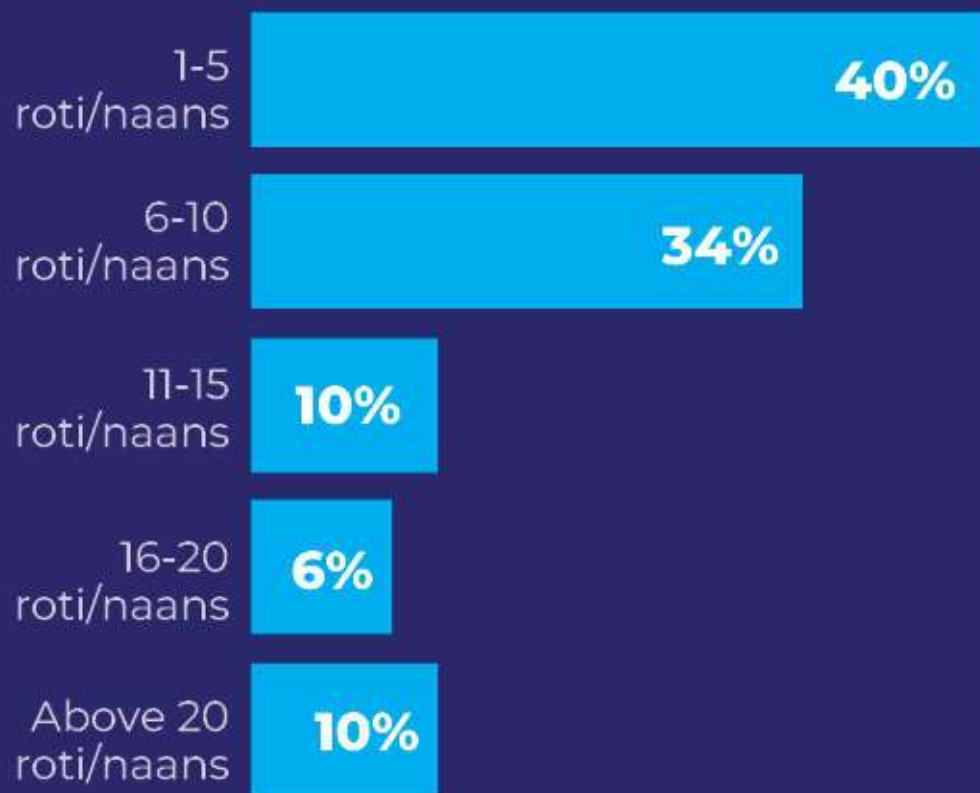


Among Pakistani households who reported purchasing roti or naan from the tandoor, an average household bought 7 Rotis/Naans; most bought under 10 (74%).



Question: How many rotis/naans did you buy from the tandoor?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

Social Behavior

Eating Habits/ Cooking Habits

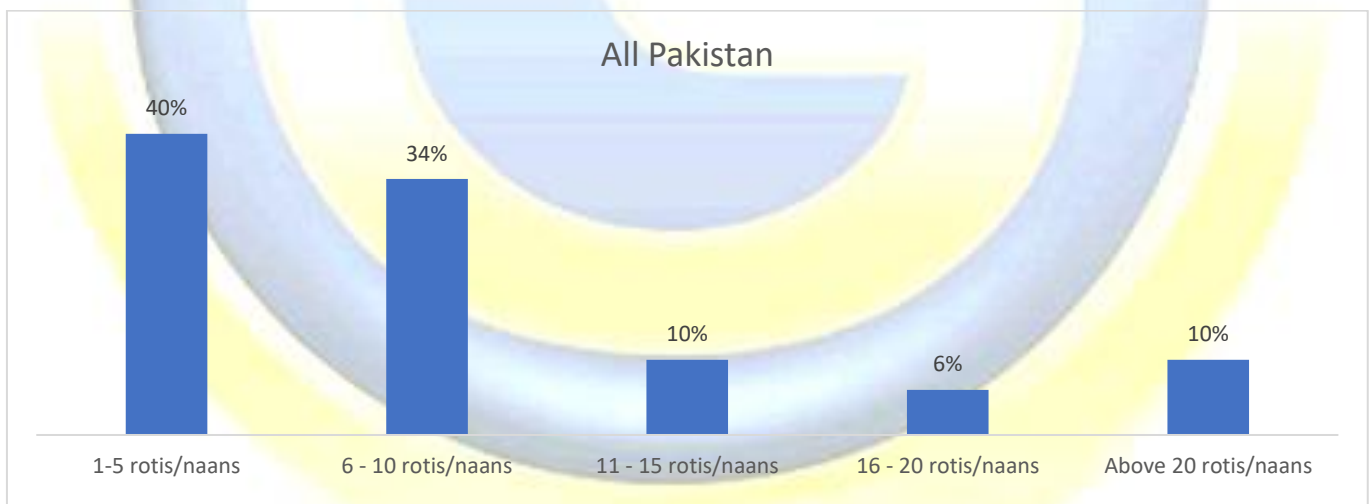
Among Pakistani households who reported purchasing roti or naan from the tandoor, an average household bought 7 Rotis/Naans; most bought under 10 (74%). (Gallup & Gilani Survey)

(Islamabad), 27th May 2025

According to a survey conducted by Gallup & Gilani Pakistan, among Pakistani households who reported purchasing roti or naan from the tandoor, an average household bought 7 Rotis/Naans; most bought under 10 (74%).

A nationally representative sample of adult men and women from across the country, who had purchased rotis/naans from the tandoor before the day of the survey, was asked the question, **“How many rotis/naans did you buy from the tandoor?”**. In response to this question, 40% said ‘1-5 rotis/naans’, 34% said ‘6 - 10 rotis/naans’, 10% said ‘11 - 15 rotis/naans’, 6% said ‘16 - 20 rotis/naans’, while 10% said ‘above 20 rotis/naans’.

Question: How many rotis/naans did you buy from the tandoor?



Average number of rotis/naans purchased from the tandoor : 07

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 306 men and women (who had purchased rotis/naans from the tandoor before the day of the survey) 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 ± 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*



GILANI RESEARCH
FOUNDATION

Tuesday, 27th May 2025

(2 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)