

# 30 Years of Polling On Eating Habits of Pakistanis 1980-2010 Perceptions and Preferences of the Pakistani Public



A Gallup Pakistan Report

**Gallup & Gilani**  
PAKISTAN  
Affiliated with Gallup International  
World Leaders in Marketing Research & Consultancy



# 30 YEARS OF POLLING ON EATING HABITS OF PAKISTANIS

(1980-2010)

PERCEPTIONS AND PREFERENCES OF  
PAKISTANI PUBLIC

(NOT FOR PUBLIC RELEASE OR PUBLICATION)

*April 05, 2011 (Modified: April, 2011)*



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## CAUTION:

### **THIS IS A PRELIMINARY DRAFT**

We are in the process of reviewing, cross-checking and revising/editing the material presented here. Please feel free to use the revised version for any research and teaching purpose.

### **DISCLAIMER**

The data pertain to 30 years of polling work. We have made much effort to standardize the samples and question wording wherever comparisons are made across years. However it still leaves room for improvement. We will join our readers in bringing greater refinement in all stages of research as we look ahead to future work on the same subjects.

### **LOOKING BACK AND LOOKING AHEAD**

The basic purpose of this Report is to start a meaningful debate on the issue of Polling Research on Society and Food Habits in Pakistan and identify avenues of further improvement. We admit that during the last 30 years we often asked inappropriate questions or did not maintain a time series as we should have. Moreover, our questions were not always informed by Relevant Experts knowledge. Hopefully in the future, we will frame more 'informed questions' in a more 'informed framework'.

While recognizing its limitations, what we have and present here, provides approximations to Perceptions on a wide variety of Social issues, which may otherwise be unavailable in a scientific fashion.

We present this to generate a constructive debate between Sociologists, Anthropologists and related Professionals working on Social Issues and Survey Researchers. The two can join hands to produce valuable Research and teaching materials for Concerned Professionals.

**Note:** For more details on Methodology please refer to the Methodology Section



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**Note:** For more details on Methodology please refer to the Methodology Section



## SECTION 1:

# A TYPICAL PAKISTANI MEAL

**Note:** For more details on Methodology please refer to the Methodology Section



Section 1:

## **A TYPICAL PAKISTANI MEAL**

The majority of Pakistanis (49%) eat Paratha in the morning followed by Roti (18%), tea (9%) and bread (10%). At lunch and dinner, Rotti is the staple diet (81%; 78%) followed by rice (17%; 20%) respectively. It is interesting to note that majority (44%) of our households claim having light meals at both lunch and dinner times.

Majority (52%) of Pakistanis eat meals three times a day. 37% have two meals, 5% have one meal and 5% eat meals more than thrice in a day.

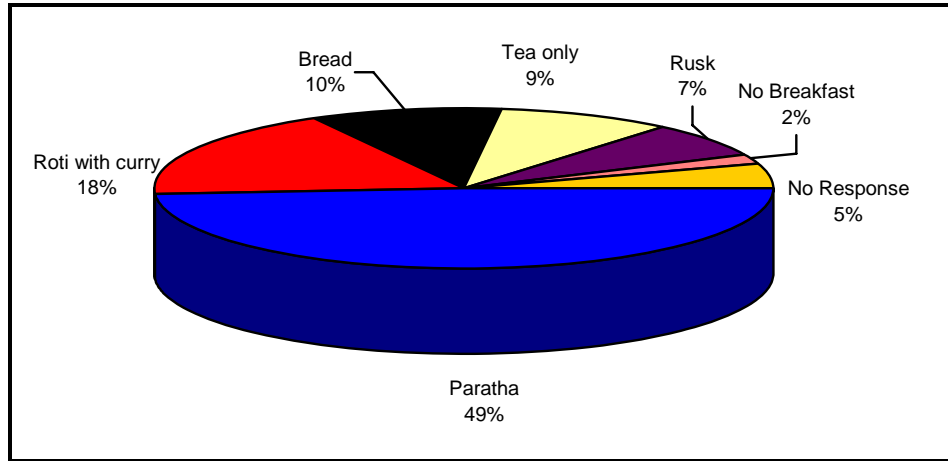
About a third of the survey population says that they are away from home at lunchtime. While 34% of them buy lunch from their workplace, 13% take it from home whereas 53% eat after returning home.



## A Typical Pakistani Meal

### BREAKFAST: WHAT DOES A PAKISTANI EAT?

**Question:** Mostly, what do you like to take in your Breakfast?



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	2006	2008	2009
Paratha	45%	41%	49%
Bread	10%	11%	10%
Tea	11%	13%	9%
Rusk	-	-	7%
Roti with curry	34%	33%	18%
Nothing	-	-	2%
Others	-	1%	-
No Response	-	1%	5%

**Source:** Gallup & Gilani / National Surveys, 2006, 2008 & 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section



A Typical Pakistani Meal

**LUNCH AND DINNER: WHAT DOES A PAKISTANI EAT?**

**Question:** Mostly, what do you eat at lunch and dinner?

**LUNCH**

**DINNER**



**Source:** Gallup & Gilani / National Survey, 2009

Comparative Data

	2006	2008	2009
<b>Lunch</b>			
Roti	85%	71%	65%
Rice	14%	10%	15%
Both	1%	17%	20%
No Response	-	2%	
<b>Dinner</b>			
Roti	67%	65%	65%
Rice	30%	12%	18%
Both	3%	21%	17%
No Response		2%	

**Source:** Gallup & Gilani / National Surveys, 2006, 2008 & 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section

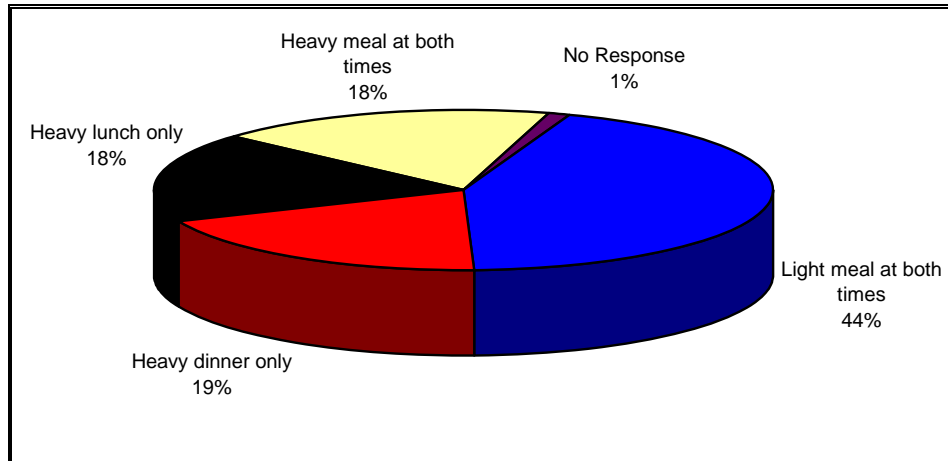




## A Typical Pakistani Meal

### PREFERENCE FOR HEAVY AND LIGHT DIET

**Question:** Some people have heavy lunch or dinner or both. What do you have mostly?



**Source:** Gallup & Gilani / National Survey, 2008

### Comparative Data

	2003	2006	2008
Heavy Lunch	25%	19%	18%
Heavy Dinner	16%	23%	19%
Both Meals Heavy	32%	34%	18%
Both Meals Light	26%	24%	44%
No Response	1%	-	1%

**Source:** Gallup & Gilani / National Surveys, 2003, 2006 & 2008

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

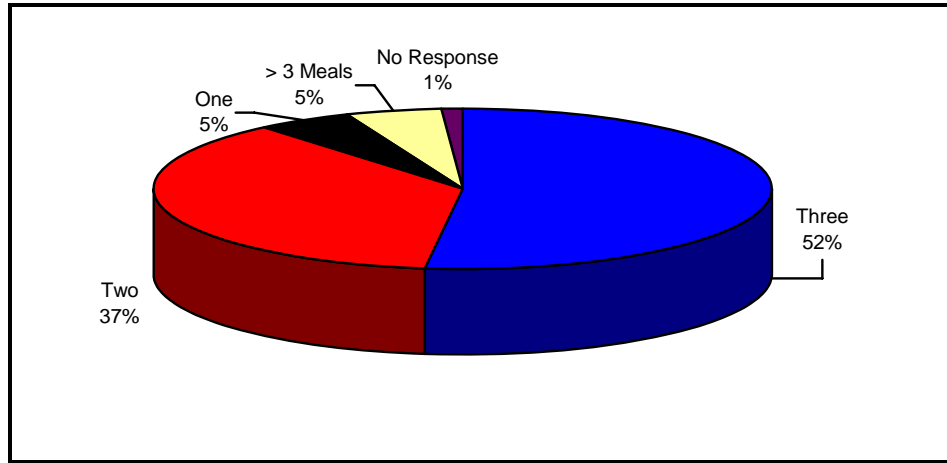
**Note:** For more details on Methodology please refer to the Methodology Section



