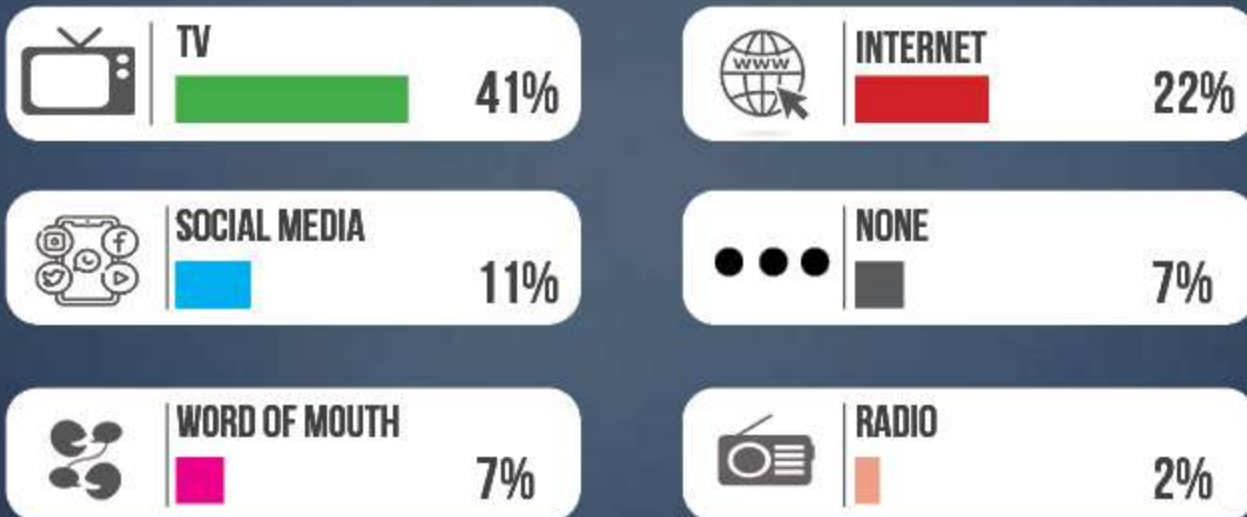


11th November, 2022

2 IN 5 PAKISTANI'S USE TV WHILE 1 IN 5 USE INTERNET AS THEIR PRIMARY SOURCE OF GETTING NEWS. THE USE OF TV AS THE PRIMARY SOURCE OF NEWS INCREASES WITH AGE WHILE THE USE OF INTERNET DECREASES WITH AGE: GALLUP & GILANI PAKISTAN

ہر 5 میں سے 2 پاکستانی خبروں اور موجودہ واقعات کے بارے میں جاننے کیلئے "ٹی وی" کا استعمال کرتے ہیں، جبکہ ہر 5 میں سے 1 پاکستانی "انٹرنیٹ" کا استعمال کرتے ہیں۔ عمر بڑھنے کے ساتھ خبروں اور موجودہ واقعات کے بارے میں جاننے کے لیے ٹی وی کا استعمال کرنے والوں کی شرح میں اضافہ ہوا ہے، جبکہ عمر بڑھنے کے ساتھ اس حوالے سے انٹرنیٹ کا استعمال کرنے والوں کی شرح میں کمی آئی ہے

Question: "What is your primary source of getting news and current events?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Media

2 in 5 Pakistani's use TV while 1 in 5 use internet as their primary source of getting news. The use of TV as the primary source of news increases with age while the use of internet decreases with age: Gallup & Gilani Pakistan

