

GALLUP PAKISTAN

MONTHLY ROUND-UP

4 / 2026

APRIL

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EDITOR'S NOTE

Dear Readers,

April 2026 was another insight-driven month for Gallup Pakistan, with multiple releases covering public opinion research, analysis of administrative data sources, and digital analytics outputs.

During the month, we published 10 Daily Polls capturing public opinion on a range of emerging themes, including digital security and surveillance (CCTV usage), adoption of AI-driven services such as chatbots, online consumption habits like food ordering, and sports engagement, particularly interest in under-19 cricket and players. Based on nationally representative samples, these polls provide timely insight into evolving public behaviors and perceptions across Pakistan.

Alongside this, seven Big Data Analysis press releases were issued based on PSLM/HIES 2024–25 (Pakistan Bureau of Statistics) and other long-term administrative datasets. These analyses covered key structural areas including communicable diseases, fertility trends and family planning, housing conditions, WASH access, energy transition, food insecurity, and solar energy adoption, highlighting both gradual progress and persistent rural–urban and income-based disparities across Pakistan.

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. At the same time, 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 Gallup International Association End-of-Year (EOY) Survey 2025, a Gallup International Association snap poll, and the WINMR Worldviews Survey highlight contrasting global attitudes on key issues, from population trends and geopolitical conflicts to biomedical innovation, reflecting both division and cautious public outlooks across societies.

Media coverage during the month reflected strong public and editorial engagement with Gallup Pakistan findings, spanning themes such as digital and AI adoption gaps, support for ceasefire efforts, rising solar energy use, sanitation outcomes, global neutrality on the Iran conflict, and gender equality perceptions. This sustained coverage underscores the continued relevance of data-driven insights in shaping national and international 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

APRIL RELEASES

In April 2026, Gallup Pakistan released:

10

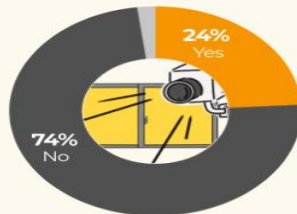
DAILY POLLS

Across the themes of digital security and surveillance (CCTV usage), digital services and AI adoption (chatbots), online consumption behavior (food ordering), and sports engagement (including under-19 cricket and player interest), responses were recorded from a nationally representative sample across Pakistan. [Access here.](#)

Technology & Surveillance CCTV Usage

CCTV Camera Adoption Remains Limited in Pakistan: Only **24%** Report Installation for Security, While a Large Majority (**74%**) Report No Installation

Please tell us, have you installed CCTV cameras for the protection/surveillance of your home or business?



Don't know/No response: 2%

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](#))



Gallup Pakistan Snap Poll: Strong Public Support for Pakistan's Ceasefire Mediation Role

Gallup Pakistan snap poll (April 8–9, 2026) shows overwhelming public support for Pakistan's mediation in the US/Israel–Iran ceasefire, with 93% approval and 88% favoring an active global diplomatic role. Awareness of Pakistan's efforts stands at 82%, while 75% believe the ceasefire could lead to lasting peace, reflecting strong optimism about outcomes. Overall, the findings indicate near-consensus public backing for Pakistan's active and constructive role in international diplomacy.

[Access here.](#)



