

30 Years of Polling On Festivals and Celebrations 1980-2010 Perceptions and Preferences of the Pakistani Public



A Gallup Pakistan Report





30 YEARS OF POLLING ON FESTIVALS AND CELEBRATIONS

(1980-2010)

PERCEPTIONS AND PREFERENCES OF
PAKISTANI PUBLIC

(NOT FOR PUBLIC RELEASE OR PUBLICATION)

January 6, 2011



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CAUTION:

THIS IS A PRELIMINARY DRAFT

We are in the process of reviewing, cross-checking and revising/editing the material presented here. Please feel free to use the revised version for any research and teaching purpose.

DISCLAIMER

The data pertain to 30 years of polling work. We have made much effort to standardize the samples and question wording wherever comparisons are made across years. However it still leaves room for improvement. We will join our readers in bringing greater refinement in all stages of research as we look ahead to future work on the same subjects.

LOOKING BACK AND LOOKING AHEAD

The basic purpose of this Report is to start a meaningful debate on the issue of Polling Research on Society and Festivals in Pakistan and identify avenues of further improvement. We admit that during the last 30 years we often asked inappropriate questions or did not maintain a time series as we should have. Moreover, our questions were not always informed by Relevant Experts knowledge. Hopefully in the future, we will frame more 'informed questions' in a more 'informed framework'.

While recognizing its limitations, what we have and present here, provides approximations to Perceptions on a wide variety of Social issues, which may otherwise be unavailable in a scientific fashion.

We present this to generate a constructive debate between Sociologists, Anthropologists and related Professionals working on Social Issues and Survey Researchers. The two can join hands to produce valuable Research and teaching materials for Concerned Professionals.

Note: For more details on Methodology please refer to the Methodology Section



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Note: For more details on Methodology please refer to the Methodology Section



SECTION 1:

CELEBRATIONS AND WEDDINGS

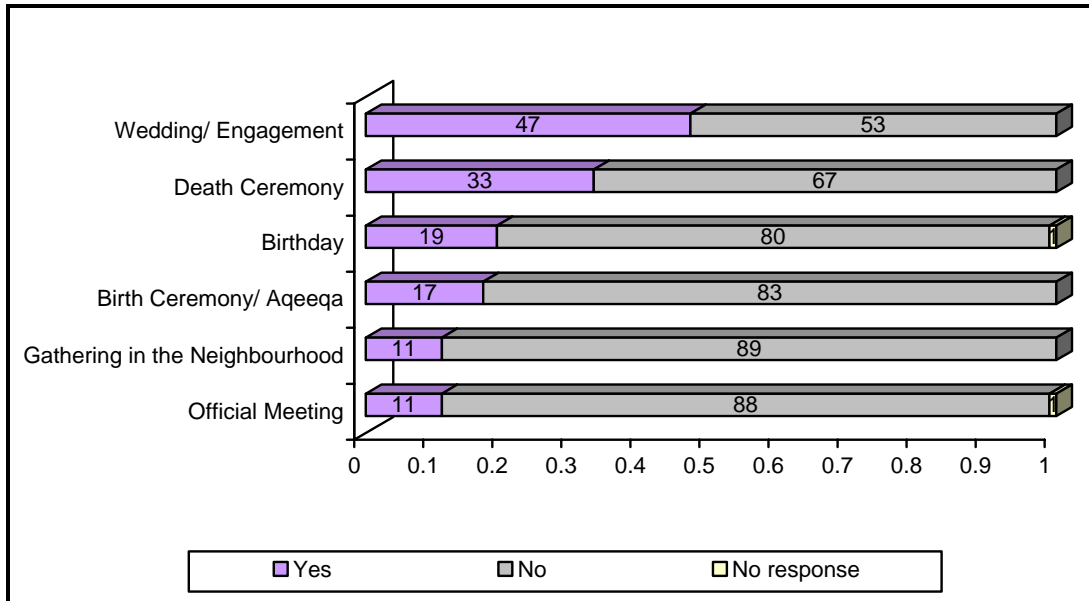
Note: For more details on Methodology please refer to the Methodology Section



CELEBRATIONS

WHICH GATHERING DID YOU ATTEND?

Question: During the last one month, which type of gatherings have you attended?



Gallup & Gilani / National Survey 2009

Note: For more details on Methodology please refer to the Methodology Section



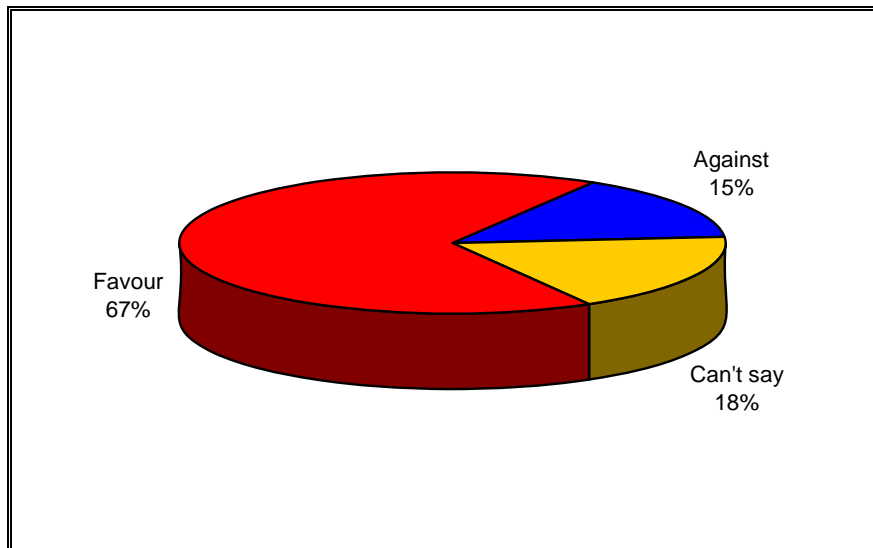
CELEBRATIONS

Wedding celebrations

VIEWS ON SERVING FOOD ON WEDDINGS

DO PEOPLE FAVOR ONE DISH RESTRICTION?

Question: Recently Punjab Government has imposed one dish restriction on weddings. Are you in favor of this or against it?



Gallup & Gilani / National Survey 2009

Note: For more details on Methodology please refer to the Methodology Section



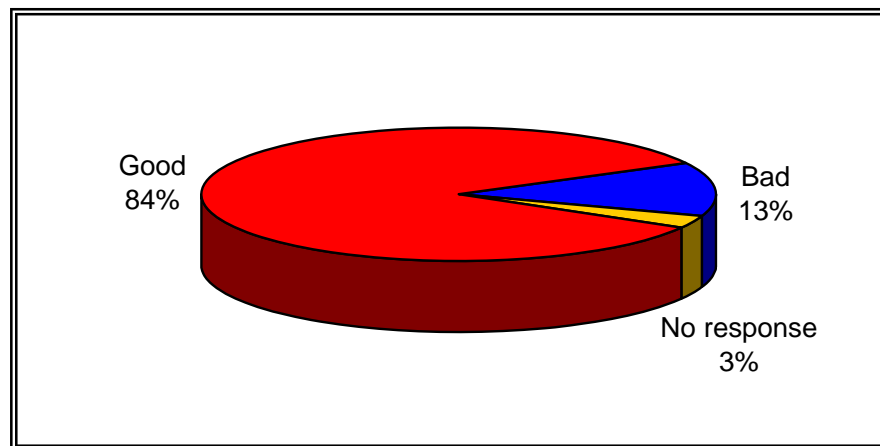
CELEBRATIONS

Wedding celebrations

IEWS ON SERVING FOOD ON WEDDINGS

WHAT WAS THE PUBLIC REACTION TO BAN ON FOOD?
WHEN THE BAN WAS IMPOSED: 1997

Question: In your opinion restrictions on wedding parties is a good step or not?



Gallup & Gilani / National Survey 1997

Note: For more details on Methodology please refer to the Methodology Section



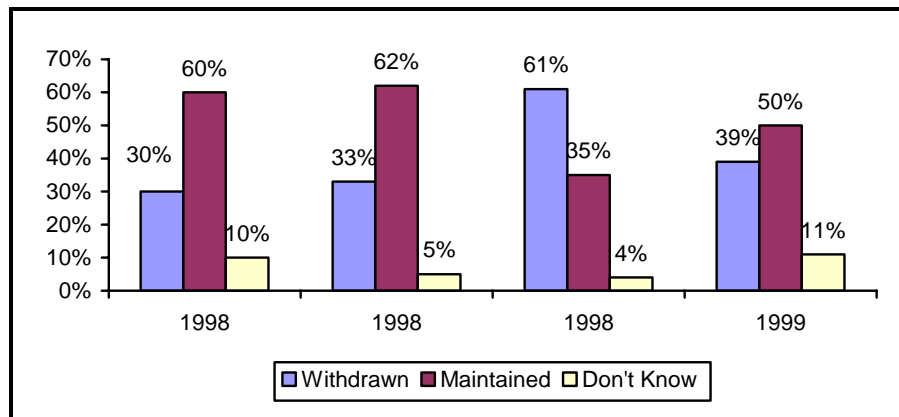
CELEBRATIONS

Wedding celebrations

VIEWS ON SERVING FOOD ON WEDDINGS

HOW THE PUBLIC OPINION CHANGED ON BAN ON FOOD?

Question: Some people believe that the restriction on serving food on weddings should be withdrawn while others think that it should be maintained. What is your opinion? (*Urban data*)



Gallup & Gilani / National Survey 1998, 1999

Note: Data is from different months of 1998.

