



Public Opinion in Pakistan in the Year 2012

SPORTS

Cricket

Cricket Fever: Over the period of six years 14% less Pakistanis declare that they watched Asia Cup, 7% rise in those who state they did not watch any match.

Islamabad, November 06, 2018

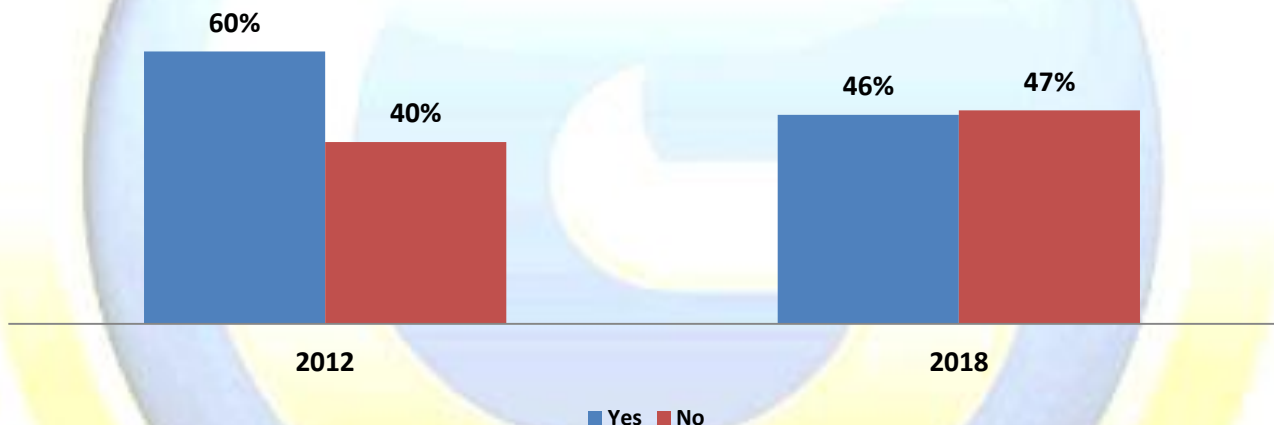
According to a Gallup & Gilani Pakistan National Survey conducted in the year 2012 (06 years ago) respondents were asked, “Did you get a chance to watch any match of Asia Cup or not?” in response to this, 60% said yes while 40% said they did not watch any match from Asia Cup 2012.

Comparative Picture: The question was asked again in 2018 to enable a concrete comparison. In 2018, 36% said yes and 47% stated they did not get any chance to watch Asia Cup 2018 matches.

According to public opinion, there has been a 14% decline in the proportion of Pakistanis who claim that they watched Asia Cup matches while there has been 7% rise in those who did not watch any match from Asia Cup this year.

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: “Did you get a chance to watch any match of Asia Cup or not?”



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.



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(3 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
(1980-2018)