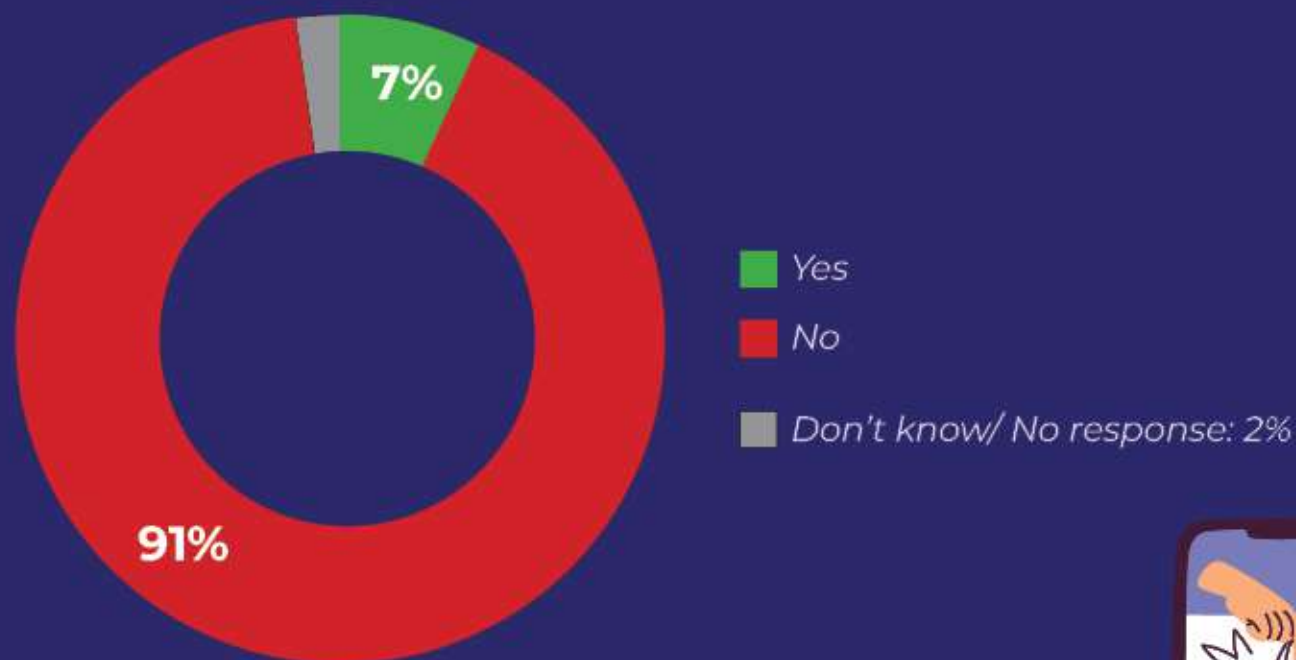


Online shopping remains limited in Pakistan: Only 7% of Pakistanis claimed making online purchases during this Eid-ul-Fitr.



Did you make any online purchases during this Eid-ul-Fitr, i.e., did you buy any items online?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Festivals and Events

Eid-ul-Fitr

Press release 3 on Eid traditions and Social Behavior

Online shopping remains limited in Pakistan: Only 7% of Pakistanis claimed making online purchases during this Eid-ul-Fitr. (Gallup & Gilani Survey)

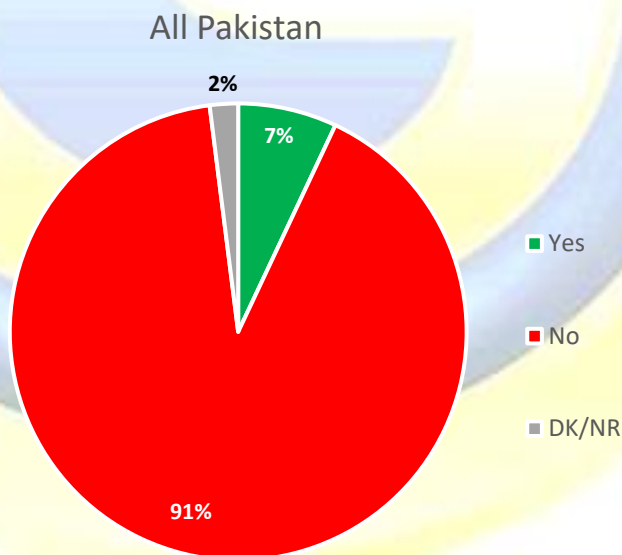
(Islamabad), 25th April 2025

According to a survey conducted by Gallup & Gilani Pakistan, only 7% of Pakistanis claimed making online purchases during this Eid-ul-Fitr.

This press release is in a series of press releases Gallup Pakistan is producing on the subject of Eid traditions and social behavior. The first press release of this series on Eid clothing can be accessed [here](#), and the second press release on Eid shopping activities in general markets is available [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, **“Did you make any online purchases during this Eid-ul-Fitr, i.e., did you buy any items online?”**. In response to this question, 7% said ‘yes’, 91% said ‘no’, while 2% didn’t know or didn’t respond.

Did you make any online purchases during this Eid-ul-Fitr, i.e., did you buy any items online?



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).



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



GILANI RESEARCH
FOUNDATION

Friday, 25th April 2025

(2 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



Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)