

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.

Eid and Inflation; 80 % Complained Inflation Affected Their Eid Preparations: GILANI POLL / GALLUP PAKISTAN

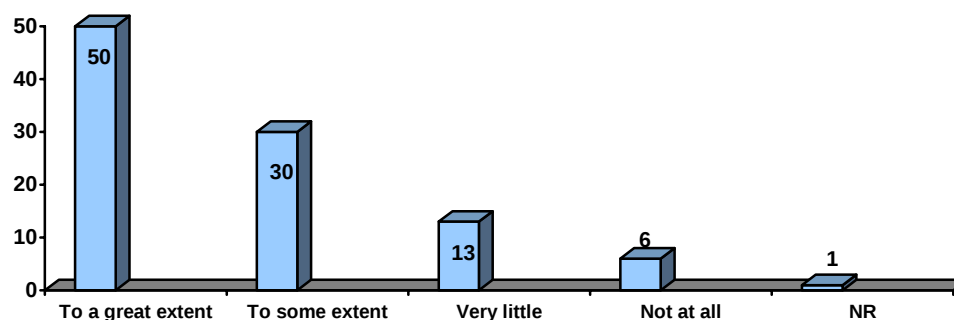
Islamabad, October 13, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds of all Pakistanis (80%) claimed that the increasing rate of inflation had an extreme or some adverse affect on their Eid celebrations this year. Thirteen percent (13%) claimed their preparations were not affected too much where as 7% said inflation did not have any affect or gave no response.

A nationally representative sample of men and women from across the country were asked “*To what extent did your Eid preparations/shopping get affected by the rising inflation this year?*” Fifty percent (50%) said it got affected to a great extent, 30% said to some extent where as 13% said their Eid preparations were not affected too much. The remaining 7% either said inflation did not at all affect their Eid shopping or gave no response

The findings of this survey reveal that a proportionately higher percentage of urbanites (88%) as compared to their rural counterparts (76%) complained about the rising inflation affecting their Eid preparations this year.

“To what extent did your Eid preparations/shopping get affected by the rising inflation this year?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2610 men and women in rural and urban areas of all four provinces of the country, during September 2009. 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) and referred to by the same title. Also please see necessary Disclaimer on our website (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

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