

EDITION 19

GALLUP PAKISTAN

# MONTHLY ROUND-UP

11/2025

NOVEMBER

# TABLE OF CONTENTS

Editor's Note	3
November Releases	4
Gallup in Press and Web	6
FAQs	8
Know Your Pakistan	9

# EDITOR'S NOTE

Dear Readers,

November 2025 was another impactful and insight-rich month at Gallup Pakistan, marked by new research releases, expanded data platforms, and strong nationwide media engagement.

This month, we carried out a series of daily opinion polls on the Economy, Politics, and Foreign Affairs—capturing public sentiment on household budgets, governance, regional trade, and major infrastructure developments. Our monthly newspaper analysis reviewed 1,725 opinion columns and editorials across 12 leading national newspapers, revealing dominant narratives around the Economy, Politics, Foreign Relations, and Culture & Tourism.

Two interactive dashboards on our Digital Analytics platform were updated, providing readers with an intuitive way to explore trends in public opinion and media coverage.

As part of the Big Data Analysis series, five new reports were published using Punjab's health data for FY 2023–24. These covered internal migration trends, national population growth and urbanization, health workforce distribution, availability of diagnostics and essential medicines, and the rising burden of trauma and road traffic injuries.

Gallup Pakistan's research continued to shape conversations across print, digital, and broadcast platforms. Outlets such as Pakistan & Counting, BBC News Urdu, The Express Tribune, HUM News, and the Digital Pakistan Podcast featured our findings on topics ranging from marriage dynamics and household spending to media consumption, public health, aviation, and urban growth.

Bilal Gilani, Executive Director Gallup Pakistan, also appeared on HUM News and the Digital Pakistan Podcast, sharing insights on economic pressures, demographic change, societal norms, youth mental health, and the evolving education-to-employment landscape.

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

# NOVEMBER RELEASES

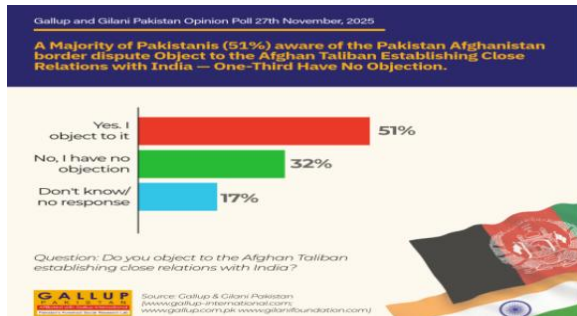
In October 2025, Gallup Pakistan released:

## 19

### DAILY POLLS

Across the themes of Economy, Politics, and Foreign Affairs, data were collected nationwide on household incomes and budgets, provincial governance and policy performance, regional trade and external relations, and major infrastructure projects.

[Access here.](#)



## 2

### NEW & UPDATED DASHBOARD LAUNCHED

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



## 1

### NEWSPAPER CONTENT ANALYSIS

In the 12 national newspapers analyzed for October 2025, covering 1,725 opinion columns and editorials, the dominant themes centered on Economy, Politics, Foreign Relations, and Culture & Tourism.

[Access here.](#)



### FLIGHT DASHBOARD

Gallup Pakistan updated the latest data for the Flight Monitor using Civil Aviation Authority (CAA) data.

([Access here](#))



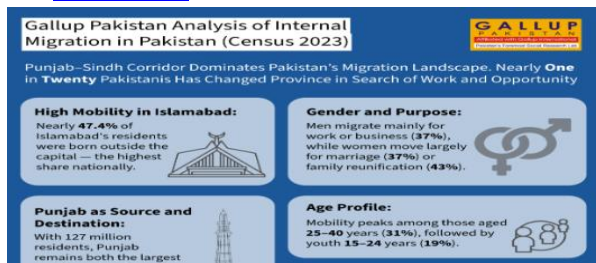
# NOVEMBER RELEASES

## 5

### BIG DATA ANALYSIS PRESS RELEASES

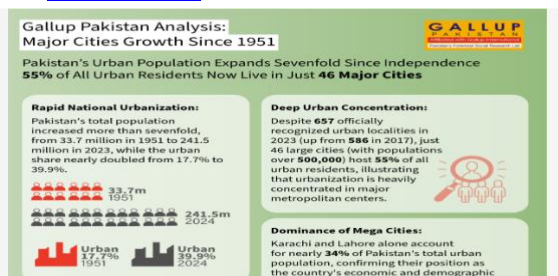
- Gallup Pakistan's analysis of the 2023 Census shows internal migration is concentrated along the Punjab–Sindh corridor, with Islamabad the most dynamic destination and mobility highest among those aged 25–40.

