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GALLUP PAKISTAN POLL FINDINGS ON

Half of all households in Pakistan use insecticides for protection against mosquitoes.

Results released on: August 25, 2000



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Half of all households in Pakistan use insecticides for protection against mosquitoes, August 25, 2000

According to a recent survey conducted by Gallup Pakistan during the summer of 2000 nearly half (44%) of all Pakistani households say they use one or another type of insecticide to protect themselves from mosquitoes. The survey was conducted among a statistical sample of both rural and urban households in all the four provinces of Pakistan.

Responding to the survey 63% of the urban households and 30% of rural households said they used the mosquito repelling coil or mat to protect themselves from mosquito bites. The majority of the rural users used coil type repellent while the majority of the urban users used mat type repellent. The insecticide using Pakistanis were asked: *"Some people use mosquito repellents to enjoy a comfortable sleep, others use it to protect themselves against malaria. Which of the two, in your view, is the greater benefit?"* Interestingly, the respondents were almost equally divided among the two views: 43% gave their opinion in favour of comfortable sleep while 41% believed protection against malaria was a more important benefit of mosquito repellents; the remaining 16% did not give a specific answer.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 2500 men and women in the Urban and Rural areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk