



Opinion Poll
**Consumer/Commercial
Products**

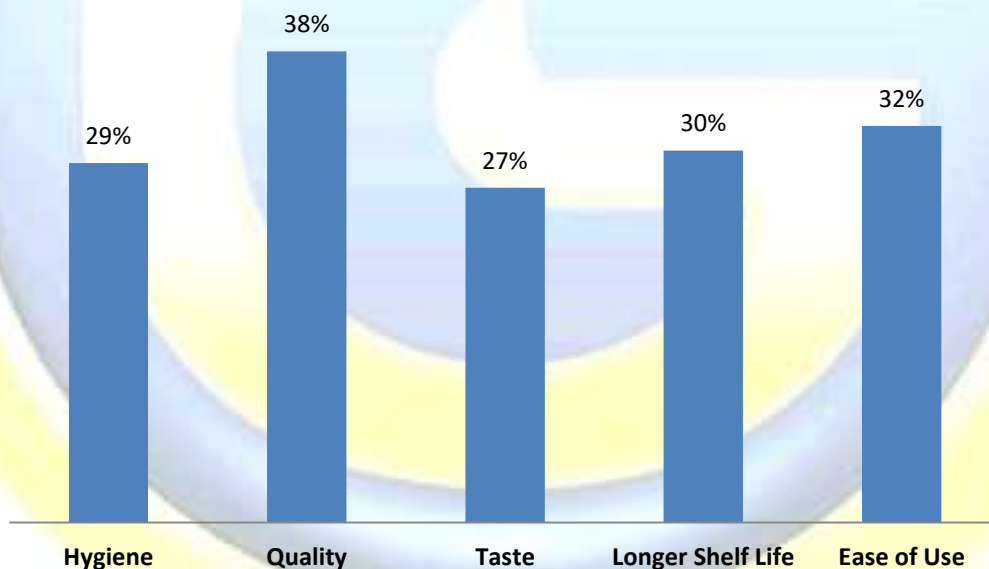
38% Pakistanis purchase packaged milk due to its superior quality. 27% purchase it for better taste. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 18, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 38% Pakistanis, who purchase packaged milk, purchase due to its superior quality. Only 27% purchase it for better taste.

A nationally representative sample of men and women from across the four provinces who answered in the affirmative about purchasing packaged milk were further asked “What is your reason for purchasing packaged milk?” In response to this question, 29% said they purchased packaged milk for hygiene reasons, 38% said they purchased it due to superior quality, 27% purchased it for better taste, 30% said they purchased it for longer shelf life, while 32% said they purchased it for ease of use.

Question: “What is your reason for purchasing packaged milk?” (Multiple Responses Allowed)



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 691 men and women who purchase packaged milk 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

GILANI RESEARCH
FOUNDATION

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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 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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2017



of Gallup Pakistan
(1980-2017)