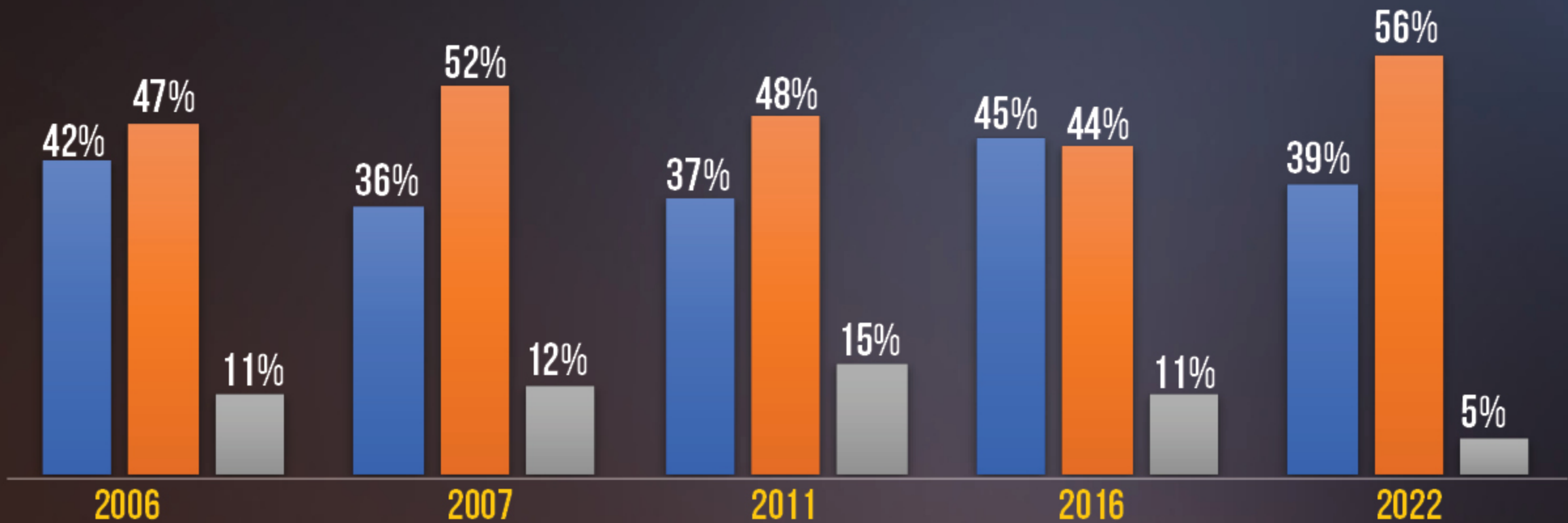


Respondents who believed frozen food should be avoided increased from 47% in 2006 to 56% in 2022, indicating a 9% increase, ambiguity about the subject also decreases significantly signaling a more informed buyer: Gallup & Gilani Pakistan History Project

جوابدہندگان جن کے مطابق فریز ڈکھانوں سے پرہیز کرنا چاہیے کی شرح 2006 میں 47% تھی جو بڑھ کر 2022 میں 56% ہوگئی، یہ اس بات کی طرف اشارہ کرتی ہے کہ فریز ڈکھانوں سے پرہیز کرنے والوں کی شرح میں 9% کا اضافہ ہوا ہے، فریزڈ کھانا صحیح ہے یا نہیں کے حوالے سے غیر واضح رائے رکھنے والوں کی شرح میں کمی نمایاں طور پر فیصلے کرنے کی صلاحیت رکھنے والے صارفین کی شرح میں اضافے کی نشاندہی کرتی ہے

Question: "Some people think that fresh food should be eaten always and frozen (packaged food) should be avoided, while some think there is no harm in having frozen food. In your opinion, is it right or wrong to have frozen food?"

■ Right ■ Wrong ■ Don't know /No Response





Opinion Poll History Polls

Respondents who believed frozen food should be avoided increased from 47% in 2006 to 56% in 2022, indicating a 9% increase, ambiguity about the subject also decreases significantly signaling a more informed buyer: Gallup & Gilani Pakistan History Project

(Islamabad), July 26, 2022

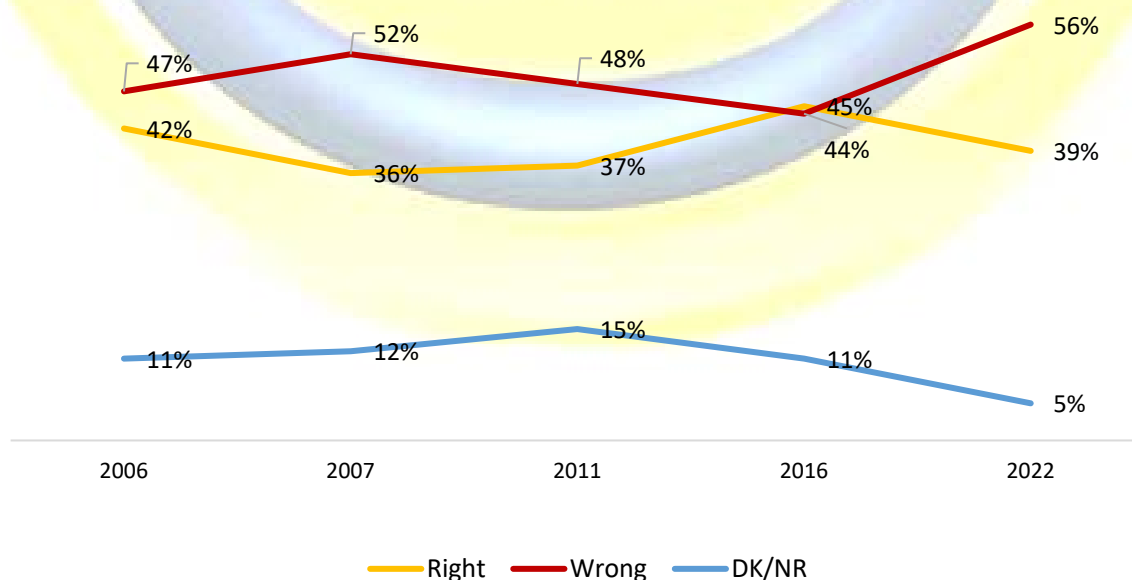
In a Gallup & Gilani Pakistan National Survey conducted in the year 2006, a representative sample of adult men and women from across Pakistan was asked the following question “Some people think that fresh food should be eaten always and frozen (packaged food) should be avoided, while some think there is no harm in having frozen food. In your opinion, is it right or wrong to have frozen food?” In response to this question, 42% said right, 47% said wrong and 11% didn’t know or gave no response.

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, 39% said right, 56% said wrong and 5% didn’t know or gave no response.

Trend Analysis: Respondents who believed frozen food should be avoided increased from 47% in 2006 to 56% in 2022, indicating a 9% increase, ambiguity about the subject also decreases significantly signaling a more informed buyer.

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: “Some people think that fresh food should be eaten always and frozen (packaged food) should be avoided, while some think there is no harm in having frozen food. In your opinion, is it right or wrong to have frozen food?”



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

Tuesday, July 26, 2022

(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

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*

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



Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)