

Household Income, Labour & Remittances

How Pakistani Households Earn Their Income Is Quietly Changing: Between 2018-19 and 2024-25 Foreign remittances increased from **5.0%** to **7.8%** of total household income nationally, in rural areas, foreign remittances now account for nearly **10%** of household income

2018-19 2024-25

Wages & Salaries



Crop Production



Livestock



Other Non Agricultural Activities



Foreign Remittances



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



(Also emailed*/faxed separately)



PRESS RELEASE

Big Data Analysis Household Income, Labour & Remittances

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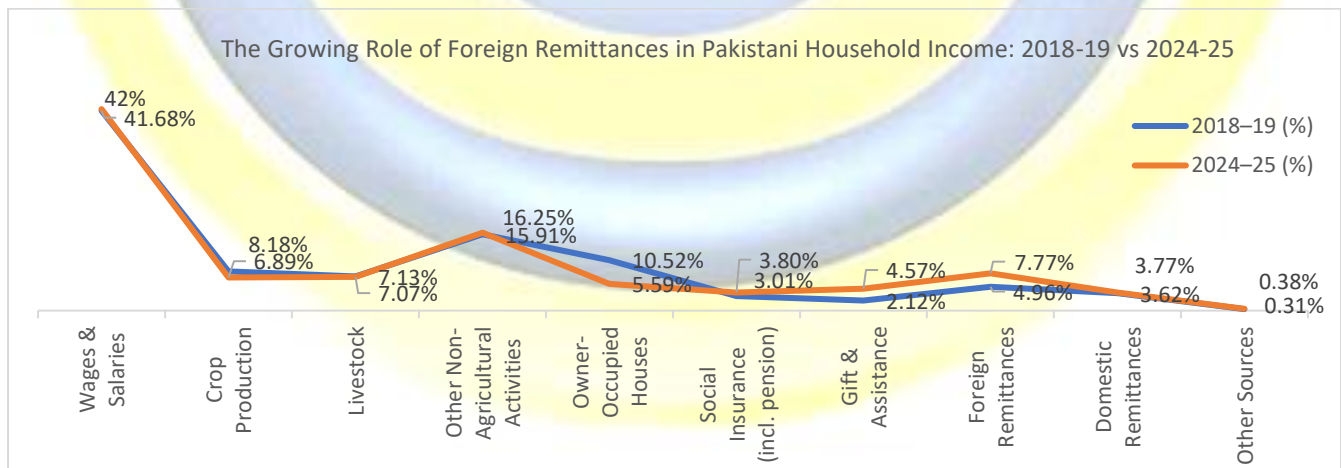
(Islamabad), 21st January 2026

New data released by the Pakistan Bureau of Statistics (PBS) through the Household Integrated Economic Survey (HIES) 2024–25 reveal subtle but important shifts in how Pakistani households earn their income.

At a broad level, wages and salaries remain the backbone of household income. In 2024–25, labour income accounts for about half of urban household income and over 40% nationally, edging up slightly from 2018–19. This confirms that Pakistan’s economy continues to rely heavily on wage employment—particularly in cities. Non-agricultural activities have also gained modestly, reflecting a gradual expansion of services, informal enterprises, and off-farm work. Meanwhile, agricultural income sources (crop production and livestock) continue to dominate rural livelihoods but show a declining share, pointing to both structural change and growing pressure on farm-based earnings. The most striking shift, however, is the rise of remittances. Between 2018–19 and 2024–25:

- Foreign remittances increased from 5.0% to 7.8% of total household income nationally
- In rural areas, foreign remittances now account for nearly 10% of household income
- Domestic remittances also rose, highlighting the growing role of internal migration

This shift matters. At a time when real purchasing power has weakened and domestic incomes face pressure, remittances are increasingly acting as a stabiliser for household welfare—particularly in rural Pakistan. They are no longer merely supplementary; for many households, they are becoming a core pillar of economic survival.



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

This analysis was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. It draws on data from the Household Integrated Economic Survey (HIES) conducted by the Pakistan Bureau of Statistics, covering household income composition for the period from September 2024 to June 2025.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup
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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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of Gallup Pakistan
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