### A Typical Pakistani Meal

## HOW MANY MEALS IN A DAY?

**Question:** How many meals **do you have** in a day?



**Source:** Gallup & Gilani / National Survey, 2009

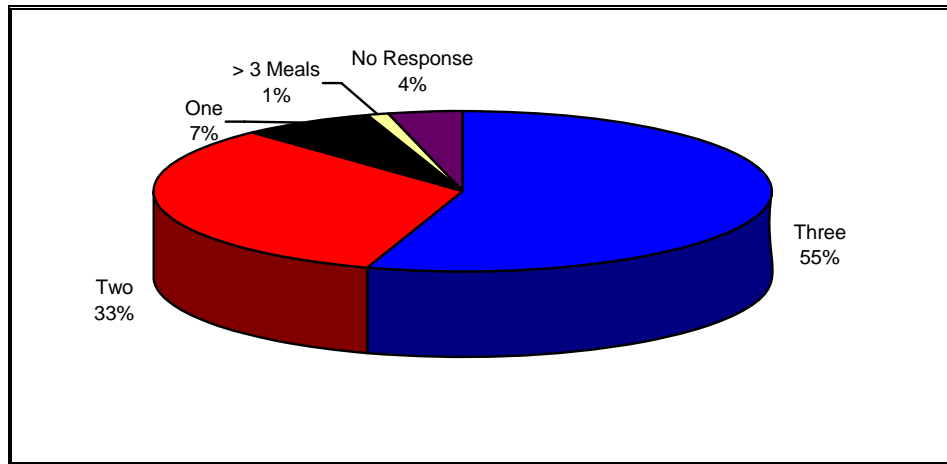
**Note:** For more details on Methodology please refer to the Methodology Section



### A Typical Pakistani Meal

## HOW MANY MEALS IN A DAY?

**Question:** How many meals **should be taken** in your opinion, in a day?



**Source:** Gallup & Gilani / National Survey, 2009

**Note:** For more details on Methodology please refer to the Methodology Section

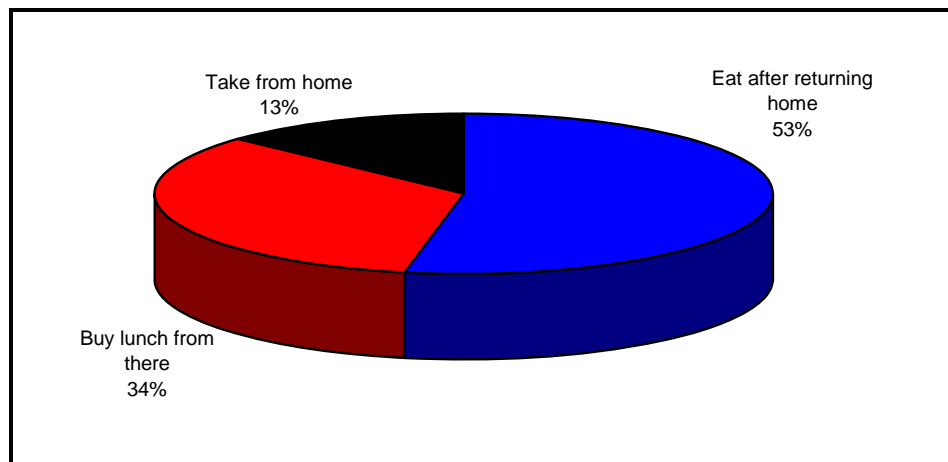


## A Typical Pakistani Meal

### PLACE OF LUNCH?

**Question:** Do you go away for work/employment? If yes, then what do you do for your lunch?

Away from Home at Lunch = 32%



**Source:** Gallup & Gilani / National Survey, 2005

### Comparative Data

	2001	2005
Take from Home	20%	13%
Buy from there	27%	34%
Eat after returning home	45%	53%
Others	8%	

**Source:** Gallup & Gilani / National Surveys, 2001 & 2005

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

\* Only those respondents who are away at lunch time

**Note:** For more details on Methodology please refer to the Methodology Section



## SECTION 2:

# VIEWS ON MEAT

**Note:** For more details on Methodology please refer to the Methodology Section



Section 2:

## **VIEWS ON MEAT**

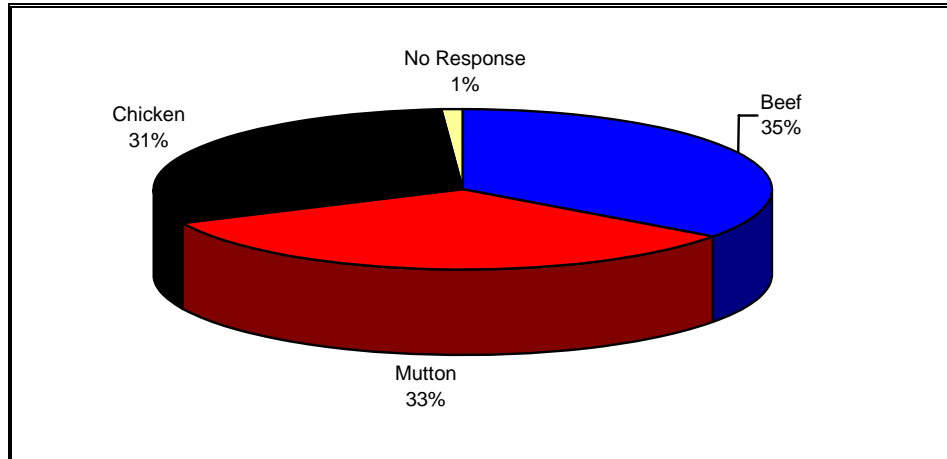
Among meat, the choices are equally divided among beef (35%), mutton (33%) and chicken (31%). Overall the use of red meat (59%) outweighs the use of white meat (39%) in Pakistani households. People prefer to buy fresh meat from the butcher's shop. Given the option that financial constraints are removed and the price of meat, pulses and vegetables is the same; 51% of the people would prefer meat.

During our field work, we asked our respondents about the food on that day in their household. 42% had vegetable, 27% had meat, 17% had pulses and 11% had rice in their food on a random day.



## CHOICE OF MEAT

**Question:** What type of meat do you **personally like** the most?



**Source:** Gallup & Gilani / National Survey, 2008

### Comparative Data

	2005	2006	2007	2008
<b>Chicken</b>	45%	27%	39%	31%
<b>Mutton</b>	25%	32%	36%	33%
<b>Beef</b>	30%	41%	25%	35%
<b>No Response</b>	-	-	-	1%

**Source:** Gallup & Gilani / National Surveys, 2005, 2006, 2007 & 2008

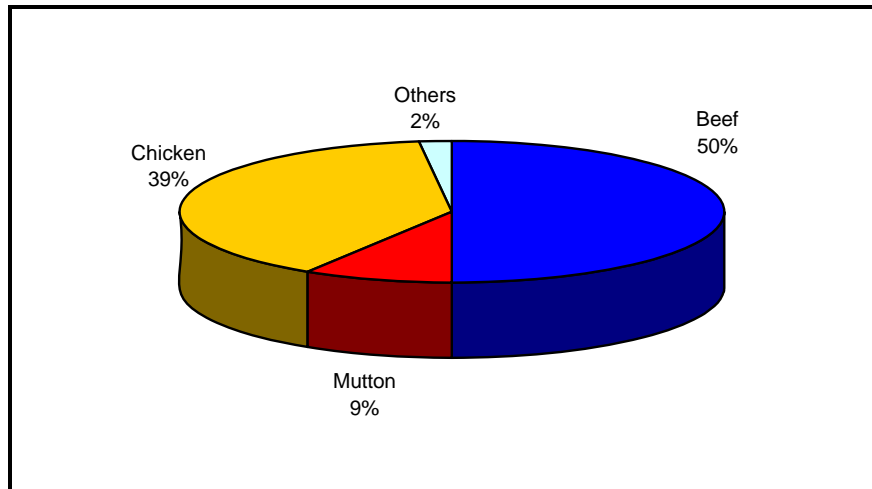
**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section



## CHOICE OF MEAT

**Question:** What type of meat is **mostly used** in your household?



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	2005	2007	2008
White Meat (Chicken, fish)	41%	47%	39%
Red Meat (Mutton, Beef)	59%	53%	60%
No Response	-	-	1%

**Source:** Gallup & Gilani / National Surveys, 2005, 2007 & 2008

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

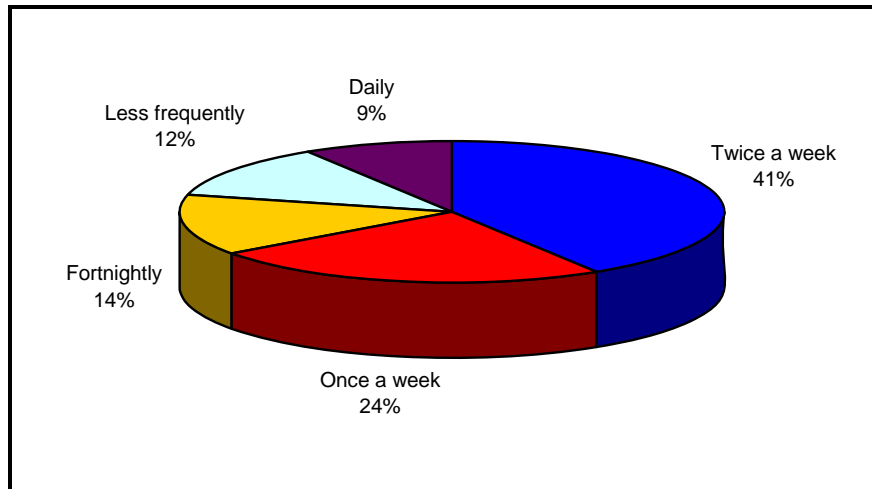
**Note:** For more details on Methodology please refer to the Methodology Section





## FREQUENCY OF USAGE OF MEAT

**Question:** How often is meat eaten in your household?



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	2008	2009
Daily	9%	9%
Twice a week	31%	41%
Once a Week	24%	24%
Once in 2 weeks	14%	14%
Less frequently	20%	12%
No Response	2%	-

**Source:** Gallup & Gilani / National Surveys, 2008 & 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section



## AMOUNT OF MEAT CONSUMED IN A HOUSEHOLD

Question: What **amount of Meat** of different kinds (chicken, mutton and beef) is approximately used **in a month in your household?**

	<b>Chicken</b>	<b>Beef</b>	<b>Mutton</b>
1-2 Kilograms	32%	33%	17%
3-4 Kilograms	22%	15%	6%
5-6 Kilograms	13%	9%	5%
7-8 Kilograms	3%	2%	1%
9-10 Kilograms	5%	5%	1%
> 10 Kilograms	3%	3%	0%
<b>Do not use</b>	<b>11%</b>	<b>20%</b>	<b>49%</b>
No Response	11%	13%	21%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Source:** Gallup & Gilani / National Surveys 2011.

