

Cyberletter

Gilani Weekly Poll

Special Edition to Celebrate 30 Years

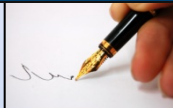
March 2011

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From The Editor

Dear Reader,



Gilani Research Team now brings to you a collection of daily polls releases in the form of a weekly digest, which gives you the opportunity to read opinions of the Pakistani public on various socio-political issues.

We hope it will be of interest to you and your readers.

If you have any further questions in this regard, please feel free to contact us.

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Week # 12 (2011)

Opinion Polls Released during March 21st, 2011– March 25th, 2011

Pakistanis Admire Kashmiris (29%) And Pathans (26%) For Their Good Looks

March 21, 2011



A recent Gilani poll conducted by Gallup Pakistan shows that 29% all Pakistanis believe that Kashmiris are the most good looking people and 26% consider Pathans to have the best looks in the country. 45% have given other responses.

[Click for details](#)

Do Men Help Women In Household Chores? Views Are Split, 51% Say They Do, 49% Claim They Don't

March 22, 2011



A recent Gilani poll conducted by Gallup Pakistan, 51% of all Pakistanis across the country claim that men in their household assist women in running the household chores whereas 49% disagree.

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The Trend Of Watching Films On TV Has Increased While On Other Electronic Devices Has Decreased In The Past Few Years

March 24, 2011



A recent Gilani poll conducted by Gallup Pakistan shows the trend of watching films on VCR, DVD player and computer is being replaced by watching them on television and cable channels since 2007.

[Click for details](#)

Majority (68%) Buys Fresh Meat But The Trend Is On The Decline By 13% Points Over The Past Few Years

March 25, 2011



A recent Gilani poll conducted by Gallup Pakistan shows that the trend of buying fresh meat has decreased over the past few years. 68% mostly buy fresh meat from butcher's shop and the comparable figure for this practice was 81% in 2007. 24% say they don't have any particular preferences and 12% said the same in 2007.

[Click for details](#)

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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 in Pakistan and established Gallup Pakistan in 1980. Current Dr. Gilani, who hold a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan (www.gallup.com.pk)

Pakistanis Admire Kashmiris (29%) And Pathans (26%) For Their Good Looks: GILANI POLL/GALLUP PAKISTAN

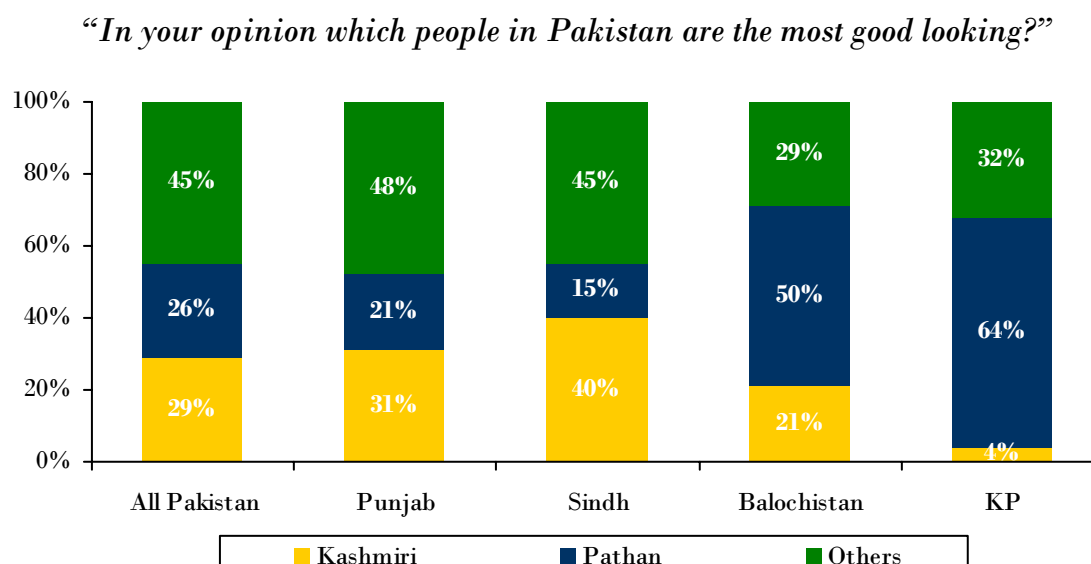
Islamabad March 21, 2011

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 29% all Pakistanis believe that Kashmiris are the most good looking people and 26% consider Pathans to have the best looks in the country. 45% have given other responses.



