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Question: Where do you usually prefer to shop for clothes?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Consumer/Commercial** Others Shopping Habits

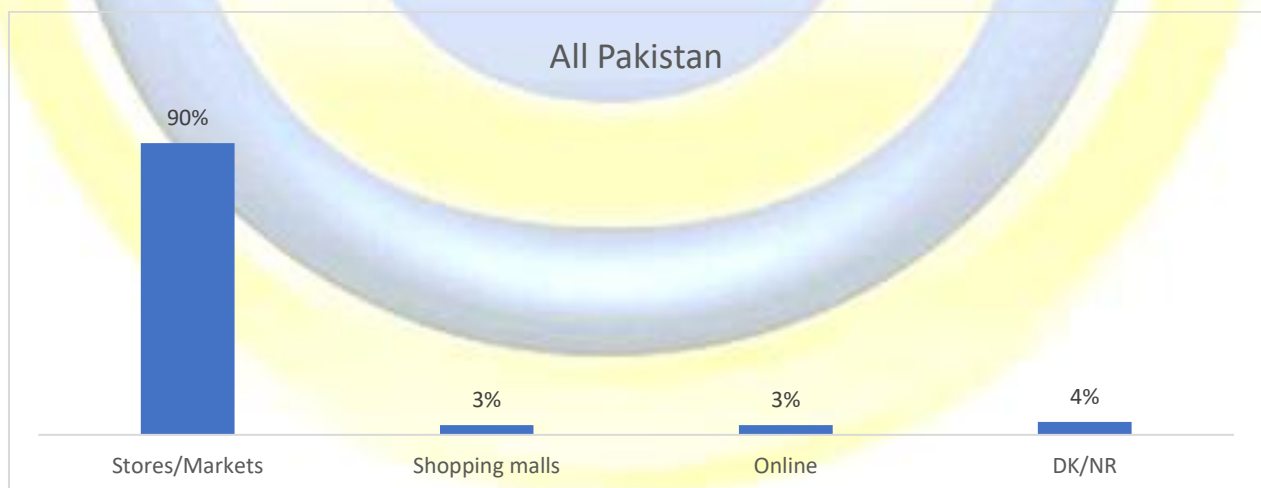
Pakistanis Shops Local - a significant 90% of Pakistanis prefer shopping for clothes at stores or markets, making them the most popular retail option nationwide. In contrast, just 3% each opt for online platforms or shopping malls. The preference for stores is especially strong in rural communities, where 93% rely on them, compared to 83% in urban areas. (Gallup & Gilani Survey)

(Islamabad), 14th July 2025

According to a Gallup & Gilani Pakistan survey, a significant 90% of Pakistanis prefer shopping for clothes at stores or markets, making them the most popular retail option nationwide. In contrast, just 3% each opt for online platforms or shopping malls. The preference for stores is especially strong in rural communities, where 93% rely on them, compared to 83% in urban areas.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Where do you usually prefer to shop for clothes?”***. In response to this question, 90% said ‘stores/markets’, 3% said ‘shopping malls’, 3% said ‘online’, while 4% said that they did not know or gave no response.

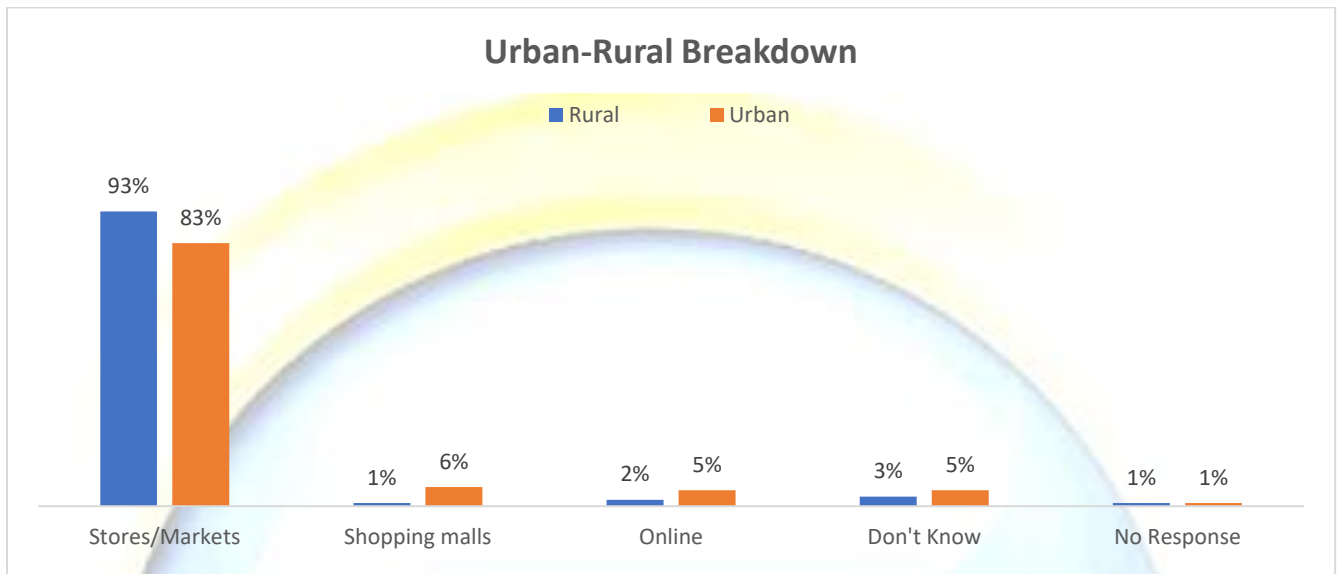
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Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 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).

Urban-Rural Breakdown: Rural residents overwhelmingly prefer shopping in stores or markets (93%) for clothing, while only 83% of urban residents do the same. Urban residents show more diverse preferences, with higher rates of shopping at malls (6%) and online (5%).



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*



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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)