



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.

Nearly Two Thirds of All Pakistanis Purchase Grocery From General Stores; More Urbanites Go to Utility Stores: GILANI POLL / GALLUP PAKISTAN

Islamabad, June 11, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis go to general stores to purchase grocery items such as rice (64%), Pulses (69%), Sugar (66%), Wheat (68%), Soaps/Detergents (73%), and Cooking oil (68%). A higher percentage of urbanites buy groceries from utility stores and wholesale shops, as compared to ruralites who mostly purchase these items from general stores.

A nationally representative sample of men and women from across the country were read out a list of grocery items and asked if they buy them from a utility store, a general store or from wholesale shop. The results show that 64% claimed to buy rice from general stores, 22% buys it from utility store, and 12% of the respondents said they buy rice from a wholesale shop. One percent (1%) gave no response.

For Pulses, majority (69%) of the respondents go to general stores, where as 20% buy pulses from utility stores. Eleven percent (11%) prefers wholesale shops.

According to 66% of the respondents they buy sugar from general stores. Twenty one percent (21%) claimed to buy it from utility stores and the remaining 13% go to wholesale shops.

Wheat is bought from general stores by 68% of the respondents and from utility stores by 16%. Fifteen percent (15%) like to buy wheat from wholesale shops. One percent (1%) gave no response.

Seventy three percent (73%) claimed that they buy other stuff like soaps, detergents, etc. from a general store and 14% said they go to utility stores. Thirteen percent (13%) of the respondents buy soaps and detergents from a wholesale shop. One percent (1%) gave no response.

When the respondents were asked where they buy cooking oil from, majority (68%) said they buy it from a general store. Seventeen percent (17%) claimed to buy it from a utility store where as 14% said they purchase cooking oil from wholesale shops.

The data reveals that a proportionately higher percentage of urbanites prefer going too utility stores to buy grocery items.

“Some people purchase some of their grocery from utility stores and some from general stores. While others go to wholesale shops. Where do you buy each of the following grocery items from?”

Grocery Items	Utility Store	General Store	Wholesale Shop	NR
Rice	22%	64%	12%	1%
Pulses	20%	69%	11%	-
Sugar	21%	66%	13%	-
Wheat	16%	68%	15%	1%
Soap/Detergents, etc.	14%	73%	13%	1%
Cooking Oil	17%	68%	14%	-

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 2677 men and women in rural and urban areas of all four provinces of the country, during February 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 and other related issues see website www.gallup.com.pk

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