In a survey, a nationally representative sample of men and women from across the country were asked the following question: “In your opinion which people in Pakistan are the most good looking?” Kashmiris and Pathans stood out as admired to be the most good looking by all linguistic groups in the country. On a country wide level 29% consider Kashmiris to be the best looking while 24% consider Pathans to be best looking. The figure varies from province to province.

The appreciation for the looks of Pathans is 21% in Punjab, 15% in Sindh, 50% in Balochistan and 64% in Khyber Pakhtoonkhwa. The admiration for the looks of Kashmiris is 31% in Punjab, 40% in Sindh, 21% in Balochistan and 4% in Khyber Pakhtoonkhwa. The ‘others’ figure includes mostly the people of own province in the respective provinces.



Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

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The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2666 men and women in rural and urban areas of all four provinces of the country, during November 2010. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.

Do Men Help Women In Household Chores? Views Are Split, 51% Say They Do, 49% Claim They Don't: GILANI POLL/GALLUP PAKISTAN

Islamabad March 22, 2011

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 51% of all Pakistanis across the country claim that men in their household assist women in running the household chores whereas 49% disagree.



In a survey, a nationally representative sample of men and women from across the country were asked the following question: “Do men in your family help the women in the household work?” Fifty one percent (51%) replied in affirmative while 49% said that men do not help women in the household.

The data showed interesting variations across gender and location. Relatively more ruralites (53%) than urbanites (46%) claimed that men in their family helped women in household chores. Comparatively more males (53%) than females (48%) claimed that men were helpful in the household chores.

“Do men in your family help the women in the household work?”



Source: Gallup and Gilani Surveys
 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 recent survey was carried out among a sample of 2737 men and women in rural and urban areas of all four provinces of the country, during March 2011. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.

The Trend Of Watching Films On TV Has Increased While On Other Electronic Devices Has Decreased In The Past Few Years: GILANI POLL/GALLUP PAKISTAN

Islamabad March 24, 2011

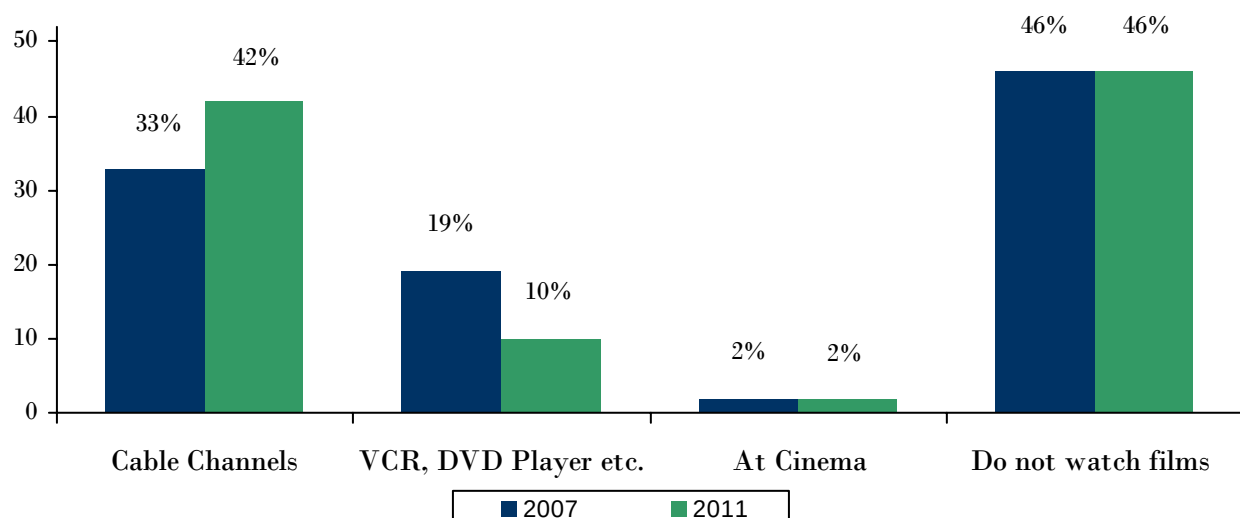
According to a Gilani Research Foundation survey carried out by Gallup Pakistan, the trend of watching films on VCR, DVD player etc. is being replaced by watching them on television and cable channels since 2007.



