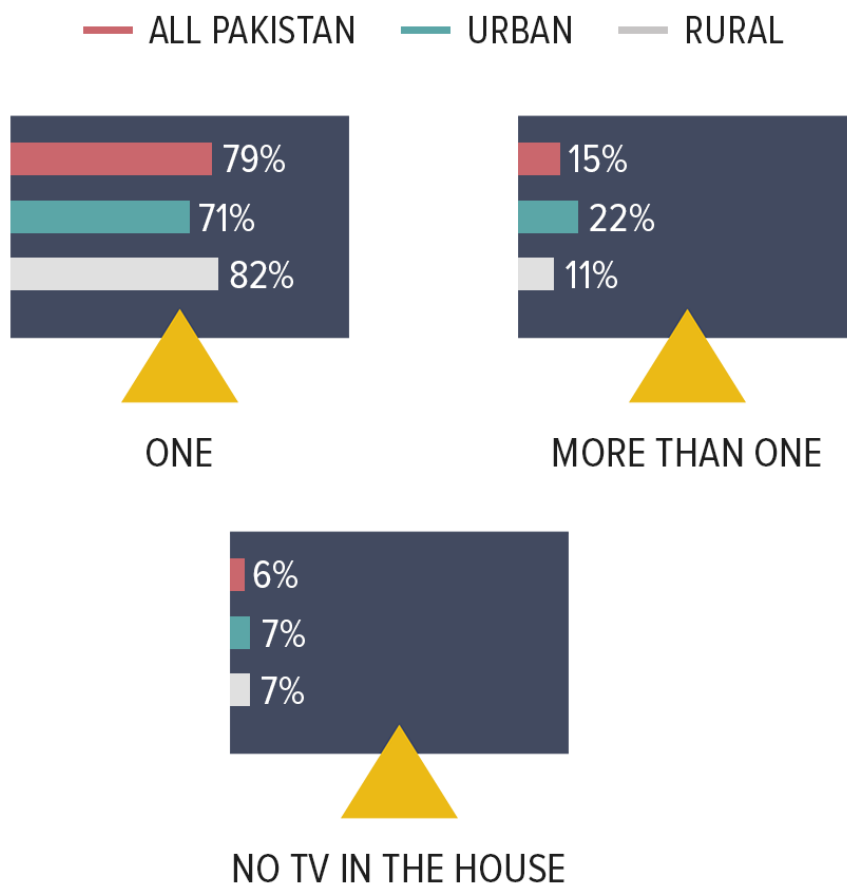


JULY 23, 2019

ALMOST A QUARTER PAKISTANI HOUSEHOLDS (22%) IN URBAN AREAS REPORT OWNING MORE THAN ONE TV.

In some households, two or more TVs are used. How many are used in your house?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1386

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

Opinion Poll

**HOME APPLIANCES
TV Sets****Almost a quarter of Pakistani households (22%) in urban areas report owning more than one TV.
(GALLUP & GILANI PAKISTAN POLL)**

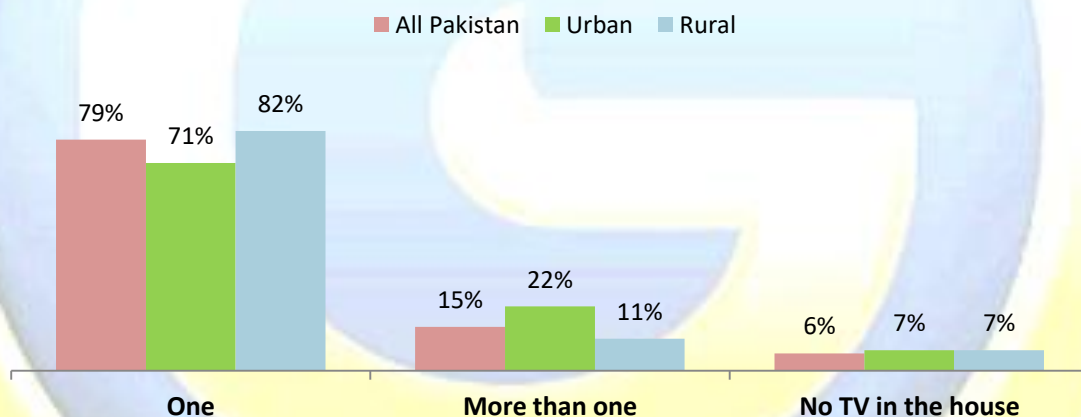
Islamabad, July 23, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, almost a quarter of Pakistani households (22%) in urban areas report owning more than one TV.

A nationally representative sample of men and women from across the four provinces was asked, “In some households, two or more TVs are used. How many are used in your house?” In response, 79% said one, 15% said more than one and 6% said there is no TV in their house.

Urban-Rural Breakdown: Of urban dwellers, 71% said one, 22% said more than one and 7% said there is no TV in their house. Of rural dwellers, 82% said one, 11% said more than one and 7% said there is no TV in their house.

Question: “In some households, two or more TVs are used. How many are used in your house?”



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 1,386 men and women in urban and rural areas of all four provinces of the country, during June 15 - June 24, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



Tuesday, July 23, 2019

(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)