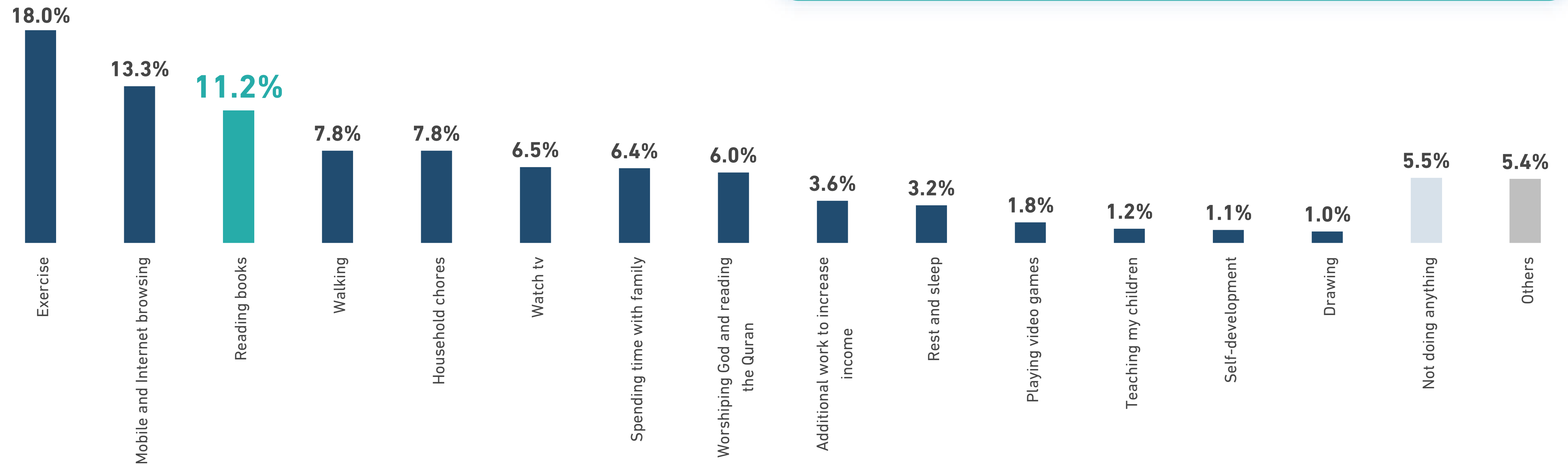SO
OP

المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING
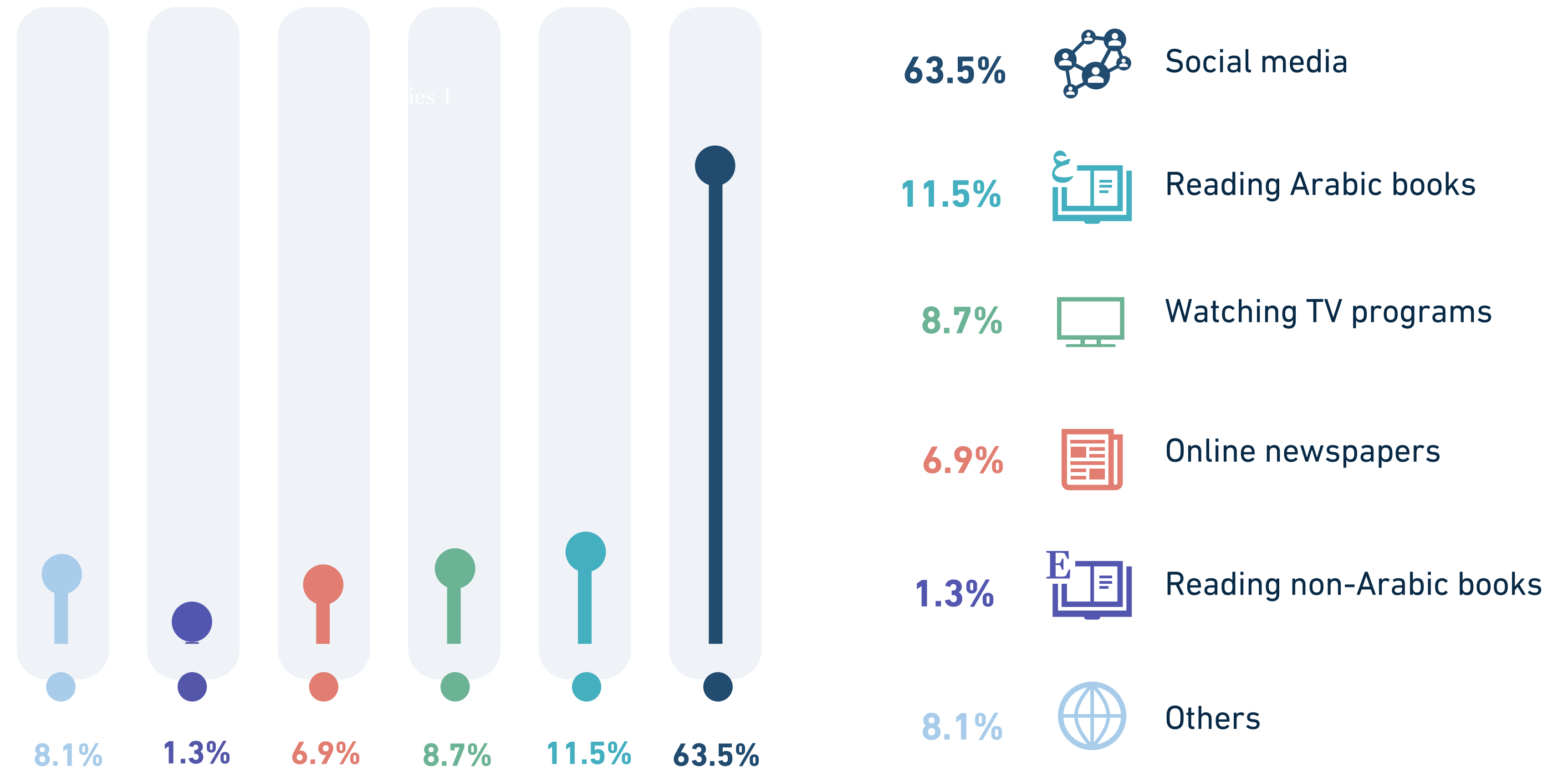
Have Saudis Abandoned Reading Books?!

October 2023

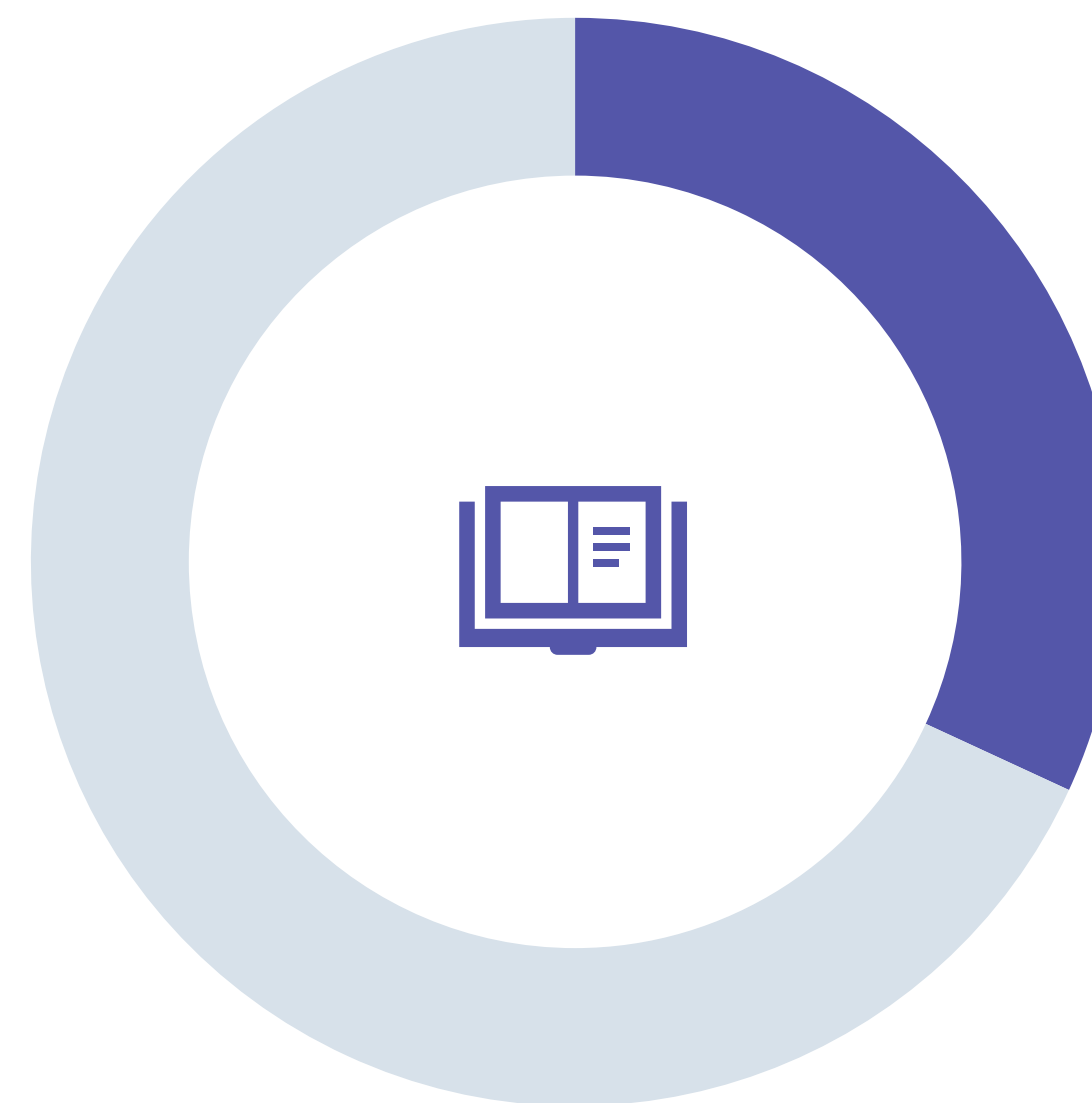# What is the most important thing you do in your free time?

