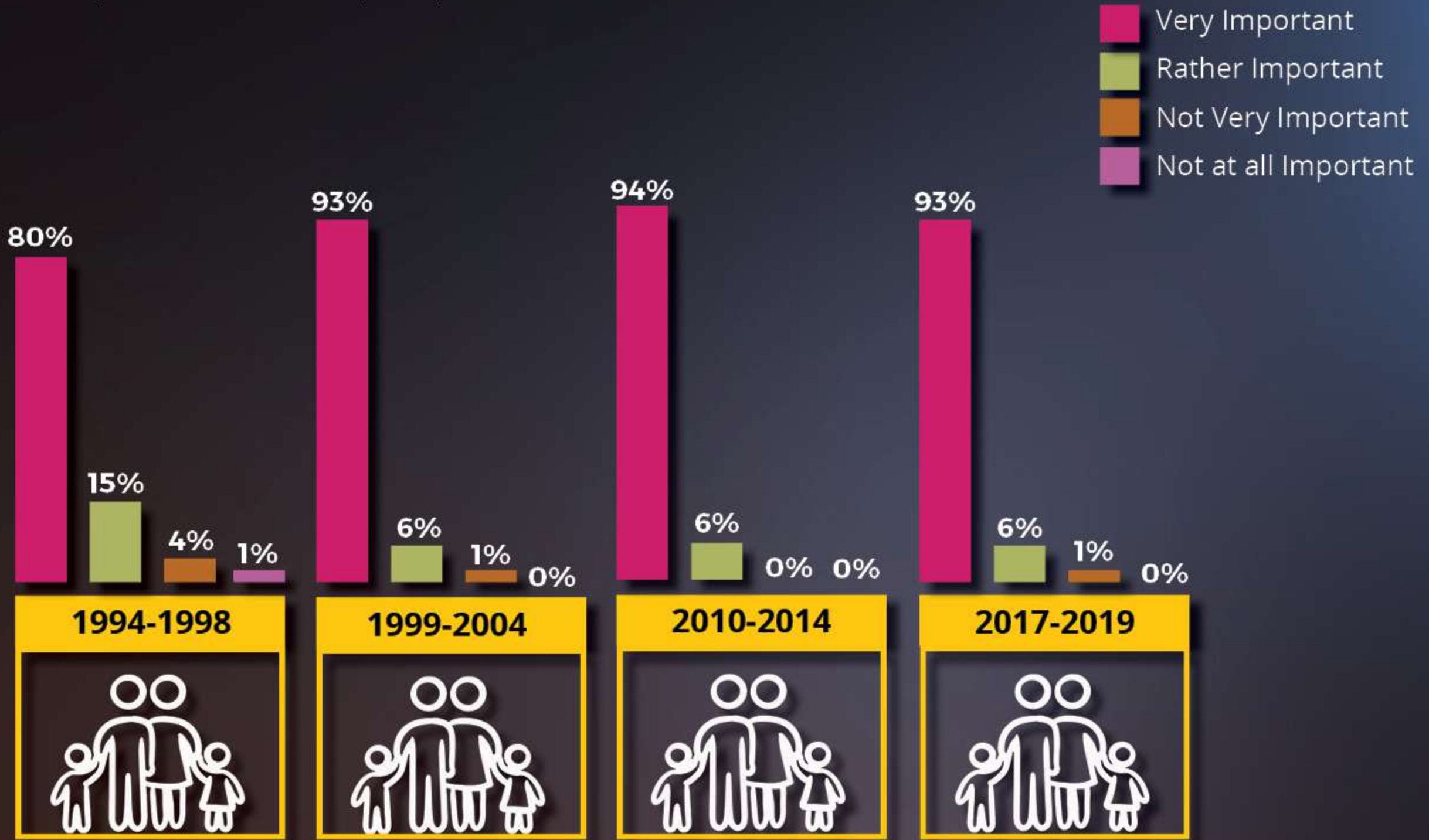


Between 1994 and 2019, 13% rise in the proportion of Pakistanis who say that family is very important in their life

How important is family in your life?





Public Opinion in Pakistan Since Year 1994

WORLD VALUES SURVEY Family

Between 1994 and 2019, 13% rise in the proportion of Pakistanis who say that family is very important in their life (World Values Survey & Gallup & Gilani Pakistan Poll)

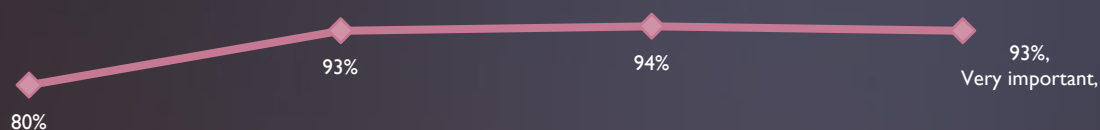
Islamabad, July 30, 2020

According to the World Values Survey conducted between the year 1994-1998, respondents were asked "How important is family in your life?" In response 80% said very important, 15% said rather important, 4% said not very important and 1% said not at all 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, 93% said very important, 6% said rather important, and 1% said not very important.

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: "How important is family in your life?"



1994-1998

1999-2004

2010-2014

2017-2019

	1994-1998	1999-2004	2010-2014	2017-2019
Very important	80%	93%	94%	93%
Rather important	15%	6%	6%	6%
Not very important	4%	1%	0%	1%
Not at all important	1%	0%	-	0%

Source: World Value Survey 1994-2019, Gallup & Gilani Pakistan
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



Thursday, July 30, 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,

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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)