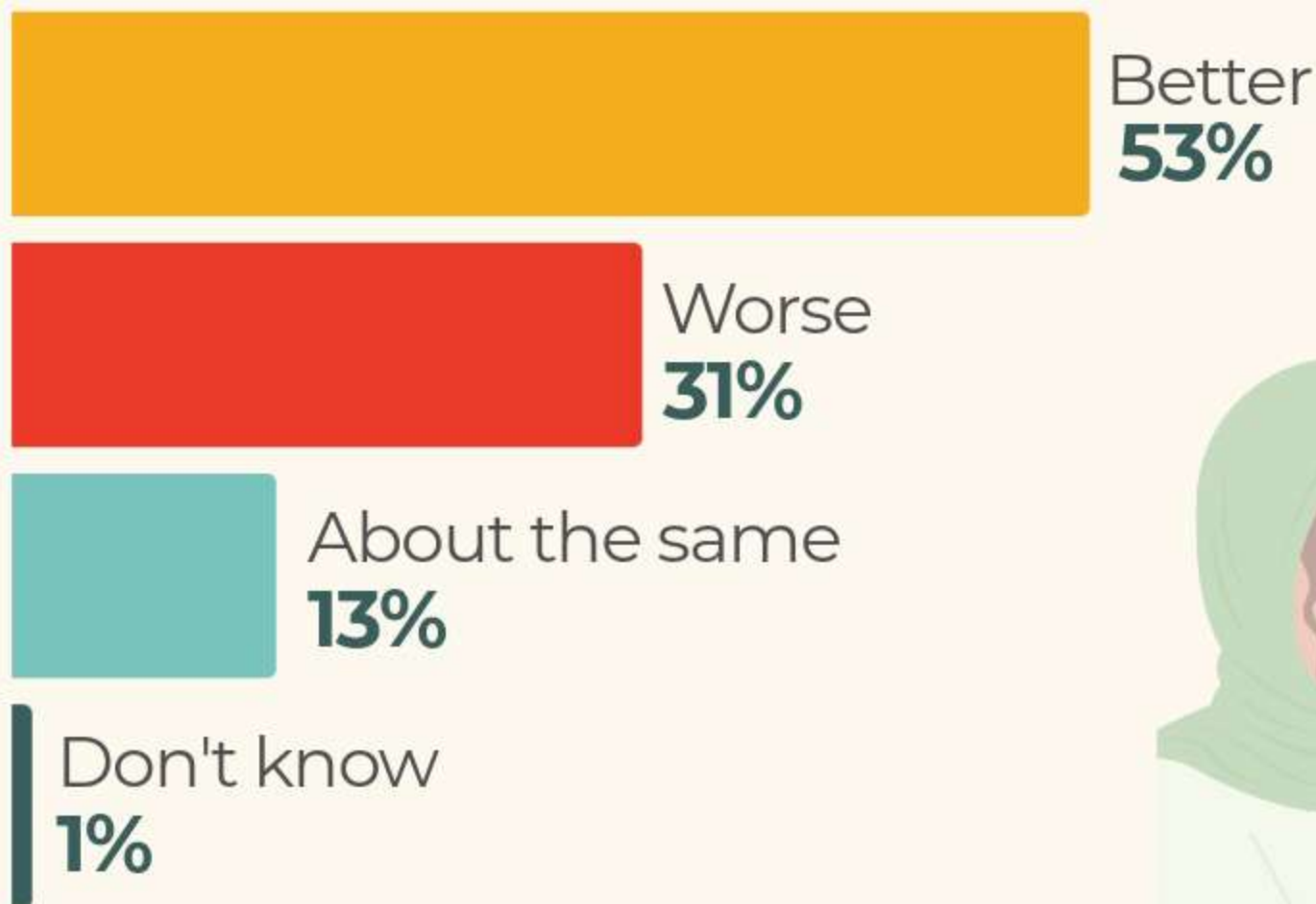


Social Status Compared to Parents

More Than Half of Pakistanis (53%) Say Their Family's Social Status Has Improved Compared to Their Parents' Generation; More-Educated Pakistanis Report Greater Upward Mobility.

