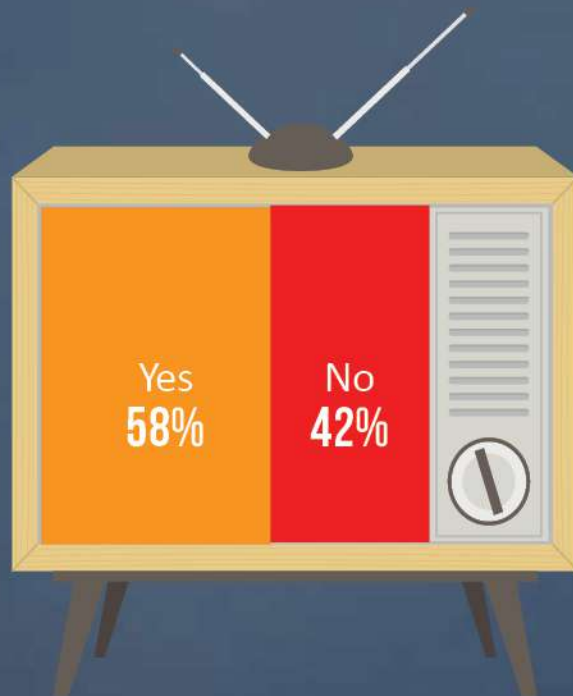


14th July, 2023

3 OUT OF 5 (58%) PAKISTANIS CLAIM THEY WATCH THE TELEVISION: GALLUP & GILANI PAKISTAN

ہر 5 میں سے 3 (58%) پاکستانی ٹی وی دیکھنے کا دعویٰ کرتے ہیں

Question: "Do you watch Television?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Television

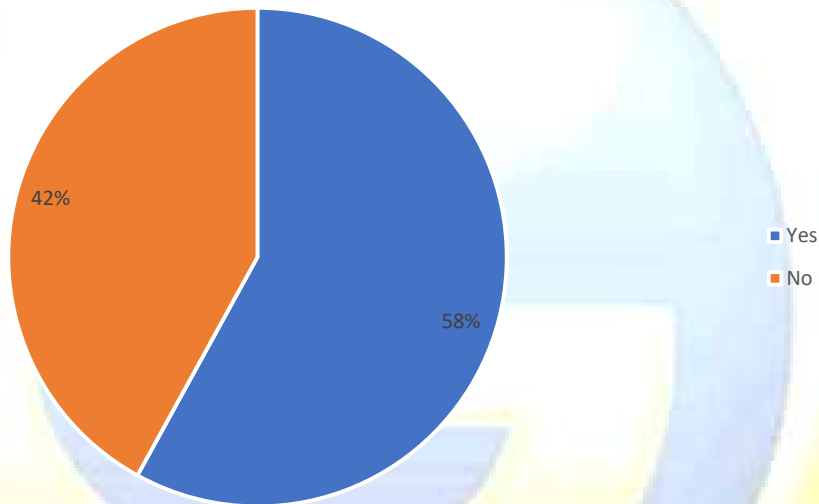
3 out of 5 (58%) Pakistanis claim they watch the Television: Gallup & Gilani Pakistan

(Islamabad), July 14th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 58% Pakistanis claim to watch the Television.

A nationally representative sample of adult men and women from across the country, was asked the question “Do you watch television?” In response, 58% said yes and 42% said no.

Question: “Do you watch Television?”



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

The study in Pakistan was conducted and 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 1293 men and women in urban and rural areas of all four provinces of the country, conducted during 27 May to 07 July 2023. 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)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Friday, 14th July 2023

(3 Pages, English version Only)

GALLUP
PAKISTAN
Trusted with Gallup International
Iqbal's Foremost Social Research Lab

**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
2023



of Gallup Pakistan
(1980-2023)