

November 2014

Gilani Weekly Poll

CYBERLETTER

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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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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

November 05, 2014

Half the Pakistani public saw the advertisement that goes “Roshan Hai Zameen, Roshan Aasman” this Eid, most watched it on PTV.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 49% Pakistanis watched the advertisement that goes “Roshan Hai Zameen, Roshan Aasman” this Eid; 39% watched it on PTV. This adds up to around 50 million adult men and women.

49%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

November 06, 2014

Public opinion varied over the number of people giving sacrifice on Eid each year.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 36% Pakistanis believe that the number of people sacrificing animals this Eid was lower than last year; 31% believe there was no difference.

36%

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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

November 07, 2014

Cows most popular sacrificial animal among Pakistanis.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 55% Pakistanis who said they gave a sacrifice on Eid sacrificed cows or oxen; 40% sacrificed goats or sheep.

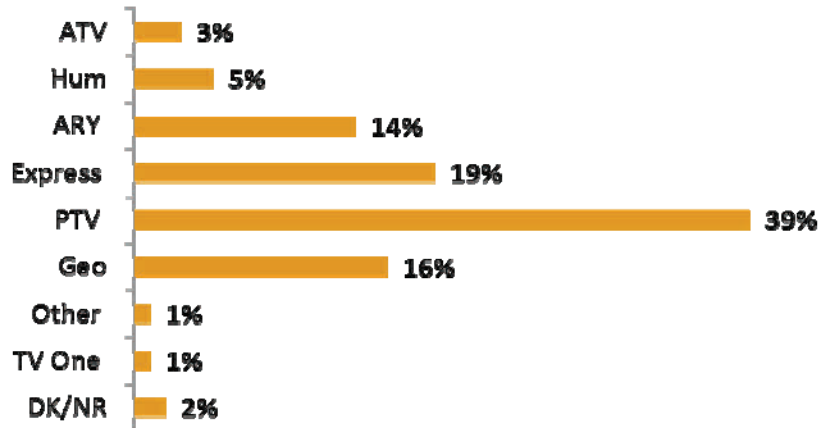
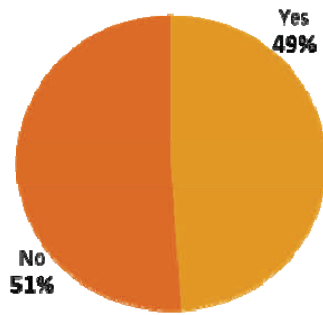
55%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

Islamabad— November 05, 2014

“Half the Pakistani public saw the advertisement that goes “Roshan Hai Zameen, Roshan Aasman” this Eid, most watched it on PTV.



Source: GRF Poll (formerly known as Gilani Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 49% Pakistanis watched the advertisement that goes “Roshan Hai Zameen, Roshan Aasman” this Eid; 39% watched it on PTV. This adds up to around 50 million adult men and women.

A nationally representative sample of adult men and women, from across the four provinces was asked, “Nowadays, an advertisement is being shown on different channels. It goes something like this “Roshan Hai Zameen, Roshan Aasman. Mil Kar Bana Rahay Hain Roshan Pakistan”. Did you watch this advertisement on this Eid or not?” In response, 49% Pakistanis said they saw the advertisement on Eid while 51% said they did not.

Those respondents who answered yes were asked a follow up question, “Which television channel did you watch this advertisement on the most this Eid?” In response, 16% said they watched the advertisement on Geo, 39% said PTV, 19% said Express, 14% said ARY, 5% said Hum, 3% said ATV, 1% said TV One, while 1% named others and 2% did not respond.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2514 men and women in rural and urban areas of all four provinces of the country, during October 13 – October 20, 2014. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

