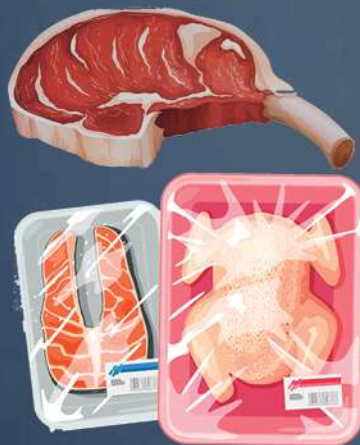


12th December, 2022

THE PREFERENCE FOR FRESH MEAT AMONGST PAKISTANIS HAS DECREASED BY 15% OVER THE LAST 15 YEARS: GALLUP & GILANI PAKISTAN

Question: "Usually you buy fresh meat from butchers' shop or frozen from any store?"



2007

81% Fresh

7% Frozen

12% Any

2022

66% Fresh

10% Frozen

22% Any

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Food/Drink Meat

The preference for fresh meat amongst Pakistanis has decreased by 15% over the last 15 years: Gallup & Gilani Pakistan

(Islamabad), December 12th, 2022

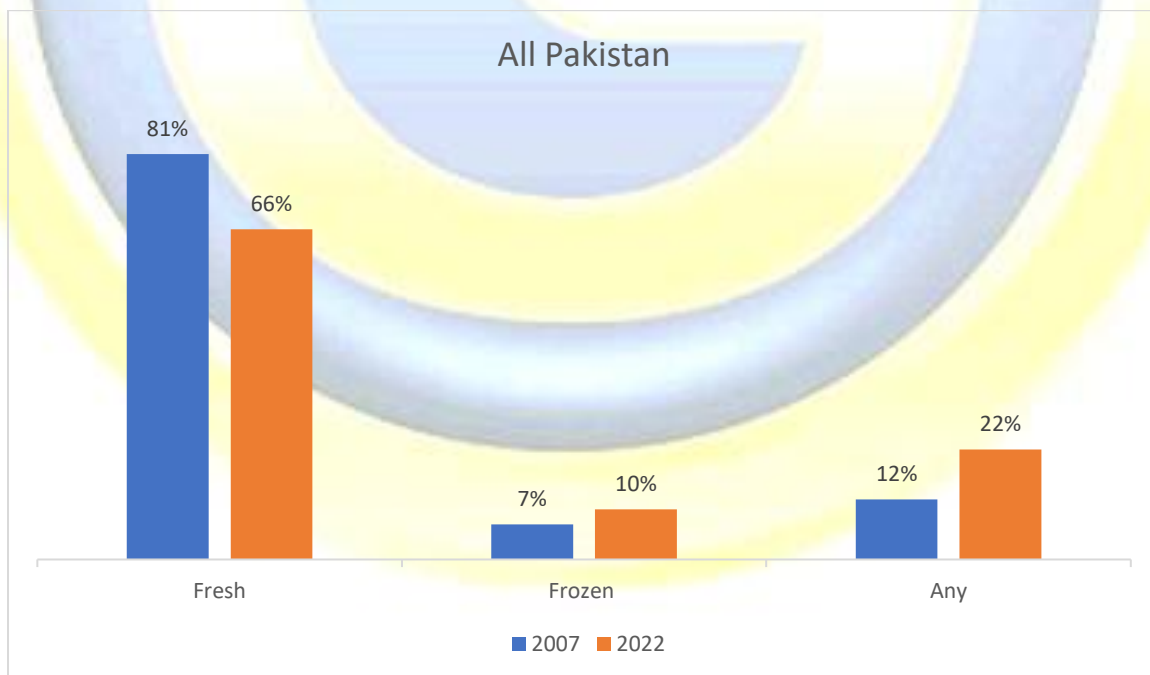
According to a survey conducted by Gallup & Gilani Pakistan, the preference for fresh meat amongst Pakistanis has decreased by 15% over the last 15 years

A nationally representative sample of adult men and women from across the country was asked the following question regarding, “Usually you buy fresh meat from butchers’ shop or frozen from any store?” 66% said that they buy fresh meat, 10% said they buy frozen meat while 22% said that they buy any meat.

The same question was asked in 2007, and in response 81% said that they buy fresh meat, 7% said they buy frozen meat and 12% said they buy any meat.

Trend Analysis: Over the last 15 years, the preference for fresh meat has decreased by 15% while that for frozen meat has increased by 3%.

Question: “Usually you buy fresh meat from butchers’ shop or frozen from any store?”



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 ± 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

Friday, 09th December 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)