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Radio/cassette player ownership in Pakistan peaked in 2006-07, when almost 2 in 5 (39%) households reported owning one, however since then it has fallen to just 3% in 2018-19

Do you own a Radio / Cassette Player?

Percentage who said Yes





Public Opinion in Pakistan Since Year 2004

Pakistan Social & Living Measurements Survey Home Appliances

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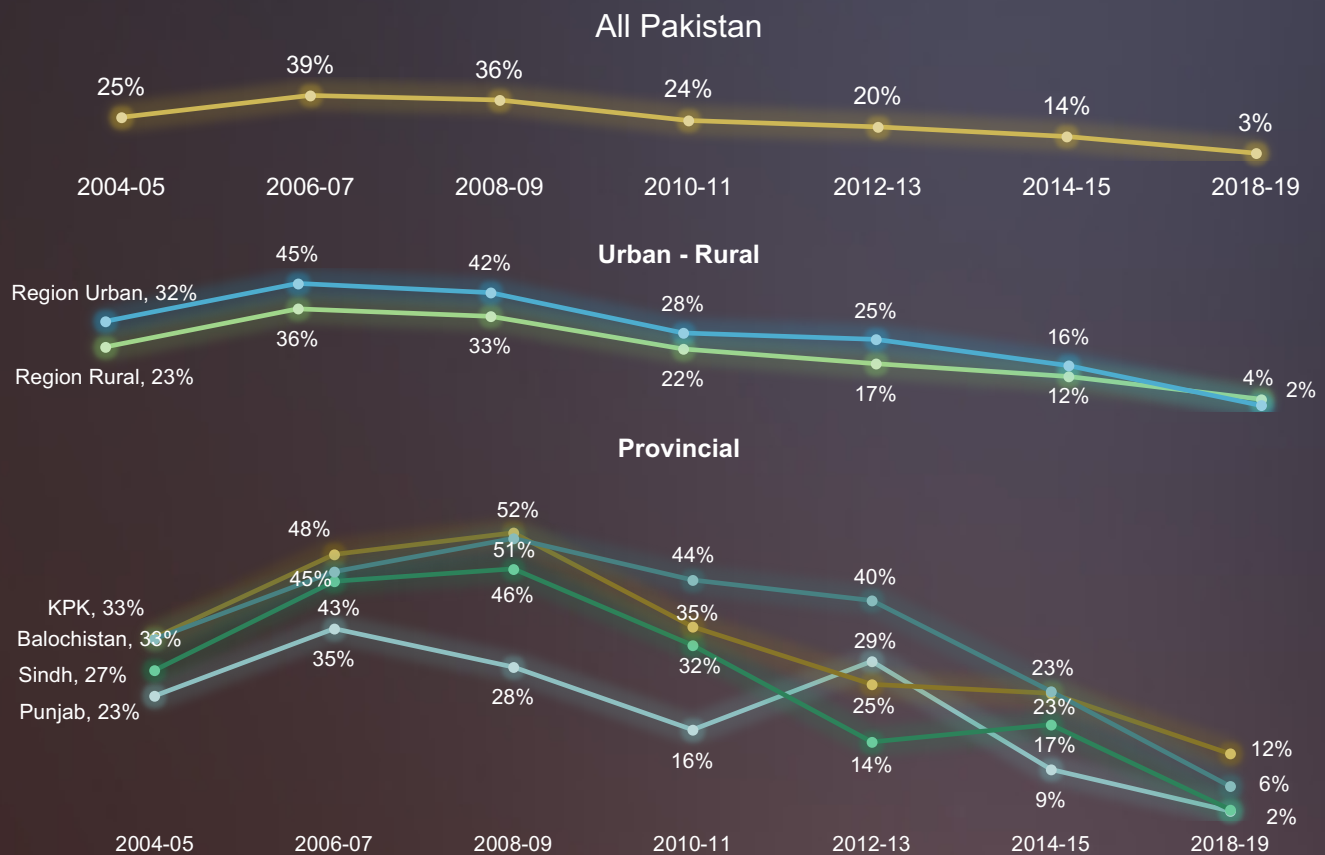
Islamabad, September 24, 2020

According to the Pakistan Social & Living Measurements Survey conducted between the year 2004-2005, respondents were asked "Do you own a radio/ cassette player?" In response 25% households said yes.

Comparative Picture: The question was asked again between 2018-2019 to enable a comparison across the years. According to the 2019 results, only 3% households own a radio/ cassette player.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "Do you own a Radio / Cassette Player?"



Source: Pakistan Social & Living Measurements Survey 2004-2019, Gallup & Gilani Pakistan Poll
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues.' For more information about Gallup History Project, please contact caf@gallup.com.pk

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



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(3 Pages including this)

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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of Gallup Pakistan
(1980-2020)