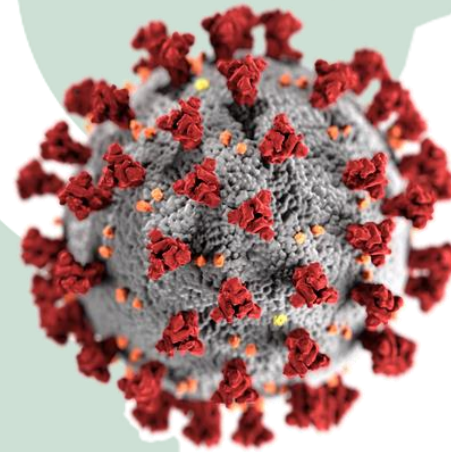


# TV Viewing Habits in Pakistan During **COVID-19**

A Public Perception Survey

COVID-19- Survey Series Wave-II Results

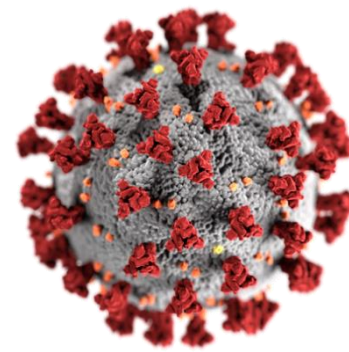
June 08-12, 2020



**Innovative Strategies,**  
**Cutting Edge Technology,**  
**Real Insight**

# About IPOR

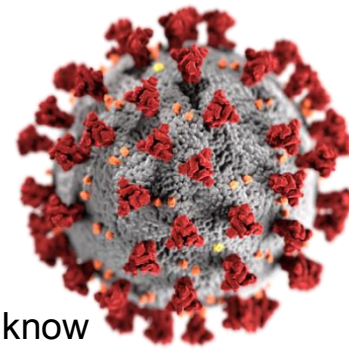
Institute for Public Opinion Research (IPOR) is an independent research institution with ability to gauge public opinion at its best on social issues, democracy and service delivery throughout Pakistan. IPOR is registered under section 32 of companies act, 1984 (XLVII of 1984) with the Security and Exchange Commission of Pakistan (SECP). IPOR also a member of European Society for Opinion and Market Research (ESOMAR). It is globally recognized mark of excellence within and beyond the industry.



The results in this Report do not represent views held by IPOR. The results only represent public opinion, computed on the basis of views expressed by respondents selected through the procedure outlined in the methodology section of this Report. IPOR cannot be held liable to the users of this data. Any part of this publication can be used or cited with a clear reference to IPOR.



# Executive Summary



**Women are watching more TV than men since the lockdown**  
**Turkish dramas are more popular in Pakistan than the Pakistani dramas**

This is IPOR second survey on its COVID-19 survey's series. In this series, IPOR put the question to general public to know what their TV viewing habits are during the COVID-19. IPOR took a national representative panel of 1205 respondents for this survey. Some of the key findings of this survey are as follow;

39% of the Pakistanis reported watching less TV since the lockdown. While 31% of the respondents said they have started watching more, while no change was observed in 18% of total respondents. The gender wise breakdown of the data shows that the women are watching more TV than men since the lockdown.

Majority 48% of the respondents said they watch news frequently, followed by Drama/Movies 34% and another 27% reported Talk Shows.

60% of men prefer watching news channels as compare to women 31%.

51% women are watching Dramas and movies as compare to men 23%.

Province wise breakdown shows that in Khyber Pakhtunkhwa (KP) majority 55% of the respondents spend less time watching TV, whereas in Baluchistan majority 45% reported that there is no change in their TV watching habits. On the other hand, 32% and 48% people are watching less TV in Punjab and Sindh respectively.

59% of people in Baluchistan watch news most frequently whereas 41% of Punjab respondents Watch Dramas/Movies.

Turkish dramas are more popular in Pakistan than the Pakistani dramas as the popularity of "Ertugrul Ghazi" is evident as 27% of the respondents reported they are watching Ertugrul Ghazi these days.

Majority 47% of the respondents support Turkish dramas, followed by 9% opposed the telecast of Turkish Dramas and another 15% neither support nor oppose this.

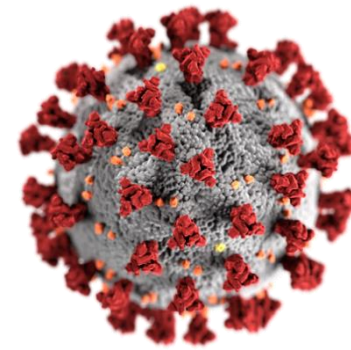
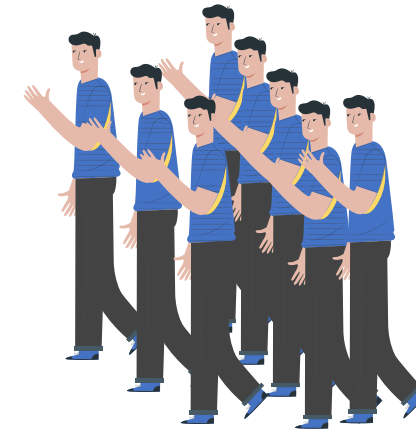
The provincial wise breakdown shows that the Turkish dramas are more popular in Punjab 55% and KP 53%, while they are less popular in Sindh 44% and Baluchistan 43%.

