



Opinion Poll
SOCIAL BEHAVIOR
Others

Value of Money in life: Public opinion split evenly on the importance of money. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, June 20, 2017

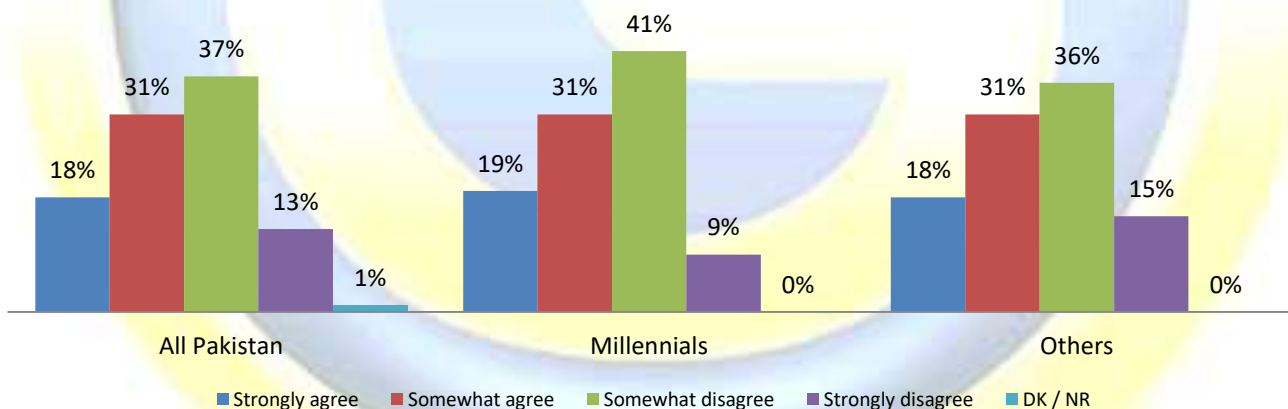
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, public opinion split evenly on the importance of money.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell if you agree or disagree with the following statements? [There is nothing more important than money]” In response to this question, 18% said they strongly agree that there is nothing more important than money, 31% said they somewhat agree, 37% said they somewhat disagree and 13% said they strongly disagree. 1% did not know or did not wish to respond.

Millennials vs Others:

In response to this question, 19% millennial respondents (aged 18-30) said they strongly agree that there is nothing more important than money, 31% said they somewhat agree, 41% said they somewhat disagree and 9% said they strongly disagree. On the other hand, 18% other respondents (aged 30+) said they strongly agree that there is nothing more important than money, 31% said they somewhat agree, 36% said they somewhat disagree and 15% said they strongly disagree.

Question: “Please tell if you agree or disagree with the following statements? [There is nothing more important than money]”



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

GILANI RESEARCH
FOUNDATION

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(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 Pakistan.

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

Best Regards,

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of Gallup Pakistan
(1980-2017)