



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.

A SURVEY OF SOCIAL NORMS AND BEHAVIOR DURING RAMADAN; Majority claims to avoid lying, practice charity and generosity to neighbors: GILANI POLL /GALLUP PAKISTAN

Islamabad, September 14, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis participate in various charitable activities during the holy month of Ramadan; 85% avoid lying, 85% help poor people, 77% send iftari to their relatives and neighbors, 81% watch religious programs on TV, while comparatively only a small percentage claimed to watch movies (20%) and listen to music (20%). The survey findings may reflect 'actual behavior' as well as the behavior which is considered desirable or the 'Norm' to be observed during the month of Ramadan.

A nationally representative sample of men and women from across the country were read out a list of various activities and were asked "From amongst the following list of activities, please tell us which one do you do or do not do during the month of Ramadan?" Eighty five percent (85%) claimed to avoid lying during Ramadan where as 14% said they do not avoid lying. One percent (1%) gave no response. A proportionately higher percentage of elderly people claimed to be a bit more conscious about not lying during the holy month of Ramadan.

More than two thirds of all Pakistanis (85%) help poor people during this holy month where as 15% do not. There was no significant difference across location, gender, and age.

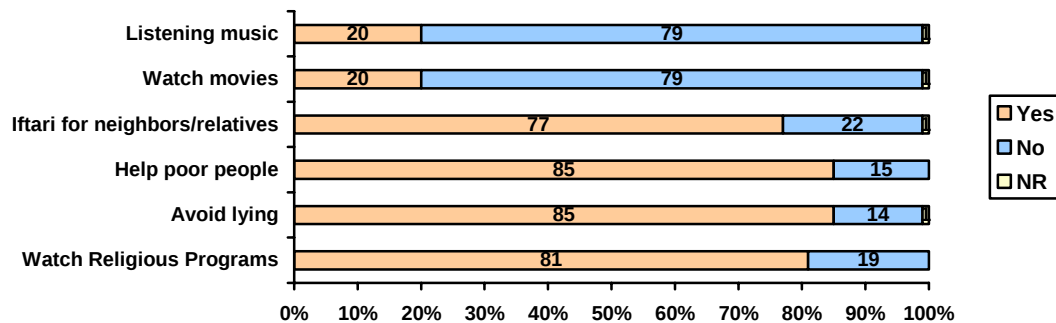
Regarding sending food for iftaar to relatives and neighbors, 77% said they do, while 22% claimed they do not. One percent (1%) gave no response. A comparatively higher percentage of people from 51+ age group send iftaari to their neighbors and relatives.

A significant percentage of all respondents (79%) claimed to not indulge in watching movies during Ramadan where as 20% said they do watch movies. One percent (1%) gave no response.

When the respondents were asked about listening to music during Ramadan, 20% said they do, where as 79% avoid listening to music during this month. One percent (1%) gave no response.

Eighty one percent (81%) of the respondents said they watch religious programs on television, while 19% do not watch them. A higher number of respondents from 51+ age group tend to watch religious programs on TV during Ramadan.

“From amongst the following list of activities, please tell us which one do you do or do not do during the month of Ramadan?”



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 2775 men and women in rural and urban areas of all four provinces of the country, during August 2009. Error margin is estimated to be approximately ± 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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