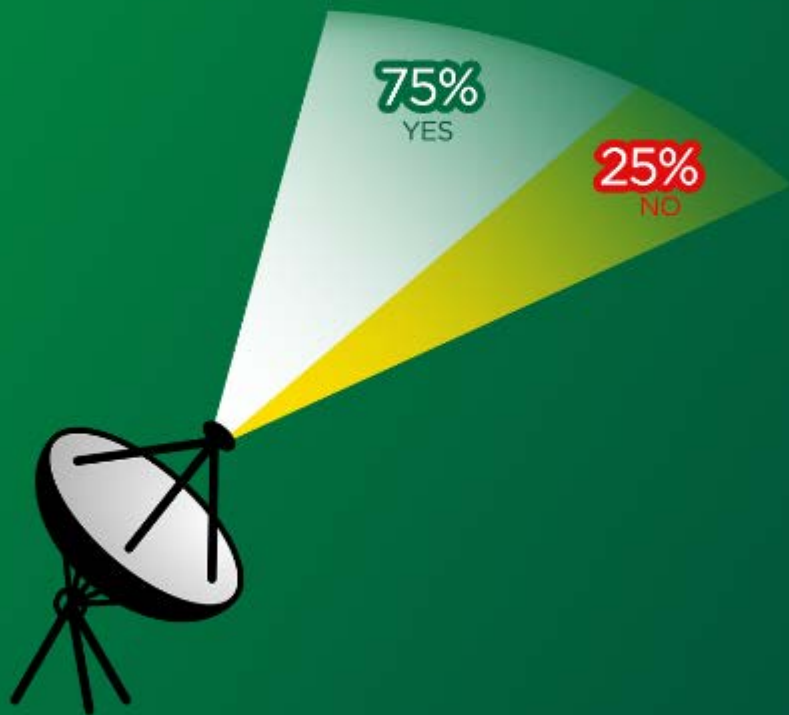


A SIGNIFICANT MAJORITY OF PAKISTANIS [75%] WATCH CABLE, DISH OR SATELLITE CHANNELS.

Do you watch cable/ dish/ satellite channels sometimes, even if you don't have a cable/ dish/ satellite connection at you own home?



MEDIA | TELEVISION

SOURCE: GALLUP AND ELANI SURVEYS. SAMPLE SIZE: 4257

GALLUP
PAKISTAN



Opinion Poll
MEDIA
Television

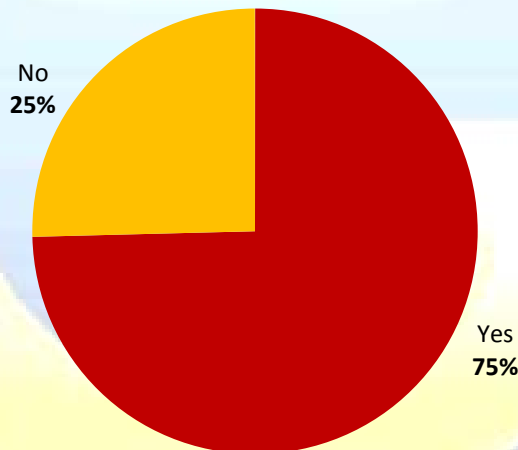
A significant majority of Pakistanis (75 %) say that they watch cable, dish or satellite channels. (GRF POLL)

Islamabad, June 27, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 75% respondents watch cable, dish or satellite channels.

A nationally representative sample of men and women from across the four provinces was asked, “Do you watch cable/ dish/ satellite channels sometimes, even if you don’t have a cable/ dish/ satellite connection at you own home?” In response to this question, 75% respondents said that they watch cable, dish or satellite channels, while 25% said that they never watch cable, dish or satellite channels.

Question: “Do you watch cable/ dish/ satellite channels sometimes, even if you don’t have a cable/ dish/ satellite connection at you own home?”



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 5588 men and women in rural and urban areas of all four provinces of the country, during January 20 – May 31, 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, June 27, 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)