



REPORT ON TAXATION



page
EXECUTIVE SUMMARY 1

PART 1: FINDINGS

page
TOPIC 1: TAXATION 4

Item 1.1: Do you regularly file income tax returns?

Item 1.2: When did you last file income tax returns?

Item 1.3: When was the first time that you filed income tax returns?

Item 1.4: Please tell, what in your opinion is the level of annual income at which it becomes mandatory for salaried individuals and sole proprietorships to file income tax returns?

page
TOPIC 2: SAVING AND INVESTMENT 8

Item 2.1: Please tell, which of the following is your most desired avenue for saving and investment?

Item 2.2: Please tell, in your opinion, what are the ways to invest in government securities bonds (for instance public bonds etc.)?

Item 2.3: Please tell, what are your views about investing in the stock market?

page
TOPIC 3: GENERAL 12

Item 3.1: Please tell, do you think Pakistani currency/Rupee should have a specific symbol like Dollar, Pound, Yen or the Indian currency has?

Item 3.2: Suppose if you have a few lac rupees from which you could buy a car then please tell which of the following you would prefer?

Item 3.3: In your opinion which government is responsible for the provision of health and education services to the public?

Item 3.4: Please tell, which of the following kinds of milk is in your opinion the most suitable for yourself and your family from the point of view of health and safety?

PART 2

page
CLASSIFICATORY VARIABLES 16

PART 3

page
METHODOLOGY 18

TABLE OF CONTENTS

Respondents were asked a set of questions regarding taxation, saving and investment and other general topics.

TOPIC 1: TAXATION

According to the results, 5% respondents said that they regularly file income tax returns while 95% said they do not regularly file income tax returns. Respondents were further asked when they had last filed income tax returns. 52% said that they had done so in the last 6 months, 32% said they had done it in the last 12 months and 7% said they had done it during the last 18 months. 3% said that they had filed income tax returns during the last 2 years while another 3% said that they had done it more than 2 years ago. 2% did not respond.

Respondents were also asked when they had first filed income tax returns. 4% said that they had first filed it in the last 6 months, 12% said that they had done it during the last 12 months and another 12% said that they first filed their income tax returns 18 months ago. 24% responded with last 2 years while 33% said more than two years ago. 15% did not respond.

Lastly respondents were asked what they thought was the average annual income at which it becomes mandatory for salaried individuals and sole proprietorships to file income tax returns. In response, 58% said that annual income should be 4 lacs or more, 13% said that it should be 5 lacs or more, 10% said that it should be 6 lacs or more and 19% said it should be 7 lacs or more.

TOPIC 2: SAVING AND INVESTMENT

Regarding saving and investment, respondents were asked for their desired avenues for saving and investment. 4% mentioned investing in stock exchange, 9% mentioned some government plan (for instance T-Bill), 24% mentioned buying gold, 4% mentioned mutual funds and 28% mentioned buying property. 8% of the respondents answered National Savings Scheme and 19% responded bank deposits. 2% said none and another 2% did not respond.

Furthermore they were asked for ways to invest in government securities bonds (public bonds etc.). 10% mentioned mutual funds, 47% mentioned banks while a large 42% did not respond.

Regarding their views about investing in the stock exchange, 22% respondents said that it is gambling, 43% claimed to not know anything about it, 19% said that its returns are good if invested carefully and 17% said that it is a safe place to invest.

TOPIC 3: GENERAL

Some other general questions were also asked. Respondents were asked if the Pakistani Rupee should also have a specific symbol as Dollar, Yen or the Indian Rupee has. In response, 55% said yes, 26% said no and 19% did not respond. Another question was asked regarding preferences while buying cars. Respondents were asked if they would prefer buying a locally assembled car by a Pakistani company or a second hand car imported from a foreign country. In response, 45% said that they would prefer to buy a locally assembled car by a Pakistani company while 38% said they would prefer to buy a second hand car imported from a foreign country. 16% did not respond.

Regarding the provision of health and education services, respondents were asked which government they thought should be responsible for provision of such services to the public. In response, 43% mentioned federal government, 30% mentioned provincial government while 16% mentioned local government. 11% did not respond.

Lastly, respondents were asked for their milk preferences for consumption from the point of view of health and safety. 42% respondents said they prefer pasteurized milk, 35% said they preferred loose milk while 18% said they preferred UHT packaged milk. 6% did not respond.

EXECUTIVE SUMMARY

QUES

ITEM 1.1: KEY FINDING

DO YOU REGULARLY FILE INCOME TAX RETURNS?

5%
YES



95%
NO

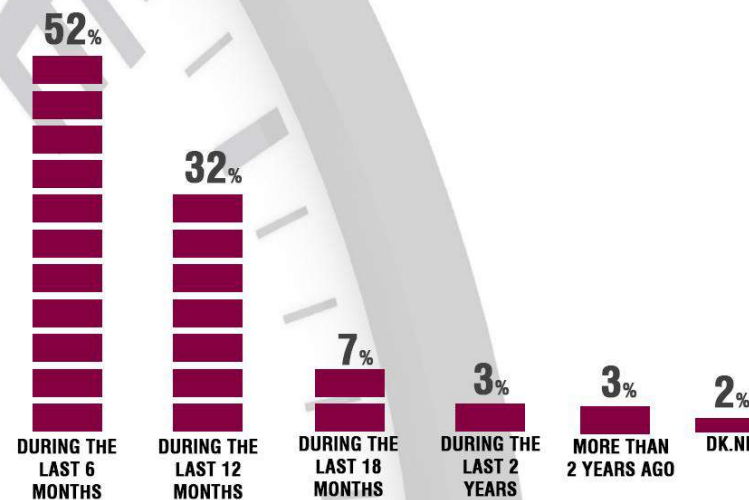


SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 1.2: KEY FINDING

WHEN DID YOU LAST FILE INCOME TAX RETURNS?



SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

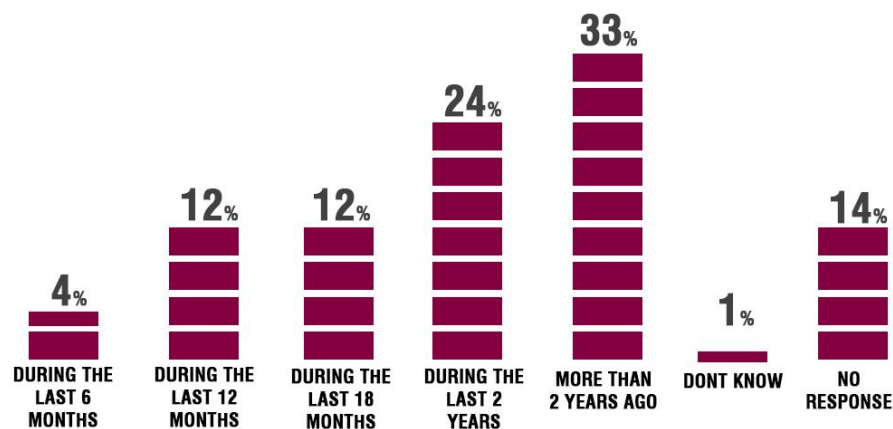
TOPIC 1

TAXATION

QUES

ITEM 1.3: KEY FINDING

WHEN WAS THE FIRST TIME THAT YOU FILED INCOME TAX RETURNS?



SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 1.4 KEY FINDING

PLEASE TELL, WHAT IN YOUR OPINION IS THE LEVEL OF ANNUAL INCOME AT WHICH IT BECOMES MANDATORY FOR SALARIED INDIVIDUALS AND SELF-PROPRIETORSHIPS TO FILE INCOME TAX RETURNS?

