



# GALLUP PAKISTAN ALMANAC OF PUBLIC OPINION 2021

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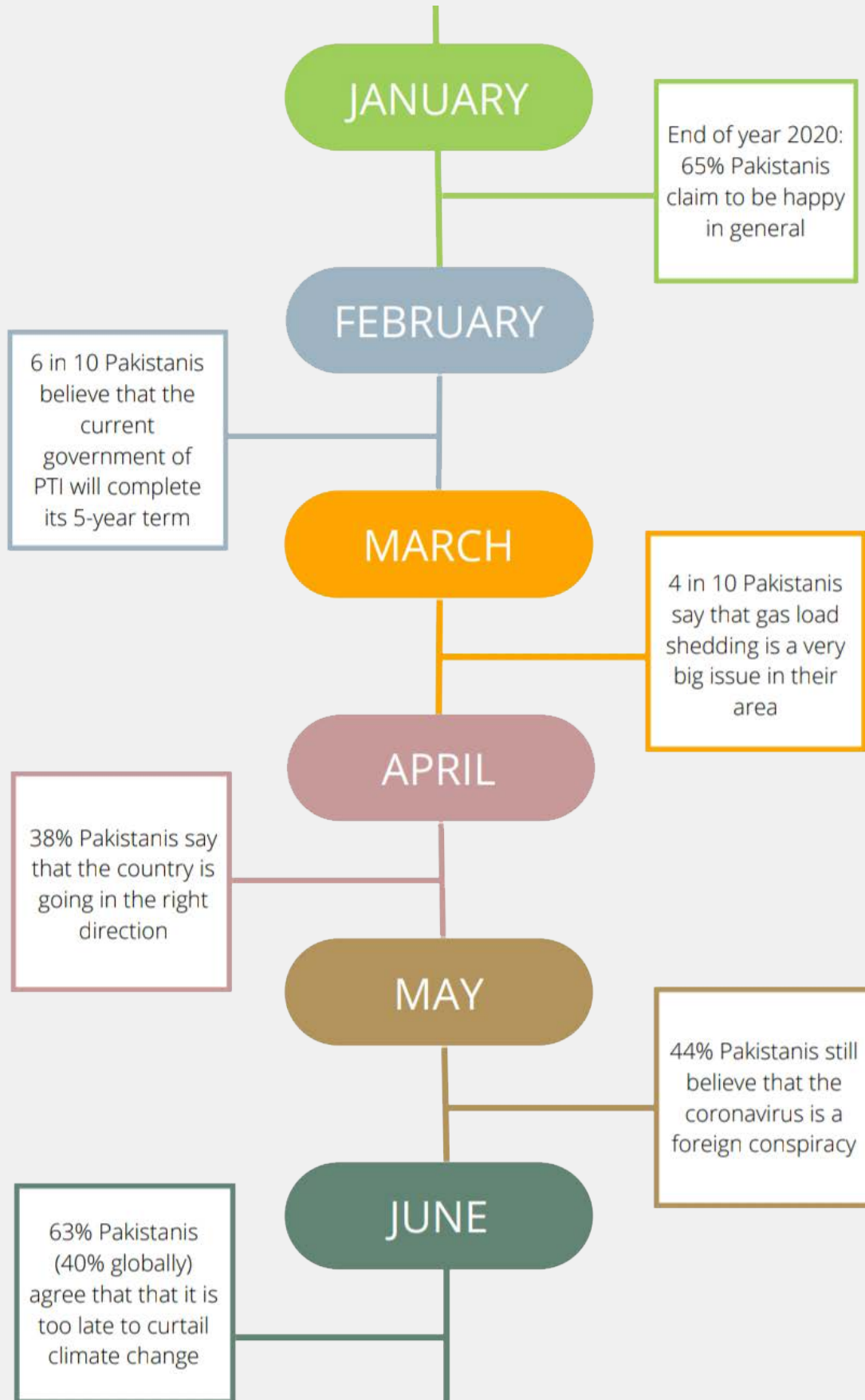
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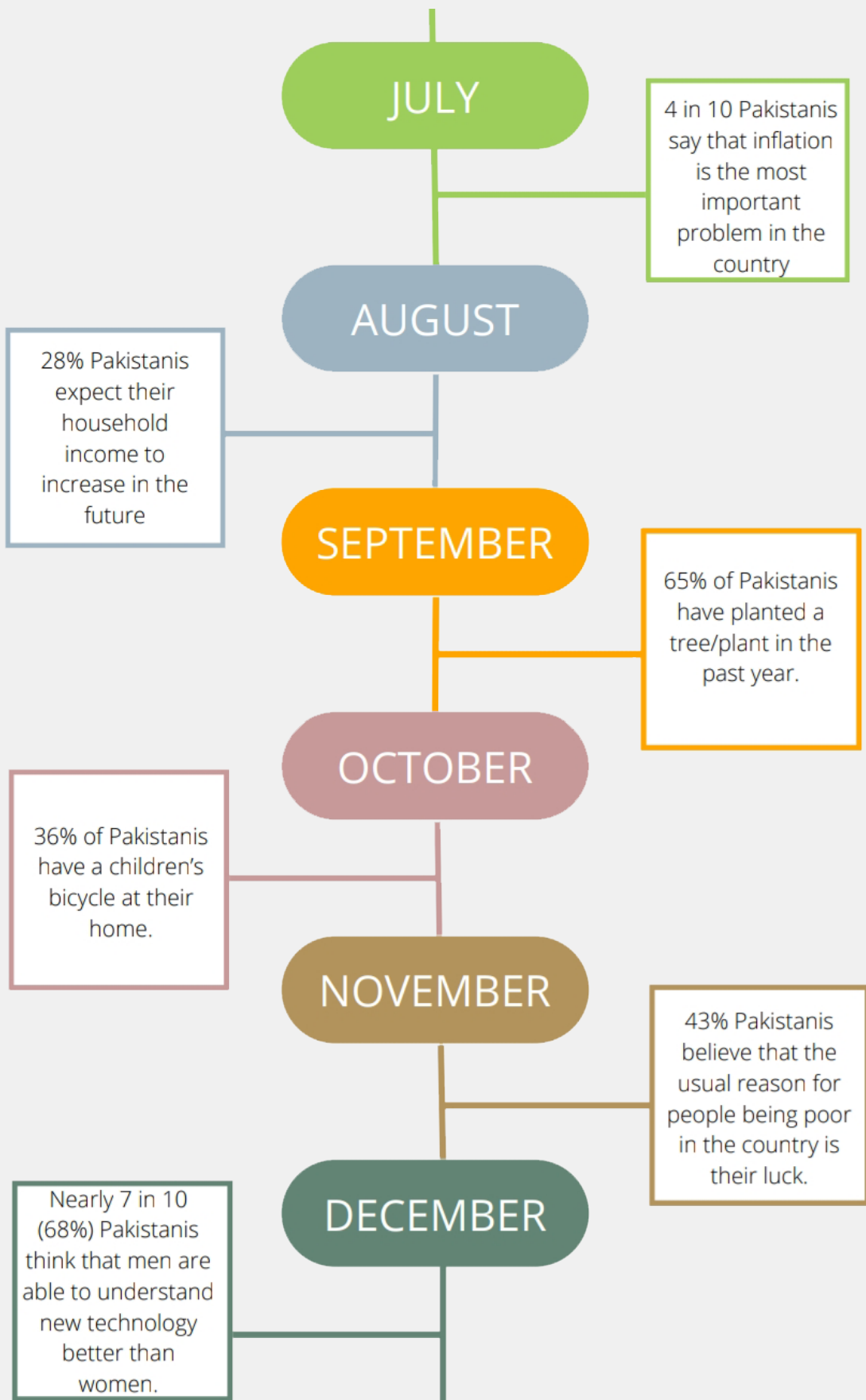
Pakistan's Foremost Social Research Lab

