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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON
POPULAR COMPERES OF TV PROGRAMMES

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POPULAR COMPERES OF TV PROGRAMMES: Gallup Survey

Islamabad, January 26, 2001

According to a recent Gallup survey, the most popular comperes of TV programmes are Moeen Akhtar, Tariq Aziz, Naeem Bokhari, Omar Sharif and Anwar Maqsood. Survey results indicate that popularity of Moeen Akhtar is consistently high among all age groups, whereas Tariq Aziz owes his popularity to the relatively older viewers.

An interesting aspect of the survey is that there are noticeable differences in the choices of men and women. The popularity of Naeem Bokhari was higher among female viewers compared to male viewers, whereas Anwar Maqsood scored higher among male viewers compared to female viewers. The popularity rating of Omar Sharif is roughly the same among men and women.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 1500 statistically selected men and women in the urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The complete text of this report can also be seen on the internet at: www.gallup.com.pk.