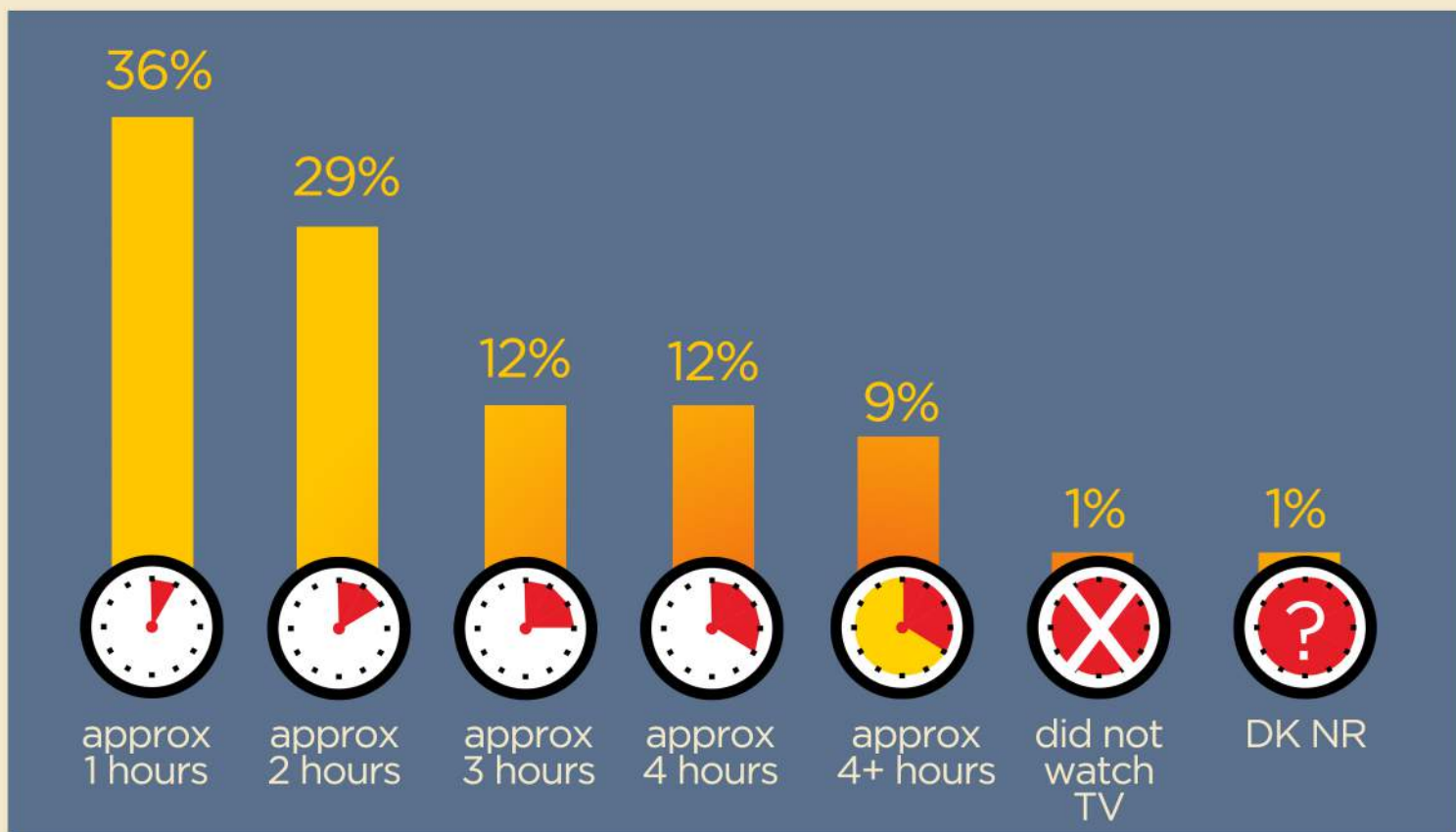




Most Pakistanis watched 1 to 2 hours of television on Eid.

Please tell us, how many hours of TV did you watch this Eid on average?





Opinion Poll MEDIA Television

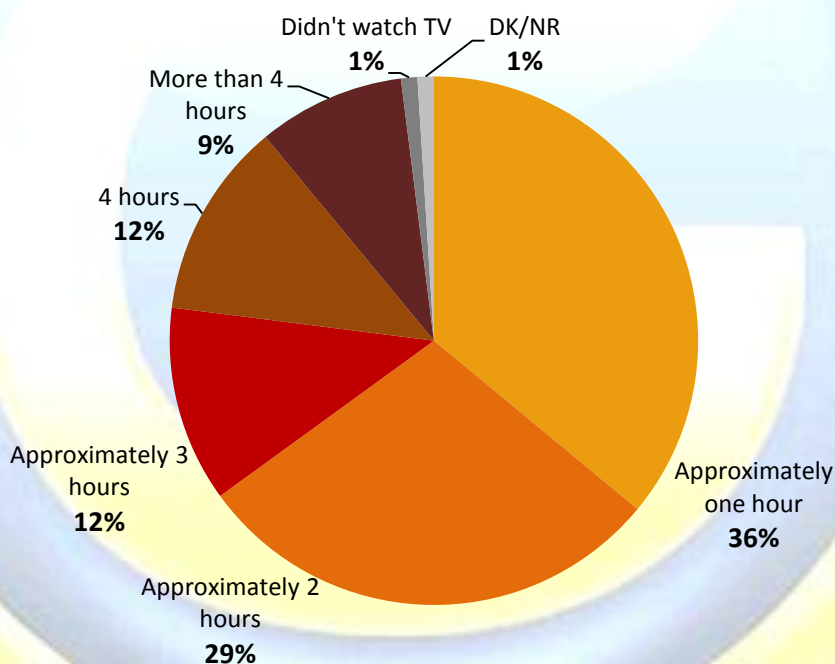
Most Pakistanis watched 1 to 2 hours of television on Eid. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, November 21, 2014

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 36% Pakistanis watched approximately one hour of television on Eid; 29% watched approximately two hours of television.

