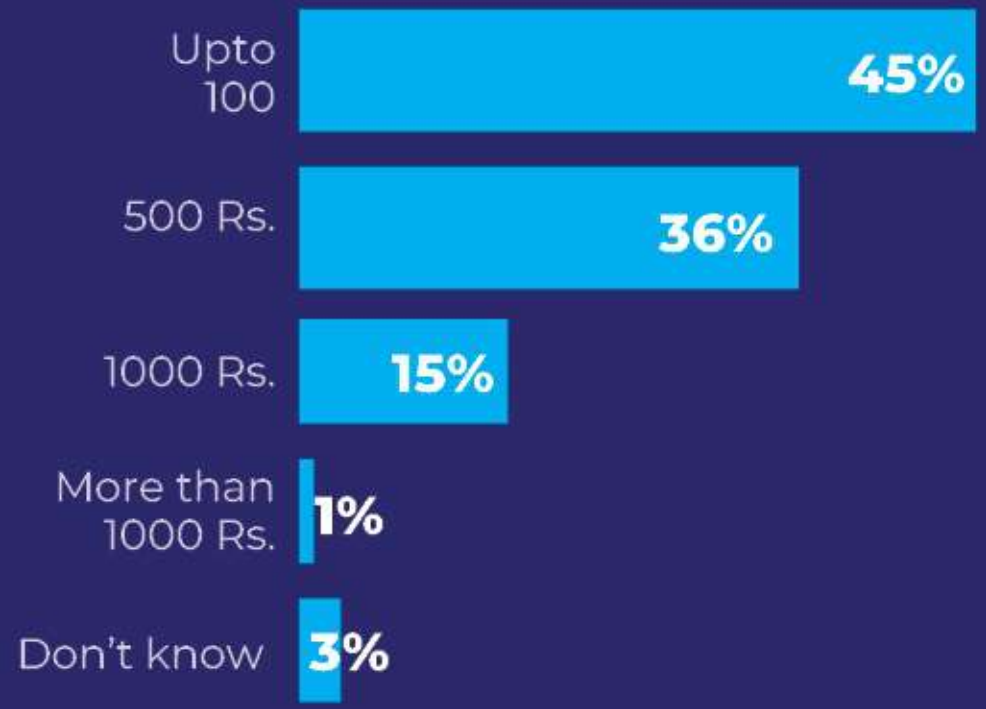
Gallup & Gilani Pakistan Opinion Poll | 2nd May, 2025

# Among Pakistanis who report giving Eidi this Eid-ul-Fitr, the average Eidi given to each child was 200 PKR.




*Question: What was the average amount of Eidi you gave to each child?*

GALLUP PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

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

(Also emailed*/faxed separately)

# PRESS RELEASE

## Opinion Poll

## **Festivals and Events**

## Eid-ul-Fitr

*Press release 6 on Eid traditions and Social Behavior*

**Among Pakistanis who report giving Eidi this Eid-ul-Fitr, the average Eidi given to each child was 200 PKR. (Gallup & Gilani Survey)**

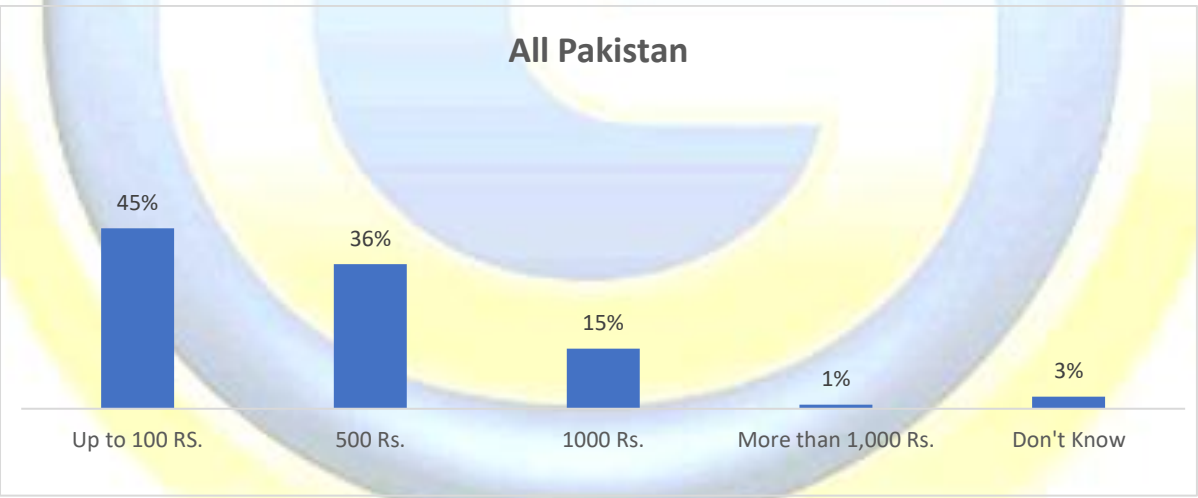
*(Islamabad), 2nd May 2025*

According to a survey conducted by Gallup & Gilani Pakistan, the average Eidi given to each child was 200 PKR.

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 who claim to give Eidi to children this Eid-ul-Fitr from across the country was further asked the question, ***"What was the average amount of Eidi you gave to each child?".*** In response to this question, 45% said 'up to Rs. 100', 36% said 'Rs. 500', 15% said 'Rs. 1000', and 1% said 'more than Rs. 1000', while 3% didn't know/ didn't remember.

**Question: What was the average amount of Eidi you gave to each child?**




Average amount: 200 PKR

*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 (who claim to give Eidi to children this Eid-ul-Fitr) 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 ± 2-3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

# 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

**Press Release 4:** Pakistanis who distributed Eidi –https://gallup.com.pk/post/38460

**Press Release 5:** Average number of children Eidi was given to – https://gallup.com.pk/post/38474

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

GILANI RESEARCH FOUNDATION

## Friday, 2nd May 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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