

20th August, 2024

42% OF ALL PAKISTANIS REPORT CONSUMING ALL FOUR FOOD PRODUCTS (VEGETABLES, CHICKEN MEAT, BEEF, AND MILK) IN THE PAST MONTH; WOMEN AND RURAL RESIDENTS MORE LIKELY TO HAVE CONSUMED ALL FOUR: GALLUP & GILANI PAKISTAN

42% پاکستانیوں نے بتایا کہ گزشتہ ایک ماہ کے دوران انہوں نے چاروں غذائی اشیاء (سبزیوں، مرغی کا گوشت، گائے کا گوشت، دودھ) استعمال کیں، کھانے پینے کی چاروں اشیاء استعمال کرنے کے حوالے سے شرح خواتین اور دیہی علاقوں میں رہنے والے افراد میں زیادہ پائی گئی۔

Question: I will now read you a list of products. Please indicate how many of the following products you have used in the past month. Give numbers only, not items? - Vegetables, Chicken meat, Beef, Milk





PRESS RELEASE

Opinion Poll

Consumer Products

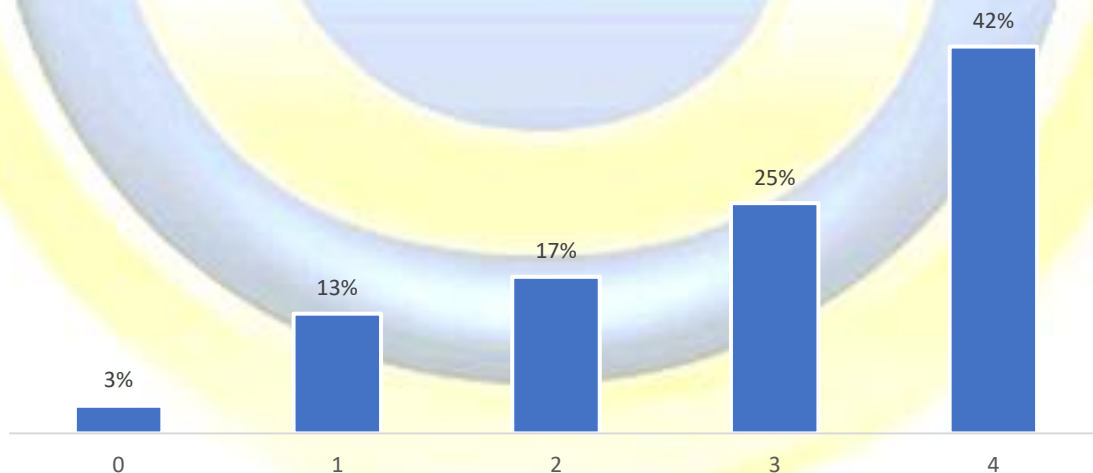
42% of all Pakistanis report consuming all four food products (vegetables, chicken meat, beef, and milk) in the past month; women and rural residents more likely to have consumed all four: Gallup & Gilani Pakistan

(Islamabad) 20th August, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 42% of all Pakistanis report consuming all four food products (vegetables, chicken meat, beef, and milk) in the past month. Findings of the survey showed women and rural residents as being more likely to have consumed all four food products, as compared to their counterparts.

A nationally representative sample of adult men and women from across the country was asked the question, “I will now read you a list of products. Please indicate how many of the following products you have used in the past month. Give numbers only, not items? - Vegetables, Chicken meat, Beef, Milk” In response, 3% said ‘0’, 13% replied with ‘1’, 17% responded with ‘2’, 25% said ‘3’, and 42% answered with ‘4’.

