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GALLUP PAKISTAN POLL FINDINGS ON

SIFARISH ENJOYS HIGH DEGREE OF SOCIAL ACCEPTABILITY

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SIFARISH ENJOYS HIGH DEGREE OF SOCIAL ACCEPTABILITY

According to a recent Gallup poll, *sifarish* (or reference to seek a due or undue favor) enjoys a high degree of social acceptability in the Pakistani society. For a significant proportion of the population, sifarish is accepted as a way of life and they feel no hesitation to recommend their friends for undue or illegal favors. Responding to a survey question, 32% of a national sample said that they would not hesitate to recommend or make sifarish for a friend who had been apprehended by customs authority on the charge of bringing in illegal goods. A higher number of 42% said they would not hesitate to make sifarish for the admission of a friend's son who was disqualified from admission on merit.

The survey was conducted by Gallup Pakistan with a scientifically selected sample in 100 cities, towns and villages all over the country.