

14th November, 2023

NEARLY 3 IN 10 (27%) PAKISTANIS FEEL THAT THEIR INCOME LEVELS WILL INCREASE IN THE NEXT YEAR, WHILE 36% FEEL THAT THEIR INCOME LEVELS WILL DECREASE: GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

تقریباً ہر 10 میں سے 3 (27%) پاکستانیوں کے مطابق اگلے سال کے دوران اُن کی آمدنی کی سطح میں اضافہ ہوگا، جبکہ 36% پاکستانیوں کا خیال ہے کہ اگلے سال کے دوران اُن کی آمدنی میں کمی آئے گی۔

Question: What change do you expect in your household income in the next year compared to the last year?





PRESS RELEASE

Opinion Poll

Economy

General

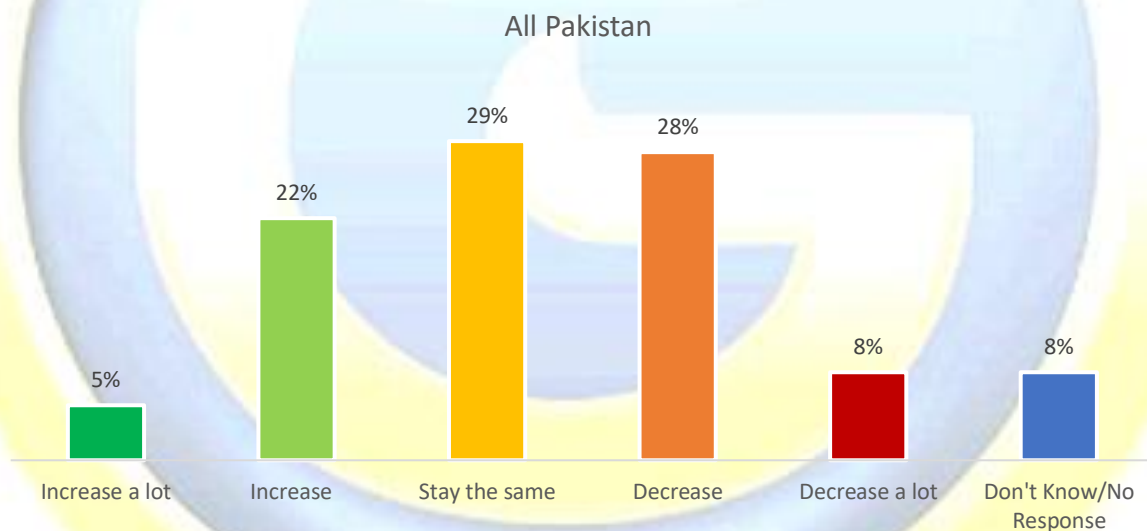
Nearly 3 in 10 (27%) Pakistanis feel that their income levels will increase in the next year, while 36% feel that their income levels will decrease: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

(Islamabad) 14th November 2023

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, nearly 3 in 10 (27%) of Pakistanis feel that their income levels will increase in the next year, while 36% feel that their income levels will decrease.

A nationally representative sample of adult men and women from across the country was asked the question, “What change do you expect in your household income in the next year compared to the last year?” In response, 5% said ‘increase a lot’, 22% said ‘increase’, 29% said ‘stay the same’, 28% said ‘decrease’, 8% said ‘decrease a lot’, and 8% said that they did not know or gave no response.

Question: What change do you expect in your household income in the next year compared to the last year?



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

The study in Pakistan was conducted and released by Dun & Bradstreet Pakistan and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,179 men and women in urban and rural areas of all four provinces of the country, conducted during July 2023. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was telephonic surveys (CATI).

STAT OF THE DAY

Slovenia has a population equivalent to 1% of Pakistan with a 100 billion USD GDP

Source: [Bilal Gilani - Tweet](#)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International

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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*

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Daily Gilani Poll
2023



of Gallup Pakistan
(1980-2023)