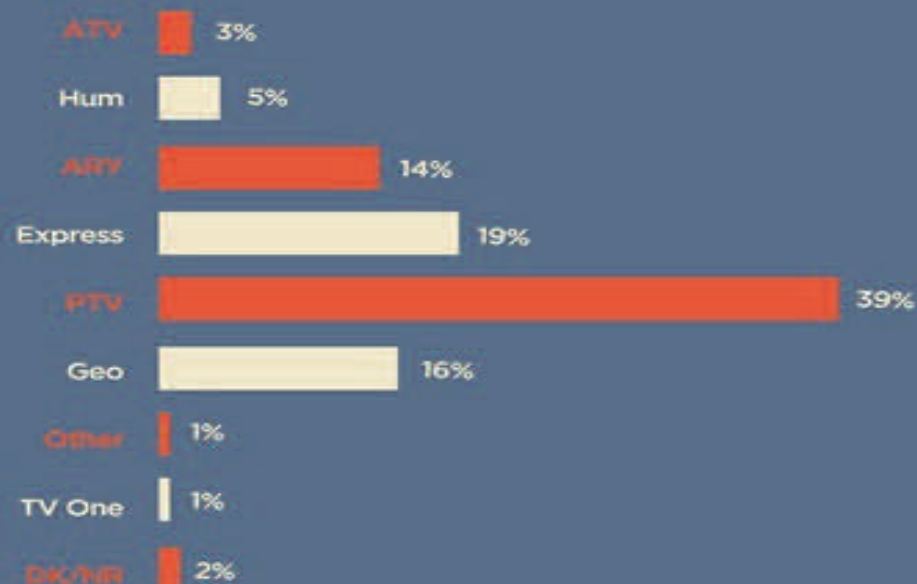


Half the Pakistani public saw the advertisement that goes “Roshan Hai Zameen, Roshan Aasman” this Eid, most watched it on PTV.

Did you watch this advertisement on this Eid or not?



Which television channel did you watch this advertisement on the most this Eid?





“

Public opinion varied over the number of people giving sacrifice on Eid each year.

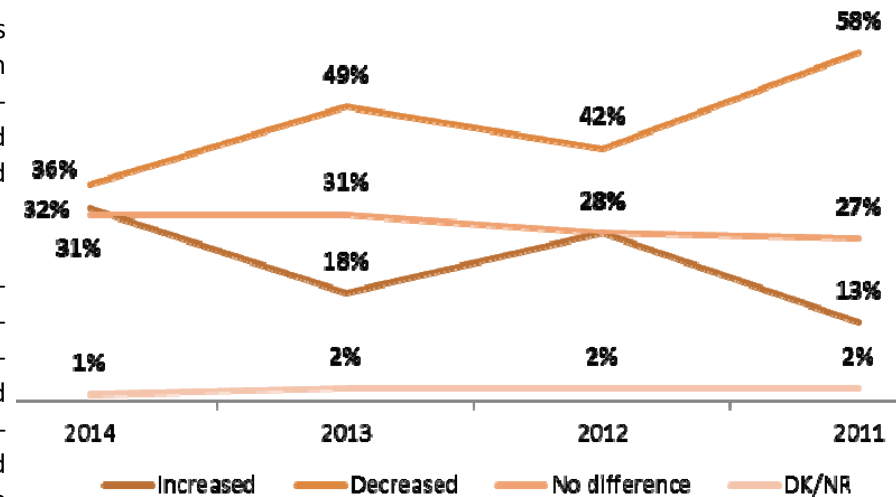
”

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 36% Pakistanis believe that the number of people sacrificing animals this Eid was lower than last year; 31% believe there was no difference.

A nationally representative sample of adult men and women, from across the four provinces was asked, “Do you think that the number of people sacrificing an animal this year has increased compared to previous years, decreased, or has there been no difference?” In response, 32% respondents said that the number of people giving sacrifice on Eid has increased compared to last year, 36% respondents said the number has decreased compared to last year, while 31% believe there has been no difference in the number of people, and 1% did not respond.

This question was also asked from 2011 to 2013. In 2011, 13% respondents said the number of people sacrificing an animal on Eid had increased, 58% said the number had decreased while 27% said there was no difference and 2% did not respond. In 2012, 28% respondents said the number of people sacrificing an animal on Eid had increased, 42% said the number had decreased while 28% said there was no difference and 2% did not respond. In 2013, 18% respondents said the number of people sacrificing an animal on Eid had increased, 49% said the number had decreased while 31% said there was no difference and 2% did not respond.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2514 men and women in rural and urban areas of all four provinces of the country, during October 13 – October 20, 2014. Error margin is estimated to be approximately $\pm$ 2-3 per cent at 95% confidence level.



