

3rd November, 2022

MORE THAN 50% OF PAKISTAN'S DRINK FIZZY DRINKS EITHER EVERY DAY OR FEW DAYS IN A WEEK: GALLUP & GILANI PAKISTAN

50% سے زائد پاکستانی یا تو ہفتے میں چند دن یا پھر روزانہ فزی ڈرنکس (Fizzy drinks) پیتے ہیں

Question: "How regularly do you drink fizzy drinks?"



PRESS RELEASE

(Also emailed*/faxed separately)



Opinion Poll Food/Drink Soft Drinks

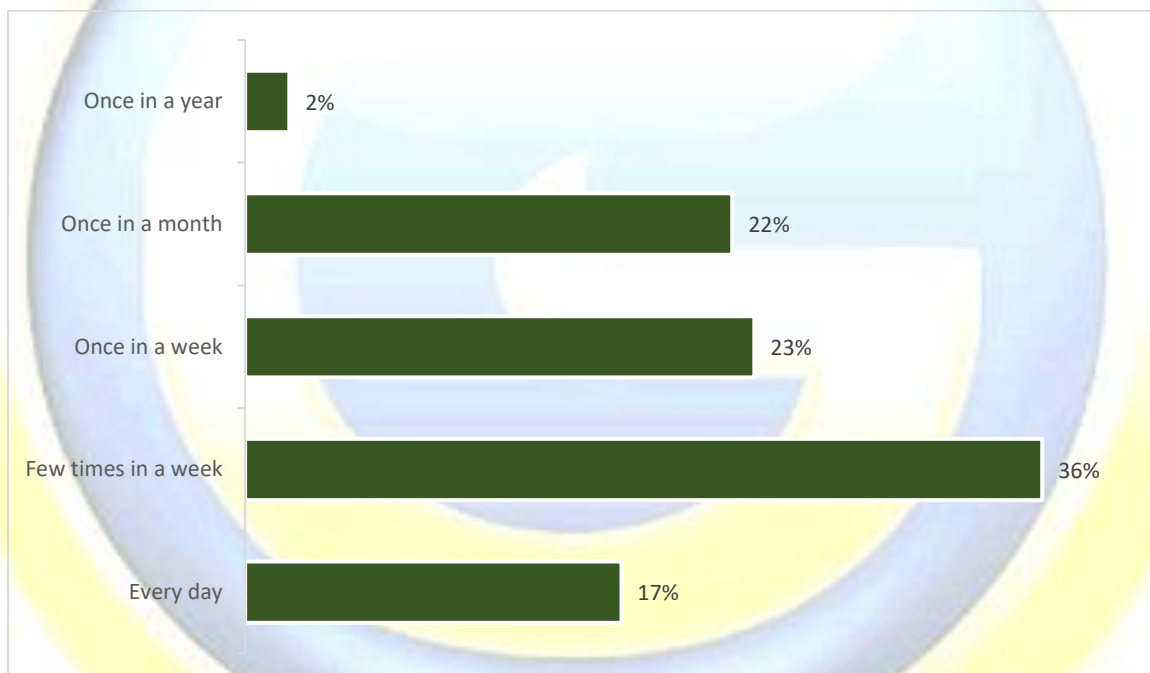
More than 50% of Pakistan's drink fizzy drinks either every day or few days in a week: Gallup & Gilani Pakistan

(Islamabad), November 3rd, 2022

According to a survey conducted by Gallup & Gilani Pakistan, more than 50% of Pakistan's drink fizzy drinks either every day or few days in a week

A nationally representative sample of adult men and women from across the country was asked the following question regarding, *"How regularly do you drink fizzy drinks?"* 17% responded every day, 36% said few days in a week, 23% said once in a week, 22% said once in a month while 2% said once in a year.

Question: "How regularly do you drink fizzy drinks?"



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 500 men and women in urban and rural areas of all four provinces of the country. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



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(3 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

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Daily Gilani Poll
2022



of Gallup Pakistan
(1980-2022)