



Opinion Poll
MEDIA
Television

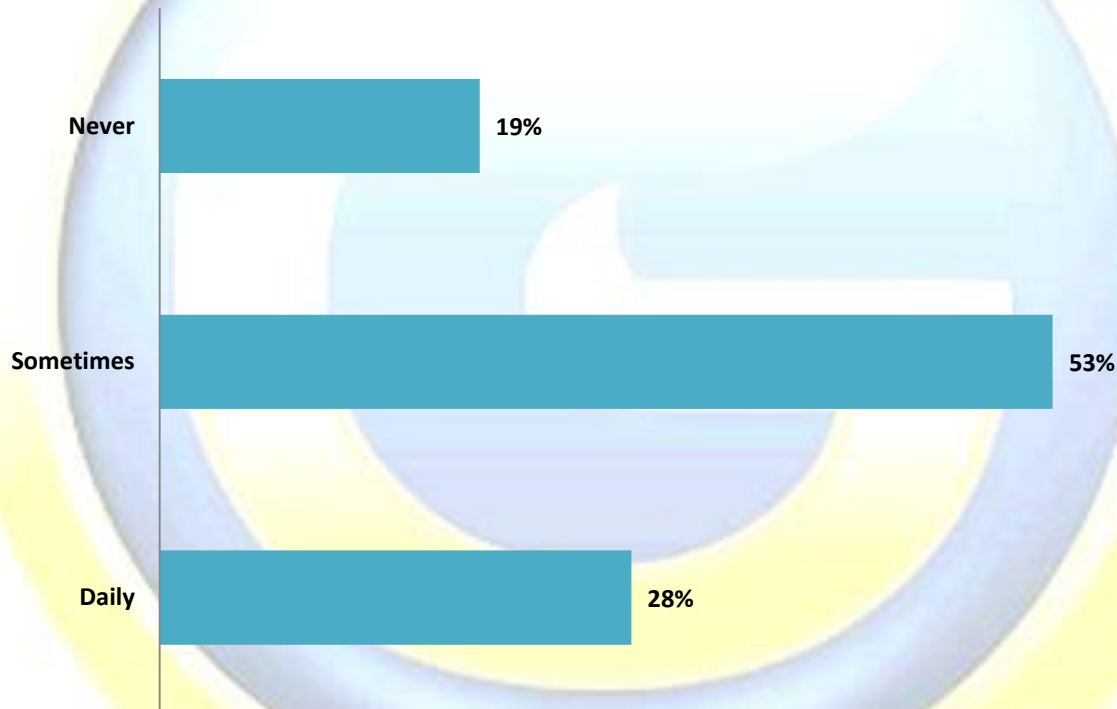
Talk Shows: 1 in 3 Pakistanis watch talk shows daily; 19% say they don't watch talk shows.
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, August 10, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 1 in 3 Pakistanis watch talk shows daily; 19% say they don't watch talk shows.

A nationally representative sample of men and women from across the four provinces was asked "Please tell how regularly do you watch talk shows?" In response to this question, 28% said they watched talk shows daily, 53% said sometimes and 19% said never.

Question: "Please tell how regularly do you watch talk shows?"



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 findings are consistent with Gallup TV Ratings Service result (the only national TV Ratings data) which shows that out of nearly on average 2 hours of TV watching daily; only 1/4th is news channels. 75% is either entertainment or other genres.

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 1746 men and women in rural and urban areas of all four provinces of the country, during July 10 - July 17, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

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(2 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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Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)