

36 Years of Polling On Eating Habits of Pakistanis 1980-2016

Perceptions and Preferences of the Pakistani Public



A Gallup Pakistan Report





36 YEARS OF POLLING ON EATING HABITS OF PAKISTANIS

(1980-2016)

PERSONAL OF PAKISTANI PUBLIC

(NOT FOR PUBLIC RELEASE OR PUBLICATION)

December, 2016



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CAUTION:

THIS IS A PRELIMINARY DRAFT

We are in the process of reviewing, cross-checking and revising/editing the material presented here. Please feel free to use the revised version for any research and teaching purpose.

DISCLAIMER

The data pertain to 36 years of polling work. We have made much effort to standardize the samples and question wording wherever comparisons are made across years. However it still leaves room for improvement. We will join our readers in bringing greater refinement in all stages of research as we look ahead to future work on the same subjects.

LOOKING BACK AND LOOKING AHEAD

The basic purpose of this Report is to start a meaningful debate on the issue of Polling Research on Society and Food Habits in Pakistan and identify avenues of further improvement. We admit that during the last 36 years we often asked inappropriate questions or did not maintain a time series as we should have. Moreover, our questions were not always informed by Relevant Experts knowledge. Hopefully in the future, we will frame more 'informed questions' in a more 'informed framework'.

While recognizing its limitations, what we have and present here, provides approximations to Perceptions on a wide variety of Social issues, which may otherwise be unavailable in a scientific fashion.

We present this to generate a constructive debate between Sociologists, Anthropologists and related Professionals working on Social Issues and Survey Researchers. The two can join hands to produce valuable Research and teaching materials for Concerned Professionals.

Note: For more details on Methodology please refer to the Methodology Section



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SECTION 1:

A TYPICAL PAKISTANI MEAL

Note: For more details on Methodology please refer to the Methodology Section



Section 1:

A TYPICAL PAKISTANI MEAL

The majority of Pakistanis (41%) eat Paratha in the morning followed by Roti (16%), tea (10%) and bread (23%). At lunch and dinner, Rotti is the staple diet (57%; 52%) followed by rice (18%; 18%) respectively. It is interesting to note that majority (18%) of our households claim having light meals at both lunch and dinner times.

Majority (43%) of Pakistanis eat meals three times a day. 41% have two meals, 10% have one meal and 6% eat meals more than thrice in a day.

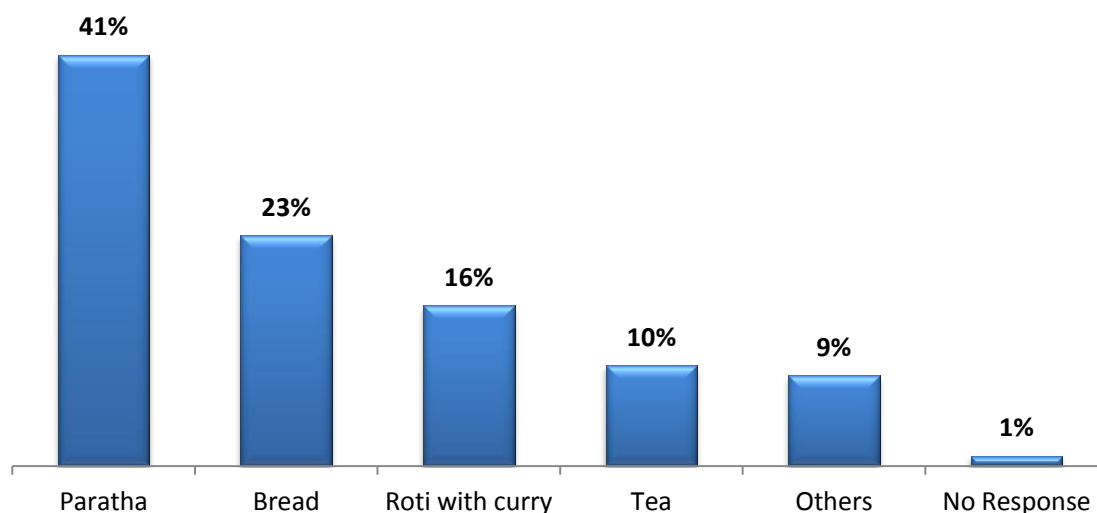
About half of the survey population says that they are away from home at lunchtime. While 39% of them buy lunch from their workplace, 25% take it from home whereas 36% eat after returning home.



A Typical Pakistani Meal

BREAKFAST: WHAT DOES A PAKISTANI EAT?

Question: Mostly, what do you like to take in your Breakfast?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2008	2009	2012	2013	2016
Paratha	45%	41%	49%	46%	53%	41%
Bread	10%	11%	10%	15%	12%	23%
Tea	11%	13%	9%	13%	19%	10%
Rusk	-	-	7%	-	-	-
Roti with curry	34%	33%	18%	25%	31%	16%
Nothing	-	-	2%	-	-	-
Others	-	1%	-	-	1%	9%
No Response	-	1%	5%	1%	-	1%

Source: Gallup & Gilani / National Surveys, 2006, 2008, 2009, 2012, 2013 and 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Multiple Response Question: Responses will not add to 100%.

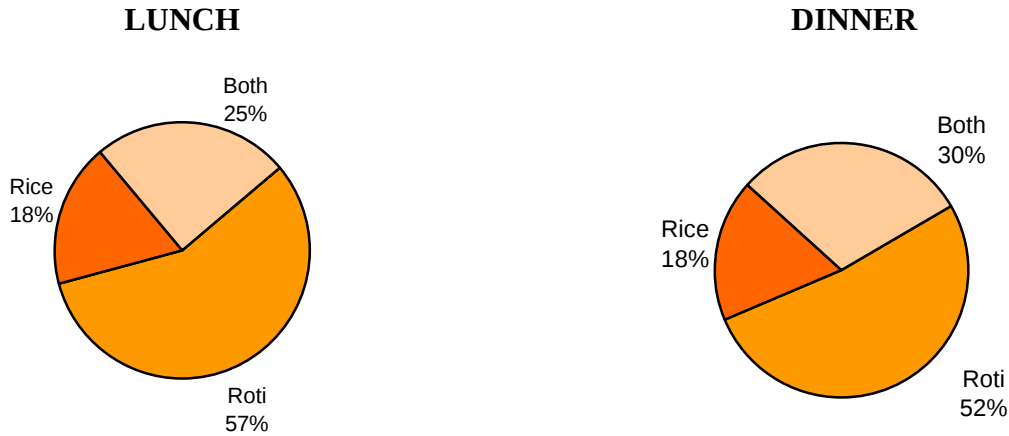
Note: For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

LUNCH AND DINNER: WHAT DOES A PAKISTANI EAT?

Question: Mostly, what do you eat at lunch and dinner?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2008	2009	2010	2012	2013	2015	2016
Lunch								
Roti	85%	71%	65%	66%	71%	61%	61%	57%
Rice	14%	10%	15%	31%	14%	17%	17%	18%
Both	1%	17%	20%	-	14%	22%	22%	25%
No Response	-	2%	-	3%	1%	-	-	-
Dinner								
Roti	67%	65%	65%	75%	59%	63%	48%	52%
Rice	30%	12%	18%	25%	20%	15%	20%	18%
Both	3%	21%	17%	-	19%	21%	31%	30%
No Response	-	2%	-	-	2%	1%	1%	-

Source: Gallup & Gilani / National Surveys, 2006, 2008, 2009, 2010, 2012, 2013, 2015 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

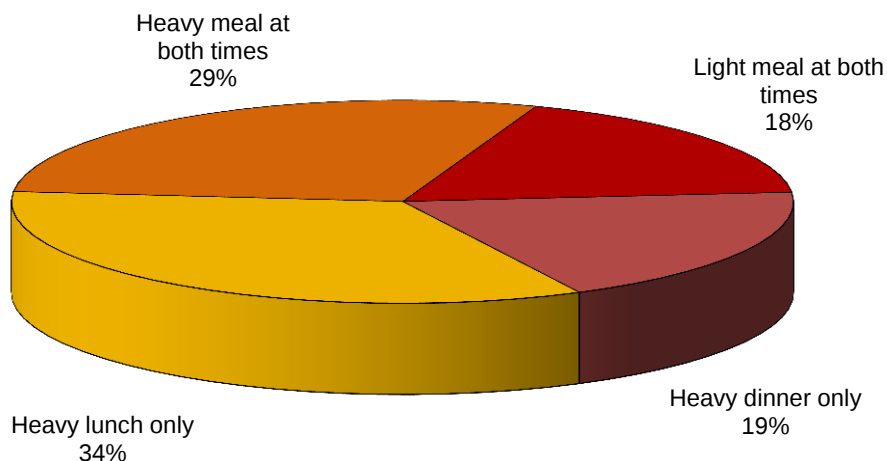
Note: For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

PREFERENCE FOR HEAVY AND LIGHT DIET

Question: Some people have heavy lunch or dinner or both. What do you have mostly?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2003	2006	2008	2013	2016
Heavy lunch only	25%	19%	18%	21%	34%
Heavy dinner only	16%	23%	19%	15%	19%
Heavy meal at both times	32%	34%	18%	40%	29%
Light meal at both times	26%	24%	44%	24%	18%
No Response	1%	-	1%	-	-