## INTRODUCTION

Welcome to Gallup Pakistan Almanac of Public Opinion 2021. The polls covered in this report are published by Gilani Research Foundation and conducted by Gallup & Gilani Pakistan.

Gallup Pakistan, Pakistan's foremost social science research lab has been working in Pakistan since 1980. Over the past 39 years, Gallup Pakistan has worked in many sectors and disciplines collecting data from thousands of adult men and women across Pakistan using principles of Scientific Survey Research Approaches.





# JANUARY

# 1

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**50%**

Nearly 1 in 2 resilient Pakistanis express hope about the coming year 2021

---

**48%**

Nearly half (48%) Pakistanis, well above the global average (25%), think that 2021 will be a year of economic prosperity

---

**65%**

End of year 2020: 65% Pakistanis claim to be happy in general

---

**40%**

4 in 10 Pakistanis non-committal with respect to COVID-19 Vaccine. Compared to the global figure, 20% more Pakistanis said that they will definitely not get vaccinated when a vaccine for the coronavirus will become available; resistance to vaccinate significantly higher than India

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**74%**

Pakistanis (16% above the global average) think that the healthcare system's capacity with regards to the coronavirus pandemic in Pakistan is good. Pakistan ranks 10th out of 32 countries in terms of satisfaction with healthcare system's capacity with respect to COVID-19

---

**70%**

7 in 10 Pakistanis (21% above the global average) continue to think that the government handled the COVID-19 crisis well. Pakistan ranks 8th among 32 countries in terms of satisfaction with government handling of the crisis

**“16% Pakistanis say that they are likely to travel abroad for business in 2021; Out of 32 countries surveyed, people from India most likely to travel abroad in 2021 for business”**



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**37%**

Pakistanis claim that there is little or no respect for individual human rights in Pakistan

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**13%**

Pakistanis say they or their families have often, in the last 12 months, gone without the medicine or treatment that they needed

---

**74%**

Pakistanis believe that the government should have the right to keep people under video surveillance in public areas

---

**25%**

Nearly 1 in 5 Pakistanis claim to have encouraged others to vote; 50% said they have never done it and do not think that they will ever do it as well

---

**8%**

8% Pakistanis claim to have donated to a formal group or a campaign

**3%**

Pakistanis claim to have organized political events, activities, or protests

---

**8%**

Pakistanis claim to have searched online about information regarding politics and political events

---

**39%**

Pakistanis opine that most of the state authorities are involved in corruption

---

Even before COVID-19, 11% Pakistanis said that they or their families have often gone without enough food to eat

---

**60%**

Nearly 6 in 10 Pakistanis claim that they would never encourage others to take action about political issues

**“6 in 10 Pakistanis claim that TV news often favors the governing party in Pakistan’s elections”**



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# FEBRUARY

# 2

**8%**

Pakistanis claim to have signed a petition as a political activity; 60% say that they will never sign a petition:  
World Values Survey and Gallup & Gilani Pakistan

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**6%**

Pakistanis claim to have joined a boycott of products or services as a political activity; 66% said they would never do so

---

**53%**

Nearly half Pakistanis (53%), higher than the global average, believe that immigrants increase the risk of terrorism

---

**60%**

Nearly 6 in 10 Pakistanis (higher than the global average) believe that immigrants increase unemployment in Pakistan

**50%**

50% Pakistanis believe that immigrants cause social conflict; global perception is not very different

---

Public opinion split on the issue of whether the government should have the right to collect information about people living in Pakistan without their knowledge

---


**80%**

8 in 10 Pakistanis (12% above the global average) agreed that they are willing to sacrifice some of their human rights if it helps prevent spread of the virus; Pakistan ranks 9th out of 47 countries in terms of this

---

**60%**

Average TV viewership fell drastically from 4 hours in 2002 to 2 hours in 2018 Average TV viewership fell drastically from 4 hours in 2002 to 2 hours in 2018



**“68% Pakistanis (7% below the global average) agree that travel restrictions between countries are acceptable to prevent spread of COVID-19”**

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1 in 3 Pakistanis believe that the COVID-19 pandemic has made people less likely to take other vaccines

---

**60%**

6 in 10 Pakistanis believe that the current government of PTI will complete its 5-year term

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**53%**

1 in 2 Pakistanis (53%) opine that they would like to give or receive dowry on their children's wedding; support for dowry lower in urban areas

---

**78%**

Majority of Pakistanis (78%) claim to wear a medical mask as a preventive measure against COVID-19; 13% claim to have taken no precautions at all

---

**60%**

6 in 10 Pakistanis believe that asymptomatic people cannot spread the coronavirus

**46%**

Pakistanis are worried during shopping when shopkeepers and other customers are not wearing masks

---

**46%**

Pakistanis are worried when others in their office/workplace are not wearing masks

---

**80%**

Majority (80%) Pakistanis trust medical advice of doctors. Least trust regarding health advice is found to be in media (52%)

---

PTI government's top priority: More than 6 in 10 Pakistanis say that controlling inflation, unemployment redressal and healthcare provision should be the top priority areas for the PTI government to focus on

**“Nearly 6 in 10 Pakistanis have a motorcycle at their house; 14% more people from urban areas as compared to rural areas claim that they have a motorcycle at their house”**

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# MARCH

# 3



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**10%**

Only 1 in 10 Pakistanis have a car at their house; 9% more people from urban areas as compared to rural areas claim that they have a car at their house

