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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

**HOROSCOPE IS READ BY 39 % OF NEWSPAPER AND
MAGAZINE READERS.**

Results released on: May 18, 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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HOROSCOPE IS READ BY 39% OF NEWSPAPER AND MAGAZINE READERS.

Islamabad, May 18, 2001

According to a recent survey conducted by Gallup Pakistan nearly 39% of newspaper and magazine readers say they read the horoscope to find out about their fate and life. Among them a quarter or 10% of all newspaper and magazine readers said they read the horoscope almost every day. The survey was conducted among a statistically representative sample in the rural and urban areas of all the four provinces of the country. Its findings further reveal that nearly 46% of those who read the horoscope believed in its authenticity; the remaining 54% said they did not trust the horoscope. Analysts at Gallup have also noted that the belief in horoscope cuts across education groups. The views of those with higher education were not very different from others who had only attained elementary education. They also point out that frequency of reading the horoscope is closely related to belief in its authenticity as 68% of those who read the horoscope almost every day believed in authenticity compared to 40% of those who read it occasionally and only 5% of those who nearly read it or did not read the horoscope at all.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 2500 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.