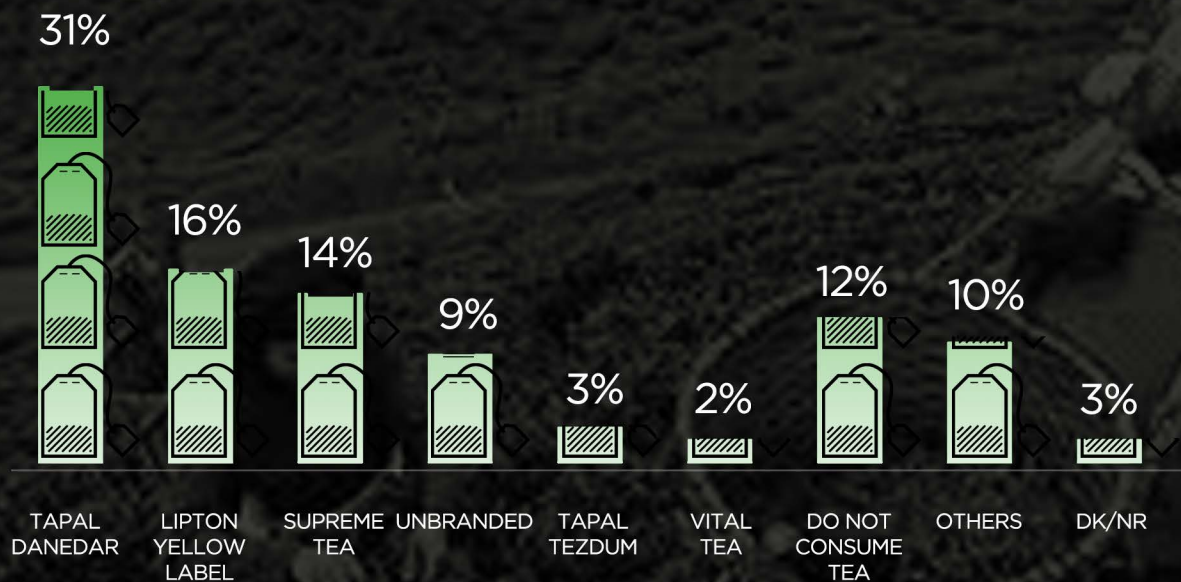


31% PAKISTANIS CLAIM TO USE TAPAL DANEDAR AS THEIR PREFERRED BRAND OF TEA IN THEIR HOUSE.



Please tell, which brand of tea is used in your house?

SOCIAL | Eating Habits

SOURCE: GALLUP AND GILANI SURVEYS SAMPLE SIZE: 1807



Opinion Poll Social Eating Habits

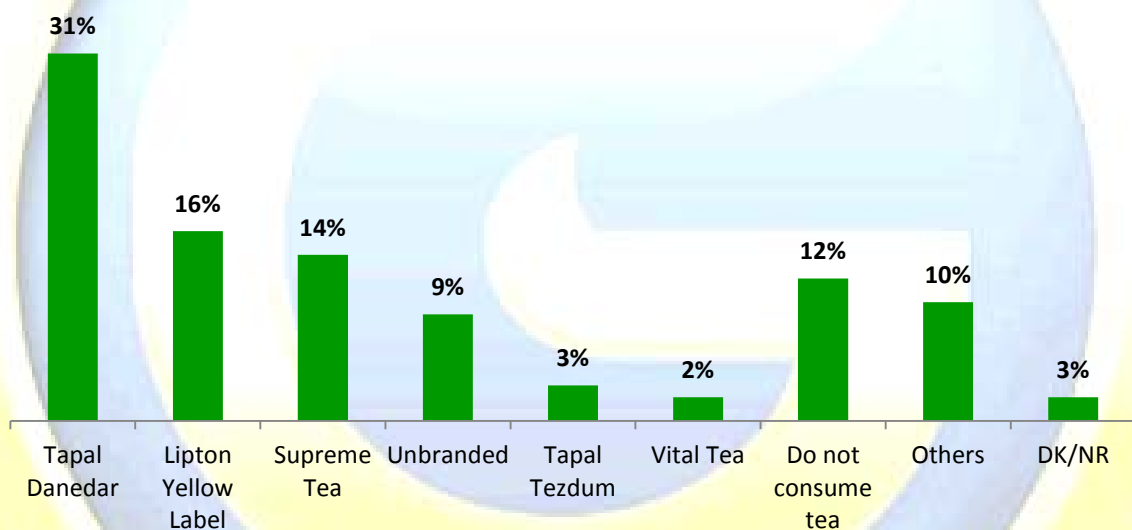
31% Pakistanis claim to use Tapal Danedar as their preferred brand of tea in their house. GILANI RESEARCH FOUNDATION (GRF POLL)

Islamabad, May 03, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 31% Pakistanis use Tapal Danedar as their preferred brand of tea.

A nationally representative sample of men and women from across the four provinces was asked, "Please tell, which brand of tea is used in your house?" In response to this question, 31% mentioned Tapal Danedar, 16% mentioned Lipton Yellow Label and 14% mentioned Supreme Tea. A further 9% said that they used unbranded tea, 3% said that they use Tapal Tezdum, 2% said that they use Vital Tea and 12% said that they do not consume tea. 10% gave other responses and 3% did not respond.

Question: "Please tell, which brand of tea is used in your house?"



Source: Gilani Research Foundation Poll (GRF Poll)

Field work conducted by Gallup 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 Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1807 men and women in rural and urban areas of all four provinces of the country, during February 29 – March 07, 2016. 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



Tuesday April 03, 2016

(3 Pages, English version Only)

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,

Ms. Fatima Idrees

Phone: +92-51-2655630

E-mail: fatima.idrees@gilanifoundation.com

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)