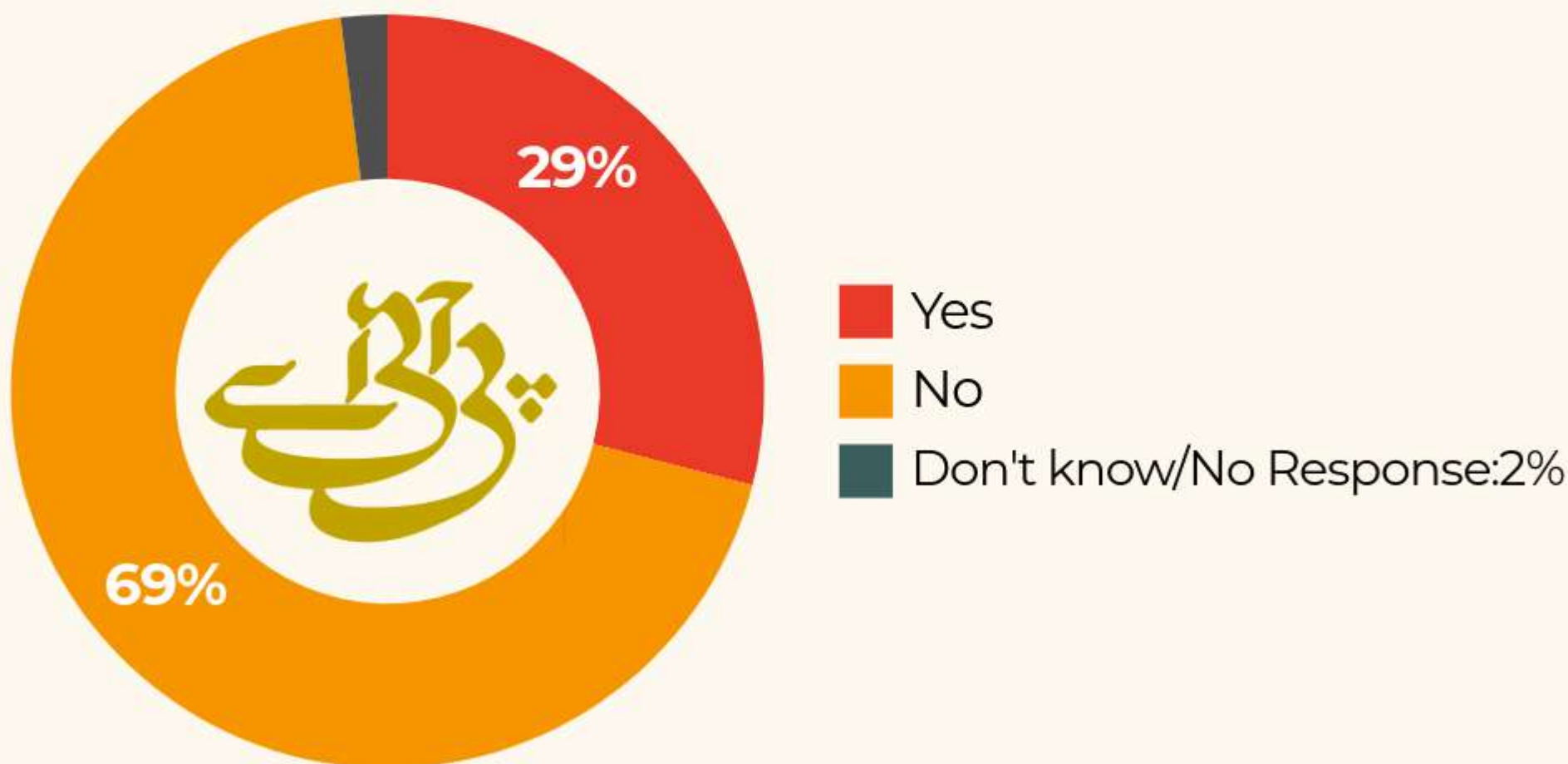


PIA Privatization Awareness

Only **29%** Pakistanis Aware of PIA Share Sale; Awareness Higher in Urban Areas (**38%**) and Among FA+ Educated Respondents (**57%**)

Recently, 75% of Pakistan International Airlines (PIA) shares were sold. Have you heard or read about this?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Public Awareness Economy & Governance **PIA Privatization Awareness**

