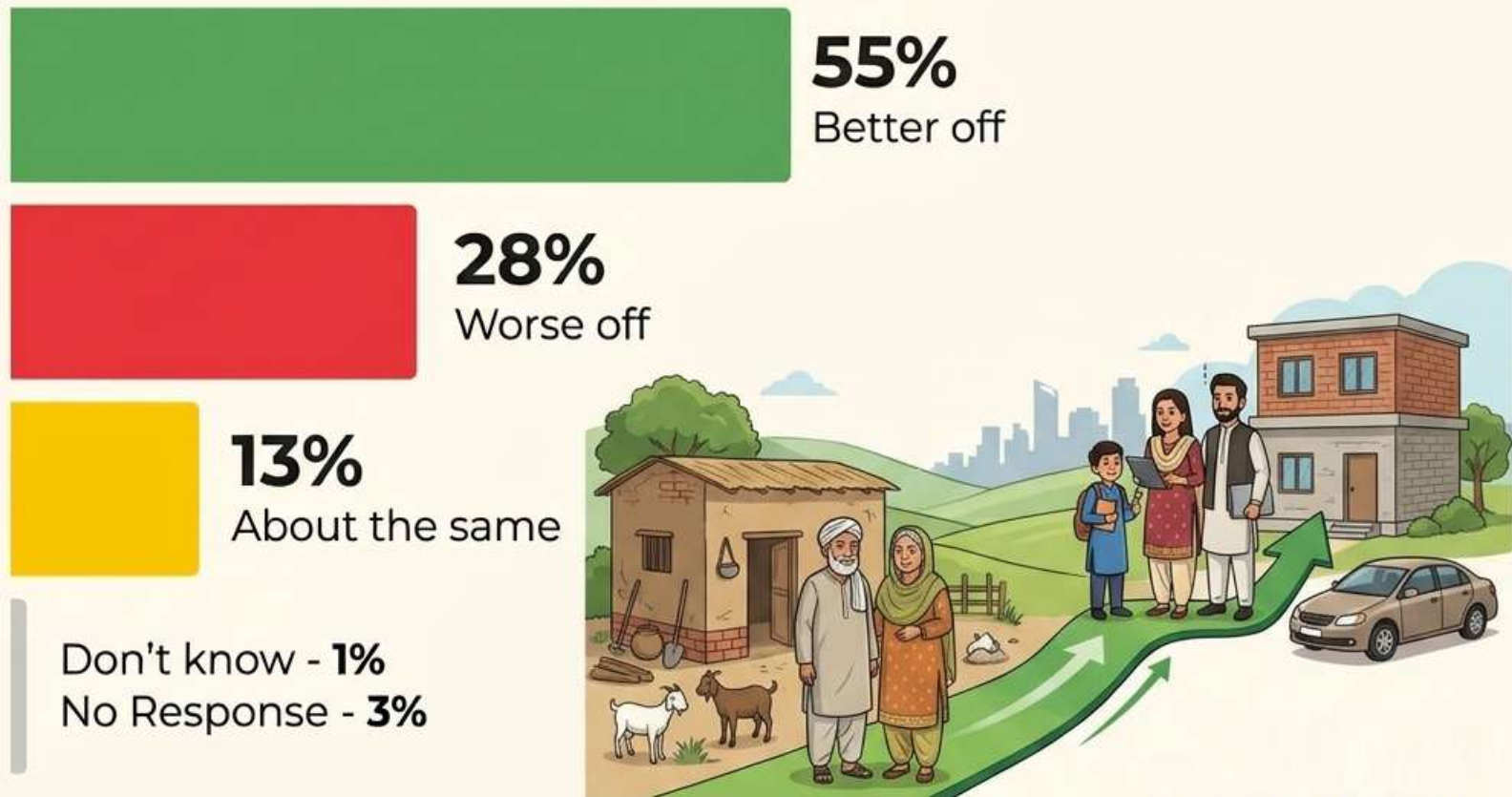


Economic Status Compared to Parents

Majority of Pakistanis (55%) Feel Better Off Economically Than Their Parents; Men Slightly More Optimistic (56%) Than Women; Younger Adults (60%) and FA+ Educated Respondents (64%) Lead Support

As an individual, do you feel that you and your immediate family are better off, worse off, or about the same compared to your parents (previous generation) in the following aspects? – In terms of economic status?



