

(2004-2016) 8% INCREASE IN THE PROPORTION OF PAKISTANIS WHO CONSUME PACKAGED BISCUITS; 30% CONTINUE TO CONSUME BAKERY BISCUITS.

What kinds of biscuits are usually consumed in your house?





Public Opinion in Pakistan in the Year 2004

SOCIAL BEHAVIOR

Eating Habits /Cooking Habits

(2004-2016) 8 % increase in the proportion of Pakistanis who consume packaged biscuits; 30 % continue to consume bakery biscuits. GALLUP & GILANI PAKISTAN

Islamabad, March 28, 2017

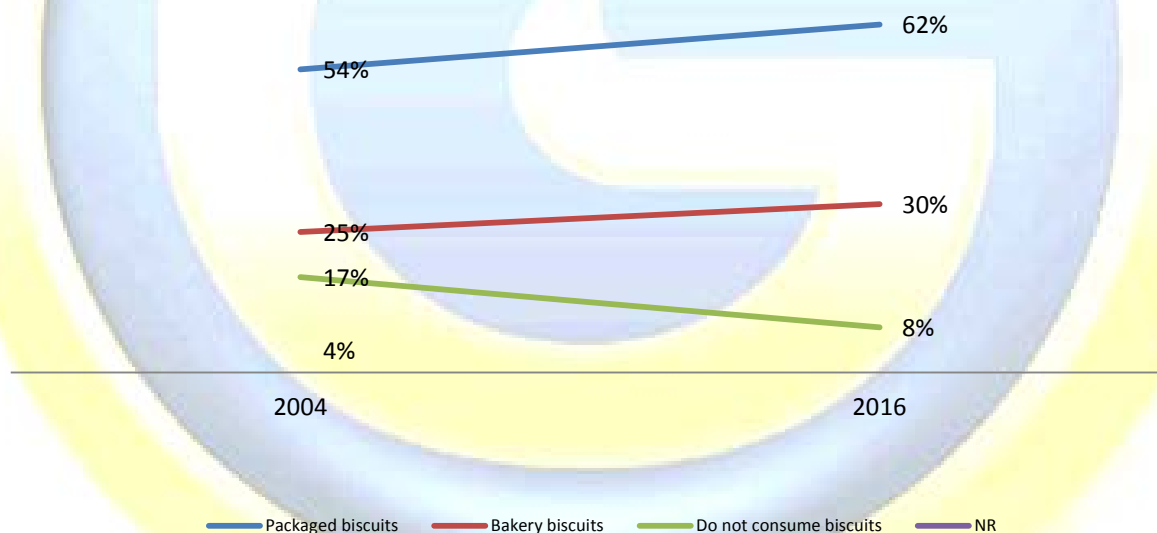
According to a Gallup & Gilani Pakistan National Survey conducted in the year 2004 (12 years ago) respondents were asked, "What kinds of biscuits are usually consumed in your house?" To this, 54% said packaged biscuits, 25% said bakery biscuits, 17% said they do not consume biscuits and 4% did not respond.

Comparative Picture: The question was asked again in 2016 to enable a concrete comparison. In 2016, 62% said packaged biscuits, 30% said bakery biscuits and 8% said they do not consume biscuits.

According to public opinion, there has been an 8% increase in the proportion of Pakistanis who consume packaged biscuits, a 5% increase in the proportion of Pakistanis who consume bakery biscuits and a 9% decrease in the proportion of Pakistanis who do not consume biscuits.

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: "What kinds of biscuits are usually consumed in your house?"



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 & Gilani Pakistan and is Director of Gallup Pakistan History Project explains the aim of the Project as follows: 'Gallup & Gilani 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 & Gilani Pakistan

The Pakistani Affiliate of Gallup International



Tuesday, March 28, 2017

(3 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 & Gilani 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



of Gallup Pakistan
(1980-2017)