[Access here](#)



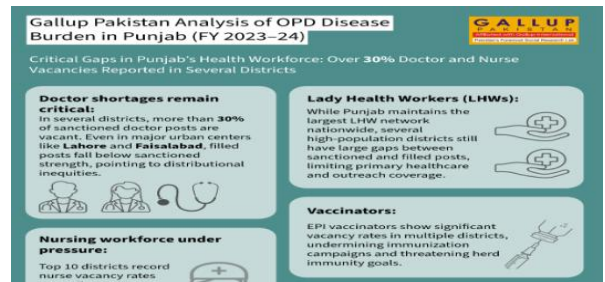
- Gallup Pakistan's analysis of the 2023 Census shows Pakistan's population has surged over sevenfold since 1951, with urbanization rising from 17.7% to 39.9%. Karachi and Lahore dominate the urban landscape, while Faisalabad, Gujranwala, and Rawalpindi have seen the fastest growth, reflecting concentrated urban expansion.

[Access here.](#)



- Gallup Pakistan's analysis of Punjab's DHIS FY 2023–24 shows that 78% of health workforce positions are filled, with major shortages of doctors, nurses, and Lady Health Workers in southern districts, while Lahore, Faisalabad, and Rawalpindi have the highest staffing levels.

[Access here.](#)

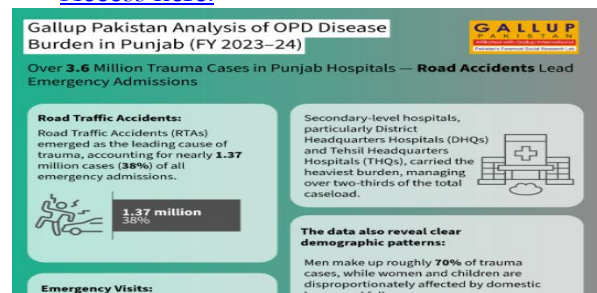


- Gallup Pakistan's analysis of Punjab DHIS FY 2023–24 shows high diagnostic use and overall medicine availability, with 46.5 million tests conducted and 96% drug stock coverage. However, family planning commodities remain below target, and some districts lag.

[Access here.](#)

- Gallup Pakistan's analysis of Punjab DHIS FY 2023–24 shows over 3.6 million trauma cases in Punjab Hospitals — Road Accidents Lead Emergency Admissions

[Access here.](#)



# GALLUP IN PRESS AND WEB

## Pakistan's Rent Reality – Pakistan & Counting

According to the Gallup Pakistan National Survey, only 13.6% of Pakistanis live in rented homes, not because homeownership is universal, but because urban growth is slowing.

[Click here](#)



## Cousin Marriages in Pakistani Dramas – BBC News Urdu

Gallup Pakistan conducted a survey showing that nearly half of Pakistani women aged 15–29 are married to their first cousin. This persistent trend reflects social practices and the health risks associated with cousin marriages, a topic increasingly highlighted in Pakistani dramas.

[Read here.](#)

Earlier, a [Gallup survey](#) revealed that nearly half of Pakistani women between the ages of 15 and 29 are married to their first cousin. Although the survey is from 2017-18, when it was compared with a 1991 survey, it was found that there has been no change since then.

## Marriage, Fairness, and Responsibility in Pakistan – The Express Tribune

Gallup & Gilani Pakistan's findings show that 72% of married Pakistanis, and 84% of women, doubt a man can treat two wives fairly.

Nearly six in ten believe both partners share responsibility for marital disputes, while 81% report having arranged marriages. These insights highlight the tension between traditional norms and evolving expectations of fairness and equality in Pakistani marriages.

[Read here.](#)



ISLAMABAD: Marriage remains one of Pakistan's most enduring social institutions, yet new findings from a series of Gallup & Gilani Pakistan surveys paint a complex picture of evolving attitudes toward marital fairness, responsibility, and choice.

## Household Food Spending in Pakistan – HUM News

In an interview, Bilal Gilani highlighted how much households spend on food compared to their income. The discussion revealed that a large share of earnings goes to daily food expenses, reflecting the economic pressures faced by families across Pakistan.

