



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 of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

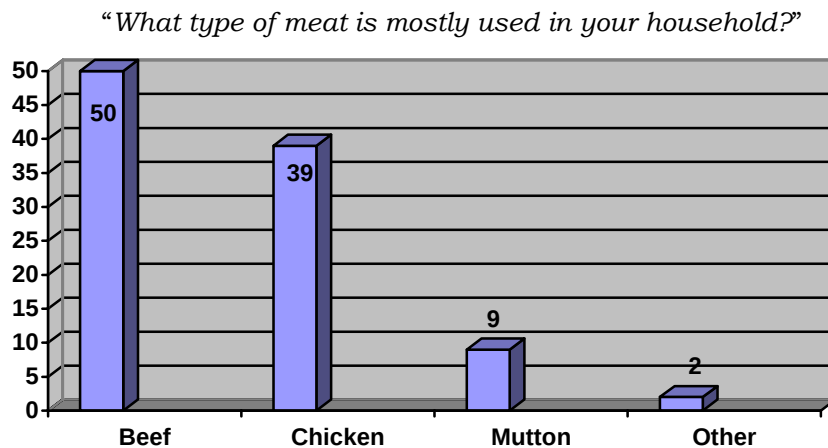
Beef is The Most Used Meat as Cited by 50 % of Pakistanis: GILANI POLL / GALLUP PAKISTAN

Islamabad, June 15, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, half of all Pakistanis (50%) said cow meat is the mostly consumed animal protein in their household. The next in line are chicken and mutton claimed to be used by 39% and 9% respectively. Two percent (2%) of the respondents said they use some other kind of meat. A proportionately higher percentage of ruralites (53%) eat beef as compared to their urban counterparts (43%). A higher number of respondents from Balochistan eat mutton while beef is more popular in NWFP.

A nationally representative sample of men and women from across the country were asked “*What type of meat is mostly used in your household?*” Majority (50%) said they use beef, 36% use chicken where as only 9% claimed to use mutton. Two percent (2%) of the respondents said they use some other kind of meat.

The data shows that a proportionately higher percentage of ruralites (53%) eat beef as compared to their urban counterparts (43%). Interestingly a higher proportion of respondents from Balochistan eat mutton while beef is more popular in NWFP. It is also noticed that since mutton and chicken are comparatively expensive they are mostly used by people from higher income groups.



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 2725 men and women in rural and urban areas of all four provinces of the country, during June 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 related and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630

E-mail: rabea.haque@gallup.com.pk