

EID-UL-ADHA

Report on Spending, Attitudes and Behaviours

*First Empirical Study in Pakistan
with trend analysis*

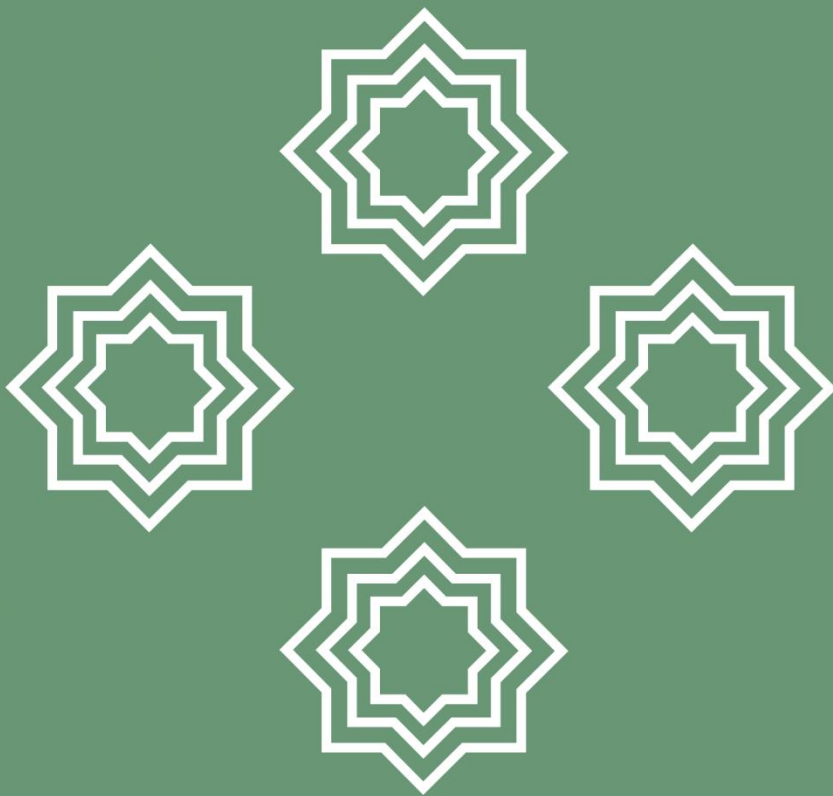




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Item 3.3: Please tell me, to what extent are the “Performing an individual sacrifice at home” practices regarding sacrifice (Qurbani) traditions correct or incorrect?

Topic 4: Perception about overeating or consuming spicy dishes on Eid-ul-Adha

Item 4.1: Some people eat the Qurbani meat cautiously with moderation during Eid al-Adha, whereas others indulge in overeating. Kindly tell us whether you eat the eat Qurbani meat with moderation or tend to overeat?

Item 4.2: Some people suffer issues such as heartburn, acid reflux, indigestion, stomachache, and discomfort or diarrhea due to overeating or consuming spicy or excessive meat dishes during Eid. Please tell me if you also experience any of these physical issues during Eid al-Adha?

Item 4.3: Please tell me which of the following physical issues do you have to face?

Methodology Statement

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.

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

Executive Summary

Gallup Public Pulse in July 2023

Performance of sacrifice falls across the country

People having to spend more than last year for the same items



The number of people performing sacrifice on Eid al-Adha is seeing a declining trend as only 37% reported doing so in 2023, compared to 52% in 2018.



Fewer Pakistanis are purchasing new items for Eid al-Adha than those who are not. Only 24% purchased new clothes while new shoes were bought by only 18%.

79% believe they spent more on sacrifice this year than they did last year.



90% Pakistanis report eating Qurbani meat with moderation and not facing physical issues during Eid al-Adha.



More people believed it was correct to perform individual sacrifice at home (91%) and perform a collective sacrifice with relatives (90%), than those who believed it was correct to give money to an organization instead of sacrificing at home (53%).



DETAILED FINDINGS OF THE SURVEY ARE BELOW

1. The practice of performing Qurbani rapidly declining while the amount spent on purchasing Qurbani increasing for most people.

a. 63% of the surveyed Pakistanis did not perform a sacrifice this year on Eid al-Adha, a 13% decrease from 2019. Most believed that sacrificial animals were more expensive this year compared to last year (**87%**).

b. Share in cow or buffalo seems to be the most prevalent way of sacrificing this year (31%), followed closely by those sacrificing cows (28%) or goats (27%).

c. Compared to last year, **spending on sacrifice** increased this year for 79% Pakistanis, with the mean total expenditure being **Rs. 63,056**.

d. Preference for travelling for Eid remains low as **77%** Pakistanis spent Eid al-Adha in the same city where they live.

2. Fewer Pakistanis are purchasing new items for Eid al-Adha than those who are not.

a. There is an increase in the proportion of people not purchasing new items for Eid. 76% did not buy new clothes, 82% did not get new shoes, 88% did not purchase any new home decorations items while 64% did not buy any items for entertaining guests.

b. While the number of people purchasing new items has declined, those who are buying new things are having to pay, on average, **Rs. 9,711 on clothes** and **Rs. 4,185 on shoes**.

3. Traditions related to sacrifice are more in favor of individuals or families performing sacrifice instead of giving money to organizations.

More people believed it was correct to perform individual sacrifice at home (**91%**) or perform a collective sacrifice with relatives (**90%**), than those who believed it was correct to give money to an organization instead of sacrificing at home (**53%**).



4. Perceptions about overeating: 90% Pakistanis report eating Qurbani meat with moderation and not facing physical issues during Eid al-Adha.

Out of those who face physical issues, heartburn and acid reflux are the most common (63%), followed by stomachaches (51%).

TOPIC 1:

Perception

about

Eid-al-Adha

This Topic has 6 items. Key Findings and Statistical Analysis are provided ahead in this section



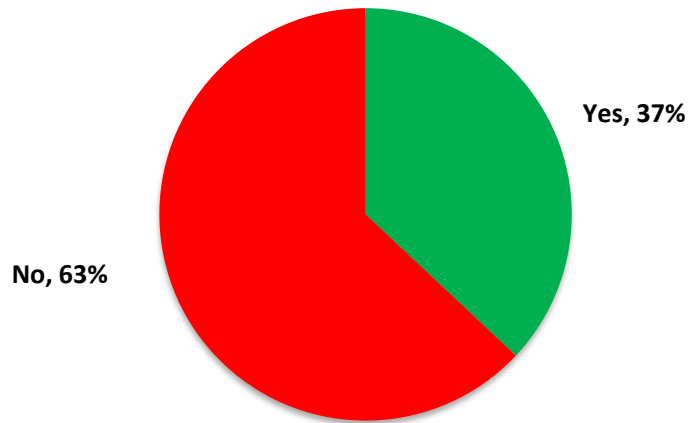


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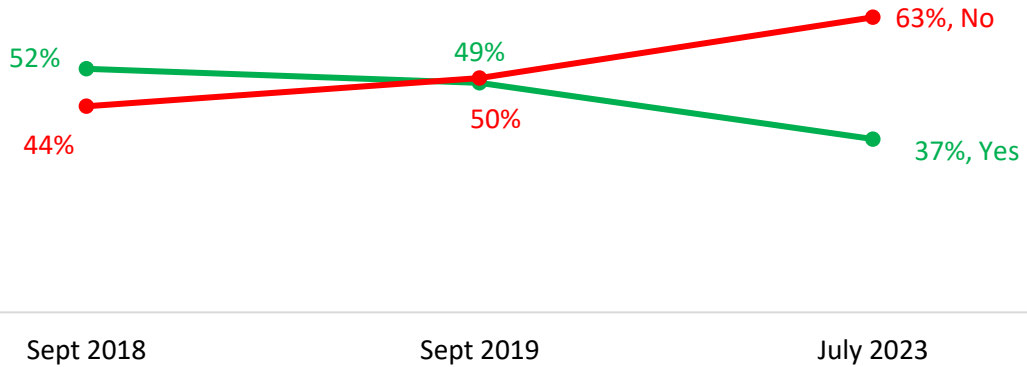
Item 1.1: Key Finding

Question: Please tell me if you or anyone in your household performed a sacrifice (Qurbani) this year on Eid al-Adha?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ کیا آپ نے یا آپ کے گھر کے کسی فرد نے اس سال عیدالاضحیٰ پر قربانی دی؟

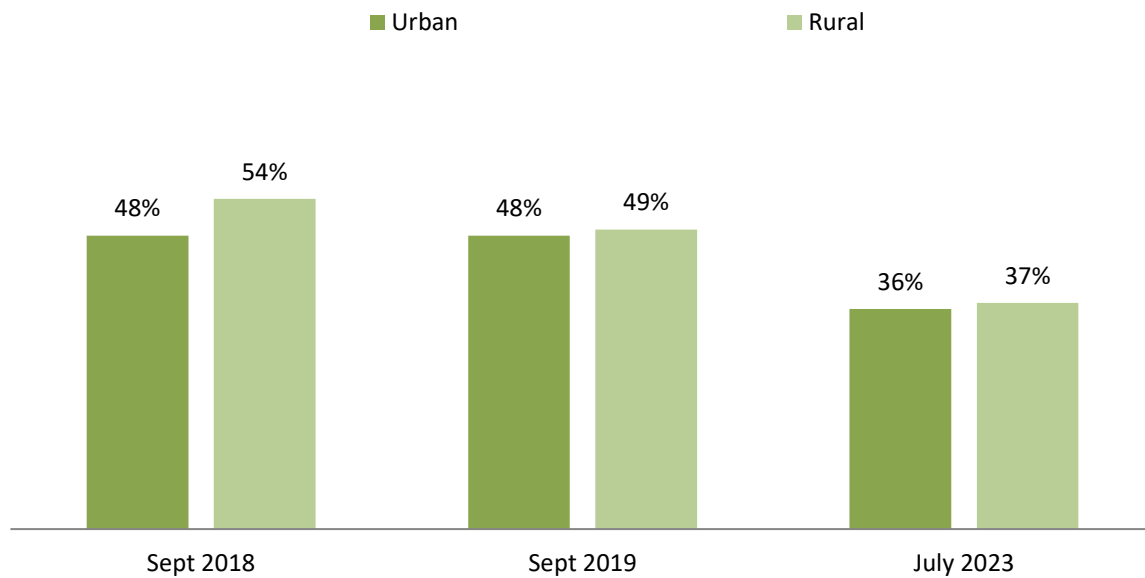
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Breakdown by Location

YES RATING ONLY



Source: Powered by Gallup Pakistan, June 08, 2023 – July 07, 2023



Item 1.1: Statistical Analysis

Question: Please tell me if you or anyone in your household performed a sacrifice (Qurbani) this year on Eid al-Adha?

