



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.

79 % of All Pakistanis Are Fond of Drinking Lassi: GILANI POLL / GALLUP PAKISTAN

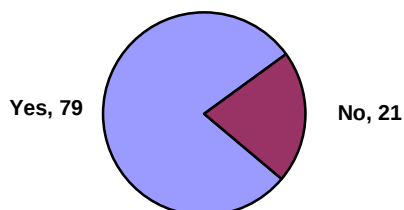
Islamabad, August 11, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of Pakistanis (79%) claim that they or someone from their household drink Lassi (A traditional sweet drink made out of yogurt and water), while 21% do not. The survey shows that 91% of the respondents drink home-made lassi and the remaining buy it from the market or gave no response. Amongst those who claimed to buy lassi from the market, 64% said they buy unpacked lassi.

A nationally representative sample of men and women from across the country were asked “Do you or other people in your household drink ‘lassi?’” Seventy nine percent (79%) said that they do while 21% said that they do not drink lassi. It is seen that a proportionately higher percentage of ruralites (81%) than urbanites (75%) claimed to be fond of drinking ‘lassi’. The data also reveals that a comparatively higher percentage of respondents from Punjab (84%) said they or someone from their household drink lassi.

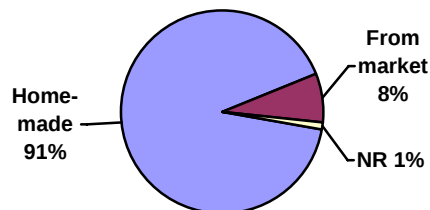
In a follow up question respondents who said they drink ‘lassi’ were asked “Do you or anyone else in your household drink lassi which is prepared at home or buy it from market? Ninety one percent (91%) of the respondents said they drink home made lassi while 8% said that they buy it from the market. One percent (1%) gave no response. A proportionately higher percentage of ruralites (93%) than urbanites (87%) and more women (96%) than men (86%) claimed to drink home-made lassi.

“Do you or other people in your household drink ‘lassi?’”



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

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To understand whether people prefer unpacked or packed lassi from the market, the respondents who claimed to buy lassi from the market were asked “*Do you buy unpacked or packed lassi?*” Sixty four percent (64%) said they buy unpacked lassi where as 22% buy packed lassi. Fourteen percent (14%) gave no response. The findings show that a proportionately higher percentage of ruralites (68%) than urbanites (59%) buy unpacked lassi. Also a significantly higher percentage of men (79%) as compared to their female counterparts (29%) buy unpacked lassi from the market.

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a sample of 1595 men and women in rural and urban areas of all four provinces of the country, during May 2008. 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

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