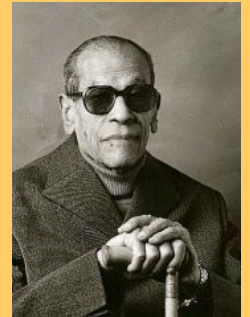
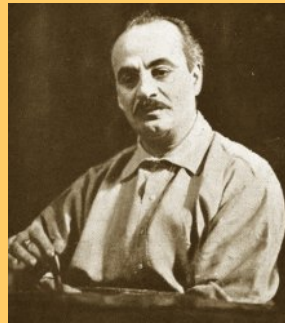


# What Arabs Read?

## Cairo International Book Fair

January 26<sup>th</sup>, 2007



**Presented by:**  
Tamer El Naggar,  
Managing Director – Synovate North Africa



# Introduction



- Initiated by **Next Page Foundation**, A Pan-Arab readership survey was launched in 2005 covering 5 Arab countries, and with plans to expand to 4 additional Arab Countries
- **Synovate** is global market research organization aiming at improved understanding of markets, consumers & brands. Synovate covers 54 countries, and has a full network across the Arab Countries. Synovate prides curiosity as its driving force to be the fastest growing research company in the world
- This is the first & largest survey of its kind and offers a base line to be compared against to track the readership & “cultural” progress in the Arab world in the future



# Arab Readership *Overview*



- Among the literate population, the highest incidence of readers were in Egypt & KSA (88% & 94%). Across all 5 surveyed countries, 3 out of every 4 literate Arab person reads regularly.
- 90% are regular readers of newspapers & magazines.
- 85% of surveyed literate Arabs have at least read a book in the past 12 months
- Out of those that have on-line access, 63% read newspapers & magazines on-line. The highest incidence in Saudi Arabia (77%), the lowest in Tunisia (55%). Egypt is (62%)

# What Arabs Read ?



- The most read in newspapers & magazines is news, politics & current affairs.
- Some of the most read types of books in the 5 Arab countries were:
  - Egypt & Saudi Arabia: The Holy Quraan
  - Lebanon: Gobran Khalil Gobran
  - Morocco: Naguib Mahfouz, and other literature (Arabic & French)
  - Tunisia: French books most popular
- As a reading language, Arabic is still the most read-in language in all Arab countries.
- Reading in English came highest in Lebanon (19%), followed by Tunisia (8%), less than 3% in all other Arab countries
- Reading in French came highest in Morocco (28%), Lebanon (27%), & Tunisia (19%).
- **French is becoming a very strong contender to English in the Arabic world!**



# What makes Arabs read MORE or less?



## WHY READ MORE ?

- The key motivator for reading more among Arabs was price of books & interesting topics in language preferred.
- Cheap books was a key motivator for reading more in Morocco (76%) & Egypt (59%). This was of less concern in Saudi Arabia (36%).
- Having interesting books in Arabic was a significant concern in Morocco (57%). This was a minor concern (less than 20%) in all the other countries.

## WHY READ LESS?

- 3 out of 4 non-readers in the Arab world would read more if they find more interesting topics
- Having no time, leaving education & work are the other reasons why people do not read much. Having TV & Satellite is the next big reason why people read less
- Typical age at which Arabs stop or reduce reading is 19-25 years, the age when education is completed and less dedicated time is given to reading

# Arabs and Book Fairs



- In relative terms, Egyptians tend to visit book fairs in smaller percentages (29%) than other countries (ranges between 53% in Morocco, 77% in KSA)
- Reasons for visiting fairs are the large book variety & price discounts. The Saudis add to that their appeal to the festivities involved with book fairs.

# What Arabs Read?

## *Females versus Males*

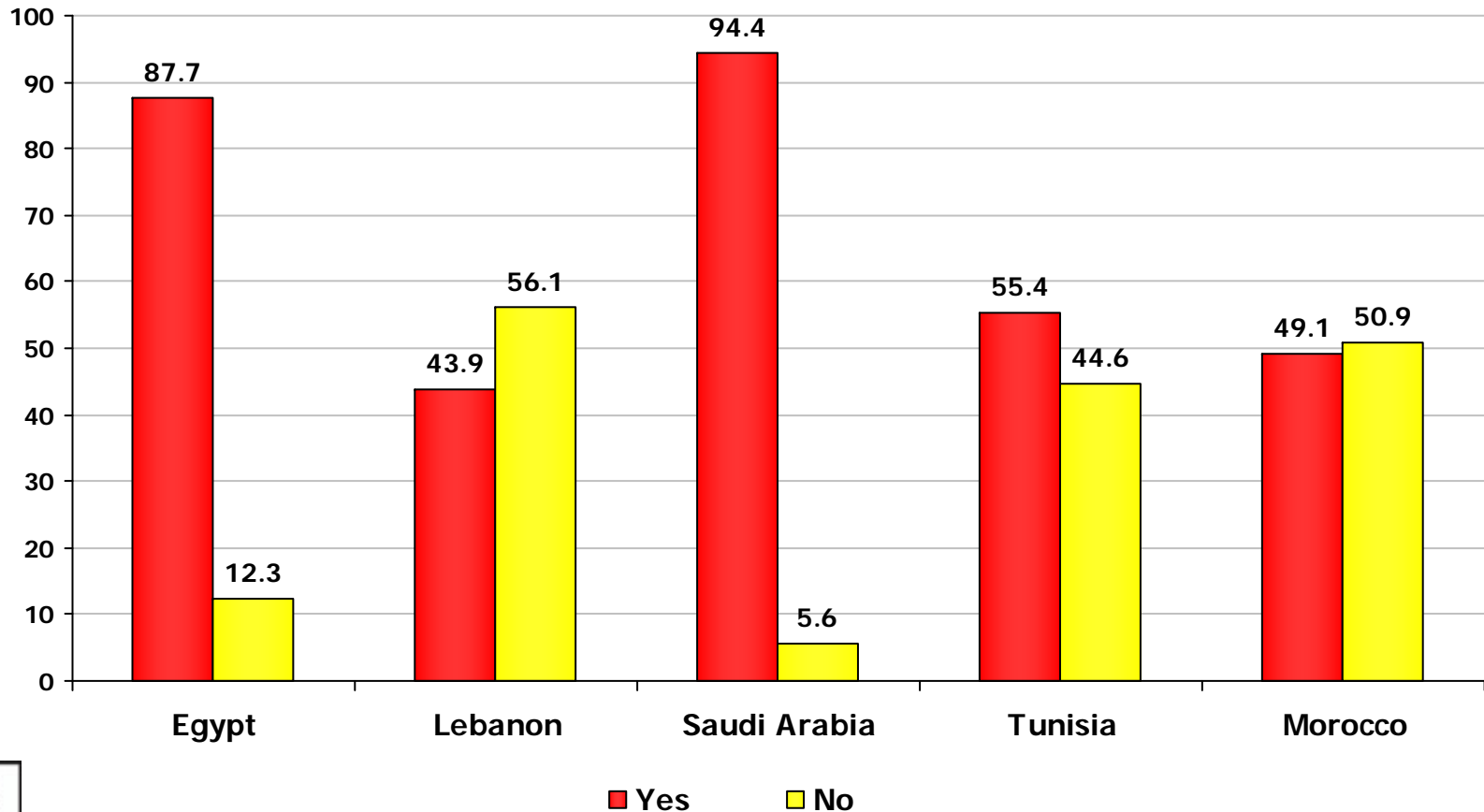


- In addition to the common interest of politics & current affairs, Arab males tend to rank Sports
- Some of the most read types of books in the 5 Arab countries were:
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# Detailed Findings

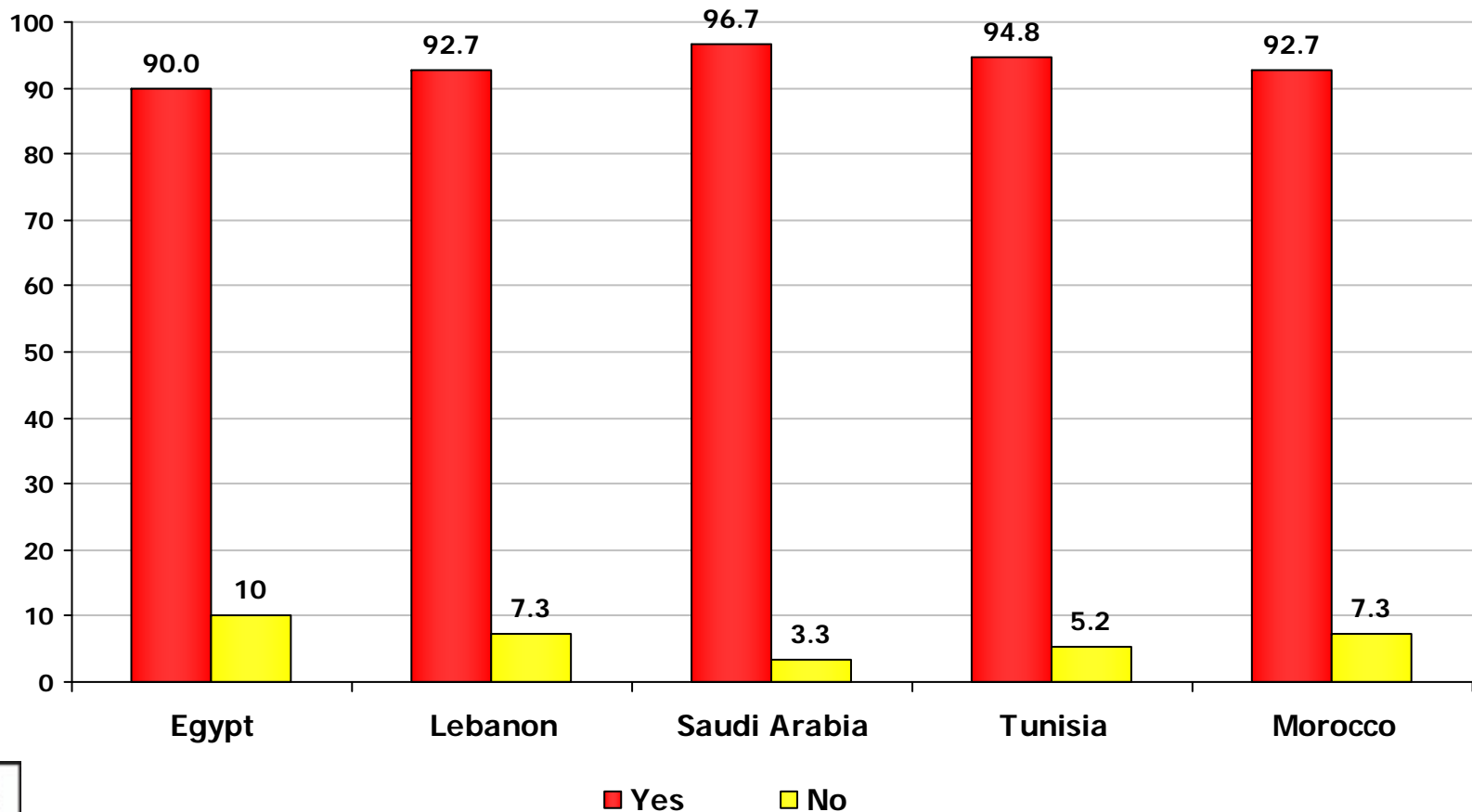
# Readers vs Non-readers of Literate Population