# Survey Methodology

**Period :** Jun 08-12, 2020  
**Eligibility :** Age 18+.  
**Response Rate :** Approximately 59%  
**Margin of Error :**  $\pm 2.83\%$  at 95% for national result.  
**Sample size** = 1205

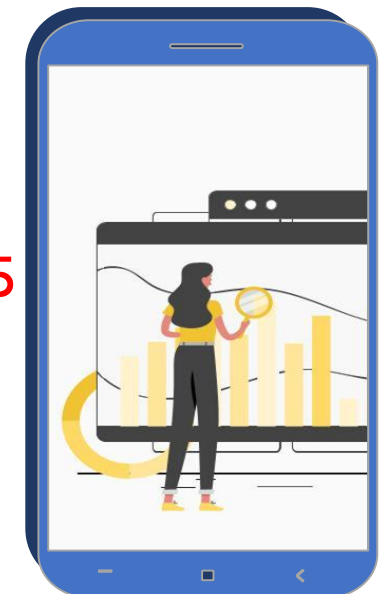
- IPOR has a respondents panel for data collection.
- The survey was conducted through Computer Assisted Telephonic Interviews (**CATI**), from randomly selected panel of respondents based upon proportion to population sample of adult residents in all four provinces of Pakistan.
- The information in this report has been compiled in accordance with international standards for market and social research methodologies.
- Figures in charts and tables may not sum to 100 percent due to rounding error.

***This is the second wave of COVID-19 survey.***



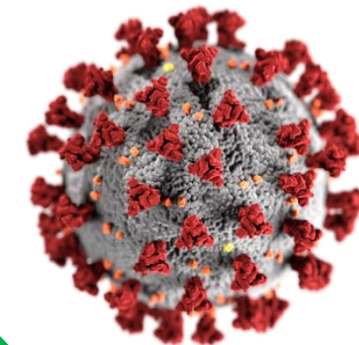
## Computer Assisted Telephonic Interviews(CATI)

**Sample size= 1205**





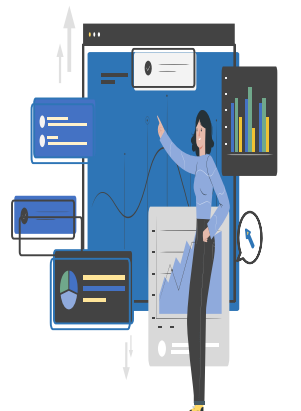
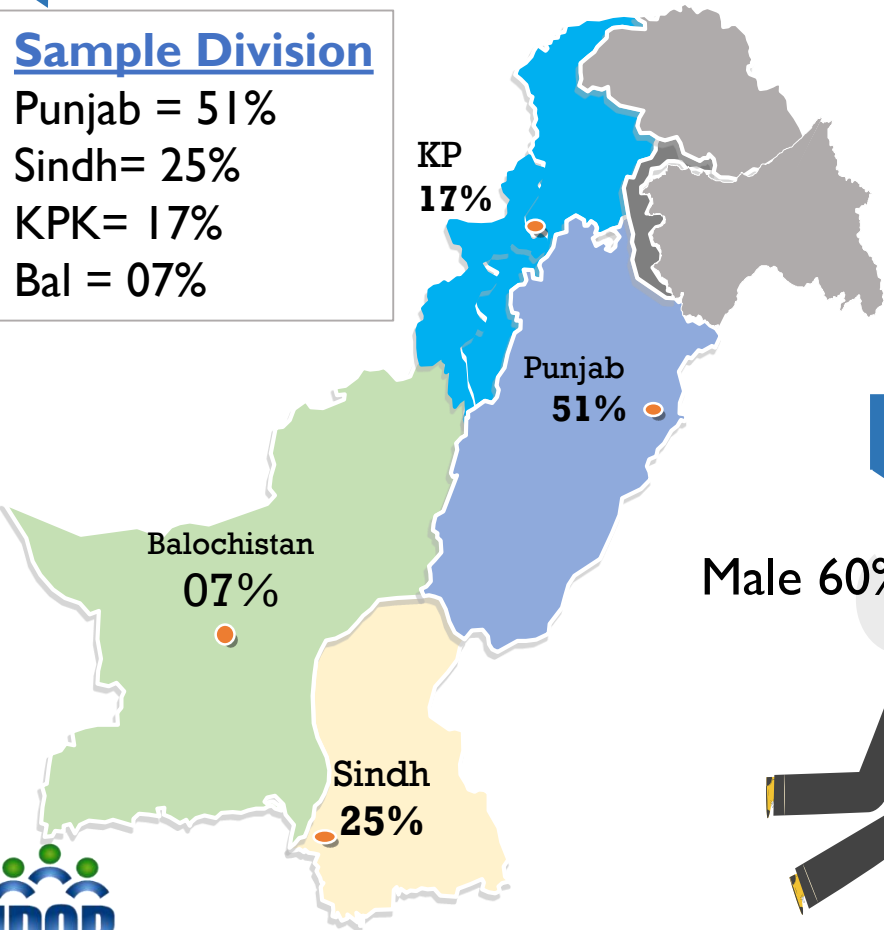
# Survey Demographic



