

APRIL 30, 2019

TV: A QUARTER PAKISTANIS (27%) SPEND 3 HOURS OR MORE WATCHING TELEVISION EVERY DAY.

How many hours in a day do you spend watching television?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1178

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

Opinion Poll

SOCIAL BEHAVIOUR
Leisure Time

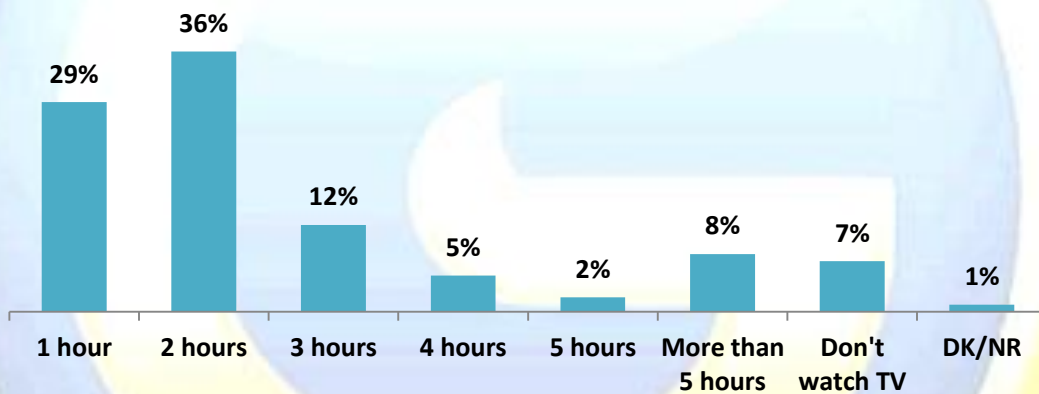
Television Viewership: A quarter Pakistanis (27%) spend 3 hours or more watching television every day.
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, April 30, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, a quarter Pakistanis (27%) spend 3 hours or more in a day watching it.

A nationally representative sample of men and women from across the four provinces was asked, “How many hours in a day do you spend watching television?” In response, 29% said that they spend an hour, 36% said 2 hours, 12% said 3 hours, 5% said 4 hours, 2% said 5 hours, and 8% said more than 5 hours. Only 7% said they do not watch TV and 1% said they did not know or wish to respond.

Question: “How many hours in a day do you spend watching television?”



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 1,178 men and women in urban and rural areas of all four provinces of the country, during February 23-March 3, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



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(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
2019



of Gallup Pakistan
(1980-2019)