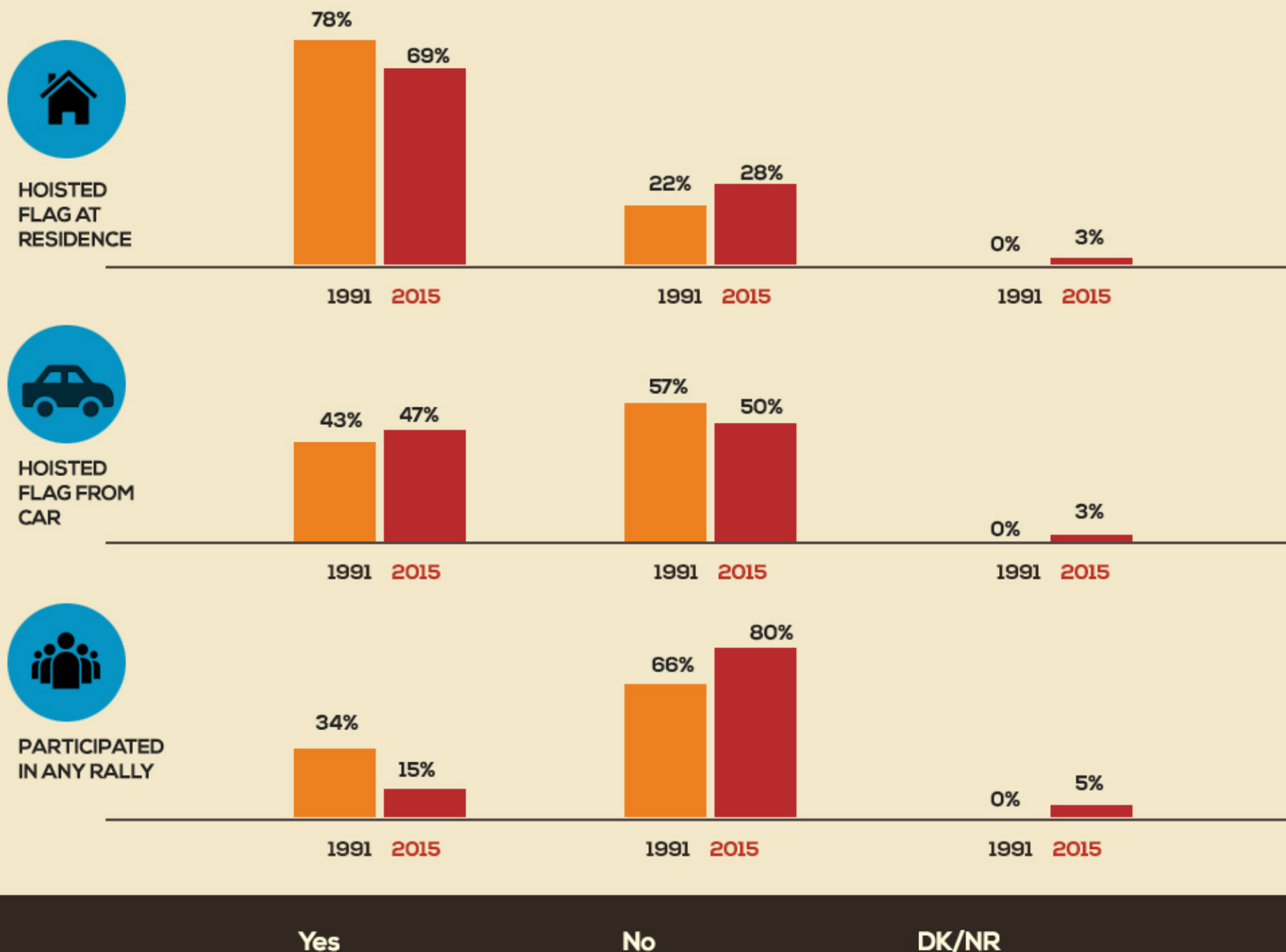


INDEPENDENCE DAY: 19% FEWER PAKISTANIS IN 2015 SAID THAT THEY TOOK PART IN ANY INDEPENDENCE DAY RALLY THAN THOSE WHO SAID THE SAME IN 1991..

Some people had the opportunity of celebrating Pakistan Day (14th August) while others did not get the chance. Were you able to do any of the following this year: Hoisted Pakistan's flag at residence; hoisted the flag from car/motorcycle/bicycle; participated in any rally.