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



(Also emailed*/faxed separately)



PRESS RELEASE

Opinion Poll Social Behavior **Economic Status Compared to Parents**

Majority of Pakistanis (55%) Feel Better Off Economically Than Their Parents; Men Slightly More Optimistic (56%) Than Women; Younger Adults (60%) and FA+ Educated Respondents (64%) Lead Support — Gallup & Gilani Survey

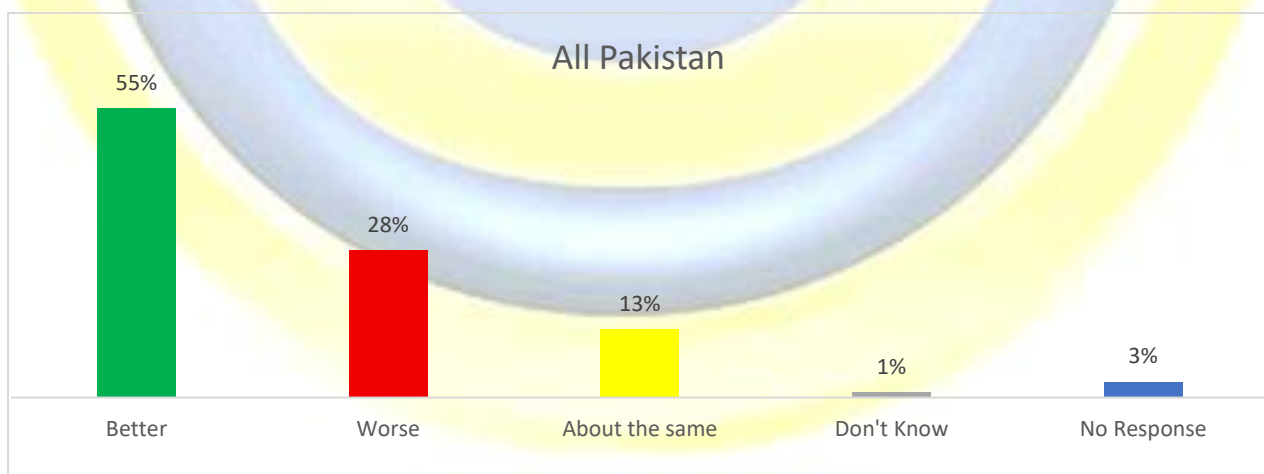
(Islamabad), 6th July 2026

According to a survey conducted by Gallup & Gilani Pakistan, a majority (55%) of Pakistanis feel that they and their immediate family are better off economically compared to their parents.

A nationally representative sample of adult Pakistanis from across the country was asked the following question: *“As an individual, do you feel that you and your immediate family are better off, worse off, or about the same compared to your parents (previous generation) in the following aspects? - In terms of economic status?”* In response, 55% said they are ‘better off’, 28% said they are ‘worse off’, 13% said they are ‘about the same’, 1% said they ‘don’t know’, and 3% gave ‘no response’.

Overall, the survey shows that a majority of Pakistanis feel they are economically better off than their parents, particularly among men, younger adults, and higher-educated respondents. However, older and less-educated segments are more likely to feel their situation has remained the same or worsened. These insights reflect generational, gender, and educational differences in perceptions of economic mobility in Pakistan.

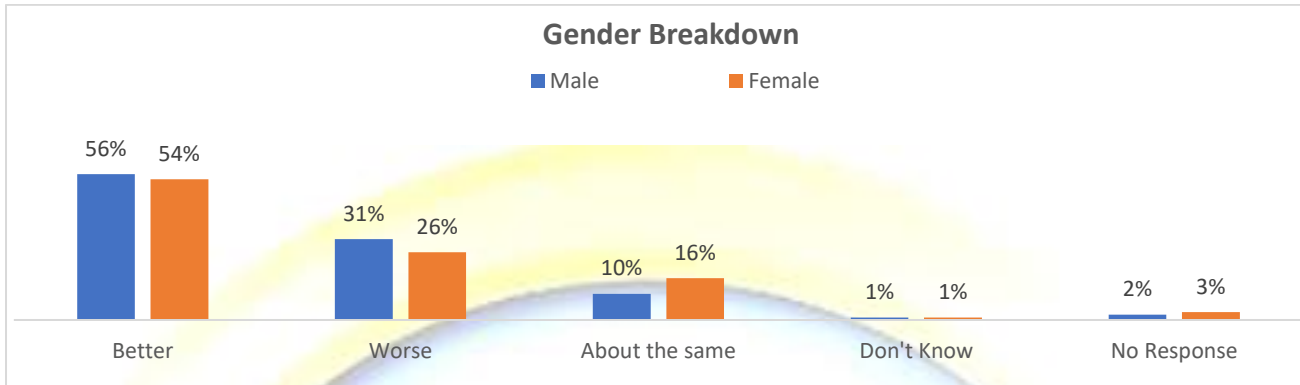
“As an individual, do you feel that you and your immediate family are better off, worse off, or about the same compared to your parents (previous generation) in the following aspects? - In terms of economic status?”



