



# MARRIAGE

Report on marriages in  
the family and choice  
involved in that decision



## **Table of Contents**

### **Topic 1: Perception about marriage**

- Item 1.1: Are you married?
- Item 1.2: Please tell me if your marriage is/was within your own family or outside the family?
- Item 1.3: Please tell me if your marriage is/was with your first cousin, i.e., paternal/maternal uncle or aunt's child, or second cousin, i.e., parent's cousin's child?
- Item 1.4: Please tell me the percentage of marriages in your family happen within the family?
- Item 1.5: Whose decision was it to arrange your marriage within the family?
- Item 1.6: Was your own choice involved in the decision to marry within the family?
- Item 1.7: Did you meet the person you were getting married to before the marriage?
- Item 1.8: Please tell me, do you still reside in the same city/district where you resided at the time of your marriage?

### **Topic 2: Married Life and opinion about spouse**

- Item 2.1: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Helping out in chores and work"?
- Item 2.2: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Treating with dignity and respect"?
- Item 2.3: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Helping in financial matters"?
- Item 2.4: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Understanding each other"?
- Item 2.5: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Upholding his/her own responsibilities"?

### **Methodology Statement**

**Disclaimer:** Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

**Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data**

# Executive Summary

## Gallup Pakistan Report on Marriage July 2023

***“Consanguine marriages still prevalent but form an inverse relation with household income in Pakistan”***



3 out of 4 Pakistanis aged 18 and above are married



Nearly twice as many individuals (65%) are married within their families than those married outside the family (34%).



59% Pakistanis report meeting their spouse before marriage, moreover, 32% migrated to different cities/districts after marriage



While parents have a high decision power (86%) when it comes to family marriages, 79% Pakistanis willingly agreed to marriages within family.



Between 90-94% Pakistanis report being quite satisfied with their spouse across a variety of criteria.



## DETAILED FINDINGS OF THE SURVEY ARE BELOW

### 1. Perceptions about marriage

- a. Over **3 out of 4** adult Pakistanis report they are married, while only **23%** are unmarried.
- b. **Consanguine marriages** (i.e., marriages in the family) continue to be a prevalent practice. **65%** Pakistanis married within their families, while only **34%** married outside them. An inverse relation can be observed against household income, where marriages within families decrease as household income increases.
- c. Amongst consanguine marriages, **74%** were **with first cousins**. This was highest in the province of Khyber Pakhtunkhwa at **85%**, and lowest in Balochistan at **28%**.
- d. Parents have significant influence in the decision to marry within the family, as **86%** of consanguineous marriages were reportedly arranged by the parents' decision, while **12%** were by the individual's own decision.
- e. Regardless of family marriages being the parents' decision, **85%** males and **73%** females willingly agreed to the marriage.
- f. While **59%** of married persons had met their spouse before marriage, **40%** had not. No stark contrast was observed across the urban-rural divide, however, only **25%** of married Pakistanis from Balochistan had met their spouse before marriage; lowest across all provinces.
- g. **32%** Pakistanis migrated after marriage, while **67%** still reside in the same city/district as before. Migration after marriage was higher amongst females at **39%** compared to **25%** in males.

### 2. Married life and opinion about spouse.

- a. When it came to helping out with chores and work, **92%** of married individuals were satisfied with their spouse. However, dissatisfaction rose alongside household income.
- b. **93%** of married Pakistanis felt satisfied with their spouse's treatment of them with dignity and respect.



- c. Regarding help in financial matters, **90%** of Pakistanis felt satisfied with their spouse. The proportion of dissatisfied individuals was higher in KPK and Balochistan at **18%** and **14%** respectively.
- d. **94%** of married Pakistanis felt satisfied with their understanding of their spouse and vice versa.
- e. When it came to upholding their spouse's responsibilities **94%** Pakistanis felt satisfied, while only **6%** felt dissatisfied. Dissatisfaction regarding this matter was higher in Khyber Pakhtunkhwa and Balochistan at **11%** and **7%** respectively.

## TOPIC 1:

# Perception about marriage



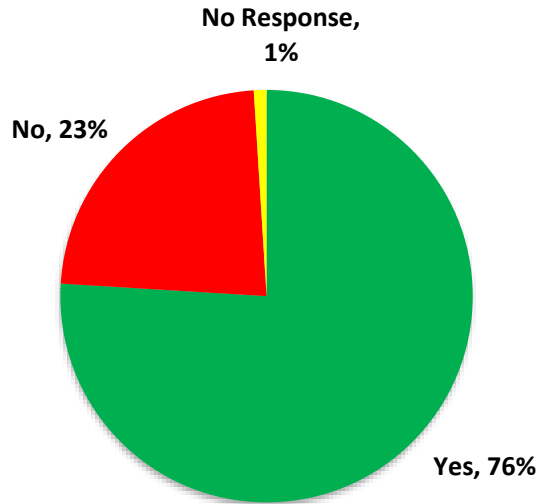


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### Item 1.1: Key Finding

Question: **Are you married?**



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. کیا آپ شادی شدہ ہیں؟

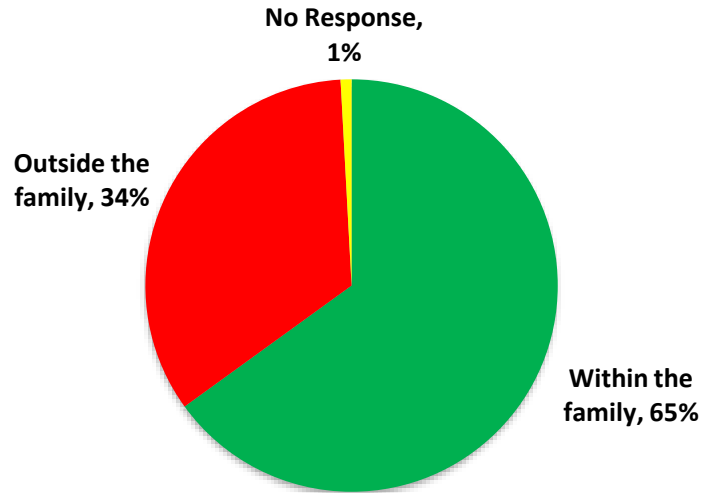
- 1
- 2

ہاں  
نہیں



### Item 1.2: Key Finding

Question: **Please tell me if your marriage is/was within your own family or outside the family?\***



**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. رائے مہربانی بتائیں کہ آپ کی شادی آپ کے اپنے خاندان میں ہوئی ہے / تھی یا خاندان سے؟

1

خاندان میں

2

خاندان سے باہر

**\*Note: Asked from those, who are married.**



Marriage - Report on marriages in the family and choice involved in that decision  
**Topic 1: Perception about marriage**

**Item 1.2: Statistical Analysis**

Question: **Please tell me if your marriage is/was within your own family or outside the family?**

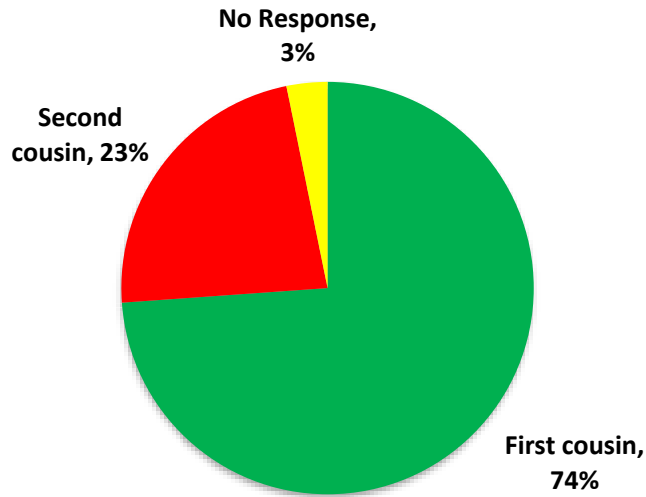
|                              |                    | Within the family | Outside the family | No Response |
|------------------------------|--------------------|-------------------|--------------------|-------------|
| All Pakistan                 |                    | 65%               | 34%                | 1%          |
| <b>Gender</b>                |                    |                   |                    |             |
|                              | Male               | 70%               | 29%                | 1%          |
|                              | Female             | 60%               | 39%                | 1%          |
| <b>Location</b>              |                    |                   |                    |             |
|                              | Rural              | 67%               | 32%                | 1%          |
|                              | Urban              | 61%               | 38%                | 0%          |
| <b>Province</b>              |                    |                   |                    |             |
|                              | Punjab             | 65%               | 34%                | 1%          |
|                              | Sindh              | 70%               | 30%                | 0%          |
|                              | KPK                | 59%               | 41%                | 0%          |
|                              | Balochistan        | 50%               | 50%                | 0%          |
| <b>Monthly HH Income</b>     |                    |                   |                    |             |
|                              | Up to Rs. 7000     | 71%               | 23%                | 6%          |
|                              | Rs.7001-Rs.15000   | 67%               | 32%                | 1%          |
|                              | Rs.15001-Rs.30000  | 65%               | 35%                | 0%          |
|                              | More than Rs.30000 | 63%               | 37%                | 0%          |
|                              | No Response        | 63%               | 37%                | 0%          |
| <b>Age of the Respondent</b> |                    |                   |                    |             |
|                              | Under 30           | 57%               | 43%                | 0%          |
|                              | 30 – 50            | 68%               | 31%                | 1%          |
|                              | 50+                | 69%               | 31%                | 0%          |
|                              | No Response        | 33%               | 67%                | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



### Item 1.3: Key Finding

Question: Please tell me if your marriage is/was with your first cousin, i.e., paternal/maternal uncle or aunt's child, or second cousin, i.e., parent's cousin's child?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ کی شادی خاندان کے فرسٹ کزن یعنی تایا، چاچا، چھوچھو، ماموں، خالہ کے بچوں میں ہوئی یا سیکنڈ کزن یعنی اماں ابا کے کزن کے بچوں میں؟

1

فرسٹ کزن میں

2

سیکنڈ کزن میں

\*Note: Asked from those, whose marriage is/was within their family.



