

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.

41 % of all Pakistanis Claim They Would Like to Come on TV; Of them 15% Prefer Drama Channel, 14% News Channel, 11% Like Channel with Informative Programs: GILANI POLL/GALLUP PAKISTAN

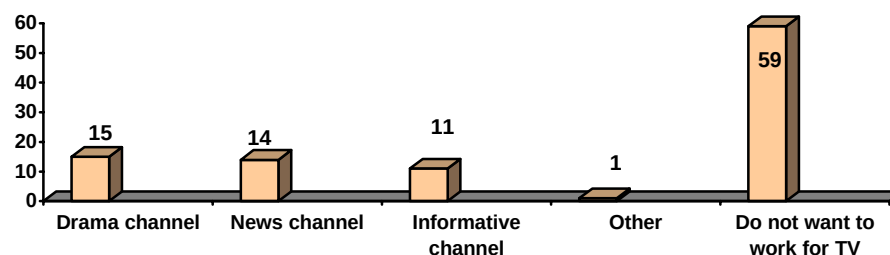
Islamabad, March 16, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than one third of all Pakistanis (41%) aspire to work in some television channel if given a chance; Amongst them 15% claim they would want to work for a drama channel, 14% prefer news channel, 11% cited channels with informative programs and 1% say they want to work on some other genre of channel. On the other hand 59% said they would not like to work for television.

A nationally representative sample of men and women from across the country were asked “*Suppose you are given a chance to work in some TV channel, what kind of channel would you like to work with?*” Fifteen percent (15%) said they would like to work for a drama channel, 14% would like to appear in some news channel, 11% prefer channel with informative programs while 1% said they would like to work in some other kind of channel. The remaining 59% of the respondents claimed to have no desire to work for any kind of TV channels.

The findings of the survey reveal that a proportionately higher percentage of people above the age of 51 are more keen on working for a news channel, whereas a comparatively a higher percentage (22%) of young Pakistanis (under 30 years) claim they prefer drama channels.

“Suppose you are given a chance to work in some TV channel, what kind of channel would you like to work with?”



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 recent survey was carried out among a sample of 2742 men and women in rural and urban areas of all four provinces of the country, during March 2010. 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

For any queries please contact:

Ms. Saadia Khalid

Assistant Manager (Research)

Phone: +92-51-2655630

E-mail: saadia.khalid@gallup.com.pk