



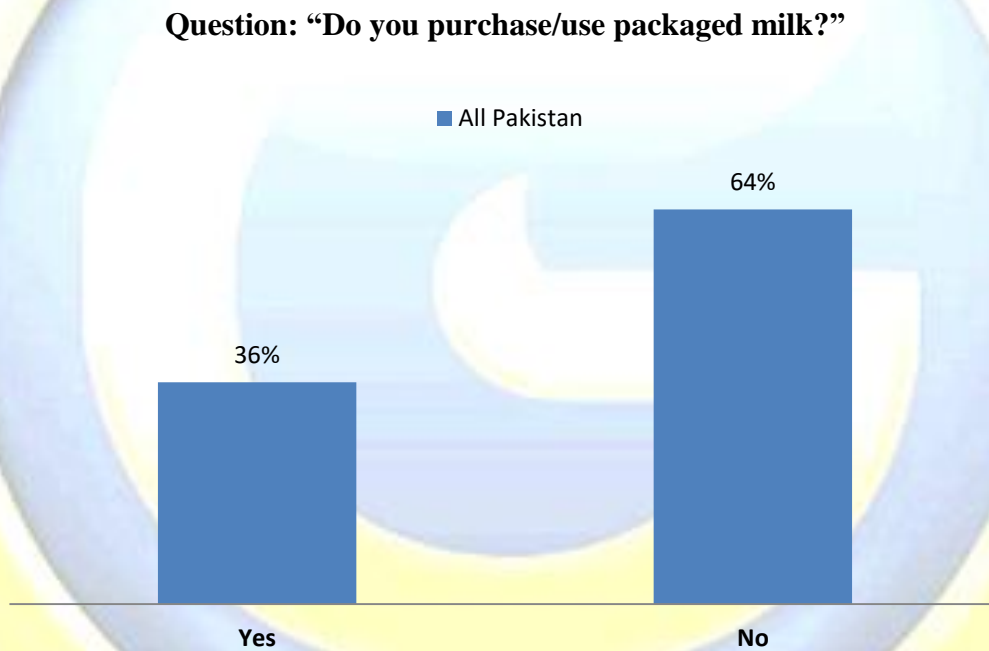
Opinion Poll  
**Consumer/Commercial  
Products**

**Only 2 in 5 (36%) Pakistanis say they purchase/use packaged milk.  
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 17, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Only 2 in 5 (36%) Pakistanis say they purchase/use packaged milk.

A nationally representative sample of men and women from across the four provinces was asked “Do you purchase packaged milk?” In response to this question, 36% said yes they did purchase packaged milk, while 64% said they did not purchase packaged milk.



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 1716 men and women in rural and urban areas of all four provinces of the country, during June 05 – June 12, 2017. Error margin is estimated to be approximately  $\pm 2-3$  per cent at 95% confidence level.



## **Opinion Poll from Gallup Pakistan**

*The Pakistani Affiliate of Gallup International*



GILANI RESEARCH  
FOUNDATION

**Monday, July 17, 2017**

*(2 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)