



**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.*

## **TV Viewership - Major Differences in Urban and Rural Patterns: GILANI POLL / GALLUP PAKISTAN**

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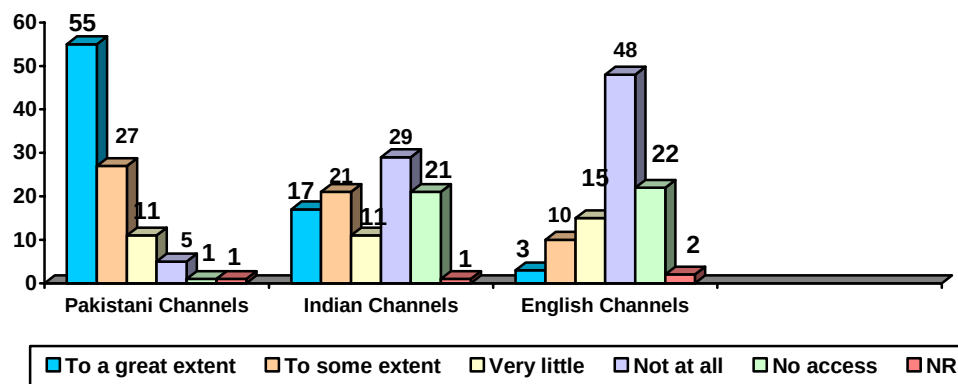
According to a Gilani Research Foundation survey carried out by Gallup Pakistan, there is a stark difference in TV viewer ship in urban and rural areas of Pakistan. Urban viewer ship comprises of a combination of Pakistani (75%), Indian (60%), and English channels (20%), however Pakistani channels lead by 15%. On the other hand rural viewer ship is mostly of Pakistani channels (86%) with a small share of Indian channels (27%) and a tiny share of English channels (11%). These figures reflect viewers' perceptions of channels which engage them the most and may not reflect the viewing time for any one or group of channels.

A nationally representative sample of men and women from across the country were read out a list of three types of television channels available in Pakistan asked “*Generally to what extent are the following kinds of channels viewed at your home?*” Fifty five percent (55%) claimed ‘**Pakistani channels**’ are watched in their household to a great extent, 27% said to some extent, and 11% said to a very little extent. Five percent (5%) of the respondents claimed Pakistani channels are not at all watched in their household where as the remaining 2% either do not have access to these channels or gave no response. The data shows that a proportionately higher percentage of households in the rural areas (86%) as compared to the households in the urban areas (75%) claimed to watch Pakistani channels to a great or some extent. Interestingly a significantly higher percentage of Pashto speaking respondents claimed their family watches Pakistani channels to a great extent.

When asked about ‘**Indian channels**’, only 17% claimed Indian channels are watched in their household to a great extent, 21% said to some extent, and 11% said to a very little extent. Majority (50%) of the respondents claimed Indian channels are not at all watched in their house or that they do not have access to them. A significantly higher percentage of urban households (60%) watch Indian channels to a great or some extent compared with only 27% in rural areas.

‘**English channels**’ are claimed to be watched to a great or some extent in the households of 13% of the respondents, and 15% said to a very little extent. Forty eight percent (70%) of the respondents said English channels are not at all watched in their households. The remaining 2% gave no response.

*“Generally to what extent are the following kinds of channels viewed at your home?”*



Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk))

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2746 men and women in rural and urban areas of all four provinces of the country, during October 2009. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.

**Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan,** the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://www.gallup.com.pk)). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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