

Opinion Poll
Economy & Lifestyle
BUYING GROCERIES ON CREDIT (Part 1)

*This is a **3 part** study on the practice of buying groceries on credit. **Part 1** deals with the incidence or proportions of households which buy groceries from neighborhood retail shops on credit; **Part 2** deals with the prices charged by retailers from customers who purchase groceries on credit; **Part 3** deals with the reasons which compel customers to buy on credit.*

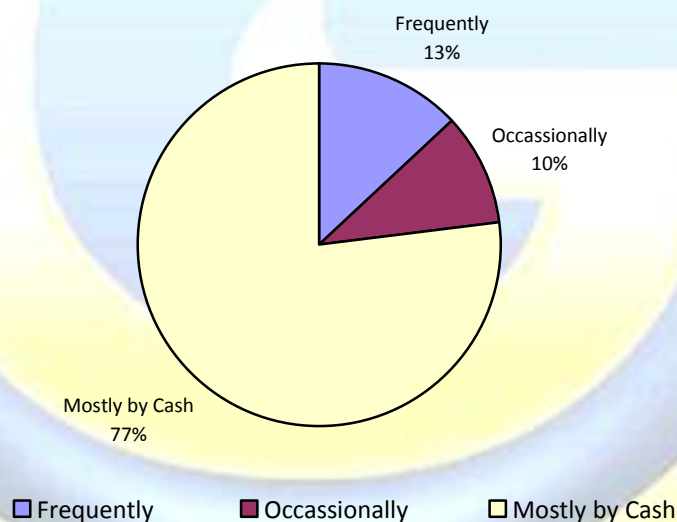
23% of Pakistanis buy groceries on credit either frequently (13%) or occasionally (10%). GILANI POLL/GALLUP PAKISTAN

Islamabad, December 16, 2011

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan 23% of Pakistanis buy groceries on credit either frequently (13%) or occasionally (10%).

A nationally representative sample of men and women from across the four provinces was asked “Do you sometimes buy groceries from local retail shops on credit?” Responding to this 13% claim to buy their groceries on credit frequently, 10% buy groceries on credit occasionally, whereas 77% buy their groceries mostly by cash.

Question: “Do you sometimes buy groceries from local retail shops on credit?”



Source: Gallup and Gilani Surveys
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 recent survey was carried out among a sample of 2695 men and women in rural and urban areas of all four provinces of the country, during December 04 – December 10, 2011. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



گیلانی ریسرچ فاؤنڈیشن کارائے عامہ سروے

موضوع: "معیشت اور طرز زندگی"

ادھار پر سامان خریدنا" (حصہ اول)

23% پاکستانی زیادہ تر سامان کی خریداری ادھار پر کرتے ہیں۔ ان میں 13% زیادہ تر جبکہ 10% کبھی کبھار ادھار پر سامان خریدتے ہیں:

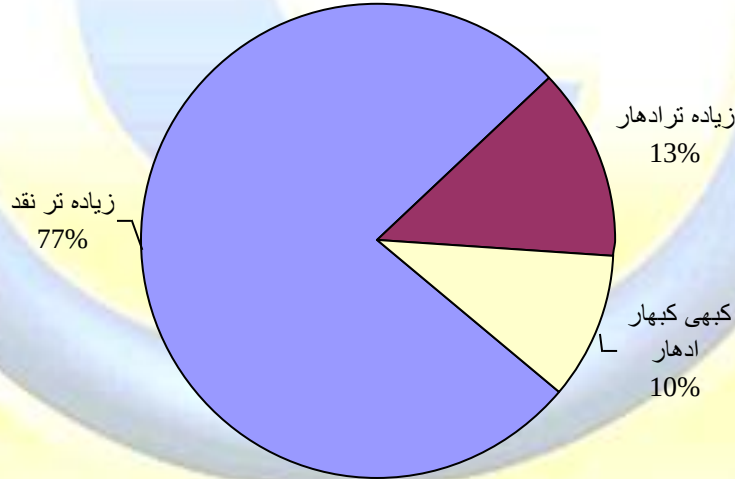
گیلانی ریسرچ فاؤنڈیشن، گیلپ پاکستان

اسلام آباد، 16 دسمبر، 2011

گیلانی ریسرچ فاؤنڈیشن کے ایک حالیہ سروے کے مطابق، 23% پاکستانی زیادہ تر سامان کی خریداری ادھار پر کرتے ہیں۔ ان میں 13% زیادہ تر جبکہ 10% کبھی کبھار ادھار پر سامان خریدتے ہیں۔

سروے میں ملک بھر سے شاریاتی طور پر منتخب خواتین و حضرات سے یہ سوال پوچھا گیا کہ، "آپ دکان پر سودا ادھار پر لیتے ہیں یا نقد؟"، اس سوال کے جواب میں 13% جوابدہندگان نے کہا کہ وہ زیادہ تر سامان کی خریداری ادھار پر کرتے ہیں۔ 10% کبھی کبھار ادھار پر کرتے ہیں، جبکہ 77% سامان کی خریداری نقد کرتے ہیں۔

آپ دکان پر سودا ادھار پر لیتے ہیں یا نقد؟



Source: Gallup and Gilani Surveys
the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk)

گیلانی ریسرچ فاؤنڈیشن کا حالیہ سروے گیلپ انٹرنیشنل سے منسلک گیلپ پاکستان کی مدد سے کیا گیا۔ یہ سروے پاکستان کے چاروں صوبوں کی دیہی اور شہری آبادی کے 2695 مرد اور خواتین سے 04 دسمبر تا 10 دسمبر 2011 میں منعقد ہوا۔ غلطی کے امکان کا تخمینہ شاریاتی طور پر تقریباً $\pm 2-3\%$ لگایا گیا ہے۔



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Friday, December 16, 2011

(3 Pages including this and Urdu version)

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
2011



of Gallup Pakistan
(1980-2010)