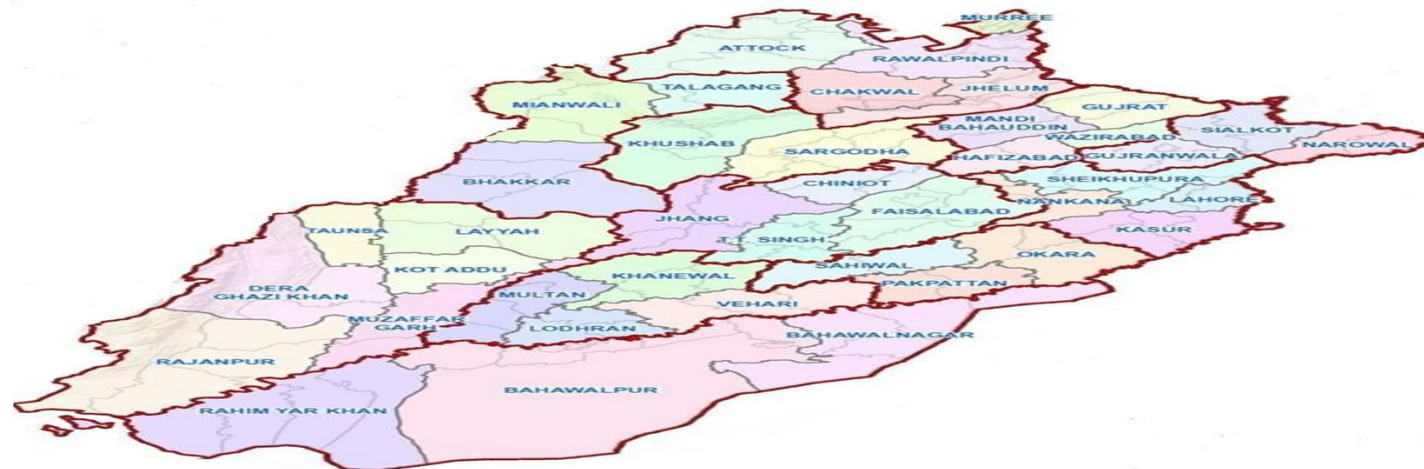


PUNJAB AT YEAR-2

Public Insights on Governance, Service Delivery and Development (2024-2026)



Findings from a Provincial Public Opinion Study by IPOR

March 2-19, 2026

About IPOR

Institute for Public Opinion Research (IPOR) is an independent research institution with ability to gauge public opinion at its best on social issues, democracy and service delivery throughout Pakistan. IPOR is registered under section 32 of companies act, 1984 (XLVII of 1984) with the Security and Exchange Commission of Pakistan (SECP). IPOR's Executive Director is also a member of European Society for Opinion and Market Research (ESOMAR). It is globally recognized mark of excellence within and beyond the industry.



The results in this Report do not represent views held by IPOR. The results only represent public opinion, computed on the basis of views expressed by respondents selected through the procedure outlined in the methodology section of this Report. IPOR cannot be held liable to the users of this data. Any part of this publication can be used or cited with a clear reference to IPOR.



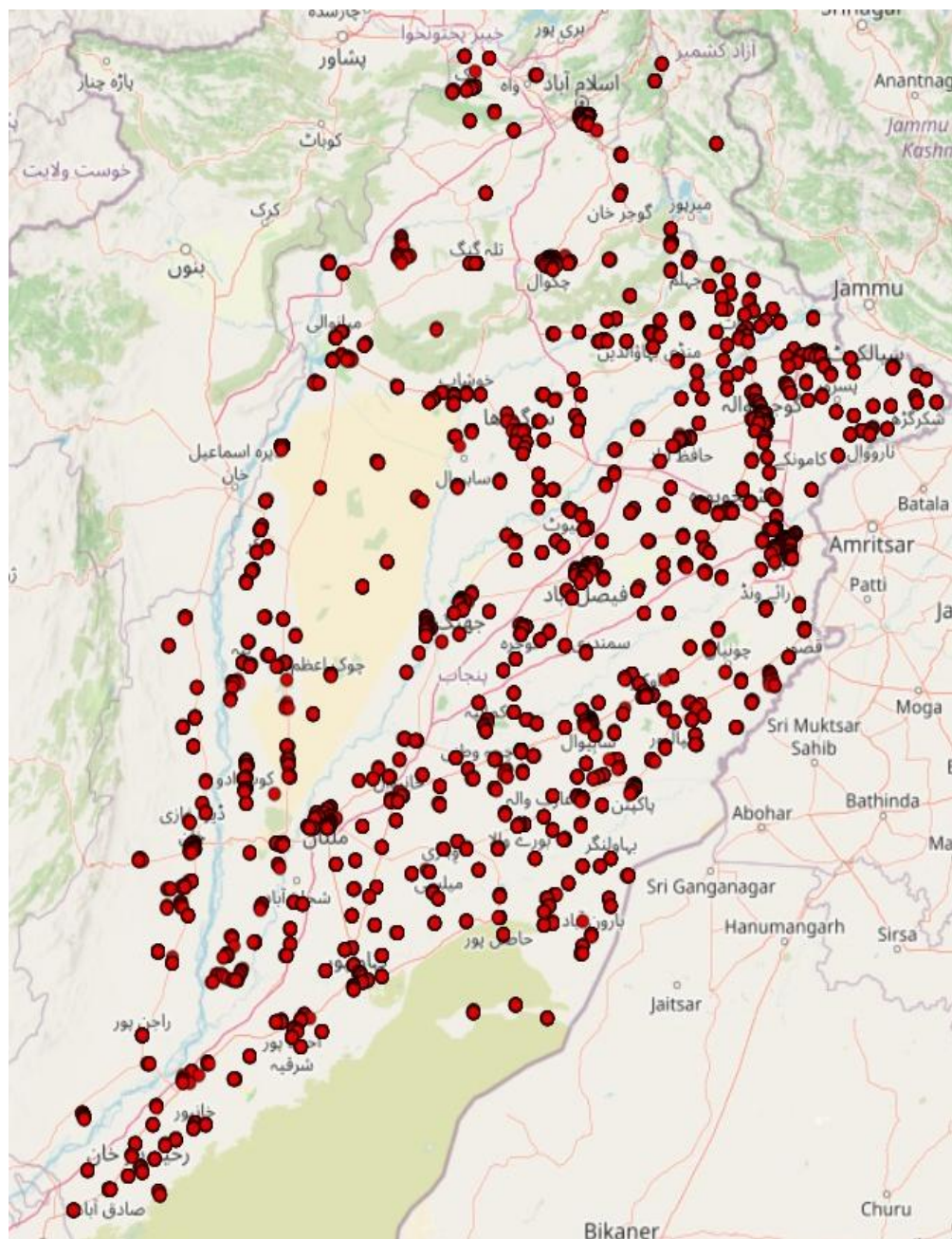
Sampling Methodology



Period :	2 nd March- 19 th March 2026
Survey Type :	In-person, in-home Face-to-Face interviews.
Eligibility :	Age 18+. The survey is a national representative sample of voting-age residents of Punjab.
Total Respondents :	n = 7115
Response Rate :	Approximately 66% (Based on RR Formula developed by American Research Association)
Overall Margin of Error :	The Margin of Error is ±1.55% at the mid-range with a confidence level of 95%.

- A three-stage cluster sampling design was employed in which ****Patwar Circles** were selected as Primary Sampling Units (PSUs) using Probability Proportional to Size (PPS), with the number of households as the Measure of Size (MoS), ensuring that larger clusters had a higher probability of selection.
- In the second stage, 12 households selected in each sampled Patwar Circle using a structured random walk method. Right hand rule was used for household selection.
- In the third stage, eligible respondents (18+) were selected within households, and where multiple eligible individuals were present, the Kish Grid method was applied to ensure random selection.
- The data was collected by using **CAPI** (Computer Assisted Personal Interview) technique.
- Interview teams were comprised of both males and females; the female respondents were interviewed by female interviewers and male respondents by male interviewers.
- The data is representative at divisional level.
- The information in this report has been compiled in accordance with international standards for market and social research methodologies. Figures in charts and tables may not sum to 100 percent due to rounding error.

