

Gilani Weekly Poll

Cyberletter

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October 15, 2012



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From The Editor

Dear Reader,

Gilani Research Team now brings



to you a collection of daily polls releases in the form of a weekly digest, which gives you the opportunity to read opinions of the Pakistani public on various socio-political issues.

We hope it will be of interest to you and your readers.

If you have any further questions in this regard, please feel free to contact us.

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City Dwellers in Pakistan uninformed about rapidly risen electrification of Rural Areas. GILANI POLL/GALLUP PAKISTAN

October 16, 2012



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, city dwellers in Pakistan are uninformed about rapidly risen electrification of Rural Areas.

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October 17, 2012

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October 18, 2012

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[Click for details](#)

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October 19, 2012

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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 in Pakistan and established Gallup Pakistan in 1980. Current Dr. Gilani, who hold a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan (www.gallup.com.pk)

Only 40% of Urban Pakistanis think most villages are accessible by metalled roads. The reality is much brighter than this. GILANI POLL/GALLUP PAKISTAN

Islamabad October 15, 2012

A recent Gilani Research Foundation Survey carried out by Gallup Pakistan shows that city dwellers in Pakistan are unaware about the rapidly changed profile of their rural country men. Their perceptions about rural population are grossly poorer than the reality. The latest available census of villages (Census of Mouza Statistics, 2008) shows that more than 80% of Pakistan's rural population is accessible by metalled roads. However, when urban Pakistanis are asked this question in an opinion survey, only 40% of them believe that a majority is accessible by metalled roads.



The following tables show the graph between perceptions and reality:

Question: "In your view, how many (living in) villages in Pakistan are accessible by metalled roads?"

PERCEPTIONS

(As measured by opinion poll among Urban Pakistanis)

Majority of villagers ARE ACCESSIBLE	40%
Majority of villagers ARE NOT ACCESSIBLE	60%

Source: Gallup and Gilani Surveys

The Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

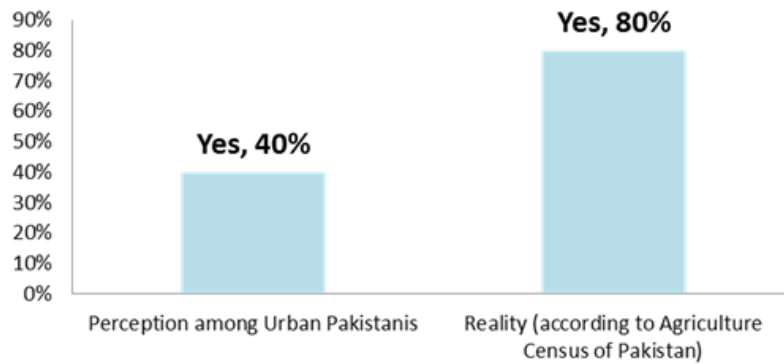
REALITY

(As measured in a census of village populations, reported in Pakistan Village (Mouza) Statistics, 2008)

Rural Population accessible by metalled roads	80%
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Source: Computed from Rural Agricultural Census conducted by Government of Pakistan

Is the majority of rural population accessible by metalled roads?



Methodology

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 2302 men and women in rural and urban areas of all four provinces of the country, during September 09, 2012 – September 15, 2012. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

City Dwellers in Pakistan uninformed about rapidly risen electrification of Rural Areas. GILANI POLL/GALLUP PAKISTAN

Islamabad October 16, 2012



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, city dwellers in Pakistan are uninformed about rapidly risen electrification of Rural Areas.

A nationally representative sample of men and women from across the four provinces was asked “In your opinion, approximately how many houses in the villages of Pakistan have electricity?” Responding to this, 45% said ‘all or most’, 42% said ‘only some’; while 13% said ‘none’ or they did not reply.

On the other hand, these perceptions are much lower than the actual data gathered from a census of over 45,000 villages in the country which shows that 64% of villages in the country have nearly total access to electricity; 17% of the villages have partial access, as some parts of the village have access while others do not. Only 19% of all villages have no access to electricity.

