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Don't know/No response: 1%

Question: Please tell us how often you watch TV or use your mobile phone while eating?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits

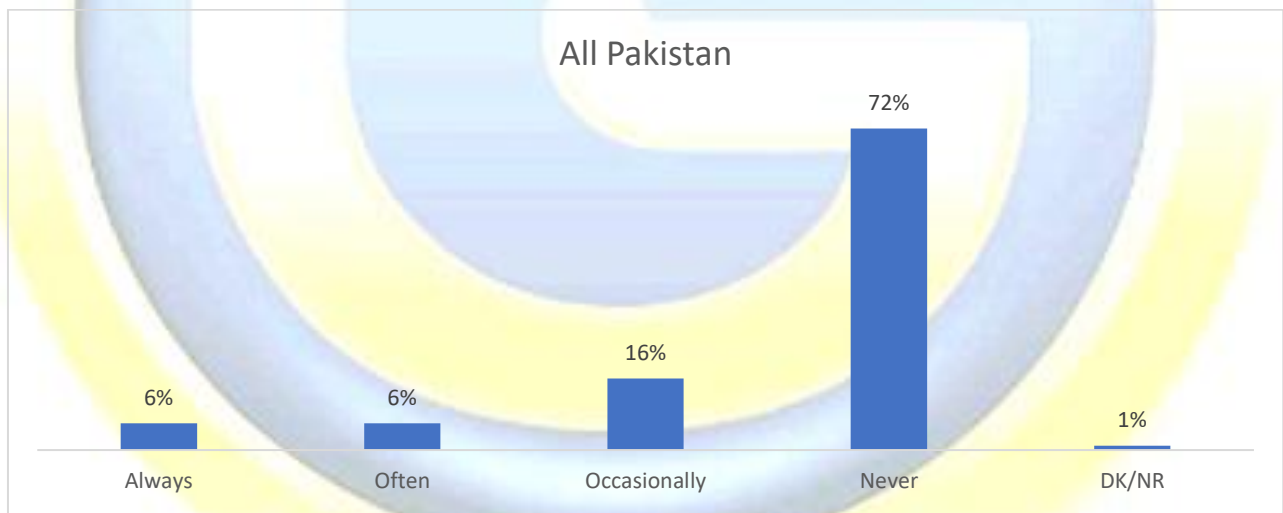
72% of Pakistanis say they never watch TV or use their mobile phone while eating — a habit especially common among rural residents (77%), females (75%) and seniors aged 60 and above (84%). (Gallup & Gilani Survey)

(Islamabad), 20th June 2025

According to a survey conducted by Gallup & Gilani Pakistan, 72% of Pakistanis say they never watch TV or use their mobile phone while eating — a habit especially common among rural residents (77%), females (75%) and seniors aged 60 and above (84%).

A nationally representative sample of adult men and women from across the country was asked the question, ***“Please tell us how often you watch TV or use your mobile phone while eating?”***. In response to this question, 6% said ‘always’, 6% said ‘often’, 16% said ‘occasionally’, 72% said ‘never’, while 1% didn’t know or didn’t respond.

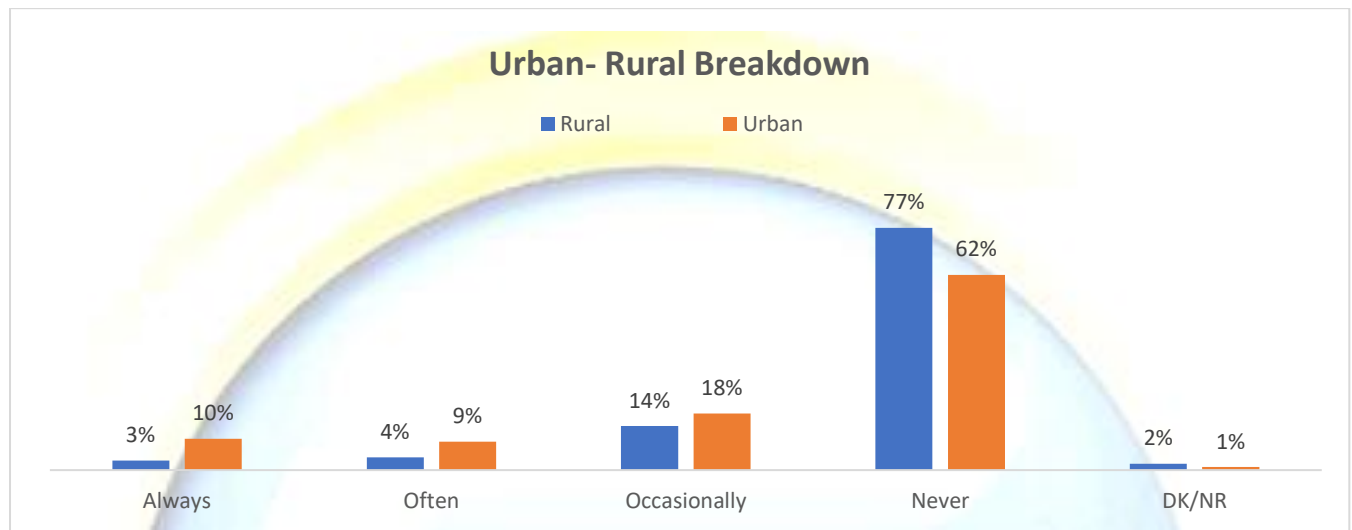
Question: Please tell us how often you watch TV or use your mobile phone while eating?



