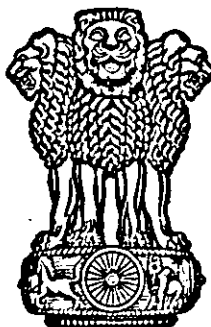


# THE NATIONAL SAMPLE SURVEY

THIRTEENTH ROUND : SEPTEMBER 1957—MAY 1958

NUMBER 37

SURVEY OF  
BOOK READERS' PREFERENCE IN INDIA



सत्यमेव जयते

Issued by

The Cabinet Secretariat : Government of India

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# THE NATIONAL SAMPLE SURVEY

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## SURVEY OF BOOK READERS' PREFERENCE IN INDIA

*This report entitled "Survey of Book Readers' Preference in India" was prepared by the Indian Statistical Institute, Calcutta, and is being published in the form in which it was submitted to the Government of India and Government are not responsible for the views expressed in the report.\**

### CHAPTER ONE

#### INTRODUCTION

1.1. At the suggestion of the Chairman, National Book Trust, a survey of the reading habits and the type and number of books read was included as part of the thirteenth round of the National Sample Survey (NSS). The field work to cover a total of 924 villages and 1168 urban census blocks throughout India was commenced in the second half of September 1957 and continued till the end of May 1958.

1.2. *Sample design* : The sample design in the NSS 13th round was two-stage stratified in the rural and urban sector—Rural and Urban India were divided separately into a number of strata, and within each stratum, two interpenetrating samples of villages or urban blocks were selected with probability proportional to Census 1951 population or area.

1.3. In each village or block surveyed, a complete list of all households was prepared indicating whether or not the household had a 'reader'. The term 'reader' was used to designate a person who reads books of general interest other than text books, magazines and newspapers. No minimum limit of pages was prescribed for ascertaining what constituted a book and the entries in the schedules indicate that even very small pamphlets had been classed as books. A household which had at least one reader was termed a 'reading household'. Fifty per cent of the reading households from each village and twenty per cent of such households

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\* The draft report (No. D. 53) was submitted to the Government of India in March 1960.

## *National Sample Survey*

from each urban block were selected systematically with a random start for filling up the questionnaire form. The instructions are given in Appendix I and the procedure for estimation in Appendix II. Facsimile of the schedules of enquiry are given in Appendix III.

1.4. Information was collected from 2637 households in the rural sector and 4780 households in the urban sector. The distribution of these households according to their mother tongue and the number of persons belonging to these households is given in Table (1.1). This, therefore, gives a picture of the sample from which the subsequent tables have been built up, giving appropriate weight to each household for estimating the population characteristics. Thirteen principal Indian languages are shown separately and the remaining languages (including English and one or two other foreign languages) are lumped together in 'other languages'. The languages are arranged in descending order of the total number of households for each.

1.5. *Reliability of estimates*: The reliability of estimates, based on the two independent, interpenetrating samples adopted in the design, is discussed in Chapter Six.

1.6. In many of the tables given in this report estimated numbers (of "reading" households, readers, etc.) have been shown side by side with ratios and rates (percentage of literates in reading households, number of books borrowed per 100 households, etc.) built up from such numbers. It may be mentioned that the precision of the estimates of the ratios and rates is likely to be much greater than that of the numbers given in the table.

1.7. *Organisation*: The Field Directorate of the National Sample Survey under the control of the Cabinet Secretariat of the Government of India collected the information (except in West Bengal and Bombay city which were covered by the staff of the Indian Statistical Institute). The Institute was also responsible for the sample design and the processing and tabulation of the data.

1.8. The planning of the survey and general direction were by N. C. Ghosh, S. Raja Rao and B. M. Das Gupta of the Indian Statistical Institute. The processing of the data was done in the Institute's Tabulating Unit in the Army Statistical Organisation (New Delhi) under the direction of N. T. Mathew and A. K. Das Gupta. The latter finalised the report in the present form.

TABLE (1.1): DISTRIBUTION OF SURVEYED HOUSEHOLDS AS ALSO PERSONS AND READERS IN THESE HOUSEHOLDS BY MOTHER TONGUE

mother tongue	reading households			persons in households surveyed									readers in households surveyed		
	rural	urban	total	rural			urban			total			rural	urban	total
				literate	illiterate	total	literate	illiterate	total	literate	illiterate	total			
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
1. Hindi	1050	1040	2090	2432	4489	6921	3031	2177	5208	5463	6666	12129	1352	1666	3018
2. Bengali	103	640	749	357	281	638	2910	1139	4049	3267	1420	4687	177	1278	1455
3. Malayalam	354	347	701	1344	631	1975	2171	461	1732	2615	1092	3707	654	605	1259
4. Gujrathi	155	457	612	361	531	892	1573	803	2376	1934	1334	3268	219	863	1082
5. Urdu	103	480	583	235	473	708	1438	1472	2910	1673	1945	3618	162	987	1149
6. Tamil	104	477	581	259	284	543	1588	730	2318	1847	1014	2861	166	874	1040
7. Marathi	116	451	567	288	406	694	1628	775	2403	1916	1181	3097	208	908	1116
8. Tologu	183	292	475	387	546	933	790	645	1435	1177	1191	2368	253	533	786
9. Kannada	192	183	375	555	730	1285	564	424	988	1119	1154	2273	321	355	676
10. Oriya	118	62	180	240	483	723	167	117	284	407	600	1007	150	97	247
11. Punjabi	55	113	168	121	126	247	374	186	560	495	312	807	85	194	279
12. Kashmiri	31	44	75	53	219	272	155	264	419	208	483	691	41	97	138
13. Assamese	55	13	68	87	362	449	52	22	74	139	384	523	75	38	113
14. other Indian languages, English and other foreign languages	18	175	193	46	78	124	585	357	942	631	435	1066	26	424	450
15. total	2037	4780	7417	6765	9639	16404	16126	9572	25698	22891	19211	42102	3889	8919	12808

## CHAPTER TWO

### SUMMARY OF FINDINGS

2.1. The reading habits and the type of books preferred by the speakers of thirteen principal Indian languages are studied in this report separately for the rural and the urban sectors.

2.2. The percentage of the estimated number of reading households to all households is given in Table (2.1) for the rural and the urban sectors, from two interpenetrating samples. For India as a whole, 5.6 per cent of the households were reading households, according to the definition adopted; the proportion was 4.4 per cent in the rural, and much higher, as expected, in the urban, (11.4 per cent).

TABLE (2.1): PERCENTAGE OF ESTIMATED NUMBER OF READING HOUSEHOLDS TO ALL HOUSEHOLDS, FROM TWO INTERPENETRATING SAMPLES

sector	percentage of reading households to all households			number of sample households
	sample 1	sample 2	combined	
(1)	(2)	(3)	(4)	(5)
1. rural	4.35	4.42	4.38	2,637
2. urban	12.39	10.41	11.40	4,780
3. total	5.06	5.44	5.55	7,414

2.3. The percentage of literates (i.e. persons who can read in at least one language) in households, having at least one member who reads books of general interest, is 40.4 in the rural sector and 60.9 in the urban. This percentage, however, varies widely among different mother tongues. (Table 3.2)

2.4. Among these literates, 63.4 per cent in rural and 53.7 per cent in urban areas are readers of books in their respective mother tongues. The percentage of literates who are readers in Hindi in rural and urban areas are 31.1 per cent and 19.2 per cent respectively. But if the people whose mother tongue is Hindi are left out, then these percentages come down to 10.2 and 7.9 respectively. 6.8 per cent of the rural literates and 14.3 per cent of the urban literates are readers in English. (Tables 3.3 to 3.5)

2.5. The average number of books available to 100 rural households in three months (through purchase and borrowing) comes to 638. The corresponding figure for urban households is 1094. (Table 4.4)



### *Book Readers' Preference*

2.6. The estimated total number of new books of general interest purchased by the reading households of India during one quarter comes to 54.8 lakh<sup>1</sup> of which 17.0 lakh are in Hindi, 22.1 lakh in other Indian languages and 15.7 lakh in English. The amounts spent are Rs. 84.2 lakh for all books, Rs. 17.7 lakh for Hindi books, Rs. 22.5 lakh for books in other Indian languages and Rs. 44.0 lakh for English books. The amount spent on English books is therefore of the same order as the amount spent on all Indian languages taken together. (Table 4.1, 4.2)

2.7. The most preferred book seems to be a novel of about 200 pages, size  $5\frac{3}{4}'' \times 9''$  printed in 10 point type and costing about Rs. 1.50 (Table 5.1).

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<sup>1</sup> 1 Lakh = 10<sup>5</sup>

## CHAPTER THREE

### THE READING HOUSEHOLDS AND THEIR MEMBERS

3.1. Estimates of the number of reading households by mother tongue and the number of persons belonging to these households are given in Table (3.1). This has been obtained from the sample (*vide* Table 1.1) by giving to each household a weight calculated from its probability of selection, and then pooling up the results. The procedure of estimation is explained in Appendix II.

3.2. The all-India average household size for the reading households works out to 5.92 (6.22 in the rural and 5.35 in the urban sector) as compared to the average size of all households at the all-India level, 4.94 (5.05 in the rural and 4.54 in the urban sector) in the same round.

TABLE (3.1): DISTRIBUTION OF ESTIMATED NUMBER OF HOUSEHOLDS AND PERSONS BY MOTHER TONGUE

mother tongue	reading households (10 <sup>3</sup> )			persons in households (10 <sup>3</sup> )		
	rural	urban	total	rural	urban	total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1. Hindi	1415.5	450.72	1866.22	9152.6	2057.02	11209.62
2. Bengali	234.7	177.90	412.60	1610.2	1133.50	2743.70
3. Malayalam	261.0	81.80	342.80	1386.1	422.30	1808.40
4. Urdu	147.7	158.12	305.82	987.7	1047.04	2034.74
5. Marathi	136.4	164.10	300.50	773.9	894.40	1668.30
6. Tolegu	181.3	98.90	280.20	925.5	525.40	1450.90
7. Gujrathi	128.8	126.00	254.80	733.8	651.40	1385.20
8. Kannada	160.7	77.90	238.60	1118.4	418.20	1536.60
9. Tamil	85.0	131.50	216.50	409.6	657.60	1067.20
10. Oriya	177.9	15.50	193.40	1033.6	81.30	1114.90
11. Punjabi	56.8	46.84	103.64	290.2	239.42	529.62
12. Assamese	43.8	3.20	47.00	355.8	18.80	374.60
13. Kashmiri	23.4	1.88	25.28	189.6	18.26	207.86
14. Others	29.5	51.62	81.12	210.6	284.22	494.82
15. total	3082.5	1585.98	4668.48	19177.6	8448.86	27626.46
16. average size of reading households				6.22	5.35	5.92
17. average size of all households				5.05	4.54	4.94

#### LITERATES IN READING HOUSEHOLDS

3.3. In the reading households, there must, by definition, be at least one literate reader. In addition there may be other literates—readers and non-readers. The percentage of literates in the reading households is given in Table (3.2) by mother tongue.

### *Book Readers' Preference*

3.4. Bengali tops the list in the rural sector with Malayalam coming second. These two languages are again at the top of the urban list. Punjabi comes third in both the lists. Kashmiri is at the bottom of the urban list and last but one in the rural list. Curiously enough, Assamese which comes last in the rural list stands fourth in the urban list. As children below the primary school age are also included in the total population and are known to constitute about 25 per cent of the same, it may be said that in a Bengali or Malayali household which has at least one reader, practically all other adults and adolescents are literates. Similar is the case with urban Punjabi and Assamese households.

