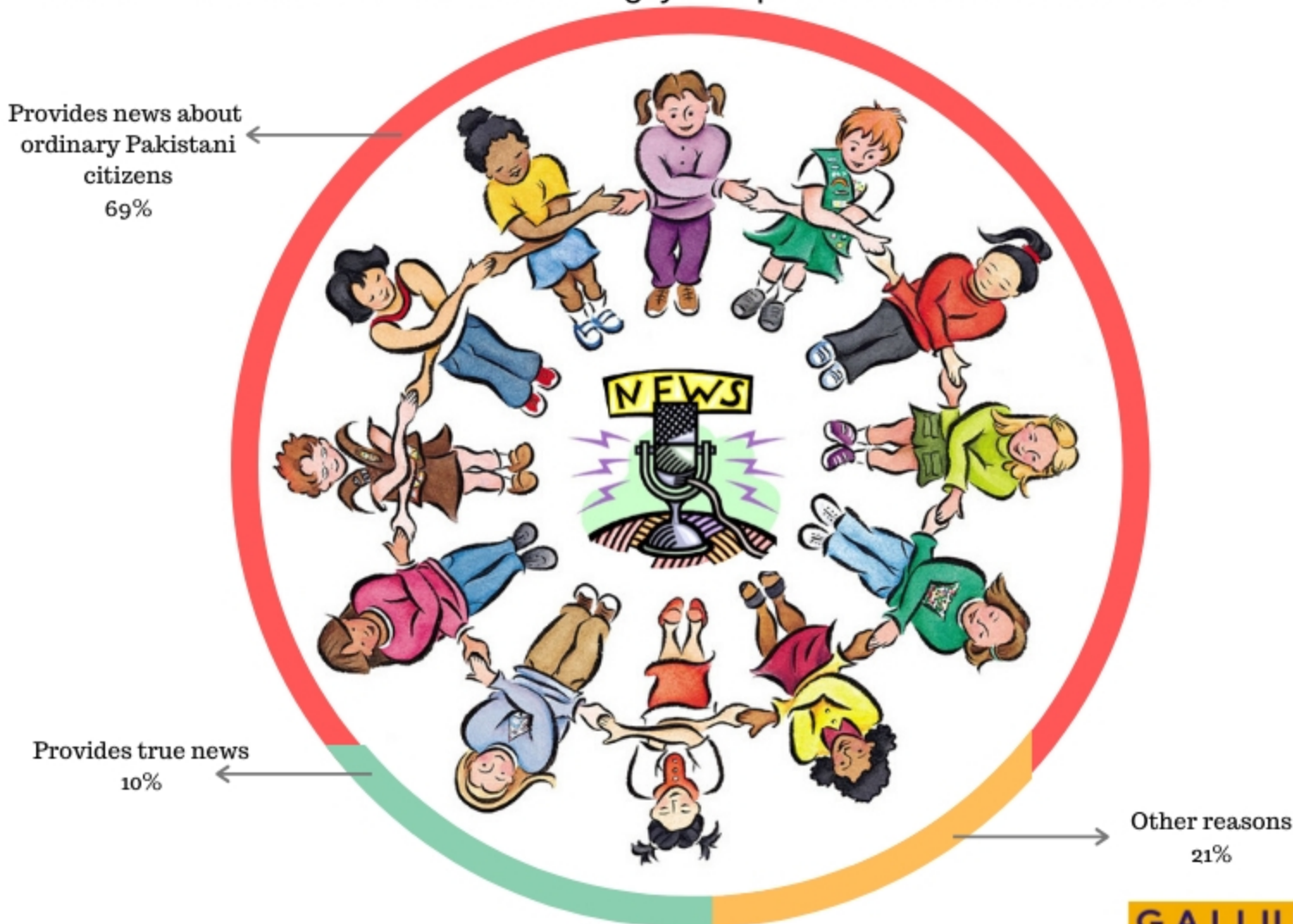


December 20, 2019

NEARLY 3 IN 4 (69%) PAKISTANIS CLAIM THEY WATCH THEIR PREFERRED NEWS CHANNEL BECAUSE IT REPORTS NEWS ABOUT ORDINARY PAKISTANI CITIZENS

What is the reason for watching your preferred news channel?



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 (69%) Pakistanis claim they watch their preferred news channel because it reports news about ordinary Pakistani citizens (Gallup & Gilani Pakistan Poll)

Islamabad, 20 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 69% Pakistanis claim they watch their preferred news channel because it reports news about ordinary Pakistani citizens.

A representative sample of men and women that were news channel viewers from across the four provinces was asked, “What is the reason for watching your preferred news channel?” In response, 69% claimed watching their preferred news channel because it provides news about ordinary Pakistanis, 10% chose their most watched channel because it provides true news, 9% chose it for the latest news provision and the other 12% chose it for other reasons.

Question: “What is the reason for watching your preferred news channel?”



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 1,121 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 $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Friday, 20 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)