Source: Gallup & Gilani / National Surveys, 2003, 2006, 2008, 2013 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

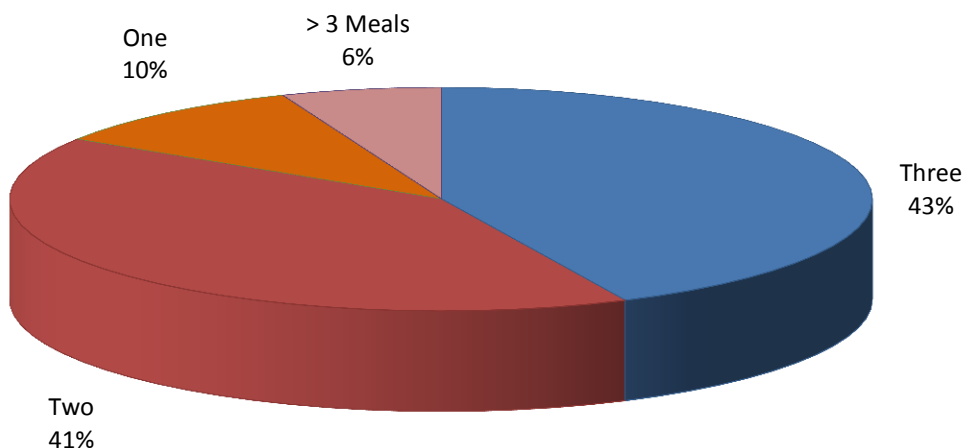
Note: For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

HOW MANY MEALS IN A DAY?

Question: How many meals **do you have** in a day?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2009	2013	2016
One	5%	8%	10%
Two	37%	43%	41%
Three	52%	48%	43%
> 3 Meals	5%	1%	6%
No Response	1%	-	-

Source: Gallup & Gilani / National Surveys, 2009, 2013 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

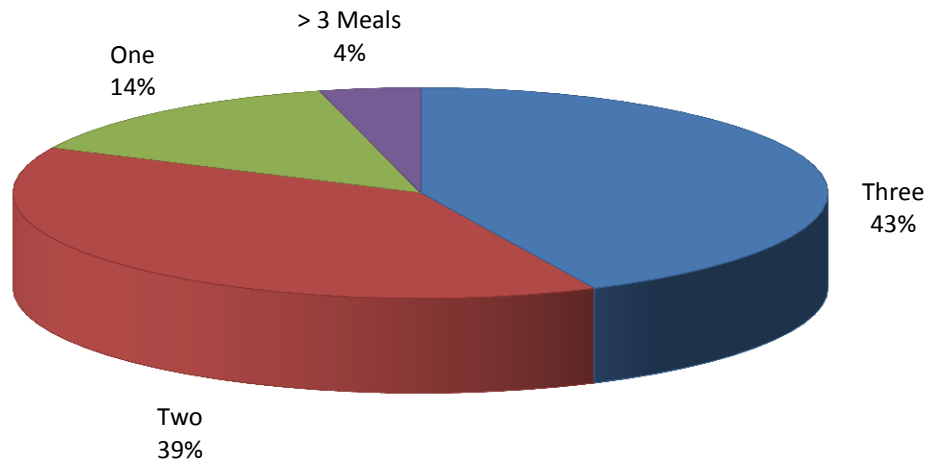
Note: For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

HOW MANY MEALS IN A DAY?

Question: How many meals **should be taken** in your opinion, in a day?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2009	2013	2016
One	7%	7%	14%
Two	33%	38%	39%
Three	55%	52%	43%
> 3 Meals	4%	3%	4%
No Response	1%	-	-

Source: Gallup & Gilani / National Surveys, 2009, 2013 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

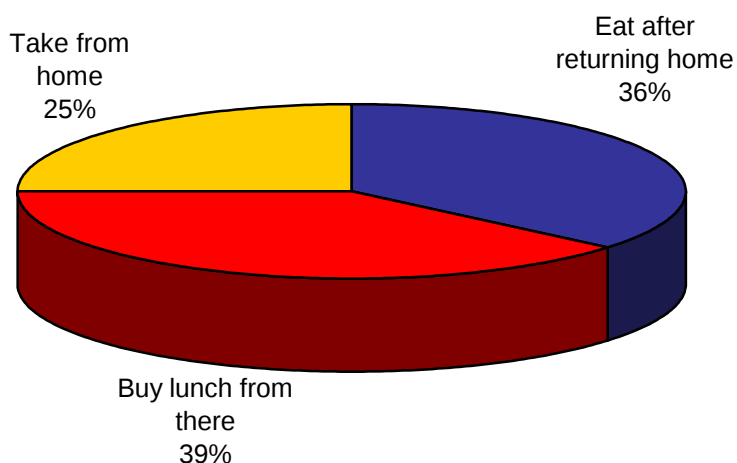
Note: For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

PLACE OF LUNCH?

Question: Do you go away for work/employment? If yes, then what do you do for your lunch?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2001	2005	2016
Take from Home	20%	13%	25%
Buy Lunch from there	27%	34%	39%
Eat after returning home	45%	53%	36%
Others	8%	-	-

Source: Gallup & Gilani / National Surveys, 2001, 2005 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodolog

* Only those respondents who are away at lunch time

Note: For more details on Methodology please refer to the Methodology Section



SECTION 2:

VIEWS ON MEAT

Note: For more details on Methodology please refer to the Methodology Section



Section 2:

VIEWS ON MEAT

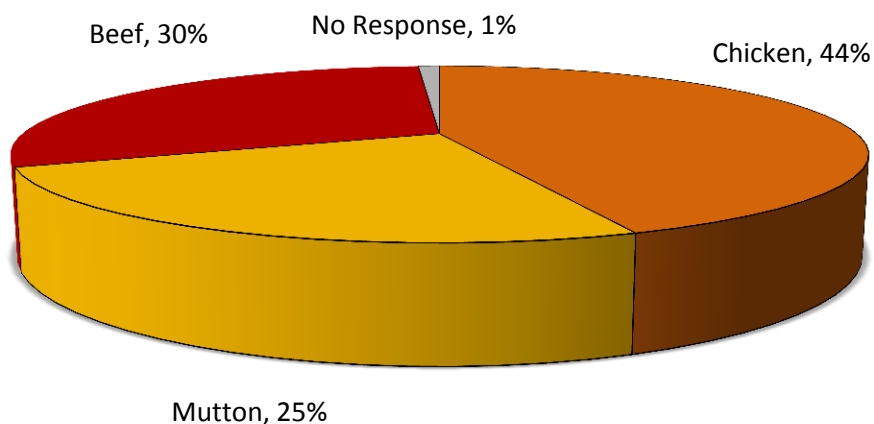
Among meat, the choices are equally divided among beef (30%), mutton (25%) and chicken (44%). Overall the use of red meat (38%) outweighs the use of white meat (61%) in Pakistani households. People prefer to buy fresh meat from the butcher's shop. Given the option that financial constraints are removed and the price of meat, pulses and vegetables is the same; 39% of the people would prefer meat.

During our field work, we asked our respondents about the food on that day in their household. 35% had vegetable, 35% had meat, 17% had pulses and 9% had rice in their food on a random day.



CHOICE OF MEAT

Question: What type of meat do you **personally like** the most?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2005	2006	2007	2008	2010	2012	2015	2016
Chicken	45%	27%	39%	31%	33%	20%	48%	44%
Mutton	25%	32%	36%	33%	31%	38%	20%	25%
Beef	30%	41%	25%	35%	34%	34%	31%	30%
No Response	-	-	-	1%	2%	8%	1%	1%

Source: Gallup & Gilani / National Surveys, 2005, 2006, 2007, 2008, 2010, 2012, 2015 & 2016

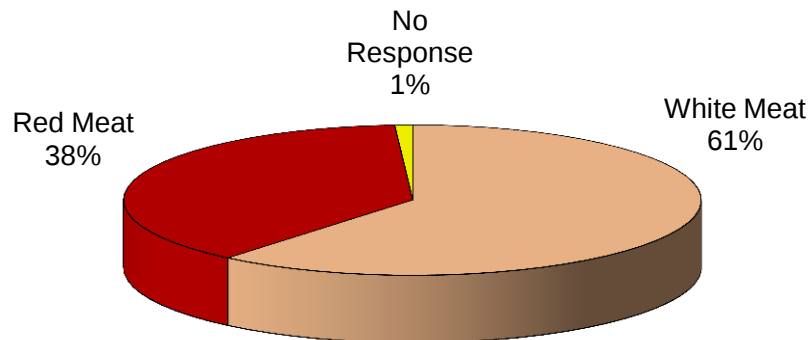
Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



CHOICE OF MEAT

Question: What type of meat is **mostly used** in your household?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2005	2007	2008	2016
White Meat (Chicken, fish)	41%	47%	39%	61%
Red Meat (Mutton, Beef)	59%	53%	60%	38%
No Response	-	-	1%	1%

