

Edition #75
Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

July 2026

A monthly series from Gallup & Gilani Pakistan's Media Research Wing, analyzing approximately 2,000 newspaper columns and editorials each month.

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Content Analysis of Newspaper Articles Published During July 2026

Across 13 national English and Urdu-language newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed 1,742 opinion pieces, including columns and editorials. These articles reflect the views of Pakistan's opinion leaders and commentators on current affairs.

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

Islamabad, 25 August 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 **July 2026** centered on **Economy**, **Foreign Relations**, and **Politics**.

This analysis of 1,742 opinion columns and editorials across 13 national newspapers forms part of the Media Research Division's effort to empirically understand opinion leaders' views on national and international issues.

This is the **75th** 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?

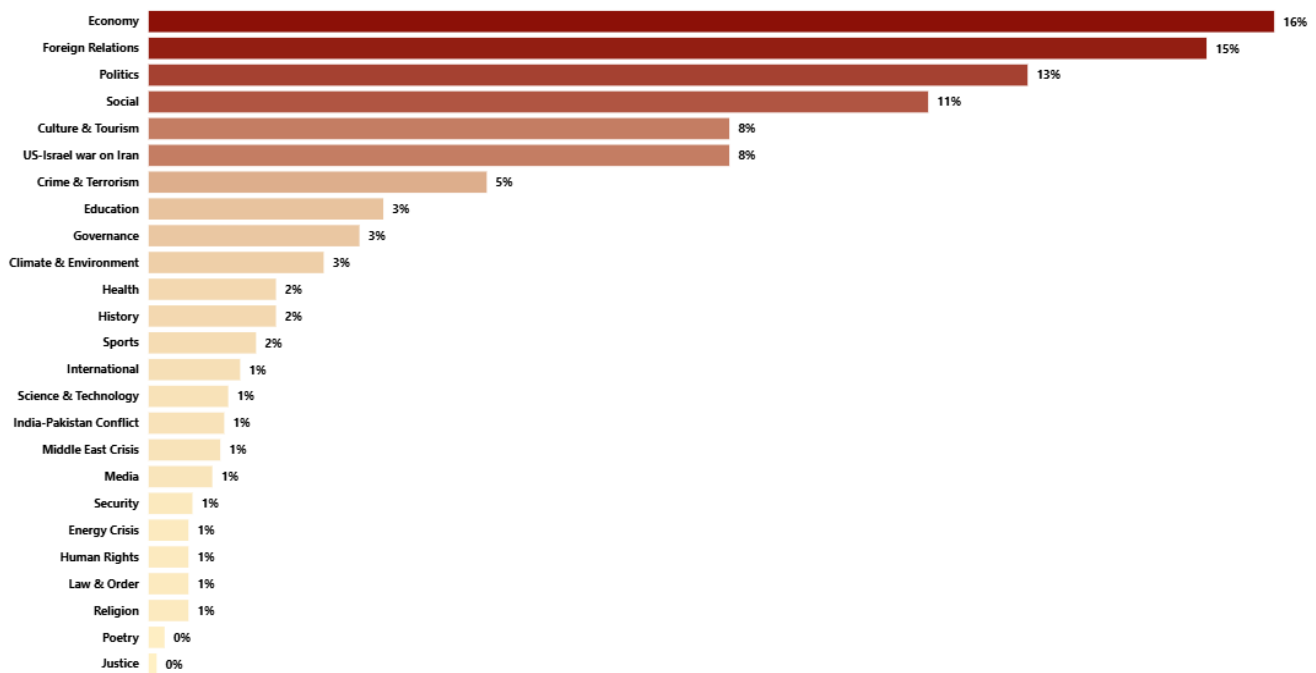
Urdu: *Jang*, *Express*, *Nawa-i-Waqt*, *Daily Pakistan*

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

Main Topics Under Discussion (July 2026)

The analysis of opinion pieces across the 13 national newspapers revealed a clear hierarchy of editorial attention. The Economy received the most attention at 16%, closely followed by Foreign Relations at 15%. Politics ranked third at 13%, followed by Social issues at 11%. Culture & Tourism and the US-Israel War on Iran each accounted for 8%.

Crime & Terrorism accounted for 5%, while Education, Governance, and Climate & Environment each captured 3%. Health, History, and Sports accounted for 2% each. International, Science & Technology, the India-Pakistan Conflict, the Middle East Crisis, Media, Security, the Energy Crisis, Human Rights, Law & Order, and Religion each received 1% of editorial attention. The remaining issues, including Poetry and Justice, appeared in less than 1% of the articles.