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 social 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 **Social Status Compared to Parents**

More Than Half of Pakistanis (53%) Say Their Family's Social Status Has Improved Compared to Their Parents' Generation; More-Educated Pakistanis Report Greater Upward Mobility – Gallup & Gilani Survey

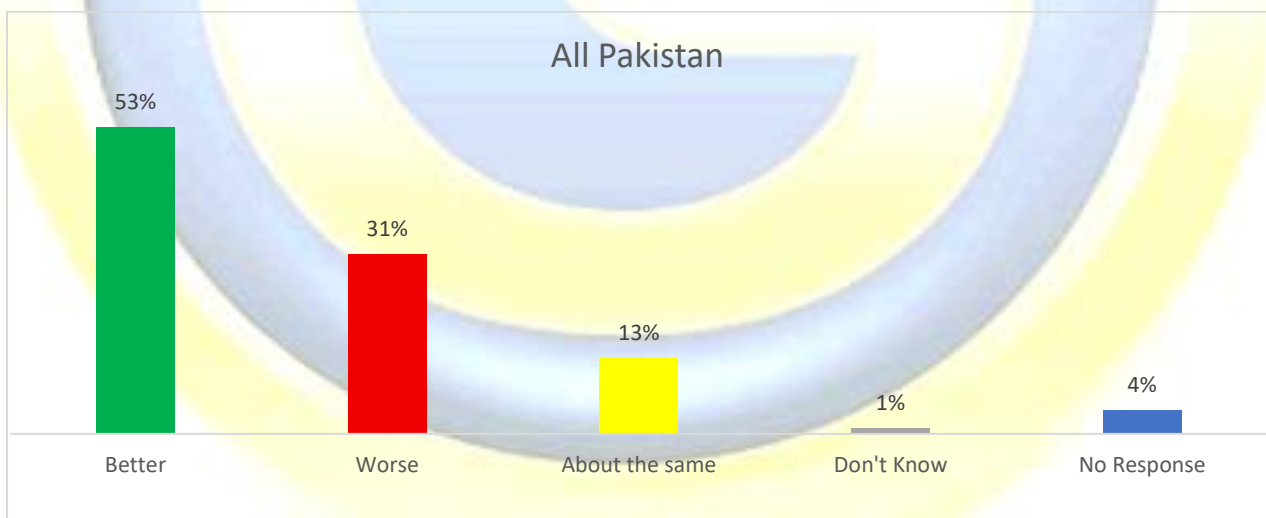
(Islamabad), 9th July 2026

According to a survey conducted by Gallup & Gilani Pakistan, 53% of respondents said their social status was better than that of the previous generation, while 31% felt they were worse off.

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 social status?”* In response, 53% said “better,” 31% said “worse,” and 13% said “about the same.” Meanwhile, 1% said they did not know and 4% did not respond.

Overall, the survey shows that most Pakistanis perceive social advancement compared to their parents, particularly among higher-educated respondents.

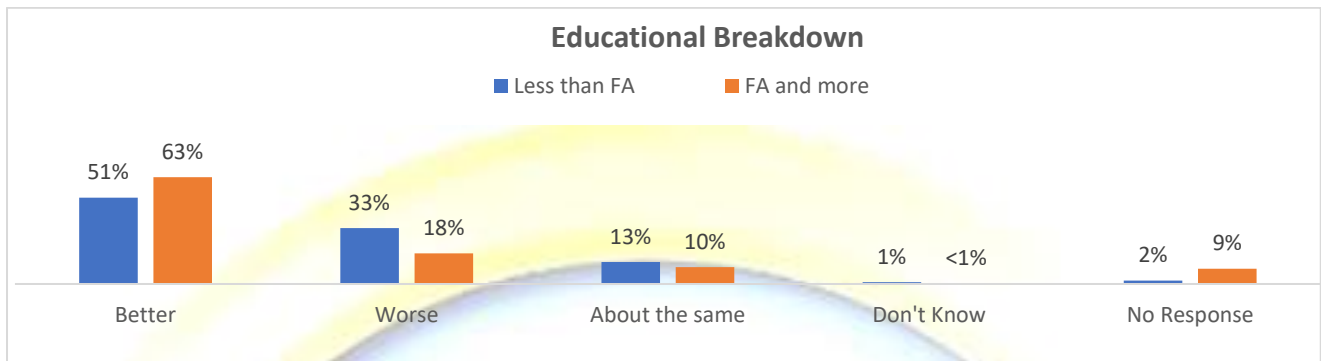
“As an individual, do you feel that you and your immediate family are better off, worse off, or about the same compared to your parents (previous generation) in the following aspects? - In terms of social status?”



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).

Educational Breakdown: Education strongly influences perceived social mobility. Respondents with FA and above education are most confident in their social progress, with 63% feeling better off. Among those with less than FA education, 51% feel better off, while a larger share (33%) report being worse off.



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

Thursday, 09 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)