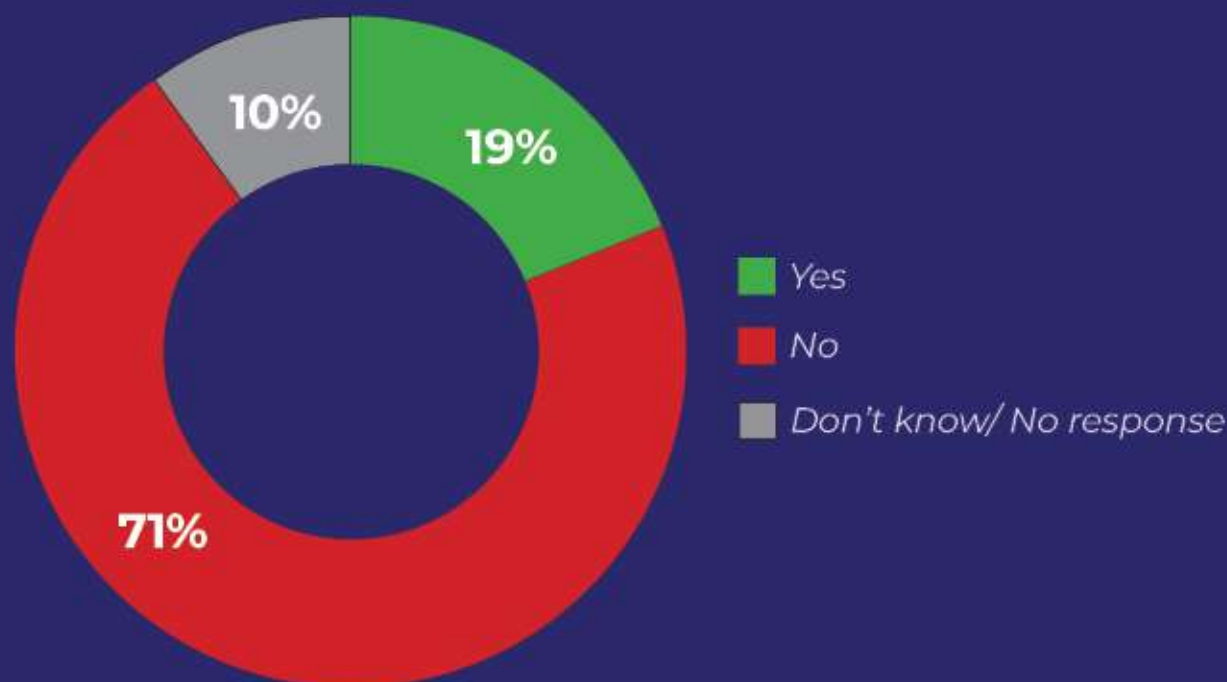


Pizza remains an infrequent treat for majority Pakistanis: 71% reported no pizza consumption in the past year; among consumers (19%), 92% ate it rarely or occasionally.



Question: Please tell us if you have consumed the following items in the past year? - Pizza?"





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits

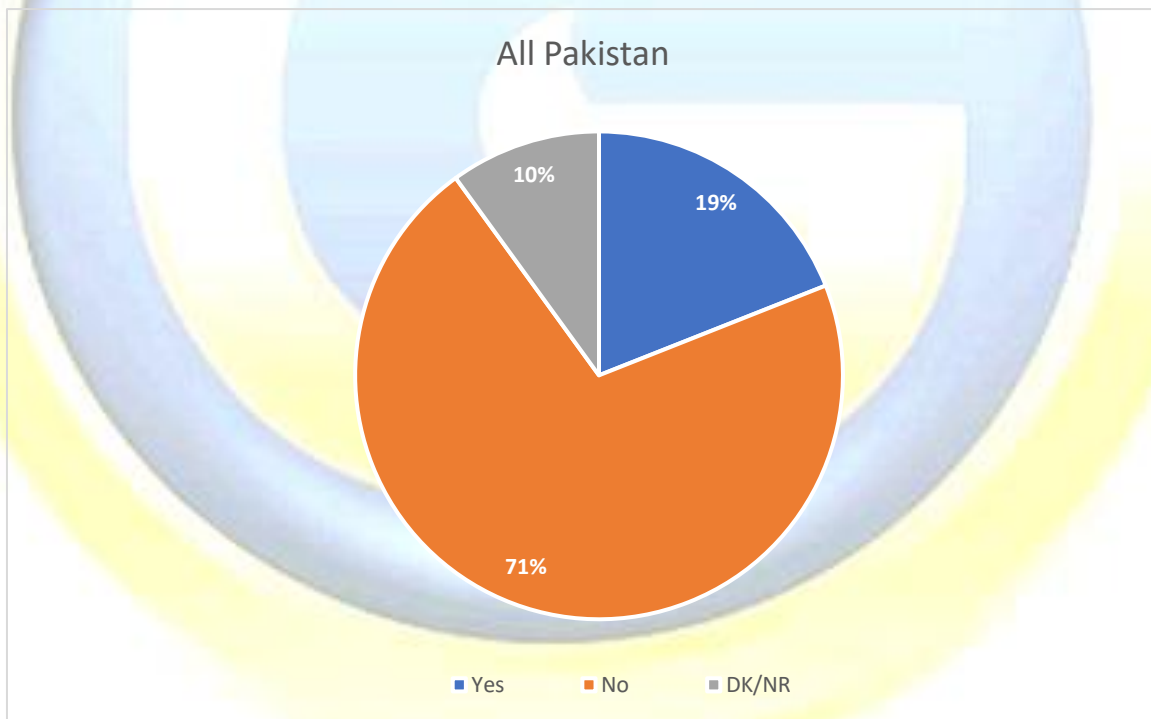
Pizza remains an infrequent treat for majority Pakistanis: 71% reported no pizza consumption in the past year; among consumers (19%), 92% ate it rarely or occasionally. (Gallup & Gilani Survey)

