

FEBRUARY 14, 2018

CONSUMER BEHAVIOR: MORE THAN ONE THIRD PAKISTANIS (35%) CLAIM THEY ARE MORE LIKELY TO BUY THINGS THAT ARE ON SALE EVEN IF THEY DO NOT NEED THEM.

Do you agree or disagree with the following statement: “I am more likely to buy something that is on sale even if I do not need it.”



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1719

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll
CONSUMER/COMMERCIAL
Others

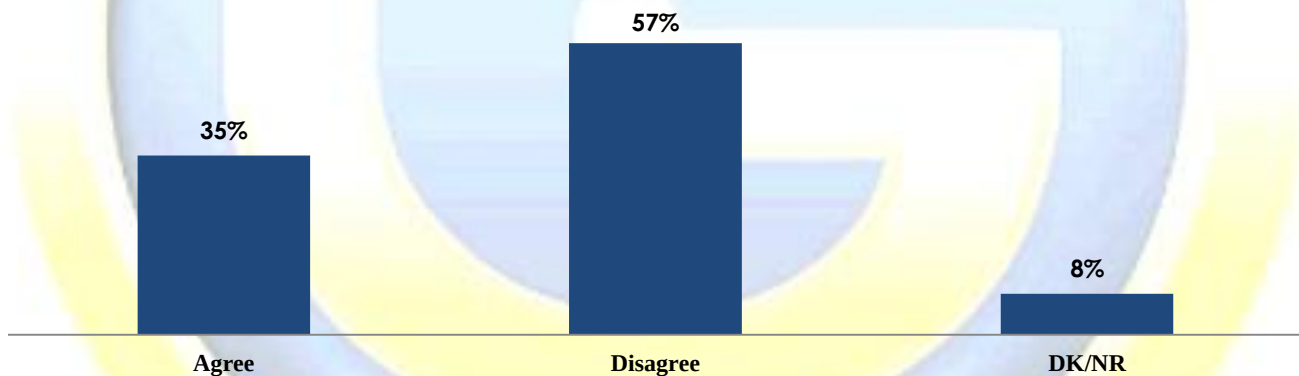
Consumer Behavior: More than one third Pakistanis (35%) claim they are more likely to buy things that are on sale even if they do not need them. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, February 14, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, more than one third Pakistanis (35%) claim they are more likely to buy things that are on sale even if they do not need them.

A nationally representative sample of men and women from across the four provinces, who claim to have unworn clothes in their closet, was further asked, “Do you agree or disagree with the following statement: *“I am more likely to buy something that is on sale even if I do not need it.”*” In response to this question, 35% said they agreed that they were more likely to buy something that is on sale even if they do not need it. 57% said they disagreed and 8% did not respond.

Question: “Do you agree or disagree with the following statement: *“I am more likely to buy something that is on sale even if I do not need it.”*”



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 1719 men and women in rural and urban areas of all four provinces of the country, January 21 –January 27, 2018. 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



GILANI RESEARCH
FOUNDATION

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(3 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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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)