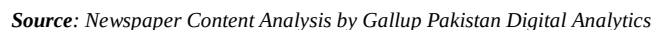
Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

The word cloud indicates that print-media coverage was overwhelmingly centered on the economy. “Pakistan” appears as the largest and most prominent word, followed closely by “economic.” The Economy & Finance theme dominates the cloud, driven by frequent references to the economy, growth, finance, markets, the budget, GDP, inflation, trade, sectors, taxation, the IMF, fiscal matters, investment, revenue, debt, industry, and monetary figures.

The International & Global dimension is also prominent, reflected in words such as “international,” “global,” “country,” “world,” “China,” “foreign,” “exports,” and “US.” These references highlight Pakistan’s economic ties and trade relations with other countries.

Finally, emerging Social & Technology references, including “social,” “digital,” “technology,” and “AI,” suggest a smaller but notable share of coverage addressing the technological and social dimensions of economic reporting.



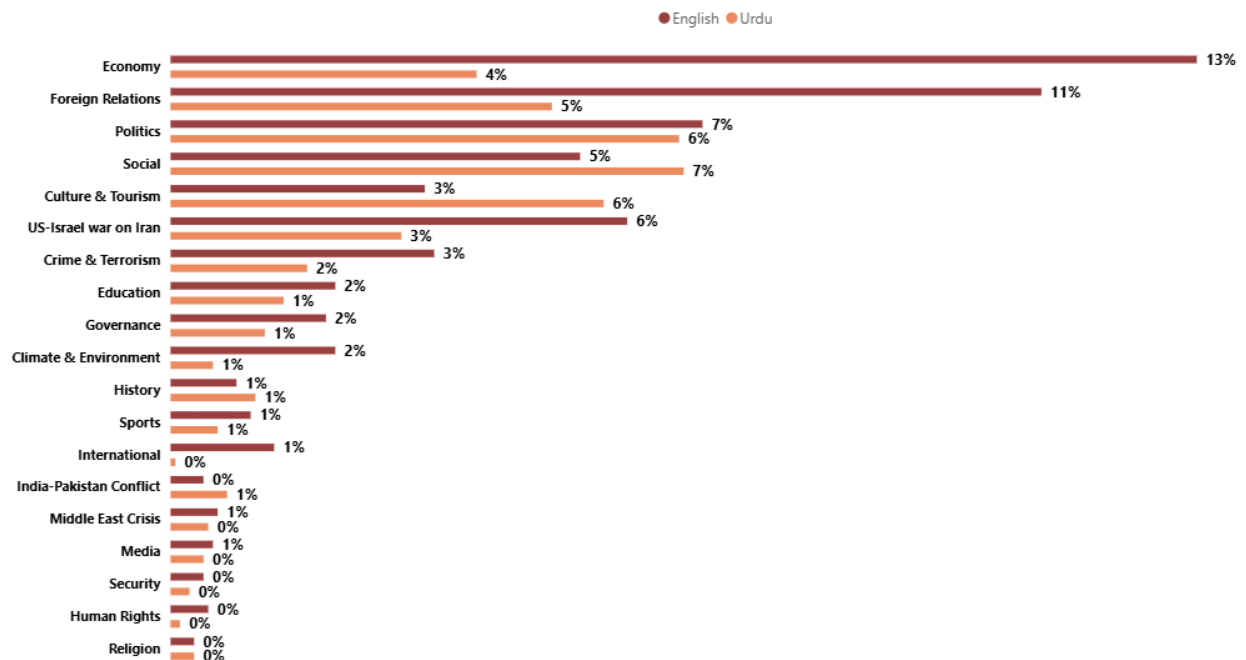
(www.gallup.com.pk; www.gilanifoundation.com; <https://gallupkistandigitalanalytics.com>)

Urdu vs English Newspaper Analysis (July 2026)

Clear differences emerge between English and Urdu language content. The Economy was the most discussed topic overall, accounting for 13% of English-language content and 4% of Urdu-language content. Foreign Relations accounted for 11% in English and 5% in Urdu. Politics registered 7% in English and 6% in Urdu, while Social issues accounted for 5% and 7%, respectively. Culture & Tourism stood at 3% in English and 6% in Urdu, while the US-Israel War on Iran accounted for 6% of English-language content and 3% of Urdu-language content.

