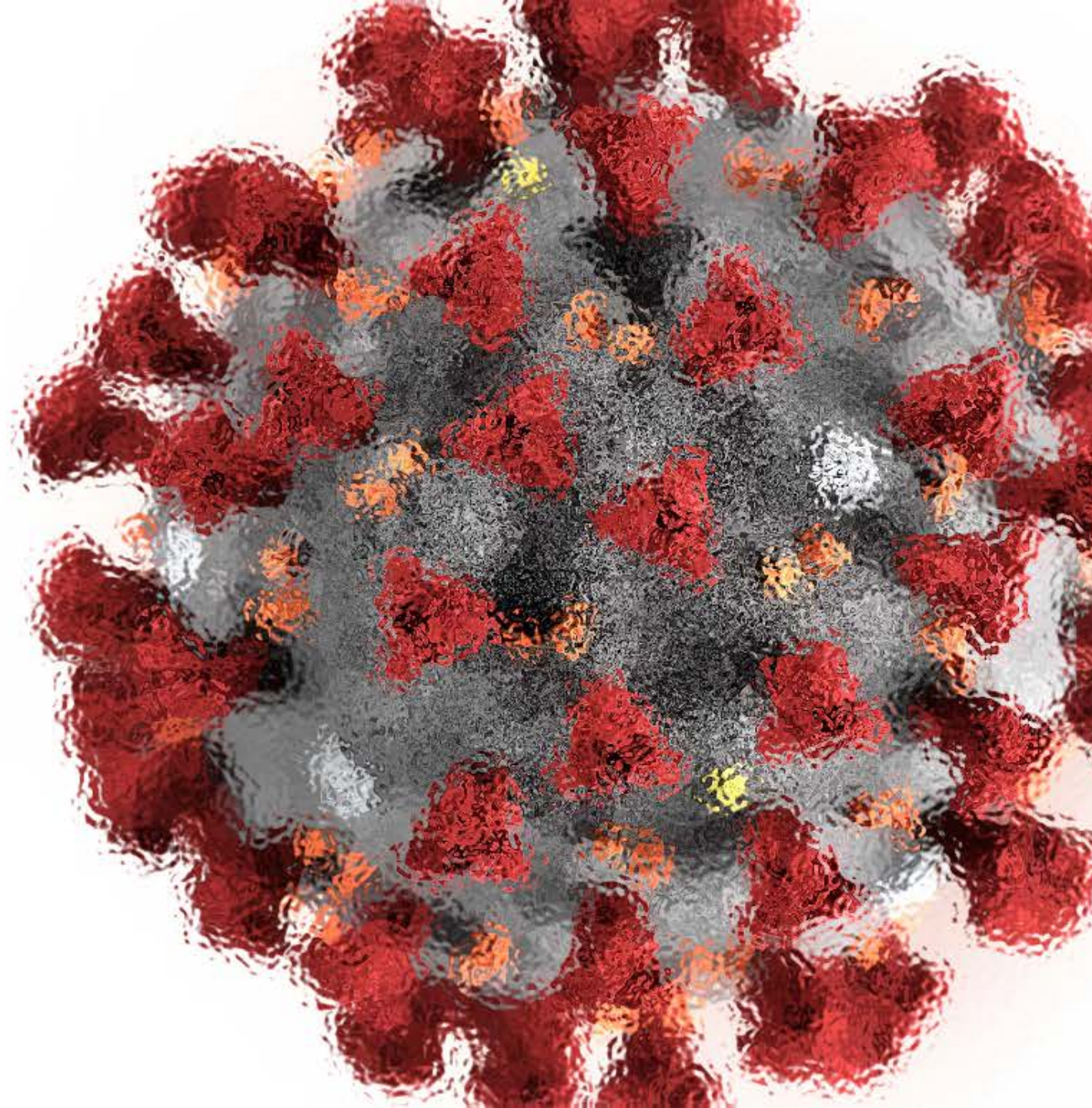


# CORONAVIRUS ATTITUDE TRACKER SURVEY PAKISTAN

## Wave 9 Results



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Demographics/ Methodology

# 6 KEY FINDINGS : Some improvement in all strands: Knowledge, Attitude, and Behaviour towards COVID-19 observed in Gallup COVID Attitude Tracker Wave 9

## 1. COVID-19 threat felt to be exaggerated reduces by a small %, majority of Pakistanis still believe COVID-19 is a foreign conspiracy.

The notion, amongst the general public, that the threat of coronavirus is exaggerated has decreased somewhat compared to the previous wave. However *57% are still of the opinion that the threat from COVID-19 is exaggerated.*

*Similarly first time in 9 waves, more people say they are worried that some one in their household may fall ill by COVID-19 than those who say other wise.*

## 2. Knowledge about Asymptomatic spread is still shockingly low

However worryingly 63% Pakistanis, as of December 2020, believe that people who do not appear to be sick i.e. have no symptoms of coughing, sneezing or fever cannot spread the virus. The larger part of people who hold this view belong to urban areas. 77% of respondents claim they do not know of anyone who has been diagnosed with Coronavirus and only 11% said they do know of someone who died of the virus.

## 3. Adherence to SOPs has improved but there is still a very long way to go

While some preventive measures are not that common amongst the public, 78% respondents said they wear a mask almost at all times to prevent being affected or affecting others. Moreover, people in urban areas are more likely than those in rural areas to wear masks. 51% of respondents also said they regularly wash their hands in order to keep them clean and avoid the virus. Use of hand sanitizers has also become common, as noticed by the response of many respondents.



# 6 KEY FINDINGS

## **4. Scepticism about COVID-19 Vaccine is very high.**

A large number of people seem to be very sceptical of getting the vaccine (with 49% saying they will not get vaccinated), even if it is free for all, once it is available in Pakistan. An overwhelming majority of people refused to get vaccines made in America, Russia or China. Most respondents who said they were likely to get vaccinated said they only trusted vaccine made in Pakistan or vaccine trusted by the Federal government of Pakistan more than any vaccine made in a foreign country. Among foreign vaccines, Chinese-made vaccines more popular than the western versions.

## **5. Economic Indicators Improve**

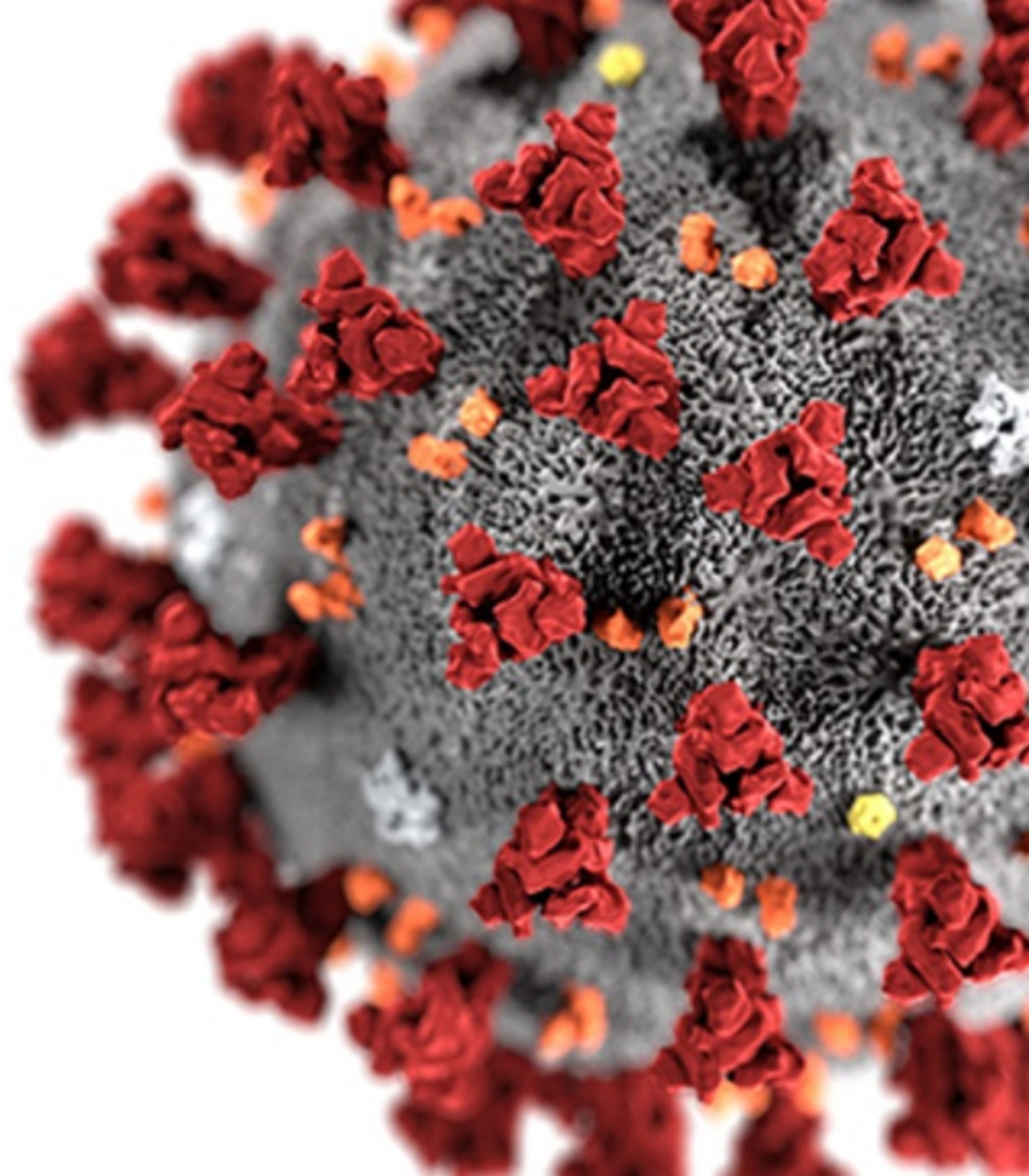
Since the last wave in September 2020, GALLUP INDICATOR OF ECONOMIC WELL BEING DURING COVID 19 – Improves on 6 of 7 Indicators

For example the number of people who have had to reduce the size of their meals or have had opted for less expensive foods has gone down substantially. In addition to that, fewer people than before have asked for help from a relative or a friend, or have relied on their savings in the past 7 days. Economic impact of Covid-19 seems to have subsided partly.

## **6. Who do people trust in terms of advice related to COVID-19?**

Medical Professionals top by a huge margin while media is considered the least trust worthy

# EXECUTIVE SUMMARY



## SECTION I: Perceptions of Threat from COVID-19

1. Compared to 66% since Wave 8 in September, the proportion of Pakistanis who consider the threat of Coronavirus to be exaggerated has reduced to 57% in Wave 9 in December.
2. Since September, there has been a 40% decrease of respondents in Balochistan who agree that the Coronavirus threat is exaggerated. There has also been a 33% decrease in males who previously held this view.
3. Compared to 42% in September, more Pakistanis (50%) now fear infection from the virus.
4. Fear of being infected with Coronavirus is more prevalent among respondents between the ages of 30 and 50 as well as those from KPK.
5. Since Wave 8, 4% fall in proportion of Pakistanis who believe that the Coronavirus is a foreign conspiracy.
6. Respondents from Sindh and male respondents are more likely to consider Coronavirus to be a foreign conspiracy.
7. Compared to 69% of respondents who thought people who do not appear to be sick can not spread the virus, the figures have only reduced to 63% in Wave 9.

## SECTION I: Perceptions of Threat from COVID-19

8. More respondents from KPK and those from urban areas opine that people who don't appear sick are not likely to spread COVID-19.
9. As of December 2020, only 1 in 4 Pakistanis claim they know someone who has been diagnosed with COVID-19.
10. Respondents from Sindh and those who live in rural areas are least likely to know someone who has been diagnosed from COVID-19.
11. 11% people claim they knew someone who has lost their life due to COVID-19. The figures have not varied on the 3 waves.
12. Respondents from urban areas as well as those from KPK are more likely to know someone who has died due to the virus.

## SECTION II: SOCIAL BEHAVIOR IN RESPONSE TO THE OUTBREAK OF COVID-19

1. About 3 in 4 Pakistanis claim that they use medical masks at most times as a preventive measure against COVID-19.
2. Females are more likely to stay in their houses as a preventive measure against the coronavirus. Respondents in urban areas are relatively more likely to wear masks more often.
3. 49% Pakistanis are skeptical of getting vaccinated once the vaccine is available in Pakistan.
4. Respondents under the age of 30 are most skeptical to get the vaccine.
5. 31% Pakistanis claim they will opt for a Pakistani vaccine.
6. Most respondents both in rural and urban areas responded that they are more likely to choose a Pakistani vaccine rather than one made in another country.
7. 38% Pakistanis are not worried at all when someone around them is not wearing a mask in public spaces.