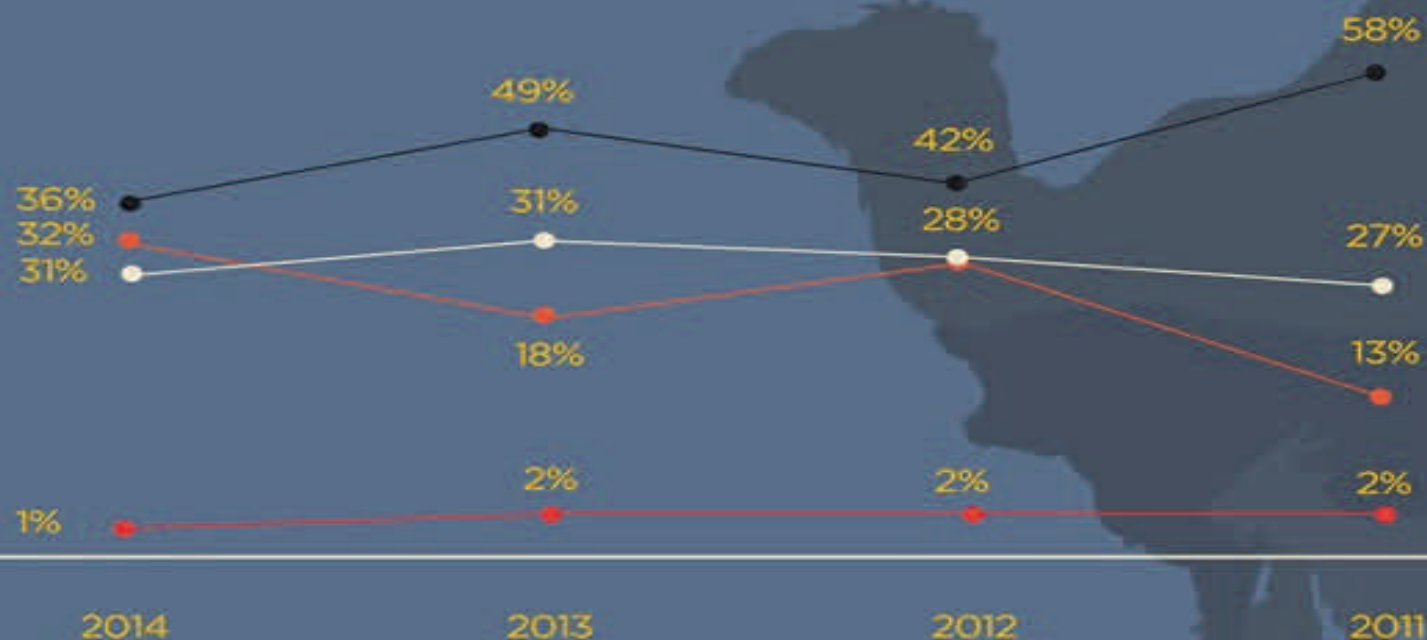
Source: GRF Poll (formerly known as Gilani Poll)
 Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com



Public opinion varied over the number of people giving sacrifice on Eid each year.

Do you think that the number of people sacrificing an animal this year has increased compared to previous years, decreased, or has there been no difference?

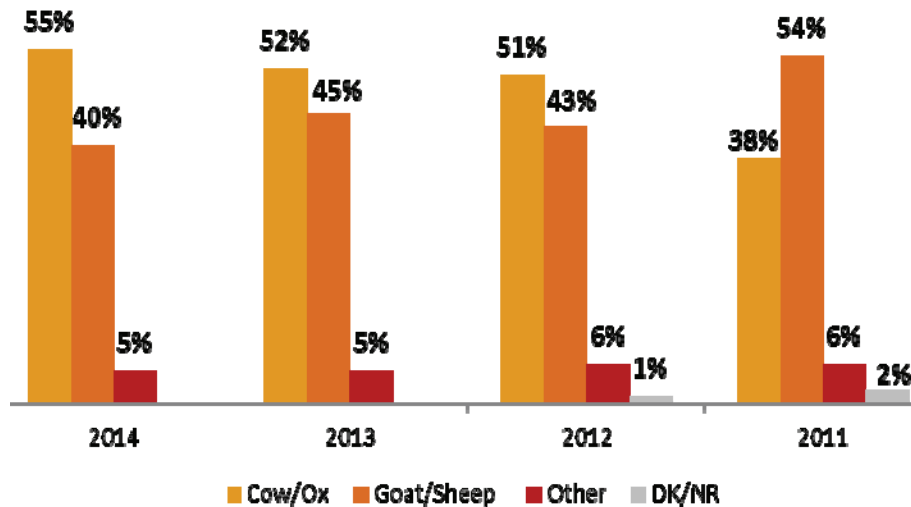
Decreased Increased No Difference DK/NR



Gilani Research Foundation (GRF Poll)

Islamabad - November 07, 2014

“Cows most popular sacrificial animal among Pakistanis.”



