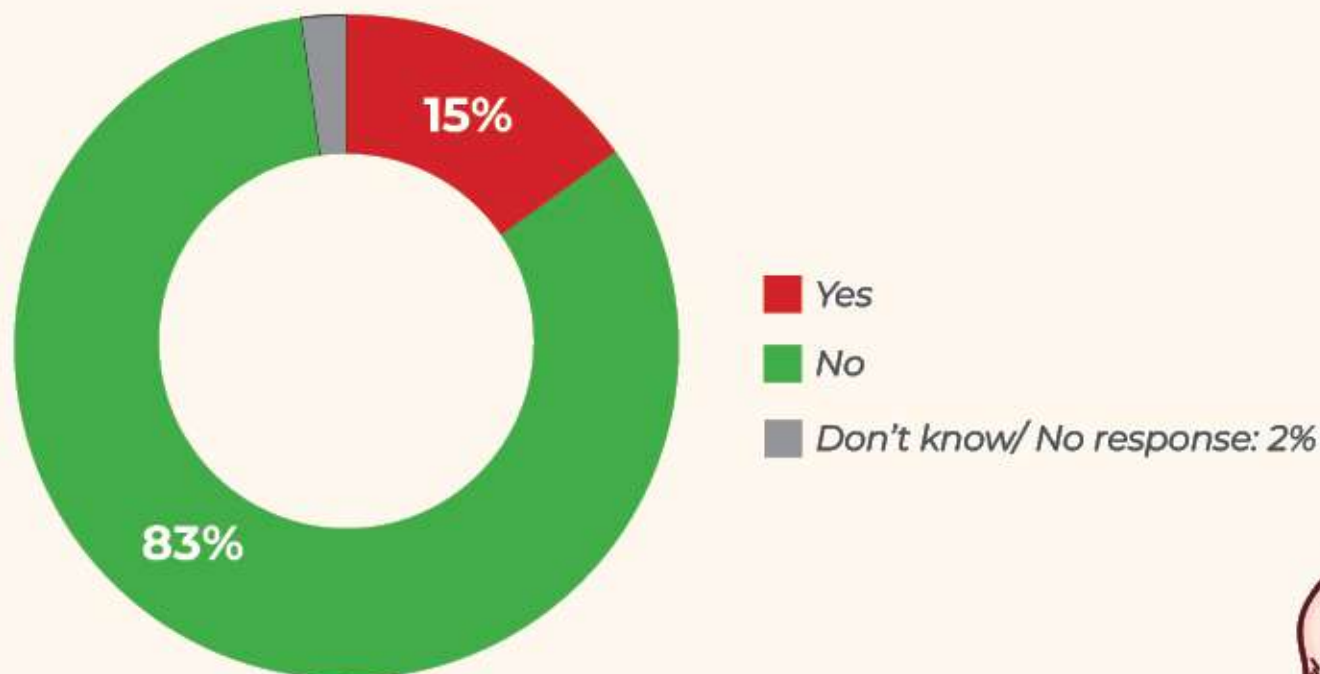
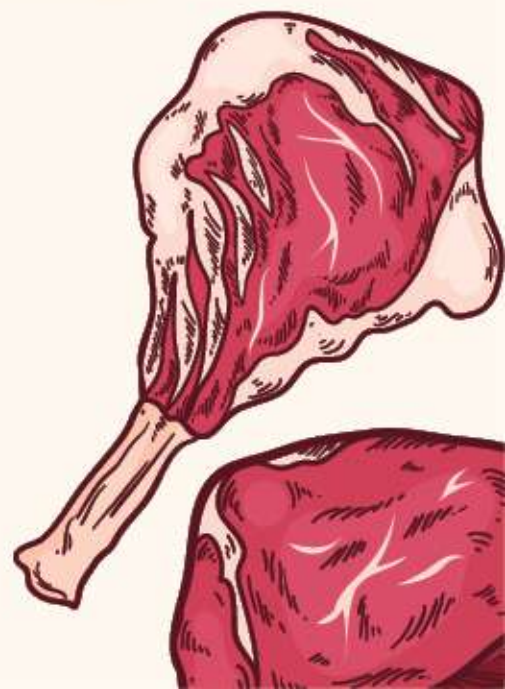


An overwhelming majority of Pakistanis (83%) express confidence in the quality of meat they purchase, while 1 in 7 (15%) report having encountered suspicious looking, smelling, or tasting meat.

Notably, urban residents (18%) are more likely than rural residents (12%) to report such experiences.



Question: Has it ever happened that you bought meat from a shop which looked, smelled, or tasted suspicious?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Food/Drink** Meat

An overwhelming majority of Pakistanis (83%) express confidence in the quality of meat they purchase, while 1 in 7 (15%) report having encountered suspicious looking, smelling, or tasting meat. Notably, urban residents (18%) are more likely than rural residents (12%) to report such experiences. (Gallup & Gilani Survey)

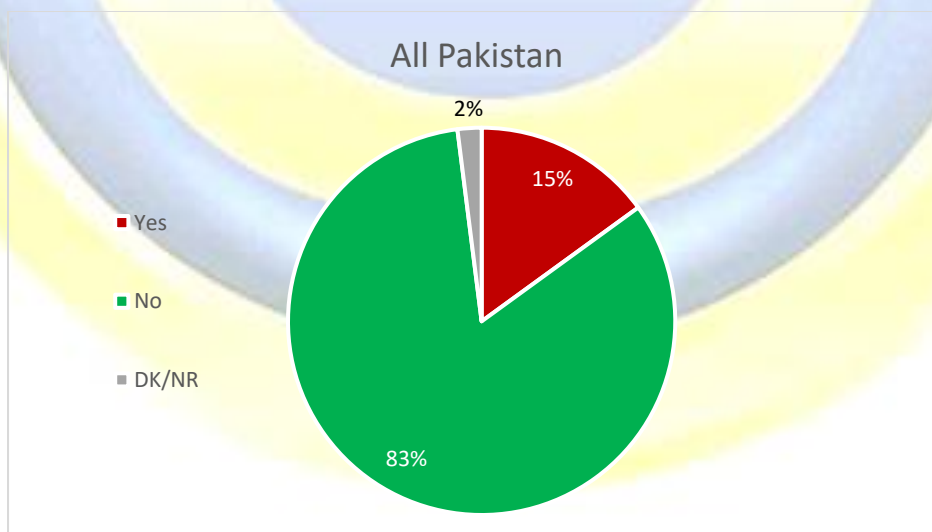
(Islamabad), 21st August 2025

According to a Gallup & Gilani Pakistan survey, an overwhelming majority of Pakistanis (83%) express confidence in the quality of meat they purchase, while 1 in 7 (15%) report having encountered suspicious looking, smelling, or tasting meat. Notably, urban residents (18%) are more likely than rural residents (12%) to report such experiences.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Has it ever happened that you bought meat from a shop which looked, smelled, or tasted suspicious?”***. In response to this question, 15% said ‘Yes’, they had purchased such meat that looked, smelled, or tasted suspicious, 83% said ‘No’, they had not, while 2% did not respond.

The survey results show that while consumer trust in meat quality is relatively high, 15% reporting suspicious purchases cannot be ignored. Stronger oversight and awareness campaigns on meat hygiene practices are essential to protect public health.

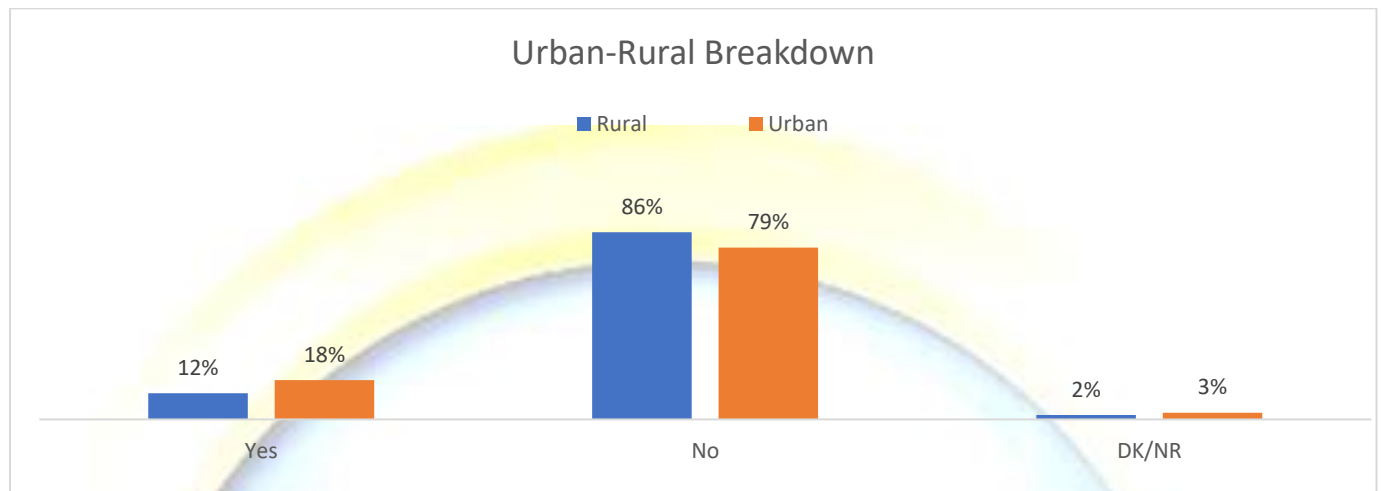
Question: Has it ever happened that you bought meat from a shop which looked, smelled, or tasted suspicious?



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 991 men and women in urban and rural areas of all four provinces of the country, conducted from August 03, 2025 to August 19, 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: The survey results reveal a clear difference between urban and rural Pakistan. In urban areas, nearly one in five respondents (18%) reported that they had at some point purchased meat that looked, smelled, or tasted suspicious. By contrast, in rural communities, the figure was lower at 12%.



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

Thursday, 21st August 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)