

# Reading Trends of Citizens of Islamabad

Research Study – November 2014

**READ PAKISTAN TRUST**

*Read Pakistan Trust (RPT)*



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## Survey Methodology

Survey was conducted in Islamabad Capital Territory (federal capital of Pakistan) on October 25 and 26, 2014.

Data collection procedure was based on questionnaire method.

Citizens aged '10 and above' were interviewed; sample size = 808.

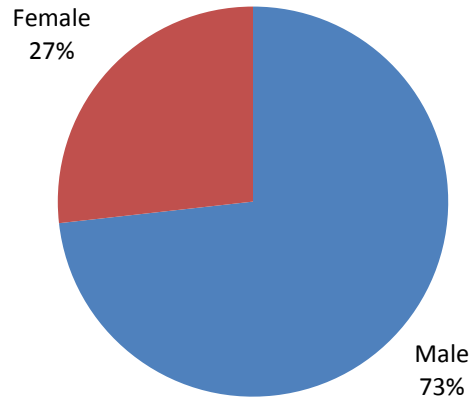
Data was collected using *convenience sampling*.

Figures are in percentages, rounded to the nearest whole number.

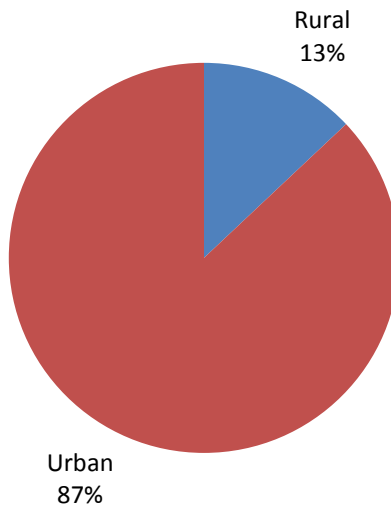


Survey Demographics

**Gender**



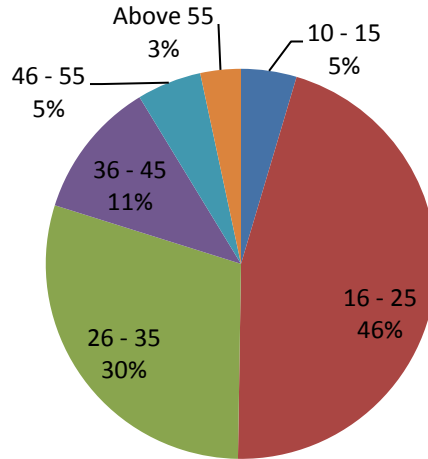
**Region**



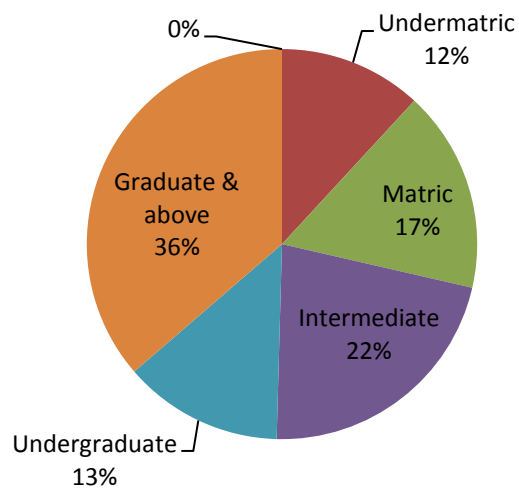
# Reading Trends of Citizens of Islamabad



