

April 2015

Gilani Weekly Poll

CYBERLETTER

Week 218

April 13th, 2015— April 17th, 2015

GALLUP
PAKISTAN
Affiliated with Gallup International

World Leaders in Marketing Research & Consultancy

www.gallup.com.pk

www.gallup-international.com

IN THIS ISSUE

More than half Pakistanis oppose the celebration of Valentine's Day.

6

Pakistanis are confident that their mobile device enables them to achieve their objectives.

8

Overwhelming majority of Pakistanis think that their mobile device is important in accomplishing their daily tasks.

10

Overwhelming majority of Pakistanis feel that their mobile device enhances their quality of life.

12

Slight differences in perception about personal body weight between Americans and Pakistanis.

14

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.

Ms. Fatima Idrees

Group Manager

E-mail: fatima.idrees@gilanifoundation.com

Please send all correspondence to:

fatima.idrees@gilanifoundation.com

Keep Updated



Cyberletter © For more on Gallup International see www.gallup-international.com. If for any reason you wish to unsubscribe please send an email to fatima.idrees@gilanifoundation.com

OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

April 13, 2015

More than half Pakistanis oppose the celebration of Valentine's Day.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 56% Pakistanis oppose the celebration of Valentine's Day; 24% favor its celebration.

56%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

April 14, 2015

Pakistanis are confident that their mobile device enables them to achieve their objectives.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 62% Pakistanis are confident that their mobile device enables them to complete their daily chores; 58% are confident that it enables them to socialize better.

62%

[CLICK FOR DETAILS »](#)

OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

April 15, 2015

Overwhelming majority of Pakistanis think that their mobile device is important in accomplishing their daily tasks.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 93% Pakistanis said that their mobile device is important in accomplishing their daily tasks; 6% said it was unimportant.

93%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

April 16, 2015

Overwhelming majority of Pakistanis feel that their mobile device enhances their quality of life.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 92% Pakistanis said that their mobile device enhances their quality of life; 5% said that it does not enhance their quality of life.

92%

[CLICK FOR DETAILS »](#)

OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

April 17, 2015

Slight differences in perception about personal body weight between Americans and Pakistanis.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 56% Pakistanis think they are appropriately weighted; 27% think they are somewhat overweight.

56%

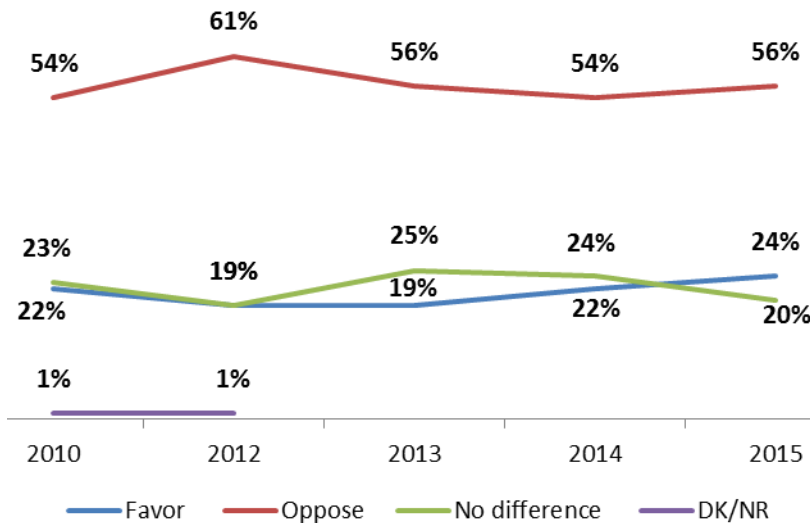
[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)**Islamabad— April 13, 2015**

“More than half Pakistanis oppose the celebration of Valentine’s Day.”



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 56% Pakistanis oppose the celebration of Valentine’s Day; 24% favor its celebration.



