

GALLUP PAKISTAN

MONTHLY ROUND-UP

10 / 2025

OCTOBER

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EDITOR'S NOTE

Dear Readers,

October 2025 was another impactful month for Gallup Pakistan, marked by new research releases, deeper data insights, and strong media engagement across the country.

This month, we published a series of daily opinion polls on key national issues — Climate Change and Flood Risks, Health and Hospital Services, Migration and Brain Drain, Infrastructure, and Development Priorities. Each poll reflects the voices of a nationally representative sample, offering timely evidence on what Pakistanis think and experience in their daily lives. We also released an in-depth newspaper analysis reviewing 1,855 opinion columns and editorials from 12 major national newspapers. The findings highlight dominant national conversations around Climate & Environment, Economy, Foreign Relations, and Culture & Tourism. Two interactive dashboards on our Digital Analytics platform were updated as well, enabling readers to explore emerging trends in public opinion and media content more easily. As part of our Big Data Analysis series, four new reports were launched based on Punjab's health data for FY 2023–24. These cover disease burden, maternal and child health, family planning, and hospital services. The reports reveal a double burden of disease, rising non-communicable conditions, improvements in antenatal and institutional care, persistent gaps in family planning, and stark geographic disparities in health outcomes.

Gallup Pakistan's work continued to receive significant coverage across print, digital, and broadcast media. Outlets such as Pakistan & Counting, The News, Jang, Context with Aasiya Riaz, Nukta Pakistan, and Native Media featured our findings on retail employment, flood recovery, youth perceptions, and political divides. Executive Director Bilal Gilani contributed insights across these platforms, helping contextualize the data within broader national debates.

We also advanced evidence-based development by fielding the World Bank Group's FY 2025 Country Opinion Survey in Pakistan, collecting confidential stakeholder feedback on WBG's effectiveness and priorities. Additionally, the Gallup Pakistan Summer Internship Report 2025 authored by intern Muhammad Ali Ozain presented a deep dive into public perceptions of Pakistan's taxation system, highlighting concerns around fairness, compliance, and trust.

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.

OCTOBER RELEASES

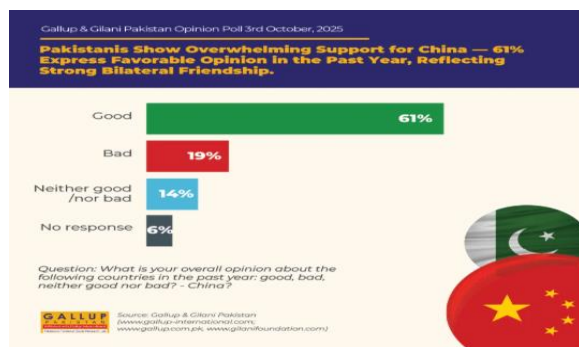
In October 2025, Gallup Pakistan released:

16

DAILY POLLS

Across the themes of Climate Change and Flood Risks, Health and Hospital Services, Migration and Brain Drain, Infrastructure, and Development Priorities, data were collected from respondents nationwide.

[Access here.](#)



1

NEWSPAPER CONTENT ANALYSIS

In the 12 national newspapers analyzed for September 2025, covering 1,855 opinion columns and editorials, the dominant themes revolved around Climate & Environment, Economy, Foreign Relations, and Culture & Tourism.

[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](#))



