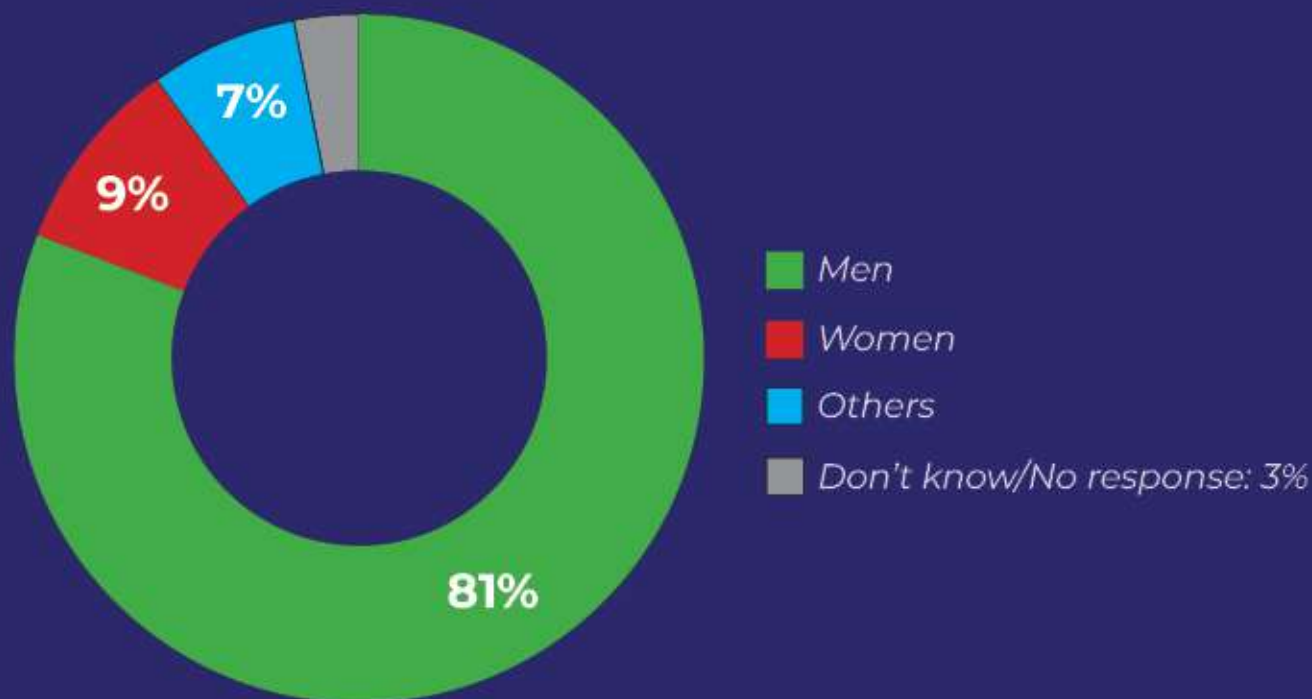


Over 4 in 5 Pakistanis (81%) say men usually make major household purchases, such as furniture
with this view more common in rural residents (83%)



Question: Who usually does this work in your house? - Making large purchases (e.g. furniture, etc.)



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Social

Social behavior

Household chores

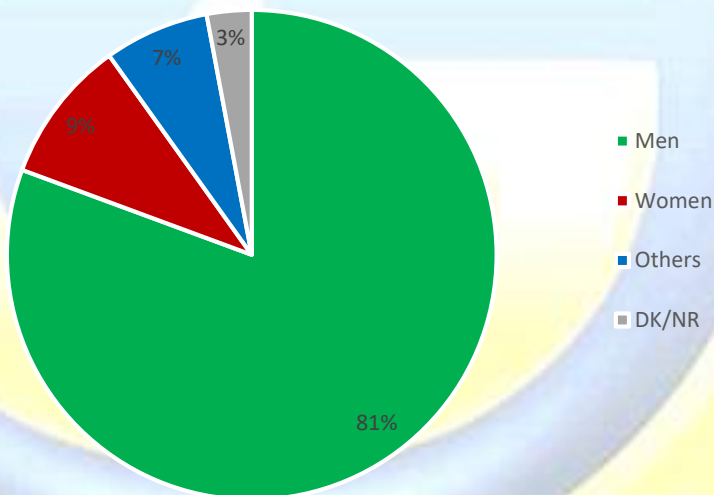
Over 4 in 5 Pakistanis (81%) say men usually make major household purchases, such as furniture, with this view more common in rural residents (83%): Gallup & Gilani Pakistan

(Islamabad) 24th January, 2025

According to a survey conducted by Gallup & Gilani Pakistan, over 4 in 5 Pakistanis (81%) say men usually make major household purchases, such as furniture, with this view more common in rural residents (83%).

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? - Making large purchases (e.g. furniture, etc.). In response, 81% said ‘Men’, 9% said ‘Women’, 7% said ‘Others’, and 3% responded they don’t know or gave no response.

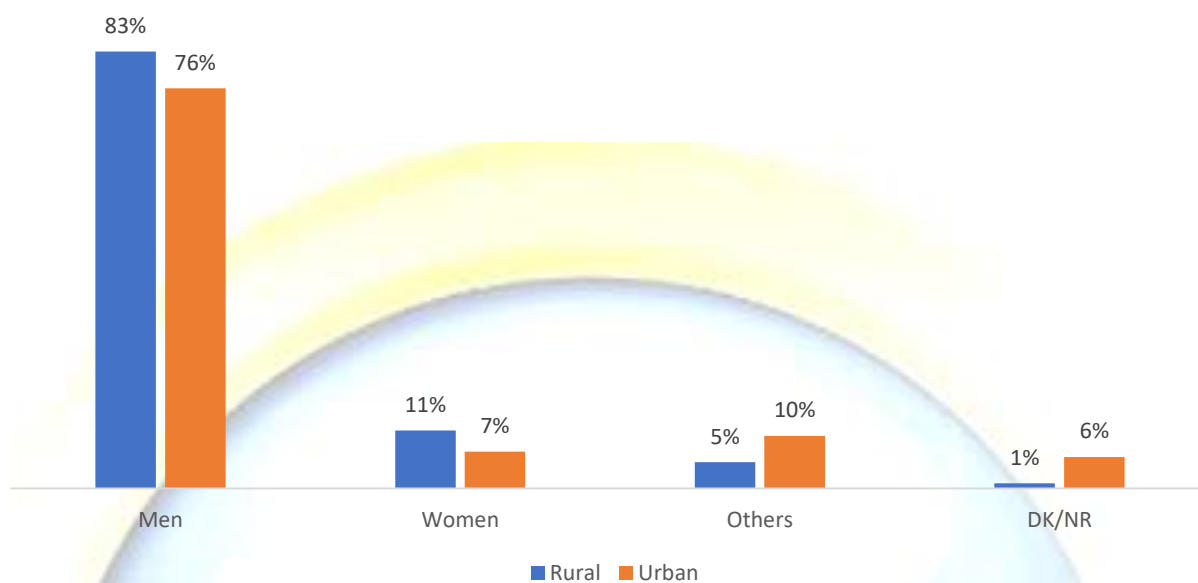
Question: Who usually does this work in your house? - Making large purchases (e.g. furniture, etc.)



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 ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across rurality: Rural residents (83%) are 7% more likely than urban residents (76%) to believe that men make big 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
FOUNDATION

Friday, 24th January, 2025

(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
2025



of Gallup Pakistan
(1980-2025)