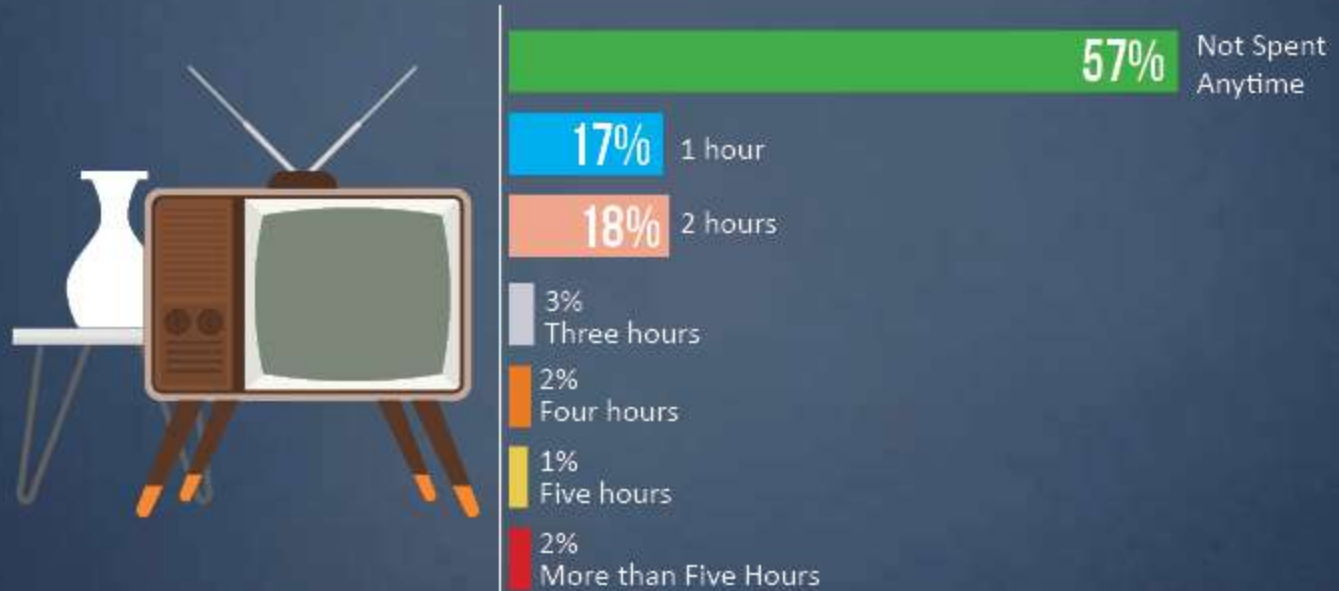


14th November, 2022

MORE THAN HALF OF THE PEOPLE (57%) DID NOT SPEND ANY TIME WATCHING TV IN THE PAST FEW DAYS: GALLUP & GILANI PAKISTAN

نصف سے زائد افراد (57%) نے گزشتہ چند دنوں میں کوئی بھی وقت ٹی وی دیکھنے میں نہیں گزارا

Question: "Keeping in mind the past few days, can you please tell me how much time did you spend watching TV?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior

More than half of the people (57%) did not spend any time watching TV in the past few days: Gallup & Gilani Pakistan

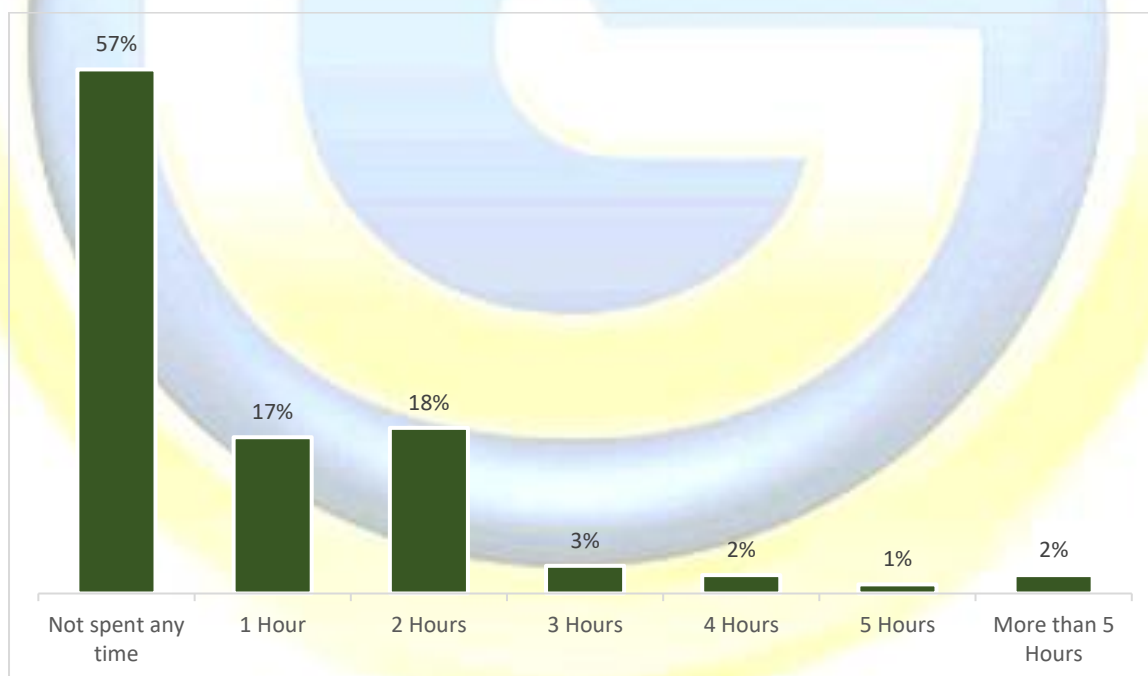
(Islamabad), November 14th, 2022

According to a survey conducted by Gallup & Gilani Pakistan, more than half of people (57%) did not spend any time watching TV in the past few days.

A nationally representative sample of adult men and women from across the country was asked the following question regarding, *“Keeping in mind the past few days, can you please tell me how much time did you spend watching TV?”* 57% said that they had not spent any time watching TV, 17% spent 1 hour, 18% spent 2 hours, 3% spent 3 hours, 2% spent 4 hours, 1% spent 5 hours and 2% said that they spent more than 5 hours watching TV in the past few days.

On average, people spend two hours watching TV. When looking at the age-breakdown of the respondents, it was observed that 25% of 19-23 year old's, 22% of 24-30 year old's, 35% of 31-50 year old's and 19% of people over the age of 50 watch the average amount of 2 hours of TV per day.

Question: “Keeping in mind the past few days, can you please tell me how much time did you spend watching 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 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

Monday, 14th 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*

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



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)