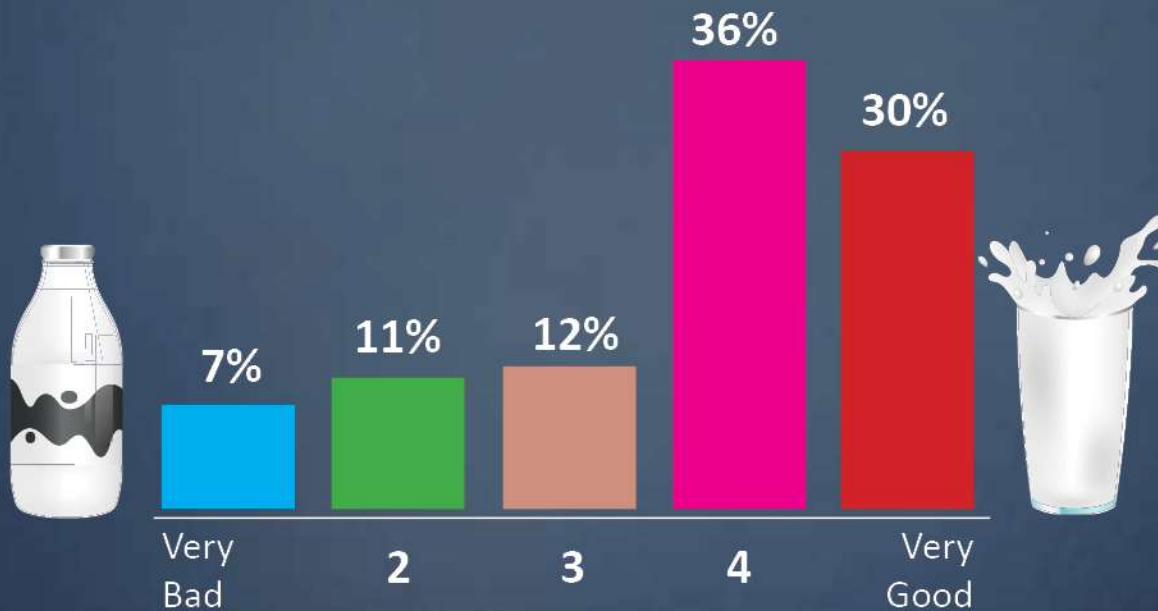


19th January, 2023

66% PAKISTANIS THINK THAT THE QUALITY OF MILK PROVIDED BY THE MILKMAN IS GOOD: GALLUP & GILANI PAKISTAN

66% پاکستانیوں کا خیال ہے کہ گوالے کی جانب سے فراہم کیے جانے والے دودھ کا معیار اچھا ہے

Question: "On a scale of 1 to 5, where 1 is "very bad" and 5 is "very good", how would you rank each of the following services? –The quality of milk provided by the milkman"



Don't know/ No response: 4%

PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Food/Drink Milk

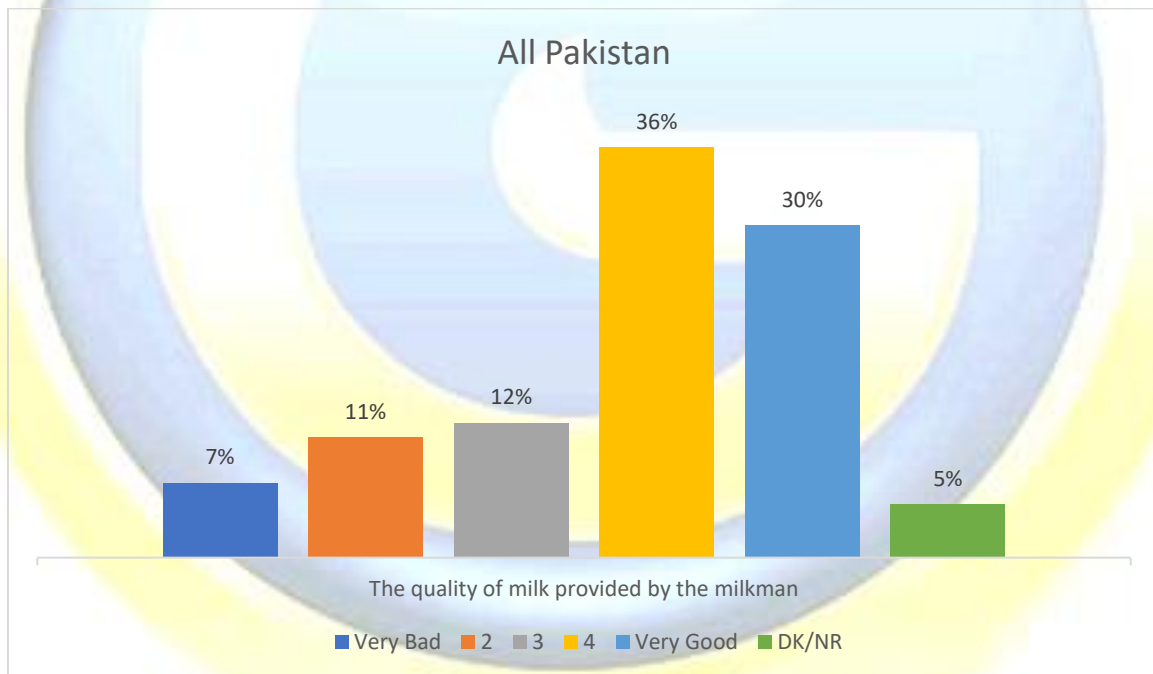
66% Pakistanis think that the quality of milk provided by the milkman is good: Gallup & Gilani Pakistan

(Islamabad), January 19th, 2023

According to a survey conducted by Gallup & Gilani Pakistan, 66% Pakistanis think that the quality of milk provided by the milkman is good.