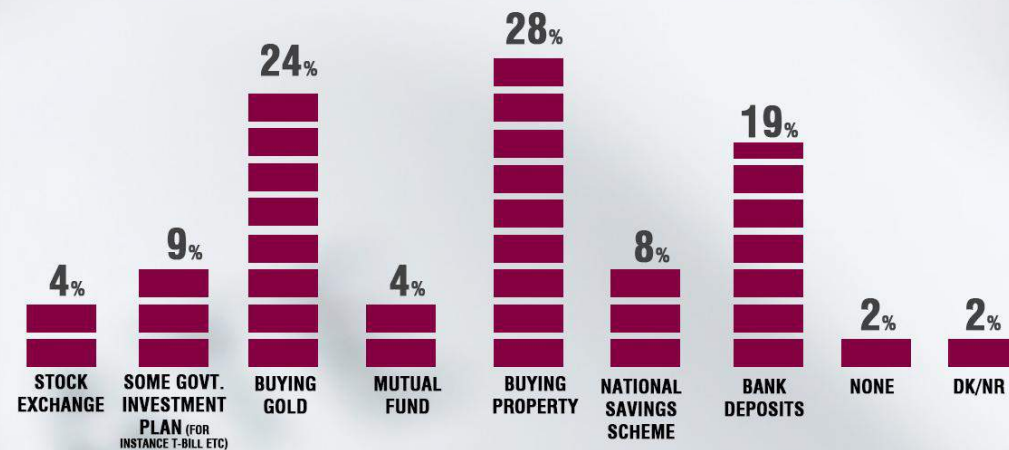


SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 2.1: KEY FINDING

PLEASE TELL, WHICH OF THE FOLLOWING IS YOUR MOST DESIRED AVENUE FOR SAVING AND INVESTMENT?

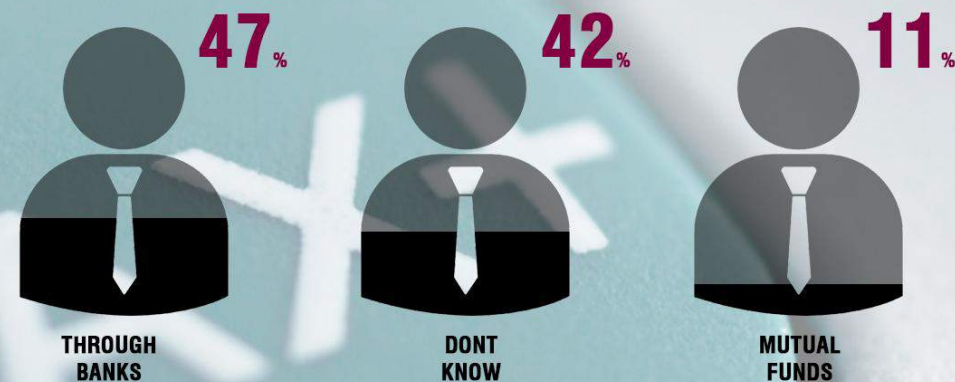


SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 2.2: KEY FINDING

PLEASE TELL, WHICH OF THE FOLLOWING IS YOUR MOST DESIRED AVENUE FOR SAVING AND INVESTMENT?