TABLE (3.2): PERCENTAGE OF LITERATES IN THE READING HOUSEHOLDS

rural		urban	
mother tongue	percentage	mother tongue	percentage
(1)	(2)	(1)	(2)
1. Bengali	72.0	1. Malayalam	72.4
2. Malayalam	67.5	2. Bengali	72.3
3. Punjabi	56.0	3. Punjabi	68.4
4. Tamil	48.3	4. Assamese	68.1
5. Marathi	41.2	5. Tamil	66.2
6. Kannada	40.5	6. Marathi	64.2
7. Telegu	38.2	7. Gujrathi	60.5
8. Gujrathi	35.1	8. Oriya	58.5
9. Hindi	33.7	9. Hindi	57.3
10. Urdu	32.6	10. Kannada	55.3
11. Oriya	29.2	11. Telegu	54.8
12. Kashmiri	20.9	12. Urdu	49.6
13. Assamese	20.6	13. Kashmir	36.5
14. others	43.9	14. others	60.0
15. total	40.4	15. total	60.9

### READERS AMONG LITERATES

3.5. Tables (3.3) to (3.5) give an indication regarding the prevalence of the reading habit among literates in reading households. The figures are given by mother tongue for the rural and the urban sectors. Within each sector, the mother tongues are arranged in descending order of the total percentage of readers. Readers are considered habitual if they read at least one book of not less than one hundred pages in the course of a month. Readers who are not habitual in the above sense are casual readers.

3.6. Table (3.3) relates to books in the respective mother tongues, Table (3.4) to books in Hindi and Table (3.5) to books in English. Figures for readers of Hindi books whose mother tongue is also Hindi have been shown both in Tables (3.3)

and (3.4) and are identical. It should be noted that when a person is a reader in his mother tongue and in English or in Hindi, he is counted as a reader under each of the languages.

3.7. Table (3.3) shows that reading in mother tongue is generally more popular in the rural sector (63.4 per cent) than in the urban sector (53.7 per cent). About a third of the readers in villages and about a fourth of those in urban areas are casual readers in their respective mother tongues. In the rural sector, Assamese, Tamil and Oriya show the highest percentage of readers among literates and Punjabi the lowest percentage. In the urban sector, Assamese shows the highest percentage of readers and Kashmiri the lowest. Languages like Bengali, Malayalam and Punjabi which are near the top in the literacy Table (3.2) figure quite low in this table indicating that those whose mother tongues are these languages read a good deal in other languages than in their mother tongues.

3.8. Table (3.4) shows what would normally be expected, viz. the highest percentage of Hindi readers are those with mother tongue Hindi. Punjabi-speaking households also have an appreciable percentage of Hindi readers, particularly in the rural area. The speakers of Urdu, Marathi and Kashmiri in the rural sector and of Oriya, Marathi and Kashmiri in the urban sector also have more than 10 per cent of their number as readers of Hindi. Hindi reading is least popular amongst those whose mother tongues are Tamil, Malayalam, Telegu and Assamese in the rural sector and Bengali in the urban sector.

3.9. Table (3.5) shows that the highest percentage of literates reading in English in the rural sector are to be found among Punjabis and Assamese. Gujrathi and Telegu are at the bottom of the list. In the urban sector an appreciable percentage of the literates with mother tongue Kashmiri, Assamese, Oriya, Tamil, Kannada and Malayalam are readers in English while amongst those with mother tongues Urdu, Gujrathi, Bengali and Marathi this proportion is lower than the all-India average.

3.10. In the rural sector as also in the urban sector, the overall percentage of readers in Hindi (31.1 per cent and 19.2 per cent) is higher than that of readers of English (6.8 per cent and 14.3 per cent). If, however, those with mother tongue Hindi are left out, the overall percentage of readers in Hindi come down to 10.2 per cent and 7.9 per cent respectively. Therefore, in the urban sector amongst persons whose mother tongue is not Hindi, there are roughly two readers in English for every reader in Hindi.

*Book Readers' Preference*

TABLE (3.3): PERSONS READING BOOKS IN MOTHER TONGUE AS PERCENTAGE OF LITERATES IN THE READING HOUSEHOLDS

mother tongue	number of (10 <sup>3</sup> )			readers as percentage of literates		
	households	persons	literates	habitual	casual	total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<i>Rural</i>						
1. Assamese	43.8	355.8	73.2	37.3	46.2	83.5
2. Tamil	85.0	409.6	197.9	48.5	32.0	80.5
3. Oriya	177.9	1033.6	301.5	4.45	31.4	75.9
4. Marathi	136.4	773.9	319.2	53.0	15.0	68.0
5. Hindi	1415.5	9152.6	3084.5	43.1	24.6	67.7
6. Urdu	147.7	987.7	322.1	43.4	21.2	64.6
7. Telegu	181.3	925.5	353.3	32.8	30.5	63.3
8. Gujrathi	128.8	733.8	257.7	43.1	19.6	62.7
9. Malayalam	261.0	1386.1	936.2	45.4	17.0	62.4
10. Kashmiri	23.4	189.6	39.7	30.2	29.2	59.4
11. Kannada	160.7	1118.4	452.5	36.0	22.8	58.8
12. Bengali	234.7	1610.2	1160.2	43.6	11.3	54.0
13. Punjabi	56.8	290.2	162.5	17.7	2.7	20.4
14. others	29.5	210.6	92.4	20.7	0.6	21.3
15. total	3082.5	19177.6	7752.7	42.3	21.1	63.4
<i>Urban</i>						
1. Assamese	3.20	18.80	12.80	54.1	35.1	80.2
2. Telegu	98.90	525.40	288.20	36.2	28.0	64.2
3. Kannada	77.90	418.20	231.20	47.4	15.1	62.5
4. Urdu	158.12	1047.04	519.34	43.5	18.8	62.1
5. Gujrathi	126.00	651.40	393.90	42.5	16.0	58.5
6. Oriya	15.50	81.30	47.60	34.0	24.4	58.4
7. Hindi	450.72	2057.02	1179.20	41.7	15.4	57.1
8. Tamil	131.50	657.60	435.10	40.9	15.9	56.8
9. Marathi	164.10	894.40	573.90	40.0	13.2	53.2
10. Bengali	177.90	1133.50	819.20	40.7	8.9	49.6
11. Malayalam	81.80	422.30	305.70	34.6	8.6	43.3
12. Punjabi	46.84	239.42	163.72	15.9	5.2	21.1
13. Kashmiri	1.88	18.26	6.66	4.5	10.8	15.3
14. others	51.62	284.22	170.50	16.8	7.1	23.9
15. total	1585.98	8448.86	5147.02	39.3	14.4	53.7

*National Sample Survey*

TABLE (3.4): PERSONS READING BOOKS IN HINDI AS PERCENTAGE OF LITERATES IN THE READING HOUSEHOLDS

mother tongue	number of (10 <sup>3</sup> )			readers as percentage of literates		
	households	persons	literates	habitual	casual	total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<i>Rural</i>						
1. Hindi	1415.5	9152.6	3084.5	43.1	24.6	67.7
2. Punjabi	50.8	290.2	162.5	42.5	5.1	47.6
3. Urdu	147.7	987.7	322.1	0.2	8.3	17.5
4. Marathi	136.4	773.9	319.2	11.2	5.7	16.9
5. Kashmiri	23.4	189.6	39.7	3.0	9.8	12.8
6. Oriya	177.9	1033.6	301.5	7.0	0.8	7.8
7. Gujrathi	128.8	733.8	257.5	1.3	3.5	4.8
8. Kannada	100.7	1118.4	452.5	3.0	1.3	4.3
9. Bengali	234.7	1610.2	1160.2	1.7	1.2	2.9
10. Assamese	43.8	355.8	73.2	—	1.4	1.4
11. Telegu	181.3	925.5	353.3	1.1	0.2	1.3
12. Malayalam	201.0	1386.1	936.2	0.3	0.5	0.8
13. Tamil	85.0	409.6	197.9	—	—	—
14. others	29.5	210.6	92.4	35.2	—	35.2
15. total	3082.5	19177.6	7752.7	20.1	11.0	31.1
<i>Urban</i>						
1. Hindi	450.72	2057.02	1179.20	41.7	15.4	57.1
2. Punjabi	46.84	239.42	163.72	17.4	10.8	28.2
3. Oriya	15.50	81.30	47.60	9.2	4.2	13.4
4. Marathi	164.10	894.40	573.00	8.7	3.6	12.3
5. Kashmiri	1.88	18.26	6.66	4.2	6.9	11.1
6. Urdu	158.12	1047.04	519.34	6.8	3.0	9.8
7. Assamese	3.20	18.80	12.80	4.7	3.9	8.6
8. Gujrathi	126.00	651.40	393.90	5.5	1.4	6.9
9. Kunnada	77.90	418.20	231.20	4.6	1.6	6.2
10. Telegu	98.90	525.40	288.20	2.5	1.3	3.8
11. Tamil	131.50	657.00	435.10	2.3	1.2	3.5
12. Malayalam	81.80	422.30	305.70	2.1	1.1	3.2
13. Bengali	177.90	1133.50	819.20	2.0	0.3	2.3
14. others	51.62	284.22	170.50	19.0	6.3	25.3
15. total	1585.98	8448.86	5147.02	13.9	5.3	19.2

*Book Readers' Preference.*

**TABLE (3.5): PERSONS READING BOOKS IN ENGLISH AS PERCENTAGE OF LITERATES  
IN THE READING HOUSEHOLDS**

mother tongue	number of (10 <sup>3</sup> )			readers as percentage of literates		
	households	persons	literates	habitual	casual	total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<i>Rural</i>						
1. Punjabi	56.8	290.2	162.5	42.1	0.5	42.6
2. Assamese	43.8	355.8	73.2	6.8	16.0	22.8
3. Urdu	147.7	987.7	322.1	6.9	2.5	9.4
4. Tamil	85.0	409.6	197.9	3.3	4.6	7.9
5. Bengali	234.7	1610.2	1160.2	5.5	1.1	6.6
6. Malayalam	261.0	1386.1	936.2	4.1	1.8	5.9
7. Hindi	1415.5	9152.6	3084.5	5.4	0.3	5.7
8. Marathi	136.4	773.9	319.2	4.5	1.0	5.5
9. Kannada	160.7	1118.4	452.5	3.1	2.4	5.5
10. Kashmiri	23.4	189.6	39.7	2.5	2.0	4.5
11. Oriya	177.9	1033.6	301.5	3.7	0.6	4.3
12. Telegu	181.3	925.5	353.3	2.4	0.3	2.7
13. Gujrathi	128.8	733.8	257.5	0.8	0.8	1.4
14. others	29.5	210.6	92.4	12.0	3.0	15.0
15. total	3082.5	19177.6	7752.7	5.6	1.2	6.8
<i>Urban</i>						
1. Kashmiri	1.88	18.26	6.66	26.7	9.3	36.0
2. Assamese	3.20	18.80	12.80	17.2	9.4	26.6
3. Oriya	15.50	81.30	47.60	21.4	4.6	26.0
4. Tamil	131.50	657.60	435.10	18.2	5.7	23.9
5. Kannada	77.90	418.20	231.20	16.0	5.8	21.8
6. Malayalam	81.80	422.30	305.70	16.2	5.0	21.2
7. Punjabi	46.84	239.42	163.72	12.5	5.6	18.1
8. Telegu	98.90	525.40	288.20	12.8	2.5	15.3
9. Hindi	450.72	2057.02	1179.20	10.0	2.7	12.7
10. Marathi	164.10	894.40	573.90	8.8	1.8	10.6
11. Bengali	177.90	1133.50	819.20	9.0	1.2	10.2
12. Gujrathi	126.00	651.40	393.90	7.7	2.0	9.7
13. Urdu	158.12	1047.04	519.34	6.3	1.4	7.7
14. others	51.62	284.22	170.50	23.4	9.1	32.5
15. total	1585.98	8448.86	5147.02	11.3	3.0	14.3

## CHAPTER FOUR

### BOOKS BOUGHT AND BORROWED

4.1. Table (4.1) gives for the rural sector and Table (4.2) for the urban the number of new books in the mother tongue, in Hindi and in English purchased by 100 households in three months and the average price of such books.

