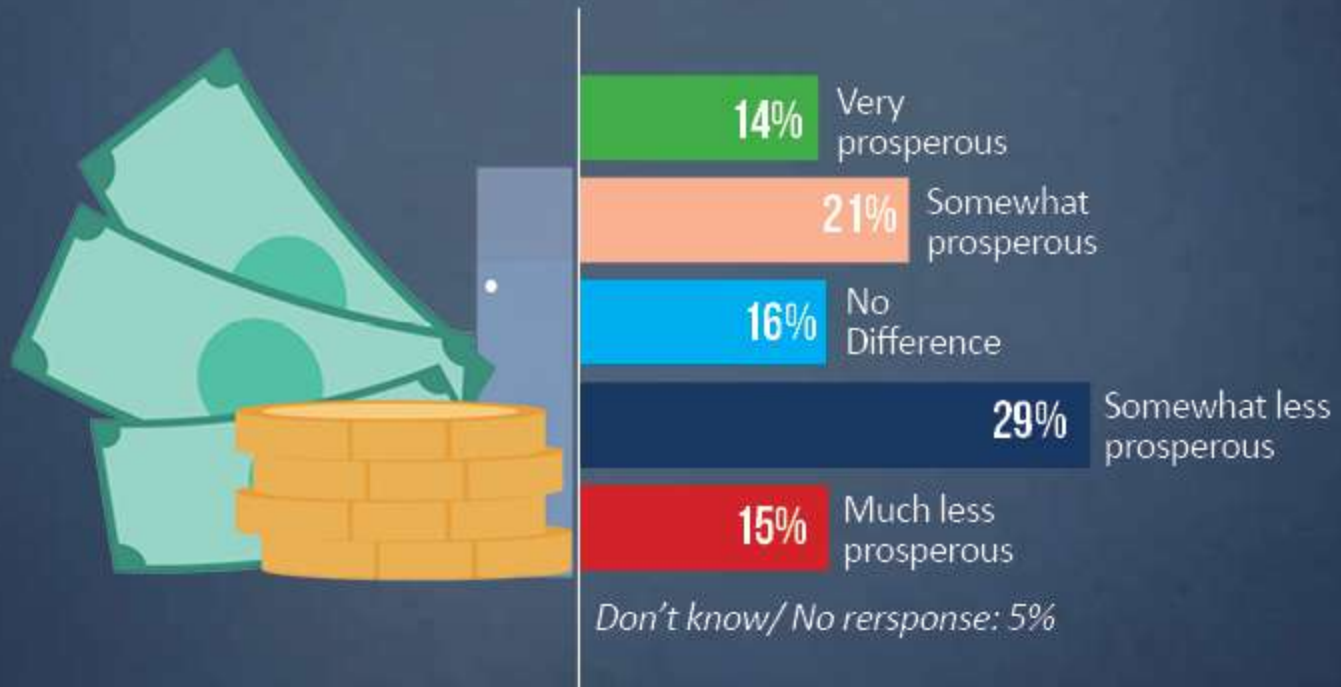


22nd February, 2024

## A PROPORTION OF 35% PAKISTANIS BELIEVE THEY ARE FINANCIALLY BETTER OFF NOW COMPARED TO 10 YEARS AGO: GALLUP & GILANI PAKISTAN

پاکستانیوں کی 35% شرح کا خیال ہے کہ وہ معاشی طور پر 10 سال پہلے کے مقابلے میں اب زیادہ خوشحال ہیں۔

Question: Now think of yourself and your family and tell whether you are more financially prosperous, less prosperous, or indifferent than you were ten years ago?





# PRESS RELEASE

## Opinion Poll

### Economy

### General



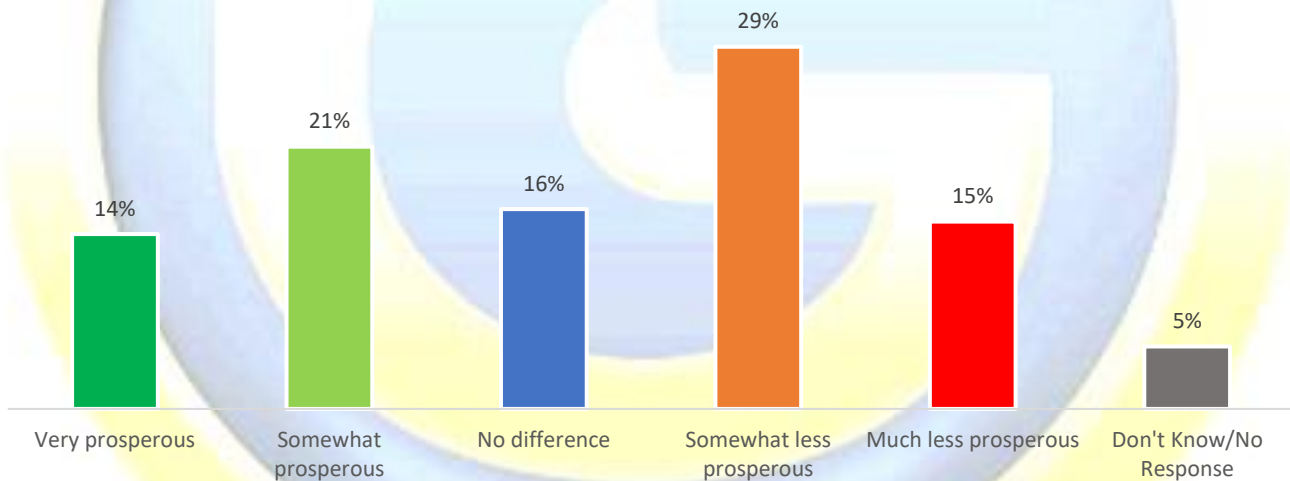
## A proportion of 35% Pakistanis believe they are financially better off now compared to 10 years ago: Gallup & Gilani Pakistan

(Islamabad) 22<sup>nd</sup> February, 2024

According to a survey conducted by Gallup & Gilani Pakistan, a proportion of 35% Pakistanis believe they are financially better off now compared to 10 years ago.

A nationally representative sample of adult men and women from across the country was asked the question, “Now think of yourself and your family and tell whether you are more financially prosperous, less prosperous, or indifferent than you were ten years ago?” In response, 14% said ‘Very prosperous’, 21% said ‘Somewhat prosperous’, 16% said ‘No difference’, 29% said ‘Somewhat less prosperous’, 15% said ‘Much less prosperous’, and 5% said that they did not know or gave no response.

**Question: Now think of yourself and your family and tell whether you are more financially prosperous, less prosperous, or indifferent than you were ten years ago?**



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

The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,023 men and women in urban and rural areas of all four provinces of the country, conducted from 03<sup>rd</sup> – 18<sup>th</sup> January, 2024. 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).



**Opinion Poll from Gallup Pakistan**  
The Pakistani Affiliate of Gallup  
International



GILANI RESEARCH  
FOUNDATION

**Thursday, 22<sup>nd</sup> February 2024**

*(3 Pages, English version Only)*

***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  
2024



of Gallup Pakistan  
(1980-2024)