

Opinion Poll  
**FOOD/DRINK**  
**Others**

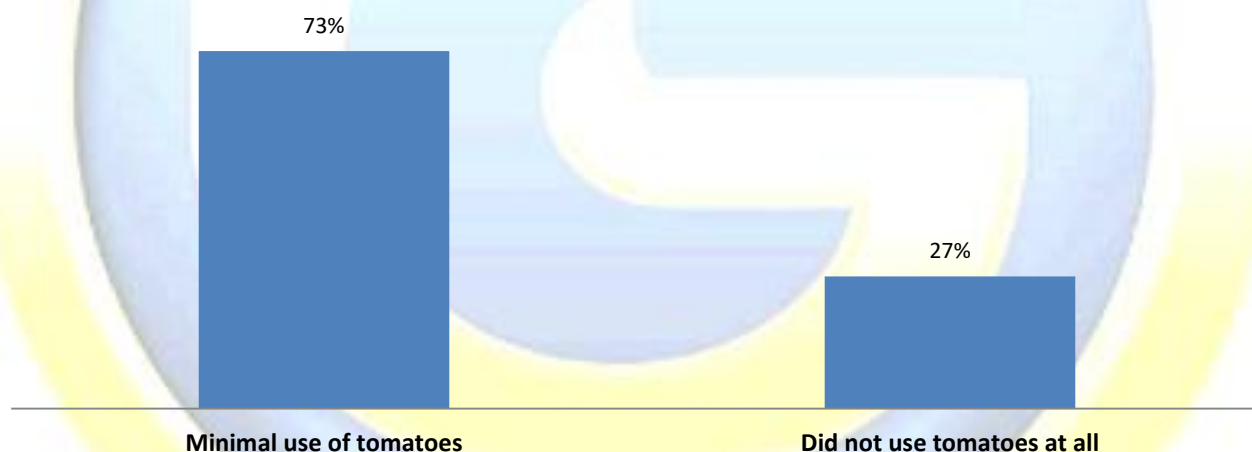
**27% Pakistanis claim they completely halted the use of tomatoes after the hike in their prices. 73% say they reduced the use. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, November 21, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 27% Pakistanis claim they completely halted the use of tomatoes after the hike in their prices. 73% say they reduced the use.

A nationally representative sample of men and women from across the four provinces was asked, “Due to the spike in tomato prices, some household have retreated to very minimal use of tomatoes, while some households are not using tomatoes at all. Please tell me how the tomato prices have affected the use of tomatoes in your household?” In response to this question, 73% said very minimal use of tomatoes and 27% said they did not use tomatoes at all.

**Question: “Due to the spike in tomato prices, some household have retreated to very minimal use of tomatoes, while some households are not using tomatoes at all. Please tell me how the tomato prices have affected the use of tomatoes 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](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://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 1776 men and women in rural and urban areas of all four provinces of the country, October 16 – October 23, 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  
FOUNDATION

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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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Daily Gilani Poll  
2017



of Gallup Pakistan  
(1980-2017)