### Item 1.3: Statistical Analysis

Question: **Please tell me if your marriage is/was with your first cousin, i.e., paternal/maternal uncle or aunt's child, or second cousin, i.e., parent's cousin's child?**

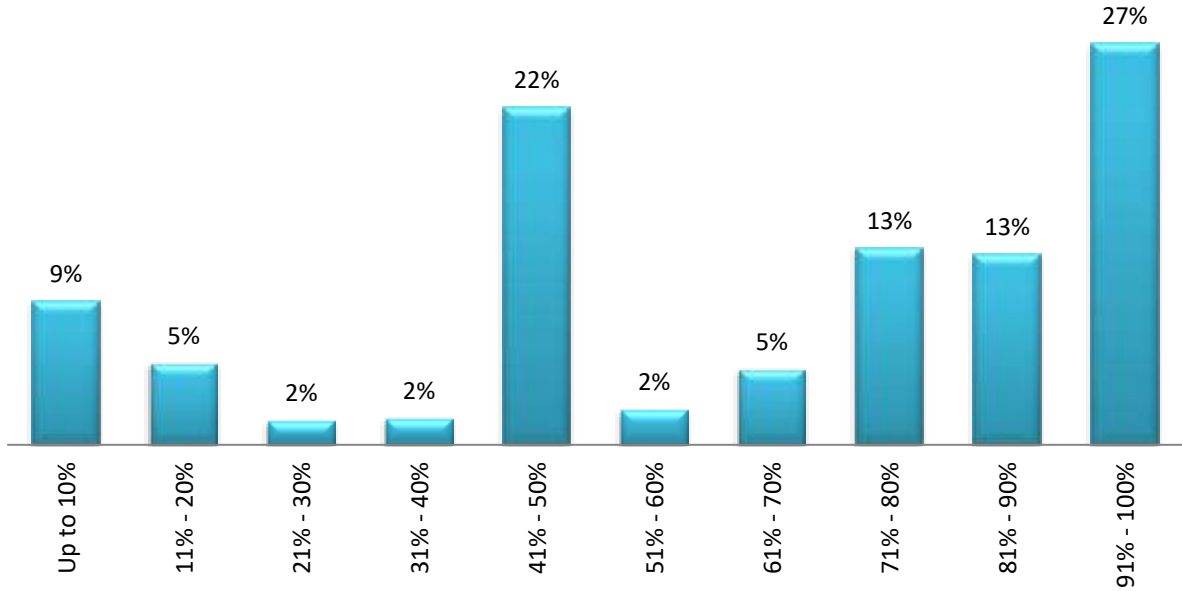
|                              |                    | First cousin | Second cousin | No Response |
|------------------------------|--------------------|--------------|---------------|-------------|
| All Pakistan                 |                    | 74%          | 23%           | 3%          |
| <b>Gender</b>                |                    |              |               |             |
|                              | Male               | 72%          | 26%           | 2%          |
|                              | Female             | 76%          | 19%           | 4%          |
| <b>Location</b>              |                    |              |               |             |
|                              | Rural              | 76%          | 20%           | 4%          |
|                              | Urban              | 70%          | 28%           | 2%          |
| <b>Province</b>              |                    |              |               |             |
|                              | Punjab             | 72%          | 24%           | 4%          |
|                              | Sindh              | 77%          | 22%           | 1%          |
|                              | KPK                | 85%          | 15%           | 0%          |
|                              | Balochistan        | 28%          | 72%           | 0%          |
| <b>Monthly HH Income</b>     |                    |              |               |             |
|                              | Up to Rs. 7000     | 81%          | 18%           | 2%          |
|                              | Rs.7001-Rs.15000   | 77%          | 16%           | 7%          |
|                              | Rs.15001-Rs.30000  | 72%          | 24%           | 4%          |
|                              | More than Rs.30000 | 71%          | 28%           | 1%          |
|                              | No Response        | 75%          | 24%           | 2%          |
| <b>Age of the Respondent</b> |                    |              |               |             |
|                              | Under 30           | 77%          | 22%           | 1%          |
|                              | 30 – 50            | 74%          | 23%           | 3%          |
|                              | 50+                | 67%          | 23%           | 10%         |
|                              | No Response        | 77%          | 23%           | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



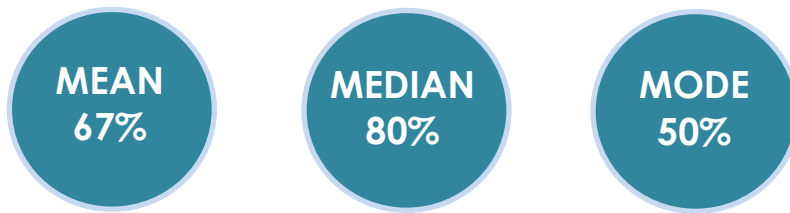
### Item 1.4: Key Finding

Question: Please tell me the percentage of marriages in your family happen within the family?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### Averages



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ کے خاندان میں کتنی فیصد شادیاں خاندان میں ہوتی ہیں؟  
فیصد \_\_\_\_\_



Marriage - Report on marriages in the family and choice involved in that decision  
**Topic 1: Perception about marriage**

**Item 1.4: Statistical Analysis**

Question: **Please tell me the percentage of marriages in your family happen within the family?**

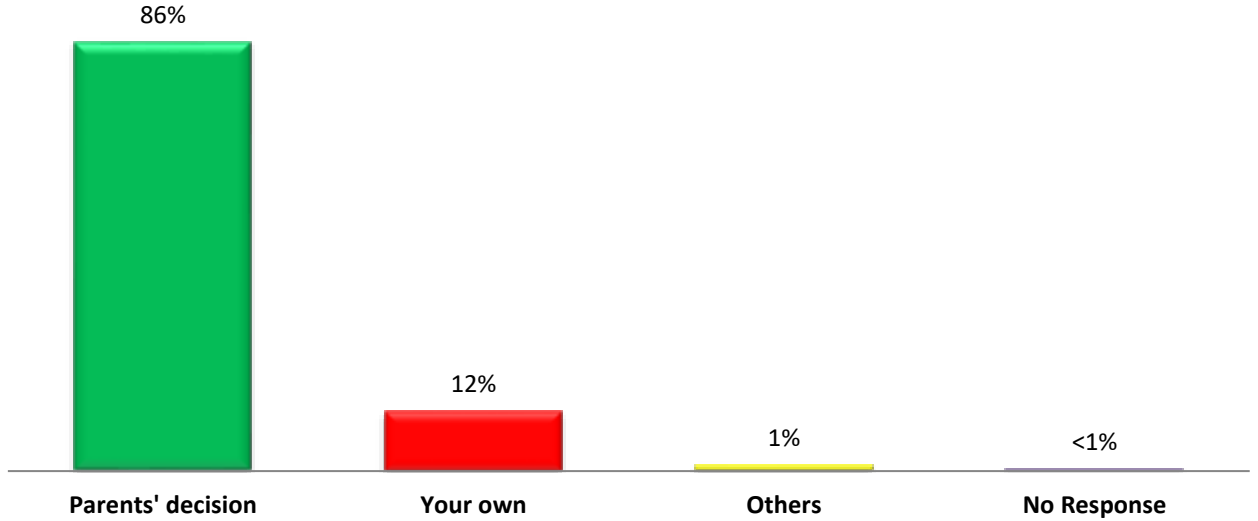
|                              |                    | Up to 10% | 11% - 20% | 21% - 30% | 31% - 40% | 41% - 50% | 51% - 60% | 61% - 70% | 71% - 80% | 81% - 90% | 91% - 100% |
|------------------------------|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| All Pakistan                 |                    | 9%        | 5%        | 2%        | 2%        | 22%       | 2%        | 5%        | 13%       | 13%       | 27%        |
| <b>Gender</b>                |                    |           |           |           |           |           |           |           |           |           |            |
|                              | Male               | 7%        | 5%        | 2%        | 2%        | 21%       | 3%        | 4%        | 17%       | 16%       | 23%        |
|                              | Female             | 12%       | 6%        | 1%        | 2%        | 24%       | 1%        | 6%        | 8%        | 9%        | 30%        |
| <b>Location</b>              |                    |           |           |           |           |           |           |           |           |           |            |
|                              | Rural              | 8%        | 6%        | 1%        | 1%        | 22%       | 2%        | 5%        | 12%       | 13%       | 29%        |
|                              | Urban              | 12%       | 4%        | 2%        | 3%        | 23%       | 3%        | 5%        | 14%       | 12%       | 21%        |
| <b>Province</b>              |                    |           |           |           |           |           |           |           |           |           |            |
|                              | Punjab             | 8%        | 4%        | 3%        | 1%        | 23%       | 2%        | 7%        | 10%       | 16%       | 26%        |
|                              | Sindh              | 14%       | 4%        | 1%        | 3%        | 22%       | 1%        | 3%        | 13%       | 12%       | 28%        |
|                              | KPK                | 5%        | 12%       | 0%        | 1%        | 19%       | 3%        | 2%        | 20%       | 8%        | 29%        |
|                              | Balochistan        | 0%        | 1%        | 0%        | 0%        | 39%       | 6%        | 0%        | 20%       | 8%        | 25%        |
| <b>Monthly HH Income</b>     |                    |           |           |           |           |           |           |           |           |           |            |
|                              | Up to Rs. 7000     | 4%        | 12%       | 1%        | 0%        | 14%       | 3%        | 2%        | 9%        | 13%       | 41%        |
|                              | Rs.7001-Rs.15000   | 10%       | 3%        | 1%        | 3%        | 19%       | 1%        | 7%        | 7%        | 19%       | 29%        |
|                              | Rs.15001-Rs.30000  | 8%        | 2%        | 1%        | 2%        | 26%       | 2%        | 4%        | 13%       | 13%       | 28%        |
|                              | More than Rs.30000 | 15%       | 11%       | 3%        | 1%        | 15%       | 4%        | 6%        | 18%       | 7%        | 19%        |
|                              | No Response        | 4%        | 8%        | 3%        | 0%        | 33%       | 0%        | 4%        | 13%       | 14%       | 21%        |
| <b>Age of the Respondent</b> |                    |           |           |           |           |           |           |           |           |           |            |
|                              | Under 30           | 10%       | 3%        | 1%        | 2%        | 27%       | 2%        | 5%        | 8%        | 12%       | 31%        |
|                              | 30 – 50            | 10%       | 8%        | 2%        | 1%        | 19%       | 3%        | 6%        | 14%       | 13%       | 24%        |
|                              | 50+                | 8%        | 2%        | 1%        | 4%        | 21%       | 1%        | 2%        | 24%       | 11%       | 26%        |
|                              | No Response        | 0%        | 0%        | 0%        | 0%        | 60%       | 0%        | 0%        | 3%        | 37%       | 0%         |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



### Item 1.5: Key Finding

Question: Whose decision was it to arrange your marriage within the family?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q خاندان میں آپ کی شادی کروانے کا فیصلہ میں کس کا تھا؟

1

والدین کا

2

آپ کا اپنا

دیگر (تحریر کریں):

\*Note: Asked from those, whose marriage is/was within their family.



