

Iqbal Day, Nov 9

REFLECTIONS, PERCEPTIONS & FAVORITES

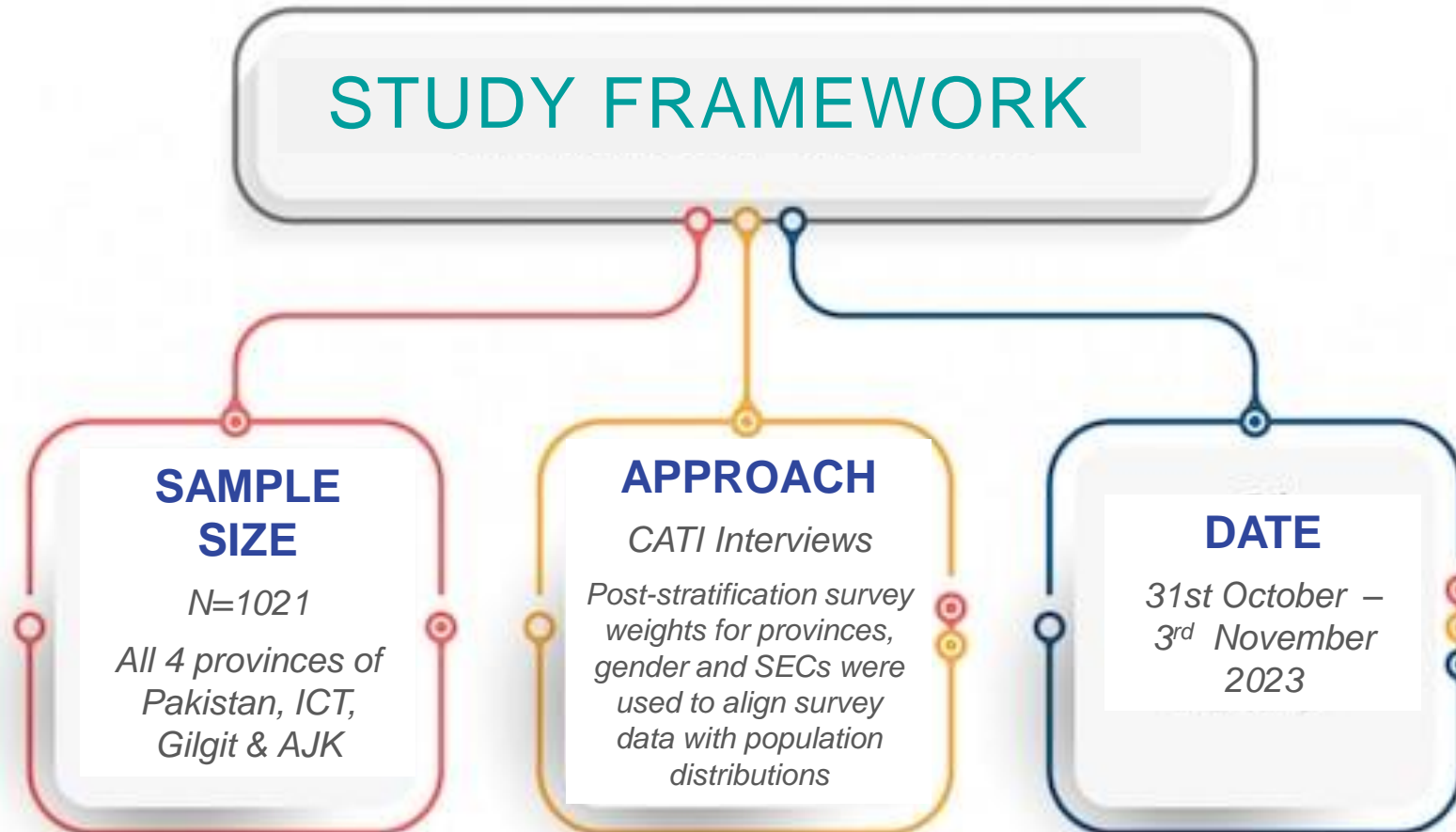
Ipsos Nationwide Survey in Pakistan

8th November, 2023

GAME CHANGERS



