



Rental Market in Pakistan

Gallup Pakistan Analysis of the 7th Population
Census of Pakistan 2023



PRESS RELEASE

Gallup Pakistan Analysis of the 7th Population Census of Pakistan 2023

According to the 7th Population Census of Pakistan, approximately 7 million households, or 13.6% of total households in the country, live in rented properties – **Rental Market in Pakistan**

Islamabad, February 11th, 2025

Gallup Pakistan, as part of its Big Data Analysis initiative, is looking at the 7th Population Census of Pakistan 2023, which can be found [HERE](#).

What is the Big Data Analysis Series by Gallup?

Gallup Pakistan's Big Data series was started by Bilal I Gilani, Executive Director of Gallup Pakistan. Bilal explains the rationale of the series: *"The usual complaint from academics and policy makers is that Pakistan does not have data availability. Our experience negates that. Pakistan has lots of data, but it is not available in a usable form and not widely accessible. At Gallup we plan to bridge this gap in terms of accessibility and use of data. The Gallup Big Data series has earlier worked with data sets such as [PSLM](#), [Labour Force Survey](#), and [Economic Survey reports](#) as well as [National Census Reports](#) and [Election Commission Data sets](#). The current series is using the [7th Population Census of Pakistan 2023 dashboard](#), which provides a variety of demographic statistics. We hope that these series are useful, and we welcome both feedback as well as possible collaborations as we create a public good in the form of useful data sets in Pakistan."*

What data points this current edition covers:

This series aims to present the important learnings about the rental market in Pakistan, for policy makers, the public, as well as for marketers in an easy and understandable way. This edition looks at the 7th Population Census of Pakistan 2023. The series' main aim is to provide data. Implications of these data points for development sector as well as wider socio-political ramifications is something we would like to trigger in relevant circles.

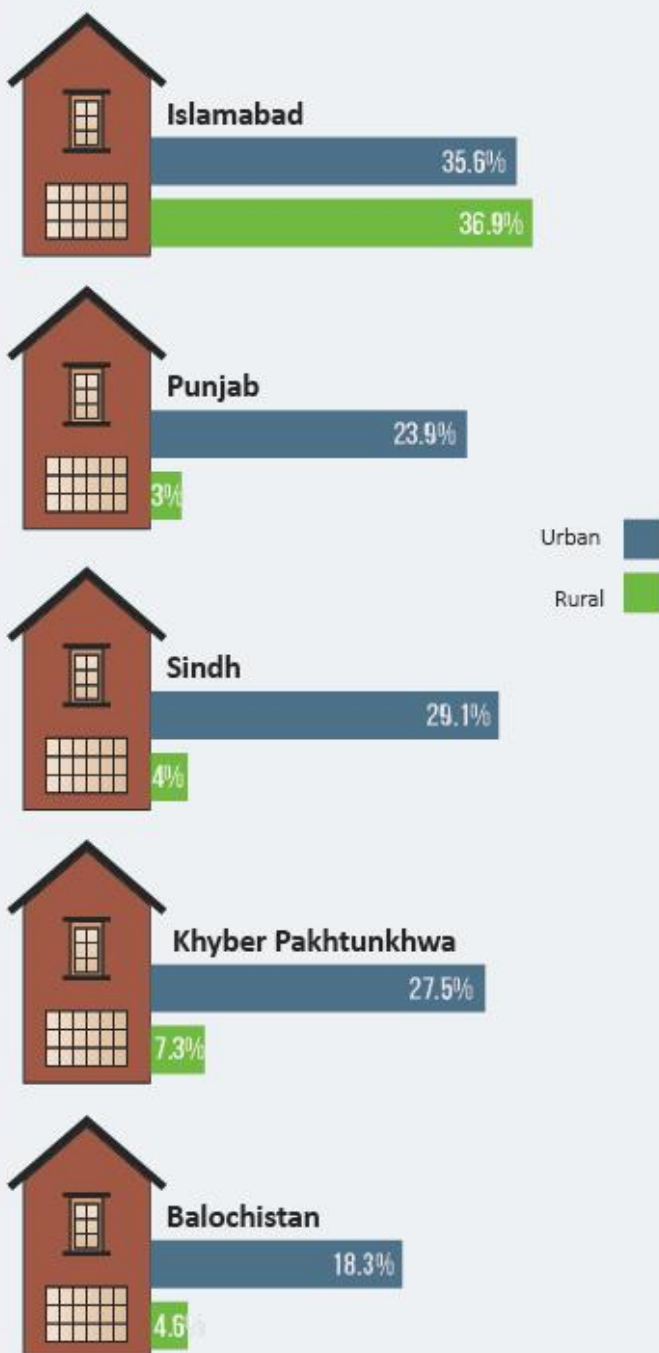
Rental Market in Pakistan

Gallup Pakistan Analysis of the 7th Population Census of Pakistan

According to the 7th Population Census of Pakistan, approximately 7 million households, or 13.6% of total households in the country, live in rented properties

Percentage of total houses reported: Rented (by region and province)

Islamabad has the highest proportion of rented houses at 35.6%, followed by urban Sindh (29.1%), Khyber Pakhtunkhwa (27.5%), Punjab (23.1%), and Balochistan (18.3%).



