



Public Opinion in Pakistan in the Year 2006

SOCIAL BEHAVIOR Eating Habits/ Cooking Habits

(2006-2016) 22% decrease in the proportion of Pakistanis who purchase fresh meat. GILANI POLL/GALLUP PAKISTAN

Islamabad, December 15, 2016

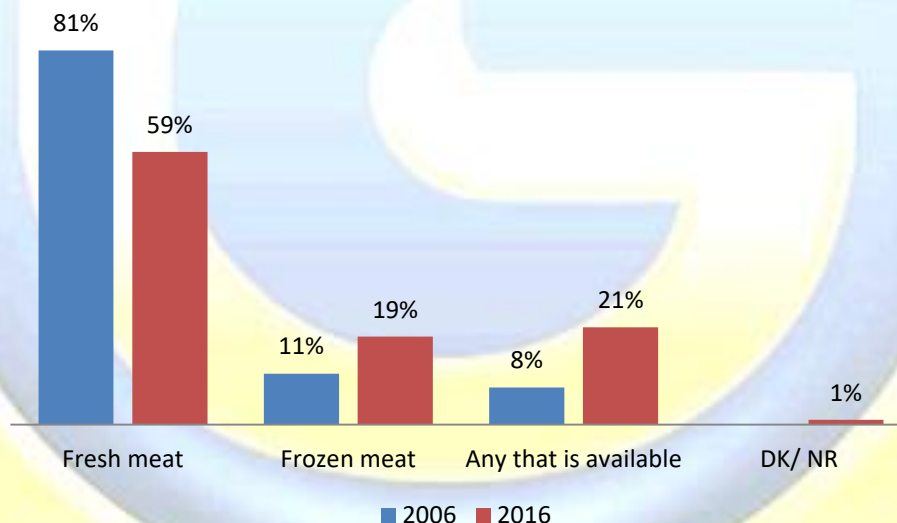
According to a Gallup Pakistan National Survey conducted in the year 2006 (10 years ago) respondents were asked, “Does your household normally purchase meat (chicken, mutton, beef) fresh from the butcher or use frozen (already cut meat put into freezer) meat?” To this, 81% said fresh meat, 11% said frozen meat and 8% said any that is available.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 59% said fresh meat, 19% said frozen meat and 21% said any that is available. 1% did not know or did not wish to respond.

According to public opinion, there has been a 22% decrease in the proportion of Pakistanis who purchase fresh meat, an 8% increase in the proportion of Pakistanis who purchase frozen meat and a 13% increase in the proportion of Pakistanis who purchase any meat that is available.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision making in Pakistan.

Question: “Does your household normally purchase meat (chicken, mutton, beef) fresh from the butcher or use frozen (already cut meat put into freezer) meat?”



Source: Gallup and Gilani Surveys
The Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: ‘Gallup Pakistan has been polling in Pakistan since 1979 (over 35 years). During this time millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues. For more information about Gallup History Project, please contact caf@gallup.com.pk.’

Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



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(2 Pages including this)

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)