



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Majority Use Only Fans to Cool Their House; Air-Conditioning is a Luxury Which Most Can't Afford: GILANI POLL / GALLUP PAKISTAN

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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis (45%) can only afford to use fans to cool their house in the summers. Air coolers are used by 23% followed by additional fans (14%), and air-conditioners (8%). The remaining claimed to sprinkle water or do not do anything to cool their house. To stay away from the scorching heat, respondents stay at home (33%), cover their heads (27%), eat cold things (26%) or use some other method to fight the heat. It may be noted that often a home would be using different modes of cooling for different parts of the house.

A nationally representative sample of men and women from across the country were asked “*What do you usually do to cool down your house in the summers?*” Majority (45%) said they only use fans and 23% of the respondents claimed to use air-coolers. Fourteen percent (14%) put on extra/additional fans where as only 8% claimed to make use of air-conditioners. Seven percent (7%) do not do anything or perhaps are unable to afford any of these methods to cool their houses. The remaining 4% of the respondents either sprinkle water for the cooling affect or use some other means. Understandably air-conditioning is more common amongst the urbanites and people from higher income groups, where as respondents from lower income groups or from rural areas use fans or air coolers in some cases.

In a follow up question the respondents were asked what they do to avoid summer heat. The results revealed that public's opinion was divided between those who claimed to stay at home (33%) to be away from the heat, or cover their heads while stepping out (27%) or those who claimed to eat food items which have a cooling effect (26%). Thirteen percent (13%) of the respondents do something else or do not do anything. A proportionately higher percentage of women (39%) as compared to men (28%) claim to stay indoors to avoid the heat. Also interestingly more men (31%) than women (22%) have claimed to cover their heads when they step out.

“What do you usually do to cool down your house in the summers?”

Only use fans	45%
Air coolers	23%
Additional fans	14%
Use air conditioners	8%
Do nothing	7%
Cool down by sprinkling water	2%
Others	2%

“What do you ad your family do to avoid summer heat?”

Stay at home	33%
Cover head while going out	27%
Eat cool things	26%
Do nothing	10%
Others	3%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2721 men and women in rural and urban areas of all four provinces of the country, during May-June 2009. Error margin is estimated to be approximately $\pm$ 2-3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social related and other issues see website www.gallup.com.pk

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