



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 Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Most Pakistanis Prefer Operational Convenience When Buying Clothes: GILANI POLL / GALLUP PAKISTAN

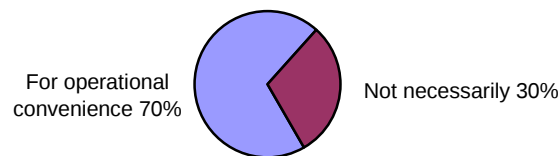
Islamabad, January 4, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis give preference to comfort over other factors when buying clothes; more than two thirds (70%) claim they buy clothes which are easy to handle in washing and ironing, whereas 30% of the respondents do not specifically buy clothes which are easy to handle.

A nationally representative sample of men and women from across the country were read out a list of statements depicting various shopping habits and were asked “A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘I prefer buying those clothes which are easy to handle with regards to washing, ironing, and etc?’” Seventy percent (70%) said it is right that they like to buy clothes which are easy to handle, while for 30% of the respondents convenience of handling a specific dress is not an important factor when buying clothes.

The findings show that a proportionately higher percentage of rural dwellers and elderly people prefer to buy clothes which are easy to handle.

“A few sentences will be read out to you Please tell whether each one of them is right or wrong: ‘I prefer buying those clothes which are easy to handle with regards to washing, ironing, and etc?’”



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

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2770 men and women in rural and urban areas of all four provinces of the country, during November 2009. 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 and other issues see website www.gallup.com.pk

For any queries please contact:
Ms. Saadia Khalid
Assistant Manager (Research)

Phone: +92-51-2655630
E-mail: saadia.khalid@gallup.com.pk