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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON
KNOWLEDGE OF GEOGRAPHY AMONG AVERAGE PAKISTANI

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THE GALLUP POLL

DECEMBER 22, 1985

KNOWLEDGE OF GEOGRAPHY AMONG AVERAGE PAKISTANI

Only 23% of Pakistanis said that they have never heard of Rabat, a city where the first Islamic Summit Conference was held. Even fewer could correctly place it as a city in the Kingdom of Morocco. Similarly more than half of the male adult population Pakistan do not seem to have heard of the city of New York which houses the headquarters of the United Nations and is a premier city of United States. Only 26% of the respondents were able to place New York in United States.

At the same time, the awareness of Pakistanis about two major cities of the world one in Europe and other in Africa namely Berlin and Rabat was even lesser than that of New York

To begin with, the respondents were asked if they had heard of one or more of the following cities of New York, Berlin and Rabat. 54% had not heard of New York, 73% did not know of Berlin and 77% said they had no idea of Rabat.

Among those who claimed that they had heard of any one or more of the three cities, only 26% could place New York in United States, 12% Berlin in Germany and 9% Rabat in Morocco.

Among survey clearly demonstrated that the geographical knowledge and awareness of an average person was directly linked with the level of his formal education. 97% of the respondents who had a basic education, up till matriculation had indeed heard of New York and these 68% correctly placed it in United States.

As against this, only 5% of the illiterates had heard of New York. Of these 5%, a meager 1% said that it is situated in America.

Twice as many as dwellers of the urban areas had heard of New York (71%) as compared to those of the rural areas (35%).

Question :(a) Have you ever heard of Berlin?

(b)If so in which country or continent, would you place New York, Berlin, Rabat?

Percent of respondents who:

	Have heard of:			Correctly placed			Have not heard of:		
CITY	(a)	(b)	(c)	(a)	(b)	(c)	(a)	(b)	(c)
ALL PAKISTAN	46	27	23	26	12	9	54	73	77
Rural	35	19	17	19	6	6	65	81	83
Urban	71	47	38	42	25	16	29	53	62

Age groups									
20-29yrs.	58	29	21	31	12	7	42	71	79
30-39 yrs	48	30	28	29	14	12	53	70	72
40-59 yrs	46	29	27	26	13	11	54	71	73
60 and above	26	19	13	15	7	5	74	81	87
26									

EDUCATION GROUPS

Above Matric	97	77	70	68	47	34	3	23	30
Up to Matric	79	47	37	42	18	13	21	53	63
Primary	45	22	20	26	7	8	55	78	80
Illiterate	13	5	4	5	1	1	87	95	96

Legend

- a) New York
- b) Berlin
- c) Rabat