**Note:** This topic was explored on request of one of our readers. We are grateful for such suggestions and would be happy to produce meaningful research mutually with our Readers in the future as well.



## AMOUNT OF MEAT CONSUMED IN A HOUSEHOLD

### Comparative Data

**Usage of Meat\*** across Population segments *(Row percentages are shown)*

	<b>1-4 Kilograms</b>	<b>More than and equal to 5 Kg</b>	<b>Do Not use</b>	<b>No response</b>
<b>Chicken</b>				
Rural	56%	20%	12%	12%
Urban	48%	34%	9%	9%
<b>Beef</b>				
Rural	51%	17%	18%	14%
Urban	43%	22%	24%	11%
<b>Mutton</b>				
Rural	24%	7%	46%	23%
Urban	24%	9%	53%	14%

**Source:** Gallup & Gilani / National Surveys 2011.

\* Question: What amount of Meat of different kinds (chicken, mutton and beef) is approximately used in a month in your household?

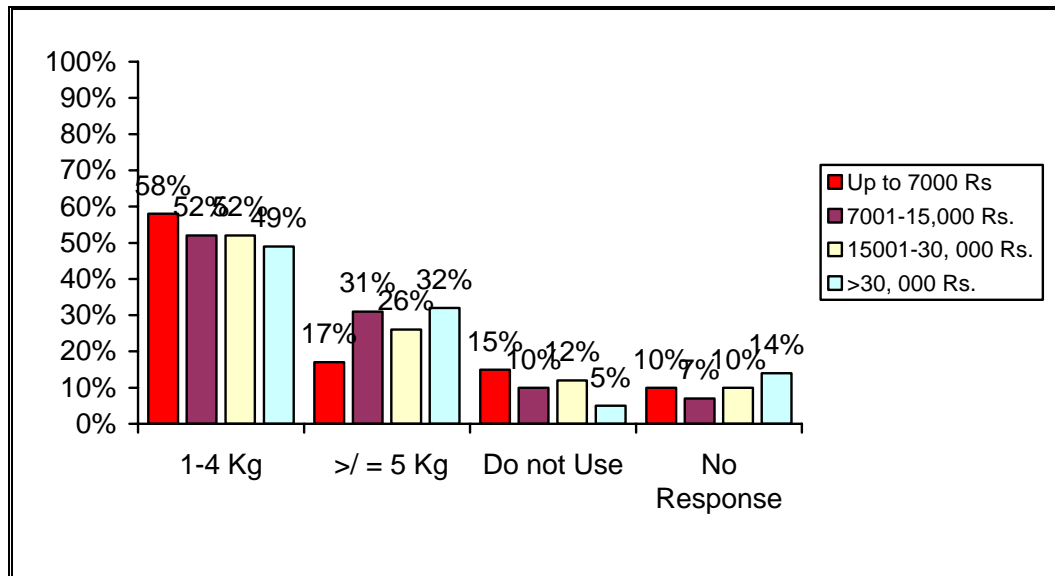
**Note:** For more details on Methodology please refer to the Methodology Section



## AMOUNT OF MEAT CONSUMED IN A HOUSEHOLD

Comparative Data

### Usage of Chicken\* across Socio economic segments



**Source:** Gallup & Gilani / National Surveys 2011.

- Question: What amount of Meat of different kinds (chicken, mutton and beef) is approximately used in a month in your household?
- Monthly Household Incomes are given

With increasing Monthly Household Income; the amount of chicken consumed in the household per month increases.

Among those who have household income less than Rs. 7000; 17% consume more than/ equal to 5 Kg Chicken per month, whereas among those with monthly Household income of more than 30,000 Rs. 32% consume 5 or more Kg of Chicken in a month.

**Note:** For more details on Methodology please refer to the Methodology Section



## AMOUNT OF MEAT CONSUMED IN A HOUSEHOLD

### Comparative Data

#### Usage of Meat\* across Rural and Urban Punjab

Chicken	< 5 Kg	5 Kg and above	Do not Use	No Response
<b>Rural</b>	68%	19%	5%	8%
<b>Urban</b>	44%	33%	9%	14%
Mutton	< 5 Kg	5 Kg and above	Do not Use	No Response
<b>Rural</b>	24%	7%	41%	28%
<b>Urban</b>	28%	10%	46%	16%
Beef	< 5 Kg	5 Kg and above	Do not Use	No Response
<b>Rural</b>	64%	14%	11%	11%
<b>Urban</b>	39%	13%	33%	15%

**Source:** Gallup & Gilani / National Surveys 2011.

\*Question: What amount of Meat of different kinds (chicken, mutton and beef) is approximately used in a month in your household?

**Note:** For more details on Methodology please refer to the Methodology Section



## AMOUNT OF MEAT CONSUMED IN A HOUSEHOLD

Question: What **amount of Meat** of different kinds (chicken, mutton and beef) is approximately used **in a month in your household?**

(Average amount of each type of meat consumed in a Household per month as reported by the respondents is calculated)

	<b>Chicken</b>	<b>Beef</b>	<b>Mutton</b>
<b>All Pakistan</b>	<b>4 kg</b>	<b>4 kg</b>	<b>3 Kg</b>
Punjab	4 Kg	3 Kg	3 Kg
Sindh	4 Kg	4Kg	3 Kg
Khyber Pakhtoonkhwa	7 Kg	9Kg	6Kg
Balochistan	3 Kg	3Kg	7Kg

**Source:** Gallup & Gilani / National Surveys 2011.

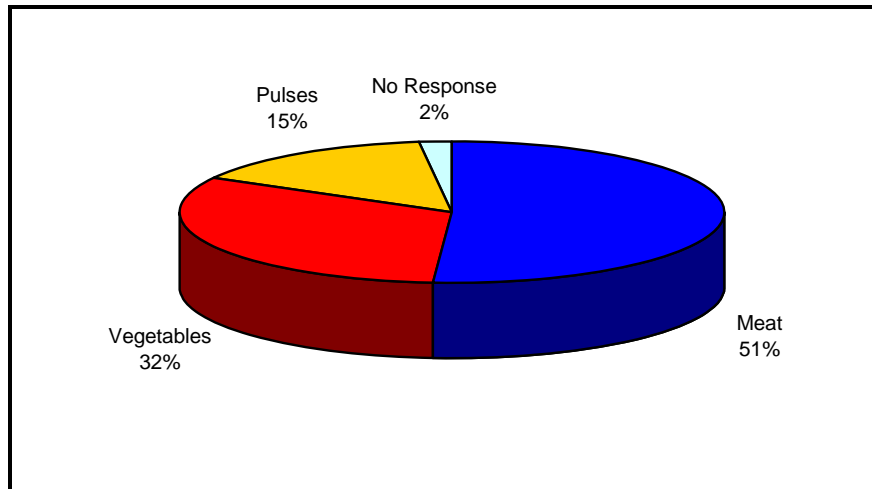
**It is interesting to see the variation in amount of Meat consumed in different Provinces.**

**Note:** For more details on Methodology please refer to the Methodology Section



## CHOICE OF FOOD: MEAT/VEGETABLES/PULSES?

**Question:** If the price of all the three food items is equal, what would you prefer in your diet?



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	<b>2005</b>	<b>2009</b>
Vegetables	44%	32%
Pulses	12%	15%
Meat	44%	51%

**Source:** Gallup & Gilani / National Surveys, 2005 & 2009

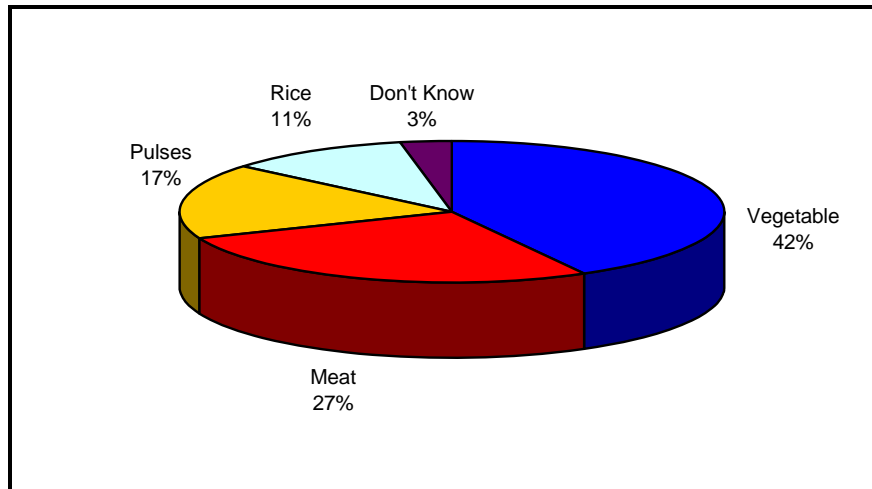
**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section



## PREFERENCE FOR FOOD: FOOD ON A RANDOM DAY?

**Question:** What is the menu of your meal today in the household?



**Source:** Gallup & Gilani / National Survey, 2009

**Note:** For more details on Methodology please refer to the Methodology Section





## SECTION 3:

# VIEWS ON BEVERAGES

**Note:** For more details on Methodology please refer to the Methodology Section



Section 3:

**VIEWS ON BEVERAGES**

Among tea and its likes, ordinary tea is used in 96% of our households followed by green tea (23%) and coffee in 10% of households.