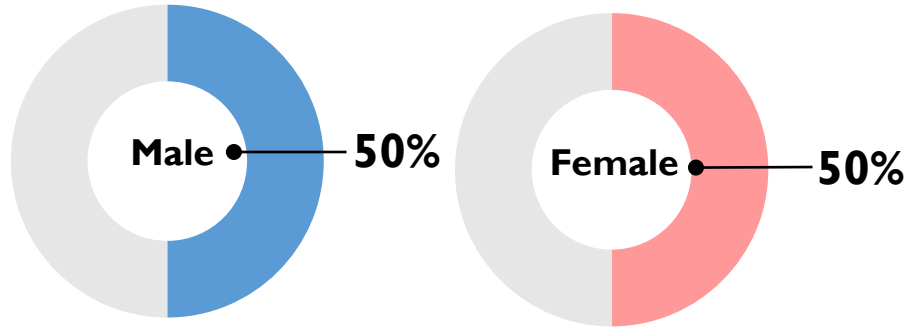
Sample Distribution



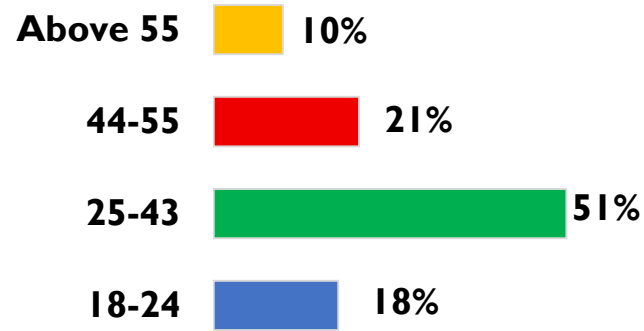
S.no	Division	District	Sample Achieved
1	BAHAWALPUR	BAHAWALNAGAR	233
		BAHAWALPUR	203
		RAHIM YAR KHAN	275
2	DERA GHAZI KHAN	DERA GHAZI KHAN	143
		KOT ADDU	105
		LAYYAH	144
		MUZAFFARGARH	153
		RAJANPUR	111
		TAUNSA	88
3	FAISALABAD	CHINIOT	133
		FAISALABAD	329
		JHANG	176
4	GUJRANWALA	TOBA TEK SINGH	166
		GUJRANWALA	252
		NAROWAL	180
5	GUJRAT	SIALKOT	264
		GUJRAT	302
		HAFIZABAD	136
6	LAHORE	MANDI BHAUDDIN	116
		WAZIRABAD	40
		KASUR	179
7	MULTAN	LAHORE	285
		NANKANA SAHIB	132
		SHEIKHUPURA	239
8	RAWALPINDI	KHANEWAL	203
		LODHRAN	132
		MULTAN	240
9	SAHIWAL	VEHARI	234
		ATTOCK	132
		CHAKWAL	118
10	SARGODHA	JHELUM	144
		MURREE	5
		RAWALPINDI	125
		TALA GANG	69
		OKARA	252
Grand Total			7115

Survey Demographics

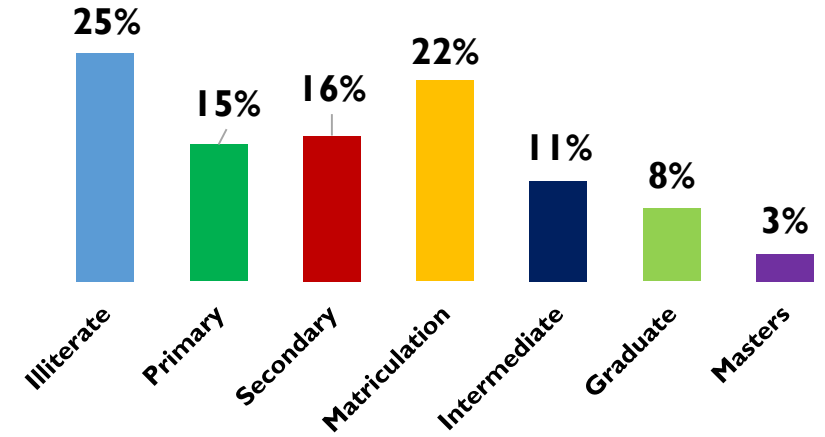
Gender



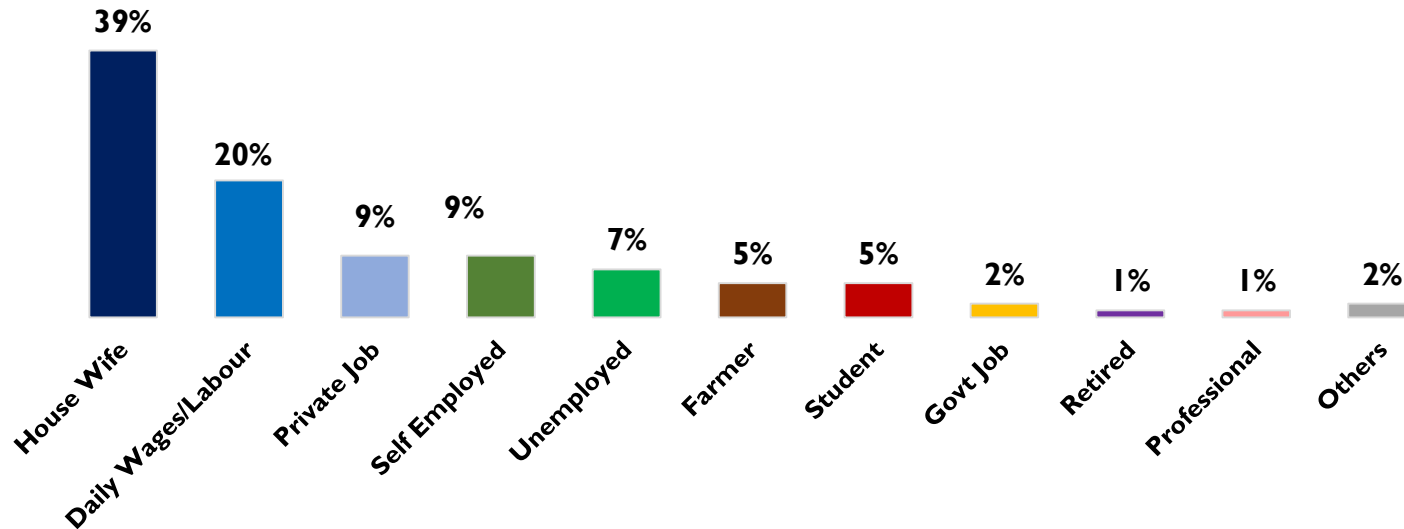
Age Group



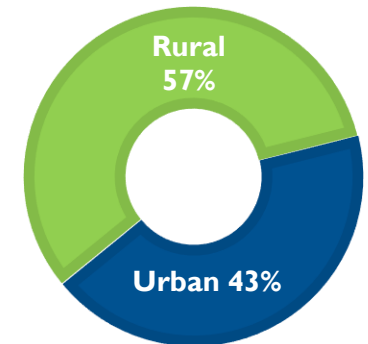
Education



Occupation

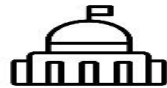


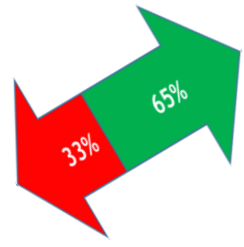
Urban/Rural



Section "A"

