author)	Channel 1	Farouk Shousha	2
Salon Dream	Dream	unspecified	1
Eqra' Wastafeed (Read & Benefit)	unspecified	unspecified	1
Maktabet Al Osra Wal Tefl (Children & Family Library)	unspecified	unspecified	1
Tafseer Al Ayat	Channel 2	Al Sheikh Mohamed	1
Al Maktaba Al Islameyya (Islamic Library)	unspecified	unspecified	1
Ealan Al Shareka Jad Wa Soft	Al Mehwer	unspecified	1
A program presented by "Gamal Al Shaer"	Nile Channel	Gamal Al Shaer	1
Korrasset Al Awa'el	Channel 2		1
Hewar Deeni (A Religious Talk)	Eqra' Channel	Alaa Bassyouni	1
Ketab Wa Qera'at Motaaddeda (A Book & Several Readings)	unspecified	unspecified	1
Al Osra Wal ketab (The Family & a	unspecified	unspecified	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Book)			
Hazal ketab (This Book)	Al Jazeera Channel	unspecified	1
Al Deen Wal Haya (Religion & Life)	unspecified	Ateyya Mabruk	1
Adef Lemaktabatek Hazal ketab (Add this book to your Library)	Channel one	unspecified	1
Ketab Bent Simone (Simone's Book)	Al Nil Channel	Abdul Wahab al Messeery	1
A program presented by Hamdi Qandil	Dubai Channel	Hamdi Qandil	1
Alexandria Library	Channel 2	unspecified	1
A program presented by Jamal Abu Rayya	Channel 3	Jamal Abu Rayya	1
Eqra' le Teflak (Read for your child)	unspecified	unspecified	1
Bel Maktaba	unspecified	unspecified	1
Maktabati (My Library)	Nile Educational Channel	unspecified	1
Ikhteraq (Penetration)	unspecified	Mamduh Moussa	1
Ketab Maftouh (An open Book)	Al Jazeera	Hassan Heikal	1
Science Technology	Channel 1	unspecified	1
Al Rahman Allam Al Quraan	Channel 1	Alaa' Bassiouni	1
Ekhtarna Lak (We chose for you)	Channel 1	unspecified	1
Online	Channel 1/ Egyptian Space Channel	unspecified	1
Tassali Maa al Quraan	unspecified	unspecified	1
Qara'to Fee ketab	unspecified	unspecified	1
Al Moltaqa Al Thaqafi	Channel 2	unspecified	1
	Eqra' Channel	Zaghloul Al Najjar	1
Oyoun Al Camera (Camera Lens)	Channel 7	Affaf	1
A program for Maha Farouk	unspecified	Maha Farouk	1
Thaqafa Bela Hodoud	unspecified	unspecified	1
Qara'to Lak	Channel 2	unspecified	1
Ketab Fee Hayati (A Book in my Life)	Dream 1	unspecified	1
Don't know/ Don't Remember			24

From all Egyptian respondents who read books, 802 respondents, the majority didn't buy a book that was mentioned in a program before as shown in the following chart:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Buying books mentioned in TV programs

Buy books from programs 11%

Do not buy books from programs 89%
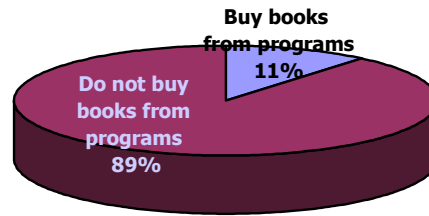
As socio-economic class decreases the percentage of respondents who buy books known from TV programs decreases; AB class (15% of 27 respondents)*, C class (14% of 374 respondents), and DE class (9% of 401 respondents).

B. Attendance at Book Fairs:

A majority of Egyptian readers, 863 respondents, haven't attended a book fair.

B. Attended the Book Fair

Attended Book Fair 29%

Haven't attended Book fair 71%
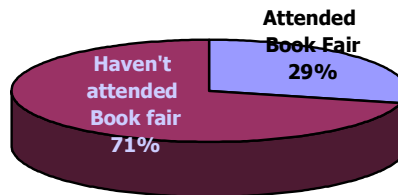
Urban residents (498 respondents) have attended the book fair more than rural residents (398 respondents) with percentages 39% and 16% respectively. Males (432 respondents) who have attended the book fair are more than females (432 respondents) with percentages 35% and 23% respectively. In addition to this, AB socio-economic class (33 respondents)* who have attended fairs are, 59% compared to C class (41% of 398 respondents), and DE class (16% of 465 respondents). Age brackets that mostly attended the fair are 25-34 & 35-44 with percentages 28% of 232 respondents and 39% of 166 respondents respectively compared to age 15-24 (24% of 299 respondents) and 45-65 (30% of 166 respondents).

From a total of 251 respondents who read and have attended the book fair; 40% attend the book fair once every year.

Frequency of going to Book Fair

%

Every year	40
Almost every year	16
A few times	21
Only once	24
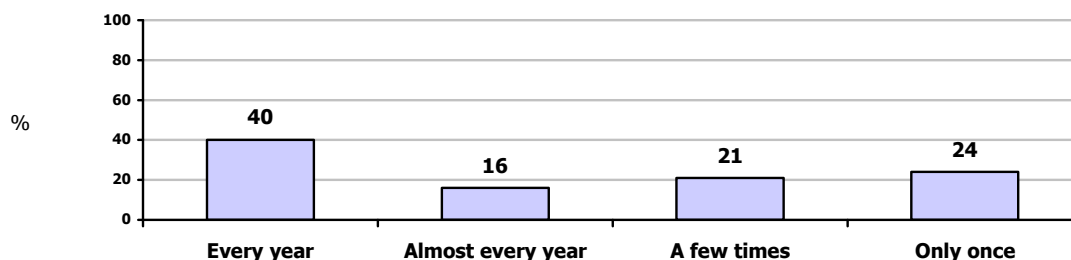
Among respondents who attend Book Fairs, the frequency of going to the fair varied among different areas of residence, gender, socio-economic class and age as shown from the following tables:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	Urban	Rural	Male	Female
Respondents who read and attended the book fair	**195**	**56***	**154**	**98***
Every year	39%	44%	36%	46%
Almost every year	**18**%	**8**%	19%	11%
A few times	21%	18%	**25**%	**15**%
Only once	**22**%	**30**%	21%	28%

	AB	C	DE	15-24	25-34	35-44	45-65
Respondents who read and attended the book fair	**28***	**154**	**70***	**70***	**70***	**70***	**56***
Every year	**15**%	**41**%	**47**%	44%	42%	30%	45%
Almost every year	**39**%	**15**%	**10**%	15%	13%	17%	18%
A few times	31%	20%	19%	17%	19%	29%	18%
Only once	15%	25%	24%	24%	27%	24%	20%

The majority of respondents who read and have been to the Book Fair, 251, have bought books from the Fair.

Purchasing books from Book Fair
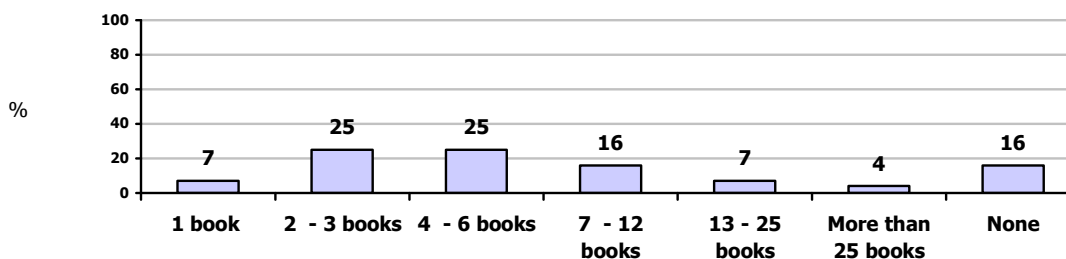
From Rural residents (56 respondents)*, 23% haven't bought any books from the fair compared to 13% of Urban residents (195 respondents).

The following table shows the amount of books purchased from the fair by different socio-economic classes and age brackets:

	AB	C	DE	15-24	25-34	35-44	45-65
Respondents who read and attended the book fair	**28***	**154**	**70***	**70***	**70***	**70***	**56***
1 book	8%	6%	10%	6%	11%	7%	6%
2 – 3 books	19%	21%	35%	28%	20%	24%	26%
4 – 6 books	23%	31%	14%	25%	31%	21%	24%
7 - 12 books	27%	15%	14%	18%	11%	19%	14%
13 - 25 books	12%	9%	3%	6%	5%	10%	10%
More than 25 books	4%	5%	1%	-	5%	3%	10%
None	8%	13%	24%	18%	17%	14%	12%
Don't Know	-	1%	-	-	-	1	-

The majority of Egyptian readers go to the book fair because of the selection of books available followed by the discount as shown in the following chart:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Reasons for going to the fair
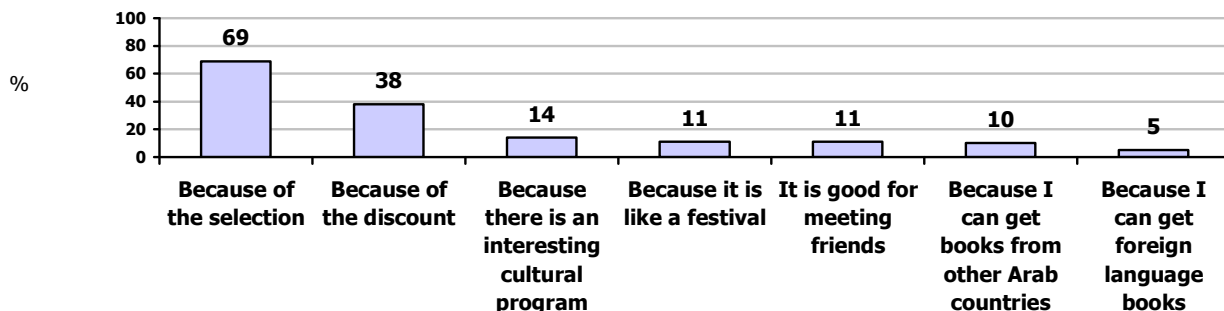
The AB socio-economic class is more interested in foreign language books compared to C &
DE class and AB & C class are interested in other Arab countries books more than DE class as
elaborated in the following table:

	AB	C	DE
Respondents who read and attended the book fair	**28***	**154**	**70***
Because of the discount	39%	40%	33%
Because of the selection	77%	66%	71%
Because I can get books from other Arab countries	12%	12%	4%
Because I can get foreign language books	15%	5%	1%
Because it is like a festival	15%	12%	8%
Because there is an interesting cultural program	12%	16%	8%
It is good for meeting friends	12%	13%	7%
None of the above	4%	4%	7%

Different age brackets have shown some variances for the reasons of going to the Book Fair.
The younger age bracket of 15-24 go to purchase from a good selection of books while the
older age bracket of 45-65 look more to the Book Fair lower prices and for meeting friends as
shown in the following table:

	15-24	25-34	35-44	45-65
Respondents who read and attended the book fair	**70***	**70***	**70***	**56***
Because of the discount	31%	31%	44%	49%
Because of the selection	68%	75%	73%	55%
Because I can get books from other Arab countries	14%	5%	10%	10%
Because I can get foreign language books	8%	3%	6%	2%
Because it is like a festival	7%	14%	11%	14%
Because there is an interesting cultural program	19%	6%	14%	14%
It is good for meeting friends	10%	11%	7%	20%
None of the above	4%	5%	4%	6%

C. Ordering books online:

None of Egyptian book readers (802 respondents) order books online.

* Percentages give an indication of the data presented but is not significant because of the small number of
respondents

D. Library Card:

From Egyptian readers (863 respondents) 12% have a library card.

D. Library Card

Urban residents (498 respondents) are more likely to have a library card than rural residents (365 respondents) with percentages 15% and 9% respectively. AB socio-economic class (33 respondents)* have a library card more than C (399 respondents) & DE (465 respondents) classes with percentages 23%, 17%, 7% respectively. Finally, the younger age bracket has a library card more often than other age brackets as shown from the following table.

	15-24	25-34	35-44	45-65
Egyptian readers	**299**	**233**	**166**	**166**
Have a library card	21%	7%	8%	7%
Do not have a library card	79%	93%	92%	93%

A majority of respondents who have library cards (59%) have access to public libraries as opposed to school or private libraries.

Access to libraries
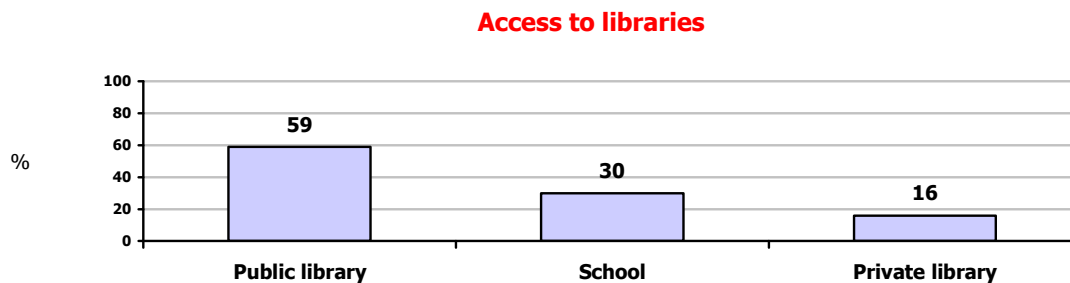
Urban residents go to public libraries more than rural residents while rural residence go to school libraries more than urban residents. Males go to private libraries more than females as shown from the following table.

	Urban	Rural	Male	Female
Egyptian readers who have a library card	**74***	**33***	**47***	**56***
Public library	65%	46%	59%	59%
School	23%	46%	27%	33%
Private library	16%	15%	20%	12%

The AB class goes to public and school libraries mainly compared to other socio-economic classes. C class goes mainly to public libraries while DE class goes more to school libraries. Within the older age bracket of 45-65 more go to private libraries compared to other age brackets.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	AB	C	DE	15-24	25-34	35-44	45-65
Egyptian readers who have a library card*	9	65	33	65	14	14	14
Public library	80%	62%	47%	49%	75%	79%	67%
School	0%	23%	53%	40%	13%	14%	17%
Private library	20%	22%	3%	12%	19%	14%	33%

E. Visiting Library:

A majority of Egyptian readers (863 respondents) have been to libraries before.

E. Visiting Library
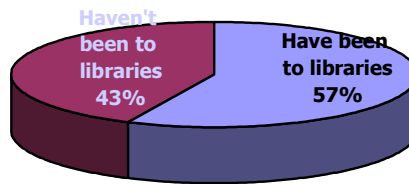
Egyptian males have been to libraries more than Egyptian females with percentages 63% & 50% respectively (each 432 respondents). While DE class and age bracket 45-65 have been to libraries least compared to other age brackets as shown from the following table.

	AB	C	DE	15-24	25-34	35-44	45-65
Egyptian readers	66*	399	465	299	233	166	166
Have been to a library	64%	68%	**46**%	76%	50%	49%	**38**%
Have never been to a library	36%	33%	54%	24%	50%	51%	62%

From the total Egyptian readers who have been to libraries before (508 respondents) go to the library once per week or on average 34 times a year.

Frequency of visiting libraries
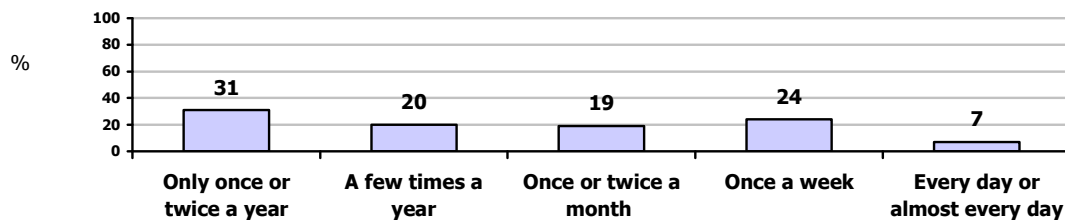
The AB socio-economic class who read and have been to libraries (22 respondents)* go to libraries on average 11 times a year which is less than C class (265 respondents) & DE class (199 respondents) who go to the libraries on average 40 and 30 times a year respectively.

On the other hand, people within the 35-44 age bracket visit libraries with less frequency per year as shown from the yearly average.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	15-24	25-34	35-44	45-65
Egyptian readers who have been to a library	**243**	**110**	**88***	**66***
Yearly Average	38	31	27	38

F. ISBN Number Usage:

None of Egyptian readers (863 respondents) have ordered books using ISBN number; 18% do not know this approach.

F. ISBN Number Usage

Don't know 18%

Do not use ISBN 82%
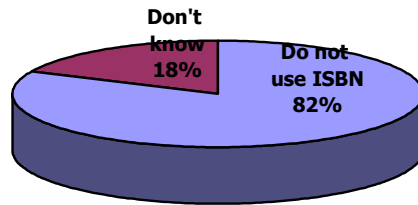
G. Information on Interesting Books (non-readers):

Egyptian non-reader respondents (119) were split and 50% believed that there is enough information on interesting books while the other half stated that there is not enough information available.

G. Information on interesting books

There isn't enough information 50%

There is enough information 50%
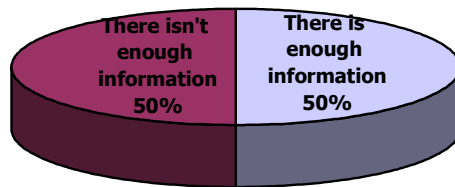
H. Non-readers visiting a library:

Egyptian non-reader (119) respondents are split as 50% have visited libraries and 50% haven't visited libraries.

H. Non-readers visiting library

Haven't visited libraries 50%

Have visited libraries 50%
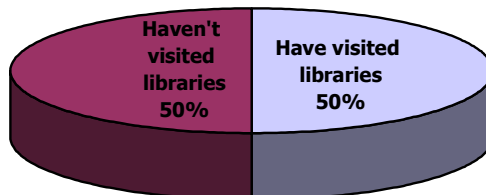
The younger the age bracket the more respondents who have visited libraries as shown from the following table.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	15-24	25-34	35-44	45-65
Egyptian non-readers*	**51**	**34**	**17**	**17**
Have visited libraries	68%	47%	35%	33%
Haven't visited libraries	32%	53%	65%	67%

III.2 Promotion Issues

A. Place Publisher:

A majority of Egyptian readers who have books at home (793 respondents) read books that are published in Cairo. What is interesting is first that such a large percentage of respondents know the place of publishing and second that books published in Cairo are so dominant.

A. Place Publisher
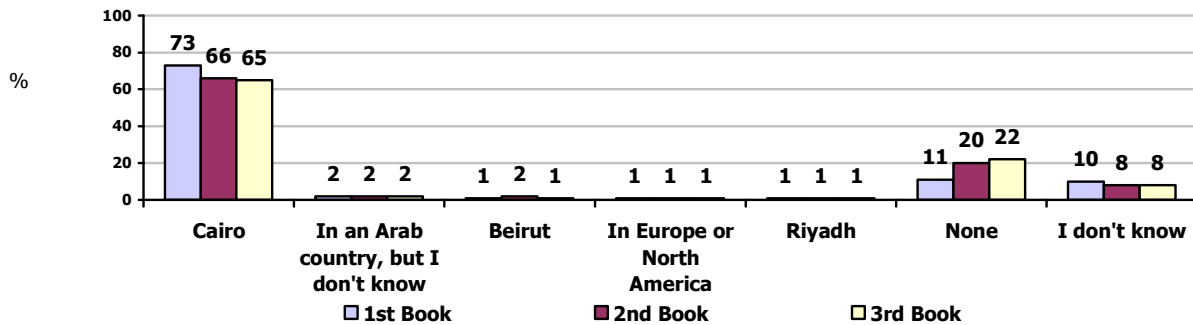
B. Attended an Event:

From the total number of Egyptian readers (863 respondents) 29% have attended events focused on reading.

B. Attended an Event
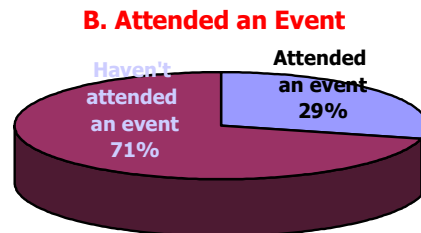
As can be expected the lower DE socio-economic class (465 respondents) are less likely to have attended events focused on reading compared with the AB (33 respondents) & C (399 respondents) socio-economic classes with percentages 25%, 34%, and 33% respectively.

Younger age bracket 15-24 attend events focused on reading more than other age brackets as shown from the following table:

	15-24	25-34	35-44	45-65
Egyptian readers	**299**	**233**	**166**	**166**
Attend events focused on reading	34%	23%	31%	27%
Do not attend events	66%	77%	69%	73%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

From the total number of Egyptian readers who attend events focused on reading (198 respondents) 48% attend book clubs.

Events Attended
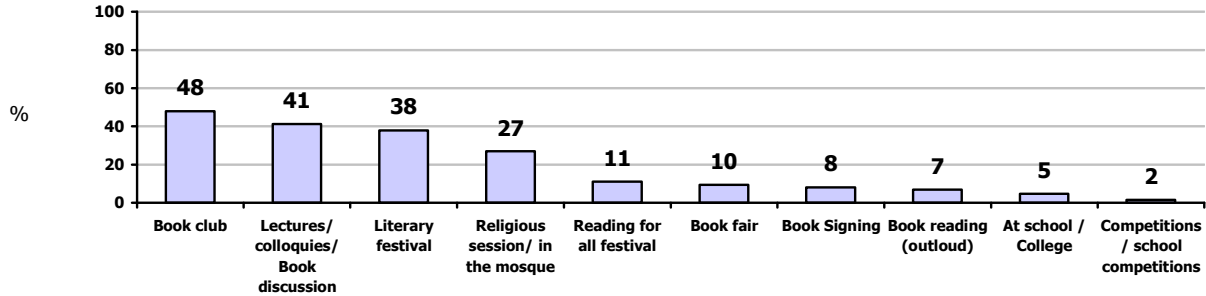
AB & C socio-economic classes attend library festival more than Book Club compared to DE class. In addition to this age 25-34 also attends library festivals more than book clubs.

	AB	C	DE	15-24	25-34	35-44	45-65
Egyptian readers who attended an event focusing reading*	**11**	**96**	**90**	**79**	**40**	**39**	**99**
Book club	27%	42%	57%	51%	39%	52%	47%
Book reading (out-loud)	0%	7%	8%	7%	5%	10%	8%
Literary festival	55%	43%	32%	36%	46%	29%	45%
Book Signing	18%	9%	6%	8%	10%	10%	5%
Book fair	0%	9%	12%	8%	13%	14%	0%
Lectures/ colloquies/ Book discussion	25%	52%	31%	35%	47%	29%	75%
Religious session/ in the mosque	50%	21%	31%	27%	27%	36%	13%
Reading for all festival	25%	9%	12%	19%	7%	7%	0%
Competitions / school competitions	0%	3%	0%	4%	0%	0%	0%
At school / College	0%	0%	12%	8%	0%	7%	0%

C. Non-readers awareness with TV programs:

The majority of Egyptian non-readers do not know TV programs that present books.

C. Non-readers knowing TV programs
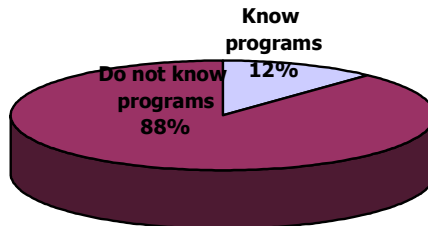
From respondents who watch TV programs that present books, 33% of 16 respondents watch "Reading for all" program as shown from the following table.

Program	Channel	Presenter	Percentage of respondents
Reading for All	Channel 1	Dalia Nasr	33

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Hadeith El Roh (Spiritual Talk)	Channel 1	unspecified	7
Fakkar Maana (Think with us)	Channel 1	unspecified	7
Donia	Channel 1	unspecified	7
Children Library	Channel 1	unspecified	7
Read for your Child	Channel 1	unspecified	7
A book and an Author	Channel 1	Farouk Shousha	7
Don't know/ Don't remember			27

D. Non- readers attending an event focused on reading:

82% of Egyptian non-readers (119) haven't attended an event focused on reading,

D. Non-readers attending an event focused on reading
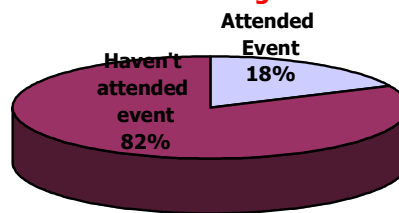
Males (13 respondents) have attended events focused on reading more than females (11 respondents) with percentages 21% and 16% respectively. In addition to this, age bracket 35-44 haven't attended events focused on reading as shown from the following table.

	15-24	25-34	35-44	45-65
Egyptian non-readers*	**51**	**34**	**17**	**17**
Attended events focused on reading	23%	21%	0%	24%
Haven't attended events focused on reading	77%	79%	100%	76%

From those who have attended events focused on reading (22 respondents)* 35% have attended the book fair.

Events Attended
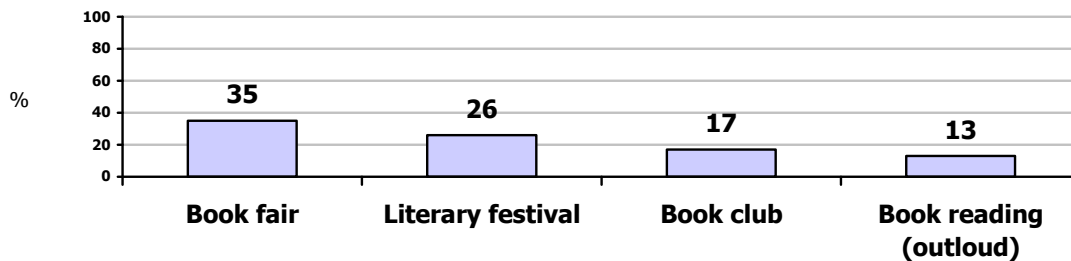
III.3 Pricing/Purchase Power Issues

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

From the total respondents who read books in Egypt, 802 respondents, average number of books bought within the past 12 months is 6 books. A majority of respondents haven't bought any books within the past 12 months.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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A. Number of books purchased within past 12 months
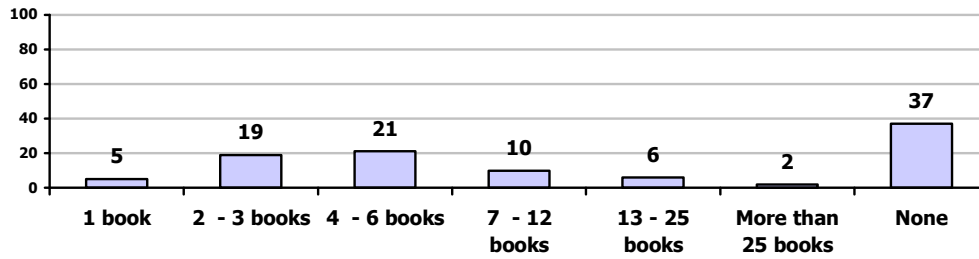
DE class (401 respondents) have bought books within the past 12 months less than AB & C classes (27* & 374 respondents respectively) with percentages 46%, 22%, 29% respectively. Also the older the age bracket the less frequency of books bought within past 12 months as 48% of respondents in the age of 45-65 (166 respondents) haven't bought books within past 12 months compared to 27% (15-24, 294 respondents), 41% (25-34, 214 respondents), and 40% (35-44, 160 respondents).

B. Readers Purchasing Power:

Majority of Egyptian books' readers (802 respondents) buy books with prices from 3 to 10 EGP and Egyptian readers pay an average of 11 EGP.

B. Readers purchasing power
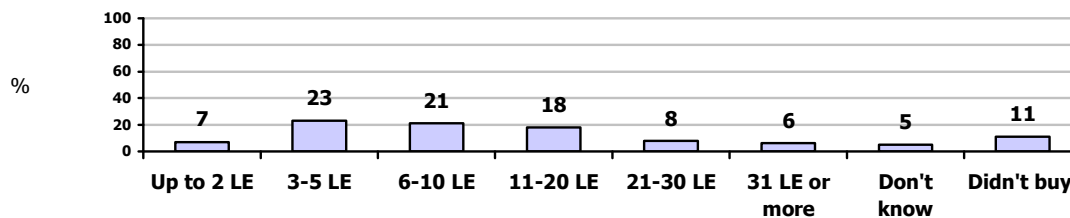
As socio-economic class increases the average of books purchase prices increases; AB class (15 EGP), C class (13 EGP), and DE class (10 EGP).

C. Good Price for a Book (Readers):

Average price that Egyptian book readers (802 respondents) think it is good for a book is 15 EGP while 58% mentioned that price doesn't matter.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

C. Good price for a book among readers
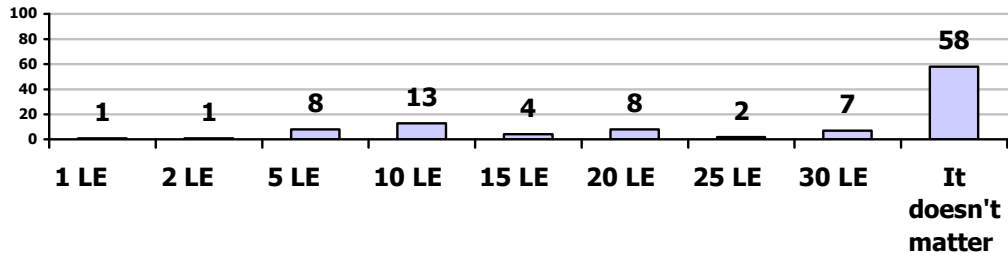
D. Non-readers Purchase Power:

Out of the total Egyptian non-reader respondents (119 respondents) 54% of stated that price does not matter for them. On average a reasonable price for a book is considered to be 11 EGP.

D. Non-readers purchase power
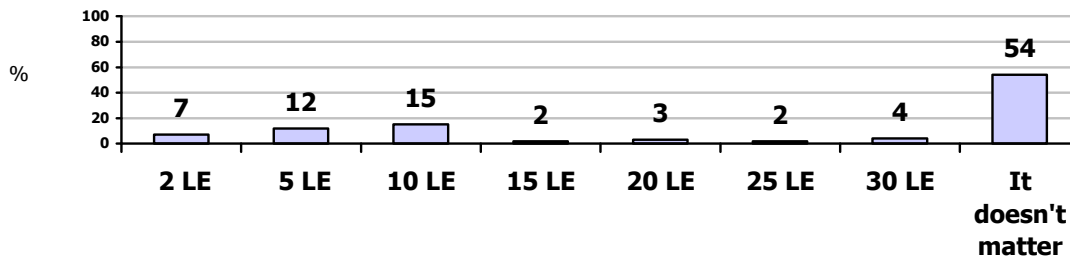
Rural residents (62 respondents)* gave a reasonable purchase price for a book 7 EGP compared to 14 EGP for urban residents (62 respondents)*.

III.4 Circulation of Books

A. Lending/ Borrowing Books:

The majority of Egyptian readers who have books at home (793 respondents) lend them to their family and friends.

A. Lending/ Borrowing Books
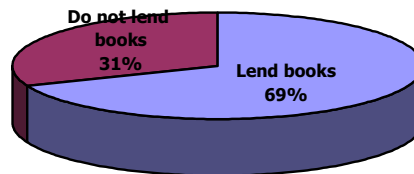
As socio-economic class decreases the percentage of respondents who lend their books decreases and as age bracket increases the percentage of respondents who lend their books decreases as elaborated from the following table for socio-economic class and age brackets.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	AB	C	DE	15-24	25-34	35-44	45-65
Respondents who read and have books at home	**53***	**370**	**397**	**291**	**211**	**159**	**159**
Respondents who lend books	78%	72%	66%	80%	67%	64%	58%
Respondents who do not lend books	23%	28%	34%	20%	33%	36%	42%

Respondents who read books and lend them to family and friends (565 respondents) mainly lend books with frequencies once per month and a few times per year as depicted in the following chart.

Frequency of lending books
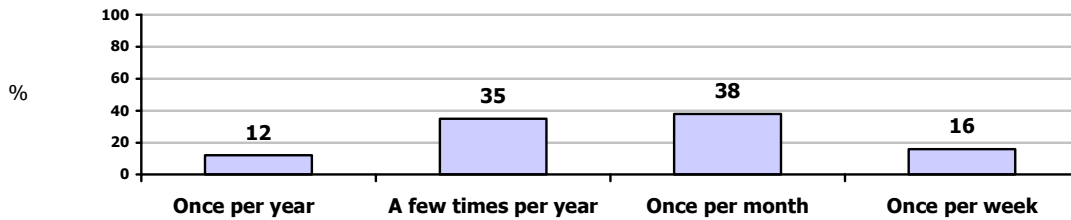
The majority of respondents who read and have books at home (793 respondents) also borrow books from family and friends.

Borrowing books
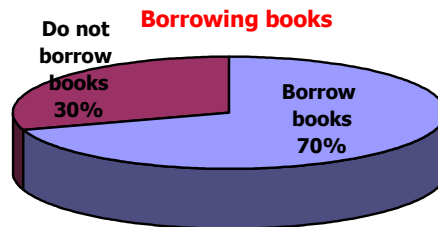
With age respondents' tendency to borrow books decreases; 15-24 (80% of 291 respondents), 25-34 (69% of 211 respondents), 35-44 (65% of 158 respondents), 45-65 (54% of 158 respondents) borrow books from family and friends.

Total respondents who read books and borrow books from family and friends (550 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Frequency of borrowing books
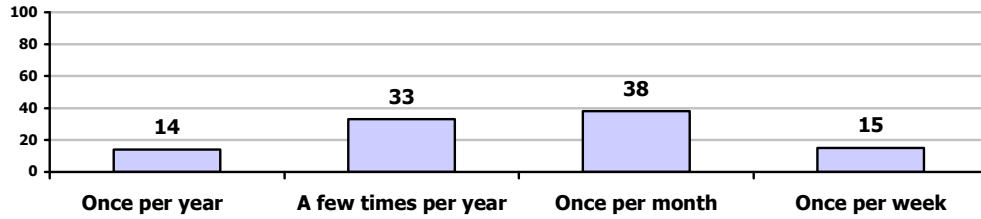
Though a majority of respondents who lend and borrow books from family and friends, a minority of respondents borrow books from public libraries.

Borrowing from public libraries
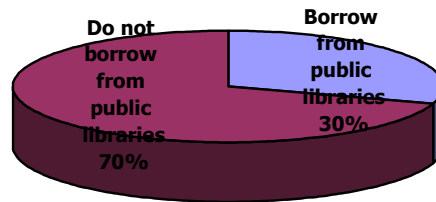
Only for the younger age bracket of 15-24 respondents borrow more from public libraries compared to other age brackets as shown in the following table.

|	15-24	25-34	35-44	45-65
All respondents who read books	**291**	**211**	**159**	**159**
Borrow from public libraries	**41**%	20%	30%	26%
Do not borrow from public libraries	59%	80%	70%	75%

From the total respondents who borrow books from public libraries, 244 respondents, a majority buy books once per month.

Frequency of visitng public libraries
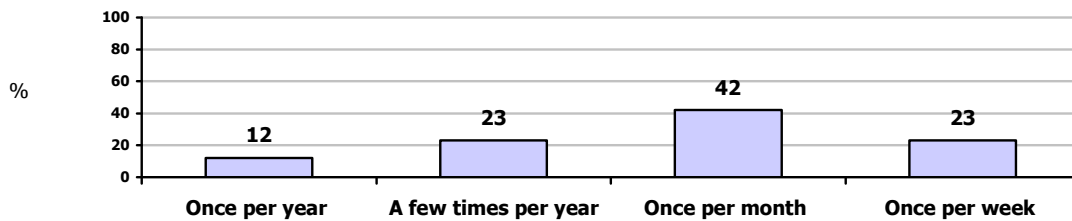
The AB socio-economic class mainly borrow from public libraries with frequencies; a few times per year and once per month compared to other classes.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	AB	C	DE
Respondents who read books P12M and borrow books from libraries	**7***	**128**	**109**
Once per year	0%	8%	18%
A few times per year	**50**%	29%	14%
Once per month	**50**%	40%	45%
Once per week	0%	24%	23%

Younger age bracket 15-24 borrow books from public libraries mainly once per month more compared to other age brackets as shown from the following table.

	15-24	25-34	35-44	45-65
Respondents who read books P12M and borrow books from libraries	**116**	**39***	**45***	**39***
Once per year	8%	22%	17%	11%
A few times per year	22%	24%	21%	24%
Once per month	47%	37%	40%	37%
Once per week	23%	17%	23%	29%

IV. Reading Contents

IV.1 Topics

A. Topics people read most:

Egyptian readers (863 respondents); 85% read religious books.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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A. Topics people read most

Topic	%
Computer-related topics / Graphics	6
Art	6
Cooking books	7
Contemporary poetry	7
Law/ laws	9
Yellow press	10
Literature / Biographies / Poetry / writings / Short stories	10
Weekly political magazines	12
Society/ Social issues	12
Contemporary novels	13
Historical books	14
Cultural topics	15
Sports	21
Textbooks for school or university	23
Children-related topics	25
Psychology	25
Cultural topics	25
Fashion/ Beauty/ Beauty books	25
General newspapers	57
Qoran	66
Religious books	85

Majority of Egyptians who used to read and stopped reading at a certain age (105 respondents) used to mainly read religious topics.

Topics readers used to read

Topic	%
Exact sciences /	3
Contemporary poetry	3
Weekly political	4
Historical books	6
How-to-books	7
Contemporary novels	7
Textbooks for school	29
General newspapers	32
Qoran	52
Religious books	69

B. Topic to read in the future (non-readers):

From total of Egyptian non-readers (119 respondents) majority would like to read in the future about religious topics.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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B. Topics non-readers like to read in the future
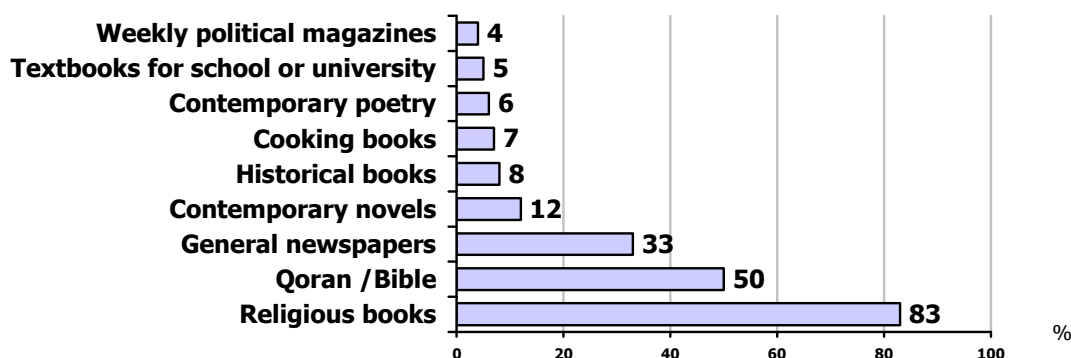
IV.2 Authors

A. Books/ Authors within past 3 months:

Egyptian respondents who read books (802 respondents) mainly read religious books as shown from the following table.

Book	Author	Percentage of respondents
Holy Quraan		15
Fiqh Al Sunna	Sayyed Thabet	2
Tafseer Al Quraan Al Karim	Ibn Katheer	2
Prophets' stories	unspecified	2
School / University Books	unspecified	2
Al Quraan Explanation	Mohamed Motwally Al-Shaarawy	2
Al Ayyam	Taha Hussein	1
Al Rahiq Al Makhtoum	Safey Al-Din Al-Maqam Kafoury	1
As'hab Al Rassoul	unspecified	1
Reyad Al Aaleheen	unspecified	1
Prophet's story	unspecified	1
Hesnol Muslim	Said Bin Ali Bin Wahb	1
The Bible	unspecified	1
Hayat Mohamed	unspecified	1
Qessas Al Anbeya'	Ibn Katheer	1
Fiqh Al Sunna	unspecified	1
Nothing		6
DK/DR		21

B. Favorite Titles or Authors:

Majority of Egyptian readers (802 respondents) read the Holy Quraan and their favorite author is Naguib Mahfouz.

| Favorite Author	Percentage of Respondents
Naguib Mahfouz	3
Mohamed Motwally Al-Shaarawy	3
Mostafa Mahmoud	2
Anis Mansour	2

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Taha Hussein	2
Ibn Katheer	2
Ihssan Abdul Qoddous	1
Abbas Al-Aqqad	1
Youssef Al-Sebaey	1
Farouq Gowaida	1
Nothing	23
DK/DR	25

Favorite title	Percentage of Respondents
Holly Quraan	3
Al Ayyam (Taha Hussein)	2
Prophets' stories	1
Tafseer Al Quraan (Mohamed Motwally Al-Shaarawy)	1
Tafseer Al Quraan Al Karim (Ibn Katheer)	1
Fiqh Al Sunna (Sayyed Thabet)	1
Bein Al Qasrein (Naguib Mahfouz)	1
Nothing	23
DK/DR	25

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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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 have bought books in the following languages as elaborated from the table:

	Arabic Language	English Language	French Language
Egyptians books readers who have purchased books in these languages	**502**	**52**	**10**
1- 10%	-	43%	38%
11- 20%	-	20%	13%
21- 30%	-	17%	-
31- 40%	-	9%	13%
41- 50%	1%	4%	-
51- 60%	1%	4%	-
61- 70%	2%	-	-
71- 80%	2%	2%	25%
81- 90%	3%	-	-
91-100%	90%	2%	13%

The previous table shows that among Egyptian readers who have purchased books within the past 12 months 90% have purchased from 91-100% of these books in Arabic language.

V.2 Translations

A. Readers Purchase of last 12 months:

From respondents who have bought books within past 12 months, 504 respondents, 8% have bought 1 book translated from a foreign language into Arabic as elaborated from the following chart

A. Translated books purchased within the past 12 months
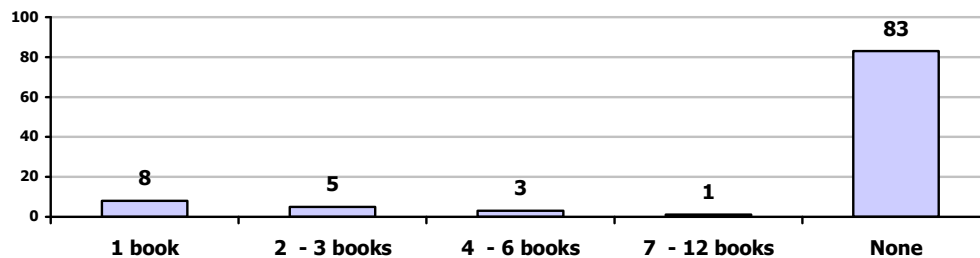
The data also showed that majority of respondents haven't bought books translated from foreign languages.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII. Readers Attitude

Egyptian books readers (802 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 following chart also shows that readers (863 respondents) enjoy reading as they read for pleasure and do not prefer partying over reading. Readers prefer to read stories themselves rather than hearing it from someone and prefer reading as hard copies more than reading online. Readers like TV, radio, and internet and they think it is a good alternative for reading.

VII. A. Books readers attitude

Usually I can afford to buy most of the books that I want/need

| 6 | 28 | 37 | 24 | 5 |

When I read an interesting book, I tell friends and family about it

| 3 | 8 | 32 | 55 | 2 |

Legend: ☐ Strongly disagree ■ 3 ☐ 2 ■ Strongly agree ☐ DK
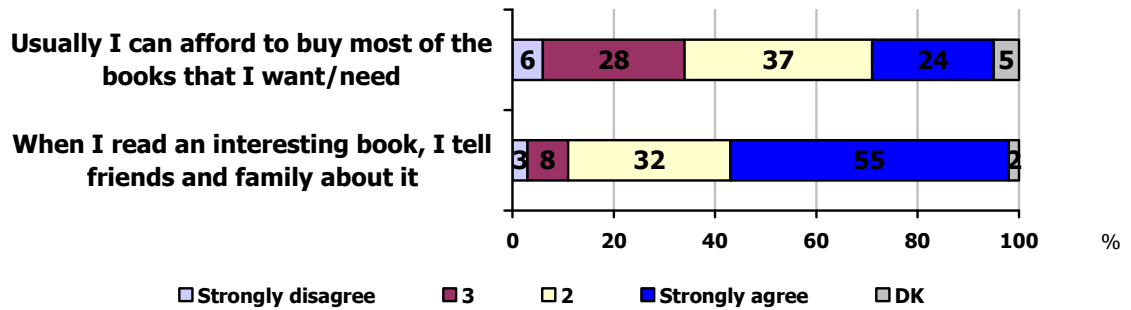
- 55% of Egyptian books' readers tell friends and family when they read interesting books
- 80% of Egyptian readers of books and others strongly agreed that Islam/Christianity teaches reading
- 52% of Egyptian readers of books and others strongly agreed that a book is a nice present to family and friends
- 59% of Egyptian readers of books and others strongly agreed that they read to improve themselves
- 50% of Egyptian readers of books and others strongly agreed that they have always liked reading

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.B. Readers attitude

Statement	Strongly disagree	3	2	Strongly agree	DK
Internet is interesting, but satellite TV is more interesting	22	23	23	20	12
Since I have access to the internet I read more, but online	48	27	10	5	10
Books are too expensive, I can't afford to read	16	33	27	22	2
There are not enough translations of foreign books into Arabic	11	18	22	24	25
The film version of a book is more attractive to me than the book itself	18	30	25	22	5
Most people buy books only to show off	39	33	16	7	5
A book is a nice present for friends or family	6	12	29	52	1
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	34	35	17	13	
I rarely read more than what is required	28	38	19	13	2
I read to improve myself	4	8	28	59	
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences, humanities	38	33	13	10	6
Arab authors writing in foreign languages just want to show off	33	29	15	9	14
Reading Arabic is too different from speaking Arabic	8	12	28	47	5
Arab authors need to write in foreign languages in order to sell abroad	12	18	17	25	28
I have always liked reading	2	11	36	50	
I like listening to stories, but I don't like reading myself	22	39	24	15	
Reading is the best way of learning, but qualifications don't count in real life	33	31	18	15	2
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all about	12	11	29	45	3
I read because I am not allowed to go out in the evening	44	27	14	14	
I do not read during traveling because buses, airports, and trains are overcrowded	20	27	21	31	1
I don't have time for reading, and on weekends I prefer to party	34	26	15	19	6
I think I read less than the average of my age	20	27	33	13	7
I think I read more than the average of my age	19	43	18	13	7
I think I read more than most other people I know	28	32	15	9	16
I prefer listening to the Qoran / Bible rather than to read myself	10	31	26	27	6
Islam / Christianity teaches Muslims / Christians to read	1	1	18	80	
Everybody will pretend that reading is important but most people know that TV is more interesting	11	20	20	36	13
Reading is good but I find it old-fashioned	67	26	4	3	
Reading is hard work because you need to concentrate	32	23	20	25	
I read for pleasure	18	16	29	36	

Legend: ☐ Strongly disagree ■ 3 ☐ 2 ■ Strongly agree ☐ DK

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.C. Non-Readers Attitude

Non- readers think positively of reading and do not consider it old-fashioned and find it a valuable present for family and friends but they prefer watching TV or movies. The data also showed that non-readers value the Arabic language and find it interesting but they feel that speaking Arabic is easier than reading in Arabic language as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.C. Non-readers attitude

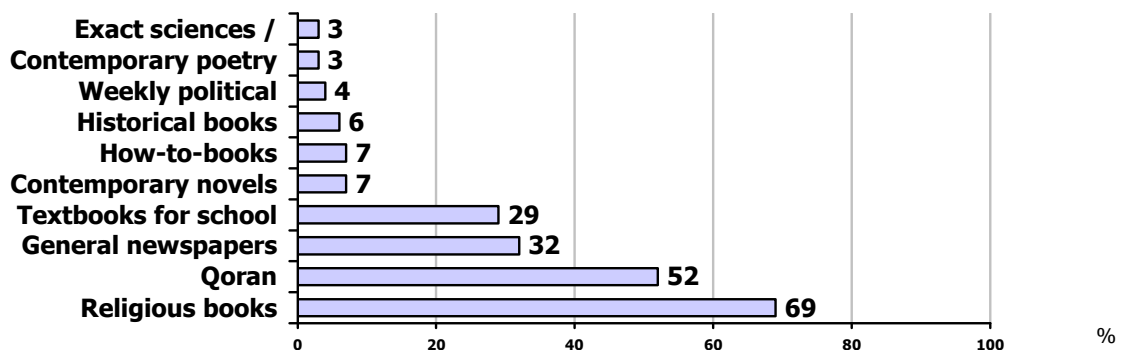| Statement	Strongly Disagree	3	2	Strongly Agree	Don't Know
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	34	16	22	26	2
Books are too expensive, I can't afford to read	23	30	19	27	
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences,	34	35	14	11	6
Arab authors writing in foreign languages just want to show off	38	22	10	9	21
There are not enough translations of foreign books into Arabic	6	26	18	20	30
Books in Arabic are less interesting	50	27	10	9	3
Reading Arabic is too different from speaking Arabic	12	10	36	41	1
Arab authors need to write in foreign languages in order to teach people abroad	13	16	22	27	22
Arab authors need to write in foreign languages in order to sell abroad	14	17	18	24	27
The film version of a book is more attractive to me than the book itself	16	21	24	33	6
I like listening to stories, but I don't like reading myself	22	27	25	26	
Reading is the best way of learning, but qualifications don't count in real life	36	30	18	14	2
Reading a book, watching TV, listening to the radio or surfing the Internet is the same.It's all	15	14	19	47	5
Internet is interesting, but satellite TV is more interesting	16	14	21	26	23
Most people buy books only to show off	44	25	14	10	6
A book is a nice present for friends or family	9	17	26	48	
I don't have time for reading, and on weekends I prefer to party	39	16	22	18	4
I think most people of my age don't read either	23	30	23	9	14
I think most other people I know don't read either	25	19	27	16	12
I prefer listening to the Qoran rather than to read myself	13	22	22	42	1
Islam teaches Muslims to read	5	5	17	70	3
Everybody will pretend that reading is important but most people know that TV is more	19	20	25	34	2
Reading is good but I find it old-fashioned	62	22	11	5	
Reading is hard work because you need to concentrate	22	25	15	37	1

Legend: □ Strongly Disagree ■ 3 □ 2 ■ Strongly Agree □ Don't Know

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VIII.A. Readers Lifestyle

A. Readers lifestyle:

Lifestyle is how respondents spend their time and money, readers are interested in travel, history, culture, taking care of their health, enjoying nature, cooking, and knowing more about news and current events. The other chart also shows that readers spend considerable time socializing with family and friends, shopping, and to make themselves more educated.

VIII.A. Readers lifestyle

Category	Very Much	Much	Little	Very Little
Business	24	22	20	34
Geography	6	13	33	48
Music	22	20	31	27
Nature	44	27	17	12
Health	69	16	6	8
Cooking/food	43	17	17	23
Sports	30	22	22	26
Automobiles	12	8	23	56
Technology	16	21	32	31
News and current affairs	53	24	16	7
Religion	93	5		
Literature	29	19	27	25
Politics	17	13	25	44
Culture	35	29	24	12
History	37	29	22	12
Travel	39	24	20	17

□ Very Much   ■ Much   □ Little   ■ Very Little

Main finding from the previous and the following charts:

- 93% of Egyptian readers life is occupied with religion
- 92% follow religious obligations
- 86% are concerned of looking well groomed
- 69% of Egyptian readers lives is occupied with health
- 69% are occupied with socializing with family and friends
- 65% are interested to learn about current affairs in the world
- 63% are concerned to gain knowledge about topics that are important for me
- 56% are concerned by making themselves more educated
- 53% are interested in news and current affairs

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers lifestyle cont'd

	Very Much	Much	Little	Very Little
shopping	22	39	25	14
surfing the internet	10	8	12	70
socializing with family and friends	69	23	7	1
going to movies	5	6	20	69
exercising	26	19	26	29
to make myself more educated	56	30	11	3
to gain knowledge about topics that are important for me	63	26	9	1
to follow my religious obligations	92	7	1	1
to look well groomed	86	12	1	1
to learn about current affairs in the world	65	20	10	5
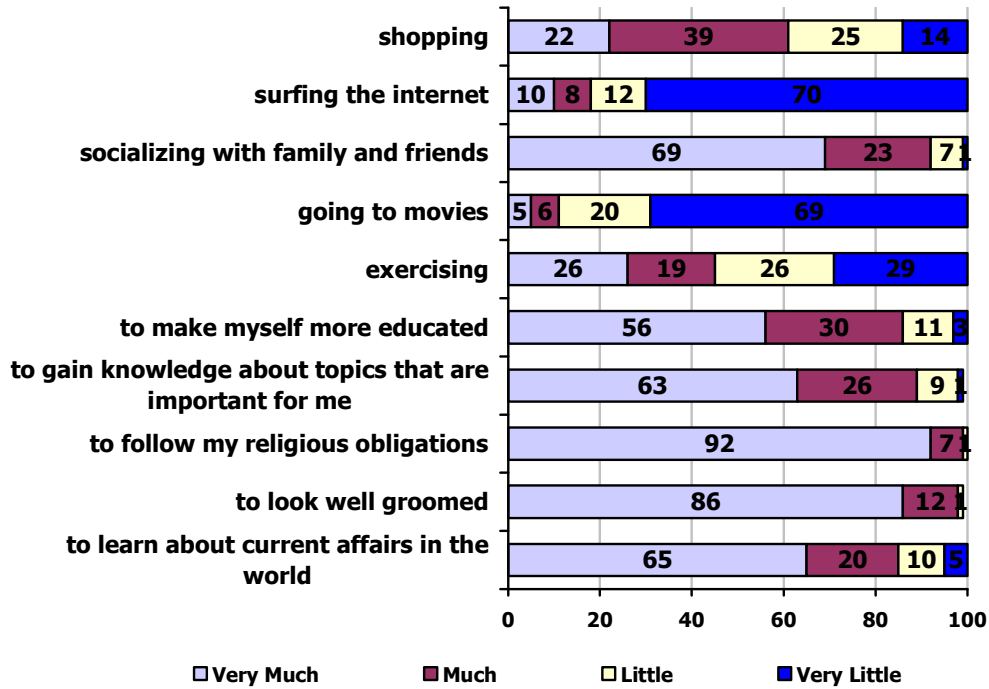
B. Time spent during weekdays:

Basically during weekdays, Egyptian readers spend their time between working, sleeping, and studying as shown from the following tables

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	**623**	**205**	**890**	**750**	**786**
Less than 1 hr	1%	-	-	33%	4%
From 1 hour - 2 hours	5%	8%	2%	60%	58%
More than 2 hour - 3 hours	6%	10%	1%	5%	18%
More than 3 hour - 4 hours	8%	9%	3%	1%	9%
More than 4 hour - 5 hours	12%	17%	5%	1%	7%
More than 5 hour - 6 hours	21%	24%	26%	-	3%
More than 6 hour - 7 hours	7%	8%	18%	-	1%
More than 7 hour - 8 hours	28%	19%	39%	-	1%
More than 8 hour - 9 hours	3%	2%	3%	-	-
More than 9 hour - 10 hours	7%	3%	4%	-	-
More than 10 hour - 11 hours	1%	-	-	-	-
More than 11 hour - 12 hours	3%	1%	1%	-	-
More than 12 hour - 13 hours	-	-	-	-	-
More than 13 hours	1%	-	-	-	-
Average in Hours	**7**	**6**	**7**	**1**	**2**

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	**145**	**792**	**874**	**329**	**876**	**888**
Less than 1 hr	13%	36%	20%	49%	24%	47%
From 1 hour - 2 hours	79%	59%	77%	48%	70%	52%
More than 2 hour - 3 hours	7%	4%	2%	3%	5%	1%
More than 3 hour - 4 hours	1%	1%	2%	-	1%	-
More than 4 hour - 5 hours	-	-	-	-	-	-
More than 5 hour - 6 hours	1%	-	-	-	-	-
More than 6 hour - 7 hours	-	-	-	-	-	-
More than 7 hour - 8 hours	-	-	-	-	-	-
More than 8 hour - 9 hours	-	-	-	-	-	-
More than 9 hour - 10 hours	-	-	-	-	-	-
More than 10 hour - 11 hours	-	-	-	-	-	-
More than 11 hour - 12 hours	-	-	-	-	-	-
More than 12 hour - 13 hours	-	-	-	-	-	-
More than 13 hours	-	-	-	-	-	-
Average in Hours	**1**	**1**	**1**	**1**	**1**	**1**

C. Time spent during weekends:

Majority of respondents sleep during weekends as shown from the following tables, also work or studying for students and socializing with family and friends occupies time of readers during week ends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	242	36	907	656	866
Less than 1 hr	1%	-	-	32%	1%
From 1 hour - 2 hours	23%	12%	3%	55%	30%
More than 2 hour - 3 hours	18%	18%	1%	8%	19%
More than 3 hour - 4 hours	16%	21%	1%	4%	21%
More than 4 hour - 5 hours	12%	12%	1%	1%	15%
More than 5 hour - 6 hours	14%	12%	11%	1%	7%
More than 6 hour - 7 hours	6%	6%	9%	-	3%
More than 7 hour - 8 hours	7%	12%	43%	-	3%
More than 8 hour - 9 hours	1%	3%	11%	-	-
More than 9 hour - 10 hours	2%	6%	16%	-	-
More than 10 hour - 11 hours	-	-	-	-	-
More than 11 hour - 12 hours	1%	-	3%	-	-
More than 12 hour - 13 hours	-	-	-	-	-
More than 13 hours	-	-	-	-	-
Average in Hours	**4**	**5**	**8**	**1**	**4**

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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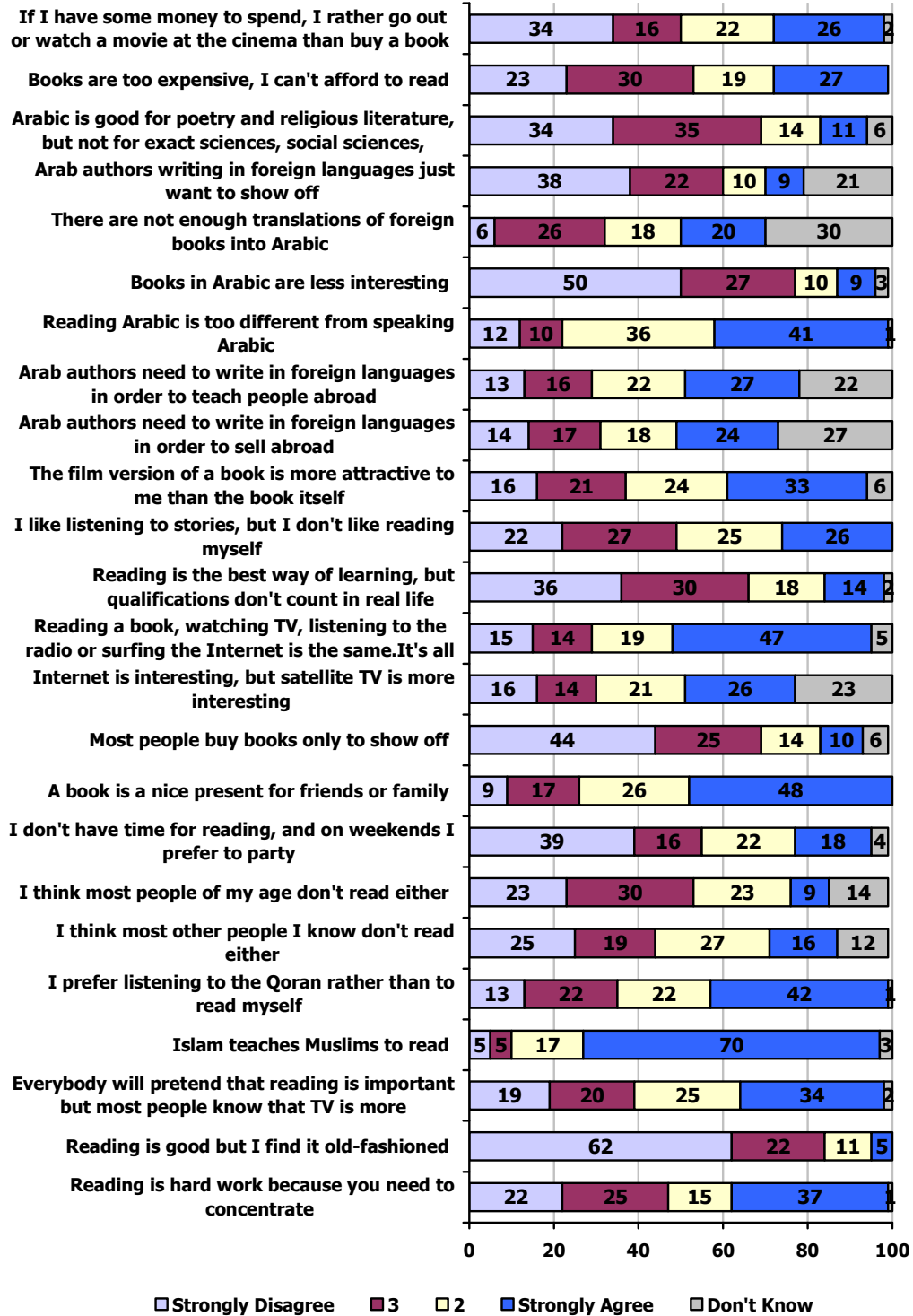
	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	158	820	869	391	888	887
Less than 1 hr	11%	29%	15%	39%	19%	34%
From 1 hour - 2 hours	72%	62%	82%	56%	72%	64%
More than 2 hour - 3 hours	11%	7%	2%	4%	7%	1%
More than 3 hour - 4 hours	4%	2%	1%	1%	2%	-
More than 4 hour - 5 hours	2%	-	-	-	-	-
More than 5 hour - 6 hours	1%	-	-	-	-	-
Average in Hours	**2**	**1**	**1**	**1**	**1**	**1**

D. Spending free time:

The majority of Egyptian readers, 863 respondents, spend their free time on the following activities and as shown from the following chart:

⇨Watching TV
⇨Listening to the Radio
⇨Socializing with family and friends
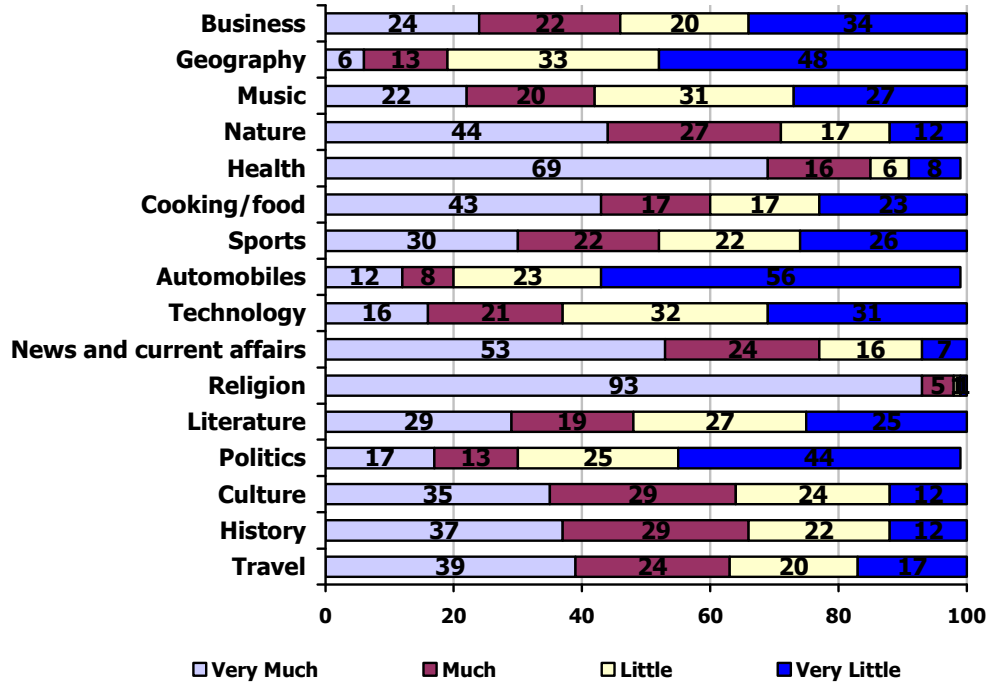⇨Resting
⇨Spending time alone at home
⇨Reading newspaper

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII. D. Spending free time

Legend:
- Daily
- 5-6 days/week
- 3-4 days/week
- Once a week
- Once in 2 weeks
- Once in 3 weeks
- Once in a month
- Less often
- Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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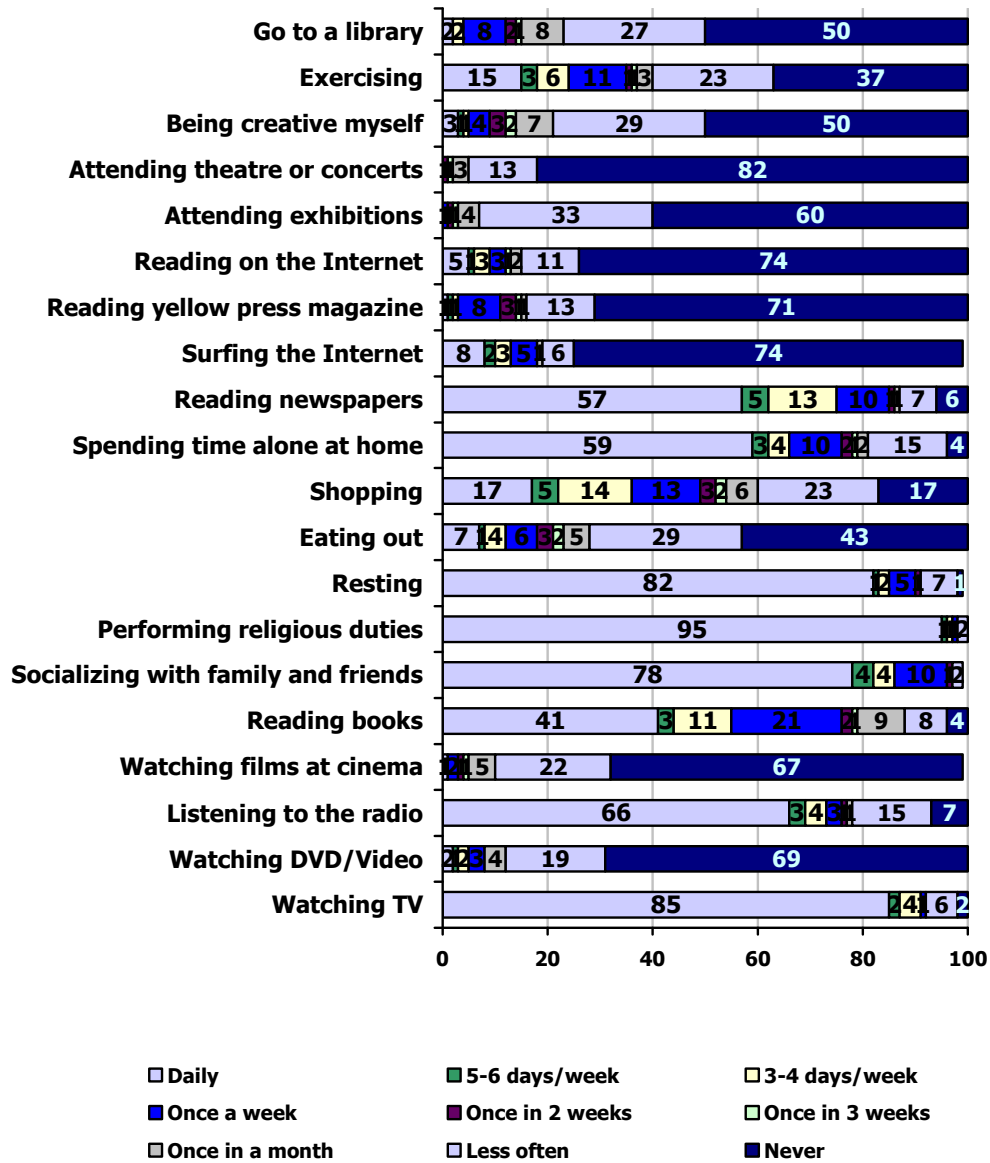
VIII.E. Non-Readers Lifestyle

E. Non-Readers lifestyle:

Egyptian non-readers (119 respondents) are mainly interested in following as also shown from the following chart:

- o Religion (94%)
- o Health (73%)
- o Cooking/food (53%)
- o Nature (50%)

VIII.E. Non-readers lifestyle

Category	Very Much	Much	Little	Very Little
Business	35	26	15	24
Geography	5	13	27	55
Music	18	30	22	30
Nature	50	26	16	7
Health	73	18	6	3
Cooking/food	53	17	13	17
Sports	22	19	26	33
Automobiles	14	14	20	52
Technology	14	18	32	36
News and current affairs	27	26	26	21
Religion	94	4	2	
Literature	26	23	19	32
Politics	10	9	26	55
Culture	27	28	29	16
History	30	26	24	20
Travel	27	20	26	27

□ Very Much   ■ Much   □ Little   ■ Very Little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
shopping	26	33	26	15
surfing the internet	10	6	13	70
socializing with family and friends	64	26	6	4
going to movies	2	10	17	71
exercising	18	18	28	36
to make myself more educated	51	27	19	
to gain knowledge about topics that are important for me	48	30	15	6
to follow my religious obligations	90	9	1	
to look well groomed	81	14	5	
to learn about current affairs in the world	43	22	18	17

Egyptian non-readers (119 respondents) are also interested in the following as shown from the previous chart:

- Following religious obligations (90%)
- To look well groomed (81%)
- Socializing with family and friends (64%)
- To make themselves more educated (51%)

F. Time allocation on weekdays:

Majority of respondents spend weekdays working, studying or sleeping as shown from the following tables.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Egyptian non-readers who use their time in following Activities	**89***	**15***	**119**	**95***	**114**
Less than 1 hour	-	-	-	23%	3%
1-2 hours	4%	6%	-	69%	52%
more than 2-3 hours	5%	6%	-	3%	13%
more than 3-4 hours	12%	12%	-	4%	14%
more than 4-5 hours	6%	19%	3%	-	9%
more than 5-6 hours	19%	37%	22%	-	4%
more than 6-7 hours	11%	6%	17%	-	2%
more than 7-8 hours	29%	12%	44%	-	2%
more than 8-9 hours	2%	-	5%	-	1%
more than 9-10 hours	6%	6%	6%	-	-

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

more than 10-11 hours	1%	-	2%	-	-
more than 11-12 hours	2%	-	2%	-	-
more than 14-15 hours	1%	-	1%	-	-
Average in hours	**7**	**6**	**8**	**1**	**3**

	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Egyptian non-readers who use their time in following Activities	**16***	**113**	**38***	**116**	**118**
Less than 1 hour	20%	7%	33%	9%	23%
1-2 hours	67%	84%	67%	84%	74%
more than 2-3 hours	13%	5%	-	6%	2%
more than 3-4 hours	-	3%	-	2%	-
more than 4-5 hours	-	1%	-	-	-
Average in hours	**1**	**1**	**1**	**1**	**1**

G. Time allocation on weekends:

Majority of respondents spend weekends working or studying for students and sleeping as shown from the following tables. Also non-readers as well as readers spend considerable time with family and friends during weekends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who didn't read P12M and use their time in following Activities	**45**	**2**	**127**	**93**	**116**
Less than 1 hour	-	-	-	25%	1%
1-2 hours	11%	-	2%	56%	37%
more than 2-3 hours	7%	-	1%	8%	12%
more than 3-4 hours	31%	-	1%	9%	21%
more than 4-5 hours	11%	50%	2%	2%	12%
more than 5-6 hours	13%	-	10%	-	11%
more than 6-7 hours	4%	-	6%	-	2%
more than 7-8 hours	7%	-	45%	-	3%
more than 8-9 hours	2%	-	9%	-	-
more than 9-10 hours	9%	50%	17%	-	-
more than 10-11 hours	-	-	1%	-	1
more than 11-12 hours	4%	-	6%	-	1
more than 14-15 hours	-	-	1%	-	-
Average in hours	**5**	**8**	**8**	**1**	**4**

	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Respondents who didn't read P12M and use their time in following Activities	**12***	**129**	**42**	**120**	**118**
Less than 1 hour	8%	8%	23%	9%	17%
1-2 hours	67%	85%	65%	77%	80%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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more than 2-3 hours	17%	5%	8%	7%	2%
more than 3-4 hours	8%	1%	5%	3%	1%
more than 4-5 hours	-	1%	-	2%	-
more than 5-6 hours	-	-	-	1%	-
more than 6-7 hours	-	-	-	1%	-
Average in hours	**2**	**1**	**1**	**2**	**1**

H. Spending free time:

Majority of Egyptian non-readers, 119 respondents, spend their free time on the following activities:

⇨ Watching TV
⇨ Performing Religious duties
⇨ Socializing with family and friends
⇨ Resting
⇨ Spending time alone at home

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
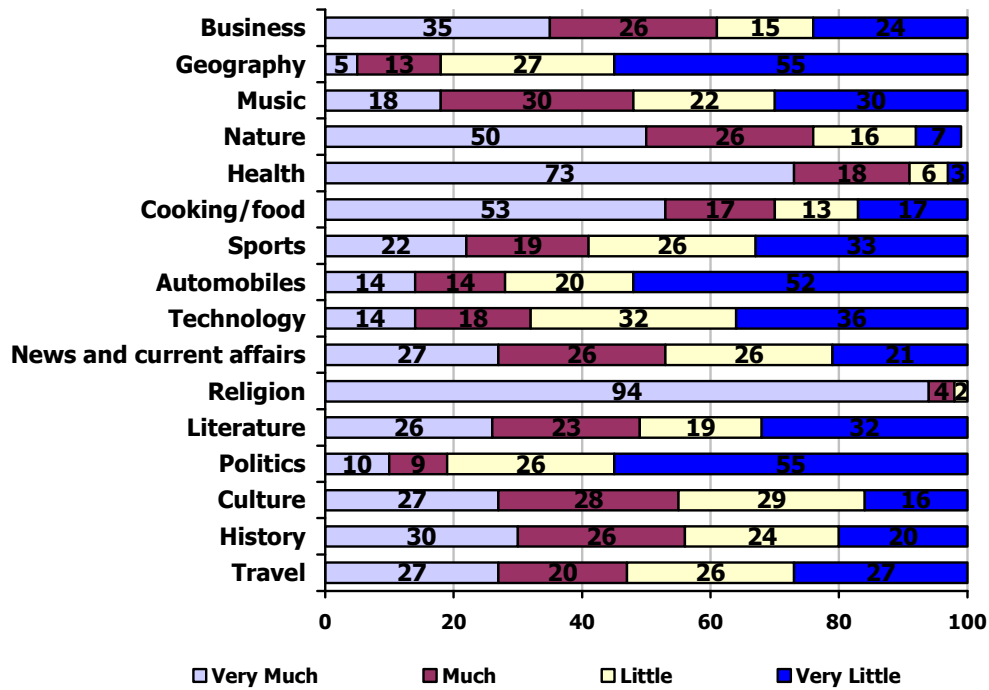
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VIII.H. Spending free time

Exercising — 12, 2, 10, 4, 2, 1, 34, 34
Being creative myself — 4, 9, 1, 10, 27, 47
Attending theatre or concerts — 1, 2, 22, 73
Attending Exhibitions — 1, 1, 4, 32, 60
Surfing the internet — 6, 2, 5, 2, 14, 69
Spending time alone at home — 50, 6, 7, 2, 3, 4, 18, 9
Shopping — 22, 2, 10, 10, 2, 11, 23, 17
Eating Out — 5, 2, 2, 2, 32, 53
Resting — 69, 2, 2, 4, 4, 2, 17
Religious duties — 91, 1, 3, 2, 1
Socializing with family and friends — 66, 5, 10, 9, 2, 6
Watching films at cinema — 1, 2, 2, 4, 22, 67
Listening to the Radio — 48, 2, 6, 3, 2, 28, 11
Watching DVD/video — 2, 2, 2, 2, 2, 38, 50
Watching TV — 78, 2, 4, 4, 10, 1

Legend:
- ☐ Daily
- ■ 5-6 days/week
- ☐ 3-4 days/week
- ■ Once a week
- ■ Once in 2 weeks
- ☐ Once in 3 weeks
- ☐ Once in a month
- ☐ Less often
- ■ Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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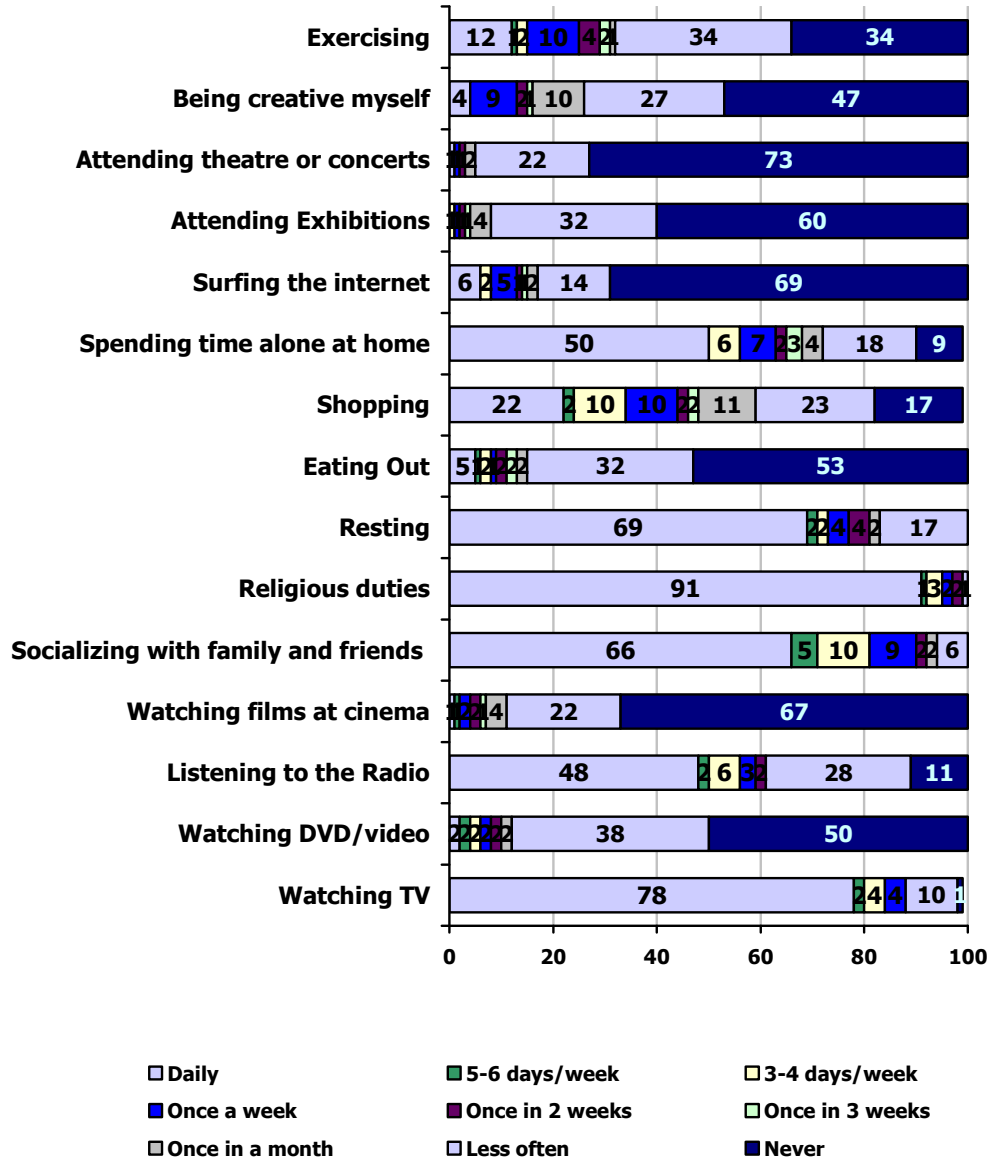
IX. Conclusion and Recommendations

IX. A. Conclusion:

Channels of reading:

From the 1000 interviewed respondents, 88% were considered readers and 12% were considered non-readers. A majority of Egyptian readers read newspaper and magazines (90%) and prefer to read about news, politics, economics, current events.

Among Egyptian readers 22% use the internet mainly for news and general information. Internet users read magazines and newspapers online (62%) and mainly read on news and general information and sports. Among internet users, the majority do not print from online (69%). Internet users who read online do not know online encyclopedias (87%) or online libraries (85%). As for Egyptian non-readers, the majority do not use the internet (88%) and those who use the internet use it mainly for chatting (80%).

Frequency Issues:

On average Egyptian readers of newspapers and magazines read for 40 minutes per day, read online for 70 minutes per day and read books for 10 days per month and spend 54 minutes per day reading. Egyptian book readers keep on average 45 books at home among which 11-50 books are school/university books. Egyptian readers mainly read at night (40%), in the evenings (28%) and during weekends (44%).

Egyptian non-readers who used to read at a certain age, on average used to read 15 books per year a majority of which were school and university books. Non-readers who use the internet use it for an average of 79 minutes per day.

Location Issues:

The majority of Egyptian book readers keep books in a special place at home (79%). Egyptian readers' favorite place for reading is at home (85%).

Reasons for reading:

The majority of Egyptian readers started reading when they learned reading at school (93%) and have decreased/stopped reading around age 19-25 (36%). The main reason that Egyptian readers have stopped reading is time limitations (75%) while the main reason given for restarting to read is finding interesting books. The majority of Egyptian readers are currently reading the Holy Quraan (29%).

Among Egyptian non-readers, 81% have been readers before and have started reading when they learned reading at school (93%). Egyptian non-readers have stopped reading mainly at age 19-25 (43%) because of not having time (67%) and the vast majority haven't re-started to read (84%).

Representation of languages:

Egyptian readers of newspapers and magazines, books and online readers prefer to read in the Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (92%). Egyptian non-reader also prefer to read in Arabic the language (88%) and a majority read online in the Arabic language (92%).

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Information and documentation channels:

Egyptian readers mainly get information about interesting books from people working in book shops (82%). A majority of Egyptian readers do not know TV programs that promote books (81%) and those who know TV programs, mainly watch "Reading for All" program on channel1 for Dalia Nasr (28%), but the majority do not buy books that were mentioned in TV programs (89%). Egyptian non-readers do not know TV programs that present books (88%) and among those who know programs; 33% know "Reading for All" program.

Egyptian readers attend book fairs (71%) and attend them every year (40%). Egyptian readers mainly attend the fair because of the selection of books (69%).

Egyptian readers who have attended an event focused on reading (29%) have attended book clubs (48%), while non-readers who have attended an event focused on reading (12%) have attended the Book Fair (35%).

Slightly more than half of Egyptian readers have visited libraries before (57%) and approximately one third go to the library once per week. The majority of Egyptians haven't ordered books using ISBN number (82%) and 18% do not know this service.

Pricing/ Purchase Power Issues:

On average Egyptians book readers bought 6 books within the past 12 months and 37% didn't buy any books. Egyptian book readers pay on average 11 EGP for a book and consider 15 EGP a good price for a book while 58% mentioned that price doesn't matter. Among non-readers 54% mentioned that price does not matter for them while on average non-readers mentioned that reasonable purchase price is 11 EGP.

Topics/ Authors:

Egyptian readers mainly like to read in religious topics (85%), mainly read the Holy Quraan (15%) and their favorite author is Naguib Mahfouz. Egyptian non-readers are interested in religious books too as 83% like to read in the future about religion.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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DETAILED FINDINGS

Part 2: LEBANON

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Table of Contents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Detailed Findings

Lebanese Readers:

From a total of 1,000 Lebanese respondents interviewed, 44% are readers and 56% are non readers as shown from the following chart.

3.I. Percentage of Lebanese readers

Non-readers, 56   Readers, 44

Definition of readers and non-readers presented in the research is as follows:

Readers: Lebanese respondents who have read books, newspapers, magazines, etc. in the last 12 months.

Non-readers: Lebanese respondents who haven't read books, newspapers, magazines, etc. in the last 12 months.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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I. Reading Habits

I.1 Channels of Reading:

A. Reading Newspapers and Magazines:

Majority of Lebanese readers (432 respondents) read newspapers and magazines. As shown from the following graph 93% of the sample read newspapers and magazines and 7% do not read newspapers and magazines.

4.I.1.A. Reading newspapers & magazines

Do not read magazines & newspapers, 7

read magazines & newspapers, 90
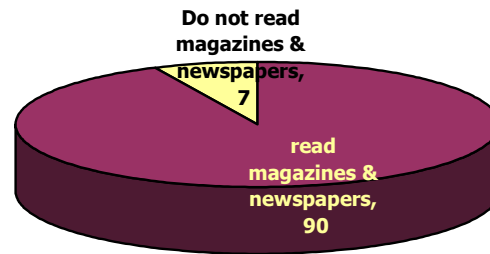
B. Profile of Newspapers and Magazines preferred:

The main topics that Lebanese newspapers and magazines readers (403 respondents) are interested in are; news, politics, economics, and current events, society, celebrities, and gossip, and finally fashion and beauty as shown from the following chart.

