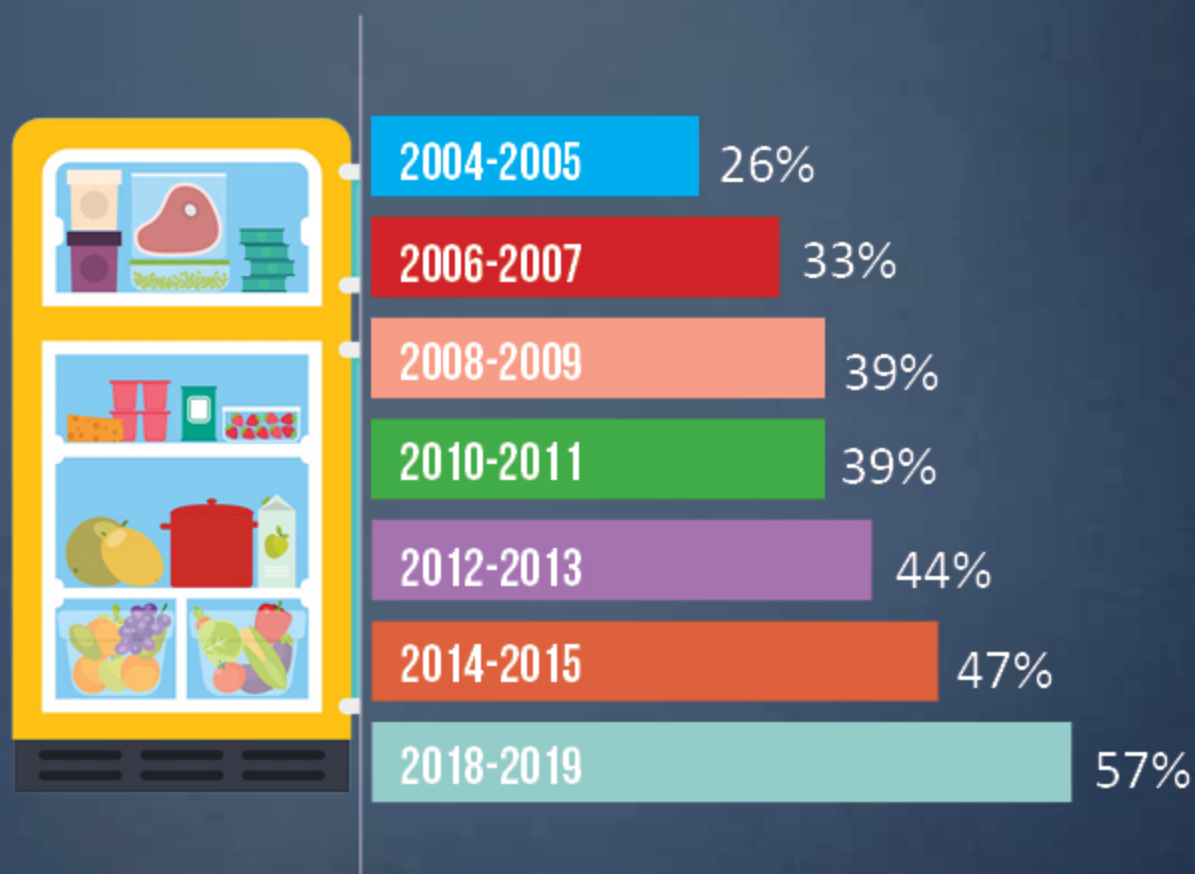


12th August, 2022

PROPORTION OF PAKISTANI HOUSEHOLDS THAT CLAIM TO OWN A FREEZER AND REFRIGERATOR INCREASED FROM 26% BETWEEN 2004-2005 TO 57% BETWEEN 2018-2019: GALLUP & GILANI PAKISTAN BIG DATA ANALYTICS ON PSLM SURVEYS IN PAKI-

Question: "Do you have a freezer and a refrigerator?"





Opinion Poll General

Proportion of Pakistani households that claim to own a freezer and refrigerator increased from 26 % between 2004-2005 to 57 % between 2018-2019: Gallup & Gilani Pakistan Big Data Analytics on PSLM Surveys in Pakistan

(Islamabad), August 12, 2022

Introduction to the Gallup & Gilani Pakistan Data Analytics series on PSLM Household Durables survey:

This press release is part of a special Gallup & Gilani Pakistan Data Analytics series that aims to foster an empirical understanding of the ownership of household durables scenario of Pakistan based on data generated by the PSLM survey.

