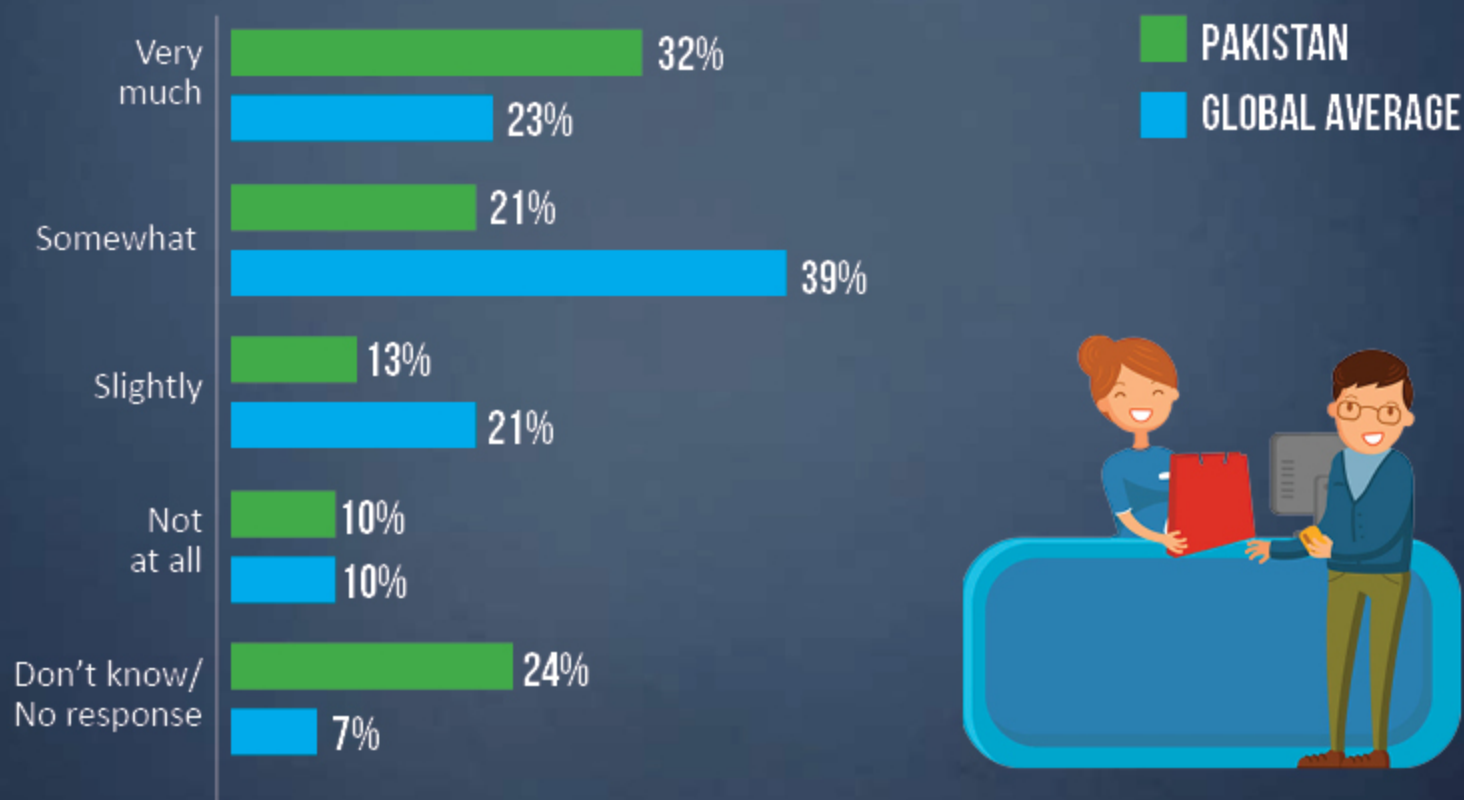


3rd March, 2022

66% OF PAKISTANIS REPORT THAT SOCIALLY RESPONSIBLE BEHAVIOR OF COMPANIES INFLUENCES THEIR PURCHASE DECISION; 83% OF THE GLOBAL AVERAGE HOLD A SIMILAR OPINION: GALLUP & GILANI PAKISTAN

66% پاکستانیوں کے مطابق کمپنیوں کے سماجی responsible behaviors اُن کی خریداری کے فیصلوں پر اثر انداز ہوتے ہیں ، دنیا بھر میں اس حوالے سے رائے رکھنے والوں کی شرح 83% پائی گئی

Question: "Do socially responsible behaviors of companies/brands influence your purchase decisions?"





