

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.

Prospects For Egypt Like Popular Movement In Pakistan: Television (39%) Seen As Most Effective Catalyst For This Process, Followed By Newspaper (19%), Internet (12%) And Mobile Phone (9%): GILANI POLL/GALLUP PAKISTAN

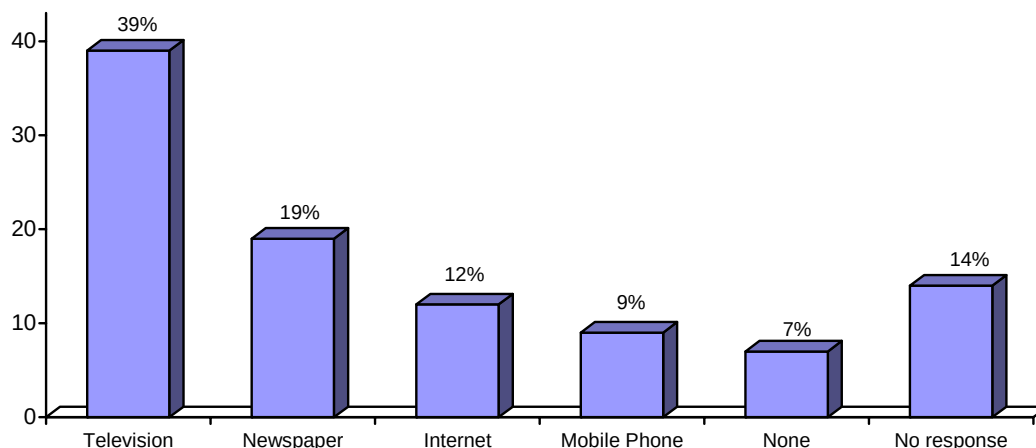
Islamabad, April 1, 2011

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 39% of all Pakistanis across the country believed that if an Egypt like popular movement is brought about in Pakistan like in Egypt, television will play the most important role in it, followed by those who believe newspaper (19%), internet (12%) and mobile phone (9%) will do so.

In a survey, a nationally representative sample of men and women from across the country were asked the following question: *“Nowadays it is being heard that that internet has played an important role in bringing about popular change in Egypt. Suppose there was a popular movement in Pakistan, which of the following media will play the most significant role?”* Thirty nine percent (39%) chose Television for such a scenario, 19% newspaper, 12% internet and 9% mobile phone. 7% said none of these will play any role to help bring about a change in Pakistan. 14% gave no response.

A detailed analysis of the data revealed that relatively more ruralites believed that newspaper would play an important role in this aspect where as comparatively more urban dwellers were in favour of mobile phone and internet. The survey also suggested that with age the belief that television would help to bring about a change increased and internet decreased. There was also a variation in opinion between genders. Proportionately more males considered Television to have a greater tendency to help bring about a change while relatively more females held a similar opinion about newspaper.

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Source: Gallup and Gilani Surveys

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 recent survey was carried out among a sample of 2737 men and women in rural and urban areas of all four provinces of the country, during March 2011. Error margin is estimated to be approximately + 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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