Note: Please note that this is URBAN ONLY DATA and cannot fully depict the views of Pakistanis on food restriction on weddings.

Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



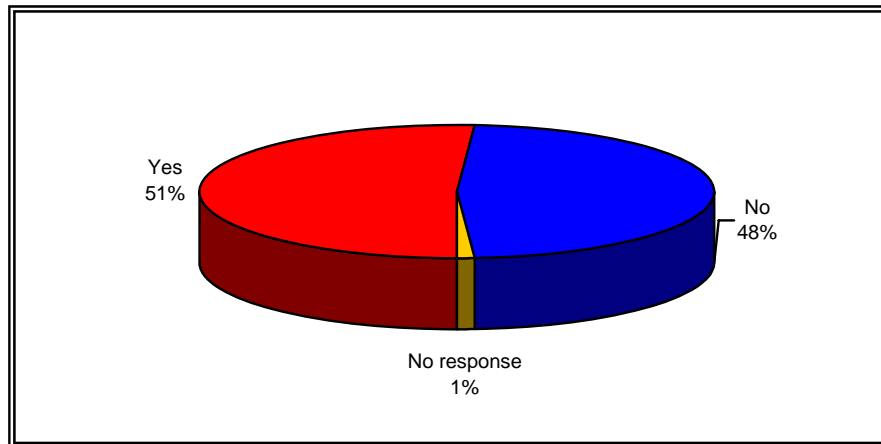
CELEBRATIONS

Wedding celebrations

IEWS ON SERVING FOOD ON WEDDINGS

WAS THE BAN ON FOOD BEING PRACTICED?

Question: In your opinion is the ban on serving food on weddings being followed? (*Urban data*)



Gallup & Gilani / National Survey 1999

Note: Please note that this is URBAN ONLY DATA and cannot fully depict the views of Pakistanis on food restriction on weddings.

Note: For more details on Methodology please refer to the Methodology Section



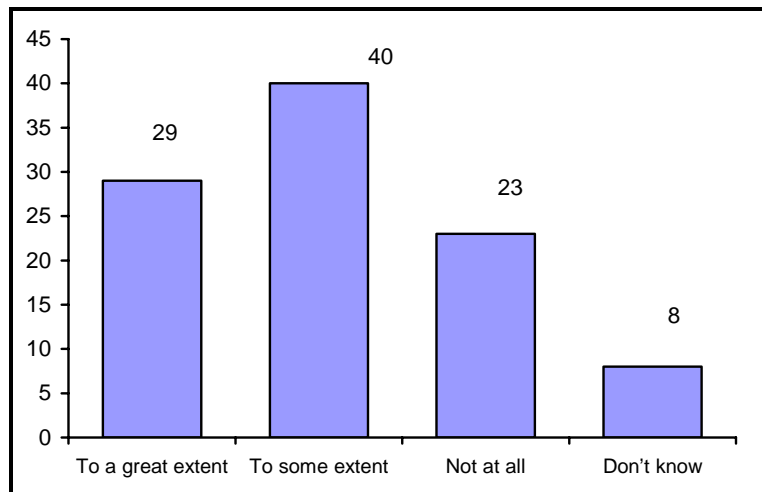
CELEBRATIONS

Wedding celebrations

VIEWS ON SERVING FOOD ON WEDDINGS

WAS THE BAN ON FOOD BEING PRACTICED?

Question: In your opinion, to what extent is the law on restriction of serving food on weddings being followed **in your neighborhood?** (*Urban data*)



Gallup & Gilani / National Survey 1999

Note: Please note that this is URBAN ONLY DATA and cannot fully depict the views of Pakistanis on food restriction on weddings.

Note: For more details on Methodology please refer to the Methodology Section



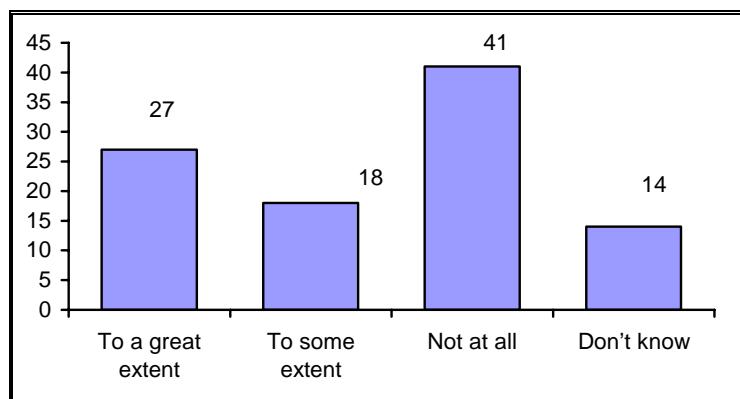
CELEBRATIONS

Wedding celebrations

VIEWS ON SERVING FOOD ON WEDDINGS

WAS THE BAN ON FOOD BEING PRACTICED?

Question: In your opinion, to what extent is the law on restriction of serving food on weddings being followed in the **country**? (*Urban data*)



Gallup & Gilani / National Survey 1999

Note: Please note that this is URBAN ONLY DATA and cannot fully depict the views of Pakistanis on food restriction on weddings.

Note: For more details on Methodology please refer to the Methodology Section



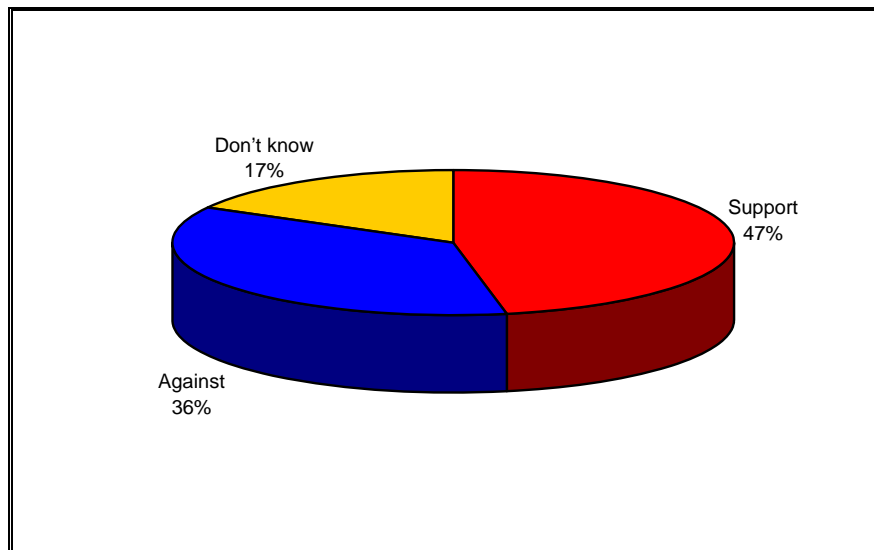
CELEBRATIONS

Wedding celebrations

VIEWS ON SERVING FOOD ON WEDDINGS

REACTION WHEN THE BAN WAS REMOVED?

Question: Recently the restriction from serving dinner at weddings has been lifted. Some people support this restriction while others are against it. What is your opinion?



Gallup & Gilani / National Survey 2002

Note: For more details on Methodology please refer to the Methodology Section

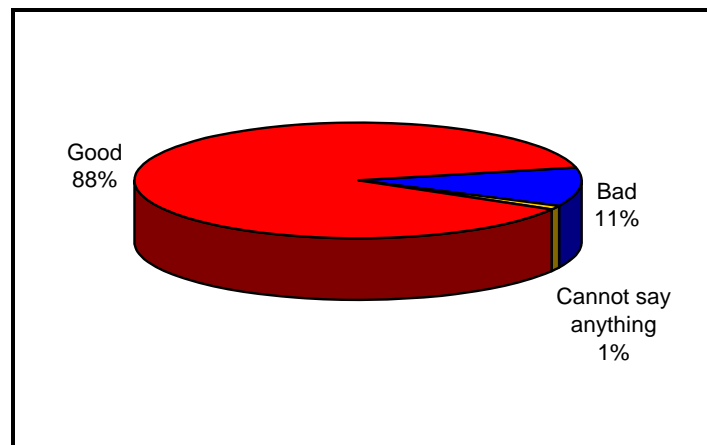


CELEBRATIONS

Wedding celebrations

SHOULD FUNCTIONS/ CELEBRATIONS END BEFORE MIDNIGHT?

Question: Recently, Sindh Government imposed Section 144 and passed an order according to which all functions being held in all marriage halls and hotels should end by twelve midnight. In your opinion is this a good decision or not?



Gallup & Gilani / National Survey 2009

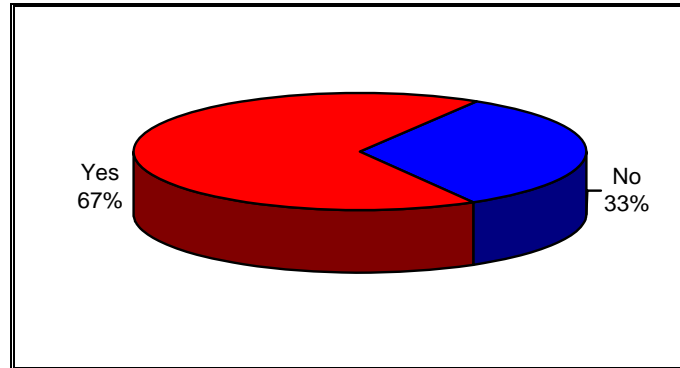
Note: For more details on Methodology please refer to the Methodology Section



CELEBRATIONS

TAKING PHOTOGRAPHS

Question: Are photographs taken on various occasions in your family?



