

*Latest Press Release  
Gallup Pakistan*

# GALLUP PAKISTAN POLL FINDINGS ON **TEA AND COFFEE INTAKE**

**Survey Month:** *October 2008*  
**Results released on:** *April 01, 2009*

Conducted in Pakistan by



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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.**

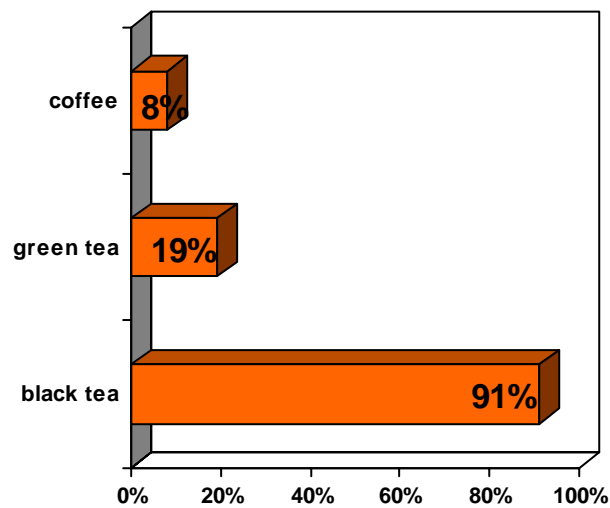
*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

## **More than 90% Pakistanis Prefer Tea over Coffee: GALLUP PAKISTAN**

Islamabad: April 01, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, for most Pakistanis, tea-time is an occasion for social gatherings and a break from routine. It is a strong cultural symbol enjoyed several times a day by people throughout the country. Tea, especially 'milky tea', broadly known as Doodh Patti (tea in milk) is used almost as a nutrient 'meal'.

In Pakistani households black tea is the most preferred type of tea with 91% of the people liking it, whole coffee is only preferred by 8%. However green tea has a higher percentage of liking; 19% prefer green tea.



Source: Gallup Pakistan Survey, October 2008

Researchers at Gallup Pakistan found that the average number of tea cups consumed by a person daily in October 2008 was about two and a half. However, it is important to keep in mind that this figure is representative of tea consumption in summers and is likely to be higher during winters.

The study was carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International, among a sample of more than 2500 men and women in rural and urban areas of the country during the month of October 2008. Error margin is estimated to be approx. + 2-3 per cent at 95% confidence level.

For more survey data on Health related and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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