

4th August, 2023

A QUARTER PAKISTANI ADULTS CLAIM THEY PURCHASED CLOTHES FOR EID THIS YEAR AMOUNTING TO ALMOST 30 BILLION PKR: GALLUP & GILANI PAKISTAN

ایک چوتھائی پاکستانی بالغ افراد اس سال عیدالاضحیٰ پر کپڑے خریدنے کا دعویٰ کرتے ہیں ، جس کی مالیت تقریباً 30 ارب پاکستانی روپے بنتی ہے ۔

Question: "Did you purchase Eid clothes on the occasion of Eid Al-Adha this year?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll **Religion** Eid al-Adha

A quarter Pakistani adults claim they purchased clothes for Eid this year, the total of which amounted to almost 30 billion PKR: Gallup & Gilani Pakistan

(Islamabad), August 04th, 2023

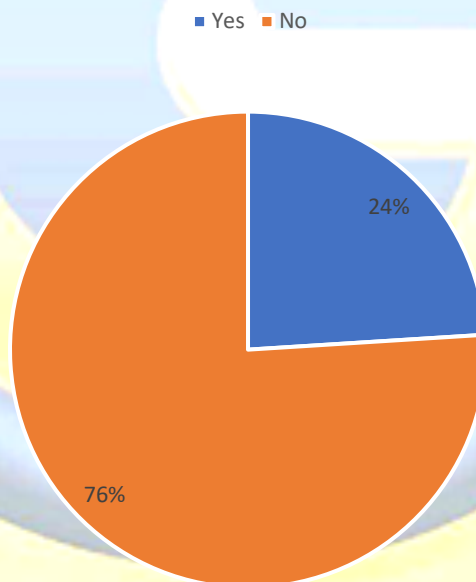
According to a survey conducted by Gallup & Gilani Pakistan, A quarter Pakistani adults (24%) claim they purchased clothes for Eid this year, the total of which amounted to almost 30 billion PKR.

A nationally representative sample of adult men and women from across the country, was asked the question “*Did you purchase Eid clothes on the occasion of Eid Al-Adha this year?*” In response, 24% said yes, 76% said no and 1% said that they don’t know or gave no response.

A quarter Pakistani adults add up to 30 million individuals. If an average piece of clothing costs 1000 PKR, then Eid clothes shopping alone was worth 30 billion PKR.

This press release is part of a detailed report Gallup Pakistan is doing on Eid al-Adha sacrifice and spending in year 2023. The report would be accessible on Gallup website www.gallup.com.pk.

Question: “Did you purchase Eid clothes on the occasion of Eid Al-Adha this year?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and 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 929 men and women in urban and rural areas of all four provinces of the country, conducted

during 07 July to 16 July 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



*Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International*

Friday, 04th August 2023

(3 Pages, English version Only)



Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)