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70% of Pakistanis eat Ice Cream. But eating Ice Cream alone is uncommon. It is a family affair -

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According to a study carried out by Gallup Pakistan during the summer of 2000, seventy percent (70%) of urban Pakistanis said they eat ice cream. Nearly two third of them said they generally eat it at home, whereas one third eat their ice cream out of home. In keeping with the general trend of a family focused society 77% said they eat in the company of family members.

In the urban areas a majority buys packaged or branded ice cream. Only one fourth of ice cream users said they ate it at ice cream parlours or eateries. Family packs, ice cream cups and cones are all widely used, but there seems to be a preference for ice cream cups: 37% said this packaging was their first choice followed by family packs (31%) and cones (29%). But interestingly, when asked what form of packaging is generally purchased in your household, the family package assumed number one position: as 39% of the respondents said that they purchased it frequently.

The survey which was conducted among more than 1000 men and women in the urban areas of all the four provinces comprised a statistically selected sample of respondents representing various income, education, age and regional backgrounds. The study showed interesting but predictable differences in the behaviour of men and women. Men are more likely to eat out ice cream with friends than women. However the survey shows that very few enjoy to eat their ice cream alone. Only 2% of women and 12% of men say they ever eat their ice cream alone.

When it comes to choosing ice cream brand for the family, the decision is split between men, women and children. Both men and women seem to overstate their own influence, however they recognise the dominant influence of children. On the whole it seems that in 40% of the cases children are the dominant influence, in 20% it is men, in 20% women and the remaining 20% is a situation where the influence is split among all of them.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 1000 statistically selected households in the urban areas of all the four provinces of Pakistan. The sample comprised a cross section of various income, education and geographic segments. The text of this report can also be seen on the internet at: www.gallup.com.pk.