



Opinion Poll
SOCIAL BEHAVIOR
Others

Purchasing pattern in Pakistani households remains consistent over a period of 11 years: women are mainly responsible for the purchase of clothes and crockery, while men mostly buy grocery, machinery and furniture items. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, June 14, 2017

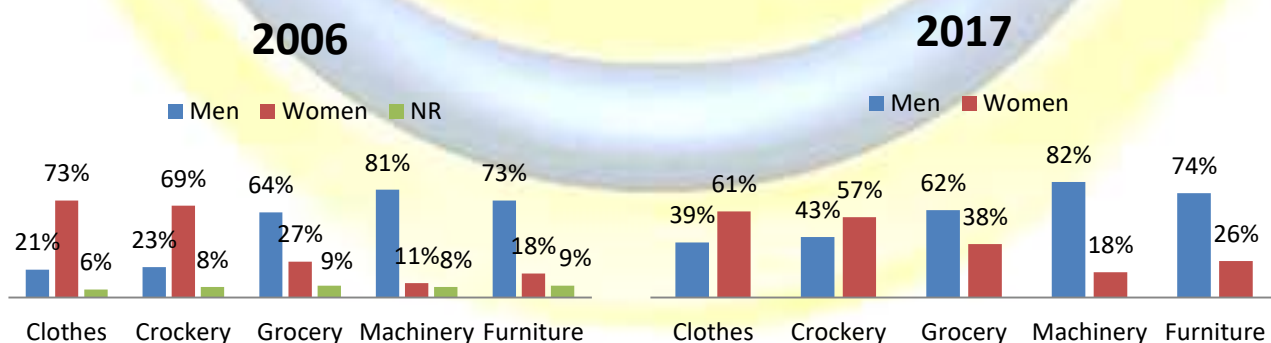
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, purchasing pattern in Pakistani households remains consistent over a period of 11 years: women are mainly responsible for the purchase of clothes and crockery, while men mostly buy grocery, machinery and furniture items.

A nationally representative sample of men and women from across the four provinces was asked, “In some households men do the shopping while in others women do shopping. For the following items, please tell who shops in your household?” In response to this question, for clothes, 39% said that men in their household shop, while 61% said women. For crockery, 43% said that men in their household shop, while 57% said women. For grocery, 62% said that men in their household shop, while 38% said women. For machinery, 82% said that men in their household shop, while 18% said women. For furniture, 74% said that men in their household shop, while 26% said women.

Trend Analysis:

The same question was asked in 2006. In response to this question, for clothes, 21% said that men in their household shop, while 73% said women and 6% did not wish to respond. For crockery, 23% said that men in their household shop, while 69% said women and 8% did not wish to respond. For grocery, 64% said that men in their household shop, while 27% said women and 9% did not wish to respond. For machinery, 81% said that men in their household shop, while 11% said women and 8% did not wish to respond. For furniture, 73% said that men in their household shop, while 18% said women and 9% did not wish to respond.

Question: “In some households men do the shopping while in others women do shopping. For the following items, please tell who shops in your household?”



Source: Gallup & Gilani Pakistan Poll
Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1906 men and women in rural and urban areas of all four provinces of the country, during May 01 – May 08, 2017. Error margin is estimated to be approximately $\pm 2-3$ 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)