A nationally representative sample of adult men and women, from across the four provinces was asked, "Please tell us, how many hours of TV did you watch this Eid on average?" In response, 36% respondents said they watched approximately one hour of television on Eid, 29% had watched approximately two hours of television on Eid, 12% had watched 3 hours, 12% had watched 4 hours, 9% had watched more than four hours of television and 1% did not watch television on Eid. 1% did not respond.

Question: "Please tell us, how many hours of TV did you watch this Eid on average?"



Source: GRF Poll (formerly known as Gilani Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2514 men and women in rural and urban areas of all four provinces of the country, during October 13 – October 20, 2014. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



گیلانی ریسرچ فاؤنڈیشن کا رائے عامہ سروے

موضوع: "میڈیا"

"ٹیلی ویژن"

پاکستانیوں کی اکثریت نے عید کے دن ایک سے دو گھنٹے تک ٹی وی دیکھا:

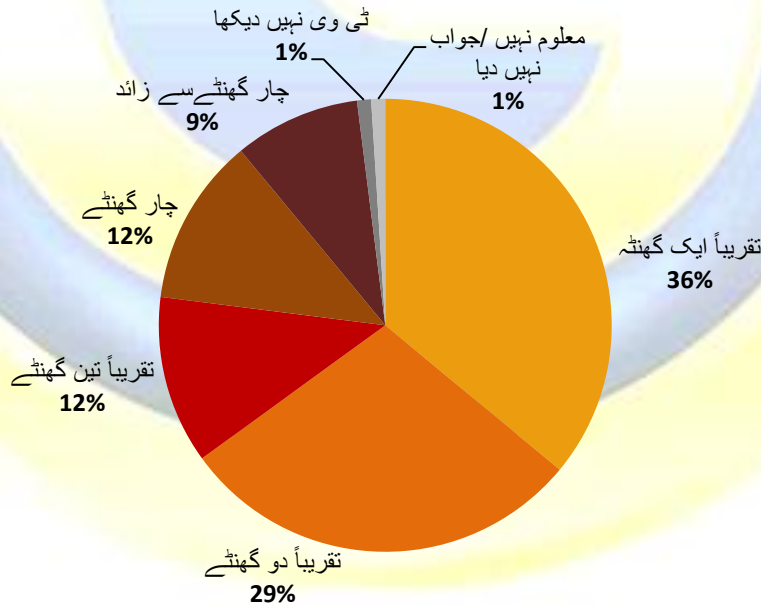
گیلانی ریسرچ فاؤنڈیشن، گیلپ پاکستان

اسلام آباد، 21 نومبر، 2014

گیلانی ریسرچ فاؤنڈیشن سے منسلک گیلپ پاکستان کے حالیہ سروے کے مطابق، 36% پاکستانیوں کے مطابق انھوں نے عید کے دن تقریباً ایک گھنٹہ ٹی وی دیکھا، جبکہ 29% افراد نے تقریباً دو گھنٹے ٹی وی دیکھا۔

سروے میں ملک بھر سے شماریاتی طور پر منتخب مرد و خواتین سے یہ سوال پوچھا گیا کہ، "برائے مہربانی بتائیں کہ عید کے دن آپ نے اوسطاً کتنے گھنٹے ٹی وی دیکھا؟"۔ اس سوال کے جواب میں 36% جوابدہندگان کا کہنا انھوں نے عید کے دن تقریباً ایک گھنٹہ ٹی وی دیکھا، 29% افراد نے عید کے دن تقریباً دو گھنٹے ٹی وی دیکھا، 12% افراد نے تقریباً تین گھنٹے، 12% افراد نے چار گھنٹے، جبکہ 9% افراد کے مطابق انھوں نے عید کے دن چار سے زائد گھنٹے ٹی وی دیکھا، 1% جوابدہندگان کا کہنا ہے کہ انھوں نے عید کے دن بالکل بھی ٹی وی نہیں دیکھا، تاہم 1% افراد نے کسی رائے کا اظہار نہیں کیا۔

"برائے مہربانی بتائیں کہ عید کے دن آپ نے اوسطاً کتنے گھنٹے ٹی وی دیکھا؟"



Source: GRF Poll (formerly known as Gilani Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association

www.gallup-international.com; www.gallup.com.pk,
www.gilanifoundation.com

گیلانی ریسرچ فاؤنڈیشن کا حالیہ سروے گیلپ انٹرنیشنل سے منسلک گیلپ پاکستان کی مدد سے کیا گیا۔ یہ سروے پاکستان کے چاروں صوبوں کی دیہی اور شہری آبادی کے 2514 مرد و خواتین سے 13 اکتوبر تا 20 اکتوبر 2014 میں منعقد ہوا۔ غلطی کے امکان کا تخمینہ شماریاتی طور پر تقریباً $\pm 2-3\%$ لگایا گیا ہے۔

Opinion Poll from Gallup PakistaOn

The Pakistani Affiliate of Gallup International



Friday, November 21, 2014

(3 Pages including this and Urdu version)

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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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
2014



of Gallup Pakistan
(1980-2014)