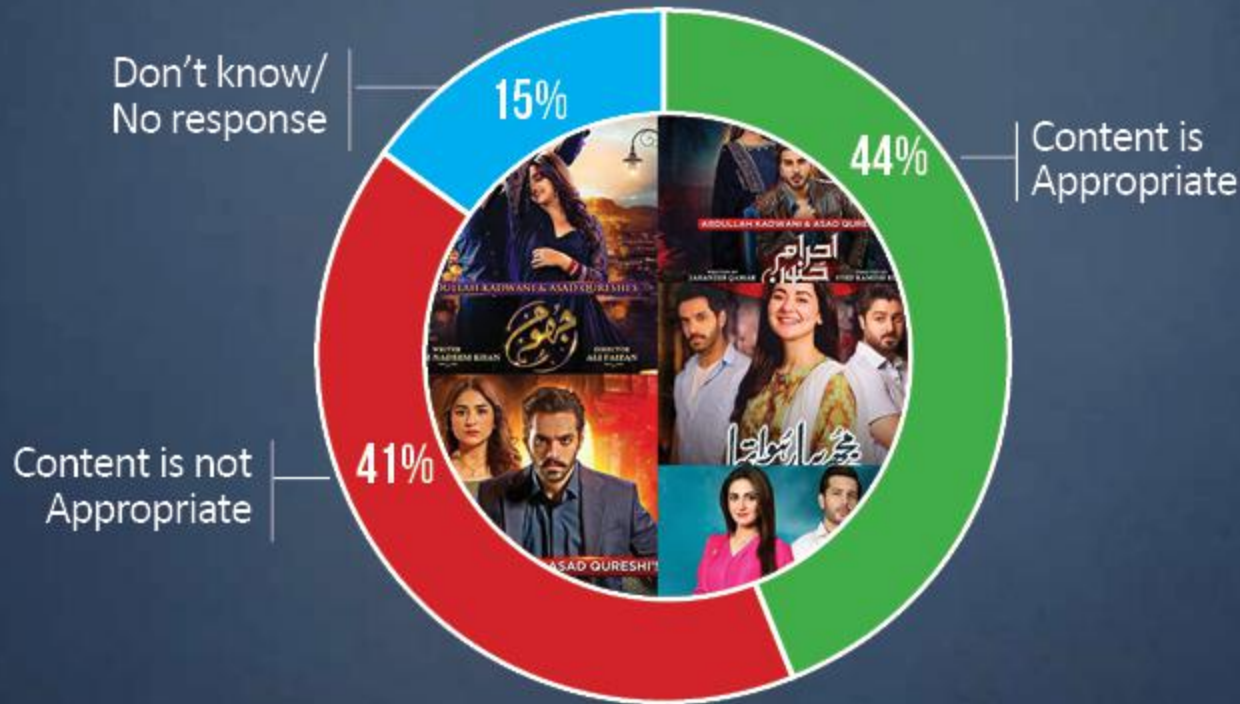


20th October, 2023

NEARLY HALF (44%) PAKISTANIS BELIEVE THE CONTENT IN PAKISTANI DRAMAS IS APPROPRIATE FOR WATCHING WITH FAMILY: GALLUP & GILANI PAKISTAN

تقریباً نصف (44%) پاکستانیوں کا یہ ماننا ہے کہ پاکستانی ڈراموں پر نشر کیا جانے والا مواد اہل خانہ / گھر والوں کے ساتھ دیکھنے کے لیے مناسب ہے۔

Question: "Some people believe that the content aired on Pakistani dramas is suitable to watch with family members, while others think that the content is not appropriate for watching with family. What is your opinion on this matter?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Media Television

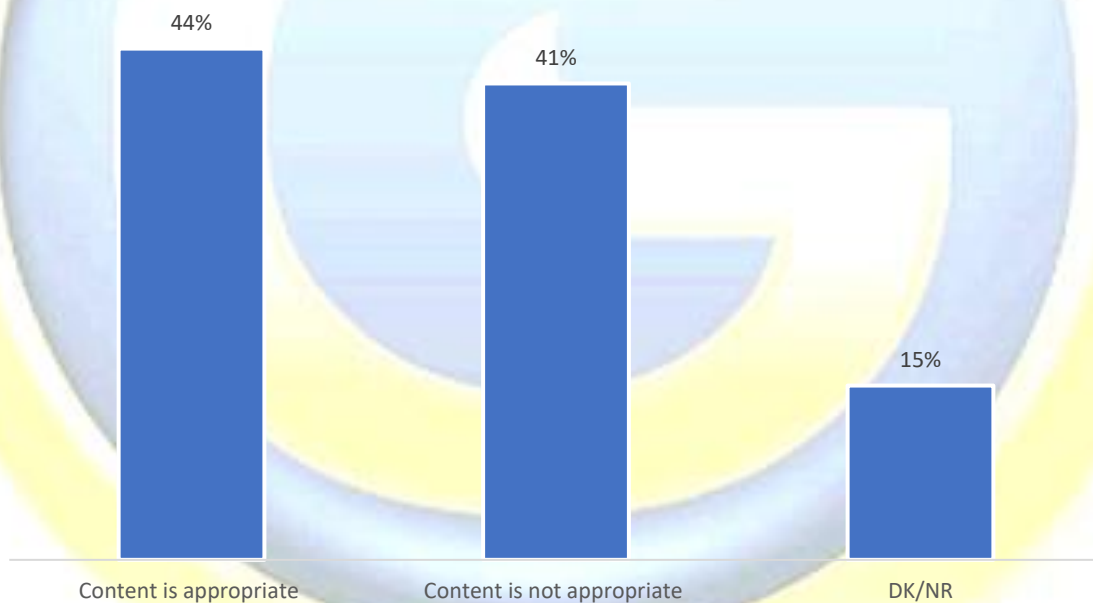
Nearly half (44%) Pakistanis believe the content in Pakistani dramas is appropriate for watching with family: Gallup & Gilani Pakistan

(Islamabad), October 20th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, Nearly half (44%) Pakistanis believe the content in Pakistani dramas is appropriate for watching with family

A nationally representative sample of adult men and women from across the country, was asked the question “Some people believe that the content aired on Pakistani dramas is suitable to watch with family members, while others think that the content is not appropriate for watching with family. What is your opinion on this matter?” In response, 44% said the content is appropriate, 41% said the content is not appropriate and 15% said that they do not know or gave no response.

Question: “Some people believe that the content aired on Pakistani dramas is suitable to watch with family members, while others think that the content is not appropriate for watching with family. What is your opinion on this matter?”



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

In Africa, Radio is still the largest medium of news media.

Source: Afro Barometer



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Friday, 20th October 2023

(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
2023



of Gallup Pakistan
(1980-2023)