



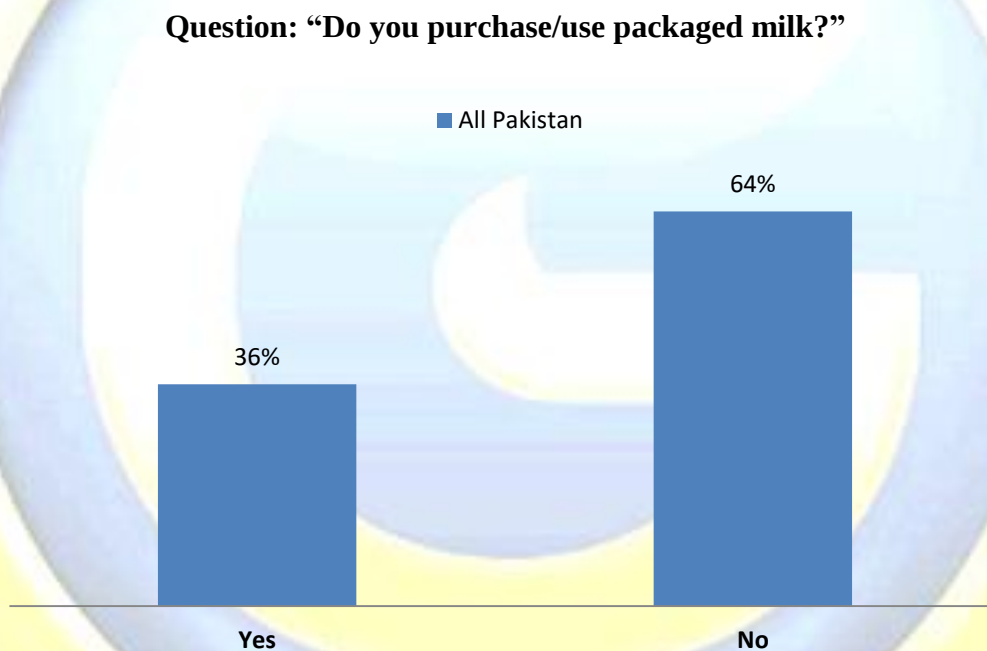
Opinion Poll
**Consumer/Commercial
Products**

**Only 2 in 5 (36%) Pakistanis says they purchase/use packaged milk.
(GALLUP & GILANI PAKISTAN POLL)**

Islamabad, July 17, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, Only 2 in 5 (36%) Pakistanis says they purchase/use packaged milk.

A nationally representative sample of men and women from across the four provinces was asked “Do you purchase packaged milk?” In response to this question, 36% said yes they did purchase packaged milk, while 64% said they did not purchase packaged milk.



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1716 men and women in rural and urban areas of all four provinces of the country, during June 05 – June 12, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

Monday, July 17, 2017

(2 Pages, English version Only)



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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2017



of Gallup Pakistan
(1980-2017)