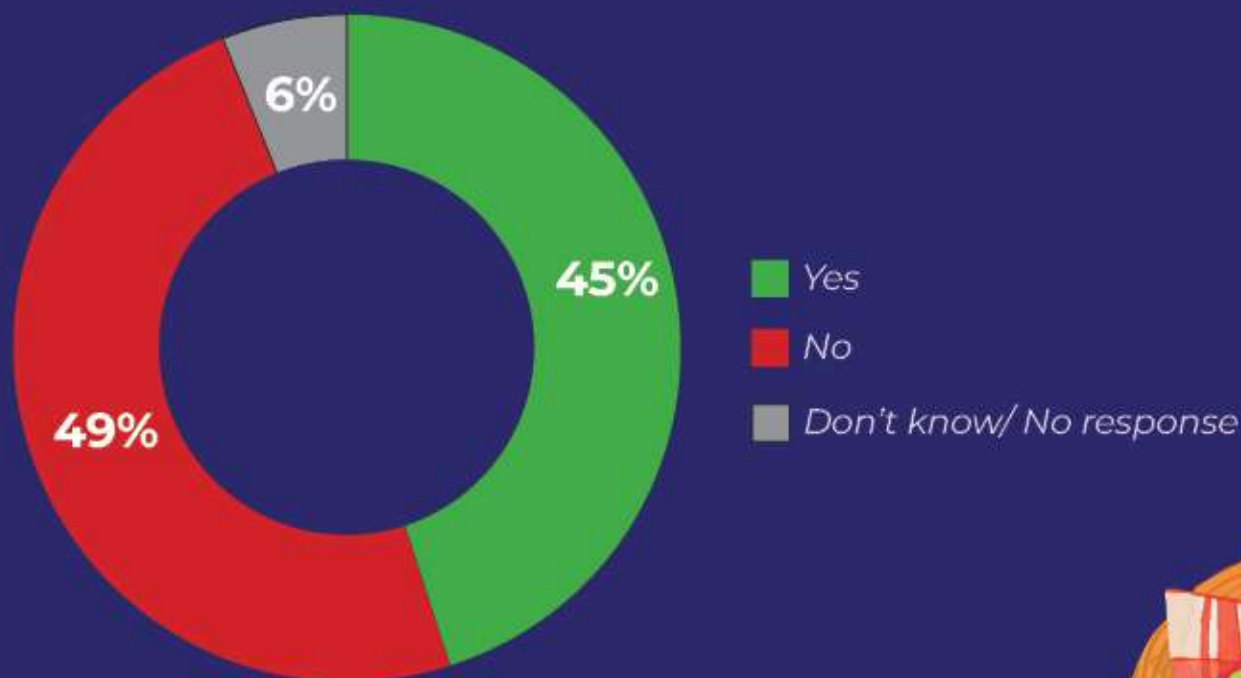


Fried snacks remain a staple for many Pakistanis 45% report consumption, mostly on an infrequent basis (81%)



Question: Please tell us if you have consumed the following items in the past year? - Fried snacks (like samosas, pakoras, etc.)?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Eating Habits

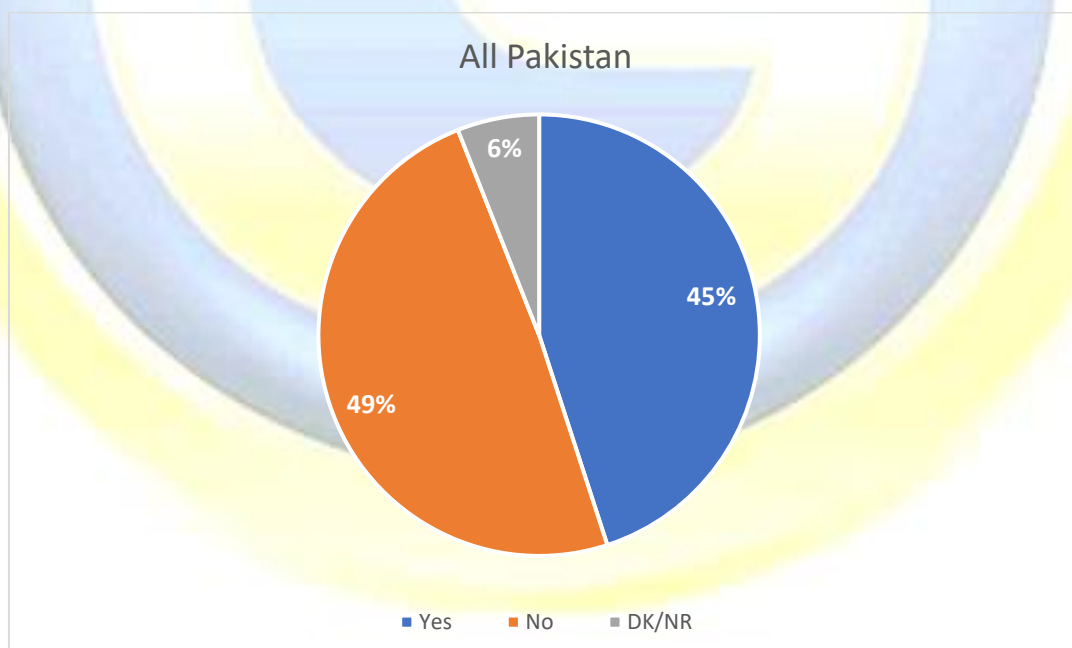
Fried snacks remain a staple for many Pakistanis — 45% report consumption, mostly on an infrequent basis (81%) (Gallup & Gilani Survey)

