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GALLUP PAKISTAN POLL FINDINGS ON

70% of urban TV viewers take interest in watching sports programmes.

Results released on: January 19, 2001



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70% OF URBAN TV VIEWERS TAKE INTEREST IN WATCHING SPORTS PROGRAMMES.

Islamabad, January 19, 2001

According to a recent survey by Gallup Pakistan nearly 70% of TV viewers in urban Pakistan take interest in watching sports on TV. Responding to a survey question on the subject, approximately 20% said they took high interest in watching sports on TV, 50% said they took some interest while the remaining 30% said they did not take any interest in it. Men take greater interest than women as more than 80% of them said they watched sports on TV with high or mild interest, whereas among women the figure was a little over 50%. Among those who took high interest in watching sports on TV, 28% are men and 12% are women.

The survey findings further revealed that interest in watching sports on the TV cut across economic lines. People of all income groups showed nearly equal interest in watching sports on TV. As one would expect cricket is the most favourite sport among viewers of sports events. Field hockey was the runner up. The survey further probed whether the respondents had ever personally attended a cricket match in a stadium. Interestingly nearly 33% of men viewers of sports programmes said they had at least once personally watched a cricket event in a stadium, in a local town or large city. Among women the number was quite small.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1000 statistically selected men and women in the urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The complete text of this report can also be seen on the internet at: www.gallup.com.pk.