



Opinion Poll
Social Behavior
Religion

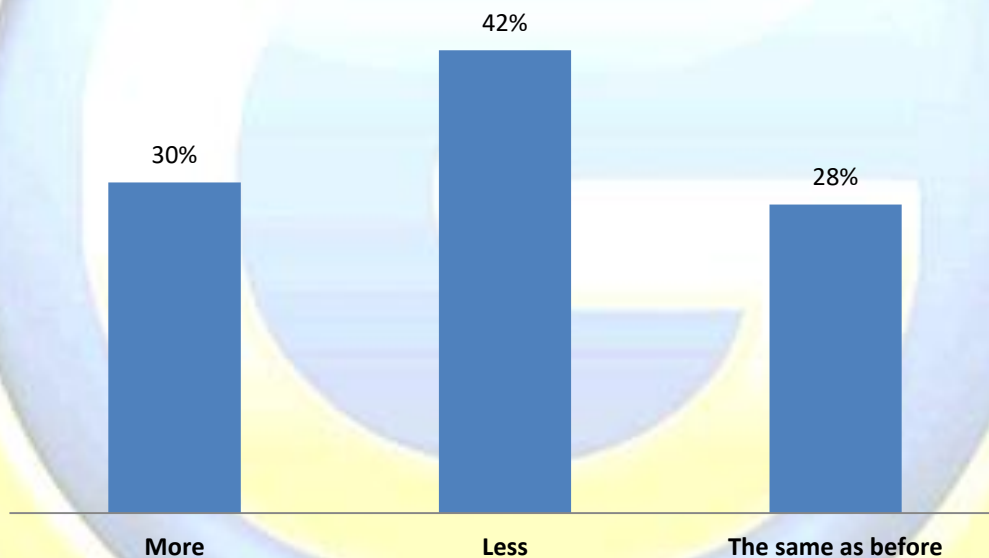
42% Pakistanis say they watch less news channels during Ramadan than other months. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 25, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 42% Pakistanis say they watch lesser news channels during Ramadan than other months.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell whether you are able to watch news channels more, less or the same as before during Ramadan?" In response to this question, 30% said they watch more news channels during Ramadan, 42% said they watch lesser news channels, while 28% said they watched them the same as before.

Question: "Please tell whether you watch news channels more, less or the same as before during Ramadan?"



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Gallup TV Ratings service, the only National TV Ratings in Pakistan, also shows noteworthy drop in News Channels viewership during Ramadan, since early 1990's when Gallup Pakistan started this service.

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1823 men and women in rural and urban areas of all four provinces of the country, during June 19 - June 26, 2017. 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

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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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of Gallup Pakistan
(1980-2017)