

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 Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Perceptions on The Most Liked Aspect of One's Neighborhood: GILANI POLL / GALLUP PAKISTAN

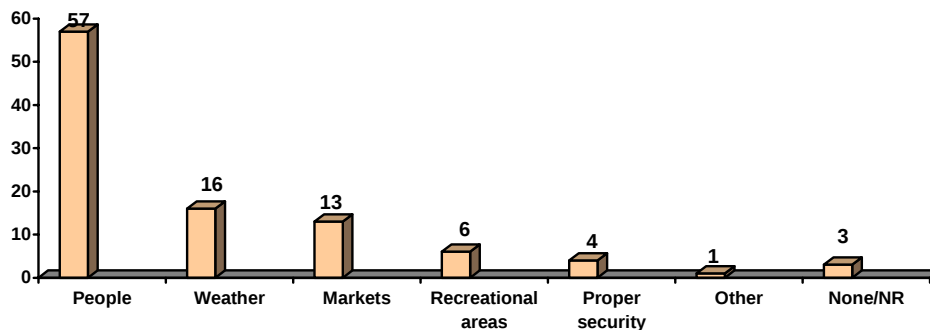
Islamabad, May 18, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, there are several things which people like about their neighborhoods. In Pakistan it is seen that more than half of all Pakistanis (57%) claim that the best aspect of their locality are the inhabitants of that place, followed by weather (16%), market areas (13%), recreational areas (6%), proper security arrangements (4%), and 1% say there are other aspects they like the most about their area. The remaining 3% either do not like anything about their neighborhood or gave no response.

A nationally representative sample of men and women from across the country were asked "Please tell us what one aspect do you like the most about your locality?" Fifty seven percent (57%) said they like the people living in their area, 16% claimed they like their locality's weather, 13% said that the best thing about their area are the market areas, 6% like the recreational areas available in their locality, 4% cited arrangement of proper security as the top benefit of their area and 1% said other. The remaining 3% of the respondents either said they do not like anything about their neighbourhood or gave no response.

The findings of the survey reveal that while a higher percentage of urbanites (25%) cited Markets to be the best aspect of their locality, a comparatively higher percentage of ruralites (63%) said that the best part of their locality are its inhabitants.

"Please tell us what one aspect do you like the most about your locality?"



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 recent survey was carried out among a sample of 2742 men and women in rural and urban areas of all four provinces of the country, during May 2010. Error margin is estimated to be approximately $\pm$ 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 and other issues see website www.gallup.com.pk

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