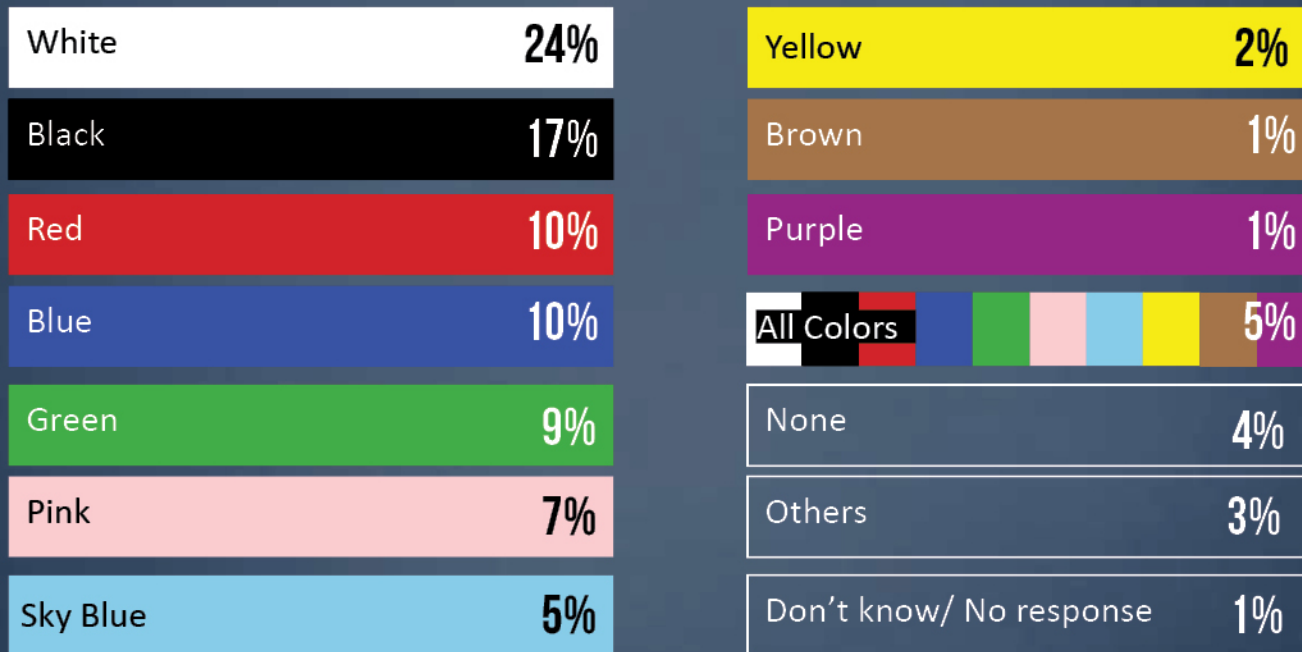


25 June, 2021

**WHITE (24%) AND BLACK (17%) ARE THE FAVORITE COLORS OF PAKISTANIS:
GALLUP & GILANI PAKISTAN**

سفید (24%) اور کالا (17%) پاکستانیوں کے پسندیدہ رنگ ہیں۔

What is your favorite color?





Special Press Release
Misc

**White (24%) and Black (17%) are the favorite colors of Pakistanis:
Gallup & Gilani Pakistan**

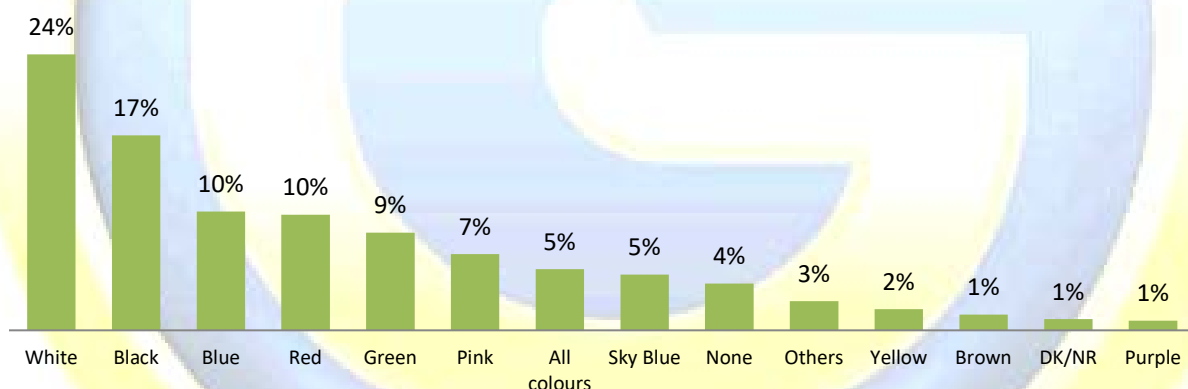
(Islamabad), June 25, 2021

According to a survey conducted by Gallup & Gilani Pakistan, White and black are most commonly cited as favorite colors.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “*What is your favorite color?*” In response to this question, 24% said White, 17% said black, 10% said Red, 10% said Blue, 9% said Green, 7% said Pink, 5% said sky blue, 2% said yellow, 1% said brown, 1% said purple, 5% said all colors, 4% said none, 3% said others and 2% did not know/did not respond.

Question: “What is your favorite color?”

All Pakistan



Source: Gallup & Gilani Pakistan
(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 616 men and women in urban and rural areas of all four provinces of the country, during April 24, 2021 – May 15, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Friday, June 25, 2021

(2 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,
Gallup Pakistan*

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



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)