

**Out of the Pakistanis who did perform a sacrifice for Eid al-Adha this year, 2 in 5 sacrificed a goat; cows/bulls and goats have been the most popular sacrificial animals since 2013: Gallup & Gilani Pakistan**

Question: Which animal did you sacrifice?





(Also emailed\*/faxed separately)



**PRESS RELEASE**  
**Opinion Poll**  
**History Poll**  
**Social**  
**Religion**

**Out of the Pakistanis who did perform a sacrifice for Eid al-Adha this year, 2 in 5 sacrificed a goat; cows/bulls and goats have been the most popular sacrificial animals since 2013: Gallup & Gilani Pakistan**

(Islamabad) 28<sup>th</sup> August, 2024

According to a survey conducted by Gallup & Gilani Pakistan, out of the Pakistanis who did perform a sacrifice for Eid al-Adha this year, 2 in 5 sacrificed a goat. Rural and urban residents were both most likely to have sacrificed a goat this year. Survey findings also revealed that since 2013, cows/bulls and goats have been the most popular sacrificial animals. A nationally representative sample of adult men and women, who sacrificed an animal for Eid al-Adha this year, from across the country was asked the question, “Which animal did you sacrifice?”

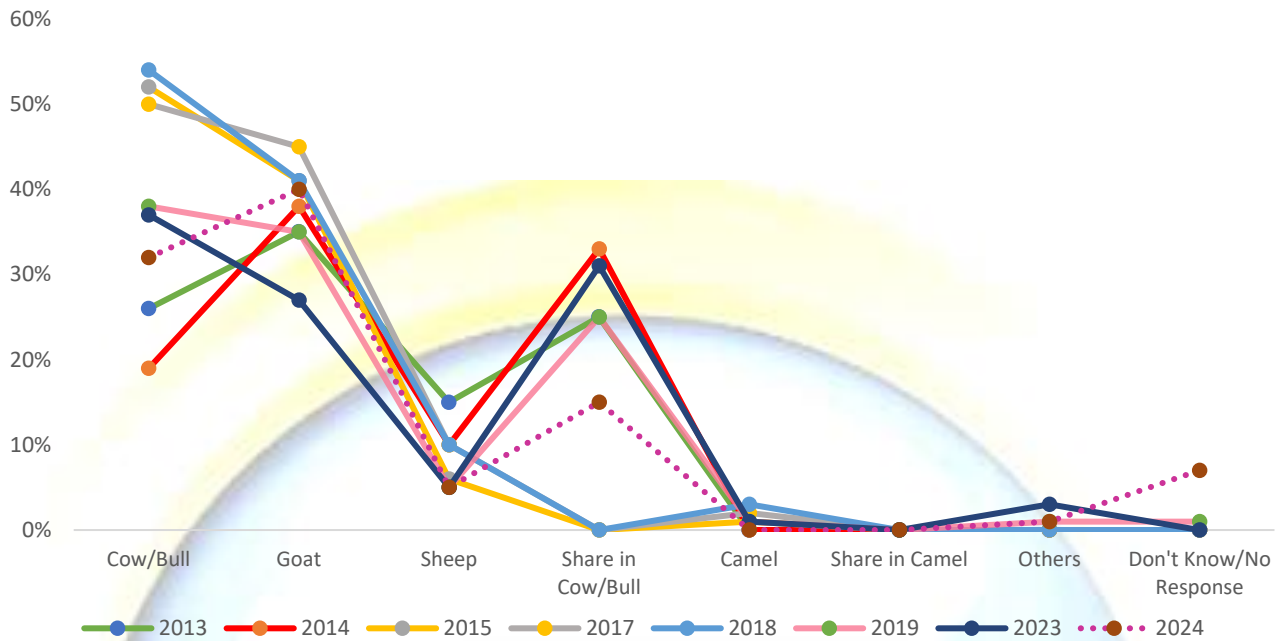
**Comparative Picture:** This year, in response, 40% said ‘Goat’, 32% said ‘Cow/Bull’, 15% responded ‘Share in Cow or Bull’, 5% said ‘Sheep’, 0% said ‘Camels’, 1% replied ‘Others’, 7% said that they did not know or gave no response.

**Trend Analysis:** From 2013 to 2024, sacrifices of ‘cow/bull’ increased by 6%, and ‘goat’ sacrifices rose by 5%. ‘Sheep’ sacrifices decreased by 10%, while ‘shares in cow’ surged by 10%. ‘Camel’ sacrifices remained minimal at less than 1%, and ‘others’ grew slightly by 1%. The proportion of ‘no responses’ increased by 7%. Overall, there is a notable shift towards cow/bull and shared sacrifices, with decreased interest in sheep.

*This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.*



### Question: Which animal did you sacrifice?



Source: Gallup & Gilani Pakistan  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://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 769 men and women in urban and rural areas of all four provinces of the country, conducted from 28<sup>th</sup> June - 10<sup>th</sup> July 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).



## Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact [caf@gallup.com.pk](mailto:caf@gallup.com.pk)



**Opinion Poll from Gallup Pakistan**  
*The Pakistani Affiliate of Gallup International*



GILANI RESEARCH  
FOUNDATION

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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*

***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](http://www.gallup-international.com)



History Poll  
2024



of Gallup Pakistan  
(1980-2024)