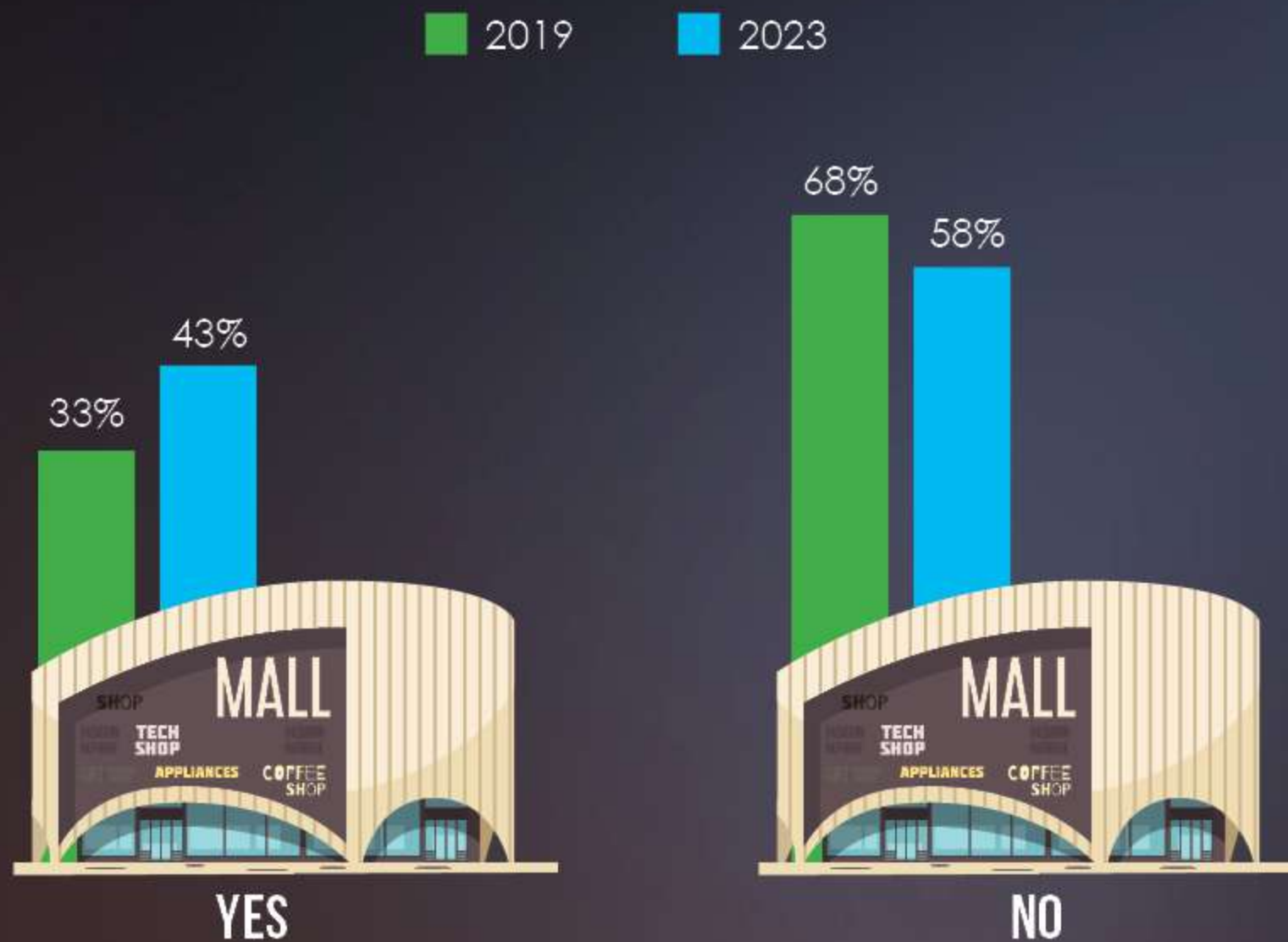


Proportion of Pakistanis who report going to shopping malls has increased by 10% in the past 5 years (2017 to 2023)
Gallup & Gilani Pakistan History Project

Question: "Do you go to shopping malls?"





Opinion Poll
History Polls
Social Behaviour

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(Islamabad), October 20th, 2023

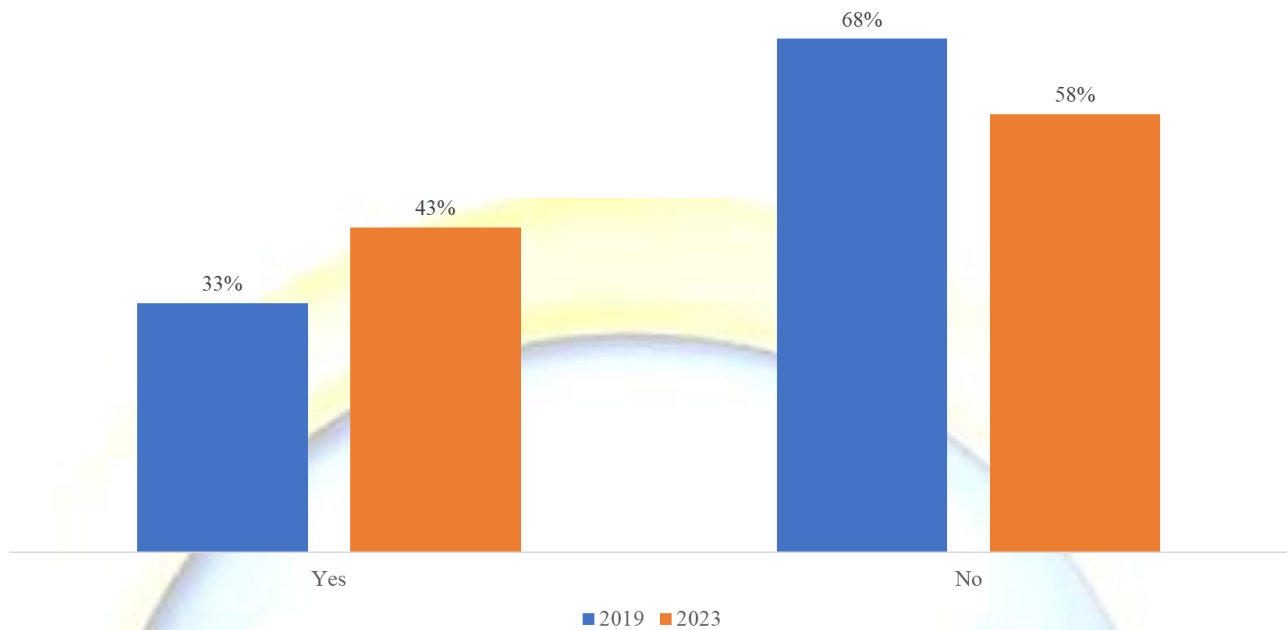
In a Gallup & Gilani Pakistan National Survey conducted in the year 2017, a representative sample of adult men and women from across Pakistan was asked the following question, “Do you go to shopping malls?” In response to this question, 33% said yes, while 68% said no.

Comparative Picture: This question was asked again in 2023 to allow a comparison to be made across the years. In 2023, 43% said yes and 58% no.

Trend Analysis: The proportion of people who said yes increased by 10%, while those that said no decreased by the same proportion.

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 go to shopping malls?”



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 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24th – 28th August 2023. 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).

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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



Friday, October 20th, 2023

(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*

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



History Poll
2023



of Gallup Pakistan
(1980-2023)