

## **Survey on the Behavioral Culture of Households (People aged 15 and over)- 2020**

The survey on the behavioral culture of households is one of the surveys that the Statistical Centre of Iran designs and conducts to collect and release the information on the cultural and social behaviors of households in Iran.

The statistical population of this survey has been people aged 15 and over, and the results of this survey have been provided by provinces of I.R.Iran.

The samples of this survey include 43,700 urban households, 18,860 rural households and 62,560 households in total, the field operations of which were completed in 2020.

Some information of the survey collected from the population aged 15 and over contains reading books, listening to music, using social networks, and doing sports.

### **Reading**

In 2020, hours spent on reading per person per month by people aged 15 and over were 8 hours 18 minutes, in other words, 16 minutes and 36 seconds per day, out of which six hours and 32 minutes were spent on reading non-textbooks, one hour and 23 minutes on reading newspapers, and 23 minutes on reading magazines.

- Totally, 62.9 percent of people aged 15 and over read a type of non-textbooks such as newspapers or magazines, in 2020.
- 54.5 percent of literate people aged 15 and over read a non-textbook in print or electronic format in one year prior to the survey.
- 22.4 percent of literate people aged 15 and over read newspapers in print or electronic format in the previous month of the survey.
- 8.9 percent of literate people aged 15 and over read publications in print or electronic format in the previous month of the survey.

- Out of six hours and 32 minutes spent on reading on non-textbooks per person per month, two hours and 32 minutes were for reading the holy Quran and Du'as<sup>1</sup> books, and four hours on reading other non-textbooks.
- Among the people aged 15 and over who read non-textbooks in 2020, 33.2 percent read at least one book, 52.7 percent read at least two to four textbooks, 7.5 percent read at least five to seven books, and 6.5 percent read more than seven books.
- The results of this survey show that the priority of reading for the people was the holy Quran and Du'as books, followed by novel and adult short stories, psychological, educational and religious topics (excluding the holy Quran and Du'as books), respectively.

### **Listening to music**

- In 2020, 73.8 percent of people aged 15 and over listened to the music.
- Iranian pop music was the most popular music among people aged 15 and over, followed by traditional music.
- Three hours and 29 minutes spent on listening to music by people aged 15 and over per month; in other words, 29 minutes and 51 seconds per day.
- A comparison among the devices used for listening to music shows that the cell phone with 59.5 percent has the highest share.

### **Using social networks**

- Over 65 percent of people aged 15 and over were members of at least one social network in 2020.
- According to the reports provided by the respondents, the average time spent by people aged 15 and over on the social networks was 92 minutes and 18 seconds per day.

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<sup>1</sup> Du

‘ā’ is a prayer of invocation

- According to the respondents of this survey, among the people who were users of social networks, WhatsApp, Instagram, and Telegram had the most users with 88, 68, and 66 percent.

### **Doing sports**

- 46.5 percent of people aged 15 and over said that they had done sports, and 53.5 percent stated that they had not done any sports in 2020.
- The results of this survey show that over 70 percent of respondents did sports individually, and less than 30 percent took part in collective sports.
- Residential places with 37 percent were the widely used places for doing sports. 21.9 percent of the people did sport practices in parks, 21.4 percent in the private sports saloons, 8.3 percent in the public sports saloon, and 11.3 percent in the other public places.
- The most common types of sports done mainly by people aged 15 and over were: doing exercise and walking, fitness and aerobics, football, bodybuilding and volleyball followed by other sports.
- In 2020, average time per person per day on sports for each person aged 15 and over was 13 minutes and 18 seconds, and time spent on sports per person per day done by people aged 15 and over was 28 minutes and 38 seconds.