

MORE THAN HALF PAKISTANIS (54%) SAY THAT
THEIR PREFERRED MASALA BRAND IS
NATIONAL FOODS.



Please tell, which Masala brand/company do you like and use in your house?

SOCIAL | Eating Habits

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1807



Opinion Poll
Social
Eating Habits

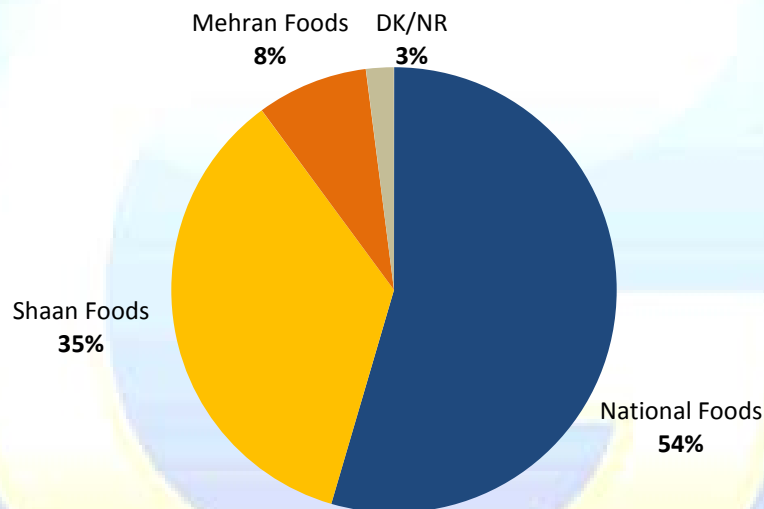
More than half Pakistanis (54 %) say that their preferred Masala brand is National Foods. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 06, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 54% Pakistanis say that their preferred Masala Brand is National Foods.

A nationally representative sample of men and women from across the four provinces was asked, “Please tell, which Masala brand/company do you like and use in your house?” In response to this question 54% mentioned National Foods, 35% mentioned Shaan Foods and 8% mentioned Mehran Foods. 3% did not respond.

Question: “Please tell, which Masala brand/company do you like and use in your house?”



Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup 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 Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1807 men and women in rural and urban areas of all four provinces of the country, during February 29 – March 07, 2016. 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



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(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
2016



of Gallup Pakistan
(1980-2016)