

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

OWNERSHIP OF DURABLES

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Growing Trend in Durable Ownership in Pakistan

According to a recent Gallup poll a large number of urban Pakistanis living in the big and medium size cities of Pakistan have access to modern household equipment such as refrigerator, colored television, radio and motorcycle. The survey data reveals that nearly two third of the urban households possess a radio set while approximately 50% own a television set, nearly a third of which are colored televisions. One quarter of the urban households own a refrigerator and approximately 20% of the households have a motorcycle. Washing machines and desert coolers are also making inroads at a rapid pace and are now owned by more than 10% of the urban households.

The survey was conducted by Gallup Pakistan with a statistically representative sample of households in the urban areas all over the country.