

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **EVENING ACTIVITIES**

Survey Dates: 22nd & 23rd March 2009
Results released on: April 23, 2009

Conducted in Pakistan by



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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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Most Pakistanis Like to Stay at Home in the Evenings: GILANI POLL / GALLUP PAKISTAN

Islamabad, April 23, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, most Pakistanis like to relax in the evenings by staying home while others like to watch television/listen to music, visit friends, do another job for extra income and etc.

When the respondents were asked “*What do you usually like doing in the evenings?*” majority of the respondents said they like to stay home (45%), 33% like to watch television or listen to music, and 15% of the respondents stated they like to visit friends. Four percent (4%) of the respondents said they spend their evenings by doing another job for extra income. The remaining respondents said they like to do something other than the options mentioned above, in the evenings.*

The data revealed that proportionately more men like to visit friends, do another job, and watch television/listen to music while among women most of them like to stay home in the evenings. Interestingly among younger people (under 30) most of them like to stay home and watch television or listen to music. This might suggest the absence of outdoor possibilities due to lack of resources and uncongenial environment for both young men and women.

“What do you usually like doing in the evenings?”

Stay at Home	45%
Watch TV/listen to Music	33%
Visit Friends	15%
Do another job for income	4%
Other	2%

Source: Gilani Poll conducted by Gallup Pakistan,

the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2736 men and women in rural and urban areas of all four provinces of the country during March 22-23, 2009. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Commentary

** Understandably most people perhaps relax as well as watch television and not everyone visits friends' everyday. But these responses reflect their preferences and possibly their general behavior.*

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on Lifestyle related and other issues see website www.gallup.com.pk

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