

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON **USAGE OF GHEE & OIL**

Survey Dates: 8th & 9th March 2009
Results released on: April 06, 2009

Conducted in Pakistan by



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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.

61 % Pakistanis Consider Oil to be Better than Ghee: GALLUP PAKISTAN

Islamabad, April 06, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, 'Ghee' appeared to be the most used medium for cooking (*Ghee is a class of clarified butter used for cooking*).

The majority of people (66%) said that 'ghee' is used for cooking food in their households, while in only 34% respondents' households oil is used for cooking. Ghee usage is also higher for frying purposes (55%) as compared to using oil for frying food (44%). The data also shows that for both 'parathas' and 'halwa' preparation ghee is used more than oil. (*Paratha is a flatbread which is pan-fried in ghee or oil; Halwa is a Pakistani sweet dish traditionally made in ghee*).

Although ghee is the most used cooking-medium in Pakistani households, oil is still considered to be a lot better for health. Results of a Gallup Pakistan poll conducted in October 2008 show that almost double the amount of people believe oil to be healthier than using 'Ghee' for cooking purposes. 61% of the respondents chose oil as the better medium while only 31% believed 'Ghee' to be better for health. Among other contributing factors, an important reason is increasing awareness about health and nutrition in Pakistani society.

The study was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2685 men and women in rural and urban areas of all four provinces of the country during 8th & 9th March 2009. Error margin is estimated to be approx. + 2-3 per cent at 95% confidence level.

For more survey data on Health related and other issues see website
www.gallup.com.pk

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