

Perceptions of Hard Work and Luck

76% Pakistanis Believe Success Is Mostly Due to Hard Work Rather Than Luck; Belief Slightly Higher Among Women (**76%**), Strongest Among 50–59-Year-Olds (**83%**) and FA+ Educated (**78%**)

Do you think success is mostly due to hard work or luck?

76%

Due to
Hard work



24%

Due to
Luck



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Social Attitudes Work Ethic & Success **Perceptions of Hard Work and Luck**

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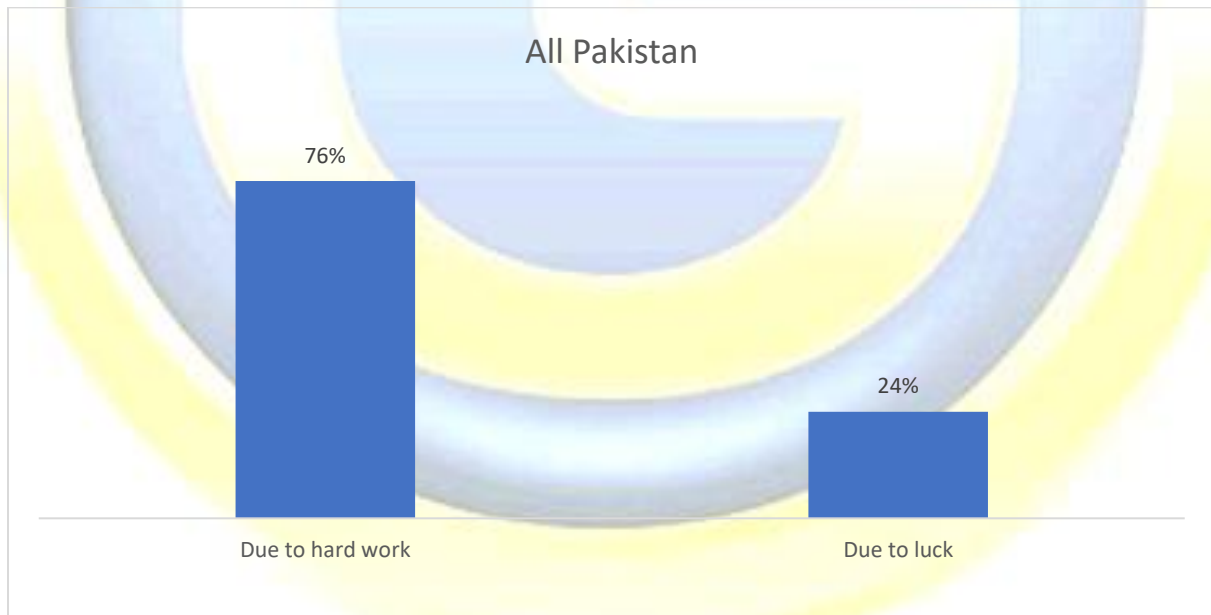
(Islamabad), 4th June 2026

According to a survey conducted by Gallup & Gilani Pakistan, a large majority of Pakistanis (76%) believe that success is mostly due to hard work, while 24% attribute it primarily to luck.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: **“Do you think success is mostly due to hard work or luck?”**. In response, 76% of respondents said success is mostly due to hard work, compared to 24% who said it is mostly due to luck.

These findings indicate that Pakistanis overwhelmingly associate success with individual effort and persistence rather than chance, reflecting a strong belief in hard work as the primary driver of achievement.

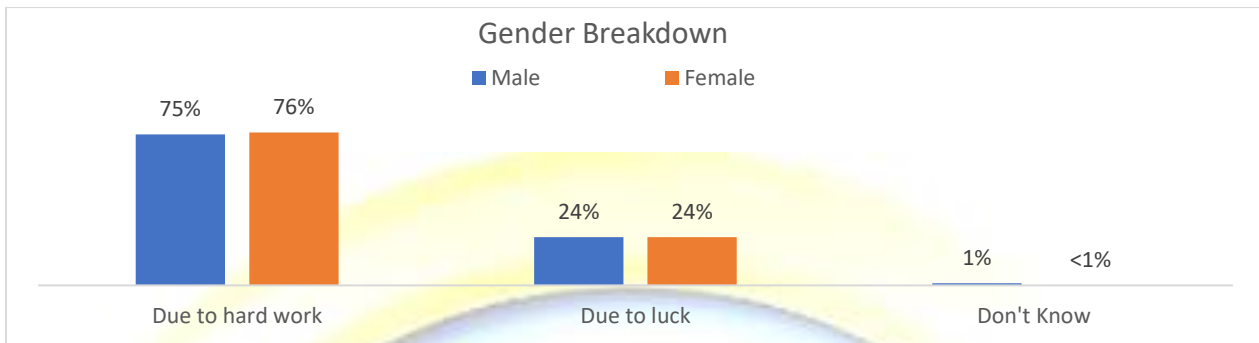
“Do you think success is mostly due to hard work or luck?”



