

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

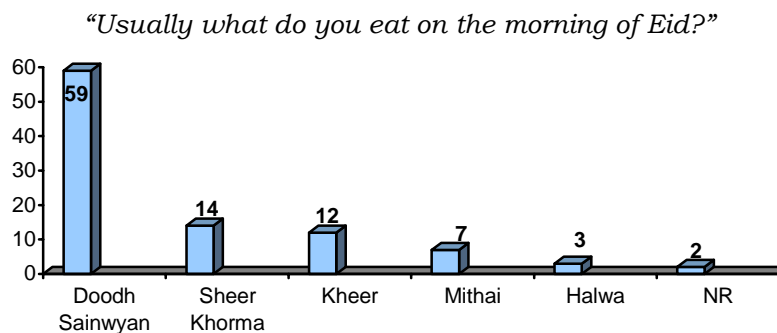
Pakistani's Preference Amongst Various Sweet Dishes on the Morning of Eid: GILANI POLL/GALLUP PAKISTAN

Islamabad, September 18, 2009

As Ramadan comes to an end, everyone starts looking forward to the celebrations of Eid with new clothes, gifts, and variety of food especially sweet dishes served on the morning of Eid day as breakfast after Eid prayers. To find out public's preference for sweet dish a Gilani poll was conducted by Gallup Pakistan regarding Pakistani lifestyles (2007-08). The findings show more than half of all Pakistanis (59%) start their day on Eid by eating '**Doodh Saiwyaan**' (Vermicelli simmered in milk and sugar). Fourteen percent (14%) eat '**Sheer Khorma**' (This is a special way of making vermicelli with milk, sugar and dates), 12% eat '**Kheer**' (This is a traditional sweet dish made from boiling rice in milk and sugar, sprinkled with almonds), 7% prefer '**Mithai**' (Various confectionery items), and 3% eat '**Halwa**' (Most types of halva are relatively dense confections that are sweetened with sugar or honey) on the morning of Eid. Two percent (2%) gave no response.

A nationally representative sample of men and women from across the country were read out a list of various sweet dishes and were asked "Usually what do you eat on the morning of Eid?" Fifty nine percent (59%) claimed to indulge in 'Doodh Sainwyaan', 14% have 'Sheer Khorma', 12% eat 'Kheer', 7% prefer 'Mithai', and 3% of the respondents claimed to eat 'Halwa' on the morning of Eid. Two percent (2%) gave no response.

The data reveals that while a comparatively higher percentage of men (62%) and ruralites (63%) prefer to eat 'Doodh-Saiwyaan', a higher percentage of women (36%) and urbanites (27%) claimed to eat 'Sheer Khorma' on the morning of Eid.



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a sample of 1409 men and women in rural and urban areas of all four provinces of the country, during September 2007. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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