A nationally representative sample of men and women from across the country were asked the following question: “How do you usually watch films?” In 2011 42% watch films on TV/cable channels and 10% through other electronics, corresponding figures in 2007 were 33% and 19% respectively. The non-viewers and cinema goers have remained constant.

A detailed analysis of the recent survey revealed that relatively more urbanites (58%) watch films on TV/cable channels compared to the rural dwellers (34%). Majority of non-viewers comprise of ruralites (54%) rather than urbanites (29%).

“How do you usually watch films?”



Source: Gallup and Gilani Surveys
 the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

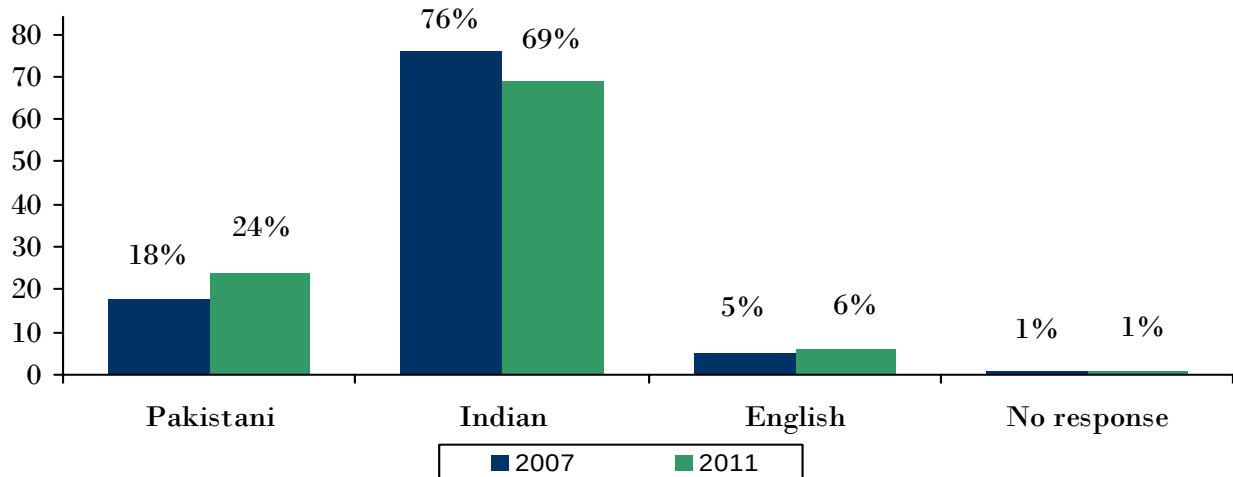
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In a follow up question, nationally representative sample of men and women from across the country were asked the following question: “Which films do you like to watch the most?” In 2011 24% watch Pakistani films, 69% Indian and 6% English. The comparable figures in 2007 were: 18% Pakistani, 76% Indian and 5% English.

A detailed study of the recent data showed that comparatively more ruralites (30%) are fond of Pakistani movies as compared to their urban counter parts (16%).

“Which films do you like to watch the most?”



Source: Gallup and Gilani Surveys
 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 recent survey was carried out among a sample of 2718 men and women in rural and urban areas of all four provinces of the country, during February 2011. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.

Majority (68%) Buys Fresh Meat But The Trend Is On The Decline By 13% Points Over The Past Few Years: GILANI POLL/GALLUP PAKISTAN

