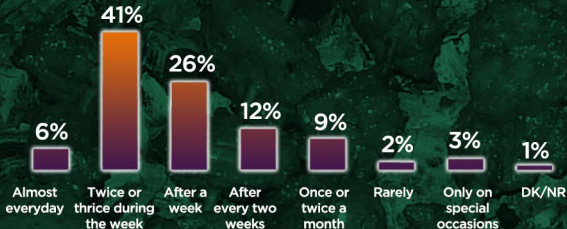


NOV 24, 2016

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.

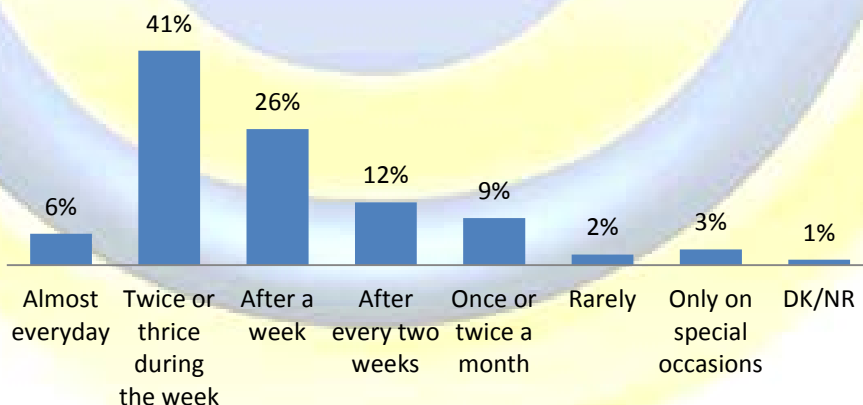
Urban Rural Breakdown:

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

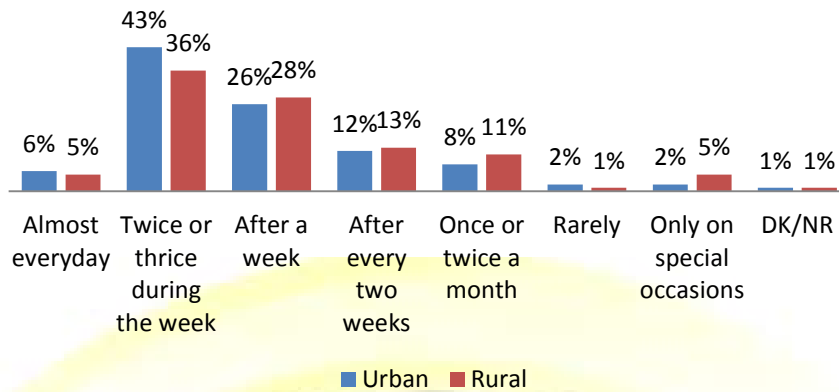


Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; 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; 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 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 ± 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)