Source: Gallup & Gilani / National Surveys, 2005, 2007, 2008 & 2016

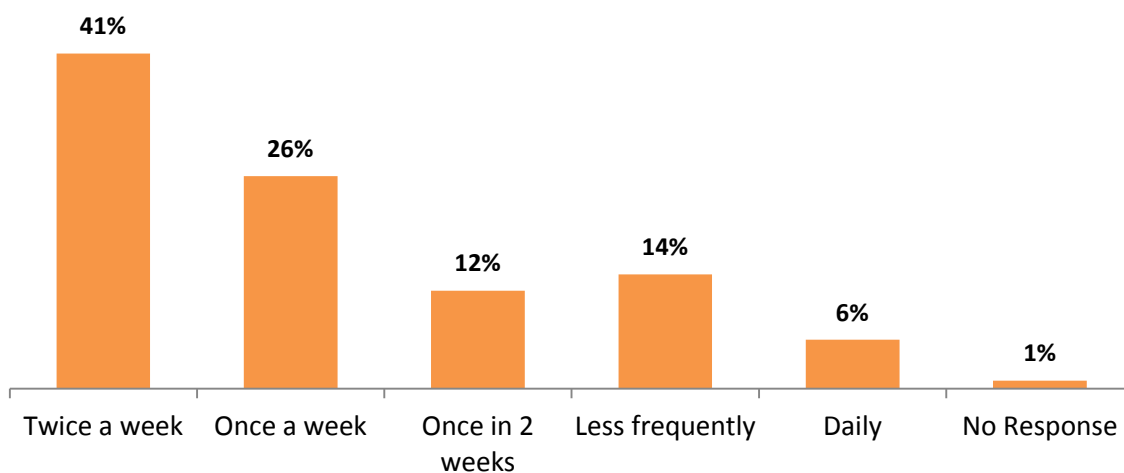
Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



FREQUENCY OF USAGE OF MEAT

Question: How often is meat eaten in your household?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2009	2012	2013	2016
Daily	9%	9%	6%	8%	6%
Twice a week	31%	41%	33%	34%	41%
Once a Week	24%	24%	43%	28%	26%
Once in 2 weeks	14%	14%	11%	15%	12%
Less frequently	20%	12%	7%	15%	14%
No Response	2%	-	-	-	1%

Source: Gallup & Gilani / National Surveys, 2008, 2009, 2012, 2013 & 2016

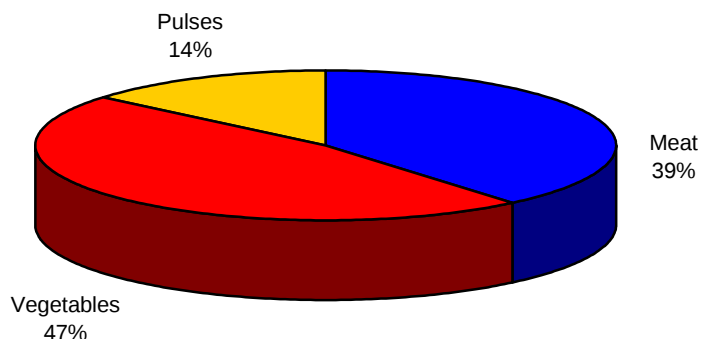
Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



CHOICE OF FOOD: MEAT/VEGETABLES/PULSES?

Question: If the price of all the three food items is equal, what would you prefer in your diet?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2005	2009	2016
Vegetables	44%	32%	47%
Pulses	12%	15%	14%
Meat	44%	51%	39%
No Response	-	2%	-

Source: Gallup & Gilani / National Surveys, 2005, 2009 & 2016

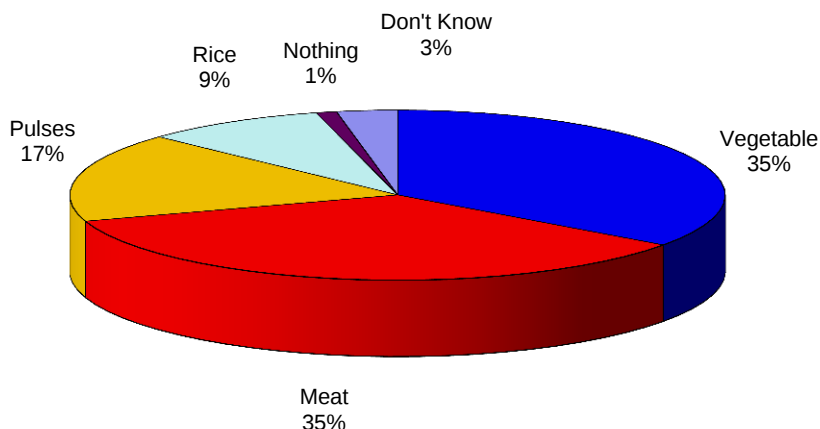
Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



PREFERENCE FOR FOOD: FOOD ON A RANDOM DAY?

Question: What is the menu of your meal today in the household?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2009	2016
Vegetable	42%	35%
Meat	27%	35%
Lentils/Pulses	17%	17%
Rice/ Pulao etc	11%	9%
Nothing	-	1%
Don't know/ No Response	3%	3%

Source: Gallup & Gilani / National Surveys, 2009 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



SECTION 3:

VIEWS ON BEVERAGES

Note: For more details on Methodology please refer to the Methodology Section



Section 3:

VIEWS ON BEVERAGES

Among tea and its likes, ordinary tea is used in 96% of our households followed by green tea 30% and coffee in 22% of households.

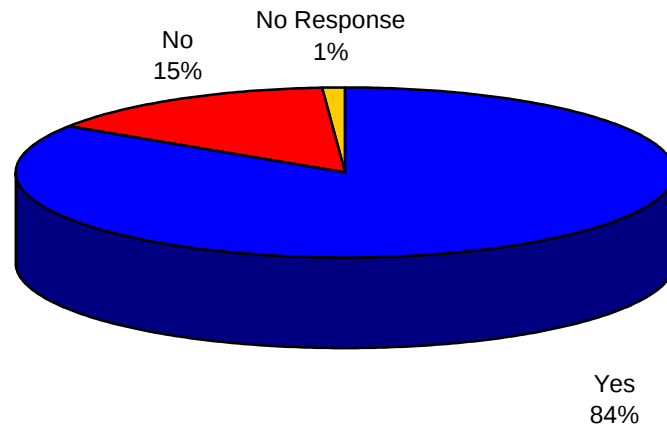
People generally serve their guests juice in summers and tea in winters.



VIEWS ON BEVERAGES

TEA

Question: Do you take tea (*sometimes/often*)?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2009	2016
Yes	77%	84%
No	20%	15%
No Response	3%	1%

Source: Gallup & Gilani / National Surveys, 2009 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

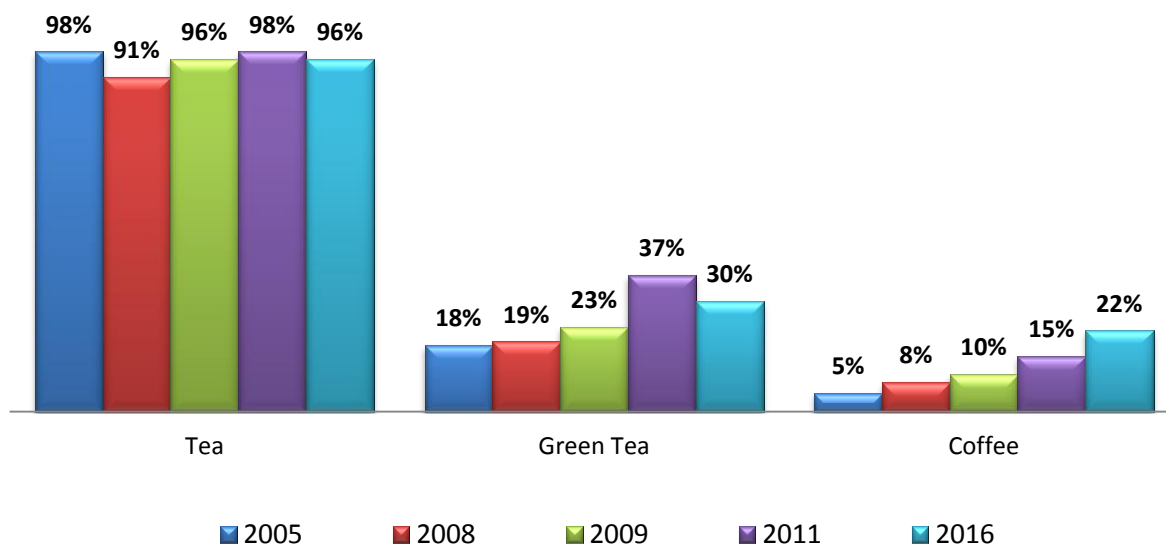
Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

TEA AND ITS KINDS

Question: What is used in your household?*



Source: Gallup & Gilani / National Survey, 2005, 2008, 2009, 2011 & 2016

Comparative Data

	2005	2008	2009	2011	2016
Tea	98%	91%	96%	98%	96%
Green Tea	18%	19%	23%	37%	30%
Coffee	5%	8%	10%	15%	22%