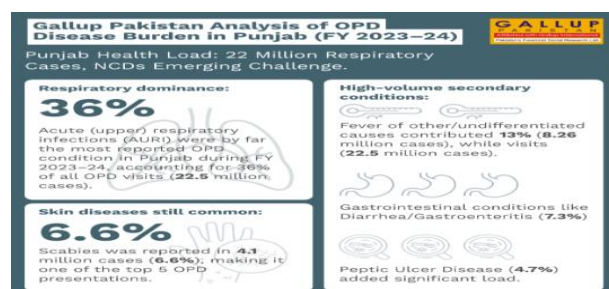
OCTOBER RELEASES

4

BIG DATA ANALYSIS PRESS RELEASES

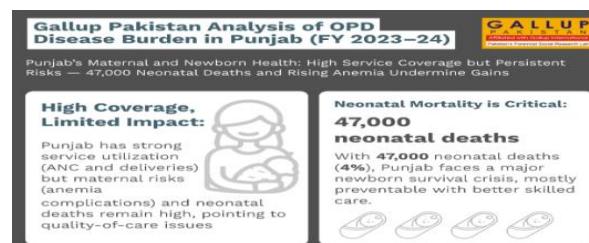
- Gallup Pakistan's analysis of Punjab's OPD data for FY 2023–24 shows a double burden of disease. Acute respiratory infections led with 22.5 million cases (36%), followed by fever, gastrointestinal, and skin conditions. Rising non-communicable diseases and persistent outbreaks like cholera, dengue, measles, and malaria highlight ongoing public health challenges.

[Access here](#)



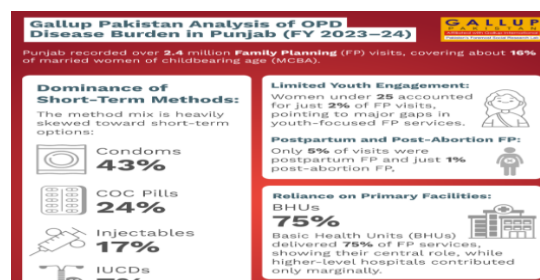
- Gallup Pakistan's analysis of Punjab's maternal and child health for FY 2023–24 shows improvements in antenatal anemia (16%) and a slight rise in institutional deliveries (1.31m), while neonatal deaths remain high (47,033). Low birth weight is underreported, highlighting the need for better monitoring and quality of care.

[Access here.](#)



- Gallup Pakistan's FY 2023–24 analysis of family planning in Punjab shows over 2.4 million visits, with short-term methods like condoms and injectables dominating. Uptake of long-term options, youth engagement, and postpartum/post-abortion FP remains low, highlighting gaps in equitable access and outreach.

[Access here.](#)



- Gallup Pakistan's FY 2023–24 analysis of hospital services in Punjab shows over 6 million admissions, with teaching hospitals bearing the heaviest burden and highest mortality (5.3%). Surgeries exceeded 1 million, bed occupancy was high at tertiary facilities, and geographic disparities in outcomes highlight ongoing challenges in critical care capacity.

[Access here.](#)

OCTOBER RELEASES

Smartphones Surpass TV as Pakistan's Top Screen

A Gallup & Gilani Pakistan survey shows smartphones (54%) now surpass TV (46%) in ownership, with online and mobile platforms overtaking cable and satellite. Younger audiences, especially Gen Z, are driving this mobile-first, on-demand media trend.

[Click here](#)



Strong Support for Saudi–Pakistan Defence Pact and Rising Trust in Military

A Gallup Pakistan survey shows overwhelming approval for the Saudi–Pakistan Defence Agreement, with 90% of Pakistanis supporting the pact. Trust in the Army has increased by 76%, and a majority believe the military can defend Saudi Arabia if required. The pact is seen to strengthen defence, enhance Pakistan's global image, and create economic opportunities.

[Access here.](#)



Gallup Pakistan Survey on Flood Impact and Recovery

Gallup Pakistan's survey highlights the impact of Pakistan's Summer 2025 floods, affecting 41% of the population, especially rural and poor households. Key challenges included damaged homes, income losses, limited access to services, and health issues. Recovery has been slow, and public opinion on government response is mixed, with concerns over equity and aid distribution.

Read [here](#)

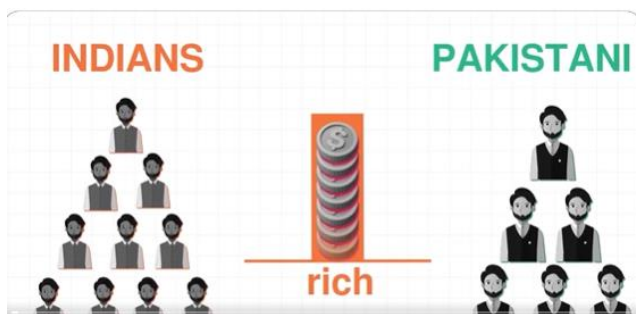


GALLUP IN PRESS AND WEB

Pakistan leads India in happiness despite economic lag

Survey findings: Despite trailing India on most economic indicators, Pakistan ranks higher in happiness for the 10th consecutive year. In 2024, Pakistan placed 109th, while India ranked 118th, according to “*Pakistan & Counting*”.