Gallup & Gilani / National Survey 2002

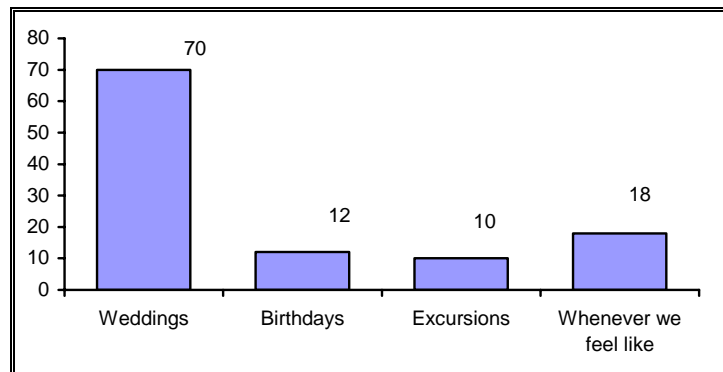
Note: For more details on Methodology please refer to the Methodology Section



CELEBRATIONS

TAKING PHOTOGRAPHS

Question: Usually on which occasion and celebration are photographs taken?*



Gallup & Gilani / National Survey 2002

* Multiple Response Question. Responses might not add to 100%

Note: For more details on Methodology please refer to the Methodology Section



SECTION 2:

CELEBRATING BASANT/SPRING FESTIVAL/ KITE FLYING

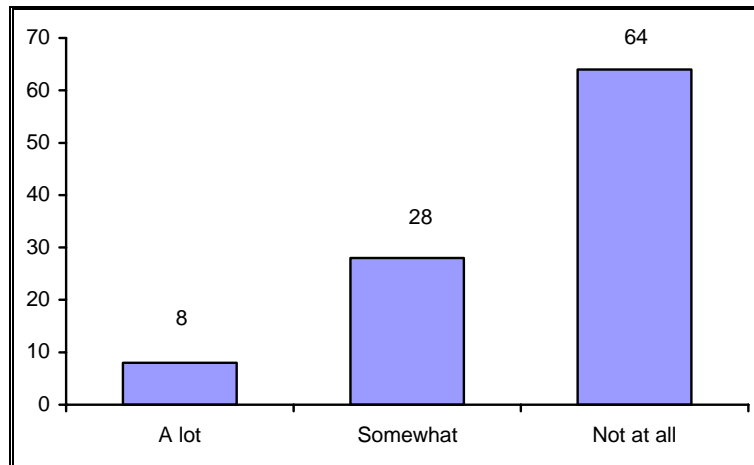
Note: For more details on Methodology please refer to the Methodology Section



BASANT

BASANT: INTEREST IN KITE FLYING

Question: How much interest do you personally take in kite flying?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2002	2007	2009
A lot	13%	9%	8%
Somewhat	24%	28%	28%
Not at all	62%	63%	64%
No Response	1%	-	-

Source: Gallup & Gilani / National Survey, 2002, 2007 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

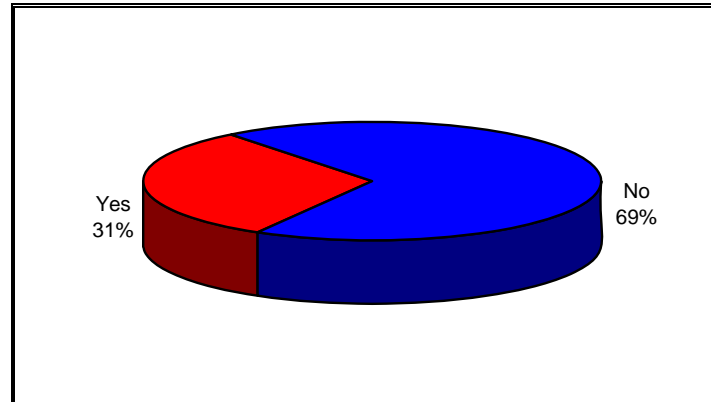
Note: For more details on Methodology please refer to the Methodology Section



BASANT

DID YOU PARTICIPATE IN KITE FLYING?

Question: Did anyone of your household get a chance to fly kites in this season?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2002	2005	2009
YES	38%	40%	31%
NO	62%	60%	69%

Source: Gallup & Gilani / National Survey, 2002, 2005 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

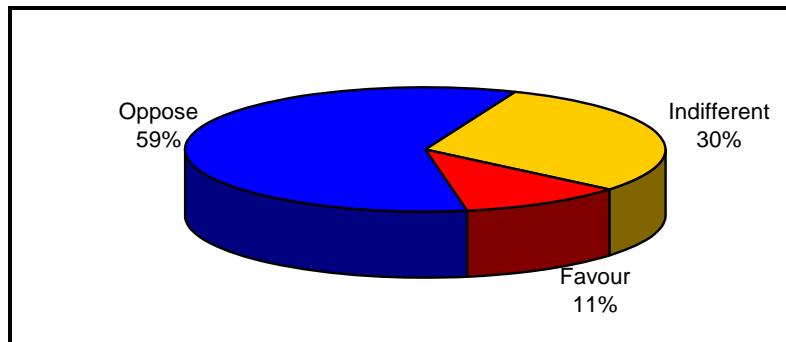
Note: For more details on Methodology please refer to the Methodology Section



BASANT

DO YOU FAVOR OR OPPOSE CELEBRATING BASANT?

Question: Some people favor celebrating Basant festival, others oppose it. Some others say that it makes no difference; who ever wants to celebrate let him do. What do you think about it?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2002	2005	2007	2009
Favor	15%	16%	16%	11%
Oppose	53%	47%	66%	59%
Indifferent	32%	37%	18%	30%

Source: Gallup & Gilani / National Survey, 2000, 2002, 2005, 2007 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

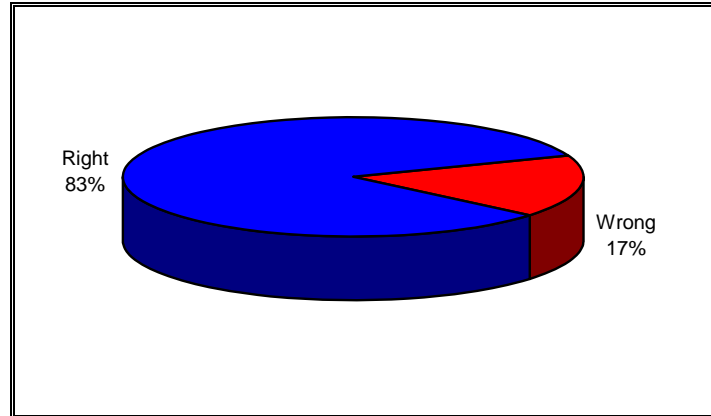
The public opinion in favor of celebrating Basant appears to have fallen over years

Note: For more details on Methodology please refer to the Methodology Section



BASANT: VIEWS ON BAN ON KITE FLYING MAJORITY FAVORED BAN WHEN IT WAS IMPOSED

Question: Last year Supreme Court banned kite flying. Do you think it was a right decision or wrong?



Source: Gallup & Gilani / National Survey, 2007

When the Ban was imposed on kite flying there was overwhelming support of the Public for the ban. The support for restriction continues.

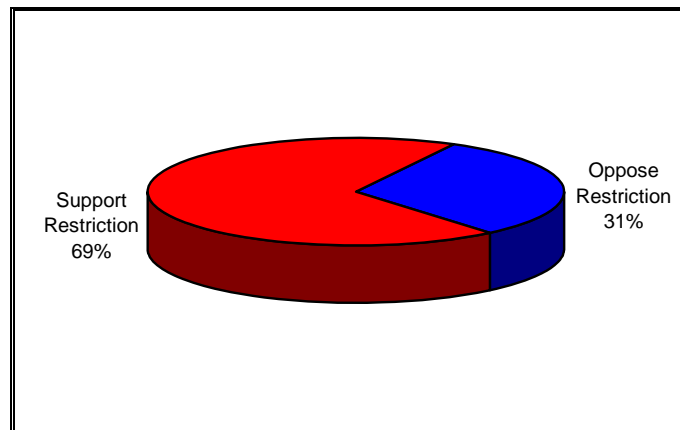
Note: For more details on Methodology please refer to the Methodology Section



BASANT

VIEWS ON BAN ON KITE FLYING MAJORITY CONTINUE TO FAVOR BAN

Question: Some people are of the opinion that there should be a restriction on celebrating Basant while others are against this restriction. Do you support or oppose this restriction?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2005	2006	2007	2009
Favor Restriction	79%	85%	65%	62%
Oppose Restriction	21%	10%	35%	38%
Don't Know	-	5%	-	-

Source: Gallup & Gilani / National Survey, 2005, 2006, 2007 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Majority appears to be in favor of the restriction on Basant celebration

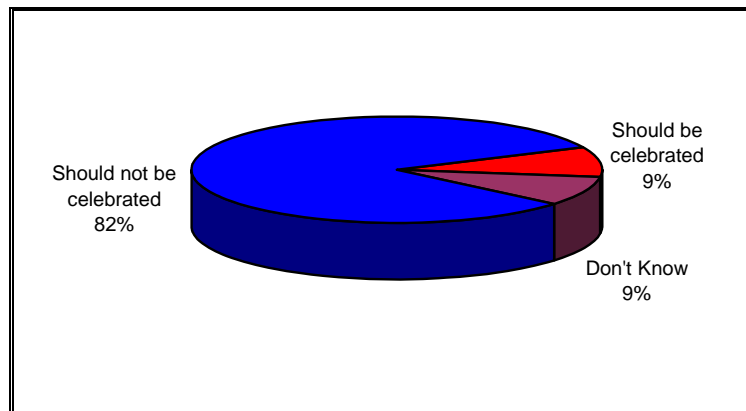
Note: For more details on Methodology please refer to the Methodology Section



BASANT

VIEWS ON BAN ON KITE FLYING LOSS OF HUMAN LIFE TRIGGERS FAVOR FOR BAN

Question: Few days back a few children died in Basant festival. Under such circumstances, in your opinion, should Basant be celebrated or not?