4.2. It will be seen that a hundred average rural households buy 72 books in mother tongue, 36 books in Hindi and 25 books in English in three months. The corresponding figures for urban households are 90 in mother tongue, 38 in Hindi and 51 in English. If households with mother tongue Hindi are excluded, then the average number of Hindi books per hundred households would come to 7 in the rural sector and 11 in the urban sector.

4.3. In the rural areas, the rate of buying in mother tongue is highest among Bengali, Tamil and Oriya households and lowest among Gujrathi households. The average price per volume is highest in Punjabi and lowest in Malayalam. In the urban sector the rate of buying is highest among Assamese, Telegu and Tamil households and lowest among Kashmiri households. The price paid per volume is highest in Punjabi and lowest in Kashmiri.

4.4. For books in Hindi, the highest rate of buying is by the speakers of that language in the urban sector with the Punjabis coming next. This order is reversed in the rural sector where the Punjabis excel the speakers of Hindi in purchasing books in that language. Leaving out these two languages, we find that Kashmiri and Urdu speaking households in the urban sector and Assamese in the rural sector show some enthusiasm for Hindi books. Assamese in the urban sector and Tamils, Gujrathis and Malayalis in the rural sector practically do not purchase Hindi books.

4.5. The Punjabis are most conspicuous for purchasing English books in the rural sector. The Bengalis and the Assamese follow a long way behind. In the urban sector, the decrease as we go down the list is more gradual and Telegu, Oriya Punjabi, Kashmiri, Tamil, Malayalam, Kannada and Hindi households are all good buyers of English books.

4.6. The average price per book is Re. 1 for a book in mother tongue or in Hindi, but Rs. 2.8 for a book in English. The average price over all languages is about Rs. 1.5. As will be seen in the next chapter, the most preferred book is one within Re. 1 and Rs. 2.

4.6. In Table (4.3), data about books borrowed by households with different mother tongues are given. The average number of books borrowed in three months by a hundred rural households works out to be 535 of which 365 are in mother tongues other than Hindi, 128 in Hindi and 42 in English. The corresponding total for the urban sector is 932, made up of 553 in mother tongues other than Hindi,



### *Book Readers' Preference*

209 in Hindi and 170 in English. If the households with mother tongue other than Hindi are considered, the number of Hindi books borrowed per hundred of such households works out to 33 and 79 for rural and urban sectors respectively. These households, therefore, borrow more English books than Hindi books. Borrowing in rural areas is highest among Bengali and Malayallee households and lowest among Kashmiri and Assamese households. In the urban sector, Bengalis and Tamils are at the top of the list and Kashmiris and Punjabis at its bottom.

4.7. The total number of books that came into the households during three months either through purchase or by borrowing is shown in Table (4.4). These figures also include a few books purchased second hand. The average figures are 638 for rural areas and 1094 for urban areas. Bengalis and Punjabis top the list for rural sector and Bengalis, Assamese and Tamils for the urban sector. Kashmiri is at the bottom of both the lists. The variation in the supply of books to the different mother tongue groups is quite pronounced. This cannot be all due to the varying degrees of prevalence of literacy as the investigation was confined to reading households only.

*National Sample Survey*

TABLE (4.1) : NUMBER AND AVERAGE PRICE OF NEW BOOKS IN MOTHER TONGUE,  
HINDI AND ENGLISH, PURCHASED BY 100 HOUSEHOLDS IN THREE  
MONTHS : ALL INDIA : RURAL

mother tongue	number of households (10 <sup>3</sup> )	number of books purchased per 100 households				average price per book (Rs.)			
		mother tongue	Hindi	English	total	mother tongue	Hindi	English	all languages
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1. Punjabi	56.8	44	108	520	672	4.78	1.64	4.33	3.93
2. Bengali	234.7	130	9	54	193	1.25	3.15	2.23	1.61
3. others	29.5	81	8	81	170	0.40	1.00	1.64	1.02
4. Assamese	43.8	97	14	43	154	1.79	0.78	1.32	1.57
5. Tamil	85.0	107	—	5	112	0.82	—	1.80	0.86
6. Oriya	177.9	104	5	—	109	0.78	1.58	—	0.82
7. Telegu	181.3	89	3	12	104	0.59	1.01	2.55	0.83
8. Malayalam	261.0	89	—	3	92	0.49	—	1.86	0.53
9. Hindi <sup>1</sup>	1415.5	70	70	16	86	0.91	0.91	3.85	1.46
10. Urdu	147.7	44	4	21	69	1.57	0.75	2.97	1.95
11. Kannada	160.7	43	1	3	47	0.86	1.67	1.95	0.95
12. Marathi	136.4	32	6	2	40	1.17	1.07	2.72	1.23
13. Kashmiri	23.4	21	3	5	29	0.97	0.42	0.50	0.83
14. Gujrathi	128.8	16	—	1	17	1.84	—	10.50	2.35
15. all	3082.5	72	36	25	101	0.96	0.99	3.51	1.62

<sup>1</sup> Identical figures appear for the number of books purchased in the mother tongue and in Hindi for households with mother tongue Hindi. This has been accounted for in the total columns (6) and (10).

TABLE (4.2) : NUMBER AND AVERAGE PRICE OF NEW BOOKS IN MOTHER TONGUE,  
HINDI AND ENGLISH PURCHASED BY 100 HOUSEHOLDS IN THREE  
MONTHS : ALL INDIA : URBAN

mother tongue	number of households (10 <sup>3</sup> )	number of books purchased per 100 households				average price per book (Rs.)			
		mother tongue	Hindi	English	total	mother tongue	Hindi	English	all languages
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1. Assamese	3.20	347	—	47	394	0.78	—	3.13	1.06
2. Telegu	98.90	204	2	97	303	0.72	1.08	2.41	1.26
3. Tamil	131.50	165	4	63	232	0.84	1.00	2.28	1.23
4. others	51.62	34	24	131	189	2.41	1.12	1.86	1.86
5. Oriya	15.50	79	4	95	178	1.52	2.67	2.93	2.30
6. Hindi <sup>1</sup>	450.72	107	107	55	162	1.08	1.08	2.02	1.40
7. Punjabi	46.84	23	32	87	142	2.31	1.27	2.19	2.00
8. Urdu	158.12	88	18	23	129	1.11	1.41	1.82	1.28
9. Bengali	177.90	74	14	30	118	1.55	1.00	2.16	1.64
10. Kannada	77.90	56	3	57	116	1.80	4.38	1.39	1.67
11. Malaylam	81.80	44	4	62	110	1.22	1.36	2.24	1.80
12. Kashmiri	1.88	2	24	70	96	0.25	1.65	3.12	2.69
13. Marathi	164.10	45	12	20	77	1.46	0.90	2.44	1.63
14. Gujrathi	126.00	34	8	26	68	1.48	0.68	1.98	1.58
15. all	1585.98	90	38	51	149	1.12	1.11	2.10	1.46

<sup>1</sup> Identical figures appear for the number of books purchased in the mother tongue and in Hindi for households with mother tongue Hindi. This has been accounted for in the total columns (6) and (10).

*Book Readers' Preference*

TABLE (4.3): NUMBER OF BOOKS BORROWED PER 100 HOUSEHOLDS IN THREE MONTHS

mother tongue	number of households (10 <sup>3</sup> )	number of books borrowed per 100 households			
		mother tongue	Hindi	English	total
(1)	(2)	(3)	(4)	(5)	(6)
<i>Rural</i>					
1. Bengali	234.7	1220	34	120	1374
2. Malayalam	261.0	955	7	73	1035
3. Tamil	85.0	853	—	58	911
4. Punjabi	56.8	38	183	536	757
5. Kannada	160.7	611	14	16	641
6. Oriya	177.9	588	31	1	620
7. Marathi	136.4	546	57	15	618
8. Gujrathi	128.8	568	6	3	577
9. Telegu	181.3	513	—	9	522
10. Urdu	147.7	294	31	10	335
11. Hindi <sup>1</sup>	1415.5	240	240	24	264
12. Assamese	43.8	234	—	28	262
13. Kashmiri	23.4	100	—	17	117
14. others	29.5	216	505	95	816
15. total	3082.5	472	128	42	535
<i>Urban</i>					
1. Bengali	177.90	1323	10	131	1464
2. Tamil	121.50	837	21	404	1262
3. Assamese	3.20	1041	—	113	1154
4. Malayalam	81.80	699	30	369	1098
5. Marathi	164.10	840	115	127	1082
6. Oriya	15.50	769	23	215	1007
7. Kannada	77.90	811	33	147	991
8. Telegu	98.90	663	12	182	857
9. Urdu	158.12	616	102	75	793
10. Gujrathi	126.00	635	41	90	766
11. Hindi <sup>1</sup>	450.72	537	537	137	674
12. Punjabi	46.84	99	337	220	656
13. Kashmiri	1.88	15	39	155	209
14. others	51.62	157	405	294	856
15. total	1585.98	708	209	170	932

<sup>1</sup>Hindi books borrowed by speakers of Hindi, though shown once under mother tongue and also a second time under Hindi, have been counted only once in the total.

*National Sample Survey*

TABLE (4.4): TOTAL NUMBER OF BOOKS (PURCHASED OR  
BORROWED) DURING THREE MONTHS BY  
100 HOUSEHOLDS

mother tongue	number of households (10 <sup>3</sup> )	number of books per 100 house- holds
(1)	(2)	(3)
<i>Rural</i>		
1. Bengali	234.7	1569
2. Punjabi	56.8	1431
3. Malayalam	261.0	1127
4. Tamil	85.0	1050
5. Oriya	177.9	729
6. Kannada	160.7	692
7. Marathi	136.4	678
8. Telegu	181.3	637
9. Gujrathi	128.8	595
10. Assamese	43.8	416
11. Urdu	147.7	407
12. Hindi	1415.5	350
13. Kashmiri	23.4	183
14. others	29.5	1015
15. total	3082.5	638
<i>Urban</i>		
1. Bengali	177.90	1588
2. Assamese	3.20	1572
3. Tamil	131.50	1522
4. Malayalam	81.80	1230
5. Oriya	15.50	1185
6. Telegu	98.90	1174
7. Marathi	164.10	1170
8. Kannada	77.90	1122
9. Urdu	158.12	939
10. Hindi	450.72	843
11. Gujrathi	126.00	839
12. Punjabi	46.84	800
13. Kashmiri	1.88	305
14. others	51.62	1059
15. total	1585.98	1094

## CHAPTER FIVE

### READERS' PREFERENCE

#### SIZE OF BOOK, SIZE OF TYPE, NUMBER OF PAGES AND PRICE

5.1. Table (5.1) shows separately for the rural and the urban sectors the percentage frequencies of preferences for (a) different sizes of books, (b) different sizes of types, (c) number of pages and (d) price per volume.

5.2. The most favoured size of book is the medium size,  $5\frac{3}{4}'' \times 9''$ , which is preferred by 49.4 per cent in rural areas and 47.1 per cent in urban areas. Next in the order of preference is the small size (30.7 per cent in rural and 38.0 per cent in urban). Large size (anything bigger than  $5\frac{3}{4}'' \times 9''$ ) is definitely unpopular in either sector.

