

38% less Pakistanis reported purchasing home decoration items on the occasion of Eid-ul-Adha in 2023 compared to 2008: Gallup & Gilani Pakistan History Project

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





Opinion Poll
History Polls
Eid-ul-Adha

There has been 38% decrease in the proportion of Pakistanis purchasing home decoration items on the occasion of Eid-ul-Adha in 2023 compared to 2008

Gallup & Gilani Pakistan History Project

(Islamabad) September 15th, 2023

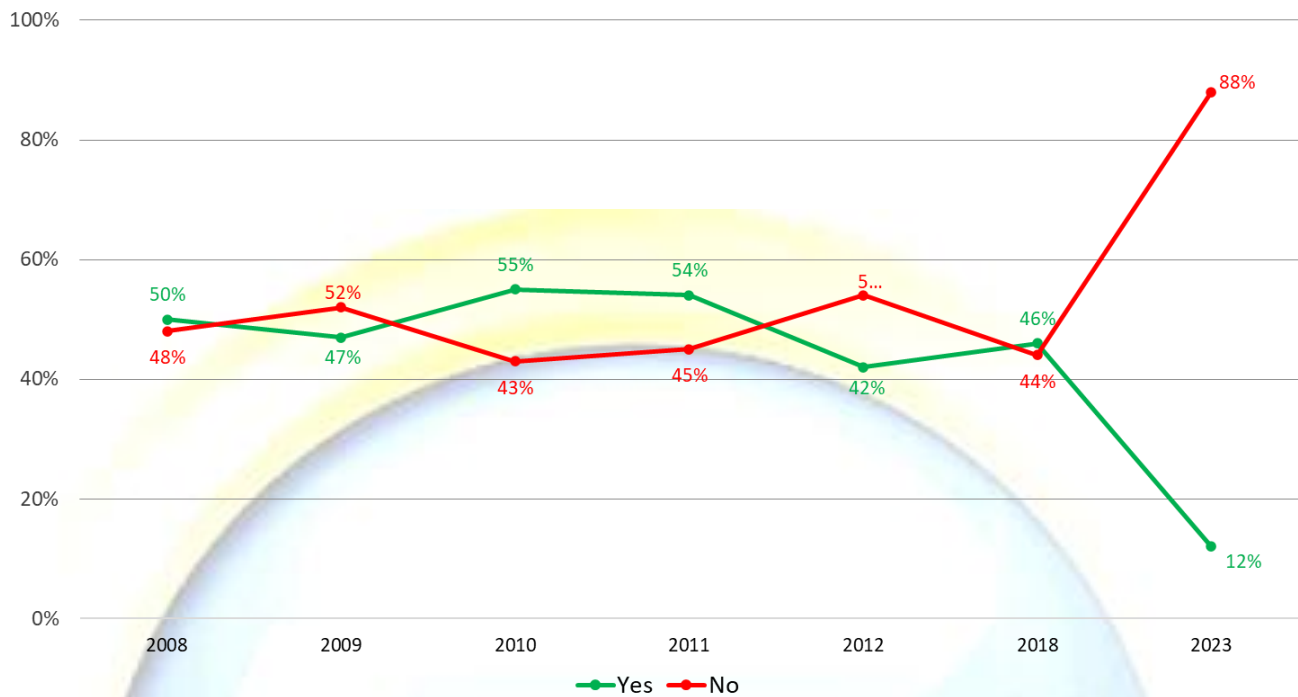
In a Gallup & Gilani Pakistan National Survey conducted in the year 2008, a representative sample of adult men and women from across Pakistan was asked the following question, “Please tell me, did you purchase home decoration items on the occasion of Eid-ul-Adha this year?” In response to this 50% said Yes, while 48% said No, and 2% said they either did not know or gave no response.

Comparative Picture: This question was asked again in 2023 to allow a comparison to be made across the years. In 2023, 12% said Yes, while 88% said No.

Trend Analysis: The proportion of people who purchased home decoration items on the occasion of Eid-ul-Adha in 2023 has decreased by 38% since 2008, while those not buying them has increased by 40% during the same time period.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “Please tell me, did you purchase home decoration items on the occasion of Eid-ul-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 across 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 ± 3 -5 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact caf@gallup.com.pk



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



GILANI RESEARCH
FOUNDATION

Friday, September 15th, 2023

(4 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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History Poll
2023



of Gallup Pakistan
(1980-2023)