---

**40%**

4 in 10 Pakistanis say that gas load shedding is a very big issue in their area

---

2/3rd Pakistani households say that usually, noniodized salt is used in their homes; use of iodized salt higher in urban areas and highest in metropolitan cities

**56%**

Pakistanis say that non-iodized salt is better than iodized salt

---

Nearly 9 in 10 Pakistanis favor the Senate bill that calls for Arabic to be a mandatory part of the syllabus in educational institutions

---

More than half Pakistanis say that coronavirus has had a huge negative impact on Pakistan's economy

---

**60%**

Nearly 6 in 10 Pakistanis say that the coronavirus has had a huge negative impact on the economy of the world

---

**36%**

Pakistanis think that they can do another job in addition to their main work; 54% do not have time for additional work

---

Nearly 9 in 10 Pakistanis claim that they read Safar ki dua while traveling

---

**93%**

Most Pakistanis (93%) are in favor of keeping schools open as they believe that children are lagging in education

---

**83%**

Most Pakistanis (83%) pick up calls from unknown numbers to find out who it is while 14% do not

**“1 in 4 Pakistanis claim to use Tik Tok;  
28% in urban areas and 24% in rural  
areas”**



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**60%**

4 in 10 Pakistanis say that their household's financial situation is worse as compared to the last 6 months

---

**33%**

1 in 3 Pakistanis are hopeful that their household income will increase in the future

---

**40%**

Nearly 4 in 10 Pakistanis think that their household savings will decrease in the coming 6 months

---

**60%**

Nearly 6 in 10 Pakistanis report a fall in their household savings as compared to the past 6 months

---

**93%**

A vast majority of Pakistanis (93%) claim that prices of daily essentials have increased in comparison to the last 6 months

---


**42%**

More than 4 in 10 Pakistanis (42%) say that unemployment in Pakistan will increase in the next 6 months

---

**70%**

More than 7 in 10 Pakistanis (73%) say that unemployment has risen in Pakistan as compared to the last 6 months



**“4 in 10 Pakistanis are hopeful that their household’s financial situation will improve in the next 6 months”**

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# APRIL

# 4



**40%**

Pakistanis (18% more than the global average) say that they sleep well very often while 7% claimed that they never sleep well

---

**47%**

Pakistanis (27% more than the global average) say that they consider themselves very healthy while 2% consider themselves unhealthy

---

Pakistanis are significantly more likely to say they never exercise (35% in Pakistan vs 10% globally)

---

**50%**

Pakistanis say they are never stressed, 37% more than an average global citizen

---

**12%**

Pakistanis said that in the last 7 days they switched to less preferred or low-priced food items to fulfil basic household needs; 21% asked a friend or relative to help out financially

---

59% Pakistanis say they have not heard or read about the recent Senate Elections

**“38% Pakistanis say that the country is going in the right direction”**



# 52%

Nearly 1 in 2 (52%) Pakistanis who had heard or read about the recent senate elections agree that claims of horse trading by opposition parties are correct

---

# 33%

1 in 3 Pakistanis who believe the country is headed in the right direction cite peace and improvement in law-and-order situation in the country as the top reason; followed by 27% who say corruption is eradicated

---

# 78%

78% Pakistanis who believe the country is headed in the wrong direction cite inflation as the top reason; 58% say unemployment

---

Inadequate income (29%) and inflation (26%) cited by Pakistanis as the top issues for them and their families; 18% also cited children's education

**9%**

Pakistani households (around 3 million) say that in the last two months they have missed a required vaccine for a child

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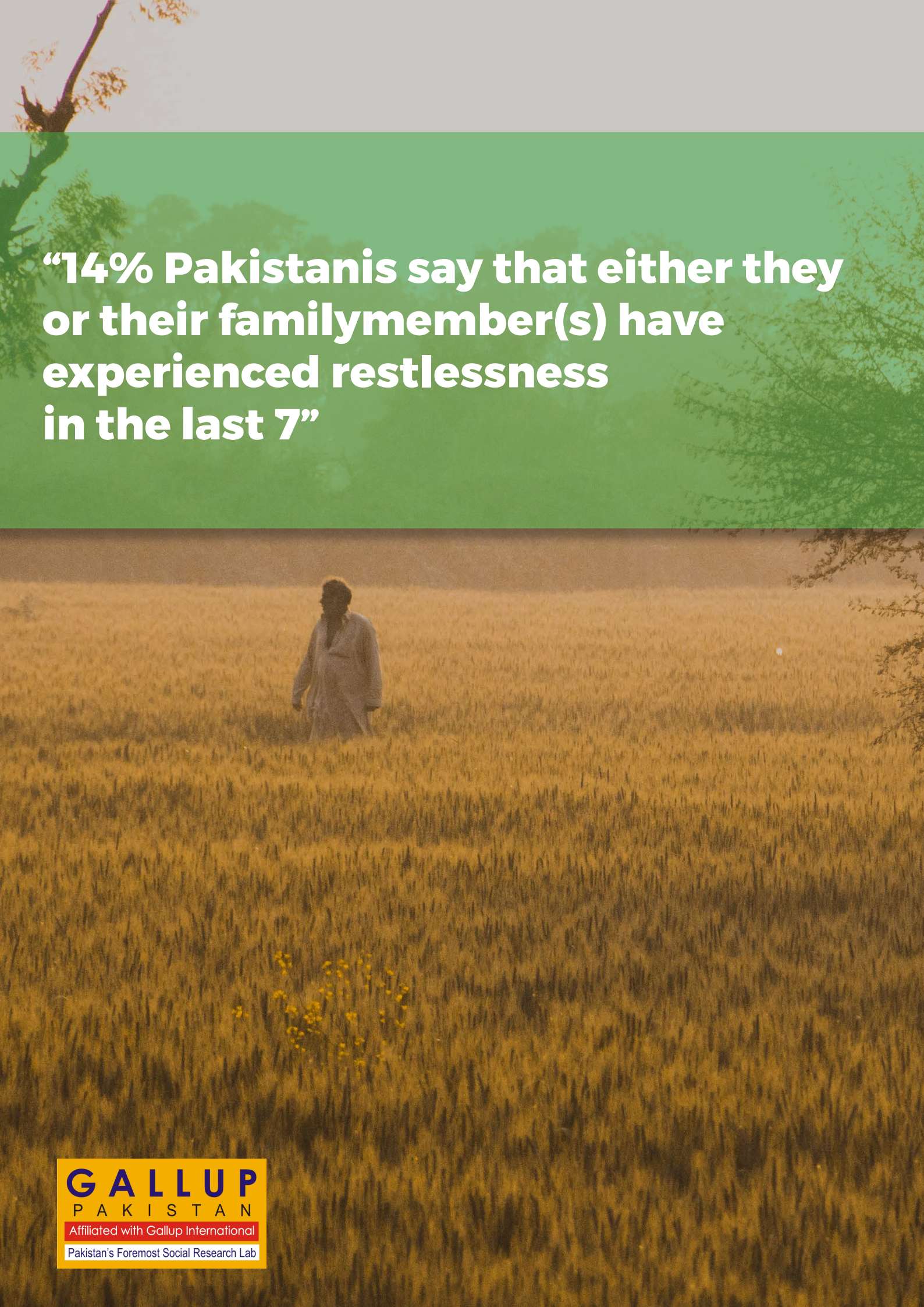
**58%**

