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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

TV Stars Rating

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RATING FOR THE POPULAR TV STARS - October 29, 1999

According to a recent Gallup Survey, the most popular male TV artists are Hamayun Saeed, Shabir Jan, Noman Ejaz and Abid Ali. Among women artists the most popular are Saadia Imam, Nadia Khan, Maria Wasti, Saira Khan and Rubina Ashraf. These findings have emerged from a national urban survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted among more than 1000 statistically selected men and women of different income, education and age backgrounds spread all over the four provinces of Pakistan.

The survey showed noticeable differences in the choices of men and women. The popularity of Hamayun Saeed and Noman Ejaz was higher among women than men. In the case of Shabbir Jan and Abid Ali their popularity among men was higher compared to their popularity among women. As for women artists Saadia Imam and Nadia Khan scored higher among women viewers compared to men, while it was the reverse for Maria Wasti and Rubina Ashraf.

Interesting thing is that the popularity of Abid Ali and Rubina Ashraf has been maintained for years. In 1988 Abid Ali, Firdous Jamal, Qavi Khan and Mahbob Alam were among the most popular TV stars (Gallup survey). Whereas in women artists Uzma Gillani, Shahnaz Sheikh, Bushra Ansari, Marina Khan and Rubina Ashraf were popular at that time (Gallup survey). The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk

Question: Who would you consider as your most liked :

- a) **Male TV Artists**
- b) **Female TV Artists**

Male Artists

Hamayun Saeed	24%
Shabbir Jan	9%
Noman Ejaz	8%
Abid Ali	5%
Others	46%
No Response	7%

Female Artists

Saadia Imam	16%
Nadia Khan	9%
Maria Wasti	8%
Sara Khan	5%
Rubina Ashraf	4%
Others	49%
No Response	8%

Source: Gallup Survey Pakistan, 1999