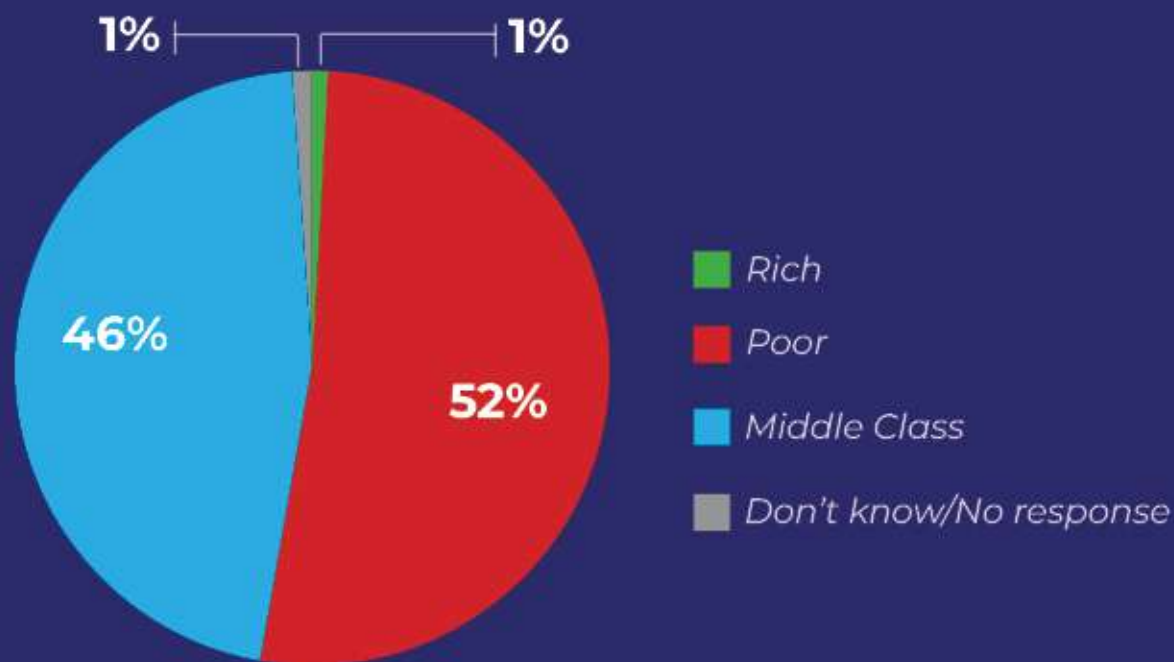


Over half (52%) of Pakistanis describe themselves as poor; women and rural residents to report this significantly higher



Question: How would you describe yourself?





PRESS RELEASE

Opinion Poll

Social

Social Behaviour

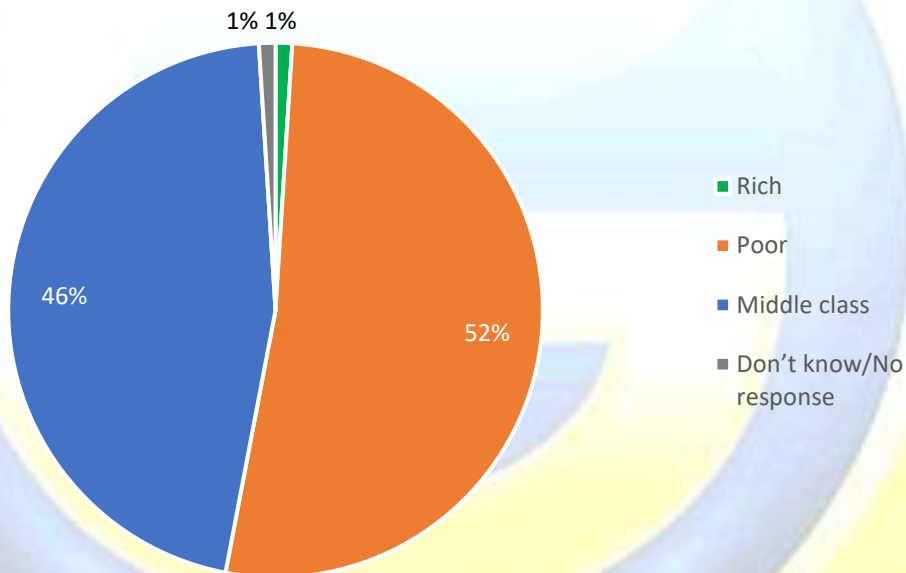
Over half (52%) of Pakistanis describe themselves as poor; women and rural residents to report this significantly higher: Gallup & Gilani Pakistan

(Islamabad) 17th October, 2024

According to a survey conducted by Gallup & Gilani Pakistan, over half (52%) of Pakistanis describe themselves as poor; women and rural residents to report this significantly higher.

A nationally representative sample of adult men and women from across the country was asked the question, “How would you describe yourself?” In response, 1% said ‘Rich’, 52% said ‘Poor’, 46% said ‘Middle class’, and 1% said that they did not know or gave no response.

