

A large, vibrant teal ink splash or smoke effect originates from the top left, cascading down and to the right. A thick, solid black line is superimposed on the splash, starting vertically, then bending horizontally to the right, and finally bending diagonally down towards the bottom left.

PUBLIC OPINION ON VARIOUS SOCIAL AND DEMOGRAPHIC ASPECTS OF RAMADAN

This presentation contains the part on PERCEPTIONS, based on a nation-wide poll representative of the 18+ population in the rural and urban areas of the four provinces of Pakistan



RELIGIOUS, BELIEFS AND PRACTICE

1. Some people get the opportunity to pray whereas others don't. How many times are you normally able to pray during Ramadan?
2. How many times are you able to pray during months other than Ramadan?
3. Normally what do you like to eat for Sehri?
4. Normally, what do like to eat at Iftar time?
5. It has often been seen that the number of beggars during Ramadan increases. Do you think these people are actually needy or beggars by profession?
6. How particular are you about observing fasts during the month of Ramadan?
7. Why do you think some people don't fast?
8. Kindly tell us which of the following activities do you do during Ramadan and which of these do you avoid?
9. Normally, what do your household members break the fast with?
10. Do your daily expenditures undergo some changes during the month of Ramadan? That is, do the expenditures increase, decrease or remain unchanged?



RELIGIOUS, BELIEFS AND PRACTICE

11. Compared to previous years have the prices of items of daily use, especially food items, increased, remain in relative control or remain unchanged?
12. During Ramzan, the prices of most items decrease and for some other items, they increase. In your opinion, the prices for which items have increased this Ramzan and for which items have they decreased?
13. Normally, who do you give zakat to?
14. During Ramadan, different people like to shop at different times. Normally around what time do your household members go for shopping during Ramadan?
15. For the following, please tell how the following have changed during Ramadan?
16. How difficult was it for you to fast in the summers in Ramzan, this year?
17. Where do you find out about Iftar or Sehri timings usually?

TV VIEWERSHIP IN RAMAZAN

18. Do you watch Television during Ramadan (Barely for 5 or 30 minutes even)?
19. How many hours of television do you watch in Ramadan?
20. Which Pakistani news channel are you most likely to watch during Ramadan?
21. Which Pakistani entertainment channel are you most likely to watch during Ramadan?
22. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [News Channels]
23. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Local Entertainment]
24. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Foreign Entertainment]
25. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Sports]
26. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Cooking Channels]
27. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Religious Channels]
28. For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Movies Channels]

RELIGIOUS, BELIEFS AND PRACTICE

Gallup Pakistan is providing this data on gratis basis. Every care has been taken to ensure accuracy and reliability of the data. However, Gallup Pakistan cannot be held responsible for any gain or loss based on this data sharing. We do not advise making business decisions based on this data alone.

ITEM 1: KEY FINDING

Some people get the opportunity to pray whereas others don't. How many times are you normally able to pray during Ramadan?



1% One time	79% Five time
3% Two time	1% More than five time
6% Three time	4% No time
7% Four time	

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 2: KEY FINDING

Question: How many times are you able to pray during months other than Ramadan?

5%

One time

12%

Two time

14%

Three time

9%

Four time

49%

Five time

11%

No time



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 3: KEY FINDING

Question: Normally what do you like to eat for Sehri?
[Multiple Response]



48%

Paratha/chaai



60%

Roti/salan/rice



39%

Milk/yogurt



6%

Don't eat anything



5%

Don't observe sehri

ITEM 4: KEY FINDING

Question: Normally, what do like to eat at Iftar time?
[Multiple Response]



38%

Pakorey/Samosey



43%

Fruits etc



41%

Roti/salan



19%

Chaat etc



20%

Whatever we can get

ITEM 5: KEY FINDING

Question: Is has often been seen that the number of beggars during Ramadan increases. Do you think these people are actually needy or beggars by profession?

41%

Actually needy

47%

Beggars by profession

12%

Don't know



Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 6: KEY FINDING

Question: How particular are you about observing fasts during the month of Ramadan?



52%

Very much

33%

Somewhat

15%

Not at all

Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 7: KEY FINDING

Why do you think some people
don't fast?



25%

Old age/
health doesn't permit



37%

Because of some
disease



37%

No particular
reason



1%

Others

ITEM 8: KEY FINDING

Kindly tell us which of the following activities do you do during Ramadan and which of these do you avoid?



80% 20%

Yes No
Prayers



74% 26%

Yes No
Reciting Quran



48% 52%

Yes No
Islamic books



52% 48%

Yes No
Offering taraweeh



62% 38%

Yes No
Watching religious
programs on tv



60% 40%

Yes No
Avoid lying



63% 37%

Yes No
Helping poor



57% 43%

Yes No
Sending aftari



15% 85%

Yes No
Watching movies



22% 78%

Yes No
Music

ITEM 9: KEY FINDING

Normally, what do your household members break the fast with? [Multiple Response]



76%

Dates



24%

Salt



23%

Water



4%

Juice

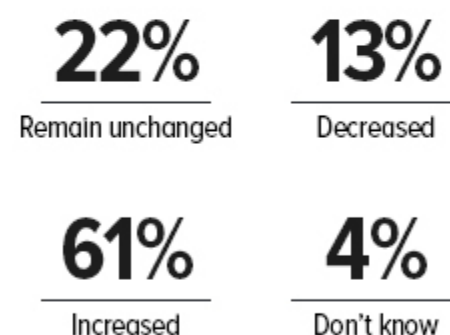


1%

DK/NR

ITEM 10: KEY FINDING

Do your daily expenditures undergo some changes during the month of Ramadan?
That is, do the expenditures increase, decrease or remain unchanged?



Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 11: KEY FINDING

Compared to previous years have the prices of items of daily use, especially food items, increased, remain in relative control or remain unchanged?

