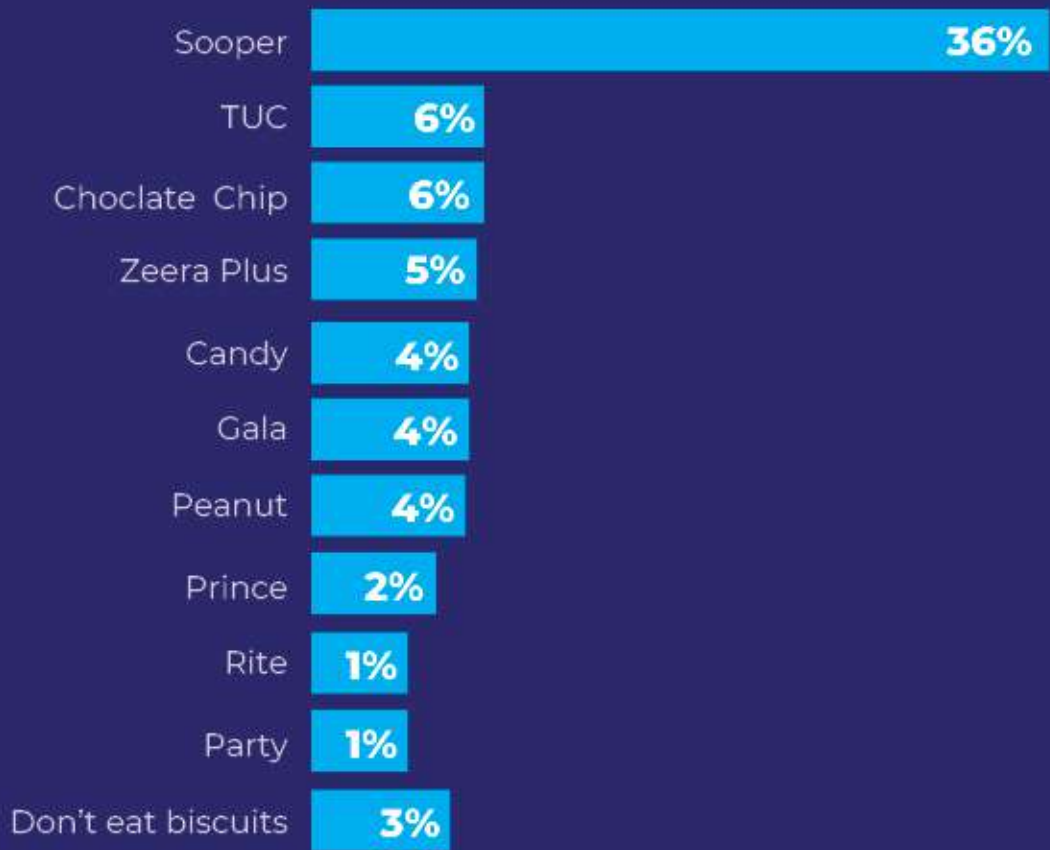


Sooper stands out as the first biscuit brand mentioned by 36% respondents

greater popularity among women (38%)
and rural residents (38%)



Others: 12% | Dont Know/No response: 16%

Question: When you think of biscuits, what brand name comes to your mind first?



