

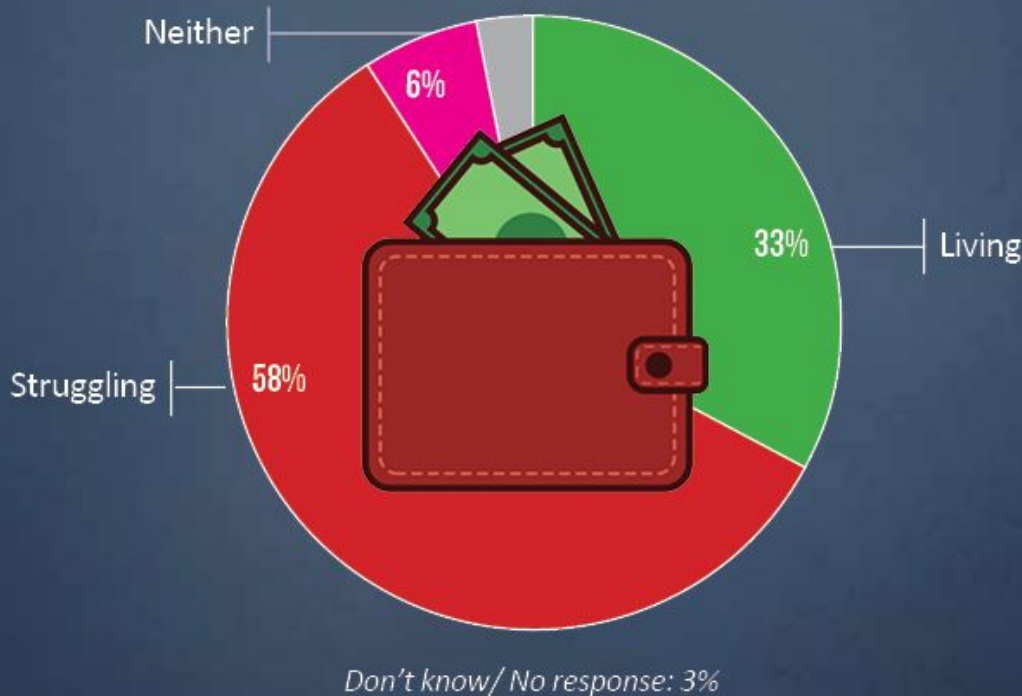
25th June, 2024

3 IN 5 PAKISTANIS (58%) REPORT STRUGGLING WITH THEIR CURRENT FINANCIAL SITUATION, 21% HIGHER THAN THE GLOBAL AVERAGE OF 37%:

GALLUP PAKISTAN & WIN WORLD SURVEY 2024

ہر 5 میں سے 3 (58%) پاکستانیوں نے اپنی موجودہ مالی صورتحال سے نمٹنے کے حوالے سے بتایا ، عالمی ممالک میں اس حوالے سے شرح 37% پائی گئی جو کہ عالمی ممالک کے نتائج سے 21% زائد ہے۔

Question: Which of the following best describes your current financial situation?





PRESS RELEASE

Opinion Poll

Economy

General

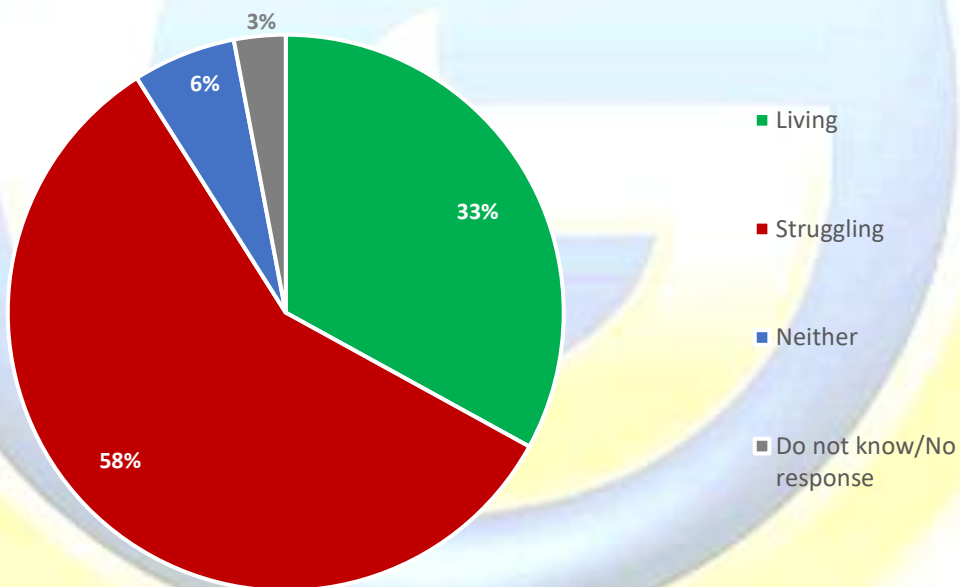
3 in 5 Pakistanis (58%) report struggling with their current financial situation, 21% higher than the global average of 37%: Gallup Pakistan & WIN World Survey 2024

