



PUBLIC PERCEPTION ON TELEVISION TALK SHOWS IN PAKISTAN

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Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

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EXECUTIVE SUMMARY

TOPIC 1: PUBLIC PERCEPTION ON TELEVISION TALK SHOWS IN PAKISTAN

The Pakistani public was asked how regularly they watch talk shows on television. In response to this question, 53% respondents said they watch talk shows sometimes; 28% said they watch talk shows every day; and 19% said they never watch talk shows.

With respect to the talk shows aired on various television channels, respondents were asked to rank their satisfaction/dissatisfaction in terms of commentary on the nation's situation as well as the debates between various politicians. 46% reported that they were somewhat satisfied; 26% reported they were very satisfied; 19% said they were somewhat dissatisfied; 8% said they were very dissatisfied; and 1% did not respond.

When asked to rank their satisfaction/dissatisfaction in terms of the humor being provided in the talk shows alongside politics, 42% respondents said they were somewhat satisfied; 27% said they were somewhat dissatisfied; 20% said they were very satisfied; 10% said they were very dissatisfied; and 1% did not respond.

Additionally, respondents were asked whether they would like some changes in the talk shows, with respect to whether talk shows should also engage in humor for topics other than politics.

60% respondents said yes and 39 respondents said no; 1% did not respond.

Furthermore, on whether respondents would like there to be some changes in talk shows in regards to whether talk shows should be aired differently according to the age of the viewers (such as for children, young adults, and old people)], 60% said yes, and 39% said no; 1% did not respond.

Respondents were also asked whether they would like some changes in the talk shows with respect to a professional segment that should be included, which discusses issues like employment opportunities, buying and selling of land, women entrepreneurship. 70% respondents said yes, and 30% said no.

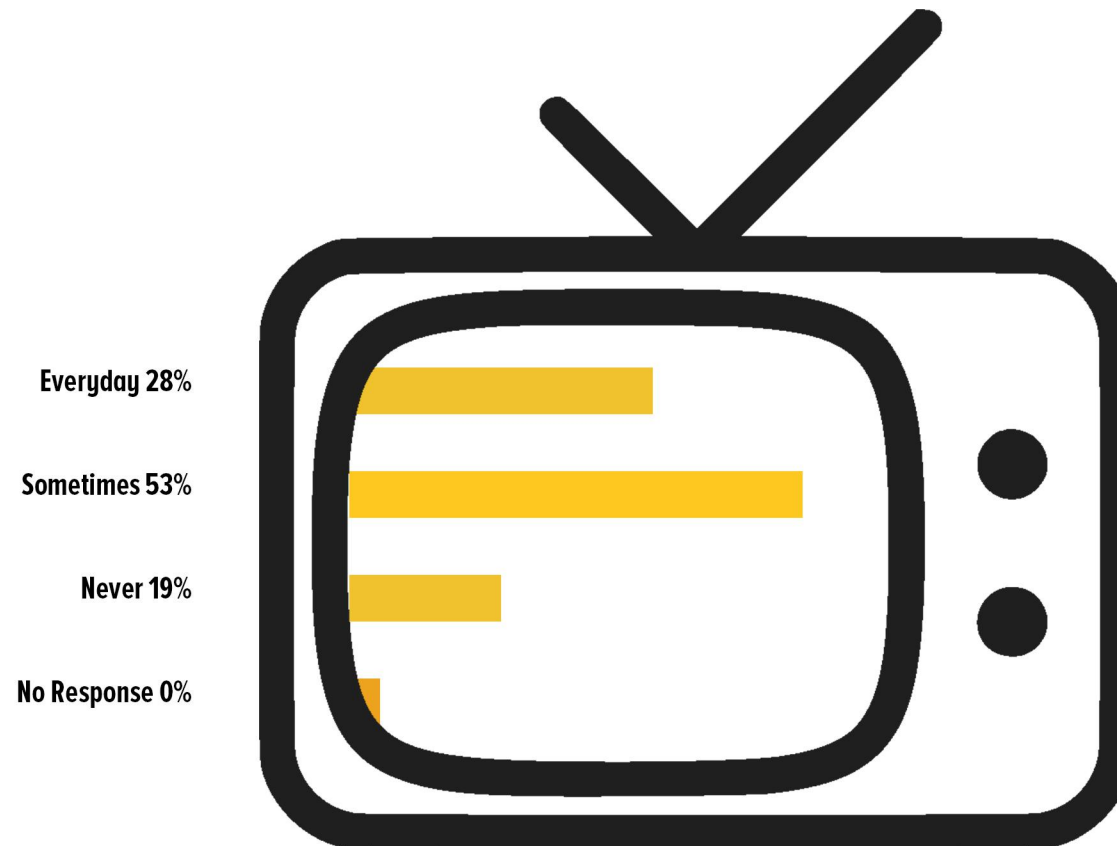
Lastly, Respondents were also asked whether they would like some changes in the talk shows with respect to whether talk shows should discuss employment and societal issues as well as their potential solutions. 66% said yes, and 33% respondents said no; 1% did not respond.



