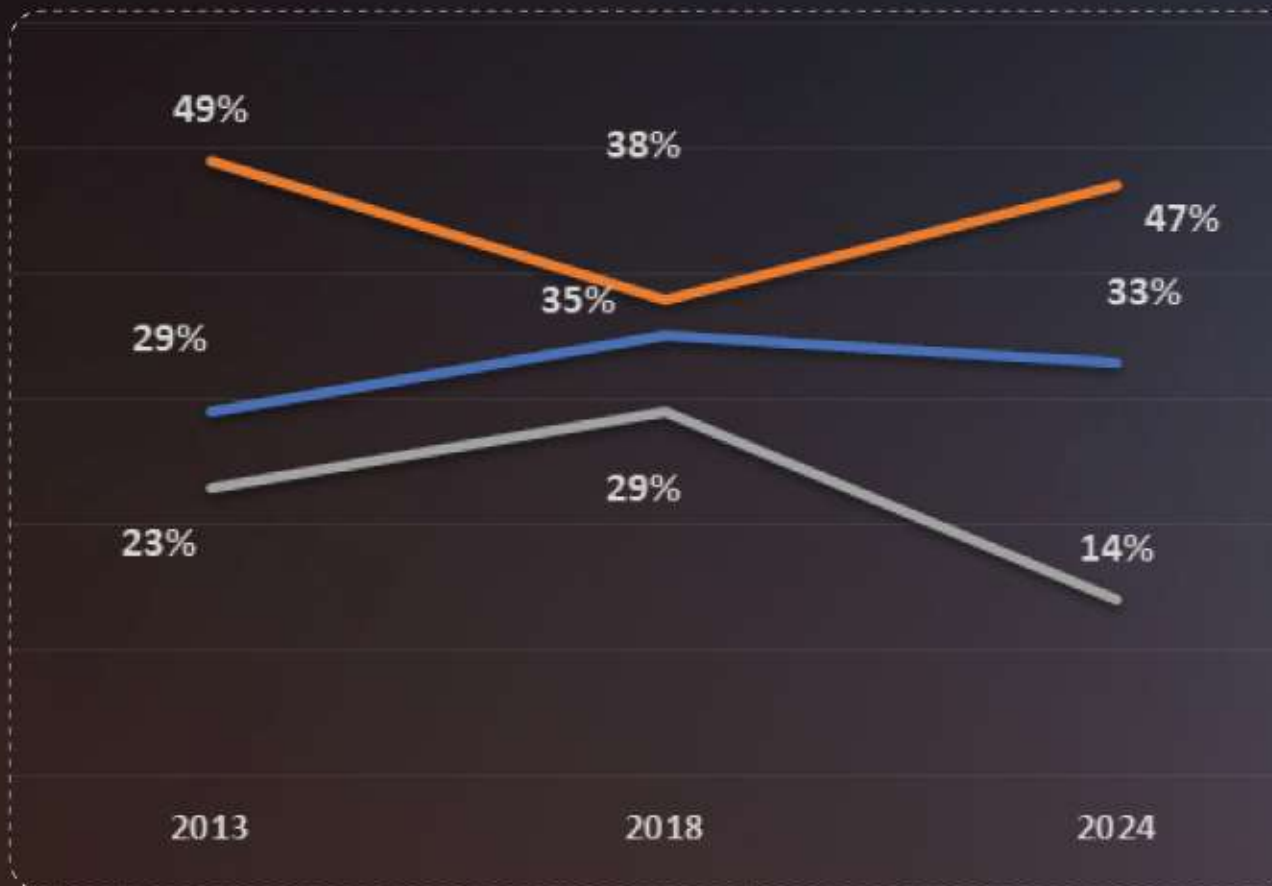


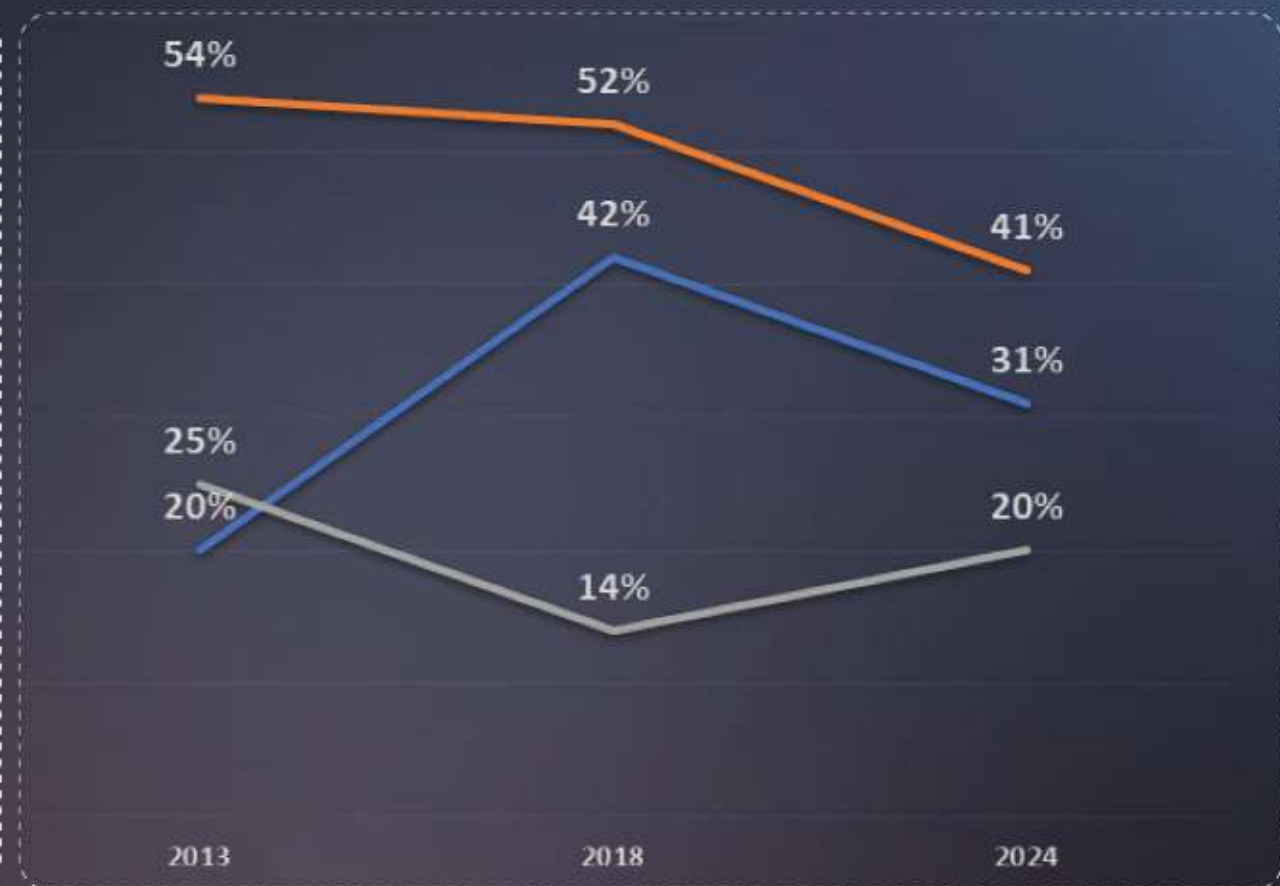
In urban areas sacrificing goats and sheep is losing popularity, as cows, bulls, and communal shares in these animals are increasingly reported as the preference for qurbani by Pakistanis: Gallup & Gilani Pakistan

Question: Which animal did you sacrifice

Rural



Urban



— Cow/Bull — Goat/Sheep — Others (including share in cow/bull or camel)



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

History Poll

Social

Religion

In urban areas sacrificing goats and sheep is losing popularity, as cows, bulls, and communal shares in these animals are increasingly reported as the preference for qurbani by Pakistanis: Gallup & Gilani Pakistan

(Islamabad) 18th September, 2024

According to a survey conducted by Gallup & Gilani Pakistan, almost 2 in 5 sacrificed a goat/ sheep in both urban and rural parts of Pakistan in year 2024. However, choice of animal to sacrifice has fluctuated since Gallup started tracking which animal people sacrificed over 2 decades ago. Gallup Pakistan has been asking nationally representative samples of adult men and women for past one decade following question, “Which animal did you sacrifice?” (to those who sacrificed an animal)

