

February 2017

Gilani Weekly Poll

CYBERLETTER

Week 299

February 20th, 2017 — February 24th, 2017

GALLUP
PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

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FROM THE EDITOR

Dear Reader,

Gilani Research Team now brings to you a collection of daily polls releases in the form of a weekly digest, which gives you the opportunity to read opinions of the Pakistani public on various socio-political issues. We hope it will be of interest to you and your readers.

If you have any further questions in this regard, please feel free to contact us.

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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

February 20, 2017

Biscuit preference: 62% Pakistanis consume packaged biscuits while 31% consume open bakery biscuits.

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

62%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

February 21, 2017

Biscuit preference: 51% Pakistanis like sweet biscuits; 6% prefer nutty biscuits.

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

51%

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OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

February 22, 2017

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

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.

25%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)

February 23, 2017

45% Pakistanis say that they or another household member ate at a restaurant in the past month.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 45% Pakistanis say that they or another household member ate at a restaurant in the past month.

45%

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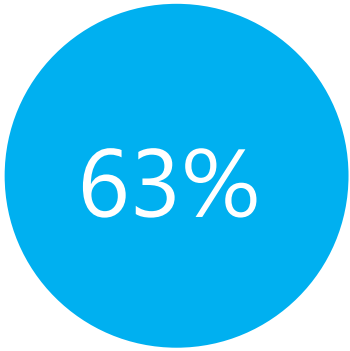
OPINION POLLS - HIGHLIGHTS

Gilani Research Foundation (GRF Poll)

February 24, 2017

Majority Pakistanis (63%) claim to read the ingredients before buying packaged food items.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, majority Pakistanis (63%) claim to read the ingredients before buying packaged food items.

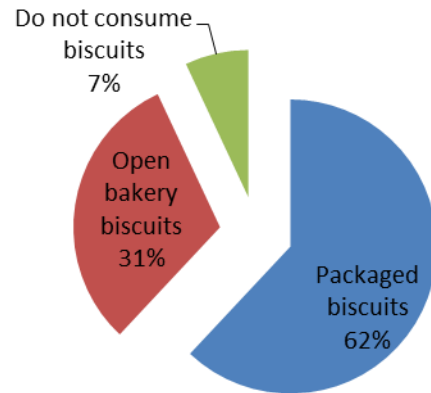


63%

[CLICK FOR DETAILS »](#)

Gilani Research Foundation (GRF Poll)
Islamabad— February 20, 2017

Biscuit preference: 62% Pakistanis consume packaged biscuits while 31% consume open bakery biscuits.



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

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.

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

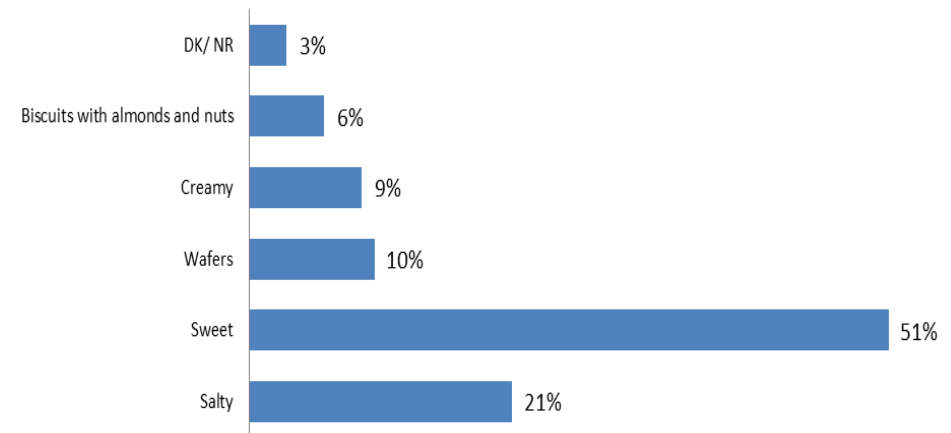
*Gilani Research Foundation (GRF Poll)**Islamabad February 21, 2017*

“ Biscuit preference: 51% Pakistanis like sweet biscuits; 6% prefer nutty biscuits. ”

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.

