

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

ONE IN SIX VIEWERS WATCH TV IN PUBLIC PLACES

Results released on: October 3, 1987



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

For more on Gallup Pakistan and Gallup International see websites www.gallup.com.pk and www.gallup-international.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

© 2009 All rights reserved by Gilani Foundation

ONE IN SIX VIEWERS WATCH TV IN PUBLIC PLACES

According to the findings of a recent Gallup poll approximately one in six TV viewers watches TV in a public place such as a hotel or a bazaar shop. The survey which was conducted in both rural and urban areas of the country posed the question: where do you mostly view television? 55 % of the viewers said they watched TV in their own homes. 24% said they watch TV at the house of a friend or relative and 17% said they watched TV in a hotel or bazaar shop. 4% of the viewers did not answer this question. The survey was conducted with a scientific sampling and the data were computer processed.

TABLE

Where do you usually watch TV

Percentage among TV viewers				
	At home	Friend/relatives home	Hotel / bazar	No response
ALL Pakistan	55	24	17	4
Urban	78	11	9	2
Rural	32	37	25	6