

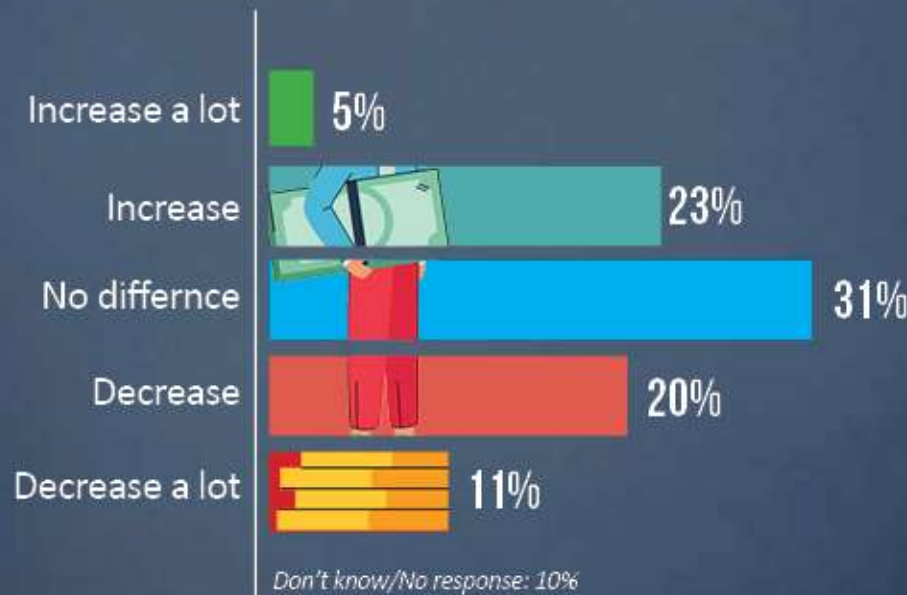
19th July, 2024

NEARLY 3 OUT OF 10 (28%) PAKISTANIS EXPECT THEIR HOUSEHOLD'S INCOME TO INCREASE IN THE COMING YEAR, WHILE 31% EXPECT IT TO DECREASE:

GALLUP & GILANI PAKISTAN AND DUN & BRADSTREET PAKISTAN

تقریباً ہر 10 میں سے 3 (28%) پاکستانی اگلے سال کے دوران اپنے گھرانے کی آمدنی بڑھ جانے کی توقع رکھتے ہیں، جبکہ 31% پاکستانیوں کے مطابق اگلے سال اُن کے گھرانے کی آمدنی کم ہو جائے گی۔

Question: In your opinion, compared to last year, in the coming year, what change will come in your and your household's income?





PRESS RELEASE

Opinion Poll

Economy

General

Nearly 3 out of 10 (28%) Pakistanis expect their household's income to increase in the coming year, while 31% expect it to decrease: Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan

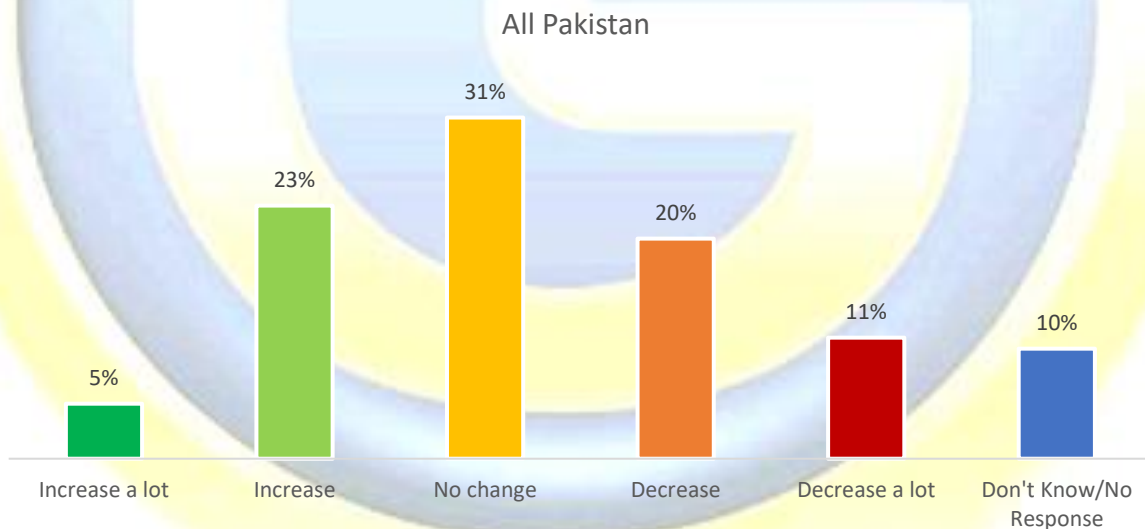
(Islamabad), 19th July, 2024

According to a survey conducted by Gallup & Gilani Pakistan and Dun & Bradstreet Pakistan, nearly 3 out of 10 (28%) Pakistanis expect their household's income to increase in the coming year, while 31% expect it to decrease.