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

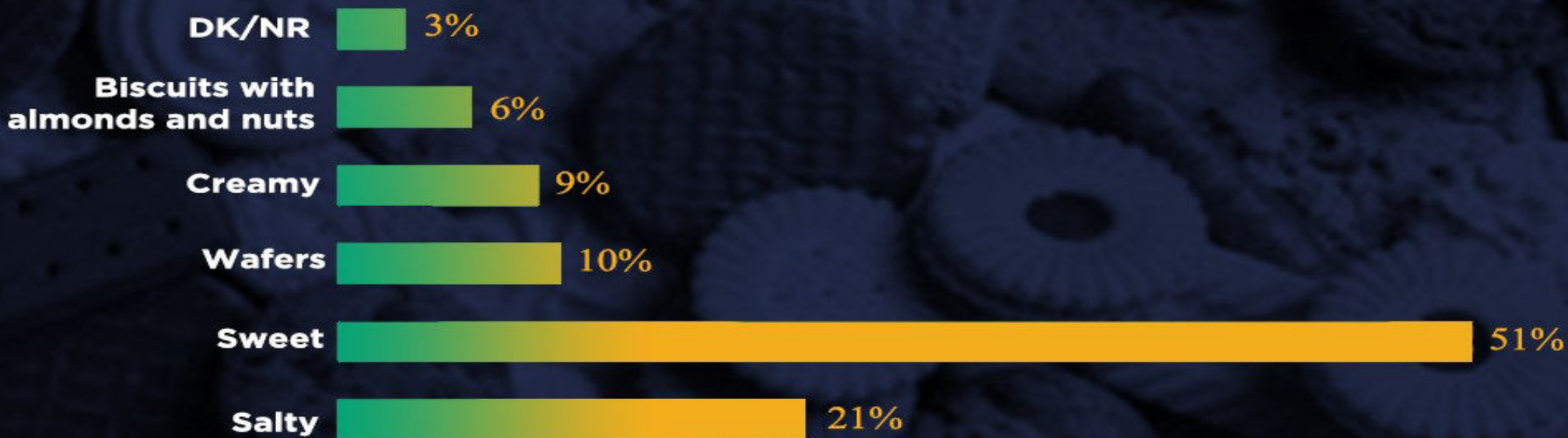


Source: Gilani Research Foundation Poll (GRF Poll)
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com

FEBURARY 21, 2017

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

What kinds of biscuits do you personally like?



*Gilani Research Foundation (GRF Poll)**Islamabad - February 22, 2017*

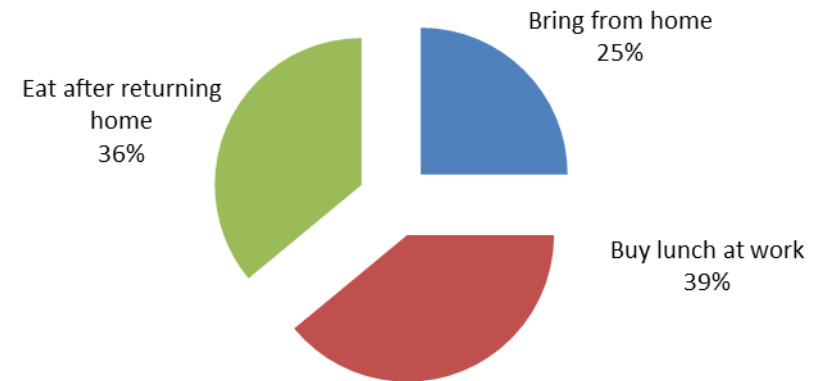
1 in 4 Pakistanis who are employed claim to bring lunch from home; 39% say they buy lunch at work.

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.

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



Source: Gallup Pakistan National Survey
Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International
Association: www.gallup-international.com; www.gallup.com.pk,
www.gilanifoundation.com

FEBRUARY 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

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 853
Nationally Representative Sample covering both urban rural respondents across Pakistan's four provinces.

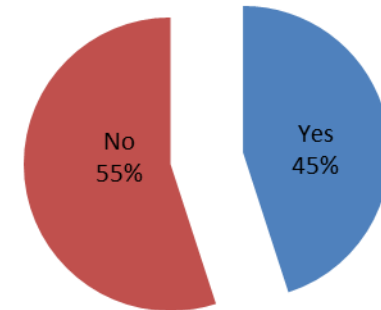
*Gilani Research Foundation (GRF Poll)**Islamabad - February 23, 2017*

45% Pakistanis say that they or another household member ate at a restaurant in the past month.

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 45% Pakistanis say that they or another household member ate at a restaurant in the past month.

A nationally representative sample of men and women from across the four provinces were asked, “Please tell, in the past one month did any member of your family had the opportunity to eat in a restaurant/ hotel?” In response to this question, 45% said yes they had the opportunity to eat in a restaurant/ hotel in the past one month, while 55% said no.

