

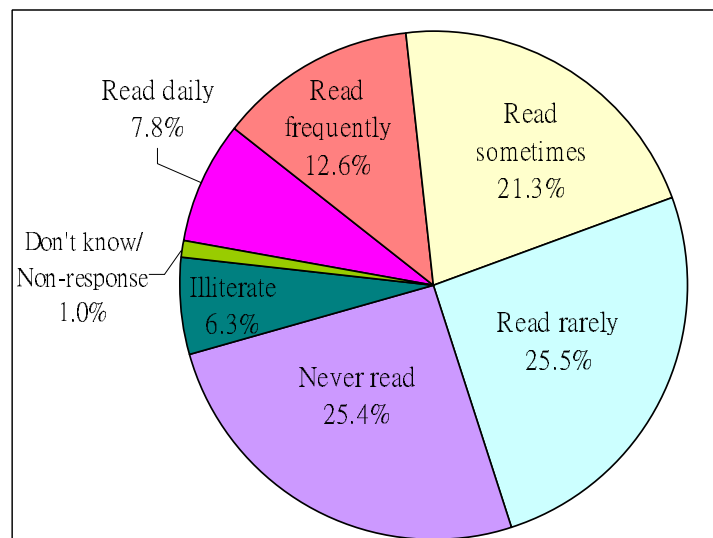
For the complete survey results
Please refer to *Global Views Monthly* Jul 2007

<http://www.gvm.com.tw/gvsrc/eng/index.asp>
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GVSRC Survey: Taiwanese People's Reading Behaviors

41.7% of Taiwanese people say they read regularly. In average they spend 2.7 hours every week reading, far less than the time they devote to watching TV or surfing the Internet.

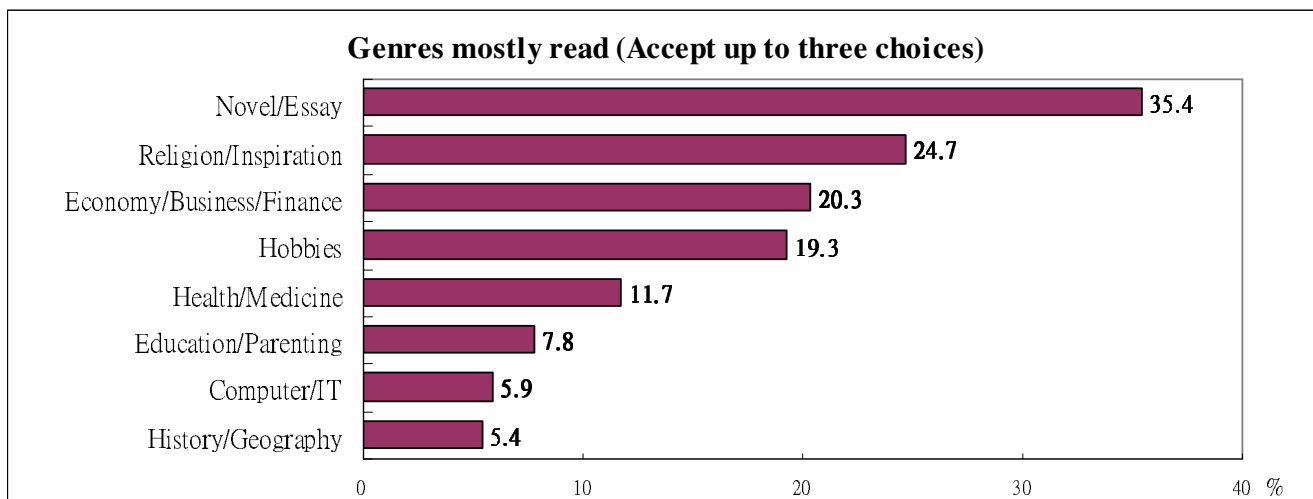
The GVSRC survey shows that 41.7% of Taiwanese people who are 18 or older say they read regularly. There are 7.8% read every day, 12.6% read frequently, and 21.3% read sometimes. The reading materials defined in this survey do not include magazines, comic books, or exam textbooks. Among those who do not read regularly, 25.5% say they rarely read, while 25.4% never read. Besides, 6.3% say they do not read because they are illiterate.



Meanwhile, Taiwanese people who are 18 or older spend 16.9 hours in average every week watching TV, 7.4 hours surfing the Internet, but only 2.7 hours reading—less than 25 minutes every day.

Novels and essays are the most popular genre, next is religion/inspiration, and then business management/finance.

The most popular reading genre for Taiwanese people is novel/essay (35.4%), next is religion/inspiration (24.7%), then economy/business/finance (20.3%), hobbies (19.3%), health/medicine (11.7%), and education/parenting (7.8%). By cross-analyzing readers' age, we can see readers have different reading needs in different phases of life. People between 18 and 29 read mostly novels and essays. 25 to 44-year olds read inspirational books or finance and business management materials more often. 35 to 44-year olds pay more attention to the education/parenting genre, while 50 to 69-year olds focus on health/medicine books.



Regarding professions, Taiwanese people think that journalists are those who mostly need to read more, then legislators and the minister of education.

When asked who should read more regarding their professions, 31.2% of Taiwanese people think journalists, 28.6% think legislators, 28.3% the minister of education, 21.6% the president, 12.6% the premier, 9.1% other Cabinet ministers. By cross-analyzing interviewees' age, we can see that 51.2% of the 18 to 24-year old group wants to see the minister of education read more. Further details on Taiwanese people's reading patterns can be found in *Global Views Monthly* Aug 2007.

This survey was conducted by GVSRC from 6.20pm to 10.00pm on July 2-4, 2007. It is conducted with random-digit-dial sampling and computer-assisted telephone interviewing methods. 1068 people who are 18 or older completed the interview. One can say with 95% confidence level that the theoretical margin of sampling error is $\pm 3.0\%$. Gender, living area, age, and other features of the interviewees have undergone weighting procedure and test of the sample's representativeness in the survey results.