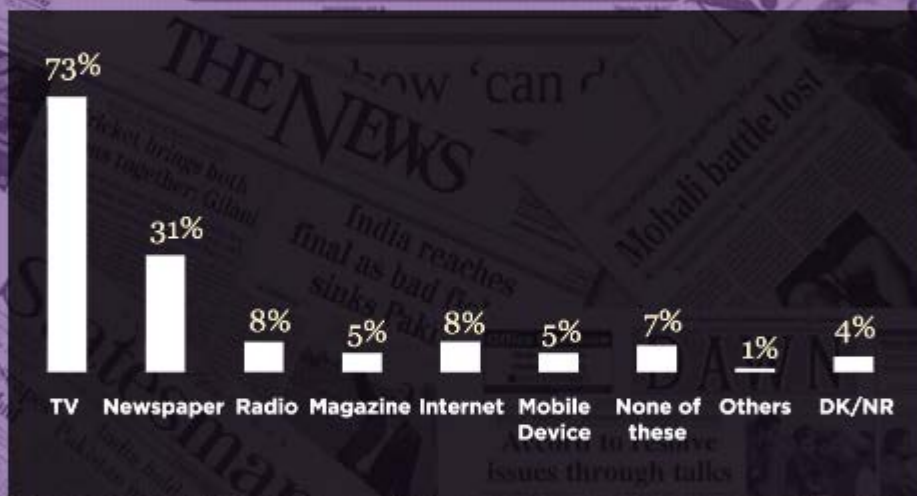


Majority Pakistanis (73%) claim to use TV regularly for entertainment.



Which of the following media or technology do you use regularly for entertainment?



Opinion Poll Social Leisure Time

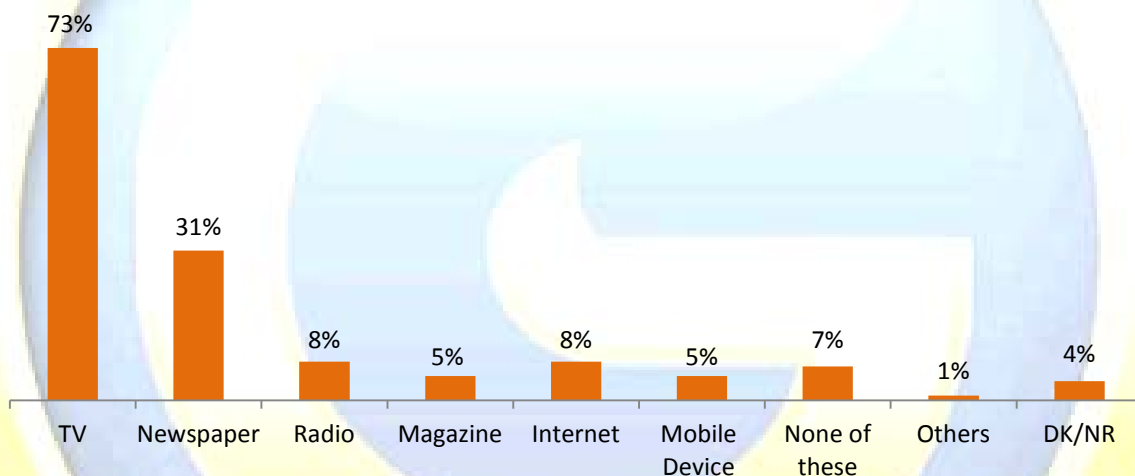
Majority Pakistanis (73 %) claim to use TV regularly for entertainment. (GRF POLL)

Islamabad, January 20, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, most Pakistanis (73%) regularly use TV for entertainment.

A nationally representative sample of men and women from across the four provinces was asked, “Which of the following media or technology do you use regularly for entertainment?” In response to this question, 73% mentioned TV, 31% mentioned newspaper, 8% said radio, 5% said magazines, 8% said internet and 5% mentioned mobile device (smart phone, iPad etc.). 7% said none of these, 1% mentioned others and 4% did not respond.

Question: “Which of the following media or technology do you use regularly for entertainment?”



Note: This question allowed multiple responses hence total percentage exceeds 100%.

Source: Gilani Research Foundation Poll (GRF 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 1853 men and women in rural and urban areas of all four provinces of the country, during November 09 – November 16, 2015. 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



Wednesday January 20, 2016

(3 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
2016



of Gallup Pakistan
(1980-2016)