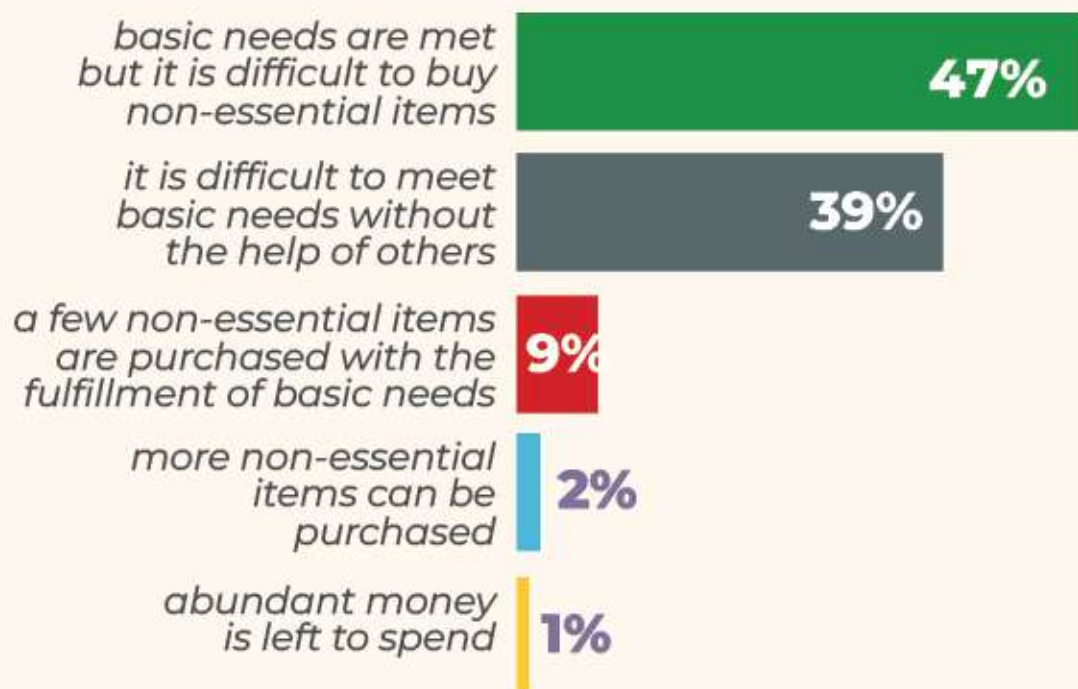


Almost half of Pakistani households (47%) manage to cover basic necessities, but have little left for non-essentials, while more than one in three (39%) struggle to meet even their basic needs.

The financial strain is more pronounced in rural areas (41%) compared to urban households (36%), highlighting the deep economic vulnerabilities faced across the country.



Don't know/No response: 2%

Question: Please describe how you would describe your household's financial situation?





(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Household Finances Economic Well-being

Almost half of Pakistani households (47%) manage to cover basic necessities, but have little left for non-essentials, while more than one in three (39%) struggle to meet even their basic needs. The financial strain is more pronounced in rural areas (41%) compared to urban households (36%), highlighting the deep economic vulnerabilities faced across the country. (Gallup & Gilani Survey)

