

Sewiyan emerged as the predominant choice for Eid morning breakfast among Pakistanis: with 58% Pakistanis reporting its consumption – significantly higher than the 9% who indicated a preference for sweets.

Milk-based

58%

Sweets

9%

Sheer kurma

6%

Kheer/Firni

6%

Ras malai

1%

Others: 14% | Don't know/No response: 6%

Question: What did you eat on Eid morning?





(Also emailed*/faxed separately)



PRESS RELEASE

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Sewiyan emerged as the predominant choice for Eid morning breakfast among Pakistanis: with 58% Pakistanis reporting its consumption – significantly higher than the 9% who indicated a preference for sweets. (Gallup & Gilani Survey)

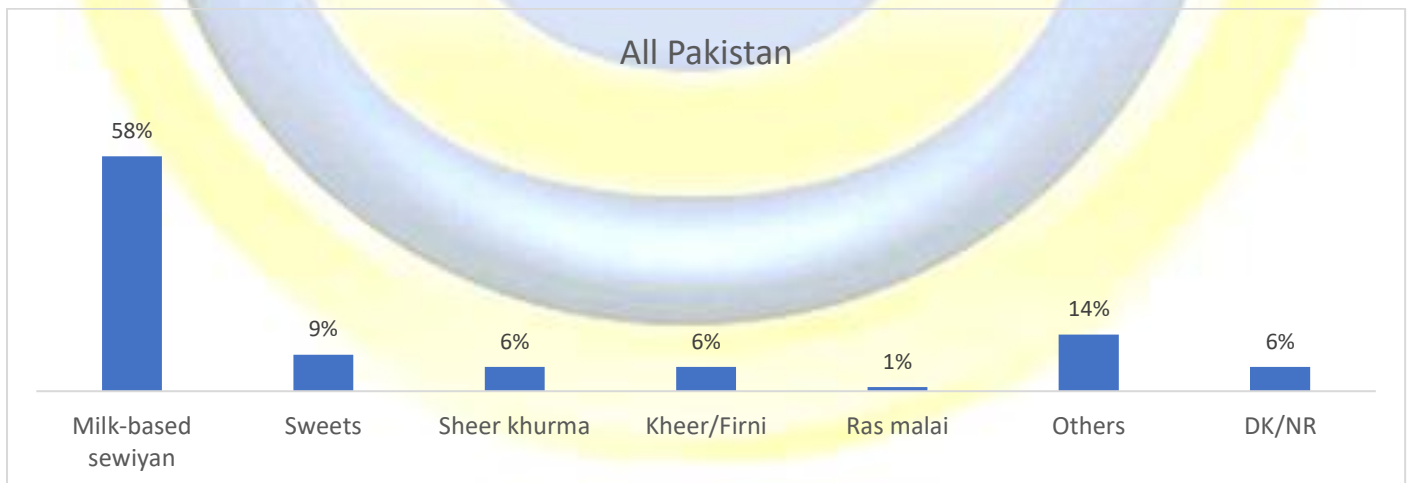
(Islamabad), 22nd May 2025

According to a survey conducted by Gallup & Gilani Pakistan, Sewiyan emerged as the predominant choice for Eid morning breakfast among Pakistanis, with 58% Pakistanis reporting its consumption – significantly higher than the 9% who indicated a preference for sweets.

This press release is in a series of press releases Gallup Pakistan is producing on the subject of Eid traditions and social behavior. You can access the previous press release of this series [here](#).

A nationally representative sample of adult men and women from across the country was asked the question, **“What did you eat on Eid morning?”**. In response to this question, 58% said ‘milk-based sewiyan’, 9% said ‘sweets’, 6% said ‘sheer khurma’, 6% said ‘Kheer/Firni’, 1% said ‘Ras Malai’, 14% gave other responses, while 6% didn’t know or didn’t respond.

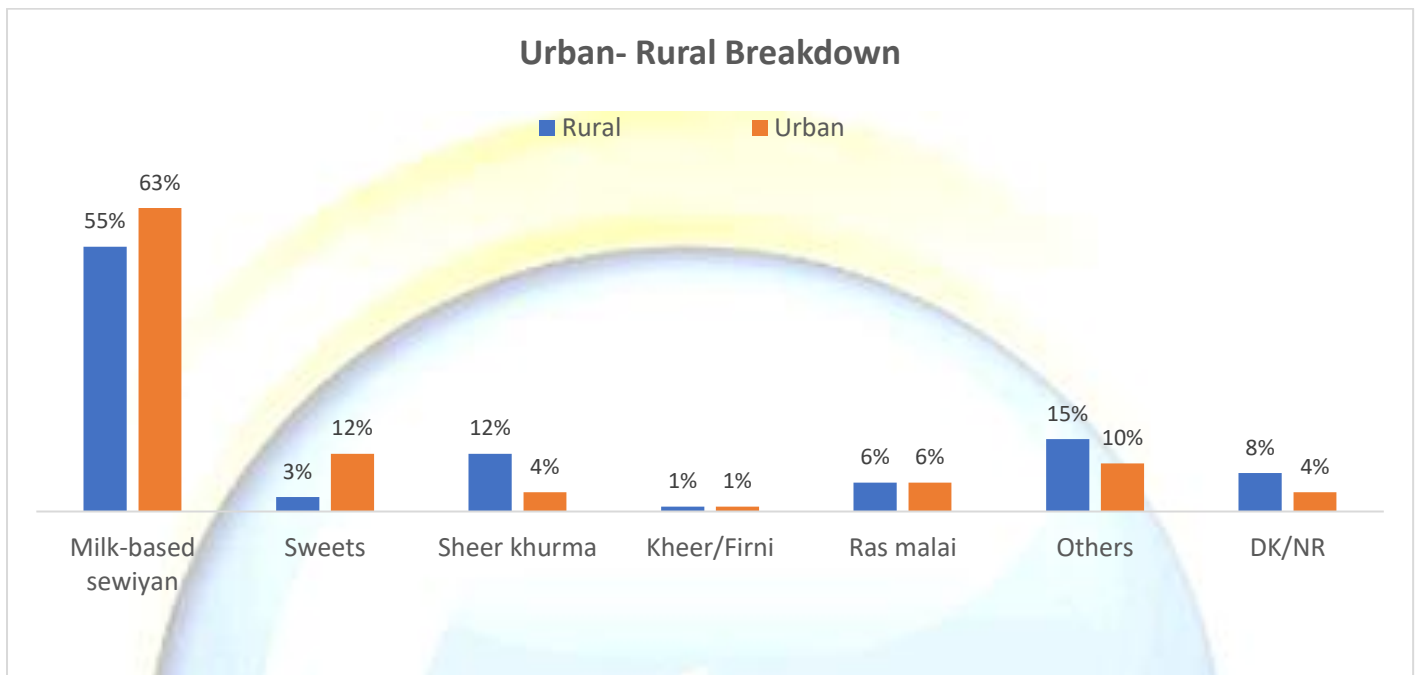
Question: What did you eat on Eid morning?



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 1038 men and women in urban and rural areas of all four provinces of the country, conducted from 11th April 2025 – 18th April 2025. 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).

Urban-Rural Breakdown: Urban residents show a higher preference for milk-based sewiyan on Eid morning, with 63% reporting they ate it, compared to 55% of rural residents.



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

2025 Press Release Series on Eid Traditions and Social Behavior

You can find Gallup Pakistan's 2025 press release series on Eid Traditions and Social Behavior in Pakistan on the following links.

Press Release 1: Eid Clothing – <https://gallup.com.pk/post/38414>

Press Release 2: Eid Shopping Activities in General Markets – <https://gallup.com.pk/post/38421>

Press Release 3: Online Purchases on Eid – <https://gallup.com.pk/post/38439>

Press Release 4: Pakistanis who distributed Eidi – <https://gallup.com.pk/post/38460>

Press Release 5: Average number of children Eidi was given to – <https://gallup.com.pk/post/38474>

Press Release 6: Average Eidi given to each child – <https://gallup.com.pk/post/38477>

Press Release 7: Quantum of Eidi given this Eid – <https://gallup.com.pk/post/38489>

Press Release 8: Eidi received by the Children: Stay or Taken back? – <https://gallup.com.pk/post/38492>

Press Release 9: Getting New Currency for Eid: How Easy or Difficult Is It? – <https://gallup.com.pk/post/38495>

Press Release 10: Number of people offered Eid prayer this Eid – <https://gallup.com.pk/post/38501>

Press Release 11: Eid prayer timings in mosques – <https://gallup.com.pk/post/38506>

Press Release 12: Transportation mode to the mosque for Eid prayer – <https://gallup.com.pk/post/38509>

Press Release 13: Presence of beggars around mosques – <https://gallup.com.pk/post/38512>

Press Release 14: Topics addressed during Eid-ul-Fitr sermons – <https://gallup.com.pk/post/38515>

Press Release 15: Where Pakistanis Celebrated Eid-ul-Fitr? Current city/native village – <https://gallup.com.pk/post/38527>

Press Release 16: Chaand Raat traditions – <https://gallup.com.pk/post/38537>



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 22nd May 2025

(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*

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)