

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **MEAT CONSUMPTION**

Survey Dates: *October 19-20 2008*
Results released on: *March 30, 2009*

Conducted in Pakistan by



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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 Ph.d from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

More than 50 % Pakistanis prefer meat over vegetables and pulses: GALLUP PAKISTAN

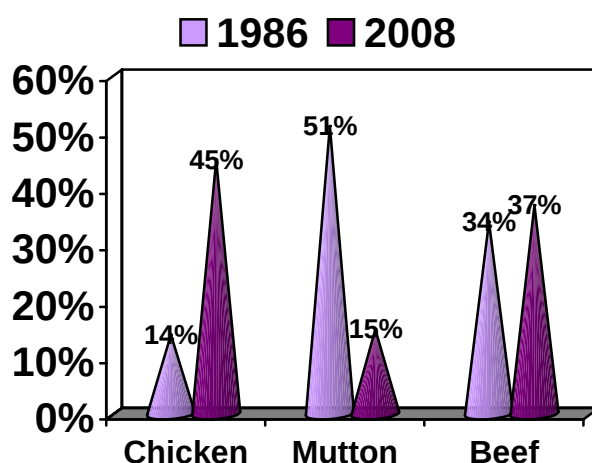
Islamabad: March 30, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, meat is the most essential food item in people's daily diet.

In a survey in October 2008, respondents were also asked to list what they would like as the main component of their daily diet. Assuming that financial constraints were removed and price was kept constant the results revealed:

52% would prefer meat
37% would choose vegetables
10% would like to have pulses

Over the years, many changes have been observed in the pattern of meat consumption in the country. The graph shows how the levels of preference of chicken and mutton have interchanged between the years 1986 and 2008.



Source: Gallup Pakistan Survey, October 2008

In recent years chicken has maintained its position as the largest source of meat consumption in Pakistan. However, after experiencing dramatic rise for some 20 years, chicken lost part of its edge due to apprehensions caused by viruses such as bird flu. After reaching a very high figure of 49% in 2000, the share of chicken in meat consumption fell to 39% in 2007. Most of the loss in level of chicken preference translated into gain in mutton consumption (its level rising from 29% to 36%). However in the most recent survey we see that chicken is gaining back its lost share (45%).

The study was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International, among a sample of 2562 men and women in rural and urban areas of the country during October 19-20, 2008. Error margin is estimated to be approx. + 2-3 per cent at 95% confidence level.

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

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