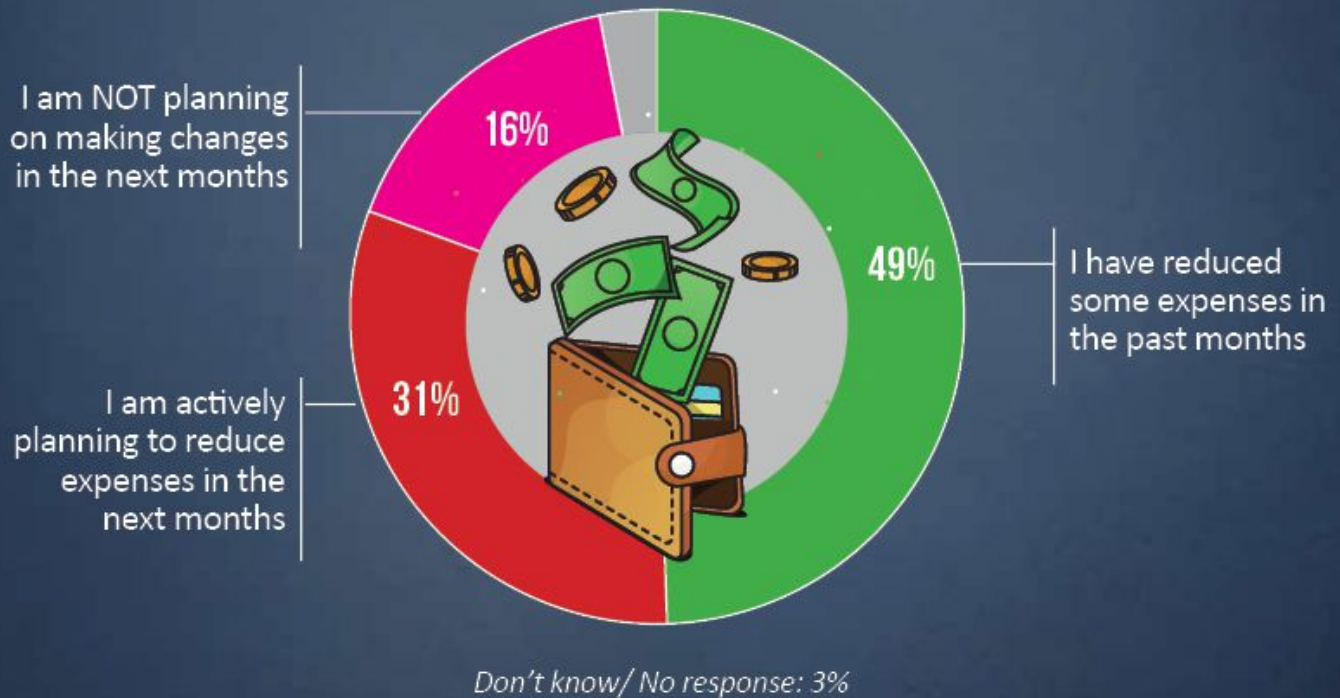


26th June, 2024

**HALF OF PAKISTANIS (49%) REPORT HAVING REDUCED THEIR EXPENSES IN THE PAST MONTHS, WHILE AN ADDITIONAL 31% REPORT PLANNING TO DO SO IN THE UPCOMING MONTHS DUE TO FINANCIAL HARDSHIPS: GALLUP PAKISTAN & WIN WORLD SURVEY 2024**

نصف (49%) پاکستانیوں نے گزشتہ مہینوں میں اپنے اخراجات کو کم کرنے کی اطلاع دی، جبکہ اضافی 31% پاکستانیوں نے بتایا کہ وہ مالی مشکلات کے پیش نظر آنے والے مہینوں میں اپنے اخراجات میں کمی کرنے کا ارادہ رکھتے ہیں۔

Question: Which of the following statements best describe your (upcoming financial) situation?





