

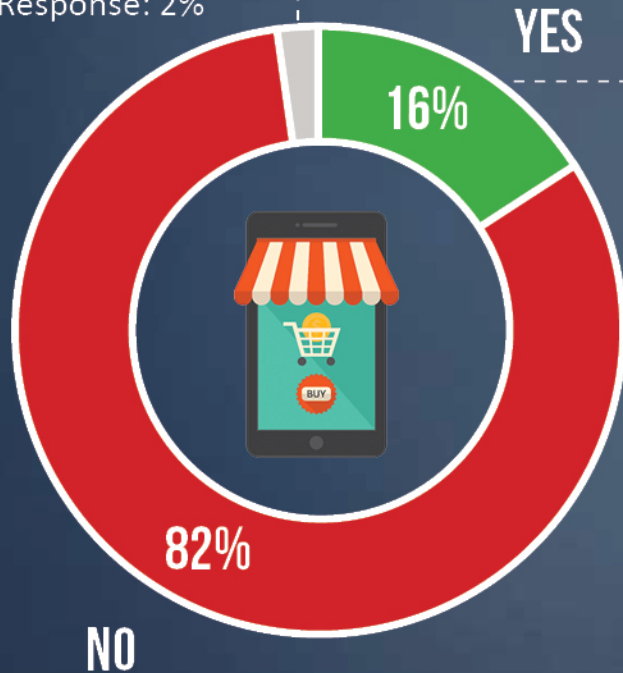
24 June, 2021

CLOTHES ARE THE MOST COMMON ITEM THAT PEOPLE CLAIMED TO HAVE BOUGHT ONLINE: GALLUP & GILANI PAKISTAN

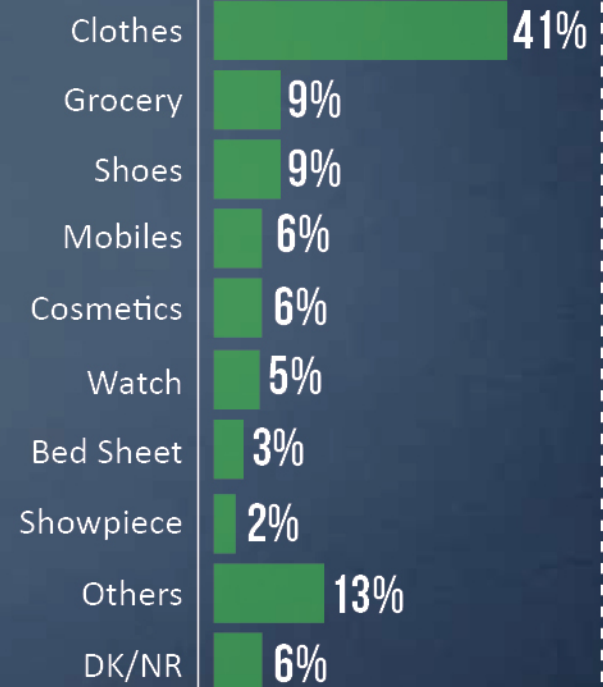
کپڑے عام طور پر سب سے زیادہ خریدی والی اشیاء ہے جس کو پاکستانیوں نے آن لائن خریدنے کا دعویٰ کیا

Have you done any online shopping during the past six months i.e. did you buy any thing/product online?

Don't know/
No Response: 2%



Those who claimed to have shopped online in the past 6 months





Special Press Release
Misc

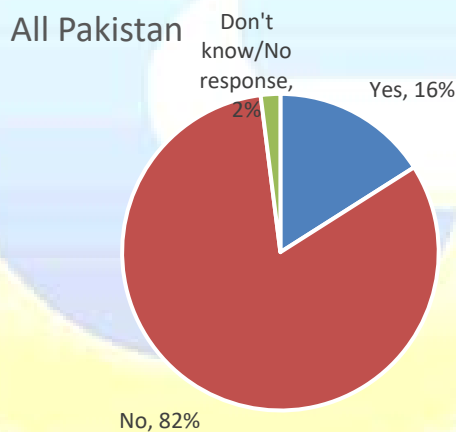
Clothes are the most common item that people claimed to have bought online: Gallup & Gilani Pakistan

(Islamabad), June 24, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 16% Pakistanis claimed to have shopped online during the past 6 months. Of these, 41% claimed to have shopped for clothes online.

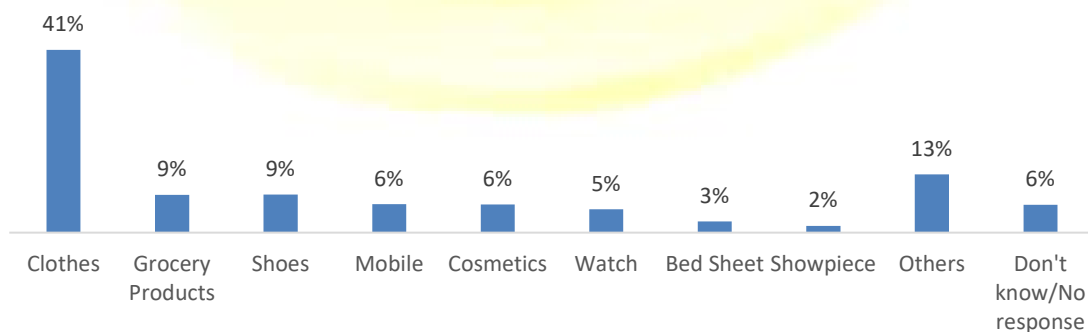
A nationally representative sample of adult men and women from across the four provinces was asked the following question, “Have you done any online shopping during the past six months i.e. did you buy anything/product online?” In response to this question, 16% said ‘Yes’, 82% said ‘No’ while 2% did not know/did not respond. Those who shopped online were asked, “Please can you tell us that what was the thing that you bought online?” 41% said ‘clothes’, 9% said ‘grocery products’, 9% said ‘shoes’, 6% said ‘cosmetics’, 6% said ‘mobile’, 5% said ‘watch’, 3% said ‘bedsheet’, 2% said ‘showpiece’ while 6% did not know/did not respond.

Question: “Have you done any online shopping during the past six months i.e. did you buy anything/product online?”



Question: “If yes, please can you tell us that what was the thing that you bought online?”

Those who claimed to have shopped online in the past 6 months (16%)



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 616 men and women in urban and rural areas of all four provinces of the country, during April 24, 2021 – May 15, 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Thursday, June 24, 2021

(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,
Gallup Pakistan*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)