

Fertility Rate

Punjab's Fertility Decline Has Already Begun — the Average Is Hiding It.

Punjab's average woman is predicted to have around 3.5 children by age 35.



Punjab Average

3.5



Never-educated, rural, cousin

4.3



Higher-educated, urban, non-cousin

2.8



A gap of **1.5** children
between two profiles living in the same province.



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



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Fertility Rate

Punjab's Fertility Decline Has Already Begun — the Average Is Hiding It.

(Islamabad), 28th July 2026

Punjab's average woman is predicted to have around 3.5 children by age 35. But that single provincial average conceals a much wider demographic divide.

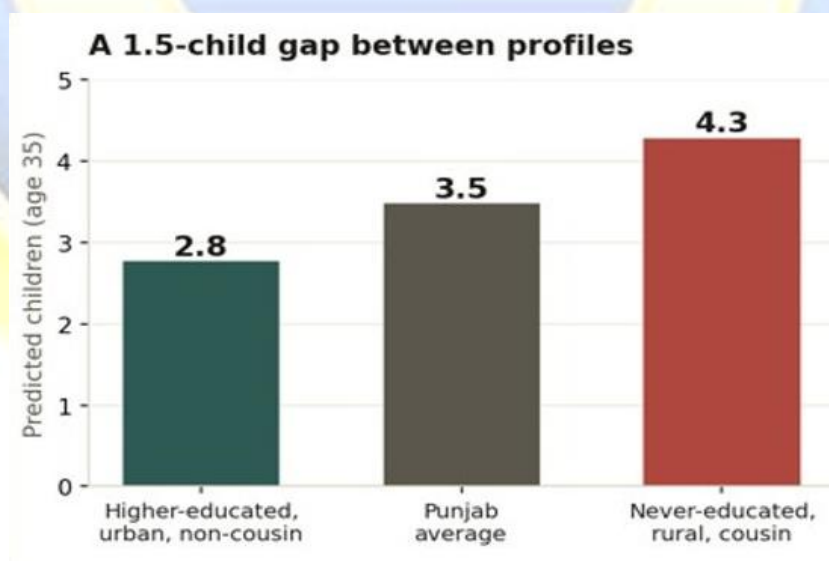
Among higher-educated urban women in non-cousin marriages, the predicted number falls to 2.8 children. Among never-educated rural women in cousin marriages, it rises to 4.3 children. That is a gap of 1.5 children between two profiles living in the same province.

The pattern suggests that education, urban residence and marriage type are closely associated with family size. Women with higher education, living in urban areas and outside cousin marriages are already much closer to lower-fertility patterns, while women with no education, living in rural areas and in cousin marriages continue to have substantially larger predicted families.

This means Punjab's fertility transition is not something that may begin in the future. It is already underway—but unevenly.

Provincial averages often lag behind social change because they combine groups moving quickly towards smaller families with groups where fertility remains high. As girls' education expands, urbanisation increases and marriage patterns change, Punjab's overall fertility level is likely to decline further.

The real story is therefore not only that family size is falling. It is that the decline is happening at very different speeds across social groups.



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

This analysis was conducted by Gallup Pakistan data from the Punjab Household Panel Survey (PHPS) Baseline, visualized by Gallup Pakistan Digital Analytics, covering 18,599 ever-married women in Punjab. The dashboard examines marriage patterns, including consanguinity, by education, geography, and age at first marriage.



Opinion Poll from Gallup Pakistan
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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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of Gallup Pakistan
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