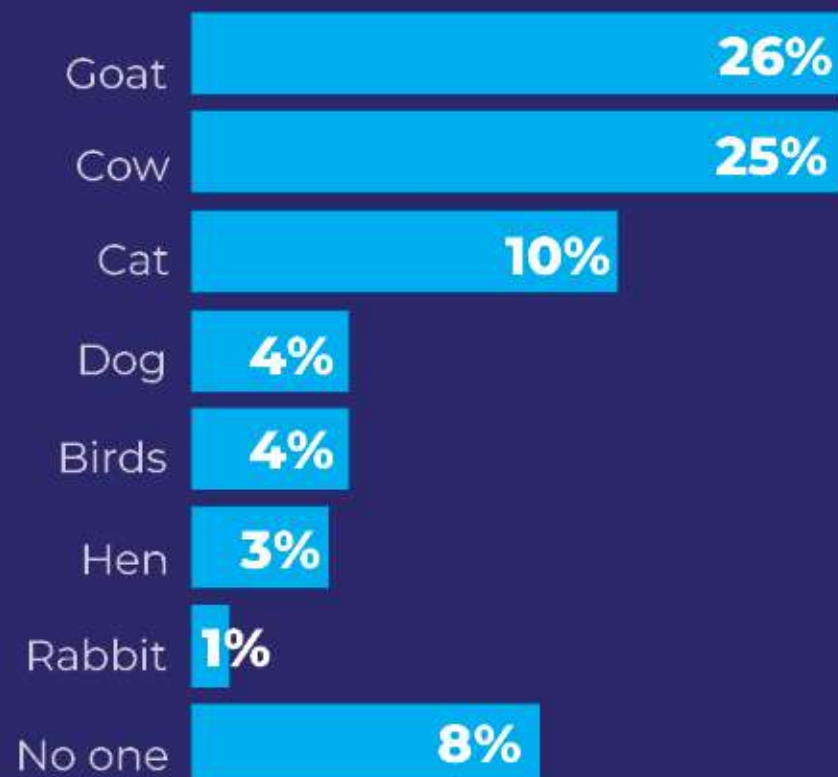


Goat (26%) and Cow (25%) Most Popular Animals in Pakistan Nationally; Rural Pakistan Favors Cow (30%), Urban Areas Prefer Goat (27%).



All animals are their favorite: 9%

No one: 9%

Don't know/ No response: 1%

Question: Please tell us about your preferences
Favorite animal?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Personal Preferences Favorite Animal

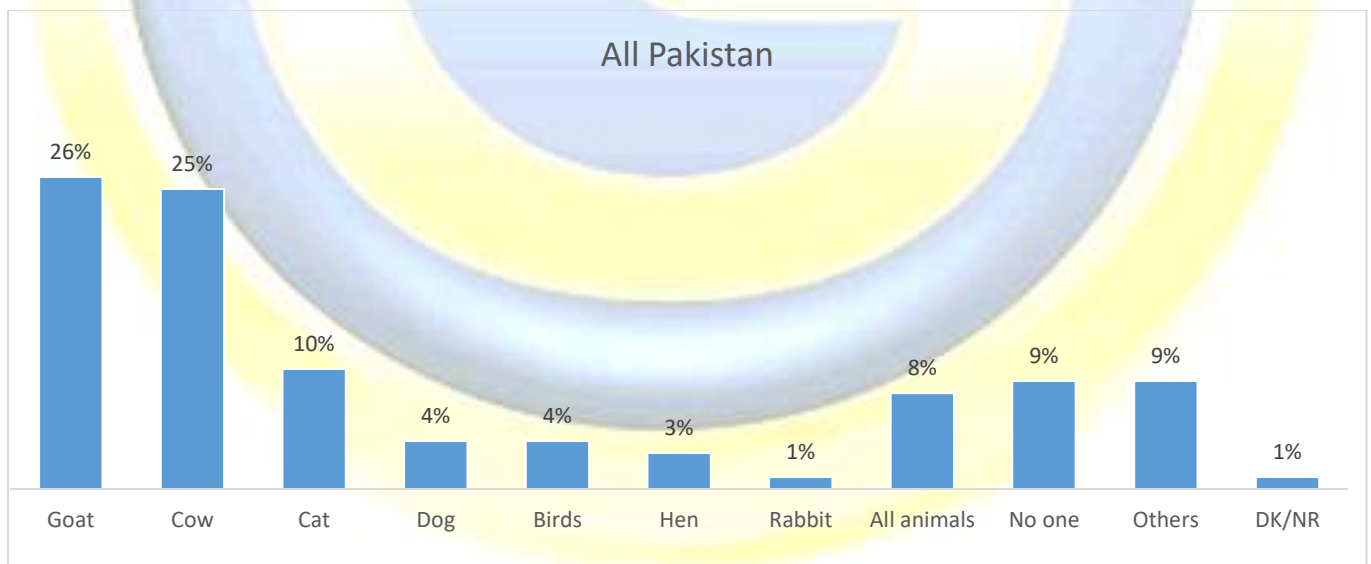
Goat (26%) and Cow (25%) Most Popular Animals in Pakistan Nationally; Rural Pakistan Favors Cow (30%), Urban Areas Prefer Goat (27%). (Gallup & Gilani Survey)

