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*Question: When your children are at the age you are now, do you think their standard of living will be worse than yours now, almost the same as yours now, or better than yours now?*





(Also emailed\*/faxed separately)



## PRESS RELEASE

### Opinion Poll

### Social

### Miscellaneous/Other Issues

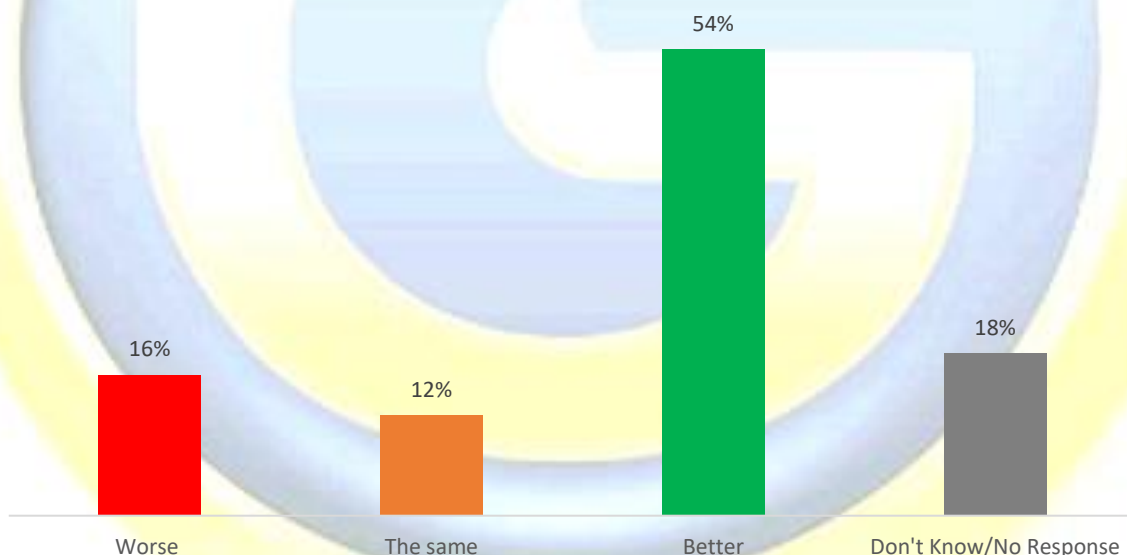
**A majority (54%) of Pakistanis believe that their children's standard of living will be better than their own, with women (59%) and rural residents (57%) particularly optimistic: Gallup and Gilani Pakistan**

(Islamabad) 7<sup>th</sup> February, 2025

According to a survey conducted by Gallup & Gilani Pakistan, A majority (54%) of Pakistanis believe that their children's standard of living will be better than their own, with women (59%) and rural residents (57%) particularly optimistic.

A nationally representative sample of adult men and women from across the country was asked the question, *"When your children are at the age you are now, do you think their standard of living will be worse than yours now, almost the same as yours now, or better than yours now?"* In response, 16% said "worse than yours now," 12% said "almost the same as yours now," 54% said "better than yours now" and 18% either did not know or did not respond.

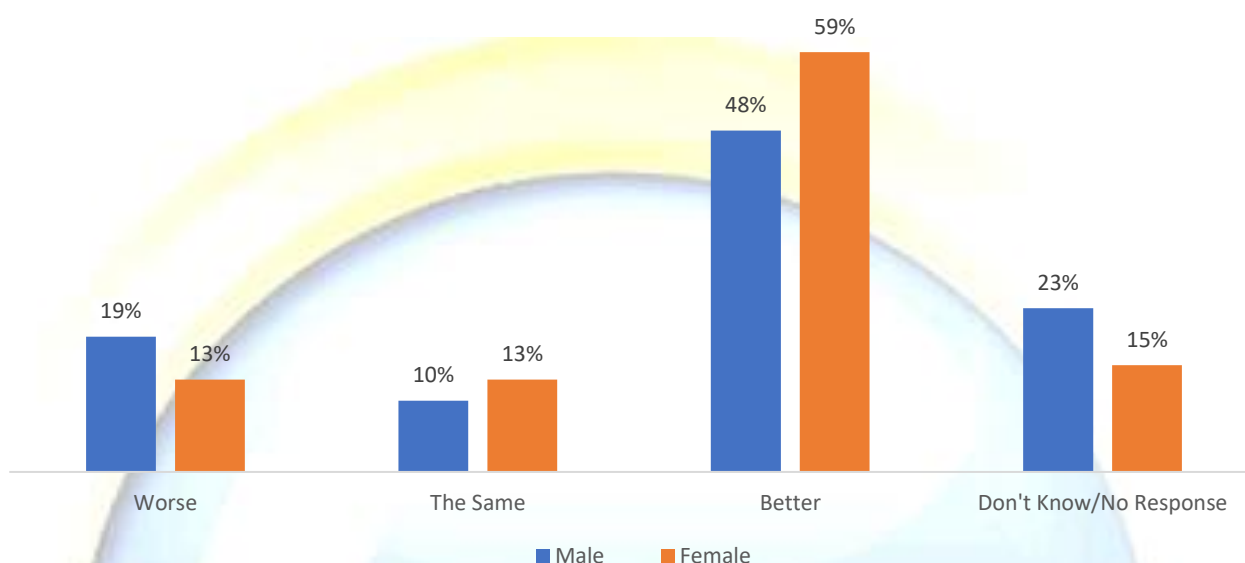
**Question: When your children are at the age you are now, do you think their standard of living will be worse than yours now, almost the same as yours now, or better than yours now?**



