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GALLUP PAKISTAN POLL FINDINGS ON

PARATHA IS THE MOST POPULAR BREAKFAST IN KARACHI

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PARATHA IS THE MOST POPULAR BREAKFAST IN KARACHI

A Gallup poll was recently conducted in Karachi on the food habits of its population. The poll came up with the finding that the traditional “paratha”, a friend doe, is the most popular breakfast dish in the city among more than eight million residents. The survey was conducted in a statistically selected sample of households all over the metropolitan Karachi and it was asked: what do you usually eat for your breakfast?” 37% of the respondents named paratha, 25% named bakery bread (or double roti as it is referred to in the popular vernacular). 5% named a local form of biscuits (papa) while 30% named a variety of other dishes such as last night’s left over etc. 2% said they did not eat any breakfast and 6% did not answer this question.

The survey findings show that paratha is generally more popular among the younger population and relatively lower income groups. Among the under thirty age group paratha is used by 40% while 26% of those above 60 use it as their breakfast. Its use is 62% among low income groups and 27% among high income, 25% among high income college graduates and 43% among the illiterate population of Karachi. Food habits are also related to linguistic backgrounds. The Gjrati speaking population of Karachi do not use either of the two choices given in the survey i.e. paratha and bakery bread but use other dishes. The Urdu speaking population is divided between one third for paratha, one third for bakery bread and the remaining one third use other items. Two third of the Sindhi speaking population use paratha as their breakfast.