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GALLUP PAKISTAN POLL FINDINGS ON

**ORANGES AND APPLE ARE THE MOST LIKED WINTER
FRUITS IN PAKISTAN**

Results released on: JANUARY 25, 2002



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According to a survey carried out by Gallup Pakistan Oranges & Kinnows are rated as the most liked winter fruits in Pakistan, as 39% of the respondents in a national survey gave that view. The respondents were asked “What is your most liked fruit in the winter season?” Thirty nine percent (39%) opined in favour of Oranges & Kinnows. It was followed by Apple, favoured by 25%, Banana favoured by 12% and Guava favoured by 7%. As for the Summer fruit, mango was the most favoured fruit to 59% followed by a wide margin by Water melon, favoured by 12% as well as Plum and Melon favoured by 6% and 5% respectively.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among nearly 1500 statistically selected households in both urban and rural 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.