ITEM 1.1:

KEY FINDING

PLEASE TELL HOW REGULARLY DO YOU WATCH TALK SHOWS?



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.1:

STATISTICAL ANALYSIS

PLEASE TELL HOW REGULARLY DO YOU WATCH TALK SHOWS?

		Everyday	Sometimes	Never	No Response
All		28%	53%	19%	0%
Respondent Gender					
	Male	33%	55%	11%	1%
	Female	22%	51%	27%	0%
Respondent Age					
	Young	29%	53%	18%	0%
	Middle	26%	54%	19%	1%
	Old	31%	48%	18%	3%
Household Income					
	Low	28%	59%	12%	1%
	Medium	30%	49%	21%	0%
	High	23%	55%	22%	0%
	NR	50%	50%	0%	0%
Location					
	Rural	27%	55%	17%	1%
	Urban	29%	49%	23%	0%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

Methodology: Sample Size: 1746; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 10 – July 17, 2017. Estimated error margin: +3-5% at 95% confidence level.

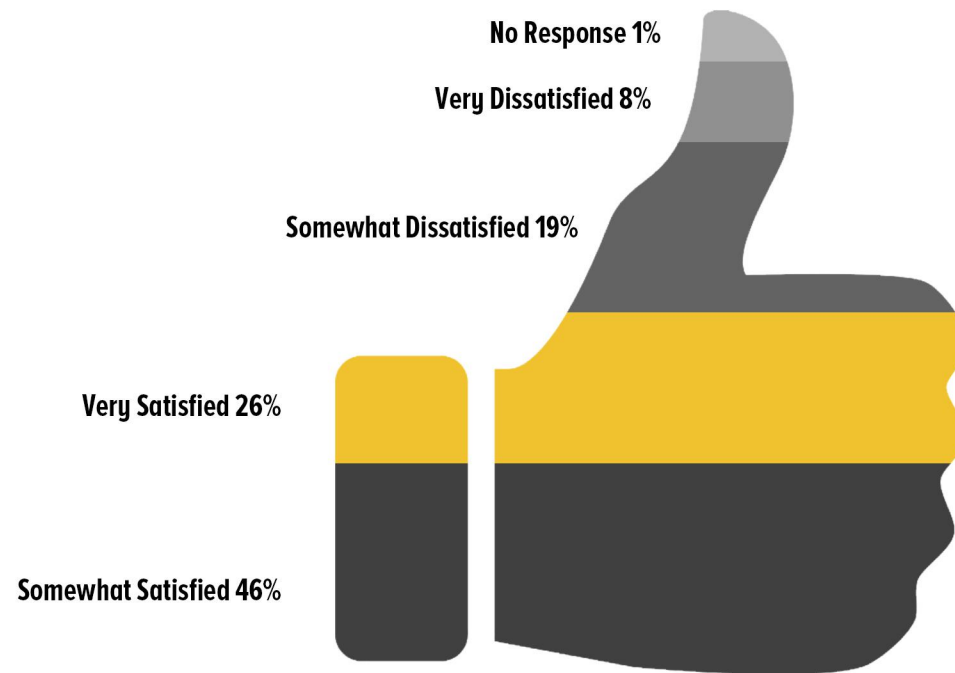
Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017



