

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

VCR USAGE

Results released on: August 16, 1985



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A weekly research Report for the Mass, Media produced by Gallup Pakistan.

THE GALLUP POLL

August 16, 1985

ONE IN SIX WATCH VCR

Islamabad –A recent Gallup poll shows that approximately one in every six (17 percent) male adults in the country watch movies on VCR .However only 4% claim to watch movies on VCR regularly and for the remaining 13 % it is a casual affair.

The survey findings which were here by Gallup Pakistan are based on scientific survey conducted all over the Pakistan and covered rural as well as urban households in the country.

In comparison to urban population, in which almost every third male adult (36 %) is exposed to VCR, the exposure of the rural population is less (10%) but still significant.

The detailed analysis of Gallup survey reveal interesting features of VCR viewing. It is highest among the unemployed people, nearly 40% of who claim to watch movies on VCR. In comparison only 16% among professionals engineers doctors, etc and 25 % among business men are VCR viewers.

According to the survey VCR viewing is closely related to cinema going habits. 50 % among cinema viewers also watch movies on the VCR, whereas only 10 % of those who are not cinema-goers watch VCR. The following is a question and comparison of survey's finding:

QUESTION: How frequently do you watch movies on VCR?

FREQUENTLY	4
ONCE IN THREE OR FOUR MONTHS	7
ONCE OR TWICE IN A YEAR	6
DO NOT WATCH	83