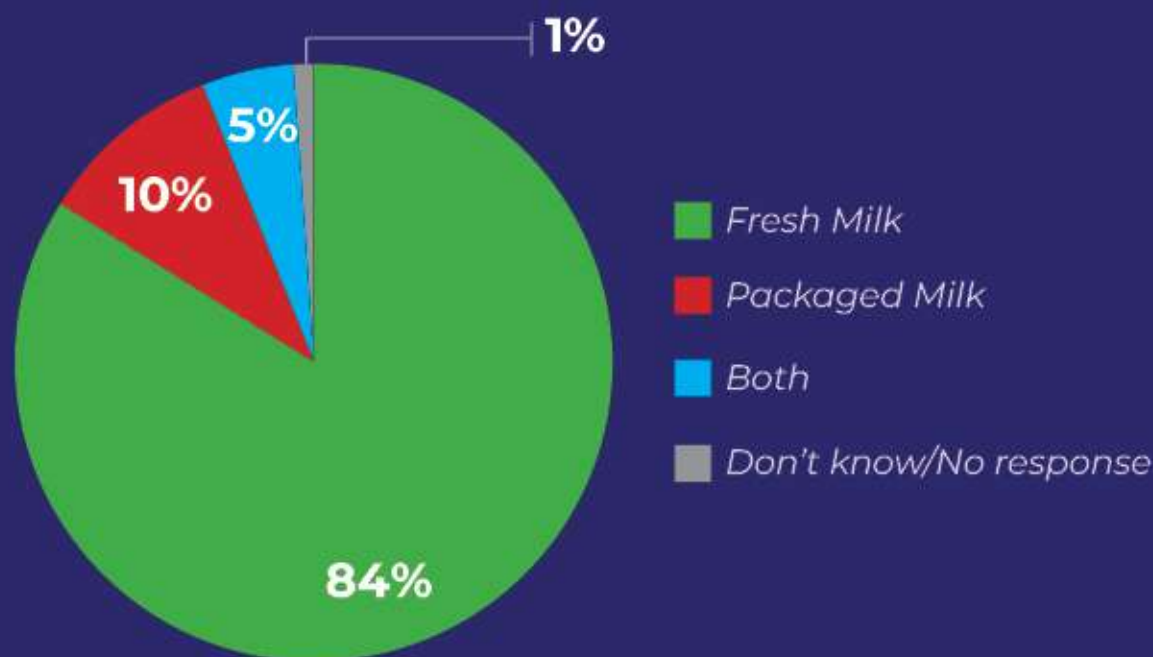


An overwhelming majority (84%) of Pakistanis report using fresh milk in their households,

however twice as many urban residents (15%) consume packaged milk compared to rural residents (7%)



Question: Please tell us which milk is usually used in your household, fresh milk, packaged milk, or both?





PRESS RELEASE

Opinion Poll

Consumer

Drinks

An overwhelming majority (84%) of Pakistanis report using fresh milk in their households, however twice as many urban residents (15%) consume packaged milk compared to rural residents (7%): Gallup & Gilani Pakistan

