



Opinion Poll Social Others

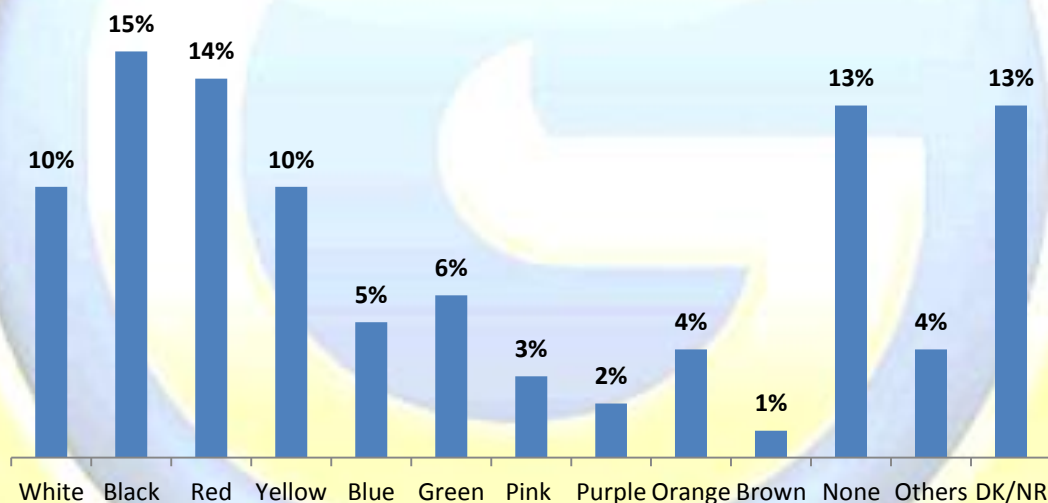
15% Pakistanis mention Black as their least favourite colour. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, April 22, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 15% Pakistanis mention Black as their least favourite colour.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell, which colour is your least favourite i.e. while choosing a colour for your attire, which colour would you be least likely to choose?” In response to this question, 15% mentioned Black, 14% mentioned Red while 10% each mentioned White and Yellow. 6% also mentioned Green, 5% mentioned Blue, 4% mentioned Orange, 3% mentioned Pink, 2% mentioned Purple and 1% mentioned Brown. On the other hand, 13% said none, 4% mentioned other colours and 13% did not respond.

Question: “Please tell, which colour is your least favourite i.e. while choosing a colour for your attire, which colour would you be least likely to choose?”



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 1822 men and women in rural and urban areas of all four provinces of the country, during February 01 – February 08, 2016. Error margin is estimated to be approximately $\pm 2-3$ 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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of Gallup Pakistan
(1980-2016)