

EDITION 20

GALLUP PAKISTAN

MONTHLY ROUND-UP

1/2026

JANUARY

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EDITOR'S NOTE

Dear Readers,

January 2026 was a high-impact month for Gallup Pakistan, marked by research releases, strengthened digital platforms, and extensive national media engagement.

Our daily nationwide opinion polls covered topics such as public health, urban governance, the business climate, literacy demand, vaping trends, parking issues in Islamabad, and the impact of inflation on household living standards. An analysis of morning TV shows provided insights into how these programs influence public discussions on health, family, education, and social norms, highlighting distinct editorial styles and recurring guest patterns.

Two interactive dashboards on the Digital Analytics platform were updated, allowing readers to explore public opinion and media trends through an accessible, data-driven interface.

Under the Big Data Analysis series, nine reports examined societal shifts—from cost-of-living pressures and evolving employment patterns to gender gaps in healthcare, educational inequality, digital consumption, and media agendas, highlighting how economic and institutional challenges are shaping household priorities and public discourse.

Gallup Pakistan's research continued to inform national debate across print and broadcast media, including *The News*, *Native Media*, *Aik News*, and *HUM News*. Our analysis of the gender gap in end-of-life care highlighted disparities in healthcare access for women.

Bilal I. Gilani, Executive Director, appeared on *HUM News* to discuss long-term employment trends, delivered a lecture on Data storytelling at AKU Faculty of Arts and Sciences, and reflected on how social, economic, and educational changes from 2000–2025 are shaping Pakistan's future.

He also represented Gallup Pakistan at the launch of the Sehat Sahulat Program for Islamabad, GB, and AJK at the Prime Minister's House, underscoring Gallup Pakistan's engagement in national policy initiatives. The program now covers over 600 hospitals, providing health services to the majority of Pakistanis and advancing universal health coverage.

We thank our readers and partners for their continued trust and engagement. We look forward to keeping you informed through our latest research, data releases, and analytical insights in the months ahead.

Best regards,
Shameen Hussain
Research Executive
Gallup Pakistan

JANUARY RELEASES

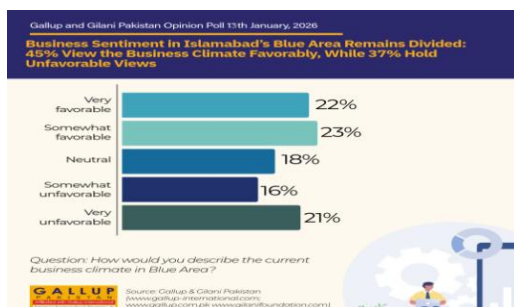
January 2026 Gallup Pakistan Released:

18

DAILY POLLS

Across the themes of public health, urban governance, business environment, and economic conditions, data were collected nationwide on vaping and cigarette use, parking challenges in Islamabad, key business obstacles, literacy demand in Pakistan, and the impact of inflation on household living standards.

[Access here.](#)



2

NEW & UPDATED DASHBOARD LAUNCHED

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



1

Morning TV Shows Shape Public Conversation

Gallup Pakistan's analysis of morning TV shows finds that they influence public discussion on health, family, education, and social norms, with channels showing distinct editorial priorities and frequent repeat guests, while coverage is often event-driven.

[Access here.](#)



FLIGHT DASHBOARD

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

([Access here](#))



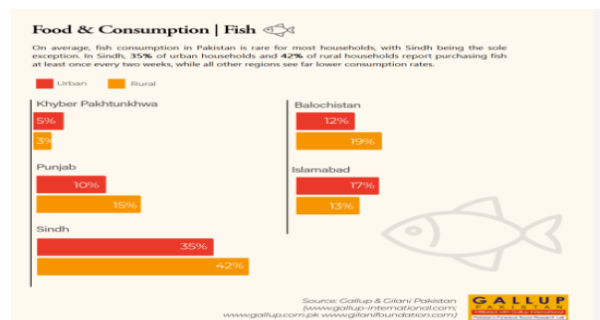
JANUARY RELEASES

9

BIG DATA ANALYSIS PRESS RELEASES

- Gallup Pakistan's analysis of HIES 2024–25 shows that regular fish consumption in Pakistan is largely limited to Sindh, while in most other regions it remains an infrequent part of household diets, highlighting clear regional and cultural differences in food patterns.

