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GALLUP PAKISTAN POLL FINDINGS ON

THE EXTENT OF CAMERA OWNERSHIP IN PAKISTAN

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THE EXTENT OF CAMERA OWNERSHIP IN PAKISTAN

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According to a survey carried out by Gallup Pakistan nearly 40% of the urban households in the country claimed to own a camera for taking photographs. The proportion of camera owners in the rural areas is considerably less than this at around 15%. However around 80% of the urban households and over one third of the rural households said that they take photographs on memorable occasions particularly on wedding, picnics and birthdays. Those who do not own a camera borrow from friend or relative or hire the services of professional photographers.

The survey was conducted among a nationally representative sample of approximately 1500 men and women belonging to the urban and rural areas of all the four provinces and comprised a cross section of various age, income education and geographic segments. The text of this report can also be seen on the Internet at: **www.gallup.com.pk**