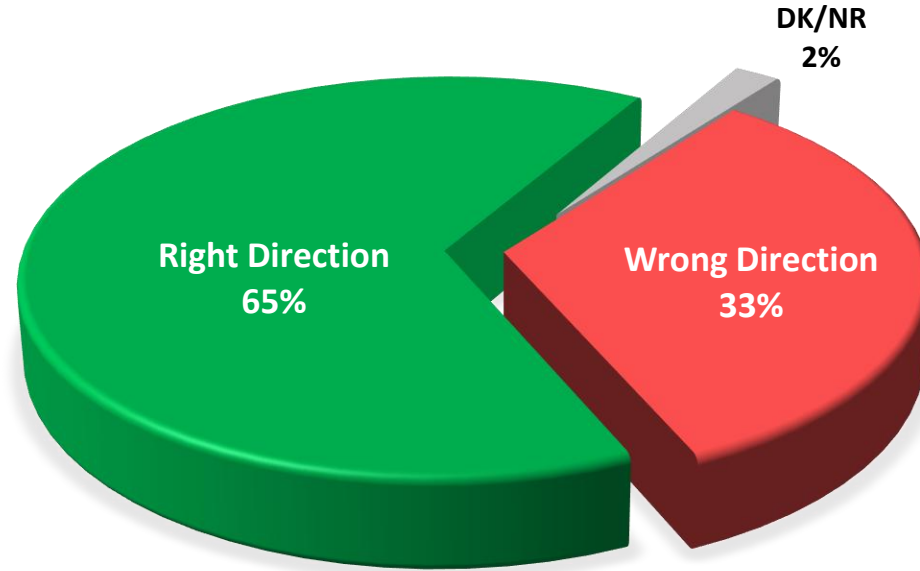
Governance & Service Delivery





Considering the recent initiatives of the Government of Punjab—such as improvements in the sanitation system, reforms in health and education, measures to provide relief from inflation, public transport projects, and cultural activities like the revival of Basant—do you think Punjab is moving in the right direction today or the wrong direction?

س۔ پنجاب حکومت کے حالیہ اقدامات، جیسے صفائی کے نظام میں بہتری، صحت اور تعلیم میں اصلاحات، مہنگائی میں ریلیف کے اقدامات، پبلک ٹرانسپورٹ منصوبے، اور ثقافتی سرگرمیوں مثلاً بسنت کی بحالی کو مد نظر رکھتے ہوئے، کیا آپ کے خیال میں آج پنجاب درست سمت میں جا رہا ہے یا غلط سمت میں؟

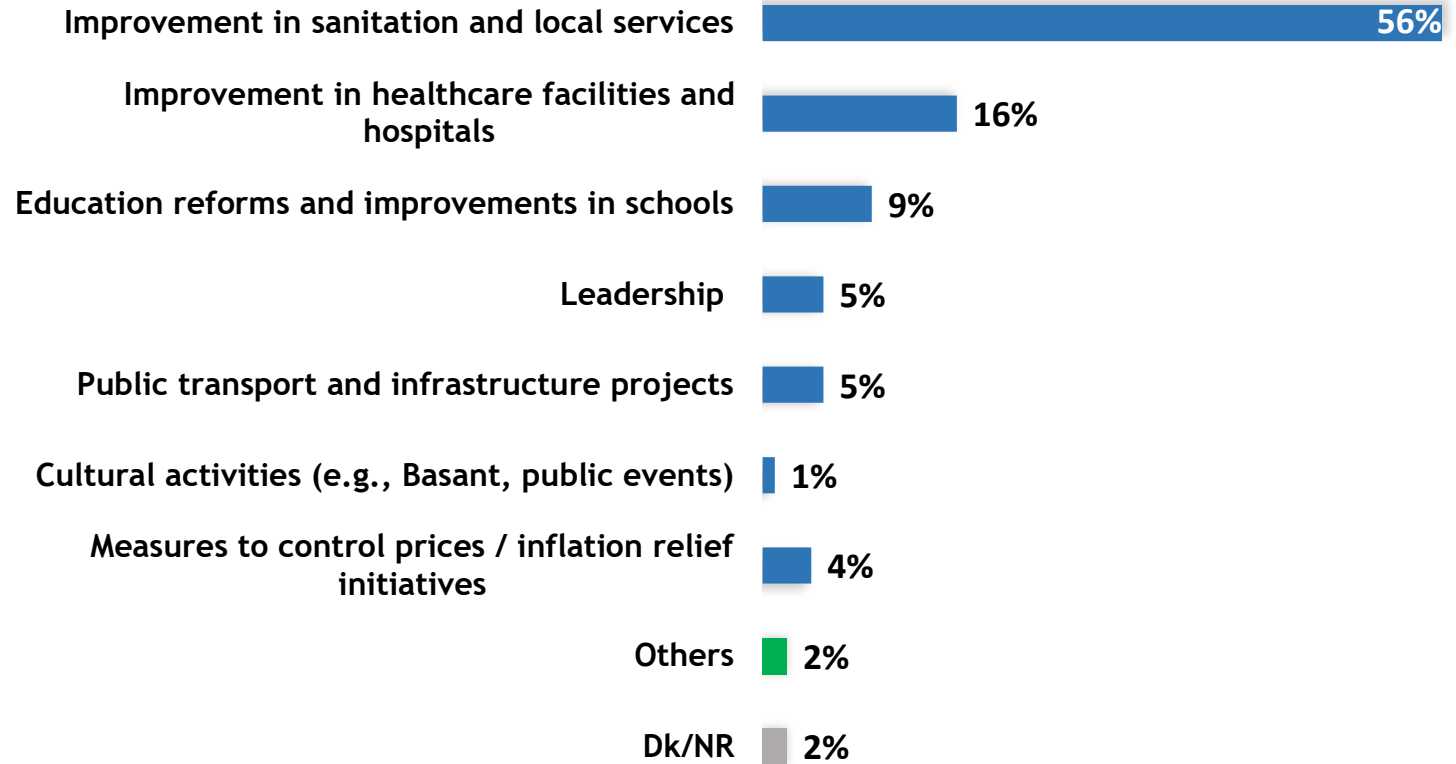
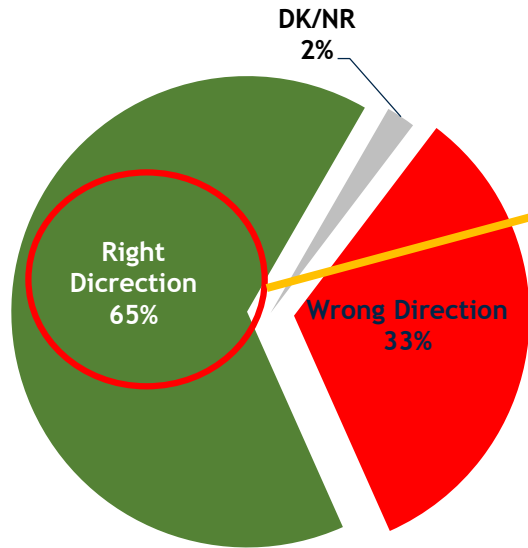


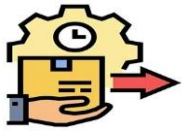


If you think Punjab is moving in the right direction, which one initiative has influenced your opinion the most?