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 55% Pakistanis who said they gave a sacrifice on Eid sacrificed cows or oxen; 40% sacrificed goats or sheep.

A nationally representative sample of adult men and women, from across the four provinces was asked, “If you did get a chance to give a sacrifice on Eid, which animal did you sacrifice?” In response, 55% respondents said they sacrificed cows or oxen, 40% respondents said they sacrificed goats or sheep and 5% named other animals.

This question was also asked from 2011 to 2013. In 2013, 52% respondents sacrificed cows/ox, 45% sacrificed goats/sheep and 5% named others. In 2012, 51% respondents sacrificed cows/ox, 43% sacrificed goats/sheep, 6% named others and 1% did not reply. In 2011, 38% respondents sacrificed cows/ox, 54% sacrificed goats/sheep, 6% named others and 2% did not reply. The Pakistani public’s preference for animals for sacrifice on Eid has remained mostly consistent, except in 2011 when goats/sheep were most popular.

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2514 men and women in rural and urban areas of all four provinces of the country, during October 13 – October 20, 2014. Error margin is estimated to be approximately $\pm$ 2-3 per cent at 95% confidence level.

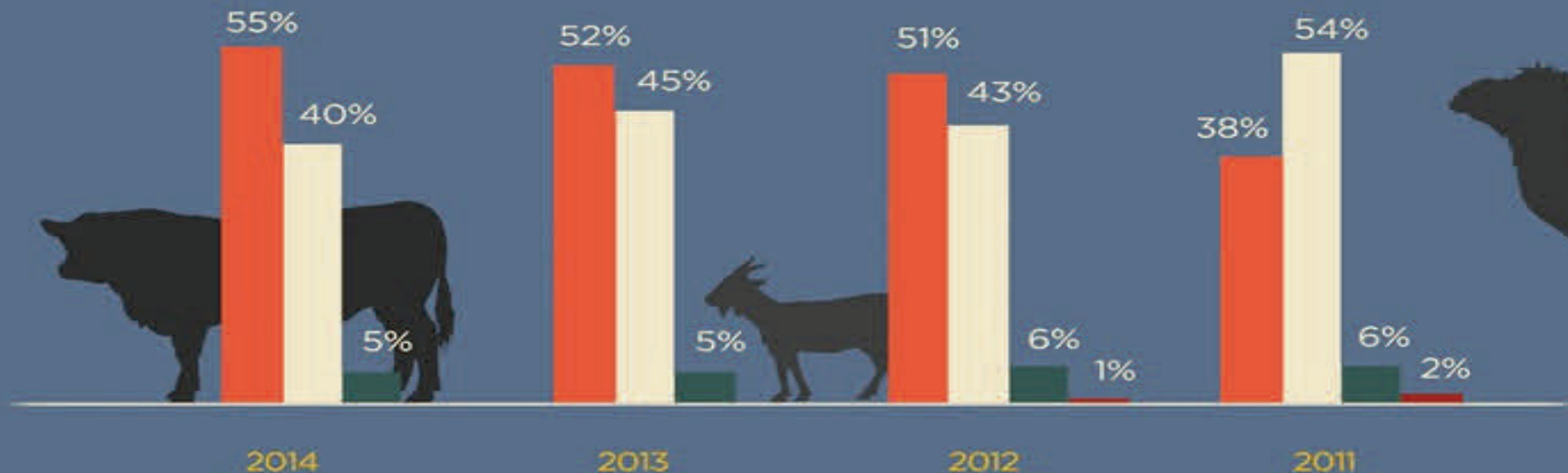
Source: GRF Poll (formerly known as Gilani Poll)
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Cows most popular sacrificial animal among Pakistanis

If you did get a chance to give a sacrifice on Eid, which animal did you sacrifice?

Cow/Ox Goat/Sheep Other DK/NR



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