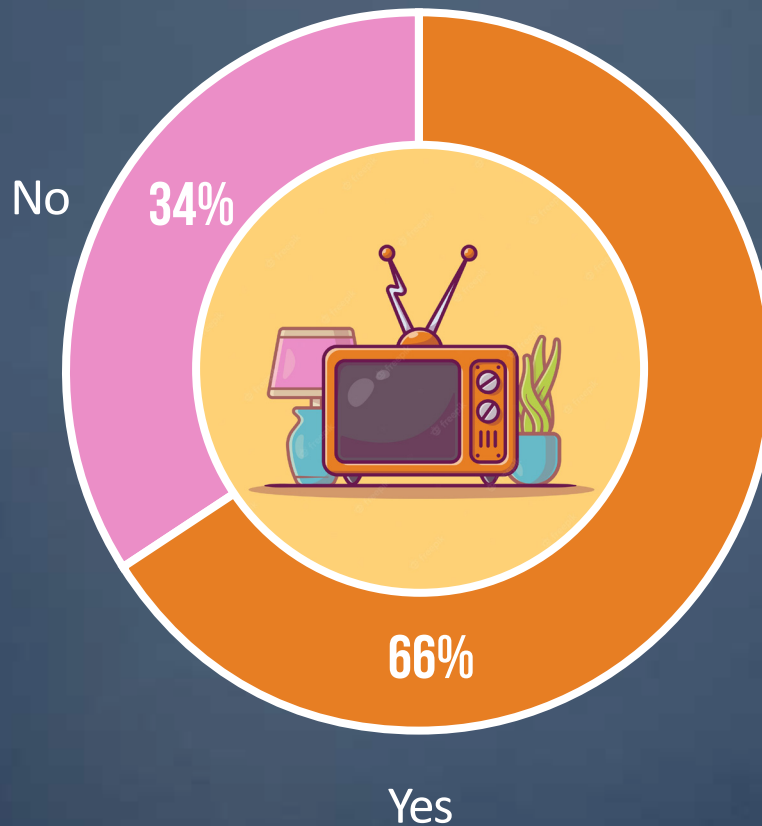


9th September, 2022

IN KARACHI, 5% MORE PEOPLE AGED 30 ABOVE (68%) WATCH TV AS COMPARED TO YOUNGER PEOPLE AGED 18-30 (63%): GALLUP & GILANI PAKISTAN

Question: “Do you watch TV?”





Opinion Poll
**Media
Television**

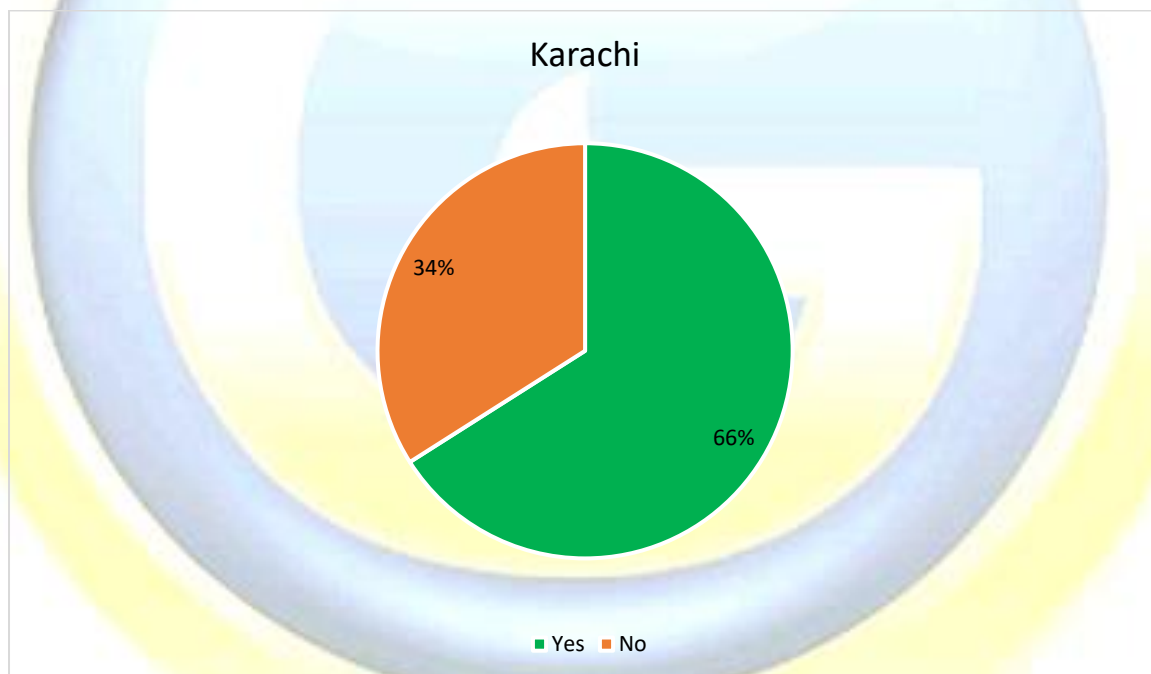
In Karachi, 5% more people aged 30 above (68%) watch TV as compared to younger people aged 18-30 (63%): Gallup & Gilani Pakistan

(Islamabad), September 12th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, more than half (66%) of Karachi's population watches TV.

A representative sample of adult men and women from Karachi was asked the following question, "Do you watch TV?" In response to this question, 66% said 'Yes' while 34% said 'No.' The gender ratio was such that 68% males as compared to 58% females said that they watch TV. Moreover, the age distribution was such that 5% more people in the age group 30 above (68%) watch TV than youngsters in the age group of 18-30 (63%).

Question: "Do you watch TV?"



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 816

households, including men and women in urban and rural areas of Karachi, from July 20 – July 24, 2022. The error margin is estimated to be approximately $\pm 3-5$ percent at the 95% confidence level. The methodology used for data collection was Random Digit Dialing



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Monday, September 12th, 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)