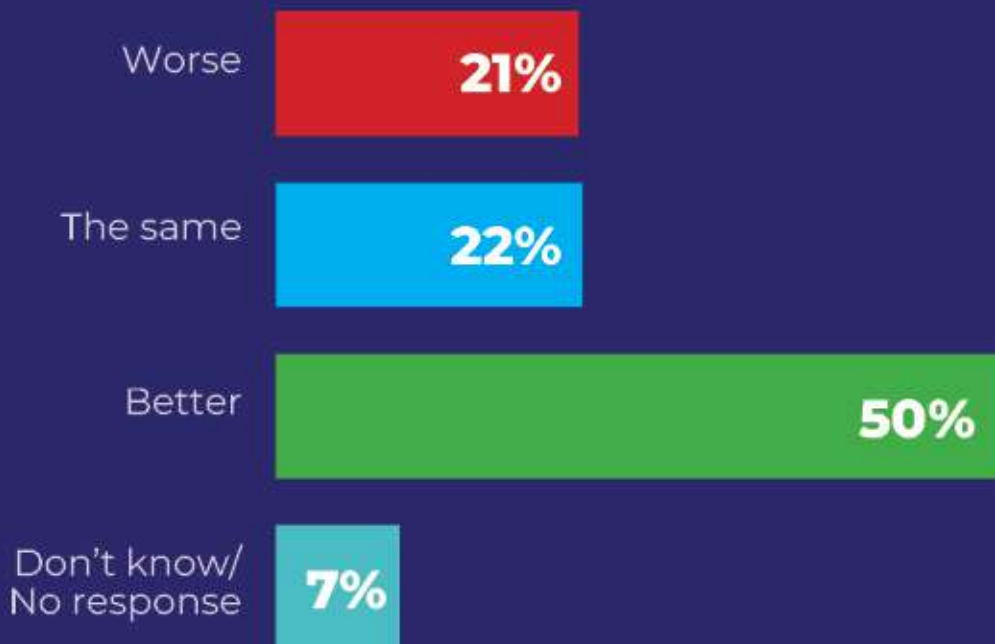


1 in 2 Pakistanis, including 55% of men believe that their parents' standard of living was better than theirs is currently



Question: When parents were the same age as you are now, do you think their standard of living was worse than yours now, almost the same as yours now, or better than yours now??





PRESS RELEASE

Opinion Poll

Social

Miscellaneous/Other Issues

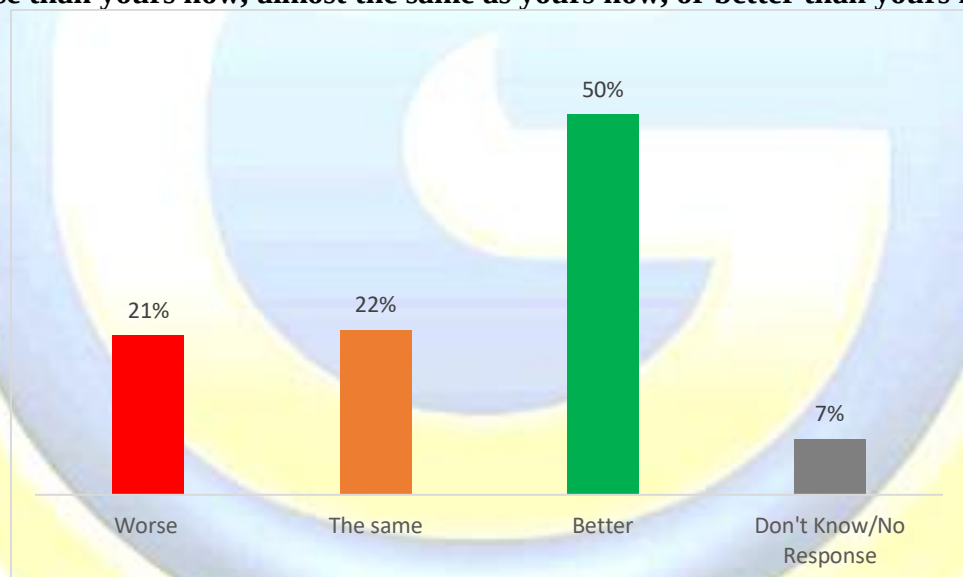
1 in 2 Pakistanis, including 55% of men believe that their parents' standard of living was better than theirs is currently: Gallup and Gilani Pakistan

(Islamabad) 12th February 2025:

According to a survey conducted by Gallup & Gilani Pakistan, 1 in 2 Pakistanis, including 55% of men believe that their parents' standard of living was better than theirs is currently: Gallup and Gilani Pakistan

A nationally representative sample of adult men and women from across the country was asked the question, "When your parents were the same age as you are now, do you think their standard of living was worse than yours now, almost the same as yours now, or better than yours now?" In response, 21% said "worse than yours now," 22% said "almost the same as yours now," 50% said "better than yours now" and 7% either did not know or did not respond.

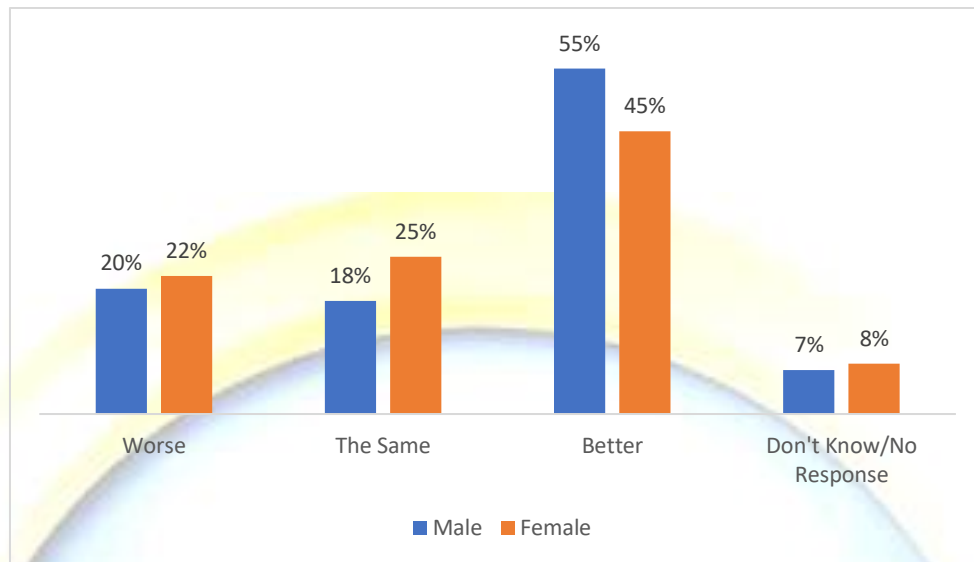
Question: When parents were the same age as you are now, do you think their standard of living was worse than yours now, almost the same as yours now, or better than yours now??



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 1042 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 Gender: Men (55%) were 10% more likely than women (45%) to believe that their parents standard of living was better than theirs is right now.



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 12th February 2025

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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
2025



of Gallup Pakistan
(1980-2025)