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GALLUP PAKISTAN POLL FINDINGS ON

A majority believes Oil is better than ghee for health. But many use ghee for reasons of taste and lower price

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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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USE OF COOKING OIL HAS INCREASED FROM 40% TO 66% OF URBAN HOMES DURING LAST FIVE YEARS. BUT MOST OIL USERS ALSO USE GHEE. ONLY 17% HAVE SWITCHED TO OIL COMPLETELY. A majority believes Oil is better than ghee for health. But many use ghee for reasons of taste and lower price - November 3, 2000

According to a recent survey by Gallup Pakistan, nearly 66% of urban homes use cooking oil for preparing meals at home. However only 17% have completely switched from ghee to oil while 49% use both ghee and oil and 33% use ghee only. There is a wide consensus that cooking oil is better than ghee for health. Seventy-eight percent (78%) of the total sample regarded oil to be better than ghee for health. However ghee users use it for reasons of taste or lower price. The use of ghee is particularly popular for cooking the traditional *paratha* for breakfast.

Marketing research analysts at Gallup have found that while there has been considerable partial conversion from ghee to oil during the last five years, the number of homes which rely exclusively on oil have only slightly risen during the same period. In a survey conducted by Gallup in 1995, 15% of urban homes were using only oil for all of their cooking. This figure has risen to 17% five years later. However the number of urban homes which use both oil and ghee rose from 25% to 49% thus raising the total usage of oil from 40% to 66%. The analysts have also pointed out that according to the survey findings there is wide awareness in the urban areas about dangers of high cholesterol and susceptibility to heart diseases as a result of high fat diet.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 1200 women in the Urban areas of the country. The sample included a cross section of various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk