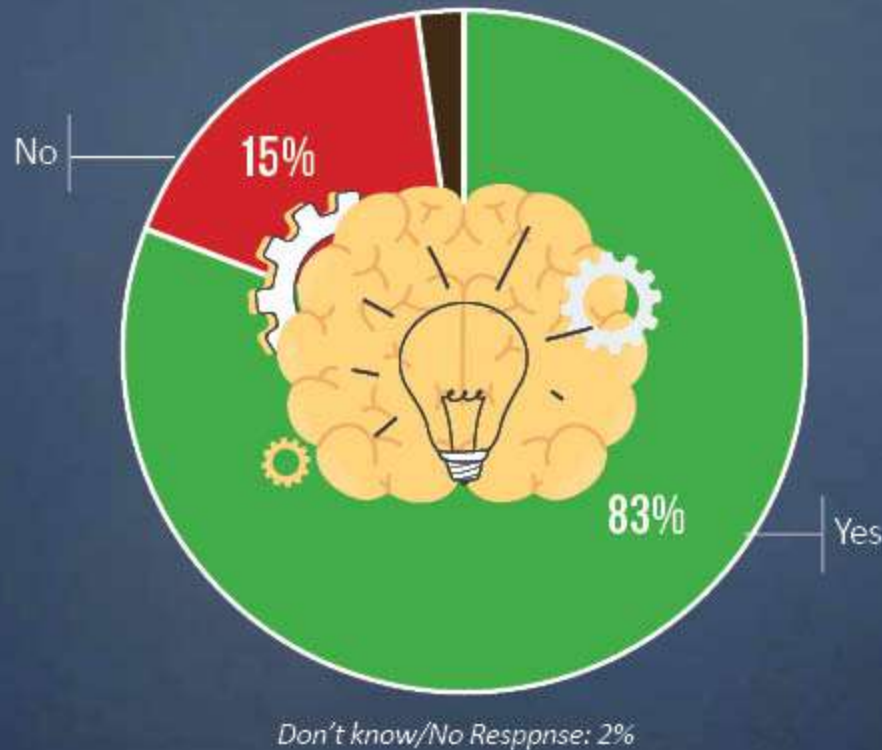


19th September, 2023

**4 IN 5 PAKISTANIS BELIEVE THAT THE NEW GENERATION IS MORE INTELLIGENT THAN THE PREVIOUS GENERATION: GALLUP & GILANI PAKISTAN**

ہر 5 میں سے 4 پاکستانیوں کا ماننا ہے کہ نئی نسل پچھلی نسل سے زیادہ ہوشیار ہے۔

Question: "Imagine you are asked to compare the new generation with the previous generation. Considering the following aspects, share your thoughts on whether the new generation is more or less...? - Is the new generation more intelligent than the previous generation?"



# PRESS RELEASE

(Also emailed\*/faxed separately)



## Opinion Poll Demographic

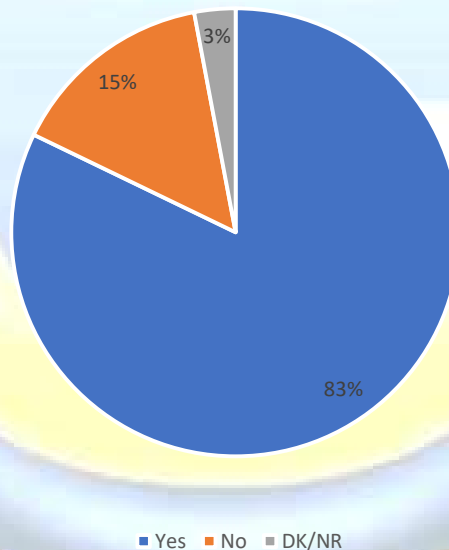
### **4 in 5 Pakistanis believe that the new generation is more intelligent than the previous generation: Gallup & Gilani Pakistan**

*(Islamabad), September 19<sup>th</sup>, 2023*

According to a survey conducted by Gallup & Gilani Pakistan, 4 in 5 Pakistanis believe that the new generation is more intelligent than the previous generation.

A nationally representative sample of adult men and women from across the country, was asked the question “Imagine you are asked to compare the new generation with the previous generation. Considering the following aspects, share your thoughts on whether the new generation is more or less...? - Is the new generation more intelligent than the previous generation?” In response, 83% said yes, 15% said no and 3% said that they do not know or gave no response.

**Question: “Imagine you are asked to compare the new generation with the previous generation. Considering the following aspects, share your thoughts on whether the new generation is more or less...? - Is the new generation more intelligent than the previous generation?”**



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

The study in Pakistan was conducted and released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24 August to 28 August 2023. The error margin is estimated to be approximately  $\pm 2-3$  percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

**STAT OF THE DAY**

## Literacy rate by age:

**The younger generation is significantly (10-14 at 75% literacy rate) more literate than older generation (60-65 at 34% literacy rate).**



### **Opinion Poll from Gallup Pakistan**

The Pakistani Affiliate of Gallup  
International

**Tuesday, 19<sup>th</sup> September 2023**

*(3 Pages, English version Only)*



***Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.***

*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

*If you have any further questions regarding this poll, please feel free to contact us.*

*Best Regards,  
Gallup Pakistan*

***Disclaimer:*** Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: [www.gallup-international.com](http://www.gallup-international.com)



Daily Gilani Poll  
2023



of Gallup Pakistan  
(1980-2023)