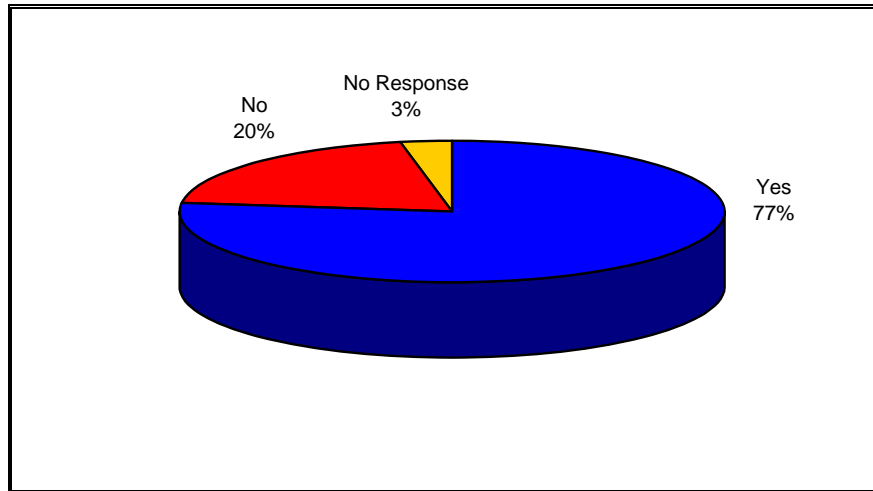
People generally serve their guests juice in summers and tea in winters.



## VIEWS ON BEVERAGES

### TEA

**Question:** Do you take tea (*sometimes/often*)?



**Source:** Gallup & Gilani / National Survey, 2009

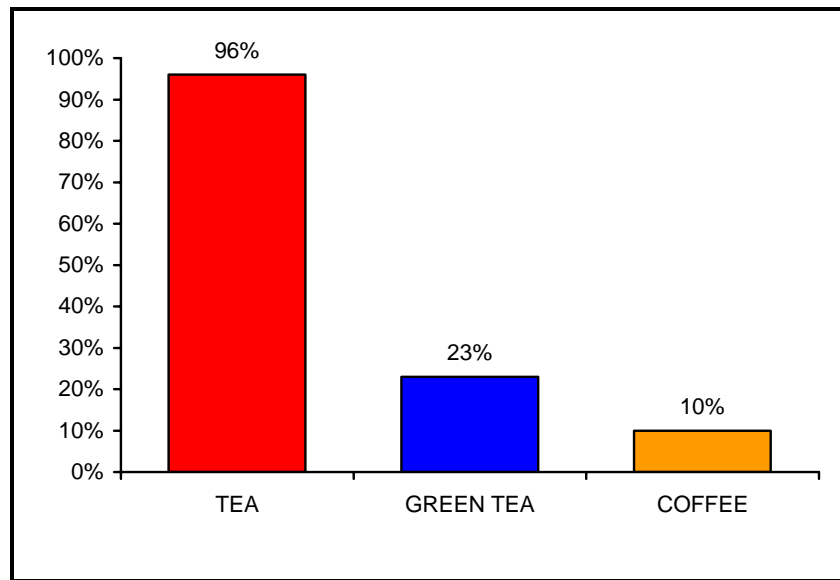
**Note:** For more details on Methodology please refer to the Methodology Section



## VIEWS ON BEVERAGES

### TEA AND ITS KINDS

**Question:** What is used in your household?\*



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	2005	2008	2009
Tea	98%	91%	96%
Green Tea	18%	19%	23%
Coffee	5%	8%	10%

**Source:** Gallup & Gilani / National Surveys, 2005, 2008 & 2009

**Note:** Multiple Response Question. The percentages might not add to 100%

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

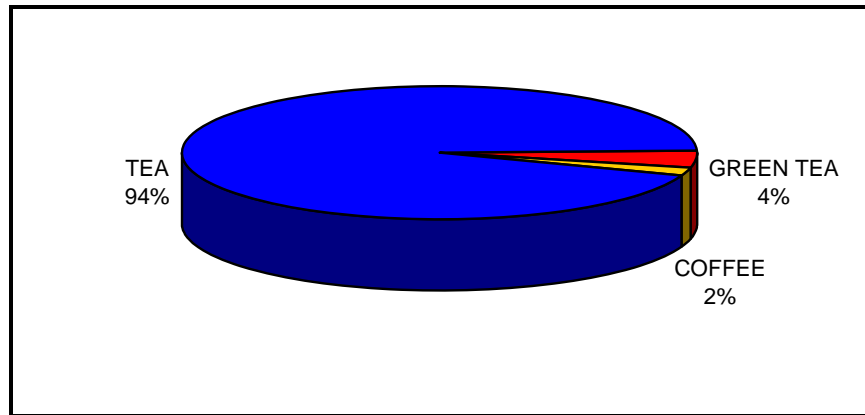
**Note:** For more details on Methodology please refer to the Methodology Section



## VIEWS ON BEVERAGES

### TEA AND ITS KINDS

**Question:** Among tea and its kinds which one is used **most often** in your household?



**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

	2005	2009
Tea	96%	94%
Green Tea	4%	4%
Coffee	-	2%

**Source:** Gallup & Gilani / National Surveys, 2005 & 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

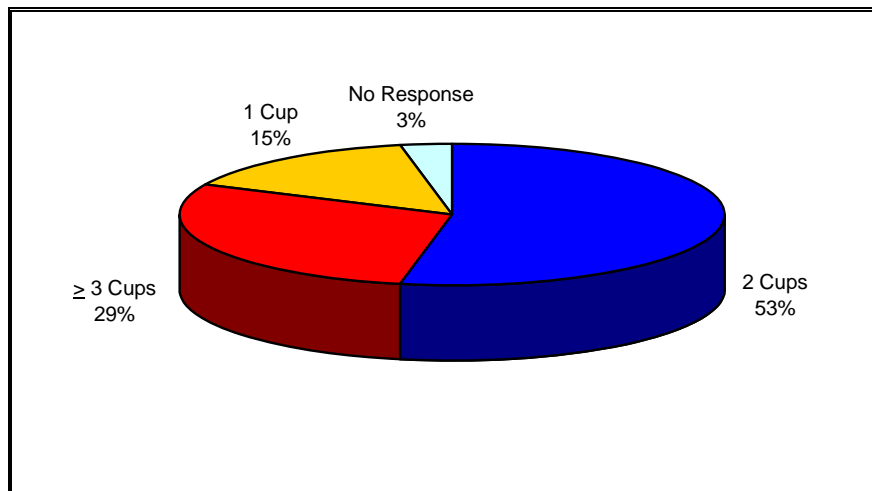
**Note:** For more details on Methodology please refer to the Methodology Section



## VIEWS ON BEVERAGES

### TEA: HOW MANY CUPS IN A DAY?

**Question:** How many cups of tea do you take in a day?\*



**Source:** Gallup & Gilani / National Survey, 2009

\* Only among those who say they drink tea

**Note:** For more details on Methodology please refer to the Methodology Section



## VIEWS ON BEVERAGES

### **TEA: WHEN DO YOU TAKE TEA?**

**Question:** At what time is tea taken in your household?\*

*Percent of Respondents*

Breakfast	90%
Evening	51%
After Lunch	28%
After Dinner	30%
Anytime	5%

**Source:** Gallup & Gilani / National Survey, 2005

\* Multiple Response Question. Responses will not add to 100%. Only among those who say they drink tea.

**Note:** For more details on Methodology please refer to the Methodology Section



## VIEWS ON BEVERAGES

### BEVERAGES FOR GUESTS

**Question:** What do you mostly serve to guests as beverages in **summers**?

*Percent of Respondents*

Tea	19%
Juice	49%
Soft Drinks	29%
Others	1%
No Drink	2%

**Source:** Gallup & Gilani / National Survey, 2009

**Question:** What do you mostly serve to guests as beverages in **winters**?

*Percent of Respondents*

Tea	84%
Soup	7%
Juice etc	2%
Qahwa	2%
Dry Fruits	4%
No Response	1%

**Source:** Gallup & Gilani/ National Survey, 2009

**Note:** For more details on Methodology please refer to the Methodology Section





## VIEWS ON BEVERAGES

### **WATER INTAKE**

**Question:** On average how many glasses of water do you drink in winters and summers?

<b>Summer:</b>	Average 12 glasses of water
<b>Winters:</b>	Average 6 glasses of water

**Source:** Gallup & Gilani / National Survey, 2002



## SECTION 4:

# VIEWS ON IODIZED SALT

**Note:** For more details on Methodology please refer to the Methodology Section



Section 4:

## **VIEWS ON IODIZED SALT**

What is a talk about food without salt! 66% consider iodized salt to be beneficial for health, 5% consider it to be harmful. 13% think that it is neither beneficial nor harmful and 16% said they were not aware about it. So, a third of the population is still not aware about the benefits of iodized salt. This is further reflected in the trends of its usage, only 40% claim using iodized salt daily in their diet, 36% sometimes use it and 23% never use it.

Despite the continuous media campaign for promoting use of iodized salt, only 47% say that they have seen the ‘hand on a handi’ sign in any ad on TV/Newspaper.

