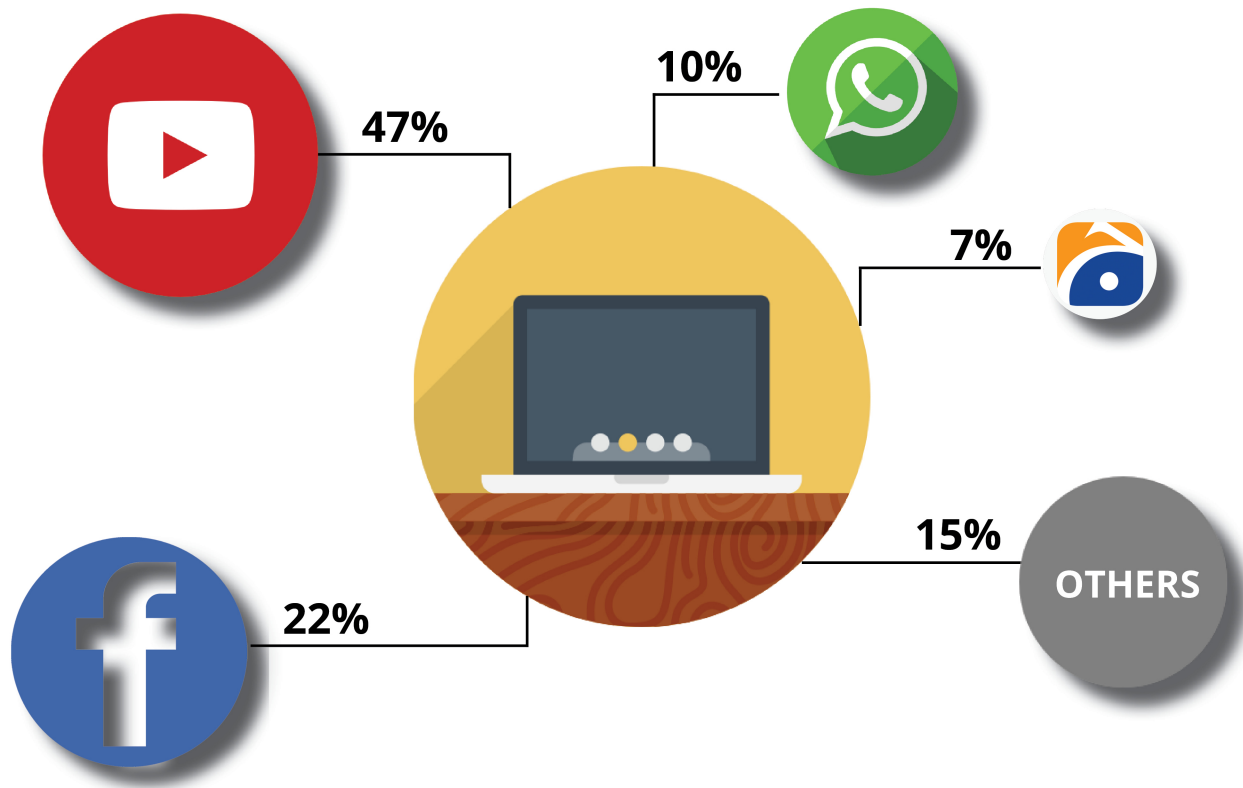


DECEMBER 30, 2019

NEARLY HALF (47%) INTERNET USERS SAY THEY PREFER YOUTUBE FOR ONLINE ENTERTAINMENT

Which websites/platforms do you mostly visit on the internet for entertainment?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1200
Nationally Representative Sample covering both rural and urban respondents across
Pakistan's four provinces.

Opinion Poll

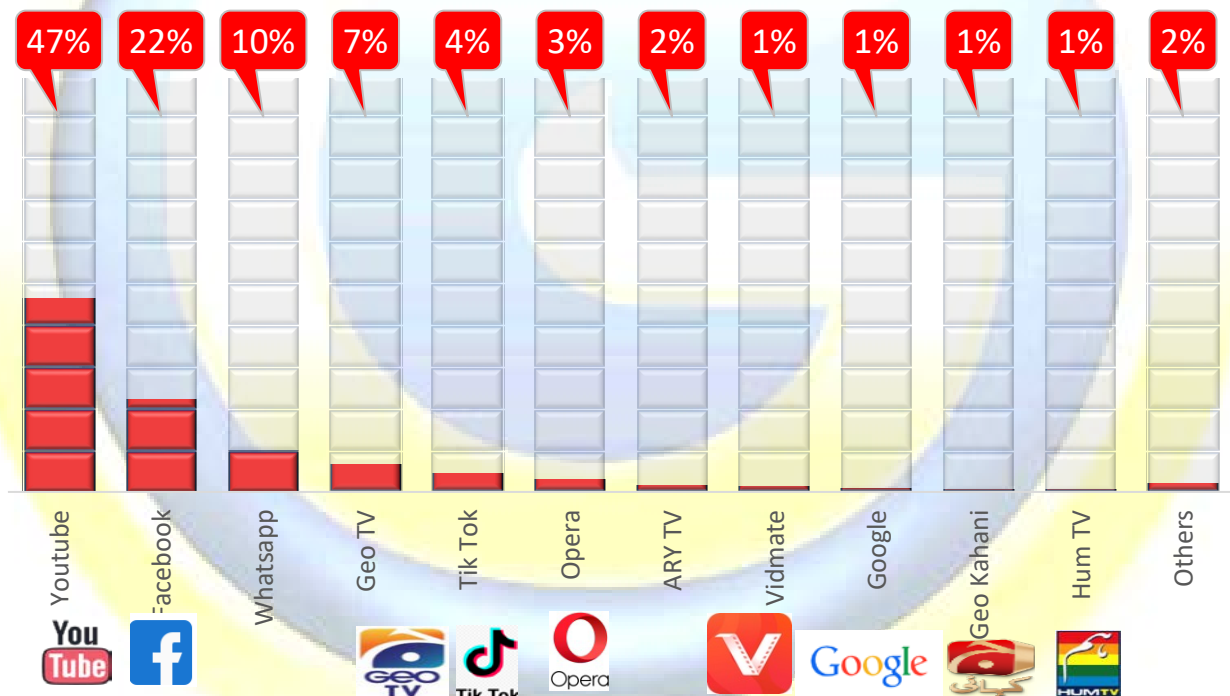
Media
General Media**Nearly half (47 %) internet users say they prefer YouTube for online entertainment (Gallup & Gilani Pakistan Poll)**

Islamabad, 30 December, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 47% internet users say they prefer YouTube for online entertainment.

A representative sample of men and women that were internet users from across the four provinces was asked, “Which websites/platforms do you mostly visit on the internet for entertainment?” In response, 47% said they use YouTube, 22% claimed using Facebook, 10% said Whatsapp, 7% said they watch GEO TV online while 5% and lower each claimed to use websites/platforms like TikTok, Opera, ARY TV, Vidmate, Google, GEO Kahani, HUM TV and others.

Question: “Which websites/platforms do you mostly visit on the internet for entertainment?”



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

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, 30 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)