Source: Study conducted by Synovate  
Question S4

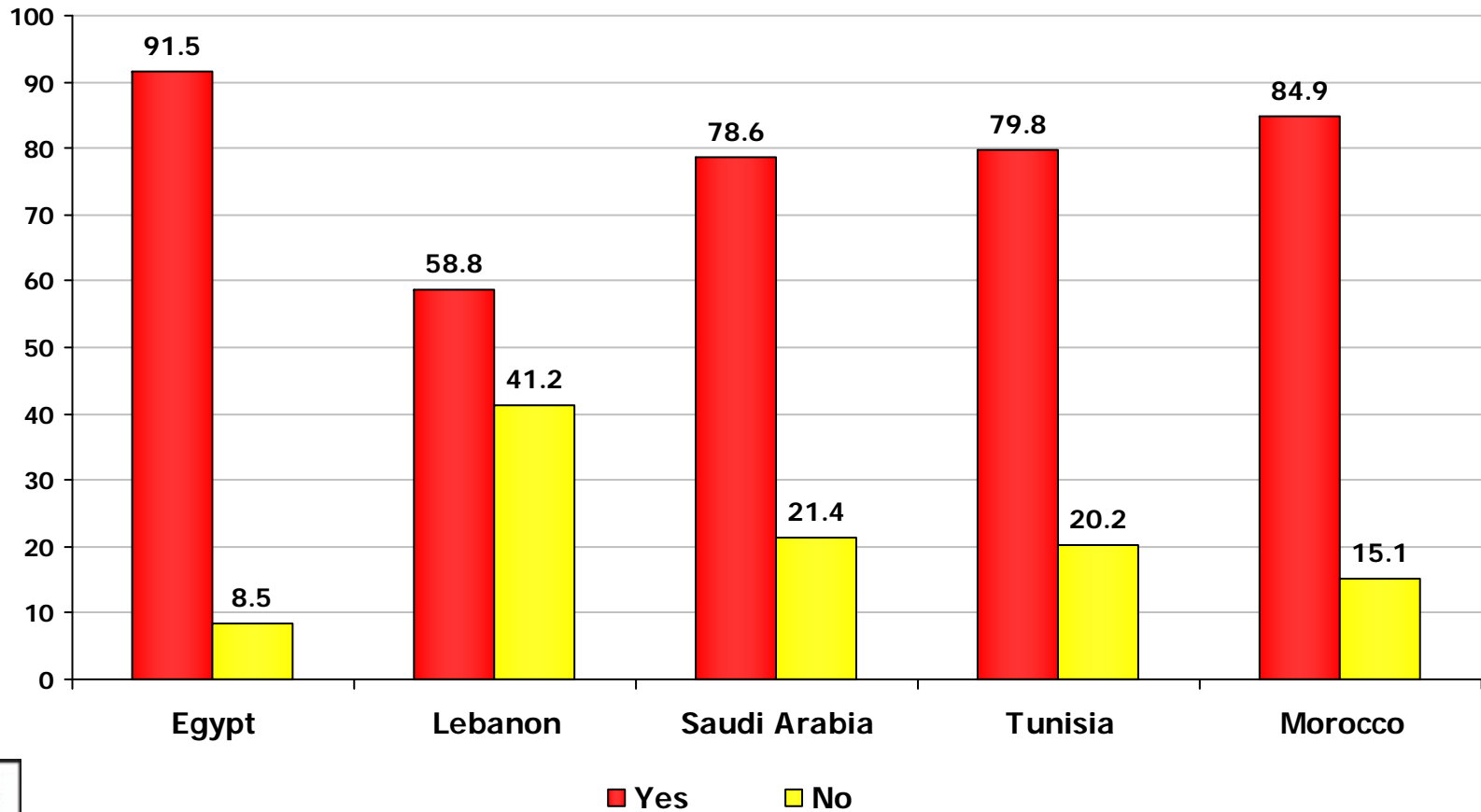


# How many readers read printed newspapers and magazines?



Source: Study conducted by Synovate  
Question Q1

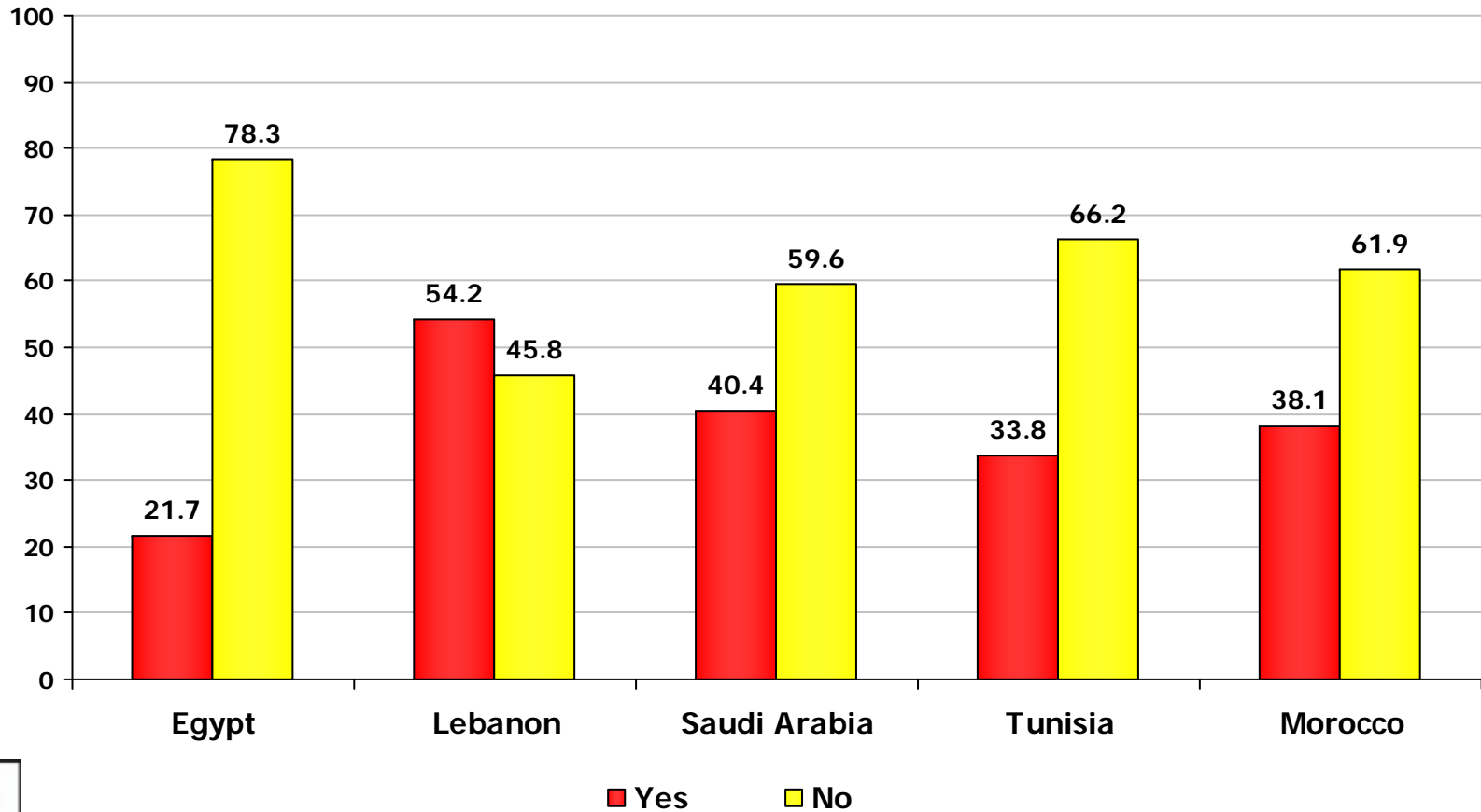
# How many readers read books?