Source: Gilani Research Foundation Poll (GRF Poll)

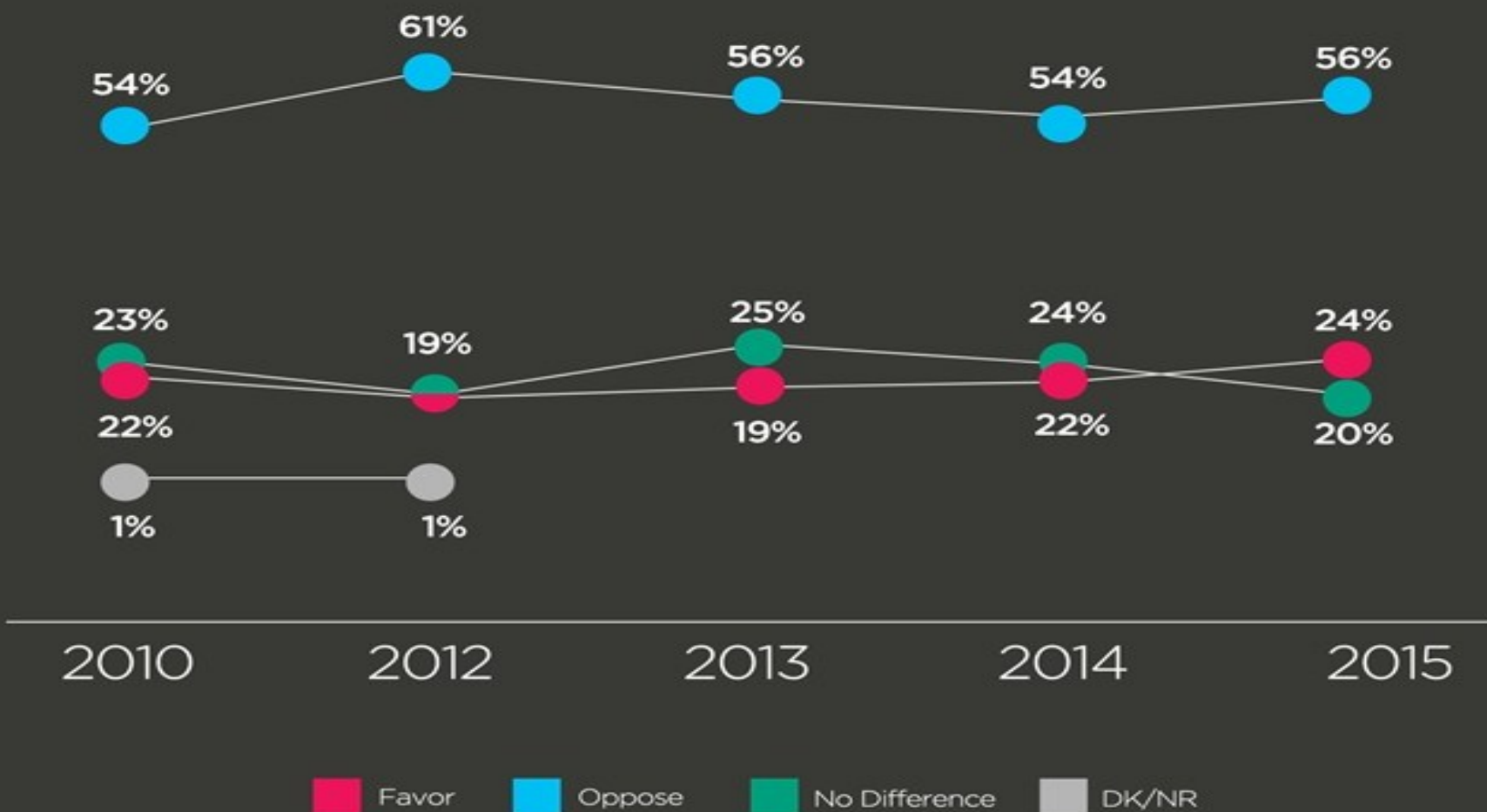
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk.

A nationally representative sample of adult men and women, from across the four provinces was asked, “Some people are in favor of celebrating Valentine’s Day, whereas others are against it, and some people think that it makes no difference. What is your opinion?” In response to this question, 56% respondents said that they oppose the celebration of Valentine’s Day, 24% favor the celebration of Valentine’s Day and 20% think that it makes no difference.

This question has also been asked in previous years. 2012 marked the highest percentage of respondents who opposed the celebration of Valentine’s Day (61%) and the lowest percentage of respondents who favored it (19%). After 2012, the percentage of those who oppose it decreased to 56% in 2013 and 54% in 2014. On the other hand, the number of those who think the celebration of Valentine’s Day makes no difference was at its highest in 2013 at 25%. Since 2013, it decreased to 24% in 2014 and 20% in 2015. There has been a corresponding increase in the percentage of those who favor Valentine’s Day celebrations: increasing from 19% in 2012 and 2013 to 22% in 2014 and 24% in 2015. The results suggest that decreasing numbers of respondents are indifferent to the idea of Valentine’s Day celebrations with increasing numbers in favor of them.