## Province

### Sample Division

Punjab = 51%  
Sindh = 25%  
KPK = 17%  
Bal = 07%



## Age Group

45%

37%

10%

10%



18-25

26-40

41-50

Above 50

## Gender

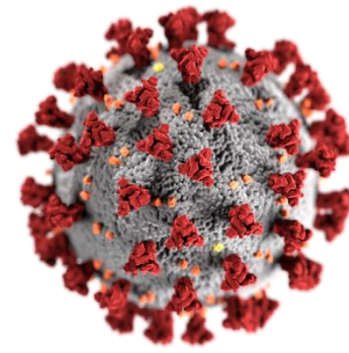
Male 60%

Female 40%



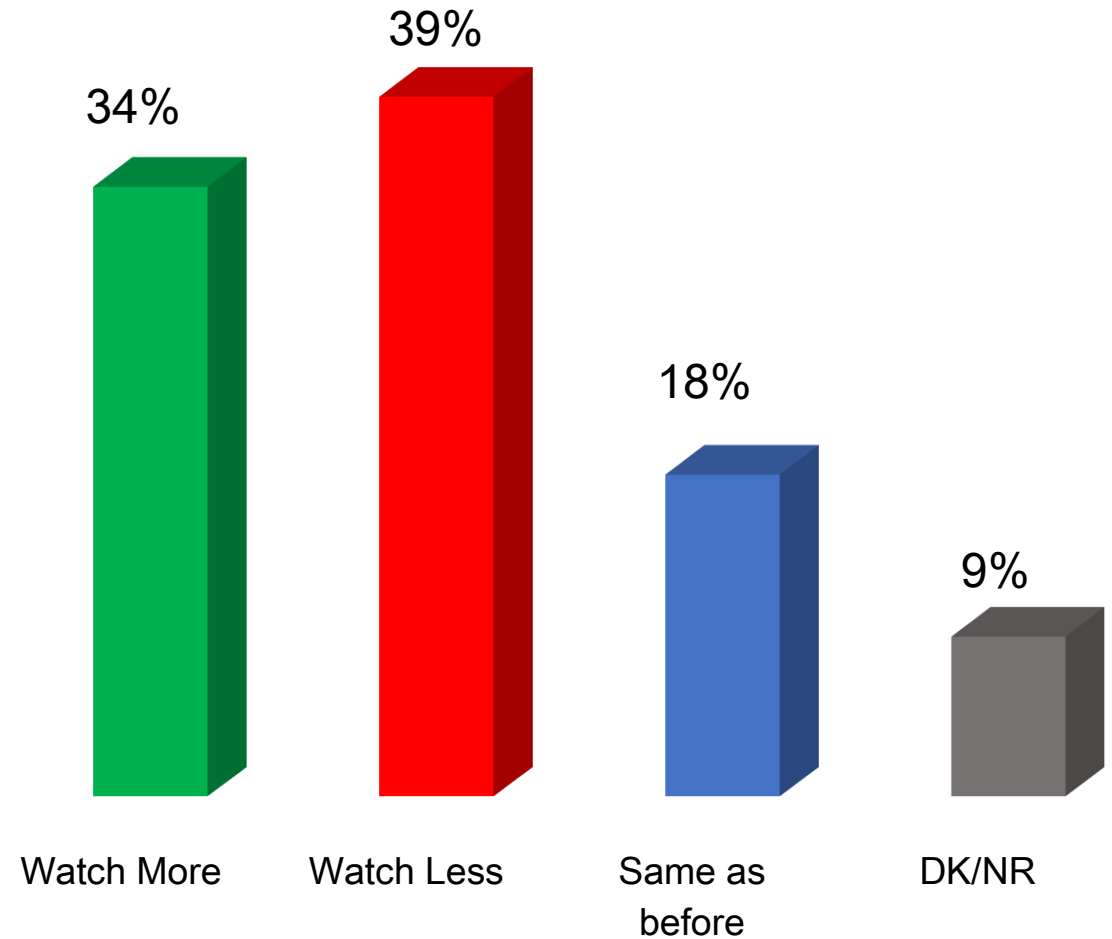
Since the lockdown is imposed due to COVID-19, have you started watching television more, less or same as before?

(Slide 1/3)



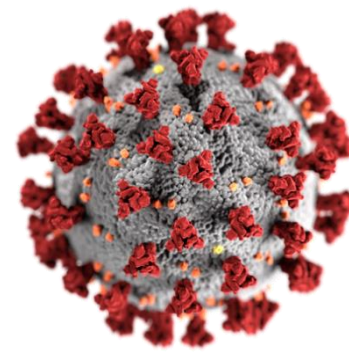
39% of the Pakistanis reported watching less TV since the lockdown. While 31% of the Pakistanis have started watching more and no change was observed in 18% of total respondents.

All Respondents

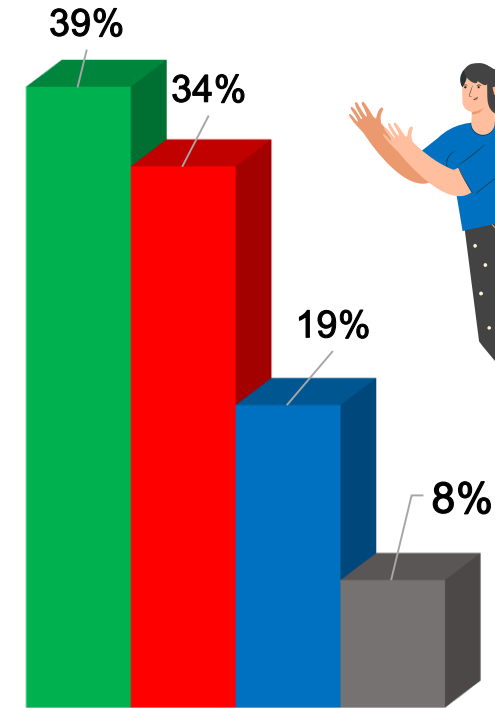
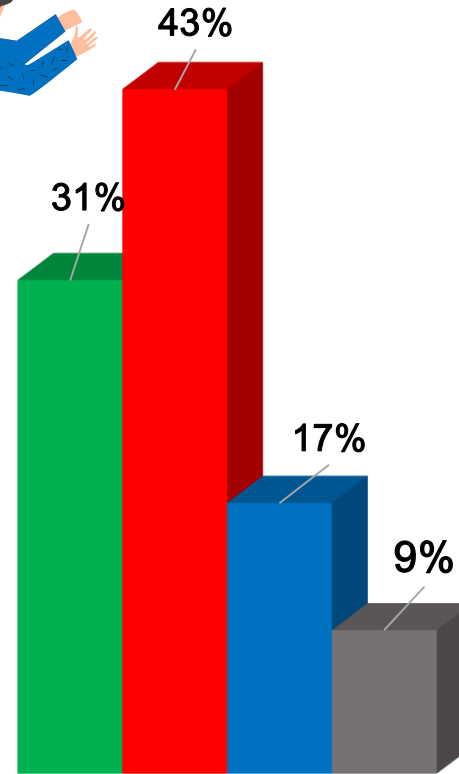


Since the lockdown is imposed due to COVID-19, have you started watching television more, less or same as before?