Public Opinion in Pakistan in the Year 1991

SOCIAL

Independence Day

Independence Day: 19% fewer Pakistanis in 2015 said that they took part in any independence day rally than those who said the same in 1991. GILANI POLL/GALLUP PAKISTAN

Islamabad, November 03, 2015

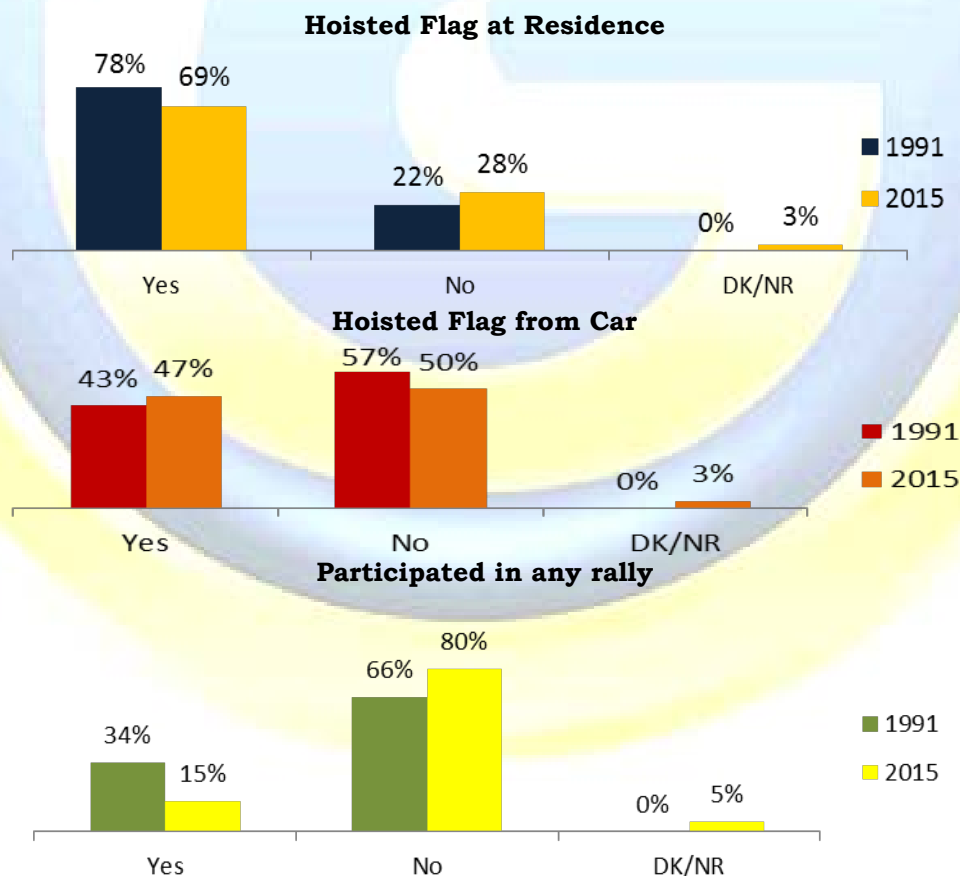
According to a Gallup Pakistan National Survey conducted in the year 1991 (24 years ago), respondents were asked if they participated in any activities on Pakistan Day. From a selected list of activities, 78% said that they had hoisted Pakistan's flag at their residence, 43% said that they hoisted the flag from their car/bicycle/motorcycle and 34% said that they took part in a rally.

Comparative Picture: The same question was asked again in 2015 to enable a more holistic comparison. In 2015, 69% Pakistanis said that they hoisted the flag at their residence, 47% said that they hoisted the flag from their car/bicycle/motorcycle, and 15% said that they took part in a rally.

Public response regarding Pakistan Day activities shows that the public claimed to take less part in Pakistan Day activities in 2015 than they claimed to do so in 1991. 9% fewer Pakistanis in 2015 said that they hoisted Pakistan's flag at their residence and 19% fewer Pakistanis said that they participated in any rally. There has however been a 4% increase over the years in respondents who said that they hoisted Pakistan's flag from their vehicle.

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: "Some people had the opportunity of celebrating Pakistan Day (14th August) while others did not get the chance. Were you able to do any of the following this year: Hoisted Pakistan's flag at residence; hoisted the flag from car/motorcycle/bicycle; participated in any rally."



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



Tuesday, November 03 2015

(3 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,

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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
(1980-2015)*