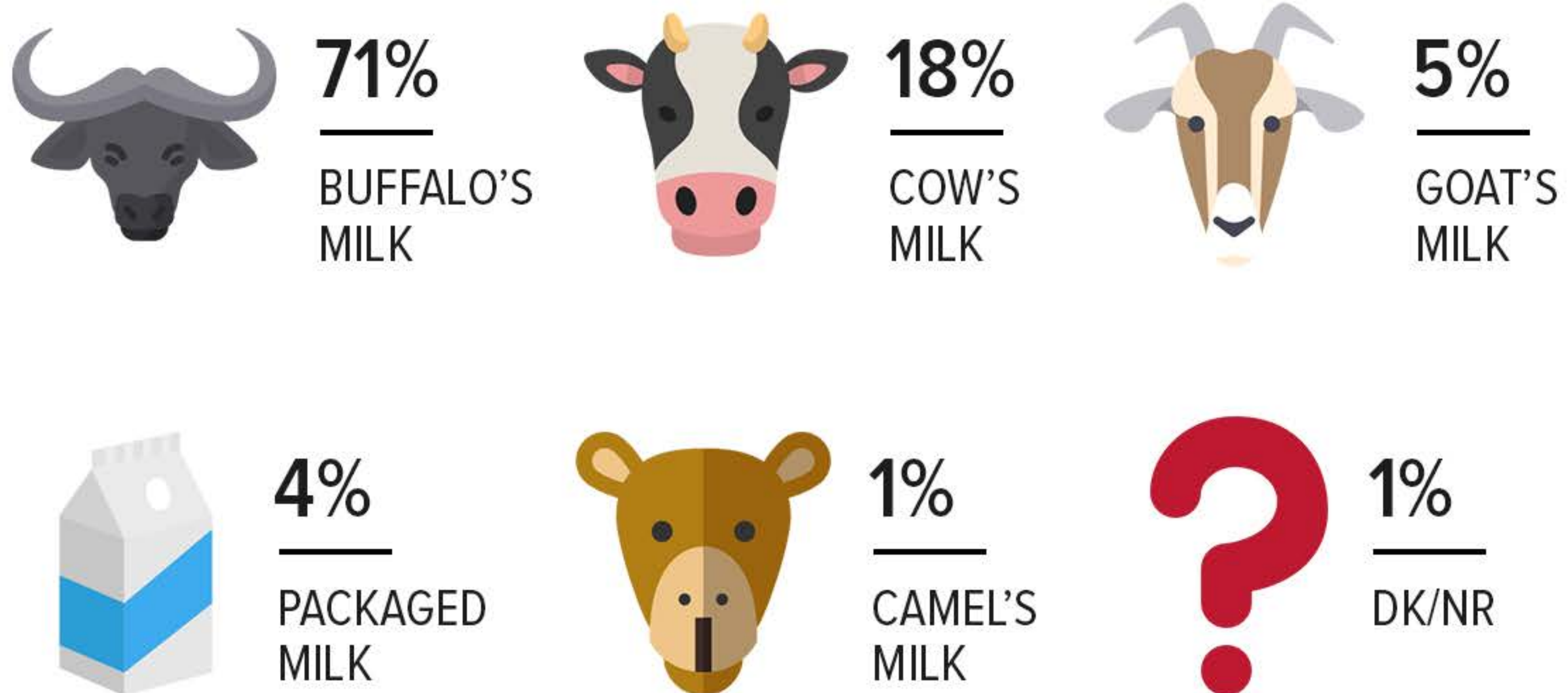


APRIL 24, 2019

MILK: 7 IN 10 PAKISTANIS (71%) CLAIM THAT BUFFALO'S MILK IS USED IN THEIR HOUSEHOLD.

What type of milk is used in your household?



SOURCE: GALLUP & GILANI SURVEYS - SAMPLE SIZE: 1178

Nationally Representative Sample covering both rural and urban respondents across Pakistan's four provinces.

Opinion Poll

CONSUMER PRODUCTS

Milk

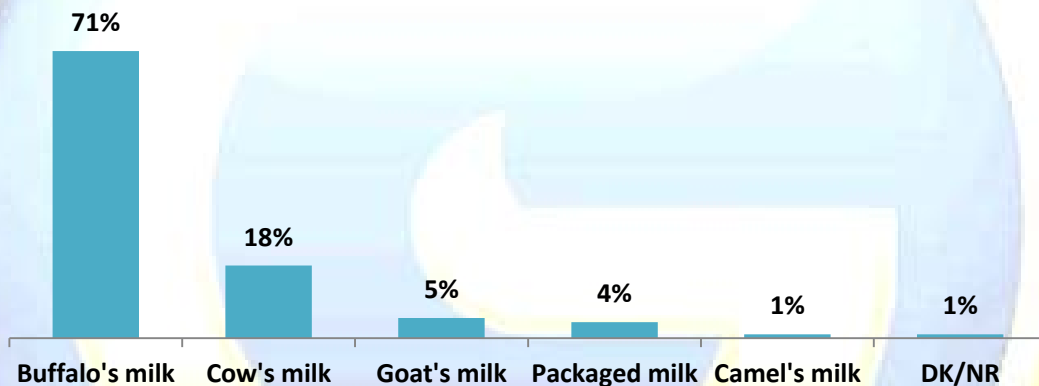
Milk: 7 in 10 Pakistanis (71%) claim that buffalo's milk is used in their household.
(GALLUP & GILANI PAKISTAN POLL)

Islamabad, April 24, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 7 in 10 Pakistanis (71%) claim that buffalo's milk is used in their household.

A nationally representative sample of men and women from across the four provinces was asked, "What type of milk is used in your household?" In response, 71% said that buffalo's milk is used in their household, 18% said cow's milk, 5% said goat's milk, 4% said packaged milk and 1% said camel's milk. 1% said that they did not know or wish to respond.

Question: "What type of milk is used in your household?"



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 1,178 men and women in urban and rural areas of all four provinces of the country, during 23 February - 03 March, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International



Wednesday, April 24, 2019

(3 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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Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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Daily Gilani Poll
2019



of Gallup Pakistan
(1980-2019)