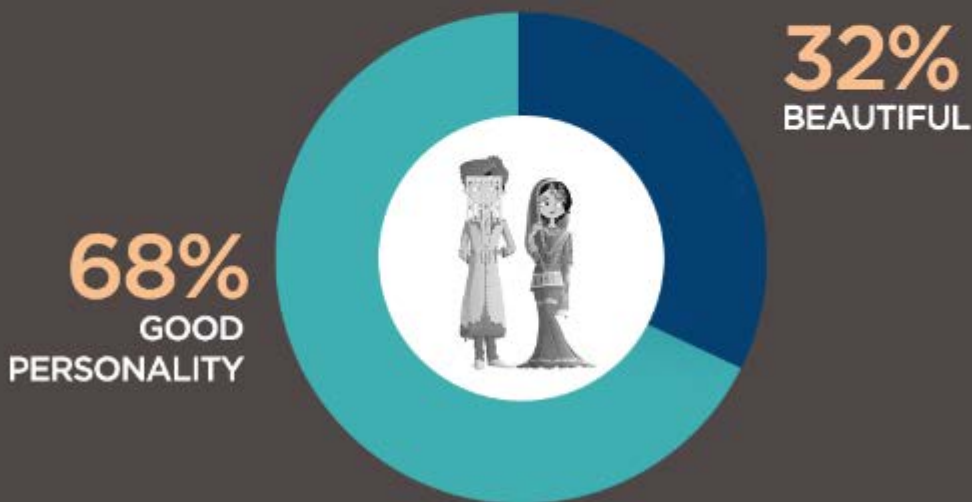


20 Jul 2016

MAJORITY PAKISTANIS (68%) CLAIM THAT THEY WOULD CHOOSE A SPOUSE WITH A GOOD PERSONALITY OVER A MORE BEAUTIFUL SPOUSE.

Imagine yourself in a situation where you are about to choose a life partner, and you have to make a choice between selecting someone who is beautiful or has a good personality, then which one would you choose?



SOURCE: GALLUP AND GILANI SURVEYS | SAMPLE SIZE: 1842
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
SOCIAL
Social Behavior Others

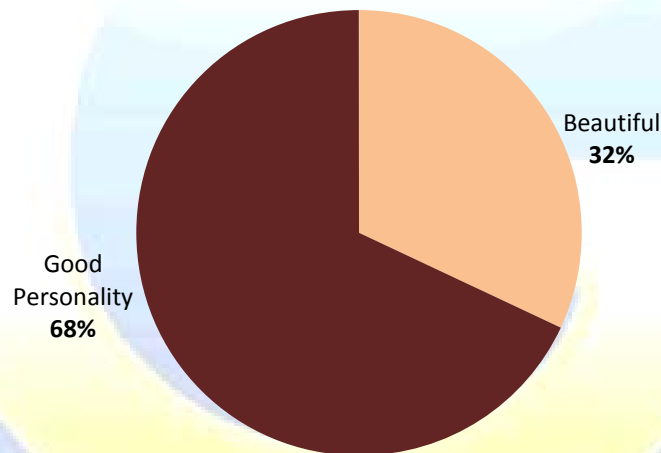
Majority Pakistanis (68 %) claim that they would choose a spouse with a good personality over a more beautiful spouse. (GRF POLL)

Islamabad, July 20, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, majority Pakistanis (68%) would choose a spouse with a good personality over a more beautiful spouse.

A nationally representative sample of men and women from across the four provinces was asked, “Imagine yourself in a situation where you are about to choose a life partner, and you have to make a choice between selecting someone who is beautiful or has a good personality, then which one would you choose?” In response to this question, 68% said that they would choose a spouse with a good personality, while 32% said that they would prefer a spouse who is beautiful.

Question: “Imagine yourself in a situation where you are about to choose a life partner, and you have to make a choice between selecting someone who is beautiful or has a good personality, then which one would you choose?”



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

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1842 men and women in rural and urban areas of all four provinces of the country, during May 23 - May 30, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Wednesday, July 20, 2016

(3 Pages, English version Only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)