



PRESS RELEASE
Opinion Poll
Social Behaviour
Eating Habits/ Cooking Habits

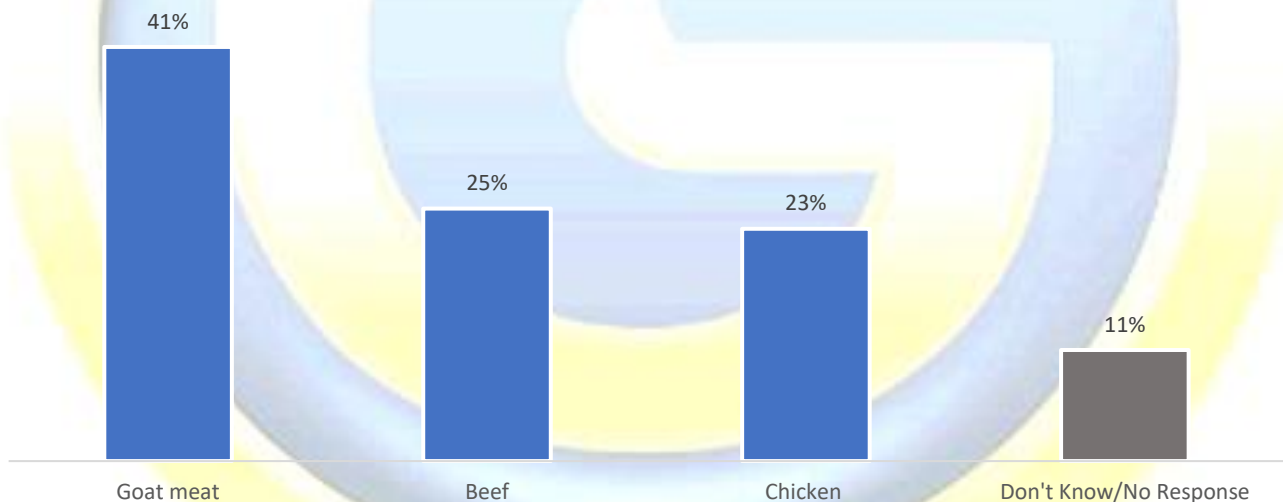
Goat meat/mutton is the most preferred meat amongst Pakistanis, with 41% saying they like eating it, Beef and Chicken come second and third respectively: Gallup & Gilani Pakistan

(Islamabad) 12th March, 2024

According to a survey conducted by Gallup & Gilani Pakistan, goat meat is the most preferred meat amongst Pakistanis with 41% saying so.

A nationally representative sample of adult men and women from across the country was asked the question, “*And what kind of meat do you like the most?*” In response, 41% said ‘Goat meat’, 25% said ‘Beef’, 23% said ‘Chicken’, and 11% said that they did not know or gave no response.

Question: And what kind of meat do you like the most?



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,023 men and women in urban and rural areas of all four provinces of the country, conducted from 03rd – 18th January 2024. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



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Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2024



of Gallup Pakistan
(1980-2024)