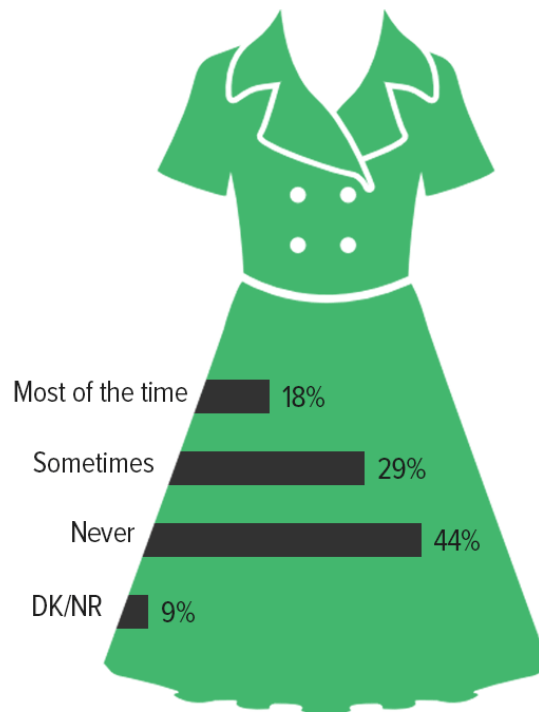


FEBRUARY 12, 2018

BUYER'S REMORSE: 47% PAKISTANIS CLAIM TO PURCHASE CLOTHES OR SHOES THEY LATER WISH THEY HAD NEVER SPENT MONEY ON.

How often would you say that you buy clothes/shoes and then regret your purchase?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1781

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
CONSUMER/COMMERCIAL
Shopping Habits

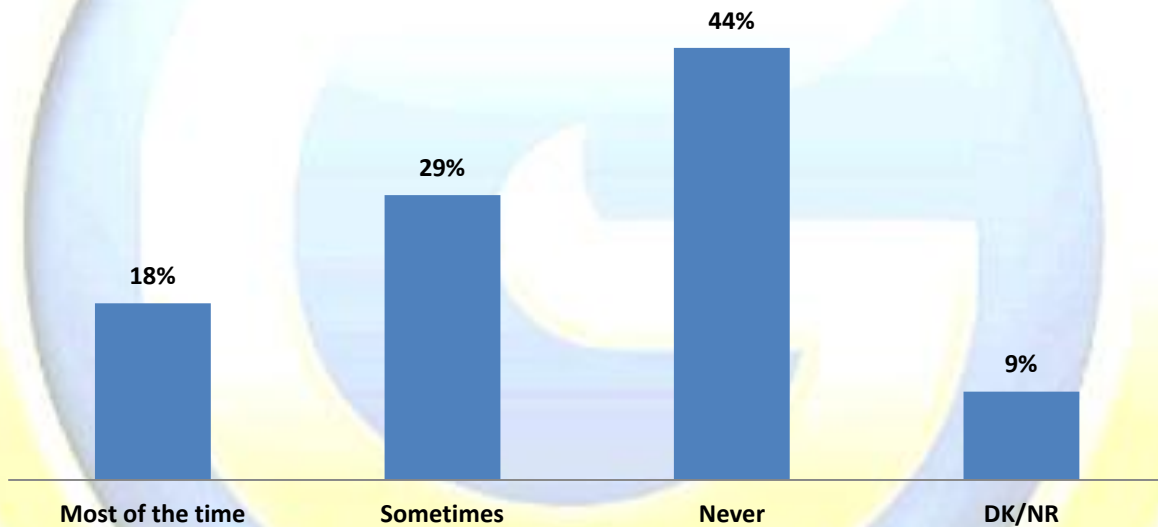
Buyer's remorse: 47% Pakistanis claim to purchase clothes or shoes they later wish they had never spent money on.
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, February 12, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 47% Pakistanis claim to purchase clothes or shoes they later wish they had never spent money on.

A nationally representative sample of men and women from across the four provinces was asked, "How often would you say that you buy clothes/shoes and then regret your purchase?" In response to this question, 18% said most of the time, 29% said sometimes, 44% said never and 9% did not know.

Question: "How often would you say that you buy clothes/shoes and then regret your purchase?"



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1781 men and women in rural and urban areas of all four provinces of the country, January 08- January 15, 2018. Error margin is estimated to be approximately \pm 2-3 per cent at 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, February 12, 2018

(3 Pages, English version Only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)