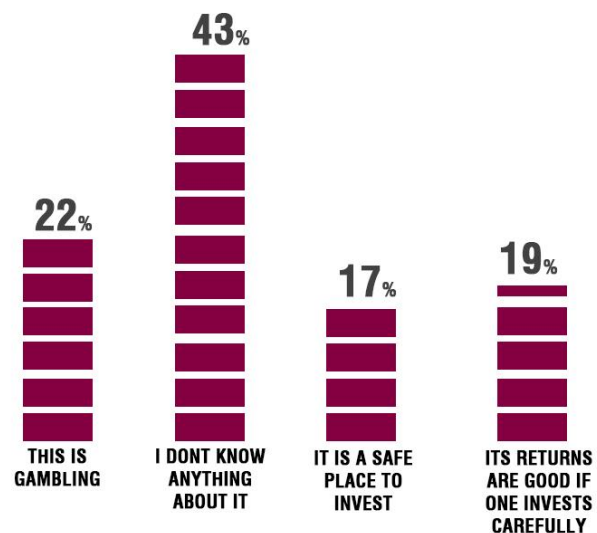


SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

TOPIC 2

SAVING AND INVESTMENT

**PLEASE TELL, WHICH OF THE FOLLOWING IS YOUR MOST
DESIRED AVENUE FOR SAVING AND INVESTMENT?**



SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

7

8

9

14

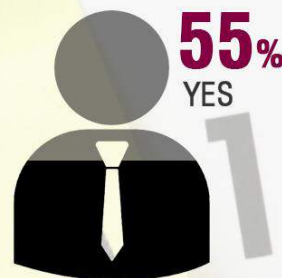
21

FILE
TAX
RETURN

QUES

ITEM 3.1: KEY FINDING

PLEASE TELL, DO YOU THINK PAKISTANI CURRENCY/RUPEE SHOULD HAVE A SPECIFIC SYMBOL LIKE DOLLAR, POUND, YEN OR THE INDIAN CURRENCY HAS?



SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 3.2: KEY FINDING

SUPPOSE IF YOU HAVE A FEW LAC RUPEES FROM WHICH YOU COULD BUY A CAR THEN PLEASE TELL WHICH OF THE FOLLOWING YOU WOULD PREFER?