## SECTION II: SOCIAL BEHAVIOR IN RESPONSE TO THE OUTBREAK OF COVID-19

8. Respondents in rural areas are comparatively less worried if people around them are not wearing masks in public spaces.
9. 37% Pakistanis are not worried when customers and/or shopkeepers around them are not wearing masks while shopping.
10. 38% respondents from Sindh are not worried at all when people around them are not wearing masks while shopping.
11. 1 in 2 Pakistanis are not worried or very less worried when someone around them is not wearing a mask in their offices or workplaces.
12. Respondents from rural areas are comparatively less worried when people in their workplaces are not wearing a mask.
13. 57% respondents claim that their neighbors generally wear masks.
14. A greater number of urban respondents claimed their neighbors generally wear masks

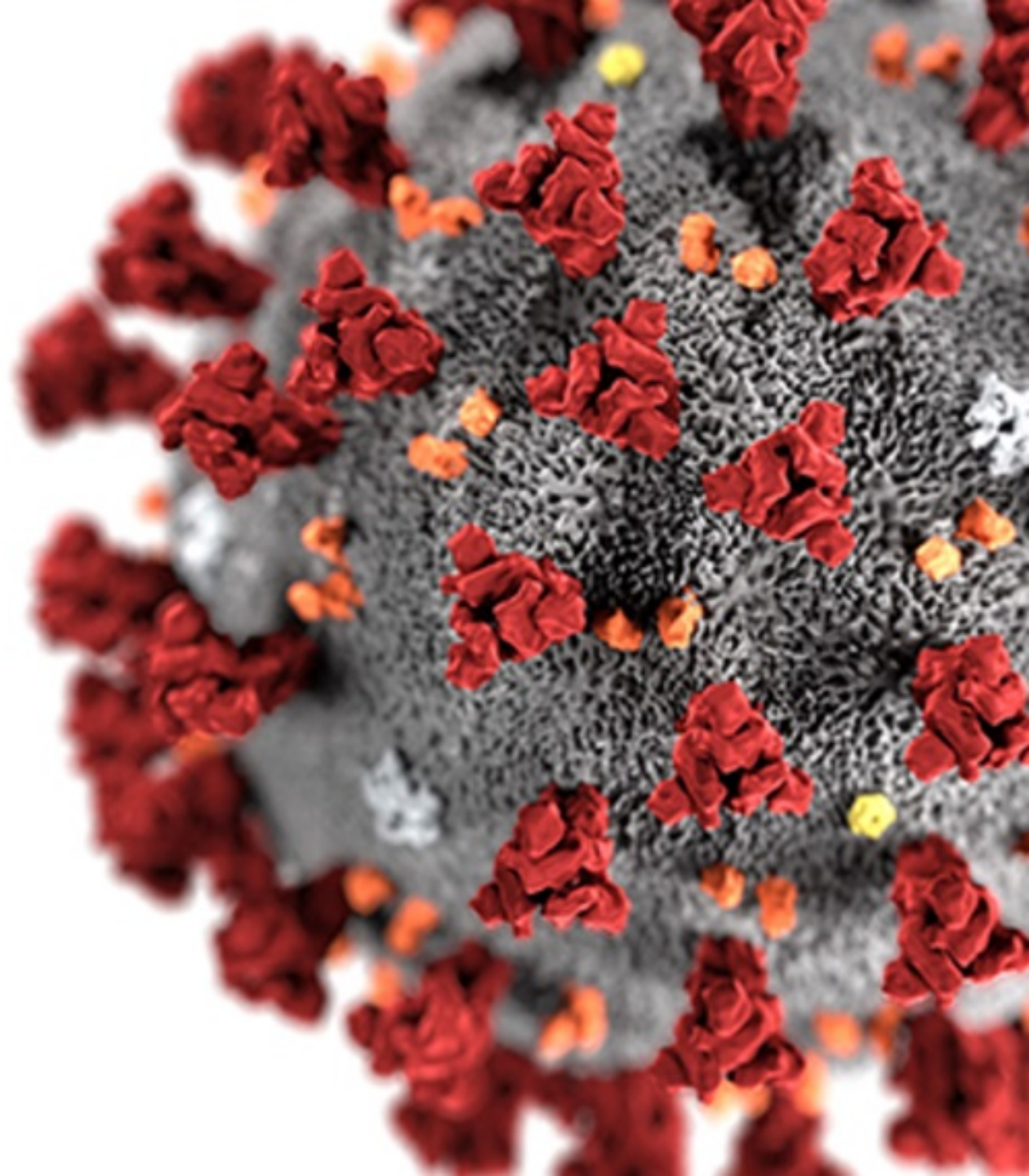
## **SECTION III: PUBLIC TRUST IN MEDICAL AND HEALTH RELATED ADVICE - COVID-19**

1. Medical professionals and doctors are trusted very much by 61% of the respondents when it comes to medical and health related advice.
2. Medical professionals and doctors were most trusted for their medical advice by respondents from KPK.
3. 32% respondents claim they trust the federal government very much when it comes to medical and health related advice.
4. 46% respondents from KPK claim they trust the advice of the federal government pertaining to health very much.
5. A huge number of respondents (45%) seem to trust the medical and health care advice of family and friends.
6. A great proportion of residents from rural areas trust the medical and health related advice of their families and friends.
7. 48% respondents from Punjab had no or very less trust in the medical and health related advice of the media.

## SECTION IV: COVID-19 and ECONOMIC IMPACT ON HOUSEHOLDS

1. Substantial decrease in the proportion of Pakistanis who claim to have reduced the number or size of meals for some family members to cover their household's basic needs.
2. After wave 8, there has been a significant fall in the number of people who relied on less preferred and less expensive foods to cover basic HH needs in wave 9 in December.
3. Since September, proportion of Pakistanis who say they have borrowed food or asked for help from a friend or relative in the past 7 days to cover their household's basic needs has reduced.
4. Almost 1.3 million HHs have had to lean on their savings to cover basic household needs in the past 7 days.
5. An increasing proportion (20%) Pakistanis report having started to look for ways to earn additional money to cover their household's basic needs.
6. 0.3 million HH's claim to have relied on government or NGO assistance in the past week to cover their household's basic needs. The proportion has decreased since the last wave in September.
7. Around 5 million adults claim to have sold some assets in the past 7 days to cover their basic household needs.

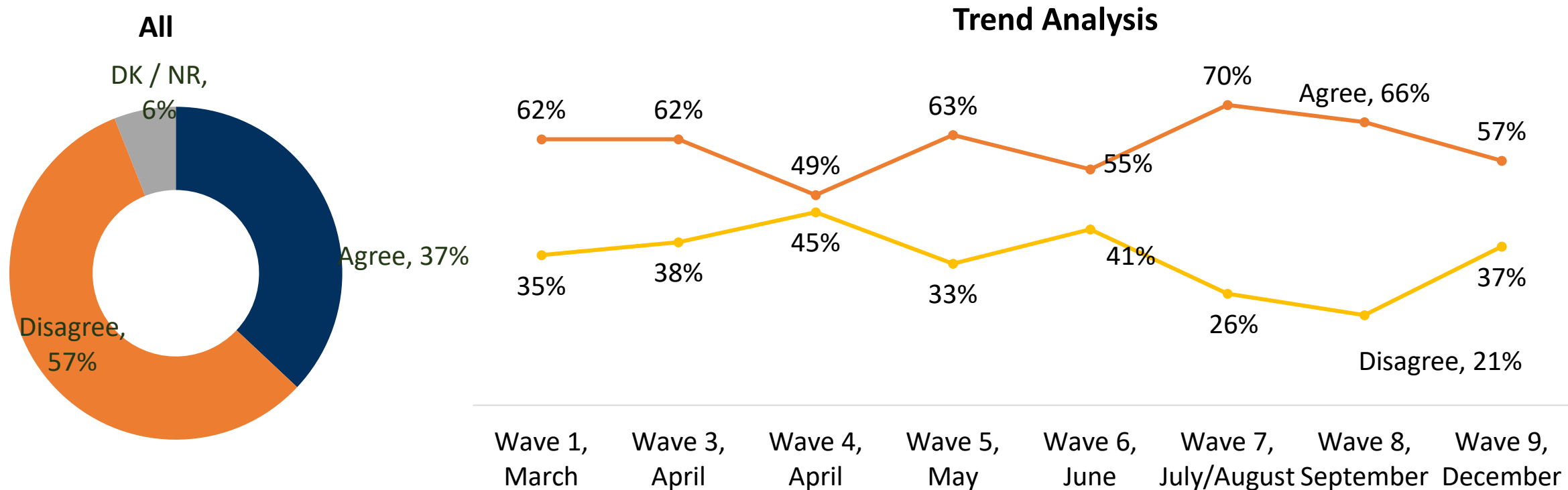
# SECTION I: PERCEPTIONS OF THREAT FROM COVID-19





# COMPARED TO 66% SINCE WAVE 8 IN SEPTEMBER, THE PROPORTION OF PAKISTANIS WHO CONSIDER THE THREAT OF CORONAVIRUS TO BE EXAGGERATED HAS REDUCED TO 57% IN WAVE 9 IN DECEMBER

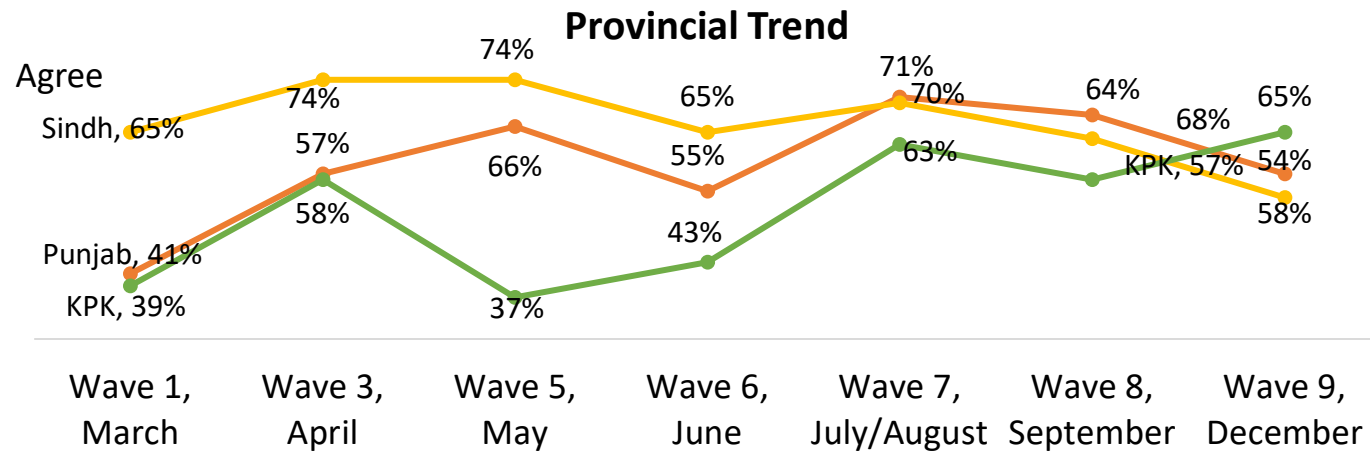
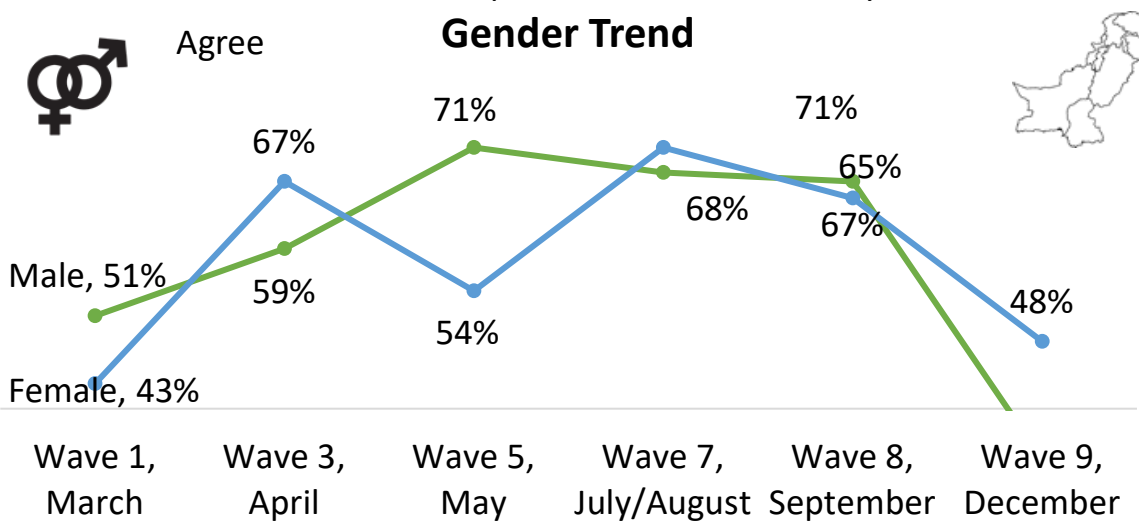
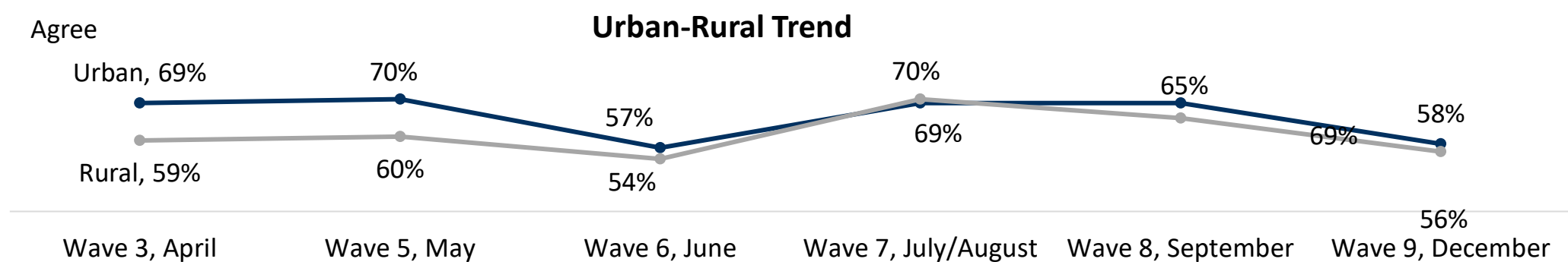
Question: To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?



# SINCE SEPTEMBER, THERE HAS BEEN AN 8% INCREASE IN RESIDENTS OF KPK WHO AGREE THAT THE CORONAVIRUS THREAT IS EXAGGERATED.



Question: To what extent do you agree/disagree that the threat of Coronavirus is being exaggerated?