Source: Study conducted by Synovate  
Question Q15

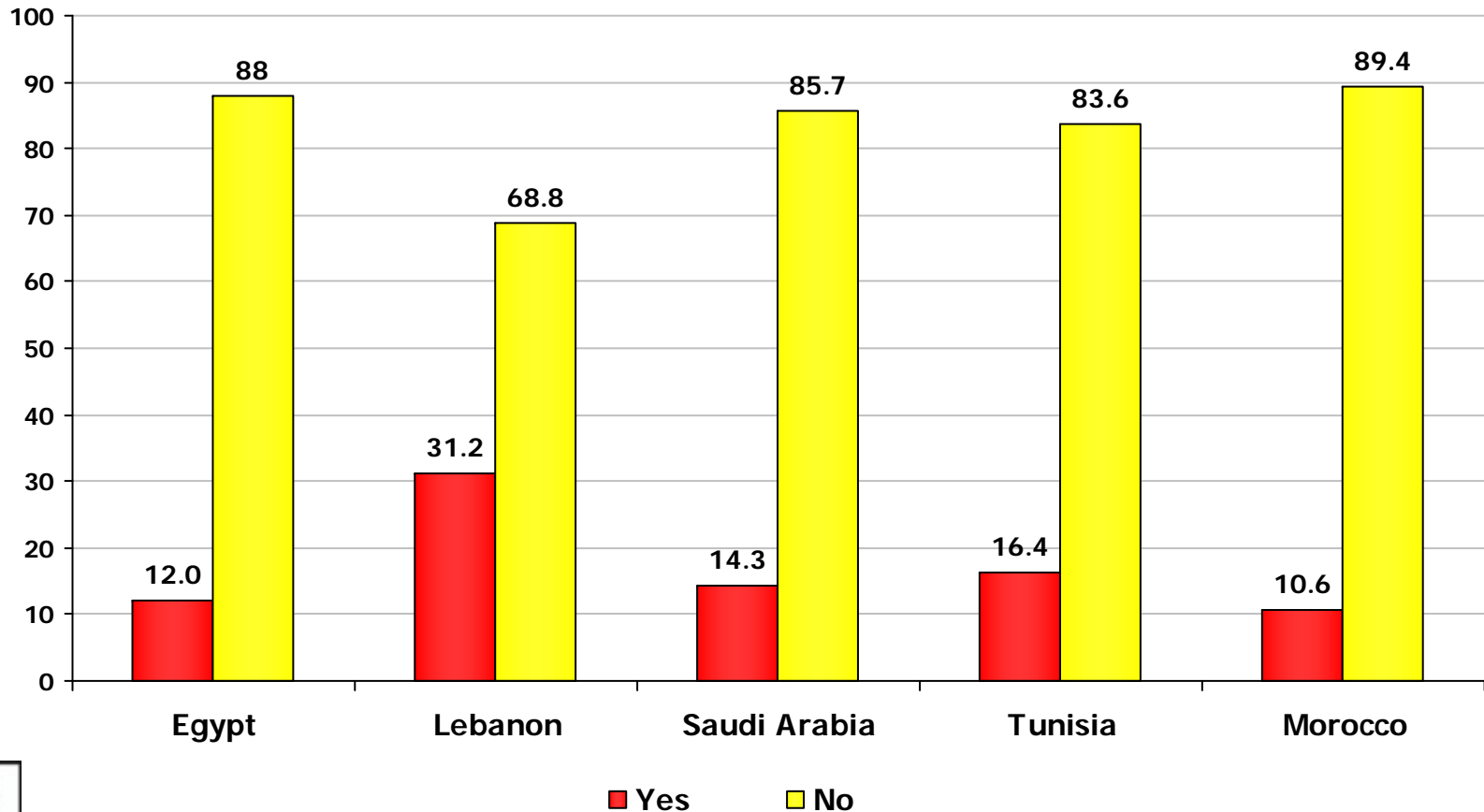


# Readers who access the Internet



Source: Study conducted by Synovate  
Question Q5

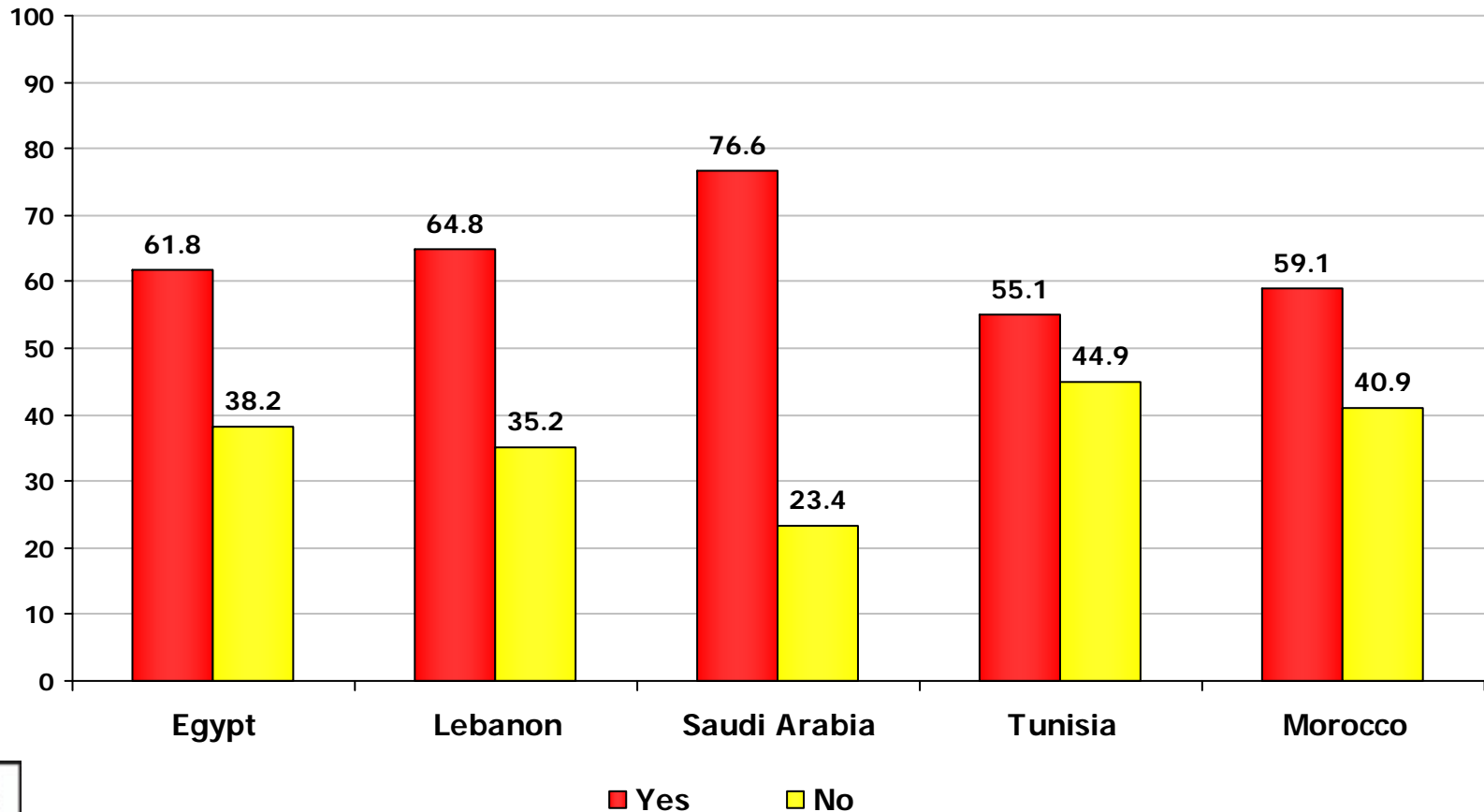
# Non-readers who access the Internet



Source: Study conducted by Synovate  
Question Q95



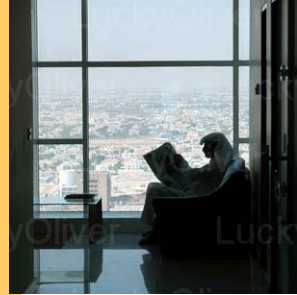
# Online newspaper and magazine reading



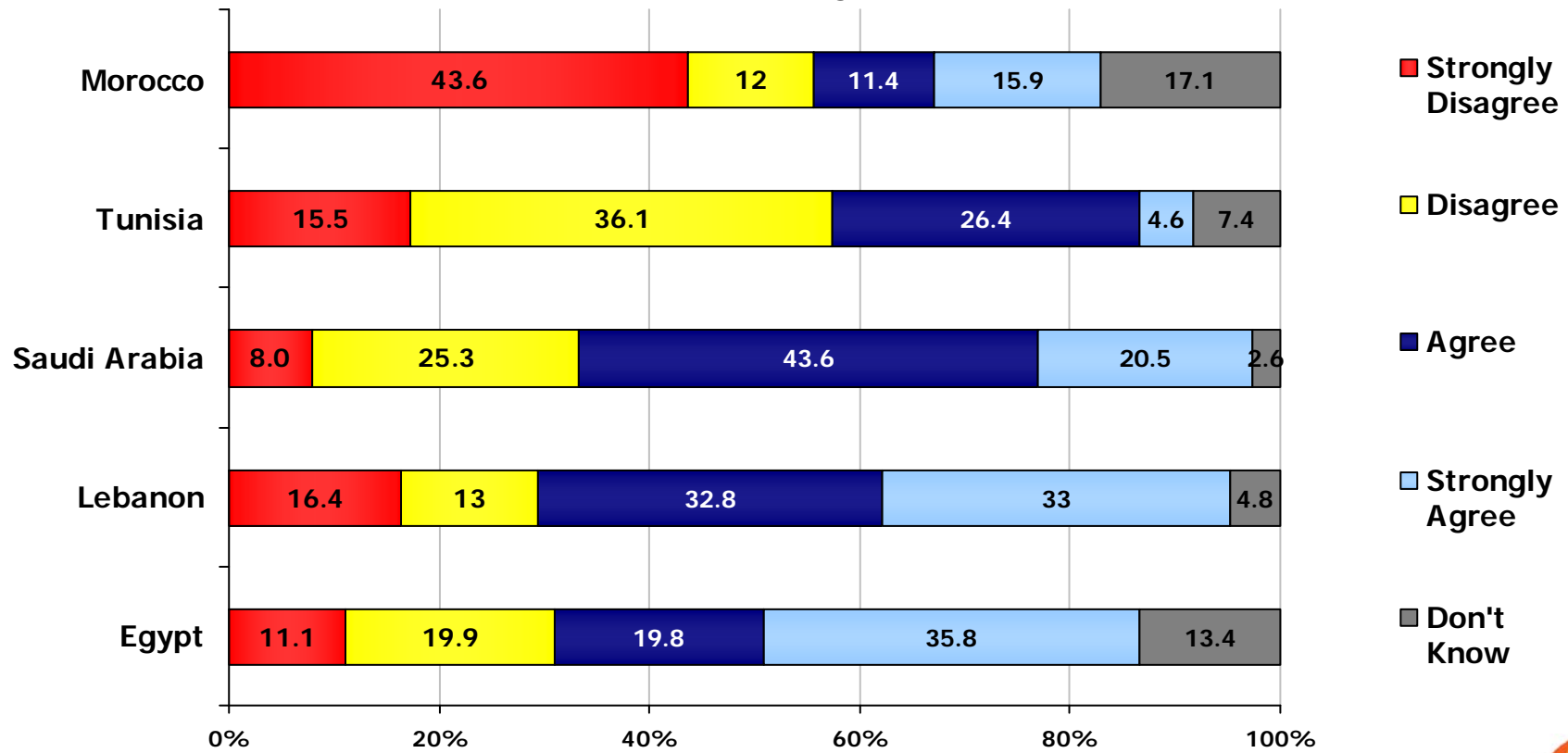
Source: Study conducted by Synovate  
Question Q8



# Readers: Reading or watching TV??



Everybody will pretend that reading is important  
but most people know that TV is more  
interesting

