



Public Opinion in Pakistan in the Year 2002

FESTIVAL and EVENTS

Birthday

(2002-2016) 14% decrease in the proportion of Pakistanis who claim they do nothing on their friends/ family member's birthdays. GILANI POLL/GALLUP PAKISTAN

Islamabad, February 10, 2017

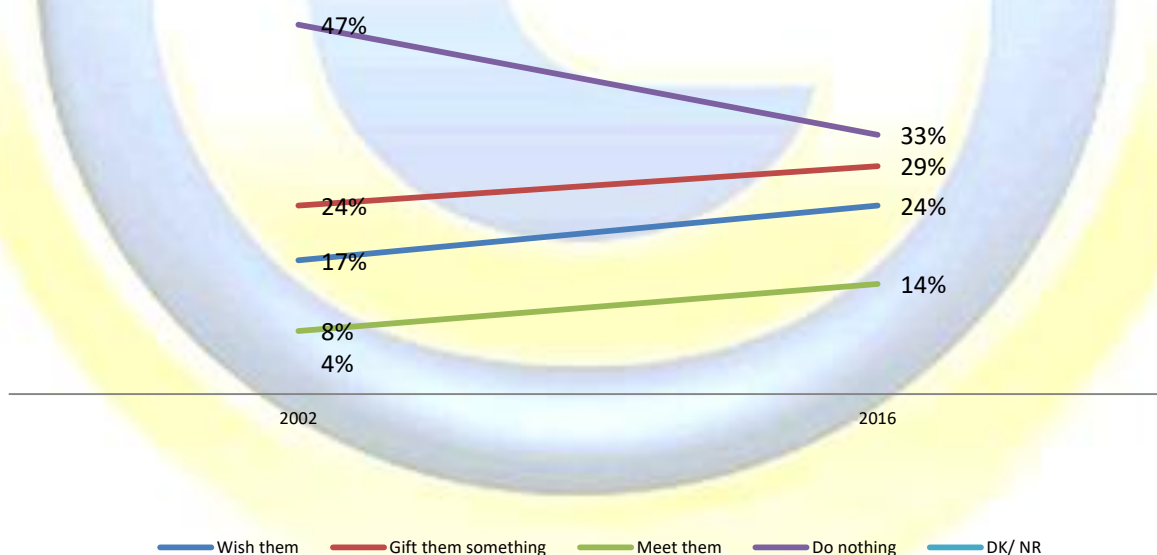
According to a Gallup Pakistan National Survey conducted in the year 2002 (14 years ago) respondents were asked, "What do you do on the birthdays of your friends/ family members?" To this, 17% said they wish friends/ family members on their birthday, 24% said they gift them something on their birthday, 8% said they meet them on their birthday, while 47% said they do nothing. 4% did not know or did not wish to respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 24% said they wish friends/ family members on their birthday, 29% said they gift them something on their birthday, 14% said they meet them on their birthday, while 33% said they do nothing.

According to public opinion, there has been a 7% increase in the proportion of Pakistanis who claim to wish their friends/ family members on their birthdays, a 5% increase in the proportion of Pakistanis who claim to gift something to their friends/ family members on their birthdays, a 6% increase in the proportion of Pakistanis who claim to meet their friends/ family members on their birthdays and a 14% decrease in the proportion of Pakistanis who claim not they do nothing on their friends/ family members birthdays.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: "What do you do on the birthdays of your friends/ family members?"



Source: Gallup and Gilani Surveys
 The Pakistani affiliate of Gallup International Association
www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.'

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Friday, February 10, 2017

(2 Pages including this)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD 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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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*



of Gallup Pakistan
(1980-2017)