



MARRIAGE

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

*First Empirical Study in Pakistan
with trend analysis*



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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 Public Pulse in 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



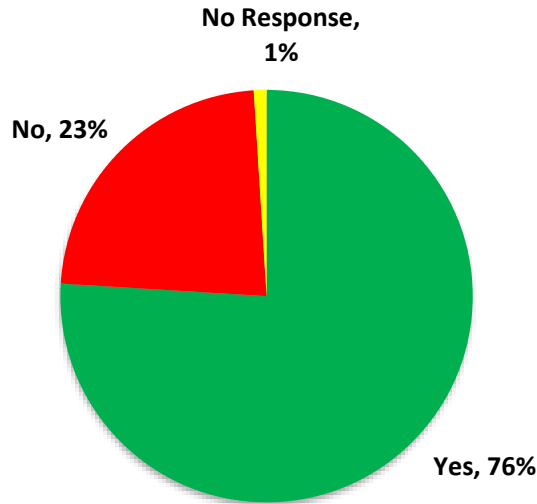


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Item 1.1: Key Finding

Question: **Are you married?**



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

Q. کیا آپ شادی شدہ ہیں؟

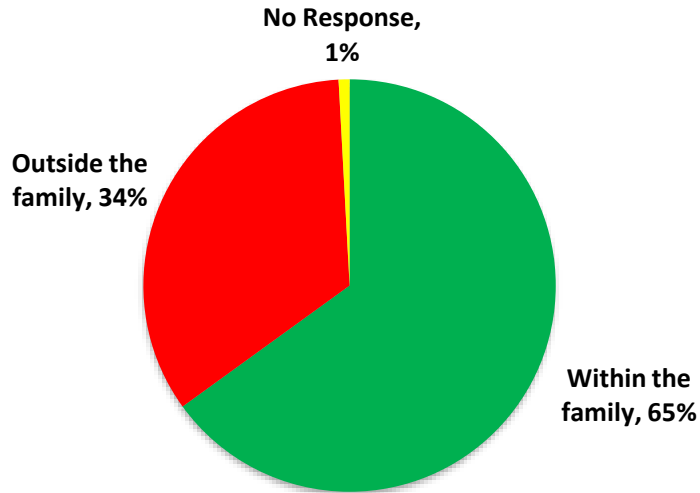
- | |
|---|
| 1 |
| 2 |

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?**

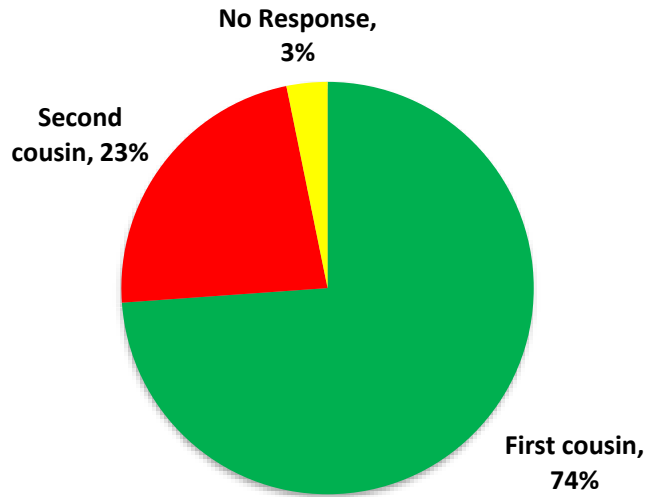
		Within the family	Outside the family	No Response
All Pakistan		65%	34%	1%
Gender				
	Male	70%	29%	1%
	Female	60%	39%	1%
Location				
	Rural	67%	32%	1%
	Urban	61%	38%	0%
Province				
	Punjab	65%	34%	1%
	Sindh	70%	30%	0%
	KPK	59%	41%	0%
	Balochistan	50%	50%	0%
Monthly HH Income				
	Up to Rs. 7000	71%	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%
Age of the Respondent				
	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، پھوپھو، ماموں، نالہ 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?**

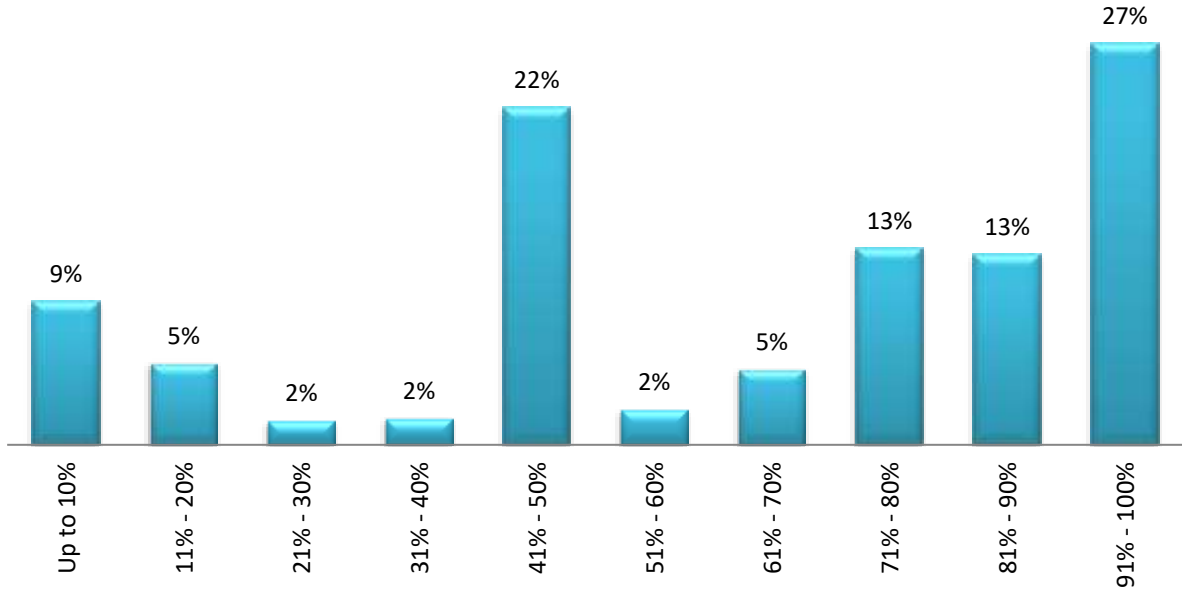
		First cousin	Second cousin	No Response
All Pakistan		74%	23%	3%
Gender				
	Male	72%	26%	2%
	Female	76%	19%	4%
Location				
	Rural	76%	20%	4%
	Urban	70%	28%	2%
Province				
	Punjab	72%	24%	4%
	Sindh	77%	22%	1%
	KPK	85%	15%	0%
	Balochistan	28%	72%	0%
Monthly HH Income				
	Up to Rs. 7000	81%	18%	2%
	Rs.7001-Rs.15000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



