

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.

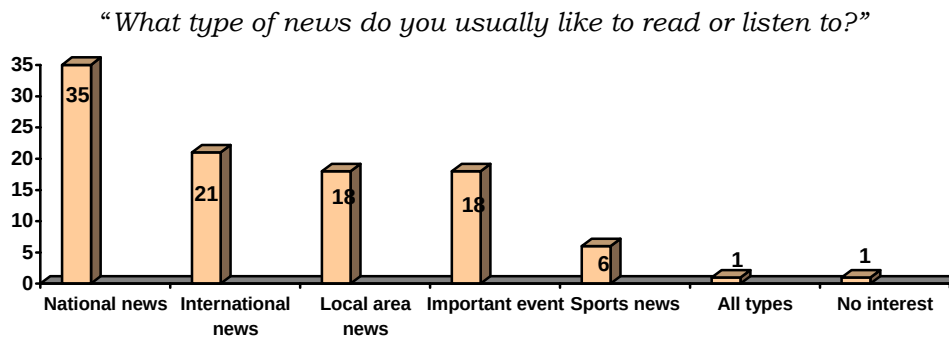
Pakistan; Audience Split between Heavy Interest in National (35 %), International (21 %), and Local News (18 %): GILANI POLL /GALLUP PAKISTAN

Islamabad, October 30, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of Pakistanis (35%) prefer being updated with national news, followed by those who listen or read international news (21%). The remaining respondents prefer listening or reading local news (18%), important events (18%), sports news (6%) and 2% either prefer all types of news or do not take any interest.

A nationally representative sample of men and women from across the country were asked “*What type of news do you usually like to read or listen to?*” Eighteen percent (18%) claimed to read or listen to their local area’s news, 21% prefer international news, 35% said they read or listen to national news and 18% like to be updated with the important events/headlines, 6% cited sports news, and only 1% claimed to be interested in reading or listening to all sorts of news. The remaining 1% do not take interest in reading or listening news.

The findings of the survey show that while interestingly a proportionately higher percentage of ruralites claimed to prefer international news; a comparatively higher percentage of urbanites are interested in being updated with national news. Amongst gender, it is seen, that comparatively more women like to read or listen to their local areas news and the important events/headlines, while more men claimed to be interested in international and national news.



Source: Gilani Poll conducted by Gallup Pakistan,
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 latest survey was carried out among a sample of 2753 men and women in rural and urban areas of all four provinces of the country, during October 2009. Error margin is estimated to be approximately $\pm 2-3$ 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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