



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.

43 % of Pakistanis Visit Market Places only On Need Basis: GILANI POLL / GALLUP PAKISTAN

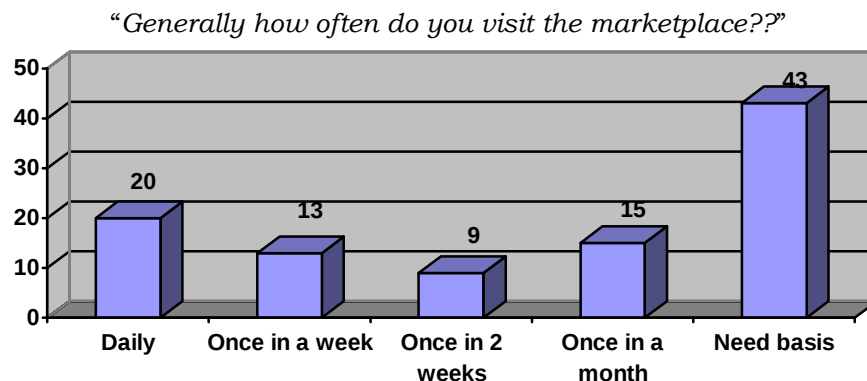
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Islamabad, August 12, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan regarding Pakistani lifestyles, one third of all Pakistanis (33%) frequently visit the market place and 24% said they go to the market once in two weeks or once in a month. The remaining 43% of the respondents visit marketplaces on need basis. A proportionately higher percentage of ruralites (22%) than urbanites (16%), and more men (22%) than women (14%) claimed to visit the markets almost daily.

A nationally representative sample of men and women from across the country were asked “*Generally, how often do you visit the marketplace?*” Twenty percent (20%) claimed to visit the market on a daily basis, 13% said once in week, 9% go to the market once in two weeks, and 15% said they go once in a month. Forty three percent (43%) of the respondents go to the marketplace on need basis.

The data reveals that a proportionately higher percentage of ruralites (22%) than urbanites (16%), and more men (22%) than women (14%) claimed to visit the markets almost daily. It is also seen that a comparatively higher percentage of respondents falling in ‘Under 30 years’ of age group (47%) claimed to go to the market on need basis.



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

This 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 1570 men and women in rural and urban areas of all four provinces of the country, during April 2008. 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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