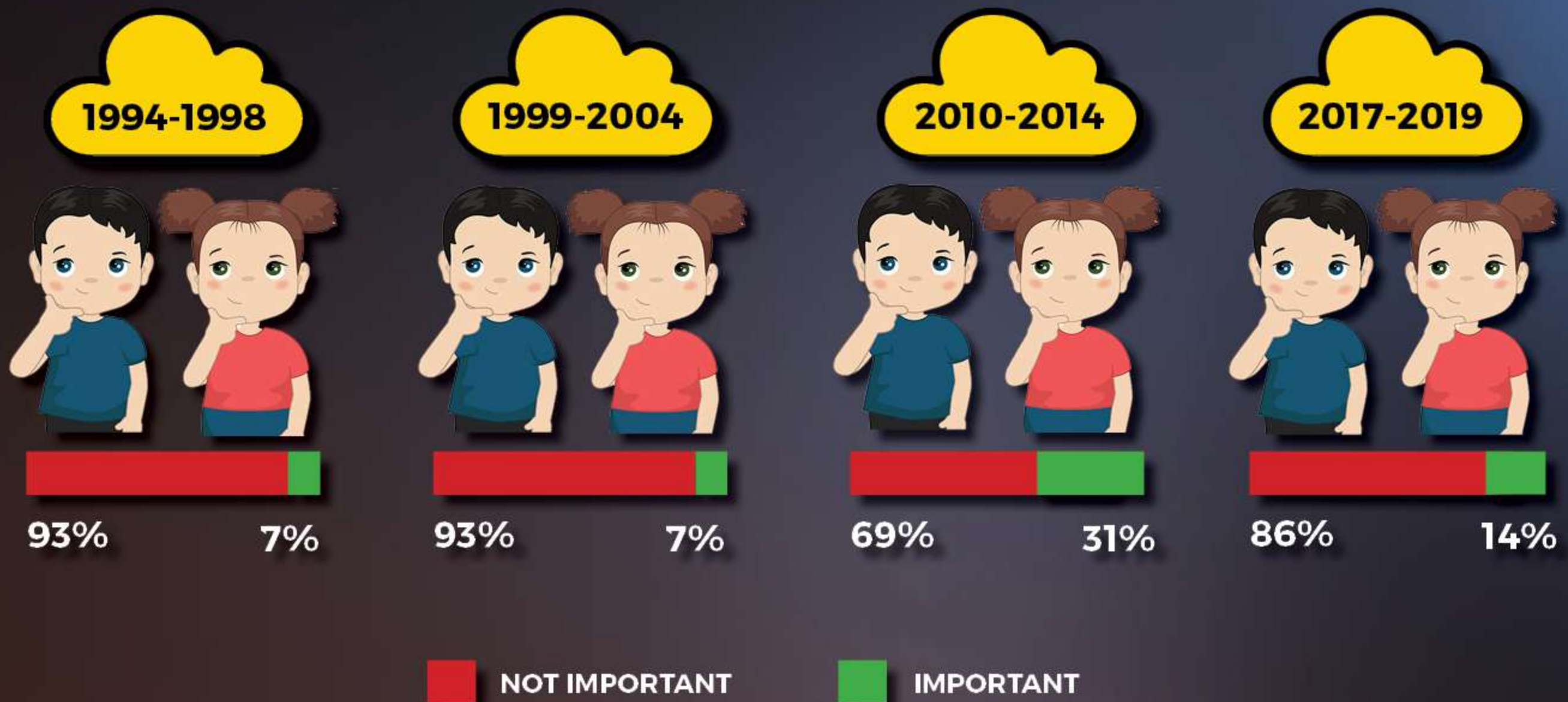


Since 1994, the proportion of Pakistanis who believe imagination to be an important quality for children has doubled however; it still remains below global average, the highest percentage was recorded between 2010-2014 at 31% (World Values Survey & Gallup & Gilani Pakistan)

Is imagination an important quality for children?





Public Opinion in Pakistan Since Year 1994

WORLD VALUES SURVEY Social Behaviour

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Islamabad, August 25, 2020

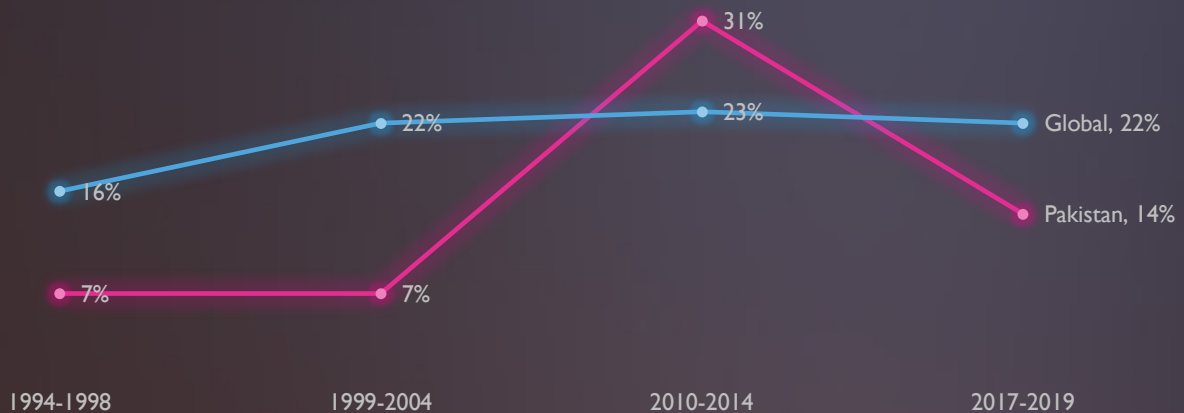
According to the World Values Survey conducted between the year 1994-1998, respondents were asked "Is imagination an important quality for children?" In response 7% considered imagination to be important.

Comparative Picture: The question was asked again between 2017-2019 during Wave 7 of the World Values Survey to enable a comparison across the years. According to the 2019 results, 14% Pakistanis consider imagination an important quality.

Global Results: Globally, around 22% respondents on average consider imagination an important quality for children.

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: "Is imagination an important quality for children?"



Pakistan	1994-1998	1999-2004	2010-2014	2017-2019
Important	7%	7%	31%	14%
Not Important	93%	93%	69%	86%

Note: Don't Know/ No Response not shown
Source: World Value Survey 1994-2019, Gallup & Gilani Pakistan Poll
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)
(<https://www.worldvaluessurvey.org>)

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 40 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



Tuesday, August 25, 2020

(3 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,

Bilal I Gilani

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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.



of Gallup Pakistan
(1980-2020)