



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.

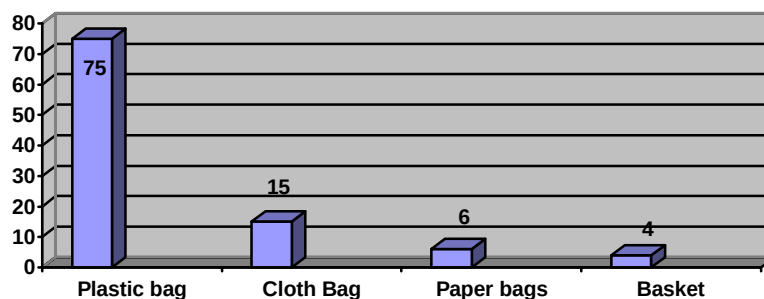
Majority (75 %) Put Their Household Purchases in Plastic Bags: GILANI POLL / GALLUP PAKISTAN

Islamabad, August 6, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority Pakistanis (75%) put their household purchases in a plastic bag. Bags made of cloth are used by (15%), whereas only 6% make use of paper bags. An even lower percentage of respondents (4%) stated that they use a basket.

A nationally representative sample of men and women from across the country were asked “What do you use to put your household purchases in?” Seventy five percent (75%) claimed to put their household purchases in a plastic bag where as bags made of cloth are used by 15%. Six percent (6%) make use of paper bags and an even lower percentage of respondents (4%) stated that they use a basket.

“Which item do you use to put your household purchases in?”



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

It was revealed that while a proportionately higher percentage of ruralites use plastic bags, comparatively more urbanites use bags made of cloth to carry their shopping in. Moreover the findings show that 8% urbanites put their purchases in baskets in comparison to a mere (3%) ruralites. The overall results indicate that on the whole urbanites make use of more environment friendly items to put their purchases in.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a sample of 1570 men and women in rural and urban areas of all four provinces of the country, during April 2008. 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 social related and other issues see website www.gallup.com.pk

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