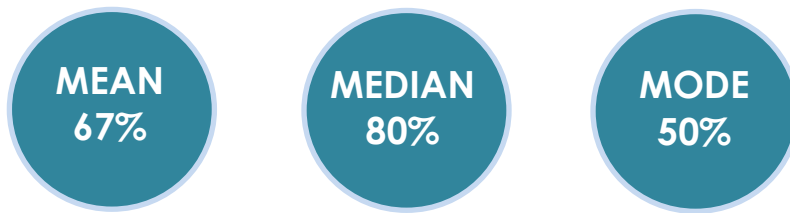
Item 1.4: Key Finding

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?**

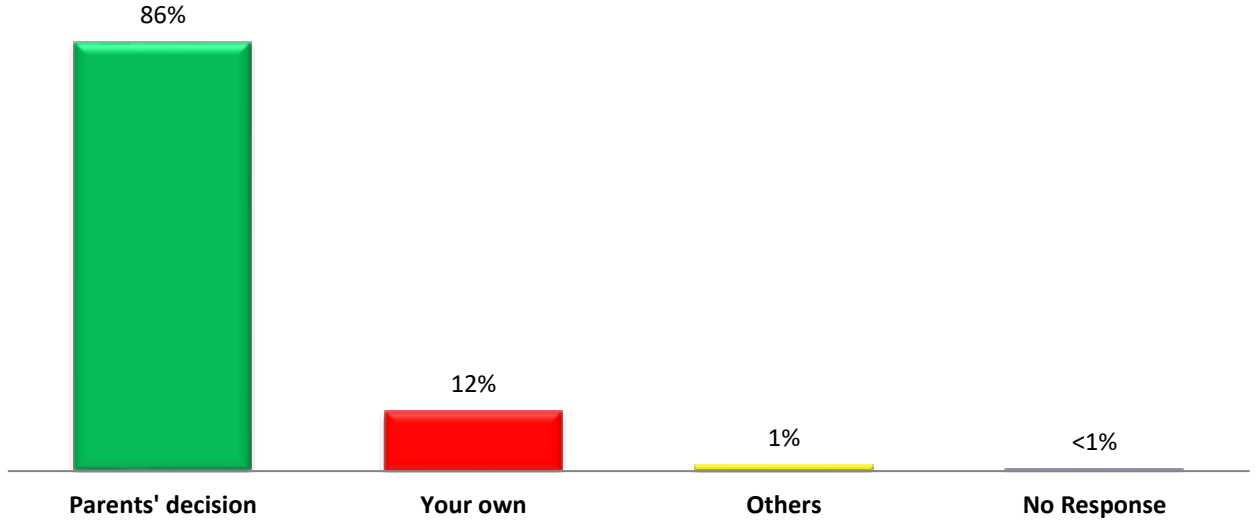
		Up to 10%	11% - 20%	21% - 30%	31% - 40%	41% - 50%	51% - 60%	61% - 70%	71% - 80%	81% - 90%	91% - 100%
All Pakistan		9%	5%	2%	2%	22%	2%	5%	13%	13%	27%
Gender											
	Male	7%	5%	2%	2%	21%	3%	4%	17%	16%	23%
	Female	12%	6%	1%	2%	24%	1%	6%	8%	9%	30%
Location											
	Rural	8%	6%	1%	1%	22%	2%	5%	12%	13%	29%
	Urban	12%	4%	2%	3%	23%	3%	5%	14%	12%	21%
Province											
	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%
Monthly HH Income											
	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%
Age of the Respondent											
	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?**

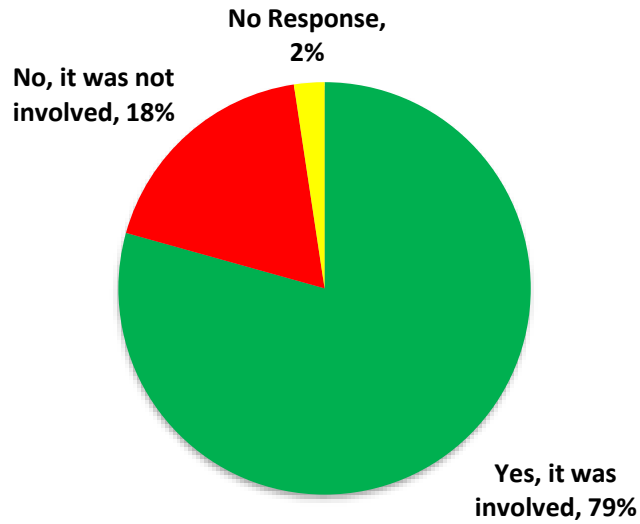
		Parents' decision	Your own	Others	No Response
All Pakistan		86%	12%	1%	0%
Gender					
	Male	85%	12%	2%	1%
	Female	88%	12%	0%	0%
Location					
	Rural	85%	14%	1%	0%
	Urban	89%	8%	2%	0%
Province					
	Punjab	92%	7%	0%	0%
	Sindh	89%	7%	3%	0%
	KPK	64%	34%	0%	2%
	Balochistan	92%	8%	0%	0%
Monthly HH Income					
	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%
Age of the Respondent					
	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

