

GALLUP PAKISTAN

MONTHLY ROUND-UP

09/2025

SEPTEMBER

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EDITOR'S NOTE

Dear Readers,

September 2025 was another eventful month for Gallup Pakistan, marked by new research releases, media features, and international engagements.

During the month, Gallup Pakistan released nineteen daily opinion polls covering themes such as climate and weather conditions, health, marriage, social behaviors, and education. Each poll was based on responses from a nationally representative sample across Pakistan, offering valuable insights into public sentiment on key social and policy issues.

Alongside this, a comprehensive newspaper analysis report was published, reviewing 2,057 opinion pieces from twelve leading national newspapers. The findings showed that most pieces focused on politics, culture and economy, climate, and foreign relations. Two interactive dashboards were also updated on the Gallup Pakistan Digital Analytics website, providing users with enhanced access to data and trends in public opinion and media coverage.

As part of our Big Data Analysis series, seven new reports were released, drawing from the 2024 Economic and Agricultural Census conducted by the Pakistan Bureau of Statistics. These reports explore key areas, including household economic activities, sectoral distribution of economic establishments, workforce composition, provincial distribution of economic establishments, overall economic establishment profiles, farm ownership and tenancy, and livestock distribution. Together, these analyses offer a comprehensive picture of Pakistan's evolving economic and agricultural landscape.

Gallup Pakistan's surveys and initiatives also received notable media attention during the month. *Pakistan & Counting* reported that eight in ten Pakistanis have never flown, while *Native Media* featured Gallup's survey on India-Pakistan relations, revealing divided views on conflict risks, Indian aggression, and strategies for reducing bilateral tensions. In collaboration with EnablifyAI, Gallup Pakistan also trained eighteen senior leaders from government, donor, and development sectors on the use of generative AI in research and decision-making.

On the international front, Bilal Ijaz Gilani, Executive Director, Gallup Pakistan, represented Pakistan at the 77th Annual Conference of the Gallup International Association in Bulgaria, where he shared insights on democracy, religion, technology, and the global economy. Pakistan continues its proud legacy as one of GIA's oldest and most active members, contributing to the advancement of independent polling worldwide.

We extend our sincere gratitude to our readers, partners, and collaborators for their continued interest and trust in Gallup Pakistan's work. We look forward to keeping you informed through our latest research, data releases, and analytical insights in the months ahead.

Best regards,

Shameen Hussain

Gallup Pakistan

SEPTEMBER RELEASES

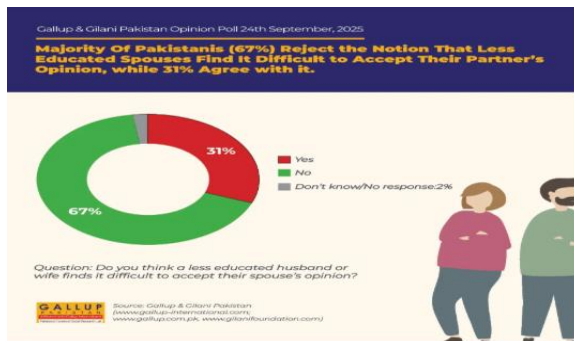
In September 2025, Gallup Pakistan released:

19

DAILY POLLS

Across the themes of Climate and Weather Conditions, Health, Marriage, social behaviors, and Education, data were collected from respondents nationwide.

[Access here.](#)



1

NEWSPAPER CONTENT ANALYSIS

In the 12 national newspapers analyzed for August 2025, covering 2,057 opinion pieces, the dominant themes revolved around Politics, Culture & Economy, Climate & Environment, and Foreign Relations.

[Access here.](#)



2

NEW & UPDATED DASHBOARD LAUNCHED

- Commodity Prices - Inflation Dashboard ([Access here](#))



FLIGHT DASHBOARD

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



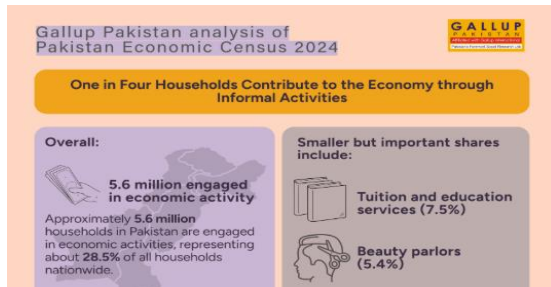
SEPTEMBER RELEASES

7

BIG DATA ANALYSIS PRESS RELEASES

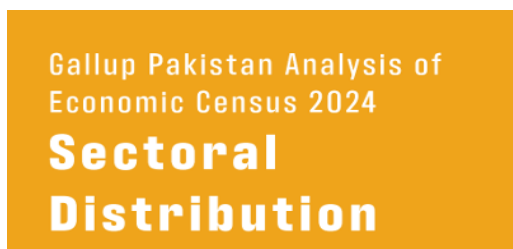
- Household Economic Activities in Pakistan, using Economic Census 2024 (PBS Data).

