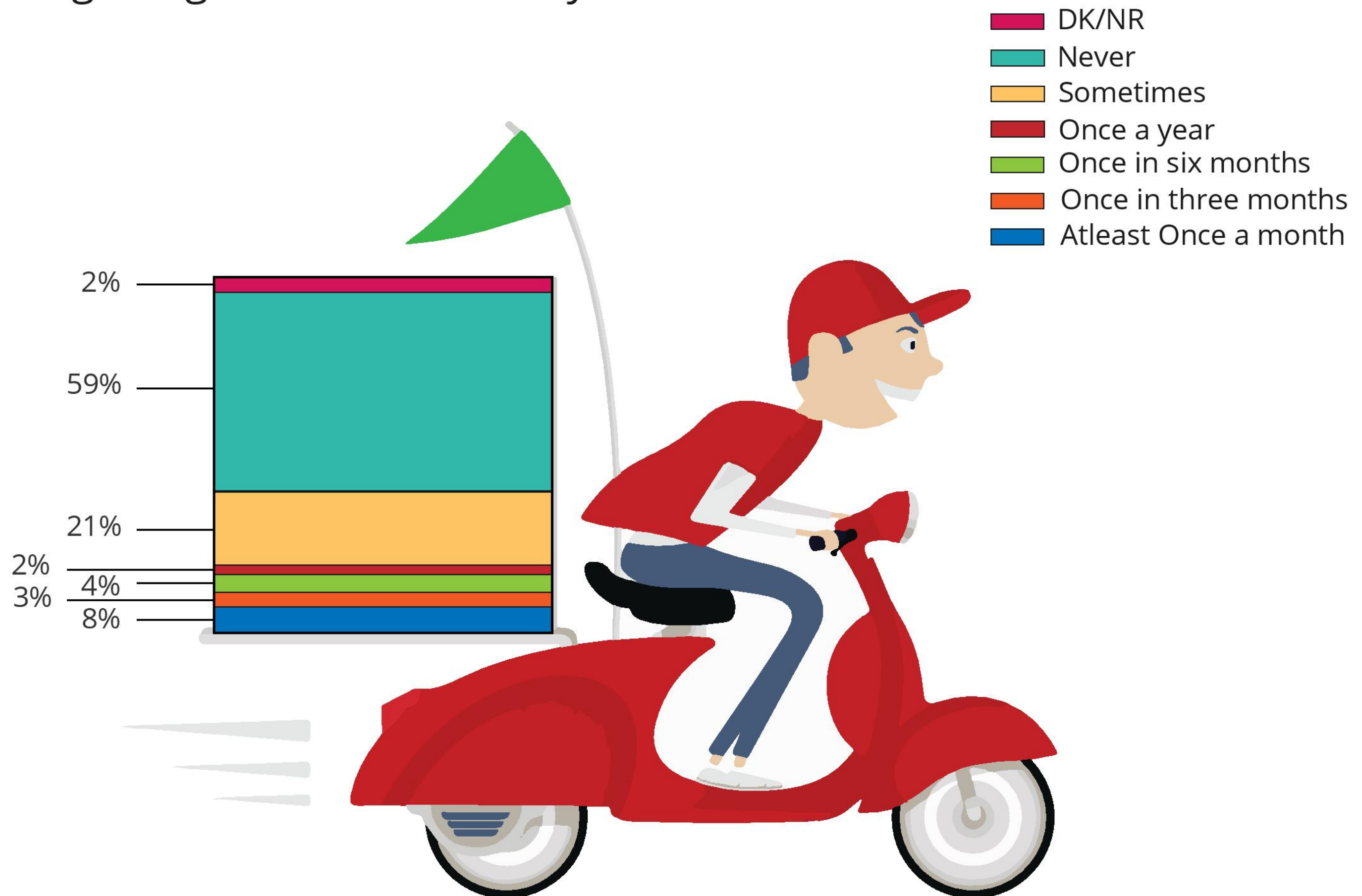


August 26, 2019

ROUGHLY 8 MILLION (8%) ADULT MEN AND WOMEN ORDER FOOD TO THEIR HOUSES EVERY MONTH.

Please tell approximately how much you participate in the activity of getting food delivered to your house?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1372

Field work conducted by Gallup and Gilani Pakistan, the Pakistani affiliate of Gallup International Association

Opinion Poll

**SOCIAL
Eating Habits**

Roughly 8 million (8%) adult men and women order food to their houses every month. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, August 26, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, while 4 in 10 urban dwellers of Pakistan claim they never get food delivered to their house, approximately 7 in 10 rural dwellers report not getting food delivered to their house

A nationally representative sample of men and women from across the four provinces was asked, "Please tell approximately how much you participate in the activity of getting food delivered to your house?" In response, 8% said they get food delivered to their house at least once a month, 3% said once in three months, 4% said once in six months, 2% said once a year, 21% said sometimes and 59% said they never get food delivered to their house. 2% claimed they did not know/did not wish to respond.

Question: "Please tell approximately how much you participate in the activity of getting food delivered to your house?"



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)

Market Calculation: Given 8 million unique customers every month, Gallup Pakistan estimates that monthly food orders could range around 24million. (With an average order size of PKR 500 and unique customer ordering 3 times), total monthly market of orders is around PKR 10 billion and annual market of around 120 billion (~80-100million USD)

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 1,372 men and women in urban and rural areas of all four provinces of the country, during August 02 – August 09, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Monday, August 26, 2019

(2 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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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
2019



of Gallup Pakistan
(1980-2019)