

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.

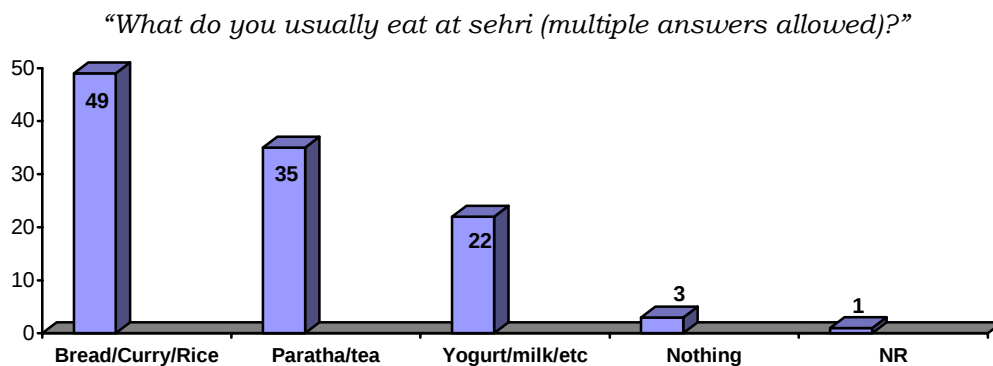
Bread, Curry, and Rice are The Most Preferred at Both Sehri and Iftaari: GILANI POLL/GALLUP PAKISTAN

Islamabad, September 11, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis have proper meal such as bread, curry or rice at both Sehri and Iftaar (*Sehri is the food consumed at dawn before keeping a fast and iftaar is the evening meal for Muslims*); 49% claimed to eat bread, curry, or rice at sehri and 34% have the same meal at iftaar. 35% said they have paratha (*bread fried in oil*) and tea and 22% have yogurt, milk and etc. for sehri. For aftari, 25% claimed to eat fruits, 20% have pakoras and samosas (*pakoras and samosas are stuffed fried fast food snacks eaten in the sub-continent*) where as 7% claimed to eat chaat (*mixture of various fruits or potatoes and beans*). Twenty five (25%) of the respondents have no particular preference and eat whatever is available at iftaar time.

A nationally representative sample of men and women from across the country were asked “*What do you usually eat at sehri (multiple answers allowed)?*” Majority (49%) claimed to eat bread, curry, or rice, 35% said they have paratha and tea and 22% have yogurt, milk and etc. Three percent (3%) of the respondents either do not eat anything at sehri while 1% gave no response.

The data reveals that while a proportionately higher percentage of urbanites claimed to consume paratha and tea at sehri, a higher percentage of ruralites have yogurt, milk etc.

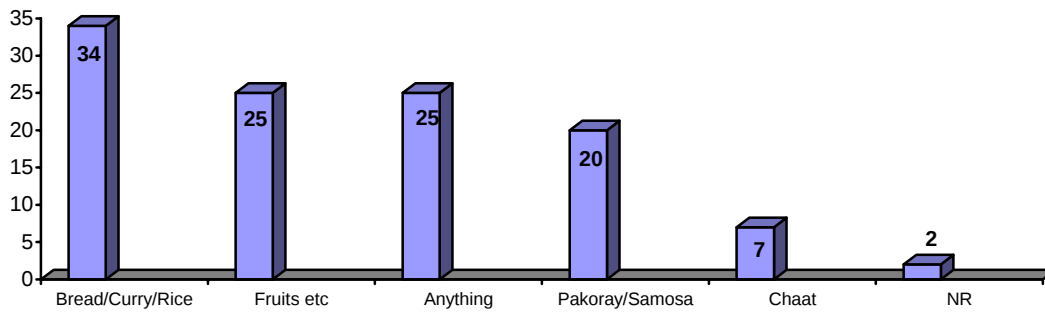


Source: Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

To find out about their food preference at iftaar, the respondents were asked “*What do you usually eat at Iftaar (multiple answers allowed)?*” Thirty four percent (34%) eat proper food such as bread, curry etc. 25% claimed to eat fruits, 20% have pakoras and samosas where as 7% claimed to eat chaat. Twenty five (25%) of the respondents have no particular preference and eat whatever is available at iftaar time and 2% gave no response.

It is seen that a significantly higher percentage of urbanites have pakoras and samosas, while a higher percentage of rural dwellers and elderly people consume proper food such as bread curry etc.

“What do you usually eat at Iftaar (multiple answers allowed)?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2775 men and women in rural and urban areas of all four provinces of the country, during August 2009. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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