

DEC 21, 2016

48% PAKISTANIS ARE AWARE OF THE USAID ADVERTISEMENT ON THE LONG RELATIONSHIP OF PAKISTAN AND AMERICA.

Recently an advertisement aired on the television on the long friendship of Pakistan and America. This advertisement is by USAID. Have you seen any such advertisement?



SOURCE: GALLUP AND GILANI SURVEYS. SAMPLE SIZE: 1851
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
ECONOMY
Aid (Foreign/ Local)

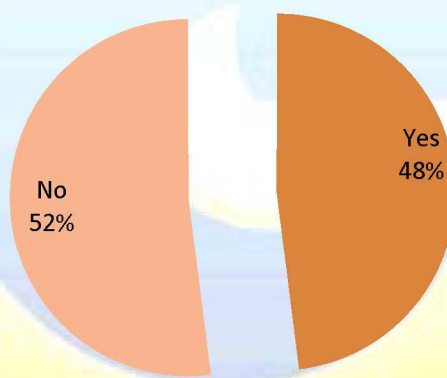
48% Pakistanis are aware of the USAID advertisement on the long relationship of Pakistan and America. (GRF POLL)

Islamabad, December 21, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 48% Pakistanis are aware of the USAID advertisement on the long relationship of Pakistan and America.

A nationally representative sample of men and women from across the four provinces was asked, “Recently an advertisement aired on the television on the long friendship of Pakistan and America. This advertisement is by USAID. Have you seen any such advertisement?” In response to this question, 48% said yes, 52% said no.

Question: “Recently an advertisement aired on the television on the long friendship of Pakistan and America. This advertisement is by USAID. Have you seen any such advertisement?”



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1851 men and women in rural and urban areas of all four provinces of the country, during September 12– September 19, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)