(Islamabad), 04 July 2025

According to a survey conducted by Gallup & Gilani Pakistan, 45% of Pakistanis reported consuming fried snacks such as samosas and pakoras in the past year, while 49% said they did not. Among consumers, the majority reported infrequent consumption: 55% ate such items occasionally and 26% very rarely—a combined 81%. More regular intake was limited, with only 6% consuming them almost daily and 12% often.

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? - Fried snacks (like samosas, pakoras, etc.)?”*. In response to this question, 45% said ‘yes’, 49% said ‘no’, while 6% didn’t know or didn’t respond.

**Question: Please tell us if you have consumed the following items in the past year? -
Fried snacks (like samosas, pakoras, etc.)?**

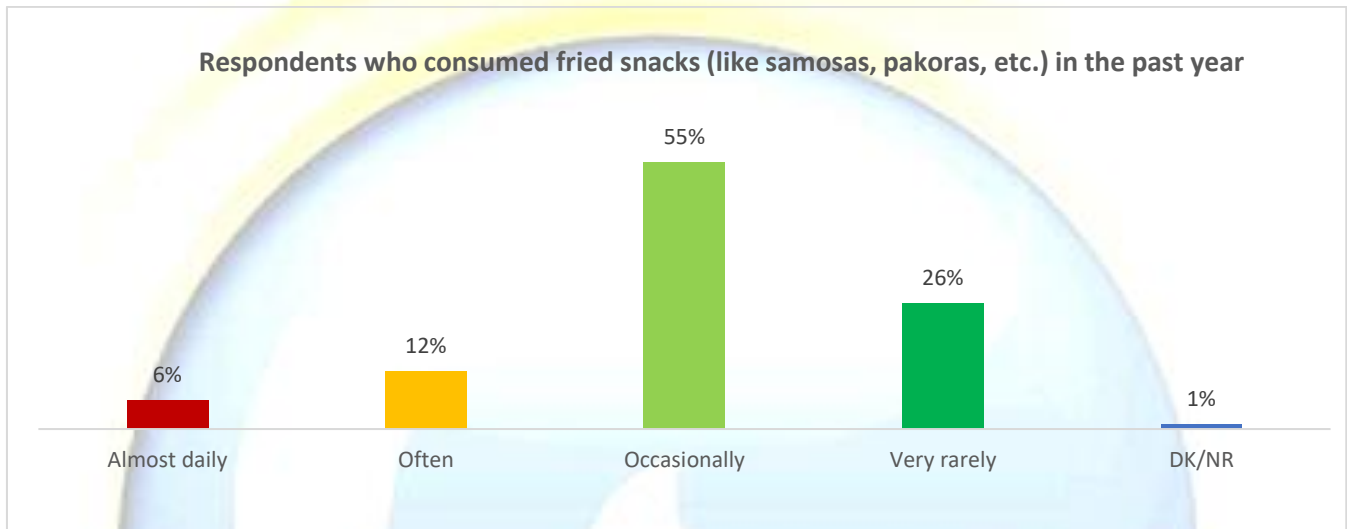


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

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 consumed fried snacks (like samosas, pakoras, etc.) in the past year was further asked the question, ***“Please tell us how frequently you have consumed these items? - Fried snacks (like samosas, pakoras, etc.)?”*** In response, 6% said ‘almost daily’, 12% said ‘often’, 55% said ‘occasionally’, 26% said ‘very rarely’, while 1% didn’t know or didn’t respond.

**Question: Please tell us how frequently you have consumed these items? -
Fried snacks (like samosas, pakoras, etc.)?**



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

Friday, 04 July 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)