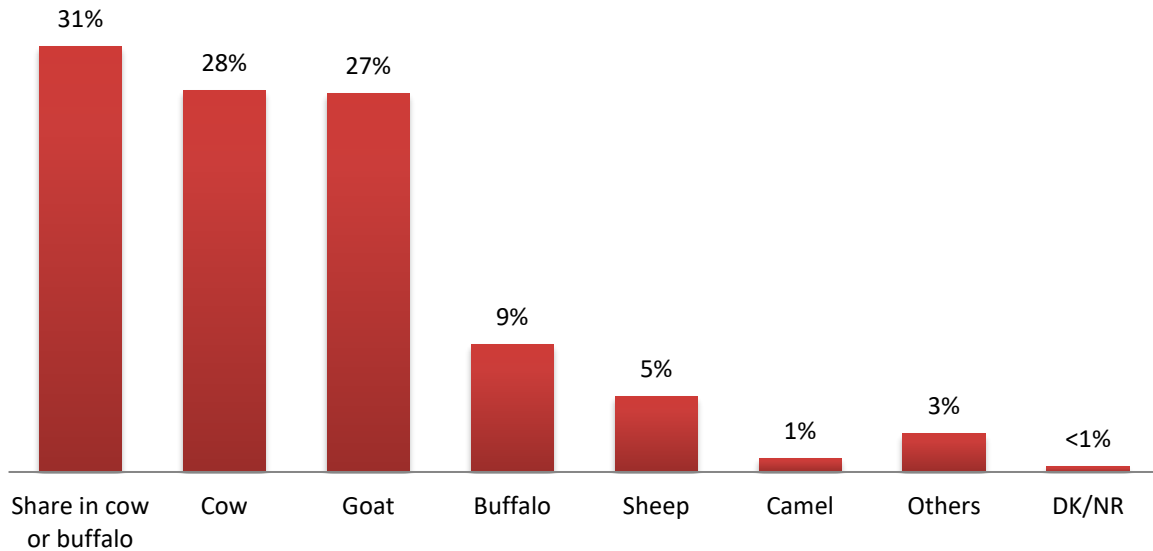
		Yes	No	DK/NR
All Pakistan		37%	63%	0%
Location				
	Rural	37%	63%	0%
	Urban	36%	63%	0%
Province				
	Punjab	39%	61%	0%
	Sindh	26%	73%	0%
	KPK	47%	53%	0%
	Balochistan	38%	62%	0%
Age of the Respondent				
	Under 30	39%	61%	0%
	30 – 50	36%	64%	0%
	50+	33%	67%	0%
	No Response	27%	73%	0%
Gender				
	Male	43%	57%	0%
	Female	31%	69%	0%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



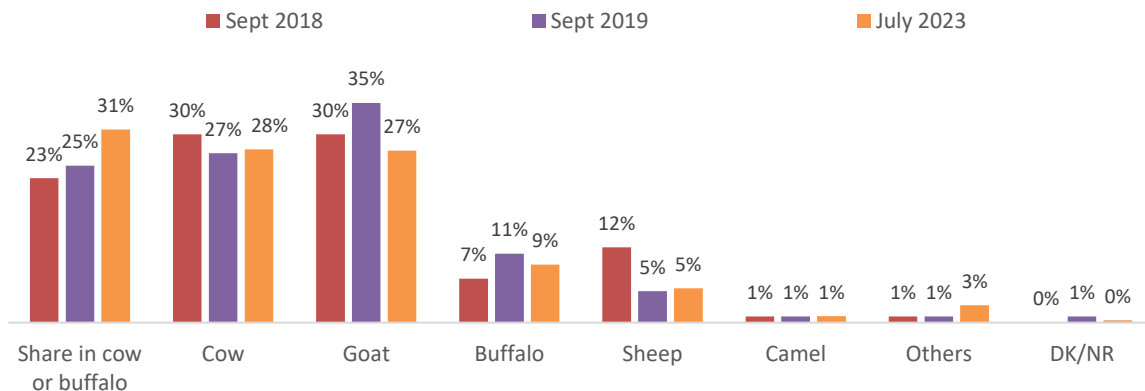
Item 1.2: Key Finding

Question: What animal did you sacrifice? *



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. آپ نے کس جانور کی قربانی دی؟

- | | | | |
|---|--------------------|---|---------------------|
| 2 | دُنبہ | 1 | بکرا |
| 4 | بیل | 3 | گائے |
| 6 | اونٹ | 5 | گائے یا بیل میں حصہ |
| | دیگر (تحریر کریں): | 7 | اونٹ میں حصہ |

*Note: Those who or anyone in their household performed a sacrifice (Qurbani) this year.



Item 1.2: Statistical Analysis

Question: What animal did you sacrifice?

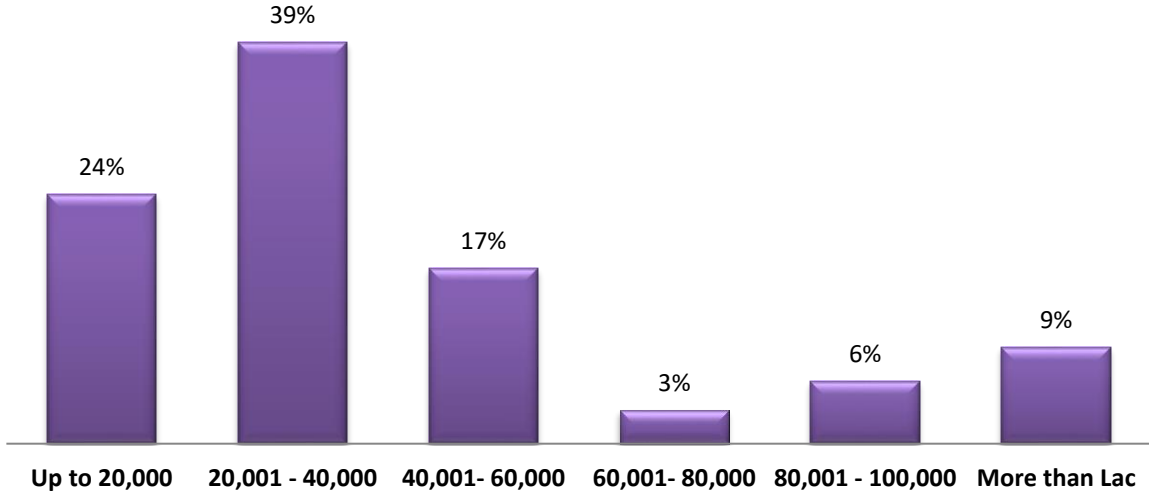
		Goat	Sheep	Cow	Buffalo	Share in cow or buffalo	Camel	Others	DK/NR
All Pakistan		27%	5%	28%	9%	31%	1%	3%	0%
Location									
	Rural	22%	6%	28%	9%	35%	0%	3%	0%
	Urban	38%	5%	27%	10%	23%	2%	2%	1%
Province									
	Punjab	31%	5%	28%	9%	25%	2%	4%	1%
	Sindh	39%	8%	23%	10%	20%	0%	3%	0%
	KPK	2%	4%	32%	11%	53%	0%	0%	0%
	Balochistan	76%	12%	38%	12%	0%	0%	0%	0%
Age of the Respondent									
	Under 30	24%	5%	37%	9%	26%	2%	4%	0%
	30 – 50	29%	6%	19%	11%	36%	0%	2%	1%
	50+	36%	5%	32%	5%	25%	2%	1%	0%
	No Response	13%	0%	87%	0%	0%	0%	0%	0%
Gender									
	Male	27%	5%	30%	11%	30%	0%	3%	0%
	Female	28%	6%	24%	7%	32%	2%	3%	1%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 1.3: Key Finding

Question: Thinking in terms of the total expenditure on Eid Al-Adha this year, please tell me how much in total did your family spend on sacrifice? *



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Averages



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی اس سال عید الفصحی پر کیے جانے والے تمام اخراجات کے حوالے سے سوچتے ہوئے بتائیں کہ آپ کے گھرانے نے قربانی پر کل کتنی رقم خرچ کی؟
رقم.....

*Note: Those who or anyone in their household performed a sacrifice (Qurbani) this year.



Item 1.3: Statistical Analysis

Question: Thinking in terms of the total expenditure on Eid Al-Adha this year, please tell me?

		Mean	Median
All Pakistan		63,056	30,000
Location			
	Urban	89,321	50,000
	Rural	48,410	30,000
Province			
	Punjab	68,270	30,000
	Sindh	79,793	50,000
	KPK	42,003	30,000
	Baluchistan	44,596	30,000
Monthly HH Income			
	Up to Rs. 7000	61,413	20,000
	Rs.7001-Rs.15000	70,603	35,000
	Rs.15001-Rs.30000	50,542	30,000
	More than Rs.30000	66,032	32,000
	No Response	98,199	50,000
Age of the Respondent			
	Under 30	58,725	30,000
	30 – 50	62,924	32,000
	50+	80,868	30,000
	No Response	38,555	30,000
Gender			
	Male	66,316	32,000
	Female	58,354	30,000

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 1.3: Statistical Analysis

Question: Thinking in terms of the total expenditure on Eid Al-Adha this year, please tell me?

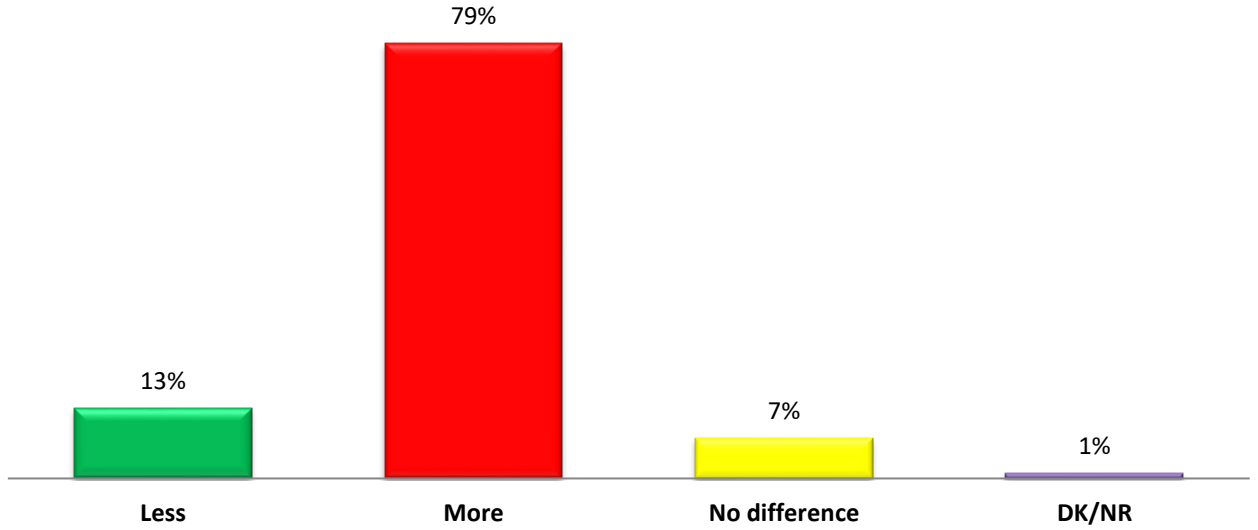
		Up to 20000	20,001 - 40,000	40,001- 60,000	60,001- 80,000	80,001 - 100,000	More than Lac
All Pakistan		24%	39%	17%	3%	6%	9%
Location							
	Rural	29%	45%	15%	3%	3%	5%
	Urban	17%	30%	22%	4%	11%	17%
Province							
	Punjab	29%	32%	19%	3%	6%	10%
	Sindh	13%	34%	24%	5%	10%	14%
	KPK	26%	54%	8%	2%	5%	5%
	Balochistan	15%	81%	3%	0%	0%	0%
Age of the Respondent							
	Under 30	30%	34%	16%	4%	7%	8%
	30 – 50	18%	46%	18%	3%	5%	10%
	50+	35%	27%	13%	1%	10%	14%
	No Response	0%	57%	43%	0%	0%	0%
Gender							
	Male	24%	34%	18%	6%	7%	11%
	Female	26%	47%	16%	0%	5%	7%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



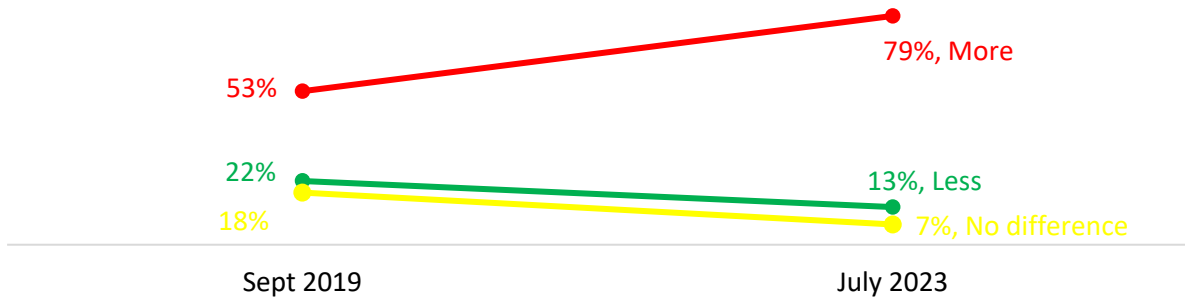
Item 1.4: Key Finding

Question: In your opinion, was this amount less than, more than, or the same as the amount spent on sacrifice last year?*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q آپ کے خیال میں یہ رقم گزشتہ سال قربانی پر خرچ کی جانے والی رقم سے کم تھی، زیادہ تھی یا کوئی فرق نہیں تھا؟

- 1 کم تھی
- 2 زیادہ تھی
- 3 کوئی فرق نہیں تھا

*Note: Those who or anyone in their household performed a sacrifice (Qurbani) this year.



Item 1.4: Statistical Analysis

Question: In your opinion, was this amount less than, more than, or the same as the amount spent on sacrifice last year?

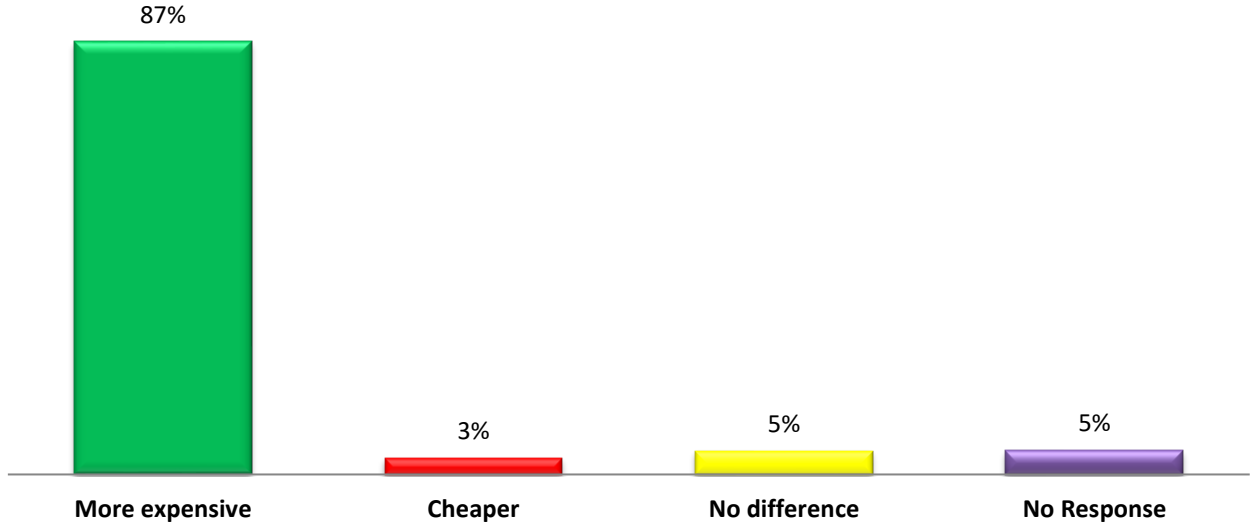
		Less	More	No difference	DK/NR
All Pakistan		13%	79%	7%	1%
Location					
	Rural	12%	81%	6%	1%
	Urban	13%	76%	9%	2%
Province					
	Punjab	12%	80%	7%	1%
	Sindh	20%	72%	6%	2%
	KPK	10%	84%	6%	0%
	Balochistan	0%	68%	32%	0%
Age of the Respondent					
	Under 30	14%	76%	10%	1%
	30 – 50	10%	84%	5%	1%
	50+	23%	65%	9%	3%
	No Response	0%	100%	0%	0%
Gender					
	Male	15%	75%	10%	1%
	Female	10%	85%	3%	1%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 1.5: Key Finding

Question: In your opinion, were the sacrificial animals this year more expensive, cheaper, or similarly priced compared to last year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q آپ کے خیال میں اس سال قربانی کے جانور گزشتہ سال کی نسبت مہنگے تھے، سستے تھے یا قیمتوں میں کوئی فرق نہیں تھا؟

- 1 مہنگے
- 2 سستے
- 3 کوئی فرق نہیں تھا



Item 1.5: Statistical Analysis

Question: In your opinion, were the sacrificial animals this year more expensive, cheaper, or similarly priced compared to last year?

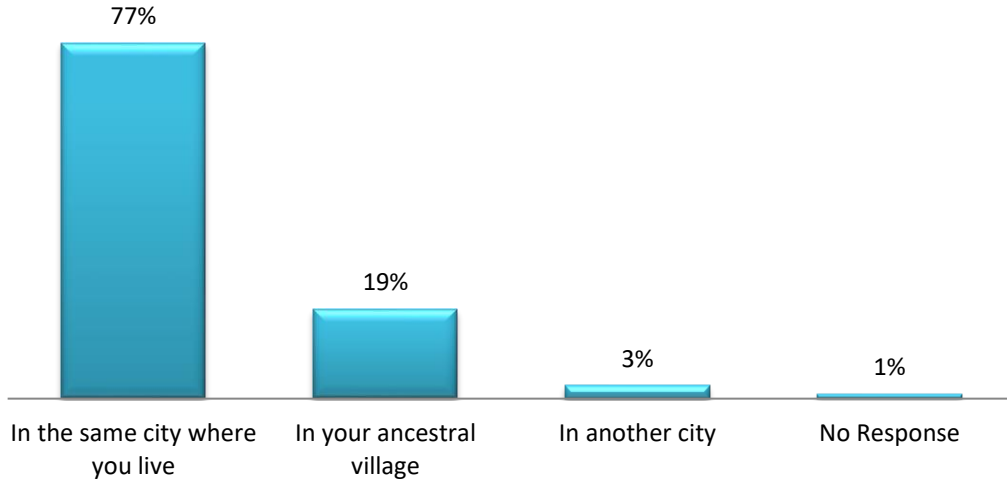
		More expensive	Cheaper	No difference	No Response
All Pakistan		87%	3%	5%	5%
Location					
	Rural	87%	3%	5%	5%
	Urban	88%	4%	4%	5%
Province					
	Punjab	87%	3%	7%	3%
	Sindh	83%	4%	3%	10%
	KPK	95%	2%	1%	2%
	Balochistan	86%	0%	9%	5%
Age of the Respondent					
	Under 30	88%	3%	3%	6%
	30 – 50	86%	4%	7%	4%
	50+	90%	3%	3%	5%
	No Response	97%	3%	0%	0%
Gender					
	Male	86%	6%	5%	3%
	Female	88%	1%	5%	6%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



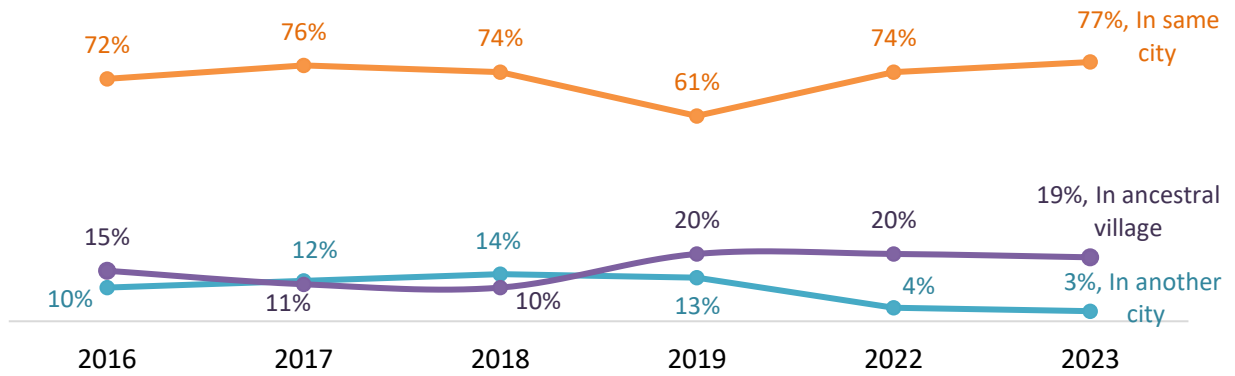
Item 1.6: Key Finding

Question: **Where did you celebrate Eid this year?**



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید کہاں منائی؟

1

جہاں رہتے ہیں اسی شہر میں

2

کسی اور شہر میں

3

اپنے آبائی گاؤں میں



Item 1.6: Statistical Analysis

Question: **Where did you celebrate Eid this year?**

		In the same city where you live	In another city	In your ancestral village	No Response
All Pakistan		77%	3%	19%	1%
Location					
	Rural	71%	2%	26%	1%
	Urban	88%	4%	7%	1%
Province					
	Punjab	80%	3%	16%	2%
	Sindh	77%	4%	19%	0%
	KPK	65%	1%	32%	1%
	Balochistan	85%	4%	11%	0%
Age of the Respondent					
	Under 30	76%	2%	21%	2%
	30 – 50	77%	3%	19%	1%
	50+	81%	3%	17%	0%
	No Response	93%	7%	0%	0%
Gender					
	Male	73%	4%	22%	1%
	Female	81%	2%	16%	1%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

TOPIC 2:

Items purchased on the occasion of Eid-al-Adha

This Topic has 7 items. Key Findings and Statistical Analysis are provided ahead in this section





Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 2: Items purchased on the occasion of Eid-al-Adha

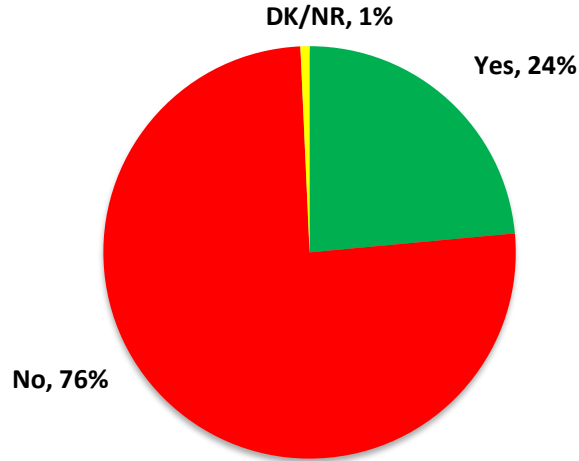
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Eid-ul-Adha - Report on Spending, Attitudes and Behaviours Topic 2: Items purchased on the occasion of Eid-al-Adha

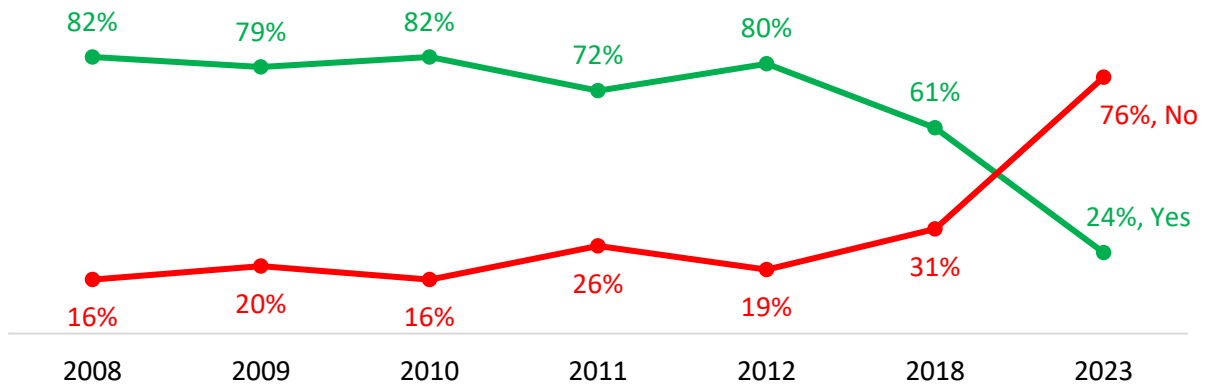
Item 2.1: Key Finding

Question: Please tell me, did you purchase Eid clothes on the occasion of Eid al-Adha this year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید الاضحیٰ کے موقع پر عید کے کپڑوں کی خریداری کی؟

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Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 2: Items purchased on the occasion of Eid-al-Adha

Item 2.1: Statistical Analysis

Question: Please tell me, did you purchase Eid clothes on the occasion of Eid al-Adha this year?

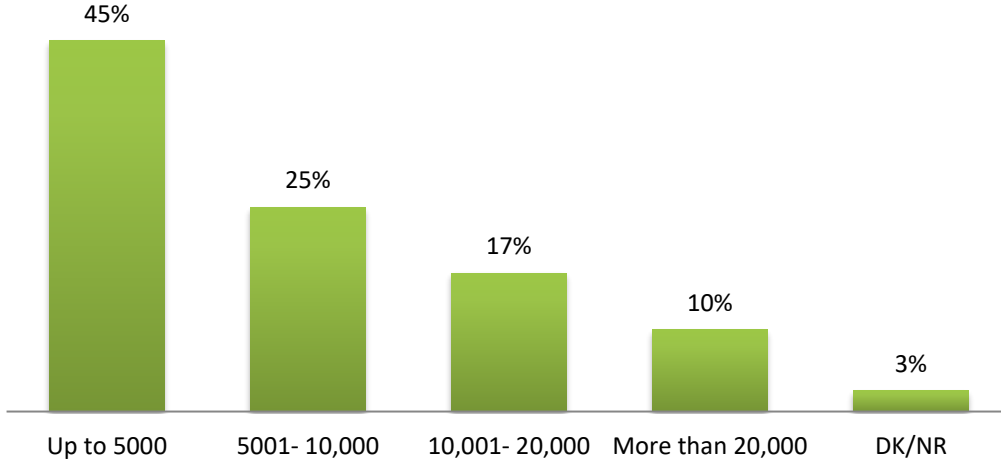
		Yes	No	DK/NR
All Pakistan		24%	76%	1%
Location				
	Rural	20%	79%	1%
	Urban	29%	70%	1%
Province				
	Punjab	24%	75%	1%
	Sindh	19%	81%	0%
	KPK	22%	78%	0%
	Balochistan	40%	60%	0%
Age of the Respondent				
	Under 30	31%	69%	1%
	30 – 50	21%	78%	1%
	50+	14%	86%	0%
	No Response	15%	85%	0%
Gender				
	Male	31%	69%	0%
	Female	16%	83%	1%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 2.2: Key Finding

Question: Please tell me how much money you spend on shopping for Eid clothes?*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Averages



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے عید کے کپڑوں کی خریداری پر پراندازاً کتنے روپے خرچ کیے؟
..... روپے

*Note: Those who said "They purchased Eid clothes on Eid al-Adha .



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 2: Items purchased on the occasion of Eid-al-Adha

Item 2.2: Statistical Analysis

Question: **Please tell me how much money you spend on shopping for Eid clothes?**

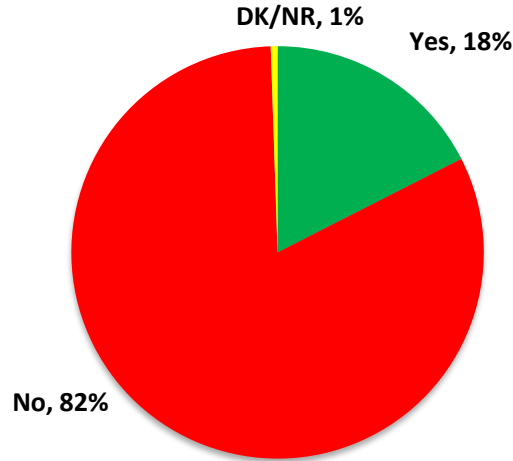
		Up to 5000	5001-10000	10001-20000	More than 20,000	DK/NR
All Pakistan		45%	25%	17%	10%	3%
Location						
	Rural	49%	18%	20%	10%	3%
	Urban	42%	32%	13%	11%	2%
Province						
	Punjab	47%	23%	18%	7%	4%
	Sindh	40%	19%	25%	14%	2%
	KPK	49%	31%	3%	16%	1%
	Balochistan	21%	48%	20%	12%	0%
Age of the Respondent						
	Under 30	51%	23%	15%	9%	2%
	30 – 50	42%	25%	18%	11%	3%
	50+	25%	33%	23%	14%	5%
	No Response	100%	0%	0%	0%	0%
Gender						
	Male	41%	23%	20%	14%	3%
	Female	55%	28%	12%	3%	2%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 2.3: Key Finding

Question: Please tell me, did you purchase Eid shoes on the occasion of Eid al-Adha this year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید الاضحیٰ کے موقع پر عید کے جوتوں کی خریداری کی؟

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Item 2.3: Statistical Analysis

Question: Please tell me, did you purchase Eid shoes on the occasion of Eid al-Adha this year?

		Yes	No	DK/NR
All Pakistan		18%	82%	1%
Location				
	Rural	15%	84%	1%
	Urban	22%	78%	0%
Province				
	Punjab	16%	83%	1%
	Sindh	16%	84%	0%
	KPK	17%	82%	0%
	Balochistan	34%	66%	0%
Age of the Respondent				
	Under 30	21%	79%	0%
	30 – 50	16%	83%	1%
	50+	13%	87%	0%
	No Response	15%	85%	0%
Gender				
	Male	26%	74%	0%
	Female	9%	90%	1%

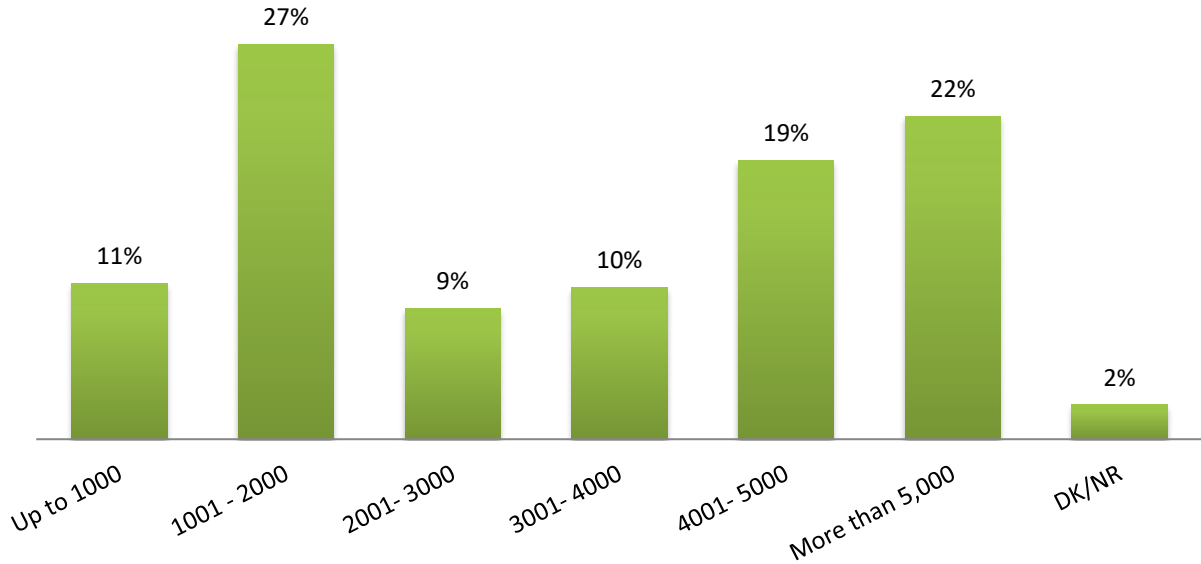
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours Topic 2: Items purchased on the occasion of Eid-al-Adha

Item 2.4: Key Finding

Question: Please tell me how much money you spent on shopping for Eid shoes?*



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Averages



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے عید کے جوٹوں کی خریداری پر پر اندازاً کتنے روپے خرچ کیے؟
روپے

*Note: Those who said "They purchased Eid shoes on Eid al-Adha .



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours

Topic 2: Items purchased on the occasion of Eid-al-Adha

Item 2.4: Statistical Analysis

Question: Please tell me how much money you spent on shopping for Eid shoes?

		Up to 1000	1001 - 2000	2001- 3000	3001- 4000	4001- 5000	More than 5,000	DK/NR
All Pakistan		11%	27%	9%	10%	19%	22%	2%
Location								
	Rural	9%	33%	9%	12%	12%	23%	2%
	Urban	12%	20%	9%	8%	27%	21%	3%
Province								
	Punjab	6%	30%	9%	9%	16%	27%	4%
	Sindh	14%	23%	3%	7%	28%	21%	2%
	KPK	4%	43%	13%	7%	12%	20%	1%
	Balochistan	21%	0%	0%	56%	22%	0%	0%
Age of the Respondent								
	Under 30	11%	32%	5%	19%	15%	17%	2%
	30 – 50	12%	24%	11%	4%	22%	27%	2%
	50+	0%	19%	19%	5%	26%	26%	5%
	No Response	46%	54%	0%	0%	0%	0%	0%
Gender								
	Male	7%	29%	10%	6%	18%	26%	3%
	Female	21%	21%	5%	22%	21%	9%	0%

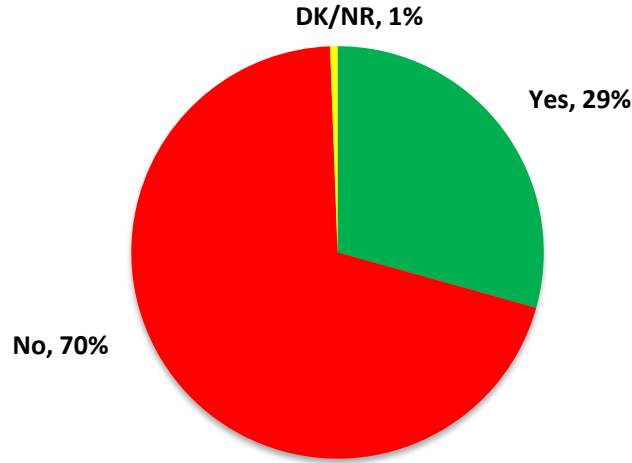
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours Topic 2: Items purchased on the occasion of Eid-al-Adha

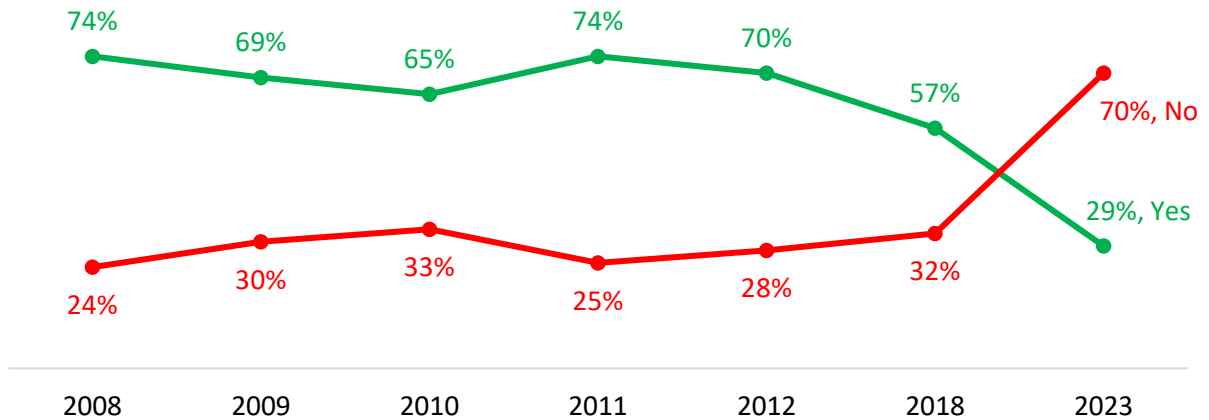
Item 2.5: Key Finding

Question: Please tell me, did you purchase sacrificial animal on the occasion of Eid al-Adha this year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید الاضحیٰ کے موقع پر قربانی کے جانور کی خریداری کی؟

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Item 2.5: Statistical Analysis

Question: Please tell me, did you purchase sacrificial animal on the occasion of Eid al-Adha this year?

