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Ten percent of Urban Homes have a Microwave Oven:

Results released on: May 11, 2001



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Ten percent of Urban Homes have a Microwave Oven: Gallup Survey

Islamabad, May 11, 2001

According to a recent survey by Gallup Pakistan, ten percent (10%) of urban homes in the country claim they have a micro-wave oven. Among the well to do urban homes whose monthly income is in excess of Rupees twenty thousand the incidence of micro-wave ovens is much higher as more than 30% of them claimed to own it. However this modern device of heating and baking is present among homes of all classes. Thus 6% of homes whose monthly income is around seven thousand rupees also claim to own a micro-wave oven. The survey was conducted among a representative sample of households comprising a cross section of socio-economic groups in all the four provinces of the country. The survey further showed that micro-wave oven was used for a variety of purposes. Fifty-three (53%) said they used it for making tea. A large number of around 80% however used it mainly for heating things, baking and for cooking something when the housewife is in a hurry.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1200 statistically selected households in urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.