

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.

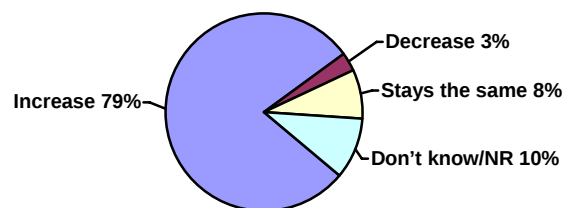
Two Thirds of Pakistanis Claim Their Household Expenditures Shoot Up in Ramadan Due to Price Hikes of Food Items: GILANI POLL / GALLUP PAKISTAN

Islamabad, September 17, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds of all Pakistanis (79%) claim that in every Ramadan their household expenditures increase, 3% said their expenses decrease and 8% feel no difference and 10% were unsure or gave no response. Similarly during this Ramadan 73% of the respondents complained that as compared to the previous year, prices for normal use items have soared up, 15% believe they are the same whereas 9% believe this year the prices have been under control and 3% gave no response.

A nationally representative sample of men and women from across the country were asked “Do you experience any change in your household expenditures during Ramadan i.e. does it increase, decrease or stay the same?” Seventy nine percent (79%) respondents believe that their household expenditures increase in Ramadan, a mere 3% believe their expenses decrease and 8% believe that expenses stay the same. Nine percent (9%) of the respondents were either unsure or gave no response. The data shows that a proportionately higher percentage of urbanites (87%) as compared to their rural counterparts (76%) claimed their expenses increase in the holy month of Ramadan.

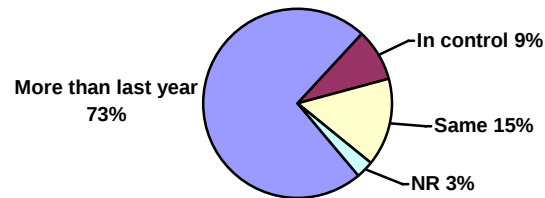
“Do you experience any change in your household expenditures during Ramadan i.e. does it increase, decrease or stay the same?”



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

In a follow up question respondents were asked “During this Ramadan do you think the prices of normal use items especially food items have changed i.e. are they more than the previous year, comparatively in control or the same as before?” Majority (73%) said that prices have comparatively seen an increase from last Ramadan, 15% believe it has stayed the same whereas 9% believe it has comparatively stayed in control. Three percent (3%) of the respondents gave no response. There was no stark difference found across various demographics.

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To find out which food items have seen a price hike the respondents were read out a list of various food items and asked whether their prices have increased or decreased during this holy month of Ramadan. The data reveals majority of respondents claimed that the prices of almost all food items have increased. For instance 77% respondents said the price of oil has increased, 75% said the price of tea has increased, 86% claimed fruit prices have shot up, 85% said vegetables are more expensive, 84% cited that meat is highly priced, prices for flour have gone up as cited by 63%, 79% said sugar has become more expensive, 84% believe the prices of dates have soared while 82% believe gram flour has also increased in price.

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 $\pm 2-3$ 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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