(Islamabad) 25th June, 2024

According to a survey conducted by Gallup & Gilani Pakistan, 3 in 5 Pakistanis (58%) report struggling with their current financial situation, 21% higher than the global average of 37%.

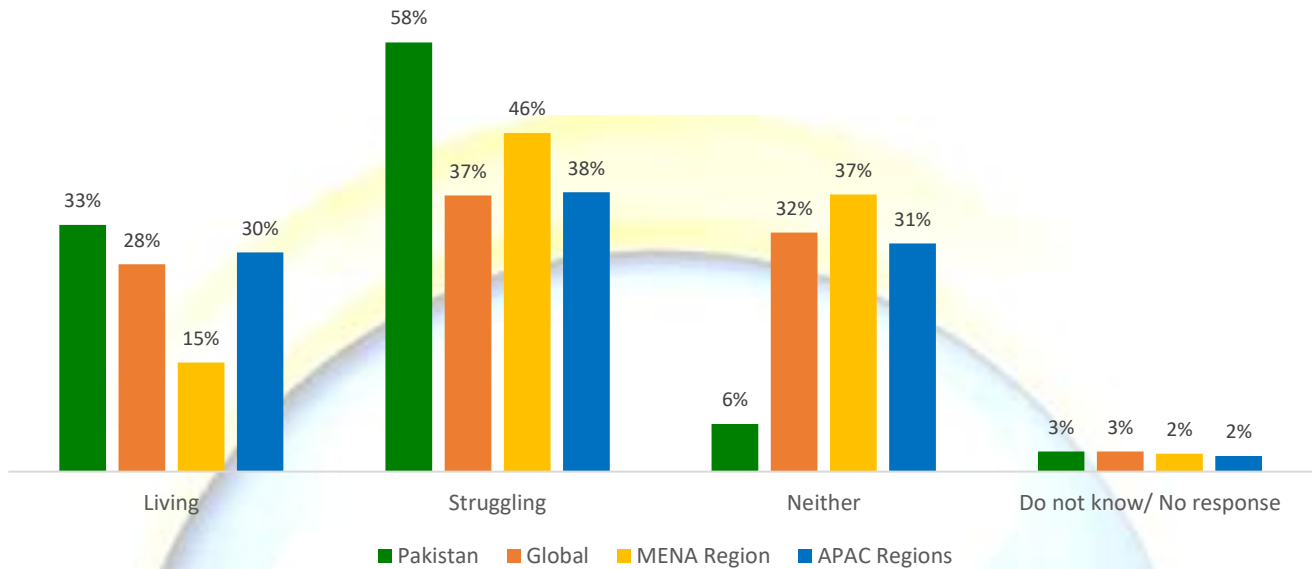
A nationally representative sample of adult men and women from across the country was asked the question, “Which of the following best describes your current financial situation?” In response, 33% said “Living”, 58% said “Struggling”, 6% said “Neither”, and 3% said that they did not know or did not respond.

Question: Which of the following best describes your current financial situation?



Source: Gallup Pakistan & WIN World Survey 2024
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Global comparison: 3 in 5 Pakistanis (58%) report struggling with their current financial situation, while the globally the average is 2 in 5 (37%).



Source: Gallup Pakistan & WIN World Survey 2024
(www.gallup-international.com; www.gallup.com.pk, 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 1,000 men and women in urban and rural areas of all four provinces of the country, conducted from 3rd – 17th January 2024. The error margin is estimated to be approximately ± 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

Tuesday, 25th June, 2024

(4 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)