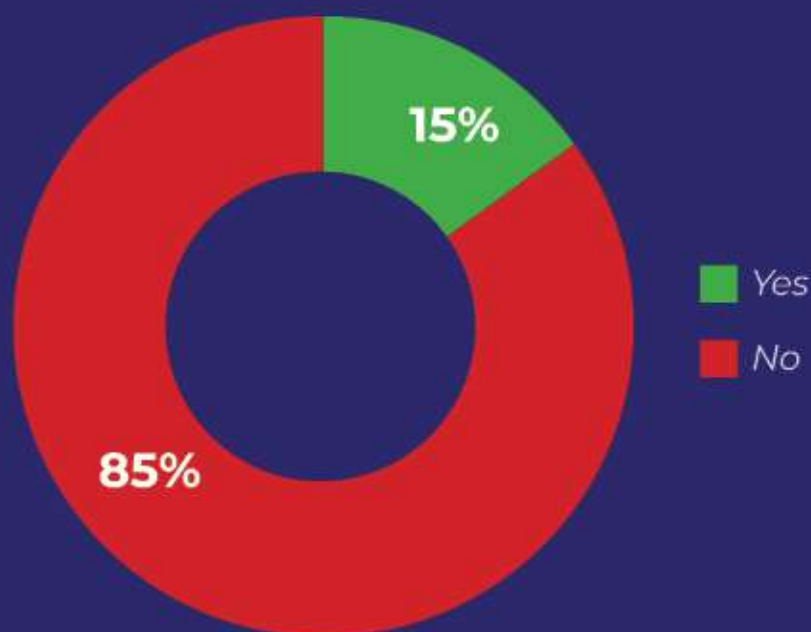


## Only 15% adult Pakistanis claim they watched a talk show last night

men and FA and better education more likely to be talk show viewers



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





**PRESS RELEASE**  
Opinion Poll  
**Media**  
Television

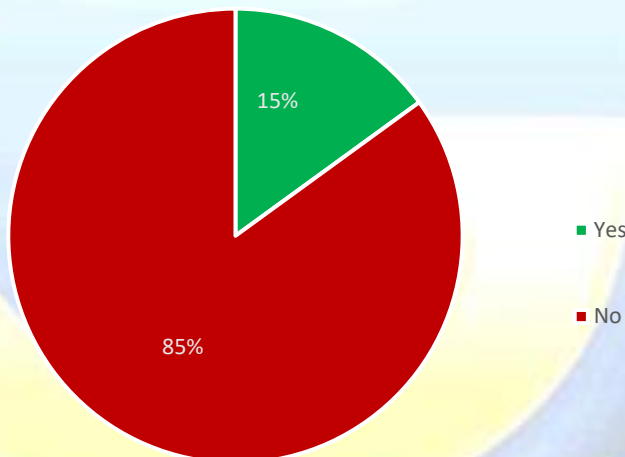
**Only 15% adult Pakistanis claim they watched a talk show last night, men and FA and better education more likely to be talk show viewers: Gallup & Gilani Pakistan**

(Islamabad) 19<sup>th</sup> December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only 15% adult Pakistanis claim they watched a talk show last night, men and FA and better education more likely to be talk show viewers.

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 a talk show with an anchor” In response, 15% said ‘Yes’, 85% said ‘No’.

