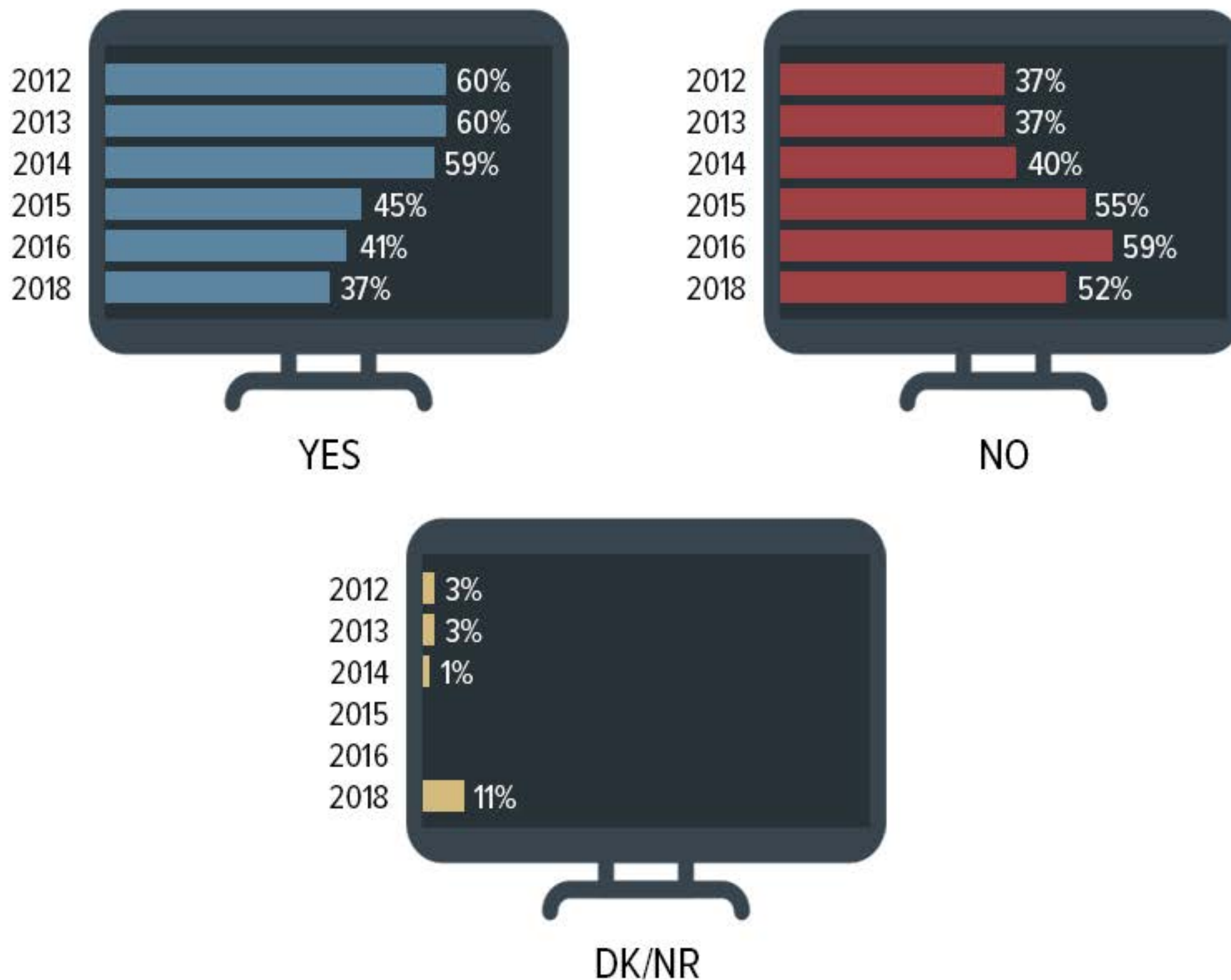


TV VIEWERSHIP OF SPECIAL MUHARRAM SHOWS ON A DECLINE SINCE 2012, 23% LESS PAKISTANIS CLAIM THAT THEY WATCHED PROGRAMS RELATED TO ASHURA, 15% RISE IN THOSE WHO CLAIM THEY DID NOT WATCH THEM.

Did you have the opportunity to watch programs about Ashura on TV?





Public Opinion in Pakistan in the Year 2012

RELIGION Muharram

TV viewership of special Muharram shows on a decline since 2012, 23% less Pakistanis claim that they watched programs related to Ashura, 15% rise in those who claim they did not watch them.

Islamabad, November 08, 2018

According to a Gallup & Gilani Pakistan National Survey conducted in the year 2012 (06 years ago) respondents were asked, “Did you have the opportunity to watch programs about Ashura on TV?” In response to this question, 60% said yes, 37% said no while 3% did not know or respond to the question..

Comparative Picture: The question was asked again in 2018 to enable a concrete comparison. In 2018, 37% said yes, 52% said no while 11% did not know or respond to the question.

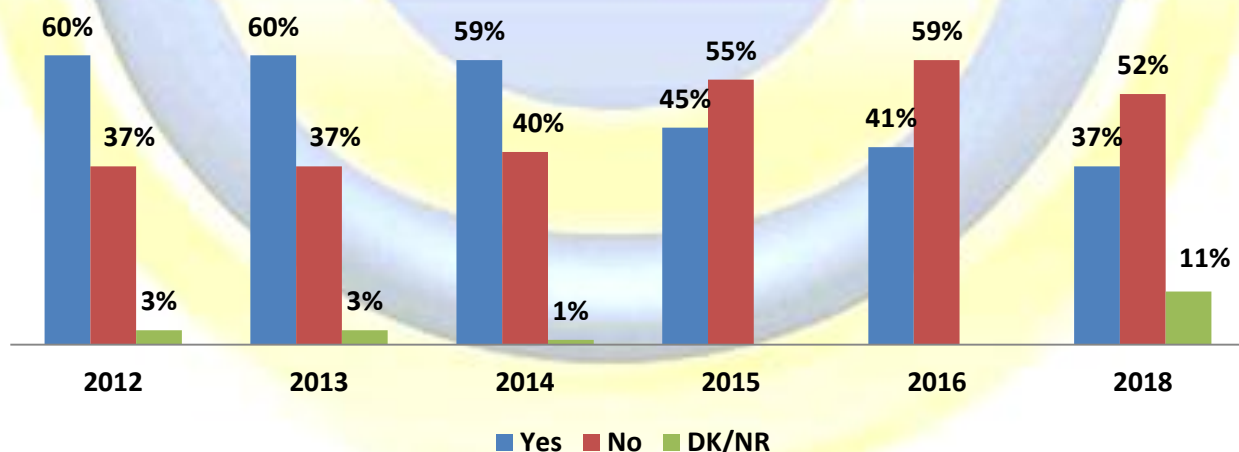
The findings are available since 2012 periodically and the graph below shows how the figures have fluctuated over the years.

According to public opinion, there has been a 23% decline in the proportion of Pakistanis who claim that they watched programs about Ashura while 15% rise can be observed in those who claim that they did not watch special programs on Ashura.

Gallup Pakistan Media Research Team adds “This phenomenon is explained by declining popularity of television viewing in Pakistan. TV is slowly but surely being replaced with social media as the source of information and entertainment. Over the past 5 years Gallup Pakistan has seen nearly a 100% rise in the proportion of Pakistanis claiming to use internet.”

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Did you have the opportunity to watch programs about Ashura on TV?”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.

The Pakistani Affiliate of Gallup International



Thursday, November 07, 2018

(3 Pages including this)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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,

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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*

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of Gallup Pakistan
(1980-2018)