Results indicate following key learnings

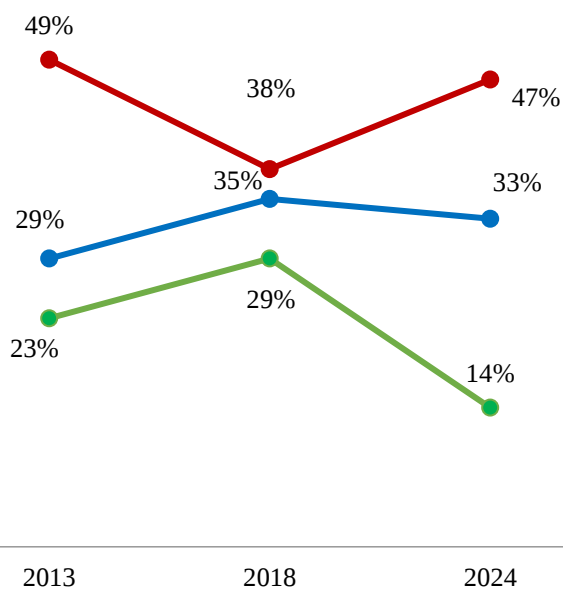
1. Goat sheep was more popular choice than cow/ bull in both urban and rural areas for all the three years data is available (2013, 2018 and 2024)
2. In urban areas there is a decline in popularity of goat / sheep sacrifice over the past decade (54% in 2013, 41% in 2024). In rural areas there is relative stability in choice.

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

RURAL

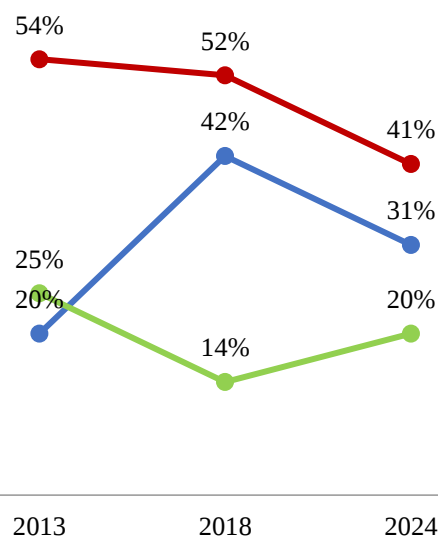


—●— Cow/Bull

—●— Goat/Sheep

—●— Others (including share in cows / bull and camel)

URBAN



—●— Cow/Bull

—●— Goat/Sheep

—●— Others (including share in cow/bull or camel)

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 (2024) 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 28th June - 10th 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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Wednesday, 18th 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



History Poll
2024



of Gallup Pakistan
(1980-2024)