## Age (years)



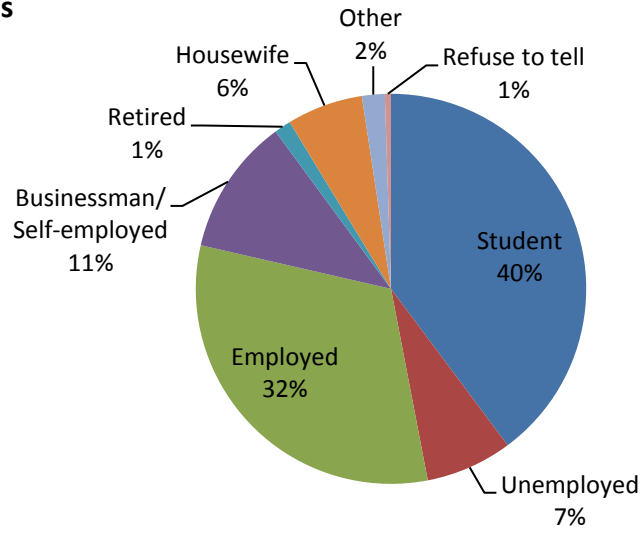
## Education



## Reading Trends of Citizens of Islamabad



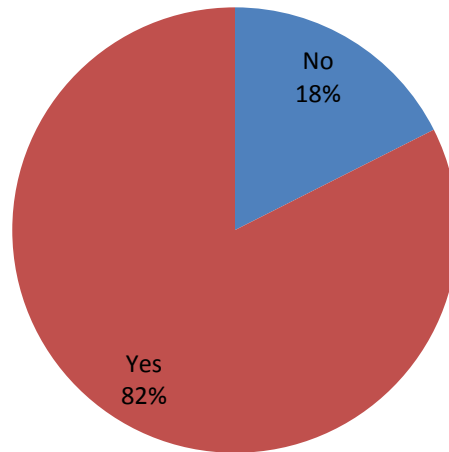
### Status





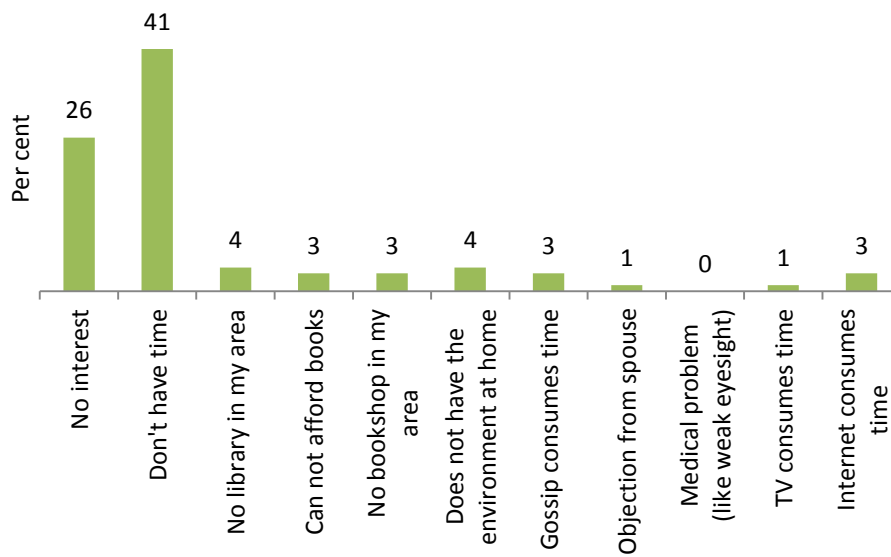
## Reading Trend

Do you like to read (books etc.)?



If No, you do *not* read because:

{Multiple response categories.}



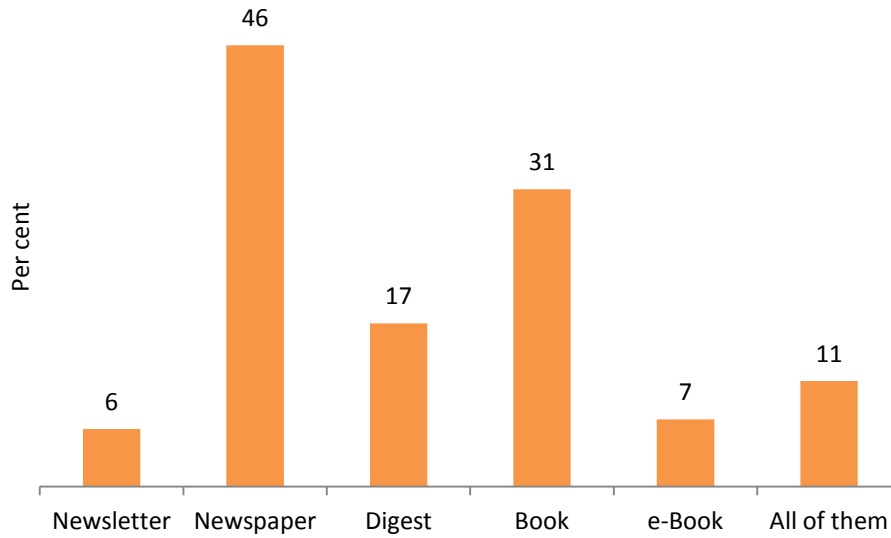


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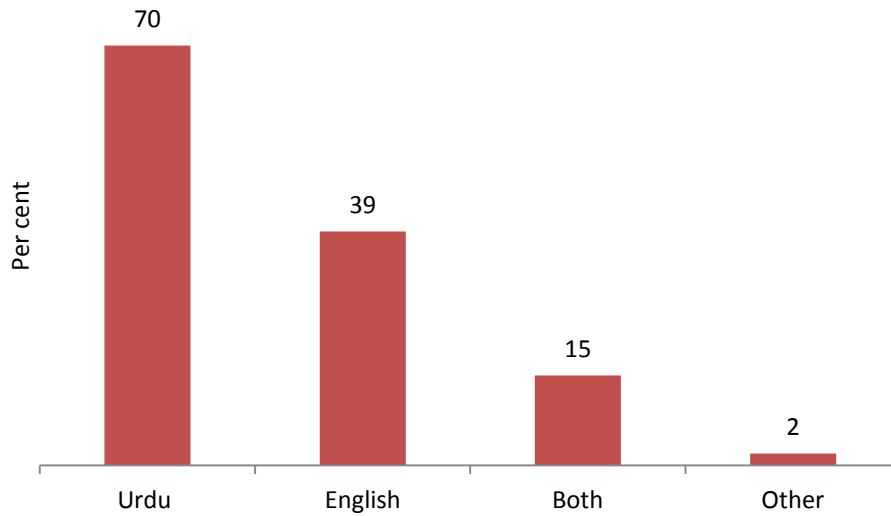
### You usually read:

