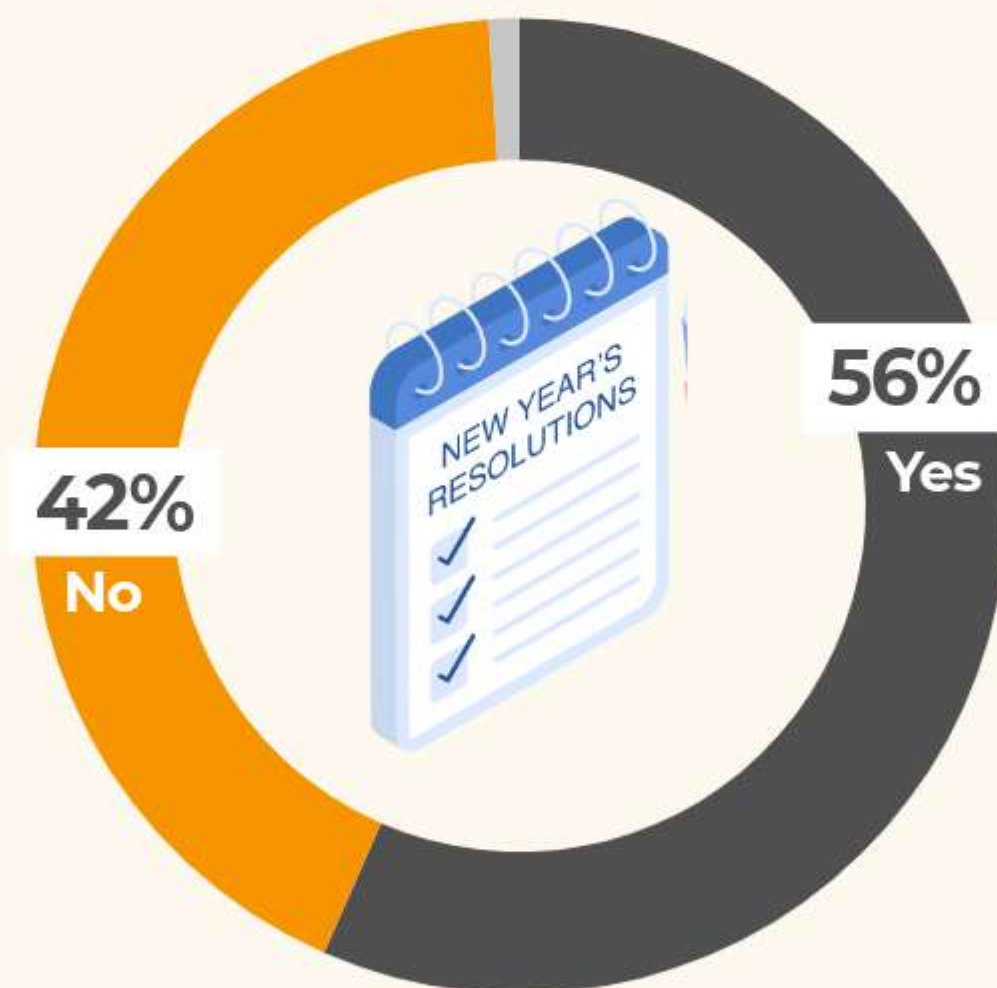


Social Behavior | Cultural Practices New Year Greetings

56% Pakistanis Say They Make New Year Resolutions to Avoid Past Mistakes and Set New Goals; Higher Among Urban (**65%**) and FA+ Educated Respondents (**74%**)

Some people make resolutions not to repeat past mistakes and set new goals for the New Year. Do you make any resolutions at the beginning of the New Year?



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

Personal Habits & Aspirations - New Year Resolutions

56% Pakistanis Say They Make New Year Resolutions to Avoid Past Mistakes and Set New Goals; Higher Among Urban (65%) and FA+ Educated Respondents (74%) (Gallup & Gilani Survey)

