

GALLUP PAKISTAN

MONTHLY ROUND-UP

3 / 2026

MARCH

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EDITOR'S NOTE

Dear Readers,

March 2026 marked another active and analytically rich period for Gallup Pakistan, with a diverse set of releases spanning public opinion, administrative data analysis, and digital analytics.

During the month, we published 10 Daily Polls covering Migration & Mobility, Public Health & Sanitation, Social Behaviour, Religious Attitudes, and Cultural Practices. These findings are based on nationally representative samples and offer timely insights into evolving public perceptions across Pakistan.

In parallel, seven Big Data Analysis press releases were issued, drawing on the latest Pakistan Bureau of Statistics datasets (HIES 2024–25) as well as long-term administrative records. These analyses explored critical themes including child and maternal health, digital inclusion, education outcomes, and structural changes in sectors such as forestry, livestock, communications, and banking—highlighting both progress and persistent disparities.

We also expanded our Gallup Pakistan Digital Analytics (GDAP) platforms with updates to two key dashboards. The Commodity Prices – Inflation Dashboard continues to track price movements across essential goods, while the Flight Dashboard, updated using Civil Aviation Authority data, provides ongoing visibility into Pakistan's air travel and mobility trends.

At the global level, findings from the WIN Worldviews Survey 2026 and Gallup International End-of-Year Survey 2025 highlight important contrasts between perceived progress and lived realities particularly around women's safety and global migration attitudes.

Media coverage during the month reflected strong engagement with these findings, spanning topics such as global leadership perceptions, migration trends, gender-based insecurity, consumption patterns, and higher education outcomes. This continued visibility reinforces the relevance of data-driven insights in shaping public discourse.

We remain committed to producing rigorous, evidence-based analysis that contributes meaningfully to national and global conversations.

Thank you for your continued engagement.

Best regards,

Shameen Hussain
Research Executive
Gallup Pakistan

MARCH RELEASES

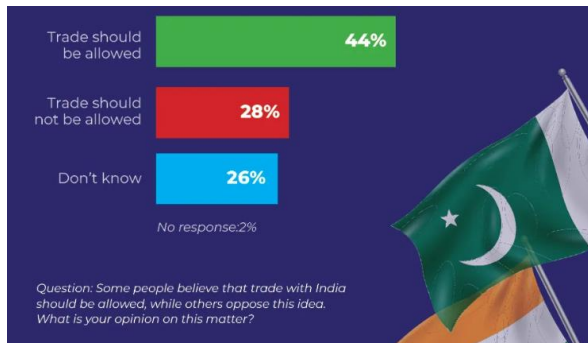
In March 2026, Gallup Pakistan released:

10

DAILY POLLS

Across the themes of Migration & Mobility, Public Health & Sanitation, Social Behaviour, Religious Attitudes, and Cultural Practices, responses were recorded from a nationally representative sample across Pakistan.

[Access here.](#)



2

NEW & UPDATED DASHBOARD LAUNCHED

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



FLIGHT DASHBOARD

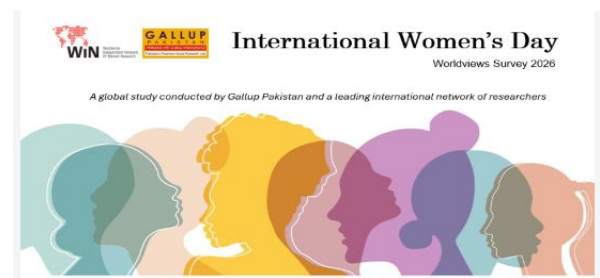
Gallup Pakistan updated the latest data for the Flight Monitor using Civil Aviation Authority (CAA) data. ([Access here](#))



The Illusion of Equality: Women's Everyday Realities Lag Behind Formal Gains – WIN & Gallup Pakistan

Findings from the Worldwide Independent Network of Market Research Worldviews Survey 2026 highlight a persistent gap between perceived progress and lived realities for women. Despite gains in workplaces and politics, concerns around safety remain significant, with 45% of women reporting feeling unsafe at night particularly younger women underscoring that formal equality has yet to translate into everyday security.

