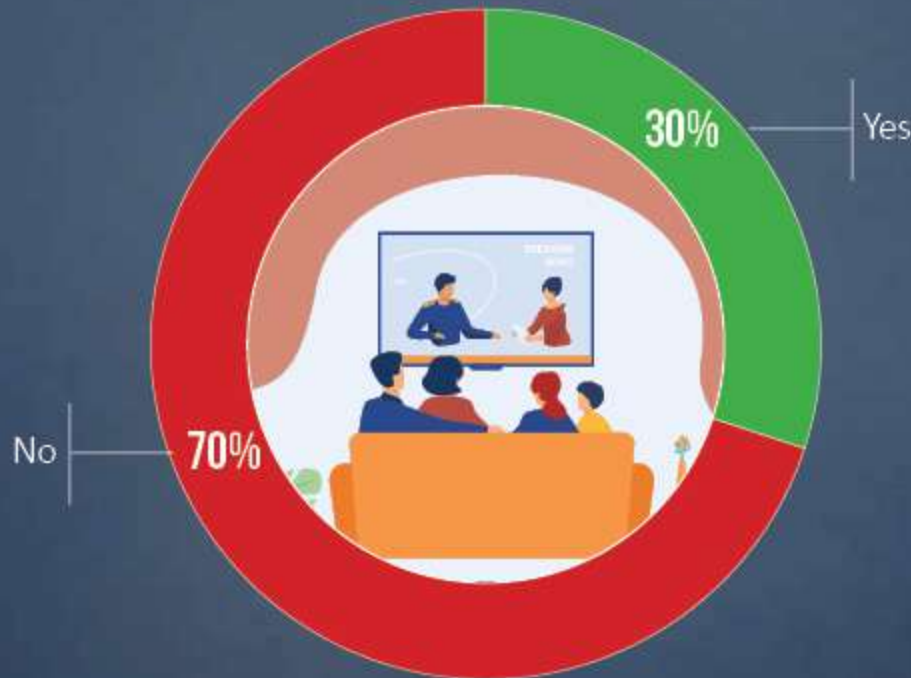


8th March, 2024

**70% PAKISTANIS IN KARACHI REPORT NOT HAVING WATCHED TV THE DAY BEFORE:
GALLUP & GILANI PAKISTAN**

کراچی میں رہائش پذیر 70% پاکستانیوں نے گزشتہ کل ٹی وی نہ دیکھنے کے حوالے سے بتایا۔

Question: Please tell me if you watched TV yesterday?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Media

Television

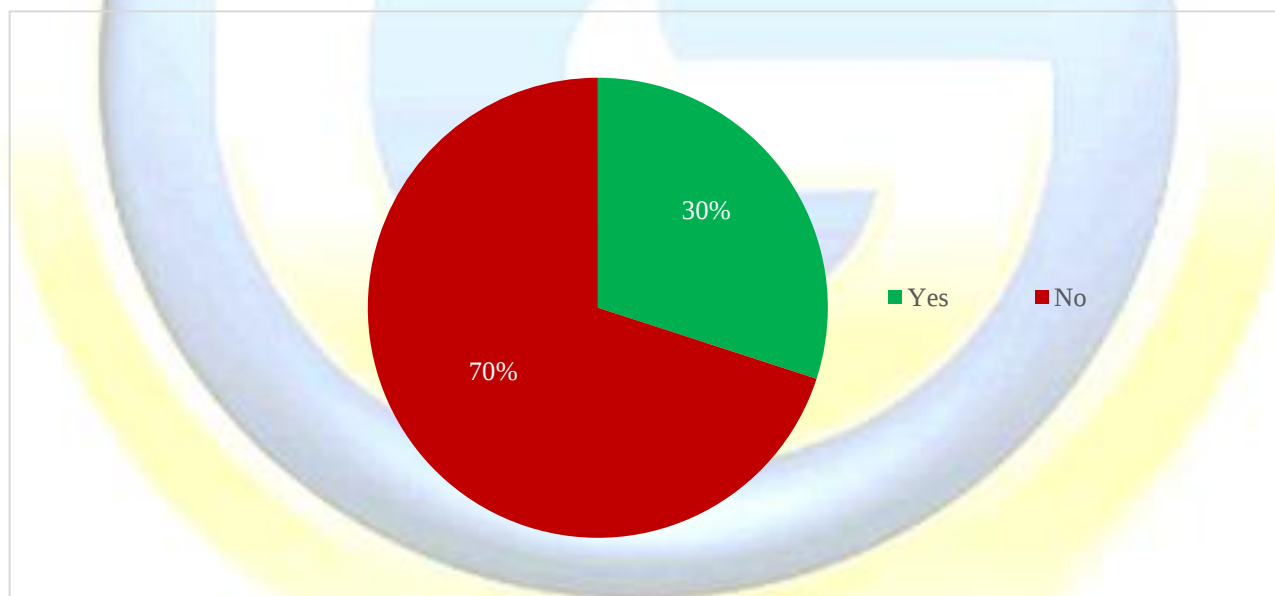
70% Pakistanis in Karachi report not having watched TV the day before: Gallup & Gilani Pakistan

(Islamabad) 8th March, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 7 in 10 respondents of a representative survey of residents of Karachi say they did not watch TV the day before.

A nationally representative sample of adult men and women from across the six districts of Karachi city was asked the question, “Please tell me if you watched TV yesterday?” 30% of the respondents said “Yes”, and 70% said “No”.

Question: Please tell me if you watched TV yesterday?

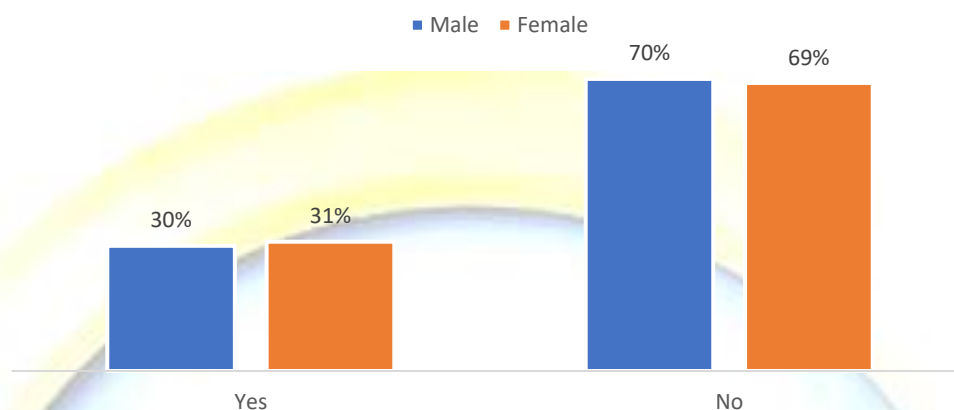


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

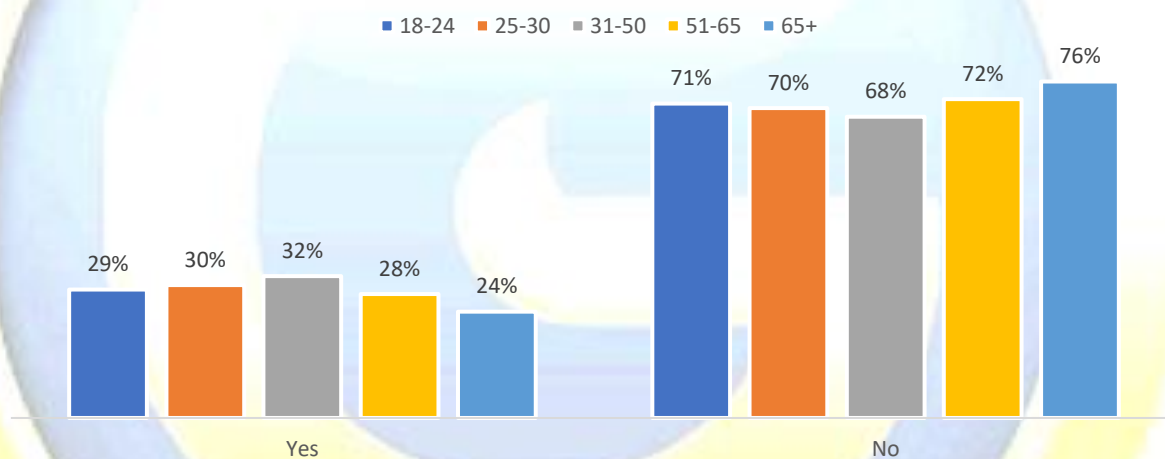
The study was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a sample of 807 adult men and women in urban and rural areas of all six districts of Karachi division, conducted on 10th Jan – 2nd Feb, 2024. The error margin is estimated to be approximately $\pm$ 3-5 percent at the 95% confidence level.

Demographic breakdowns:

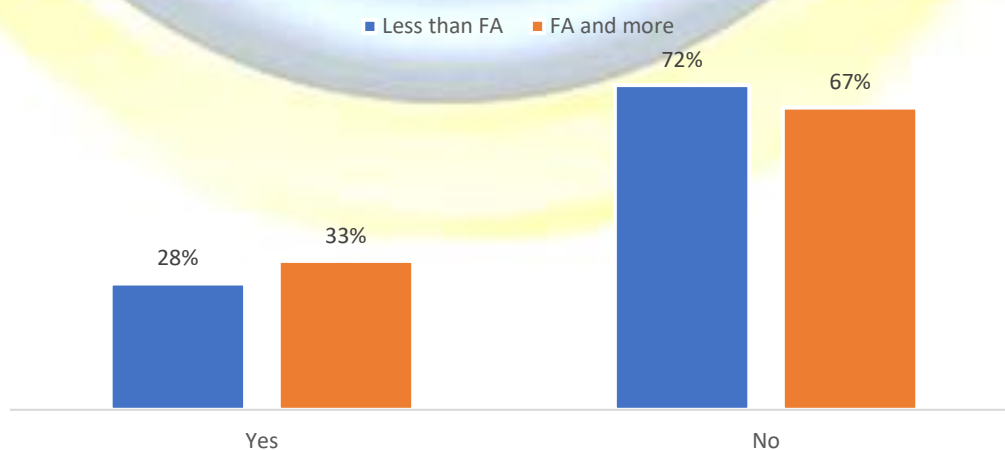
Gender: Across gender, we see little to no variation in people from Karachi that watch television.



Age: People from Karachi aged 31-50 years are most likely to watch television (32%)



Education: A 5% higher proportion of people from Karachi educated till FA and more reported watching television, compared to those educated less than FA.





Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



GILANI RESEARCH
FOUNDATION

Friday, 8th March, 2024

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
2024



of Gallup Pakistan
(1980-2024)