



Opinion Poll
LIFESTYLE
Eid

White is the most popular color choice for Eid clothes among Pakistanis. 41% men wore white (or off white) this Eid. Women prefer brighter colors; 18% wore red. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, August 3, 2017

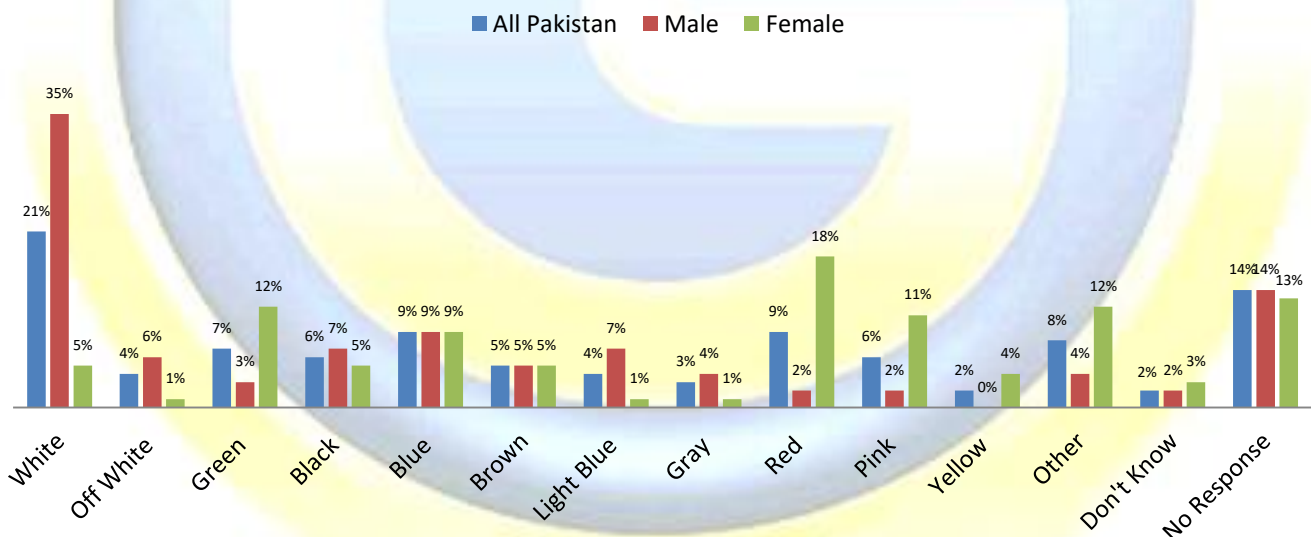
According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, white is the most popular color choice for Eid clothes among Pakistanis. 41% men wore white (or off white) this Eid. Women prefer brighter colors; 18% wore red.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell what color clothes did you wear this Eid?" In response to this question, 21% said they wore white, 9% said blue and red each, 7% said green, 6% said black, 34% said other colors, while 14% did not wish to respond.

Gender Breakdown:

35% men said they wore white, followed by 9% who said blue, 7% said black, 6% said off white and 27% wore some other* color. 2% did not know and 14% did not wish to respond. Meanwhile, 18% females said they wore red, 12% said green, 11% said pink, 9% said blue and 34% wore some other** color. 3% did not know and 13% did not wish to respond.

Question: "Please tell what color clothes did you wear this Eid?"



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

Other* colors include: brown, light blue, red, pink, yellow, purple, maroon, orange and others.

Other** colors include: black, brown, light blue, gray, yellow, purple, maroon, orange and others.

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1790 men and women in rural and urban areas of all four provinces of the country, during July 03 - July 10, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

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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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2017)