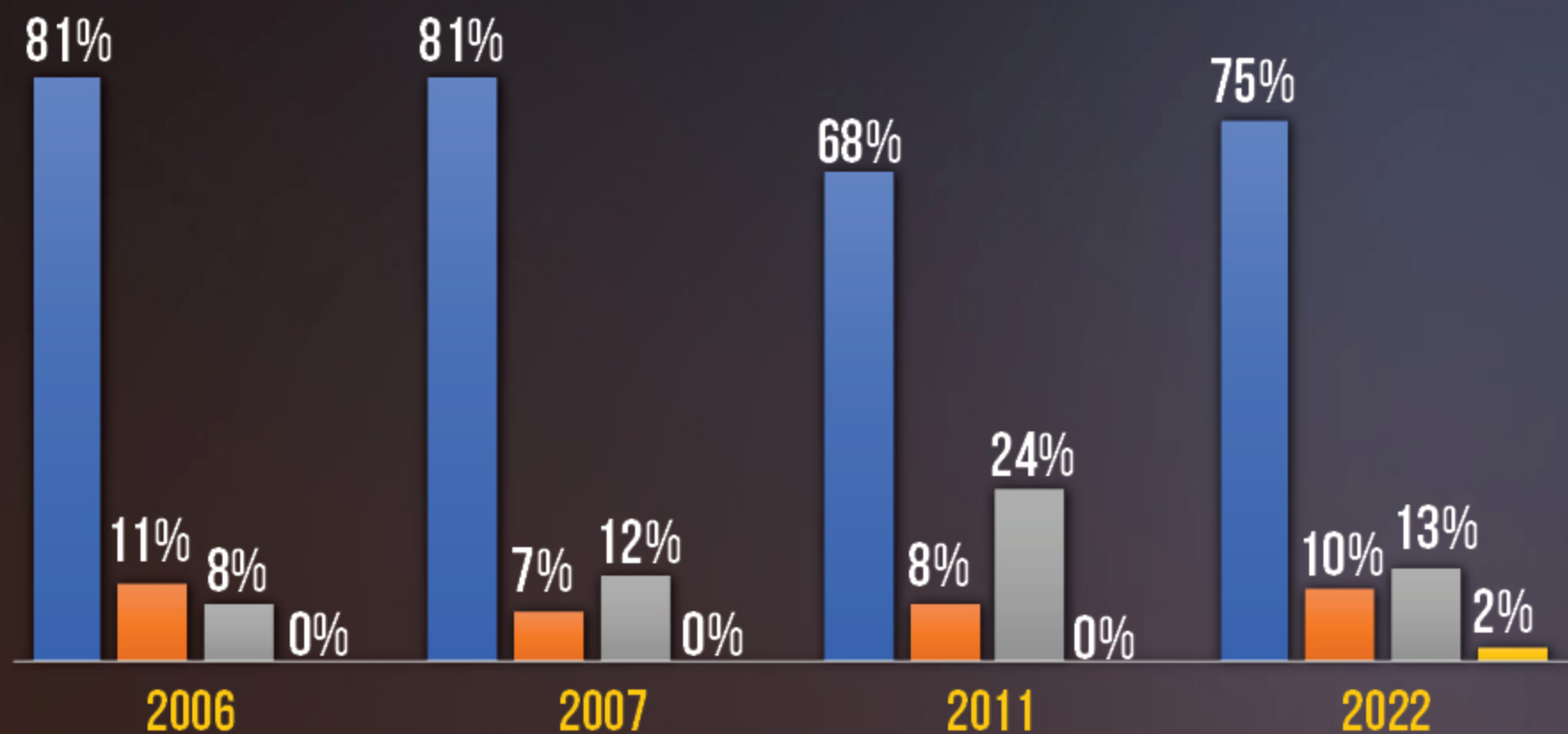


The purchase of fresh meat exclusively from the butcher shop decreased by 6% between 2006 and 2022 as people shift to frozen or mix between frozen and fresh: Gallup & Gilani Pakistan History Project

2006 سے 2022 کے دوران خصوصی طور پر قصائی کی دکان سے لیے جانے والے تازہ گوشت کی شرح میں 6% کی کمی آئی ہے چونکہ لوگ فریزڈ گوشت یا (تازہ اور فریزڈ) دونوں طرح کے گوشت کی خریداری کی طرف جارہے ہیں

Question: "Meat in your home (chicken, goat, beef) is usually taken fresh from the butcher shop or frozen, (pre-cut meat kept in the freezer)?"

