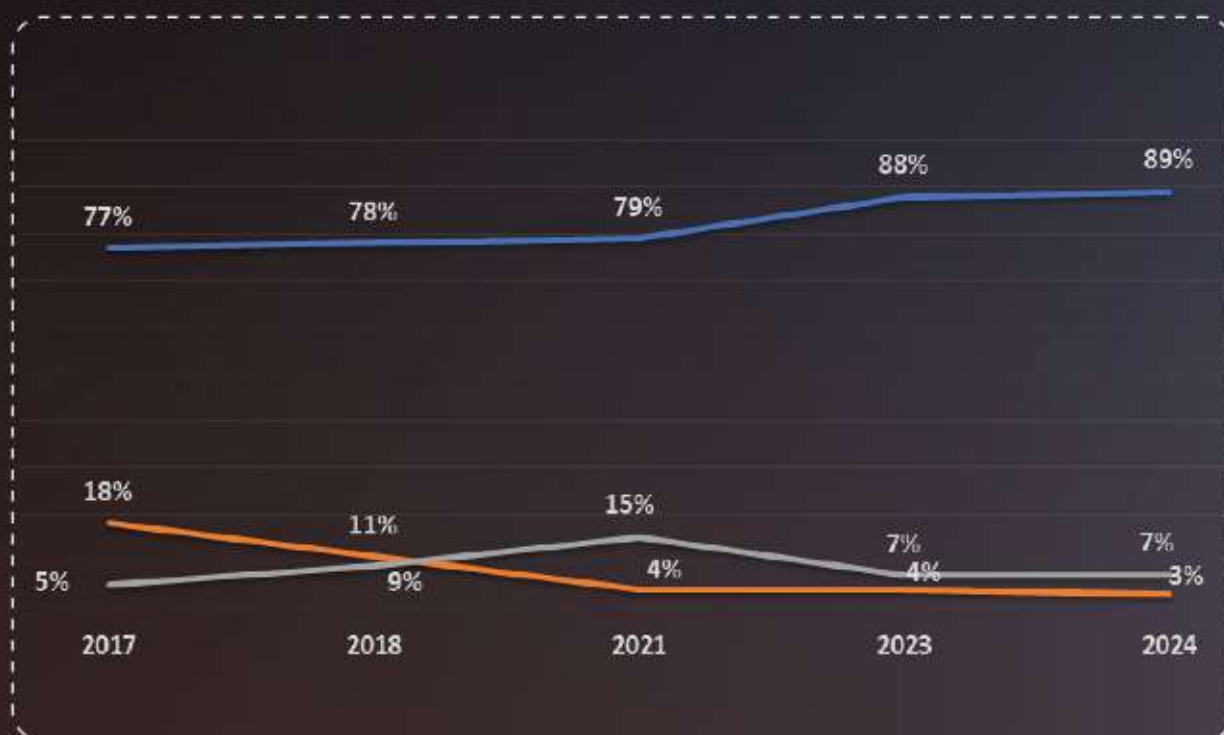


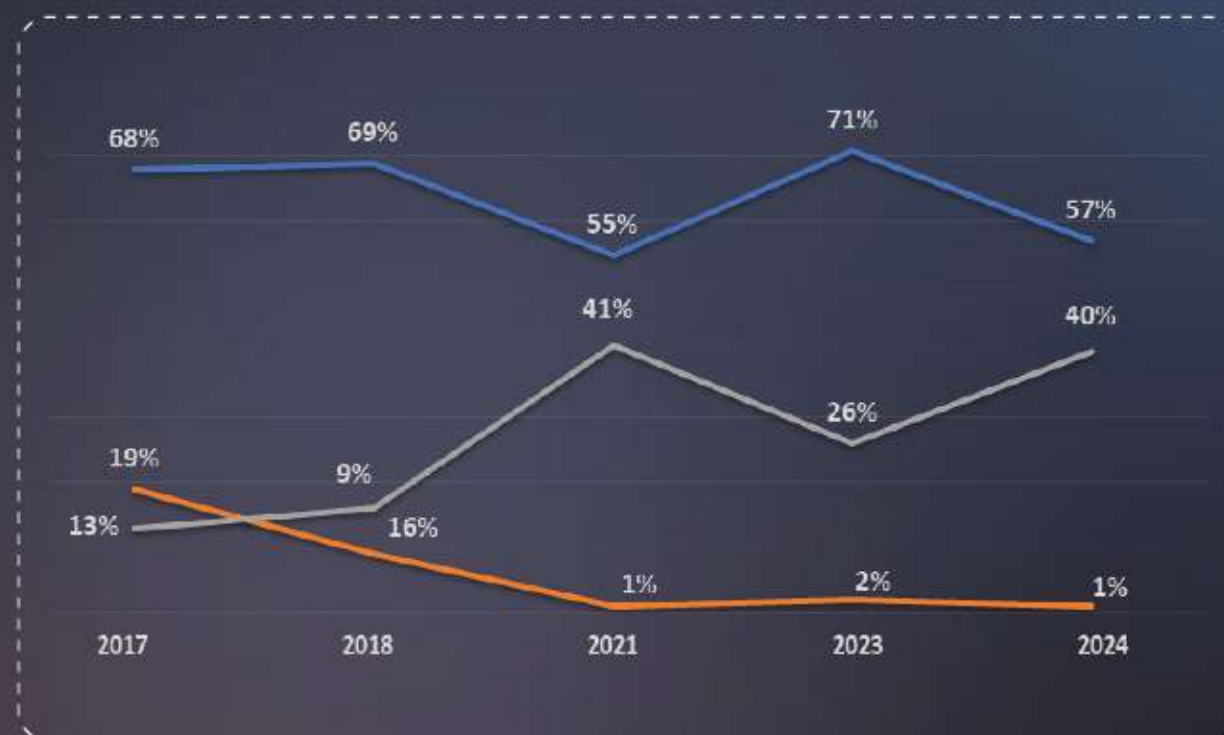
**Eid Celebrations: 2/3rd Pakistanis (68%) celebrate Eid in their city of residence; 32% more urban residents than rural residents (57%) do so – This figure represents a 3% net decrease since 2017:
Gallup & Gilani Pakistan**

Question: Please tell me, where did you celebrate Eid this year?

Urban



Rural



— In the city of my residence — In some other city — In my hometown



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

History Poll

Social

Eid Celebrations: 2/3rd Pakistanis (68%) celebrate Eid in their city of residence; 32% more urban residents than rural residents (57%) do so – This figure represents a 3% net decrease since 2017: Gallup & Gilani Pakistan

(Islamabad) 25th September, 2024

Gallup & Gilani Pakistan conducted a survey from 2017 to 2024, focusing on how Pakistanis celebrated Eid. Most Pakistanis, both urban and rural, celebrated Eid in their city of residence. Nationally representative sample of adult men and women from across the country was asked the question, “Please tell me, where did you celebrate Eid this year?”

Comparative Picture: In 2024, 68% of respondents celebrated Eid in the city where they live, 89% urban residents; 57% rural residents. Additionally, 4% celebrated Eid in another city, 1% urban residents; 3% rural residents. 47% respondents celebrated Eid in their hometown (7% urban; 40% rural).