		Yes	No	DK/NR
All Pakistan		29%	70%	1%
Location				
	Rural	28%	71%	1%
	Urban	31%	68%	0%
Province				
	Punjab	31%	67%	1%
	Sindh	19%	81%	0%
	KPK	35%	65%	0%
	Balochistan	44%	56%	0%
Age of the Respondent				
	Under 30	31%	68%	0%
	30 – 50	28%	71%	1%
	50+	29%	71%	0%
	No Response	27%	73%	0%
Gender				
	Male	33%	67%	0%
	Female	26%	73%	1%

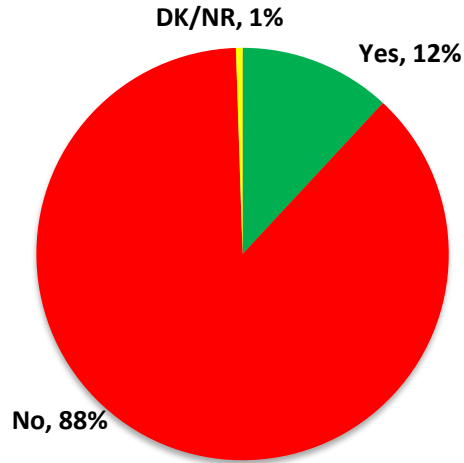
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours Topic 2: Items purchased on the occasion of Eid-al-Adha

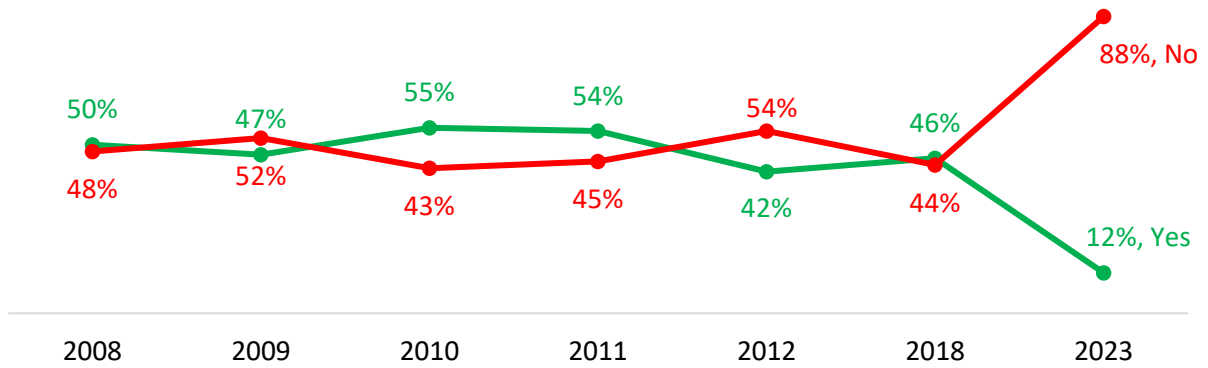
Item 2.6: Key Finding

Question: Please tell me, did you purchase home decoration items on the occasion of Eid al-Adha this year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید الاضحیٰ کے موقع پر گھر کی سجاوٹ کا سامان کی خریداری کی؟

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Item 2.6: Statistical Analysis

Question: Please tell me, did you purchase home decoration items on the occasion of Eid al-Adha this year?

		Yes	No	DK/NR
All Pakistan		12%	88%	1%
Location				
	Rural	9%	90%	1%
	Urban	16%	83%	0%
Province				
	Punjab	11%	88%	1%
	Sindh	9%	91%	0%
	KPK	12%	88%	0%
	Balochistan	28%	72%	0%
Age of the Respondent				
	Under 30	15%	85%	0%
	30 – 50	10%	89%	1%
	50+	10%	90%	1%
	No Response	0%	100%	0%
Gender				
	Male	16%	84%	0%
	Female	7%	92%	1%

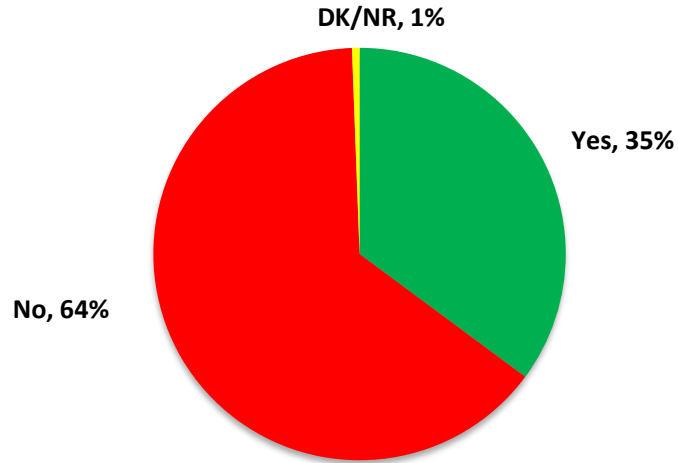
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours Topic 2: Items purchased on the occasion of Eid-al-Adha

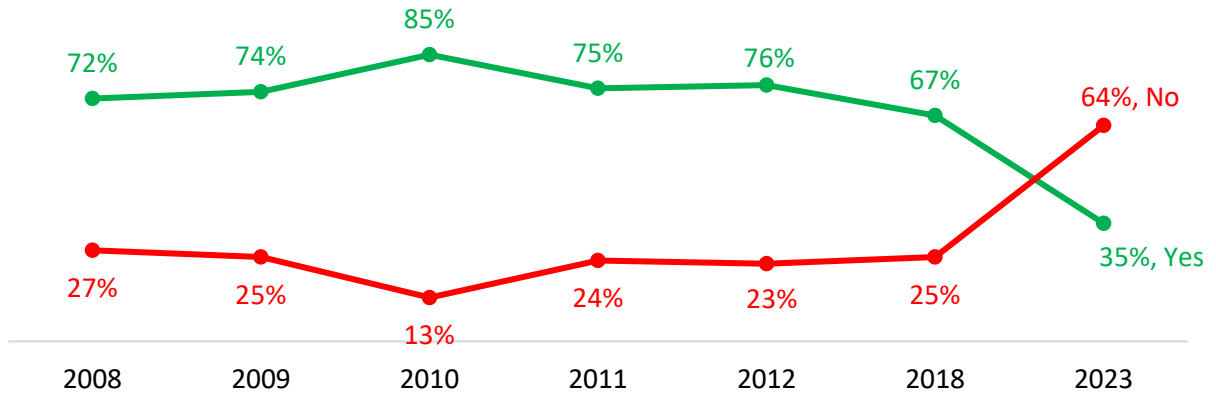
Item 2.7: Key Finding

Question: Please tell me, did you purchase items for entertainment of guests on the occasion of Eid al-Adha this year?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Trend Analysis



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ آپ نے اس سال عید الاضحیٰ کے موقع پر مہمانوں کی تواضع کا سامان کی خریداری کی؟

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Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 2: Items purchased on the occasion of Eid-al-Adha

Item 2.7: Statistical Analysis

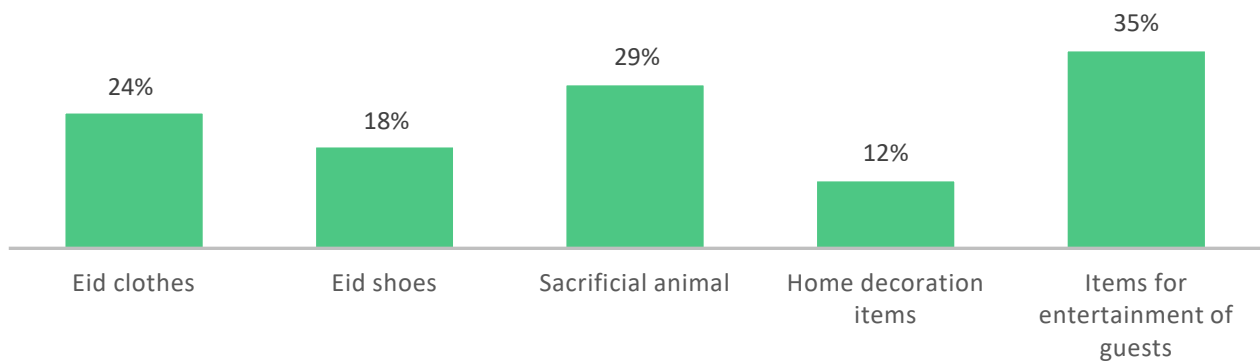
Question: **Please tell me, did you purchase items for entertainment of guests on the occasion of Eid al-Adha this year?**

		Yes	No	DK/NR
All Pakistan		35%	64%	1%
Location				
	Rural	33%	66%	1%
	Urban	39%	61%	0%
Province				
	Punjab	36%	63%	1%
	Sindh	29%	71%	0%
	KPK	36%	63%	1%
	Balochistan	49%	51%	0%
Age of the Respondent				
	Under 30	40%	60%	0%
	30 – 50	35%	65%	1%
	50+	25%	75%	0%
	No Response	0%	100%	0%
Gender				
	Male	42%	58%	0%
	Female	28%	71%	1%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