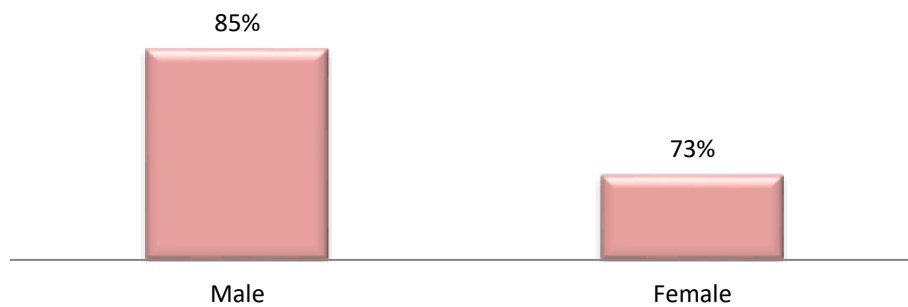
Question: **Was your own choice involved in the decision to marry within the family?***



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?**

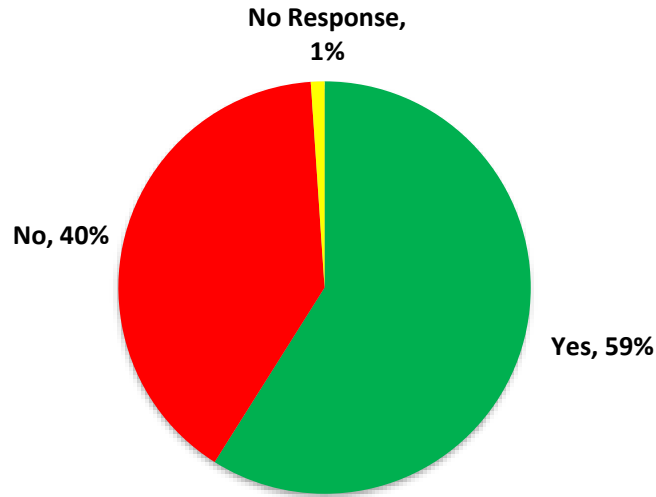
		Yes, it was involved	No, it was not involved	No Response
All Pakistan		79%	18%	2%
Gender				
	Male	85%	15%	1%
	Female	73%	22%	5%
Location				
	Rural	77%	19%	4%
	Urban	84%	16%	0%
Province				
	Punjab	82%	15%	4%
	Sindh	74%	25%	1%
	KPK	89%	11%	0%
	Balochistan	65%	35%	0%
Monthly HH Income				
	Up to Rs. 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%
Age of the Respondent				
	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%
Gender				
	Male	62%	37%	1%
	Female	56%	43%	1%
Location				
	Rural	58%	40%	1%
	Urban	60%	39%	0%
Province				
	Punjab	56%	42%	1%
	Sindh	71%	28%	0%
	KPK	54%	44%	2%
	Balochistan	25%	75%	0%
Monthly HH Income				
	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%
Age of the Respondent				
	Under 30	61%	38%	1%
	30 – 50	57%	42%	1%
	50+	68%	31%	1%
	No Response	15%	85%	0%

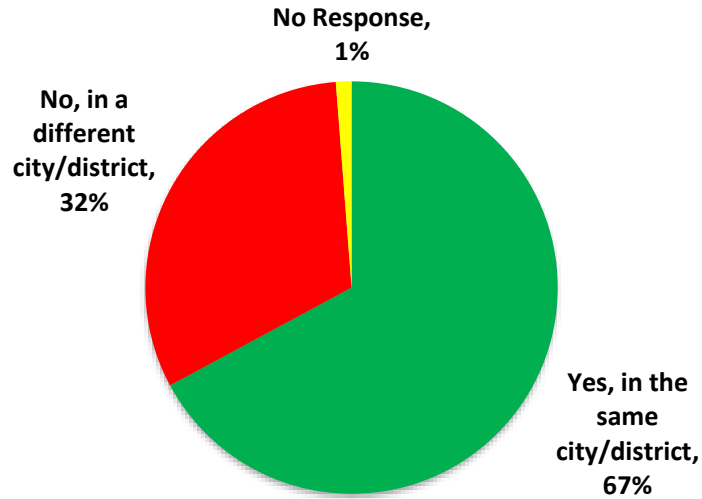
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



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

Item 1.8: Key Finding

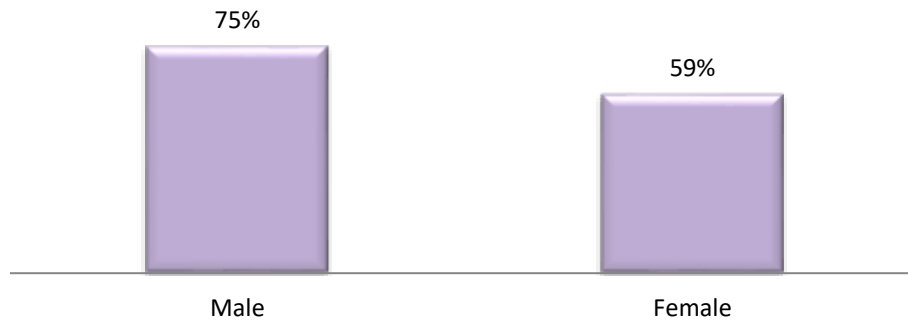
Question: **Please tell me, do you still reside in the same city/district where you resided at the time of your marriage?***



