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GALLUP PAKISTAN POLL FINDINGS ON

PAKISTANI CHILDREN ACQUIRING TASTE FOR PACKAGED GOODIES

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PAKISTANI CHILDREN ACQUIRING TASTE FOR PACKAGED GOODIES

According to a recent Gallup poll Pakistani children are rapidly acquiring a taste for packaged sweets, candies, biscuits, bubble, gums, ice cream and similar foods. The local “sonf supari” has also become one of the favorite items with the children.

A survey conducted by Gallup Pakistan showed in 150 statistically selected cities and towns all over Pakistan showed that nearly half of the interviewed children had consumed loose or packaged biscuits during the previous month. 50% had consumed bubble gums and more than 40% had treated themselves to some ice cream or sonf supari. 28% of the interviewed children had consumed potato chips and 18% had popcorn during the week prior to the interview.

There are obvious differences between the children of prosperous families and those coming from poor homes, with the wealthier children consuming much of what some criticize as “junk food”. The consumption of packaged children food is also higher in the metropolitan and urban areas compared to the rest of the country. The survey showed that children consume their goodies with the consent of parents and mostly inside their homes although they are more likely to consume bubble gums, sonf supari and ice cream out side the home and biscuits, chips and popcorn inside their homes.