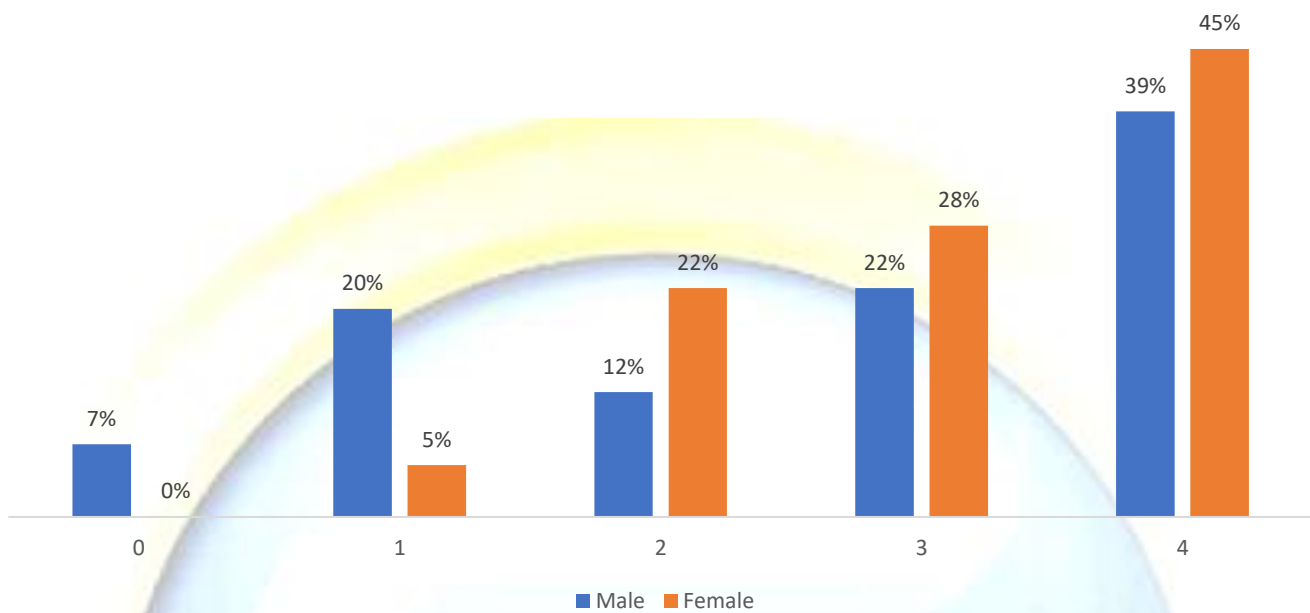
Question: I will now read you a list of products. Please indicate how many of the following products you have used in the past month. Give numbers only, not items? - Vegetables, Chicken meat, Beef, Milk



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

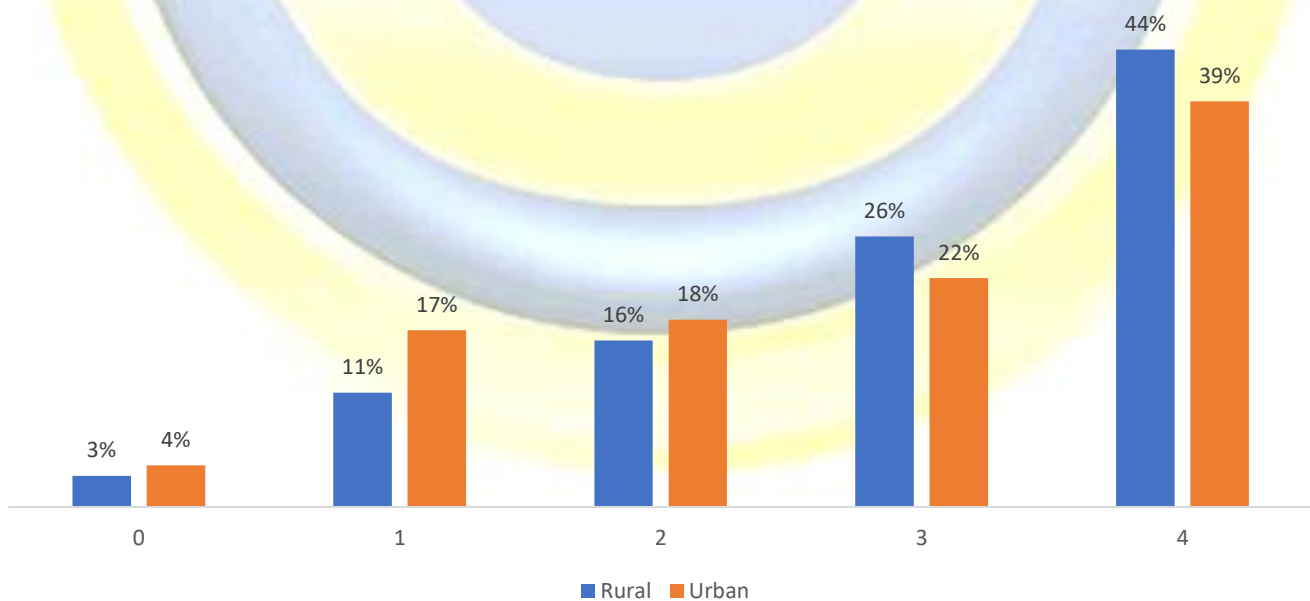
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28th June - 10th July 2024. 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).

Across gender: Pakistani women were more likely (45%) to have consumed all four products in the past month, as compared to men (39%).



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

Across rurality: Rural residents in Pakistan were more likely (44%) to have consumed all four products in the past month, compared to urban residents (39%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
FOUNDATION

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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
2024



of Gallup Pakistan
(1980-2024)