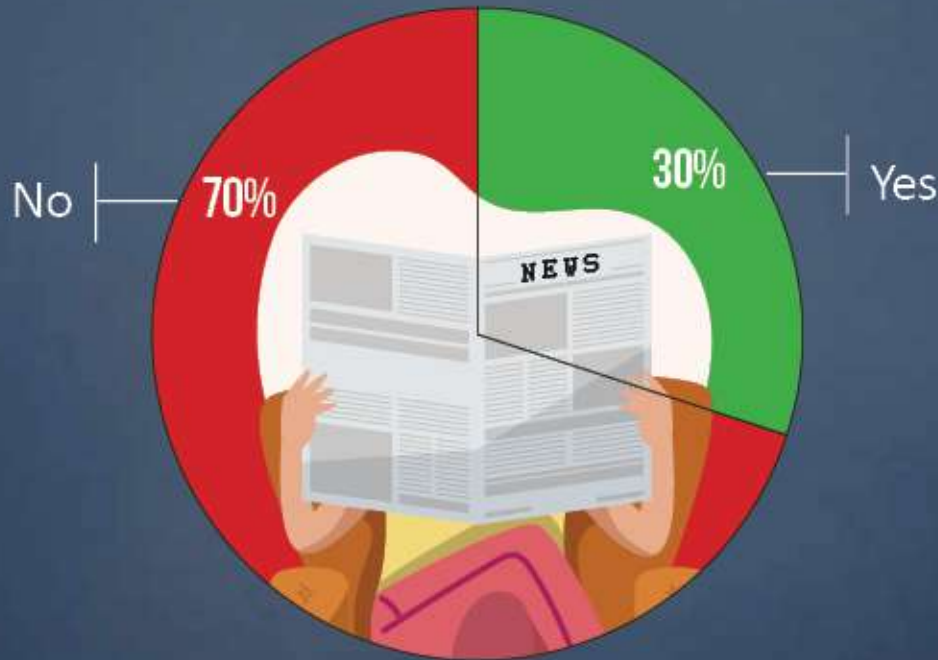


28th August, 2024

ONLY 30% OF PAKISTANIS HAVE READ MATRIMONIAL ADS IN NEWSPAPERS OR OTHER SOURCES; MEN AND URBAN RESIDENTS MORE LIKELY TO HAVE DONE SO: GALLUP & GILANI PAKISTAN

صرف 30% پاکستانیوں نے بتایا کہ انہوں نے اخبارات یا دیگر ذرائع سے شادی/ضرورتِ رشتہ کے اشتہارات پڑھے ہیں۔ ضرورتِ رشتہ کے اشتہارات پڑھنے کے حوالے سے شرح مرد حضرات اور شہری علاقوں میں رہنے والے افراد میں زیادہ پائی گئی۔

Question: Have you ever read marriage/matchmaking advertisements in newspapers or anywhere else?





PRESS RELEASE

Opinion Poll

Demographics

Marital Status

Press release 5 on Marriage and Social Behavior

Only 30% of Pakistanis have read matrimonial ads in newspapers or other sources; men and urban residents more likely to have done so: Gallup & Gilani Pakistan

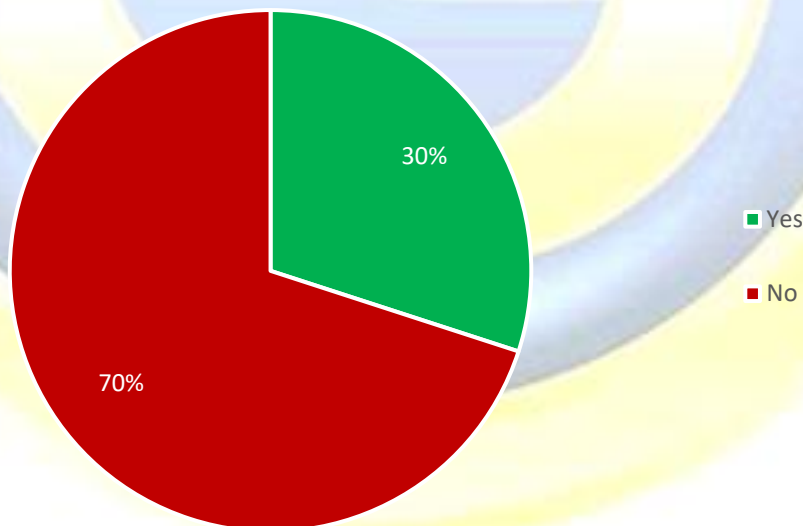
(Islamabad) 28th August, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only 30% of Pakistanis have read matrimonial ads in newspapers or other sources. Survey findings highlighted that men were 12% more likely to have come across such advertisements, compared to women. Meanwhile, urban residents were 5% more likely to have read such ads, as compared to rural residents.