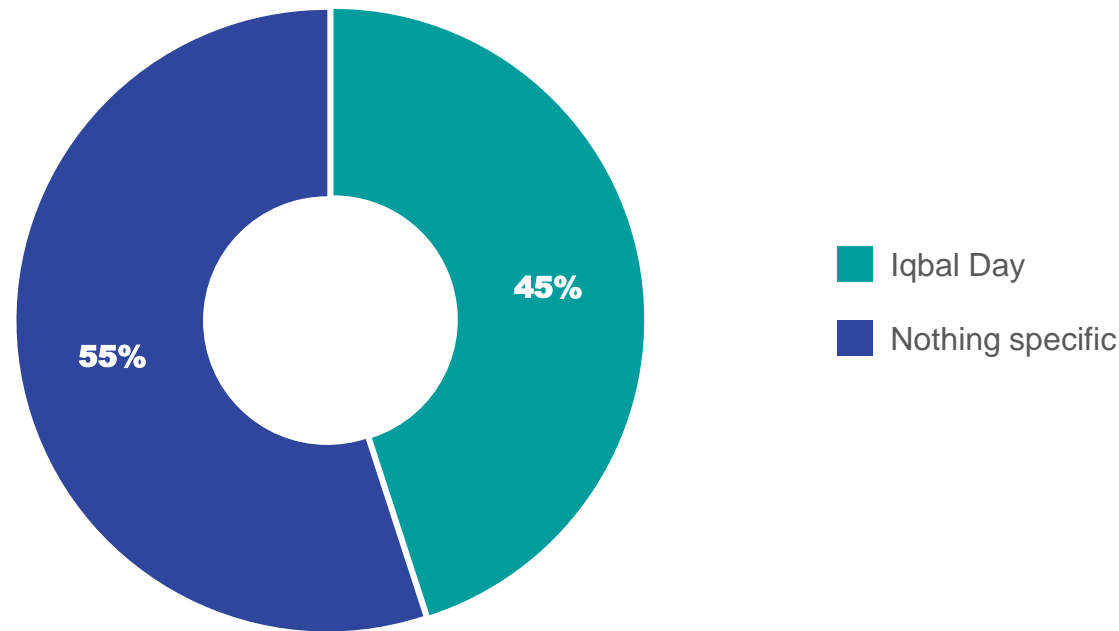
METHODOLOGY



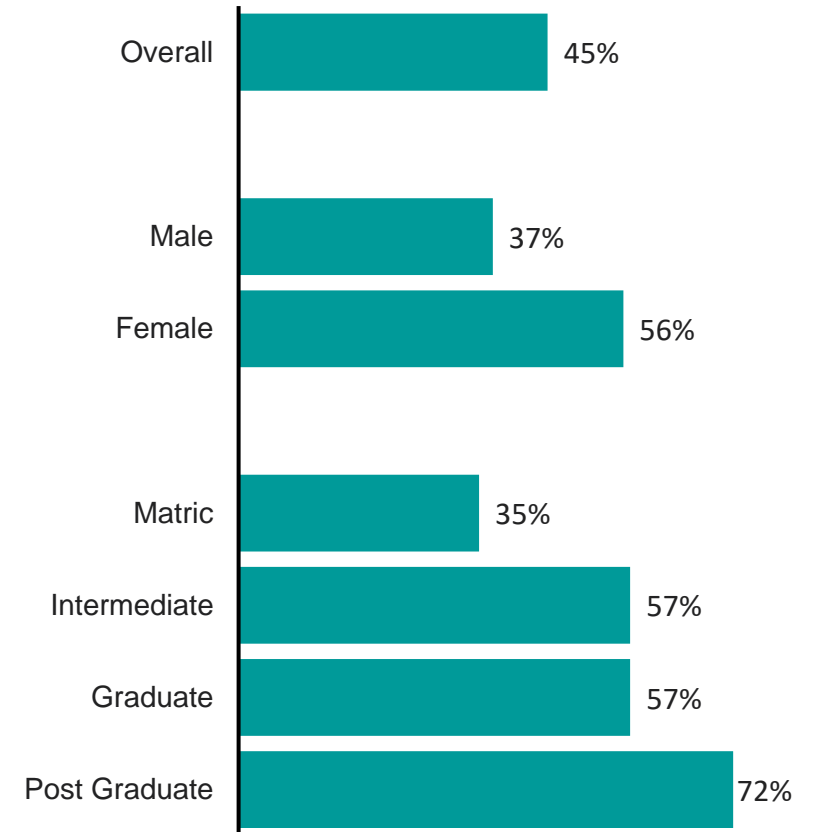
This study had no external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think & feel about their world.

Nearly half of Pakistanis correctly recognize the importance of 9th Nov as Iqbal Day. Women tend to be more knowledgeable than men in that recognition. Respondents' education level plays an important role in such awareness

Q. What do you know associated with 9th November in the context of Pakistan?

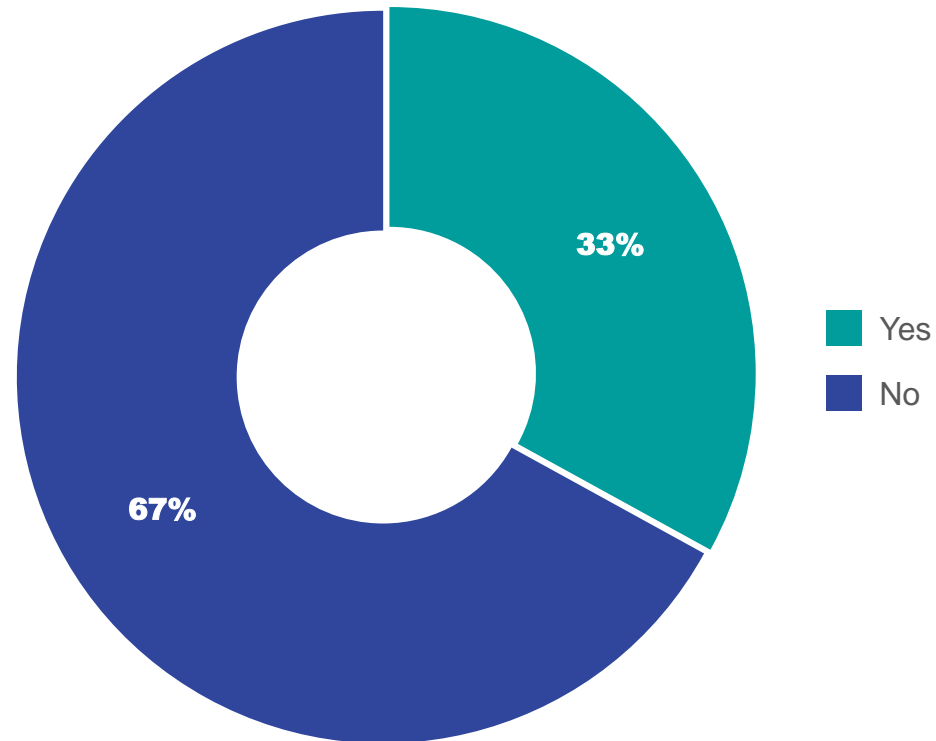


Profile of those who correctly recognize 9th Nov as Iqbal day

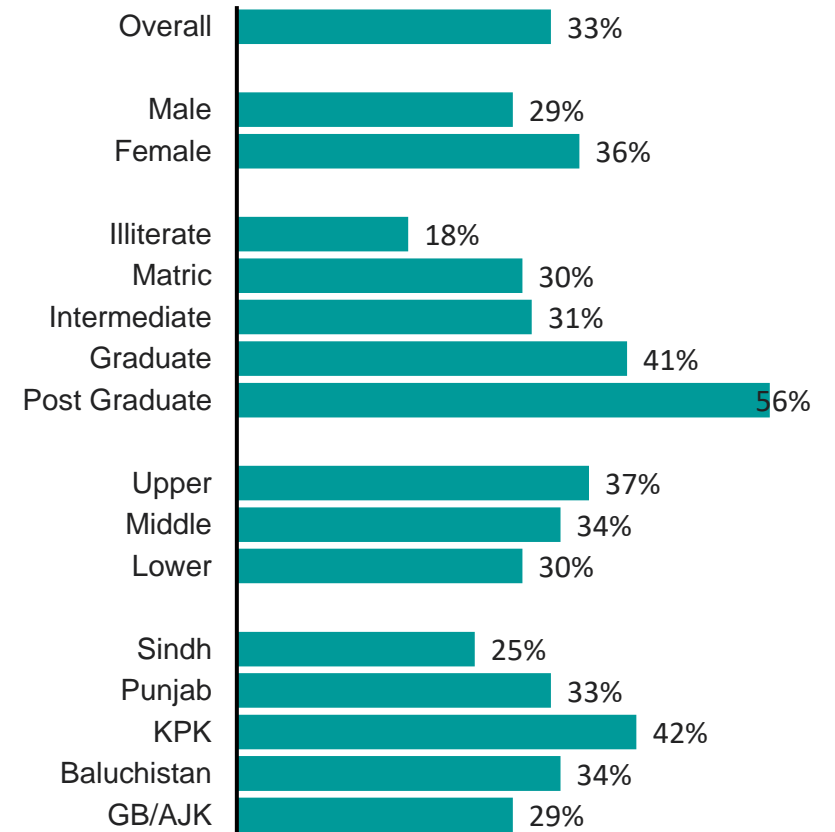


One-Third Pakistanis express passion for poetry, with Khyber Pakhtunkhwa leading most among provinces. More educated, upper income groups and women are more indulged in poetry.

Q. Do you have an interest in poetry?



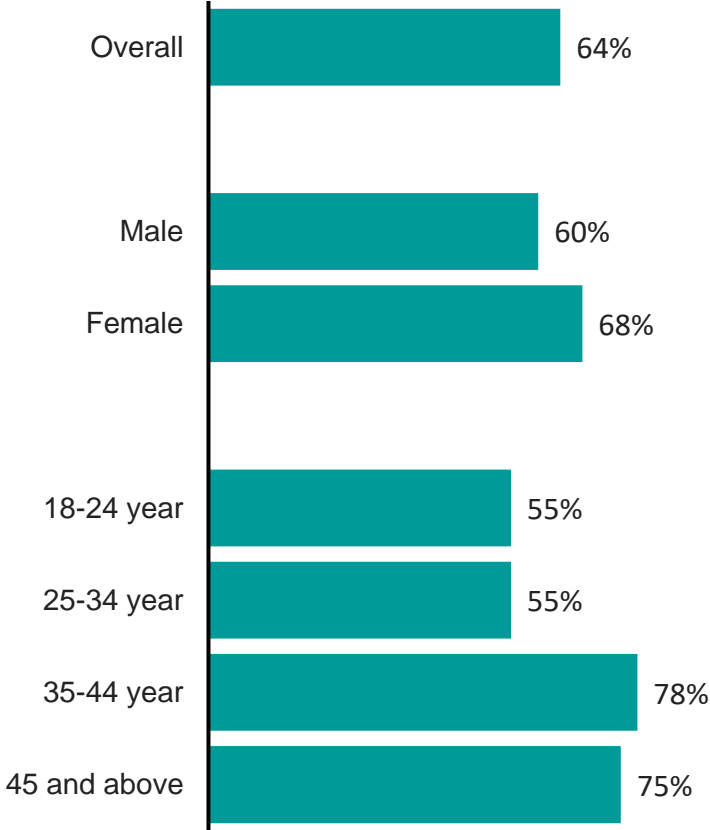
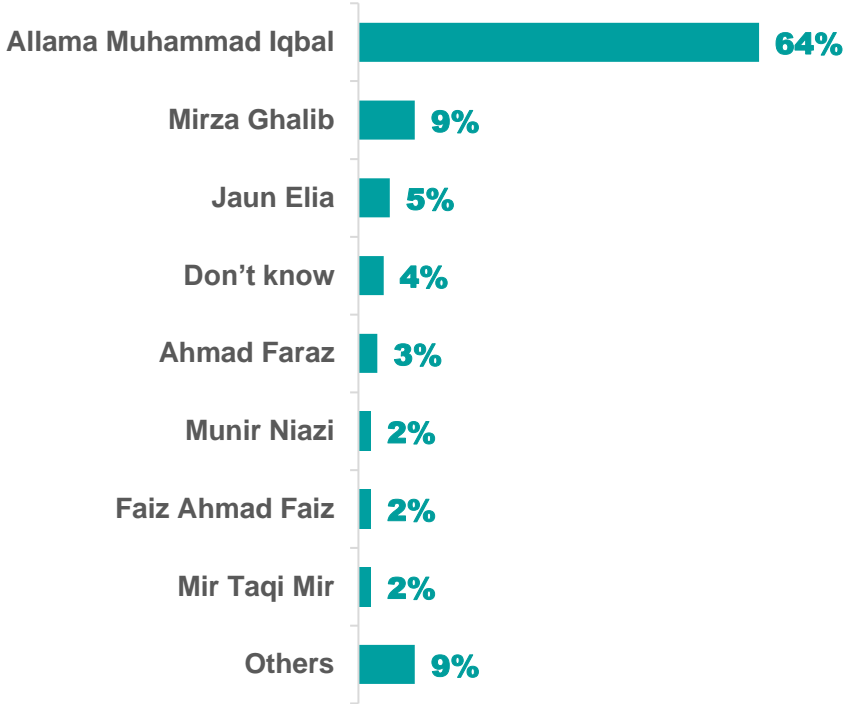
Profile of respondents having interest in Poetry.



