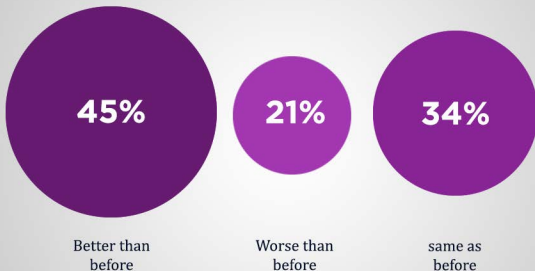


OCT 6, 2016

45% PAKISTANIS SAY THAT THEIR FINANCIAL SITUATION HAS IMPROVED OVER THE LAST YEAR.

“Keeping in mind your financial situation, kindly please tell, during the last one year have your household’s financial situation bettered, worsened or remained the same?”





Opinion Poll
SOCIAL
Social Mobility

45 % Pakistanis say that their financial situation has improved over the last year. (GRF POLL)

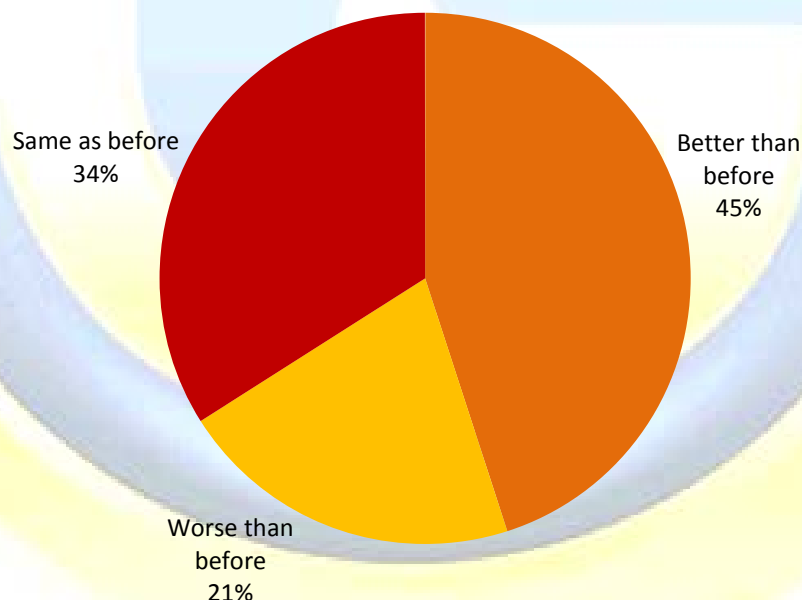
Islamabad, October 06, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 45% Pakistanis say that their financial situation has improved over the last year.

A nationally representative sample of men and women from across the four provinces was asked, “Keeping in mind your financial situation, kindly please tell during the last one year have your household's financial situation improved, worsened or remained the same?” In response to this question, 45% said that their financial situation was better than before, 21% said that it was worse than before, 34% said that it was the same as before.

This question is used as a proxy across the world for gauging consumer's confidence in the economy currently, and a predictor for the future. Gallup Pakistan is currently in process of setting up a Consumer Confidence Index.

Question: “Keeping in mind your financial situation, kindly please tell, during the last one year have your household's financial situation bettered, worsened or remained the same?”



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

The study was released by Gilani Research Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1835 men and women in rural and urban areas of all four provinces of the country, during August 1 – August 8, 2016. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International



Thursday, October 06, 2016
(3 Pages, English version Only)

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.

If you have any further questions regarding this poll, please feel free to contact us.

Best Regards,

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Daily Gilani Poll
2016



of Gallup Pakistan
(1980-2016)