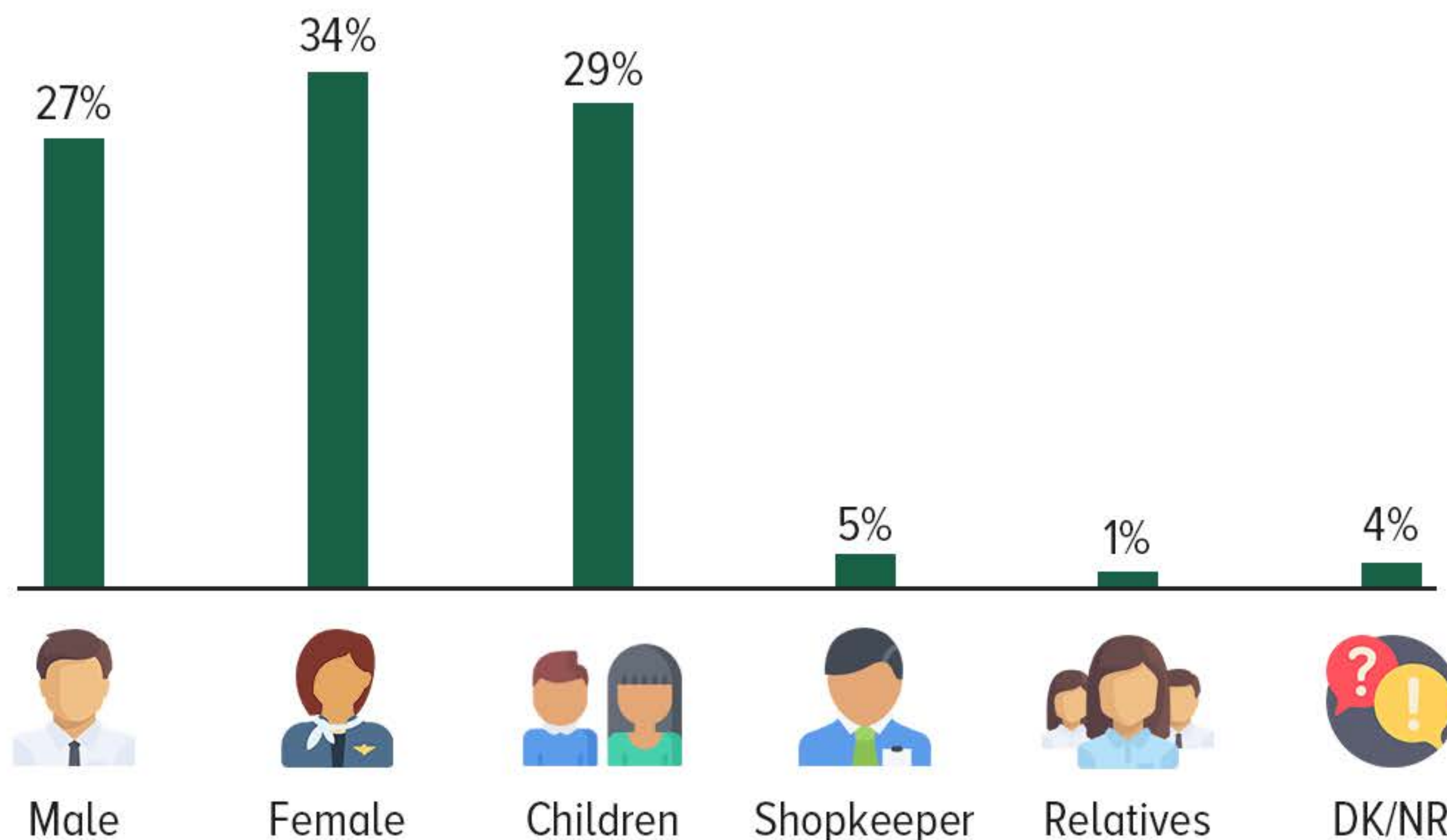


MAY 07, 2018

34% PAKISTANIS SAY FEMALE MEMBERS OF THEIR HOUSEHOLD DECIDE WHICH BISCUIT BRAND IS TO BE PURCHASED. 29% SAY IT IS THE CHILDREN'S CHOICE.

Who usually decides the biscuit brand to be purchased in your household?



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

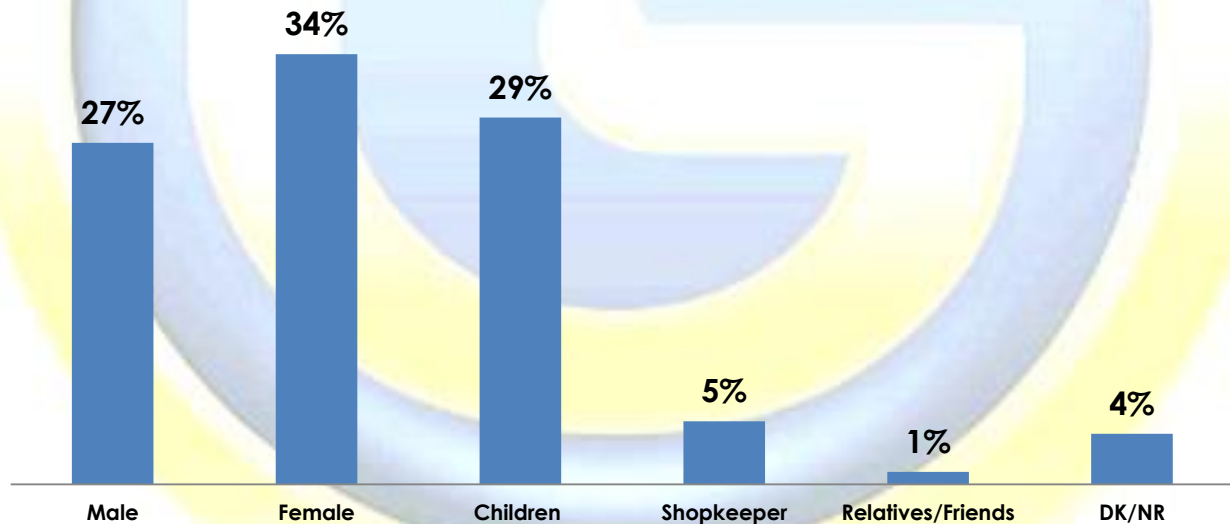
34% Pakistanis say female members of their household decide which biscuit brand is to be purchased. 29% say it is the children's choice. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, May 07, 2018

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 34% Pakistanis say female members of their household decide which biscuit brand is to be purchased. 29% say it is the children's choice.

A nationally representative sample of men and women from across the four provinces was asked, "Who usually decides the biscuit brand to be purchased in your household?" In response to this question, 27% said males, 34% said females, 29% said children, 5% said shopkeeper's advice, 1% said relative/friends and 4% did not know or wish to respond.

Question: "Who usually decides the biscuit brand to be purchased in your household?"



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



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International



Monday, May 07, 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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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

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Daily Gilani Poll
2018



of Gallup Pakistan
(1980-2018)