



Opinion Poll
DEMOGRAPHICS
Census

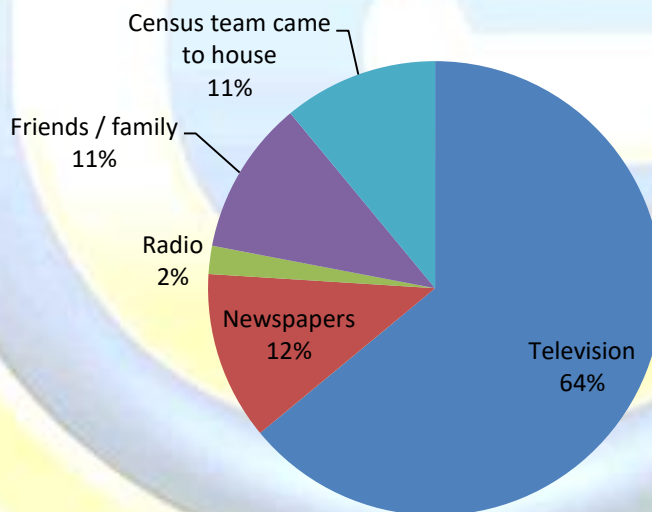
Sources of information on ongoing census: 64% Pakistanis who had heard or read about the census cite television as the main source of information; followed by 12% who say newspapers. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, May 19, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 64% Pakistanis who had heard or read about the census cite television as the main source of information; followed by 12% who say newspapers.

A nationally representative sample of men and women from across the four provinces who had heard or read about the census was asked, “Where did you hear or read about the census?” In response to this question, 64% said they had heard about the census on the television, 12% said they had read in the newspaper, 2% said heard on the radio, 11% said they heard from their friends / family, while 11% said the census team came to their house.

Question: “Where did you hear or read about the census?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1412 men and women in rural and urban areas of all four provinces of the country, during March 20 – March 27, 2017. 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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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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of Gallup Pakistan
(1980-2017)