Two-Third majority of poetry enthusiasts in Pakistan favor Allama Dr. Muhammad Iqbal as their favorite poet, being particularly more popular among females. Younger Pakistanis' affection towards Iqbal is significantly lower than adults

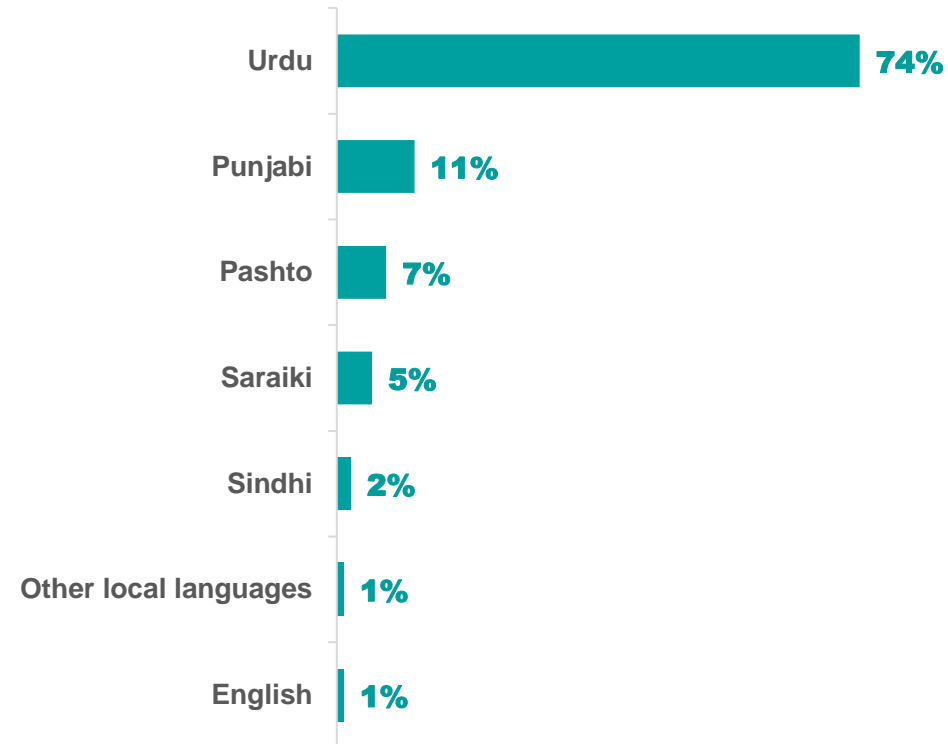
Q. Who is your favorite poet?

Respondents citing Iqbal as their favorite poet.



