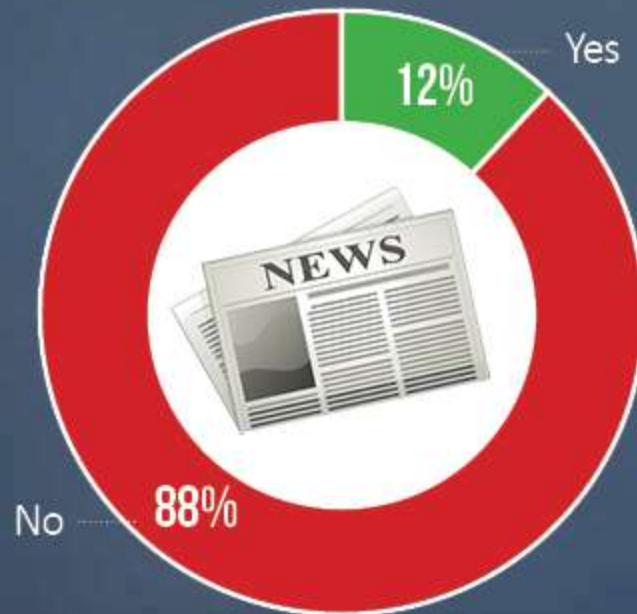


20th October, 2022

(88%) DO NOT READ THE NEWSPAPER: GALLUP & GILANI PAKISTAN

(88%) پاکستانی اخبار نہیں پڑھتے ہیں -

Question: "Do you read the Newspaper?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Media Newspaper

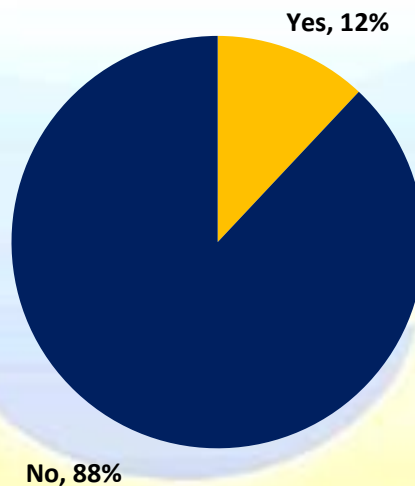
(88%) do not read the newspaper: Gallup & Gilani Pakistan

(Islamabad), October 20th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 88% do not read the newspaper.

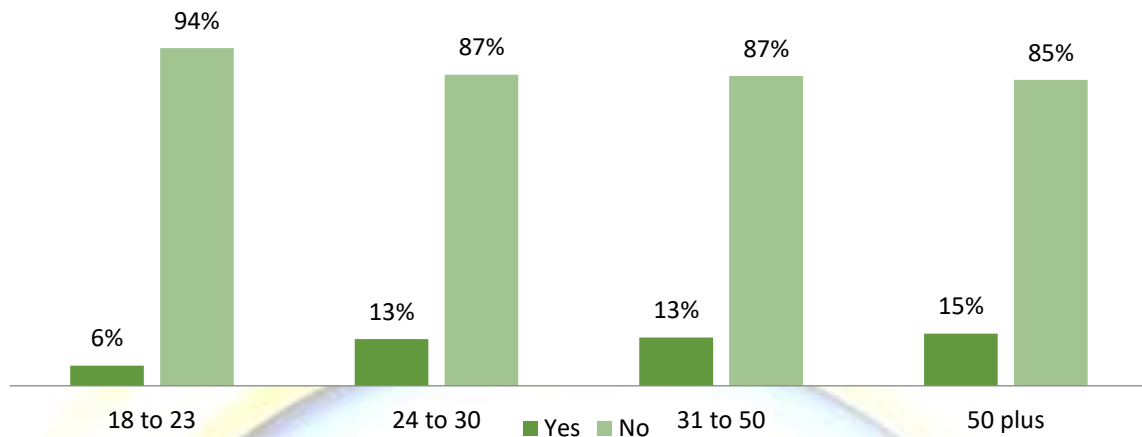
A nationally representative sample of adult men and women from across the country was asked the following question regarding, “Do you read the Newspaper?” 88% said ‘No’ while only 12% responded ‘Yes.’ Reading the newspaper seemed to be most popular amongst the older age group of 50+ year olds as 15% said that they read newspaper.

Question: “Do you read the Newspaper?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Age Wise Breakdown



Source: Gallup & Gilani Pakistan
(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 more than 2350 men and women in urban and rural areas of all four provinces of the country, from September 01, 2022 – September 25, 2022. The error margin is estimated to be approximately ± 3 -5 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Thursday, 20th October 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)