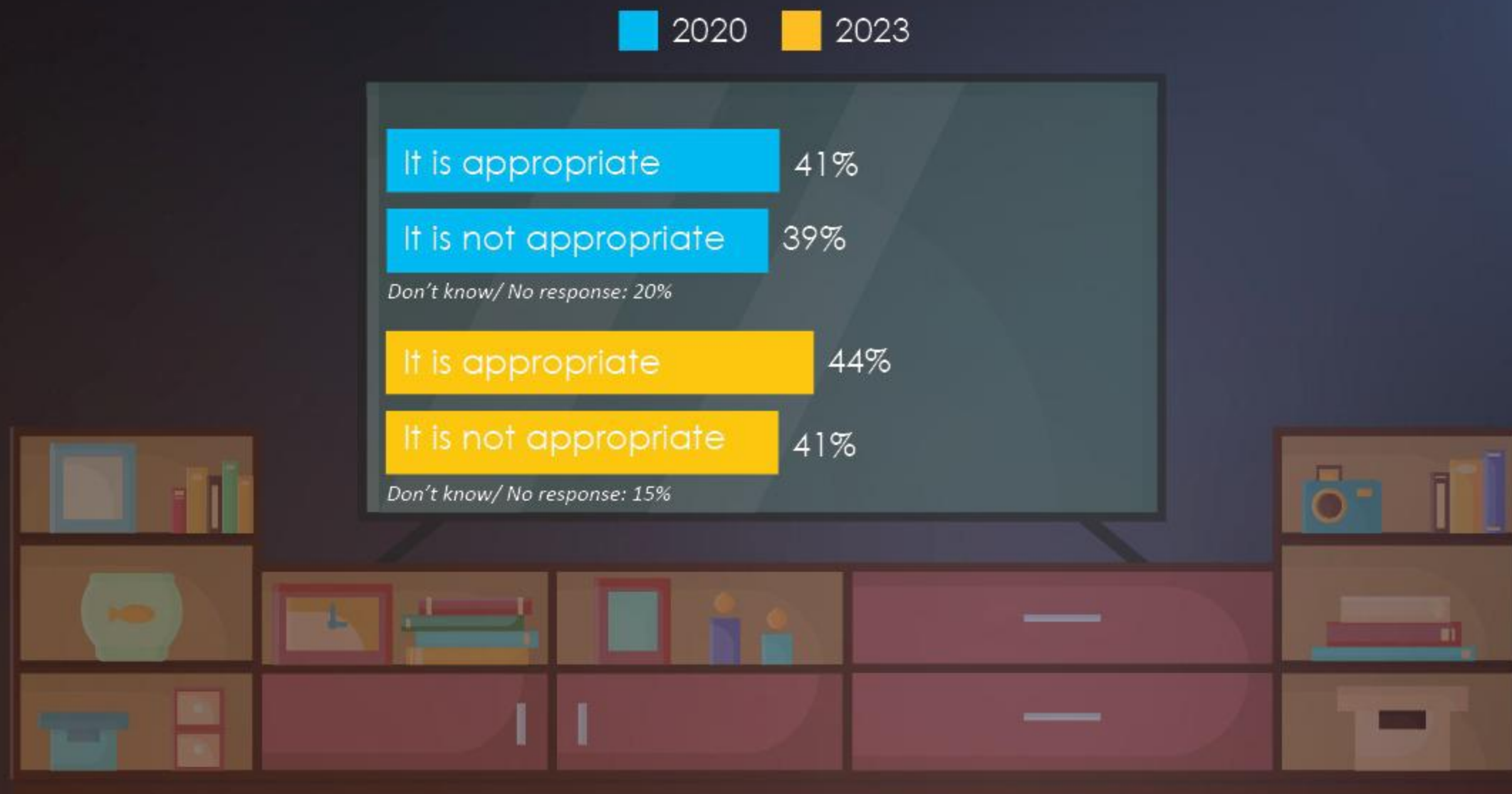


Views remain fairly consistent in Pakistan about the content aired in Pakistani television series in 2023 compared to 2020

Gallup & Gilani Pakistan History Project

Question: "Some people think that the content aired in Pakistani television dramas is appropriate for family consumption, while some people think the content is not appropriate for family consumption. What is your opinion?"