5.3. Regarding size of type again, medium (which here stands for 10 point small pica type) is preferred by 67.0 per cent in rural areas and 75.7 per cent in urban areas. Large types are preferred in the rural sector (26.5 per cent) but not so much in the urban sector (15.9 per cent).

5.4. The majority of readers, prefer books whose extent in pages lie between 100 and 300 (56.0 per cent in rural and 66.2 per cent in urban).

5.5. The most popular price is between one rupee and two rupees, though varying degrees of preference exist for prices ranging up to ten rupees and above.

5.6. No provision had been made in the schedule for collecting information about age, sex, profession and educational standard of the individual readers. It is not, therefore, possible to investigate how far the variation in their preference, if any, is due to the above factors.

#### SUBJECTS PREFERRED

5.7. The relative popularity of different subjects can be seen from Tables (5.2) to (5.12). In all these tables, column (1) lists the subjects in the same manner as they appeared in the questionnaire used in the field survey. Column (2) gives the number of books in each subject declared to have been read in three months by the readers in column (3). The total and the sub-totals under column (3) will not be the sum of the figures for the individual subjects, as readers who read books on two or more subjects will be counted as many times in the detailed figures but only once in the total.

5.8. Column (4) gives the number of readers expressing preferences for the different subjects. Here also, as the readers were free to indicate preference for as many subjects as they liked the detailed figures will not add up to the total number

### *National Sample Survey*

of readers. Column (5) gives the books per reader per quarter. Columns (6) and (7) are derived from columns (3) and (4) respectively by expressing the figures as percentage of the total number of readers.

5.9. The figures in Table (5.2) cover all the readers in the rural sector irrespective of mother tongue. Table (5.5) gives similar information for the urban sector. Tabulations have also been carried out individually for those mother tongues which had sufficient number of readers in the sample. Tables (5.3) and (5.4) are for Hindi and Malayalam in the rural sector and Tables (5.6) to (5.11) are for Hindi, Urdu, Marathi, Tamil, Bengali and Gujrathi respectively in the urban sector.

5.10. The main conclusion that emerges from all these figures is that most of the reading material is in the shape of novels, short stories and other kinds of fiction. Religion has about as many readers as fiction in the rural sector and half as many in the urban sector but far fewer books. This is understandable as a great deal of religious reading must be that of the standard scriptures of various religions. It is noteworthy that in practically all the subjects with the exception of fiction, the percentage of "preference" is more than the percentage of readers. This may mean either that the readers are not getting a sufficient supply of books of their liking or that they are short of time or that the statement of preferences for the subject is not quite serious.

5.11. In Table (5.12), the percentage of readers in seven most popular subjects is shown for the languages for which sufficient number of readers were available in the sample, as also for all languages in the rural and the urban sectors. The preponderance of fiction stands out clearly in this table. Fiction is more popular with urban readers than with rural readers. The highest percentage of fiction reading is found among urban Bengalis (90.0) and lowest (35.3) among rural Hindi speaking readers. The latter seem to compensate for fiction by reading religious books (67.9%). Comparatively Bengalis and Tamils in the urban sector read less on religion but are conspicuous as readers of literature on current affairs and cinema. These comparisons hold good only for the languages shown in Table (5.12) and not for the other Indian languages.

5.12. The most preferred book thus seems to be a novel (or some other kind of fiction) of about 200 pages of size  $5\frac{1}{2}'' \times 9''$ , printed in 10 point type and of prices approximately at Rs. 1.50.

*Book Readers' Preference*

TABLE (5.1): READERS' PREFERENCE FOR SIZE OF BOOK, SIZE OF TYPE, EXTENT IN PAGES AND PRICE PER VOLUME

characteristics	number of readers expressing preference (10 <sup>3</sup> )		percentage of readers preferring it	
	rural	urban	rural	urban
(1)	(2)	(3)	(4)	(5)
<b>A. size of book</b>				
1. pocket	257.4	231.10	5.2	7.8
2. small	1504.4	1126.82	30.7	38.0
3. medium	2423.5	1398.24	49.4	47.1
4. large	695.7	200.30	14.2	6.7
5. not specified	23.7	12.98	0.5	0.4
6. total	4904.7	2969.44	100.0	100.0
<b>B. size of type</b>				
1. small	305.7	225.78	6.2	7.6
2. medium	3285.6	2247.68	67.0	75.7
3. large	1298.4	472.38	26.5	15.9
4. not specified	15.0	23.60	0.3	0.8
5. total	4904.7	2969.44	100.0	100.0
<b>C. extent in pages</b>				
1. below 100	1162.0	616.86	23.7	20.8
2. 100 to 300	2749.1	1964.00	56.0	66.2
3. above 300	966.1	369.48	19.7	12.4
4. not specified	27.5	19.10	0.6	0.6
5. total	4904.7	2969.44	100.0	100.0
<b>D. price per volume (Rs.)</b>				
0.01 to 0.25	160.4	54.60	3.3	1.84
0.26 to 0.50	382.9	225.70	7.8	7.60
0.51 to 1.00	1096.2	575.16	22.3	19.37
1.01 to 2.00	1489.2	1060.10	30.4	35.70
2.01 to 3.00	746.9	511.02	15.2	17.21
3.01 to 4.00	215.0	159.98	4.4	5.38
4.01 to 5.00	256.8	125.78	5.2	4.24
5.01 to 7.50	86.2	56.06	1.8	1.89
7.51 to 10.00	151.3	37.68	3.1	1.27
10.01 and above	318.9	35.10	6.5	1.18
not specified	0.9	128.26	0.0	4.32
total	4904.7	2969.44	100.0	100.00

*National Sample Survey*

**TABLE (5.2): SUBJECTS PREFERRED BY READERS IN RURAL SECTOR:  
ALL MOTHER TONGUES**

classification	number of books read in three months (10 <sup>2</sup> )	effective number of readers (10 <sup>2</sup> )	number of readers preferring the subject (10 <sup>2</sup> )	books per reader per quarter	percentage of readers	
					reading the sub- ject	preferr- ing the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	211513	31987	31012	6.61	65.2	63.2
(i) Classics (original or translation)	5808	2086	3357	2.78	4.2	6.7
(ii) Novels, Fictions, Short stories	143674	25615	23478	5.61	50.2	47.0
(iii) Crime and Mystery	26836	6673	6982	4.02	13.3	14.0
(iv) Travel, Adventure, Hunting	4159	1733	4047	2.40	3.5	8.1
(v) Biographies, and Memoirs	8243	3688	6672	2.24	7.4	13.3
(vi) Essays and belles lettres	3516	1617	2285	2.17	3.2	4.6
(vii) Poetry and Drama	15724	5928	7465	2.65	11.9	14.9
(viii) others	3553	1380	1955	2.57	2.8	3.9
<b>2. Religion</b>	55869	25942	27528	2.15	51.9	55.1
<b>3. History and Culture</b>	7830	3743	6266	2.09	7.6	12.8
(i) Ancient (India)	3245	2167	3525	1.50	4.3	7.1
(ii) Modern (India)	1133	871	2482	1.30	1.7	5.0
(iii) Ancient (World)	293	187	1352	1.57	0.3	2.7
(iv) Modern (World)	1790	634	2054	2.82	1.3	4.1
(v) others	1369	423	1242	3.24	0.8	2.5
<b>4. Music</b>	6882	3451	4278	1.99	6.9	8.6
<b>5. Art and Architecture</b>	458	180	1086	2.54	0.4	2.2
<b>6. Social Sciences</b>	6453	2186	4512	2.95	4.5	9.2
(i) Sociology	1266	446	1071	2.84	0.9	2.1
(ii) Economics	726	409	1550	1.78	0.8	3.1
(iii) Politics and Administration	3181	1219	2891	2.61	2.4	5.8
(iv) others	1280	577	1377	2.22	1.1	2.8
<b>7. Sciences</b>	4504	1965	4705	2.29	4.0	9.6
(i) Physical	644	343	672	1.88	0.7	1.3
(ii) Biological	1132	305	768	3.71	0.6	1.5
(iii) Medical	609	316	1820	1.93	0.6	3.6
(iv) Geography	529	469	1444	1.13	0.9	2.9
(v) Mathematics	480	339	1157	1.42	0.6	2.3
(vi) Engineering and Technology	382	144	1097	2.65	0.3	2.2
(vii) others	728	526	1101	1.38	1.1	2.2
<b>8. General interest</b>	46907	9305	11508	5.04	18.9	23.5
(i) Topical (current affairs)	21766	3267	5572	6.66	6.5	11.1
(ii) Sports and Games	9291	2391	2089	3.89	4.8	4.2
(iii) Cinema and Theatre	10142	2484	3915	4.08	5.0	7.8
(iv) Gardening	965	615	2746	1.57	1.2	5.5
(v) others	4743	2156	3451	2.20	4.3	6.9
<b>9. total</b>	340416	49047	49047	6.94	100.0	100.0



*Book Readers' Preference*

TABLE (5.3): SUBJECTS PREFERRED BY READERS IN RURAL SECTOR: MOTHER TONGUE HINDI

classification	number of books read in three months (10 <sup>2</sup> )	effective number of readers (10 <sup>2</sup> )	number of readers preferring the subject (10 <sup>2</sup> )	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	36077	9379	9683	3.85	47.2	48.8
(i) Classics (original and translation)	1185	620	1297	1.91	3.1	6.5
(ii) Novel, Fictions, Short Stories	23860	7054	7355	3.38	35.3	36.8
(iii) Crime and Mystery	2076	675	1595	3.08	3.4	8.0
(iv) Travel, Adventure, Hunting	591	211	1204	2.80	1.1	6.0
(v) Biographies and Memoirs	2301	1022	2616	2.25	5.1	13.1
(vi) Essays and belles lettres	778	442	983	1.76	2.2	4.0
(vii) Poetry and Drama	4146	1875	2564	2.21	9.4	12.8
(viii) others	1140	593	985	1.92	3.0	4.9
<b>2. Religion</b>	26321	13587	14374	1.94	67.9	71.9
<b>3. History and Culture</b>	2958	1438	2494	2.06	7.2	12.6
(i) Ancient (India)	1179	868	1363	1.36	4.3	6.8
(ii) Modern (India)	443	338	1002	1.31	1.7	5.0
(iii) Ancient (World)	106	100	698	1.06	0.5	3.5
(iv) Modern (World)	366	122	849	3.00	0.6	4.2
(v) others	864	220	776	3.93	1.1	3.9
<b>4. Music</b>	3028	975	1540	3.11	4.0	7.7
<b>5. Art and Architecture</b>	356	116	616	3.07	0.6	3.1
<b>6. Social Sciences</b>	3010	1077	2167	2.79	5.4	10.9
(i) Sociology	671	158	578	4.25	0.8	2.9
(ii) Economics	310	160	748	1.94	0.8	3.7
(iii) Politics and Administration	1209	633	1365	1.91	3.2	6.8
(iv) others	820	332	707	2.47	1.7	3.5
<b>7. Sciences</b>	1683	654	2199	2.57	3.3	11.1
(i) Physical	259	115	192	2.25	0.6	1.0
(ii) Biological	27	13	226	2.08	0.1	1.1
(iii) Medical	353	176	1115	2.01	0.9	5.6
(iv) Geography	243	203	887	1.20	1.0	4.4
(v) Mathematics	111	91	558	1.22	0.4	2.8
(vi) Engineering and Technology	314	114	378	2.75	0.6	1.9
(vii) others	376	174	564	2.16	0.9	2.8
<b>8. General interest</b>	17982	3765	5227	4.77	19.0	26.3
(i) Topical (current affairs)	9137	1580	2444	5.86	7.8	12.2
(ii) Sports and Games	332	147	907	2.26	0.7	4.5
(iii) Cinema and Theatre	5930	1448	2052	4.10	7.2	10.3
(iv) Gardening	297	248	1173	1.20	1.2	5.9
(v) others	2266	1024	1502	2.21	5.1	7.5
<b>9. total</b>	<b>91395</b>	<b>19855</b>	<b>19855</b>	<b>4.60</b>	<b>100.0</b>	<b>100.0</b>

