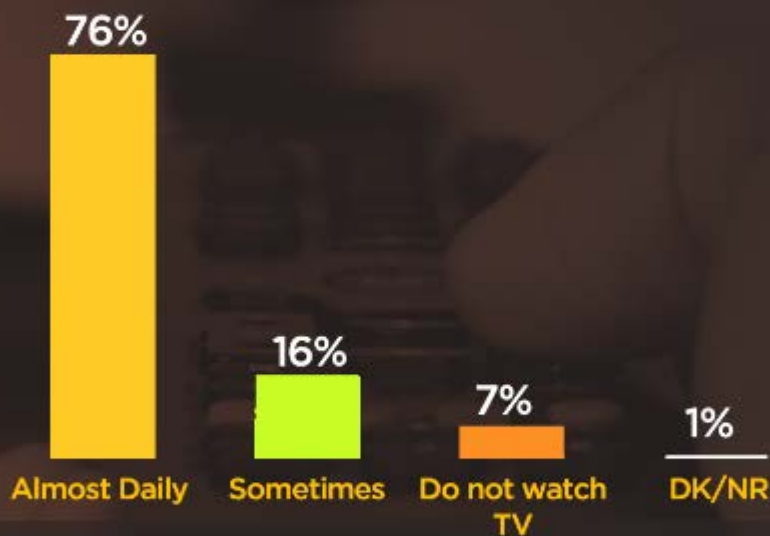


MAJORITY PAKISTANIS [76%] SAY THAT THEY WATCH TV EVERYDAY.



How frequently do you watch TV?



Opinion Poll
Social Behaviour
Leisure Time

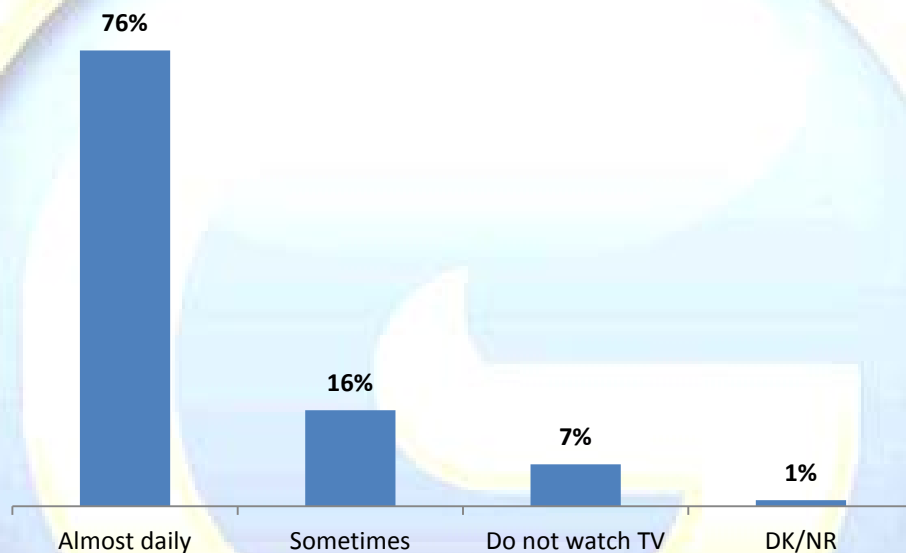
Majority Pakistanis (76 %) say that they watch TV everyday. (GRF POLL)

Islamabad, March 07, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 76% Pakistanis say that they watch TV almost everyday.

A nationally representative sample of men and women from across the four provinces was asked, “How frequently do you watch TV?” In response to this question 76% said almost daily, 16% said sometimes, 7% said that they do not watch TV and 1% did not respond.

Question: “How frequently do you watch TV?”



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 1849 men and women in rural and urban areas of all four provinces of the country, during January 11 – January 18, 2016. 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



Monday, March 07, 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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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
2016



of Gallup Pakistan
(1980-2016)