

**1 in 3 Pakistanis continue to believe unselfishness an important quality for children to possess, higher than the global average of 26%.
(World Values Survey & Gallup & Gilani Pakistan)**

Is unselfishness an important quality for children?

Percentage who said Yes:

1994-1998



PAKISTAN 31%

GLOBAL 26%

1999-2004



PAKISTAN 38%

GLOBAL 32%

2010-2014



PAKISTAN 37%

GLOBAL 34%

2017-2019



PAKISTAN 32%

GLOBAL 26%



Public Opinion in Pakistan Since Year 1994

WORLD VALUES SURVEY Social Behaviour

1 in 3 Pakistanis continue to believe unselfishness an important quality for children to possess, higher than the global average of 26%. (World Values Survey & Gallup & Gilani Pakistan)

Islamabad, September 29, 2020

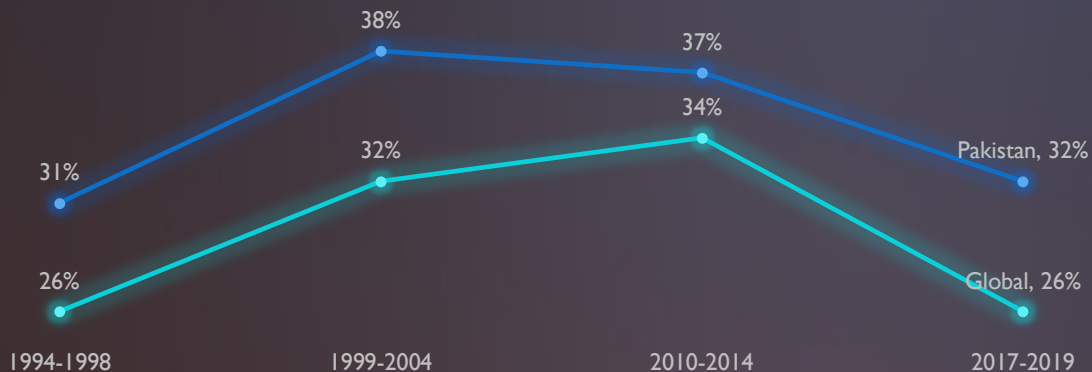
According to the World Values Survey conducted between the year 1994-1998, respondents were asked "Is unselfishness an important quality for children?" In response 31% said yes.

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, 32% Pakistanis consider unselfishness an important quality.

Global Results: Globally, around 1 in 4 respondents on average consider unselfishness 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 unselfishness an important quality for children?"



Pakistan	1994-1998	1999-2004	2010-2014	2017-2019
Important	31%	38%	37%	32%
Not Important	69%	62%	63%	68%

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, September 29, 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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of Gallup Pakistan
(1980-2020)