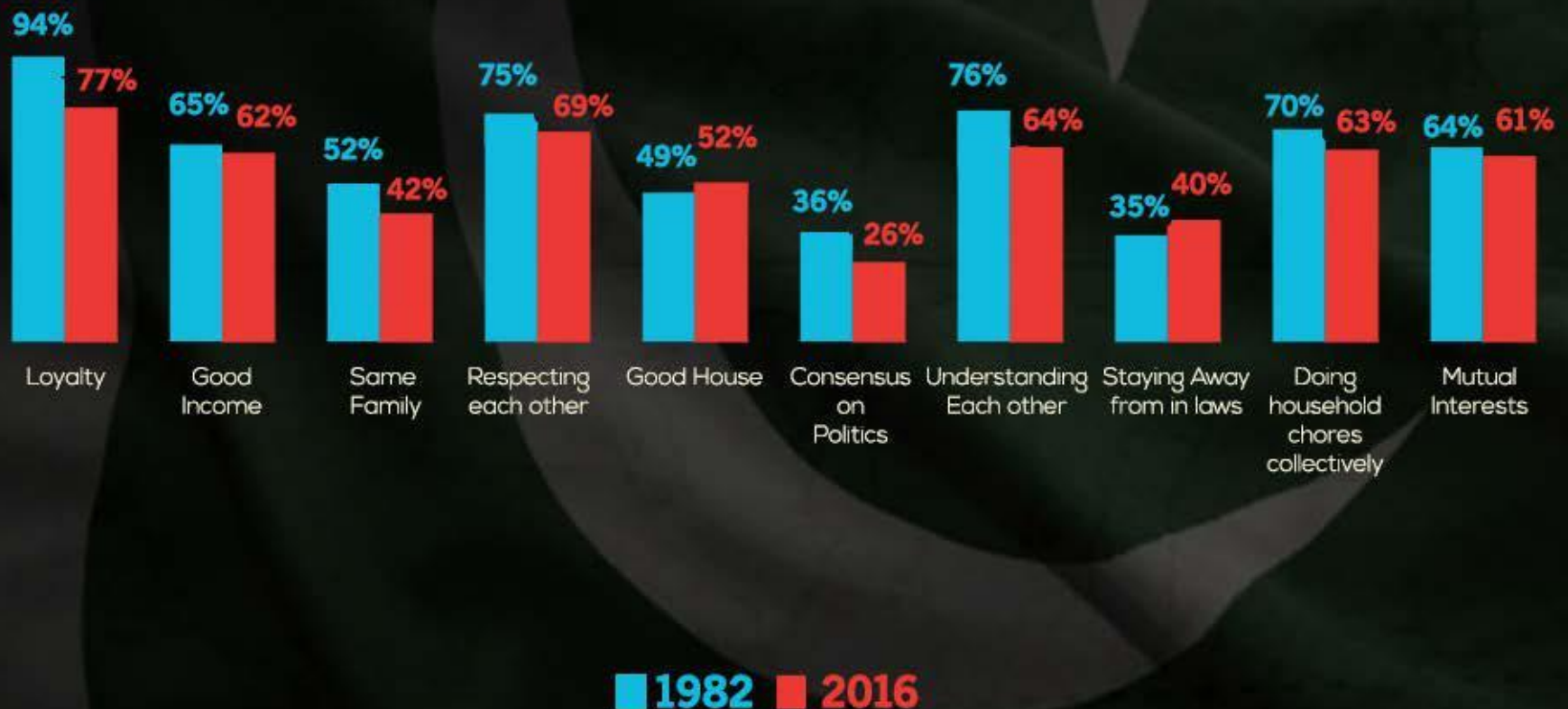


OVER THE PAST 34 YEARS, SIGNIFICANT DROP IN THE PROPORTION OF PAKISTANIS WHO BELIEVE LOYALTY, RESPECT AND UNDERSTANDING ARE VERY IMPORTANT FOR A SUCCESSFUL MARRIAGE.

Now I will read out a list. This list contains some things which people say are important for a successful marriage. For the following please tell whether each is very important, somewhat important or not important at all?





Public Opinion in Pakistan in the Year 1982

SOCIAL BEHAVIOR

Weddings

Over the past 34 years, significant drop in the proportion of Pakistanis who believe loyalty, respect and understanding are very important for a successful marriage. GILANI POLL/GALLUP PAKISTAN

Islamabad, February 2, 2017

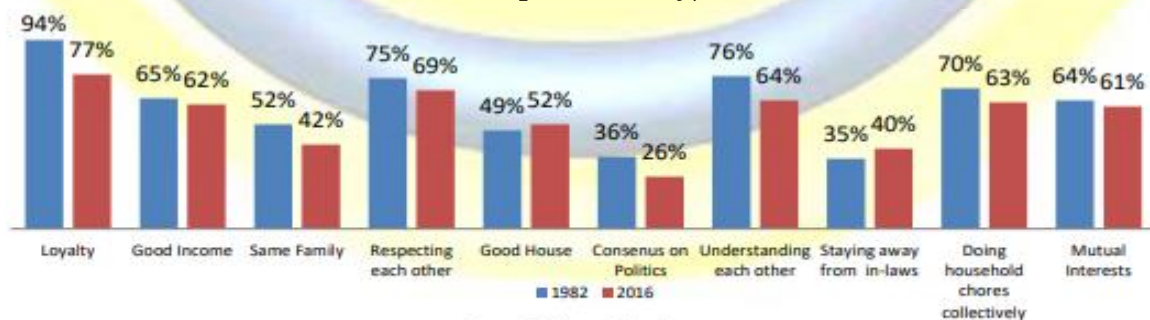
According to a Gallup Pakistan National Survey conducted in the year 1982 (34 years ago) respondents were asked, “Now I will read out a list. This list contains some things which people say are important for a successful marriage. For the following please tell whether each is very important, somewhat important or not important at all?” In response to this question, 94% said loyalty is very important for a successful marriage, 65% said good income, 52% said same family, 75% said respecting each other, 49% said good house, 36% said consensus on politics, 76% said understanding each other, 35% said staying away from in-laws, 70% said doing household chores collectively and 64% said having mutual interest.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 77% said loyalty is very important for a successful marriage, 62% said good income, 42% said same family, 69% said respecting each other, 52% said good house, 26% said consensus on politics, 64% said understanding each other, 40% said staying away from in-laws, 63% said doing household chores collectively and 61% said having mutual interest.

According to public opinion, there has been a 17% decrease in the proportion of Pakistanis who think loyalty is very important for a successful marriage, a 3% decrease in the proportion of Pakistanis who think good income is very important for a successful marriage, a 10% decrease in the proportion of Pakistanis who think same family is very important for a successful marriage, a 6% decrease in the proportion of Pakistanis who think respecting each other is very important for a successful marriage, a 3% increase in the proportion of Pakistanis who think good house is very important for a successful marriage, a 10% decrease in the proportion of Pakistanis who think consensus on politics is very important for a successful marriage, a 12% decrease in the proportion of Pakistanis who think understanding each other is very important for a successful marriage, a 5% increase in the proportion of Pakistanis who staying away from in-laws is very important for a successful marriage, a 7% decrease in the proportion of Pakistanis who doing household chores collectively is very important for a successful marriage and a 3% decrease in the proportion of Pakistanis who think having mutual interests is very important for a successful marriage.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Now I will read out a list. This list contains some things which people say are important for a successful marriage. For the following please tell whether each is very important, somewhat important or not important at all?” (Note: The figure represents responses for the option very important only)



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.’

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Thursday, February 2, 2017

(2 Pages including this)

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)