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GALLUP PAKISTAN POLL FINDINGS ON

Preference for Chicken meat is rapidly replacing mutton & beef in Pakistan

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According to a recent Gallup poll, chicken meat is rapidly replacing mutton and beef in Pakistan.

The respondents in the sample were asked the following questions." Which meat do you prefer to use the most? Nearly half (49%) of a nationally representative sample of urban men and women named chicken as their most liked meat. In a similar poll conducted by Gallup Pakistan in 1986 only 14% had shown preference for using chicken meat. By the same count preference for use for mutton and beef has declined. Mutton declined from 51% to 29% during the same period and beef declined from 34% to 20%.

It is interesting to note that the preference for chicken meat is stronger among the younger population : 52% of under 30 prefer chicken compared to 22% of over 50. Analysts at Gallup say the favourable change in the relative price of chicken is an important factor in its preference. But, furthermore many in the younger generation are simply not in a position to develop a taste for the expensive mutton as their elders had once done. They don't prefer it because they never used it enough to develop a taste for it. Gallup market research analysts also pointed out that the annual market, for meat in Pakistan is approximately **50 billion** rupees. This is the value of various types of meat and fish, which we consume in a year.

The survey was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International among a cross section of more than 2000 men and women in the urban areas of all the four provinces of Pakistan. The error margin in a survey of this kind is around 3 percent at 95 percent confidence level. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk.