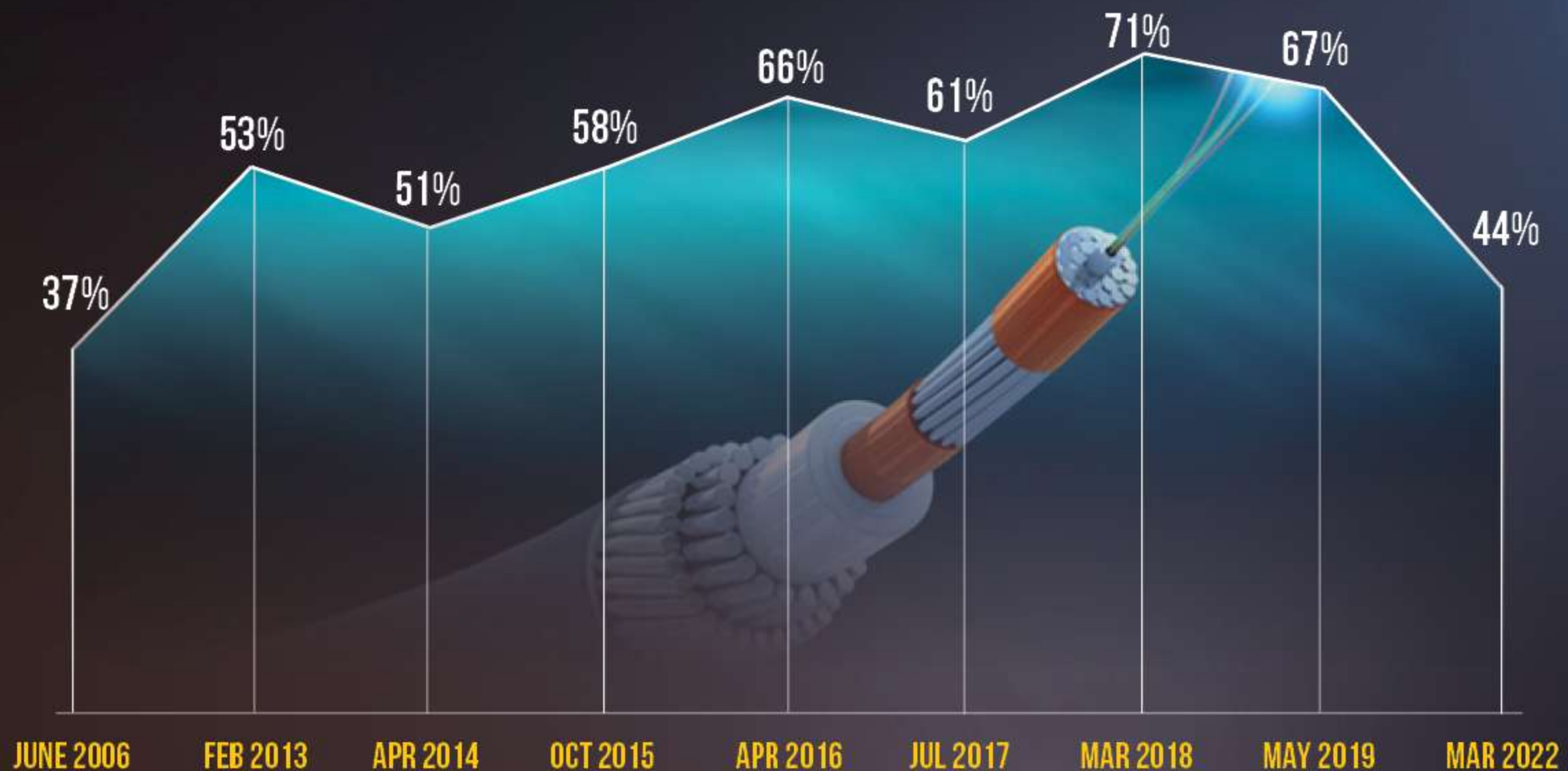


Over a period of 16 years, there has been a 7% increase in the proportion of Pakistanis who claim to have a cable connection in their household:

Gallup & Gilani Pakistan History Project

Question: "Is there a cable connection in your household?"

Those who answered 'Yes'





Opinion Poll
History Polls
General

**Over a period of 16 years, there has been a 7% increase in the proportion of Pakistanis who claim to have a cable connection in their household:
Gallup & Gilani Pakistan History Project**

(Islamabad), November 10th, 2022

In a Gallup & Gilani Pakistan National Survey conducted in the year 2006, a representative sample of adult men and women from across Pakistan was asked the following question, “*Is there a cable connection in your household?*” In response to this question, 37% said yes while 63% said no.

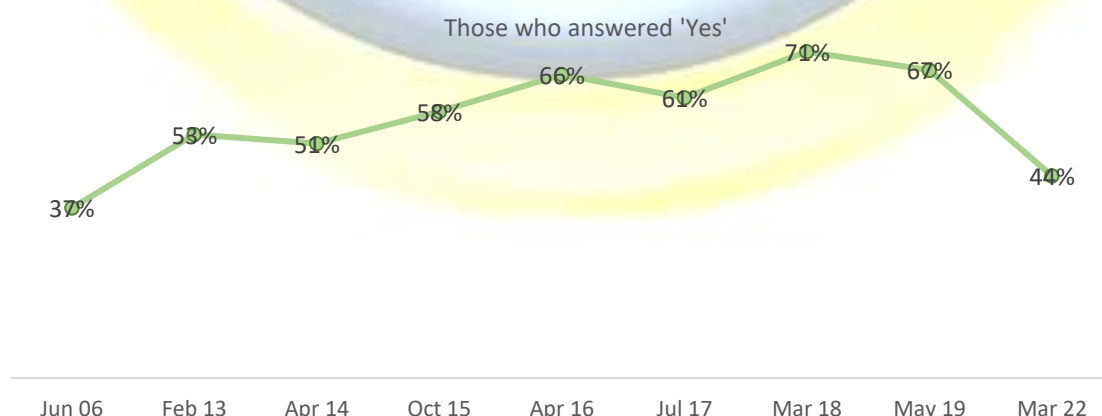
Comparative Picture: This question was asked again in 2022 to allow a comparison to be made across the years. In 2022, 44% said yes while 56% said no.

Trend Analysis: The overall number of cable connections increased by 7% over the years 2006-2022. However, the highest number of cable connections, 78%, was found in 2007. After that, the number of cable connections dropped again till 2014 after which it started increasing gradually, witnessing another drop after 2018 and has continued to decrease since.

The drop in the number of cable connections could be due to the shift from cable connections to using internet on their phone for accessing multimedia content including television. Moreover, the fall in cable connections may also signify the rise of triple play connections in which telecom companies are providing tv, telephone, and internet within one connection, eliminating the need for a separate cable connection.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “Is there a cable connection in your household?”



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

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact caf@gallup.com.pk





Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Thursday, November 10th, 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)