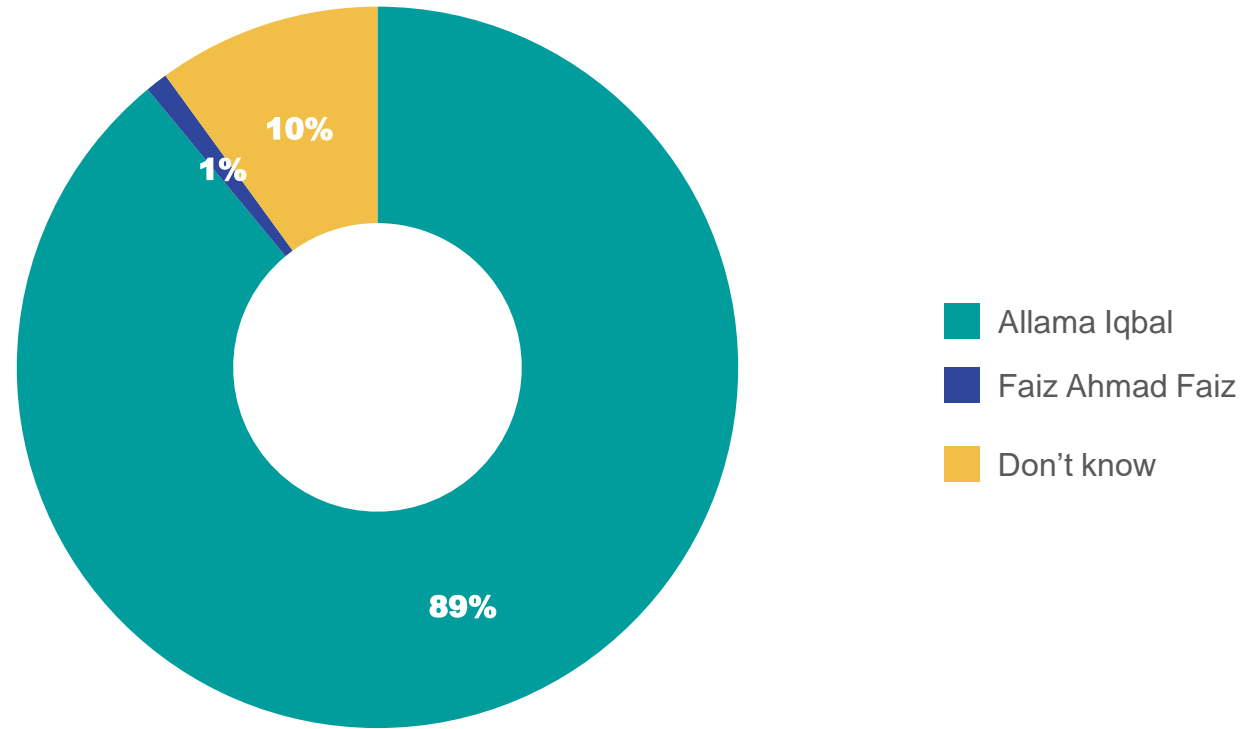
Urdu poetry captures the interest of 3 in 4 of Pakistanis, followed by Punjabi at 11% and Pashto at 7%.