Note: Balochistan results are not statistically significant so are not reported

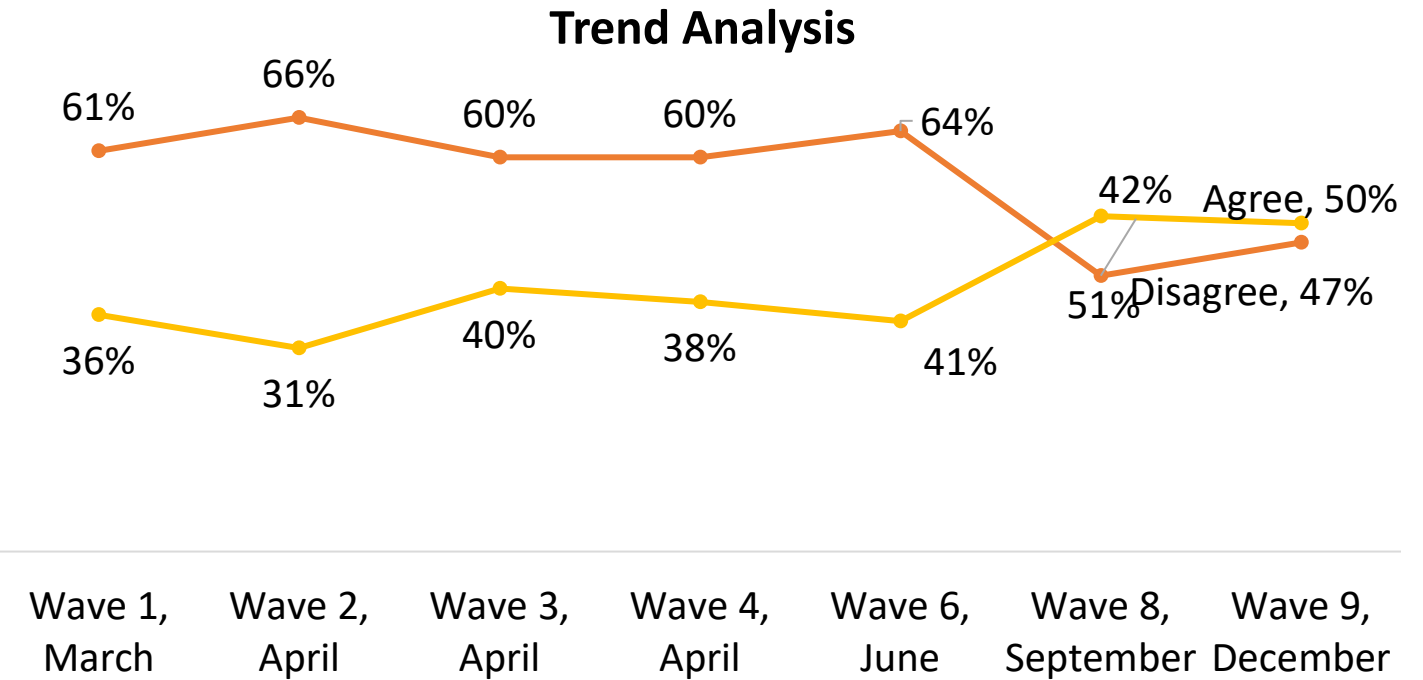
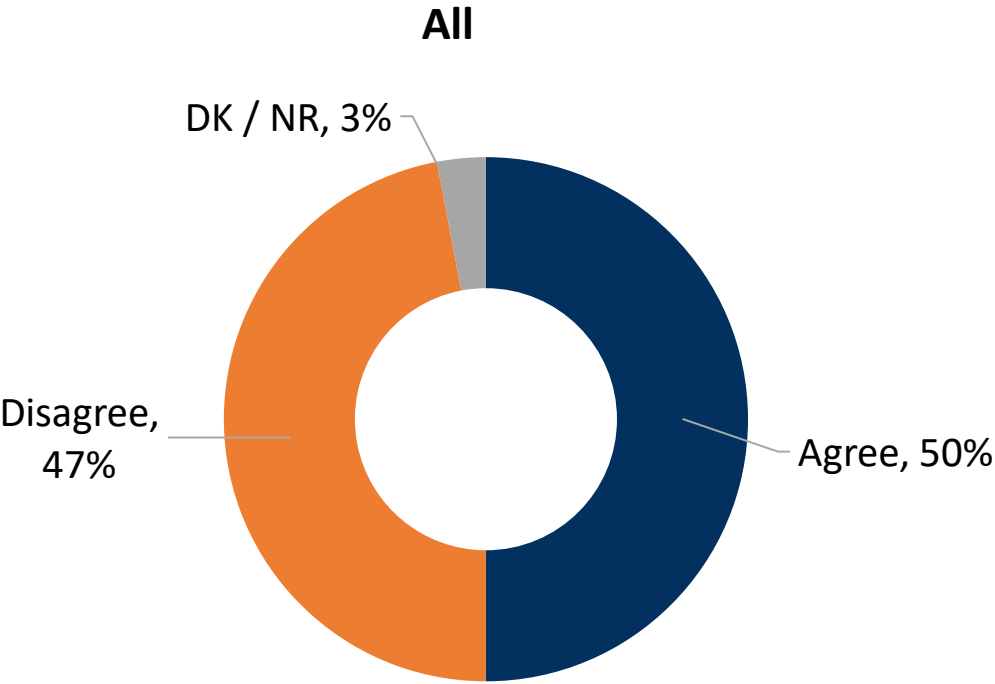
Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9



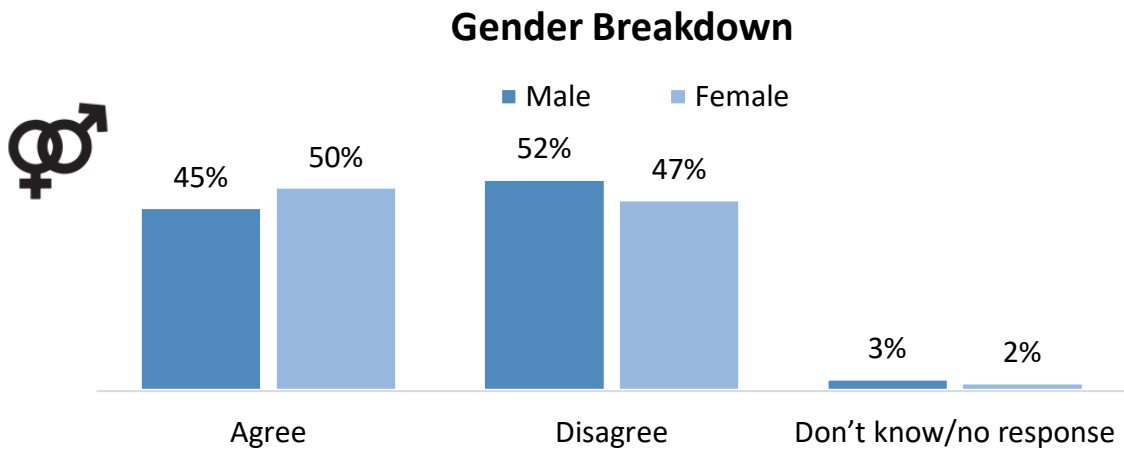
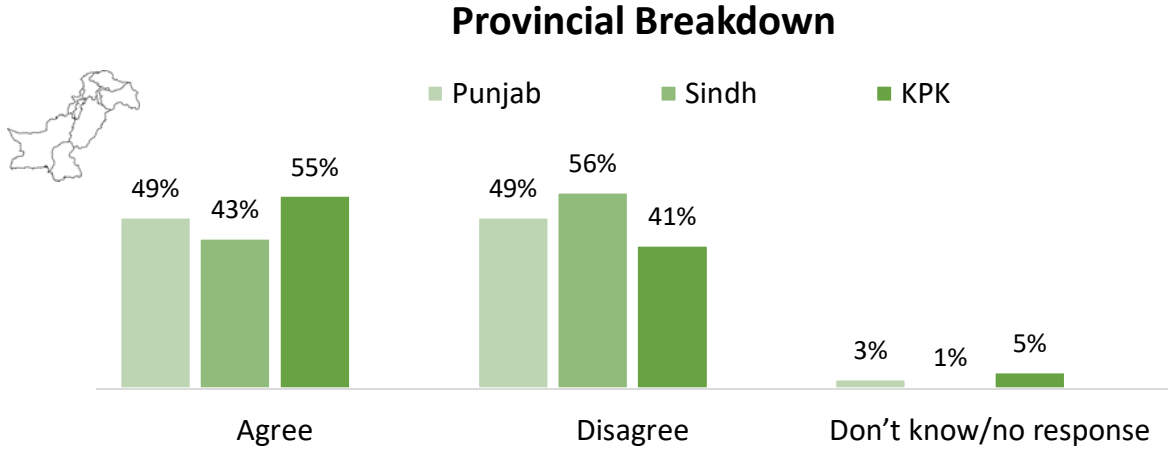
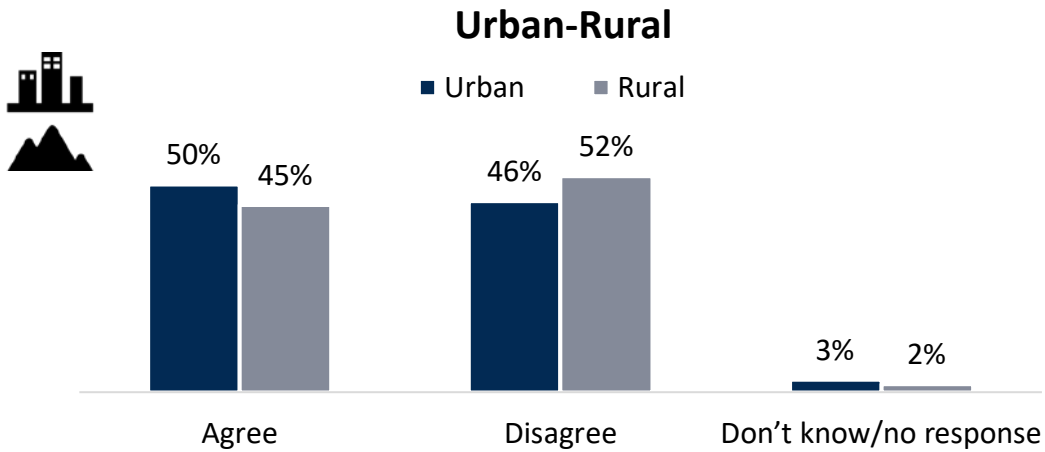
# COMPARED TO 42% IN SEPTEMBER, MORE PAKISTANIS (50%) NOW FEAR INFECTION FROM THE VIRUS

Question: To what extent do you agree or disagree with the following statement: "I am afraid that myself and someone in my household will be infected by coronavirus"

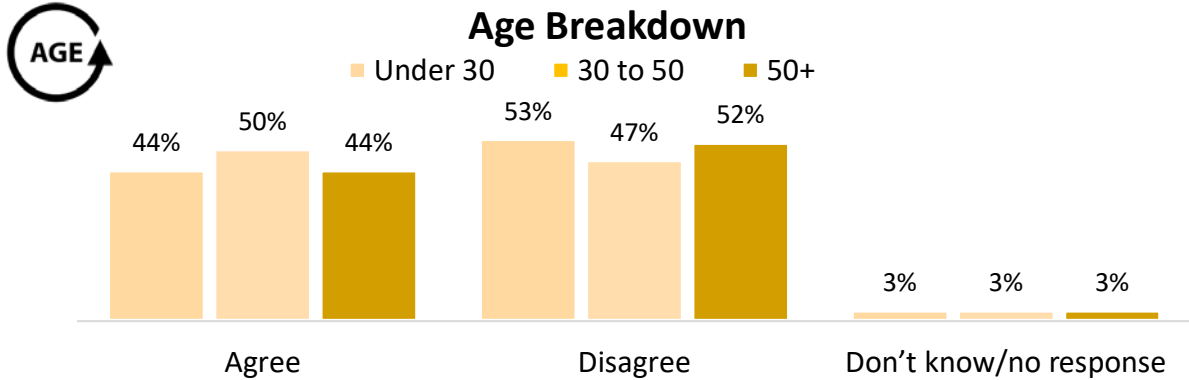


# FEAR OF BEING INFECTED WITH CORONAVIRUS IS MOST PREVALENT AMONG RESPONDENTS BETWEEN THE AGES OF 30 AND 50 AS WELL AS THOSE FROM KPK

Question: To what extent do you agree or disagree with the following statement: “I am afraid that myself and someone in my household will be infected by coronavirus”



Note: Balochistan results are not statistically significant so are not reported

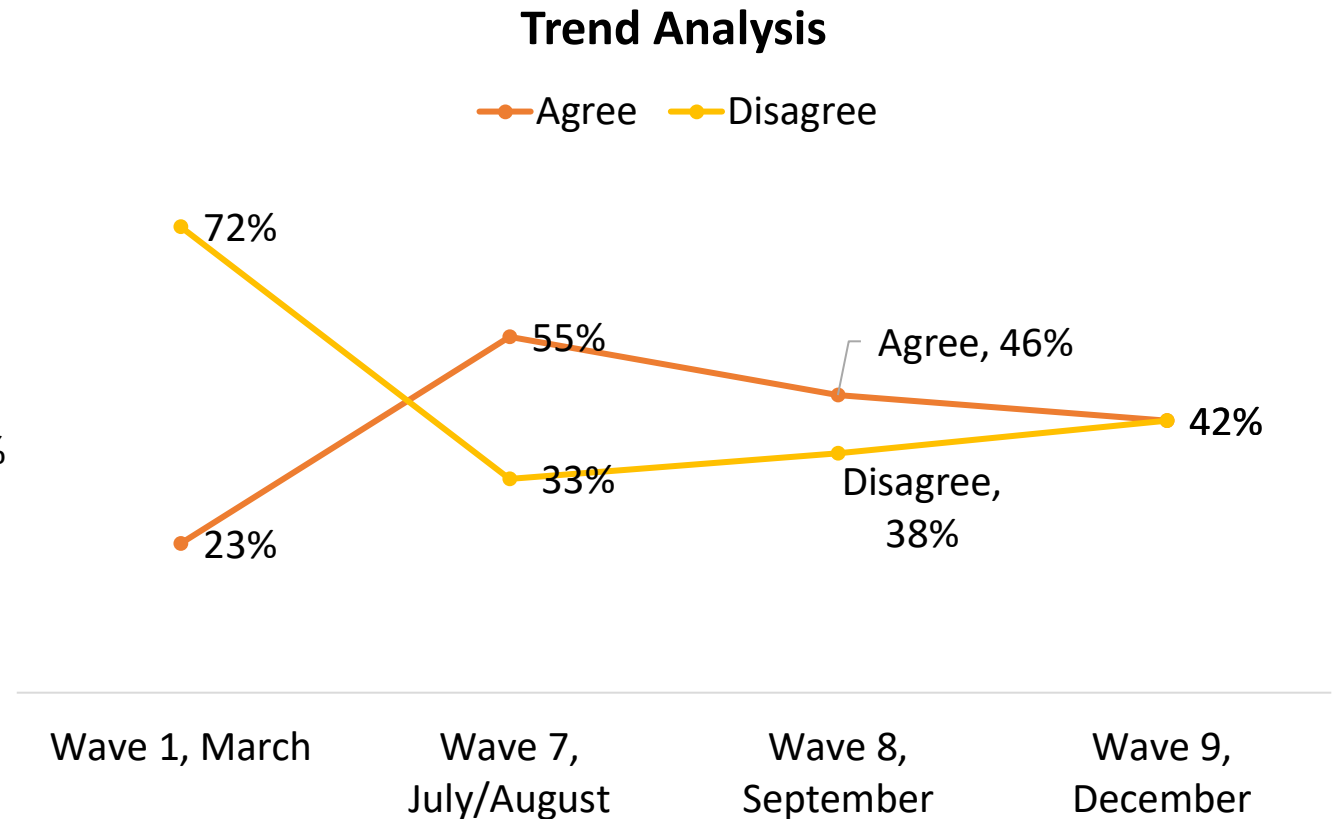
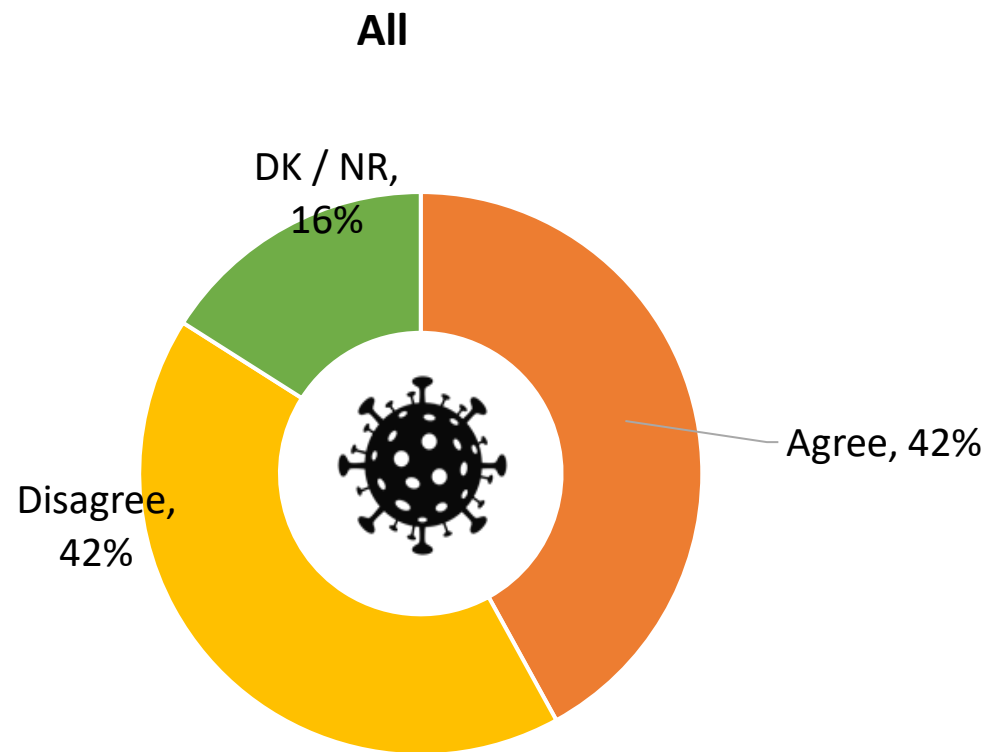


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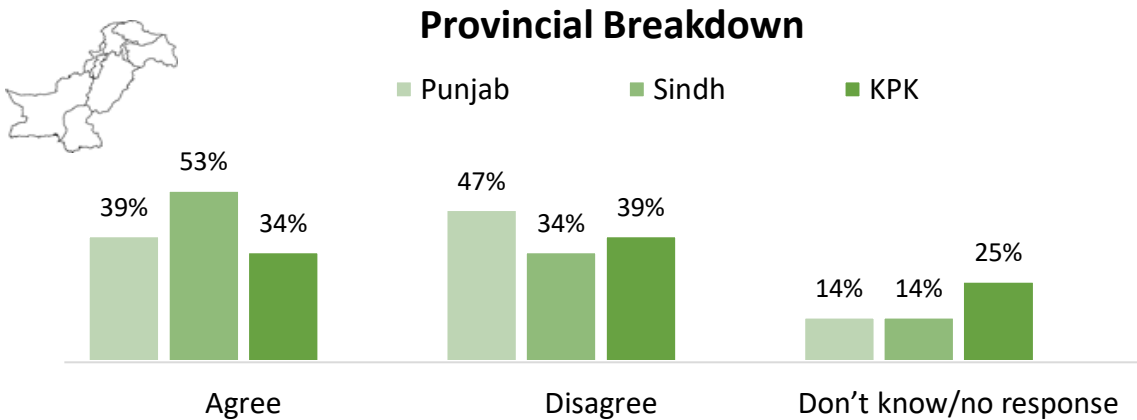
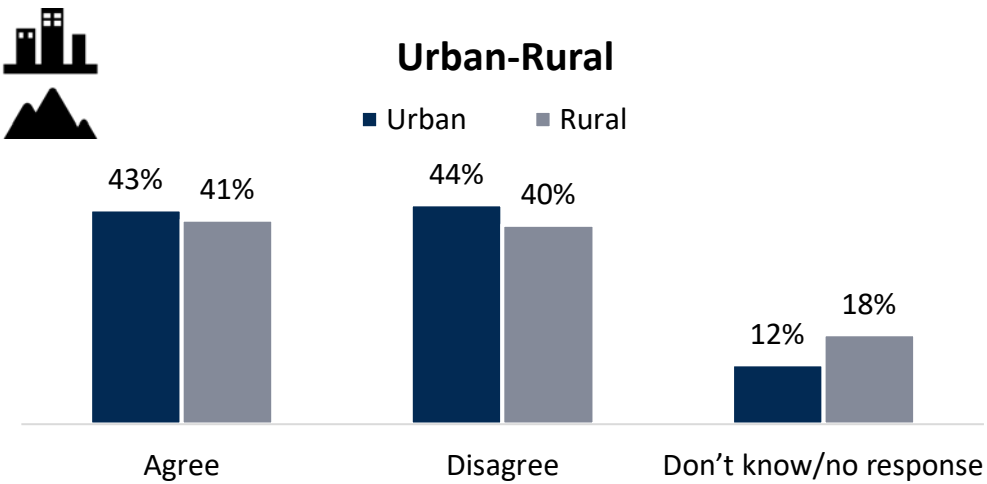
# SINCE WAVE 8, 4% FALL IN PROPORTION OF PAKISTANIS WHO BELIEVE THAT THE CORONAVIRUS IS A FOREIGN CONSPIRACY

*Question: To what extent do you agree or disagree with the following statements: 'I think Coronavirus is a foreign conspiracy'*

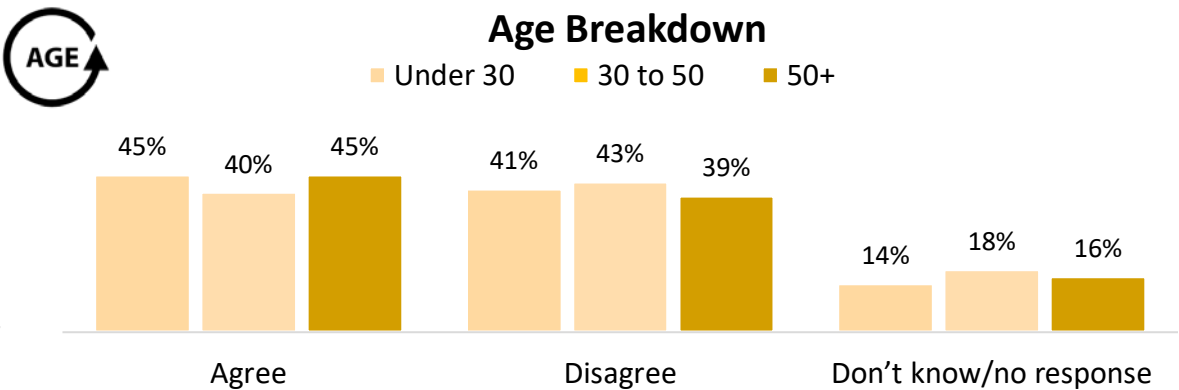
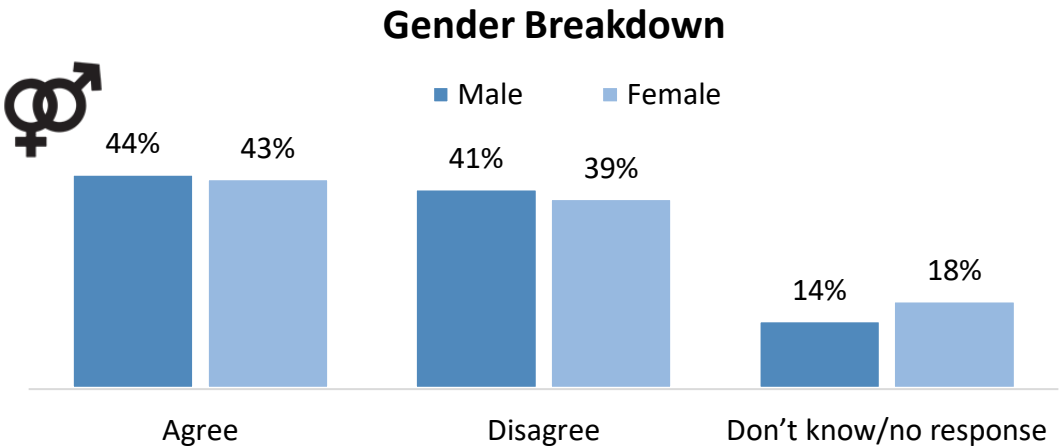


# RESPONDENTS FROM SINDH AND MALE RESPONDENTS ARE MOST LIKELY TO CONSIDER CORONAVIRUS TO BE A FOREIGN CONSPIRACY

Question: To what extent do you agree or disagree with the following statements: 'I think Coronavirus is a foreign conspiracy'



Note: Balochistan results are not statistically significant so are not reported

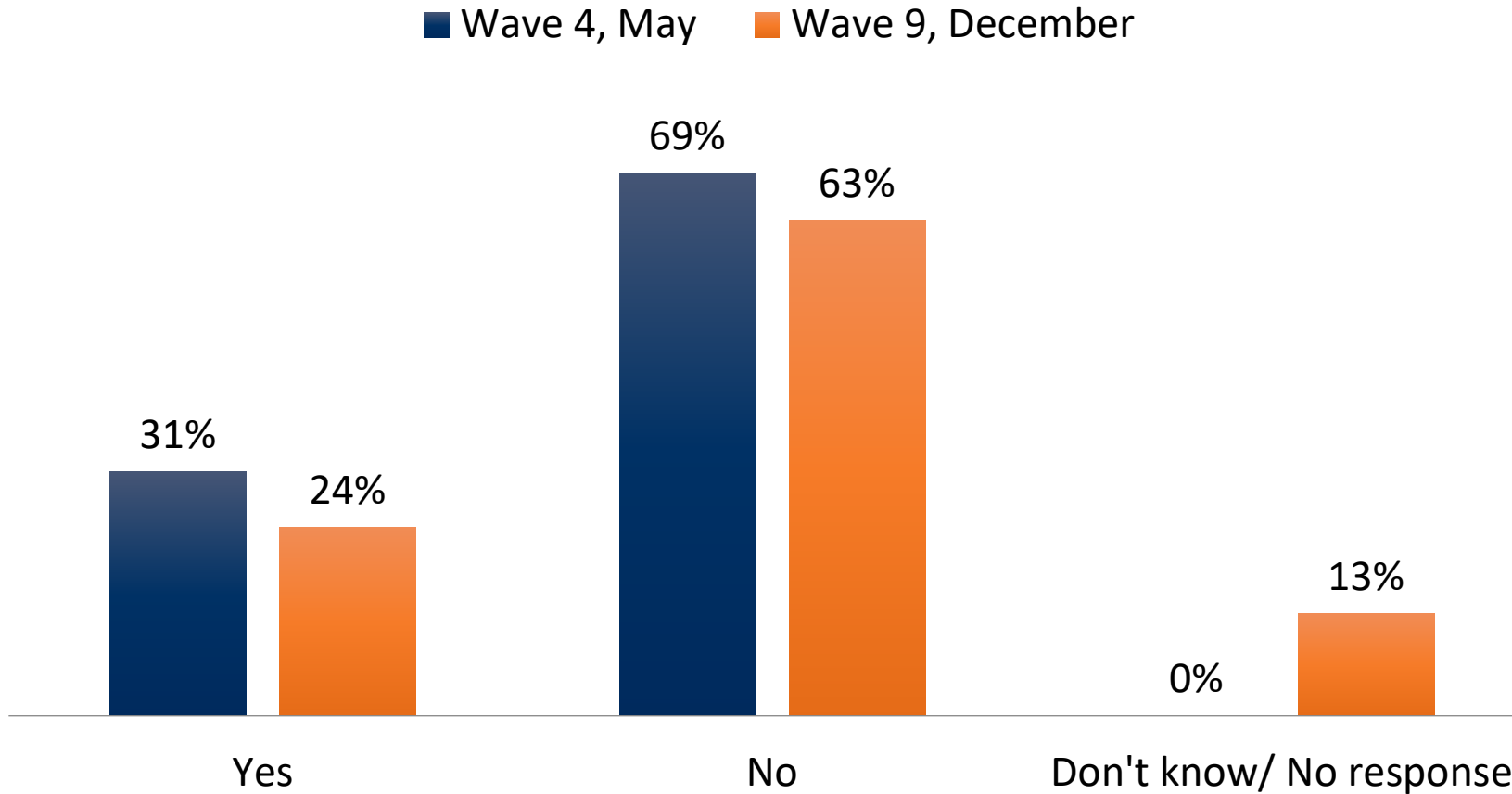


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Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# COMPARED TO 69% OF RESPONDENTS WHO THOUGHT PEOPLE WHO DO NOT APPEAR TO BE SICK CANNOT SPREAD THE VIRUS, THE FIGURES HAVE ONLY REDUCED TO 63% IN WAVE 9

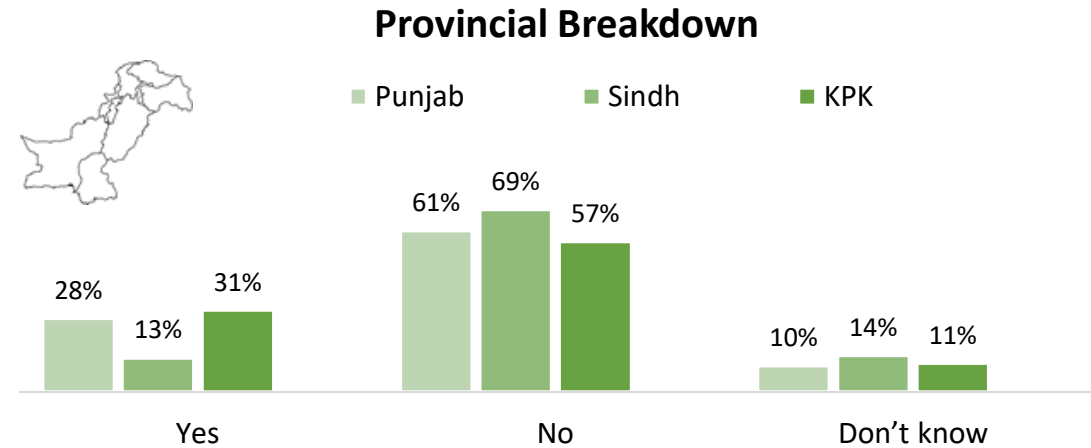
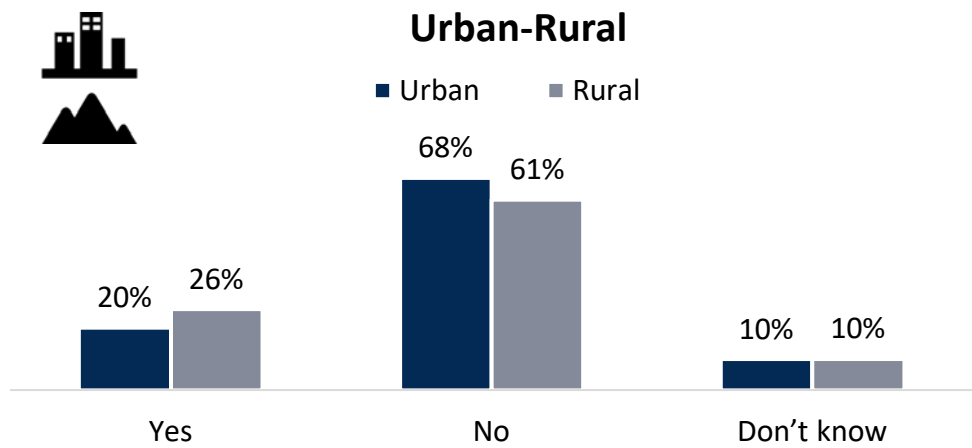
*Question: Do you feel that the people who don't appear to be sick (as in they don't have symptoms of coughing, sneezing or fever) can spread COVID-19?*



