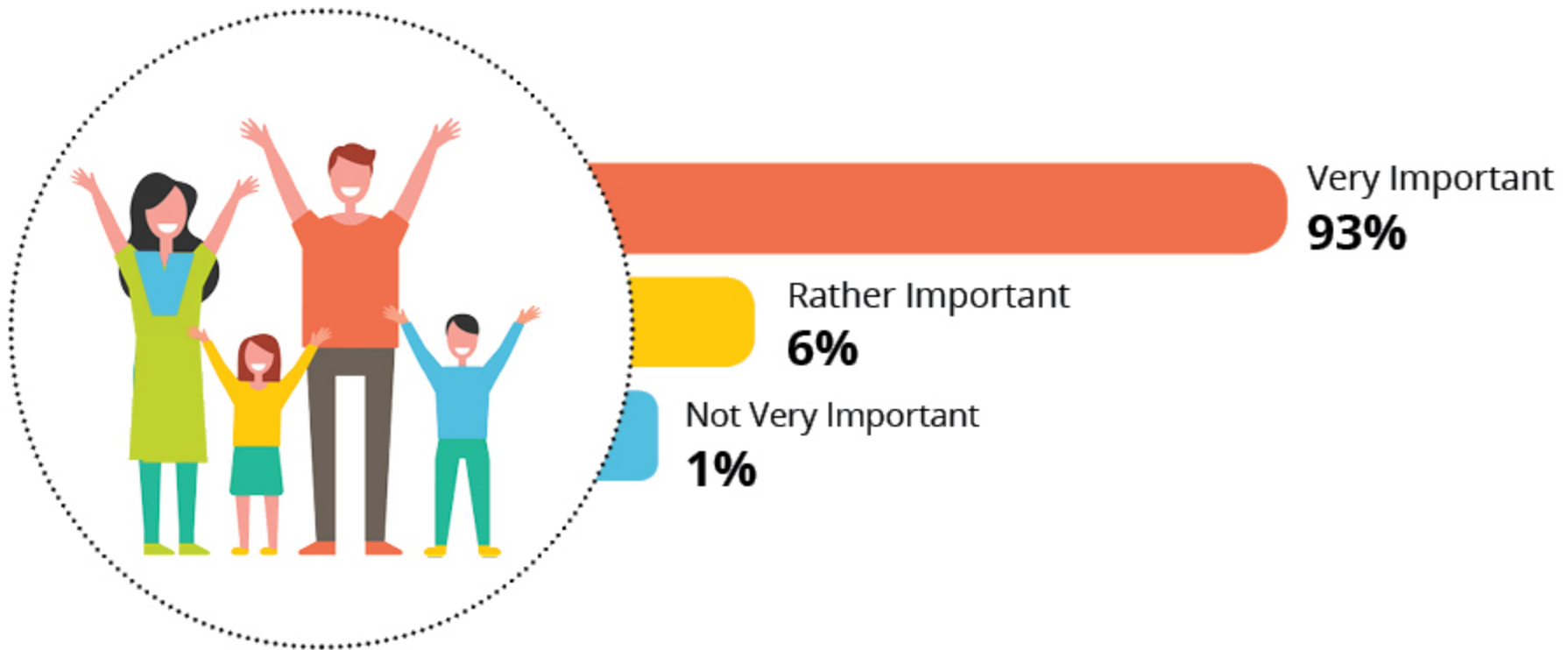


August 3, 2020

93% PAKISTANIS SAY THAT FAMILY IS VERY IMPORTANT IN THEIR LIFE (WORLD VALUES SURVEY & GALLUP & GILANI PAKISTAN POLL)

93% پاکستانیوں کے مطابق اُن کی زندگی میں فیملی / خاندان بہت اہم ہے۔

How important is family in your life?



Opinion Poll

**WORLD VALUES SURVEY
Family****93 % Pakistanis say that family is very important in their life (World Values Survey & Gallup & Gilani Pakistan Poll)**

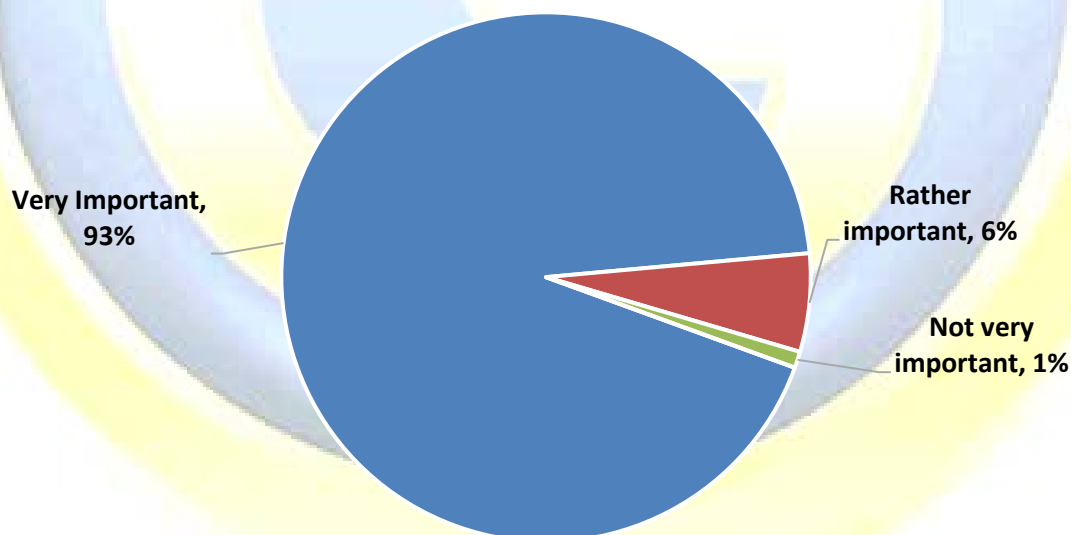
Islamabad, 03rd August, 2020

According to a World Values Survey and Gallup & Gilani Pakistan, 93% Pakistanis say that family is very important in their life.

A representative sample of men and women from across the four provinces was asked, “*How important is family in your life?*” In response, 93% Pakistanis say it is very important, 6% say it is rather important and 1% say it is not very important.

Comparative Picture:

The question “*How important is family in your life?*” was asked previously between 1994-1998 and 80% Pakistanis then said they consider family very important, 15% said rather important, 4% said not very important and 1% said not at all important. Proportion of Pakistanis claiming that family is very important continued to rise till 2014. For more historical data regarding this question, please visit <http://gallup.com.pk/post/30138>

Question: “How important is family in your life?”

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 World Values Survey and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a nationally representative sample of men and women in urban and rural areas of all four provinces of the country, between 2017 and 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The data released by World Values Survey can be accessed at <http://www.worldvaluessurvey.org/WVSONline.jsp>

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Monday, 03rd August, 2020

(3 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.

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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)