

Latest Press Release
Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

**PAKORA IS THE NUMBER ONE SNACK AT "IFTAR"
DURING RAMADAN.**

Results released on: January 5, 2001



H-45, St.52,F-7/4, Islamabad, Pakistan. Tel +92-51-2655630, Fax +92-51-2655632,

Email: isb@gallup.com.pk

For more on Gallup Pakistan and Gallup International see websites www.gallup.com.pk and www.gallup-international.com

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

PAKORA IS THE NUMBER ONE SNACK AT "IFTAR" DURING RAMADAN.

Islamabad, January 5, 2001

According to a survey conducted by Gallup Pakistan during the month of Ramadan this year, "*Pakora*" is the most popular snack for "*Iftar*" among Pakistanis. It is a deep fried spicy snack which is popular among all social classes. Responding to a survey question about what people ate at *Iftar* when they end the daily fast, 40% of the urban respondents and 21% of the rural respondents said they usually ate "*Pokara*". "*Chat*", usually made of chick peas, fruits or various combination came next: 25% of urban and 5% of the rural respondents mentioned it as a favourite eating item at *Iftar*. However, the survey showed that a vast majority of the rural population and a sizeable number in the urban areas were content with an *Iftar* which comprised the usual dinner meal of "*Rotti Salan*", the popular bread and curry in the Pakistani cuisine. Thus 68% of the Rural respondents and 31% of Urban respondents mentioned "*Rotti Salan*" as their usual *Iftar* dish. Some people mentioned fruits and other miscellaneous items as their favourite *Iftar* snacks.

The survey was carried out among statistically selected men and women of various socio-economic backgrounds in all the four provinces of the country. It showed, interesting variations between men and women, indicating that, while *Pakora* was popular among both men and women, its popularity was higher among women. It also showed that "*Chat*" was more in use among higher income households compared to the lower income households. But the fact remained that *Pokara* was the number one snack among all income groups, all provinces and all linguistic groups of Pakistan although its use was slightly higher among the lower income as compared to the higher income ones.

The survey was conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International among more than 2000 statistically selected households in both rural and urban 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.