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7

BIG DATA ANALYSIS PRESS RELEASES

- Gallup Pakistan analysis of PSLM/HIES 2024–25 highlights a highly uneven communicable disease burden, where malaria (43 per 1,000) is concentrated in rural areas and dengue remains largely urban, while tuberculosis persists at a low but steady level. Hepatitis B and C emerge as the most significant long-term health challenge, affecting hundreds per 100,000 with marked rural and provincial variation. Overall, the findings point to deep structural health vulnerabilities requiring both immediate control measures and long-term system strengthening. ([Access here](#))
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows a gradual fertility decline, with TFR falling to 3.6 and remaining higher in rural areas (4.1) than urban (3.0), alongside an increase in contraceptive prevalence to 38% (44% urban, 34% rural). Women’s education is a key driver of family planning uptake, while spousal opposition, cultural constraints, and preference for larger families continue to limit progress. Overall, the demographic transition remains uneven, shaped by persistent rural–urban and gender disparities in access and decision-making. ([Access here](#))
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows clear rural–urban disparities in housing, with lower homeownership in rural areas (39% vs 52%) and higher vulnerability to aftershocks. Rural households also face poorer housing quality, greater overcrowding (22% vs 15%), and limited access to basic services. Overall, the findings reflect deep structural inequality in housing, affordability, and infrastructure access. ([Access here](#))
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows persistent urban–rural disparities in WASH access, with improved drinking water at 96% in urban areas vs 65% in rural regions, along with major gaps in sanitation and hygiene facilities. Rural households also face lower access to toilets and handwashing facilities and greater time burdens in water collection. Overall, the findings highlight deep structural inequalities in basic services affecting rural public health. ([Access here](#))
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows that while electricity access is nearly universal (96%) and solar adoption is gradually increasing, 62% of households still rely on polluting solid fuels for cooking, indicating a slow and uneven energy transition. Clean fuel use remains limited at 38%, with significant provincial disparities and minimal improvement since 2018–19. Overall, the findings highlight an incomplete energy transition where access to electricity has improved, but reliance on traditional fuels continues to pose health and environmental risks, especially in rural households. ([Access here](#))
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows that nearly one in four households (24–26%) experiences moderate or severe food insecurity, with risks strongly concentrated in lower-income groups and poorer provinces such as Balochistan and Sindh. Households in the lowest income quintile face food

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insecurity at nearly five times the rate of the richest quintile, reflecting deep structural inequality driven primarily by affordability and income instability rather than food availability. Overall, the findings highlight persistent and uneven food insecurity, underscoring the need for targeted, income- and region-specific policy interventions. ([Access here](#))

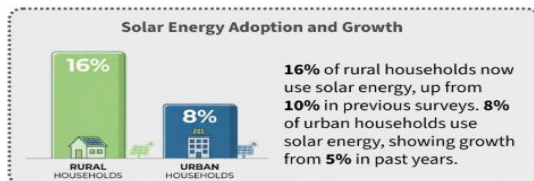
- Gallup Pakistan analysis of PSLM/HIES 2024–25 shows rising solar adoption in Pakistan, reaching 16% in rural areas and 8% in urban areas, driven by lower costs and policy support. Rural households lead in uptake, with stronger use of solar lighting and stoves, especially in Sindh and Balochistan. Overall, solar energy is steadily expanding as a key off-grid and decentralized energy solution. ([Access here](#))

Gallup Pakistan Analysis of Household Integrated Economic Survey (HIES) 2024-25



Solar Energy

Solar Power Adoption Increases by 8–10% Across Pakistan in 2024-25: Rural Areas Lead the Charge, While Urban Adoption Rises Steadily



1

GALLUP INTERNATIONAL ASSOCIATION EOY SURVEY 2025 Global Demographic Paradox

Gallup International Association End-of-Year (EOY) Survey 2025 shows a divided global outlook on population dynamics, with 39% saying populations are not growing fast enough, 24% saying they are growing too fast, and 54% preferring a two-child family norm, alongside 4% who prefer no children. Aging societies show greater concern about population decline and favor smaller families, whereas faster-growing societies remain concerned about rapid growth but continue to prefer larger households.

Regionally, Eastern Europe and Northeast Asia show the greatest concern about population decline, while Africa and South Asia report greater concern about rapid population growth. High-income countries tend to prefer smaller families, whereas lower-income regions show a stronger preference for larger families. Pakistan reflects both trends, with 73% viewing population growth as too fast and 66% preferring three or more children.

Overall, the findings highlight a clear global demographic divide shaped by income levels, ageing trends, and shifting family norms.

