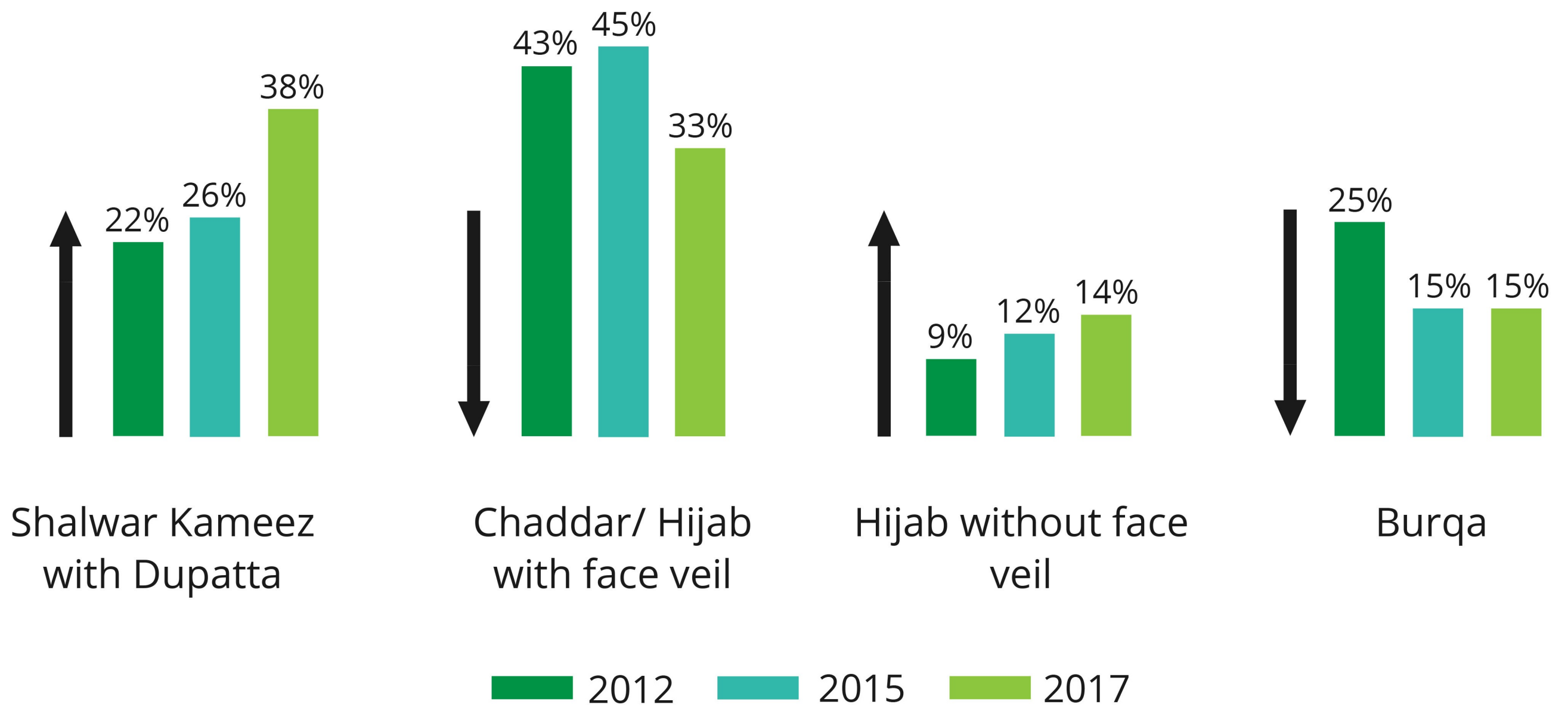


September 30, 2019

# BURQA FOR WOMEN IS BECOMING A LESS POPULAR CHOICE OF DRESSING, REPLACED BY SHALWAR KAMEEZ WITH DUPATTA AND HIJAB WITHOUT FACE VEIL.

In your opinion what style of dress is appropriate for women to wear in public ?



Note: Don't know / No response not shown

SOURCE: GALLUP & GILANI PAKISTAN POLL - NATIONALLY REPRESENTATIVE SAMPLE

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association



# Public Opinion in Pakistan in the Year 2017

## SOCIAL Women's Rights

**Burqa for women is becoming a less popular choice of dressing, replaced by Shalwars Kameez with Dupatta and Hijab without face veil. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, September 30, 2019

In a Gallup & Gilani Pakistan National Survey conducted in the year 2012, respondents were asked “*In your opinion, what style of dress is appropriate for women to wear in public?*” In response, 22% said women should wear shalwar kameez with dupatta, 43% said chaddar/hijab with face veil, 9% said hijab without a face veil, and 25% said burqa.

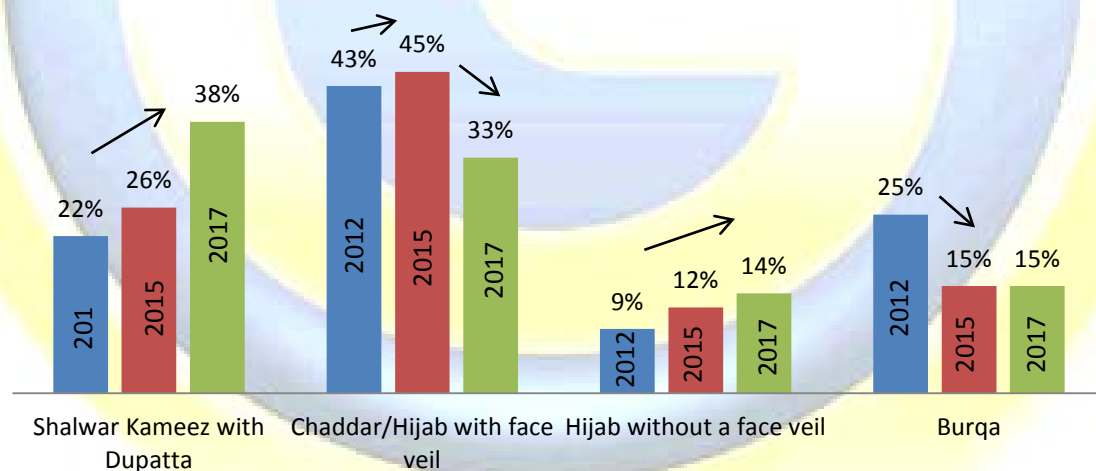
**Comparative Picture:** This question was asked again in 2017 to enable a comparison to be made across the years. In 2017, 38% said women should wear *shalwar kameez* with *dupatta*, 33% said *chaddar/hijab* with face veil, 14% said *hijab* without a face veil, and 15% said *burqa*.

**Trend Analysis across the years:** Overall the proportion of Pakistanis who think it is appropriate for women to wear *shalwar kameez* with *dupatta* in public has gradually risen over the years, whereas the proportion of Pakistanis who think women should wear *Burqa* in public decreased by 10% in 2015 and the figure has remained constant at 15% in 2017.

**Implications of this finding:** Pakistanis have now become more diverse in what is viewed as the proper female attire in public places.

*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: “In your opinion, what style of dress is appropriate for women to wear in public?”**



(Note: Don't Know/No Response not shown)

Source: Gallup & Gilani Surveys  
The Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://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 40 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](mailto:caf@gallup.com.pk).

*The Pakistani Affiliate of Gallup International*



**Monday, September 30, 2019**

*(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](http://www.gallup-international.com)*

***Disclaimer:*** *Gallup Pakistan and Gilani Research foundation are a nonpartisan fact tank and think tank respectively. As a neutral source of data and analysis, both organizations do not take policy positions.*

