

OCT 13 2016

42% PAKISTANIS BELIEVE THAT THEIR HOUSEHOLD'S FINANCIAL SITUATION WILL IMPROVE IN THE COMING YEAR

Do you think your household's financial situation will improve, worsen or remain the same in the coming year?

36%
It will remain the same,



42%
It will improve

22%
It will worsen



Opinion Poll
SOCIAL
Social Mobility

42% Pakistanis believe that their household's financial situation will improve in the coming year. (GRF POLL)

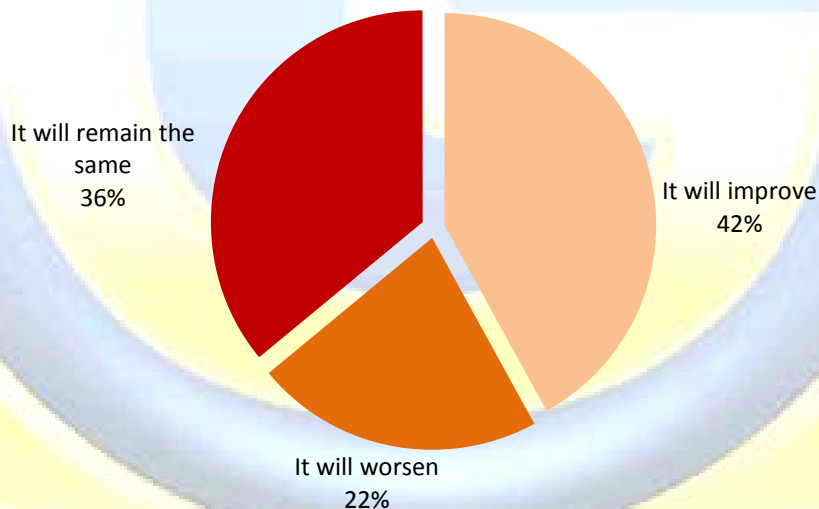
Islamabad, October 13, 2016

According to a Gilani Research Foundation Survey carried out by Gallup Pakistan, 42% Pakistanis believe that their household's financial situation will improve in the coming year.

A nationally representative sample of men and women from across the four provinces was asked, "Do you think your household's financial situation will improve, worsen or remain the same in the coming year?" In response to this question, 42% said that they believe that their household's financial situation will improve, 36% said that it will remain the same, and 22% said that it will worsen.

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: "Do you think your household's financial situation will improve, worsen or remain the same in the coming year?"



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



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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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2016



of Gallup Pakistan
(1980-2016)