*National Sample Survey*

TABLE (5.4): SUBJECTS PREFERRED BY READERS IN RURAL SECTOR: MOTHER TONGUE MALAYALAM

classification	number of books read in three months (10 <sup>2</sup> )	effective number of readers (10 <sup>2</sup> )	number of readers preferring the subject (10 <sup>2</sup> )	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	<b>38196</b>	<b>3203</b>	<b>3220</b>	<b>11.93</b>	<b>70.5</b>	<b>70.9</b>
(i) Classics (original or translation)	24	70	227	3.08	1.5	5.0
(ii) Novels, Fictions, Short Stories	24042	2802	2724	8.58	61.6	59.9
(iii) Crime and Mystery	4388	1733	1729	2.53	38.1	38.0
(iv) Travel, Adventure, Hunting	547	274	560	2.00	6.0	12.3
(v) Biographies and Memoirs	1708	657	857	2.60	14.4	18.9
(vi) Essays and belles lettres	1200	374	437	3.21	8.2	9.6
(vii) Poetry and Drama	5482	1087	1002	5.04	23.9	22.0
(viii) others	615	113	182	5.44	2.5	4.0
<b>2. Religion</b>	<b>5298</b>	<b>2307</b>	<b>2302</b>	<b>2.30</b>	<b>50.8</b>	<b>50.6</b>
<b>3. History and Culture</b>	<b>698</b>	<b>324</b>	<b>538</b>	<b>2.15</b>	<b>7.1</b>	<b>11.8</b>
(i) Ancient (India)	296	176	386	1.68	3.9	8.5
(ii) Modern (India)	127	109	342	1.17	2.4	7.5
(iii) Ancient (World)	5	5	212	1.00	0.1	4.7
(iv) Modern (World)	180	90	303	2.00	2.0	6.7
(v) others	90	58	101	1.55	1.3	2.2
<b>4. Music</b>	<b>36</b>	<b>4</b>	<b>274</b>	<b>9.00</b>	<b>0.1</b>	<b>6.0</b>
<b>5. Art and Architecture</b>	<b>45</b>	<b>45</b>	<b>208</b>	<b>1.00</b>	<b>1.0</b>	<b>4.5</b>
<b>6. Social Sciences</b>	<b>568</b>	<b>170</b>	<b>458</b>	<b>3.34</b>	<b>3.7</b>	<b>10.1</b>
(i) Sociology	68	23	139	2.96	0.5	3.1
(ii) Economics	90	51	207	1.76	1.1	4.5
(iii) Politics and Administration	324	104	362	3.12	2.3	8.0
(iv) others	86	36	110	2.39	0.8	2.4
<b>7. Sciences</b>	<b>168</b>	<b>137</b>	<b>247</b>	<b>1.23</b>	<b>3.0</b>	<b>5.4</b>
(i) Physical	10	5	126	2.00	0.1	2.8
(ii) Biological	9	9	106	1.00	0.2	2.3
(iii) Medical	—	—	106	—	—	2.3
(iv) Geography	84	84	145	1.00	1.8	3.2
(v) Mathematics	—	—	114	—	—	2.5
(vi) Engineering and Technology	39	13	104	3.00	0.3	2.3
(vii) others	26	26	100	1.00	0.6	2.2
<b>8. General interest</b>	<b>1789</b>	<b>202</b>	<b>596</b>	<b>8.86</b>	<b>4.4</b>	<b>13.1</b>
(i) Topical (current affairs)	1338	46	250	2.91	1.0	5.5
(ii) Sports and Games	12	12	248	1.00	0.3	5.4
(iii) Cinema and Theatre	120	30	187	4.00	0.7	4.1
(iv) Gardening	20	10	351	2.00	0.2	7.7
(v) others	299	119	184	2.51	2.6	4.0
<b>9. total</b>	<b>40798</b>	<b>4545</b>	<b>4545</b>	<b>10.30</b>	<b>100.0</b>	<b>100.0</b>

*Book Readers' Preference*

TABLE (5.5): SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: ALL MOTHER TONGUES

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subject (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	1863078	255634	265588	7.29	86.1	89.5
(i) Classics (original or translation)	36168	11120	14482	3.25	3.7	4.9
(ii) Novels, Fictions, Short Stories	1314772	206690	206154	6.36	69.6	69.4
(iii) Crime and Mystery	247178	45920	52950	5.38	15.5	17.8
(iv) Travel, Adventure, Hunting	53932	20942	28050	2.58	7.0	9.4
(v) Biographies and Memoirs	66284	31712	40382	2.09	10.7	13.6
(vi) Essays and bolles lettres	28424	13034	15576	2.18	4.4	5.2
(vii) Poetry and Drama	86410	33170	36954	2.61	11.2	12.4
(viii) Others	29910	8890	8320	3.36	3.0	2.8
<b>2. Religion</b>	233770	100038	107930	2.34	33.7	36.4
<b>3. History and Culture</b>	58126	23696	35028	2.45	8.0	11.8
(i) Ancient (India)	21354	10774	18284	1.98	3.6	6.2
(ii) Modern (India)	10166	6338	12980	1.60	2.1	4.4
(iii) Ancient (World)	14782	2352	7274	6.38	0.8	2.4
(iv) Modern (World)	6300	3080	8846	2.05	1.0	3.0
(v) Others	5524	2714	3564	2.04	0.9	1.2
<b>4. Music</b>	10018	3564	7378	2.81	1.2	2.5
<b>5. Art and Architecture</b>	4700	2040	4564	2.30	0.7	1.5
<b>6. Social Sciences</b>	62308	20870	31246	2.99	7.0	10.5
(i) Sociology	9458	4398	7640	2.15	1.5	2.6
(ii) Economics	15440	5724	8016	2.70	1.9	3.0
(iii) Politics and Administration	29520	10220	16784	2.89	3.4	5.6
(iv) Others	7890	3010	3840	2.62	0.7	1.3
<b>7. Sciences</b>	42580	14736	21156	2.89	5.0	7.1
(i) Physical	6968	2938	5106	2.37	1.0	1.7
(ii) Biological	3222	1682	3374	1.92	0.6	1.1
(iii) Medical	10450	3600	5748	2.90	1.2	1.9
(iv) Geography	3850	2090	4570	1.84	0.7	1.5
(v) Mathematics	4270	1540	3934	2.77	0.5	1.3
(vi) Engineering and Technology	6710	2390	4508	2.81	0.8	1.5
(vii) Others	7110	3040	3320	2.34	1.0	1.1
<b>8. General interest</b>	264178	53408	82494	4.95	18.0	27.8
(i) Topical (current affairs)	105588	22198	35306	4.76	7.5	11.9
(ii) Sports and Games	17414	8024	17608	2.17	2.7	5.9
(iii) Cinema and Theatre	94410	23022	36902	4.10	7.7	12.4
(iv) Gardening	2610	1180	4584	2.21	0.4	1.5
(v) Others	44156	7598	7808	5.81	2.6	2.6
<b>9. total</b>	<b>2538758</b>	<b>296884<sup>1</sup></b>	<b>296884</b>	<b>8.55</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup> A few readers did not reply to this part of the questionnaire. They have been excluded in arriving at this figure.

*National Sample Survey*

TABLE (5.6) : SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: MOTHER TONGUE HINDI

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subject (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<i>1. Literature</i>	300708	40000	48598	6.31	73.5	72.8
(i) Classics (original or translation)	5318	1708	2064	3.11	2.6	3.1
(ii) Novel, Fictions, Short Stories	221626	39724	39252	5.58	59.5	58.8
(iii) Crime and Mystery	21092	6256	6334	3.52	9.4	9.5
(iv) Travel, Adventure, Hunting	7730	3074	4082	2.51	4.6	6.1
(v) Biographies and Memoirs	14586	6424	8112	2.27	9.6	12.1
(vi) Essays and belles lettres	8300	3220	3418	2.58	4.8	5.1
(vii) Poetry and Drama	22466	7206	7948	3.12	10.8	11.9
(viii) others	7690	2360	2000	3.26	3.5	3.0
<i>2. Religion</i>	75820	31282	32518	2.42	46.8	48.7
<i>3. History and Culture</i>	10452	5246	7530	1.99	7.9	11.3
(i) Ancient (India)	6194	2754	4580	2.25	4.1	6.8
(ii) Modern (India)	1992	1334	2680	1.49	2.0	4.0
(iii) Ancient (World)	750	470	1162	1.60	0.7	1.7
(iv) Modern (World)	846	406	1432	2.08	0.6	2.1
(v) others	670	460	300	1.46	0.7	0.4
<i>4. Music</i>	1670	710	1800	2.35	1.1	2.7
<i>5. Art and Architecture</i>	670	380	540	1.76	0.6	0.8
<i>6. Social Sciences</i>	20120	6186	8186	3.25	9.3	12.3
(i) Sociology	3228	1558	2090	2.07	2.3	3.1
(ii) Economics	7194	1888	2382	3.81	2.8	3.6
(iii) Politics and Administration	7398	2598	4316	2.85	3.9	6.5
(iv) others	2300	860	800	2.67	1.3	1.2
<i>7. Sciences</i>	9136	3552	4414	2.57	5.3	6.6
(i) Physical	1304	714	1088	1.91	1.0	1.6
(ii) Biological	652	442	744	1.48	0.7	1.1
(iii) Medical	2250	990	1288	2.27	1.5	1.9
(iv) Geography	810	560	500	1.45	0.8	0.7
(v) Mathematics	1640	480	790	3.42	0.7	1.2
(vi) Engineering and Technology	610	360	624	1.69	0.5	0.9
(vii) others	1810	660	600	2.74	1.0	0.9
<i>8. General interest</i>	40632	11332	14262	3.59	17.0	21.3
(i) Topical (current affairs)	18816	5526	7372	3.40	8.3	11.0
(ii) Sports and Games	2254	1044	2234	2.16	1.5	3.3
(iii) Cinema and Theatre	12588	3058	4972	4.12	4.6	7.4
(iv) Gardening	1120	340	624	3.29	0.5	0.9
(v) others	5854	2284	1734	2.56	3.4	2.6
<b>9. total</b>	<b>468208</b>	<b>66780</b>	<b>66780</b>	<b>7.01</b>	<b>100.0</b>	<b>100.0</b>

*Book Readers' Preference*

TABLE (5.7): SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: MOTHER TONGUE URDU

