



Opinion Poll Consumer/Commerical Products

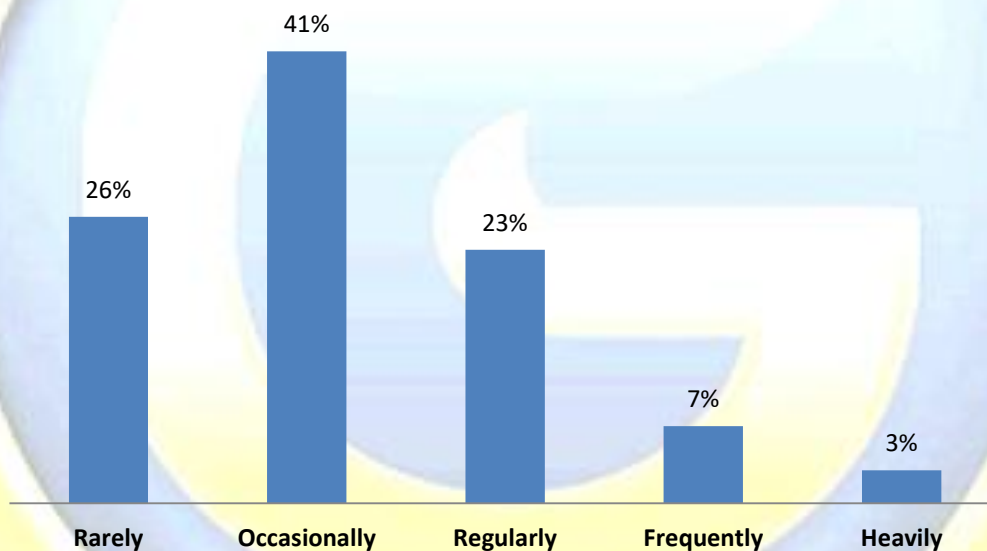
1 in 4 Pakistanis say they rarely consume packaged food in their household. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 14, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 1 in 4 Pakistanis say they rarely consume packaged food in their household.

A nationally representative sample of men and women from across the four provinces was asked “What is the frequency of packaged food consumption in your household?” In response to this question, 26% said that they rarely consumed packaged food in their house, 41% said they occasionally consumed packaged food, 23% said regularly, 7% said frequently, while only 3% said they heavily consumed packaged food.

Question: “What is the frequency of packaged food consumption in your household?”



Source: Gallup & Gilani Pakistan Poll
Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1716 men and women in rural and urban areas of all four provinces of the country, during June 05 – June 12, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



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, policy makers 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 PhD 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,

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of Gallup Pakistan
(1980-2017)