[Access here.](#)



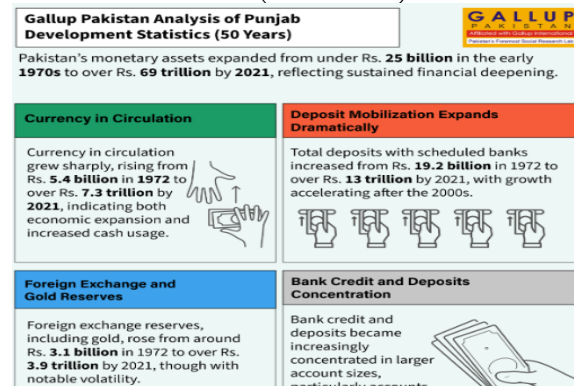
MARCH RELEASES

7

BIG DATA ANALYSIS PRESS RELEASES

- Gallup Pakistan analysis of Pakistan Bureau of Statistics HIES 2024–25 shows improving child and maternal health outcomes, though significant regional disparities persist. ([Access here](#))
- Gallup Pakistan analysis of HIES 2024–25 highlights expanding internet access, but persistent gender, rural, and skills gaps continue to constrain digital inclusion. ([Access here](#))
- Gallup Pakistan analysis of HIES 2024–25 indicates rising school attendance in Pakistan, yet enduring gender, rural, and provincial disparities limit equitable education outcomes. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics shows a long-term decline in forest area over five decades, with rising timber values reflecting increasing scarcity rather than growth. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics shows fisheries and livestock sectors have expanded and commercialized over five decades, with notable increases in production and service infrastructure. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics indicates communications and co-operatives have modernized over time, despite contraction in traditional postal services. ([Access here](#))
- Gallup Pakistan analysis of long-term financial data shows Pakistan's banking sector has expanded over five decades, marked by rising deposits, increasing credit

- concentration, and deepening financial intermediation. ([Access here](#))



1

GALLUP INTERNATIONAL ASSOCIATION EOY SURVEY 2025 Global Divide on Migration Attitudes

The Gallup International Association End-of-Year (EOY) Survey 2025 reveals a clear and consistent global pattern in attitudes toward migration, with notable divergence between higher- and lower-income countries.

While migration remains one of the most politically sensitive issues globally, public opinion reflects a structured divide—high-income countries are increasingly cautious and resistant to cross-border mobility, whereas developing countries remain broadly supportive of movement across borders.

At the same time, attitudes differ by direction of mobility. Emigration is more often viewed negatively, driven by concerns around brain drain and the loss of skilled human capital. In contrast, immigration is generally perceived more positively, particularly in regions where it is associated with economic opportunity, labor inflows, and social exchange.

[Access here.](#)

GALLUP IN PRESS AND WEB

Global Migration Attitudes: Rich vs. Poor Countries – The News

Findings from the Gallup International Association End-of-Year Survey 2025 highlight a clear global divide in migration attitudes. Wealthier countries tend to be more cautious and resistant to migration, while lower-income nations remain comparatively more supportive of cross-border mobility.

Across regions, emigration is more often viewed negatively particularly in conflict-affected countries reflecting concerns around brain drain and population loss. In contrast, immigration is generally perceived more positively, especially in Africa, South Asia, and parts of the Arab world, where it is associated with economic opportunity and social exchange.

Read the full article [here](#)



Rich Countries Growing Cautious About Migration – Jung News

Findings from the Gallup International Association End-of-Year Survey 2025 highlight a pronounced global divide in migration attitudes. Wealthier countries are increasingly cautious toward cross-border mobility, while lower-income nations remain comparatively more supportive.

Emigration is more often viewed as harmful particularly in conflict-affected contexts—

reflecting concerns around population loss and brain drain. Negative sentiment is especially strong in countries such as Greece, Serbia, and Ukraine, where public opinion most strongly associates outward migration with national loss.

Read the full article [here](#)

Rich countries are becoming increasingly cautious about migration, survey says

PhD Graduates in Pakistan: Trends and Challenges – Gallup Pakistan

Bilal Gilani, Executive Director of Gallup Pakistan, noted that analysis based on Higher Education Commission Pakistan data shows 32,640 PhD graduates from 119 universities over the past decade, with chemistry leading at 2,433 degrees.

While most graduates are relatively young and nearly half are women, a significant proportion do not transition into employment. The findings suggest that although doctoral output reflects expanding research capacity, challenges remain around job alignment, absorption, and the broader relevance of advanced degrees to the economy.

