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PRESS RELEASE

Opinion Poll Social Personal Preferences

Nearly Half of Pakistanis (49%) Believe the Real Purpose of Life Is Worship — While 36% Say It Is to Help Others. (Gallup & Gilani Survey)

(Islamabad), 5th December 2025

According to a survey conducted by Gallup & Gilani Pakistan, 49% of Pakistanis believe the real purpose of life is to worship, while 36% say it is to help others.

A nationally representative sample of Pakistanis was asked the following question: **“In your opinion, what is the real purpose of life?”** In response, 49% said ‘to worship,’ 36% said ‘to help others,’ 11% said ‘to be happy,’ and 3% said ‘to be successful.’, while 1% didn’t know or didn’t respond.

The findings reveal that religious devotion dominates public understanding of life’s purpose in Pakistan, followed by a strong social ethic centered on helping others.

Question: In your opinion, what is the real purpose of life?



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 961 respondents, across urban and rural areas of all four provinces of the country, conducted from 17th November 2025 to 2nd December 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
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Pakistan's Foremost Social Research Lab



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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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