(Islamabad), 30th June 2025

According to a survey conducted by Gallup & Gilani Pakistan, 71% reported no pizza consumption in the past year; among consumers (19%), 92% ate it rarely or occasionally.

A nationally representative sample of adult men and women from across the country was asked the question, *“Please tell us if you have consumed the following items in the past year? - Pizza?”*. In response to this question, 19% said ‘yes’, 71% said ‘no’, while 10% didn’t know or didn’t respond.

Question: Please tell us if you have consumed the following items in the past year? - Pizza?”

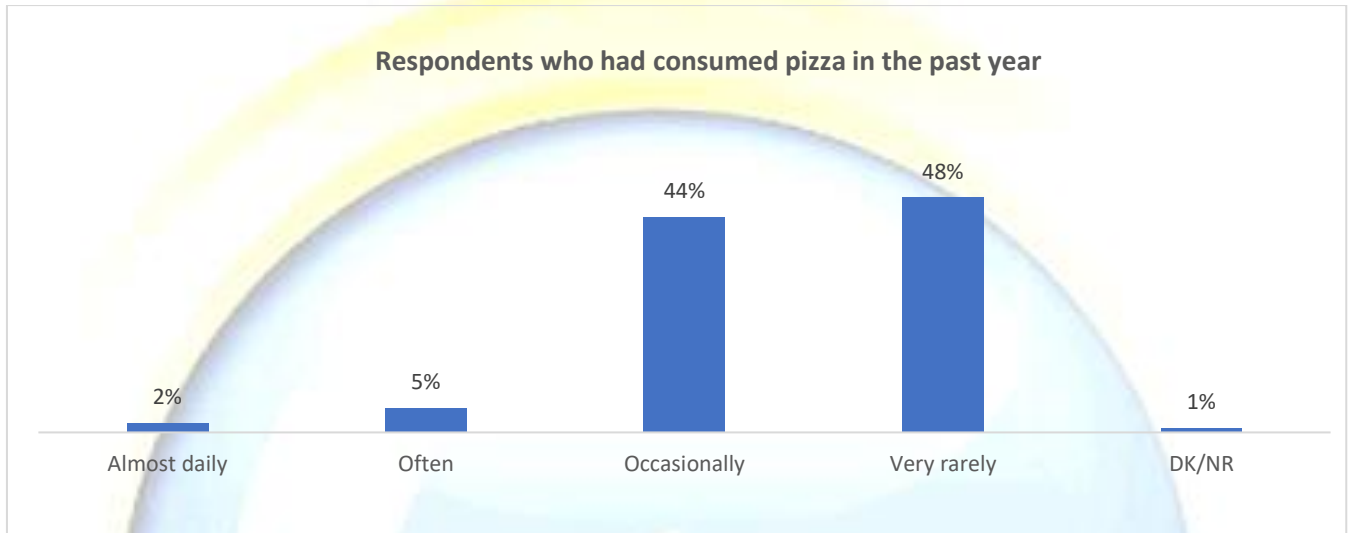


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

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).

A sub-sample of adult men and women from across the country who had consumed pizza in the past year was further asked the question, ***“Please tell us how frequently you have consumed these items? - Pizza?”*** In response, 2% said ‘almost daily’, 5% said ‘often’, 44% said ‘occasionally’, 48% said ‘very rarely’, while 1% said they didn’t know or didn’t respond.

Question: Please tell us how frequently you have consumed these items? - Pizza?



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
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GILANI RESEARCH
FOUNDATION

Monday, 30th June 2025

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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)