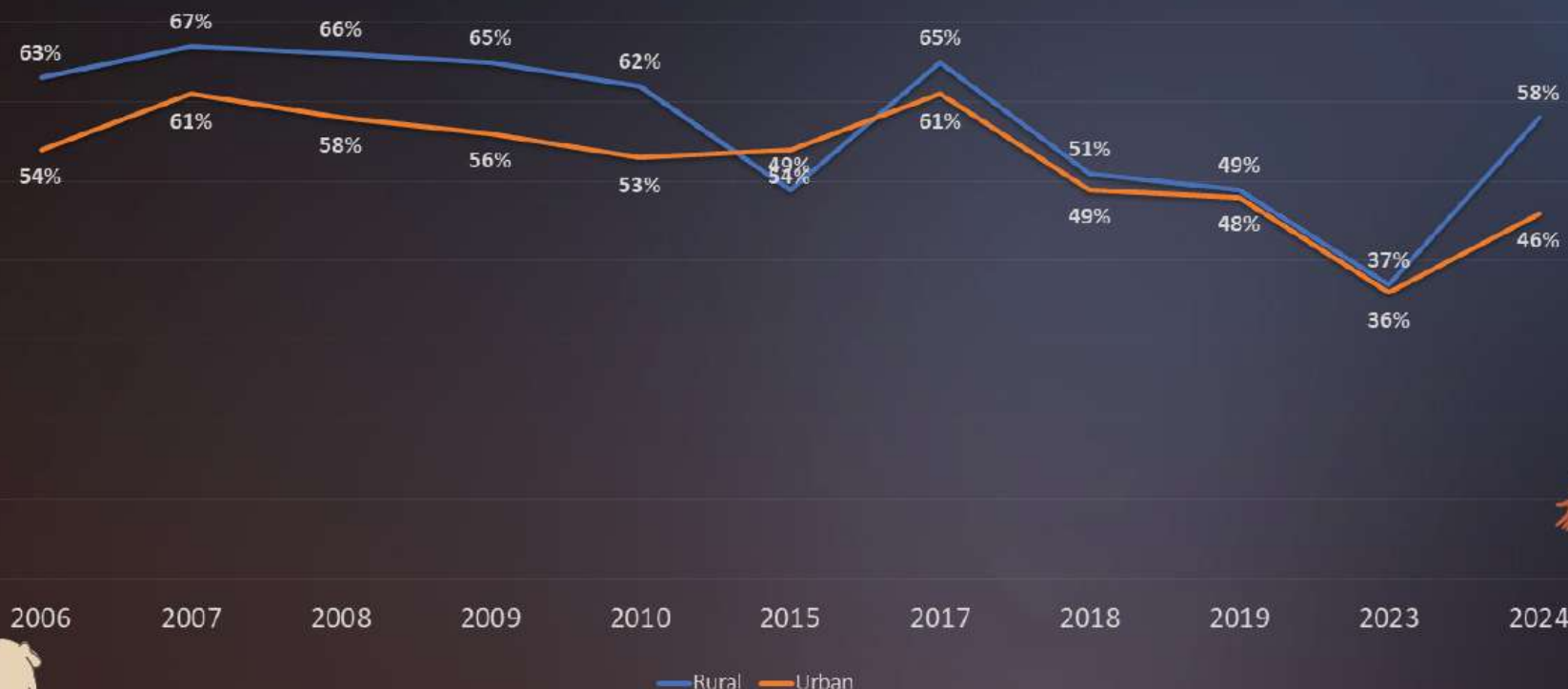


**In past two decades , only once proportion of urban respondents reporting to have sacrificed over Eid was lower than rural respondents , 2023 was worst year in terms of respondents reporting sacrificing animals**

Question: Please tell me, did you or anyone in your household sacrifice an animal this Eid al-Adha?





(Also emailed\*/faxed separately)



## PRESS RELEASE

### Opinion Poll

### History Poll

### Social

### Religion

**In past two decades , only once proportion of urban respondents reporting to have sacrificed over Eid was lower than rural respondents , 2023 was worst year in terms of respondents reporting sacrificing animals**

(Islamabad) 11<sup>th</sup> September, 2024

According to a survey conducted by Gallup & Gilani Pakistan, more than half of rural Pakistanis (58%) sacrificed an animal this Eid al-Adha or had someone from their household make the sacrifice. Over 2 decades, a majority of both urban and rural population (50%) had made the sacrifice, except in 2023. A nationally representative sample of adult men and women from across the country was asked the question, "Please tell me, did you or anyone in your household sacrifice an animal this Eid al-Adha?" In response this year, 58% of rural residents and 46% of urban residents said 'Yes, while 42% and 54%, respectively, said 'No'.

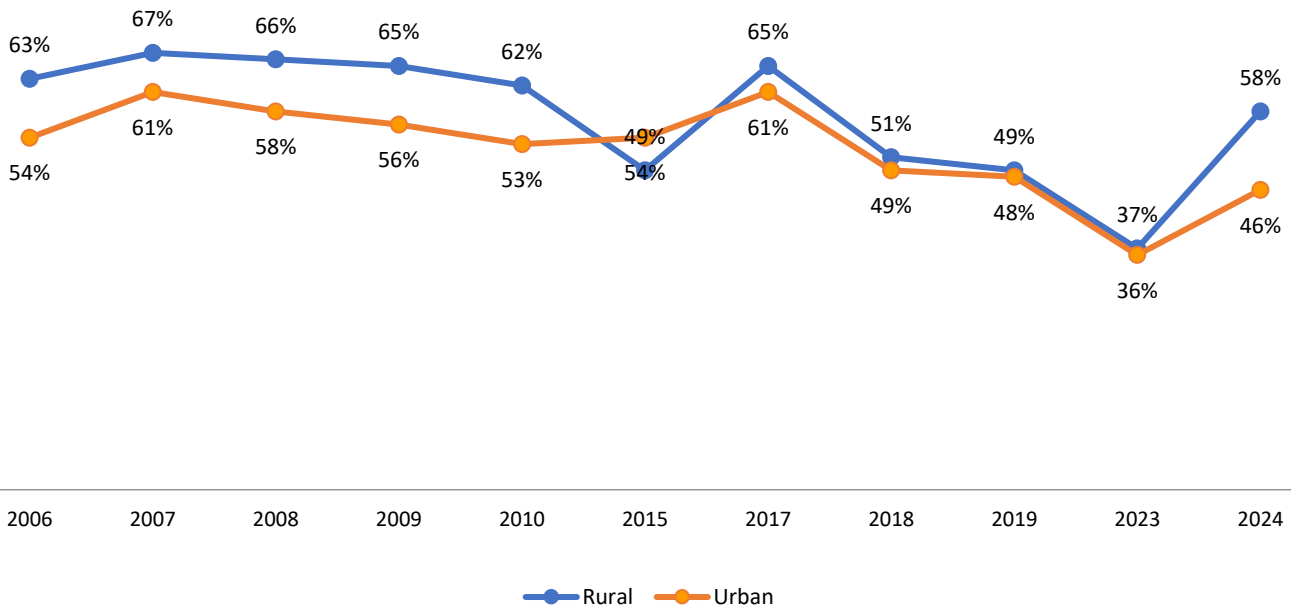
**Comparative Picture:** In 2024, more than half (58%) of rural residents reported that either they or someone in their household sacrificed an animal for Eid al-Adha. Conversely, only 46% of urban residents reported performing an animal sacrifice, while 42% and 54% respectively, indicated that they had not. Overall, this highlights a significant difference of 12% between rural and urban practices of having performed the ritual on Eid al-Adha.

**Trend Analysis:** From 2004 to 2010, the proportion of rural adults sacrificing an animal during Eid al-Adha remained largely stable, fluctuating by about 5%. This rate dropped by 10% in 2015 but rebounded with a 19% increase to 58% in 2024. In contrast, urban residents showed a stable trend with only a 2% variation from 2004 to 2017, but a 10% increase in animal sacrifice between 2023 and 2024 was witnessed. Between 2006 and 2023 , the gap between rural and urban respondents reporting qurbani narrowed showing narrowing income differentials in urban and rural areas. Only once in two decades rural respondents reporting sacrificing animal was higher than urban ones.

*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: Please tell me, did you or anyone in your household sacrifice an animal this Eid al-Adha?**



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

**Wednesday, 11<sup>th</sup> September, 2024**

*(4 Pages, English version Only)*

***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)