[Access here](#)



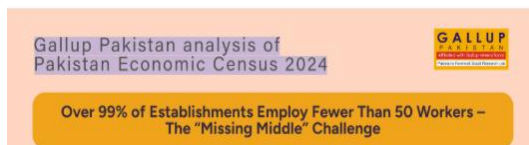
- Sectoral Distribution of Economic Establishments in Pakistan, using Economic Census 2024 (PBS Data).

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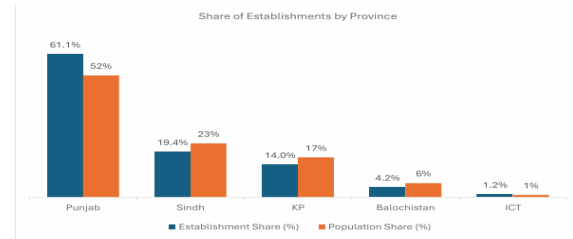
- Workforce in Establishments in Pakistan, using Economic Census 2024 (PBS Data).

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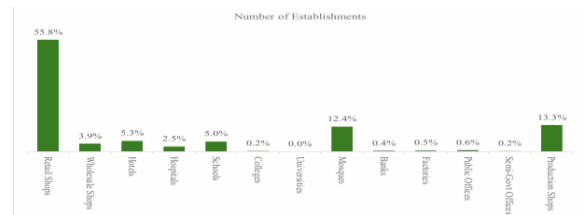
- Provincial Distribution of Economic Establishments in Pakistan, using Economic Census 2024 (PBS Data)

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- Economic Establishments in Pakistan, using Economic Census 2024 (PBS Data).

[Access here.](#)



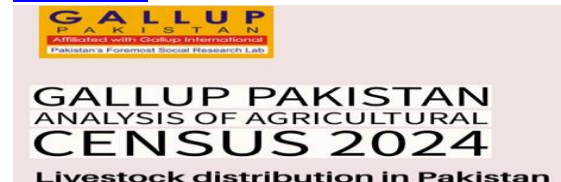
- Farm Ownership and Tenancy in Pakistan, using Agricultural Census 2024 (PBS Data).

[Access here.](#)



- Livestock Distribution in Pakistan, using Agricultural Census 2024 (PBS Data).

[Access here](#)



GALLUP IN PRESS AND WEB

Gallup Pakistan Featured on Express Tribune: "Pakistan counts 7.14 million businesses in first economic census after 23 years"

Pakistan has released its first economic census in over two decades, documenting 7.1 million establishments and geo-tagging nearly 40 million structures in a landmark digital effort. While hailed as a historic baseline, experts warn that misclassifications, exclusions of informal sectors, and the absence of gender and financial data limit its value for policymaking.

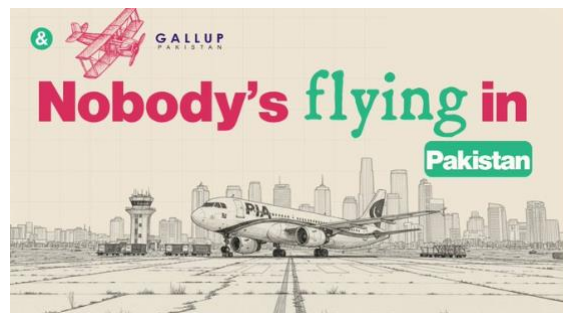
Read the full article [here](#)



Gallup Survey featured on the Stagnation of the Aviation Industry

Gallup data from "*Pakistan & Counting*" shows 8 out of 10 Pakistanis have never flown, and passenger numbers remain below 2018 levels despite infrastructure investments.

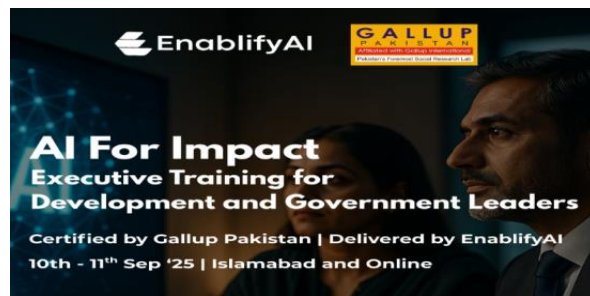
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AI for Impact: Gallup Pakistan and EnablifyAI Train Senior Leaders on Generative AI

In this two-day executive program, 18 senior leaders from government, development, and donor sectors participated in Gallup Pakistan-certified training. The sessions introduced practical AI applications for proposals, reports, HR, M&E, and citizen feedback, enabling participants to adopt new tools for effective leadership.