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subject (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	138324	21154	21844	6.54	61.6	63.6
(i) Classics (original or translation)	1530	470	380	3.26	1.4	1.1
(ii) Novels, Fictions, Short Stories	105490	16980	16610	6.21	49.5	48.4
(iii) Crime and Mystery	20946	4942	5442	4.24	14.4	15.8
(iv) Travel, Adventure, Hunting	1088	474	808	2.30	1.4	2.4
(v) Biographies and Memoirs	3050	1520	2820	2.01	4.4	8.2
(vi) Essays and belles lettres	240	180	540	1.33	0.5	1.6
(vii) Poetry and Drama	5220	2130	2450	2.45	6.2	7.1
(viii) others	760	340	670	2.23	1.0	2.0
<b>2. Religion</b>	41320	20400	21734	2.03	59.4	63.3
<b>3. History and Culture</b>	8490	2770	3220	3.06	8.1	9.4
(i) Ancient (India)	3410	1270	1510	2.69	3.7	4.4
(ii) Modern (India)	760	540	1120	1.41	1.6	3.3
(iii) Ancient (World)	1970	410	790	4.80	1.2	2.3
(iv) Modern (World)	330	190	350	1.74	0.6	1.0
(v) others	2020	740	790	2.73	2.2	2.3
<b>4. Music</b>	540	200	150	2.70	0.6	0.4
<b>5. Art and Architecture</b>	60	60	200	1.00	0.2	0.6
<b>6. Social Sciences</b>	2170	550	1390	3.95	1.6	4.1
(i) Sociology	380	130	510	2.92	0.4	1.5
(ii) Economics	60	30	300	2.00	0.1	0.9
(iii) Politics and Administration	1360	300	750	4.53	0.9	2.2
(iv) others	370	200	280	1.85	0.6	0.8
<b>7. Sciences</b>	3360	720	1250	4.67	2.1	3.6
(i) Physical	240	50	100	4.80	0.1	0.3
(ii) Biological	20	20	60	1.00	0.1	0.2
(iii) Medical	2200	310	470	7.10	0.9	1.4
(iv) Geography	710	230	290	3.09	0.7	0.8
(v) Mathematics	50	50	150	1.00	0.1	0.4
(vi) Engineering and Technology	80	70	190	1.14	0.2	0.6
(vii) others	60	60	120	1.00	0.2	0.3
<b>8. General interest</b>	17430	3700	5510	4.71	10.8	16.0
(i) Topical (current affairs)	5010	1250	2100	4.01	3.6	6.1
(ii) Sports and Games	980	510	110	1.92	1.5	2.9
(iii) Cinema and Theatre	7460	1830	2560	4.08	5.3	7.4
(iv) Gardening	10	10	180	1.00	—	0.6
(v) others	3970	810	910	4.90	2.4	2.6
<b>9. total</b>	<b>211694</b>	<b>34322</b>	<b>34322</b>	<b>6.17</b>	<b>100.0</b>	<b>100.0</b>

*National Sample Survey*

**TABLE (5.8) : SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: MOTHER TONGUE MARATHI**

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subject (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	<b>209190</b>	<b>34680</b>	<b>35240</b>	<b>6.03</b>	<b>97.2</b>	<b>98.7</b>
(i) Classics (original or translation)	2060	1170	1250	1.76	3.3	3.5
(ii) Novels, Fictions, Short Stories	134890	26850	27380	5.02	75.2	76.7
(iii) Crime and Mystery	33550	6520	8080	5.15	18.2	22.6
(iv) Travel, Adventure, Hunting	6020	3060	6160	1.97	8.6	17.2
(v) Biographies and Memoirs	11220	5550	6680	2.02	15.5	18.7
(vi) Essays and belles lettres	4520	2440	3350	1.85	6.8	9.4
(vii) Poetry and Drama	15130	6070	6720	2.49	17.0	18.8
(viii) others	1800	960	1690	1.88	2.7	4.7
<b>2. Religion</b>	<b>20340</b>	<b>9000</b>	<b>11160</b>	<b>2.05</b>	<b>27.7</b>	<b>31.2</b>
<b>3. History and Culture</b>	<b>5340</b>	<b>2830</b>	<b>4450</b>	<b>1.89</b>	<b>7.9</b>	<b>12.5</b>
(i) Ancient (India)	1720	1140	2120	1.50	3.2	5.9
(ii) Modern (India)	950	630	1640	1.51	1.8	4.6
(iii) Ancient (World)	590	370	1280	1.59	1.0	3.6
(iv) Modern (World)	1580	520	1650	3.04	1.4	4.6
(v) others	500	310	540	1.61	0.9	1.5
<b>4. Music</b>	<b>990</b>	<b>830</b>	<b>1260</b>	<b>1.19</b>	<b>2.3</b>	<b>3.5</b>
<b>5. Art and Architecture</b>	<b>1020</b>	<b>520</b>	<b>1310</b>	<b>1.96</b>	<b>1.4</b>	<b>3.7</b>
<b>6. Social Sciences</b>	<b>6300</b>	<b>2560</b>	<b>3750</b>	<b>2.46</b>	<b>7.2</b>	<b>10.5</b>
(i) Sociology	990	430	800	2.30	1.2	2.2
(ii) Economics	1900	640	1250	2.97	1.8	3.5
(iii) Politics and Administration	2830	1170	1750	2.42	3.3	4.9
(iv) others	580	430	580	1.35	1.2	1.6
<b>7. Sciences</b>	<b>4100</b>	<b>1880</b>	<b>3000</b>	<b>2.18</b>	<b>5.3</b>	<b>8.4</b>
(i) Physical	1160	500	790	2.32	1.4	2.2
(ii) Biological	70	130	370	1.31	0.4	1.0
(iii) Medical	1050	460	920	2.28	1.3	2.6
(iv) Geography	310	100	1090	3.10	0.3	3.0
(v) Mathematics	10	10	580	1.00	—	1.6
(vi) Engineering and Technology	680	300	800	2.27	0.8	2.2
(vii) others	720	430	620	—	1.2	1.7
<b>8. General interest</b>	<b>16380</b>	<b>5970</b>	<b>9660</b>	<b>2.83</b>	<b>16.7</b>	<b>27.1</b>
(i) Topical (current affairs)	3370	1130	2320	2.98	3.2	6.5
(ii) Sports and Games	3070	1670	3360	1.84	4.7	9.4
(iii) Cinema and Theatre	6490	2650	5190	2.45	7.4	14.5
(iv) Gardening	160	120	1160	1.33	0.3	3.2
(v) others	3790	1150	1320	3.30	3.2	3.7
<b>9. total</b>	<b>264160</b>	<b>35690</b>	<b>35690</b>	<b>7.40</b>	<b>100.0</b>	<b>100.0</b>

*Book Readers' Preference*

TABLE (5.9): SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: MOTHER TONGUE TAMIL

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subjects (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	227310	24670	25060	9.21	98.0	99.5
(i) Classics (original or translation)	11690	2380	3270	4.91	9.5	13.1
(ii) Novels, Fictions, Short Stories	165440	19480	19730	8.49	77.9	78.9
(iii) Crime and Mystery	28870	5150	6720	5.61	20.6	26.9
(iv) Travel, Adventure, Hunting	3990	1350	1780	2.96	5.4	7.1
(v) Biographies and Memoirs	5470	2670	3000	2.05	10.7	12.0
(vi) Essays and belles lettres	3010	1320	1680	2.28	5.3	6.7
(vii) Poetry and Drama	4590	2080	2720	2.21	8.3	10.9
(viii) others	4250	1460	740	2.91	5.8	3.0
<b>2. Religion</b>	10710	3960	4360	2.70	15.8	17.4
<b>3. History and Culture</b>	5110	2100	2790	2.43	8.3	11.1
(i) Ancient (India)	1420	970	1230	1.46	3.9	4.9
(ii) Modern (India)	440	230	540	1.91	0.9	2.2
(iii) Ancient (World)	1910	360	500	5.30	1.4	2.0
(iv) Modern (World)	400	260	630	1.54	1.0	2.5
(v) others	940	410	420	2.29	1.6	1.7
<b>4. Music</b>	720	410	1110	1.76	1.6	4.4
<b>5. Art and Architecture</b>	1860	550	930	3.38	2.2	3.7
<b>6. Social Sciences</b>	6800	1990	3170	3.42	7.9	12.6
(i) Sociology	730	410	620	1.78	1.6	2.5
(ii) Economics	1150	530	850	2.17	2.1	3.4
(iii) Politics and Administration	4260	980	1740	4.35	3.9	7.0
(iv) others	660	200	320	3.30	0.8	1.3
<b>7. Sciences</b>	7740	1810	2820	4.28	7.2	11.2
(i) Physical	2380	690	880	3.45	2.8	3.5
(ii) Biological	620	260	280	2.38	1.0	1.1
(iii) Medical	980	390	550	2.51	1.6	2.2
(iv) Geography	340	160	340	2.12	0.6	1.4
(v) Mathematics	730	190	490	3.84	0.8	2.0
(vi) Engineering and Technology	1550	440	650	3.52	1.8	2.6
(vii) others	1140	250	360	4.56	1.0	1.4
<b>8. General interest</b>	86840	7070	11720	12.28	28.1	46.6
(i) Topical (current affairs)	30510	3190	5300	9.56	12.8	21.2
(ii) Sports and Games	3840	1160	2480	3.31	4.6	9.9
(iii) Cinema and Theatre	30620	3090	5710	9.91	12.4	22.8
(iv) Gardening	710	330	890	2.15	1.3	3.5
(v) others	21160	1020	1020	20.74	4.1	4.1
<b>9. total</b>	<b>347090</b>	<b>25176</b>	<b>25176</b>	<b>13.79</b>	<b>100.0</b>	<b>100.0</b>

*National Sample Survey*

TABLE (5.10) : SUBJECTS PREFERRED BY READERS IN URBAN SECTOR : MOTHER TONGUE BENGALI

classification	number of books read in three months (in tons)	effective number of readers (in tens)	number of readers preferring the subject (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>1. Literature</b>	331940	33580	33880	9.88	91.5	91.9
(i) Classics (original or translation)	6130	2270	2290	2.70	6.1	6.2
(ii) Novels, Fictions, Short Stories	252440	33340	31200	7.57	90.0	84.4
(iii) Crime and Mystery	20940	5820	5150	3.60	15.7	13.9
(iv) Travel, Adventure, Hunting	19940	6350	6290	3.14	17.1	17.0
(v) Biographies and Memoirs	8300	3980	4070	2.10	10.7	11.0
(vi) Essays and belles lettres	2700	1330	1270	2.03	3.6	3.4
(vii) Poetry and Drama	14470	5600	4760	2.58	15.1	12.8
(viii) others	6960	1790	1090	3.89	4.8	2.9
<b>2. Religion</b>	24530	5670	5070	4.33	15.3	16.1
<b>3. History and Culture</b>	13450	2450	3380	5.49	6.6	9.2
(i) Ancient (India)	1660	940	1340	1.77	2.5	3.6
(ii) Modern (India)	1500	770	1140	1.95	2.1	3.1
(iii) Ancient (World)	8920	240	800	37.17	0.6	2.3
(iv) Modern (World)	1310	690	1300	1.90	1.9	3.5
(v) others	60	30	270	2.00	0.1	0.7
<b>4. Music</b>	4580	700	700	6.54	1.9	1.9
<b>5. Art and Architecture</b>	190	160	150	1.19	0.4	0.4
<b>6. Social Sciences</b>	10030	2950	4000	3.40	8.0	10.8
(i) Sociology	960	410	780	2.34	1.1	2.1
(ii) Economics	2060	1020	1450	2.02	2.8	3.9
(iii) Politics and Administration	6020	2040	2290	2.95	5.5	6.2
(iv) others	990	230	190	4.30	0.6	0.5
<b>7. Sciences</b>	3810	1440	1720	2.65	3.9	4.7
(i) Physical	110	90	110	1.22	0.2	0.3
(ii) Biological	350	290	350	1.21	0.8	0.9
(iii) Medical	410	170	270	2.41	0.4	0.7
(iv) Geography	600	330	420	1.82	0.9	1.1
(v) Mathematics	300	220	280	1.36	0.6	0.8
(vi) Engineering and Technology	1280	370	440	3.46	1.0	1.2
(vii) others	760	210	160	3.62	0.6	0.4
<b>8. General Interest</b>	39650	11950	13930	3.32	32.4	37.8
(i) Topical (current affairs)	16980	5100	5850	3.33	13.8	15.8
(ii) Sports and Games	2790	1390	2600	2.01	3.8	7.0
(iii) Cinema and Theatre	16560	6290	6610	2.63	17.0	17.8
(iv) Gardening	170	90	100	1.89	0.2	0.3
(v) others	3150	750	640	4.20	2.0	1.7
<b>9. total</b>	428180	36880	36880	11.61	100.0	100.0



