

FEBRUARY 10, 2017

9 IN 10 PAKISTANIS ARE SATISFIED WITH THE OVERALL SERVICE OF THEIR CABLE OPERATOR; 15% ARE DISSATISFIED WITH THE PRICE, 20% WITH QUALITY OF PICTURE AND 17% WITH QUALITY OF VOICE.

Please tell to what extent is your household satisfied or dissatisfied with your cable operator in the following areas?



SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1918

Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
MEDIA
Cable

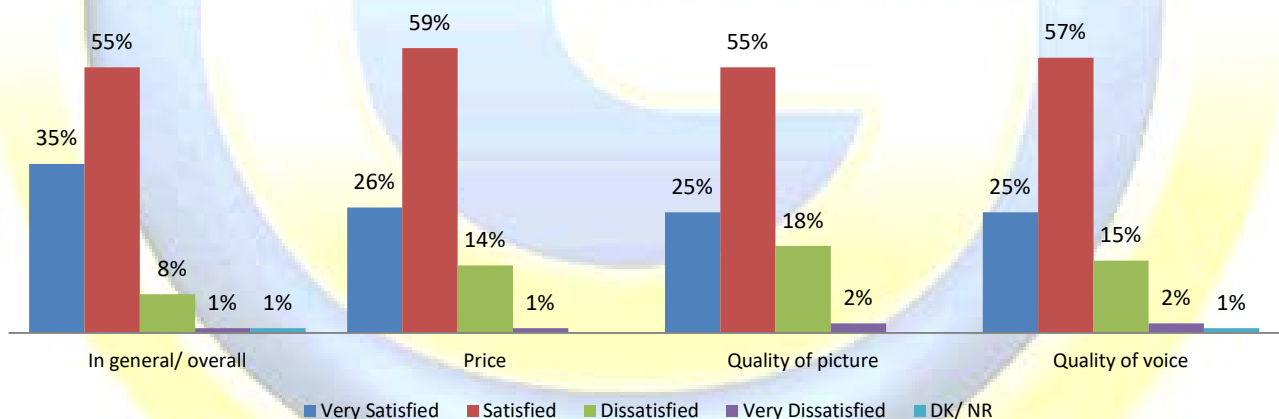
9 in 10 Pakistanis are satisfied with the overall service of their cable operator; 15 % are dissatisfied with the price, 20 % with quality of picture and 17 % with quality of voice. (GRF POLL)

Islamabad, February 10, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 9 in 10 Pakistanis are satisfied with the overall service of their cable operator; 15% are dissatisfied with the price, 20% with quality of picture and 17% with quality of voice.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell to what extent is your household satisfied or dissatisfied with your cable operator in the following areas?” In response to this question, for overall service of cable operator, 35% said they are very satisfied, 55% said satisfied, 8% said dissatisfied, 1% said very dissatisfied and 1% did not know or did not wish to respond. For price, 26% said they are very satisfied, 59% said satisfied, 14% said dissatisfied and 1% said very dissatisfied. For quality of picture, 25% said they are very satisfied, 55% said satisfied, 18% said dissatisfied and 2% said very dissatisfied. For quality of voice, 25% said they are very satisfied, 57% said satisfied, 15% said dissatisfied, 2% said very dissatisfied and 1% did not know or did not wish to respond.

Question: “Please tell to what extent is your household satisfied or dissatisfied with your cable operator in the following areas?”



Source: Gilani Research Foundation Poll (GRF 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)

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 1918 men and women in rural and urban areas of all four provinces of the country, during December 5– December 12, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)

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 polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)