FOR IMMEDIATE RELEASE  
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The Gallup report "Book Reading and Library Usage: A Study of Habits and Perceptions" is now available from the ALA's Public Information Office.

The study was conducted for ALA by the Gallup Organization, and was funded by a special grant from Baker & Taylor. It was planned to gather information for delegates now participating in meetings across the country preparatory to the 1979 White House Conference on Library and Information Services. A special summary pamphlet is being prepared for White House Conference delegates.

A total of 1515 telephone interviews were conducted with a representative national sample of adult men and women, between July 21 - August 14, 1978.

The complete survey report includes an executive summary of the data and over 35 pages of detailed findings, plus information on the composition and design of the sample, sampling tolerances and the complete questionnaire.

The price of the final report is $15 (ALA members), $25 (non-members). Send orders (prepaid only, please) to PIO, American Library Association, 50 E. Huron, Chicago, IL 60611.