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, "In your opinion, compared to last year, in the coming year, what change will come in your and your household's income?" In response, 5% said 'increase a lot', 23% said 'increase', 31% said 'no change', 20% said 'decrease', 11% said 'decrease a lot', and 10% said that they did not know or gave no response.

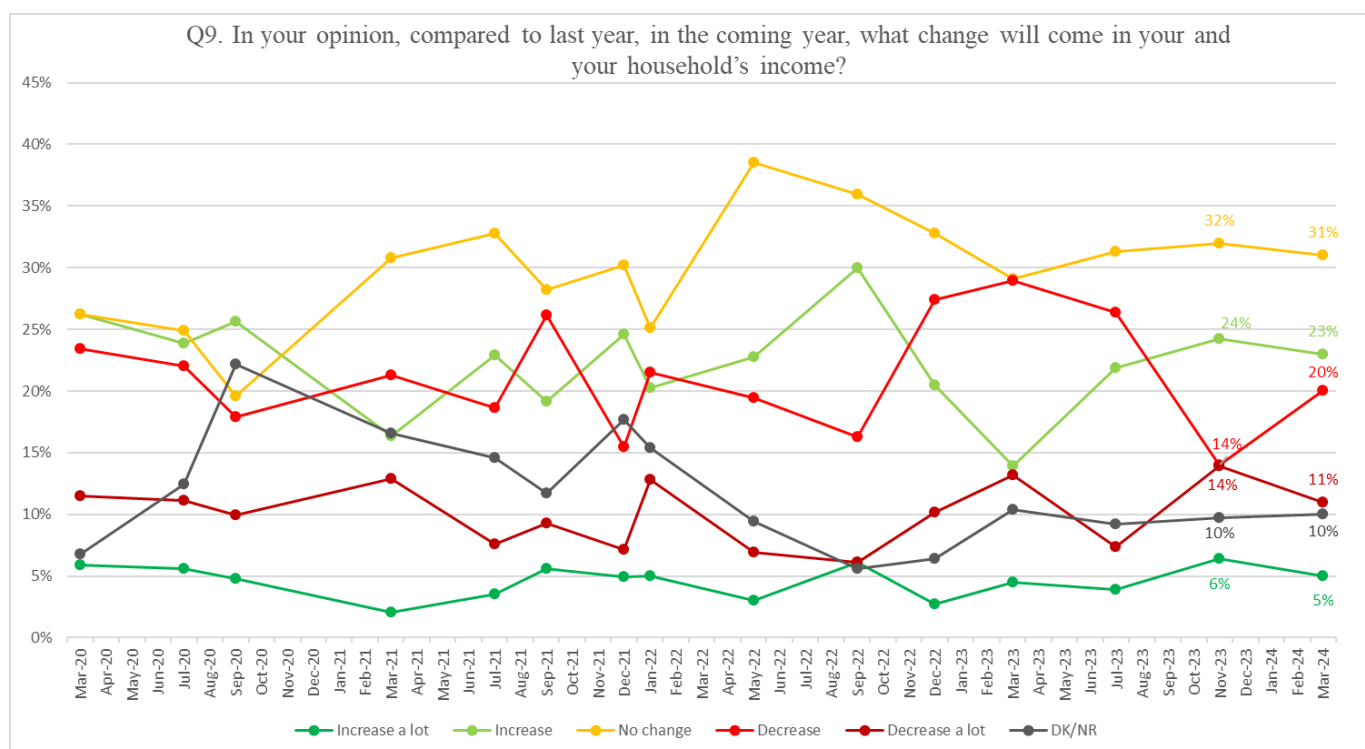
Question: In your opinion, compared to last year, in the coming year, what change will come in your and your household's income?



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 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; www.gallup.com.pk, www.gilanifoundation.com)



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
International



GILANI RESEARCH
FOUNDATION

Friday, 19th July, 2024

(3 Pages, English version Only)

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)