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GALLUP PAKISTAN POLL FINDINGS ON

80% Urbanites bought at least one pair of shoes last year

Results released on: March 3, 2000



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80% Urbanites bought at least one pair of shoes last year - March 3, 2000

According to a recent Gallup survey nearly 80% of urban men and women say they purchased at least one or more pair of shoes last year. The survey further reveals that durability of the shoe is the foremost concern in buying a shoe. Other reasons which play an important role are comfort, design and of course affordability. There are interesting variations in the perceptions of men and women when it comes to purchase of shoes. Men are relatively more concerned about durability and affordability while women rank comfort and design higher than men as a criteria for choosing a shoe.

The survey also reveals that compared to the economically prosperous, the poor give higher ranking to affordability. But, when it comes to the latest design, the prosperous and poor are equally concerned about adopting the latest design within their own price range. Nearly 22% of respondents in every income group mentioned latest design was a criteria for their choice. As age progresses, affordability becomes a big concern in choosing a shoe. Only 13% of the under 30 mentioned affordability as the key criterion for choosing a shoe, while 23% of the over 50 ranked it as their principal reason.

Marketing research experts at Gallup have pointed out that Pakistanis spend approximately 25 billion rupees a year in purchase of shoes and footwear. This includes both rural and urban population. They have also pointed out that in the urban areas nearly half of the new shoes are being purchased from four prominent shoe companies. Their analysis shows that the share of branded shoes has considerably increased during the last decade.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International, among a representative sample of more than 2000 men and women in the urban areas of all the four provinces of Pakistan. The error margin in a survey of this kind is around 3 percent at 95 percent confidence level. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk.