

**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.*

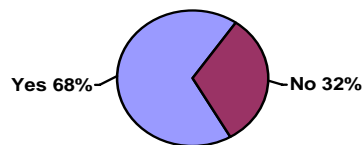
## **Valentine's Day: Surprisingly Two Third of Pakistanis Claim to Know of it; of them 22% Support, 54% Oppose, and 24% are Indifferent: GILANI POLL/GALLUP PAKISTAN**

Islamabad, February 22, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, two thirds of all Pakistanis (68%) claim to be aware of Valentine's Day celebrations in the country and 32% are not. Amongst those who know about Valentine's Day, 22% support celebrating it, 54% oppose while 24% are indifferent. About Muslims celebrating Valentine's Day, 69% believe it is a western tradition, 25% claim even Muslims can celebrate this day and 6% were unsure. According to 56% it is a day of expressing love, 26% say Valentine's Day is for friendship, and the remaining cited others (12%) and day for happiness (2%) while 4% were unsure.

A nationally representative sample of men and women from across the country were asked "Since the past few years, Valentine's day has been celebrated in Pakistan. Have you heard or read about it?" Sixty eight percent (68%) said they are familiar with this day, whereas 32% have no idea. It is seen that a proportionately higher percentage of men as compared to women claim to have heard or read about celebrating Valentine's day in Pakistan.

*"Since the past few years, Valentine's day has been celebrated in Pakistan. Have you heard or read about it?"*



Source: Gilani Poll conducted by Gallup Pakistan, 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))

In a follow up question, the respondents were asked "Some people believe that by celebrating such occasions we follow western culture, whereas others believe that even Muslims can celebrate Valentine's Day. What is your opinion?" Sixty nine percent (69%) think that it is not a part of our culture therefore by celebrating such days we follow the western traditions, 25% believe that even Muslims can celebrate Valentine's Day whereas 6% were unsure.

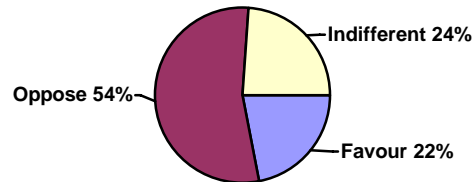
*"Some people believe that by celebrating such occasions we follow western culture, whereas others believe that even Muslims can celebrate Valentine's Day. What is your opinion?"*



Source: Gilani Poll conducted by Gallup Pakistan, 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))

To find out if people favour celebrating Valentine's Day or not, the respondents were asked "Some people are in the favour of celebrating Valentine's Day, some oppose it, while others believe that whoever wants to celebrate it should be allowed to, it doesn't really matter. What is your opinion?" Twenty two percent (22%) appear to support celebrating this day, while 54% oppose the idea. 24% of the respondents believe it is not an issue and whoever wants to celebrate it should be allowed to do so. It is seen that a proportionately higher percentage (61%) of respondents between the age of 30-50 do not favour celebrating Valentine's Day.

*"Some people are in the favour of celebrating Valentine's Day, some oppose it, while others believe that whoever wants to celebrate it should be allowed to, it doesn't really matter. What is your opinion?"*



Source: Gilani Poll conducted by Gallup Pakistan, 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))

The respondents were then asked "In your opinion what kind of day is Valentine's Day?" Fifty six percent (56%) believe it is a day of expressing love, 26% said it is a day of friendship, and 2% called it a day of happiness. Twelve percent, 12% cited other options, such as Valentine's Day is the day to spend lavishly, ordinary day and etc. The remaining 4% of the respondents were unsure.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2581 men and women in rural and urban areas of all four provinces of the country, during February 2010. 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](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://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](http://www.gallup.com.pk)

For any queries please contact:  
Ms. Saadia Khalid  
Assistant Manager (Research)

Phone: +92-51-2655630  
E-mail: [saadia.khalid@gallup.com.pk](mailto:saadia.khalid@gallup.com.pk)