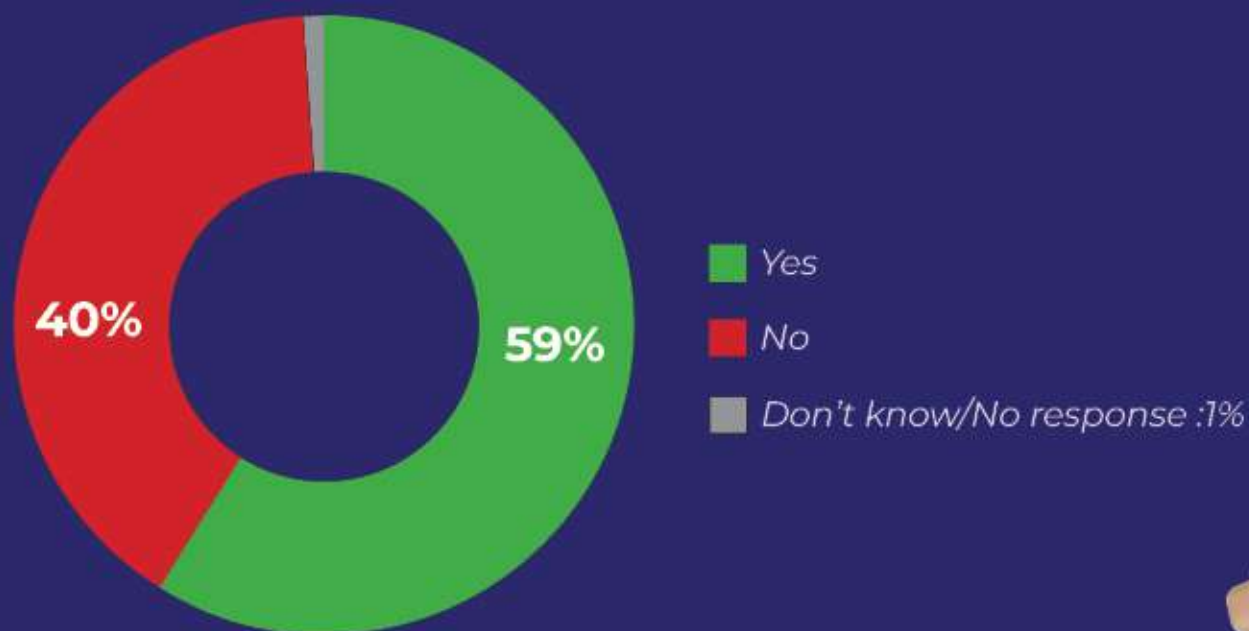


Pakistani grocery loan practices: More than half (59%) of Pakistanis have bought groceries on loan from the local shopkeeper

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Question: Please tell me if you have ever bought groceries from a shopkeeper on loan?





PRESS RELEASE

Opinion Poll

Social

Social behavior

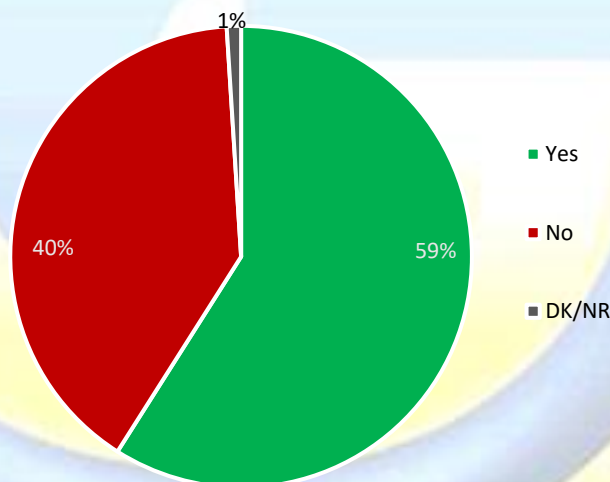
Pakistani grocery loan practices: More than half (59%) of Pakistanis have bought groceries on loan from the local shopkeeper, especially those aged 30-50 and with less than an FA qualification: Gallup & Gilani Pakistan

(Islamabad) 10th December, 2024

According to a survey conducted by Gallup & Gilani Pakistan, more than half of Pakistanis have bought groceries on loan from the local shopkeeper, especially those aged 30-50 and with less than an FA qualification.

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell me if you have ever bought groceries from a shopkeeper on loan?” In response, 59% said ‘Yes’, 40% said ‘No’, 1% responded they don’t know or gave no response.