Source: Gallup & Gilani / National Surveys, 2005, 2008, 2009, 2011 & 2016

Note: Multiple Response Question. The percentages might not add to 100%

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

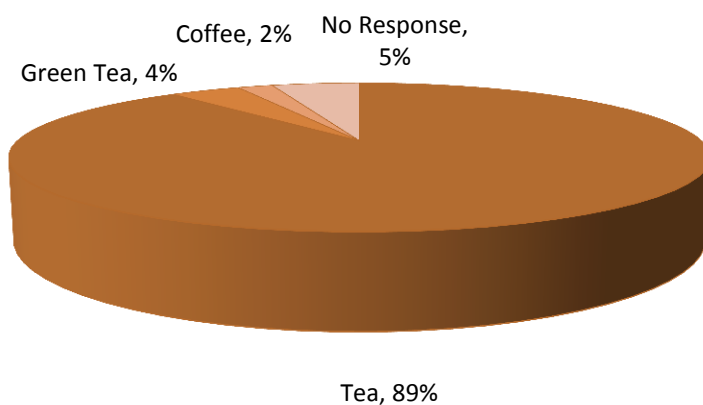
Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

TEA AND ITS KINDS

Question: Among tea and its kinds which one is used **most often** in your household?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2005	2009	2011	2016
Tea	96%	94%	38%	89%
Green Tea	4%	4%	6%	4%
Coffee	-	2%	1%	2%
No Response	-	-	55%	5%

Source: Gallup & Gilani / National Surveys, 2005, 2009, 2011 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

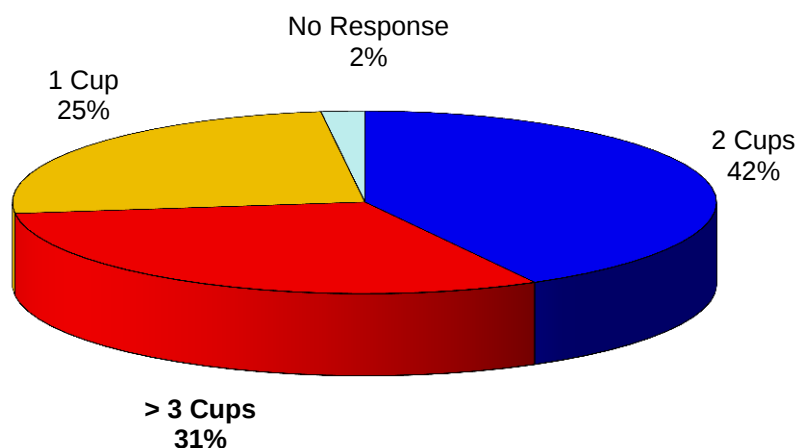
Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

TEA: HOW MANY CUPS IN A DAY?

Question: How many cups of tea do you take in a day? *



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2009	2011	2016
One	-	12%	8%	25%
Two	28%	46%	38%	42%
Three or more than three	48%	39%	50%	31%
Don't know/ No Response	14%	2%	4%	2%

Source: Gallup & Gilani / National Surveys, 2008, 2009, 2011 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

* Only among those who say they drink tea

Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

TEA: WHEN DO YOU TAKE TEA?

Question: At what time is tea taken in your household?*

<i>Percent of Respondents</i>	
Breakfast	61%
Evening	33%
After Lunch	18%
After Dinner	11%
Anytime	10%

Source: Gallup & Gilani / National Survey, 2016

* Multiple Response Question. Responses will not add to 100%. Only among those who say they drink tea.

Comparative Data

	2005	2011	2016
At breakfast	90%	91%	61%
In the evening	51%	40%	33%
After lunch	28%	15%	18%
After dinner	30%	24%	11%
All the time	5%	6%	10%

Source: Gallup & Gilani / National Surveys, 2005, 2011 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

BEVERAGES FOR GUESTS

Question: What do you mostly serve to guests as beverages in **summers**?

	2006	2007	2008	2009	2011	2016
Tea	19%	22%	14%	19%	8%	23%
Juice	50%	49%	44%	49%	43%	41%
Lassi	-	-	8%	-	16%	-
Soft drinks	30%	27%	32%	30%	31%	34%
Others	1%	2%	2%	2%	2%	2%

Source: Gallup & Gilani / National Survey, 2006, 2007, 2008, 2009, 2011 & 2016

Question: What do you mostly serve to guests as beverages in **winters**?

	2006	2007	2008	2009	2010	2011	2016
Tea	89%	84%	83%	84%	89%	86%	72%
Soup	5%	3%	5%	7%	4%	6%	12%
Drinks	3%	3%	2%	2%	1%	1%	12%
Green Tea	-	-	4%	2%	3%	3%	2%
Dry fruits	2%	4%	5%	4%	3%	4%	1%
Others	4%	6%	-	-	-	-	-
DK/NR	-	-	1%	1%	-	-	1%

Source: Gallup & Gilani / National Survey, 2006, 2007, 2008, 2009, 2010, 2011 & 2016

Note: For more details on Methodology please refer to the Methodology Section



VIEWS ON BEVERAGES

WATER INTAKE

Question: Usually how many glasses of water do you drink in a day in summers, and in winters?

Summer	2011	2016
Up to 4 Glass	1%	0%
5-8 Glass	12%	28%
9-12 Glass	41%	34%
13-16 Glass	26%	19%
16-20 Glass	14%	8%
More than 20 Glass	6%	11%

Source: Gallup & Gilani / National Survey, 2011 & 2016

Winters:	2011	2016
1-2 Glass	6%	8%
3-4 Glass	32%	25%
5-6 Glass	28%	21%
7-8 Glass	23%	14%
9-10 Glass	8%	15%
More than 10 Glass	3%	16%
No Response	-	1%

Source: Gallup & Gilani / National Survey, 2011 & 2016

Note: For more details on Methodology please refer to the Methodology Section



SECTION 4:

VIEWS ON IODIZED SALT

Note: For more details on Methodology please refer to the Methodology Section



Section 4:

VIEWS ON IODIZED SALT

What is a talk about food without salt! 50% consider iodized salt to be beneficial for health, 14% consider it to be harmful. 24% think that it is neither beneficial nor harmful and 12% said they were not aware about it. So, half of the population is still not aware about the benefits of iodized salt. This is further reflected in the trends of its usage, only 34% claim using iodized salt daily in their diet, 35% sometimes use it and 29% never use it.

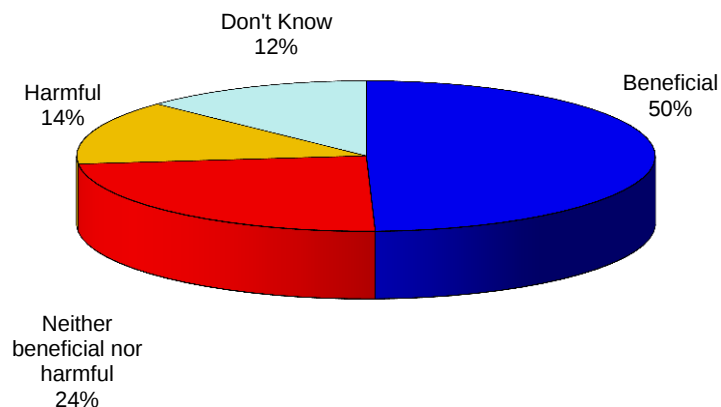
Despite the continuous media campaign for promoting use of iodized salt, only 14% say that they have seen the ‘hand on a handi’ sign in any ad on TV/Newspaper.

Note: Please note that it is only the people’s perception and claim that they are using Iodized Salt. We have not checked the iodine content of their table salt. The exact prevalence of use of Iodized Salt can be obtained from larger surveys like Multiple Indicators Cluster Survey, Unicef



IODIZED SALT: IS IT USEFUL OR HARMFUL?

Question: In your view, is iodized salt beneficial or harmful for health?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2016
It is good for health	66%	50%
It is bad for health	5%	14%
Neither good nor bad for health	13%	24%
Don't know/ No Response	16%	12%

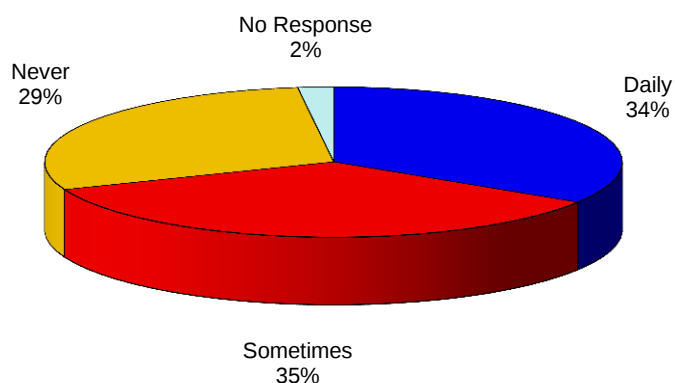
Source: Gallup & Gilani / National Surveys, 2008 & 2016

Note: For more details on Methodology please refer to the Methodology Section



PRACTICE OF USE OF IODIZED SALT

Question: Do you use iodized salt in your household?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2016
Everyday	40%	34%
Sometimes	36%	35%
Never	23%	29%
Don't know/ No Response	1%	2%

Source: Gallup & Gilani / National Surveys, 2008 & 2016

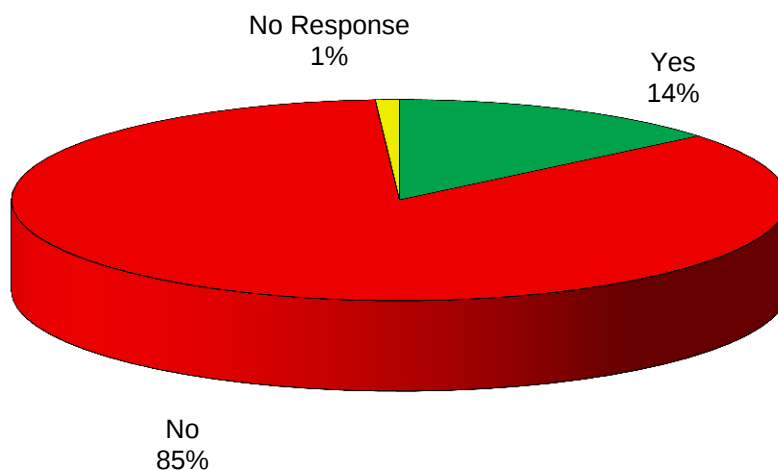
Note: Please note that it is only the people's perception and claim that they are using Iodized Salt. We have not checked the iodine content of their table salt. The exact prevalence of use of Iodized Salt can be obtained from larger surveys like Multiple Indicators Cluster Survey, Unicef

Note: For more details on Methodology please refer to the Methodology Section



MEDIA CAMPAIGN ON IODIZED SALT: DO PEOPLE REMEMBER?