[Access here](#)



- Gallup Pakistan's analysis of HIES 2024–25 shows that while nominal household incomes have risen sharply since 2018–19, real purchasing power has declined due to inflation, leaving many households, especially in urban areas, worse off despite higher earnings.

[Access here](#)



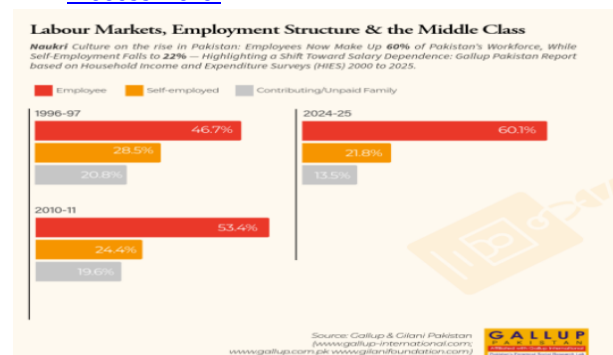
- Gallup Pakistan's analysis of HIES 2024–25 shows a gradual shift in household income composition, with remittances playing an increasingly central role alongside wages. As agricultural shares decline and economic pressures persist, remittances are emerging as a key stabilizer of household welfare, particularly in rural Pakistan.

[Access here](#)



- Gallup Pakistan's long-term analysis of HIES data (2000–2025) shows a structural shift toward salary dependence, with a rising share of employees and a steady decline in self-employment and independent earners. The findings point to weak entrepreneurship and a fragile middle-class expansion driven more by wage reliance than employer growth.

[Access here](#)



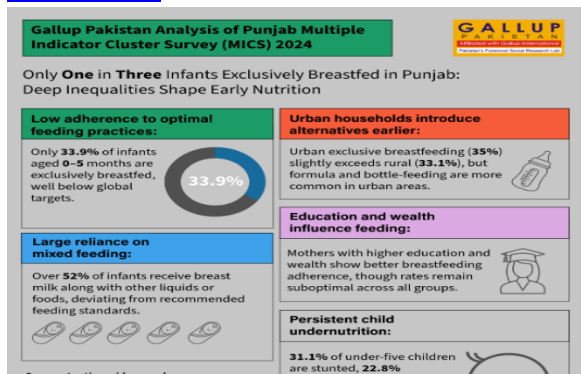
- Gallup Pakistan's analysis of DHS data reveals that home is the primary place of death in Pakistan, with women more likely than men to die at home, while men more frequently die in health facilities or on the road. The findings highlight gender disparities in healthcare access, mobility, and exposure to public risks at the end of life.

[Access here.](#)



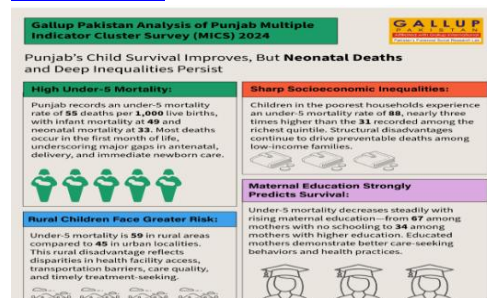
- Gallup Pakistan's analysis of Punjab MICS 2023–24 finds low exclusive breastfeeding rates and persistent child undernutrition, with clear disparities by wealth, education, and residence. The report stresses the need for targeted maternal and nutrition support for vulnerable households.

[Access here.](#)



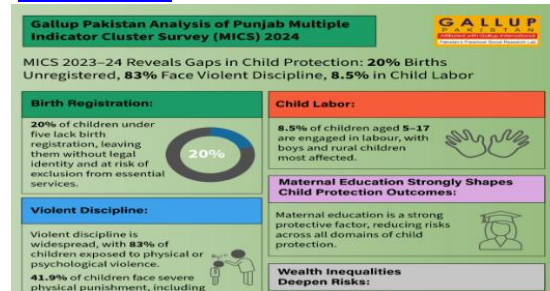
- Gallup Pakistan's analysis of Punjab MICS 2023–24 shows that child mortality remains high, especially among rural, poorer, and young-mother households, despite overall improvements. The findings highlight persistent inequities and the need for targeted maternal and child health interventions.