Q. In which language of poetry, you are most interested in?



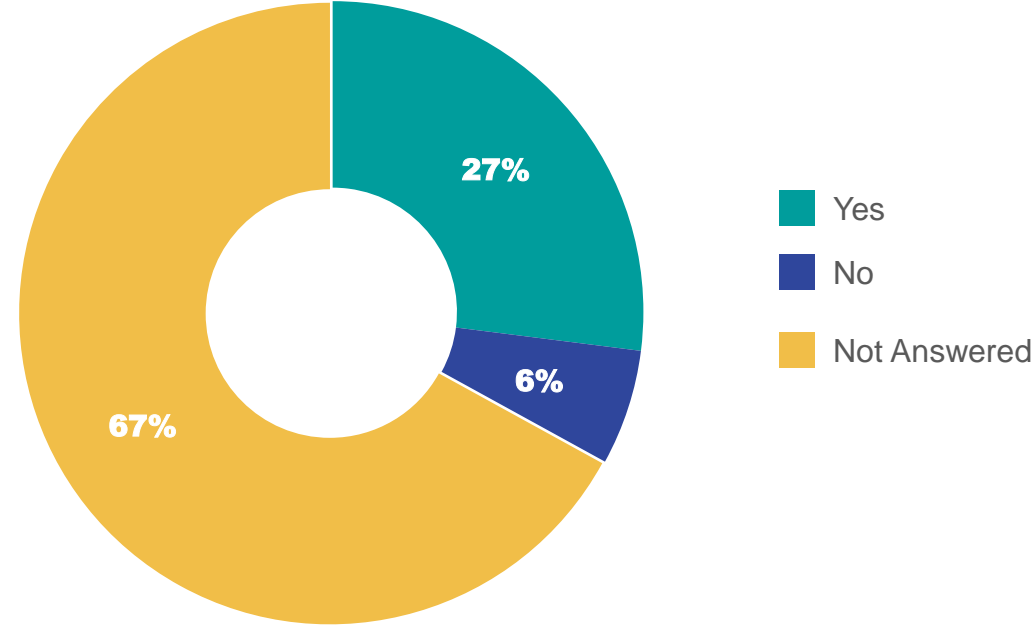
9 in 10 Pakistani correctly recognize Allama Iqbal as a National poet

Q. Who is Pakistan's national poet?

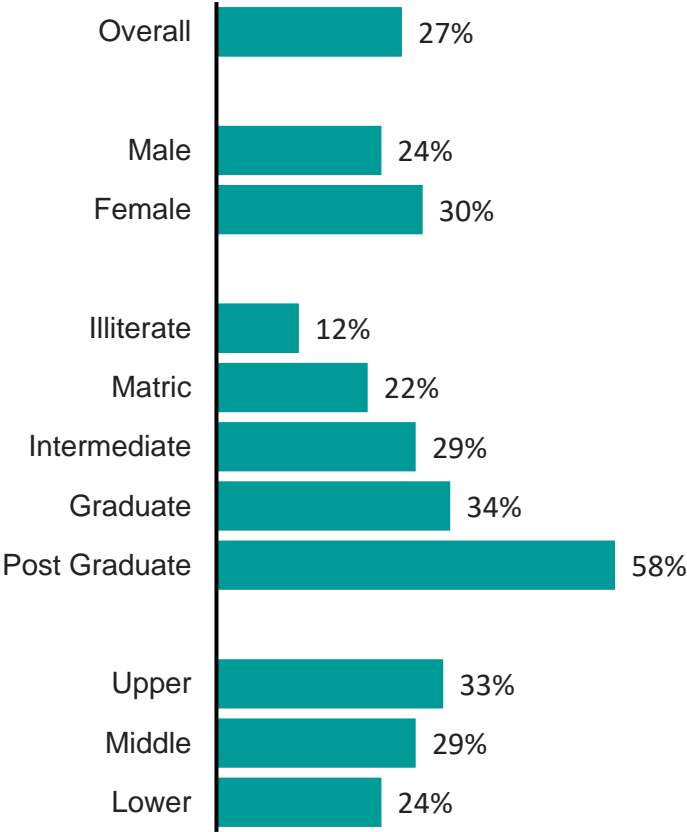


Only 3 in 10 Pakistanis have read the poetry of Allama Muhammad Iqbal, with Post Graduates respondents leading at 58% among those who have read his works.