Pakistanis say that they have missed/fallen behind on almost all monthly payments due to financial strain

---

**17%**

Pakistanis said that either they or their family member(s) have experienced hopelessness in the last 7 days

A man in a white shawl stands in the middle of a vast field of golden wheat. The sky is a deep green, and the overall scene is bathed in a warm, golden light. The text is overlaid on the green sky portion.

**“14% Pakistanis say that either they or their family member(s) have experienced restlessness in the last 7”**

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# MAY

# 5



**15%**

Claim that either they or their family member(s) experienced loneliness in the last 7 days

---

**44%**

Pakistanis still believe that the coronavirus is a foreign conspiracy

---

More than 6 in 10 Pakistanis still believe that the coronavirus is not as dangerous as it is made out to be

---

**12%**

Pakistanis say that they know someone who has lost their life due to coronavirus

---

Out of those who claimed to know someone who lost their life due to COVID-19, 33% said it was their friend while 31% said it was their neighbor; 2% said it was their parent

**“46% Pakistanis are scared that they or their family members will contract the virus”**



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**20%**

Around 1 in 5 Pakistanis believe that compared to the previous year, there have been more deaths in their family and/or neighborhood

---

**3%**

3% Pakistanis claim to have contracted the coronavirus

---

**30%**

3 in 10 Pakistanis (15% below the global figure) are concerned about sharing their personal information digitally

---

**24%**

24% Pakistanis think that sharing personal information is necessary nowadays

**20%**

Around 1 in 5 Pakistanis believe that compared to the previous year, there have been more deaths in their family and/or neighborhood

---

**3%**

3% Pakistanis claim to have contracted the coronavirus

---

**30%**

3 in 10 Pakistanis (15% below the global figure) are concerned about sharing their personal information digitally

---

**24%**

24% Pakistanis think that sharing personal information is necessary nowadays

**43%**

43% Pakistanis (27% globally) are not fine with the privacy practices of most data collectors asking for their personal information

---

**3%**

3% Pakistanis claim to have contracted the coronavirus

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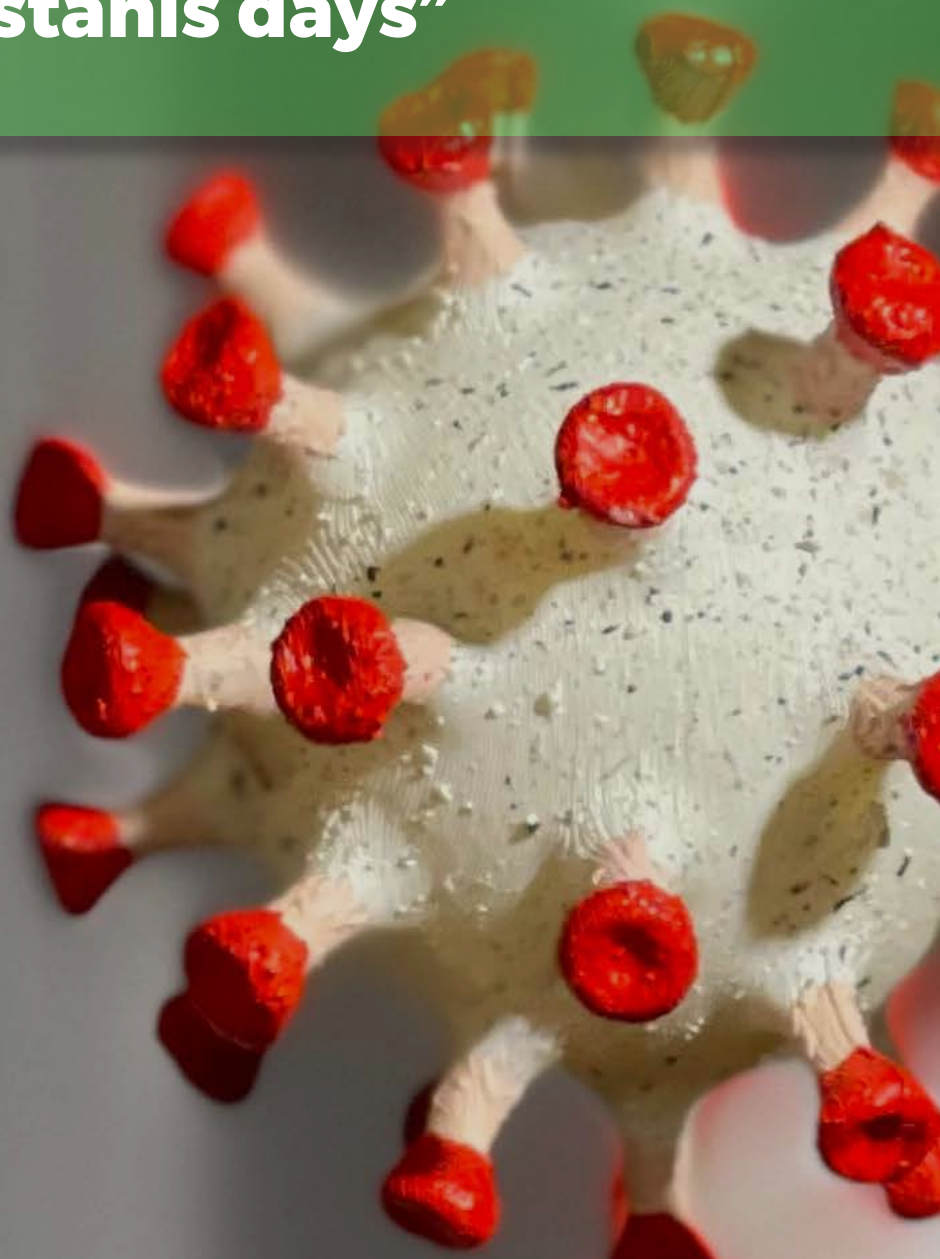
Awareness about digital rights/privacy low as nearly half Pakistanis (46%) say that they are unaware of what happens to their personal data once they share it with data collectors

