

**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.*

## **Preferred Place to Live; 33% Prefer Living in a Valley & 23% Prefer Seaside: GILANI POLL/GALLUP PAKISTAN**

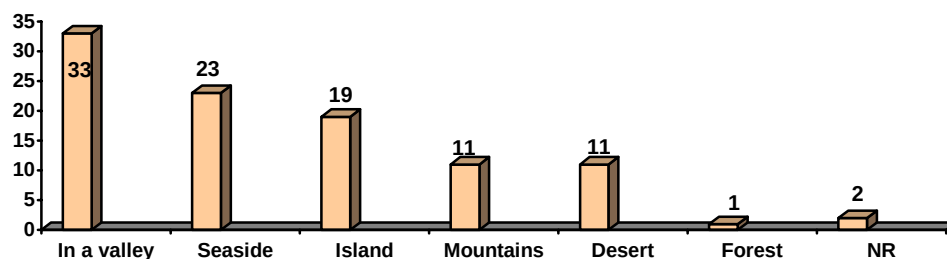
Islamabad, April 8, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, amongst many various places to live in, the preference for living in a Valley is the highest with 33% claiming that they would like to live in a valley, followed by preference for living near sea (23%), Island (19%), mountains (11%), desert (11%), and 1% say they prefer living in a forest. The remaining 2% of the respondents gave no response.

A nationally representative sample of men and women from across the country were asked “*Suppose you are given the opportunity to choose from the following locations, which one would you really like for living?*” Thirty three percent (33%) said they prefer living in a valley, 23% said they would want to live near a sea, 19% claimed they prefer living on an island, 11% said on mountains, and another 11% said they prefer deserts. The remaining 3% of the respondents said they would like to live in a forest or gave no response.

The findings of the survey reveal that seashores and mountains are preferred by a comparatively higher percentage of urbanites while a higher percentage of ruralites claimed to prefer living on an Island.

*“Suppose you are given the opportunity to choose from the following locations, which one would you really like for living?”*



Source: Gilani Poll conducted by Gallup Pakistan,  
the Pakistani affiliate of Gallup International Association ([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://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 2756 men and women in rural and urban areas of all four provinces of the country, during March 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](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://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](http://www.gallup.com.pk)

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