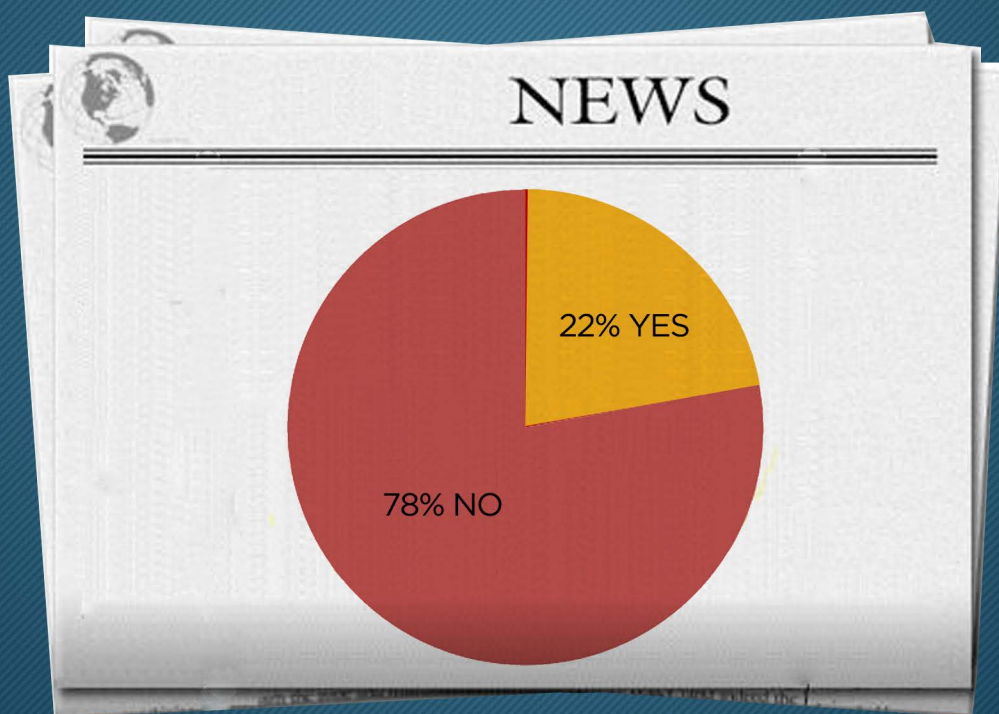


78% PAKISTANIS SAY THAT THEY HAVE NEVER UTILIZED THE CLASSIFIED PAGE OF A NEWSPAPER TO ADVERTISE THE SALE OF ANY ITEM.

Please tell, have you ever utilized the Classified page of a newspaper (that contains advertisements for buying and selling of items) to advertise the sale of any item?





Opinion Poll
MEDIA
Newspapers

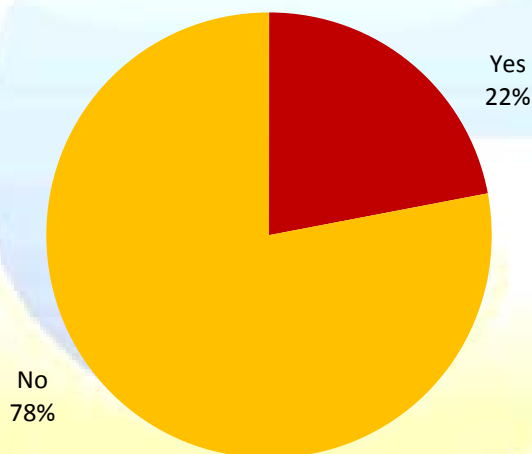
78 % Pakistanis say that they have never utilized the Classified page of a newspaper to advertise the sale of any item. (GRF POLL)

Islamabad, December 28, 2015

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 78% Pakistanis said that they had never utilized the Classified page of a newspaper to advertise the sale of any item.

A nationally representative sample of working men and women from across the four provinces was asked, “Please tell, have you ever utilized the Classified page of a newspaper (that contains advertisements for buying and selling of items) to advertise the sale of any item?” In response to this question 22% said yes while 78% said no.

Question: “Please tell, have you ever utilized the Classified page of a newspaper (that contains advertisements for buying and selling of items) to advertise the sale of any item?”



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

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1867 men and women in rural and urban areas of all four provinces of the country, during November 02 – November 09, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Monday December 28, 2015

(3 Pages, English version only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2015



of Gallup Pakistan
(1980-2015)