

EDITION 21

GALLUP PAKISTAN

MONTHLY ROUND-UP

2 / 2026

FEBRUARY

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EDITOR'S NOTE

Dear Readers,

February 2026 was another engaging month for Gallup Pakistan, featuring new research releases, refreshed dashboards, and extensive media engagement across the country.

Throughout the month, we carried out a series of daily opinion polls to gauge public sentiment on various topics such as employment, education, higher education output, global political approval, aviation trends, military and foreign policy, and issues related to Gaza and Palestine. These polls, along with updates to our Gallup Pakistan Digital Analytics dashboards, offer readers an interactive and thorough view of emerging trends in public opinion.

Gallup Pakistan's Big Data Analysis series addressed pressing national issues. Reports explored child marriage, labor force participation, employment and wages, unemployment and youth joblessness, unpaid domestic work, the gig economy, and a fifty-year review of Punjab's agriculture. Despite rising labor participation and wages, challenges such as gender disparities, informal employment, and healthcare capacity remain prominent.

Our work continued to resonate across media platforms. Coverage included the doctor exodus (*The News*), public support for Gaza troop deployment (*Al Jazeera*), underage marriage trends (*Jung News*), education inequalities and morning TV narratives (*Native Media*), and insights from Executive Director Bilal Gilani on child marriage enforcement (*Urdu News*).

In outreach, Gallup Pakistan and Gallup Pakistan Digital Analytics participated in the LUMS Career Fair 2026, engaging students and showcasing research and analytics career paths. Gallup Pakistan also contributed to the Gallup International End-of-Year Survey 2025, which examined global attitudes toward migration, highlighting differences worldwide, with high-income countries generally more resistant to mobility and lower-income countries more supportive. Bilal I. Gilani continues to serve as Vice President of the Gallup International Association, playing a leading role in guiding a global network of over 60 polling organizations and promoting international collaboration in public opinion research.

The Gallup International Association conducts its annual End-of-Year Survey to track global public opinion across multiple countries. The 2025 survey highlighted key international perspectives, including the impact of the Gaza conflict on views of Israeli leadership, and examined global attitudes toward migration, showing high-income countries generally resistant to mobility while lower-income countries were more supportive. Gallup Pakistan contributed to this survey as part of the global network.

We thank our readers, partners, and collaborators for their continued support as we continue providing timely, evidence-based insights that inform public understanding and policy dialogue.

Best regards,
Shameen Hussain
Research Executive
Gallup Pakistan

FEBRUARY RELEASES

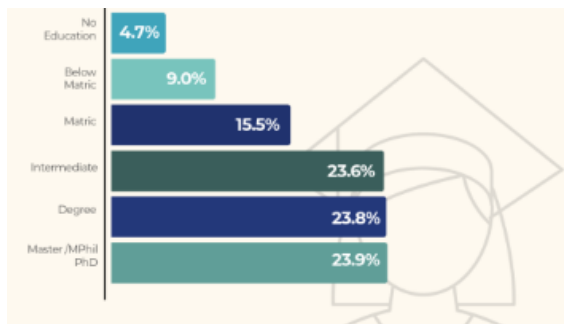
In February 2026, Gallup Pakistan released:

14

DAILY POLLS

Data were collected nationwide to capture public opinion across key themes, including employment and education, higher education output, global political approval, aviation trends, military and foreign policy, and views related to Gaza and Palestine.

[Access here.](#)



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NEW & UPDATED DASHBOARD LAUNCHED

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



FLIGHT DASHBOARD

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

([Access here](#))



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BIG DATA ANALYSIS PRESS RELEASES

- Child Marriage in Pakistan** – Despite new laws, around 10% of 15-19-year-olds are married, with higher rates in Balochistan, former FATA, and parts of Sindh, especially among girls. ([Access here](#))
- Doctor Exodus from Pakistan** – Nearly 4,000 doctors left Pakistan in 2025, marking the highest outflow on record and highlighting ongoing challenges in the country's healthcare system. ([Access here](#))
- Labor Force Participation in Pakistan** – Pakistan's labor force grew to 85.6 million in 2024–25, with LFPR rising to 47.7%.

Female participation increased to 24.4%, and rural and youth engagement also showed notable gains, though urban areas remain relatively stagnant.

