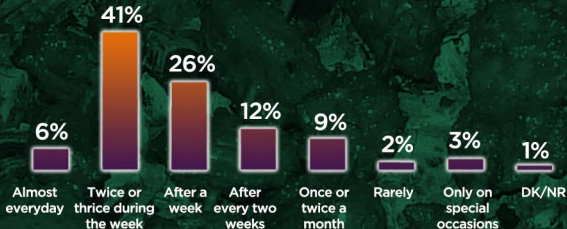


NOV 24, 2016

# 52% PAKISTANIS EAT MEAT ONCE A WEEK OR LESS.

In your house usually how often do you eat meat?





Opinion Poll  
**SOCIAL BEHAVIOR**  
**Eating Habits/ Cooking Habits**

**52 % Pakistanis eat meat once a week or less. (GRF POLL)**

Islamabad, November 24, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 52% Pakistanis eat meat once a week or less.

A nationally representative sample of men and women from across the four provinces were asked, “In your house usually how often do you eat meat?” In response to this question, 6% said almost every day, 41% said twice or thrice during the week, 26% said after a week, 12% said after every two weeks, 9% said once or twice a week, 2% said rarely, 3% said only on special occasions. 1% did not know or did not wish to respond.

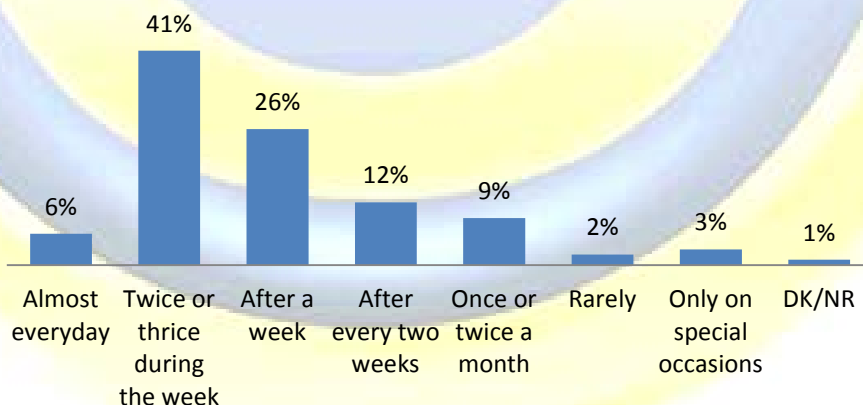
**Urban Rural Breakdown:**

In urban areas, 6% said almost every day, 43% said twice or thrice during the week, 26% said after a week, 12% said after every two weeks, 8% said once or twice a week, 2% said rarely, 2% said only on special occasions. 1% did not know or did not wish to respond. In rural areas, 5% said almost every day, 36% said twice or thrice during the week, 28% said after a week, 13% said after every two weeks, 11% said once or twice a week, 1% said rarely, 5% said only on special occasions. 1% did not know or did not wish to respond.

Comparing the two regions, 7% more urban dwellers eat meat twice or thrice during the week.

**Question: “In your house usually how often do you eat meat?”**

**All Pakistan**

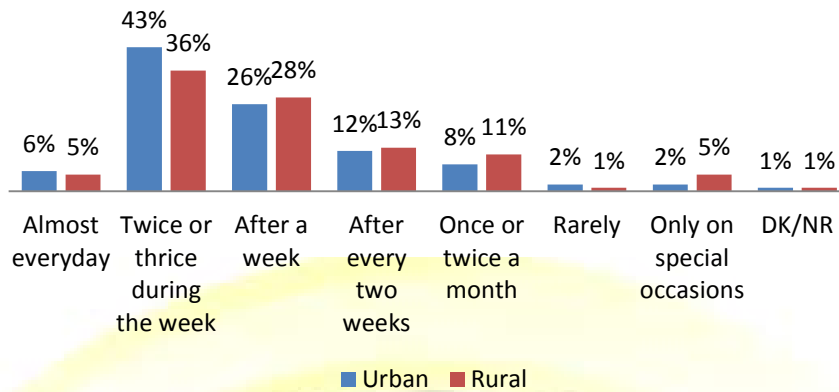


Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://www.gilanifoundation.com))



## Urban Rural Breakdown



Source: Gilani Research Foundation Poll (GRF Poll)  
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://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 1892 men and women in rural and urban areas of all four provinces of the country, during August 29 – September 5, 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*



**Thursday, November 24, 2016**  
*(4 Pages, English version Only)*

***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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Daily Gilani Poll  
2016



of Gallup Pakistan  
(1980-2016)