



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Majority Support Street Vendors; Perceived Economical: GILANI POLL / GALLUP PAKISTAN

Islamabad, May 5, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, selling various food and other items on wheel barrows is quite common in Pakistan as majority of respondents claim that vendors come to their areas. The most commonly sold items by these vendors are fruits and vegetables. Despite concerns of congestion and safety, majority (69%) of the respondents said that these vendors should not be abolished.

When the respondents were asked, “Various vendors sell different items on wheel barrows in many cities. Do any of such vendors come to your area?” majority of the respondents (73%) said yes while 26% claimed that no such vendors come to their area. One percent (1%) gave no response. The data shows that street-side and portable vendors are more common in urban areas (85%) as compared to rural areas (69%). Interestingly a slightly higher percentage of respondents from Sindh said vendors come to their area.

In response to a question regarding different items being sold by street-side vendors, 95% of the respondents said that these vendors sell fruits and vegetables, 79% said vendors in their area usually sell snacks (chaat etc.), 79% said fish, and 66% of the respondents said kitchen utensils are usually sold by the vendors. They also sell plants and flowers according to 64% of the respondents while 55% said socks, sweaters, and clothes are sold by these vendors. When asked, which of these items do the respondents usually buy from street side vendors, it was seen that fruits and vegetables are the most commonly bought items (80%) followed by fish and snacks (59% and 58%). Only 30% of the respondents claimed to buy clothing items from vendors.

“Which items are usually sold by vendors?”

Fruits & Veggies	73%
Snacks (Chaat)	79%
Fish	79%
Kitchen Utensils	66%
Flowers & Plants	64%
Socks, sweaters & clothes	55%

“Which of these items do you like to buy from them?”

Fruits & Veggies	80%
Snacks (Chaat)	59%
Fish	58%
Kitchen Utensils	39%
Flowers & Plants	43%
Socks, sweaters & clothes	30%

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

The data shows that most people prefer to buy fresh fruits and vegetables from street vendors (54%) as compared to buying them from a big store (45%). For other perishable items like fish, snacks, flowers and plants the majority prefer large stores, but a significant percentage (more than 40%) prefer street vendors. One of the reasons for this preference is that street vendors are thought to be cheaper and more economical. Eatable items, whose quality can be reasonably checked at first sight are bought from street vendors but for more durable items such as kitchenware and cloths, big stores are preferred by 70%.

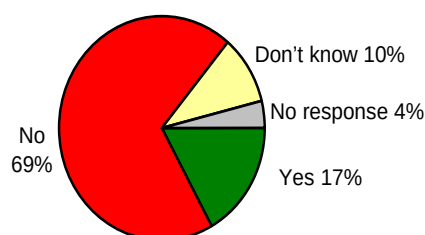
"Which of the following items do you buy from vendors and which from a big store?"

Items	Vendors	Big Store	No response
Fruits & Veggies	54%	45%	1%
Fish	45%	55%	1%
Eatables (Chaat)	44%	55%	1%
Flowers & Plants	43%	56%	2%
Kitchen Utensils	30%	69%	1%
Socks, sweaters & clothes	28%	71%	1%

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

In recent years, street vendors have been restricted by local governments due to concerns about quality, safety, and congestion. To understand public opinion on this policy decision, respondents were asked: *"Some people are of the opinion that street-side vendors sitting in front of shops in market areas are encroachments and they should be abolished, whereas some believe that they are a source of income for the poor and should not be removed or dislocated. What is your point of view?"* Only 17% of the respondents said that such vendors should be removed while 69% said they are a source of income for the poor and should not be removed or dislocated. Ten percent (10%) were unsure and 4% of the respondents gave no response. It is hard to give a judgement whether the pro vendor sentiment results from compassion or the perceived attraction of lower prices

"Should street vendors be removed/dislocated?"



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

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 2764 men and women in rural and urban areas of all four provinces of the country. 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) 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 public policy related and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk