

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.

Various Preparations for Eid-al-Azha: GILANI POLL /GALLUP PAKISTAN

Islamabad, November 25, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, while not everyone may buy a lot of goods or a sacrificial animal, yet majority of all Pakistanis shop for various items before the arrival of Eid-al-Azha; 74% shop for the sacrificial animal, 82% buy colourful clothes to wear on Eid day, 50% also claim to buy decorative items for their house and 72% buy eatables to be served to their guests.

A nationally representative sample of men and women from across the country were read out a list of possible items to shop for before the arrival of Eid-al-Azha and were asked “Usually in your household, what kind of shopping/preparation is done before Eid-al-Azha?” Seventy four percent (74%) claimed they go shopping to buy goat, lamb, cow, or any other customary animal for the annual sacrifice in commemoration of the day of Hajj (the holy pilgrimage), whereas 24% said they can not afford it and 2% gave no response.

Eighty two percent (82%) said they prepare for Eid-al-Azha by buying new clothes, 16% do not buy new clothes and 2% gave no response.

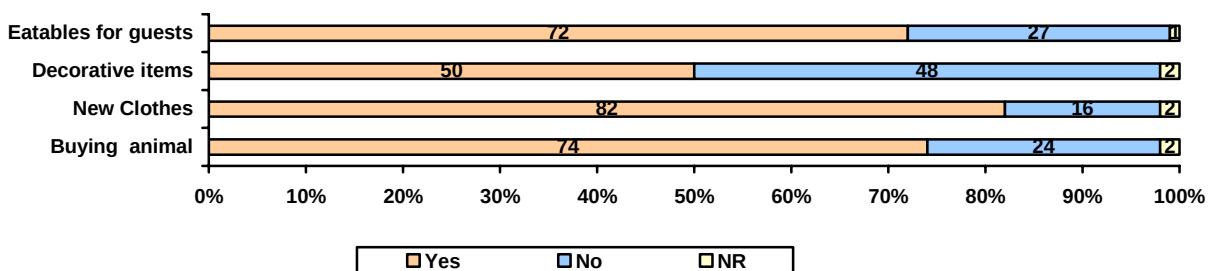
Items for decorating the house are claimed to be bought by 50% of the respondents, while a significant 48% do not spend on buying such decorative items and 2% gave no response.

As for serving various eatables to the guests on Eid day, more than two thirds of all respondents (72%) claimed to shop for them before Eid, 27% said they do not buy stuff for guests and 1% gave no response.

Note:

It may be mentioned that incidence of poverty as defined by international bodies, is around 30% in the country. Islamic teachings require that anyone who can afford a sacrificial animal should give a third of the meat to the poor, a third to friends and relatives and can keep a third for own use.

“Usually in your household, what kind of shopping/preparation is done before Eid-al-Azha?”



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 survey was carried out among a sample of 2573 men and women in rural and urban areas of all four provinces of the country, during December 2008. 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

For any queries please contact:

Ms. Saadia Khalid

Assistant Manager (Research)

Phone: +92-51-2655630

E-mail: saadia.khalid@gallup.com.pk