

3 in 5 Pakistanis (60%) report that they wear old clothes on Eid

Wear new clothes on Eid

38%

Wear old clothes

60%

Others

1%

Don't know/No response: 1%

Question: Please tell me, do you wear new clothes on Eid or make do with old ones?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Festivals and Events Eid-ul-Fitr

Press release 1 on Eid traditions and Social Behavior

3 in 5 Pakistanis (60%) report that they wear old clothes on Eid (Gallup & Gilani Survey)

(Islamabad), 23rd April 2025

According to a survey conducted by Gallup & Gilani Pakistan, 3 in 5 Pakistanis (60%) report that they wear old clothes on Eid.

This press release is in a series of press releases Gallup Pakistan is producing on the subject of Eid traditions and social behavior.

A nationally representative sample of adult men and women from across the country was asked the question, **“Please tell me, do you wear new clothes on Eid or make do with old ones?”**. In response to this question, 38% said ‘they wear new clothes on Eid’, 60% said ‘they wear old clothes’, 1% gave other responses, while 1% didn’t know or didn’t respond.

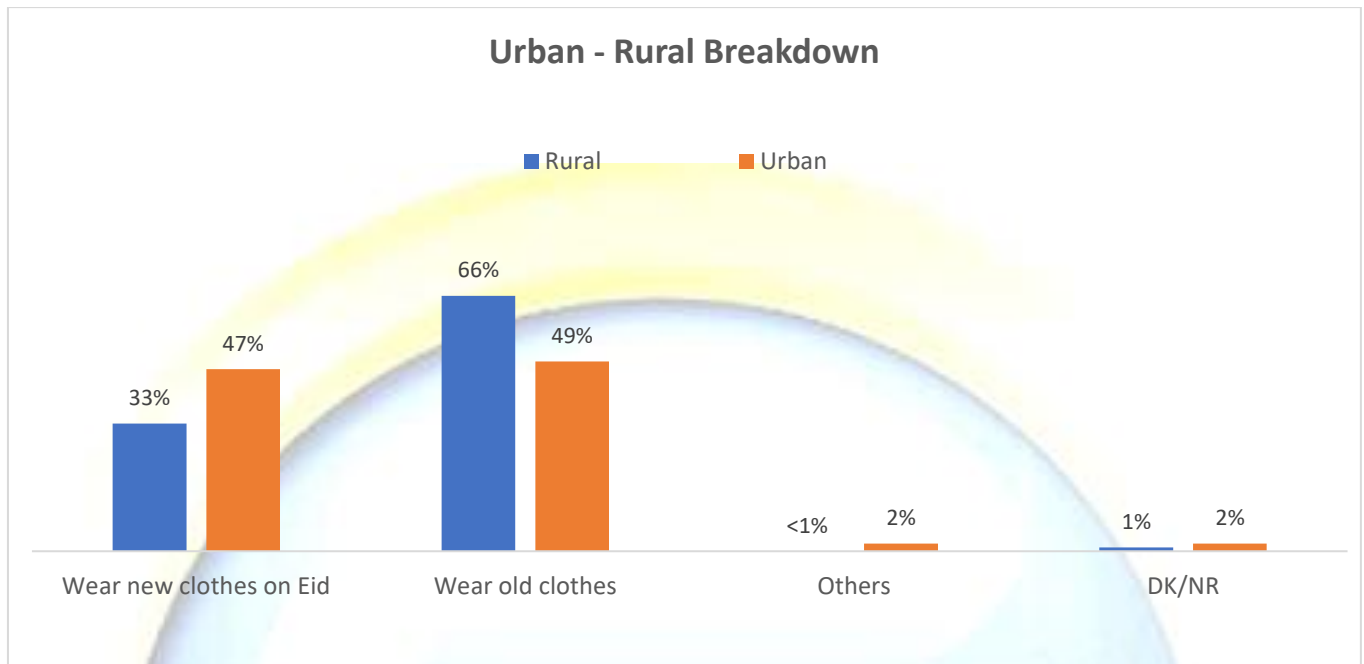
Question: Please tell me, do you wear new clothes on Eid or make do with old ones?



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 1038 men and women in urban and rural areas of all four provinces of the country, conducted from 11th April 2025 – 18th April 2025. 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).

Urban-Rural Breakdown: Rural residents (66%) are more likely to wear old clothes on Eid than their urban counterparts (49%).



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



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



GILANI RESEARCH
FOUNDATION

Wednesday, 23rd April 2025

(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
2025



of Gallup Pakistan
(1980-2025)