ITEM 1.2:

KEY FINDING

WITH RESPECT TO THE TALK SHOWS AIRED ON VARIOUS TELEVISION CHANNELS, PLEASE RANK YOUR SATISFACTION/DISSATISFACTION FOR THE FOLLOWING PARAMETERS. [COMMENTARY ON THE NATION'S SITUATION AS WELL AS THE DEBATES BETWEEN VARIOUS POLITICIANS]



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.2:

STATISTICAL ANALYSIS

WITH RESPECT TO THE TALK SHOWS AIRED ON VARIOUS TELEVISION CHANNELS, PLEASE RANK YOUR SATISFACTION/DISSATISFACTION FOR THE FOLLOWING PARAMETERS. [COMMENTARY ON THE NATION'S SITUATION AS WELL AS THE DEBATES BETWEEN VARIOUS POLITICIANS]

		Everyday	Sometimes	Never	No Response
All		28%	53%	19%	0%
Respondent Gender					
	Male	33%	55%	11%	1%
	Female	22%	51%	27%	0%
Respondent Age					
	Young	29%	53%	18%	0%
	Middle	26%	54%	19%	1%
	Old	31%	48%	18%	3%
Household Income					
	Low	28%	59%	12%	1%
	Medium	30%	49%	21%	0%
	High	23%	55%	22%	0%
	NR	50%	50%	0%	0%
Location					
	Rural	27%	55%	17%	1%
	Urban	29%	49%	23%	0%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

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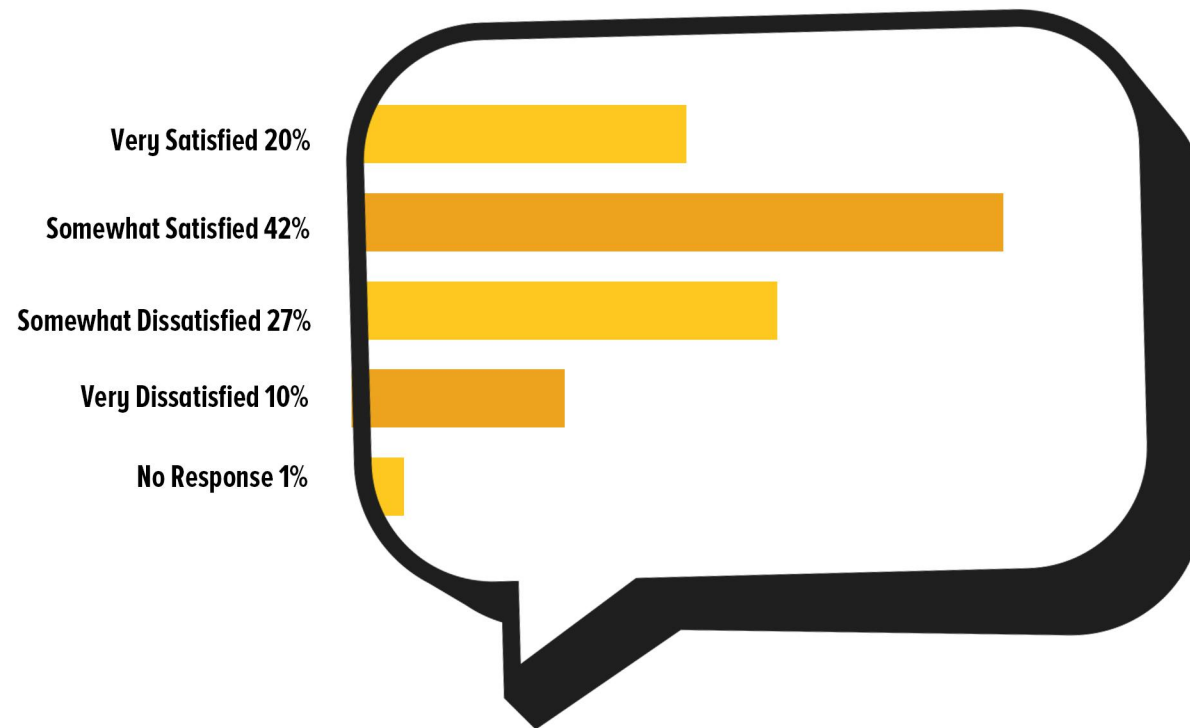
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Survey conducted between 10 July – 17 July 2017