FOR
RENT



Percentage of total houses reported: Rented (by district and tehsil)

A district- and tehsil-wise breakdown of rented properties shows that an overwhelming majority of the top ten tehsils with the highest rental occupancy are located in Karachi.

KARACHI SOUTH	Aram Bagh	42.5%
KEMARI	Site	41.8%
KARACHI CENTRAL	North Nazimabad	41.6%
KARACHI EAST	Gulzar-e- Hijri	40.0%
KARACHI CENTRAL	Liaquatabad	39.7%
KARACHI SOUTH	Garden	39.0%
KARACHI EAST	Ferozabad	38.8%
KARACHI CENTRAL	Gulberg	38.6%
KARACHI CENTRAL	New Karachi	38.5%
PESHAWAR	Peshawar	38.2%

According to the Pakistan Social and Living Standards Measurement Survey (PSLM) 2020, migrants constituted 19.1% of Karachi East's population, 10.3% of Karachi Central, and 8.8% of Karachi South.

Source: 7th Population Census of Pakistan 2023, visualization by Gallup Pakistan



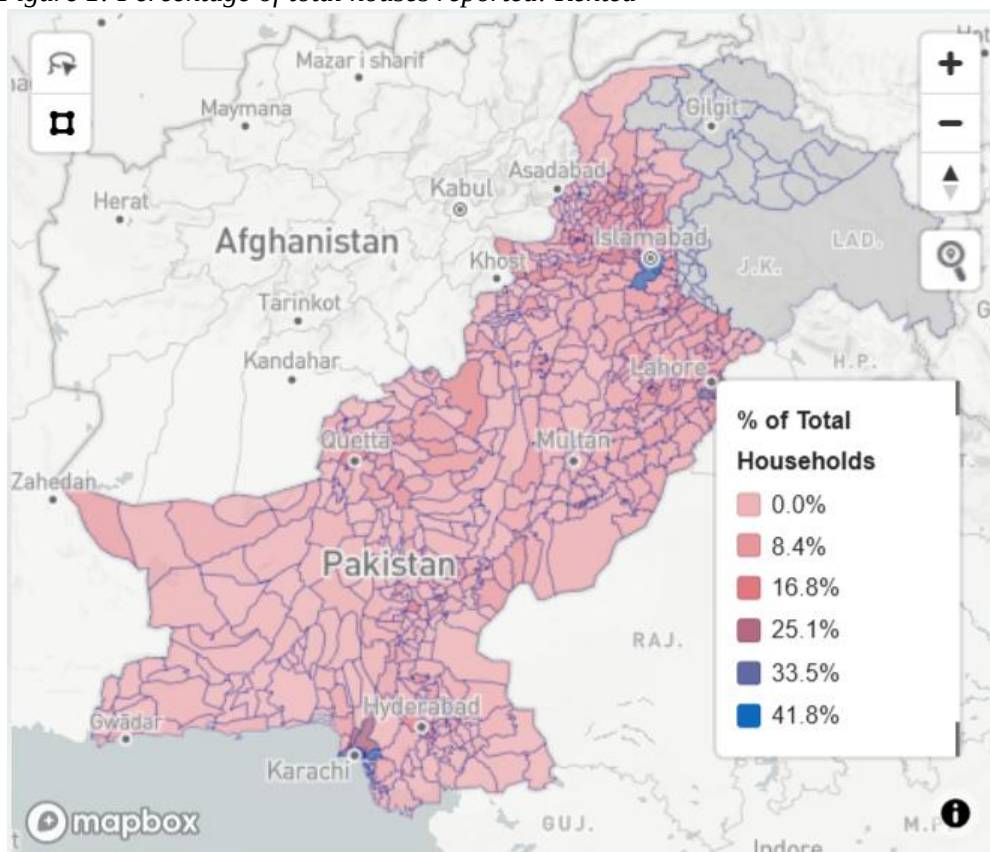
Key Findings:

1. According to the 7th Population Census of Pakistan, approximately 7 million households, or 13.6% of total households in the country, live in rented properties.
2. Islamabad has the highest proportion of rented houses at 35.6%, followed by urban regions of Sindh (29.1%), Khyber Pakhtunkhwa (27.5%), Punjab (23.1%), and Balochistan (18.3%).
3. Aram Bagh, the tehsil with the most rented properties at 42.5% or 57,123 households, is in Karachi South.
4. Karachi Central's population increased from 2,972,693 in 2017 to 3,822,325 in 2023—a 28.5% rise within six years. Similarly, Karachi East recorded a 35.7% increase, Karachi South saw a 30% increase, and even Keamari, a relatively newer district, experienced a 13% rise in population.
5. In India, approximately 30% of the population lives in rental homes, more than double Pakistan's 13.6%.
6. 2023 U.S. Census Bureau study found that 35% of households in the United States—approximately 45 million—reside in rental units.
7. The English Housing Survey (2022) reported that 35% of households in England were part of the rented sector.

According to the 7th Population Census of Pakistan, approximately 7 million households, or 13.6% of total households in the country, live in rented properties.

When mapped out, the general spread of rented properties averages under 15% for most of the country, with notable exceptions in northern Punjab and parts of southern Sindh, where the figure exceeds 30%.

Figure 1: Percentage of total houses reported: Rented

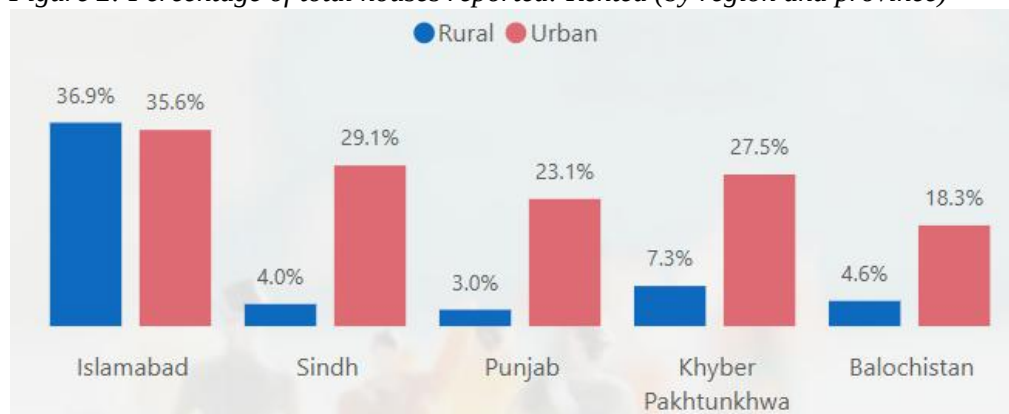


Source: 7th Population Census of Pakistan 2023, visualization by Gallup Pakistan
<https://galluppakistandigitalanalytics.com/>

A regional and provincial breakdown of rented properties reveals that urban settlements far outnumber rural areas in terms of the rental market. **Islamabad has the highest proportion of rented houses at 35.6%, followed by urban Sindh (29.1%), Khyber Pakhtunkhwa (27.5%), Punjab (23.1%), and Balochistan (18.3%).** In rural areas, Khyber Pakhtunkhwa leads with 7.3% of households living in rented properties.

This stark difference between urban and rural regions can be attributed to the nature of renting – rental agreements in rural areas are often informal and unrecorded. Many people in these regions prefer living in large communal ancestral homes or lease land on a tenancy basis, arrangements that are difficult to account for in national statistics. Additionally, with increased migration to urban centers over the past few decades, the rental market has expanded significantly, particularly in cities offering employment and educational opportunities.

Figure 2: Percentage of total houses reported: Rented (by region and province)



Source: 7th Population Census of Pakistan 2023, visualization by Gallup Pakistan
<https://galluppakistandigitalanalytics.com/>

A district- and tehsil-wise breakdown of rented properties shows that an overwhelming majority of the top ten tehsils with the highest rental occupancy are located in Karachi. For instance, **Aram Bagh**, the tehsil with the most rented properties at 42.5% or 57,123 households, is in Karachi South. It is followed by Site in Keamari (41.8%), North Nazimabad in Karachi North (41.6%), Liaquatabad (39.7%), and Ferozabad (38.8%) in Karachi East, with Gulberg (38.6%) and New Karachi (38.5%) in Karachi Central. The only non-Sindh tehsil in the top ten is Peshawar, where 38.2% of the total households reported living in rented units.

Figure 3: Percentage of total houses reported: Rented (by district and tehsil)

District	Tehsil	Households Reporting	% of Total Households
Karachi South	Aram Bagh	57,123	42.5%
Keamari	Site	27,286	41.8%
Karachi Central	North Nazimabad	64,389	41.6%
Karachi East	Gulzar-E-Hijri	159,424	40.0%
Karachi Central	Liaquatabad	38,789	39.7%
Karachi South	Garden	105,321	39.0%
Karachi East	Ferozabad	140,232	38.8%
Karachi Central	Gulberg	41,261	38.6%
Karachi Central	New Karachi	75,764	38.5%
Peshawar	Peshawar	116,858	38.2%