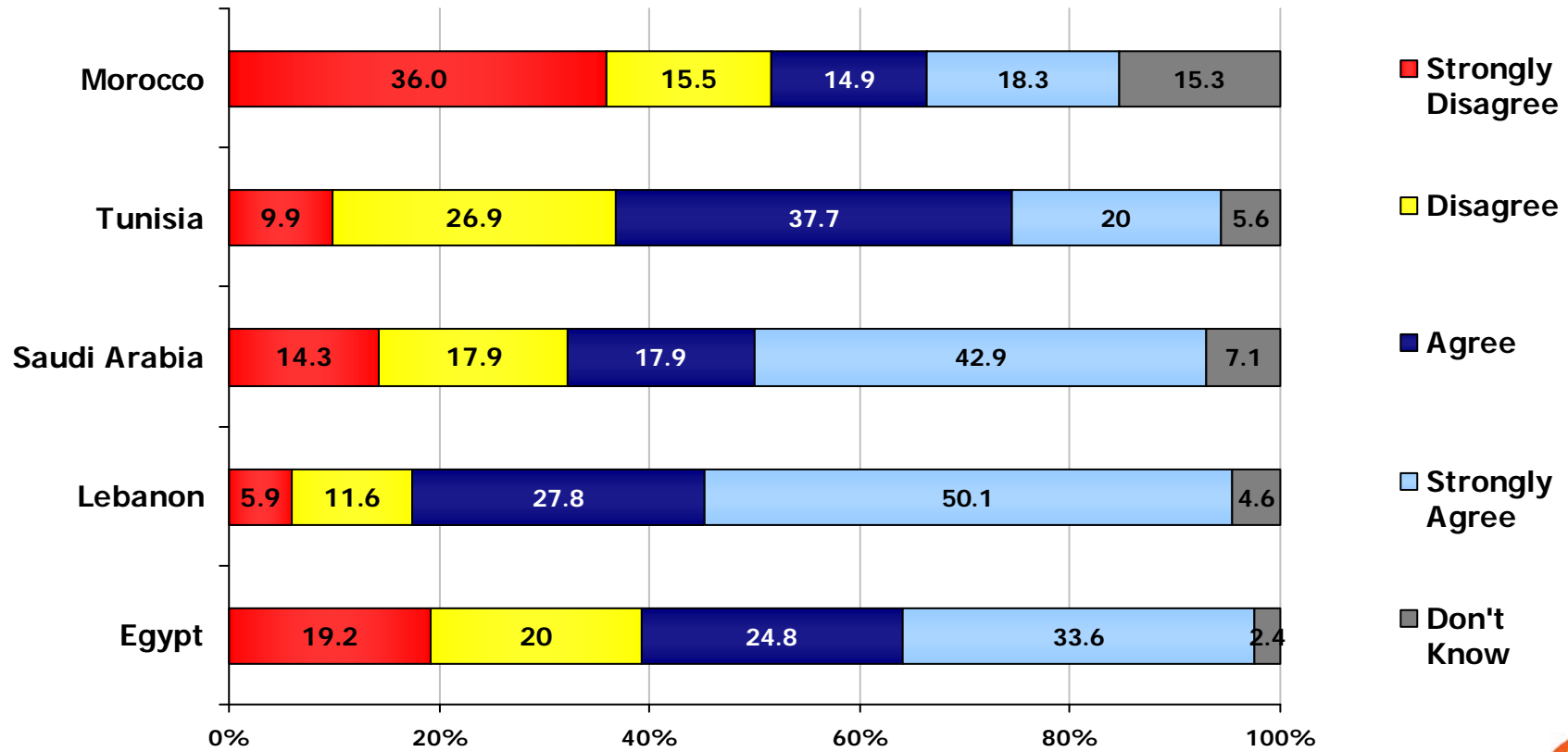


Source: Study conducted by Synovate  
Question Q37

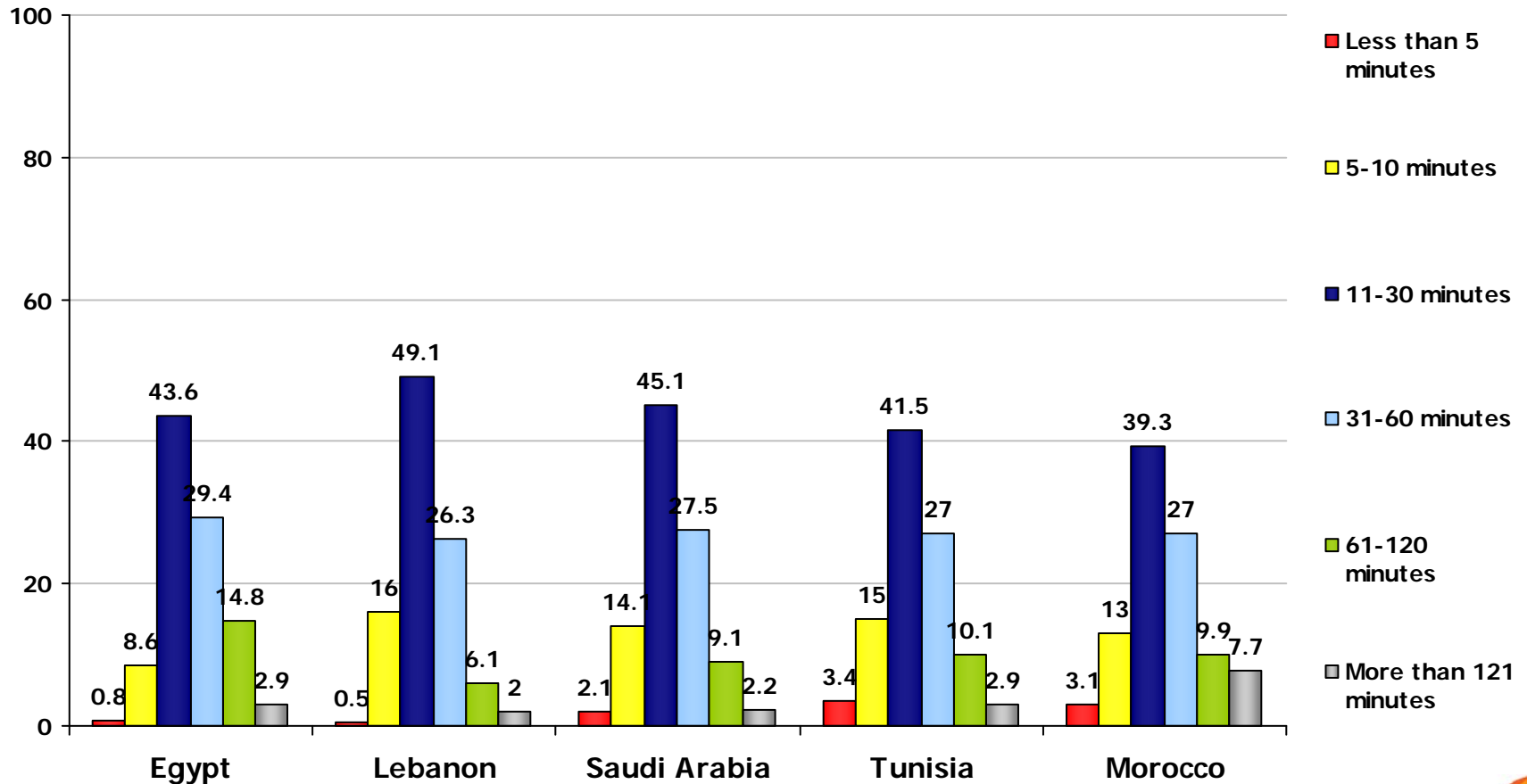
# Non-readers: Reading or watching TV??



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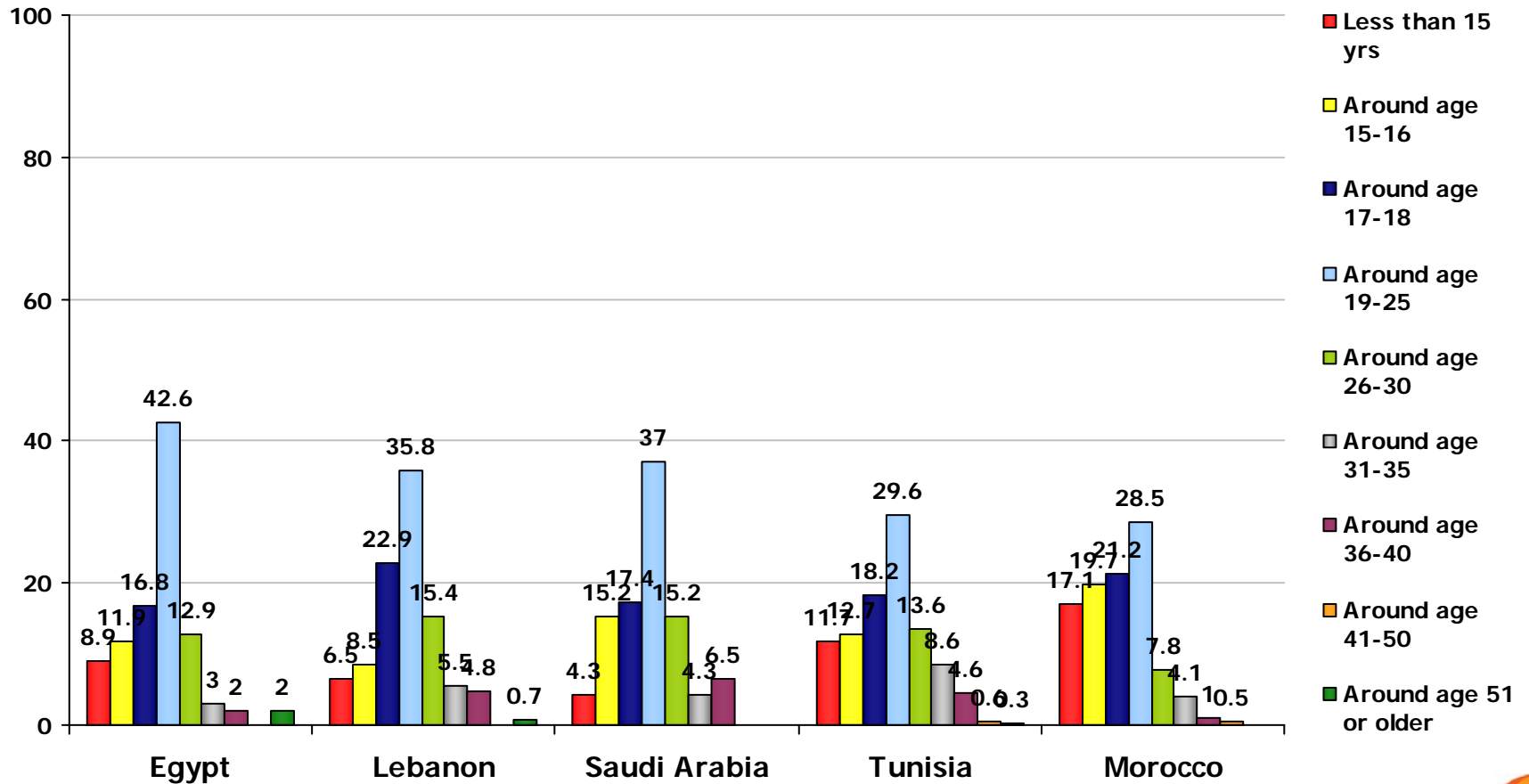
# Readers: Time spent reading printed newspapers or magazines



