

CHANGING CONSUMER AND RETAIL BEHAVIOR IN PAKISTAN - A SURVEY OF URBAN PAKISTANIS

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CLASSIFICATORY VARIABLES

Demographics

Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report. Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data

TOPIC 1: ONLINE SHOPPING

This Topic has 7 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 1.1: KEY FINDING

In the past twelve months, have you or anyone in your household made at least one purchase from an online shopping website?

گذشتہ 12 ماہ کے حوالے سے سوچتے ہوئے بتائیں کہ کیا آپ یا آپ کے گھرانے کے کسی فرد نے کم از کم ایک مرتبہ آن لائن شاپنگ کی ویب سائٹ استعمال کی ہے؟

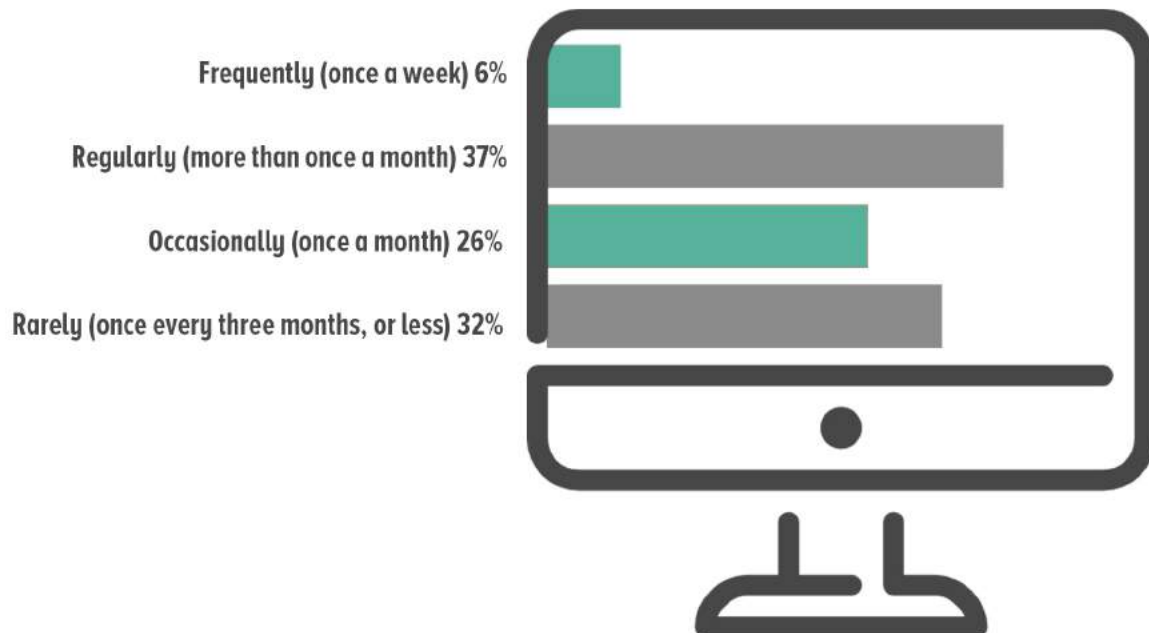


ITEM 1.2: KEY FINDING

What is the intensity of your online shopping?

Base: 139 respondents who purchase from an online shopping website.

بتائیں کہ آپ کس کثرت/ باقاعدگی سے آن لائن شاپنگ کرتے ہیں؟

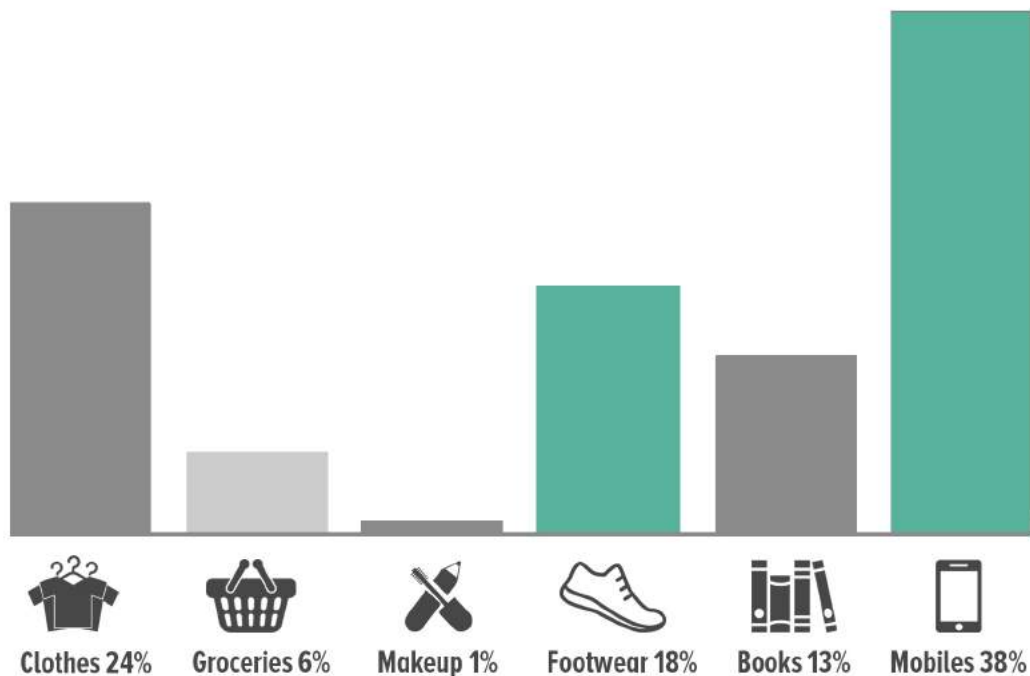


ITEM 1.3: KEY FINDING

What do you mostly buy online?

Base: 139 respondents who purchase from an online shopping website.

آپ زیادہ تر آن لائن کس چیز کی خریداری کرتے/کرتی ہیں؟

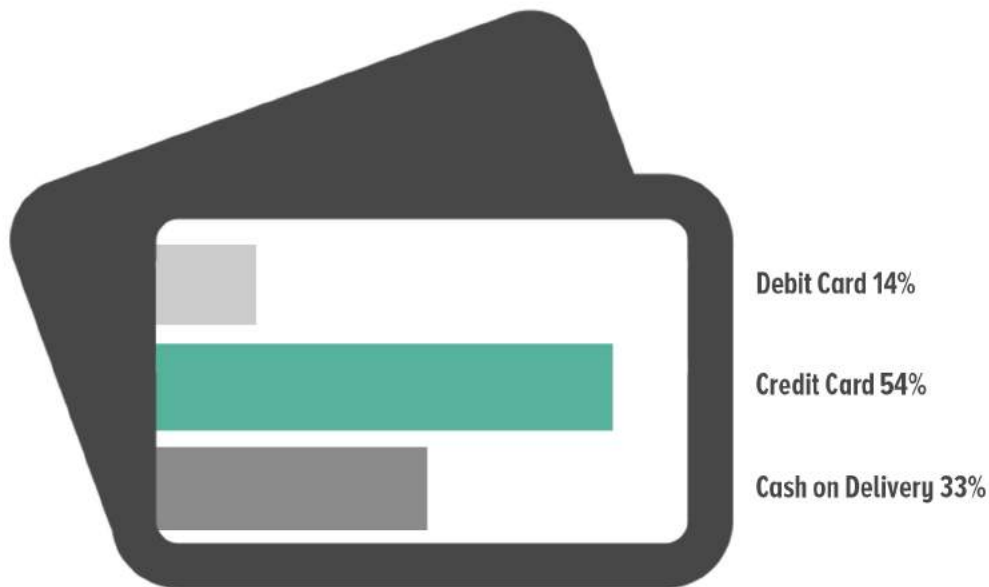


ITEM 1.4: KEY FINDING

How do you pay for the online shopping?

Base: 139 respondents who purchase from an online shopping website.

عام طور پر آپ آن لائن شاپنگ میں رقم کی ادائیگی کس طرح کرتے ہیں؟

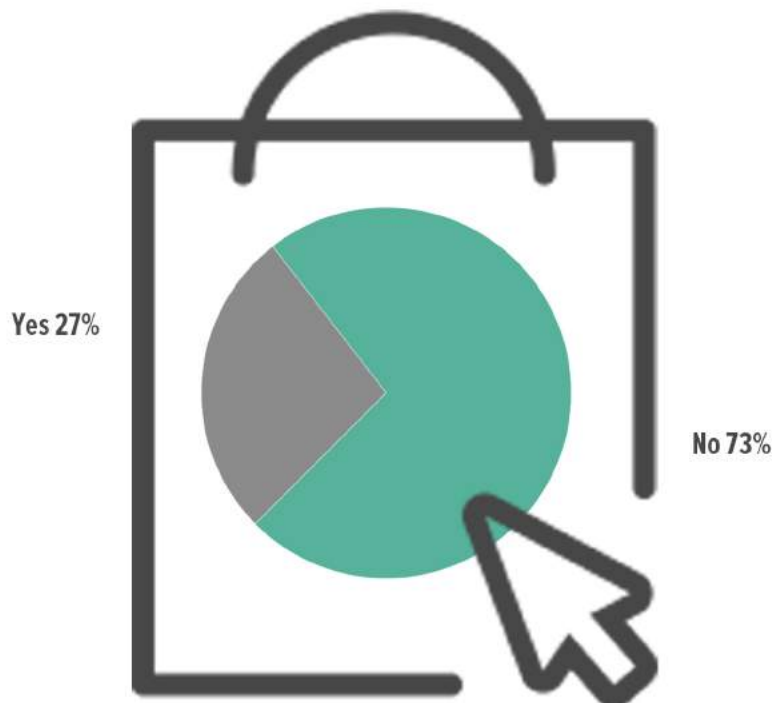


ITEM 1.5: KEY FINDING

Have you ever encountered any issues with your online purchase?

Base: 139 respondents who purchase from an online shopping website.

کیا آن لائن ادائیگی کرتے وقت آپ نے کبھی کسی مسئلے/دشواری کا سامنا کیا ہے؟



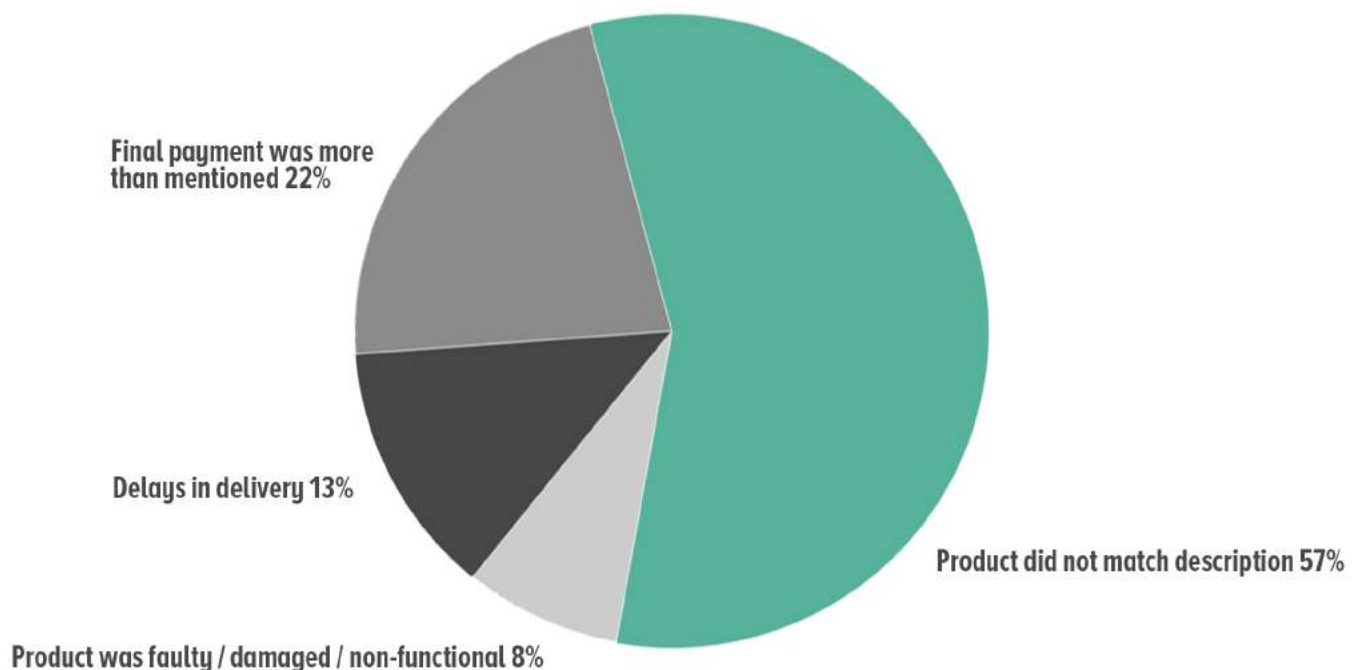
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 1.6: KEY FINDING

What was the nature of the issue?

Base: 39 respondents who ever encountered any issues with online purchase.

بتائیں کہ مسئلے کی نوعیت کیا تھی؟



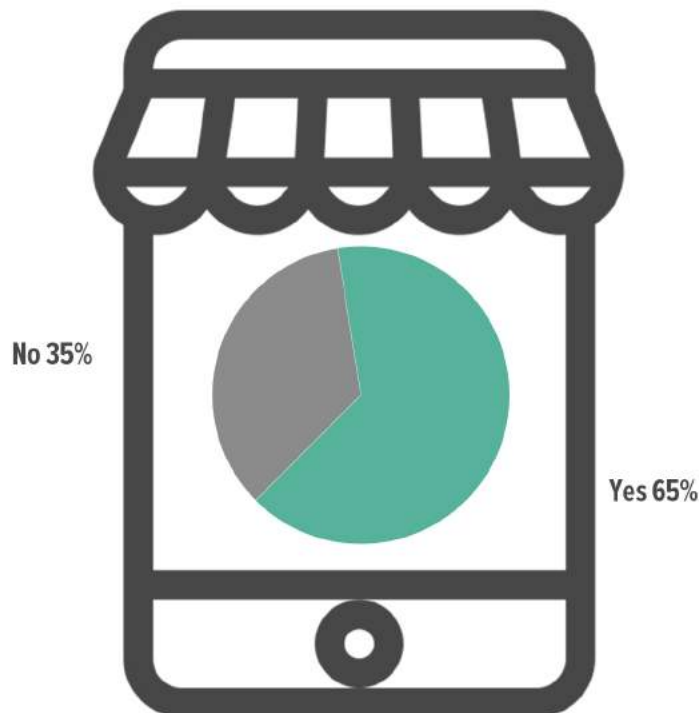
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 1.6: KEY FINDING

Did the online shopping website resolve the issue to your satisfaction in a reasonable time?

Base: 39 respondents who ever encountered any issues with online purchase.

