



Opinion Poll
**Consumer/Commercial
Shopping Habits**

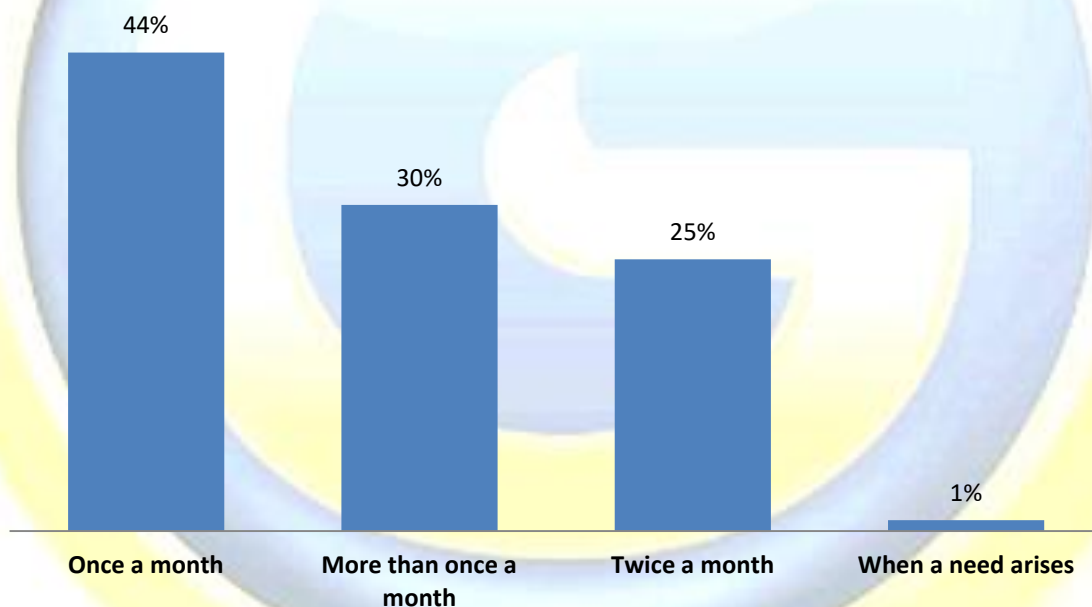
Purchase of Grocery: 4 in 10 Pakistani's who purchase their groceries themselves say that they buy their groceries only once a month; 1/4th Pakistanis say twice a month. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 11, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Purchase of Grocery: 4 in 10 Pakistani's who purchase their groceries themselves say that they buy their groceries only once a month; 1/4th Pakistanis say twice a month.

A nationally representative sample of men and women from across the four provinces who purchase their groceries themselves, was asked, "How often do you purchase your groceries?" In response to this question, 44% said that they buy their groceries once a month, 30% said more than once a month, while 25% said twice a month and 1% said that they buy when a need arises.

Question: "How often do you purchase your groceries?"



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 883 men and women in rural and urban areas of all four provinces of the country, during May 29 – June 05, 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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(2 Pages, English version Only)



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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2017



of Gallup Pakistan
(1980-2017)