4.I.1.B. Profile of newspapers & magazines preferred

Category	Value
News, politics, economics, current events	72
Society, celebrities gossip	39
Fashion and beauty	38
Health	20
Sports	17
Religion	13
Literature	9
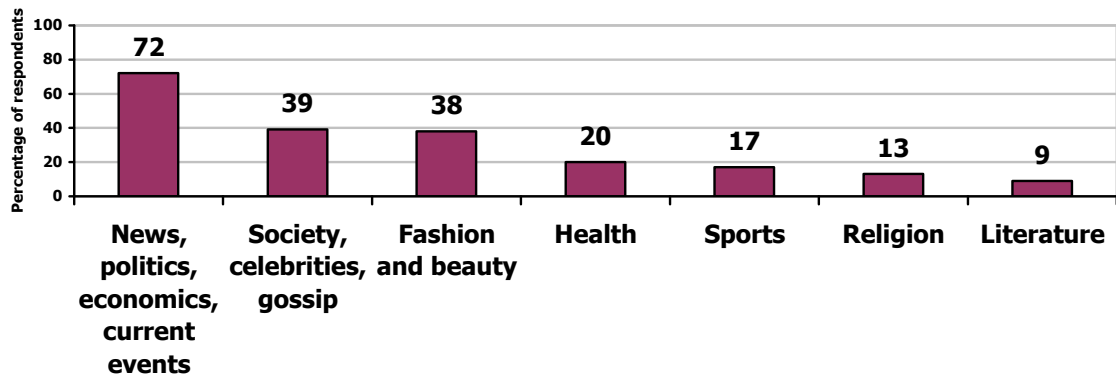
Lebanese males who read newspapers and magazines (186 respondents) read in sports more than females (186 respondents) and females read more than males in fashion and beauty as shown from the following table:

	Male	Female
Lebanese readers of newspapers and magazines	**186**	**186**
News, politics, economics, current events	89%	55%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Sports	29%	6%
Society, celebrities, gossip	22%	57%
Fashion and beauty	10%	67%
Religion	10%	15%
Literature	9%	8%
Health	8%	33%

Among Lebanese readers who read newspapers and magazines, the data has shown some variances among different age brackets in the topics Lebanese readers are interested in as shown from the following chart:

4.I.1.B. Preferred newspapers & magazines by age
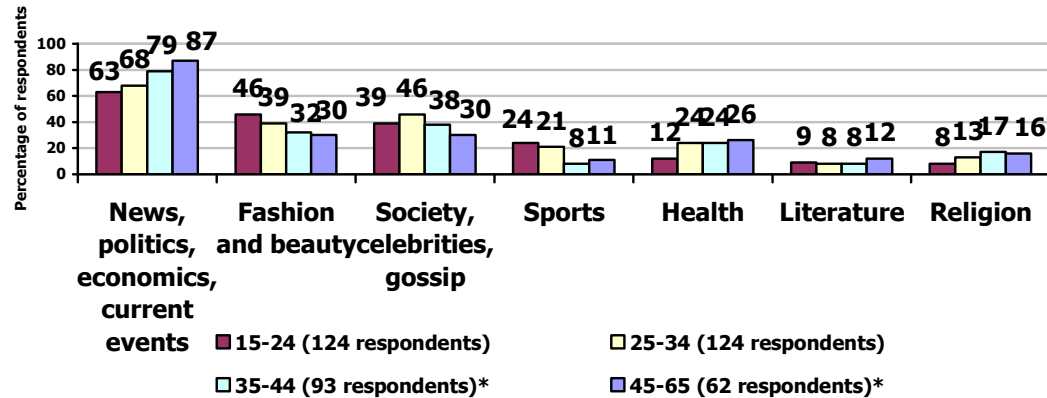
C. Internet Usage:

a) Percentage of Lebanese who use the internet:

Among Lebanese readers (432 respondents) 54% use the internet as shown from the following chart.
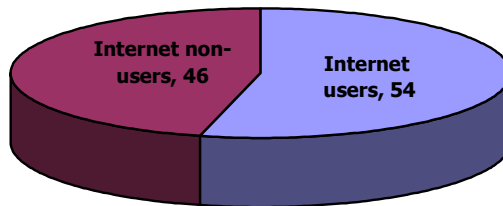
4.I.1.C.a. Percentage of internet users

As socio-economic class decreases the percentage of Lebanese readers who use the internet decreases as shown from the following table:

	AB	C	DE
Lebanese readers	**133**	**232**	**66***
Use internet	73%	53%	30%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Do not use the internet	27%	47%	71%

As age increases the percentage of Lebanese readers who use the internet decreases as shown from the following table:

	15-24	**25-34**	**35-44**	**45-65**
Lebanese readers	**133**	**133**	**100**	**66***
Use the internet	78%	63%	38%	14%
Do not use the internet	22%	37%	62%	86%

b) Reasons for using internet:

From 238 Lebanese respondents who use the internet; the majority log on to the internet for e-mail usage as shown from the following chart.

4I.1.Cb) Reasons for using internet

Category	Percentage
Fashion and beauty	11
Sports	18
Political scandals	19
Reading newspapers and magazines	24
Research, education	41
Art/ Music/ Songs	43
Games	43
News and general information	48
Chatting	62
Email	75

Percentage of respondents
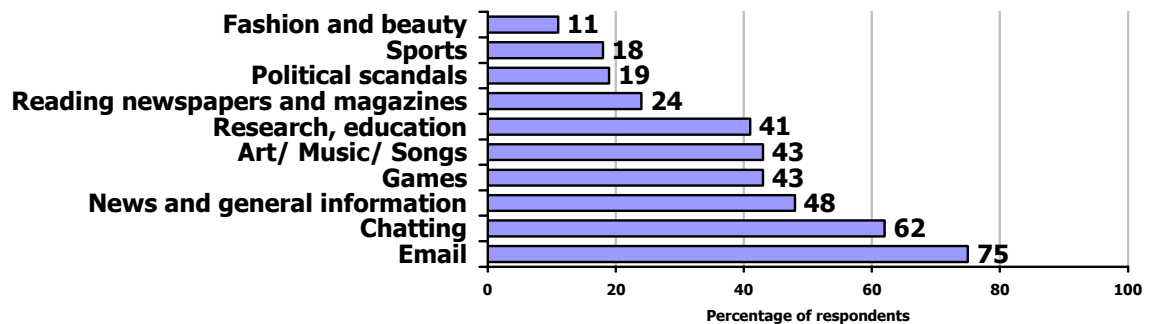
Urban Lebanese residents use the internet for e-mail more than rural residence while rural residence use the internet for news and general information more than e-mail usage as shown from the following chart.

4I. 1Cb) Reasons for using internet by residence area
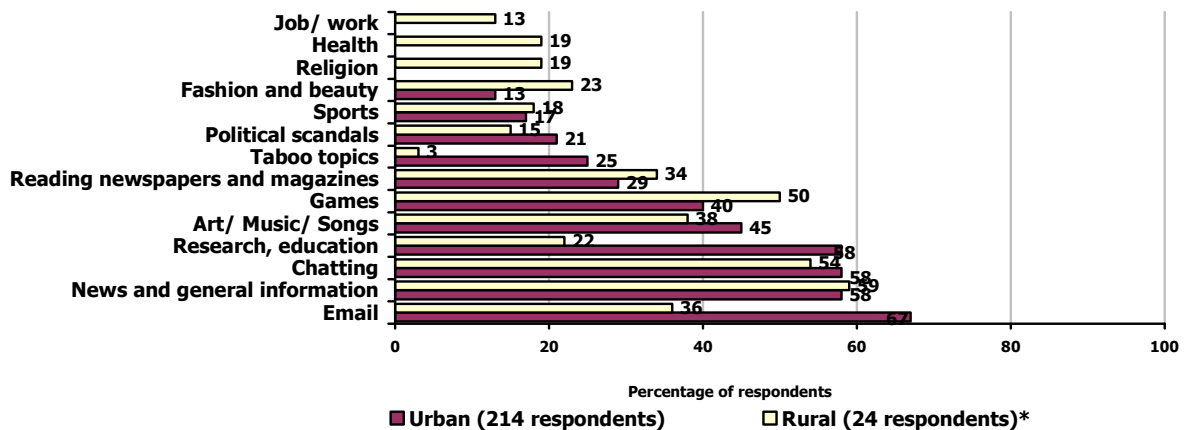
Category	Urban	Rural
Job/ work		13
Health		19
Religion		19
Fashion and beauty	13	23
Sports	18	17
Political scandals	15	21
Taboo topics	3	25
Reading newspapers and magazines	34	29
Games	50	40
Art/ Music/ Songs	38	45
Research, education	22	58
Chatting	54	58
News and general information	58	58
Email	67	36

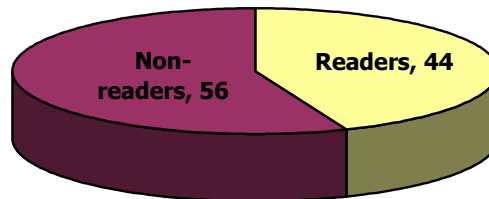Percentage of respondents

■ **Urban (214 respondents)**   □ **Rural (24 respondents)***

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Lebanese males surf the internet for games more than females, while females use the internet for music/arts/ & songs more than males as shown from the following chart.

4I. 1Cb) Reasons for using internet by gender

Reason	Male	Female
Religion	2	5
Fashion and beauty	5	19
Job/ work	6	
Health	7	9
Taboo topics	2	12
Political scandals	11	26
Sports	6	28
Reading newspapers and magazines	17	31
Art/ Music/ Songs	35	55
Research, education	36	47
News and general information	44	52
Games	27	53
Chatting	61	63
Email	70	80

Percentage of respondents

■ Male (119 respondents)   □ Female(119 respondents)
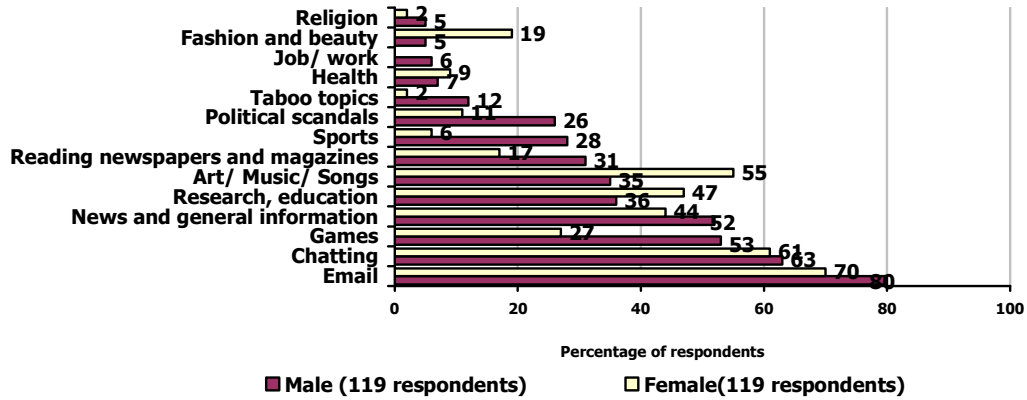
C socio-economic class surf the internet for games more than other socio-economic classes while DE class surf the internet for fashion and beauty and sports more than other socio-economic classes as shown from the following chart.

4I.1C. b) Reasons for using internet by socio-economic class

Reason	AB	C	DE
Religion	1	5	4
Taboo topics	3	10	4
Job/ work	8		
Sports	11	18	39
Health	13	5	9
Fashion and beauty	26	6	15
Games	33	69	
Political scandals	19	17	
Reading newspapers and magazines	25	26	26
Research, education	44	42	
News and general information	43	44	
Art/ Music/ Songs	58	23	67
Chatting	59	66	52
Email	74	76	74

Percetnage of respondents

■ AB (83 respondents)*   □ C (131 respondents)   ■ DE (119 respondents)

The younger the age bracket among Lebanese respondents the more the percentage of respondents who use the internet for chatting. The age bracket from 45-65 do not surf the internet for games, sports, or health topics as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. b) Reasons for using internet by age

Reason	15-24	25-34	35-44	45-65
Health	4	10	22	
Job/ work	5			
Religion	5		3	
Fashion and beauty	9	12	16	18
Taboo topics	10		6	15
Sports			16	20, 19
Political scandals	18	20	15, 18	9
Reading newspapers and magazines	30	23		
Games	45	40	33	27
Research, education	45	40	34	55
News and general information		48, 49	47	
Art/ Music/ Songs	50		20, 33	73, 84
Email	72	77		
Chatting	80	54	38	18

Percentage of respondents

■ 15-24 (119 respondents)   □ 25-34 (83 respondents)*
■ 35-44 (36 respondents)*   □ 45-65 (12 respondents)*
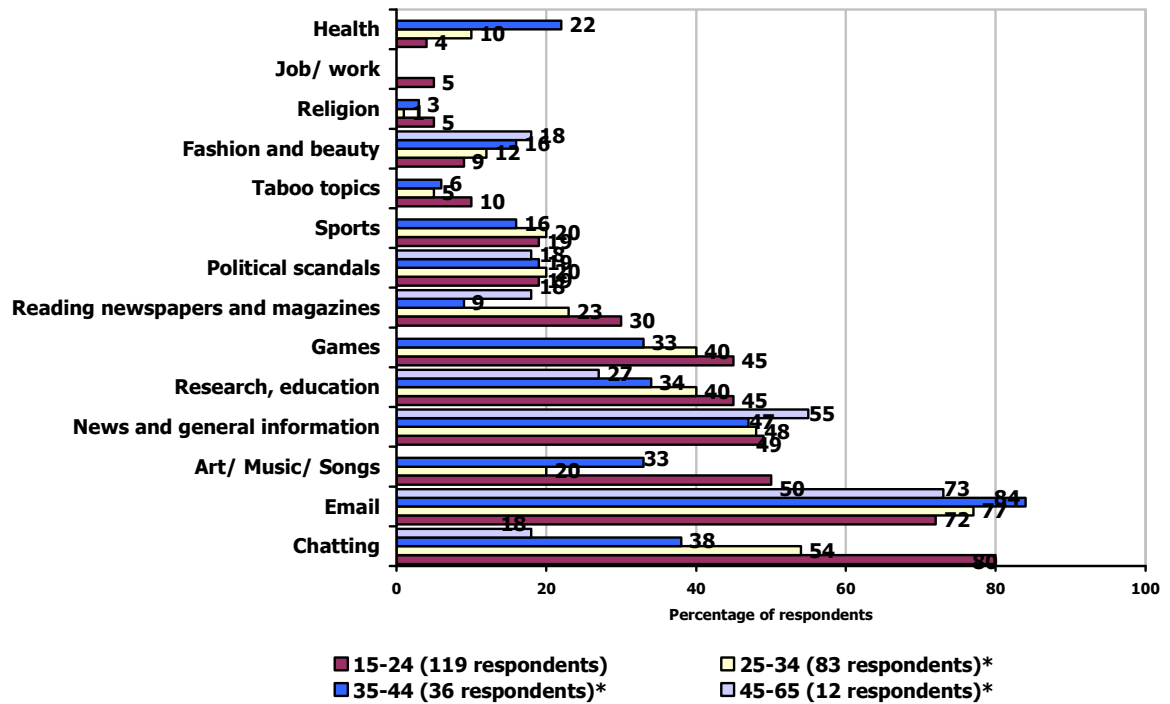
c) Reading Online:

Among Lebanese respondents who use the internet, 238 respondents, 67% read online.

4I.1C. c) Reading online among internet users

Do not read online, 33
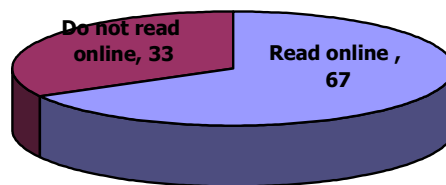
Read online , 67

d) Reading newspapers & magazines online:

From Lebanese respondents who use the internet and read online, 162 respondents, 65% read newspapers and magazines online as shown from the following chart:

4I.1C. d) Internet users who read newspapers and magazines online

Do not read newspapers & magazines online, 35

Read newspapers & magazines online, 65

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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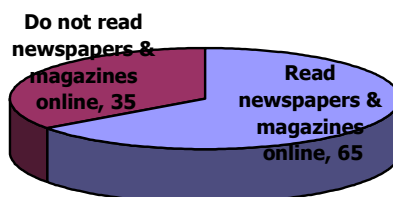
Lebanese males who use the internet, read online more than Lebanese females as shown from the following table:

	Male	Female
Respondents who use the internet and read online*	**81**	**81**
Read newspapers and magazines	78%	51%
Do not read newspapers and magazines	22%	49%

e) Topics of interest online:

Lebanese internet users who read newspapers and magazines online (102 respondents) mainly read about news and general information as shown from the following chart:

4I.1C. e) Topics of interest to online readers
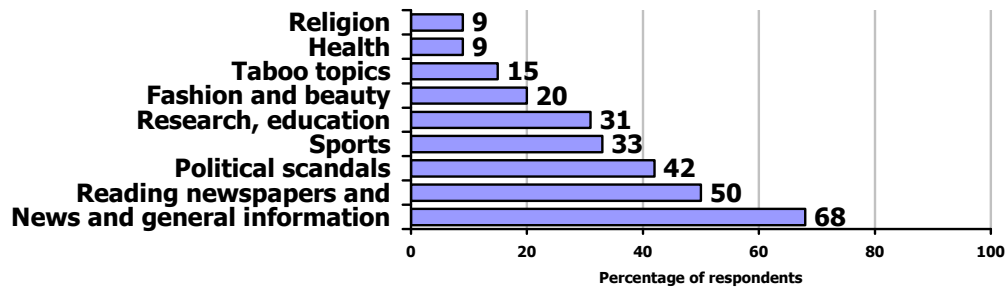
Females who use the internet and read online (38 respondents)* are interested in fashion and health more than males (64 respondents)* while males are interested in sports and political scandals more than males as shown in the following chart.

4I.1C. e) Topics of interest to online readers by gender
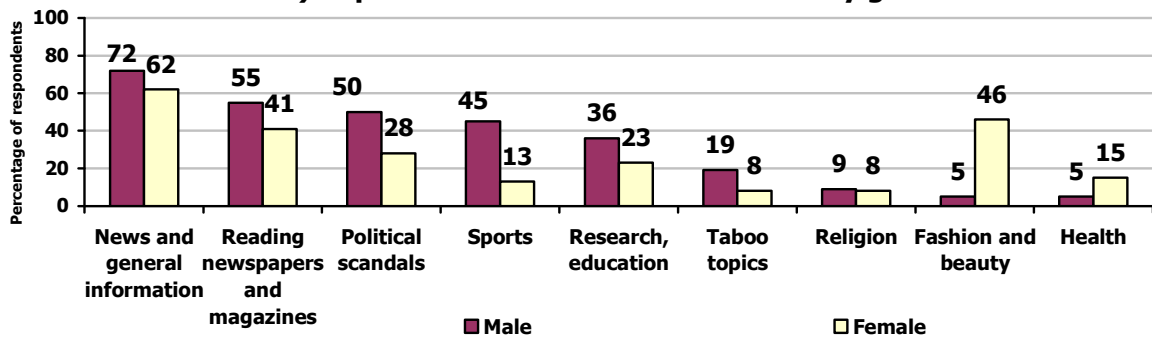
f. Printing Internet pages:

The majority of Lebanese respondents who use the internet and read newspapers and magazines online (102 respondents) print internet pages that interest them.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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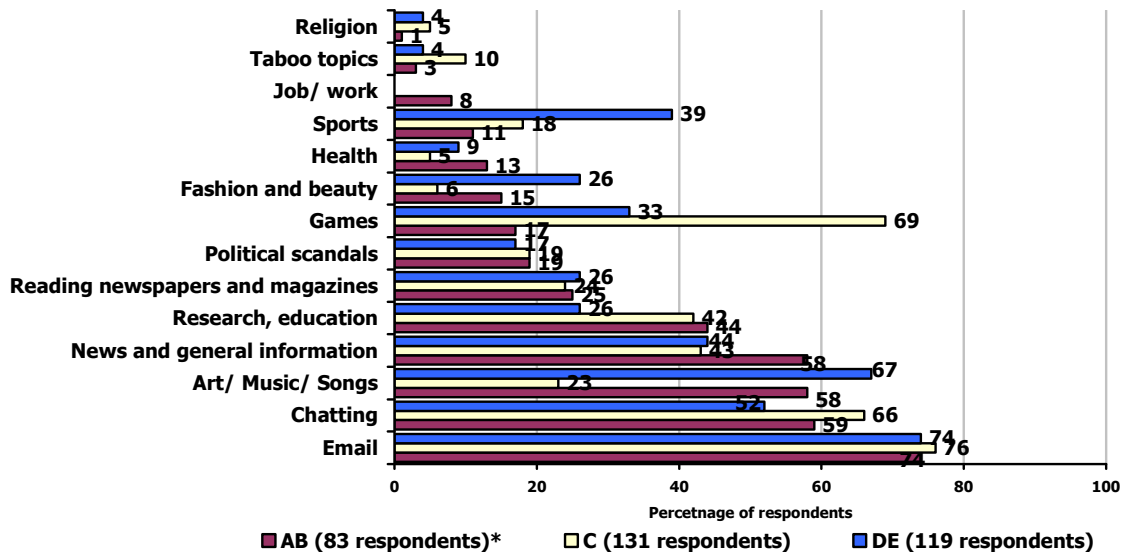Research reinvented

4I.1C. f) Printing Internet pages

Do not print internet pages, 25

Print internet pages, 75
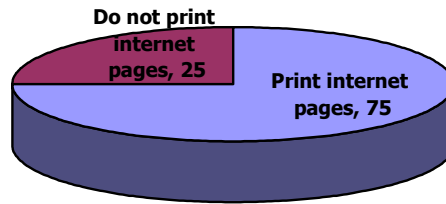
g.   Knowing online Encyclopedias:

Among Lebanese respondents who use the internet and read newspapers and magazines online (102 respondents) are nearly equally split between knowing online encyclopedias and not knowing them.

4I.1C. g) Knowing online encyclopedias

Do not know online encyclopedias, 45

know online encyclopedias, 55
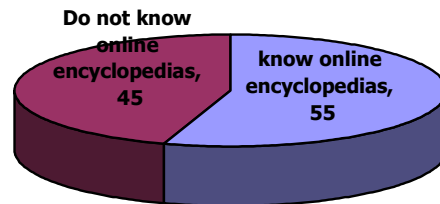
The data showed that males know online encyclopedias more than females as shown from the following table:

	Male	Female
Lebanese readers who use the internet and read online	**64**	**38**
Know online encyclopedias	61%	46%
Do not know online encyclopedias	39%	54%

From respondents who know online encyclopedias, 56 respondents*, they mainly stated that they log online to the following encyclopedias:

Name of the Encyclopedia	Percentage of respondents
Encarta	42
Google	21
Britanica	14
Yahoo	5
Nahar net	5
www.Al balad online.com	2
Universe online .com	2
www.Jazira.com	2
Arab Encyclopedia	2

h.   Knowing online Library:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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The majority of Lebanese respondents who use the internet and read newspapers and magazines online (102 respondents) do not know online libraries.

4I.1C. h) Knowing online libraries
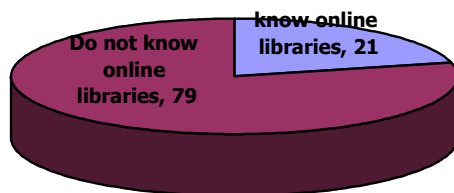
AB socio-economic class knows online libraries more than other socio-economic classes with consideration that the number of respondents is small as shown from the following table.

	AB	C	DE
Lebanese readers who use the internet and read online*	**38**	**54**	**11**
Know online libraries	43%	9%	17%
Do not know online libraries	57%	91%	83%

From the total respondents who use online libraries (22 respondents)*, they log on the following websites:

Online libraries	Percentage of respondents
Amazon	23
Google	18
MSN	14
Nahar net	9
Ask.com	5
Maktabet El Omam El Mottaheda / U.N Library	5
Maktabet El Congress / Congress Library	5

D. Reading Books:

Of the 90% Lebanese who read books, 59% read books as opposed to other materials.

4I. 1D. Reading Books
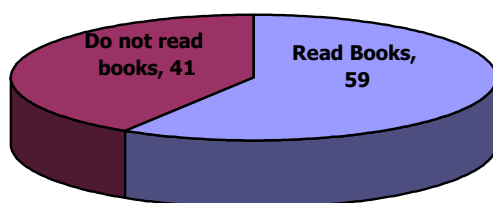
Females' readers (199 respondents) read books more than males (199 respondents) with percentages 67% and 50% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

### E. Non- readers Internet Usage:

The majority of Lebanese non reader respondents (560 respondents) do not use the internet.

4I. 1E. Non-readers Internet Usage
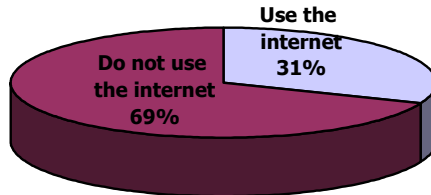
Male non-readers (254 respondents) use the internet more than females' non-readers (305 respondents) with percentages 39% and 25% respectively.

The younger the age bracket the more percentage of non-readers who use internet as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese non-readers	153	136	102	153
Use the internet	61%	34%	18%	6%
Do not use the internet	40%	66%	82%	94%

Among Lebanese non-readers who use internet (175 respondents) 80% use the internet for chatting.
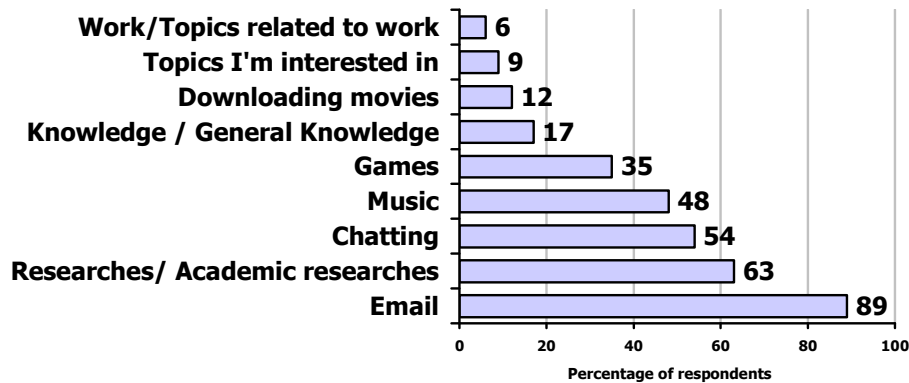
4I.1E. Non-readers Internet Usage

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

I.2 Frequency of Reading:

    C. Frequency of reading newspapers and magazines:

On average Lebanese readers of newspapers and magazines (403 respondents) spend 31 minutes or half an hour on reading newspapers and magazines per day and following chart shows detailed frequency of reading per day.

4I.2. A. Frequency of reading newspapers and magazines
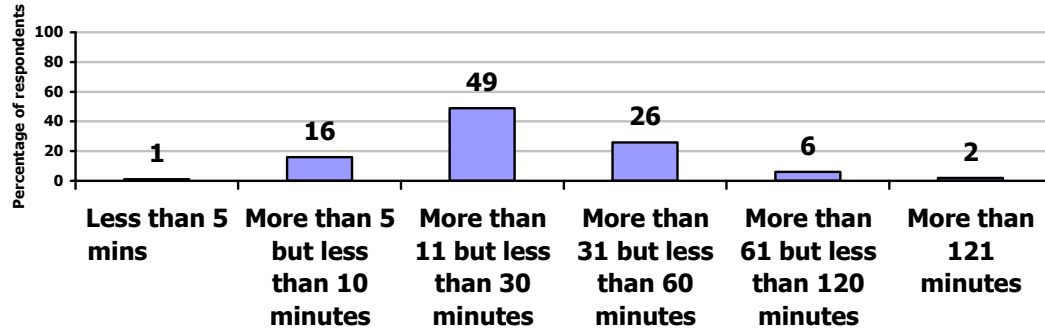
Average frequency of reading does not change among Lebanese readers of newspapers and magazines no matter gender, socio-economic class, or area.

As for age, as age increases the average amount of time spent on reading newspapers and magazines per day increases as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers of newspapers and magazines	124	124	93	62
Average in minutes	25	32	34	37

    D. Time spent reading online:

On average Lebanese respondents who use the internet and read online, 102 respondents, spend 50 minutes per day or nearly an hour reading online.
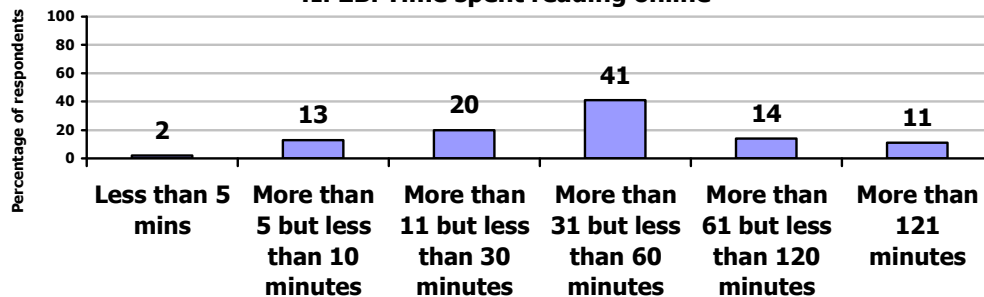
4I. 2B. Time spent reading online

    J. Frequency of reading books:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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From total Lebanese respondents who read books (267 respondents) on average they read books for 12 days per months.

4I. 2C. Frequency of reading books
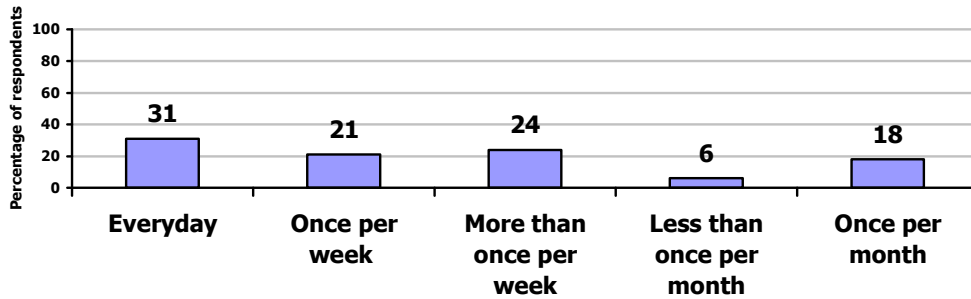
K.   Time spent reading books per day:

On average Lebanese books' readers (267 respondents) spent 49 minutes reading books per day.

4I. 2D. Time spent reading books per day
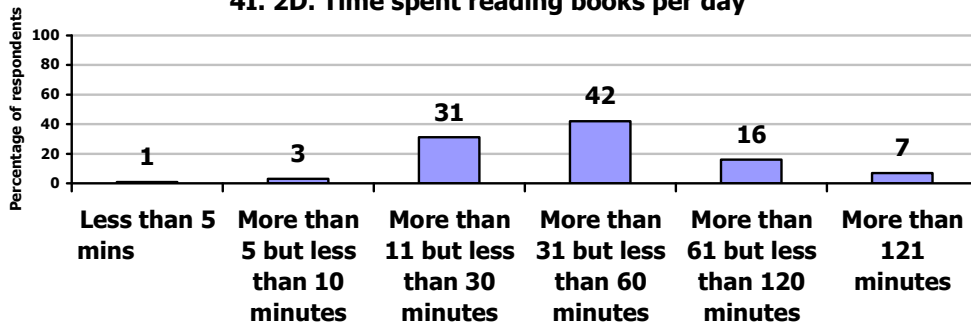
L.   Time of the day for reading:

Lebanese readers (432 respondents) didn't show significant preference for a specific time of the day to read as shown from the following chart.

4I. 2E. Time of the day for reading
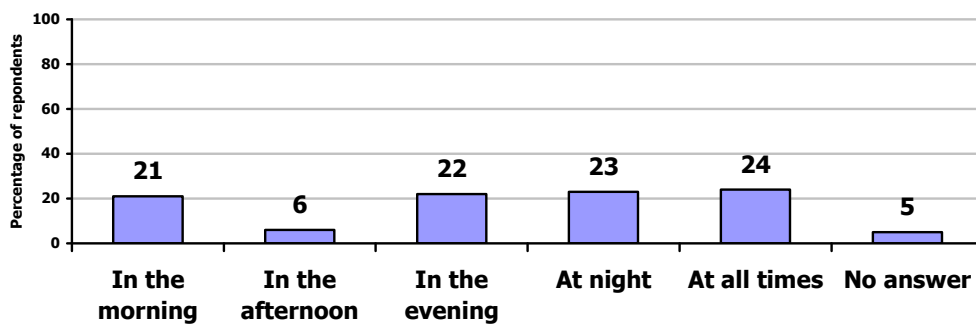
Lebanon male readers prefer to read in the morning more than female readers as shown from the following table.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	Male	Female
Lebanese readers	**199**	**199**
In the morning	30%	11%
In the afternoon	4%	8%
In the evening	19%	25%
At night	22%	23%
At all times	20%	28%
No answer	5%	5%

The younger age bracket 15-24 read in the mornings less than other age brackets and read more at night more than other age brackets as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**133**	**100**	**66**
In the morning	12%	23%	24%	28%
In the afternoon	5%	5%	8%	6%
In the evening	24%	20%	19%	24%
At night	32%	19%	22%	12%
At all times	20%	29%	24%	26%
No answer	7%	4%	4%	4%

M. Days of the week for reading:

The majority of Lebanese readers (432 respondents) mentioned that they read "all days" as shown from the following chart.

4I. 2F. Days of the week for reading
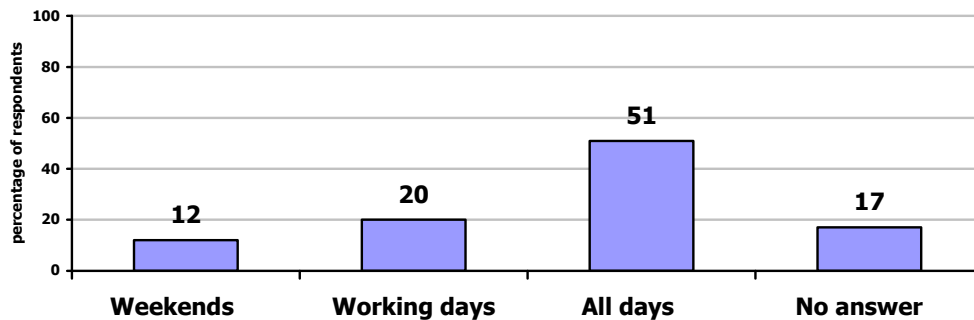
The majority of respondents within age group 45-65 read "all days" compared to slightly less than half in the other age groups:

|	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**133**	**100**	**66**
Weekends	13%	15%	9%	9%
Working days	15%	24%	26%	15%
All days	47%	49%	45%	71%
No answer	25%	12%	20%	5%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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N. Non-readers frequency of reading books:

On average Lebanese non-readers (297 respondents) used to read 7 books per year.

4I. 2G. Non-readers frequency of reading books
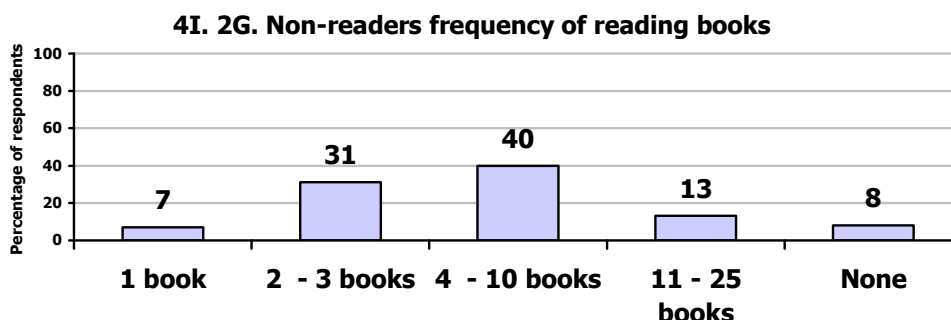
From books that Lebanese non-readers used to read, on average 7 books were school/university books.

4I. 2G. Amount of school/university books

The younger the age bracket, the more the amount of university/school books they used to read as shown from the following table:

	15-24	25-34	35-44	45-65
Lebanese non-readers who used to read and stopped reading at a certain age*	76	67	57	86
1 book	16%	6%	3%	8%
2 - 3 books	14%	20%	19%	24%
4 - 10 books	41%	34%	19%	19%
11 - 25 books	6%	17%	21%	3%
26 - 50 books	1%	-	-	-
More than 51	1%	-	-	-
None of these books	21%	24%	38%	46%

O. Non-readers time spent online:

Lebanese non-readers who use the internet (175 respondents) use it for an average of 48 minutes per day.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

4I. 2H. Non-readers time spent online

Bar chart showing percentage of non-readers by time spent online:
- More than 5 but less than 10 minutes: 6
- More than 11 but less than 30 minutes: 24
- More than 31 but less than 60 minutes: 46
- More than 61 but less than 120 minutes: 17
- More than 121 minutes: 5
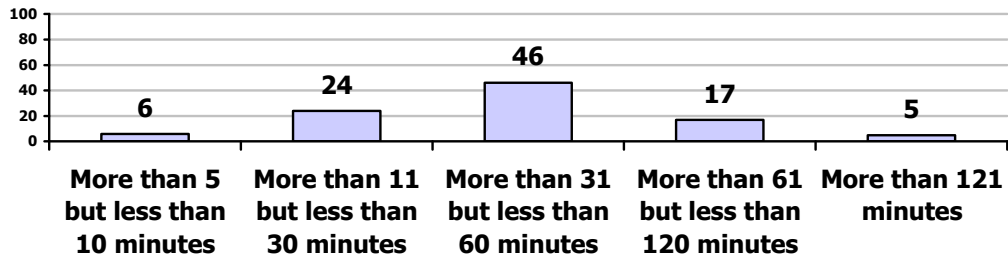
I.3 Location Issues

C. Number of books at home:

Average number of books that Lebanese readers (432 respondents) keep at home is 52 books.

I.3. A. Number of books at home

Bar chart (Percentage of respondents):
- 1 book: 1
- 2 - 3 books: 4
- 4 - 10 books: 10
- 11 - 25 books: 17
- 26 - 50 books: 23
- 51 - 100 books: 18
- More than 100 books: 18
- None: 9

As shown from the previous chart the majority of Lebanese readers keep from 26-50 books at home.

Different socio-economic classes have shown some variances in the amount of books kept at home, 22% of AB class keep from 51-100 books at home compared to 19% for C class and 9% for DE class as further elaborated from the following table:

	AB	C	DE
Lebanese readers	**133**	**232**	**66***
1 book	-	1%	1%
2 - 3 books	2%	5%	4%
4 - 10 books	4%	10%	22%
11 - 25 books	14%	16%	26%
26 - 50 books	25%	25%	14%
51 - 100 books	22%	19%	9%
More than 100 books	27%	15%	12%
None	7%	8%	13%

From Lebanese respondents who read and keep books at home (403 respondents), the majority mentioned that from 4 to 25 books are school/university books.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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I.3. A. Amount of school/university books
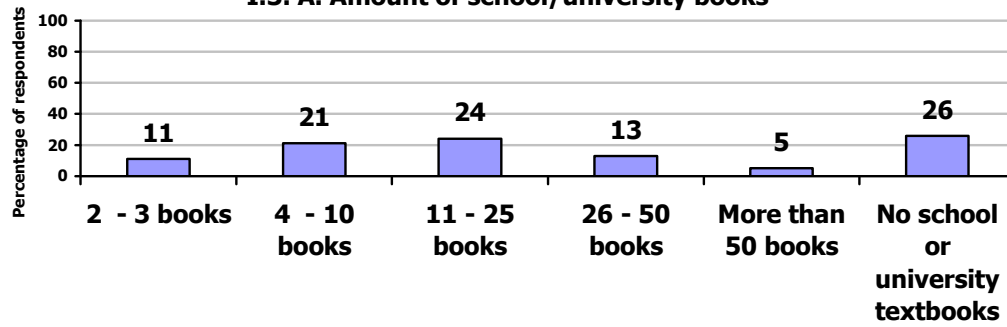
Different age brackets have shown variances in the number of school/university books kept at home as shown from the following table:

	15-24	25-34	35-44	45-65
Lebanese readers who keep books at home	**155**	**124**	**93**	**62**
1 book	0%	1%	1%	0%
2 - 3 books	9%	15%	8%	11%
4 - 10 books	25%	22%	22%	11%
11 - 25 books	34%	22%	18%	15%
26 - 50 books	16%	15%	9%	8%
More than 50 books	3%	3%	5%	12%
No school or university textbooks	14%	23%	38%	44%

The previous table shows that age bracket 45-65 do not keep much university/school books compared to other age brackets as 44% do not have school/university books, while age 15-24, which is school/university age, keep the highest amount of school/university books compared to other age brackets.

D. Keeping books in a special place:

The majority of Lebanese readers (432 respondents) keep their books at a special place at home as shown from the following chart.

4I. 3B. Keeping books at a special place
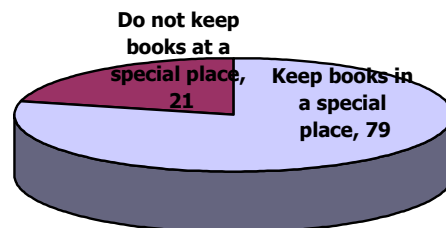
Females who keep books at a special place at home are more than males as shown from the following table.

	Males	Females
Lebanese readers	**199**	**199**
Keep books at a special place	75%	83%
Do not keep books at a special place	25%	17%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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As for socio-economic class, as scio-economic class decreases the percentage of respondents who keep books in a special place decreases as shown from the following table.

	AB	C	DE
Lebanese readers	**133**	**232**	**66***
Keep books at a special place	88%	78%	68%
Do not keep books at a special place	12%	22%	32%

E. Favorite place of reading books:

The majority of Lebanese readers (403 respondents) prefer to read at home as mentioned by 70% of readers. Also, the majority of respondents mentioned that there is no second or third preference for them with percentages 31% and 58% respectively. Finally reading books in bed came as a third priority for Lebanese readers (21%) as shown from the following chart.

I3. C. Favorite Place to read books
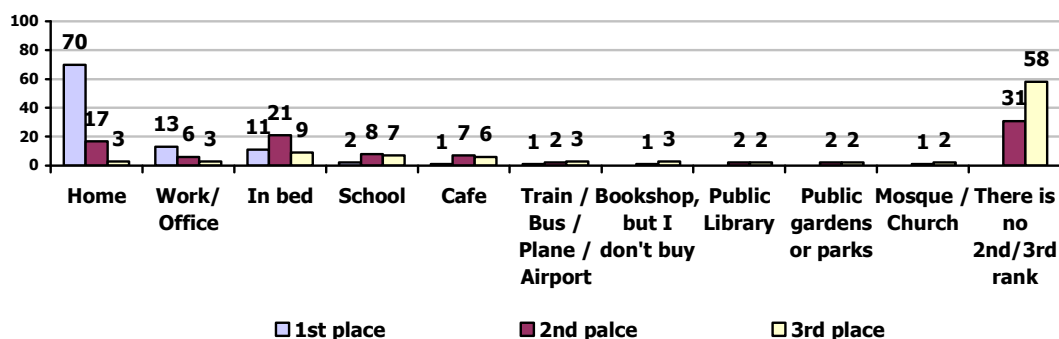
Female readers (199 respondents) read in bed more than males (232 respondents) with percentages 14% & 8% respectively. On the other hand, males read in the office/work more than females with percentages 17% and 9% respectively.

Different socio-economic classes have shown variances in the preferred place of reading books as shown from the following table. AB class read more in the office/work more than DE class while DE class read in home more than other classes.

	AB	C	DE
Lebanese readers	**133**	**232**	**66**
Home	71%	65%	85%
In bed	14%	12%	5%
Work/ Office	11%	16%	9%

Concerning different age brackets, age 15-24 read more in bed compared to other age brackets while the age bracket 35-44 read more at work/office more than other age brackets as shown from the following table.

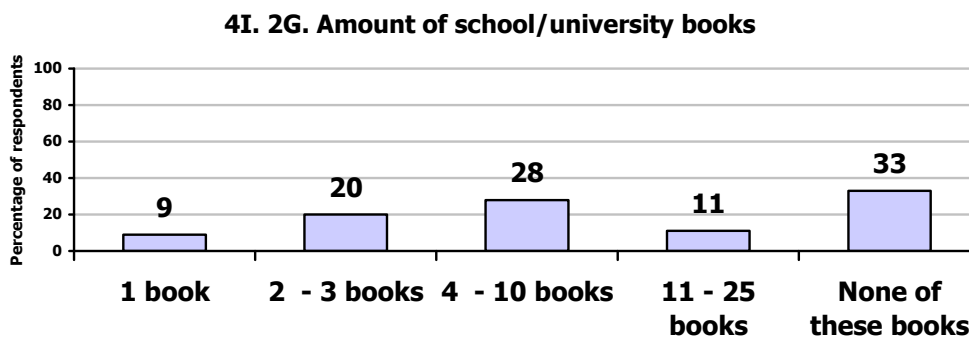|	15-24	25-34	35-44	45-65
Lebanon readers	**133**	**133**	**100**	**66**
Home	66%	68%	69%	83%
School	4%	0%	1%	0%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

In bed	19%	14%	4%	1%
Work/ Office	4%	16%	22%	15%

F. Having books at home (non-readers):

Among 560 Lebanese non-readers 30% do not have books at home, while 69% have books at home. Lebanese non-readers who have books at home keep on average 30 books.

4I. 3D. Having books at home
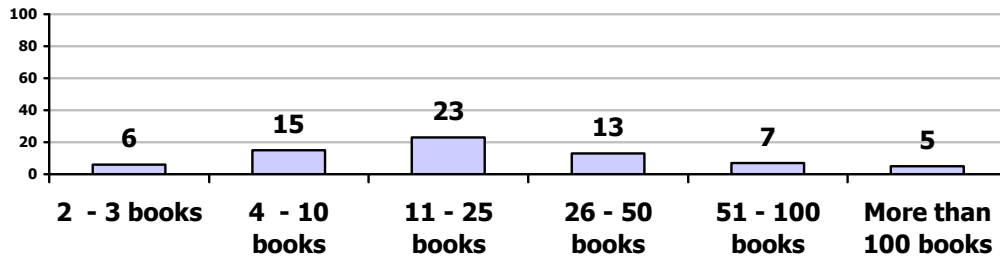
On average Lebanese non-readers from AB socio-economic class keep more books at home compared to other classes; AB (40 books), C (29 books), and DE (28 books). Age from 15-24 and 45-65 keep books at home more than other socio-economic classes, 15-24 (32 books), 25-34 (25 books), 35-44 (29 books), and finally 45-65 (34 books).

II. Reading Attitudes

II.1 Reasons for reading

L. Start reading:

The majority of Lebanese readers (432 respondents) have started reading when they learned reading at school as specified by 79% of readers.

II.1. A. Started reading
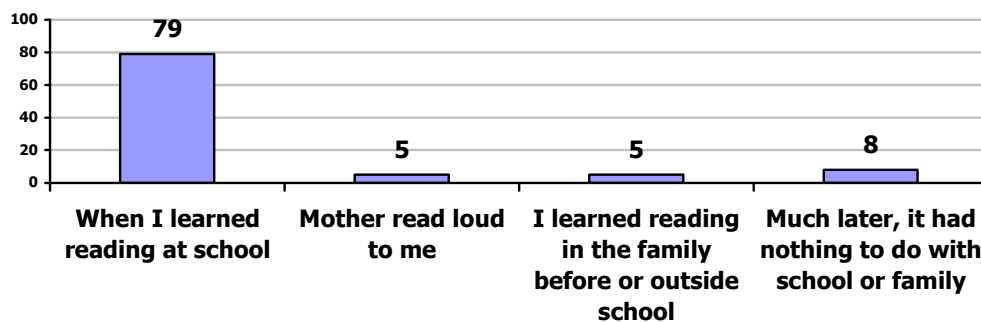
M. Stopped reading a certain age:

A majority of Lebanese readers (432 respondents) have stopped reading at a certain age as mentioned by 53% of the sample.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

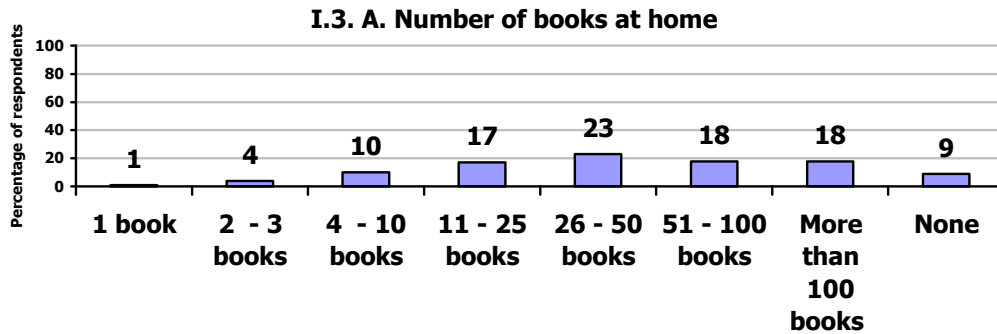## II.1. B. Stopped reading at a certain age
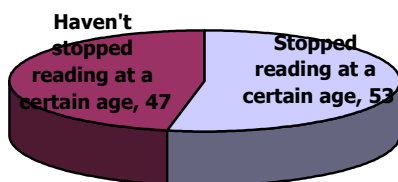
The data showed that the age that Lebanese readers have stopped reading is most often 35-44 as shown in the following table:

	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**133**	**100**	**66***
Stopped reading at a certain age	50%	50%	69%	45%
Haven't stopped reading at a certain age	50%	50%	31%	55%

N. Age Respondents stopped reading at:

From the total respondents who stopped reading at a certain age (231 respondents) a majority stopped reading at age 19-25 as mentioned by 31% of the sample which is the transition age from university to starting work.

Age stopped reading at	Percentage of respondents
Less than 15 years	8
Around age 15-16	14
Around age 17-18	23
Around age 19-25	31
Around age 26-30	16
Around age 31-35	5
Around age 36-40	2
Around age 41-50	1

O. Reasons for stopping to read:

Lebanese readers who have stopped reading at a certain age (231 respondents) mentioned that they stopped reading because they have no time as specified by 71% of the sample. The majority of readers have stopped reading at age 19-25 which is age when people start work and they stopped reading because they have no time which is apparent that work takes majority of readers' time.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.1. D. Reasons for stopping to read

Reason	Percentage
None of the above	8
I finished university	4
No interesting books	4
No money	4
I finished school	8
I got a satellite dish and TV	13
I watch TV	15
I started working	19
No time	71

Percentage of respondets
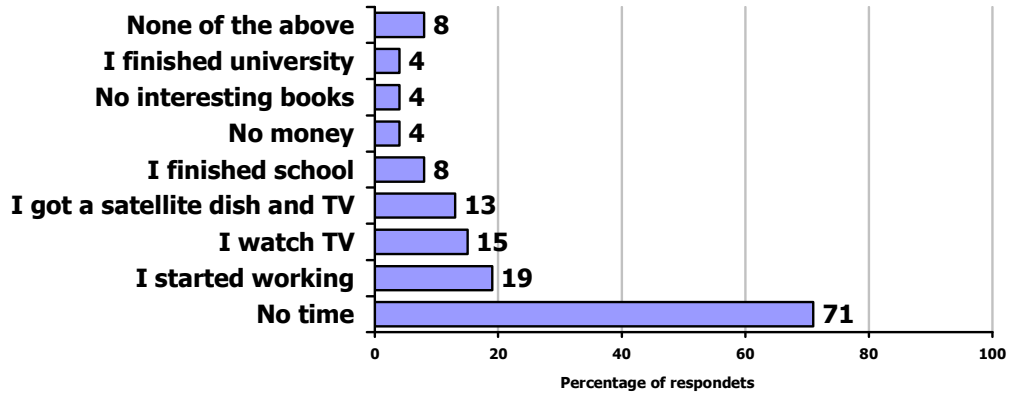
P. Restarting to read:

The majority of Lebanese readers (432 respondents) haven't restarted/ increased reading as specified by 64% of readers.

II.1. E. Restarting to read

Haven't restarted to read, 64

Restarted to read, 36

Q. Age re-started/increased to read:

A majority of Lebanese respondents who have increased/restarted reading at a certain age (152 respondents) have increased reading at age 19-25 as shown from the following table.

Age re-started/ increased reading	Percentage of respondents
Less than 15 years	3
Around age 15-16	11
Around age 17-18	12
Around age 19-25	30
Around age 26-30	20
Around age 31-35	10
Around age 36-40	6
Around age 41-50	6
Around age 51 or older	2

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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R. Reasons for restarting to read:

From Lebanese readers who restarted/ increased reading (152 respondents) 53% have restarted to read because they have more time than previously as shown from the following chart.

II.1. G. Reasons for restarting to read
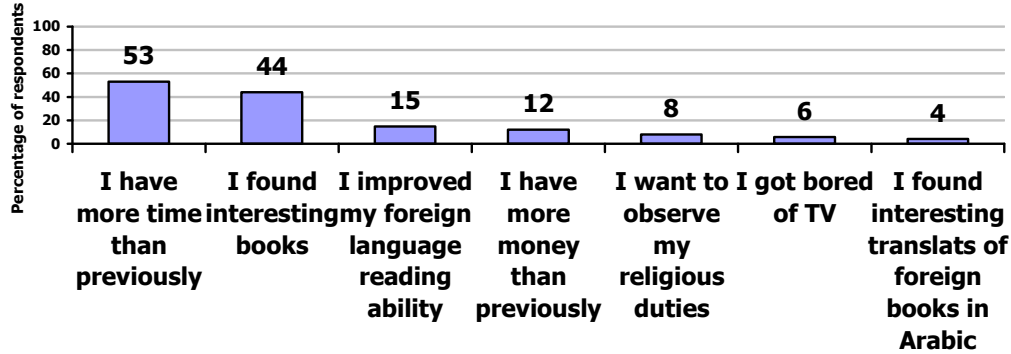
Age bracket 15-24 (42 respondents)* have restarted/ increased reading more than previously because they have found more interesting books as mentioned by 66% of the sample, while the elder age bracket 45-65 (28 respondents)* have restarted or increased reading because they have more time than previously as mentioned by 66% as elaborated from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers who have restarted/increased reading at a certain age*	**42**	**42**	**42**	**28**
I found interesting books	66%	47%	36%	21%
I got bored of TV	7%	5%	7%	7%
I want to observe my religious duties	2%	9%	10%	10%
I found interesting translations of foreign books in Arabic	7%	2%	5%	3%
I improved my foreign language reading ability	21%	16%	10%	10%
I have more money than previously	7%	14%	14%	14%
I have more time than previously	34%	51%	64%	66%
General Knowledge / Increasing knowledge / Information	0%	0%	0%	0%
For College purposes / Masters	2%	2%	2%	7%

S. Current readings:

A majority of Lebanese readers who have books at home (264 respondents) are currently reading as shown from the following chart.

II.1. H. Current Readings
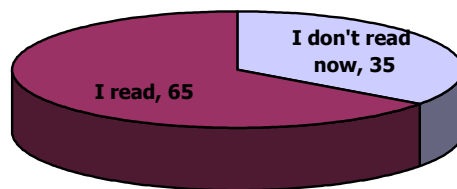
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

From Lebanese respondents who are currently reading books (162 respondents); 3% are currently reading the Holy Quraan, by looking at the data it was found that no one particular author or title was particularly popular:

Book Title	Author	Percentage of respondents
Holy Quraan		4
Al Nabeyy (The prophet)	Jubran Khalil Jubran	3
Al Ajneha Al Motakassera (Broken Wings)	Jubran Khalil Jubran	2
The Bible		2
School / University Books	Unspecified	1
Qessas Ahlam (Ahlam's stories)	Ahlam	1
Damaa wa Ibtessama (Blood and a Smile)	Jubran Khalil Jubran	1
La Cinquième Montagne (The Fifth Mountain)	Paolo Coelho	1
11 Minutes	Paolo Coelho	1
Mawssouat	Jubran Khalil Jubran	1
Davinci Code	Dan Brown	1
Religious Topics	Unspecified	1
Prophets' stories	Unspecified	1
History	Unspecified	1
Qessas Abeer (Abeer stories series)	Dalia Mohamed Hussein Mursal	1
Le Rouge et Le Noir (Red and Black)	Standhal	1
Cooking books / The art of cooking	Unspecified	1
Zakerat Al Jassad wa Fawda Al Hawas	Ahlam Mustafani	1
Unspecified	Nezar Qabbany	1
Al Bakheel (The Miser)	Al Jahezz	1
Alf Leila w Leila / One thousand and one night	Unspecified	1
Saheeh wa Muslim	Al Nawawy	1
Al Azkar (Remembernce)	Al Imam Al Nawawy	1
Unspecified	Jubran Khalil Jubran	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

T. Information about interesting books:

Lebanese readers mainly get information about interesting books from family and friends (74%), preacher in church/mosque (60%), people working in book shops (47%), and people working in cafes and public gardens (43%) as shown from the following chart.

4II.1 I. Information about interesting books

Source	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other ranks
Library (33 respondents)	9	40	29	11	3	8
Review of books (14 respondents)	13	20	40	13		13
University (36 respondents)	16	27	35	11	8	3
Workplace (19 respondents)	21	32	21	16	5	5
Teachers (55 respondents)	21	39	21	9	5	4
School (22 respondents)	22	44	30		4	
Advertising in newspapers (26 respondents)	24	16	36	8	12	4
TV programs (18 respondents)	26	47	5	16		5
Myself looking around in bookshops (134 respondents)	38	41	14	4	2	2
People in cafe or public garden (7 respondents)	43	14	14	14		14
People working in book shops (41 respondents)	47	30	12	7	2	2
Preacher in the mosque / church (15 respondents)	60	20	7	7		7
Family or Friends (158 respondents)	74	17	6	2	1	

Legend: 1st Rank, 2nd Rank, 3rd Rank, 4th Rank, 5th Rank, Other ranks

U. Reading Trigger (non-readers):

The majority of Lebanese non-readers mentioned that they would read more books if they found more topics they are interested in (73%) and if they found less expensive books (60%).

*Percentages give an indication of the data presented but is not significant because of the small number of respondents

II. 1J. Reading Trigger

Category	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other Ranks
More book recommendations on the internet (34 respondents)	15	44	21	6	9	5
If it were easier to buy books (83 respondents)	18	37	27	8	10	
More books in my preferred language of reading (84 respondents)	22	41	25	5	6	1
More book recommendations on TV (106 respondents)	25	35	23	11	3	3
More events promoting reading (74 respondents)	27	30	15	12	7	9
More books in Arabic (92 respondents)	28	30	21	13	4	3
Less expensive books (229 respondents)	60	25	9	3	2	
More books on topics I am interested in (392 respondents)	73	22	3	2		

Legend: ☐ 1st Rank ■ 2nd Rank ☐ 3rd Rank ■ 4th Rank ■ 5th Rank ☐ Other Ranks

V. Increased/ Restarted reading at a certain age (non-readers):

A majority of Lebanese non-readers who used to read and stopped reading a certain (297 respondents) didn't restart to read or increased reading as shown from the following chart.

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

Restarted reading 12%

Haven't restarted to read 88%
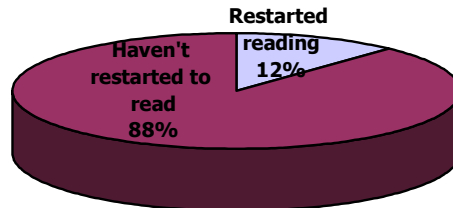
Females (163 respondents) who have restarted reading are more in number than males (134 respondents) with percentages 15% and 9% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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From the total respondents who have restarted/increased reading (35 respondents)*, a majority have re-started to read at age 15-25 years old as shown from the following chart.

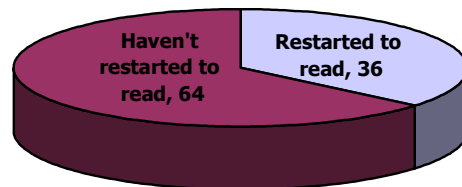**II.1. Age restarted reading at**

Less than 15 years	Around age 15-16	Around age 17-18	Around age 19-25	Around age 26-30	Around age 31-35	Around age 36-40	Around age 41-50
11	25	17	19	6	11	3	8
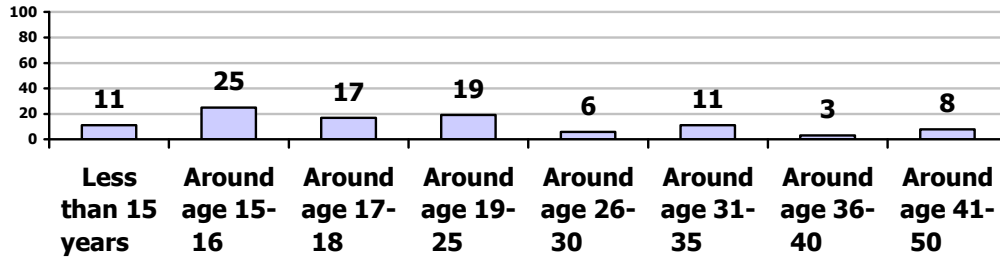
Lebanese non-readers who have re-started/ increased reading (35 respondents) mainly restarted reading because they found interesting books.

II.1. Reasons for Restarting to read

I found interesting books	I want to observe my religious duties	I got bored of TV	I found interesting translations of foreign books into Arabic	I am not working anymore
67	21	18	9	6

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.2 Representation of reading

G. Ever Being a Reader:

From Lebanese non-readers (560 respondents) a small majority have been readers.

II.2. A. Ever been a reader
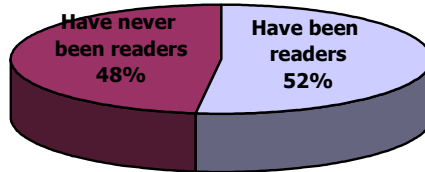
The elder the age the more the percentage of respondents who have been readers as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese non-readers	**170**	**153**	**102**	**153**
Have been a reader	45	49	56	60
Have never been reader	55	51	44	40

From Lebanese non-readers who used to read (297 respondents) 84% mentioned that they started reading when they learned reading at school as shown from the following chart.

II.2. Starting to read
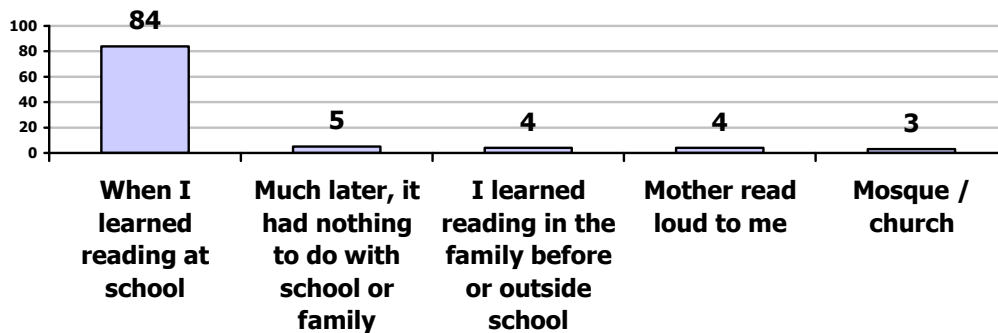
A majority of Lebanese non-readers who have stopped reading at a certain age (297 respondents) have stopped reading at age 19-25.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.2. Age non-readers have stopped to read
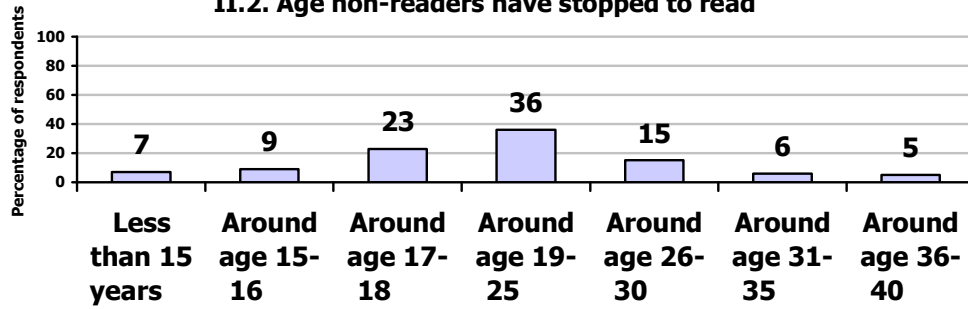
Lebanese females (163 respondents) who stopped reading at age 26-30 (134 respondents) are more than males who stopped reading at the same age bracket with percentages 22% and 8% respectively.

Younger age bracket have stopped or decreased reading at earlier age than other age brackets as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese non-readers who have stopped reading at a certain age*	**76**	**67**	**57**	**96**
Less than 15 years	14	4	5	3
Around age 15-16	22	7	3	2
Around age 17-18	47	23	12	11
Around age 19-25	18	52	43	33
Around age 26-30	-	11	24	25
Around age 31-35	-	3	10	9
Around age 36-40	-	-	2	14
Around age 51 or older	-	-	-	2

Lebanese non-readers who have stopped/decreased reading have stopped reading mainly because of unavailability of time as shown from the following chart.

II.2. Reasons for stopping to read

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.3 Representation of languages

B.   Languages of reading newspapers and magazines:

Lebanese readers of newspapers and magazines read primarily in Arabic language then French and English languages came equally as a second priority for languages to read in newspapers and magazines.

II.3. A. Languages of reading newspapers and magazines
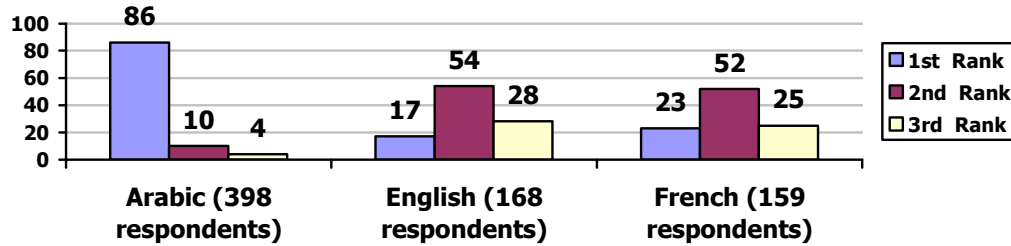
H.   Languages of reading online:

The top 3 languages that Lebanese readers, who use the internet and read online (102 respondents), use online are English, Arabic, and French languages as shown from the following chart.

II3. B. Languages of reading online
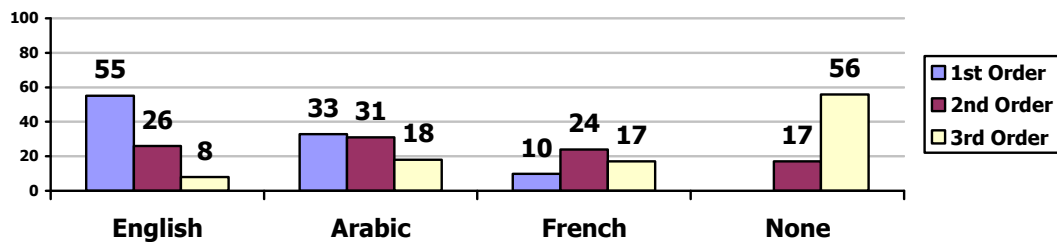
I.   Language of reading:

Lebanese readers prefer to read primarily in Arabic while English and French languages came as a second priority.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II3. C. Language of reading
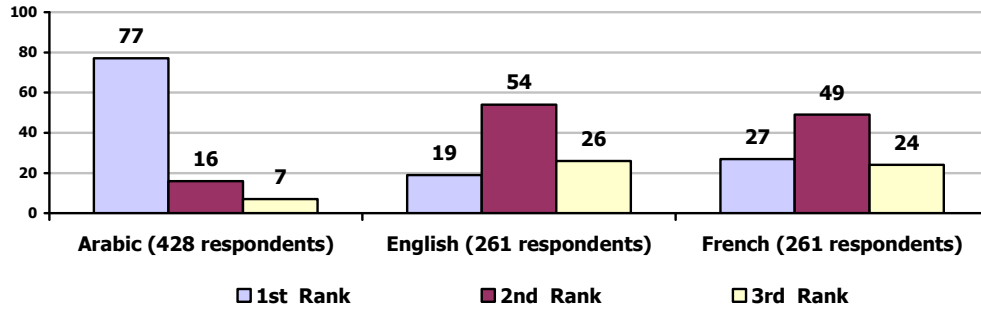
Lebanese males (197 respondents) prefer to read in Arabic language more than females (197 respondents) as 82% of males ranked Arabic language as a 1st priority versus 71% of females. C class (230 respondents) prefers to read in Arabic language as 82% ranked it as a 1st priority compared to AB class (132 respondents) 65%. As age increases the percentage of respondents who ranked Arabic language as a 1st priority increases as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese respondents who read in Arabic	**132**	**132**	**99***	**66***
Percentage of respondents who ranked Arabic language as a 1st priority	70%	77%	80%	83%

J. Preferred language while reading:

Most preferred language for Lebanese readers while reading is Arabic followed by French language as elaborated from the following chart.
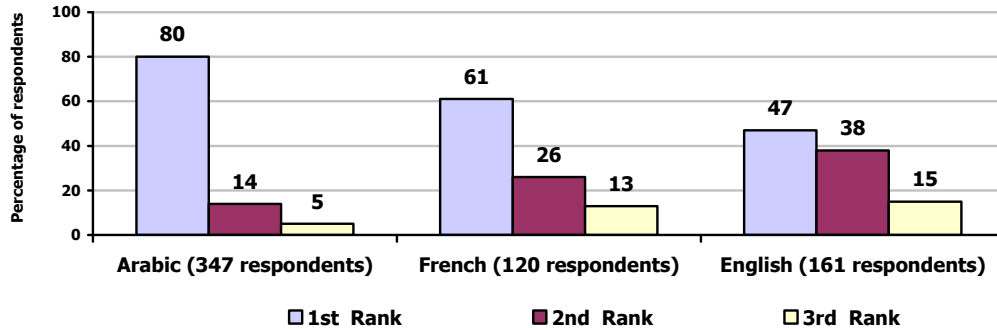
Lebanese DE class (63 respondents)* prefer to read in Arabic language as 87% of respondents ranked Arabic language as a 1st priority compared to 76% in AB class (95 respondents)*. On the other hand, the data showed that as age increases the percentage of respondents who prefer to read in Arabic increases as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers who ranked Arabic language as a 1st priority	**126**	**95***	**63***	**63***
1st Rank	69%	81%	87%	92%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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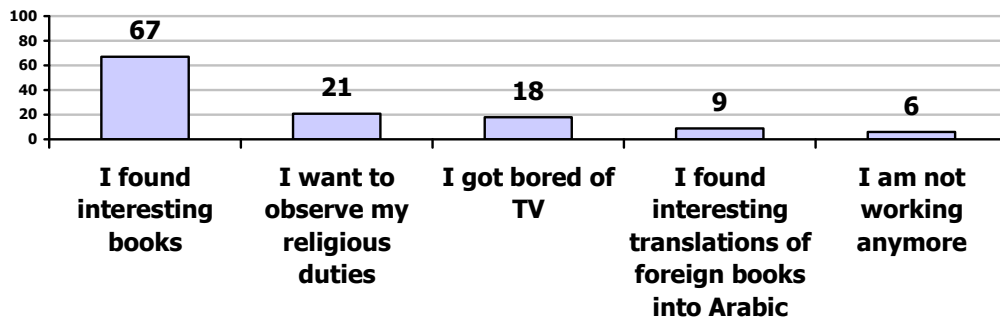
2nd Rank	23%	12%	10%	5%
3rd Rank	8%	6%	3%	3%

K. Reasons for language preference:

The main reason that Lebanese readers (432 respondents) prefer a certain language is that it is the mother tongue language as specified by majority of respondents.

II3. E. Reasons for language preference
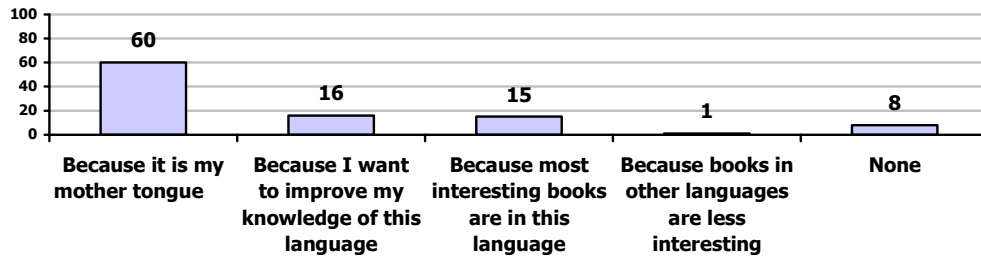
L. Percentage of books at home versus its language:

The following table shows the percentage of books kept at respondents' home in different languages:

	Arabic Language	English Language	French Language
Lebanese readers who have books in these languages	235	162	153
1- 10%	12%	15%	13%
11- 20%	7%	22%	15%
21- 30%	15%	25%	23%
31- 40%	7%	11%	7%
41- 50%	10%	7%	13%
51- 60%	12%	8%	9%
61- 70%	9%	4%	11%
71- 80%	6%	3%	7%
81- 90%	3%	4%	2%
91-100%	21%	2%	1%

As the data shows from the previous table the majority of books that Lebanese keep at home are in the Arabic language as 21% of respondents keep from 91-100% of books at home in Arabic. The reason for preferring Arabic is that it is their mother tongue language.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

P. Non-readers language preference:

The language that Lebanese non-readers used to read in is Arabic as shown from the following table which shows that 32% of respondents state that 91-100% of their books are in Arabic language.

	Arabic	English	French
Lebanese non-readers who used to read books and stopped reading at a certain age	256	110	127
1- 10%	2%	25%	18%
11- 20%	2%	15%	13%
21- 30%	5%	28%	26%
31- 40%	5%	10%	17%
41- 50%	10%	6%	16%
51- 60%	13%	5%	2%
61- 70%	14%	4%	3%
71- 80%	12%	3%	0%
81- 90%	5%	2%	1%
91-100%	32%	2%	4%

Lebanese non-readers who use the internet primarily to read online in English as shown from the following chart:

II.3. I. Language used online by non-readers

	English (161 respondents)	Arabic (86 respondents)*	French (41 respondents)*
1st Rank	81	43	17
2nd Rank	17	39	49
3rd Rank	1	18	34

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III. Accessing Books

III.1 Information and documentation channels

F. TV programs Awareness:

The majority of Lebanese readers, 432 respondents, are not aware of TV programs that present books.

III.1. A. TV programs awareness
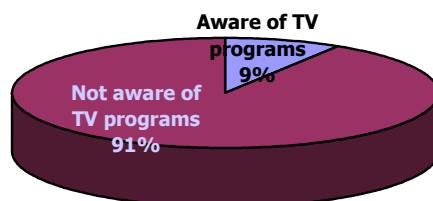
Lebanese readers who know TV programs that present books, 37 respondents, mentioned the following programs and presenters as their favorite:

| Program	Channel	Presenter	Percentage of respondents
Alam Al Sabah	Future channel	Various hosts	16
Unspecified	Future Channel	Zahi Wahbi	8
Neharkom Said	Unspecified	Charble Raji	8
Un jour u livre	TV5	Frédéric Mitérand	8
Unspecified	NBN Channel	Unspecified	8
Al ketab khayro Jalees -	Jazeera	Unspecified	5
Unspecified	Al Manar Channel	Unspecified	5
Future Channel - Raji & Rafeea"	Unspecified	Unspecified	3
Al Kitab Khayro Jalees & Rafeeq Fel Anam	Al Manar	Unspecified	3
Unspecified	New TV & Al Manar	Unspecified	3
Ana Wal Ketab	Al Manar	Unspecified	3
Unspecified	TV5	Bertrand Pivot	3
Opera	Channel 2	Unspecified	3
Janna Thaqafeyya	Jazeera	Unspecified	3
Télé lumière	Unspecified	Father Georges Rahma	3
Brouillon de Culture	Unspecified	Unspecified	3
Unspecified	Unspecified	May Matta	3
Lire	TV5	Unspecified	3
Télé Matin	Tf1	Unspecified	3
Unspecified	TV5	Unspecified	3

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	Channel		
Unspecified	Future Channel	Unspecified	3

From all Lebanese respondents who read books, 187 respondents, the majority didn't buy a book that was mentioned in a program before as elaborated from the following chart:

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

Buy books from programs 7%

Do not buy books from programs 93%
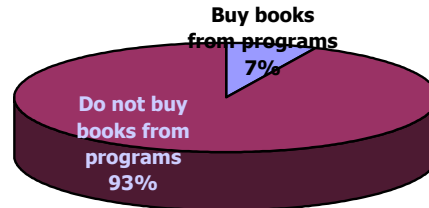
Most do not buy books they heard about from TV programs regardless of their area of residence, gender, socio-economic class, or age.

G.   Attended the Book Fair:

The majority of Lebanese readers, 432 respondents, have attended the book fair.

III.1. B. Attended the Book Fair

Didn't attend Book fair 28%

Attended Book Fair 72%
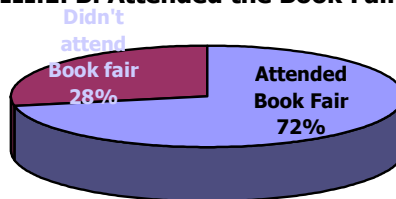
Females (199 respondents) who have attended the Book Fair are more than males (199 respondents) with percentages 79% and 66% respectively. Furthermore, the data shows that as age decreases the percentage of respondents who attend book s decreases as shown from the following table:

	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**133**	**100**	**66**
Attended the book fair	77%	73%	72%	62%
Didn't attend the book fair	23%	27%	28%	39%

From a total of 321 respondents who read and have attended the book fair; 36% attend the book fair every year and 32% attend the fair few times a year.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. B. Frequency of going to Book Fair
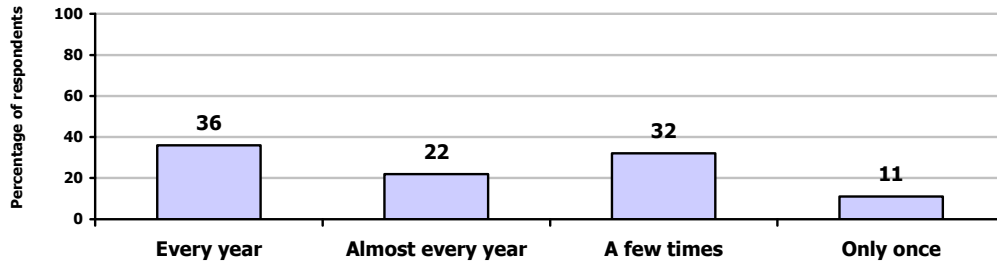
Among respondents who attend book fairs, frequency of going to the fair varied among different gender, socio-economic class and age as shown from the following tables:

	Male	Female	AB	C	DE
Lebanese readers who attend the book fair	**139**	**167**	**84***	**167**	**56***
Every year	32%	39%	42%	30%	43%
Almost every year	27%	18%	28%	23%	10%
A few times	32%	31%	22%	37%	31%
Only once	9%	12%	9%	10%	16%

	15-24	25-34	35-44	45-65
Lebanese readers who attend the book fair	**112**	**98***	**56***	**42***
Every year	33%	41%	33%	35%
Almost every year	21%	26%	18%	23%
A few times	34%	25%	39%	29%
Only once	13%	8%	10%	13%

Of the 321 respondents who read and have been to the Book Fair, most haven't bought books from the Fair.

III.1. B. Purchasing books from Book Fair
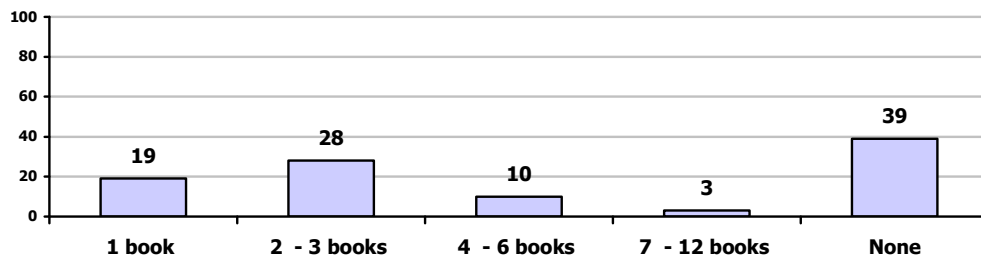
Regardless of gender, a majority of respondents didn't buy books from the fair while different age brackets and socio-economic classes showed variances in the number of books purchased at the fair as shown from the following tables:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	AB	C	DE
Lebanese readers who attend book fairs	**84***	**167**	**56***
1 book	14%	21%	24%
2 - 3 books	34%	27%	20%
4 - 6 books	13%	6%	18%
7 - 12 books	6%	2%	0%
13 - 25 books	1%	0%	0%
None	32%	43%	39%

	15-24	25-34	35-44	45-65
Lebanese readers who attend book fair	**112**	**98***	**56***	**42***
1 book	21%	16%	25%	15%
2 - 3 books	24%	34%	23%	31%
4 - 6 books	10%	8%	12%	13%
7 - 12 books	1%	3%	5%	4%
None	43%	39%	36%	38%

The majority of Lebanese readers go to the book fair because of the selection of books available at the fair as shown from the following chart:

III.1. B. Reasons for going to the fair
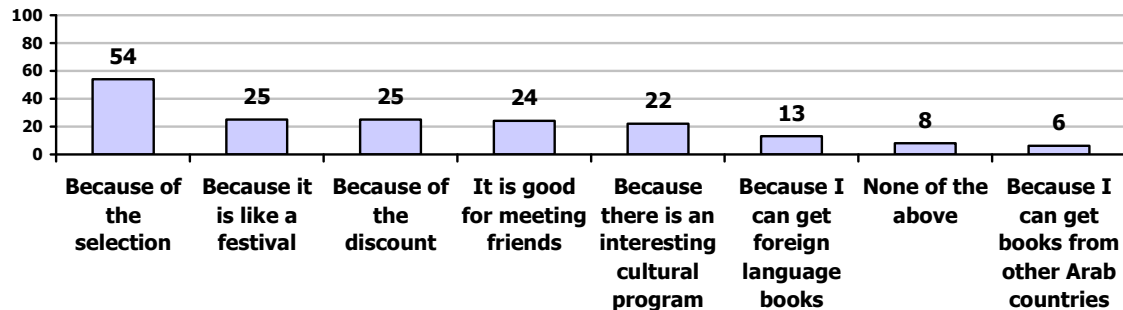
Males like to attend book fairs to get books from other Arab countries and meet with friends more than females as shown in the following table:

	Male	Female
Lebanese readers who attend fair	**139**	**167**
Because I can get books from other Arab countries	10%	2%
It is good for meeting friends	32%	18%

DE socio-economic class who attend the fair because of books discounts are more than respondents who attend fair for the same reason among AB and C classes, while AB class who attend fair to get books in other languages are more than respondents who attend fair for the same reason among C and DE classes as shown from the following table:

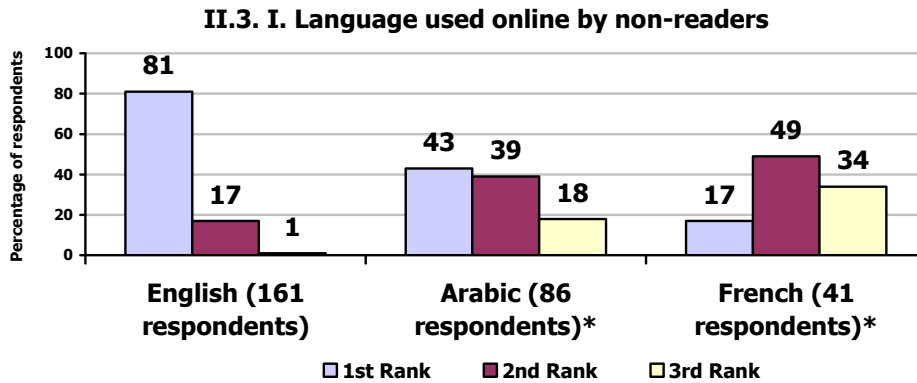|	AB	C	DE
Lebanese readers who attend fair	**84***	**167**	**56***
Because of the discount	20%	25%	33%
Because of the selection	65%	49%	51%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Because I can get books from other Arab countries	11%	4%	4%
Because I can get foreign language books	22%	11%	4%
Because it is like a festival	26%	27%	18%
Because there is an interesting cultural program	28%	17%	28%
It is good for meeting friends	25%	25%	20%
None of the above	2%	11%	8%

Different age brackets have shown some variances for the reasons of going to the Book Fair. As younger age bracket 15-24 go to purchase books with reasonable prices compared to elder age bracket 45-65 who mainly go to attend fair because of the selection of books available as shown from the following table:

	15-24	25-34	35-44	45-65
Lebanese readers who attend fair	**112**	**98***	**56***	**42***
Because of the discount	24%	30%	23%	19%
Because of the selection	56%	50%	51%	60%
Because I can get books from other Arab countries	8%	4%	7%	4%
Because I can get foreign language books	18%	9%	15%	6%
Because it is like a festival	27%	26%	23%	23%
Because there is an interesting cultural program	21%	16%	21%	38%
It is good for meeting friends	31%	22%	18%	21%
None of the above	6%	12%	8%	6%

H. Ordering books online:

From Lebanese books' readers (267 respondents) 3% order books from online as shown in the following chart.

III. 1. C. Ordering Books Online
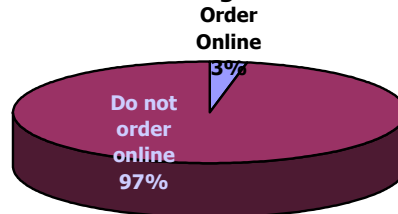
Lebanese books' readers who order online are urban residence (214 respondents) 3%.