11.2% 📖 Reading books

18.0%	13.3%	**11.2%**	7.8%	7.8%	6.5%	6.4%	6.0%	3.6%	3.2%	1.8%	1.2%	1.1%	1.0%	5.5%	5.4%
Exercise	Mobile and Internet browsing	Reading books	Walking	Household chores	Watch tv	Spending time with family	Worshiping God and reading the Quran	Additional work to increase income	Rest and sleep	Playing video games	Teaching my children	Self-development	Drawing	Not doing anything	Others

How to increase your knowledge of the topics you are interested in

8.1%   1.3%   6.9%   8.7%   11.5%   63.5%

63.5% Social media

11.5% Reading Arabic books

8.7% Watching TV programs

6.9% Online newspapers

1.3% Reading non-Arabic books

8.1% Others

Has anyone ever recommended a specific book to you?

During the past 12 months

✓ **31.9%**
Yes

✗ **68.1%**
No

In general, How well do you understand what you read?
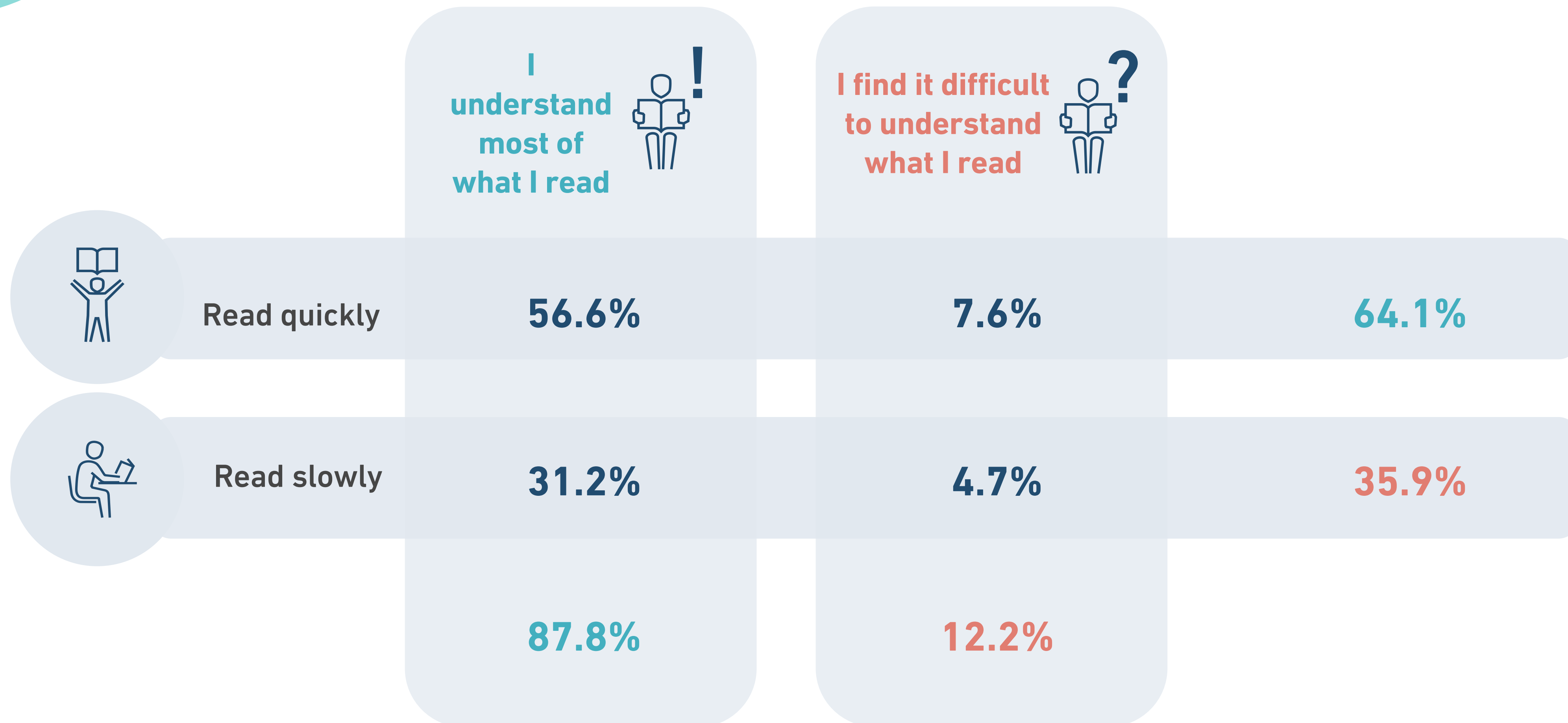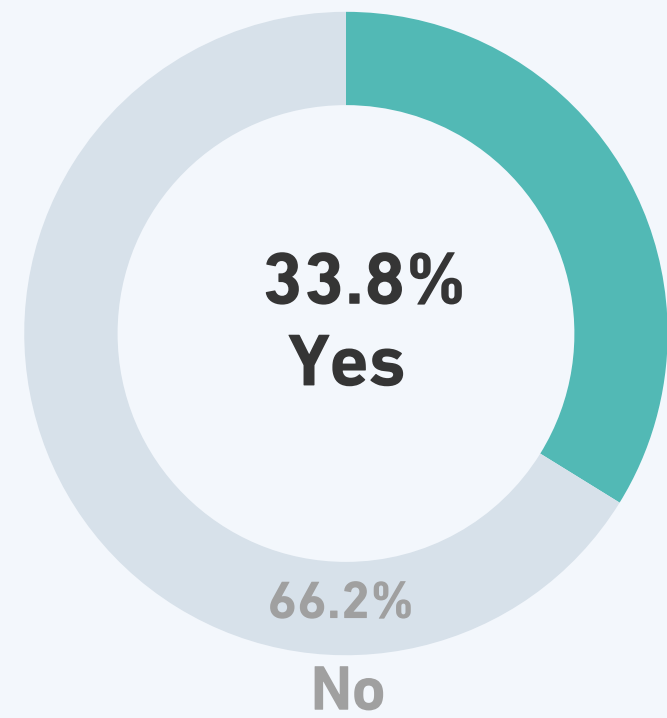
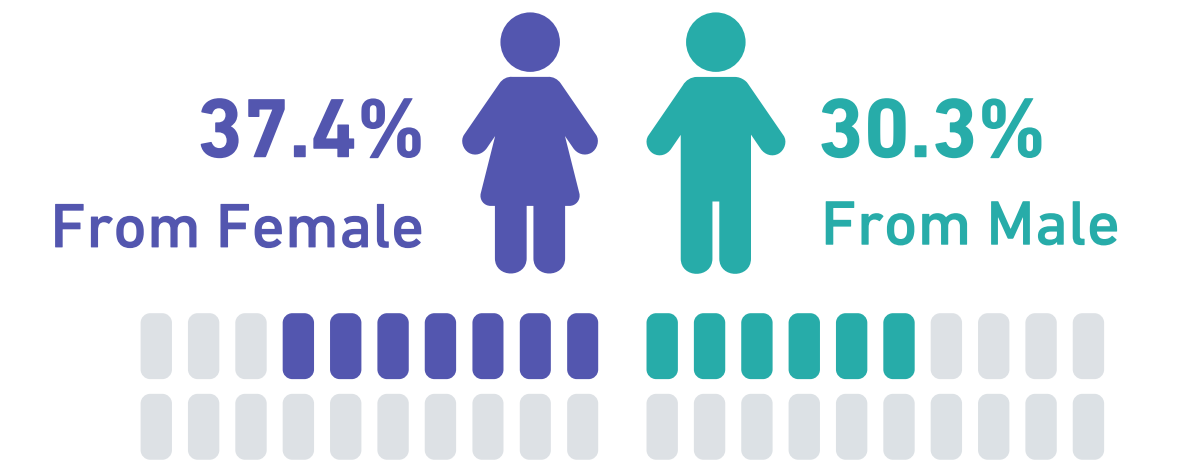|	I understand most of what I read !	I find it difficult to understand what I read ?	
Read quickly	56.6%	7.6%	64.1%
Read slowly	31.2%	4.7%	35.9%
	87.8%	12.2%	

Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

33.8% Yes

66.2% No

Education

55.0%
Postgraduate studies

19.1%
Elementary degree or less

37.4%
Bachelor degree

32.4%
High school degree

Sex

37.4%
From Female

30.3%
From Male

Age

36.8%
34-18

31.5%
49-35

28.8%
50 or older

Geographical regions

30.6%
Riyadh

36.1%
Al Qassim

28.3%
North regions

36.3%
Southern regions

36.2%
Mecca

34.9%
Medina

35.1%
Eastern Province

33.8%
Yes

66.2%
No
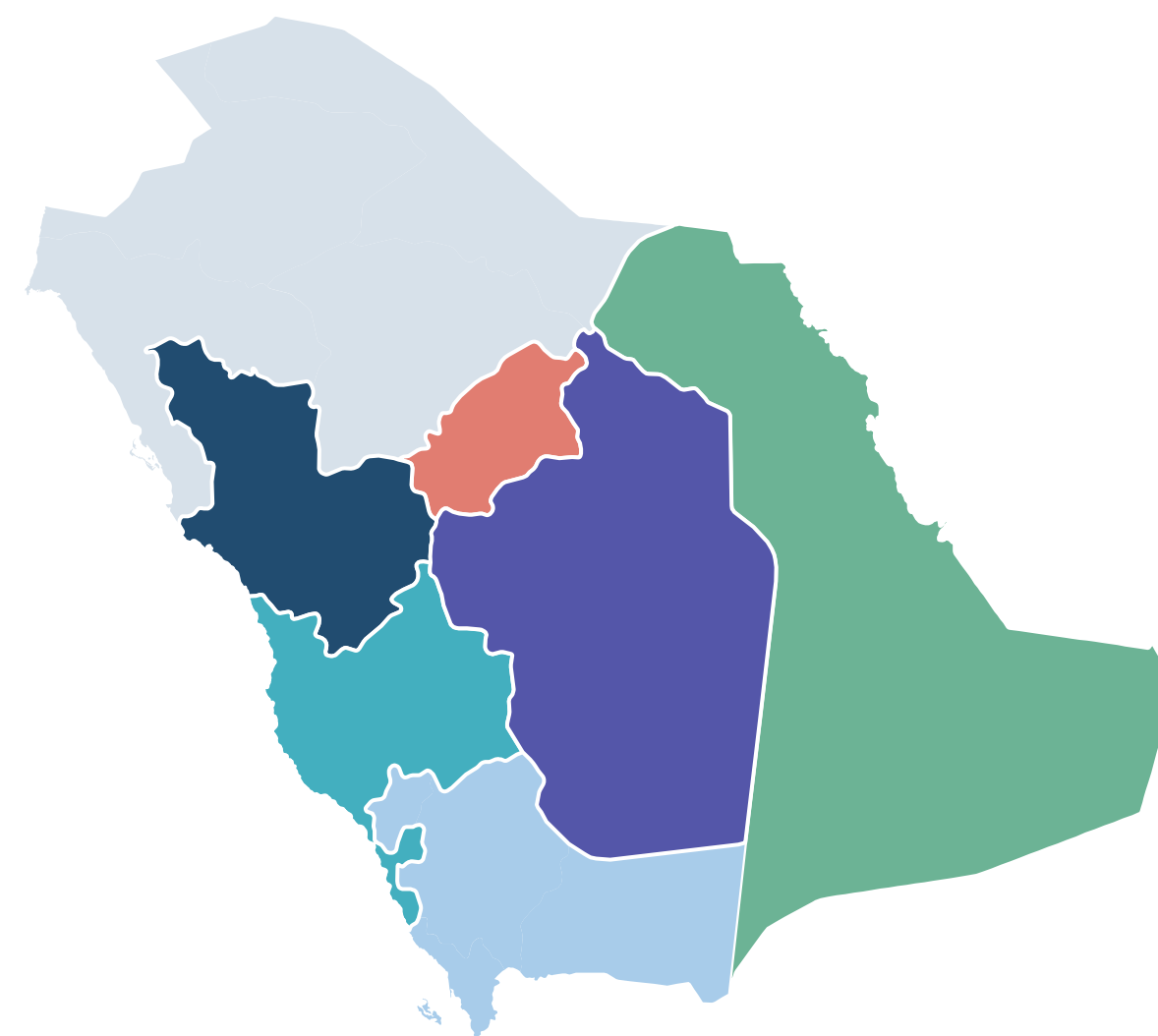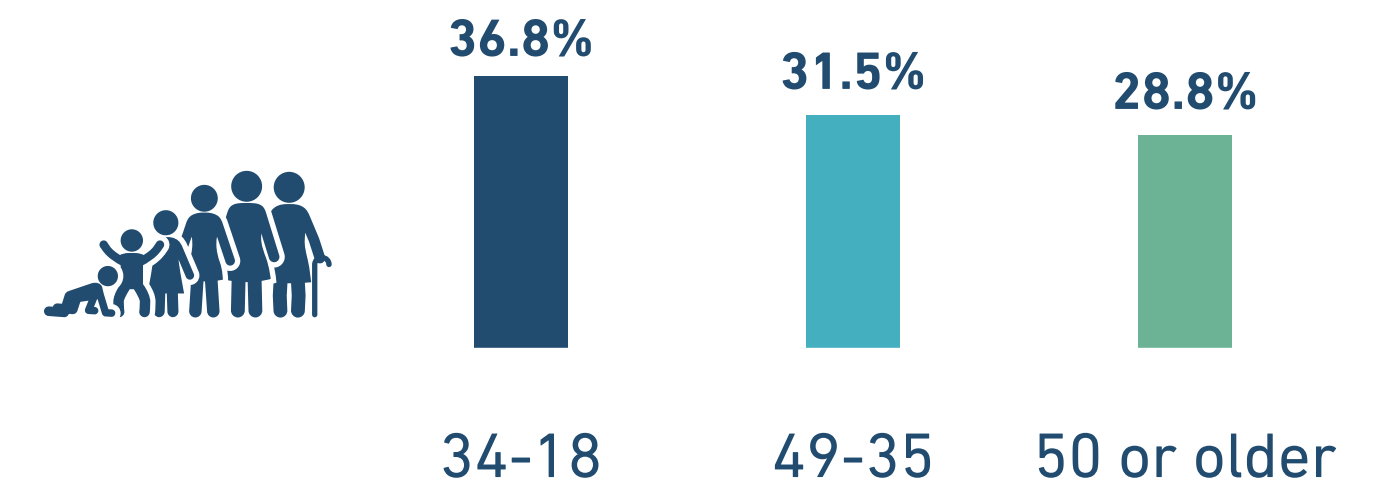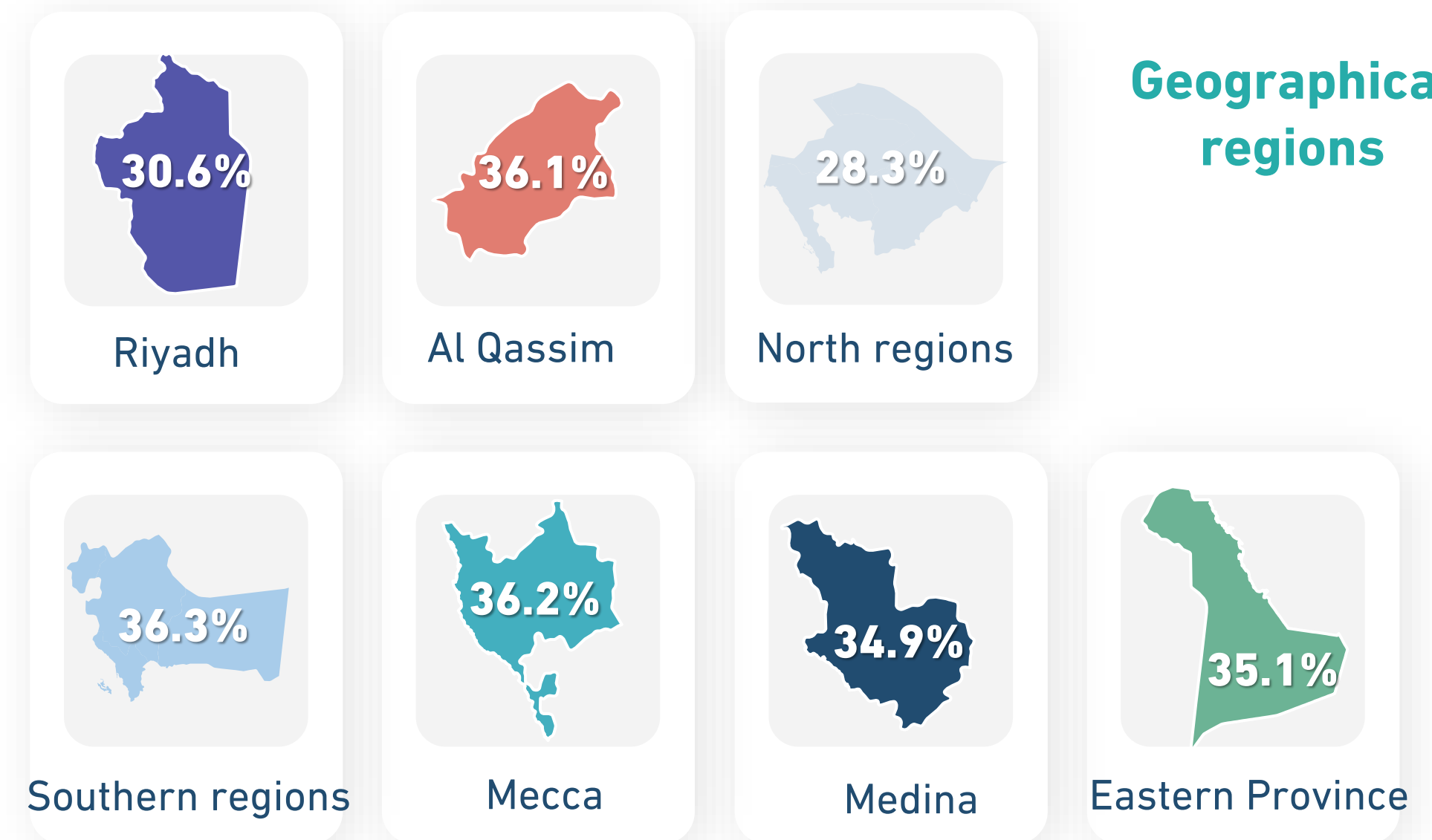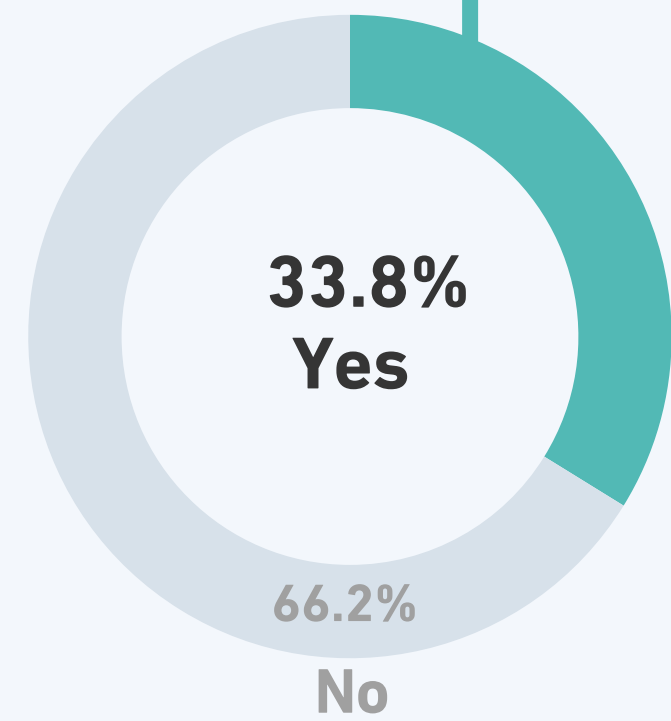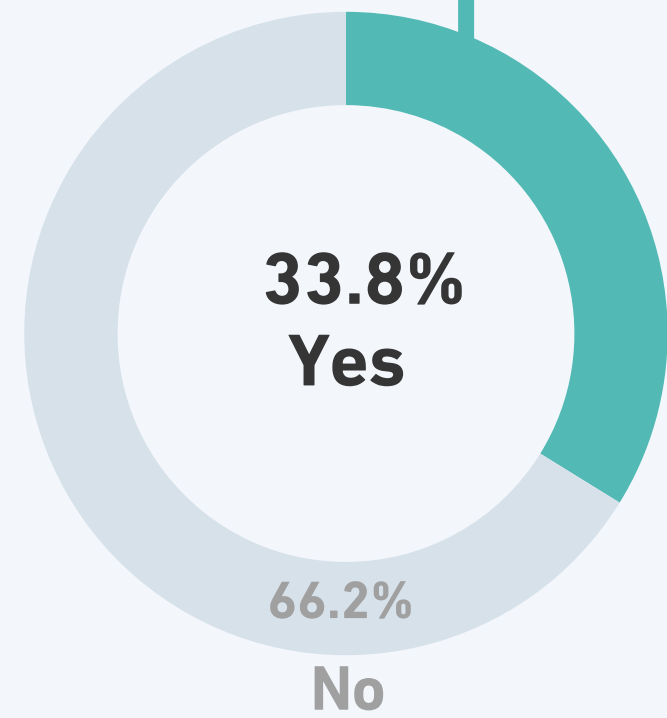
Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