ITEM 1.3:

KEY FINDING

WITH RESPECT TO THE TALK SHOWS AIRED ON VARIOUS TELEVISION CHANNELS, PLEASE RANK YOUR SATISFACTION/DISSATISFACTION FOR THE FOLLOWING PARAMETERS. [THE HUMOR BEING PROVIDED IN THE TALK SHOWS ALONGSIDE POLITICS]



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.3:

STATISTICAL ANALYSIS

WITH RESPECT TO THE TALK SHOWS AIRED ON VARIOUS TELEVISION CHANNELS, PLEASE RANK YOUR SATISFACTION/DISSATISFACTION FOR THE FOLLOWING PARAMETERS. [THE HUMOR BEING PROVIDED IN THE TALK SHOWS ALONGSIDE POLITICS]

		Very Satisfied	Somewhat Satisfies	Somewhat Dissatisfied	Very Dissatisfied	No Response
All		26%	46%	19%	8%	1%
Respondent Gender						
	Male	32%	44%	17%	4%	3%
	Female	19%	49%	20%	12%	0%
Respondent Age						
	Young	23%	52%	17%	8%	0%
	Middle	28%	43%	20%	8%	1%
	Old	22%	46%	22%	7%	3%
Household Income						
	Low	25%	52%	18%	6%	0%
	Medium	26%	44%	19%	9%	2%
	High	26%	45%	19%	7%	3%
	NR	0%	100%	0%	0%	0%
Location						
	Rural	29%	46%	17%	6%	2%
	Urban	20%	47%	22%	11%	0%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

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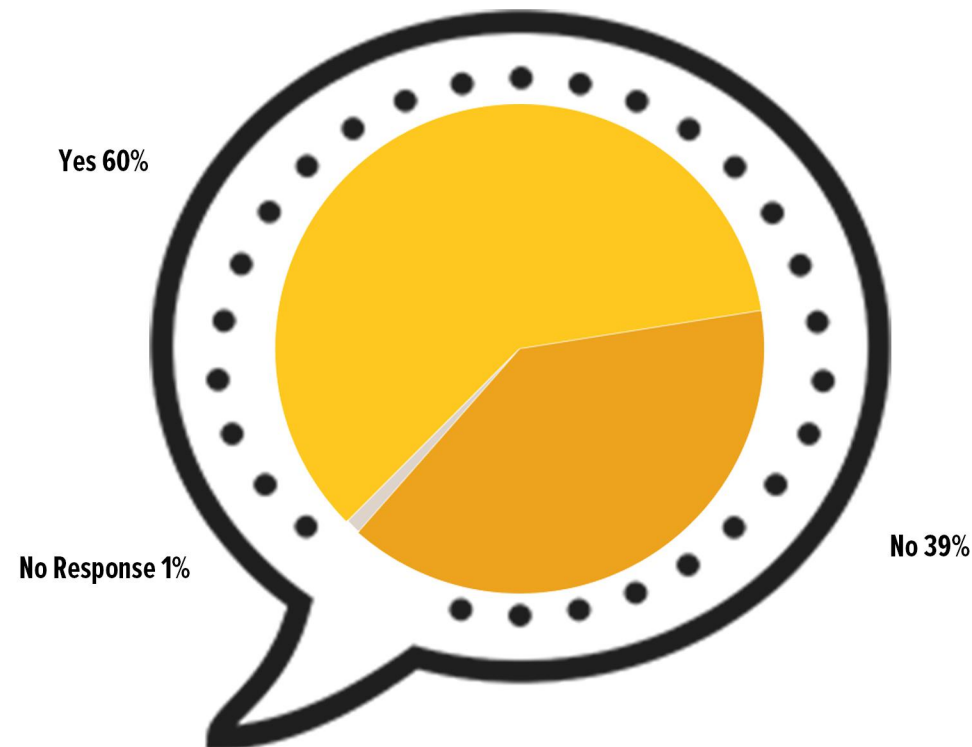
Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017