کیا آن لائن شاپنگ کی ویب سائٹ نے مناسب وقت میں آپ کے اطمینان کے مطابق اس مسئلے کو حل کیا؟



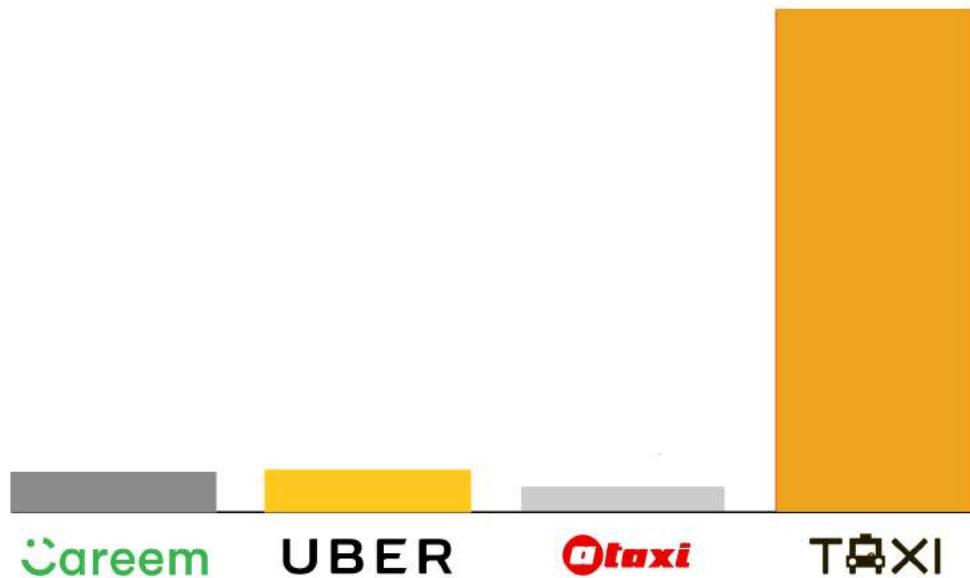
TOPIC 2: ONLINE RIDE SHARING APPS

This Topic has 7 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 2.1: KEY FINDING

Have you used any of the following online cab-hailing/ride sharing services in the last twelve months?

کیا آپ نے گزشتہ بارہ ماہ کے دوران مندرجہ ذیل میں سے کسی بھی آن لائن ٹیکسی / رائڈ شیئرنگ سروسز کا استعمال کیا؟

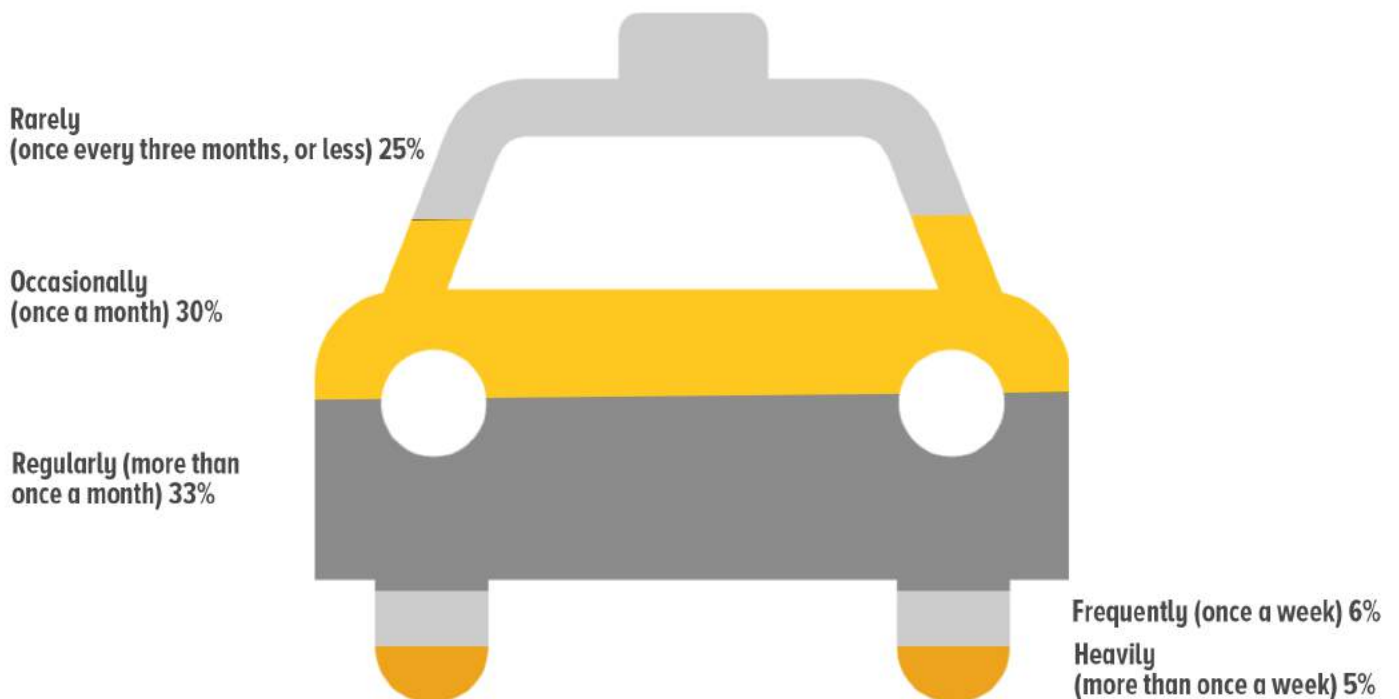


ITEM 2.2: KEY FINDING

How frequently do you use the service?

Base: 173 respondents who used online cab-hailing/ride sharing services in the last twelve months.

بتائیں کہ آپ کتنی باقاعدگی سے اس سروس کا استعمال کرتے ہیں؟



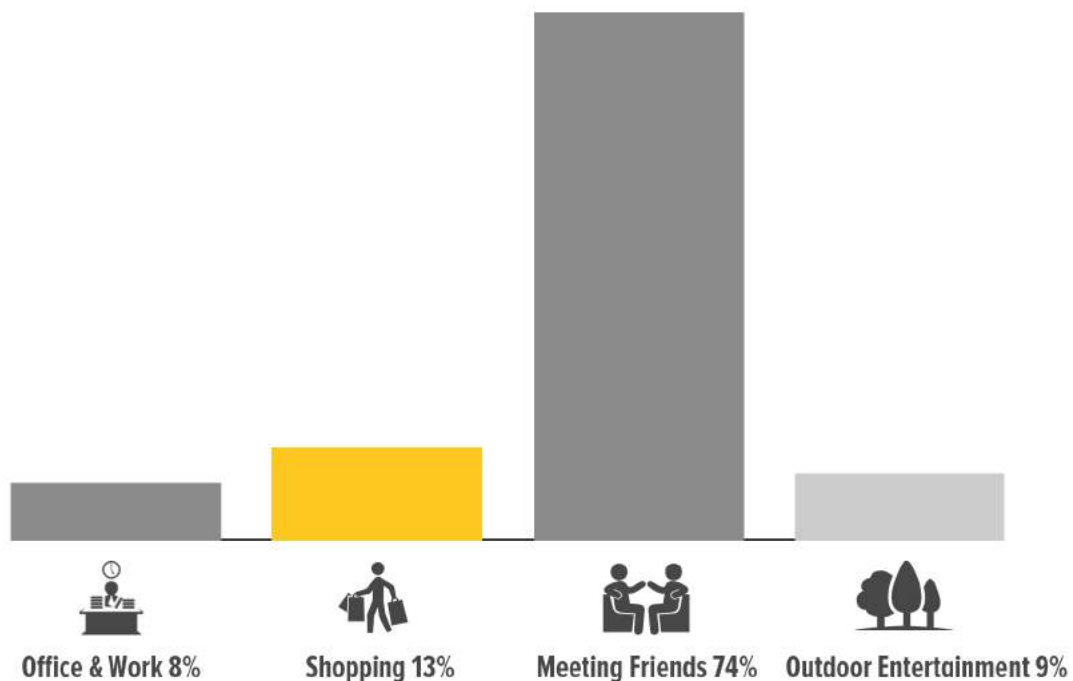
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 2.3: KEY FINDING

Where do you mostly commute using this service?

Base: 173 respondents who used online cab-hailing/ride sharing services in the last twelve months.

آپ زیادہ تر کس قسم کے سفر کے لیے اس سروس کا استعمال کرتے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 2.4: KEY FINDING

Have you ever encountered any issue(s) before, during or after your ride?

Base: 173 respondents who used online cab-hailing/ride sharing services in the last twelve months.

کیا آپ کو سفر کرنے سے پہلے، سفر کے دوران یا سفر کے بعد میں کبھی بھی کسی قسم کے مسئلے/دشواری کا سامنا کرنا پڑا؟

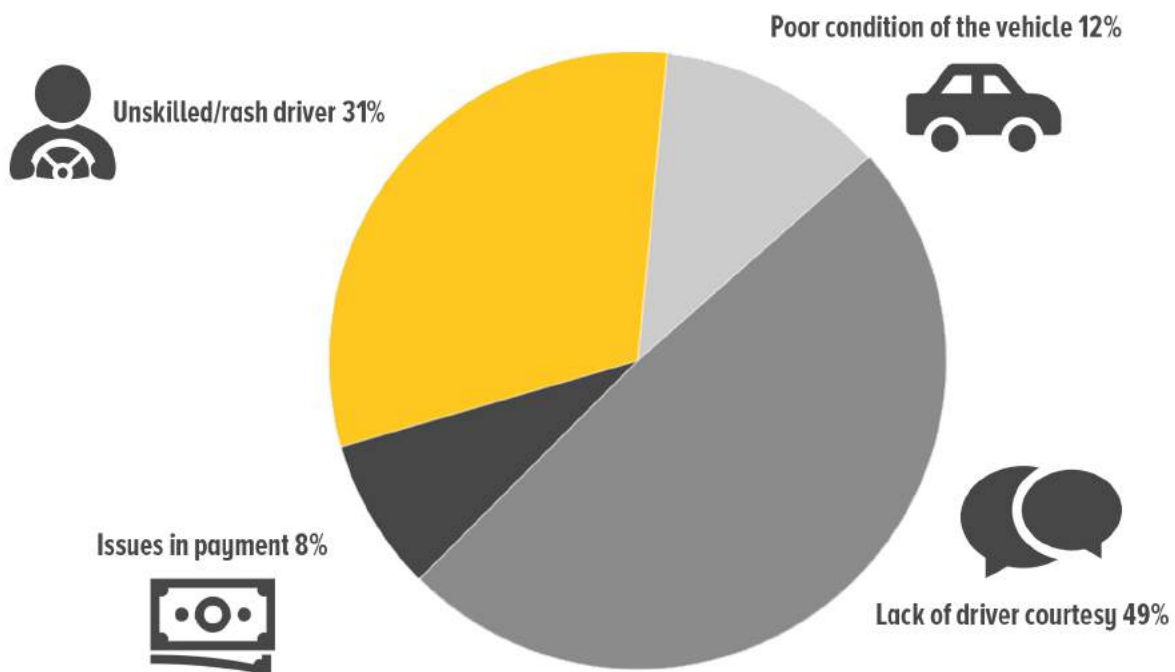


ITEM 2.5: KEY FINDING

What was the nature of the issue?

Base: 68 respondents who encountered any issue(s) before, during or after ride.

بتائیں کہ مسئلے کی نوعیت کیا تھی؟



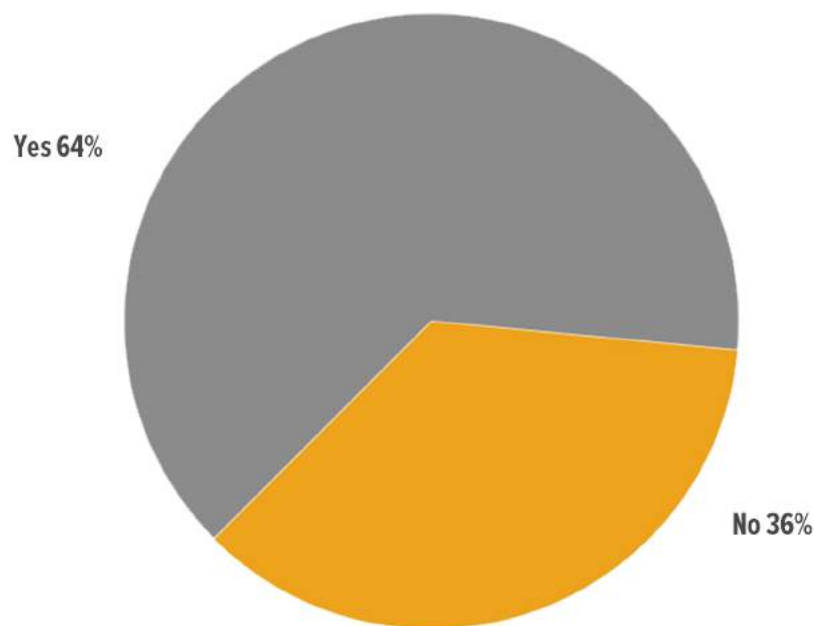
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 2.6: KEY FINDING

Did such experience(s) deter you from using the online ride sharing app again?

Base: 68 respondents who encountered any issue(s) before, during or after ride.

کیا اس طرح کے تجربے نے دوبارہ آن لائن رائڈ شیئرنگ ایپلیکیشن کو استعمال کرنے کے حوالے سے آپ کی حوصلہ شکنی کی؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

TOPIC 3: GROCERIES AND SPICES

This Topic has 6 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 3.1: KEY FINDING

Do you go for grocery shopping yourself?

کیا آپ سودا سلف کی خریداری کے لیے خود جاتے ہیں؟

No 51%

Yes 49%



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 3.1: STATISTICAL ANALYSIS

Do you go for grocery shopping yourself?

کیا آپ سودا سلف کی خریداری کے لیے خود جاتے ہیں؟

		Yes	No
All Pakistan Urban		49%	51%
Gender			
	Male	53%	47%
	Female	45%	55%
Respondent Age			
	Young	40%	60%
	Middle	53%	47%
	Old	55%	45%
Household Income			
	Low	51%	49%
	Medium	47%	53%
	High	51%	49%
Province			
	Punjab	55%	45%
	Sindh	41%	59%
	KPK	54%	46%
	Balochistan	30%	70%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 3.2: KEY FINDING

How often do you go for your groceries?

Base: 638 respondents who go for grocery shopping.

بتائیں کہ آپ کتنی باقاعدگی سے سودا سلف کی خریداری کے لیے جاتے ہیں؟



Once a Month	Bi-Weekly	More Than Once a Month	When a Thing is Required
56%	12%	31%	1%

Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 3.2: STATISTICAL ANALYSIS

How often do you go for your groceries?

Base: 638 respondents who go for grocery shopping.

بتائیں کہ آپ کتنی باقاعدگی سے سودا سلف کی خریداری کر لیتے ہیں؟

	Once a month	More than once a month	Bi-weekly	Every week	When the thing is required
All Pakistan Urban	56%	31%	12%	0%	1%
Gender					
Male	52%	33%	13%	0%	2%
Female	60%	29%	10%	0%	0%
Respondent Age					
Young	56%	29%	13%	1%	1%
Middle	57%	31%	11%	0%	1%
Old	54%	33%	11%	1%	1%
Household Income					
Low	52%	31%	17%	0%	0%
Medium	56%	31%	11%	1%	1%
High	57%	31%	10%	0%	1%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (in 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (in 2017 this represented the 4th and 5th Quintiles)

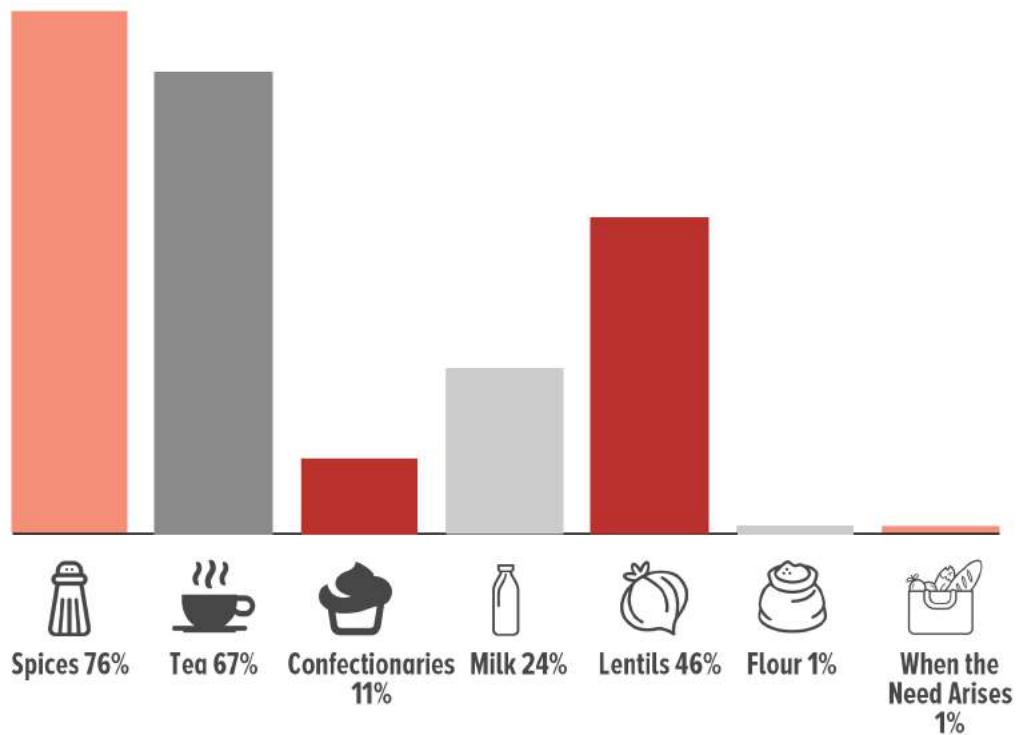
Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 3.3: KEY FINDING

Which of these categories do you purchase on a monthly basis?

Base: 638 respondents who go for grocery shopping.

بتائیں کہ آپ مندرجہ ذیل سودا سلف کی اقسام میں کن اشیاء کی خریداری ماہانہ بنیادوں پر کرتے ہیں یعنی ہر ماہ میں ایک مرتبہ؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 3.3: STATISTICAL ANALYSIS

Which of these categories do you purchase on a monthly basis?

Base: 638 respondents who go for grocery shopping.

بتائیں کہ آپ کتنی باقاعدگی سے سودا سلف کی خریداری کر لیتے ہیں؟

	Spices	Tea	Confectioneries	Milk	Lentils	Flour	Children Accessories	Vegetables	When the thing is required	None
All Pakistan Urban	76%	67%	11%	24%	46%	1%	0%	0%	1%	0%
Gender										
Male	71%	64%	11%	17%	44%	1%	0%	0%	2%	0%
Female	81%	70%	12%	32%	49%	0%	0%	1%	0%	0%
Respondent Age										
Young	79%	65%	9%	19%	41%	1%	1%	1%	1%	0%
Middle	79%	68%	11%	30%	54%	0%	0%	0%	1%	0%
Old	60%	69%	18%	15%	28%	0%	0%	0%	1%	0%
Household Income										
Low	76%	64%	14%	16%	22%	3%	0%	0%	0%	0%
Medium	73%	64%	8%	21%	46%	0%	0%	1%	1%	0%
High	80%	72%	14%	32%	55%	1%	1%	0%	2%	0%
Province										

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (in 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (in 2017 this represented the 4th and 5th Quintiles)

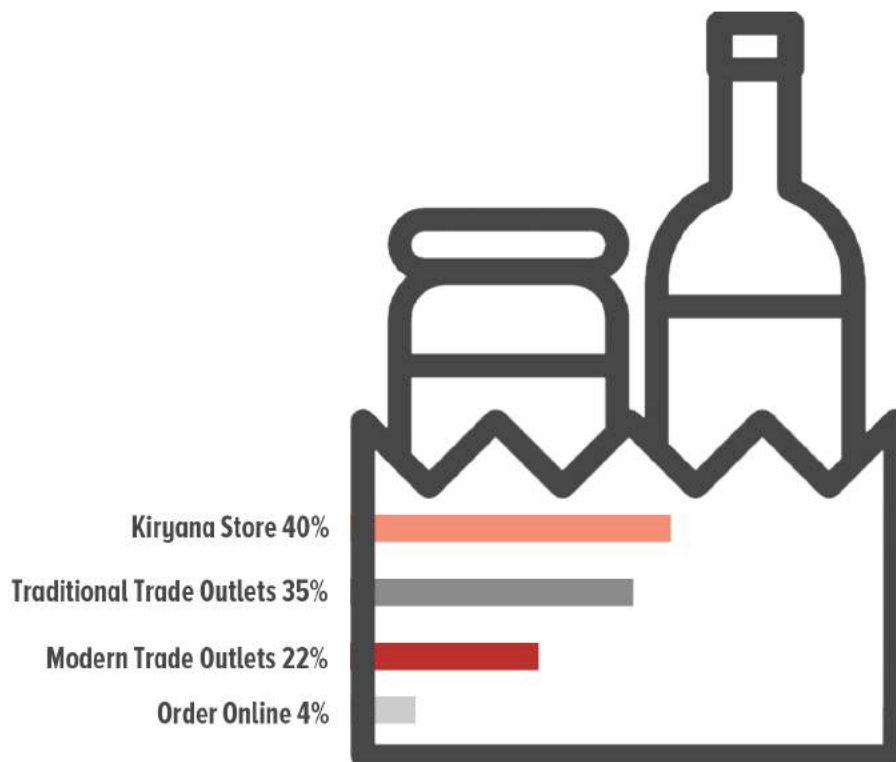
Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 3.4: KEY FINDING

Where do you go for your monthly grocery shopping?

Base: 638 respondents who go for grocery shopping.

آپ عام طور پر ماہانہ سودا سلف کی خریداری کے لیے کہاں جاتے ہیں؟

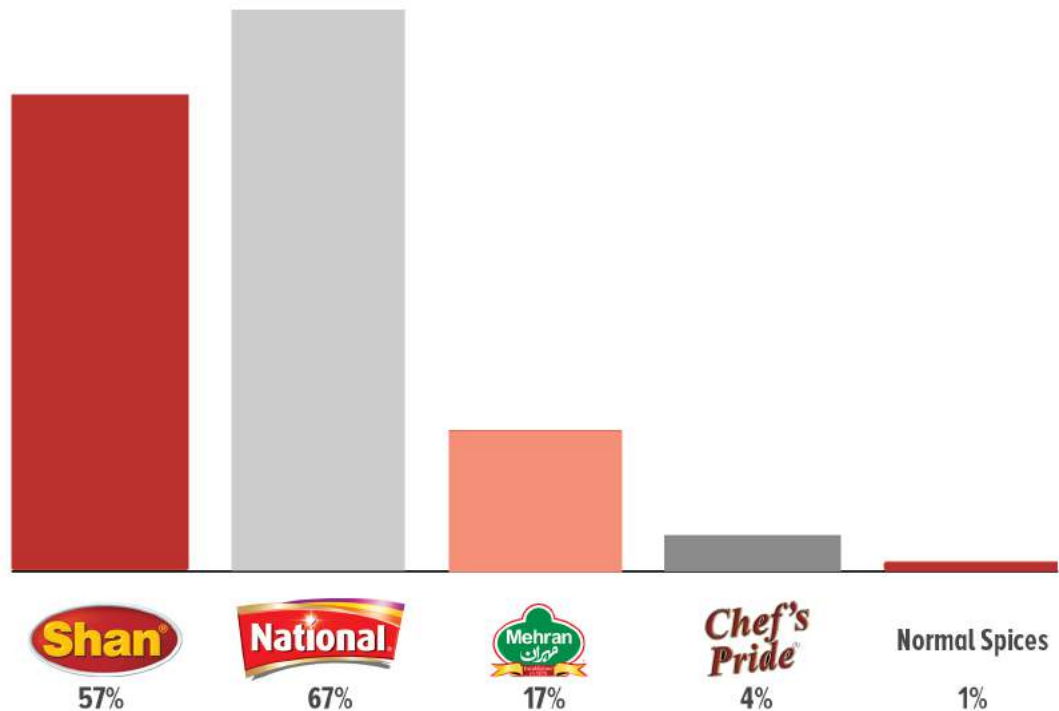


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 3.5: KEY FINDING

Which brand of spices have you ever used in the past?

بتائیں کہ آپ نے مصالحہ جات کا کونسا کونسا برانڈ ماضی میں استعمال کیا ہے؟

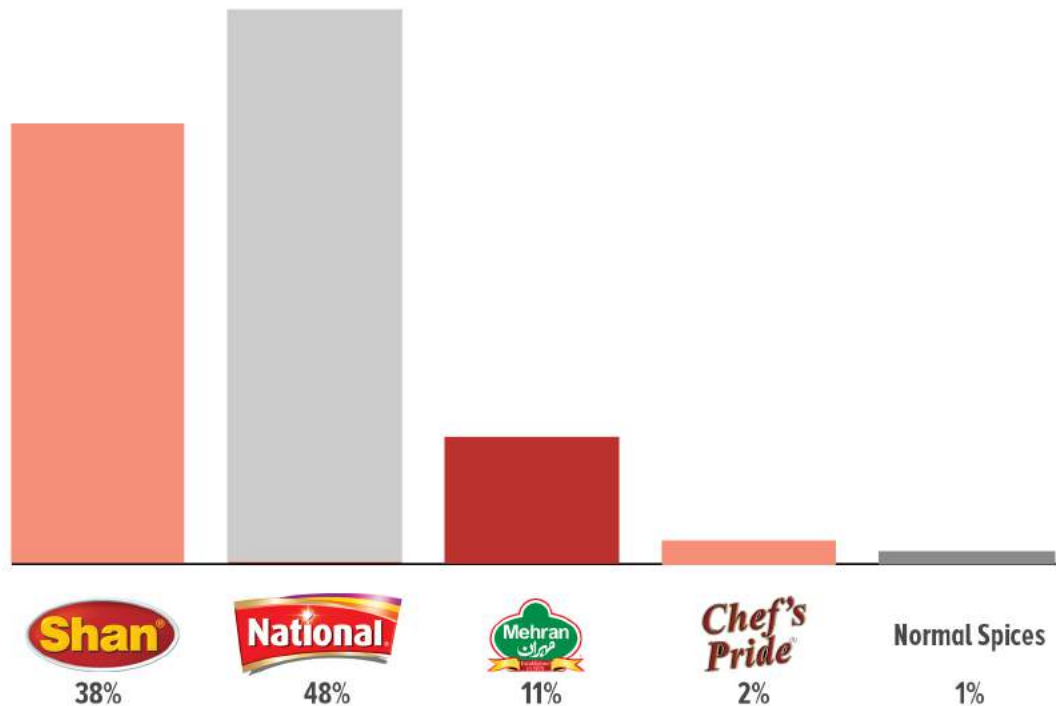


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 3.6: KEY FINDING

Which brand of spices are you using currently?

بتائیں کہ آج کل آپ مصالحہ جات کا کونسا برانڈ استعمال کر رہے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

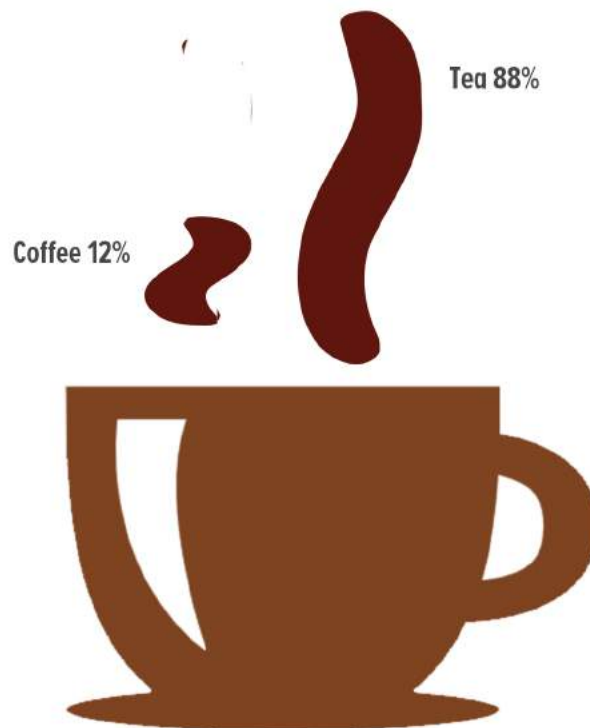
TOPIC 4: FOOD CHOICES AND BEHAVIOR

This Topic has 16 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 4.1: KEY FINDING

Which do you prefer to drink?

بتائیں کہ آپ کو ذائقہ طور پر پینے میں چائے یا کافی میں سے کیا پسند ہے؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.1: STATISTICAL ANALYSIS

Which do you prefer to drink?

بتائیں کہ آپ کو ذائقہ طور پر پینے میں چائے یا کافی میں سے کیا پسند ہے؟

		Tea	Coffee
All Pakistan Urban		88%	12%
Gender			
	Male	90%	10%
	Female	87%	13%
Respondent Age			
	Young	88%	12%
	Middle	90%	10%
	Old	84%	16%
Household Income			
	Low	84%	16%
	Medium	89%	11%
	High	90%	10%
Province			
	Punjab	87%	13%
	Sindh	93%	7%
	KPK	79%	21%
	Balochistan	87%	13%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

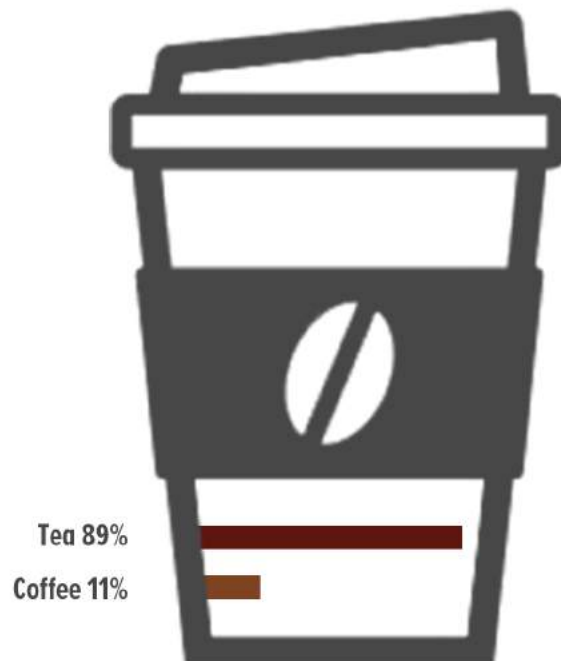
Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 4.2: KEY FINDING

Which did you prefer to drink 5-10 years ago?

بتائیں کہ آج سے پانچ سے دس سال پہلے آپ چائے یا کافی میں سے کس کو پینے میں ترجیح دیتے تھے؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.2: STATISTICAL ANALYSIS

Which did you prefer to drink 5-10 years ago?

