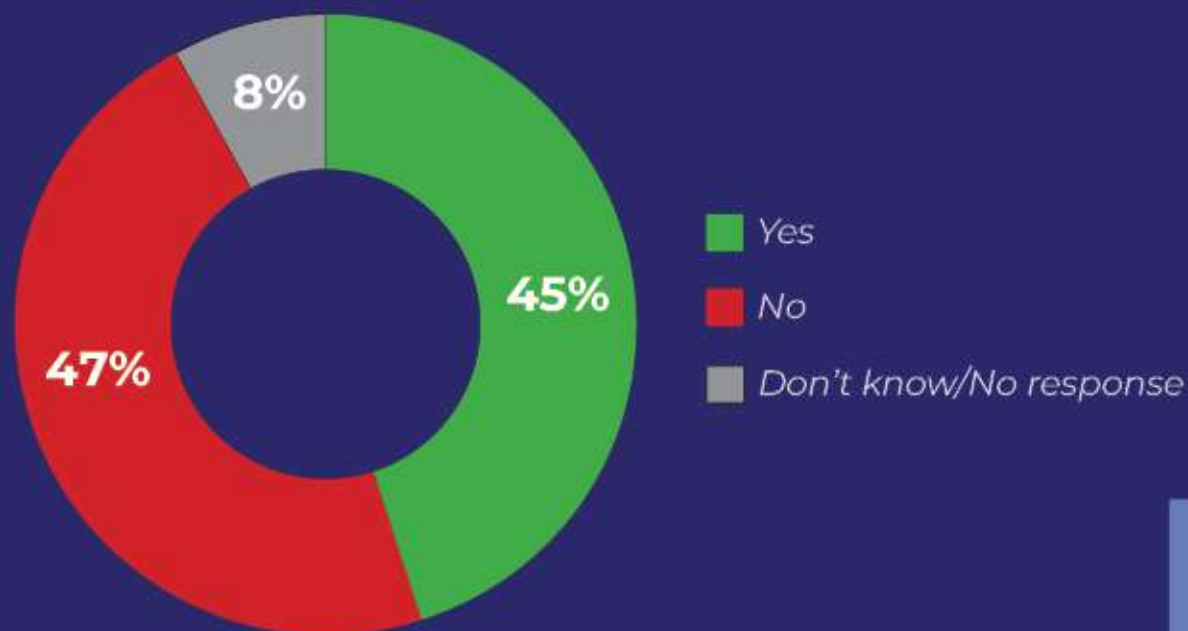


47% Pakistanis have never visited a utility store

more than half of women and rural residents not having done so



Question: Please tell me if you have ever had the chance to visit a utility store?





PRESS RELEASE

Opinion Poll

Social

Social behavior

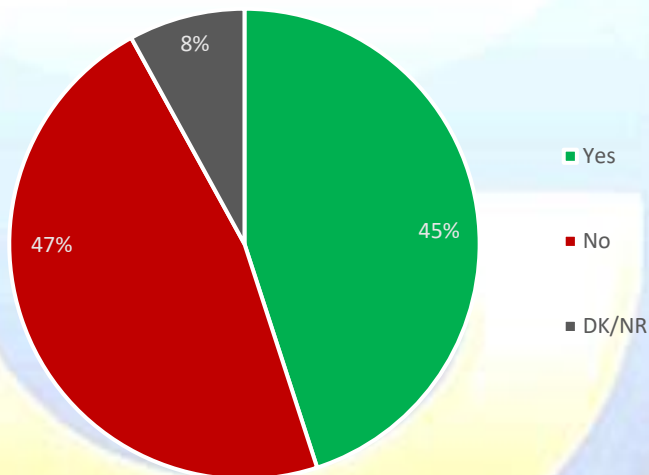
47% Pakistanis have never visited a utility store, with more than half of women and rural residents not having done so: Gallup & Gilani Pakistan

(Islamabad) 28th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 47% Pakistanis have never visited a utility store. The survey findings reveal that 8% more women (51%) than men have never visited a utility store, and 9% more rural residents (50%) than urban residents have not been to a utility store.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell me if you have ever had the chance to visit a utility store?” In response, 45% said ‘Yes’, 47% said ‘No’, 8% responded they don’t know or gave no response.