Marriage - Report on marriages in the family and choice involved in that decision  
**Topic 1: Perception about marriage**

**Item 1.5: Statistical Analysis**

Question: **Whose decision was it to arrange your marriage within the family?**

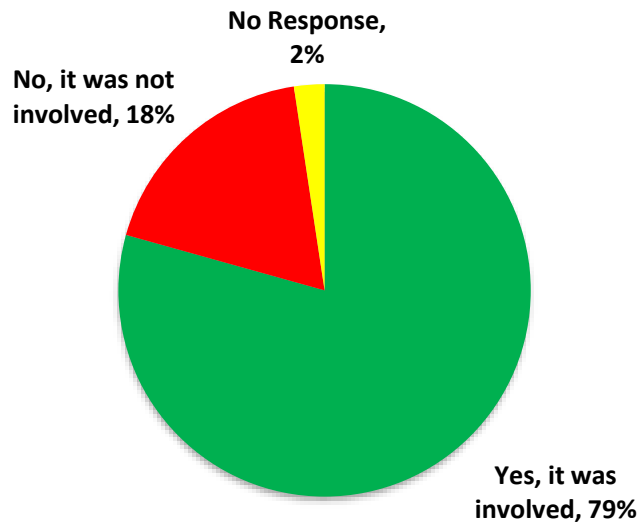
|                              |                    | Parents' decision | Your own | Others | No Response |
|------------------------------|--------------------|-------------------|----------|--------|-------------|
| All Pakistan                 |                    | 86%               | 12%      | 1%     | 0%          |
| <b>Gender</b>                |                    |                   |          |        |             |
|                              | Male               | 85%               | 12%      | 2%     | 1%          |
|                              | Female             | 88%               | 12%      | 0%     | 0%          |
| <b>Location</b>              |                    |                   |          |        |             |
|                              | Rural              | 85%               | 14%      | 1%     | 0%          |
|                              | Urban              | 89%               | 8%       | 2%     | 0%          |
| <b>Province</b>              |                    |                   |          |        |             |
|                              | Punjab             | 92%               | 7%       | 0%     | 0%          |
|                              | Sindh              | 89%               | 7%       | 3%     | 0%          |
|                              | KPK                | 64%               | 34%      | 0%     | 2%          |
|                              | Balochistan        | 92%               | 8%       | 0%     | 0%          |
| <b>Monthly HH Income</b>     |                    |                   |          |        |             |
|                              | Up to Rs. 7000     | 88%               | 12%      | 0%     | 0%          |
|                              | Rs.7001-Rs.15000   | 88%               | 10%      | 0%     | 2%          |
|                              | Rs.15001-Rs.30000  | 91%               | 8%       | 1%     | 0%          |
|                              | More than Rs.30000 | 71%               | 26%      | 2%     | 1%          |
|                              | No Response        | 87%               | 10%      | 3%     | 0%          |
| <b>Age of the Respondent</b> |                    |                   |          |        |             |
|                              | Under 30           | 85%               | 14%      | 0%     | 0%          |
|                              | 30 – 50            | 86%               | 12%      | 1%     | 0%          |
|                              | 50+                | 89%               | 7%       | 3%     | 1%          |
|                              | No Response        | 100%              | 0%       | 0%     | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



### Item 1.6: Key Finding

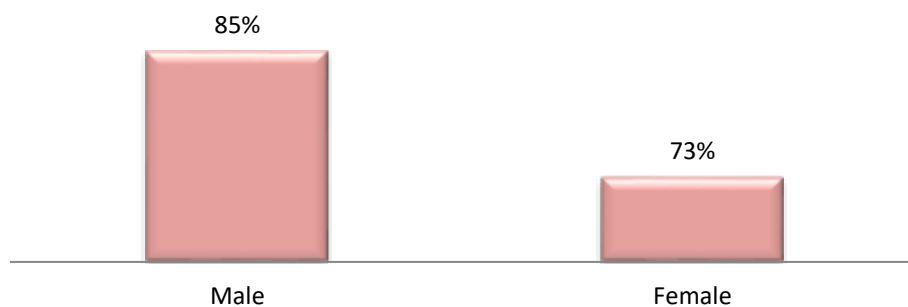
Question: **Was your own choice involved in the decision to marry within the family?\***



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### Breakdown by Gender

#### YES RATING ONLY



Source: Powered by Gallup Pakistan, June 08, 2023 – July 07, 2023

Q کیا خاندان میں شادی کرنے میں آپ کی مرضی شامل تھی یا نہیں؟

- 1 شامل تھی  
2 شامل نہیں تھی

\*Note: Asked from those, whose parents decided their marriage in the family.



## Item 1.6: Statistical Analysis

Question: **Was your own choice involved in the decision to marry within the family?**

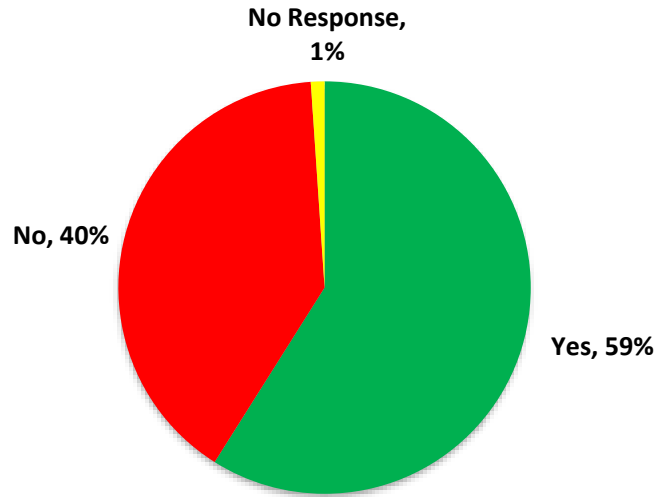
|                              |                    | Yes, it was involved | No, it was not involved | No Response |
|------------------------------|--------------------|----------------------|-------------------------|-------------|
| All Pakistan                 |                    | 79%                  | 18%                     | 2%          |
| <b>Gender</b>                |                    |                      |                         |             |
|                              | Male               | 85%                  | 15%                     | 1%          |
|                              | Female             | 73%                  | 22%                     | 5%          |
| <b>Location</b>              |                    |                      |                         |             |
|                              | Rural              | 77%                  | 19%                     | 4%          |
|                              | Urban              | 84%                  | 16%                     | 0%          |
| <b>Province</b>              |                    |                      |                         |             |
|                              | Punjab             | 82%                  | 15%                     | 4%          |
|                              | Sindh              | 74%                  | 25%                     | 1%          |
|                              | KPK                | 89%                  | 11%                     | 0%          |
|                              | Balochistan        | 65%                  | 35%                     | 0%          |
| <b>Monthly HH Income</b>     |                    |                      |                         |             |
|                              | Up to Rs. 7000     | 93%                  | 7%                      | 0%          |
|                              | Rs.7001-Rs.15000   | 73%                  | 21%                     | 7%          |
|                              | Rs.15001-Rs.30000  | 77%                  | 22%                     | 1%          |
|                              | More than Rs.30000 | 76%                  | 17%                     | 7%          |
|                              | No Response        | 92%                  | 8%                      | 0%          |
| <b>Age of the Respondent</b> |                    |                      |                         |             |
|                              | Under 30           | 89%                  | 9%                      | 1%          |
|                              | 30 – 50            | 75%                  | 24%                     | 2%          |
|                              | 50+                | 83%                  | 9%                      | 7%          |
|                              | No Response        | 100%                 | 0%                      | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



### Item 1.7: Key Finding

Question: Did you meet the person you were getting married to before the marriage?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q کیا شادی سے پہلے آپ نے اس شخص کو دیکھا تھا جس سے آپ کی شادی ہو رہی تھی؟

|   |      |
|---|------|
| 1 | ہاں  |
| 2 | نہیں |

\*Note: Asked from those, who are married.



### Item 1.7: Statistical Analysis

Question: **Did you meet the person you were getting married to before the marriage?**

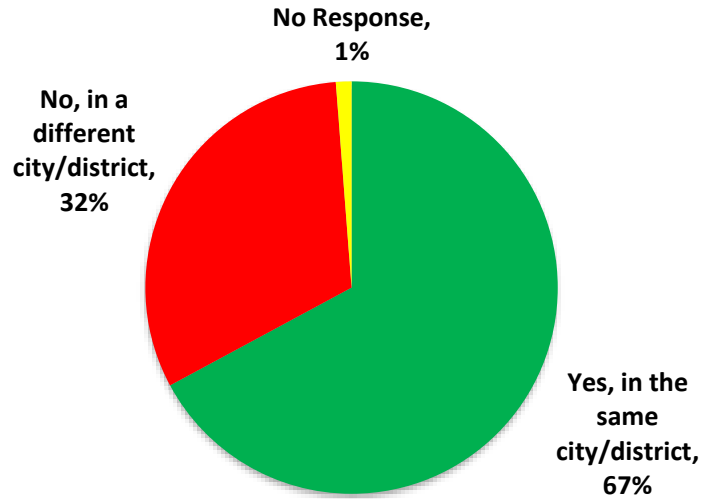
|                              |                    | Yes | No  | No Response |
|------------------------------|--------------------|-----|-----|-------------|
| All Pakistan                 |                    | 59% | 40% | 1%          |
| <b>Gender</b>                |                    |     |     |             |
|                              | Male               | 62% | 37% | 1%          |
|                              | Female             | 56% | 43% | 1%          |
| <b>Location</b>              |                    |     |     |             |
|                              | Rural              | 58% | 40% | 1%          |
|                              | Urban              | 60% | 39% | 0%          |
| <b>Province</b>              |                    |     |     |             |
|                              | Punjab             | 56% | 42% | 1%          |
|                              | Sindh              | 71% | 28% | 0%          |
|                              | KPK                | 54% | 44% | 2%          |
|                              | Balochistan        | 25% | 75% | 0%          |
| <b>Monthly HH Income</b>     |                    |     |     |             |
|                              | Up to Rs. 7000     | 74% | 26% | 0%          |
|                              | Rs.7001-Rs.15000   | 55% | 39% | 6%          |
|                              | Rs.15001-Rs.30000  | 56% | 44% | 0%          |
|                              | More than Rs.30000 | 61% | 39% | 0%          |
|                              | No Response        | 61% | 39% | 0%          |
| <b>Age of the Respondent</b> |                    |     |     |             |
|                              | Under 30           | 61% | 38% | 1%          |
|                              | 30 – 50            | 57% | 42% | 1%          |
|                              | 50+                | 68% | 31% | 1%          |
|                              | No Response        | 15% | 85% | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