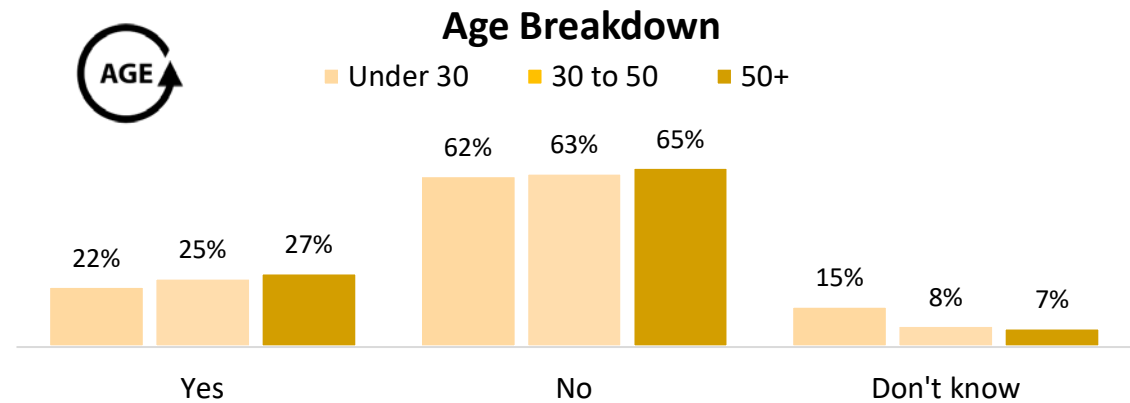
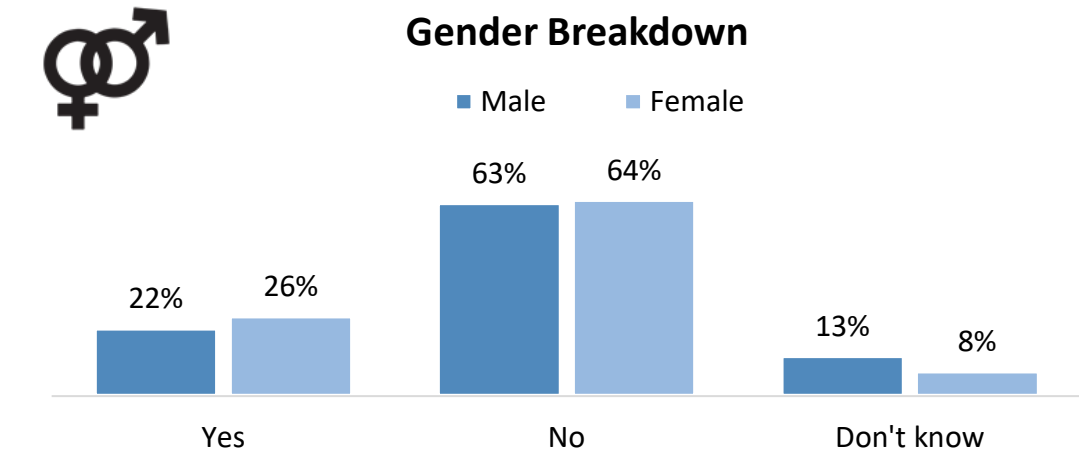
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# MORE RESPONDENTS FROM KPK AND THOSE FROM URBAN AREAS OPINE THAT PEOPLE WHO DON'T APPEAR SICK ARE NOT LIKELY TO SPREAD COVID-19

*Question: Do you feel that the people who don't appear to be sick (as in they don't have symptoms of coughing, sneezing or fever) can spread COVID-19?*



Note: Balochistan results are not statistically significant so are not reported



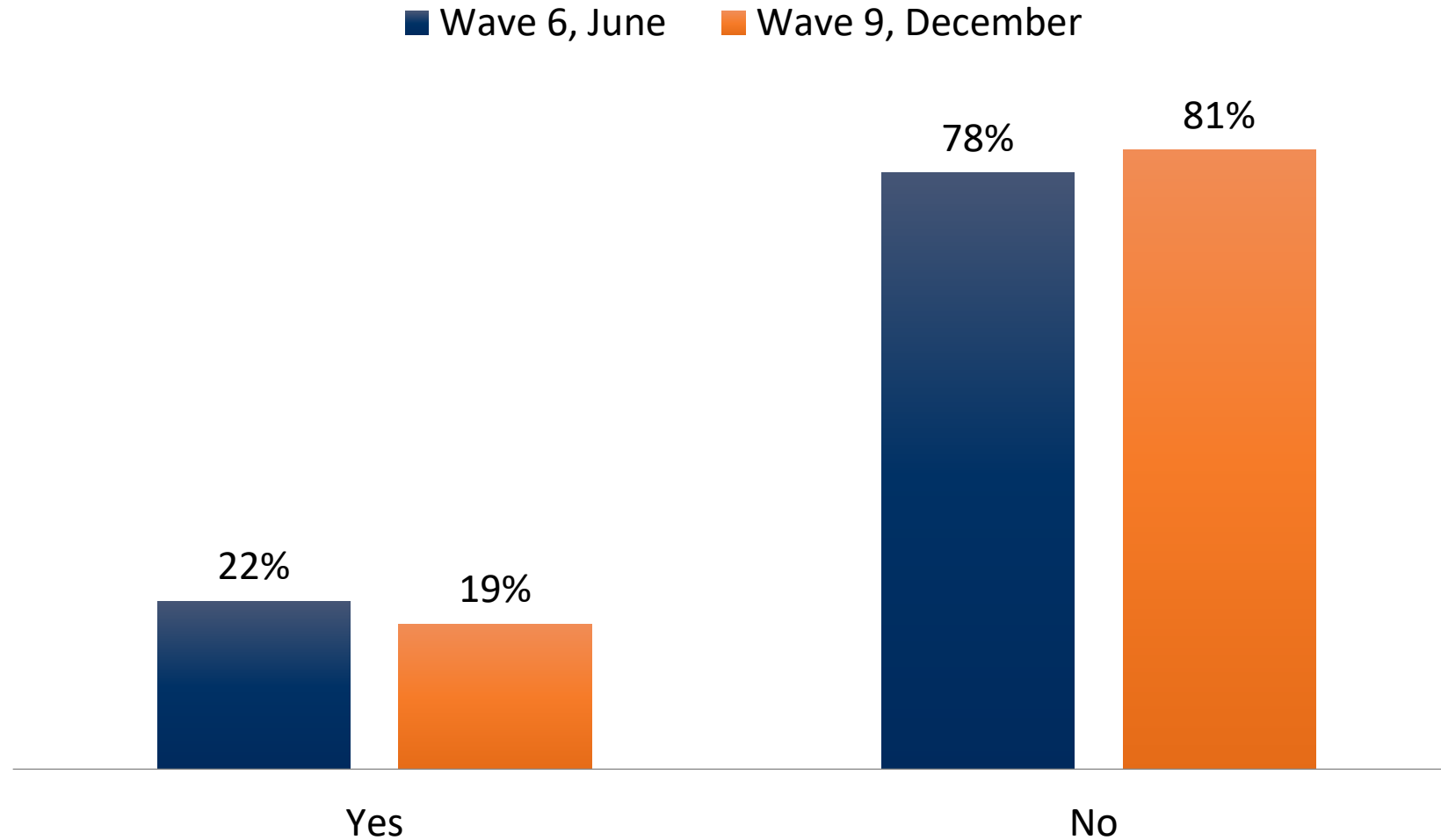
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Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9



# AS OF DECEMBER 2020, ROUGHLY 1 IN 4 RESPONDENTS CLAIM THEY KNOW SOMEONE WHO HAS BEEN DIAGNOSED WITH COVID-19

*Question: Do you know someone in your social circle who has been diagnosed with COVID-19?*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

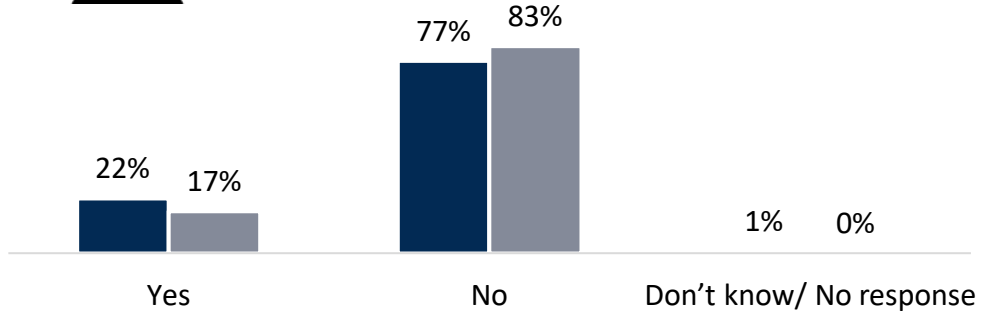
# RESPONDENTS FROM SINDH AND THOSE WHO LIVE IN RURAL AREAS ARE LEAST LIKELY TO KNOW SOMEONE WHO HAS BEEN DIAGNOSED WITH COVID-19

*Question: Do you know someone in your social circle who has been diagnosed with COVID-19?*



