

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.

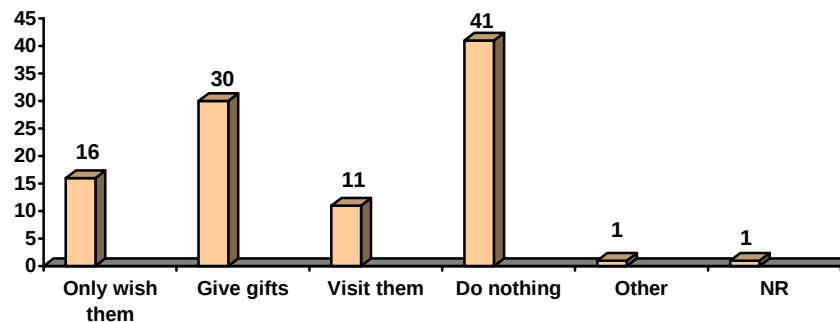
Majority Favors Celebrating Birthdays: GILANI POLL / GALLUP PAKISTAN

Islamabad, October 29, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than half of all Pakistanis (57%) celebrate their friends and family's birthdays by either wishing them, giving gifts, or by visiting them; 42% do not do anything and 2% claimed to either do something else or gave no response. When asked about their perceptions regarding celebrating birthdays, 73% are in the favor or have no issues with people who want to celebrate birthdays, whereas 26% simply oppose any such celebrations and 1% gave no response.

A nationally representative sample of men and women from across the country were asked "What do you usually do on your family members and friends birthdays?" 16% said they only wish them, 30% claimed to give gifts, and 11% said they visit their family members and friends whose birthday it is. Forty one percent (41%) said they do nothing while 2% claimed to either do something else or gave no response. The data shows that a proportionately higher percentage of urbanites and women like to do something on their family or friends birthdays.

"What do you usually do on your family members and friends birthdays?"



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

To find out what people think such birthday celebrations, the respondents were asked "Some people are in the favour of celebrating birthdays, some oppose the idea and there are others who believe it does not matter, if someone wants to celebrate birthdays. What is your view point?" Thirty six percent (36%) are in the favour of celebrating birthdays, 26% are against it, whereas 37% think it does not matter whether or not people celebrate birthdays. One percent (1%) of the respondents gave no response. The findings reveal that a proportionately higher percentage of ruralites and men oppose celebrating birthdays while a proportionately higher percentage of urbanites believe if someone wants to celebrate they can do so.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2765 men and women in rural and urban areas of all four provinces of the country, during October 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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