



PRACTICES OF PAKISTANIS DURING RAMADAN

Detailed Report

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data

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Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

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Executive Summary

Sehri Eating habits: 64% eat roti, salan and rice for sehri

In reference to Ramadan, the general public was asked what it usually had for sehri. In response, **64%** said they ate roti, salan and rice, **42%** said they had paratha and tea. **36%** responded that they had milk and yoghurt while **2%** said they do not eat at sehri/do not do sehri.

Iftar Eating habits: 36% eat pakoras or samosas for iftari

People were asked what they usually ate for iftari. Responding to this, **36%** said samosa/pakora. **33%** said fruit, **33%** said that they had dinner, roti and salan. **14%** said that they ate fruit chat for iftar while **34%** said that they had whatever was on the menu.

Iftar habits: 88% say that normally people in their household break their fast with dates

When asked what their household members normally break the fast with, **88%** said dates, **15%** said water, **10%** said salt while **2%** named other things.

Preferred drink in Ramadan: 32% say that they drink Rooh Afza for sehri or iftari in Ramadan

When asked which refreshment they drink during Sehri or Iftari, **32%** said Rooh afza, **29%** said Jam-e-shirin, **16%** said lemonade, **10%** each said Tang and Lassi, **6%** said milk, **4%** said fruit juice while **14%** gave other responses.

Household expenses: 65% say that their household expenses increase in Ramadan

People were asked whether their household/grocery expenses increase or decrease in Ramadan. In response, **65%** said that they increase, **8%** said they decrease, **24%** said that their expenses remain the same while **3%** did not know or did not respond.

Shopping habits in Ramadan: 36% say that they go out to shop in the afternoon during Ramadan

When questioned what time they usually go out for shopping during Ramadan, **36%** Pakistanis said that they go to shop in the afternoon, **25%** said in the morning, **15%** said after iftar, while **4%** said after tarawih. **12%** did not know and **9%** did not respond.

Eid celebration: 64% said that they will celebrate Eid in the same city that they live in while 32% said that they will travel to their ancestral village to celebrate Eid

The general public was asked where they will celebrate Eid this year. **64%** Pakistanis said that they would celebrate Eid in the same city that they live in. **32%** said that they would celebrate Eid in their ancestral village, **2%** said in some other city while **2%** did not know or did not respond.

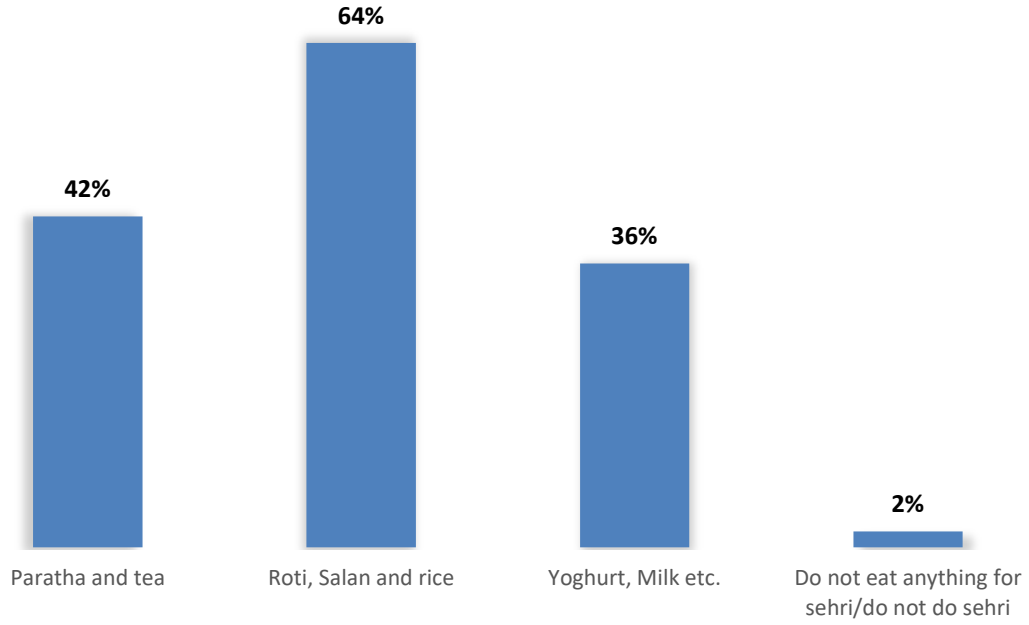


PART 1: FINDINGS



Item 1.1: Key Finding

Question: What do you usually eat for Sehri?



Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q13. آپ عام طور پر سحری کے وقت کیا استعمال کرتے ہیں، یعنی آپ سحری میں کیا کھانا پسند کرتے ہیں؟ (ایک سے زائد جوابات ممکن ہیں)

- [1] پرائٹھا، چائے [2] روٹی سالن، چاول [3] دبی، دودھ وغیرہ [4] سحری میں کچھ نہیں کھاتے [5] سحری کرتے ہی نہیں

Item 1.1: Statistical Analysis

Question: What do you usually eat for Sehri?

		Paratha and Tea	Roti, salan and rice	Yoghurt, milk etc.	Do not eat anything for sehri	Do not do sehri.	Don't know/No response
All Pakistan Average		42%	64%	36%	1%	1%	2%
Gender							
	Male	40%	65%	36%	1%	2%	2%
	Female	53%	62%	34%	0%	0%	0%
Respondent Age							
	Young	44%	63%	35%	1%	1%	1%
	Middle	43%	65%	38%	1%	2%	2%
	Old	29%	69%	32%	1%	2%	6%
Household Income							
	Low	41%	69%	33%	0%	3%	1%
	Medium	44%	66%	33%	1%	1%	1%
	High	45%	63%	37%	1%	1%	1%
	No Response	37%	60%	43%	2%	1%	3%
Province							
	Punjab	39%	62%	44%	1%	2%	2%
	Sindh	43%	64%	34%	1%	2%	1%
	KP	49%	73%	20%	2%	0%	2%
	Balochistan	42%	71%	21%	3%	0%	8%
	Gilgit Baltistan	88%	15%	44%	0%	0%	0%
	Azad Jammu and Kashmir	54%	50%	21%	0%	0%	0%
Location							
	Rural	40%	67%	36%	1%	1%	2%
	Urban	47%	60%	36%	1%	1%	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

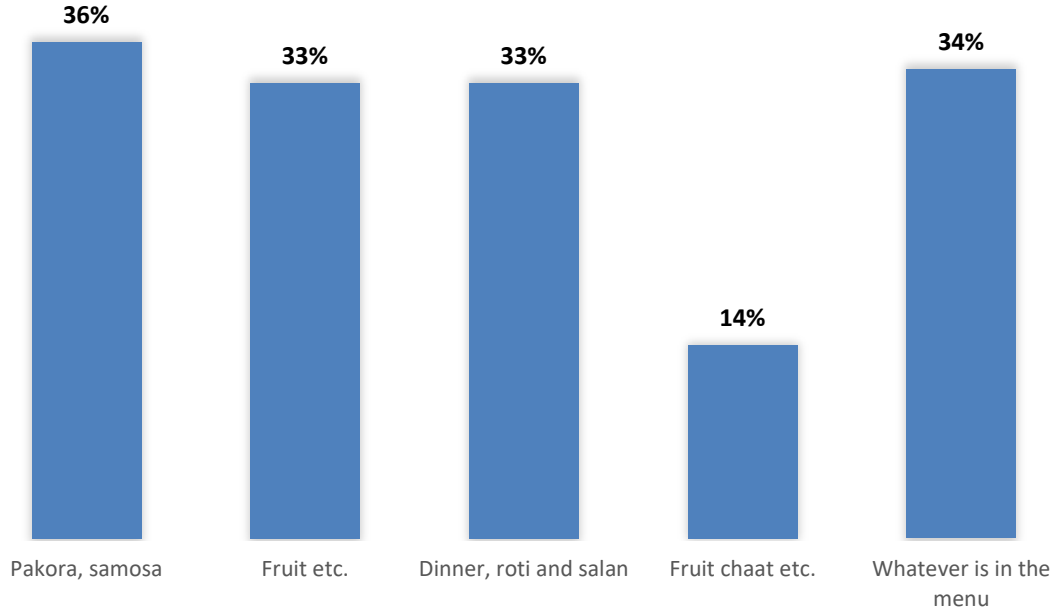
Income codes: Low: Up to Rs. 7000. Medium: Rs. 7,001 to 20,000. High: More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.2: Key Finding

Question: What do you usually eat for Iftari?



Don't know/No response not included

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q14. آپ عام طور پر روزہ افطار کرتے وقت کیا چیز استعمال کرتے ہیں، یعنی آپ افطاری کے وقت کیا کھانا پسند کرتے ہیں؟ (ایک سے

زائد جوابات ممکن ہیں)

- | | | | | | |
|---|------------------|---|-----------|---|--------------|
| 3 | کھانا، روٹی سالن | 2 | پھل وغیرہ | 1 | پکوڑے، سموسے |
| 5 | جو بھی مل جائے | | | 4 | چاٹ وغیرہ |

Item 1.2: Statistical Analysis

Question: What do you usually eat for Iftari?

		Pakora, samosa	Fruit etc.	Dinner, roti and salan	Fruit chaat etc.	Whatever is in the menu	Don't know/No response
All Pakistan Average		36%	33%	33%	14%	34%	2%
Gender							
	Male	35%	33%	33%	14%	33%	2%
	Female	40%	29%	33%	16%	38%	0%
Respondent Age							
	Young	36%	32%	28%	12%	35%	2%
	Middle	36%	34%	35%	15%	33%	1%
	Old	35%	27%	37%	18%	35%	5%
Household Income							
	Low	37%	18%	31%	5%	37%	3%
	Medium	34%	31%	37%	11%	34%	0%
	High	45%	40%	26%	19%	30%	0%
	No Response	32%	37%	30%	22%	34%	5%
Province							
	Punjab	33%	33%	33%	13%	36%	1%
	Sindh	38%	35%	32%	16%	30%	2%
	KPK	34%	26%	42%	13%	34%	2%
	Balochistan	56%	32%	21%	16%	23%	8%
	Gilgit Baltistan	47%	44%	0%	0%	56%	0%
	Azad Jammu and Kashmir	42%	54%	4%	21%	37%	0%
Location							
	Rural	32%	32%	35%	12%	34%	2%
	Urban	41%	34%	29%	18%	33%	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

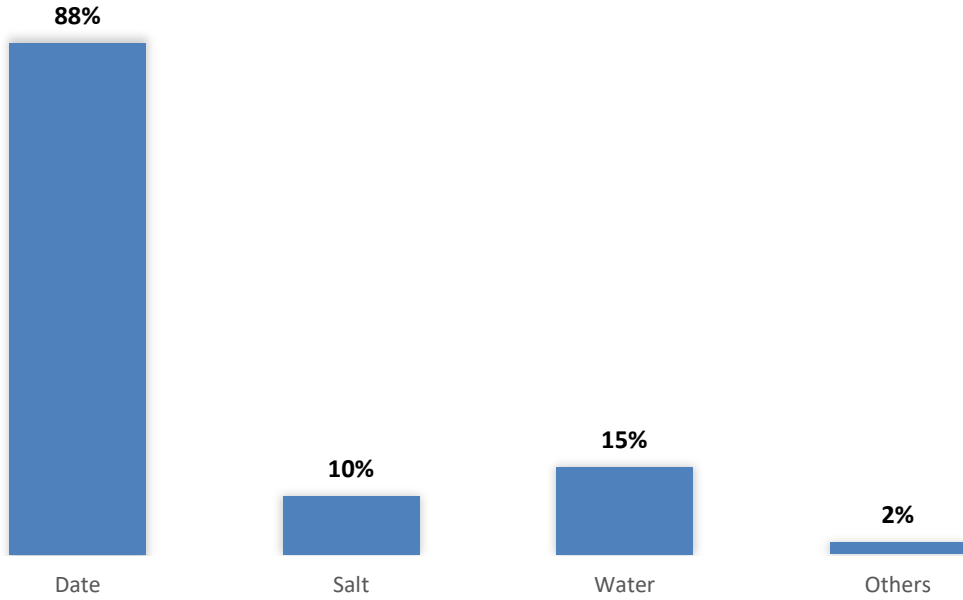
Income codes: Low: Up to Rs. 7000. Medium: Rs. 7,001 to 20,000. High: More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.3: Key Finding

Question: Normally, what do your household members break the fast with?



Don't know/No response

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q15. آپ کے گھر میں عام طور پر روزہ کس چیز سے کھولا جاتا ہے؟ (ایک سے زائد جوابات ممکن ہیں)

کھجور [1] نمک [2] پانی [3] دیگر:

Item 1.3: Statistical Analysis

Question: Normally, what do your household members break the fast with?

		Date	Salt	Water	Others	Don't know/No response
All Pakistan Average		88%	10%	15%	2%	2%
Gender						
	Male	88%	9%	14%	2%	2%
	Female	88%	12%	20%	0%	1%
Respondent Age						
	Young	89%	8%	14%	2%	1%
	Middle	87%	11%	16%	2%	1%
	Old	84%	11%	17%	3%	7%
Household Income						
	Low	84%	11%	22%	1%	4%
	Medium	87%	13%	14%	1%	1%
	High	93%	4%	13%	2%	0%
	No Response	86%	7%	17%	4%	4%
Province						
	Punjab	89%	13%	16%	1%	2%
	Sindh	86%	8%	15%	3%	1%
	KPK	86%	7%	14%	2%	2%
	Balochistan	92%	3%	16%	0%	8%
	Gilgit Baltistan	56%	0%	3%	41%	0%
	Azad Jammu and Kashmir	100%	0%	0%	0%	0%
Location						
	Rural	86%	11%	16%	2%	2%
	Urban	90%	8%	14%	2%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

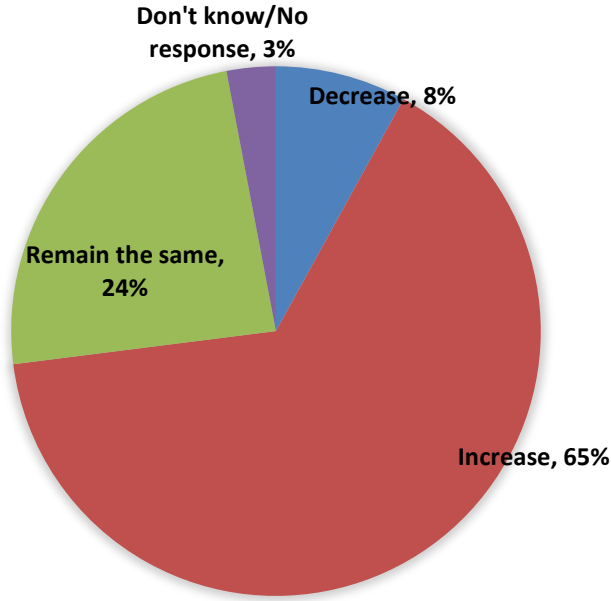
Income codes: Low: Up to Rs. 7000. Medium: Rs. 7,001 to 20,000. High: More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.4: Key Finding

Question: How does your household grocery change during Ramazan? Do your expenses increase or decrease?



Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q16 . رمضان کے مہینے کے دوران آپ کے گھریلو اخراجات میں کوئی تبدیلی رونما ہوتی ہے؟ یعنی اخراجات کم ہوتے ہیں، زیادہ ہوتے ہیں یا کوئی فرق نہیں پڑتا؟

کم ہوتے ہیں [1] زیادہ ہوتے ہیں [2] کوئی فرق نہیں پڑتا [3] معلوم نہیں [8]

Item 1.4: Statistical Analysis

Question: **How does your household grocery change during Ramazan? Do your expenses increase or decrease?**

		Decrease	Increase	Remain the same	Don't know/No response
All Pakistan Average		8%	65%	24%	3%
Gender					
	Male	8%	65%	24%	3%
	Female	9%	62%	27%	1%
Respondent Age					
	Young	10%	63%	25%	3%
	Middle	6%	68%	24%	2%
	Old	5%	62%	26%	7%
Household Income					
	Low	19%	54%	24%	3%
	Medium	8%	67%	23%	2%
	High	4%	72%	22%	2%
	No Response	7%	58%	30%	5%
Province					
	Punjab	7%	65%	25%	3%
	Sindh	10%	66%	24%	1%
	KPK	7%	68%	20%	5%
	Balochistan	13%	52%	35%	0%
	Gilgit Baltistan	3%	53%	3%	41%
	Azad Jammu and Kashmir	17%	58%	21%	4%
Location					
	Rural	8%	64%	25%	3%
	Urban	9%	66%	23%	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

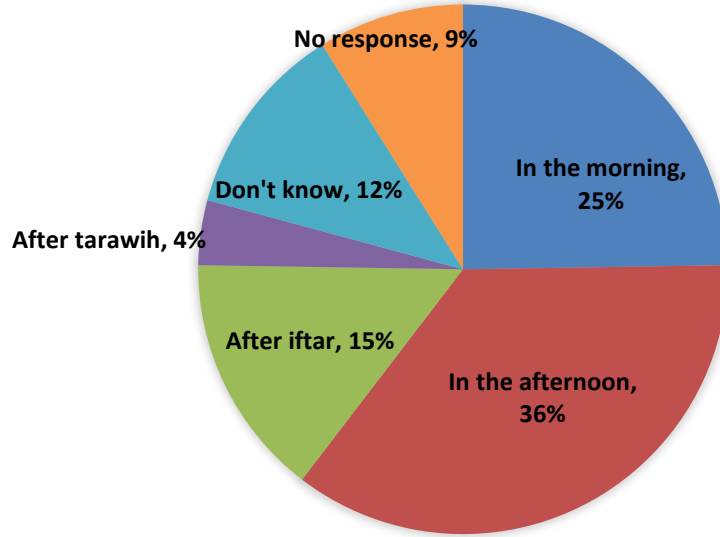
Income codes: Low: Up to Rs. 7000. **Medium:** Rs. 7,001 to 20,000. **High:** More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.5: Key Finding

Question: People like shopping at different hours during Ramazan. At what time does your family go out to shop during Ramazan?



Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q17. رمضان میں مختلف لوگ مختلف اوقات میں خریداری کرنا پسند کرتے ہیں۔ عام طور پر آپ کے گھر میں رمضان کے دوران کس وقت خریداری کے لیے بازار جایا جاتا ہے ؟

صبح میں [1] دوپہر میں [2] افطاری کے بعد [3] تراویح کے بعد [4]

Item 1.5: Statistical Analysis

Question: People like shopping at different hours during Ramazan. At what time does your family go out to shop during Ramazan?

		In the morning	In the afternoon	After iftar	After tarawih	Don't know	No response
All Pakistan Average		25%	36%	15%	4%	12%	9%
Gender							
	Male	25%	37%	14%	4%	11%	8%
	Female	22%	31%	18%	2%	14%	14%
Respondent Age							
	Young	27%	32%	18%	5%	9%	8%
	Middle	24%	39%	14%	3%	13%	8%
	Old	21%	40%	6%	1%	12%	19%
Household Income							
	Low	30%	36%	13%	7%	12%	3%
	Medium	26%	38%	14%	3%	12%	7%
	High	28%	36%	18%	4%	11%	5%
	No Response	17%	30%	15%	4%	12%	22%
Province							
	Punjab	25%	37%	13%	2%	11%	11%
	Sindh	18%	35%	21%	6%	14%	7%
	KPK	28%	35%	16%	3%	10%	8%
	Balochistan	26%	37%	8%	0%	19%	11%
	Gilgit Baltistan	47%	12%	0%	0%	0%	41%
	Azad Jammu and Kashmir	58%	21%	4%	17%	0%	0%
Location							
	Rural	28%	33%	14%	3%	12%	9%
	Urban	19%	40%	16%	4%	12%	9%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

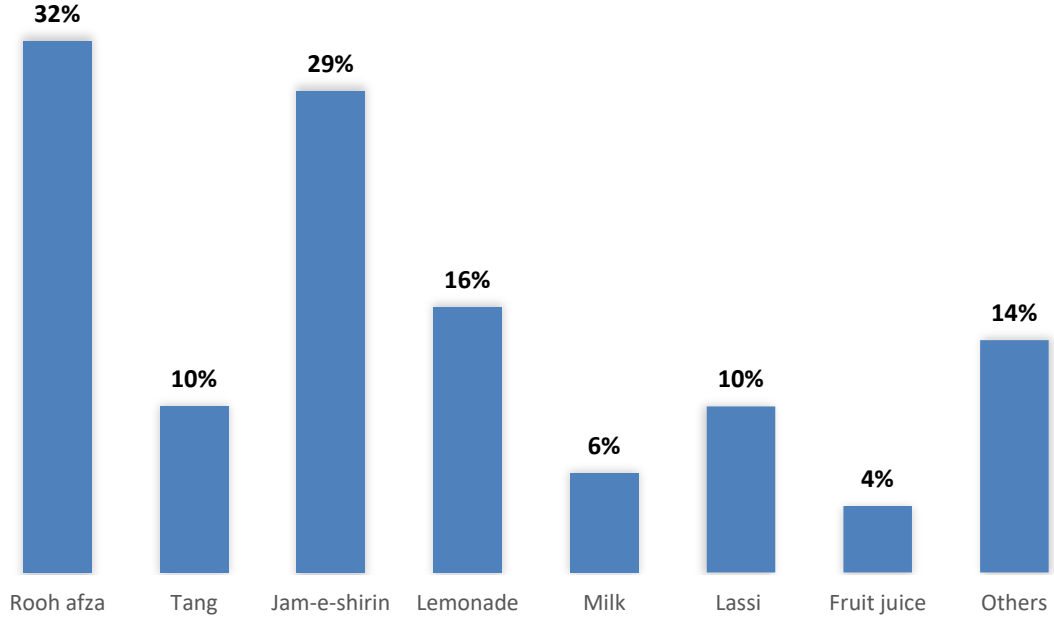
Income codes: Low: Up to Rs. 7000. Medium: Rs. 7,001 to 20,000. High: More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.6: Key Finding

Question: Which refreshment do you drink during Sehri or Iftar in Ramazan?



Don't know/No response not included

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q18 . (سب سے پوچھیں) رمضان میں سحری یا افطار کے وقت آپ کونسا شربت پیتے ہیں؟ (ایک سے زائد جوابات ممکن ہیں)

2

TANG

1

روح افزاء

4

لیموں پانی

3

جام شیریں

6

لسی

5

دودھ

دیگر (تحریر کریں):

7

پھل کا جوس

Item 1.6: Statistical Analysis

Question: Which refreshment do you drink during Sehri or Iftar in Ramazan?