This Gallup Big Data Analytics Report is based on a series of long-term surveys which measure 'Living Standards in Pakistan'. The current data was collected from 33.34 million scientifically selected households spread out in the rural and urban areas of over 100 districts across Pakistan's 4 provinces and other territorial units. The error margin is less than 2 percent at 95% confidence level.

PSLM (Pakistan Social and Living Standards Measurement) is a yearly survey conducted by the Pakistan Bureau of Statistics to gather data from provincial and district levels to assist the government of Pakistan. It focuses on multiple social and economic factors. Gallup Pakistan Data Analytics team has worked extensively on this data and this series of press releases are our attempt to publicize the great efforts done by hundreds of office bearers of the Bureau of Statistics who have traveled far and wide to collect this data.

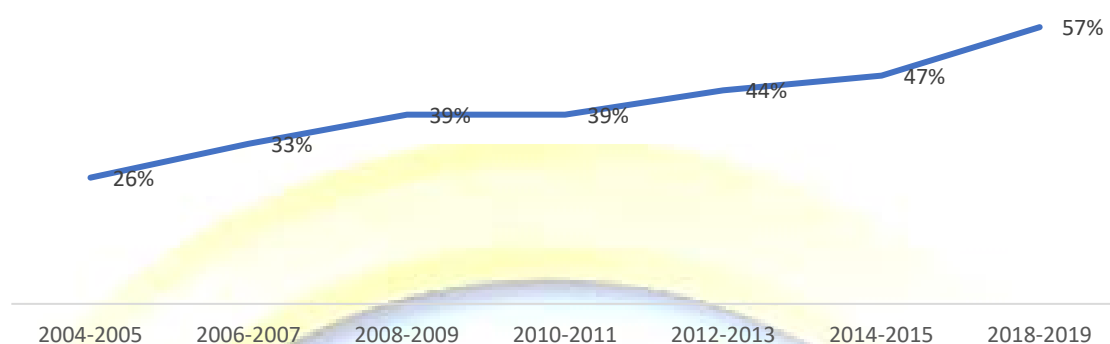
This particular press release aims to assess the availability of freezers and refrigerators in Pakistan.

Data from PSLM reveals that overall that proportion of Pakistani households that claim to own a freezer and refrigerator increased from 26% between 2004-2005 to 57% between 2018-2019

A nationally representative sample of adult men and women from across the country was asked the following question regarding, "Do you have a freezer and a refrigerator?" In response to this question, 26% households reported to own one between 2004-2005; the figure doubled to 57% between 2018-2019.

Question: "Do you have a freezer and a refrigerator?"

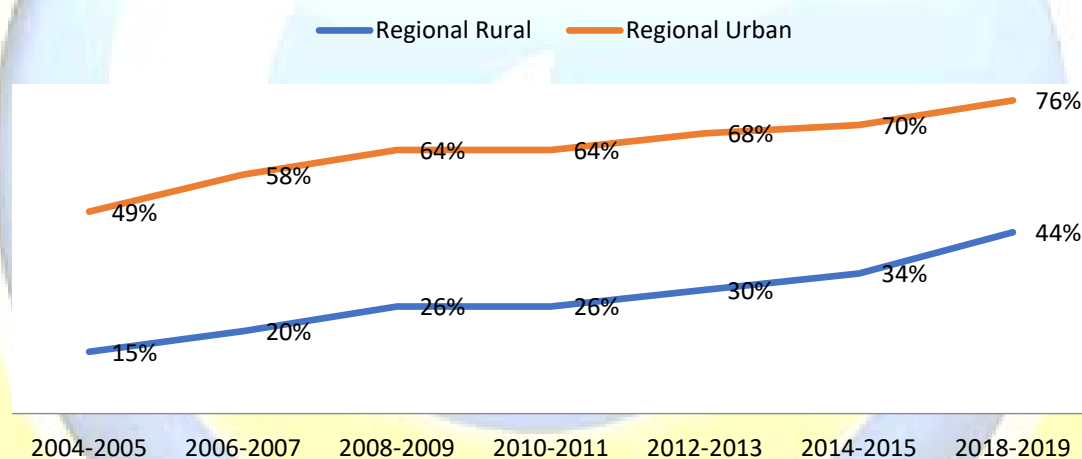
All Pakistan



Source: Gallup & Gilani Pakistan Report based on Data Analytics on PSLM 2018-19
<http://www.pbs.gov.pk>

Rural Urban Breakdown

Urban households report higher availability (76%) of freezers and refrigerators compared to rural households (44%) – the rural-urban gap fluctuating between 32 to 38% over a period of 15 year.



Source: Gallup & Gilani Pakistan Report based on Data Analytics on PSLM 2018-19
<http://www.pbs.gov.pk>



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, August 12, 2022

(4 Pages, English version Only)

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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)