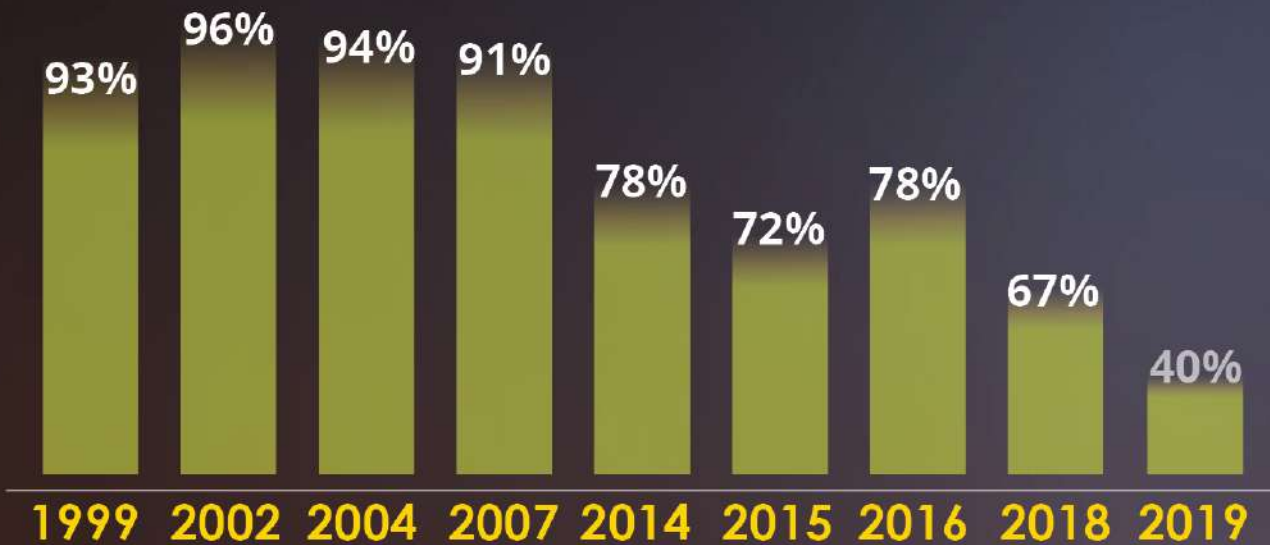


1999-2020, 53% decline in the proportion of Pakistanis who claim to have heard/read about Polio Day

Have you heard/read about Polio Day?

■ YES





PRESS RELEASE (also emailed/ faxed seperately)

Public Opinion in Pakistan Since Year 1999

SOCIETY Polio Day

1999-2020, 53% decline in the proportion of Pakistanis who claim to have heard/read about Polio Day (Gallup & Gilani Pakistan Poll)

Islamabad, April 07, 2020

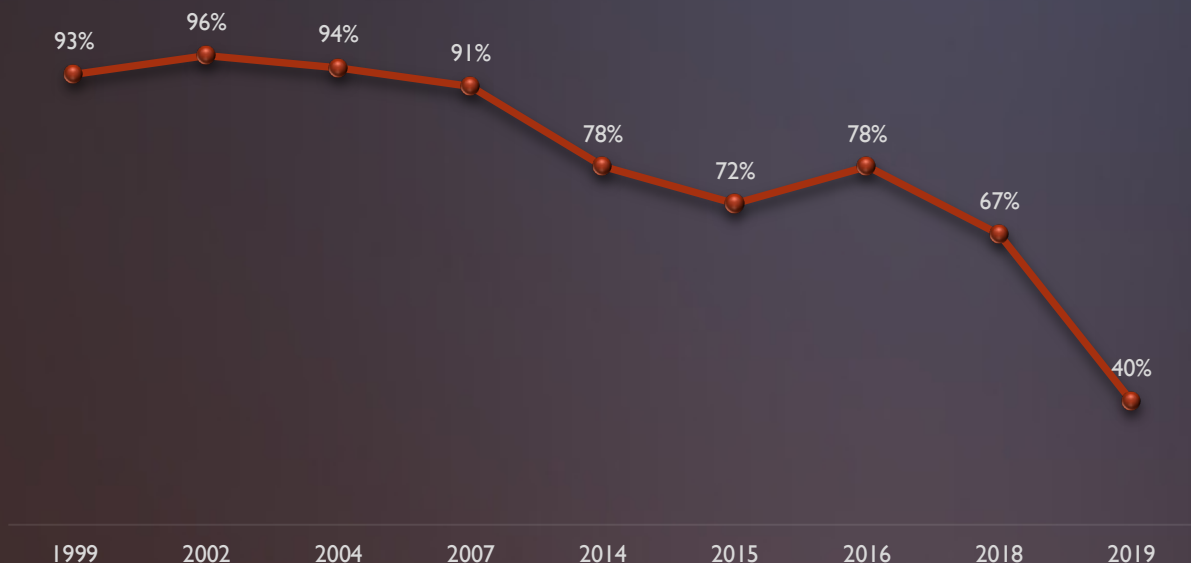
In a Gallup & Gilani Pakistan National Survey conducted in the year 1999, respondents were asked “Have you heard/read about Polio Day?” In response, a majority, 93% said yes, claiming that they had heard/read about polio day.

Comparative Picture: This question was asked again in 2020 to enable a comparison to be made across the years. In 2020, only 40% said yes.

Implication of this finding: Over the years, the proportion of Pakistanis who reported hearing/ reading about Polio Day has been steadily decreasing. This decline in awareness could be attributed to fewer mass media campaigns or dedicated media programs for Polio Day over the years, as the urgency of Polio campaigns decreased as the number of polio cases decreased in the country. However, with the re-emergence of polio cases across the country, there is a dire need for more dedicated polio awareness campaigns.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Have you heard/read about Polio Day?”



Source: Gallup & Gilani Pakistan Poll
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilaniifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Tuesday, April 07, 2020

(3 Pages including this)

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.



of Gallup Pakistan
(1980-2020)