Read the full article [here](#)



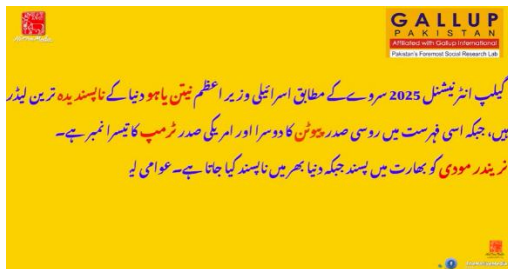
Gallup Pakistan Executive Director Bilal Gilani said the report was prepared on the basis of HEC data (Photo: HEC)

GALLUP IN PRESS AND WEB

Global Leaders Ranked: Public Opinion in Pakistan – Native Media

A global survey of leadership perceptions shows that views of world leaders vary widely across countries, with no single unified global opinion. In Pakistan, public attention remains more focused on domestic figures, reflecting the stronger influence of local political context over global narratives.

Watch [here](#).



Rising Insecurity and Harassment Among Women – The News

Findings from the Gallup International Association and Worldwide Independent Network of Market Research survey highlight that despite progress in gender equality, everyday safety remains a concern, with 45% of women globally reporting feeling unsafe at night. Concerns are particularly pronounced among younger women, underscoring the gap between formal gains and lived experiences.

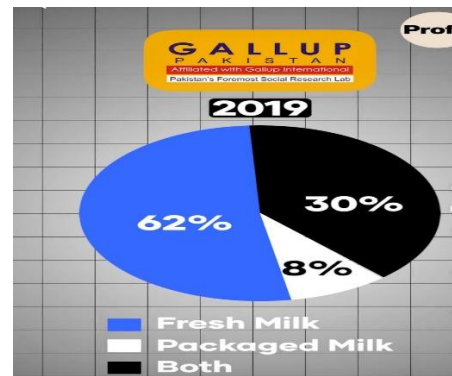
Read full article [here](#)



Neighborhood Milk Wins Over Packaged Milk in Pakistan – Profit Magazine

Gallup Pakistan's 2019 and 2026 survey covered by Profit Magazine. Rising inflation and taxation are reshaping consumption patterns in Pakistan, with many households shifting from packaged to loose milk. The trend reflects price sensitivity and declining affordability, as consumers increasingly prioritize cost over branded convenience.

Watch the full video [here](#)



Global Survey Shows Narendra Modi's International Popularity Limited – WE News

Findings from a Gallup International Association global survey indicate that Narendra Modi's international popularity remains limited, with 25% viewing him positively, 37% negatively, and 38% unfamiliar with him. While support is stronger in parts of Asia and Europe, overall global perception remains mixed, challenging claims of widespread international approval.

Read full article [here](#)

GALLUP IN PRESS AND WEB



Modi's Global Popularity Remains Limited – Samaa News

Findings from the Gallup International Association survey indicate that Narendra Modi faces mixed global perceptions, with 37% expressing unfavorable views and 38% unfamiliar with him. Disapproval is highest in countries such as South Korea, Iran, and Iraq, reflecting uneven international recognition and sentiment.

Watch the full [here](#)



FAQs

Why Surveys Still Matter in Understanding Public Opinion

Surveys and market research often get dismissed as mere snapshots, but that view underestimates their power to reveal stable patterns in public attitudes. While polls capture *what* people think at a given moment, thoughtful analysis helps explain the *why*—showing how beliefs are shaped by experience, context, and information.

It's also important to remember that individual circles don't reflect the whole: your personal network might seem united on an issue, yet nationally the picture can be very different. That's the strength of properly designed research—the use of random sampling and systematic methods ensures that results truly represent the broader population, not just a selective slice.

KNOW YOUR PAKISTAN

1. **Pakistan's first autonomous electric bus** hit the roads, developed by local engineers and showcased in major cities to promote sustainable public transport. It reflects growing interest in green technology and smart mobility.
Source: National Transport Research Centre, 2025
2. **A Pakistani university research team created biodegradable packaging** from agricultural waste, offering an eco-friendly alternative to plastic and receiving international recognition for sustainable innovation.
Source: University of Agriculture Faisalabad Research Bulletin, 2025
3. **Pakistan's health tech sector delivered a breakthrough telemedicine platform**, connecting remote patients with specialist doctors nationwide and significantly improving healthcare access in underserved regions.
Source: Pakistan Telemedicine Association, 2025
4. **Local researchers mapped Pakistan's groundwater resources** using advanced geospatial technology, providing critical data for water management policies amid growing concerns over water scarcity.
Source: Pakistan Council of Research in Water Resources (PCRWR), 2025
5. **Pakistani climate scientists contributed to a global early warning system for heatwaves**, integrating local weather modeling into an international network to help vulnerable communities prepare for extreme heat events.
Source: Pakistan Meteorological Department (PMD), 2025

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