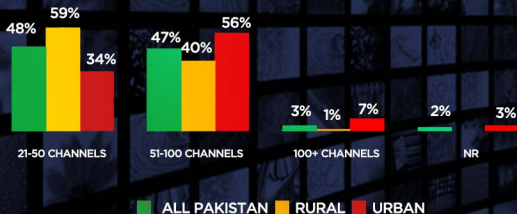


FEBURARY 16, 2017

NUMBER OF CHANNELS AVAILABLE ON CABLE CONNECTION: 48% CABLE CONNECTED PAKISTANIS CLAIM 21 TO 50 CHANNELS APPEAR ON THEIR CABLE CONNECTION; MORE URBAN RESIDENTS THAN RURAL SAY THAT 51 TO 100 CHANNELS ARE AVAILABLE.

Please tell how many channels appear on your cable connection?



SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1209

Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
MEDIA
Cable

Number of channels available on cable connection: 48 % cable connected Pakistanis claim 21 to 50 channels appear on their cable connection; more urban residents than rural say that 51 to 100 channels are available. (GRF POLL)

Islamabad, February 16, 2017

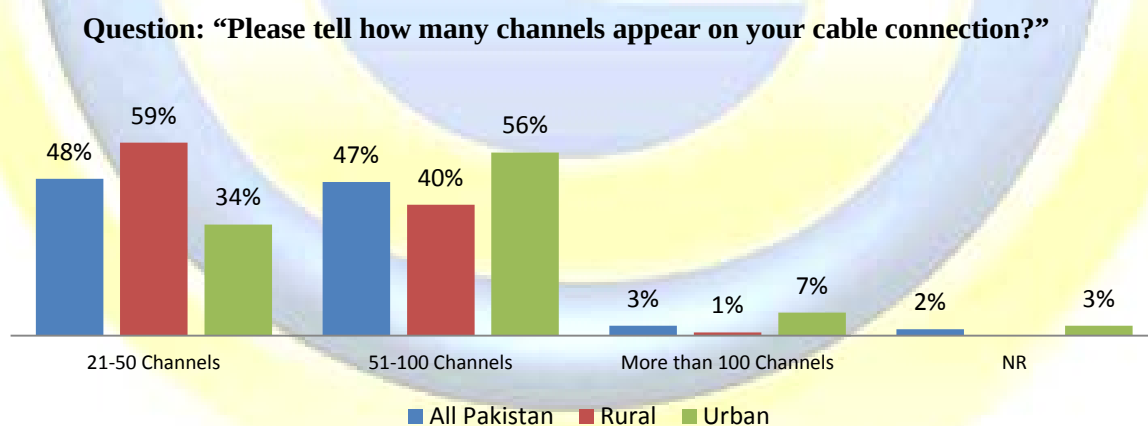
According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 48% cable connected Pakistanis claim 21 to 50 channels appear on their cable connection; more urban residents than rural say that 51 to 100 channels are available.

A nationally representative sample of cable connected men and women from across the four provinces were asked, “Please tell how many channels appear on your cable connection?” In response to this question, 48% said between 21 to 50 channels, 47% said between 51 to 100 channels and 3% said more than 100 channels. 2% did not wish to respond.

Rural Urban Breakdown:

In rural areas, 59% said between 21 to 50 channels, 40% said between 51 to 100 channels and 1% said more than 100 channels. 2% did not wish to respond. In urban areas, 34% said between 21 to 50 channels, 56% said between 51 to 100 channels and 7% said more than 100 channels. 3% did not wish to respond.

Comparing the two areas, the figures illustrate that more channels are available to urban residents compared to rural residents.



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 1209 men and women in rural and urban areas of all four provinces of the country, during December 5– December 12, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Thursday, February 16, 2017
(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
2017



of Gallup Pakistan
(1980-2017)