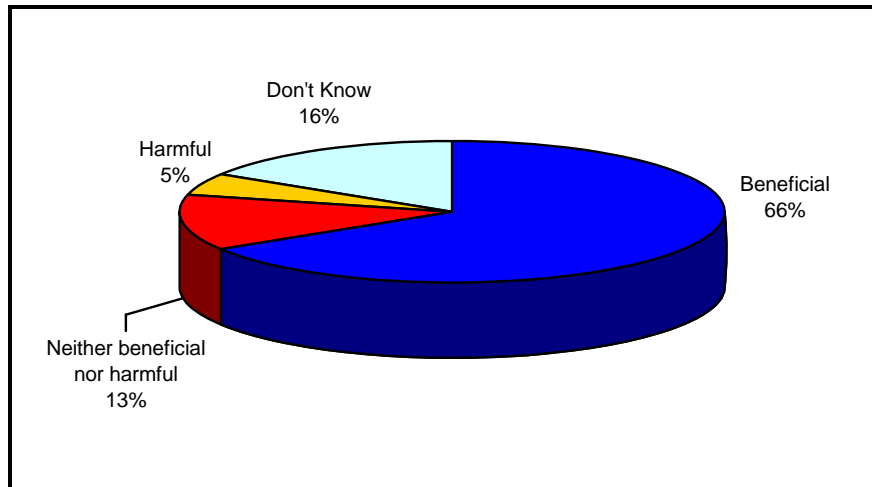
**Note:** Please note that it is only the people’s perception and claim that they are using Iodized Salt. We have not checked the iodine content of their table salt. The exact prevalence of use of Iodized Salt can be obtained from larger surveys like Multiple Indicators Cluster Survey, Unicef

**Note:** For more details on Methodology please refer to the Methodology Section



## IODIZED SALT: IS IT USEFUL OR HARMFUL?

**Question:** In your view, is iodized salt beneficial or harmful for health?



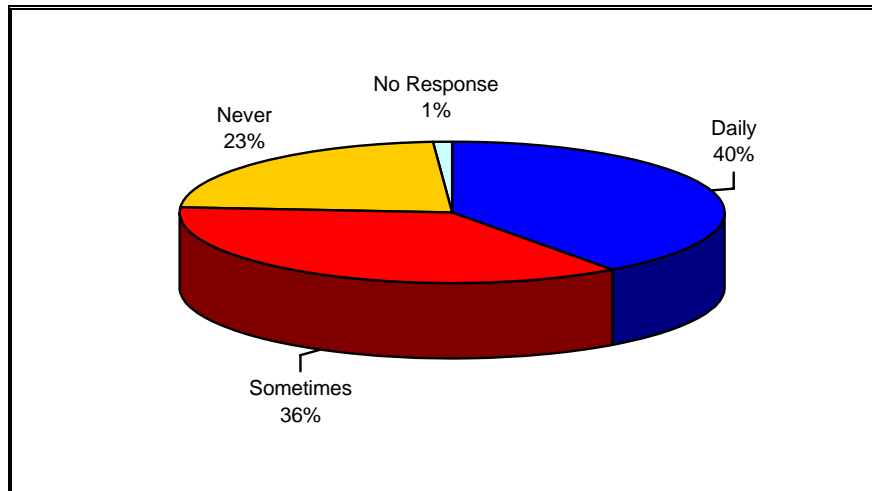
**Source:** Gallup & Gilani / National Survey, 2008

**Note:** For more details on Methodology please refer to the Methodology Section



## PRACTICE OF USE OF IODIZED SALT

**Question:** Do you use iodized salt in your household?



**Source:** Gallup & Gilani / National Survey, 2008

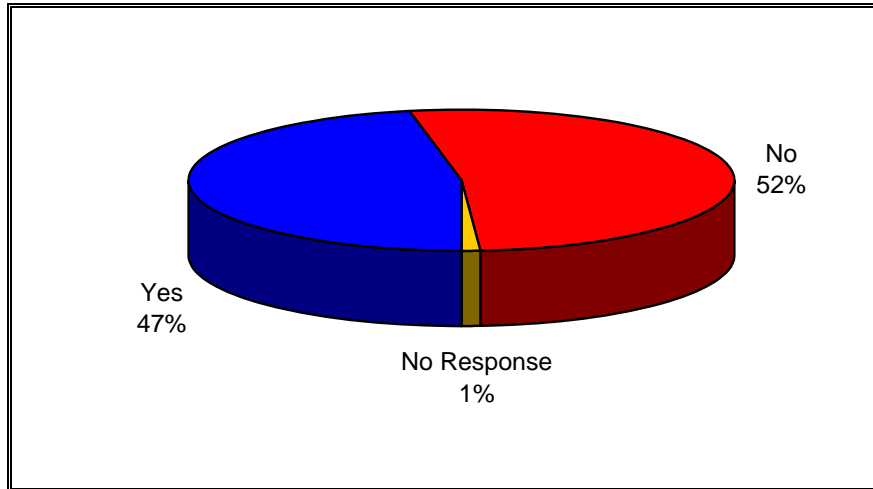
**Note:** Please note that it is only the people's perception and claim that they are using Iodized Salt. We have not checked the iodine content of their table salt. The exact prevalence of use of Iodized Salt can be obtained from larger surveys like Multiple Indicators Cluster Survey, Unicef

**Note:** For more details on Methodology please refer to the Methodology Section



## **MEDIA CAMPAIGN ON IODIZED SALT: DO PEOPLE REMEMBER?**

**Question:** Have you seen 'Hand and Handi' sign on any ad. on TV/newspaper?



**Source:** Gallup & Gilani / National Survey, 2008

**Note:** For more details on Methodology please refer to the Methodology Section



## SECTION 5:

# VIEWS ON OIL/GHEE

**Note:** For more details on Methodology please refer to the Methodology Section



Section 5:

**VIEWS ON OIL/GHEE**

Pakistani diet is incomplete without a flavor of Oil or Ghee!

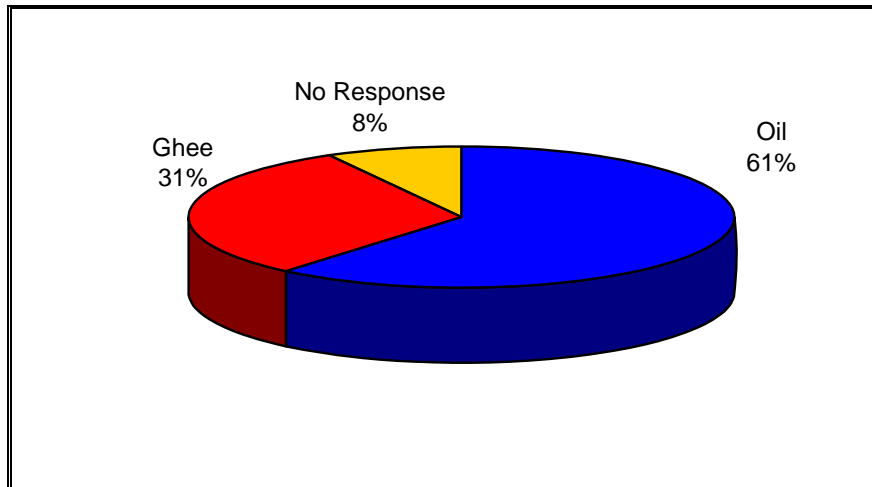
Majority (61%) of our population considers oil to be better for health as compared to ghee. But still a fairly large number (33%) of households report using oil and ghee for cooking, 45% use oil only and exclusive ghee users are 19%. It is interesting to note the increase of oil usage in the last 10 years. In 2000, only 15% of households claimed using oil only for cooking food.





## PERCEPTIONS ABOUT OIL / GHEE

**Question:** In your opinion, which one is better for health, oil or ghee?



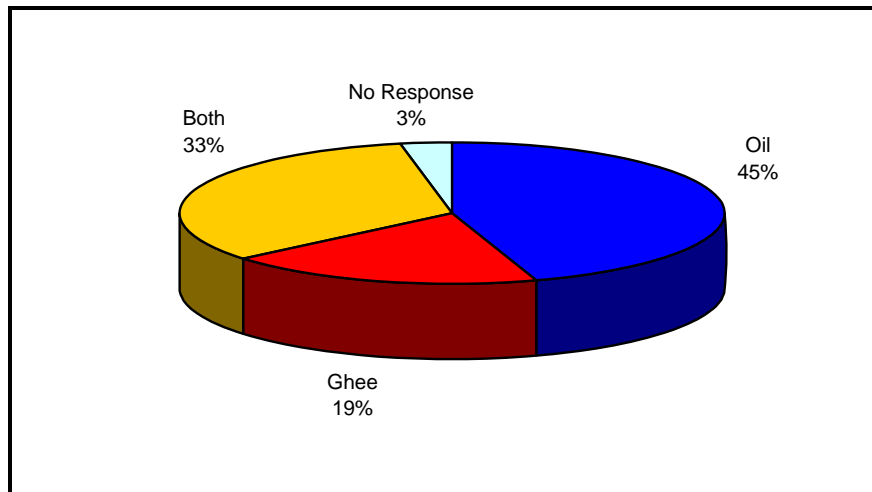
**Source:** Gallup & Gilani / National Survey, 2008

**Note:** For more details on Methodology please refer to the Methodology Section



## USAGE OF OIL/GHEE

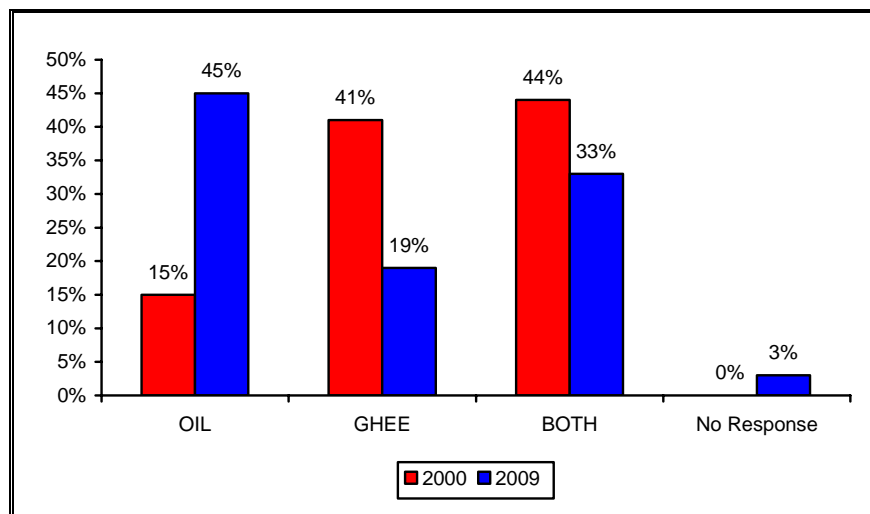
**Question:** What is used for cooking food in your household?