بتائیں کہ آج سے پانچ سے دس سال پہلے آپ چائے یا کافی میں سے کس کو پینے میں ترجیح دیتے تھے؟

		Tea	Coffee
All Pakistan Urban		89%	11%
Gender			
	Male	88%	12%
	Female	89%	11%
Respondent Age			
	Young	90%	10%
	Middle	90%	10%
	Old	81%	19%
Household Income			
	Low	84%	16%
	Medium	89%	11%
	High	90%	10%
Province			
	Punjab	88%	12%
	Sindh	93%	7%
	KPK	72%	28%
	Balochistan	91%	9%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

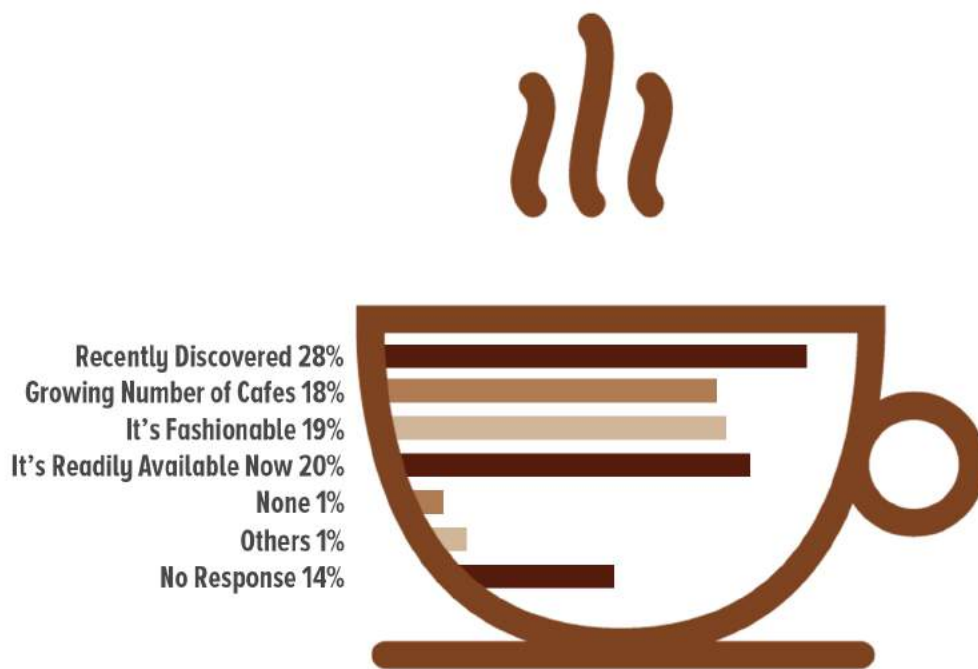
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Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 4.3: KEY FINDING

If you have only recently started drinking coffee, why is it?

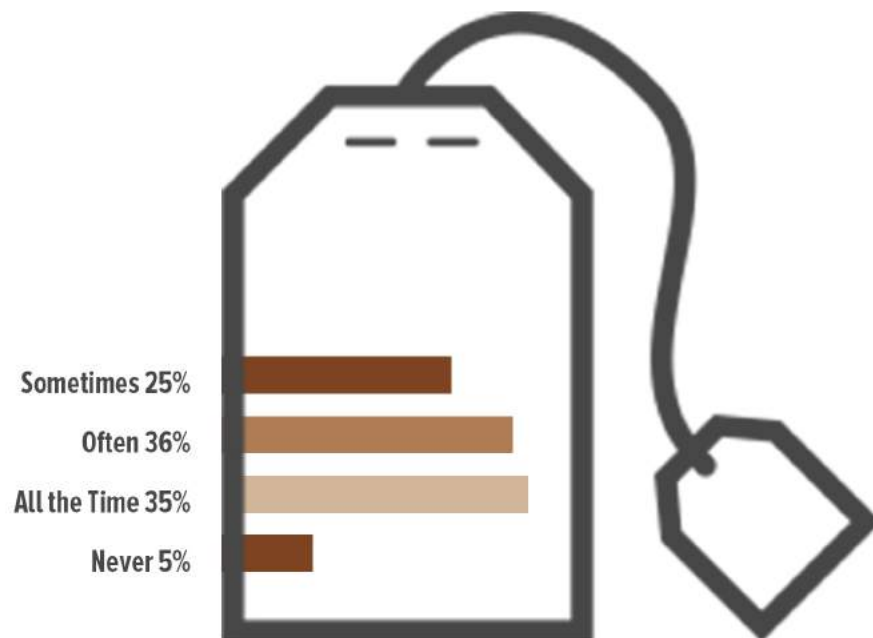
اگر آپ نے حال ہی میں کافی پینا شروع کی ہے تو اس کی وجہ کیا ہے؟



ITEM 4.4: KEY FINDING

How often do you drink tea?

بتائیں کہ آپ کس کثرت/باقاعدگی سے چائے پیتے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.5: KEY FINDING

What are you looking for when buying your tea?

Base: 1248 respondents who drink tea.

بتائیں کہ جب آپ چائے کی خریداری کر رہے ہوتے ہیں تو آپ کس بات کو سب سے زیادہ ترجیح دیتے ہیں؟

How Well-Known the Brand is 29%

Its Price Compared to Others 31%

Taste & Quality 29%

Consistency in Taste 11%



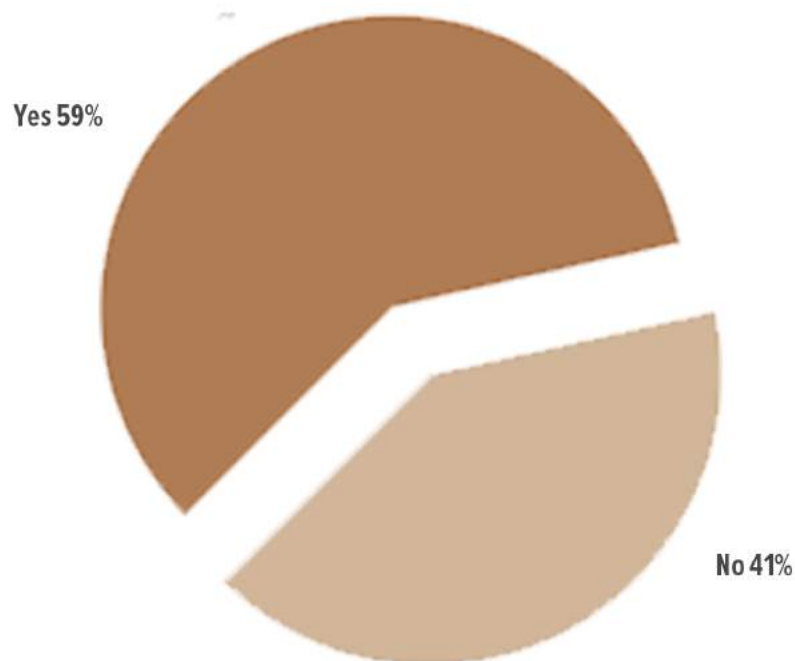
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.6: KEY FINDING

Do you have a tea brand preference?

Base: 1248 respondents who drink tea.

کیا آپ کو چائے کا کوئی برانڈ پسند ہے؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.6: STATISTICAL ANALYSIS

Do you have a tea brand preference?

Base: 1248 respondents who drink tea.

کیا آپ کو چائے کا کوئی برانڈ پسند ہے؟

	Yes	No, I don't care
All Pakistan Urban	59%	41%
Gender		
Male	61%	39%
Female	57%	43%
Respondent Age		
Young	60%	40%
Middle	62%	38%
Old	46%	54%
Household Income		
Low	47%	53%
Medium	56%	44%
High	66%	34%
Province		
Punjab	50%	50%
Sindh	75%	25%
KPK	58%	42%
Balochistan	43%	57%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (in 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (in 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (in 2017 this represented the 4th and 5th Quintiles)

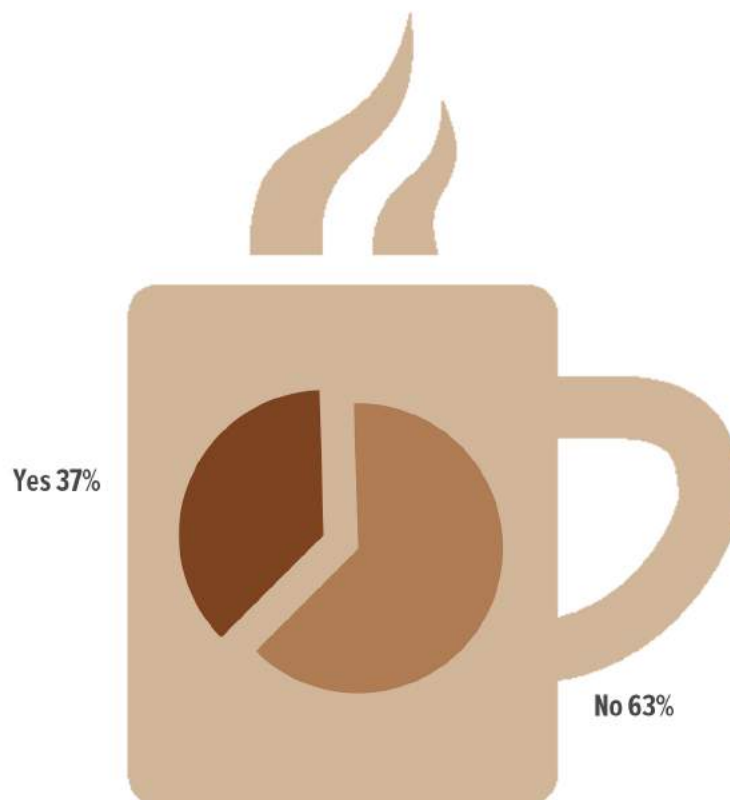
Methodology: Sample Size: 1252; Coverage: Urban/ALL four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 4.7: KEY FINDING

Have you tried any imported tea?

Base: 1248 respondents who drink tea.

کیا آپ نے کبھی غیر ملکی چائے کا برانڈ استعمال کیا ہے؟

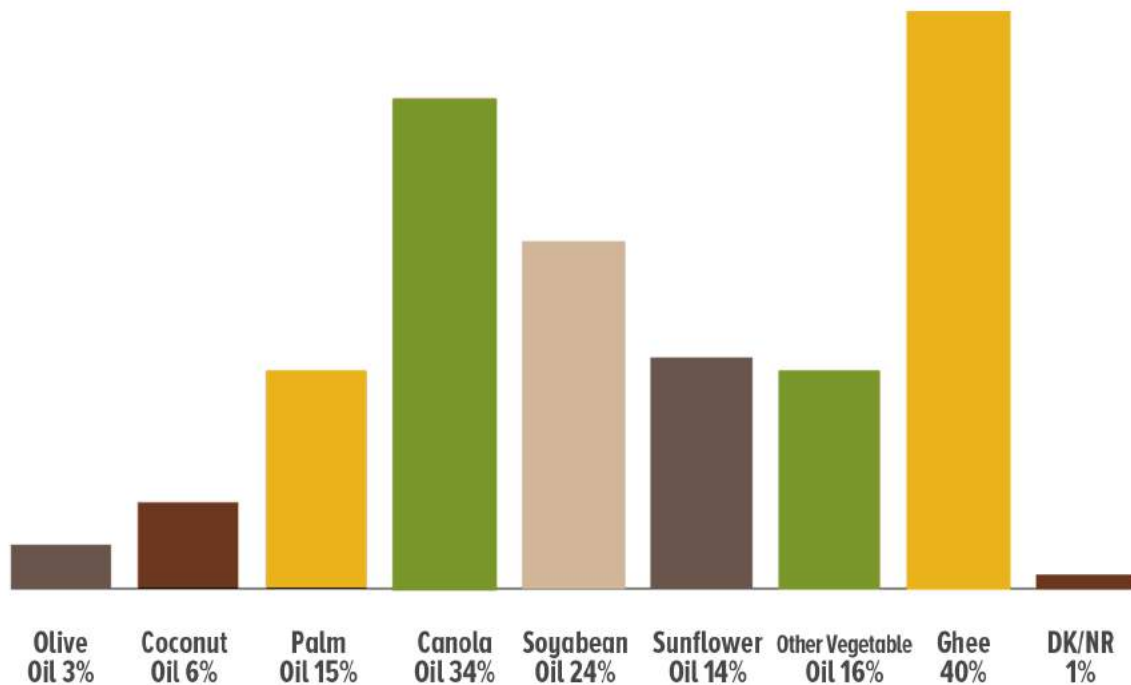


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.8: KEY FINDING

What kind of oil do you use for daily cooking?

برائے مہربانی بتائیں کہ آپ روزمرہ کھانا پکانے کے لیے کس قسم کا تیل استعمال کرتے ہیں؟

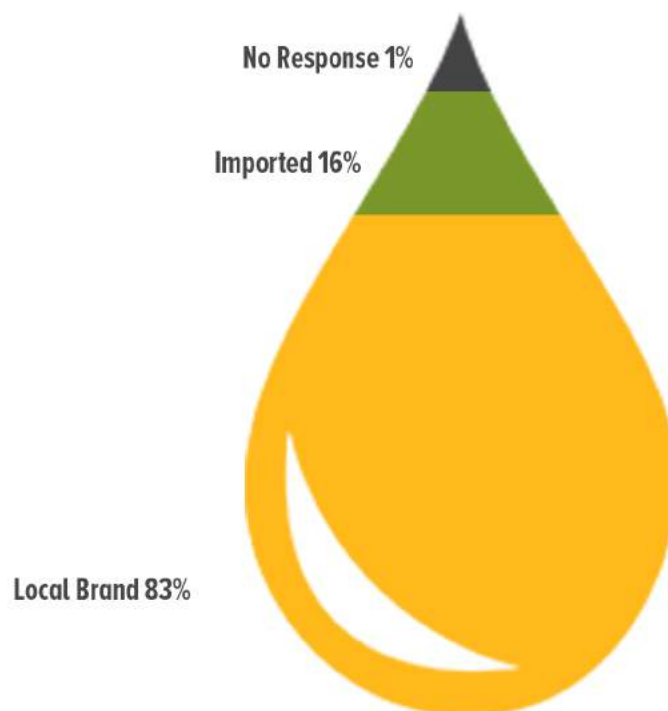


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.9: KEY FINDING

Do you prefer?

بتائیں کہ آپ کھانا پکانے کے تیل کے مقامی برانڈ کو ترجیح دیتے ہیں یا غیر ملکی برانڈ کو؟

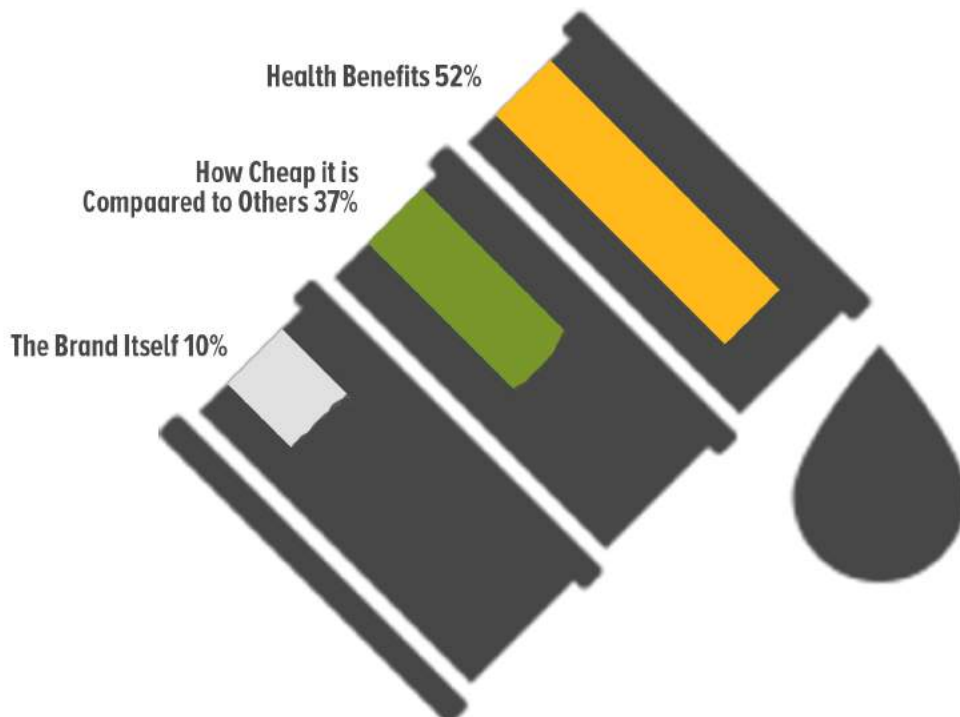


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.10: KEY FINDING

What do you look for in the cooking oil you buy?