س۔ اگر درست سمت میں جا رہا ہے تو ایک ایسا کونسا اقدام ہے جو آپ کی رائے کو سب سے زیادہ متاثر کرتا ہے؟

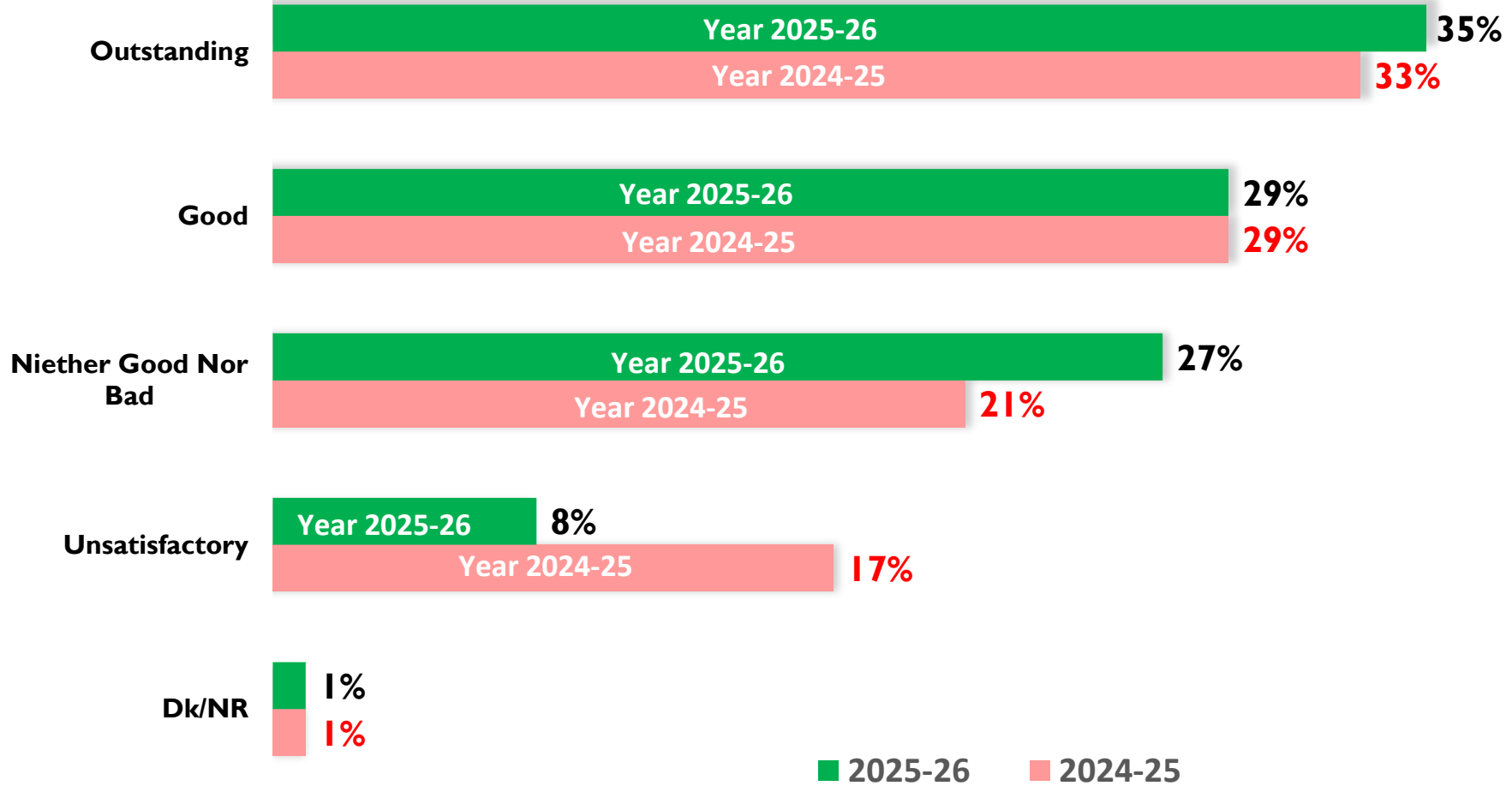
Of those “65%” who said “Right Direction”





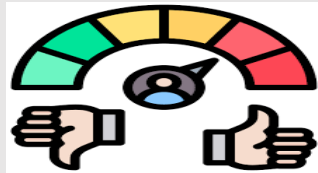
How would you rate the provision of public services/facilities by the government in your province?

س۔ آپ اپنے صوبے میں حکومت کی جانب سے عوامی سہولیات کی فراہمی کو کس طرح درجہ دیں گے؟



Section "B"

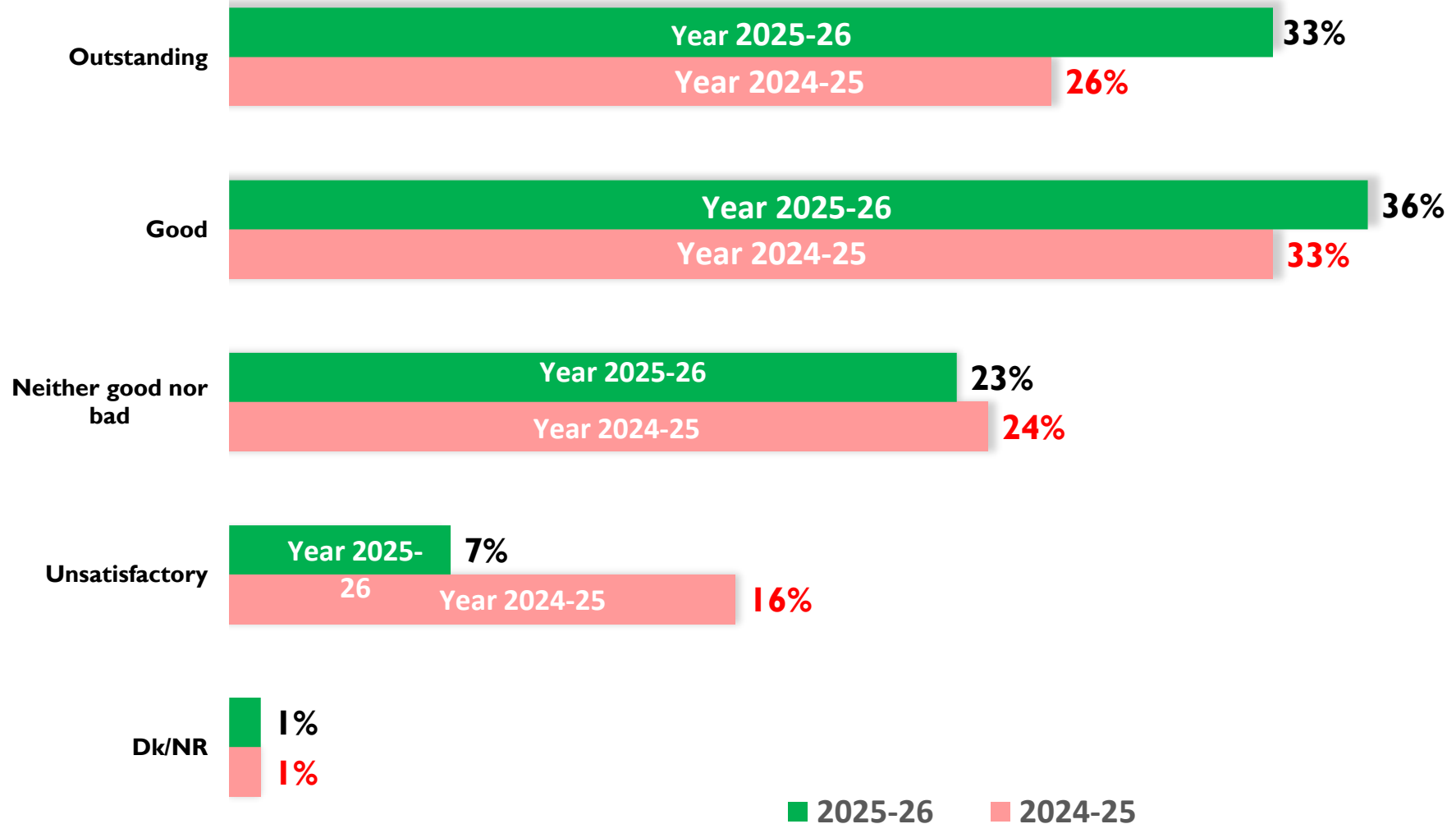
Performance of the Chief Minister





How would you rate the performance of Punjab Chief Minister Maryam Nawaz over the past two years?

