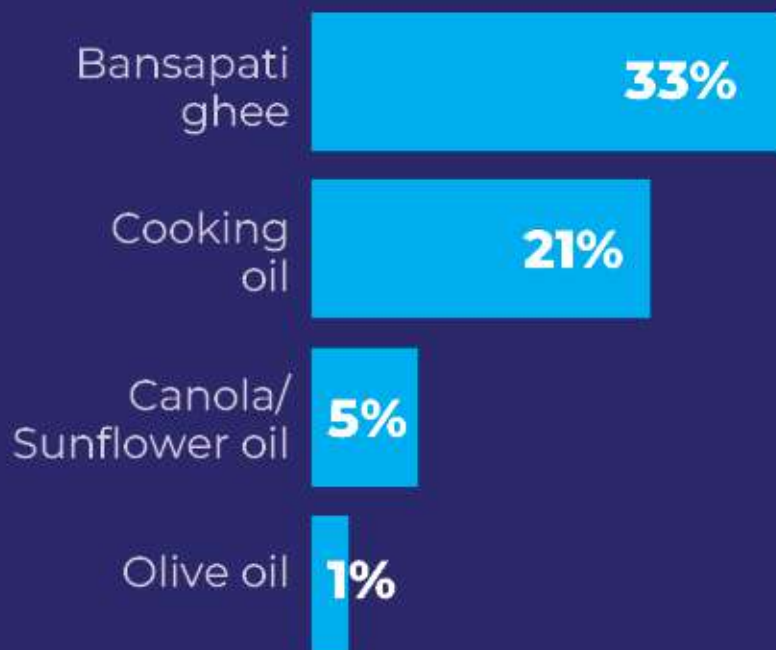


Banaspati Ghee Emerges as the most commonly used cooking oil medium in Pakistani households, with 33% selecting it as their primary choice.

Rural respondents show higher preference (36%) for Banaspati ghee compared to their urban counterparts (29%)



Others: 29% | Don't know/No response: 11%

Question: Please tell us, which type of oil do you mostly use for cooking at home?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits/ Cooking Habits

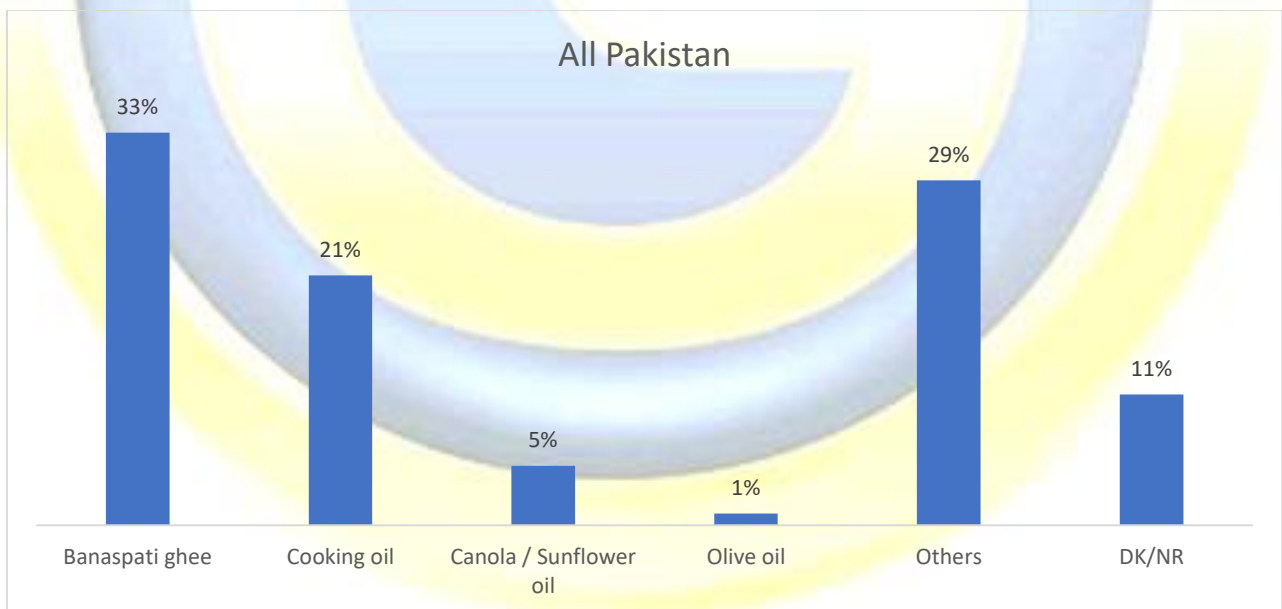
Banaspati Ghee Emerges as the most commonly used cooking oil medium in Pakistani households, with 33% selecting it as their primary choice. Rural respondents show higher preference (36%) for Banaspati ghee compared to their urban counterparts (29%) (Gallup & Gilani Survey)

