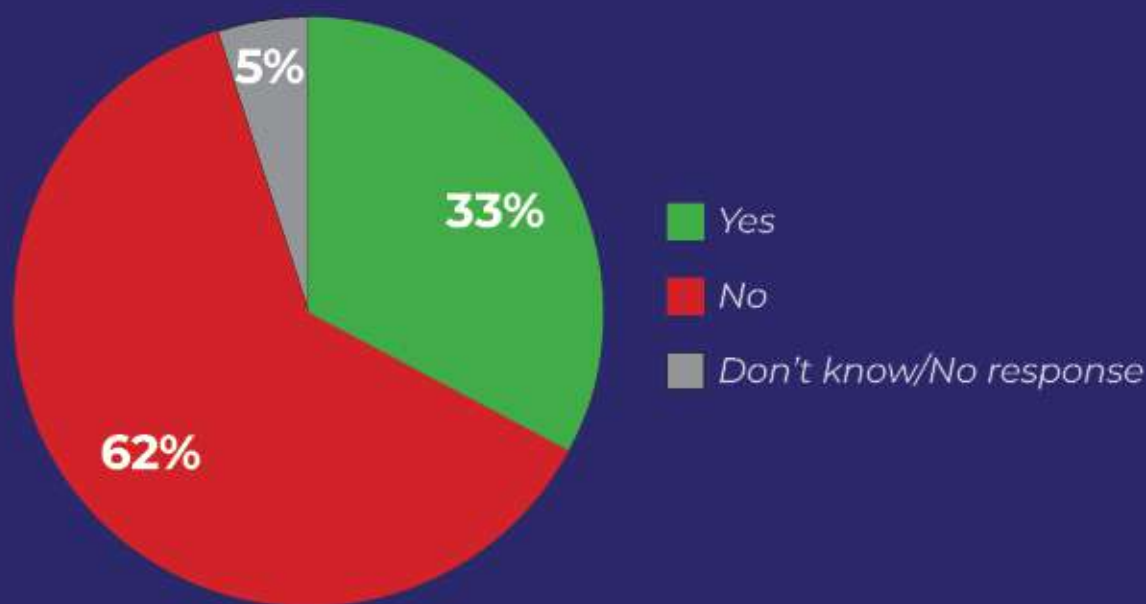


Only one-third (33%) of Pakistanis have visited museums

men and urban residents reporting this in a higher proportion



Question: Please tell whether you have ever visited a museum?





PRESS RELEASE
Opinion Poll
Social
Social Behaviour

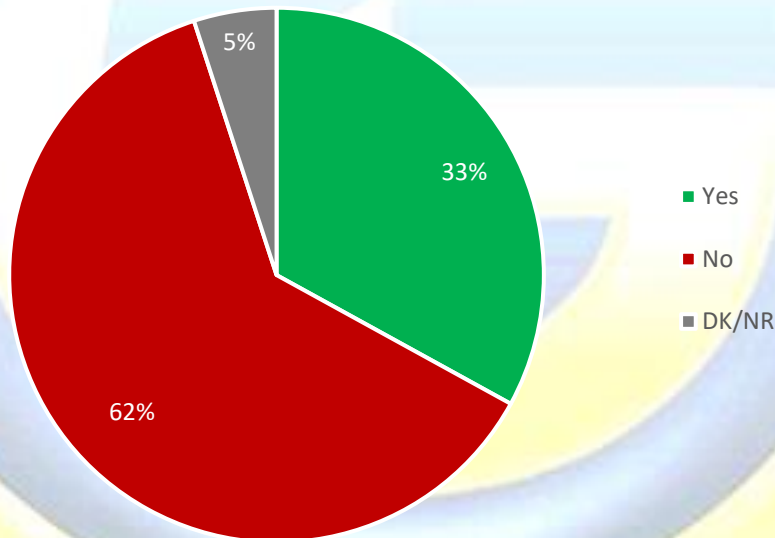
**Only one-third (33%) of Pakistanis have visited museums, with men and urban residents reporting this in a higher proportion:
Gallup & Gilani Pakistan**

(Islamabad) 24th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, only one-third (33%) of Pakistanis have ever visited a museum. Findings reveal 4% more Pakistani men than women reported doing so. Further, 9% more urban residents than rural residents visited a museum.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell whether you have ever visited a museum?”. In response, 33% said ‘Yes’, 62% said ‘No’, 5% said that they did not know or gave no response.

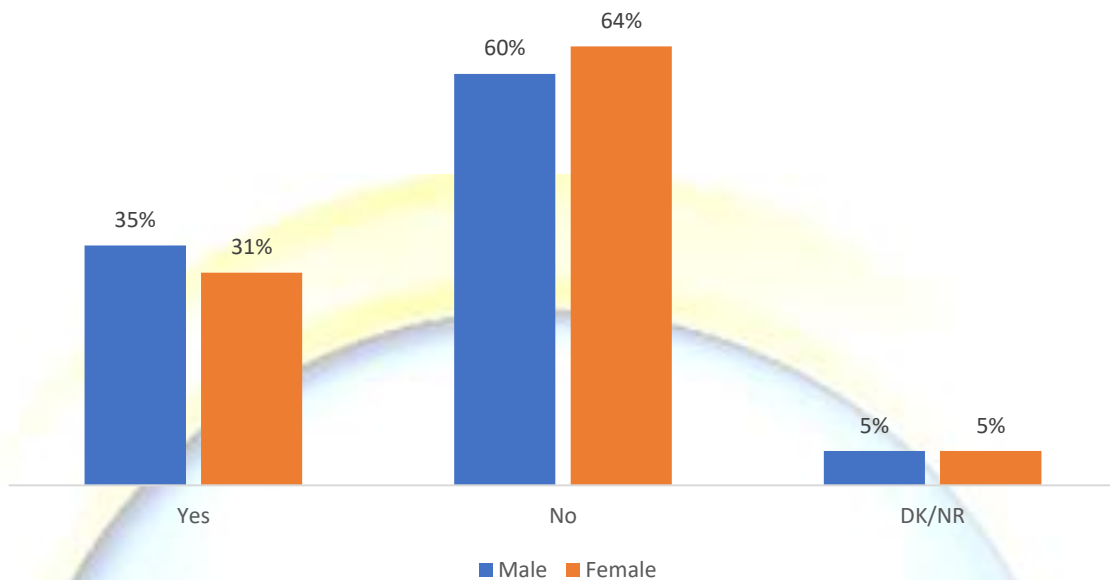
Question: Please tell whether you have ever visited a museum?



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

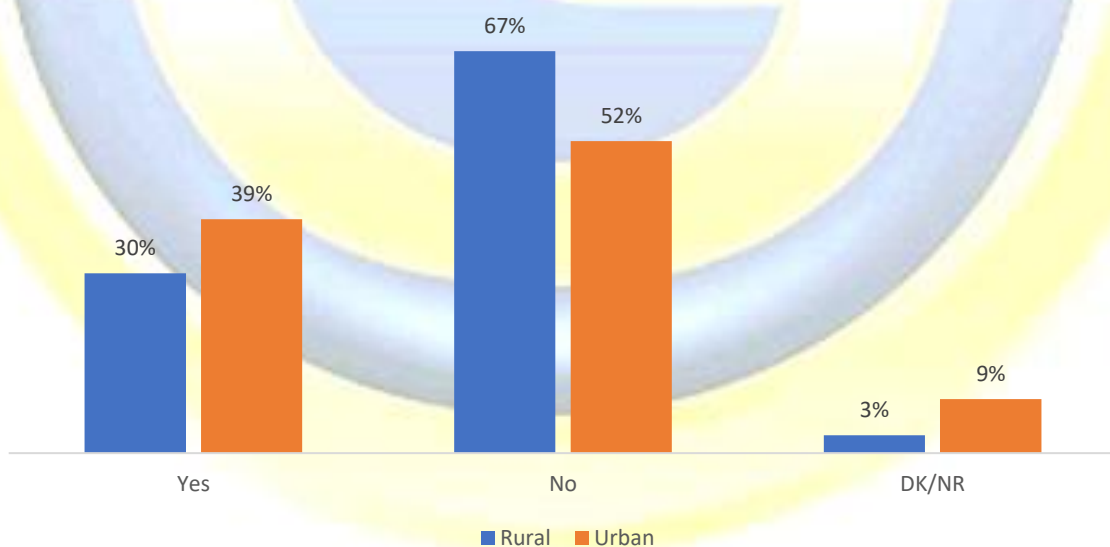
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 764 men and women in urban and rural areas of all four provinces of the country, conducted from 20th August - 9th September 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: There is little variation between Pakistani men and women when it comes to having visited museums, with men being only 4% more likely to have visited.



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

Across rurality: Urban residents in Pakistan were slightly more likely to have visited museums (39%), as compared to rural residents (30%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
FOUNDATION

Thursday, 24th October, 2024

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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)