		Rooh Afza	Tang	Jaam-e-shirin	Lemonade	Milk	Lassi	Fruit juice	Others	Don't know/No response
All Pakistan Average		32%	10%	29%	16%	6%	10%	4%	14%	4%
Gender										
	Male	32%	9%	29%	15%	6%	10%	4%	14%	4%
	Female	29%	15%	34%	21%	4%	5%	4%	12%	4%
Respondent Age										
	Young	31%	6%	29%	18%	6%	10%	5%	12%	5%
	Middle	33%	12%	31%	16%	6%	10%	3%	11%	3%
	Old	27%	13%	25%	8%	5%	3%	3%	39%	2%
Household Income										
	Low	32%	11%	29%	11%	5%	7%	8%	9%	9%
	Medium	34%	9%	29%	18%	5%	10%	2%	15%	2%
	High	35%	9%	36%	19%	7%	8%	8%	8%	2%
	No Response	22%	12%	26%	12%	6%	11%	3%	19%	6%
Province										
	Punjab	27%	9%	30%	20%	8%	10%	5%	14%	4%
	Sindh	39%	10%	31%	10%	5%	7%	2%	11%	5%
	KPK	36%	15%	19%	11%	2%	4%	5%	21%	3%
	Balochistan	37%	8%	39%	32%	3%	35%	0%	8%	0%
	Gilgit Baltistan	3%	9%	9%	41%	0%	0%	3%	41%	0%
	Azad Jammu and Kashmir	9%	0%	58%	0%	0%	17%	17%	17%	0%
Location										
	Rural	31%	9%	27%	18%	6%	10%	4%	17%	3%
	Urban	33%	12%	33%	14%	6%	9%	4%	9%	4%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

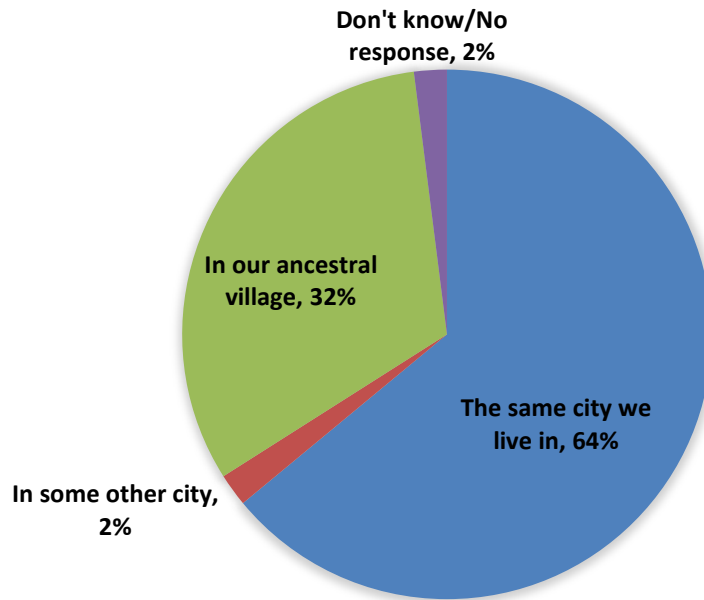
Income codes: Low: Up to Rs. 7000. **Medium:** Rs. 7,001 to 20,000. **High:** More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Item 1.7: Key Finding

Question: Please state, where will you celebrate Eid this year?



Source: Powered by Gallup Pakistan, April 24 – May 3, 2021

Q19 برائے مہربانی بتائیں کہ آپ اس سال عید کہاں منائیں گے ؟

3

اپنے آبائی گاؤں میں

2

کسی اور شہر میں

1

جہاں رہتے ہیں اسی شہر میں



Item 1.7: Statistical Analysis

Question: Please state, where will you celebrate Eid this year?

