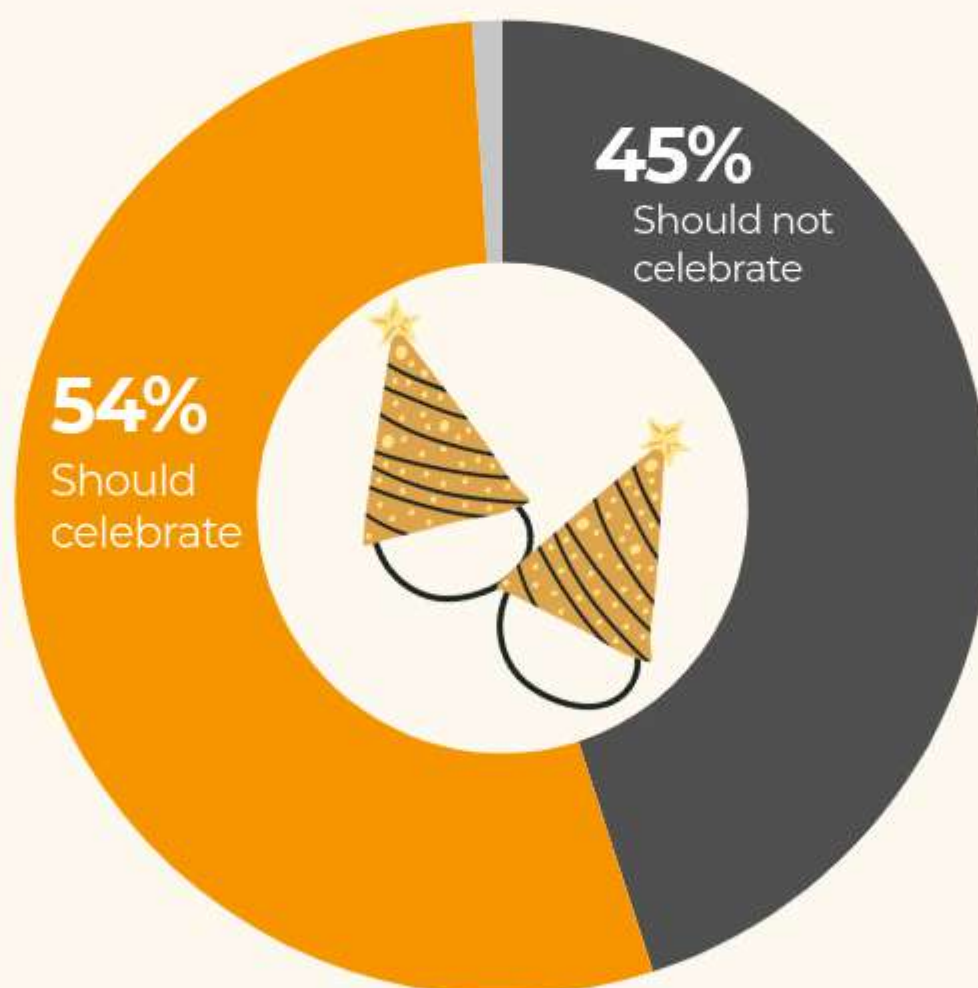


Social Behavior | Cultural Practices New Year Greetings

Majority of Pakistanis (**54%**) Say Muslims Should Not Celebrate New Year, Viewing It as Non-Islamic Tradition

Some people want to celebrate the New Year, while others believe it is not a Muslim tradition. Do you think Muslims should celebrate this occasion or not ?



Don't know/No response:1%

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 Celebrations

Majority of Pakistanis (54%) Say Muslims Should Not Celebrate New Year, Viewing It as Non-Islamic Tradition (Gallup & Gilani Survey)

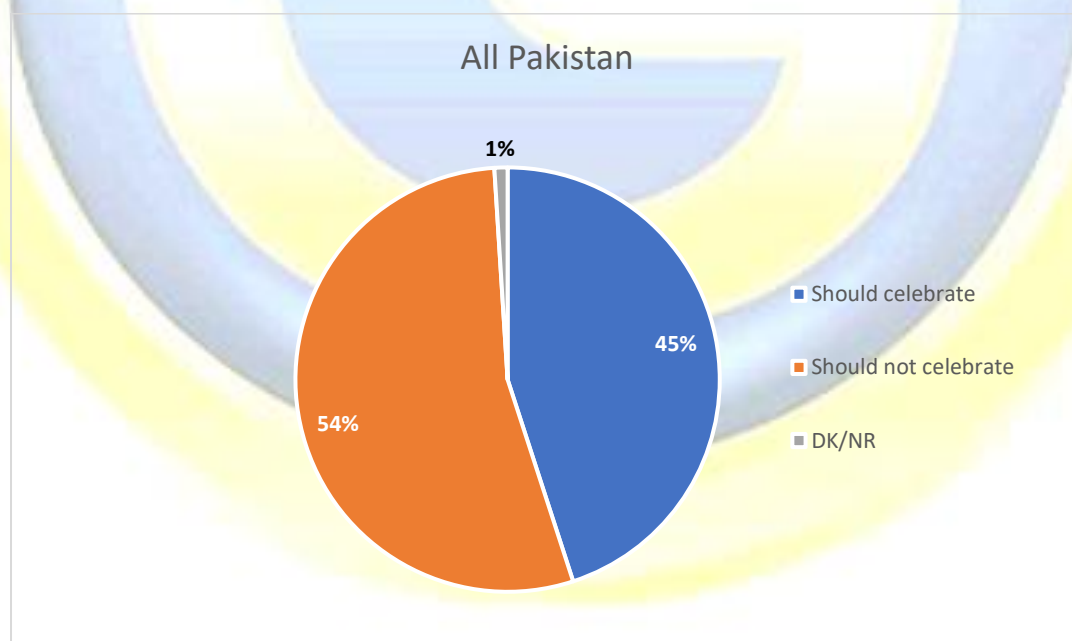
(Islamabad), 26th March 2026

According to a survey conducted by Gallup & Gilani Pakistan, a majority of Pakistanis (54%) say that Muslims should not celebrate the New Year, reflecting prevailing attitudes that the occasion is not rooted in Islamic tradition.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“Some people want to celebrate the New Year, while others believe it is not a Muslim tradition. Do you think Muslims should celebrate this occasion or not ?”***. In response, 54% of respondents said that Muslims should not celebrate the New Year, while 45% said that Muslims should celebrate it. The remaining 1% fell into the Don’t Know/No Response (DK/NR) category.

These findings indicate that for many Pakistanis, the New Year is viewed less as a cultural or social event and more through a religious lens, with significant resistance to its observance based on perceived incompatibility with Islamic traditions.

“ Some people want to celebrate the New Year, while others believe it is not a Muslim tradition. Do you think Muslims should celebrate this occasion or not ?”



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



GILANI RESEARCH
FOUNDATION

Thursday, 26th March 2026

(2 Pages, English version Only)

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*

Disclaimer: 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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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)