

25th September, 2023

## FAVORITE TEA LEAVES BRAND IN PAKISTAN: TAPAL DANEDAR TOPS AT 21%; FOLLOWED BY 19% CITING LIPTON: GALLUP & GILANI PAKISTAN

پاکستان میں چائے کی پتی کا پسندیدہ برانڈ: پاکستان میں چائے کی پتی کے پسندیدہ برانڈ شرح کے ساتھ سرفہرست ہے، اس کے بعد 19% نے 21% (Tapal Danedar) میں ٹپال دانے دار کا ذکر کیا۔ (Lipton) پسندیدہ برانڈ کے طور پر لیٹن

Question: "I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Tea leaves?"



# PRESS RELEASE

(Also emailed\*/faxed separately)



## Opinion Poll Consumer/Commercial Food/Drink

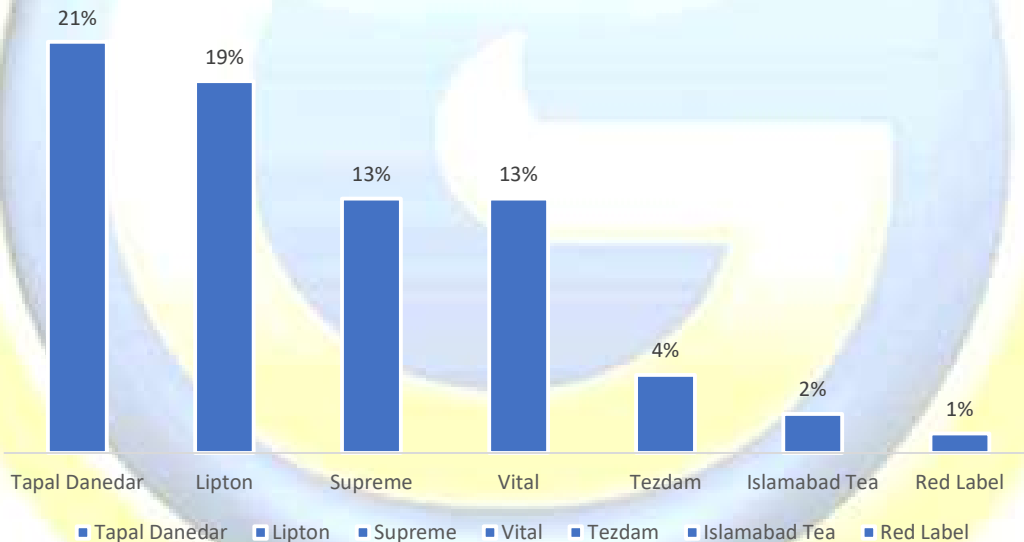
### **Favorite Tea Leaves Brand in Pakistan: Tapal Danedar tops at 21%; followed by 19% citing Lipton: Gallup & Gilani Pakistan**

*(Islamabad), September 25<sup>th</sup>, 2023*

According to a survey conducted by Gallup & Gilani Pakistan, Tapal Danedar tops at 21%; followed by 19% citing Lipton.

A nationally representative sample of adult men and women from across the country, was asked the question “I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Tea leaves?” In response, 19% said Lipton, 13% said Supreme, 21% said Tapal Danedar, 13% said Vital, 4% said Tezdam, 1% said Red Label, 2% said Islamabad Tea, 18% said Others, and 9% said that they do not know or gave no response.

**Question: “I will ask you questions about some everyday use personal/household items. Kindly tell me, what is your favorite brand for the following items? - Tea leaves?”**



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

The study in Pakistan was conducted and 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 853 men and women in urban and rural areas of all four provinces of the country, conducted during 24 August to 28 August 2023. 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).

## STAT OF THE DAY

**65% of the total farms in Pakistan are less than 4 Ha while another 35% have areas between 4 to 10 Ha.**



**Opinion Poll from Gallup Pakistan**  
The Pakistani Affiliate of Gallup  
International

**Monday, 25<sup>th</sup> September 2023**

*(4 Pages, English version Only)*



***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  
2023



of Gallup Pakistan  
(1980-2023)