23%

Remain unchanged

33%

Relatively in control

44%

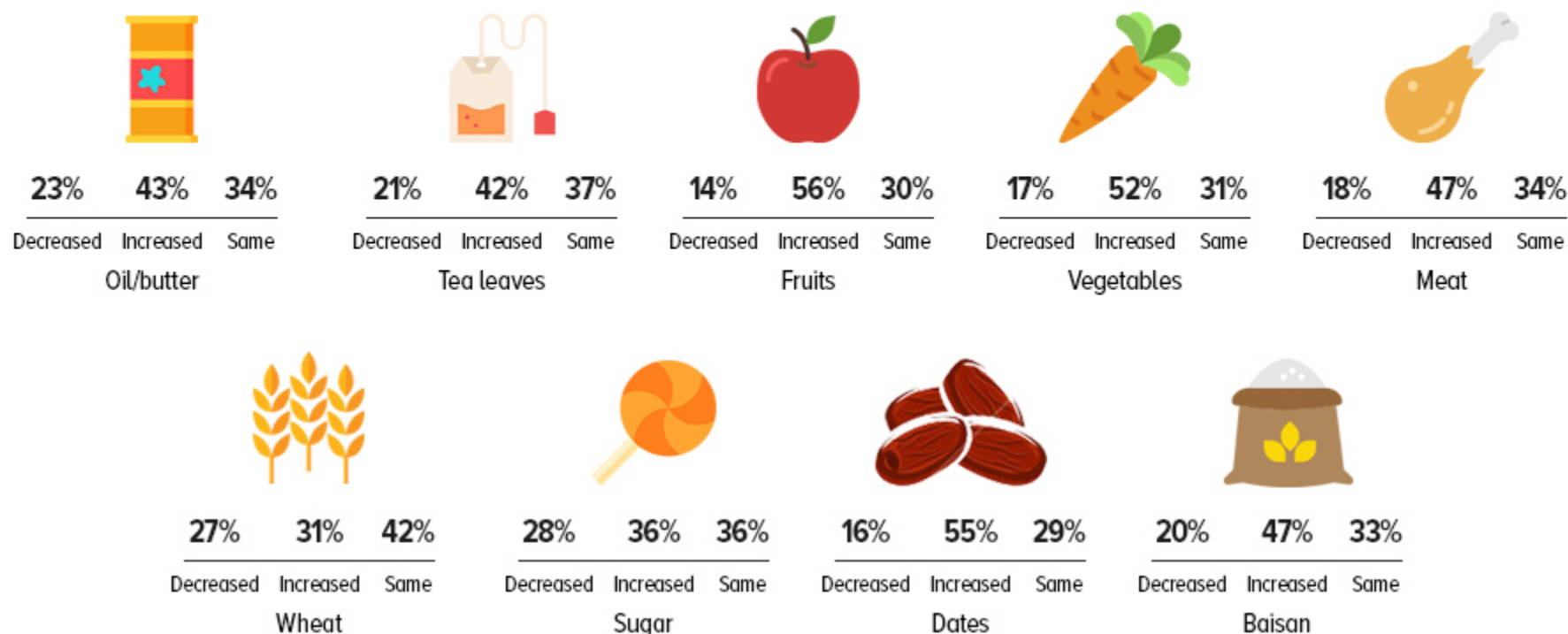
More than recent years



Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 12: KEY FINDING

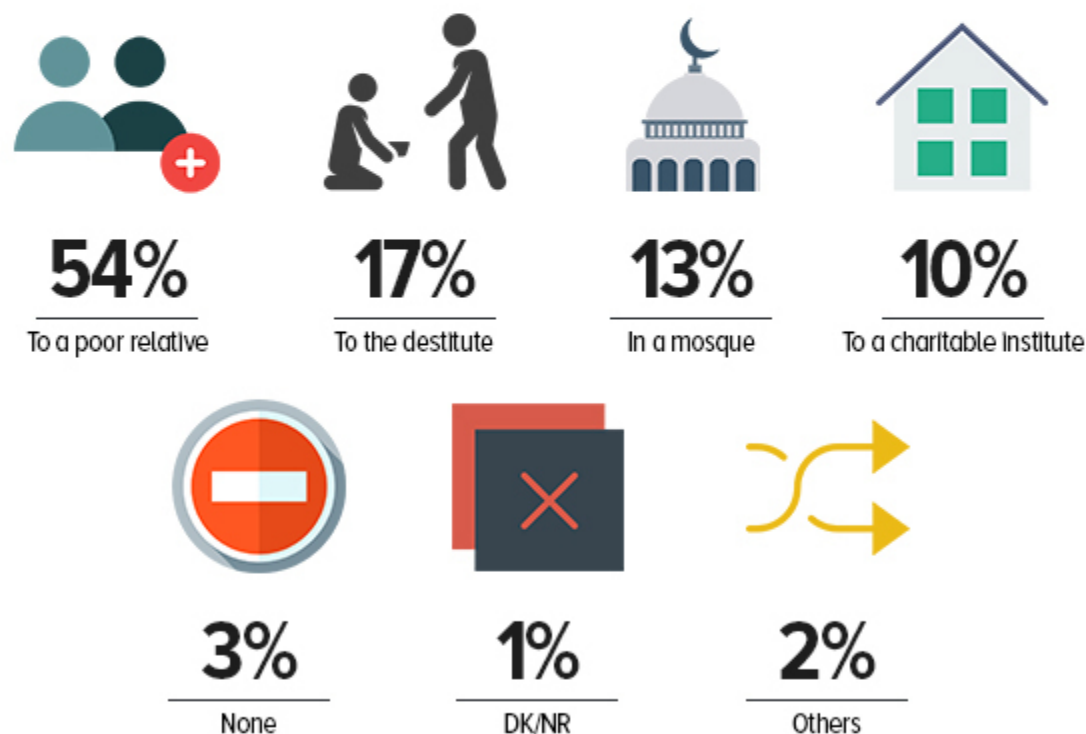
During Ramzan, the prices of most items decrease and for some other items, they increase. In your opinion, the prices for which items have increased this Ramzan and for which items have they decreased?



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 13: KEY FINDING

Question: Normally, who do you give zakat to?



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 14: KEY FINDING

Question: During Ramadan, different people like to shop at different times. Normally around what time do your household members go for shopping during Ramadan?



Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 15: KEY FINDING

For the following, please tell how the following have changed during Ramadan?