ITEM 1.4:

KEY FINDING

**SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS.
[SHOULD TALK SHOWS ALSO ENGAGE IN HUMOR FOR TOPICS OTHER THAN POLITICS?]**



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.4:

STATISTICAL ANALYSIS

**SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS.
[SHOULD TALK SHOWS ALSO ENGAGE IN HUMOR FOR TOPICS OTHER THAN POLITICS?]**

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Response
All	20%	42%	27%	10%	1%
Respondent Gender					
Male	26%	43%	23%	6%	2%
Female	13%	41%	32%	14%	0%
Respondent Age					
Young	20%	39%	30%	10%	1%
Middle	20%	45%	25%	10%	0%
Old	18%	41%	30%	9%	2%
Household Income					
Low	20%	38%	36%	6%	0%
Medium	19%	42%	27%	11%	1%
High	22%	47%	20%	10%	1%
NR	0%	100%	0%	0%	0%
Location					
Rural	21%	41%	30%	8%	0%
Urban	18%	46%	23%	12%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

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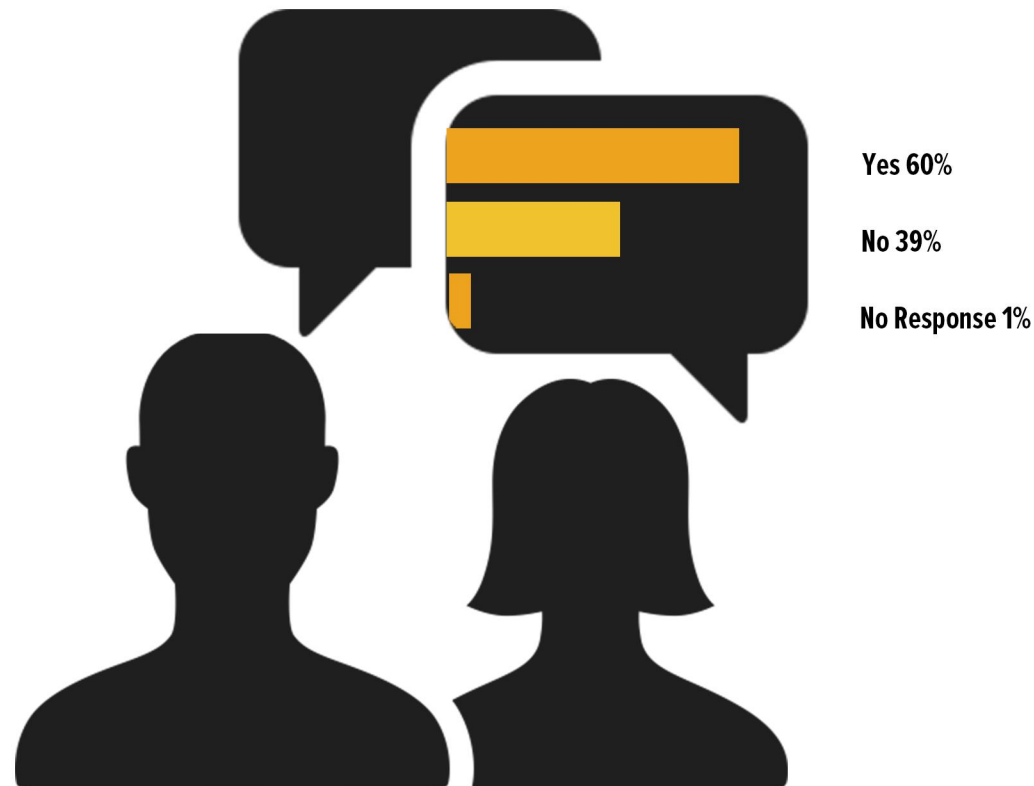
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Survey conducted between 10 July – 17 July 2017



