

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **PUBLIC'S PERCEPTIONS ON EMOTIONS**

Survey Dates: 22nd & 23rd February 2009
Results released on: April 14, 2009

Conducted in Pakistan by



And released by



Affiliated with





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.

Majority of Pakistanis say they are Emotional: GALLUP PAKISTAN / GILANI POLL

Islamabad, April 14, 2009

According to a Gilani Poll carried out by Gallup Pakistan, most Pakistanis say they are governed by their emotions, as 54% of the respondents claim “*In my view I am emotional to a great or some extent.*” When asked if they follow their heart or their mind when making decisions, 43% say it depends on the situation.

A nationally representative sample of men and women were asked “*In your view how emotional are you?*” Thirteen percent (13%) said they are very emotional, 41% claimed to be emotional to some extent, 28% of the respondents said they are emotional to a very little extent while 17% said they are not emotional at all. Interestingly, more men (15%) than women (11%) think they are very emotional.

In a follow-up question when respondents were asked if their decisions were based on their emotions or based on logic, the majority, 43%, said it depends on the situation, 36% said they make calculated decisions dictated by their mind while 19% said they follow their hearts.

Question: In your view how emotional you are?

To a great extent	13
To some extent	41
To a very little extent	28
Not at all	17
No response	1

Question: In your view, do you usually make your decisions with your mind or your heart?

Mind	36
Heart	19
Depends on situation	43
No response	2

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 2629 men and women in rural and urban areas of all four provinces of the country during February 22-23, 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 social and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630

E-mail: rabea.haque@gallup.com.pk