Question: Have you seen ‘Hand and Handi’ sign on any ad. on TV/newspaper?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2016
Yes	47%	14%
No	52%	85%
Don't know/ No Response	1%	1%

Source: Gallup & Gilani / National Surveys, 2008 & 2016

Note: For more details on Methodology please refer to the Methodology Section



SECTION 5:

VIEWS ON OIL/GHEE

Note: For more details on Methodology please refer to the Methodology Section



Section 5:

VIEWS ON OIL/GHEE

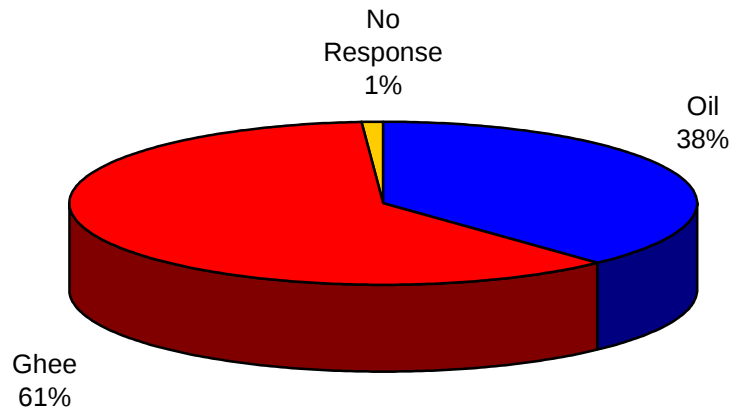
Pakistani diet is incomplete without a flavor of Oil or Ghee!

Majority (61%) of our population considers ghee to be better for health as compared to oil. But still a fairly large number (35%) of households report using oil and ghee for cooking, 24% use oil only and exclusive ghee users are 39%. It is interesting to note the increase of ghee usage in the last 7 years. In 2009, only 19% of households claimed using ghee only for cooking food.



PERCEPTIONS ABOUT OIL / GHEE

Question: In your opinion, which one is better for health, oil or ghee?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2016
Oil	31%	38%
Ghee	61%	61%
Don't know/ No Response	8%	1%

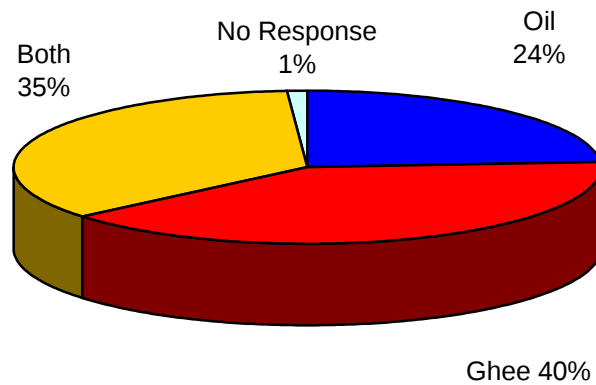
Source: Gallup & Gilani / National Surveys, 2008 & 2016

Note: For more details on Methodology please refer to the Methodology Section



USAGE OF OIL/GHEE

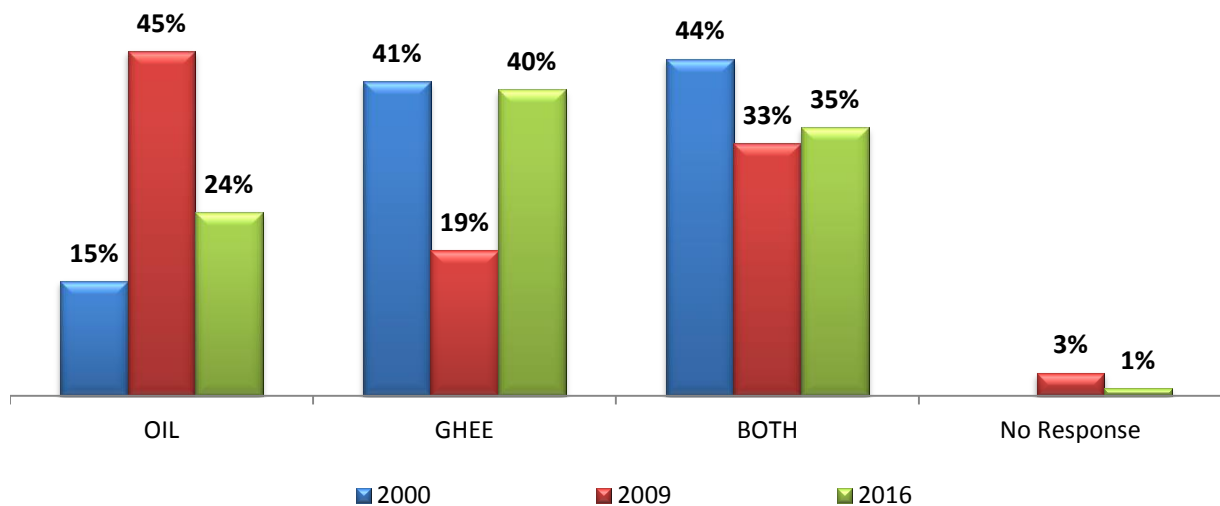
Question: What is used for cooking food in your household?



Source: Gallup & Gilani / National Survey, 2016

COMPARATIVE DATA

Question: What is used for cooking food in your household?



Source: Gallup & Gilani / National Survey, 2000, 2009 and 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

Note: For more details on Methodology please refer to the Methodology Section



USAGE OF OIL/GHEE

WHAT IS USED WHEN?

Question: Please tell that whether you use oil/ghee for cooking following types of food?

Percent of Respondents

	2009		2016	
	Ghee	Oil	Ghee	Oil
For Cooking	34%	66%	50%	50%
For Frying	45%	55%	57%	43%
For Parathas	23%	77%	38%	62%
For making Halwa etc	25%	75%	42%	58%

Source: Gallup & Gilani / National Survey, 2009 & 2016

Note: For more details on Methodology please refer to the Methodology Section



SECTION 6:

VIEWS ON FRUITS, VEGETABLES, PULSES

Note: For more details on Methodology please refer to the Methodology Section



Section 6:

