



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.

Pakistanis Perspective on Factors Contributing to a Happy Marital Life; Poll Finds Similarity of Views across Gender and Age Groups: GILANI POLL / GALLUP PAKISTAN

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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, **Loyalty** is the key factor for a blissful marriage, as 97% of the Pakistanis claim it is an extremely essential factor for marriages to be successful. It is followed by Mutual Respect, Understanding, Good Income, Sharing Similar Interests, Nice House, Doing Household Chores Together, Belong from the Same Family, Living Away from In-Laws, and finally having Similar Political Views.

When the respondents were read out a list of factors which, according to people, are essential for a successful married life, eighty nine percent (89%) believe **Loyalty** holds a lot of importance, 8% claim that Loyalty is somewhat important, while 2% respondents do not think it is important at all for a blissful married life. Both men and women have similar views on loyalty.

Sixty four percent (64%) of the respondents said that for a successful marriage **Good Income** is a very important factor, 27% said it is somewhat important while for 8% respondents Good Income holds no significance in making one's marriage successful.

Factor holding a lot of importance in a successful marriage, is that the husband and the wife should **Belong from the Same Extended Family**, according to 44% of the respondents. Twenty eight percent (28%) said it is only somewhat important, while 27% think it is not important at all for the man and the women to be from the same extended family.

When the respondents were asked how important is **Mutual Respect/Acknowledgement** for a successful marriage, 73% said it is very important, 23% claimed it is somewhat important and only 4% think it holds no importance.

Fifty percent (50%) of the respondents believe having a **Nice House** holds a lot of importance for any marriage to succeed, 38% think it is somewhat important, while 12% of the respondents do not think having a nice house makes marriages successful.

Having **Similar Political Views** is a very important factor for 29% of the respondents. Thirty four percent (34%) consider it to be somewhat important while 36% do not think it is important for a successful married life.

Understanding is believed to hold a lot of importance for a blissful marriage by 74% of the respondents. Nineteen percent (19%) said it is somewhat importance and only 6% are of the view that understanding has nothing to do with a successful marriage.

When asked how important is **Living away from in-laws** for a successful marriage, 32% of the respondents said it is very important, 35% said it is somewhat important and 32% claimed it is not important at all.

Interestingly 61% of the respondents said that **Doing Household Chores Together** is extremely important for a successful married life, 26% claimed it is somewhat important while 13% of the respondents do not think it holds any importance for a marriage to be successful.

Fifty four percent (54%) of all the respondents think **Sharing Similar Interests** is a very important factor for a marriage to be successful, 35% said it is somewhat important, and only 10% of the respondents do not consider it to be an important factor.

The data reveals no significant differences across all demographics. Contrary to what one would have expected respondents belonging to various ages and gender hold broadly similar views on these subjects.

"Now I will read out a few factors which some people consider very necessary for a happy marital life. Please tell how important do you think they each are?"

Factors	A lot	Somewhat	Not at all	No Response
Loyalty	89%	8%	2%	1%
Good Income	64%	27%	8%	1%
Same Family	44%	28%	27%	1%
Mutual Respect/Acknowledgement	73%	23%	4%	1%
Nice House	50%	38%	12%	1%
Similar Political Views	29%	34%	36%	1%
Understanding	74%	19%	6%	1%
Living away from in-laws	32%	35%	32%	1%
Doing household chores together	61%	26%	13%	1%
Share similar interests	54%	35%	10%	1%

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 2690 men and women in rural and urban areas of all four provinces of the country during April 12-13, 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 related and other issues see website www.gallup.com.pk

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