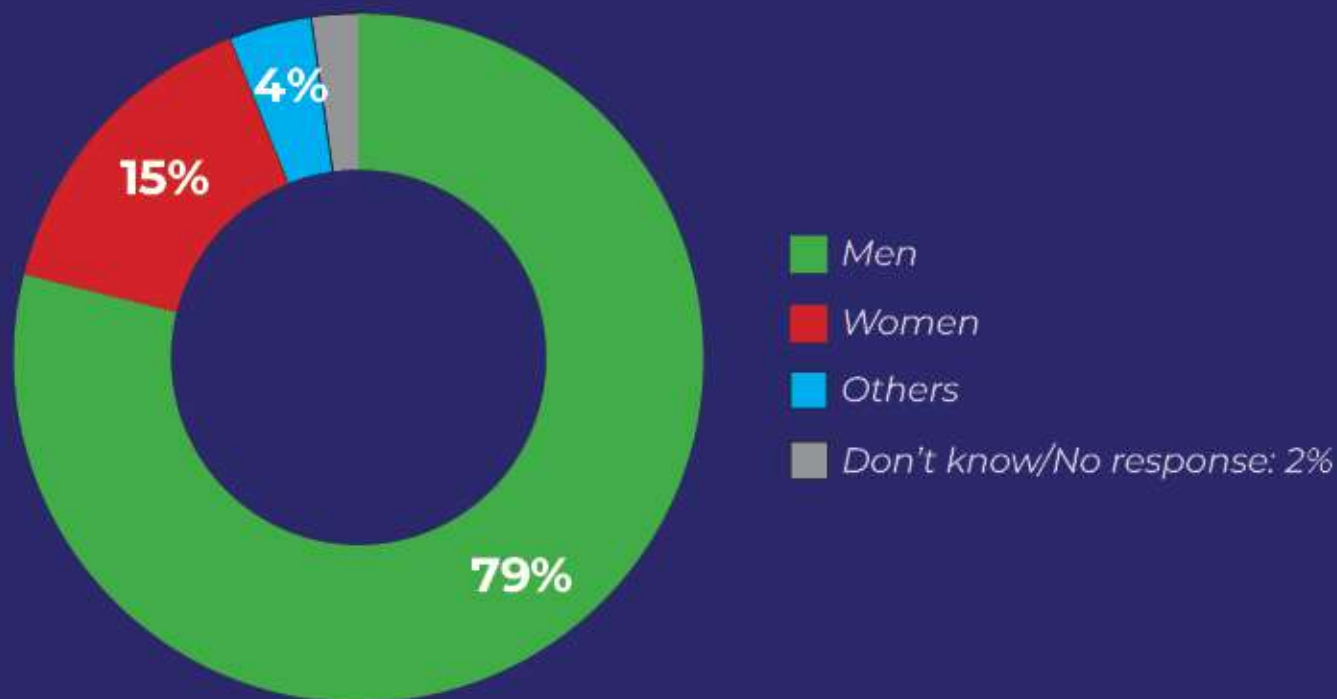


A vast majority of Pakistanis (79%) say men typically take charge of household purchases

with women's involvement relatively limited at 15%



Question: Who usually does this work in your house? - General household purchase





PRESS RELEASE

Opinion Poll

Social

Social behavior

Household chores

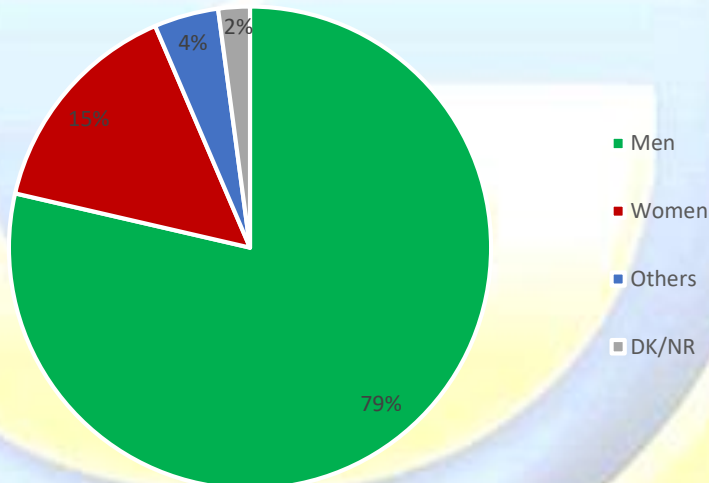
A vast majority of Pakistanis (79%) say men typically take charge of household purchases, with women's involvement relatively limited at 15%: Gallup & Gilani Pakistan

(Islamabad) 23rd January, 2025

According to a survey conducted by Gallup & Gilani Pakistan, a vast majority of Pakistanis (79%) say men typically take charge of household purchases, with women's involvement relatively limited at 15%.

A nationally representative sample of adult men and women from across the country was asked the question, “Who usually does this work in your house? - General household purchase?” In response, 79% said ‘Men’, 15% said ‘Women’, 4% said ‘Others’, and 2% responded they don’t know or gave no response.

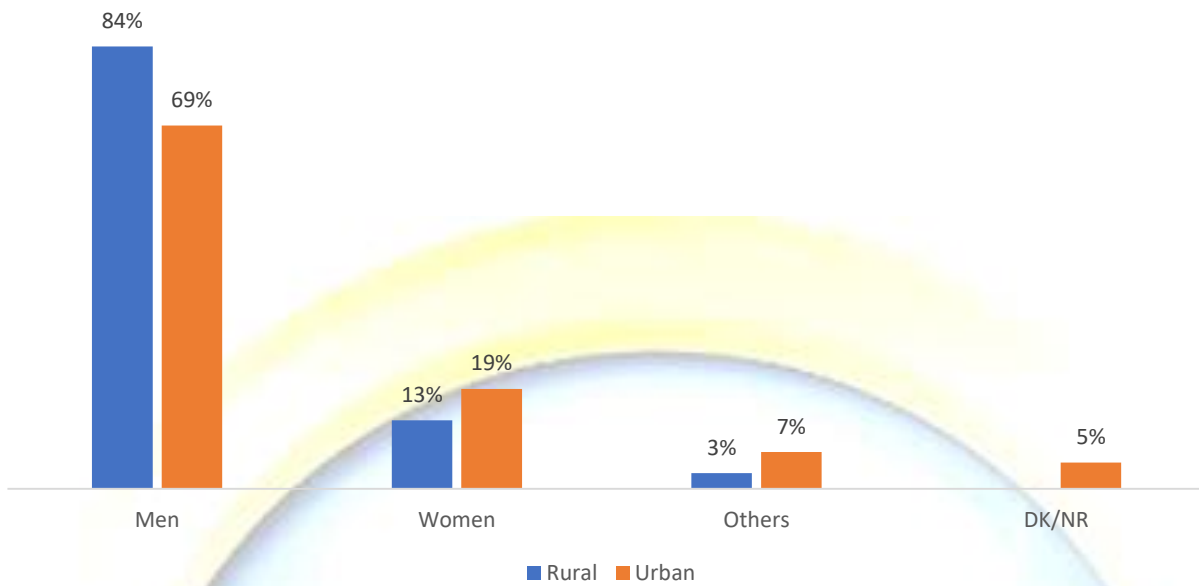
Question: Who usually does this work in your house? - General household purchase



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 458 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. 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 rurality: Rural residents (84%) are more likely than urban residents (69%) to say that men handle household purchases.



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
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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
2025



of Gallup Pakistan
(1980-2025)