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GALLUP PAKISTAN POLL FINDINGS ON

37 % of Urban Homes Buy tablets for Headaches and Fever (Analgesics) in a week:

Results released on: June 22, 2001



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

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37% of Urban Homes Buy tablets for Headaches and Fever (Analgesics) in a week: Gallup Survey

Islamabad, June 22, 2001

More than one-third Urban homes said they purchased tablets to cure headache or fever during the week prior to the survey. The respondents were asked: " Did any one from their household purchase pills or tablets for headache or fever during the last one week? " 37% of respondents gave an affirmative answer. On further probing it was determined that on the average one household purchased approximately 6 tablets during that period. The survey was conducted among a statistically representative sample of households in all the four provinces of the country. This survey on health care carried out during the summer month of May, further showed that approximately 24% of household had experienced at least one case of flu and fever and 12% had suffered from at least one case of Diarrhea during the previous week.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 1200 statistically selected households in urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.