### Item 1.8: Key Finding

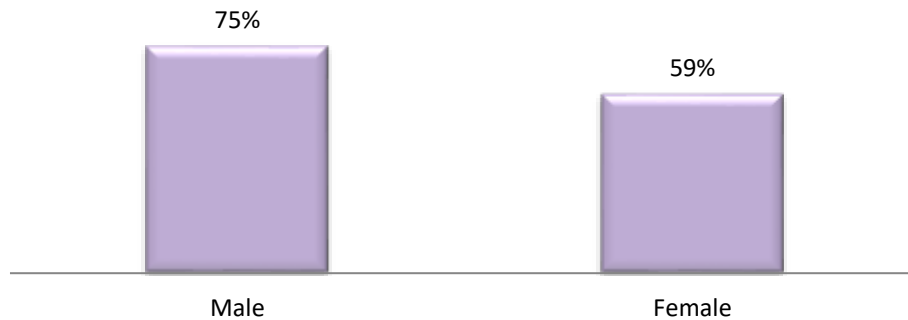
Question: Please tell me, do you still reside in the same city/district where you resided at the time of your marriage?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### Breakdown by Gender

#### YES RATING ONLY



Source: Powered by Gallup Pakistan, June 08, 2023 – July 07, 2023

Q. برائے مہربانی بتائیں کہ کیا آپ اب بھی اُس ہی شہر/ضلع میں رہائش پذیر ہیں، جہاں شادی کے وقت رہائش پذیر تھے؟

1

ہاں، اُس ہی شہر/ضلع میں

2

نہیں، کسی اور شہر/ضلع میں

\*Note: Asked from those, who are married.



### Item 1.8: Statistical Analysis

Question: **Please tell me, do you still reside in the same city/district where you resided at the time of your marriage?**

|                              |                    | Yes, in the same city/district | No, in a different city/district | No Response |
|------------------------------|--------------------|--------------------------------|----------------------------------|-------------|
| All Pakistan                 |                    | 67%                            | 32%                              | 1%          |
| <b>Gender</b>                |                    |                                |                                  |             |
|                              | Male               | 75%                            | 25%                              | 1%          |
|                              | Female             | 59%                            | 39%                              | 2%          |
| <b>Location</b>              |                    |                                |                                  |             |
|                              | Rural              | 68%                            | 31%                              | 1%          |
|                              | Urban              | 66%                            | 33%                              | 1%          |
| <b>Province</b>              |                    |                                |                                  |             |
|                              | Punjab             | 66%                            | 32%                              | 2%          |
|                              | Sindh              | 74%                            | 26%                              | 0%          |
|                              | KPK                | 65%                            | 33%                              | 1%          |
|                              | Balochistan        | 55%                            | 45%                              | 0%          |
| <b>Monthly HH Income</b>     |                    |                                |                                  |             |
|                              | Up to Rs. 7000     | 77%                            | 23%                              | 0%          |
|                              | Rs.7001-Rs.15000   | 70%                            | 24%                              | 6%          |
|                              | Rs.15001-Rs.30000  | 64%                            | 35%                              | 1%          |
|                              | More than Rs.30000 | 65%                            | 35%                              | 0%          |
|                              | No Response        | 70%                            | 30%                              | 0%          |
| <b>Age of the Respondent</b> |                    |                                |                                  |             |
|                              | Under 30           | 76%                            | 22%                              | 2%          |
|                              | 30 – 50            | 62%                            | 37%                              | 1%          |
|                              | 50+                | 77%                            | 23%                              | 0%          |
|                              | No Response        | 33%                            | 67%                              | 0%          |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

## TOPIC 2:

# Married Life and opinion about spouse



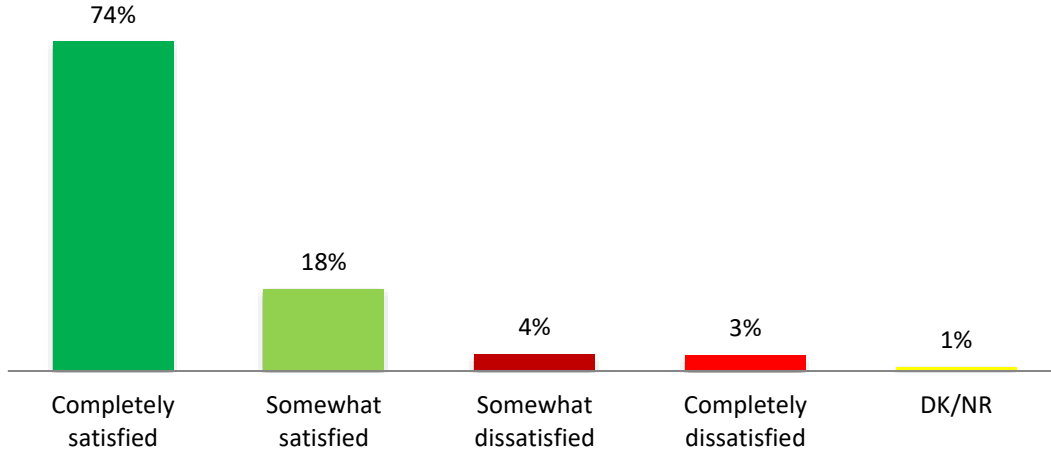


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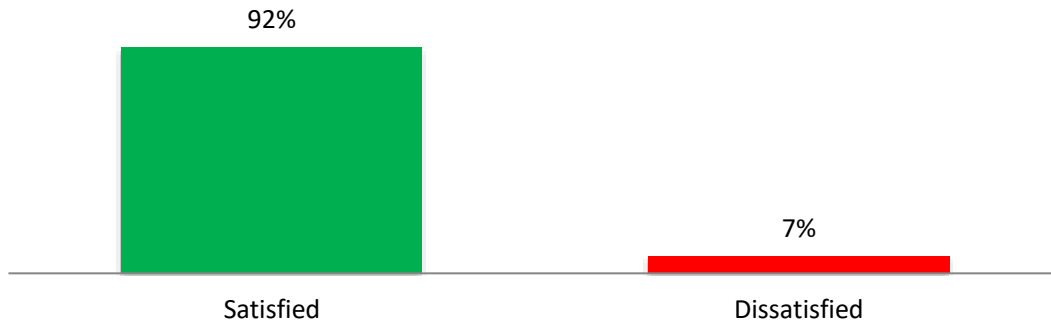
### Item 2.1: Key Finding

Question: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Helping out in chores and work"?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### SATISFIED RATING VS DISSATISFIED RATING



**Net Rating = 85%**

Q. برائے مہربانی اپنی ازدواجی زندگی کے حوالے سے سوچتے ہوئے بتائیں کہ کام کاج میں ہاتھ بٹانے کے حوالے سے آپ اپنے شریک حیات سے کس حد تک مطمئن ہیں؟

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مکمل طور پر مطمئن  
کسی حد تک مطمئن  
کسی حد تک غیر مطمئن  
مکمل طور پر غیر مطمئن

\*Note: Asked from those, who are married.



## Item 2.1: Statistical Analysis

Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Helping out in chores and work”?**

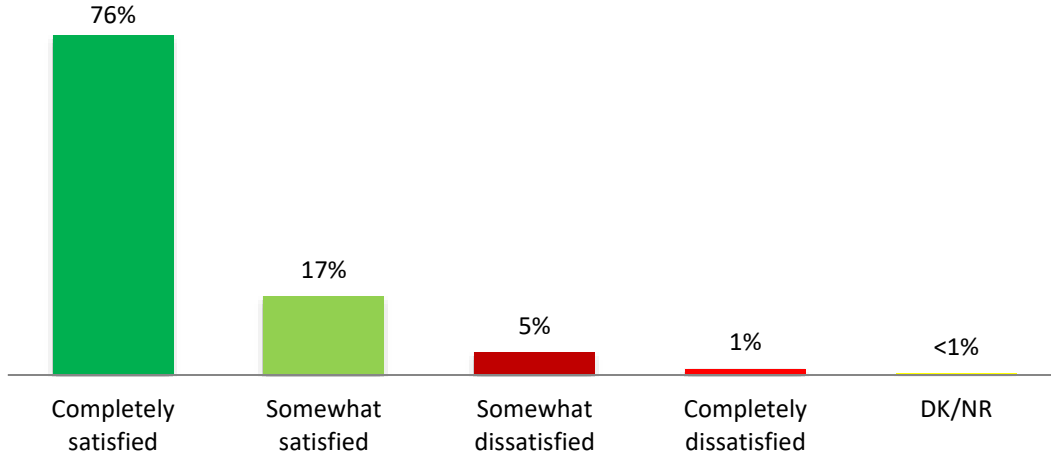
|                              |                    | Completely satisfied | Somewhat satisfied | Somewhat dissatisfied | Completely dissatisfied | DK/NR |
|------------------------------|--------------------|----------------------|--------------------|-----------------------|-------------------------|-------|
| All Pakistan                 |                    | 74%                  | 18%                | 4%                    | 3%                      | 1%    |
| <b>Gender</b>                |                    |                      |                    |                       |                         |       |
|                              | Male               | 79%                  | 15%                | 3%                    | 2%                      | 0%    |
|                              | Female             | 68%                  | 22%                | 5%                    | 5%                      | 1%    |
| <b>Location</b>              |                    |                      |                    |                       |                         |       |
|                              | Rural              | 72%                  | 19%                | 4%                    | 4%                      | 1%    |
|                              | Urban              | 77%                  | 17%                | 4%                    | 2%                      | 0%    |
| <b>Province</b>              |                    |                      |                    |                       |                         |       |
|                              | Punjab             | 76%                  | 20%                | 3%                    | 2%                      | 0%    |
|                              | Sindh              | 77%                  | 16%                | 4%                    | 3%                      | 0%    |
|                              | KPK                | 69%                  | 16%                | 2%                    | 12%                     | 1%    |
|                              | Balochistan        | 84%                  | 9%                 | 7%                    | 0%                      | 0%    |
| <b>Monthly HH Income</b>     |                    |                      |                    |                       |                         |       |
|                              | Up to Rs. 7000     | 82%                  | 16%                | 1%                    | 0%                      | 0%    |
|                              | Rs.7001-Rs.15000   | 73%                  | 14%                | 4%                    | 3%                      | 5%    |
|                              | Rs.15001-Rs.30000  | 72%                  | 20%                | 6%                    | 2%                      | 0%    |
|                              | More than Rs.30000 | 68%                  | 19%                | 2%                    | 11%                     | 0%    |
|                              | No Response        | 84%                  | 16%                | 0%                    | 0%                      | 0%    |
| <b>Age of the Respondent</b> |                    |                      |                    |                       |                         |       |
|                              | Under 30           | 84%                  | 12%                | 3%                    | 1%                      | 0%    |
|                              | 30 – 50            | 69%                  | 20%                | 4%                    | 5%                      | 1%    |
|                              | 50+                | 72%                  | 23%                | 3%                    | 1%                      | 0%    |
|                              | No Response        | 92%                  | 8%                 | 0%                    | 0%                      | 0%    |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



