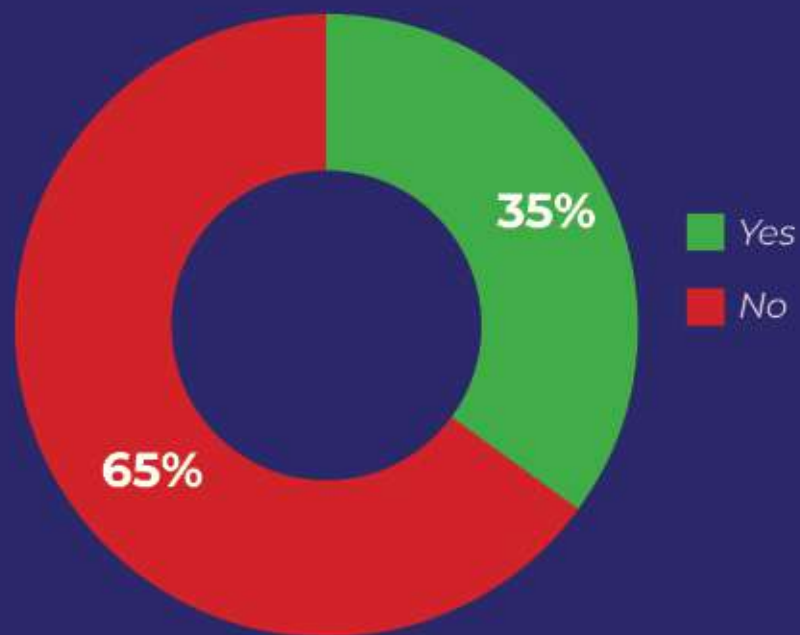


Nearly One-third (35%) Pakistanis watch TV,
with those under 30 years of age leading
viewership at 40%



Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Watched TV





PRESS RELEASE

Opinion Poll

Social

Social Behavior

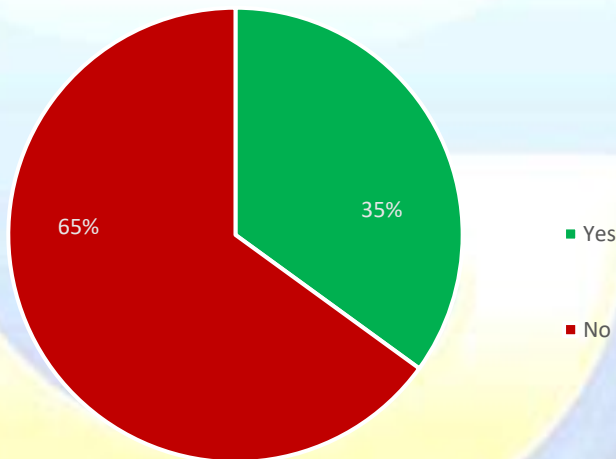
Nearly One-third (35%) Pakistanis watch TV, with those under 30 years of age leading viewership at 40%: Gallup & Gilani Pakistan

(Islamabad) 17th December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, nearly one-third (35%) Pakistanis watched TV yesterday, with those under 30 years of age leading viewership at 40%.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Watched TV)” In response, 35% said ‘Yes’, 65% said ‘No’.