Only 29% Pakistanis Aware of PIA Share Sale; Awareness Higher in Urban Areas (38%) and Among FA+ Educated Respondents (57%) - Gallup & Gilani Survey

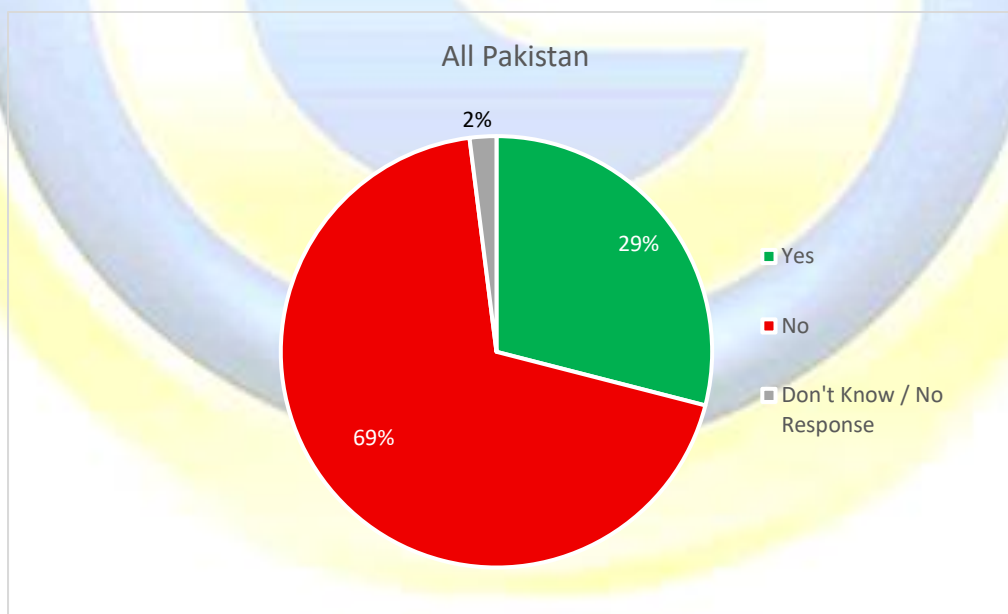
(Islamabad), 14th May 2026

According to a survey conducted by Gallup & Gilani Pakistan, only 29% of Pakistanis report that they have heard or read about the recent sale of 75% shares of Pakistan International Airlines (PIA), while a large majority (69%) say they are not aware of it.

A nationally representative sample of adult Pakistanis from across the country was asked the question: ***“Recently, 75% of Pakistan International Airlines (PIA) shares were sold. Have you heard or read about this?”***. In response, 29% of respondents said they had heard or read about the development, while 69% said they had not. The remaining 2% fell into the Don't Know / No Response category.

These findings suggest that public awareness of a major national economic development remains limited, with fewer than one in three Pakistanis reporting familiarity with the news.

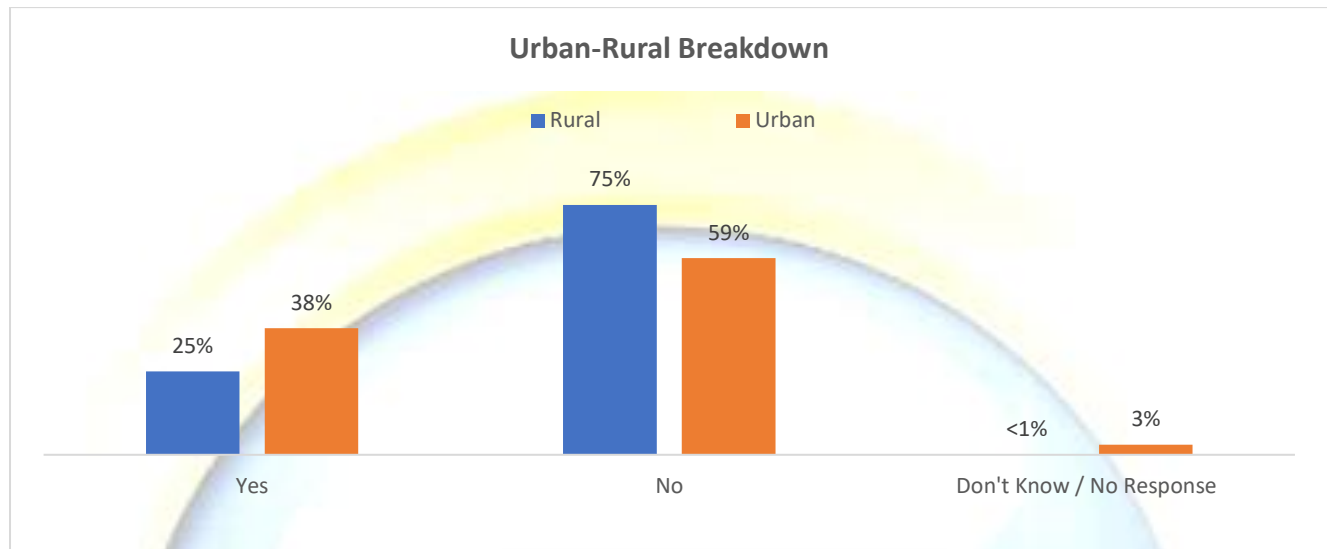
“Recently, 75% of Pakistan International Airlines (PIA) shares were sold. Have you heard or read about this?”