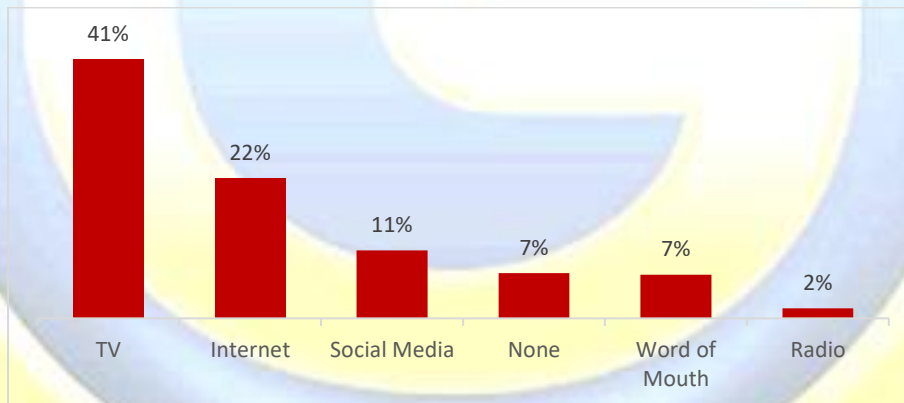
(Islamabad), November 11th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 2 in 5 Pakistani's use TV while 1 in 5 use internet as their primary source of getting news.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, "What is your primary source of getting news and current events?" 41% responded TV, 22% said internet, 11% said social media, 7% said none, 7% responded word of mouth while a mere 2% said that they use the radio as their primary source of getting news and current events.

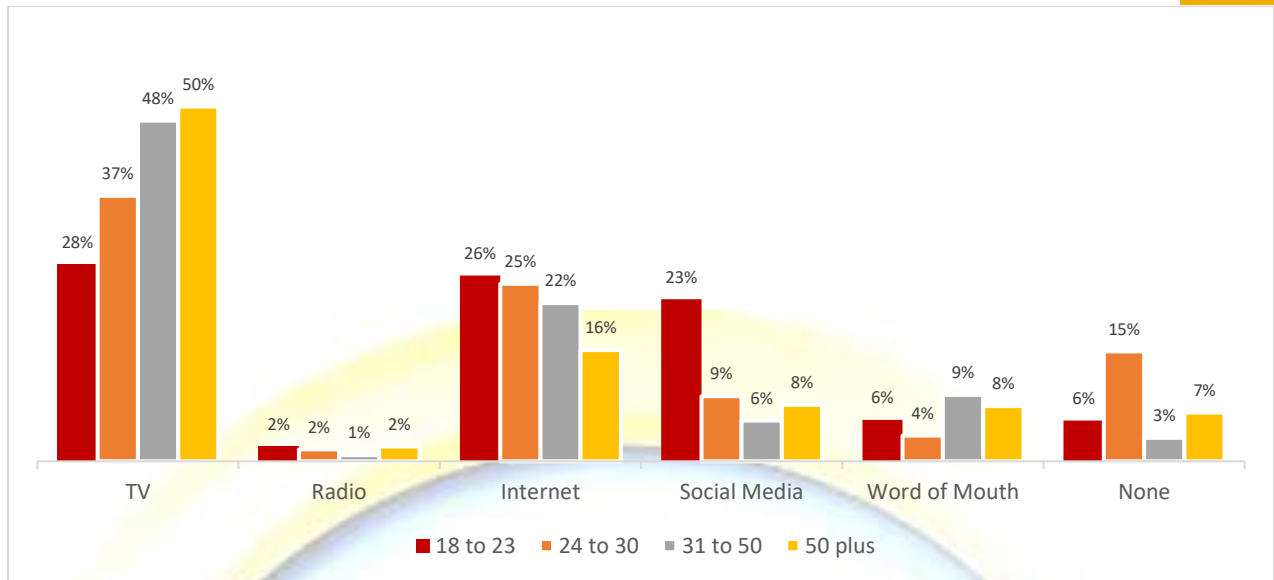
In the age wise breakdown of the people who answered this question, it was seen that the highest percentage of people who said that TV is their primary source of getting news, 50%, belonged to the age group of 50+ years. Overall, there is a trend of increase in the use of TV as the primary source as the age increases. For internet, younger people use it as a primary source more than older people. The same trend is seen with social media as its usage as a primary source for news decreases with age.

Question: "What is your primary source of getting news and current events?"



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Age wise breakdown



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 1051 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI) and was collected between 29th October – 2nd November 2022



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Friday, 11th November 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)