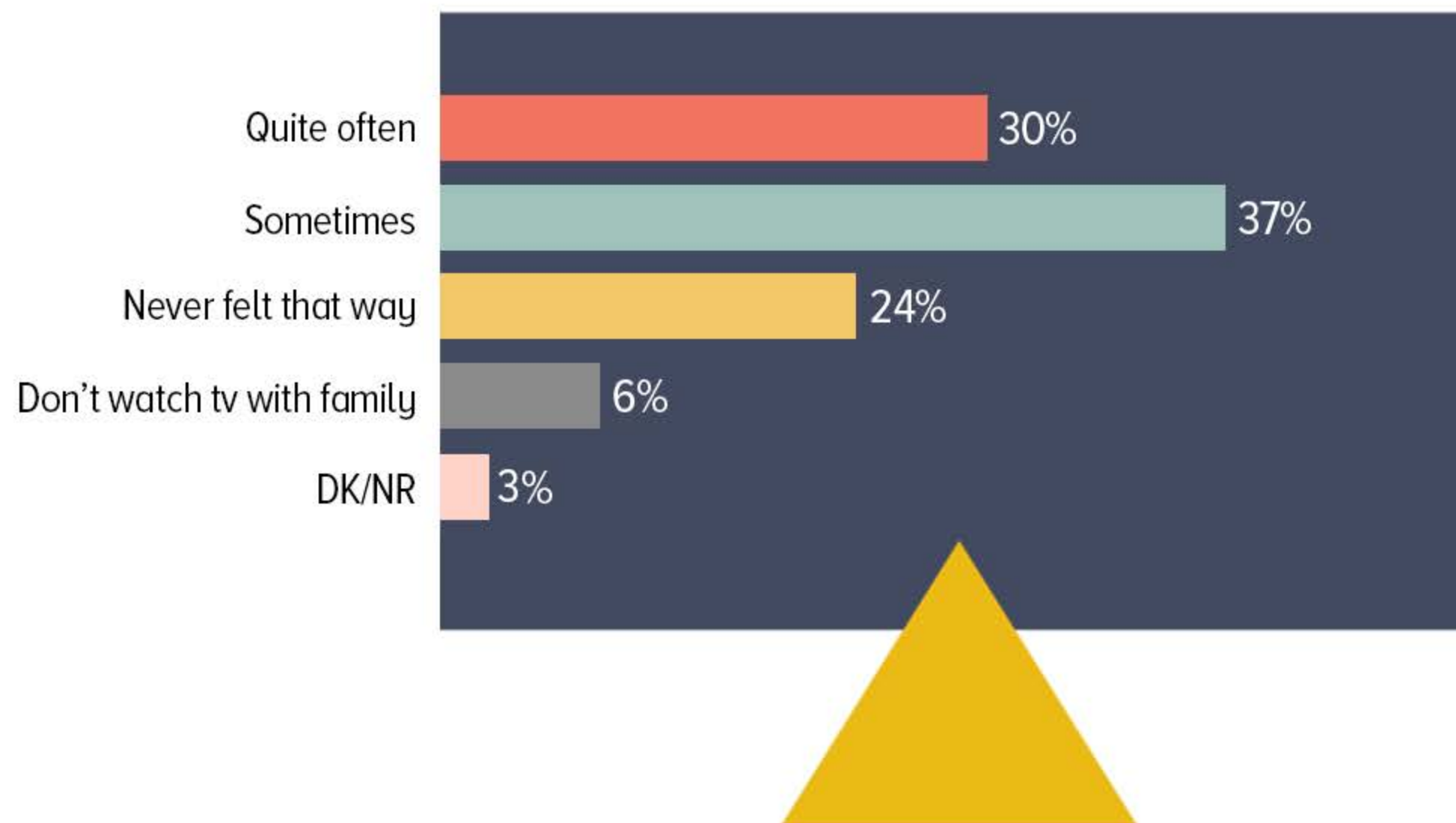


DECEMBER 8, 2017

67% PAKISTANIS CLAIM TO HAVE FELT THAT A CERTAIN PROGRAM/ TV DRAMA WAS INAPPROPRIATE FOR FAMILY VIEWERSHIP.

Please tell me how often it has happened that you felt a certain program/ TV drama was inappropriate to watch with family.



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1703

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

Opinion Poll
MEDIA
Television

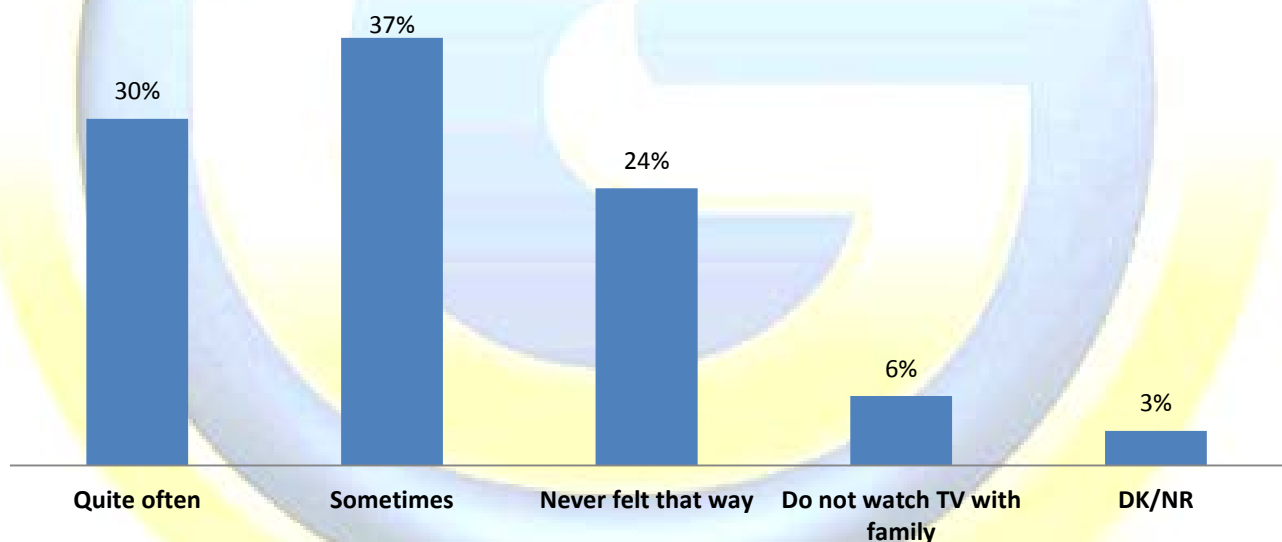
**67 % Pakistanis claim to have felt that a certain program/TV drama was inappropriate for family viewership.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, December 08, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 67% Pakistanis claim to have felt that a certain program/TV drama was inappropriate for family viewership.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell me how often it has happened that you felt a certain program/ TV drama was inappropriate to watch with family.” In response to this question, 30% said quite often, 37% said sometimes, 24% said they never felt that way, 6% said they did not watch TV with family, and 3% said they did not know or wish to respond.

Question: “Please tell me how often it has happened that you felt a certain program/ TV drama was inappropriate to watch with family.”



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)

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 1703 men and women in rural and urban areas of all four provinces of the country, October 23 – October 30, 2017. 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



Friday, December 08, 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)