Those who order online (7 respondents)* order from the following websites:

- Amazon (71%)
- La documentation francaise (14%)
- Sadoc-Abes (14%)

Respondents who order online paid with credit cards (86%) compared to 29% who paid cash. While the preferred method of payment is cash as specified by 57% compared to 43% who preferred credit cards.

I. Library Card:

From Lebanese readers (432 respondents) 13% have a library card.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.1. D. Library Card
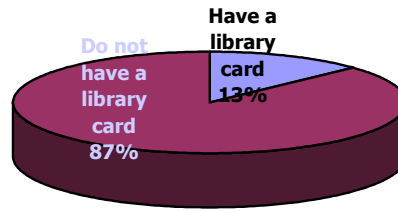
The younger the age the more the percentage of respondents who have a library card as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**133**	**100**	**66***
Have a library card	22%	10%	13%	4%
Do not have a library card	78%	90%	87%	96%

Majority of respondents who have library cards (60 respondents)* have access to public libraries.

III.1. D. Access to libraries
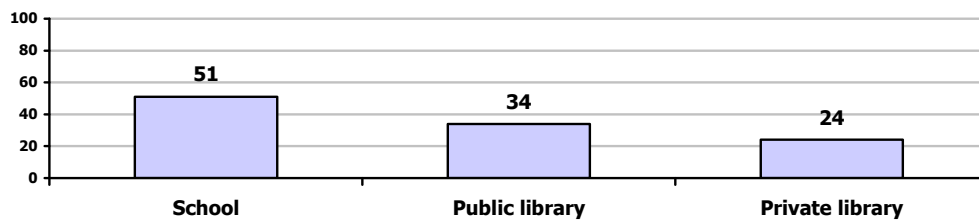
Urban residents mainly have access to school libraries while rural residents mainly have access to public libraries as shown from the following table.

	Urban	Rural
Lebanese readers who have a library card*	51	9
Public library	28%	67%
School	24%	22%
Private library	58%	11%

AB & C classes mainly go to school libraries followed by public and private libraries while DE class mainly go to public libraries followed by school and finally private libraries. Also different age brackets showed variances in their preference to the type of library they go to.

	AB	C	DE	15-24	25-34	35-44	45-65
Lebanese readers who have a library card*	23	28	9	32	14	9	5
Public library	30	26	67	22	46	55	33
School	26	26	11	28	15	18	33
Private library	57	52	33	53	46	46	67

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

J. Visiting Library:

Most of Lebanese readers (432 respondents) have been to libraries before.

III.1. E. Visiting Library
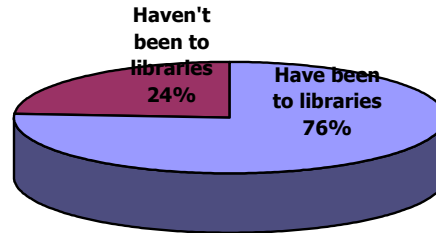
As socio-economic class decreases the percentage of respondents who have visited libraries decreases as shown from the following table. While age brackets 25-34 and 45-65 have visited libraries least compared to other age brackets as shown from the following table.

	AB	C	DE	15-24	25-34	35-44	45-65
Lebanese readers	**133**	**232**	**66***	133	133	100	66*
Have been to a library	83%	76%	68%	87%	72%	81%	59%
Have never been to a library	17%	24%	32%	13%	28%	19%	41%

From total Lebanese readers who have been to libraries before (331 respondents) the majority go a few times a year.

III.1. E. Frequency of visiting libraries
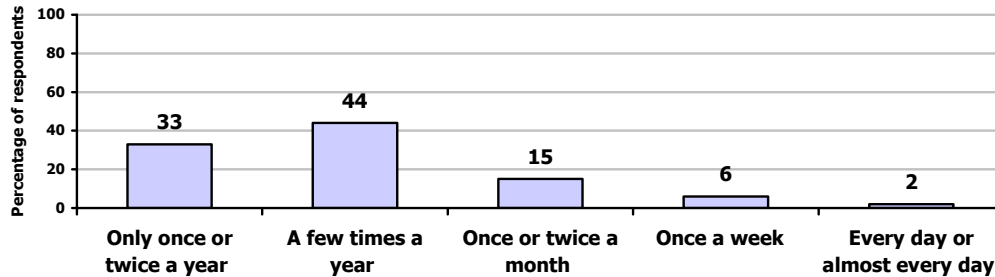
The data showed that as age decreases the average number of times that respondents visit libraries decreases as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese readers who have been to a library	**132**	**88***	**66***	**44***
Yearly Average	10	12	16	17

I. ISBN Number Usage:

From Lebanese readers (432 respondents) 1% have ordered books using ISBN number, 31% know the ISBN number but never ordered books using it and majority do not know what's an ISBN number.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1 F. ISBN Number Usage
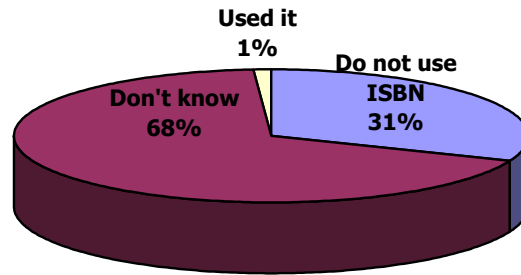
J. Information on interesting Books (non-readers):

The majority of Lebanese non-readers, 560 respondents, specified that there isn't enough information available on interesting books.

III. 1 G. Information on interesting books
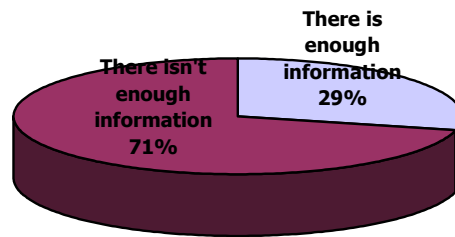
K. Non-readers visiting a library:

Lebanese non-readers (560) respondents are nearly equally split between respondents who have visited libraries before and respondents who have never been to libraries.

III.1. H. Non-readers visiting library
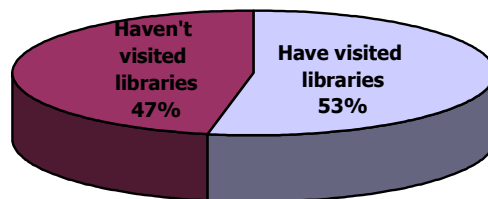
Male non-readers (254 respondents) are equally split between respondents who have been to libraries and respondents who have never been to libraries 50% each. While female non-readers (305 respondents) who have been to libraries are more than those who have never been to libraries with percentages 56% and 44% respectively.

As socio-economic class of Lebanese non-readers decreases, the percentage of respondents who have been to libraries decreases as shown from the following table.

|	AB	C	DE
Lebanese non-readers	85*	254	221
Have visited libraries	65	56	46
Haven't visited libraries	35	44	54

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Lebanese non-readers within the age of 25-34 have been to libraries least compared to other age brackets.

	15-24	25-34	35-44	45-65
Lebanese non-readers	**153**	**136**	**102**	**153**
Have visited libraries	64	47	52	49
Haven't visited libraries	36	54	48	51

III.2 Promotion Issues

C. Place Publisher:

A majority of Lebanese readers (432 respondents) have read books published in Beirut or Europe or North America as shown depicted in the following chart.

III.2. A. Place Publisher
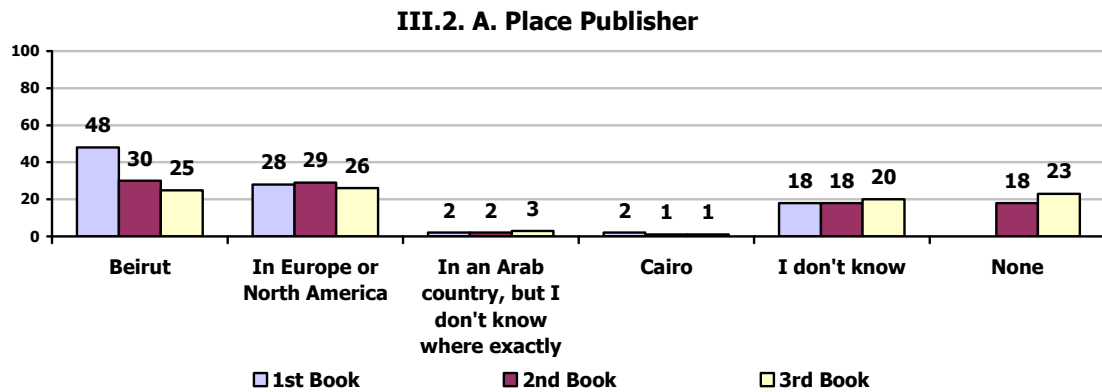
D. Attended an Event:

Majority of Lebanese readers haven't attended an event focused on reading.

III.2. B. Attended an Event
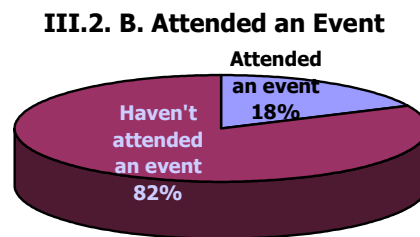
Regardless of different areas of residence, age, gender, or socio-economic class, a majority of Lebanese readers haven't attended an event focused on reading.

Of the Lebanese readers who attend events focused on reading (79 respondents) 66% attend book signings.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.2. B. Events Attended
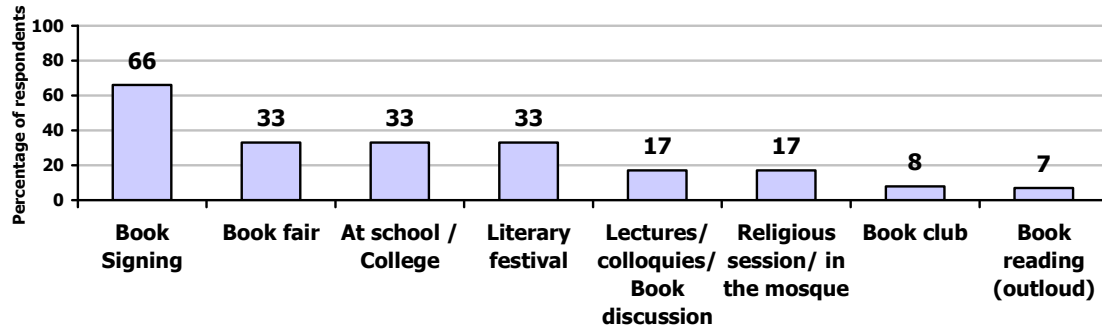
E. Non-readers awareness with TV programs:

Most of Lebanese non-readers (560 respondents) do not know TV programs specialized in presenting books.

III.2. C. Non-readers knowing TV programs
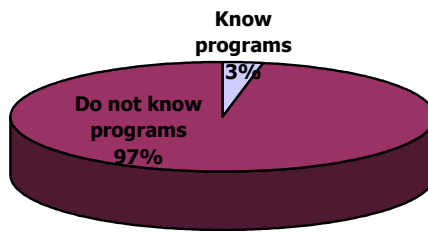
Of the respondents who watch TV programs that present books (16 respondents) 25% watch "Agenda" program on LBC channel presented by Charble.

Program	Channel	Presenter	Percentage of respondents
Agenda	LBC	Charble	25
Unspecified	Future Channel	Zahi Wahbi	25
Al kitab khayro Jalees	Al Gazira	unspecified	13
Unspecified	Al Manar Channel	unspecified	13
Khayro Jalees/Rafeeq Fel Anam	Al Manar	unspecified	6
Unspecified	TV5 Channel	unspecified	6
Khalleek Bel Bayt	unspecified	unspecified	6
Neharkom Said	unspecified	Charble Raji	6

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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F. Non- readers attending an event focused on reading:

A large majority (84%) of Lebanese non-readers haven't attended an event focused on reading.

III.2. D. Non-readers attending an event focused on reading
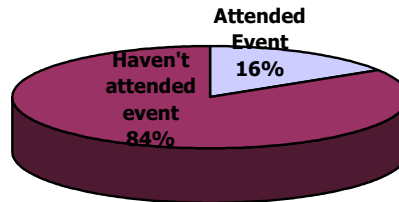
Regardless of gender, area of residence, or socio-economic class, a majority of respondents haven't attended an event focused on reading. On the other hand, that data showed that different age brackets have shown some variances in percentage of respondents who attend events focused on reading as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese non-readers	153	136	102	153
Attended events focused on reading	17	10	18	21
Haven't attended events focused on reading	83	90	83	79

From those who have attended events focused on reading (92 respondents) 80% have attended the book fair, while 18% attended book signings.

III.2. D. Events Attended
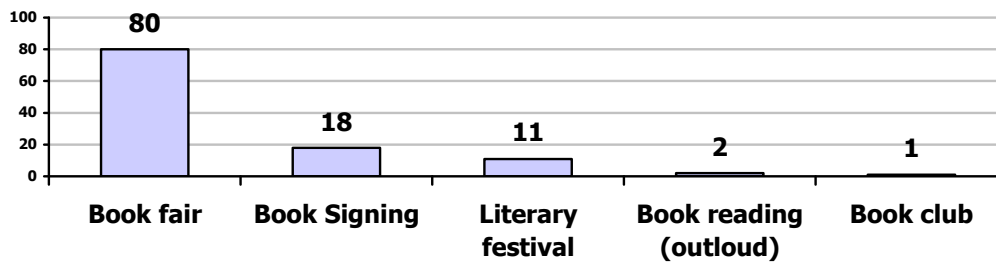
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.3 Pricing/Purchase Power Issues

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

From total Lebanese respondents who read books, 267 respondents, the average number of books bought within the past 12 months is 6 books. The majority of respondents have bought from 2-6 books within past 12 months.

III.3. A. Number of books purchased within past 12 months
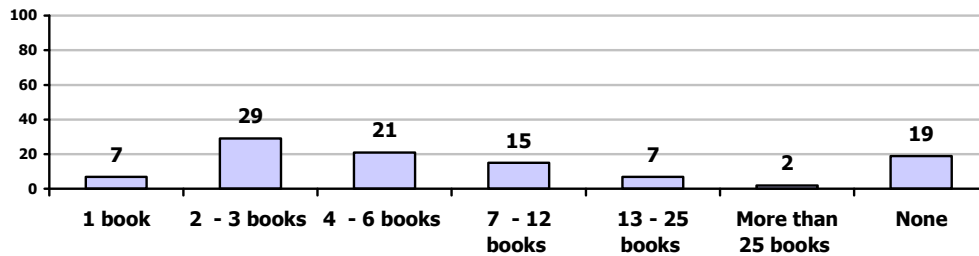
D. Readers Purchasing Power:

Majority of Lebanese books' readers (267 respondents) buy books priced from 6 to 20 USD and on average Lebanese readers pay 14 USD for a book.

III.3. B. Readers purchasing power
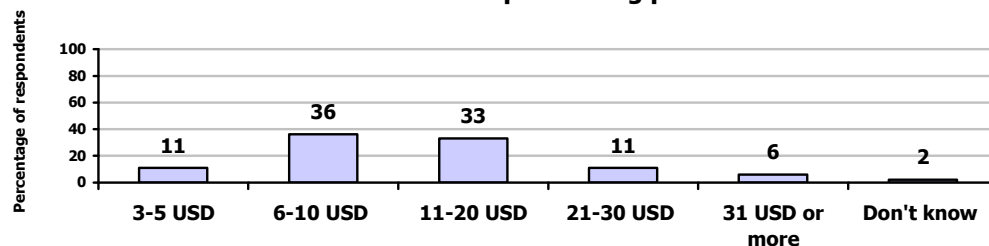
As socio-economic class increases, the average of book purchase price increases; AB class (77 respondents)* buy on average with 16 USD, C class (136 respondents) buy books with an average of 13 USD, and DE class (44 respondents)* buy with an average of 11 USD. The data also showed that as age increases the average purchase price increases as shown from the following table.

	15-24	25-34	35-44	45-65
Lebanese books readers*	**98**	**75**	**44**	**39**
Average price	11	15	14	16

E. Good Price for a Book (Readers):

The average price that Lebanese book readers (267 respondents) think is good for a book is 16 USD, while 39% mentioned that price doesn't matter.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.3. C. Good price for a book among readers
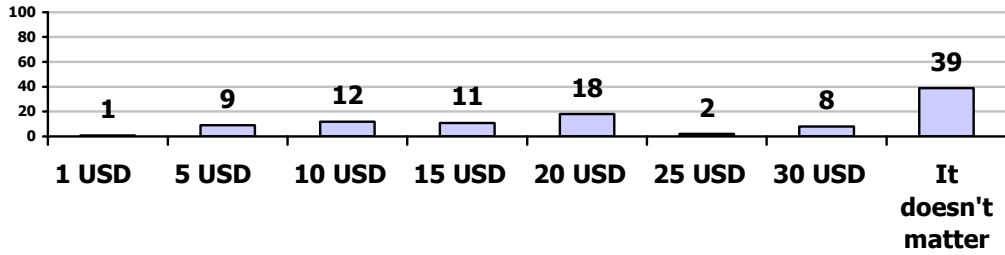
F. Non-readers Purchase Power:

All the Lebanese non-reader respondents (560 respondents) 20% of respondents mentioned that price does not matter for them. On average, a reasonable price for a book is 11 USD.

III.3. D. Non-readers purchase power
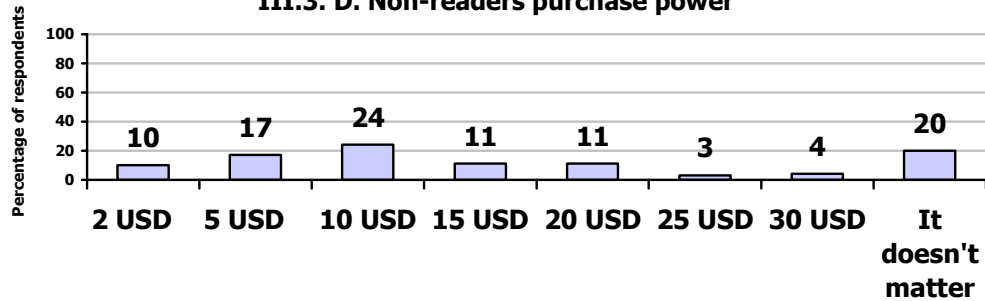
The data showed that as Lebanese non-readers socio-economic class decreases, the average price given for a book decreases as shown from the following table.

	AB	C	DE
Lebanese non-readers	78*	258	224
Average price	16	13	9

III.4 Circulation of Books

B. Lending/ Borrowing Books:

The majority of Lebanese readers who have books at home (264 respondents) lend their books to family and friends.
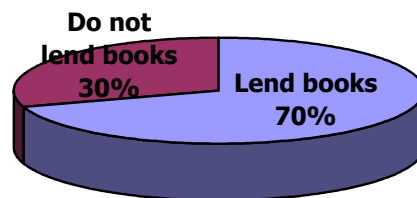
III.4. A. Lending/ Borrowing Books

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Females (158 respondents) lend their books to family and friend more than males (106 respondents) with percentage 75% and 65% respectively. On the other hand, different age brackets showed variances in the percentage of respondents who lend books to family and friends.

	15-24	25-34	35-44	45-65
Respondents who read and have books at home	**106**	**79***	**53***	**53***
Respondents who lend books	74	72	62	69
Respondents who do not lend books	26	28	38	31

Respondents who read books and lend them to family and friends (226 respondents) mainly lend books a few times per year as elaborated in the following chart.

III.4. A. Frequency of lending books
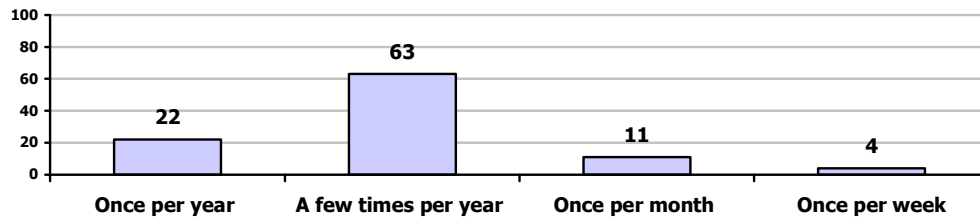
A majority of respondents who read and have books at home (264 respondents) also borrow books from family and friends.

III.4. A. Borrowing books
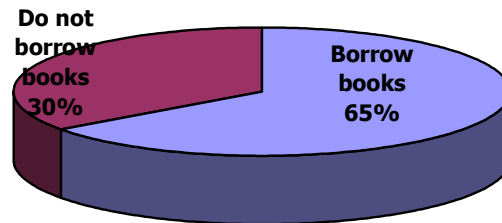
Females (158 respondents) borrow books more than males (106 respondents) with percentages 70% and 58% respectively. On the other hand, as age increases the tendency to borrow books from family and friends decreases as shown from the following table.

	15-24	25-34	35-44	45-65
Respondents who read and have books at home	**106**	**79***	**53***	**53***
Borrow books from family and friends	69	69	58	56
Do not borrow books from family and friends	31	31	42	44

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Total respondents who read books and borrow books from family and friends (172 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart.

III.4. A. Frequency of borrowing books
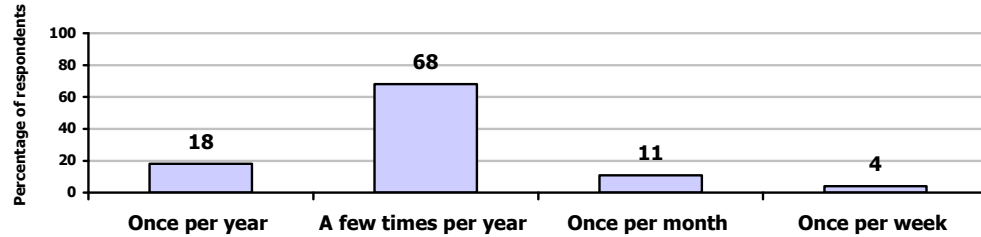
Though a majority of respondents lend and borrow books from family and friends, a minority of respondents borrow books from public libraries.

III.4. A. Borrowing from public libraries
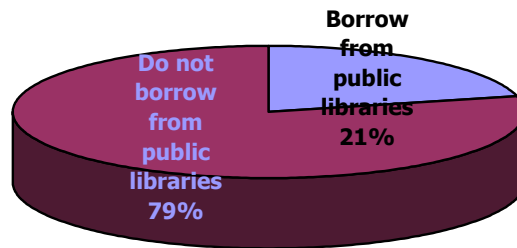
Females (158 respondents) borrow from public libraries more then males (106 respondents) with percentages 25% and 14% respectively. The data also showed that as socio-economic class decreases the percentage of respondents who borrow books from public libraries decreases as elaborated from the following table:

	AB	C	DE
Lebanese readers	**79***	**132**	**53***
Borrow books from public libraries	26%	21%	11%
Do not borrow books from public libraries	74%	79%	89%

As for different age brackets the data showed that as age increases the percentage of respondents who borrow books from public libraries decreases as shown from the following table.

	15-24	25-34	35-44	45-65
All respondents who read books	**106**	**79***	**53***	**53***
Borrow from public libraries	33	16	11	8
Do not borrow from public libraries	67	84	89	92

Of the respondents who borrow books from public libraries, 50 respondents, majority borrow books a few times a year.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

## III.4. A. Frequency of visitng public libraries

	Once per year	A few times per year	Once per month	Once per week
	15	51	32	2
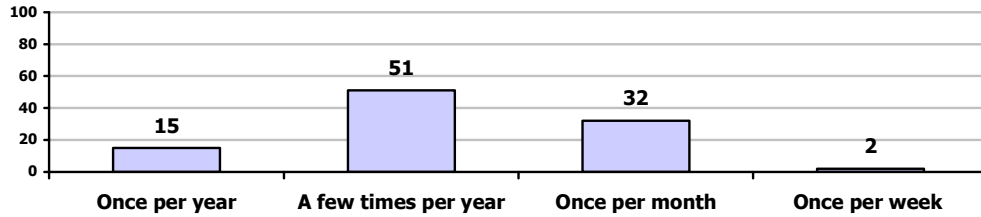
IV. Reading Contents

IV.1 Topics

B. Topics people read most:

Lebanese readers (432 respondents); 46% read general newspapers.

IV.1. A. Topics people read most

Topic	Value
Cartoons	4
How-to-books	4
Yellow press	4
Psychology	5
Sports	5
Theatre plays	5
Health / Nursing	6
Qoran	9
Cooking books	12
Literature / Biographies / Poetry / writings / Short stories	15
Contemporary poetry	15
Philosophy	15
Historical books	16
Society/ Social issues	18
Art	19
Encyclopedias / dictionaries	20
Fashion/ Beauty/ Beauty books	20
Religious books	24
Textbooks for school or university	24
Contemporary novels	32
Weekly political magazines	37
General newspapers	46

Most of Lebanese respondents who used to read and stopped reading at a certain age (297 respondents) used to read text books for school or university.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.1. A. Topics non-readers used to read

Topic	Percentage
How-to-books	4
Cartoons	4
Theatre plays	4
Yellow press	5
Exact sciences / technology	8
Encyclopedias / dictionaries	9
Philosophy	9
Historical books	13
Cooking books	15
Qoran	15
Contemporary poetry	16
Weekly political magazines	24
Religious books	25
General newspapers	30
Contemporary novels	39
Textbooks for school or university	51

Percentage of respondents
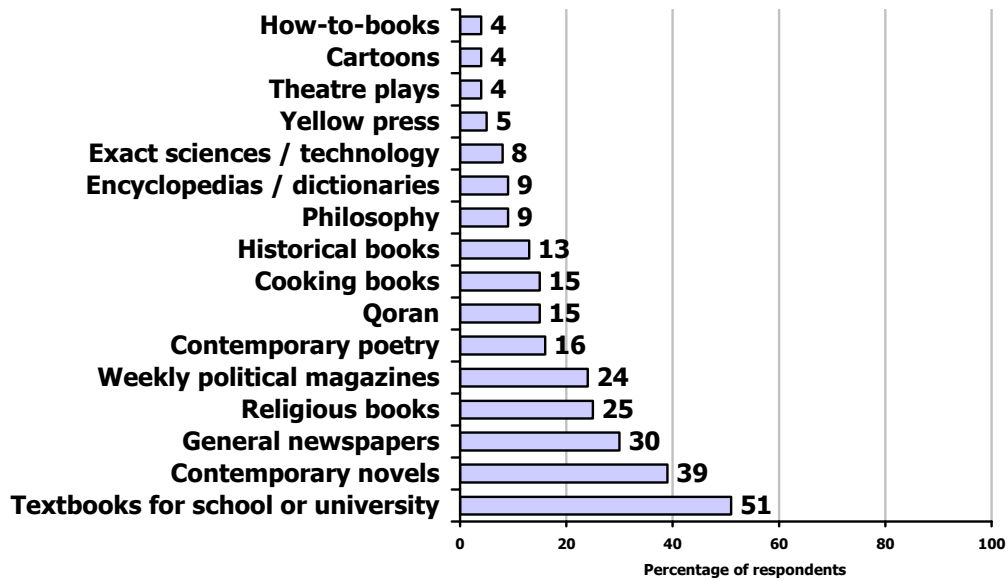
C. Topic to read in the future (non-readers):

Of Lebanese non-readers (560 respondents) a majority would like to read in the future books about contemporary novels, religious topics, and general newspapers.

IV.1. B. Topics non-readers like to read in the future

| Topic	Percentage
Women topics	5
Social topics	5
Yellow press	5
Romance Novels/ Love stories	7
Theatre plays	8
How-to-books	8
Medical/ Medicine/ Health	9
Textbooks for school or university	9
Literature	10
Philosophy	11
Exact sciences / technology	11
Contemporary poetry	14
Encyclopedias / dictionaries	15
Historical books	15
Fashion/ Beauty	19
Qoran /Bible	19
Sports	24
Cooking books	25
Weekly political magazines	26
General newspapers	30
Religious books	35
Contemporary novels	37

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.2 Authors

C. Books/ Authors within past 3 months:

Lebanese respondents who read books (267 respondents) mainly read school/university books as shown from the following table.

Book	Author	Percentage of respondents
School / University Books	Uspecified	5
Al Ajneha Al Motakassera (Broken wings)	Jubran Khalil Jubran	3
Al Nabeyy (The prophet)	Jubran Khalil Jubran	3
Holy Quraan		2
Unspecified	Jubran Khalil Jubran	2
Mawssouat Jubran Khalil Jubran	Jubran Khalil Jubran	1
Al Ragheef	Jubran Khalil Jubran	1
L'alchimiste (The Alchemist)	Paolo Coelho	1
The Bible		1
Les Fleurs du Mal	Baudelaire	1
Anna Karnina	Tolstoy	1
The Valkyries	Paolo Coelho	1
Korat Al Thalj (Snow Balls)	Uspecified	1
Al Ayadi Al Soud (Black Hands)	Najah Wakim	1
Unspecified	Danielle Steel	1
DK/DR		5
Nothing		8

D. Favorite Titles or Authors:

Jubran Khalil Jubran was listed as the most preferred author.

Favorite Author	Percentage of Respondents
Jubran Khalil Jubran	16
Nezar Qabbany	6
Paolo Coelho	5
Victor Hugo	3
Agatha Christie	2
Danielle Steel	2
Mikhaeel Naeema	1
May Ziada	1
Tawfik Youssuf Awwad	1
Naguib Mahfouz	1
Mohamed Hassanein Heikal	1
Shakespeare	1
Al Jahezz	1
Amine Maalouf	1

| Favorite title	Percentage of Respondents
Novels	1
Al Nabeyy (The Prophet)- Jubran Khalil Jubran	1
Al Awassef (The Storm) -Jubran Khalil Jubran	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Religious Topics	1
Jamais Sans ma Fille	1
Nothing	13
DK/DR	5

V. Language Issues

V.1 Language preferences

B. Readers Purchase of last 12 months:

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

	Arabic Language	English Language	French Language
Lebanese books' readers who have purchased books in these languages	**156**	**84**	**95**
1- 10%	7%	11%	11%
11- 20%	7%	14%	12%
21- 30%	6%	18%	14%
31- 40%	3%	8%	9%
41- 50%	7%	9%	6%
51- 60%	7%	4%	5%
61- 70%	11%	2%	4%
71- 80%	9%	8%	7%
81- 90%	3%	5%	2%
91-100%	40%	21%	28%

A majority of Lebanese readers have bought from 91-100% of books in Arabic language as specified by 40% of respondents.

V.2 Translations

B. Readers' Purchase during last 12 months:

From respondents who have bought books within the past 12 months, 14% have bought 1 book translated from a foreign language into Arabic as elaborated in the following chart:

V.2. A. Translated books purchased within the past 12 months

The data also showed that majority of respondents haven't bought books translated from foreign languages.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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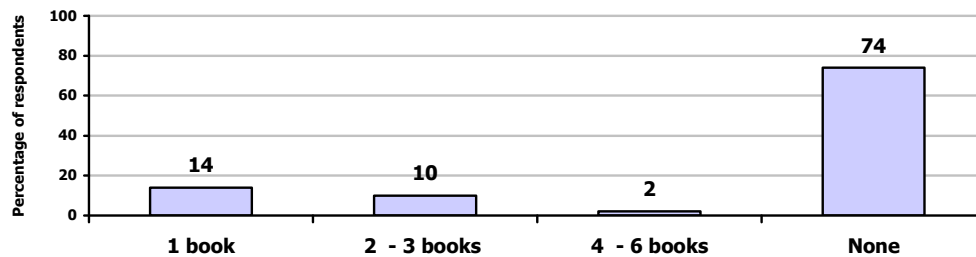
VI. Readers Attitude

Lebanese readers can afford to buy books and tell friends and family about books they like to read.

VII. A. Books readers attitude

	Strongly Disagree	3	2	Strongly agree	Don't Know
Usually I can afford to buy most of the books that I want/need	5	13	33	48	2
When I read an interesting book, I tell friends and family about it	3	8	35	52	2
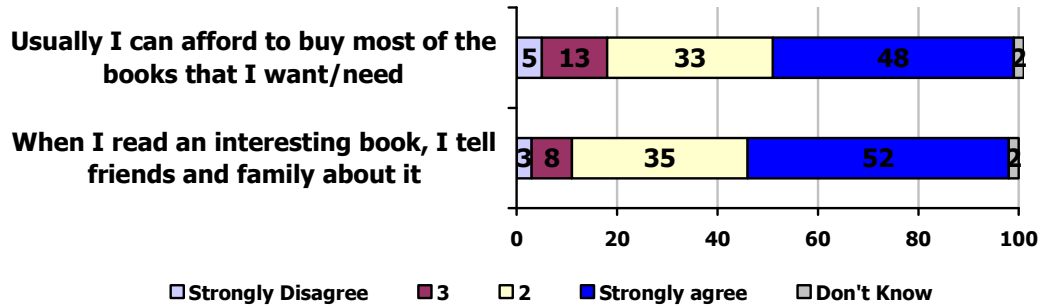
Lebanese readers read for pleasure and do not prefer to party over reading. Lebanese readers prefer to read stories themselves more than listening to it from someone. Lebanese readers read more than what is required because they enjoy reading and like to spend their time and money on reading. Lebanese readers find TV, internet, radio, and watching movies interesting but still they prefer to read hard copies.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.B. Readers attitude

Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
Internet is interesting, but satellite TV is more interesting	17	19	24	23	16
Since I have access to the internet I read more, but online	38	22	13	13	14
Books are too expensive, I can't afford to read	38	32	16	9	5
There are not enough translations of foreign books into Arabic	8	12	24	24	32
The film version of a book is more attractive to me than the book itself	9	19	31	34	7
Most people buy books only to show off	17	24	24	16	19
A book is a nice present for friends or family	6	11	25	49	9
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	30	25	18	18	9
I rarely read more than what is required	28	36	15	14	7
I read to improve myself	5	9	28	54	4
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences, humanities	19	18	21	29	13
Arab authors writing in foreign languages just want to show off	23	29	12	9	27
Reading Arabic is too different from speaking Arabic	4	9	33	48	5
Arab authors need to write in foreign languages in order to sell abroad	9	14	28	31	18
I have always liked reading	6	15	25	47	7
I like listening to stories, but I don't like reading myself	30	31	19	15	5
Reading is the best way of learning, but qualifications don't count in real life	17	23	30	19	11
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all about	11	17	28	38	6
I read because I am not allowed to go out in the evening	75	15	4	2	4
I do not read during traveling because buses, airports, and trains are overcrowded	14	14	24	29	19
I don't have time for reading, and on weekends I prefer to party	34	26	15	19	6
I think I read less than the average of my age	24	22	18	11	25
I think I read more than the average of my age	18	20	19	19	24
I think I read more than most other people I know	17	19	22	19	23
I prefer listening to the Qoran / Bible rather than to read myself	26	25	22	19	8
Islam / Christianity teaches Muslims / Christians to read	10	11	23	41	15
Everybody will pretend that reading is important but most people know that TV is more interesting	16	13	33	33	5
Reading is good but I find it old-fashioned	47	33	11	4	5
Reading is hard work because you need to concentrate	28	27	23	18	3
I read for pleasure	5	13	31	49	2

Legend: ☐ Strongly Disagree ■ 3 ☐ 2 ■ Strongly agree ☐ Don't Know

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII.C. Non-Readers Attitude

Lebanese non-readers think positively of reading and readers but they prefer watching TV more than reading and feel that it is all the same and gives the same information. For non-readers reading is hard wok and needs concentration, which could be the reason why non-readers do not enjoy reading. Non-readers find that film version is more interesting than reading and would put their money in a movie rather than buying a book. Finally non-readers think positively of Arabic language and think it is interesting but perceive it as hard to read and needs concentration than speaking it.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII.C. Non-readers attitude

Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	26	9	21	30	14
Books are too expensive, I can't afford to read	47	16	11	13	13
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences,	27	11	23	24	15
Arab authors writing in foreign languages just want to show off	34	17	11	7	31
There are not enough translations of foreign books into Arabic	27	10	16	8	39
Books in Arabic are less interesting	42	14	11	9	24
Reading Arabic is too different from speaking Arabic	22	11	23	31	13
Arab authors need to write in foreign languages in order to teach people abroad	13	6	18	14	49
Arab authors need to write in foreign languages in order to sell abroad	18	10	23	24	25
The film version of a book is more attractive to me than the book itself	9	6	31	47	7
I like listening to stories, but I don't like reading myself	37	9	13	15	25
Reading is the best way of learning, but qualifications don't count in real life	24	17	27	17	15
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all	7	9	36	41	7
Internet is interesting, but satellite TV is more interesting	13	13	22	23	29
Most people buy books only to show off	28	14	23	11	24
A book is a nice present for friends or family	22	17	24	26	11
I don't have time for reading, and on weekends I prefer to party	21	8	31	32	8
I think most people of my age don't read either	46	14	9	11	20
I think most other people I know don't read either	50	12	9	11	18
I prefer listening to the Qoran rather than to read myself	16	11	22	26	25
Islam teaches Muslims to read	7	7	24	41	21
Everybody will pretend that reading is important but most people know that TV is more interesting	6	12	28	50	4
Reading is good but I find it old-fashioned	36	16	19	23	6
Reading is hard work because you need to concentrate	13	13	24	46	3

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
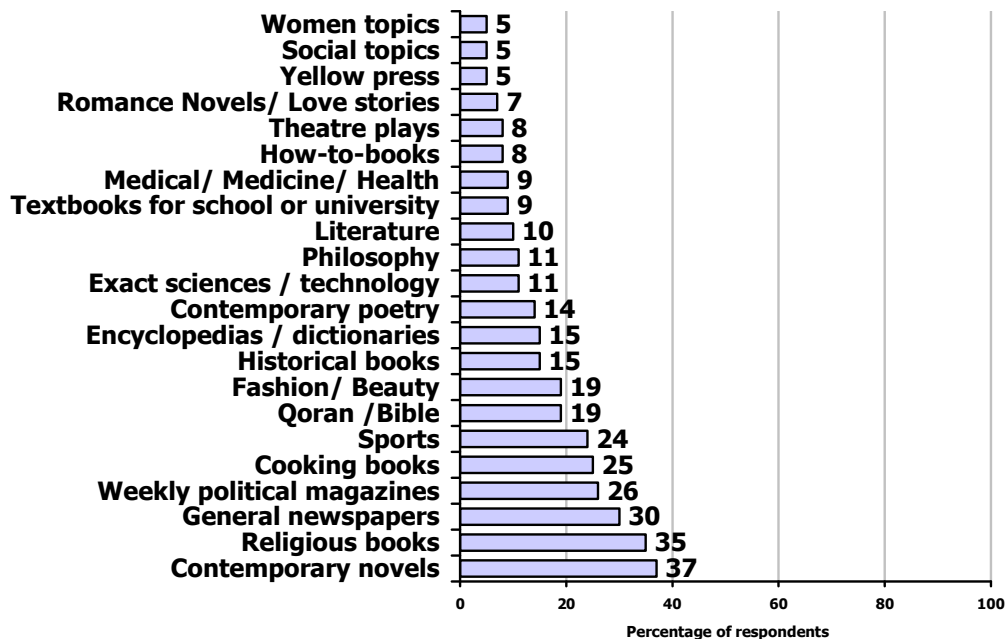
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VII.A. Readers Lifestyle

I.   Readers lifestyle:

Lifestyle is how you spent your time and money. The data shows that readers are interested in news and current affairs, culture, travel, politics, and health. The data reflects that readers spent considerable amount of their time reading about news and current global and local affairs, and gain knowledge about topics that interest them. Lebanese readers also are interested in socializing with family and friends which shows that they spend time with family and friends as elaborated further in the report from lifestyle section.

VII.A. Readers lifestyle

Category	Very Much	Much	Little	Very Little
Business	21	29	24	26
Geography	6	18	38	38
Music	31	31	26	13
Nature	19	35	31	16
Health	34	34	21	11
Cooking/food	21	26	24	30
Sports	25	24	26	25
Automobiles	24	28	22	26
Technology	29	30	31	11
News and current affairs	43	39	13	5
Religion	34	35	22	10
Literature	21	29	32	18
Politics	39	25	18	18
Culture	41	41	16	3
History	19	25	35	21
Travel	46	28	18	9

□ Very Much   ■ Much   □ Little   ■ Very Little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
shopping	30	28	27	16
surfing the internet	23	21	16	40
socializing with family and friends	57	32	9	2
going to movies	16	20	37	27
exercising	25	26	28	21
to make myself more educated	66	30	3	1
to gain knowledge about topics that are important for me	71	27	2	
to follow my religious obligations	42	31	19	8
to look well groomed	61	30	7	2
to learn about current affairs in the world	57	29	11	3

■ Very Much   ■ Much   □ Little   ■ Very Little

J. Time spend during weekdays:

Basically during weekdays Lebanese readers spend their time between working, sleeping, and studying as shown from the following table.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	322	136	286	420	393
Less than 1 hr	-	4%	8%	32%	10%
From 1 hour - 2 hours	6%	19%	66%	62%	63%
More than 2 hour - 3 hours	4%	12%	2%	4%	12%
More than 3 hour - 4 hours	3%	15%	-	1%	9%
More than 4 hour - 5 hours	8%	4%	1%	1%	2%
More than 5 hour - 6 hours	13%	18%	3%	-	2%
More than 6 hour - 7 hours	13%	11%	6%	-	-
More than 7 hour - 8 hours	29%	9%	9%	-	1%
More than 8 hour - 9 hours	11%	6%	4%	-	1%
More than 9 hour - 10 hours	9%	2%	1%	-	1%
More than 10 hour - 11 hours	-	1%	-	-	-
More than 11 hour - 12 hours	5%	-	-	-	-
More than 12 hour - 13 hours	-	-	-	-	-
More than 13 hours	1%	-	-	-	-
Average in Hours	**7**	**5**	**3**	**1**	**2**

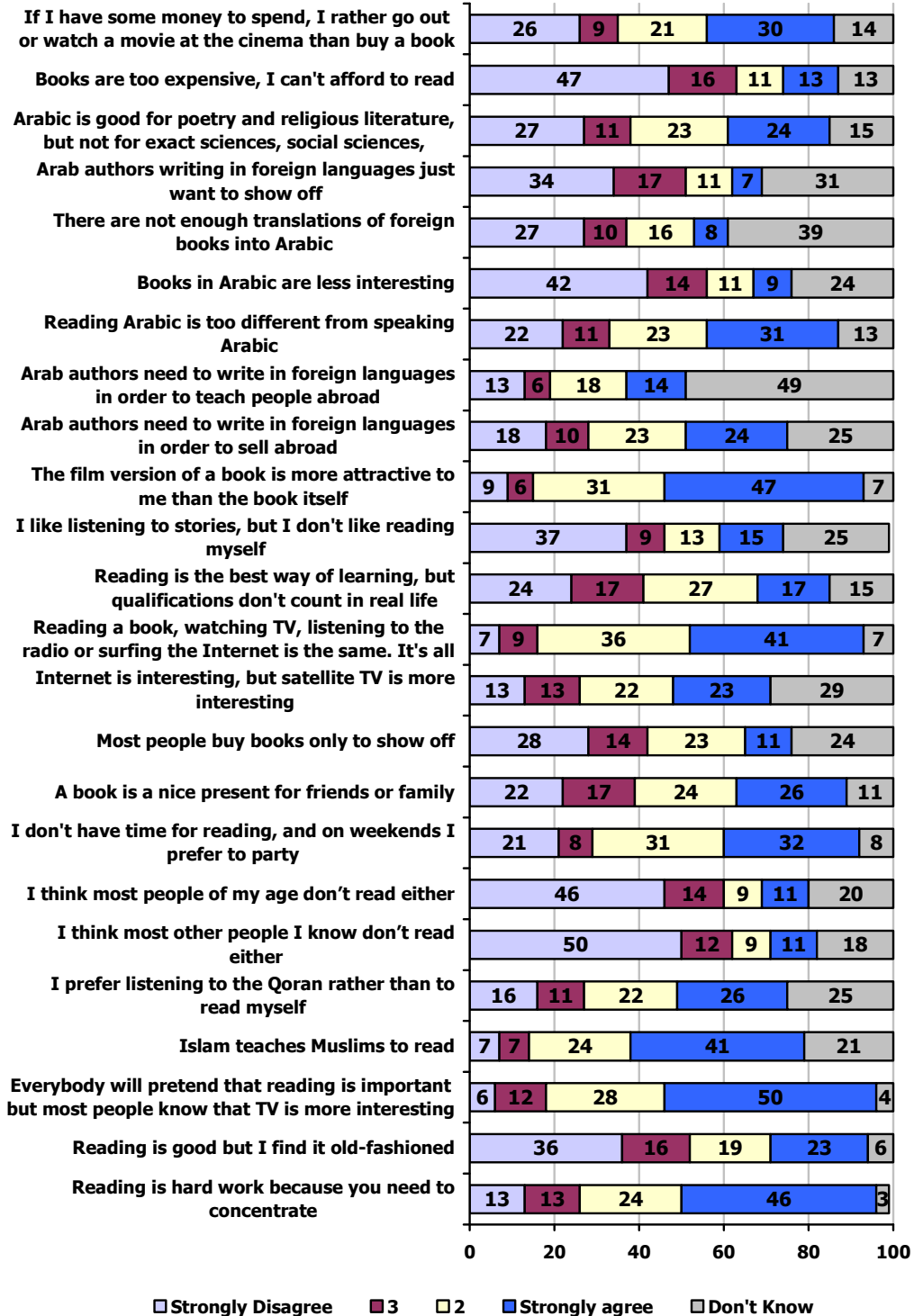|	Surfing	Reading	Personal	Sports	Religious	Eating

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	the internet	books, magazines, newspapers	care & grooming		Duties	
Respondents who read and spend their time on these activities	207	426	421	171	292	427
Less than 1 hr	40%	59%	78%	50%	73%	46%
From 1 hour - 2 hours	54%	38%	22%	48%	26%	54%
More than 2 hour - 3 hours	3%	1%	-	2%	-	1%
More than 3 hour - 4 hours	2%	1%	-	-	-	-
More than 4 hour - 5 hours	1%	-	-	-	-	-
Average in Hours	1	1	1	1	1	1

K. Time spend during weekends:

Majority of respondents sleep during weekends as shown from the following tables, readers also spend considerable time on work or studying for students during weekends and socializing with family and friends as previous data showed that readers are interested in socializing with family and friends.

	Work	**Studying**	**Sleeping**	**Transportation**	**Socializing with friends & family**
Respondents who read and spend their time on these activities	**128**	**90***	**356**	**399**	**417**
Less than 1 hr	-	2	3	12%	1%
From 1 hour - 2 hours	23%	42%	64%	64%	34%
More than 2 hour - 3 hours	12%	28%	12%	15%	21%
More than 3 hour - 4 hours	6%	11%	2%	7%	16%
More than 4 hour - 5 hours	22%	3%	1%	1%	10%
More than 5 hour - 6 hours	13%	10%	3%	1%	9%
More than 6 hour - 7 hours	2%	1%	3%	1%	2%
More than 7 hour - 8 hours	11%	1%	7%	-	3%
More than 8 hour - 9 hours	7%	-	4%	-	1%
More than 9 hour - 10 hours	3%	1%	3%	-	3%
More than 10 hour - 11 hours	1%	-	1%	-	-
More than 11 hour - 12 hours	1%	-	-	-	-
More than 12 hour - 13 hours	-	-	-	-	-
More than 13 hours	1%	-	-	-	-
Average in Hours	**5**	**3**	**3**	**2**	**4**

	Surfing the internet	**Reading books, magazines, newspapers**	**Personal care & grooming**	**Sports**	**Religious Duties**	**Eating**
Respondents who read and spend their time on these activities	**187**	**351**	**418**	**159**	**326**	**427**
Less than 1 hr	23%	54%	55%	39%	39%	19%
From 1 hour - 2 hours	71%	43%	44%	55%	60%	76%
More than 2 hour - 3 hours	3%	2%	1%	4%	2%	4%
More than 3 hour - 4 hours	3%	1%	-	1%	-	1%

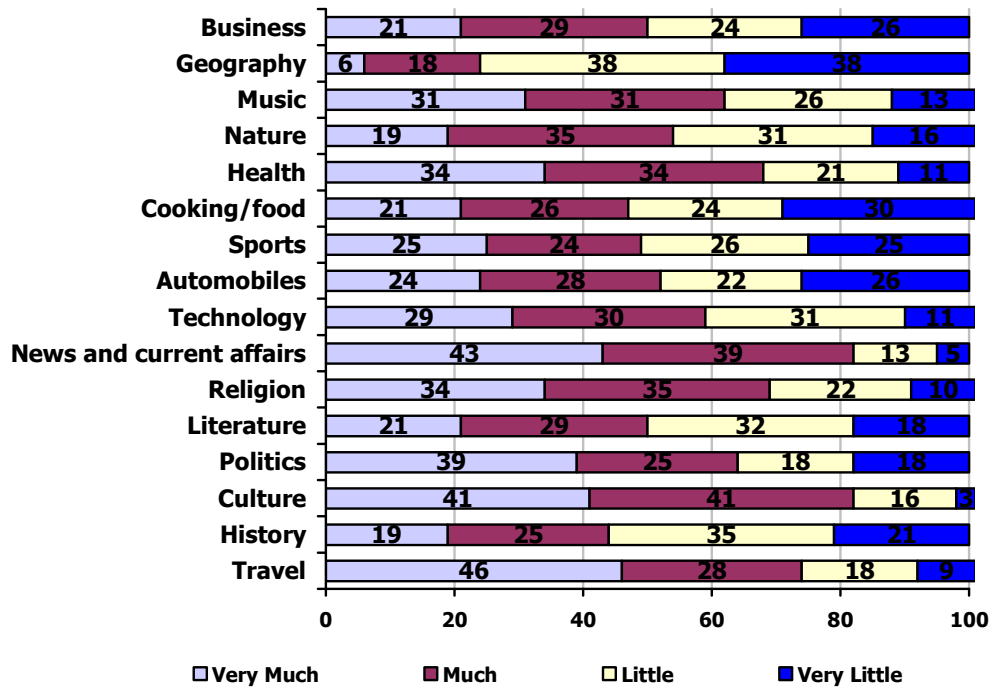* Percentages give an indication of the data presented but is not significant because of the small number of respondents

More than 4 hour - 5 hours	-	-	-	1%	-	-
Average in Hours	1	1	1	1	1	1

L. Spending free time:

The data showed that readers spend their on daily activities such as watching TV, following religious information, socializing with family and friends, and resting. As for reading habits; readers spend considerable time daily on reading newspapers (42%) and books (23%) as shown from the following chart.

VIII. D. Spending free time

	Daily	5-6 days/week	3-4 days/week
	Once a week	Once in 2 weeks	Once in 3 weeks
	Once in a month	Less often	Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-Readers Lifestyle

M. Non-Readers lifestyle:

The topics that non-readers are interested in are close to the topics that readers are interested in as shown from the following chart. Non-readers are interested in travel, culture, politics, religion, news and current affairs, health, nature, and music.

VIII.E. Non-readers lifestyle

Topic	Very Much	Much	Little	Very Little
Business	18	20	29	33
Geography	4	9	35	52
Music	31	32	21	16
Nature	26	29	28	17
Health	41	29	18	12
Cooking/food	34	25	21	20
Sports	20	24	25	31
Automobiles	28	18	26	28
Technology	21	25	35	19
News and current affairs	30	41	21	8
Religion	32	34	21	13
Literature	8	18	38	36
Politics	24	30	26	20
Culture	23	37	27	13
History	12	19	32	36
Travel	41	21	25	13

The data showed that non-readers are interested nearly in the same topics that readers are interested in.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VIII.E. Non-readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
shopping	26	24	29	21
surfing the internet	11	11	16	61
socializing with family and friends	65	29	4	2
going to movies	13	19	30	38
exercising	19	26	27	28
to make myself more educated	29	43	25	3
to gain knowledge about topics that are important for me	50	42	7	1
to follow my religious obligations	38	31	23	8
to look well groomed	53	30	13	4
to learn about current affairs in the world	36	34	25	5

☐ Very Much   ◼ Much   ☐ Little   ◼ Very Little
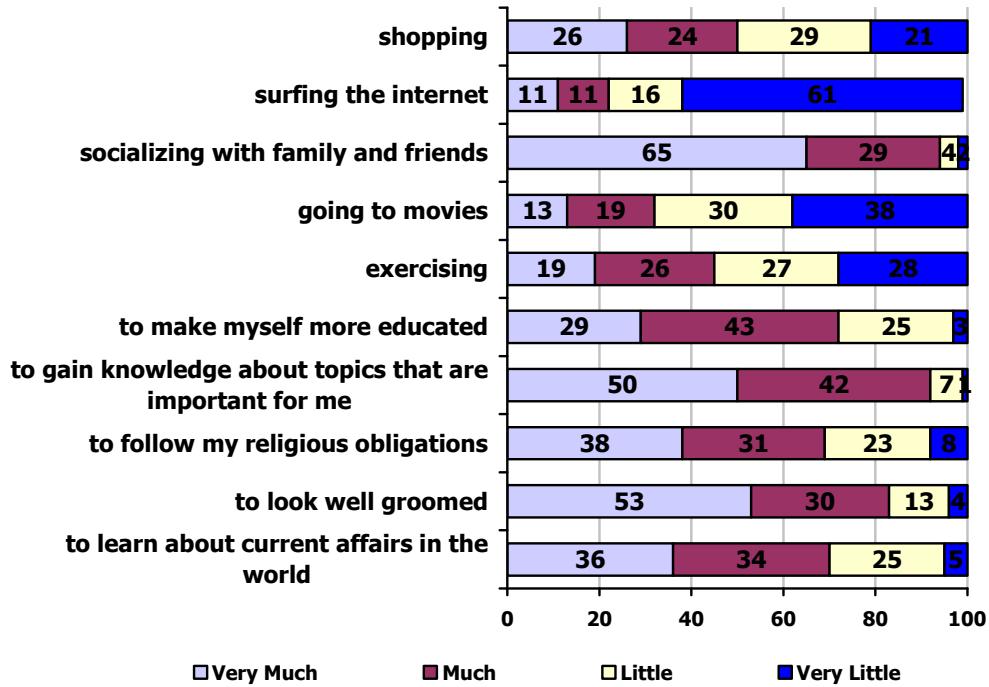
N. Time allocation on weekdays:

Majority of respondents spend weekdays working or studying and Lebanese respondents have shown that they do not spend much time sleeping compared to other Arab countries.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Lebanese non-readers who use their time in following Activities	**404**	**108**	**358**	**504**	**534**
Less than 1 hour	-	-	8%	46%	6%
1-2 hours	7%	17%	84%	47%	67%
more than 2-3 hours	5%	9%	3%	5%	16%
more than 3-4 hours	8%	18%	1%	1%	6%
more than 4-5 hours	7%	13%	-	1%	2%
more than 5-6 hours	14%	22%	1%	-	2%
more than 6-7 hours	12%	11%	1%	-	-
more than 7-8 hours	24%	8%	1%	-	2%
more than 8-9 hours	6%	1%	-	-	-
more than 9-10 hours	11%	-	-	-	-
more than 10-11 hours	1%	-	-	-	-
more than 11-12 hours	3%	-	-	-	-
more than 13-14 hours	1%	-	-	-	-
Average in hours	**7**	**5**	**1**	**1**	**2**

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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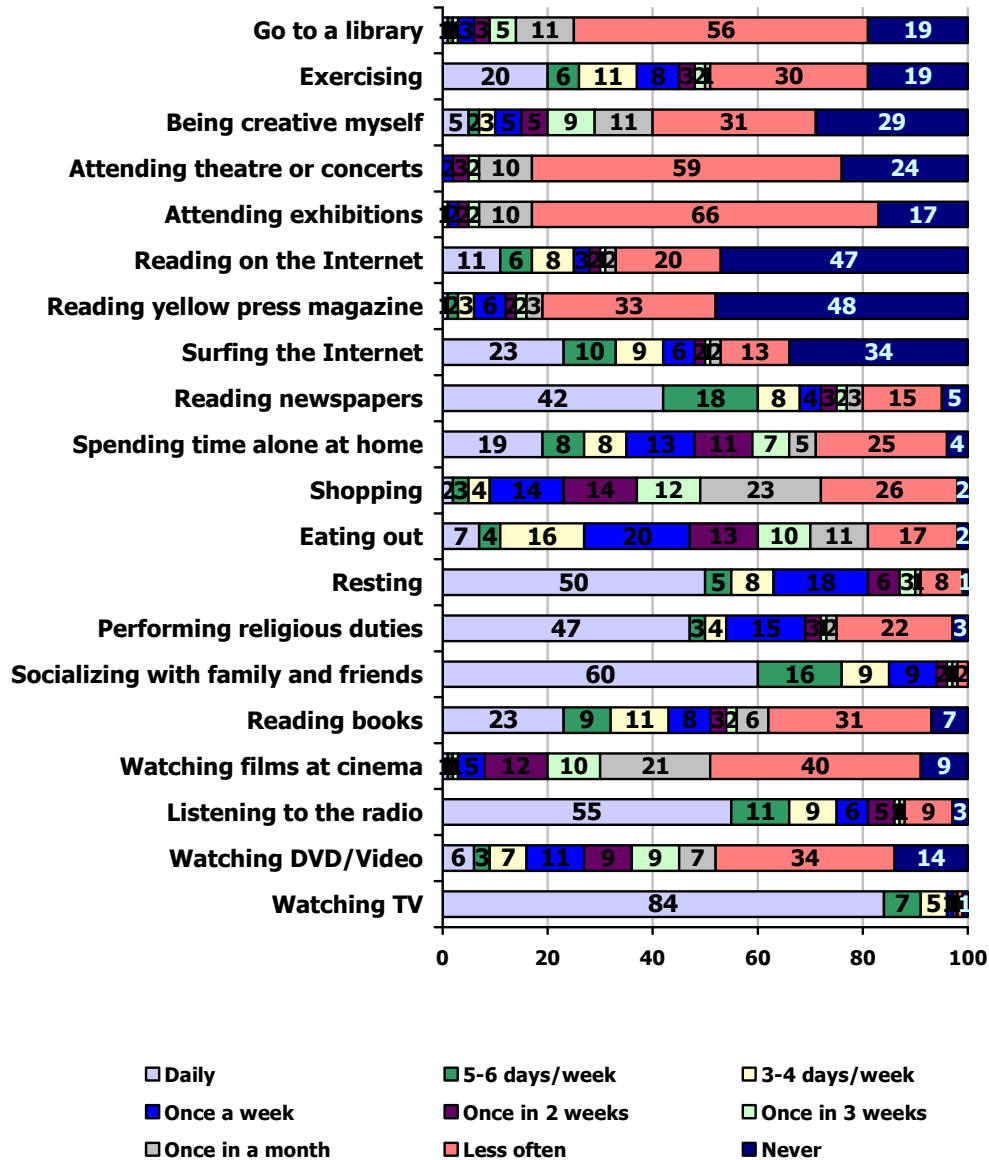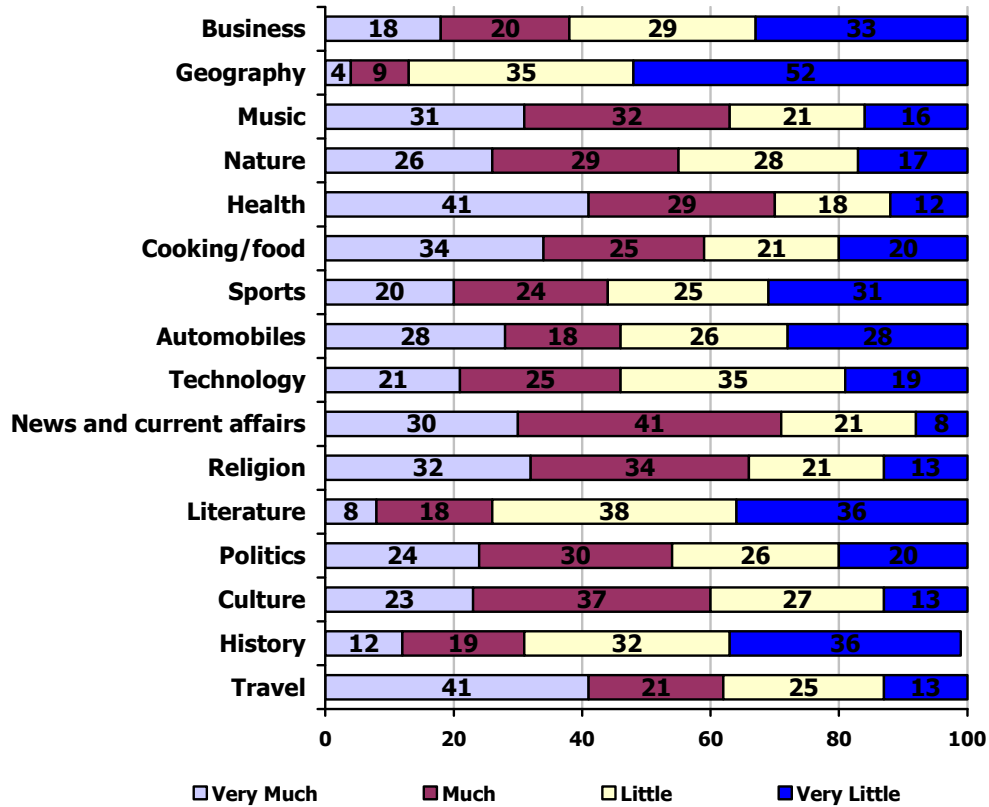
	surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Lebanese non-readers who use their time in following Activities	**124**	**535**	**150**	**373**	**557**
Less than 1 hour	41%	71%	46%	76%	32%
1-2 hours	55%	29%	53%	23%	68%
more than 2-3 hours	2%	-	1%	1%	-
more than 3-4 hours	2%	-	-	-	-
more than 4-5 hours	-	-	-	-	-
more than 5-6 hours	1%	-	-	-	-
Average in hours	**1**	**0.32**	**1**	**0.33**	**1**

O. Time allocation on weekends:

Lebanese respondents spend their weekends between working and socializing with family and friends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Lebanese non readers who use their time in following Activities	**201**	**68***	**462**	**525**	**545**
Less than 1 hour	3%	3%	4%	17%	2%
1-2 hours	31%	60%	78%	65%	38%
more than 2-3 hours	15%	18%	11%	12%	23%
more than 3-4 hours	13%	10%	2%	4%	11%
more than 4-5 hours	10%	6%	1%	1%	11%
more than 5-6 hours	12%	-	1%	1%	8%
more than 6-7 hours	2%	2%	1%	-	3%
more than 7-8 hours	7%	2%	-	-	4%
more than 8-9 hours	2%	-	-	-	-
more than 9-10 hours	6%	-	-	-	1%
more than 11-12 hours	1%	-	-	-	-
Average in hours	**4**	**2**	**2**	**2**	**3**

	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Lebanese non-readers who use their time in following Activities	**120**	**532**	**162**	**428**	**558**
Less than 1 hour	29%	56%	34%	48%	15%
1-2 hours	68%	44%	64%	50%	79%
more than 2-3 hours	2%	-	1%	1%	5%
more than 3-4 hours	1%	-	1%	-	-
more than 6-7 hours	1%	-	-	-	-
Average in hours	**1**	**1**	**1**	**1**	**1**

P. Spending free time:

Majority of Lebanese non-readers, 560 respondents, spend their free time on the following activities:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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⇨Watching TV
⇨Performing Religious duties
⇨Socializing with family and friends
⇨Resting
⇨Spending time alone at home

VIII.H. Spending free time
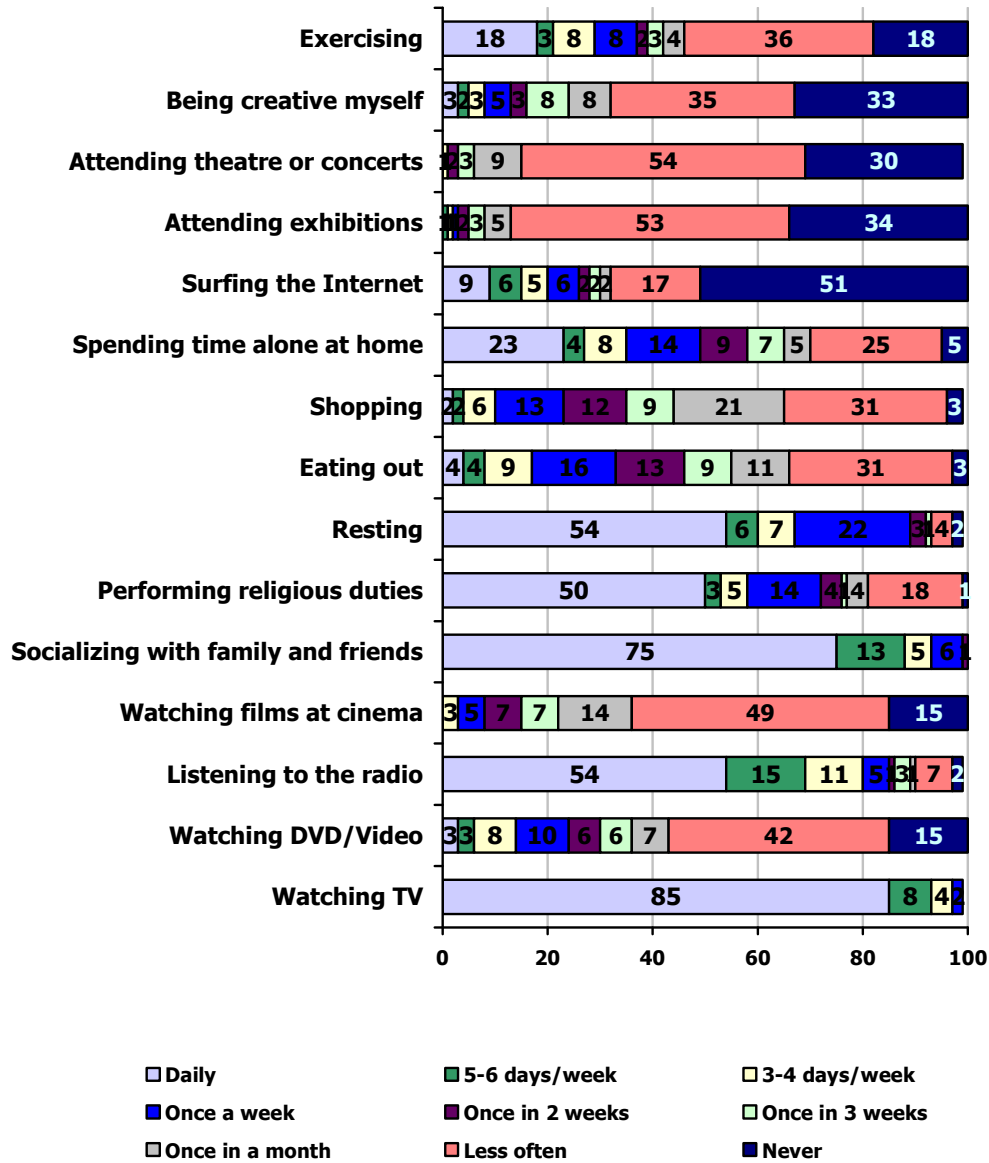
	Daily	5-6 days/week	3-4 days/week	Once a week	Once in 2 weeks	Once in 3 weeks	Once in a month	Less often	Never
Exercising	18	3	8	8	2	3	4	36	18
Being creative myself	3	2	3	5	3	8	8	35	33
Attending theatre or concerts		3		9				54	30
Attending exhibitions		2	3	5				53	34
Surfing the Internet	9	6	5	6	2	2		17	51
Spending time alone at home	23	4	8	14	9	7	5	25	5
Shopping	2	2	6	13	12	9	21	31	3
Eating out	4	4	9	16	13	9	11	31	3
Resting	54	6	7	22	3	4	2		
Performing religious duties	50	3	5	14	4	4		18	1
Socializing with family and friends	75	13	5	6					
Watching films at cinema	3	5	7	7		14	49	15	
Listening to the radio	54	15	11	5	3		7	2	
Watching DVD/Video	3	3	8	10	6	6	7	42	15
Watching TV	85	8	4						

IX. Conclusion

IX. A. Conclusion:

Channels of reading:

From total interviewed 1000 respondents 44% were considered readers and 56% were considered non-readers. Majority of Lebanese readers read newspaper and magazines (90%) and prefer to read in news, politics, economics, current events.

Among Lebanese readers 54% use the internet and the main reason for using the internet is for checking and sending e-mail. Internet users who read magazines and newspapers online are 65% and mainly read on news and general information and newspapers. Majority of internet users print from online (75%). Internet users who read online know online encyclopedias (55%) but do not know online libraries (79%). As for Lebanese non-reader, the majority does not use the internet (69%) and those who use the internet use it mainly for checking and sending mails (89%).

Frequency Issues:

On average Lebanese readers of newspapers and magazines read for 31 minutes per day, read online for 50 minutes per day and read books for 12 days per month and spent reading for 49 minutes per day. Lebanese books' readers keep on average 52 books at home among which 4-25 books are school/university books. Lebanese readers do not have a specific time of the day for reading. Majority of Lebanese readers read all days, either weekends or weekdays (51%).

Lebanese non-readers who used to read at a certain age, on average used to read 7 books per year. Non-readers who use internet use it for an average of 48 minutes per day.

Location Issues:

Majority of Lebanese books' readers keep books at a special place at home (79%). Lebanese readers' favorite place for reading is at home (70%).

Reasons for reading:

Majority of Lebanese readers started reading when they learned reading at school (79%) and have decreased/stopped reading around age 19-25 (31%). The main reason that Lebanese readers have stopped reading is time limitation (71%) while main reason given for restarting to read is having more time than previously (53%) and finding interesting books (44%). Majority of Lebanese readers are currently reading the Holly Quraan (4%) and Al Nabeyy (The Prophet) for Gobran Khalil Gobran (3%).

Among Lebanese non-readers, 52% have been readers before and have started reading when they learned reading at school (84%). Lebanese non-readers have stopped reading mainly at age 19-25 (36%) because of having no time (79%) and majority haven't re-started to read (88%).

Representation of languages:

Lebanese readers of newspapers and magazines, books' readers, and online readers prefer to read in Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (60%). Lebanese non-reader also prefer to read in Arabic language as 32% keep from 91-100% of their books in Arabic language though majority read online in English language (81%).

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Information and documentation channels:

Lebanese readers mainly get information about interesting books from family and friends (74%). Majority of Lebanese readers do not know TV programs that promote for books (91%) and those who know TV programs, mainly watch "Alam El Sabah" (Morning World) program on Future TV (16%) and majority do not buy books that was mentioned in TV programs (93%). Lebanese non-readers do not know TV programs that present books (97%) and among those who know programs; 25% know "Agenda" program.

Lebanese readers attend book fair (72%) and attend it every year (36%). Lebanese readers mainly attend the fair because of the selection of books (54%).

Lebanese readers who have attended an event focused on reading (18%) have attended book signing (66%), while non-readers who have attended an event focused on reading (16%) have attended the Book Fair (80%).

Majority of Lebanese readers have visited libraries before (76%) and go to the library a few times per year (44%). Majority of Lebanese readers do not know the ISBN number (68%).

Pricing/ Purchase Power Issues:

On average Lebanese books' readers bought 6 books within the past 12 months and 19% didn't buy any books. Lebanese books' readers on average buy books with 14 USD and consider a good price for a book 16 USD while 39% mentioned that price doesn't matter. Among non-readers 20% mentioned that price does not matter for them while on average non-readers mentioned that reasonable purchase price is 11 USD.

Topics/ Authors:

Lebanese readers mainly like to read in general news and political magazines (46%, 37%) and mainly read for Gobran Khalil Gobran (16%). Lebanese non-readers are interested in contemporary novels and religious books (37%, 35%).

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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DETAILED FINDINGS

Part 3: SAUDI ARABIA

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Detailed Findings

Saudi Readers:

From a total of 1,000 Saudi respondents interviewed 94% are readers and 6% are non readers as shown from the following chart.

3.I. Percentage of Saudi readers

Non-readers, 6

Readers, 94

Definition of readers and non-readers presented in the research is as follows:

Readers: Saudi respondents who have read books, newspapers, magazines, etc. in the last 12 months.

Non-readers: Saudi respondents who haven't read books, newspapers, magazines, etc. in the last 12 months.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

I. Reading Habits

I.1 Channels of Reading:

A. Reading Newspapers and Magazines:

Majority of Saudi readers (963 respondents) read newspapers and magazines. As shown from the following graph 97% of the sample read newspapers and magazines and 3% do not read newspapers and magazines.

4.I.1.A. Reading newspapers & magazines

Do not read
magazines &
newspapers,
3

read
magazines &
newspapers,
97
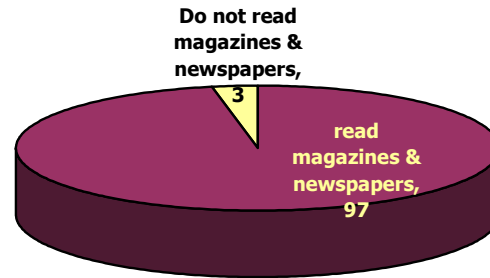
B. Profile of Newspapers and Magazines preferred:

The main topics that Saudi readers of newspapers and magazines (931 respondents) are interested in are news, politics, economics, current events, religion, and fashion and beauty as shown from the following chart.

4.I.1.B. Profile of newspapers & magazines preferred

Topic	Percentage
News, politics, economics, current events	65
Religion	42
Fashion and beauty	40
Society, celebrities, gossip	38
Sports	35
Health	31
Literature	19
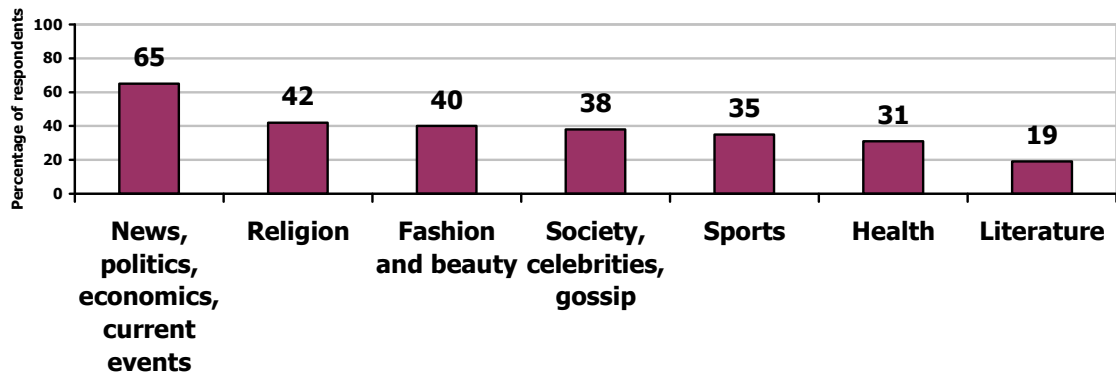
Saudi males who read newspapers and magazines (466 respondents) prefer to read news, politics, economics, current events and sports more than females. On the other hand, females who read newspapers and magazines (435 respondents) are interested in religious topics, fashion and beauty, and health more than males as shown from the following table.

	Male	Female
Saudi readers of newspapers and magazines	**466**	**435**
News, politics, economics, current events	83%	46%
Religion	23%	61%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Fashion and beauty	6%	75%
Health	11%	53%
Society, celebrities, gossip	35%	42%
Literature	17%	21%
Sports	57%	11%

The data showed that as socio-economic class decreases the preference of certain topics decreases accordingly, such as preference for reading in religious topics, fashion, health, and literature. DE socio-economic class prefers to read on sports more than other socio-economic classes as shown from the following chart.

4.I.1.B. Preferred newspapers & magazines by social class

■ AB class (155 respondents)   □ C class (466 respondents)   □ DE class (310 respondents)
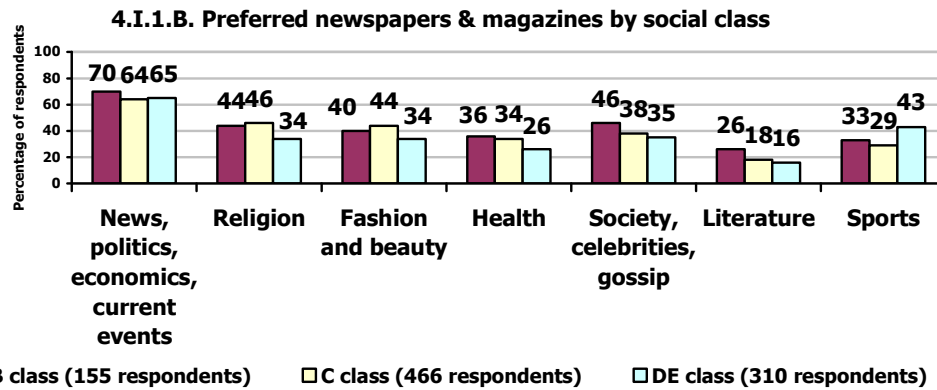
The data shows that as age increases, respondents' interest for news, politics, economics, current events and religious increases and as age decreases respondents interest for fashion and sports increases as shown from the following chart.

4.I.1.B. Preferred newspapers & magazines by age

■ 15-24 (279 respondents)   □ 25-34 (279 respondents)
□ 35-44 (217 respondents)   ■ 45-65 (124 respondents)

C. Internet Usage:

f) Percentage of Saudi who use the internet:

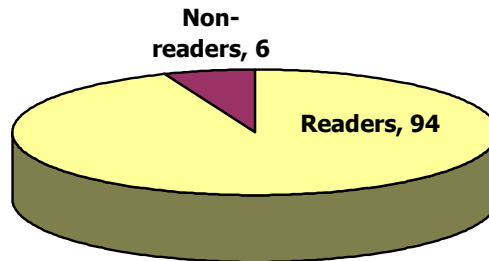Majority of Saudi readers (963 respondents) do not use the internet as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

**4.I.1.C.a. Percentage of internet users**
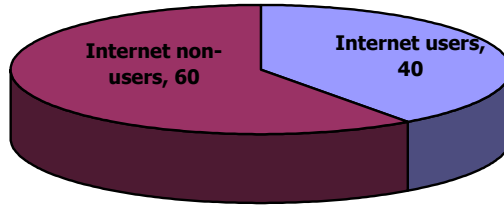
Males who read newspapers and magazines (498 respondents) use the internet more than females (465 respondents) with percentages 52% and 28% respectively.

As socio-economic class decreases the percentage of Saudi readers who use the internet decreases as shown from the following table:

	AB	C	DE
Saudi readers	166	498	299
Use internet	55	42	30
Do not use the internet	45	58	70

As age increases the percentage of Saudi readers who use the internet decreases as shown from the following table:

	15-24	25-34	35-44	45-65
Saudi readers	299	299	232	133
Use the internet	45	44	40	20
Do not use the internet	55	56	60	80

g) Reasons for using internet:

From 380 Saudi respondents who use the internet; majority log on internet for news and general information and chatting.

4I.1.Cb) Reasons for using internet
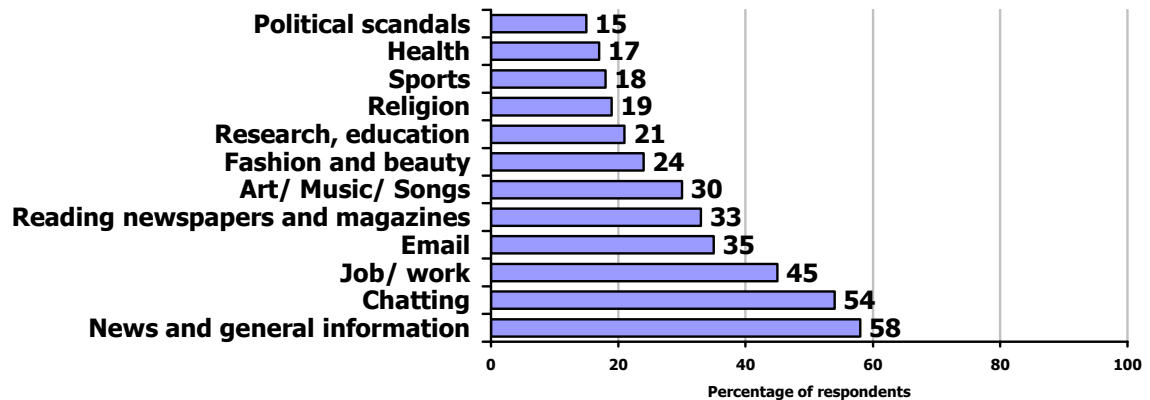
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Males use the internet for chatting, checking mail, checking out political scandals, sports and for job/work more than females. On the other hand, females log on internet for fashion, health, religion, and music and arts more than males as shown from the following chart.

4I. 1Cb) Reasons for using internet by residence gender

Category	Males (249 respondents)	Females (131 respondents)
Art/ Music/ Songs	14	67
Job/ work	64	21
Email	43	21
Sports	24	7
Reading newspapers and magazines	34	31
Research, education	17	29
Religion	11	33
Taboo topics	5	11
Political scandals	18	8
Health	7	37
Fashion and beauty	2	65
News and general information	59	57
Chatting	59	44

Percentage of respondents

■ Males (249 respondents)   □ Females (131 respondents)

AB socio-economic surf the internet for news and general information, health, checking out political scandals, reading news, sports, and checking e-mail more than other socio-economic classes. C class surf the internet for work/job more than other socio-economic classes while DE class surf the internet for chatting more than other socio-economic classes.

4I.1C. b) Reasons for using internet by socio-economic class

Category	AB (83 respondents)*	C (202 respondents)	DE (95 respondents)*
Art/ Music/ Songs	14		86
Job/ work	50	71	14
Email	39	35	31
Sports	28	16	14
Reading newspapers and magazines	37	34	27
Research, education	21	22	18
Religion	17	19	19
Taboo topics	2		7
Political scandals	23	15	7
Health	31	18	13
Fashion and beauty	18	29	18
News and general information	67	62	43
Chatting	54	51	61

Percetnage of respondents

■ AB (83 respondents)*   □ C (202 respondents)   ■ DE (95 respondents)*

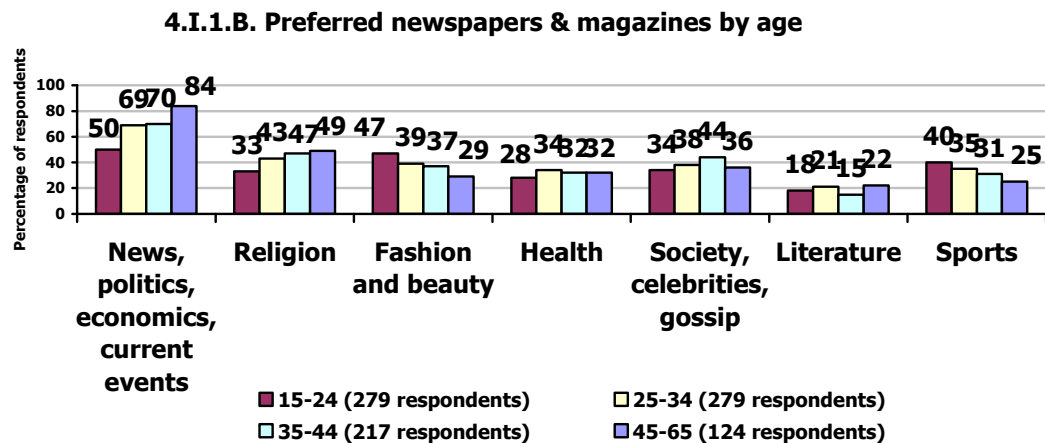* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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The younger the age bracket among Saudi respondents the more the percentage of respondents who use the internet for chatting, and checking out sports information. The data showed that age bracket 25-44 check the internet for news and general information and checking e-mail more than other age brackets. Finally the elder age bracket 45-65 check the internet for religious topics more than other age brackets as shown from the following chart.

4I.1C. b) Reasons for using internet by age

- 15-24 (143 respondents)
- 25-34 (131 respondents)
- 35-44 (95 respondents)*
- 45-65 (24 respondents)*
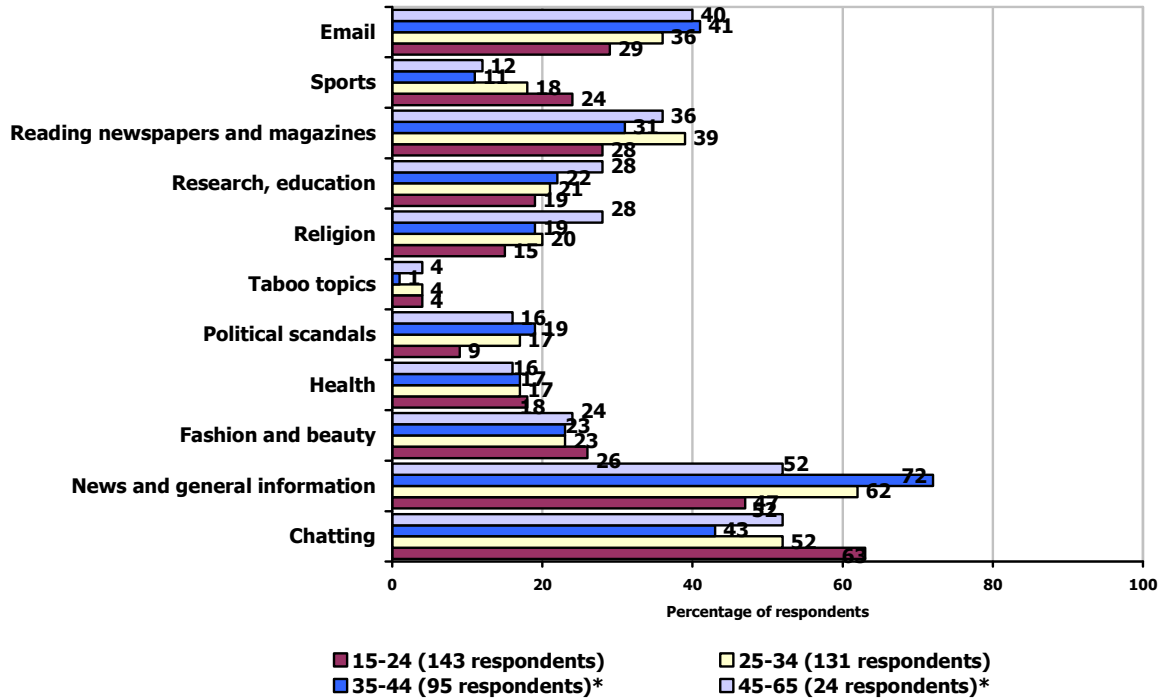
h) Reading Online:

Among Saudi respondents who read and use the internet, 380 respondents, 77% read online.