Opinion Poll General

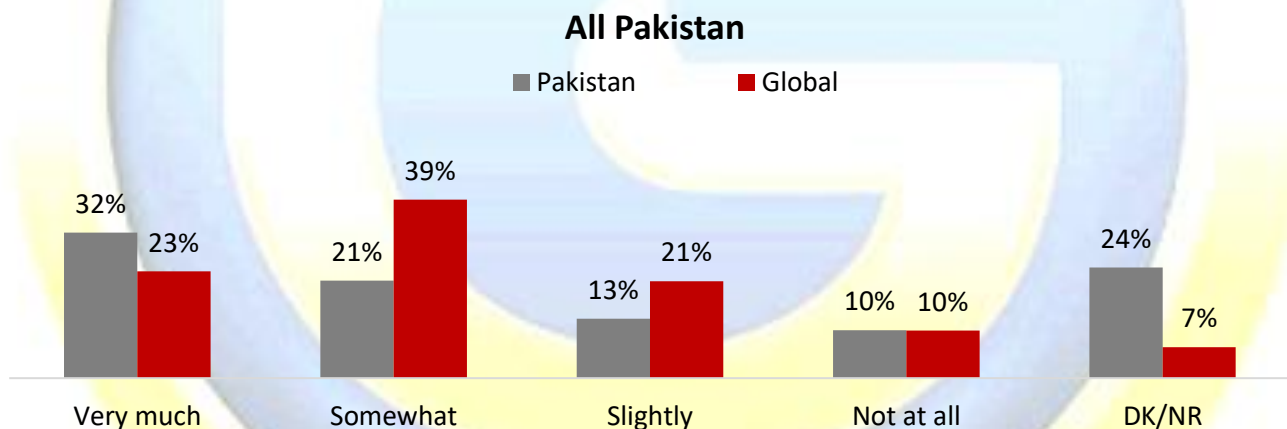
66% of Pakistanis report that the socially responsible behavior of companies influences their purchase decision; 83% of the global average hold a similar opinion: Gallup & Gilani Pakistan

(Islamabad), March 3, 2022

According to a survey conducted by Gallup & Gilani Pakistan, 66% of Pakistanis report that the socially responsible behavior of companies influences their purchase decision; 83% of the global average hold a similar opinion.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Do socially responsible behaviors of companies/brands influence your purchase decisions?” In response to this question, 32% said very much, 21% said somewhat, 13% said slightly, 10% said not at all, and 24% didn’t know or gave no response.

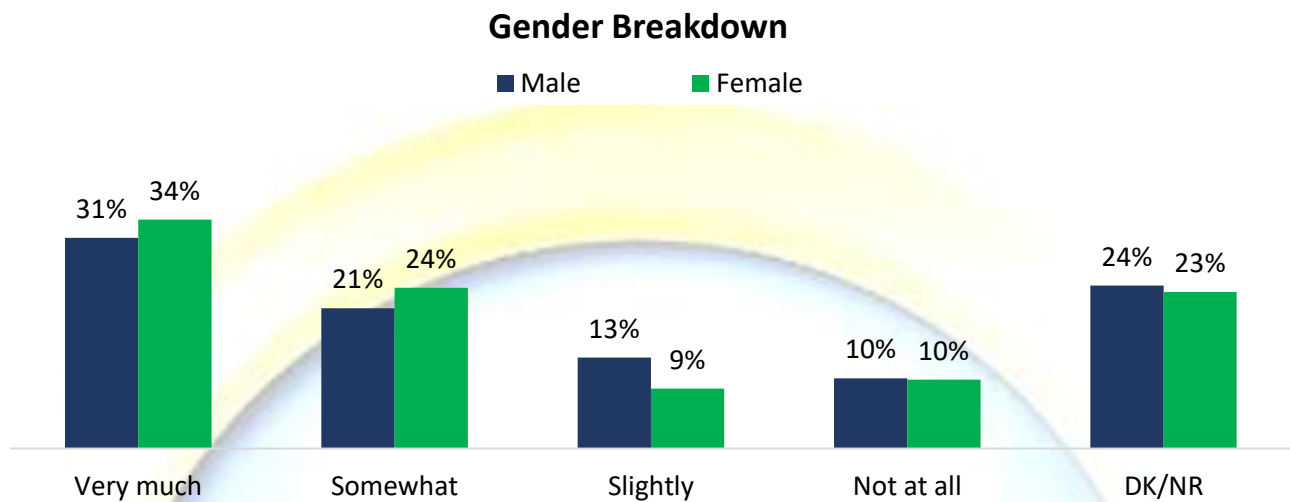
Question: “Do socially responsible behaviors of companies/brands influence your purchase decisions?”



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

Gender Breakdown

Slightly more females (67%) compared to males (65%) believe that the socially responsible behavior of companies influences their purchase decision.



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 $\pm 2\text{-}3$ 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

Thursday, March 3, 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, 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*

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)