

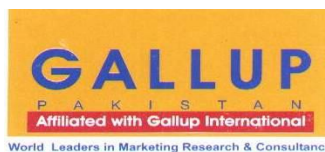


Eid Survey

Detailed Report

(Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data)

By



August 4th, 2014



Table of Contents:

EXECUTIVE SUMMARY

Highlights

Topic 1: Sehr and Iftar during Ramadan

Item 1.1: Normally what do you like to eat for Sehri?

Item 1.2: Normally, what do like to eat at Iftar time?

Topic 2: Spirituality during Ramadan

Item 2.1: How particular are you about observing fasts during the month of Ramadan?

Item 2.2: Kindly tell us which of the following activities do you do during Ramadan and which of these do you avoid?

Topic 3: Eid Shopping

Item 3.1: During Ramadan, different people like to shop at different times. Normally around what time do your household members go for shopping during Ramadan?

Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data



Executive Summary

Topic 1: Sehr and Iftar during Ramadan

The respondents were asked what they usually liked to eat for sehri. In response, **45%** said they liked to eat roti/salan or rice, **39%** said paratha/chai and **24%** replied with milk/yogurt. **3%** of the respondents didn't eat anything for sehri and 2% did not observe sehri, while **1%** did not respond.

Respondents were also asked what they liked to eat at iftar time. **32%** of the respondents favored pakoray/samosay, **28%** liked to eat fruits, while **25%** were not particular about what they ate and **20%** said they ate roti/salan. **12%** of those asked said that they liked to eat chaat etc. and **1%** did not respond.

Topic 2: Spirituality during Ramadan

People were asked about the regularity with which they observed fasts during the month of Ramadan. Responding to this, **59%** said they were very particular about observing fasts, **34%** said they were somewhat particular, **3%** said they were not particular at all and **4%** did not respond.

People were also asked about activities that they actively tried to avoid and those that they tried to take part in during Ramadan. Responding to this, **95%** and **91%** respectively, prayed and recited the Quran. **64%** people said they read religious books, while **35%** said they did not; **74%** offered taraweeh while **25%** did not; **83%** watched religious programs while **16%** did not; **91%** tried to avoid lying while **8%** did not; **88%** tried to help the poor while **11%** did not; **75%** sent iftar to relatives and neighbors while **25%** did not. On the other hand, **88%** of the respondents tried to avoid watching movies during Ramadan while **11%** watched them. **87%** of the respondents tried to avoid listening to songs during Ramadan but **12%** did not.

Topic 3: Eid Shopping

Respondents were asked about the favored time for Eid shopping in their household during Ramadan. **37%** of the respondents said they usually shopped in the afternoon, **29%** said they shopped during the morning and **25%** of the respondents went for Eid shopping after iftar. **7%** of the respondents said that the time after taraweeh was most favored in their household for Eid shopping and **2%** did not respond.



TOPIC 1

Sehr and Iftar during Ramadan

This Topic has 2 items. Key Findings for each of them are provided ahead in this section

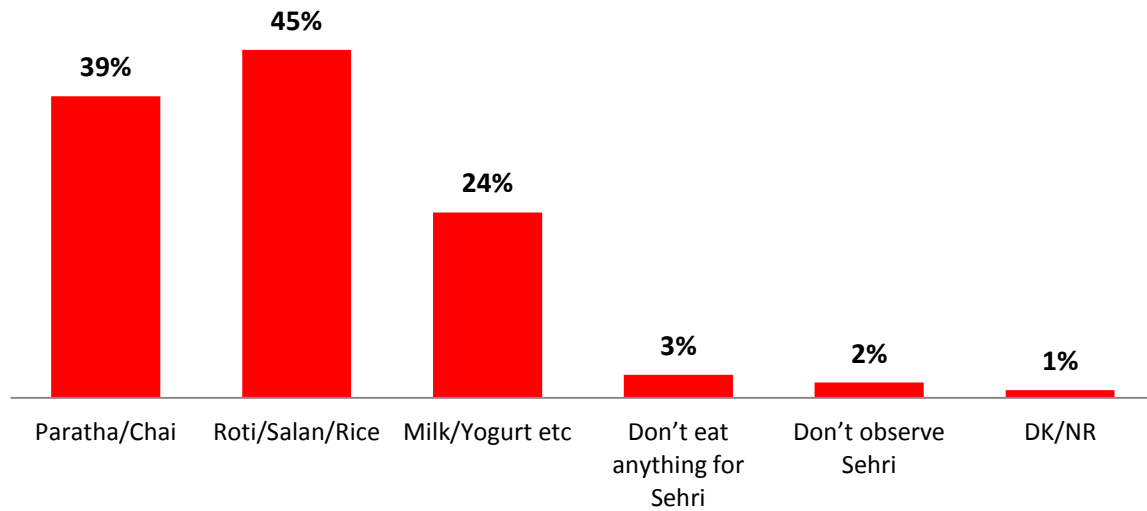


[BLANK PAGE]