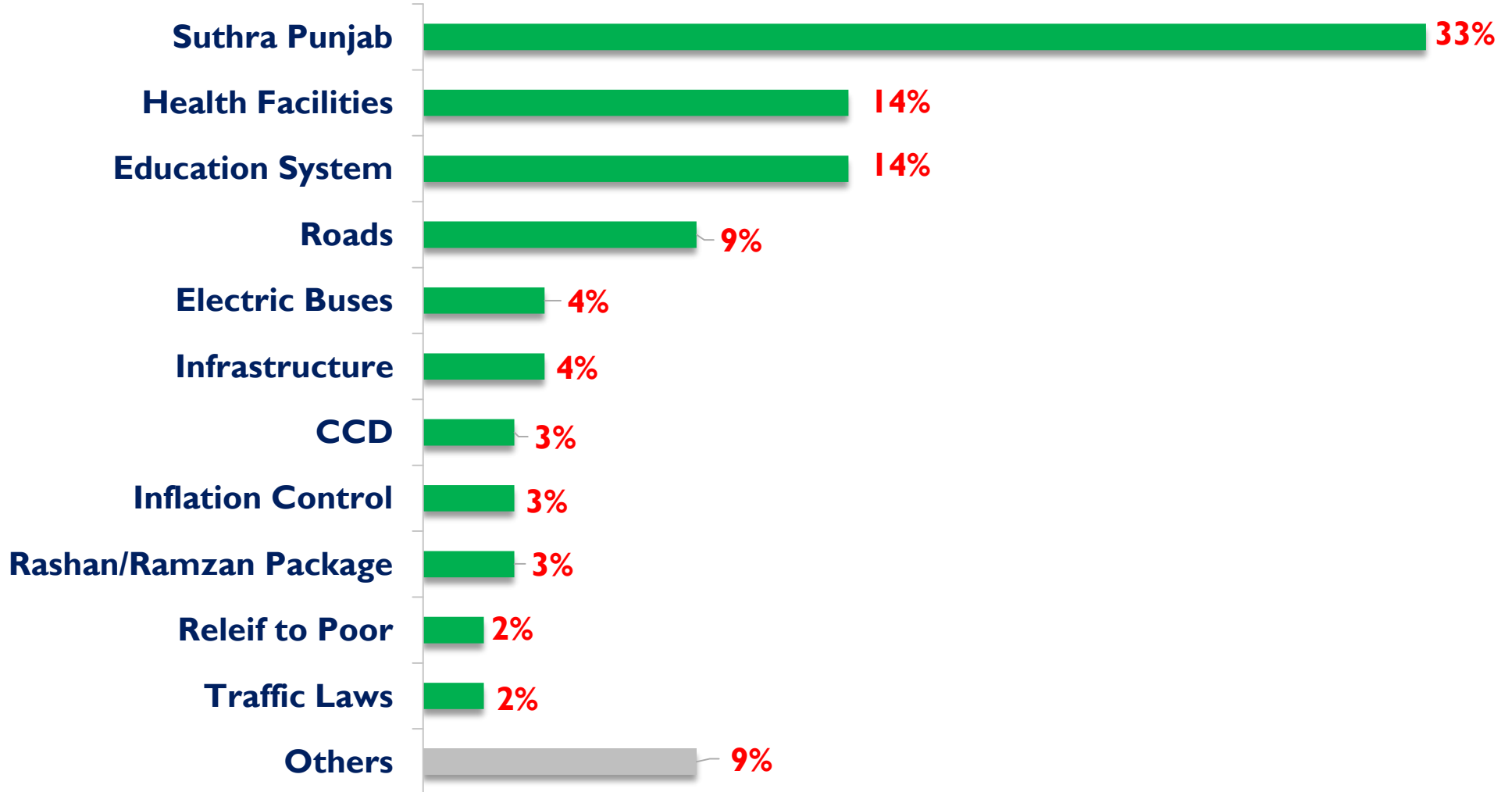
س۔ آپ پچھلے دو سال میں وزیر اعلیٰ پنجاب مریم نواز کی کارکردگی کو کس طرح درجہ دیں گے؟





In which key sectors has Chief Minister Maryam Nawaz demonstrated improvement? (Open-Ended)

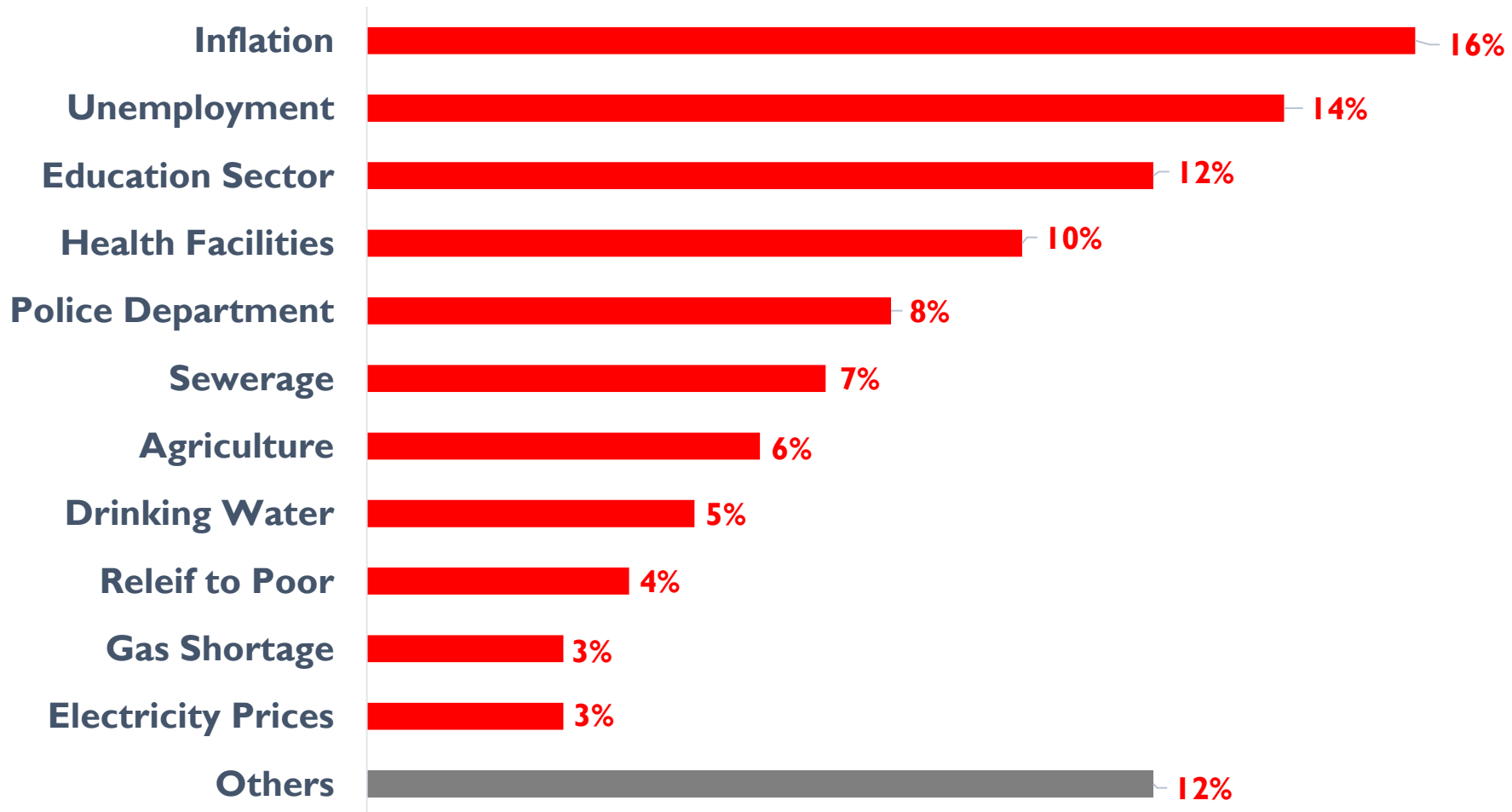
س-کون سے اہم شعبے ہیں جن میں وزیر اعلیٰ مریم نواز نے بہتری دکھائی ہے؟





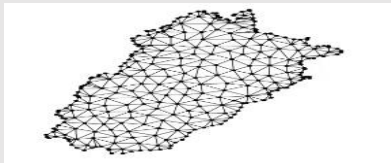
In which sectors do you think Chief Minister Maryam Nawaz needs improvement? (Open-Ended)

