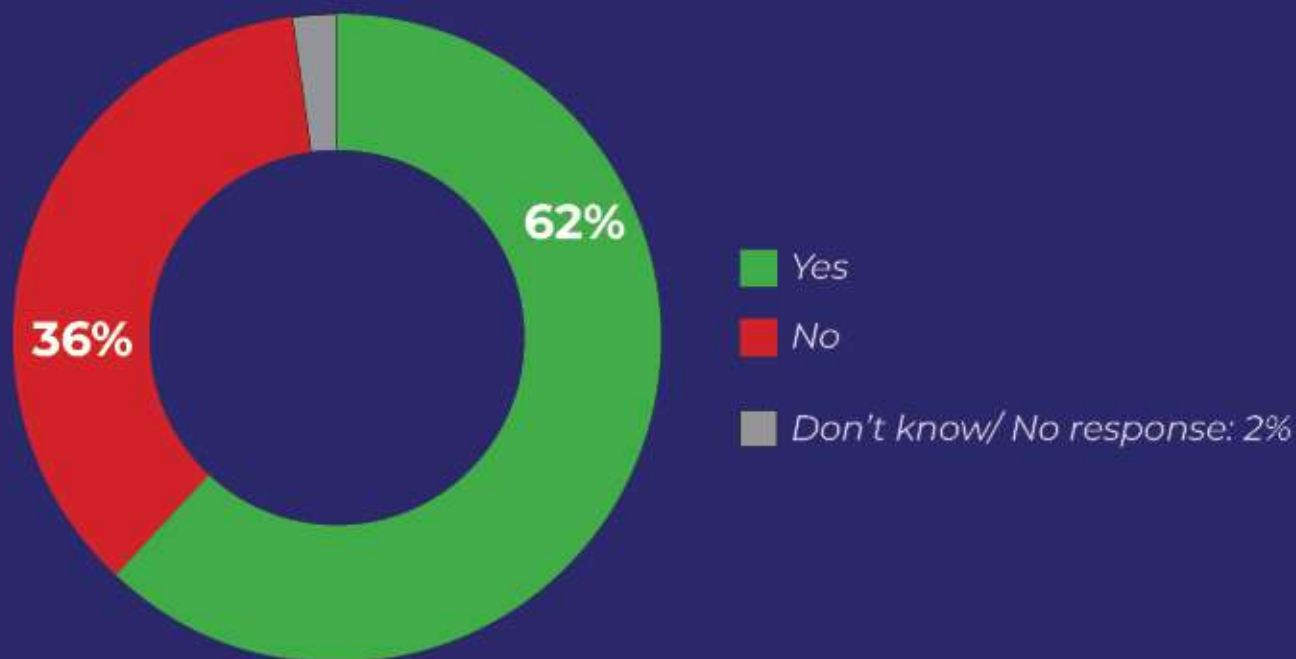


Nearly two-thirds of Pakistanis (62%) claim to give Eidi to children this Eid-ul-Fitr;

more males (74%) and urban residents (65%) claim this.



Question: Some people give Eidi to children on Eid, while others do not. Please tell me, did you give Eidi to children this Eid-ul-Fitr?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Festivals and Events

Eid-ul-Fitr

Press release 4 on Eid traditions and Social Behavior

Nearly two-thirds of Pakistanis (62%) claim to give Eidi to children this Eid-ul-Fitr; more males (74%) and urban residents (65%) claim this. (Gallup & Gilani Survey)

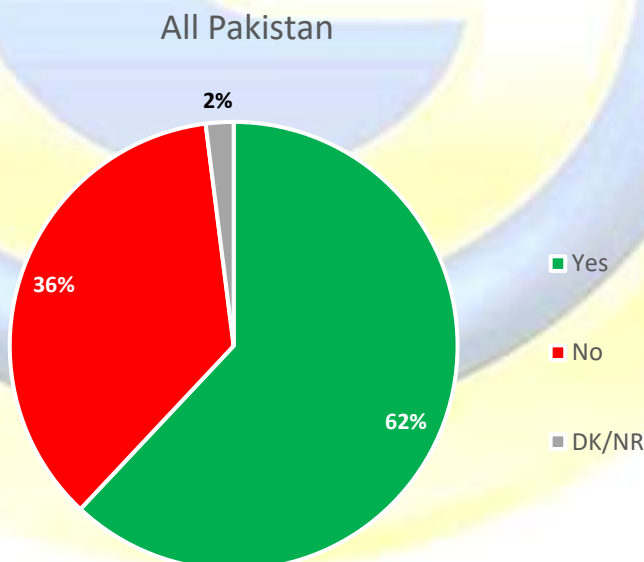
(Islamabad), 29th April 2025

According to a survey conducted by Gallup & Gilani Pakistan, nearly two-thirds of Pakistanis (62%) claim to give Eidi to children this Eid-ul-Fitr; more males (74%) and urban residents (65%) claim this.

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, **“Some people give Eidi to children on Eid, while others do not. Please tell me, did you give Eidi to children this Eid-ul-Fitr?”**. In response to this question, 62% said ‘yes’, 36% said ‘no’, while 2% didn’t know or didn’t respond.

