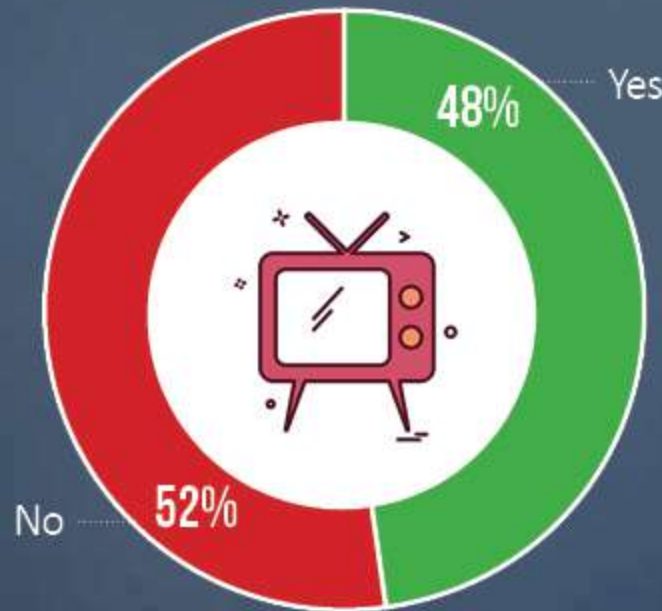


19th October, 2022

LESS THAN 1 IN 2 PAKISTANIS (48%) CLAIM TO WATCH THE TV; TV VIEWERSHIP 15% HIGHER IN URBAN AREAS AS COMPARED TO RURAL AREAS: GALLUP & GILANI PAKISTAN

ہر 2 میں 1 سے کم پاکستانی (48%) ٹی وی دیکھنے کا دعویٰ کرتے ہیں؛ شہری علاقوں میں ٹی وی دیکھنے والوں کی شرح دیہی علاقوں کی نسبت 15% زیادہ پائی گئی

Question: "Do you watch TV?"



# PRESS RELEASE

(Also emailed\*/faxed separately)



## Opinion Poll Media Television

### **Less than 1 in 2 Pakistanis (48%) claim to watch the TV; TV viewership 15% higher in urban areas as compared to rural areas: Gallup & Gilani Pakistan**

(Islamabad), October 19<sup>th</sup>, 2022

According to a survey conducted by Gallup & Gilani Pakistan, less than 1 in 2 Pakistanis (48%) claim to watch the TV; TV viewership 15% higher in urban areas as compared to rural areas

A nationally representative sample of adult men and women from across the country was asked the following question “Do you watch TV?” In response, 48% said ‘Yes’ while 52% said ‘No.’ When looked at the demographic, it was seen that more urban people (58%) tend to watch TV as compared to rural people (43%)

#### Question: “Do you watch TV?”



Source: Gallup & Gilani Pakistan  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://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 more than 2350 men and women in urban and rural areas of all four provinces of the country, from September 01, 2022 – September 25, 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 telephonic surveys.



**Opinion Poll from Gallup Pakistan**  
The Pakistani Affiliate of Gallup International

**Wednesday, 19<sup>th</sup> October 2022**

*(3 Pages, English version Only)*



***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*

***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](http://www.gallup-international.com)



Daily Gilani Poll  
2022



of Gallup Pakistan  
(1980-2022)