4I.1C. c) Reading online among internet users
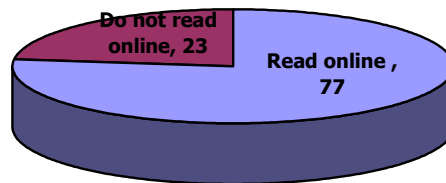
* Percentages give an indication of the data presented but is not significant because of the small number of respondents
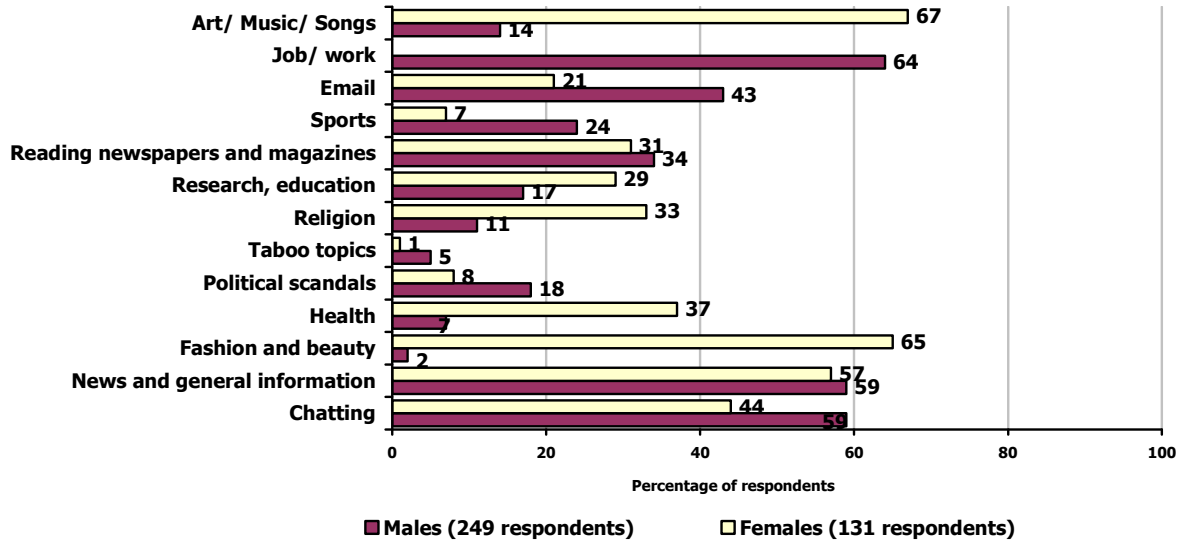
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The data showed that as socio-economic class decreases the percentage of respondents who read online decreases as shown from the following table.

	AB	C	DE
Saudi readers who use internet	**83***	**202**	**95***
Read online	82	77	73
Do not read online	18	23	27

The age bracket that reads online most is 25-34 compared to other age brackets as shown from the following table.

	15-24	25-34	35-44	45-65
Saudi readers who use internet	**143**	**131**	**95***	**24***
Read online	74	85	76	56
Do not read online	26	15	24	44

    i)   Reading newspapers & magazines online:

From Saudi respondents who use the internet and read online, 292 respondents, 77% read newspapers and magazines online as shown from the following chart:

4I.1C. d) Internet users who read newspapers & magazines online

Do not read newspapers & magazines online, 23

Read newspapers & magazines online, 77
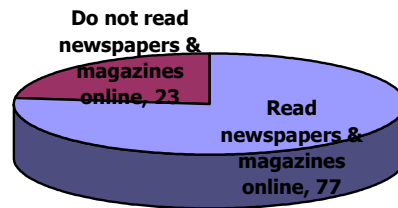
AB socio-economic class (65 respondents)* read online more than C class (162 respondents) and DE class (73 respondents)* with percentages 85%, 74%, and 74% respectively.

    j)   Topics of interest online:

Saudi internet users who read newspapers and magazines online (226 respondents) mainly read about news and general information as shown from the following chart:

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

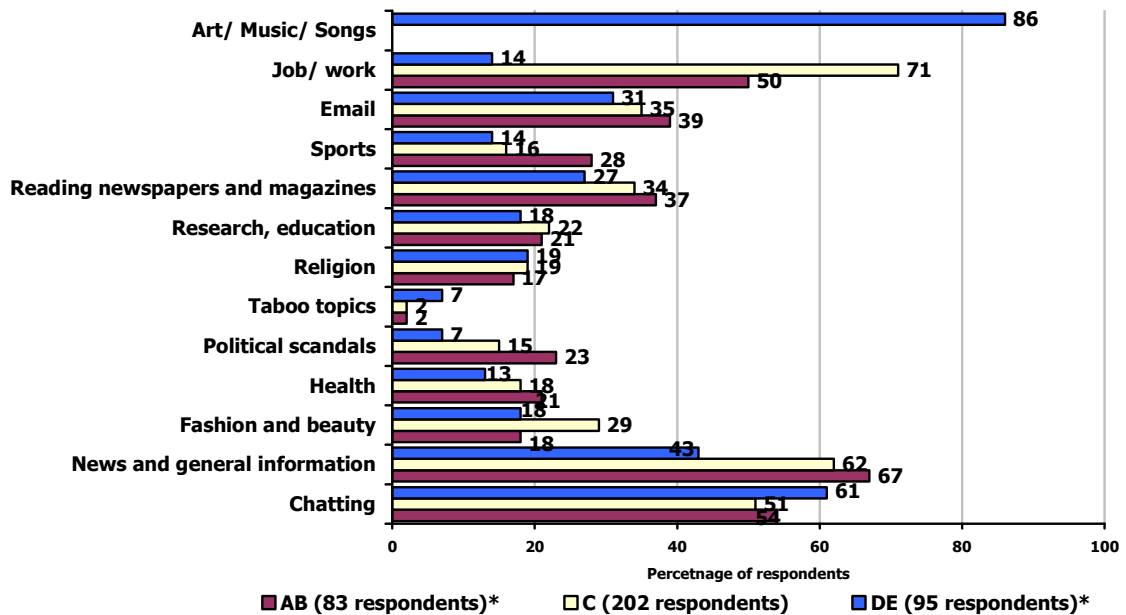**4I.1C. e) Topics of interest to online readers**

Topic	Value
Taboo topics	4
Political scandals	17
Research, education	22
Health	24
Religion	27
Fashion and beauty	28
Sports	31
Reading newspapers and magazines	49
News and general information	72

Percentage of respondents
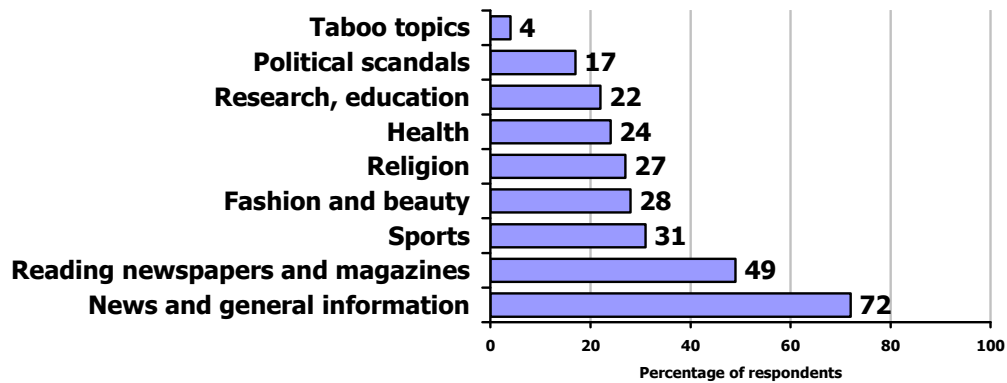
The topics that males and females prefer to read online are alike. However, the topics they prefer to read newspapers and magazines on as the data showed that females like to read about fashion, health and religion while males like to read about news, political scandals and sports.

4I.1C. e) Topics of interest to online readers by gender

Topic	Male (145 respondents)	Female (81 respondents)*
News and general information	77	63
Fashion and beauty	9	65
Health	13	43
Political scandals	20	10
Taboo topics	4	3
Religion	15	49
Research, education	20	25
Reading newspapers and	53	41
Sports	43	10

Different age brackets showed variances in the topics that interest them most to read online. Age 45-65 are interested in news and general information and religion more than other age brackets while younger age 15-24 are interested in fashion and beauty and sports more than other age brackets

	15-24 (70 respondents)*	25-34 (86 respondents)*	35-44 (54 respondents)*	45-65 (11 respondents)*
News and general information	69%	70%	77%	83%
Fashion and beauty	35%	30%	21%	8%
Health	22%	24%	21%	33%
Political scandals	17%	17%	20%	0%
Taboo topics	4%	4%	4%	0%
Religion	22%	30%	25%	42%
Research, education	15%	22%	29%	25%
Reading newspapers and magazines	49%	50%	46%	50%
Sports	38%	34%	23%	17%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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i. Printing Internet pages:

Majority of Saudi respondents who use the internet and read newspapers and magazines online (226 respondents) do not print internet pages that interest them.

4I.1C. f) Printing Internet pages
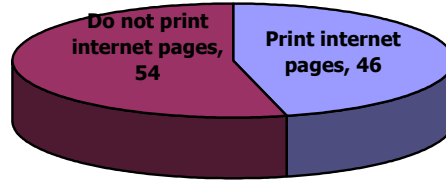
Females (81 respondents) print internet pages more than males (145 respondents) with percentages 54% and 42% respectively.

j. Knowing online Encyclopedias:

Among Saudi respondents who use the internet and read newspapers and magazines online (226 respondents) majority do not know any online encyclopedias.

4I.1C. g) Knowing online encyclopedias
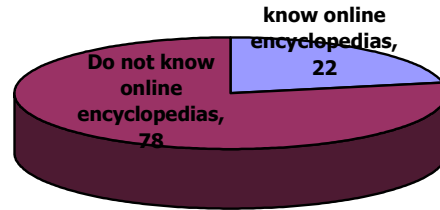
The data showed that females know online encyclopedias more than males as shown from the following table:

	Male	**Female**
Saudi readers who use the internet and read online	**145**	**81***
Know online encyclopedias	19%	28%
Do not know online encyclopedias	81%	72%

From respondents who know online encyclopedias, 50 respondents*, they mainly mentioned that they log online to following encyclopedias:

Name of the Encyclopedia	**Percentage of respondents**
Google	52
Yahoo	6
Islamiya	6
www.Maktoub.com	6
www.Al balad online.com	4
Universal	2

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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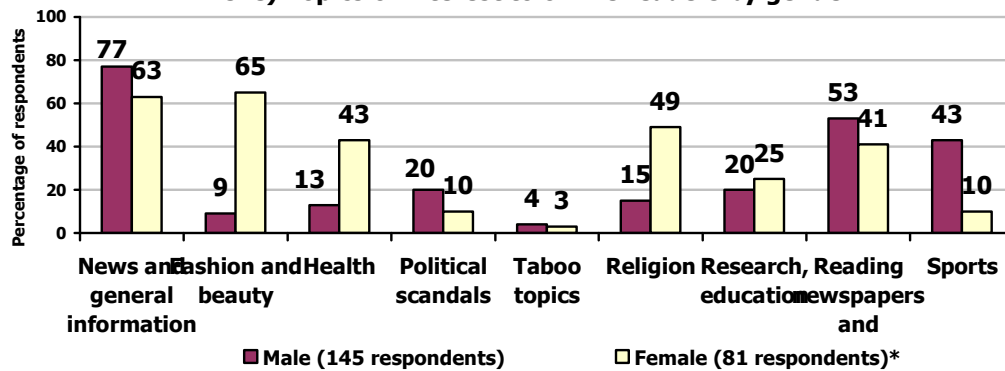
Arab Encyclopedia	2

    k.   Knowing online Library:

Majority of Saudi respondents who use the internet and read newspapers and magazines online (226 respondents) do not know online libraries.

4I.1C. h) Knowing online libraries
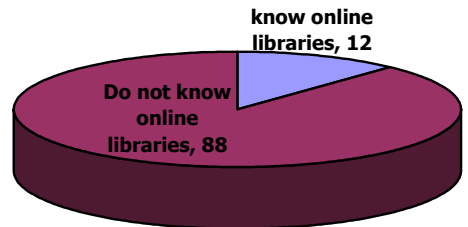
The data shows that as socio-economic class decreases the percentage of respondents who know online libraries decreases as shown from the following table.

	AB	C	DE
Saudi readers who use the internet and read online*	**59***	**118**	**54***
know online libraries	21%	12%	4%
Do not know online libraries	79%	88%	96%

From total respondents who use online libraries (28 respondents)*, they log on the following websites:

Online libraries	Percentage of respondents
Google	71
Maktabet Al Alam al Islami	11
Eslemmay	4
MSN	4
www. Maktoub katoub	4
www. Rotana.com	4
Don't know	4

D. Reading Books:

Majority of Saudi readers (963 respondents) read books.
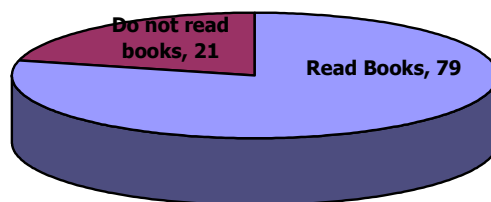
4I. 1D. Reading Books

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Saudi females (465 respondents) read books more than Saudi males (498 respondents) with percentages 89% and 69% respectively.

The data shows that as socio-economic class decreases the percentage of Saudi readers who read books decreases as shown from the following table.

	AB	C	DE
Saudi readers	**166**	**498**	**299**
Read books	83%	80%	74%
Do not read books	17%	20%	26%

E. Non- readers Internet Usage:

Majority of Saudi non reader respondents (51 respondents)* do not use the internet.

4I. 1E. Non-readers Internet Usage
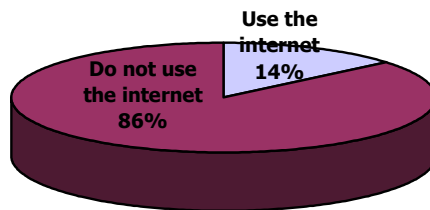
Among Saudi non-readers who use the internet (10 respondents)* 75% use the internet for checking e-mail.

4I.1E. Non-readers Internet Usage
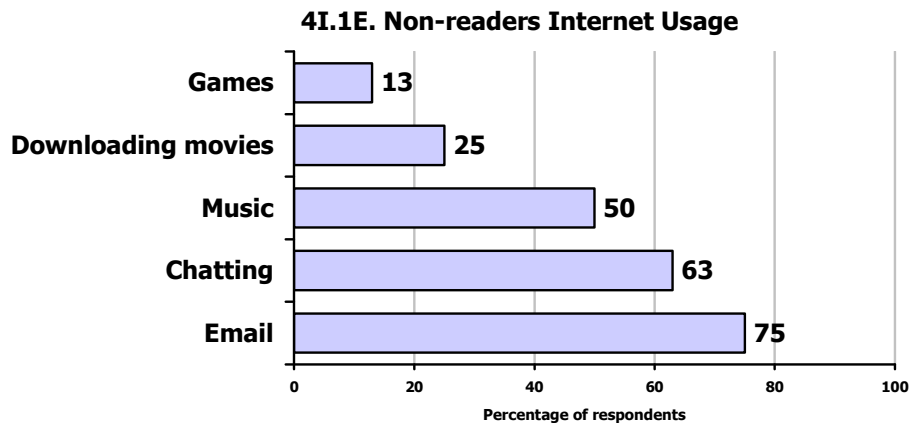
I.2 Frequency of Reading:

E. Frequency of reading newspapers and magazines:

On average Saudi readers of newspapers and magazines (931 respondents) spend 34 minutes or nearly half an hour on reading newspapers and magazines per day and the following chart shows detailed frequency of reading per day.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.2. A. Frequency of reading newspapers and magazines
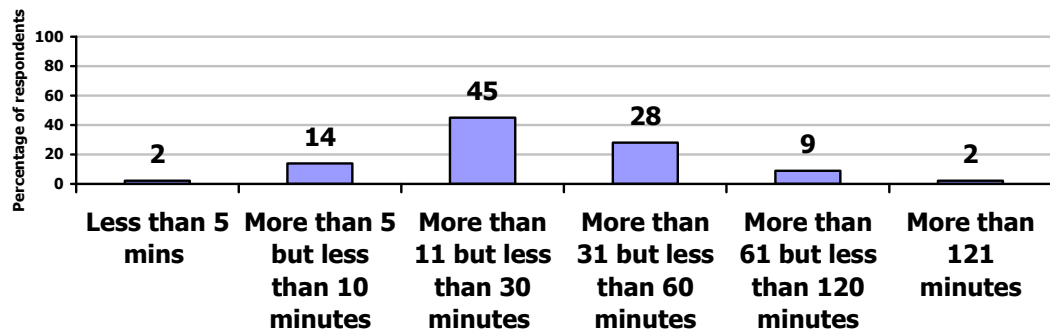
F. Time spent reading online:

On average Saudi respondents who use the internet and read online, 226 respondents, spend 61 minutes per day or nearly an hour reading online.

4I. 2B. Time spent reading online
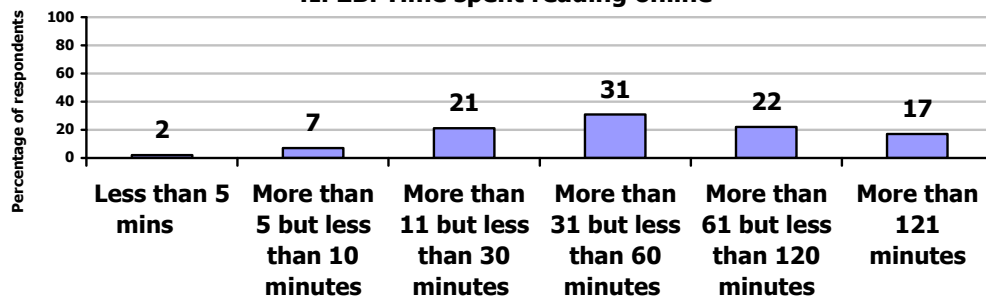
On average females (81 respondents)* spend more time reading online than males (145 respondents) with averages 67 minutes and 58 minutes per day. On the other hand, the data shows that age bracket 25-34, on average spend the most time reading online.

	15-24	25-34	35-44	45-65
Saudi respondents who use internet and read online*	70	86	54	11
Average time spend online in minutes	58	67	56	50

Q. Frequency of reading books:

From total Saudi respondents who read books (749 respondents) on average they read books for 9 days per month.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I. 2C. Frequency of reading books

Everyday	Once per week	More than once per week	Less than once per month	Once per month
21	24	26	14	15
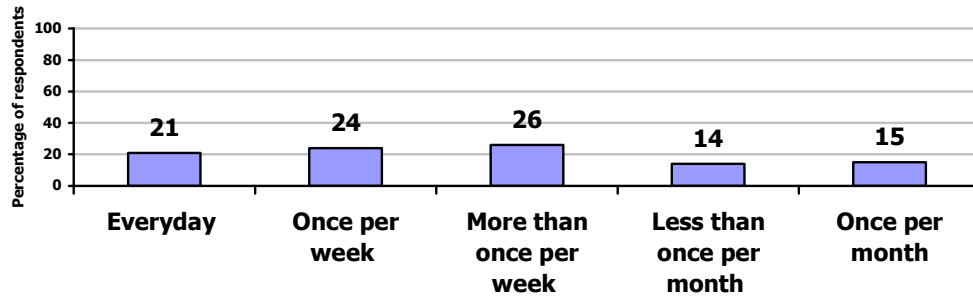
R.   Time spent reading books per day:

On average Saudi book readers (749 respondents) spent 42 minutes per day reading books.

4I. 2D. Time spent reading books per day

Less than 5 minutes	More than 5 but less than 10 minutes	More than 11 but less than 30 minutes	More than 31 but less than 60 minutes	More than 61 but less than 120 minutes	More than 121 minutes
1	6	41	34	14	4

S.   Time of the day for reading:

Saudi readers (963 respondents) prefer to read in the evenings and at night as shown from the following chart.

4I. 2E. Time of the day for reading

In the morning	In the afternoon	In the evening	At night	At all times
14	6	32	29	19
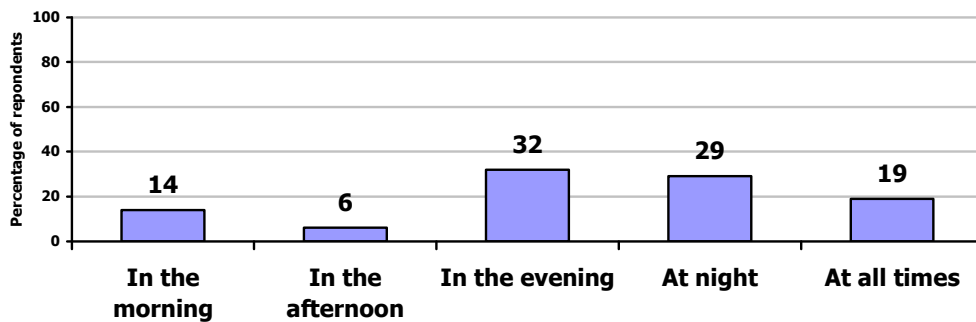
T.   Days of the week for reading:

Majority of Saudi readers (963 respondents) mentioned that they read "all days" as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

4I. 2F. Days of the week for reading
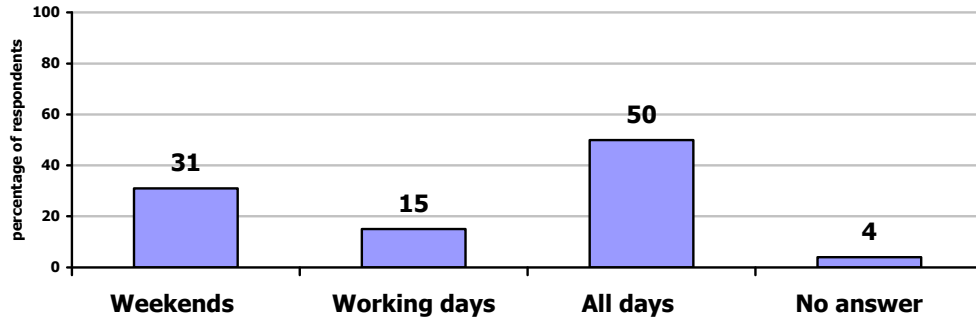
U. Non-readers Frequency of reading Books:

Saudi non-readers who used to read (48 respondents)* on average read 8 books per year.

4I. 2G. Non-readers frequency of reading books
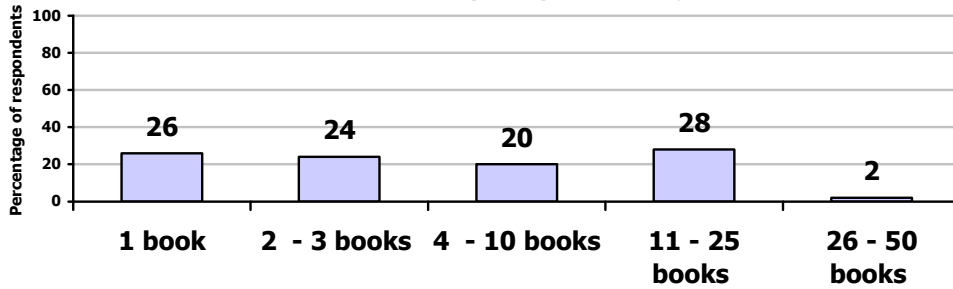
From books that Saudi non-readers used to read, on average 13 books were school/university books.

4I. 2G. Amount of school/university books
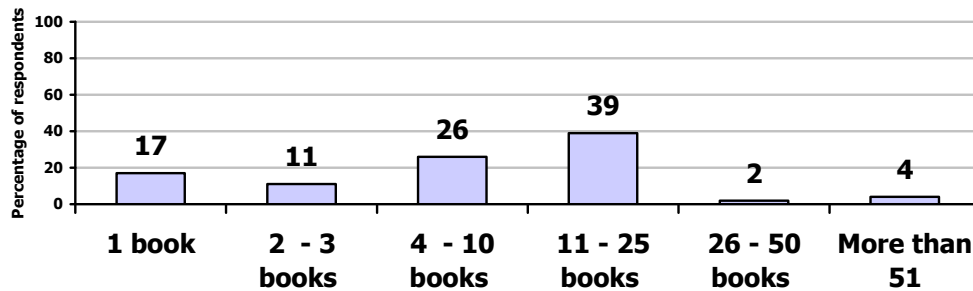
V. Non-readers time spent online:

Saudi non-readers who use the internet (10 respondents)* use it for an average of 78 minutes per day or nearly an hour.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I. 2H. Non-readers time spent online

Percentage of respondents

More than 31 but less than 60 minutes	More than 61 but less than 120 minutes	More than 121 minutes
50	25	25
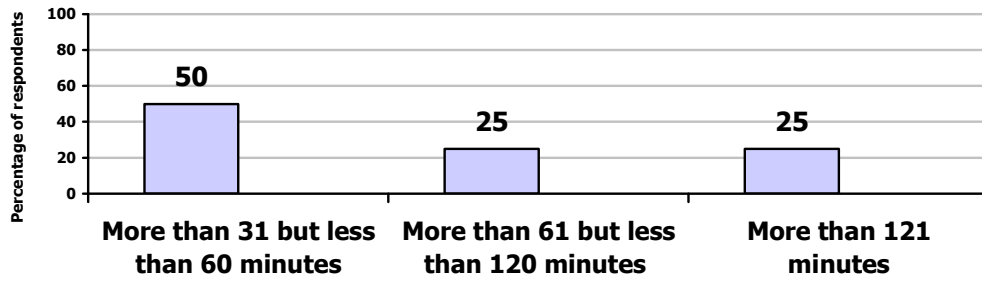
I.3 Location Issues

E. Number of books at home:

Average number of books that Saudi readers (963 respondents) keep at home is 38 books.

I.3. A. Number of books at home

Percentage of respondents

1 book	2 - 3 books	4 - 10 books	11 - 25 books	26 - 50 books	51 - 100 books	More than 100 books	None
2	6	23	22	16	9	14	9

As shown from the previous chart the majority of Saudi readers keep from 4-25 books at home.

From Saudi respondents who read and keep books at home (868 respondents) majority mentioned that none of these books are school/university books.

I.3. A. Amount of school/university books

Percentage of respondents

1 book	2 - 3 books	4 - 10 books	11 - 25 books	26 - 50 books	more than 50 books	No school or university textbooks
3	10	21	18	6	3	39
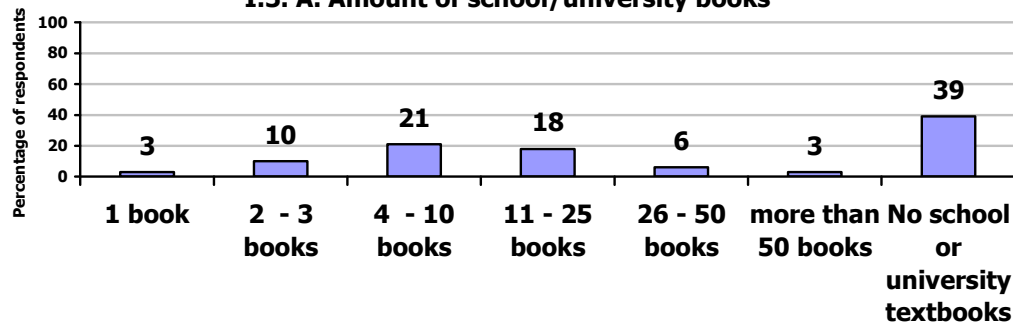
The data showed that the younger the age the more the percentage of readers who keep university/school books at home as shown from the following table:

	15-24	25-34	35-44	45-65
Saudi readers who keep books at home	279	279	217	124

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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1 book	3%	3%	5%	2%
2 - 3 books	9%	11%	9%	12%
4 - 10 books	28%	20%	14%	17%
11 - 25 books	26%	15%	16%	12%
26 - 50 books	7%	7%	5%	5%
More than 50 books	2%	4%	5%	2%
No school or university textbooks	25%	41%	47%	51%

The previous table shows that age bracket 45-65 do not keep university/school books compared to other age brackets while age 15-24, which is school/university age, keep the highest amount of school/university books.

F. Keeping books at a special place:

Majority of Saudi readers (963 respondents) keep their books at a special place at home as shown from the following chart.

4I. 3B. Keeping books in a special place
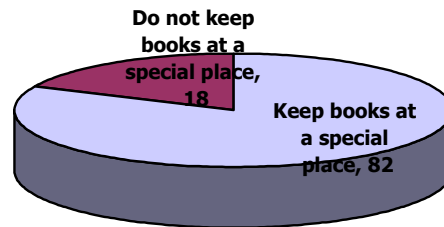
Females who keep books in a special place at home are more than males as shown from the following table.

	Males	Females
Saudi readers	**498**	**465**
Keep books at a special place	73	92
Do not keep books at a special place	28	8

The data showed that as socio-economic class decreases the percentage of respondents who keep books in a special place decreases as shown from the following table.

	AB	C	DE
Saudi readers	**166**	**498**	**299**
Keep books at a special place	89	83	76
Do not keep books at a special place	11	17	24

G. Favorite place of reading books:

Majority of Saudi readers (963 respondents) prefer to read at home as mentioned by 83% of readers. Also, majority of respondents mentioned that there is no second or third preference for them with percentages 25% and 53% respectively. Finally reading books in bed came as a second priority for Saudi readers (26%) as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

I3. C. Favorite Place of reading books
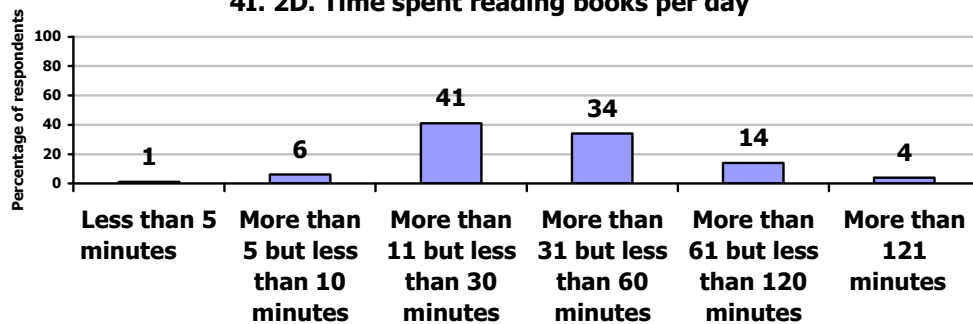

- □ 1st place
- ■ 2nd place
- □ 3rd place
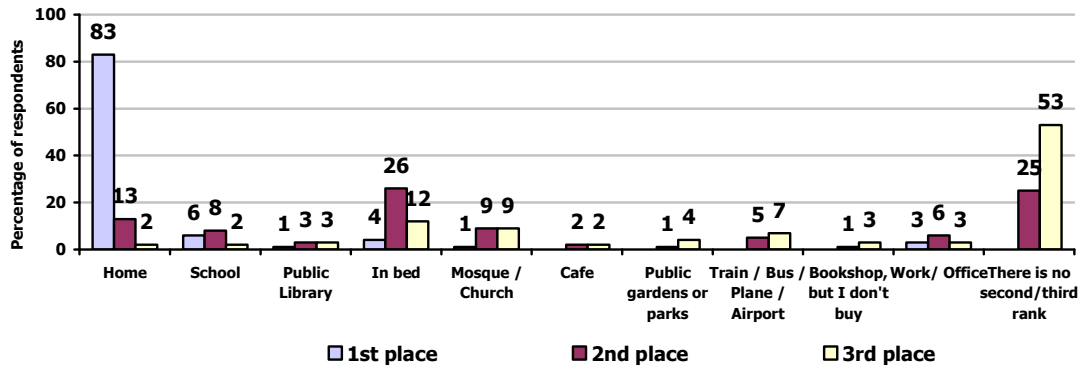
H. Having books at home (non-readers):

From 51 Saudi non-readers*, 27% do not have books at home, while 73% have books at home. Saudi non-readers who have books at home keep on average 22 books.

4I. 3D. Having books at home
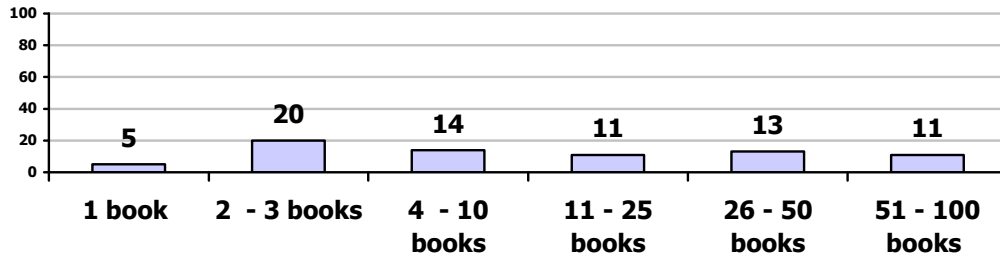
II. Reading Attitudes

II.1 Reasons for reading

W. Start reading:

Majority of Saudi readers (963 respondents) have started reading when they learned reading at school as specified by 91% of readers.

II.1. A. Started reading
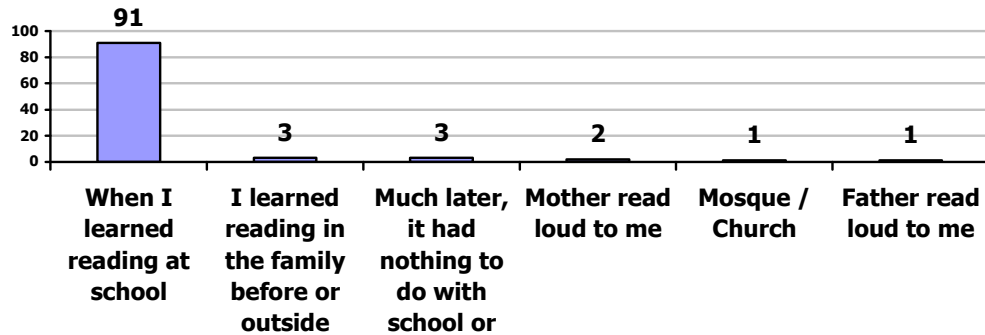
X. Stopped reading a certain age:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Majority of Saudi readers (963 respondents) haven't stopped reading at a certain age as mentioned by 61% of readers.

II.1. B. Stopped reading at a certain age
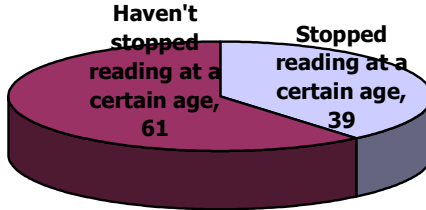
The data showed that the age that Saudi readers stop/decrease reading at most is 34-44.

	15-24	25-34	35-44	45-65
Saudi readers	**299**	**299**	**232**	**133**
Stopped reading at a certain age	29	42	47	38
Haven't stopped reading at a certain age	71	58	53	62

Y. Age Respondents stopped reading at:

From total respondents who stopped reading at a certain age (370 respondents) majority stopped reading at age 19-25 as mentioned by 44% of the sample which is apparently transition age from university to starting work.

Age stopped reading at	Percentage of respondents
Less than 15 years	5
Around age 15-16	7
Around age 17-18	20
Around age 19-25	**44**
Around age 26-30	13
Around age 31-35	6
Around age 36-40	3
Around age 41-50	1

Z. Reasons for stopping to read:

Saudi readers who have stopped reading at a certain age (370 respondents) mentioned that they stopped reading because they have no time as specified by 64% of the sample. Majority of readers have stopped reading at age 19-25 which is age when people start work and they stopped reading because they have no time which is apparent that work takes majority of readers' time, work came as 2nd reason for stopping to read as mentioned by 21% of respondents.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

II.1. D. Reasons for stopping to read
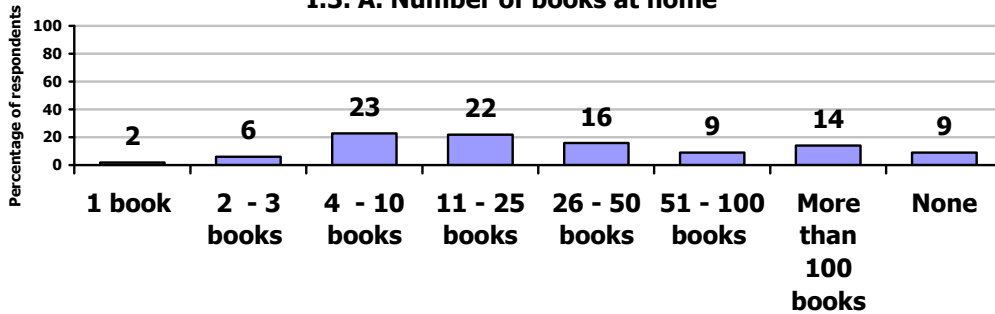
Reason	Percentage
No interesting books in Arabic	3
None of the above	4
No money	4
I finished university	5
No interesting books	7
I got a satellite dish and TV	8
I watch TV	13
I finished school	14
I started working	21
No time	64

Percentage of respondets
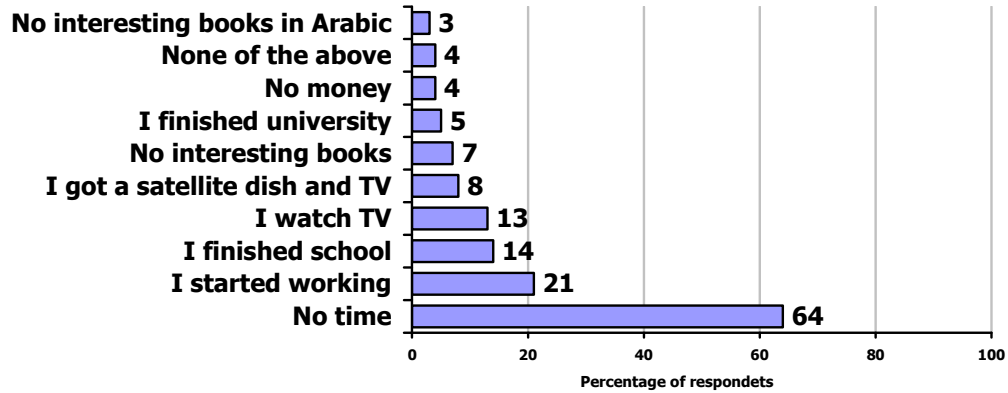
AA. Restarting to read:

Majority of Saudi readers (963 respondents) haven't restarted/ increased reading as specified by 60% of readers.

II.1. E. Restarting to read

Haven't restarted to read, 60 — Restarted to read, 40
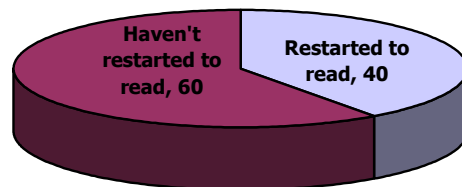
Females (465 respondents) who have restarted reading at a certain age are more than males (498 respondents) with percentages 54% and 28% respectively.

BB. Age re-started/increased to read:

Majority of Saudi respondents who have increased/restarted reading at a certain age (388 respondents) have increased reading at age 19-25 as shown from the following table.

Age re-started/ increased reading	Percentage of respondents
Less than 15 years	4
Around age 15-16	12
Around age 17-18	14
Around age 19-25	**34**
Around age 26-30	18
Around age 31-35	8
Around age 36-40	7
Around age 41-50	2

CC. Reasons for restarting to read:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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From Saudi readers who restarted/ increased reading (388 respondents) 63% have restarted to read because they found interesting books and 40% mentioned that they have more time than previously.

II.1. G. Reasons for restarting to read
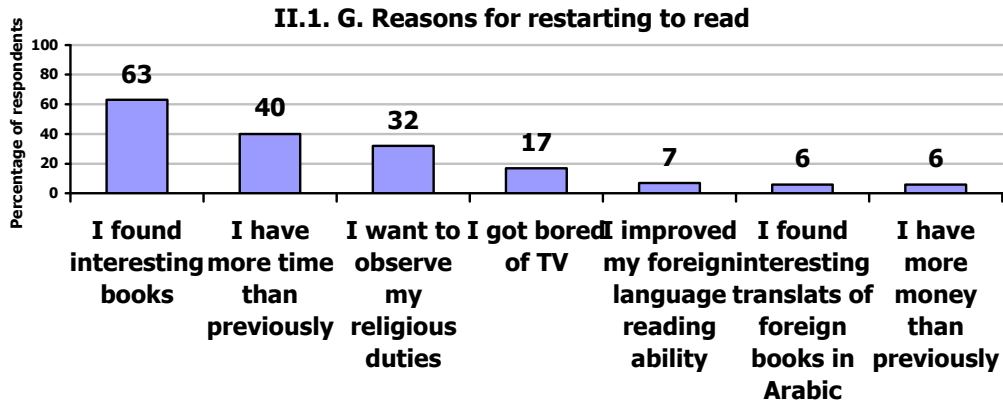
The data showed that females who started reading more to observe their religious duties and because they have more time are more than males who restarted reading for the same reasons as shown from the following table.

	Male	Female
Saudi respondents who restarted reading at a certain age	**139**	**250**
I want to observe my religious duties	19%	39%
I have more time than previously	29%	47%

Age 25-34 restarted reading because they found more interesting books to read more than other age brackets who specified the same reason. Youngest age bracket 15-24 restarted reading because they got bored of TV compared to other age brackets who specified the reason. Finally age 45-65 restarted reading to observe religious duties as shown from the following table.

	15-24	25-34	35-44	45-65
Saudi readers who have restarted/increased reading at a certain age	**111**	**125**	**97***	**55***
I found interesting books	64%	69%	57%	55%
I got bored of TV	26%	9%	16%	16%
I want to observe my religious duties	21%	28%	39%	53%
I have more time than previously	35%	41%	46%	41%

DD.   Current readings:

Majority of Saudi readers who have books at home (740 respondents) are currently reading as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

II.1. H. Current Readings

I read, 72

I don't read now, 28
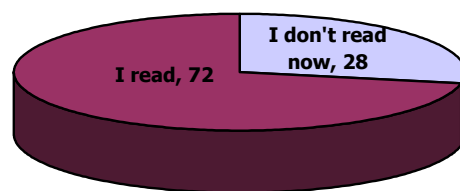
From Saudi respondents who are currently reading books (536 respondents); 9% are currently reading on religious topics, by looking at the data it was found that respondents didn't agree on one main reading that they prefer as shown from the following table:

Book Title	Author	Percentage of respondents
Religious Topics	Unspecified	9
Holy Quraan		8
School / University Books	Unspecified	6
True stories	Unspecified	3
Saudi poems	Unspecified	3
La Tahzan	Ayed Al-Qarany	5
Tafseer Al Quraan Al Karim (Quraan Explanation)	Ibn Katheer	4
History	Unspecified	3
Qessas Abeer (Abeer stories series)	Dalia Mohamed Hussein Mursal	2
Reyad Al Aaleheen	Ibn Katheer	3
Fiqh Al Sunna	Unspecified	2
Tarbeyat Al Awlad Fel Islam (Raising up Children in Islam)	Abdullah Nasseh Olwan	2
Al Fatawa	Al-Shaarawy	2
Qessas Al Anbeya' (Prophets' stories)	Ibn Katheer	2
Reyad Al Saleheen	Al Nawawy	1
Arabic grammar	Unspecified	1
Political books	Unspecified	1
Fatawa Al Nazar Wal kholwa Wal Ekhtelat	Abdul Aziz Bin Abdullah Bin Bar	1
Saheeh Al Bokhari	Al Imam Al Bokhari	1
150 Soal Wa Jawab (150 Question and Answers)	Taha Abdul Raouf	1
Al Roh (The Spirit)	Ibn Al-Qaym	1
Unspecified	Agatha Christie	1
Al Rahiq Al Makhtoum	Safeyy Al-Din Al-Maqam Kafoury	1
Tafseer Al Ahlam	Unspecified	1
Cooking books / The art of cooking	Unspecified	1
Qessas Al Sahaba	Mohamed Youssuf	1
Al Bedaya Wal Nehaya	Ibn Katheer	1
Kayfa Nataallam (How to learn)	Unspecified	1
Literature	Unspecified	1
Poems	Khaled Al-Fayssal	1
DK/DR		9

EE. Information about interesting books:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Saudi readers mainly get information about interesting books from family and friends (58%) and schools (45%) as shown from the following chart.

4II.1 I. Information about interesting books

Source	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other Ranks
Review of books (77 respondents)	13	41	30	14	1	1
People in cafe or public garden (19 respondents)	16	42	21	5		16
Workplace (64 respondents)	19	35	28	12	5	1
University (40 respondents)	24	34	22	10	7	2
Library (130 respondents)	29	33	24	12		2
Teachers (73 respondents)	33	26	22	13	3	3
TV program (71 respondents)	35	39	21	0	0	3
People working in bookshops (157 respondents)	35	27	30	5	1	1
Preacher in the mosque / church (83 respondents)	36	43	16	5		
Advertising in newspapers (115 respondents)	42	30	23	4	1	
Myself looking around in bookshops (228 respondents)	44	39	13	4		
School (92 respondents)	45	28	21	5	1	
Friends or family (507 respondents)	58	29	12	1		

Legend: □ 1st Rank ■ 2nd Rank □ 3rd Rank ■ 4th Rank ■ 5th Rank □ Other Ranks

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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FF. Reading Trigger (Readers):

Majority of Saudi readers mentioned that they would read more books if they found more topics they are interested in (69%) and if they found less expensive books (36%).

II. 1J. Reading Trigger

	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other Ranks
More book recommendations on the internet (74 respodents)	11	16	23	16	12	22
If it were easier to buy books (288 respondents)	12	26	26	27	5	3
More books in Arabic (249 respondents)	13	26	33	15	8	5
More events promoting reading (160 respondents)	16	27	25	16	9	7
More book recommendations on TV (129 respondents)	18	26	21	14	9	12
More books in my preferred language of reading (424 respondents)	18	48	26	6	2	
Less expensive books (422 respondents)	36	31	21	9		
More books on topics I am interested in (729 respondents)	69	22	7	2		

Legend: ☐ 1st Rank ■ 2nd Rank ☐ 3rd Rank ■ 4th Rank ■ 5th Rank ☐ Other Ranks

GG.   Increased/ Restarted reading at a certain age (non-readers):

Majority of Saudi non-readers who used to read and stopped reading a certain (48 respondents) didn't restart to read or increased reading as shown from the following chart.

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

Restarted reading 24%

Haven't restarted to read 76%
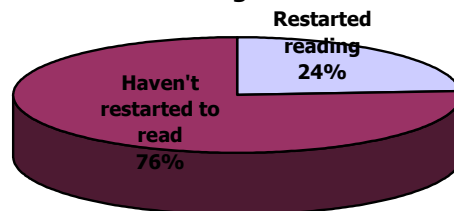
From total respondents who have restarted/increased reading (11 respondents)*, majority have re-started to read at age 17-18 years old and 31-35 years old as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.1. Age restarted reading at
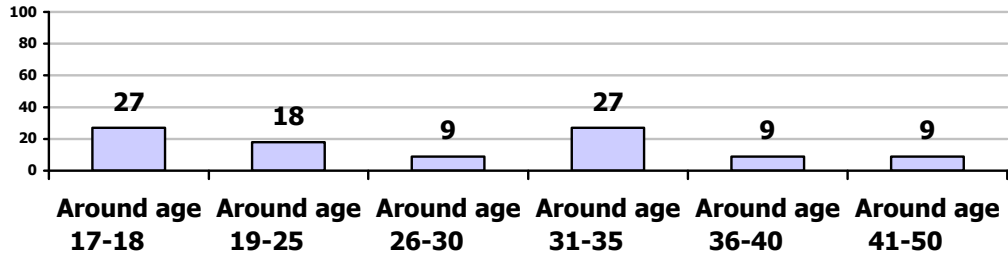
Saudi non-readers who have re-started/ increased reading (11 respondents)* mainly restarted reading because they want to observe their religious duties as shown from the following chart.

II.1. Reasons for Restarting to read
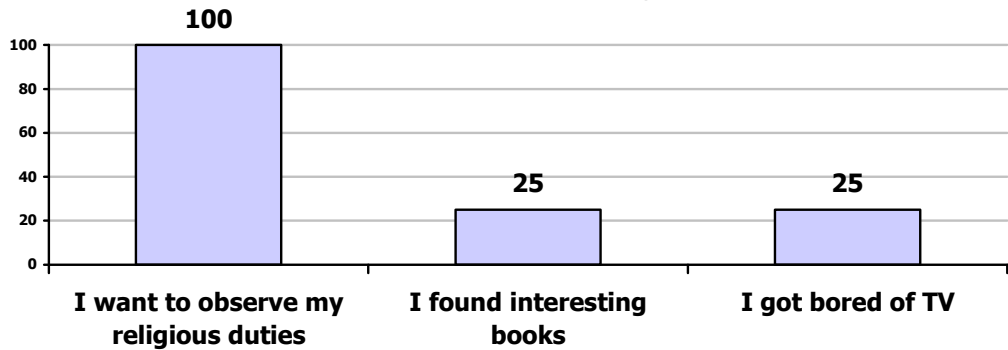
II.2 Representation of reading

M. Ever Being a Reader:

Majority of Saudi non-readers (51 respondents)* have been readers.

II.2. A. Ever being a reader
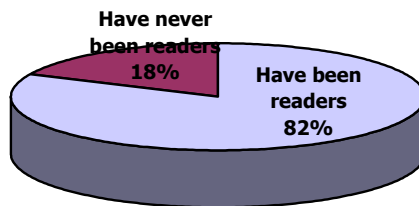
From Saudi non-readers who used to read (48 respondents)* 87% mentioned that they started reading when they learned reading at school as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.2. Starting to read

Category	Value
When I learned reading at school	87
Mosque / church	7
Much later, it had nothing to do with school or family	7
I learned reading in the family before or outside school	2
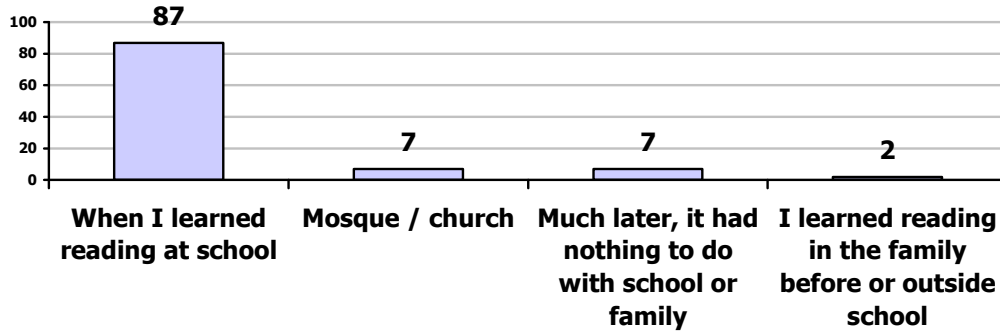
Majority of Saudi non-readers who have stopped reading at a certain age (48 respondents)* have stopped reading at age 19-25 which is the transition age from school/university to work or marriage.

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

Percentage of respondents

Category	Value
Less than 15 years	4
Around age 15-16	15
Around age 17-18	17
Around age 19-25	37
Around age 26-30	15
Around age 31-35	4
Around age 36-40	7

Saudi non-readers who have stopped/decreased reading have stopped reading mainly because of unavailability of time as shown from the following chart. Finishing school came as the second reason that respondents stopped reading for which demonstrates why majority of respondents who have stopped reading are within age 19-25.

II.2. Reasons for stopping to read

Percentage of respondents

Category	Value
No time	72
I finished school	28
I got a satellite dish and TV	22
I watch TV	20
I started working	15
No interesting books	11
No interesting newspapers or magazines	11
No money	7
No interesting books in Arabic	4

II.3 Representation of languages

C. Languages of Reading newspapers and magazines:

Saudi readers of newspapers and magazines read primarily in Arabic language then English language came as a second priority to read in newspapers and magazines.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.3. A. Languages of reading newspapers and magazines
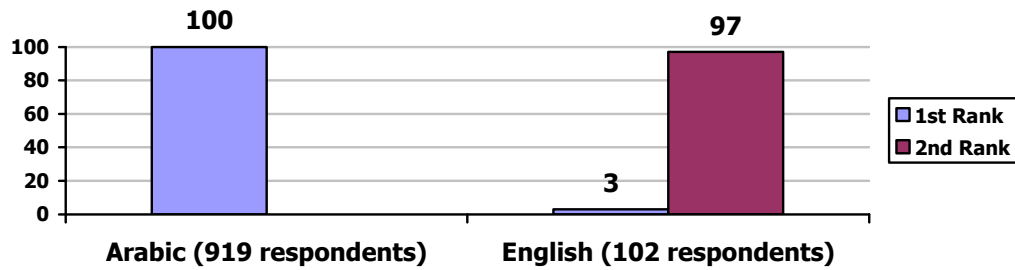
N. Languages of reading online:

Saudi respondents who use internet and read online (226 respondents) use same languages that respondents read with printed newspapers and magazines which is mainly Arabic and English languages.

II3. B. Languages of reading online
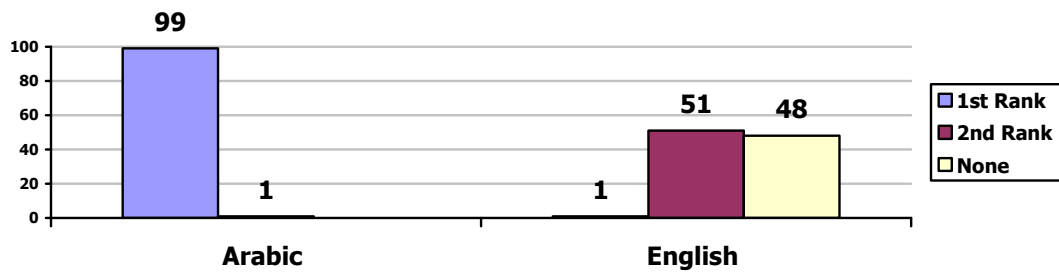
O. Language of reading:

Saudi readers mainly read in Arabic and English languages.

II3. C. Language of reading
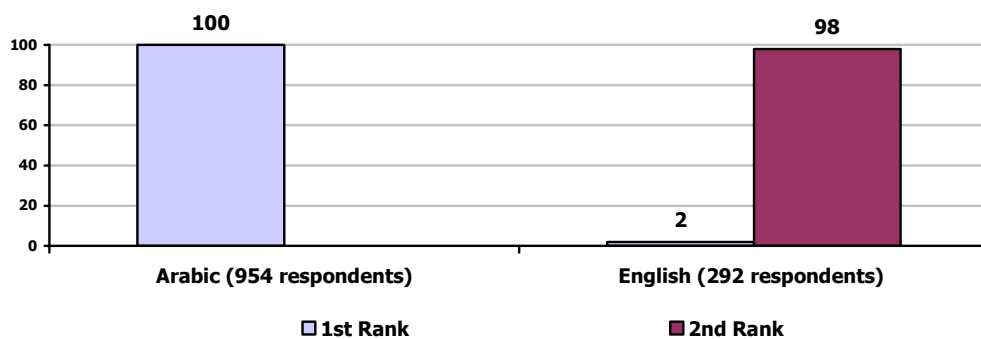
P. Preferred language while reading:

Most preferred language for Saudi readers is Arabic.

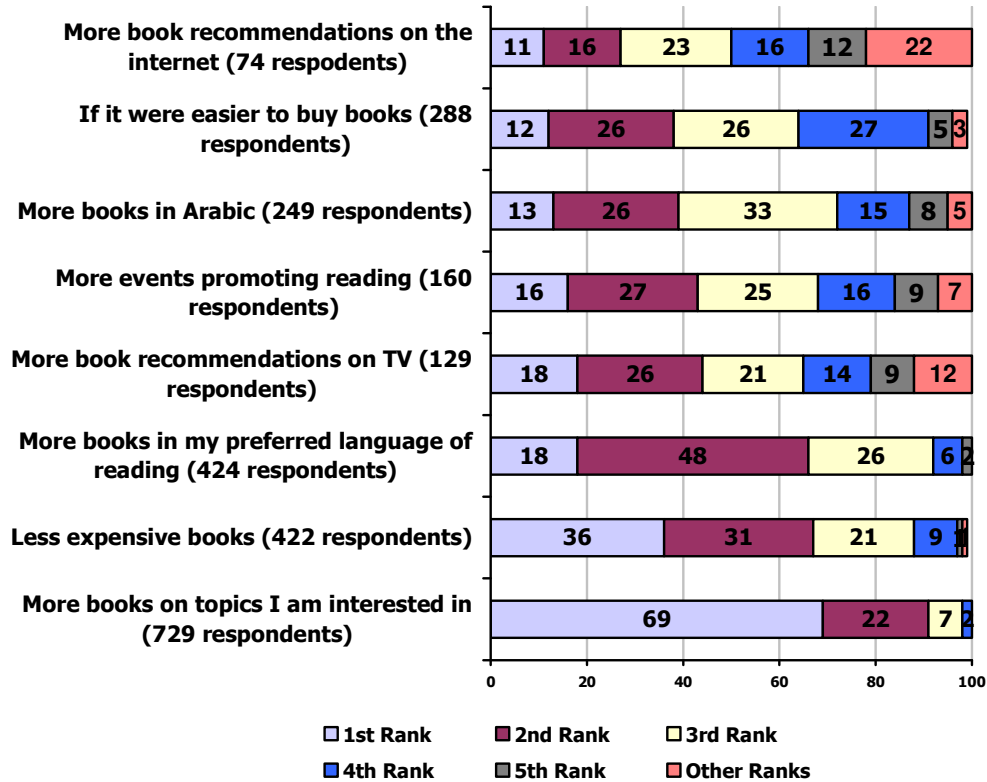* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II3. D. Preferred langauge while reading
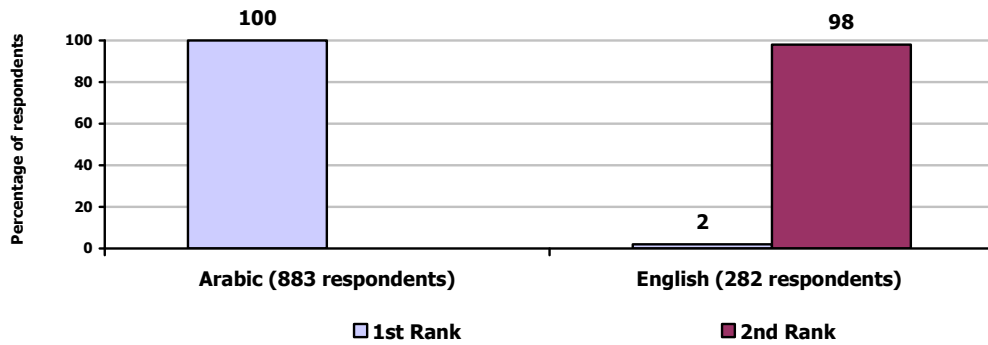
Regardless of the age, gender, area of residence or socio-economic class Saudi readers preferred the Arabic language while English language came as a second priority.

Q. Reasons for language preference:

The main reason that Saudi readers (963 respondents) prefer a Arabic language is that it is the mother tongue as specified by majority of respondents.

II3. E. Reasons for language preference
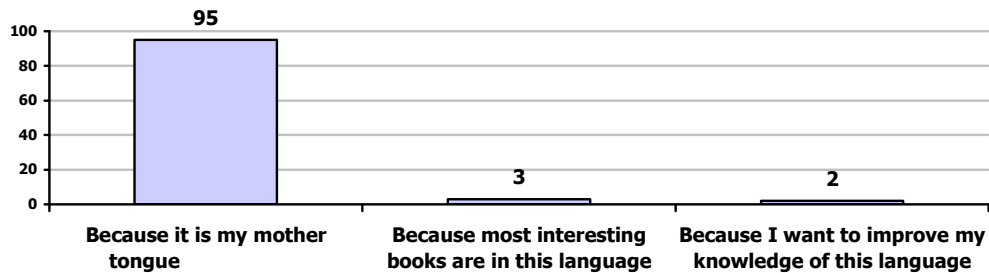
R. Percentage of books at home versus its language:

The following table shows the percentage of books kept at respondents' home in different languages:

	Arabic Language	English Language
Saudi readers who have books in these languages	**732**	**219**
1- 10%	0%	35%
11- 20%	0%	26%
21- 30%	1%	16%
31- 40%	1%	11%
41- 50%	2%	8%
51- 60%	3%	1%
61- 70%	4%	1%
71- 80%	7%	1%
81- 90%	9%	1%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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91-100%	74%	0%

As the data shows from the previous table that 74% of Saudi readers keep from 91-100% of their books at home in Arabic language and 35% keep from 1-10% of books at home in English language.

W. Non-readers language preference:

Language that Saudi non-readers used to read is Arabic as shown from the following table that 78% of respondents mentioned that from 91-100% of books that they used to read are in Arabic language.

	Arabic	English
Saudi non-readers who used to read books and stopped reading at a certain age	**46***	**13***
1- 10%	-	58%
11- 20%	-	8%
21- 30%	-	-
31- 40%	-	8%
41- 50%	7%	25%
51- 60%	2%	-
61- 70%	-	-
71- 80%	2%	-
81- 90%	11%	-
91-100%	78%	-

As Saudi non-readers preferred to read printed material in Arabic they also preferred to read online in Arabic language as shown from the following chart.

II.3. I. Language used online by non-readers
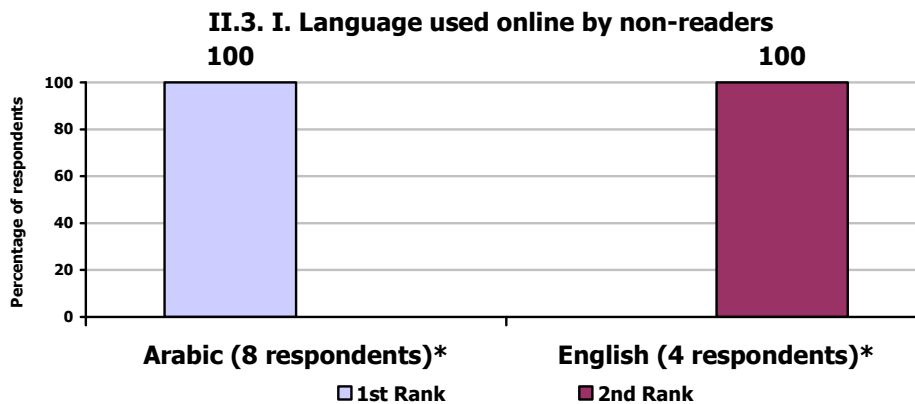
Regardless of the age, gender, socio-economic class, or are of residence the language preference among Saudi readers and non-readers is consistent, Arabic language came as a 1st priority followed by English language.

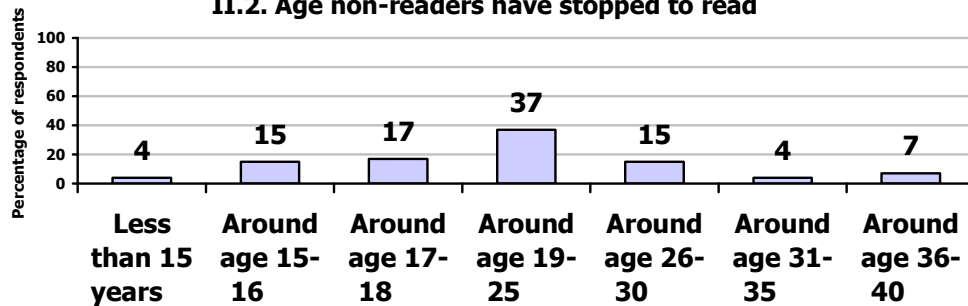* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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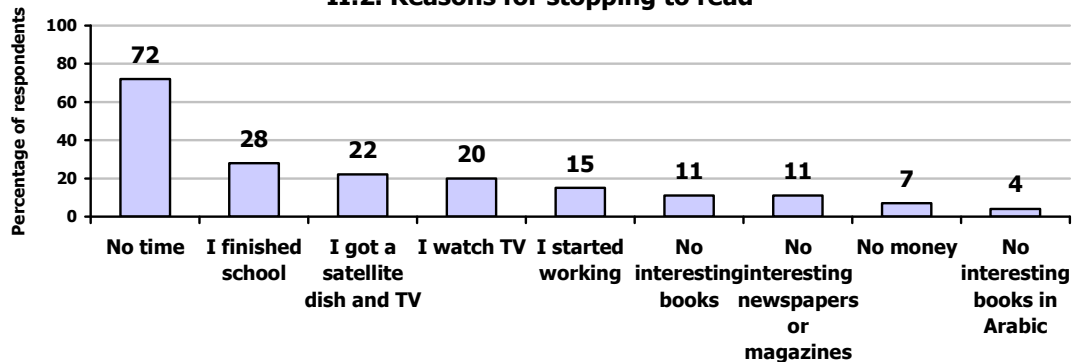
III. Accessing Books

III.1 Information and documentation channels

K. TV programs Awareness:

Majority of Saudi readers, 963 respondents, are not aware of TV programs that present books.

III.1. A. TV programs awareness
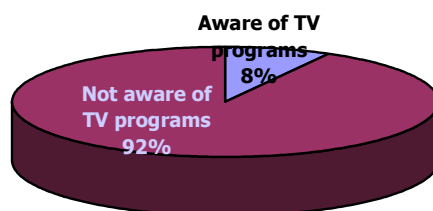
Saudi readers who know TV programs that present books, 74 respondents*, mentioned the following programs and presenters as their favorite:

Program	Channel	Presenter	Percentage of respondents
Al ketab khayro Jalees	Al Gazira	Unspecified	34
Mawdooa Al Gholaf (The Cover Subject)	Al Majd Channel	Unspecified	15
Unspecified	Al Majd Channel	Unspecified	8
Unspecified	Eqra' Channel	Unspecified	7
Khayro Jalees/Rafeeq Fel Anam	Al Manar	Unspecified	3
Tabeeb Al Osra	Al sehha wal sokkan channel	Unspecified	3
Unspecified	Al Manar Channel	Unspecified	3
A program presented by Hamdi Qandil	Dubai Channel	Hamdi Qandil	3
Mustasharak (You consultant)	Al Saudia Channel	Unspecified	3
Al Qera'a Lel Jameea (Reading for All)	Channel 1 (Egypt)	Dalia Nasr	1
Unspecified	Al Gazira Channel	Unspecified	1
Ketab Bent Simone (Simone' Daughter Book)	Al Nil Channel	Dr Abdul Wahab al Messeery	1
Maktabati Channel	Al Nil Education	Unspecified	1
Unspecified	Future Channel	Unspecified	1
Dk/DR			16

From all Saudi respondents who read books, 749 respondents, the majority didn't buy a book that was mentioned in a program before as elaborated from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

### III.1. A.Buying books mentioned in TV programs

Buy books from programs 6%

Do not buy books from programs 94%
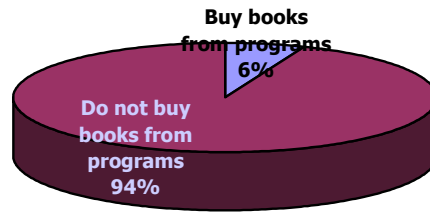
Majority of respondents do not buy books they heard about from TV programs regardless of the area of residence, gender, socio-economic class, or age.

L.   Attended the Book Fair:

Majority of Saudi readers, 963 respondents, have attended the book fair.

III.1. B. Attended the Book Fair

Didn't attend Book fair 23%

Attended Book Fair 77%
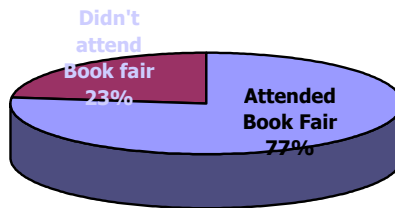
The data showed that as socio-economic class increases the percentage of respondents who have attended book fair increases.

	AB	C	DE
Saudi readers	166	498	299
Attended the book fair	37%	21%	19%
Didn't attend the book fair	64%	79%	81%

From total of 223 respondents who read and have attended the book fair; 28% attend the book fair every year and 30% attend the fair few times a year.

III.1. B. Frequency of going to Book Fair
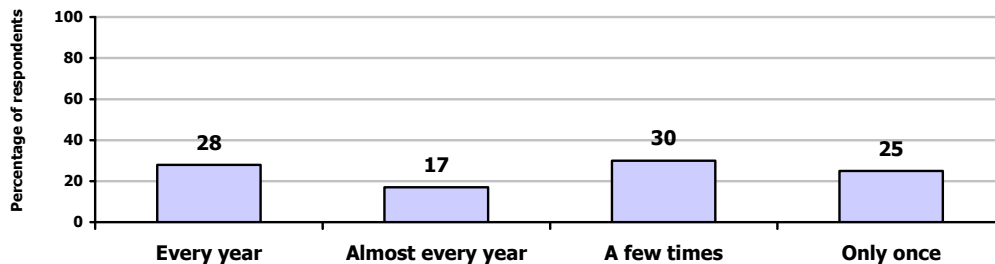
Percentage of respondents

Every year	Almost every year	A few times	Only once
28	17	30	25

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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The data shows that Saudi males attend the Book Fair more frequently than Saudi females. On the other hand, DE class attend the book fair less frequently than AB & C classes as shown from the following table:

	Male	Female	AB	C	DE
Saudi readers who attend the book fair	**126**	**98***	**56***	**112**	**56***
Every year	35%	18%	32%	33%	17%
Almost every year	21%	12%	20%	15%	17%
A few times	28%	33%	30%	25%	38%
Only once	17%	37%	19%	27%	28%

Different age brackets showed variances in the frequency of attending book fair as shown from the following table.

	15-24	25-34	35-44	45-65
Saudi readers who attend the book fair*	56	70	70	28
Every year	**24**	26	**33**	29
Almost every year	10	**18**	**21**	**19**
A few times	**36**	26	27	33
Only once	**31**	29	18	19

Majority of Saudi respondents who read and have been to the Book Fair, 223 respondents, haven't bought books from the Fair or bought from 2-3 books.

III.1. B. Purchasing books from Book Fair
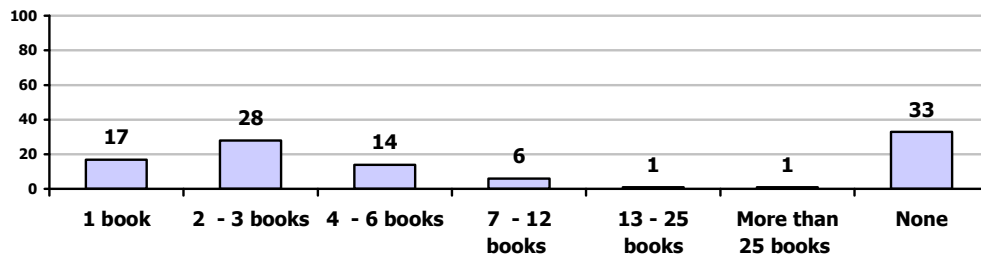
The data shows that DE class purchase books from fair with less frequencies than other socio-economic classes.

	AB	C	DE
Saudi readers who have attended the book fair	**56***	**112**	**56***
1 book	13%	16%	22%
2 - 3 books	33%	35%	10%
4 - 6 books	13%	14%	17%
7 - 12 books	9%	4%	7%
13 - 25 books	-	2%	-
More than 25 books	2%	2%	-
None	30%	28%	45%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Youngest age bracket 15-24 haven't purchased much books from the fair compared to other age brackets.

	15-24	25-34	35-44	45-65
Saudi readers who attend book fair*	**56**	**70**	**70**	**28**
1 book	25%	11%	15%	19%
2 - 3 books	24%	35%	26%	19%
4 - 6 books	7%	14%	20%	19%
7 - 12 books	3%	7%	5%	14%
13 - 25 books	-	1%	-	5%
More than 25 books	2%	-	3%	-
None	39%	32%	32%	24%

Majority of Saudi readers go to the book fair because it is like a festival as shown from the following chart:

III.1. B. Reasons for going to the fair
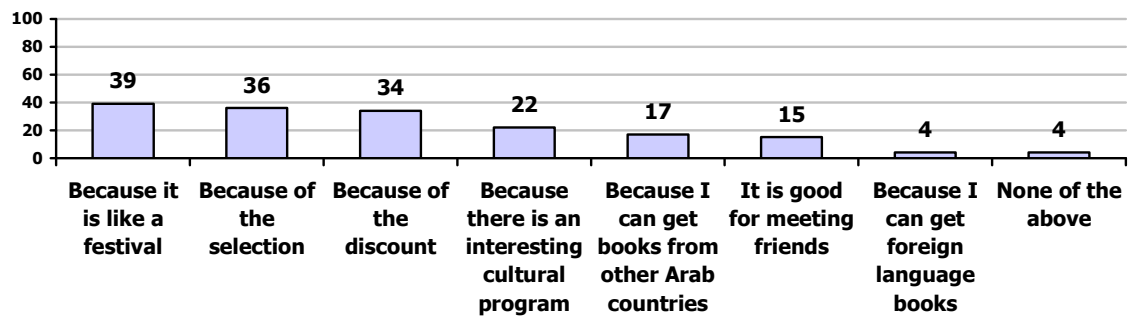
Reasons that attract males to attend fair more than females are discounts and getting books from other Arab countries. On the other hand, females attend fair because of interesting cultural program more than males who attend for the same reason.

	Male	Female
Saudi readers who attend fair	**126**	**98***
Because of the discount	39%	28%
Because I can get books from other Arab countries	22%	9%
Because there is an interesting cultural program	17%	29%

AB socio-economic class attend fair for the selection of books while C class attend fair for discounts offered:

	AB	C	DE
Saudi readers who attend fair	**56***	**112**	**56***
Because of the discount	28%	42%	25%
Because of the selection	46%	40%	20%

M. Ordering books online:

From Saudi book readers (749 respondents) 2% order books from online as shown in the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III. 1. C. Ordering Books Online

Order Online
2%

Do not order online 98%
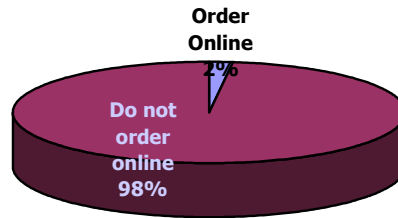
Those who order online (17 respondents)* order from the following websites:

- Google (53%)
- Amazon (35%)

Respondents who order from online pay through following methods and these are also the most preferred methods by Saudi readers who order online:

- Cash (35%), preferred by (65%)
- Credit cards (47%), preferred by (18%)
- Pre-paid credit card (12%), Preferred by (12%)
- Bank transfer (24%), preferred by (6%)

N. Library Card:

Majority of Saudi readers (963 respondents) do not have a library card.

III.1. D. Library Card

Have a library card
7%

Do not have a library card 93%

The data showed that as socio-economic class decreases the percentage of respondents who have a library card decreases.

	AB	C	DE
Saudi readers	**166**	**498**	**299**
Have a library card	10%	8%	5%
Do not have a library card	90%	92%	95%

Majority of respondents who have library cards (70 respondents)* have access to school libraries.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. D. Access to libraries
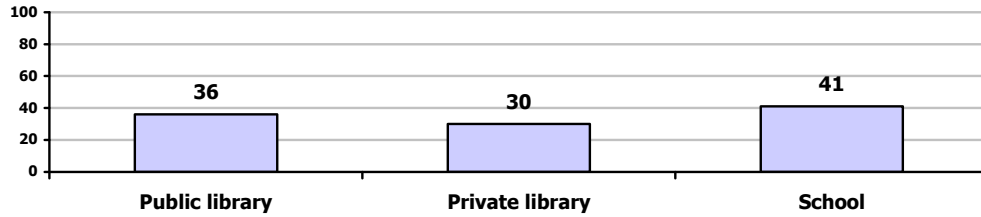
O. Visiting Library:

Majority of Saudi readers (963 respondents) have been to libraries before.

III.1. E. Visiting Library
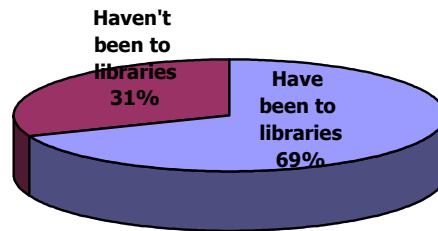
The data shows that as socio-economic class decreases the percentage of respondents who have visited libraries decreases. Same with different age brackets as age increases percentage of respondents who have been to libraries decreases as shown from the following table.

	AB	C	DE	15-24	25-34	35-44	45-65
Saudi readers	**166**	**498**	**299**	**299**	**299**	**232**	**133**
Have been to a library	78%	72%	59%	70%	71%	69%	60%
Have never been to a library	22%	28%	41%	30%	29%	31%	40%

From total Saudi readers who have been to libraries before (662 respondents) majority go to the library few times a year.

III.1. E. Frequency of visiting libraries
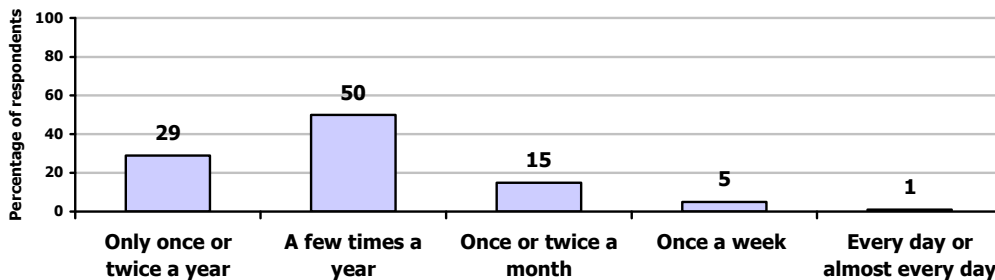
The data shows that as socio-economic class increases the frequency of visiting libraries increases and as for age; as age bracket increases the frequency of visiting libraries decreases.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	AB	C	DE
Saudi readers who have been to a library	**110**	**353**	**177**
Yearly Average	17	9	6

	15-24	25-34	35-44	45-65
Saudi readers who have been to a library	**221**	**199**	**155**	**66***
Yearly Average	13	9	9	8

L. ISBN Number Usage:

From Saudi readers (963 respondents) 3% have ordered books using ISBN number, 51% know the ISBN number but never ordered books using it.

III.1 F. ISBN Number Usage
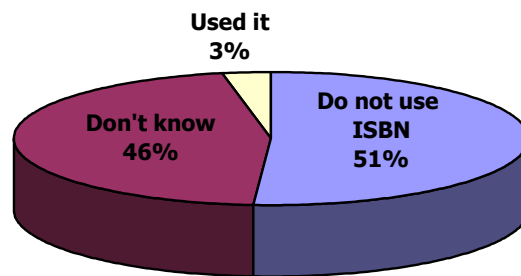
M. Information on interesting Books (non-readers):

Saudi non-readers (51 respondents) were equally split between thinking that there is enough information on interesting books and other 50% who think that there isn't enough information on interesting books.

III. 1 G. Information on interesting books
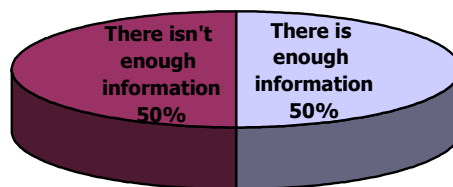
N. Non-readers visiting a library:

Saudi non-readers (51 respondents)* are nearly equally split between respondents who have visited libraries before and respondents who have never been to libraries.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.1. H. Non-readers visiting library

Haven't visited libraries 46%

Have visited libraries 54%
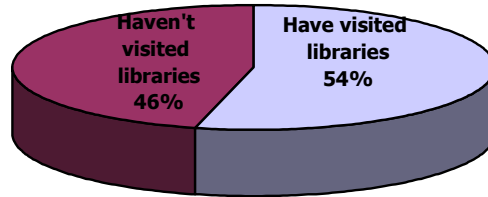
III.2 Promotion Issues

E. Place Publisher:

Saudi readers (963 respondents) mostly read books that are published in Riyadh. The data also shows that Saudi Arabia compared to other Arab countries read books that are published in other Arab countries more than readers in Egypt and Lebanon.

III.2. A. Place Publisher
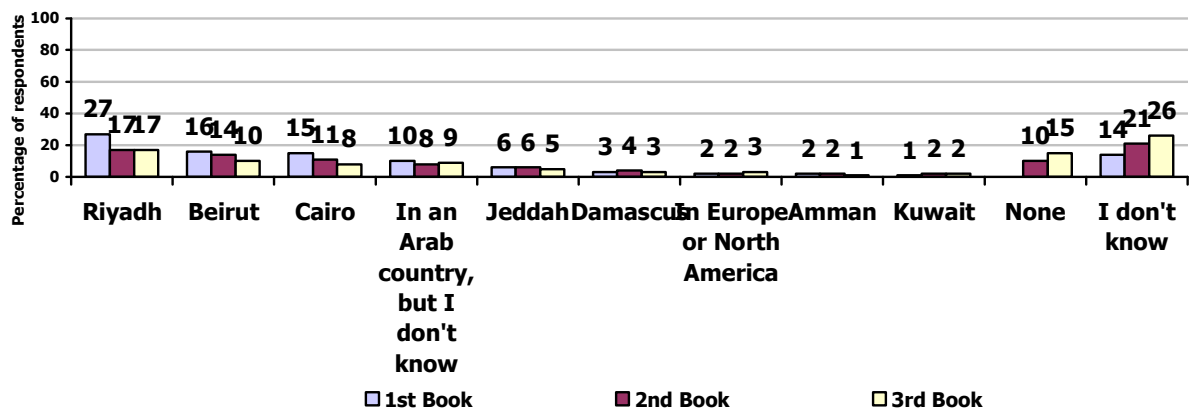
	1st Book	2nd Book	3rd Book
Riyadh	27	17	17
Beirut	16	14	10
Cairo	15	11	8
In an Arab country, but I don't know	10	8	9
Jeddah	6	6	5
Damascus	3	4	3
In Europe or North America	2	2	3
Amman	2	2	1
Kuwait	1	2	2
None	10		15
I don't know	14	21	26

F. Attended an Event:

Majority of Saudi readers (963 respondents) haven't attended an event focused on reading.

III.2. B. Attended an Event

Attended an event 9%

Haven't attended an event 91%
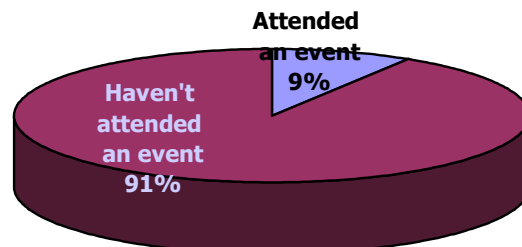
The data shows that as socio-economic class decreases the percentage of respondents who attend events focused on reading decreases.

	AB	C	DE
Saudi readers	166	498	299

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Attend an event focused on reading	16%	9%	7%
Didn't attend an event focused on reading	85%	91%	93%

From total Saudi readers who attend events focused on reading (79 respondents)* 50% attend library festival.

III.2. B. Events Attended
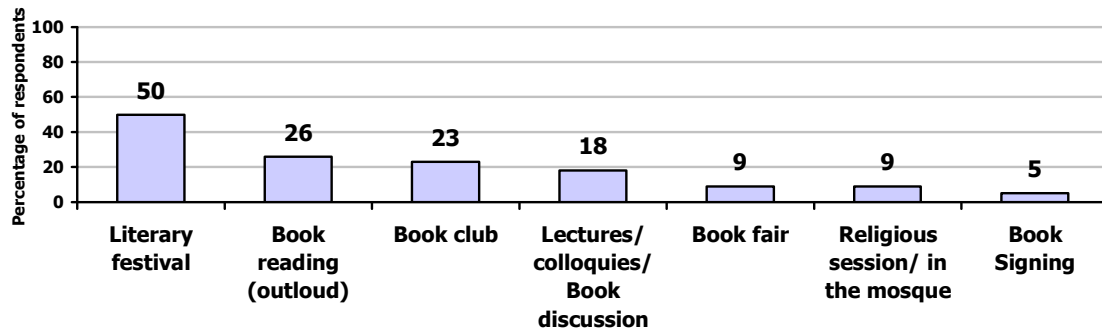
G. Non-readers awareness with TV programs:

From Saudi non-readers (51 respondents) 100% do not know TV programs specialized in presenting books.