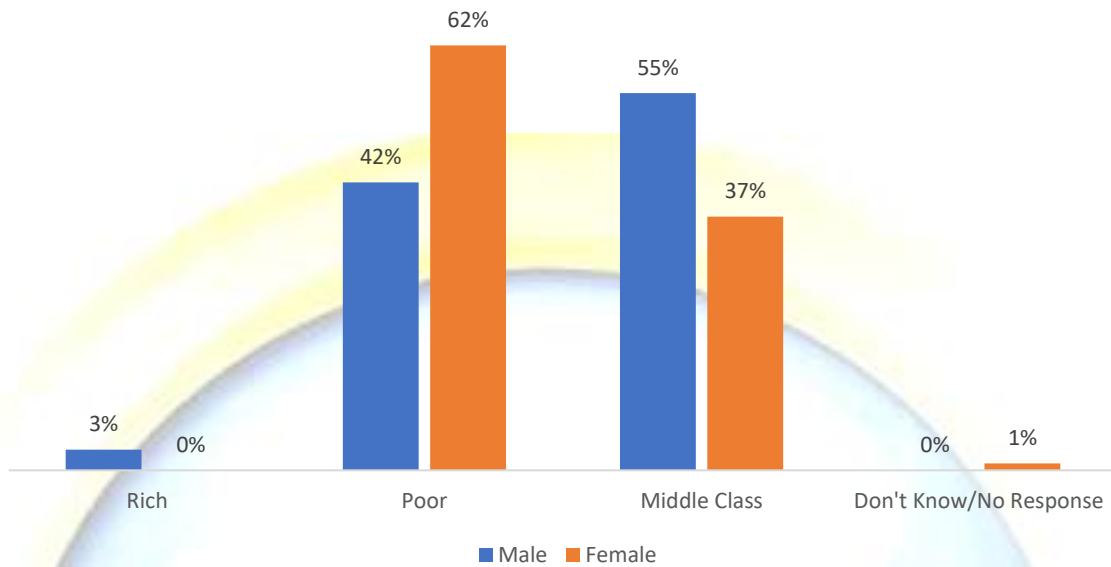
Question: How would you describe yourself?



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

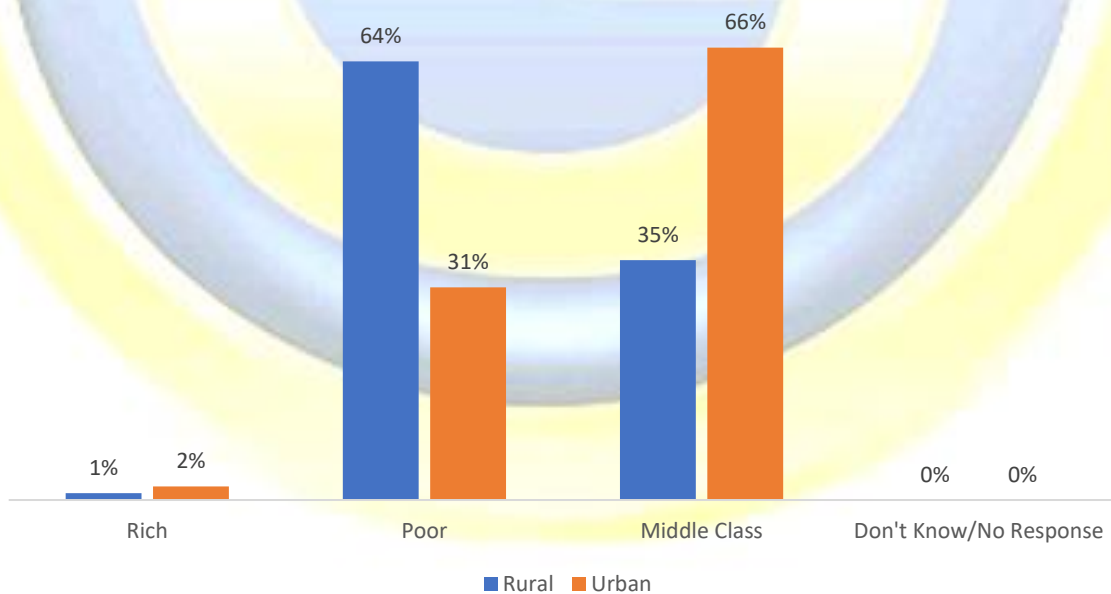
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 824 men and women in urban and rural areas of all four provinces of the country, conducted from 6th August - 9th September 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).

Across gender: Pakistani women were 20% more likely to describe themselves as poor compared to their male counterparts, and less than 1% believed they were rich. This significant may be attributed to men commonly having control over finances, and being considered breadwinners for families in Pakistan.



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

Across rurality: Rural residents were over twice as likely to describe themselves as poor (64%) compared to urban residents (31%), this gap however, is bridged as 31% more urban residents consider themselves a part of the middle class.



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



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

Thursday, 17th October, 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)