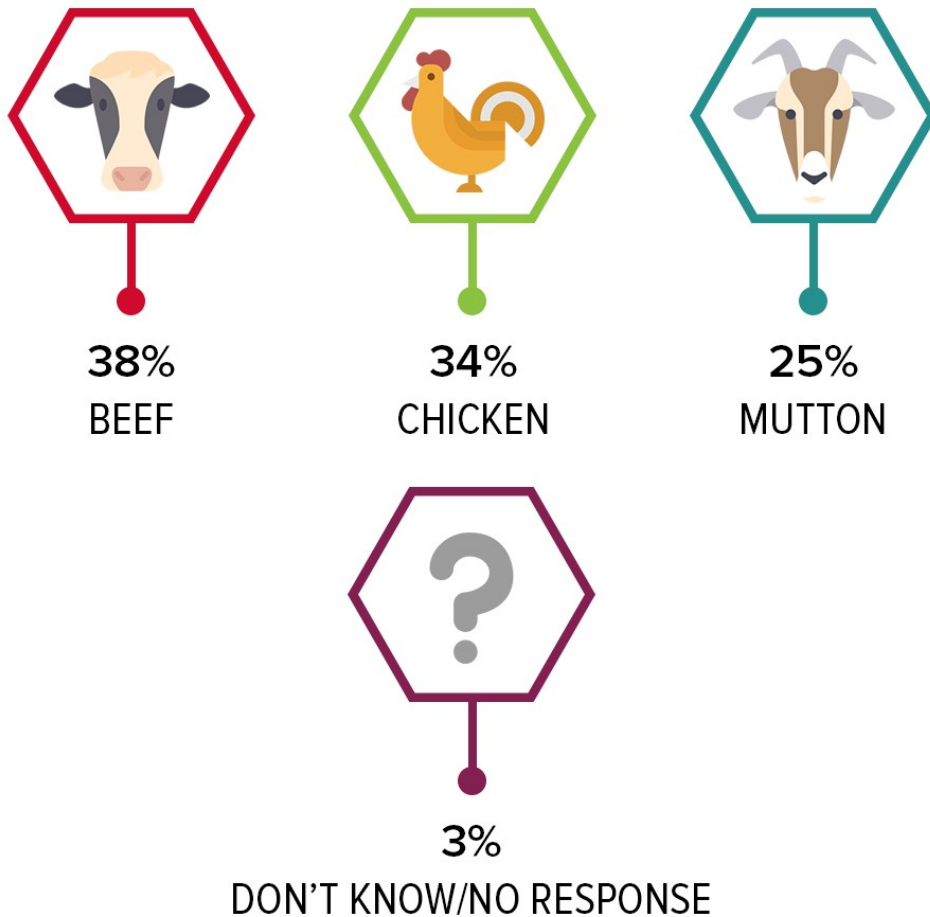


MAY 14, 2019

MEAT: NEARLY EVERY 2 IN 5 PAKISTANIS (38%) SAY THEY PREFER BEEF OVER OTHER TYPES OF MEAT.

Which type of meat do you prefer to eat?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1480

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll

CONSUMER PRODUCTS
Meat

Meat: Nearly every 2 in 5 Pakistanis (38%) say they prefer beef over other types of meat.

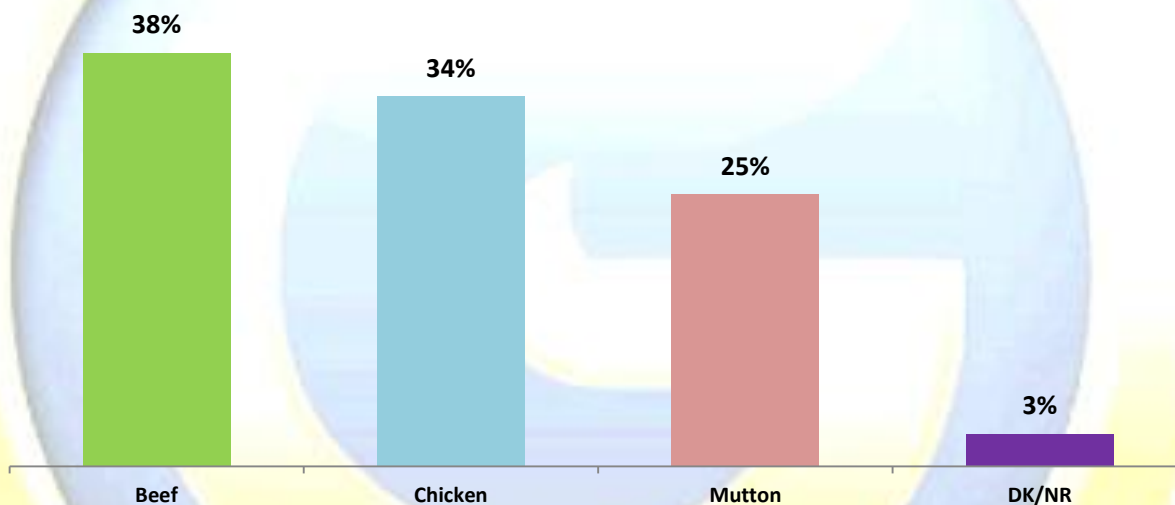
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, May 14, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Nearly every 2 in 5 Pakistanis (38%) say they prefer beef over types of meat.

A nationally representative sample of men and women from across the four provinces was asked, “Which type of meat do you prefer to eat?” In response, 38% said beef, 34% said chicken, and 25% said mutton. 3% said that they did not know or wish to respond.

Question: “Which type of meat do you prefer to eat?”



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 1,480 men and women in urban and rural areas of all four provinces of the country, during April 21-April 30, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



Tuesday, May 14, 2019

(3 Pages, English version only)

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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)