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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

NEWSPAPER READERSHIP IN PAKISTAN: majority (47 %) reads or listens to newspapers

Results released on: OCTOBER 25, 1985



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THE GALLUP POLL

OCTOBER 25, 1985

NEWSPAPER READERSHIP IN PAKISTAN

Islamabad - A study on media habits prepared by Gallup Pakistan showed that nearly 10% households in the country purchased or subscribed to newspapers. The figure broadly corresponds with the national newspaper circulation figures, estimated around one million. However the survey showed that while only 10% were subscribers and regular readers. A much larger claimed occasional exposures to newspapers which ranged from reading a few times a week, or reading on Fridays, or special editions to only listening to newspapers which were read out to them. Rural community places, urban street corners, barber shops, markets and offices appeared to be favorite news paper exposure centers. On adding up all such exposures it was shown that nearly half of the male adults claimed newspaper readership of some variety. The Gallup study conducted with a cross section all over the country posed an interesting series of question whose results are self explanatory.

Do you ever read or listen to newspapers?	47%
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Do you normally read a newspaper every day?	19%
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Have you read the newspaper this morning?	16%
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Was this your own newspaper (i.e. not borrowed from some one) and can you please show it to us?	10%
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The figure related to newspaper readership has been rising over the last few years, but by relatively small margins.

The study also showed that among readers 82% claimed to be readers of Urdu newspapers, 10 % of Sindhi newspapers and 6% of English news papers and 2% Gujarati news papers. Possibly one reasons for what seems to be rather low proportion for English readership is that it has a very little or no share in community reading, street corners, and barber shops newspaper exposure. This taken together is an important segment of newspaper readers of this country who's poor and predominantly illiterate people, nevertheless, appear to be quiet curious about national and public affairs.

NEW PAPER READERSHIP AMONG THE ELITE

A more limited study of news paper reading habit among the educated elite was recently conducted by Gallup Pakistan which approximately 1000 systematically selected civil servants .professors, research scholar, private businessman and diplomats. The sample for this study was restricted to Islamabad, Rawalpindi, Peshawar, and Lahore. The average income of the respondents was more than 5000 rupees a month and most of them owned cars, TV and refrigerator.

Among the educated elite interview in this survey, nearly 75% read more than one newspaper, mostly combining national English and an Urdu daily. Approximately half of them read the second news paper at their offices or work places. The average readership per newspaper among this group was nearly 4 for English and 5 for Urdu newspaper.

The study also revealed that nearly one third among this sample claimed to be readers of one of the leading internationals weeklies (Times, Newsweek, Economist and Far Eastern Economic Review). Approximately 25% said they read them regularly while the remaining claimed occasional readership.