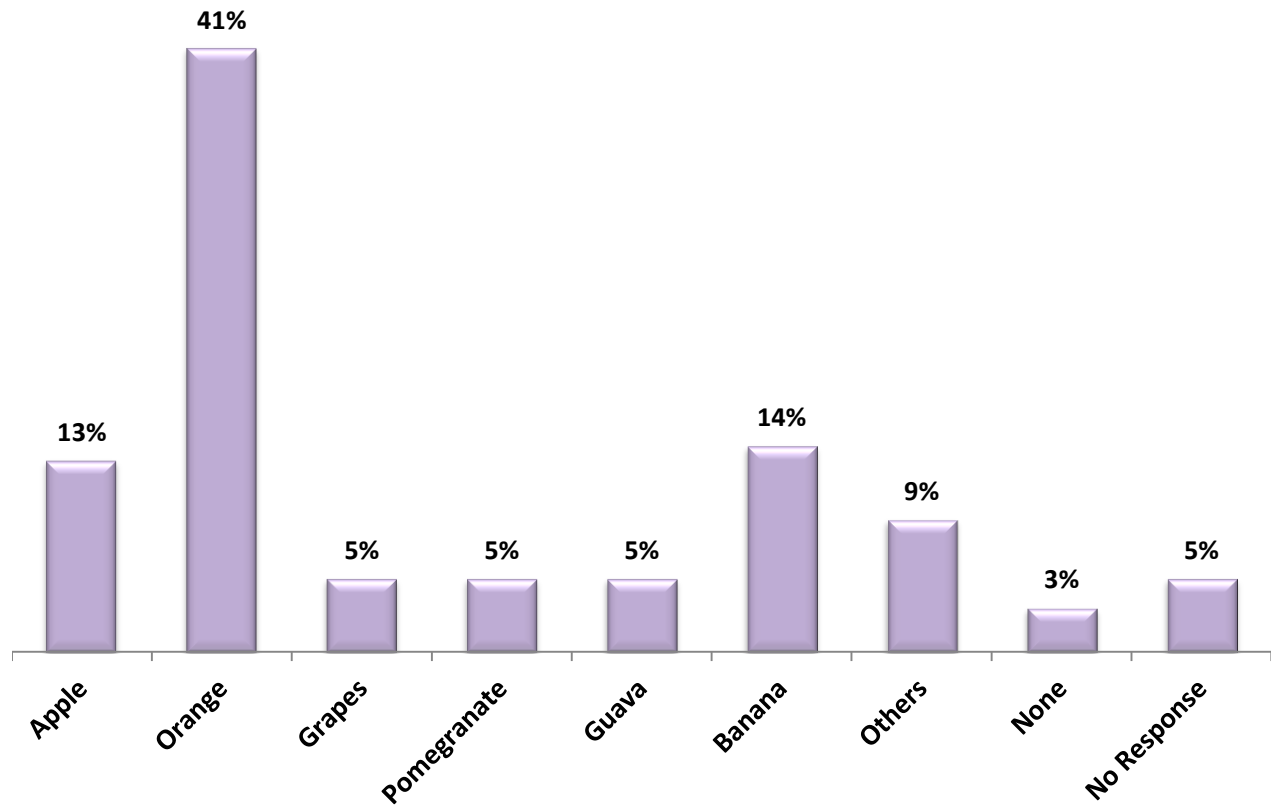
VIEWS ON FRUITS, VEGETABLES, PULSES

Mango is the most favorite fruit in summers and apple is the most favorite in winters. Views on different vegetables and pulses are also given in this Section.



FRUIT

Question: What is your favorite fruit in **winters**?



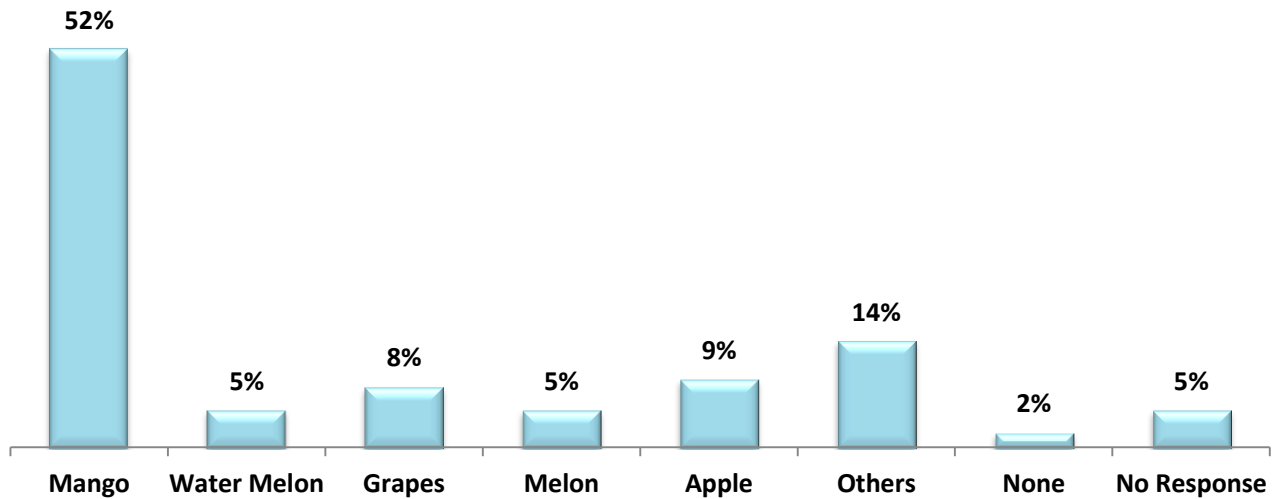
Source: Gallup & Gilani / National Survey, 2016

Note: For more details on Methodology please refer to the Methodology Section



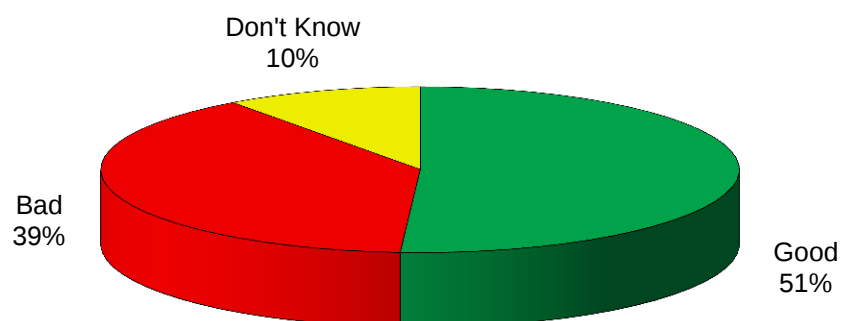
FRUIT

Question: What is your favorite fruit in **SUMMER SEASON**?



Source: Gallup & Gilani/ National Survey, 2016

Question: Nowadays, fruits and vegetables of other season (*i.e. summer fruits in winter season etc*) are available. Some people say it is good to use them and others think it is wrong. What is your view?



Source: Gallup & Gilani / National Survey, 2016



PULSES

Question: Which is your favorite pulse?

	<i>Percent of Respondents</i>		
	2003	2015	2016
Chana Dal	37%	13%	14%
Mash Dal	22%	26%	22%
Mong Dal	17%	18%	13%
Masoor Dal	-	17%	12%
Mix Dal	14%	-	-
White Channa	-	11%	7%
Others	3%	9%	11%
Don't like any	3%	-	11%
No Response/ Don't Know	4%	6%	10%

Source: Gallup & Gilani / National Survey, 2003, 2015 & 2016

Note: For more details on Methodology please refer to the Methodology Section



VEGETABLES

Question: Which is your favorite vegetable?

Percent of Respondents

	2000	2016
Lady Finger	25%	20%
Potatoes	17%	18%
Cauliflower	6%	20%
Pumpkin	5%	11%
Spinach	3%	10%
Brinjal	3%	6%
Tori	5%	5%
Peas	4%	10%
Others	20%	-
No Response	12%	-

Gallup & Gilani / National Survey 2000 & 2016

Note: For more details on Methodology please refer to the Methodology Section



SECTION 7:

EATING HABITS AND OTHER MISCELLANEOUS VIEWS ON FOOD

Note: For more details on Methodology please refer to the Methodology Section



Section 7:

**EATING HABITS AND
OTHER MISCELLANEOUS VIEWS ON FOOD**

Views on eating out, use of a dining table, sweet dish, spicy food, frozen food etc. are discussed in this section.



EATING HABITS

ATTITUDES TOWARDS DIET

Question: I will read a few statements, please tell me whether you agree or disagree with each of the following?

Percent of Respondents who agree

I always read the ingredients whenever I buy some packaged food Item.	63%
I do not prefer to add healthy food in my diet.	33%
I often read newspaper / magazines so that I get to know about beneficial food items.	38%
I think frozen foods are as good as fresh food.	42%

Source: Gallup & Gilani / National Survey, 2016

Comparative Data

Percent of Respondents who agree

	2004	2008	2009	2016
I always read the ingredients whenever I buy some packaged food Item.	54%	66%	65%	63%
I do not prefer to add healthy food in my diet.	54%	49%	45%	33%
I often read newspaper / magazines so that I get to know about beneficial food items.	35%	50%	47%	38%
I think frozen foods are as good as fresh food.	35%	31%	40%	42%

Source: Gallup & Gilani / National Survey, 2004, 2008, 2009 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

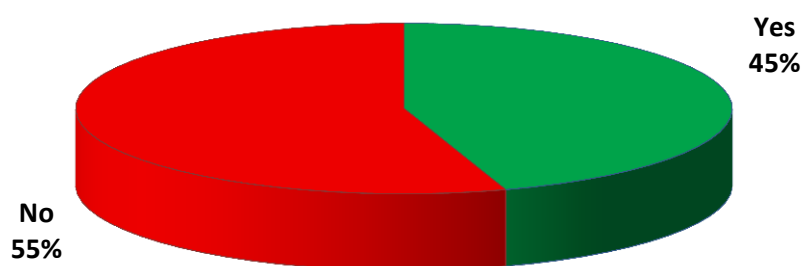
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

EATING OUT?

