

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.

50 % Pakistanis Claim to be Traditional in Thinking: GILANI POLL /GALLUP PAKISTAN

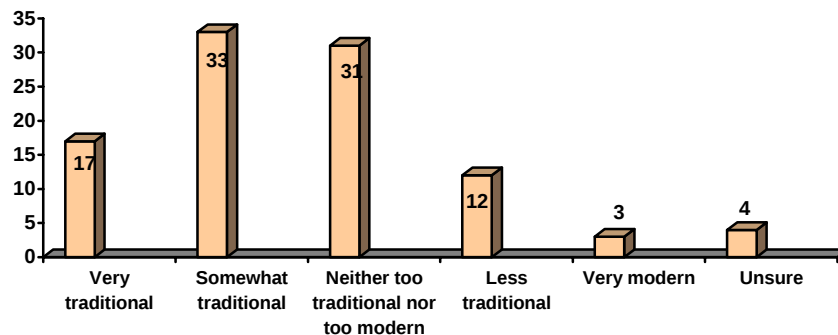
Islamabad, October 27, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis (50%) claimed to be very or somewhat traditional, 31% said they are neither too traditional nor very modern, 15% see themselves as less traditional or very modern in their lifestyle including values and fashion where as the remaining 4% were unsure.

A nationally representative sample of men and women from across the country were asked “*In your view do you think you are more traditional or progressive regarding accepting new ideas and new fashion?*” Seventeen percent (17%) said they are very traditional, 33% claimed to be somewhat traditional, 31% said they are neither too traditional nor too progressive/modern, 12% said they are less traditional and only 3% claimed they are very modern in their thinking. The remaining 4% were unsure.

The findings of the survey show that a proportionately higher percentage of older people claim to be very or somewhat traditional where as a slightly higher percentage of youngsters claim to be more progressive with regards to new ideas, changes and fashion.

“In your view do you think you are more traditional or progressive regarding accepting new ideas and new fashion?”



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 2753 men and women in rural and urban areas of all four provinces of the country, during October 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

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