



MILK CONSUMPTION IN PAKISTANI HOUSEHOLDS

FINDINGS FROM A NATION WIDE SURVEY

Prepared by



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INTRODUCTION:

Milk is an important part of our daily diet. It is used in its natural form as well as a number of dishes and drinks are made from it. It is an important constituent of tea which is popular in the country.

Doctors advise milk usage as a source of calcium which is important for growth and development.

Apart from fresh milk a number of brands of packaged milk are also available. Due to increasing inflation, purchasing power of people is decreasing.

This Report is based on a nationwide survey carried out by Gallup Pakistan during April, 2011 to assess Milk Consumption of a Pakistani Household.



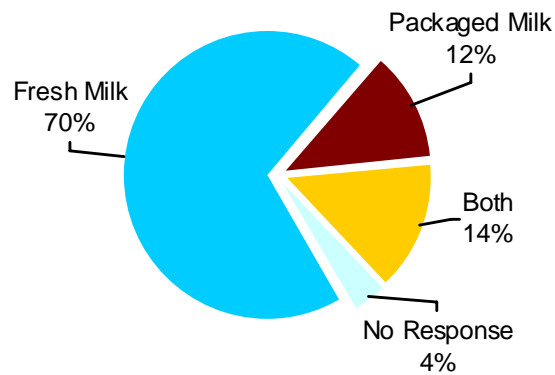
SECTION 1:
TYPE OF MILK CONSUMED IN A HOUSEHOLD



TYPE OF MILK

Fresh Milk versus Packaged Milk

Question: Some people use fresh milk and some use packaged milk. In your household what type of milk is usually used: fresh or packaged or both?



Source: Gallup and Gilani National Survey, 2011

The majority claims to use Fresh milk. But packaged Milk is also used exclusively (12%) or along with Fresh milk (14%).

Household is defined as persons living under the same roof and eating from the same Kitchen. According to Household Integrated Economic Survey, average household size in Pakistan is 6.5 persons (2006-07).

For Sample size and other details, please consult Methodology Section.



TYPE OF MILK

Fresh Milk versus Packaged Milk

Question: Some people use fresh milk and some use packaged milk. In your household what type of milk is usually used: fresh or packaged or both?

SEGMENT ANALYSIS

Row percentages are shown

	Fresh Milk	Packaged Milk	Both	No Response
Urban	62%	19%	17%	2%
Rural	77%	8%	12%	3%

Source: Gallup and Gilani National Survey, 2011

Use of packaged milk is more among urban dwellers as compared to rural dwellers.

For Sample size and other details, please consult Methodology Section.



TYPE OF MILK

Brands of Packaged Milk Consumed in a Household

Question: Which brand of packaged milk is used the most in your household?
If you use more than one brand, please name the one used most frequently.*

Brands	Percent Respondents
Haleeb	26%
MilkPak	25%
Olpers	23%
Tarang	20%
Nurpur	2%
Nido	1%
Everyday	1%
No response	2%

Source: Gallup and Gilani National Survey, 2011

Haleeb appears to be the brand mostly used followed by Milk Pak, Olpers and Tarang.

* Only among those who say they consume Packaged Milk either exclusively or in combination with Fresh Milk in their household.

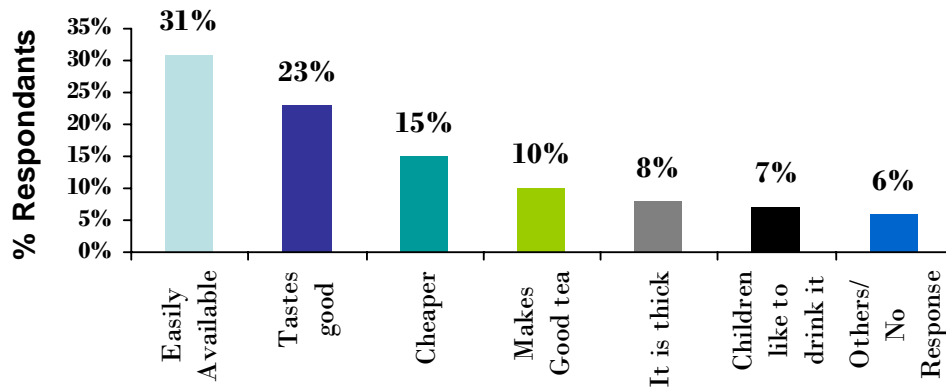
For Sample size and other details, please consult Methodology Section.



TYPE OF MILK

What do people look for while choosing a Milk brand?

Question: What is the reason for choosing this brand? (Only one main reason is allowed) * .



Source: Gallup and Gilani National Survey, 2011

Easy Availability is the major reason for choosing a Milk Brand followed by Taste and Price consideration etc.

* Only among those who say they consume Packaged Milk either exclusively or in combination with Fresh Milk in their household.

For Sample size and other details, please consult Methodology Section.



SECTION 2:
**AMOUNT OF MILK CONSUMED IN A
HOUSEHOLD**



AMOUNT OF MILK

Amount of Milk consumed on average in a Household

Question: How much Milk is usually consumed on average daily in your household?

Amount of Milk	Percent Respondents
Less than Half Litre	4%
Half-1 Litre	23%
1-2 Litre	39%
2-3 Litre	20%
3-4 Litre	5%
4-5 Litre	3%
> 5 Litre	2%
No Response	4%

Source: Gallup and Gilani National Survey, 2011

Majority people say that half to three litres of milk is used on average daily in their households.

Household is defined as persons living under the same roof and eating from the same Kitchen. According to Household Integrated Economic Survey, average household size in Pakistan is 6.5 persons (2006-07).

For Sample size and other details, please consult Methodology Section.



SECTION 3:
METHODOLOGY



METHODOLOGY

The results presented here are from a *nation wide house hold survey* carried out by Gallup and Gilani during April, 2011.

- **SAMPLE PROFILE:**

The respondents in this survey are *2713 men and women of age 18 years and above* spread across the *rural and urban* areas of the *four provinces* of the country. They represent different age groups, education status and socio economic profile.

All figures are weighted National average unless specified otherwise.

- **INTERVIEWING MODE:**

Face to Face, in-house interviews

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling

- **SAMPLING TOLERANCE:**

Error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

Field work was carried during 24th-30th April, 2011.

- **VALUES/ PERCENTAGES:**

All values given in this report are percentages unless otherwise specified.



DISCLAIMER

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The Data quoted and used in this report is the property of Gallup & Gilani Pakistan.



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FINDINGS FROM A NATIONWIDE SURVEY

May 5th, 2011

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