The top 10 books that Saudis prefer:

Rich Dad Poor Dad

Life in the Administration (Arabic)

Royal level (Arabic)

Don't be sad (Arabic)

Because You are Allah (Arabic)

Ababil (Arabic)

Letting Go: The Pathway to Surrender

Pistachio Theory (Arabic)

The Beginning And The End (Arabic)

The Subtle Art of Not Giving a ......

The best book genres that Saudis prefer:

33.8% Yes

66.2% No

Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

26.2%	Self-development	**1.2%** Educational
24.3%	Religious books	**0.9%** Political
19.0%	Novels	**0.9%** Economics
5.0%	Psychology	**0.9%** Law
4.7%	Social	**0.6%** Sports
4.4%	biography	**0.6%** Health
3.7%	Management	**0.6%** Languages
3.4%	Literature	**0.3%** Technology
3.1%	Historical	

How do you typically choose the books you read?

2.8%	18.2%	26.5%	24.1%	3.8%	24.7%
Others	Based on the books I have read	Directly from the library	Recommendation from social media	Recommendation from a media outlet	Recommendation from someone you know

Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

33.8%
Yes

66.2%
No
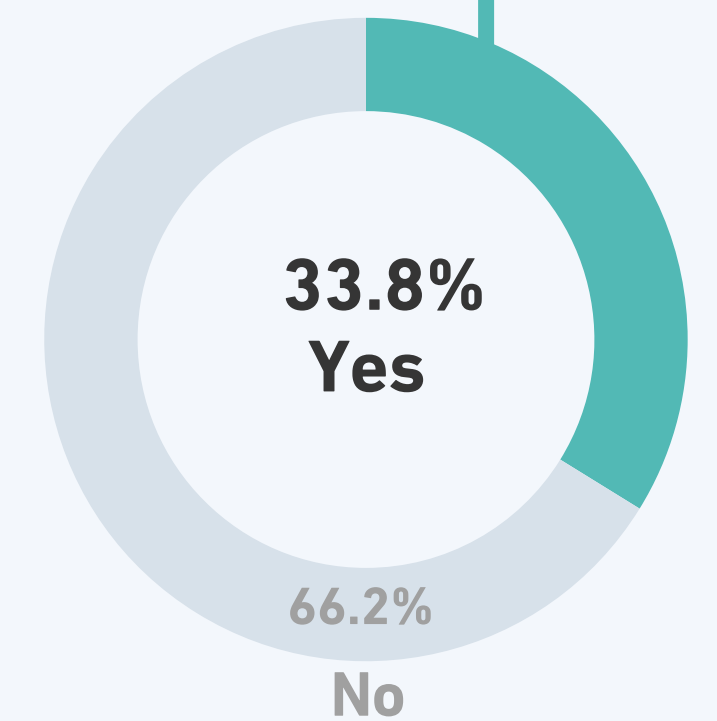
What is your favorite place to read?

Series 1

2.5%	0.6%	1.0%	1.1%	3.3%	7.6%	83.9%
Others	While traveling	At work	Public places	Coffee shops	Library	Home
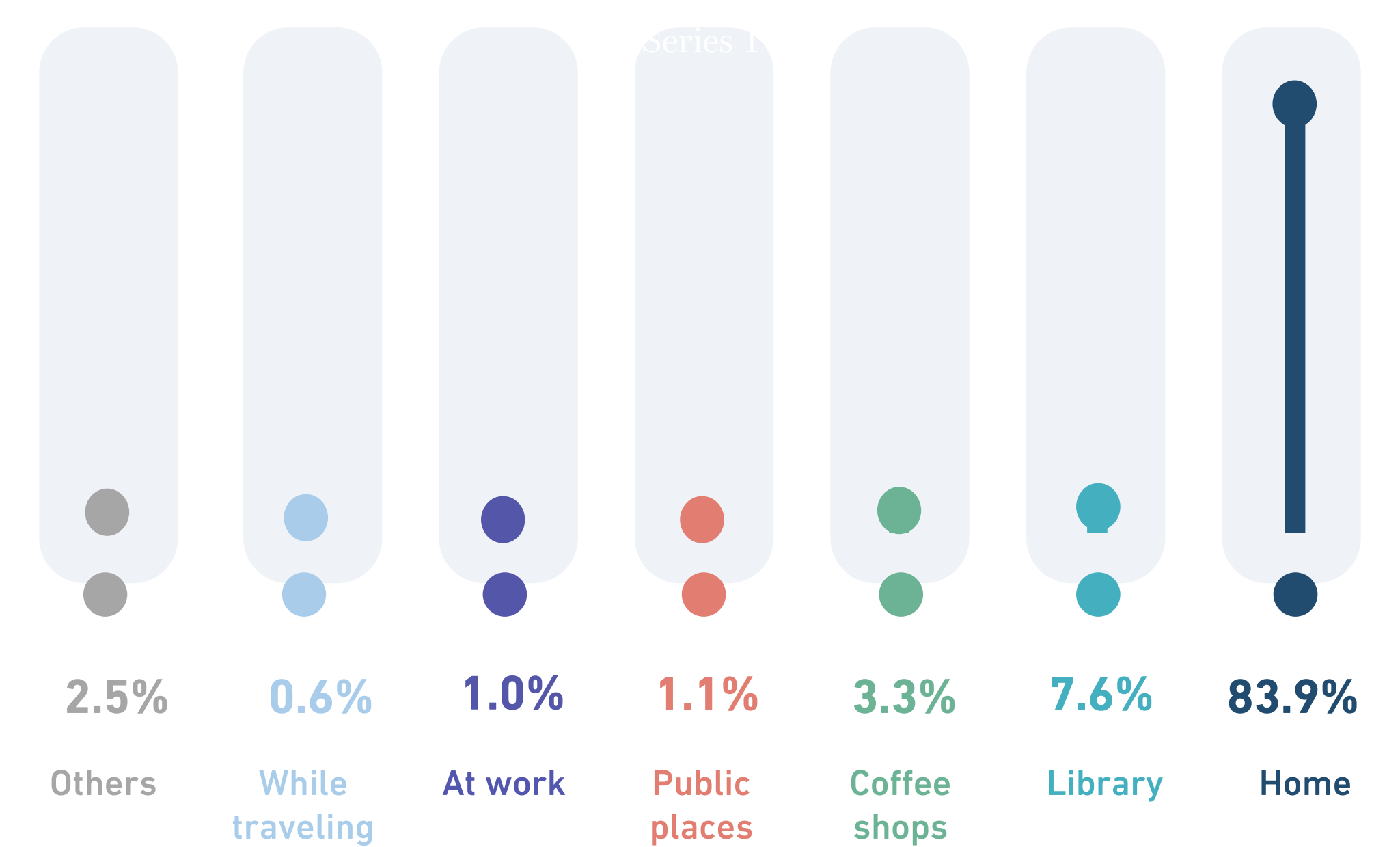
What is the primary format of the books you have read?

