



Opinion Poll
SOCIAL BEHAVIOR
Eating Habits/Cooking Habits

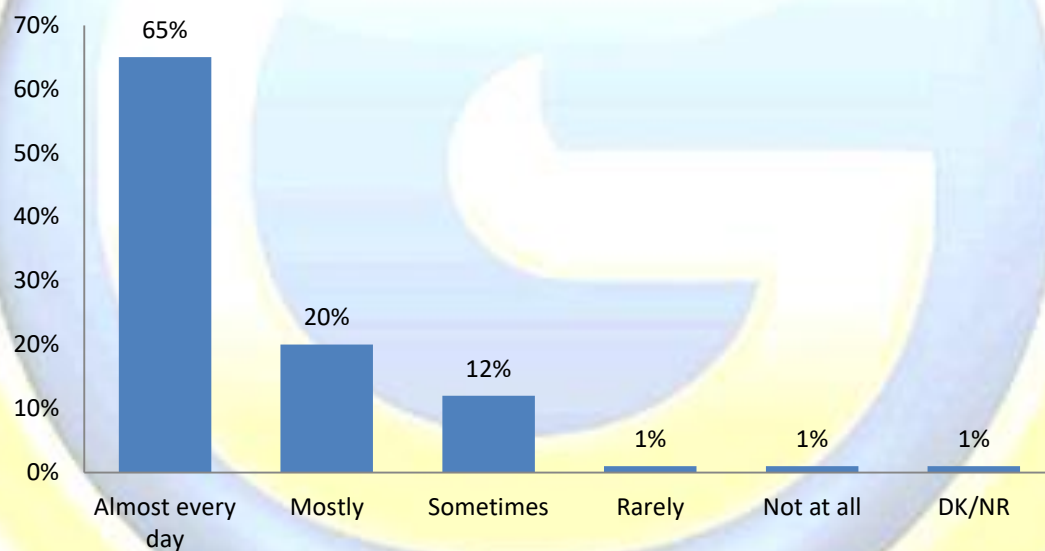
Dominant majority of Pakistanis (65%) say that almost every day fresh food is cooked in their house. (GRF POLL)

Islamabad, October 18, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, dominant majority of Pakistanis (65%) say that almost every day fresh food is cooked in their house.

A nationally representative sample of men and women from across the four provinces was asked, “Think about the main meal (the meal when all your family members are present to eat and everyone sits together) and please tell how frequently food is cooked freshly at your house?” In response to this question, 65% said fresh food is cooked almost every day, 20% said mostly, 12% said sometimes, 1% said rarely, and 1% said not at all. 1% did not know or did not wish to respond.

Question: “Think about the main meal (the meal when all your family members are present to eat and everyone sits together) and please tell how frequently food is cooked freshly at your house?”



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

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1835 men and women in rural and urban areas of all four provinces of the country, during August 1 – August 8, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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of Gallup Pakistan
(1980-2016)