Islamabad March 25, 2011

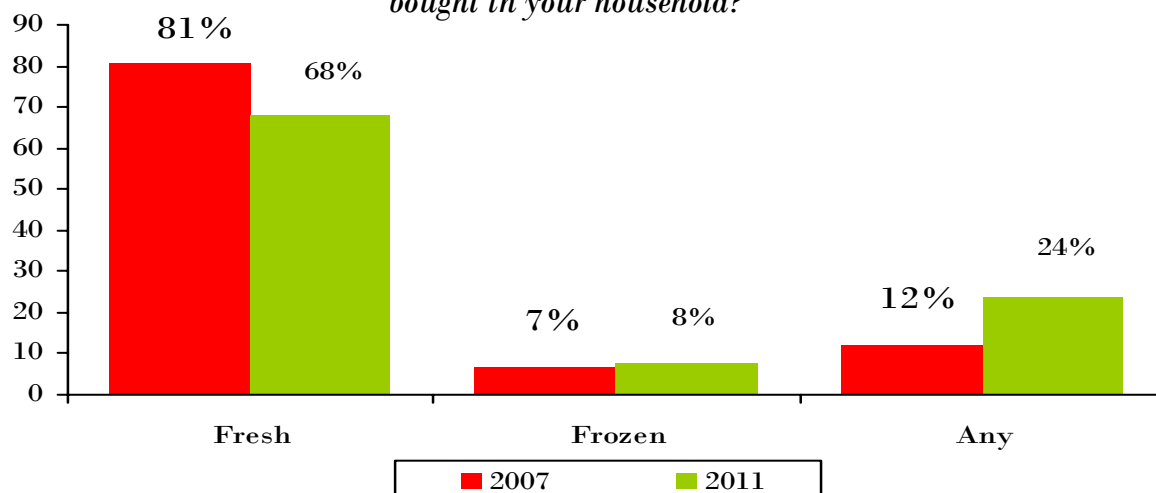
According to a Gilani Research Foundation survey carried out by Gallup Pakistan, the trend of buying fresh meat has decreased over the past few years. 68% mostly buy fresh meat from butcher's shop and the comparable figure for this practice was 81% in 2007. 24% say they don't have any particular preferences and 12% said the same in 2007. Packaged frozen meat makes minor inroads,



now used by 8%. The data suggests that insistence or being keen on fresh meat has declined and mixed use of both fresh and frozen meat has risen. However exclusive use of frozen meat has only risen very slightly.

A nationally representative sample of men and women from across the country were asked the following question: "Is fresh meat (from the butcher's shop) or frozen meat (already cut and packed) mostly bought in your household?" In 2011 68% said they buy fresh meat, 8% frozen meat and 24 buy any. The comparable figures in response to the same question in 2007 were: 81% claimed to buy fresh meat, 7% frozen and 12% any.

"Is fresh meat (from the butcher's shop) or frozen meat (already cut and packed) mostly bought in your household?"



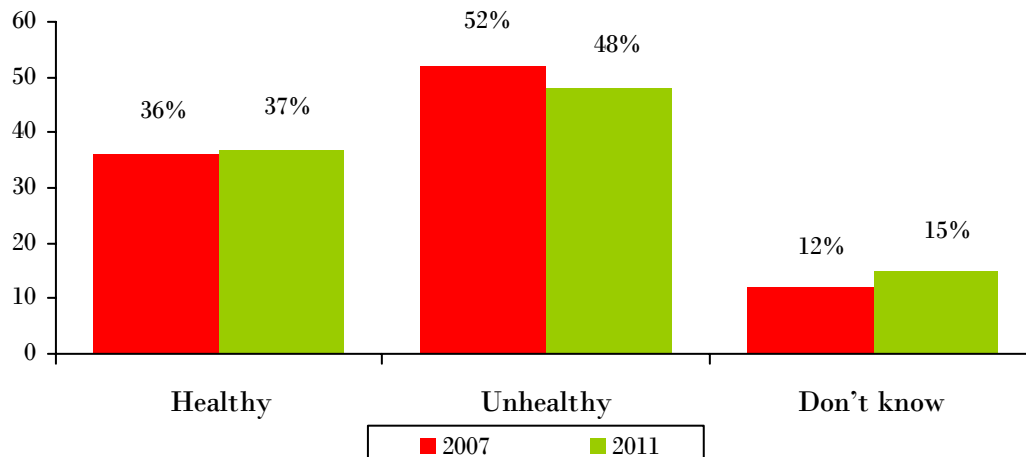
Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

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In a follow up question, nationally representative sample of men and women from across the country were asked a similar question and there was not any notable variation in the responses as compared to 2007.

*“Some people believe that food should always be eaten fresh and frozen food should be avoided while others believe there is no harm in eating frozen food.
In your opinion is it healthy to eat frozen food or not?”*



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 recent survey was carried out among a sample of 2718 men and women in rural and urban areas of all four provinces of the country, during February 2011. Error margin is estimated to be approximately + 2-3 per cent at 95% confidence level.



Gilani Weekly Poll

A year to thank.
Share and reinvent
1980-2010



March 2011 Edition: Weekly Cyberletter Pakistan

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March 2011

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A year to thank,
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Gallup & Gilani: 1980-2010



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