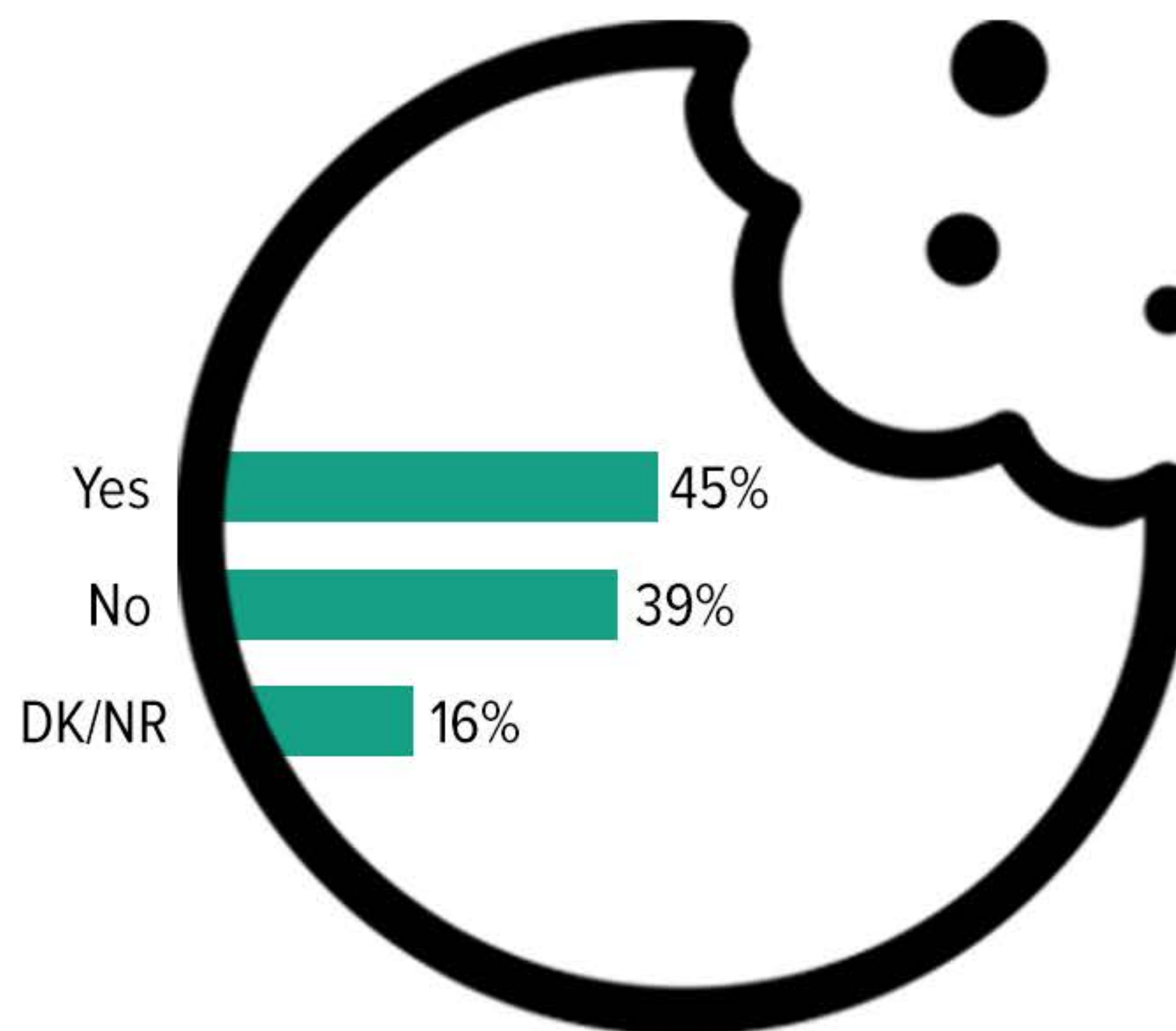


MAY 02, 2018

**45% PAKISTANIS OPINE THAT THE PRICE OF BISCUITS IN THE MARKET IS REASONABLE. 39% SAY OTHERWISE.**

Do you think the price of biscuits in the market is reasonable?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1625

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll  
**SOCIAL BEHAVIOR**  
**Eating habits/Cooking habits**

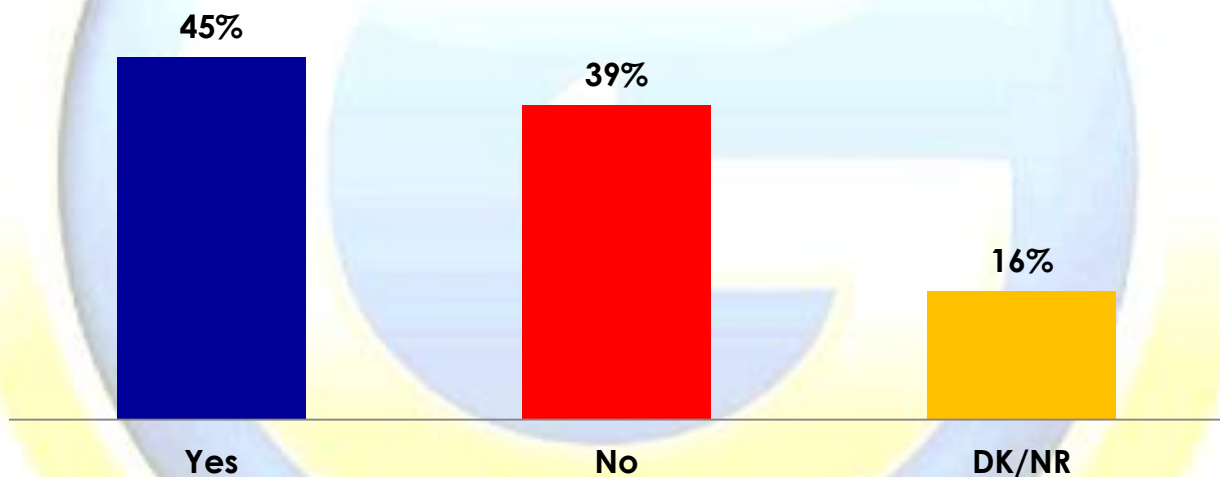
**45% Pakistanis opine that the price of biscuits in the market is reasonable. 39% say otherwise.  
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 02, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 45% Pakistanis opine that the price of biscuits in the market is reasonable. 39% say otherwise.

A nationally representative sample of men and women from across the four provinces was asked, “Do you think the price of biscuits in the market is reasonable?” In response to this question, 45% said yes, 39% said no and 16% did not know or wish to respond.

**Question: “Do you think the price of biscuits in the market is reasonable?”**



Source: Gallup & Gilani Pakistan Poll  
Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://www.gilanifoundation.com))

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1625 men and women in rural and urban areas of all four provinces of the country, April 02- April 09, 2018. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.



## Opinion Poll from Gallup Pakistan

*The Pakistani Affiliate of Gallup International*



**Wednesday, May 02, 2018**

*(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  
2018



of Gallup Pakistan  
(1980-2018)