**Source:** Gallup & Gilani / National Survey, 2009

## COMPARATIVE DATA

**Question:** What is used for cooking food in your household?



**Source:** Gallup & Gilani / National Survey, 2000 and 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

**Note:** For more details on Methodology please refer to the Methodology Section



## USAGE OF OIL/GHEE

### WHAT IS USED WHEN?

**Question:** Please tell that whether you use oil/ghee for cooking following types of food?

*Percent of Respondents*

	Ghee	Oil	No Response
For Cooking	66%	34%	-
For Frying	55%	44%	1%
For Parathas	77%	23%	
For making Halwa etc	75%	25%	-

**Source:** Gallup & Gilani / National Survey, 2009

**Note:** For more details on Methodology please refer to the Methodology Section



## SECTION 6:

# VIEWS ON FRUITS, VEGETABLES, PULSES

**Note:** For more details on Methodology please refer to the Methodology Section



Section 6:

## **VIEWS ON FRUITS, VEGETABLES, PULSES**

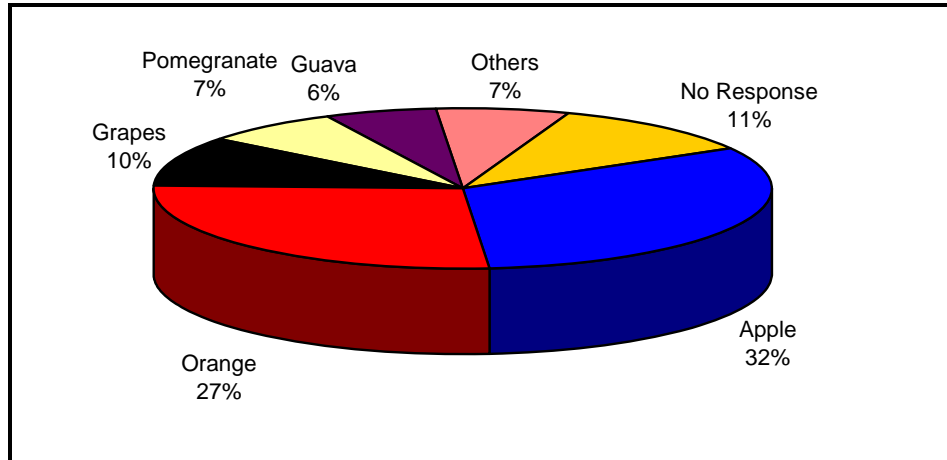
Mango is the most favorite fruit in summers and apple is the most favorite in winters. Views on different vegetables and pulses are also given in this Section.

**Note:** For more details on Methodology please refer to the Methodology Section



## FRUIT

**Question:** What is your favorite fruit in winters?



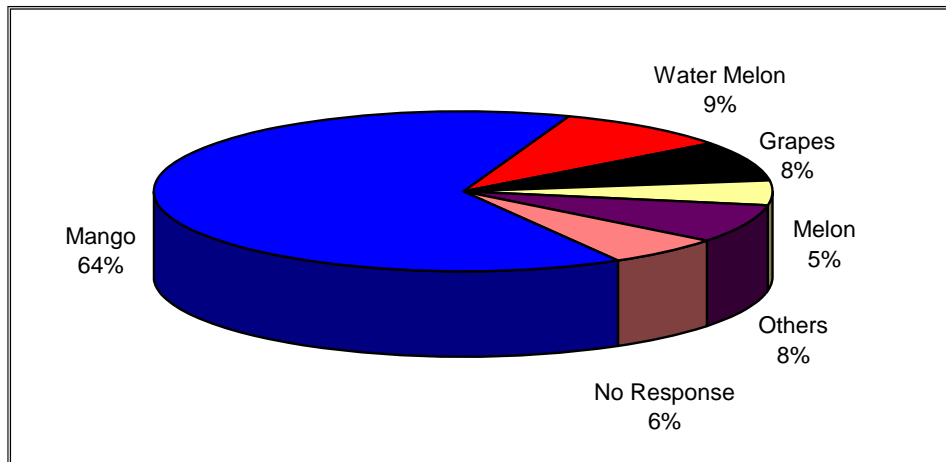
**Source:** Gallup & Gilani / National Survey, 2008

**Note:** For more details on Methodology please refer to the Methodology Section



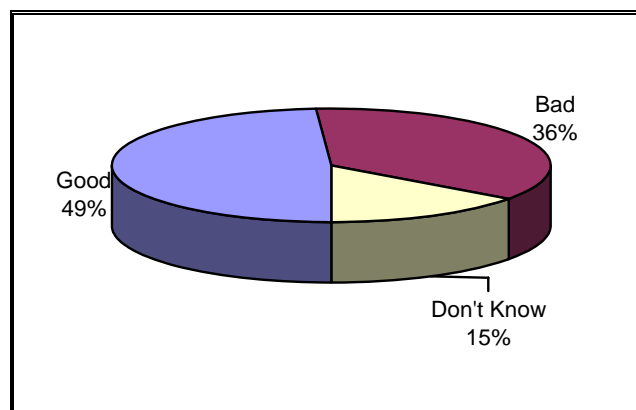
## FRUIT

**Question:** What is your favorite fruit in **SUMMER SEASON**?



**Source:** Gallup & Gilani/ National Survey, 2006

**Question:** Nowadays, fruits and vegetables of other season (*i.e. summer fruits in winter season etc*) are available. Some people say it is good to use them and others think it is wrong. What is your view?



**Source:** Gallup & Gilani / National Survey, 2006

**Note:** For more details on Methodology please refer to the Methodology Section



## PULSES

**Question:** Which is your favourite pulses?

	<i>Percent of Respondents</i>
	2003
Chana Dal	37%
Mash Dal	22%
Mong Dal	17%
Mix Dal	14%
Others	3%
Don't like any	3%
No Response/ Don't Know	4%

**Source:** Gallup & Gilani / National Survey, 2003

**Note:** For more details on Methodology please refer to the Methodology Section





## VEGETABLES

**Question:** Which is your favorite vegetable? (Urban Only)

*Percent of Respondents*

Lady Finger	25%
Potatoes	17%
Cauliflower	6%
Pumpkin	5%
Spinach	3%
Brinjal	3%
Tori	5%
Peas	4%
Others	20%
No Response	12%

Gallup & Gilani / National Survey 2000

**Note:** For more details on Methodology please refer to the Methodology Section



## SECTION 7:

# EATING HABITS AND OTHER MISCELLANEOUS VIEWS ON FOOD

**Note:** For more details on Methodology please refer to the Methodology Section



Section 7:

## **EATING HABITS AND OTHER MISCELLANEOUS VIEWS ON FOOD**

Views on eating out, use of a dining table, sweet dish, spicy food, frozen food etc are discussed in this section.

**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### ATTITUDES TOWARDS DIET

**Question:** I will read a few statements, please tell me whether you agree or disagree with each of the following?

*Percent of Respondents who agree*

I always <b>read the ingredients</b> whenever I buy some packaged food Item.	65%
I do not prefer to <b>add healthy food in my diet.</b>	45%
I often read newspaper / magazines so that I get to know about <b>beneficial food items.</b>	47%
I think <b>frozen foods are as good as fresh food.</b>	40%

**Source:** Gallup & Gilani / National Survey, 2009

### Comparative Data

*Percent of Respondents who agree*

	2004	2008	2009
I always <b>read the ingredients</b> whenever I buy some packaged food Item.	54%	66%	65%
I do not prefer to <b>add healthy food in my diet.</b>	54%	49%	45%
I often read newspaper / magazines so that I get to know about <b>beneficial food items.</b>	35%	50%	47%
I think <b>frozen foods are as good as fresh food.</b>	35%	31%	40%

**Source:** Gallup & Gilani / National Survey, 2004, 2008 & 2009

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

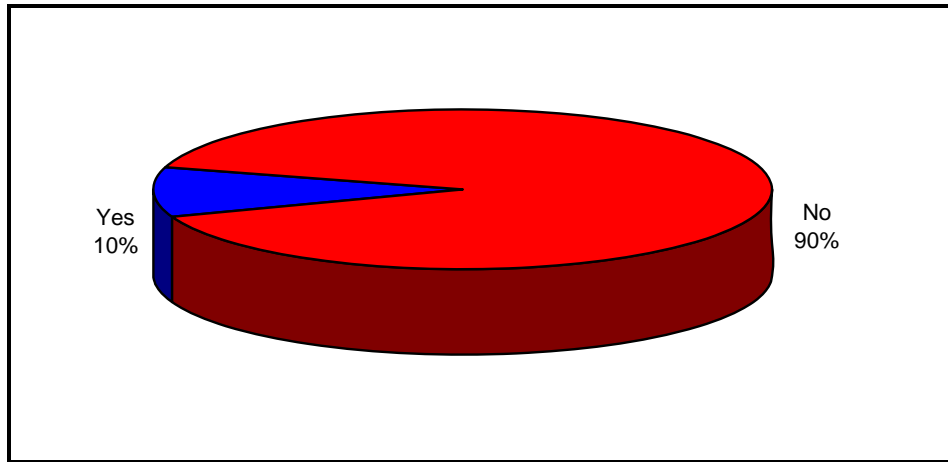
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### EATING OUT?

