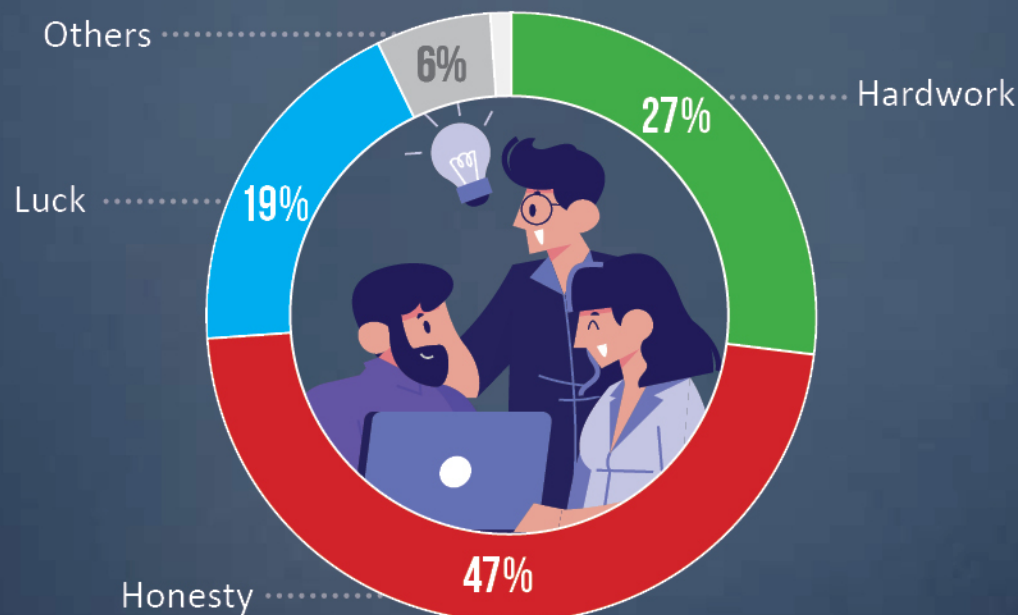


17th January, 2022

NEARLY HALF (47%) OF PAKISTANIS BELIEVE THAT IF A PERSON WANTS TO START A BUSINESS, HONESTY WILL HELP HIM/HER BECOME SUCCESSFUL: GALLUP & GILANI PAKISTAN

تقریباً نصف (47%) پاکستانیوں کے مطابق اگر ایک شخص کوئی کاروبار کرنا چاہتا ہے، تو ایمانداری اس شخص کو کامیاب بنانے میں اس کی سب سے زیادہ مدد کرے گی

Question: "If a hardworking and honest person wants to start a business, which trait do you think will help him/her become successful? Will it be hard work, honesty or luck?"



Don't know/ No response: 1%



Opinion Poll Social Behavior

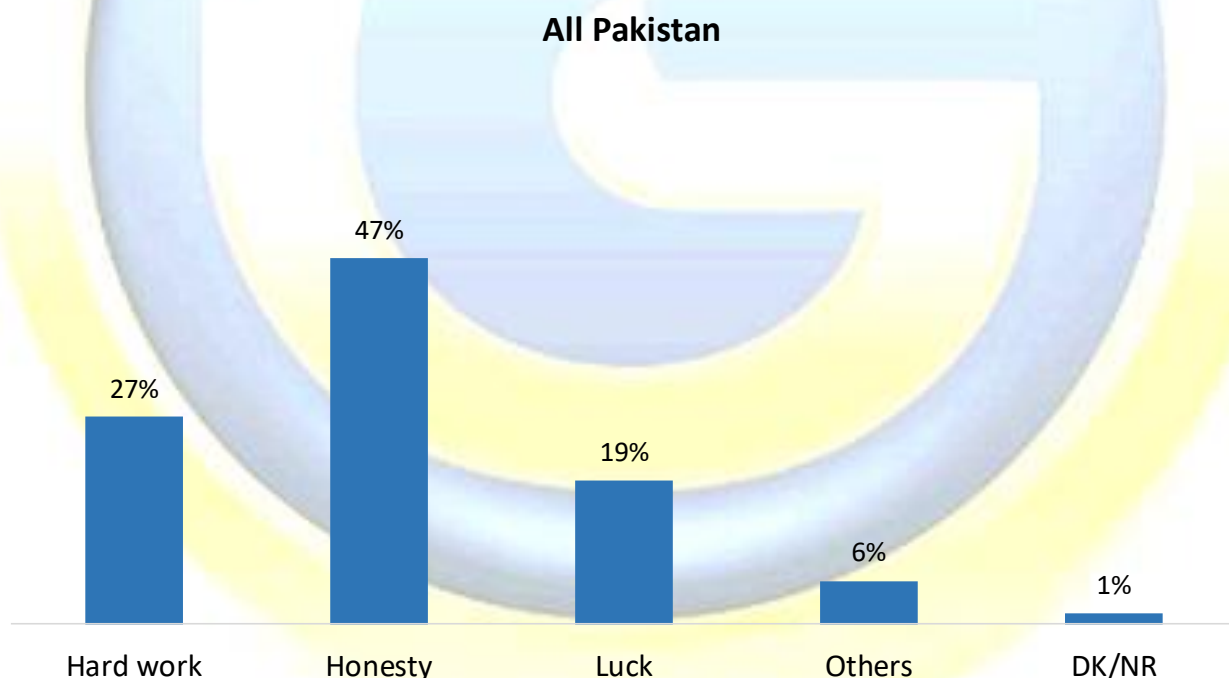
Nearly half (47%) of Pakistanis believe that if a person wants to start a business, honesty will help him/her become successful: Gallup & Gilani Pakistan