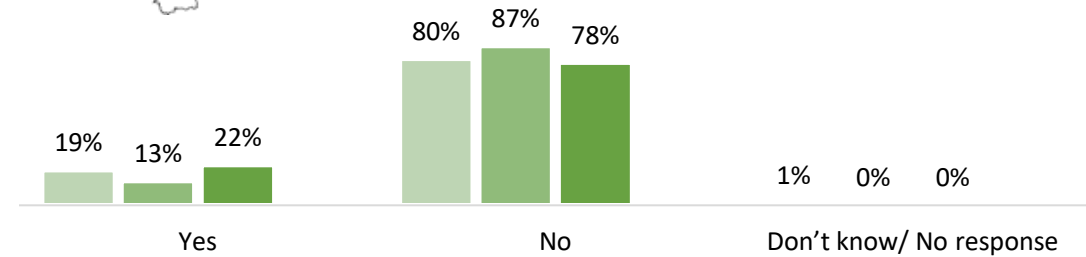
## Urban-Rural

■ Urban ■ Rural



## Provincial Breakdown

■ Punjab ■ Sindh ■ KPK

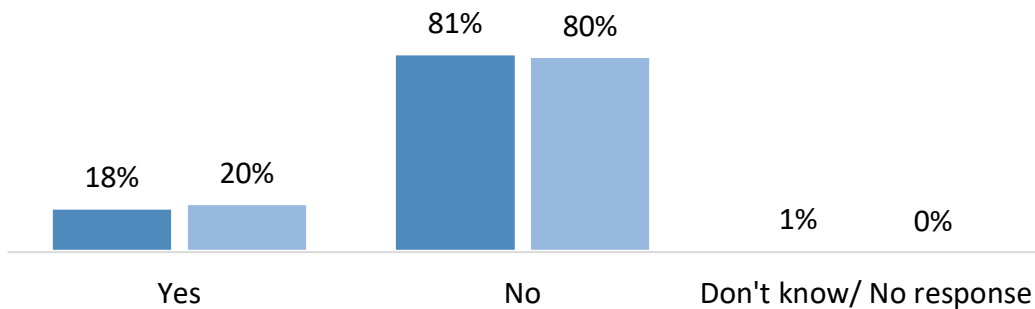


**Note: Balochistan results are not statistically significant so are not reported**



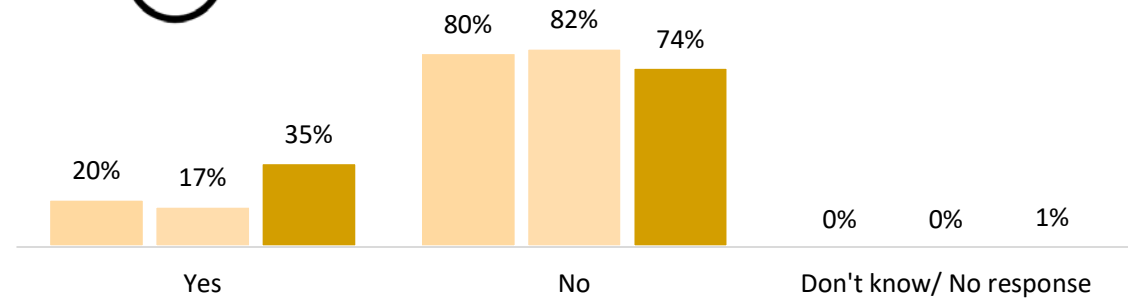
## Gender Breakdown

■ Male ■ Female



## Age Breakdown

■ Under 30 ■ 30 to 50 ■ 50+

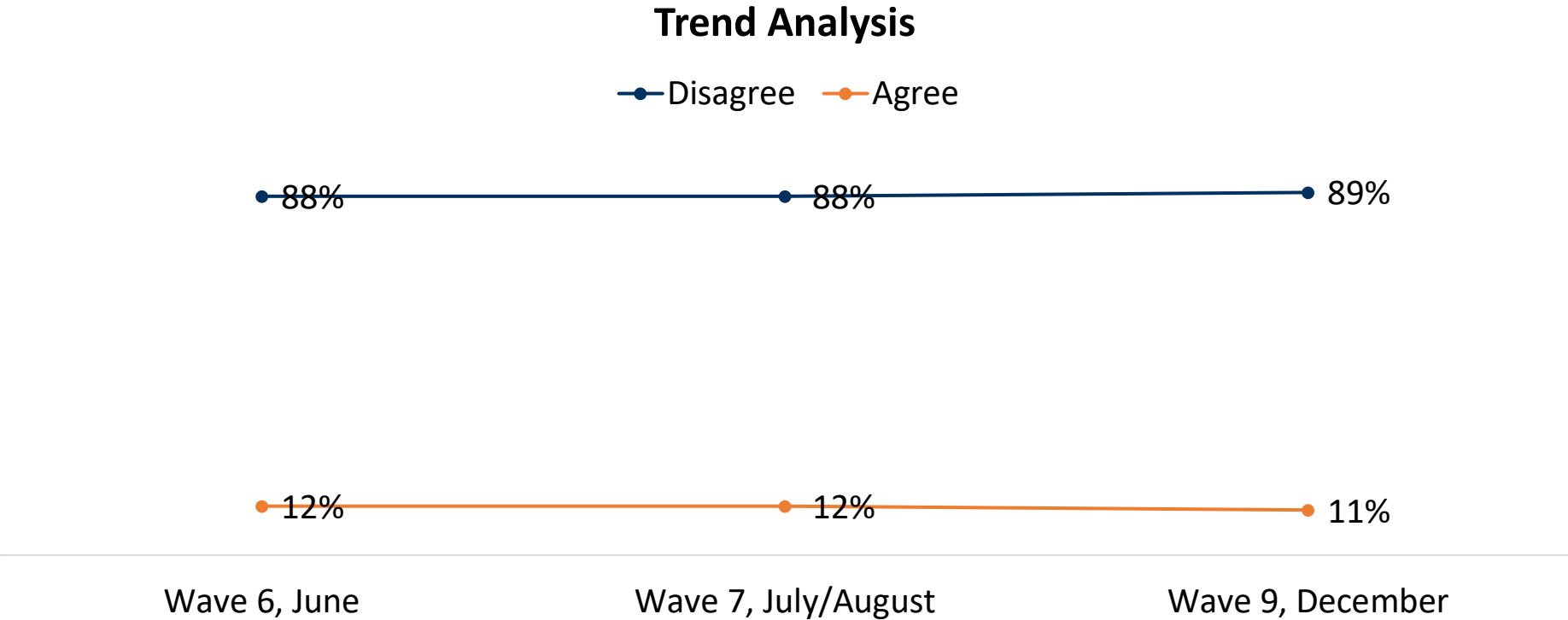


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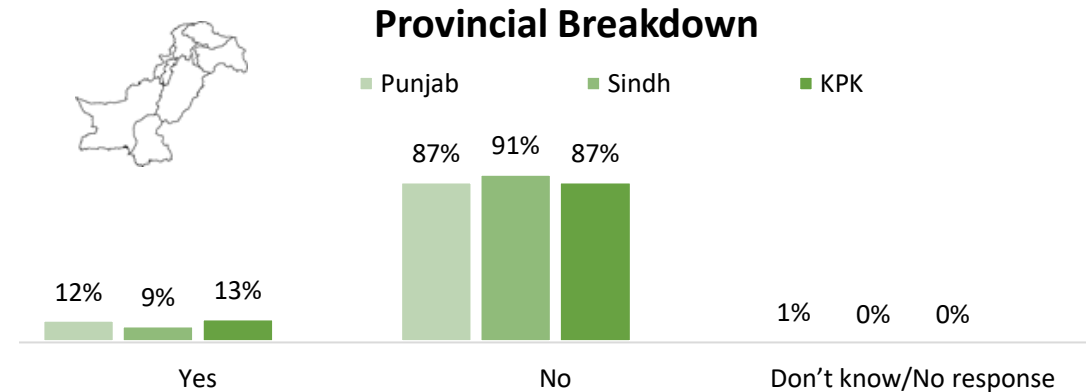
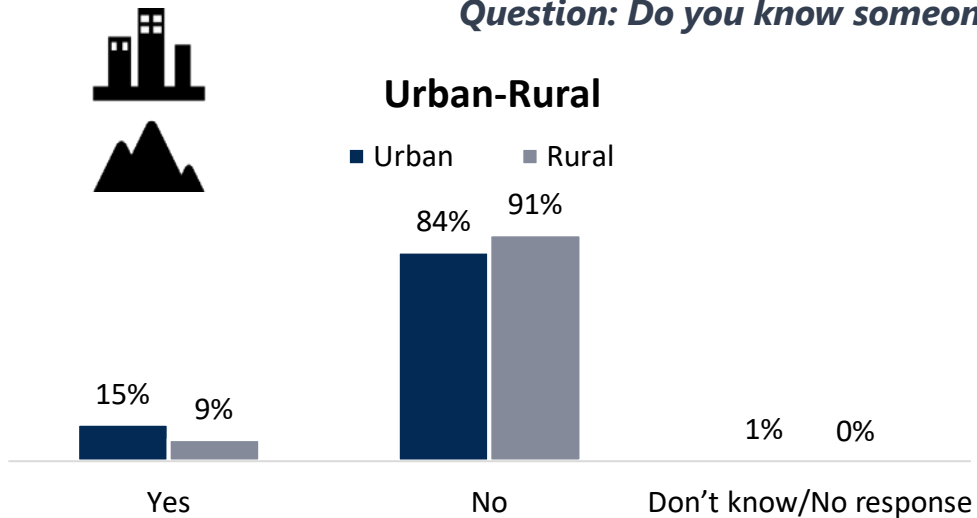
# 11% PEOPLE CLAIM THEY KNEW SOMEONE WHO HAS LOST THEIR LIFE DUE TO COVID-19. THE FIGURES HAVE NOT VARIED IN THE 3 WAVES

Question: Do you know someone in your social circle who died of corona virus?

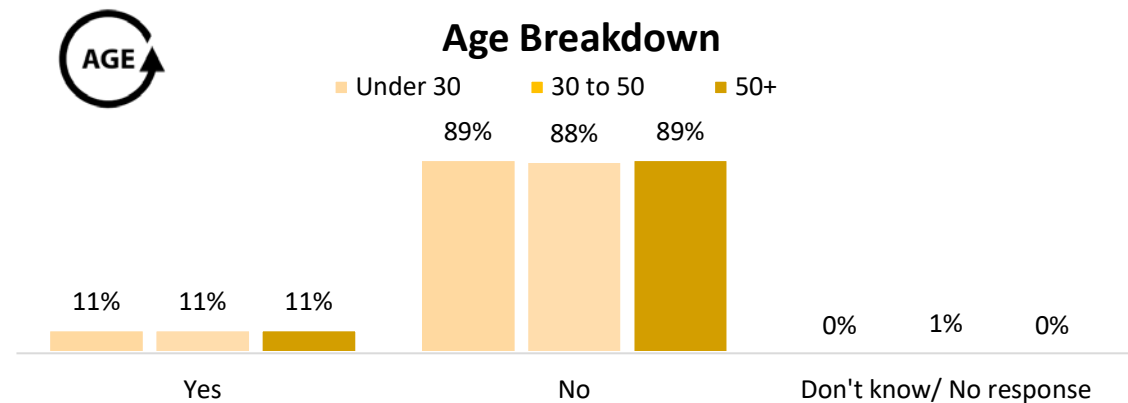
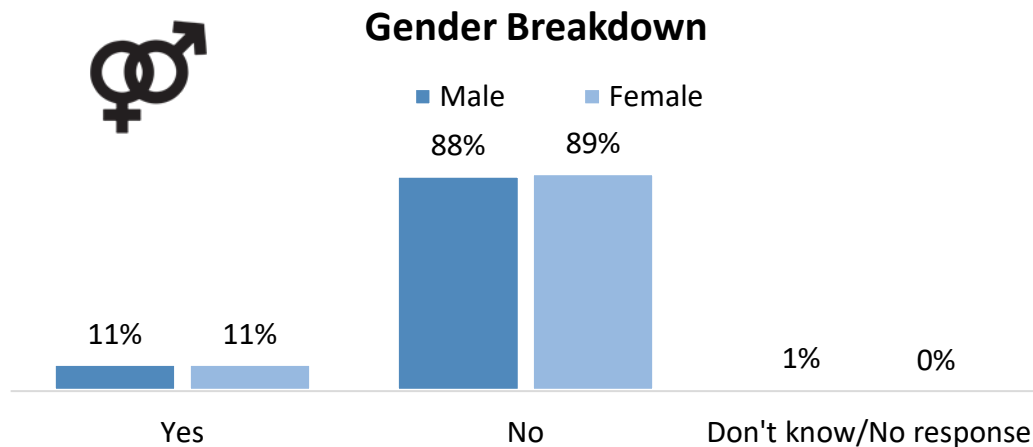


# RESPONDENTS FROM URBAN AREAS AS WELL AS THOSE FROM KPK ARE MORE LIKELY TO KNOW SOMEONE WHO HAS DIED OF THE VIRUS

Question: Do you know someone in your social circle who died of corona virus?



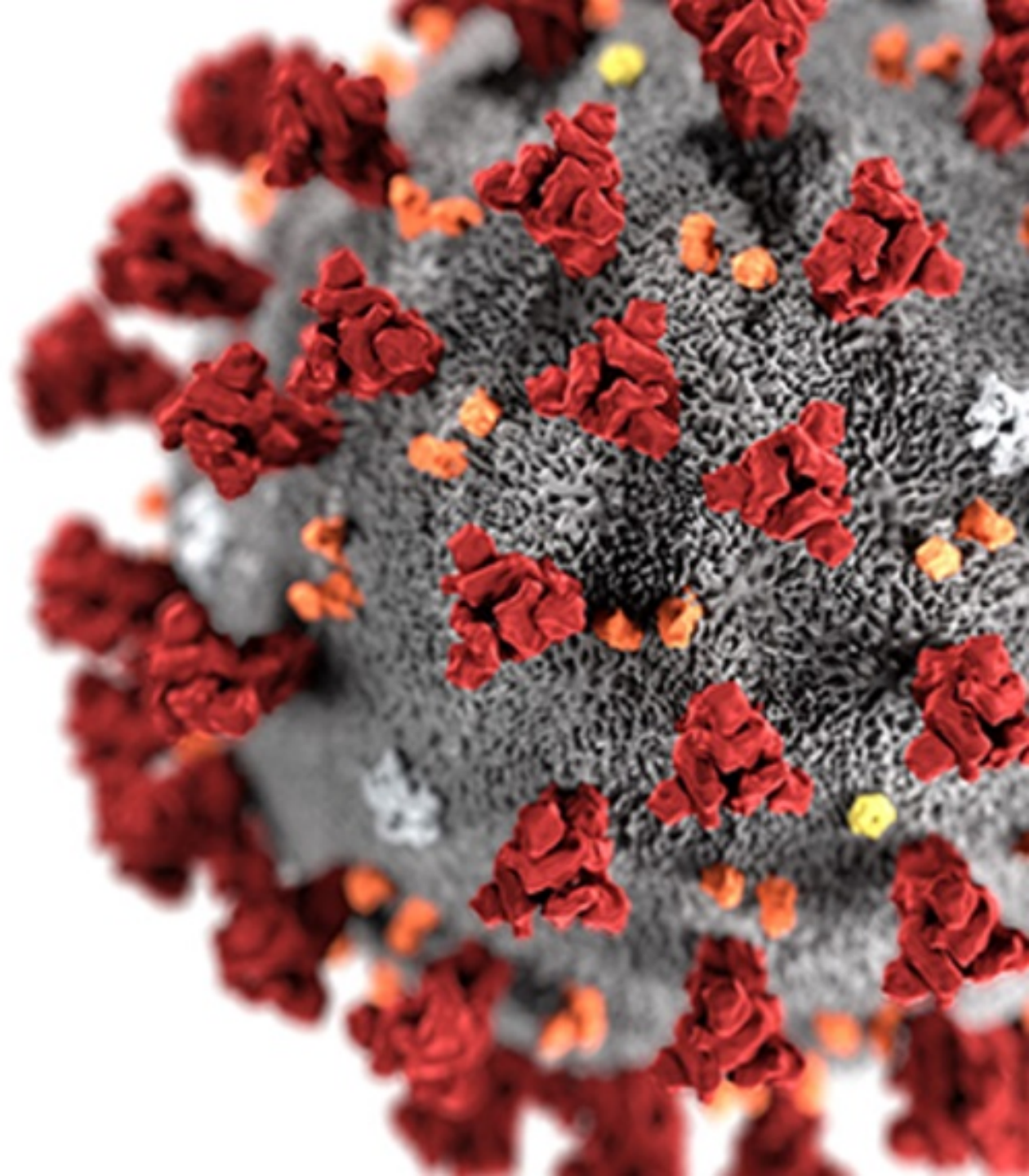
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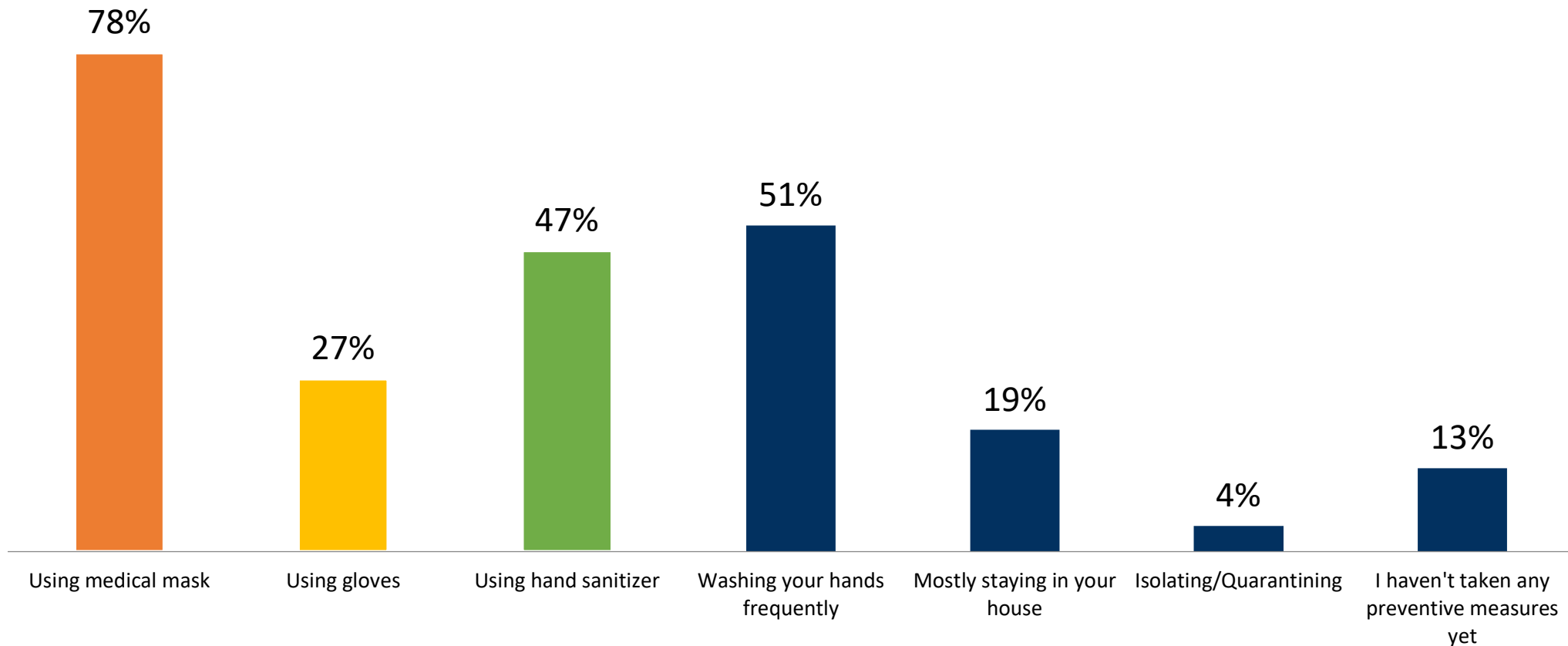
# **SECTION II:** **SOCIAL BEHAVIOR IN** **RESPONSE TO THE** **OUTBREAK OF COVID-19**



