



Public Opinion in Pakistan in the Year 2012

SOCIAL BEHAVIOUR

Religion

(2012-2017): Rising popularity of Television among Pakistanis, as the most common means to know about Iftar and Sehri timings; printed calendars losing readership.
GALLUP & GILANI PAKISTAN.

Islamabad, October 17, 2017

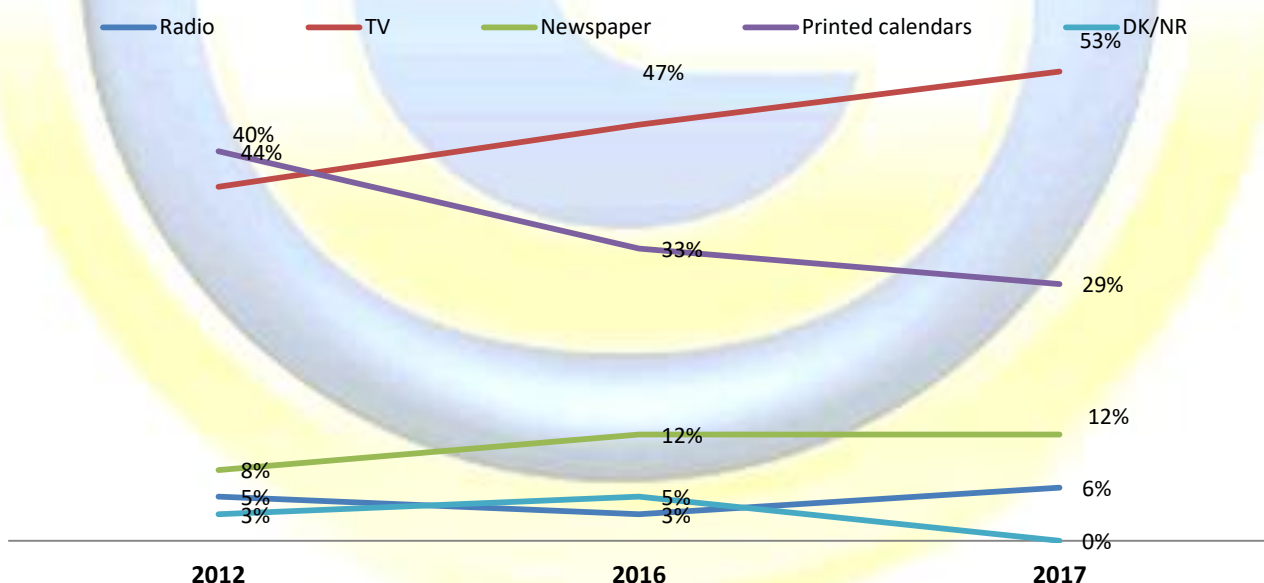
According to a Gallup & Gilani Pakistan National Survey conducted in the year 2012 (5 years ago) respondents were asked “Where do you find out about Iftar or Sehri timings usually?” Responding to this, 40% said they found out about them from the television, 44% said they found out from printed calendars, 8% said they found out from the newspaper, and 5% said they found out from the radio. 4% did not respond.

Comparative Picture: The question was asked again in 2017 to enable a concrete comparison. In 2017, 53% said they found out about them from the television, 29% said they found out from printed calendars, 12% said they found out from the newspaper, and 6% said they found out from the radio.

Over a period of 5 years, there has been an increase of 13% in the proportion of Pakistanis who used television to know about Iftar and Sehri timings, whereas the popularity of printed calendars has dropped by 15%. The findings are available since 2012 periodically and the graph below shows how the public opinion has fluctuated over the years.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Where do you find out about Iftar or Sehri timings usually?”



Source: Gallup and Gilani Surveys
 The Pakistani affiliate of Gallup International Association
www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Tuesday, October 17, 2017

(2 Pages including this)

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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of Gallup Pakistan
(1980-2017)