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GALLUP PAKISTAN POLL FINDINGS ON

SHERBAT TOPS THE LIST OF DRINKS SERVED TO GUESTS DURING SUMMER IN URBAN PAKISTAN; COLAS COME NEXT; LASSI IS NOT CONSIDERED A DRINK FOR GUESTS

Results released on: May 5, 2000



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According to a recent survey by Gallup Pakistan, *sherbats* of local Pakistani variety still top the list of drinks offered to guests during the summer. A close second are the carbonated soft drinks or colas. But interestingly despite its popularity for personal consumption *Lassi* (*yogurt drink*) is not considered appropriate to be served to guests. The survey was conducted among a cross section of more than one thousand men and women in the urban areas of all the four provinces of Pakistan. The respondents were asked: "*During the summer season what do you usually serve to guests?*" Forty-eight percent (48%) said *Sherbats* like *Rooh Afza*, *Jam-e-Shireen*, *Shezan*, *Naurus* and others 39% said colas like Pepsi, Coke, 7-Up and others, while 8% said tea and only 3% mentioned *Lassi*. The remaining 2% gave other miscellaneous answers.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among a representative sample of more than 1000 men and women in the major urban areas of the country. The sample included a cross section of people belonging to various age, income, education and linguistic backgrounds. The text of this report can also be seen on the internet at: www.gallup.com.pk