



Opinion Poll
SOCIAL BEHAVIOR
Eating Habits/ Cooking Habits

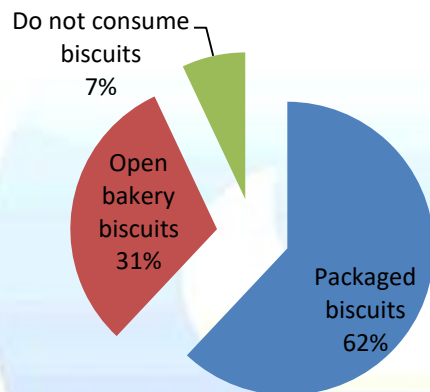
Biscuit preference: 62% Pakistanis consume packaged biscuits while 31% consume open bakery biscuits. (GRF POLL)

Islamabad, February 20, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 62% Pakistanis consume packaged biscuits while 31% consume open bakery biscuits.

A nationally representative sample of men and women from across the four provinces was asked, “What kinds of biscuits are usually consumed in your house?” In response to this question, 62% said they usually consume packaged biscuits, 31% said open bakery biscuits while 7% said they do not consume biscuits.

Question: “What kinds of biscuits are usually consumed in 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)

Bilal I Gilani, Executive Director at Gilani Research Foundation adds: “The result of this national study shows that packaged biscuits have made great inroads into consumer purchase across the country. On the one hand this has brought convenience and variety to consumers; on the other hand it threatens local SME’s related with bakery business.”

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 1918 men and women in rural and urban areas of all four provinces of the country, during December 5– December 12, 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



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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
(1980-2017)