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Gallup Pakistan

GALLUP PAKISTAN POLL FINDINGS ON

WHAT PAKISTANIS LIKE FOR BREAKFAST

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MOST URBAN PAKISTANIS PREFER *PARATHA* BUT A MAJORITY OF RURAL PAKISTANIS USE *ROTI* FOR BREAKFAST. BREAD HAS GAINED POPULARITY AMONG THE AFFLUENT August 6, 1999

As part of a recent Gallup Pakistan survey, about 2000 household in urban and rural areas of Pakistan in all four provinces were asked what they generally ate for breakfast. In response, 60 %of urban and 37%of rural respondents mentioned bread .Eight percent of urban and 59% of rural respondents said they ate nan or roti for breakfast, while 7% percent of urban and 2% of rural respondents gave other miscellaneous responses.

A variation in breakfast meal is observed among the rich and poor, the use of Bread increase among the relatively better off population. In the low income groups 67% take *Paratha* and 14% take Bread in their breakfast, while in the higher income group 43% take *Paratha* and 44% take Bread in their morning meals. The survey also reveals that except for Baluchistan breakfast items are quite the same all over urban Pakistan. In Punjab, Sindh and NWFP 62%, 63% and 70% people respectively take *Paratha* in their breakfast. But, in Urban Baluchistan the use of *Paratha* is much less and the use of *Naan* in the breakfast is much higher compared to other regions.

The survey was conducted by Gallup Pakistan; the Pakistani Affiliate of Gallup international, according to the scientific principles of survey research, representing a cross-section of households belonging to different regional, income and social backgrounds.

Question: What do you generally take for Breakfast?

<i>Percent of Respondents</i>		
	Urban	Rural
Paratha	60%	37%
Bread	25%	2%
Roti/Naan	8%	59%
Miscellaneous	7%	2%

Source: Gallup Survey (Pakistan)
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