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GALLUP PAKISTAN POLL FINDINGS ON

GALLUP SURVEY ON TV STARS

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H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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GALLUP SURVEY ON TV STARS

According to a recent Gallup poll the most popular PTV artists are Asif Raza Mir, Abid Ali, Shakeel, Qavi and Behroze Sabzwari. Among women artists the most popular are Shahnaz Sheikh, Marina Khan, Uzma Gilani and Roohi Bano.

The survey was conducted by Gallup Pakistani in the TV viewing households in nearly 200 cities, towns and villages all over the country. The sample included people from all regional income education and age backgrounds and represented a scientific cross-section of the entire population. The findings of the Gallup survey were computer processed to analyse the pattern of responses among different sections of the population. The survey showed sharp differences in the choices of men and woman viewers. Asif Raza is the uncontested choice among woman viewers, but does not do particularly well among men viewers who show preference for Abid Ali. Similarly Qavi is considerably more popular among men audiences than women while Behroze Sabzwari does better among women.