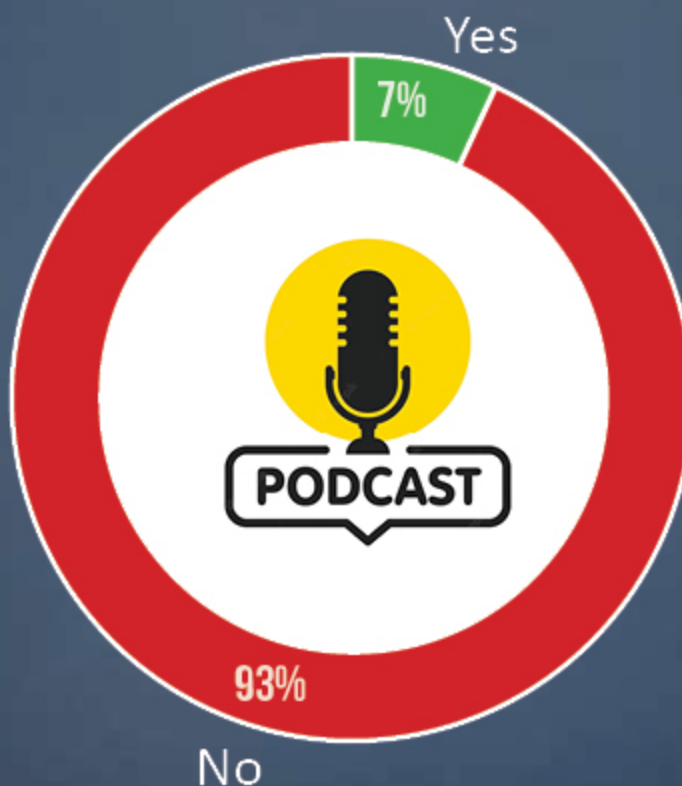


14th July, 2022

7% PAKISTANIS SAY THEY HAVE HEARD ABOUT PODCASTS:
GALLUP & GILANI PAKISTAN

Question: "Have you heard of podcasts?"





Opinion Poll
General

7 % Pakistanis say they have heard about Podcasts: Gallup & Gilani Pakistan

(Islamabad), July 14, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 7% Pakistanis say they have heard about Podcasts.

A nationally representative sample of adult men and women from across the country was asked the following question, “*Have you heard of podcasts?*” In response to this question, 7% said yes and 93% said no.

Question: “Have you heard of podcasts?”

All Pakistan



Source: Gallup & Gilani Pakistan
(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 1234 men and women in urban and rural areas of all four provinces of the country, from 30 May 2022 – 13 June 2022. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Thursday, July 14, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)