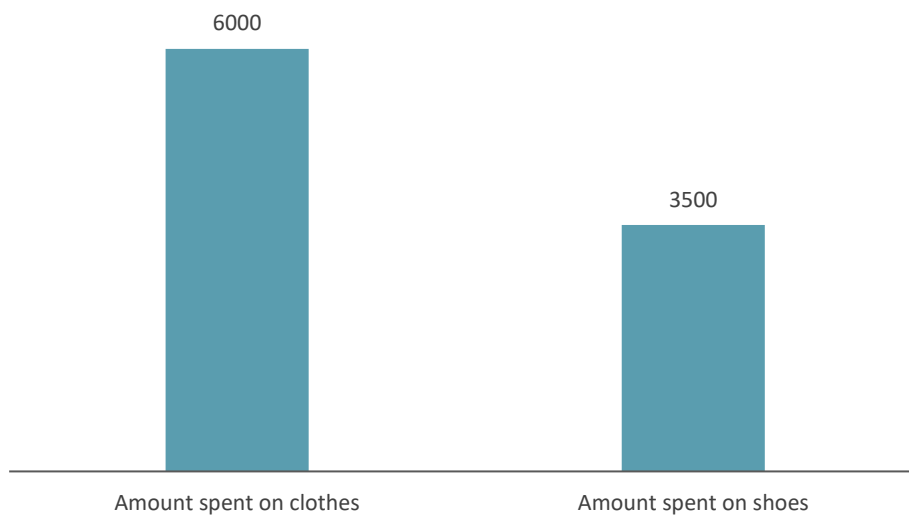


THOSE WHO SAID “YES”, THEY PURCHASED ITEMS ON EID UL AZHA



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

MEDIAN

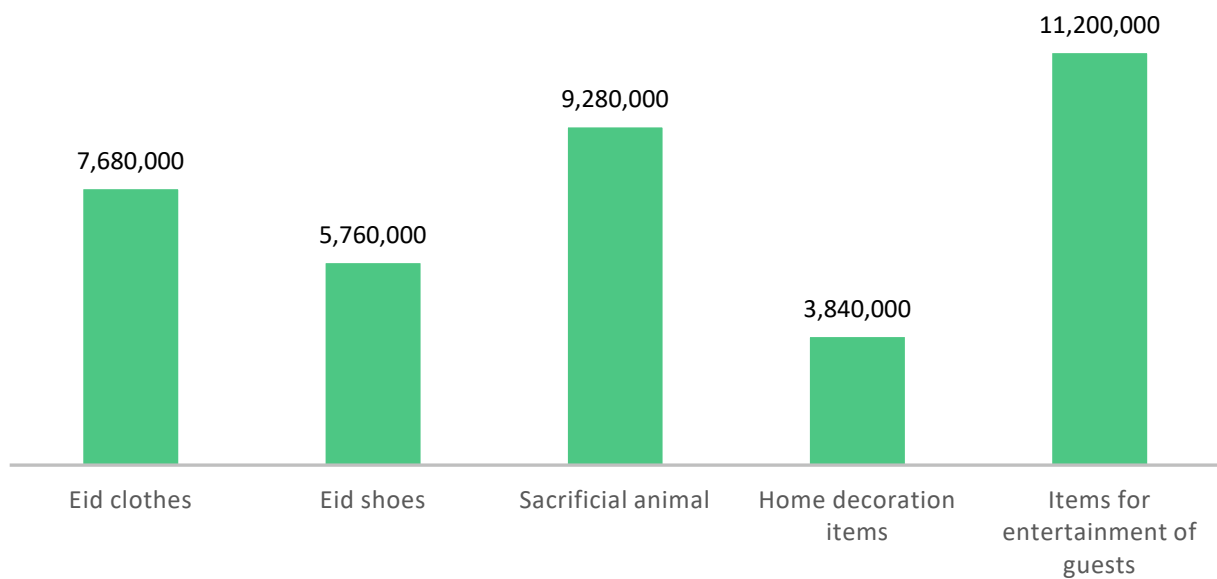


Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



THOSE WHO SAID “YES”, THEY PURCHASED ITEMS ON EID UL AZHA

(According to the households)

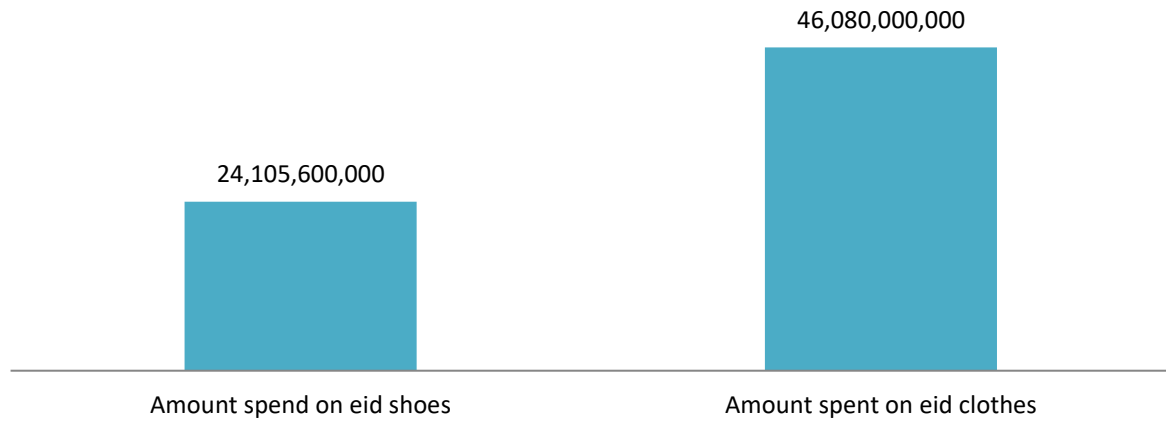


Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



AVERAGES OF TOTAL EXPENSES

Median



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

TOPIC 3:

Opinion on traditions regarding sacrifice

This Topic has 3 items. Key Findings and Statistical Analysis are provided ahead in this section



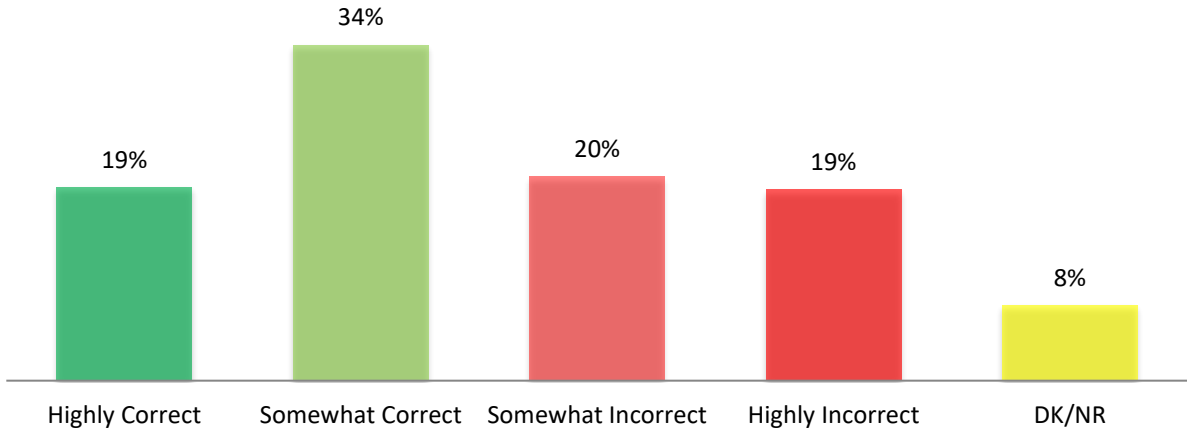


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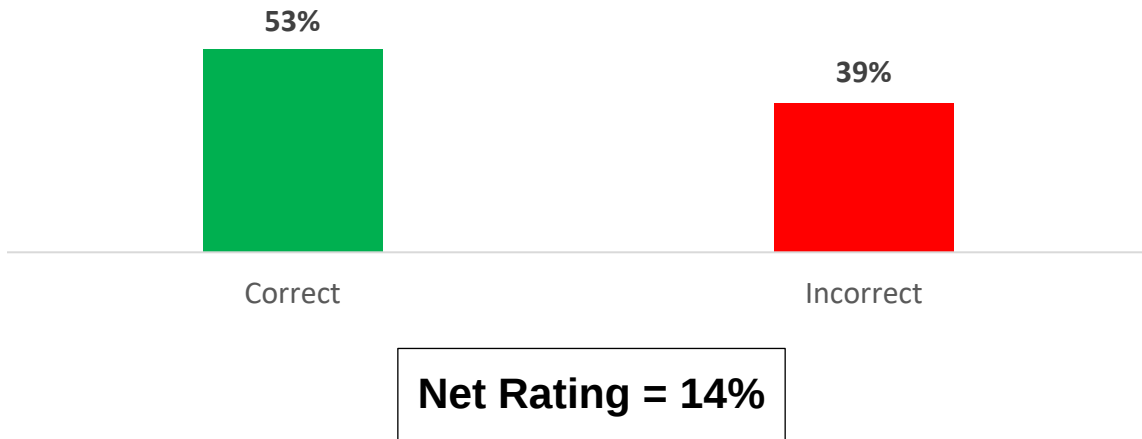
Item 3.1: Key Finding

Question: Please tell me, to what extent are the “Giving money to an organization instead of sacrificing at home” practices regarding sacrifice (Qurbani) traditions correct or incorrect?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

CORRECT RATING VS INCORRECT RATING



Q. برائے مہربانی بتائیں کہ قربانی کے والے سے روایت ”اپنے گھر قربانی کے بجائے کسی ادارے کی رقم دے دینا جو آپ کی جگہ قربانی کر دے گا“ کس حد تک درست یا غلط؟

- | | |
|---|----------------|
| 1 | بہت زیادہ درست |
| 2 | کسی حد تک درست |
| 3 | کسی حد تک غلط |
| 4 | بہت زیادہ غلط |



Item 3.1: Statistical Analysis

Question: Please tell me, to what extent are the “Giving money to an organization instead of sacrificing at home” practices regarding sacrifice (Qurbani) traditions correct or incorrect?

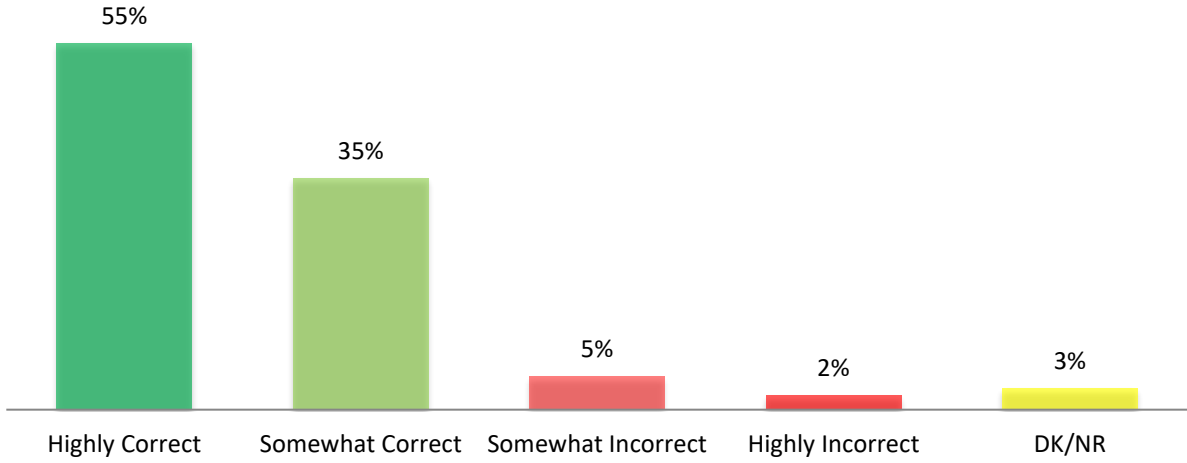
		Highly Correct	Somewhat Correct	Somewhat Incorrect	Highly Incorrect	DK/NR
All Pakistan		19%	34%	20%	19%	8%
Location						
	Rural	21%	32%	19%	19%	8%
	Urban	17%	36%	22%	19%	7%
Province						
	Punjab	16%	37%	19%	20%	8%
	Sindh	30%	33%	18%	13%	7%
	KPK	16%	27%	29%	22%	6%
	Balochistan	18%	55%	17%	6%	5%
Age of the Respondent						
	Under 30	23%	36%	16%	17%	8%
	30 – 50	18%	34%	20%	19%	8%
	50+	14%	21%	36%	25%	4%
	No Response	0%	60%	18%	22%	0%
Gender						
	Male	16%	35%	22%	19%	8%
	Female	22%	32%	19%	19%	7%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 3.2: Key Finding

Question: Please tell me, to what extent are the “Performing a collective sacrifice with household/family members/neighbors” practices regarding sacrifice (Qurbani) traditions correct or incorrect?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

CORRECT RATING VS INCORRECT RATING



Net Rating = 83%

Q. برائے مہربانی بتائیں کہ قربانی کے والے سے روایت ”اپنے گھر/محلے/ر خاندان کے افراد کے ساتھ مل کر اجتماعی قربانی کرنا“ کس حد تک درست یا غلط؟

- | | |
|---|----------------|
| 1 | بہت زیادہ درست |
| 2 | کسی حد تک درست |
| 3 | کسی حد تک غلط |
| 4 | بہت زیادہ غلط |



Item 3.2: Statistical Analysis

Question: Please tell me, to what extent are the “Performing a collective sacrifice with household/family members/neighbors” practices regarding sacrifice (Qurbani) traditions correct or incorrect?

