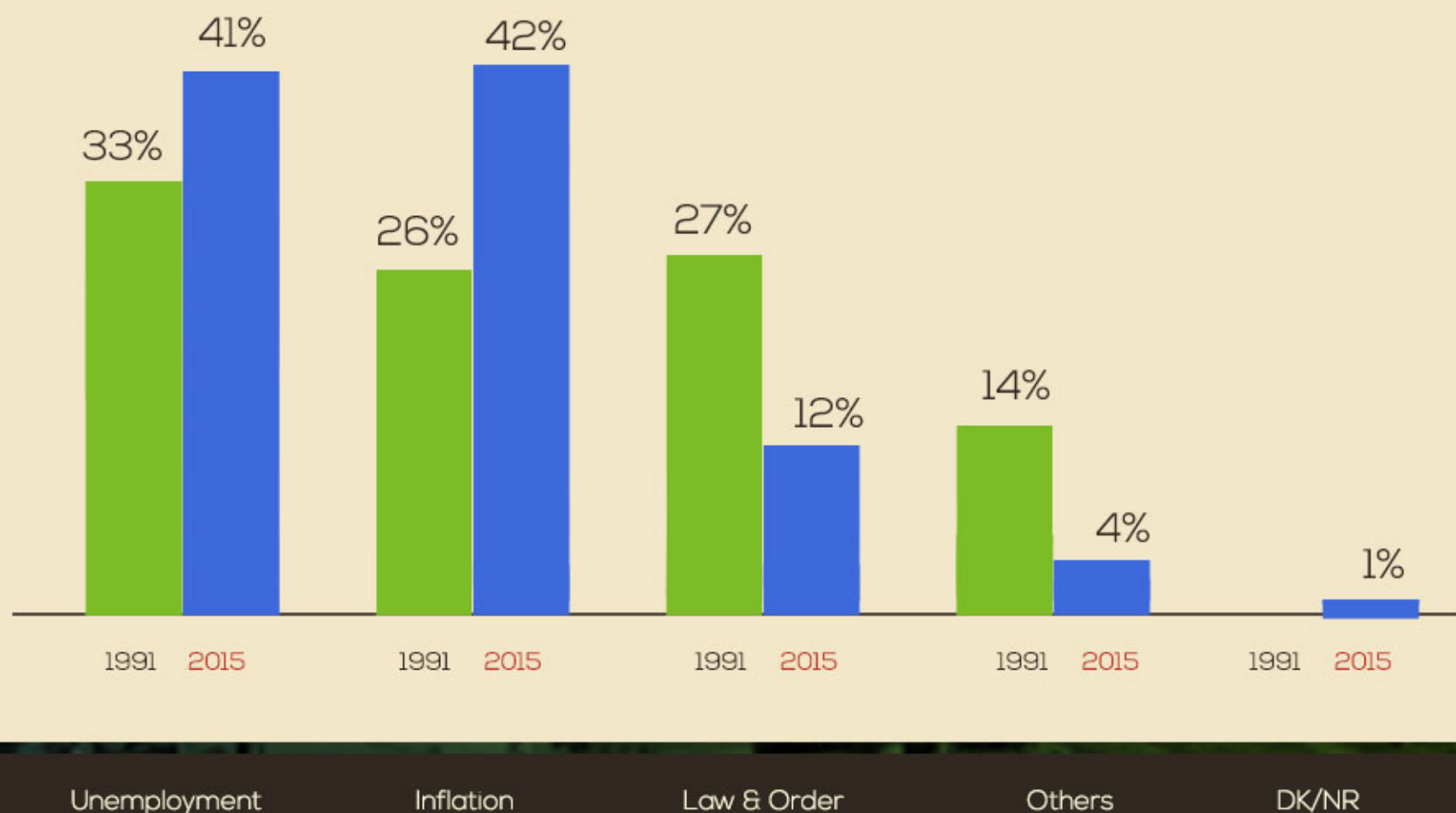


16% INCREASE IN PAKISTANIS WHO REPORTED INFLATION TO BE THE MOST IMPORTANT PROBLEM IN THEIR LOCALITY.

In your opinion what is the most important problem of your area:
Unemployment, Inflation, Law and Order or any other?





Public Opinion in Pakistan in the Year 1991

SOCIAL Locality Problems

16% increase in Pakistanis who reported inflation to be the most important problem in their locality. GILANI POLL/GALLUP PAKISTAN

Islamabad, October 15, 2015

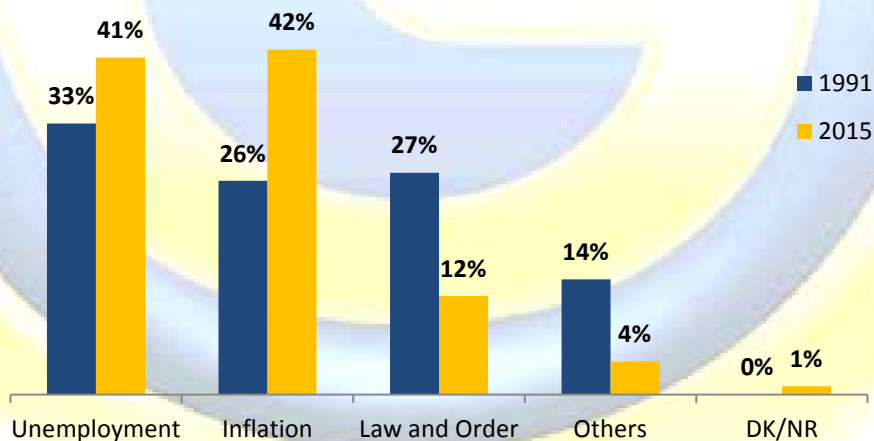
According to a Gallup Pakistan National Survey conducted in the year 1991 (24 years ago), 33% Pakistanis believe that unemployment is the most important problem in their local area, 27% believe law and order to be the most important problem while 26% believe inflation to be the most important problem. 14% mentioned others.

Comparative Picture: The question was asked again in 2015 to enable a concrete comparison. In 2015, 42% reported inflation to be the most important problem, 41% reported unemployment to be the most important problem while 12% mentioned lack of law and order. 4% mentioned others and 1% did not respond.

Public opinion about the most important problem in one's locality saw the greatest jump in inflation and unemployment during the course of these 24 years. Thus there has been a 16% increase in respondents who mentioned inflation and 8% increase in respondents who mentioned unemployment as being the most important problem. There has however been a 15% decrease in those who mentioned lack of law and order as being the most important problem.

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: "In your opinion what is the most important problem of your area: Unemployment, Inflation, Law and Order or any other?"



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.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 35 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



Thursday, October 15 2015

(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,

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of Gallup Pakistan
(1980-2015)