Q. Have you read the poetry of Allama Muhammad Iqbal?

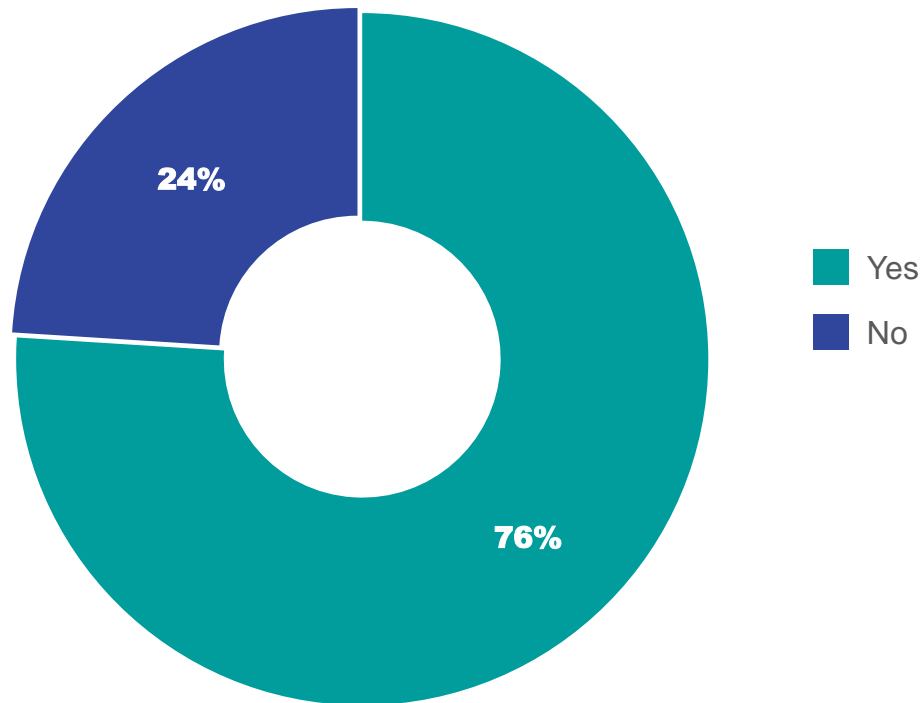


Profile : Those who read the poetry of Iqbal

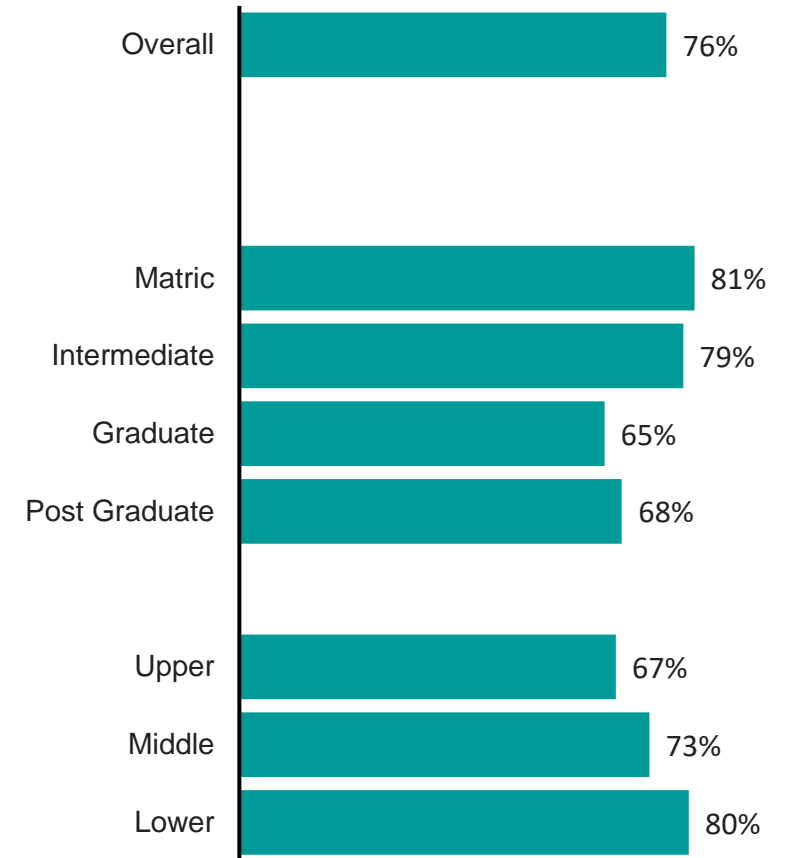


An overwhelming majority (76%) of Pakistanis advocate for 9th November to be declared a public holiday in Pakistan, with strong support coming from school and college students and individuals in lower socio economic class.

Q. Should 9th November (Iqbal Day) be a public holiday in Pakistan?



Profile : Those who advocate that 9th November should be National Holiday



THANK

YOU

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GAME CHANGERS

