



Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

31 % Claim Their Households Financial Situation Is Better Than Last Year; 38 % Have High Hopes For The Coming Year: GILANI POLL / GALLUP PAKISTAN

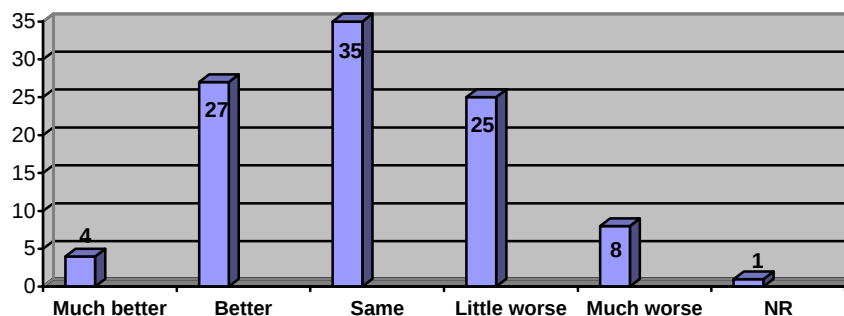
Islamabad, September 16, 2009

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, a third of all Pakistanis claim that compared to the previous year, their financial condition is better this year and are also hopeful of being on a better financial standing in the coming year. As compared to last year, 31% claimed their financial situation is better this year, 33% believe it is worse and for 35% it has remained the same. One percent (1%) gave no answer. When asked about the future, 38% believe their financial situation will be better next year, 27% perceive it will get worse, and 34% claimed it will remain the same. One percent (1%) gave no response.

A nationally representative sample of men and women from across the country were asked “*How has your household’s financial situation been this year as compared to the previous year?*” thirty one percent (31%) claimed their financial situation is better this year, 33% believe it is worse, where as for 35% the financial situation has remained the same. One percent (1%) gave no answer.

It should be noted that a proportionately higher percentage of ruralites (37%) as opposed to their urban counterparts (21%) said that this year their house hold financial conditions have become better. The data also reveals that a comparatively higher percentage of respondents (40%) from ‘Upto Rs 7000’ monthly income group claimed to be financially better off this year.

“How has your household’s financial situation been this year as compared to the previous year?”

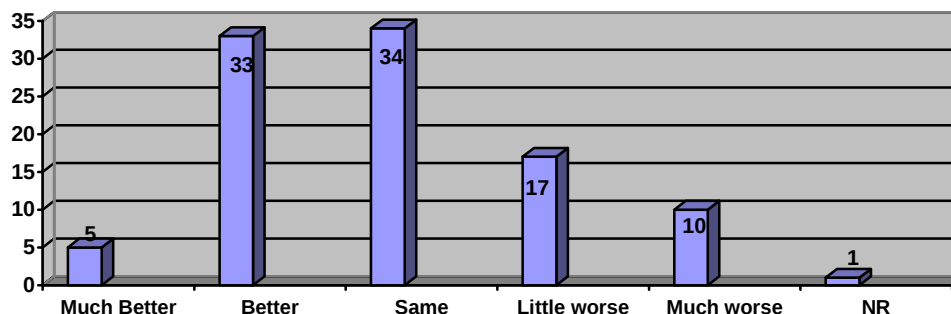


Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

In a follow up question respondents were asked “*In your opinion what do you think your household financial condition would be in the next year as compared to the present year?*” Although majority (38%) have high hopes as they believe their financial situation next year will be better, a significant 27% perceive it will get worse. Thirty four percent (34%) of the respondents believe their financial situation will remain the same. One percent (1%) gave no response.

The findings show that a proportionately higher percentage of ruralites (44%) as opposed to their urban counterparts (25%) have faith in their financial condition getting better in the next year. It is also seen that respondents from all income groups expect themselves to be financially better off in the coming year.

“In your opinion what do you think your household financial condition would be in the next year as compared to the present year?”



Source: Gilani Poll conducted by Gallup Pakistan,
the Pakistani affiliate of Gallup International Association (www.gallup-international.com; www.gallup.com.pk)

The study was released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The latest survey was carried out among a sample of 2754 men and women in rural and urban areas of all four provinces of the country, during June 2009. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.

Gallup Pakistan proposes that its poll results be attributed as Gilani Poll conducted by Gallup Pakistan, the Pakistani affiliate of Gallup International. This is to distinguish our polls from polls on Pakistan sometimes released by other organizations not part of Gallup International Association (www.gallup-international.com) and referred to by the same title. Also please see necessary Disclaimer on our website (www.gallup.com.pk). Gallup Pakistan takes responsibility for only its own polls on Pakistan.

For more survey data on social and other issues see website www.gallup.com.pk

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