WOULD PREFER TO BUY A
LOCALLY ASSEMBLED CAR BY
A COMPANY IN PAKISTAN



WOULD PREFER TO BUY A
SECOND HAND IMPORTED CAR
FROM A FOREIGN COUNTRY



DON'T KNOW

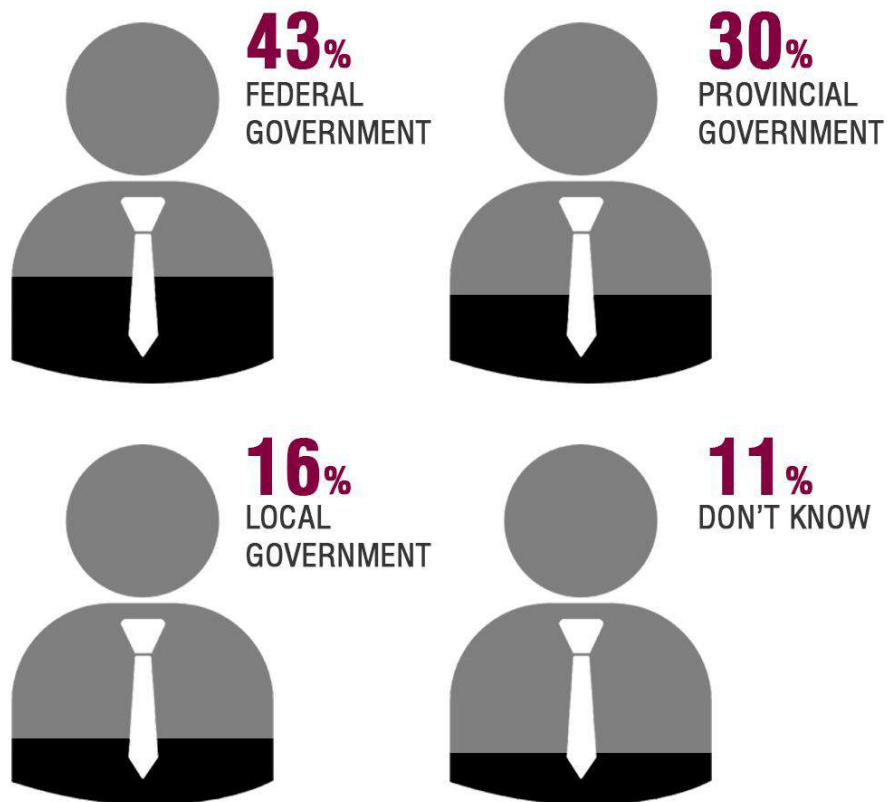
TOPIC 3

GENERAL

QUES

ITEM 3.3: KEY FINDING

**IN YOUR OPINION WHICH GOVERNMENT IS RESPONSIBLE
FOR THE PROVISION OF HEALTH AND EDUCATION SERVICES
TO THE PUBLIC?**

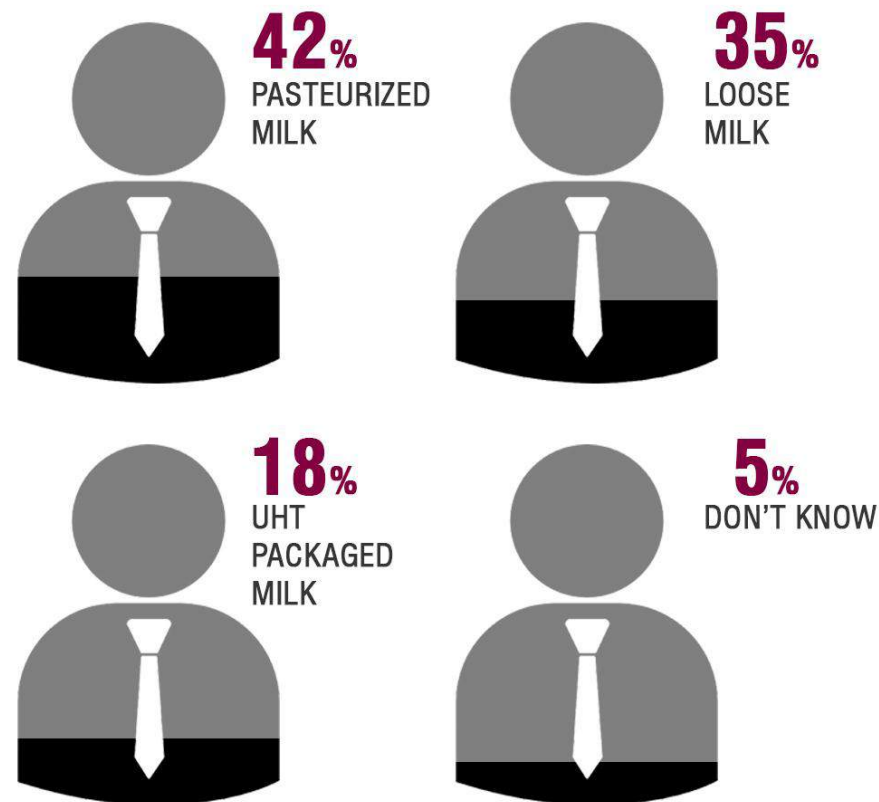


SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

QUES

ITEM 3.4: KEY FINDING

**PLEASE TELL, WHICH OF THE FOLLOWING KINDS OF MILK IS
IN YOUR OPINION THE MOST SUITABLE FOR YOURSELF AND
YOUR FAMILY FROM THE POINT OF VIEW OF HEALTH AND
SAFETY?**



SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

DEMOGRAPHICS

Profile of Respondents

(n=1887)

		Weighted Col%
BASE: All		100%
Gender		
See classification details below	Male	54%
	Female	46%
Age of the Respondent		
See classification details below	Young	38%
	Middle	57%
	Old	6%
Household Income		
See classification details below	Low	24%
	Medium	41%
	High	19%
Location		
See classification details below	Rural	67%
	Urban	33%
Province		
See classification details below	Punjab	58%
	Sindh	24%
	KPK	14%
	Balochistan	5%

Notes:
Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age
Income codes: Low: Up to Rs. 7,000 (in 2015 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (in 2015 this represented the 2nd and 3rd Quintile). High: More than 20,000 (in 2015 this represented the 4th and 5th Quintiles)
Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, constituting 65% of the population.
Methodology: Sample Size: 1887; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: Nov 30 - Dec 07, 2015. Estimated error margin: +3-5% at 95% confidence level.

SOURCE: GALLUP PAKISTAN, NOV 30 - DEC 07, 2015

PART 2
CLASSIFICATORY VARIABLES

SUMMARY METHODOLOGY

Sample size : 1887 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

BREAKDOWN**PROVINCIAL BREAKDOWN**

	Weighted
Punjab	58%
Sindh	24%
KPK	14%
Balochistan	5%

LOCATION BREAKDOWN

	Weighted
Large Cities (over 2 million)	33%
Medium Cities (over half million)	
Towns (Population 5000 plus)	
Villages	67%

Sampling Method : Multi Stage Stratified Sampling

Error Margin : +3-5% at 95% confidence level

Interview Mode : Face to Face In home

Field Dates : November 30 – December 07, 2015

GALLUP PAKISTAN ADHERES TO ESOMAR/WAPOR CODE OF ETHICS OF OPINION AND MARKETING RESEARCH (FORM MORE DETAILS PLEASE SEE DETAILED METHODOLOGY)

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15

TAXES!
DUE!