س۔ وہ کون سے شعبے ہیں جن میں وزیر اعلیٰ مریم نواز کو بہتری کی ضرورت ہے؟



Section "C"

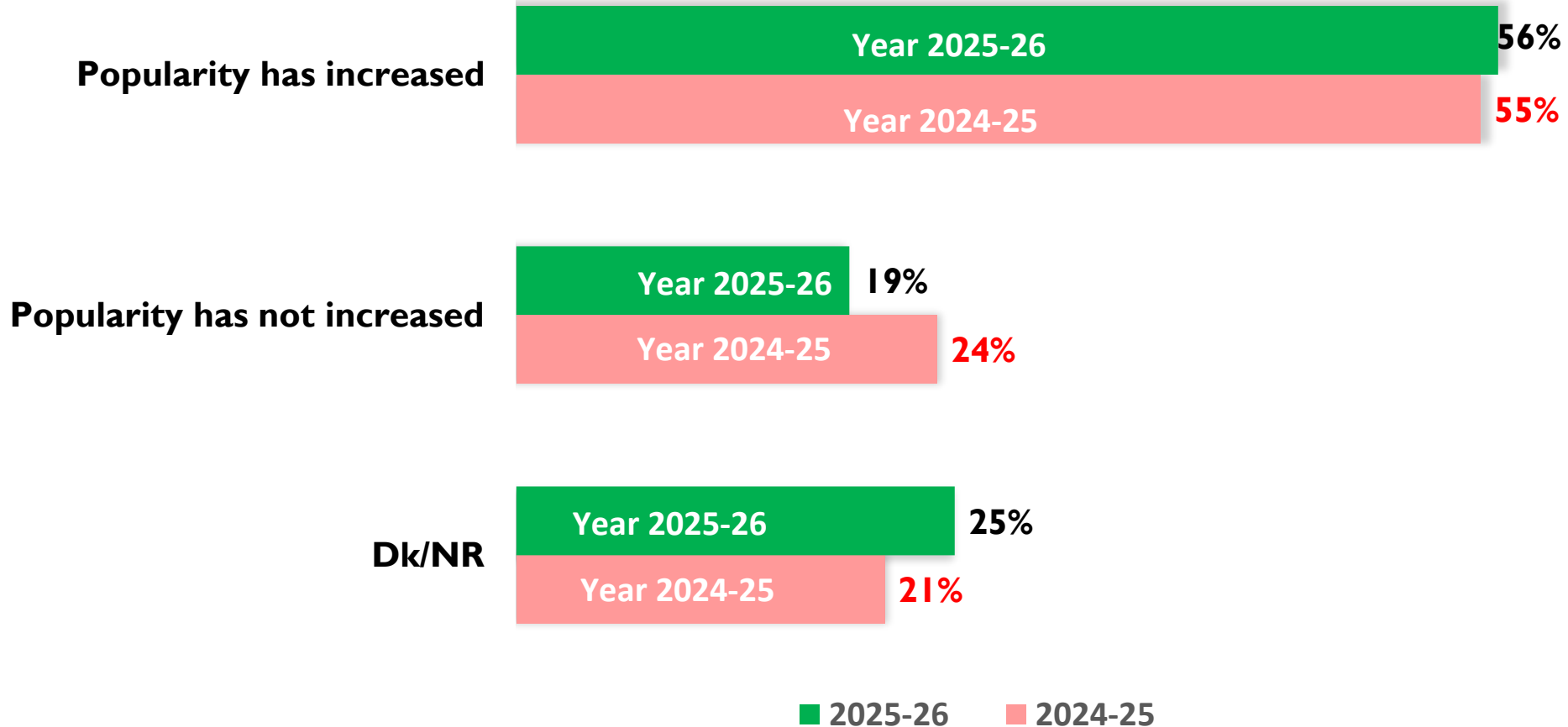
Political Landscape





Do you think that after the launch of development projects, the popularity of Chief Minister Maryam Nawaz has increased or not?

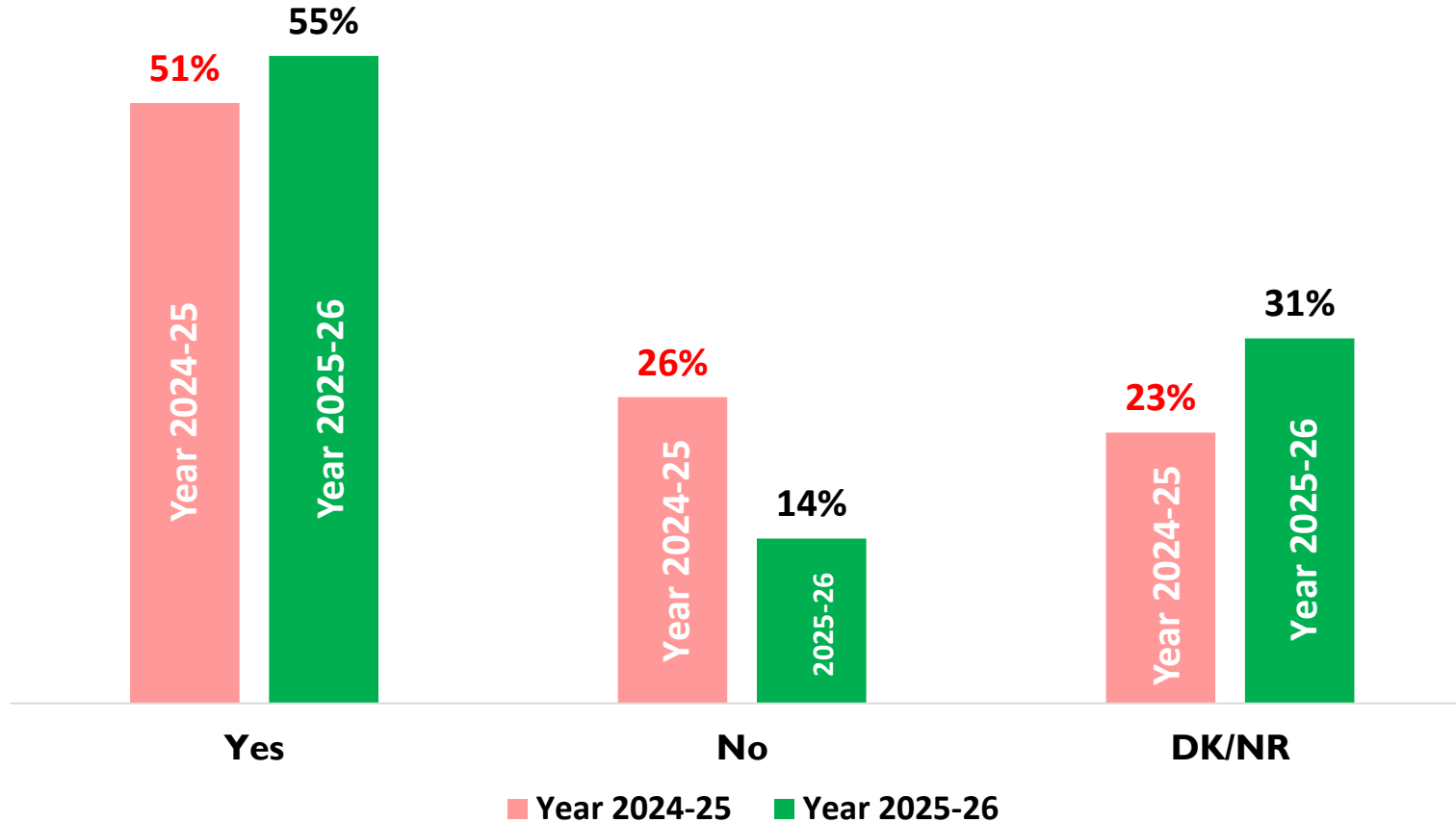
س 13- آپ کیا سمجھتے ہیں کہ ترقیاتی منصوبوں کے آغاز ہونے کے بعد وزیر اعلیٰ پنجاب مریم نواز کی مقبولیت میں اضافہ ہوا یا نہیں؟





Will you vote for Chief Minister Punjab Maryam Nawaz in the next election based on her government's performance?