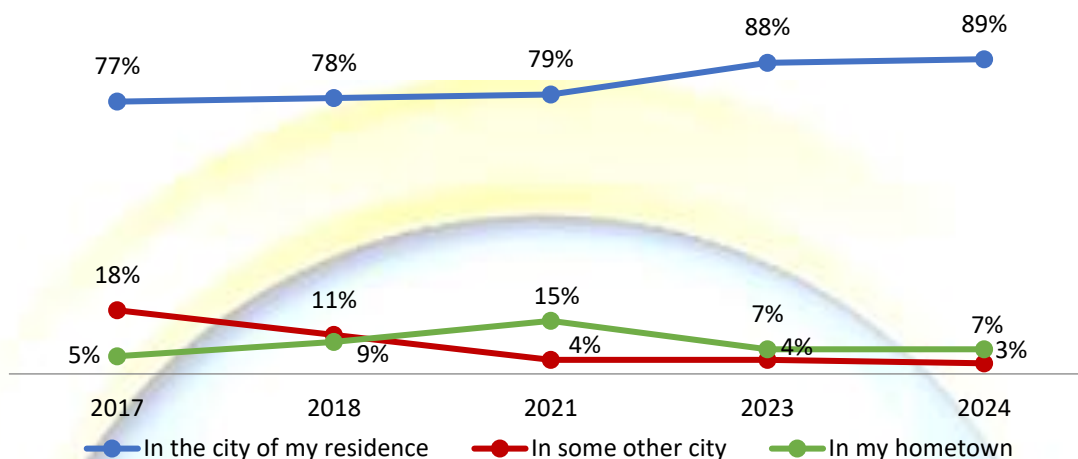
Trend Analysis: In 2017, 71% of Pakistanis celebrated Eid in their city of residence. By 2024, the proportion of urban residents celebrating Eid in their city increased by 12%, while rural residents experienced a decline of 14%. The proportion of respondents celebrating Eid in 'another city' dropped significantly, with urban residents down by 15% and rural residents by 18%. Conversely, there was a notable surge of 27% in rural residents celebrating in their hometown, while the proportion of urban residents remained relatively stable.

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.



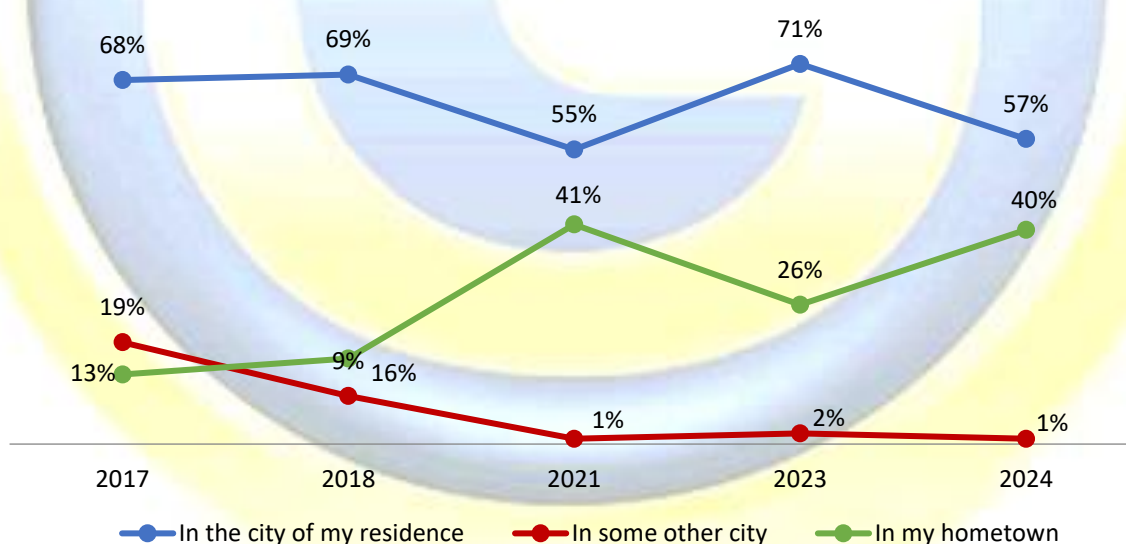
Question: Please tell me, where did you celebrate Eid this year?

URBAN



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

RURAL



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. 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).



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

Wednesday, 25th September, 2024

(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*

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



History Poll
2024



of Gallup Pakistan
(1980-2024)