Source: Study conducted by Synovate  
Question Q3



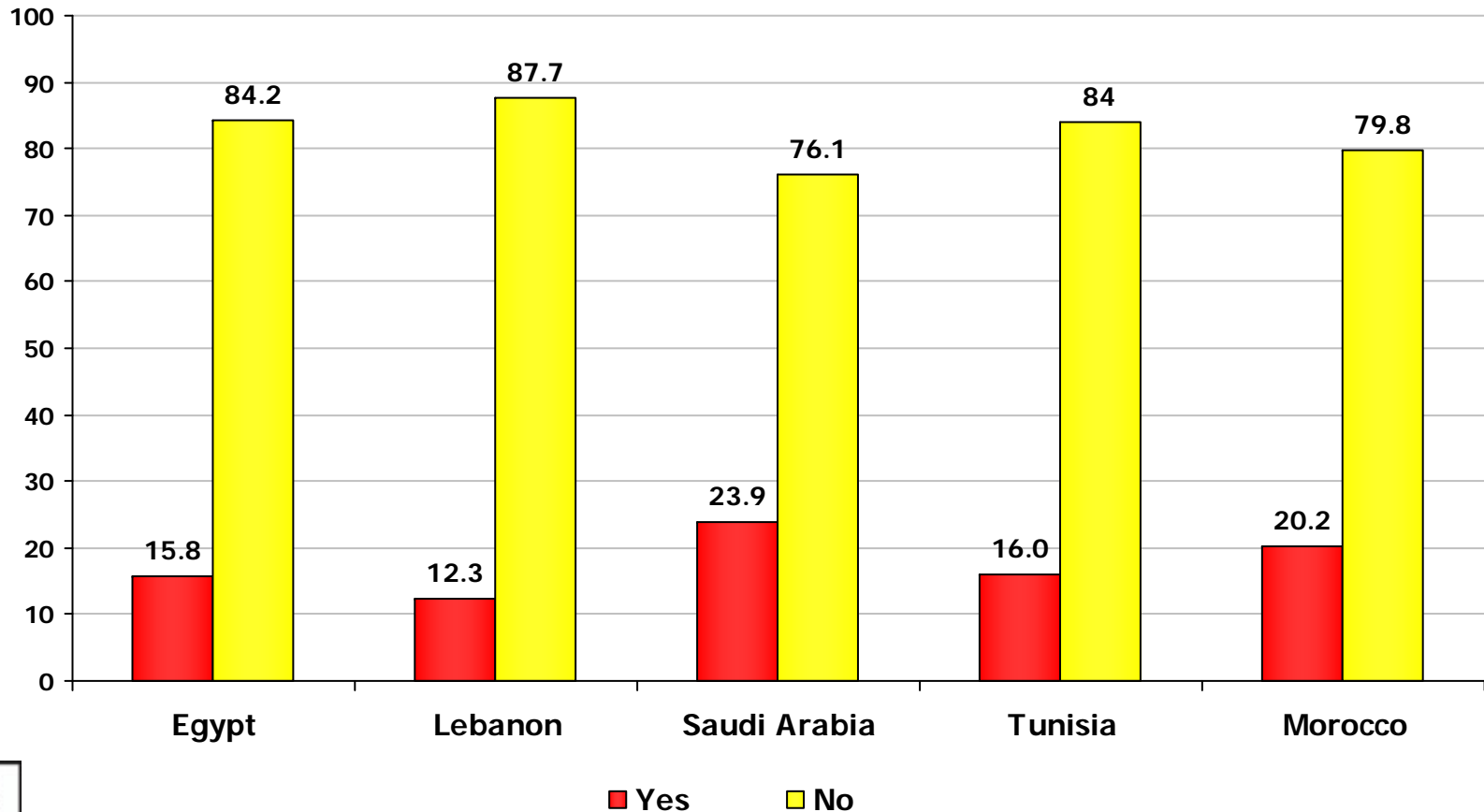
# Non-readers decreasing/stopping reading



Source: Study conducted by Synovate  
Question Q85



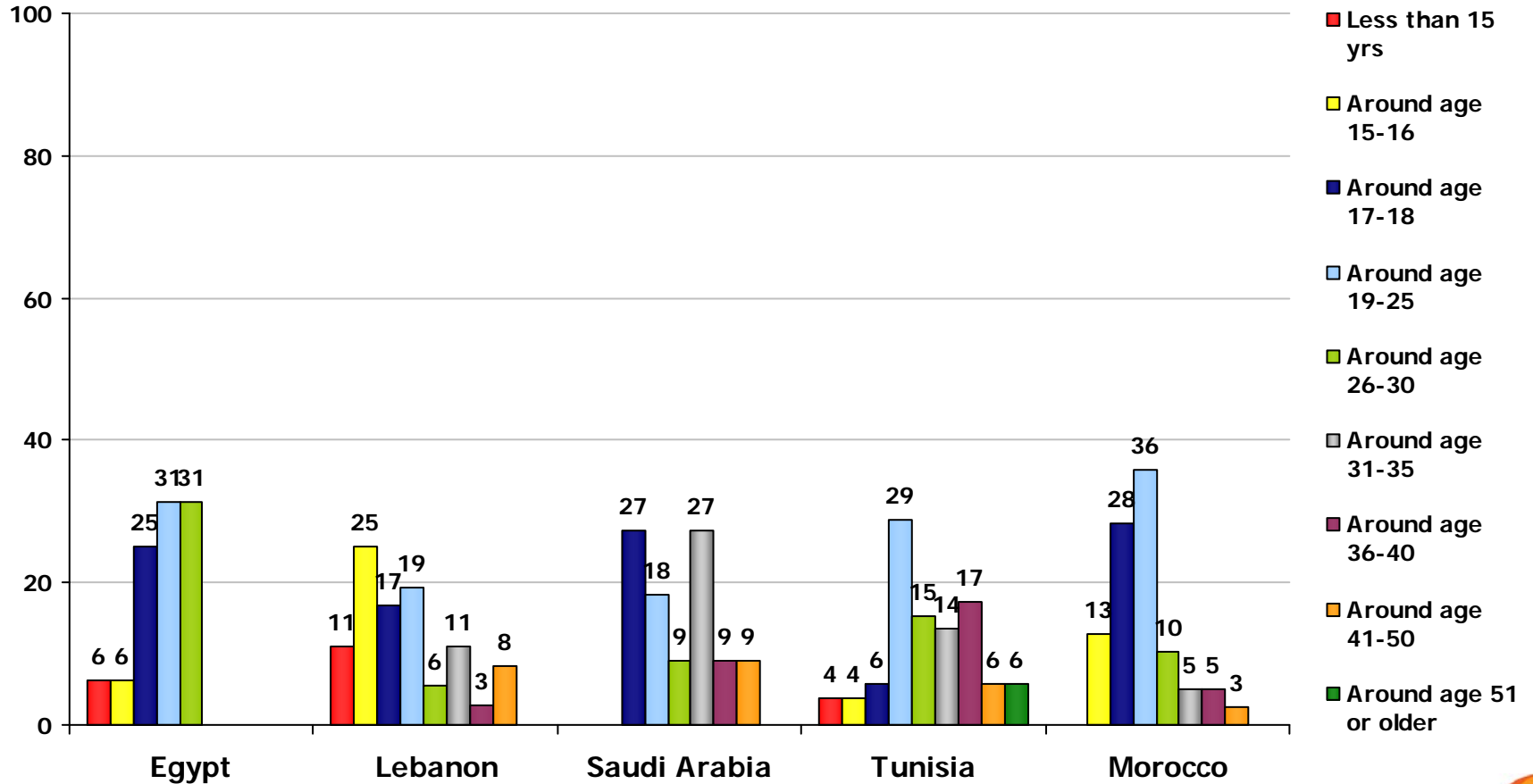
# Non-readers: Re-started reading at a certain age?



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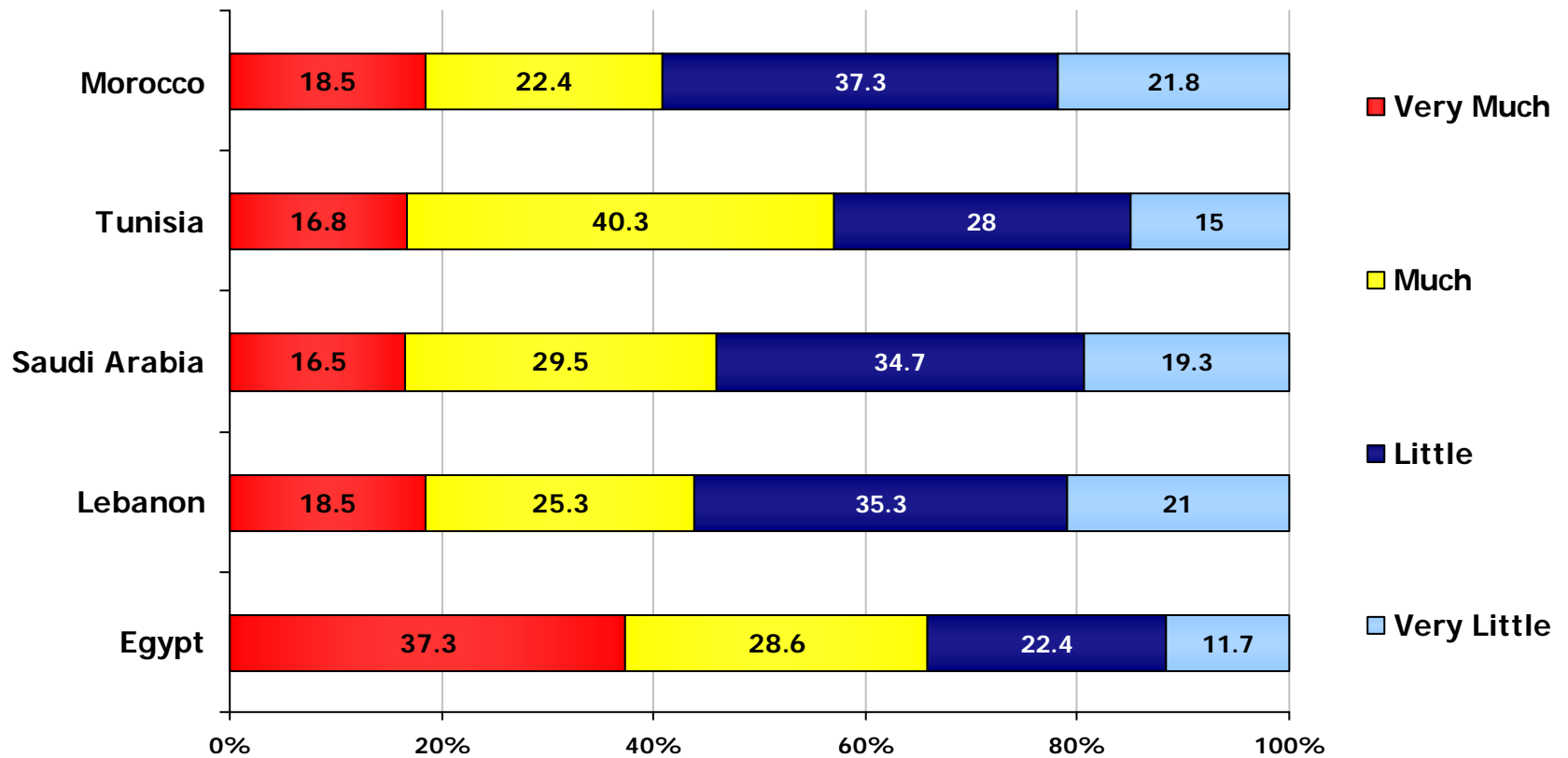
Source: Study conducted by Synovate  
Question Q87