(Islamabad), 22nd July 2025

According to a Gallup & Gilani Pakistan survey, Goat (26%) and cow (25%) are the most preferred animals among Pakistanis. Cat is chosen by 10% of respondents, while 8% express equal liking for all animals and 9% report having no particular preference. In rural areas, 56% select goat or cow as their favorite animal. In urban areas, cat is favored by 14% of respondents, and a wider range of animals is mentioned, with 15% selecting other animals.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Please tell us about your preferences - Favorite animal?”***. In response to this question, 26% said ‘Goat’, 25% said ‘Cow’, 10% said ‘Cat’, 4% said ‘Dog’, 4% said ‘Birds’, 3% said ‘Hen’, 1% said ‘Rabbit’, 8% said ‘all animals are their favorite’, 9% said “no one”, while 9% gave other responses and 1% gave no response.

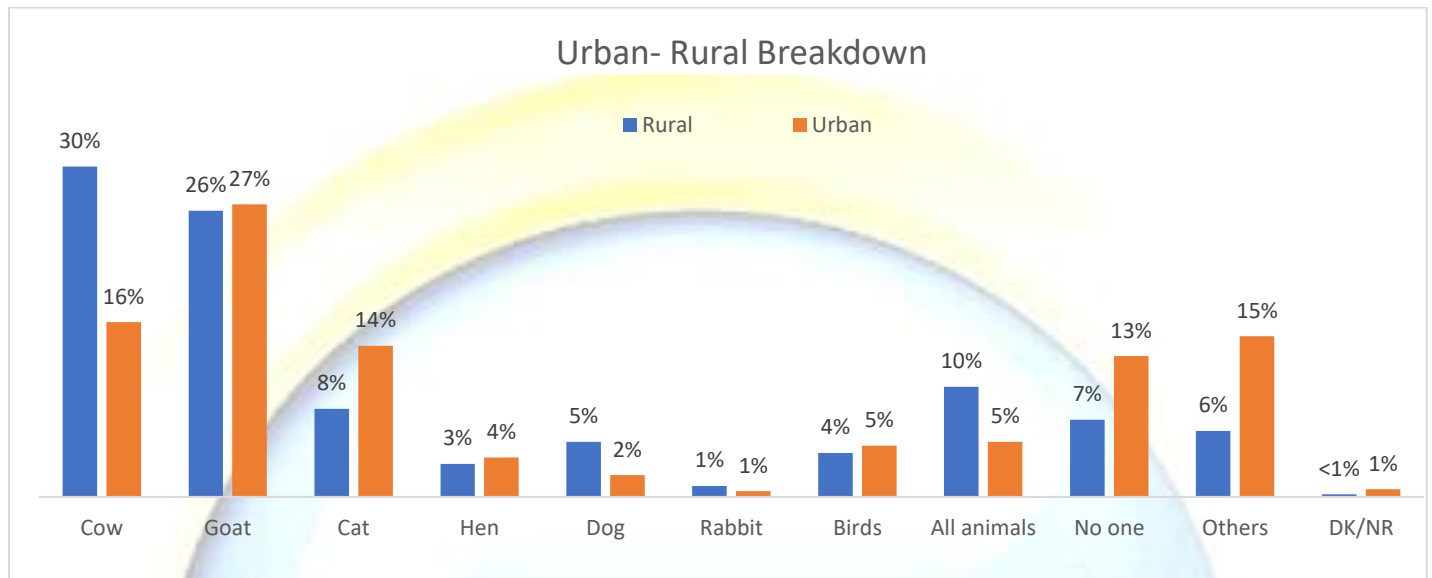
Question: Please tell us about your preferences - Favorite animal?



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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 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: Cow is preferred by 30% of rural respondents compared to 16% in urban areas. Goat is chosen by similar proportions in both rural (26%) and urban (27%) areas. Cat is favored by 14% of urban respondents and 8% of rural respondents. Urban respondents also report higher rates of no preference (13%) and mention a broader range of animals, with 15% selecting other animals.



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

Tuesday, 22nd July 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)