III.2. C. Non-readers knowing TV programs
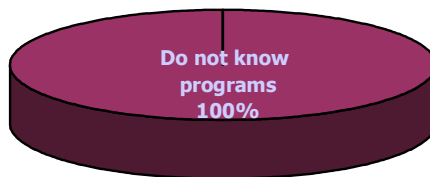
H. Non- readers attending an event focused on reading:

Majority of Saudi non-readers (51 respondents) haven't attended an event focused on reading as mentioned by 95%.

III.2. D. Non-readers attending an event focused on reading
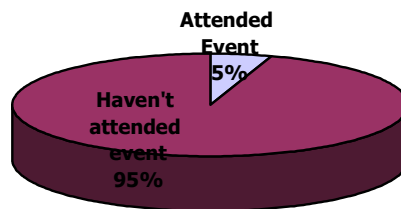
Regardless of age, gender, area of residence, or socio-economic class majority of respondents haven't attended an event focused on reading.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

From those who have attended events focused on reading (3 respondents) 67% have attended book reading (outloud).

III.3 Pricing/Purchase Power Issues

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

From total Saudi respondents who read books, 749 respondents, average number of books bought within the past 12 months is 5 books. Majority of respondents have bought from 2-3 books within past 12 months or haven't bought books at all.

III.3. A. Number of books purchased within past 12 months
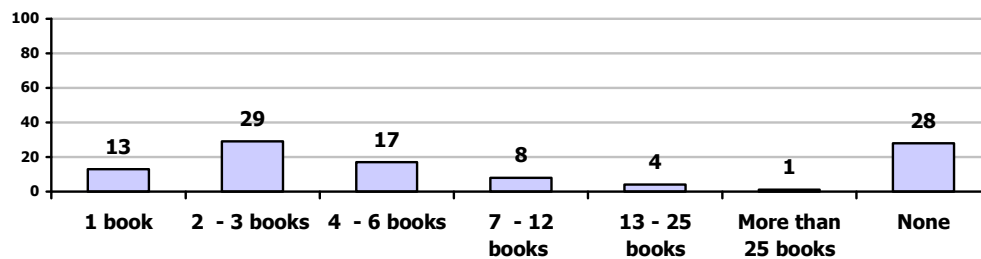
F. Readers Purchasing Power:

Majority of Saudi books' readers (749 respondents) buy books with prices from 20-38 Saudi Arabian Riyals (SAR).

III.3. B. Readers purchasing power
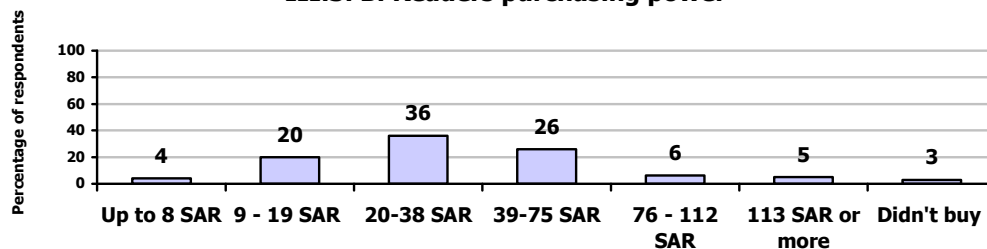
The data shows that as socio-economic class decreases the average price of books that respondents pay decreases as shown from the following table.

	AB	C	DE
Saudi books readers	**118**	**392**	**229**
Average price in SAR	50	41	37

G. Good Price for a Book (Readers):

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Average price that Saudi book readers (749 respondents) think it is good for a book is 38 SAR. On the other hand, 25% mentioned that price doesn't matter and on average respondents mentioned that a good price for books purchase is 50 SAR.

III.3. C. Good price for a book among readers
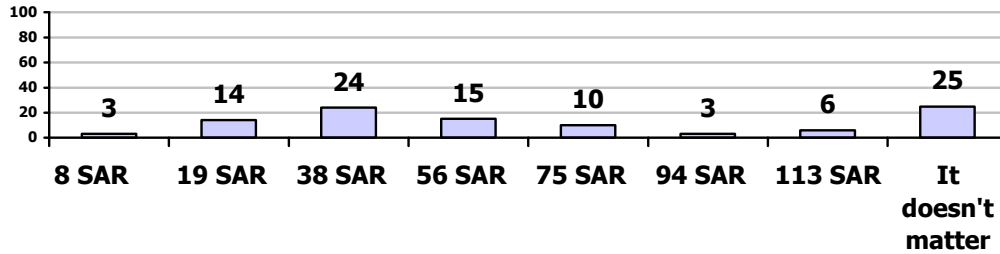
The data showed that as socio-economic class decreases the average price that respondents think is a good price for a book decreases; AB (59 SAR), C class (51 SAR), DE class (45 SAR). On the other hand, as age bracket increases the average good price given for a book increases, 15-24 (46 SAR), 25-34 (52 SAR), 35-44 (53 SAR), and 45-65 (54 SAR).

H. Non-readers Purchase Power:

From total Saudi non-readers respondents (51 respondents)* 34% of respondents mentioned that price does not matter for them. On average reasonable price for a book is 31 SAR.

III.3. D. Non-readers purchase power
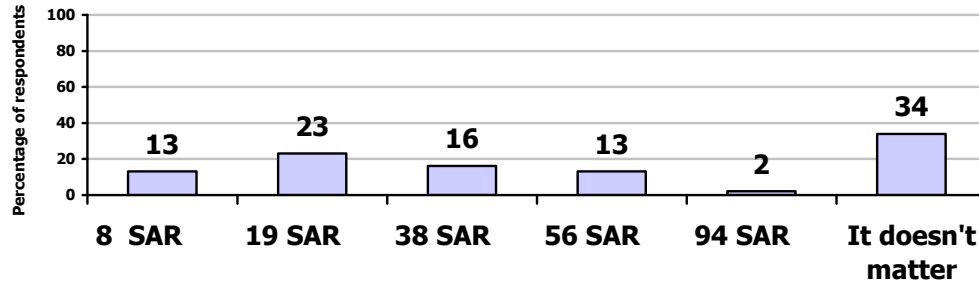
III.4 Circulation of Books

C. Lending/ Borrowing Books:

Majority of Saudi readers who have books at home (740 respondents) lend books to family and friends.
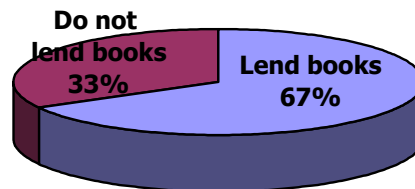
III.4. A. Lending/ Borrowing Books

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Females (423 respondents) lend their books to family and friend more than males (317 respondents) with percentage 75% and 56% respectively. The data showed that as socio-economic class decreases the percentage of respondents who lend books to family and friends decreases.

	AB	C	DE
Respondents who read and have books at home	**132**	**396**	**238**
Respondents who lend books	76%	71%	54%
Respondents who do not lend books	24%	29%	47%

On the other hand, different age brackets showed variances in the percentage of respondents who lend books to family and friends, as age increase the percentage of respondents who lend books to family and friends decreases.

	15-24	25-34	35-44	45-65
Respondents who read and have books at home	**238**	**238**	**185**	**106**
Respondents who lend books	71%	65%	64%	66%
Respondents who do not lend books	30%	36%	36%	34%

Respondents who read books and lend it to family and friends (528 respondents) mainly lend books few times per year as elaborated from the following chart.

III.4. A. Frequency of lending books

Majority of respondents who read and have books at home (740 respondents) also borrow books from family and friends.

III.4. A. Borrowing books

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Females (423 respondents) borrow books more than males (317 respondents) with percentages 72% and 54% respectively. On the other hand, as socio-economic class decreases the tendency to borrow books from family and friends decreases as shown from the following table.

	AB	C	DE
Respondents who read and have books at home	**132**	**396**	**238**
Borrow books from family and friends	67%	68%	56%
Do not borrow books from family and friends	33%	32%	44%

Same with different age brackets as age bracket increases the tendency of respondents to borrow books from family and friends decreases as shown from the following table.

	15-24	25-34	35-44	45-65
Respondents who read and have books at home	**238**	**238**	**185**	**106**
Borrow books from family and friends	69%	65%	60%	58%
Do not borrow books from family and friends	31%	35%	40%	42%

Total Saudi who read books and borrow books from family and friends (481 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart that 62% borrow books few times a year.

III.4. A. Frequency of borrowing books
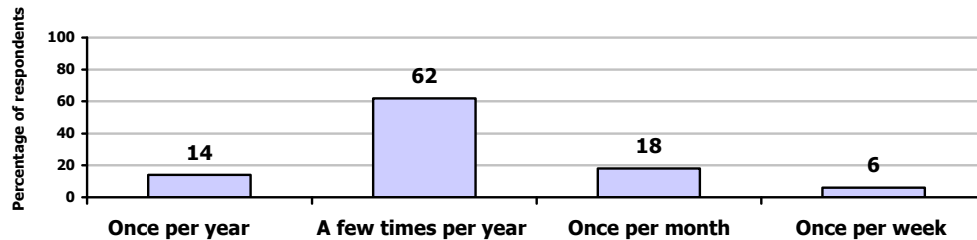
Though majority of Saudi readers who have books at home (740 respondents) lend and borrow books from family and friends, minority of respondents borrow books from public libraries.

III.4. A. Borrowing from public libraries
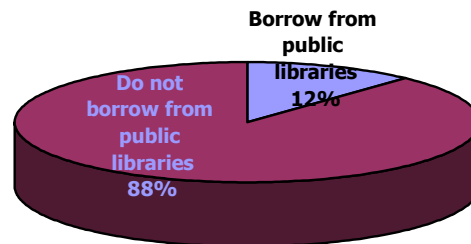
The data shows that as socio-economic class decreases the percentage of respondents who borrow books from public libraries decreases as elaborated from the following table:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	AB	C	DE
Saudi readers	**132**	**396**	**238**
Borrow books from public libraries	19%	11%	10%
Do not borrow books from public libraries	81%	89%	90%

As for different age brackets the data shows that as age increases the percentage of respondents who borrow books from public libraries decreases as shown from the following table.

	15-24	25-34	35-44	45-65
All respondents who read books	**238**	**238**	**185**	**106**
Borrow from public libraries	17%	10%	11%	7%
Do not borrow from public libraries	83%	90%	89%	94%

From total respondents who borrow books from public libraries, 90 respondents*, majority borrow books few times a year.

III.4. A. Frequency of visitng public libraries
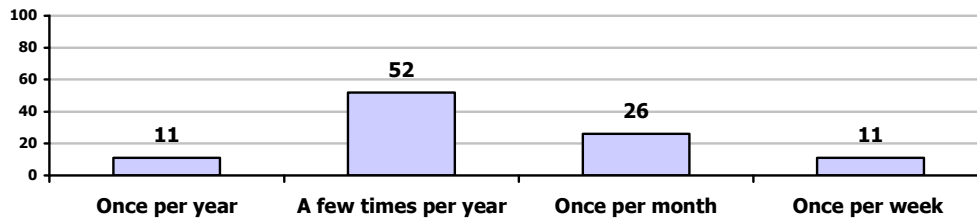
IV. Reading Contents

IV.1 Topics

C. Topics people read most:

Saudi readers (963 respondents); 64% read religious books, 62% read Quraan, and 61% read general newspapers.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

IV.1. A. Topics people read most

Topic	Value
Philosophy	6
Literature / Biographies / Poetry / writings / Short stories	6
Psychology	6
Women-related topics	6
Fashion/ Beauty/ Beauty books	6
Yellow press	6
Encyclopedias / dictionaries	6
How-to-books	8
Exact sciences / technology	11
Society/ Social issues (topics)	12
Health / Nursing	16
Historical books	18
Textbooks for school or university	19
Weekly political magazines	21
Sports	22
Contemporary novels	23
Cooking books	23
Contemporary poetry	25
General newspapers	61
Qoran	62
Religious books	64

Majority of Saudi respondents who used to read and stopped reading at a certain age (48 respondents)* used to read text books for school or university.

IV.1. A. Topics non-readers used to read

Topic	Value
Encyclopedias / dictionaries	4
Weekly political magazines	4
How-to-books	4
Exact sciences / technology	4
Cartoons	4
Contemporary poetry	7
Philosophy	7
Historical books	9
Yellow press	11
Cooking books	15
Contemporary novels	17
General newspapers	35
Religious books	46
Qoran	50
Textbooks for school or university	52

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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D. Topic to read in the future (non-readers):

From total of Saudi non-readers (51 respondents)* majority would like to read about religious books and Quraan/ Bible.

IV.1. B. Topics non-readers like to read in the future

Topic	Percentage
Encyclopedias / dictionaries	4
Textbooks for school or university	5
Yellow press	5
How-to-books	9
Philosophy	9
Historical books	16
Weekly political magazines	16
Contemporary novels	16
Contemporary poetry	18
Cooking books	21
General newspapers	30
Qoran /Bible	63
Religious books	63

Percentage of respondents

IV.2 Authors

E. Books/ Authors within past 3 months:

Saudi respondents who read books (749 respondents) mainly read religious topics as shown from the following table.

Book Title	Author	Percentage of Respondents
Religious Topics	Unspecified	8
The Holy Quraan		8
True stories	Unspecified	5
School / University Books	Unspecified	4
La Tahzan (Don't be Sad)	Ayed Al-Qarany	4
Saudi poems	Unspecified	3
History	Unspecified	2
Tafseer Al Quraan Al Karim (Quraan Explanation)	Ibn Katheer	2
Tarbeyat Al Awlad Fel Islam (Raising up Children in Islam)	Abdullah Nasseh Olwan	2
Qessas Al Anbeya' (Prophet Stories)	Ibn Katheer	3
Reyad Al Saleheen	Al Nawawy	3
Abeer Stories Series	Dalia Mohamed Hussein Mursal	1
Fiqh Al Sunna	Unspecified	1
Tafseer Al Quraan	Unspecified	1
Saheeh Al Bokhari	Al Imam Al	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	Bokhari	
Poems	Khaled Al-Fayssal	1
Reyad Al Saleheen	Ibn Katheer	1
Arabic grammar	Unspecified	1
Seerat Al Rassoul	Ibn Hisham	1
Fatawa Al Nazar Wal kholwa Wal Ekhtelat	Abdul Aziz Bin Abdullah Bin Bar	1
Reyad Al Saleheen	Ibn Al-Motayyamy	1
Qessas Al Sahaba	Mohamed Youssuf	1
150 Soal Wa Jawab (150 Questions and Answers)	Taha Abdul Raouf	1
Al Fatawa	Al-Shaarawy	1
Kayfa Nataallam (How to Learn)	Unspecified	1
Kayfa Taksab Mahboubak (How to gain your Lover)	Salah Al-Rashid	1
DK/DR		14

F. Favorite Titles or Authors:

Majority of Saudi readers (749 respondents) prefer to read for Ayed Al-Qarany.

Favorite Author	Percentage of Respondents
Ayed Al-Qarany	4
Ibn Katheer	2
Naguib Mahfouz	1
Agatha Christie	1
Tarek Sowaidan	1
Bin Baz	1
Ibn Othman	1
Taha Hussein	1
Ghazi Al Qassibi	1
Ibn Tomayma	1
Nezar Qabbany	1
Al Imam Al Ghazali	1

Favorite Topic	Percentage of respondents
Religious Topics	7
Holy Quraan	7
Saudi poems	3
Qessas Waqaeyya (True stories)	3
School / University Books	2
Tafseer Al Quraan Al Karim (Ibn Katheer)	1
Abeer stories series (Dalia Mohamed Hussein Mursal)	1
Poems (Khaled Al-Fayssal)	1
History	1
Tarbeyat Al Awlad Fel Islam (Abdullah Nasseh Olwan)	1
La Tahzan (Ayed Al-Qarany)	2
Religion, politics & social affairs (Abdurahman Alsaadi)	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Qessas Al Anbeya' (Ibn Katheer)	1
Al Reyada	1
Prophets' stories	1
Al Fatawa (Al-Shaarawy)	1

V. Language Issues

V.1 Language preferences

C. Readers Purchase of last 12 months:

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

	Arabic Language	English Language
Saudi books' readers who have purchased books in these languages	**536**	**81***
1- 10%	-	27%
11- 20%	-	22%
21- 30%	1%	12%
31- 40%	-	14%
41- 50%	2%	11%
51- 60%	2%	-
61- 70%	2%	1%
71- 80%	4%	6%
81- 90%	3%	-
91-100%	87%	6%

Majority of Saudi readers have bought from 91-100% of books in Arabic language as specified by 87% of respondents.

V.2 Translations

C. Readers Purchase of last 12 months:

From respondents who have bought books within past 12 months, 541 respondents, 77% haven't bought any books into foreign translations within the past 12 months.

V.2. A. Translated books purchased within the past 12 months
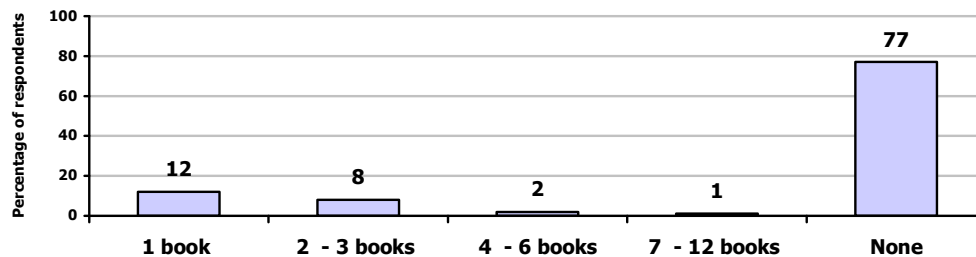
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII. Readers Attitude

Saudi book readers (749 respondents) mainly agreed that they afford most of the books that they would like to read as specified by 80% (strongly agree and agree). Majority of Saudi book readers tell family and friends about interesting books they read as specified by 88% (strongly agree and agree). This finding is validated as previously specified in the research that majority of Saudi readers get their information about interesting books from family and friends.

VII. A. Books readers attitude

Usually I can afford to buy most of the books that I want/need

3 | 13 | 48 | 32 | 4

When I read an interesting book, I tell friends and family about it

1 | 8 | 41 | 47 | 3

0   20   40   60   80   100

□ Strongly Disagree   ■ 3   □ 2   ■ Strongly agree   □ Don't Know

As for Saudi readers (963 respondents) attitude, majority of readers feel that reading is a pleasure that they would spend their time on and would prefer to read more than partying and like to read more than listening to stories. Also, as readers find pleasure in reading they will tend to read more than what is required and enjoy reading hard copies rather than reading online. The data also showed that readers spend money on reading more than movies or outings and think that books are a valuable gift to friends and family.

The data showed that though readers enjoy reading and value it among their different life activities, they like watching TV and sometimes prefer the movie version of a book more than written version as shown from the following chart.

VII.B. Readers attitude

Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
Internet is interesting, but satellite TV is more interesting	10	24	35	17	14
Since I have access to the internet I read more, but online	31	32	20	8	8
Books are too expensive, I can't afford to read	25	47	18	5	5
There are not enough translations of foreign books into Arabic	8	27	25	12	27
The film version of a book is more attractive to me than the book itself	6	22	47	22	3
Most people buy books only to show off	12	41	26	8	13
A book is a nice present for friends or family	5	14	37	42	2
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	29	38	19	8	6
I rarely read more than what is required	14	49	26	10	1
I read to improve myself	2	6	31	60	1
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences, humanities	30	41	15	8	6
Arab authors writing in foreign languages just want to show off	15	42	18	7	18
Reading Arabic is too different from speaking Arabic	8	27	41	21	3
Arab authors need to write in foreign languages in order to sell abroad	5	21	35	22	17
I have always liked reading	3	12	38	46	1
I like listening to stories, but I don't like reading myself	17	49	23	10	1
Reading is the best way of learning, but qualifications don't count in real life	18	41	29	12	
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all about	7	17	50	26	
I read because I am not allowed to go out in the evening	52	35	7	5	1
I do not read during traveling because buses, airports, and trains are overcrowded	16	35	33	11	4
I don't have time for reading, and on weekends I prefer to party	21	45	23	9	2
I think I read less than the average of my age	9	32	26	10	23
I think I read more than the average of my age	8	38	26	7	20
I think I read more than most other people I know	10	35	29	8	18
I prefer listening to the Qoran / Bible rather than to read myself	14	45	28	11	2
Islam / Christianity teaches Muslims / Christians to read	2	16	81		
Everybody will pretend that reading is important but most people know that TV is more interesting	8	25	44	21	2
Reading is good but I find it old-fashioned	26	53	15	5	1
Reading is hard work because you need to concentrate	16	41	31	11	1
I read for pleasure	2	10	38	50	

Legend: ☐ Strongly Disagree ■ 3 ☐ 2 ■ Strongly agree ☐ Don't Know

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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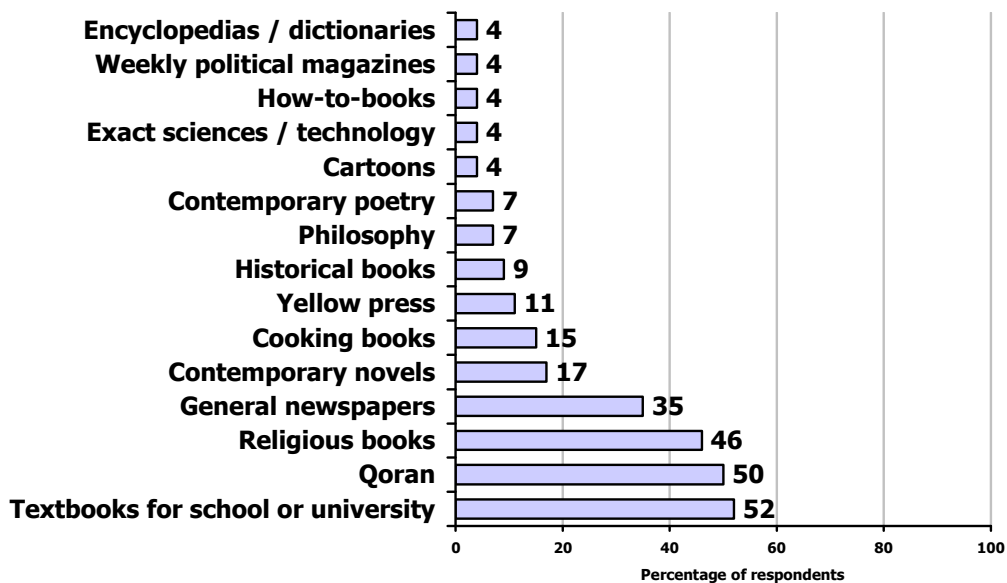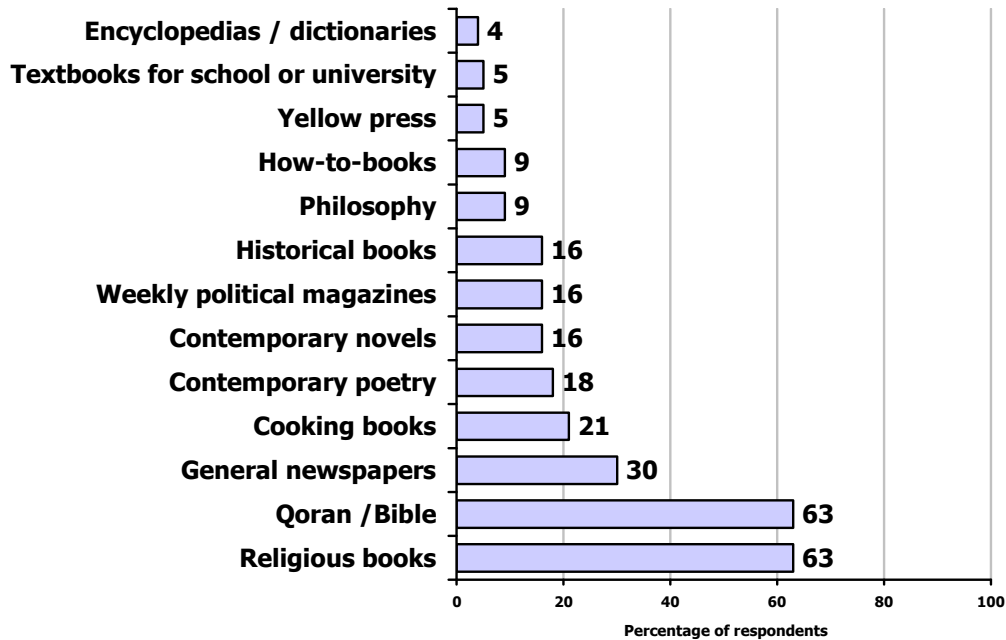Research reinvented

VII.C. Non-Readers Attitude

Saudi non-readers opposed to Saudi readers they do not enjoy reading and it is not a matter of money as majority of non-readers can afford buying books. Non-readers feel that reading is hard and needs concentration, thus do not take it as pleasure. Non-readers perceive television as an alternative source of information along with internet and radio. Non-readers prefer watching television more than reading.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII.C. Non-readers attitude

Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	43	18	16	9	14
Books are too expensive, I can't afford to read	46	30	9	5	9
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences,	36	16	16	5	27
Arab authors writing in foreign languages just want to show off	27	20	5	4	44
There are not enough translations of foreign books into Arabic	5	20	9	5	61
Books in Arabic are less interesting	39	7	9	5	39
Reading Arabic is too different from speaking Arabic	18	21	20	20	21
Arab authors need to write in foreign languages in order to teach people abroad	7	13	27	21	32
Arab authors need to write in foreign languages in order to sell abroad	16	18	20	9	37
The film version of a book is more attractive to me than the book itself	13	13	27	41	6
I like listening to stories, but I don't like reading myself	38	11	7	5	39
Reading is the best way of learning, but qualifications don't count in real life	46	29	9	9	7
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all	5	7	36	41	11
Internet is interesting, but satellite TV is more interesting	13	11	20	9	47
Most people buy books only to show off	23	21	20	5	30
A book is a nice present for friends or family	11	25	29	20	15
I don't have time for reading, and on weekends I prefer to party	23	16	32	23	5
I think most people of my age don't read either	55	16	2	4	22
I think most other people I know don't read either	59	20	5		16
I prefer listening to the Qoran rather than to read myself	29	23	27	21	
Islam teaches Muslims to read	7		30	63	
Everybody will pretend that reading is important but most people know that TV is more	14	18	18	43	7
Reading is good but I find it old-fashioned	36	25	23	7	9
Reading is hard work because you need to concentrate	16	27	18	38	1

0   20   40   60   80   100

☐ Strongly Disagree   ■ 3   ☐ 2   ■ Strongly agree   ☐ Don't Know

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VIII.A. Readers Lifestyle

Q. Readers lifestyle:

Life style is how time and money are spent. The data shows that readers spend their time on performing religious duties, knowing about different cultures, literature, updating themselves with news and current affairs, and enjoying nature. In addition to this, readers spend their money and time on travel and taking care of their health. The second chart also shows that readers spend considerably large part of their time on educating themselves, reading about topics they like, and gaining more knowledge on current affairs. On the other hand, readers spend little time on internet, going to movies, or exercising.

VIII.A. Readers lifestyle

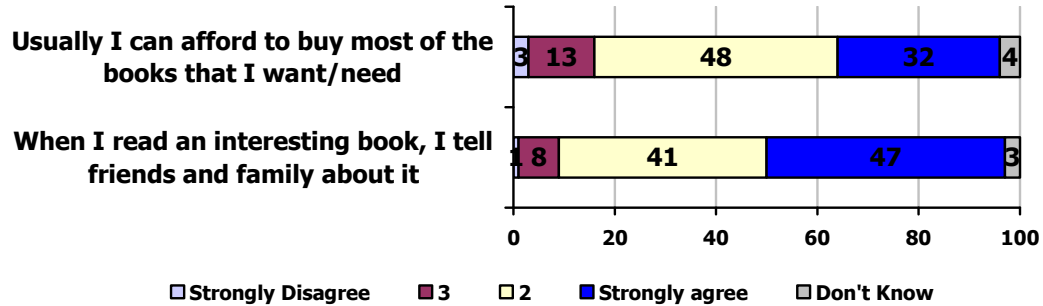| Category	Very Much	Much	Little	Very Little
Business	13	29	29	29
Geography	5	17	41	37
Music	12	26	31	31
Nature	23	37	28	12
Health	42	37	16	5
Cooking/food	27	24	19	30
Sports	21	26	26	27
Automobiles	18	22	24	36
Technology	13	31	37	19
News and current affairs	35	42	18	5
Religion	76	19	3	2
Literature	26	37	25	12
Politics	21	31	28	20
Culture	33	43	18	6
History	17	30	35	18
Travel	29	35	27	9

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers lifestyle cont'd

	Very Much	Much	Little	Very Little
shopping	23	50	22	5
surfing the internet	16	21	17	47
socializing with family and friends	55	38	6	1
going to movies	3	5	15	78
exercising	16	32	31	22
to make myself more educated	59	32	8	2
to gain knowledge about topics that are important for me	64	31	4	1
to follow my religious obligations	79	18	2	1
to look well groomed	68	27	4	1
to learn about current affairs in the world	39	39	17	5

R. Time spend during weekdays:

During weekdays readers spend their time between working or studying for students and sleeping as shown from the average time that readers spend on these activities.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Readers who spend their time on the following activities	543	253	954	810	847
Less than 1 hour	-	5	-	17	4
From 1 hour - 2 hours	5	25	1	75	62
More than 2 hour - 3 hours	2	16	2	5	18
More than 3 hour - 4 hours	2	9	2	2	10
More than 4 hour - 5 hours	4	6	5	-	4
More than 5 hour - 6 hours	15	17	19	1	2
More than 6 hour - 7 hours	14	8	24		-
More than 7 hour - 8 hours	48	11	33		-
More than 8 hour - 9 hours	6	2	11		-
More than 9 hour - 10 hours	4	-	3		-
More than 10 hour - 11 hours	-	-	1		
More than 11 hour - 12 hours	1	-	1		
Average	7	4	7	1	2

	Surfing the	Reading books,	Personal care &	Sports	Religious Duties	Eating

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

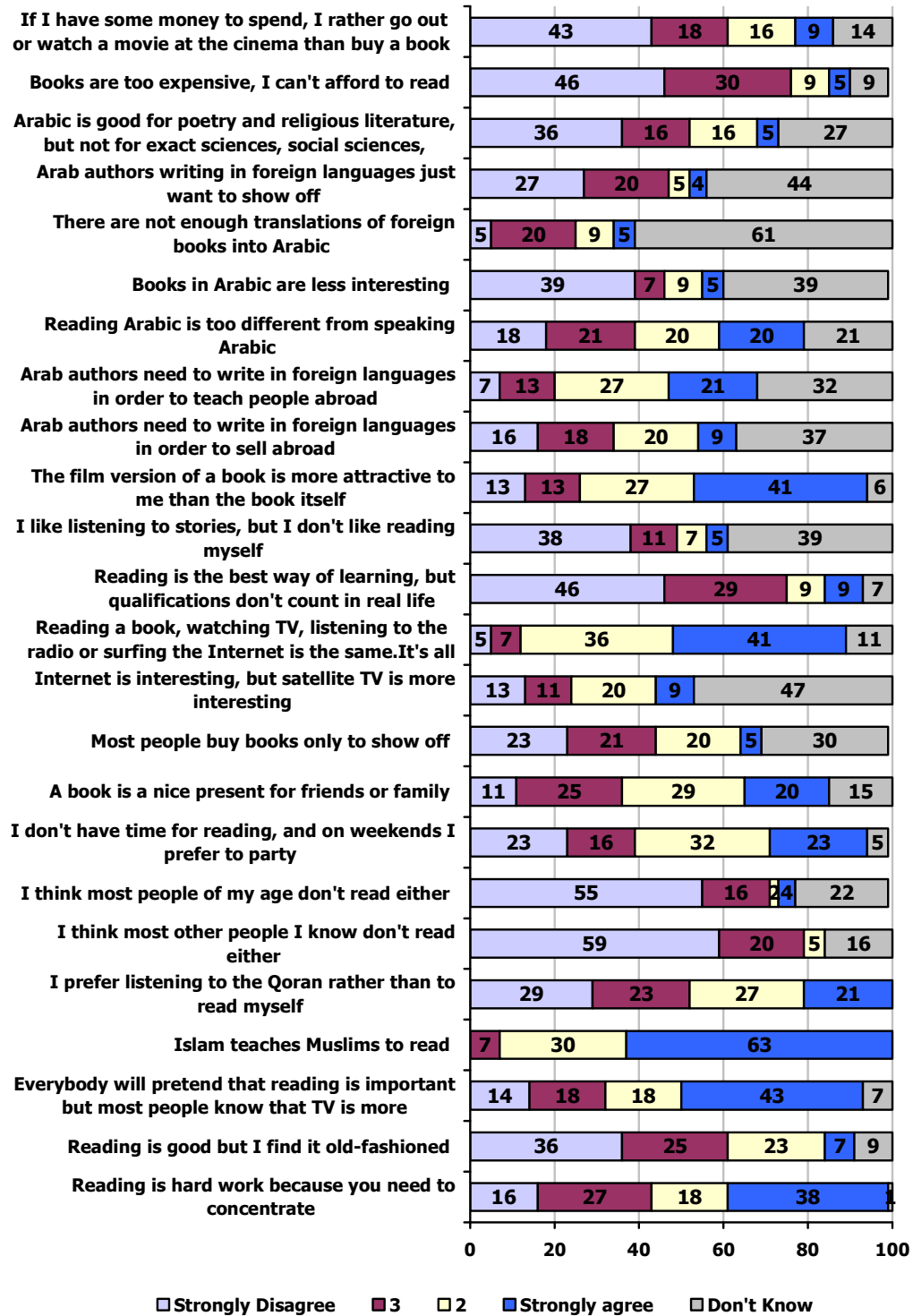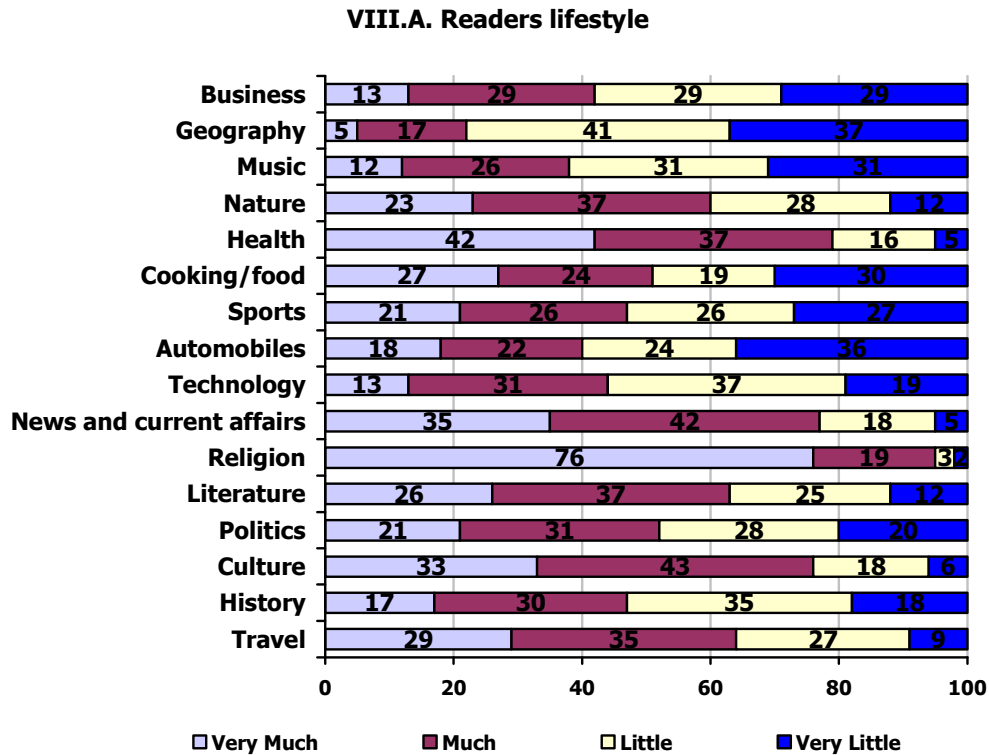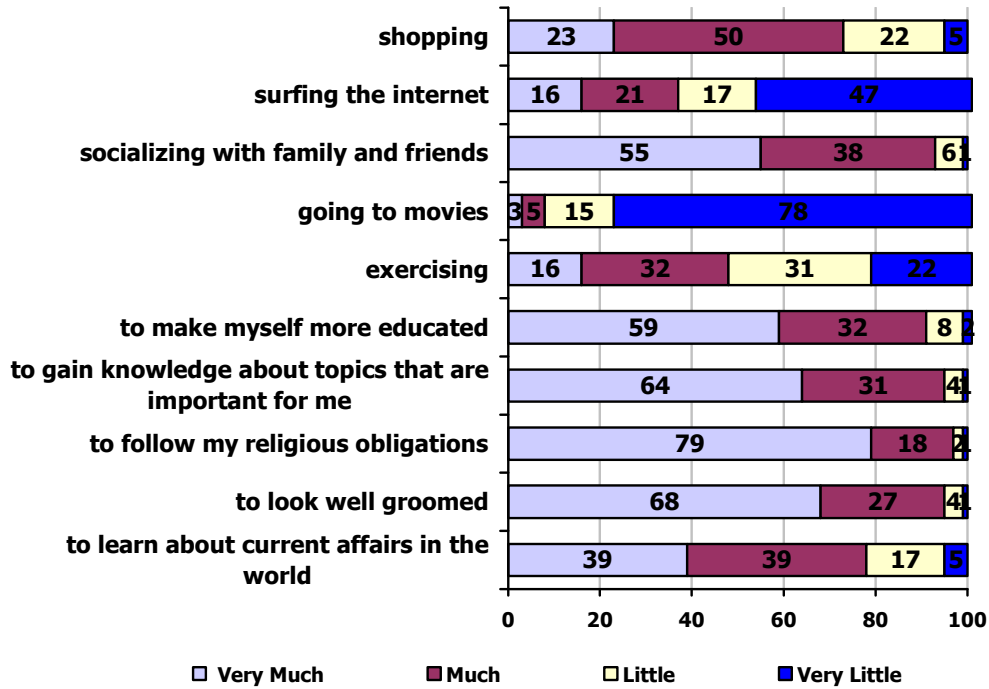|	internet	magazines, newspapers	grooming			
Readers who spend their time on the following activities	**353**	**883**	**906**	**368**	**935**	**921**
Less than 1 hour	21	42	45	53	16	19
From 1 hour - 2 hours	72	55	51	47	78	78
More than 2 hour - 3 hours	5	2	2	1	3	3
More than 3 hour - 4 hours	1	1	-	-	1	-
More than 4 hour - 5 hours	-	1	1	-	-	-
More than 5 hour - 6 hours	-	-	-	-	1	-
Average	**1**	**1**	**1**	**1**	**1**	**1**

S.   Time spend during weekends:

Majority of respondents sleep during weekends as shown from the following table.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
	128	**130**	**939**	**855**	**931**
Less than 1 hour	2	2	-	10	1
From 1 hour - 2 hours	37	62	1	66	34
More than 2 hour - 3 hours	14	14	1	14	23
More than 3 hour - 4 hours	12	10	2	7	17
More than 4 hour - 5 hours	8	5	2	2	13
More than 5 hour - 6 hours	8	2	10	1	8
More than 6 hour - 7 hours	4	3	12	-	1
More than 7 hour - 8 hours	11	2.3	40	1	2
More than 8 hour - 9 hours	3	-	17	-	-
More than 9 hour - 10 hours	1	-	10	-	-
More than 10 hour - 11 hours	-	-	4	-	
More than 11 hour - 12 hours	-	-	2	-	
More than 13 hours	-	-	-	-	
Average	**4**	**3**	**8**	**2**	**3**

	Surfing the	Reading books,	Personal care &	Sports	Religious Duties	Eating

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

	internet	magazines, newspapers	grooming			
	355	**849**	**901**	**406**	**948**	**920**
Less than 1 hour	11	34	31	36	13	15
From 1 hour - 2 hours	68	61	65	60	80	81
More than 2 hour - 3 hours	17	4	3	3	5	4
More than 3 hour - 4 hours	3	1	1	1	1	-
More than 4 hour - 5 hours	-	1	-	-	1	-
More than 5 hour - 6 hours	1	-	-	-	1	-
Average	**2**	**1**	**1**	**1**	**1**	**1**

T. Spending free time:

As part of readers' lifestyle the data showed that 71% of Saudi readers (963 respondents) spend their time between reading books and reading newspapers and magazines. While on the other channels of information such as TV, radio, internet; readers spent 80% of their watching TV daily, 15% of daily time surfing the internet, and 31% listing to the radio daily. Saudi readers do not read online much as 9% of readers read daily online.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII. D. Spending free time

Go to a library: 48, 30

Exercising: 9, 6, 9, 6, 5, 5, 5, 23, 32

Being creative myself: 6, 2, 3, 6, 7, 9, 11, 33, 23

Attending theatre or concerts: 15, 81

Attending exhibitions: 3, 33, 60

Reading on the Internet: 9, 6, 7, 3, 3, 6, 64

Reading yellow press magazine: 7, 2, 3, 4, 3, 2, 4, 15, 60

Surfing the Internet: 15, 7, 8, 4, 3, 2, 6, 54

Reading newspapers: 48, 19, 13, 6, 4, 3, 2, 4

Spending time alone at home: 12, 9, 15, 13, 10, 5, 9, 21, 6

Shopping: 2, 5, 20, 22, 18, 22, 9

Eating out: 4, 5, 14, 30, 18, 9, 8, 10, 2

Resting: 36, 6, 9, 22, 11, 5, 3, 7, 1

Performing religious duties: 96, 2

Socializing with family and friends: 41, 11, 18, 19, 7, 2

Reading books: 23, 10, 16, 12, 3, 4, 8, 11, 13

Watching films at cinema: 6, 89

Listening to the radio: 31, 9, 13, 7, 6, 5, 2, 17, 10

Watching DVD/Video: 2, 6, 7, 8, 5, 8, 28, 36

Watching TV: 80, 8, 6, 1, 4

Legend:
- ☐ Daily
- ■ 5-6 days/week
- ☐ 3-4 days/week
- ■ Once a week
- ■ Once in 2 weeks
- ☐ Once in 3 weeks
- ☐ Once in a month
- ■ Less often
- ■ Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-Readers Lifestyle

U. Non-Readers lifestyle:

As for Saudi non-readers (51 respondents)* they spend their time on taking care of their health and looking well groomed, following their religious obligations, observing nature, and cooking. Non-readers spend more time on shopping more than readers. Both readers and non-readers spend time to socialize with family and friends.

VIII.E. Non-readers lifestyle

Category	Very Much	Much	Little	Very Little
Business	21	23	14	41
Geography	13	11	20	56
Music	18	23	27	31
Nature	30	32	30	7
Health	45	34	13	8
Cooking/food	38	21	21	20
Sports	21	14	25	39
Automobiles	23	23	5	48
Technology	16	16	27	41
News and current affairs	13	23	34	30
Religion	61	20	11	8
Literature	11	14	38	37
Politics	5	23	32	39
Culture	9	36	27	28
History	9	13	38	40
Travel	25	25	32	18

□ Very Much   ■ Much   □ Little   ■ Very Little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
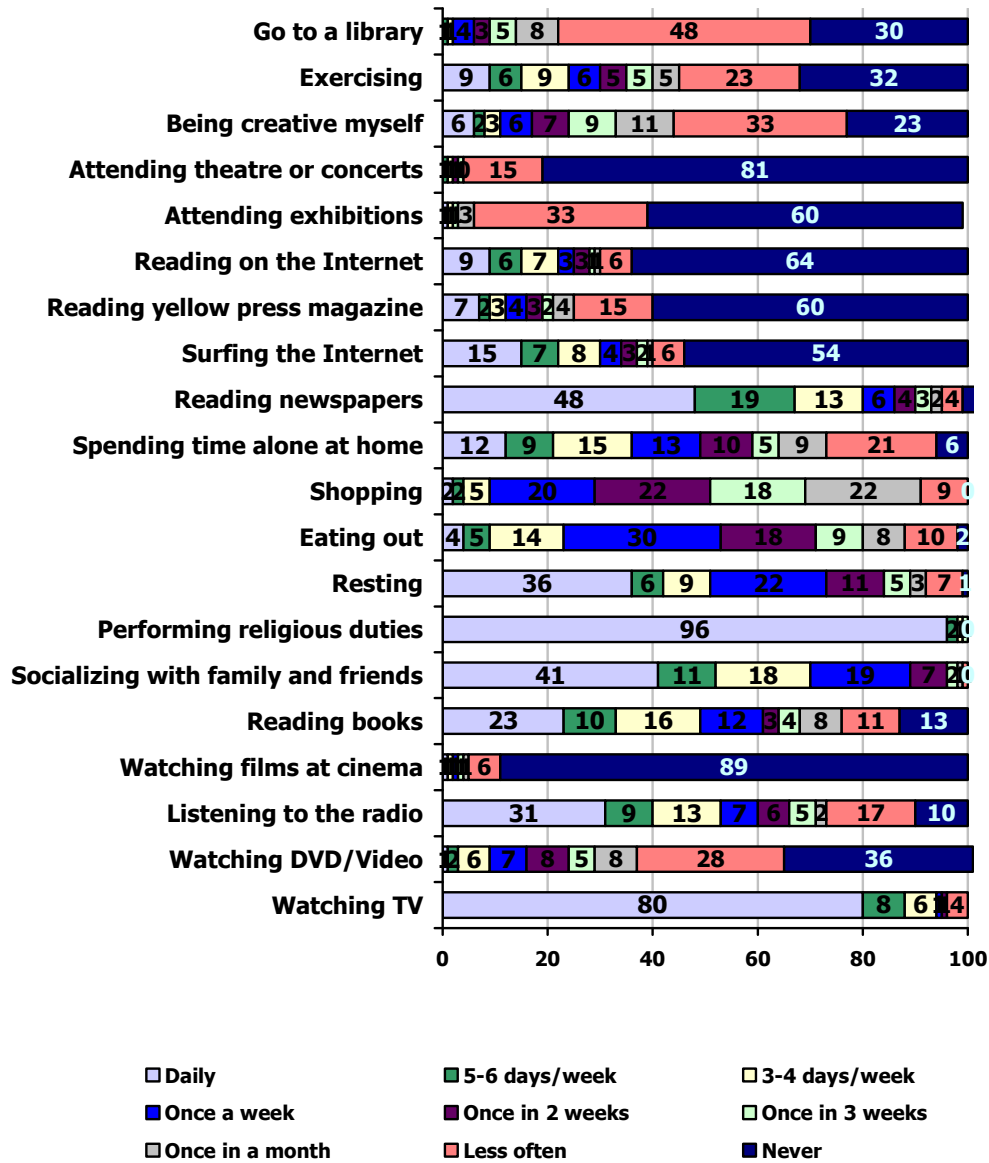
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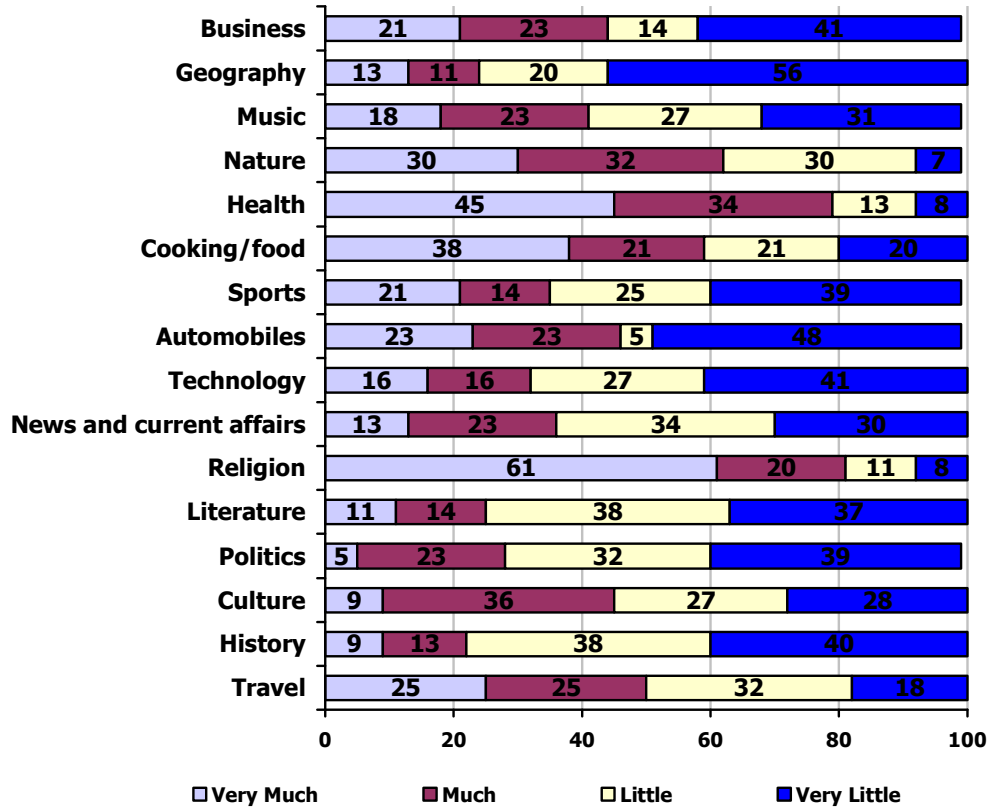Research reinvented

VIII.E. Non-readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
shopping	32	38	23	7
surfing the internet	14	2	7	77
socializing with family and friends	64	29	5	2
going to movies	4	5	9	82
exercising	18	14	32	36
to make myself more educated	36	38	13	14
to gain knowledge about topics that are important for me	34	41	18	7
to follow my religious obligations	79	14	4	4
to look well groomed	61	23	14	2
to learn about current affairs in the world	18	36	30	16

Legend: □ Very Much ■ Much □ Little ■ Very Little

V. Time allocation on weekdays:

During weekdays non-readers like readers spend their time on work and sleeping.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Saudi non-readers who spend their time on the following activities	**20**	**8**	**60**	**47**	**49**
Less than 1 hour	-	29%	-	35%	4%
1-2 hours	13%	14%	-	54%	51%
more than 2-3 hours	8%	29%	4%	6%	21%
more than 3-4 hours	-	-	2%	6%	13%
more than 4-5 hours	-	14%	2%	-	-
more than 5-6 hours	13%	14%	20%	-	8%
more than 6-7 hours	4%	-	11%	-	2%
more than 7-8 hours	58%	-	34%	-	2%
more than 8-9 hours	-	-	20%	-	-
more than 9-10 hours	-	-	7%	-	-
more than 11-12 hours	4%	-	-	-	-
Average in hours	**7**	**2**	**8**	**1**	**3**

	Surfing the	Personal care &	Sports	Religious duties	Eating

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	internet	**grooming**			
Saudi respondents who spend time on these activities	**8**	**49**	**19**	**51**	**51**
Less than 1 hour	14%	42%	53%	18%	19%
1-2 hours	71%	53%	41%	71%	69%
more than 2-3 hours	-	6%	6%	9%	11%
more than 3-4 hours	-	-	-	2%	-
more than 5-6 hours	14%	-	-	-	2%
Average in hours	**2**	**1**	**1**	**1**	**1**

W. Time allocation on weekends:

During weekends non-readers same as readers spend their time sleeping and resting more than working. Non-readers also spent considerable time socializing with family and friends during weekends.

	Work	**Studying**	**Sleeping**	**Transportation**	**Socializing with friends & family**
Saudi non-readers who spend their time on following activities	**10**	**3**	**64**	**46**	**50**
Less than 1 hour	-	67%	-	22%	2%
1-2 hours	50%	33%	-	49%	28%
more than 2-3 hours	13%	-	5%	12%	19%
more than 3-4 hours	-	-	5%	10%	13%
more than 4-5 hours	-	-	2%	4%	23%
more than 5-6 hours	25%	-	14%	4%	6%
more than 6-7 hours	13%	-	7%	-	4%
more than 7-8 hours	-	-	21%	-	4%
more than 8-9 hours	-	-	14%	-	-
more than 9-10 hours	-	-	21%	-	2%
more than 10-11 hours	-	-	5%	-	-
more than 11-12 hours	-	-	2%	-	-
more than 14-15 hours	-	-	2%	-	-
Average	**4**	**1**	**8**	**2**	**4**

	Surfing the internet	**Personal care & grooming**	**Sports**	**Religious duties**	**Eating**
Saudi non-readers who spend their time on following activities	**8**	**48**	**21**	**53**	**51**
Less than 1 hour	-	33%	35%	15%	19%
1-2 hours	75%	56%	60%	67%	74%
more than 2-3 hours	13%	9%	5%	17%	7%
more than 3-4 hours	-	-	-	2%	-
more than 4-5 hours	-	2%	-	-	-
more than 6-7 hours	13%	-	-	-	-
Average	**2**	**1**	**1**	**1**	**1**

X. Spending free time:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Non-readers spend their time on usual daily activities such as following religious obligations, watching TV, socializing with family and friends and resting. It is noticeable from the data that Saudi non-readers spend minimum time on outdoor activities such as going to the cinema, attending theatres or exhibitions, or exercising.

VIII.H. Spending free time
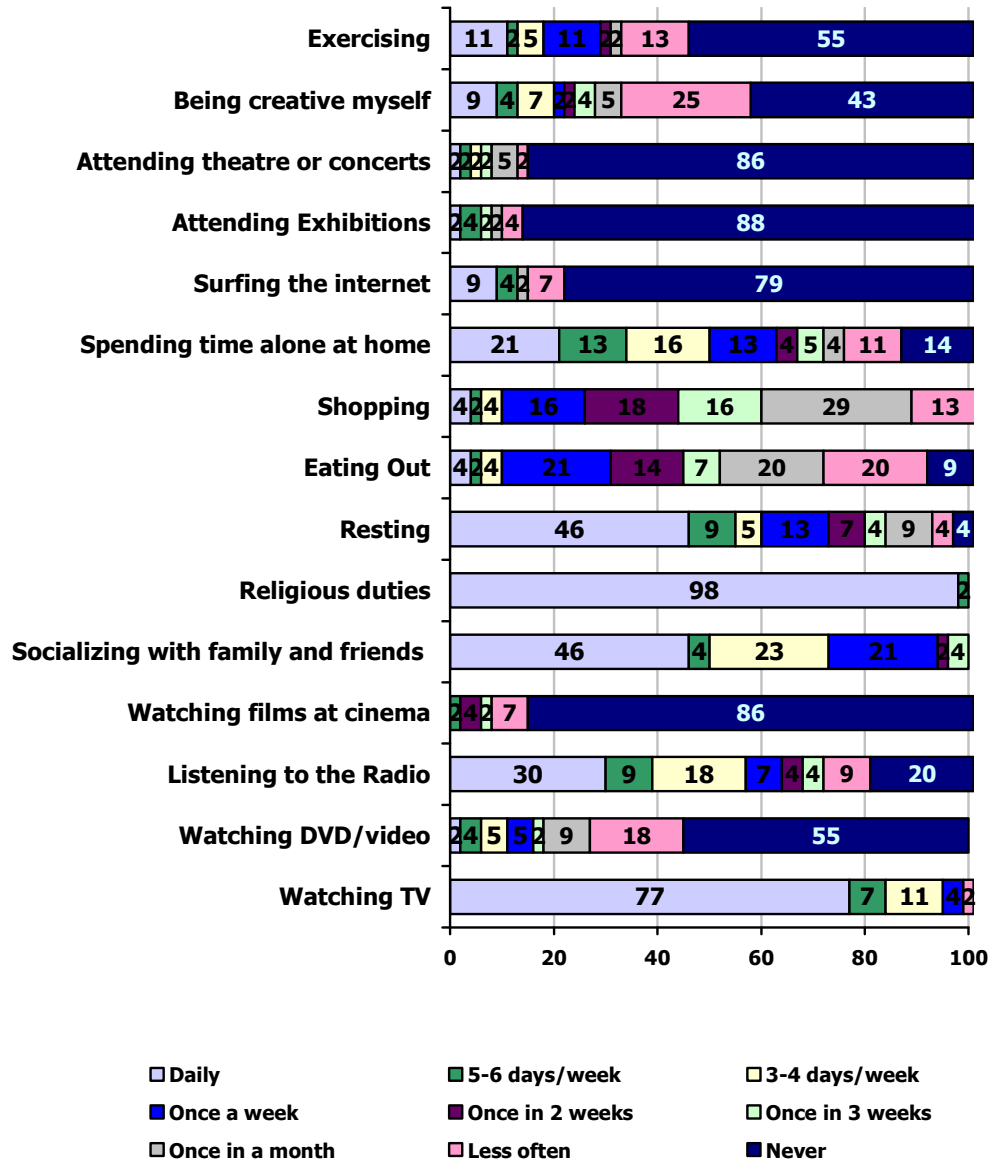
	Daily	5-6 days/week	3-4 days/week
	Once a week	Once in 2 weeks	Once in 3 weeks
	Once in a month	Less often	Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IX. Conclusion

IX. A. Conclusion:

Channels of reading:

From the total 1000 interviewed respondents 94% were considered readers and 6% were considered non-readers. Majority of Saudi readers read newspaper and magazines (97%) and prefer to read in news, politics, economics, current events.

Among Saudi readers who use internet, 77% read online. Internet users who read magazines and newspapers online are also 77% and mainly read on news and general information. Among internet users majority do not print from online sites (54%). Internet users who read online do not know online encyclopedias (78%) or online libraries (88%). As for Saudi non-reader, the majority does not use the internet (86%) and those who use the internet use it mainly for sending & checking e-mail (75%).

Frequency Issues:

On average Saudi readers of newspapers and magazines read for 34 minutes per day, read online for 61 minutes per day and read books for 9 days per month and spent reading for 42 minutes per day. Saudi books' readers keep on average 38 books at home and 39% mentioned that none of these are school/university books. Saudi readers mainly read at night (29%) and in the evenings (32%). As for week days Saudi readers mainly read during all days (50%) with preference to weekends (31%).

Saudi non-readers who used to read at a certain age, on average used to read 8 books per year majority of which were school and university books. Non-readers who use internet use it for an average of 78 minutes per day.

Location Issues:

Majority of Saudi books' readers keep books at a special place at home (82%). Saudi readers' favorite place for reading is at home (83%).

Reasons for reading:

Majority of Saudi readers started reading when they learned reading at school (91%) and have decreased/stopped reading around age 19-25 (44%). The main reason that Saudi readers have stopped reading is time limitation (64%) while main reason given for restarting to read is finding interesting books (63%). Majority of Saudi readers are currently reading on religious topics (9%), the Holy Quraan (8%), and school/university books (6%).

Among Saudi non-readers, 82% have been readers before and have started reading when they learned reading at school (87%). Saudi non-readers have stopped reading mainly at age 19-25 (37%) because of having no time (72%) and majority haven't re-started to read (76%).

Representation of languages:

Saudi readers of newspapers and magazines, books' readers, and online readers prefer to read in Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (95%). Saudi non-reader also prefer to read in Arabic language as 78% keep from 91-100% of their books in Arabic language and 100% of non-readers read online in Arabic language.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Information and documentation channels:

Saudi readers mainly get information about interesting books from friends or family (58%). Majority of Saudi readers do not know TV programs that promote for books (92%) and those who know TV programs mainly watch "Al Ketab Khayro Jalees" program on Al Jazeera channel (34%). Majority of Saudi readers do not buy books that were mentioned in TV programs (94%). Saudi non-readers (51 respondents)* do not know TV programs that present books (100%).

Majority Saudi readers attend book fair (77%) and attend it few times a year (30%). Saudi readers mainly attend the fair because it is like a festival (39%), because of the selection of books (36%), and because of the discount (34%). Majority of Saudi readers do not buy books from fair (33%).

Majority of Saudi readers and non-readers haven't attended an event focused on reading (91%, 95%). Majority of Saudi readers have visited libraries before (69%) and go to the library few times a year (50%). Majority of Saudi readers know what the ISBN number is but have never ordered books using it (51%), 3% used it before, and 46% do not know what ISBN number is.

Pricing/ Purchase Power Issues:

On average Saudi books' readers bought 2-3 books within the past 12 months and 28% didn't buy any books. Saudi books' readers on average buy books with 20-38 SAR and consider a good price for a book 38 SAR while 25% mentioned that price doesn't matter. Among non-readers 34% mentioned that price does not matter for them while on average non-readers mentioned that reasonable purchase price is 31 SAR.

Topics/ Authors:

Saudi readers mainly like to read religious books (64%), the Holy Quraan (62%), and general newspapers (61%). Their favorite author is Ayed Al-Qarany. Saudi non-readers are interested in religious books too as 63% like to read in the future about religion.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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DETAILED FINDINGS

Part 4: TUNISIA

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Table of Contents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Detailed Findings

Tunisian Readers:

From a total of 1,000 Tunisian respondents interviewed 55% are readers and 45% are non readers as shown from the following chart.

3.I. Percentage of Tunisian readers
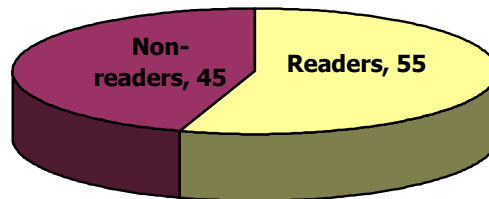
Definition of readers and non-readers presented in the research is as follows:

Readers: Tunisian respondents who have read books, newspapers, magazines, etc. in the last 12 months.

Non-readers: Tunisian respondents who haven't read books, newspapers, magazines, etc. in the last 12 months.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

I. Reading Habits

I.1 Channels of Reading:

A. Reading Newspapers and Magazines:

Majority of Tunisian readers (565 respondents) read newspapers and magazines. As shown from the following graph 95% of the sample read newspapers and magazines and 5% do not read newspapers and magazines.

4.I.1.A. Reading newspapers & magazines

Do not read magazines & newspapers, 5

read magazines & newspapers, 90
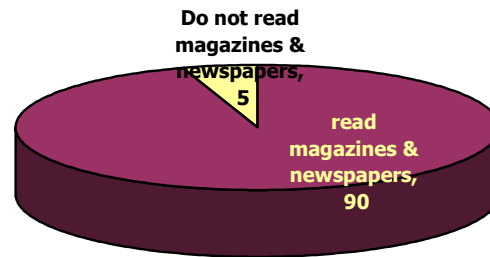
B. Profile of Newspapers and Magazines preferred:

The main topics that Tunisian newspapers and magazines readers (528 respondents) are interested in are; news, politics, economics, and current events, and sports.

4.I.1.B. Profile of newspapers & magazines preferred

Topic	Percentage of respondents
News, politics, economics, current events	72
Society, celebrities gossip	39
Fashion and beauty	38
Health	20
Sports	17
Religion	13
Literature	9
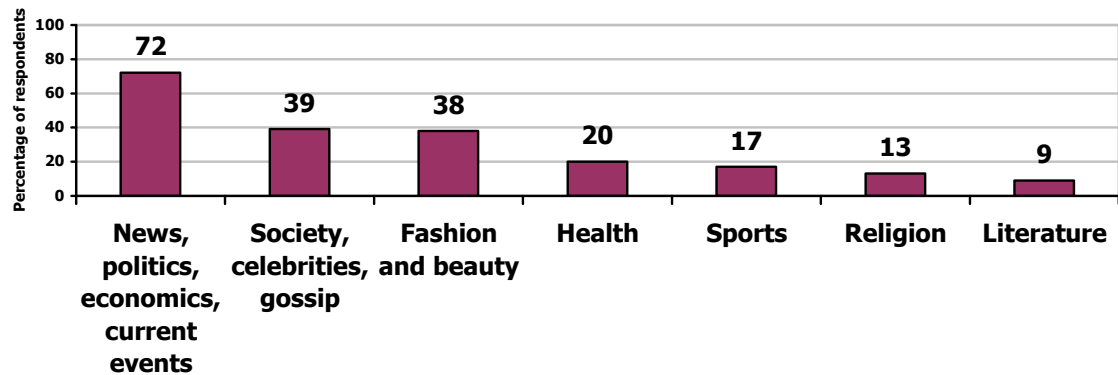
Tunisian males who read newspapers and magazines (130 respondents) read in news and general information and sports more than females (217 respondents) and females read more than males in fashion and beauty, religion, and health as shown from the following table:

	Male	Female
Tunisian readers of newspapers and magazines	**310**	**217**
News, politics, economics, current events	71%	33%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

|		
Religion	23%	33%
Fashion and beauty	9%	68%
Health	16%	43%
Society, celebrities, gossip	43%	53%
Literature	15%	26%
Sports	75%	24%

AB & C class who read newspapers and magazines read in fashion and health more than DE class and DE class read in sports more than AB & C class.

	AB	C	DE
Tunisian readers who read newspapers and magazines	**93**	**310**	**124**
Fashion and beauty	49%	34%	22%
Health	36%	27%	20%
Sports	45%	53%	61%

The data showed that as age increases the percentage of respondents interested in news, politics, current events and religion increases. On the other hand, as age decreases the percentage of respondents interested in fashion and beauty increases.

	15-24	25-34	35-44	45-65
Tunisian readers of newspapers and magazines	**248**	**155**	**62***	**62***
News, politics, economics, current events	39%	60%	69%	87%
Religion	23%	32%	19%	41%
Fashion and beauty	41%	35%	19%	17%
Health	23%	29%	24%	37%
Society, celebrities, gossip	44%	48%	50%	53%
Literature	18%	23%	18%	21%
Sport	53%	54%	54%	57%

F. Internet Usage:

k) Percentage of Tunisians who use the internet:

Majority of Tunisian reader (565 respondents) do not use the internet as shown from the following chart.

4.I.1.C.a. Percentage of internet users
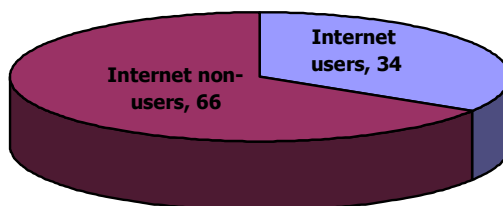
Urban Tunisian readers (266 respondents) use the internet more than rural readers (266 respondents) with percentages 48% and 20% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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As socio-economic class decreases the percentage of Tunisian readers who use the internet decreases as shown from the following table:

	AB	C	DE
Tunisian readers	**100**	**332**	**133**
Use internet	49%	35%	21%
Do not use the internet	51%	65%	79%

As age increases the percentage of Tunisian readers who use the internet decreases as shown from the following table:

	15-24	25-34	35-44	45-65
Tunisian readers	**232**	**166**	**66***	**66***
Use the internet	41%	31%	32%	20%
Do not use the internet	59%	69%	69%	80%

l)   Reasons for using internet:

From 190 Tunisian respondents who use internet; majority log on internet for research and education.

4I.1.Cb) Reasons for using internet
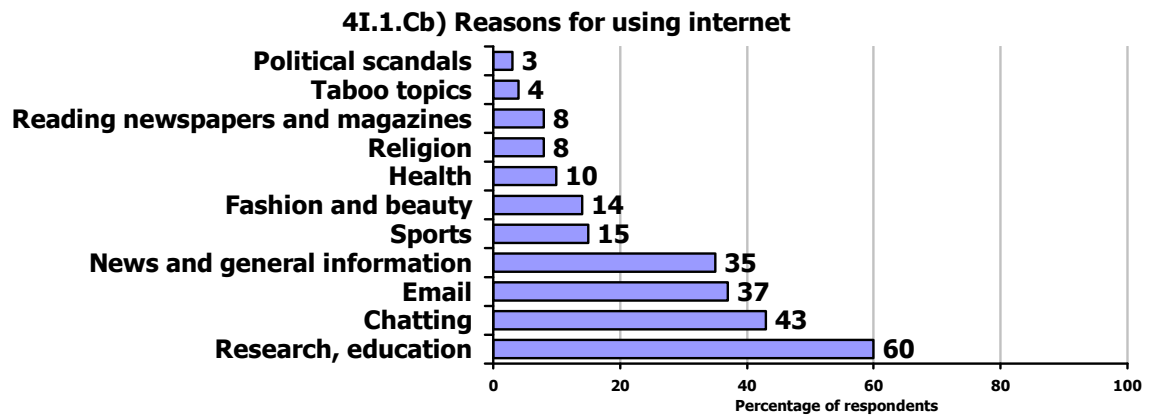
The data showed that the topics that males and females like to read on newspaper and magazines also interest them online as females are interested in fashion and chatting while males are more interested in news and current events and sports.

	Male	Female
Tunisian readers who use the internet	**107**	**83***
Chatting	37	51
News and general information	40	29
Fashion and beauty	6	26
Sports	20	9
Email	44	29

m) Reading Online:

Majority of Tunisian readers who us the internet (190 respondents) read online.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. c) Reading online among internet users
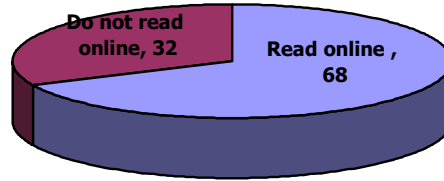
n) Reading newspapers & magazines online:

Majority of Tunisian readers who read online (130 respondents) read newspapers and magazines online as shown from the following chart.

**4I.1C. d) Internet users who read newspapers
and magazines online**
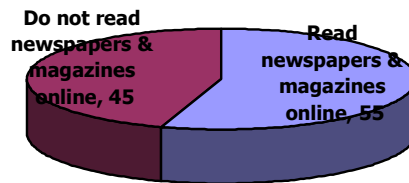
The data showed that as socio-economic class decreases the percentage of respondents who use internet and read newspapers and magazines online decreases.

	AB	C	DE
Respondents who use the internet and read online*	**32**	**81**	**16**
Read newspapers and magazines	60%	55%	47%
Do not read newspapers and magazines	40%	45%	53%

o) Topics of interest online:

Majority of Tunisian readers who read online and read newspapers and magazines online (70 respondents)* read about news and general information and research and education.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. e) Topics of interest to online readers

Topic	Value
Taboo topics	9
Political scandals	10
Health	11
Religion	17
Reading newspapers and magazines	20
Fashion and beauty	26
Sports	34
Research, education	53
News and general information	57

Percentage of respondents
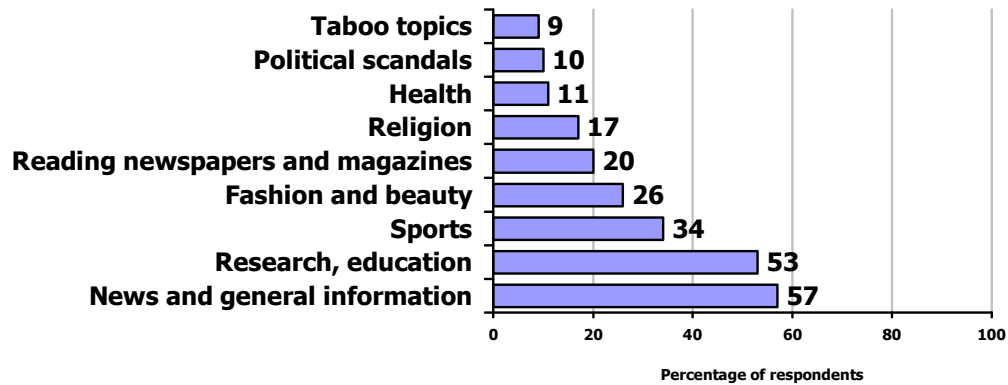
l.   Printing Internet pages:

Majority of Tunisian respondents who read newspaper and magazines online (70 respondents)* print internet pages they are interested in.

4I.1C. f) Printing Internet pages
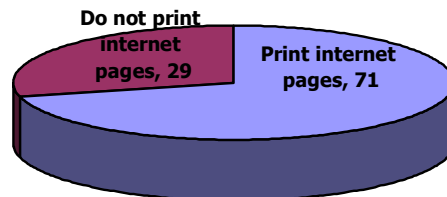
Do not print internet pages, 29

Print internet pages, 71

m.   Knowing online Encyclopedias:

Majority of Tunisian respondents who read newspapers and magazines online (70 respondents)* do not know online encyclopedias.

4I.1C. g) Knowing online encyclopedias

know online encyclopedias, 34

Do not know online encyclopedias, 66
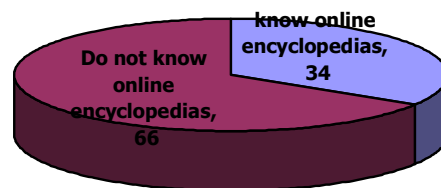
From respondents who know online encyclopedias, 25 respondents*, they mainly mentioned that they log online to following encyclopedias:

Name of the Encyclopedia	Percentage of respondents
Encarta	50
Yahoo	13
Google	4

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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www.Jazira.com	4
www.Ajib.com	4
Arab Encyclopedia	4
www. Universalis.fr	4
www. Club africain.com	4
Keo. Org	4
Larousse	4
www. 125.com	4

n. Knowing online Library:

Majority of Tunisian readers who read magazines and newspapers online (70 respondents)*
do not know electronic libraries.

4I.1C. h) Knowing online libraries
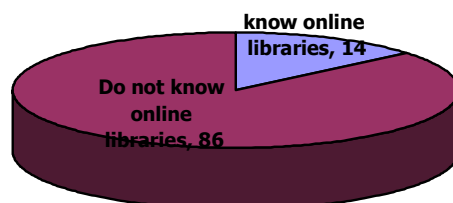
**From total respondents who know online libraries (10 respondents)*, they log on
the following websites:**

Online libraries	Percentage of respondents
www. Voila.fr	20
Amazone	10
Paris dauphine	10
Fnac	10
www. Library virtual.com	10
www. Gy. Dupuis. Apinc. Org	10
www. IEM.com	10
Cambridge	10
www. Collection canada.ca/ecran vertuel	10

G. Reading Books:

Majority of Tunisian readers (565 respondents) read books.

* Percentages give an indication of the data presented but is not significant because of the small number of
respondents

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4I. 1D. Reading Books

Do not read books, 20

Read Books, 80

H. Non- readers Internet Usage:
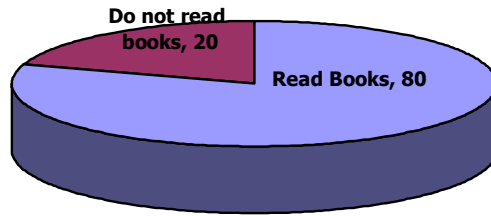
Majority of Tunisian non-readers (441 respondents) do not use the internet.

4I. 1E. Non-readers Internet Usage

Use the internet 16%

Do not use the internet 84%
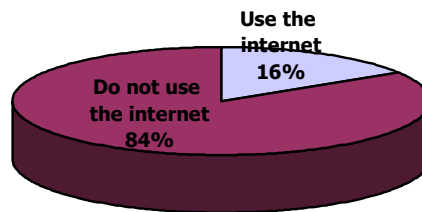
Majority of non-readers who use internet are urban residence (255 respondents) compared to rural residence (204 respondents) with percentages 25% and 6% respectively.

The data showed that as socio-economic class decreases the percentage of Tunisian non-readers who use internet decreases as shown from the following table.

	AB	C	DE
Tunisian non-readers	**68***	**288**	**102**
Use the internet	31%	16%	5%
Do not use the internet	69%	84%	95%

The younger the age bracket the more percentage of non-readers who use internet as shown from the following table.

	15-24	25-34	35-44	45-65
Tunisian non-readers	**102**	**119**	**119**	**119**
Use internet	28%	21%	8%	9%
Do not use internet	72%	79%	92%	91%

Among Tunisian non-readers who use internet (75 respondents)* 56% use the internet for sending and checking e-mails.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1E. Non-readers Internet Usage

Activity	Percentage
Downloading movies	12
Games	18
Music	30
Chatting	45
Email	56

Percentage of respondents
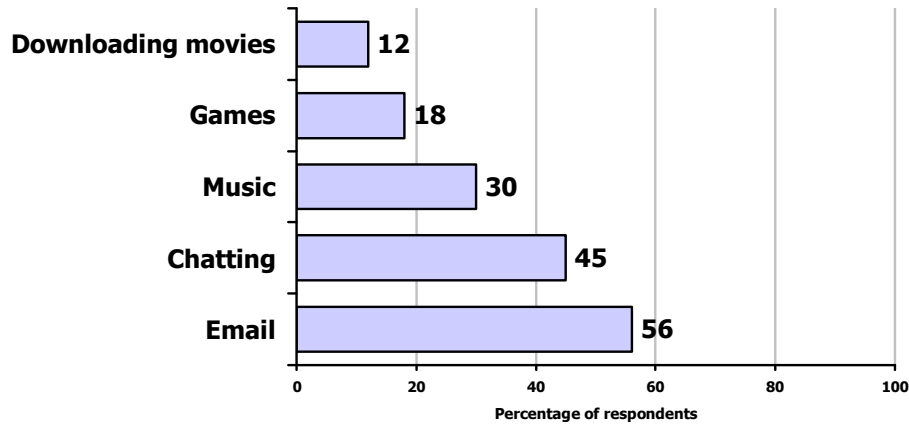
I.2 Frequency of Reading:

G. Frequency of reading newspapers and magazines:

On average Tunisian readers of newspapers and magazines (528 respondents) spend 35 minutes or nearly half an hour on reading newspapers and magazines per day and following chart shows detailed frequency of reading per day.

4I.2. A. Frequency of reading newspapers and magazines

Category	Percentage of respondents
Less than 5 mins	3
More than 5 but less than 10 minutes	15
More than 11 but less than 30 minutes	42
More than 31 but less than 60 minutes	27
More than 61 but less than 120 minutes	10
More than 121 minutes	3

Males who read newspapers and magazines (310 respondents) on average read for 39 minutes per day compared to females (217 respondents) who read newspapers and magazines for an average of 29 minutes per day.

As for age, as age increases the average time spent on reading newspapers and magazines per day increases as shown from the following table.

	15-24	25-34	35-44	45-65
Tunisian readers of newspapers and magazines	248	155	62*	62*
Average in minutes	31	34	39	41

H. Time spent reading online:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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On average Tunisian respondents who use the internet and read online, 70 respondents*, spent 46 minutes per day or nearly an hour reading online.

4I. 2B. Time spent reading online

Category	Percentage
Less than 5 mins	3
More than 5 but less than 10 minutes	24
More than 11 but less than 30 minutes	20
More than 31 but less than 60 minutes	30
More than 61 but less than 120 minutes	7
More than 121 minutes	16
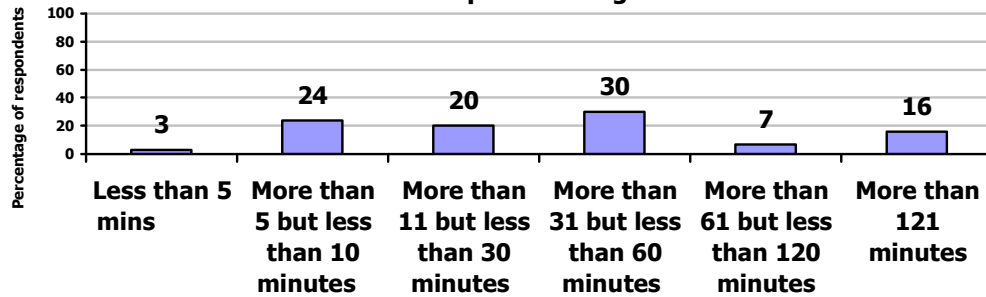
X. Frequency of reading books:

From total Tunisian respondents who read books (455 respondents) on average they read books for 6 days per months.

4I. 2C. Frequency of reading books

Category	Percentage
Everyday	12
Once per week	28
More than once per week	18
Less than once per month	18
Once per month	25
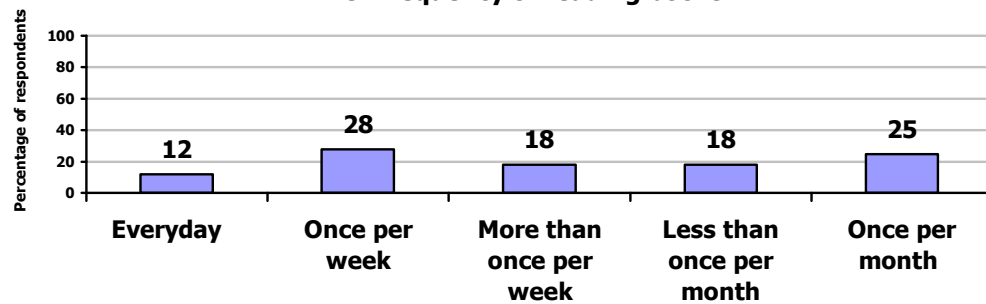
Y. Time spent reading books per day:

On average Tunisian books' readers (455 respondents) spent 51 minutes reading books per day.
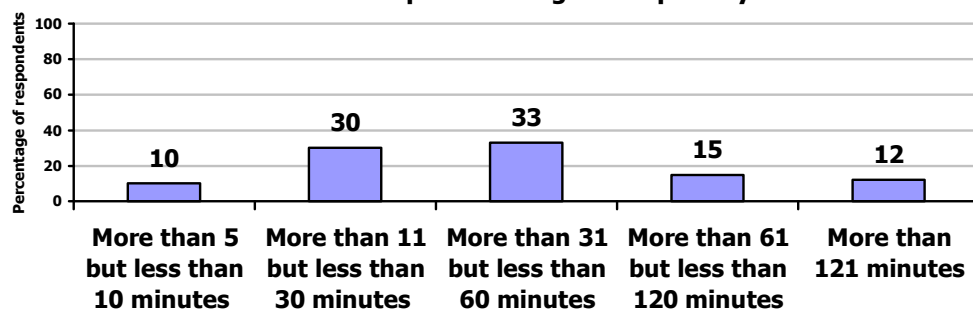
4I. 2D. Time spent reading books per day

Category	Percentage
More than 5 but less than 10 minutes	10
More than 11 but less than 30 minutes	30
More than 31 but less than 60 minutes	33
More than 61 but less than 120 minutes	15
More than 121 minutes	12

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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The data showed that as socio-economic class decreases the average time spent on reading books increases as shown from the following table.

	AB	C	DE
Tunisian readers	**80***	**268**	**107**
Average time spent on reading books per day	44	51	56

Z. Time of the day for reading:

Majority of Tunisian readers (565 respondents) read at night as shown from the following chart.

4I. 2E. Time of the day for reading
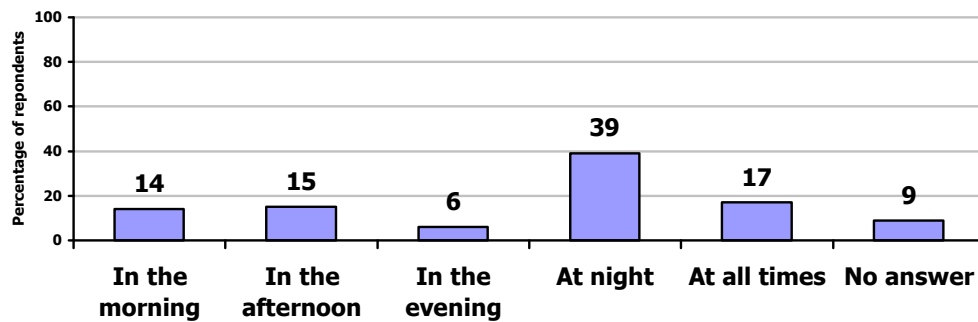
No matter age, gender, socio-economic class or area of residence Tunisian readers prefer to read at night.

AA. Days of the week for reading:

Majority of Tunisian readers (565 respondents) specified that they prefer to read during weekends and also a considerable percentage of respondents mentioned that they prefer to read during all days and it does not matter either weekdays or weekends as shown from the following chart.

4I. 2F. Days of the week for reading

BB. Non-readers Frequency of reading Books:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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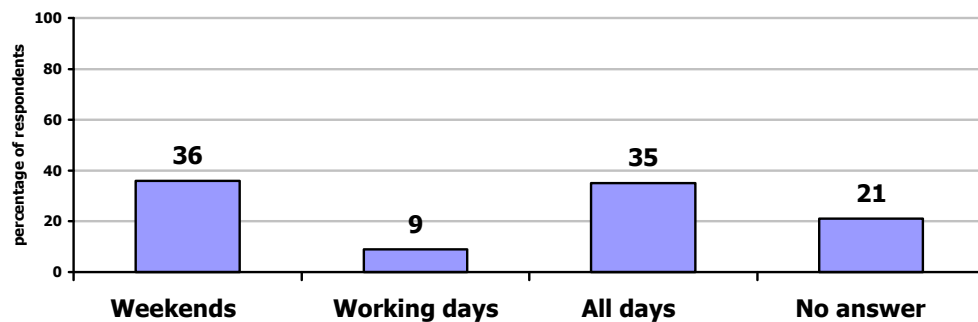
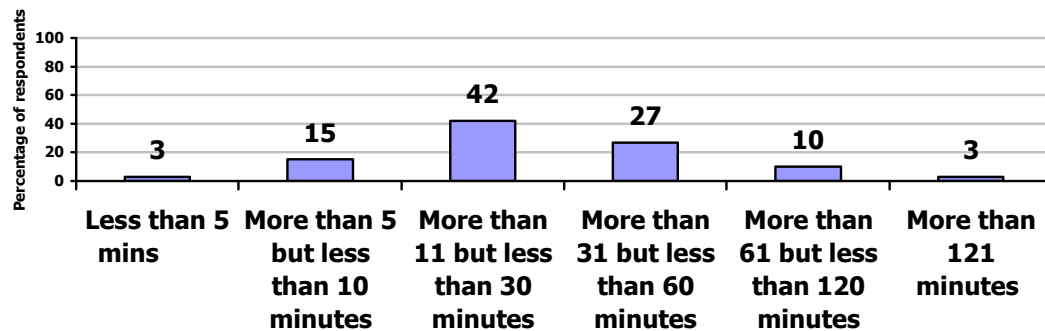On average Tunisian non-readers who used to read and stopped reading at a certain age (325 respondents) used to read 6 books per year.