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

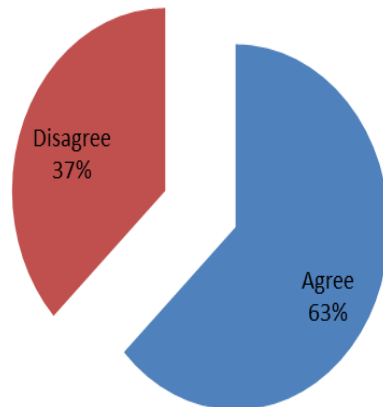


Source: Gallup Pakistan National Survey

Field work conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International Association www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

*Gilani Research Foundation (GRF Poll)**Islamabad - February 24, 2017*

Majority Pakistanis (63%) claim to read the ingredients before buying packaged food items.



According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, majority Pakistanis (63%) claim to read the ingredients before buying packaged food items.

A nationally representative sample of men and women from across the four provinces was asked, “Some people say that smoking causes fatal diseases such as heart attack, cancers etc, while others oppose this. What is your opinion in this regard?” In response to this question, 77% said absolutely right, 21% said somewhat right and 2% said absolutely wrong.

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

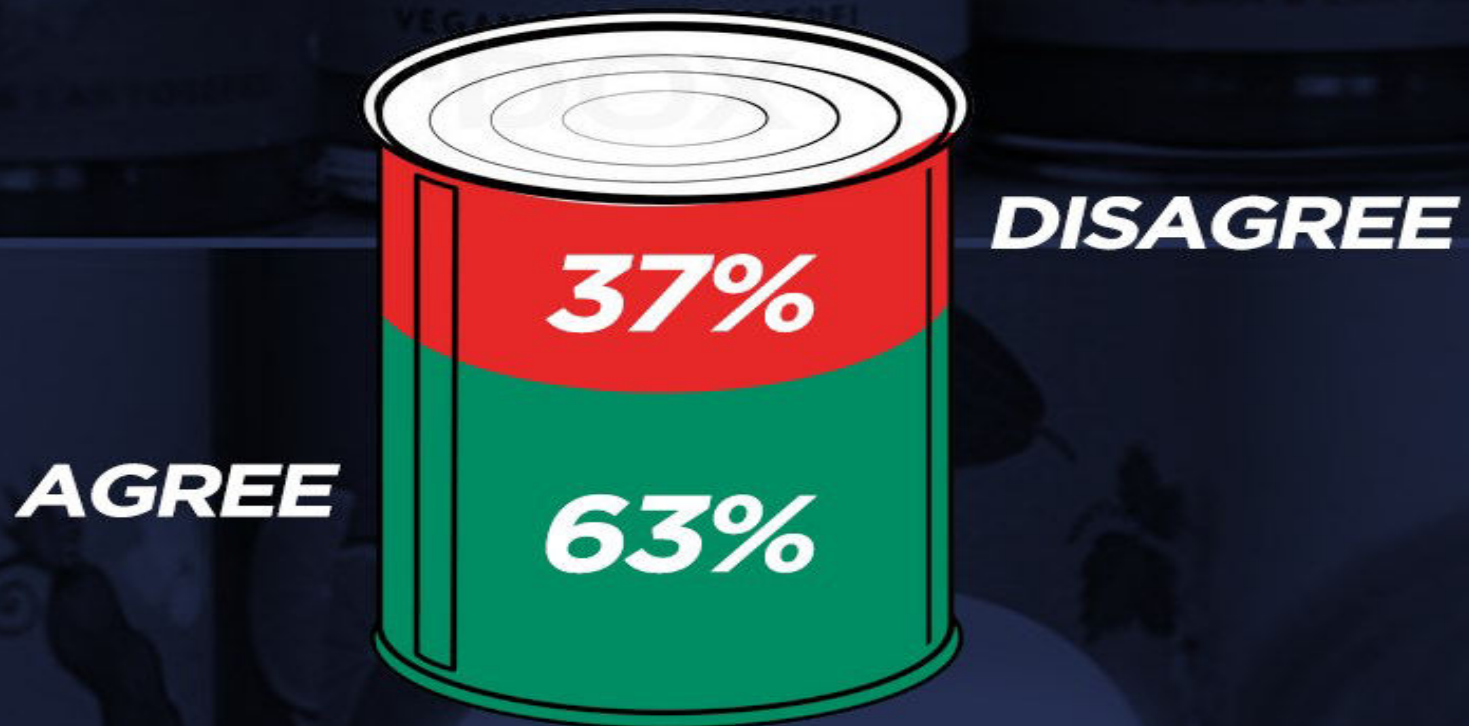
Source: Gallup Pakistan National Survey

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FEBURARY 24, 2017

MAJORITY PAKISTANIS (63%) CLAIM TO READ THE INGREDIENTS BEFORE BUYING PACKAGED FOOD ITEMS.

I will read a few statements, please tell me whether you agree or disagree with each of the following? [I always read the ingredients whenever I buy some packaged food item for the first time]



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