{Multiple response categories.}



### In which language you prefer to read:

{Multiple response categories.}

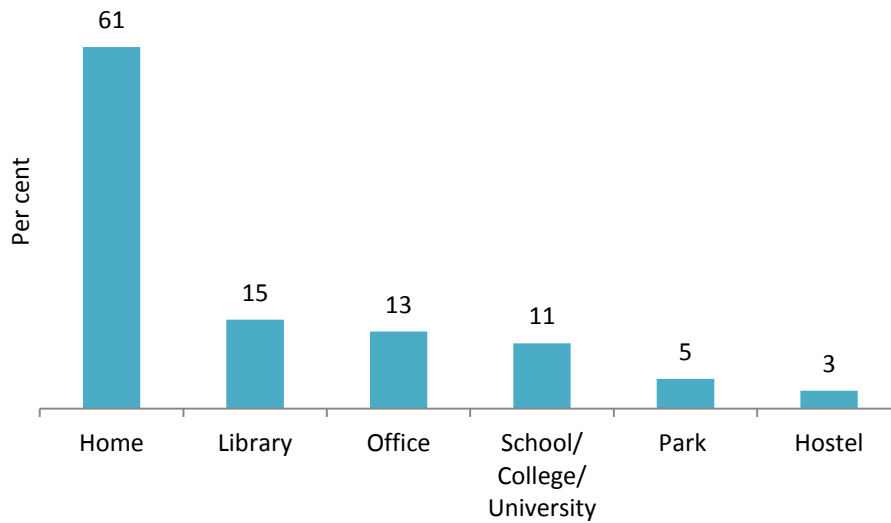


\*Other languages: *Sindhi, Seraike, Punjabi, Pashto, Arabic, Turkish, Persian, French and German.*

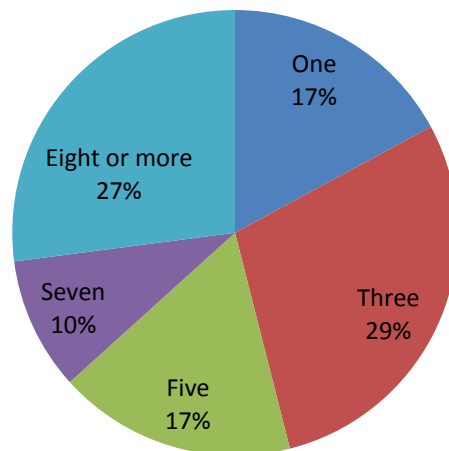


**You prefer to read at:**

{Multiple response categories.}

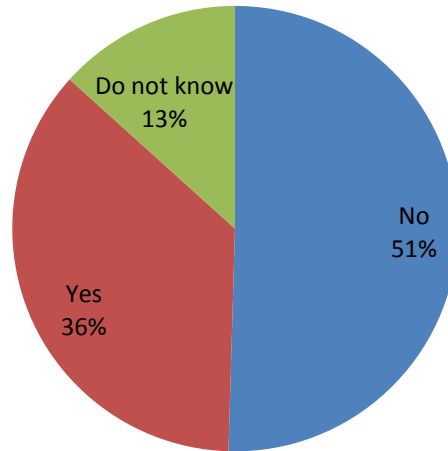


**If you like to read books, how many books you read in a year?**



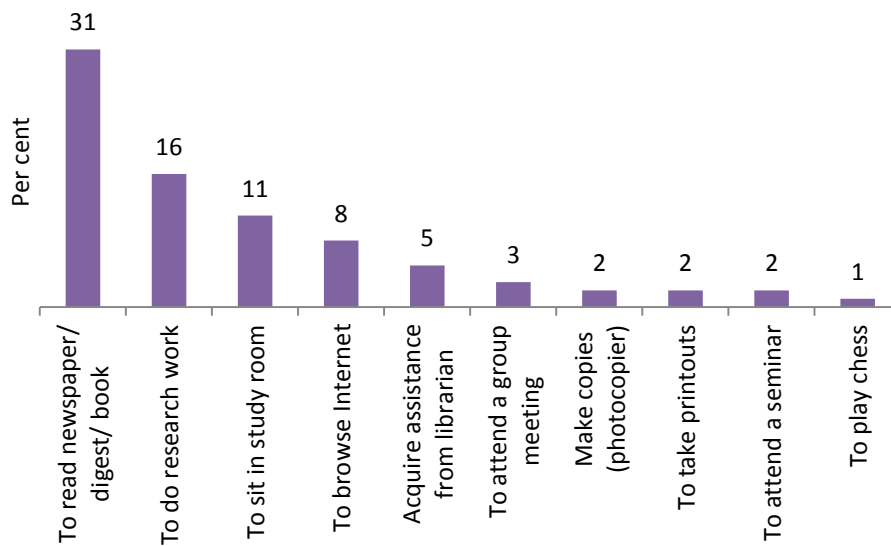


Is there a library in your region?



If you visit library, usually visit for what purpose(s):

{Multiple response categories.}



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