4I. 2G. Non-readers frequency of reading books

Category	Percentage
1 book	20
2 - 3 books	45
4 - 10 books	24
11 - 25 books	8
26 - 50 books	2
More than 51	2
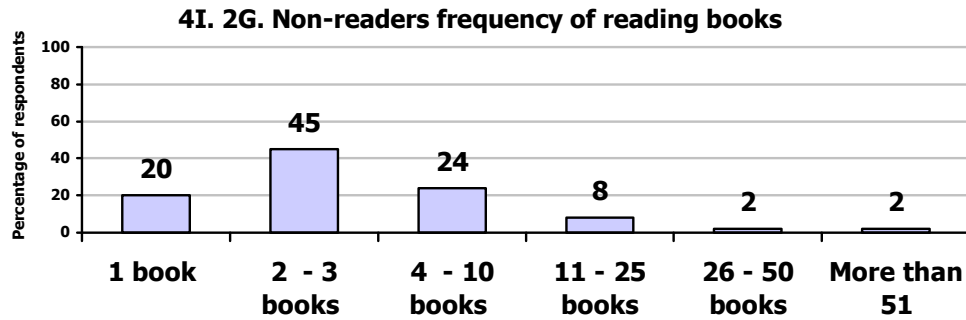
From books that Tunisian non-readers used to read, on average 19 books were school/university books.

4I. 2G. Amount of school/university books

Category	Percentage
1 book	5
2 - 3 books	15
4 - 10 books	31
11 - 25 books	24
26 - 50 books	13
More than 51	12
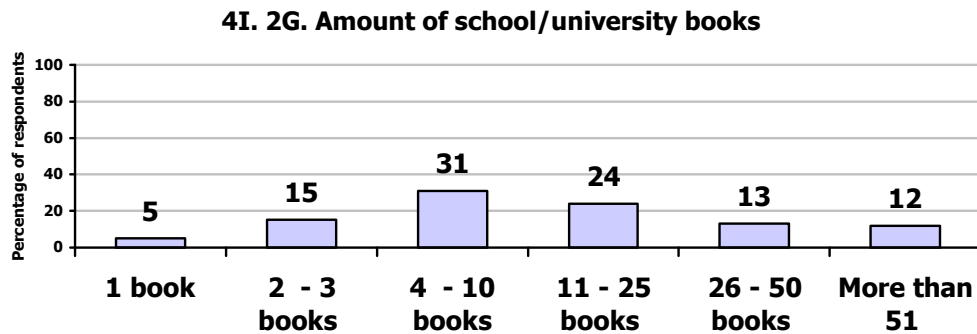
CC. Non-readers time spent online:

Tunisian non-readers who use the internet (85 respondents)* use it for an average of 51 minutes per day.

4I. 2H. Non-readers time spent online

Category	Percentage
Less than 5 mins	4
More than 5 but less than 10 minutes	6
More than 11 but less than 30 minutes	27
More than 31 but less than 60 minutes	30
More than 61 but less than 120 minutes	21
More than 121 minutes	12
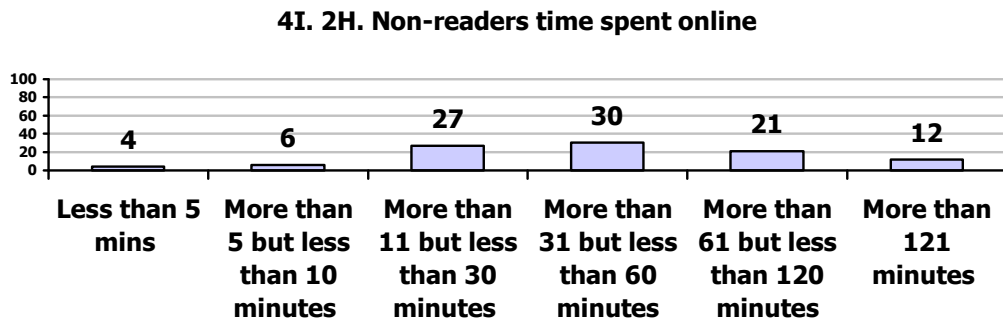
I.3 Location Issues

G. Number of books at home:

Average number of books that Tunisian readers (565 respondents) keep at home is 34 books.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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I.3. A. Number of books at home
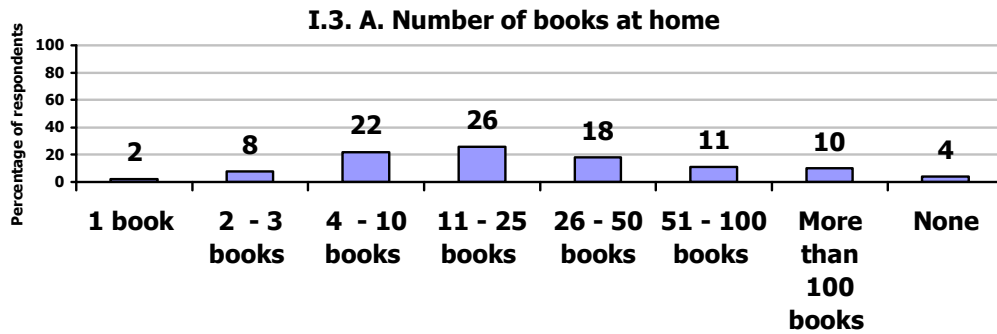
The data showed that urban residence (266 respondents) keep on average more books than rural residence (266 respondents) with averages 45 books and 24 books respectively. The data also showed that on average females (232 respondents) keep books at home more than males (332 respondents) with averages 39 books and 31 books respectively.

The data showed that as socio-economic class decreases the average books kept at home decreases as shown in the following table:

	AB	C	DE
Tunisian readers	**1oo**	**332**	**133**
Average number of books kept at home	50	35	24

From Tunisian respondents who read and keep books at home (527 respondents) majority mentioned that from 4 to 10 books that they keep at home are school/university books.

I.3. A. Amount of school/university books
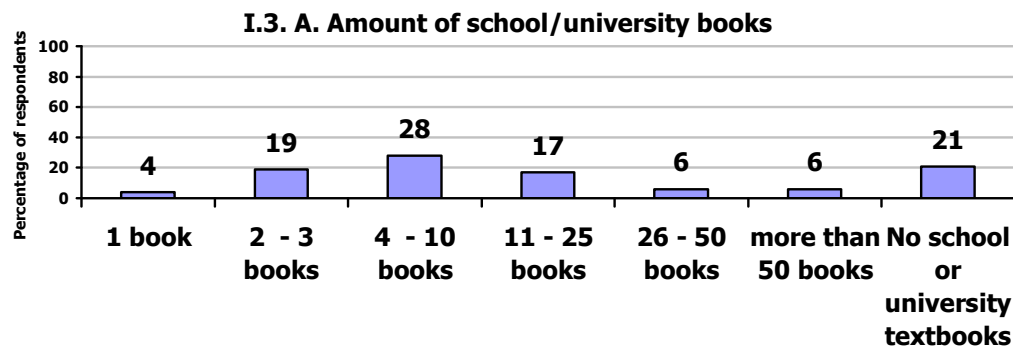
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Different age brackets have shown variances in the number of school/university books kept at home as shown from the following table:

	15-24	25-34	35-44	45-65
Tunisian readers who keep books at home	**248**	**155**	**62**	**93**
1 book	5%	3%	2%	4%
2 - 3 books	20%	21%	16%	12%
4 - 10 books	30%	32%	22%	21%
11 - 25 books	21%	14%	14%	13%
26 - 50 books	6%	6%	11%	5%
More than 50 books	8%	3%	5%	7%
No school or university textbooks	11%	22%	31%	38%

The previous table shows that age bracket 45-65 do not keep much university/school books compared to other age brackets as 38% do not have school/university books, while age 15-24, which is school/university age, keep the highest amount of school/university books compared to other age brackets.

H. Keeping books at a special place:

Majority of Tunisian readers (565 respondents) keep their books at a special place at home as shown form the following chart.

4I. 3B. Keeping books at a special place
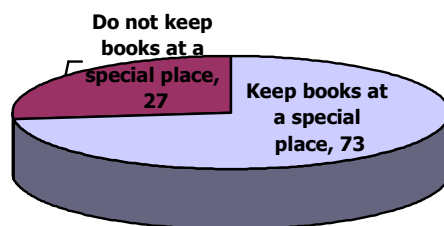
Urban residence (266 respondents) who keep their books at a special place at home are more than rural residence (266 respondents) with percentages 81% and 66% respectively.

Females who keep books at a special place at home are more than males as shown from the following table.

	Males	Females
Tunisian readers	**322**	**232**
Keep books at a special place	68	80
Do not keep books at a special place	32	20

As for socio-economic class, as scio-economic class decreases the percentage of respondents who keep books in a special place decreases as shown from the following table.

	AB	C	DE
Tunisian readers	**100**	**322**	**133**
Keep books at a special place	90	74	60
Do not keep books at a special place	10	26	40

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

### I. Favorite place of reading books:

Majority of Tunisian readers (565 respondents) prefer to read at home as mentioned by 65% of readers. Also, majority of respondents mentioned that there is no second or third preference for them with percentages 11% and 27% respectively. Finally reading books in bed came as a second priority for Tunisian readers (23%) as shown from the following chart.

I3. C. Favorite Place of reading books
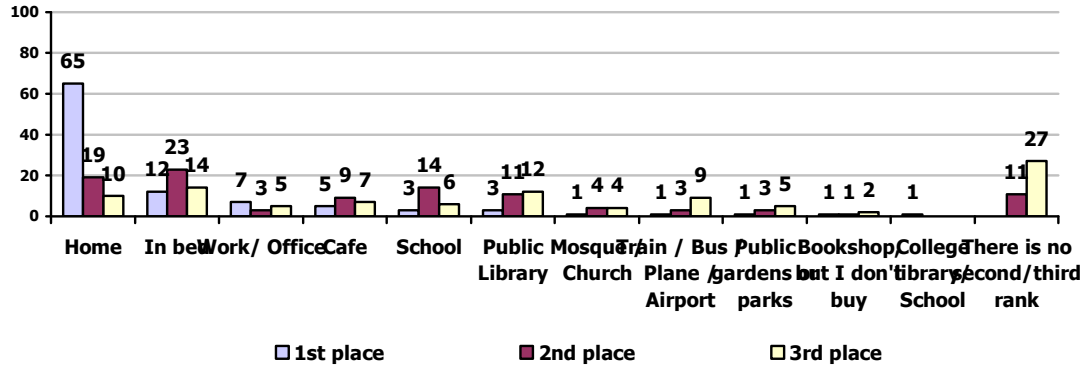
J. Having books at home (non-readers):

Among 441 Tunisian non-readers 20% do not have books at home, while 80% have books at home. Tunisian non-readers who have books at home keep on average 20 books.

4I. 3D. Having books at home
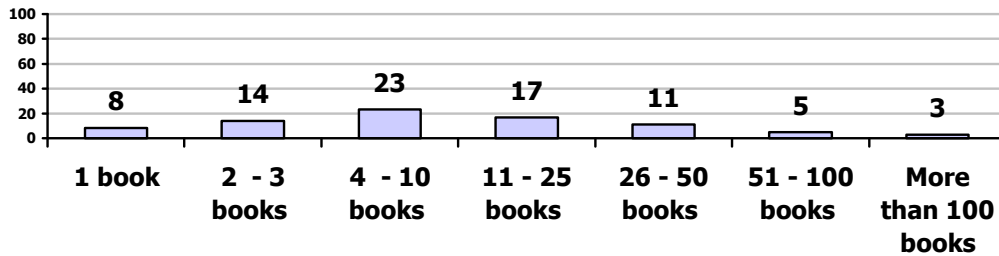
On average urban residence (255 respondents) keep more books at home than rural residence (204 respondents) with averages 25 and 12 books respectively. The data also showed that as socioeconomic class decreases the average number of books kept at home decreases with averages 38 books at home for AB class (68 respondents), 19 books for C class (288 respondents) and 8 books for DE class (102 respondents).

II. Reading Attitudes

II.1 Reasons for reading

HH. Start reading:

Majority of Tunisian readers (565 respondents) have started reading when they learned reading at school as specified by 78% of readers.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.1. A. Started reading

	When I learned reading at school	Mosque / Church	I learned reading in the family before or outside	Much later, it had nothing to do with	Mother read loud to me	Father read loud to me	Brother or sister read loud to me
	78	8	6	4	3	1	1
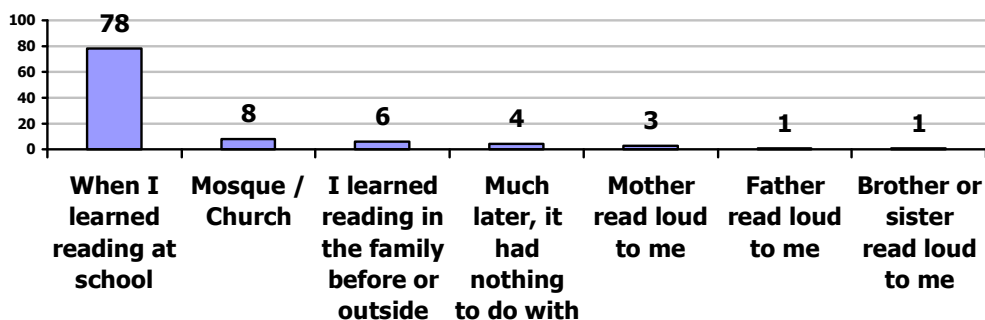
II. Stopped reading a certain age:

Majority of Tunisian readers (565 respondents) haven't stopped reading at a certain age as mentioned by 53% of the sample.

II.1. B. Stopped reading at a certain age
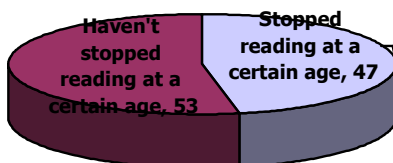
Majority of Tunisian readers haven't stopped reading at a certain age, age 15-24 60% haven't stopped reading at this age as this is the age of school/university.

	15-24	25-34	35-44	45-65
Tunisian readers	**232**	**166**	**66***	**66***
Stopped reading at a certain age	40%	52%	56%	51%
Haven't stopped reading at a certain age	60%	48%	44%	49%

JJ. Age Respondents stopped reading at:

From total respondents who stopped reading at a certain age (262 respondents) majority stopped reading at age 19-25 as mentioned by 38% of the sample which is apparently transition age from university to starting work.

Age stopped reading at	Percentage of respondents
Less than 15 years	13
Around age 15-16	13
Around age 17-18	15
Around age 19-25	**38**
Around age 26-30	12
Around age 31-35	5
Around age 36-40	2
Around age 41-50	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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KK. Reasons for stopping to read:

Tunisian readers who have stopped reading at a certain age (262 respondents) mentioned that they stopped reading because they have no time as specified by 58% of the sample. Majority of readers have stopped reading at age 19-25 which is age when people start work and they stopped reading because they have no time which is apparent that work takes majority of readers' time in addition to this work came as second reason from readers who stopped reading as specified by 26% of respondents.

II.1. D. Reasons for stopping to read

Reason	Percentage
Foreign language books are too expensive	2
No interesting newspapers or magazines	2
No interesting books in Arabic	3
None of the above	7
No money	7
I finished university	7
I got a satellite dish and TV	8
I finished school	9
No interesting books	10
I watch TV	15
I started working	26
No time	58

Percentage of respondets

LL. Restarting to read:

Majority of Tunisian readers (565 respondents) haven't restarted/ increased reading as specified by 63% of readers.

II.1. E. Restarting to read

Haven't restarted to read, 63

Restarted to read, 37
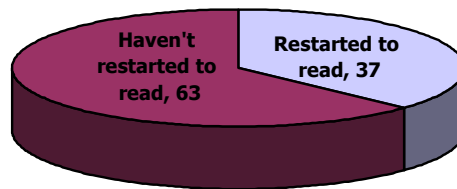
MM.   Age re-started/increased to read:

Majority of Tunisian respondents who have increased/restarted reading at a certain age (208 respondents) have increased reading at age 19-25 as shown from the following table.

Age re-started/ increased reading	Percentage of respondents
Less than 15 years	6

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Around age 15-16	13
Around age 17-18	17
Around age 19-25	**40**
Around age 26-30	12
Around age 31-35	5
Around age 36-40	3
Around age 41-50	2
Around age 51 or older	2

NN.   Reasons for restarting to read:

From Tunisian readers who restarted/ increased reading (208 respondents) 51% have restarted to read because they found interesting books and 34% have restarted reading because they have more time than previously.

II.1. G. Reasons for restarting to read
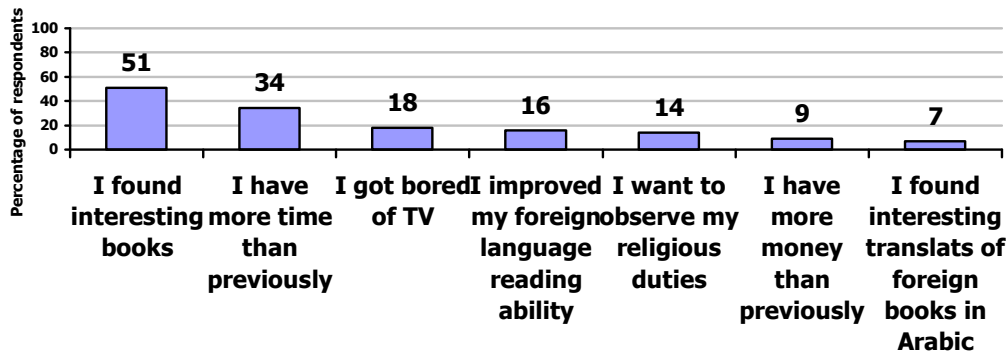
OO.   Current readings:

Majority of Tunisian readers who have books at home (499 respondents) are not currently reading any books.

II.1. H. Current Readings
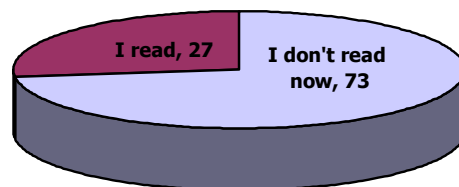
From Tunisian respondents who are currently reading books (114 respondents); 5% are currently reading the Holly book, by looking at the data it was found that respondents didn't agree on one main reading that they prefer as shown from the following table:

Book Title	Author	Percentage of respondents
Holly Quraan		5
Tafseer Al Quraan (Holly Book Explanation)	Unspecified	3

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Tafseer Al Quraan Al Karim	Ibn Katheer	2
Reyad Al Saleheen	Unspecified	2
Zakerat Al Jassad Wa Fawda Al Hawas	Ahlam Mustafani	2
Arabic Poetry	Nezar Qabbany	2
Kaleela Wa Demna	Ibn al Moqaffaa	3
Al Shahhaz (The Beggar)	Naguib Mahfouz	2
Al Arwah Al Motamarreda	Jubran Khalil Jobran	2
Salwa Fee Mahabb Al Reeh	Mahmoud Taymour	2
Al Sett (The Lady)	Mahmoud al Massaadi	2
Najl Al Faqeer	Unspecified	2
School / University Books	Unspecified	1
Prophets' stories	Unspecified	1
Reyad Al Saleheen	Al Nawawy	1
Qessas Ahlam (Ahlam Stories series)	Ahlam	1
Ehya'a Oloum Al Deen	Al Imam al Ghazali	1
Al kaba'er	Unspecified	1
Harry Potter	Unspecified	1
Les Misérables	Victor Hugo	1
Al Amoud	Tawfik Al Hakim	1
Al Bakheel (The Miser)	Al Jahezz	1
Reyad Al Saleheen	Yehya Zakareyya	1
DK/DR		2

PP. Information about interesting books:

Tunisian readers mainly get information about interesting books from people working in bookshops as specified by 55% of respondents and from family and friends (53%).
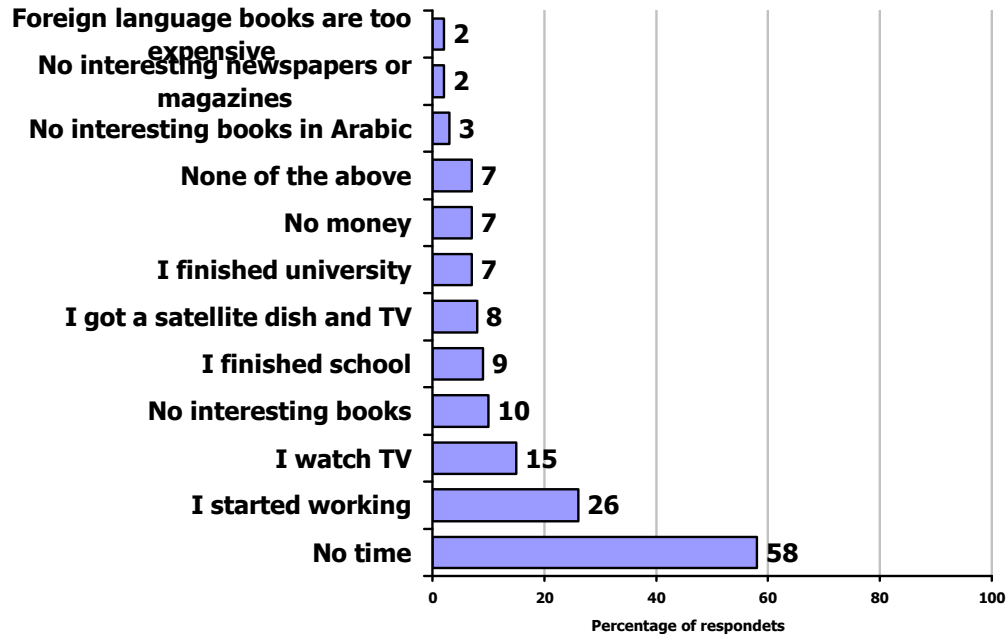
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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4II.1 I. Information about interesting books

Source	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other Ranks
People in cafe or public garden (31 respondents)	16	32	23	10	7	12
Preacher in the mosque / church (24 respondents)	17	35	13	9		26
Workplace (40 respondents)	23	26	23	21	3	4
School (34 respondents)	24	27	29	6	9	6
Library (75 respondents)	27	36	21	7	8	1
University (61 respondents)	31	29	24	8	2	5
Teachers (146 respondents)	31	40	20	5	3	1
Review of books (35 respondents)	31	29	20	6	6	8
Myself looking around in bookshops (134 respondents)	37	30	21	4	4	4
TV program (78 respondents)	39	28	15	9	5	4
Advertising in newspapers (71 respondents)	46	24	18	8	3	1
Friends or family (238 respondents)	53	28	13	4	1	1
People working in bookshops (70 respondents)	55	20	15	6	3	

QQ.   Reading Trigger (non-readers):

Main trigger for non-reader to start reading is to find topics that are interested in as specified by 69% of respondents.

*Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II. 1J. Reading Trigger

Reading Trigger	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Other Ranks
More book recommendations on the internet (51 respondents)	8	14	8	6	2	62
If it were easier to buy books (118 respondents)	13	30	25	15	10	7
More books in Arabic (105 respondents)	14	26	20	10	14	16
More books in my preferred language of reading (148 respondents)	15	37	26	10	3	8
More events promoting reading (121 respondents)	16	28	28	8	9	11
More book recommendations on TV (126 respondents)	21	29	23	13	6	8
Less expensive books (274 respondents)	38	33	18	4	2	5
More books on topics I am interested in (348 respondents)	69	19	7	3	1	1

Legend:
- 1st Rank
- 2nd Rank
- 3rd Rank
- 4th Rank
- 5th Rank
- Other Ranks

RR. Increased/ Restarted reading at a certain age (non-readers):

Majority of Tunisian non-readers who used to read and stopped reading a certain (325 respondents) didn't restart to read or increased reading as shown from the following chart.

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

- Restarted reading 16%
- Haven't restarted to read 84%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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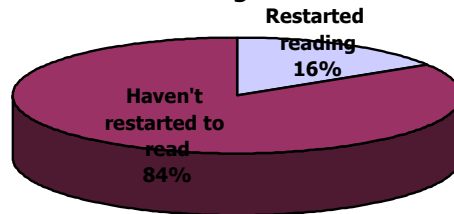
The data showed that as socio-economic class increases the percentage of Tunisian non-readers who have restarted/increased reading at a certain age increases as shown from the following table.

	AB	C	DE
Tunisian non-readers who have stopped reading at a certain age	57*	201	67*
Have increased/restarted reading	21%	15%	16%
Haven't increased/restarted reading	79%	86%	84%

From total respondents who have restarted/increased reading (52 respondents)*, majority have re-started to read at age 19-25 years old as shown from the following chart.

II.1. Age restarted reading at
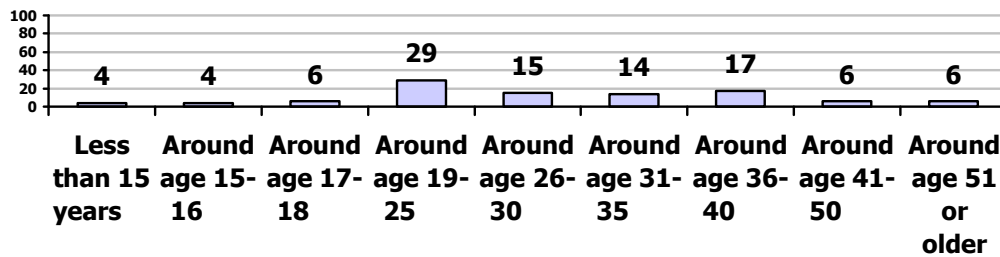
The data showed that Tunisian non-readers who have re-started/ increased reading (52 respondents)* mainly restarted reading because they want to observe their religious duties (42%) and found interesting books (40%).

II.1. Reasons for Restarting to read
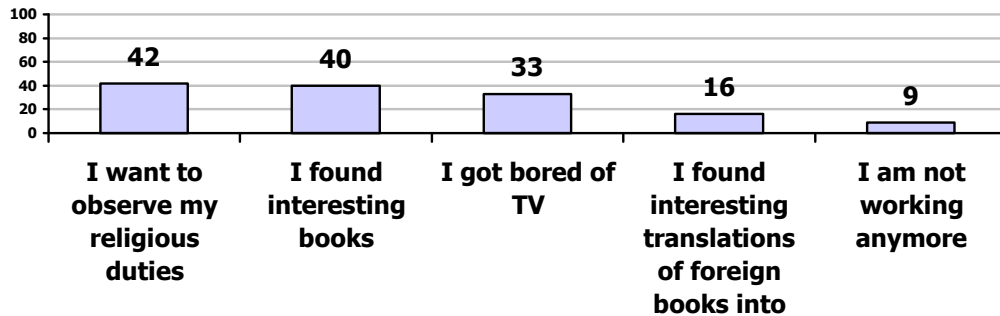
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

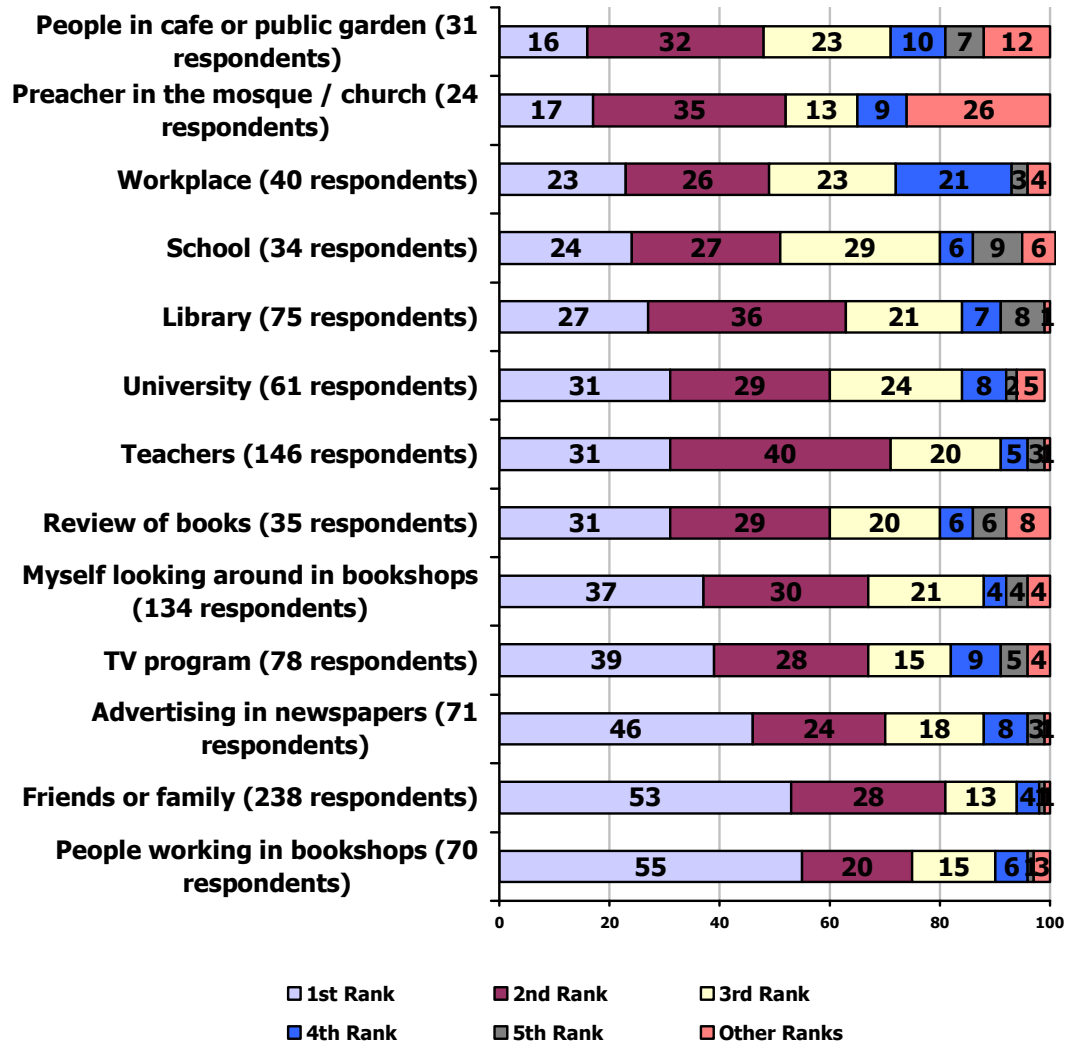## II.2 Representation of reading

S. Ever Being a Reader:

From Tunisian non-readers (441 respondents) majority have been readers.

II.2. A. Ever being a reader
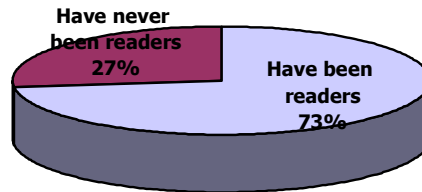
Males (221 respondents) have been readers more than females (221 respondents) with percentages 78% and 67% respectively.

From Tunisian non-readers who used to read (325 respondents) 82% mentioned that they started reading when they learned reading at school as shown from the following chart.

II.2. Starting to read
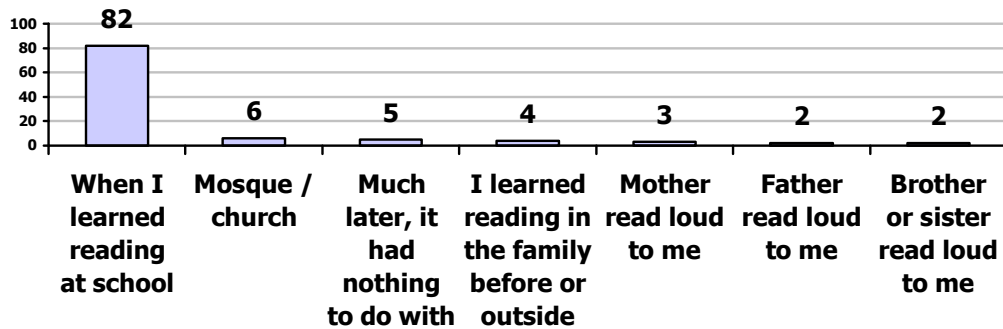
Majority of Tunisian non-readers who have stopped reading at a certain age (325 respondents) have stopped reading at age 19-25.
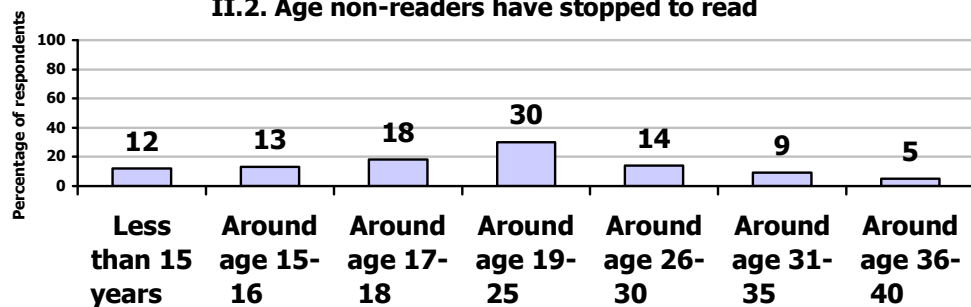
II.2. Age non-readers have stopped to read

Tunisian non-readers who have stopped/decreased reading have stopped reading mainly because of unavailability of time as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.2. Reasons for stopping to read
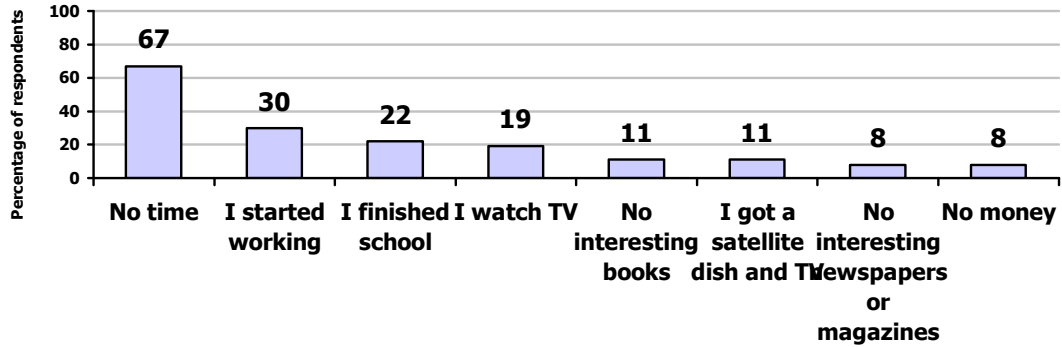
II.3 Representation of languages

D. Languages of Reading newspapers and magazines:

Tunisian readers of newspapers and magazines read primarily in Arabic language then French came as a second priority for languages to read in newspapers and magazines.

II.3. A. Languages of reading newspapers and magazines
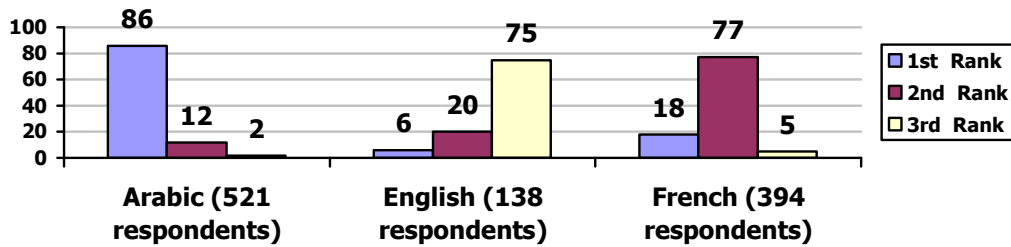
T. Languages of reading online:

Top 3 languages that Tunisian readers, who use the internet and read online (70 respondents)*, use online are French, English, and Arabic languages as shown from the following chart.

II3. B. Languages of reading online
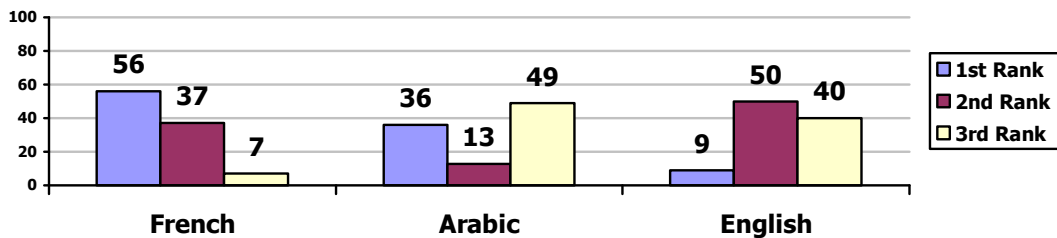
U. Language of reading:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Tunisian readers prefer to read primarily in Arabic while French language came as a second priority.

II3. C. Language of reading

- 1st Rank
- 2nd Rank
- 3rd Rank
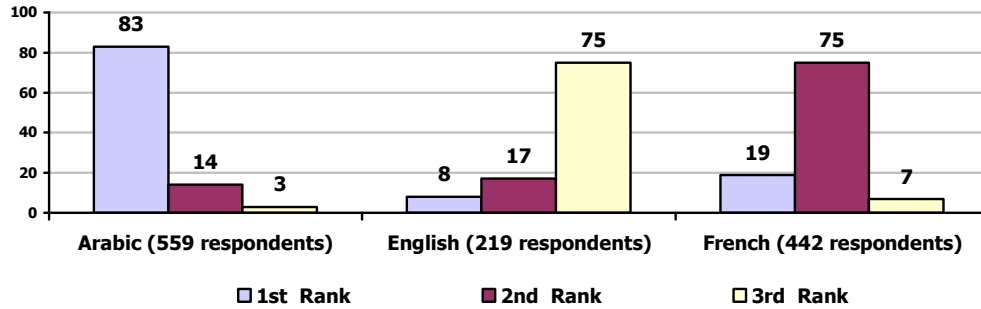
V. Preferred language while reading:

Most preferred language for Tunisian readers while reading is Arabic followed by French language as elaborated from the following chart.

II3. D. Preferred langauge while reading
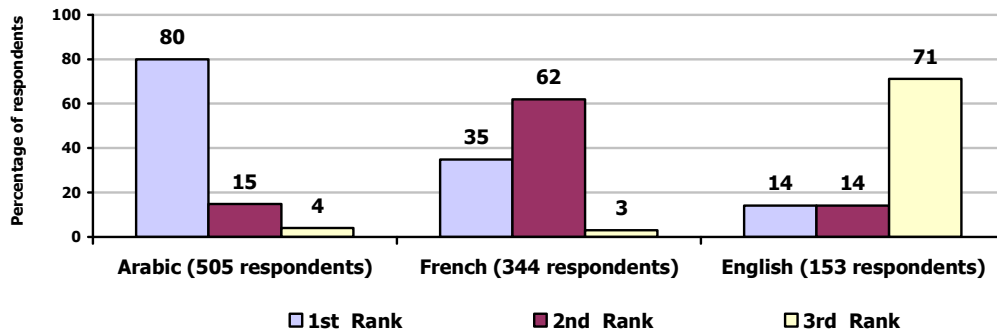
- 1st Rank
- 2nd Rank
- 3rd Rank

Reasons for language preference:

The main reason that Tunisian readers (565 respondents) prefer a certain language is that it is the mother tongue language as specified by majority of respondents.

II3. E. Reasons for language preference
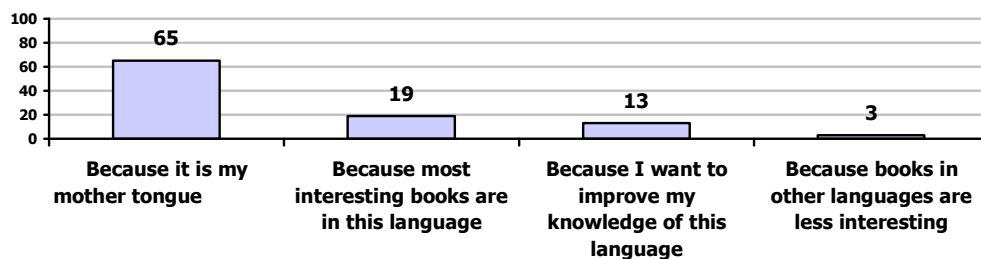
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

W. Percentage of books at home versus its language:

The following table shows the percentage of books kept at respondents' home in different languages:

	Arabic Language	English Language	French Language
Tunisian readers who have books in these languages	**419**	**171**	**374**
1- 10%	6%	62%	16%
11- 20%	7%	16%	24%
21- 30%	9%	10%	20%
31- 40%	7%	1%	10%
41- 50%	8%	5%	10%
51- 60%	9%	2%	7%
61- 70%	13%	2%	5%
71- 80%	18%	2%	6%
81- 90%	10%	-	2%
91-100%	14%	1%	2%

As the data shows from the previous table that the majority of books that Tunisians keep at home are in Arabic language as 14% of respondents keep from 91-100% of books at home in Arabic language. Majority of books are kept in the language preferred by the respondents as it is their mother tongue language.

DD.   Non-readers language preference:

Language that Tunisian non-readers used to read in is Arabic as shown from the following table that 29% of respondents mentioned that from 91-100% of books that Tunisian non-readers have are in Arabic language.

	Arabic	English	French
Tunisian non-readers who used to read books and stopped reading at a certain age	**320**	**58***	**228**
1- 10%	-	69%	25%
11- 20%	4%	17%	23%
21- 30%	3%	9%	17%
31- 40%	4%	-	12%
41- 50%	8%	3%	8%
51- 60%	10%	-	6%
61- 70%	9%	2%	2%
71- 80%	15%	-	5%
81- 90%	17%	-	-
91-100%	29%	-	2%

Tunisian non-readers who use the internet primary read online in French language as shown from the following chart.

---

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.3. I. Language used online by non-readers

Legend: ☐ 1st Rank ■ 2nd Rank ☐ 3rd Rank
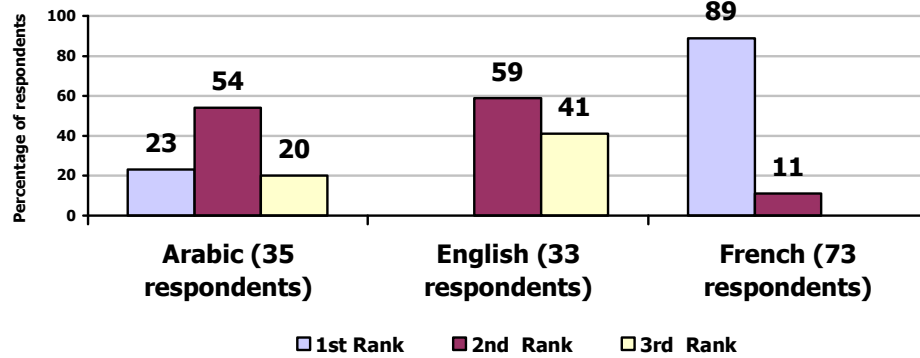
III. Accessing Books

III.1 Information and documentation channels

P. TV programs Awareness:

Majority of Tunisian readers, 565 respondents, are not aware of TV programs that present books.

III.1. A. TV programs awareness
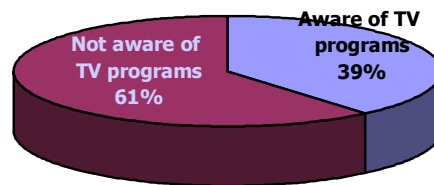
Tunisian readers who know TV programs that present books, 215 respondents, mentioned the following programs and presenters as their favorite. The data shows that the majority of the programs are presented on Tunisia local channels and minimum programs are aired on satellite channels:

Program	Channel	Presenter	Percentage of respondents
Ketab Fee Daqeeqa (A Book in a minute)	Channel 21 (Tunisia)	Alfa Bin Youssuf	34
Rewaq Al kotob	Channel 7 (Tunisia)	many hosts	17
Ketab fee hayati -	Channel 7 (Tunisia)		11
Al ketab khayro Jalees	Al Gazira		6
Ketab Al Qayloula	Channel 7 (Tunisia)		4
Fee Kol Bayt ketab		Munsef Al Kamel	3
	Channel 7 (Tunisia)		2
Brouillon de Culture			1
Fee kol Beit ketab	Channel 7 (Tunisia)		1
Ketab Maftouh	Tunisia	Farah Shoshan	1
Maktabat 21	Channel 21 (Tunisia)		1
A program presented by Adam		Adam Fat'hi	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Fat'hi			
Mussafer Zadaho Al Ibdaa	Channel 7 (Tunisia)	Adam Fat'hi	1
Arweqa Wa kotob	Channel 7 (Tunisia)		1
Khayro Jalees/Rafeeq Fel Anam	Al Manar		1
Un jour u Livre	TV5	Frédéric Mitérand	1
	TV5	Bertrand Pivot	1
Ketabi			1
Ketab Al Osboua (The Book of the Week)		Abdul Qader Al Shawi	1
Nadi Al ketab	Tunisia		1
A program presented by Faten	Channel 21 (Tunisia)	Faten	1
Ketab Al Yawm (The Book of the Day)	Channel 7 (Tunisia)		1
Fee Goabati ketab			1
A program presented by Radi Ebeid		Radi Ebeid	1
	Henil Channel		1
Rewaq Al Adab	Channel 21 (Tunisia)		1
Ketabi (My Book)	Nile Education channel	Abdul Ghaneyy Abdul Sabour	1
Barnamej Deeni	Eqra' Channel	Mohamed Selim	1
	Educational Channel (Egypt)		1
A program presented by Wafa' Al Mazaani	Channel 7 (Tunisia)	Wafa' al Mazaani	1
Khairo Jalees Fel Donia ketab			1
	TF2 Channel (France)		1
Awraq Thaqafeyya	Gezira Channel		1
	Gezira Channel		1
Meezan Al zaka'			1
A program presented by- Mustafa Ateyya		Mustafa Ateyya	1
Al Muqaddema	Channel 7 (Tunisia)	Al Soufi	1
Zeyara khassa	Gezira Channel		1
Les livres des Livres	Channel 2 (France)		1
Ibn Al Balad	Syria Channel		1
Rawafed	Channel 7 (Tunisia)		1

From all Tunisian respondents who read books, 428 respondents, majority didn't buy a book that was mentioned in a program before as elaborated from the following chart:

III.1. A.Buying books mentioned in TV programs
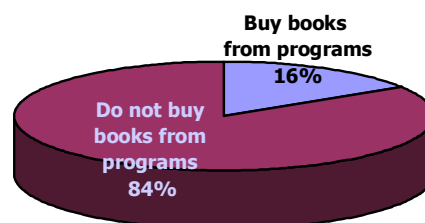
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Q. Attended the Book Fair:

Majority of Tunisian readers, 565 respondents, have attended the book fair.

III.1. B. Attended the Book Fair
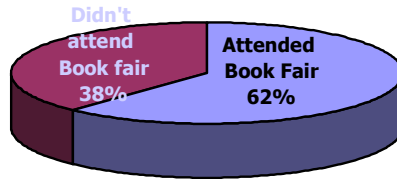
Majority of Tunisian readers who have attended the book fair are urban residence (266 respondents) more than rural residence (266 respondents) with percentages 76% and 48% respectively. The data also showed that as socio-economic class decreases the percentage of respondents who attend fair decreases; as from AB class 68% of 100 respondents attend the Book Fair, C class 63% of 332 respondents attend the fair and finally DE class 54% of 133 respondents attend the fair.

From total of 349 respondents who read and have attended the book fair; 17% attend the book fair every year and 39% attend the fair few times a year, which shows that Tunisian readers who attend the fair do not attend it consistently.

III.1. B. Frequency of going to Book Fair
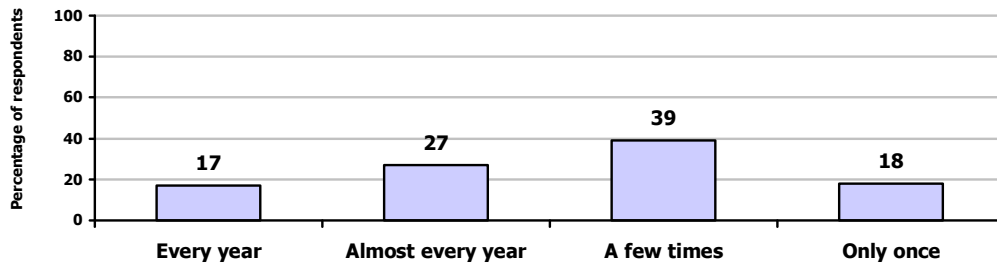
Majority of Tunisian respondents who read and have been to the Book Fair, 349, have bought from 2-3 books. On the other hand, 25% of respondents haven't bought any books from the fair and on average Tunisian readers buy 4 books from the fair.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. B. Purchasing books from Book Fair
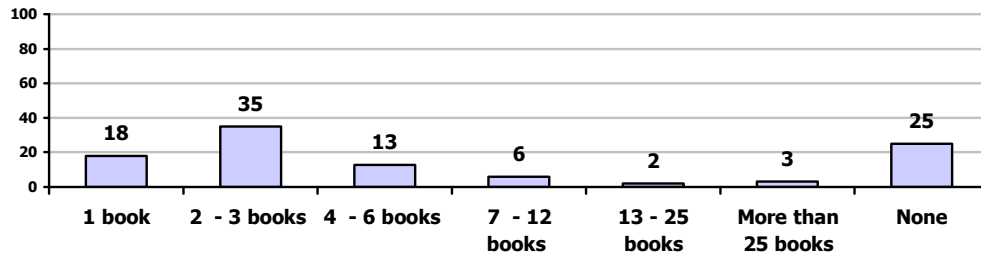
AB socio-economic class buys books from the fair more than other socio-economic classes as shown from the following table:

	AB	C	DE
Tunisian readers who attend book fair	**56***	**209**	**70***
1 book	13%	19%	17%
2 - 3 books	33%	33%	42%
4 - 6 books	15%	14%	7%
7 - 12 books	8%	6%	4%
13 - 25 books	-	2%	1%
More than 25 books	13%	1%	1%
None	18%	26%	28%
Average no of books	**7**	**4**	**4**

As for different age brackets the data showed variances in the number of books purchased from the book fair by different age brackets as further elaborated from the following table.

	15-24	25-34	35-44	45-65
Tunisian readers who attend book fair	**140**	**98***	**56***	**42***
1 book	23%	14%	12%	15%
2 - 3 books	35%	37%	27%	35%
4 - 6 books	12%	11%	8%	23%
7 - 12 books	4%	8%	6%	8%
13 - 25 books	1%	1%	4%	-
More than 25 books	3%	1%	6%	6%
None	**22%**	**28%**	**39%**	**13%**

Majority of Tunisian readers go to the book fair because of the selection of books available at the fair and the discounts offered as shown from the following chart:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. B. Reasons for going to the fair
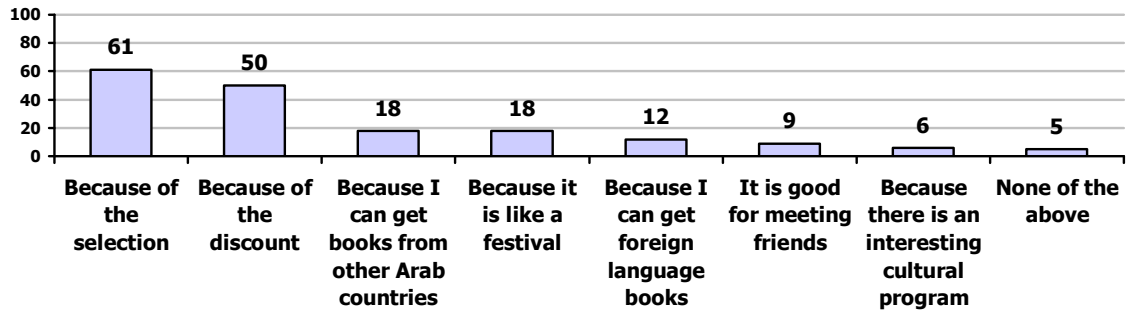
R. Ordering books online:

The data showed that from Tunisian books' readers (455 respondents) 1% order books from online as shown in the following chart.

III. 1. C. Ordering Books Online
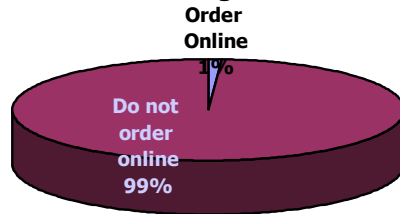
Those who order online (6 respondents)* order from the following websites:

- Google (33%)
- Amazone.com (33%)
- www.brokenice.com (17%)
- www.Ssrm.com (17%)

Respondents who order from online:

	Percentage of respondents who paid in these methods	Percentage of respondents who prefer these methods
Cash	33%	50%
Credit card	17%	17%
Postal order	17%	
Prepaid credit card	-	17%
A friend pays and he/she sends the book to me	17%	17%
Bank transfer	17%	-

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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S. Library Card:

From Tunisian readers (565 respondents) 29% have a library card.
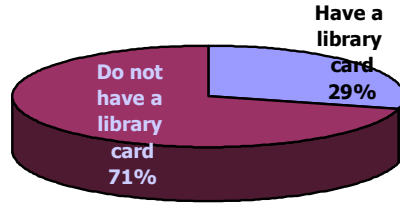
III.1. D. Library Card

Females (232 respondents) have a library card more than males (332 respondents) with percentages 37% and 24% respectively. The data also showed that as socio-economic class decreases the percentage of respondents who have a library card increases as shown from the following table.

	AB	C	DE
Tunisian readers	**100**	**332**	**133**
Have a library card	24%	29%	33%
Do not have a library card	76%	71%	67%

The younger age 15-24 has the highest percentage of respondents who have a library card as shown from the following table.

	15-24	25-34	35-44	45-65
Tunisian readers	**232**	**166**	**66***	**66***
Have a library card	42%	24%	11%	16%
Do not have a library card	58%	76%	89%	84%

Majority of respondents who have library cards (163 respondents) have access to public libraries.
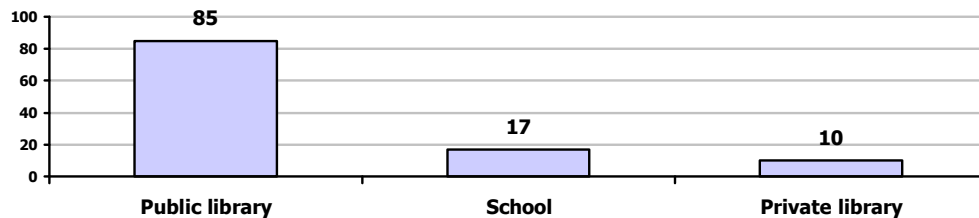
III.1. D. Access to libraries


* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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AB class goes to private libraries more than school libraries as shown in the following table.

	AB	C	DE
Tunisian readers who have a library card*	**23**	**93**	**47**
Public library	77%	83%	91%
Private library	23%	11%	2%
School	14%	19%	14%

The data showed that among different genders, area of residence, and different age brackets the 1st choice of libraries were public libraries followed by school libraries and finally private libraries.

T. Visiting Library:

Majority of Tunisian readers (565 respondents) have been to libraries before.

III.1. E. Visiting Library
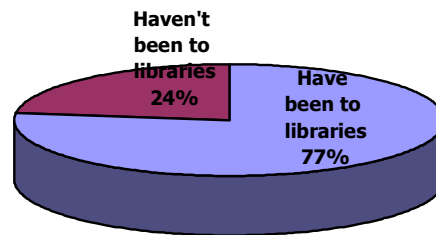
Urban residence (266 respondents) who have been to libraries before are more than rural residence (266 respondents) with percentages 83% and 72% respectively.

The data showed that as age increases the percentage of respondents who have been to libraries before decreases.

	15-24	25-34	35-44	45-65
Tunisian readers	**232**	**166**	**66***	**66***
Have been to a library	86%	70%	69%	74%
Have never been to a library	14%	30%	32%	26%

From total Tunisian readers who have been to libraries before (420 respondents) majority go to the library few times a year or on average 25 times a year.

III.1. E. Frequency of visiting libraries
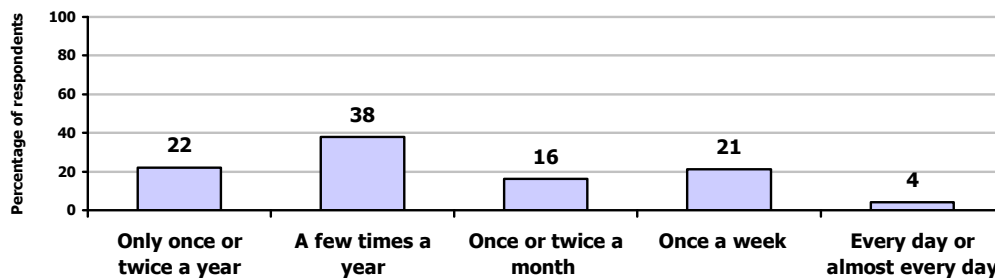
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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On average DE class (110 respondents) goes to libraries more than AB (66 respondents)*
and C classes (243 respondents) with average number of visits 33, 25, 21 times per year
respectively.

The data showed variances in the average number of visits to libraries among different age
brackets.

	15-24	25-34	35-44	45-65
Tunisian readers who have been to a library	**221**	**110**	**44***	**66***
Yearly Average	23	32	13	28

O. ISBN Number Usage:

From Tunisian readers (565 respondents) 1% have ordered books using ISBN number, 21%
know the ISBN number but never ordered books using it and majority do not know what's
ISBN number.

III.1 F. ISBN Number Usage
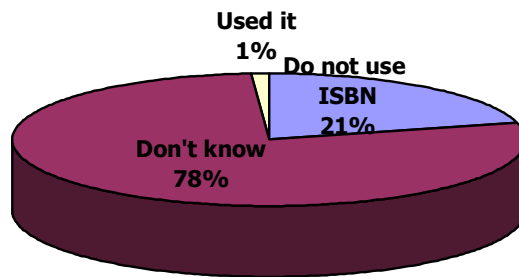
P. Information on interesting Books (non-readers):

Majority of Tunisian non-readers, 441 respondents, specified that there isn't enough
information available on interesting books.

III. 1 G. Information on interesting books
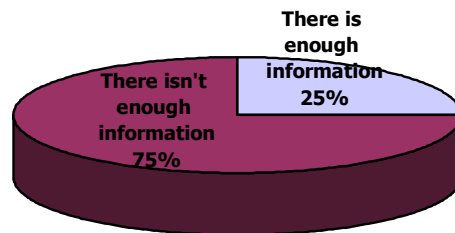
Q. Non-readers visiting a library:

Majority of Tunisian non-readers (441) have visited libraries before.

* Percentages give an indication of the data presented but is not significant because of the small number of
respondents

III.1. H. Non-readers visiting library
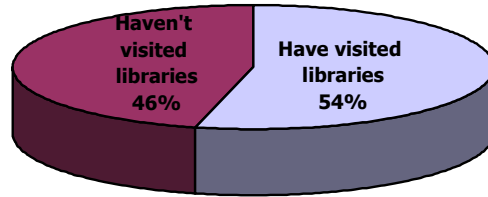
Urban residence (255 respondents) who have been to libraries before are more than rural residence (204 respondents) with percentages 62% and 43% respectively.

As socio-economic class of Tunisian non-readers decreases the percentage of respondents who have been to libraries decreases as shown from the following table.

	AB	C	DE
Tunisian non-readers	68*	288	102
Have visited libraries	63	54	46
Haven't visited libraries	37	46	54

The data showed that as Tunisian non-readers age increases the percentage of respondents who have visited libraries decreases.

	15-24	25-34	35-44	45-65
Tunisian non-readers	102	119	119	119
Have visited libraries	65%	66%	48%	37%
Haven't visited libraries	35%	35%	52%	63%

III.2 Promotion Issues

G. Place Publisher:

Majority of Tunisian books' readers (449 respondents) have read books published in Beirut as shown from the following chart and also considerable percentage of respondents do not know the place where the book was published in.

III.2. A. Place Publisher
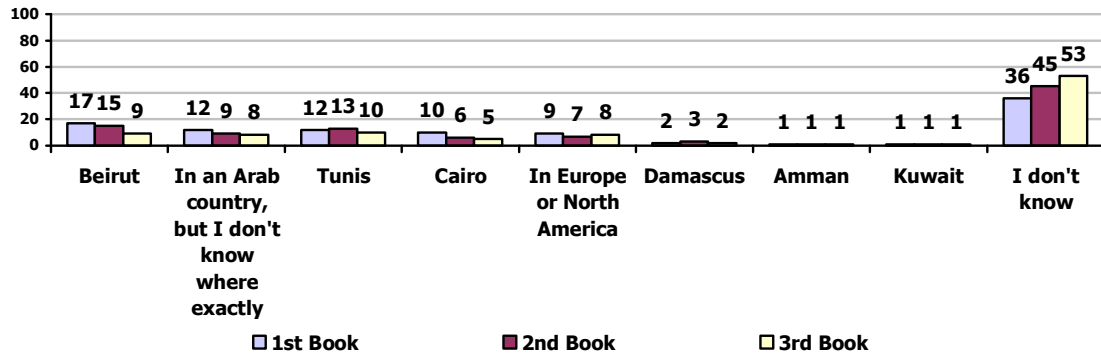
H. Attended an Event:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Majority of Tunisian readers (565 respondents) haven't attended an event focused on reading.

III.2. B. Attended an Event

Attended an event 23%

Haven't attended an event 77%
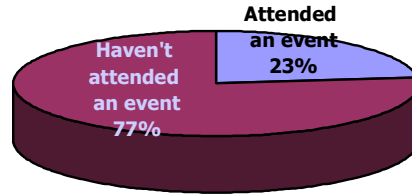
No matter different areas of residence, age, gender, or socio-economic class majority of Tunisian readers haven't attended an event focused on reading.

From total Tunisian readers who attend events focused on reading (113 respondents) 62% attend library festivals.

III.2. B. Events Attended
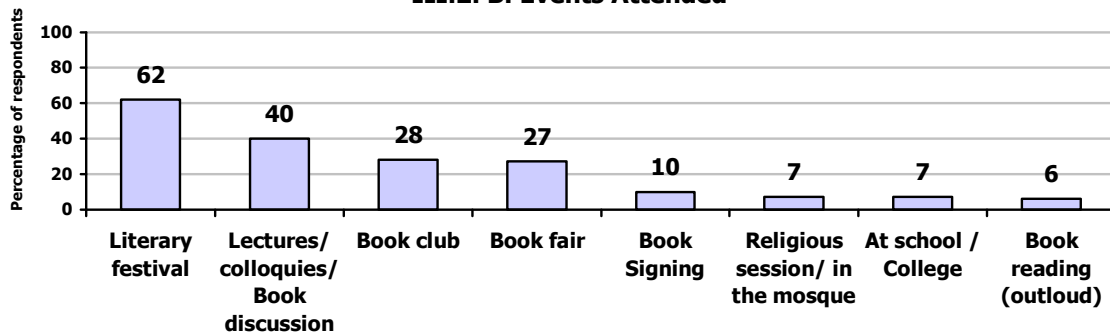
Event	Percentage
Literary festival	62
Lectures/ colloquies/ Book discussion	40
Book club	28
Book fair	27
Book Signing	10
Religious session/ in the mosque	7
At school / College	7
Book reading (outloud)	6

I.   Non-readers awareness with TV programs:

Majority of Tunisian non-readers (441 respondents) do not know TV programs specialized in presenting books.

III.2. C. Non-readers knowing TV programs

Know programs 19%

Do not know programs 81%
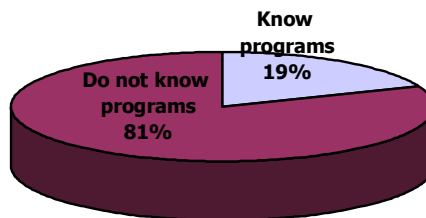
From respondents who watch TV programs that present books (84 respondents) 33% watch "Ketab Fee Daqeeqa" program on Tunisian channel presented by Alfa Ibn Youssef.

Program	Channel	Presenter	Percentage of respondents
Ketab Fee Daqeeqa	Channel 21	Alfa Bin	33

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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	(Tunisia)	Youssuf	
Rewaq Al kotob	Channel 7 (Tunisia)	many hosts	13
Ketab Fee Hayati	Channel 7 (Tunisia)	Unspecified	11
Al ketab khayro Jalees	Al Gazira	Unspecified	7
Ketab al Qayloula	Channel 7 (Tunisia)	Unspecified	5
Maktabat 21	Channel 21 (Tunisia)	Unspecified	4
Ketabi	Unspecified	Unspecified	1
Hadeeth Al Roh	Channel 1 (Egypt)	Unspecified	1
Unspecified	Channel 7 (Tunisia)	Unspecified	2
Brouillon de culture	Unspecified	Unspecified	1
On Eqra' Channel -	Unspecified	Zaghloul Al Najjar	1
Tf1 - télé matin	Unspecified	Unspecified	1
Fee baytena ketab	Channel 7 (Tunisia)	Unspecified	1
Fee Goabati ketab	Channel 7 (Tunisia)	Unspecified	1
A program presented by Mohamed Al Areef	Eqra' Channel	Mohamed Al Areef	1
Al Ostaz khabeer	Channel 21 (Tunisia)	Unspecified	1
Al Tanmeya Al Fekreyya, Kotob wa Ashear	Channel 7 (Tunisia)	Unspecified	1
Awraq Thaqafeyya	Gezira Channel	Unspecified	1
A program presented by Walid Al Taleeli	Channel 7 (Tunisia)	Walid Al Taleeli	1
Sadar Hadeethan	NBN Channel	Unspecified	1
Eftah ketab	Channel 7 (Tunisia)	Unspecified	1
Ayna Ketabi	Channel 7 (Tunisia)	Unspecified	1

J. Non- readers attending an event focused on reading:

Majority of Tunisian non-readers (441 respondents) haven't attended an event focused on reading as mentioned by 75%.

III.2. D. Non-readers attending an event focused on reading
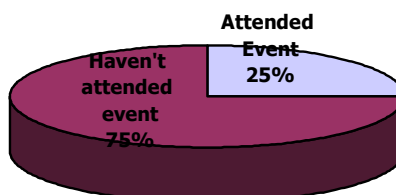
The data showed that as socio-economic class decreases the percentage of respondents who have attended an event focused on reading decreases as shown from the following table.

	AB	C	DE
Tunisian non-readers	68*	288	102
Attended an event focused on reading	41%	25%	16%
Haven't attended an event focused on reading	59%	75%	84%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Different age brackets also showed variances between the percentages of respondents who have attended an event focused on reading before.

	15-24	25-34	35-44	45-65
Tunisian non-readers	**102**	**119**	**119**	**119**
Attended an event focused on reading	28%	33%	21%	20%
Haven't attended an event focused on reading	73%	67%	79%	80%

From those who have attended events focused on reading (113 respondents) 88% have attended the book fair.

III.2. D. Events Attended
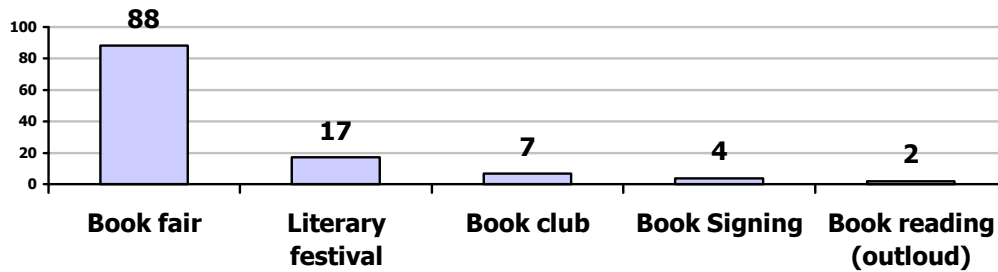
III.3 Pricing/Purchase Power Issues

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

From total Tunisian respondents who read books, 565 respondents, average number of books bought within the past 12 months is 5 books. Majority of respondents have bought from 2-3 books within past 12 months and 26% of readers haven't bought any books within past 12 months.

III.3. A. Number of books purchased within past 12 months
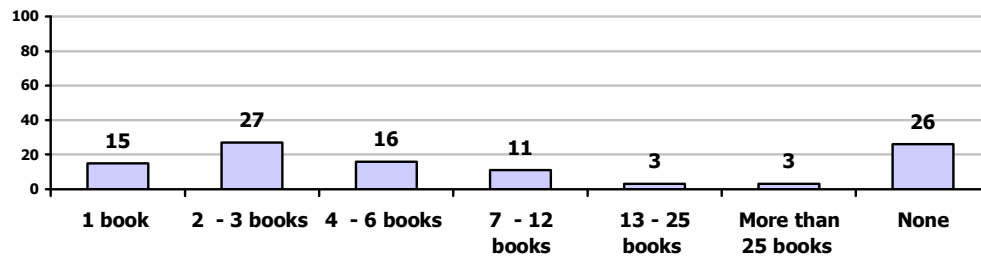
H. Readers Purchasing Power:

Majority of Tunisian books' readers (436 respondents) buy books with prices from 4-7 TND and on average Tunisian readers buy books with 25 TND.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.3. B. Readers purchasing power
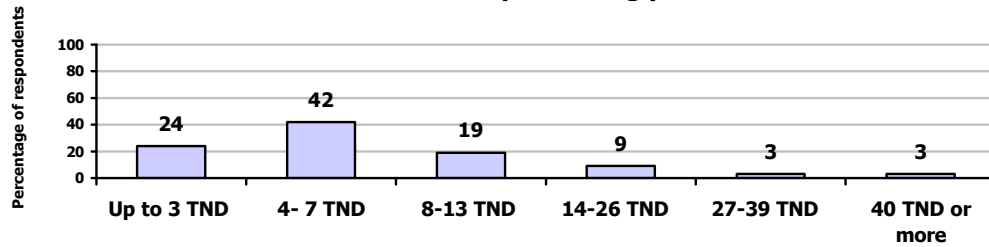
On average urban residence books readers pay more on books than rural residence books readers with averages 28 TND and 21 TND respectively. The data also showed that as socio-economic class increases the average books' purchase price increases with averages 39 TND for AB class, 24 TND for C class, 18 TND for DE class. Finally as for age, the data showed that as age bracket increases the average purchase price for books increases as shown from the following table.

	15-24	25-34	35-44	45-65
Tunisian books readers*	**209**	**118**	**52***	**61***
Average price	19	24	39	35

I. Good Price for a Book (Readers):

Average price that Tunisian books readers (442 respondents) think it is good for a book is 12 TND. On the other hand, 35% mentioned that price doesn't matter.

III.3. C. Good price for a book among readers
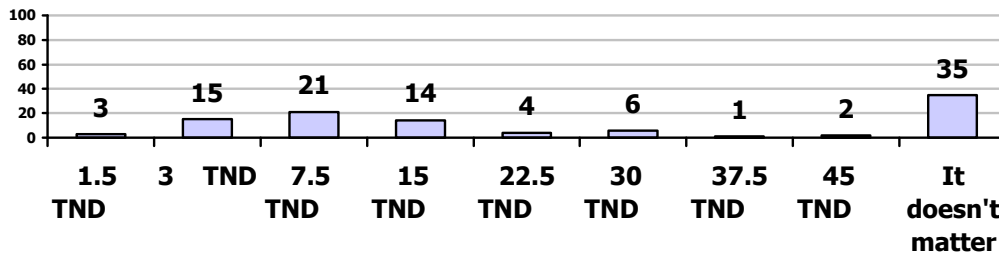
J. Non-readers Purchase Power:

From total Tunisian non-readers respondents (446 respondents) 20% of respondents mentioned that price does not matter for them. On average reasonable price for a book is 10 TND.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.3. D. Non-readers purchase power
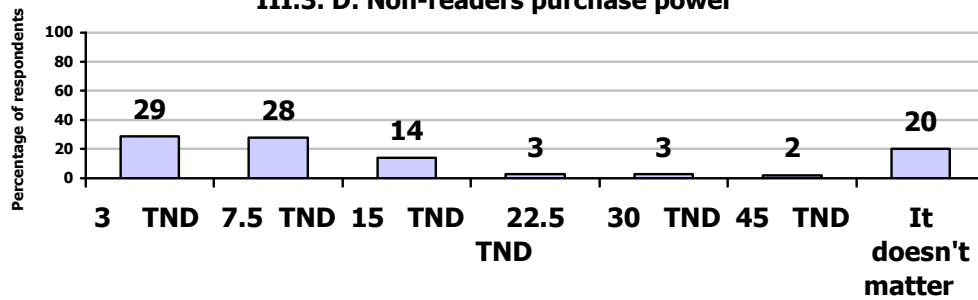
The data showed that as Tunisian non-readers socio-economic class decreases the average price given for a book decreases as shown from the following table.

	AB	C	DE
Tunisian non-readers	71*	280	94*
Average price	16	10	6

III.4 Circulation of Books

D. Lending/ Borrowing Books:

Majority of Tunisian readers who have books at home (423 respondents) lend their family and friends their books.

III.4. A. Lending/ Borrowing Books
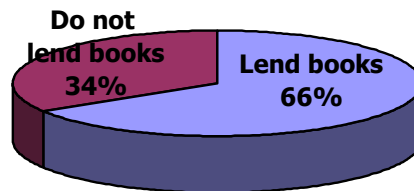
Respondents who read books and lend it to family and friends (320 respondents) mainly lend books few times per year as elaborated from the following chart.

III.4. A. Frequency of lending books
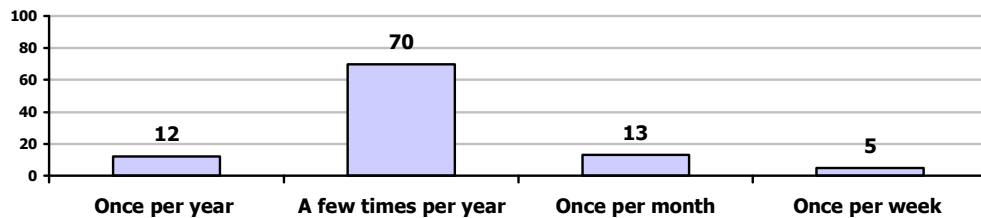

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Majority of respondents who read and have books at home (449 respondents) also borrow books from family and friends and these percentages are consistent with percentages of respondents who lend books to family and friends so it is mutual those who lend books also borrow books.

III.4. A. Borrowing books

Do not borrow books 34%

Borrow books 66%

Total respondents who read books and borrow books from family and friends (292 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart that 75% borrow books a few times a year.

III.4. A. Frequency of borrowing books
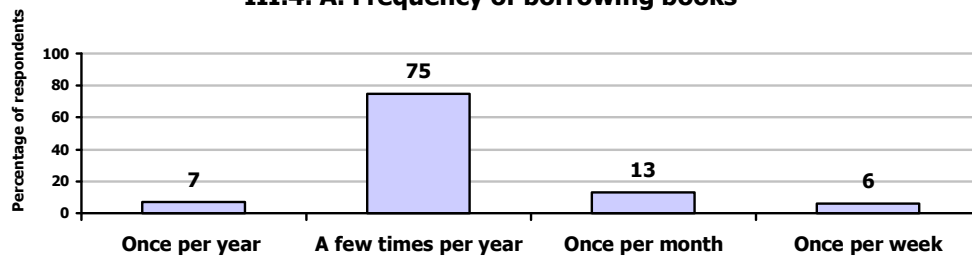
	Once per year	A few times per year	Once per month	Once per week
Percentage of respondents	7	75	13	6

Though majority of respondents lend and borrow books from family and friends, minority of respondents borrow books from public libraries.

III.4. A. Borrowing from public libraries

Borrow from public libraries 38%

Do not borrow from public libraries
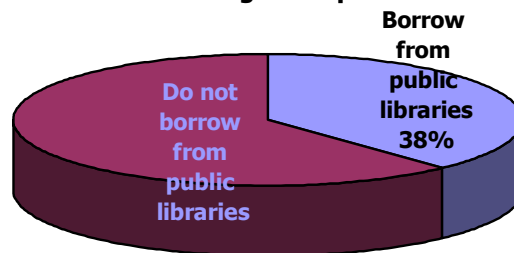
From total respondents who borrow books from public libraries, 167 respondents, majority borrow books few times a year.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.4. A. Frequency of visitng public libraries

Once per year	A few times per year	Once per month	Once per week
6	39	33	23
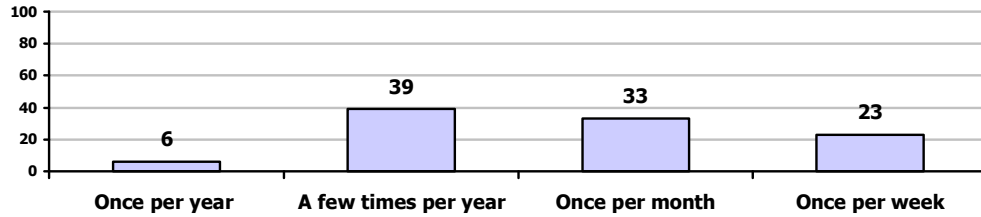
IV. Reading Contents

IV.1 Topics

D. Topics people read most:

Tunisian readers (565 respondents); 54% read general newspapers.
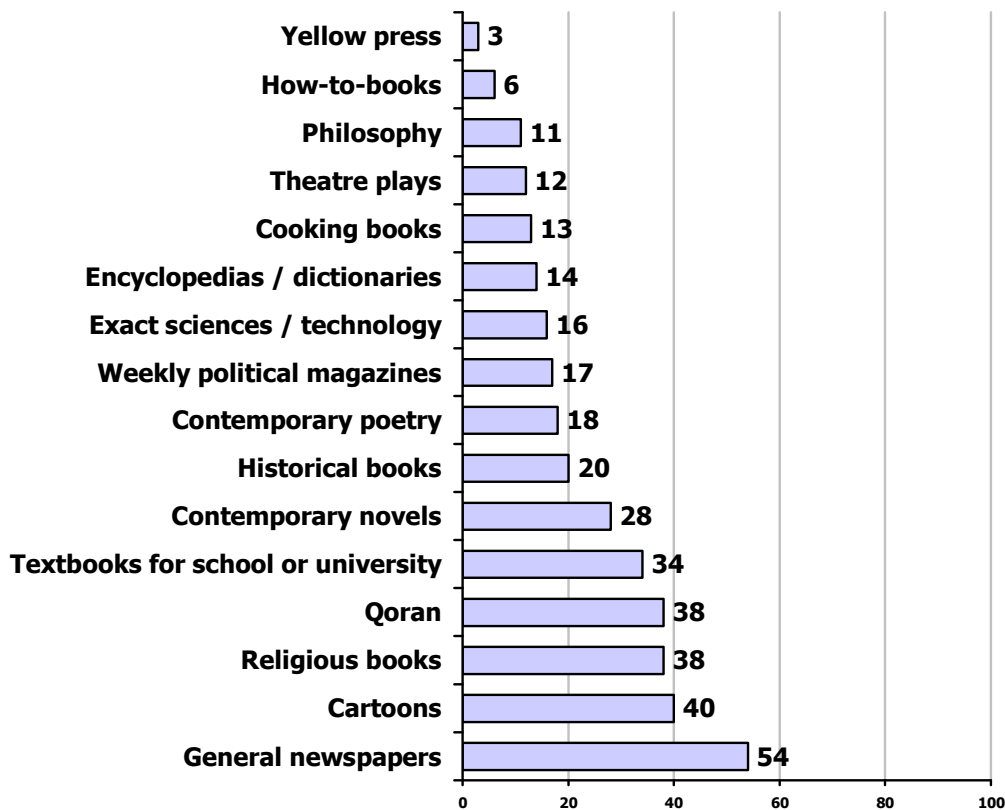
IV.1. A. Topics people read most

Topic	Value
Yellow press	3
How-to-books	6
Philosophy	11
Theatre plays	12
Cooking books	13
Encyclopedias / dictionaries	14
Exact sciences / technology	16
Weekly political magazines	17
Contemporary poetry	18
Historical books	20
Contemporary novels	28
Textbooks for school or university	34
Qoran	38
Religious books	38
Cartoons	40
General newspapers	54

Majority of Tunisian respondents who used to read and stopped reading at a certain age (325 respondents) used to read nearly the same topics that readers are interested in which are general newspapers and cartoons.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.1. A. Topics non-readers used to read

Topic	Percentage
How-to-books	4
Theatre plays	4
Yellow press	5
Philosophy	6
Encyclopedias / dictionaries	7
Weekly political magazines	9
Historical books	10
Exact sciences / technology	10
Contemporary poetry	12
Cooking books	15
Contemporary novels	16
Qoran	29
Religious books	32
Textbooks for school or university	34
Cartoons	44
General newspapers	58

Percentage of respondents
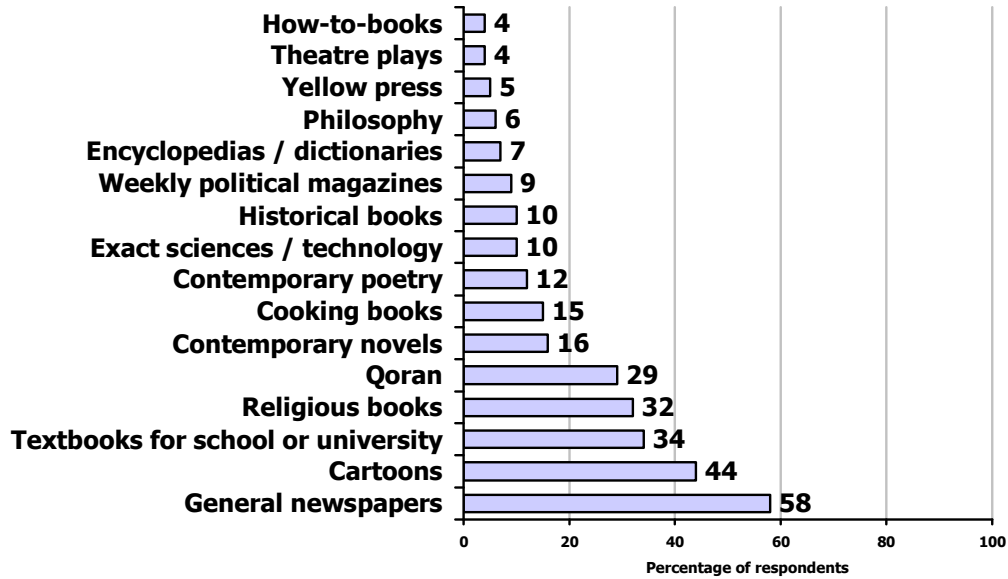
E. Topic to read in the future (non-readers):

From total of Tunisian non-readers (441 respondents) majority would like to read in the future general newspapers and ob religious topics.

IV.1. B. Topics non-readers like to read in the future

| Topic	Percentage
Encyclopedias / dictionaries	5
Philosophy	6
Yellow press	6
How-to-books	7
Theatre plays	8
Historical books	8
Weekly political magazines	9
Contemporary poetry	10
Exact sciences / technology	11
Textbooks for school or university	11
Cooking books	17
Contemporary novels	18
Cartoons	34
Religious books	47
Qoran /Bible	51
General newspapers	53

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.2 Authors

G. Books/ Authors within past 3 months:

Tunisian respondents who read books (441 respondents) mainly read for "Al Ayyam" book written by Taha Hussein which is a biography on his life.

Title	Author	Percentage of respondents
Al Ayyam	Taha Hussein	4
Holly Quraan	Unspecified	1
School / University Books	Unspecified	1
Abeer stories series / Qessas Abeer	Dalia Mohamed Hussein Mursal	1
Unspecified	Mahmoud Taymour	1
Al less wal kelab	Naguib Mahfouz	1
Les misérables	Victor Hugo	1
Al Bakheel	Al Jahezz	1
Doaa' Al karawan	Taha Hussein	1
Kaleela wa demna	Ibn al Moqaffaa	1
Al Sett	Mahmoud al Massaadi	1
Reyad Al Saleheen	Unspecified	1
Tafseer al Quraan	Unspecified	1
Al ajneha al motakassera / Broken wings	Jubran Khalil Jubran	1
Al arwah al motamarreda	Jubran	1
Tharthara fawq Al Nil	Naguib Mahfouz	1
Al shahhaz	Naguib Mahfouz	1
Kotob al fiqh	Unspecified	1
Salwa fee mahabb al reeh	Unspecified	1
Al Seera Al Nabaweyya	Ibn Hesham	1
Qanat Al Qayrawan	Georges Zeedan	1
Ressalat Al Ghofran	Al Hdouni	1
Ara'ess Al Mrouj	Unspecified	1
Humar Al Hakim	Tawfik Al Hakim	1
Halima	Unspecified	1
Hadath Abu Hareera Qal	Mahmoud Al Massaadi	1
Al sadd	Unspecified	1
Bein Al Qasrein	Unspecified	1
Najl Al Faqeer	Unspecified	1
Al less Wal kelab	Unspecified	1
The importance of bieng Earnest	Oscar Wild	1
Unspecified	Taha Hussein	1
Nothing		33
DK/DR		5

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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H. Favorite Titles or Authors:

Majority of Tunisian readers (565 respondents) prefer to read for Naguib Mahfouz and Taha Hussein.

