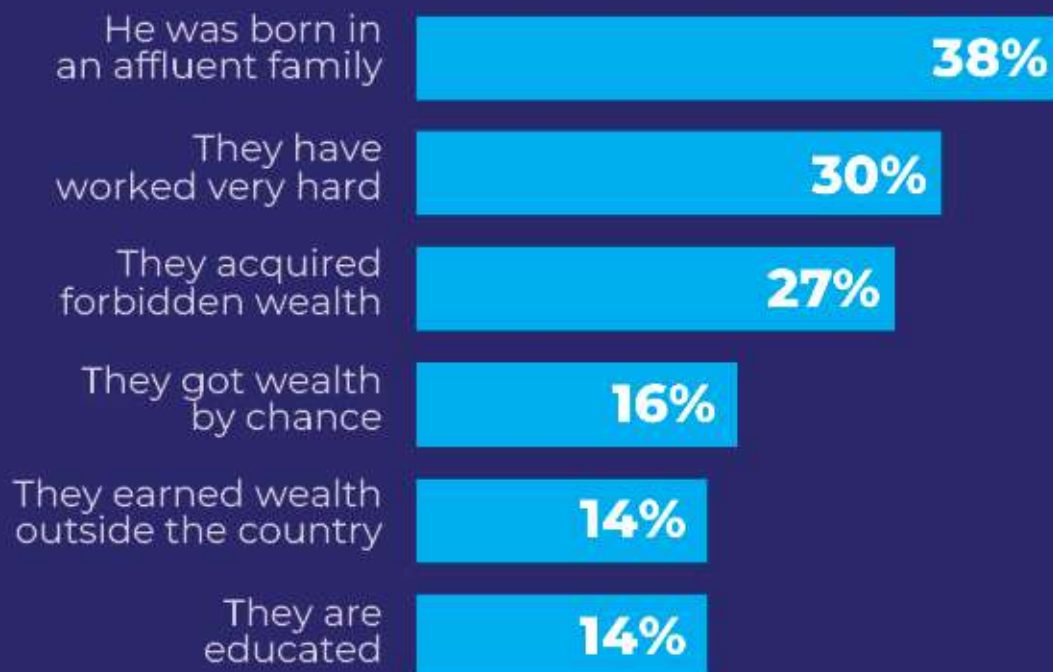


Almost 4 in 10 Pakistanis (38%) Pakistanis think people are rich because they were born into a wealthy family

with high proportion of rural residents (40%) holding the same view



Others: 5% | Don't know /No response: 5%

Question: Like every country, some people are rich and some are poor in our country, why do you think those who are rich are generally rich?





PRESS RELEASE

Opinion Poll

Social

Social behavior

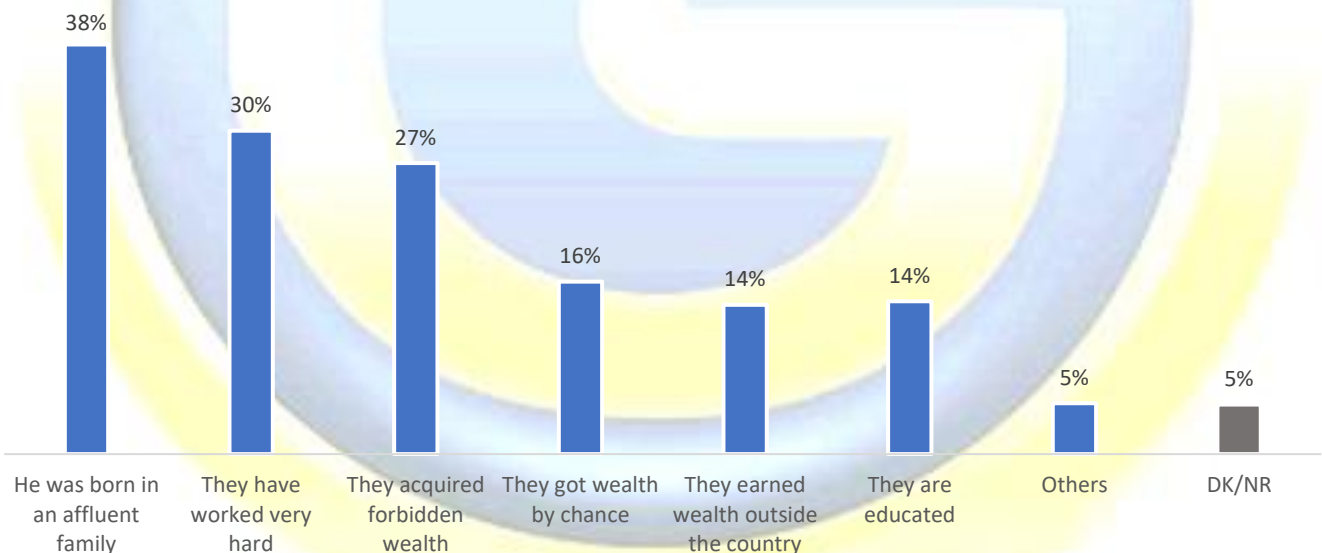
Almost 4 in 10 Pakistanis (38%) Pakistanis think people are rich because they were born into a wealthy family, with high proportion of rural residents (40%) holding the same view: Gallup & Gilani Pakistan