Source: Gallup & Gilani / National Survey, 2007

The loss of lives in Basant festival appears to be the main trigger for favoring a ban on its celebration

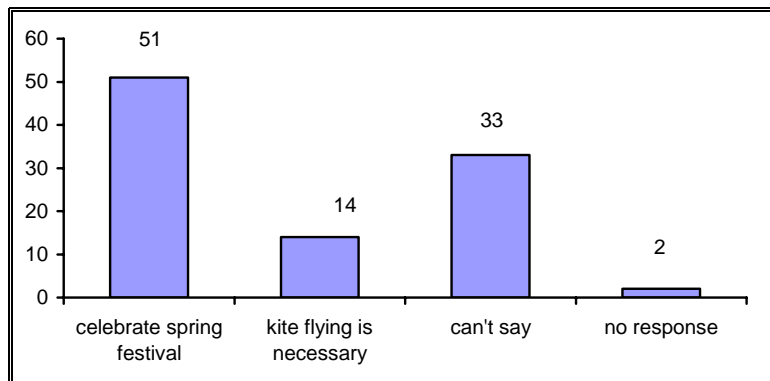
Note: For more details on Methodology please refer to the Methodology Section



FESTIVAL

BASANT: IDEAS ON SPRING FESTIVAL

Question: Some people believe that instead of kite flying, Spring Festival should be celebrated while others say that Basant cannot be celebrated without flying kites. What is your opinion?



Source: Gallup & Gilani / National Survey, 2009

Though people favor ban on kite flying, but a majority says that SPRING CELEBRATIONS should be done without kite flying.

Note: For more details on Methodology please refer to the Methodology Section



SECTION 3:

BIRTHDAY CELEBRATING

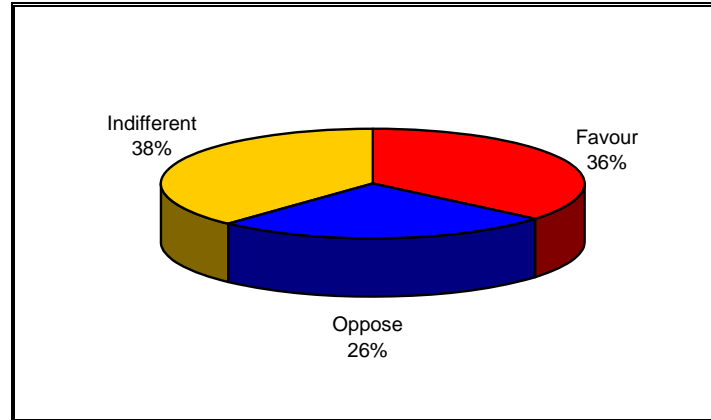
Note: For more details on Methodology please refer to the Methodology Section



BIRTHDAYS

SHOULD IT BE CELEBRATED?

Question: Some people favor celebrating Birthdays, others oppose it. Some say that it doesn't matter; who ever wants to celebrate can celebrate. What do you think?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2005	2009
Favor	30%	36%
Oppose	27%	26%
Indifferent	43%	38%

Source: Gallup & Gilani / National Survey, 2005 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

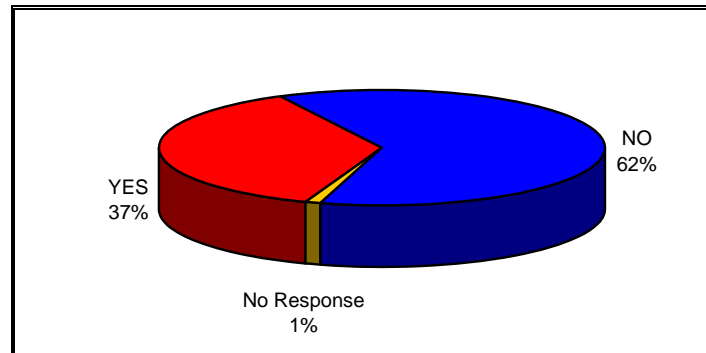
Note: For more details on Methodology please refer to the Methodology Section



BIRTHDAYS

DO YOU REMEMBER BIRTHDAY?

Question: Do you mostly remember **your own birthday**?



Source: Gallup & Gilani / National Survey, 2005

Comparative Data

	2002	2005
YES	41%	37%
NO	59%	62%
No Response	-	1%

Source: Gallup & Gilani / National Survey, 2002 and 2005

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

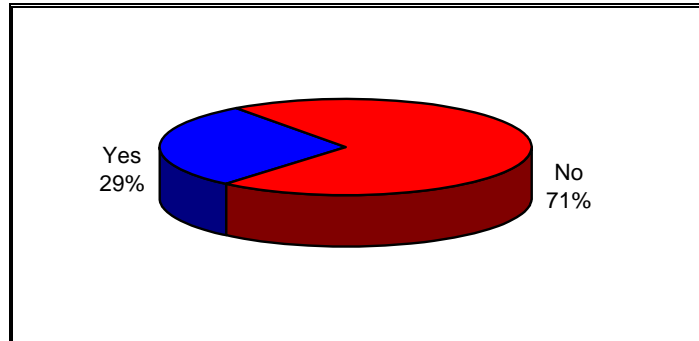
Note: For more details on Methodology please refer to the Methodology Section



BIRTHDAYS

DO YOU REMEMBER BIRTHDAY?

Question: Do you remember the birthdays of your **friends and relatives?**



Source: Gallup & Gilani / National Survey, 2005

Comparative Data

	2002	2005
Yes	33%	29%
No	67%	71%

Source: Gallup & Gilani / National Survey, 2002 and 2005

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

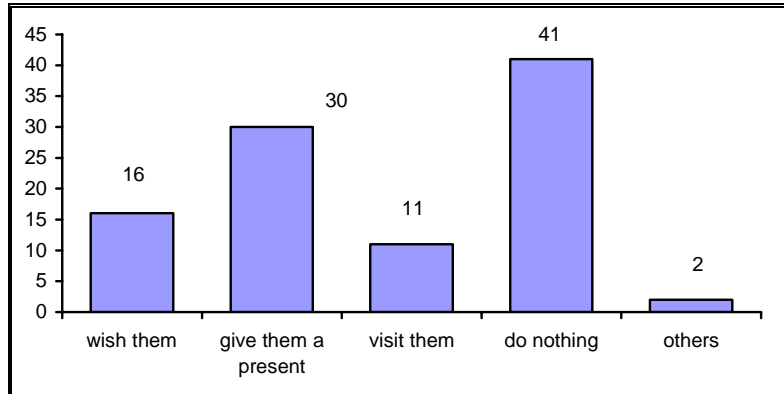
Note: For more details on Methodology please refer to the Methodology Section



BIRTHDAYS

WHAT DO YOU DO ON BIRTHDAYS?

Question: What do you mostly do on the Birthday of your friends and family members?



Source: Gallup & Gilani / National Survey, 2009

Comparative Data

	2002	2005	2009
Greet/ Wish them	17%	13%	16%
Give them present/ gift	24%	24%	30%
Visit them	8%	8%	11%
Do nothing	47%	53%	41%
Others	-	-	2%
No Response	4%	2%	-

Source: Gallup & Gilani / National Survey, 2002, 2005 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



SECTION 4:

NEW YEAR CELEBRATIONS

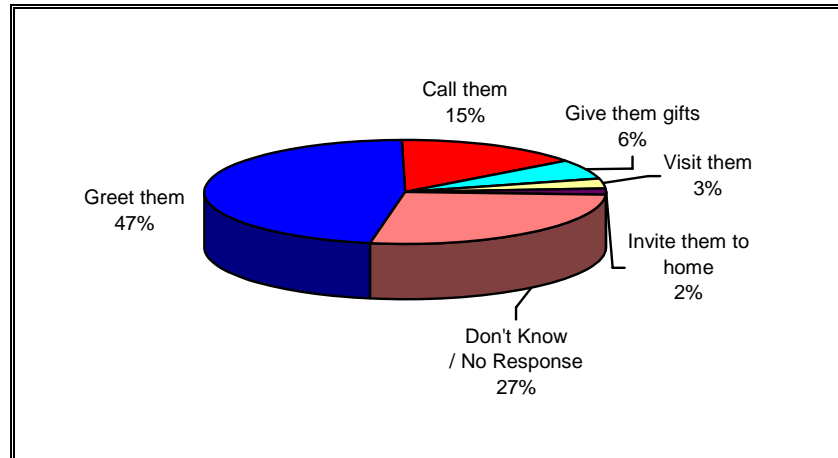
Note: For more details on Methodology please refer to the Methodology Section



NEW YEAR CELEBRATIONS

WHAT DO YOU DO?

Question: Usually how do you greet your friends on New Year?



Source: Gallup & Gilani / National Survey 2008

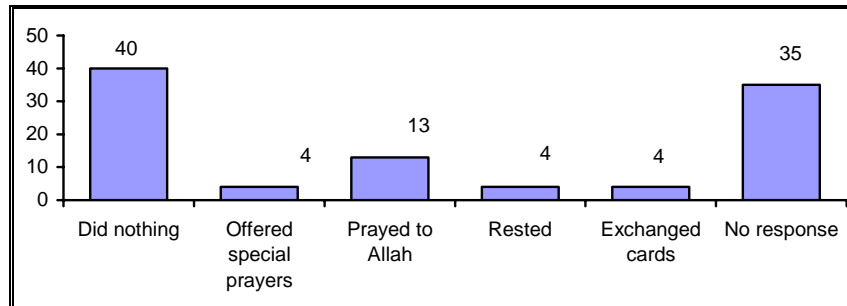
Note: For more details on Methodology please refer to the Methodology Section



NEW YEAR CELEBRATIONS

WHAT DID YOU DO?

