



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.

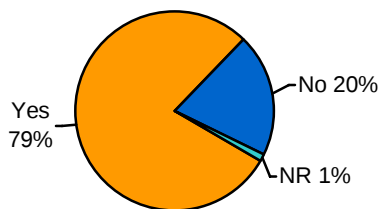
79 % Pakistanis Claimed to be Affected by The Recent Sugar Crisis: GILANI POLL /GALLUP PAKISTAN

Islamabad, September 3, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two third of all Pakistanis (79%) have complained about facing difficulties in purchasing sugar, while 20% faced no problem. High price is one of the major hurdles respondents (78%) claimed to have faced during the recent sugar crisis, followed by other problems like unavailability (9%), long queues (8%), and bad quality (4%). Seventy percent (70%) believe it is an artificially created crisis and a conspiracy. Target of blame for the price hike is split between government (47%), manufacturers (28%) and traders/exporters (24%).

A nationally representative sample of men and women from across the country were asked “*In the past few months there has been an extreme shortage of sugar in the country and people are facing difficulties in buying sugar. Have you also faced such difficulties?*” Seventy nine percent (79%) said yes, while 20% seemed to have not been affected by this sugar crisis. One percent (1%) gave no response.

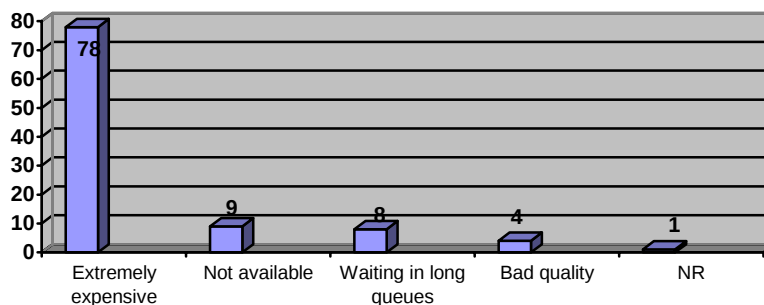
“In the past few months there has been an extreme shortage of sugar in the country and people are facing difficulties in buying sugar. Have you also faced such difficulties?”



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 “*If yes, which one type of the following problems did you face with regards to buying sugar?*” Majority (78%) said that while sugar is available in the market, it is exceptionally expensive. Amongst the remaining respondents 9% claimed sugar is not available, 8% complained about having to stand in long queues to buy a sugar bag, and 4% said the sugar quality is very bad. One percent (1%) gave no response. It is noted that while comparatively more urbanites complained about long queues, people from rural areas said sugar is not available in the market

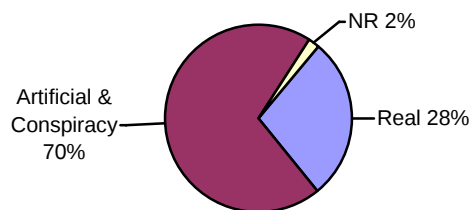
“If yes, which one type of the following problems did you face with regards to buying sugar?”



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

To understand what people think is the real cause of this recent sugar shortage in the country, respondents were asked “*In your view, do you think our country is going through a real sugar crisis or is it happening because of some planned conspiracy?*” While 28% believe it is a real shortage, majority 70% think it is a planned conspiracy. Two percent (2%) gave no response. The findings show that men, adults of above 50 years of age, and more people from urban areas tend to believe sugar crisis is a conspiracy and artificially created.

“In your view, do you think our country is going through a real sugar crisis or is it happening because of some planned conspiracy?”



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

When the respondents were asked who they thought was responsible for this exorbitant increase in sugar prices, majority of them (47%) blames the government, 28% believe it's the fault of sugar mill owners, 19% think businessmen are responsible, while 5% believe exporters are guilty of creating such a mess. One percent (1%) gave no response.

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 2765 men and women in rural and urban areas of all four provinces of the country, during August 2009. Error margin is estimated to be approximately ± 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