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 1306 men and women in rural and urban areas of all four provinces of the country, during February 16 - February 23, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

MORE THAN HALF PAKISTANIS OPPOSE THE CELEBRATION OF VALENTINE'S DAY.



Some people are in favor of celebrating Valentine's Day, whereas others are against it, and some people think that it makes no difference. What is your opinion?

FESTIVALS AND EVENTS | Valentine's Day

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1306



“Pakistanis are confident that their mobile device enables them to achieve their objectives.”

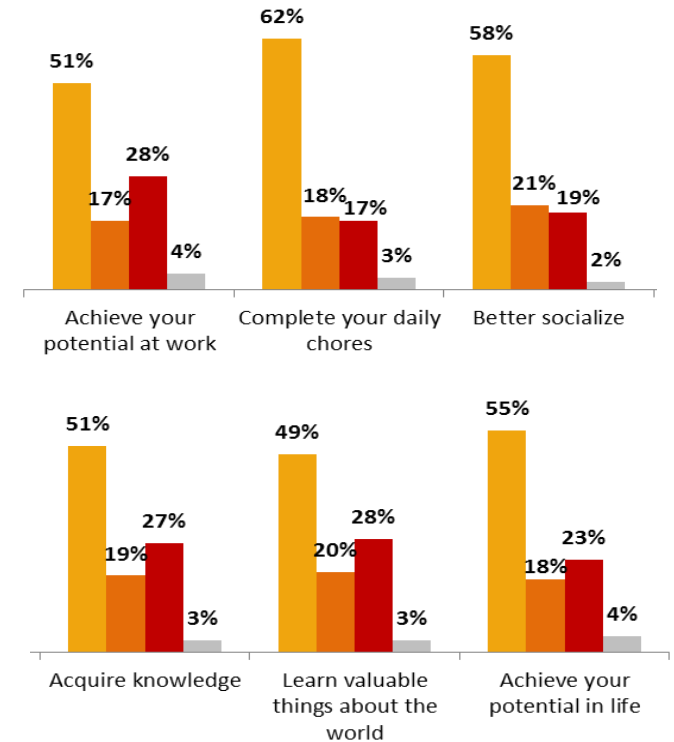
According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 62% Pakistanis are confident that their mobile device enables them to complete their daily chores; 58% are confident that it enables them to socialize better.

A nationally representative sample of adult men and women, from across the four provinces was asked, “To what extent can you say with confidence that your mobile device enables you to accomplish the following objectives?” Regarding achieving their potential at work, 31% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 20% can say it somewhat confidently, 17% can’t say, 14% can say somewhat confidently that this is incorrect, while 14% can say very confidently that it is incorrect and 4% did not respond. Regarding completion of daily chores, 36% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 26% can say it somewhat confidently, 18% can’t say, 12% can say somewhat confidently that this is incorrect, while 5% can say very confidently that it is incorrect and 3% did not respond. Regarding socializing better, 30% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 28% can say it somewhat confidently, 21% can’t say, 11% can say somewhat confidently that this is incorrect, while 8% can say very confidently that it is incorrect and 2% did not respond. Regarding acquiring knowledge, 24% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 27% can say it somewhat confidently, 19% can’t say, 18% can say somewhat confidently that this is incorrect, while 9% can say very confidently that it is incorrect and 3% did not respond. Regarding learning valuable things about the world, 23% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 26% can say it somewhat confidently, 20% can’t say, 15% can say somewhat confidently that this is incorrect, while 13% can say very confidently that it is incorrect and 3% did not respond. Regarding achieving their potential in life, 33% respondents said that they can say very confidently that it is correct that mobiles enables them to achieve their objective, 22% can say it somewhat confidently, 18% can’t say, 14% can say somewhat confidently that this is incorrect, while 9% can say very confidently that it is incorrect and 4% 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 1306 men and women in rural and urban areas of all four provinces of the country, during February 16 - February 23, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gilani Research Foundation (GRF Poll)

Islamabad - April 14, 2015



■ Can say confidently that this is correct ■ Can't say ■ Can say confidently that this is incorrect ■ DK/NR

Can say confidently that this is correct= Can say very confidently that this is correct+ Can say somewhat confidently that this is correct

Can say confidently that this is incorrect= Can say somewhat confidently that this is incorrect+ Can say very confidently that this is incorrect

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

PAKISTANIS ARE CONFIDENT THAT THEIR MOBILE DEVICE ENABLES THEM TO ACHIEVE THEIR OBJECTIVES.



● Can say confidently that this is correct
 ● Can't say
 ● Can say confidently that this is incorrect
 ● DK/NR

To what extent can you say with confidence that your mobile device enables you to accomplish the following objectives?

INFORMATION TECHNOLOGY | Mobiles

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1306

Gilani Research Foundation (GRF Poll)

Islamabad - April 15, 2015



“

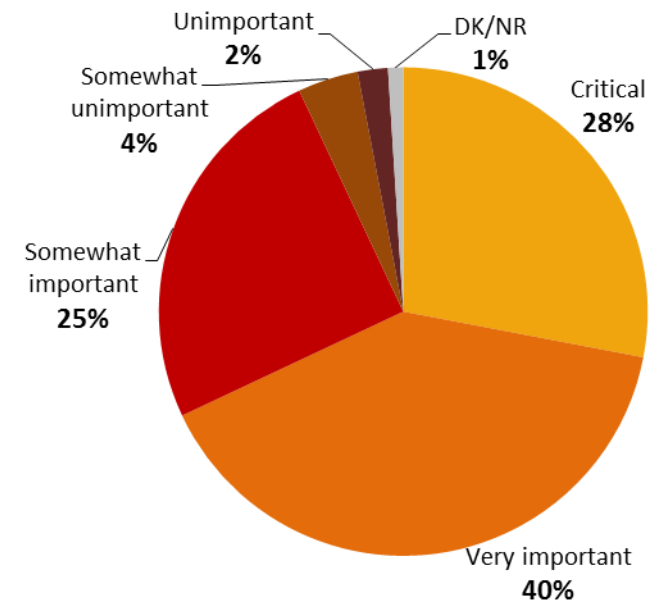
Overwhelming majority of Pakistanis think that their mobile device is important in accomplishing their daily tasks.

”

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 93% Pakistanis said that their mobile device is important in accomplishing their daily tasks; 6% said it was unimportant.

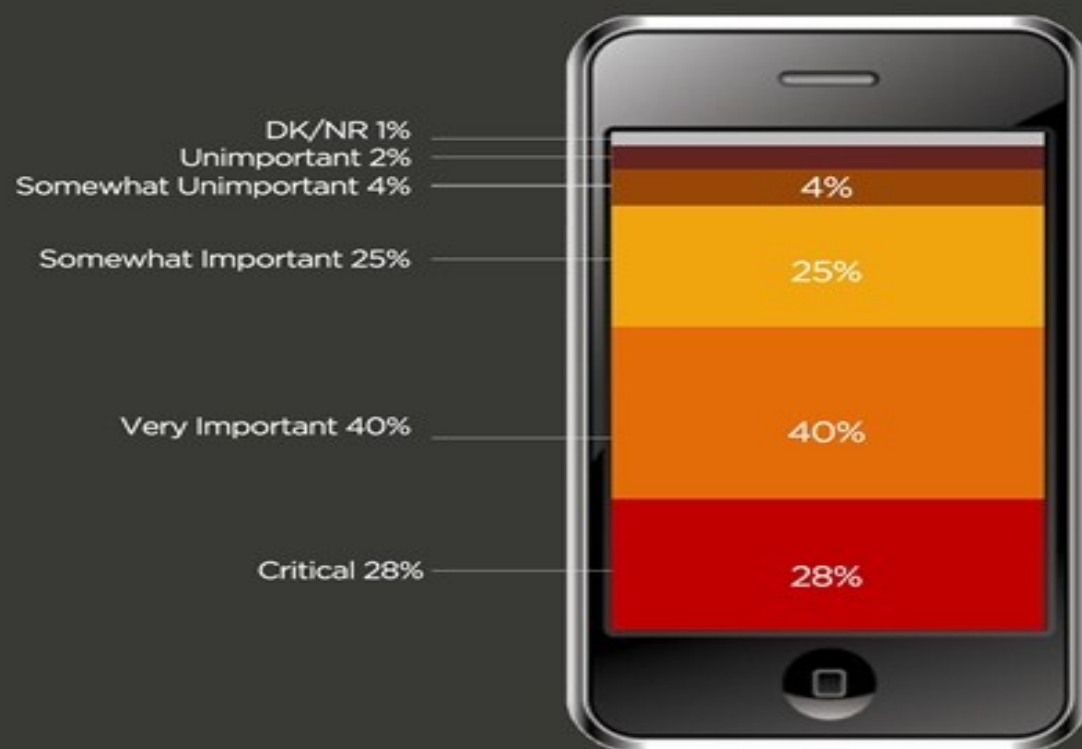
A nationally representative sample of adult men and women, from across the four provinces was asked, “How important is your mobile device to you in accomplishing your daily tasks?” In response to this question, 28% respondents said that their mobile device is critical in accomplishing their daily tasks, 40% said that it is very important, 25% said it is somewhat important, 4% said it is somewhat unimportant, while 2% said it is unimportant and 1% 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 1306 men and women in rural and urban areas of all four provinces of the country, during February 16 - February 23, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



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

OVERWHELMING MAJORITY OF PAKISTANIS THINK THAT THEIR MOBILE DEVICE IS IMPORTANT IN ACCOMPLISHING THEIR DAILY TASKS.



How important is your mobile device to you in accomplishing your daily tasks?

INFORMATION TECHNOLOGY | Mobiles

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1306



“

Overwhelming majority of Pakistanis feel that their mobile device enhances their quality of life.

”

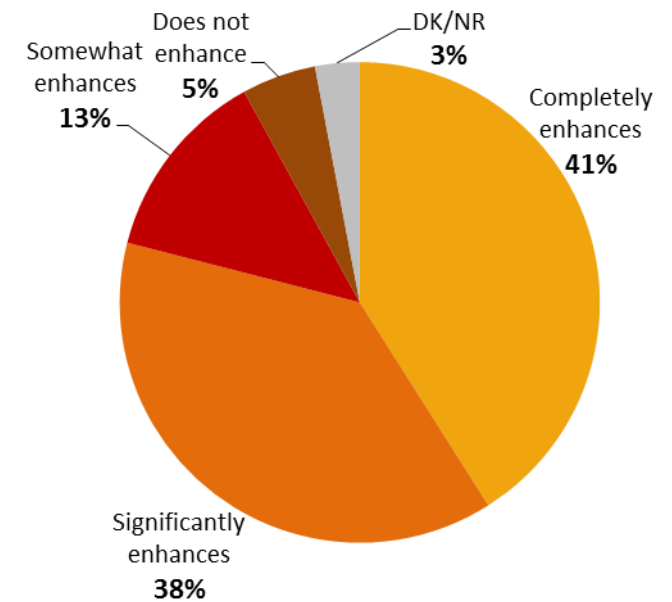
Gilani Research Foundation (GRF Poll)

Islamabad - April 16, 2015

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 92% Pakistanis said that their mobile device enhances their quality of life; 5% said that it does not enhance their quality of life.

A nationally representative sample of adult men and women, from across the four provinces was asked, “How strongly do you feel that your mobile device enhances your quality of life?” In response to this question, 41% respondents said that it completely enhances their quality of life, 38% said that it significantly enhances their quality of life, 13% said that it somewhat enhances their quality of life, while 5% feel that it does not enhance their quality of life and 3% did not respond.

