



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.

Majority Use Refrigerators to Cool Drinking Water: GILANI POLL / GALLUP PAKISTAN

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According to a Gilani Research Foundation survey carried out by Gallup Pakistan, nearly half of all Pakistanis (52%) use refrigerators to keep the water cold during summers. Some other methods which the respondents have claimed to use are: Water coolers (28%), Mud Utensils (11%), and Electric Coolers (4%). The remaining respondents use some other means of cooling water (3%) or do not drink cold water (1%). It may be noted that not all those using refrigerated water own a refrigerator. Some use the facility with a neighbor or a relative.

A nationally representative sample of men and women from across the country were asked “Where do you usually put your drinking water to cool it in the summers?” Majority (52%) claimed to use refrigerators and 28% use water coolers to cool their drinking water in the summers. Eleven percent (11%) of the respondents said they pour drinking water in a Mud-Utensil (It is a pot made of mud, known as Gharra, used to keep the water cold) for it to cool down, 4% use electric coolers while the remaining 4% said they either use some other method or do not drink cold water.

The data reveals that a proportionately higher percentage of urbanites (63%) than ruralites (47%) put their drinking water in refrigerators where as more ruralites as compared to their urban counterparts use water coolers or mud utensils to chill drinking water.

“Where do you usually put your drinking water to cool it in the summers?”

Use refrigerators	52%
Water Coolers	28%
Mud Utensil	11%
Electric coolers	4%
Others	3%
Do not drink cold water	1%

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 latest survey was carried out among a sample of 2721 men and women in rural and urban areas of all four provinces of the country, during May-June 2009. Error margin is estimated to be approximately $\pm 2-3$ 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 social related and other issues see website www.gallup.com.pk

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