



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

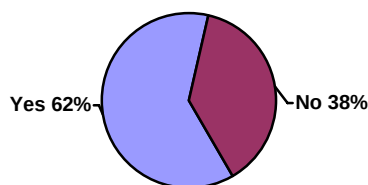
Customer Perceptions about Availability, Prices and Quality; 76 % View Prices as the Key Problem and Complain About a “Pressure on the Purse”: GILANI POLL / GALLUP PAKISTAN

Islamabad, October 20, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, one of the major problems for the customers in Pakistan, is not availability of goods but what they perceive as high prices and low quality: while 62% claim they easily find goods they need in the market, two thirds (76%) claim to feel ‘pressure on the purse’ by having to spend more than what their budgets allow; similarly 60% perceive the quality of these goods as inferior.

A nationally representative sample of men and women from across the country were asked “*When ever you go to purchase something (like eatables or clothes etc.) are you able to find something of your choice easily or not?*” Sixty two percent (62%) said yes, where as 38% complained they do not easily find the stuff they need. A slightly higher percentage of respondents from ‘Under 30’ age group said availability of goods they need is not an issue for them.

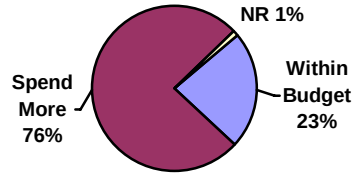
*“When ever you go to purchase something (like eatables or clothes etc.)
are you able to find something of your choice easily or not?”*



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

To find out if people are able to buy important things like clothes and eatables within their budgets, the respondents were asked “*Do you find these things within your budget or do you have to spend more money to buy them?*” A majority (76%) said they have to spend more where as 23% claimed they do not have to spend more than their budget to buy the things they need. One percent (1%) of the respondents gave no response.

“Do you find these things within your budget or do you have to spend more money to buy them?”



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 were asked to comment about the quality of goods available in the markets. Sixty percent (60%) said the quality is not good, while 39% expressed their satisfaction with the quality and 1% gave no response.

Almost equal percentage of respondents across various demographics expressed their concern for high prices and low quality, however a proportionately higher percentage of respondents from Sindh complained about having to spend more than their means in order to buy basic necessities of life like clothes or eatables.

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 approximately 2500 men and women in rural and urban areas of all four provinces of the country, during September 2009. Error margin is estimated to be approximately $\pm 2-3$ 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 issues see website www.gallup.com.pk

For any queries please contact:
Ms. Saadia Khalid
Assistant Manager (Research)

Phone: +92-51-2655630
E-mail: saadia.khalid@gallup.com.pk