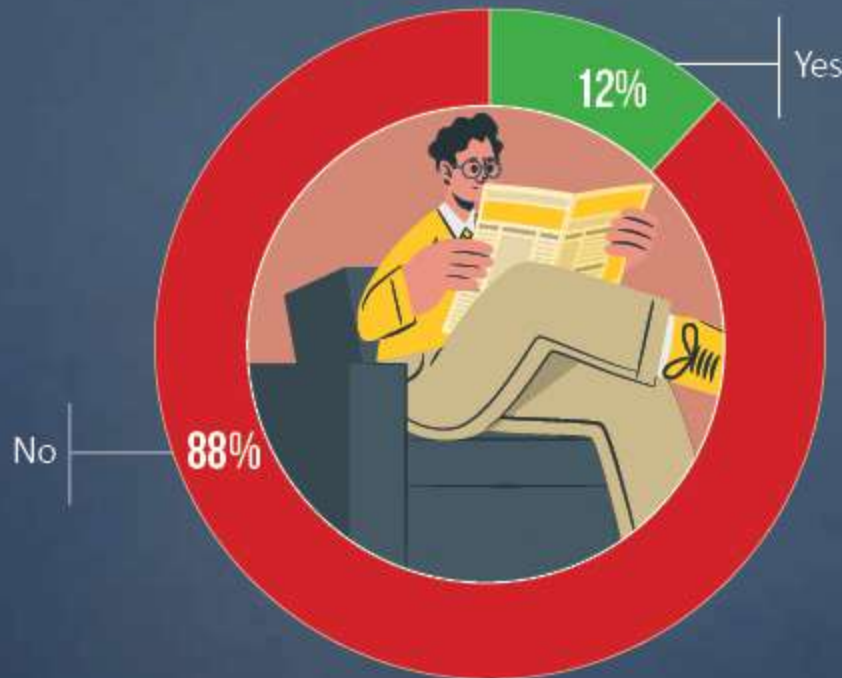


11th March, 2024

88% PAKISTANIS IN KARACHI REPORT NOT HAVING READ THE NEWSPAPER THE DAY BEFORE: GALLUP & GILANI PAKISTAN

کراچی میں رہائش پذیر 88% پاکستانیوں نے گزشتہ کل اخبار نہ پڑھنے کے حوالے سے بتایا۔

Question: Please tell me if you read the newspaper yesterday?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Media

Newspapers

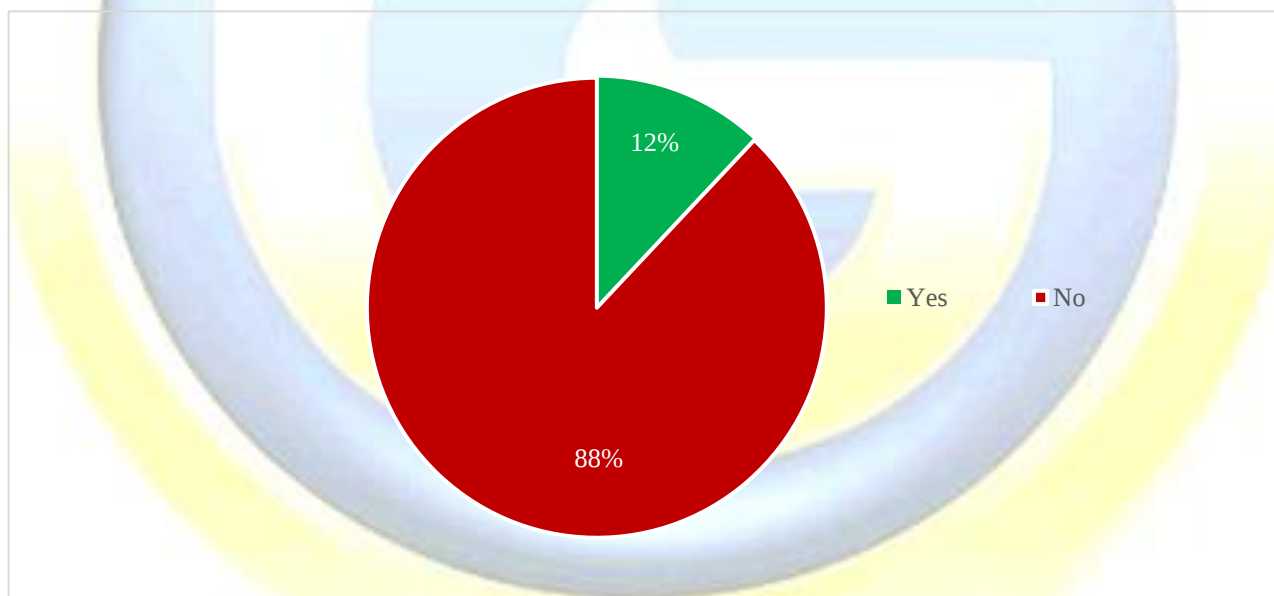
88% Pakistanis in Karachi report not having read the newspaper the day before: Gallup & Gilani Pakistan

(Islamabad) 11th March, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 88% respondents of a representative survey of residents of Karachi say they did not read the newspaper the day before.

A nationally representative sample of adult men and women from across the six districts of Karachi city was asked the question, “Please tell me if you read the newspaper yesterday?” 12% of the respondents said “Yes”, and 88% said “No”.