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%
Gender				
	Male	75%	25%	1%
	Female	59%	39%	2%
Location				
	Rural	68%	31%	1%
	Urban	66%	33%	1%
Province				
	Punjab	66%	32%	2%
	Sindh	74%	26%	0%
	KPK	65%	33%	1%
	Balochistan	55%	45%	0%
Monthly HH Income				
	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%
Age of the Respondent				
	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





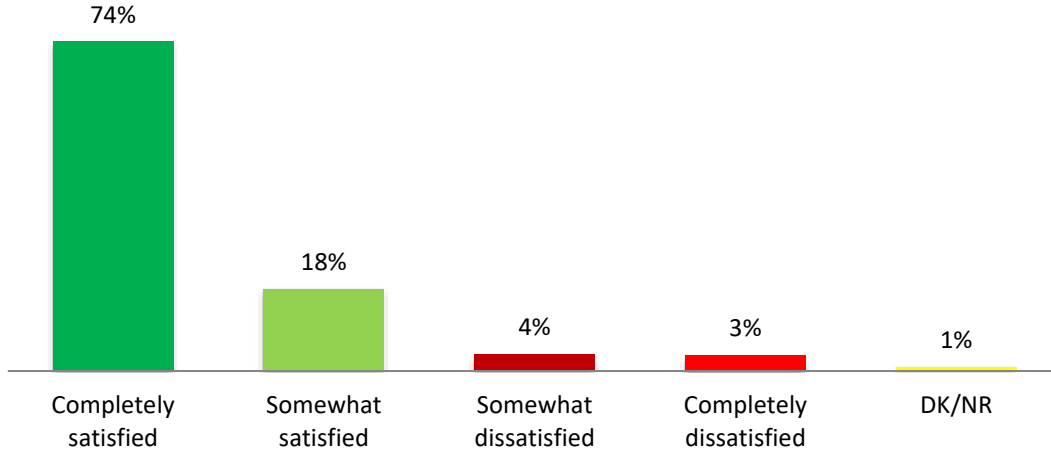
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Marriage - Report on marriages in the family and choice involved in that decision Topic 2: Married Life and opinion about spouse

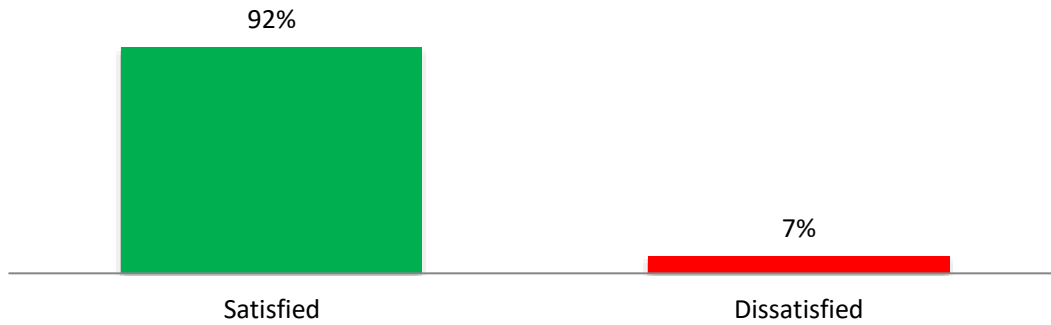
Item 2.1: Key Finding

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؟

- 1
- 2
- 3
- 4

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”?**

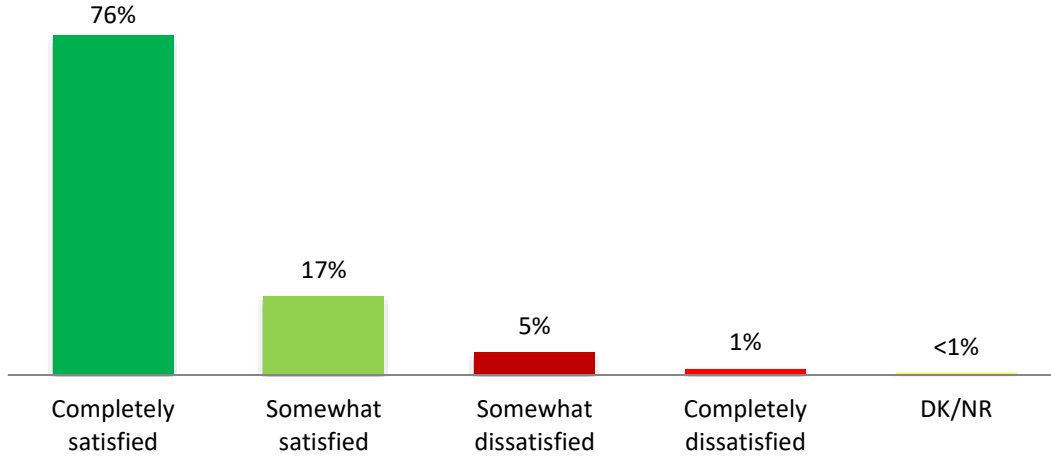
		Completely satisfied	Somewhat satisfied	Somewhat dissatisfied	Completely dissatisfied	DK/NR
All Pakistan		74%	18%	4%	3%	1%
Gender						
	Male	79%	15%	3%	2%	0%
	Female	68%	22%	5%	5%	1%
Location						
	Rural	72%	19%	4%	4%	1%
	Urban	77%	17%	4%	2%	0%
Province						
	Punjab	76%	20%	3%	2%	0%
	Sindh	77%	16%	4%	3%	0%
	KPK	69%	16%	2%	12%	1%
	Balochistan	84%	9%	7%	0%	0%
Monthly HH Income						
	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%
Age of the Respondent						
	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”?**

