



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.

Honesty is Perceived as the Top Most Quality in a Leader: GILANI POLL / GALLUP PAKISTAN

Islamabad, May 21, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, honesty is the most important characteristic for a good leader as majority of the Pakistanis (59%) ranked it number one out of eight options. It was followed by 18% who think piety and 10% who think a good education are the most important qualities.

When a nationally representative sample of men and women from the urban and rural areas of the country were read out a list of qualities generally considered important for a country's leader, majority of them (59%) ranked **Honesty** at number one. Eighteen percent (18%) of the respondents said that it is most important for a leader to be **Pious/Religious** and another 10% thought that a **Good Education** was necessary. Four percent (4%) each felt a leader should be a good orator and brave/courageous. The remaining 5% opted for other qualities such as family background, physical appearance and public interaction.

"There are some important qualities that need to be present in the leader of a country. Which of the following do you think are the most important qualities?"

Leadership Qualities	Rank One
Honesty	59%
Religious/Piety	18%
Well educated	10%
Good Orator	4%
Brave and courageous	4%
Others	5%

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

The data reveals no significant differences across demographics. Honesty is deemed to be the most important trait in a leader by respondents of various ages, and gender. Among supporters of major political parties, a slightly higher percentage of PML-N considered honesty to be the most important trait, while a higher percentage of regional and religious party supporters considered piety to be the most important leadership quality.

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 2652 men and women in rural and urban areas of all four provinces of the country during January, 2009. Error margin is estimated to be approximately ± 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 related and other issues see website www.gallup.com.pk

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