---

**65%**

Pakistanis are willing to get a COVID-19 vaccine if it is safe to use

**“Lack of worry about contracting the virus (42%), concern about vaccine side effects (42%) and belief that natural immunity is better than vaccination (42%) are the most common reasons for COVID-19 vaccine hesitancy among 38 Pakistanis days”**



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# JUNE

# 6



**80%**

More than 8 in 10 Pakistanis believe that following SOPs prevents spread of the virus

---

**10%**

Nearly 1 in 10 Pakistanis claim that a child under the age of 10 in their household missed his or her required vaccine in the past two months

---

**4%**

Pakistanis said they used their cash or bank savings to cover basic household needs because of the economic impact of the COVID-19 pandemic

---

**20%**

Around 2 in 10 Pakistanis say that they had to borrow food or ask for help from a friend or relative because of the economic impact of the COVID-19 pandemic

**“74% Pakistanis (85% globally)  
agree that that global warming  
is a serious threat for mankind  
days”**

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**63%**

Pakistanis (40% globally) agree that that it is too late to curtail climate change

---

**86%**

Pakistanis (81% globally) believe that their personal actions can improve the environment

---

**73%**

Pakistanis (67% globally) agree that sustainability and environmental efforts need to be taken by businesses and the government rather than by individuals January (18%) and December (16%) appear to be the favorite months of Pakistanis

---

**40%**

4 in 10 Pakistanis claim that they are afraid of heights

**40%**

Nearly 4 in 10 Pakistanis claim that they believe in magic while

---

**57%**

Say that they do not Nearly 8 in 10 Pakistanis claim that they attended a funeral in the past one year

---

**50%**

Half of the Pakistani population claims to be food lovers while 45% say that they eat just to stay alive

---

**40%**

4 in 10 Pakistanis say they have a pet animal/bird at their home

---

**16%**

Pakistanis claim to have bought something online during the past 6 months

**“Clothes are the most common item that people claimed to have bought online”**



White (24%) and Black (17%) are the favorite colors of Pakistanis

---

**29%**

29% of Pakistanis claim to make decisions with their mind while 22% say they make decisions with their heart

---

**30%**

3 in 10 Pakistanis reported that they wear eyeglasses; women (42%) are more likely to wear glasses than men (28%)

Amongst Pakistanis who wear eyeglasses, 69% wear eyeglasses for weak eyesight; women (93%) are more likely to wear eyeglasses for weak eyesight than men (62%)



# JULY

# 7

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**“2 in 10 Pakistanis attended a wedding last month; 20% of rural Pakistanis and 21% of urban Pakistanis attended a wedding in the last month”**



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**30%**

3 in 10 Pakistanis think that the Kashmir issue should be resolved through talks with India; people in Punjab most likely (34%) to have this opinion

---

**38%**

Say that they are satisfied with the current situation in Pakistan however 53% say that they are not

---

**40%**

4 in 10 Pakistanis say that inflation is the most important problem in the country

---

**40%**

4 in 10 Pakistanis say that they have watched the drama Ertugrul

---

**17%**

Pakistani households that have children of school going age report that no child attends school; 54% report that all children attend school

**30%**

3 in 10 Pakistanis think that the Kashmir issue should be resolved through talks with India; people in Punjab most likely (34%) to have this opinion

---

**38%**

Say that they are satisfied with the current situation in Pakistan however 53% say that they are not

---

**40%**

4 in 10 Pakistanis say that inflation is the most important problem in the country

---

**40%**

4 in 10 Pakistanis say that they have watched the drama Ertugrul

---

**17%**

Pakistani households that have children of school going age report that no child attends school; 54% report that all children attend school

**26%**

Pakistanis think that they are very emotional while 1 in 5 thinks that they are not emotional at all

---

Eggplant (7%), ladyfinger (5%) and bitter gourd (Karela) (5%) are among the least favorite vegetables of Pakistanis

---

Independent houses are the most common dwelling type in Pakistan. Since 1998, there has been an 8% increase in households reporting that their dwelling is part of a large unit, negligible increase in households reporting to live in flats or vertical housing

---

**48%**

Nearly half Pakistanis feel that they get angry quickly

**“3 in 10 Pakistanis consider the 2021-22 budget to be ‘a bad budget’, while almost a quarter say they have no views on the budget showing indifference, and only 14% rate budget positively”**

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**30%**

3 in 10 Pakistanis consider the 2021-22 budget to be 'a bad budget', while almost a quarter say they have no views on the budget showing indifference, and only 14% rate budget positively

---

**53%**

Majority 53% Pakistanis believe that the recently passed Annual Federal and Provincial budget will not create any ease or offer very little relief to the common man

---

**69%**

Pakistanis claim not to eat restaurant food 65% of Pakistani businesses report a decline in sales as compared to the last year for the same month

**40%**

Businesses reported having fewer number of employees as compared to 12 months ago

---

**52%**

Pakistanis businesses reported bad business conditions

---

**70%**

7 in 10 Pakistani businesses are confident that their future business conditions will improve

---

**63%**

Pakistanis businesses believe that the country is headed in the right direction

# AUGUST

# 8

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Easing inflation and putting an end to COVID-19 related lockdowns are the top two demands of the business sector from the Pakistani government

---

Load-shedding returns to Pakistan as 57% businesses report experiencing load-shedding; nearly a quarter of these businesses report more than 7 hours of load-shedding every day

---

**30%**

Nearly 7 in 10 businesses (69%) claimed that loadshedding is a big problem for their business

---

**30%**

Pakistanis believe that Pakistan is facing water shortages because new dams are not being built

**“43% of Pakistanis believe that the negative effects of mobile phones outweigh the positive effects”**

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**55%**

Pakistanis agree that the threat of coronavirus is exaggerated; this is a 9% decrease from the previous wave in March

---

**63%**

Pakistanis are not afraid that they themselves or someone in their household will be infected by the coronavirus

---

**37%**

Pakistanis believe that coronavirus is a foreign conspiracy

---

**90%**

9 in 10 Pakistanis say that prices of daily essentials have increased over the last 6 months

# 16%

Pakistanis know someone from their social circle who died of coronavirus; people from urban areas are more likely to know someone who died from the coronavirus as compared to rural areas

---

# 18%

Pakistanis know someone from their social circle who has been diagnosed with coronavirus; people from urban areas are more likely to know someone who has been diagnosed with COVID-19 as compared to those in rural areas

---

# 66%

Pakistanis state that they would get a COVID19 vaccine provided it is safe and effective

---

# 45%

Pakistanis claim that their family members have gotten the COVID-19 vaccine; people from urban areas are more likely to have family members that have received the coronavirus vaccine as compared to those from rural areas

**“34% Pakistanis reported that their household’s financial situation has worsened since the past 6 months”**

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**21%**

Pakistanis expect their household's financial situation to worsen in the future

---

**28%**

Pakistanis expect their household income to increase in the future

---

**61%**

Pakistanis reported their household savings had reduced in the last 6 months

---

**23%**

Pakistanis expect their household savings to increase in the future

---

**53%**

More than half Pakistanis think that Pakistan's economic situation has worsened since the past 6 months

---

**39%**

Nearly 4 in 10 Pakistanis expect Pakistan's economic situation to improve in the future while 29% are pessimistic about it

# SEPTEMBER

# 9



**71%**

Pakistanis believe that the COVID-19 vaccination will be free while 9% believe a price will be charged for it.