70.2% Paper books

29.8% E-books

What is your preferred number of pages for a book, in general?

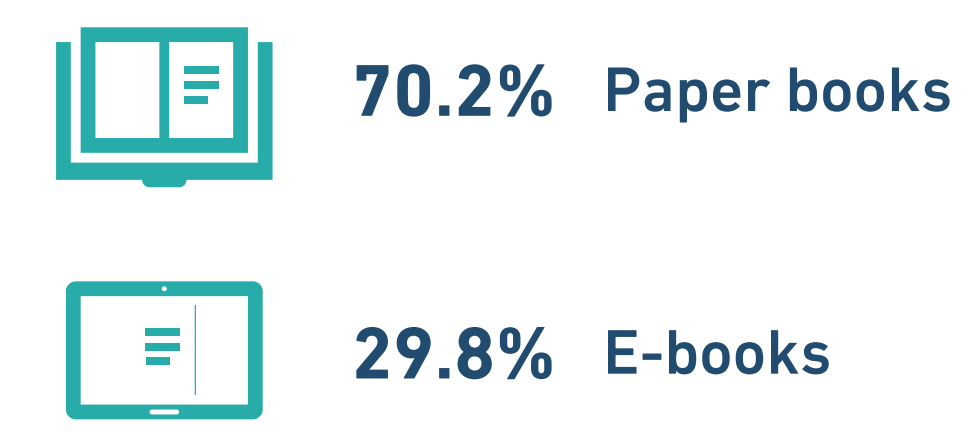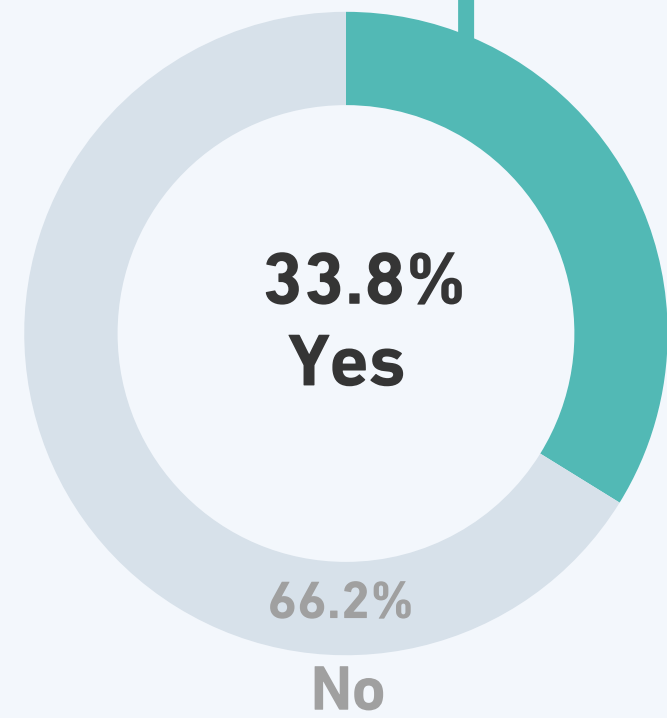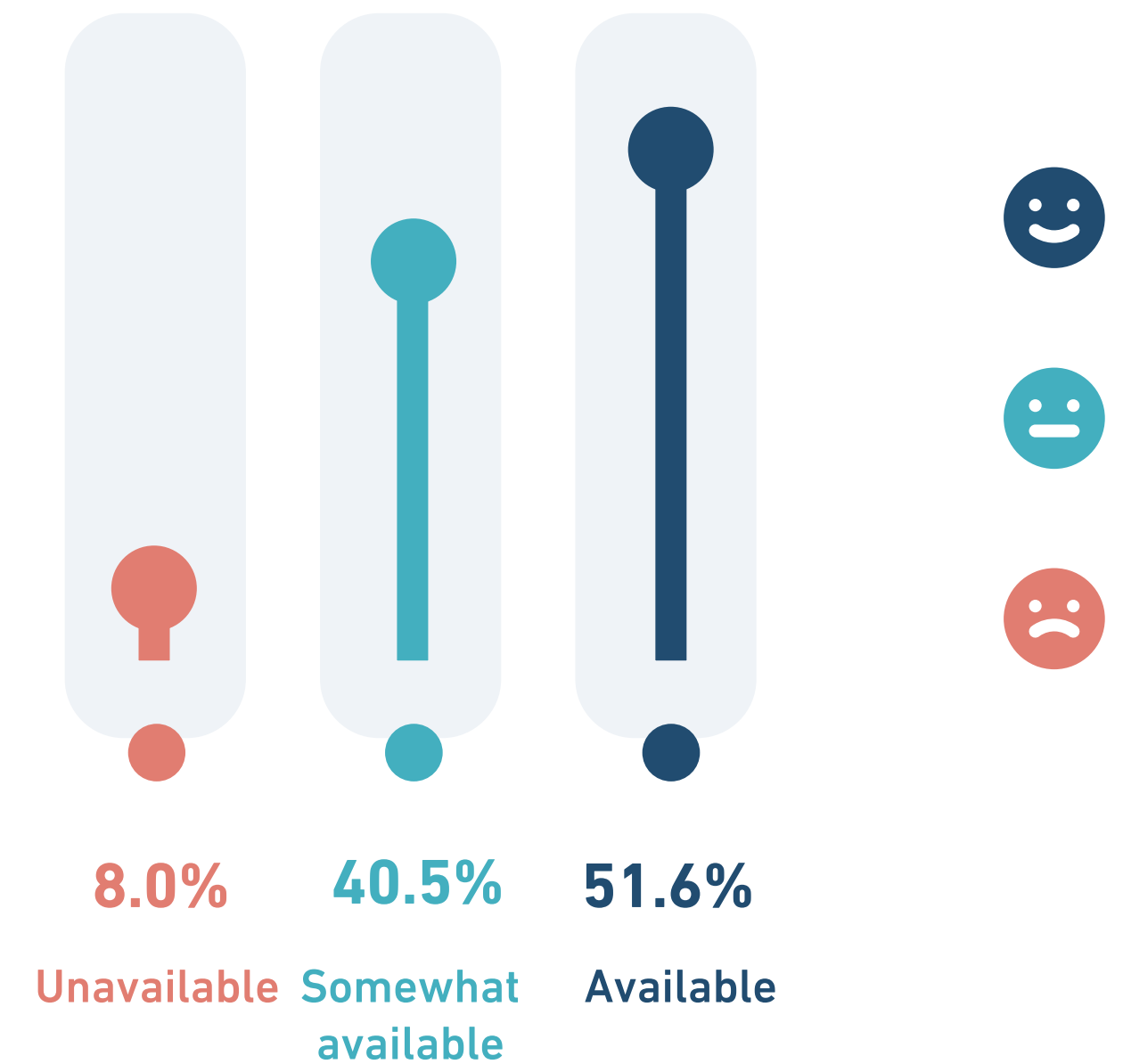| 100 pages or less	101-200 pages	201-300 pages	301-400 pages	More than 400 pages
31.2%	**38.0%**	**18.3%**	**7.0%**	**5.5%**

