



Public Opinion in Pakistan in the Year 1999

Social Family

(1999-2016) Quality Time with Family: While still a majority, there has been a 19% decrease in Pakistanis who say they watch TV with family. GILANI POLL/GALLUP PAKISTAN

Islamabad, June 30, 2016

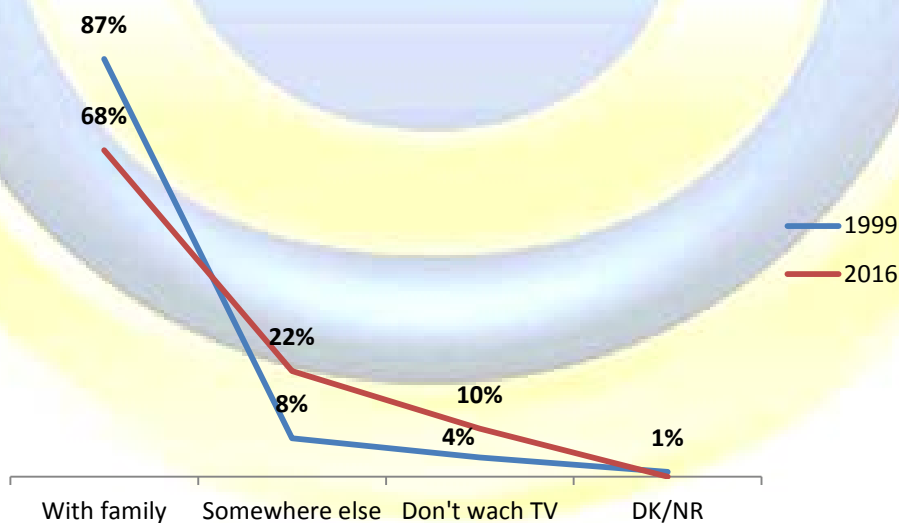
According to a Gallup Pakistan National Survey conducted in the year 1999 (17 years ago) respondents were asked if they usually watch TV with their family or if they watch TV somewhere else. In response, 87% said that they watch TV with their family while 8% said that they watch TV somewhere else. 4% said that they do not watch TV while 1% did not respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 68% respondents said that they watch TV with their family while 22% said that they watch it somewhere else. 10% said that they do not watch TV.

According to public response, there has been a marked drop in respondents who watch TV with their family over the course of these 17 years. While still a majority, there has been a 19% decrease in respondents in 2016 who say that they watch TV with their family. Likewise, there has been a 14% increase in respondents who say that they watch TV somewhere else. There has also been a 6% increase in respondents who say they do not watch TV.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: Do you often sit and watch TV with your family or do you watch TV somewhere else?



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.'

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(2 Pages including this)

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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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of Gallup Pakistan
(1980-2015)