[Access here.](#)



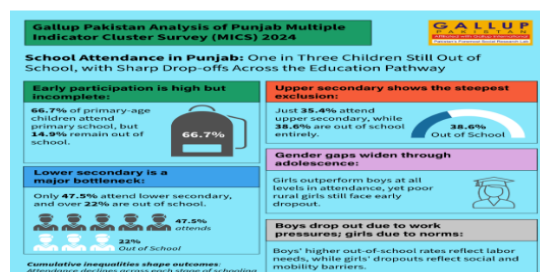
- Gallup Pakistan's analysis of Punjab MICS 2023–24 highlights persistent child protection challenges, including gaps in birth registration, widespread violent discipline at home, and continued child labour. The findings show that poverty and low maternal education heighten vulnerability, while schooling and maternal education serve as key protective factors.

[Access here.](#)



- Gallup Pakistan's analysis of Punjab MICS 2023–24 shows that child mortality remains high, particularly among rural, poorer, and young-mother households. The findings highlight persistent inequities and the urgent need for targeted maternal and child health interventions.

[Access here.](#)



GALLUP IN PRESS AND WEB

Cost-of-Living Pressures in Pakistan — The News

- **Gender Gap in End-of-Life Care in Pakistan**

Gallup Pakistan Digital Analytics analyzed DHS microdata to examine end-of-life care, revealing that women are more likely than men to die at home, while men more often reach hospitals. The findings highlight structural barriers to mobility, household decision-making, and delayed care-seeking that restrict women's access to institutional healthcare.

[Click here](#)

- **Utility Costs Strain Household Budgets**

Gallup Pakistan analyzed HIES data over 20 years and found that soaring electricity and gas bills are increasingly absorbing household budgets, forcing families to reduce spending on food. The report highlights a structural squeeze where rising utility costs outpace incomes, affecting nutrition, particularly for women and children, and crowding out investments in health and education.

[Read here.](#)



This image shows the consumers buying fresh vegetables from a local market. — AFP/File

Changing Employment Trends in Pakistan — Hum News

The Executive Director of Gallup Pakistan, Bilal Gilani, appeared on the HUM News morning show to discuss Gallup Pakistan's latest report on employment trends. He highlighted that over the past three decades, the share of Pakistanis identifying as employees has increased by nearly 15%, pointing to a significant shift in the country's employment structure.

[Watch here.](#)



Gallup Pakistan Survey 2026 — Aik News

The latest Global Economic Gallup Survey, conducted across 60 countries, shows Pakistan outperforming India and the global average in economic optimism and perceived prosperity. Over half of Pakistanis (51%) are fully hopeful about 2026, and 53% view the year as one of prosperity, significantly higher than India's 39%.

[Read here.](#)

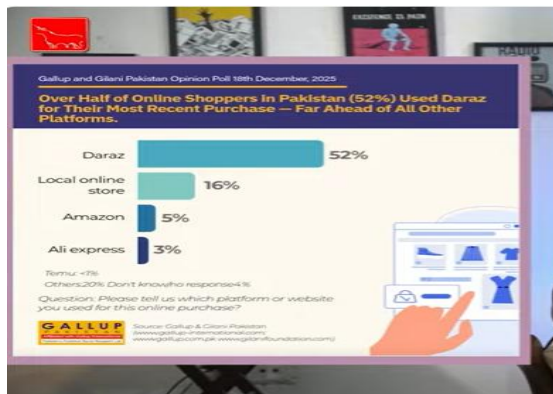


GALLUP IN PRESS AND WEB

Online Shopping Trends in Pakistan – Native Media

Gallup Pakistan's December 2025 survey reveals that Pakistanis primarily purchased clothing and watches online over the past six months, with Daraz leading and Temu trailing. The study highlights the dominance of Cash on Delivery (COD) due to limited digital access, trust issues, and few online payment options, offering insights into consumer behavior, e-commerce challenges, and awareness of consumer rights.

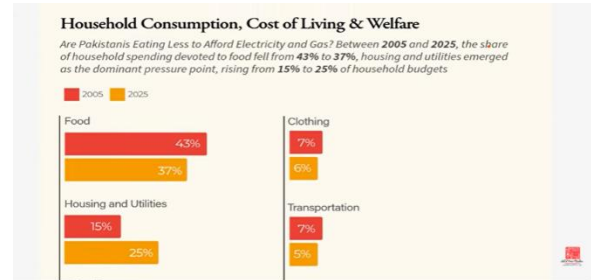
[Watch here.](#)



Rising Utility Costs Squeeze Household Budgets – Native Media

Gallup Pakistan's Big Data analysis, based on HIES, shows that Pakistani households are increasingly cutting food spending to cover rising utility, housing, and transport costs. Spending on health, education, and leisure remains stagnant, highlighting the structural pressures of inflation and income constraints on daily life.

