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GALLUP PAKISTAN POLL FINDINGS ON

One fourth of urbanites have a pet at their home.

Results released on: December 22, 2000



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***One fourth of urbanites have a pet at their home.
Parrot is the most popular pet - December 22, 2000***

According to a recent survey by Gallup Pakistan more than one fourth (27%) of all urban homes maintain a pet bird or animal. Interestingly parrots top the list. The survey was conducted among more than 1000 statistically selected households in the urban areas of all the four provinces. It shows that 40% of urban pet fans maintained a parrot, 11% maintained a dog, 6% maintained a pigeon, and 5% maintained a cat. It is also interesting to note that 16% of pet fans mentioned hen or chicken as their pet and 7% mentioned buffaloes and cows, 5% mentioned goats while the remaining 10% mentioned other miscellaneous birds and animals. It is quite obvious that many households treat chicken, goats and buffaloes as a pet which serve their economic needs as well. Analysts at Gallup have pointed out that nearly 5 million households in the country maintain one or more buffaloes and cows at home and more than one million maintain goats and sheep. However these are mostly in the rural areas and Gallup is undertaking a separate study on this subject.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1000 statistically selected households in the urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.