



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

Majority (82%) Claim Their Eating Habits Have Changed Due to Increase in the Prices of Food Items: GILANI POLL/GALLUP PAKISTAN

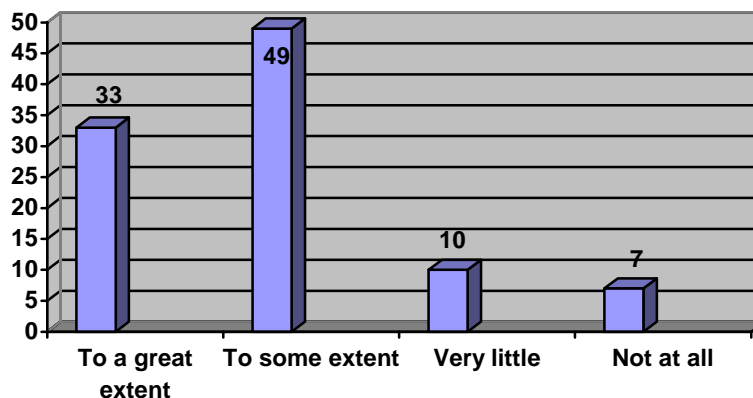
Islamabad, June 9, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds of all Pakistanis (82%) claim that an increase in the price of food items has affected their eating habits to a great or at least to some extent. Ten percent (10%) of the respondents stated that inflation in food items has had a very little affect on their eating habits where as for 7% there has been no change. Rise in the prices of eatables has made people from all income groups to change their eating habits.

A nationally representative sample of men and women from across the country were asked “*Some people believe that due to inflation in food items, their eating habits have changed. To what extent has this price hike affected eating habits of your household?*” Thirty three percent (33%) claimed their eating habits have been affected to a great extent, and 49% said to some extent. Ten percent (10%) of the respondents stated that inflation in food items has had a very little affect on their eating habits where as for 7% there has been no change.

The data reveals that people from all income groups and locations have claimed that an increase in the price of food items has affected their eating habits to a great or at least some extent.

“Some people believe that due to inflation in food items, their eating habits have changed. To what extent has this price hike affected eating habits of your household?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2725 men and women in rural and urban areas of all four provinces of the country, during June 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social related and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Rabea Haque
Research Executive

Phone: +92-51-2655630
E-mail: rabea.haque@gallup.com.pk