ITEM 1.5:

KEY FINDING

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE TALK SHOW FORMATS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [TALK SHOWS SHOULD BE AIRED DIFFERENTLY ACCORDING TO THE AGE OF THE VIEWERS (SUCH AS FOR CHILDREN, YOUNG ADULTS, AND OLD PEOPLE)]



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.5:

STATISTICAL ANALYSIS

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE TALK SHOW FORMATS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [TALK SHOWS SHOULD BE AIRED DIFFERENTLY ACCORDING TO THE AGE OF THE VIEWERS (SUCH AS FOR CHILDREN, YOUNG ADULTS, AND OLD PEOPLE)]

		Yes	No	No Response
All		66%	34%	1%
Respondent Gender				
	Male	69%	30%	1%
	Female	62%	38%	0%
Respondent Age				
	Young	69%	30%	1%
	Middle	64%	36%	0%
	Old	64%	34%	2%
Household Income				
	Low	64%	36%	0%
	Medium	63%	36%	1%
	High	73%	25%	2%
	NR	100%	0%	0%
Location				
	Rural	65%	34%	1%
	Urban	68%	32%	0%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

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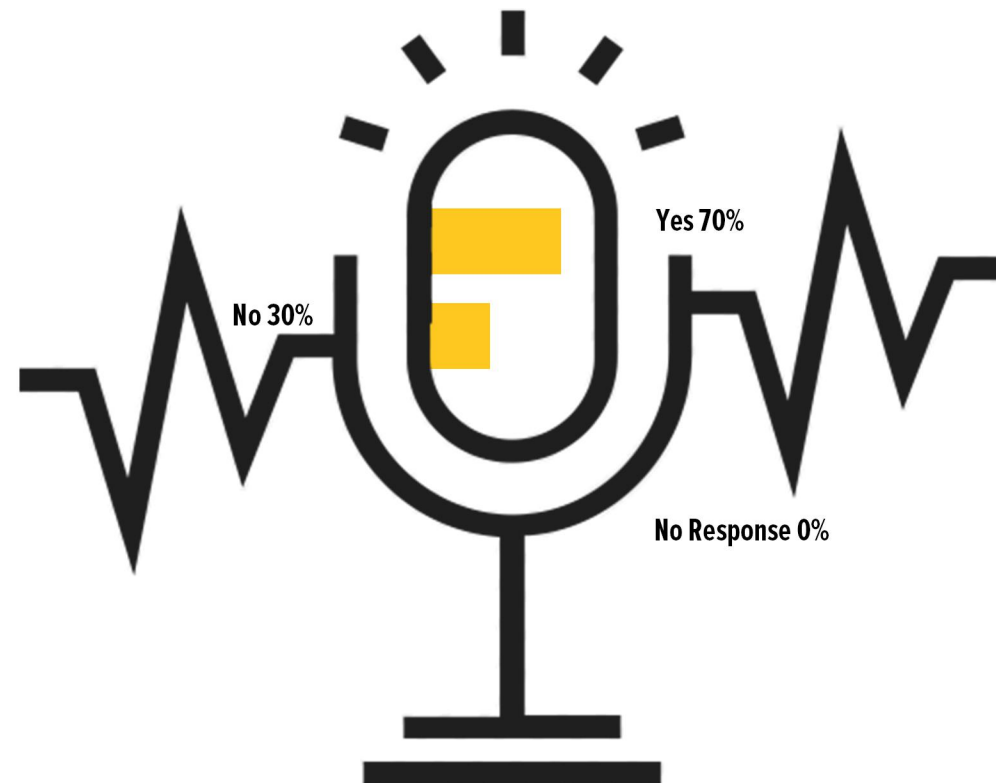
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Survey conducted between 10 July – 17 July 2017



ITEM 1.6:

KEY FINDING

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [A PROFESSIONAL SEGMENT SHOULD BE INCLUDED WHICH DISCUSSES ISSUES LIKE EMPLOYMENT OPPORTUNITIES, BUYING AND SELLING OF LAND, WOMEN ENTREPRENEURSHIP]



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.6:

STATISTICAL ANALYSIS

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [A PROFESSIONAL SEGMENT SHOULD BE INCLUDED WHICH DISCUSSES ISSUES LIKE EMPLOYMENT OPPORTUNITIES, BUYING AND SELLING OF LAND, WOMEN ENTREPRENEURSHIP]

		Yes	No	No Response
All		70%	30%	0%
Respondent Gender				
	Male	73%	26%	1%
	Female	66%	34%	0%
Respondent Age				
	Young	70%	29%	1%
	Middle	69%	30%	1%
	Old	72%	26%	2%
Household Income				
	Low	69%	31%	0%
	Medium	68%	31%	1%
	High	74%	24%	2%
	NR	100%	0%	0%
Location				
	Rural	68%	31%	1%
	Urban	72%	27%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

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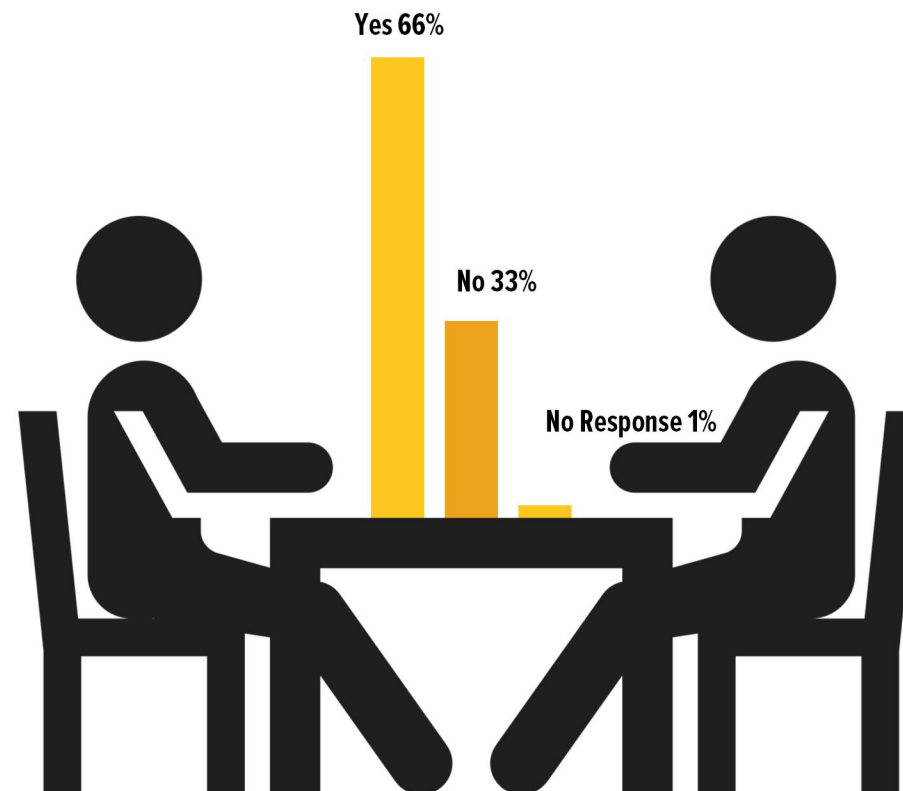
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Survey conducted between 10 July – 17 July 2017