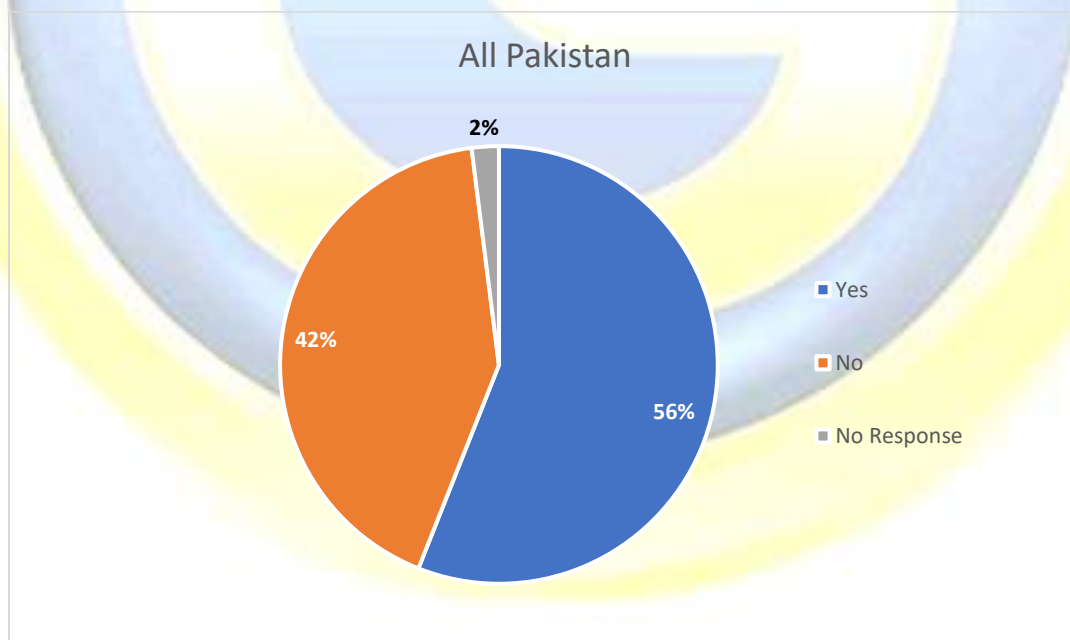
(Islamabad), 27th March 2026

According to a survey conducted by Gallup & Gilani Pakistan, over half of Pakistanis (56%) say they make New Year resolutions, while 42% report that they do not engage in such practices.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: ***“Some people make resolutions not to repeat past mistakes and set new goals for the New Year. Do you make any resolutions at the beginning of the New Year?”***. In response, 56% of respondents said they do make New Year's resolutions, while 42% said they do not. The remaining 2% gave no response.

These findings indicate that while resolution-making is adopted by a slight majority, a substantial share of the population remains disengaged from this practice, suggesting that New Year is not universally associated with structured goal-setting.

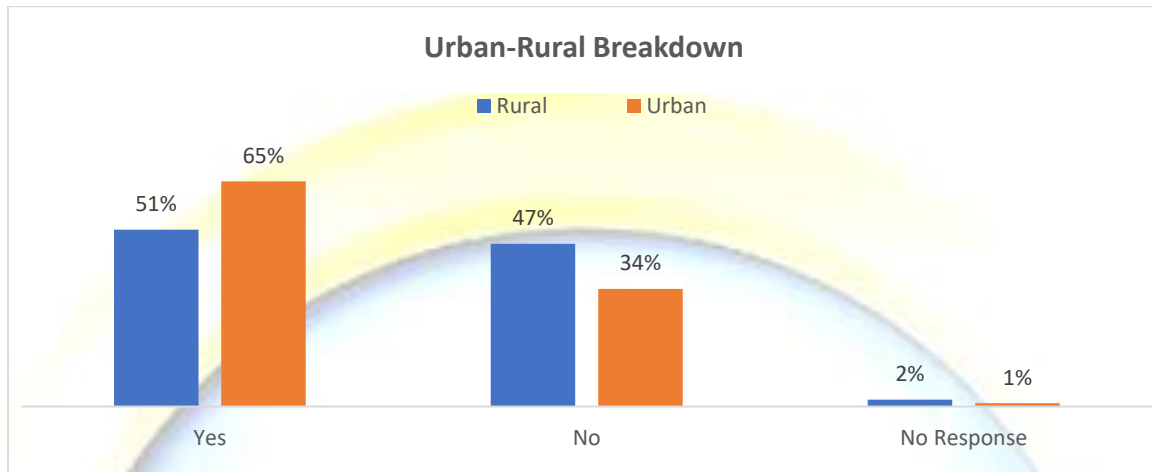
“Some people make resolutions not to repeat past mistakes and set new goals for the New Year. Do you make any resolutions at the beginning of the New Year?”



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

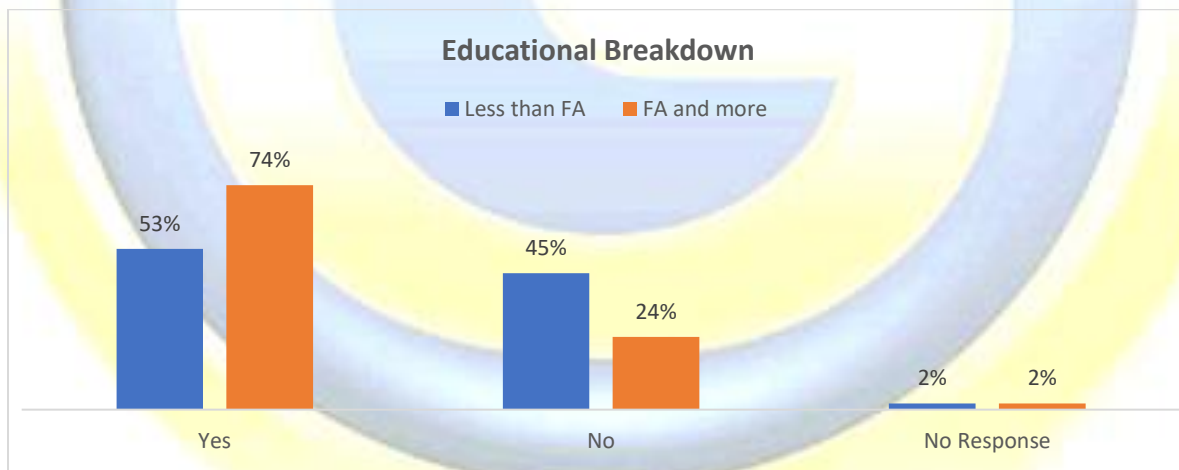
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 787 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 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).

Urban-Rural Breakdown: Urban respondents are significantly more likely to report making New Year resolutions (65%) compared to their rural counterparts (51%). In contrast, nearly half of rural Pakistanis (47%) say they do not make resolutions, compared to 34% in urban areas.



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

Educational Breakdown: Among respondents with FA and above education, nearly three-quarters (74%) report making New Year resolutions. In comparison, only 53% of those with less than FA education say they engage in this practice, while 45% report not making resolutions.



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



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, 27th March 2026

(3 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*

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)