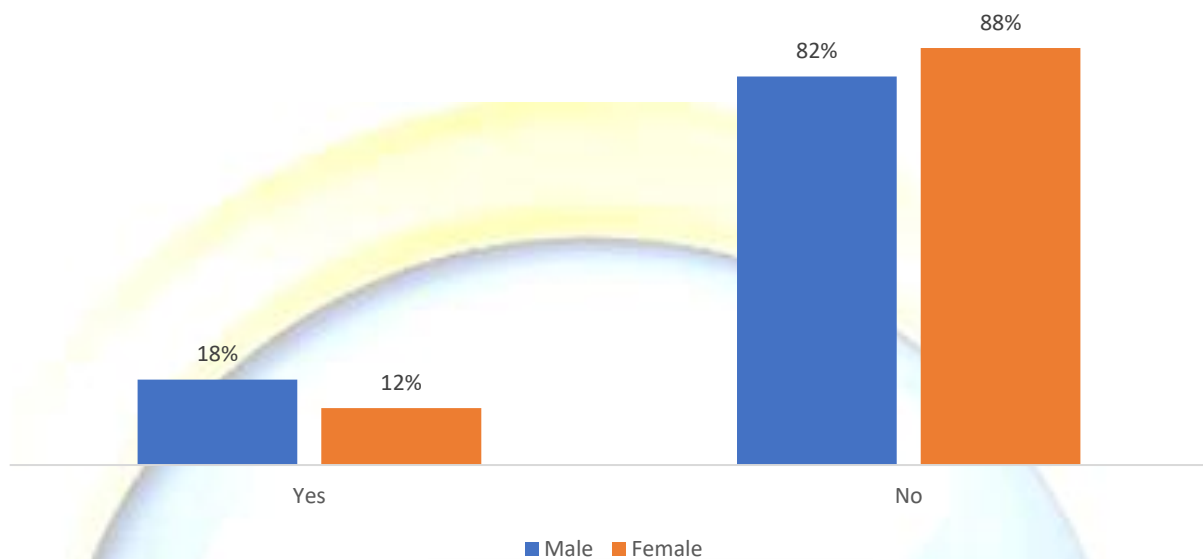
**Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Watched a talk show with an anchor**



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

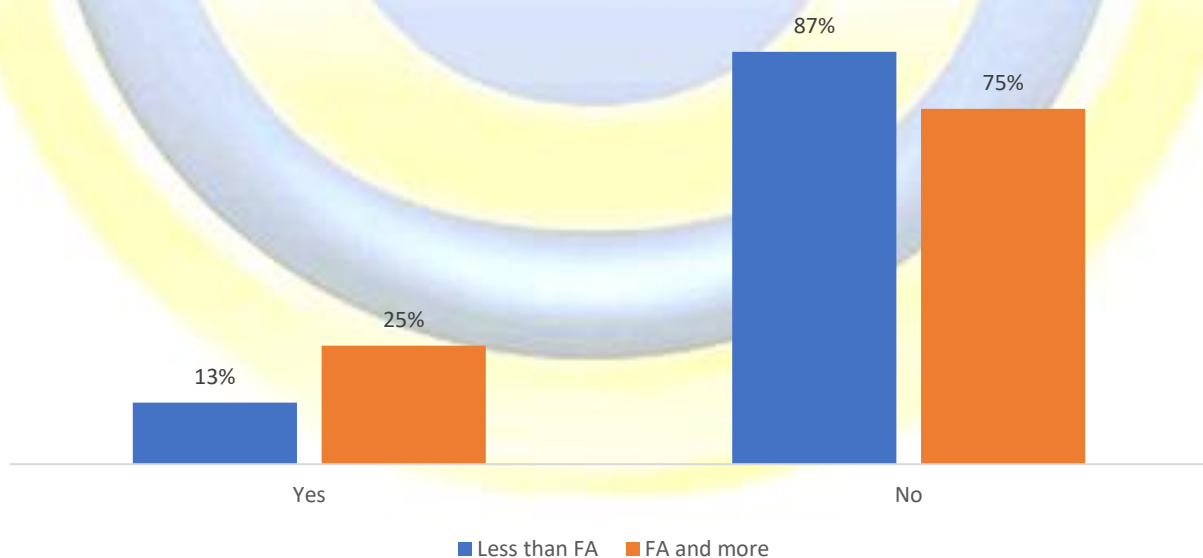
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1024 men and women in urban and rural areas of all four provinces of the country, conducted from 23<sup>rd</sup> October – 17<sup>th</sup> 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 are 6% more likely to watch talk shows as compared to women.



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

**Across education:** Those with 'FA and more' education make up a larger proportion of talk show viewers (25%) compared to those with 'less than FA' education (13%).



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



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



GILANI RESEARCH  
FOUNDATION

**Thursday, 19<sup>th</sup> 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*

***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](http://www.gallup-international.com)



Daily Gilani Poll  
2024



of Gallup Pakistan  
(1980-2024)