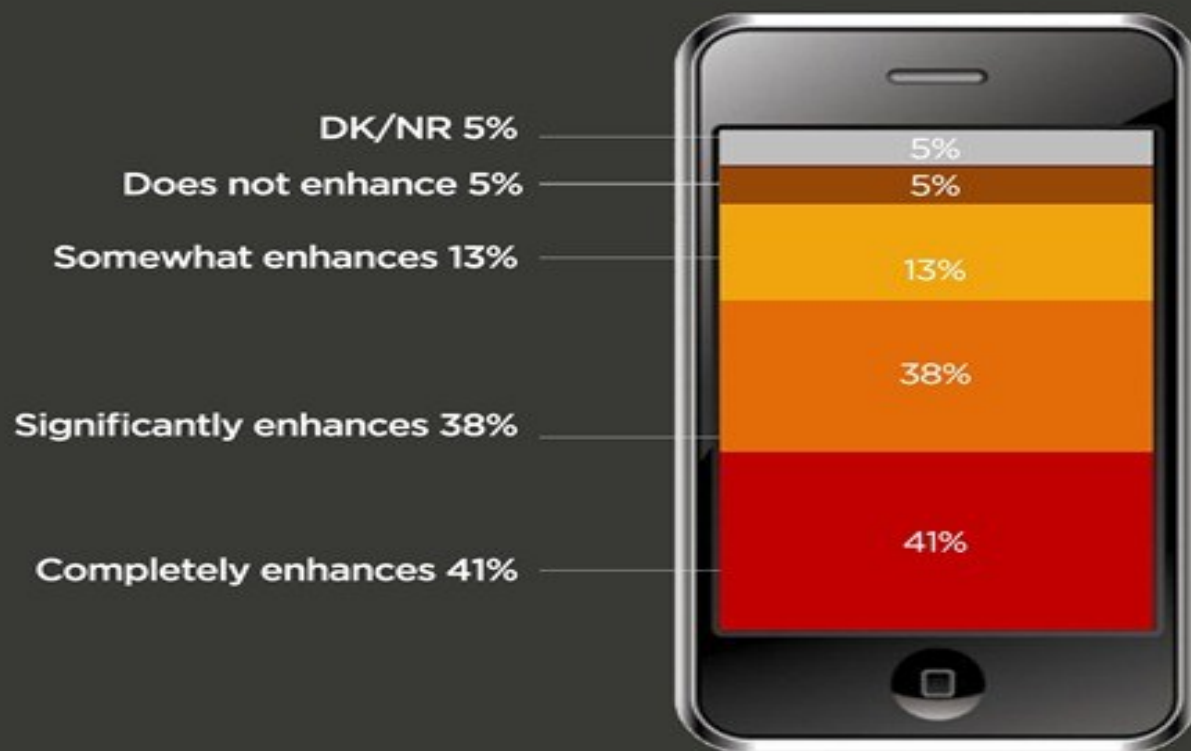
The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1306 men and women in rural and urban areas of all four provinces of the country, during February 16 - February 23, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



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

OVERWHELMING MAJORITY OF PAKISTANIS FEEL THAT THEIR MOBILE DEVICE ENHANCES THEIR QUALITY OF LIFE.



How strongly do you feel that your mobile device enhances your quality of life?

INFORMATION TECHNOLOGY | Mobiles

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1306



“

Slight differences in perception about personal body weight between Americans and Pakistanis.

”

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 56% Pakistanis think they are appropriately weighted; 27% think they are somewhat overweight.

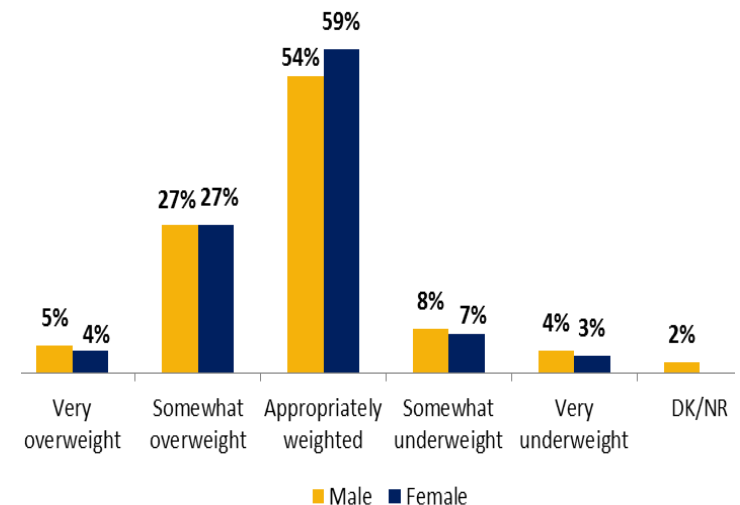
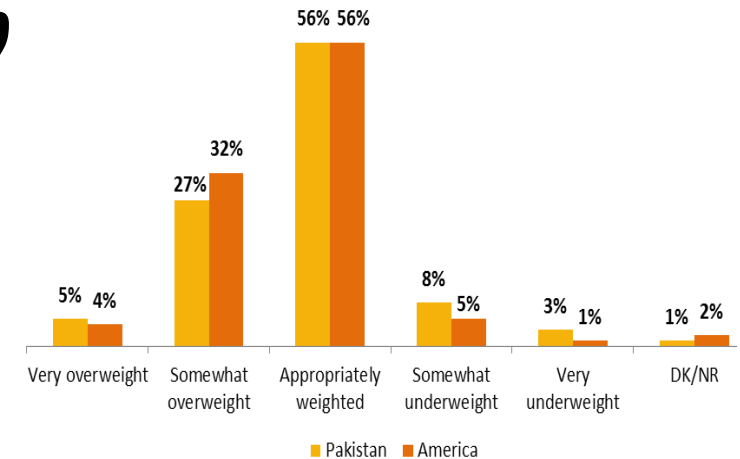
A nationally representative sample of adult men and women, from across the four provinces was asked, “Please think about your current body weight and tell us whether you think you are currently very overweight, somewhat overweight, appropriately weighted, somewhat underweight or very underweight?” In response to this question, 5% respondents said they are very overweight, 27% said they are somewhat overweight, 56% said they are appropriately weighted, 8% said they are somewhat underweight, 3% are very underweight, and 1% did not respond.

