



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Majority of All Pakistanis Get Their Clothes Stitched From Tailors; Significant Percentage of Women Stitch Their Own Clothes: GILANI POLL /GALLUP PAKISTAN

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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, getting clothes stitched from tailors is common among the majority of Pakistanis. Ninety three percent (93%) claim to get men's clothes, 54% get women's clothes and 51% get their children's clothes made by tailors. Ready-made clothes are usually bought by people from higher income groups. Majority (48%) said they get their clothes stitched from male tailors, and 29% claimed to use both male and female tailors. Only 14% of the respondents use female tailors.

A nationally representative sample of men and women from across the country were read out a list of methods used to make clothes and were asked which methods do they use to make clothes for the men, women and children in their households. The data shows an overwhelming preference for getting men's clothes stitched by tailors, cited by 93% of the respondents. Only 10% stitch them at home or get them ready-made. One percent (1%) gave no response. Ready made menswear is used more amongst urbanites and, perhaps due to the higher prices, by respondents from higher income groups.

Interestingly, women's clothes are either stitched by tailors or at home, both giving a greater say in the style/designing as well as greater control over the budget. Fifty four percent (54%) of the respondents claimed to get women's clothes stitched by tailors, and 43% stitch them at home. Only 3% said they buy them ready made. One percent (1%) gave no response. The majority of respondents from lower income groups stitch women's clothes at home, but interestingly respondents from higher income groups use tailors for stitching clothes rather than buying them readymade.

According to majority of the respondents (51%) they get their children's clothes made from tailors. Twenty nine percent (29%) stitch them at home and 19% claimed to buy ready made clothes for their children. Two percent (2%) of the respondents had no children or gave no response. Children's ready-made clothes are affordable to respondents from higher income groups; 39% claim to buy them for their children.

“Some people get their clothes stitched from tailors, while others stitch themselves or buy them ready-made. Which of these methods do you use to make clothes for gents, ladies, and children?”

	Tailors	Stitch at home	Ready-made	No Response
Men's Clothes	93%	5%	5%	1%
Women's Clothes	54%	43%	3%	1%
Children's Clothes	51%	29%	19%	2%

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

In a follow up question the respondents who go to tailors, “*If you do not stitch your clothes yourself, do you get them stitched from a male tailor or a female tailor?*” Majority (48%) get their clothes stitched from male tailors, and 29% claimed to use both male and female tailors. Only 14% of the respondents use female tailors. Eight percent (8%) gave no response. A proportionately higher percentage (17%) of ruralites, as compared to urbanites (8%), gets their clothes stitched from female tailors

To understand the reason for their choice of tailor the respondents were asked “*What is the main reason for getting your clothes stitched from this specific tailor?*” The data reveals that ‘**Good tailoring**’ is one of the prime reasons for 55% of the respondents. Sixteen percent (16%) said the reason for their selection is ‘**Low Price**’ while 12% of the respondents said that they go to a particular tailor due to their ‘**Proximity**’. Eight percent (8%) give clothes to tailors because they don’t have time to stitch themselves while 12% have other reasons or gave no response.

“*If you do not stitch your clothes yourself, do you get them stitched from a male tailor or a female tailor?*”

Male Tailor	48%
Female Tailor	14%
Both	29%
No response	8%

“*What is the main reason for getting your clothes stitched from this specific tailor?*”

Good tailoring	55%
Low price	15%
Nearby	12%
Can't stitch on your own due to lack of time	8%
Others	1%
No response	12%

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 latest survey was carried out among a sample of 2722 men and women in rural and urban areas of all four provinces of the country, during May 2009. Error margin is estimated to be approximately ± 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 related and other issues see website www.gallup.com.pk

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