

GALLUP
PAKISTAN

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

EDITION 16

GALLUP PAKISTAN

MONTHLY ROUND-UP

03/2025

MARCH

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EDITOR'S NOTE

Dear Readers,

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

We released 20 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 weekend read on the intersection of education and the middle class in Pakistan.

The 62nd 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 as part of the Big Data Analysis series. The first report explored disability in Pakistan, based on the 7th Population Census of Pakistan 2023. The second report examined migration patterns, using data from the Bureau of Emigration and Overseas Employment.

Three dashboards were released and updated on the Gallup Pakistan Digital Analytics website. The Commodity Prices - Inflation Dashboard offers insights into inflation trends by tracking changes in commodity prices across Pakistan. The US Visa Issuance Statistics Dashboard highlights shifts in US visa approvals, reflecting global mobility and immigration trends. The Flight Dashboard, updated with Civil Aviation Authority (CAA) data, provides an overview of flight activity and air travel patterns in and out of Pakistan.

Founder and Chairperson Dr. Ijaz Gilani's article, "*Assessment and Resolution of the Political Crisis*," was published in *The Daily Jang*, identifying strained institutions, weak party democracy, and flawed electoral laws as key issues. Executive Director Bilal Gilani was also prominently featured in a *Nukta Pakistan* segment, discussing rising business confidence, political uncertainty, and youth loyalty to PTL.

In the month of March, Gallup Pakistan's recent surveys received wide media attention. *Samaa News* and *Urdu Point* reported a 3.1% national disability rate. *HUM News*, *AIK News*, and *Womanistan* covered divorce perceptions, with 72% saying women face greater stigma. Other reports explored public views on bravery (*NativeMedia*), patriotism (*SUNO NEWS*), and trade with India (*XINHUA News*).

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

Best regards,

Aisha Aamir
Research Executive
Gallup Pakistan

MARCH RELEASES

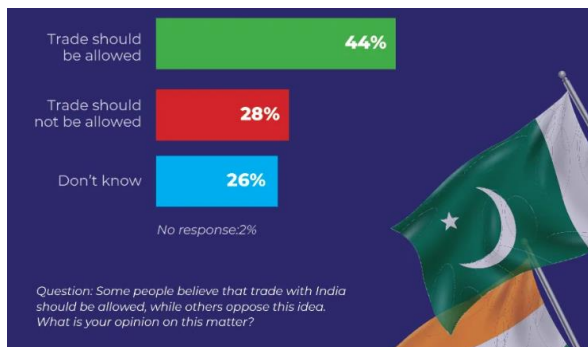
In March 2025, Gallup Pakistan released:

20

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

WEEKEND READ

This month's weekend read examined education and the middle class in Pakistan, revealing the role of economic structures in supporting educational aspirations.

[Access here.](#)



FINDEV CYBERLETTER: 62nd 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

62nd Edition

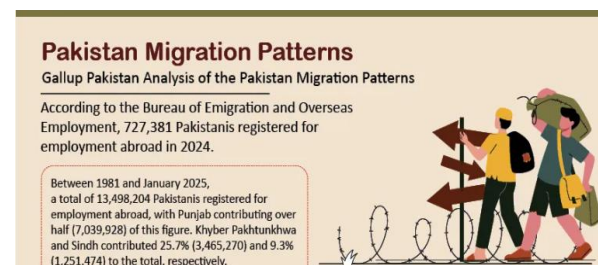
Compiled and designed by Muhammad Azeem,
Research Executive at Gallup Pakistan



2

BIG DATA ANALYSIS PRESS RELEASES

- Disability in Pakistan, using the 7th Population Census of Pakistan 2023 ([Access here](#))
- Pakistan Migration Patterns, using Bureau of Emigration and Overseas Employment ([Access here](#))



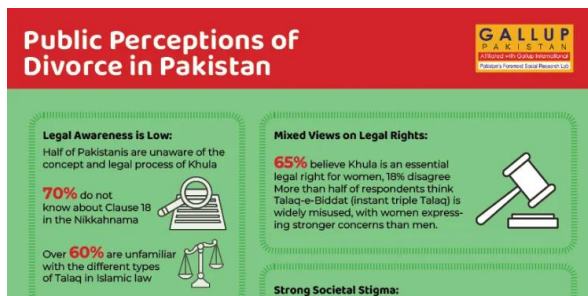
MARCH RELEASES

1

PUBLIC PULSE REPORT

This month's Public Pulse report explored the Pakistani public's awareness of the concept of divorce—specifically Khula, Talaq—and the stigma surrounding them.