This question was also asked in America in November 2014 by Gallup USA (not related to Gallup Pakistan). There are slight differences in the perceptions of body weight between American and Pakistan people. While equal number of respondents in both countries said they are appropriately weighted, 32% Americans said they are somewhat overweight compared to 27% Pakistanis. Pakistanis are more likely to consider themselves underweight with 8% saying they are somewhat underweight compared to 5% Americans, and 3% saying they are very underweight compared to 1% Americans. According to the gender breakdown among Pakistanis, men are slightly more likely to think they are very overweight, somewhat underweight or very underweight. Equal number of men and women think they are somewhat overweight (27%), while women (59%) are more likely to think they are appropriately weighted than men (54%).

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 1294 men and women in rural and urban areas of all four provinces of the country, during February 23- March 02, 2015. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gilani Research Foundation (GRF Poll)

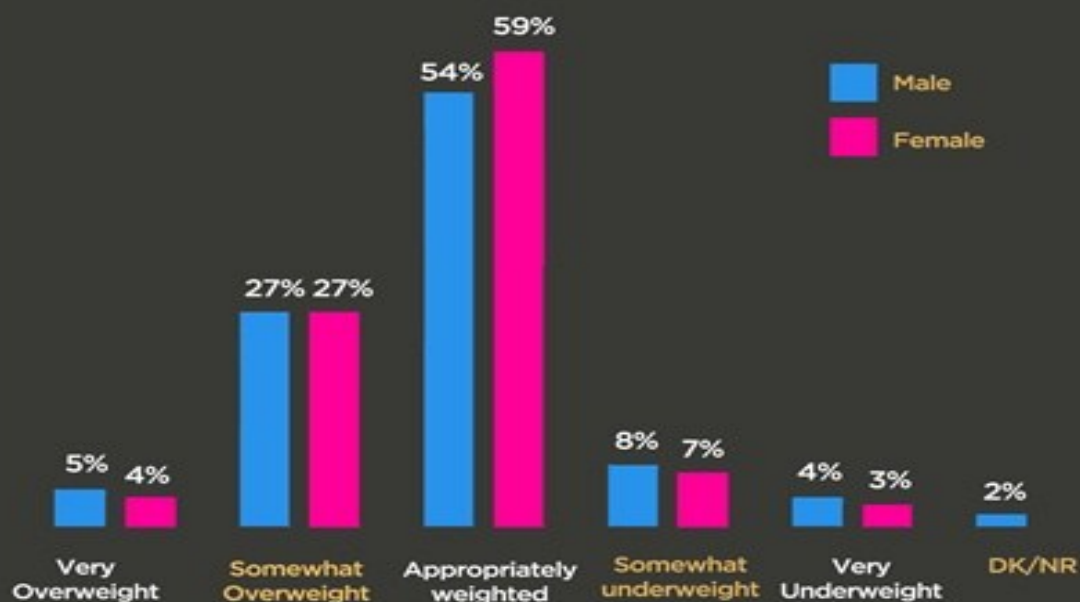
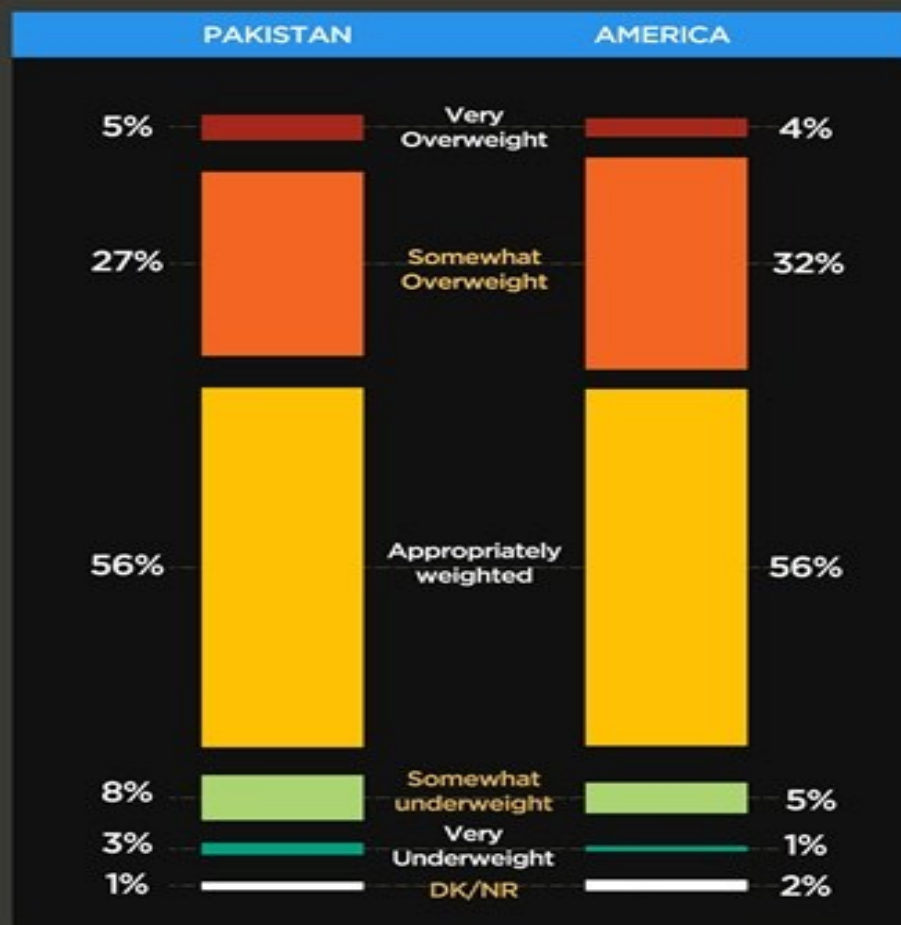
Islamabad - April 17, 2015



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

SLIGHT DIFFERENCES IN PERCEPTION ABOUT PERSONAL BODY WEIGHT BETWEEN AMERICANS AND PAKISTANIS.



Please think about your current body weight and tell us whether you think you are currently very overweight, somewhat overweight, appropriately weighted, somewhat underweighted or very underweighted?