Question: How did you welcome the New Year? (Urban Only)



Source: Gallup & Gilani / National Survey 2000

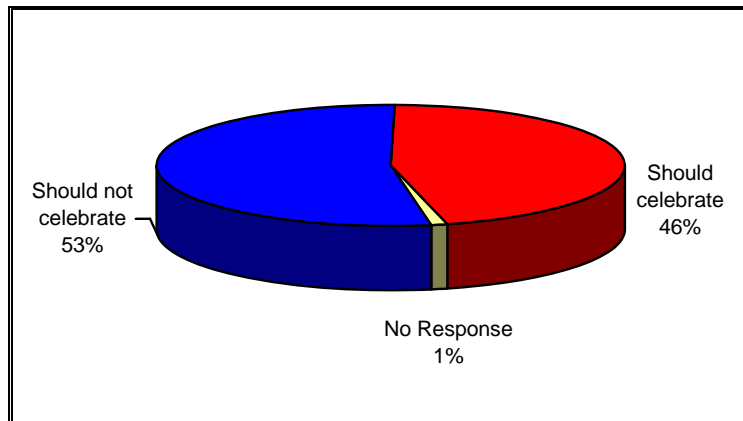
Note: For more details on Methodology please refer to the Methodology Section



NEW YEAR CELEBRATIONS

DO YOU FAVOR OR OPPOSE?

Question: Some people want to celebrate the NEW YEAR and others say that it is not a Muslim festival. Do you think that should Muslims celebrate it or not?



Source: Gallup & Gilani / National Survey 2008

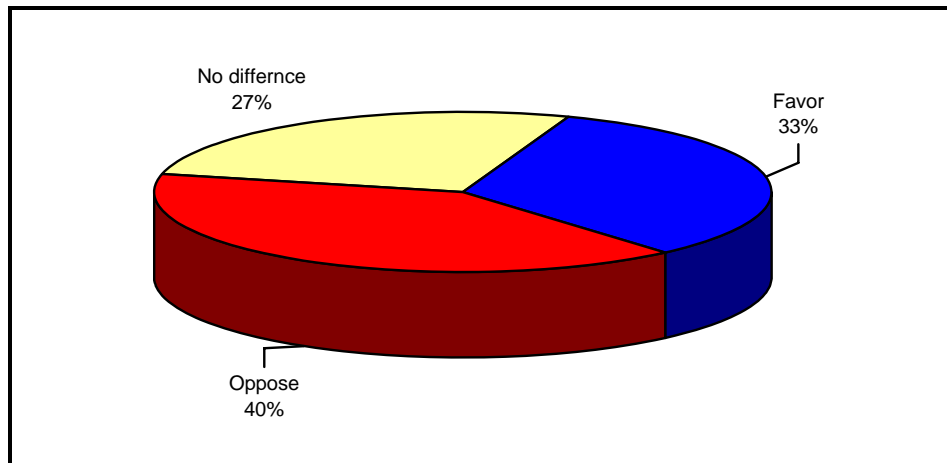
Note: For more details on Methodology please refer to the Methodology Section



NEW YEAR CELEBRATIONS

DO YOU FAVOR OR OPPOSE?

Question: Do you favor celebrating New Year or oppose it or in your opinion, it makes no difference?



Source: Gallup & Gilani / National Survey 2008

Note: For more details on Methodology please refer to the Methodology Section



SECTION 5:

CELEBRATING VALENTINE'S DAY

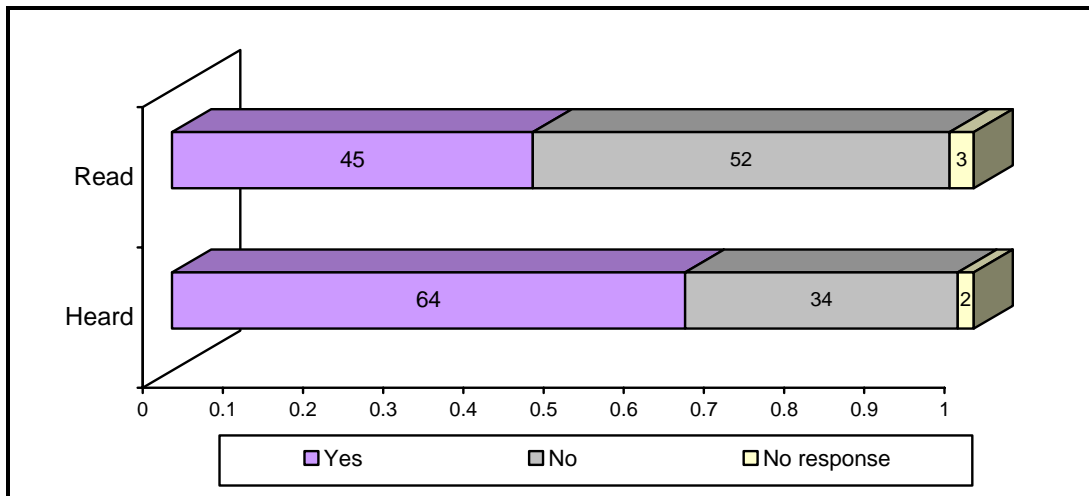
Note: For more details on Methodology please refer to the Methodology Section



VALENTINE'S DAY

HAVE YOU HEARD/ READ ABOUT IT?

Question: Recently Valentine's day was celebrated in Pakistan in the month of February. Have you heard or read any thing about it?



Source: Gallup & Gilani / National Survey 2009

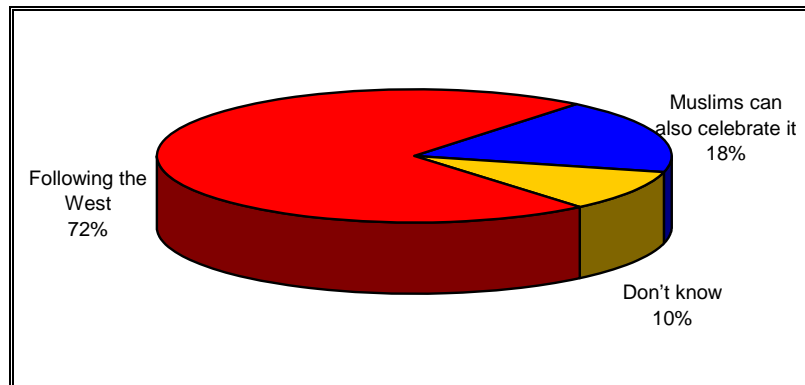
Note: For more details on Methodology please refer to the Methodology Section



VALENTINE'S DAY

CAN IT BE CELEBRATED?

Question: Some people think that by celebrating days like Valentine's Day, we are following the West, whereas others think that Muslims can also celebrate such festivals. What do you think about it?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2008	2009
Following the West	58%	72%
Muslims can celebrate it	24%	18%
Don't Know	18%	-

Source: Gallup & Gilani / National Survey, 2008, 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

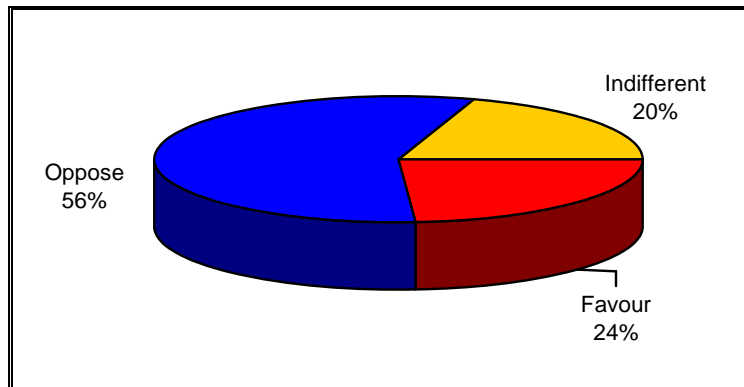
Note: For more details on Methodology please refer to the Methodology Section



VALENTINE'S DAY

CELEBRATIONS: FAVOR OR OPPOSE?

Question: Some people favor celebrating Valentine's Day, some oppose it and others think that it makes no difference; whoever wants to celebrate can celebrate it. What do you think about it?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2008	2009
Favor	24%	24%
Oppose	45%	56%
Indifferent	30%	20%
No Response	1%	-

Source: Gallup & Gilani / National Survey, 2008, 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

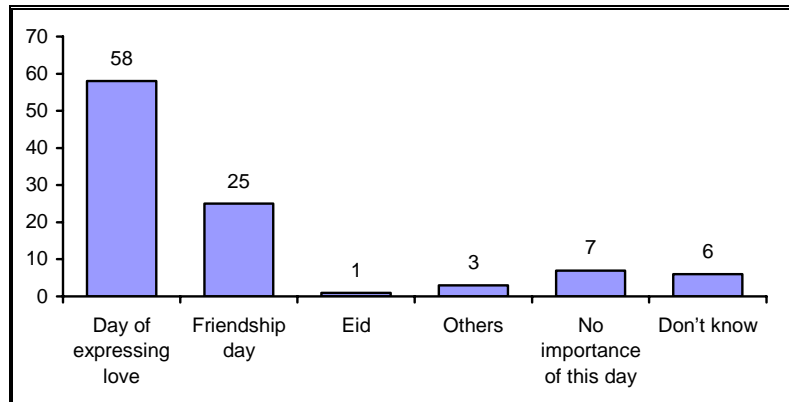
Note: For more details on Methodology please refer to the Methodology Section



VALENTINE'S DAY

PERCEPTIONS ABOUT IT?

