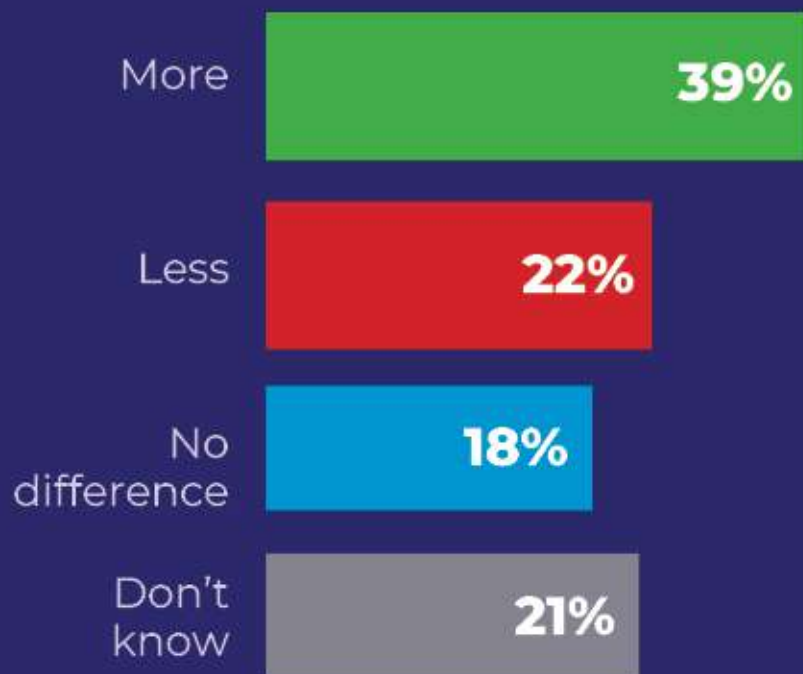


39% of Pakistanis believe that the shopping activities in general markets and bazaars during this Eid were higher compared to last year
while 18% stated there was no difference



Question: Compared to last year, do you think the shopping activity in general markets/bazaars during Eid was?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Festivals and Events Eid-ul-Fitr

Press release 2 on Eid traditions and Social Behavior

39% of Pakistanis believe that the shopping activities in general markets and bazaars during this Eid were higher compared to last year, while 18% stated there was no difference. (Gallup & Gilani Survey)

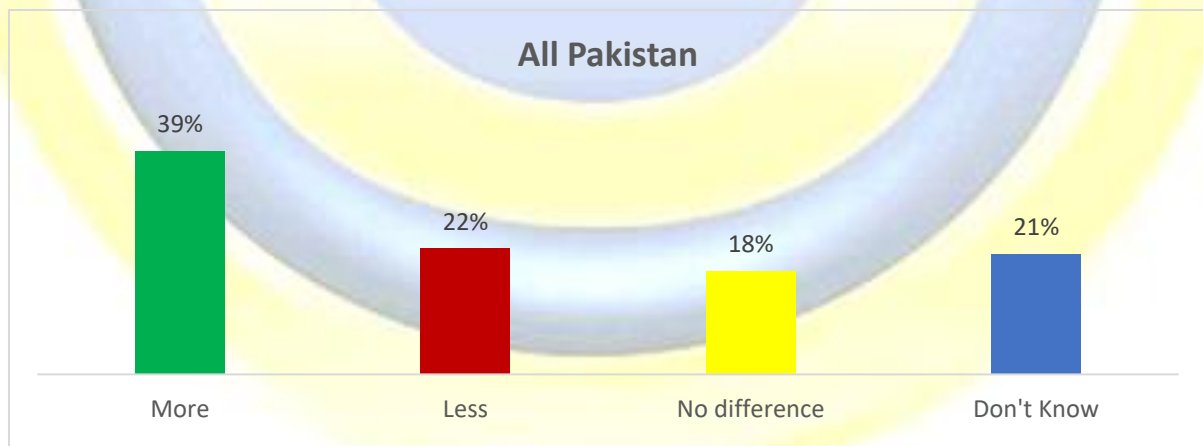
(Islamabad), 24th April 2025

According to a survey conducted by Gallup & Gilani Pakistan, 39% of Pakistanis believe that the shopping activities in general markets and bazaars during this Eid were higher compared to last year, while 18% stated there was no difference.

