

Edition #74
Since Year 2015

GALLUP & GILANI PAKISTAN NEWSPAPER CONTENT ANALYSIS REPORT

June 2026

A monthly series from Gallup & Gilani Pakistan
Media Research Wing analyzing ~2,000+
newspaper columns and editorials.

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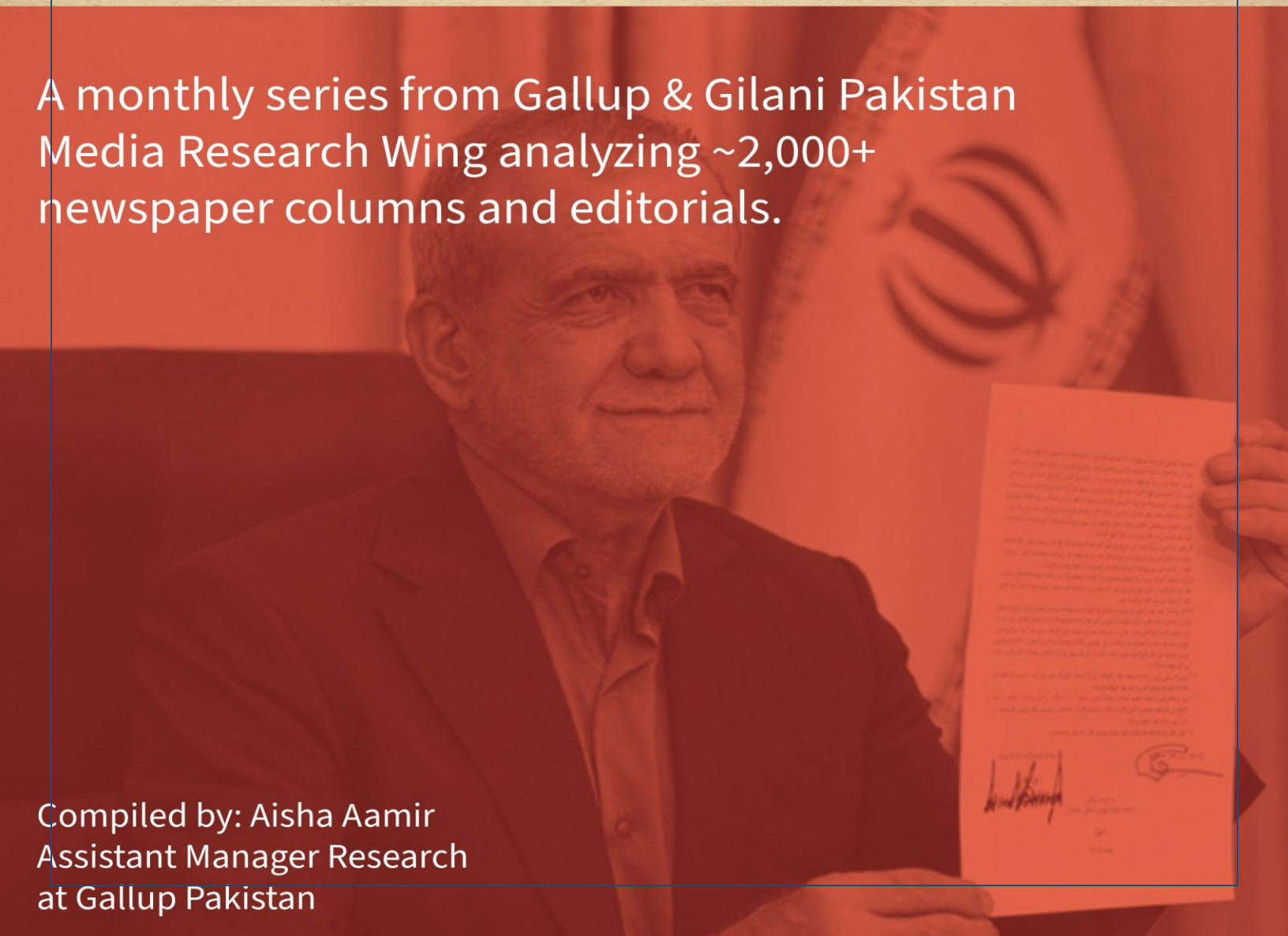


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Content Analysis of Newspaper Articles Published During June 2026

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **1699 opinion pieces (columns and editorials)**. These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, **Economy, Foreign Relations, and Politics** dominated editorial attention.

Islamabad, 31 July 2026

INTRODUCTION

According to the Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan under the supervision of Executive Director Bilal I. Gilani, the key themes discussed in mainstream print media during **June 2026** centered on **Economy, Foreign Relations, and Politics**.

An analysis of **12** national newspapers—comprising **1699** opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national and international issues.

This is the **74th** edition of the study. Previous editions (since 2015) are available at: <https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

Which Newspapers Have Been Analyzed?

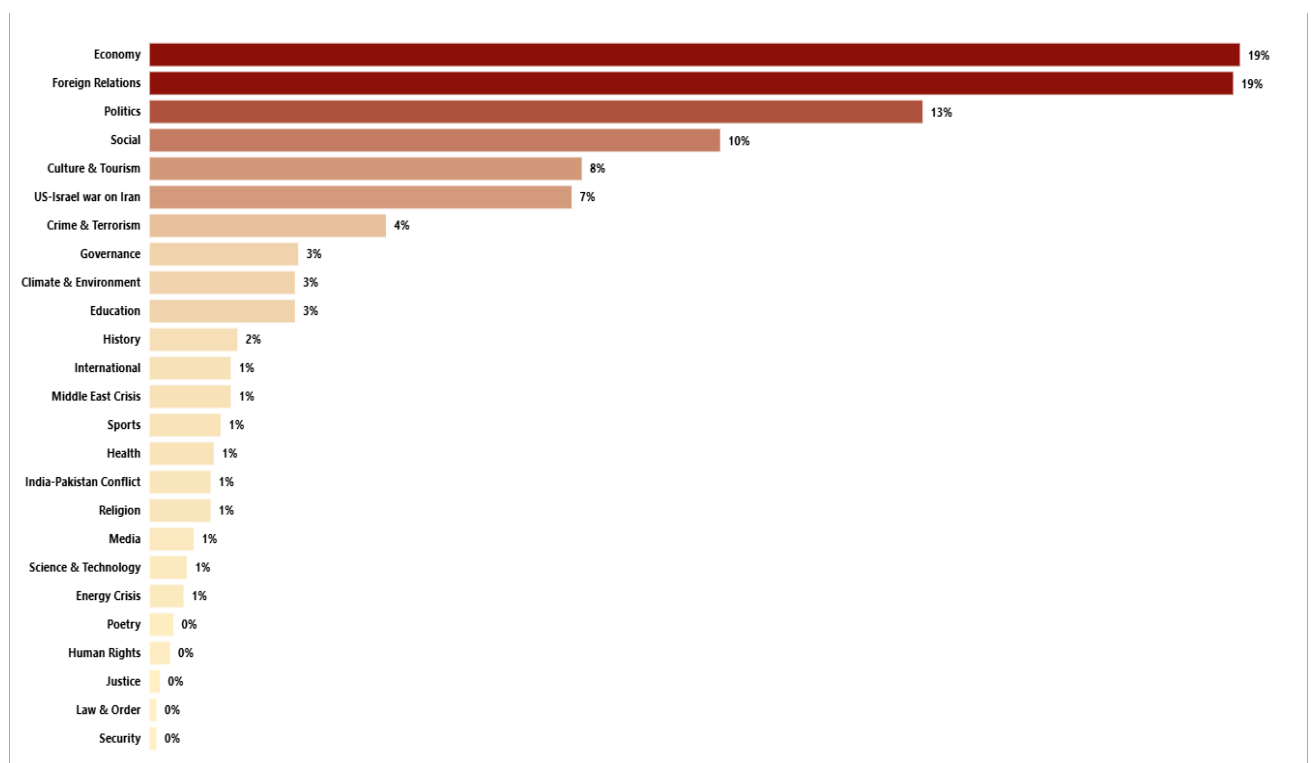
Urdu: *Jang*, *Express*, *Nawa-i-Waqt*, *Daily Pakistan*

English: *The News*, *The Nation*, *Dawn*, *The Express Tribune*, *Business Recorder*, *Daily Times*, *Pakistan Today*, *Pakistan Observer*

Main Topics Under Discussion (June 2026)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention. **Economy** and **Foreign Relations** topped the discussion, commanding **19%** of the coverage each. The next most prominent theme was **Politics** at **13%**, followed closely by **Social** at **10%**, **Culture & Tourism** at **8%**, and **US-Israel war on Iran** received **7%**.

The next tier of subjects included **Crime & Terrorism** at **4%**, while **Governance**, **Climate & Environment**, and **Education** each captured **3%**. **History** accounted for **2%** of the attention. Topics that garnered **1%** attention each were **International**, **Middle East Crisis**, **Sports**, **Health**, **India-Pakistan Conflict**, **Religion**, **Media**, **Science & Technology**, and **Energy Crisis**. Finally, the remaining issues, including **Poetry**, **Human Rights**, **Justice**, **Law & Order**, and **Security**, were discussed in **<1%** of the articles.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; <https://galluppakistandigitalanalytics.com>)

The analysis of the word cloud reveals the dominant narratives steering print media coverage, with the core focus clearly centered on **Pakistan**, which appears as the largest and most prominent word. The Economy and Growth themes are highly prominent, highlighted by the strong appearances of **economic**, **economy**, **growth**, **development**, and **investment**. This underscores continuous media attention to Pakistan's macroeconomic performance and trajectory.

Furthermore, Pakistan's global economic positioning is a recurring topic, indicated by words like **country**, **world**, **global**, **China**, **India**, and **IMF**. Finally, **government**, **policy**, **minister**, and **federal** confirm the media's interest in governance and reform, while terms like **energy**, **infrastructure**, **poverty**, and **stability** suggest coverage of the social and structural dimensions of the economy.



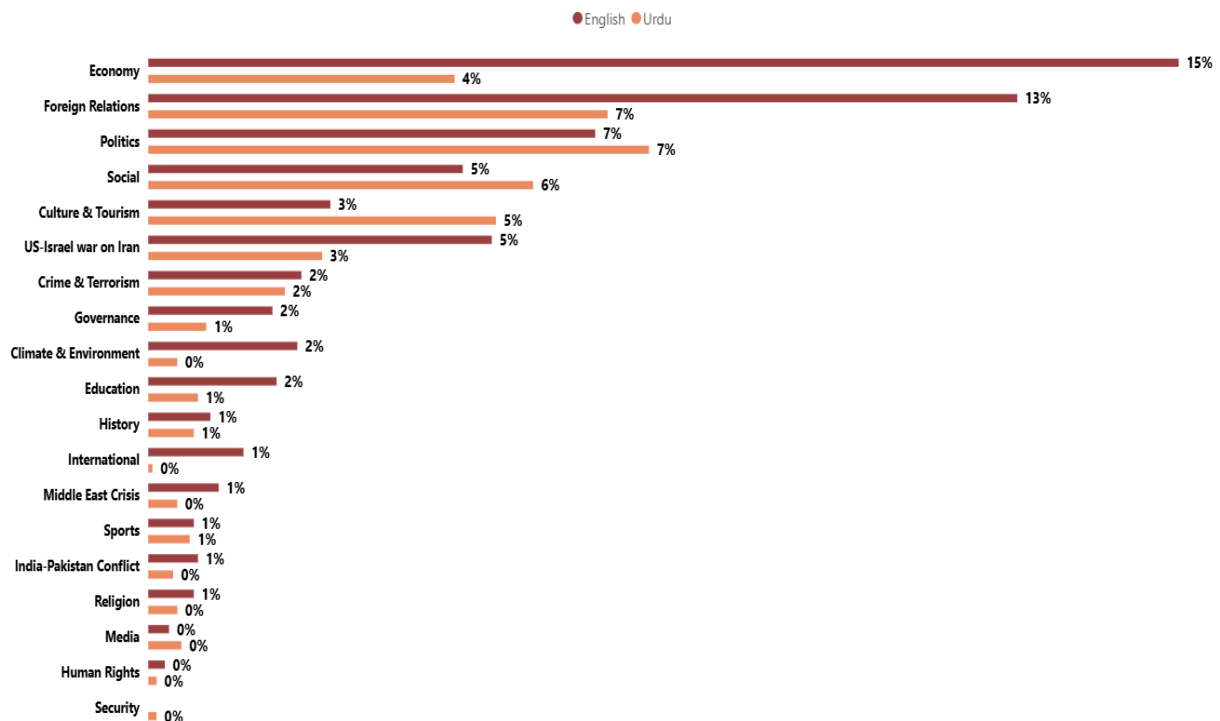
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Urdu vs English Newspaper Analysis (June 2026)

Clear differences emerge between English and Urdu content. **Economy** is the most discussed topic overall, standing at **15%** in English and **4%** in Urdu. **Foreign Relations** is another heavily covered area, accounting for **13%** in English versus **7%** in Urdu. **Politics** registers an equal interest at **7%** across both publications, while **Social** issues account for **5%** in English and **6%** in Urdu. **Culture & Tourism** stands at **3%** in English and **5%** in Urdu, followed closely by the **US-Israel war on Iran**, which captures **5%** of English coverage and **3%** in Urdu.