		The same city we live in	In some other city	In our ancestral village	Don't know/No response
All Pakistan Average		64%	2%	32%	2%
Gender					
	Male	61%	2%	34%	3%
	Female	80%	2%	17%	1%
Respondent Age					
	Young	60%	2%	35%	3%
	Middle	68%	2%	29%	1%
	Old	57%	2%	34%	8%
Household Income					
	Low	66%	1%	29%	4%
	Medium	61%	1%	36%	2%
	High	66%	4%	28%	1%
	No Response	67%	2%	27%	4%
Province					
	Punjab	64%	2%	31%	3%
	Sindh	70%	2%	27%	1%
	KPK	53%	2%	44%	1%
	Balochistan	60%	0%	29%	11%
	Gilgit Baltistan	91%	6%	3%	0%
	Azad Jammu and Kashmir	46%	0%	50%	4%
Location					
	Rural	55%	1%	42%	2%
	Urban	78%	3%	16%	3%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000. Medium: Rs. 7,001 to 20,000. High: More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level

Source: Powered by Gallup Pakistan, April 24 – May 3, 2021



PART 2: CLASSIFICATORY VARIABLES





DEMOGRAPHICS

Profile of Respondents

(n=1060)

		Un-weighted	Weighted
		Count	Col%
BASE: All		1060	100%
Gender			
See classification details below	Male	875	85%
	Female	185	15%
Age of the Respondent			
See classification details below	Young	452	43%
	Middle	510	47%
	Old	83	9%
Household Income			
See classification details below	Low	97	10%
	Medium	526	50%
	High	193	18%
	No Response	244	22%
Location			
See classification details below	Rural	482	62%
	Urban	578	38%
Province			
See classification details below	Punjab	768	50%
	Sindh	176	26%
	KPK	79	16%
	Balochistan	20	6%
	Gilgit Baltistan	8	1%
	Azad Jammu and Kashmir	9	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000. **Medium:** Rs. 7,001 to 20,000. **High:** More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level



PART 3: METHODOLOGY





PART 3: METHODOLOGY SUMMARY METHODOLOGY

Sample size : 1060 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Un-weighted	Weighted
Punjab	72%	50%
Sindh	17%	26%
KPK	7%	16%
Balochistan	2%	6%
Gilgit Baltistan	1%	1%
Azad Jammu and Kashmir	1%	2%

Sampling Method : Random Digit Dialing

Error Margin : $\pm 3\text{-}5\%$ at 95% confidence level

Interview Mode : CATI

Field Dates : April 24 – May 3, 2021

Gallup Pakistan adheres to ESOMAR/WAPOR Code of Ethics of Opinion and Marketing Research (*form more details please see detailed methodology*)

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.



Further details on RESEARCH METHODOLOGY



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A- Sample Profile

B- Sample Selection Procedure

Note:

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.



DETAILED METHODOLOGY

A- Sample Profile

The survey was conducted with more than 1000 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

Sample Profile

		Un-weighted	Weighted
		Count	Col%
BASE: All		1060	100%
Gender			
See classification details below	Male	875	85%
	Female	185	15%
Age of the Respondent			
See classification details below	Young	452	43%
	Middle	510	47%
	Old	83	9%
Household Income			
See classification details below	Low	97	10%
	Medium	526	50%
	High	193	18%
	No Response	244	22%
Location			
See classification details below	Rural	482	62%
	Urban	578	38%
Province			
See classification details below	Punjab	768	50%
	Sindh	176	26%
	KPK	79	16%
	Balochistan	20	6%
	Gilgit Baltistan	8	1%
	Azad Jammu and Kashmir	9	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000. **Medium:** Rs. 7,001 to 20,000. **High:** More than 20,000

Methodology: Sample Size: 1060; Coverage: National/Rural and Urban/All four provinces; Mode: CATI; Survey dates: April 24 – May 3, 2021. Estimated error margin: +3-5% at 95% confidence level



B- Sample Selection Procedure

Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed.

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.



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Contact Details:
Islamabad : +92 51 2655630
Email: isb@gallup.com.pk
www.gallup-international.com