Question: Do members of your household go out for eating in a restaurant/hotel at least once in a month?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2005	2016
Yes	10%	45%
No	90%	55%

Source: Gallup & Gilani / National Surveys, 2005 & 2016

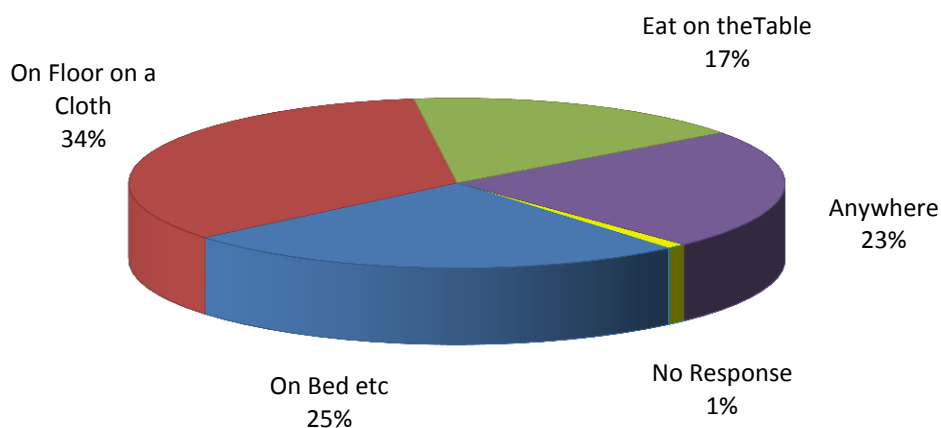
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

PLACE OF MEALS

Question: Where do you usually have your meal?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2003	2006	2016
Eat on the table	13%	10%	17%
On the floor on a cloth	34%	35%	34%
On bed etc.	39%	39%	25%
Any Where	14%	16%	23%
No Response	-	-	1%

Source: Gallup & Gilani / National Survey, 2003, 2006 & 2016

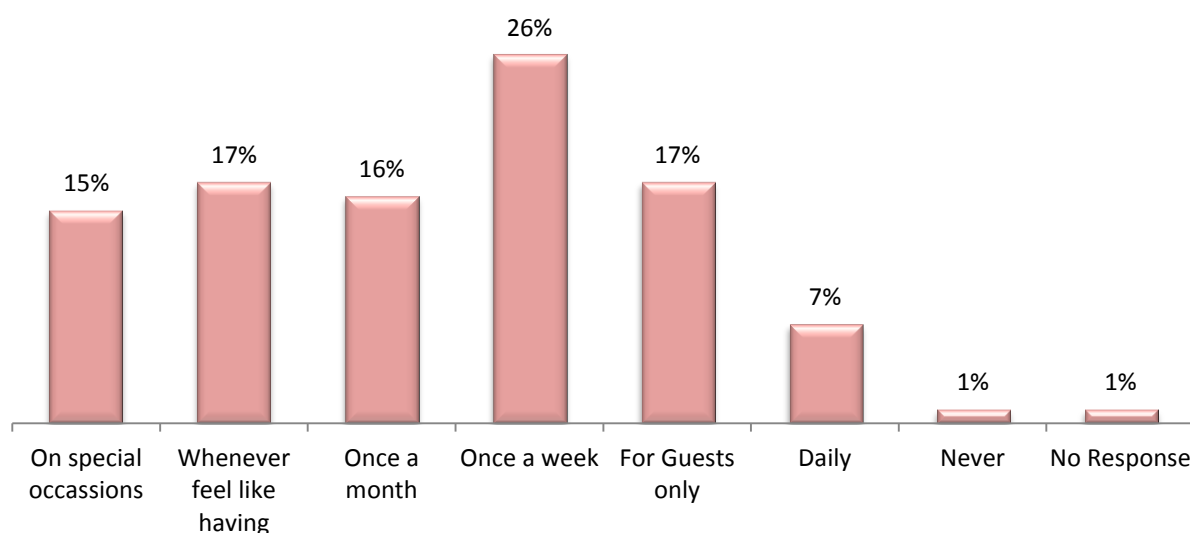
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

DO YOU HAVE A SWEET DISH?

Question: How often is sweet dish made in your home?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2007	2016
Daily	6%	2%	7%
Once a week	13%	12%	26%
Once a month	15%	16%	16%
For Guests only	12%	14%	17%
On Special Occasions	27%	23%	15%
Whenever feel like having	24%	31%	17%
Never	3%	2%	1%
No Response	-	-	1%

Source: Gallup & Gilani / National Survey, 2006, 2007 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

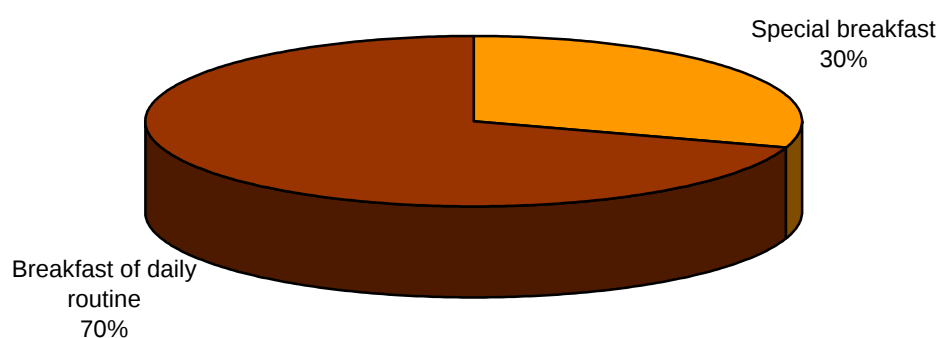
Note: For more details on Methodology please refer to the Methodology Section
[50]



EATING HABITS

SPECIAL BREAKFAST ON WEEKEND?

Question: Some households have special breakfast on weekends. Please tell me whether you have a special breakfast on weekend or the same as on another day?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2008	2015	2016
Breakfast of daily routine	77%	75%	80%	70%
Special breakfast	23%	25%	19%	30%
DK/NR	-	-	1%	-

Source: Gallup & Gilani / National Survey, 2006, 2008, 2015 & 2016

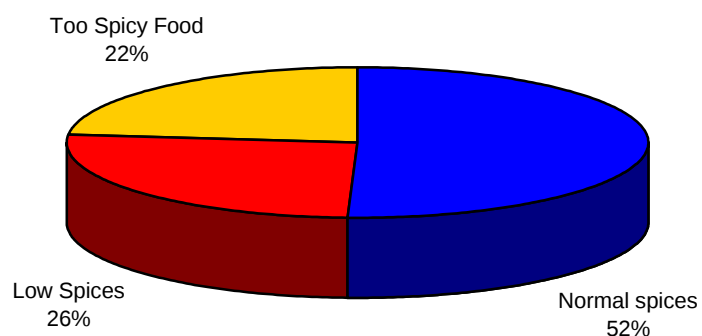
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

PREFERENCE FOR SPICES

Question: Some people like hot and spicy food, others like fewer spices. What kind of food do you like?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2009	2013	2016
Too Spicy Food	23%	14%	22%
Normal Spices	50%	56%	52%
Low Spices	26%	29%	26%
No Response	1%	15	-

Source: Gallup & Gilani / National Survey, 2009, 2015 & 2016

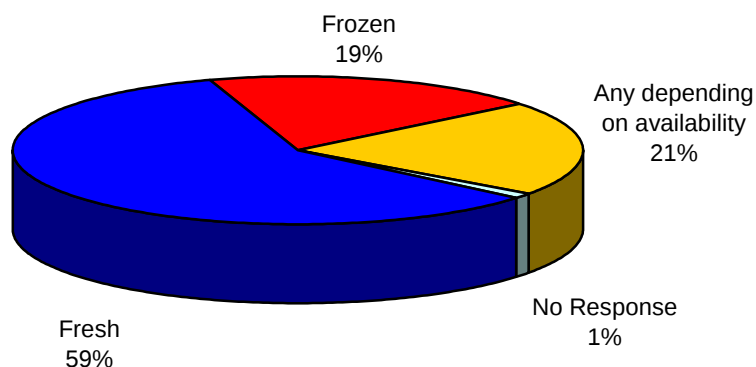
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

PREFERENCE FOR FRESH AND FROZEN FOOD

Question: Do you buy **fresh meat** from butcher's shop or do you buy **frozen meat**?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2007	2011	2016
Fresh	81%	81%	68%	59%
Frozen	11%	7%	8%	19%
Any depending on availability	8%	12%	24%	21%
No Response	-	-	-	1%

Source: Gallup & Gilani / National Survey, 2006, 2007, 2011 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

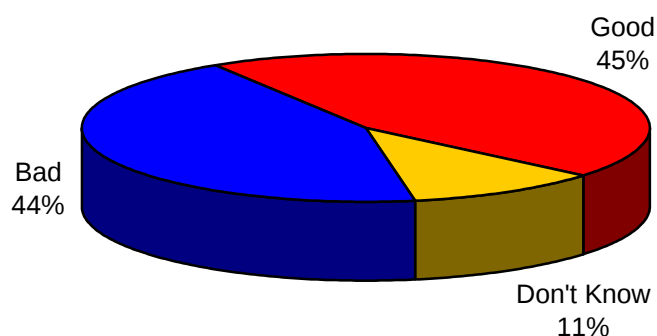
Note: For more details on Methodology please refer to the Methodology Section



EATING HABITS

PREFERENCE FOR FRESH AND FROZEN FOOD

Question: Some people believe it is not good to use frozen food and others consider it good. What is your view regarding frozen food?



