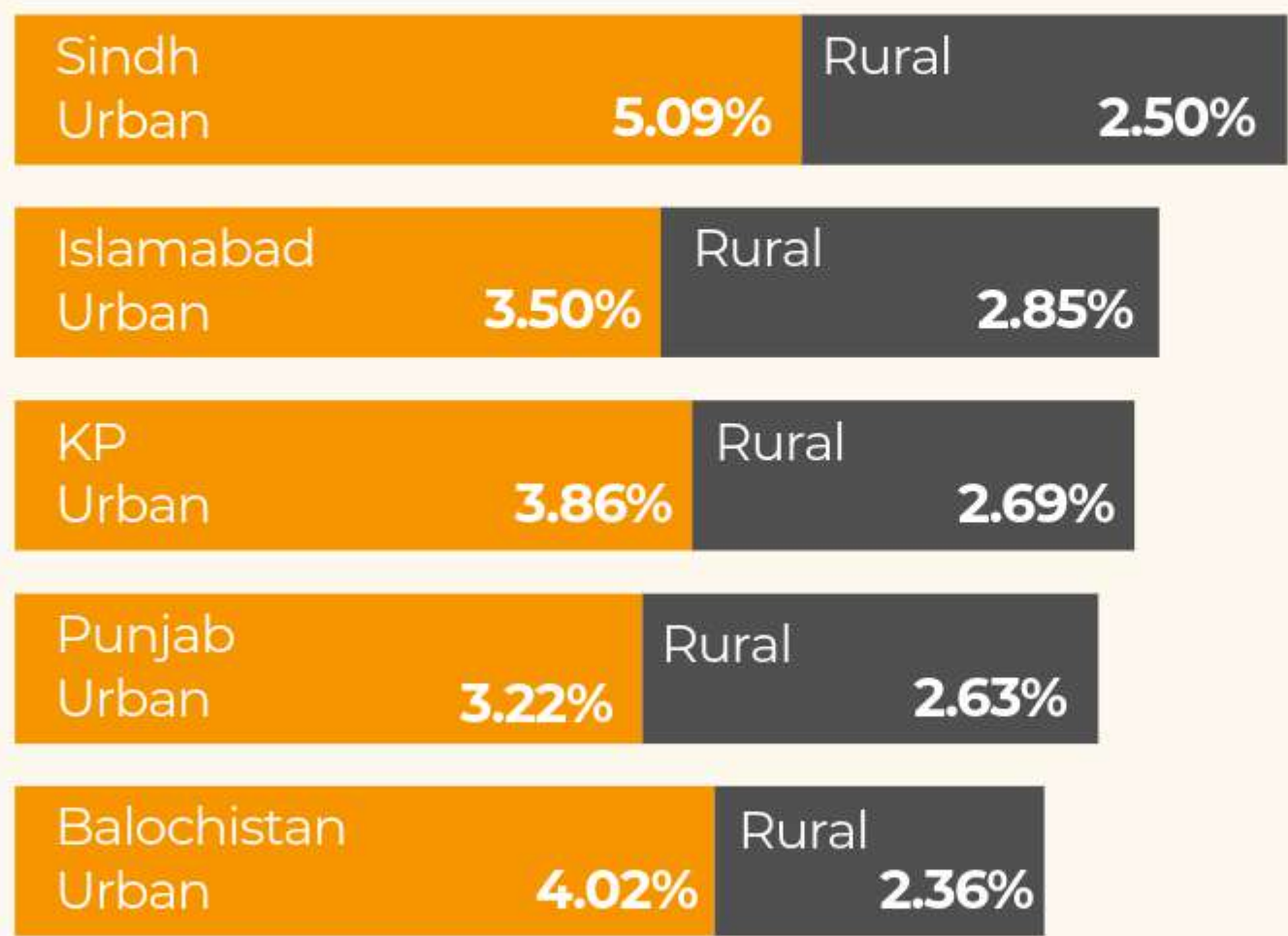


Big Data Analysis | Marital Status

Pakistan Census 2023: **2** Million Never-Married Adults Aged **35+** Demographic Shift Emerging in Urban Pakistan

Share of Population Age 35+ Reporting "Never Married".



