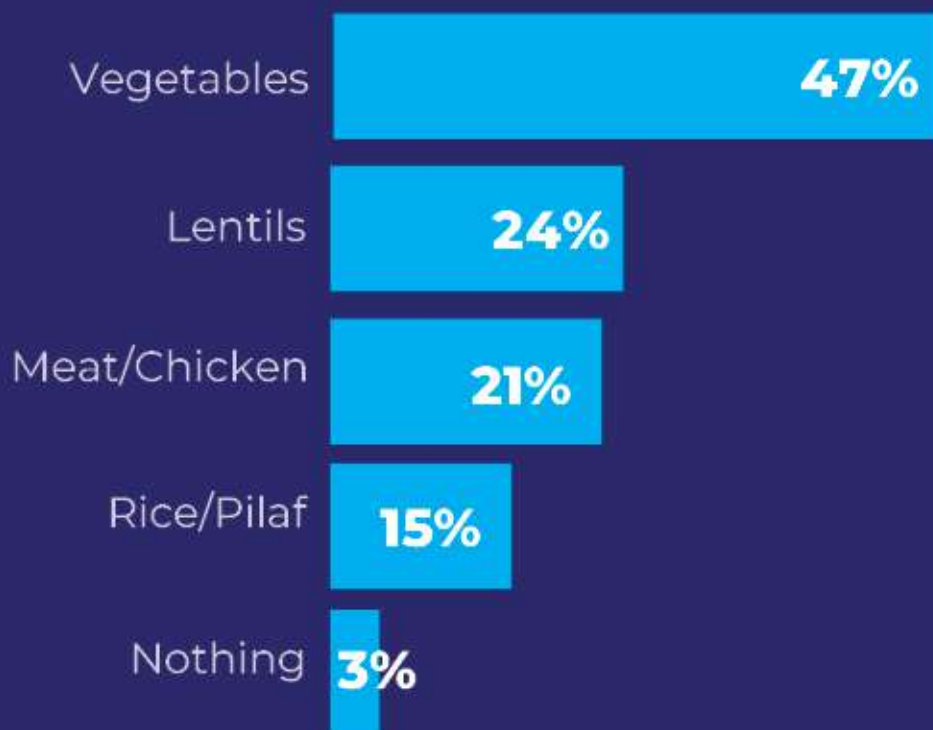


Nearly Half of Pakistani Households (47%) Cooked Vegetables a Day Before the Survey; Lentils (24%) and Meat/Chicken (21%) Followed

Urban Residents Consume More Meat and Chicken (26%), While Rural Residents Prefer Lentils (28%). indicating limited preference.



Don't know/ No response: 5%

Question: What was cooked in your house yesterday?





(Also emailed*/faxed separately)



PRESS RELEASE

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

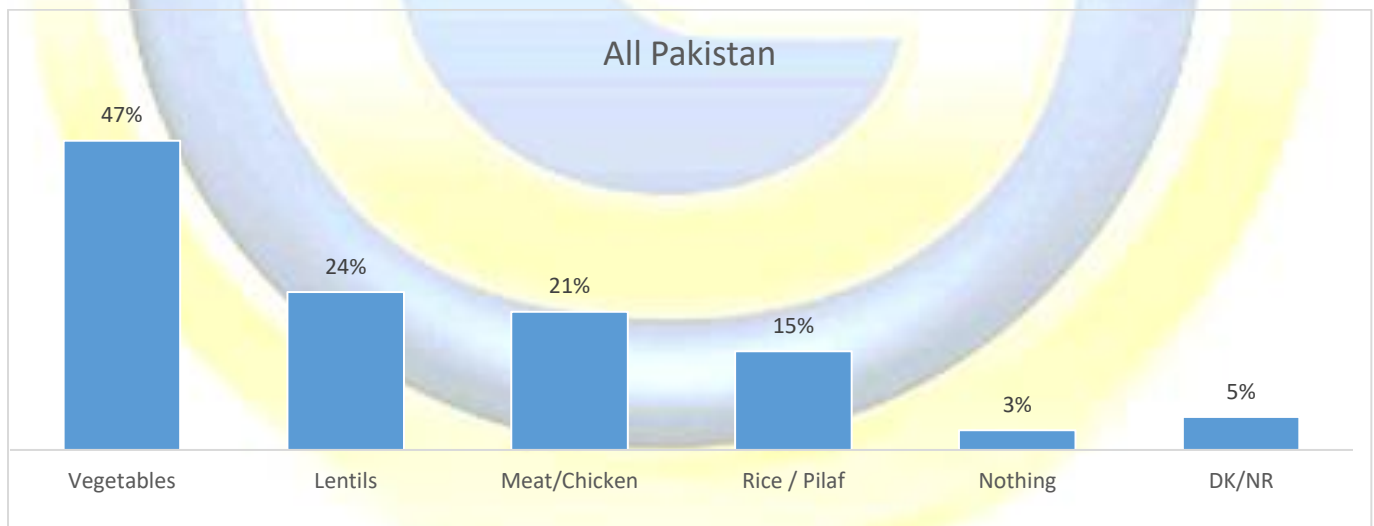
**Nearly Half of Pakistani Households (47%) Cooked Vegetables a Day Before the Survey; Lentils (24%) and Meat/Chicken (21%) Followed — Urban Residents Consume More Meat and Chicken (26%), While Rural Residents Prefer Lentils (28%).
(Gallup & Gilani Pakistan)**