33.8% Yes

66.2% No

Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

What is your opinion on the affordability of books in general?
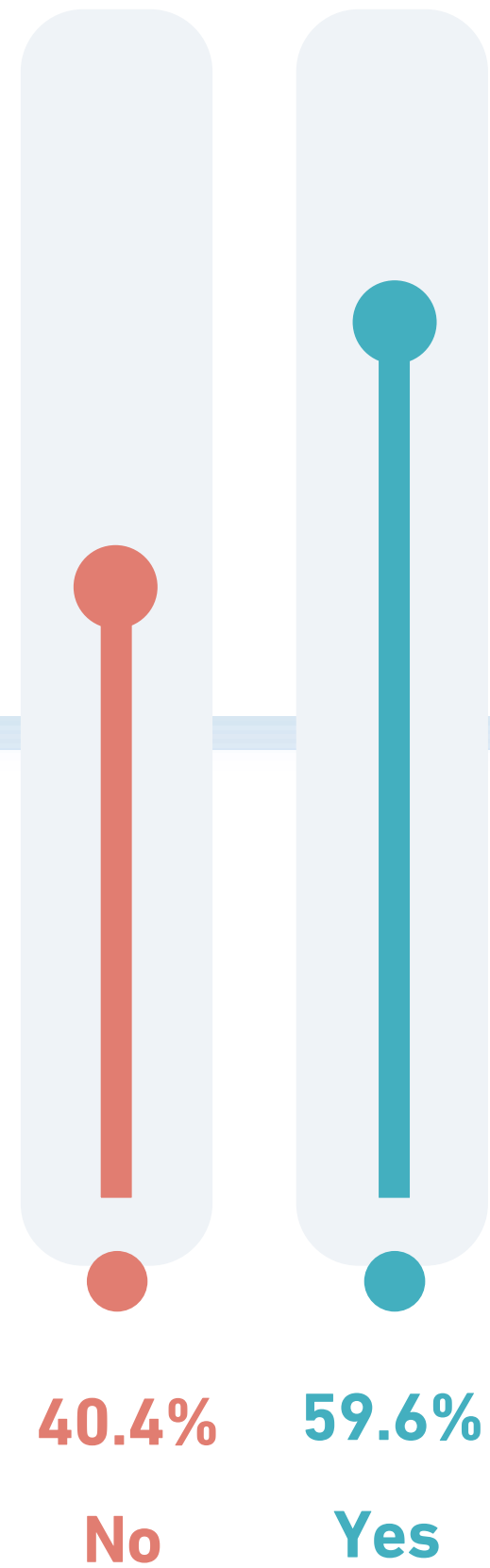
2.3%
Cheap

56.0%
Affordable

41.7%
Expensive

How available are the books you want to read?

8.0%
Unavailable

40.5%
Somewhat available

51.6%
Available

What language do Saudis read in?
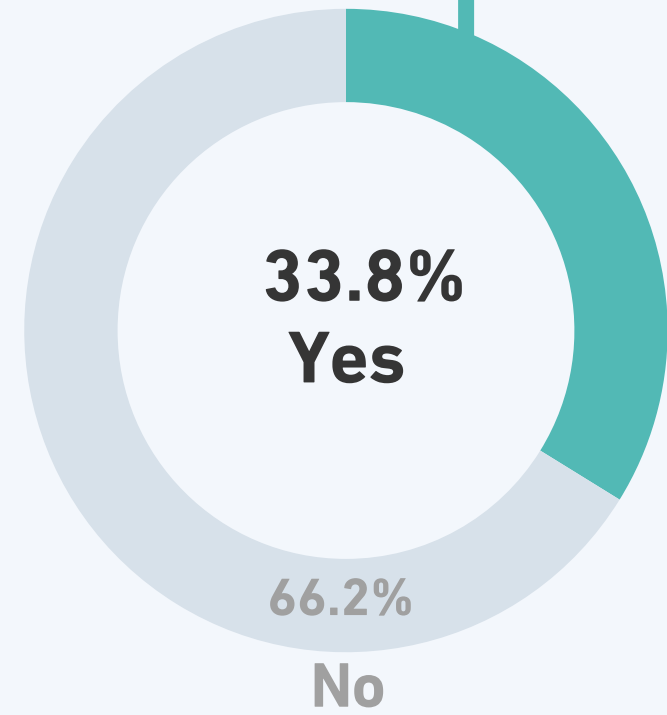
77.8% Arabic books

6.0% English books

16.2% Arabic and English books

33.8% Yes

66.2% No

Is reading books other than the Quran, hadith, and school books part of your daily or weekly schedule?

40.4% No

59.6% Yes

In the past 12 months, have you ever recommended a specific book to anyone?

متوسط عدد الكتب

7 Arabic

5 English

Education

51.3%
Postgraduate studies

10.8%
Elementary degree or less

32.0%
Bachelor degree

21.6%
High school degree

Sex

25.6%
From Female

25.7%
From Male

Age

23.3%
34-18

26.6%
49-35

31.3%
50 or older

25.6%
Cultured
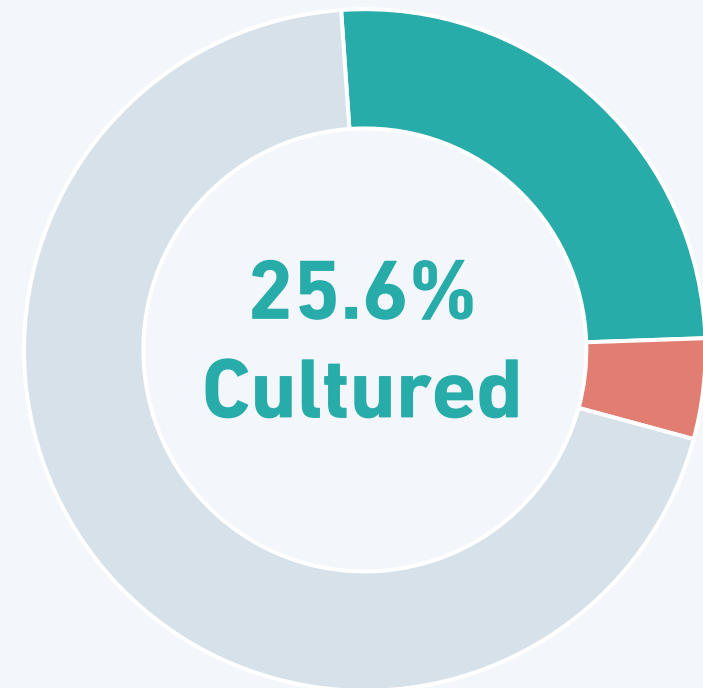
How do you see your culture? Are you:

Cultured

Uncultured %4.8

In between %69.7

Geographical regions

28.0%
Riyadh

27.1%
Al Qassim
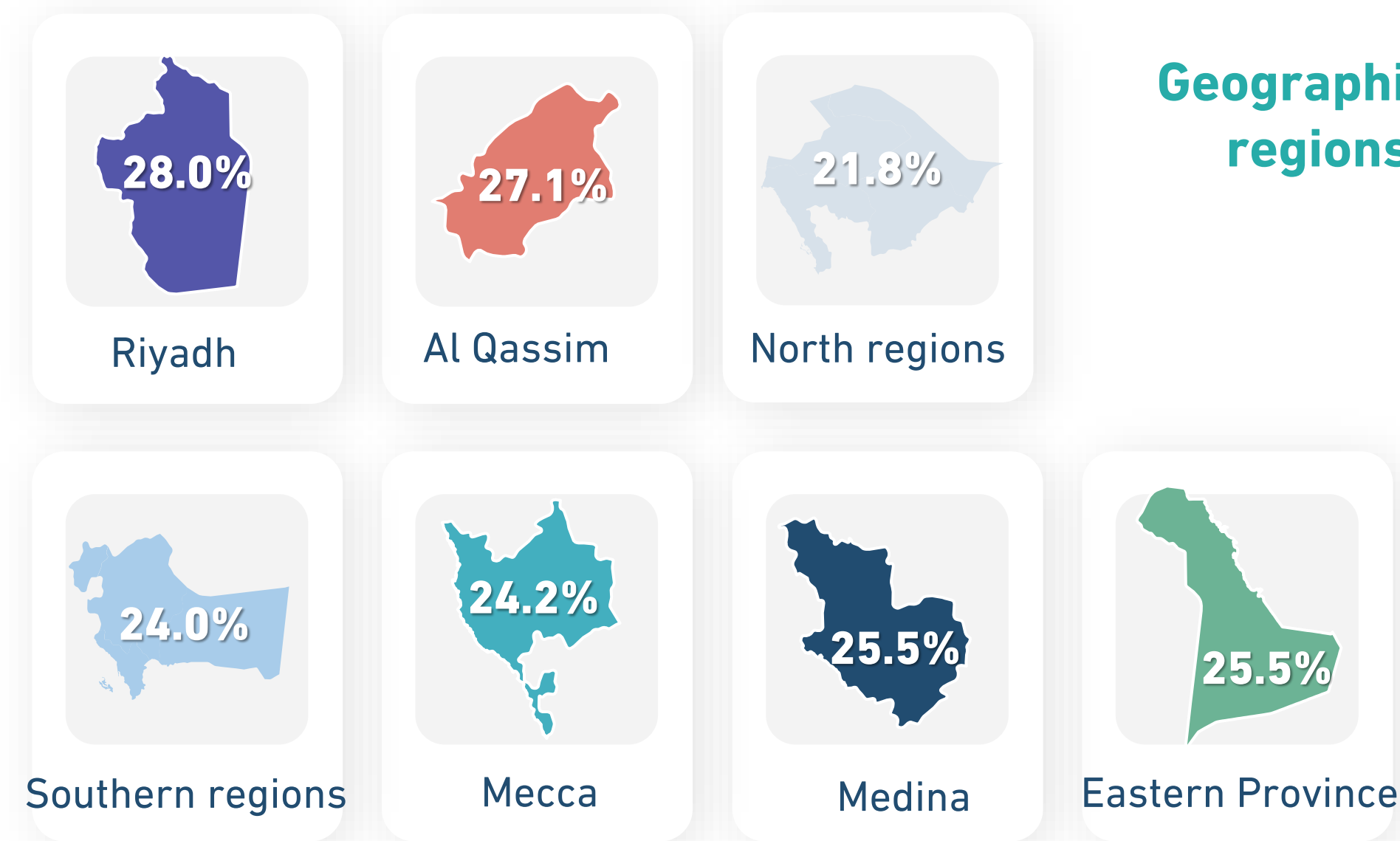
21.8%
North regions

24.0%
Southern regions

24.2%
Mecca

25.5%
Medina

25.5%
Eastern Province
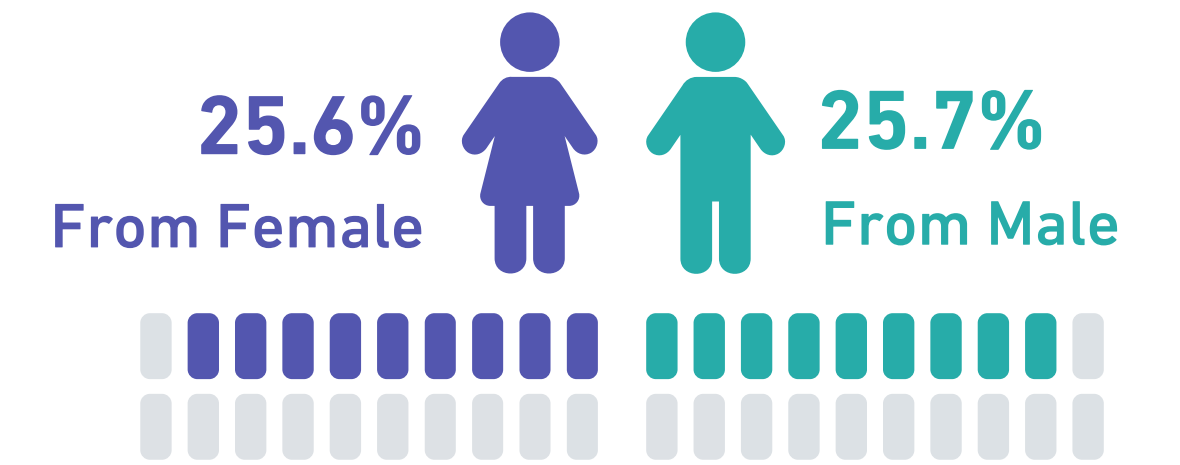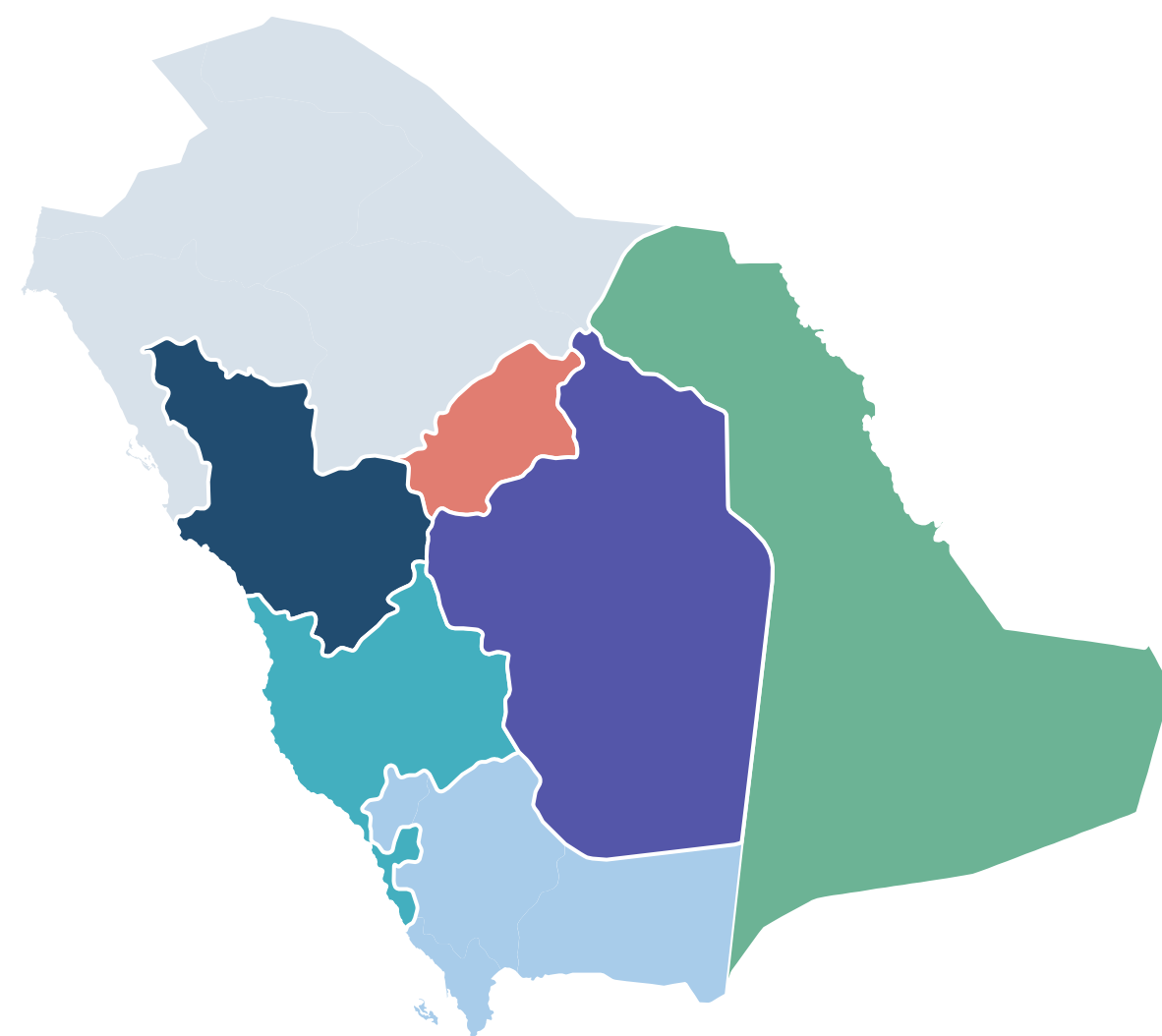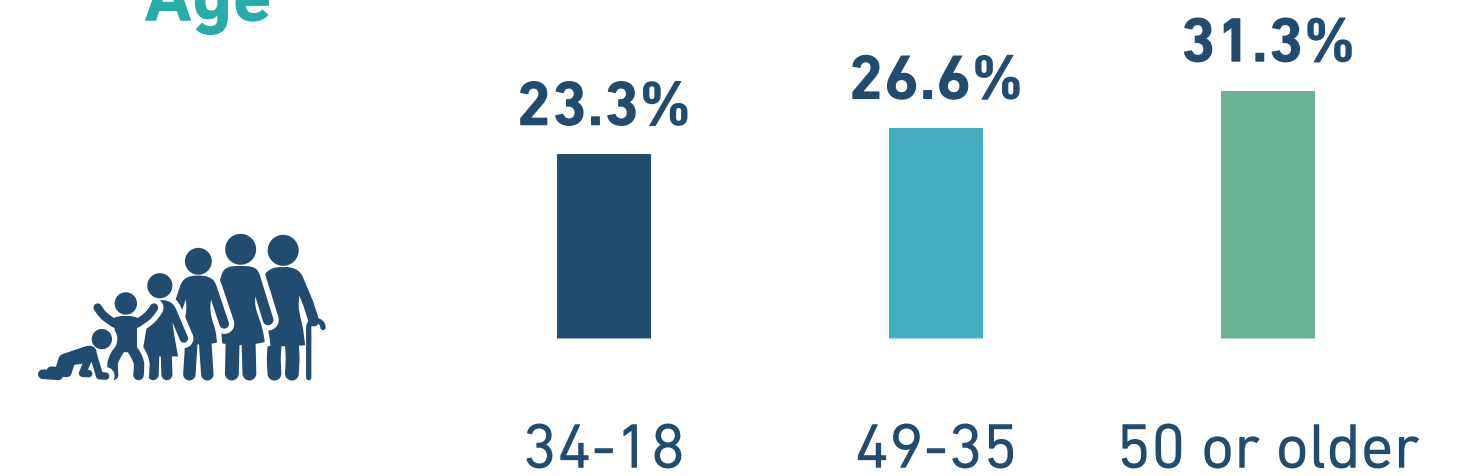
Culture for readers and non-readers:

Is reading books part of your daily or weekly schedule?