[Access here.](#)



2

NEW & UPDATED DASHBOARD LAUNCHED

- Commodity Prices - Inflation Dashboard ([Access here](#))
- US Visa Insurance Statistics ([Access here](#))



1

GALLUP INTERNATIONAL ASSOCIATION EOY SURVEY

The GIA EOY Survey 2024 on Perceptions of about democracy and fairness of elections found that in most high-income Western countries, people feel they are not governed by the will of the people, with Scandinavia and Switzerland being key exceptions.

[Access here.](#)



FLIGHT DASHBOARD

Gallup Pakistan updated the latest data for the Flight Monitor using Civil Aviation Authority (CAA) data. ([Access here](#))



GALLUP IN PRESS AND WEB

Dr. Ijaz Gilani's Article on "Assessment and Resolution of the Political Crisis" Published in The Daily Jang

Founder and Chairperson, Dr. Ijaz Gilani, recently authored an insightful article, *"Assessment and Resolution of the Political Crisis"* where he identified three key causes of Pakistan's political crisis: strained relations between electoral and administrative institutions, weak internal democracy within political parties, and electoral laws that enable governments to form without majority support.

Read the full article [here](#)

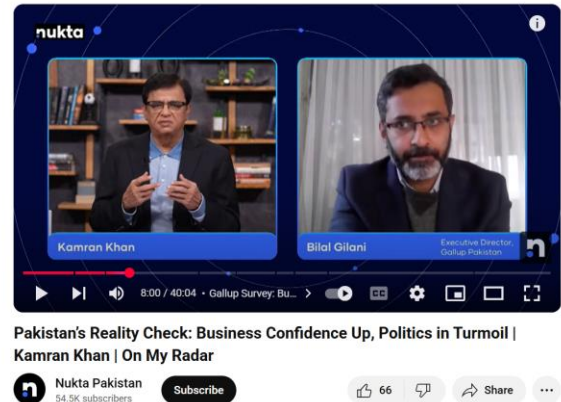


Gallup Business Confidence Survey Featured on Nukta Pakistan: Executive Director, Bilal Gilani discusses how different demographics perceive the country's future

In this episode of On My Radar, Kamran Khan sits down with Bilal Gilani, Executive Director Gallup Pakistan. They discuss Optimism vs. Uncertainty: Business confidence is rising, but political turmoil casts a long shadow; Why Pakistan's youth remain fiercely loyal to PTI and its leader and how Pakistan's

institutions are now at the center of national division.

Watch the full episode [here](#)



Gallup Survey Featured on Samaa News: "The rate of physical disability in Pakistan has reached 3.1%"

A recent Gallup Survey was featured on Samaa News, discussing a rise in physical disability rates in Pakistan, reaching 3.1% nationally. The rate is highest among the elderly and varies across provinces, with Punjab reporting the most cases.

Read the full article [here](#)



GALLUP IN PRESS AND WEB

Disability Survey Featured on Urdu Point: "Physical disability rates in Pakistan have reached 3.1%".

The survey revealed a rise in physical disability in Pakistan, reaching 3.1% nationally. Punjab reported the highest rate, while Sindh had the lowest. Disability remains most prevalent among those over 60 and least common in children under 9.

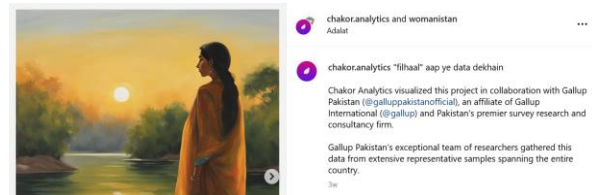
Read full article [here](#)



Gallup's Perceptions of Divorce report featured on Womanistan:

Womanistan and Chakor Analytics highlighted that Gallup's report found that a majority of both Pakistani men and women view *khula* as an essential legal right. However, men are more likely to oppose it, while women are more likely to be undecided or unaware—raising questions about public awareness of women's right to initiate divorce through the *Nikkahnama*.

Access the visualization [here](#)



HUM News: Executive Director, Bilal Gilani, discusses findings from Gallup's Public Perception of Divorce in Pakistan report

A recent Gallup Pakistan report, analyzing the perceptions of divorce, was featured on HUM News, revealing that 72% say women face greater stigma, 65% recognize khula as a right, but legal awareness remains low.

Watch the full interview [here](#)



Gallup Pakistan Survey | Legal Awareness of Divorce Rights in Pakistan | Part 6

NativeMedia features several Gallup Surveys, analyzing shifting trends in the perceptions of bravery in Pakistan and more

NativeMedia analyzed several Gallup Pakistan surveys, amongst which they highlighted how easily Pakistanis get provoked. Around half of the population admitted to being short-tempered, with many saying their anger depends on the situation—often tied to personal, cultural, or ideological sensitivities.

Watch the full video [here](#)



GALLUP IN PRESS AND WEB

Gallup Survey featured on SUNO NEWS

SUNO NEWS reported surprising findings from Gallup Pakistan's survey, "86% of Pakistanis say they are willing to fight for their country—one of the highest rates globally, well above the 52% global average."

Watch the full video [here](#)



Gallup Survey featured on XINHUA News

Xinhua News reports findings from Gallup's survey, emphasizing that according to a Gallup & Gilani Pakistan survey, 44% of Pakistanis support trade with India, 28% oppose it, and 26% are unsure. Only 2% did not respond. Formal trade has been suspended since 2019, though some indirect trade continues.

Read the full article [here](#)



Executive Director, Bilal Gilani, analyzed perceptions of divorce in Pakistan with AIK News

Bilal Gilani reflects on findings from Gallup's latest public pulse report, highlighting, "The stigma surrounding divorce remains deeply entrenched, with 72% believing women face greater judgment than men when seeking Khula, and 63% stating that a woman's reputation is negatively affected by divorce."



FAQs

Say Cheese

Naturally, polls have their limits. They are quantitative rather than qualitative - good at finding out what people think, but only suggestive of why. That's where thoughtful, sensible data analysis comes into play. Polls are also, as is often said, "a snapshot in time." But that phrase too often is used to portray public opinion as flighty and mercurial, bouncing along aimlessly with no thought or reason behind it. That's clearly not the case. When we track public opinion over time, we find that in fact it's usually very stable - supported by evidence, experience and common sense and changing only when relevant information warrants it. Public opinion confounds conventional wisdom at least as often as it confirms it. That's why it's so unwise to seek it through the filter of pundits, spinmeisters, intuition or a self-selected sample. If we truly want to know what people think, there's one tested and proven way to find out: Assemble a random sample of Americans, call them up - and ask

Nobody I Know Says That

People tend to live in relatively homogenous areas and associate in relatively homogenous groups. We tend to share our opinions with like-minded friends and acquaintances. So it shouldn't be surprising if sometimes a poll's result is different from what you and most of the people you talk to think. Your "sample" isn't a national one, and more important, it isn't random. Remember, too, that a national poll is representative of the entire adult population of the country. If "only" 40 percent of Pakistanis support a position, that's still a huge number.

KNOW YOUR PAKISTAN

1. Pakistan is home to one of South Asia's largest tech incubators. Launched in 2012, Plan9 by the Punjab Information Technology Board has supported over 200 startups, helping drive a wave of tech entrepreneurship and innovation across the country.

Source: Punjab Information Technology Board, 2023

2. Pakistani engineers developed the world's first anti-terrorism drone. Named *Burraq*, this indigenous drone was designed and built by Pakistani scientists and engineers, showcasing the country's growing expertise in aerospace and defense technology.

Source: Ministry of Defence Production, Pakistan, 2023

3. A Pakistani startup developed an AI system to detect diseases in crops. Pakistani agritech startup *Pak Agri Market* created an AI-powered app that helps farmers detect crop diseases early using smartphone images, revolutionizing small-scale farming.

Source: National Incubation Center, 2023

4. Pakistan launched its first locally developed satellite in space. In 2018, Pakistan launched *PRSS-1* and *PakTES-1A*, its first indigenous Earth observation satellites, marking a major milestone in the country's space innovation journey.

Source: Pakistan Space & Upper Atmosphere Research Commission (SUPARCO), 2023

5. Pakistani innovators are building fintech solutions for financial inclusion. Startups like *Easypaisa* and *JazzCash* have transformed mobile banking in Pakistan, enabling millions—especially in rural areas—to access digital financial services.

Source: State Bank of Pakistan, 2023

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