[Access here.](#)

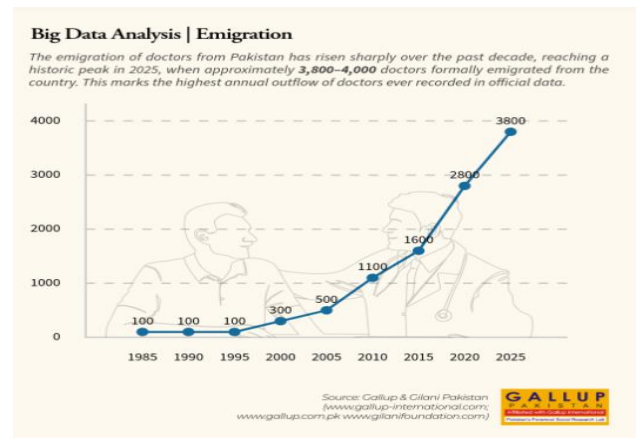
- **Employment Growth & Sectoral Shifts** – Pakistan’s employment rose to 79.7 million in 2024–25, led by low-productivity services, with women concentrated in agriculture and slow industrial growth.
[Access here.](#)
- **Unemployment & Youth Joblessness** – Pakistan’s unemployment rose to 6.9% in 2024–25, with women and youth facing the highest joblessness, especially in urban areas.
[Access here.](#)
- **Wages & Employment Quality** – Average wages rose sharply to PKR 39,042 in 2024–25, but over 80% of jobs remain informal, with persistent gender wage gaps and limited job security.
[Access here.](#)
- **Unpaid Domestic & Care Work** – Over 52 million women perform unpaid household and care work in 2024–25, nearly eight times more than men, highlighting gendered economic contributions.
[Access here.](#)
- **Gig Economy in Pakistan** – Online gig work accounts for 2.9% of total employment in 2024–25, with most workers engaged in physical platform-based activities rather than fully digital work.
[Access here.](#)

- **Punjab Agriculture Over 50 Years** – Punjab’s agricultural growth (1972–2021) was driven by irrigation, input intensification, mechanization, and improved seeds, sustaining output amid population and environmental pressures.

[Access here.](#)

- **Foreign Airlines Dominate Pakistan’s International Aviation Market:** Gallup Pakistan analysis shows foreign airlines now carry over 65% of Pakistan’s international passengers, marking a major shift from 2006–07 when domestic carriers held nearly half the market.

[Access here.](#)



GALLUP IN PRESS AND WEB

Doctor Exodus from Pakistan – The News

Gallup Pakistan analysis shows nearly 4,000 doctors left Pakistan in 2025, the highest outflow on record. Despite producing around 22,000 new doctors annually, structural gaps remain as many doctors are inactive, underemployed, or working abroad, raising concerns about the country's healthcare capacity.

[Click here.](#)



This representational image shows a Doctor. — Unsplash/File

Underage Marriage in Pakistan – Jung News:

Gallup Pakistan report shows 1 in 10 young people (15–19 years) is married, with Balochistan highest, followed by Islamabad and Punjab; rural girls are most affected, up to 30% in some areas.

[Access here](#)



Support for Troop Deployment to Gaza – Al Jazeera

Gallup Pakistan survey finds nearly three-quarters of Pakistanis support sending troops to Gaza as part of an International Stabilization Force. Conducted Jan 15–Feb 3 with 1,600 respondents, the poll shows strong public engagement with the Palestinian cause amid Pakistan's involvement in the U.S.-led Board of Peace initiative.

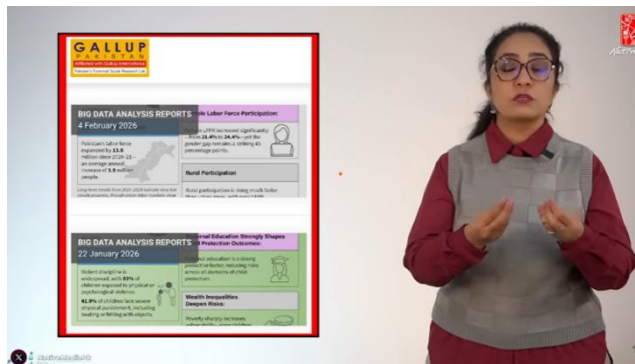
[Watch here](#)



Education Inequality in Pakistan – Native media:

Gallup Pakistan's big data analysis shows education is a class- and gender-based issue; urban, male, and affluent individuals have easier access, while rural girls from low-income households face severely limited opportunities.

[Watch here.](#)



Morning TV in Pakistan – Native Media:

Gallup Pakistan study “What Pakistan Watches in the Morning” finds that major morning shows often repeat the same stories, guests, and formats, limiting diverse perspectives and shaping daily narratives, especially for women audiences.

