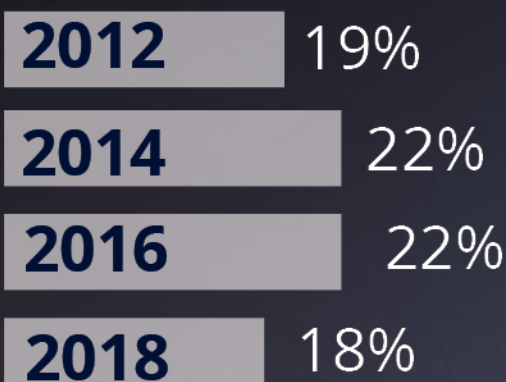


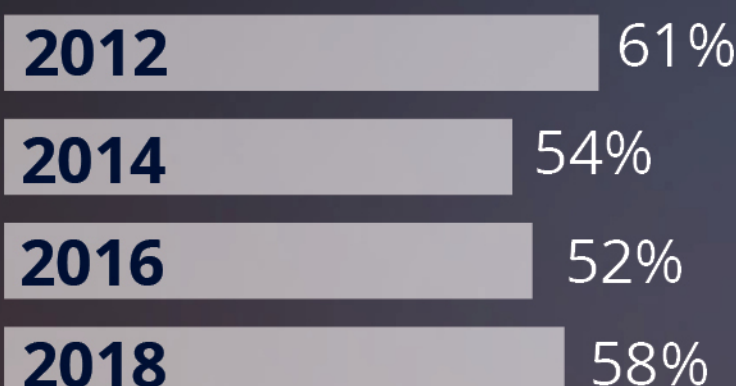
## Since 2012, more than 1 in 2 Pakistanis continue to oppose the celebration of Valentine's Day

Some people are in favor of celebrating Valentine's Day whereas others are against it while some think it makes no difference. What is your opinion?

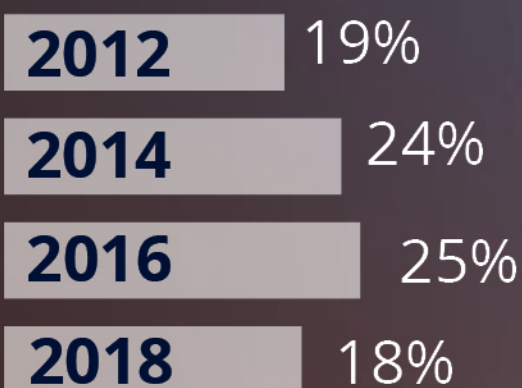
In Favor of Celebrating Valentine's Day



Oppose Celebrating Valentine's Day



Does not make any difference





## Public Opinion in Pakistan Since Year 2012

### FESTIVALS & EVENTS

#### Valentine's Day

**Since 2012, more than 1 in 2 Pakistanis continue to oppose the celebration of Valentine's Day (Gallup & Gilani Pakistan Poll)**

Islamabad, February 13, 2020

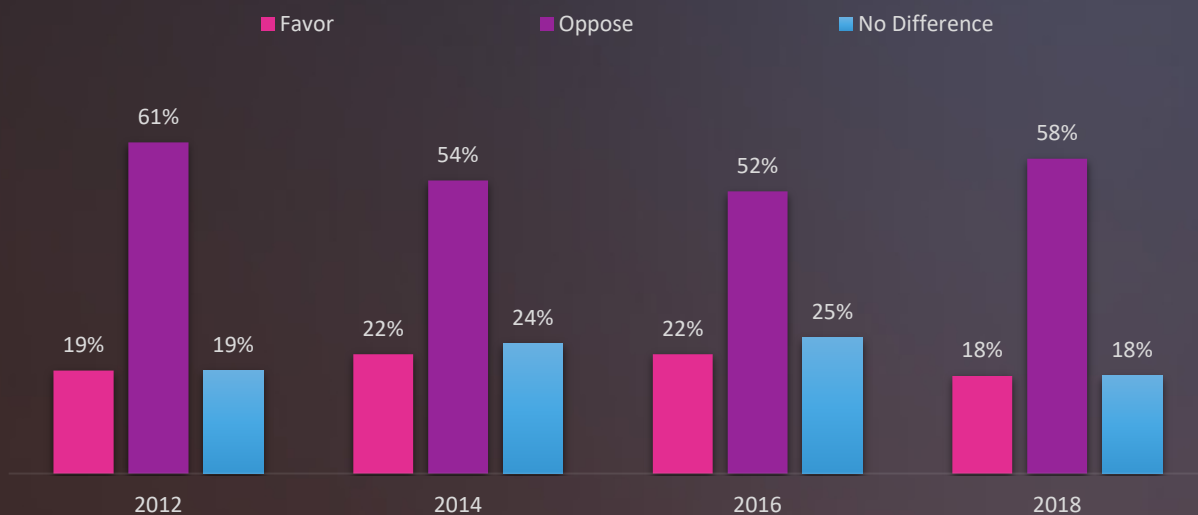
In a Gallup & Gilani Pakistan National Survey conducted in the year 2012, respondents were asked *"Some people are in favor of celebrating Valentine's Day whereas others are against it while some think it makes no difference. What is your opinion?"* In response, majority 61% said they oppose it, while 19% said they are in favor of celebrating Valentine's day and 19% said it makes no difference.

**Comparative Picture:** This question was asked again in 2018 to enable a comparison to be made across the years. In 2018, 58% said they oppose it, while 18% said they are in favor of celebrating Valentine's day and 18% said it makes no difference.

**Trend Analysis:** Overall public opinion regarding Valentine's day celebration has remained relatively constant over the course of 6 years. This could be attributed to the general view that Valentine's Day is a Western tradition and is not reflective of Pakistan's cultural and religious identity.

*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 are in favor of celebrating Valentine's Day whereas others are against it while some think it makes no difference. What is your opinion?"**



Note: Don't Know/No Response not shown

Source: Gallup & Gilani Pakistan Poll

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.gilaniifoundation.com](http://www.gilaniifoundation.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*



**Thursday, February 13, 2020**

*(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.



of Gallup Pakistan  
(1980-2020)