س۔ کیا آپ اگلے الیکشن میں وزیر اعلیٰ پنجاب مریم نواز کی حکومتی کارکردگی کی بنیاد پر ووٹ دیں گے۔؟



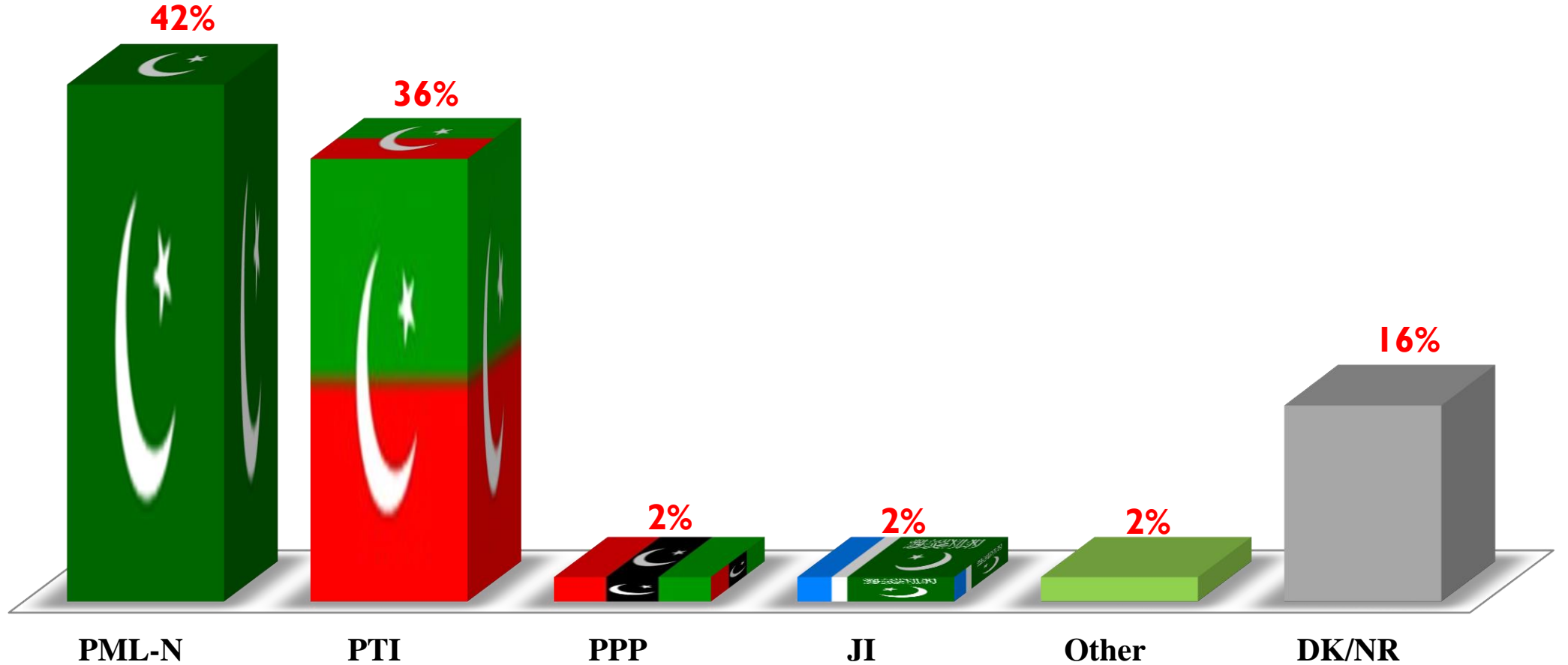


Which political party will you vote for in the upcoming election?

(Overall Results)

Margin of Error: Not More than 2%

س۔ آنے والے الیکشن میں آپ کس جماعت کو ووٹ دیں گے؟



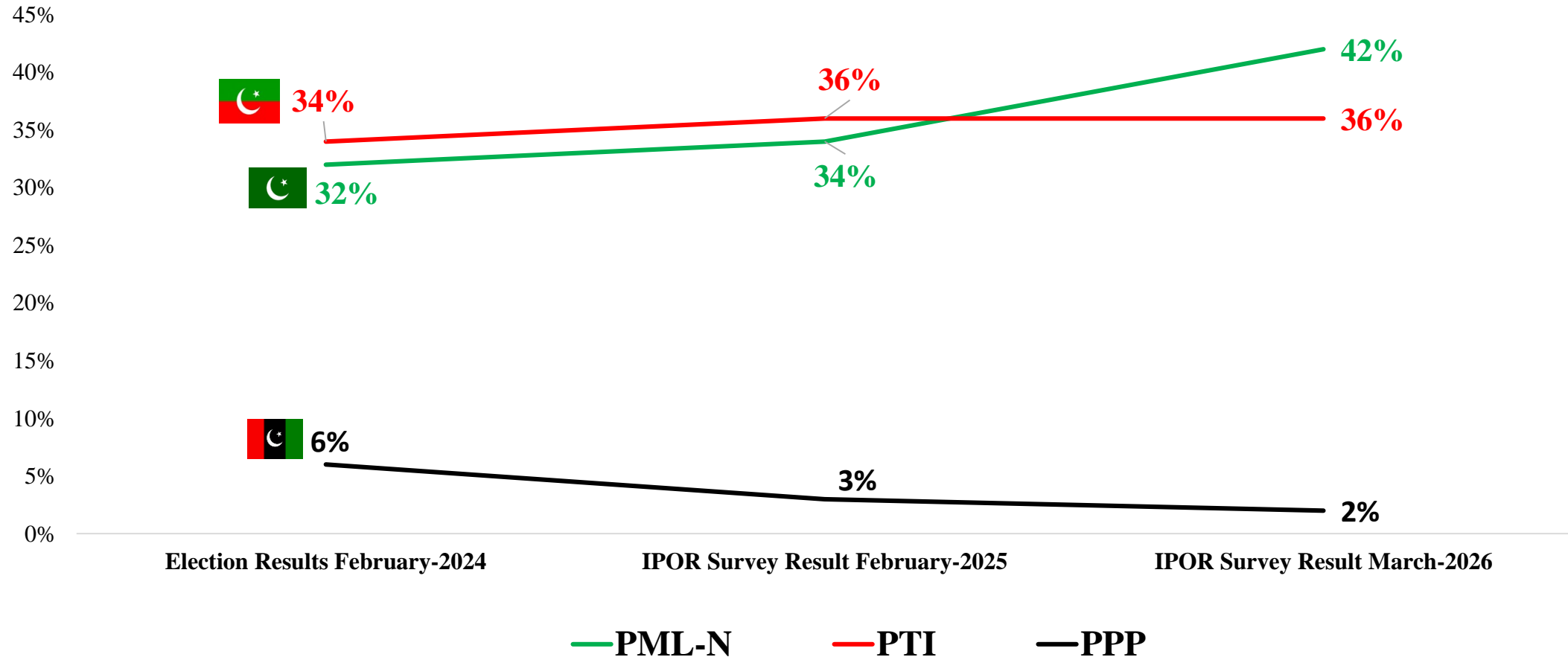
Comparison of Results

Election Results February 2024 Vs IPOR Survey February 2025 Vs IPOR Survey March 2026

Margin of Error: Not More than 2%

س۔ آنے والے الیکشن میں آپ کس جماعت کو ووٹ دیں گے؟

Political Parties Popularity



Section “D”