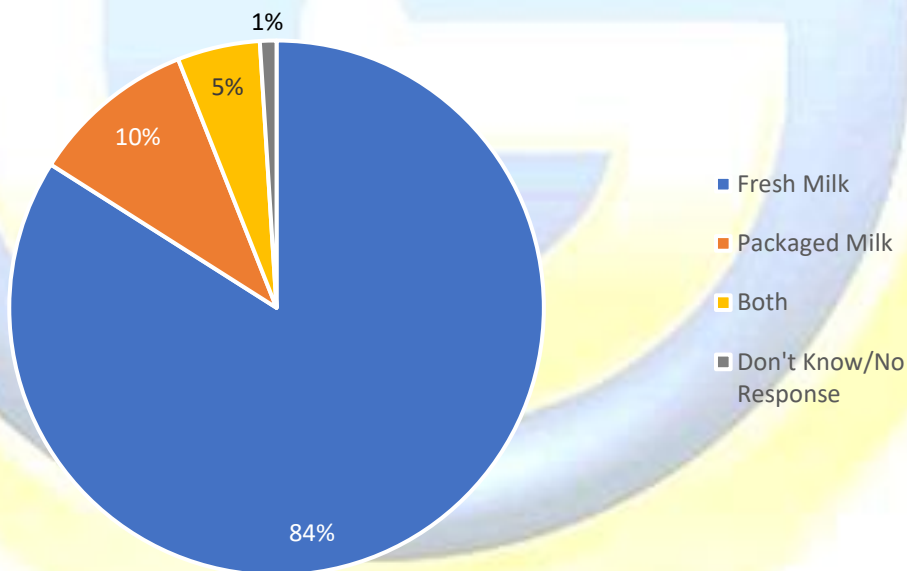
(Islamabad) 16th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, an overwhelming majority (84%) of Pakistanis report using fresh milk in their households, however twice as many urban residents (15%) consume packaged milk compared to rural residents (7%).

A nationally representative sample of adult men and women from across the country was asked the question, “Please tell us which milk is usually used in your household, fresh milk, packaged milk, or both?” In response, 84% said ‘Fresh Milk’, 10% said ‘Packaged Milk’, 5% said ‘Both’, and 1% said that they did not know or gave no response.

To learn about the historical trend of milk consumption patterns among Pakistanis [click here](#).

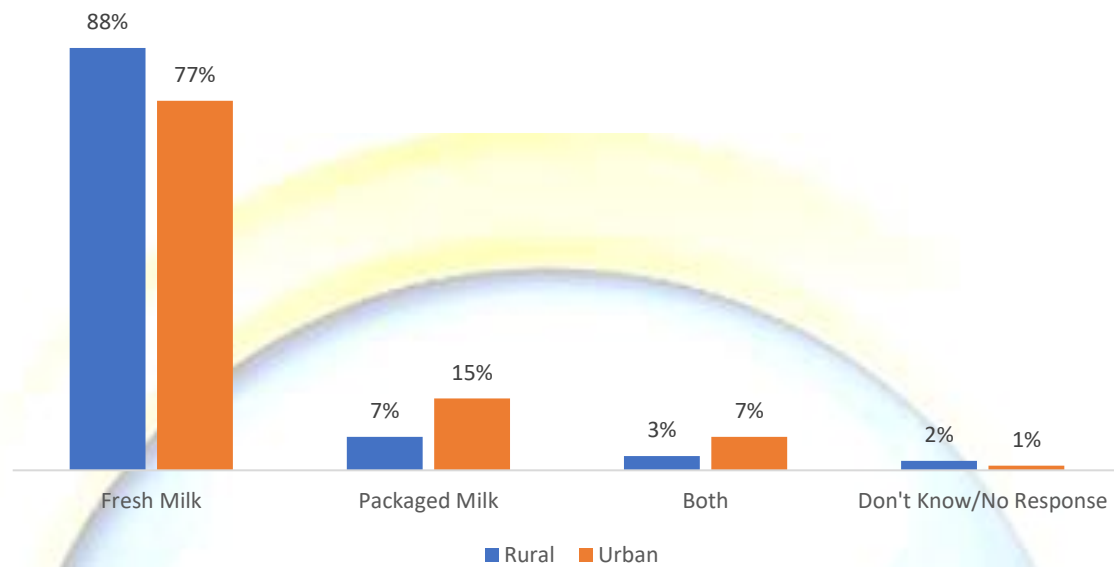
Question: Please tell us which milk is usually used in your household, fresh milk, packaged milk, or both?



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 824 men and women in urban and rural areas of all four provinces of the country, conducted from 6th August - 9th September 2024. The error margin is estimated to be approximately ± 2 -3 percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

Across rurality Urban residents in Pakistan were more than twice as likely to consume packaged milk (15%), as compared to their rural counterparts (7%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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GILANI RESEARCH
FOUNDATION

Wednesday, 16th October, 2024

(3 Pages, English version Only)

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*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)