

27th October, 2022

94% PAKISTANIS SAY THEY HAVE NEVER HEARD THE NAME 'PODCAST': GALLUP & GILANI PAKISTAN

94% پاکستانیوں کے مطابق انہوں نے 'پوڈ کاسٹ' کا نام کبھی نہیں سنا ہے

Question: "Have you heard the name 'Podcast'?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Media

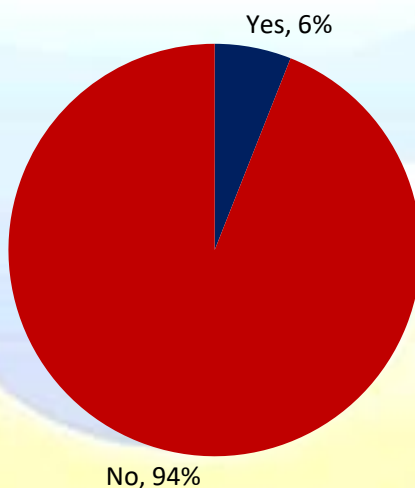
94% Pakistanis say they have never heard the name 'Podcast': Gallup & Gilani Pakistan

(Islamabad), October 27th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 94% of the respondents said that they had never heard the name podcast.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, "Have you heard the name 'Podcast'?" 94% said 'No,' while only 6% said 'Yes.'

Question: "Have you heard the name 'Podcast'?"



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 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 ± 3 -5 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys.

Gallup Pakistan Media Habits Reports

Gallup Pakistan has been producing Media Habits Landscape reports since 1980's in Pakistan. These reports track evolutionary growth in viewers, readers and listeners habits over 4 decades and provide an interesting snapshot of past and present of media insights. If you wish to look into the data sets, please write to us at caf@gallup.com.pk

For subscribing to Gallup Pakistan Media Habits Report write to:
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Opinion Poll from Gallup Pakistan
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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)