Question: In your view, what kind of a day is Valentine's Day?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2008	2009
Day to express love	51%	58%
Friendship Day	24%	25%
Eid day	3%	1%
Others	-	3%
No Importance	-	7%
Don't Know	12%	6%
No Response	10%	-

Source: Gallup & Gilani / National Survey, 2008, 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

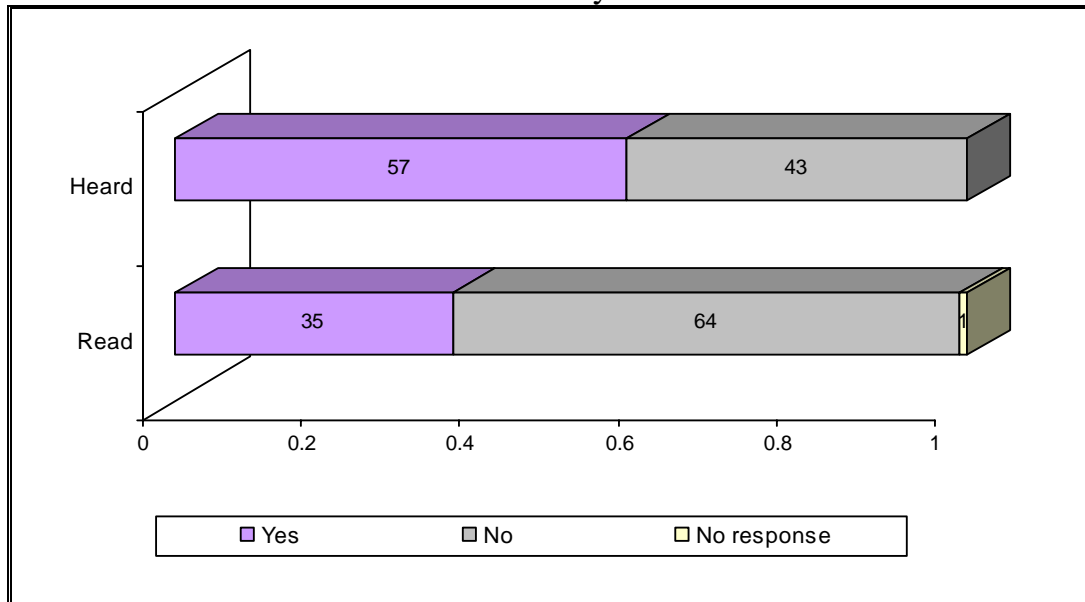
Note: For more details on Methodology please refer to the Methodology Section



MOTHERS' AND FATHERS' DAY

HAVE YOU HEARD/ READ ABOUT IT?

Question: Recently Mother's Day and Father's Day have been celebrated in Pakistan as elsewhere in the world. Have you heard or read about it?



Source: Gallup & Gilani / National Survey 2009

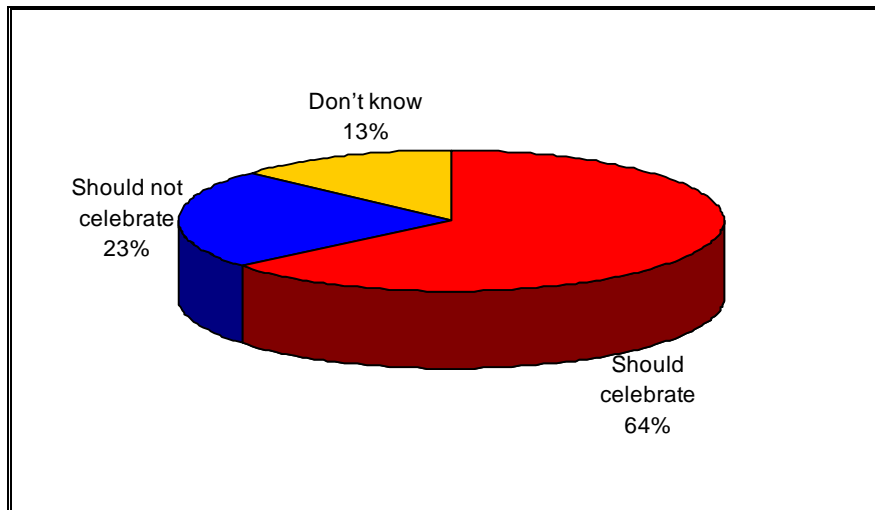
Note: For more details on Methodology please refer to the Methodology Section



MOTHERS' AND FATHERS' DAY

CAN IT BE CELEBRATED?

Question: Some people believe that Muslims should not celebrate such days as Mother's Day; while others say that there is no harm in Muslims celebrating such occasions. What is your opinion?



Source: Gallup & Gilani / National Survey 2009

Note: For more details on Methodology please refer to the Methodology Section



SECTION 6:

CELEBRATING NATIONAL EVENTS

KASHMIR DAY

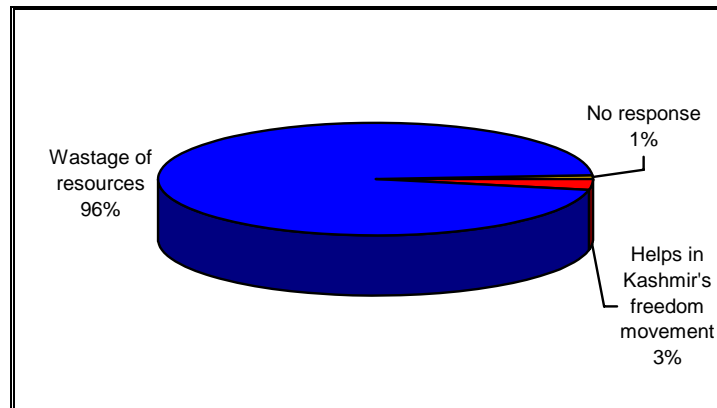
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

KASHMIR DAY: IS IT HELPFUL?

Question: Some people think that by celebrating Kashmir Day we can help in the solution for independence of Kashmir. Others think that it is a waste of time. What do you think?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2007	2009
Wastage of Resources	33%	96%
Helps in Freedom Movement	67%	3%
No Response	-	1%

Source: Gallup & Gilani / National Survey 2007, 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

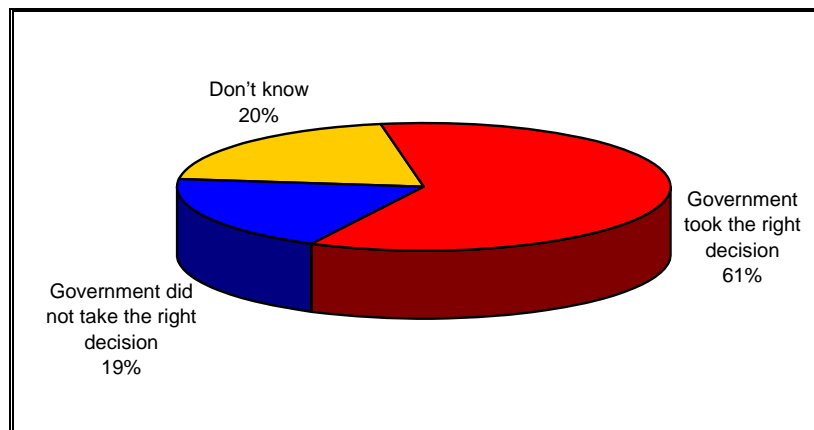
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

KASHMIR DAY: SHOULD THERE BE A HOLIDAY?

Question: Fifth February was declared a national holiday to show solidarity with the Kashmiris. Some people believe that the government did a good job by declaring a holiday while others say that we should help the Kashmiris by working for them. What is your opinion? (Urban Only)



Source: Gallup & Gilani / National Survey 2000

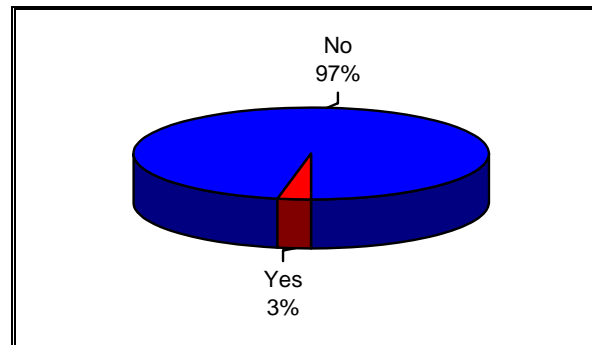
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

KASHMIR DAY: DID YOU PARTICIPATE?

Question: Recently, Kashmir Day was celebrated. There were many ceremonies on this occasion. Did you get a chance to participate in any such ceremony?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2002	2007	2009
Yes	12%	9%	3%
No	87%	91%	97%
No Response	1%	-	-

Source: Gallup & Gilani / National Survey 2002, 2007 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

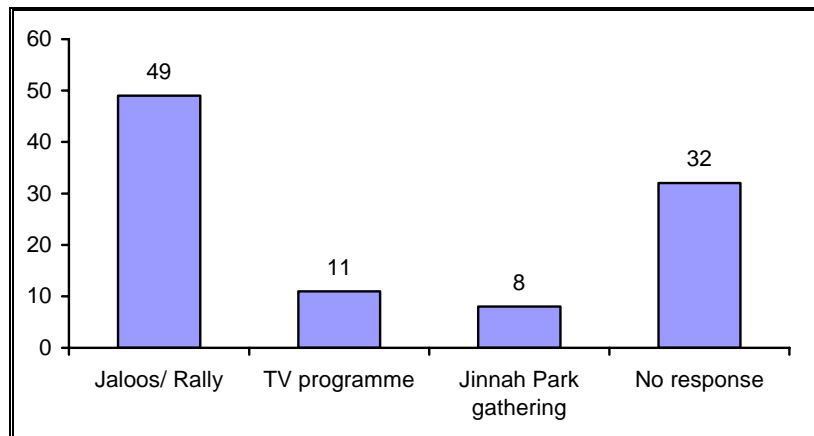
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

KASHMIR DAY: DID YOU PARTICIPATE?

Question: In what kind of activity did you participate related to Kashmir Day?
(Only those who say they have attended any gathering)



Source: Gallup & Gilani / National Survey 2009

Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

KASHMIR DAY: DID YOU PARTICIPATE? WHAT DID YOU LIKE THE MOST?

Question: If you participated in any activity in connection to Kashmir Day, which activity did you like the most? (*Only those who participated in any activity*)

Percent of Respondents

School functions	31%
Special prayers in Mosque	26%
National songs	5%
No Response	38%

Source: Gallup & Gilani / National Survey 2006

Note: For more details on Methodology please refer to the Methodology Section



SECTION 6:

CELEBRATING NATIONAL EVENTS

INDEPENDENCE DAY

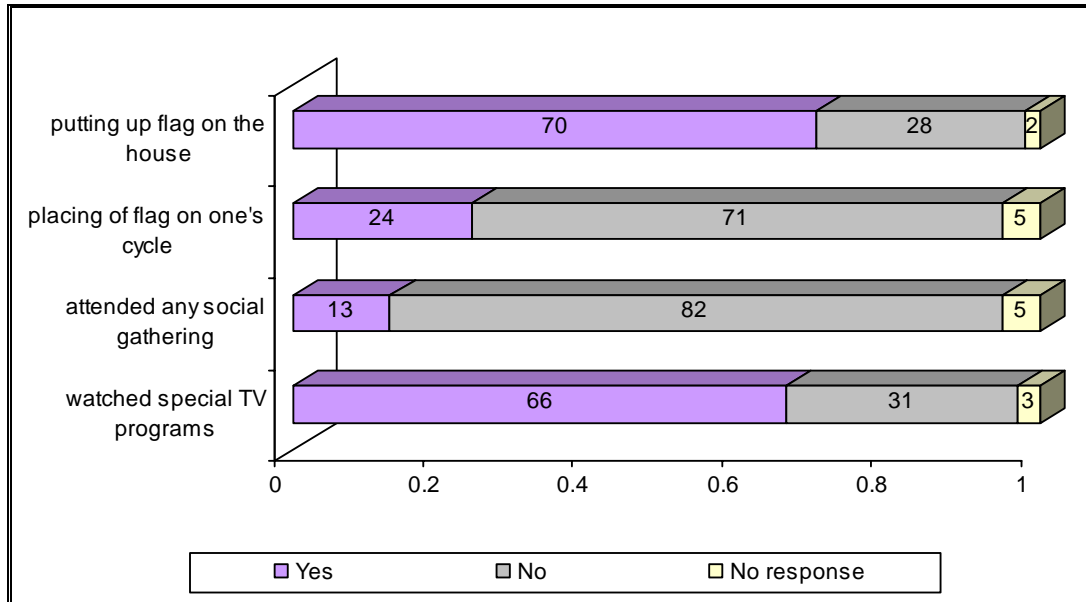
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

INDEPENDENCE DAY: DID YOU PARTICIPATE?

Question: Did you have a chance to participate in which of the following activities related to Independence Day?



Source: Gallup & Gilani / National Survey 2009.

Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

INDEPENDENCE DAY: DID YOU PARTICIPATE?

Question: Did you have a chance to participate in which of the following activities related to Independence Day?

Comparative Data

	2000*	2002**	2007**	2009**
Flag hoisting at House	67%	66%	65%	70%
Flag on car/ motor cycle/ cycle	12%	30%	27%	24%
Watched Special Programs	-	57%	51%	66%
Attended a Social Gathering	7%	16%	11%	13%
No Response	14%			

Source: Gallup & Gilani / National Survey 2000, 2002, 2007 and 2009

- * **Question is different from the rest of the years:** How did you celebrate Independence Day this year?
- ** Question: Did you have a chance to participate in which of the following activities related to Independence Day? **Only those who say YES to each activity are shown in the table for respective years.**

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

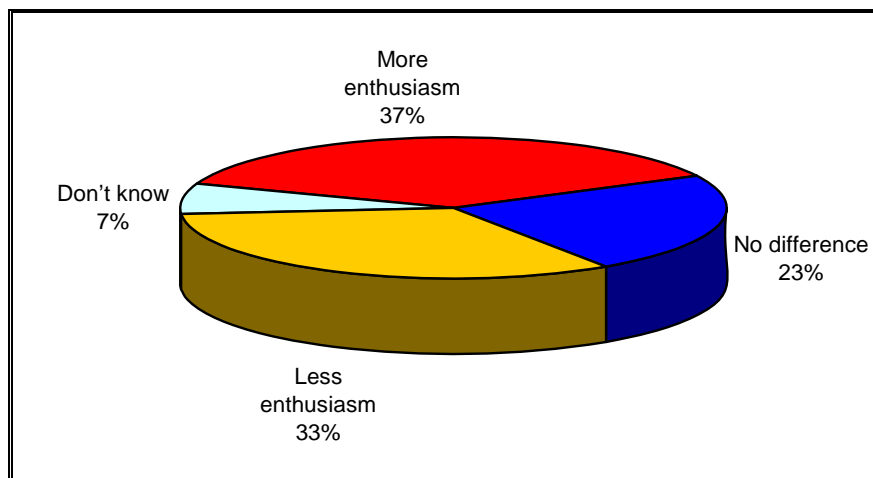
Note: For more details on Methodology please refer to the Methodology Section



NATIONAL EVENTS

INDEPENDENCE DAY: WAS IT CELEBRATED WITH THE SAME ENTHUSIASM?

Question: Some people think that this year Independence Day was celebrated with greater fervor and enthusiasm than last two three years and others say there was not much difference. What do you think?



Source: Gallup & Gilani / National Survey 2009

Comparative Data

	2002	2007	2009
It was celebrated with Greater Fervor	37%	26%	37%
It was celebrated with Less enthusiasm	33%	31%	33%
There was No Change	23%	35%	23%
Don't Know/ No Response	7%	8%	7%

Source: Gallup & Gilani / National Survey 2000, 2002, 2007 and 2009

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



SECTION 7:

EID CELEBRATIONS

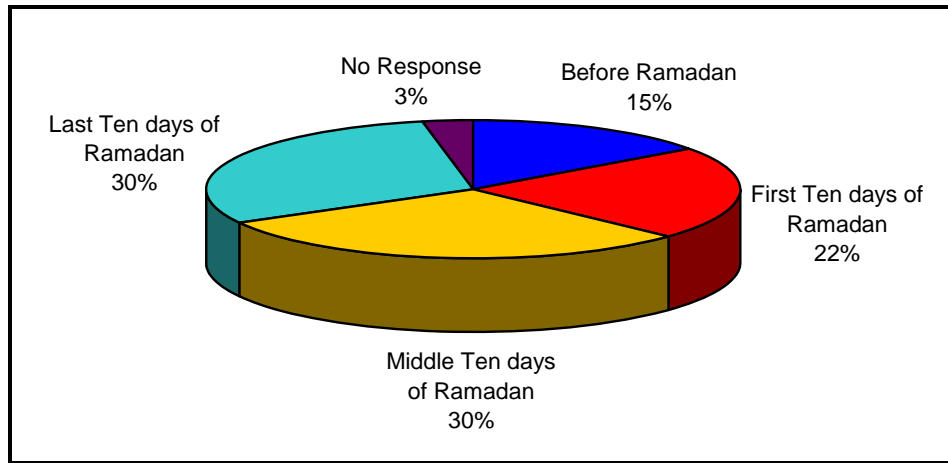
NOTE: Only selected Opinions on Eid Celebrations are presented here. Further Details on this Issue can be seen elsewhere.



EID CELEBRATIONS

SHOPPING FOR EID

Question: When do you usually do shopping of clothes and shoes etc. for Eid?



Source: Gallup & Gilani / National Survey, 2008

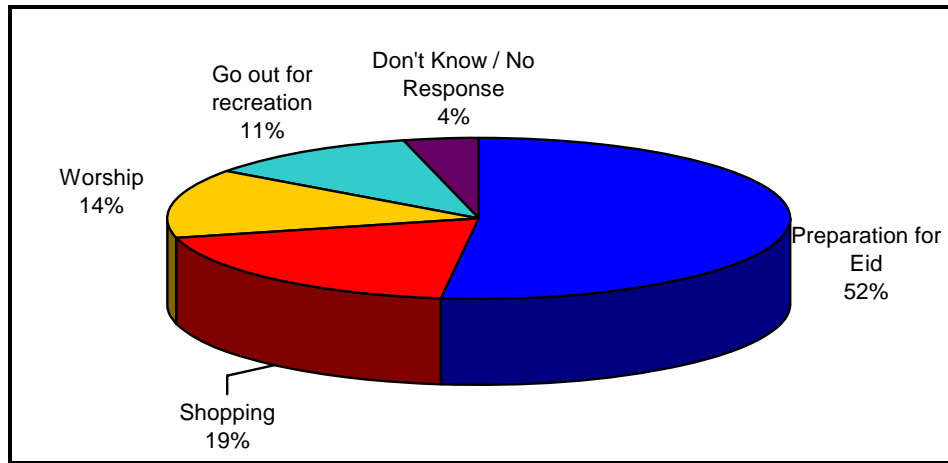
Note: For more details on Methodology please refer to the Methodology Section



EID CELEBRATIONS

MOON NIGHT (EID) ACTIVITIES

Question: What do you usually do on Moon night (night before Eid)?