(Islamabad), January 17, 2022

According to a survey conducted by Gallup & Gilani Pakistan, nearly half (47%) of Pakistanis believe that if a person wants to start a business, honesty will help him/her become successful.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “If a person wants to start a business, which trait do you think will help him/her become successful? Will it be hard work, honesty or luck?” In response to this question, 27% said hard work, 47% said honesty, 19% said luck, and 6% said others. 1% did not know or provided no response.

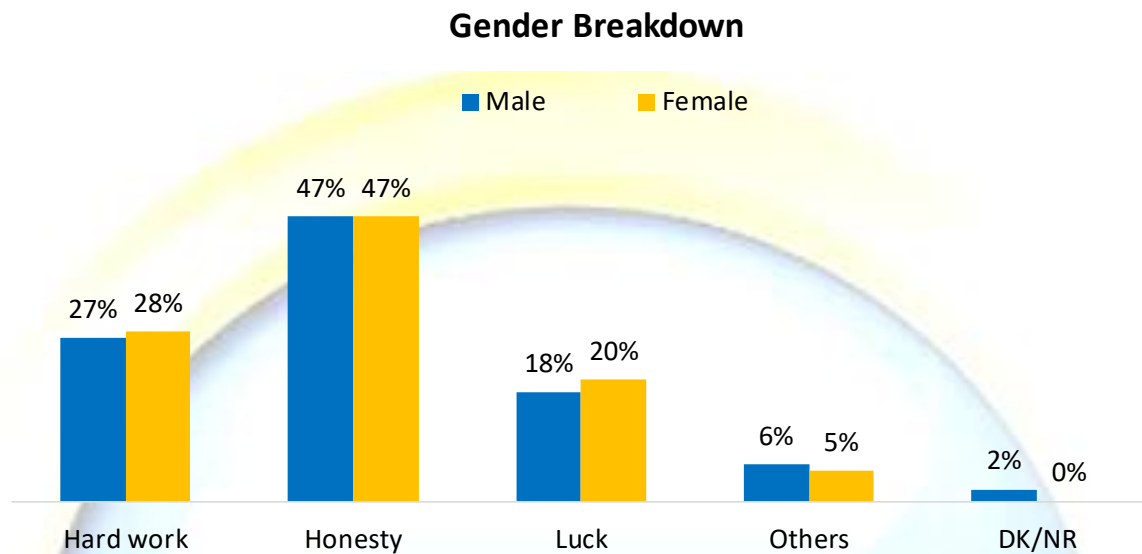
Question: “If a hardworking and honest person wants to start a business, which trait do you think will help him/her become successful? Will it be hard work, honesty or luck?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Gender Breakdown

Males (27%) and females (28%) almost equally believe that if a person wants to start a business, hard work will help him/her become successful.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1730 men and women in urban and rural areas of all four provinces of the country, during September 23, 2021 - October 08, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Monday, January 17, 2022

(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.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)