Crime & Terrorism accounted for 3% of English-language content and 2% of Urdu-language content. Governance and Climate & Environment each stood at 2% in English and 1% in Urdu. Education also accounted for 2% in English and 1% in Urdu, while History and Sports each registered 1% in both languages.

International and the Middle East Crisis each registered 1% in English and less than 1% in Urdu, while the India-Pakistan Conflict accounted for less than 1% in English and 1% in Urdu. The remaining categories, including Media, Security, Human Rights, and Religion, each accounted for less than 1% across both English- and Urdu-language publications.

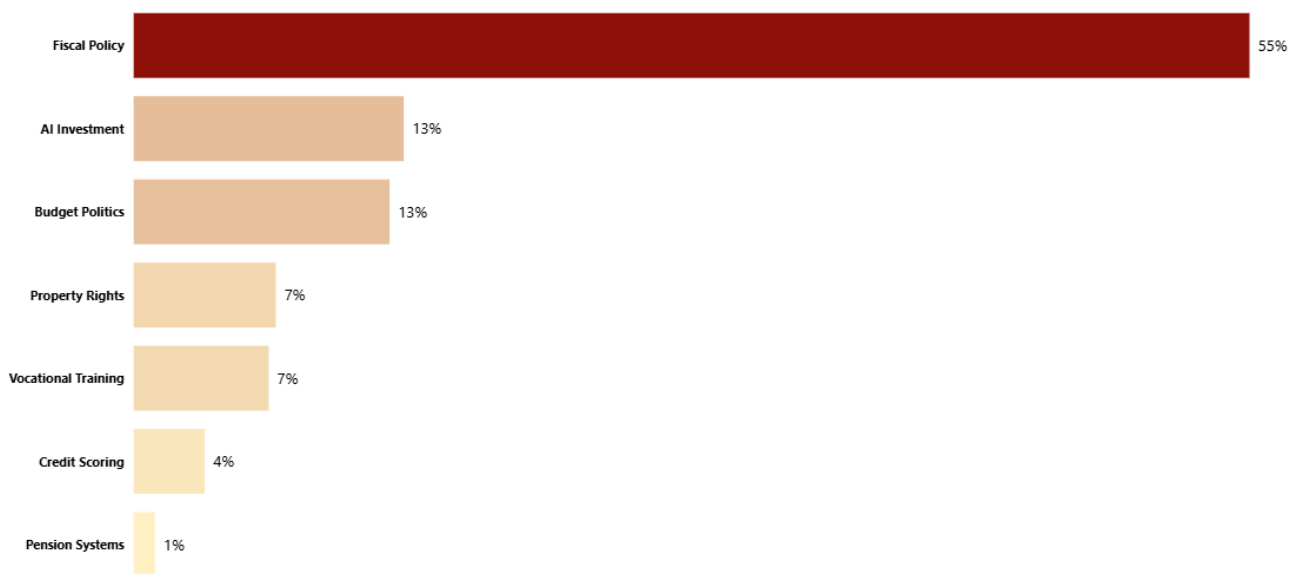


Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

SUBCATEGORIES WITHIN ‘ECONOMY’ (July 2026)

Fiscal Policy dominated the Economy subcategories at 55%, making it by far the most prominent theme. AI Investment and Budget Politics followed at 13% each, reflecting notable attention to technology-driven economic policy and budgetary debates. Property Rights and Vocational Training each accounted for 7%, highlighting interest in structural and skills-development issues. Credit Scoring stood at 4%, while Pension Systems accounted for 1%. Overall, the chart shows an overwhelming emphasis on fiscal policy, with comparatively limited attention to investment, governance, and socioeconomic structures.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