*Book Readers' Preference*

TABLE (5.11): SUBJECTS PREFERRED BY READERS IN URBAN SECTOR: MOTHER TONGUE GUJRATHI

classification	number of books read in three months (in tens)	effective number of readers (in tens)	number of readers preferring the subjects (in tens)	books per reader per quarter	percentage of readers	
					reading the subject	preferring the subject
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1. <i>Literature</i>	124780	20280	21150	6.15	82.4	86.0
(i) Classics (original or translation)	2000	570	1180	3.51	2.3	4.8
(ii) Novels, Fictions, Short Stories	98060	18070	18580	5.43	74.1	76.2
(iii) Crime and Mystery	10170	3290	5690	3.09	13.5	23.3
(iv) Travel, Adventure, Hunting	4170	1720	3050	2.42	7.1	12.5
(v) Biographies and Memoirs	4610	2640	4490	1.75	10.8	18.4
(vi) Essays and belles lettres	1550	1070	1680	1.45	4.4	6.9
(vii) Poetry and Drama	2510	1380	2350	1.82	5.6	9.6
(viii) others	1710	630	880	2.71	2.6	3.6
2. <i>Religion</i>	17420	7740	9590	2.25	31.7	39.3
3. <i>History and Culture</i>	5260	2590	4490	2.03	10.5	18.2
(i) Ancient (India)	1930	830	2030	2.33	3.4	8.3
(ii) Modern (India)	2360	1340	2610	1.76	5.5	10.7
(iii) Ancient (World)	80	80	460	1.00	0.3	1.9
(iv) Modern (World)	370	210	880	1.76	0.9	3.6
(v) others	520	280	550	1.86	1.1	2.2
4. <i>Music</i>	270	170	640	1.59	0.7	2.6
5. <i>Art and Architecture</i>	340	170	330	2.00	0.7	1.4
6. <i>Social Sciences</i>	5570	1820	2890	3.06	7.4	11.7
(i) Sociology	1340	460	870	2.91	1.9	3.6
(ii) Economics	670	410	540	1.63	1.7	2.2
(iii) Politics and Administration	2270	690	1480	3.29	2.8	6.1
(iv) others	1290	470	670	2.74	1.9	2.7
7. <i>Sciences</i>	1600	1010	1600	1.58	4.1	6.5
(i) Physical	150	130	420	1.15	0.5	1.7
(ii) Biological	120	120	250	1.00	0.5	1.0
(iii) Medical	350	260	460	1.35	1.1	1.9
(iv) Geography	100	100	360	1.00	0.4	1.5
(v) Mathematics	170	60	360	2.83	0.2	1.5
(vi) Engineering and Technology	90	50	370	1.80	0.2	1.5
(vii) others	620	380	430	1.63	1.5	1.8
8. <i>General interest</i>	8510	1960	4900	4.34	8.0	19.9
(i) Topical (current affairs)	6060	740	1540	8.19	3.0	6.3
(ii) Sports and Games	330	270	1480	1.22	1.1	6.1
(iii) Cinema and Theatre	990	560	2250	1.77	2.3	9.2
(iv) Gardening	80	80	390	1.00	0.3	1.6
(v) others	1050	450	580	2.33	1.8	2.4
9. total	163750	24600	24600	6.66	100.0	100.0

*National Sample Survey*

TABLE (5.12): PERCENTAGE OF READERS IN SELECTED SUBJECTS

mother tongue	number of readers giving information (actual)	percentage reading						
		fiction	crime and mystery	biography	poetry and drama	religion	current affairs	cinema
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
<b>Rural</b>								
1. total	4904700	5.02	13.3	7.4	11.9	51.9	6.5	5.0
2. Hindi	1985500	35.3	3.4	5.1	9.4	67.9	7.8	7.2
3. Malayalam	454500	61.6	38.1	14.4	23.9	50.8	1.0	0.7
<b>Urban</b>								
1. total	2968840	69.6	15.5	10.7	11.2	33.7	7.5	7.7
2. Hindi	667800	59.5	9.4	9.0	10.8	46.8	8.3	4.6
3. Bengali	368800	90.0	15.7	10.7	15.1	15.3	13.8	17.0
4. Marathi	356900	75.2	18.2	15.5	17.0	27.7	3.2	7.4
5. Urdu	343220	49.5	14.4	4.4	6.2	59.4	3.6	5.3
6. Tamil	251760	77.0	20.6	10.7	8.3	15.8	12.8	12.4
7. Gujrathi	240000	74.1	13.5	10.8	5.6	31.7	3.0	2.3

CHAPTER SIX

RELIABILITY OF ESTIMATES

6.1. The estimates presented in this report are subject to sampling errors as also non-sampling errors of various types. The data were collected in the form of two interpenetrating half-samples, each of which is capable of furnishing an independent and equally valid estimate of population characteristics. The two estimates give directly the 50 per cent margin of uncertainty for the variates.

6.2. Estimates for the two interpenetrating samples are given in Table (6.1) for the estimated number of reading households, in Table (6.2) for the average size of reading households, and in Table (6.3) for the percentage of literates in reading households, by mother tongue in the rural and urban sectors.

TABLE (6.1): ESTIMATED NUMBER OF READING HOUSEHOLDS BY MOTHER TONGUE FROM TWO INTERPENETRATING SAMPLES

mother tongue	number of households (10 <sup>3</sup> )					
	rural			urban		
	h.s. 1	h.s. 2	comb.	h.s. 1	h.s. 2	comb.
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1. Hindi	1411.8	1419.2	1415.5	503.88	397.56	450.72
2. Urdu	105.2	190.2	147.7	159.20	157.04	158.12
3. Telegu	107.4	255.2	181.3	91.00	106.80	98.90
4. Marathi	174.2	98.6	136.4	196.40	131.80	164.10
5. Tamil	91.8	78.2	85.0	158.00	105.00	131.50
6. Bengali	310.0	159.4	234.7	162.80	193.00	177.90
7. Gujrathi	128.8	128.8	128.8	155.40	96.60	126.00
8. Kannada	182.2	139.2	160.7	75.00	80.80	77.90
9. Malayalam	314.6	207.4	261.0	89.20	74.40	81.80
10. Oriya	150.6	205.2	177.9	19.40	11.60	15.50
11. Assamese	75.6	12.0	43.8	3.00	3.40	3.20
12. Punjabi	74.0	39.6	56.8	55.28	38.40	46.84
13. Kashmiri	25.8	21.0	23.4	1.96	1.80	1.88
14. others	57.4	1.6	29.5	30.16	73.08	51.62
15. total	3209.4	2955.6	3082.5	1700.68	1471.28	1585.98

*National Sample Survey*

TABLE (6.2): AVERAGE SIZE OF READING HOUSEHOLDS FROM TWO INTERPENETRATING SAMPLES

mother tongue	size of households					
	rural			urban		
	h.s. 1	h.s. 2	comb.	h.s. 1	h.s. 2	comb.
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1. Hindi	6.55	6.38	6.47	4.59	4.53	4.56
2. Urdu	6.13	7.00	6.60	6.33	6.91	6.62
3. Telegu	5.69	4.86	5.11	5.11	5.48	5.31
4. Marathi	5.88	5.31	5.67	5.43	5.48	5.45
5. Tamil	5.62	3.88	4.82	4.57	5.64	5.00
6. Bengali	7.00	6.58	6.86	6.93	5.90	6.37
7. Gujrathi	5.44	5.95	5.70	4.93	5.56	5.17
8. Kannada	7.14	6.72	6.96	5.59	5.16	5.37
9. Malayalam	4.75	6.16	5.31	5.05	5.29	5.16
10. Oriya	6.06	5.62	5.81	6.13	3.76	1.25
11. Assamese	8.33	6.83	8.12	5.40	6.29	1.88
12. Punjabi	4.85	5.50	5.11	5.56	4.47	5.11
13. Kashmiri	7.05	9.39	8.10	10.10	9.29	9.71
14. others	7.23	4.00	7.11	5.24	5.62	5.51
15. total	6.30	6.14	6.22	5.27	5.40	5.33

TABLE (6.3): PERCENTAGE OF LITERATES IN READING HOUSEHOLDS, FROM TWO INTERPENETRATING SAMPLES

mother tongue	percentage of literacy					
	rural			urban		
	h.s. 1	h.s. 2	comb.	h.s. 1	h.s. 2	comb.
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1. Hindi	34.24	33.15	33.70	58.46	55.87	57.30
2. Urdu	34.03	31.93	32.60	48.32	50.79	49.20
3. Telegu	39.53	37.50	38.16	55.78	54.12	54.85
4. Marathi	39.82	44.04	41.24	64.88	63.12	64.17
5. Tamil	49.34	46.57	48.34	68.57	63.23	66.16
6. Bengali	79.27	57.11	72.05	72.19	72.36	72.27
7. Gujrathi	35.82	34.43	35.08	58.74	62.93	60.47
8. Kannada	44.90	34.28	40.45	52.24	58.34	55.28
9. Malayalam	66.05	69.29	67.55	70.98	74.00	72.39
10. Oriya	40.19	20.45	29.18	59.16	56.88	58.55
11. Assamese	15.31	60.98	20.57	77.78	60.75	68.09
12. Punjabi	73.70	27.28	55.96	71.55	62.70	68.38
13. Kashmiri	24.73	17.44	20.89	41.82	30.14	36.47
14. others	43.29	75.00	43.87	63.36	58.69	59.99
15. total	43.47	37.03	40.43	61.39	60.39	58.74

## APPENDIX I

### INSTRUCTIONS TO FIELD WORKERS

1. The purpose of this schedule is to collect information regarding types of books which the public would prefer to read. The enquiry, undertaken at the instance of the National Book Trust, will be in the nature of a preliminary survey and will seek to elicit information broadly in respect of the ability of the household members to read books of general interest, their present habits of reading and the class or classes of such books in which the readers are interested.

2. Reference period for this enquiry is three months preceding the date of survey.

3. At the time of listing of households the investigator will ascertain whether any member of the household is in the habit of reading books of general interest. If the answer is in the affirmative, a serial number will be given in the right margin after column 12 of block 6 of schedule 0.0<sup>1</sup> of the 13th round. These households constitute "general reader" households.

This schedule (11.2) will be filled for  $V_{11}$  villages and urban blocks only. Every second "general reader" household in the  $V_{11}$  villages and every fifth "general reader" household in urban blocks will be surveyed while listing households in schedule 0.0.

4. *Blocks 1-7* : Identification details in blocks 1 to 7 are to be filled in the usual manner in the same way as is done for other schedules.

5. *Blocks 1-2* : In these blocks the identification details of sample villages and blocks will have to be recorded.

6. *Block 3* : This block provides for collecting certain particulars in respect of the head of the household and the informant.

7. *Blocks 4-6* : Details in respect of investigation, inspection and field scrutiny are to be filled in the usual way.

8. *Block 7* : Details of time of enquiry at each visit, if more than one visit is made, may be entered here.

9. *Block 8* : In this block information will be collected in respect of the ability of the household members to read books of general interest in any language or languages mentioned in columns 3-8. Such books, so far as this enquiry is concerned, include books of every kind except those read in the interest of one's profession and text books. The members of the household who are able to read are to be classified by their educational standard. The items under this column have been broadly

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<sup>1</sup> This is the usual listing schedule for NSS and is not being reproduced here.

*National Sample Survey*

divided into two categories : (1) persons who cannot read and (2) persons who can read. The item (2) has been sub-divided into (i) non-matriculates, (ii) matriculates, (iii) graduates and persons possessing higher educational qualifications than the graduates.

