



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

For 40 % of Pakistanis, Practicing Religion is Very Important in Their Lives: GILANI POLL /GALLUP PAKISTAN

Islamabad, May 13, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of the Pakistanis consider practicing religion as the most important thing in their lives. Forty percent (40%) of the respondents ranked 'Practicing Religion' number one on a ten point scale. It is followed by 'Finding Employment', 'Getting Education', and 'High Standard of Living' among many other things that are perceived to be important in one's life.

When the respondents were asked "*Many things are important in life, please rate on a 10 point scale how important the following things are for you*", forty percent (40%) ranked '**Practicing Religion**' on number one. Slightly higher percentage of urbanites as compared to ruralites thinks that practicing religion is the most important thing for them.

'**Finding Employment**' was ranked number one by 25% of the respondents. A higher percentage of ruralites (30%) as compared to the urbanites (15%) claimed that getting a job is the top most priority for them.

Sixteen percent (16%) of the respondents said '**Getting Education**' is the most essential thing in life for them. They ranked it number one on a ten point scale. The survey reveals that proportionately a higher percentage of people falling in the 50+ age group (23%) believes getting education is very important as compared to those who are under 30 years of age (14%) and 31-50 age group (18%).

When asked to rate '**High Standard of Living**', 12% of the respondents considered it to be number one. It is interesting to note that proportionately a higher percentage of people residing in rural areas (15%) think high standard of living is the most important thing in their life as compared to the urbanites (8%).

Having '**Good Health**' is ranked number one by 9%, and to have a '**Pleasant Life at Home**' is the most important thing in life for 7% of the respondents. '**Living with Freedom in an Independent Country**' and '**Living in a terrorism & Corruption Free Country**' are each believed to be a necessity in life by 6% of the respondents. While only 5% said '**Living in a peaceful Country (war free)**' is the most important.

*“Many things are important in life.
Please rate on a 10 point scale how important the following things are for you”*

	Rank 1
Practicing religion	40%
Finding employment	25%
Getting education	16%
High standard of living	12%
Good health	9%
Pleasant life at home	7%
Living with freedom in an independent country	6%
Living in a terrorism & corruption free country	6%
Living in a peaceful country	5%

Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2624 men and women in rural and urban areas of all four provinces of the country during March, 2009. Error margin is estimated to be approximately $\pm$ 2-3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on environment related and other issues see website www.gallup.com.pk

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