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GALLUP PAKISTAN POLL FINDINGS ON

**THIRTY PERCENT OF RURAL PAKISTANIS WISH TO MOVE
TO A CITY**

Results released on: April 27, 2001



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THIRTY PERCENT OF RURAL PAKISTANIS WISH TO MOVE TO A CITY.

Islamabad, April 27, 2001

According to a recent survey by Gallup Pakistan 30% of rural Pakistanis have given thought to moving to a city, while 12% of city dwellers have considered making a move to live in the rural areas. The survey was carried out in the rural and urban areas of all the four provinces of Pakistan. Two statistically chosen samples of rural and urban Pakistanis were asked: *"Have you ever seriously considered of moving your residence from village to city or city to village as the case may be?"* Thirty percent (30%) of ruralites and 12% of urbanites said they had considered such a move. The ruralites cited three specific reasons for their attraction to city life, which were employment, education and health facilities. Seventeen percent (17%) said they were attracted to city life because they thought there were more job opportunities in the cities, 16% were attracted to better educational and 8% to better health facilities. Another 27% gave a general answer saying they believed the facilities to live a better life were greater in the cities. The remaining gave other miscellaneous answers.

As opposed to this the urbanites who had considered moving to rural areas were attracted by the expectation that they would get fresh air in the villages, the food would be pure and life would be simple. Forty-one percent (41%) of urbanites cited fresh air as the main advantage of rural life, 17% cited pure food and 6% cited simple life as the biggest attraction of rural life. The remaining gave miscellaneous answers. Marketing research experts at Gallup are analyzing this information to see its implications for social as well as commercial planners. The study is part of Gallup's ongoing research on lifestyles in Pakistan.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 1500 statistically selected households in both urban and rural 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.