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GALLUP PAKISTAN POLL FINDINGS ON

**MAJORITY OF URBAN HOMES HAVE SHIFTED FROM BULBS
TO TUBE LIGHTS DURING THE LAST DECADE**

Results released on: October 6, 2000



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MAJORITY OF URBAN HOMES HAVE SHIFTED FROM BULBS TO TUBE LIGHTS DURING THE LAST DECADE - October 6, 2000

According to a recent survey by Gallup Pakistan the use of "tube lights" has increasingly become the principal source of lighting in urban Pakistan. Presently 67% of all urban households said that they mainly use tube light for lighting at home, 26% said they mainly used "bulbs" whereas 7% that they used tube lights and bulbs somewhat equally. In a Gallup survey carried out some thirteen years ago in 1987, the situation was quite the reverse. At that time 64% of the urban homes used bulbs for lighting, only 28% used tube lights and 8% said they used them equally. Marketing research experts at Gallup are analyzing the reasons for switching over from bulbs to tube lights. The fact that energy has become more expensive during this period and tube lights save on energy is possibly a major cause. Experts are also studying the lighting pattern in the rural areas. They have pointed out that more than 60% of rural households now have access to electricity and hence a study of their lighting pattern has become very important.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of around 2000 men and women in the Urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk