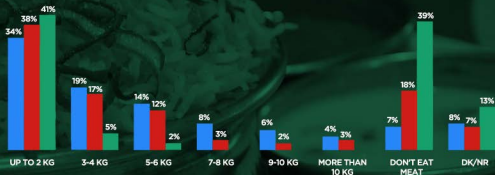


NOV 25, 2016

MAJORITY PAKISTANIS CONSUME UP TO TWO KILOGRAMS OF DIFFERENT MEATS (CHICKEN, BEEF, AND MUTTON) IN A MONTH.

In your household, what is the amount of different meats consumed in a month?



SOURCE: GALLUP AND GILANI SURVEYS. SAMPLE SIZE: 1892
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.



Opinion Poll
SOCIAL BEHAVIOR
Eating Habits/ Cooking Habits

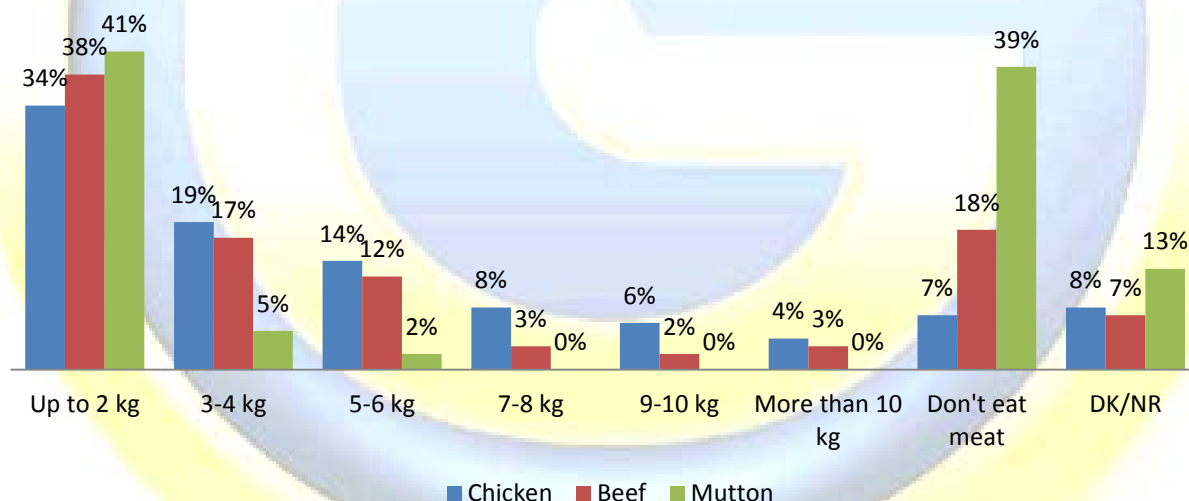
Majority Pakistanis consume up to two kilograms of different meats (chicken, beef, and mutton) in a month. (GRF POLL)

Islamabad, November 25, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, majority Pakistanis consume up to two kilograms of different meats (chicken, beef, and mutton) in a month.

A nationally representative sample of men and women from across the four provinces were asked, “In your household, what is the amount of different meats consumed in a month?” In response to this question for chicken, 34% said they consume up to 2 kg, 19% said 3-4 kg, 14% said 5-6 kg, 8% said 7-8 kg, 6% said 9-10 kg, 4% said more than 10 kg, 7% do not consume chicken and 8% did not know or did not wish to respond. For beef, 38% said they consume up to 2 kg, 17% said 3-4 kg, 12% said 5-6 kg, 3% said 7-8 kg, 2% said 9-10 kg, 3% said more than 10 kg, 18% do not consume beef and 7% did not know or did not wish to respond. For mutton, 41% said they consume up to 2 kg, 5% said 3-4 kg, 2% said 5-6 kg, 39% do not consume mutton and 13% did not know or did not wish to respond.

Question: “In your household, what is the amount of different meats consumed in a month?”



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 $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Friday, November 25, 2016
(3 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)