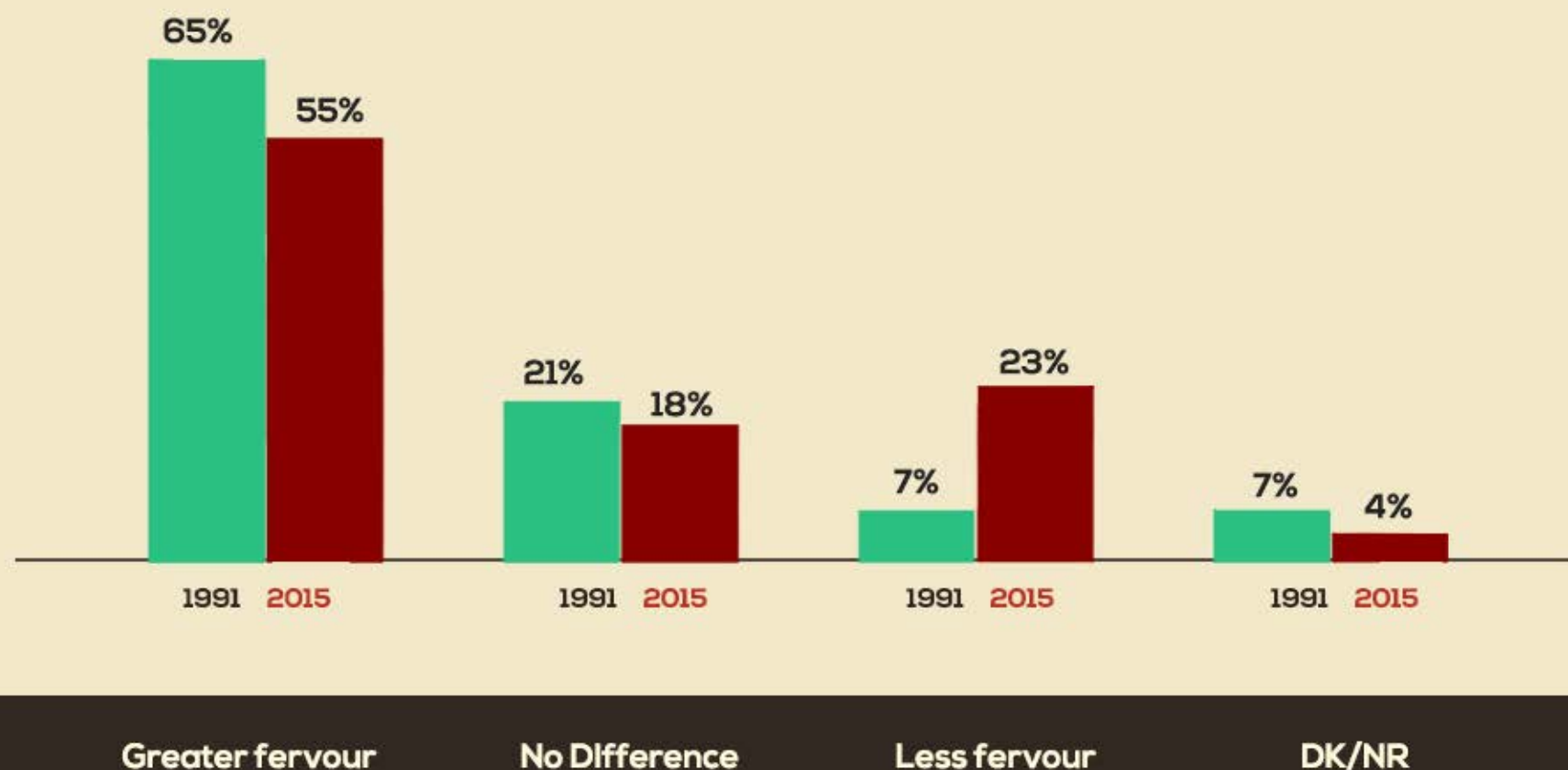


INDEPENDENCE DAY: 11% INCREASE IN PAKISTANIS WHO BELIEVE THAT INDEPENDENCE DAY CELEBRATIONS THIS YEAR WERE LESS ENTHUSIASTIC COMPARED TO THOSE WHO SAID THE SAME IN 1991.

Some people believe that Independence Day was celebrated with greater fervor this year than the past few years. Others believe that there was no such difference. In your view, was the Independence Day celebrated with greater fervor this year or not?





Public Opinion in Pakistan in the Year 1991

SOCIAL Independence Day

Independence Day: 11% increase in Pakistanis who believe that Independence Day celebrations this year were less enthusiastic compared to those who said the same in 1991. GILANI POLL/GALLUP PAKISTAN

Islamabad, November 05, 2015

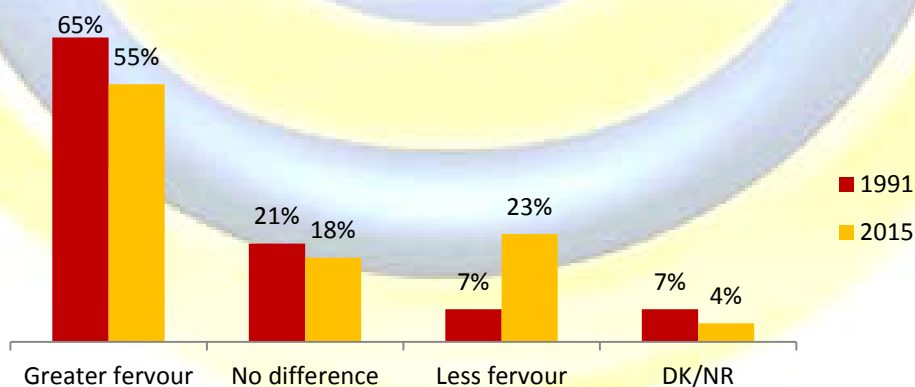
According to a Gallup Pakistan National Survey conducted in the year 1991 (24 years ago), 65% Pakistanis believed that Independence Day that year was celebrated with greater fervor and enthusiasm than the previous years. 21% on the other hand said that there was no difference from the previous years and 7% said that it was celebrated with less enthusiasm. 7% did not respond.

Comparative Picture: The question was asked again in 2015 to enable a more holistic comparison. In 2015, 55% Pakistanis said that Independence Day was celebrated with more enthusiasm than the previous years while 18% said that it was celebrated with less enthusiasm. 23% said that there was no difference in enthusiasm and 4% did not respond.

Public perception regarding Independence Day celebrations has changed over the course of 24 years with fewer Pakistanis feeling that there has been an increase in enthusiasm compared to previous years. There has been a 10% decrease in respondents who think that Independence Day was celebrated with more enthusiasm in 2015 than those who said the same in 1991. Furthermore there has been an 11% increase in those who said that enthusiasm has decreased and a 2% increase in those who say that there has been no difference in enthusiasm.

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 believe that Independence Day was celebrated with greater fervor this year than the past few years. Others believe that there was no such difference. In your view, was the Independence Day celebrated with greater fervor this year or not?”



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



Thursday, November 05 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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of Gallup Pakistan
(1980-2015)