

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

PUBLIC'S DRESSING HABITS

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All males (100%) say they generally wear Kamiz Shalwar - September 10, 1999

A recent Gallup survey on how people dress in Pakistan shows that Kamiz Shalwar has become a universally used dress in the urban areas of all the four provinces of Pakistan among both men and women. However, nearly half of the men also use trousers on certain social occasions or at work. These findings have emerged from a national urban survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted among more than 1000 statistically selected men and women of different income, educational and age backgrounds spread all over the four provinces of Pakistan. The error margin is around 3% at 95% confidence level.

Responding to the question: "Do you ever wear Kamiz Shalwar?" almost 100% of men and women gave an affirmative answer. In a Gallup survey ten years ago in 1990, those who responded in the affirmative were 90%. In his commentary on the survey findings, Dr. Ijaz Shafi Gilani Chairman of Gallup Pakistan explains that the use of Kamiz Shalwar seems to have gradually become Pakistan's universal dress. While no scientific data are available for the dress habits of Pakistanis fifty years ago when the country was formed as a new entity, it would be a fair assumption that Kamiz Shalwar was much less common, especially among the men. A large number of men in the Punjab at that time wore "*Dhoti*" or "*Pajama*". Similarly a large number of men in the urban Sindh used "*Pajama*". The growth of modern machine tailoring and the development of a country wide culture through the mass media and traveling seems to have resulted in the emergence of a common national dress. This subject has been chosen by the Marketing Research Society of Pakistan for a Roundtable discussion later this year.

The Gallup survey on dress habits further reveals that when at home 92% of Pakistani urban men use Kamiz Shalwar; however when at work in offices, shops, factories etc 30% generally use trousers and 70% use Kamiz Shalwar, and on social occasions 42% of men use trousers while 58% use Kamiz Shalwar. The complete text of Gallup survey on dress habits can be seen on the internet at www.gallup.com.pk

Question: Would you say that you generally wear, or don't wear Kamiz Shalwar?

<i>Percent of Respondents</i>	
Wear	100%
Don't Wear	-

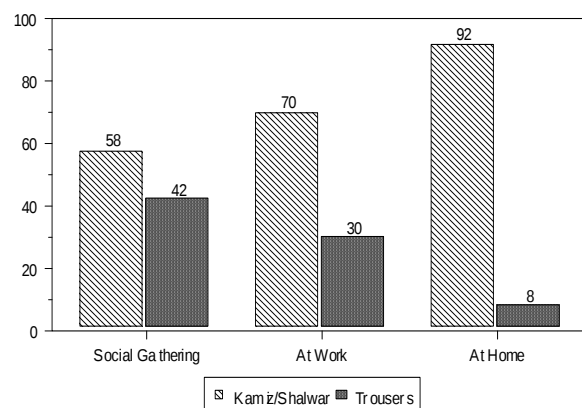
Source: Gallup Survey, Pakistan

Question: Which dress is mostly worn by the male members of your household on the following occasions?

	<i>Percent of Respondents</i>	
	Shalwar Kamiz	Pants
Social Gatherings	58%	42%
At work	70%	30%
At home	92%	8%

Source: Gallup Survey, Pakistan

Question: Which dress is mostly worn by the male members of your household on the following occasions?



Source: Gallup Survey, Pakistan