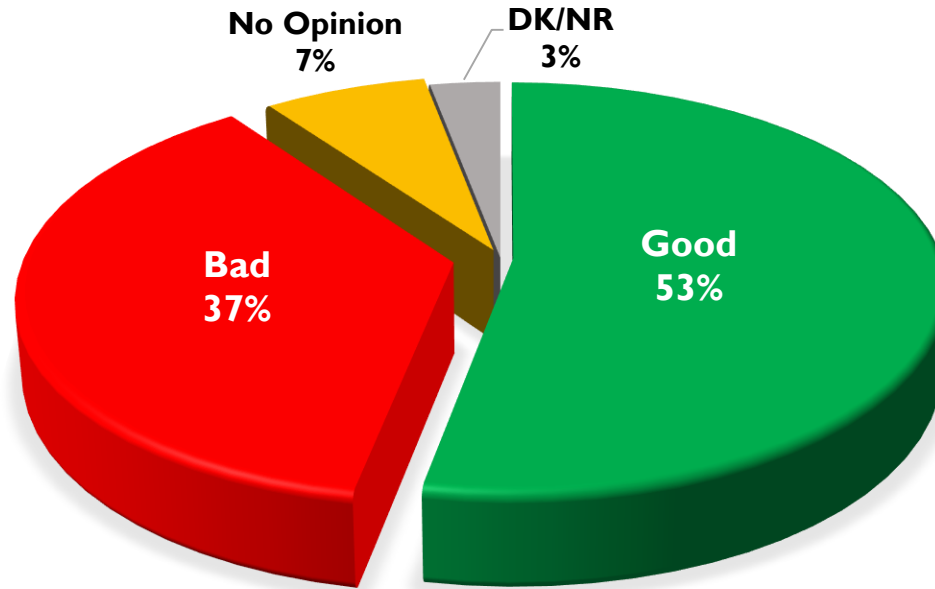
Basant Festival





How do you view Chief Minister Maryam Nawaz's decision to restart Basant?

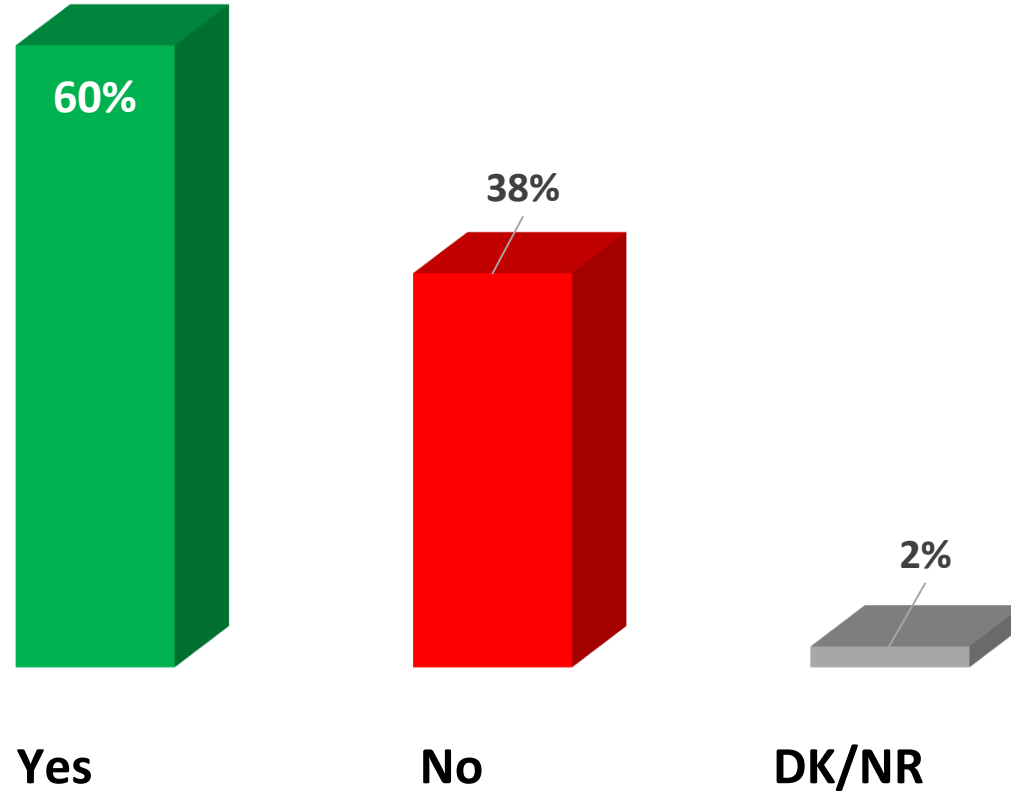
س۔ آپ وزیر اعلیٰ مریم نواز کی بسنت کے دوبارہ شروع کرنے کے اقدام کو کیسے دیکھتے ہیں؟





If you support this decision (revival of Basant), do you think Basant should also be allowed to be celebrated in other cities of Punjab?

س۔ اگر آپ اس اقدام کی حمایت کرتے ہیں تو کیا اس کو پنجاب کے دوسرے شہروں میں بھی منانے کی اجازت ہونی چاہیے؟



Section "E"

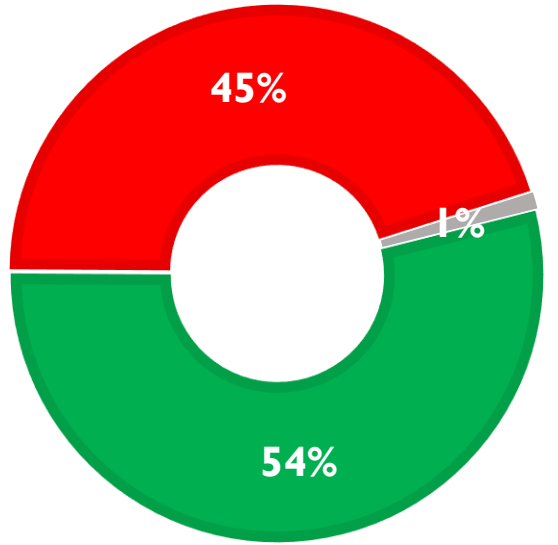
Information Channels





Do you use Social Media?

س۔ کیا آپ سوشل میڈیا استعمال کرتے ہیں؟

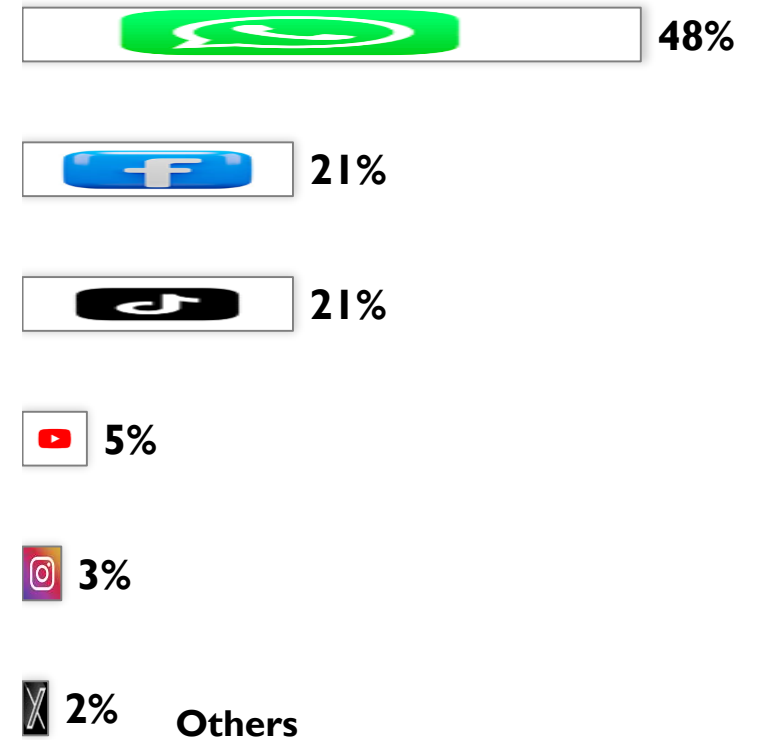


■ YES ■ NO ■ DK/NR

If yes, which one do you use?

س۔ اگر ہاں تو کونسا استعمال کرتے ہیں؟

Of those (54%)



Thank You!

IPOR

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