10. *Column 2* : The total members in the household under each item mentioned in column 1 will have to be entered in this column.

11. *Columns 3, 4 and 5* : These columns are intended for entering information regarding habitual readers. In column 3 the number of habitual readers in the household reading books of general interest in Hindi will be entered. In columns 4 and 5 the number of readers in mother tongue and English will be recorded. It should be noted that column 4 should be filled up only when one's mother tongue happens to be other than Hindi or English. Mother tongue code will be recorded according to appropriate code number given in Appendix 2 of the Instruction to Field Workers : Volume 1.

12. *Columns 6, 7 and 8* : In these columns the number of casual readers in Hindi, mother tongue and English in the household will be entered. So far as column 7 is concerned the same instruction as for column 4 will hold good.

13. A habitual reader for the purpose of this survey is a person who reads a book of at least one hundred pages in the course of a month. Any reader who does not fulfil the minimum stipulation laid down above for a habitual reader will be treated as a casual reader.

14. *Block 9* : Information will be collected in this block regarding the present habits of reading general books by the members of sample households. General reading may be taken to cover any kind of reading other than the reading of text books by students and that undertaken by a professional man in the interest of his own profession or calling.

15. *Column 1* : Various items indicating the habit of general readers of the household are mentioned in this column. There are altogether five items in this column. Information regarding new and second hand general books bought during the last 3 months preceding the date of survey will go under items 1 and 2 respectively. The corresponding values of the purchase will likewise go under items 3 and 4. The number of general books borrowed for reading during the same period will be recorded under item 5.

16. *Columns 2, 3 and 4* will be filled up for the household as a whole by information given by the informant in respect of reading in Hindi, English and mother tongue by the members of the household. *Column 4* will be filled only in the case of those persons whose mother tongue is other than Hindi or English.

17. *Block 10* : This block will contain information regarding the preference of readers in respect of size, type, extent and price of general books. Information

### *Book Readers' Preference*

will have to be collected in respect of all general readers of the selected household. Only the best preference is to be recorded separately for each reader in *columns 2-6*.

18. *Column 1* gives the list of items under which the information will have to be collected. The size of a book, mentioned in item 1, indicates the size of a printed page. Four categories of size have been indicated — pocket, small, medium and large. The category 'pocket' obviously indicates a size which fits in the pockets of adult-size garments and is smaller than the category called "small". By a small-sized book is meant a book of crown octavo size. The size of an untrimmed printed page of a book belonging to this size-class is  $5" \times 7\frac{1}{2}"$ . By a medium-sized book is meant a book of demy octavo size. The size of an untrimmed printed page in such case is  $5\frac{3}{4}" \times 9"$ . Books of sizes bigger than those mentioned above will be regarded as "large". The following codes will be used in recording the preference of each reader in columns 2-6 : pocket-1; small-2; medium-3; large-4. Pictures illustrating the page-sizes are given at the end of these instructions<sup>1</sup>.

19. *Item 2* refers to size of types. Three sizes of types, viz. small, medium and large, have been indicated. By small type is meant bourgeois type and its size is approximately 8 pt. The medium-sized type refers to small pica type which is approximately 10 pt. in measurement. By large type is meant pica or roughly 12 pt. type. It may be mentioned in this connection that 72 points make an inch. The following codes may be used in recording the preference of each reader in this respect : small-1; medium-2; large-3. These sizes are illustrated in print at the end of these instructions.

20. Extent of a book in pages is given in *item 3*. On the basis of number of pages in a book three broad classes have been provided for in the schedule, viz., books below 100 pages, 100-300 pages, and books containing more than 300 pages. The following codes may be used in recording the preference of each reader of the household : below 100-1; 100 to 300-2; above 300-3. Preference in regard to the value of a book should be recorded up to two places of decimals.

21. *Columns 2, 3, 4, 5 and 6* are meant for recording preferences of each habitual reader in the selected household. If the number of readers in a household exceeds five, an additional form should be used and annexed to the main schedule.

22. *Block 11* : In this block the information regarding the subject preference of habitual readers and the number of books read by them during the three months preceding the date of survey will be recorded.

23. *Column 1* gives a classified list of subjects under which the information will be collected. The subjects have been broadly grouped into (1) literature, (2) religion, (3) history and culture, (4) music, (5) art and architecture, (6) social sciences, (7) science and (8) general interest.

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<sup>1</sup> These pictures have not been reproduced here.

*National Sample Survey*

24. Literature has been sub-divided into several broad types of literary forms, viz. (i) classics either in original or in translation, (ii) novels, fictions and short stories, (iii) crime and mystery, (iv) travel, adventure, hunting, (v) biographies and memoirs, (vi) essays and belles lettres, (vii) poetry and drama and (viii) others. These forms are well known and self-explanatory. There may, however, be some unidentifiable forms or borderline cases to accommodate which the item 'others' have been provided.

25. Books on religion include books on scripture, mythology and other allied topics.

26. Books on history and culture have been given under five groups, namely (i) ancient Indian history and culture, (ii) history and culture of modern India, (iii) ancient world history and culture and (iv) history and culture in the modern world. For the purpose of this survey the modern period in Indian history may be considered to begin approximately from the middle of the 18th century (1757 A.D.). For world history the date-line may be fixed at the close of the 17th and the beginning of the 18th century.

27. Music includes both vocal and instrumental music. Art and architecture are more or less self-explanatory. Books on art include, for the purpose of this survey, all books of fine arts, paintings done in all media—oil, water or tempera, books on sculpture as also books on craft.

28. Sociology, economics, politics and administration come under social sciences.

29. Under science proper the breakdowns are physical, biological and medical sciences, geography, mathematics and engineering and technology. The remaining scientific subjects will come under the item 'others'. The borderline cases which, upon strict consideration, do not fall under any category specified above will also be recorded under 'others'.

30. The item called 'general interest' has been grouped into five classes, namely, (i) topical (current affairs), (ii) sports and games, (iii) cinema and theatres, (iv) gardening and (v) others.

31. *Columns 2-6*: In these columns the number of books read by each member of the household will be recorded.

32. *Columns 7-11*: These columns will be used for recording preferences of each reader in respect of various subjects mentioned in column 1. The preferences will be recorded by a tick-mark (✓) against the subjects which he prefers to read.

33. *Block 12*: This block is intended for remarks by the investigator, inspector and the supervising officer.



## APPENDIX II

### PROCEDURE OF ESTIMATION

A2.1. The sample design was two-stage stratified in the rural and urban sectors. In the rural sector, let  $y_{ijk}$  denote the value of any characteristic (number of literates, for example) in the  $k$ -th reading household in the  $j$ -th sample village in the  $i$ -th stratum. Then the simple unbiased estimate of the universe aggregate  $Y_i$  in the  $i$ -th stratum is given by :

$$Y_i = \frac{1}{v_i} \sum_j \frac{H_{ij}}{\pi_{ij} h_{ij}} \sum_k y_{ijk}$$

where  $h_{ij}$  is the sample number and  $H_{ij}$  is the total number of reading households in  $ij$ -th village,  $\pi_{ij}$  is the probability of selection of the  $ij$ -th village and  $v_i$  is the number of sample villages in the  $i$ -th stratum. The simple unbiased estimate of the universe aggregate  $Y$  in rural India is given by

$$Y = \sum Y_i$$

If  $X$ , similarly defined, gives the simple unbiased estimate of another universe aggregate (total number of persons, for example) in rural India, then the estimate for the universe ratio (proportion of literates, for example)  $r = y/x$  was taken as  $R = Y/X$ .

A2.2. A similar procedure was followed for urban India where blocks were the first-stage units.

APPENDIX III

FACSIMILE OF THE SCHEDULES OF INVESTIGATION

CENTRAL\*  
STATE

ORIGINAL\*  
DUPLICATE

GOVERNMENT OF INDIA NATIONAL SAMPLE SURVEY : 1957-58

Household Schedule 11.2 : Reader's Preference (Thirteenth Round)

[1] identification : sample village			[2] identification : sample block				
1. serial number	7. state	1. state	2. district	4. serial number	5. zone-state-n.divn.		
2. zone-state-n.divn.	8. district	3. town	6. stratum	7. party sub-round	8. sample block		
3. stratum	9. tehsil/taluk/thana*	10. village	11. hamlet	9. sample household			
4. party sub-round	10. village						
5. village (s.u. I)	11. hamlet						
6. sample household (s.u. II)	12. house number						
[3]							
1. name of the head of household		2. name of the informant		3. relation to head			
[4] investigator		[5] inspector		[6] field scrutiny			
1. name	1. name	1. name		2. roll no.			
2. roll no.	2. roll no.	2. roll no.		3. date : receipt			
3. date : survey	3. date : inspection	3. date : receipt		4. .. : scrutiny			
4. .. : despatch	4. .. : scrutiny	4. .. : scrutiny		5. .. : despatch			
5. signature	5. .. : despatch	5. .. : despatch		6. signature			
6. signature	6. signature	6. signature		6. signature			
[7] date and time of enquiry							
1. date of contact		2. time of enquiry code					
[8] ability of household members to read (books of general interest)							
capacity to read and educational standard	number of members in the household						
	total	habitual reader			casual reader		
		hindi	mother-tongue code.....	english	hindi	mother-tongue code.....	english
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1. cannot read		x	x	x	x	x	x
2. can read							
(i) non-matric							
(ii) matriculate							
(iii) graduate & above							
total							
[9] present reading habits of household members							
item of information regarding general books					hindi	english	mother-tongue code.....
(1)					(2)	(3)	(4)
1. no of general books purchased during last 3 months : new							
2. " " " " " " " " : second hand							
3. value (Rs. 0.00) of general books purchased during last 3 months : new							
4. " " " " " " " " : second hand							
5 no of general books borrowed for reading during last 3 months							
[10] preference regarding size, type and price of general books by household members							
item	reader I	reader II	reader III	reader IV	reader V		
(1)	(2)	(3)	(4)	(5)	(6)		
1 size of book (pocket-1; small-2; medium-3; large-4)							
2 size of type (small-1; medium-2; large-3)							
3 extent in pages (below 100-1; 100 to 300-2; above 300-3)							
4 price per volume (Rs 0.00)							

\*delete whichever is inapplicable

## Book Readers' Preference

Feb. 11.2-2.

[11] subject preference and number of books read by household members during the last 3 months										
subject classification	number of books read					subjects preferred				
	reader I	reader II	reader III	reader IV	reader V	reader I	reader II	reader III	reader IV	reader V
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
<b>1. Literature</b>										
(i) classics (original or translation)										
(ii) novels, fictions, short stories										
(iii) crime and mystery										
(iv) travel, adventure, hunting										
(v) biographies and memoirs										
(vi) essays and belles lettres										
(vii) poetry and drama										
(viii) others										
<b>2. Religion</b>										
<b>3. History and Culture</b>										
(i) ancient (India)										
(ii) modern (India)										
(iii) ancient (world)										
(iv) modern (world)										
(v) others										
<b>4. Music</b>										
<b>5. Art and Architecture</b>										
<b>6. Social Sciences</b>										
(i) sociology										
(ii) economics										
(iii) politics and administration										
(iv) others										
<b>7. Science</b>										
(i) physical										
(ii) biological										
(iii) medical										
(iv) geography										
(v) mathematics										
(vi) engineering and technology										
(vii) others										
<b>8. General Interest</b>										
(i) topical (current affairs)										
(ii) sports and games										
(iii) cinema and theatres										
(iv) gardening										
(v) others										
<b>[12] remarks</b>										
(i) by investigator	(ii) by inspector				(iii) supervising officer					