In the next tier, **Crime & Terrorism** stands at **2%** in both English and Urdu. **Governance** and **Climate & Environment** both stand at **2%** in English and **1%** and **<1%** respectively in Urdu. **Education** is at **2%** in English and **1%** in Urdu, while **History** and **Sports** maintain a steady presence, each registering **1%** in English and **1%** in Urdu.

International, **Middle East Crisis**, **India-Pakistan Conflict**, and **Religion** all register at **1%** in English and **<1%** in Urdu. Finally, the remaining categories, including **Media**, **Human Rights**, and **Security**, all register at **<1%** across both English and Urdu publications.

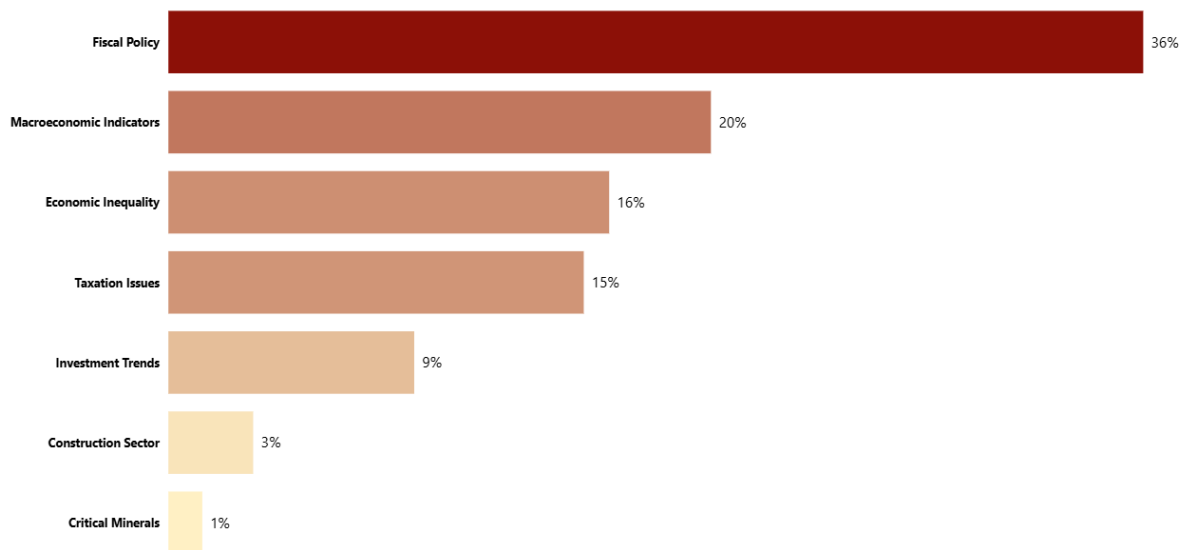


Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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SUBCATEGORIES WITHIN ‘Economy’ (June 2026)

The data highlights that **Fiscal Policy** dominates the content landscape with **36%**, making it by far the most prominent theme. This is followed by **Macroeconomic Indicators** at **20%** and **Economic Inequality** at **16%**, reflecting significant media attention toward the core economic and structural dimensions. **Taxation Issues** contribute **15%** to the discussion, highlighting the focus on fiscal and revenue policies, while **Investment Trends** stands closely behind at **9%**. Finally, **Construction Sector** accounts for **3%**, indicating a focused interest in infrastructural and market implications, and **Critical Minerals** appear at the bottom with **1%**. Overall, the graph shows an overwhelming emphasis on fiscal frameworks, macroeconomic tracking, and structural economic trends.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

