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GALLUP PAKISTAN POLL FINDINGS ON

MEDIA HABITS OF PAKISTANI CHILDREN

Results released on: July 26, 1986



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MEDIA HABITS OF PAKISTANI CHILDREN

According to a recent Gallup poll, the Pakistani children have a fairly high level of exposure to the mass media. But the children of poor parents or those living in smaller towns and villages have considerably less access to media compared to the children of the rich and those living in metropolitan and urban areas. Like most other resources in society, the flow of information is selectively available in larger quantity to the higher socio-economic groups.

Findings from the Gallup Survey show that nearly 30% of the children watch TV regularly and another 30% watch it occasionally. 20% listen to the radio regularly while 40% are occasional listeners. There is a noticeable jump in children's interest in TV and radio after the age of 10. The number of regular viewers and regular listeners is nearly twice as much in children between the age of 10 and 15 as compared to those between the age of 5 and 10.

The survey of children's media habits also looked into their readership of newspapers, magazines and story-books. There is a marked increase in children interest in reading when they move from junior high to high school around the age of thirteen. 3% of children between the ages of 10 to 12 claim to be regular newspaper readers. But this figure jumps to 12% for children between the ages of 13 to 15. Nearly one quarter of all children take interest in reading children's magazines. Magazines readership also registers a marked jump at age 10 and further at age 13. While most children are readers of children's magazines, some of them turn to such popular family magazines as Akhbar-i- Jahan.

Among the children's magazines 'Bachon ki Duniya' and 'Naunihal' are particularly popular. Children's story books are read by one third of the children between the age of 5 to 15. Among the older children this ratio is much higher, 46% of children between the age of 10 and 12 and 51% of children between the age of 13 and 15 claimed to read story books.

The survey was conducted by Gallup Pakistan with a nationally representative set of households all over the country including villages towns and urban locations. The sample was selected through scientific procedures and included children of age 5 to 15 from households of different income and social backgrounds. The findings of the survey were computer processed.