



Opinion Poll
SOCIAL BEHAVIOR
Others

**42% Pakistanis prefer to buy groceries from the neighborhood market;
40% in urban areas prefer to shop from the main market. (GRF POLL)**

Islamabad, January 16, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 42% Pakistanis prefer to buy groceries from the neighborhood market; 40% in urban areas prefer to shop from the main market.

A nationally representative sample of men and women from across the four provinces was asked, “Where do you normally buy your groceries from?” In response to this question, 42% said neighborhood shop, 31% said shop in the main market, 16% said utility store, while 11% said weekly bazaar.

Rural-Urban Breakdown:

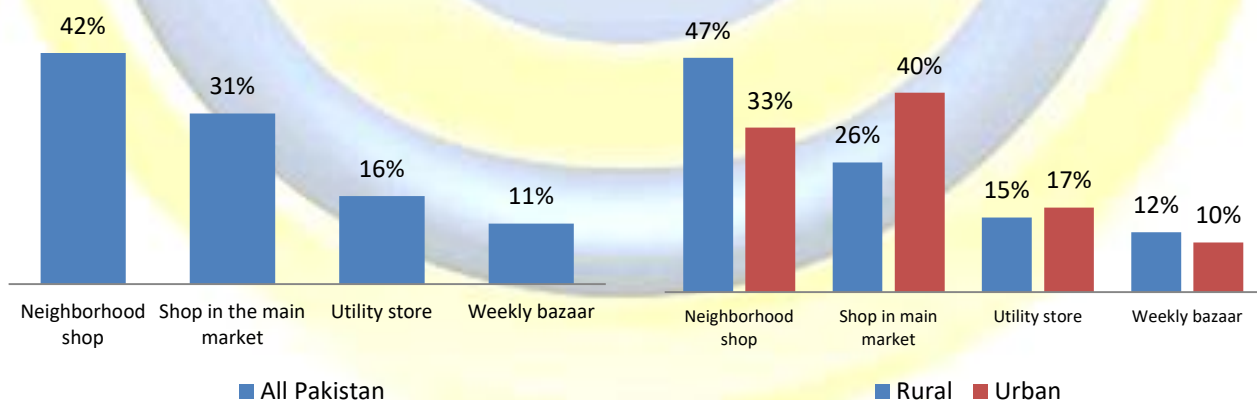
In rural areas, 47% said neighborhood shop, 26% said shop in the main market, 15% said utility store, while 12% said weekly bazaar. In urban areas, 33% said neighborhood shop, 40% said shop in the main market, 17% said utility store, while 10% said weekly bazaar.

Comparing the two areas, the results show that 14% more rural respondents buy grocery from neighborhood shop, while 14% more urban respondents prefer a shop in the main market.

Question: “Where do you normally buy your groceries from?”

All Pakistan

Rural-Urban Breakdown



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

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1866 men and women in rural and urban areas of all four provinces of the country, during October 10– October 17, 2016. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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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
(1980-2017)