(Islamabad), 29th July 2025

According to a Gallup & Gilani Pakistan survey, vegetables were the most commonly cooked food item, prepared in 47% of households a day before the day of the survey. Lentils were the second most common at 24%, followed by meat/chicken at 21% and rice/pilaf at 15%. Additionally, a small percentage of households (3%) reported not cooking anything, while 5% did not provide a clear response.

A nationally representative sample of adult men and women from across the country was asked the question, *“What was cooked in your house yesterday?”*. In response to this question, 47% said ‘vegetables’, 24% said ‘Lentils’, 21% said “Meat/Chicken”, 15% said ‘Rice/Pilaf’, 3% said that nothing was cooked yesterday, while 5% did not know or did not respond.

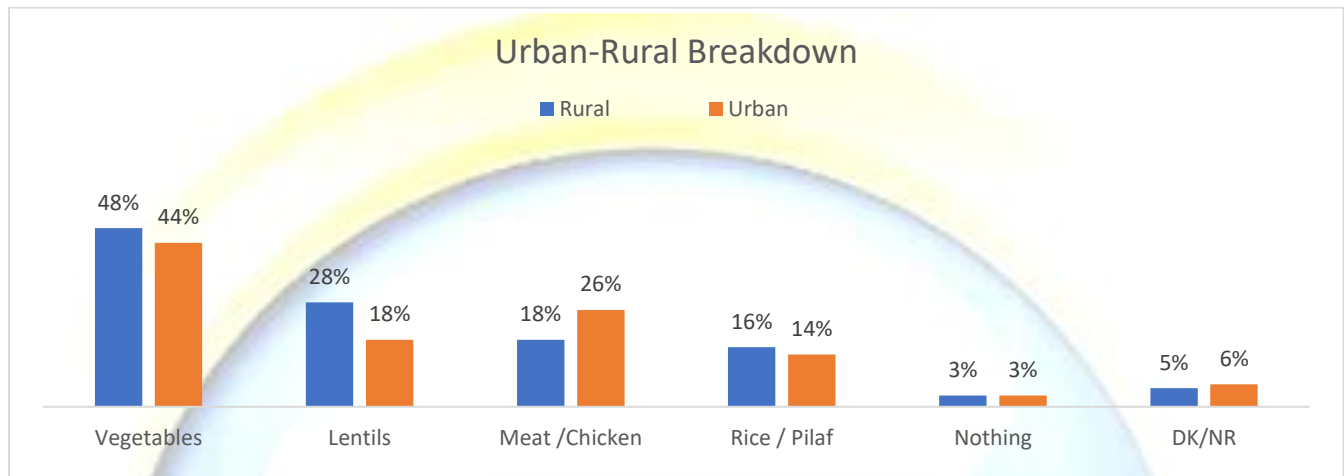
Question: What was cooked in your house yesterday? (multiple responses allowed)



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: Rural households reported higher cooking of vegetables (48%) and lentils (28%), indicating a stronger reliance on plant-based, affordable foods. While meat and chicken (26%) were common in urban households, reflecting greater access to animal proteins. Rice was slightly more common in rural areas (16%) than in urban areas (14%). Cooking patterns suggest economic and dietary variations tied to regional living conditions.



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

The results suggest differing dietary patterns shaped by income and access, with rural diets leaning on affordable staples like lentils, while urban areas consume more meat. Meanwhile, the fact that 3% of respondents did not cook any food raises concerns about food insecurity that may be more widespread than recognized. These insights are vital for nutrition-focused policy interventions and social support programs aimed at ensuring food security across diverse communities.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Tuesday, 29th 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as **Gallup Pakistan** (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by **Gallup Pakistan, the Pakistani affiliate of Gallup International Association.**

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)