

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Dining Out

Results released on: September 24, 1999



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EVERY FIFTH URBANITE EATS OUT ATLEAST ONCE IN A MONTH - September 24, 1999

Twenty-two (22%) percent of urban men and women claimed in a recent Gallup Survey that they ate out at least once during the last one month at some restaurant hotel or local eating place. An equal number said they sometimes ate out, but could not do so during the last one month. The remaining 55% said they rarely or never eat out. The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 4000 statistically selected men and women in the major urban areas of the country.

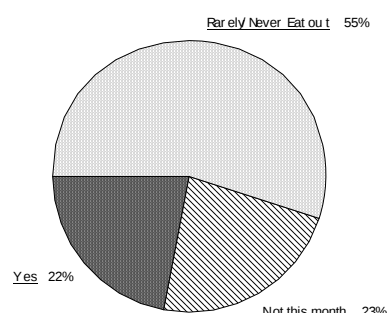
The survey further reveals that the incidence of eating out rises with the increase in income. The proportion of eating out was 32% among persons belonging to household income of Rs. 20,000-30,000 per month, while it was 42% among persons belonging to household income of 30,001 to 40,000 and 53% among those with income higher than Rs. 40,000 a month. The complete text of Gallup Weekly Poll may be seen on the internet at www.gallup.com.pk

Question: Did you eat out at least once during the last one month?

Among All Respondents

	<i>Percent of Respondents</i>		
	 Read as row percentage		
	Yes	Not this month	Rarely/Never Eat out
All Respondents	22%	23%	55%

Source: Gallup Pakistan, 1999



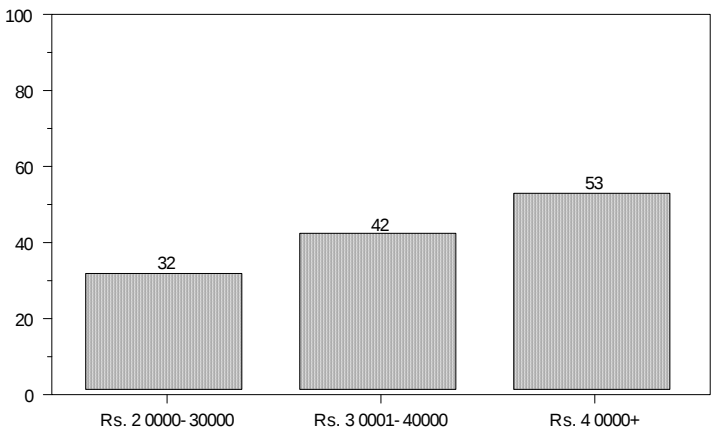
Among Upper Income Groups

	<i>Percent of Respondents</i>		
	 Read as row percentage		
	Yes	Not this month	Rarely/Never Eat out
Monthly Household income			
Rs. 20,000-30,000	32%	32%	36%
Rs. 30,001-40,000	42%	30%	28%
Rs. 40,000+	53%	30%	17%

Source: Gallup Pakistan, 1999

Question: Did you eat out atleast once during the last one month?

EAT OUT ATLEAST ONCE IN LAST MONTH
(Among Different Income Groups)



Source: Gallup Pakistan, 1999