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 780 respondents across urban and rural areas of all four provinces of the country, conducted from 15 January 2026 to 03 February 2026. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

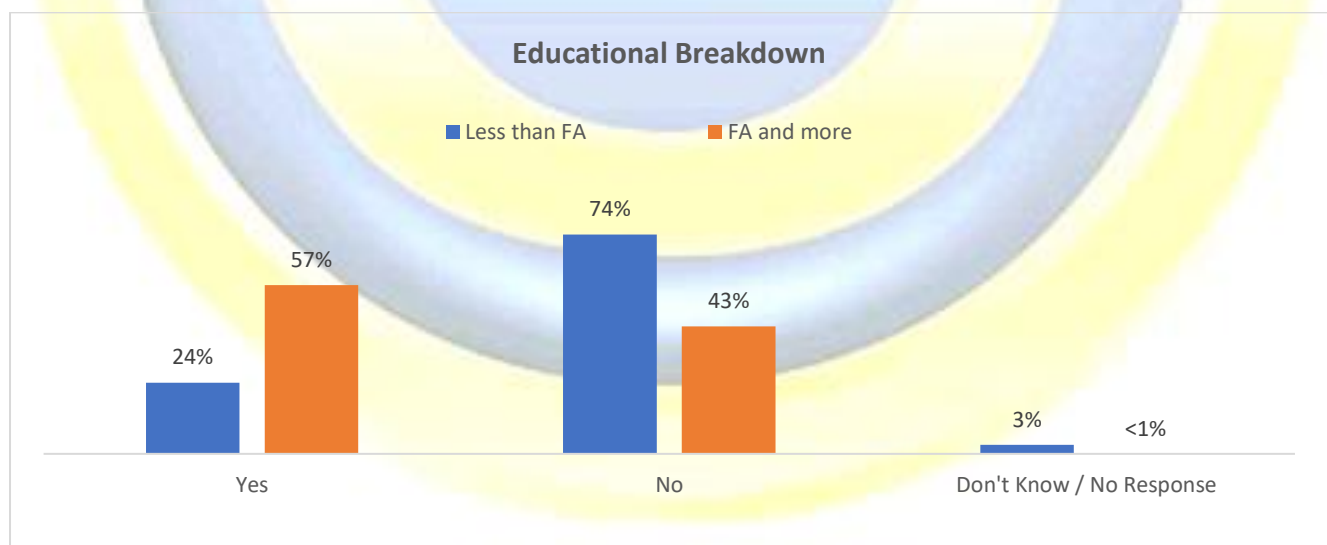
Urban-Rural Breakdown: Awareness is notably higher among urban respondents (38%) compared to rural respondents (25%), indicating that individuals in urban areas are more likely to be exposed to or engaged with national economic developments. Despite this difference, a majority in both groups remain unaware.



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

Educational Breakdown: A pronounced divide is observed across education levels. Among respondents with FA and above education, a majority (57%) report awareness of the PIA share sale, compared to only 24% among those with less than FA education.

This substantial gap highlights the role of education in shaping access to information, awareness of policy developments, and engagement with economic news.



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

Overall, the findings indicate that awareness of the PIA share sale remains low across Pakistan, with significant variation across education and location. Despite being a major national economic development, the results suggest that information penetration remains uneven, particularly among rural and less educated populations.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Thursday, 14 May 2026

(3 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*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as **Gallup Pakistan** (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by **Gallup Pakistan, the Pakistani affiliate of Gallup International Association.**

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)