---

**76%**

Pakistanis agree that the government of Pakistan is controlling the COVID-19 situation well.

---

**70%**

Around 7 in 10 Pakistanis believe that only God controls the spread of COVID-19 in the country and hence, gatherings, wedding ceremonies, congregational prayer, and the opening of schools, colleges, and markets cannot cause infection.

---

**59%**

Nearly 6 in 10 Pakistanis do not know how to register for the COVID-19 vaccination through the government.

---

**84%**

Pakistanis are aware that in order to get registered for the COVID-19 vaccination, they need to text their CNIC to 1166.

**“Of those who received the coronavirus vaccine, more than half (58%) received Sinopharm”**

Vaccine AstraZeneca  
Injection 5 ml

Vaccine  
[recombinant]) 575214-014  
COVAX Supply  
(10 x 0.5 ml doses)

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# 41%

Nearly 2 in 5 Pakistanis believe that the speed of COVID-19 vaccine rollout by the government is adequate.

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Among Pakistanis who like and remember a federal cabinet minister, Shah Mahmood, Sheikh Rasheed and Murad Saeed are cited the most.

---

# 33%

Approximately 1 in 3 Pakistanis complain that the general state of cleanliness in their neighborhood is poor.

---

# 55%

Pakistanis are happy with the Taliban rule in Afghanistan; support found to be highest in KP, among males, urban areas, and older people.

---

# 76%

Approximately 3 in 4 Pakistanis agree that the system of government/economy is rigged to benefit the rich and powerful.

---

4 in 5 Pakistanis agree that political parties and politicians do not care about the ordinary people.

4 in 5 Pakistanis agree that local experts do not understand the lives of ordinary people.

---

**87%**

Pakistanis agree that the country needs a strong leader in order to take back and be free from rich and powerful people.

---

**54%**

Pakistanis believe that if immigration is stopped, then the country will become stronger.

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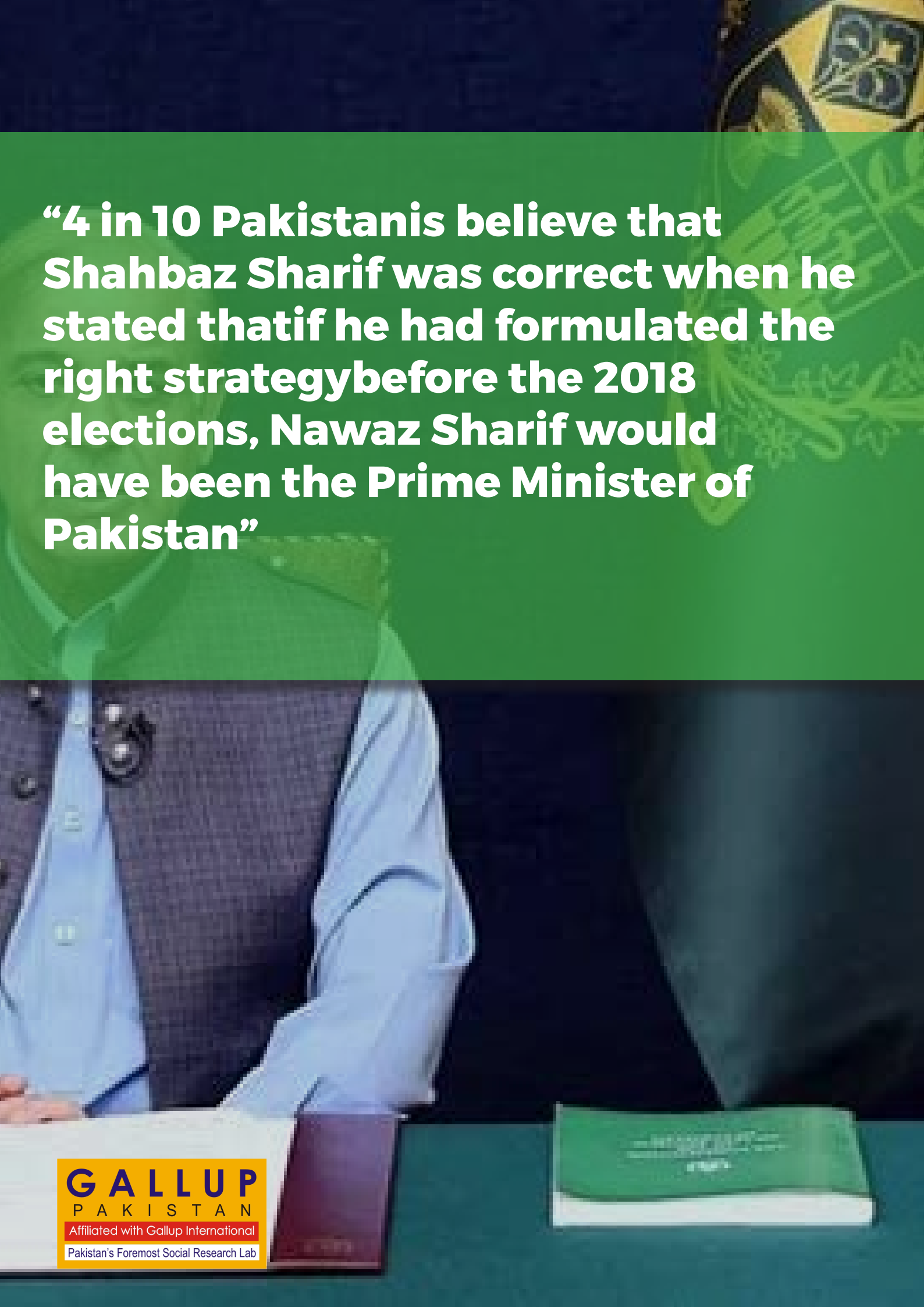
**83%**

Pakistanis agree that when there is a shortage of jobs, employers/businesses should give jobs to Pakistanis instead of immigrants or those from foreign countries.