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





PRESS RELEASE

Opinion Poll

Consumer/Commercial

Food

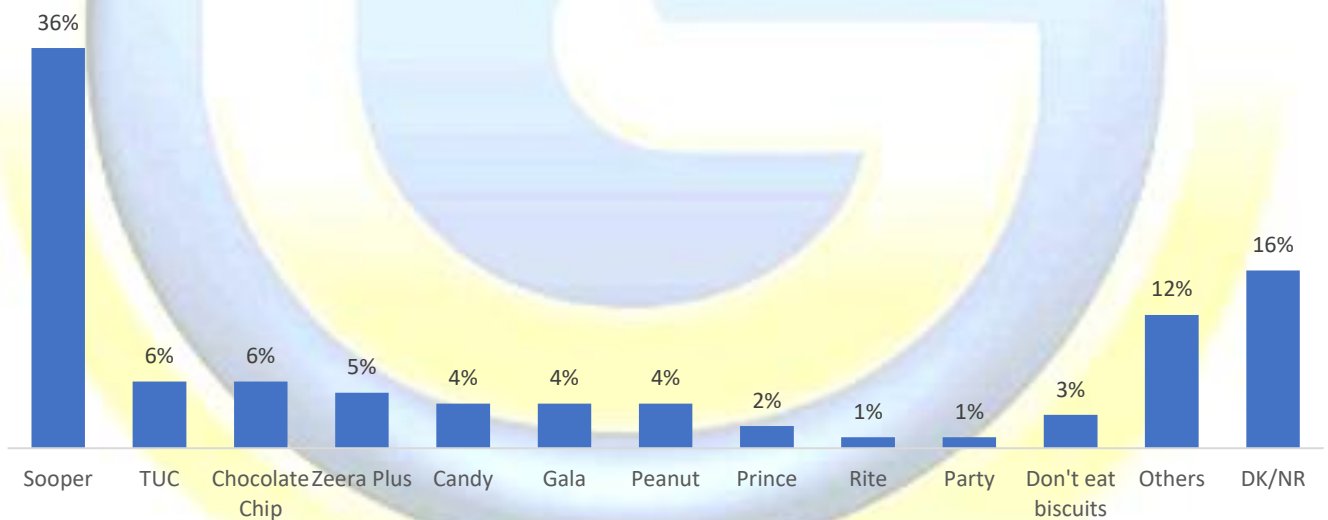
Sooper stands out as the first biscuit brand mentioned by 36% respondents, with greater popularity among women (38%) and rural residents (38%): Gallup & Gilani Pakistan

(Islamabad) 18th November, 2024

According to a survey conducted by Gallup & Gilani Pakistan, Sooper stands out as the first biscuit brand that comes to mind for 36% of the population. Survey findings revealed that 3% more females than males and 4% more rural residents than urban residents recalled Sooper biscuit as the first brand that came to their mind.

A nationally representative sample of adult men and women from across the country was asked the question, “*When you think of biscuits, what brand name comes to your mind first?*” In response, 36% said ‘Sooper’, 6% said ‘TUC’, 6% responded ‘Chocolate Chip’, 5% answered ‘Zeera Plus’, 4% said ‘Candy’, 4% said ‘Gala’, 4% said ‘Peanut’, 2% said ‘Prince’, 1% said ‘Rite’, 1% said ‘Party’, 3% said ‘Don’t eat biscuits’, 12% said ‘Others’ and 16% said they don’t know or gave no response.

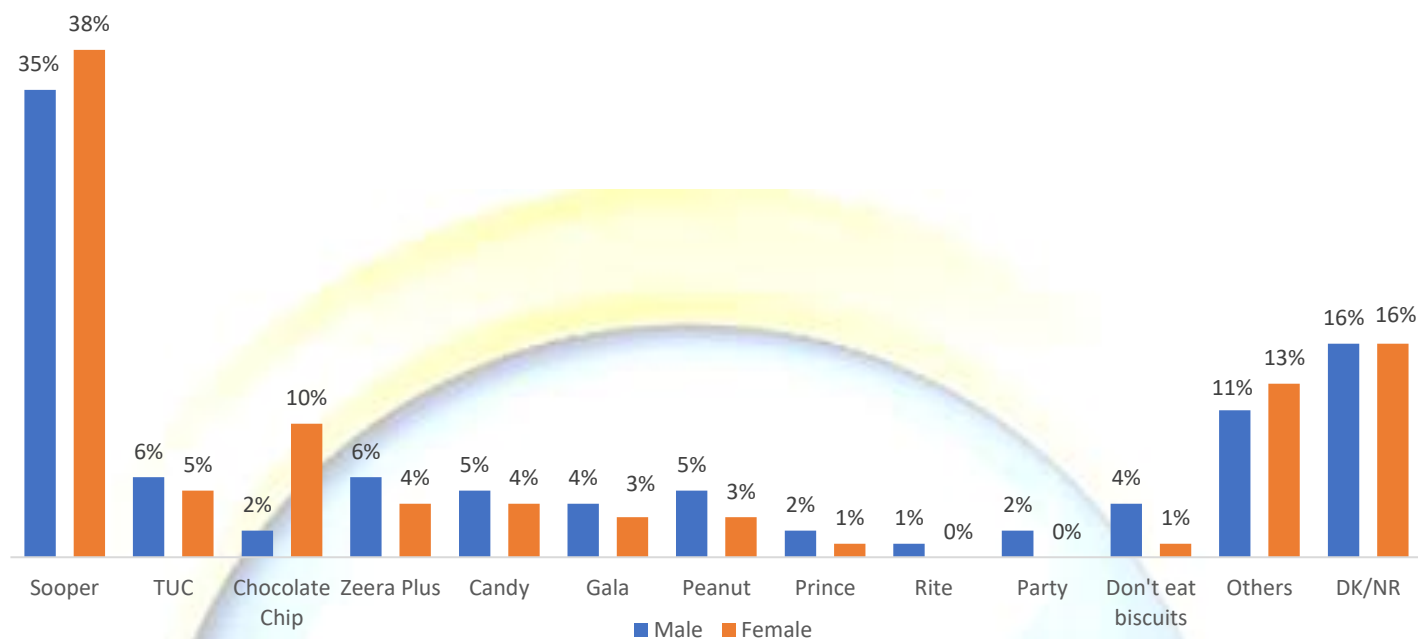
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Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

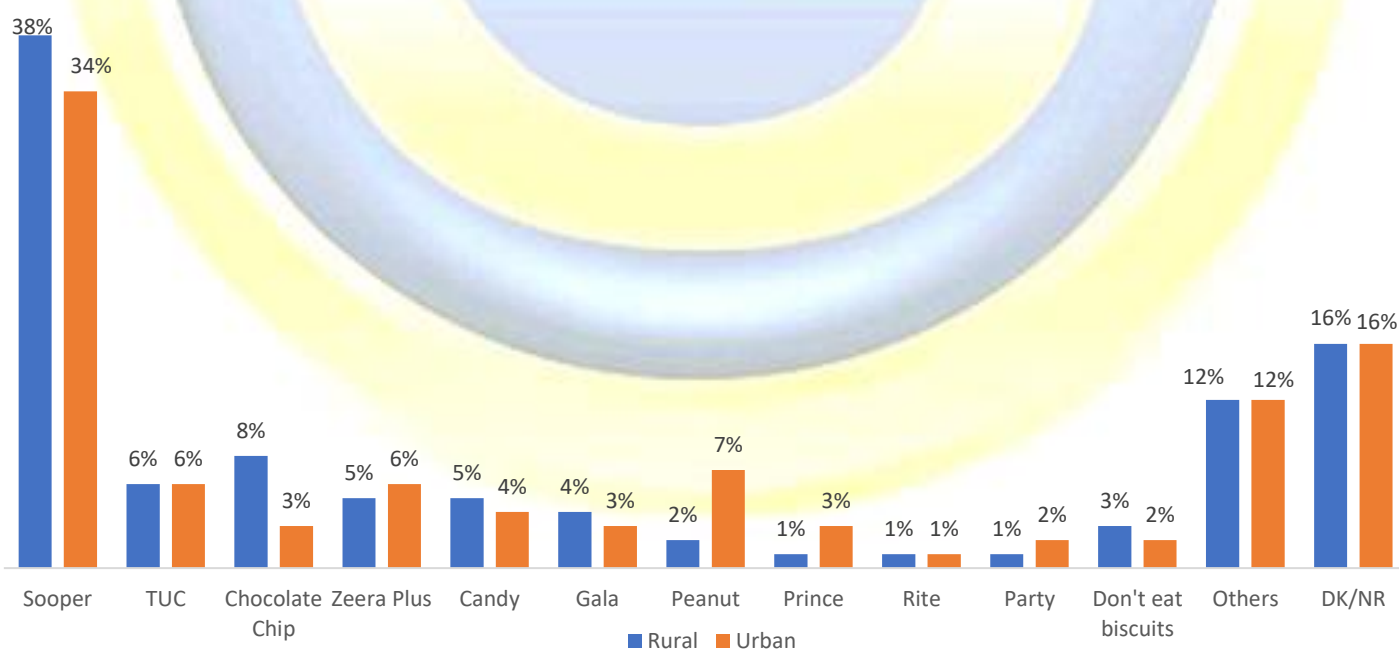
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1089 men and women in urban and rural areas of all four provinces of the country, conducted from 12th September - 11th October 2024. 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).

Across gender: Sooper maintains its lead across both genders. Women exhibit a slightly higher recall at 38%, compared to 35% among men.



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

Across rurality: Sooper again dominates in both urban and rural areas. Its recognition is notably stronger in rural areas (38%) compared to urban areas (34%).



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Monday, 18th November, 2024

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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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)