[Access here.](#)



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1

GALLUP INTERNATIONAL ASSOCIATION SNAP POLL Iran Conflict (Global Public Opinion)

Gallup International Association snap poll across 15 countries ($N \approx 13,000$) shows that 60% of respondents support neither side, while 16% support the USA–Israel coalition and 16% support Iran. At the same time, 80% attribute responsibility at least partly to the USA and Israel, and 85% expect economic harm, with 59% expecting a long war and 63% anticipating regional instability.

Regionally, support for Iran is highest in Pakistan (79%), while overall global sentiment remains largely detached from either side. Most respondents expect prolonged conflict, limited success of regime change (47% failure), and continued instability across the Middle East.

Overall, findings show strong global reluctance to take sides, alongside high expectations of economic impact and sustained geopolitical instability. [Access here](#)



1

WINMR WORLDVIEWS SURVEY Global Discomfort with Biomedical Innovation

WINMR Worldviews Survey shows a cautious global outlook toward biomedical innovation, with 60% willing to accept mRNA vaccines compared to 68% for traditional vaccines, indicating a clear preference for established medical approaches amid ongoing uncertainty around new technologies.

Public comfort with biomedical innovations remains uneven, with only moderate acceptance levels and nearly one-third of respondents expressing uncertainty, while trust is significantly higher among younger and more educated groups and lower among older and less educated populations.

Overall, the findings highlight that biomedical innovation is advancing in an environment of partial trust, where acceptance is growing but remains constrained by knowledge gaps, demographic divides, and persistent caution toward new medical technologies. [Access here](#)



WORLD IMMUNIZATION WEEK
Worldviews Survey 2025



GALLUP IN PRESS AND WEB

Severe Digital & AI Divide in Pakistan— Nukta Pakistan

Executive Director Bilal Gilani from Gallup Pakistan highlighted a severe digital and AI divide, with 85% of Pakistanis having no exposure to AI, driven by low literacy, limited smartphone access, weak internet, and power shortages, while usage remains concentrated among youth and educated groups, with rural populations and women most excluded, underscoring the urgent need for digital investment and reskilling.

[Watch here](#)



Gallup Pakistan Survey Shows Strong Public Support for Ceasefire Efforts

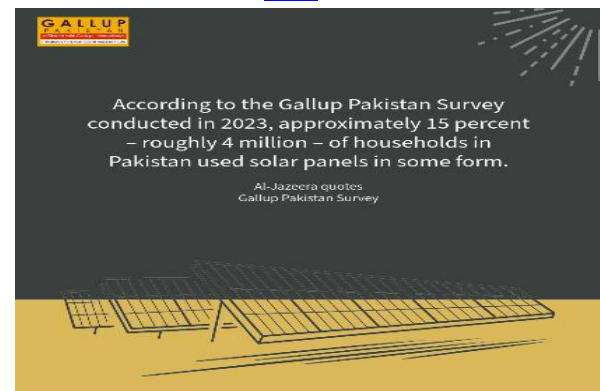
Gallup Pakistan findings indicate overwhelming national support for Pakistan's ceasefire role, with 93% approval and 75% expressing hope for lasting peace. The results reflect a strong public consensus on diplomatic engagement and optimism about conflict resolution. [Read here](#)



Al Jazeera quoting 2023 Gallup survey on solar energy adoption

According to a Gallup Pakistan survey (2023), around 15% of households—approximately 4 million—reported using solar panels, indicating a steady shift toward alternative energy sources in response to rising electricity challenges.

Read the full article [here](#)



Global Opinion Stays Neutral on Iran Conflict – Jung News

According to *Jung News*, citing a Gallup International Association survey across 15 countries, 60% of people support neither side in the Iran conflict, while only 16% each back the U.S.-Israel alliance and Iran. A majority also attributes responsibility to the United States and Israel, reflecting global detachment and concern rather than polarization.

Read [here](#).

