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GALLUP PAKISTAN POLL FINDINGS ON

12 % CITY DWELLERS TRAVELLED TO ANCESTRAL VILLAGES OR ANOTHER CITY TO CELEBRATE EID THIS YEAR.

Results released on: April 6, 2001



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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12% CITY DWELLERS TRAVELLED TO ANCESTRAL VILLAGES OR ANOTHER CITY TO CELEBRATE EID THIS YEAR.

Islamabad, April 6, 2001

According to a recent survey conducted by Gallup Pakistan nearly 12% of Urban Pakistanis travelled to their ancestral village or another city to celebrate the Eid festival this year. The survey was conducted soon after Eid-ul-Azha in early March and the respondents were asked: "Where did you celebrate your Eid festival this year: at the same place where you usually live, another city or your ancestral village?" 85% of the urban Pakistanis said they celebrated Eid at their usual living place whereas 7% said they spent it at their ancestral village, 5% said they spent it in another city while 3% chose not to answer this question. The incidence of celebrating Eid in another city or village was quite negligible in Karachi on the one extreme and very high in Rawalpindi and Islamabad on the other, where nearly 25% of the respondents said they celebrated last Eid outside their usual abode. The figure of celebrating Eid in ancestral villages was also found to be quite high in cities such as Mardan, Sargodha, Multan and Sukkur where fifteen to twenty percent of the residents left town to celebrate Eid.

Marketing research analysts at Gallup have explained that surveys about celebration of festivals helps them in understanding transportation issues during the holidays, attendance at work, TV viewing during festive days and other media opportunities during this period.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 1200 statistically selected households in urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.