



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.

Pakistanis Divided about Seasons, but Majority Prefers Winters: GILANI POLL /GALLUP PAKISTAN

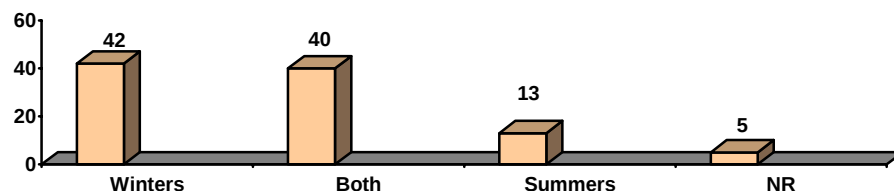
Islamabad, March 4, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, Pakistanis are divided about their preference for winter and summer seasons; while only 13% claim to like summers over winters, 42% said they prefer winters the most, and 40% claim to enjoy both the seasons. The remaining 5% gave no response.

A nationally representative sample of men and women from across the country were asked “Amongst winter and summer seasons, which season do you like the most?” Forty two percent claimed to like winters, 13% said they like summers the most, whereas 40% prefer both seasons. The remaining 5% of the respondents gave no response.

The findings of the survey reveal that amongst the older people (51+) polled, majority (54%) claimed to prefer winters over summers. It is also seen that a higher percentage of residents from NWFP (66%) said they like winters the most.

“Amongst winter and summer seasons, which season do you like the most?”



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 2761 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 ± 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

For any queries please contact:
Ms. Saadia Khalid
Assistant Manager (Research)

Phone: +92-51-2655630
E-mail: saadia.khalid@gallup.com.pk