[Click here.](#)



Pakistan's Kiryana Economy – Pakistan & Counting:

Bilal Gilani discusses Pakistan's 2.7 million retail stores, which employ over 8.3 million people, more than factories, schools, or offices, and sustain the economy through credit, trust, and family-run businesses. The episode explores the role of these small shops in employment and national growth.

[Watch here](#)



Pakistan's Week of Crises and Volatility – Nukta Pakistan:

Gallup CEO Bilal Gilani highlights public concern over border clashes with Afghanistan, political unrest in KP, TLP protests, and market instability, while debating Afghan Taliban dialogue as a possible stabilizing factor.

[Access here](#)



Pakistan Flood Impact – The News:

A nationwide survey shows 41% of Pakistanis affected by floods, with rural and low-income households hit hardest. Housing, income, and agriculture were severely impacted, while access to water, sanitation, and relief remains limited, and public opinion on government response is mixed.

[Read here](#)



GALLUP IN PRESS AND WEB

Pakistan Floods: Lasting Damage and Aid Inequality- Jang News:

Gallup Pakistan's survey shows floods caused lasting damage, especially in rural and low-income areas. Many remain displaced, with homes, crops, and income affected. Relief distribution has been uneven, leaving vulnerable communities underserved.

[Read here](#)

Long-lasting Impacts of Floods, Slow Recovery and Unfair Distribution of Aid Exposed



October 23, 2025 | Breaking News | 1

ISLAMABAD (92 News) – A Gallup survey has revealed the long-term effects of floods, slow recovery and unfair distribution of aid, with 33 per cent of the affected families completely destroyed, 78 per cent still homeless, 46 per cent of income completely shutdown,

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Pakistan's Public Pulse – Context with Aasiya Riaz:

Bilal Gilani of Gallup Pakistan discusses youth optimism, migration aspirations, and political divides shaping how Pakistanis think, act, and plan for the future.

[Watch here](#)



Native Media Features Using Gallup Pakistan Survey Insights:

• Flood Recovery Gaps in Rural Pakistan

Gallup Pakistan's survey shows that even months after the floods, recovery remains uneven: 14% of rural respondents still report having no electricity at home, highlighting the ongoing service gap between rural and urban areas.

[Watch here](#)

• How Pakistanis Define the End of Youth

Gallup Pakistan survey findings reveal that Pakistanis believe youth ends at around 33 years, significantly earlier than the global average. The data reflect how cultural expectations shape perceptions of age.

[Watch here](#)

• The Social and Economic Pressures Behind “Feeling Young”

Worldwide Independent Network of Market Research international survey data of which Gallup Pakistan is a member shows that Pakistanis stop feeling young earlier than people in Europe and North America. The results point to economic strain and social pressure as key factors influencing this early shift.

[Watch here](#)

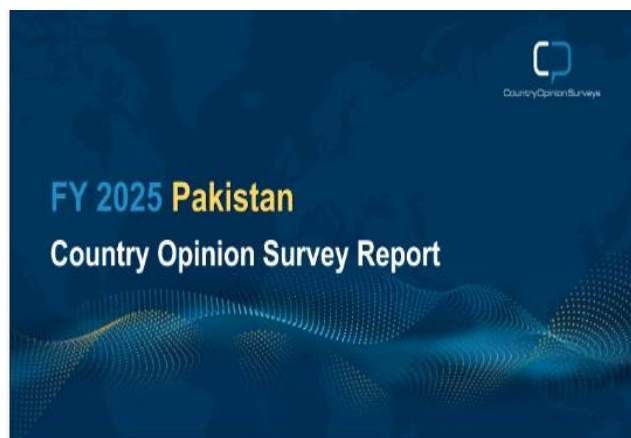


Surveys & Studies

Strengthening Evidence-Based Development: WBG's FY 2025 Country Opinion Survey Report Released

Gallup Pakistan served as the independent fielding agency for the World Bank Group's FY 2025 Country Opinion Survey in Pakistan. The survey collected stakeholder views on WBG's performance, relevance, engagement, and future role. Gallup Pakistan managed field logistics, data collection, stakeholder coordination, and quality assurance, ensuring credible, confidential, and robust results that inform WBG's strategy and operations in the country.

