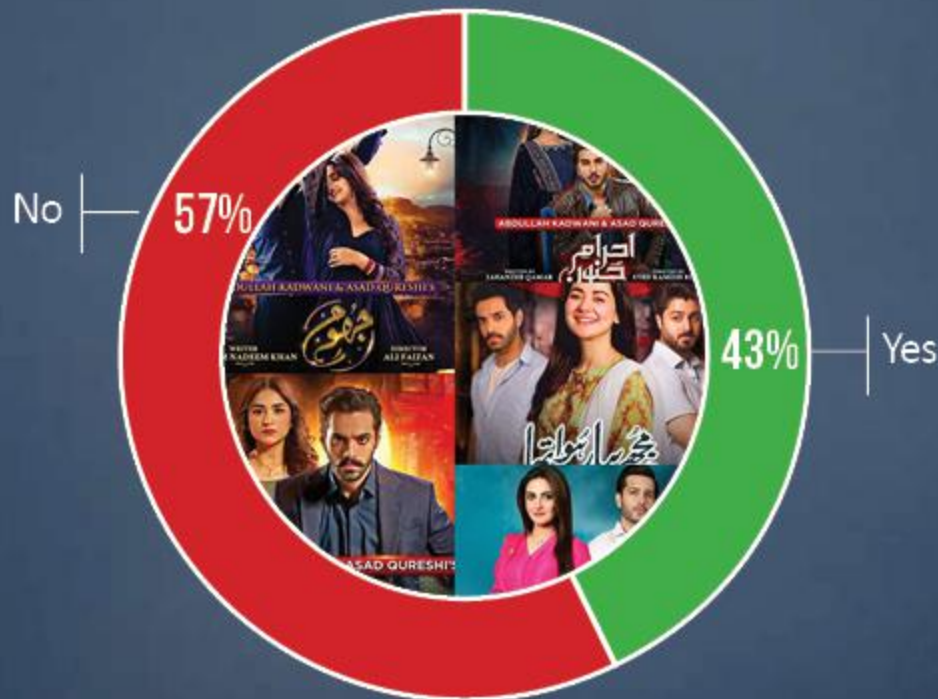


19th October, 2023

2 IN 5 PAKISTANIS WATCH DRAMAS: GALLUP & GILANI PAKISTAN

ہر 5 میں سے 2 پاکستانی ڈرامے دیکھتے ہیں -

Question: "Please tell me do you watch dramas?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll
Media
Television

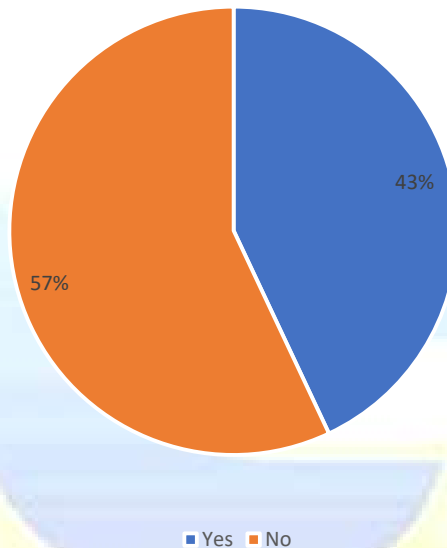
2 in 5 Pakistanis watch Dramas: Gallup & Gilani Pakistan

(Islamabad), October 19th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 2 in 5 Pakistanis watch dramas.

A nationally representative sample of adult men and women from across the country, was asked the question “Please tell me do you watch dramas?” In response, 43% said yes, and 57% said no.

Question: “Please tell me do you watch dramas?”



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 24 August to 28 August 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).

STAT OF THE DAY

Pemra saved Rs.690,000 and deposited in Government Kitty.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Thursday, 19th October 2023

(3 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



Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)