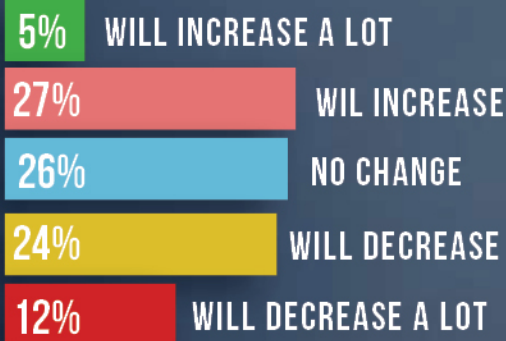


36% PAKISTANIS EXPECT THEIR HOUSEHOLD INCOME TO DECREASE IN THE FUTURE
(DUN&BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX)

36% پاکستانی توقع کرتے ہیں کہ مستقبل میں ان کے گھرانے کی آمدنی کم ہو جائے گی۔

What change do you expect in your household income in the future?

WAVE 1 (FEBRUARY/MARCH)



WAVE 2 (JULY / AUGUST)



Note: Don't Know/No Response not shown



Opinion Poll

CONSUMER CONFIDENCE INDEX

Economy

36 % Pakistanis expect their household income to decrease in the future (Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index)

Islamabad, 23rd October, 2020

According to Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index, 36% Pakistanis expect their household income to decrease in the future.

The Consumer Confidence Index (CCI) is a reflection of current sentiments and future outlook as seen through the eyes of consumers across Pakistan. The CCI score is an indicator of consumer optimism/pessimism about the economy, as well as their own financial situation. Consumer Confidence Index is a leading indicator of the economic health and social well-being.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “What change do you expect in your household income in the future?” In response to this question, 5% said will increase a lot, 24% said will increase, 23% said no change, 23% said will decrease and 13% said will decrease a lot.

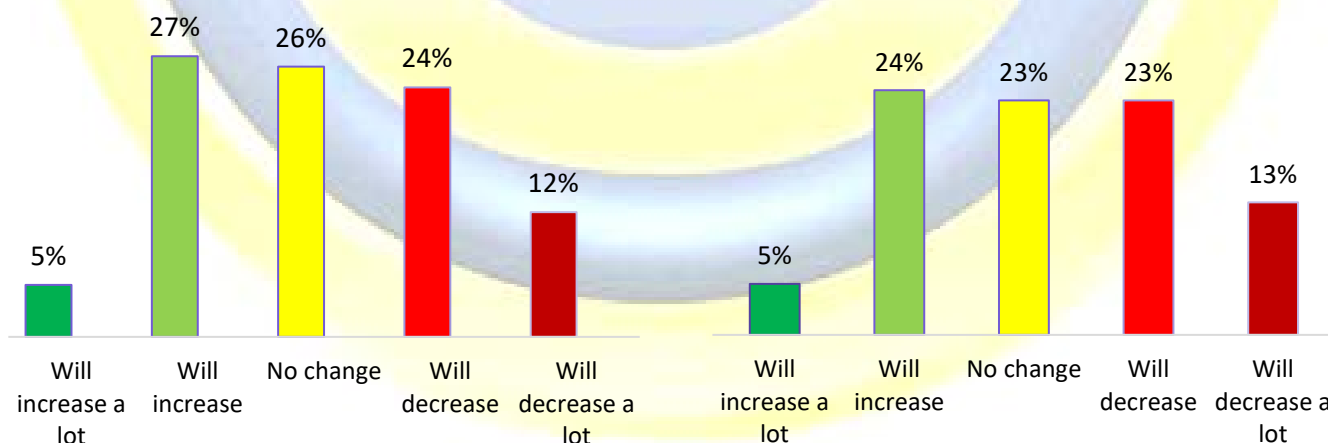
Question: “What change do you expect in your household income in the future?”

Optimists: 32% / Pessimists: 36% / Neutrals: 26%

Optimists: 29% / Pessimists: 36% / Neutrals: 23%

Net Score: -4%

Net Score: -7%

Wave 1 (February / March)**Wave 2 (July / August)**

Note: Don't Know/No Response not shown

Source: Dun & Bradstreet and Gallup Pakistan Consumer Confidence Index

Dun&Bradstreet Pakistan and Gallup Pakistan collaborated to launch the Pakistan CCI, the Pakistani affiliate of Gallup International. Wave 1 of the survey was carried out among a sample of 2041 men and women in urban and rural areas of all four provinces of the country, between 8th February and 12th

March 2020. Wave 2 of the survey was carried out among a sample of 1500 men and women between 9th July and 10th August 2020. The full report by Dun&Bradstreet and Gallup Pakistan is available here: https://gallup.com.pk/wp/wp-content/uploads/2020/09/DB_GP_CCI_Report_22Sep2020-1.pdf



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



Friday, October 23rd, 2020

(3 Pages, English version only)

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers 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 PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

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Daily Gilani Poll
2020



of Gallup Pakistan
(1980-2020)