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

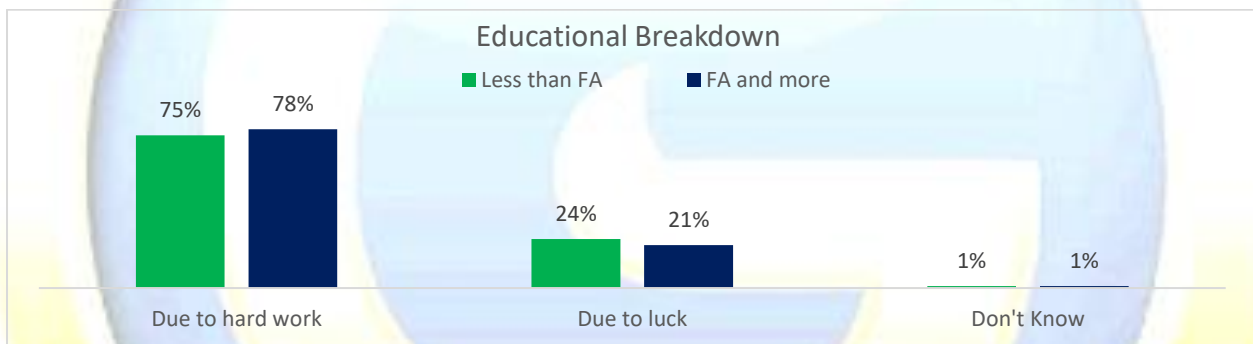
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 780 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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).

Gender Breakdown: Gender differences are minimal. 76% of women and 75% of men believe that success is primarily due to hard work, indicating a broad consensus across genders.



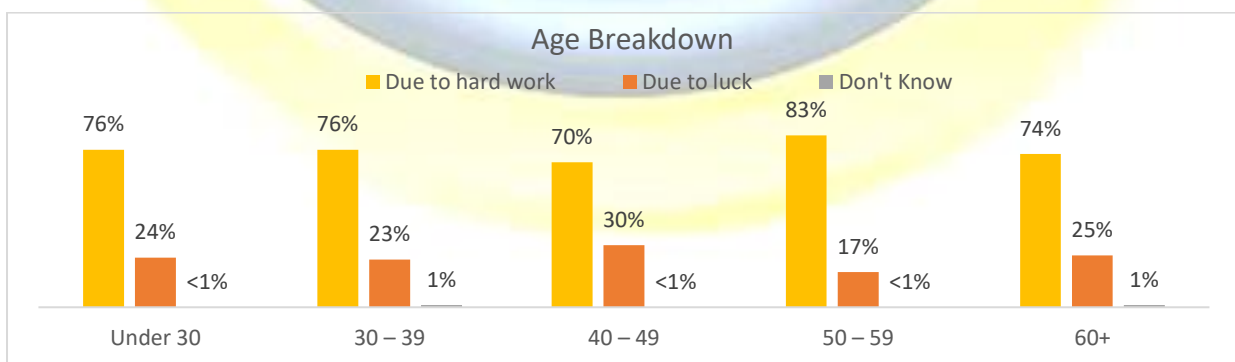
Source: Gallup & Gilani Pakistan
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Educational Breakdown: The survey shows slightly higher confidence in hard work among respondents with FA and above education, where 78% say success is due to effort, compared to 75% of respondents with less than FA education. This suggests that education may reinforce belief in the role of personal effort in shaping life outcomes.



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

Age Breakdown: Perceptions vary somewhat by age. Belief in hard work is highest among respondents aged 50–59 (83%), followed by those under 30 and aged 30–39 (76% each). The lowest share is among respondents aged 40–49 (70%), indicating minor variation across life stages.



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

Overall, the findings show that Pakistanis of all ages, genders, and educational backgrounds overwhelmingly view hard work as the principal determinant of success. This underscores a strong cultural emphasis on effort and persistence as central to achieving life goals.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
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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*

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2026



of Gallup Pakistan
(1980-2026)