

(2005-2024): 6% decrease in the proportion of Pakistanis who believe there has been an increase in help and support for the poor in public
Gallup & Gilani Pakistan Survey)

Question: "In your opinion, has the habit of helping and supporting poor in public increased, decreased or has there been no difference"?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll

History Poll

Social

(2005-2024): 6% decrease in the proportion of Pakistanis who believe there has been an increase in help and support for the poor in public (Gallup & Gilani Pakistan Survey)

(Islamabad) 12th February, 2025

The Gallup & Gilani Pakistan survey revealed a change in perceptions on helping and supporting the poor in public over the years, with 22% of respondents in 2024 indicating that it has increased, compared to higher percentages in previous years. For over two decades, nationally representative samples of adults have been asked the following question: “In your opinion, has the habit of helping and supporting the poor in public increased, decreased, or has there been no difference?” The results show a noticeable decrease in the perception of support for the poor in public over time.

Comparative Picture: In 2024, 22% perceived an increase, 35% a decrease, and 41% saw no change.

Trend Analysis: In 2005, 28% of respondents said there was an increase, 40% noted a decrease, and 33% saw no change. By 2009, perceptions shifted significantly: only 16% saw an increase, 55% noted a decrease, and 28% saw no change. This trend continued in 2011 and 2012, with more people perceiving a decrease (47% in 2011, 55% in 2012), while the perception of an increase remained low. In 2017, there was a slight shift: 31% saw an increase, 38% a decrease, and 31% saw no change. By 2018, perceptions of an increase rose to 37%, while 27% saw a decrease and 33% felt there was no change.

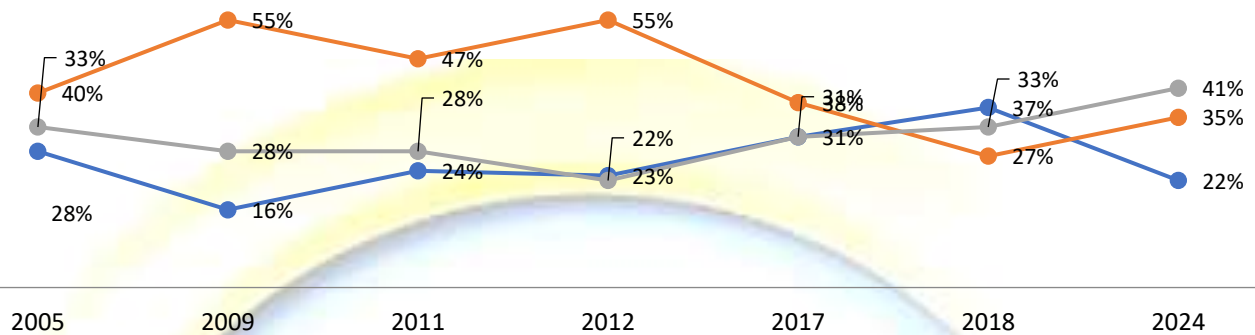
These shifts show a fluctuating trend, with perceptions moving from a higher sense of public support to a decrease, reflecting a decline in helping and supporting the poor over time.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.



Question: “In your opinion, has the habit of helping and supporting poor in public increased, decreased or has there been no difference?”

— Increased — Decreased — No Change



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 821 men and women in urban and rural areas of all four provinces of the country, conducted from 6th August - 9th September 2024. 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).



Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is the Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about the Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

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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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History Poll
2025



of Gallup Pakistan
(1980-2025)