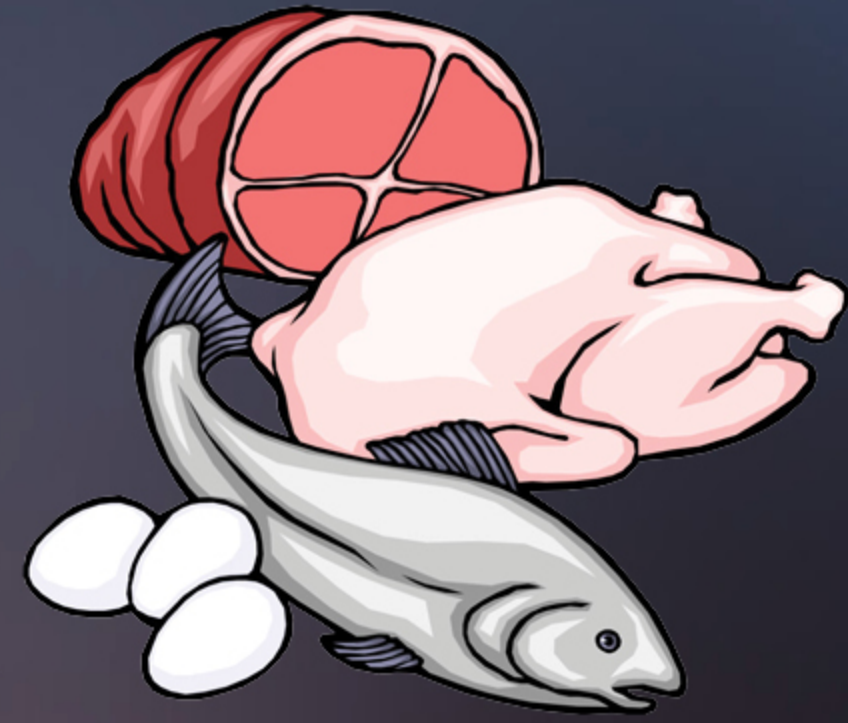
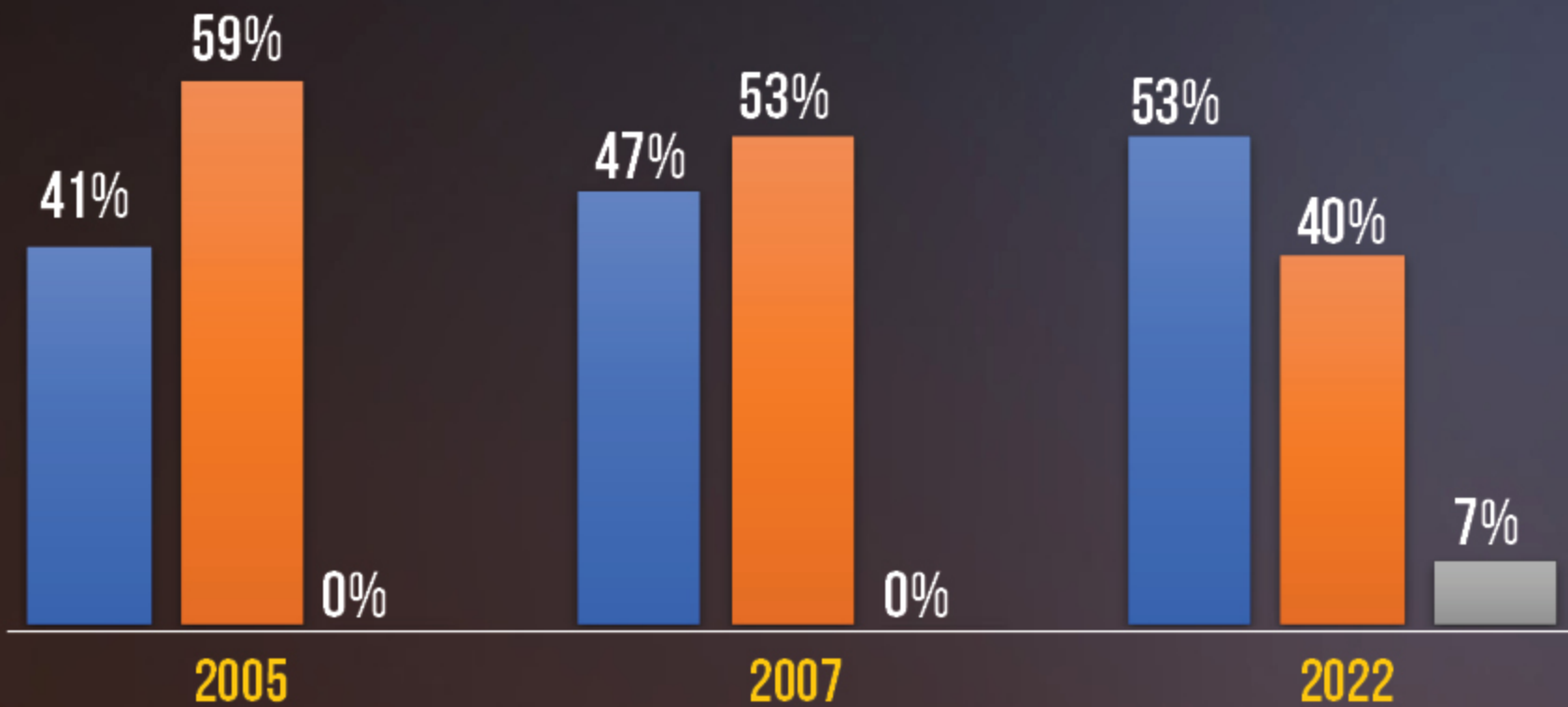


