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GALLUP PAKISTAN POLL FINDINGS ON

HALF OF CONSUMER GOODS MARKET IS IN RURAL AREAS.

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HALF OF CONSUMER GOODS MARKET IS IN RURAL AREAS, 60% of rural households have electricity, 30% own a TV and 17% own a washing machine. Rural ownership of TV in 1980 was only 6% - July 28, 2000

According to a recent study by Gallup Pakistan, the rural life in Pakistan is undergoing rapid transformation, driven mostly through the availability of electricity and other developments in technology. According to the study the number of households with electricity have grown four fold in the last twenty years, from barely 16% in 1981 to more than 60% now. As a result recent Gallup surveys show marked increase in the penetration of television in rural areas. Gallup surveys on media habits in 1981 showed television ownership to be barely 6%. It has now grown to more than 30% of rural households. Since many people view television at public places and at the homes of friends and relatives, the viewership in rural areas reached more than 50% of the population. According to the same survey 17% of rural households now own a washing machine, 12% own a refrigerator and nearly 50% own either a radio or a tape recorder. The survey was conducted in a representative sample of households in all the four provinces of the country.

The survey further shows that because of the sheer size of the rural population, which is two thirds of the entire country, more tea is sold in the rural than the urban areas. Similarly the absolute amount of cooking ghee, toilet soaps, razor blades and even squashes consumed in the rural areas outmatches the total consumption in the urban areas. Marketing research experts at Gallup have estimated that more than 50% of the market for many consumer items is in the rural areas of Pakistan. Their studies show that despite low growth rates and persistent poverty in the country, the imperatives of technology are reducing the perennial differences between urban and rural lifestyles.

Gallup Pakistan has been conducting surveys of rural lifestyle at regular intervals since 1980. The latest survey was carried out among a representative sample of more than 3000 rural households spread all over the four provinces of the country. The error margin for a survey of this kind is approximately 2% at 95% confidence level. The text of this report can also be seen on the internet at: www.gallup.com.pk