



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 Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

3 out of 4 Pakistanis Households Suffered from Flu in December: GILANI POLL /GALLUP PAKISTAN

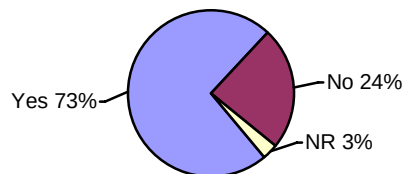
Islamabad, January 20, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, majority of all Pakistanis (73%) claim that at least one person in their household has been affected by flu in the month of December 2009, while the remaining 27% say none of their family members caught flu/cold in this month or gave no response. The average number of persons living in a household in Pakistan is a little higher than 6 persons. The household size is defined as number of persons living under the same roof and eating from the same kitchen.

A nationally representative sample of men and women from across the country were asked “*In the past one month has anyone in your household suffered from flu/cold?*” Seventy three percent (73%) said yes, 24% said no one from their household got affected by the cold/flu where as 3% of the respondents gave no response.

The findings of the survey reveal no major difference across demographics; however the incidence of flu is slightly higher in urban Sindh (82%) and higher income household (80%) than the national average of 73%.

“In the past one month has anyone in your household suffered from flu/cold?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was carried out among a sample of 2780 men and women in rural and urban areas of all four provinces of the country, during December 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

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

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