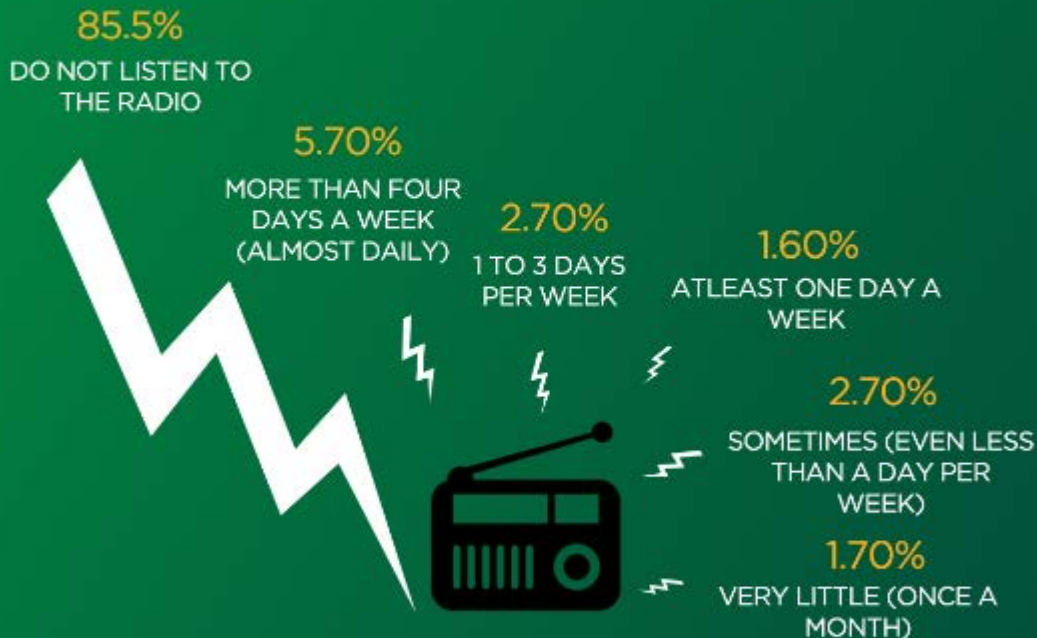


A SIGNIFICANT MAJORITY (86%) OF PAKISTANIS CLAIM THAT THEY DO NOT LISTEN TO FM RADIO AT ALL.

How many days in a week do you listen to radio (FM)?



MEDIA | RADIO

SOURCE: GALLUP AND GLIARE SURVEYS. SAMPLE SIZE: 108



Opinion Poll MEDIA Radio

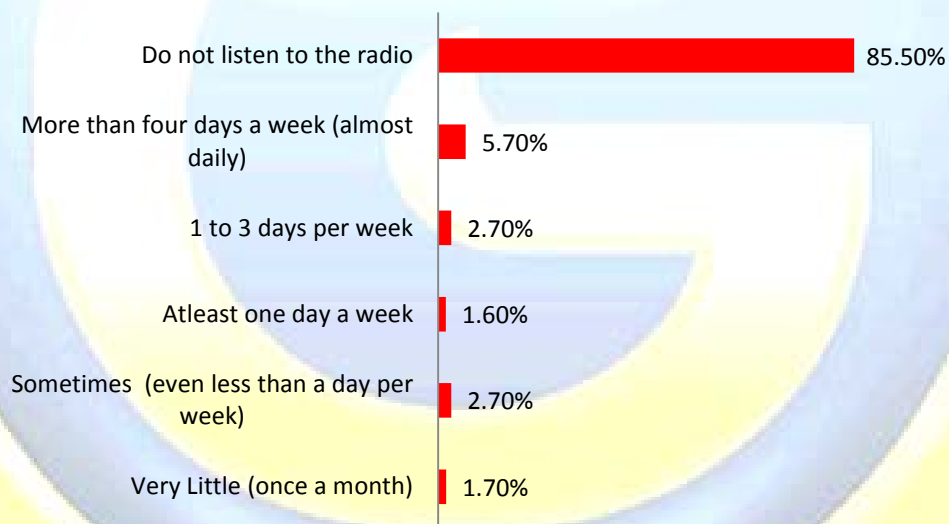
A significant majority (86 %) of Pakistanis claim that they do not listen to FM radio at all. (GRF POLL)

Islamabad, June 24, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 86% Pakistanis say that they do not listen to radio (FM) at all.

A nationally representative sample of men and women from across the four provinces was asked, “How many days in a week do you listen to radio (FM)?” In response to this question, 85.5% respondents said that they do not listen to the radio at all, while only 5.7% respondents said that they listen to the radio more than four days a week (i.e. almost daily). 2.7% respondents said that they listen to the radio 1 to 3 days per week and, 1.6% said that they listen at least one day a week, 2.7% said that they sometimes listen to the radio (i.e. even less than a day per week). Another 1.7% respondents said that they listened to the radio very little (i.e. once a month).

Question: “How many days in a week do you listen to radio (FM)?”



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 5588 men and women in rural and urban areas of all four provinces of the country, during 20 January – 31st May, 2016. 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



Friday, June 24, 2016

(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
2016



of Gallup Pakistan
(1980-2016)