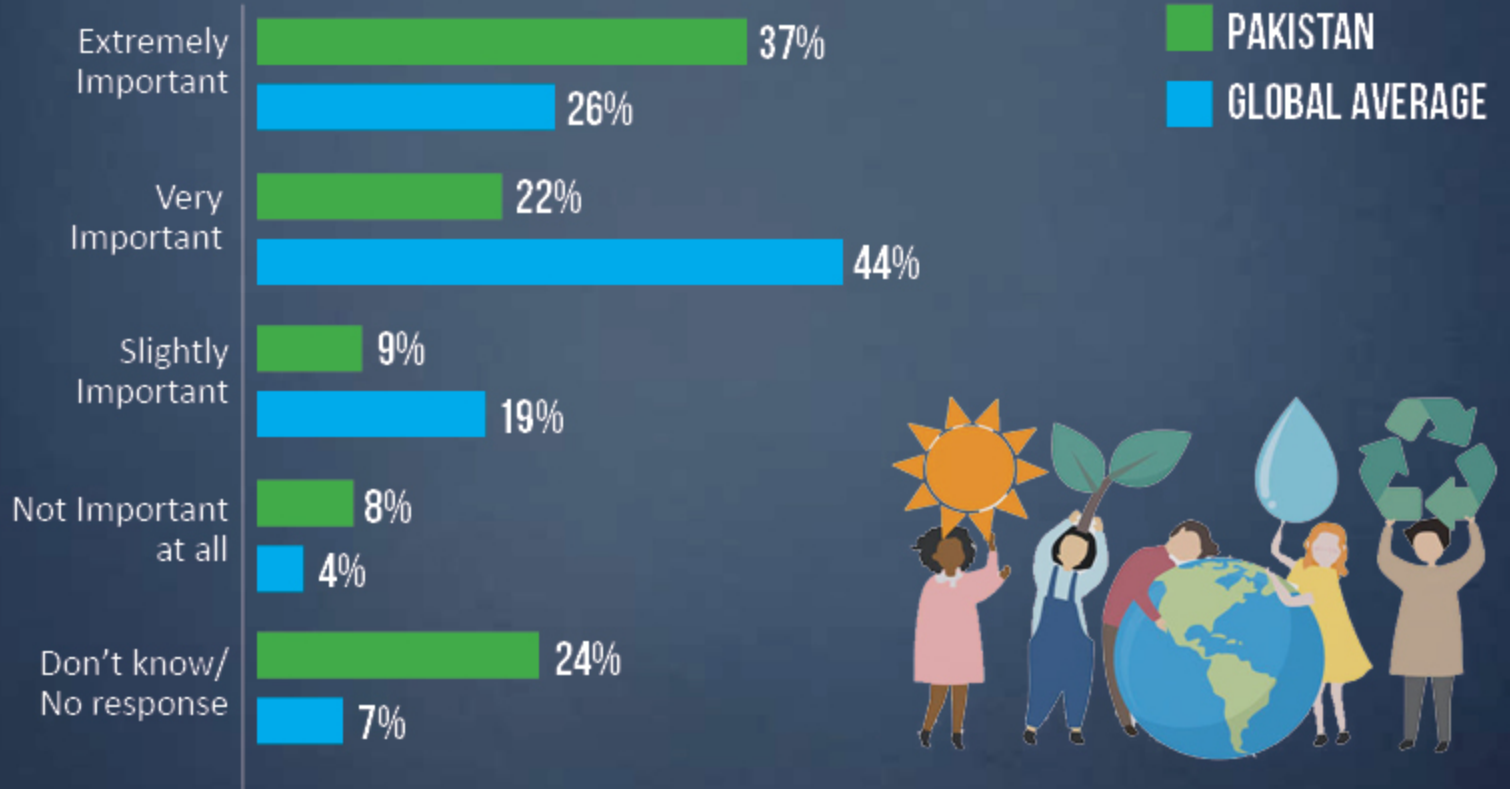


2nd March, 2022

NEARLY 6 IN 10 PAKISTANIS (59%) CONSIDER IT IMPORTANT TO BE AWARE OF THE SOCIALLY RESPONSIBLE BEHAVIORS OF THE COMPANIES/BRANDS THEY ARE CUSTOMERS OF; 70% GLOBALLY HOLD SIMILAR BELIEFS: GALLUP & GILANI PAKISTAN

تقریباً ہر 10 میں سے 6 پاکستانی (59%) سمجھتے ہیں کہ ان کمپنیوں/برانڈز کے سماجی responsible behaviors سے آگاہ ہونا اہم ہیں جن کے وہ گاہک ہیں، دنیا بھر میں اس حوالے سے رائے رکھنے والوں کی شرح 70% پائی گئی

Question: "How important do you think it is to be aware of the socially responsible behaviors of the companies/brands you are customers of?"