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

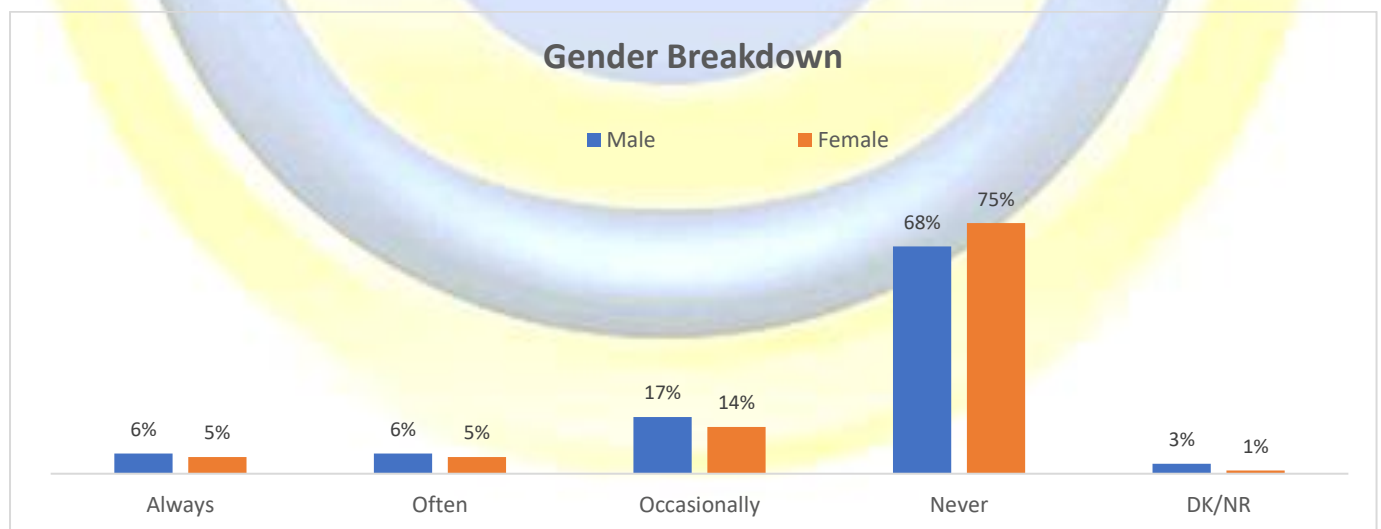
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 724 men and women in urban and rural areas of all four provinces of the country, conducted from 16th April to 30th April 2025. 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).

Urban-Rural Breakdown: The survey data reveals that rural respondents are significantly less likely to use a mobile phone or watch TV while eating, with 77% saying they never do so, compared to 62% in urban areas. In contrast, urban respondents report higher levels of media use during meals, with 10% saying they always engage in such habit compared to just 3% in rural areas.



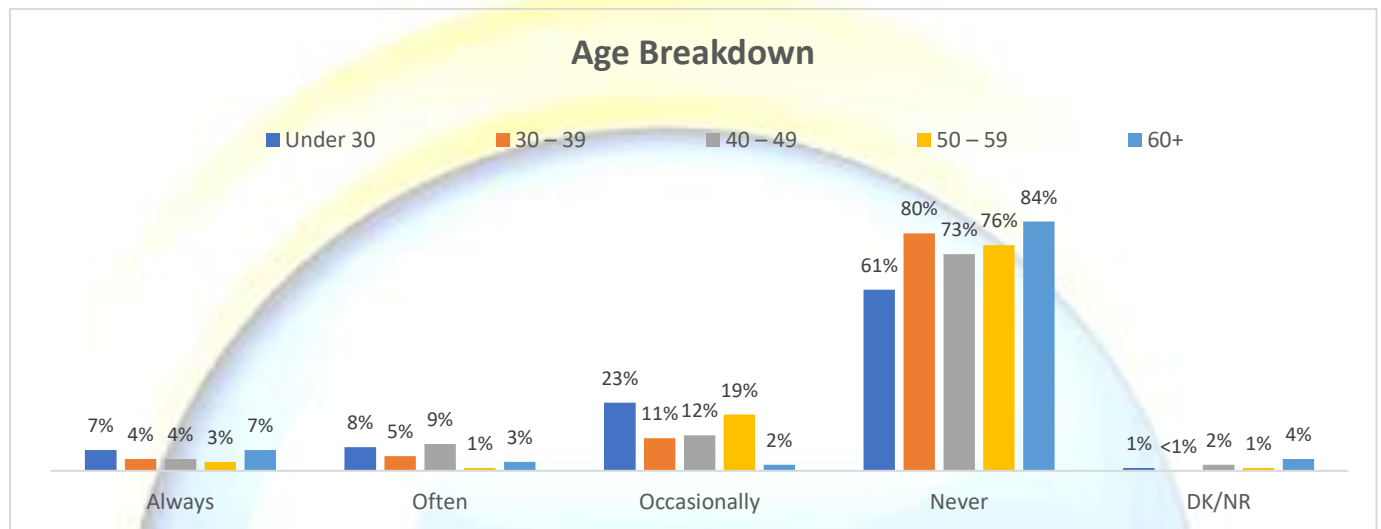
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Gender Breakdown: Females are slightly more likely to avoid screen use during meals, with 75% reporting they never use a mobile phone or watch TV while eating, compared to 68% of males. Conversely, males show slightly higher engagement with media during meals across all frequency levels.



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

Age Breakdown: The age-wise analysis shows that younger respondents (under 30) are significantly more likely to use mobile phones or watch TV while eating, with 38% doing so at least occasionally. In contrast, older age groups, particularly those aged 60 and above, show the highest adherence to distraction-free meals, with 84% saying they never engage in such habit. The trend suggests that screen use during meals decreases with age, reflecting generational differences in digital habits and mealtime values.



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*



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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
2025



of Gallup Pakistan
(1980-2025)