(Islamabad) 15th January, 2025

According to a survey conducted by Gallup & Gilani Pakistan, almost 4 in 10 Pakistanis (38%) Pakistanis think people are rich because they were born into a wealthy family, with high proportion of rural residents (40%) holding the same view.

A nationally representative sample of adult men and women from across the country was asked the question, “Like every country, some people are rich and some are poor in our country, why do you think those who are rich are generally rich? In response, 38% said ‘He was born in an affluent family’, 30% said ‘They have worked very hard’, 27% said ‘They acquired forbidden wealth’, 16% said ‘They got wealth by chance’, 14% said ‘They earned wealth outside the country’, 14% said ‘They are educated’, 5% said ‘Others’, and 5% responded they don’t know or gave no response.

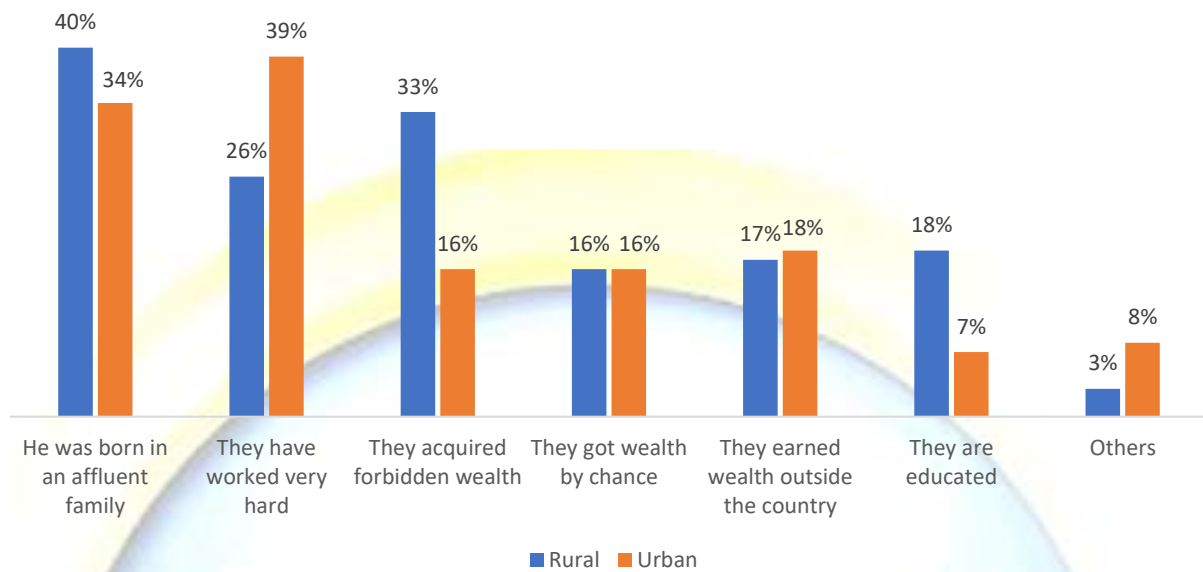
Question: Like every country, some people are rich and some are poor in our country, why do you think those who are rich are generally rich?



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 458 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 2025. 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 rurality: Rural residents (40%) are more likely than urban residents (34%) to believe that people are rich because they were born into affluent families.



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
International*



GILANI RESEARCH
FOUNDATION

Wednesday, 15th January, 2025

(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*

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



Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)