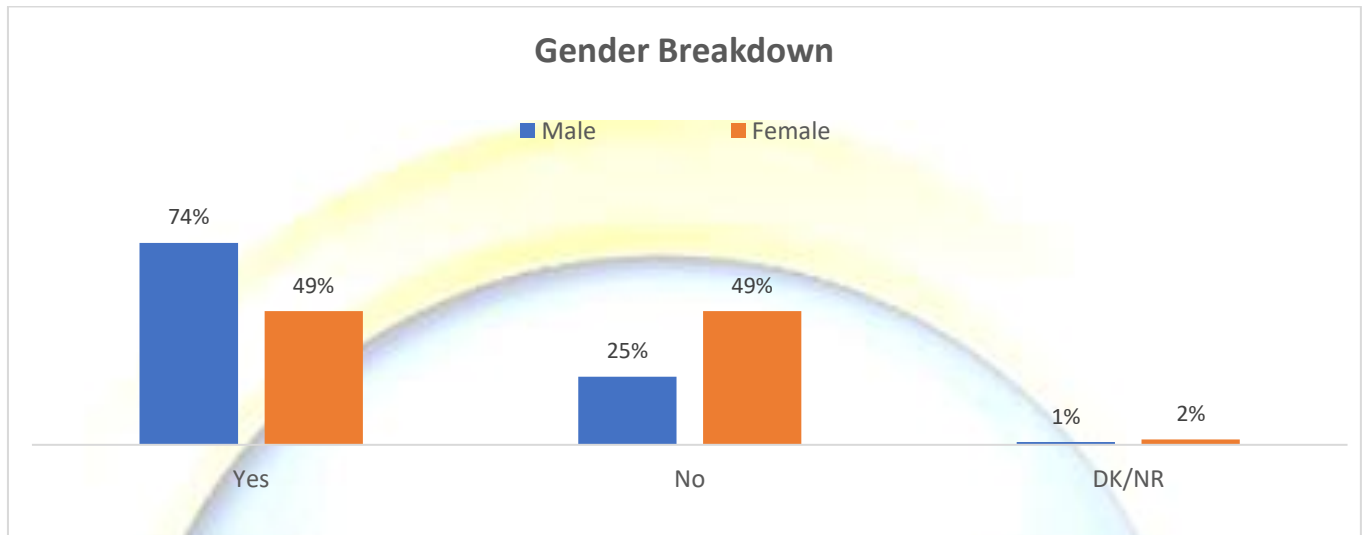
Question: Some people give Eidi to children on Eid, while others do not. Please tell me, did you give Eidi to children this Eid-ul-Fitr?



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

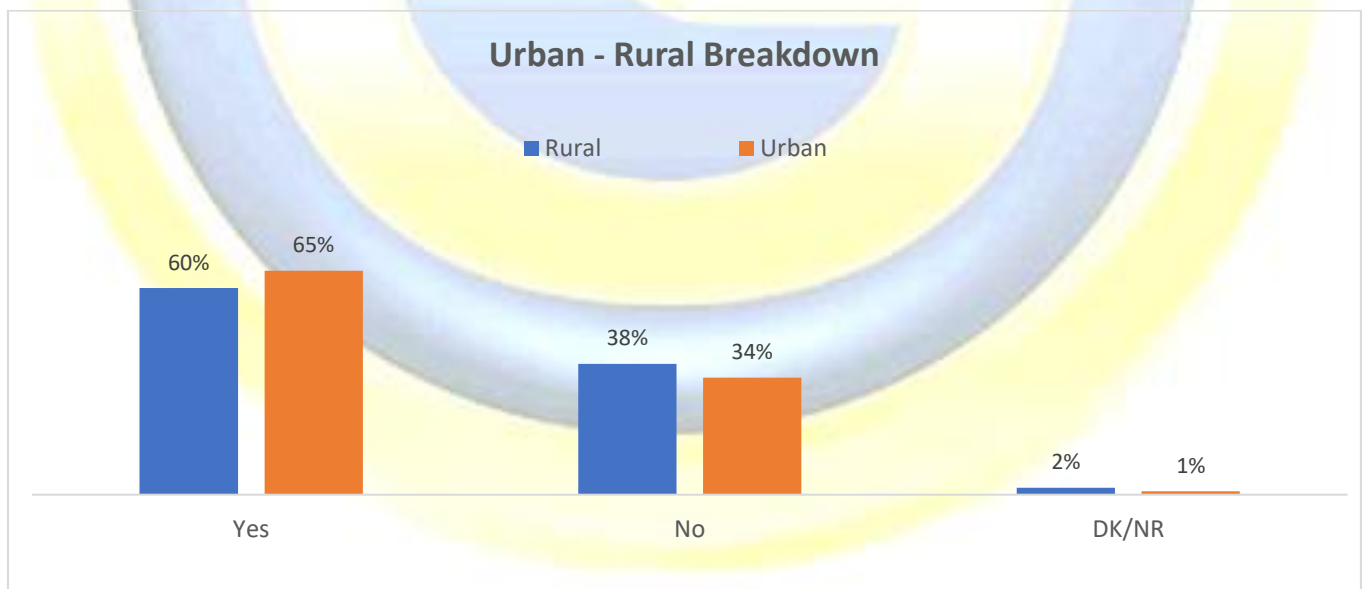
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1038 men and women in urban and rural areas of all four provinces of the country, conducted from 11th April 2025 – 18th April 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: More males (74%) than females (49%) report giving Eidi to children this Eid-ul-Fitr. In contrast, 25% of males say they did not do so.



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

Urban-Rural Breakdown: The practice of giving Eidi on Eid is more common among urban residents. 65% of people residing in urban areas report giving Eidi to children this Eid-ul-Fitr, compared to 60% of those in rural areas.



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

2025 Press Release Series on Eid Traditions and Social Behavior

You can find Gallup Pakistan's 2025 press release series on Eid Traditions and Social Behavior in Pakistan on the following links.

Press Release 1: Eid Clothing – <https://gallup.com.pk/post/38414>

Press Release 2: Eid Shopping Activities in General Markets – <https://gallup.com.pk/post/38421>

Press Release 3: Online Purchases on Eid – <https://gallup.com.pk/post/38439>





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



GILANI RESEARCH
FOUNDATION

Tuesday, 29th April 2025

(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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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)