# PRESS RELEASE

## Opinion Poll

### Economy

### General

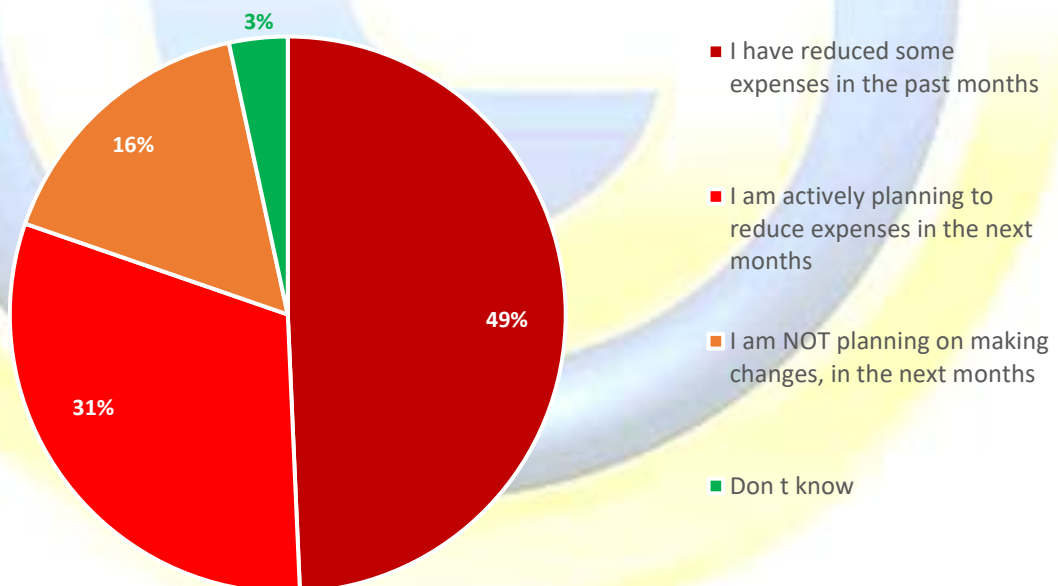
## Half of Pakistanis (49%) report having reduced their expenses in the past months, while an additional 31% report planning to do so in the upcoming months due to financial hardships: Gallup Pakistan & WIN World Survey 2024

*(Islamabad) 26<sup>th</sup> June, 2024*

According to a survey conducted by Gallup & Gilani Pakistan, half of Pakistanis (49%) report having reduced their expenses in the past months, while an additional 31% report planning to do so in the upcoming months due to financial hardships.

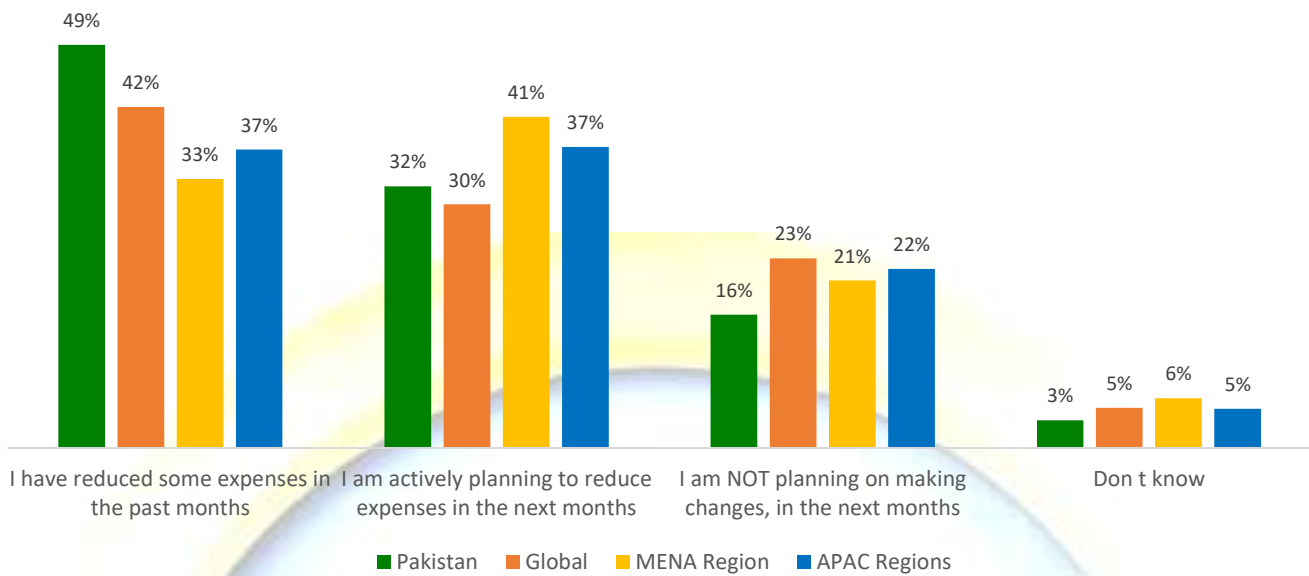
A nationally representative sample of adult men and women from across the country was asked the question, “Which of the following best describes your (upcoming financial) situation?” In response, 49% said “I have reduced some expenses in the past months”, 31% said “I am actively planning to reduce expenses in the next months”, 16% said “I am NOT planning on making changes in the next months, and 3% said that they did not know or did not respond.

**Question: Which of the following statements best describe your (upcoming financial) situation?**



Source: Gallup Pakistan & WIN World Survey 2024  
([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))

**Global comparison:** While 23% of the global population does not plan on making any changes to their expenses, this is only true for 16% of Pakistanis.



Source: Gallup Pakistan & WIN World Survey 2024  
([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 1,000 men and women in urban and rural areas of all four provinces of the country, conducted from 3<sup>rd</sup> – 17<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

**Wednesday, 26<sup>th</sup> 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*

***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](http://www.gallup-international.com)



Daily Gilani Poll  
2024



of Gallup Pakistan  
(1980-2024)