SOCIAL BEHAVIOR | Physical Appearance

SOURCE: GALLUP AND GILANI SURVEYS | SAMPLE SIZE: 1294

April 2015 Edition:

Produced by: Gallup Pakistan jointly with Gilani Research Foundation

Legal Information & Disclaimer

Copyright

The Report and its content are protected by copyright. By accessing the Report you agree that this is solely for personal use. Any distribution, use, photocopy of the Report is barred. The buyer of the Report must not reproduce, frame (by whatever means), link to or otherwise use any of the material on the site without first obtaining the written permission of Gallup Pakistan.

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

Disclaimer

IN NO EVENT SHALL Gallup Pakistan OR ITS AGENTS OR OFFICERS BE LIABLE FOR ANY DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION) ARISING OUT OF THE USE OF OR INABILITY TO USE THE MATERIALS.

As a user of this report, you acknowledge and agree that any reliance upon, or use of any information made available through this Report shall be entirely at your own risk. Subject to any implied terms which cannot be excluded by law, Gallup Pakistan and its related entities (including any directors, officers, employees and agents) shall not be liable for any loss or damage, whether direct or indirect, and however caused, to any person arising from the use of (or reliance upon) information provided on and made available through this Report.

Please send all correspondence to:

Email: fatima.idress@gilanifoundation.com

Join us to stay updated

