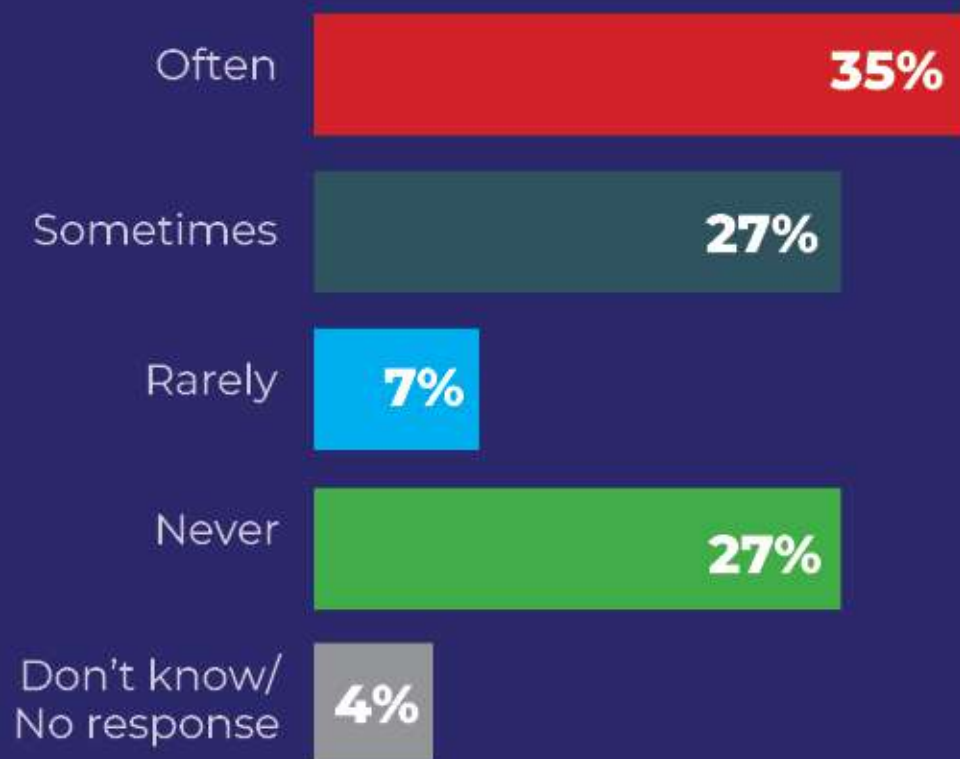


Nearly two-thirds (62%) of Pakistanis reported they or their households faced a lack of money/income either often or sometimes during the past 12 months.



Question: In the last 12 months, how often have you or your family...? - Gone without a cash income.