برائے مہربانی بتائیں کہ آپ کھانا پکانے کے تیل کی خریداری کرتے وقت کس بات کو سب سے زیادہ مدنظر رکھتے ہیں؟

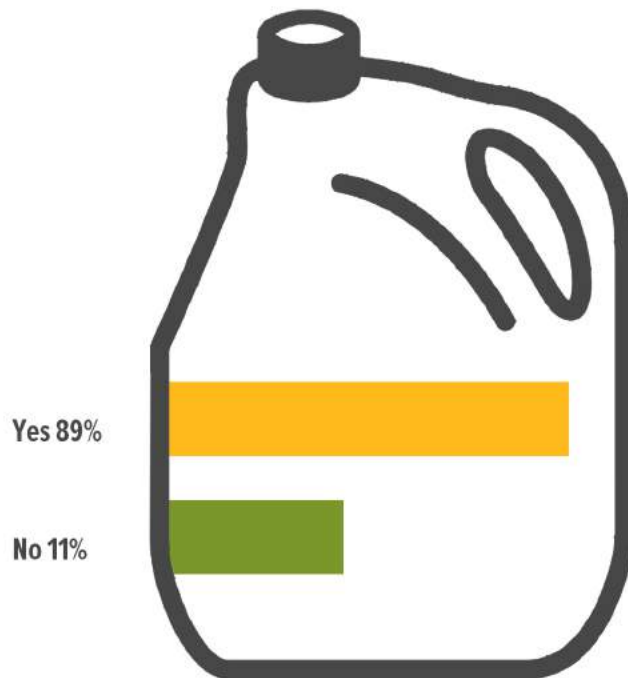


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.11: KEY FINDING

If you have tried imported cooking oil?

کیا آپ نے کبھی غیر ملکی کھانے پکانے کا تیل استعمال کیا ہے؟



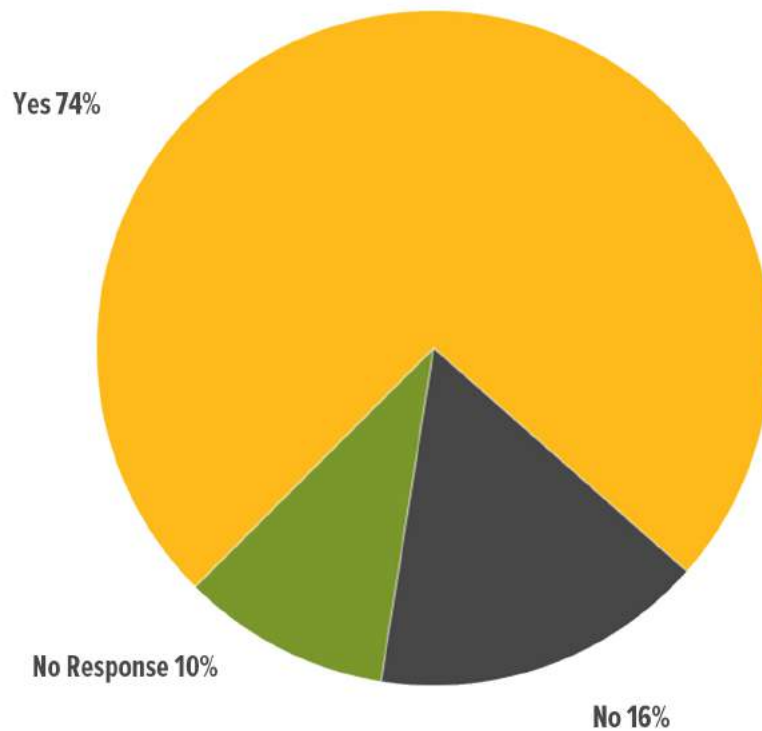
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.12: KEY FINDING

Do you think it has superior quality?

Base: 143 respondents who have tried imported cooking oil.

جیسا کہ آپ نے بتایا کہ آپ نے غیر ملکی تیل استعمال کیا تو کیا آپ سمجھتے ہیں یہ تیل معیار کے اعتبار سے اچھا/اعلیٰ تھا؟

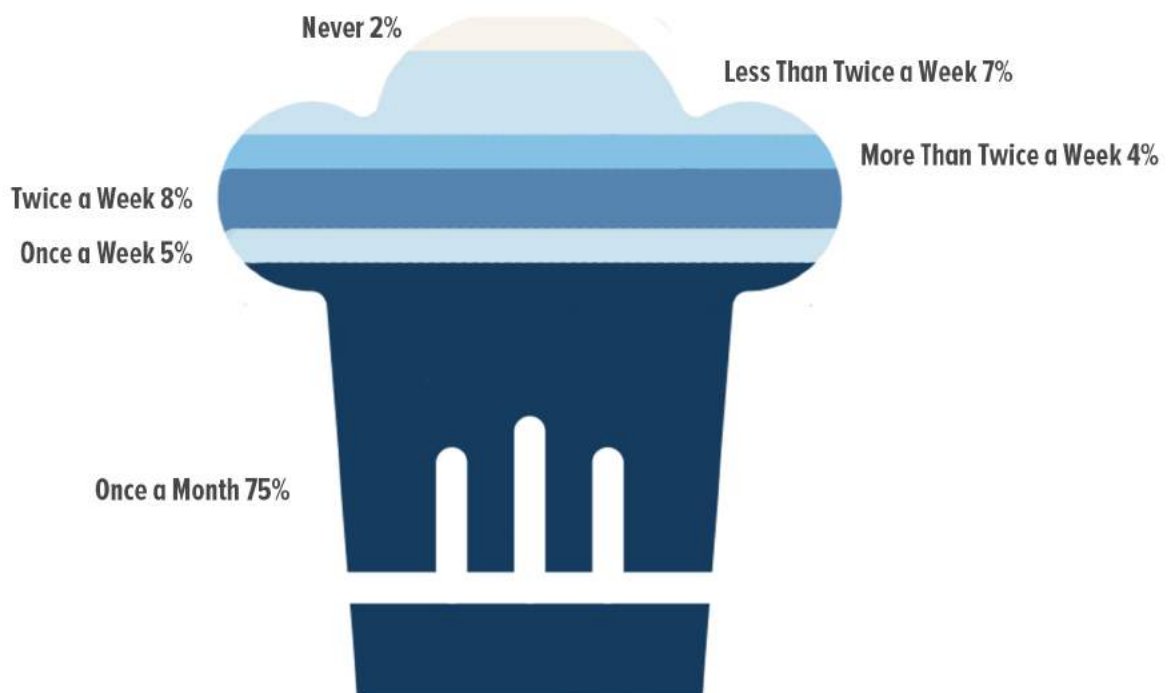


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.13: KEY FINDING

How often do you eat out at a restaurant?

برائے مہربانی بتائیں کہ آپ کتنی باقاعدگی سے ریسٹوران میں کھانا کھاتے جاتے ہیں؟

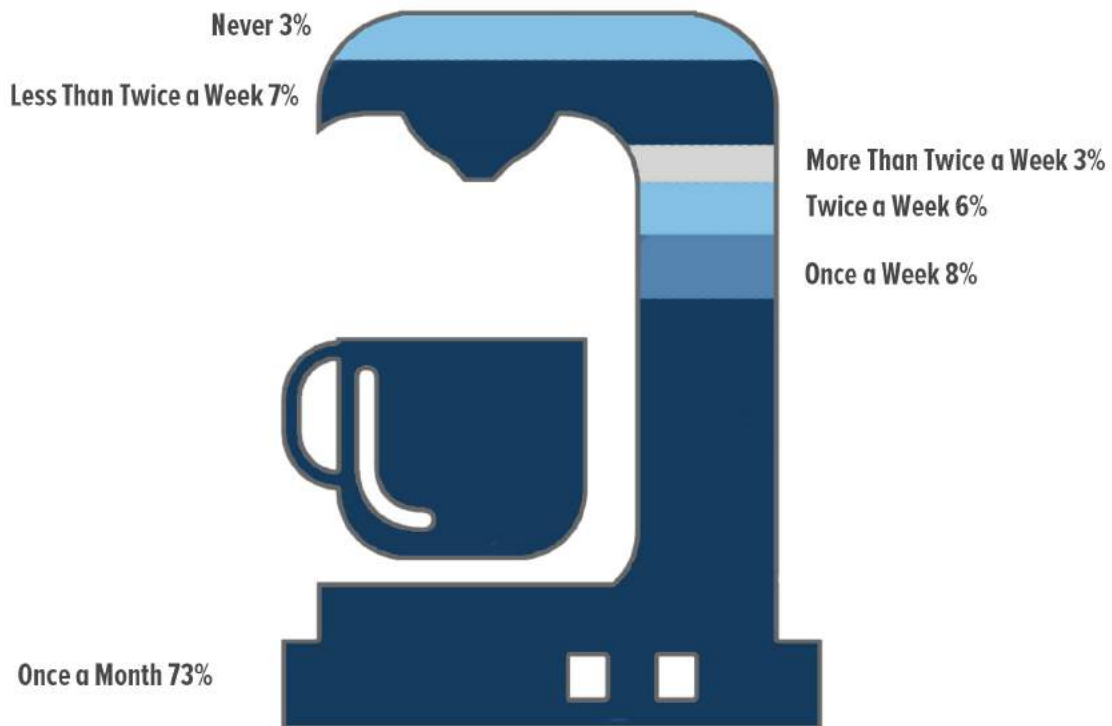


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.14: KEY FINDING

How often do you go out for coffee with friends/family?

بتائیں کہ آپ کتنی باقاعدگی سے اپنے دوستوں/رشتہ داروں کے ساتھ کافی پینے کے لیے باہر جاتے ہیں؟

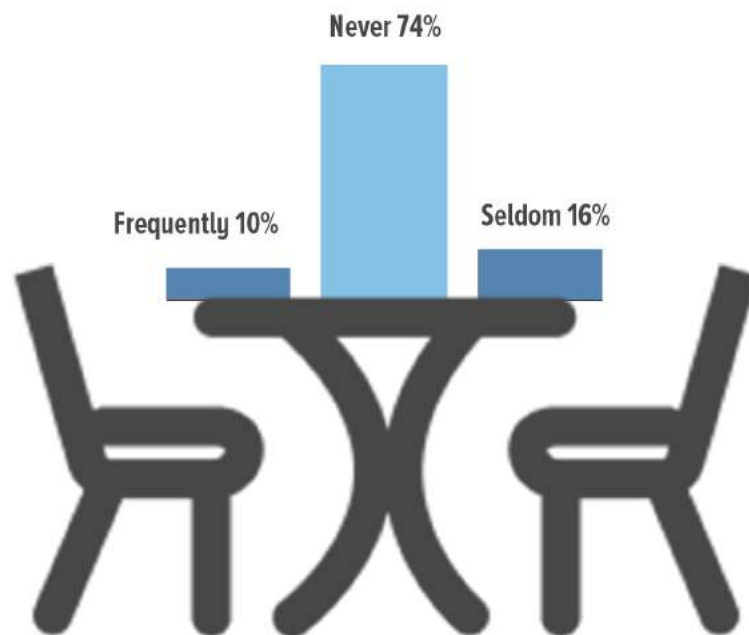


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 4.15: KEY FINDING

How often do you have official meetings at a café?

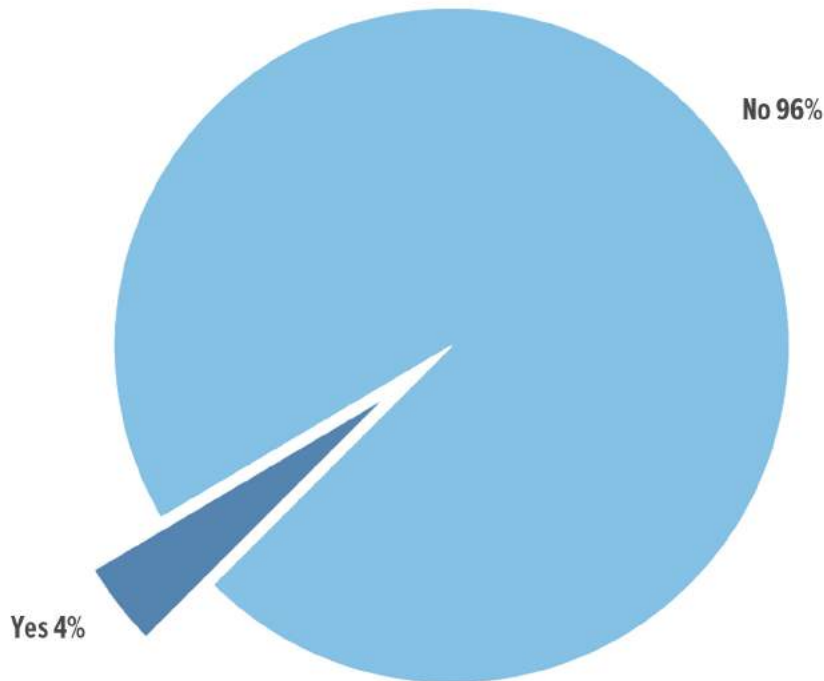
بتائیں کہ آپ کی دفتری/سرکاری ملاقاتیں کتنی باقاعدگی سے ریسٹوران/کیفے میں ہوتی ہیں؟



ITEM 4.16: KEY FINDING

Do you eat out more frequently now than before?

برائے مہربانی بتائیں کہ کیا اب آپ پہلے کی نسبت زیادہ باقاعدگی سے کھانا ریستوران/
ہوٹل میں کھاتے ہیں؟



TOPIC 5: FASHION/ CLOTHING RETAIL

This Topic has 12 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 5.1: KEY FINDING

Where do you usually take inspiration for new purchases?

بتائیں کہ آپ عام طور پر نئے کپڑوں کی خریداری کے حوالے سے انسپائریشن/تخلقی
سوچ کہاں سے لیتے ہیں یعنی جن کے ملبوسات سے آپ متاثر ہو کر نئے کپڑوں کی
خریداری کرتے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.1: STATISTICAL ANALYSIS

Where do you usually take inspiration for new purchases?