56% **27%** **17%**

More Less Same

Religious Content



7% **67%** **26%**

More Less Same

Listen to music



6% **65%** **29%**

More Less Same

Watch films at the cinema



7% **66%** **27%**

More Less Same

Reading comic books



6% **67%** **27%**

More Less Same

Watch films on the internet



4% **67%** **28%**

More Less Same

Watch films on the dvd



24% **51%** **26%**

More Less Same

Seher and iftar transmissions



27% **48%** **25%**

More Less Same

Spending time with family

ITEM 16: KEY FINDING

Question: How difficult was it for you to fast in the summers in Ramzan, this year?



41%

Very difficult

40%

Somewhat difficult

11%

Not very difficult

8%

Not difficult at all

Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 17: KEY FINDING

Where do you find out about Iftar or Sehri timings usually?



25%

Old age/
health doesn't permit



37%

Because of some
disease



37%

No particular
reason



1%

Others

TV VIEWERSHIP IN RAMADAN

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ITEM 18: KEY FINDING

Do you watch Television during Ramadan (Barely for 5 or 30 minutes even)?

81%

Yes



19%

No

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 19: KEY FINDING

How many hours of television do you watch in
Ramadan?

60%

1-3 hours

26%

3-5 hours

10%

5-7 hours



3%

More than 7 hours

1%

Don't watch tv

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 20: KEY FINDING

Which Pakistani news channel are you most likely to watch during Ramadan



8%

Express News



10%

Dunya News



22%

Geo News



10%

Samaa News



3%

Dawn News



13%

ARY News



4%

Aaj News



5%

News One



1%

Metro News



1%

City 42



2%

Bol News



14%

Others



7%

DK/NR

Source: Gallup Pakistan June 12 – June 19, 2017 (Sample size:1731)

ITEM 21: KEY FINDING

Which Pakistani entertainment channel are you most likely
to watch during Ramadan?



54%

To a poor relative



17%

To the destitute



13%

In a mosque



10%

To a charitable Institute



13%

In a mosque



10%

To a charitable Institute



17%

To the destitute



13%

In a mosque



10%

To a charitable Institute



13%

In a mosque



10%

To a charitable Institute

ITEM 22: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [News Channels]



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 23: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Local Entertainment]

23%

More

46%

Less

30%

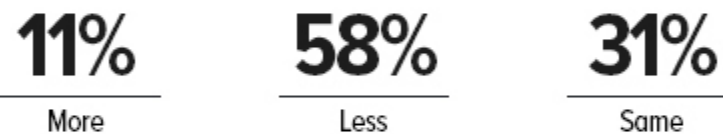
Same



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 24: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Foreign Entertainment]



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 25: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Sports]



19%

More

52%

Less

28%

Same

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 26: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Cooking Channels]

14%
More

59%
Less

27%
Same



Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 27: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Religious Channels]

31%

More

45%

Less



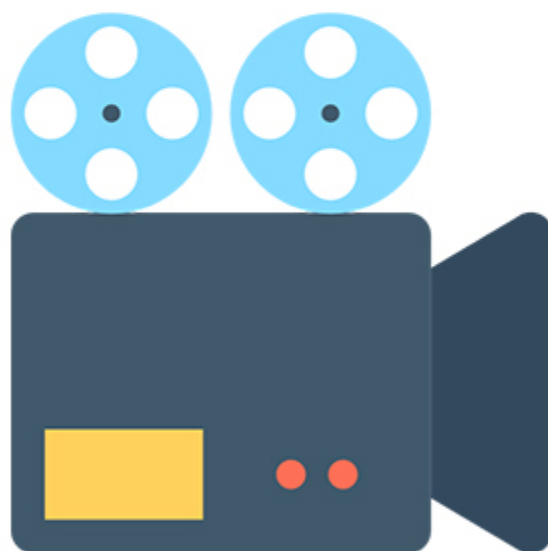
23%

Same

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

ITEM 28: KEY FINDING

For the following genres, please tell to do you watch each of them more, less or same as before during Ramadan? [Movies Channels]



9%

More

24%

Same

66%

Less

Source: Gallup Pakistan June 19 – June 26, 2017 (Sample size:1823)