Source: Gallup & Gilani Pakistan
(www.gallup-international.com;
www.gallup.com.pk www.gilanifoundation.com)





(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Marital Status

Pakistan Census 2023: 2 Million Never-Married Adults Aged 35+ — A Demographic Shift Emerging in Urban Pakistan

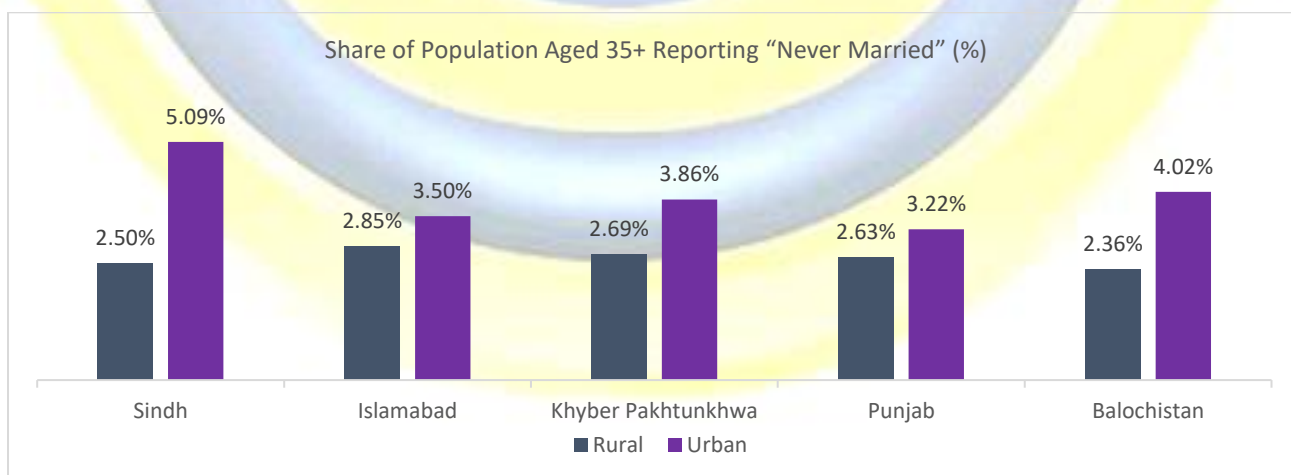
(Islamabad), 21st May 2026

New analysis from Pakistan's Census 2023 data suggests that a sizeable number of Pakistanis are delaying marriage well beyond traditionally expected ages, particularly in urban areas. Analysis from Gallup Pakistan Digital Analytics' Census Dashboard shows that approximately 2 million Pakistanis aged 35 years and above have never married, representing 3.14% of the country's 35+ population.

The data reveals a strong urban pattern. Among the provinces and regions shown in the dashboard, urban Islamabad reports the highest share of never-married adults at 5.09%, compared to 2.85% in rural Islamabad. Similarly, urban Balochistan records 4.02%, substantially higher than surrounding rural areas, while urban Khyber Pakhtunkhwa stands at 3.86% versus 2.69% in rural KP. Sindh and Punjab also show higher urban shares relative to rural areas, reinforcing a broader national trend: never-married adults aged 35+ are disproportionately concentrated in urban Pakistan.

The age and gender profile is equally striking. Across nearly all age groups shown in the dashboard, males substantially outnumber females among the never-married population, especially between the ages of 35–49. The trend declines steadily after age 50, suggesting that while many Pakistanis eventually marry, a growing segment is marrying later than in previous generations.

The findings may reflect multiple structural shifts underway simultaneously: rising education levels, delayed economic stability, changing urban lifestyles, migration patterns, and evolving social expectations around marriage. The data also points toward an emerging market reality. As Pakistan's rishta culture increasingly moves online, the country appears to have a sizeable, urban-skewed, digitally reachable population segment that remains underserved by existing matrimonial platforms and services. The broader takeaway is clear: Pakistan's marriage patterns are changing — particularly



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

This analysis was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. It draws on demographic and marital status indicators from the Pakistan Population Census 2023, compiled through Gallup Pakistan Digital Analytics' Census Dashboard.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 21st May 2026

(2 Pages, English version Only)

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently, Dr. Gilani, who holds a Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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2026



of Gallup Pakistan
(1980-2026)