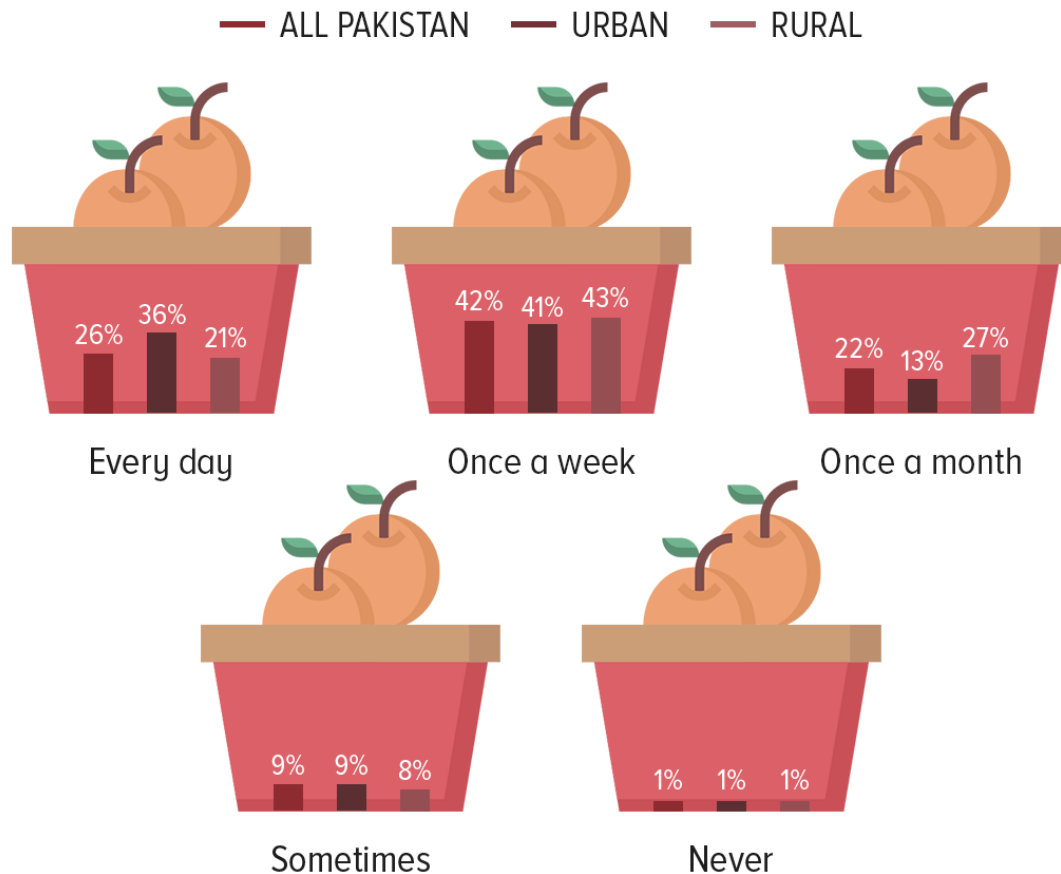


JULY 18, 2019

ON FRUIT CONSUMPTION: ONLY 26% OF PAKISTANIS CONSUME FRUIT EVERY DAY; HOWEVER, URBAN PAKISTANIS ARE TWICE MORE LIKELY TO EAT FRUIT EVERY DAY THAN RURAL PAKISTANIS.

Please tell us how regularly you consume fruit?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1386

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

Opinion Poll

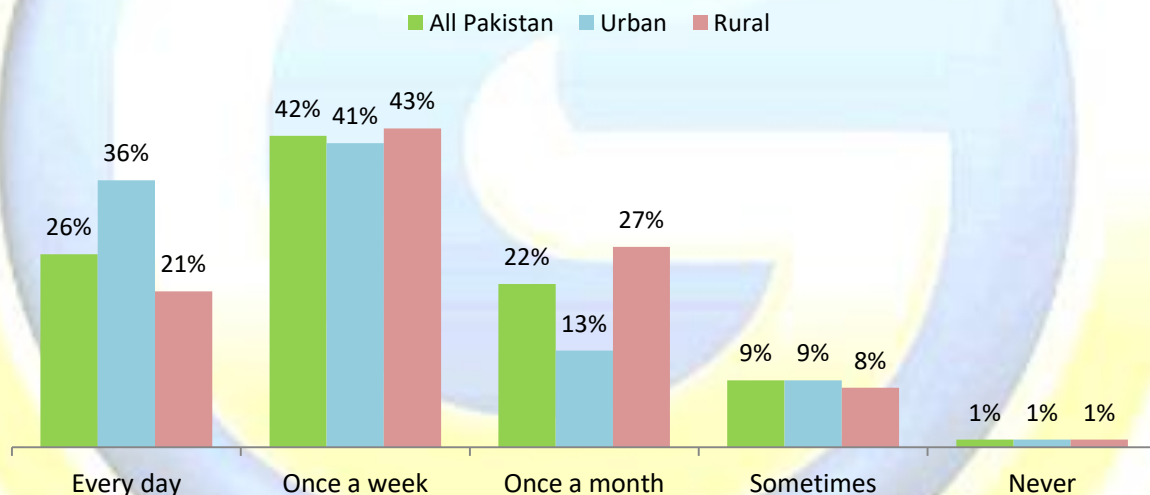
SOCIAL BEHAVIOR
Eating Habits**On fruit consumption: Only 26% of Pakistanis consume fruit every day. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 18, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, only 26% of Pakistanis consume fruit every day.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell us how regularly you consume fruit?" In response, 26% said every day, 42% said once a week, 22% said once a month, 9% said sometimes and 1% said never.

Urban-Rural Breakdown: Of urban dwellers, 36% said every day, 41% said once a week, 13% said once a month, 9% said sometimes and 1% said never. Of rural dwellers, 21% said every day, 43% said once a week, 27% said once a month, 8% said sometimes and 1% said never.

Question: "Please tell us how regularly you consume fruit?"

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 1,386 men and women in urban and rural areas of all four provinces of the country, during June 15 - June 24, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.



The Pakistani Affiliate of Gallup International

Thursday, July 18, 2019

(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
2019



of Gallup Pakistan
(1980-2019)