## Item 2.2 Key Finding

Question: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Treating with dignity and respect"?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

## SATISFIED RATING VS DISSATISFIED RATING



**Net Rating = 87%**

Q. برائے مہربانی اپنی ازدواجی زندگی کے حوالے سے سوچتے ہوئے بتائیں کہ عزت اور احترام دینے کے حوالے سے آپ اپنے شریک حیات سے کس حد تک مطمئن ہیں؟

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مکمل طور پر مطمئن  
کسی حد تک مطمئن  
کسی حد تک غیر مطمئن  
مکمل طور پر غیر مطمئن

\*Note: Asked from those, who are married.



## Item 2.2: Statistical Analysis

Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Treating with dignity and respect”?**

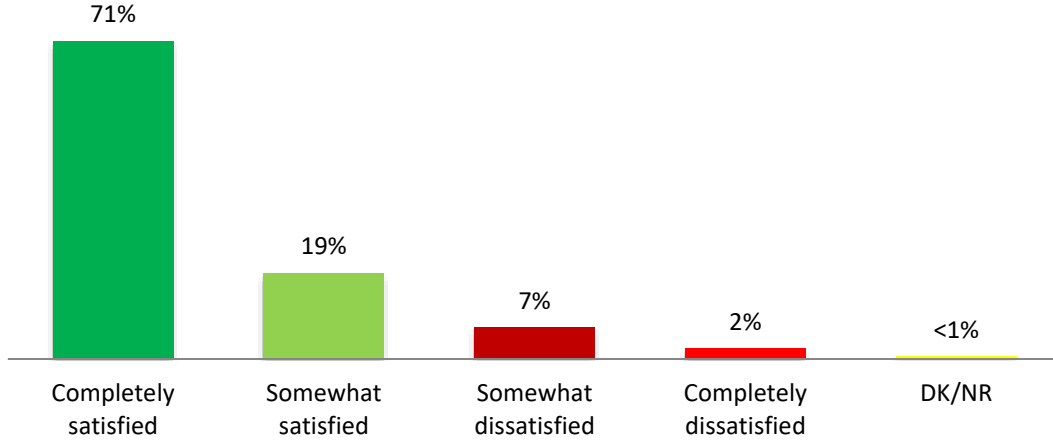
|                              |                    | Completely satisfied | Somewhat satisfied | Somewhat dissatisfied | Completely dissatisfied | DK/NR |
|------------------------------|--------------------|----------------------|--------------------|-----------------------|-------------------------|-------|
| All Pakistan                 |                    | 76%                  | 17%                | 5%                    | 1%                      | 0%    |
| <b>Gender</b>                |                    |                      |                    |                       |                         |       |
|                              | Male               | 82%                  | 13%                | 3%                    | 1%                      | 1%    |
|                              | Female             | 69%                  | 22%                | 7%                    | 2%                      | 0%    |
| <b>Location</b>              |                    |                      |                    |                       |                         |       |
|                              | Rural              | 74%                  | 20%                | 5%                    | 1%                      | 0%    |
|                              | Urban              | 80%                  | 13%                | 4%                    | 3%                      | 0%    |
| <b>Province</b>              |                    |                      |                    |                       |                         |       |
|                              | Punjab             | 77%                  | 18%                | 3%                    | 2%                      | 0%    |
|                              | Sindh              | 79%                  | 16%                | 3%                    | 2%                      | 0%    |
|                              | KPK                | 70%                  | 16%                | 12%                   | 0%                      | 1%    |
|                              | Balochistan        | 91%                  | 2%                 | 7%                    | 0%                      | 0%    |
| <b>Monthly HH Income</b>     |                    |                      |                    |                       |                         |       |
|                              | Up to Rs. 7000     | 91%                  | 8%                 | 1%                    | 0%                      | 0%    |
|                              | Rs.7001-Rs.15000   | 73%                  | 16%                | 5%                    | 5%                      | 1%    |
|                              | Rs.15001-Rs.30000  | 72%                  | 19%                | 8%                    | 1%                      | 0%    |
|                              | More than Rs.30000 | 77%                  | 20%                | 2%                    | 1%                      | 0%    |
|                              | No Response        | 85%                  | 15%                | 0%                    | 0%                      | 0%    |
| <b>Age of the Respondent</b> |                    |                      |                    |                       |                         |       |
|                              | Under 30           | 81%                  | 15%                | 3%                    | 1%                      | 0%    |
|                              | 30 – 50            | 74%                  | 18%                | 7%                    | 2%                      | 0%    |
|                              | 50+                | 75%                  | 22%                | 1%                    | 1%                      | 0%    |
|                              | No Response        | 92%                  | 8%                 | 0%                    | 0%                      | 0%    |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



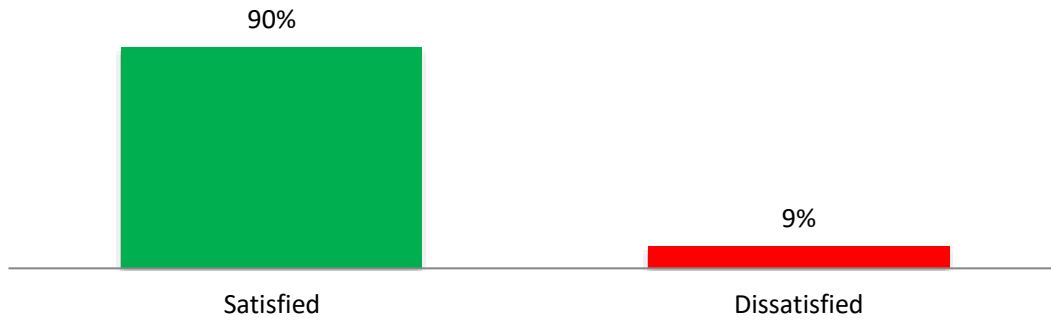
### Item 2.3: Key Finding

Question: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Helping in financial matters"?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### SATISFIED RATING VS DISSATISFIED RATING



**Net Rating = 81%**

Q. برائے مہربانی اپنی ازدواجی زندگی کے حوالے سے سوچتے ہوئے بتائیں کہ مالی لحاظ سے مدد فراہم کرنے کے حوالے سے آپ اپنے شریک حیات سے کس حد تک مطمئن ہیں؟

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مکمل طور پر مطمئن  
کسی حد تک مطمئن  
کسی حد تک غیر مطمئن  
مکمل طور پر غیر مطمئن

\*Note: Asked from those, who are married.



### Item 2.3: Statistical Analysis

Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Helping in financial matters”?**

