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GALLUP PAKISTAN POLL FINDINGS ON

ONE THIRD OF PAKISTANIS TREAT FLU THROUGH HERBAL MEDICINE, ONE THIRD TURN TO DOCTORS AND ONE THIRD WAIT IT OUT BY BETTER DIET AND REST OR NOT CARING ABOUT IT:

Results released on: February 2, 2001



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Islamabad, February 2, 2001

According to a recent survey by Gallup Pakistan nearly one third of Pakistanis turn to herbal remedies especially "*Joshanda*" when they face flu. Another one third turn to the doctor, while the remaining one third resort to self medication or just take rest and pay attention to their diet. Some of the respondents however said they did nothing and simply let the flu take its course. The survey was conducted among more than 1500 statistically selected men and women in the urban and rural areas of all the four provinces of the country. It was carried out in the month of January this year and the respondents were asked: "*What do you usually do when you fall ill with flu?*" Thirty-five percent (35%) said they turned to the doctor, 33% said they treated their flu by a popular herbal medicine called "*Joshanda*", 13% said they took some medicine on their own, 7% said they took hot soup or the traditional meat broth called "*Yakhni*" while the remaining 12% said they either rested or simply let the flu take its course.

It is interesting to note that there were no dramatic differences in the behaviour of rural and urban population. However the use of "*Joshanda*" was somewhat higher than the doctor in the rural areas: 36% for *Joshanda* and 32% for doctor; while in the urban areas 32% turned to *Joshanda* and 39% to the doctor.

The survey also showed that comparatively speaking *Joshanda* was more popular among women (44%) than, men (30%) while men were more likely (14%) than women (9%) to resort to self medication.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1500 statistically selected men and women in the urban and rural areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The complete text of this report can also be seen on the internet at: www.gallup.com.pk.