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**Gallup Pakistan**

GALLUP PAKISTAN POLL FINDINGS ON

## **Aids Awareness**

*Results released on: August 20, 1999*



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## AWARENESS ABOUT AIDS HAS DOUBLED IN TEN YEARS - August 20, 1999

Ninety-six (96%) percent of urban Pakistanis are today aware about AIDS. These findings have emerged from a recent survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The awareness about this disease has doubled during the last decade. In a Gallup Survey held in 1988 only 49% of urban Pakistanis were aware about the disease called AIDS. Among those who are aware of AIDS it has always been considered a very alarming disease. In 1988 among those aware of AIDS 81% considered it very alarming for the world, while 62% considered it very alarming for Pakistan. In 1999, 94% consider it very alarming for the World and 89% for Pakistan.

*The survey was conducted by Gallup Pakistan, the Pakistani Affiliate of Gallup international, in more than 1000 randomly selected households in the urban areas of all the four provinces of the country. The respondents were selected according to the scientific principles of survey research, representing a cross-section of households belonging to different regional, income and social backgrounds. The error margin in survey of this kind is 2-3% at 95% confidence level.*

**Question:** Have you heard or read about a disease called AIDS?

| Base:<br>All respondents | Percent of Respondents |      |
|--------------------------|------------------------|------|
|                          | 1999                   | 1988 |
| Yes                      | 96                     | 49   |
| No                       | 4                      | 51   |

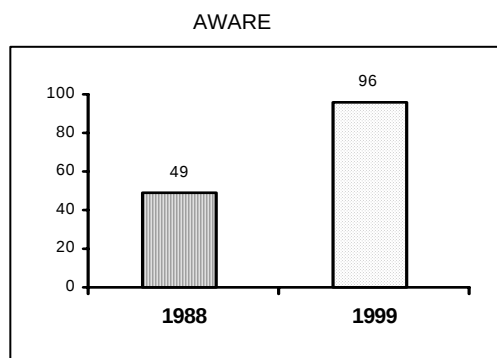
Source: Gallup Pakistan, 1999

**Question:** Would you consider AIDS very alarming, somewhat alarming or not at all alarming for (a) the World (b) Pakistan?

| Base: Those who are aware of AIDS | Percent of Respondents    |      |                              |      |
|-----------------------------------|---------------------------|------|------------------------------|------|
|                                   | Alarming for <b>World</b> |      | Alarming for <b>Pakistan</b> |      |
|                                   | 1999                      | 1988 | 1999                         | 1988 |
| Very alarming                     | 94                        | 81   | 89                           | 62   |
| Somewhat alarming                 | 4                         | 10   | -                            | 24   |
| Not at all alarming               | -                         | -    | 10                           | 6    |
| Don't know                        | 2                         | 9    | 1                            | 8    |

Source: Gallup Pakistan, 1999

Awareness of  
AIDS IN PAKISTAN (1988-99)



AIDS  
Considered VERY ALARMING FOR

