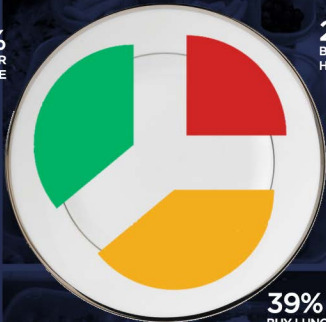


FEBURARY 22, 2017

1 IN 4 PAKISTANIS WHO ARE EMPLOYED CLAIM TO BRING LUNCH FROM HOME; 39% SAY THEY BUY LUNCH AT WORK.

If you go anywhere for work/ employment, what do you have for lunch during lunch times?

36%
EAT AFTER
RETURNING HOME



25%
BRING FROM
HOME

39%
BUY LUNCH AT
WORK



Opinion Poll
SOCIAL BEHAVIOR
Eating Habits/ Cooking Habits

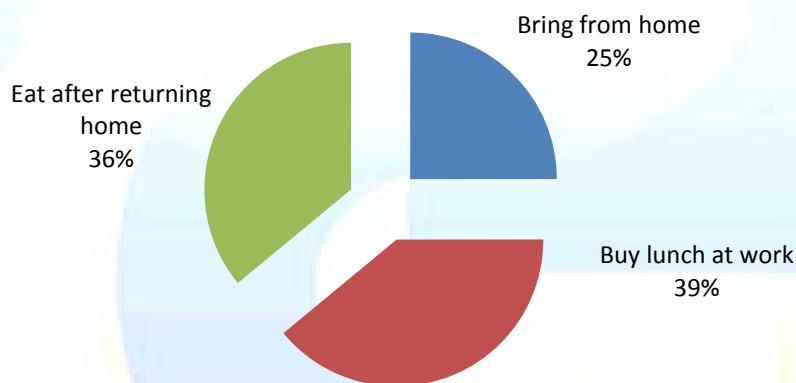
1 in 4 Pakistanis who are employed claim to bring lunch from home; 39 % say they buy lunch at work. (GRF POLL)

Islamabad, February 22, 2017

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 1 in 4 Pakistanis who are employed claim to bring lunch from home; 39% say they buy lunch at work.

A nationally representative sample of men and women from across the four provinces who are employed were asked, “If you go anywhere for work/ employment, what do you have for lunch during lunch times?” In response to this question, 25% said they bring lunch from home, 39% said they buy lunch at work while 36% said they eat after returning home.

Question: “If you go anywhere for work/ employment, what do you have for lunch during lunch times?”



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 results of this national study provides important insights for newly emerging “Office Lunch Products” being offered by startups in Metros in the country. Nearly half of the labor force who buy lunch at work, if offered good product offering can become customers of such startups.”

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 853 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



Wednesday, February 22, 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,

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Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)