

Social Behavior | Cultural Practices New Year Greetings

Nearly Half of Pakistanis (**46%**) Prefer Verbally Wishing Others on New Year, While **31%** Do Not Wish Anyone at All.

How do you generally wish your friends and family a happy New Year?

46%

Says congratulations to everyone

31%

Do not wish anyone

Source: Gallup & Gilani Pakistan
(www.gallup-international.com;
www.gallup.com.pk www.gilanifoundation.com)



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll **Social Behavior** Cultural Practices New Year Greetings

Nearly Half of Pakistanis (46%) Prefer Verbally Wishing Others on New Year, While 31% Do Not Wish Anyone at All. (Gallup & Gilani Survey)

(Islamabad), 24th March 2026

According to a survey conducted by Gallup & Gilani Pakistan, nearly half of Pakistanis (46%) report that they generally wish their friends and family a happy New Year by verbally congratulating them, while a substantial proportion (31%) say they do not wish anyone at all.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“How do you generally wish your friends and family a happy New Year?”***. In response, 46% of respondents said they “say congratulations to everyone,” making it the most common form of New Year greeting. Around 10% of Pakistanis said they prefer to “call” their friends and family, while 4% reported that they “visit friends’ homes.” A smaller proportion indicated more effort-intensive or material forms of engagement, with 3% saying they “give gifts” and 2% reporting that they “invite others to their home.” Meanwhile, nearly one-third (31%) reported that they “do not wish anyone,” highlighting a significant segment of the population that does not actively participate in New Year greetings. Only 1% selected “other” methods, while 3% fell into the Don’t Know/No Response (DK/NR) category.

These findings suggest that New Year greetings in Pakistan are largely verbal and low-intensity in nature, with limited reliance on social gatherings or material exchanges. At the same time, the relatively high share of individuals who do not wish anyone indicates that New Year may not be a universally observed or socially emphasized occasion across all segments of society.

“ How do you generally wish your friends and family a happy New Year?”



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 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. 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
International



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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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of Gallup Pakistan
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