WIN 2026 Survey Release – Media Coverage Compilation (Pakistan)

Topic: Perceptions of Insecurity (Gender-Based Insights)
Submitted by: Gallup Pakistan
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1. Official Publication

Gallup Pakistan Press Release
https://gallup.com.pk/post/39759

Description:
Gallup Pakistan published a national press release based on findings from the WIN 2026 survey, focusing on perceptions of insecurity among the public, with a particular emphasis on gender differences. The release highlights that women in Pakistan report significantly higher levels of perceived insecurity compared to men. It contextualizes these findings within broader societal dynamics, including mobility constraints, safety concerns in public spaces, and implications for women's participation in social and economic life.

2. Media Coverage

2.1 The News International (English)

https://www.thenews.pk/print/1404809-rising-sense-of-insecurity-among-women

Description:
The News International, a leading English-language newspaper in Pakistan, covered the key findings of the WIN survey with a focus on gender disparities in perceptions of insecurity. The article accurately reflects the data presented in the Gallup Pakistan release and situates the findings within broader societal and safety-related concerns. It emphasizes the higher levels of insecurity reported by women and highlights the relevance of these findings for policymakers and social discourse.

2.2 Daily Jang (Urdu)

https://jang.com.pk/news/1565050

Description (English Gist):
Daily Jang, one of Pakistan's largest Urdu-language newspapers, reported that women in Pakistan feel significantly more insecure than men. The article emphasizes that insecurity in public spaces is a major concern for women and frames the findings as indicative of broader societal challenges. It highlights the scale of the issue and reinforces the importance of addressing women's safety and mobility.

2.3 Geo News Urdu

https://www.geonewsurdu.tv/latest/429883-

Description (English Gist):
Geo News Urdu, a major television and digital news platform, covered the survey findings by highlighting that women report higher levels of insecurity compared to men. The report presents the findings as reflective of public sentiment and links them to prevailing social conditions. The coverage reinforces the credibility of the survey and its relevance to national-level discussions on safety and gender.

2.4 Nawaiwaqt (Urdu)

https://www.nawaiwaqt.com.pk/14-Mar-2026/1977402

Description (English Gist):
Nawaiwaqt, a widely read Urdu newspaper, reported that women experience greater insecurity than men, with particular emphasis on challenges related to safety and mobility. The article highlights how these findings point toward structural and societal issues affecting women's daily lives and access to public spaces.

2.5 UrduPoint

https://www.urdupoint.com/daily/livenews/2026-03-15/news-4745562.html

Description (English Gist):
UrduPoint, a popular digital news platform, covered the survey findings by emphasizing the significantly higher levels of insecurity reported by women. The article interprets the findings as raising important questions about existing safety systems and underscores the need for policy and institutional responses to address these concerns.

3. Use of WIN Data in Pakistan

The WIN 2026 survey data was actively utilized in Pakistan through:

- Development of a national-level press release contextualizing global findings
- Dissemination across major English and Urdu media outlets
- Integration into discussions on:
    - Gender inequality
    - Public safety
    - Social and policy implications

The findings contributed to public discourse on women's safety and societal conditions, demonstrating effective localization and application of cross-country survey insights.

4. Reach and Impact

The release achieved broad national visibility:

- Coverage across 5 major media outlets
- Representation in both:
    - English-language media (policy and elite audience)
    - Urdu-language media (mass national audience)
- Platforms included:
    - Print journalism
    - Digital news portals
    - Broadcast-affiliated media

This ensured wide dissemination of WIN findings across diverse audience segments in Pakistan.

The consistency and accuracy of media reporting indicate strong alignment with the original Gallup Pakistan release and effective communication of WIN survey findings. The topic's relevance led to meaningful engagement across media platforms, reinforcing the importance of perceptions of insecurity—particularly among women—as a key societal issue in Pakistan.