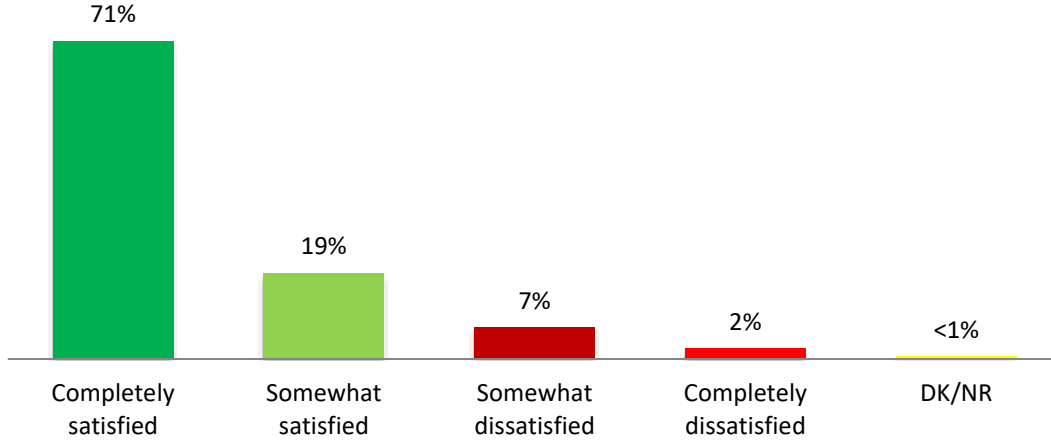
		Completely satisfied	Somewhat satisfied	Somewhat dissatisfied	Completely dissatisfied	DK/NR
All Pakistan		76%	17%	5%	1%	0%
Gender						
	Male	82%	13%	3%	1%	1%
	Female	69%	22%	7%	2%	0%
Location						
	Rural	74%	20%	5%	1%	0%
	Urban	80%	13%	4%	3%	0%
Province						
	Punjab	77%	18%	3%	2%	0%
	Sindh	79%	16%	3%	2%	0%
	KPK	70%	16%	12%	0%	1%
	Balochistan	91%	2%	7%	0%	0%
Monthly HH Income						
	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%
Age of the Respondent						
	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



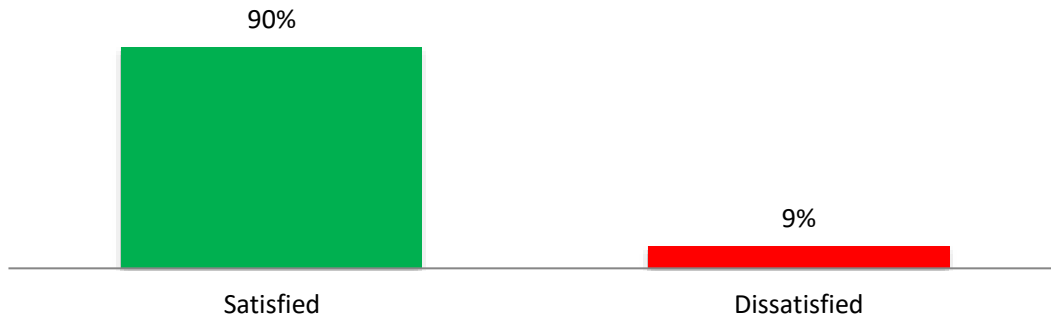
Item 2.3: Key Finding

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”?**

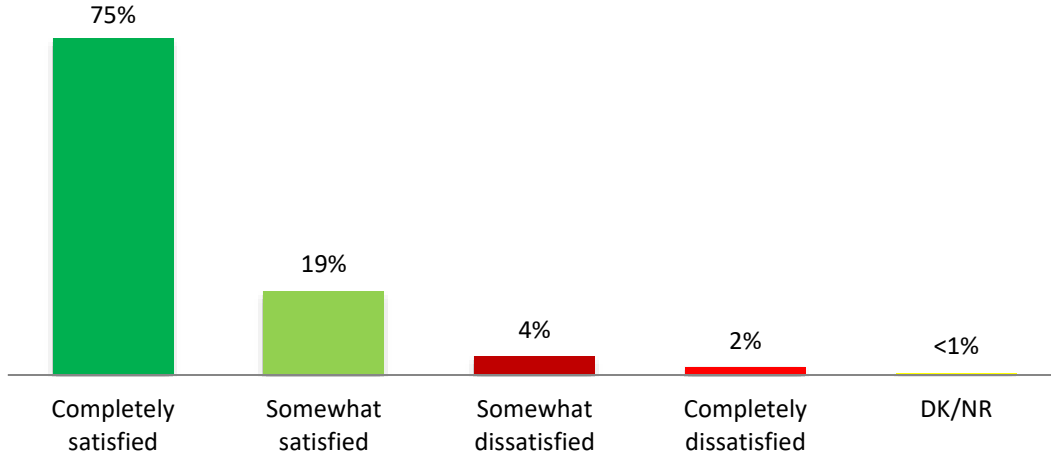
		Completely satisfied	Somewhat satisfied	Somewhat dissatisfied	Completely dissatisfied	DK/NR
All Pakistan		71%	19%	7%	2%	0%
Gender						
	Male	76%	16%	5%	2%	1%
	Female	66%	23%	9%	2%	0%
Location						
	Rural	70%	20%	8%	1%	1%
	Urban	73%	18%	5%	4%	0%
Province						
	Punjab	76%	18%	3%	3%	0%
	Sindh	79%	16%	2%	3%	0%
	KPK	51%	29%	18%	0%	2%
	Balochistan	84%	2%	14%	0%	0%
Monthly HH Income						
	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%
Age of the Respondent						
	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