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

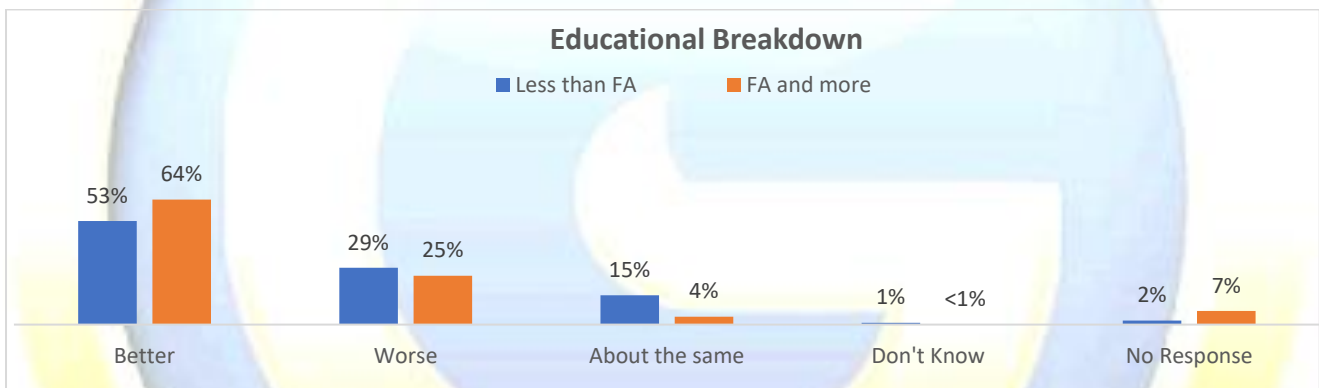
The study in Pakistan was conducted and released by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 761 respondents across urban and rural areas of all four provinces of the country, conducted from 26 March 2026 to 01 April 2026. 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).

Gender Breakdown: Support for feeling economically better off is slightly higher among men (56%) than women (54%), while women are slightly more likely to report being about the same (16%) or worse off (26%) compared to men (10% and 31%, respectively).



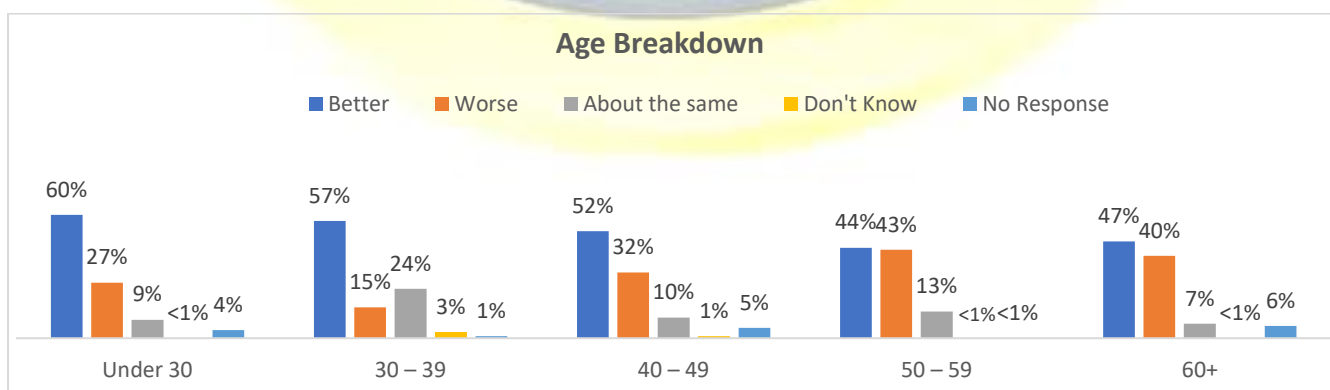
Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk; www.gilanifoundation.com)

Educational Breakdown: Education appears to influence perceptions of economic progress. Respondents with FA and above education report the highest sense of being better off (64%), compared to 53% among respondents with less than FA education.



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

Age Breakdown: Across age groups, perceptions of being economically better off than previous generations vary. Under-30 respondents are the most optimistic, with 60% feeling better off, followed by 30–39 (57%) and 40–49 (52%). Among 50–59-year-olds, 44% report being better off, while 60+ respondents are slightly more positive at 47%. Corresponding shares feeling worse off increase with age, highlighting generational differences in perceived economic progress.



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

Monday, 06 July 2026

(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*

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Daily Gilani Poll
2026



of Gallup Pakistan
(1980-2026)