بتائیں کہ آپ عام طور پر نئے کپڑوں کی خریداری کے حوالے سے انسپائریشن/تخلقی
سوچ کہاں سے لیتے ہیں یعنی جن کے ملبوسات سے آپ متاثر ہو کر نئے کپڑوں کی
خریداری کرتے ہیں؟

	Family & Friends	Celebrities	Fashion designers/ Magazines & fashion blogs	Styles in stores	Others	No Response
All Pakistan Urban	62%	23%	13%	28%	1%	0%
Gender						
Male	69%	26%	13%	18%	2%	0%
Female	57%	21%	14%	37%	0%	0%
Respondent Age						
Young	60%	20%	15%	34%	1%	0%
Middle	63%	26%	12%	29%	1%	0%
Old	65%	21%	12%	13%	1%	1%
Household Income						
Low	56%	29%	13%	27%	1%	0%
Medium	61%	20%	13%	28%	1%	0%
High	67%	25%	15%	29%	2%	0%
Province						

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

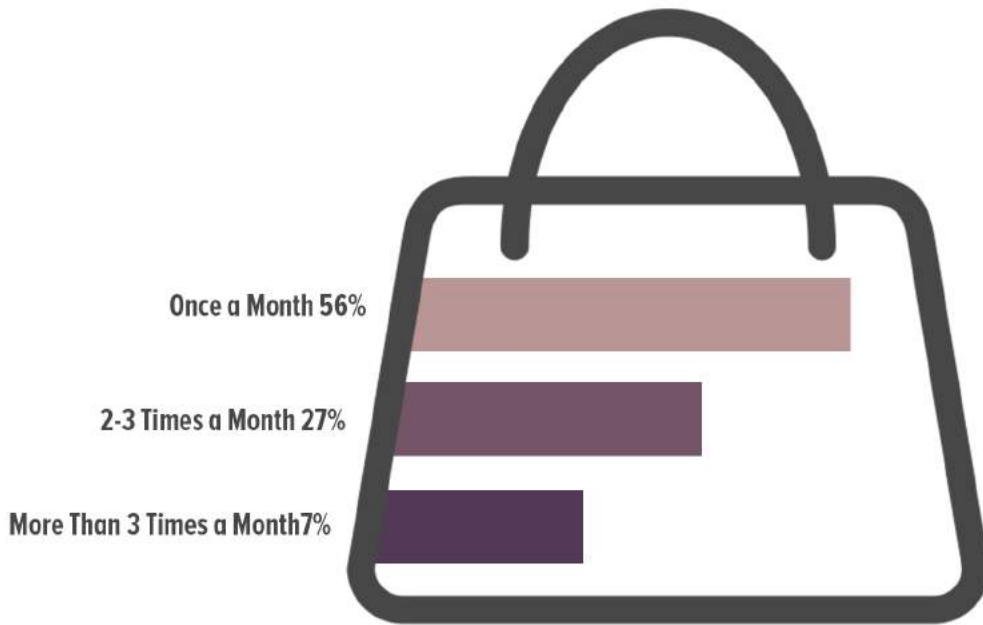
Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 5.2: KEY FINDING

How often do you purchase a new item of clothing/accessory (bags etc)?

بتائیں کہ آپ کتنی باقاعدگی سے نئے کپڑوں اور دیگر سامان (جیسے بیگ وغیرہ) خریدتے ہیں؟



ITEM 5.2: STATISTICAL ANALYSIS

How often do you purchase a new item of clothing/accessory (bags etc)?

بتائیں کہ آپ کتنی باقاعدگی سے نئے کپڑوں اور دیگر سامان (جیسے بیگ وغیرہ) خریدتے ہیں؟

		Once a month	2-3 times a month	More than three times a month
All Pakistan Urban		56%	27%	17%
Gender				
	Male	58%	27%	16%
	Female	54%	27%	19%
Respondent Age				
	Young	51%	28%	21%
	Middle	60%	24%	16%
	Old	53%	32%	14%
Household Income				
	Low	39%	47%	14%
	Medium	55%	25%	20%
	High	63%	23%	14%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

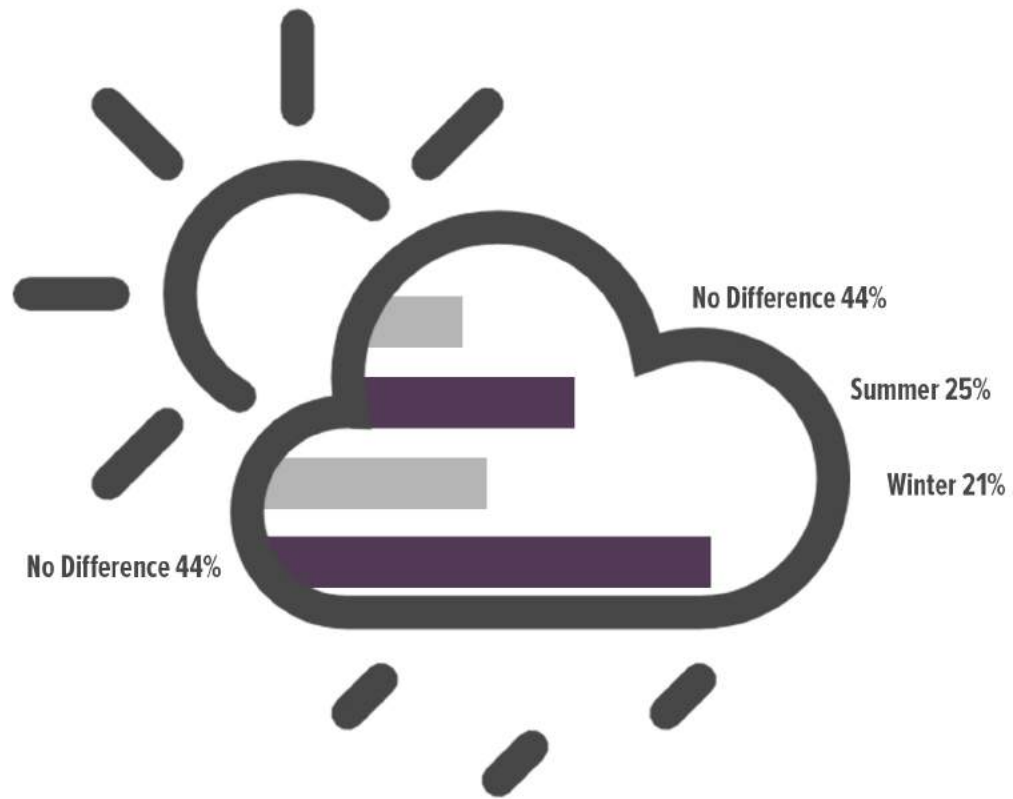
Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 5.3: KEY FINDING

What would be the period of the year you spend the most on clothing and accessories?

آپ سال کے کس موسم میں کپڑوں اور دیگر سامان (جیسے بیگ وغیرہ) کی خریداری پر سب سے زیادہ خرچ کرتے ہیں؟



ITEM 5.4: KEY FINDING

How much would you usually spend per month on clothing and accessories?

بتائیں کہ اُپ عام طور پر ہر ماہ میں کپڑوں اور دیگر سامان (جیسے کہ بیگ وغیرہ) کی خریداری پر تقریباً کتنا خرچ کرتے ہیں؟

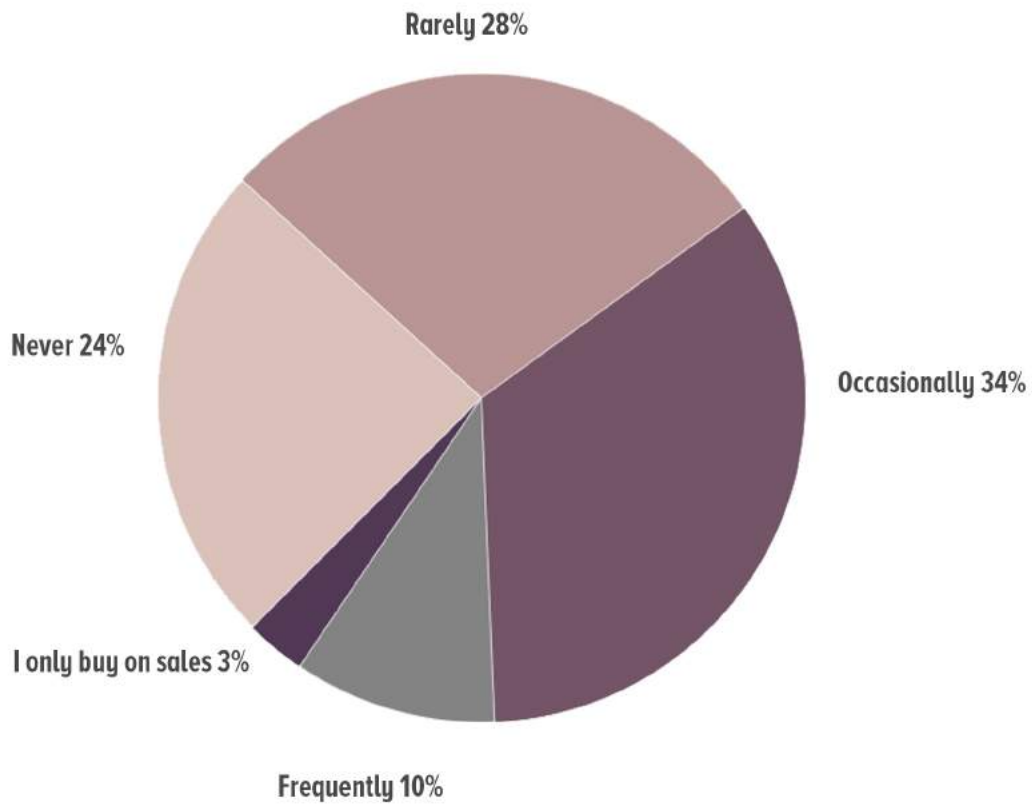


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.5: KEY FINDING

How frequently do you buy clothes when they are on sales?

بتائیں کہ آپ کس کثرت (باقاعدگی) سے کپڑوں کی خریداری سیل سے کرتے ہیں؟
(یعنی جب کپڑوں پر سیل لگی ہو؟)



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.5: STATISTICAL ANALYSIS

How frequently do you buy clothes when they are on sales?

بتائیں کہ آپ کس کثرت (باقاعدگی) سے کپڑوں کی خریداری سیل سے کرتے ہیں؟
(یعنی جب کپڑوں پر سیل لگی ہو؟)

		Never	Rarely	Occasionally	Frequently	I only buy on Sales
All Pakistan Urban		24%	28%	34%	10%	3%
Gender						
	Male	27%	25%	32%	11%	5%
	Female	22%	32%	35%	10%	2%
Respondent Age						
	Young	26%	28%	32%	9%	4%
	Middle	24%	28%	33%	12%	3%
	Old	21%	30%	40%	8%	1%
Household Income						
	Low	34%	27%	28%	7%	4%
	Medium	23%	27%	36%	11%	3%
	High	23%	31%	32%	11%	4%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

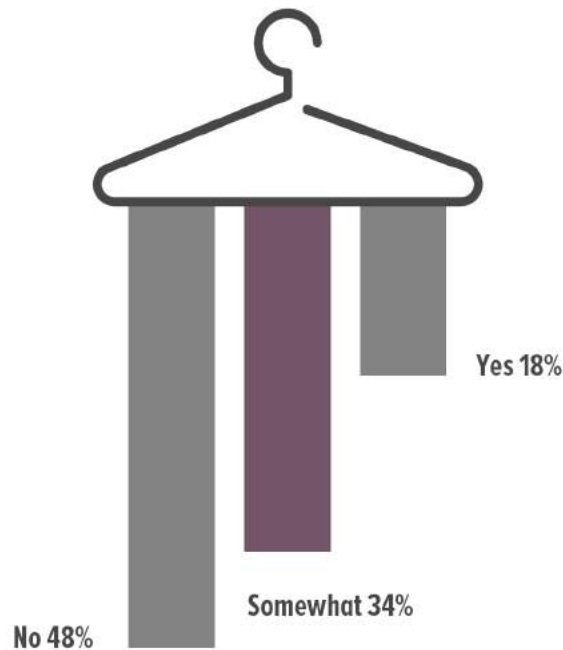
Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 5.6: KEY FINDING

Are you interested by celebrities' fashion labels/ designer clothing?

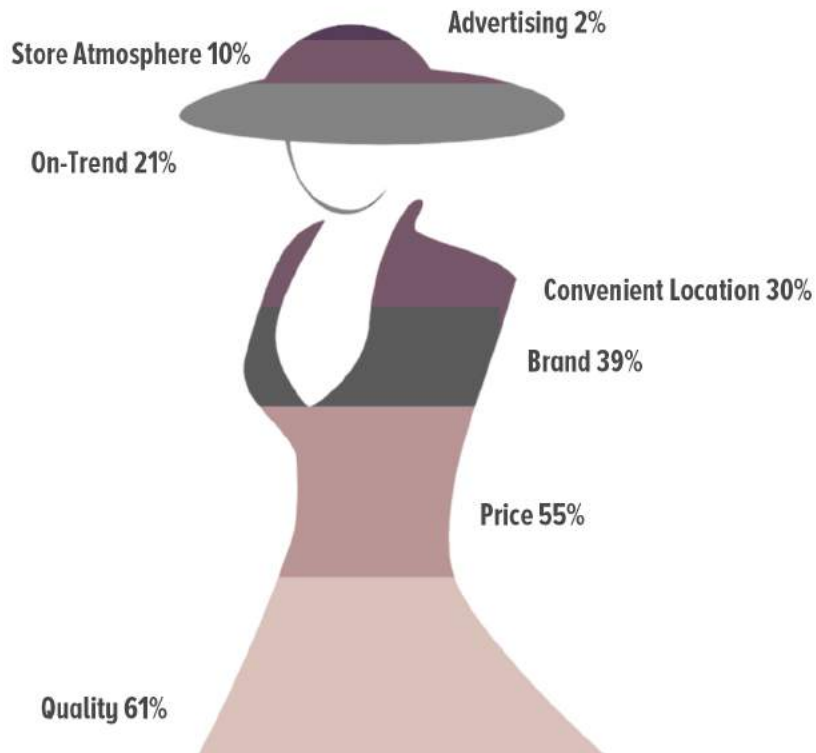
بتائیں کہ کیا آپ نامور شخصیات کے فیشن لیبلز/ ڈیزائنرز کے کپڑوں میں دلچسپی رکھتے ہیں؟



ITEM 5.7: KEY FINDING

Which of the following features are important for a shopping experience to you?

برائے مہربانی بتائیں کہ مندرجہ ذیل خصوصیات میں سے کون کون سی خصوصیات خریداری کے تجربے کے حوالے سے آپ کے لیے اہم ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.7:

STATISTICAL ANALYSIS

Which of the following features are important for a shopping experience to you?

برائے مہربانی بتائیں کہ مندرجہ ذیل خصوصیات میں سے کون کون سی خصوصیات خریداری کے تجربے کے حوالے سے آپ کے لیے اہم ہیں؟

	Brand	Quality	Price	Convenient location	On-Trend	Store atmosphere	Advertising
All Pakistan Urban	39%	61%	55%	30%	21%	10%	2%
Gender							
Male	40%	64%	54%	32%	16%	11%	2%
Female	39%	58%	56%	28%	26%	9%	2%
Respondent Age							
Young	40%	60%	56%	27%	18%	9%	1%
Middle	39%	64%	58%	32%	25%	11%	2%
Old	38%	51%	39%	28%	13%	10%	2%
Household Income							
Low	33%	54%	44%	25%	9%	8%	1%
Medium	40%	57%	54%	27%	20%	10%	2%
High	41%	68%	59%	34%	26%	10%	2%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

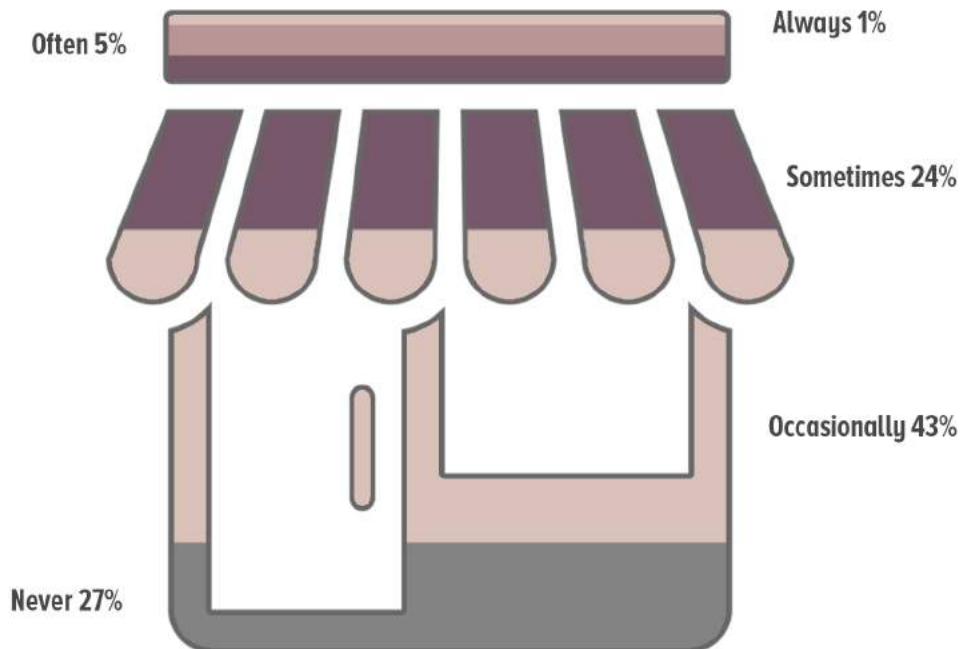
Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/All four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

ITEM 5.8: KEY FINDING

Indicate the frequency of where you shop for apparel at the following places? (Departmental Store)

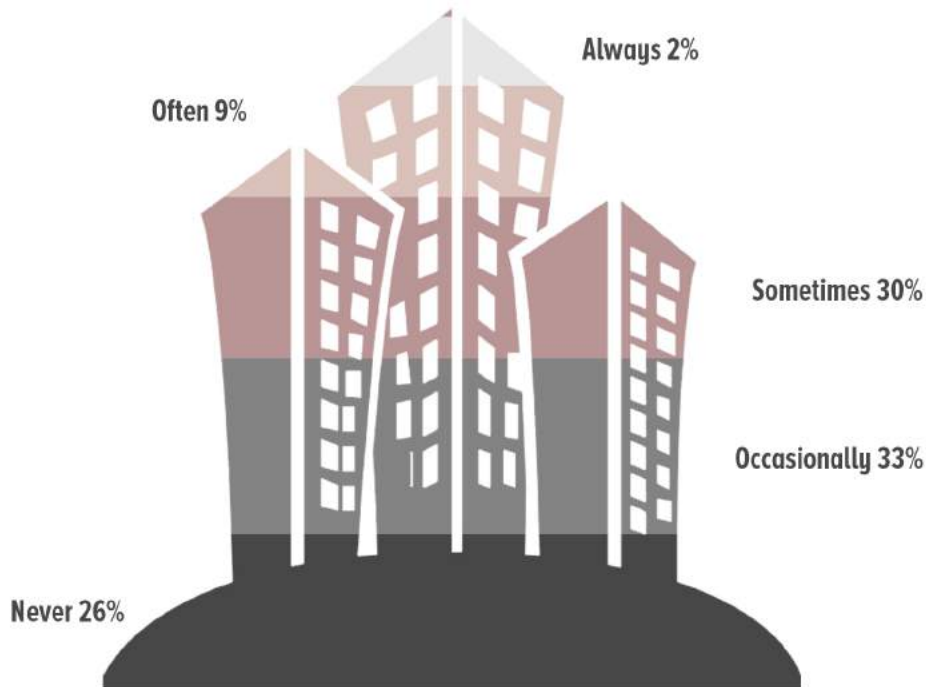
برائے مہربانی بتائیں کہ آپ اشیاء کی خریداری کے لیے مندرجہ ذیل جگہوں پر کتنی باقاعدگی سے جاتے ہیں؟



ITEM 5.9: KEY FINDING

Indicate the frequency of where you shop for apparel at the following places? (Chain Store)

برائے مہربانی بتائیں کہ آپ اشیاء کی خریداری کے لیے مندرجہ ذیل جگہوں پر کتنی باقاعدگی سے جاتے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.10: KEY FINDING

Indicate the frequency of where you shop for apparel at the following places? (Online)

برائے مہربانی بتائیں کہ آپ اشیاء کی خریداری کے لیے مندرجہ ذیل جگہوں پر کتنی باقاعدگی سے جاتے ہیں؟

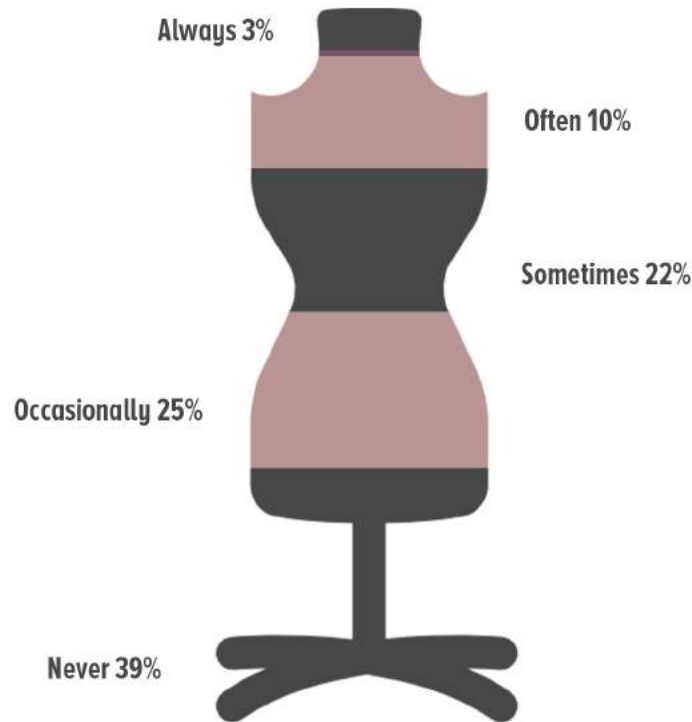


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.11: KEY FINDING

Indicate the frequency of where you shop for apparel at the following places? (Boutique)

برائے مہربانی بتائیں کہ آپ اشیاء کی خریداری کے لیے مندرجہ ذیل جگہوں پر کتنی باقاعدگی سے جاتے ہیں؟

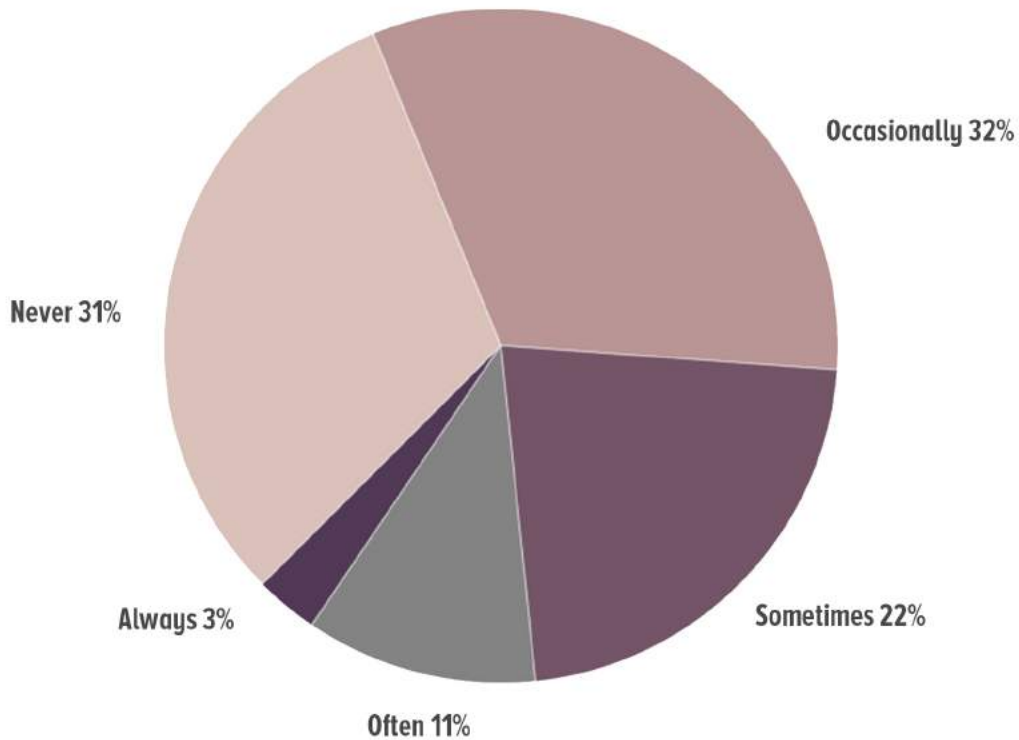


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 5.12: KEY FINDING

Indicate the frequency of where you shop for apparel at the following places? (Budget/Second Hand)

برائے مہربانی بتائیں کہ آپ اشیاء کی خریداری کے لیے مندرجہ ذیل جگہوں پر کتنی باقاعدگی سے جاتے ہیں؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

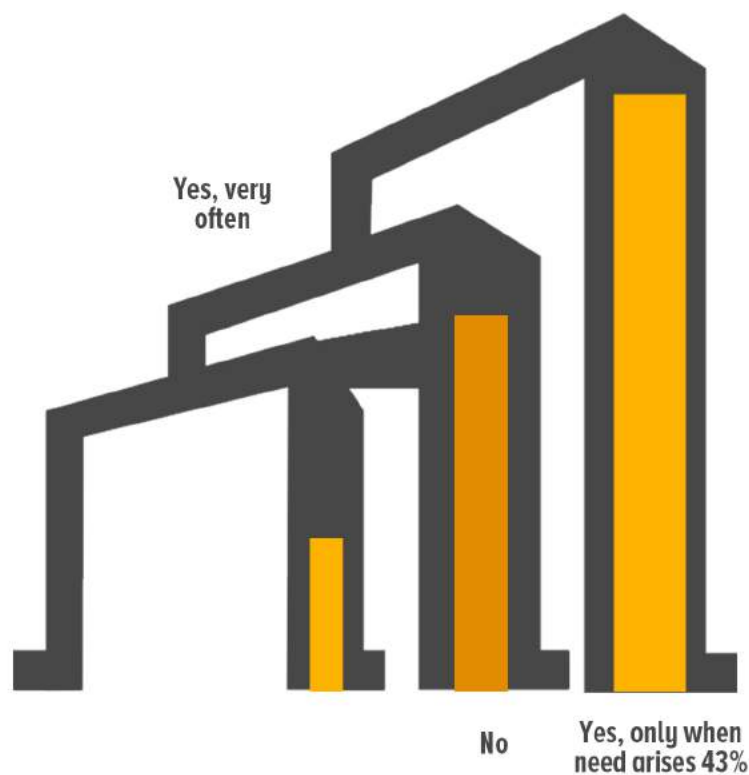
TOPIC 6: MALL GENERATION

This Topic has 5 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 6.1: KEY FINDING

Do you go to shopping malls?

کیا آپ شاپنگ مال جاتے ہیں؟



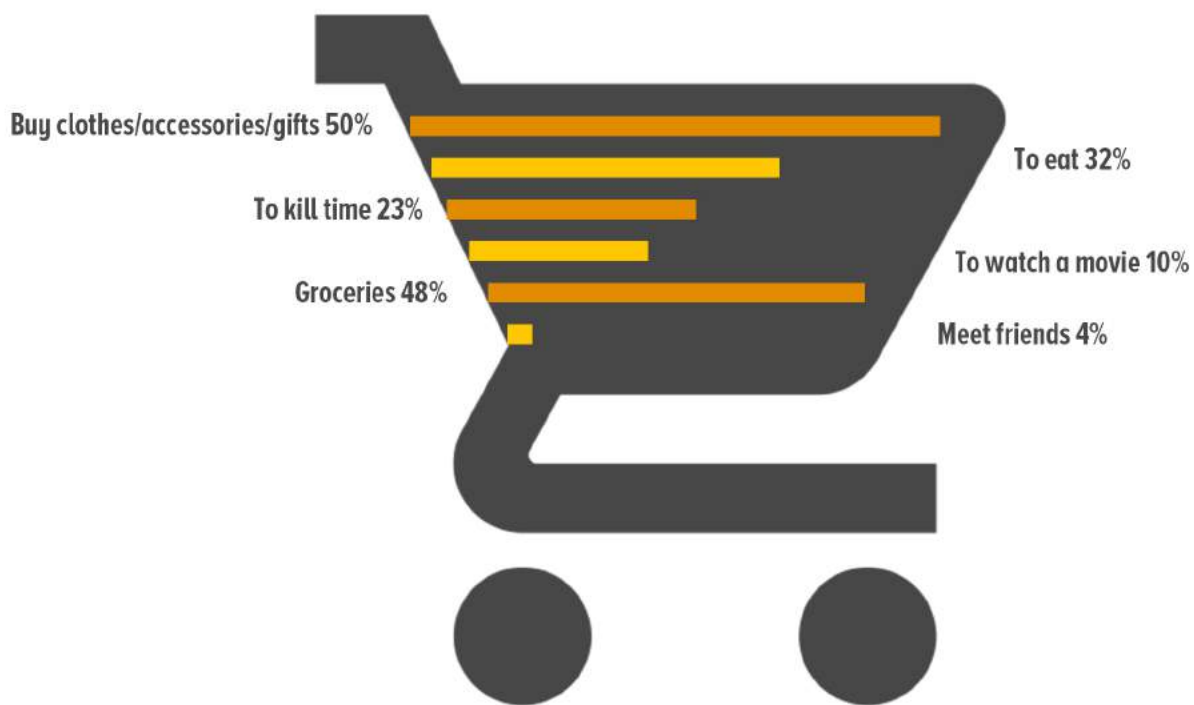
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 6.2: KEY FINDING

What are the reasons for your visit to shopping malls?

Base: 687 respondents who go to shopping malls.

بتائیں کہ آپ کی شاپنگ مال جانے کی وجوہات کیا ہیں؟

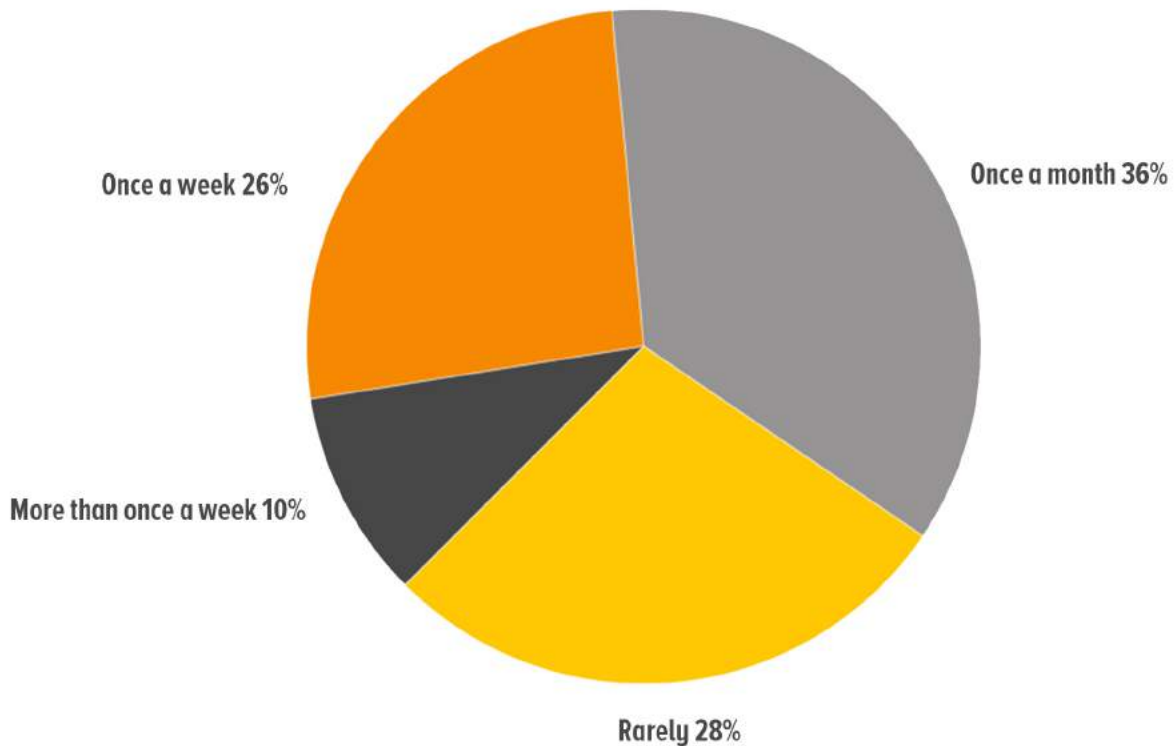


Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 6.3: KEY FINDING

How often do you visit malls?

برائے مہربانی بتائیں کہ آپ کتنی باقاعدگی سے شاپنگ مال جاتے ہیں؟



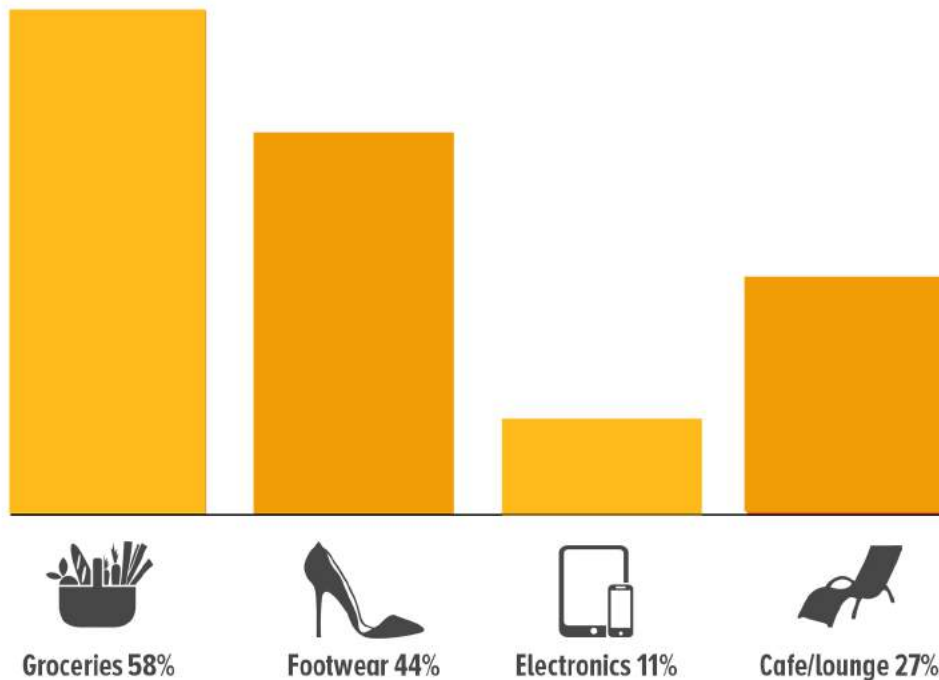
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 6.4: KEY FINDING

What kind of products or services do you normally purchase in shopping malls?

Base: 687 respondents who go to shopping malls.

برائے مہربانی بتائیں کہ آپ عام طور پر کس قسم کی مصنوعات یا سروسز کی خریداری شاپنگ مال سے کرتے ہیں؟



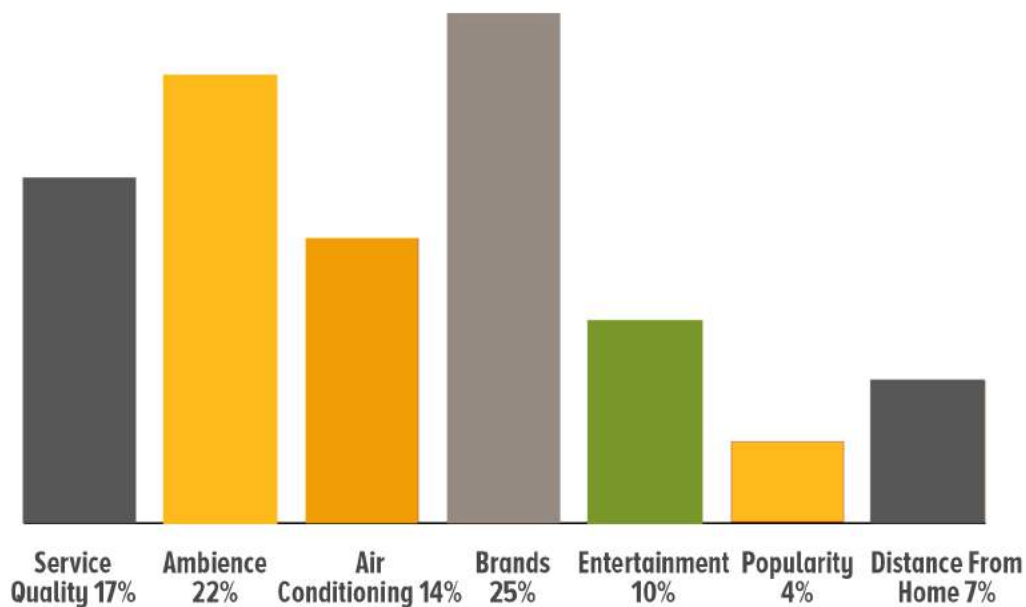
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 6.5: KEY FINDING

What tempts you to visit the mall of your choice often?

Base: 687 respondents who go to shopping malls.

بتائیں کہ وہ کونسی ایسی بات ہے جو کہ آپ کو بار بار اپنے پسندیدہ مال جانے پر متوجہ کرتی ہے؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

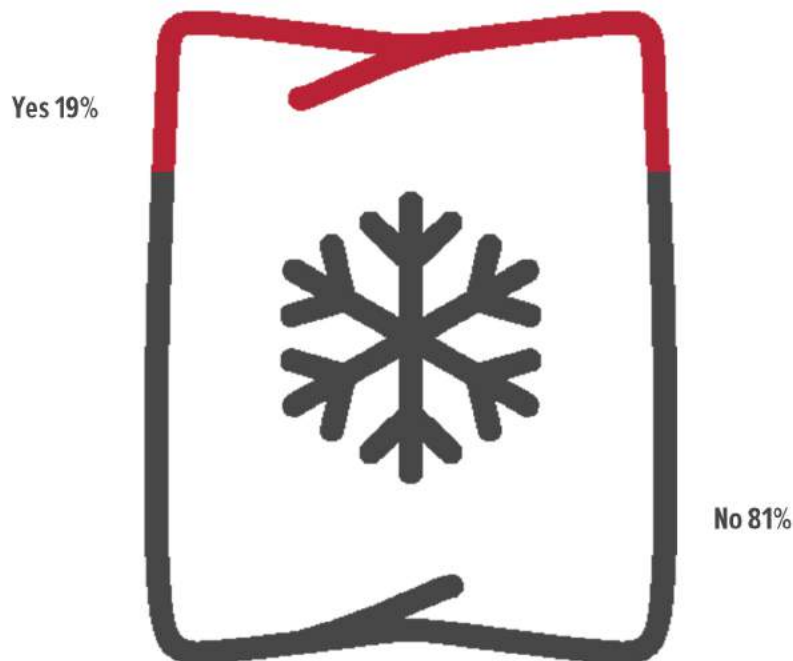
TOPIC 7: PACKAGED FOOD

This Topic has 6 items. Key Findings and Statistical Analysis for each of them are provided ahead in this section.

ITEM 7.1: KEY FINDING

In the past twelve months, have you or anyone in your household made at least one purchase of a packaged/frozen food item?

گذشتہ 12 ماہ کے حوالے سے سوچتے ہوئے بتائیں کہ کیا گزشتہ بارہ میں آپ یا آپ کے گھرانے کے کسی فرد نے کم از کم ایک مرتبہ پیک شدہ/فروزن کھانوں کی اشیاء کی خریداری کی؟



ITEM 7.2: KEY FINDING

What is the frequency of packaged food consumption in your household?

Base: 230 respondents who purchase packaged/frozen food item.

بتائیں کہ آپ کے گھرانے میں کس کثرت/باقاعدگی سے پیک شدہ کھانوں کی اشیاء کا استعمال کیا جاتا ہے؟

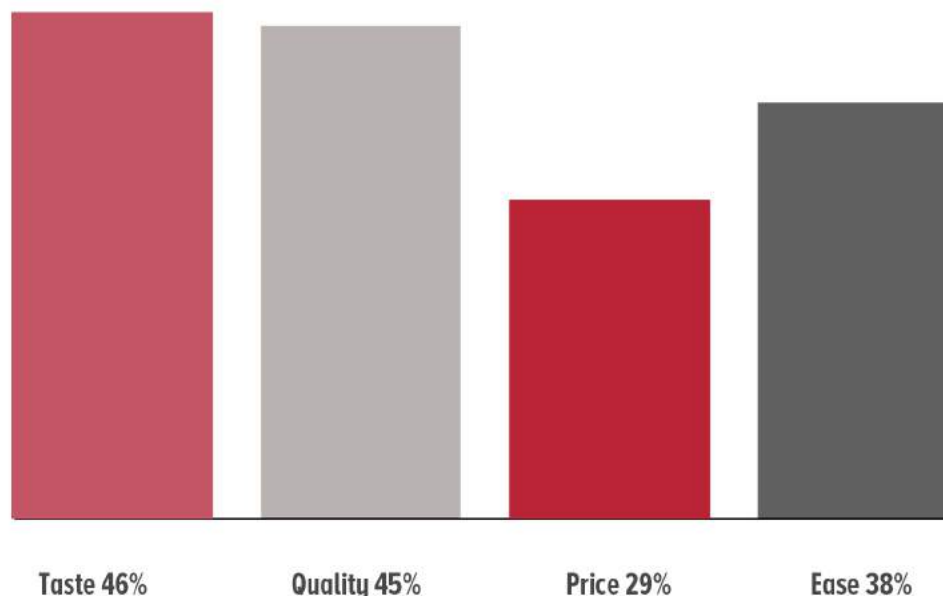


ITEM 7.3: KEY FINDING

What is the primary reason of your usage of packaged food?

Base: 230 respondents who purchase packaged/frozen food item.

بتائیں کہ پیک فوڈ کو استعمال کرنے کے حوالے سے آپ کی بنیادی وجوہات کیا ہیں؟



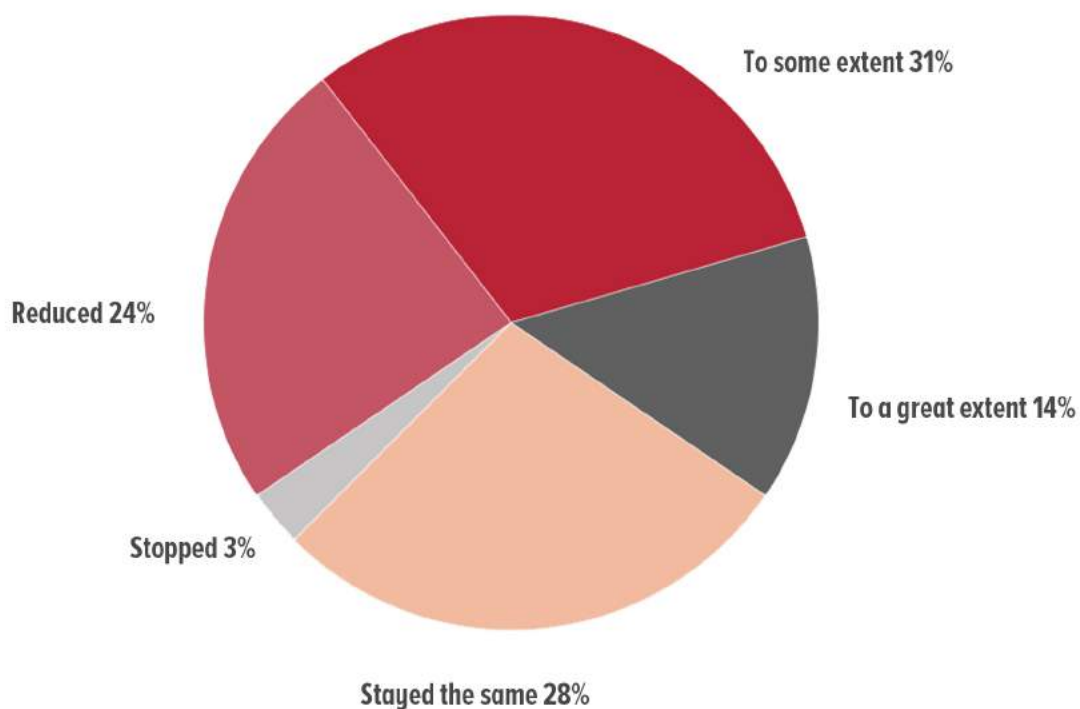
Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

ITEM 7.4: KEY FINDING

Has your usage of packaged food increased over the past twelve months?

Base: 230 respondents who purchase packaged/frozen food item.

برائے مہربانی بتائیں کہ گزشتہ 12 ماہ کے دوران آپ کے پیک شدہ کھانوں کے استعمال میں کس حد تک اضافہ ہوا ہے؟



Source: Powered by Gallup Pakistan, May 14 - June 12, 2017

TOPIC 2: CLASSIFICATORY VARIABLES

DEMOGRAPHICS

PROFILE OF RESPONDENTS (N=1252)

		Weighted Col%
BASE: Urban		100%
Gender		
See classification details below	Male	46%
	Female	54%
Age of the Respondent		
See classification details below	Young	34%
	Middle	52%
	Old	15%
Household Income		
See classification details below	Low	12%
	Medium	52%
	High	36%
Province		
See classification details below	Punjab	55%
	Sindh	35%
	KPK	7%
	Balochistan	4%

Notes:

Age: Young: Under 30 years of age; Middle: Between 30 and 50 years of age; Old: Above 51 years of age

Income codes: Low: Up to Rs. 7000 (In 2017 this represented the lowest quintile). Medium: Rs. 7,001 to 20,000 (In 2017 this represented the 2nd and 3rd Quintile). High: More than 20,000 (In 2017 this represented the 4th and 5th Quintiles)

Methodology: Sample Size: 1252; Coverage: Urban/ALL four provinces; Mode: Face to face; Survey dates: May 14 - June 12, 2017. Estimated error margin: +3-5% at 95% confidence level.

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Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data.