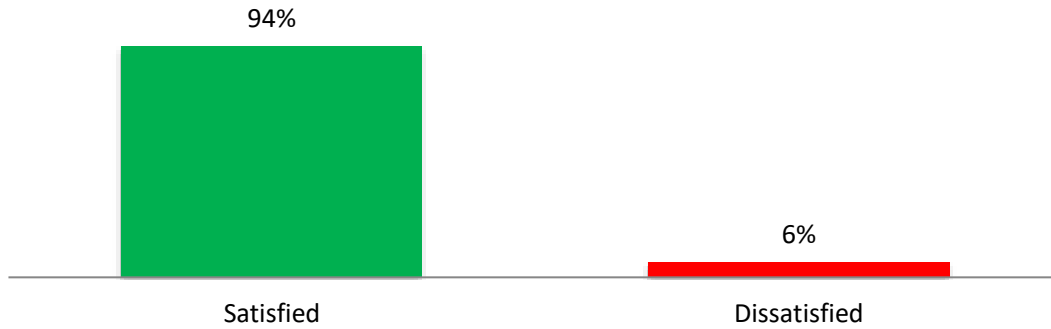
Item 2.4: Key Finding

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”?**

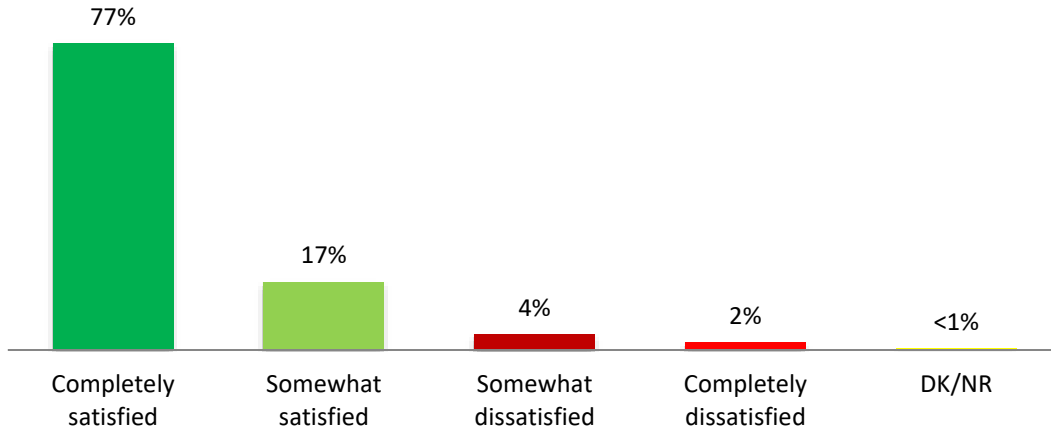
		Completely satisfied	Somewhat satisfied	Somewhat dissatisfied	Completely dissatisfied	DK/NR
All Pakistan		75%	19%	4%	2%	0%
Gender						
	Male	82%	13%	3%	1%	1%
	Female	68%	25%	5%	2%	0%
Location						
	Rural	75%	19%	4%	1%	0%
	Urban	75%	18%	3%	3%	0%
Province						
	Punjab	75%	20%	3%	2%	0%
	Sindh	85%	12%	1%	2%	0%
	KPK	68%	27%	4%	0%	1%
	Balochistan	89%	2%	7%	2%	0%
Monthly HH Income						
	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%
Age of the Respondent						
	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