(Slide 2/3)



By Gender



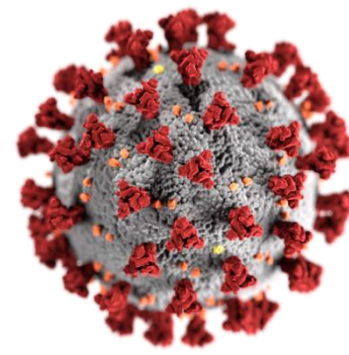
Male

Female

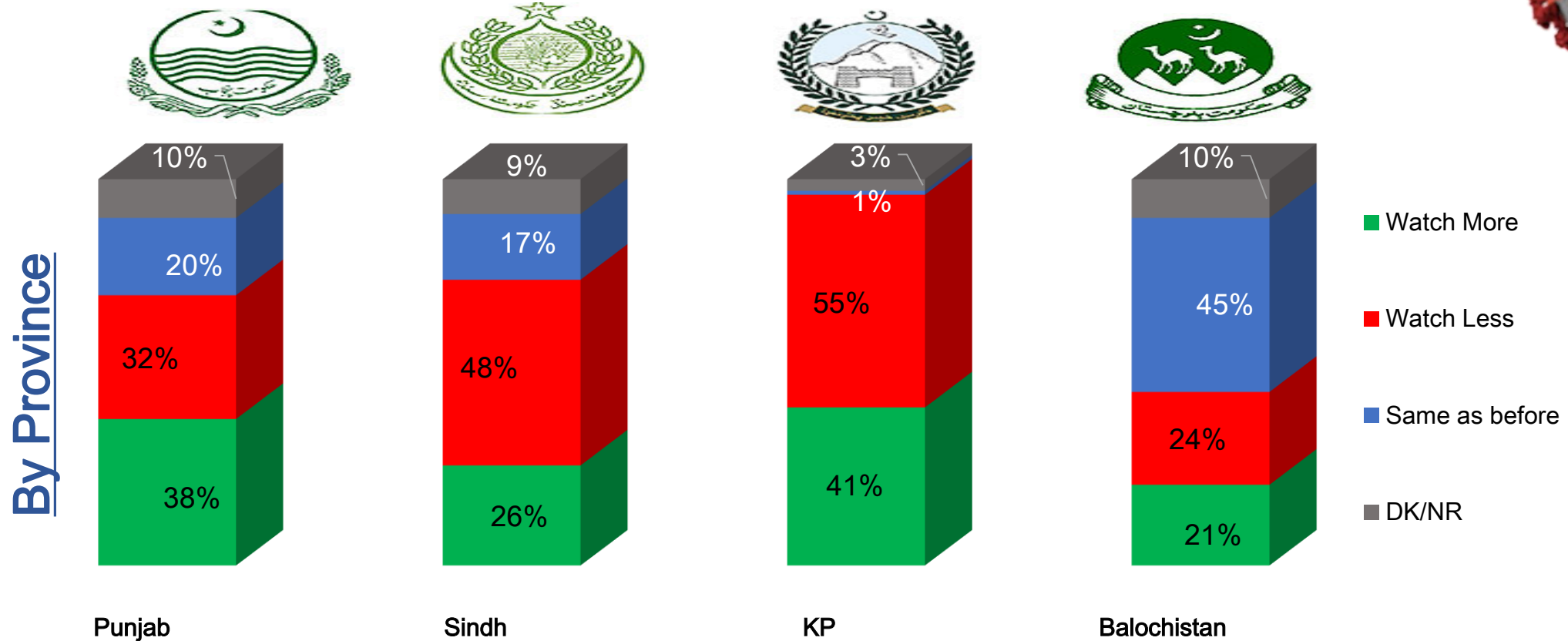
■ Watch More ■ Watch Less ■ Same as before ■ DK/NR

The graph represents inclination of women towards watching TV as compare to men since the lockdown.

# Since the lockdown is imposed due to COVID-19, have you started watching television more, less or same as before?



(Slide 3/3)

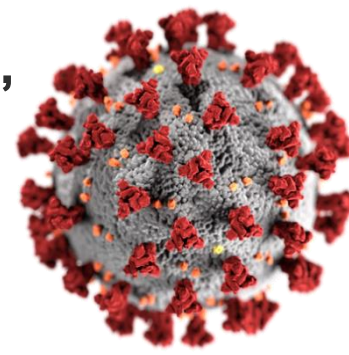


Since the lockdown, in Khyber Pakhtunkhwa (KP) majority **55%** of the respondents spend less time watching TV , whereas in Balochistan majority **45%** reported that there is no change in their TV watching habits.