# ABOUT 3 IN 4 PAKISTANIS CLAIM THAT THEY USE MEDICAL MASKS AT MOST TIMES AS A PREVENTIVE MEASURE AGAINST COVID-19

*Question: What preventive measures are you taking against COVID-19?*

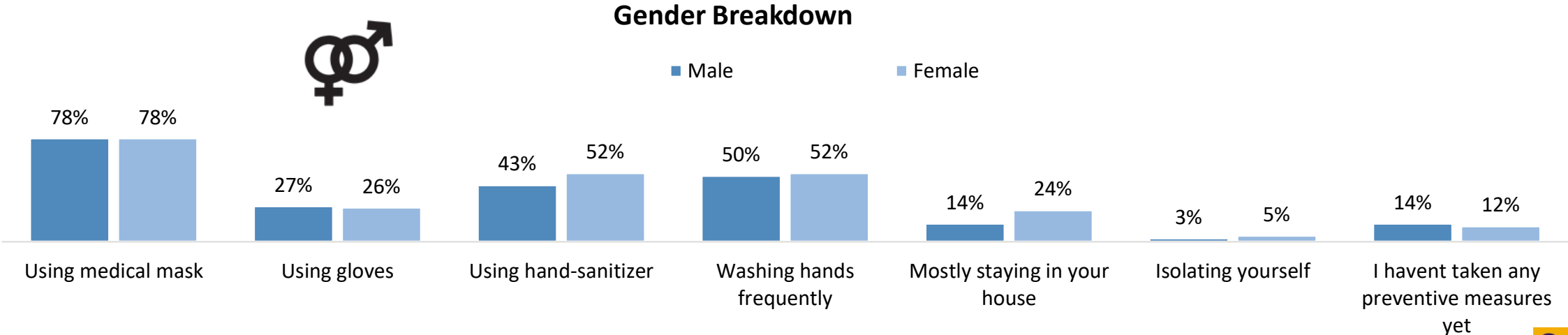
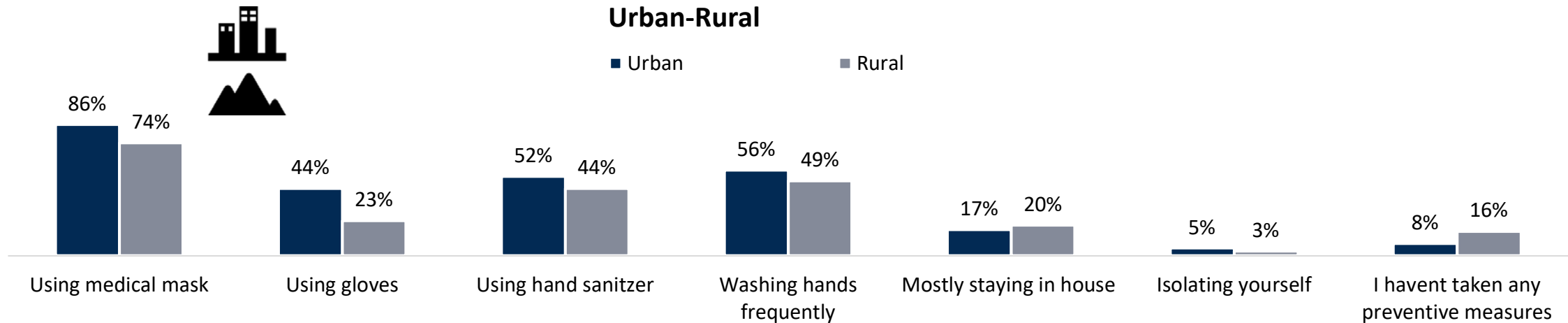
**All**



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# FEMALES ARE MORE LIKELY TO STAY IN THEIR HOUSE AS A PREVENTIVE MEASURE AGAINST CORONAVIRUS. RESPONDENTS IN THE URBAN AREAS ARE SLIGHTLY LIKELIER TO WEAR MASKS MORE OFTEN

Question: What preventive measures are you taking against COVID-19?



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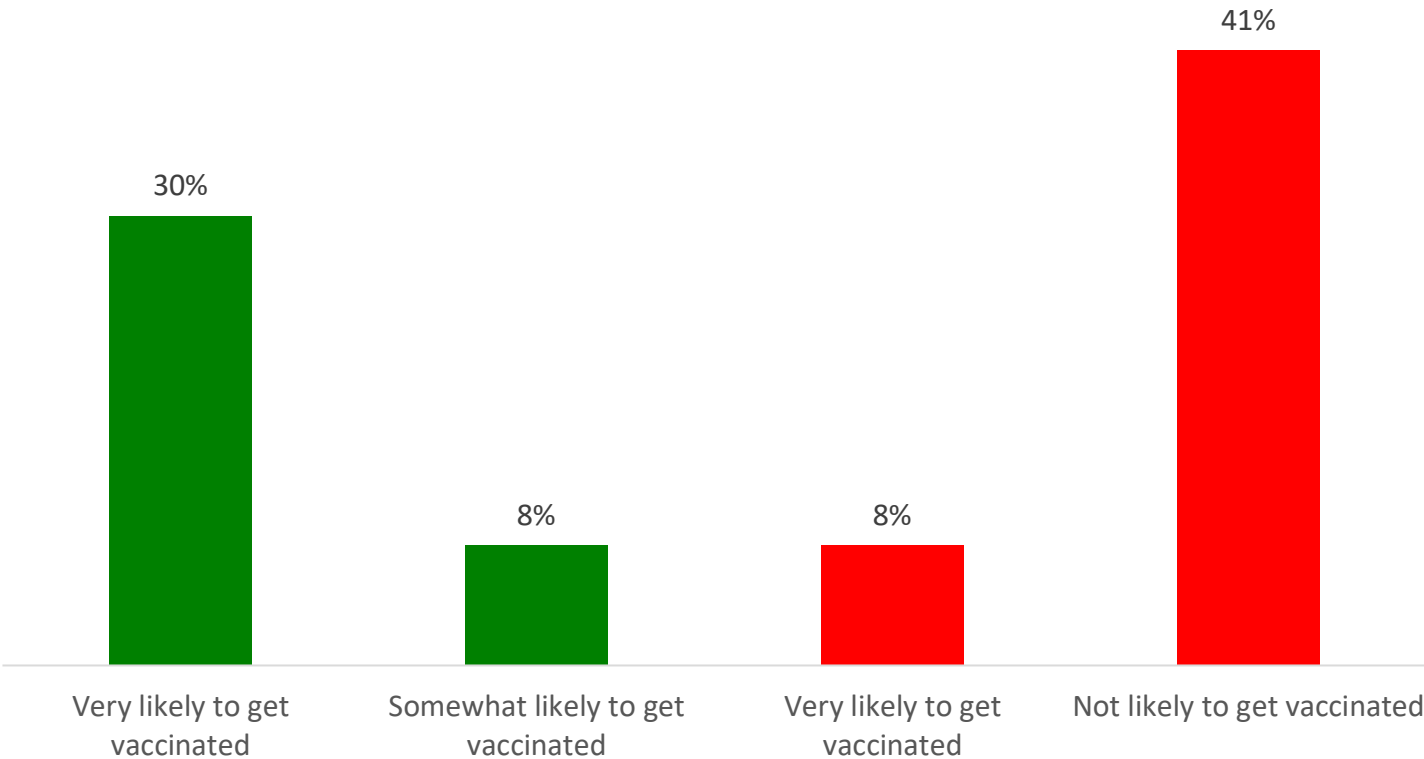
Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 49% PAKISTANIS ARE SKEPTICAL OF GETTING VACCINATED ONCE THE VACCINE IS AVAILABLE IN PAKISTAN

Question: Please tell us how likely you are to get vaccinated for COVID-19 once the vaccine is available in Pakistan?

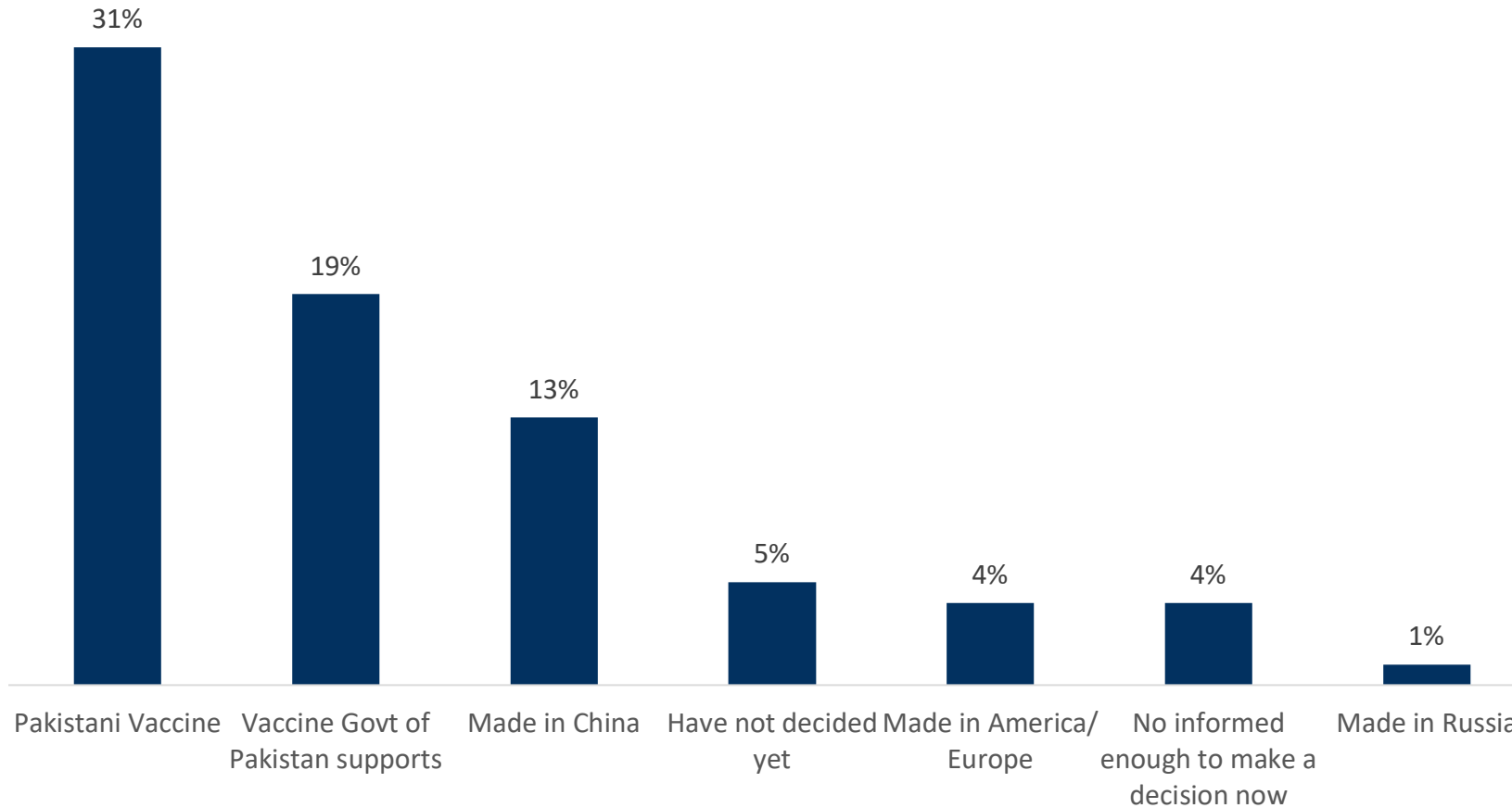
LIKELY TO GET VACCINATED=  
38%

NOT LIKELY TO GET  
VACCINATED= 49%



# 50% PAKISTANIS CLAIM THEY WILL OPT FOR A PAKISTANI VACCINE OR PAKISTANI GOVT BACKED VACCINE INSTEAD OF ANY FOREIGN MADE VACCINE; AMONG FOREIGN VACCINES, CHINESE MORE POPULAR THAN OTHERS

*Question: Imagine there are vaccines made in America/ Europe , vaccine made in China and Vaccine made in Russia . You have to choose between these three only. Each are available for free to you. Which one will you use?*

