

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.

City Life VS Village Life; Views are Split, 53 % Prefer Lively City Lifestyle, 47 % Prefer Simple Village Life: GILANI POLL / GALLUP PAKISTAN

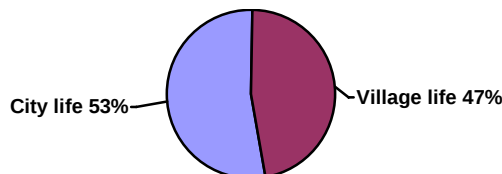
Islamabad, February 25, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, preference amongst Pakistanis for a lively city life as compared to a simple life in a village, is almost equally split; While 53% like the hustle and bustle of a city, just as many 47% claim to like the simple lifestyle in villages.

A nationally representative sample of men and women from across the country were asked “Some people prefer the lively lifestyle of a city, while others like the simple lifestyle of a village. Personally what kind of a life do you like the most?” Fifty three percent (53%) said they prefer the hustle and bustle of a big city, while just as many 47% claimed they prefer villages.

The findings of the survey reveal that while a vast majority of urbanites (85%) claim to like city life, 15% of the respondents from urban areas claim they like the simple lifestyle of villagers. It is also seen that a proportionately higher percentage of people above 50 years of age (55%), prefer village life.

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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 2581 men and women in rural and urban areas of all four provinces of the country, during February 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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