

15th March, 2024

NEARLY ONE THIRD (32%) OF PAKISTANIS REPORTED GOOD CURRENT HOUSEHOLD FINANCIAL CONDITIONS, WHILE 52% REPORTED WORSENEED CONDITIONS: GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

تقریباً ایک تہائی (32%) پاکستانیوں نے اپنے گھرانے کے موجودہ مالی حالات بہتر ہونے کی اطلاع دی، جبکہ 52% پاکستانیوں نے اپنے گھریلو مالی حالات بدتر ہونے کے حوالے سے بتایا۔

Question: How is your household's financial situation in comparison to last 6 months?"





PRESS RELEASE

Opinion Poll

Economy

General

Nearly one third (32%) of Pakistanis reported good current household financial conditions, while 52% reported worsened conditions: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

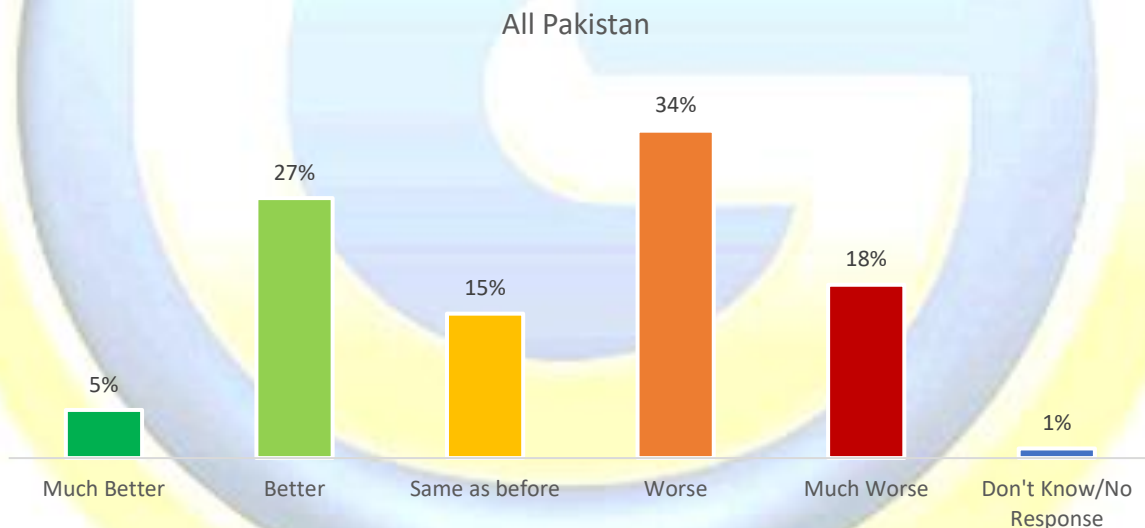
(Islamabad), 15th March, 2024

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, nearly one third (32%) of Pakistanis reported good current household financial conditions, while 52% reported worsened conditions.

To view the full Consumer Confidence Index for Q2 2023-24, [click here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “How is your household’s financial situation in comparison to last 6 months?” In response, 5% said ‘much better’, 27% said ‘better’, 15% said ‘same as before’, 34% said ‘worse’, 18% said ‘much worse’, and 1% said that they did not know or gave no response.

Question: How is your household’s financial situation in comparison to last 6 months?”

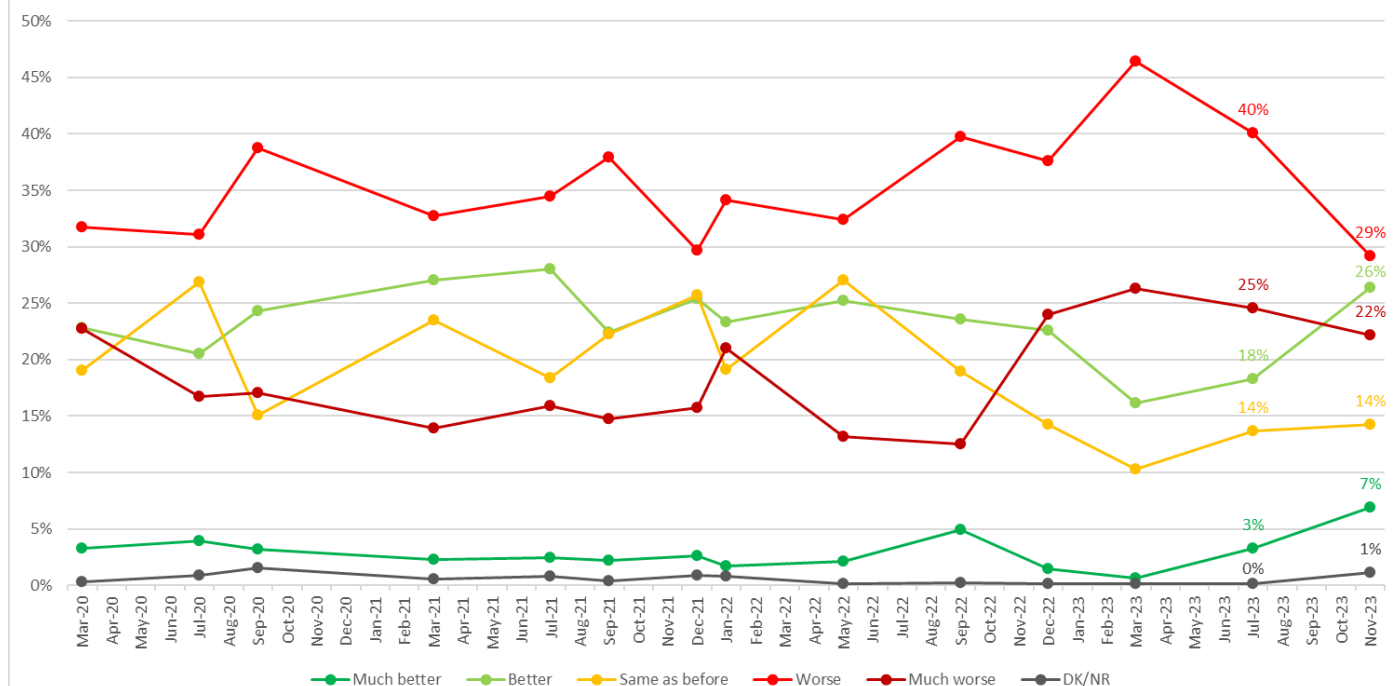


Source: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

The study was conducted and released by Dun & Bradstreet Pakistan and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The study was carried out among a sample of 1,403 men and women in urban and rural areas of all four provinces of the country, conducted during October 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).

Historical trend

Q1. How is your household's financial situation in comparison to last 6 months?





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, 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)