[Watch here.](#)



How 2000–2025 Shaped Pakistan — The News

Bilal I. Gilani, the Executive Director of Gallup Pakistan, reflected on the social, economic, and educational transformations in Pakistan from 2000 to 2025. He highlighted how rapid growth in higher education, technology adoption, and the emergence of a new aspirational middle class reshaped the country, even amid geopolitical and domestic challenges. The developments of this era now set the stage for Pakistan's next quarter-century.

[Read here.](#)



ARTICLE
How 2000-2025 shaped Pakistan ... Bilal I Gilani

Knowledge Sharing & Capacity Building

Advancing Data Literacy: Lecture at AKU Faculty of Arts and Sciences

Bilal I. Gilani delivered a lecture on Data Storytelling at the AKU Faculty of Arts and Sciences, where he serves as a Visiting Faculty member. The session covered key principles for translating data into clear narratives, ethical considerations in analysis, and the importance of reliable data sources, including dashboards developed through Gallup Pakistan Digital Analytics. Participants took part in hands-on exercises focused on transforming datasets into dashboards and examined how AI tools are enhancing efficiency and analytical capabilities. The student-led workshop highlighted the strong academic environment at FAS under the leadership of Dean Stephen Lyon.

[Click here](#)



Policy & Institutional Engagements

Participation in National Health Policy Launch – Sehat Sahulat Program

Bilal I. Gilani represented Gallup Pakistan at the launch of the Sehat Sahulat Program for Islamabad, Gilgit-Baltistan, and AJK, held at the Prime Minister's House. The event convened public health professionals, government officials, insurance sector representatives, and media personnel, with addresses by the Prime Minister and CEO Muhammad Arshad. The program, a major step toward universal health coverage, now spans over 600 hospitals and provides access to health services for the majority of Pakistanis. Its paperless and transparent design reflects significant progress in delivering efficient healthcare. The launch highlighted continued collaborative efforts across successive governments to expand and strengthen the program nationwide.

[Click here](#)



FAQs

Understanding Survey Psychology

Survey results are shaped not only by what people think but also by how questions are asked. Small changes in wording, question order, or response options can influence answers, which is why careful survey design is essential. Modern research also focuses on capturing opinions from micro-populations—groups often overlooked in broader studies, such as gig-economy workers, rural residents, or minority language speakers. By including these voices, surveys provide a complete and more nuanced picture of society.

Technology and Insight Beyond Numbers

Advances in technology now allow real-time tracking of public opinion, giving researchers the ability to detect shifts in sentiment as events unfold. Additionally, combining surveys with qualitative methods like interviews or open-ended questions helps uncover the reasons behind opinions, not just their prevalence. Thoughtful survey design, strategic sampling, and layered analysis ensure that data reflect reality, providing insights that are both actionable and representative.

KNOW YOUR PAKISTAN

Digital Payment Revolution:

Pakistan has witnessed a surge in digital payments, with mobile wallet transactions exceeding PKR 3 trillion in 2024, boosting financial inclusion and reducing reliance on cash.

Source: State Bank of Pakistan, 2024

Urban Transport Development:

Metrobus and rapid transit projects in cities like Lahore, Islamabad, and Karachi are improving urban mobility, reducing traffic congestion, and promoting public transport usage.

Source: National Transport Research Center, 2024

Growth of Renewable Agriculture:

Organic and sustainable farming is gaining momentum, with over 200,000 hectares now under certified organic cultivation, increasing export potential and environmentally friendly practices.

Source: Ministry of National Food Security & Research, 2024

Pakistan's IT & Tech Industry:

The IT sector has expanded rapidly, with exports of software and IT services surpassing \$3.5 billion in 2024, driven by freelancing, startups, and digital innovation hubs.

Source: Pakistan Software Export Board, 2024

Water Conservation Initiatives

New dams, irrigation projects, and water-saving technologies are being implemented to address water scarcity, improve agricultural productivity, and secure long-term water resources.

Source: Pakistan Council of Research in Water Resources, 2024

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Contact Details:

Email: isb@gallup.com.pk

www.gallup.com.pk