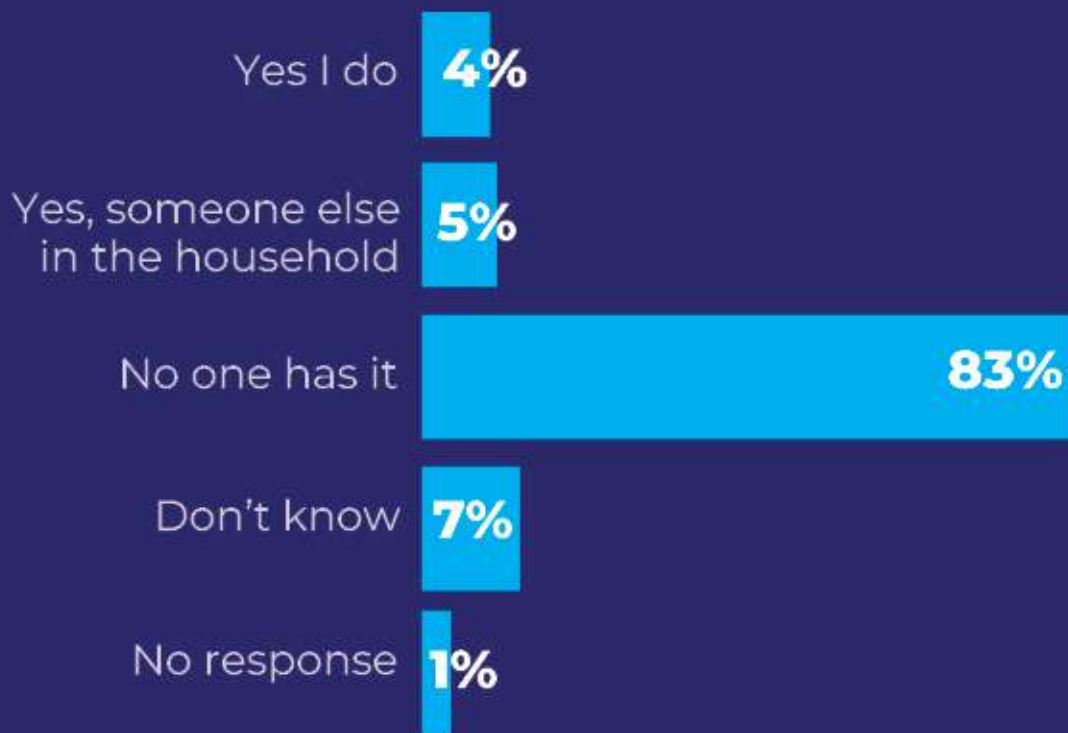


Life Insurance Coverage Remains Sparse in Pakistan: Just 9% of Pakistanis report that they or someone in their household holds a life insurance policy, while a vast majority (83%) state that no one in their household is covered.



Question: Do you or any member of your household have a life insurance policy?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Consumer/Commercial** **Banking and Consumer Finance** Insurance

Life Insurance Coverage Remains Sparse in Pakistan: Just 9% of Pakistanis report that they or someone in their household holds a life insurance policy, while a vast majority (83%) state that no one in their household is covered. (Gallup & Gilani Survey)

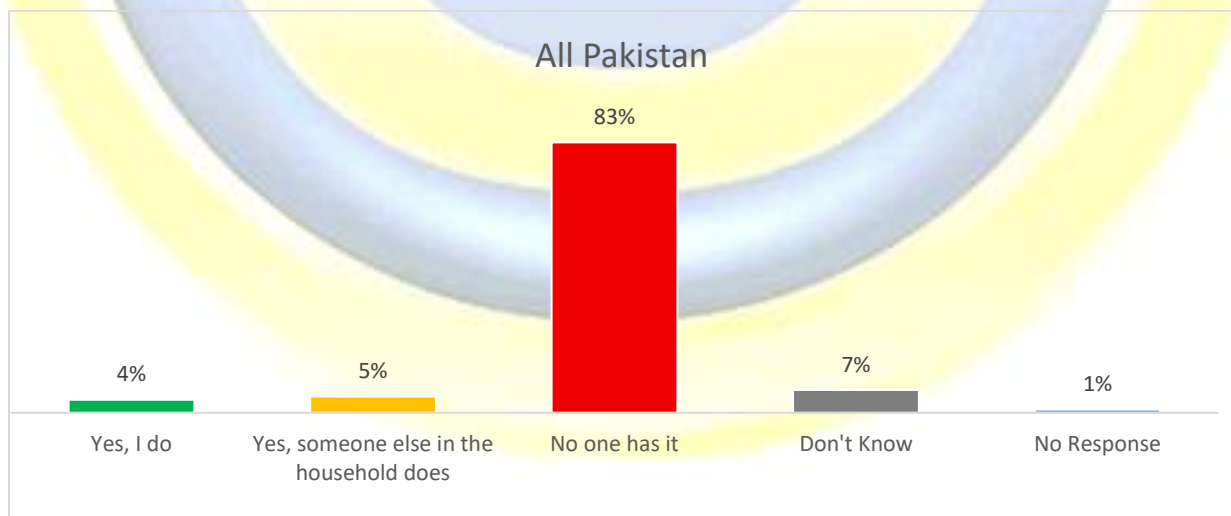
(Islamabad), 24th July 2025

According to a Gallup & Gilani Pakistan survey, only 9% of Pakistanis report that they or someone in their household has a life insurance policy, while a vast majority (83%) say no one in their household has one.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Do you or any member of your household have a life insurance policy?”***. In response to this question, 4% said ‘Yes I do’, 5% said ‘Yes, someone else in the household does’, 83% said ‘No one has it’, while 7% said ‘they don’t know’ and 1% gave no response.

These findings underscore the persistently low levels of life insurance penetration in Pakistan. Limited public awareness, accessibility challenges, and a lack of trust in insurance institutions are likely contributing to this trend. The data suggests significant room for growth and educational outreach in the life insurance sector.

Question: Do you or any member of your household have a life insurance policy?



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 779 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 22, 2025. 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).



Opinion Poll from Gallup Pakistan
*The Pakistani Affiliate of Gallup
International*



Thursday, 24th July 2025

(2 Pages, English version Only)

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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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)