Source: Gallup & Gilani 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))

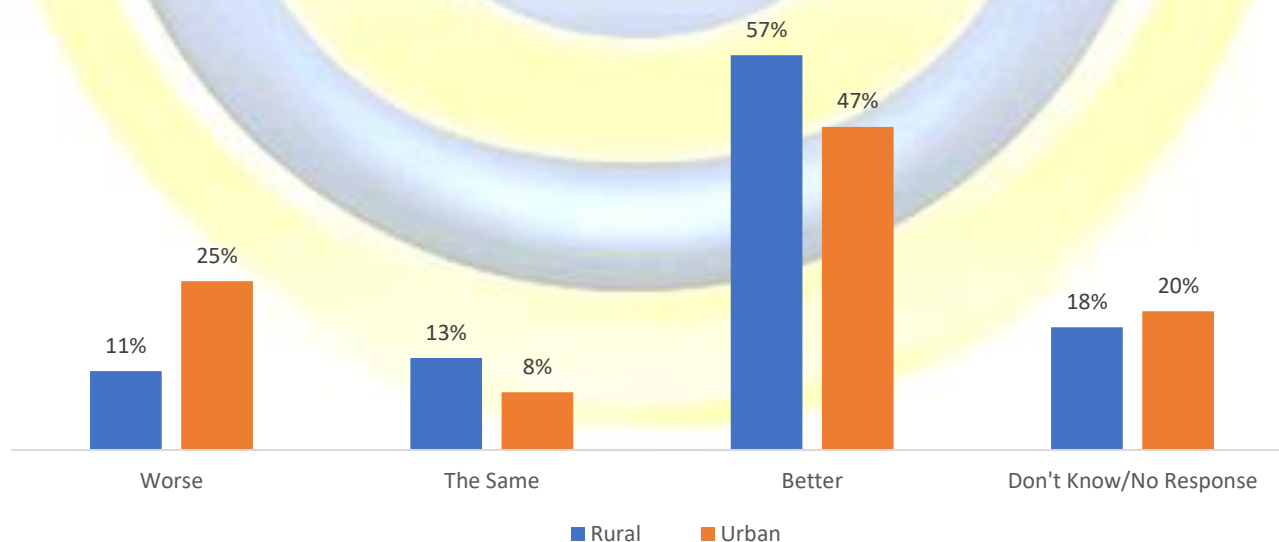
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1042 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 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:** Women showed more general optimism about the standard of living of their children. 19% of men predicted that their children's standard of living would be worse than theirs, compared to only 13% of women. Moreover, 59% of women were hopeful that their children would enjoy a better standard of living than them, 11% more than the number of men who responded similarly.



Source: Gallup & Gilani 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))

**Urban Rural Divide:** Residents of rural areas were more optimistic than urban residents about their children's future prospects. Urban residents were 14% more likely to predict that their children would enjoy a worse standard of living than them. Moreover, rural residents were 10% more likely to predict that their children would enjoy a better standard of living than them.



Source: Gallup & Gilani 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  
International



GILANI RESEARCH  
FOUNDATION

**Friday, 7<sup>th</sup> 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)