Favorite Author	Percentage of Respondents
Naguib Mahfouz	10
Taha Hussein	8
Jubran Khalil Jubran	2
Nezar Qabbany	2
Ihssan Abdul Qoddous	2
Victor Hugo	2
Mahmoud Al Massaadi	2
Al Manfalouty	1
Tawfik Al Hakeem	1
Molière	1
Gerges Zeedan	1
Al Jahezz	1
Mahmoud Taymour	1
Mohamed Al Aroussi Al Motawwi	1
Jean jacques Rousseau	1
Hanna Mina	1

Favorite title	Percentage of Respondents
Religious Topics	2
Al Ayyam (Taha Hussein)	2
Kotob Al Fiqh	1
Kaleela Wa Demna (Ibn al Moqaffaa)	1

V. Language Issues

V.1 Language preferences

D. Readers Purchase of last 12 months:

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

	Arabic Language	English Language	French Language
Tunisian books' readers who have purchased books in these languages	**294**	**88***	**182**
1- 10%	5%	39%	14%
11- 20%	6%	21%	18%
21- 30%	4%	14%	15%
31- 40%	5%	1%	8%
41- 50%	10%	5%	14%
51- 60%	6%	-	7%
61- 70%	5%	5%	4%
71- 80%	11%	1%	4%
81- 90%	5%	3%	3%
91-100%	44%	11%	14%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Majority of Tunisian readers have bought from 91-100% of books in Arabic language as specified by 44% of respondents.

V.2 Translations

D. Readers Purchase of last 12 months:

From respondents who have bought books within past 12 months, 336 respondents, 18% have bought 1 book translated from a foreign language into Arabic as elaborated from the following chart:

V.2. A. Translated books purchased within the past 12 months
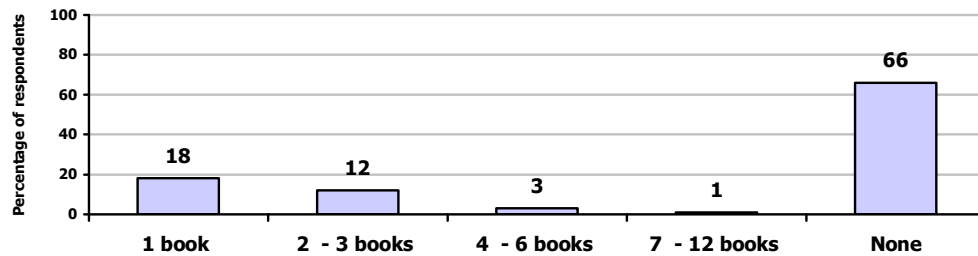
The data also showed that majority of respondents haven't bought books translated from foreign languages.

VII. Readers Attitude

Tunisian readers can afford to buy books and tell friends and family about books they like to read.

VII. A. Books readers attitude
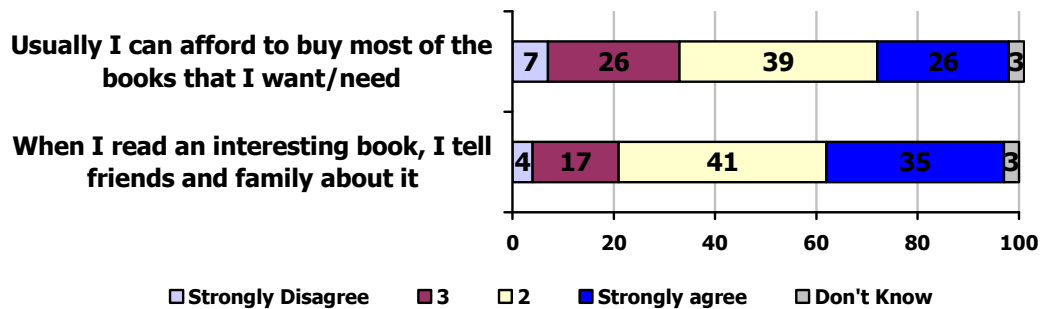
Tunisian readers read for pleasure and do not prefer to party over reading. Tunisian readers prefer to read stories themselves more than listening to it from someone. Tunisian readers read more than what is required because they enjoy reading and like to spend their time on reading. Tunisian readers find TV, internet, radio, and watching movies interesting but still they prefer to read hard copies.
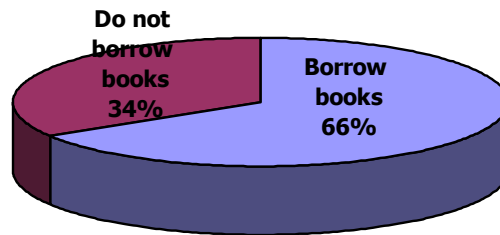
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII.B. Readers attitude

Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
Internet is interesting, but satellite TV is more interesting	20	27	17	10	26
Since I have access to the internet I read more, but online	33	29	11	6	21
Books are too expensive, I can't afford to read	16	43	27	10	5
There are not enough translations of foreign books into Arabic	4	18	31	13	35
The film version of a book is more attractive to me than the book itself	8	24	33	23	12
Most people buy books only to show off	16	33	18	7	27
A book is a nice present for friends or family	3	13	40	36	8
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	21	38	23	10	9
I rarely read more than what is required	14	50	22	12	3
I read to improve myself	2	8	46	43	1
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences, humanities	25	30	22	10	13
Arab authors writing in foreign languages just want to show off	20	31	10	6	32
Reading Arabic is too different from speaking Arabic	3	19	42	24	12
Arab authors need to write in foreign languages in order to sell abroad	10	20	31	14	24
I have always liked reading	6	25	42	23	4
I like listening to stories, but I don't like reading myself	18	46	22	11	3
Reading is the best way of learning, but qualifications don't count in real life	13	32	32	14	9
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all about	8	25	42	21	4
I read because I am not allowed to go out in the evening	33	42	18	5	3
I do not read during traveling because buses, airports, and trains are overcrowded	14	35	27	19	5
I don't have time for reading, and on weekends I prefer to party	20	39	26	9	5
I think I read less than the average of my age	9	25	21	6	39
I think I read more than the average of my age	13	31	13	6	38
I think I read more than most other people I know	14	31	15	5	35
I prefer listening to the Qoran / Bible rather than to read myself	13	31	34	17	6
Islam / Christianity teaches Muslims / Christians to read	2	2	30	63	4
Everybody will pretend that reading is important but most people know that TV is more interesting	16	36	26	15	7
Reading is good but I find it old-fashioned	39	46	9	2	4
Reading is hard work because you need to concentrate	16	46	28	8	3
I read for pleasure	3	12	48	37	

Legend: ☐ Strongly Disagree ■ 3 ☐ 2 ■ Strongly agree ☐ Don't Know

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.C. Non-Readers Attitude

Tunisian non-readers think positively of reading and readers but they prefer watching TV more than reading and feel that it is all the same and gives the same information. For non-readers reading is hard wok and needs concentration, which could be the reason why non-readers do not enjoy reading. Non-readers find that film version is more interesting than reading and would put their money in a movie rather than buying a book. Finally non-readers think positively of Arabic language and think it is interesting but perceive it as hard to read and needs concentration than speaking it.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
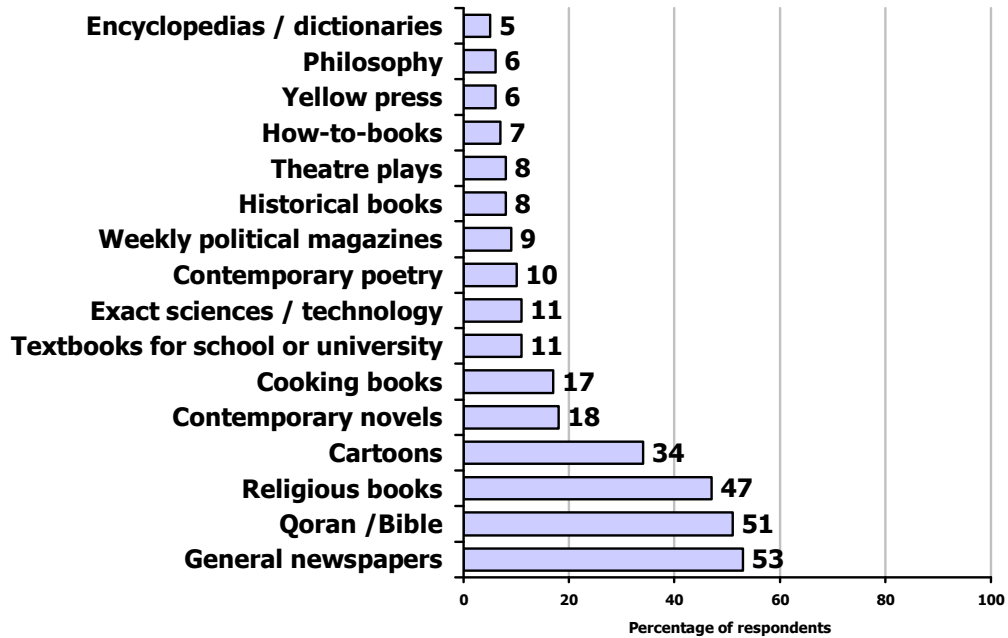
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VII.C. Non-readers attitude

Statement	Strongly disagree	3	2	Strongly agree	DK
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	20	28	33	13	6
Books are too expensive, I can't afford to read	20	39	28	5	7
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences,	23	30	20	4	23
Arab authors writing in foreign languages just want to show off	16	24	9	3	49
There are not enough translations of foreign books into Arabic	7	14	14	6	59
Books in Arabic are less interesting	20	33	10	4	33
Reading Arabic is too different from speaking Arabic	7	20	48	13	13
Arab authors need to write in foreign languages in order to teach people abroad	6	17	33	11	33
Arab authors need to write in foreign languages in order to sell abroad	9	14	32	9	37
The film version of a book is more attractive to me than the book itself	5	21	39	19	16
I like listening to stories, but I don't like reading myself	37	16	12	3	31
Reading is the best way of learning, but qualifications don't count in real life	17	33	29	8	14
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all	7	14	45	16	19
Internet is interesting, but satellite TV is more interesting	9	16	24	9	43
Most people buy books only to show off	10	27	13	3	47
A book is a nice present for friends or family	9	22	39	14	16
I don't have time for reading, and on weekends I prefer to party	16	25	36	14	9
I think most people of my age don't read either	29	30	8	1	32
I think most other people I know don't read either	30	33	7	1	29
I prefer listening to the Qoran rather than to read myself	13	24	43	14	7
Islam teaches Muslims to read	0	4	41	50	5
Everybody will pretend that reading is important but most people know that TV is more	10	27	38	20	6
Reading is good but I find it old-fashioned	17	53	22	4	5
Reading is hard work because you need to concentrate	8	31	44	12	5

Legend: □ Strongly disagree ■ 3 □ 2 ■ Strongly agree □ DK

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers Lifestyle

Y.   Readers lifestyle:

Lifestyle is how you spent your time and money. The data shows that readers are interested in news and current affairs, culture, travel, history, religion, health, nature, and music. The data reflects that readers spent considerable amount of their time reading about news and current global and local affairs, and gain knowledge about topics that interest them. Tunisian readers are also interested in socializing with family and friends which shows that they spend time with family and friends as elaborated further in the report from lifestyle section.

VIII.A. Readers lifestyle

Topic	very much	much	little	very little
Geography	9	21	39	32
Technology	11	18	34	37
Business	13	20	25	43
Politics	13	23	32	32
Literature	15	35	29	22
Automobiles	17	20	32	31
History	17	40	28	15
Cooking/food	18	22	23	37
News and current affairs	23	43	25	9
Nature	24	39	24	13
Music	28	36	23	14
Sports	29	29	19	23
Health	32	42	19	7
Culture	32	45	18	5
Religion	43	35	17	5
Travel	50	30	14	7

☐ very much   ■ much   ☐ little   ■ very little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers lifestyle cont'd

Activity	very much	much	little	very little
going to movies	5	15	24	56
surfing the internet	12	21	18	50
shopping	13	34	31	23
exercising	24	28	30	18
to learn about current affairs in the world	31	39	23	8
socializing with family and friends	40	44	14	3
to follow my religious obligations	45	30	19	7
to look well groomed	47	38	13	3
to gain knowledge about topics that are important for me	52	38	9	2
to make myself more educated	54	36	9	1

Z. Time spent during weekdays:

Basically during weekdays Tunisian readers spend their time between working, sleeping, and studying as shown from the following table.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	281	234	541	555	514
Average in Hours	8	7	7	1	2

	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	156	487	550	224	378	559
Average in Hours	1	1	0.5	1	1	1

AA. Time spent during weekends:

Majority of respondents sleep during weekends as shown from the following tables, readers also spent considerable time on work or studying (students) during weekends and socializing with family and friends as previous data showed that readers are interested in socializing with family and friends.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
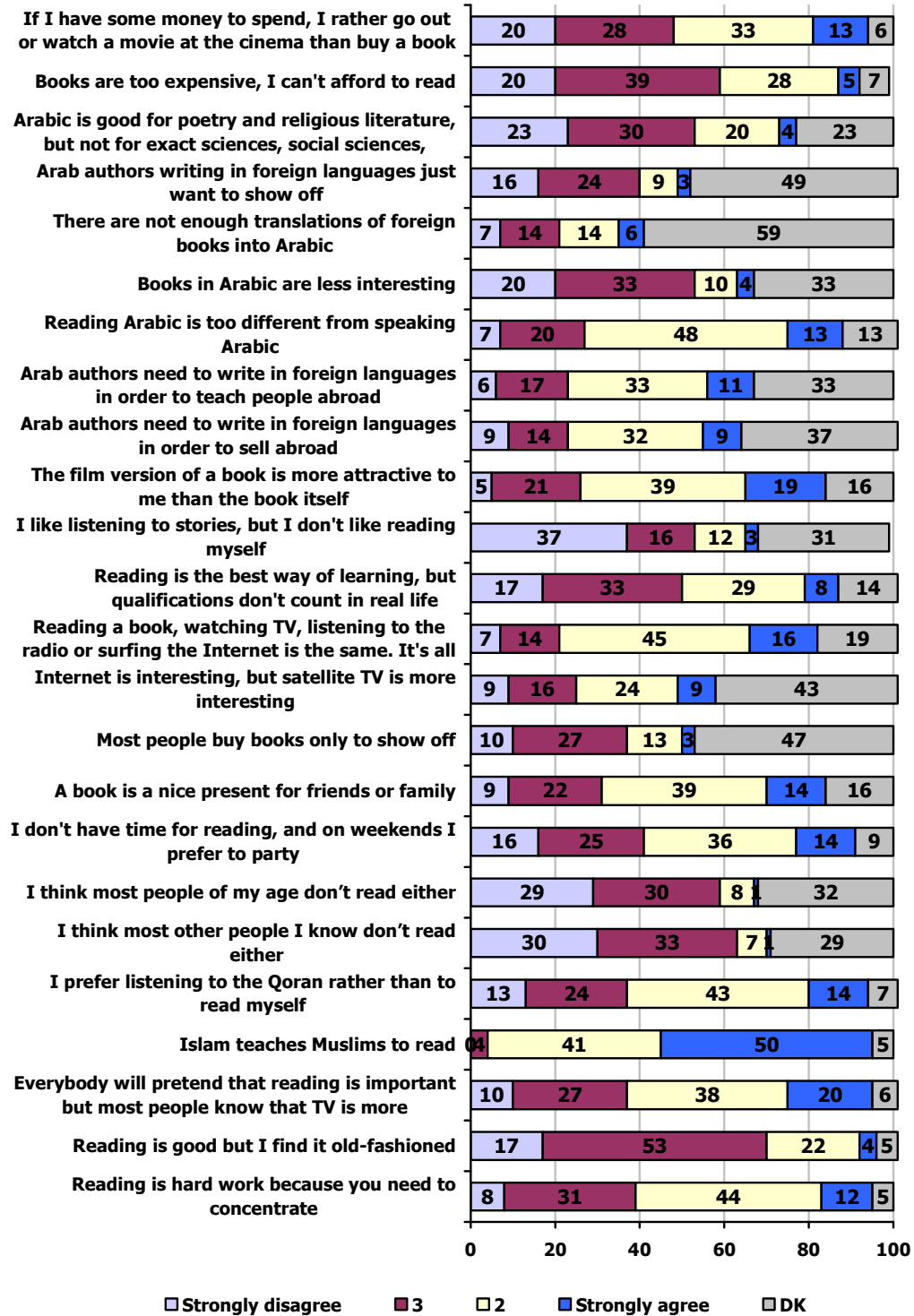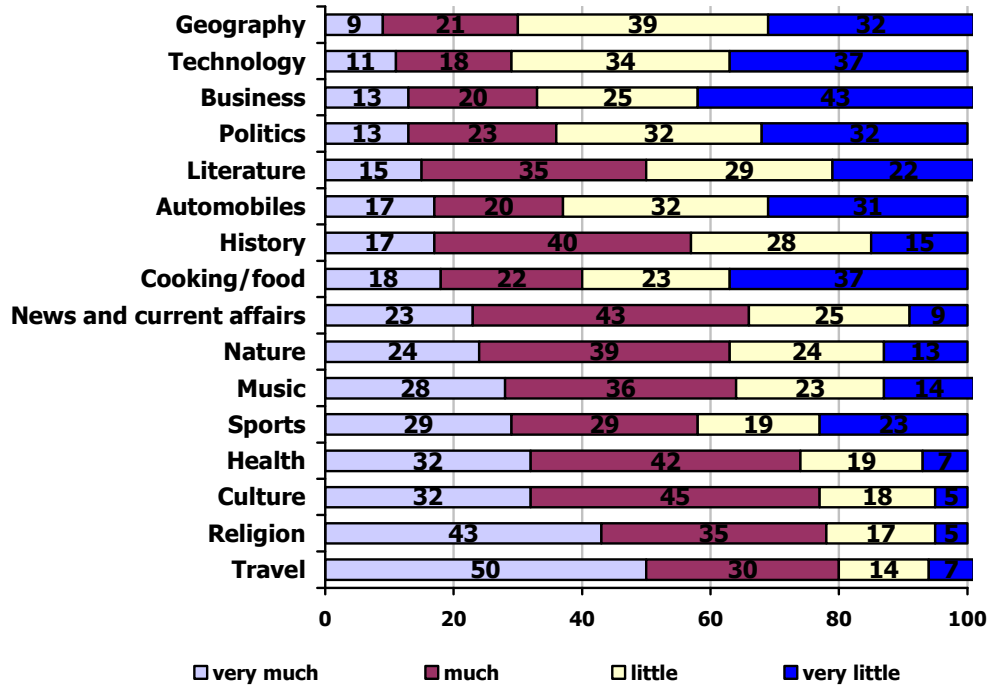
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	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	**92**	**131**	**550**	**485**	**546**
Average in Hours	**6**	**3**	**8**	**1.5**	**3**

	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	**118**	**439**	**547**	**247**	**385**	**559**
Average in Hours	1.5	1	0.6	1	1	1

BB. Spending free time:

The data showed that readers spend their on daily activities such as watching TV, following religious duties, resting, socializing with family and friends, and listening to the radio. As for reading habits; readers spend considerable time daily on reading newspapers (35%) and books (16%) as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VIII. D. Spending free time

Activity	Daily	5-6 days/week	3-4 days/week	Once a week	Once in 2 weeks	Once in 3 weeks	Once in a month	Less often	Never
Attending theatre or concerts							5	41	47
Attending exhibitions							11	53	29
Watching films at cinema							7	37	45
Watching DVD/Video	3	2	7	10	4	4	6	37	28
Go to a library	3	3	5	8	4	5	10	33	30
Reading on the Internet	3	3	6	3	2	2		17	62
Being creative myself	7	2	3	3	3	3		35	42
Shopping	7	3	8	27	7	5	7	32	5
Surfing the Internet	7	5	6	5	3	2	4	15	55
Eating out	10	6	13	10	5	5	5	36	11
Spending time alone at home	13	4	7	7	3	2	3	51	10
Exercising	15	6	9	10	3	2	3	27	26
Reading yellow press magazine	15	9	9	12	4	3	4	26	18
Reading books	16	9	13	16	5	4	12	17	9
Reading newspapers	35	14	16	11	4	2	2	13	3
Listening to the radio	51	7	11	5	2	1		18	6
Socializing with family and friends	62	12	8	7	1	1			7
Resting	64	4	6	12	3	1			9
Performing religious duties	65		1	2	1			15	14
Watching TV	69	7	10	1	1				11

Legend:
- Daily
- 5-6 days/week
- 3-4 days/week
- Once a week
- Once in 2 weeks
- Once in 3 weeks
- Once in a month
- Less often
- Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-Readers Lifestyle

CC. Non-Readers lifestyle:

The topics that non-readers are interested in are close to the topics that readers are interested in as shown from the following chart, just non-readers priorities differed. Non-readers are interested in religion, health, travel, cooking, and music.

VIII.E. Non-readers lifestyle

Topic	Very Much	Much	Little	Very Little
Geography	4	13	27	57
Literature	5	18	35	42
History	6	20	39	35
Politics	8	18	30	45
Technology	10	19	31	40
Culture	11	39	33	17
Business	13	19	25	43
Sports	16	24	23	37
Automobiles	17	19	29	35
Nature	18	36	29	18
News and current affairs	19	35	29	17
Music	22	32	30	17
Cooking/food	27	25	21	28
Travel	30	29	27	14
Health	30	43	19	8
Religion	37	34	21	8

The data showed that non-readers spent considerable time socializing with family and friends, following their religious obligations, and gaining knowledge about different topics that interest them.
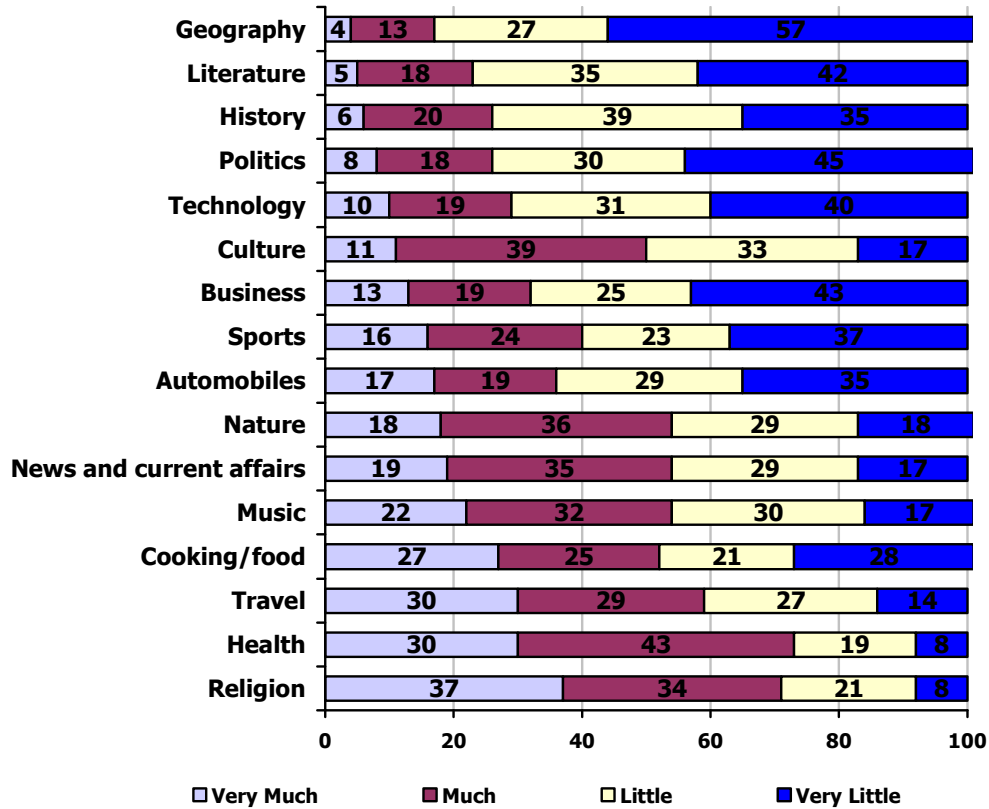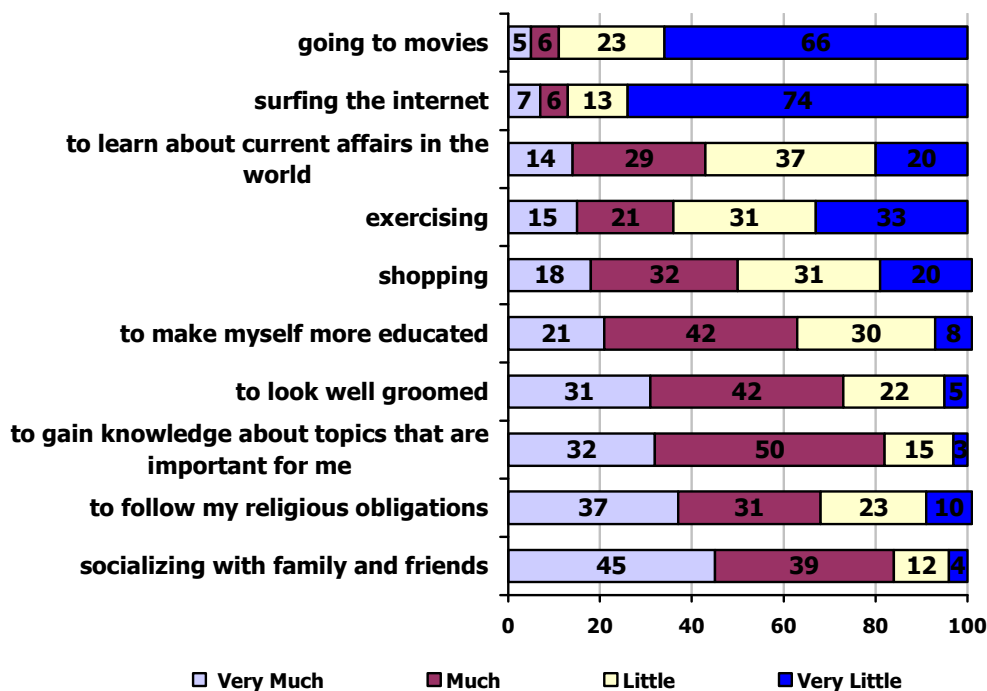
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
going to movies	5	6	23	66
surfing the internet	7	6	13	74
to learn about current affairs in the world	14	29	37	20
exercising	15	21	31	33
shopping	18	32	31	20
to make myself more educated	21	42	30	8
to look well groomed	31	42	22	5
to gain knowledge about topics that are important for me	32	50	15	3
to follow my religious obligations	37	31	23	10
socializing with family and friends	45	39	12	4

☐ Very Much   ■ Much   ☐ Little   ■ Very Little

DD. Time allocation on weekdays:

Majority of respondents spent weekdays working or studying and sleeping.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Tunisian non-readers who use their time in following Activities	246	77	448	441	437
Average in hours	8	7	7	1	3

	surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Tunisian non-readers who use their time in following Activities	66	454	122	309	439
Average in hours	1	0.2	0.6	0.5	0.65

EE. Time allocation on weekends:

Tunisian respondents spend their weekends between working, sleeping and socializing with family and friends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Tunisian non readers who use	95	42	446	401	430

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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their time in following Activities					
Average in hours	**7**	**3**	**8**	**1**	**4**

	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Tunisian non-readers who use their time in following Activities	60	451	136	308	439
Average in hours	1	0.3	1	0.5	0.7

FF. Spending free time:
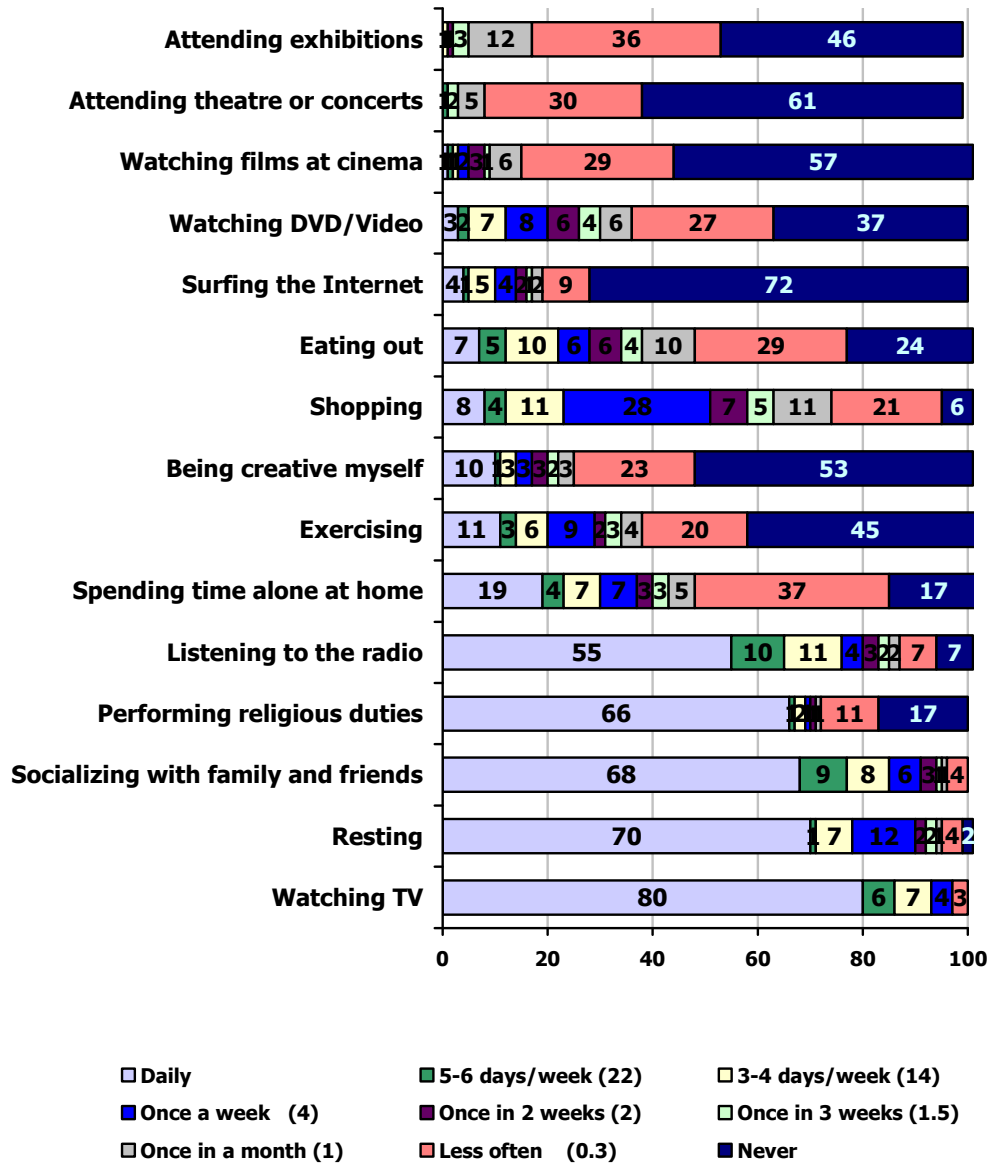
Majority of Tunisian non-readers spend their free time on the following activities:
⇨Watching TV
⇨Performing Religious duties
⇨Socializing with family and friends
⇨Resting
⇨Listening to the radio
⇨Spending time alone at home

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.H. Spending free time

Legend:
- Daily
- 5-6 days/week (22)
- 3-4 days/week (14)
- Once a week (4)
- Once in 2 weeks (2)
- Once in 3 weeks (1.5)
- Once in a month (1)
- Less often (0.3)
- Never

Attending exhibitions: 3, 12, 36, 46
Attending theatre or concerts: 2, 5, 30, 61
Watching films at cinema: 2, 3, 6, 29, 57
Watching DVD/Video: 3, 2, 7, 8, 6, 4, 6, 27, 37
Surfing the Internet: 4, 5, 4, 2, 9, 72
Eating out: 7, 5, 10, 6, 6, 4, 10, 29, 24
Shopping: 8, 4, 11, 28, 7, 5, 11, 21, 6
Being creative myself: 10, 3, 3, 3, 2, 3, 23, 53
Exercising: 11, 3, 6, 9, 2, 3, 4, 20, 45
Spending time alone at home: 19, 4, 7, 7, 3, 3, 5, 37, 17
Listening to the radio: 55, 10, 11, 4, 3, 2, 2, 7, 7
Performing religious duties: 66, 2, 1, 1, 11, 17
Socializing with family and friends: 68, 9, 8, 6, 3, 1, 4
Resting: 70, 1, 7, 12, 2, 1, 4, 2
Watching TV: 80, 6, 7, 4, 3

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IX. Conclusion

IX. A. Conclusion:

Channels of reading:

From total interviewed 1000 respondents 55% were considered readers and 45% were considered non-readers. Majority of Tunisian readers read newspaper and magazines (90%) and prefer to read in news, politics, economics, current events.

Among Tunisian readers 66% use the internet and the main reason for using the internet is for research and education. Internet users who read magazines and newspapers online are 55% and mainly read on news and general information and newspapers. Majority of internet users do not print from online (71%). Majority of Internet users who read online do not know online encyclopedias (66%) and do not know online libraries (86%). As for Tunisian non-reader, majority do not use the internet (84%) and those who use the internet use it mainly for checking and sending mails (56%).

Frequency Issues:

On average Tunisian readers of newspapers and magazines read for 35 minutes per day, read online for 46 minutes per day and read books for 6 days per month and spent reading for 51 minutes per day. Tunisian books' readers keep on average 34 books at home among which 4-10 books are school/university books. Tunisian readers prefer to read at night (39%). Majority of Tunisian readers read during weekends (36%).

Tunisian non-readers who used to read at a certain age, on average used to read 6 books per year. Non-readers who use internet use it for an average of 51 minutes per day.

Location Issues:

Majority of Tunisian books' readers keep books at a special place at home (73%). Tunisian readers' favorite place for reading is at home (65%).

Reasons for reading:

Majority of Tunisian readers started reading when they learned reading at school (78%) and have decreased/stopped reading around age 19-25 (38%). The main reason that Tunisian readers have stopped reading is time limitation (58%) while main reason given for restarting to read is finding more interesting books to read on (51%) and having more time than previously (34%). Majority of Tunisian readers are currently reading the Holly Quraan (5%).

Among Tunisian non-readers, 73% have been readers before and have started reading when they learned reading at school (82%). Tunisian non-readers have stopped reading mainly at age 19-25 (30%) because of having no time (67%) and majority haven't re-started to read (84%).

Representation of languages:

Tunisian readers of newspapers and magazines, books' readers, and online readers prefer to read in Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (65%). Tunisian non-reader also prefer to read in Arabic language as 29% keep from 91-100% of their books in Arabic language though majority read online in French language (89%).

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Information and documentation channels:

Tunisian readers mainly get information about interesting books from people working in bookshops (70%). Majority of Tunisian readers do not know TV programs that promote for books (61%) and those who know TV programs, mainly watch "Ketab Fee Daqeeqa" (A Book in a minute) program on Tunisian channel (34%) and majority do not buy books that was mentioned in TV programs (93%). Tunisian non-readers do not know TV programs that present books (81%) and among those who know TV programs; 33% know "A Book in a minute program."

Tunisian readers attend book fair (62%) and attend it a few times a year (39%). Tunisian readers mainly attend the fair because of the selection of books (61%).

Tunisian readers who have attended an event focused on reading (23%), majority have attended library festival (62%), while non-readers who have attended an event focused on reading (25%) have attended the Book Fair (88%).

Majority of Tunisian readers have visited libraries before (77%) and go to the library a few times per year (38%). Majority of Tunisian readers do not know the ISBN number (78%).

Pricing/ Purchase Power Issues:

On average Tunisian books' readers buy 5 books within the past 12 months and 26% didn't buy any books. Tunisian books' readers on average buy books with 25 TND and consider a good price for a book 12 TND while 35% mentioned that price doesn't matter. Among non-readers 20% mentioned that price does not matter for them while on average non-readers mentioned that reasonable purchase price is 10 TND.

Topics/ Authors:

Tunisian readers mainly like to read in general newspapers (54%) and mainly read for Taha Hussein (4%). Tunisian non-readers are also interested in general newspapers (53%).

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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DETAILED FINDINGS

Part 5: MOROCCO

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Table of Contents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Detailed Findings

Moroccan Readers:

From total of 1,000 Moroccan respondents interviewed 49% are readers and 51% are non readers as shown from the following chart.

3.I. Percentage of Moroccan readers

Definition of readers and non-readers that is meant in the research is as follows:

Readers: Moroccan respondents who have read in the last 12 months and by reading we mean newspapers, magazines, books, etc.

Non-readers: Moroccan respondents who haven't read in the last 12 months and by reading we mean newspapers, magazines, books, etc.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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I. Reading Habits

I.1 Channels of Reading:

A. Reading Newspapers and Magazines:

Majority of Moroccan readers (498 respondents) read newspapers and magazines. As shown from the following graph 93% of the sample read newspapers and magazines and 7% do not read newspapers and magazines.

4.I.1.A. Reading newspapers & magazines
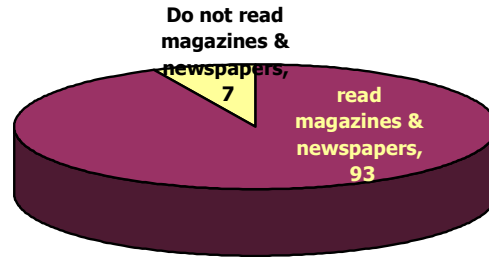
B. Profile of Newspapers and Magazines preferred:

The main topics that Moroccan newspapers and magazines readers (498 respondents) are interested in are; news, politics, economics, and current events, and society, celebrities and gossip.

4.I.1.B. Profile of newspapers & magazines preferred
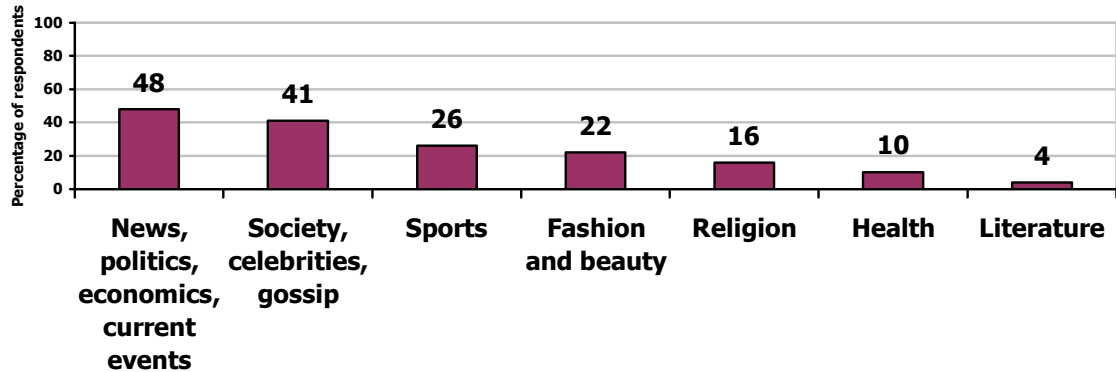
Moroccan males read more on news, politics, current events and sports more than females, while females read more on fashion and beauty, health, celebrities and gossip more than males as shown from the following table:

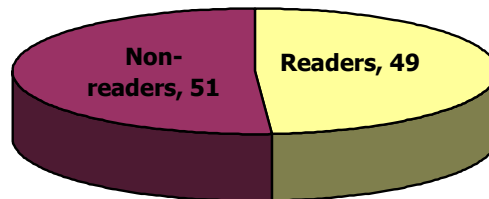|	Males	Females
Moroccan readers	**266**	**232**
News, politics, economics, current events	59%	34%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Religion	12%	19%
Fashion and beauty	-	47%
Health	3%	17%
Society, celebrities, gossip	35%	48%
Literature	3%	4%
Sports	41%	9%

The data shows that the younger the age bracket the more the percentage of respondents who read in fashion and beauty and sports. On the other hand, the older the age bracket the more the percentage of respondents who read in news, politics, economics, current events, and religion.

	15-24	25-34	35-44	45-65
Moroccan readers	**199**	**133**	**66***	**66***
News, politics, economics, current events	40%	50%	49%	60%
Religion	12%	12%	18%	29%
Fashion and beauty	29%	20%	17%	14%
Sports	33%	23%	25%	15%

C. Internet Usage:

p) Percentage of Moroccans who use the internet:

Majority of Moroccan readers (498 respondents) do not use the internet as shown from the following chart.

4.I.1.C.a. Percentage of internet users
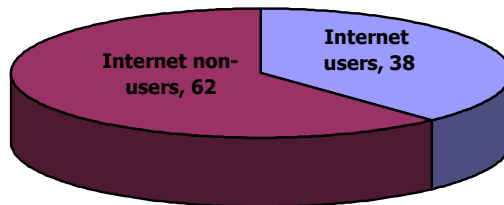
Urban Moroccan readers (299 respondents) use the internet more than rural readers (166 respondents) with percentages 50% and 18% respectively. The data also showed that males (266 respondents) use the internet more than females (232 respondents) with percentages 43% and 32% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

As socio-economic class decreases the percentage of Moroccan readers who use the internet decreases as shown from the following table:

	AB	C	DE
Moroccan readers	**33***	**166**	**299**
Use internet	82%	55%	24%
Do not use the internet	18%	45%	76%

As age increases the percentage of Moroccan readers who use the internet decreases as shown from the following table:

	15-24	25-34	35-44	45-65
Moroccan readers	**199**	**133**	**66***	**66***
Use the internet	48	40	28	20
Do not use the internet	52	60	73	80

q) Reasons for using internet:

From 190 Moroccan respondents who use internet; majority log on internet for chatting.

4I.1.Cb) Reasons for using internet
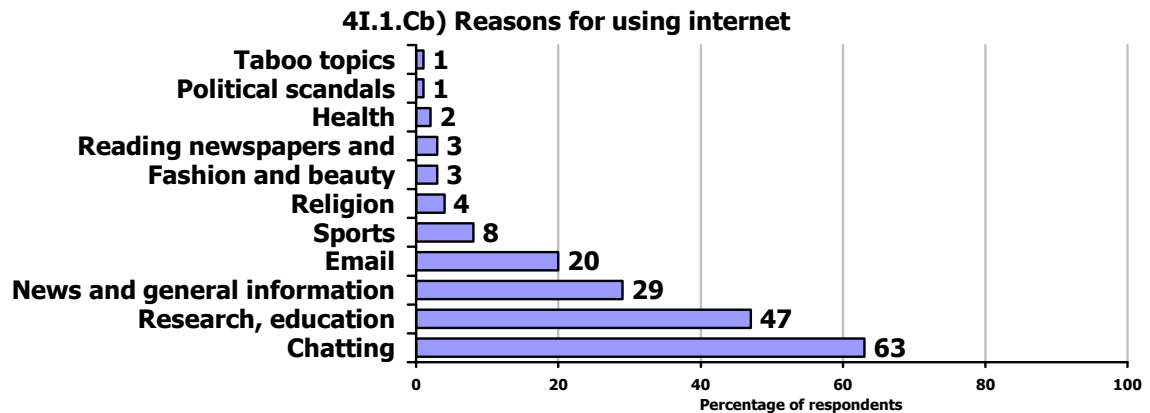
The data showed that DE class uses the internet for chatting more than other classes while AB class uses internet for checking and sending mails more than other socio-economic classes.

	AB	C	DE
Moroccan readers who use the internet*	**24**	**95**	**71**
Chatting	54%	60%	71%
News and general information	32%	38%	17%
Email	43%	17%	14%

r) Reading Online:

Moroccan internet users (190 respondents) are equally split between 50% of respondents who read online and another 50% who do not read online.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. c) Reading online among internet users
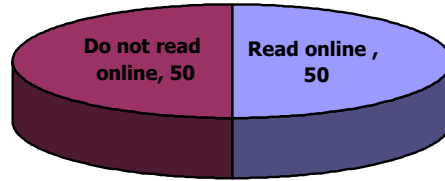
s) Reading newspapers & magazines online:

Majority of Moroccan readers who read online (97 respondents) read newspapers and magazines online as shown from the following chart.

4I.1C. d) Internet users who read newspapers and magazines online
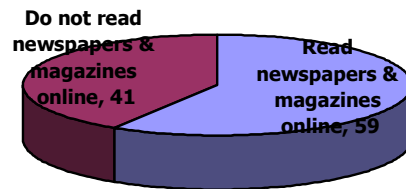
t) Topics of interest online:

Majority of Moroccan readers who read online and read newspapers and magazines online (54 respondents)* read about news and general information and research and education.

4I.1C. e) Topics of interest to online readers

Percentage of respondents
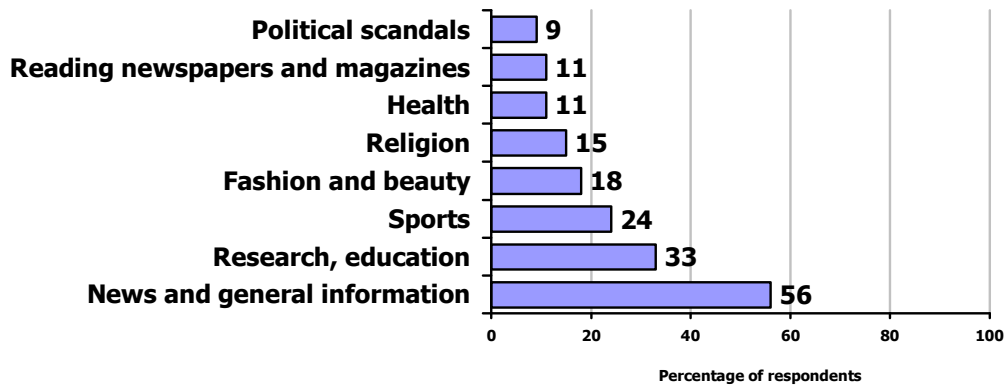
o. Printing Internet pages:

Majority of Moroccan respondents who read newspaper and magazines online (54 respondents)* print internet pages they are interested in.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. f) Printing Internet pages

Do not print internet pages, 24

Print internet pages, 76

p.   Knowing online Encyclopedias:

Majority of Moroccan respondents who read newspapers and magazines online 54 respondents)* do not know online encyclopedias.

4I.1C. g) Knowing online encyclopedias

Do not know online encyclopedias, 56

know online encyclopedias, 44

From respondents who know online encyclopedias, 25 respondents*, they mainly mentioned that they log online to following encyclopedias:

Name of the Encyclopedia	Percentage of respondents
Encarta	21
Google	17
www.Sante.com	4
Islamiya	4
www.Maktoub.com	4
www.Jazira.com	4
Qessas Al Anbeya'	4
Universal	4
www.Ajib.com	4

q.   Knowing online Library:

Majority of Moroccan readers who read magazines and newspapers online (54 respondents)* do not know electronic libraries.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4I.1C. h) Knowing online libraries
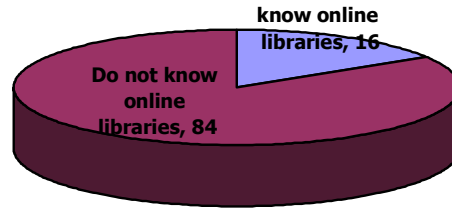
From total respondents who know online libraries (9 respondents)*, they log on the following websites:

Online libraries	Percentage of respondents
Google	56
www. Maktoub katoub	22
Maktabet Al Alam Al Islami	11

D. Reading Books:

Majority of Moroccan readers (498 respondents) read books.

4I. 1D. Reading Books
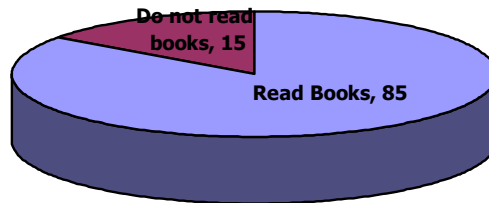
E. Non- readers Internet Usage:

Majority of Moroccan non-readers (509 respondents) do not use the internet.

4I. 1E. Non-readers Internet Usage
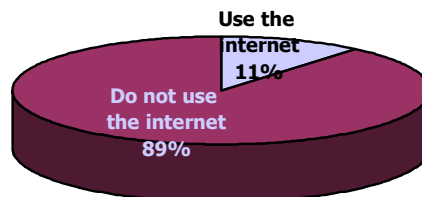
Majority of non-readers who use internet are urban residence (187 respondents) compared to rural residence (322 respondents) with percentages 24% and 2% respectively.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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The data showed that as socio-economic class decreases the percentage of Moroccan non-readers who use internet decreases as shown from the following table.

	AB	C	DE
Moroccan non-readers	**17***	**68***	**441**
Use the internet	50%	30%	7%
Do not use the internet	50%	70%	93%

The younger the age bracket the more percentage of non-readers who use internet as shown from the following table.

	15-24	25-34	35-44	45-65
Moroccan non-readers	**119**	**136**	**119**	**136**
Use internet	24%	11%	6%	2%
Do not use internet	76%	90%	94%	98%

Among Moroccan non-readers who use internet (55 respondents)* 74% use the internet for chatting.

4I.1E. Non-readers Internet Usage

Category	Percentage
Downloading movies	4
Games	6
Email	19
Music	32
Chatting	74

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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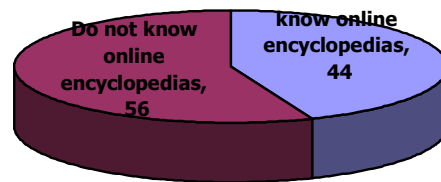
I.2 Frequency of Reading:

I. Frequency of reading newspapers and magazines:

On average Moroccan readers of newspapers and magazines (466 respondents) spend 40 minutes on reading newspapers and magazines per day and following chart shows detailed frequency of reading per day.

4I.2. A. Frequency of reading newspapers and magazines
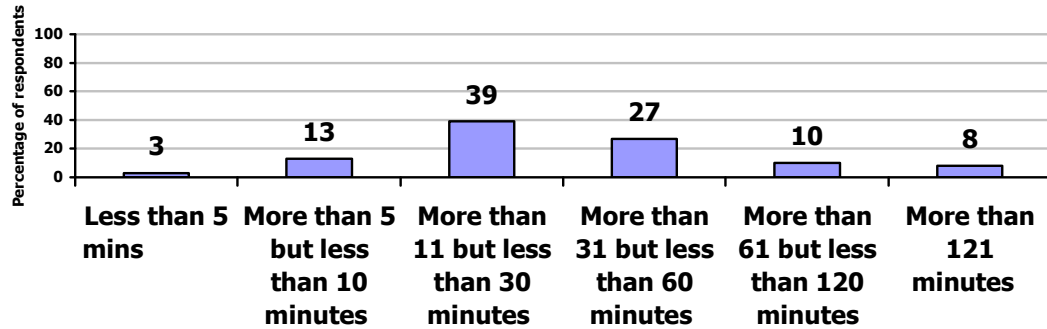
The data showed that as scio-economic class increases the average time spent on reading newspapers and magazines increases as shown from the following table.

	AB	C	DE
Moroccan readers of newspapers and magazines	31*	155	279
Average minutes	47	43	37

As for age, as age increases the average time spent on reading newspapers and magazines per day increases as shown from the following table.

	15-24	25-34	35-44	45-65
Moroccan readers of newspapers and magazines	186	124	62*	62*
Average in minutes	40	37	37	48

J. Time spent reading online:

On average Moroccan respondents who use the internet and read online, 54 respondents*, spent 68 minutes per day or nearly an hour reading online.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

4I. 2B. Time spent reading online

Category	Percentage
More than 5 but less than 10 minutes	6
More than 11 but less than 30 minutes	13
More than 31 but less than 60 minutes	36
More than 61 but less than 120 minutes	27
More than 121 minutes	18
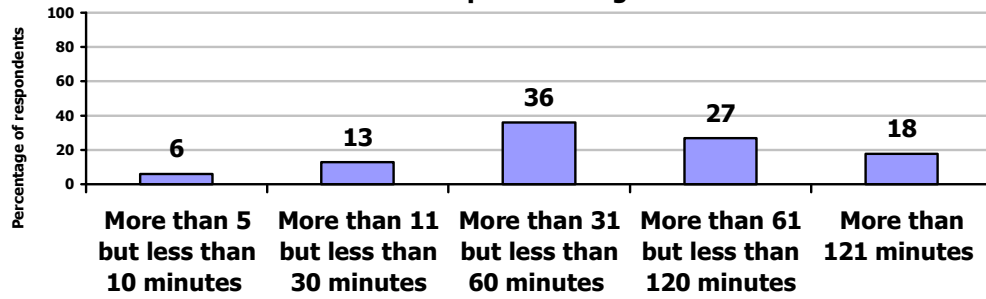
EE. Frequency of reading books:

From total Moroccan respondents who read books (428 respondents) on average they read books for 11 days per months.

4I. 2C. Frequency of reading books

Category	Percentage
Everyday	28
Once per week	25
More than once per week	22
Less than once per month	13
Once per month	12

FF. Time spent reading books per day:

On average Moroccan books' readers (428 respondents) spent 46 minutes reading books per day.
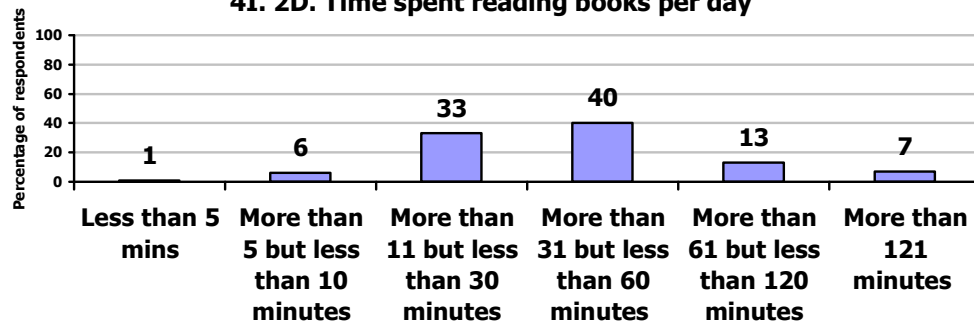
4I. 2D. Time spent reading books per day

Category	Percentage
Less than 5 mins	1
More than 5 but less than 10 minutes	6
More than 11 but less than 30 minutes	33
More than 31 but less than 60 minutes	40
More than 61 but less than 120 minutes	13
More than 121 minutes	7

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
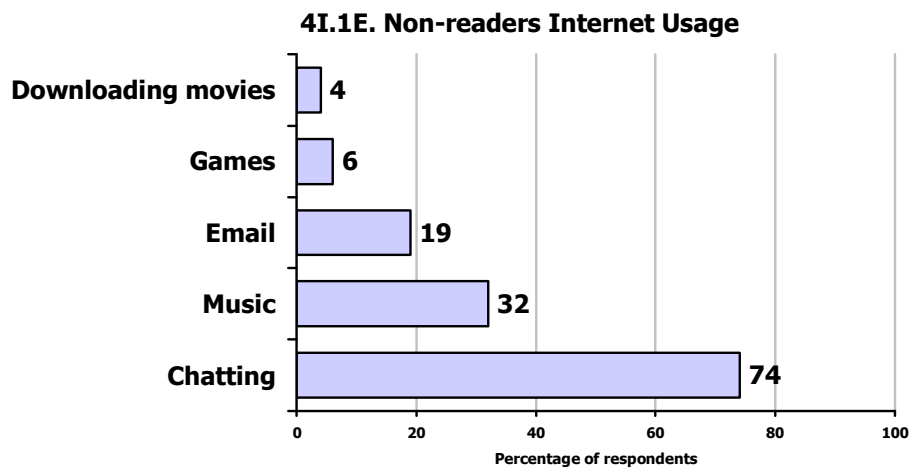
The data showed variances between different age brackets in the average time spent reading per day, age from 45-65 on average spent more time reading compared to other age brackets.

	15-24	25-34	35-44	45-65
Moroccan readers	**160**	**134**	**80***	**53***
Average time spent on reading books per day	45	42	48	52

GG. Time of the day for reading:

Majority of Moroccan readers (498 respondents) read at night as shown from the following chart.

4I. 2E. Time of the day for reading
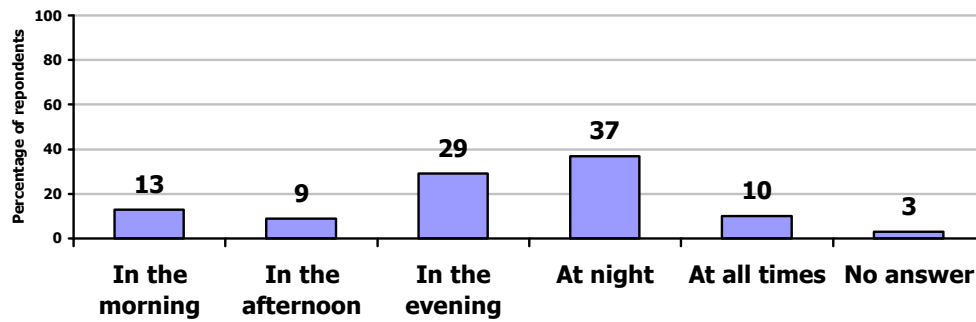
No matter age, gender, socio-economic class or area of residence Moroccan readers prefer to read at night.

HH. Days of the week for reading:

Majority of Moroccan readers (498 respondents) specified that they prefer to read during weekends and also a considerable percentage of respondents mentioned that they prefer to read during all days and it does not matter either weekdays or weekends as shown from the following chart.

**4I. 2F. Days of the week for reading**
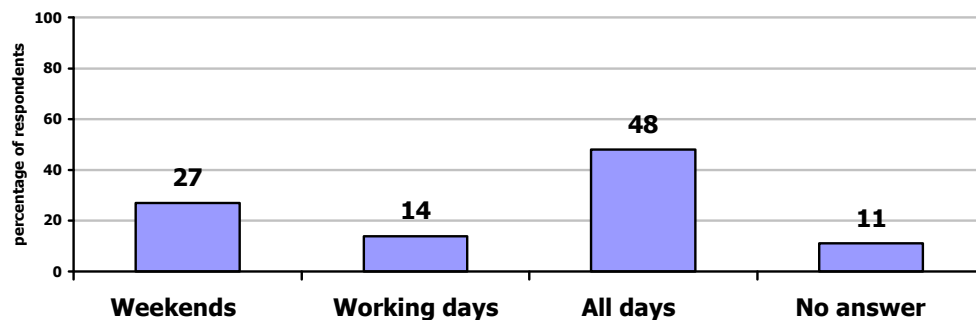
II. Non-readers Frequency of reading Books:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

On average Moroccan non-readers who used to read and stopped reading at a certain age (191 respondents) used to read 6 books per year.

4I. 2G. Non-readers frequency of reading books

Category	Percentage
1 book	23
2 - 3 books	40
4 - 10 books	27
11 - 25 books	8
26 - 50 books	2
More than 51	1

From books that Moroccan non-readers used to read, on average 5 books were school/university books.

4I. 2G. Amount of school/university books

Category	Percentage
1 book	29
2 - 3 books	25
4 - 10 books	18
11 - 25 books	4
26 - 50 books	1
More than 51	1
None of these books	23

JJ. Non-readers time spent online:

Moroccan non-readers who use the internet (55 respondents)* use it for an average of 67 minutes per day.

4I. 2H. Non-readers time spent online

Category	Percentage
More than 5 but less than 10 minutes	2
More than 11 but less than 30 minutes	17
More than 31 but less than 60 minutes	43
More than 61 but less than 120 minutes	17
More than 121 minutes	22
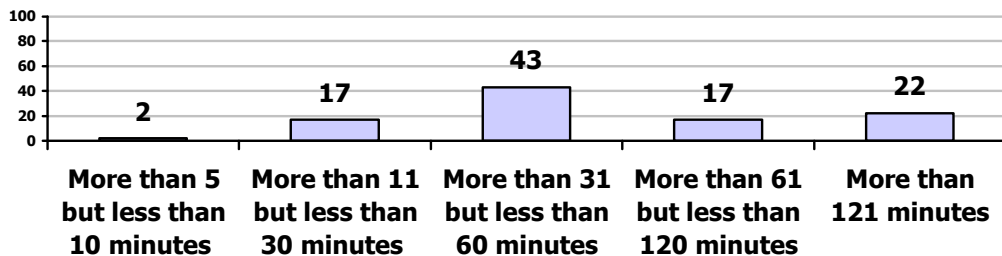
I.3 Location Issues

I.   Number of books at home:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

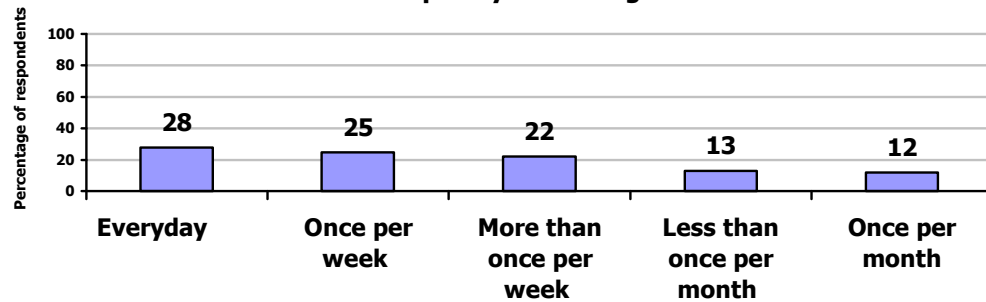Average number of books that Moroccan readers (498 respondents) keep at home is 27 books.

I.3. A. Number of books at home
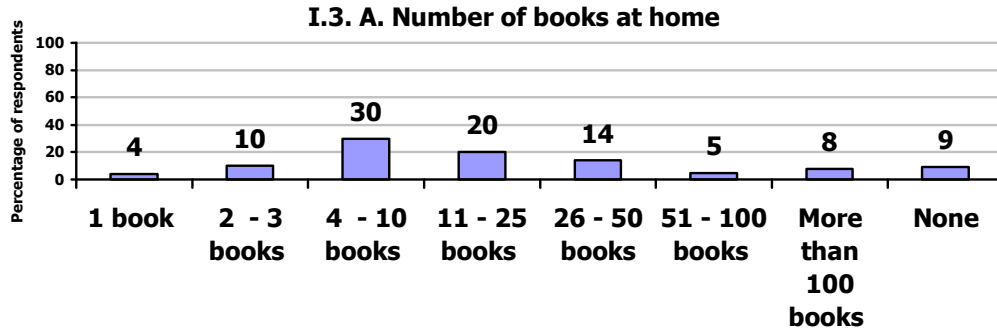
The data showed that urban residence (299 respondents) keep on average more books than rural residence (166 respondents) with averages 33 books and 16 books respectively. The data also showed that on average females (266 respondents) keep books at home more than males (232 respondents) with averages 30 books and 23 books respectively.

The data showed that as socio-economic class decreases the average books kept at home decreases as shown in the following table:

	AB	C	DE
Moroccan readers	**33***	**166**	**299**
Average number of books kept at home	45	37	19

From Moroccan respondents who read and keep books at home (434 respondents) majority mentioned that from 4 to 10 books that they keep at home are school/university books.

I.3. A. Amount of school/university books
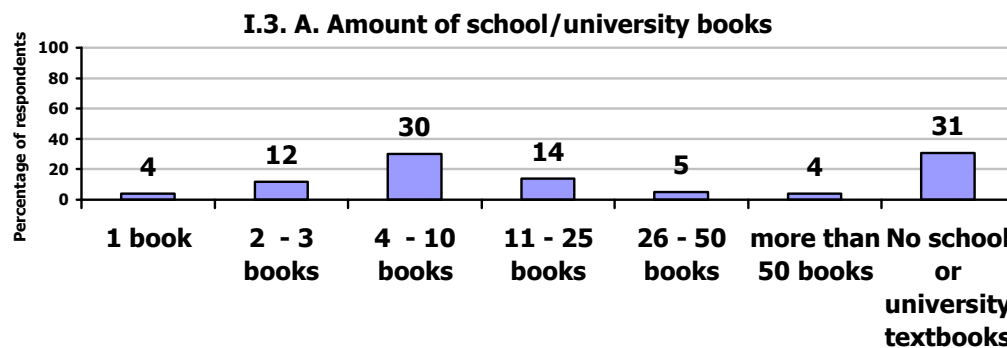
Different age brackets have shown variances in the number of school/university books kept at home as shown from the following table:

	15-24	25-34	35-44	45-65
Moroccan readers who keep books at home	**186**	**124**	**62**	**62**
1 book	5%	3%	4%	4%
2 - 3 books	16%	14%	11%	1%
4 - 10 books	38%	34%	18%	13%
11 - 25 books	18%	11%	14%	11%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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26 - 50 books	3%	6%	3%	8%
more than 50 books	2%	3%	6%	7%
No school or university textbooks	18%	29%	44%	56%

The previous table shows that age bracket 45-65 do not keep much university/school books compared to other age brackets as 56% do not have school/university books, while age 15-24, which is school/university age, keep the highest amount of school/university books compared to other age brackets.

J. Keeping books at a special place:

Majority of Moroccan readers (498 respondents) keep their books at a special place at home as shown form the following chart.

4I. 3B. Keeping books at a special place
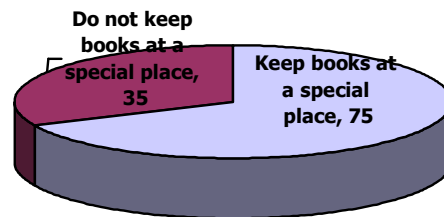
K. Favorite place of reading books:

Majority of Moroccan readers (498 respondents) prefer to read at home as mentioned by 87% of readers. Also, majority of respondents mentioned that there is no second or third preference for them other than reading at home with percentages 38% and 65% respectively. Finally reading books in bed came as a second priority for Moroccan readers (16%) as shown from the following chart.

I3. C. Favorite Place of reading books
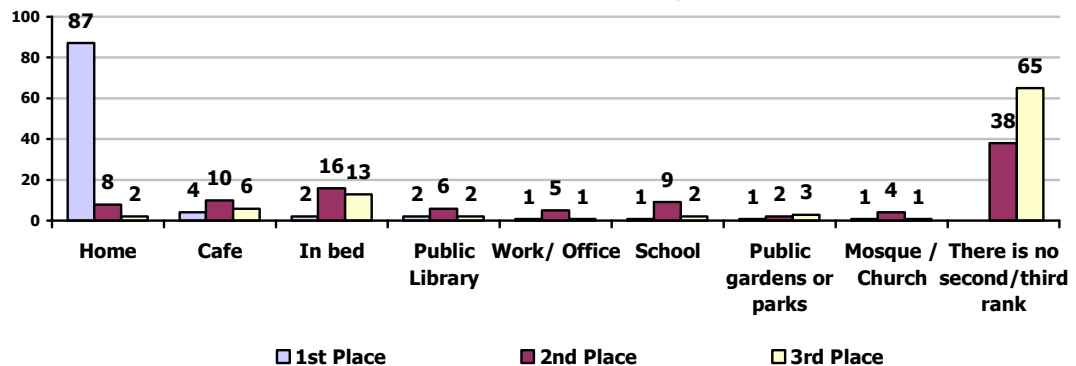
L. Having books at home (non-readers):
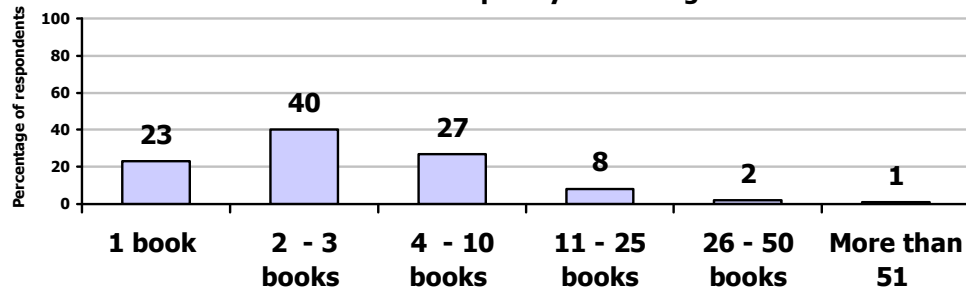
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

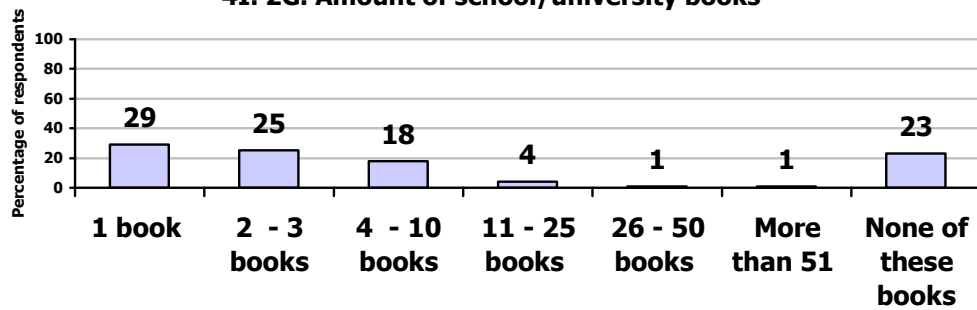Among 509 Moroccan non-readers 53% do not have books at home, while 47% have books at home. Moroccan non-readers who have books at home keep on average 9 books.

4I. 3D. Having books at home

1 book	2 - 3 books	4 - 10 books	11 - 25 books	26 - 50 books	51 - 100 books
12	14	11	6	2	1
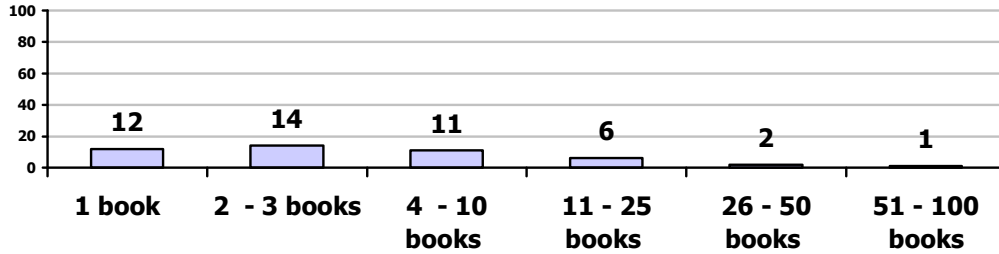
On average urban residence (187 respondents) keep more books at home than rural residence (322 respondents) with averages 15 and 4 books respectively. The data also showed that as socioeconomic class decreases the average number of books kept at home decreases with averages 30 books at home for AB class (17 respondents)*, 17 books for C class (68 respondents)* and 7 books for DE class (441 respondents).

II. Reading Attitudes

II.1 Reasons for reading

SS. Start reading:

Majority of Moroccan readers (498 respondents) have started reading when they learned reading at school as specified by 91% of readers.

II.1. A. Started reading

When I learned reading at school	Much later, it had nothing to do with	Mosque / Church	I learned reading in the family before or outside	Father read loud to me	Mother read loud to me	Brother or sister read loud to me
91	2	2	2	1	1	1
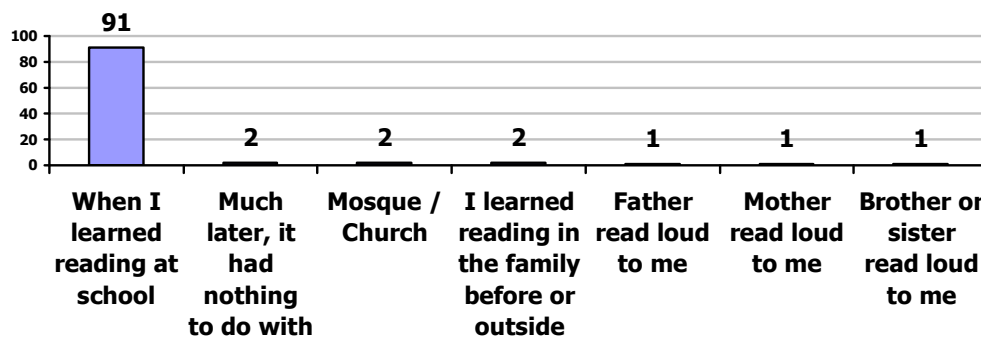
TT. Stopped reading a certain age:

Majority of Moroccan readers (498 respondents) haven't stopped reading at a certain age as mentioned by 67% of the sample.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.1. B. Stopped reading at a certain age
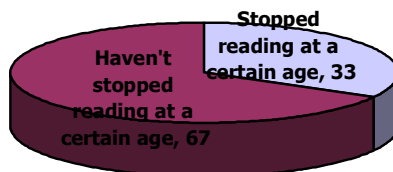
Majority of Moroccan readers haven't stopped reading at a certain age, age 15-24 75% haven't stopped reading at this age as this is the age of school/university. Majority of respondents have stopped reading at age 25-44 which is work/marriage age people are occupied either with their work or their children.

	15-24	25-34	35-44	45-65
Moroccan readers	**199**	**133**	**66***	**66***
Stopped reading at a certain age	25%	39%	40%	34%
Haven't stopped reading at a certain age	75%	61%	60%	66%

UU. Age Respondents stopped reading at:

From total respondents who stopped reading at a certain age (154 respondents) majority stopped reading at age 19-25 as mentioned by 28% of the sample which is apparently transition age from university to starting work.

Age stopped reading at	Percentage of respondents
Less than 15 years	13
Around age 15-16	20
Around age 17-18	22
Around age 19-25	**28**
Around age 26-30	9
Around age 31-35	7
Around age 36-40	3

VV. Reasons for stopping to read:

Moroccan readers who have stopped reading at a certain age (154 respondents) mentioned that they stopped reading because they have no time as specified by 68% of the sample. Majority of readers have stopped reading at age 19-25 which is age when people start work and they stopped reading because they have no time which is apparent that work takes majority of readers' time in addition to this work came as second reason from readers who stopped reading as specified by 10% of respondents.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

II.1. D. Reasons for stopping to read

Reason	Percentage
No interesting books in Arabic	1
No interesting newspapers or magazines	1
I got a satellite dish and TV	1
I finished university	2
No interesting books	2
Foreign language books are too expensive	3
I watch TV	3
I finished school	6
None of the above	7
No money	8
I started working	10
No time	68

Percentage of respondets
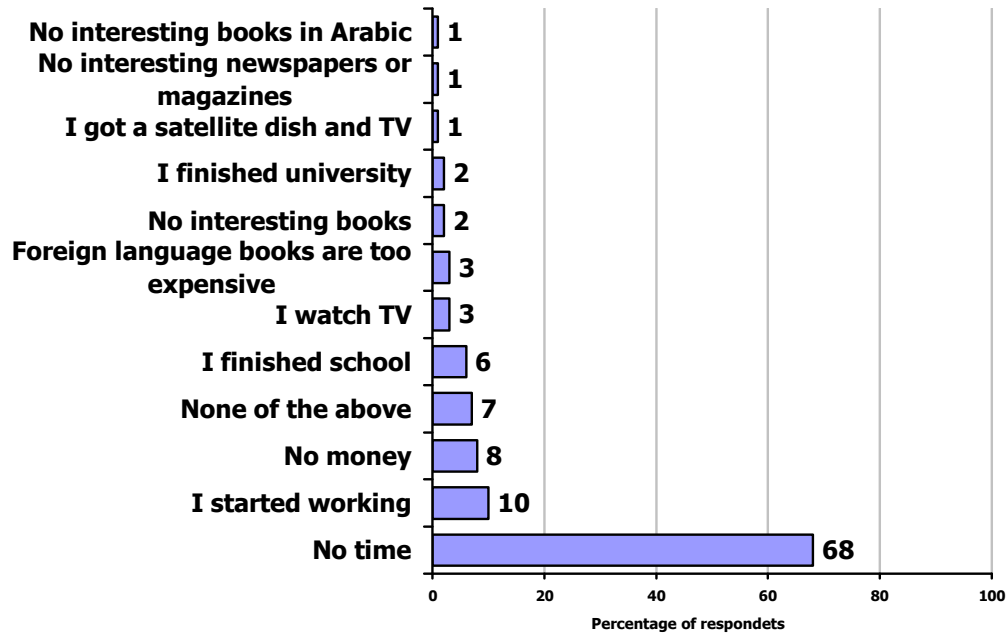
WW.   Restarting to read:

Majority of Moroccan readers (498 respondents) haven't restarted/ increased reading as specified by 69% of readers.

II.1. E. Restarting to read

Restarted to read, 31

Haven't restarted to read, 69
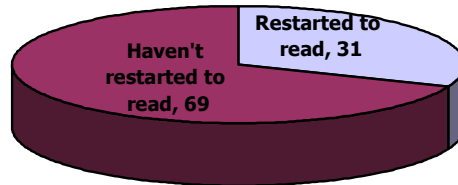
XX. Age re-started/increased to read:

Majority of Moroccan respondents who have increased/restarted reading at a certain age (153 respondents) have increased reading at age 19-25 as shown from the following table.

Age re-started/ increased reading	Percentage of respondents
Less than 15 years	7
Around age 15-16	16
Around age 17-18	18
Around age 19-25	**36**
Around age 26-30	11
Around age 31-35	5
Around age 36-40	6
Around age 41-50	3

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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YY. Reasons for restarting to read:

From Moroccan readers who restarted/ increased reading (153 respondents) 42% have restarted to read because they have more time than previously and found interesting books.

II.1. G. Reasons for restarting to read
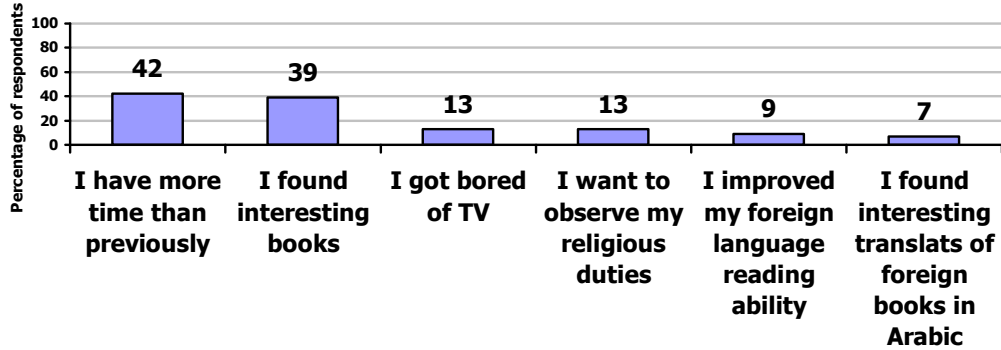
ZZ. Current readings:

Majority of Moroccan readers who have books at home (423 respondents) are currently reading any books.

II.1. H. Current Readings
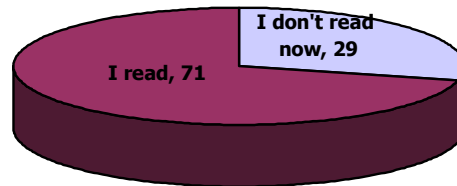
From Moroccan respondents who are currently reading books (292 respondents); 4% are currently reading the Holly book, by looking at the data it was found that respondents didn't agree on one main reading that they prefer as shown from the following table:

Book Title	Author	Percentage of respondents
Holy Quraan		4
Le Rouge et Le Noir	Standhal	2
Tafseer Al Quraan Al Karim (Holly book Explanation)	Ibn Katheer	2
Reyad Al Saleheen	Unspecified	2
Bedaya Wa Nehaya	(aguib Mahfouz	2
Al Ayyam	Taha Hussein	1
School / University Books	Unspecified	1
Tafseer Al Quraan (Holly Book Explanation)	Unspecified	1
Prophet's story	Ibn Katheer	3
Tafseer Al Ahlam	Unspecified	1
The art of cooking	Unspecified	1
Psychology	Unspecified	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Al kaba'er	Unspecified	1
Les Misérables	Victor Hugo	1
Menhaj Al Muslim	Unspecified	1
Al Tholatheyya	Naguib Mahfouz	1
Al Andaleeb	Unspecified	1
Al khobz Al Hafi	Mohamed Shokri	2
Shahrazad	Naguib Mahfouz	1
Awraq	Abdullah Al Orwy	1
Juha Stories	Unspecified	1
Aisha la rebelled	Unspecified	1
DK/DR		3

AAA.   Information about interesting books:

Moroccan readers mainly get information about interesting books from people working in bookshops as specified by 84% of respondents and from family and friends (73%).

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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4II.1 I. Information about interesting books

Source	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
Review of books (9 respondents)	10	30	30	30	
University (13 respondents)	23	54	23		
People in cafe or public garden (6 respondents)	33	50	17		
Workplace (17 respondents)	35	53	12		
Preacher in the mosque / church (18 respondents)	42	42	16		
Teachers (36 respondents)	50	44	6		
School (24 respondents)	54	33	13		
Advertising in newspapers (35 respondents)	56	29	12	3	
Myself looking around in bookshops (34 respondents)	64	22	14		
TV program (43 respondents)	71	24			5
Library (59 respondents)	73	19	9		
Friends or family (253 respondents)	73	24	2	1	
People working in bookshops (50 respondents)	84	10	6		

■ 1st Rank ■ 2nd Rank □ 3rd Rank ■ 4th Rank ■ 5th Rank

BBB.   Reading Trigger (non-readers):

Main trigger for non-reader to start reading is to find topics that are interested in as specified by 89% of respondents.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II. 1J. Reading Trigger

Horizontal stacked bar chart showing reading trigger rankings:

Trigger	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank
More book recommendations on the internet (4 respondents)	0	50	25	25	
If it were easier to buy books (25 respondents)	42	42	13	3	
More book recommendations on TV (8 respondents)	50	25	25		
More books in my preferred language of reading (81 respondents)	62	35	3		
More events promoting reading (33 respondents)	72	19	3	6	
More books in Arabic (86 respondents)	72	21	5		
Less expensive books (178 respondents)	86	13	1		
More books on topics I am interested in (218 respondents)	89	8	2		

Legend: 1st Rank, 2nd Rank, 3rd Rank, 4th Rank, 5th Rank

CCC.   Increased/ Restarted reading at a certain age (non-readers):

Majority of Moroccan non-readers who used to read and stopped reading a certain (191 respondents) didn't restart to read or increased reading as shown from the following chart.

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

Restarted reading 20%

Haven't restarted to read 80%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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From total respondents who have restarted/increased reading (39 respondents)*, majority have re-started to read at age 19-25 years old as shown from the following chart.

II.1. Age restarted reading at

Around age 15-16	Around age 17-18	Around age 19-25	Around age 26-30	Around age 31-35	Around age 36-40	Around age 41-50
13	28	36	10	5	5	3
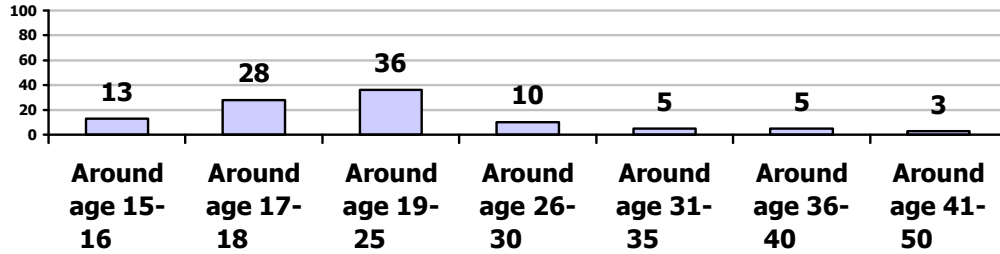
The data showed that Moroccan non-readers who have re-started/ increased reading (39 respondents)* mainly restarted reading because they found interesting books (83%).

II.1. Reasons for Restarting to read

I found interesting books	I got bored of TV	I want to observe my religious duties	I am not working anymore	I found interesting translations of foreign books into
83	23	7	3	3

II.2 Representation of reading

X. Ever Being a Reader:

From Moroccan non-readers (509 respondents) majority have never been readers.

II.2. A. Ever being a reader

Have been readers 38%

Have never been readers 62%
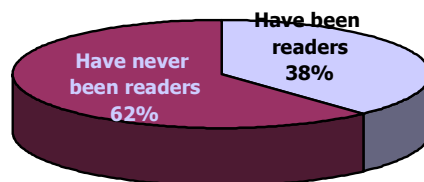
From Moroccan non-readers who used to read (191 respondents) 95% mentioned that they started reading when they learned reading at school as shown from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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II.2. Starting to read
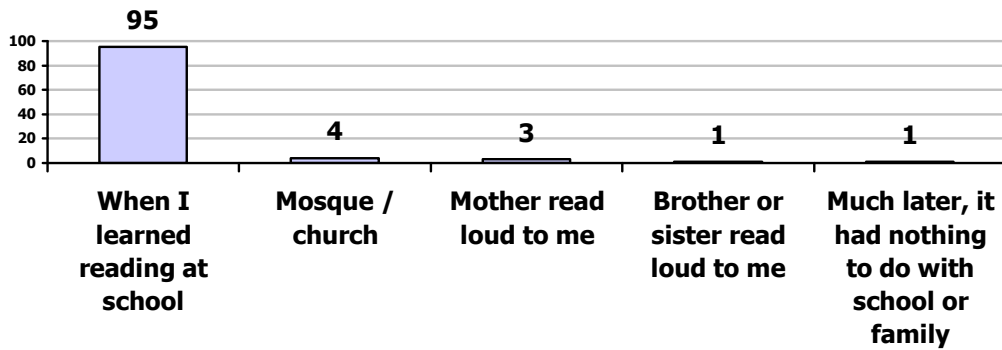
Majority of Moroccan non-readers who have stopped reading at a certain age (191 respondents) have stopped reading at age 19-25.

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

Moroccan non-readers who have stopped/decreased reading have stopped reading mainly because of unavailability of time as shown from the following chart.