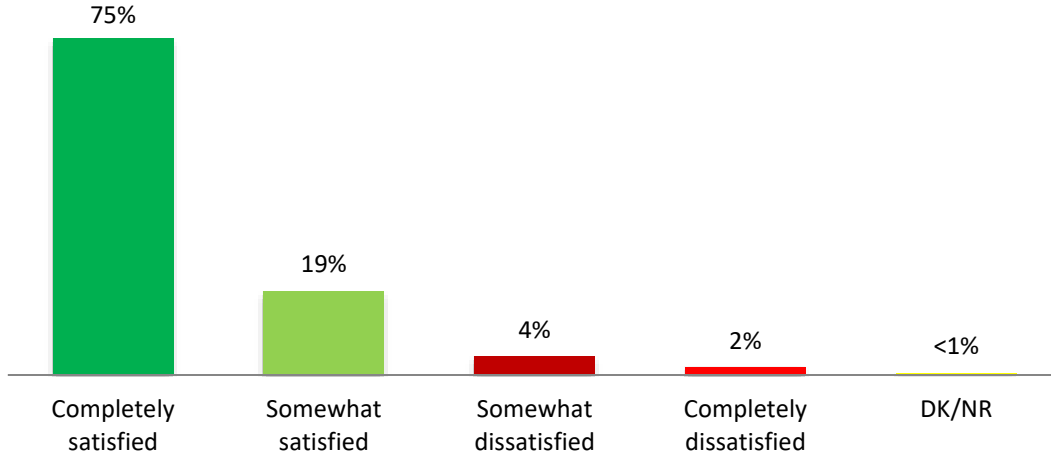
|                              |                    | Completely satisfied | Somewhat satisfied | Somewhat dissatisfied | Completely dissatisfied | DK/NR |
|------------------------------|--------------------|----------------------|--------------------|-----------------------|-------------------------|-------|
| All Pakistan                 |                    | 71%                  | 19%                | 7%                    | 2%                      | 0%    |
| <b>Gender</b>                |                    |                      |                    |                       |                         |       |
|                              | Male               | 76%                  | 16%                | 5%                    | 2%                      | 1%    |
|                              | Female             | 66%                  | 23%                | 9%                    | 2%                      | 0%    |
| <b>Location</b>              |                    |                      |                    |                       |                         |       |
|                              | Rural              | 70%                  | 20%                | 8%                    | 1%                      | 1%    |
|                              | Urban              | 73%                  | 18%                | 5%                    | 4%                      | 0%    |
| <b>Province</b>              |                    |                      |                    |                       |                         |       |
|                              | Punjab             | 76%                  | 18%                | 3%                    | 3%                      | 0%    |
|                              | Sindh              | 79%                  | 16%                | 2%                    | 3%                      | 0%    |
|                              | KPK                | 51%                  | 29%                | 18%                   | 0%                      | 2%    |
|                              | Balochistan        | 84%                  | 2%                 | 14%                   | 0%                      | 0%    |
| <b>Monthly HH Income</b>     |                    |                      |                    |                       |                         |       |
|                              | Up to Rs. 7000     | 83%                  | 10%                | 5%                    | 0%                      | 2%    |
|                              | Rs.7001-Rs.15000   | 72%                  | 14%                | 8%                    | 4%                      | 1%    |
|                              | Rs.15001-Rs.30000  | 68%                  | 20%                | 10%                   | 2%                      | 0%    |
|                              | More than Rs.30000 | 67%                  | 26%                | 2%                    | 4%                      | 1%    |
|                              | No Response        | 83%                  | 16%                | 1%                    | 0%                      | 0%    |
| <b>Age of the Respondent</b> |                    |                      |                    |                       |                         |       |
|                              | Under 30           | 77%                  | 16%                | 5%                    | 1%                      | 1%    |
|                              | 30 – 50            | 70%                  | 18%                | 9%                    | 2%                      | 0%    |
|                              | 50+                | 66%                  | 28%                | 2%                    | 4%                      | 0%    |
|                              | No Response        | 92%                  | 8%                 | 0%                    | 0%                      | 0%    |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



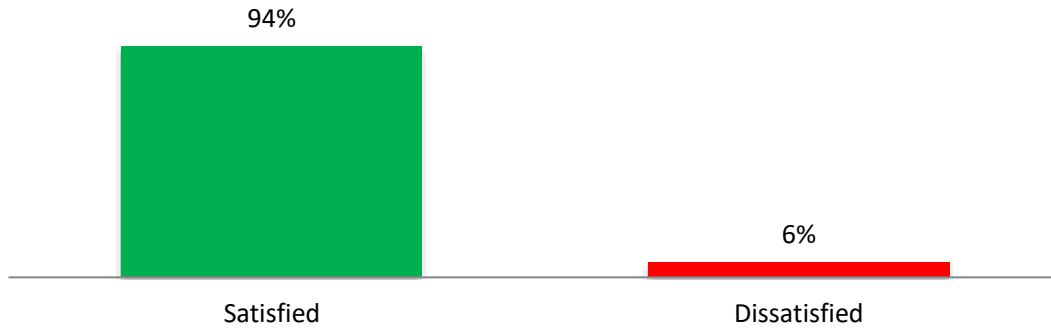
### Item 2.4: Key Finding

Question: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Understanding each other"?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### SATISFIED RATING VS DISSATISFIED RATING



**Net Rating = 88%**

Q. برائے مہربانی اپنی ازدواجی زندگی کے حوالے سے سوچتے ہوئے بتائیں کہ ایک دوسرے کو سمجھنے کے حوالے سے آپ اپنے شریک حیات سے کس حد تک مطمئن ہیں؟

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مکمل طور پر مطمئن  
کسی حد تک مطمئن  
کسی حد تک غیر مطمئن  
مکمل طور پر غیر مطمئن

\*Note: Asked from those, who are married.



## Item 2.4: Statistical Analysis

Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Understanding each other”?**

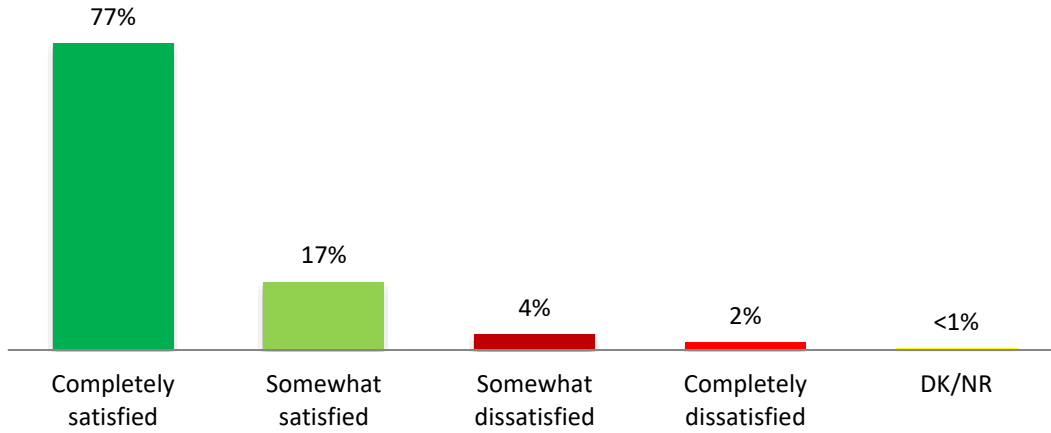
|                              |                    | Completely satisfied | Somewhat satisfied | Somewhat dissatisfied | Completely dissatisfied | DK/NR |
|------------------------------|--------------------|----------------------|--------------------|-----------------------|-------------------------|-------|
| All Pakistan                 |                    | 75%                  | 19%                | 4%                    | 2%                      | 0%    |
| <b>Gender</b>                |                    |                      |                    |                       |                         |       |
|                              | Male               | 82%                  | 13%                | 3%                    | 1%                      | 1%    |
|                              | Female             | 68%                  | 25%                | 5%                    | 2%                      | 0%    |
| <b>Location</b>              |                    |                      |                    |                       |                         |       |
|                              | Rural              | 75%                  | 19%                | 4%                    | 1%                      | 0%    |
|                              | Urban              | 75%                  | 18%                | 3%                    | 3%                      | 0%    |
| <b>Province</b>              |                    |                      |                    |                       |                         |       |
|                              | Punjab             | 75%                  | 20%                | 3%                    | 2%                      | 0%    |
|                              | Sindh              | 85%                  | 12%                | 1%                    | 2%                      | 0%    |
|                              | KPK                | 68%                  | 27%                | 4%                    | 0%                      | 1%    |
|                              | Balochistan        | 89%                  | 2%                 | 7%                    | 2%                      | 0%    |
| <b>Monthly HH Income</b>     |                    |                      |                    |                       |                         |       |
|                              | Up to Rs. 7000     | 89%                  | 10%                | 1%                    | 0%                      | 0%    |
|                              | Rs.7001-Rs.15000   | 76%                  | 12%                | 6%                    | 5%                      | 1%    |
|                              | Rs.15001-Rs.30000  | 71%                  | 22%                | 6%                    | 1%                      | 0%    |
|                              | More than Rs.30000 | 75%                  | 21%                | 2%                    | 1%                      | 0%    |
|                              | No Response        | 84%                  | 16%                | 0%                    | 0%                      | 0%    |
| <b>Age of the Respondent</b> |                    |                      |                    |                       |                         |       |
|                              | Under 30           | 79%                  | 18%                | 2%                    | 1%                      | 0%    |
|                              | 30 – 50            | 74%                  | 19%                | 5%                    | 2%                      | 1%    |
|                              | 50+                | 74%                  | 23%                | 2%                    | 2%                      | 0%    |
|                              | No Response        | 100%                 | 0%                 | 0%                    | 0%                      | 0%    |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



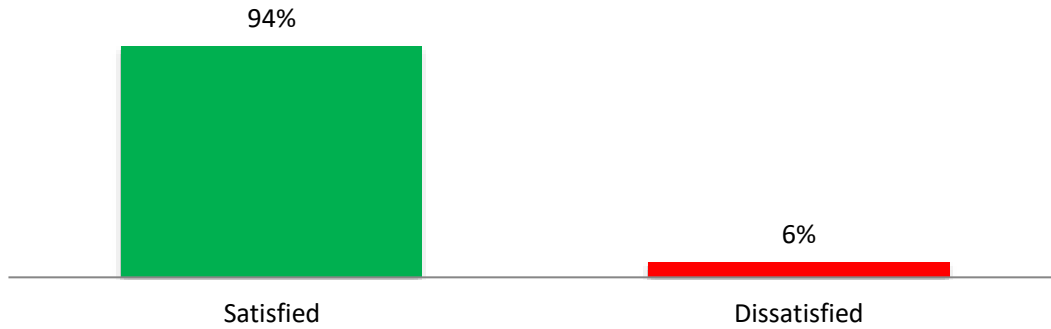
### Item 2.5: Key Finding

Question: Considering your married life, please tell me to what extent are you satisfied with your spouse regarding "Upholding his/her own responsibilities"?\*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

### SATISFIED RATING VS DISSATISFIED RATING



**Net Rating = 88%**

Q. برائے مہربانی اپنی ازدواجی زندگی کے حوالے سے سوچتے ہوئے بتائیں کہ اپنی ذمہ داریاں نبھانے کے حوالے سے آپ اپنے شریک حیات سے کس حد تک مطمئن ہیں؟

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مکمل طور پر مطمئن  
کسی حد تک مطمئن  
کسی حد تک غیر مطمئن  
مکمل طور پر غیر مطمئن

\*Note: Asked from those, who are married.



