



Opinion Poll
SOCIAL BEHAVIOR
Others

(1998-2017) Pakistanis increasingly prefer fame over fortune (prosperity); millennials desire a secure life. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, June 19, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Pakistanis increasingly prefer fame over fortune (prosperity) over a period of 19 years; millennials desire a secure life.

A nationally representative sample of men and women from across the four provinces was asked, “For the following five lifestyles, please tell which one do you like the most?” In response to this question, 17% said busy and thrilling life, 30% said secure life, 30% said life with fame, 12% said family life and 11% said prosperous life.

Trend Analysis:

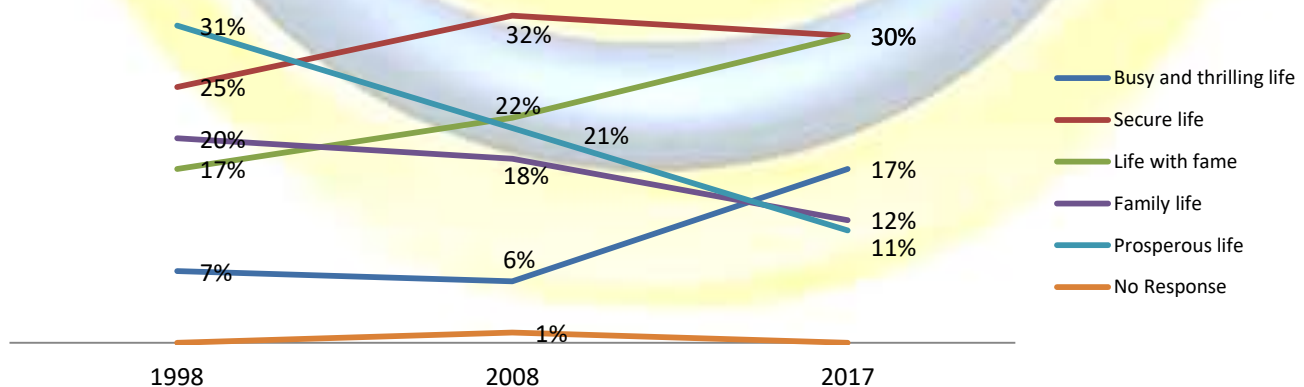
In response to this question in 1998, 7% said busy and thrilling life, 25% said secure life, 17% said life with fame, 20% said family life and 32% said prosperous life. In 2008, 6% said busy and thrilling life, 32% said secure life, 22% said life with fame, 18% said family life and 21% said prosperous life. 1% did not wish to respond.

According to public opinion, there has been a 10% increase in the proportion of Pakistanis prefer a busy and thrilling lifestyle, a 5% increase in the proportion of Pakistanis who prefer a secure life, a 13% increase in the proportion of Pakistanis who prefer life with fame, an 8% decrease in the proportion of Pakistanis who prefer a family life and a 20% decrease in the proportion of Pakistanis who prefer a prosperous life.

Millennials:

In response to this question, 18% millennial respondents in 2017 (aged 18-30) said busy and thrilling life, 33% said secure life, 24% said life with fame, 14% said family life and 11% said prosperous life.

Question: “For the following five lifestyles, please tell which one do you like the most?”



Source: Gallup & Gilani Pakistan Poll
Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1868 men and women in rural and urban areas of all four provinces of the country, during May 08 – May 15, 2017. 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

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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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2017



of Gallup Pakistan
(1980-2017)