Item 1.1: Key Finding

Question: **Normally what do you like to eat for Sehri?**

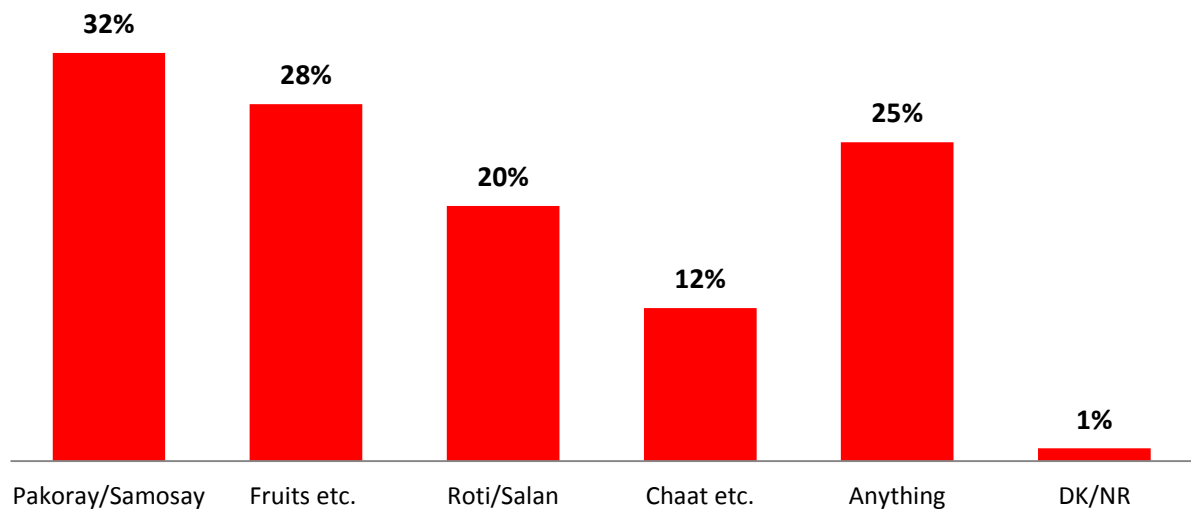


Source: Gallup Pakistan, July 3 – 4, 2014



Item 1.2: Key Finding

Question: Normally, what do like to eat at Iftar time?



Source: Gallup Pakistan, July 3 – 4, 2014



TOPIC 2

Spirituality during Ramadan

This Topic has 2 items. Key Findings for each of them are provided ahead in this section

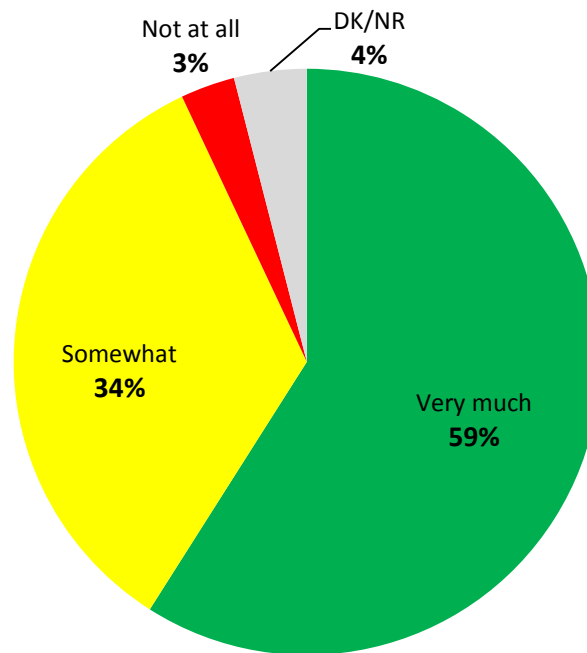


[BLANK PAGE]



Item 2.1: Key Finding

Question: **How particular are you about observing fasts during the month of Ramadan?**

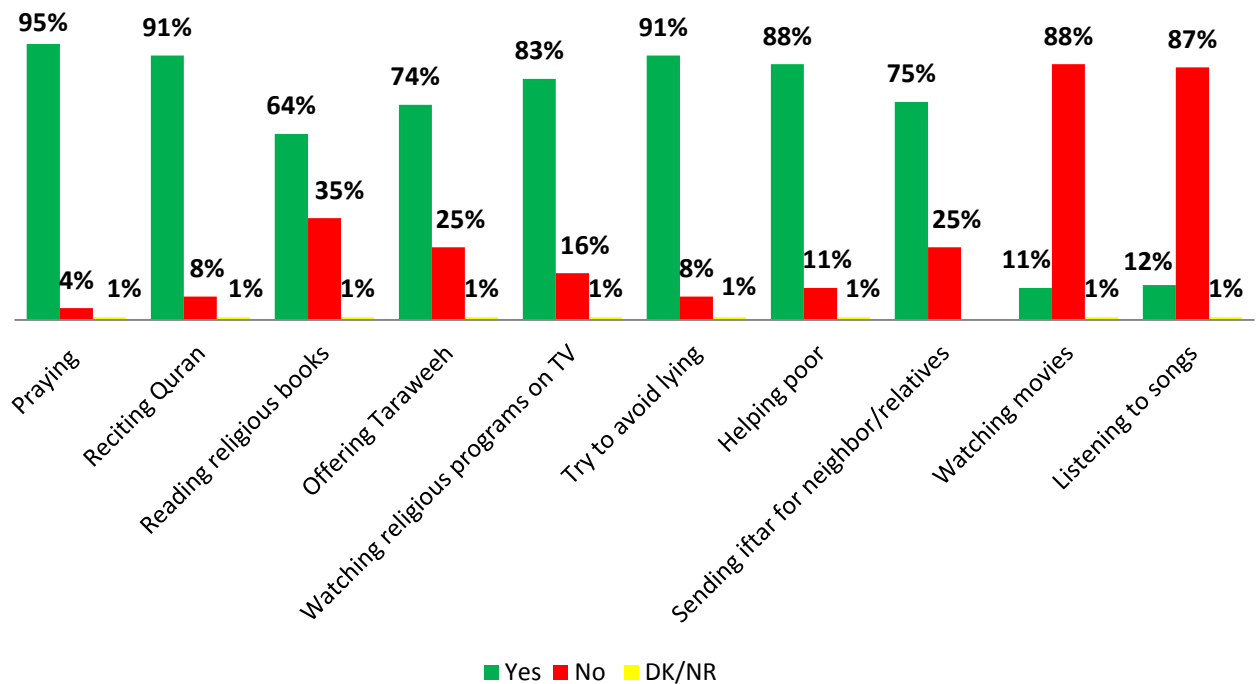


Source: Gallup Pakistan, July 3 – 4, 2014



Item 2.2: Key Finding

Question: **Kindly tell us which of the following activities do you do during Ramadan and which of these do you avoid?**



Source: Gallup Pakistan, July 3 – 4, 2014



TOPIC 3

Eid Shopping

This Topic has 1 item. Key Findings are provided ahead in this section

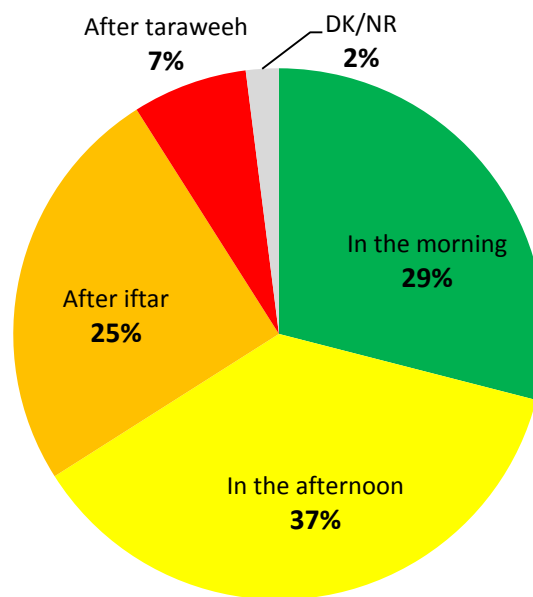


[BLANK PAGE]



Item 3.1: Key Finding

Question: **During Ramadan, different people like to shop at different times. Normally around what time do your household members go for shopping during Ramadan?**



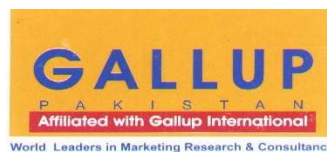
Source: Gallup Pakistan, July 3 – 4, 2014



Contact details:

Islamabad:

H.45, St. 52, F-7/4,
Islamabad Pakistan
Phone: +92-51-2655630
Fax: +92-51-2655632
Email: isb@gallup.com.pk
www.gallup.com.pk
www.gallup-international.com
www.galluppakistan.blogspot.com



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

Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.