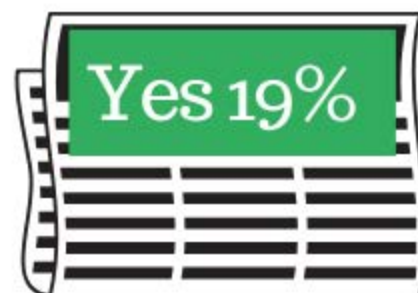


December 09, 2019

DESPITE RISE IN LITERACY IN PAKISTAN, ONLY 1 IN 5 (19%) PAKISTANIS CLAIM THEY READ NEWSPAPER

Do you read the newspaper?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1214

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

Media
General Media**Despite rise in literacy in Pakistan, only 1 in 5 (19 %) Pakistanis claim they read newspaper (Gallup & Gilani Pakistan Poll)**

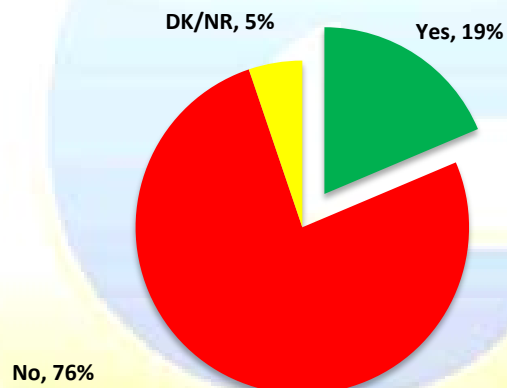
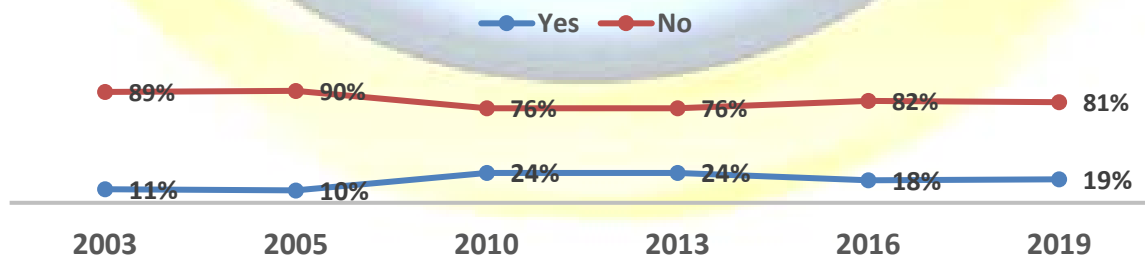
Islamabad, 09 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, only 19% Pakistanis claim they read newspaper.

A nationally representative sample of men and women from across the four provinces was asked, “Do you read the newspaper?” In response, only 19% said Yes while 76% claimed they do not read the newspaper. Only 5% said they did not know/did not wish to respond.

Trend Data: After peaking in 2010, newspaper reading is on a decline

This question was asked over a period of 16 years and results show that newspaper readership has decreased by 5%. This decrease may be attributed to the increase in social media usage with the ease of access to information using technology.

Question: “Do you read the newspaper?”**TREND DATA OF NEWSPAPER READERSHIP IN PAKISTAN
ACCORDING TO GALLUP PAKISTAN SURVEYS SINCE 2003**

Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,200 men and women in urban and rural areas of all four provinces of the country, during October 07 – October 20, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION

Monday, 09 December, 2019

(3 Pages, English version only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)