Question: Please tell me if you read the newspaper yesterday?

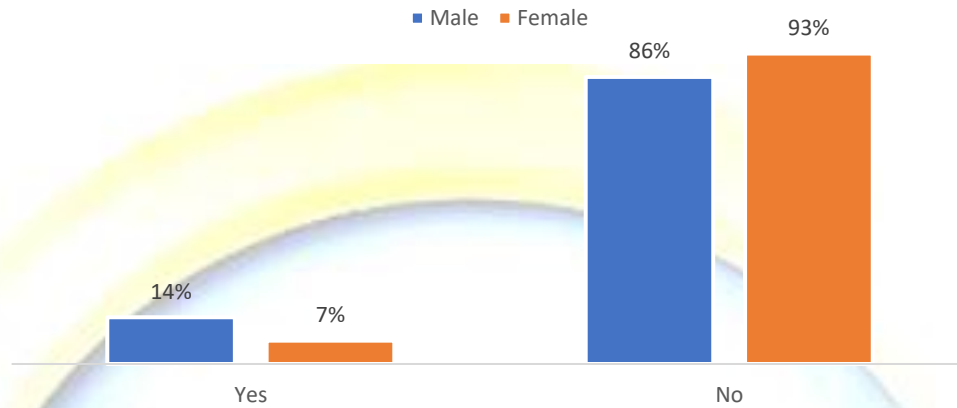


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

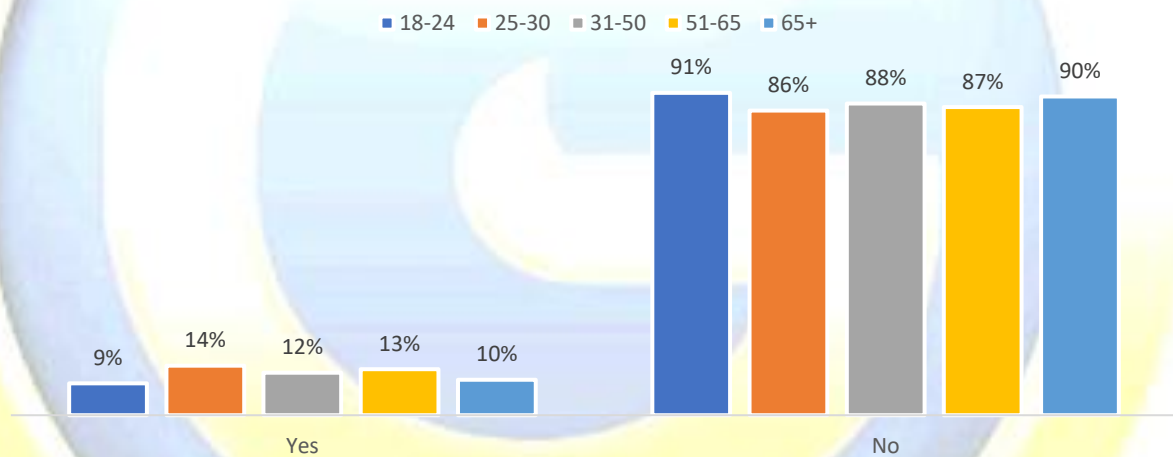
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 807 adult men and women in urban and rural areas of all six districts of Karachi division, conducted on 10th Jan – 2nd Feb, 2024. The error margin is estimated to be approximately $\pm 3-5$ percent at the 95% confidence level.

Demographic breakdowns:

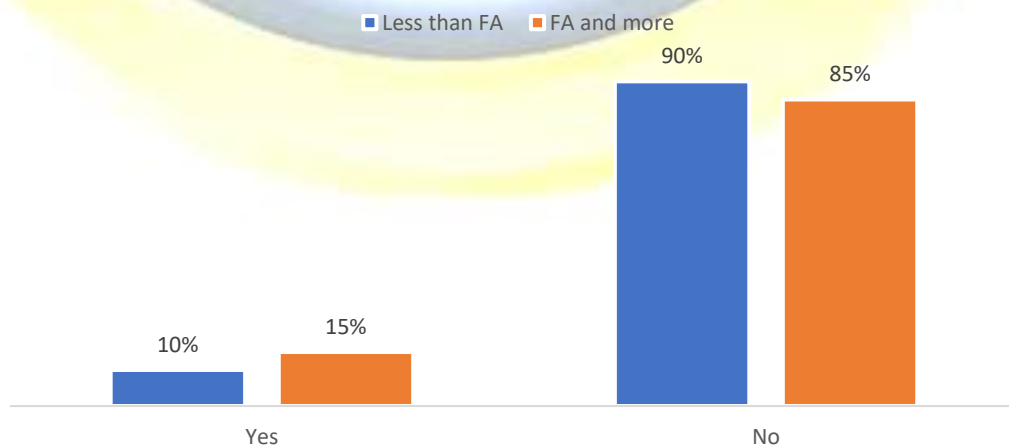
Gender: Twice as many men (14%) in Karachi report reading the newspaper compared to women (7%).



Age: 25-30 year olds (14%) in Karachi come out as the age group most likely to have read the newspaper the day before, followed by 51-65 year olds (13%).



Education: People in Karachi educated at FA level or higher are 5% more likely to have read the newspaper the day before.





Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



GILANI RESEARCH
FOUNDATION

Monday, 11th March, 2024

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
2024



of Gallup Pakistan
(1980-2024)