Source: Gallup & Gilani / National Survey, 2008

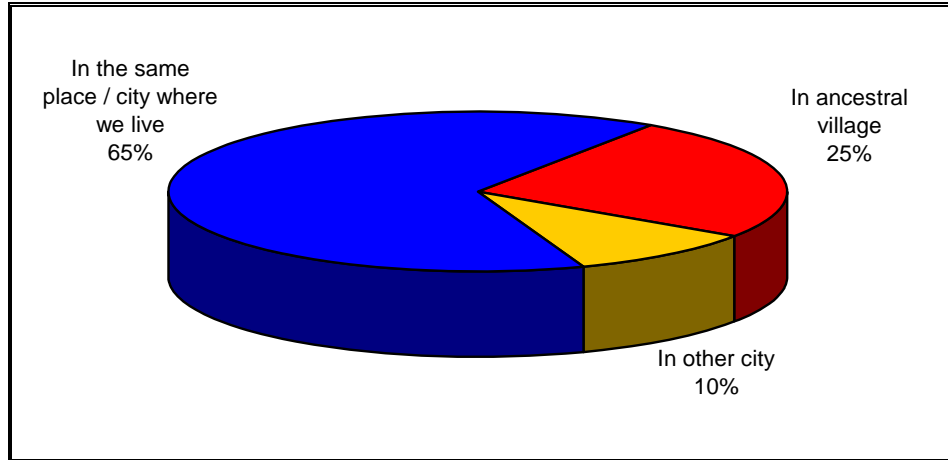
Note: For more details on Methodology please refer to the Methodology Section



EID CELEBRATIONS

WHERE DO YOU CELEBRATE?

Question: Where do you mostly celebrate Eid?



Source: Gallup & Gilani / National Survey, 2008

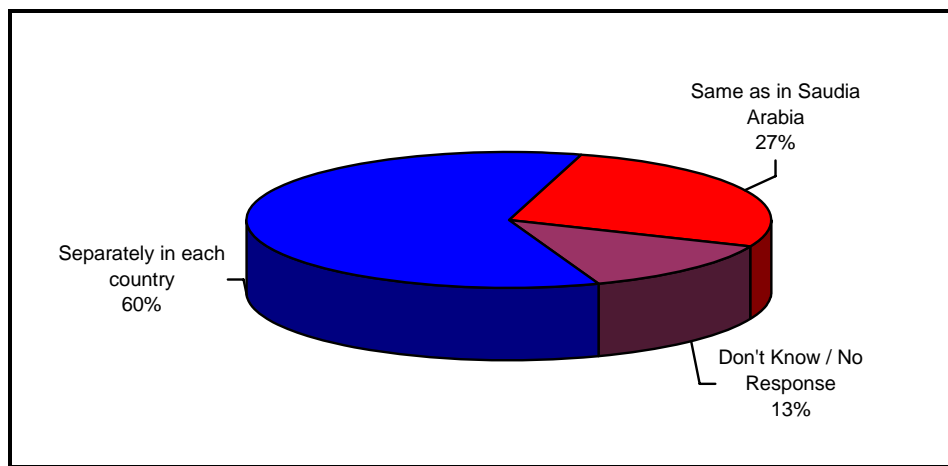
Note: For more details on Methodology please refer to the Methodology Section



EID CELEBRATIONS

TIMINGS OF EID SHOULD IT BE THE SAME IN ALL COUNTRIES?

Question: Some people think that Eid should be celebrated in all countries on the same day as Eid is celebrated in Kaaba (*Saudi Arabia*). Others think that Eid should be celebrated in each country on their own day (*according to Moon sighting*). What do you think?



Source: Gallup & Gilani / National Survey, 2008

Note: For more details on Methodology please refer to the Methodology Section



EID CELEBRATIONS

FOOD ON EID DAY

Question: What do you usually eat on the Eid morning?

	<i>Percent of Respondents</i>
Sawaiyan	60%
Sheer Khorma	15%
Kheer / Firmi	11%
Sweets	6%
Halwa	4%
Ras malai	2%
No Response	2%

Source: Gallup & Gilani / National Survey 2006

Note: For more details on Methodology please refer to the Methodology Section



METHODOLOGY

Note: For more details on Methodology please refer to the Methodology Section



METHODOLOGY

The results presented here are from multiple *nation wide house hold surveys* carried out by Gallup and Gilani over the last three decades (1980-2010)

- **SAMPLE PROFILE:**

The respondents in these surveys range from *1000-2500 men and women of age 18 years and above* spread across the *rural and urban* areas of the *four provinces* of the country. They represent different age groups, education status and socio economic profile

Those which are urban only samples have been mentioned.

- **INTERVIEWING MODE:**

Face to Face, in-house interviews

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling

- **SAMPLING TOLERANCE:**

Error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

- **VALUES/ PERCENTAGES:**

Note: For more details on Methodology please refer to the Methodology Section



All values given in this report are percentages unless otherwise specified.

- **NOTE ON COMPARATIVE SECTIONS:**

Caution should be taken in interpreting results in comparative sections of the report. The purpose of having comparative data is to show a broad trend in timeline rather than providing a statistical difference in opinions. This caution is based on following major considerations:

- The exact question wordings may vary across the years where comparison is drawn
- The methodology and sample size may vary
- The timeline is not uniform, we have provided data at two or more points in time as available.

DISCLAIMER

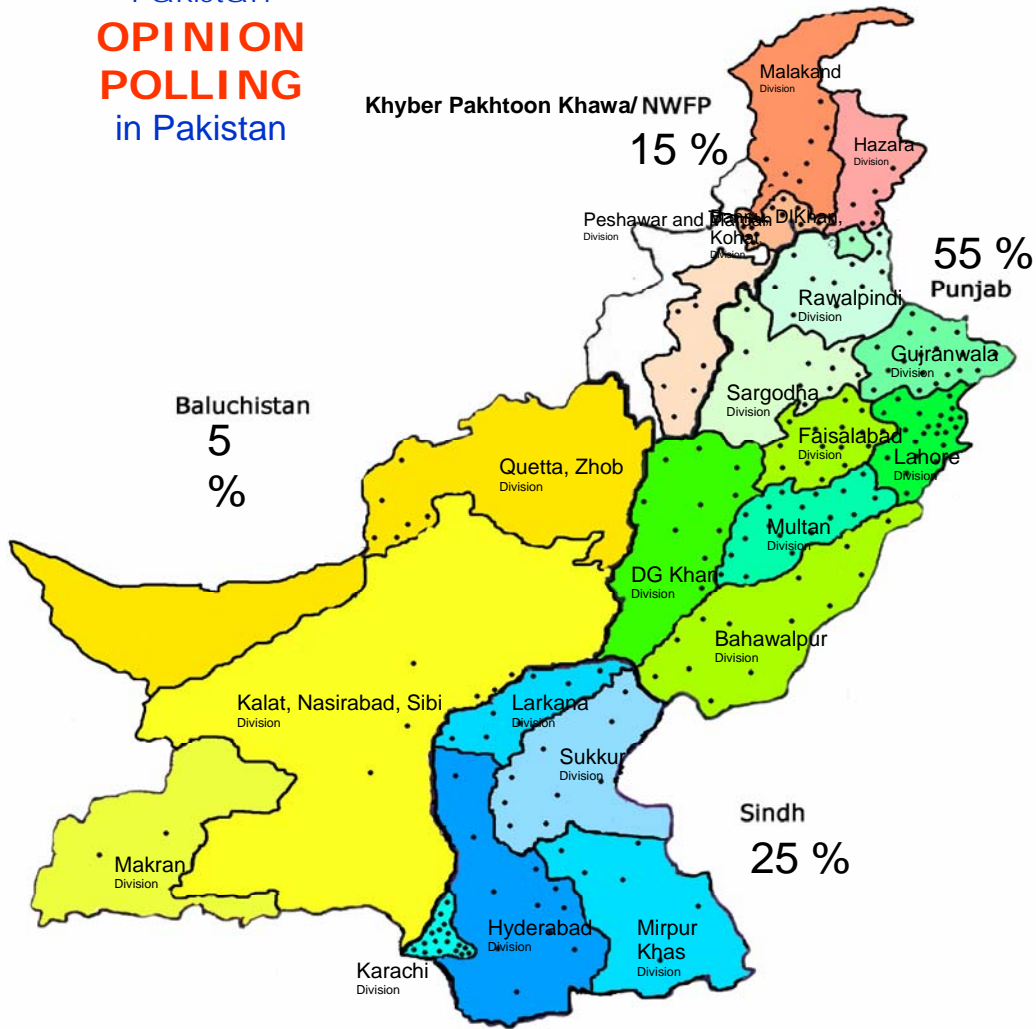
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PROPREITORY INFORMATION

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Gallup & Gilani
Pakistan
**OPINION
POLLING**
in Pakistan



REPRESENTS

Statistical Cross-section: Gender, Age, Income, Education, Region & Language

Universe: ~45,000 villages; 60,000 Urban Census Blocks

Note: For more details on Methodology please refer to the Methodology Section



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