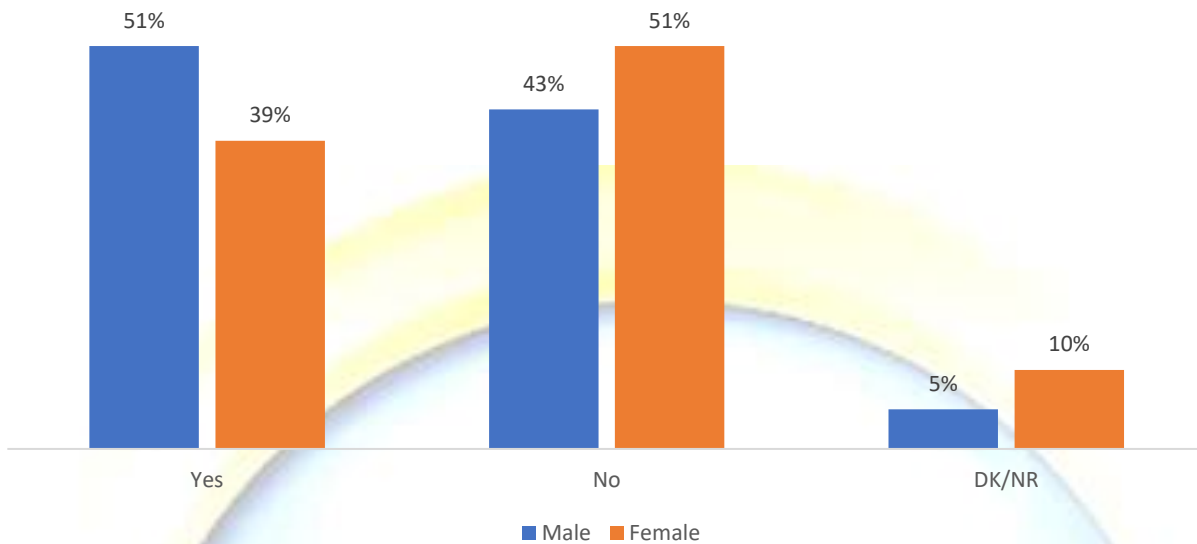
Question: Please tell me if you have ever had the chance to visit a utility store?



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

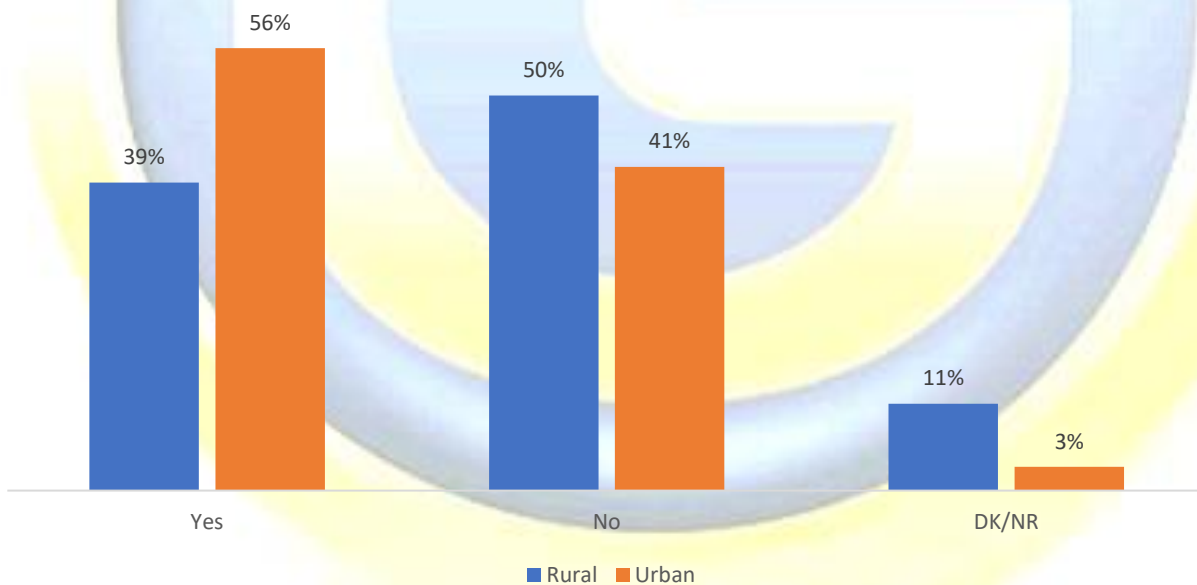
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September – 11th October 2024. 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).

Across gender: More than half of Pakistani women (51%) have never visited a utility store, compared to 43% of men.



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

Across rurality: In rural areas, 50% of respondents have never visited a utility store, whereas only 41% of urban residents report the same.



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



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



GILANI RESEARCH
FOUNDATION

Thursday, 28th November, 2024

(3 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



Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)