---

**95%**

Pakistanis support the Punjab Government's decision to make the teaching of the Holy Quran as a compulsory subject from the first to the twelfth grade across the province.



**“4 in 10 Pakistanis believe that Shahbaz Sharif was correct when he stated that if he had formulated the right strategy before the 2018 elections, Nawaz Sharif would have been the Prime Minister of Pakistan”**

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**41%**

Approximately 2 in 5 Pakistanis claim that the incidences of burglary and unrest in their neighborhood have decreased.

---

**28%**

Approximately 1 in 4 Pakistanis believe that it is very likely something will happen to them along the way should they have to walk at night in their neighborhood.

---

**26%**

Nearly 1 in 4 Pakistanis believe that if a family in their neighborhood locks their home and moves away, an incident is very likely to occur there.

---

**65%**

Pakistanis have planted a tree/plant in the past year.

# OCTOBER

# 10

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Nearly 4 in 5 Pakistanis say that they have not watched any Indian movies in the past year.

---

**25%**

Nearly 1 in 4 Pakistanis said that they watched the 2020 Summer Olympics.

---

**36%**

Pakistanis have a children's bicycle at their home.

---

**49%**

Nearly half of Pakistanis believe that the situation in the country is better today than it was in 1947.

---

**31%**

Nearly 1 in 3 Pakistanis state that they do not want the type of Islamic government in Pakistan that the Taliban have brought in Afghanistan.

---

**48%**

Nearly half of Pakistanis believe that Imran Khan's government's performance over the past 3 years has been good.

# 36%

Pakistanis consider the threat of coronavirus to be exaggerated – a 19% decrease since the previous wave in July.

---

# 59%

Nearly 6 in 10 Pakistanis are afraid that they themselves or someone in their household will be infected by the coronavirus; this is an increase from 32% in Wave 11 in July.

---

# 49%

Nearly half of Pakistanis still hold the opinion that coronavirus is a foreign conspiracy, a 12% increase from the previous wave in July.

---

# 24%

Nearly 1 in 4 Pakistanis claim that they know someone in their social circle who has been diagnosed with COVID-19; this is a 6% increase from 18% in July, the highest since June 2020.

---

# 86%

Pakistanis believe that COVID-19 will be successfully controlled in the near future

**57%**

Pakistanis believe that the people themselves would be to blame should there be a potential increase in COVID-19 cases in the future.

---

**4%**

Pakistanis still believe that a price will be charged for the COVID-19 vaccine; this is a 31% decrease from 35% in March 2021.

---

**57%**

Nearly 6 in 10 Pakistanis have received at least one dose of the COVID-19 vaccine; significant gender disparity exists in terms of vaccination, needing urgent attention.

---

**43%**

Pakistanis consider the speed of vaccine rollout by the government to be adequate.

Since July 2021, there has been a 5% increase in the number of Pakistanis who relied on less expensive foods to cover their basic household needs in August 2021.

---

**21%**

Pakistanis reported that they have started looking for ways to earn additional money to cover their household's basic needs; this is an increase from 11% in July 2021.

---

**6%**

Pakistanis sold their assets to cover basic household needs in August 2021; this is a slight increase from 4% in July 2021.

---

**14%**

Pakistanis in August 2021 reported to have reduced the number or size of meals for some household members to cover their basic household needs.

---

There has been a 4% increase since July 2021 in the number of Pakistanis who reported to have borrowed food or asked for help from a friend or relative to cover their household's basic needs.

# NOVEMBER

# 11



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Since July 2021, there has been a slight decrease in the number of people who relied on government or NGO assistance to cover their household's basic needs.

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**21%**

Pakistanis agree that they themselves or their family members have experienced restlessness in the last 7 days; more people aged between 30 to 50 years (25%) admit to experiencing similar emotions.

---

**19%**

1 in 5 Pakistanis report that they themselves or their family members felt loneliness in the last 7 days; lonely emotional states were more common in those aged between 30-50 years (21%).

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**85%**

More than 8 in 10 Pakistanis have not seen or heard of a health department official using Contact Tracing method to gather information to prevent the spread of COVID19; major urban-rural disparity also exists.

**55%**

Over half of Pakistanis say that they will completely follow the advice of a public health officer should they tell them to be quarantined for at least 14 days because they have the coronavirus.

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**49%**

Nearly half of Pakistanis believe that the usual reason for people being rich in the country is that they were born in a rich household; this response was more common among males (50%) as compared to females (41%).

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**43%**

Pakistanis believe that the usual reason for people being poor in the country is their luck.

---

**42%**

Pakistanis report that they do not work out or walk at all; females (61%) are significantly more unlikely to work out or walk as compared to males (39%).

**48%**

Nearly half of Pakistanis are of the opinion that we should depend on a strong leader to solve the country's problems.

**73%**

Nearly 3 in 4 (73%) Pakistanis hold the opinion that the partition of the subcontinent was a good step for relationships between Muslims and Hindus.

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**59%**

Nearly 6 in 10 (59%) businesses in Pakistan reported that their sales have decreased during the past year. 1 in 5 businesses report the same number of sales as before.

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**45%**

Businesses in Pakistan report having fired/laying off employees over the past year.

---

**54%**

Businesses in Pakistan report their current business conditions to be either good or very good.

**“6 in 10 businesses are confident that the future will be better. However, the Net Future Business Confidence score decreased by 19% (falling from 41% to 22%) since Quarter 2, 2021”**

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Since Quarter 2, 2021, there has been a 22% decrease in the number of businesses in Pakistan which hold the opinion that the country is heading in the right direction.

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Inflation (48%) is the most commonly cited problem that businesses in Pakistan would like the government to solve, followed by problems caused by the devaluation of the Pakistani Rupee.

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**44%**

Businesses in Pakistan report experiencing load-shedding; nearly a quarter of these businesses report 2 hours of loadshedding every day.

---

**26%**

Businesses in Pakistan claimed that they are not at all satisfied with the quality of human resource available to them or their businesses.

---

**90%**

9 in 10 Pakistanis feel that it is very important to respect the army in order to be a true Pakistani.

**“7 in 10 (70%) Pakistanis are of the opinion that supporting Pakistan’s cricket team is very important for being a true Pakistani; this response was more common in males (72%) as compared to females (58%)”**



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**54%**

Pakistanis hold the opinion that the ban on Basant (kite-flying) in Pakistan should not be lifted; old (63%) respondents are relatively more likely to feel this way.

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**69%**

Majority (69%) of Pakistanis feel that women talk more than men; gender disparity exists.

