

December 16, 2019

OVER 3 IN 5 (62%) PAKISTANIS CLAIM THAT AT LEAST ONE GROCERY ITEM IS PURCHASED BY THEIR HOUSEHOLD IN A DAY.

Do you agree with the following statement: Today, at least one grocery item has been purchased at my house?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1214

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

**CONSUMER
Products****Over 3 in 5 (62 %) Pakistanis claim that at least one grocery item is purchased by their household in a day (Gallup & Gilani Pakistan Poll)**

Islamabad, 16th December, 2019

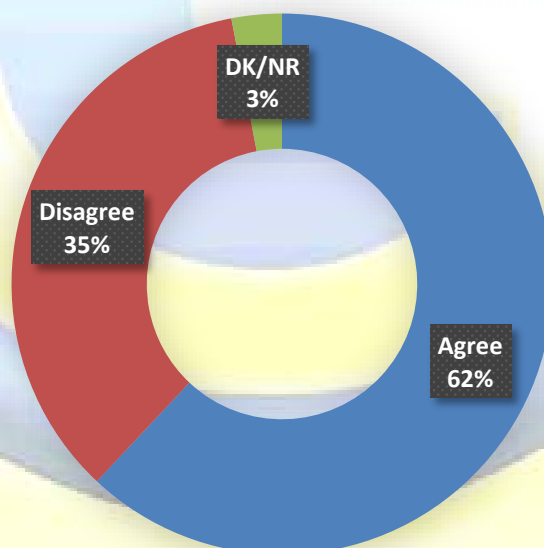
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 62% Pakistanis claim that at least one grocery item is purchased by their household in a day.

A nationally representative sample of men and women from across the four provinces was asked, “Do you agree with the following statement: Today, at least one grocery item has been purchased at my house?” In response, 62% said at least one grocery item has been purchased in their house, 35% disagreed while 3% did not know/did not respond.

Gender Breakdown: More males than females report having bought a grocery item

Out of the total respondents, 71% of the males asked claimed that had bought at least one grocery item while out of the total female respondents, a relatively lower 50% claim that they bought at least one grocery item that day.

Question: “Do you agree with the following statement: Today, at least one grocery item has been purchased at my house?”



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 1,214 men and women in urban and rural areas of all four provinces of the country, during November 07 - November 13, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Monday, 16 December, 2019

(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
2019



of Gallup Pakistan
(1980-2019)