Source: 7th Population Census of Pakistan 2023, visualization by Gallup Pakistan
<https://galluppakistandigitalanalytics.com/>

While the dominance of Karachi in this list may seem striking, it is in line with the city's status as Pakistan's economic hub and one of its most densely populated urban centers. With a population of 20.3 million as per the 2023 Population Census, Karachi attracts significant rural-urban and inter-provincial migration. **According to the Pakistan Social and Living Standards Measurement Survey (PSLM) 2020, migrants constituted 19.1% of Karachi East's population, 10.3% of Karachi Central, and 8.8% of Karachi South.** This continuous

influx of people has led to a steep rise in population, fueling the growth of the rental housing sector.¹

For example, Karachi Central's population increased from 2,972,693 in 2017 to 3,822,325 in 2023—a 28.5% rise within six years. Similarly, Karachi East recorded a 35.7% increase, Karachi South saw a 30% increase, and even Keamari, a relatively newer district, experienced a 13% rise in population. As migration and population density increase, demand for rental housing naturally grows, particularly in large cities where individuals and families from varying income groups seek accommodation for better employment, education, and lifestyle opportunities.

A comparative analysis of Pakistan's rental housing market with other countries highlights that the country still has a relatively low rental housing ratio. **In India, for instance, approximately 30% of the population lives in rental homes, more than double Pakistan's 13.6%.** In more developed economies, rental housing is even more prevalent. Switzerland has a rental occupancy rate of 56.6%, Hong Kong 49%, South Korea 44.8%, and Germany 48.1%².

Similarly, according to the National Multifamily Housing Council (NMHC), a **2023 U.S. Census Bureau study found that 35% of households in the United States—approximately 45 million—reside in rental units**³. The English Housing Survey (2022) reported that **35% of households in England were part of the rented sector**, with 4.6 million households in private rentals (19% of all households) and 4 million in the social rented sector (16%)⁴.

Figure 4: U.S. Households – Renters and Owners



Source: 2023 American Community Survey, 1-Year Estimates, US Census Bureau, Table B25003 & Table B25008. Updated 10/2024.

¹ https://www.pbs.gov.pk/sites/default/files//pslm/publications/pslm_district_2019-20/tables/6.1.pdf

² <https://www.dailypioneer.com/2022/sunday-edition/india--the-rental-housing-landscape.html>

³ <https://www.nmhc.org/research-insight/quick-facts-figures/quick-facts-resident-demographics/renters-and-owners/>

⁴ <https://www.gov.uk/government/statistics/english-housing-survey-2022-to-2023-rented-sectors/english-housing-survey-2022-to-2023-rented-sectors>

These comparisons indicate that Pakistan's rental market has considerable room for expansion, especially as urbanization and migration trends continue to reshape housing demand. Policymakers and urban planners must take these trends into account when designing housing strategies, ensuring that adequate, affordable rental options are available to accommodate growing urban populations. This could include reforms in rental regulations, incentives for developers to build rental properties, and improvements in rental data collection to better reflect informal arrangements, particularly in rural areas.

In conclusion, while Pakistan's rental housing sector is expanding, particularly in major urban centers like Karachi, it remains relatively underdeveloped compared to other countries. Urbanization, migration, and economic opportunities are key drivers of rental demand, necessitating a more structured approach to housing policy. Strengthening rental markets through better regulation, infrastructure development, and housing initiatives will be essential in meeting the evolving needs of Pakistan's growing urban population.

Wish to Contribute to Gallup Big Data Analysis?

Gallup Pakistan is looking for collaboration with researchers to expand the Big Data Analysis project. If you have any ideas, please write to Bilal I Gilani, Project Director, Big Data Analysis at Gallup Pakistan.

Wish to know more about the 7th Population Census of Pakistan 2023?

The Gallup Pakistan 7th Population Census of Pakistan 2023 Dashboard presents an in-depth district and tehsil level analysis of demographic and housing data, covering key factors such as population distribution, age breakdowns, urbanization trends, household structures, literacy and living conditions across various regions.

You can find more information on the 7th Population Census of Pakistan at:

<https://www.galluppakistanandigitalanalytics.com/>

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. For details on Gallup International Association see website: www.gallup-international.com

Disclaimer: The views and inferences expressed in the article are that of the author himself and Gallup Pakistan does not take any responsibility in this regard. This series, and many such initiatives, are internally funded by Gallup Pakistan and Gilani Research Foundation. No outside country or local funding has been received for this current activity.



Disclaimer: Gallup International Association or its members are not related to Gallup Inc., headquartered in Washington D.C. which is no longer a member of Gallup International Association. Gallup International Association does not accept responsibility for opinion polling other than its own. We require that our surveys be credited fully as Gallup International (not Gallup or Gallup Poll).

Contact Details:

Islamabad: +92 51 2655630

Email: isb@gallup.com.pk

www.gallup.com.pk