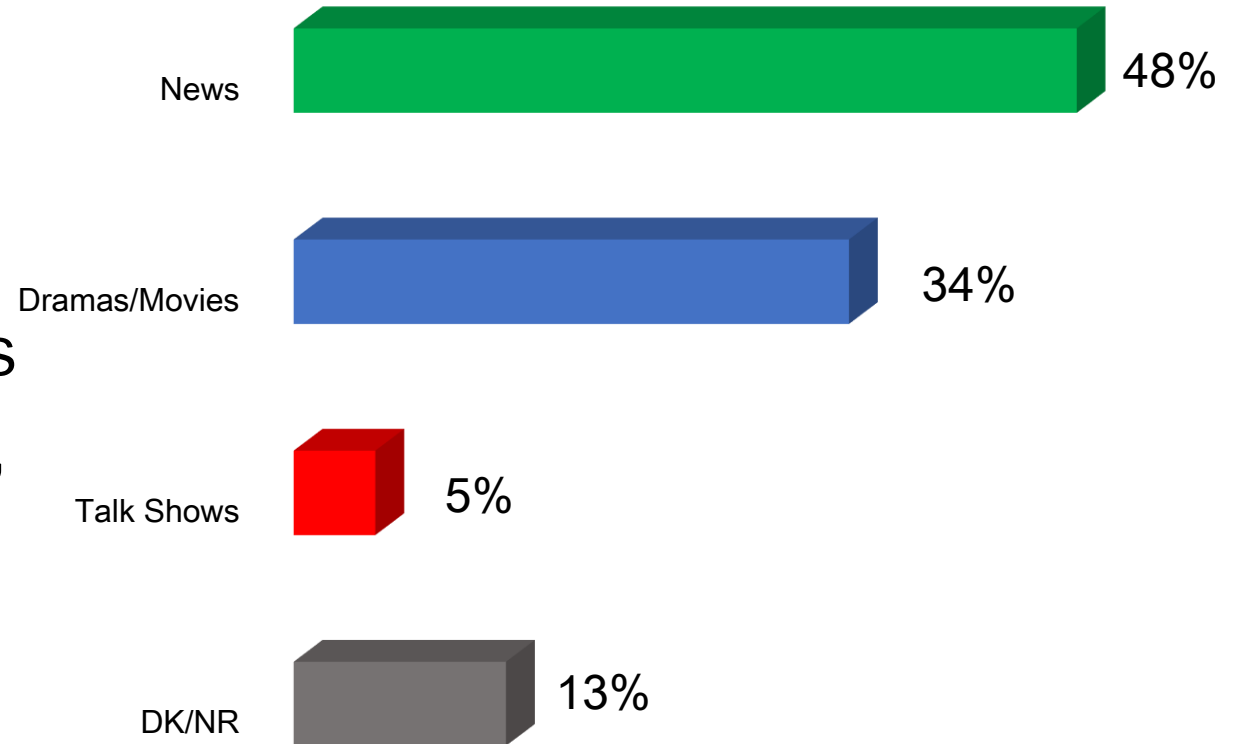


If you watch television than which program do you watch frequently? News, Dramas/Movies or Talk Shows.

(Slide 1/3)



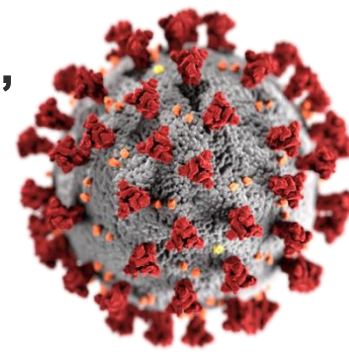
All  
Respondents



Majority **48%** of the respondents said they watch news frequently, followed by Drama/Movies **34%** and another **27%** reported Talk Shows.

If you watch television than which program do you watch frequently? News, Dramas/Movies or Talk Shows.

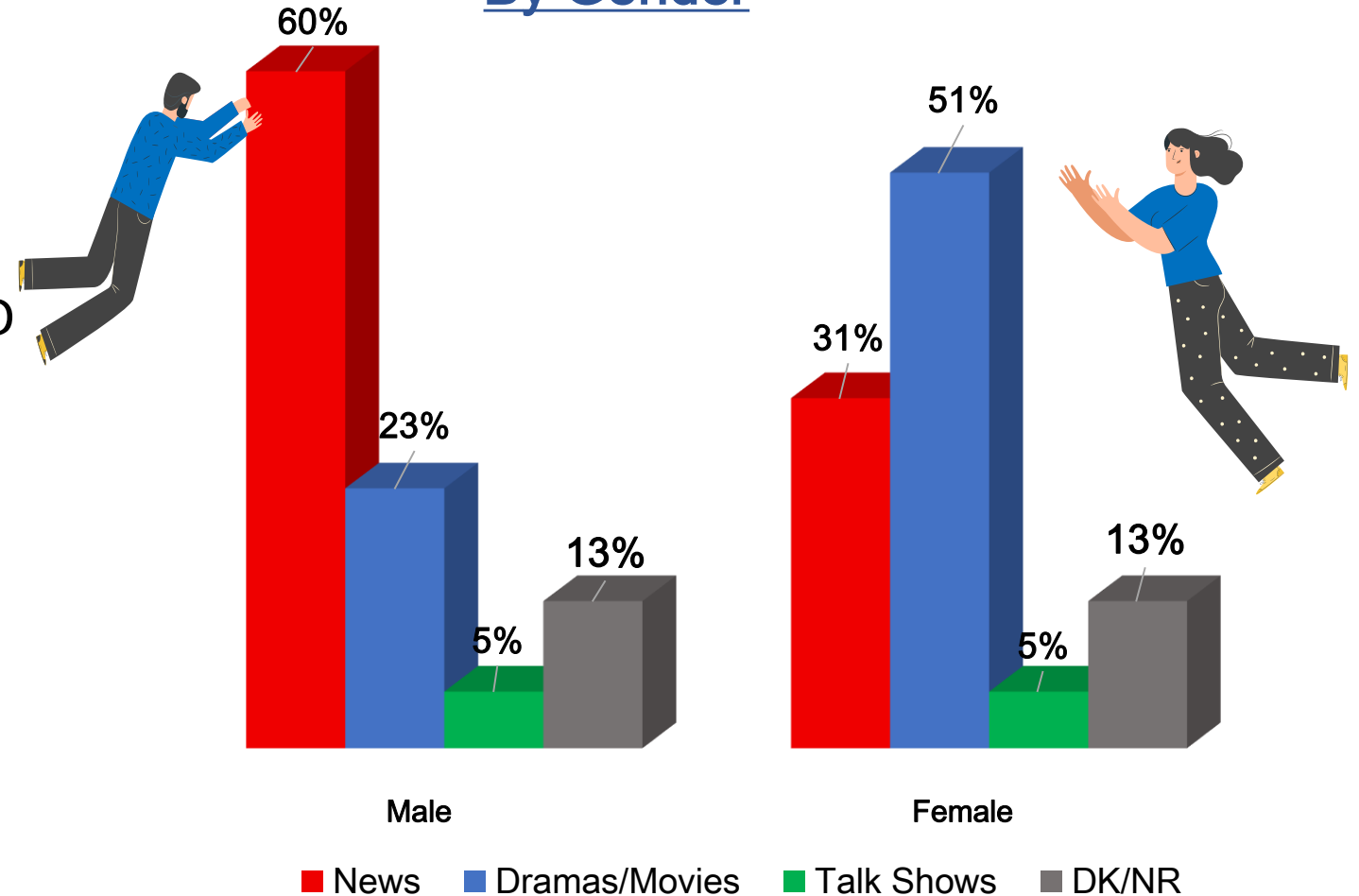
(Slide 2/3)



