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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Popularity of TV News Readers

Results released on: December 24, 1999



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Rating for popular TV Newsreaders - December 24, 1999

Khalid Hamid tops among the popularity list of television Newsreaders in the country followed with a wide margin by Imtiaz Naqvi. Among women newsreaders Ishrat Fatima is at the top followed with a wide margin by Shabana Habib among Urdu newsreaders and Shaista Zaid among English newsreaders. These findings have emerged from a national urban survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted among more than 1000 statistically selected men and women of different income, educational and age backgrounds spread all over the four provinces of Pakistan. The error margin is around 3% at 95% confidence level.

In response to a question "**In your view who is the best news reader among Male/Female news readers on the television?**", Forty seven (47%) percent mentioned Khalid Hamid, as the most favourite male newsreaders, 5% did not like any newsreader while 29% did not give a response. No other male newscaster figured significantly in this contest; however 3% viewers mentioned Imtiaz Naqvi and some mentioned Masroor Kazmi. Forty nine (49%) expressed their preference for Ishrat Fatima among female news readers 8% for Shaista Zaid (English news reader) and 5% for Shabana Habib. 5% did not like any newsreader and 20% did not give a response.

The Gallup Survey further reveals that Khalid Hamid has maintained his top position among male news readers for more than a decade. In a similar Gallup Survey conducted in 1989, he topped the list with 41% support. At that time Abdus Salam was number two with 13% support. The picture among female news readers has changed quite sharply during the same decade. Today's favourite Ishrat Fatima had scored only 7% a decade ago. The first slot was then claimed by Mahpara Safdar with 32% support. The English female news reader Shaista Zaid is also to be credited for maintaining her position among the English news audience. She topped that niche with 6% support even in 1989.

Question: In your view who is the best newsreader among other newsreaders?

Name of Newsreader	1999	1989
Male Newsreader		
Khalid Hamid	47	41
Abdus Salam	-	13
Imtiaz Naqvi	3	-
None	5	-
Others	14	3
No Response	29	34
Female Newsreader		
Ishrat Fatima	49	7
Shaista Zaid	8	6
Shabana Habib	5	-
Mahpara Safdar	-	32
Shazia Zaheer	-	6
Suriya Shahab	-	5
None	5	-
Others	13	7
No Response	20	37

Source: Gallup Survey Pakistan