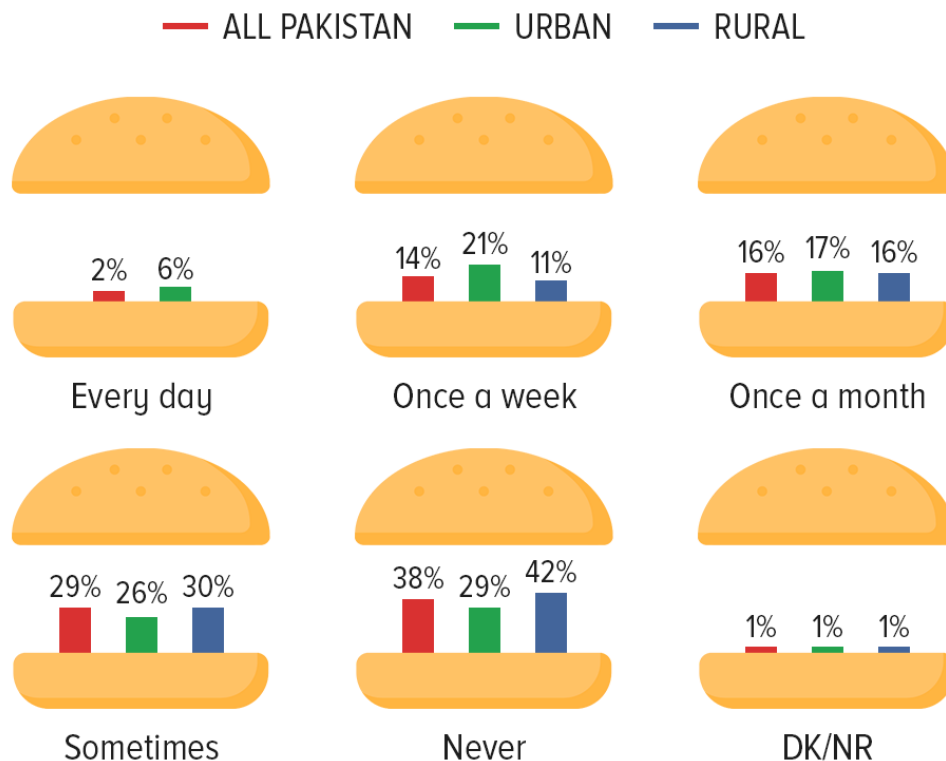


JULY 17, 2019

NEARLY 1 IN 3 PAKISTANIS (32%) CLAIM THEY HAVE SEMI-COOKED MEAT PRODUCTS SUCH AS K&N’S, SUFI, MENU NUGGETS AND BURGERS AT LEAST ONCE A MONTH; HOWEVER, 29% URBAN RESPONDENTS HAVE NOT USED SUCH PRODUCTS EVER.

Please tell us how regularly you consume items made out of semi-cooked meat (fried and instant meat products) such as K&N’s, Sufi, Menu Nuggets, burgers, etc.?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1386

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

Opinion Poll

SOCIAL BEHAVIOR
Eating Habits

Nearly 1 in 3 Pakistanis (32%) claim they have semi-cooked meat products such as K&N’s, Sufi, Menu Nuggets and burgers at least once a month; however, 29% urban respondents have not used such products ever. (GALLUP & GILANI PAKISTAN POLL)

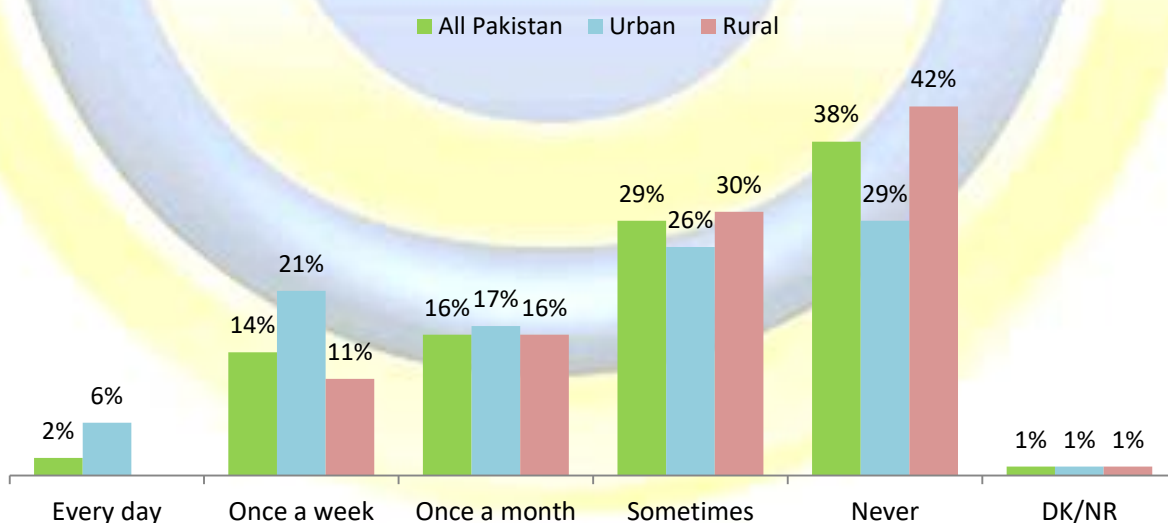
Islamabad, July 17, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, nearly 1 in 3 Pakistanis (32%) claim they consume semi-cooked meat products such as K&N’s, Sufi, Menu Nuggets and burgers at least once a month; however, 29% urban respondents have not used such products ever.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell us how regularly you consume items made out of semi-cooked meat (fried and instant meat products) such as K&N’s, Sufi, Menu Nuggets, burgers, etc.?” In response, 2% said every day, 14% said once a week, 16% said once a month, 29% said sometimes and 38% said never. 1% said they did not know or wish to respond.

Urban-Rural Breakdown: Of urban dwellers, 6% said every day, 21% said once a week, 17% said once a month, 26% said sometimes, 29% said never and 1% said they did not know or wish to respond. Of rural dwellers, 0% said every day, 11% said once a week, 16% said once a month, 30% said sometimes, 42% said never and 1% said they did not know or wish to respond.

Question: “Please tell us how regularly you consume items made out of semi-cooked meat (fried and instant meat products) such as K&N’s, Sufi, Menu Nuggets, burgers, etc.?”



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 1,386 men and women in urban and rural areas of all four provinces of the country, during June 15 - June 24, 2019. The error margin is estimated to be approximately ± 2-3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



Wednesday, July 17, 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,

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)