Opinion Poll General

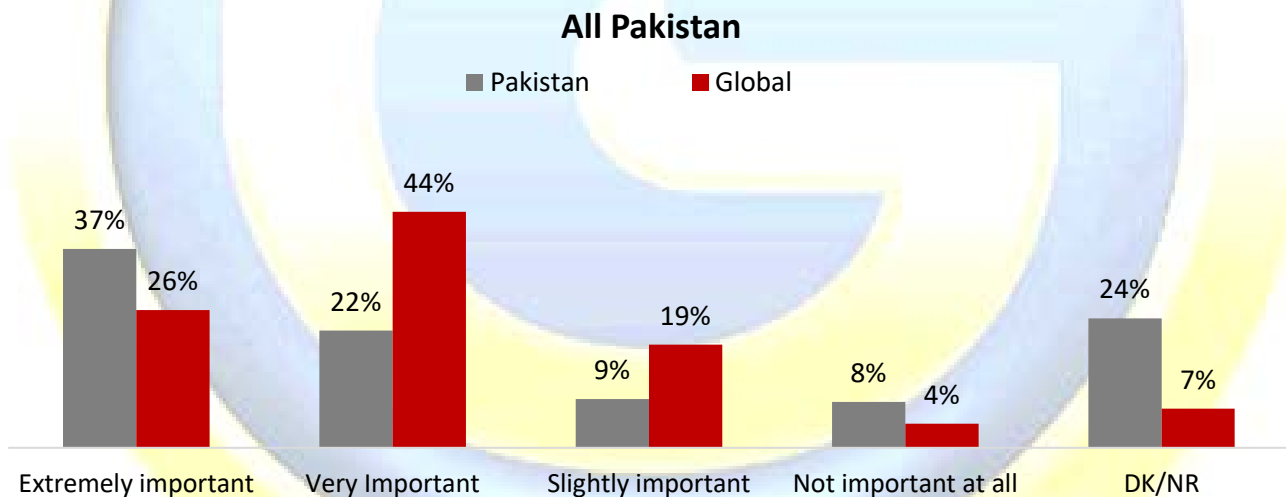
Nearly 6 in 10 Pakistanis (59 %) consider it important to be aware of the socially responsible behaviors of the companies/brands they are customers of; 70 % globally hold similar beliefs: Gallup & Gilani Pakistan

(Islamabad), March 2, 2022

According to a survey conducted by Gallup & Gilani Pakistan, nearly 6 in 10 Pakistanis (59%) consider it important to be aware of the socially responsible behaviors of the companies/brands they are customers of.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “How important do you think it is to be aware of the socially responsible behaviors of the companies/brands you are customers of?” In response to this question, 37% said extremely important, 22% said very important, 9% said slightly important, 8% said not important at all, and 24% didn’t know or gave no response.

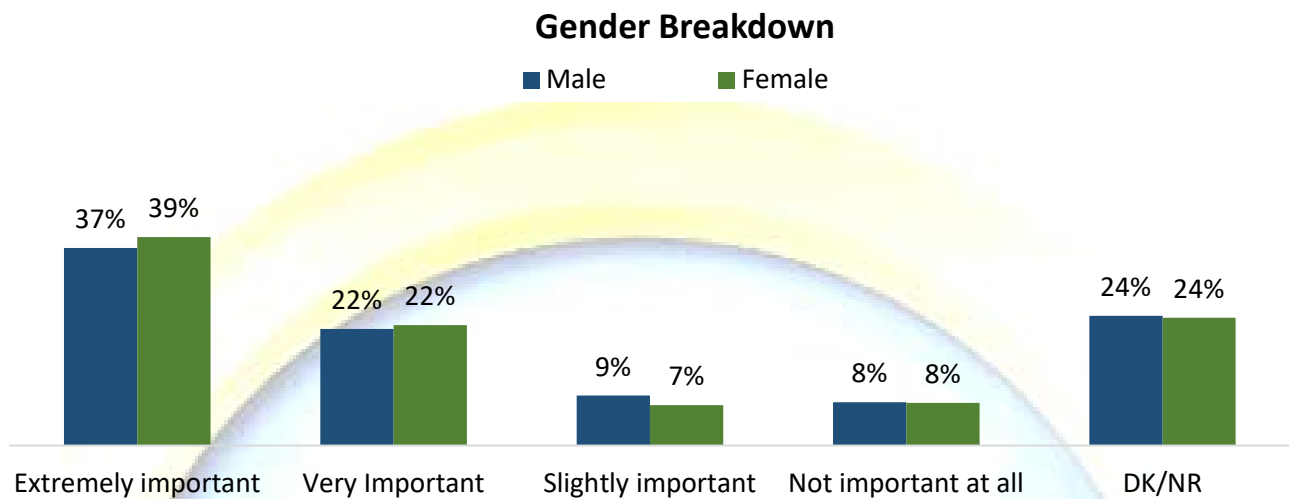
Question: “How important do you think it is to be aware of the socially responsible behaviors of the companies/brands you are customers of?”



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

Gender Breakdown

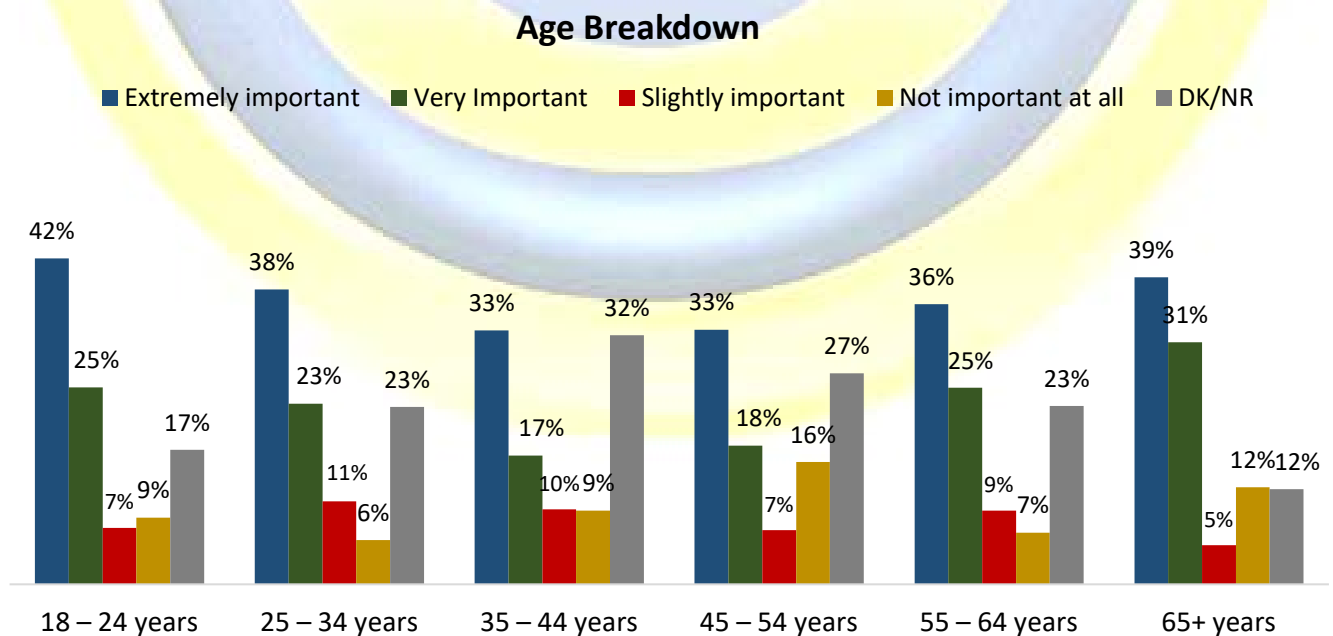
More females (61%) as compared to males (59%) believe that a customer should know about the socially responsible behaviors of the company they do business with.



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

Age Breakdown

People who are younger (18 to 24 years) believe that it is very important to be aware of the CSR initiatives of a company that one is associated with. The figures decrease as the age increases and increases again after 55 years of age.



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

Wednesday, March 2, 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*

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)