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GALLUP PAKISTAN POLL FINDINGS ON

JAPANESE DO BEST IN IMAGE OF PRODUCTS

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JAPANESE DO BEST IN IMAGE OF PRODUCTS

According to a recent Gallup poll, the Pakistani consumers give a much higher rating to Japanese goods, compared to American, British or Russian products. If the automobile industry was the index, Japan would outdo most other comparable nations by a wide margin. Given the choice, Pakistanis prefer Japanese cars to American by a margin of nearly 7:1 and British cars by a margin of 15:1.

The survey was conducted by Gallup Pakistan with a statistically selected sample of 2000 households spread all over the country in 200 rural and urban localities. The sample comprised of a scientific cross section of the population. The findings were computer processed.

The following question was asked:

Question: Suppose you were to win a car in a prize, and four different makes of the same size were offered: Japanese, American, British and Russian, which one would you choose?

	Percent of respondents
Japanese	61
American	9
British	4
Russian	1
Others	5
No opinion	20