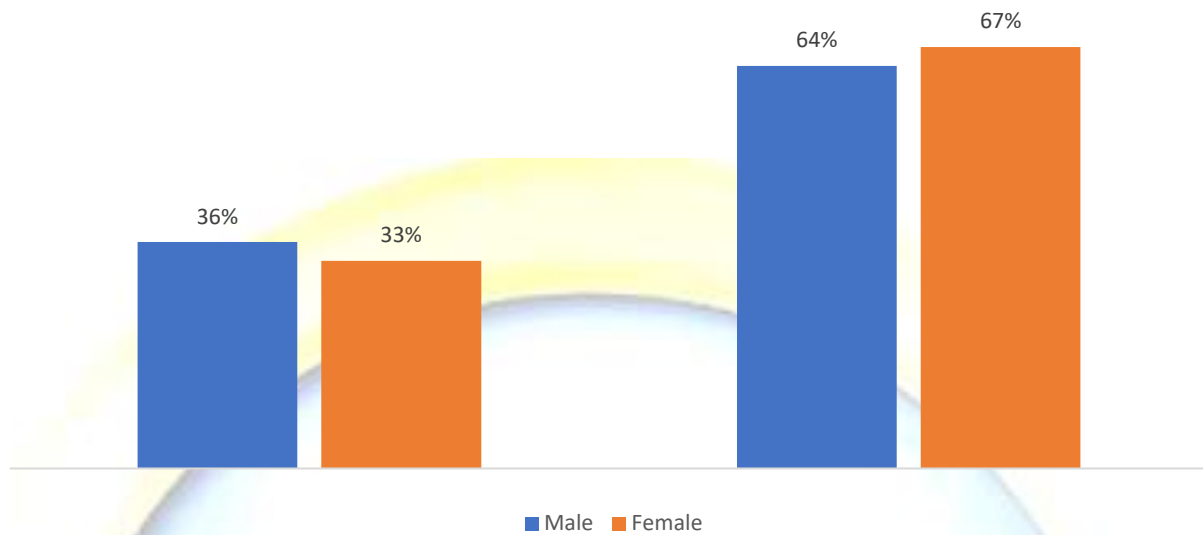
Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Watched TV



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

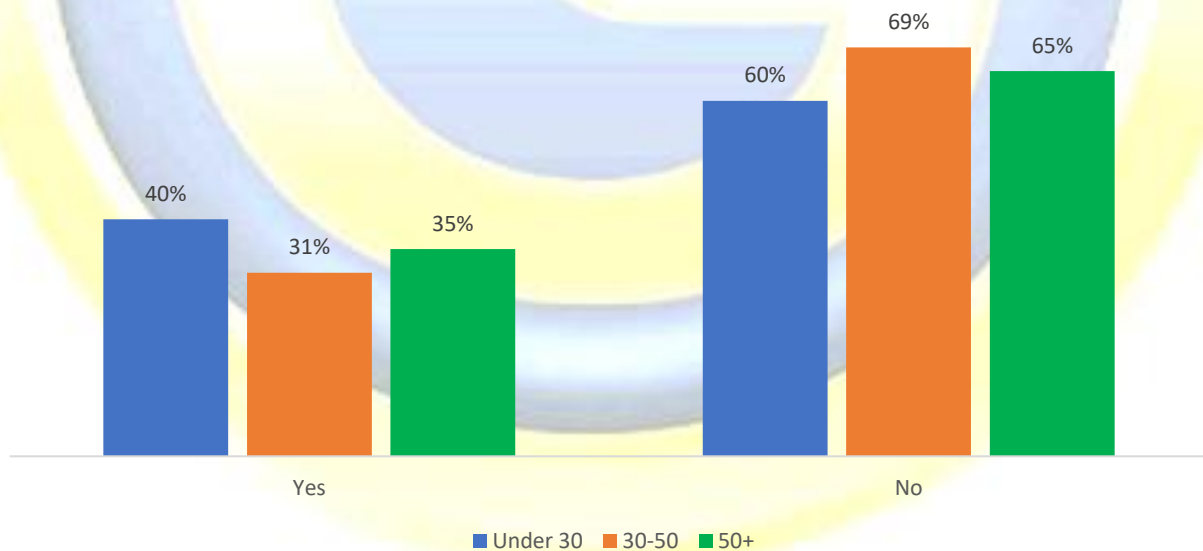
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1024 men and women in urban and rural areas of all four provinces of the country, conducted from 23rd October – 17th November 2024. 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).

Across gender: Men watch more tv than women, with 36% of men tuning in compared to 33% of women.



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

Across Age: While 40% of those under 30 watched TV, only 31% of those aged 30-50 tuned in, and 35% of those aged 50+ watch TV.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Tuesday, 17th December, 2024

(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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)