



Opinion Poll  
**CONSUMER/ COMMERCIAL**  
**Others**

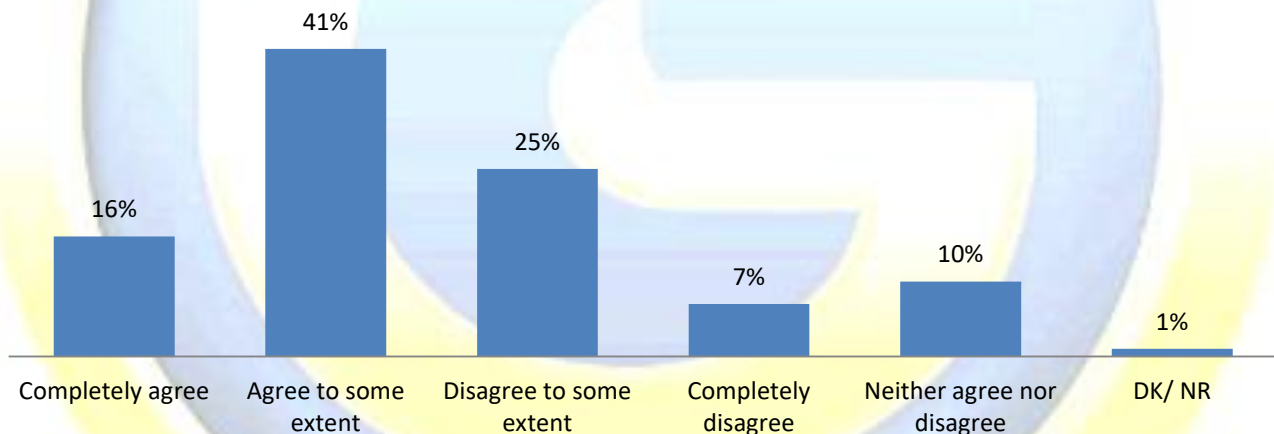
**57% Pakistanis believe large companies have a higher standard of ethical conduct than smaller companies. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, April 4, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 57% Pakistanis believe large companies have a higher standard of ethical conduct than smaller companies.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell to what extent do you agree or disagree with the following statement. [I believe large companies have a higher standard of ethical conduct than smaller companies]” In response to this question, 16% completely agreed that large companies have a higher standard of ethical conduct than smaller companies, 41% agreed to some extent, 25% disagreed to some extent, 7% completely disagreed, 10% neither agreed nor disagreed and 1% did not know or did not wish to respond.

**Question: “Please tell to what extent do you agree or disagree with the following statement. [I believe large companies have a higher standard of ethical conduct than smaller companies]”**



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1878 men and women in rural and urban areas of all four provinces of the country, during January 30 – February 6, 2017. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.



**Opinion Poll from Gallup & Gilani Pakistan**  
*The Pakistani Affiliate of Gallup International*



**Tuesday, April 4, 2017**

*(2 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 & Gilani Pakistan.*

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

*Best Regards,*

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