

GALLUP
PAKISTAN

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Pakistan's Foremost Social Research Lab

EDITION 15

GALLUP PAKISTAN

MONTHLY ROUND-UP

01/2025

JANUARY

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EDITOR'S NOTE

Dear Readers,

January 2025 has been another busy month for Gallup Pakistan, and we're excited to share our latest updates and insights with you.

We released 22 daily polls covering Politics, Social Behavior, Consumer Behavior, and Demographics. These polls were based on responses from a nationally representative sample across Pakistan, providing a broad view of public opinion. We also released 1 history poll on perceptions of bravery, revealing a shift in how people associate bravery with gender.

The 61st edition of the FinDev cyber letter highlighted how Pakistan is advancing financial inclusion and digital banking through strategic partnerships and innovative initiatives.

Two reports covering key insights were released in January as part of the Big Data Analysis series. The first report revealed the types of housing in Pakistan, based on the 7th Population Census of Pakistan 2023. The second report highlighted the death rate from smoking, based on the Global Burden of Disease 2024.

Three dashboards were released and updated on the Gallup Pakistan Digital Analytics website. The Household Income Dashboard provides detailed insights into income trends and regional disparities across Pakistan, offering a comprehensive view of financial well-being in the country. The Business Confidence Index Dashboard tracks the business community's outlook on the current and future state of the economy, offering valuable insights into business sentiments and economic expectations. The Canada Global Visa Issuance Dashboard monitors the latest trends in Canada's visa issuance, providing a thorough analysis of global migration patterns and immigration statistics to Canada.

Executive Director Bilal I. Gilani's article, "How 2000-2025 Shaped Pakistan," was published in The News International, analyzing the country's political, social, and economic evolution over the past 25 years, highlighting both growth and challenges.

In the month of January, Gallup Pakistan surveys were featured across major news outlets. Arab News highlighted Pakistan's high smoking-related death rate, Nawa-i-Waqt discussed men making most household purchases, and Geo News covered perfume usage and divorce trends. ARY News focused on public opinion regarding government-PTI talks.

Thank you for your continued interest in our work. We look forward to keeping you informed with our latest findings and analyses.

Best regards,

Ayesha Sarfraz
Research Executive
Gallup Pakistan

JANUARY RELEASES

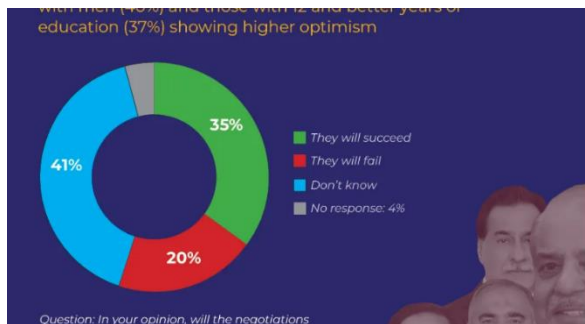
In January 2025, Gallup Pakistan released:

22

DAILY POLLS

Across the themes of Politics, Social Behavior, Consumer, and Demographics. Responses were recorded from a nationally representative sample across Pakistan.

[Access here.](#)

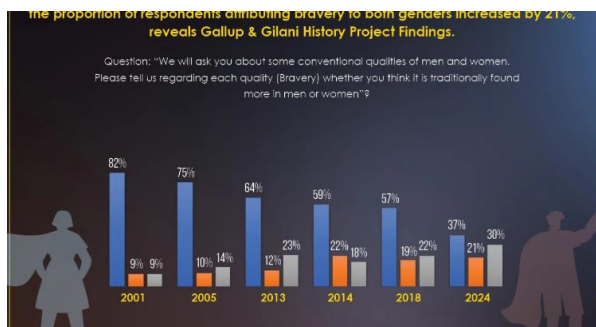


1

HISTORY POLLS

This month's history poll examined evolving perceptions of bravery, revealing a shift in how people associate bravery with gender.

[Access here.](#)



FINDEV CYBERLETTER: 61st Edition

The FinDev cyber-letter highlighted how Pakistan is advancing financial inclusion and digital banking through strategic partnerships and innovative initiatives.

[Access here.](#)

Findev Cyberletter

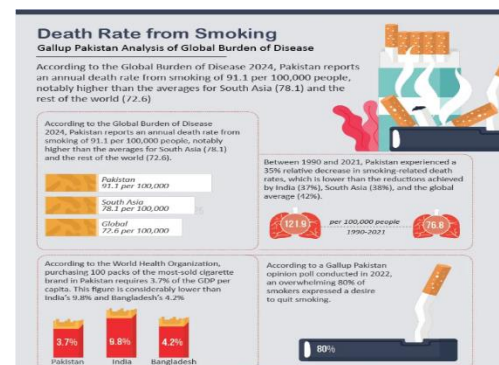
61ST ADDITION

Compiled and designed by Ayesha Sarfraz, Research Executive at Gallup Pakistan

2

BIG DATA ANALYSIS PRESS RELEASES

- Housing Type in Pakistan. Using the 7th Population Census of Pakistan 2023 ([Access here](#))
- Death Rate from Smoking, using Global Burden of Disease 2024 ([Access here](#))



JANUARY RELEASES

3

NEW & UPDATED DASHBOARD LAUNCHED

- Household Income in Pakistan ([Access here](#))
- Business Confidence Index ([Access here](#))
- Canada Global Visa Issuance Analysis ([Access here](#))



FLIGHT DASHBOARD

Gallup Pakistan released one update for monthly trends observed in January 2025

using Civil Aviation Authority (CAA) data. ([Access here](#))



GALLUP IN PRESS AND WEB

Executive Director Bilal I. Gilani's Article on "How 2000-2025 Shaped Pakistan" Published in The News International

Executive Director, Bilal I. Gilani, recently authored an insightful article, "*How 2000-2025 Shaped Pakistan*," reflecting on the significant political, social, and economic changes in Pakistan over the past 25 years. The piece discusses the nation's progress in education and economic growth, alongside the challenges posed by geopolitical instability and political discontent.

