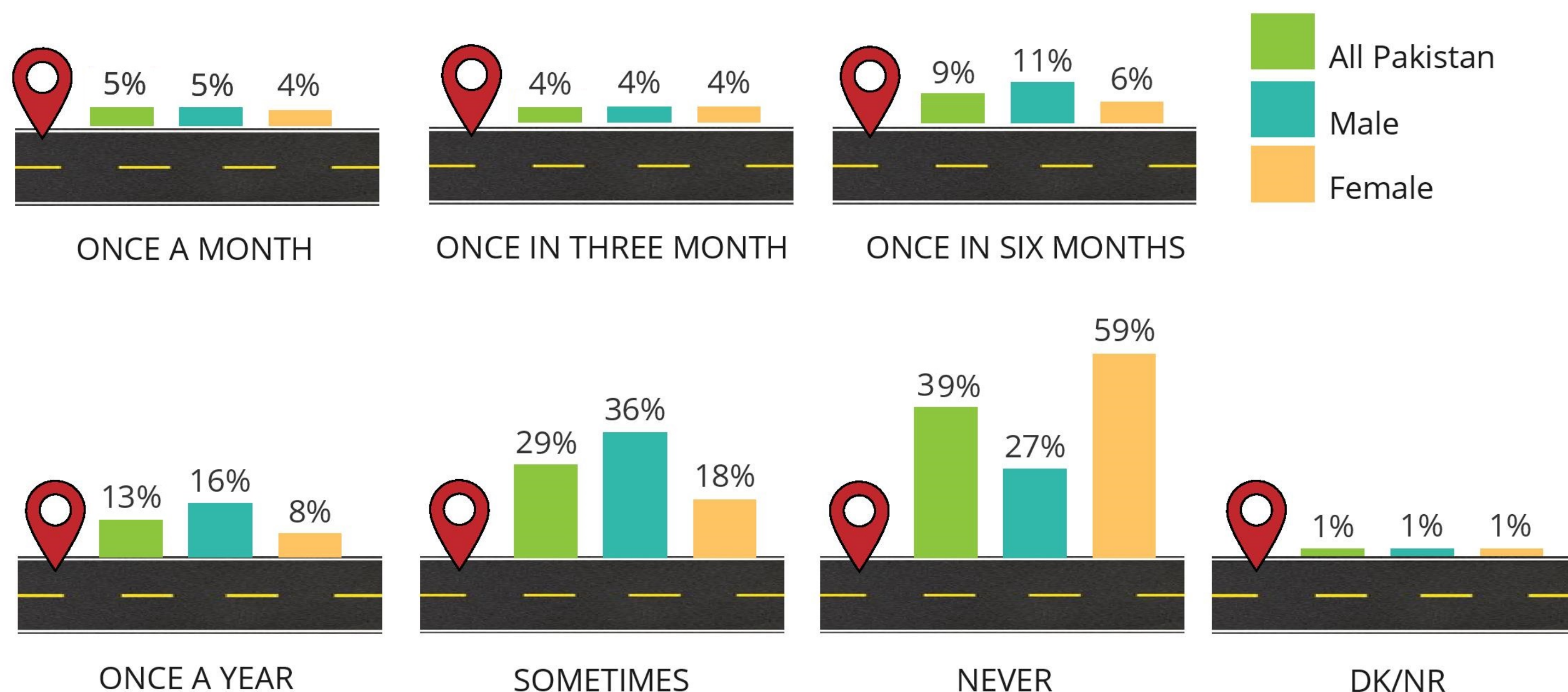


August 23, 2019

WHILE THERE IS A SIGNIFICANT GENDER GAP AMONGST PEOPLE WHO VISIT OTHER CITIES IN THE COUNTRY FOR ENJOYMENT, THERE IS RELATIVELY MINIMAL URBAN-RURAL DIFFERENCE .

Please tell approximately how much you participate in the activity of going to some other city in the country for enjoyment ?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1372

Field work conducted by Gallup and Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

**SOCIAL
Travel****While there a significant gender gap amongst people who visit other cities in the country for enjoyment, there is relatively minimal urban-rural difference (GALLUP & GILANI PAKISTAN POLL)**