Over the years, the consumption of white meat has increased (from 41% in 2005 to 53% in 2022) while the consumption of red meat has decreased (59% in 2005 to 40% in 2022), indicating a change in eating patterns: Gallup & Gilani Pakistan History Project

گزشتہ سالوں کے دوران، سفید گوشت کے استعمال کی شرح میں اضافہ ہوا ہے (2005 میں سفید گوشت کے استعمال کی شرح 41% تھی جو 2022 میں بڑھ کر 53% ہو گئی ہے)، جبکہ سرخ گوشت کے استعمال کی شرح میں کمی آئی ہے (2005 میں سرخ گوشت کے استعمال کی شرح 59% تھی جو 2022 میں کم ہو کر 40% ہو گئی ہے)، جو کہ اس بات کی نشاندہی کرتا ہے کہ وقت کے ساتھ لوگوں کے کھانے کے انداز میں تبدیلی آئی ہے

Question: "Which meat is mostly used in your family? White meat (chicken and fish) or red meat (mutton and beef)?"

■ White Meat ■ Red Meat ■ Don't know /No Response





Opinion Poll History Polls

Over the years, the consumption of white meat has increased (from 41 % in 2005 to 53 % in 2022) while the consumption of red meat has decreased (59% in 2005 to 40 % in 2022), indicating a change in eating patterns: Gallup & Gilani Pakistan History Project

(Islamabad), July 21, 2022

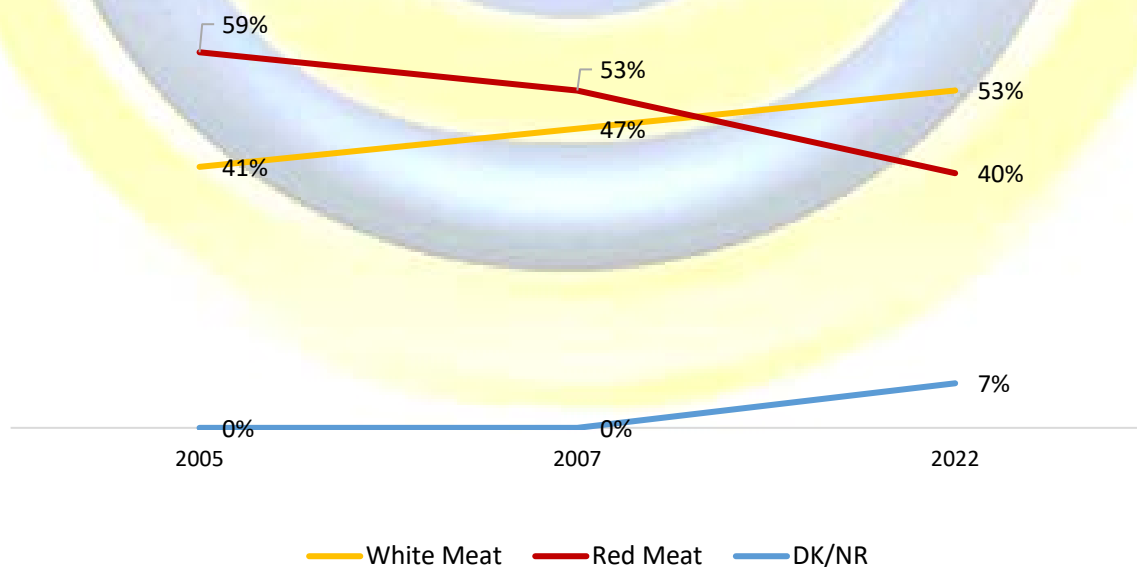
In a Gallup & Gilani Pakistan National Survey conducted in the year 2005, a representative sample of adult men and women from across Pakistan was asked the following question, “Which meat is mostly used in your family? White meat (chicken and fish) or red meat (mutton and beef)?” In response to this question, 41% said white meat, and 59% said red meat.

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, 53% said white meat, 40% said red meat, and 7% didn’t know or gave no response.

Trend Analysis: Over the years, the consumption of white meat has increased (from 41% in 2005 to 53% in 2022) while the consumption of red meat has decreased (59% in 2005 to 40% in 2022), indicating a change in eating patterns.

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: “Which meat is mostly used in your family? White meat (chicken and fish) or red meat (mutton and beef)?”



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

Thursday, July 21, 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)