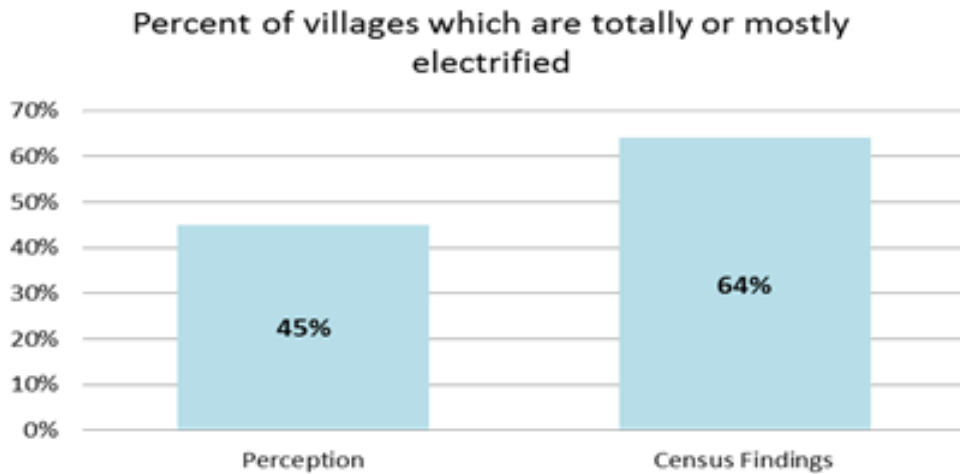
On the whole, Urban Pakistanis perceive the status of rural electrification to be poorer than what the census shows.

Question: “In your opinion, approximately how many houses in the villages of Pakistan have electricity?”

	Perceptions (National Opinion Poll)	Actual Data (based on census of villages showing status of villages)
All/Most	45%	64% (all clusters in these villages have electricity)
Some	42%	17% (Some clusters in these villages have electricity)
None/Don't Know	13%	19% (No clusters have electricity)
	Source: Gallup and Gilani Surveys, the Pakistani affiliate of Gallup International Association www.gallup-international.com ; www.gallup.com.pk ; www.gilanifoundation.com)	Source: Computed from Rural Agricultural Census conducted by Government of Pakistan

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PERCEPTIONS ABOUT RURAL ELECTRIFICATION ARE POORER THAN CENSUS FINDINGS



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Islamabad October 17, 2012

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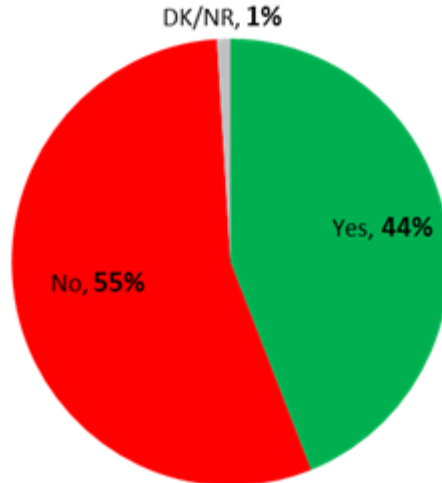


As part of the Geo Transmission in recent days a campaign for promotion of Education has been launched with the tag line of “parhne likhnay ke ilawa Pakistan ka matlab kya.” Gallup Pakistan Media Research Team approached a National Sample of 2600 men and women spread across both urban and rural areas and covering all four provinces and asked if respondents had heard, watched or read about the campaign. A nationally representative sample of men and women from across the four provinces was asked “These days in the media there is an advertisement whose subject is “Parhnay likhnay ke ilawa Pakistan ka matlab kya?” (Without education, what is the meaning of Pakistan?) Have you heard, read or seen this advertisement?” Responding to this, 44% of Pakistanis said they had either seen or heard about the campaign and 55% claimed that they had never seen or heard about the campaign. However, 1% did not give a response.