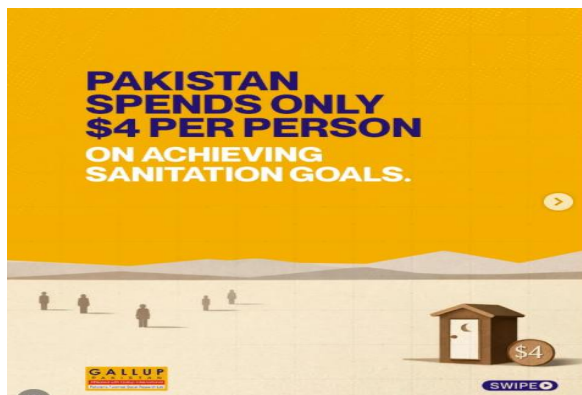
Global public opinion is indifferent to Israeli-US war against Iran; Gallup

GALLUP IN PRESS AND WEB

Sanitation Progress and Policy Priorities– Gallup Pakistan

Data from HIES 2025 (Pakistan Bureau of Statistics) and NFHS 2019–21 (IIPS), analyzed by Gallup Pakistan, shows Pakistan achieving 93% household toilet access despite a low per capita WASH budget of around \$4, while in India about 22% of households still lack toilets. This suggests that sanitation outcomes are shaped not only by resource allocation but also by national policy priorities and implementation focus.

See [here](#)



Global Public Opinion on Iran Conflict: Neutrality and Rising Anxiety – The News

A Gallup International Association multi-country snap poll released in Vienna on April 13, 2026, and reported by Jung News shows global opinion on the Iran conflict is largely neutral and cautious, with 60% of respondents across 15 countries supporting neither side, while only 16% back the US-Israel alliance and 16% support Iran. The findings also highlight strong perceptions of shared responsibility (44% blaming both the US and Israel) alongside widespread expectations of

prolonged conflict, regional instability, and significant economic fallout, reflecting a global mood defined more by detachment and concern than alignment.

Read [here](#)



Representational image of Iran and US flags. —TheNews/File

Gender Equality: Perception vs Lived Reality – Native Media

Native Media reports on findings from a Worldwide Independent Network of Market Research (WINMR) survey in collaboration with Gallup & Gilani Pakistan, showing that many women globally feel gender equality has not improved, with stronger concerns in Europe. The findings also highlight persistent issues of safety, harassment, and structural inequality, underscoring a gap between empowerment narratives and lived experiences.

Watch [here](#)



FAQs

How Sampling Error Shapes Survey Accuracy

In survey research, results are always based on a sample rather than the full population, which introduces a measurable level of uncertainty known as sampling error. This is why credible surveys report a margin of error, indicating the range within which the true population value is likely to fall.

Larger and more representative samples generally reduce sampling error, but no survey can eliminate it, as variation naturally exists in any population. This is also why small differences in percentages are often not statistically meaningful unless they exceed the margin of error.

Overall, understanding sampling error is essential for correctly interpreting survey results, especially when comparing groups or tracking changes over time.

KNOW YOUR PAKISTAN

1. Pakistan has developed its first AI-based traffic management system in a major city, using real-time data analytics to reduce congestion and improve urban mobility efficiency.
Source: Punjab Safe Cities Authority, 2025
2. Engineers in Pakistan have introduced low-cost solar-powered irrigation pumps, helping small farmers reduce diesel dependency and improve agricultural productivity in off-grid areas.
Source: Pakistan Agricultural Research Council (PARC), 2025
3. A locally developed e-learning platform has expanded access to digital education, enabling students in rural areas to attend live classes and access recorded academic content.
Source: National ICT R&D Fund, 2025
4. Pakistani scientists have launched a pilot project for smart waste sorting systems using AI and sensor technology to improve urban recycling efficiency.
Source: Capital Development Authority (CDA), 2025
5. A biotechnology research team in Pakistan has advanced drought-resistant crop varieties aimed at improving food security under changing climate conditions.
Source: National Agricultural Biotechnology Institute, 2025

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Contact Details:

Email: isb@gallup.com.pk