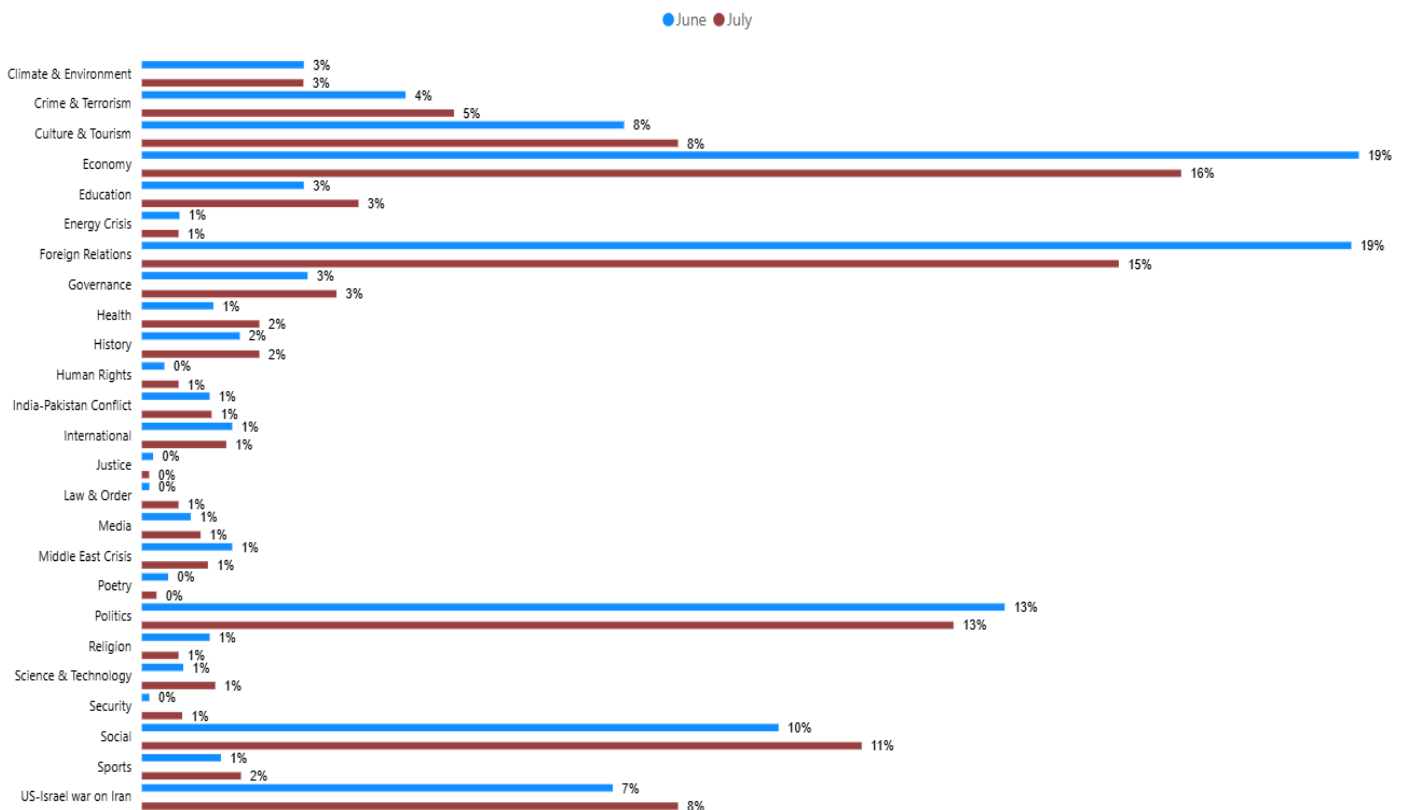
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Main Topics Under Discussion: June 2026 vs. July 2026

Editorial attention shifted between June and July. Foreign Relations was the most widely covered topic in June at 19%, but declined to 15% in July. Coverage of the Economy also fell, from 19% to 16%. Politics remained unchanged at 13%, while Culture & Tourism held steady at 8%. Social topics increased from 10% to 11%, and Climate & Environment remained at 3%.

Governance and Education each remained at 3%, while the Energy Crisis stayed at 1%. Crime & Terrorism increased from 4% in June to 5% in July, and coverage of the US-Israel War on Iran rose from 7% to 8%. The Middle East Crisis, International news, the India-Pakistan Conflict, and Media each remained at 1%.

Most remaining categories were stable or moved only slightly. Science & Technology and Religion remained at 1%, while History stayed at 2%. Health and Sports each increased from 1% to 2%. Law & Order remained below 1%, while Security and Human Rights each rose from below 1% in June to 1% in July. Justice and Poetry remained below 1% in both months.



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 the Gilani Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of the Gallup International Association. The July 2026 analysis covers 1,742 op-eds across 13 newspapers.

About Gilani Research Foundation

The Gilani Research Foundation is a not-for-profit public-service project that provides social-science research to students, academics, 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 serves as Chairman of Gallup & Gilani Pakistan.

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

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