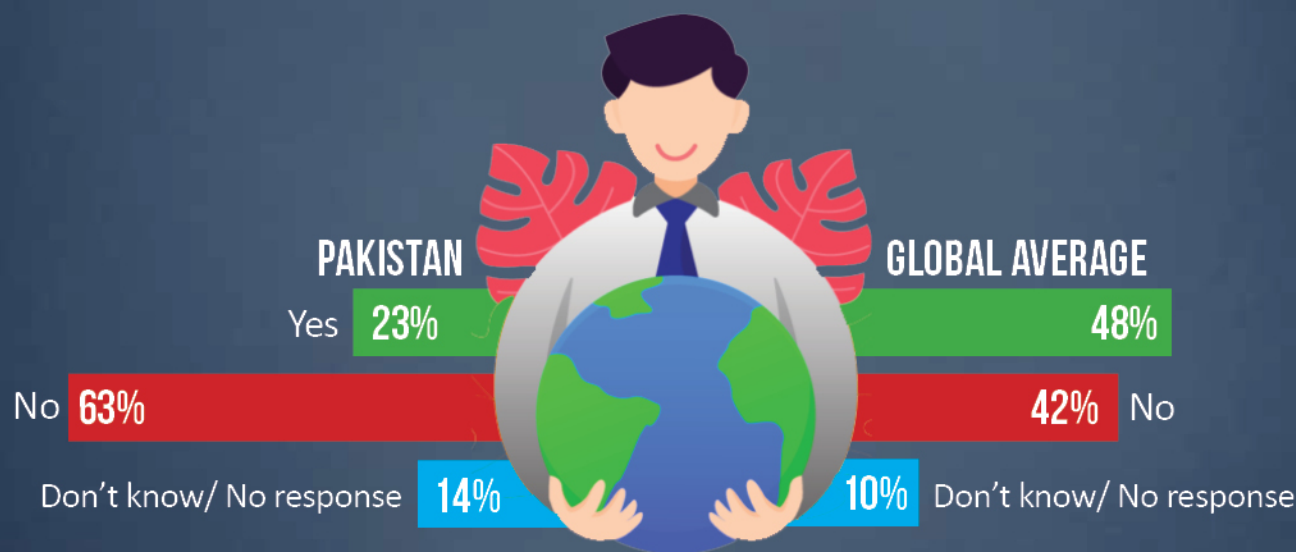


28 February, 2022

23% PAKISTANIS AS COMPARED TO THE GLOBAL AVERAGE OF 48% REPORT HAVING HEARD ABOUT CORPORATE SOCIAL RESPONSIBILITY (CSR): GALLUP & GILANI PAKISTAN

Question: “For some years now, we have often heard talk about “Corporate Social Responsibility” or, more simply “Social Responsibility”. CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business has on the environment, society, and people (citizen, customers, employees). Have you heard of it before?”





Opinion Poll General

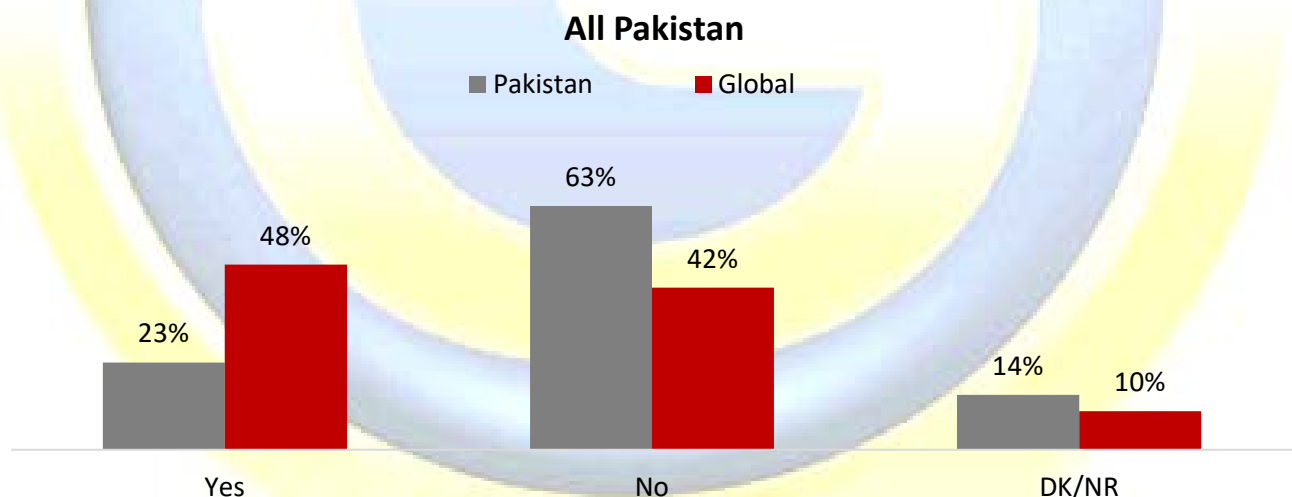
23 % Pakistanis as compared to the global average of 48 % report having heard about Corporate Social Responsibility (CSR): Gallup & Gilani Pakistan

(Islamabad), February 28, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 23% Pakistanis as compared to the global average of 48% report having heard about Corporate Social Responsibility (CSR).

