

Opinion Poll

**ECONOMY
Investment****Housing: 22% Pakistanis claim to live in a rented home.
(GALLUP & GILANI PAKISTAN POLL)**

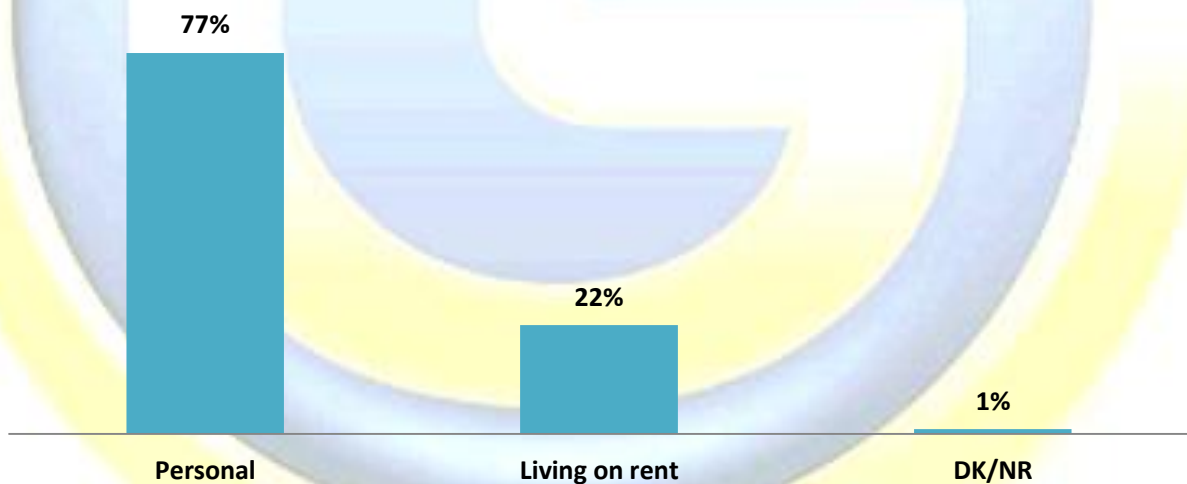
Islamabad, April 25, 2019

According to a Gilani Research Foundation Survey carried out by Gallup & Gilani Pakistan, 22% Pakistanis claim to live in a rented home.

A nationally representative sample of men and women from across the four provinces was asked, “Does the house that you currently live in belong to you/a member of your family or do you live on rent?” In response, 77% said that it is personal, meaning that they or a family member owns the house they currently live in, and 22% said that they are living on rent. 1% said that they did not know or did not wish to respond.

There are approximately 30 million households in Pakistan; 22% of these households are on rent which translates to around 6 million households on rent. This number represents a large rental market in Pakistan and a potential for professional as well as market growth.

Question: “Does the house that you currently live in belong to you/a member of your family or do you live on rent?”



Source: Gallup & Gilani Pakistan Poll

Field work conducted by Gallup & Gilani 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,178 men and women in urban and rural areas of all four provinces of the country, during February 23-March 3, 2019. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level.

Opinion Poll from Gallup Pakistan



The Pakistani Affiliate of Gallup International

GILANI RESEARCH
FOUNDATION



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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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of Gallup Pakistan
(1980-2019)