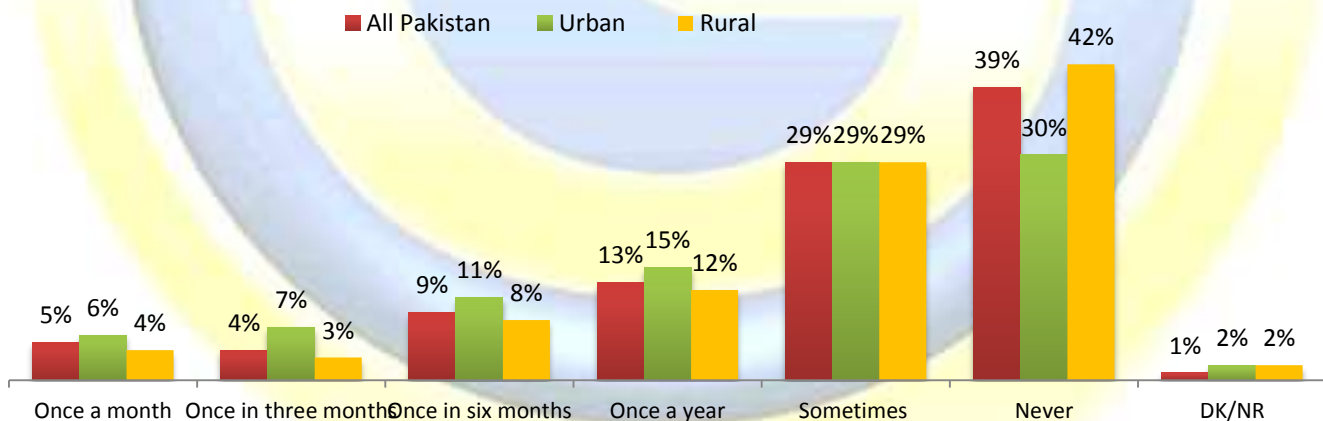
Islamabad, August 23, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, While there a significant gender gap amongst people who visit other cities in the country for enjoyment, there is relatively minimal urban-rural difference.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell approximately how much you participate in the activity of going to some other city in the country for enjoyment?” In response, 5% said they visit some other city once a month, 4% said once in three months, 9% said once in six months, 13% said once a year, 29% said sometimes and 39% said they never visit some city for enjoyment. 1% claimed they did not know/did not wish to respond.

Urban-Rural Breakdown: Relatively higher proportion of the urban dwellers visit some other city often for the purpose of enjoyment as compared to rural dwellers in Pakistan

Of urban dwellers, 6% say they visit some other city once a month (as opposed to 4% rural dwellers), 7% said once in three months (3% rural), 11% said once in six months (8% rural), 15% said once a year (12% rural), 29% said sometimes (29% in rural) and 30% said never (42% in rural).

Question: “Please tell approximately how much you participate in the activity of going to some other city in the country for enjoyment?”

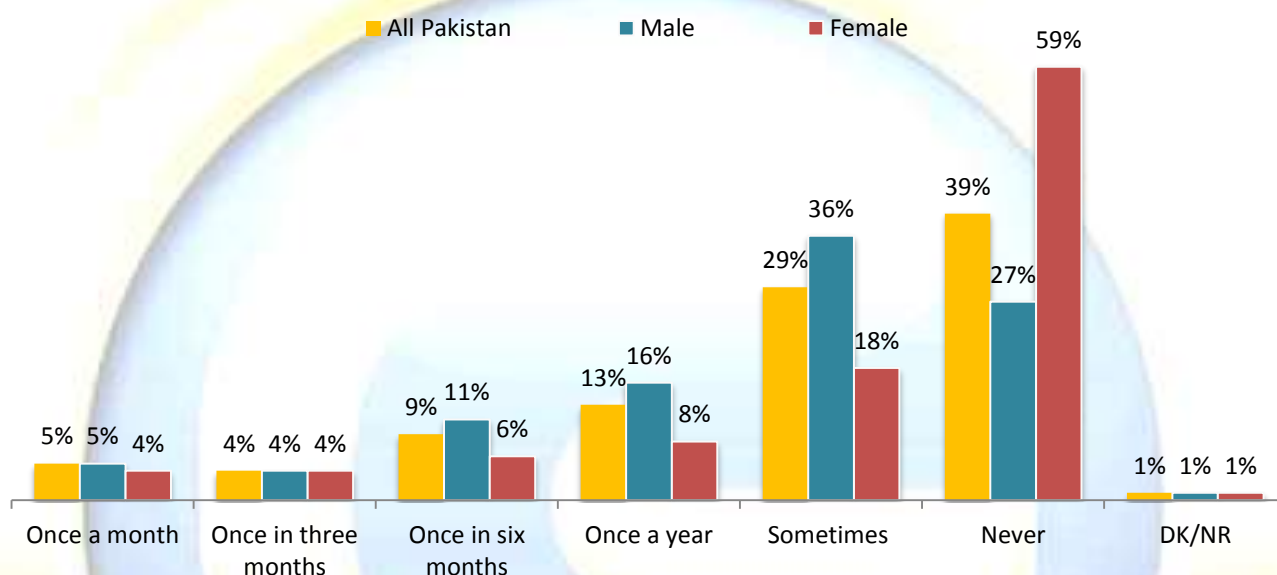
Source: Gallup & Gilani Pakistan Poll

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

Gender Breakdown: Approximately half the proportion of women is able to visit other cities of the country for enjoyment as compared to the male population that visits other cities for leisure

Of the female population in Pakistan, 4% say they visit some other city once a month (as opposed to 5% males), 4% said once in three months (4% males), 6% said once in six months (11% males), 8% said once a year (16% male), 18% said sometimes (compared to 36% of males) and 59% said never (27% in males). The results therefore show major gender difference.

Question: “Please tell approximately how much you participate in the activity of going to some other city in the country for enjoyment?”



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 1,372 men and women in urban and rural areas of all four provinces of the country, during August 02 – August 09, 2019. The error margin is estimated to be approximately $\pm 2\text{-}3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION

Friday, August 23, 2019

(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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)