

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Two thirds Like to Read Advertisements Displayed on the Roadside: GILANI POLL /GALLUP PAKISTAN

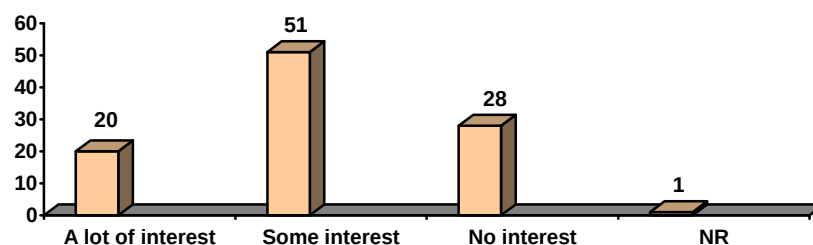
Islamabad, October 28, 2009

Advertising on billboards and pasting posters along the roadsides is a common practice by many organizations. To understand how interested the public is in reading these advertisements a Gilani Research Foundation survey was carried out by Gallup Pakistan. According to this report, even though in the past big advertising boards (billboards) have sometimes caused harm to the public by falling, it is seen that more than two thirds of all Pakistanis (71%) claim to take a lot or somewhat interest in reading these advertisements, whether on a poster or on a billboard, whereas 28% do not take any interest and 1% gave no response.

A nationally representative sample of men and women from across the country were asked “*Many organizations and companies advertise their products and services on billboards or paste posters on the walls along the roadsides. While on the roads, if you come across such advertisements, how much interest do you take in reading them?*” Twenty percent (20%) said they take a lot of interest, 51% claimed to be somewhat interested whereas 28% do not take any interest in reading such advertisements displayed on the roadsides. The remaining 1% of the respondents gave no response.

The findings of the survey show that interestingly a comparatively higher percentage of ruralites, respondents from NWFP and younger Pakistanis claim to take a lot or at least somewhat interest in various colourful advertisements displayed along roadsides.

“Many organizations and companies advertise their products and services on billboards or paste posters on the walls along the roadsides. While on the roads, if you come across such advertisements, how much interest do you take in reading them?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2753 men and women in rural and urban areas of all four provinces of the country, during October 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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