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “For some years now, we have often heard talk about “Corporate Social Responsibility” or, more simply “Social Responsibility”. CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business has on the environment, society, and people (citizen, customers, employees). Have you heard of it before?” In response to this question in Pakistan, 23% said yes, 63% said no and 14% didn’t know or gave no response. This response was less than the global average where 48% of the respondents had heard of CSR.

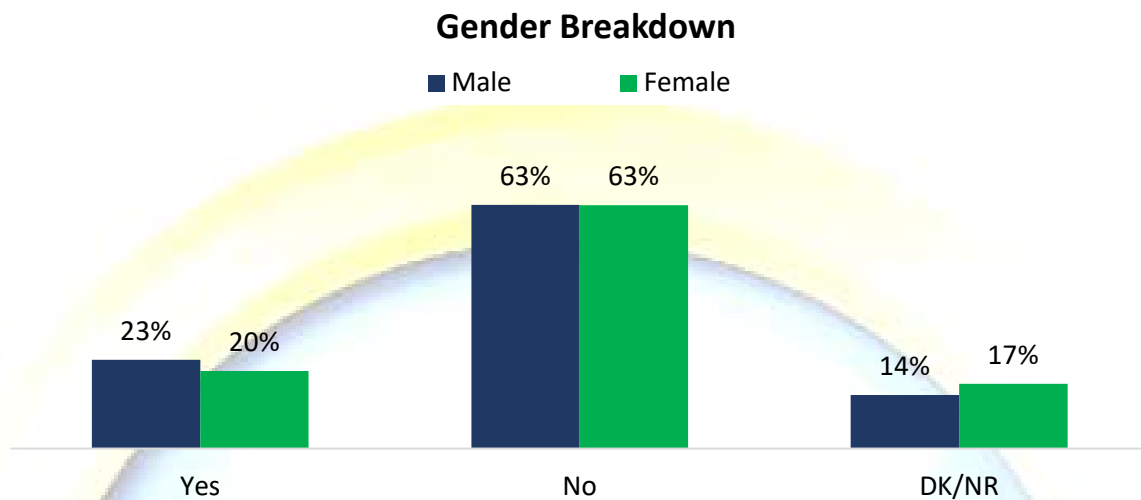
Question: “For some years now, we have often heard talk about “Corporate Social Responsibility” or, more simply “Social Responsibility”. CSR (Corporate Social Responsibility) is the attention that companies reserve to “ethical conduct” and to the impact that their business has on the environment, society, and people (citizen, customers, employees). Have you heard of it before?”



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

Gender Breakdown

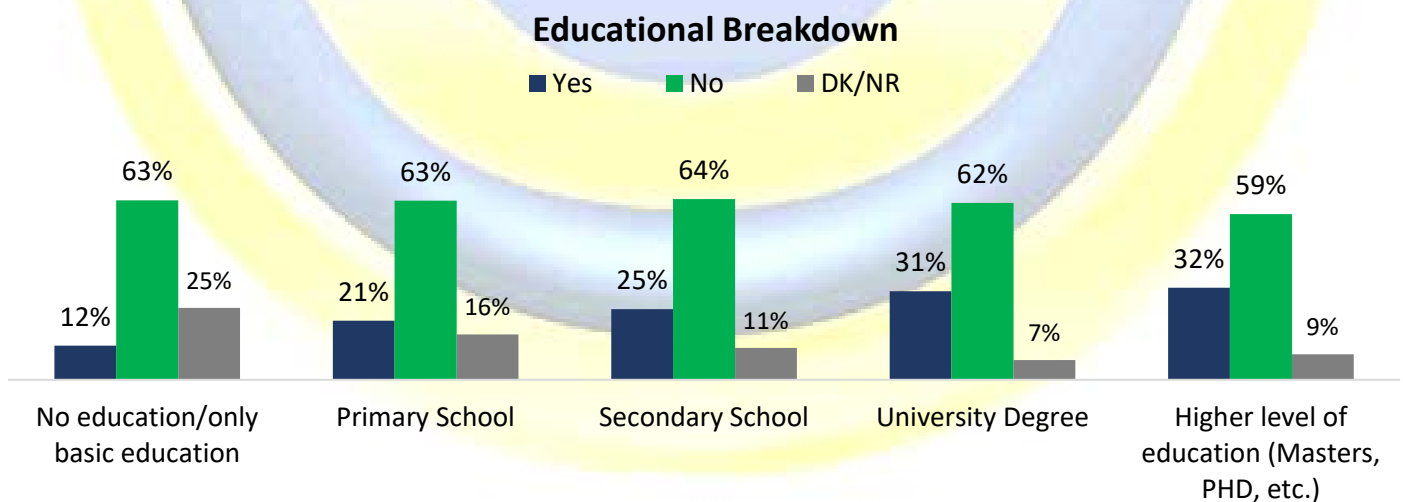
More males (23%) compared to females (20%) report to have heard about Corporate Social Responsibility (CSR).



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

Educational Breakdown

Across Pakistan, the higher the level of education, the more people know about Corporate Social Responsibility.



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 1000 men and women in urban and rural areas of all four provinces of the country, October 20 – November 11, 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, February 28, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)