

(2002-2016) 5% INCREASE IN THE PROPORTION OF PAKISTANIS WHO GO TO THE MARKET DAILY; ¼TH PAKISTANIS GO TO THE MARKET WHEN A NEED ARISES.

Generally, how often do you go to the market?





Public Opinion in Pakistan in the Year 2002

SOCIAL BEHAVIOR

Others

(2002-2016) 5% increase in the proportion of Pakistanis who go to the market daily; ¼th Pakistanis go to the market when a need arises. GILANI POLL/GALLUP PAKISTAN

Islamabad, January 26, 2017

According to a Gallup Pakistan National Survey conducted in the year 2002 (14 years ago) respondents were asked, “Generally, how often do you go to the market?” To this, 15% said daily, 22% said once a week, 12% said once in two weeks, 14% said once in a month while 37% said when needed.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 20% said daily, 22% said once a week, 17% said once in two weeks, 16% said once in a month while 25% said when needed.

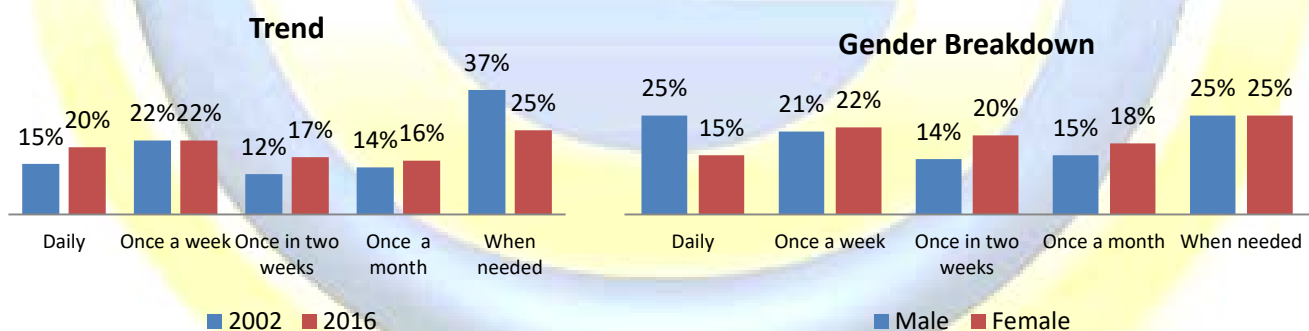
Gender Breakdown: Among male respondents, 25% go to the market daily, 21% once a week, 14% once in two weeks, 15% once a month and 25% when needed. In contrast, 15% female respondents go to the market daily, 22% once a week, 20% once in two weeks, 18% once a month and 25% when needed.

Comparing the two genders, 10% more males than females go to the market daily. Females on the other hand make more visits to the market fortnightly (6% more) and monthly (3% more).

According to public opinion, there has been a 5% increase in the proportion of Pakistanis who go to the market daily and those who go once in two weeks, a 2% increase in the proportion of Pakistanis who go the market once a month and a 12% decrease in the proportion of Pakistanis who go to the market when a need arises.

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, how often do you go to the market?”



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
(1980-2017)