

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

Popular Vegetables

Results released on: November 19, 1999



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**LADY FINGER AND POTATO ARE THE MOST CONSUMED VEGETABLES -
November 19, 1999**

Lady finger and Potato are the mostly consumed vegetables of Urban citizens. Other commonly used vegetables are *Karaily* and Pumpkin. These findings have emerged from a national urban survey conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. The survey was conducted among more than 1000 statistically selected men and women of different income, education and age backgrounds spread all over the four provinces of Pakistan.

There is not much change in the choice and consumption of vegetables. In a Gallup survey conducted thirteen years earlier, the choices were fairly similar: Potato, Lady finger and Spinach had emerged as the popular vegetables.

An interesting aspect of the survey is that the taste for vegetable consumption varies among different language groups. *Saraiki* speaking people prefer Lady finger in their meals, whereas Urdu speaking mostly use Potato. On the other hand *Karaily* is the first choice of Sindhi speaking people. The complete text of Gallup weekly poll may be seen on the internet at www.gallup.com.pk

Question: Which vegetables you like the most?

<u>Percent of respondents</u>	
Lady finger	22%
Potato	20%
<i>Karaily</i>	13%
Pumpkin	7%
Others	30%
No Response	2%

Source: Gallup Survey Pakistan, 1999