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Social Behavior Poverty

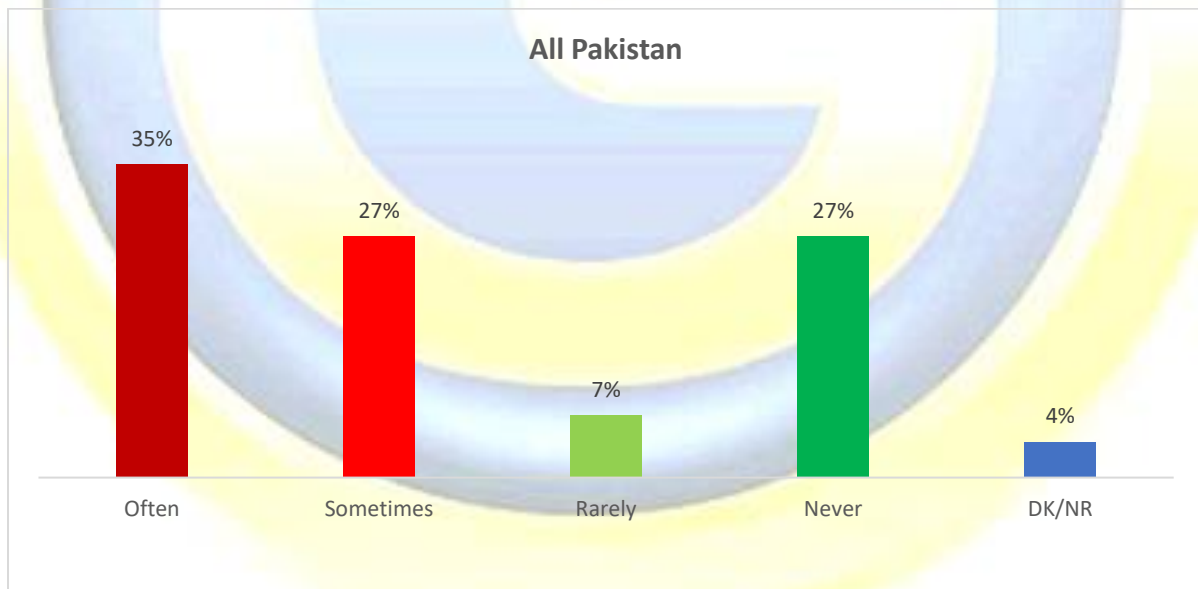
Nearly two-thirds (62%) of Pakistanis reported they or their households faced a lack of money/income either often or sometimes during the past 12 months. (Gallup & Gilani Survey)

(Islamabad), 16th April 2025

According to a survey conducted by Gallup & Gilani Pakistan, nearly two-thirds (62%) of Pakistanis reported they or their households faced a lack of money/income either often or sometimes during the past 12 months. Respondents with less than intermediate (FA) education (64%) or a monthly income below PKR 35,000 (72%) were more likely to experience financial difficulties.

A nationally representative sample of adult men and women from across the country was asked the question, ***“In the last 12 months, how often have you or your family...? - Gone without a cash income”***. In response to this question, 35% said ‘often’, 27% said ‘sometimes’, 7% said ‘rarely’, 27% said ‘never’ and 4% did not know or did not respond.

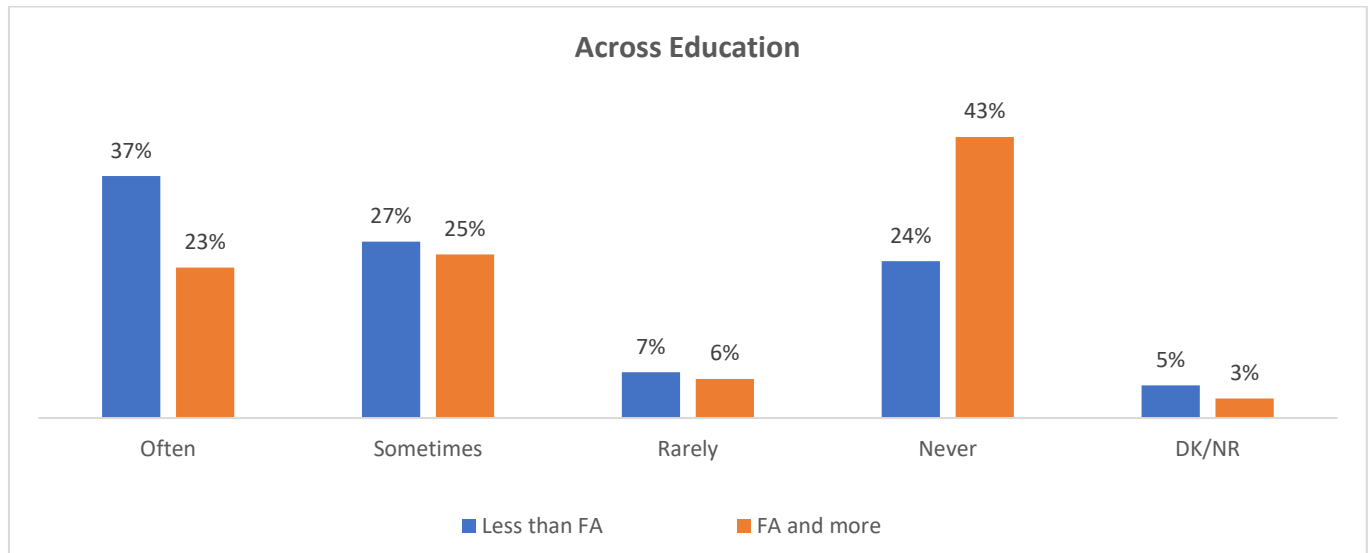
Question: In the last 12 months, how often have you or your family...? - Gone without a cash income.