Opinion Poll
History Polls
Media

**Views remain fairly consistent in Pakistan about the content aired in
Pakistani television series in 2023 compared to 2020**
Gallup & Gilani Pakistan History Project

(Islamabad), October 17th, 2023

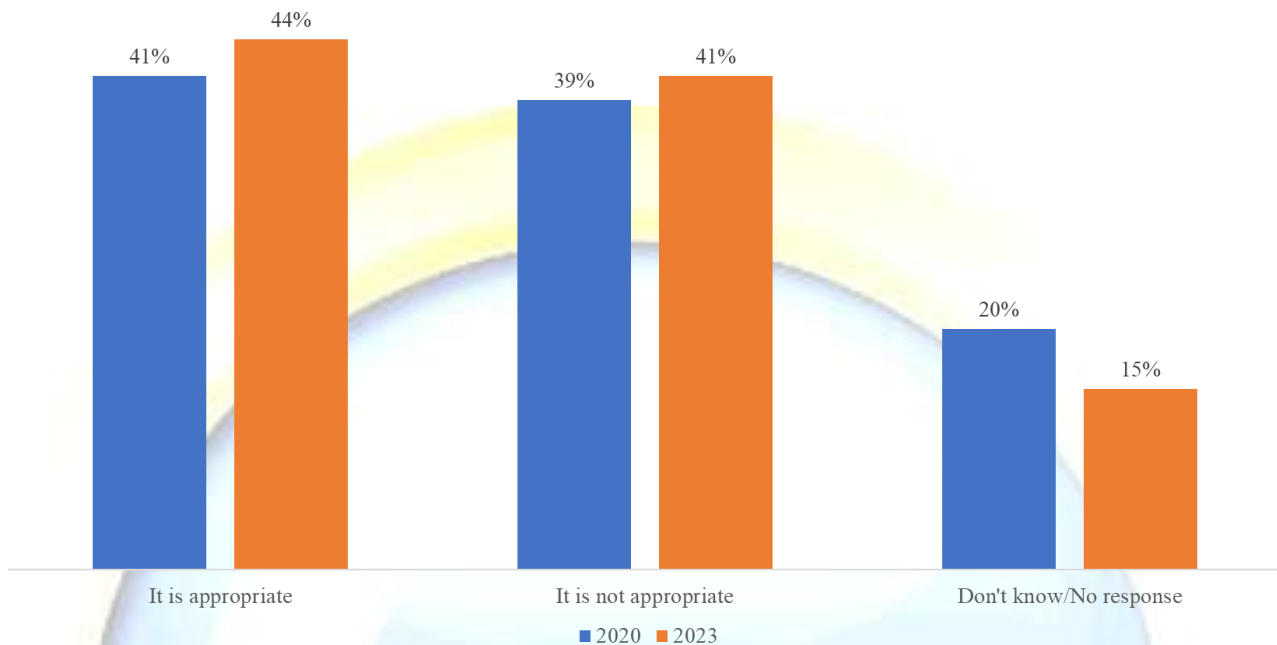
In a Gallup & Gilani Pakistan National Survey conducted in the year 2020, a representative sample of adult men and women from across Pakistan was asked the following question, *“Some people think that the content aired in Pakistani television dramas is appropriate for family consumption, while some people think the content is not appropriate for family consumption. What is your opinion?”* In response to this question, 41% were of the opinion that it is appropriate, while 39% believe it was not appropriate, and 20% said they did not know or refused to respond.

Comparative Picture: This question was asked again in 2023 to allow a comparison to be made across the years. In 2023, 44% were of the opinion that it is appropriate, and 41% believe it was not appropriate, while 15% said they did not know or refused to respond.

Trend Analysis: The proportion of people who are of the opinion that the content aired in Pakistani television dramas is appropriate increased by 3%, however, those that were of the opinion that it was not also increased by 2%, while those that refused to respond or said they did not know decreased by 5% between 2020 and 2023.

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: “Some people think that the content aired in Pakistani television dramas is appropriate for family consumption, while some people think the content is not appropriate for family consumption. What is your opinion?”



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 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24th – 28th August 2023. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

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



Tuesday, October 17th, 2023

(4 Pages, English version Only)

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



History Poll
2023



of Gallup Pakistan
(1980-2023)