A- SAMPLE PROFILE

B- SAMPLE SELECTION PROCEDURE

C- FIELD WORK PROCEDURE

D- DATA ENTRY AND VERIFICATION

TABLE OF CONTENTS
VOTER'S STUDY

DETAILED METHODOLOGY

A- SAMPLE PROFILE

Sampling Method : Multi Stage Stratified Sampling

Error Margin : +3-5% at 95% confidence level

Interview Mode : Face to Face In home

Field Dates : November 30 – December 07, 2015

The survey was conducted with more than 1887 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

SAMPLE PROFILE

		Weighted Col%
BASE: All		100%
Gender		
See classification details below	Male	55%
	Female	45%
Age of the Respondent		
See classification details below	Young	38%
	Middle	53%
	Old	8%
Household Income		
See classification details below	Low	34%
	Medium	44%
	High	16%
Location		
See classification details below	Rural	67%
	Urban	33%
Province		
See classification details below	Punjab	58%
	Sindh	24%
	KPK	14%
	Balochistan	5%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age
 Income codes: Low: Up to Rs. 7000 (in 2015 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (in 2015 this represented the 2nd and 3rd Quintile). High: More than 20,000 (in 2015 this represented the 4th and 5th Quintiles)
 Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating ~45,000, consisting 65% of the population.
 Methodology: Sample Size: 1887; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: Nov 30 - Dec 07, 2015. Estimated error margin: +3-5% at 95% confidence level.

B- SAMPLE SELECTION PROCEDURE

This survey uses stratified random sampling. Following steps have been used to achieve this:

STAGE 1: STRATIFICATION:

Stratification is principally at two levels:

- a. The First stratification is by PROVINCE, of which there are 4 in Pakistan.
- b. The Second stratification is by size of location. We stratify by 4 types of locations: Large/Metropolitan Cities (there are 3); Medium size (those whose population is over 100,000 persons); Towns (those whose population is less than 100,000) and Villages (those declared as such in the Census).

STAGE 2: SELECTION OF COMMUNITIES:

Within each stratum communities are selected through a random process. In some cases we make replacements by communities of similar profile with a view to logistical and other considerations.

C- FIELDWORK PROCEDURE**BRIEFING/TRAINING OF INTERVIEWERS:**

The Questionnaire Designed for the survey is briefed to the interviewers at Regional Centers across the Centre. The interviewers are instructed on measures such as:

1. Following Sampling/Quota Instructions Properly
2. Ethical Code of Conduct towards interviewers
3. Following skipping Instructions and other interview instructions on the Questionnaire
4. Maintaining Neutrality in asking Question

MOCK CALLS:

After the briefing is completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This ensures that the field workers properly understand the instructions and they can handle various interviewing problems during the interview (in the field). After completion of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested.

INITIAL CHECKING:

After the training, the interviewers go into the field for actual interviewing. The first ten filled in questionnaires of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well. In case the work of an interviewer is not acceptable he/she is disengaged from the survey.

FIELD EDITOR OR INTAKE EDIT:

In normal routine at least 30-40 interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit are explained to the relevant interviewer and he/she is instructed to rectify them either through telephone and/or revisit the respondent for clarification and re-asking the missing questions.

SUPERVISION & BACK CHECKING:

It is essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

DATA CODING/EDITING:

About 20% work of each coder is rechecked and verified by the concerned DC Supervisor/ In-charge.

D- DATA ENTRY AND VERIFICATION

GP's Quality Manual contains a detailed check-list on the handling control, entry and other steps involved in the management of data.

Once the questionnaires are received from the field, they are checked and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

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