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

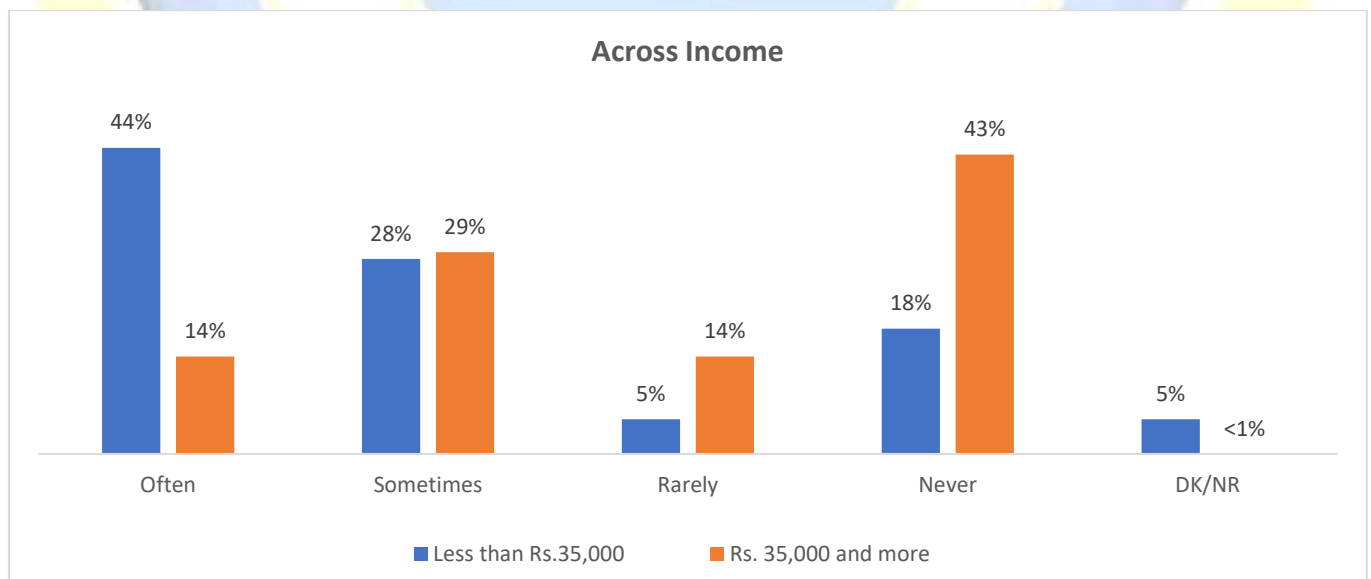
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1042 men and women in urban and rural areas of all four provinces of the country, conducted from 7th January – 12th January 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 Education: 64% of respondents with less than intermediate (FA) education reported experiencing a lack of money/income either often or sometimes during the past 12 months, 16% higher than respondents with intermediate (FA) and above education (48%).



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

Across Income: Respondents with lower household incomes were more likely to report financial difficulties. Among those with a monthly income below PKR 35,000, 72% reported they or their households often or sometimes faced a lack of money/income during the past 12 months, a significant 29% higher than the respondents with a monthly income above PKR 35,000 (43%).



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, 16th April 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)