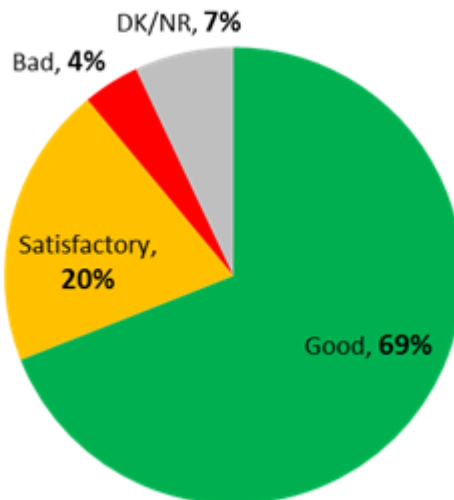
Bilal Gilani, Executive Director at Gallup Pakistan, explains that this adds up to about 40 million men and women above the age of 18 who have been exposed to this social service message either directly (saw the ad themselves) or indirectly (heard or read about the ad).

When the respondents were further asked if they liked the campaign, 29% of those who claim to have seen, read or heard about the campaign said they liked it a lot. Another 40% claimed to like it and 20% found it satisfactory. The rest did not like the advertisement or had no opinion on it.

“These days in the media there is an advertisement whose subject is “Parhnay likhnay ke ilawa Pakistan ka matlab kya?” (Without education, what is the meaning of Pakistan?) Have you heard, read or seen this advertisement?”



“What is your opinion about the advertisement “parhnay likhnay ke ilawa Pakistan ka matlab kya?” (Without education, what is the meaning of Pakistan?)”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk,
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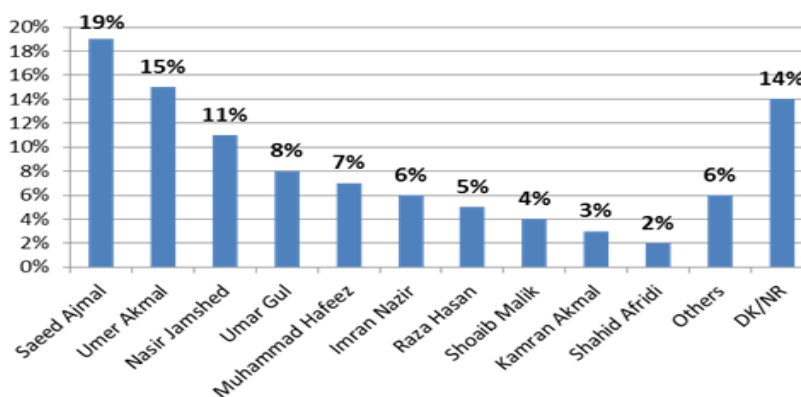
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A nationally representative sample of men and women from across the four provinces was asked “During the T-20 World Cup 2012, which Pakistani Cricketer had the best performance? (Give one answer).” Responding to this, 19% of Pakistanis said Saeed Ajmal, 15% said Umer Akmal, 11% said Nasir Jamshed, 8% said Umar Gul, 7% said Muhammad Hafeez, 6% said Imran Nazir, 5% said Raza Hasan, 4% said Shoaib Malik, 3% said Kamran Akmal and 2% said Shahid Afridi. However, 6% said ‘others’ and 14% did not give a response.

Question: “During the T-20 World Cup 2012, which Pakistani Cricketer had the best performance?”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Methodology

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 2674 men in rural and urban areas of all four provinces of the country, during October 07, 2012 – October 13, 2012. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

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A nationally representative sample of men and women from across the four provinces was asked “In your opinion, the import of what items should be banned in Pakistan?” Responding to this, 60% said no items should be banned, 10% said narcotics/cigarettes etc. should be banned, 5% said food items should be banned, 5% said any items which are forbidden in Islam should be banned, 2% said dress/clothing and another 2% said cosmetics and 10% mentioned ‘others’. However, 6% did not give a response.

Question: “In your opinion, the import of what items should be banned in Pakistan?”

No Items should be banned	60%
Ban on any times whose use is forbidden in Islam	5%
Narcotics/Cigarettes etc.	10%
Food Items	5%
Dress/Clothing	2%
Cosmetics	2%
All Others	10%
Don't Know/No Response	6%
Total	100%

Source: Gallup and Gilani Surveys
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A year to thank,
Share and reinvent
1980-2012



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October 2012

Please send all correspondence to:

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**A year to thank,
share and reinvent
Gallup & Gilani: 1980-2012**



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