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2006	2007	2011	2016
Good	42%	36%	37%	45%
Bad	47%	52%	48%	44%
Don't Know	11%	12%	15%	11%

Source: Gallup & Gilani / National Survey, 2006, 2007, 2011 & 2016

Note: Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

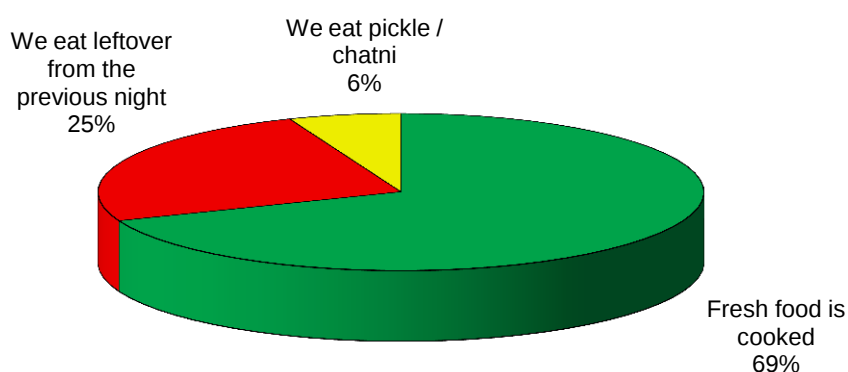
Note: For more details on Methodology please refer to the Methodology Section



COOKING HABITS

WHEN IS FOOD COOKED?

Question: In some households food is cooked in the afternoon whereas in others it is cooked at night when male members of the family are at home. **In your household what is usually eaten at lunch time when the male members of the family are away?**



Source: Gallup & Gilani / National Survey, 2016

Comparative Data

	2008	2016
Fresh food is cooked	67%	69%
We eat leftover from the previous night	25%	25%
We eat pickle / chatni	8%	6%

Source: Gallup & Gilani / National Surveys, 2008 & 2016

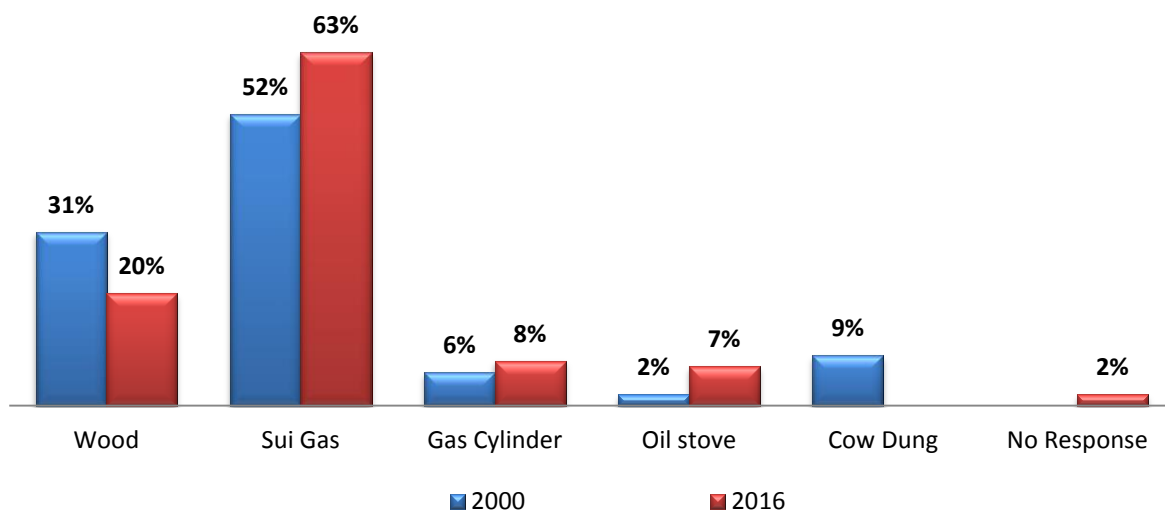
Note: For more details on Methodology please refer to the Methodology Section



COOKING HABITS

FUEL FOR COOKING FOOD

Question: Which fuel is mostly used for cooking food in your household?



Comparative Data

Percent of Respondents		
	2000	2016
Wood	31%	20%
Sui Gas	52%	63%
Gas Cylinder	6%	8%
Oil stove	2%	7%
Cow Dung	9%	0%
No Response	-	2%

Gallup & Gilani / National Survey 2000, 2016

Note: For more details on Methodology please refer to the Methodology Section



METHODOLOGY

Note: For more details on Methodology please refer to the Methodology Section



METHODOLOGY

The results presented here are from multiple *nationwide house hold surveys* carried out by Gallup and Gilani over the last three decades (1980-2016)

- **SAMPLE PROFILE:**

The respondents in these surveys range from *1000-2500 men and women of age 18 years and above* spread across the *rural and urban* areas of the *four provinces* of the country. They represent different age groups, education status and socio economic profile

Those which are urban only samples have been mentioned.

- **INTERVIEWING MODE:**

Face to Face, in-house interviews

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling

- **SAMPLING TOLERANCE:**

Error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

- **VALUES/ PERCENTAGES:**

All values given in this report are percentages unless otherwise specified.



- **NOTE ON COMPARATIVE SECTIONS:**

Caution should be taken in interpreting results in comparative sections of the report. The purpose of having comparative data is to show a broad trend in timeline rather than providing a statistical difference in opinions. This caution is based on following major considerations:

- The exact question wordings may vary across the years where comparison is drawn
- The methodology and sample size may vary
- The timeline is not uniform, we have provided data at two or more points in time as available.

DISCLAIMER

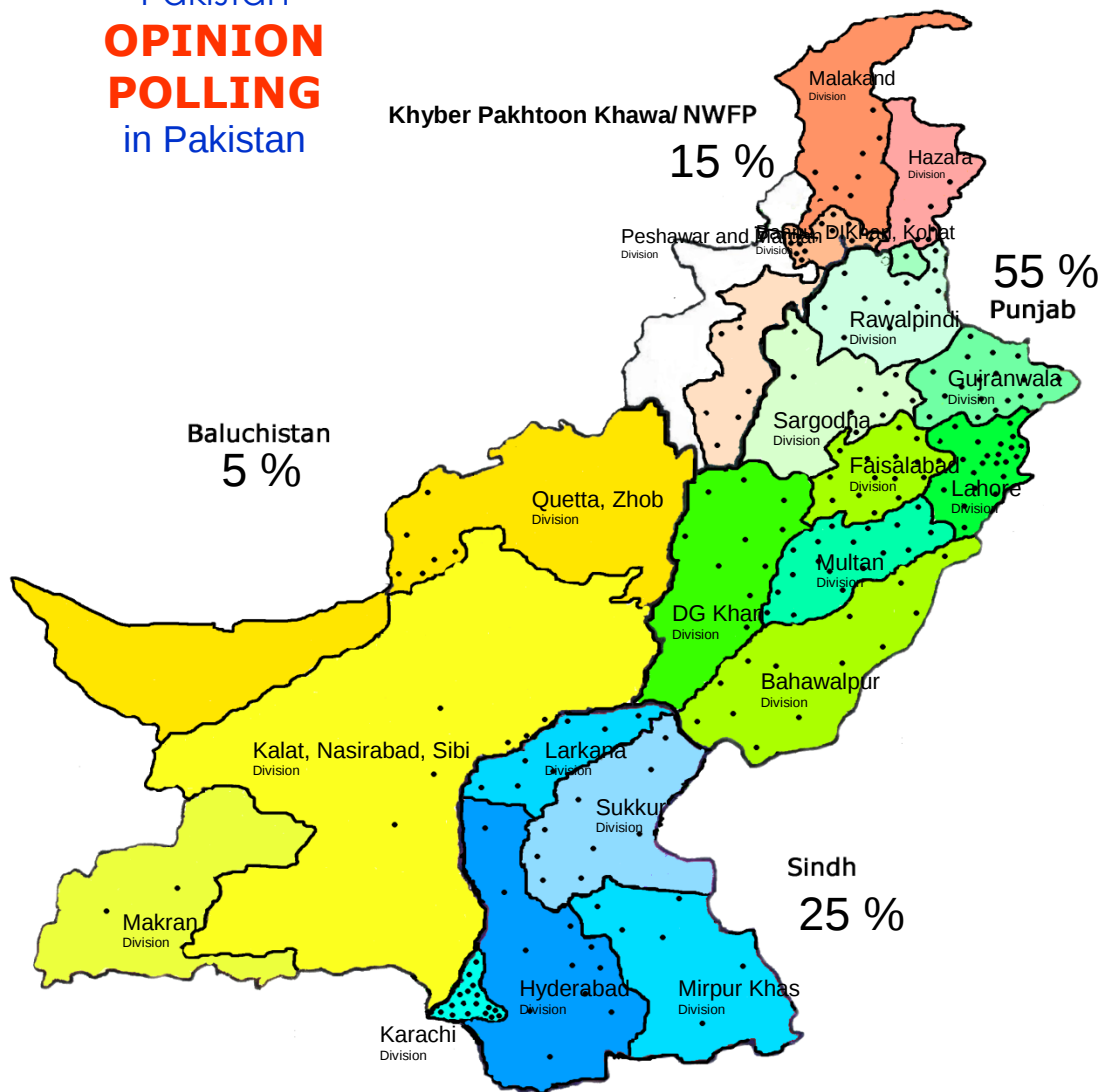
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Gallup & Gilani
Pakistan
**OPINION
POLLING**
in Pakistan



REPRESENTS

Statistical Cross-section: Gender, Age, Income, Education, Region & Language

Universe: ~45,000 villages; 60,000 Urban Census Blocks

Note: For more details on Methodology please refer to the Methodology Section



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