

5th July, 2024

**THREE IN TEN (31%) PAKISTANIS EXPECT THEIR HOUSEHOLD FINANCIAL CONDITIONS TO IMPROVE, WHILE 33% EXPECT THEM TO WORSEN: GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN**

ہر 10 میں سے 3 (31%) پاکستانی اپنے گھرانے کے مالی حالات بہتر ہونے کی توقع رکھتے ہیں، جبکہ 33% پاکستانیوں کا خیال ہے کہ اُن کے مالی حالات مزید خراب ہوں گے۔

Question: What do you expect your household's financial situation to be in the next 6 months?"



(Also emailed\*/faxed separately)



## PRESS RELEASE

### Opinion Poll

### Economy

### General

## Three in ten (31%) Pakistanis expect their household financial conditions to improve, while 33% expect them to worsen: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

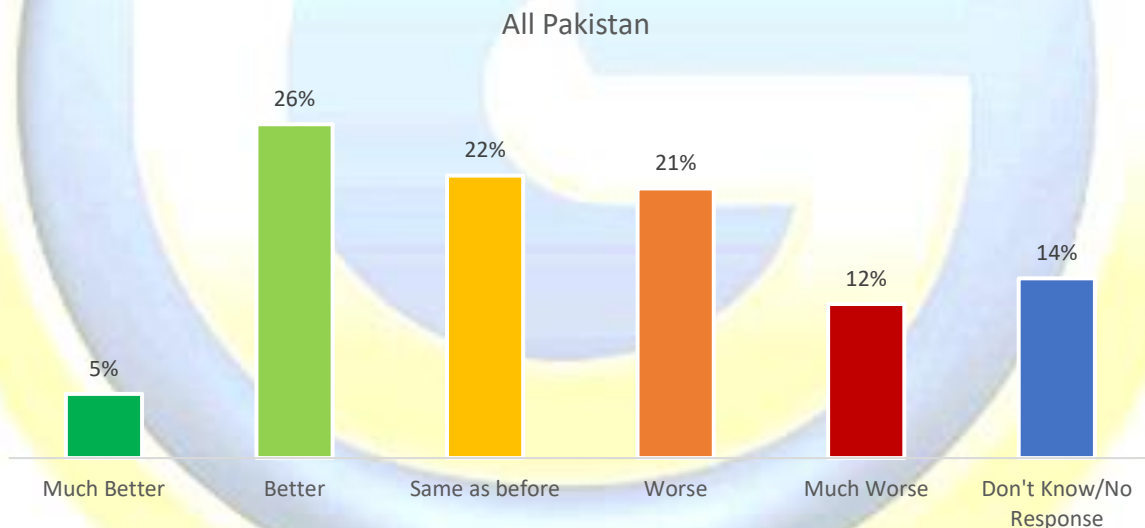
(Islamabad), 5<sup>th</sup> July, 2024

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, three in ten (31%) Pakistanis expect their household financial conditions to improve, while 33% expect them to worsen.

To view the full Consumer Confidence Index for Q3 2023-24, [click here](#).

A nationally representative sample of adult men and women from across the country was asked the question, “What do you expect your household’s financial situation to be in the next 6 months?” In response, 5% said ‘much better’, 26% said ‘better’, 22% said ‘same as before’, 21% said ‘worse’, 12% said ‘much worse’, and 14% said that they did not know or gave no response.

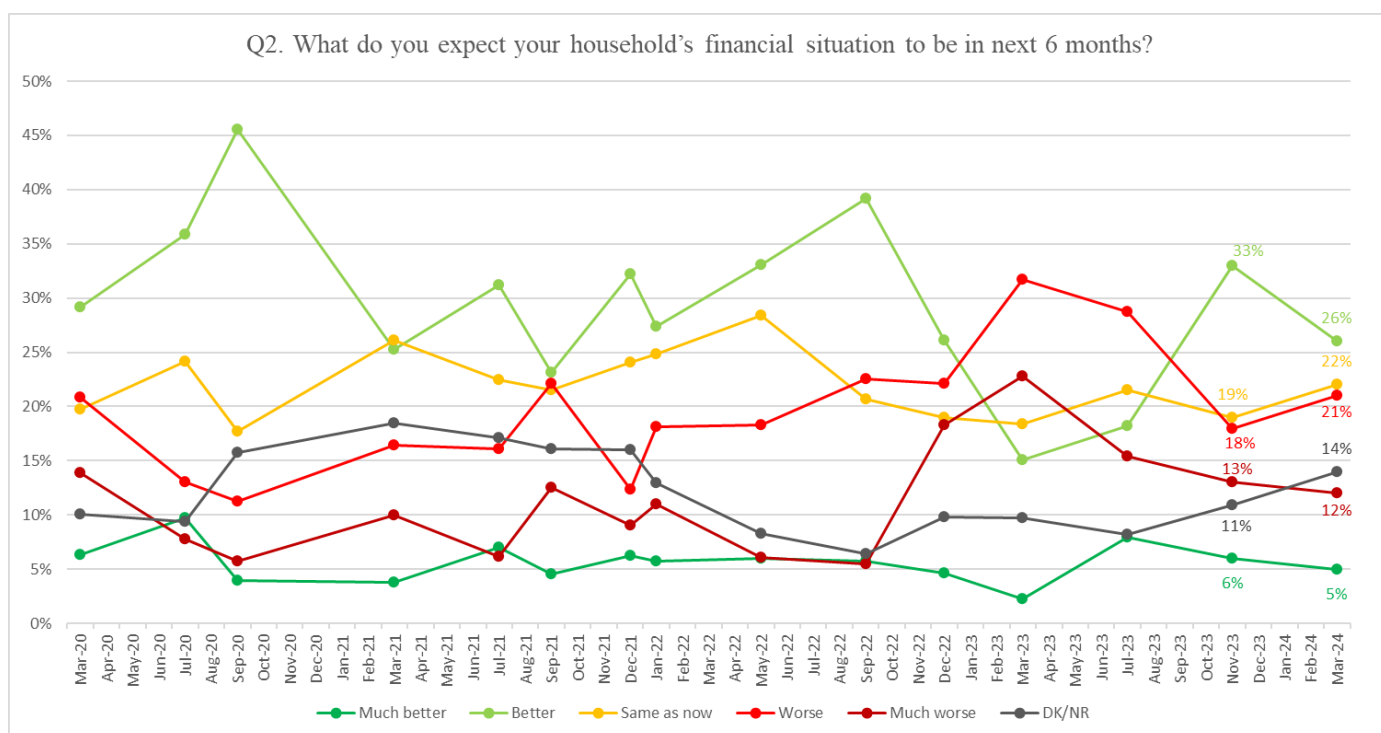
**Question: What do you expect your household’s financial situation to be in the next 6 months?”**



Source: Gallup & Gilani Pakistan and Dun & Bradstreet 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 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 2,008 men and women in urban and rural areas of all four provinces of the country, conducted during March 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).

## Historical trend



Source: Gallup & Gilani Pakistan and Dun & Bradstreet 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))



**Opinion Poll from Gallup Pakistan**  
The Pakistani Affiliate of Gallup  
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GILANI RESEARCH  
FOUNDATION

**Friday, 5<sup>th</sup> July, 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)