# Non-readers: Age when restarted reading



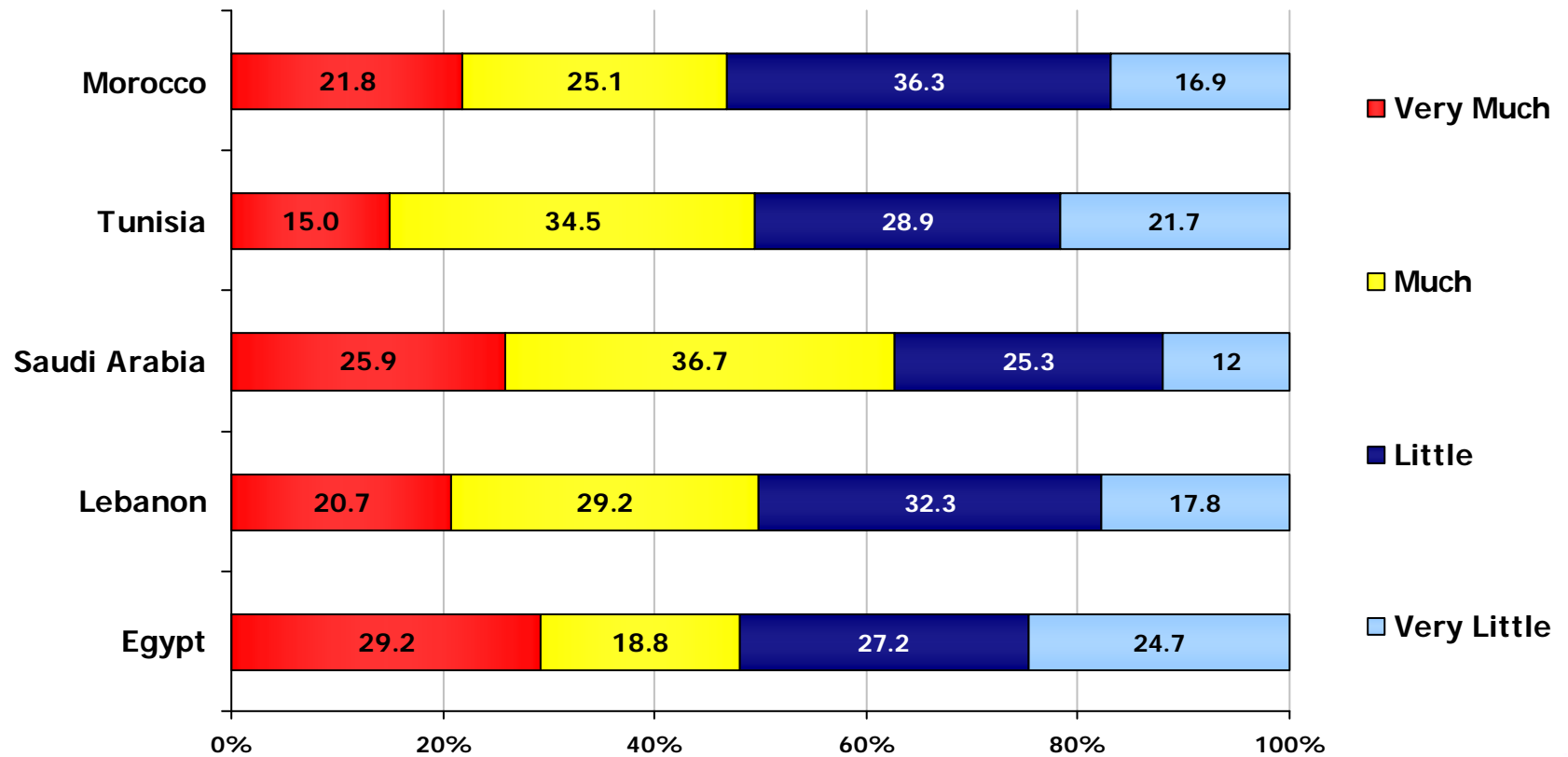
Source: Study conducted by Synovate  
Question Q88

