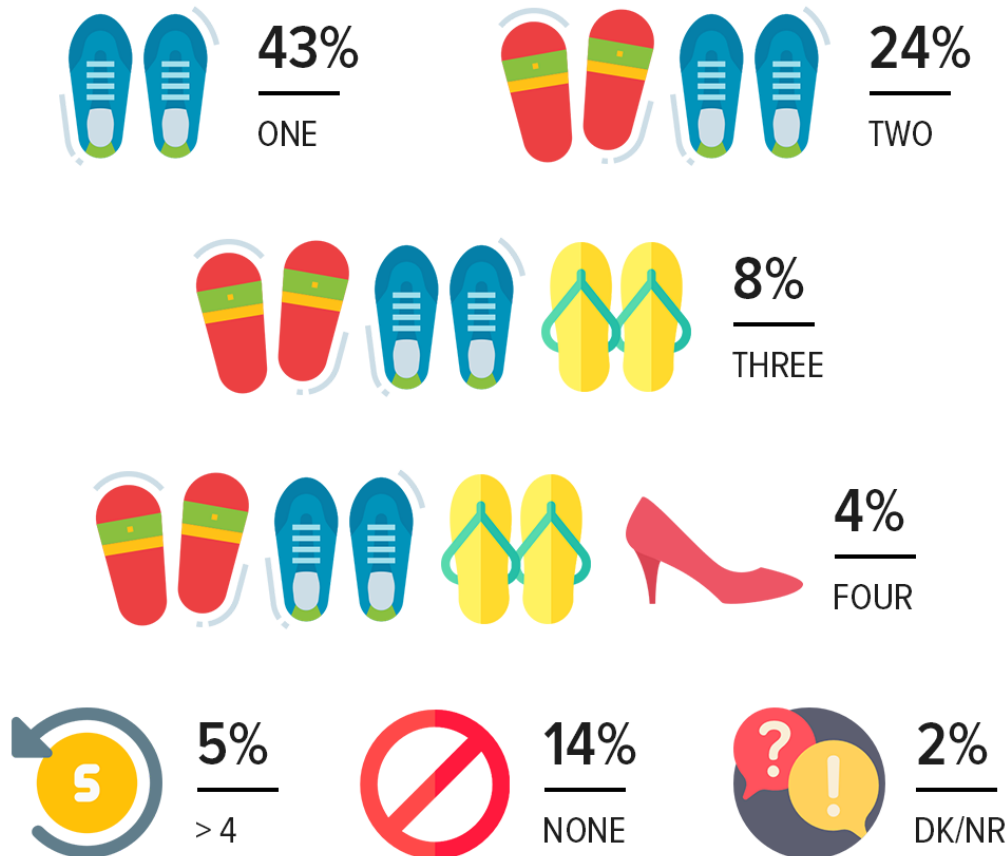


JUNE 12, 2019

SHOES: 84% ADULT PAKISTANIS CLAIM TO HAVE BOUGHT ONE OR MORE PAIR OF SHOES IN THE PAST YEAR.

In the past year, how many pairs of shoes/sandals have you bought for yourself?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1480

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

Opinion Poll

CONSUMER PRODUCTS
Personal Care

Shoes: 84% adult Pakistanis claim to have bought one or more pair of shoes in the past year.

(GALLUP & GILANI PAKISTAN POLL)

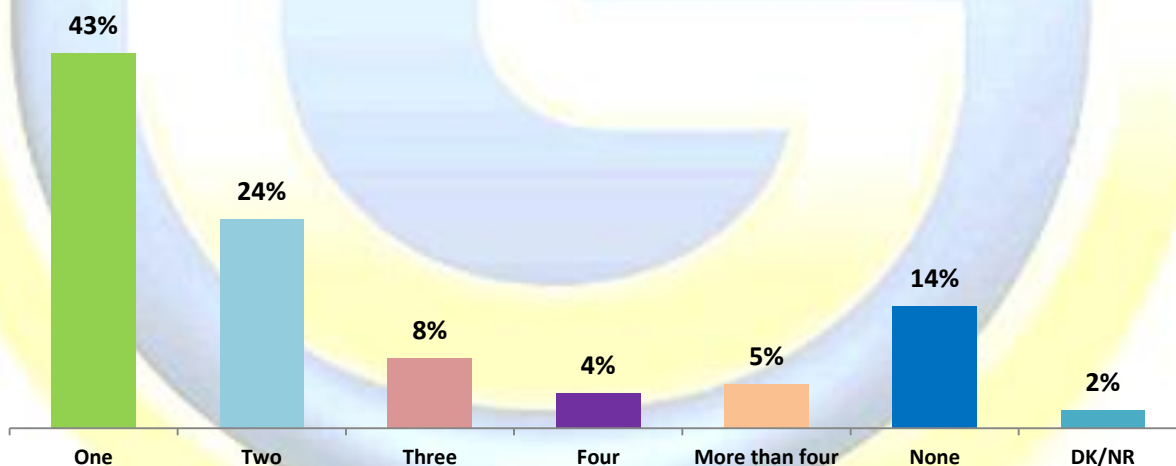
Islamabad, June 12, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 84% adult Pakistanis claim to have bought one or more pair of shoes in the past year.

A nationally representative sample of men and women from across the four provinces was asked, “In the past year, how many pairs of shoes have you bought for yourself?” In response, 43% said one, 24% said two, 8% said three, 4% said four, 5% said more than four, and 14% said none. 2% said that they did not know or wish to respond.

This poll signifies that a very large market for new and second-hand shoes exists in Pakistan. Given that there are 100 million adults in Pakistan, the poll suggests that at least 120 million pairs of shoes were sold in the last year alone.

Question: “In the past year, how many pairs of shoes/sandals have you bought for yourself?”



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 1,480 men and women in urban and rural areas of all four provinces of the country, during April 21-April 30, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



GILANI RESEARCH
FOUNDATION

Wednesday, June 12, 2019

(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
2019



of Gallup Pakistan
(1980-2019)