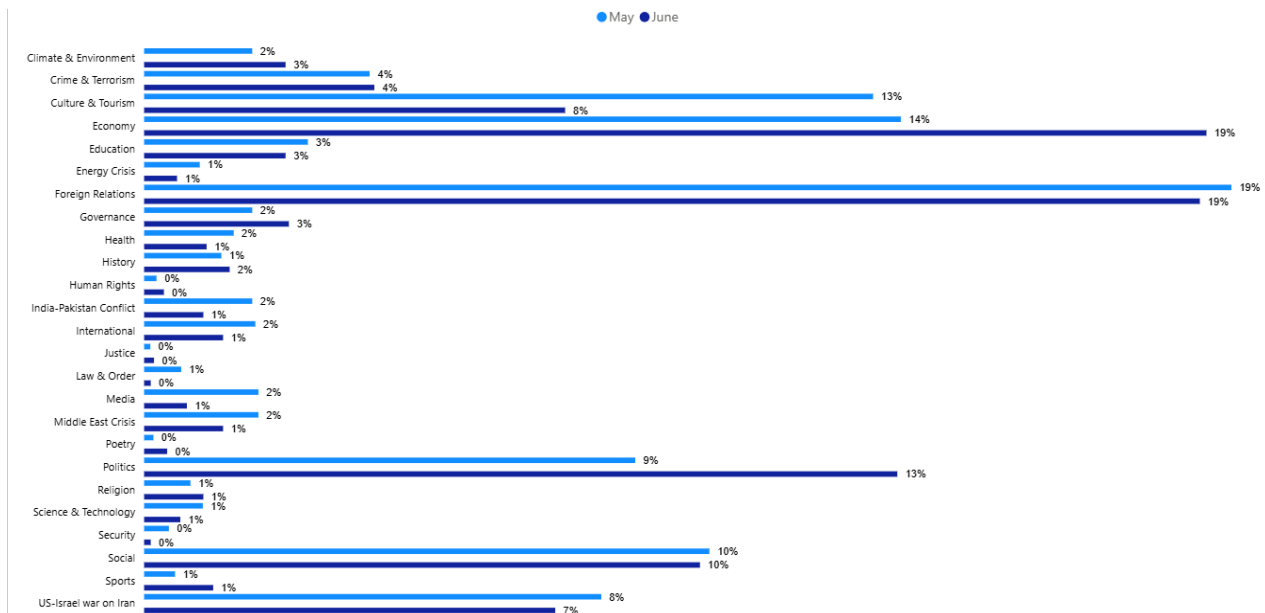
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Main Topics Under Discussion: May 2026 vs. June 2026

The analysis shows a significant shift in content between May and June. **Foreign Relations** held completely steady, remaining at **19%** across both May and June, making it the highest covered topic alongside the **Economy** in June. Several other major categories saw notable growth. The **Economy** rose significantly from **14%** to **19%**, while **Politics** also saw a sharp upward trend, rising from **9%** to **13%**. Conversely, **Culture & Tourism** experienced a dramatic drop, plummeting from **13%** in May to **8%** in June. On the other hand, **Social** topics held steady at **10%** in both months, and **Climate & Environment** increased its share from **2%** to **3%**.

Fluctuations were also visible in other areas. **Governance** increased from **2%** to **3%**, while **Education** held steady at **3%** across both months. **Energy Crisis** remained constant at **1%**, and **Crime & Terrorism** also held steady at **4%** across both months. Interestingly, the **US-Israel war on Iran** decreased slightly from **8%** in May to **7%** in June. The **Middle East Crisis** category dropped from **2%** to **1%**. **International** news and the **India-Pakistan Conflict** both dropped from **2%** to **1%**, while **Media** also decreased from **2%** to **1%**.

A number of categories remained relatively stable or showed minimal movement. **Science & Technology** and **Religion** both held completely steady at **1%** across both months. **History** rose slightly from **1%** to **2%**, while **Health** dropped from **2%** to **1%**. **Sports** held constant at **1%**. Finally, **Law & Order** decreased from **1%** to **<1%**. **Security, Human Rights, Justice, and Poetry** remained negligible at **<1%** across both May and June.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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THE RATIONALE BEHIND THIS CONTENT

Bilal Ijaz Gilani, Executive Director of Gallup Pakistan and Chief Editor of this series, explains:

“The aim of this series is to understand how agenda-setting unfolds in mainstream media. With sustained monthly tracking, we analyze how Urdu and English op-ed pages respond to changing current affairs, and how themes move between TV talk shows and newspapers. We also explore differences in background and influence between media opinion leaders. The overarching goal is to empirically understand Pakistan’s media—which has grown rapidly in size, audience and public legitimacy (and therefore soft power). We hope these studies support a constructive, evidence-based conversation among media practitioners on improving quality and outreach.”

This study was released by **Gilani Foundation** and carried out by **Gallup & Gilani Pakistan**, the Pakistani affiliate of **Gallup International** Association. The June 2026 analysis covers **1699** op-eds across **12** newspapers.

About Gilani Research Foundation

Gilani Research Foundation is a not-for-profit public service project providing social-science research to students, academia, policymakers, and citizens in Pakistan and worldwide. It is headed by **Dr. Ijaz Shafi Gilani**, who pioneered opinion polling in Pakistan and founded Gallup Pakistan in 1980. Dr. Gilani (Ph.D., MIT) has taught at leading universities in Pakistan and abroad and is Chairman of Gallup & Gilani Pakistan.

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For more survey data, visit: www.gallup.com.pk

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