No

In between	Uncultured	Cultured
72.6%	5.2%	22.2%

Yes

In between	Uncultured	Cultured
65.1%	2.0%	33.0%
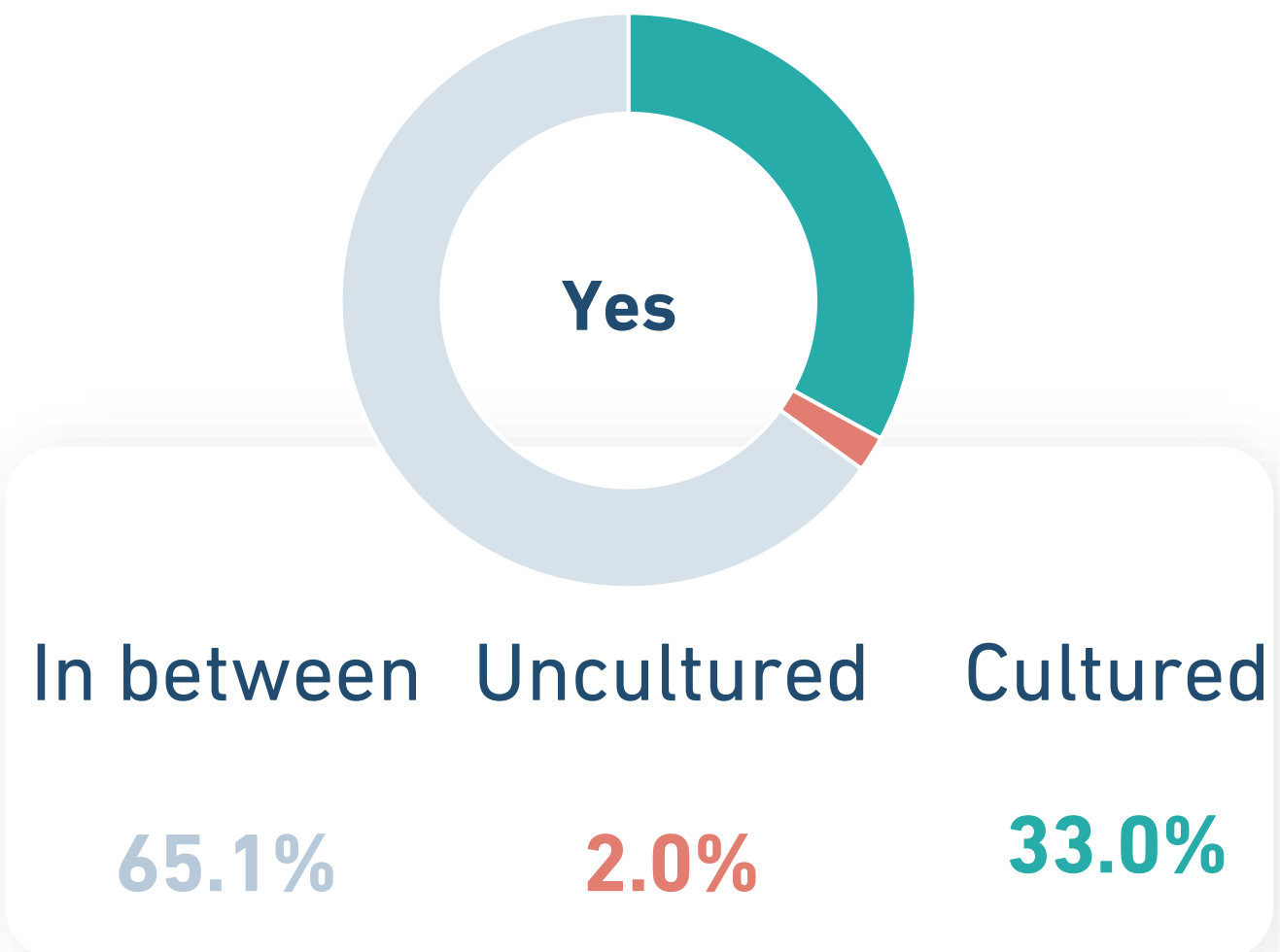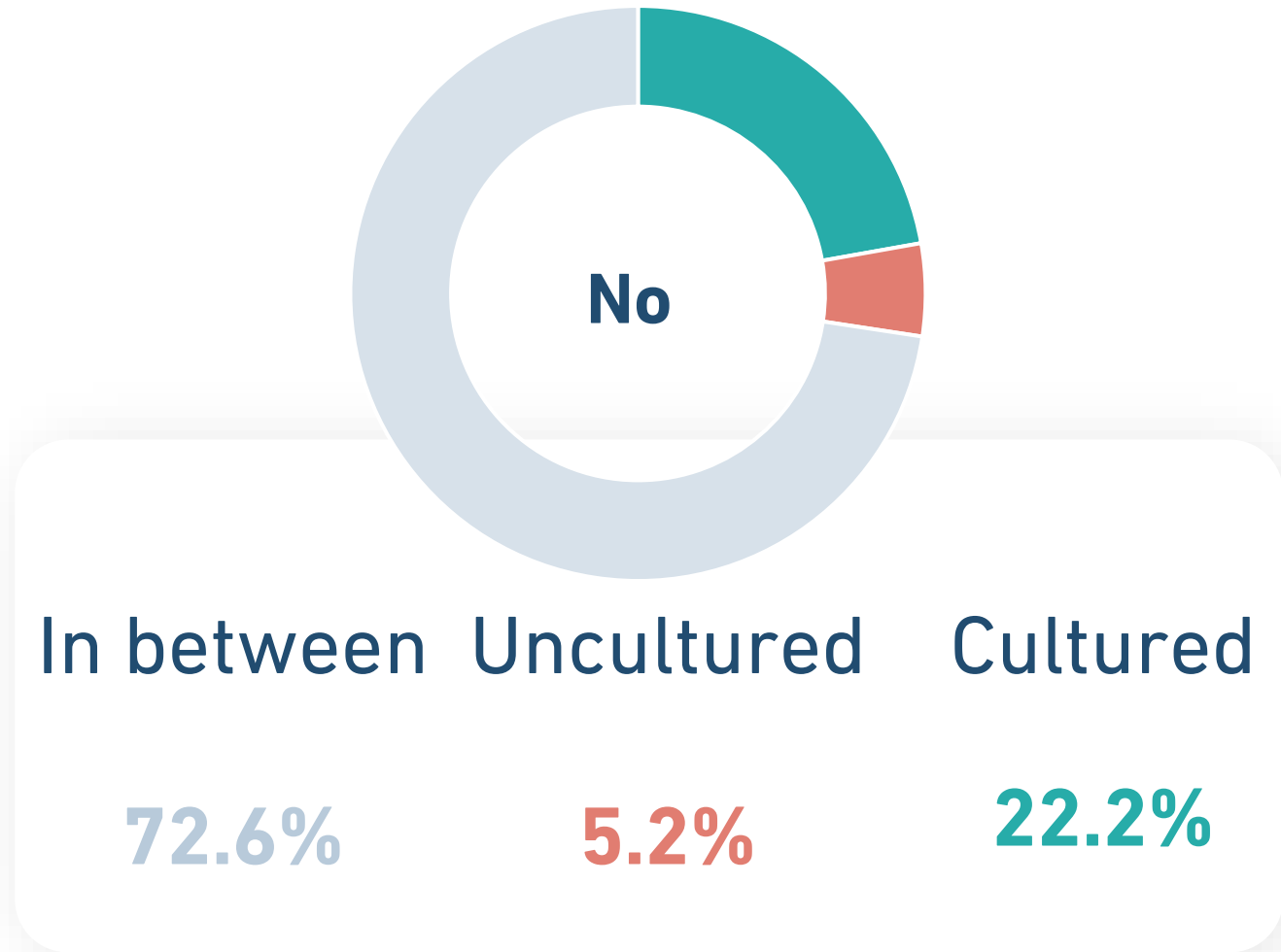
How do you see your culture? Are you:

Demographic data:

Sample size: 1429

Marital status		
	Married	57.9%
	Single	33.8%
	Divorced / widowed	8.3%
Monthly income	No income	31.3%
	5,000 or less	30.2%
	10000–5001	20.7%
	15000–10001	10.2%
	More than 15,000	7.6%
Job	Public sector	14.6%
	Private sector	19.7%
	Does not have an official job	2.7%
	Retired	7.8%
	Student	11.2%
	Without a job	20.1%
	Housewife (not looking for a job)	14.4%
	Businessman/businesswoman	1.9%
	Military	7.6%
Loans	Yes	40.2%
	No	59.8%

Sex		
	Male	49.7%
	Female	50.3%
Age	34–18	51.1%
	49–35	28.9%
	50 or older	20.0%
Number of family members	4 or less	36.9%
	8–5	49.7%
	9 or more	13.3%
Education	Elementary degree or less	17.0%
	High school degree	43.1%
	Bachelor degree	33.8%
	Postgraduate studies	6.1%
Region	Riyadh	30.2%
	Mecca	19.9%
	Medina	7.3%
	Al Qassim	4.7%
	Eastern Province	15.3%
	Southern regions	15.5%
	Northern regions	7.2%

Thank you