ITEM 1.7:

KEY FINDING

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [TALK SHOWS SHOULD DISCUSS EMPLOYMENT AND SOCIETAL ISSUES AS WELL AS THEIR POTENTIAL SOLUTIONS]



Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017

ITEM 1.7:

STATISTICAL ANALYSIS

SOME PEOPLE WOULD LIKE SOME CHANGES IN THE FORMAT OF TALK SHOWS. PLEASE TELL WHETHER YOU WOULD LIKE SOME CHANGES IN THE TALK SHOWS WITH RESPECT TO THE FOLLOWING PARAMETERS. [TALK SHOWS SHOULD DISCUSS EMPLOYMENT AND SOCIETAL ISSUES AS WELL AS THEIR POTENTIAL SOLUTIONS]

		Yes	No	No Response
All		66%	33%	1%
Respondent Gender				
	Male	70%	29%	1%
	Female	62%	38%	0%
Respondent Age				
	Young	71%	28%	1%
	Middle	65%	35%	0%
	Old	58%	40%	2%
Household Income				
	Low	69%	31%	0%
	Medium	62%	37%	1%
	High	71%	27%	2%
	NR	100%	0%	0%
Location				
	Rural	67%	32%	1%
	Urban	64%	36%	0%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.

Methodology: Sample Size: 1746; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 10 – July 17, 2017. Estimated error margin: +3-5% at 95% confidence level.

Source: Powered by Gallup Pakistan
Survey conducted between 10 July – 17 July 2017



PART 2:

CLASSIFICATORY VARIABLES

DEMOGRAPHICS PROFILE OF RESPONDENTS (N=1746)

		Weighted Col%
BASE: Female		100%
Gender of the Respondent		
See classification details below	Male	51%
	Female	49%
Age of the Respondent		
See classification details below	Young	26%
	Middle	57%
	Old	11%
	NR	6%
Household Income		
See classification details below	Low	3%
	Medium	34%
	High	59%
	NR	4%
Location		
See classification details below	Rural	67%
	Urban	33%
Province		
See classification details below	Punjab	58%
	Sindh	24%
	KPK	14%
	Balochistan	5%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

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PART 3:

METHODOLOGY

SUMMARY METHODOLOGY

SAMPLE SIZE:

1746
(18+ MALES AND FEMALES)

COVERAGE:

NATIONAL CROSS
SECTION ALL
PAKISTAN URBAN
AND RURAL

SAMPLING METHOD:

MULTI STAGE
STRATIFIED
SAMPLING

ERROR MARGIN:

+3-5%
AT 95%
CONFIDENCE LEVEL

INTERVIEW MODE:

FACE
TO FACE
IN HOME

FIELD DATES:

JULY 10
– JULY 17, 2017

SUMMARY METHODOLOGY

PROVINCIAL BREAKDOWN:

PUNJAB:

58%

SINDH:

24%

KPK:

14%

BALUCHISTAN:

5%

LOCATION BREAKDOWN:

LARGE CITIES
(OVER 2 MILLION)
MEDIUM CITIES
(OVER HALF MILLION)
TOWNS
(POPULATION
5000 PLUS)

33%

VILLAGES:

67%

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (form more details please see detailed methodology)

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DETAILED METHODOLOGY

Sample Profile

The survey was conducted with 1746 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes.

		Weighted
		Col%
BASE: Female		100%
Gender of the Respondent		
See classification details below	Male	53%
	Female	47%
Age of the Respondent		
See classification details below	Young	35%
	Middle	55%
	Old	10%
Household Income		
See classification details below	Low	26%
	Medium	51%
	High	23%
Location		
See classification details below	Rural	67%
	Urban	33%
Province		
See classification details below	Punjab	58%
	Sindh	24%
	KPK	14%
	Balochistan	5%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017this represented the 4th and 5th Quintiles)

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