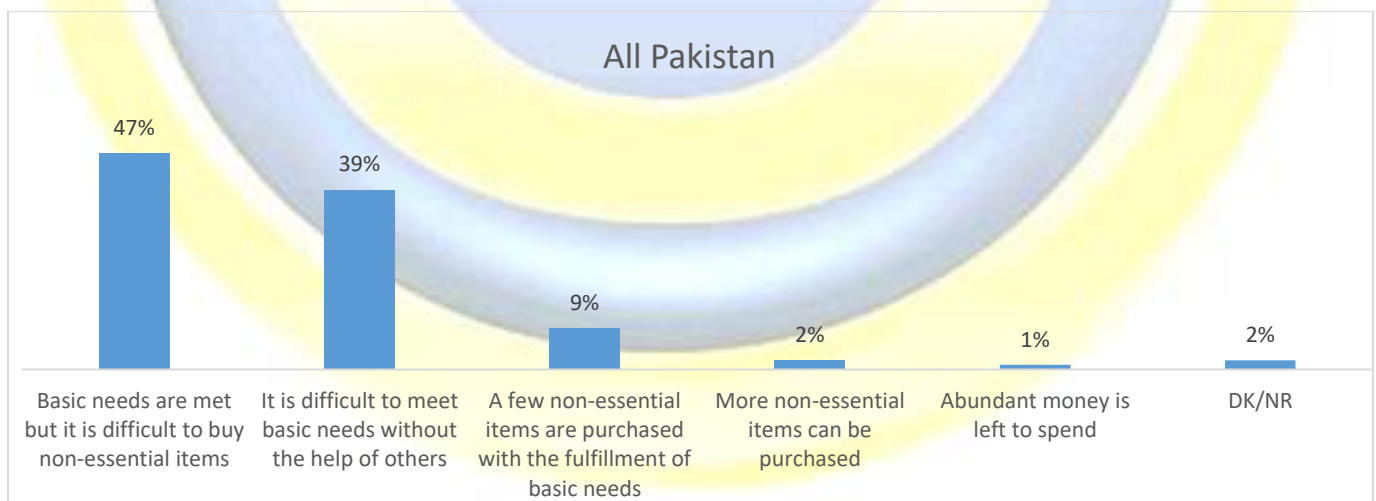
(Islamabad), 20th August 2025

According to a Gallup & Gilani Pakistan survey, almost half of Pakistani households (47%) manage to cover basic necessities, but have little left for non-essentials, while more than one in three (39%) struggle to meet even their basic needs. The financial strain is more pronounced in rural areas (41%) compared to urban households (36%), highlighting the deep economic vulnerabilities faced across the country.

A nationally representative sample of adult men and women from across the country was asked the question, ***“Please describe how you would describe your household's financial situation?”***. In response to this question, 47% of household said ‘basic needs are met but it is difficult to buy non-essential items’, 39% of households said ‘it is difficult to meet basic needs without the help of others’, 9% said ‘a few non-essential items are purchased with the fulfillment of basic needs’, 2% said ‘more non-essential items can be purchased’, only 1% said ‘abundant money is left to spend’, while 2% didn’t respond.

These findings suggest that a majority of Pakistanis remain financially constrained, with rural communities disproportionately burdened.

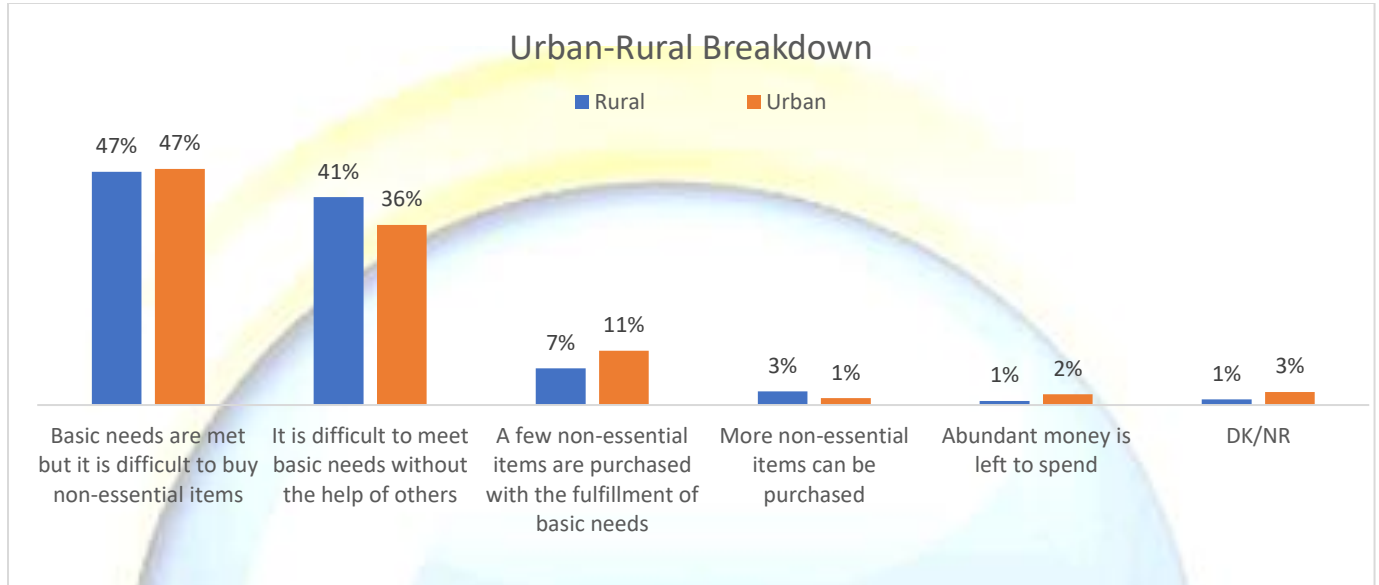
Question: Please describe how you would describe your household's financial situation?



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 1709 men and women in urban and rural areas of all four provinces of the country, conducted from March 07, 2025 to March 23, 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).

Urban-Rural Breakdown: The urban–rural divide is evident, rural households are more financially strained, with 41% struggling to meet basic needs compared to 36% in urban areas. While nearly half in both groups (47%) manage essentials but cannot afford non-essentials, urban households show slightly greater financial comfort, being more likely to buy non-essentials (11% vs. 7%) and report having abundant income left to spend (2% vs. 1%). These findings underscore a clear urban–rural economic divide.



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, 20th August 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.**

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Daily Gilani Poll
2025



of Gallup Pakistan
(1980-2025)