## Item 2.5: Statistical Analysis

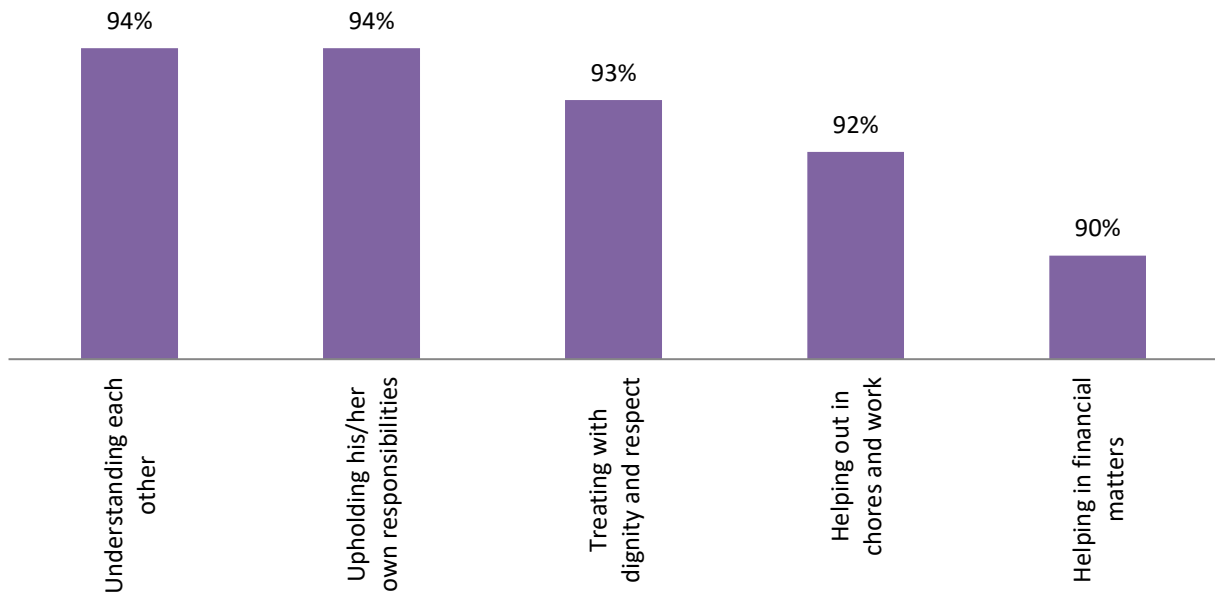
Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Upholding his/her own responsibilities”?**

|                              | Completely satisfied | Somewhat satisfied | Somewhat dissatisfied | Completely dissatisfied | DK/NR |
|------------------------------|----------------------|--------------------|-----------------------|-------------------------|-------|
| All Pakistan                 | 77%                  | 17%                | 4%                    | 2%                      | 0%    |
| <b>Gender</b>                |                      |                    |                       |                         |       |
| Male                         | 81%                  | 15%                | 3%                    | 1%                      | 1%    |
| Female                       | 73%                  | 19%                | 5%                    | 3%                      | 0%    |
| <b>Location</b>              |                      |                    |                       |                         |       |
| Rural                        | 78%                  | 15%                | 5%                    | 1%                      | 0%    |
| Urban                        | 75%                  | 20%                | 1%                    | 3%                      | 0%    |
| <b>Province</b>              |                      |                    |                       |                         |       |
| Punjab                       | 75%                  | 21%                | 2%                    | 1%                      | 0%    |
| Sindh                        | 84%                  | 12%                | 1%                    | 2%                      | 0%    |
| KPK                          | 82%                  | 5%                 | 11%                   | 0%                      | 1%    |
| Balochistan                  | 82%                  | 11%                | 7%                    | 0%                      | 0%    |
| <b>Monthly HH Income</b>     |                      |                    |                       |                         |       |
| Up to Rs. 7000               | 90%                  | 9%                 | 1%                    | 0%                      | 0%    |
| Rs.7001-Rs.15000             | 77%                  | 16%                | 1%                    | 5%                      | 1%    |
| Rs.15001-Rs.30000            | 75%                  | 16%                | 7%                    | 2%                      | 0%    |
| More than Rs.30000           | 76%                  | 21%                | 1%                    | 1%                      | 0%    |
| No Response                  | 77%                  | 23%                | 0%                    | 0%                      | 0%    |
| <b>Age of the Respondent</b> |                      |                    |                       |                         |       |
| Under 30                     | 85%                  | 14%                | 1%                    | 1%                      | 0%    |
| 30 – 50                      | 75%                  | 17%                | 6%                    | 2%                      | 0%    |
| 50+                          | 73%                  | 24%                | 2%                    | 1%                      | 0%    |
| No Response                  | 100%                 | 0%                 | 0%                    | 0%                      | 0%    |

**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



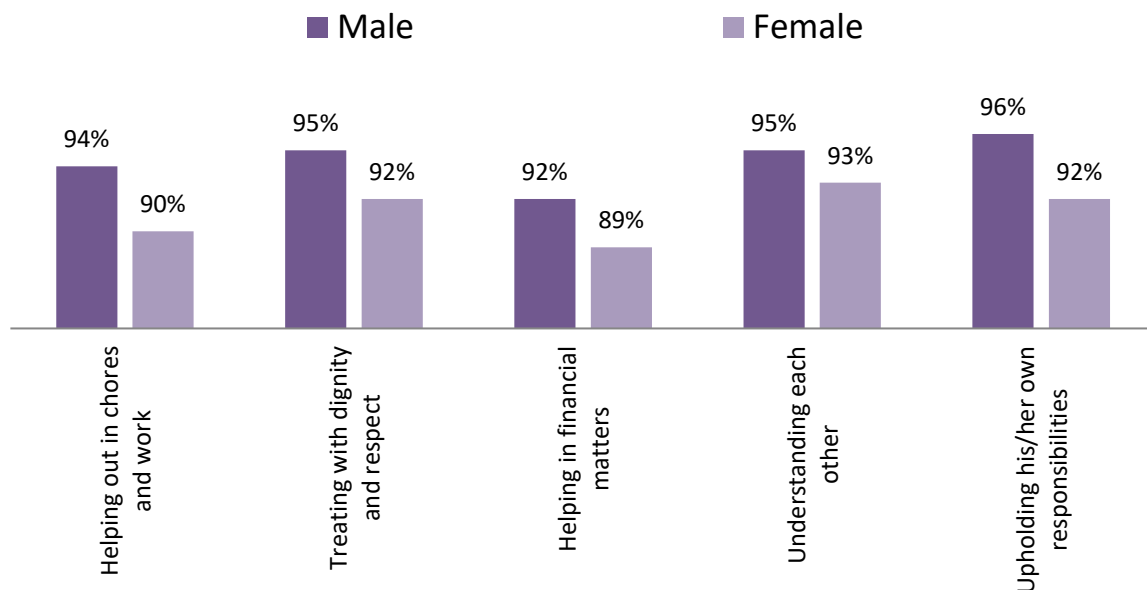
## SATISFACTORY OPINION ABOUT THEIR SPOUSE



**Source:** Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

## Breakdown by Gender

### SATISFIED RATING ONLY



**Source:** Powered by Gallup Pakistan, June 08, 2023 – July 07, 2023

## PART 3:

# Methodology

## **PART 3: METHODOLOGY**

### **SUMMARY METHODOLOGY**

**Sample size** : 929 Households  
(18+ Males and Females)

**Coverage** : National Cross Section  
All Pakistan Urban and Rural

#### **Breakdown**

##### **Provincial Breakdown:**

|             | Weighted |
|-------------|----------|
| Punjab      | 54%      |
| Sindh       | 23%      |
| KPK         | 17%      |
| Balochistan | 6%       |

##### **Location Breakdown:**

|                                   | Weighted |
|-----------------------------------|----------|
| Large Cities (over 2 million)     | 36%      |
| Medium Cities (over half million) |          |
| Towns (Population 5000 plus)      |          |
| Villages                          | 64%      |

**Sampling Method** : Multi Stage Stratified Sampling

**Error Margin** :  $\pm 3-5\%$  at 95% confidence level

**Interview Mode** : Telephonic In home

**Field Dates** : July 07 - July 16, 2023

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (*form more details please see detailed methodology*)

**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](http://www.gallup-international.com)

Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.

## **Further details on RESEARCH METHODOLOGY**

## **Table of Contents**

- A- Sample Profile
- B- Sample Selection Procedure
- C- Field Work Procedure
- D- Data Entry and Verification

### **Note:**

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.

## DETAILED METHODOLOGY

### A- Sample Profile

The survey was conducted with more than 929 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

#### Sample Profile

|                                 |              | Weighted |
|---------------------------------|--------------|----------|
|                                 |              | Col%     |
| <b>BASE: All</b>                |              | 100%     |
| <b>Gender</b>                   |              |          |
|                                 | Male         | 51%      |
|                                 | Female       | 49%      |
| <b>Location</b>                 |              |          |
|                                 | Rural        | 64%      |
|                                 | Urban        | 36%      |
| <b>Age Groups</b>               |              |          |
|                                 | Under 30     | 36%      |
|                                 | 30 – 50      | 51%      |
|                                 | 50+          | 12%      |
|                                 | No Response  | 1%       |
| <b>Education of Respondents</b> |              |          |
|                                 | Less than FA | 84%      |
|                                 | FA and more  | 16%      |
| <b>Province</b>                 |              |          |
|                                 | Punjab       | 54%      |
|                                 | Sindh        | 23%      |
|                                 | KP           | 17%      |
|                                 | Balochistan  | 6%       |

**Notes:**

**Age:** Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

**Income codes:** **Low:** Up to Rs. 7000 (in 2016 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2016 this represented the 2<sup>nd</sup> and 3<sup>rd</sup> Quintile). **High:** More than 20,000 (In 2016 this represented the 4<sup>th</sup> and 5<sup>th</sup> Quintiles)

**Location:** Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating  $\approx$ 45,000, consisting 65% of the population.

**Methodology:** Sample Size: 929; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 07 - July 16, 2023. Estimated error margin:  $\pm$ 3-5% at 95% confidence level.

## **B- Sample Selection Procedure & Application for CATI**

Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed.

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

### **Mobile Phone Surveys**

As stated previously, random digit dialling (RDD) will be used to sample participants for mobile phone interviews. According to the Pakistan Telecommunication Authority the market share of the 4 telecom providers in Pakistan (in terms of active working numbers) are: PMCL Jazz (37.8%), Telenor (27.1%), CMPAK Zong (22.0%), and PTML Ufone (13.1%). Market share will be used to allocate the sample across providers. For example, 37.8% of numbers will be randomly from PMCL Ufone. Such an allocation is feasible to make because each of the 4 telecom providers has been assigned a pre-set exchange number followed by an 8-digit mobile number. It is not possible to further stratify the phone numbers by province. Such stratification would also have little meaning because someone could purchase a phone in one province and use it in another.

