



Public Opinion in Pakistan in the Year 2001

SOCIAL Social Behavior

(2001-2016) More men make the decision of what brands to buy instead of women in 2016. GILANI POLL / GALLUP PAKISTAN

Islamabad, August 18, 2016

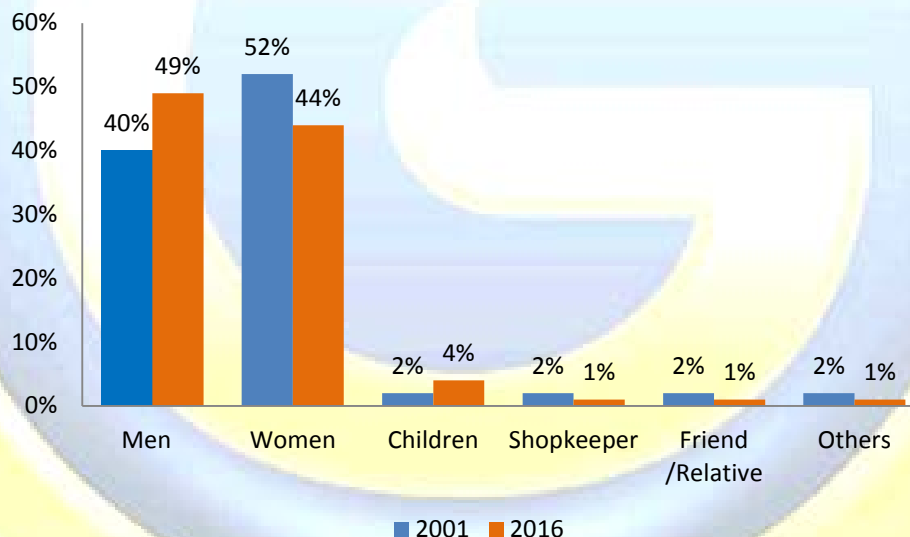
According to a Gallup Pakistan National Survey conducted in the year 2001 (15 years ago) respondents were asked who decides what brands to buy in the household. To this, 52% responded women, 40% responded men, and 2% responded children, shopkeeper, and friend/relative each. 2% also said others.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 49% said men, 44% said women, 4% said children, 1% said shopkeeper, and 1% said friend/relative. 1% also said others.

According to public opinion, there has been an 8% decrease in the number of women who make the decision of which brand to buy. Similarly, there has been a 9% rise in the number of men who make this decision during this time. This is an unfavorable trend for female empowerment because the household is an important sphere in which women exercise considerable power.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Generally, whose opinion is mostly involved in purchasing brands of different household items in your house?”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.’

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(3 Pages including this)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2015)