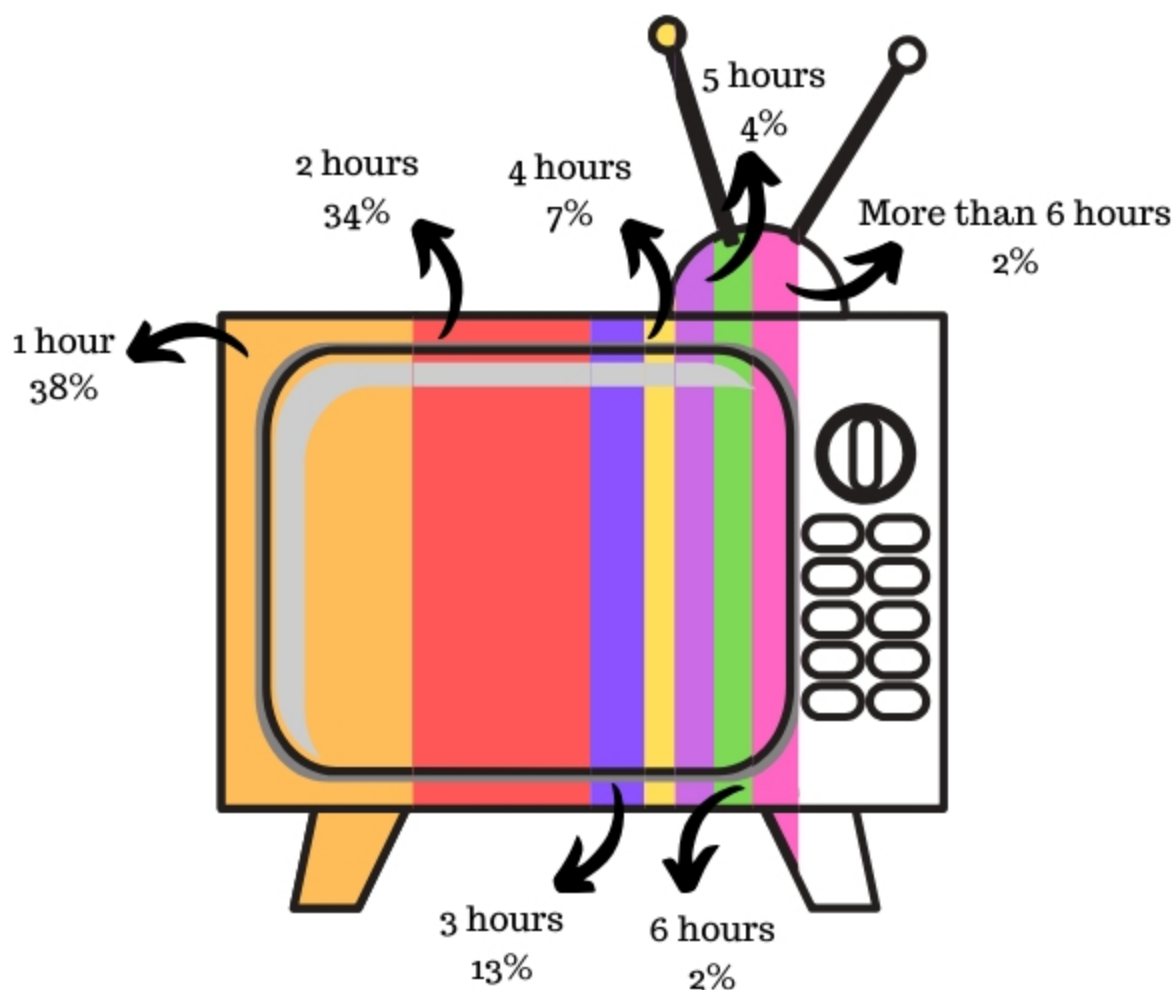


December 17, 2019

NEARLY 3 IN 4 (72%) TV VIEWERS IN PAKISTAN CLAIM TO SPEND UP TO 2 HOURS A DAY WATCHING TV

Approximately how many hours in a day do you spend watching TV?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1200

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll
Media
General Media

Nearly 3 in 4 (72 %) TV viewers in Pakistan claim to spend up to 2 hours a day watching TV (Gallup & Gilani Pakistan Poll)

Islamabad, 17 December, 2019

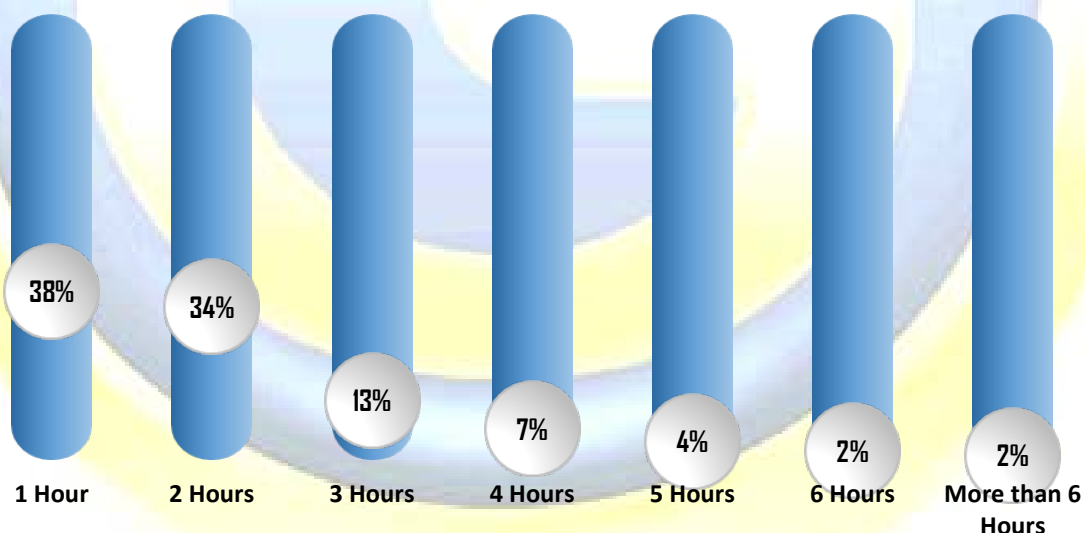
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 72% TV viewers in Pakistan claim to spend up to 2 hours a day watching TV.

A representative sample of men and women that were TV viewers from across the four provinces was asked, “*Approximately how many hours in a day do you spend watching TV?*” In response, 38% said they spend 1 hour a day watching TV, 34% said 2 hours, 13% said 3 hours, 7% said 4 hours, 4% said 5 hours, 2% said 6 hours while only 2% claimed that they spend more than 6 hours a day watching TV.

Gender Breakdown:

Out of the male respondents, 43% said they watched TV for 1 hour a day, 33% said 2 hours and 13% said 3 hours. In comparison, out of the total female respondents, a lower 31% said they watch TV for 1 hour a day, 36% said 2 hours and 14% said they watch an average of 3 hours of TV in a day. A minimal 2% out of both male and female respondents claimed to watch more than 6 hours of TV in a day.

Question: “Approximately how many hours in a day do you spend watching TV?”



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 1,200 men and women in urban and rural areas of all four provinces of the country, during October 07 – October 20, 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

Tuesday, 17 December, 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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)