**Question:** Do members of your household go out for eating in a restaurant/hotel at least once in a month?



**Source:** Gallup & Gilani / National Survey, 2005

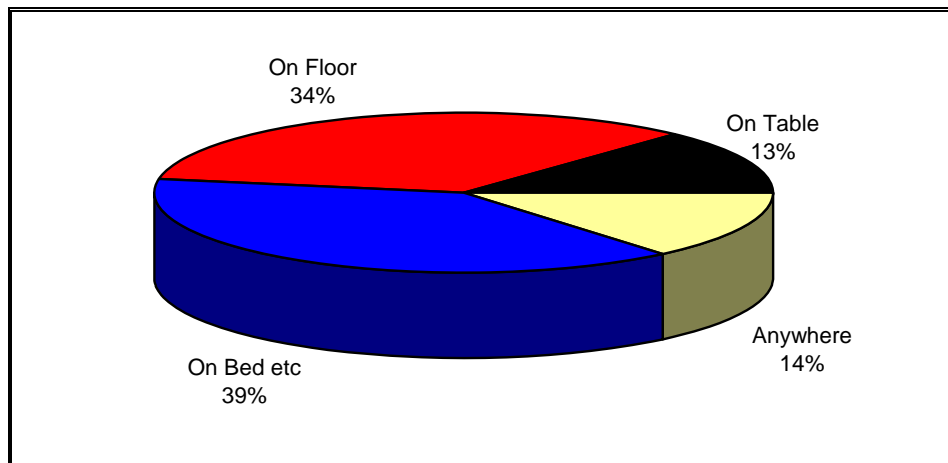
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### PLACE OF MEALS

**Question:** Where do you usually have your meal?



**Source:** Gallup & Gilani / National Survey, 2003

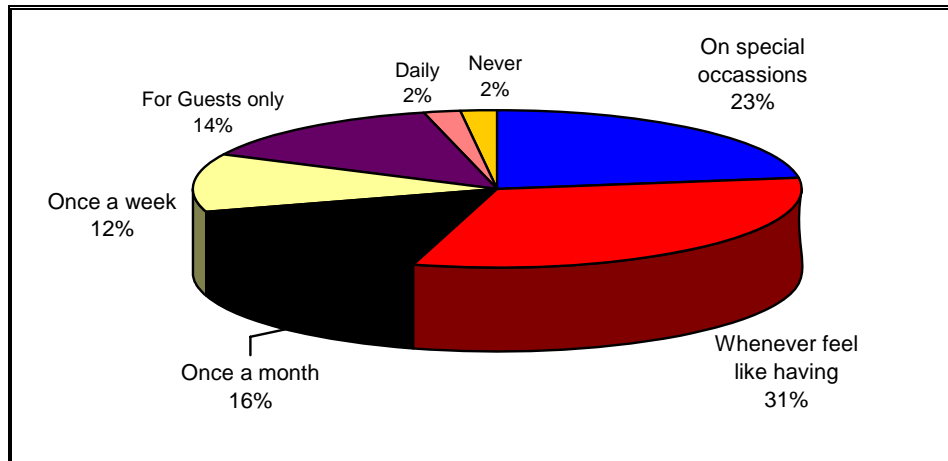
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### DO YOU HAVE A SWEET DISH?

**Question:** How often is sweet dish made in your home?



**Source:** Gallup & Gilani / National Survey, 2007

### Comparative Data

	2006	2007
Daily	6%	2%
Once a week	13%	12%
Once a month	15%	16%
For Guests only	12%	14%
On Special Occasions	27%	23%
Whenever feel like having	24%	31%
Never	3%	2%

**Source:** Gallup & Gilani / National Survey, 2006 & 2007

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

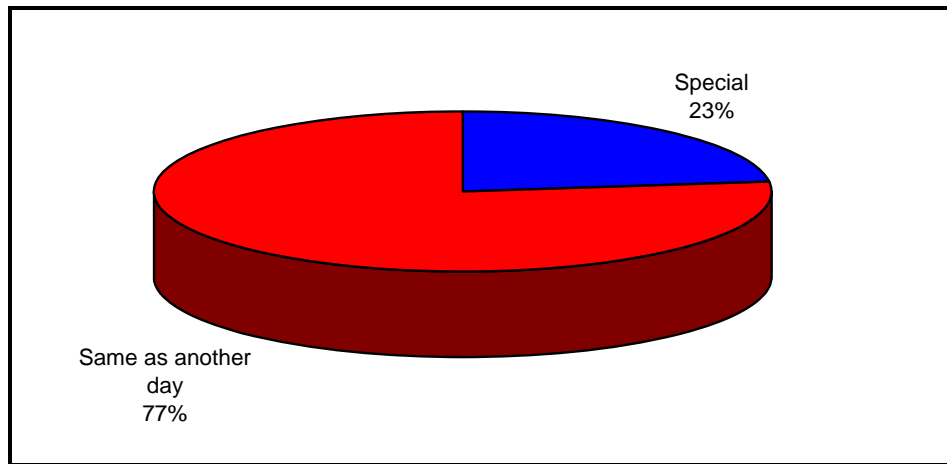
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### **SPECIAL BREAKFAST ON WEEKEND?**

**Question:** Some households have special breakfast on weekends. Please tell me whether you have a special breakfast on weekend or the same as on another day?



**Source:** Gallup & Gilani / National Survey, 2006

**Note:** For more details on Methodology please refer to the Methodology Section

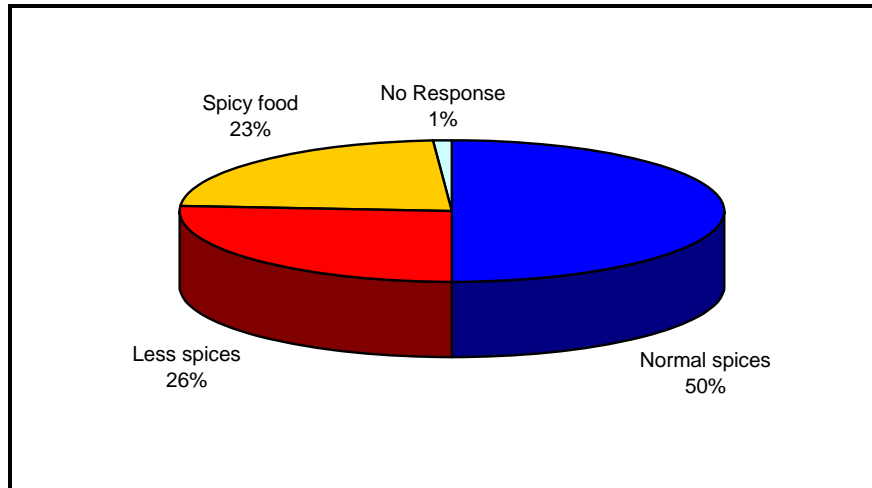




## EATING HABITS

### PREFERENCE FOR SPICES

**Question:** Some people like hot and spicy food, others like fewer spices. What kind of food do you like?



**Source:** Gallup & Gilani / National Survey, 2009

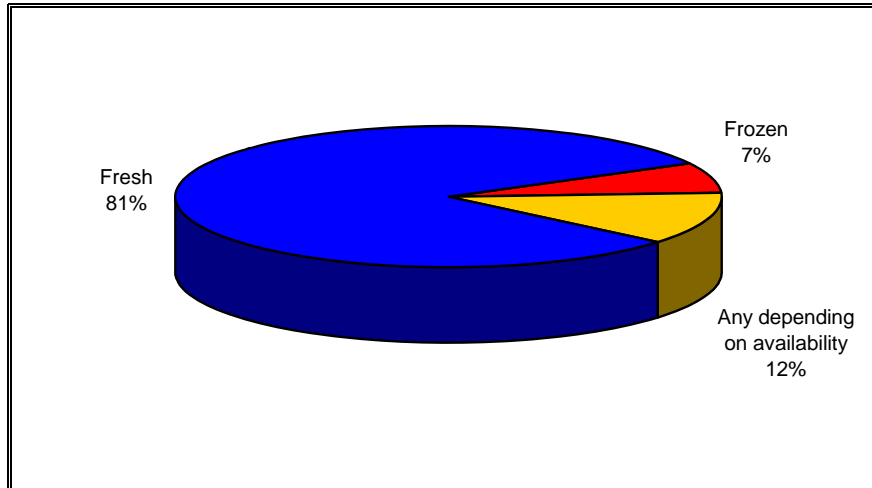
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### PREFERENCE FOR FRESH AND FROZEN FOOD

**Question:** Do you buy **fresh meat** from butcher's shop or do you buy **frozen meat**?



**Source:** Gallup & Gilani / National Survey, 2007

### Comparative Data

	<b>2006</b>	<b>2007</b>
Fresh	81%	81%
Frozen	11%	7%
Any depending on availability	8%	12%