This press release is in a series of press releases Gallup Pakistan is producing on the subject of Eid traditions and social behavior. You can access the previous press release of this series [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “**Compared to last year, do you think the shopping activity in general markets/bazaars during Eid was?**” In response to this question, 39% said ‘more’, 22% said ‘less’, 18% said ‘no difference’, while 21% didn’t know about it.

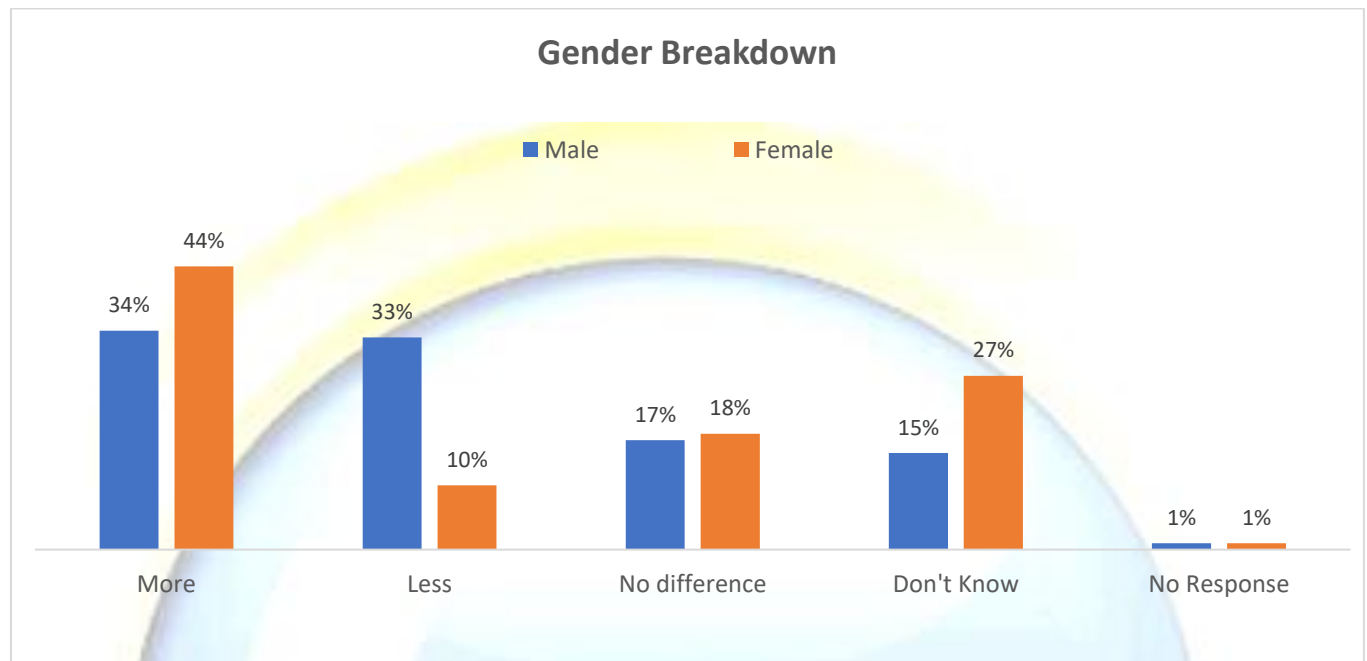
Question: Compared to last year, do you think the shopping activity in general markets/bazaars during Eid was?



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).

Gender Breakdown: 10% more females (44%) compared to males (34%) observed an increase in shopping activities in general markets and bazaars during this Eid compared to last year.



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

Thursday, 24th 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)