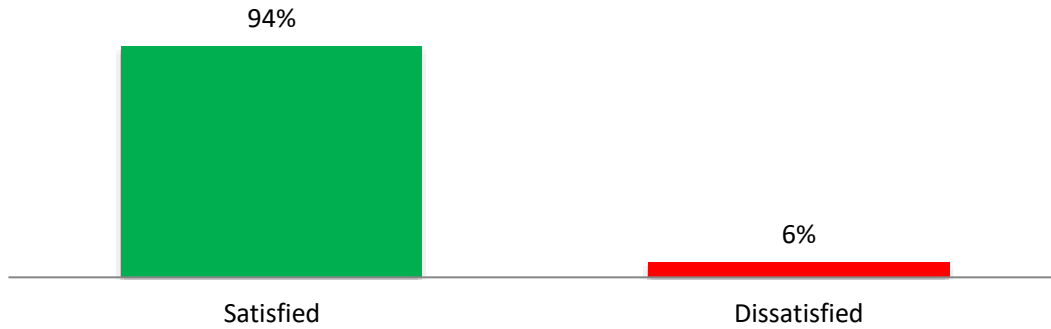
Item 2.5: Key Finding

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

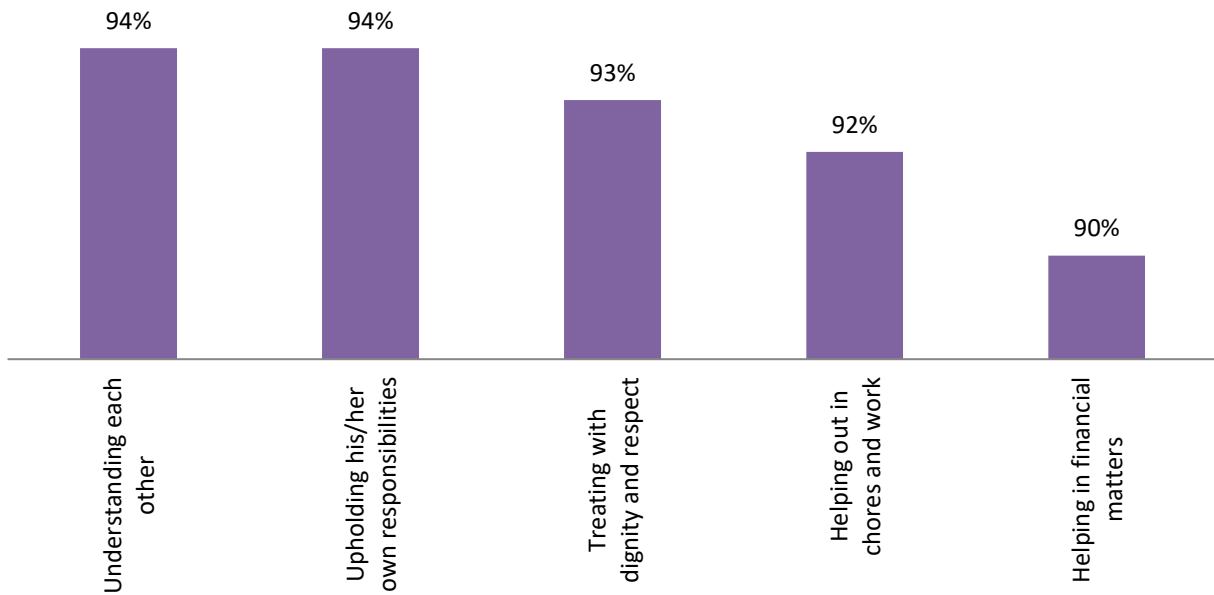
Question: **Considering your married life, please tell me to what extent are you satisfied with your spouse regarding “Upholding his/her own responsibilities”?**

	Completely satisfied	Somewhat satisfied	Somewhat dissatisfied	Completely dissatisfied	DK/NR
All Pakistan	77%	17%	4%	2%	0%
Gender					
Male	81%	15%	3%	1%	1%
Female	73%	19%	5%	3%	0%
Location					
Rural	78%	15%	5%	1%	0%
Urban	75%	20%	1%	3%	0%
Province					
Punjab	75%	21%	2%	1%	0%
Sindh	84%	12%	1%	2%	0%
KPK	82%	5%	11%	0%	1%
Balochistan	82%	11%	7%	0%	0%
Monthly HH Income					
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%
Age of the Respondent					
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



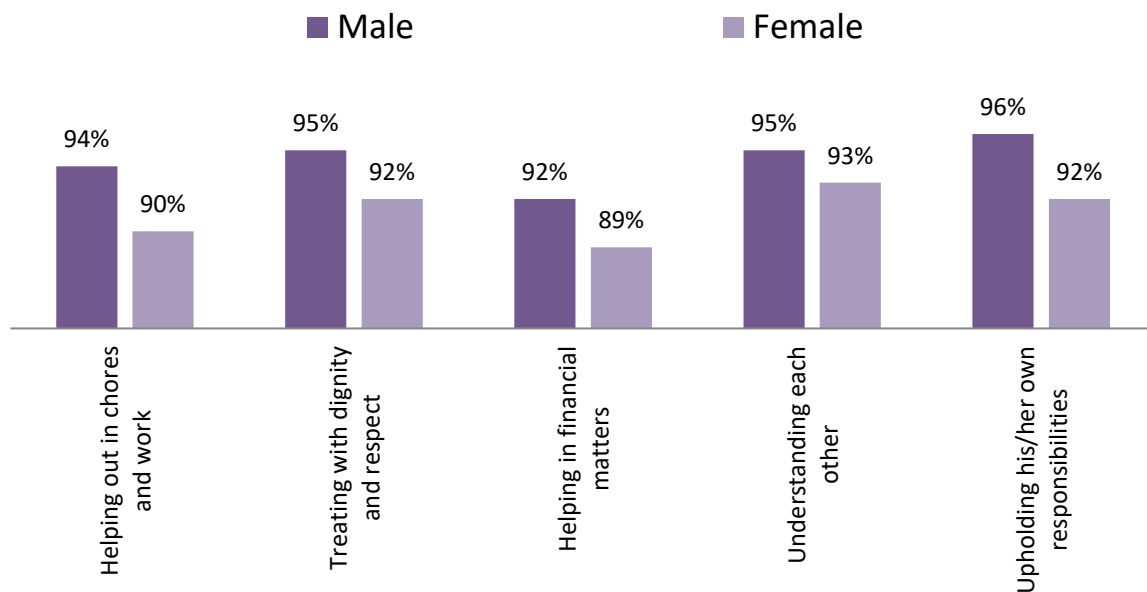
SATISFACTORY OPINION ABOUT THEIR SPOUSE



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 : $\pm 3\text{-}5\%$ 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

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%
BASE: All		100%
Gender		
	Male	51%
	Female	49%
Location		
	Rural	64%
	Urban	36%
Age Groups		
	Under 30	36%
	30 – 50	51%
	50+	12%
	No Response	1%
Education of Respondents		
	Less than FA	84%
	FA and more	16%
Province		
	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 2nd and 3rd Quintile). **High:** More than 20,000 (In 2016 this represented the 4th and 5th 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.

