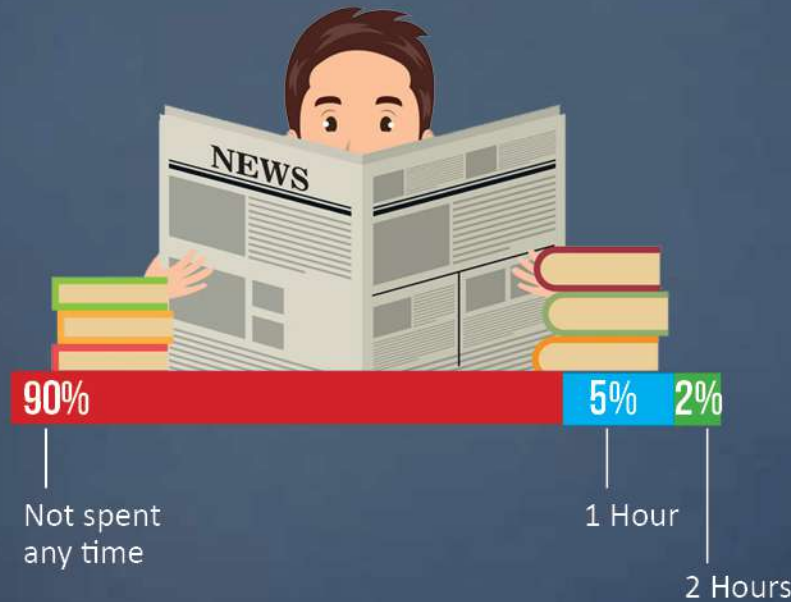


24th November, 2022

90% OF PEOPLE DID NOT SPEND ANY TIME READING THE NEWSPAPER IN THE PAST FEW DAYS: GALLUP & GILANI PAKISTAN

90% افراد نے گزشتہ چند دنوں میں کوئی بھی وقت اخبار (NEWSPAPER) پڑھنے میں نہیں گزارا

Question: "Keeping in mind the past few days, can you please tell me how much time did you spend reading the newspaper?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior

90% of people did not spend any time reading the newspaper in the past few days: Gallup & Gilani Pakistan

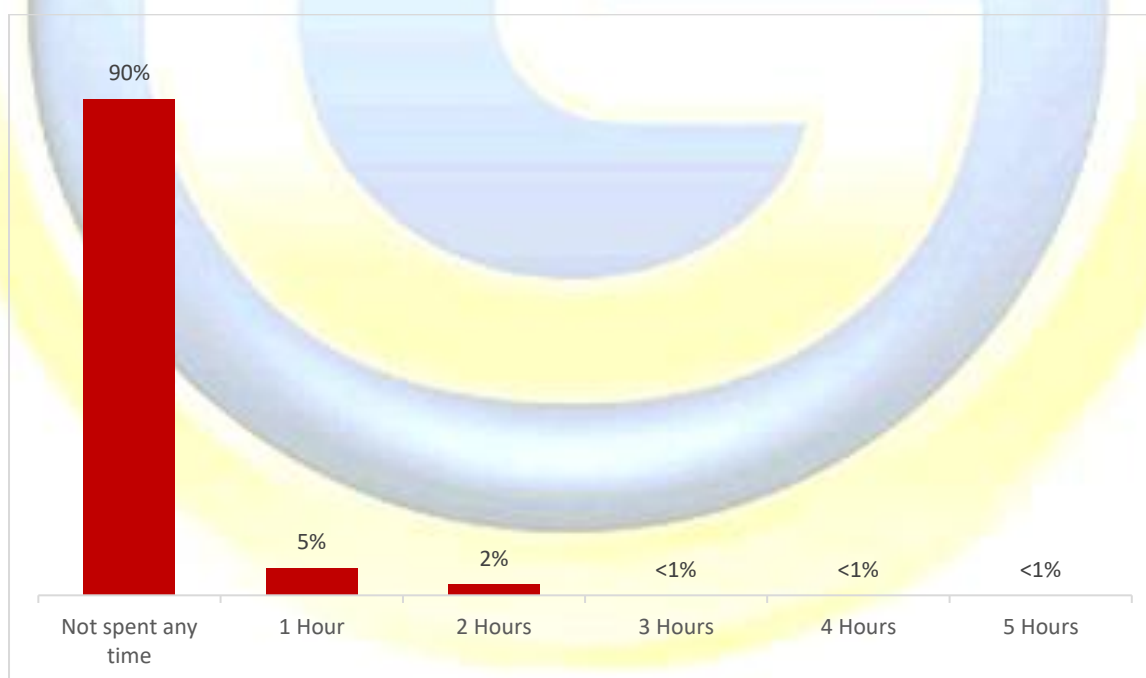
(Islamabad), November 24th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 90% of people did not spend any time reading the newspaper in the past few days.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, *“Keeping in mind the past few days, can you please tell me how much time did you spend reading the newspaper?”* 90% said that they had not spent any time reading the newspaper, 5% spent 1 hour, 2% spent 2 hours, and no one spent more than 2 hours reading the newspaper in the past few days.

On average, males and females read the newspaper for 1 hour. When looking at the educational breakdown, it could be seen that people with education less than FA spent 1 hour on average reading the newspaper, while those with educational degrees higher than FA spent 2 hours on average reading the newspaper.

Question: “Keeping in mind the past few days, can you please tell me how much time did you spend reading the newspaper?”



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 1051 men

and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI) and was collected between 29th October – 2nd November 2022



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Tuesday, 22nd November 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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)