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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

So, how is the Weather?

Results released on: June1, 2001



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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So, How is the Weather?

Islamabad, June1, 2001

According to a recent survey by Gallup Pakistan, 72% of Pakistanies say they take keen interest in weather reports aired by the TV and Radio and published in the newspapers. The respondents in a nation wide survey of rural and urban areas of all the four provinces of the country were asked: *"How frequently would you say you watch, read or listen to a weather report?"* Twenty four percent (24%) said they did so almost every day while 19% claimed frequent monitoring of weather reports. Another 29% claimed occasional monitoring of weather reports whereas the remaining 28% said they rarely watched read or listened to a weather report.

The survey findings further show that interest in weather reports cuts across rural and urban as well as gender and age groups. A majority of men and women as well as the young and old living in urban and rural areas are interested to know about the weather. It is not surprising, say Gallup analysts, that all segments of society are interested in weather reports because afterall many of our conversation are noted with the sentence, " So how is the weather? "

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 2200 statistically selected households in urban and rural areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.