# DECEMBER

# 12

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**51%**

1 in 2 Pakistanis feel that living in a joint family set-up after getting married is not an issue.

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Public opinion split on the issue of whether men forget important dates; slightly more women (53%) than men (49%) think that men forget important dates.

---

**68%**

Nearly 7 in 10 (68%) Pakistanis think that men are able to understand new technology better than women.

---


**94%**

9 in 10 (94%) Pakistanis agree that daughters take more care of their parents than sons

---

**24%**

A quarter of Pakistanis say that they snore; higher figures observed for old (51%) respondents and males (25%)



**“Nearly 4 in 10 (38%) Pakistanis say that their household’s financial situation is worse as compared to the last 6 months”**

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---

**24%**

A quarter of Pakistanis say that they snore; higher figures observed for old (51%) respondents and males (25%)

Nearly two third Pakistanis feel that their household's financial situation will either worsen or will have no improvement in the next 6 months.

---

**65%**

65% Pakistanis feel that as compared to the previous 6 months, the country's current economic situation has deteriorated.

---

**44%**

44% Pakistanis expect the country's economic situation to deteriorate in the next 6 months, only a quarter are hopeful that it will be better.

---

**67%**

Nearly 7 in 10 (67%) Pakistanis report a fall in their household savings as compared to the past 6 months.

A green plant with several leaves is growing out of a large pile of various coins, including copper and silver ones. The background is a solid green color.

**“51% Pakistanis think that their monthly household savings will decrease in the next 6 months”**

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Concerns regarding rising unemployment persist as 74% Pakistanis say that unemployment has risen as compared to the last 6 months.

---

**58%**

Nearly 6 in 10 Pakistanis are of the opinion that unemployment will increase in the next 6 months.

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Despite claims of upcoming GDP growth from the government, only 25% Pakistanis feel that their income will increase in the coming year 2022.

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A vast majority of Pakistanis (96%) report that prices of daily essentials have increased in comparison to the last 6 months.

**55%**

Over half (55%) of Pakistanis support Imran Khan government's policy on the Afghan conflict.

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End of year 2021: Pakistan's net hope declines by 15% in one year.

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**43%**

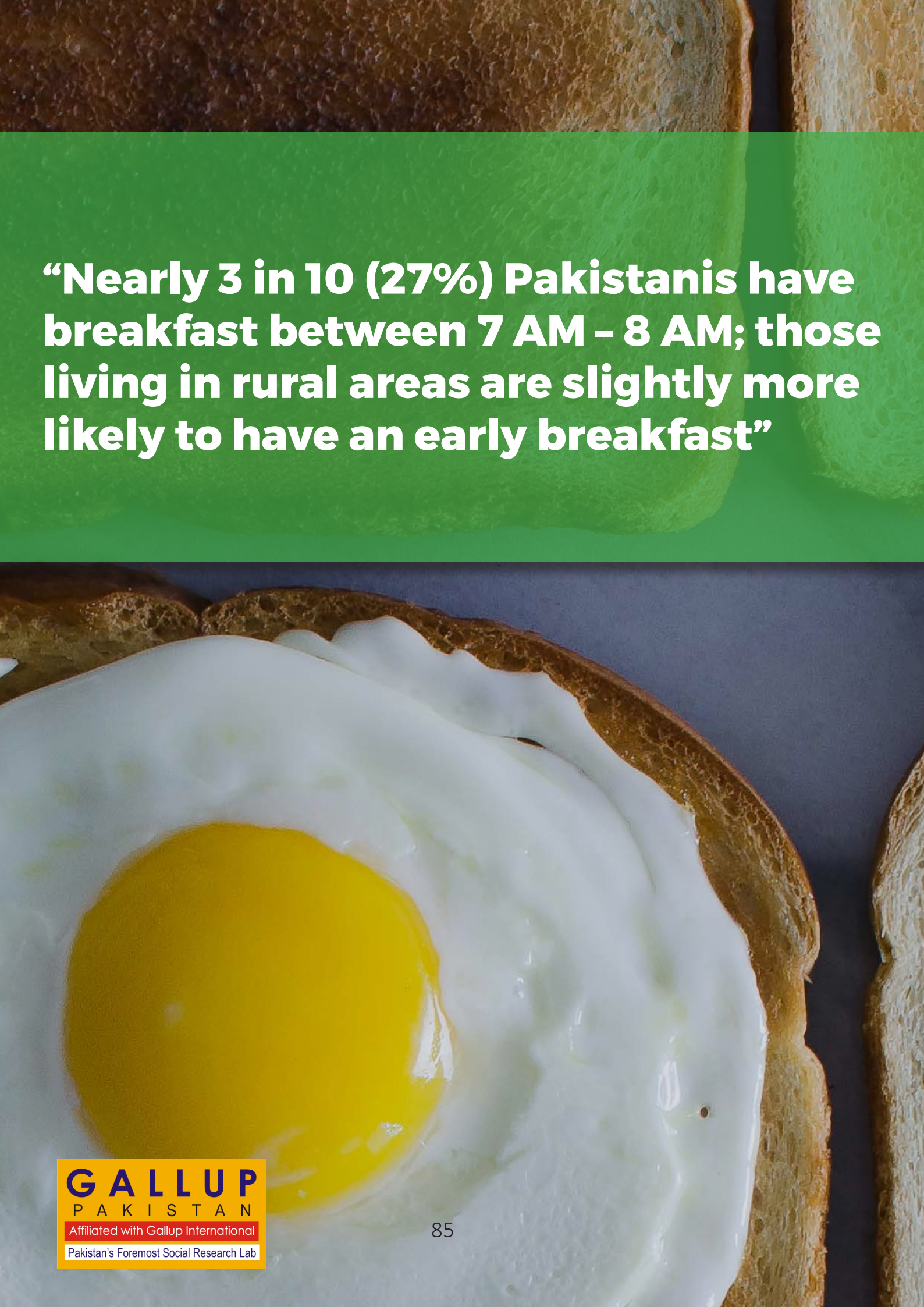
Pakistanis express hope about the coming year 2022. Net hope was observed to be poorer than the global average and below that of India.

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End of year 2021: 45% Pakistanis, slightly above the global average of 41%, think that 2022 will be a year of economic difficulty; net optimism about economic prospects decline to -5%, lowest since 2012

---

End of year 2021: Despite the pandemic and economic difficulties, 65% Pakistanis report to be happy in general with their life. Pakistan ranks above India in terms of happiness index



**“Nearly 3 in 10 (27%) Pakistanis have breakfast between 7 AM – 8 AM; those living in rural areas are slightly more likely to have an early breakfast”**

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