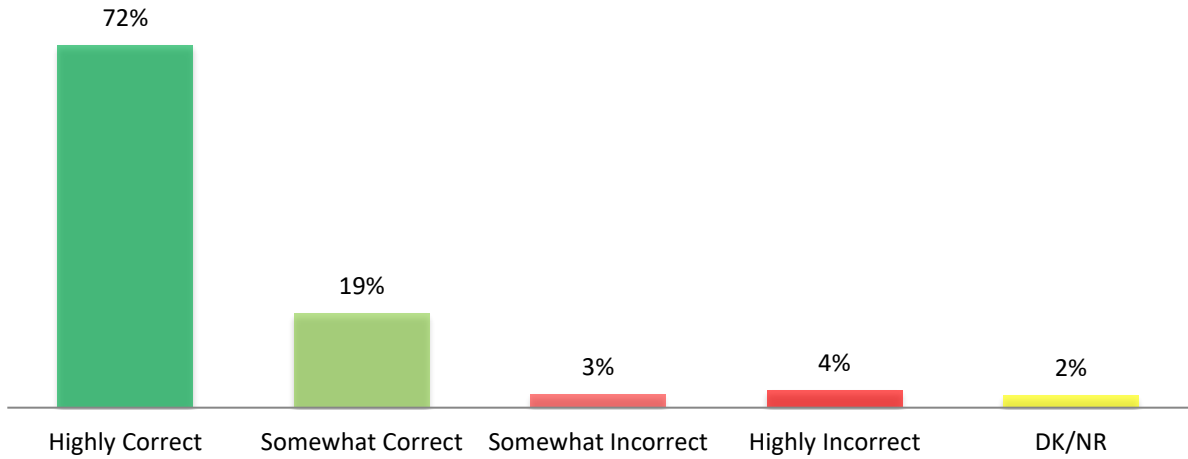
		Highly Correct	Somewhat Correct	Somewhat Incorrect	Highly Incorrect	DK/NR
All Pakistan		55%	35%	5%	2%	3%
Location						
	Rural	56%	33%	6%	2%	3%
	Urban	53%	37%	4%	2%	4%
Province						
	Punjab	55%	36%	4%	1%	4%
	Sindh	56%	37%	2%	2%	4%
	KPK	52%	32%	11%	3%	2%
	Balochistan	69%	13%	0%	18%	0%
Age of the Respondent						
	Under 30	66%	29%	2%	0%	3%
	30 – 50	50%	37%	7%	3%	4%
	50+	45%	45%	6%	1%	2%
	No Response	0%	37%	0%	63%	0%
Gender						
	Male	59%	30%	5%	3%	3%
	Female	51%	40%	5%	2%	3%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Item 3.3: Key Finding

Question: Please tell me, to what extent are the “Performing an individual sacrifice at home” practices regarding sacrifice (Qurbani) traditions correct or incorrect?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

CORRECT RATING VS INCORRECT RATING



Net Rating = 85%

Q. برائے مہربانی بتائیں کہ قربانی کے والے سے روایت ”اپنے گھر میں خود انفرادی قربانی کرنا“ کس حد تک درست یا غلط؟

- | | |
|---|----------------|
| 1 | بہت زیادہ درست |
| 2 | کسی حد تک درست |
| 3 | کسی حد تک غلط |
| 4 | بہت زیادہ غلط |



Item 3.3: Statistical Analysis

Question: Please tell me, to what extent are the “Performing an individual sacrifice at home” practices regarding sacrifice (Qurbani) traditions correct or incorrect?

		Highly Correct	Somewhat Correct	Somewhat Incorrect	Highly Incorrect	DK/NR
All Pakistan		72%	19%	3%	4%	2%
Location						
	Rural	71%	18%	4%	4%	2%
	Urban	74%	20%	1%	2%	3%
Province						
	Punjab	74%	18%	2%	2%	3%
	Sindh	72%	22%	1%	2%	2%
	KPK	66%	17%	8%	7%	1%
	Balochistan	94%	6%	0%	0%	0%
Age of the Respondent						
	Under 30	72%	22%	1%	3%	3%
	30 – 50	76%	17%	1%	4%	3%
	50+	62%	18%	14%	6%	0%
	No Response	60%	40%	0%	0%	0%
Gender						
	Male	73%	20%	2%	3%	2%
	Female	71%	18%	3%	4%	3%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

TOPIC 4:

Perception about overeating or consuming spicy dishes on Eid-ul-Adha

This Topic has 2 items. Key Findings and Statistical Analysis are provided ahead in this section





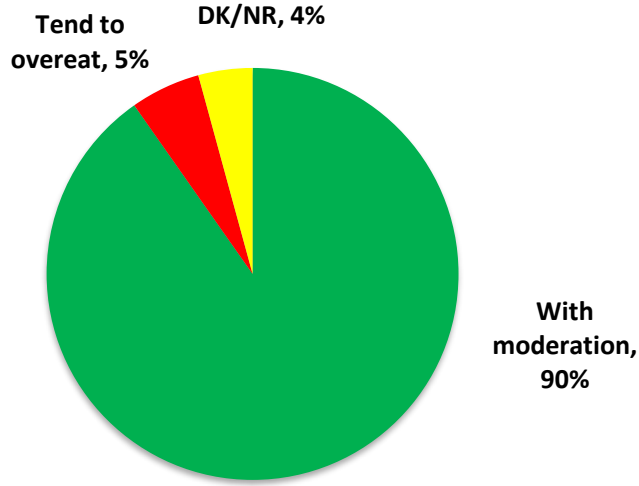
Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
**Topic 4: Perception about overeating or consuming
spicy dishes on Eid-ul-Adha**

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Item 4.1: Key Finding

Question: Some people eat the Qurbani meat cautiously with moderation during Eid al-Adha, whereas others indulge in overeating. Kindly tell us whether you eat the eat Qurbani meat with moderation or tend to overeat?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. بعض لوگ عید الاضحیٰ کے موقع پر قربانی کا گوشت محتاط ہو کر اعتدال کے ساتھ کھاتے ہیں جبکہ بعض لوگ اور ایننگٹ (Over-eating) کر لیتے ہیں۔ برائے مہربانی بتائیں کہ آپ قربانی کا گوشت اعتدال کے ساتھ کھاتے ہیں یا اور ایننگٹ کر لیتے ہیں؟

- 1 اعتدال کے ساتھ
 2 اور ایننگٹ کر لیتے ہیں



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
**Topic 4: Perception about overeating or consuming
 spicy dishes on Eid-ul-Adha**

Item 4.1: Statistical Analysis

Question: **Some people eat the Qurbani meat cautiously with moderation during Eid al-Adha, whereas others indulge in overeating. Kindly tell us whether you eat the eat Qurbani meat with moderation or tend to overeat?**

		With moderation	Tend to overeat	DK/NR
All Pakistan		90%	5%	4%
Location				
	Rural	89%	5%	6%
	Urban	92%	7%	1%
Province				
	Punjab	92%	5%	3%
	Sindh	92%	7%	1%
	KPK	85%	6%	9%
	Balochistan	86%	7%	7%
Age of the Respondent				
	Under 30	93%	5%	2%
	30 – 50	91%	6%	3%
	50+	78%	4%	17%
	No Response	81%	19%	0%
Gender				
	Male	90%	8%	2%
	Female	90%	3%	6%

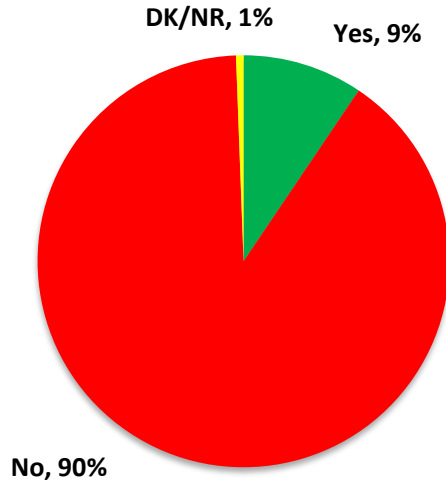
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 202



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 4: Perception about overeating or consuming spicy dishes on Eid-ul-Adha

Item 4.2: Key Finding

Question: Some people suffer issues such as heartburn, acid reflux, indigestion, stomachache, and discomfort or diarrhea due to overeating or consuming spicy or excessive meat dishes during Eid. Please tell me if you also experience any of these physical issues during Eid al-Adha?



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q بعض لوگ عید پر نت نئے مرغین اور مصالحہ دار کھانوں یا زیادہ گوشت کھانے کی وجہ سے معدے میں جلن، تیز اپیت، خوراک کا ہضم نہ ہونا، پیٹ میں درد اور دست وغیرہ سے دوچار ہو جاتے ہیں۔ برائے مہربانی بتائیں کہ کیا آپ کو بھی عید الاضحیٰ کے موقع پر ان جسمانی مسائل کا سامنا کرنا پڑتا ہے؟

- | | |
|---|------|
| 1 | ہاں |
| 2 | نہیں |



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 4: Perception about overeating or consuming spicy dishes on Eid-ul-Adha

Item 4.2: Statistical Analysis

Question: **Some people suffer issues such as heartburn, acid reflux, indigestion, stomachache, and discomfort or diarrhea due to overeating or consuming spicy or excessive meat dishes during Eid. Please tell me if you also experience any of these physical issues during Eid al-Adha?**

		Yes	No	DK/NR
All Pakistan		9%	90%	1%
Location				
	Rural	9%	90%	0%
	Urban	9%	89%	1%
Province				
	Punjab	9%	90%	1%
	Sindh	14%	86%	0%
	KPK	5%	94%	1%
	Balochistan	7%	93%	0%
Age of the Respondent				
	Under 30	11%	88%	0%
	30 – 50	6%	94%	0%
	50+	19%	78%	3%
	No Response	3%	97%	0%
Gender				
	Male	7%	92%	0%
	Female	12%	88%	1%

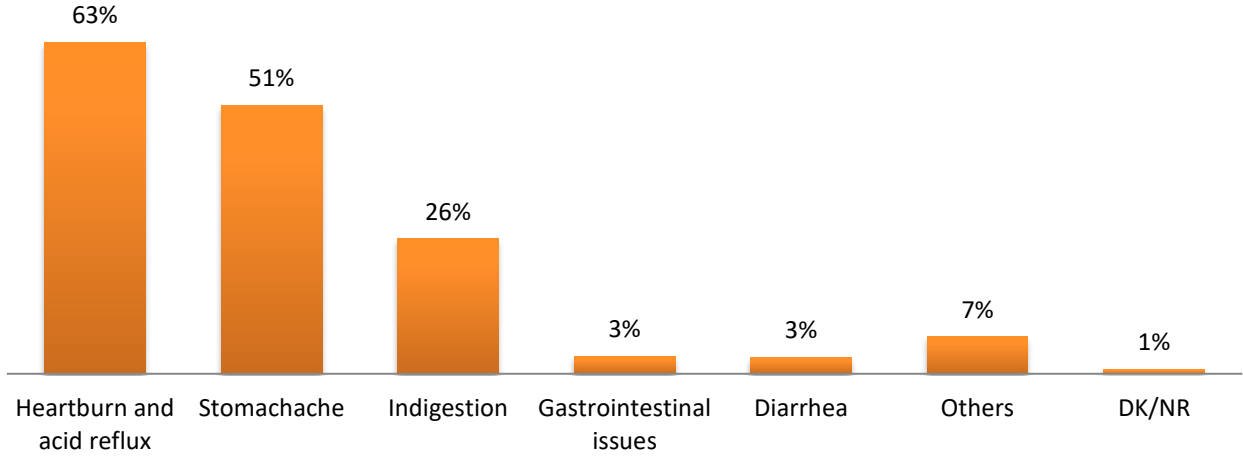
Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 4: Perception about overeating or consuming spicy dishes on Eid-ul-Adha

