



## Opinion Poll History Polls

### Between 2000 and 2022, a stable 50% report they buy household groceries when needed as opposed to fixed monthly or weekly purchases: Gallup & Gilani Pakistan History Project

(Islamabad), June 28, 2022

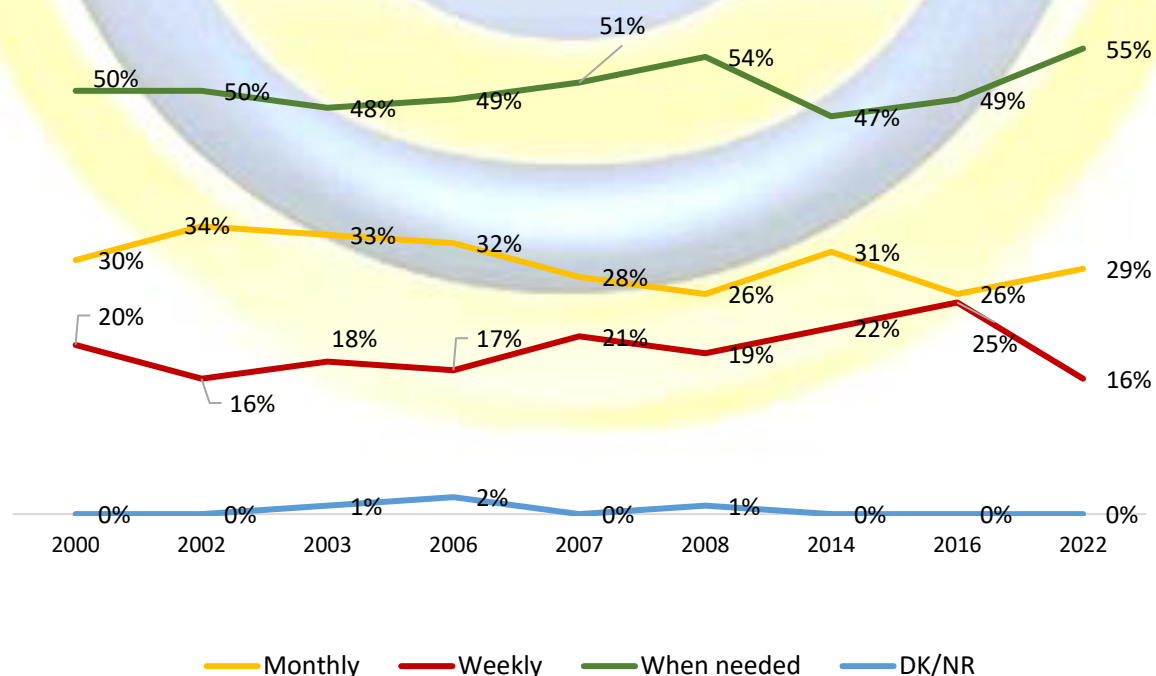
In a Gallup & Gilani Pakistan National Survey conducted in the year 2000, a representative sample of adult men and women from across Pakistan was asked the following question “Do you purchase your household commodities (tea, soap, sugar & ghee etc.) once in a month, week by week, or when needed?” In response to this question, 30% said monthly, 20% said weekly and 50% said when needed.

**Comparative Picture:** This question was asked again in 2022 to allow a comparison to be made across the years. In response to this question in 2022, 29% said monthly, 16% said weekly and 55% said when needed.

**Trend Analysis:** 50% of the respondents in 2022 in comparison to 55% in 2006 reported that they purchase household commodities when it is required. The purchasing patterns for household commodities have remained stable over the course of two decades.

*This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.*

**Question: “Do you purchase your household commodities (tea, soap, sugar & ghee etc.) once in a month, week by week, or when needed?”**



| Mar 2022 | Oct 2016 | Jan 2014 | April 2008 | Aug 2007 | June 2006 | April 2003 | Nov 2002 | Aug 2000 |             |               |
|----------|----------|----------|------------|----------|-----------|------------|----------|----------|-------------|---------------|
| 29       | 26       | 31       | 26         | 28       | 32        | 33         | 34       | 30       | Monthly     | ماہانہ        |
| 16       | 25       | 22       | 19         | 21       | 17        | 18         | 16       | 20       | Weekly      | ہفتہ وار      |
| 55       | 49       | 47       | 54         | 51       | 49        | 48         | 50       | 50       | When needed | جب ضرورت پڑے  |
| 0        | -        | 0        | 1          | 0        | 2         | 1          | -        | -        | No Response | جواب نہیں دیا |
| 100      | 100      | 100      | 100        | 100      | 100       | 100        | 100      | 100      | Total       |               |

Source: Gallup & Gilani Pakistan  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))

### Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact [caf@gallup.com.pk](mailto:caf@gallup.com.pk)



**Opinion Poll from Gallup Pakistan**  
*The Pakistani Affiliate of Gallup  
International*

**Tuesday, June 28, 2022**

*(3 Pages, English version Only)*



GILANI RESEARCH  
FOUNDATION

***Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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*

***Disclaimer:*** Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: [www.gallup-international.com](http://www.gallup-international.com)



Daily Gilani Poll  
2022



of Gallup Pakistan  
(1980-2022)

**Between 2000 and 2022, a stable 50% report they buy household groceries when needed as opposed to fixed monthly or weekly purchases: Gallup & Gilani Pakistan History Project**

Question: "Do you purchase your household commodities (tea, soap, sugar & ghee etc.) once in a month, week by week, or when needed?"

