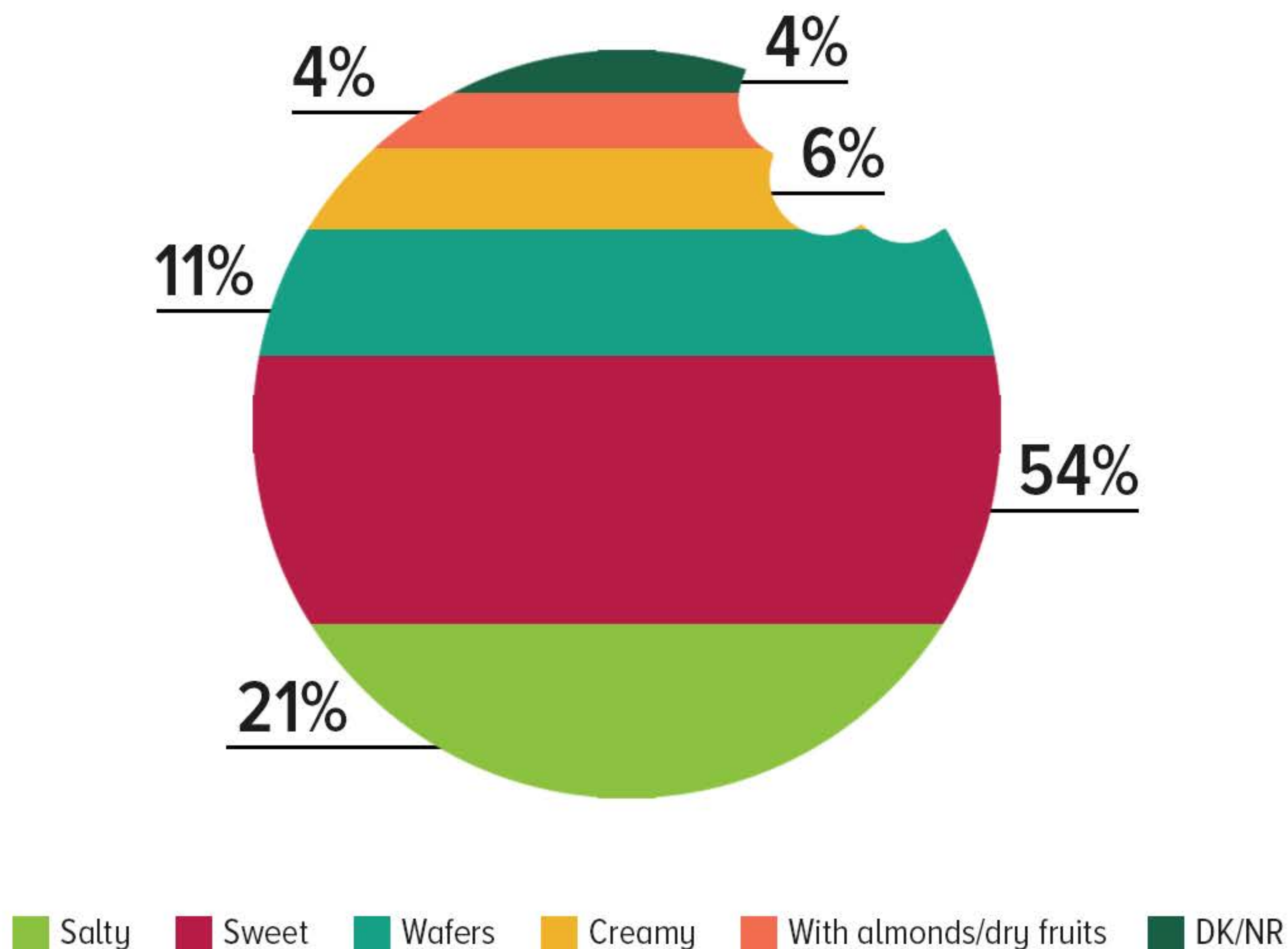


MAY 04, 2018

54% PAKISTANIS SAY THEY LIKE SWEET BISCUITS; 21% PREFER SALTY BISCUITS.

What kinds of biscuits do you personally like?



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

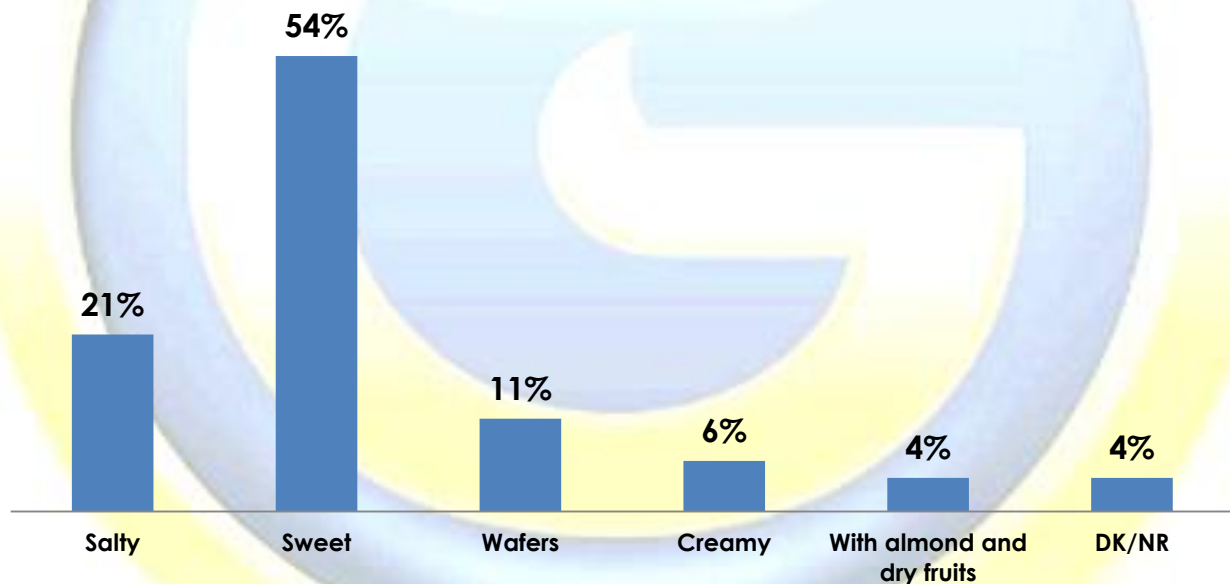
**54% Pakistanis say they like sweet biscuits; 21% prefer salty biscuits.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 04, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 54% Pakistanis say they like sweet biscuits; 21% prefer salty 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 like salty biscuits, 54% said sweet, 11% said wafers, 6% said creamy and 4% said biscuits with almonds and nuts. 4% did not know or did not wish to respond.

Question: “What kinds of biscuits do you personally like?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association
(www.gallup-international.com; www.gallup.com.pk; 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 ± 2 -3 per cent at 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Friday, May 04, 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)