60% of men prefer watching news channels as compare to women 31%.

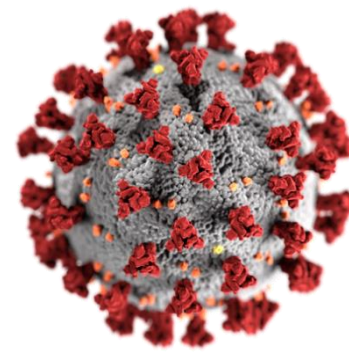
Women of Pakistan 51% are prone towards watching Dramas and movies as compare to men 23%.

By Gender

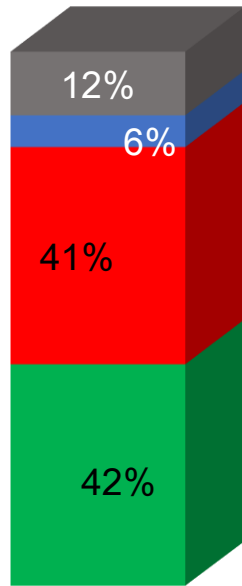


# If you watch television than which program do you watch frequently? News, Dramas/Movies or Talk Shows.

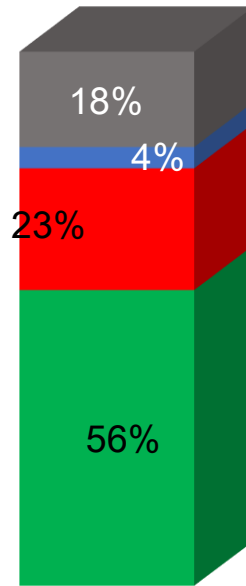
(Slide 3/3)



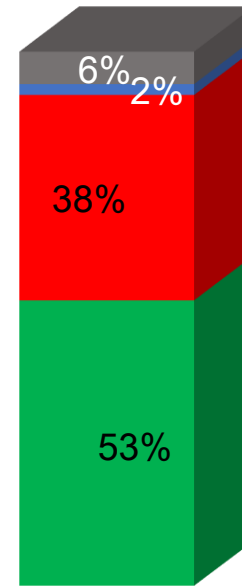
By Province



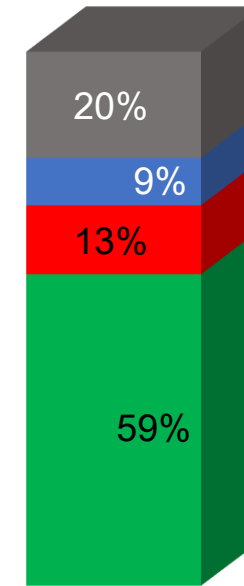
Punjab



Sindh



KP



Balochistan

■ News

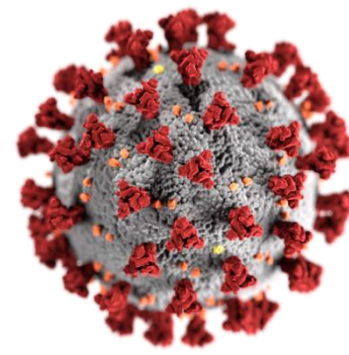
■ Dramas/Movies

■ Talk Shows

■ DK/NR

59% of people in Balochistan watch news most frequently whereas 41% of Punjab respondents Watch Dramas/Movies.

