



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.

Two Thirds of All Pakistanis Serve Cold Beverages to their Guests During Summers: GILANI POLL / GALLUP PAKISTAN

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Demand for different drinks varies from season to season. While in winters, demand for hot beverages such as tea may be high, summer's hot and humid weather is all about quenching thirst with frosty glasses of ice-cold refreshments. According to a Gilani Research Foundation survey carried out by Gallup Pakistan, more than two thirds (78%) of all Pakistanis prefer to serve cold beverages, such as syrups/squash or carbonated soft drinks, to their guests in summers. Of course this is when they can afford it. Only 19% of the respondents claimed to serve tea.

When the respondents were asked "Which drink do you usually serve your guests in summers?" Majority (49%) said they serve Syrups/Squash and 29% of the respondents serve carbonated soft drinks to their guests in the summers. According to a previous year's survey 83% of the respondents serve tea in winters but the latest results show that tea is the least favorable beverage in the summers, as only 19% prefer to serve tea. The remaining 3% either serve some other type of drink or do not use any beverage.

"Which drink do you usually serve your guests in summers?"

Syrups/Squash	49%
Soft Drinks	29%
Tea	19%
Others	1%
Don't use any drink	2%

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

The data reveals that syrups, commonly referred to as squash, as a summer drink is popular among all the different income and age groups while soft drinks is served more by respondents belonging to high income group. Syrups generally come in colorful and thick liquid form and are made ready to use by mixing with water and ice.

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 2751 men and women in rural and urban areas of all four provinces of the country, during April 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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