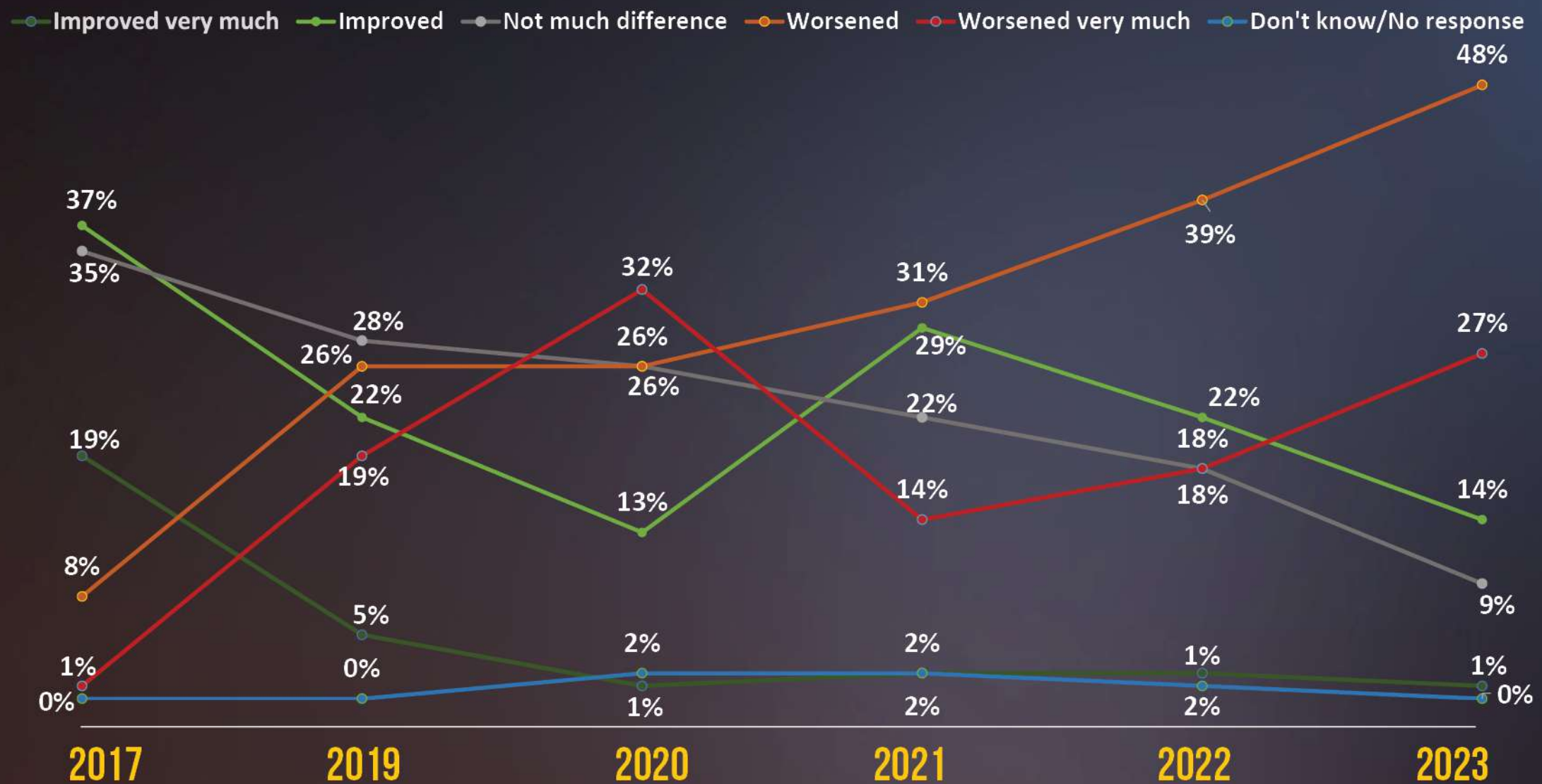


**In the past seven years (2017-2023) there has been a 40% increase in the proportion of people who have reported that the financial condition of their household has worsened:
Gallup & Gilani Pakistan History Project**

Question: "Please state how the financial condition of your household is nowadays compared to the past six months?"