Item 4.3: Key Finding

Question: **Please tell me which of the following physical issues do you have to face?***



Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

Q. برائے مہربانی بتائیں کہ مندرجہ ذیل میں سے کن جسمانی مسائل کا سامنا کرنا پڑتا ہے؟

- 1
- 2
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معدے میں جلن اور تیزابیت
 بد ہضمی
 پیٹ میں درد
 گیسٹرو
 دست

***Note: Those who suffered during Eid due to overeating or consuming spicy meat dishes.**



Eid-ul-Adha - Report on Spending, Attitudes and Behaviours
Topic 4: Perception about overeating or consuming spicy dishes on Eid-ul-Adha

Item 4.3: Statistical Analysis

Question: **Please tell me which of the following physical issues do you have to face?**

		Heartburn and acid reflux	Indigestion	Stomachache	Gastrointestinal issues	Diarrhea	Others	DK/NR
All Pakistan		63%	26%	51%	3%	3%	7%	1%
Location								
	Rural	63%	26%	52%	5%	3%	9%	1%
	Urban	64%	25%	49%	1%	4%	4%	1%
Province								
	Punjab	62%	7%	36%	4%	3%	5%	1%
	Sindh	65%	61%	67%	0%	2%	12%	0%
	KPK	77%	0%	73%	0%	0%	0%	5%
	Balochistan	57%	40%	43%	0%	26%	0%	0%
Age of the Respondent								
	Under 30	80%	39%	58%	4%	4%	5%	1%
	30 – 50	41%	27%	53%	0%	5%	13%	1%
	50+	62%	0%	34%	6%	0%	3%	0%
	No Response	0%	0%	100%	0%	0%	0%	0%
Gender								
	Male	46%	25%	46%	8%	8%	13%	2%
	Female	74%	26%	54%	0%	0%	3%	0%

Source: Powered by Gallup Pakistan, July 07, 2023 – July 16, 2023

PART 3

Methodology



PART 3: METHODOLOGY

SUMMARY METHODOLOGY

Sample size : 929 Households
(18+ Males and Females)

Coverage : National Cross Section
All Pakistan Urban and Rural

Breakdown

Provincial Breakdown:

	Weighted
Punjab	54%
Sindh	23%
KPK	17%
Balochistan	6%

Location Breakdown:

	Weighted
Large Cities (over 2 million)	36%
Medium Cities (over half million)	
Towns (Population 5000 plus)	
Villages	64%

Sampling Method : Multi Stage Stratified Sampling

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

Interview Mode : Telephonic In home

Field Dates : July 07 - July 16, 2023

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



Table of Contents

- A- Sample Profile
- B- Sample Selection Procedure
- C- Field Work Procedure
- D- Data Entry and Verification

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 929 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

		Weighted
		Col%
BASE: All		100%
Gender		
	Male	51%
	Female	49%
Location		
	Rural	64%
	Urban	36%
Age Groups		
	Under 30	36%
	30 – 50	51%
	50+	12%
	No Response	1%
Education of Respondents		
	Less than FA	84%
	FA and more	16%
Province		
	Punjab	54%
	Sindh	23%
	KP	17%
	Balochistan	6%

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 (in 2016 this represented the lowest quintile). **Medium:** Rs. 7,001 to 20,000 (In 2016 this represented the 2nd and 3rd Quintile). **High:** More than 20,000 (In 2016 this represented the 4th and 5th Quintiles)

Location: Urban is defined as location defined as town or city in the census, the total in Pakistan being 470 constituting 35% of the population; Rural is defined as a population living in villages as in the latest census, approximating 45,000, consisting 65% of the population.

Methodology: Sample Size: 929; Coverage: National/Rural and Urban/All four provinces; Mode: Face to face; Survey dates: July 07 - July 16, 2023. Estimated error margin: $\pm 3-5\%$ at 95% confidence level.

B- Sample Selection Procedure & Application for CATI

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.

Mobile Phone Surveys

As stated previously, random digit dialling (RDD) will be used to sample participants for mobile phone interviews. According to the Pakistan Telecommunication Authority the market share of the 4 telecom providers in Pakistan (in terms of active working numbers) are: PMCL Jazz (37.8%), Telenor (27.1%), CMPAK Zong (22.0%), and PTML Ufone (13.1%). Market share will be used to allocate the sample across providers. For example, 37.8% of numbers will be randomly from PMCL Ufone. Such an allocation is feasible to make because each of the 4 telecom providers has been assigned a pre-set exchange number followed by an 8-digit mobile number. It is not possible to further stratify the phone numbers by province. Such stratification would also have little meaning because someone could purchase a phone in one province and use it in another.

A 5% response rate among phone numbers contacted for a mobile phone interview is anticipated. This means that for 5 successful interviews, we generated 100 numbers to contact. To reach the target sample size for mobile phone interviews, approximately 50,000 phone numbers were generated.

Phone numbers will be randomly assigned to interviewers at the decentralized call. Interviewers will ask the province of the participant to facilitate sample allocation across provinces. Data will be monitored by study investigators to ensure the planned allocation of participants across provinces is met. Once a province has reached its target sample size, no further interviews will be conducted with people from the province.

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.

Mobile phone survey procedures and methods

Interviewers will begin by calling a randomly generated number. Each number will be called until the phone is answered or up to three times. Data will be collected using Survey CTO.

C- Fieldwork Procedure

- **Briefing/Training of interviewers:**

The Questionnaire Designed for the survey is briefed to the interviewers at Regional Centers across the Centre. The interviewers are instructed on measures such as:

1. Following Sampling/Quota Instructions Properly
2. Ethical Code of Conduct towards interviewers
3. Following skipping Instructions and other interview instructions on the Questionnaire
4. Maintaining Neutrality in asking Question

- **Mock Calls:**

After the briefing is completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This ensures that the field workers properly understand the instructions and they can handle various interviewing problems during the interview (*in the field*). After completion of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested.

- **Initial Checking:**

After the training, the interviewers go into the field for actual interviewing. The first ten filled in questionnaires of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well. In case the work of an interviewer is not acceptable he/she is disengaged from the survey.

- **Field Editor or Intake Edit:**

In normal routine at least 30-40 interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit are explained to the relevant interviewer and he/she is instructed to rectify them either through telephone and/or revisit the respondent for clarification and re-asking the missing questions.

- **Supervision & Back Checking:**

It is essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

- **Data Coding/Editing:**

About 20% work of each coder is rechecked and verified by the concerned DC Supervisor/In-charge.

D- Data Entry and Verification

GP's Quality Manual contains a detailed checklist on the handling control, entry and other steps involved in the management of data.

Once all the responses are received from the mobile phone surveys, they are checked, and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

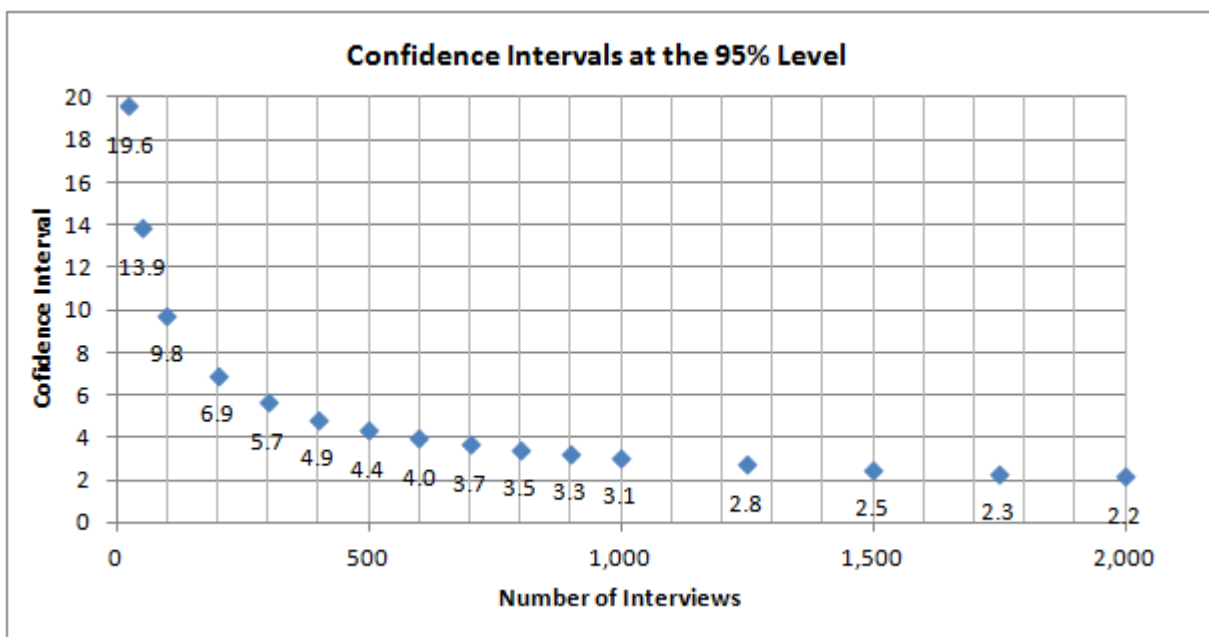
After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

Note on Sample Size

The sample size used in this survey is quite adequate even in comparison to international standards. Gallup US Daily poll is 500 and the Gallup Poll Social Series is 1000, both having track record of reliable predictability for USA (a country nearly 100 million larger in population of Pakistan). According to Five Thirty-Eight, one of the most credible sources on polling in the US: "Surveying 2,000 voters substantially reduces error compared with surveying 400 of them, but surveying 10,000 voters will produce only marginal improvements in accuracy compared with the 2,000- person survey".

Obviously, choosing a higher confidence interval will give greater accuracy to the survey results, however, as the chart below shows, at a certain point the benefits of conducting more surveys begins to tail off:



25 interviews has a confidence interval of 19.6 and 100 interviews has a confidence interval of 9.8, whilst it falls to 4.4 at 500 interviews and 3.1 at 1000 interviews. However, a further 1000 interviews only lowers the confidence interval by 0.9 to 2.2. A confidence interval of 1 (not shown on the graph) would require a massive 9604 interviews.

Is a larger sample always better than a smaller sample?

Larger samples are generally more precise, but sometimes not. The important rule in sampling is not how many poll respondents are selected but, instead, how they are selected. A reliable sample selects poll respondents randomly or in a manner which insures that everyone in the area being surveyed has a known chance of being selected.

How do you interpret Error Margins?

How do you interpret a margin of error? Suppose you know that 51% of people sampled say that they plan to vote for Mr X in the upcoming election. Now, projecting these results to the whole voting population, you would have to add and subtract the margin of error and give a range of possible results in order to have sufficient confidence that you're bridging the gap between your sample and the population. Supposing a margin of error of plus or minus 3 percentage points, you would be pretty confident that between 48% ($= 51\% - 3\%$) and 54% ($= 51\% + 3\%$) of the population will vote for Mr X in the election, based on the sample results. In this case, Mr X may get slightly more or slightly less than the majority of votes and could either win or lose the election. This has become a familiar situation in recent years when the media want to report results on Election Night, but based on early exit polling results, the election is "too close to call."

What Error Margins do not mean

The margin of error measures accuracy; it does not measure the amount of bias that may be present. Results that look numerically scientific and precise don't mean anything if they were collected in a biased way.



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