[Read here.](#)



# GALLUP IN PRESS AND WEB

## Exploring Pakistan's Research Culture & Social Trends – Digital Pakistan Podcast

Bilal Gilani of Gallup Pakistan discusses the country's evolving research culture, the education-to-employment gap, and the rise of fear-driven narratives. He highlights how perceptions often outweigh reality, examines the impact of social media on mental health, and shares insights on youth attitudes, brain drain, and societal trends shaping Pakistan's future.

[Watch here.](#)



## Key Findings Based on Gallup & Gilani Surveys – Pakistan & Counting

- Gallup data show TV ownership in Pakistan falling from 85% to 46%, while smartphones now lead at 54%. The episode highlights generational, regional, and gender differences in media access, revealing a rapidly changing media landscape. [Watch here](#)
- Gallup Pakistan data show street begging circulates 374 million rupees daily, with many suspecting mafias, while others see genuine need. The episode explores why people give and the social and economic factors behind it. [Watch here](#)
- Gallup Pakistan data reveal that over 60% of domestic flights are delayed and nearly 1 in 4 are canceled. The episode explores key reasons behind these delays, compares

airline performance, and examines what it means for Pakistan's aviation system.

[Watch here](#)

- Gallup Pakistan highlights that over 130,000 Pakistanis die annually from tobacco use. The episode explores why smoking remains widespread, its health impacts, and what can be done to curb this growing public health crisis.

[Watch here](#)



## Marriage and Social Attitudes in Pakistan – Native Media

- Gallup & Gilani Pakistan highlighted that over 80% of young Pakistanis are married, with men more likely in arranged marriages, while household dynamics and attitudes toward caste, cousin marriage, and personal choice are gradually shifting. [Watch here](#)
- Gallup Pakistan collected public responses showing most people are unaware of divorce, khula, and key marriage clauses, while many note misuse of “triple divorce.” [Watch here](#)



# FAQs

## **The Insights Blind Spot**

Brands often rely on social media buzz to judge what consumers want — but digital chatter hides the buying power of quiet segments. Rural households, offline women, and older consumers rarely post, yet they drive a major share of real spending. Market research fills this blind spot, bringing unheard consumers into the decision-making process and helping brands avoid costly assumptions.

## **Why Modern Market Research Is Getting Shorter**

In today's fast-moving markets, long questionnaires slow brands down. Shorter, smarter surveys are now the industry standard: they reduce respondent fatigue, deliver cleaner data, and allow companies to test ideas quickly. With AI-assisted sampling, hybrid methods, and rapid fieldwork, compact surveys help businesses spot trends before competitors even notice them.

# KNOW YOUR PAKISTAN

## 1. Urbanization and Smart City Initiatives

Pakistan is witnessing rapid urban growth, with cities like Islamabad, Lahore, and Karachi expanding infrastructure and adopting smart city technologies. Investments in traffic management, e-governance, and digital public services aim to improve urban living and attract business investment.

**Source:** Pakistan Bureau of Statistics, 2024

## 2. Renewable Agriculture and Horticulture

Beyond traditional farming, Pakistan is investing in high-value crops like apples, citrus, and saffron. Modern irrigation, greenhouse farming, and organic agriculture are increasing productivity, creating export opportunities, and strengthening food security.

**Source:** Ministry of National Food Security & Research, 2024

## 3. Information Technology & Digital Services

Pakistan's IT sector is growing rapidly, with software exports and freelance digital services exceeding \$3 billion in 2024. The country's young, tech-savvy workforce is driving innovation in AI, mobile apps, and fintech solutions for local and global markets.

**Source:** Pakistan Software Export Board, 2024

## 4. Renewable Transport and Electric Mobility

Pakistan is introducing electric vehicles (EVs) and hybrid buses to reduce carbon emissions in urban centers. Government incentives, local EV manufacturing, and charging infrastructure development are accelerating the adoption of sustainable transport.

**Source:** Alternative Energy Development Board, 2024

## 5. Cultural Heritage and Creative Industries

Pakistan's rich cultural heritage—ranging from music and handicrafts to film and literature—is becoming a driver of economic growth. Investment in creative industries, cultural festivals, and digital content platforms is creating jobs and promoting tourism while preserving national identity.

**Source:** Pakistan Tourism Development Corporation & Ministry of Culture, 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**

**Contact Details:**

**Email: [isb@gallup.com.pk](mailto:isb@gallup.com.pk)**

**[www.gallup.com.pk](http://www.gallup.com.pk)**