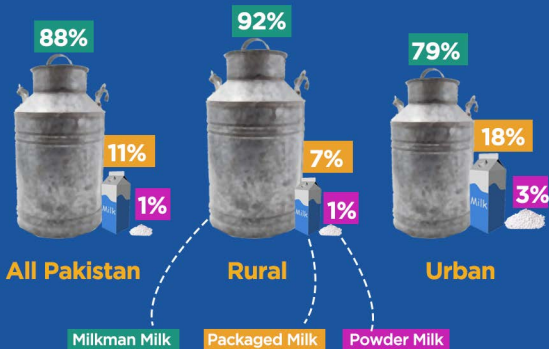


MAY 23, 2017

88% PAKISTANIS SAY THAT THEIR HOUSEHOLD CONSUMES MILKMAN'S MILK (GAWALA MILK) THE MOST, 11% MORE URBAN RESPONDENTS SAY THEIR HOUSEHOLD CONSUMES PACKAGED MILK MORE COMPARED TO RURAL RESPONDENTS.

Please tell what type of milk is consumed the most in your house?





Opinion Poll  
CONSUMER / COMMERCIAL  
Milk

**88% Pakistanis say that their household consumes milkman’s milk (gawala milk) the most, 11% more urban respondents say their household consumes packaged milk more compared to rural respondents. (GALLUP & GILANI PAKISTAN POLL)**

Islamabad, May 23, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 88% Pakistanis say that their household consumes milkman’s milk (gawala milk) the most, followed by 11% who say packaged milk.

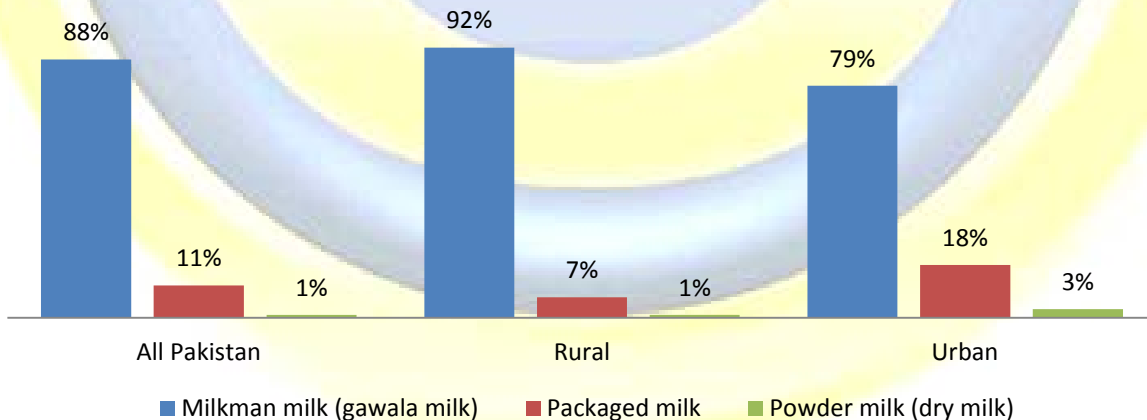
A nationally representative sample of men and women from across the four provinces was asked, “Please tell what type of milk is consumed the most in your house?” In response to this question, 88% said their household mostly consumes milkman milk (gawala milk), 11% said packaged milk and 1% said powder milk (dry milk).

**Rural Urban Breakdown:**

In rural areas, 92% of the respondents said their household mostly consumes milkman milk, 7% said packaged milk and 1% said powder milk. In urban areas, 79% of the respondents said their household mostly consumes milkman milk, 18% said packaged milk and 3% said powder milk.

Comparing the two regions, 13% more rural than urban respondents consume milkman milk, 11% more urban than rural respondents consume packaged milk and 2% more urban than rural respondents consume powdered milk.

**Question: “Please tell what type of milk is consumed the most in your house?”**



Source: Gallup & Gilani Pakistan Poll  
Field work conducted by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International Association  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk); [www.gilanifoundation.com](http://www.gilanifoundation.com))

The study was 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 1836 men and women in rural and urban areas of all four provinces of the country, during March 20 – March 27, 2017. Error margin is estimated to be approximately ± 2-3 per cent at 95% confidence level.



## **Opinion Poll from Gallup Pakistan**

*The Pakistani Affiliate of Gallup International*

**Tuesday, May 23, 2017**

*(3 Pages, English version Only)*



***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 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,*

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Daily Gilani Poll  
2017



of Gallup Pakistan  
(1980-2017)