

FEBRUARY 14, 2020

OVER 1 IN 3 (35%) PAKISTANIS CLAIM THAT THEY ARE ALWAYS CONCERNED ABOUT THE PRICES OF HEALTHY FOODS; 1 IN 5 (19%) SAY THEY ARE NEVER CONCERNED

How often would you say that you are concerned about the prices of healthy foods?



SOURCE: GALLUP & GILANI PAKISTAN POLL - SAMPLE SIZE: 1219

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

Opinion Poll

SOCIAL BEHAVIOUR
Eating Habits

Over 1 in 3 (35 %) Pakistanis claim that they are always concerned about the prices of healthy foods; 1 in 5 (19 %) say they are never concerned (Gallup & Gilani Pakistan Poll)

Islamabad, 14 February, 2020

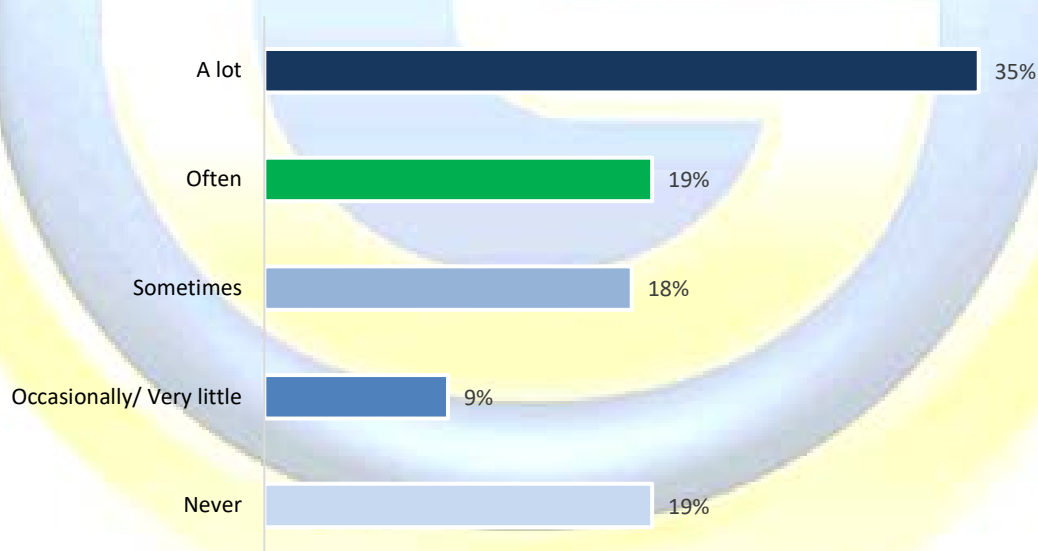
According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 35% Pakistanis claim that they are always concerned about the prices of healthy foods; 19% say they are never concerned.

A representative sample of men and women from across the four provinces was asked, “*How often would you say that you are concerned about the prices of healthy foods?*” In response, 35% say they are always concerned about prices of healthy foods, 19% say they are often concerned, 18% say sometimes, 9% say very little/occasionally and 19% say they are never concerned about the prices of healthy foods.

Urban/Rural Breakdown:

Out of the total rural respondents, 37% say they are always concerned about the prices of healthy foods as compared to 32% urban respondents. 23% rural respondents say they are never concerned about the prices of healthy foods while 12% urban residents showed no concern.

Question: “How often would you say that you are concerned about the prices of healthy foods?”



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 1,219 men and women in urban and rural areas of all four provinces of the country, during December 24 – December 31, 2019. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

Friday, 14 February, 2020

(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
2020



of Gallup Pakistan
(1980-2020)