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Gallup Pakistan

**GALLUP PAKISTAN POLL FINDINGS ON
MAJORITY OF URBAN TV VIEWERS USE REMOTE CONTROL -**

Results released on: August 18, 2000



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MAJORITY OF URBAN TV VIEWERS USE REMOTE CONTROL - August 18, 2000

According to a recent survey by Gallup Pakistan, nearly 60% of TV viewing urban homes now have a TV with a remote control operating system. However 45% say that they use remote control almost always, while the remaining say that they use both remote control and buttons to operate their TV. Two advantages were cited by the users of remote control. The ease of changing channels without leaving one's seat was cited as the main advantage, but a substantial number of respondents also believed that TV is not damaged if you use a remote control. No particular disadvantages of remote control were cited in the survey; however some of the respondents were of the opinion that remote control makes you lazy, and a few others said that remote control strains family relations because of disagreement on frequent changing of channels. The survey also found out that the use of remote control increases to more than 80% among households which have access to satellite or cable TV.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of around 2500 men and women in the Urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk