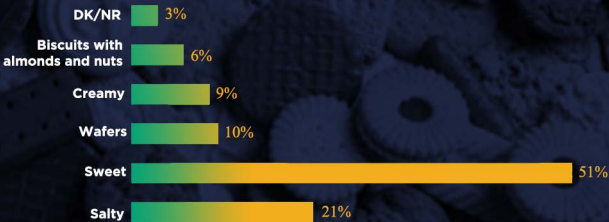


FEBURARY 21, 2017

BISCUIT PREFERENCE: 51% PAKISTANIS LIKE SWEET BISCUITS; 6% PREFER NUTTY BISCUITS.

What kinds of biscuits do you personally like?





Opinion Poll
SOCIAL BEHAVIOR
Eating Habits/ Cooking Habits

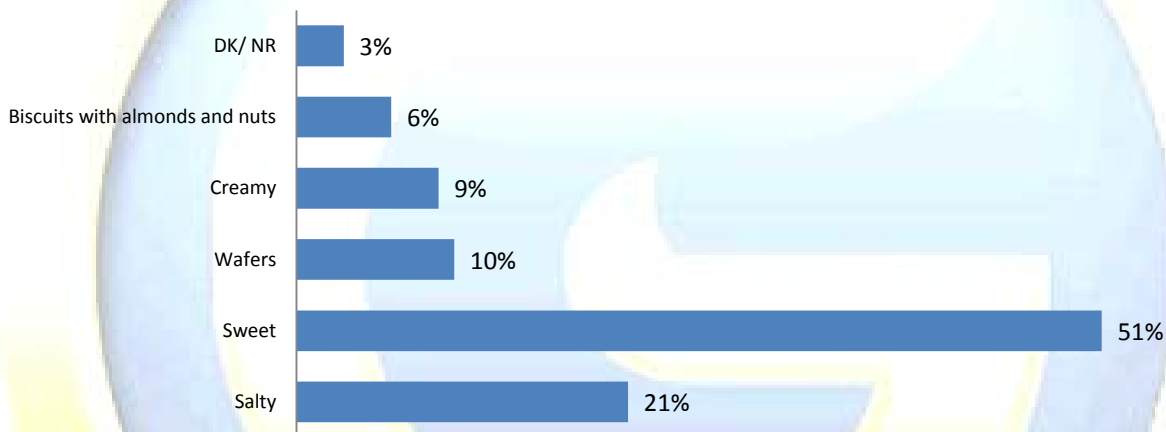
Biscuit preference: 51 % Pakistanis like sweet biscuits; 6 % prefer nutty biscuits. (GRF POLL)

Islamabad, February 21, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 51% Pakistanis like sweet biscuits; 6% prefer nutty biscuits.

A nationally representative sample of men and women from across the four provinces was asked, “What kinds of biscuits do you personally like?” In response to this question, 21% said they personally like salty biscuits, 51% said sweet, 10% said wafers, 9% said creamy and 6% said biscuits with almonds and nuts. 3% did not know or did not wish to respond.

Question: “What kinds of biscuits do you personally like?”



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 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



Tuesday, February 21, 2017
(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,

Ms. Fatima Idrees
Phone: +92-51-2655630
E-mail: fatima.idrees@gilanifoundation.com

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)