II.2. Reasons for stopping to read
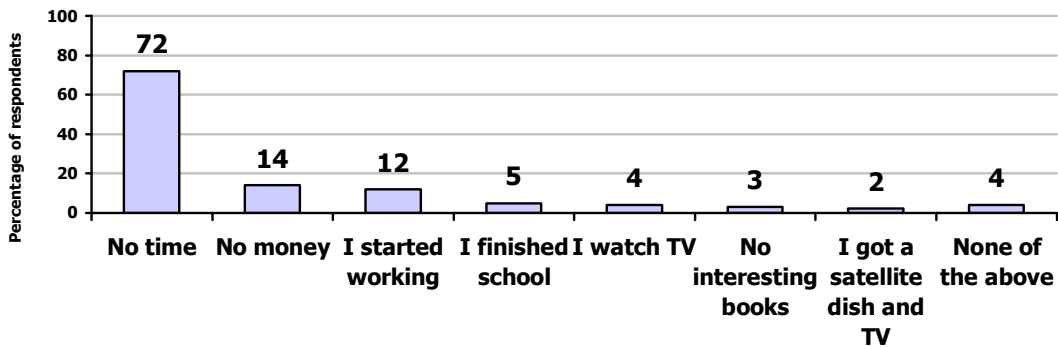
II.3 Representation of languages

E.   Languages of Reading newspapers and magazines:

Moroccan readers of newspapers and magazines read primarily in Arabic language then French came as a second priority for languages to read in newspapers and magazines.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
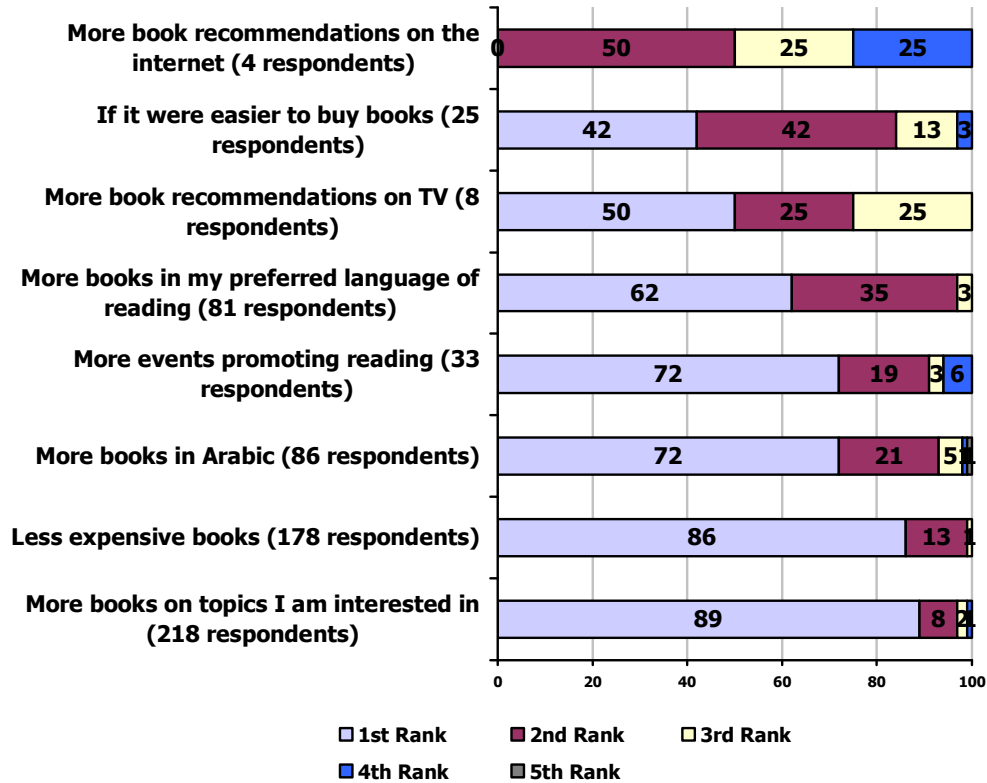
II.3. A. Languages of reading newspapers and magazines
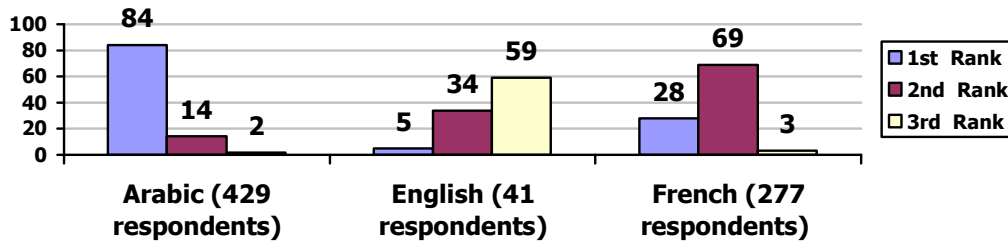
Y.   Languages of reading online:

Top 3 languages that Moroccan readers, who use the internet and read online (54 respondents)*, use online are French, Arabic, and English languages as shown from the following chart.

II3. B. Languages of reading online
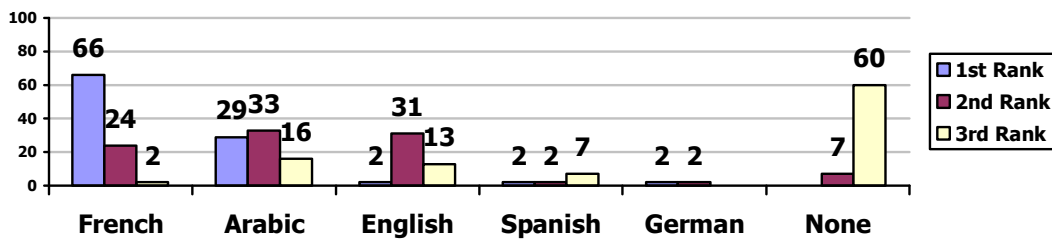
Z.   Language of reading:

Moroccan readers prefer to read primarily in Arabic while French language came as a second priority.

II3. C. Language of reading
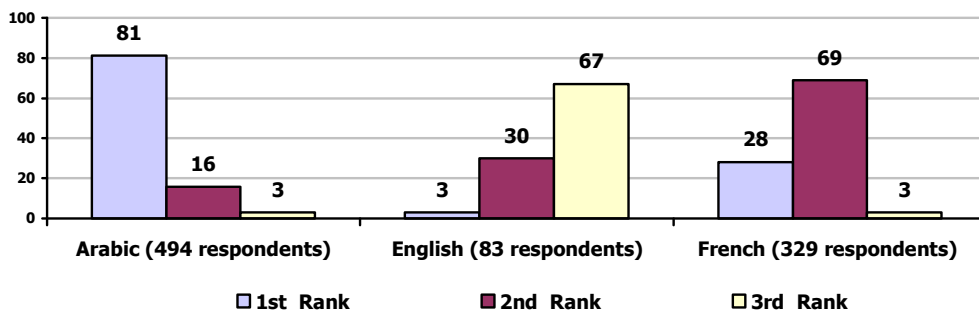
AA. Preferred language while reading:

Most preferred language for Moroccan readers while reading is Arabic followed by French language as elaborated from the following chart.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
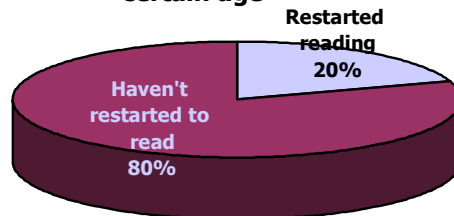
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II3. D. Preferred langauge while reading

Legend: ☐ 1st Rank ■ 2nd Rank ☐ 3rd Rank
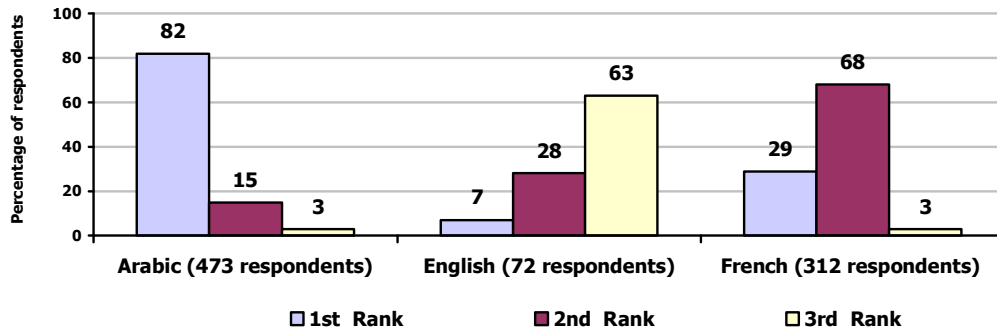
BB. Reasons for language preference:

The main reason that Moroccan readers (498 respondents) prefer a certain language is that it is the mother tongue language as specified by majority of respondents.

II3. E. Reasons for language preference
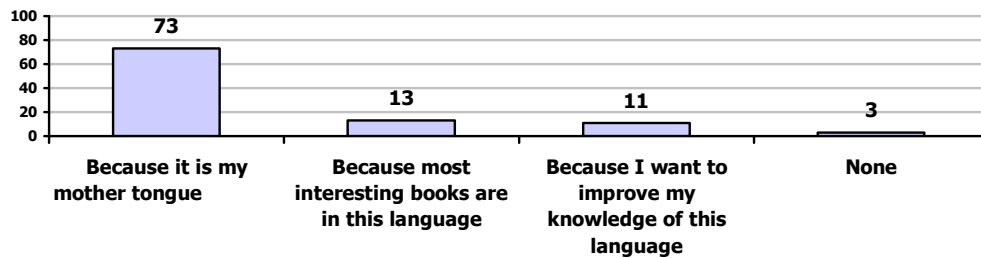
CC. Percentage of books at home versus its language:

The following table shows the percentage of books kept at respondents' home in different languages:

	Arabic Language	English Language	French Language
Moroccan readers who have books in these languages	**392**	**81***	**289**
1- 10%	5%	41%	21%
11- 20%	9%	39%	24%
21- 30%	5%	11%	11%
31- 40%	5%	6%	10%
41- 50%	5%	1%	7%
51- 60%	10%	1%	8%
61- 70%	4%	-	5%
71- 80%	15%	-	10%
81- 90%	11%	-	2%
91-100%	31%	-	1%

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
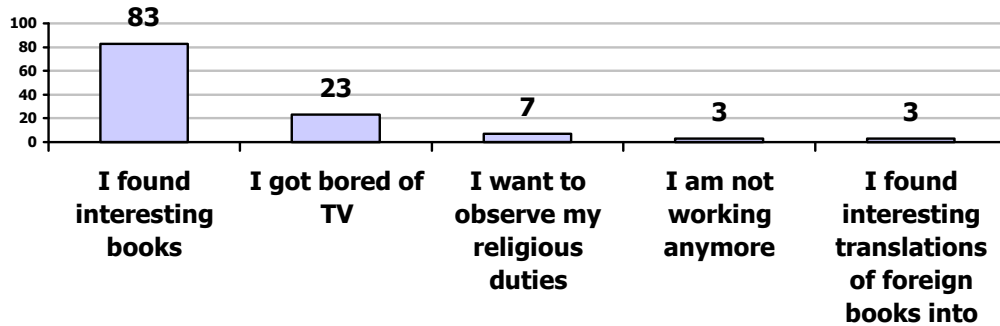
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As the data shows from the previous table that the majority of books that Moroccans keep at home are in Arabic language as 31% of respondents keep from 91-100% of books at home in Arabic language. Majority of books are kept in the language preferred by the respondents as it is their mother tongue language.

KK. Non-readers language preference:

Language that Moroccan non-readers used to read in is Arabic as shown from the following table that 61% of respondents mentioned that from 91-100% of books that Moroccan non-readers have are in Arabic language.

	Arabic	English	French
Moroccan non-readers who used to read books and stopped reading at a certain age	**192**	**22***	**83***
1- 10%	1%	57%	29%
11- 20%	2%	24%	24%
21- 30%	2%	5%	12%
31- 40%	2%	5%	12%
41- 50%	5%	-	10%
51- 60%	7%	-	2%
61- 70%	4%	5%	1%
71- 80%	10%	5%	2%
81- 90%	7%	-	2%
91-100%	61%	-	4%

Moroccan non-readers who use the internet primary read online in French language as shown from the following chart.
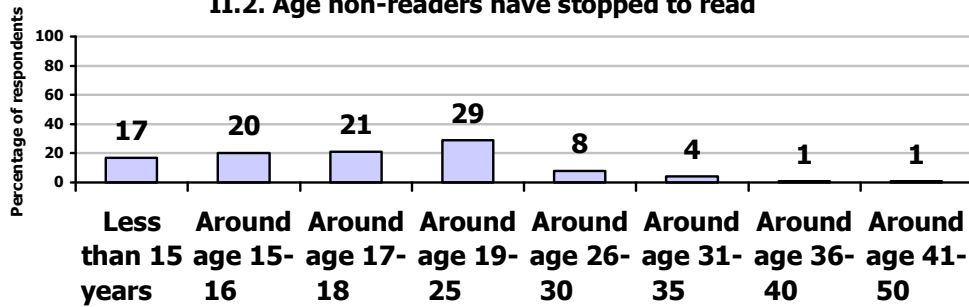
II.3. I. Language used online by non-readers
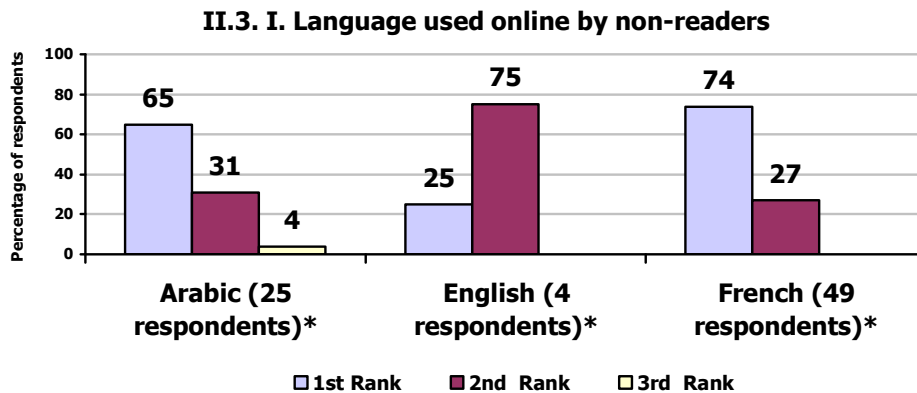
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III. Accessing Books

III.1 Information and documentation channels

U. TV programs Awareness:

Majority of Moroccan readers, 498 respondents, are not aware of TV programs that present books.

III.1. A. TV programs awareness
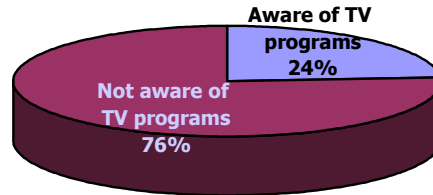
Moroccan readers who know TV programs that present books, 117 respondents, mentioned the following programs and presenters as their favorite.

Program	Channel	Presenter	Percentage of respondents
Unspecified	Eqra' Channel	Unspecified	3
Khayro Jalees/Rafeeq Fel Anam		Al Manar	2
Sonnaa Al Haya	Eqra' Channel	Amr Khaled	2
Unspecified	TV5 Channel	Unspecified	2
Zaman Al ketab (Al Zaman Wal ketab)	Unspecified	Unspecified	2
Rawh Al Mowaten	Channel 2 (Morocco)	Hesham Al Abbudi	2
Al ketab khayro Jalees	Al Jazeera	Unspecified	1
Brouillon de Culture	Unspecified	Unspecified	1
Unspecified	Al Jazeera Channel	Unspecified	1
Unspecified	Al Manar Channel	Unspecified	1
Al Islam, Solouk Wa Maaloumat	Channel 2 (Morocco)	Unspecified	1
Makateb Al Alam	Dream Channel	Unspecified	1
Lessan Al Arab	Unspecified	Mohamed Al Boanani	1
Ajial	Unspecified	Faten Al Sayed Ghalan Donia	1
TV1 Channel	Unspecified	Unspecified	1
Namazej	Channel 2 (Morocco)	Unspecified	1
Fatema Al Tawali	Channel 2 (Morocco)	Unspecified	1
Jawhara	Channel 2 (Morocco)	Abdul Rafeea	1
Unspecified	TFA Channel	Unspecified	1
Unspecified	LBC Channel	Unspecified	1
Deen Wa Moamala	Channel 2 (Morocco)	Unspecified	1
A program presented by Omar Selim	Channel 2 (Morocco)	Unspecified	1
Isdarat	Channel 2 (Morocco)	Unspecified	1
A program for Rashid Teeni	Channel 2 (Morocco)	Unspecified	1
Unspecified	Infinity Channel	Unspecified	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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| Nazarat | Channel 2 (Morocco) | Unspecified | 1 |
| Ketab Al Osboua | Unspecified | Abdul Qader Al Shawi | 1 |

From all Moroccan respondents who read books, 428 respondents, majority didn't buy a book that was mentioned in a program before as elaborated from the following chart:

III.1. A. Buying books mentioned in TV programs
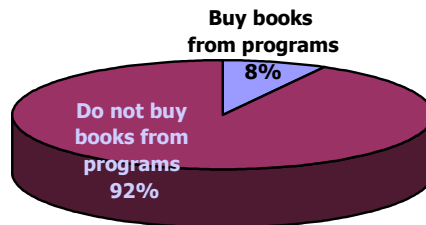
V. Attended the Book Fair:

Majority of Moroccan readers, 498 respondents, have attended the book fair.

III.1. B. Attended the Book Fair
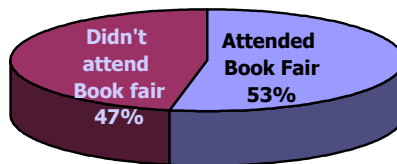
From total of 265 respondents who read and have attended the book fair; 36% attend the book fair few times a year, which shows that Moroccan readers who attend the fair do not attend it consistently.

III.1. B. Frequency of going to Book Fair
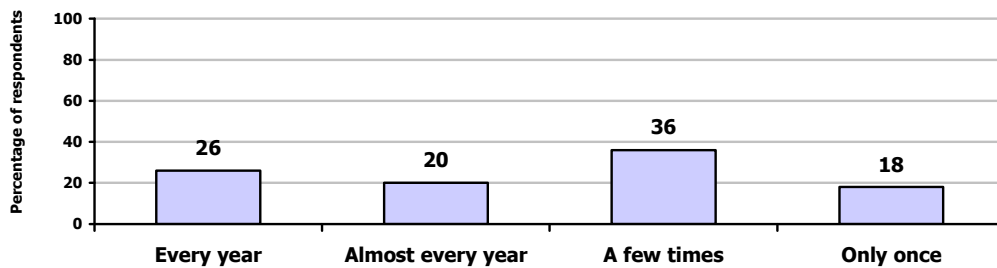
Majority of Moroccan respondents who read and have been to the Book Fair, 265 respondents, have bought from 2-3 books. On the other hand, 34% of respondents haven't bought any books from the fair and on average Moroccan readers buy 4 books from the fair.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. B. Purchasing books from Book Fair
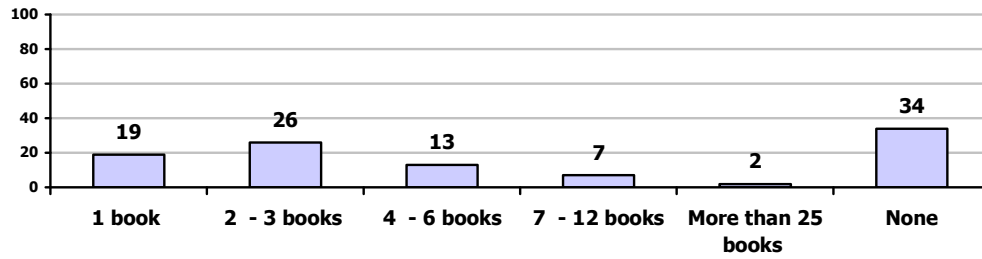
Majority of Moroccan readers go to the book fair because of the selection of books available at the fair and the discounts offered as shown from the following chart.

III.1. B. Reasons for going to the fair
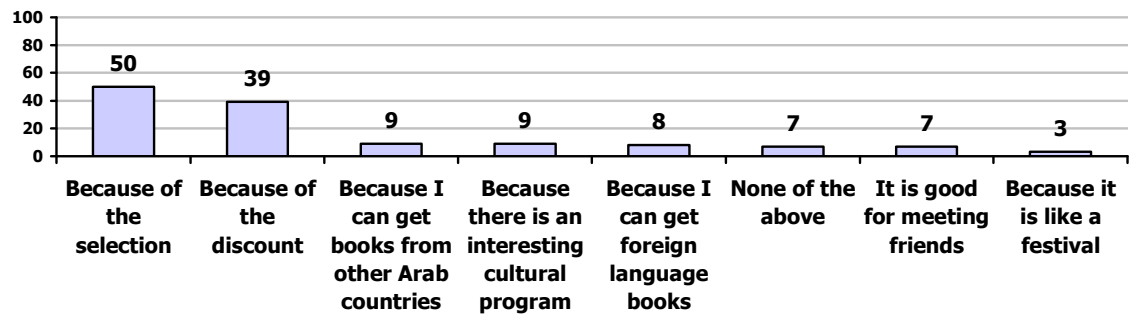
W. Ordering books online:

The data showed that from a total of 428 Moroccan books' readers 100% haven't order any books from online.

III. 1. C. Ordering Books Online

X. Library Card:

From a total of 498 Moroccan readers, 14% have a library card.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.1. D. Library Card

Have a library card
14%

Do not have a library card
86%
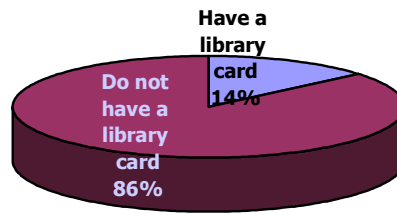
From total of 70 respondents who have library cards, 54% have access to public libraries.

III.1. D. Access to libraries

Percentage of respoondents

Public library	54
School	29
Private library	22

Y.   Visiting Library:

Majority of Moroccan readers (498 respondents) have been to libraries before.

III.1. E. Visiting Library

Haven't been to libraries
41%

Have been to libraries
60%
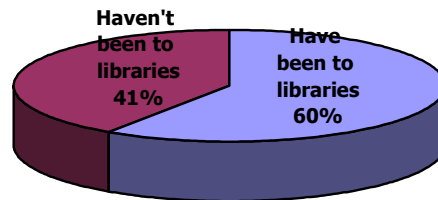
From total Moroccan readers who have been to libraries before (287 respondents) majority go to the library few times a year or on average 36 times a year.

III.1. E. Frequency of visiting libraries
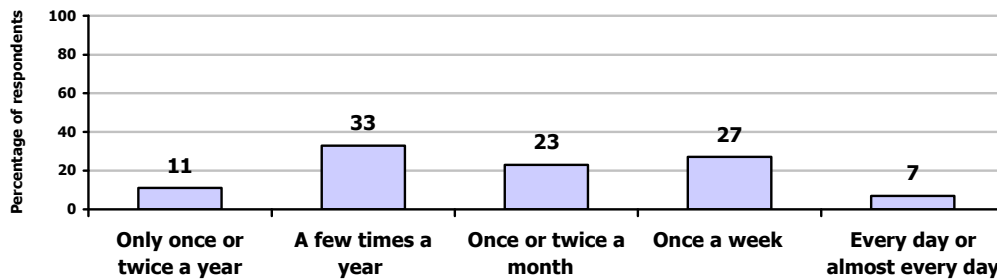
Percentage of respondents

Only once or twice a year	11
A few times a year	33
Once or twice a month	23
Once a week	27
Every day or almost every day	7

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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R. ISBN Number Usage:

From Moroccan readers (498 respondents) 2% have ordered books using ISBN number, 33% know the ISBN number but never ordered books using it and majority do not know what's ISBN number.

III.1 F. ISBN Number Usage

Used it
2%

Don't know
65%

Do not use
ISBN
33%

S. Information on interesting Books (non-readers):

Majority of Moroccan non-readers, 509 respondents, specified that there isn't enough information available on interesting books.

III. 1 G. Information on interesting books

There is enough information
38%

There isn't enough information
62%
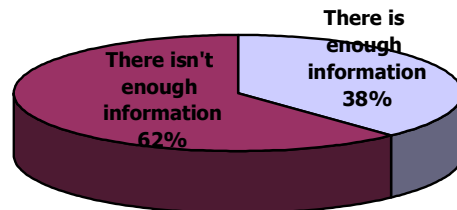
T. Non-readers visiting a library:

Majority of Moroccan non-readers (509 respondents) have never visited libraries before.

III.1. H. Non-readers visiting library

Have visited libraries
32%

Haven't visited libraries
68%
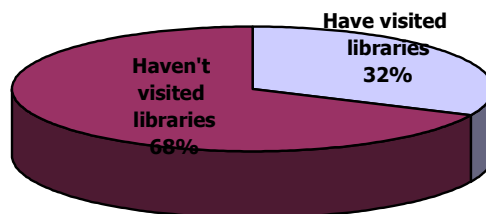
III.2 Promotion Issues

I. Place Publisher:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Majority of Moroccan books' readers (423 respondents) have read books published in Arab countries as shown from the following chart and also considerable percentage of respondents do not know the place where the book was published in.

III.2. A. Place Publisher

	1st Place	2nd Place	3rd Place
In an Arab country, but I don't know where exactly	15	6	4
Casablanca	11	5	3
In Europe or North America	7	5	4
Beirut	6	3	2
Cairo	5	1	2
Rabat	3	3	2
Damascus	1	2	1
Riyadh	1	1	1
None	35	39	
I don't know	50	38	42

J. Attended an Event:

Majority of Moroccan readers (498 respondents) haven't attended an event focused on reading.
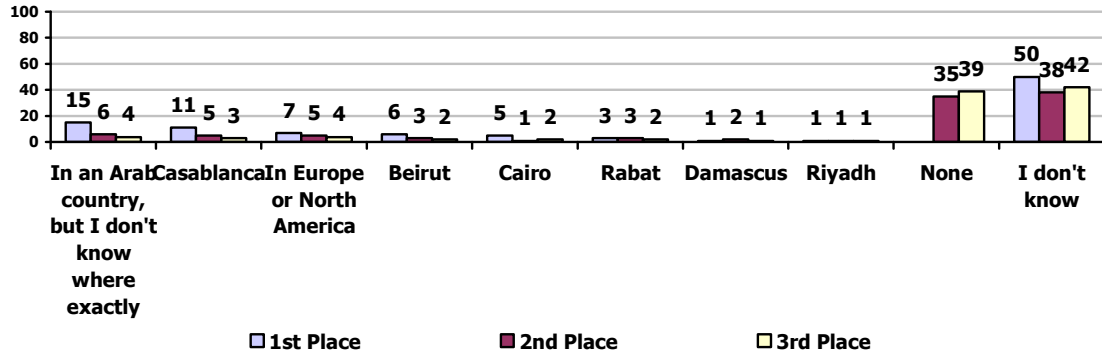
III.2. B. Attended an Event

Haven't attended an event 70%
Attended an event 30%
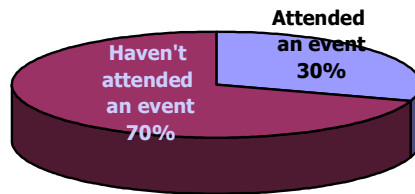
From total Moroccan readers who attended events focused on reading (102 respondents) 62% attend lectures, colloquies, and book discussions.

III.2. B. Events Attended
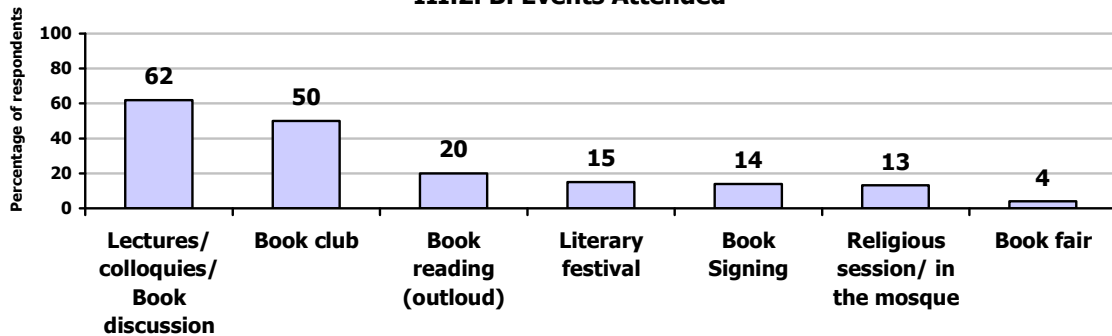
|	Percentage of respondents
Lectures/ colloquies/ Book discussion	62
Book club	50
Book reading (outloud)	20
Literary festival	15
Book Signing	14
Religious session/ in the mosque	13
Book fair	4

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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K. Non-readers awareness with TV programs:

Majority of Moroccan non-readers (509 respondents) do not know TV programs specialized in presenting books.

III.2. C. Non-readers knowing TV programs
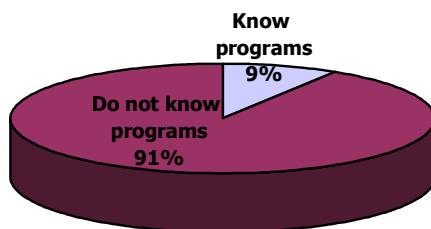
From respondents who watch TV programs that present books (44 respondents) 50% watch "Al Diwan" program on Moroccan channel presented by Hisham Al Abbudi.

Program	Channel	Presenter	Percentage of respondents
Al Diwan	Channel 2 (Morocco)	Hisham Al Abbudi	50
Al Islam, solouk Wa Maaloumat	Channel 2 (Morocco)	Unspecified	5
Ketabi	Unspecified	Unspecified	2
Arts et Lettres	Channel 2 (Morocco)	Omar Sulaiman	2
Zaman Al ketab (Al Zaman Wal ketab)	Unspecified	Unspecified	2
Ajial	Unspecified	Faten Al Sayed Ghalan Donia	2
Unspecified	Al Nil Al Taalimeyya Channel	Unspecified	2
Unspecified	Unspecified	Nourdin Afalo	2
Sonnaa Al Haya	Eqra' Channel	Amr Khaled	2
Hazal ketab	Al Jazeera Channel	Unspecified	2
Don't/Don't Remember			27

L. Non- readers attending an event focused on reading:

Majority of Moroccan non-readers (509 respondents) haven't attended an event focused on reading as mentioned by 92%.

III.2. D. Non-readers attending an event focused on reading
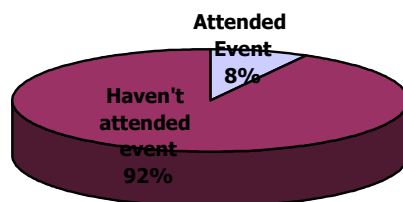
From those who have attended events focused on reading (40 respondents)* 33% have attended the book fair.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.2. D. Events Attended

Event	Value
Book fair	33
Book reading (outloud)	25
Book club	18
Literary festival	8
Book Signing	3
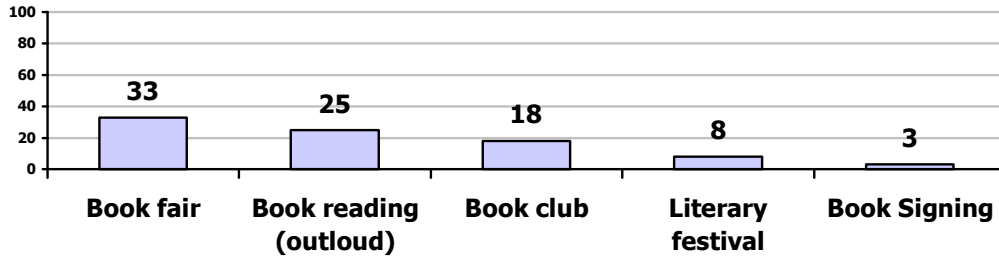
III.3 Pricing/Purchase Power Issues

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

From total Moroccan respondents who read books, 428 respondents, average number of books bought within the past 12 months is 5 books. Majority of respondents have bought from 2-3 books within past 12 months and 31% of readers haven't bought any books within past 12 months.

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

Category	Value
1 book	9
2 - 3 books	28
4 - 6 books	19
7 - 12 books	9
13 - 25 books	4
More than 25 books	1
None	31

J.   Readers Purchasing Power:

Majority of Moroccan books' readers (409 respondents) buy books with prices from 31 DH or more and on average Moroccan readers buy books with 23 DH.

III.3. B. Readers purchasing power
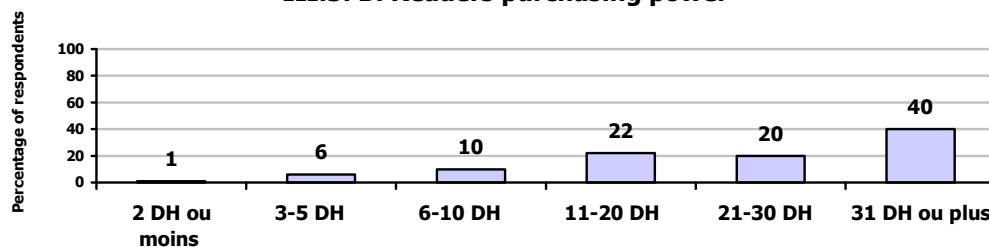
Percentage of respondents

Price	Value
2 DH ou moins	1
3-5 DH	6
6-10 DH	10
11-20 DH	22
21-30 DH	20
31 DH ou plus	40

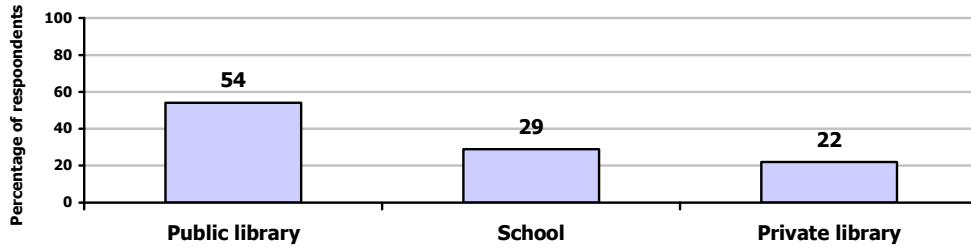#### K.   Good Price for a Book (Readers):

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Average price that Moroccan books' readers (409 respondents) think is good for a book is 22 DH. On the other hand, 50% mentioned that price doesn't matter.

III.3. C. Good price for a book among readers
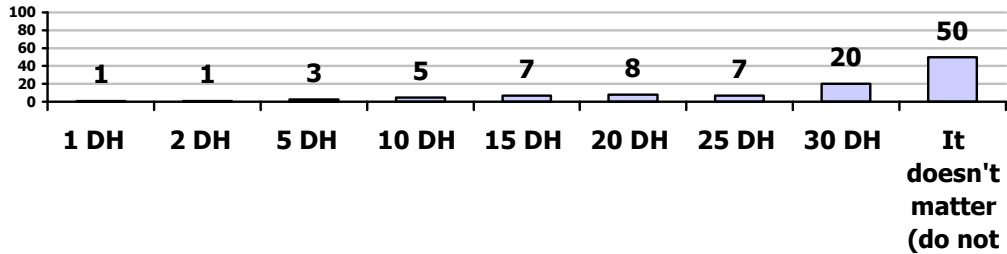
L. Non-readers Purchase Power:

From total Moroccan non-readers 509 respondents 19% of respondents mentioned that price does not matter for them. On average reasonable price for a book is 14 DH.

III.3. D. Non-readers purchase power
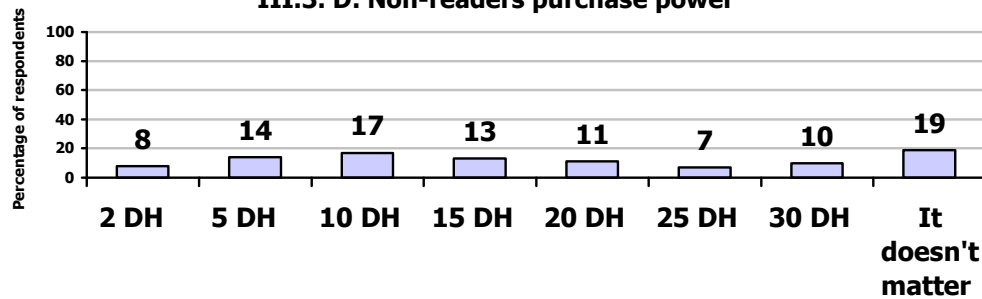
III.4 Circulation of Books

E. Lending/ Borrowing Books:

Majority of Moroccan readers who have books at home (423 respondents) lend their family and friends their books.

III.4. A. Lending/ Borrowing Books
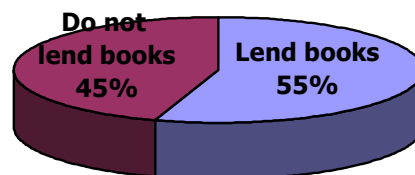
Respondents who read books and lend it to family and friends (245 respondents) mainly lend books with frequencies few times per year and once per month as elaborated from the following chart.
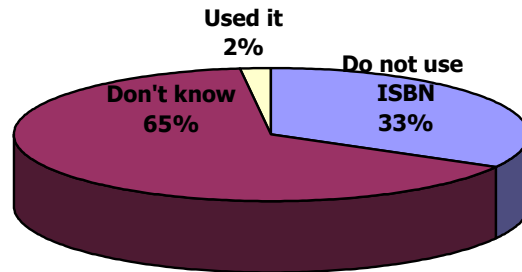
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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III.4. A. Frequency of lending books
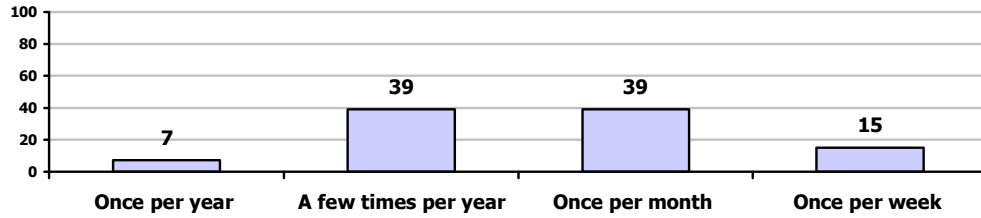
Majority of respondents who read and have books at home (423 respondents) also borrow books from family and friends and these percentages are nearly consistent with percentages of respondents who lend books to family and friends so it is mutual those who lend books also borrow books.

III.4. A. Borrowing books
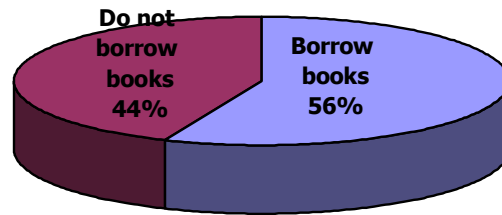
Total respondents who read books and borrow books from family and friends (223 respondents) borrow books with nearly same frequencies they lend books with as shown from the following chart that 38% borrow books a few times a year and 41% borrow books once per months.

III.4. A. Frequency of borrowing books
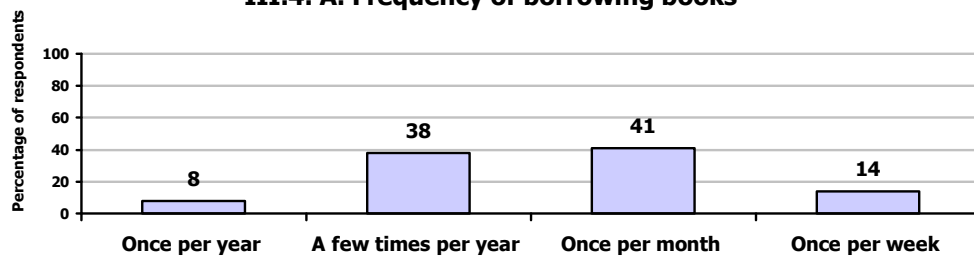
Though the majority of respondents lend and borrow books from family and friends, minority of respondents borrow books from public libraries.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

III.4. A. Borrowing from public libraries
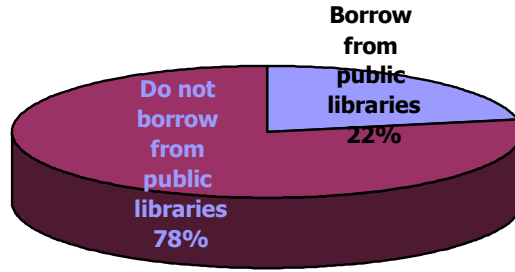
Borrow from public libraries 22%

Do not borrow from public libraries 78%

From total respondents who borrow books from public libraries, 90 respondents*, majority borrow books from libraries once per month.

III.4. A. Frequency of visitng public libraries

Once per year	A few times per year	Once per month	Once per week
10	22	42	26

IV. Reading Contents

IV.1 Topics

E. Topics people read most:

From a total of 498 Moroccan readers 39% read religious books and 35% read the Quraan.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.1. A. Topics people read most

Topic	Value
Cartoons	1
Theatre plays	3
Exact sciences / technology	4
Encyclopedias / dictionaries	5
Contemporary poetry	7
How-to-books	8
Historical books	8
Philosophy	8
Weekly political magazines	10
Textbooks for school or university	11
Cooking books	13
General newspapers	22
Contemporary novels	22
Qoran	35
Religious books	39

Majority of Moroccan respondents who used to read and stopped reading at a certain age (191 respondents) used to read text books for school or university.

IV.1. A. Topics non-readers used to read

| Topic	Value
Cartoons	1
Yellow press	1
Theatre plays	1
Philosophy	1
Encyclopedias / dictionaries	2
How-to-books	2
Contemporary poetry	2
Exact sciences / technology	4
Weekly political magazines	4
Historical books	10
Contemporary novels	15
Cooking books	16
General newspapers	19
Qoran	22
Religious books	26
Textbooks for school or university	28

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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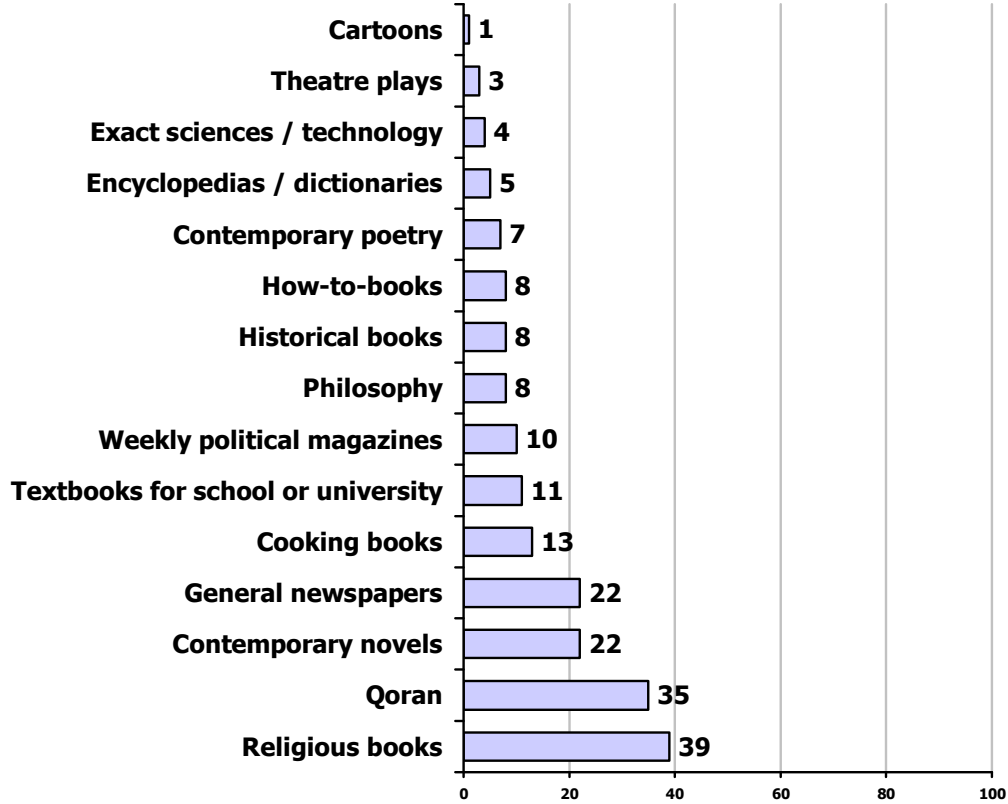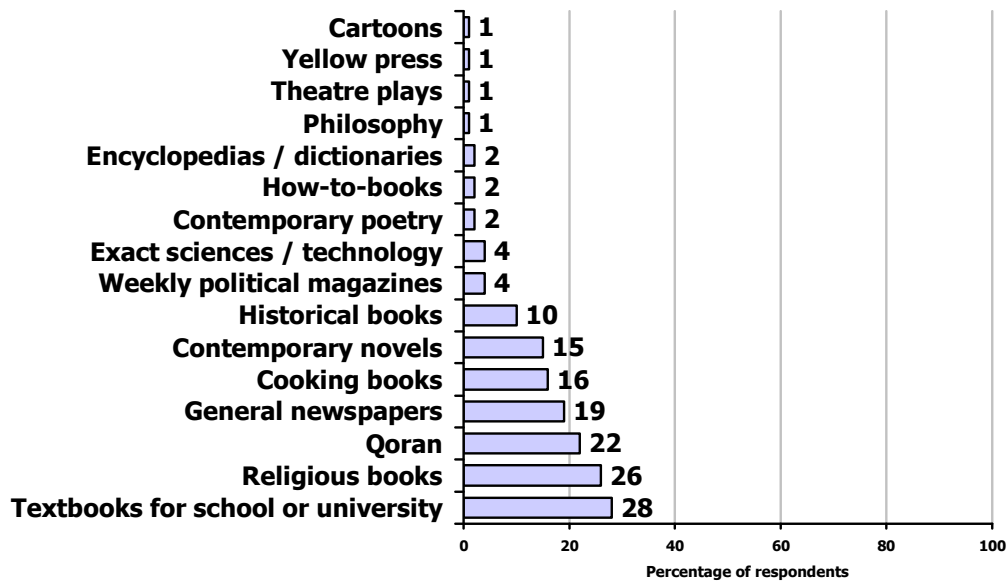
F.   Topic to read in the future (non-readers):

From a total of 509 non-readers, 42% are interested to read in the future about religion, 18% are interested in reading about cooking books, and 14% are interested in general newspapers.

IV.1. B. Topics non-readers like to read in the future

Topic	Percentage
Philosophy	1
Yellow press	1
Encyclopedias / dictionaries	1
Theatre plays	2
Exact sciences / technology	2
Contemporary poetry	2
Textbooks for school or university	3
Weekly political magazines	3
Historical books	8
Contemporary novels	12
General newspapers	14
Cooking books	18
Qoran /Bible	32
Religious books	42

Percentage of respondents

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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IV.2 Authors

I. Books/ Authors within past 3 months:

Moroccan respondents who read books (428 respondents) mainly read religious books and read for Naguib Mahfouz.

Title	Author	Percentage of respondents
Holy Quraan	Unspecified	2
Bedaya Wa Nehaya	Naguib Mahfouz	2
Reyad Al Saleheen	Unspecified	2
Al Ayyam	Taha Hussein	1
Le rouge et Le Noir	Standhal	1
Cooking books / The art of cooking	Unspecified	1
Prophets' stories	Unspecified	2
Fiqh Al Sunna	Unspecified	1
Tafseer Al Quraan	Ibn Katheer	2
Menhaj Al Muslim	Unspecified	1
Al Doaa' Al Mustajab	Unspecified	1
Religious Topics	Unspecified	1
School / University Books	Unspecified	1
Kaleela Wa Demna	Unspecified	1
Azabul Qabr	Unspecified	1
One thousand and one night	Unspecified	1
Psychology	Freud	1
Al kaba'er	Unspecified	1
Al khobz Al Hafi	Mohamed Shokri	2
Tohfat Al Arous	Unspecified	1
Juha Stories	Unspecified	1
Abwab Al Faraj	Unspecified	1
Al Reeh Al Shetweyya	Unspecified	1
Eugène Grandi	Balzac	1
La Qloire de mon Père	Unspecified	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents
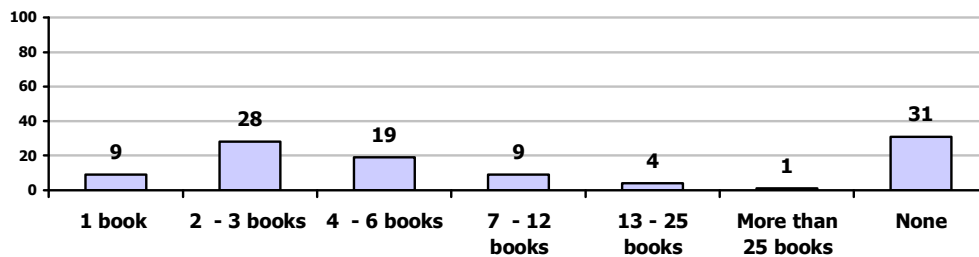
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J.   Favorite Titles or Authors:

Majority of Moroccan readers (428 respondents) prefer to read for Naguib Mahfouz and Taha Hussein.

Favorite Author	Percentage of Respondents
Naguib Mahfouz	5
Taha Hussein	5
Jubran Khalil Jubran	1
Nezar Qabbany	1
Al Manfalouty	1
Victor Hugo	1
Amr Khaled	1
Al Imam Al Ghazali	1
Ihssan Abdul Qoddous	1
Ibn Katheer	1
Youssef Al-Sebaey	1
Ahmed Shawqi	1
Molière	1

Favorite Author	Percentage of Respondents
Holy Quraan	3
Al ayyam (Taha Hussein)	1
Al khobz Al Hafi (Mohamed Shokri)	2
Bedaya Wa Nehaya (Naguib Mahfouz)	1
Le rouge et le noir	1
Juha Stories	1
Cooking books / The art of cooking	1
Reyad Al Saleheen	1
Tohfat Al Arous	1
School / University Books	1
Prophets' stories	1
Al Tholatheyya (Naguib Mahfouz)	1
Saheeh Al Bokhari	1
Al Doaa' Al Mustajab	1
Les misérables	1
Awraq (Abdullah Al Orwy)	1
Al Reeh Al Shetweyya (Mubarak Rabeea)	1
Leabat Al Nessian	1
Ebarat (Al Manfalouti)	1
Honoré (Balzac)	1
Tafasseer Al Jaleelein	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

V. Language Issues

V.1 Language preferences

E. Readers Purchase of last 12 months:

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

	Arabic Language	English Language	French Language
Moroccan books' readers who have purchased books in these languages	**259**	**42**	**163**
1- 10%	4%	39%	15%
11- 20%	4%	34%	19%
21- 30%	4%	5%	10%
31- 40%	4%	5%	6%
41- 50%	10%	7%	14%
51- 60%	5%	-	8%
61- 70%	3%	2%	3%
71- 80%	12%	2%	6%
81- 90%	7%	2%	3%
91-100%	48%	2%	16%

Majority of Moroccan readers have bought from 91-100% of books in Arabic language as specified by 48% of respondents.

V.2 Translations

E. Readers Purchase of last 12 months:

From a total of 280 respondents who have bought books within past 12 months 11% have bought 2-3 books translated from a foreign language into Arabic as elaborated from the following chart:

V.2. A. Translated books purchased within the past 12 months

The data also showed that majority of respondents haven't bought books translated from foreign languages.

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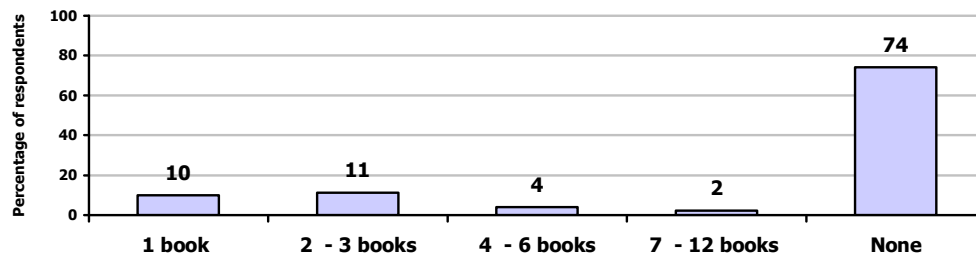
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VII. Readers Attitude

Moroccan readers can afford to buy books and tell friends and family about books they like to read.

VII. A. Books readers attitude

Usually I can afford to buy most of the books that I want/need
8 | 16 | 19 | 56

When I read an interesting book, I tell friends and family about it
7 | 8 | 16 | 68

0   20   40   60   80   100

☐ Strongly Disagree   ■ 3   ☐ 2   ■ Strongly agree   ☐ Don't Know
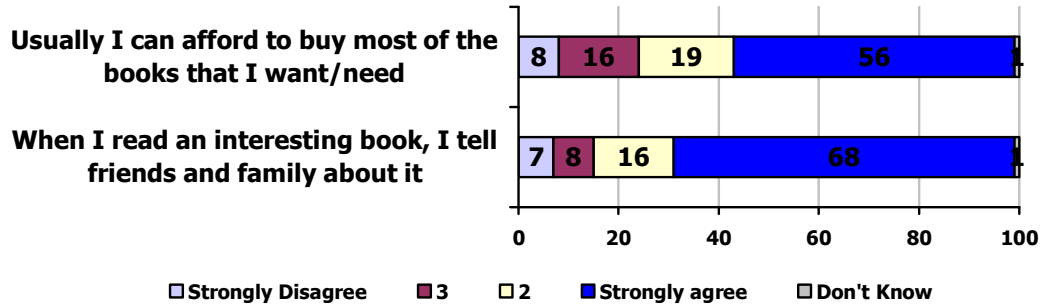
Moroccan readers read for pleasure and do not prefer to party over reading. Moroccan readers prefer to read stories themselves more than listen to it from someone else. Moroccan readers read more than what is required because they enjoy reading and like to spent their time and money on reading. Moroccan readers find TV, internet, radio, and watching movies interesting but still they prefer to read hard copies.

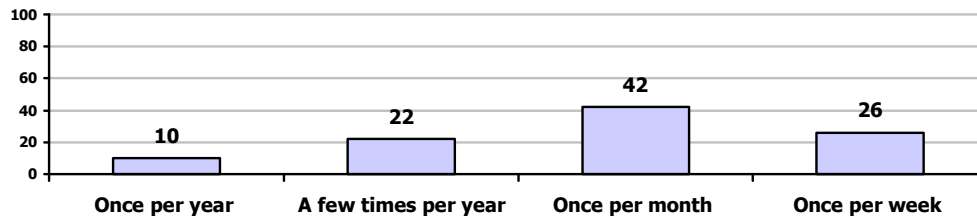* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.B. Readers attitude

| Statement	Strongly Disagree	3	2	Strongly agree	Don't Know
Reading is good but I find it old-fashioned	67	10	6	5	11
Since I have access to the internet I read more, but online	44	5	4	8	38
Internet is interesting, but satellite TV is more interesting	44	11	5	8	31
I think I read less than the average of my age	22	10	12	9	47
Most people buy books only to show off	30	11	11	10	38
I read because I am not allowed to go out in the evening	62	9	6	11	12
Arab authors writing in foreign languages just want to show off	33	9	6	14	38
I think I read more than the average of my age	19	12	9	15	45
I think I read more than most other people I know	21	13	10	16	40
Everybody will pretend that reading is important but most people know that TV is more interesting	44	12	11	16	17
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	44	14	9	19	14
Reading is the best way of learning, but qualifications don't count in real life	47	15	7	20	11
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences, humanities	43	10	7	22	18
I don't have time for reading, and on weekends I prefer to party	41	12	8	23	16
I like listening to stories, but I don't like reading myself	36	13	10	29	12
Books are too expensive, I can't afford to read	24	15	17	30	14
I rarely read more than what is required	19	15	16	33	17
I do not read during traveling because buses, airports, and trains are overcrowded	28	10	13	36	13
There are not enough translations of foreign books into Arabic	12	12	11	37	28
I read for pleasure	29	9	9	40	13
Arab authors need to write in foreign languages in order to sell abroad	15	8	11	41	25
I prefer listening to the Qoran / Bible rather than to read myself	16	10	12	49	13
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all about	16	8	14	50	12
The film version of a book is more attractive to me than the book itself	12	9	14	50	15
Reading is hard work because you need to concentrate	13	9	13	52	11
Reading Arabic is too different from speaking Arabic	11	8	13	53	15
A book is a nice present for friends or family	7	6	14	60	13
I have always liked reading	3	7	11	67	12
Islam / Christianity teaches Muslims / Christians to read	4	2	6	75	13
I read to improve myself	2	4	6	75	12

Legend: ☐ Strongly Disagree ■ 3 ☐ 2 ■ Strongly agree ☐ Don't Know
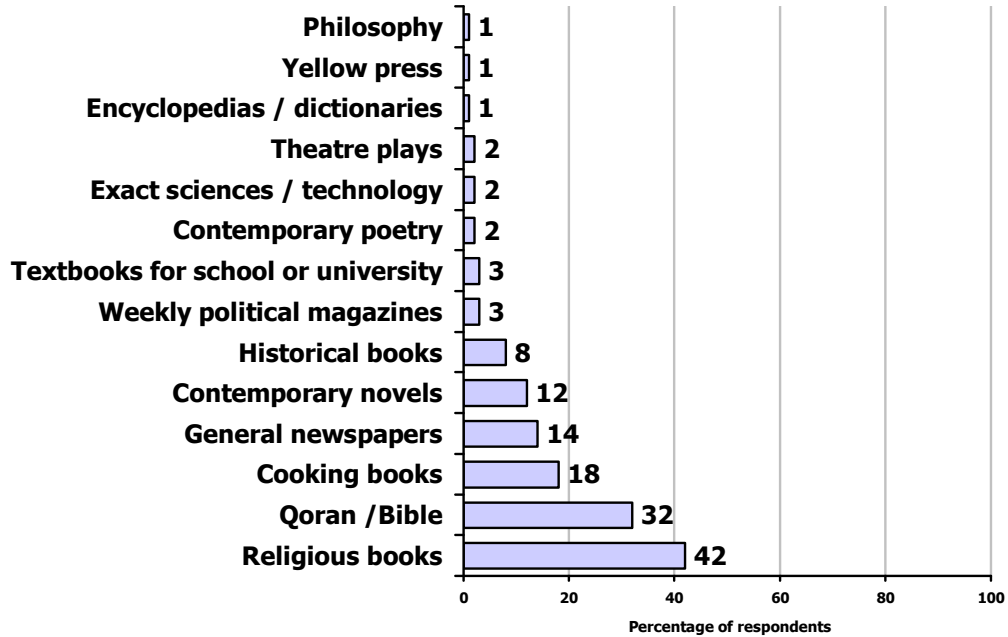
* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.C. Non-Readers Attitude

Moroccan non-readers think positively of reading and readers but they prefer watching TV more than reading and feel that it is all the same and gives the same information. For non-readers reading is hard wok and needs concentration, which could be the reason why non-readers do not enjoy reading. Non-readers find that film version is more interesting than reading and would put their money in a movie rather than buying a book. Finally non-readers think positively of Arabic language and think it is interesting but perceive it as hard to read and needs concentration than speaking it.

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VII.C. Non-readers attitude

Statement	Strongly disagree	3	2	Strongly agree	DK
I think most other people I know don't read either	44	7	4	4	41
I think most people of my age don't read either	41	7	5	5	43
Most people buy books only to show off	36	12	7	10	35
Internet is interesting, but satellite TV is more interesting	30	12	11	10	38
Arab authors writing in foreign languages just want to show off	30	8	8	11	44
Reading is good but I find it old-fashioned	54	16	13	13	4
Everybody will pretend that reading is important but most people know that TV is more interesting	36	16	15	18	15
Books in Arabic are less interesting	40	14	13	19	16
There are not enough translations of foreign books into Arabic	17	13	10	23	37
Reading is the best way of learning, but qualifications don't count in real life	41	14	13	23	9
I don't have time for reading, and on weekends I prefer to party	31	14	15	24	17
Arabic is good for poetry and religious literature, but not for exact sciences, social sciences,	31	10	10	30	18
Arab authors need to write in foreign languages in order to sell abroad	15	12	16	31	27
If I have some money to spend, I rather go out or watch a movie at the cinema than buy a book	27	18	16	34	6
Books are too expensive, I can't afford to read	23	19	16	37	5
Arab authors need to write in foreign languages in order to teach people abroad	11	9	15	38	27
A book is a nice present for friends or family	10	17	24	38	10
Reading a book, watching TV, listening to the radio or surfing the Internet is the same. It's all	17	12	15	41	16
I like listening to stories, but I don't like reading myself	21	14	16	44	6
Reading Arabic is too different from speaking Arabic	7	14	17	51	11
The film version of a book is more attractive to me than the book itself	9	11	15	58	7
I prefer listening to the Qoran rather than to read myself	14	8	17	59	3
Reading is hard work because you need to concentrate	14	6	14	64	4
Islam teaches Muslims to read	4	6	11	76	3

Legend: ☐ Strongly disagree ■ 3 ☐ 2 ■ Strongly agree ☐ DK

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers Lifestyle

GG.   Readers lifestyle:

Lifestyle is how you spent your time and money. The data shows that readers are interested in news and current affairs, culture, travel, politics, and health. The data reflects that readers spent considerable amount of their time reading about news and current global and local affairs, and gain knowledge about topics that interest them. Moroccan readers also are interested in socializing with family and friends which shows that they spend time with family and friends as elaborated further in the report from lifestyle section.

VIII.A. Readers lifestyle

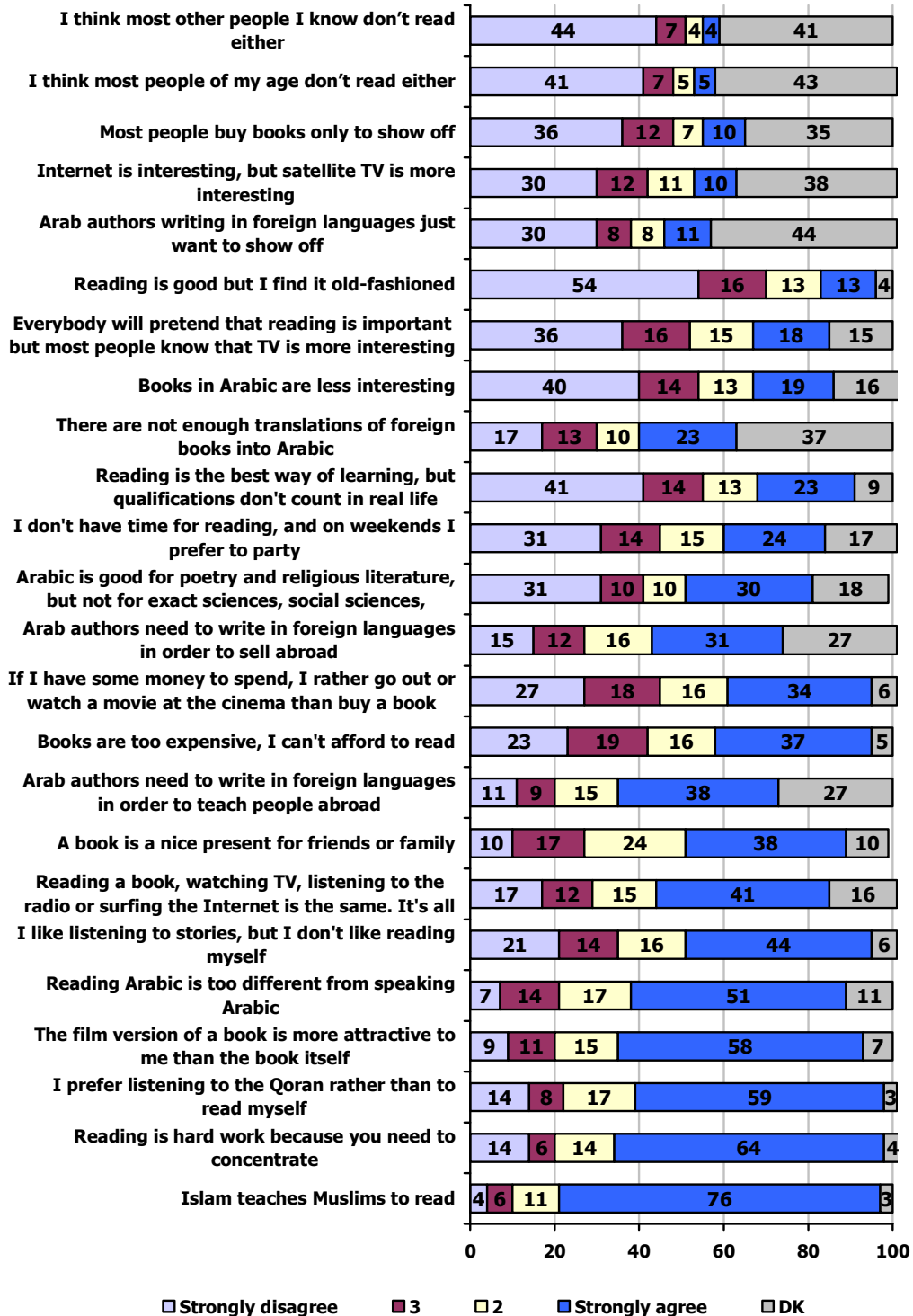| Category	Very Much	Much	Little	Very Little
Geography	9	15	37	39
Politics	13	12	29	46
Technology	17	11	34	38
Automobiles	19	13	30	38
History	19	22	37	22
Literature	22	25	36	17
Sports	31	21	28	20
Business	31	22	28	19
Culture	36	29	27	8
Cooking/food	37	23	26	14
Music	37	24	26	13
Nature	42	30	24	4
News and current affairs	49	27	21	3
Health	50	26	20	3
Travel	55	16	24	5
Religion	59	20	19	2

□ Very Much   ■ Much   □ Little   ■ Very Little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.A. Readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
going to movies	7	9	17	67
surfing the internet	19	14	10	57
shopping	19	29	25	27
exercising	27	26	19	28
socializing with family and friends	36	40	18	6
to learn about current affairs in the world	51	26	17	6
to look well groomed	54	28	15	3
to make myself more educated	59	29	10	2
to gain knowledge about topics that are important for me	59	33	6	2
to follow my religious obligations	70	19	8	4

□ Very Much ■ Much □ Little ■ Very Little

HH.   Time spend during weekdays:

Basically during weekdays Moroccan readers spend their time between working, sleeping, and studying as shown from the following table.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	241	146	477	480	454
Average in Hours	7	7	8	1	2

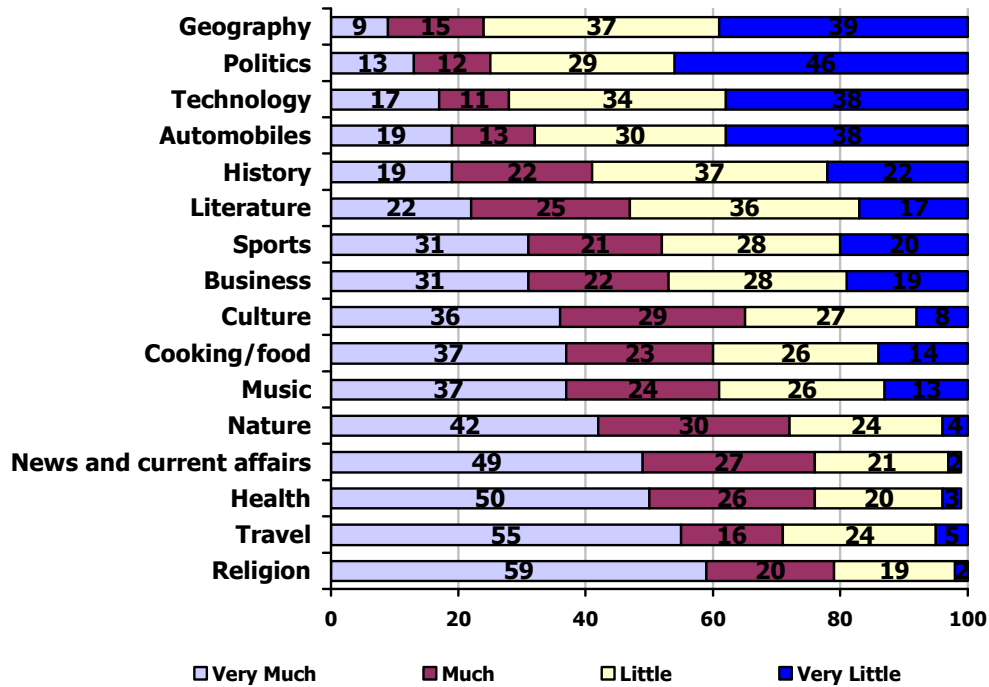|	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	176	457	485	224	438	493
Average in Hours	1	1	1	1	1	1

II. Time spend during weekends:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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Majority of respondents sleep during weekends as shown from the following tables, readers also spend considerable time on work or studying (students) during weekends and socializing with family and friends as previous data showed that readers are interested in socializing with family and friends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Respondents who read and spend their time on these activities	114	63	486	456	481
Average in Hours	6	3	8	1	2

	Surfing the internet	Reading books, magazines, newspapers	Personal care & grooming	Sports	Religious Duties	Eating
Respondents who read and spend their time on these activities	158	439	483	261	444	493
Average in Hours	2	1	1	1	1	1

JJ. Spending free time:

The data showed that readers spent their free time on daily activities such as watching TV, following religious information, socializing with family and friends, and resting. As for reading habits; readers spend considerable time daily on reading newspapers (32%) and books (31%) as shown from the following chart.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VIII. D. Spending free time

Activity	Daily	5-6 days/week	3-4 days/week	Once a week	Once in 2 weeks	Once in 3 weeks	Once in a month	Less often	Never
Attending exhibitions							12	45	38
Attending theatre or concerts							8	30	57
Watching films at cinema	2	2	6	3	2		10	22	53
Reading yellow press magazine	3		3	2	4				87
Go to a library	3	2	2	13	5	5	9	27	34
Eating out	6	2	6	17	6	6	12	22	23
Reading on the Internet	10	3	5	5	2	4			69
Shopping	15	4	6	33	6	4	7	16	11
Exercising	16	5	13	21	2	3	7		31
Surfing the Internet	17	6	6	6	2	4			58
Watching DVD/Video	21	10	15	13	2	4	8		26
Spending time alone at home	23	4	9	13	9	5	8	18	11
Being creative myself	30	5	5	14	5	5	7	13	16
Reading books	31	9	15	18	2		10	6	8
Reading newspapers	32	13	17	17	3	2	4	5	8
Socializing with family and friends	58	9	11	13	4				
Listening to the radio	58	13	7	5	2		4		9
Watching TV	80	5	8	3		2	2		
Resting	85		3	3	7				
Performing religious duties	87					5	5		

Legend:
- Daily
- 5-6 days/week
- 3-4 days/week
- Once a week
- Once in 2 weeks
- Once in 3 weeks
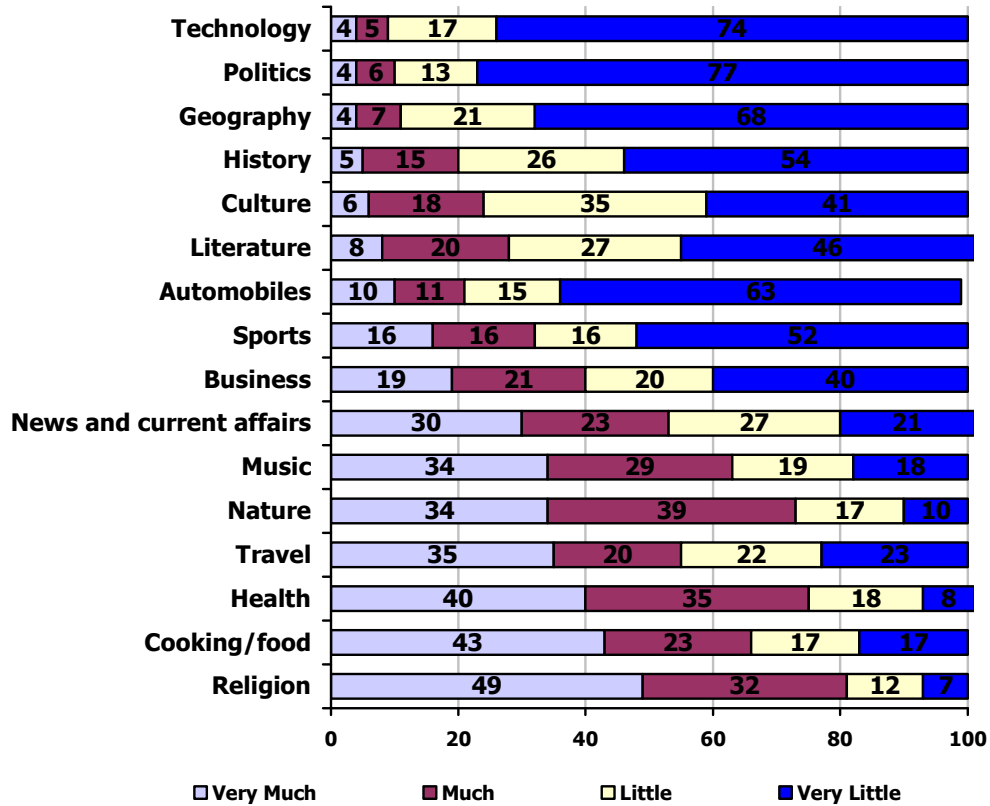- Once in a month
- Less often
- Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

VIII.E. Non-Readers Lifestyle

KK. Non-Readers lifestyle:

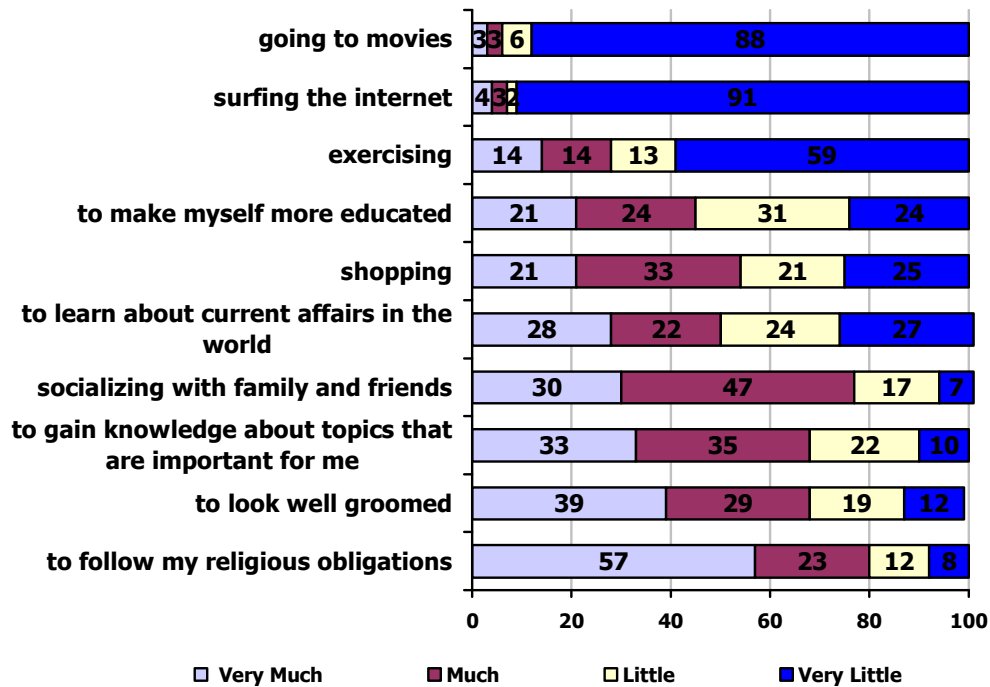Non-readers are interested in religion, cooking and food, health, and travel.

VIII.E. Non-readers lifestyle

Category	Very Much	Much	Little	Very Little
Technology	4	5	17	74
Politics	4	6	13	77
Geography	4	7	21	68
History	5	15	26	54
Culture	6	18	35	41
Literature	8	20	27	46
Automobiles	10	11	15	63
Sports	16	16	16	52
Business	19	21	20	40
News and current affairs	30	23	27	21
Music	34	29	19	18
Nature	34	39	17	10
Travel	35	20	22	23
Health	40	35	18	8
Cooking/food	43	23	17	17
Religion	49	32	12	7

□ Very Much   ■ Much   □ Little   ■ Very Little

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.E. Non-readers lifestyle cont'd

Activity	Very Much	Much	Little	Very Little
going to movies	3	3	6	88
surfing the internet	4	3	2	91
exercising	14	14	13	59
to make myself more educated	21	24	31	24
shopping	21	33	21	25
to learn about current affairs in the world	28	22	24	27
socializing with family and friends	30	47	17	7
to gain knowledge about topics that are important for me	33	35	22	10
to look well groomed	39	29	19	12
to follow my religious obligations	57	23	12	8

□ Very Much   ■ Much   □ Little   ■ Very Little

LL. Time allocation on weekdays:

Majority of respondents spent weekdays working or studying and Moroccan respondents have shown that they do not spent much time sleeping compared to other Arab countries.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Moroccan non-readers who use their time in following Activities	217	51	508	473	502
Average in hours	8	7	8	1	2

	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Moroccan non-readers who use their time in following Activities	53	470	141	463	506
Average in hours	1	0.48	1	1	1

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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MM.   Time allocation on weekends:

Moroccan respondents spend their weekends between working/studying and socializing with family and friends.

	Work	Studying	Sleeping	Transportation	Socializing with friends & family
Moroccan non readers who use their time in following Activities	156	20	510	478	496
Average in hours	6	3	8	1	2

|	Surfing the internet	Personal care & grooming	Sports	Religious duties	Eating
Moroccan non-readers who use their time in following Activities	50	451	167	428	507
Average in hours	1	1	1	1	1

NN.   Spending free time:

Majority of Moroccan non-readers spend their free time on the following activities:
- ⇨ Resting
- ⇨ Following religious duties
- ⇨ Watching TV
- ⇨ Socializing with family and friends
- ⇨ Listening to the radio

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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VIII.H. Spending free time

Legend:
- Daily
- 5-6 days/week
- 3-4 days/week
- Once a week
- Once in 2 weeks
- Once in 3 weeks
- Once in a month
- Less often
- Never

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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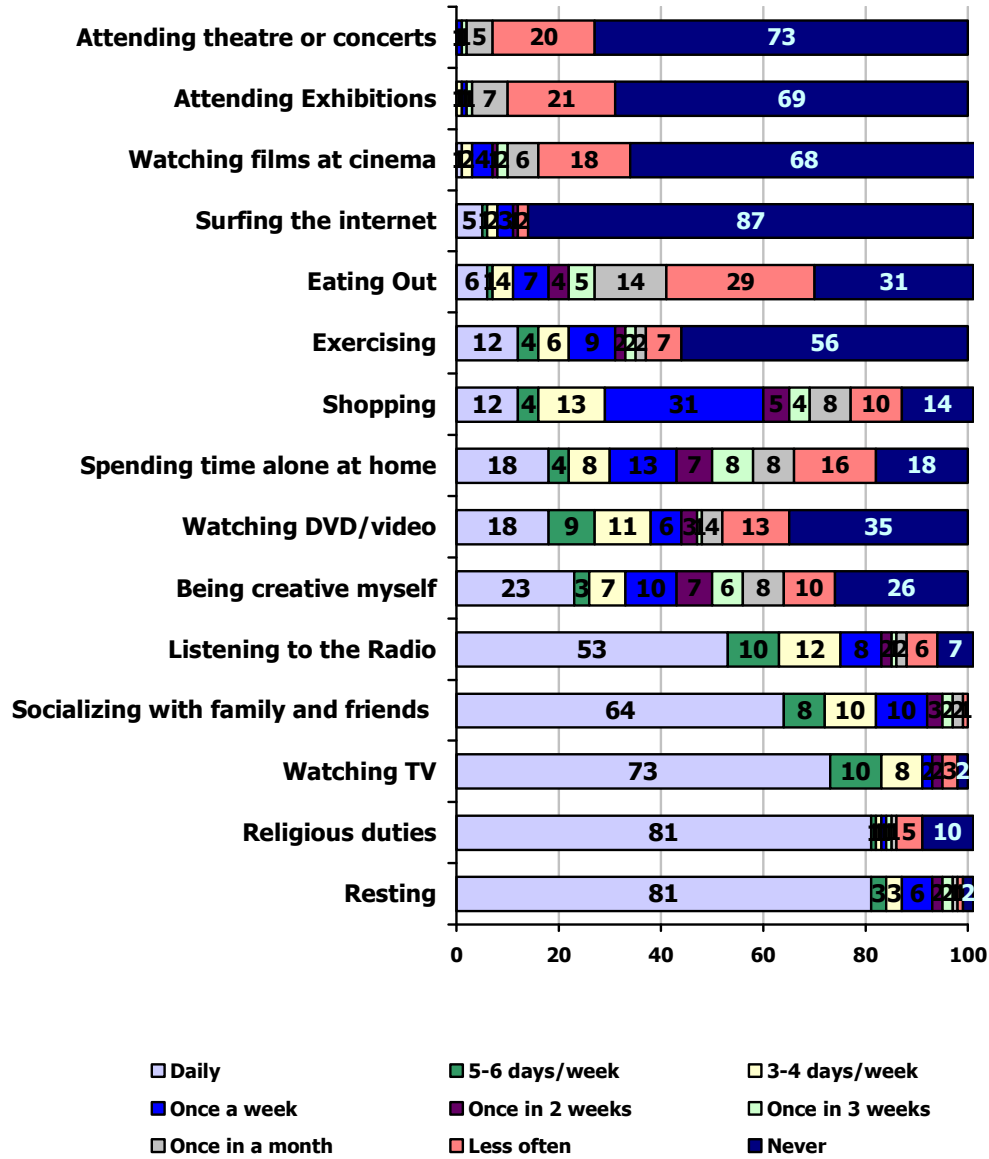
IX. Conclusion

IX. A. Conclusion:

Channels of reading:

From total interviewed 1000 respondents 49% were considered readers and 51% were considered non-readers. Majority of Moroccan readers read newspaper and magazines (93%) and prefer to read in news, politics, economics, current events.

Among Moroccan readers 38% use the internet and the main reason for using the internet is for chatting. Internet users who read magazines and newspapers online are 59% and mainly read on news and general information. Majority of internet users print from online (76%). The majority internet users who read online do not know online encyclopedias (56%) and do not know online libraries (84%). As for Moroccan non-reader, the majority does not use the internet (89%) and those who use the internet use it mainly for chatting (74%).

Frequency Issues:

On average Moroccan readers of newspapers and magazines read for 40 minutes per day, read online for 68 minutes per day and read books for 11 days per month and spent reading for 46 minutes per day. Moroccan books' readers keep on average 27 books at home among which 4-10 books are school/university books. Moroccan readers prefer to read in the evenings (29%) and at night (37%). Majority of Moroccan readers read all days, either weekends or weekdays (48%).

Moroccan non-readers who used to read at a certain age, on average used to read 6 books per year. Non-readers who use internet use it for an average of 67 minutes per day.

Location Issues:

Majority of Moroccan books' readers keep books at a special place at home (75%). Moroccan readers' favorite place for reading is at home (87%).

Reasons for reading:

Majority of Moroccan readers started reading when they learned reading at school (91%) and have decreased/stopped reading around age 19-25 (28%). The main reason that Moroccan readers have stopped reading is time limitation (68%) while main reason given for restarting to read is having more time than previously (42%) and finding interesting books (39%). Majority of Moroccan readers are currently reading the Holy Quraan (4%).

Among Moroccan non-readers, 62% have been readers before and have started reading when they learned reading at school (95%). Moroccan non-readers have stopped reading mainly at age 19-25 (29%) because of having no time (72%) and majority haven't re-started to read (80%).

Representation of languages:

Moroccan readers of newspapers and magazines, books' readers, and online readers prefer to read in Arabic language. Arabic is the preferred language for reading because it is the mother tongue language (73%). Moroccan non-reader also prefer to read in Arabic language as 61% keep from 91-100% of their books in Arabic language though majority read online in French language (66%).

Information and documentation channels:

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

Moroccan readers mainly get information about interesting books from people working in book shops (84%) and family and friends (73%). Majority of Moroccan readers do not know TV programs that promote for books (76%).

Moroccan readers attend book fair (33%) and attend it a few times a year (36%). Moroccan readers mainly attend the fair because of the selection of books (50%) and the discounts offered (39%).

Moroccan readers who have attended an event focused on reading (30%) have attended lectures and book discussions (62%), while non-readers who have attended an event focused on reading (8%) have attended the Book Fair (33%).

Majority of Moroccan readers have visited libraries before (60%) and go to the library a few times per year (33%). Majority of Moroccan readers do not know the ISBN number (65%).

Pricing/ Purchase Power Issues:

On average Moroccan books' readers bought 5 books within the past 12 months and 13% didn't buy any books. Moroccan books' readers on average buy books with 23 DH and consider a good price for a book 22 DH while 50% mentioned that price doesn't matter. Among non-readers 19% mentioned that price does not matter for them while on average non-readers mentioned that reasonable purchase price is 14 DH.

Topics/ Authors:

Moroccan readers mainly like to read in religious books (39%) and mainly read for Naguib Mahfouz (5%) and Taha Hussein (5%). Moroccan non-readers are interested in religious books (42%) and cooking books.

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* Percentages give an indication of the data presented but is not significant because of the small number of respondents

APPENDIX

Questionnaire

* Percentages give an indication of the data presented but is not significant because of the small number of respondents

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