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GALLUP PAKISTAN POLL FINDINGS ON

A QUARTER OF TV SPECTATORS SEE IT IN COLOR

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A QUARTER OF TV SPECTATORS SEE IT IN COLOR

According to a recent Gallup poll almost one in every four TV spectators in the country sees it in color and the remaining three fourths in black and white. The statistics indicate that about 45% households, both in urban and rural areas, are exposed to TV.

One of the questions asked related to proportion of people who see TV programs at their living places, at public places like bazaars and hotels etc, and living places and premises of friends of relatives.

The results showed that approximately one half of the audience see TV programs at their living places (23% of the total number of respondents questioned). 10% watch TV at the residences/premises of friends or relatives and 12% at public places such as bazaars and hotels.

The Gallup survey was held at 100 statistically representatives localities in the rural areas and 75 localities in the urban areas in all the four provinces of Pakistan.