

GALLUP PAKISTAN

MONTHLY ROUND-UP

5 / 2026

MAY

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EDITOR'S NOTE

Dear Readers,

May 2026 marked another active and analytically rich period for Gallup Pakistan, with a diverse set of releases spanning public opinion, administrative data analysis, and digital analytics.

During the month, Gallup Pakistan released five nationally representative Daily Polls covering the following themes: Economy & Business, Economy & Finance, Transport & Infrastructure, Governance & Development, and Energy & Electrification. These studies continued our commitment to providing timely and evidence-based insights into the views and experiences of Pakistanis.

A major focus of the month was our ongoing analysis of administrative and census datasets. Drawing on Punjab Development Statistics (1971–72 to 2020–21) and Pakistan Population Census 2023 data, we published eleven Big Data Analysis press releases examining long-term trends in education, healthcare, food security, energy, manufacturing, mining, transport infrastructure, recreation, welfare disparities, and demographic change. Together, these analyses provided a unique perspective on Pakistan's development journey over the past five decades while highlighting emerging challenges that will shape the country's future.

Our digital analytics platforms also continued to expand. During May, we launched and updated key dashboards, including the Commodity Prices–Inflation Dashboard and the Flight Dashboard based on Civil Aviation Authority data. These tools strengthen public access to data by transforming complex datasets into accessible and interactive insights.

Our research continued to generate substantial media interest during the month. Analyses on the decline of Punjab's cinema industry and changing marriage patterns in Pakistan received wide coverage in national media, demonstrating the public appetite for rigorous, data-driven discussions on social and economic transformation.

Beyond research dissemination, Gallup Pakistan remained actively engaged with academia. Executive Director Bilal Ijaz Gilani participated in discussions at LUMS and FAST National University, contributing to conversations on gender, data, socio-economic development, and the role of evidence in informing public policy and understanding societal change.

At the international level, Gallup Pakistan contributed to the dissemination of findings from the WIN World AI Index 2026, which documented the rapid global adoption of artificial intelligence and growing concerns around privacy, misinformation, and employment. The findings underscore the increasing importance of understanding how technological change is reshaping societies across the world.

As always, we remain committed to producing high-quality research, advancing data literacy, and contributing evidence-based perspectives to national and global conversations. We thank our readers, partners, and stakeholders for their continued trust and engagement.

Best regards,

Shameen Hussain
Research Executive
Gallup Pakistan

MAY RELEASES

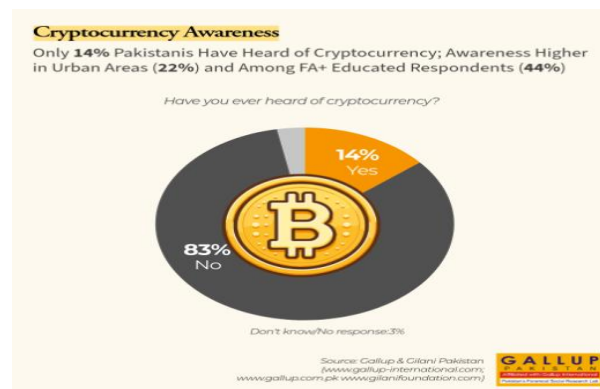
In May 2026, Gallup Pakistan released:

5

DAILY POLLS

Across the themes of Economy & Business, Economy & Finance, Transport & Infrastructure, and Governance & Development, responses were recorded from a nationally representative sample across Pakistan.

[Access here.](#)



2

NEW & UPDATED DASHBOARD LAUNCHED

- Commodity Prices - Inflation Dashboard ([Access here](#))



FLIGHT DASHBOARD

Flight Monitor using Civil Aviation Authority (CAA) data. ([Access here](#))



11

BIG DATA ANALYSIS PRESS RELEASES

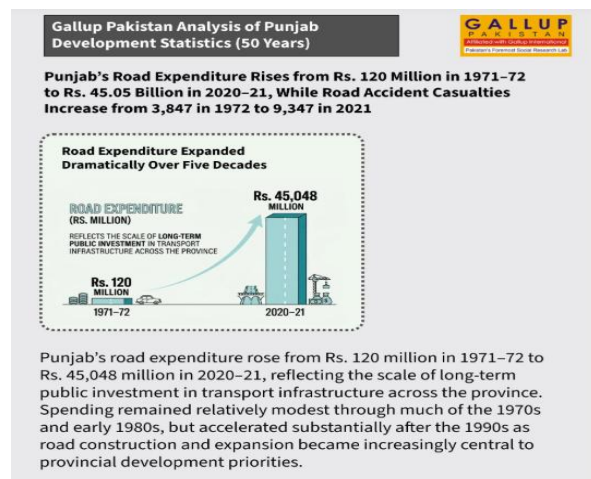
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows substantial expansion in educational infrastructure and enrollment across the province, with particularly strong growth in secondary and higher education, as well as increased female participation in schooling. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows a substantial expansion in Punjab's public wheat procurement and distribution system, with per capita government wheat procurement rising from approximately 17 kg to over 33 kg per resident, reflecting the growing role of state institutions in food security and grain market stabilization. ([Access here](#))