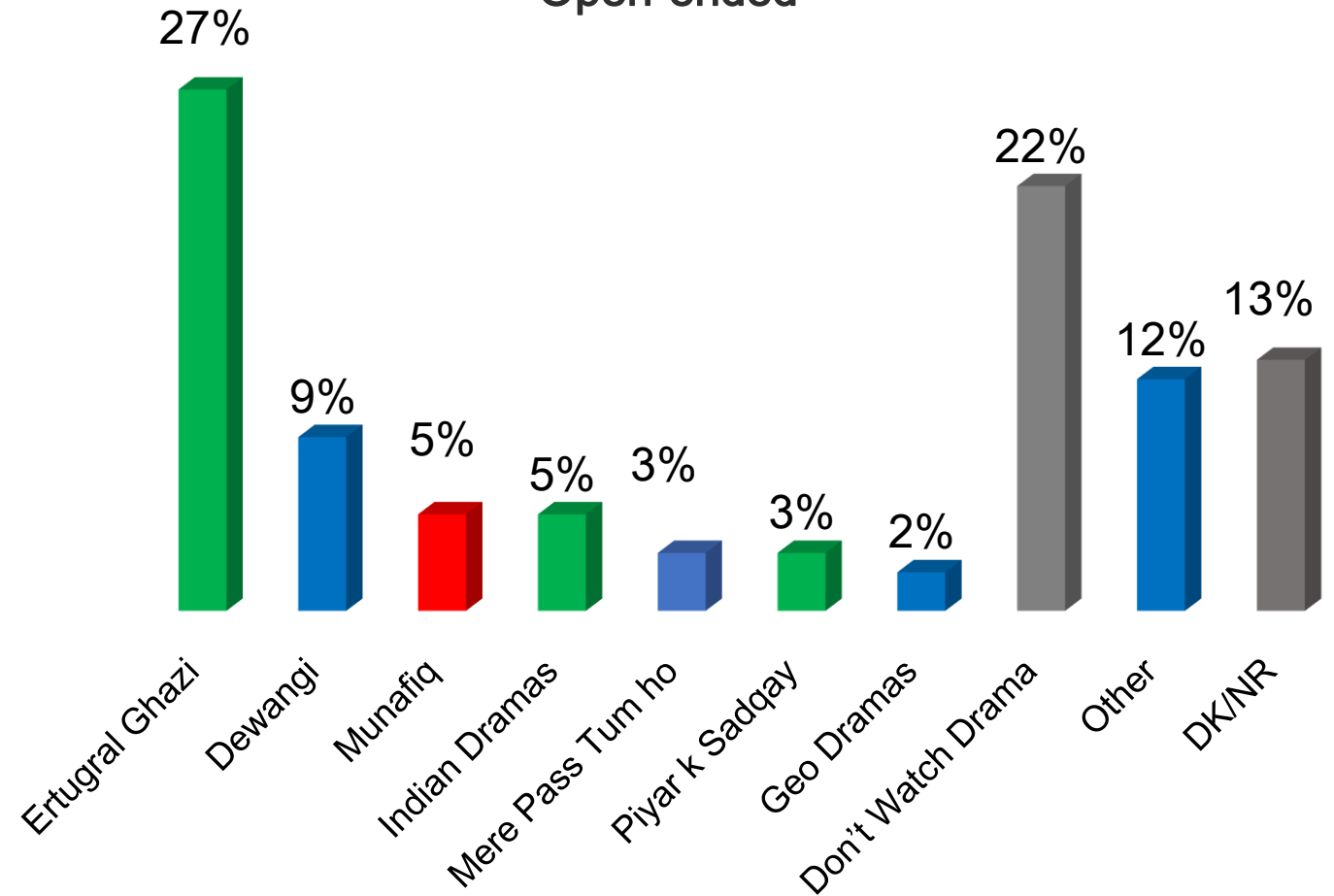
If you do watch Dramas/Movies, than which Drama/series are you watching these days?



The popularity of Ertugul is evident as **27%** of the respondents reported they are watching **Ertugral Ghazi** these days.

All Respondents  
(Tracking Major Responses only)

Open-ended

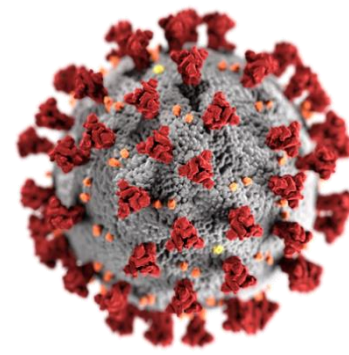




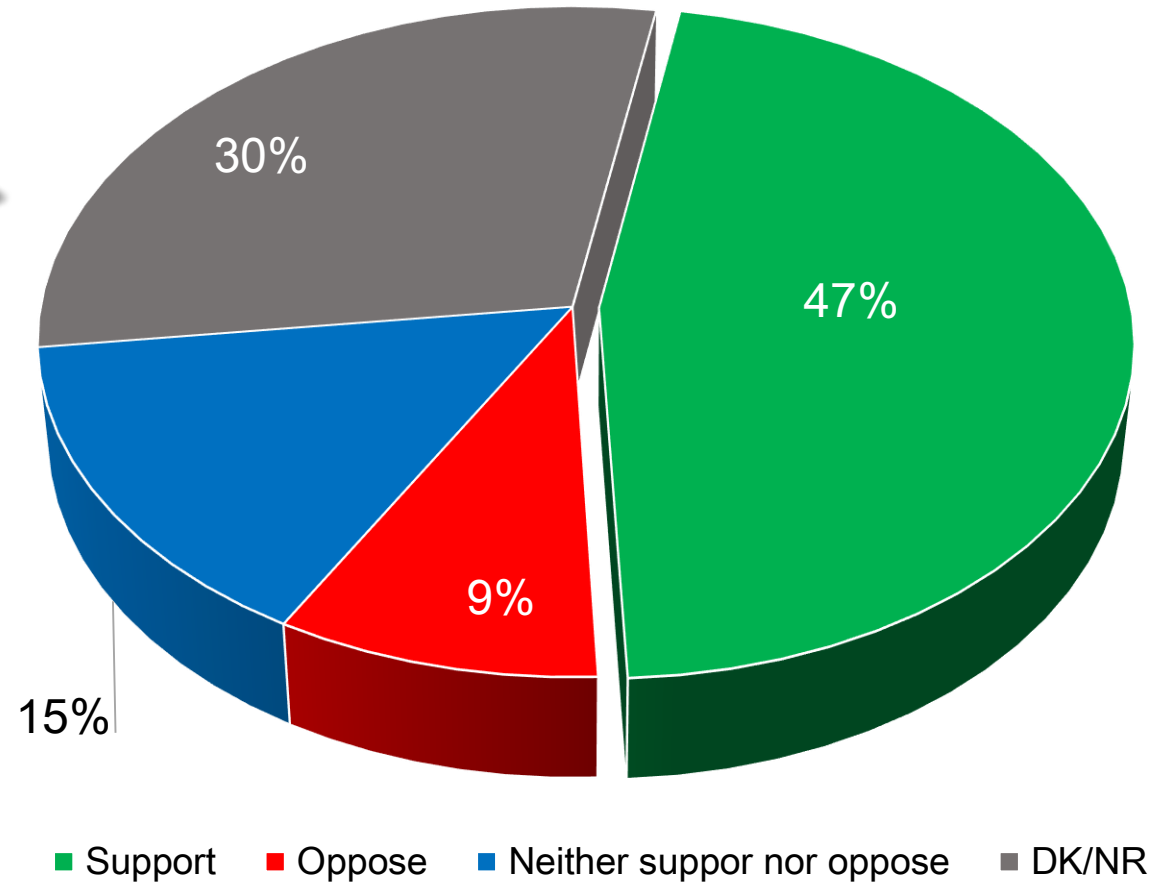
These days Urdu dubbed Turkish dramas are being telecast, do you support, oppose or neither support nor oppose this?