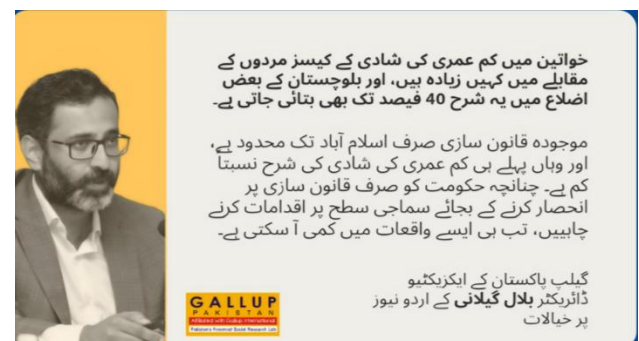
[Click here.](#)



Gallup Pakistan: Child Marriage Still Prevalent in Pakistan – Bilal Gilani Interview

In an interview with Urdu News, Gallup Pakistan Executive Director Bilal Gilani highlighted that nearly 1 in 10 young people (15–19 years) in Pakistan are married, with girls disproportionately affected, especially in rural areas of Balochistan, Sindh, and Khyber Pakhtunkhwa. While legislation like the Child Marriage Restitution Bill 2025 exists, he stressed that social awareness and consistent enforcement across provinces are critical to reducing child marriage rates.

[Click here.](#)



Gallup Pakistan Outreach

Gallup Pakistan at LUMS Career Fair 2026:

Gallup Pakistan and Gallup Pakistan Digital Analytics participated in the LUMS Career Fair 2026, engaging with students interested in research and analytics. The event provided an opportunity to showcase career paths, share insights, and interact with emerging talent, highlighting Gallup Pakistan's commitment to professional development and public engagement.



International Representation:

Bilal I. Gilani continues to serve as Vice President of the Gallup International Association, playing a leading role in guiding a global network of over 60 polling organizations and promoting international collaboration in public opinion research.

Bilal Gilani (Pakistan)

Vice President



Bilal Gilani is Executive Director of the Customized Research Department at Gallup Pakistan. He has gained overall management experience in field operations in Pakistan and has headed key projects relating to New Media and Media Studies.

These projects include the Gallup Media Reports on television, newspapers and radio that give estimates of the size of TV, radio, print and cinema audiences in rural and urban parts of Pakistan. His study on how mobile technology is shaping the culture and community-level changes in Pakistan has been a landmark in mobile phone-based research and has been used by the World Bank, USAID, UNICEF and DFID in their media campaign management.

GIA Annual Board Meeting, London, UK:

The Gallup International Association board members' meeting was held in London in the first week of February. This meeting acted as a milestone to strengthen Global association ties and address internal administrative frameworks, as well as future challenges. This was also a step forward to strengthen the policies and governance of the association. The meeting was attended by board members, the president, and the vice presidents. Bilal Gilani, executive director of Gallup Pakistan, who is the vice president of this prestigious association, was part of the meeting.

Gallup International Research

GALLUP INTERNATIONAL ASSOCIATION EOY SURVEY

The 2025 Gallup International Association end-of-year Survey, which covers 61 countries and over 64,000 respondents, found that Israeli Prime Minister Netanyahu mostly faces negative views, with 53 of 58 countries rating him unfavorably. Disapproval is highest in the Arab world and Western Europe, while only five countries, including Azerbaijan, Kenya, India, Ukraine, and Georgia, hold positive views. The survey also indicates declining European support and highlights the Gaza conflict's impact on global opinion.

[Access here.](#)



Global Migration Trends 2025 – GIA EOY Survey:

Gallup Pakistan contributed to the Gallup International End-of-Year Survey 2025, which examines global public opinion on migration. The survey shows differences in attitudes worldwide, with high-income countries generally more resistant to mobility and lower-income countries more supportive.

[Click here.](#)



FAQs

The AI Advantage in Market Research

Modern market research increasingly uses AI and machine learning to analyze massive amounts of data—from social media chatter to purchase patterns—providing faster, real-time insights that go beyond what traditional surveys can capture.

Behavior Over Words

Instead of only asking what people think, researchers now track actual behavior, such as app usage, online shopping habits, and even geolocation patterns. This approach uncovers what consumers really do, not just what they say, giving a clearer picture of market trends.

KNOW YOUR PAKISTAN

1. Digital Payment Growth

Digital payments in Pakistan surged in 2024, with mobile wallet transactions exceeding PKR 5 trillion, reflecting rapid fintech adoption and financial inclusion efforts.

Source: State Bank of Pakistan, 2024

2. Cotton Production Trends

Pakistan remains a major cotton producer, with annual output around 10 million bales, primarily from Punjab and Sindh, supporting the textile industry.

Source: Pakistan Cotton Ginners Association, 2024

3. Telecom Sector Expansion

Pakistan's telecom subscriber base surpassed 190 million in 2024, driven by mobile internet growth and 4G/5G network expansion.

Source: Pakistan Telecommunication Authority, 2024

4. Urban Population Growth

Urbanization continues rapidly, with over 36% of Pakistan's population living in cities in 2024, creating pressures and opportunities in housing, transport, and infrastructure.

Source: Pakistan Bureau of Statistics, 2024

5. Fishery Sector Contribution

Pakistan's fisheries contributed over PKR 200 billion to the economy in 2024, supporting coastal livelihoods and the export of shrimp, fish, and other seafood.

Source: Ministry of Maritime Affairs, 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

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