

**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.*

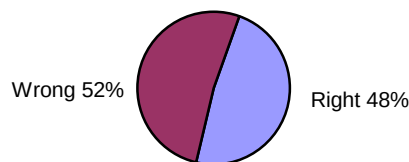
## **Preference for Making a Purchase List Before Going for Shopping: GILANI POLL/GALLUP PAKISTAN**

Islamabad, December 29, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, Pakistanis seem to be generally cautious shoppers in terms of preparing a pre-shopping list before going to the market; nearly two thirds of all Pakistanis (60%) claim to go for shopping with a list of things needed. The list may be on paper or simply in memory. However in another scenario, it is seen that a significant 48% claimed to be impulsive buyers who are tempted to buy any new thing/product they may come across in shopping marts. Shopping as it seems is an interesting mix of being cautious and impulsive. The Gilani Poll Study has tried to explore this mix.

A nationally representative sample of men and women from across the country were read out a list of statements depicting various shopping habits and were asked “A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘Whenever I see a new thing/product in a shop I always try it?’” Forty eight percent (48%) said it is right whereas 52% claimed to not be quick in busying new products. The findings reveal slightly higher percentage of urbanites to be impulsive buyers.

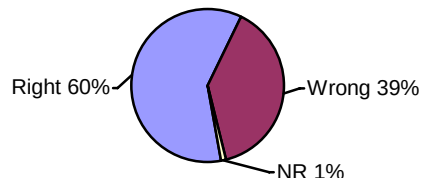
*“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘Whenever I see a new thing/product in a shop I always try it?’”*



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

When the respondents were read out another statement “Before going shopping I make a list of things needed to be bought” Sixty percent (60%) said they do make a list before going for shopping and 39% claimed to not be bothered with making a shopping list. The remaining 1% of the respondents gave no response.

*“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘Before going shopping I make a list of things needed to be bought?’”*



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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 2770 men and women in rural and urban areas of all four provinces of the country, during November 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](http://www.gallup-international.com)) and referred to by the same title. Also please see necessary Disclaimer on our website ([www.gallup.com.pk](http://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](http://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](mailto:saadia.khalid@gallup.com.pk)