# Topics interested in: History



Source: Study conducted by Synovate  
Question Q73

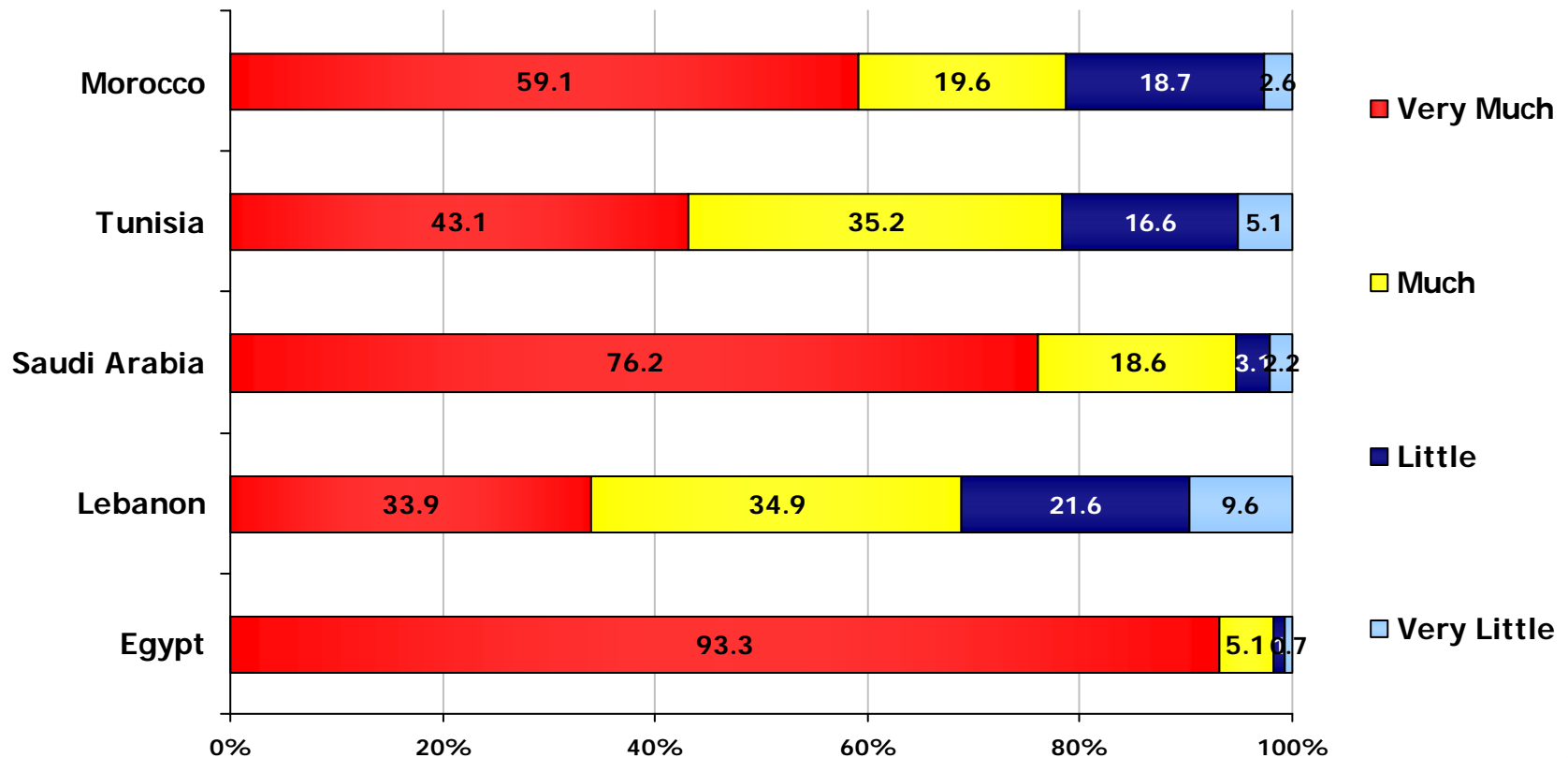
# Topics interested in: Literature



Source: Study conducted by Synovate  
Question Q73



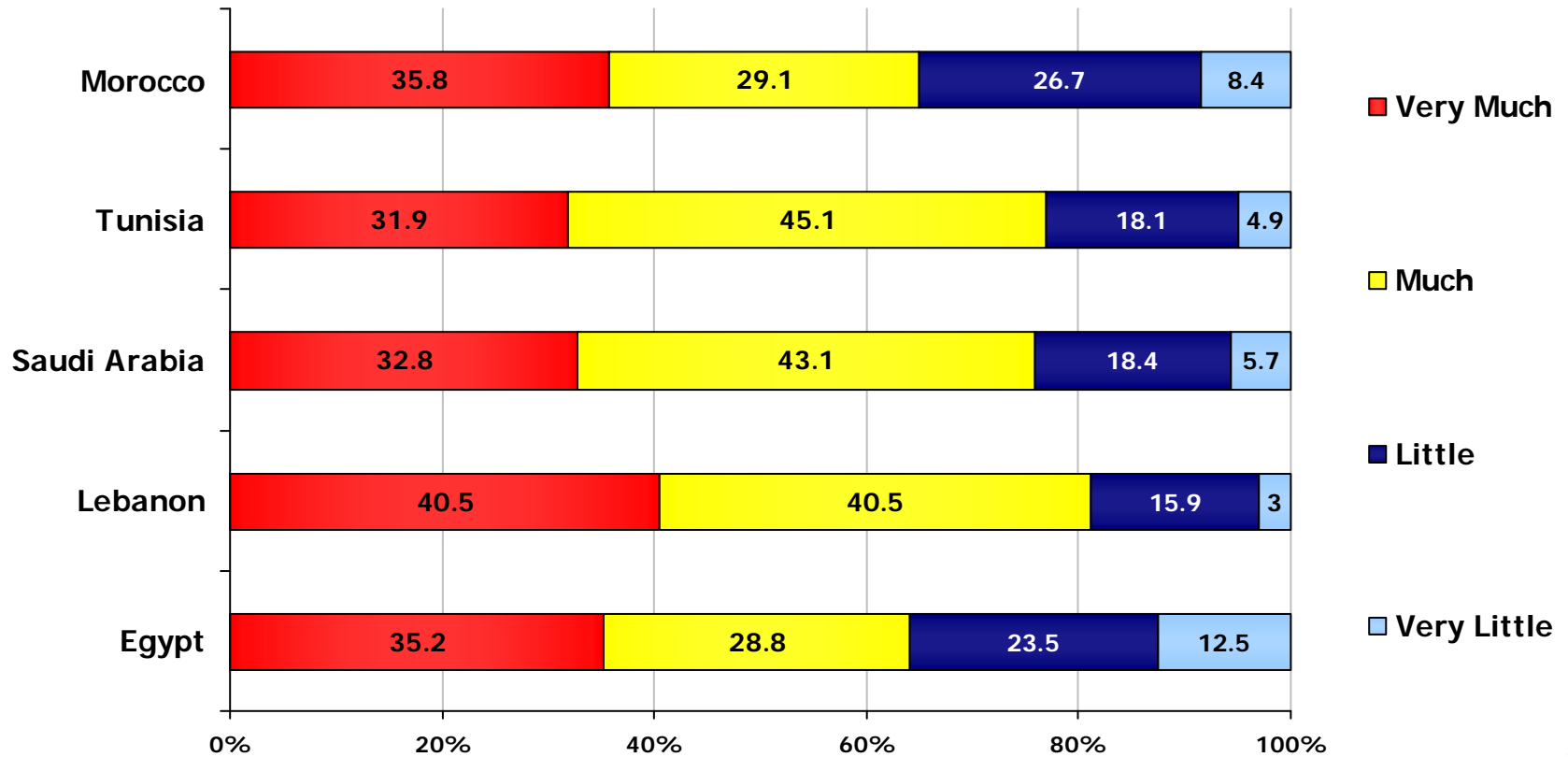
# Topics interested in: Religion



Source: Study conducted by Synovate  
Question Q73



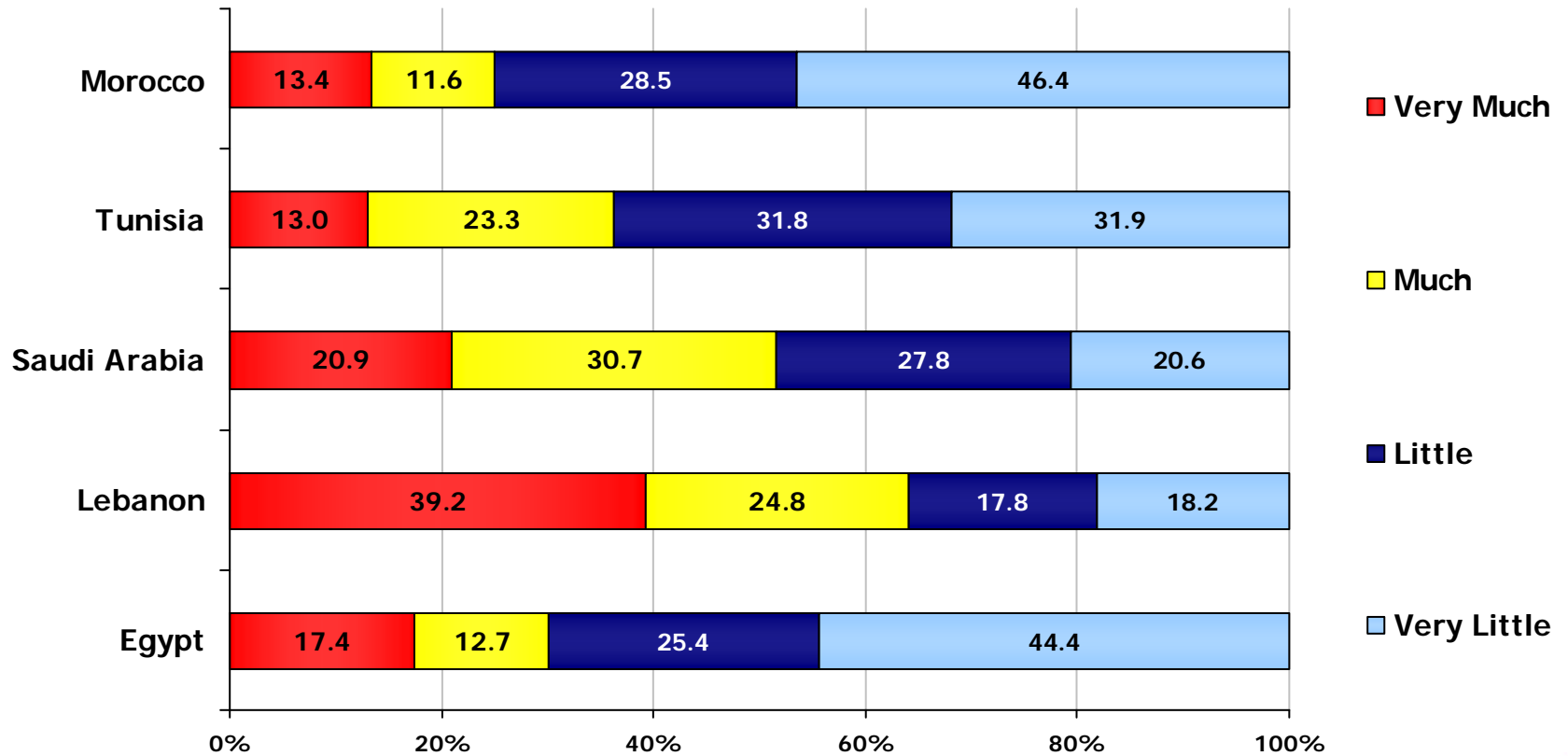
# Topics interested in: Culture



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Source: Study conducted by Synovate  
Question Q73

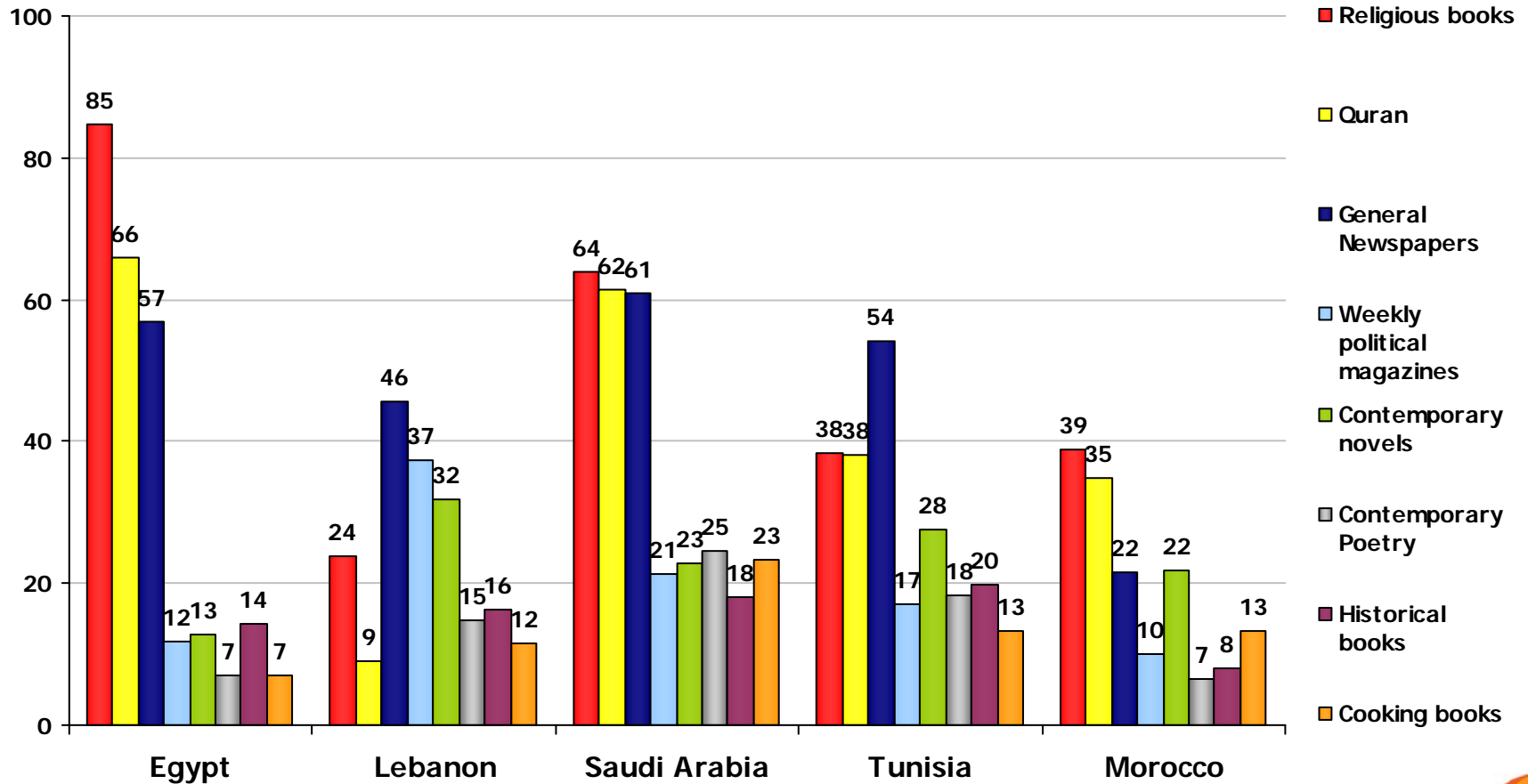
# Topics interested in: Politics



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Source: Study conducted by Synovate  
Question Q73