Opinion Poll
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In the past seven years (2017-2023) there has been a 40% increase in the proportion of people who have reported that the financial condition of their household has worsened: Gallup & Gilani Pakistan History Project

(Islamabad), July 7th, 2022

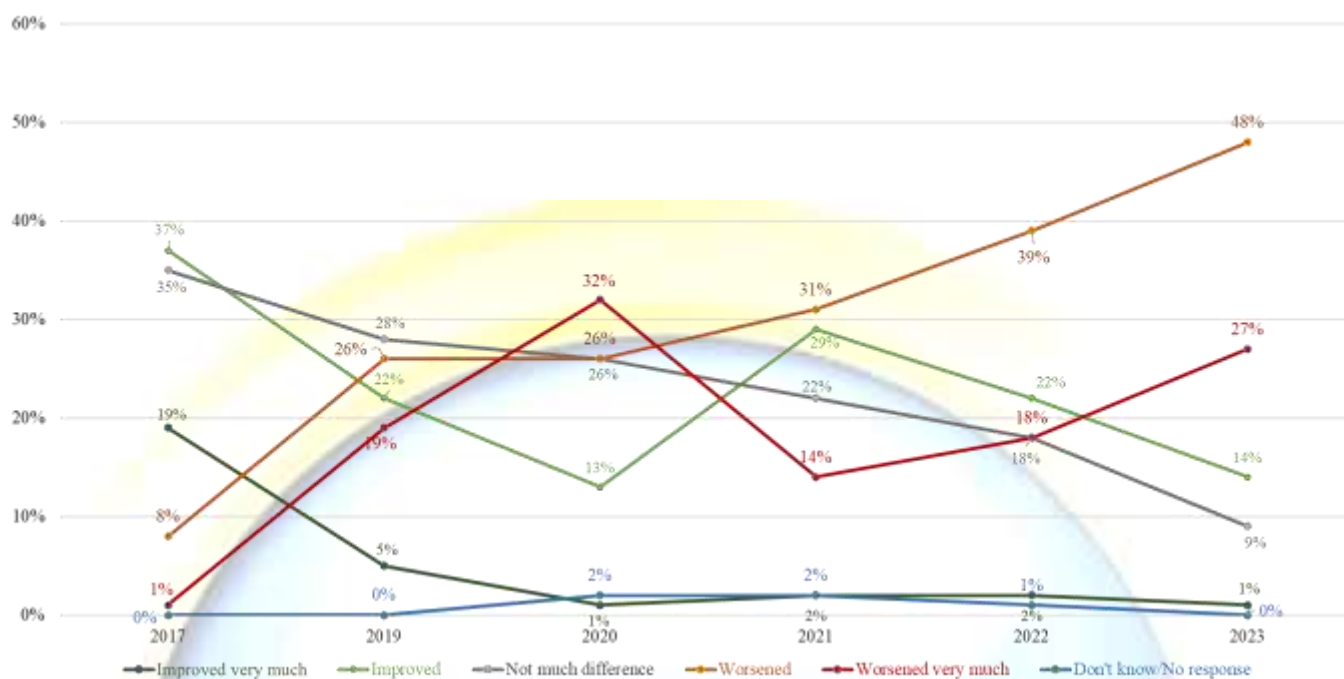
In a Gallup & Gilani Pakistan National Survey conducted in the year 2017, a representative sample of adult men and women from across Pakistan was asked the following question, “*Please state how the financial condition of your household is nowadays compared to the past six months?*” In response to this question, 19% said improved very much, 37% said improved, 35% said not much difference, 8% said worsened and 1% said worsened very much.

Comparative Picture: This question was asked again in 2023 to allow a comparison to be made across the years. In 2023, 1% said improved very much, 14% said improved, 9% said not much difference, 48% said worsened and 27% said worsened very much.

Trend Analysis: From 2017 to 2023, there has been a 40% increase in the proportion of people who reported that the financial condition of their household has either worsened, and 26% report that it has worsened very much. While the proportion of people who said that their household’s financial condition had improved decreased by 23% and those reporting it had improved very much has decreased by 18%.

This press release has been made as part of the Gallup Pakistan History Project which aims to release historical empirical polling data to wider audiences. The objective is to sustain and encourage empirical decision-making in Pakistan.

Question: “Please state how the financial condition of your household is nowadays compared to the past six months?”



Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Aim and Rationale for Gallup Pakistan History Project

Bilal I Gilani, who is Executive Director at Gallup Pakistan, and the Director of Gallup Pakistan History Project explains the aim of the Project as follows: “Gallup Pakistan has been polling in Pakistan since 1979 (over 40 years). During this time, millions of Pakistanis have been surveyed by over a thousand interviewers of Gallup. In 2014, Gallup Pakistan has decided to release historical Public Opinion data and this Press Release is part of Gallup Pakistan’s History Project. This endeavor is dedicated to all those who hope for a more empirical understanding of Pakistani Issues”. For more information about Gallup History Project, please contact caf@gallup.com.pk



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

Friday, July 7th, 2022

(4 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not-for-profit public service project to provide social science research to students, academia, policymakers, 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 Ph.D. 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,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



History Poll
2023



of Gallup Pakistan
(1980-2023)