

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

QUALITY OF PAKISTANI GOODS

Results released on: September 13, 1986



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Quality of Pakistani Goods

A recent Gallup poll shows a growing sense of confidence in Pakistan about the quality of Pakistani goods or domestically produced products. The respondents in a nationally representative survey were asked to give their opinion about the quality of Pakistani products, and how they compared them with foreign goods. 55% said Pakistani goods were generally of better quality while 38% said that foreign goods were generally superior.

The survey was conducted by Gallup Pakistan in 100 villages and 75 urban areas. The sample included a cross-section of different regional, income and social strata of the society.

The survey findings showed that the younger population and the more affluent were more critical of Pakistani goods.

Table

QUALITY OF PAKISTANI GOODS

	Pakistanis goods are of better quality	Foreign goods are of better quality	No Response
All Pakistan	<u>55</u>	<u>38</u>	<u>7</u>
Punjab	54	40	6
Sindh	57	37	6
NWFP	54	39	7
Baluchistan	60	34	6
Age wise			
Less than 30	54	40	6
30-40	54	40	6
40-60	54	39	7
60 plus	69	20	11

Income wise

Very low	59	30	11
Low	62	32	6
Middle	57	39	4
Upper Middle/high	48	43	7