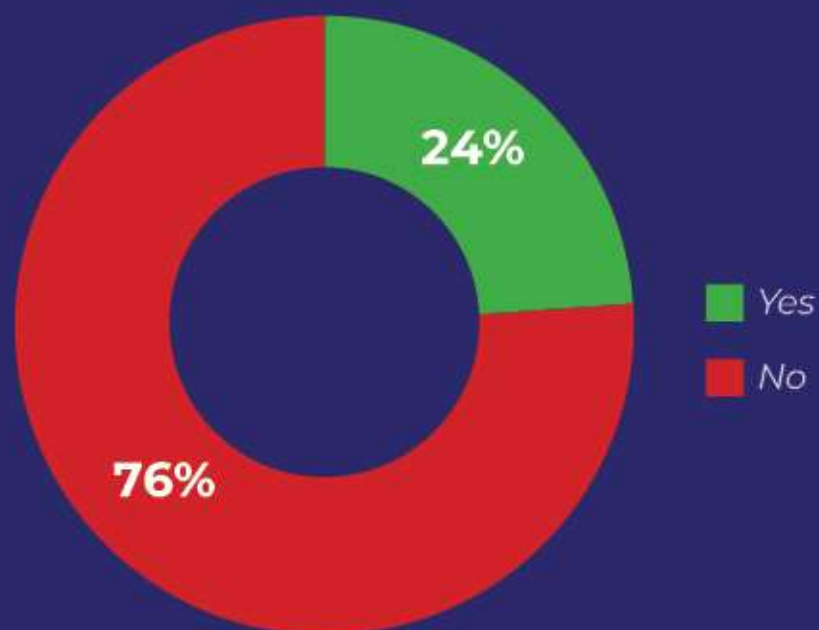


Three quarters (76%) Pakistanis don't watch TV Dramas

rural residents lead the trend at 79%



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





PRESS RELEASE

Opinion Poll

Media

Television

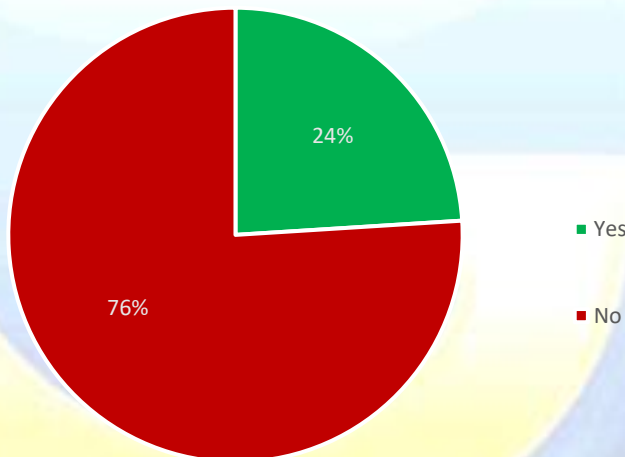
Three quarters (76%) Pakistanis don't watch TV Dramas, rural residents lead the trend at 79%: Gallup & Gilani Pakistan

(Islamabad) 23rd December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, three quarters (76%) Pakistanis don't watch TV Dramas, rural residents lead the trend at 79%.

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 drama on TV" In response, 24% said 'Yes', 76% said 'No'.

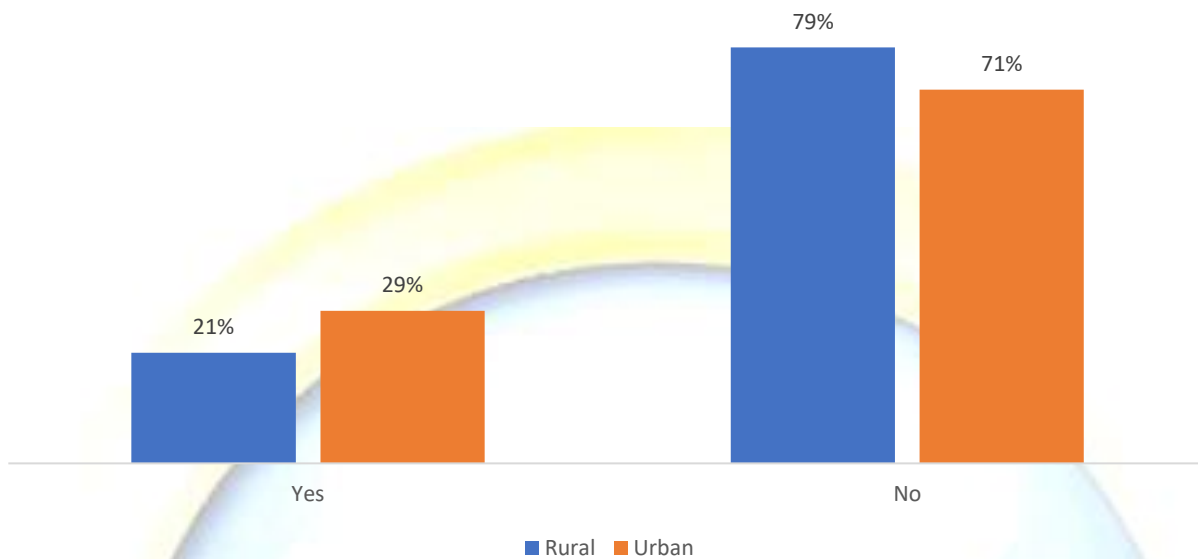
Question: Please tell if you engaged in any of the following yesterday. Even if it was for a short time? - Watched a drama on TV



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 rurality: A larger portion of rural residents (79%) did not watch dramas compared to their urban counterparts (71%).



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

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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)