



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Very Few Pakistanis Can Afford Recreational Activities: GILANI POLL / GALLUP PAKISTAN

Islamabad, June 29, 2009

According to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, only a minority of all Pakistanis participate in outdoor activities such as Eating out (31%), Domestic travel for fun (27%), Domestic travel for work (16%), and Foreign travel for fun and work (1% each) within a span of one year. Majority are unable to do any of these activities possibly due to lack of finances and opportunity. Interestingly there is a flip side to it. As opportunities for financially affordable individual and nuclear-family focused activities are few, most Pakistanis seek entertainment in extended-family based congregations and communal gatherings. That would be the subject of another poll from Gilani Foundation.

A nationally representative sample of men and women from across the country were read out a list of outdoor activities and were asked to tell the frequency with which they participate in these activities. The results show that majority (40%) of the respondents never **Eat Out** and 28% claimed to rarely go out to eat. Fourteen percent (14%) said they eat out once a year or one in six months where as 17% of the respondents only eat out once in a month or once in 3 months. It is seen that a proportionately higher percentage of urbanites (11%) as compared to ruralites (7%) and more men (23%) than women (11%) frequently eat out (once in 1 or 3 months).

When asked about **Domestic travel for fun**, only 6% and 21% of the respondents claimed to make frequent leisure trips within the country (once in 1 or 3 months & once in 6 months or 1 year respectively). Majority of all respondents (44%) never get a chance to travel domestically for fun and 28% claimed to rarely do so. A significantly higher percentage of women (50%) as compared to men (38%) said they never travel within the country for enjoyment.

Many jobs require employees to travel around the country for work purposes. However when asked, more than two thirds of all respondents (76%) claim to never have to do **Domestic travel for work**. Ten percent (10%) are required to travel once in 6 months or 1 year and 6% of the respondents said that they have to travel domestically, once in 1 or 3 months for work purposes. Seven percent (7%) need to travel for work less than once a year. One percent (1%) gave no answer. Understandably more men are required to travel frequently for work as compared to women. Also a proportionately higher percentage of ruralites (19%) claimed to make work related trips, domestically, within a year as compared to the urbanites (10%).

The data reveals that **Foreign trips for fun** and **Foreign travel for work** are too expensive and hence majority (97% each) never go abroad for vacations or work. Less than 1% claimed to go outside Pakistan once in a year for fun. For work related foreign trips less than 1% claimed to travel once every 3 months. There are no significant differences across all demographics.

“Please tell us generally how often do you take part in the following activities?”

Activities	Once in 1 month	Once in 3 months	Once in 6 months	Once in a year	Less than once a year	Never	NR
Eating Out	8%	9%	7%	7%	28%	40%	-
Domestic travel for fun	3%	3%	8%	13%	28%	44%	-
Domestic travel for work	2%	4%	5%	5%	7%	76%	1%
Foreign travel for fun	-	-	-	1%	1%	97%	-
Foreign travel for work	-	1%	-	-	1%	97%	1%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2690 men and women in rural and urban areas of all four provinces of the country, during December 2008. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social related and other issues see website www.gallup.com.pk

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