**Source:** Gallup & Gilani / National Survey, 2006 & 2007

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

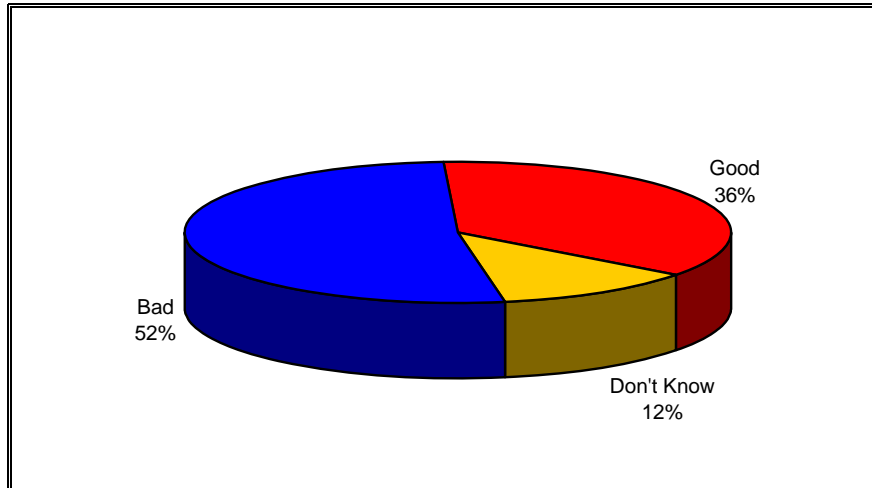
**Note:** For more details on Methodology please refer to the Methodology Section



## EATING HABITS

### PREFERENCE FOR FRESH AND FROZEN FOOD

**Question:** Some people believe it is not good to use frozen food and others consider it good. What is your view regarding frozen food?



**Source:** Gallup & Gilani / National Survey, 2007

### Comparative Data

	2006	2007
Good	42%	36%
Bad	47%	52%
Don't Know	11%	12%

**Source:** Gallup & Gilani / National Survey, 2006 & 2007

**Note:** Caution should be taken while interpreting comparative data. Please read the note on Comparative Data in Methodology

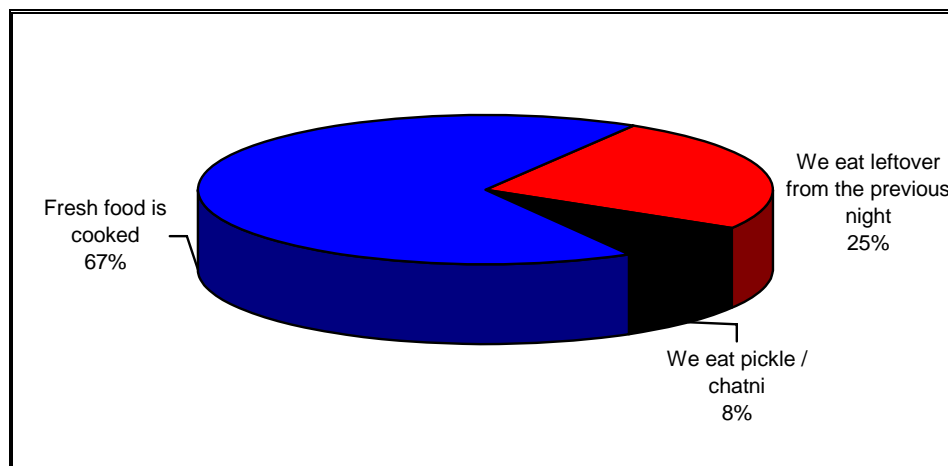
**Note:** For more details on Methodology please refer to the Methodology Section



## COOKING HABITS

### WHEN IS FOOD COOKED?

**Question:** In some households food is cooked in the afternoon whereas in others it is cooked at night when male members of the family are at home. **In your household what is usually eaten at lunch time when the male members of the family are away?**



**Source:** Gallup & Gilani / National Survey, 2008

**Note:** For more details on Methodology please refer to the Methodology Section



COOKING HABITS

**FUEL FOR COOKING FOOD**

**Question:** Which fuel is mostly used for cooking food in your household?  
(Urban Only)

*Percent of Respondents*

Wood	31%
Sui Gas	52%
Gas Cylinder	6%
Oil stove	2%
Cow Dung	9%

Gallup & Gilani / National Survey 2000

**Note:** For more details on Methodology please refer to the Methodology Section



# METHODOLOGY

**Note:** For more details on Methodology please refer to the Methodology Section



## METHODOLOGY

The results presented here are from multiple *nation wide house hold surveys* carried out by Gallup and Gilani over the last three decades (1980-2010)

- **SAMPLE PROFILE:**

The respondents in these surveys range from *1000-2500 men and women of age 18 years and above* spread across the *rural and urban* areas of the *four provinces* of the country. They represent different age groups, education status and socio economic profile

Those which are urban only samples have been mentioned.

- **INTERVIEWING MODE:**

Face to Face, in-house interviews

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling

- **SAMPLING TOLERANCE:**

Error margin is estimated to be  $\pm 2-3\%$  at 95% Confidence level

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

- **VALUES/ PERCENTAGES:**

All values given in this report are percentages unless otherwise specified.

**Note:** For more details on Methodology please refer to the Methodology Section



- **NOTE ON COMPARATIVE SECTIONS:**

Caution should be taken in interpreting results in comparative sections of the report. The purpose of having comparative data is to show a broad trend in timeline rather than providing a statistical difference in opinions. This caution is based on following major considerations:

- The exact question wordings may vary across the years where comparison is drawn
- The methodology and sample size may vary
- The timeline is not uniform, we have provided data at two or more points in time as available.

**DISCLAIMER**

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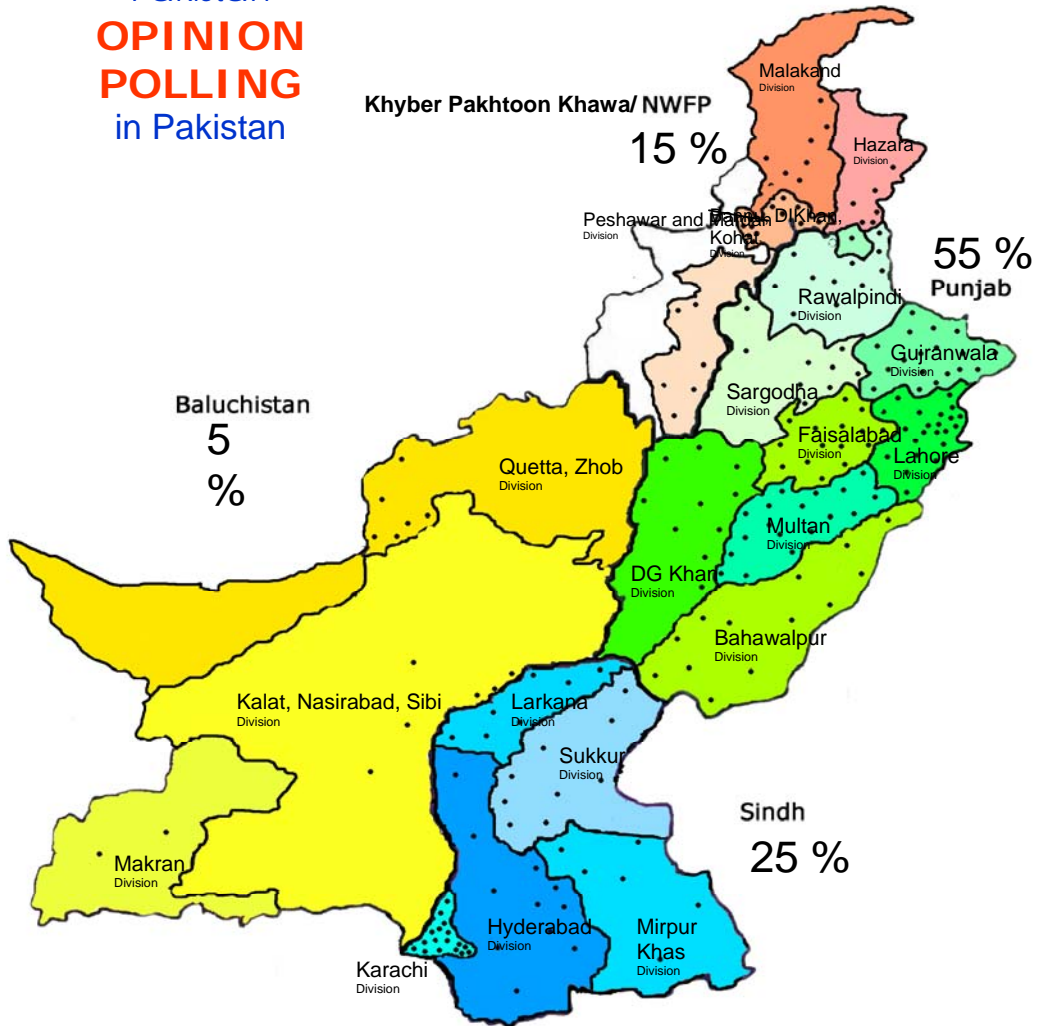
**PROPREITORY INFORMATION**

The Data quoted and used in this report is the property of Gallup & Gilani Pakistan.





Gallup & Gilani  
Pakistan  
**OPINION  
POLLING**  
in Pakistan



**REPRESENTS**

**Statistical Cross-section:** Gender, Age, Income, Education, Region & Language

**Universe:** ~45,000 villages; 60,000 Urban Census Blocks

**Note:** For more details on Methodology please refer to the Methodology Section



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