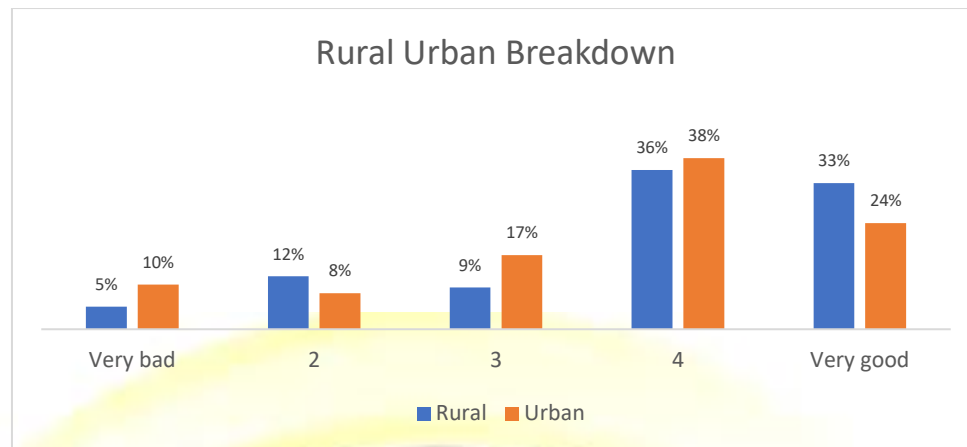
A nationally representative sample of adult men and women from across the country was asked the following question regarding, “On a scale of 1 to 5, where 1 is “very bad” and 5 is “very good”, how would you rank each of the following services?- The quality of milk provided by the milkman” 7% said it is very bad, 11% said it is bad, 12% said the quality of milk provided by the milkman is average, 36% said that this it is good while 30% said that it is very good and 5% said did not know or did not respond.

Question: “On a scale of 1 to 5, where 1 is “very bad” and 5 is “very good”, how would you rank each of the following services? –The quality of milk provided by the milkman”



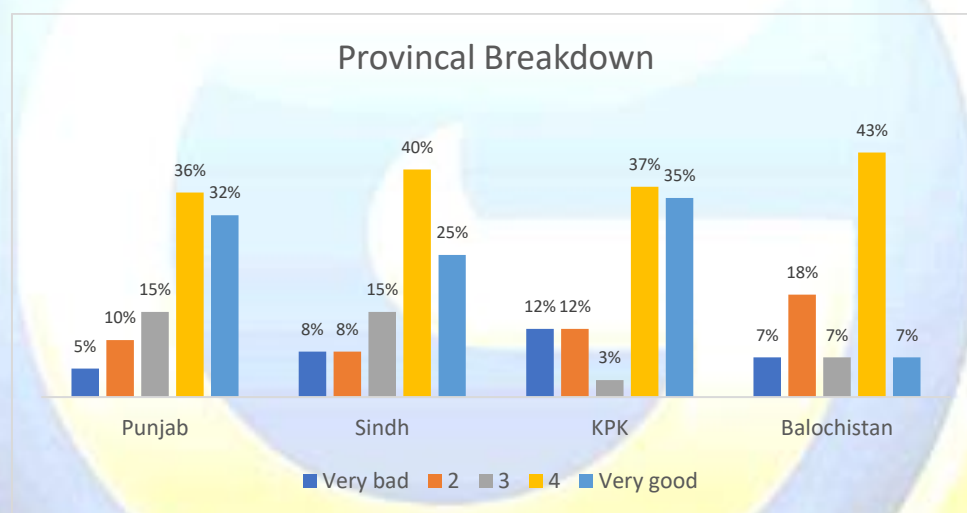
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

When the rural-urban breakdown for the responses is analyzed, it can be seen that similar percentage of people from urban and rural areas say that the quality of milk provided by milkman is good as 36% from rural and 38% from urban areas said so. However, 33% from rural areas as compared to 24% from urban areas say that they get very good quality milk from milkman.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Analysis of the provincial breakdown shows that the highest proportion of people who think that the quality of milk provided by milkman is good/very good belongs to KPK as 72% said so, second was Punjab as 68% said quality of milk provided by milkman is good/very good, then came Sindh with 65% saying the same while the least number of people who said that quality of milk provided by milkman is good/very good was from Balochistan as 50% said so.



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and 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 747 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Thursday, 19th, January 2023

(2 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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



Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)