This press release is in a series of press releases Gallup Pakistan is producing on the subject of marriage and social behavior. You can access the previous press release in this series [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “Have you ever read marriage/matchmaking advertisements in newspapers or anywhere else?” In response, 30% said ‘Yes’, while 70% said ‘No’.

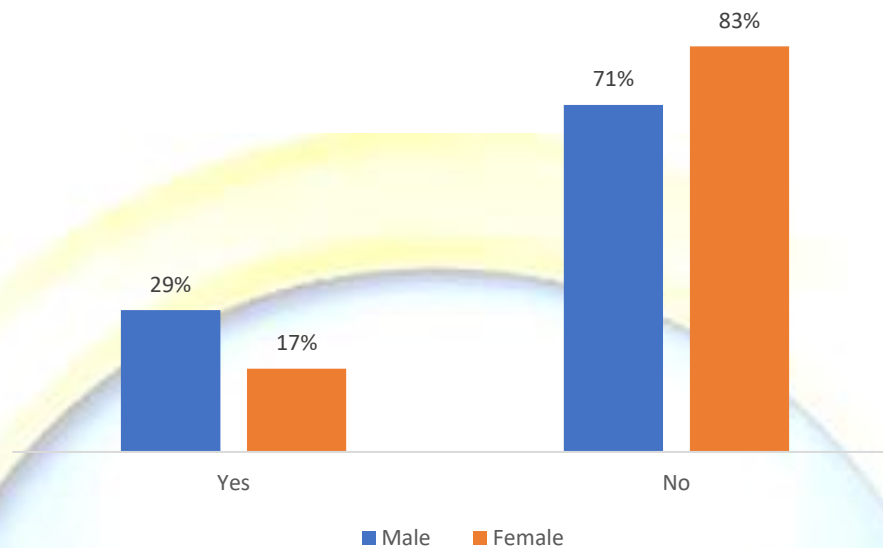
Question: Have you ever read marriage/matchmaking advertisements in newspapers or anywhere else?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

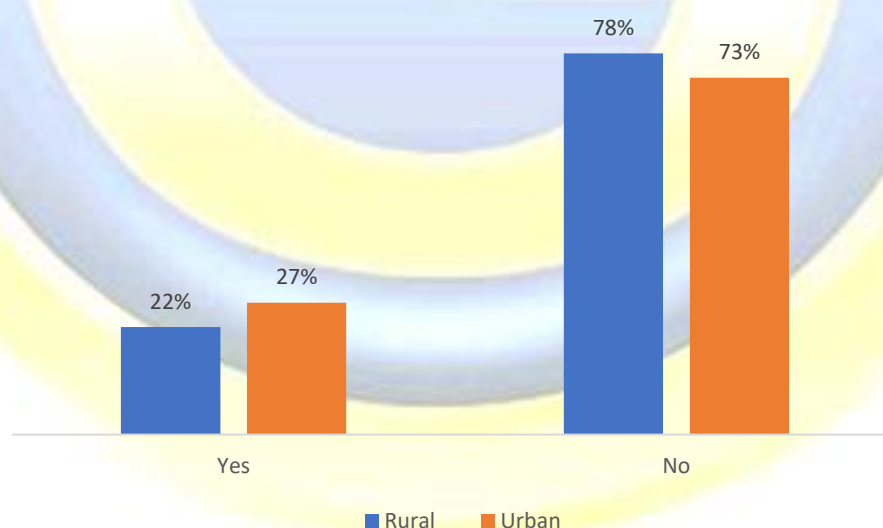
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 755 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across gender: 12% more men reported having read matrimonial ads in newspapers or in other places, as compared to women (17%).



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Across rurality: Urban residents were 5% more likely to have read matrimonial ads in newspapers or somewhere else, relative to their rural counterparts (22%). This could be explained by varying levels of literacy or issues of access in rural areas.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

2024 Press Release Series on Marriage and Social Behavior

You can find Gallup Pakistan's 2024 press release series on Marriage and Social Behavior in Pakistan on the following links.

Press Release 1: Marital Status – <https://gallup.com.pk/post/37262>

Press Release 2: Arranged Marriage or Love Marriage – <https://gallup.com.pk/post/37276>

Press Release 3: Years of Marriage – <https://gallup.com.pk/post/37288>

Press Release 4: Search for Proposals – <https://gallup.com.pk/post/37293>





Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 28th August, 2024

(4 Pages, English version Only)

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
2024



of Gallup Pakistan
(1980-2024)