

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.

Treatment of Flu & Fever; 44% Claim to See a Doctor, 20% Choose Herbal Treatment with Joshanda: GILANI POLL/GALLUP PAKISTAN

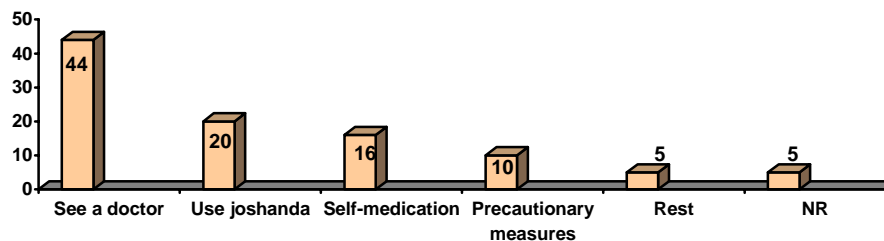
Islamabad, January 22, 2010

According to a recent Gilani Research Foundation survey carried out by Gallup Pakistan, Pakistanis take various measures to cure flu and fever during the cold weather; more than one fourth (44%) go to see a doctor for proper treatment, 20% claim to drink Joshanda (hot water with herbs), another 16% say they take medicine on their own at home, 10% try to keep away from catching flu and fever by taking precautionary measures whereas 5% say they just rest and let it pass by. The remaining 5% either do not do anything or gave no response.

A nationally representative sample of men and women from across the country were asked “*What do you usually do to cure fever and flu?*” Forty four percent (44%) said they visit a doctor, 20% claimed to drink Joshanda, 16% take medicine on their own, 10% said they take precautionary measures so that they do not catch cold, and another 5% said they take rest. The remaining 5% of the respondents do not take any measure for fever and flu or gave no response.

The findings of the survey reveal that use of joshanda is slightly more popular amongst higher income groups and it also shows that a proportionately higher percentage of respondents above 50 years of age like to take medicine on their own to cure flu and fever.

“*What do you usually do to cure fever and flu?*”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 2780 men and women in rural and urban areas of all four provinces of the country, during December 2009. Error margin is estimated to be approximately ± 2 -3 per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on health and other issues see website www.gallup.com.pk

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