Read the full article [here](#)



Gallup Survey Featured on Geo News: "One in Five Pakistanis Reveal a Divorce in Their Family or Among Acquaintances"

A recent Gallup Pakistan survey was featured on Geo News, shedding light on the prevalence of divorce within Pakistani families and acquaintances.

The survey reveals that one in five Pakistanis have experienced a divorce within their family or among those they know. The report highlights that 20% of Pakistanis reported a divorce among acquaintances in the last six months, while 77% said no such event occurred in their circles.

Read full report [here](#)

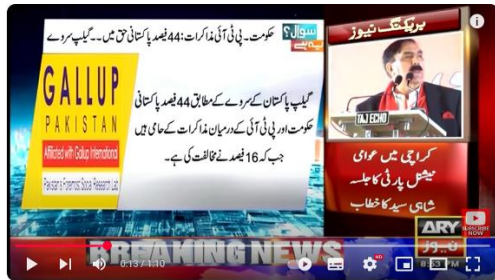


Gallup Survey Discussed on ARY News: "Government PTI Talks – How Much Do Pakistanis Support It?"

A recent Gallup Survey was featured on ARY News, discussing public opinion on the ongoing talks between the government and PTI. The survey report reveals insights into how Pakistanis view the political dialogue, with varying levels of support across different demographics. The conversation highlights the challenges and opportunities these talks present for Pakistan's political stability, reflecting the public's desire for resolution and progress in the country's governance.

Watch the full Discussion [here](#)

GALLUP IN PRESS AND WEB



Government PTI Talks: How Much Do Pakistanis Support It? Gallup Survey Report

ARY News 14.4M subscribers

Another Survey Featured on Geo News: "32% of Pakistanis Regularly Use Perfume".

According to the survey, 32% of Pakistanis use perfume regularly, while 68% apply it occasionally. The survey results also indicated that perfume usage is particularly prevalent among young people and those with higher levels of education. Among individuals with an education level of FA or higher, 55% reported using perfume regularly.

Read full report [here](#)



Gallup Analysis Featured on Arab News: "Pakistan's Smoking-Related Death Rate Significantly Exceeds Global and South Asian Averages"

A recent Gallup Pakistan analysis, based on the Global Burden of Disease 2024 report, was featured on Arab News, revealing that Pakistan's smoking-related death rate of 91.1 per 100,000 people exceeds both the South Asian (78.1) and global (72.6) averages.

Read full report [here](#)

ARAB NEWS PAKISTAN SAUDI ARABIA MIDDLE EAST WORLD BUSINESS OPINION

Pakistan smoking-related deaths surpass South Asia, global averages — survey



Another Gallup Survey Featured on Nawa-i-Waqt: "Majority of Pakistanis Believe Men Make Most Household Purchases"

Read full report [here](#)

فمنہر سمیت گھر کی تمام بڑی اشیاء مرد خریدتے ہیں، سروے



FAQs

The Point of Decision

Even when you understand how sampling works, it can be difficult to accept that your opinion can be expressed in a poll in which you weren't personally included. How can they say it represents me, you ask when they didn't talk to me?

The answer is that it's important to differentiate between the opinions we hold and the way we've arrived at them. We come to our opinions by completely personal and idiosyncratic routes - where and how we were raised, our faiths, our family and friends, our education and knowledge, and more. Polls do not capture this information. However, all these personal paths converge in one place - the point of decision. In an election, for example, we can vote for Candidate A, vote for Candidate B, or not vote. There are no other options. And it's here, at the point of decision, that opinion can be accurately sampled, tabulated, and reported in an opinion poll.

Why Conduct Polls?

Public opinion is an integral part of the news we cover: It informs and influences political debate, the state of the economy, social trends, and more. Simply put, we report what people think, along with what they do, because it is important.

KNOW YOUR PAKISTAN

1. Pakistan is home to one of the world's oldest known sports: Polo. Polo was introduced to the region over 2,000 years ago, and the country still hosts some of the most prestigious polo tournaments, like the Shandur Polo Festival, held at the world's highest polo ground. *Source: Shandur Polo Festival, 2023*
2. Pakistan's cricket team holds a unique record for the most consecutive wins in the ICC Champions Trophy. Pakistan won the 2017 ICC Champions Trophy, defeating India in the final in a historic match, marking one of their greatest cricketing moments. *Source: International Cricket Council (ICC), 2023*
3. The world's fastest man, Usain Bolt, once ran in Pakistan. In 2015, Bolt visited Pakistan for a special charity event in Lahore, setting the stage for greater international attention on Pakistan's emerging sports culture. *Source: Usain Bolt Foundation, 2023*
4. Karachi is home to one of the world's largest football stadiums. The National Stadium in Karachi can accommodate over 34,000 spectators, and it has hosted numerous international cricket and football events. *Source: Pakistan Sports Board, 2023*
5. Wrestling is a traditional sport deeply rooted in Pakistan's culture. Known as kushti, traditional wrestling matches are held at various festivals and events, and Pakistani wrestlers have been dominant in the sport, winning medals in international competitions. *Source: Pakistan Wrestling Federation, 2023*

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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