

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.

Preference For Various Drinks & Juices in the Summer Season: GILANI POLL /GALLUP PAKISTAN

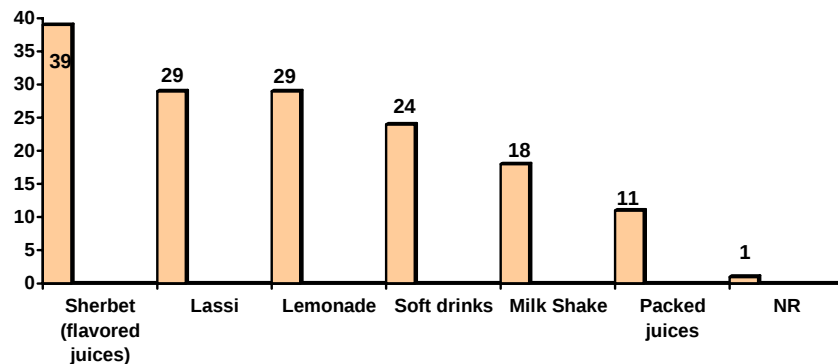
Islamabad, May 27, 2010

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, there are many types of juices and drinks consumed by Pakistanis during summers; It is seen that flavored drinks (such as squash and etc) are preferred the most, as cited by 39% of all Pakistanis, followed by Lassi (a traditional drink made from yogurt and water) (29%), Lemonade (29%), Soft Drinks (24%), Milkshake (18%), 11% say they like processed packed juices the most and 1% gave no response.

A nationally representative sample of men and women from across the country were asked “As soon as the summers start the intake of juices and other drinks increases. Please tell us what types of drinks do you mostly like to have?” Thirty nine percent (39%) said they like flavoured drinks (such as squash and etc), 29% prefer to have lassi, another 29% claimed to prefer lemonade, 24% consume soft drinks, 18% prefer milk shakes, and 11% said they like to processed packed juices and 1% gave no response.

The findings of the survey reveal no significant difference in the preference of people from across various demographics, except that a higher percentage of ruralites (42%) as compared to the urbanites (27%) like to have lassi during the scorching summer season.

*“As soon as the summers start the intake of juices and other drinks increases.
Please tell us what types of drinks do you mostly like to have?”*



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 recent survey was carried out among a sample of 2742 men and women in rural and urban areas of all four provinces of the country, during May 2010. Error margin is estimated to be approximately ± 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 and other issues see website www.gallup.com.pk

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