MAY RELEASES

- Gallup Pakistan Digital Analytics analysis of Pakistan Population Census 2023 data shows significant regional disparities in welfare across districts, with Islamabad ranking highest on a composite welfare index, followed by Central Karachi and Sialkot. The findings reflect differences in education, housing conditions, electricity access, sanitation, and household facilities. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows a dramatic expansion in the energy sector, with electricity demand increasing nearly twenty-fivefold, electricity consumers rising from under one million to over 24.6 million, and power sector revenues exceeding Rs. 1.4 trillion, reflecting widespread electrification and growing energy consumption across the province. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1972–2021) shows significant growth in healthcare infrastructure and workforce, with hospitals increasing from 204 to 391, the number of doctors rising from approximately 5,300 to 236,789, and annual patient visits expanding from 13.6 million to 148.1 million, reflecting a substantial expansion of healthcare services over five decades. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows substantial long-term growth in core manufacturing industries, with cement production increasing nearly twenty-ninefold, sugar output expanding more than twenty-fivefold, and significant gains in sectors such as fertilizer, paper, and vegetable ghee, reflecting industrial expansion alongside structural changes in productivity and employment patterns. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows significant transformation in the manufacturing sector, with strong growth in textile, electrical, and engineering industries, including a more than sixfold increase in cotton yarn production and substantial expansion in electric fan and transformer output, reflecting a gradual shift toward more mechanized and technology-driven production. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows long-term expansion in the mining sector, driven by growth in industrial minerals such as rock salt, limestone, gypsum, and fireclay. While production increased across most major minerals, the data reveal considerable volatility in some sectors, reflecting changing industrial demand, resource utilization patterns, and evolving priorities in extractive industries. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows a dramatic long-term decline in cinema infrastructure, with the number of cinemas falling from 369 in 1978 to just 45 by 2020–21, reflecting major shifts in entertainment consumption patterns, cultural preferences, and the role of traditional cinema in public recreation. ([Access here](#))

MAY RELEASES

- Gallup Pakistan analysis of Pakistan Population Census 2023 data shows a rising trend of delayed and non-marriage among adults, with approximately 2 million individuals aged 35 and above remaining never-married (3.14% of the 35+ population). The findings highlight a strong urban concentration of never-married adults, particularly in Islamabad and other urban Centre's, alongside a pronounced gender imbalance, reflecting broader shifts in education, economic conditions, and social norms around marriage. ([Access here](#))
- Gallup Pakistan analysis of Punjab Development Statistics (1971–72 to 2020–21) shows a substantial increase in road infrastructure spending, with total expenditure rising from Rs. 120 million to over Rs. 45 billion. Over the same period, road accidents and casualties also increased, with total casualties rising from 3,847 to 9,347, highlighting that while transport infrastructure expanded significantly, road safety challenges persisted alongside rising urbanization and motorization. ([Access here](#))



GALLUP IN PRESS AND WEB

Punjab Cinema Industry Decline & Structural Transformation – Jung News

Gallup Pakistan’s analysis of Punjab Development Statistics (1971–72 to 2020–21) received wide media coverage, highlighting the long-term contraction of the province’s cinema infrastructure. Once a dominant form of mass entertainment in the 1970s, the cinema sector has shrunk markedly over the decades, reflecting structural changes in entertainment consumption, urban development patterns, and the rise of digital and home-based media platforms. The coverage emphasizes how these shifts have fundamentally transformed the role of cinemas in Punjab’s cultural and recreational landscape.

Read the full article [here](#)



Punjab Cinema Sector: Structural Contraction Over Five Decades – The News

The cinema industry in Punjab has experienced a steep long-term decline over the past five decades, shrinking from 369 cinemas in 1978 to just 45 in 2020–21—a contraction of approximately 88%, according to Gallup Pakistan’s analysis of Punjab Development Statistics. While cinema saw growth during the

1970s, the sector entered a sustained decline from the 1980s onward, with the most rapid closures occurring in the late 1990s and early 2000s.

Although a brief recovery occurred after 2014, the number of cinemas and total seating capacity remained well below historical levels, reflecting a long-term structural shift in entertainment consumption patterns.

Read the full article [here](#)



Changing Marriage Patterns in Pakistan – The News

Around 2 million Pakistanis aged 35 and above—representing 3.14% of this age group—have never married, according to Gallup Pakistan’s analysis of Census 2023 data. The findings reveal higher rates in urban areas across all provinces, highlighting a clear urban concentration of delayed marriage. This trend is most pronounced among men aged 35–49 and reflects broader shifts linked to urbanization, education, and evolving socio-economic factors that are influencing the timing of marriage in Pakistan.