■ Fresh ■ Frozen ■ Any that is available ■ Don't know /No Response





Opinion Poll History Polls

The purchase of fresh meat exclusively from the butcher shop decreased by 6 % between 2006 and 2022 as people shift to frozen or mix between frozen and fresh: Gallup & Gilani Pakistan History Project

(Islamabad), July 20, 2022

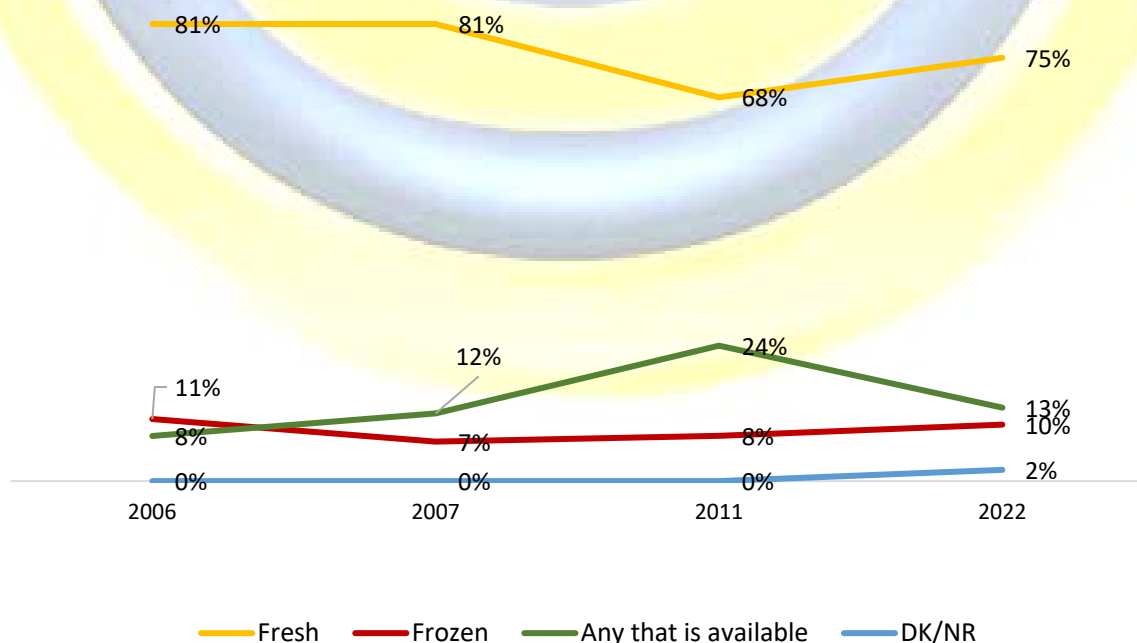
In a Gallup & Gilani Pakistan National Survey conducted in the year 2006, a representative sample of adult men and women from across Pakistan was asked the following question “*Meat in your home (chicken, goat, beef) is usually taken fresh from the butcher shop or frozen, (pre-cut meat kept in the freezer)?*” In response to this question, 81% said fresh, 11% said frozen, and 8% said any that is available.

Comparative Picture: This question was asked again in 2022 to allow a comparison to be made across the years. In response to this question in 2022, 75% said fresh, 10% said frozen, 13% said any that is available and 2% didn't know or gave no response.

Trend Analysis: The purchase of fresh meat from the butcher shop decreased by 6% between 2006 and 2022; it decreased from 81% in 2006 to 75% in 2022. The trend for the purchase of frozen meat remained stable.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “Meat in your home (chicken, goat, beef) is usually taken fresh from the butcher shop or frozen, (pre-cut meat kept in the freezer)?”



Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: "Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan's History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues". For more information about Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Wednesday, July 20, 2022

(3 Pages, English version Only)



Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)