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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

OWNERSHIP OF DURABLES IN PAKISTANI HOUSEHOLD

Results released on: July 30, 1999



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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OWNERSHIP OF DURABLES IN PAKISTANI HOUSEHOLD - July 30, 1999

According to a recent Gallup Survey on household gadgets in Pakistani homes, about 71% urban and about 25% of electrified rural household own washing machines. The use of washing machine has gain ground in the last 2 decades. A Gallup Survey conducted 16 years ago, indicated that at that time only 16% urban households owned a washing machine whereas only 2% rural households were using washing machines.

The use of Refrigerator has also increased during the same period. Presently more than 50% urban households and 17% of electrified rural households use a refrigerator. In the 1980s refrigerators were owned by only 21% urban households and its use in the rural areas was quite rare.

Interestingly 90% of urban households and more than 50% of rural households own a sewing machine.

Table
Penetration of Ten Consumer Durables in Pakistan

Name of Item	Urban	Rural
Sewing machine	90%	51%
TV	82%	44%
Washing machine	71%	25%
Refrigerator	56%	17%
VCR	20%	3%
AC	12%	1%
Car	12%	3%
Satellite Dish Antenna	11%	3%
Mobile Phone	3%	Less than1%
Computer	2%	Less than1%

The survey was conducted by Gallup Pakistan; the Pakistan: Affiliate of Gallup international, according to the scientific principles of survey research, representing a cross-section of households belonging to different regional, income and social backgrounds.