A 5% response rate among phone numbers contacted for a mobile phone interview is anticipated. This means that for 5 successful interviews, we generated 100 numbers to contact. To reach the target sample size for mobile phone interviews, approximately 50,000 phone numbers were generated.

Phone numbers will be randomly assigned to interviewers at the decentralized call. Interviewers will ask the province of the participant to facilitate sample allocation across provinces. Data will be monitored by study investigators to ensure the planned allocation of participants across provinces is met. Once a province has reached its target sample size, no further interviews will be conducted with people from the province.

Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.

## **Mobile phone survey procedures and methods**

Interviewers will begin by calling a randomly generated number. Each number will be called until the phone is answered or up to three times. Data will be collected using Survey CTO.

### **C- Fieldwork Procedure**

- **Briefing/Training of interviewers:**

The Questionnaire Designed for the survey is briefed to the interviewers at Regional Centers across the Centre. The interviewers are instructed on measures such as:

1. Following Sampling/Quota Instructions Properly
2. Ethical Code of Conduct towards interviewers
3. Following skipping Instructions and other interview instructions on the Questionnaire
4. Maintaining Neutrality in asking Question

- **Mock Calls:**

After the briefing is completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This ensures that the field workers properly understand the instructions and they can handle various interviewing problems during the interview (*in the field*). After completion of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested.

- **Initial Checking:**

After the training, the interviewers go into the field for actual interviewing. The first ten filled in questionnaires of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well. In case the work of an interviewer is not acceptable he/she is disengaged from the survey.

- **Field Editor or Intake Edit:**

In normal routine at least 30-40 interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit are explained to the relevant interviewer and he/she is instructed to rectify them either through telephone and/or revisit the respondent for clarification and re-asking the missing questions.

- **Supervision & Back Checking:**

It is essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

- **Data Coding/Editing:**

About 20% work of each coder is rechecked and verified by the concerned DC Supervisor/In-charge.

## **D- Data Entry and Verification**

GP's Quality Manual contains a detailed checklist on the handling control, entry and other steps involved in the management of data.

Once all the responses are received from the mobile phone surveys, they are checked, and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

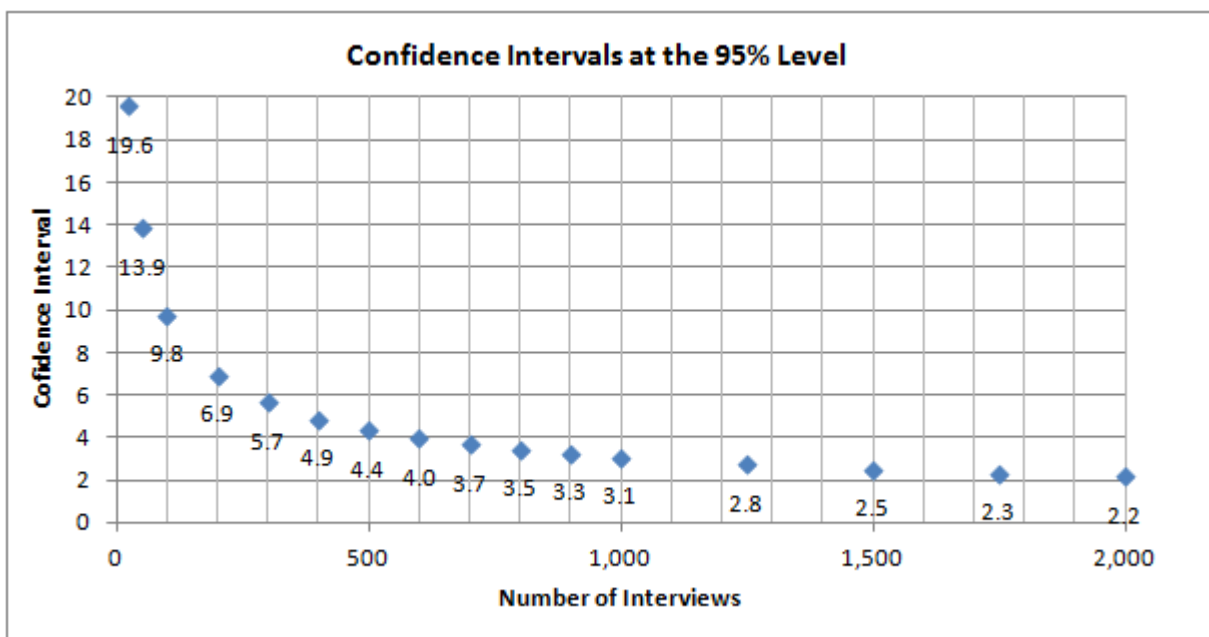
After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

### **Note on Sample Size**

The sample size used in this survey is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty-Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them, but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

Obviously, choosing a higher confidence interval will give greater accuracy to the survey results, however, as the chart below shows, at a certain point the benefits of conducting more surveys begins to tail off:



25 interviews has a confidence interval of 19.6 and 100 interviews has a confidence interval of 9.8, whilst it falls to 4.4 at 500 interviews and 3.1 at 1000 interviews. However, a further 1000 interviews only lowers the confidence interval by 0.9 to 2.2. A confidence interval of 1 (not shown on the graph) would require a massive 9604 interviews.

### **Is a larger sample always better than a smaller sample?**

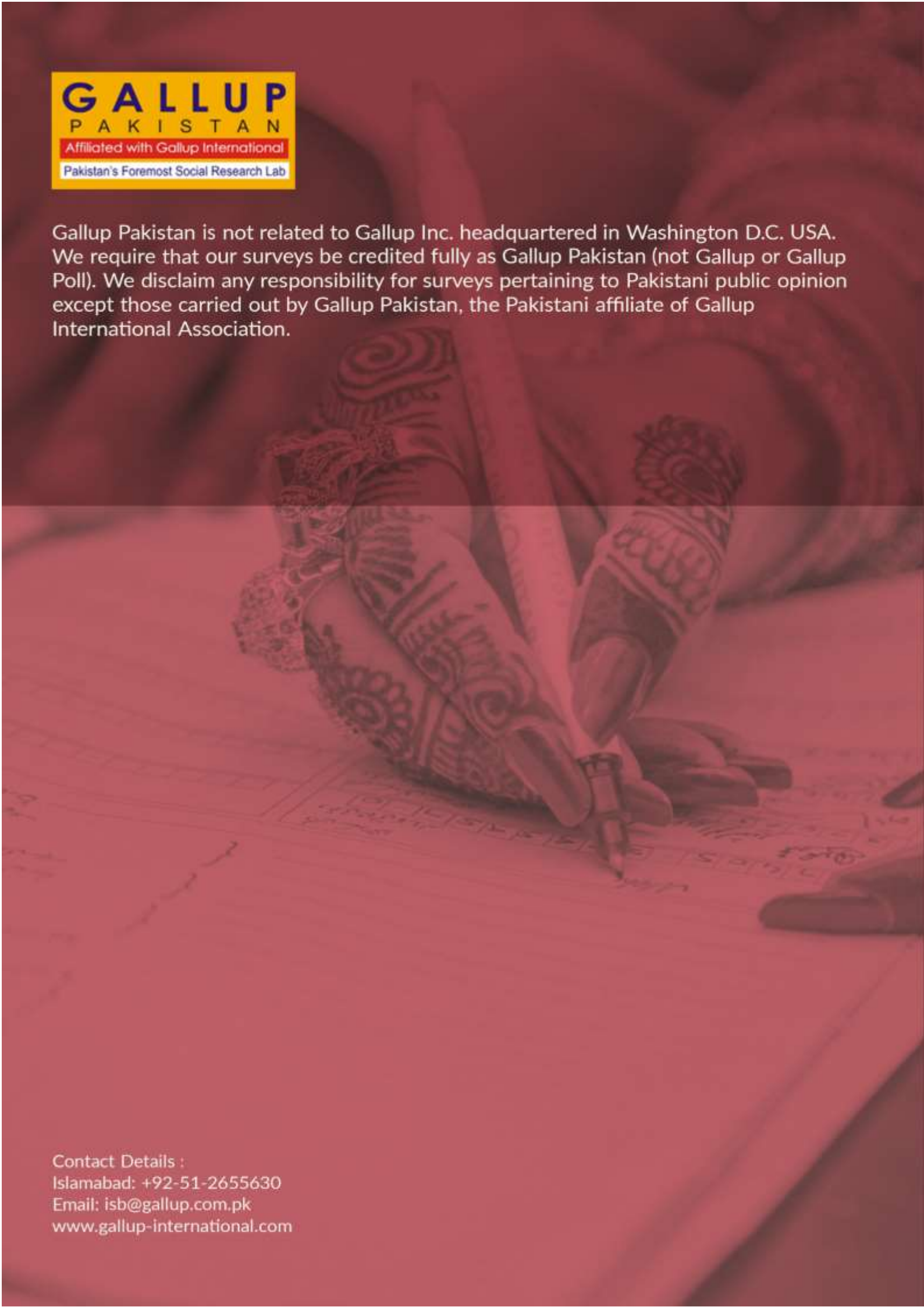
Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which insures that everyone in the area being surveyed has a known chance of being selected.

### **How do you interpret Error Margins?**

How do you interpret a margin of error? Suppose you know that 51% of people sampled say that they plan to vote for Mr X in the upcoming election. Now, projecting these results to the whole voting population, you would have to add and subtract the margin of error and give a range of possible results in order to have sufficient confidence that you're bridging the gap between your sample and the population. Supposing a margin of error of plus or minus 3 percentage points, you would be pretty confident that between 48% ( $= 51\% - 3\%$ ) and 54% ( $= 51\% + 3\%$ ) of the population will vote for Mr X in the election, based on the sample results. In this case, Mr X may get slightly more or slightly less than the majority of votes and could either win or lose the election. This has become a familiar situation in recent years when the media want to report results on Election Night, but based on early exit polling results, the election is "too close to call."

### **What Error Margins do not mean**

The margin of error measures accuracy; it does not measure the amount of bias that may be present. Results that look numerically scientific and precise don't mean anything if they were collected in a biased way



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