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GALLUP PAKISTAN POLL FINDINGS ON

75% use plastic bags while the use of paper bags is 6%, cloth bag 17% and baskets 2%

Results released on: *March 17, 2003*



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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According to the recent survey carried out by Gallup Pakistan, plastic bags have become the principal means of bringing home groceries and other shopping items. The use of traditional means such as cloth bags and paper bags has dropped dramatically. The survey further showed that the use of plastic bags is not restricted to urban areas. The prevalence of plastic bags is nearly equal in urban and rural areas.

The respondents were asked: “What is the principal means of bringing home groceries and other shopping items? In response to this question 75% respondents said “plastic bag” 6% said “paper bag” 17% said “cloth bag” while 2% said they use basket for bringing home groceries.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1300 statistically selected households in both urban and rural areas of all the four provinces of Pakistan. The sample comprised a cross section of various, income, education, age and geographic segments. The text of this report can also be seen on the Internet at: www.gallup.com.pk.