Read [here](#)



GALLUP IN PRESS AND WEB

Native Media features Gallup Pakistan survey on public opinion regarding India-Pakistan tensions, potential attacks, and approaches to conflict

Survey findings: The survey results reflect 40 years of Indo-Pak relations, highlighting both security concerns and support for trade and cooperation.

[Watch here.](#)



Chances of Indian Attack on Pakistan:

Public opinion is split; some see a high risk due to Modi's politics and past hostilities, while others believe nuclear deterrence and past retaliations make an attack unlikely.

[Access here](#)



Approach to Reducing Tensions: Opinions are divided; some support a compromising approach to ease tensions, while others favor a firm, aggressive stance to protect Pakistan's interests.

Watch [here](#)

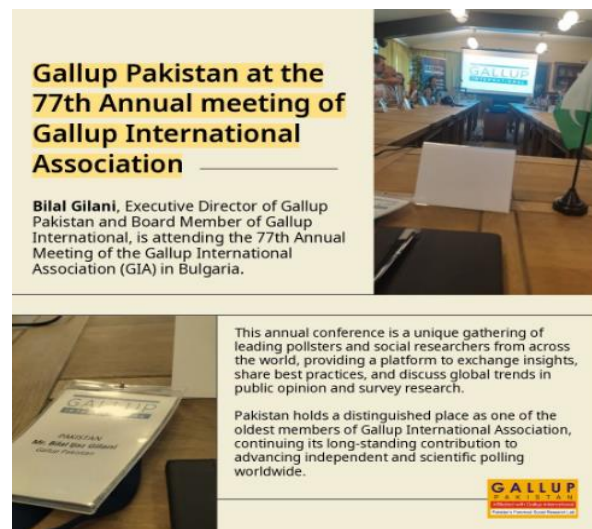


GALLUP INTERNATIONAL ASSOCIATION CONFERENCES

Gallup Pakistan Represents at the 77th Annual Meeting of Gallup International Association

Bilal Gilani, Executive Director of Gallup Pakistan, attended the 77th Annual Meeting of the Gallup International Association in Bulgaria. The event brought together leading pollsters and researchers from around the world to exchange insights and discuss emerging trends in public opinion. As one of GIA's oldest members, Pakistan continues to play a vital role in advancing independent and scientific polling globally.

[Access here.](#)



FAQs

Scroll vs. Reality

These days, it's easy to assume that whatever dominates your social media feed reflects the majority opinion. However, polls consistently show that online chatter does not always accurately reflect real life. Why? Because social media conversations are shaped by smaller, louder groups, while public opinion surveys capture a broader cross-section of everyone — those who post, those who only scroll, and those who aren't online at all. Polling helps us step outside the digital echo chamber and gain a clearer picture of what Pakistanis really think.

Why So Few Questions?

Sometimes people wonder why a survey feels short or focused on just a handful of topics. The reason is simple: high-quality polls are designed to respect respondents' time while still gathering the most essential information. Too many questions can lead to fatigue, rushed answers, or even dropouts. By keeping interviews concise, polls actually improve the reliability of the responses — ensuring that each answer reflects genuine thought, not impatience.

KNOW YOUR PAKISTAN

1. Pakistan is among the world's largest producers of cotton. Ranking in the top five globally, Pakistan's cotton industry supports millions of livelihoods and contributes significantly to the country's textile exports.

Source: Food and Agriculture Organization (FAO), 2024

2. Karachi is home to one of the busiest ports in South Asia. The Karachi Port Trust handles nearly 60% of Pakistan's international trade, making it a vital hub for the country's economy and regional connectivity.

Source: Karachi Port Trust, 2024

3. Pakistan is emerging as a hub for freelancing talent. In 2023, the country ranked among the top five globally for freelance earnings, with thousands of young professionals offering services in IT, design, and digital marketing.

Source: Payoneer Global Gig Economy Index, 2023

4. The Thar Coalfield in Sindh is one of the largest untapped coal reserves in the world. With an estimated 175 billion tons of lignite coal, it has the potential to meet Pakistan's energy needs for decades.

Source: Geological Survey of Pakistan, 2024

5. Pakistan's salt range hosts the world's second-largest salt mine. The Khewra Salt Mine, dating back to the Mughal era, produces nearly 400,000 tons of rock salt annually and attracts thousands of tourists each year.

Source: Pakistan Mineral Development Corporation, 2024

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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