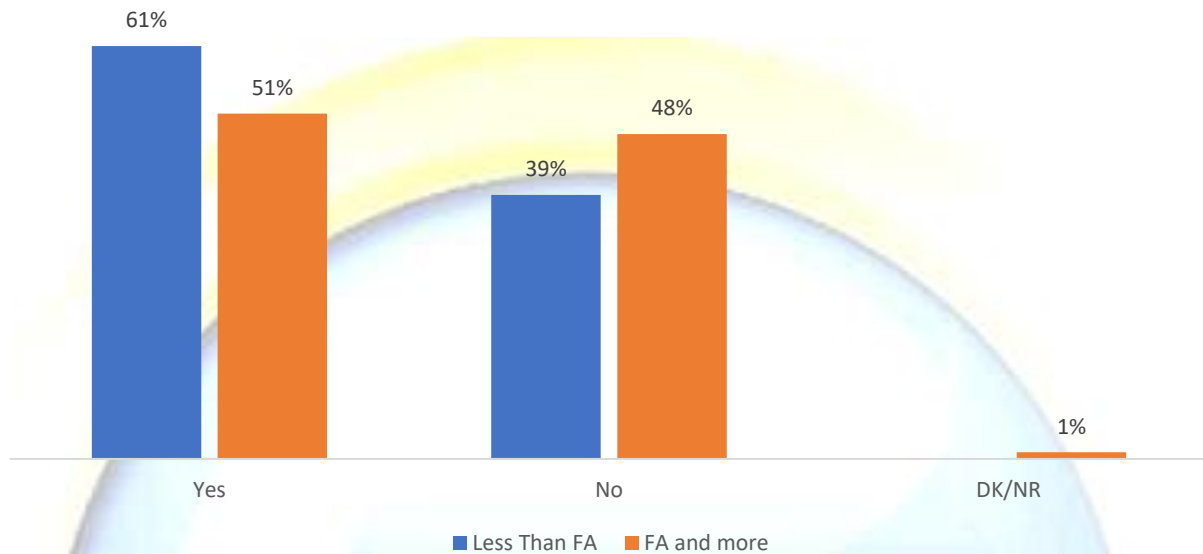
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Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

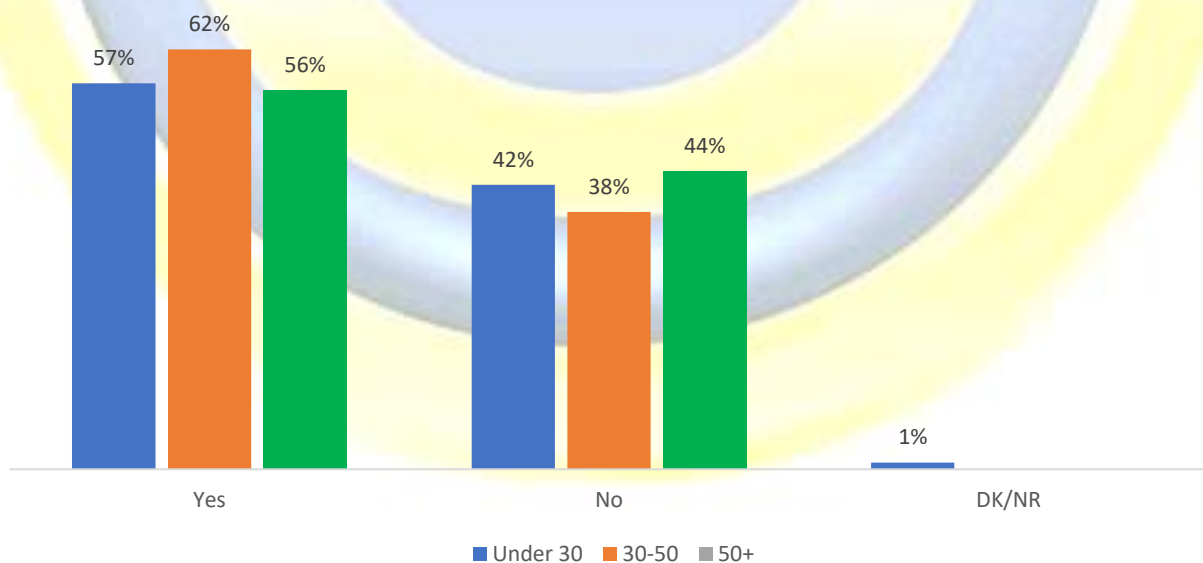
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1024 men and women in urban and rural areas of all four provinces of the country, conducted from 23rd October – 17th November 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 Education: People with lower education levels (less than FA) are more likely to buy groceries on loan from local shop keeper, with 61% having done so, compared to 51% of those with higher education (FA and above).



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

Across age: The age group most likely to use a grocery loan is 30-50 years old, with 62% having used it, followed closely by those under 30 at 57%.



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

Tuesday, 10th December, 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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)