(Slide 1/2)

All Respondents



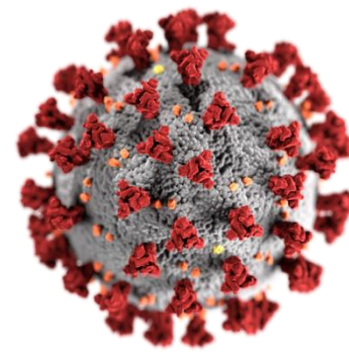
Majority **47%** of the respondents support Turkish dramas, followed by **9%** opposed the telecast of Turkish Dramas and another **15%** neither support nor oppose this.



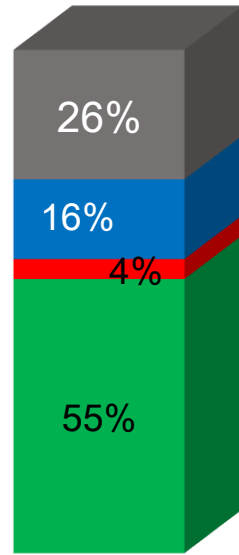


# These days Urdu dubbed Turkish dramas are being telecast, do you?

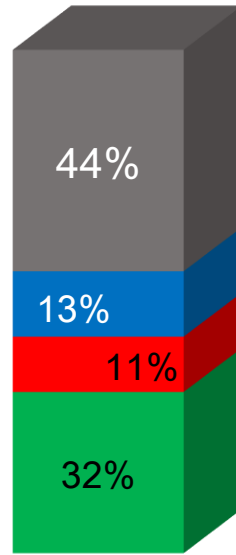
(Slide 2/2)



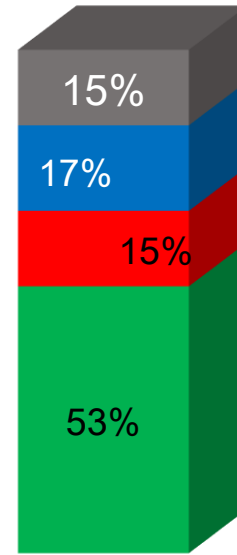
By Province



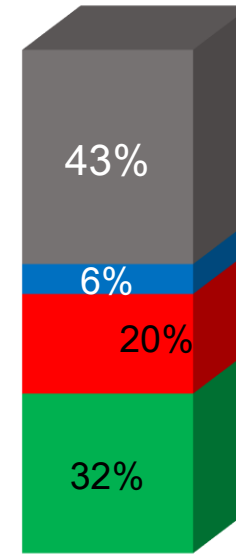
Punjab



Sindh



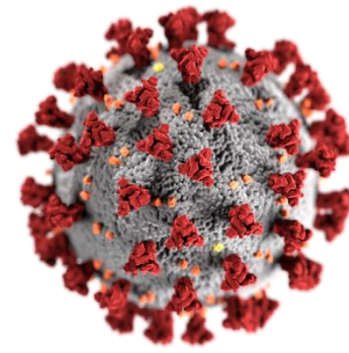
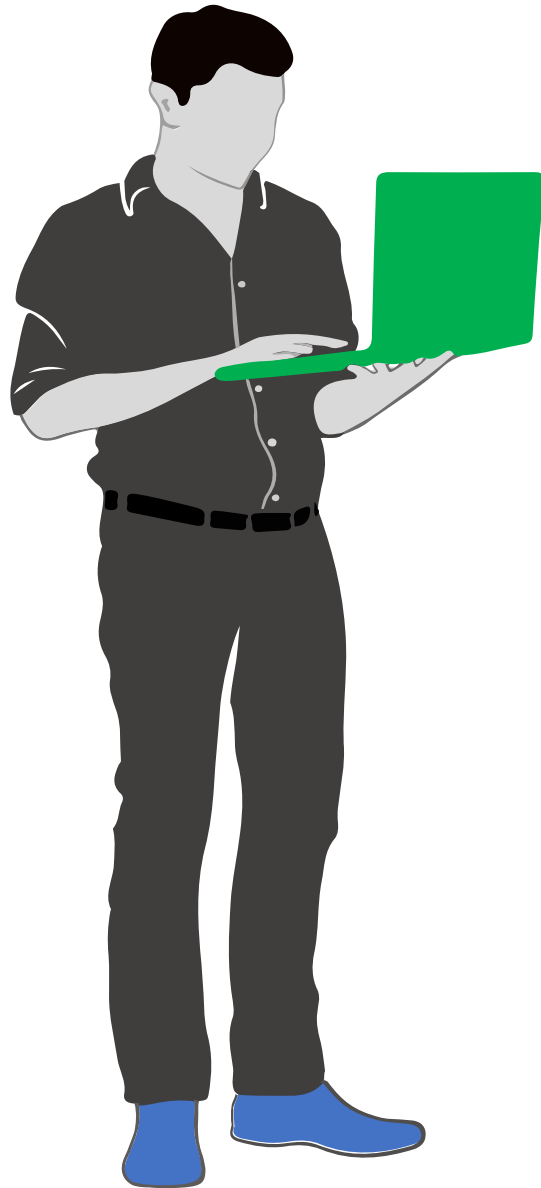
KP



Balochistan

■ Support ■ Oppose ■ Neither support nor oppose ■ DK/NR

Support for the Turkish drama is more in Punjab 55% and KP 53%. While Turkish Dramas are less popular in Sindh 44% and Balochistan 43%.



Thank you!

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