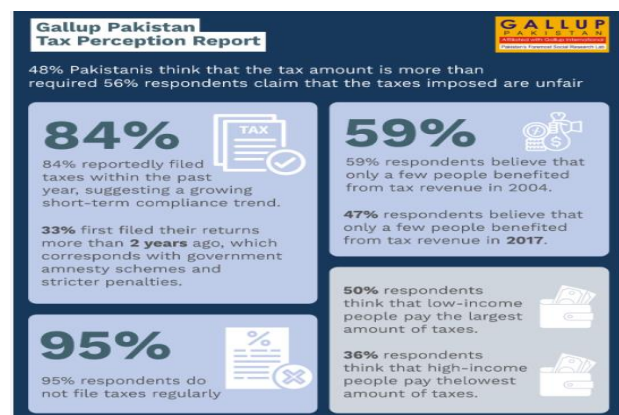
[Access here.](#)



Tax Perceptions in Pakistan — Gallup Pakistan Summer Internship Report 2025

The Summer Internship Report by Muhammad Ali Ozain examines public attitudes toward Pakistan's taxation system. Key findings show widespread perceptions of high and unfair taxes (48–56%), limited trust in how revenues are used, and low regular tax filing (95%). Despite these concerns, short-term compliance appears to be improving, with 84% having filed taxes in the past year. The report highlights structural challenges such as reliance on indirect taxes, elite capture of benefits, and weak institutional trust.

[Access here.](#)



FAQs

The Social Media Illusion

What trends online don't always match reality. Loud, active voices on social media can make an opinion seem widespread, even when it's held by a small group. Public opinion surveys go beyond the screen, capturing the perspectives of those who rarely post, those who scroll quietly, and even those without internet access, giving a more accurate picture of nationwide views.

Why Short Surveys Work

Many people wonder why surveys ask only a few targeted questions. Concise polls are intentional: they reduce respondent fatigue, prevent rushed or careless answers, and maintain data quality. Long surveys risk dropouts and unreliable responses. By focusing on key issues, short surveys ensure that every answer is thoughtful, accurate, and representative. Moreover, modern survey design often combines face-to-face, phone, and online methods, making it possible to capture opinions from groups that are usually hard to reach — such as rural communities, women, or older adults who are less active online.

KNOW YOUR PAKISTAN

1. Pakistan's Renewable Energy Growth

Pakistan has been rapidly expanding its renewable energy sector, with wind and solar capacity reaching over 4,000 MW by 2024, reducing dependence on fossil fuels and contributing to sustainable energy goals.

Source: Alternative Energy Development Board, 2024

2. Tourism Potential in Northern Pakistan

The northern regions, including Gilgit-Baltistan and Hunza, attract hundreds of thousands of domestic and international tourists annually, highlighting the area's potential for adventure tourism and local economic development.

Source: Pakistan Tourism Development Corporation, 2024

3. E-commerce Expansion

Online retail in Pakistan has grown exponentially, with e-commerce sales surpassing \$4 billion in 2023, driven by increased internet access, mobile payments, and digital entrepreneurship.

Source: State Bank of Pakistan, 2023

4. Pakistan's Mango Industry

Pakistan is among the top three mango-exporting countries globally, producing over 2 million tons annually, with Sindh and Punjab as the main growing regions.

Source: Trade Development Authority of Pakistan, 2024

5. Livestock Sector Contribution

Livestock contributes over 60% to Pakistan's agricultural value-added sector, supporting millions of rural households and providing raw materials for dairy, meat, and leather industries.

Source: Pakistan Bureau of Statistics, 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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