

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll General

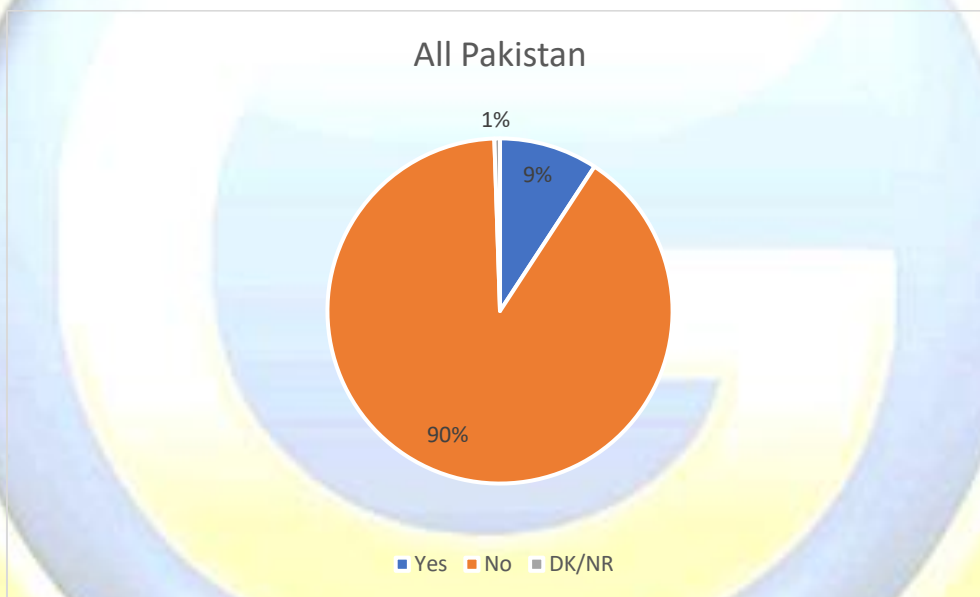
9% Pakistani adults (approximately 11 million) claim to have done shopping online during the last six months: Gallup & Gilani Pakistan

(Islamabad), May 02nd, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 9% Pakistanis claim to have shopped online. However, an overwhelming majority (91%) of Pakistanis did not shop online during the last six months. Projecting the number of online shoppers to the population leads to around 11 million adults who have used this facility.

A nationally representative sample of adult men and women from across the country, was asked the question “*During the last six months, have you shopped online i.e. bought any item/items online?*” In response, 9% said yes, 91% said no and 1% did not respond or said they didn’t know.

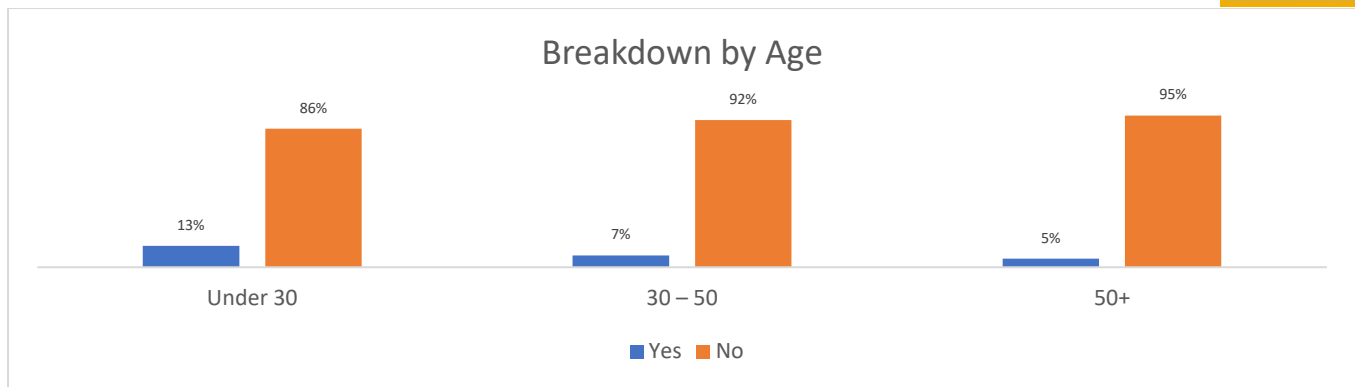
Question: “During the last six months, have you shopped online i.e. bought any item/items online?”



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

Breakdown by Age: Online shopping more popular in younger population aged 18-30

It can be seen from the graph below that younger people are more likely to shop online as compared to older people. 13% of those under 30 said they shopped online, 7% of 30-50 year olds said they shopped online while only 5% of those above the age of 50 said that they shopped online during the last six months.



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

The study in Pakistan was conducted and 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 1135 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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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*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)