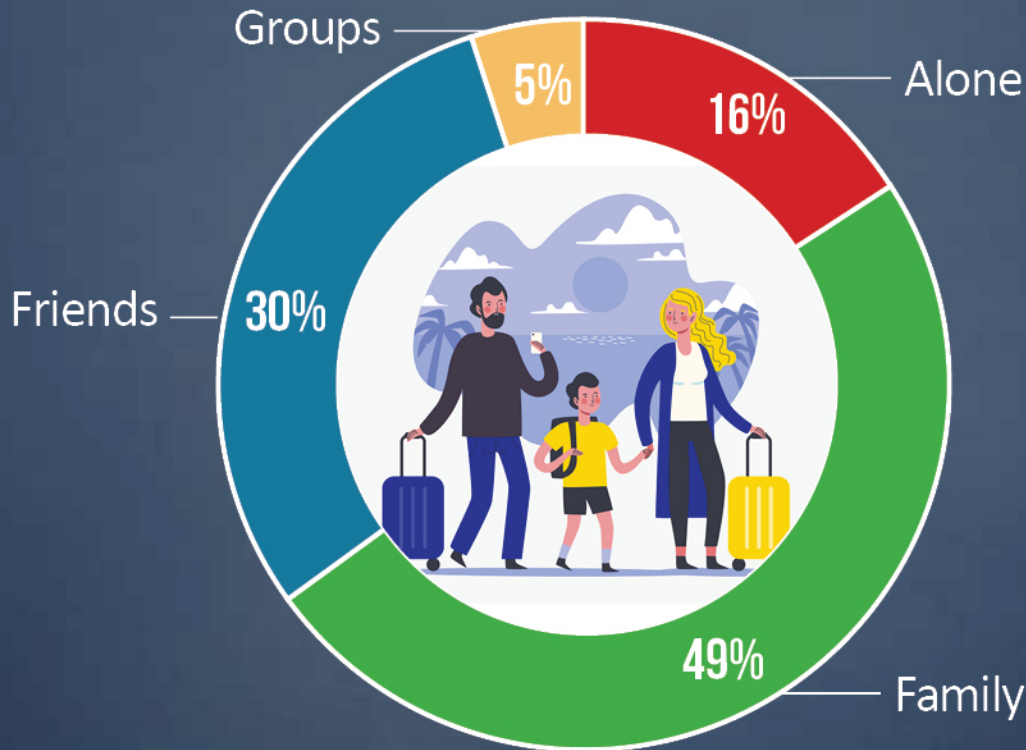


20th May, 2022

ALMOST HALF (49%) OF PAKISTANIS CHOOSE TO TRAVEL WITH THEIR FAMILY WITHIN PAKISTAN: NATIONAL TRAVEL & TOURISM SURVEY CONDUCTED BY GALLUP & GILANI PAKISTAN IN COLLABORATION WITH EMPLOYERS' FEDERATION OF PAKISTAN

تقریباً نصف فیصد پاکستانی (49%) پاکستان میں اپنے گھروالوں کے ساتھ سفر کرتے ہیں

Question: "Who do you usually travel with?"





Opinion Poll Tourism

Almost half (49%) of Pakistanis choose to travel with their family within Pakistan: National Travel & Tourism survey conducted by Gallup & Gilani Pakistan in collaboration with Employers' Federation of Pakistan

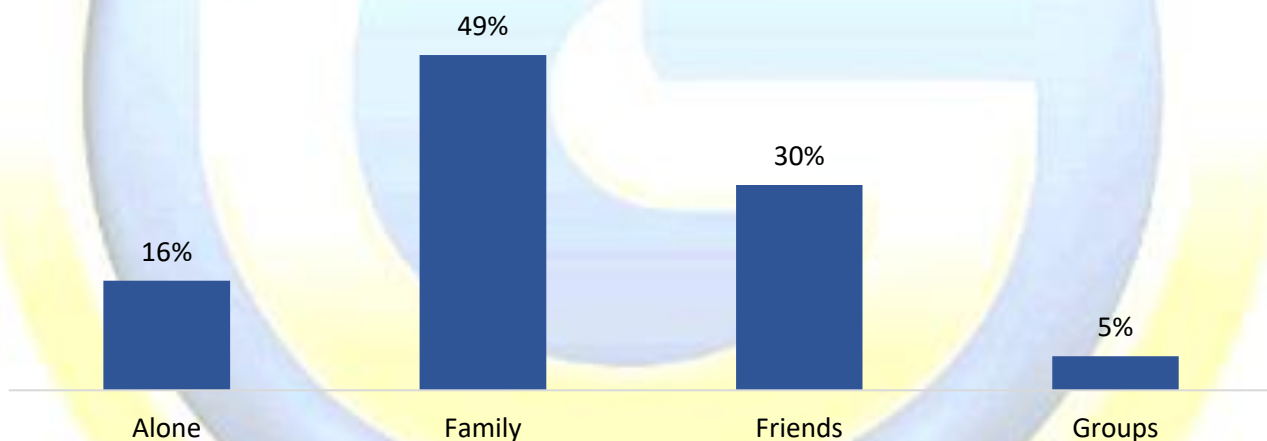
(Islamabad), May 20, 2022

According to a survey conducted by Gallup & Gilani Pakistan, almost half (49%) of Pakistanis choose to travel with their family within Pakistan.

A nationally representative sample of adult men and women from across Pakistan was asked the following question, “*Who do you usually travel with?*”. In response to this question, 16% said alone, 49% said family, 30% said friends and 5% said groups.

Question: “Who do you usually travel with?”

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 856 men and women in urban and rural areas of all four provinces of the country in 2020. 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, May 20, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)