# Topics read the most

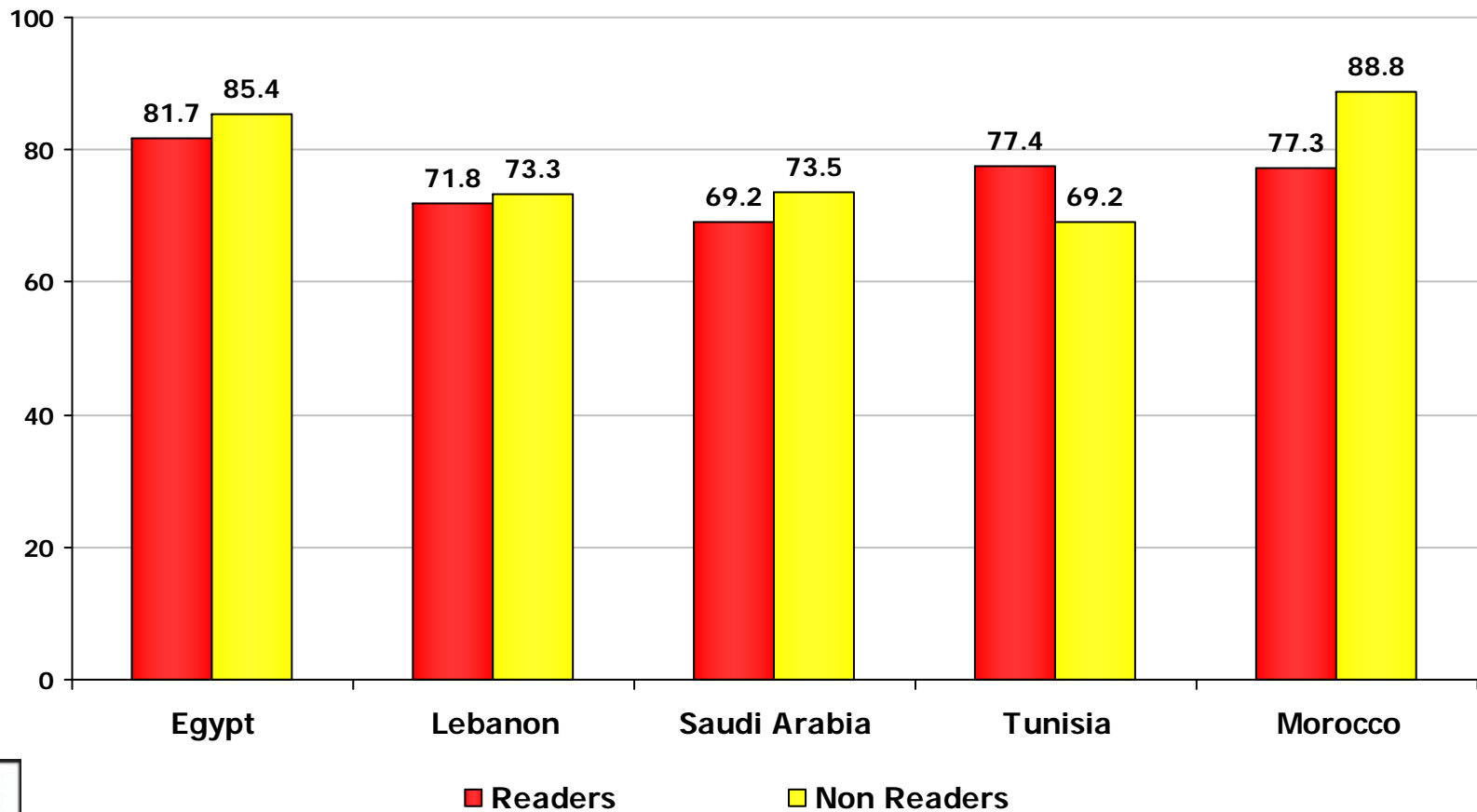


Source: Study conducted by Synovate  
Question Q70



# Reading Triggers: More books on interesting topics

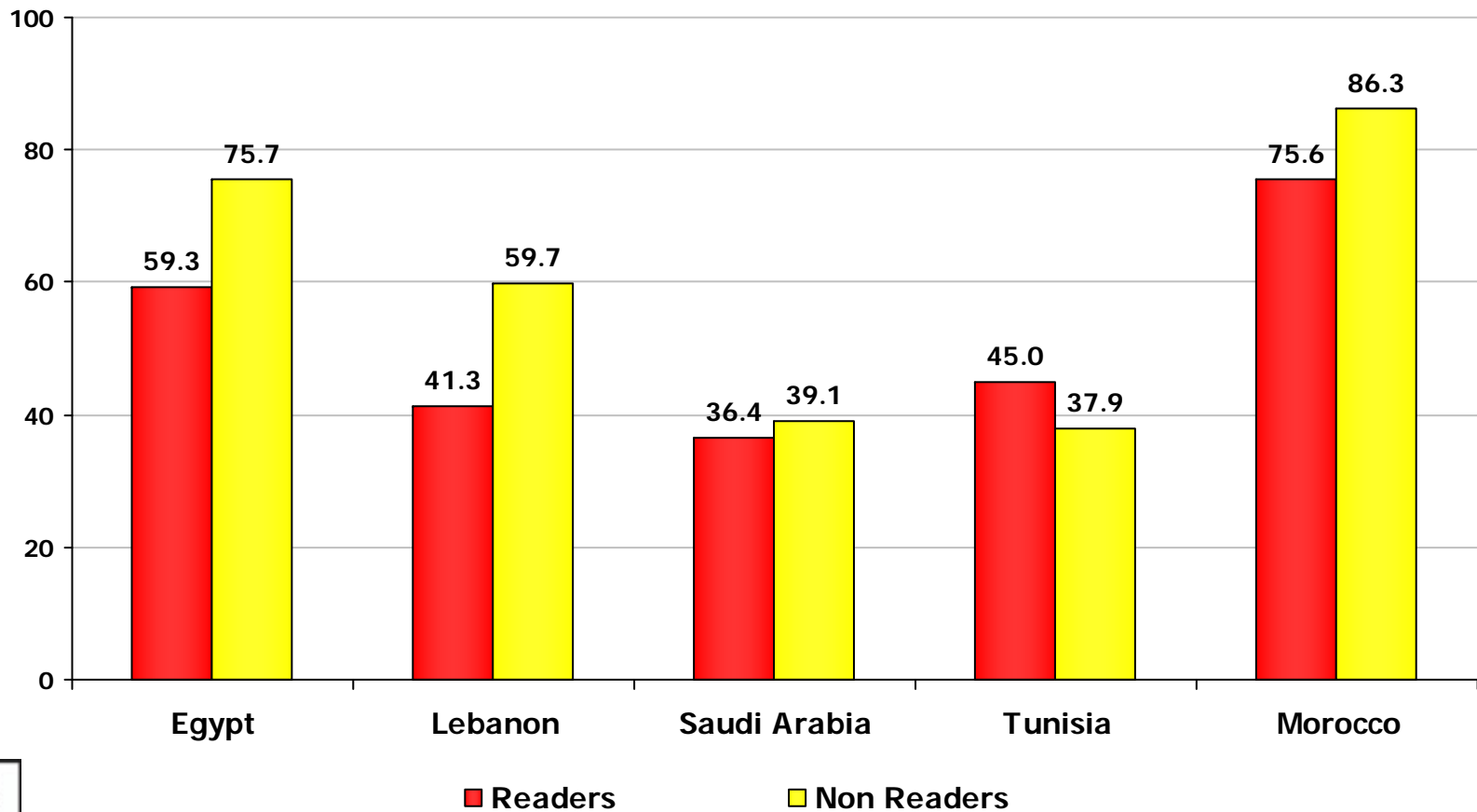
## – Readers vs Non Readers



Source: Study conducted by Synovate  
Question Q67, Q105

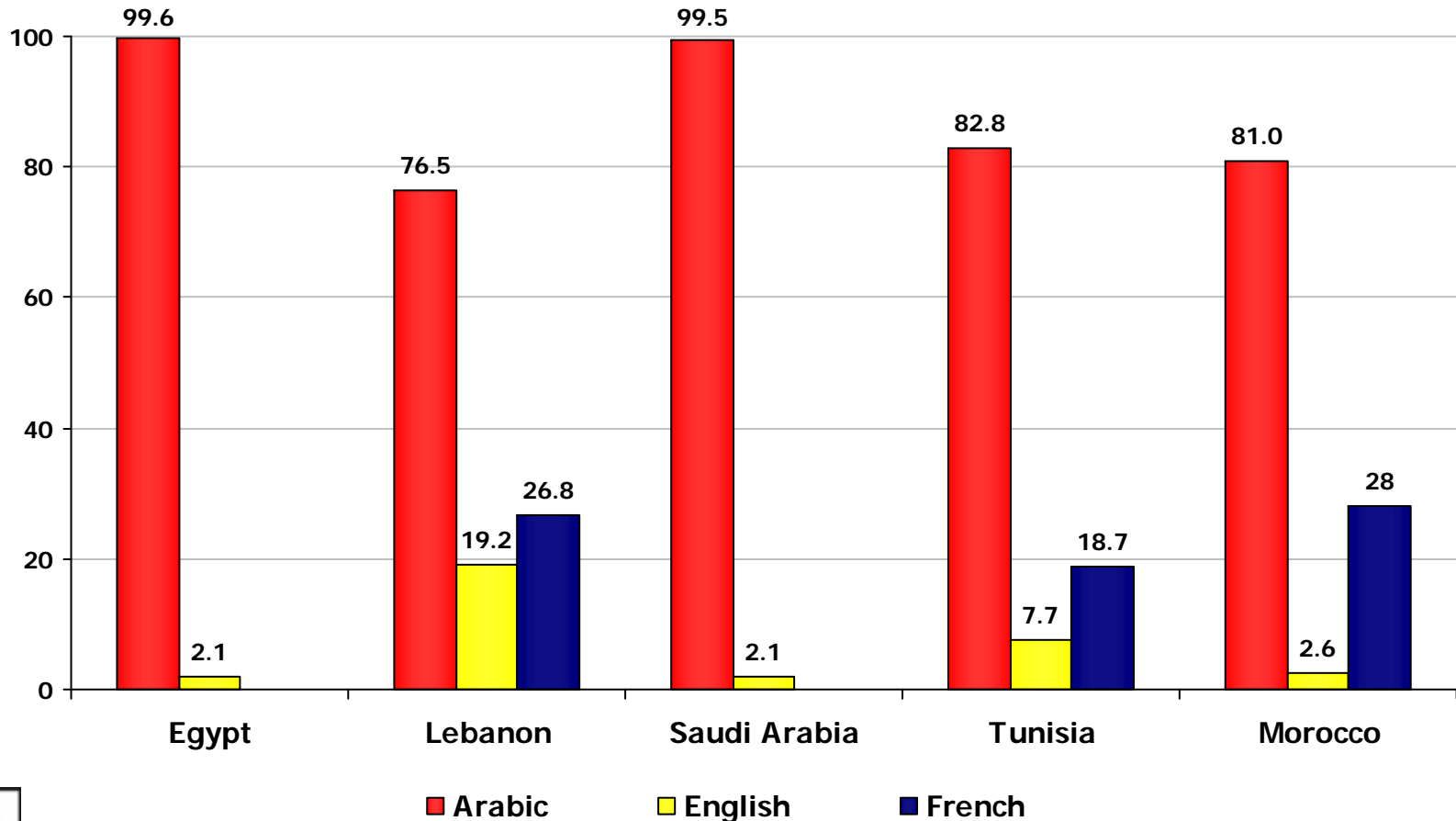
# Reading Triggers: Less expensive books

## – Readers vs Non Readers



Source: Study conducted by Synovate  
Question Q67, Q105

# Languages Read



Source: Study conducted by Synovate  
Question Q30



# Thank you for your interest

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