(Islamabad), 18th June 2025

According to a survey conducted by Gallup & Gilani Pakistan, Banaspati Ghee Emerges as the most commonly used cooking oil medium in Pakistani households, with 33% selecting it as their primary choice. Rural respondents show higher preference (36%) for Banaspati ghee compared to their urban counterparts (29%).

A nationally representative sample of adult men and women from across the country was asked the question, **“Please tell us, which type of oil do you mostly use for cooking at home?”**. In response to this question, 33% said ‘Banaspati ghee’, 21% said ‘Cooking oil’, 5% said ‘Canola/Sunflower oil’, 1% said ‘Olive oil’, 29% gave other responses, while 11% didn’t know or didn’t respond.

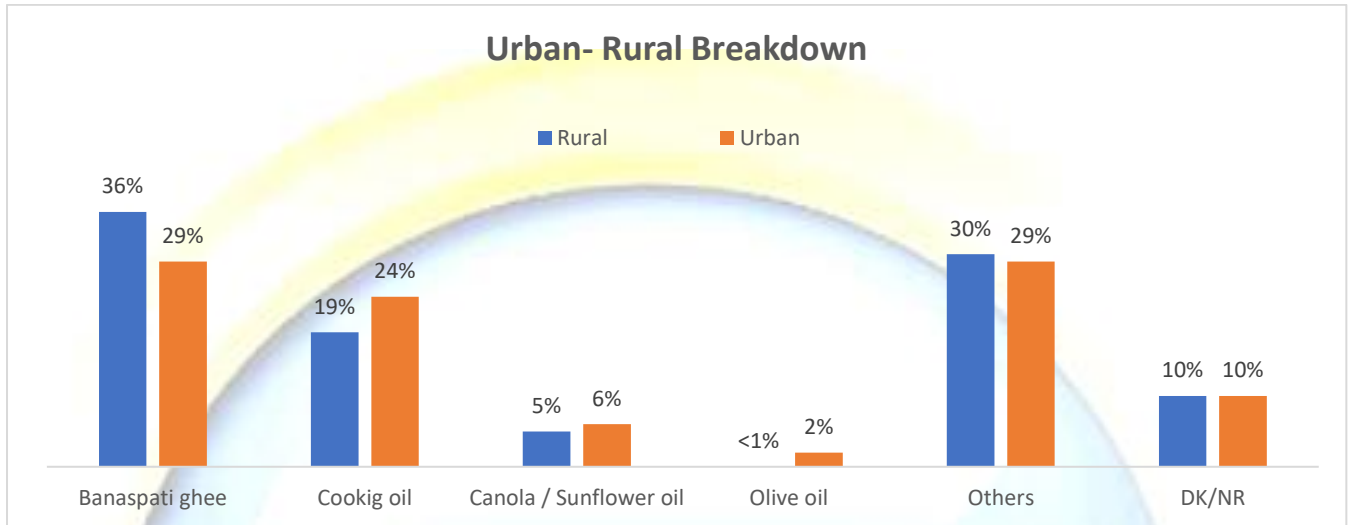
Question: Please tell us, which type of oil do you mostly use for cooking at home?



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 724 men and women in urban and rural areas of all four provinces of the country, conducted from 16th April to 30th 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: Banaspati Ghee is more commonly used in rural areas, with 36% of respondents indicating its use, compared to 29% in urban areas. On the other hand, urban households show a higher preference for Cooking Oil (24%) and healthier options like Canola/Sunflower (6%) or Olive oil (2%). Olive oil is used only in urban areas, highlighting a potential urban-rural gap in health awareness or purchasing power.



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



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



GILANI RESEARCH
FOUNDATION

Wednesday, 18th June 2025

(3 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)