

9th December, 2022

FROM 2007 TO 2022, THERE HAS BEEN IN A 25% INCREASE IN THE NUMBER OF PEOPLE WHO THINK THAT FROZEN FOODS ARE GOOD FOR HEALTH: GALLUP & GILANI PAKISTAN

2007 سے 2022 تک، فریزڈ کھانوں کو صحت کے لیے اچھا سمجھنے والے افراد کی شرح میں 25% کا اضافہ ہوا ہے

Question: "Some people believe it's not good to eat frozen foods, they are not good for health, while some say there is no harm. Do you think its right to eat frozen foods or not?"



2007

36%

Good

52%

Bad

Don't know: 12%

2022

61%

Good

36%

Bad

Don't know: 4%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Social Behavior Eating Habits

From 2007 to 2022, there has been in a 25% increase in the number of people who think that frozen foods are good for health: Gallup & Gilani Pakistan

(Islamabad), December 9th, 2022

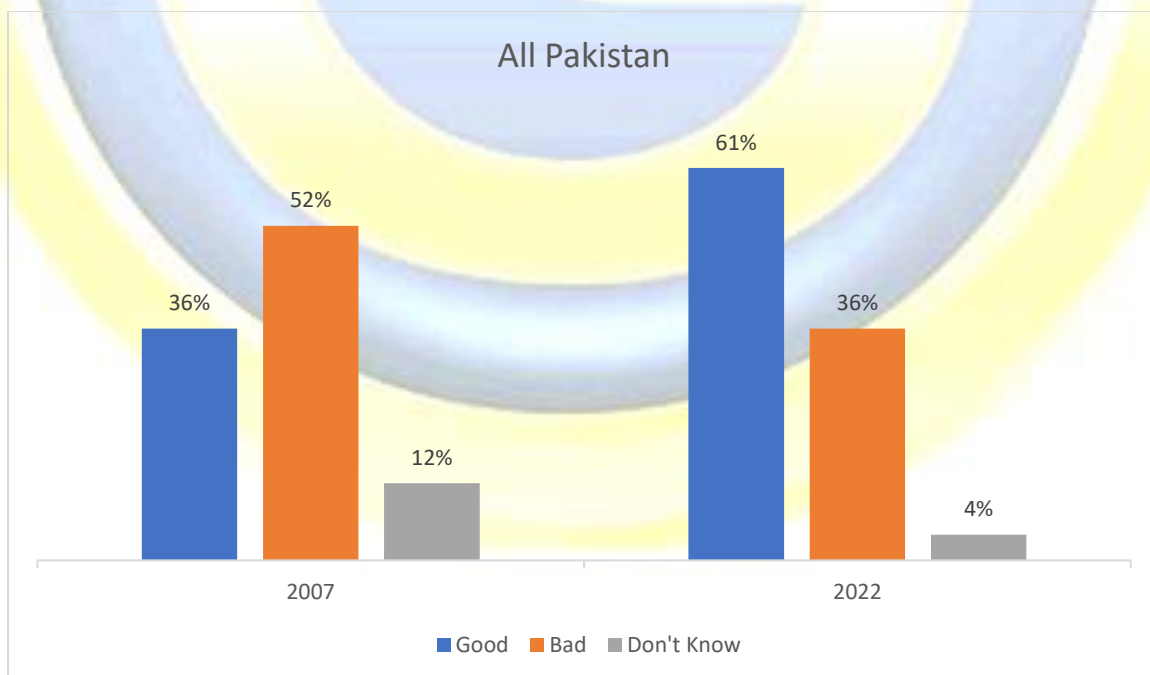
According to a survey conducted by Gallup & Gilani Pakistan, from 2007 to 2022, there has been in a 25% increase in the number of people who think that frozen foods are good for health

A nationally representative sample of adult men and women from across the country was asked the following question regarding, “Some people believe it’s not good to eat frozen foods, they are not good for health, while some say there is no harm. Do you think its right to eat frozen foods or not?” 61% said that it is good while 36% responded that it is bad and 4% said that they did not know.

The same question was asked in 2007 and in 2007, 36% people responded that it is good to eat frozen foods, 52% said it’s bad while 12% responded that they did not know.

Trend Analysis: In the last 15 years, there has been a 25% increase in the number of people who think that it’s good to eat frozen foods.

Question: “Some people believe it’s not good to eat frozen foods, they are not good for health, while some say there is no harm. Do you think its right to eat frozen foods or not?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and 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 747 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).





Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*

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(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*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)