

14 Jul 2016

OVER THE PAST TWO YEARS, THERE HAS BEEN A DECREASE IN THE NUMBER OF PEOPLE WHO HAVE HEARD OR READ ABOUT LABOR DAY.

Labor Day is celebrated each year on the 1st of May. Have you heard or read about it?



SOURCE: GALLUP AND GILANI SURVEYS - SAMPLE SIZE: 1802
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
SOCIAL BEHAVIOR
Other

Over the past two years, there has been a decrease in the number of people who have heard or read about labor day. GILANI RESEARCH FOUNDATION (GRF POLL)

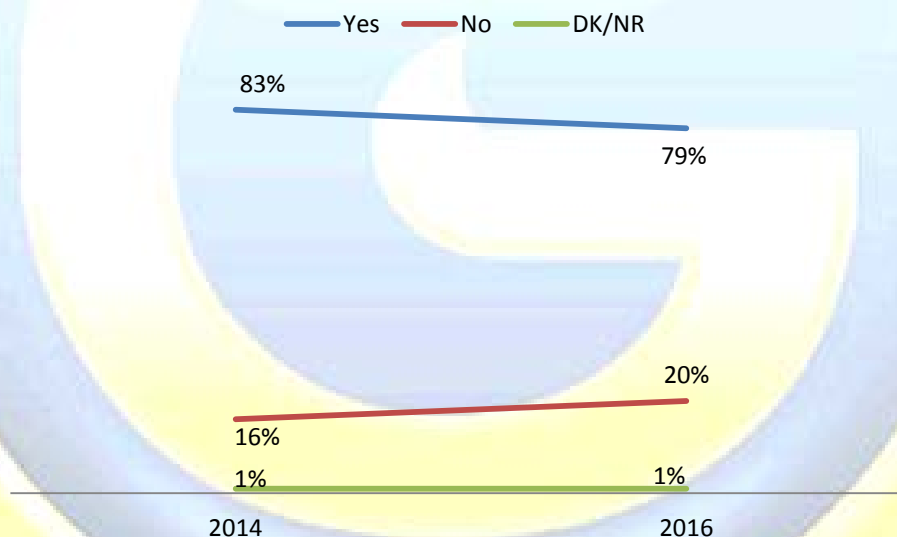
Islamabad, July 14, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 79% Pakistanis know of labor day.

A nationally representative sample of adult men and women, from across the four provinces was asked, "Labor Day is celebrated each year on the 1st of May. Have you heard or read about it?" In response to this question, 79% said that they had heard of labor day, or had read about it, while 20% said that they had not. 1% said that they did not know or did not wish to respond.

This question has also been asked during previous years. Over the past two years, there has been a decrease in the number of respondents who know about Labor Day. In 2014, 83% respondents said that they had heard or read about labor day, while 16% said that they did not know about it.

Question: "Labor Day is celebrated each year on the 1st of May. Have you heard or read about it?"



Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1802 men and women in rural and urban areas of all four provinces of the country, during May 09 - May 16, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)

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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2016



of Gallup Pakistan
(1980-2016)