



Opinion Poll
Products
Food/Drink

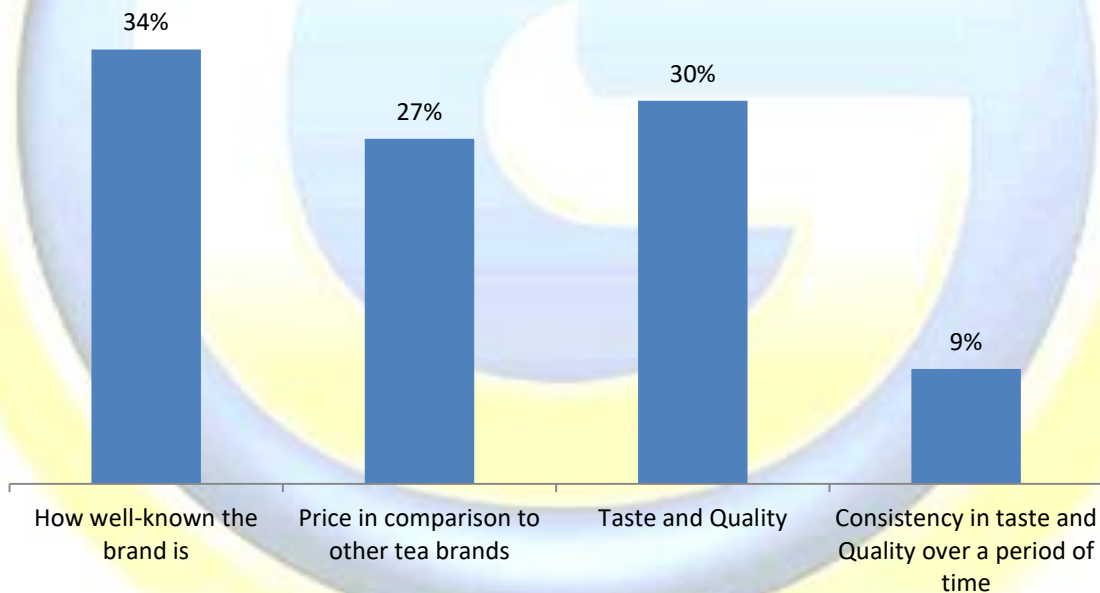
1 in 3 Pakistanis who drink tea say they purchase tea based on brand popularity; 9% say consistency in taste and quality drives their purchase decision. (GALLUP & GILANI PAKISTAN POLL)

Islamabad, July 12, 2017

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 1 in 3 Pakistanis who drink tea say they purchase tea based on brand popularity; 9% say consistency in taste and quality drives their purchase decision.

A nationally representative sample of men and women from across the four provinces who drink tea was asked, “What do you look at the most while purchasing your tea?” In response to this question, 34% said they look at how well-known the brand is when making the purchase, 27% said they look at the price in comparison with other tea brands, 30% said they look at quality and taste, while 9% said they look at consistency in taste and quality over a period of time.

Question: “What do you look at the most while purchasing your tea?”



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 1672 men and women in rural and urban areas of all four provinces of the country, during May 29 – June 05, 2017. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan

The Pakistani Affiliate of Gallup International

GILANI RESEARCH
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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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of Gallup Pakistan
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