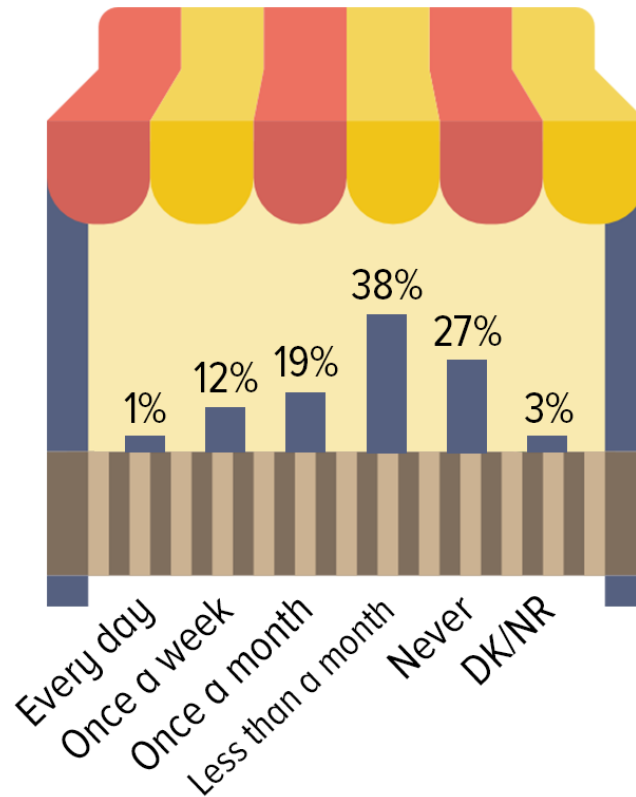


JULY 26, 2019

# FAST FOOD CULTURE YET TO TAKE OVER: A VAST MAJORITY OF PAKISTANIS (65%) CLAIM TO EITHER NEVER EAT FAST FOOD OR EAT IT LESS THAN ONCE A MONTH.

Please tell us how regularly you consume fast food, such as pizzas, burgers, Shawarmas, 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**

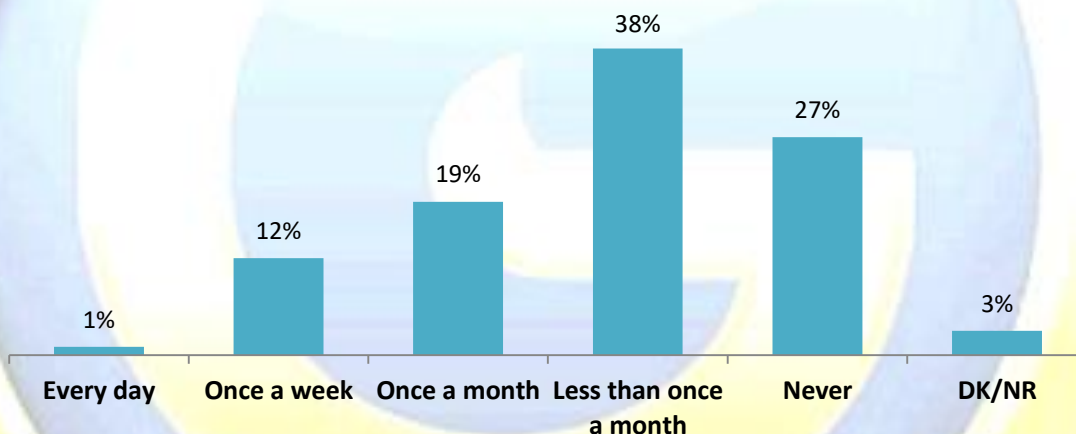
**Fast food culture yet to take over: A vast majority of Pakistanis (65%) claim to either never eat fast food or eat it less than once a month. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 26, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, a vast majority of Pakistanis (65%) claims to either never eat fast food or eat it less than once a month.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell us how regularly you consume fast food, such as pizzas, burgers, Shawarmas, etc.?" In response, 1% said every day, 12% said once a week, 19% said once a month, 38% said less than once a month and 27% said never. 3% said they did not know or wish to respond.

**Question: "Please tell us how regularly you consume fast food, such as pizzas, burgers, Shawarmas, etc.?"**



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 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  $\pm 2-3$  percent at the 95% confidence level.

## Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



GILANI RESEARCH  
FOUNDATION

**Friday, July 26, 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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**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](http://www.gallup-international.com)

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Daily Gilani Poll  
2019



of Gallup Pakistan  
(1980-2019)