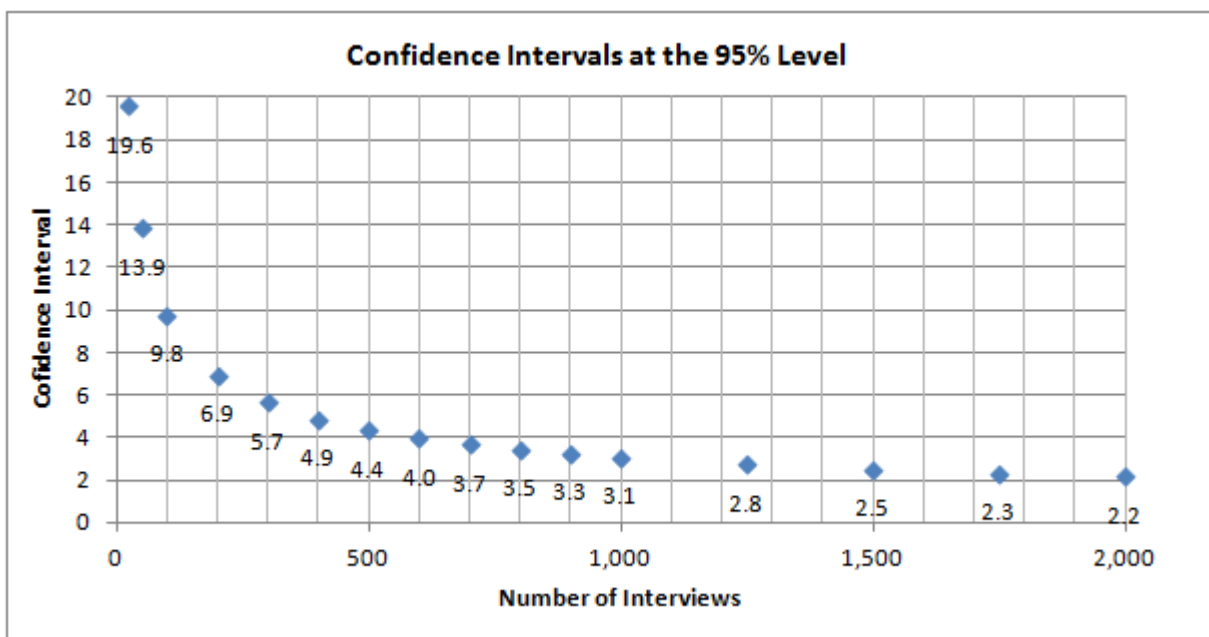
After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup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

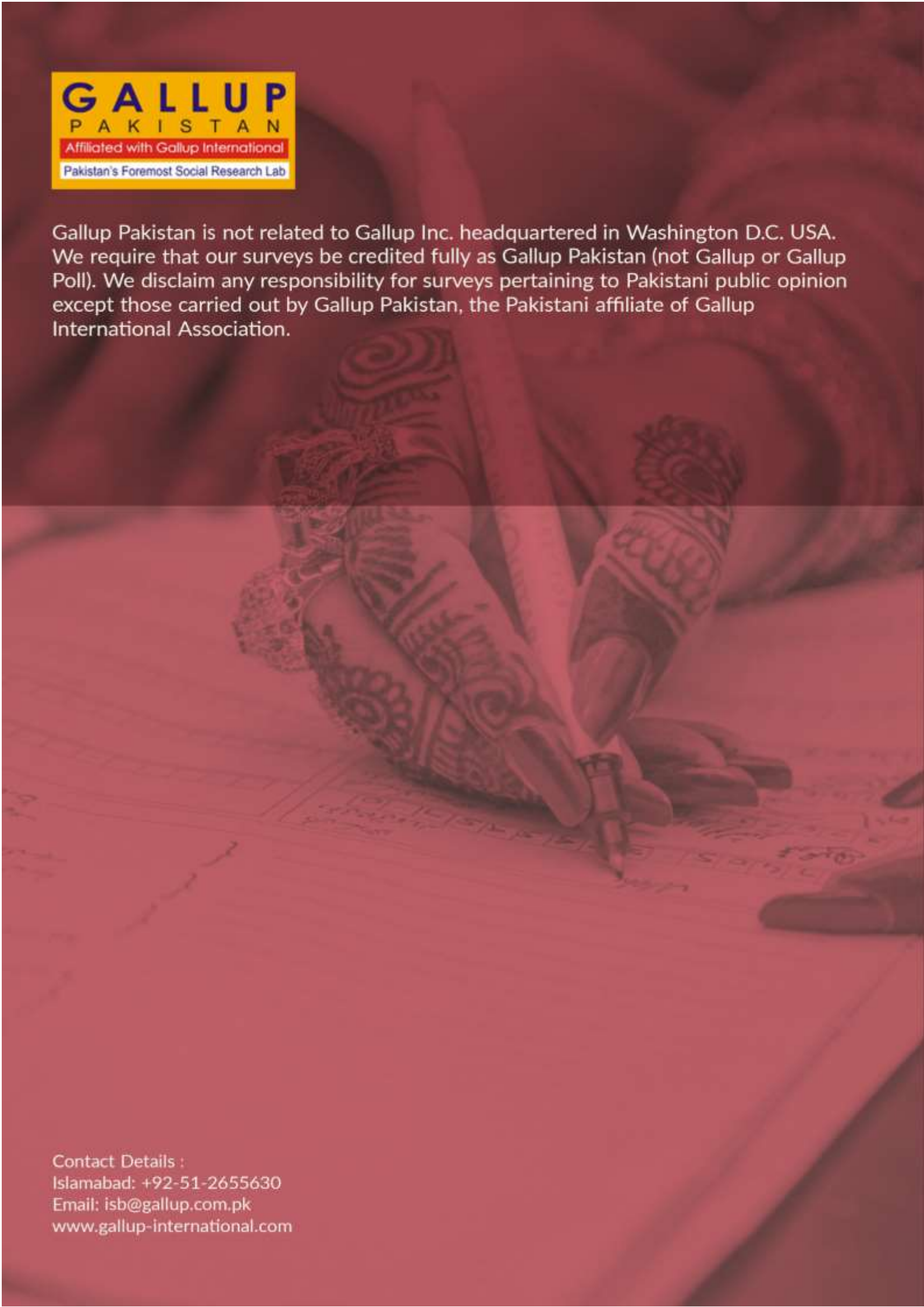
Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which insures that everyone in the area being surveyed has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