Read the full article [here](#)



Knowledge Sharing & Capacity Building

LUMS Conference on Gender and Data

Bilal Ijaz Gilani, Executive Director of Gallup Pakistan, took part in the panel discussion “What Gets Counted, What Gets Lost: Gender and Data” at the Gender and the Economy conference hosted by LUMS. The session convened national and international experts to explore how the collection, definition, and interpretation of data shape our understanding of gender realities and inform policy decisions. Drawing on Gallup Pakistan’s extensive experience in public opinion research and large-scale data collection, Bilal Gilani shared insights on the challenges of capturing women’s voices, economic participation, household decision-making, and other social realities that are often underrepresented in conventional datasets. The discussion highlighted both the potential and limitations of data in advancing gender equity, emphasizing the need for more inclusive and meaningful approaches to analyzing social and economic outcomes.

[Access here](#)



FAST National University Lecture on Pakistan’s Uneven Growth

Gallup Pakistan Executive Director Bilal Ijaz Gilani delivered a lecture at FAST National University, Islamabad, focusing on Pakistan’s uneven socio-economic development. He highlighted key trends in education, poverty, digital access, demographic change, and regional disparities. The session fostered evidence-based discussions among students and faculty and opened avenues for future collaboration between FAST and Gallup Pakistan, including research partnerships and internship opportunities.

[Access here](#)



International Surveys & Research

1

Global Attitudes Towards AI and Job Security

Gallup Pakistan disseminated findings from the Gallup International Association (GIA) End-of-Year Survey 2025 examining public concerns about the impact of artificial intelligence on employment. Based on responses from over 60,000 people across 61 countries, the study found that concern about AI-driven job loss is concentrated in emerging economies and among lower-income and less-educated populations, while respondents in advanced economies were generally less worried. The findings highlight how perceptions of AI are shaped by economic vulnerability and access to opportunities.

[Access here.](#)

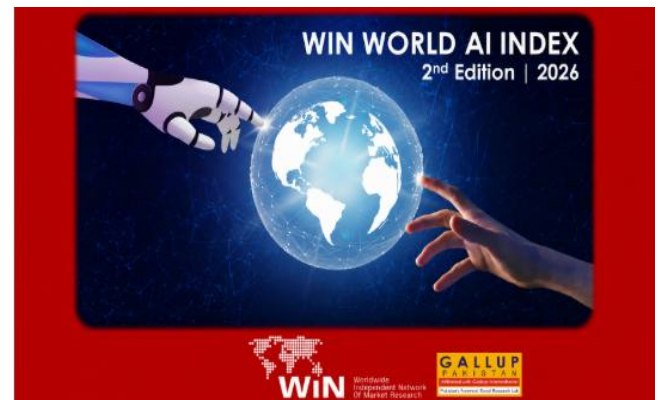


1

Artificial Intelligence & Technology Adoption – WIN World

Findings from the WINMR World AI Index 2026 highlight a global shift from experimentation with AI to routine dependence, with adoption rising from 62% to 74% in just one year. Nearly four in ten people now report using AI often or daily. The results indicate that AI is becoming increasingly embedded in everyday life and work, even as concerns about misinformation, data privacy, and job displacement grow alongside its widespread use.

[\(Access here\)](#)



FAQs

What role do research labs play in improving the quality of survey data?

Research labs ensure that surveys are designed, executed, and analyzed using standardized scientific methods. They focus on sampling techniques, questionnaire design, data validation, and statistical weighting to ensure accuracy and consistency in findings.

Without this technical backbone, survey data can be easily distorted by bias or poor methodology. Research labs help convert raw responses into reliable insights that can be used for policy-making, business decisions, and academic research.

KNOW YOUR PAKISTAN

1. Pakistan developed its first AI-assisted agricultural advisory system, helping farmers receive real-time guidance on crop disease detection, irrigation scheduling, and fertilizer use through mobile applications. The system aims to improve yield efficiency and reduce input costs for small farmers.

Source: Pakistan Agricultural Research Council (PARC), 2025

2. A local engineering consortium introduced low-cost solar mini-grids in off-grid villages, enabling reliable electricity access for thousands of households in remote areas. The initiative supports rural electrification and reduces dependence on diesel generators.

Source: Alternative Energy Development Board (AEDB), 2025

3. Pakistani fintech startups launched a digital micro-credit scoring model, using mobile transaction data to assess creditworthiness for unbanked populations. This has expanded financial inclusion, particularly among small traders and informal workers.

Source: State Bank of Pakistan Innovation Hub, 2025

4. Researchers in Pakistan developed drought-resistant wheat varieties, designed to withstand heat stress and low water conditions. These new strains aim to strengthen food security amid increasing climate variability.

Source: National Agricultural Research Centre (NARC), 2025

5. A national digital education platform was expanded to rural districts, delivering recorded lectures, interactive content, and remote learning tools to schools with limited teacher availability. The initiative aims to reduce the urban–rural education gap.

Source: Ministry of Federal Education and Professional Training, 2025

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Contact Details:

Email: isb@gallup.com.pk