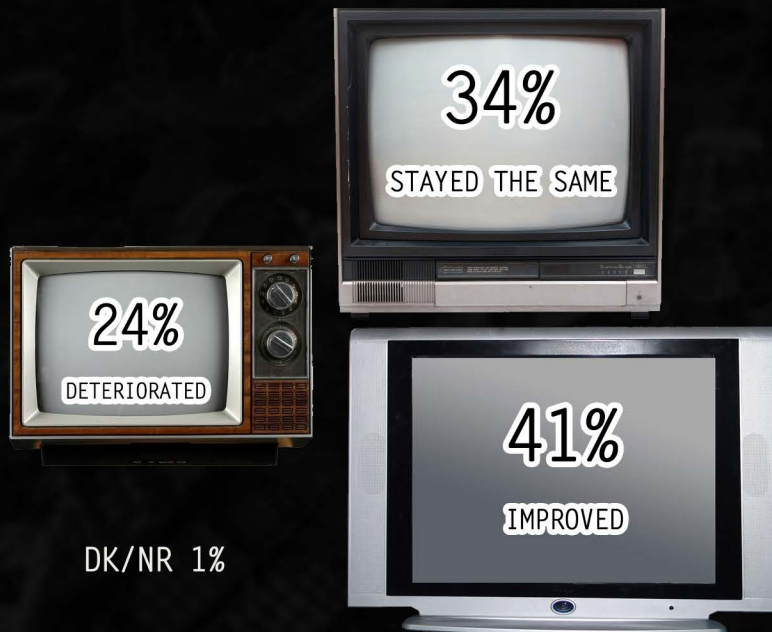


41% PAKISTANIS ARE OF THE VIEW THAT THE
STANDARD OF TELEVISION PROGRAMS
HAS IMPROVED IN RECENT YEARS.



In your view, in recent years, has the standard of TV programs improved,
deteriorated or remained the same?

SOCIAL | Leisure Time

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1832



Opinion Poll Social Leisure Time

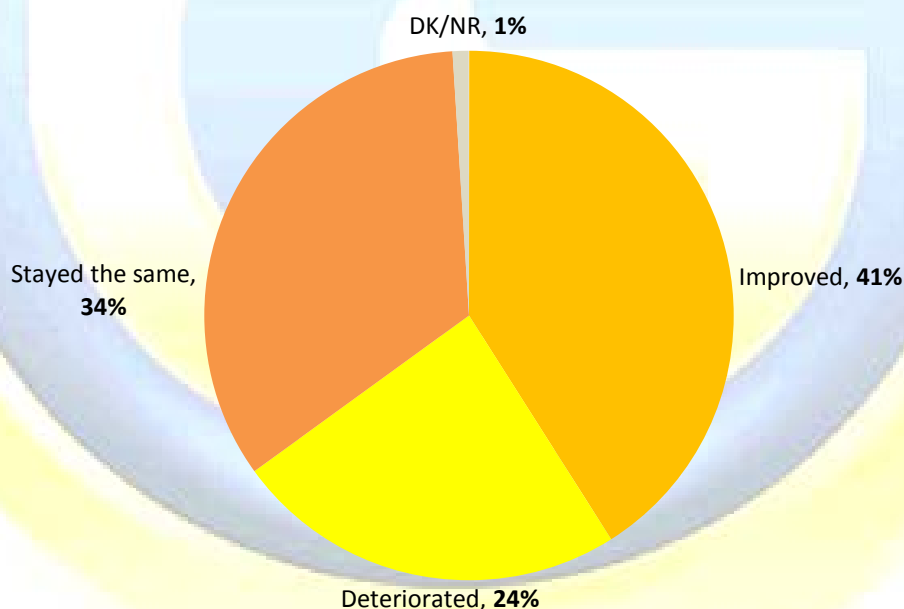
41 % Pakistanis are of the view that the standard of television programs has improved in recent years. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 30, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 41% Pakistanis, when asked about the standard of TV programs in recent years, said that the standard has improved.

A nationally representative sample of men and women from across the four provinces was asked, “In your view, in recent years, has the standard of TV programs improved, deteriorated or remained the same?” In response to this question, 41% Pakistanis said that it has improved while 24% said that it has deteriorated. 34% Pakistanis, on the other hand, said that the standard of TV programs in recent memory has remained the same. 1% did not respond.

Question: “In your view, in recent years, has the standard of TV programs improved, deteriorated or remained the same?”



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 1832 men and women in rural and urban areas of all four provinces of the country, during March 14 – March 21, 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 May 30, 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)