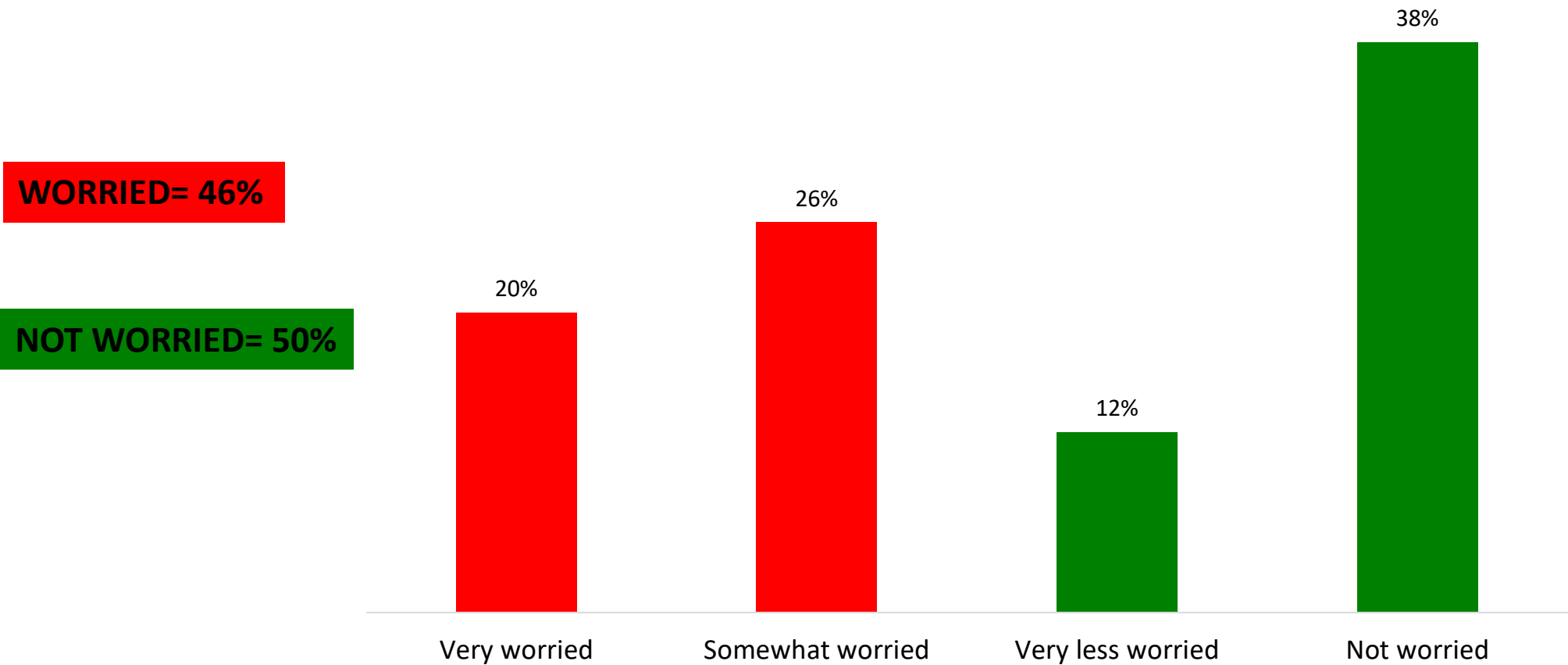


Figures don't add up to 100% as Don't Know/  
No Response not reported

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 38% PAKISTANIS ARE NOT WORRIED AT ALL WHEN SOMEONE AROUND THEM IS NOT WEARING A MASK IN PUBLIC SPACES

*Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - At public places when people around you are not wearing masks*

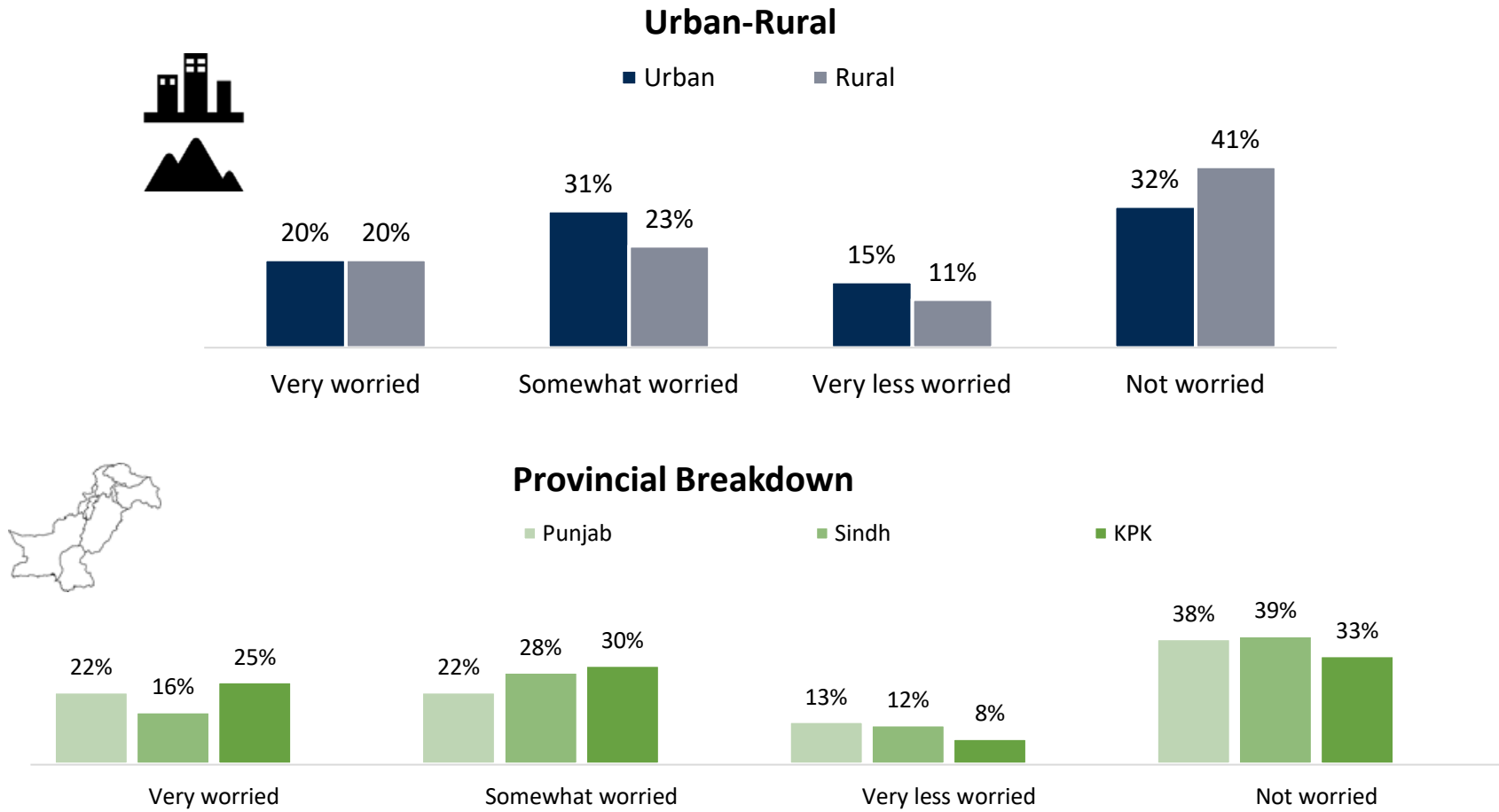


Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9



# RESPONDENTS IN RURAL AREAS ARE COMPARATIVELY LESS WORRIED IF PEOPLE AROUND THEM ARE NOT WEARING MASKS IN PUBLIC PLACES

Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - At public places when people around you are not wearing masks



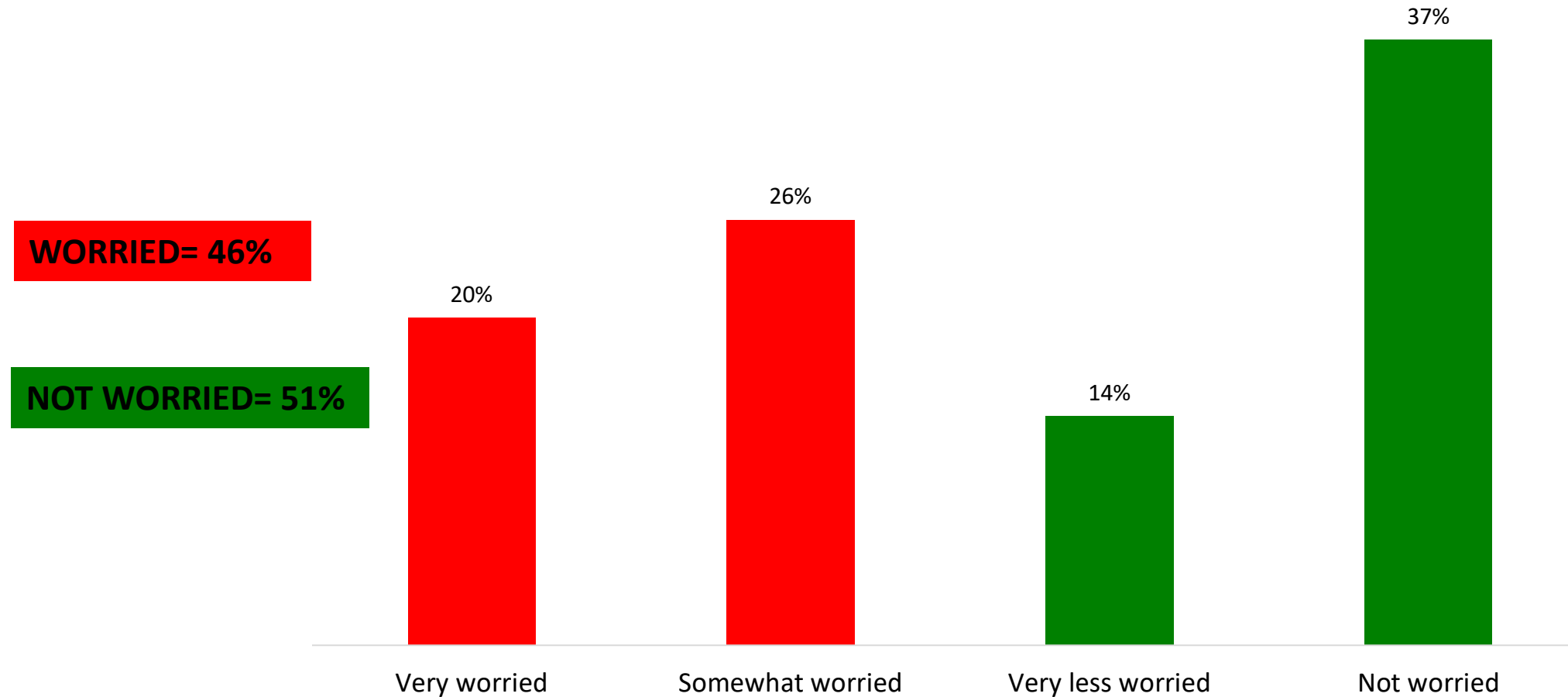
**Note: Balochistan results are not statistically significant so are not reported**

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Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 37% PAKISTANIS ARE NOT WORRIED WHEN CUSTOMERS AND/OR SHOPKEEPERS AROUND THEM ARE NOT WEARING MASKS WHILE SHOPPING

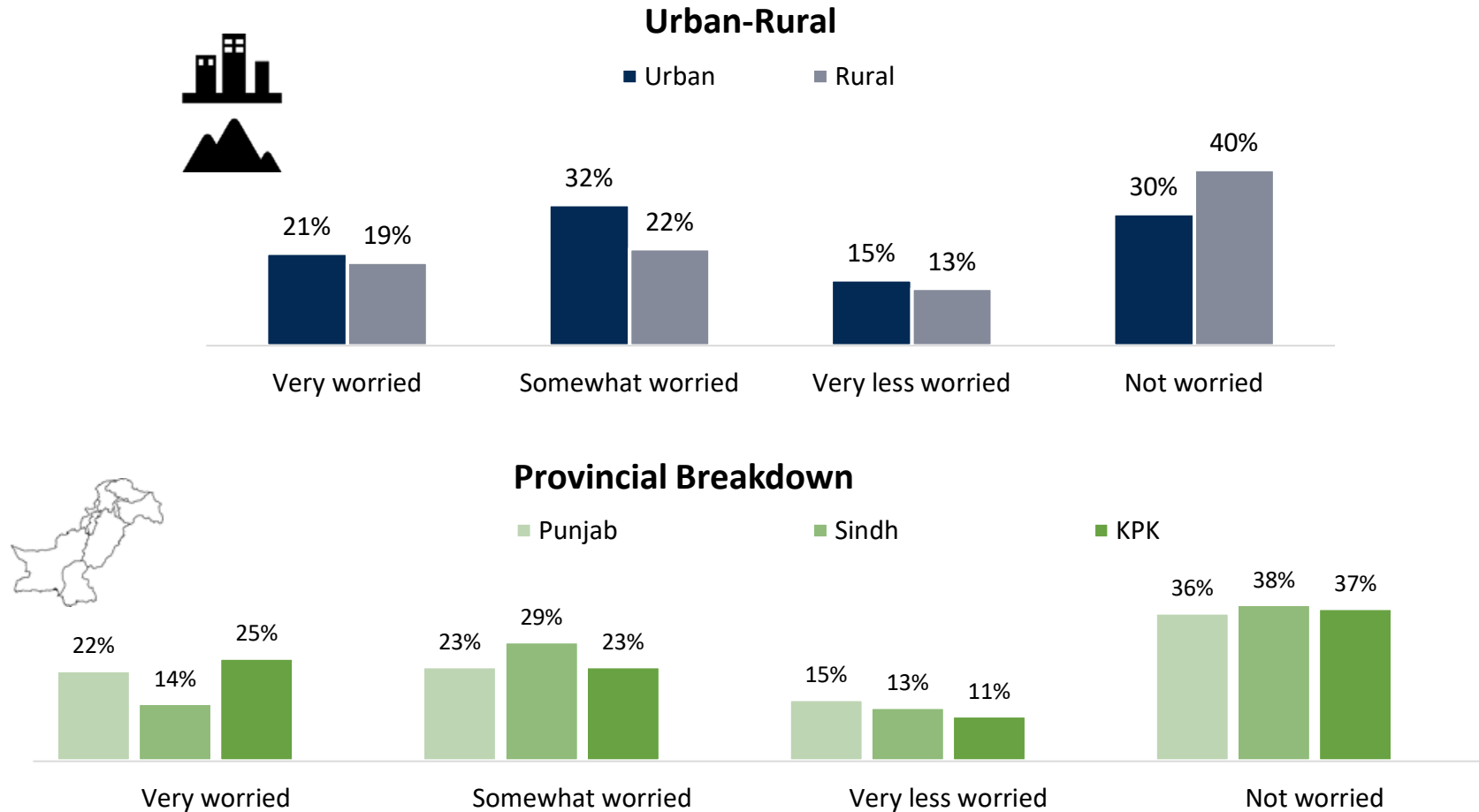
*Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - While shopping when shopkeepers or customers are not wearing masks*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 38% RESPONDENTS FROM SINDH ARE NOT WORRIED AT ALL WHEN PEOPLE AROUND THEM ARE NOT WEARING MASKS WHILE SHOPPING

*Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - While shopping when shopkeepers or customers are not wearing masks*



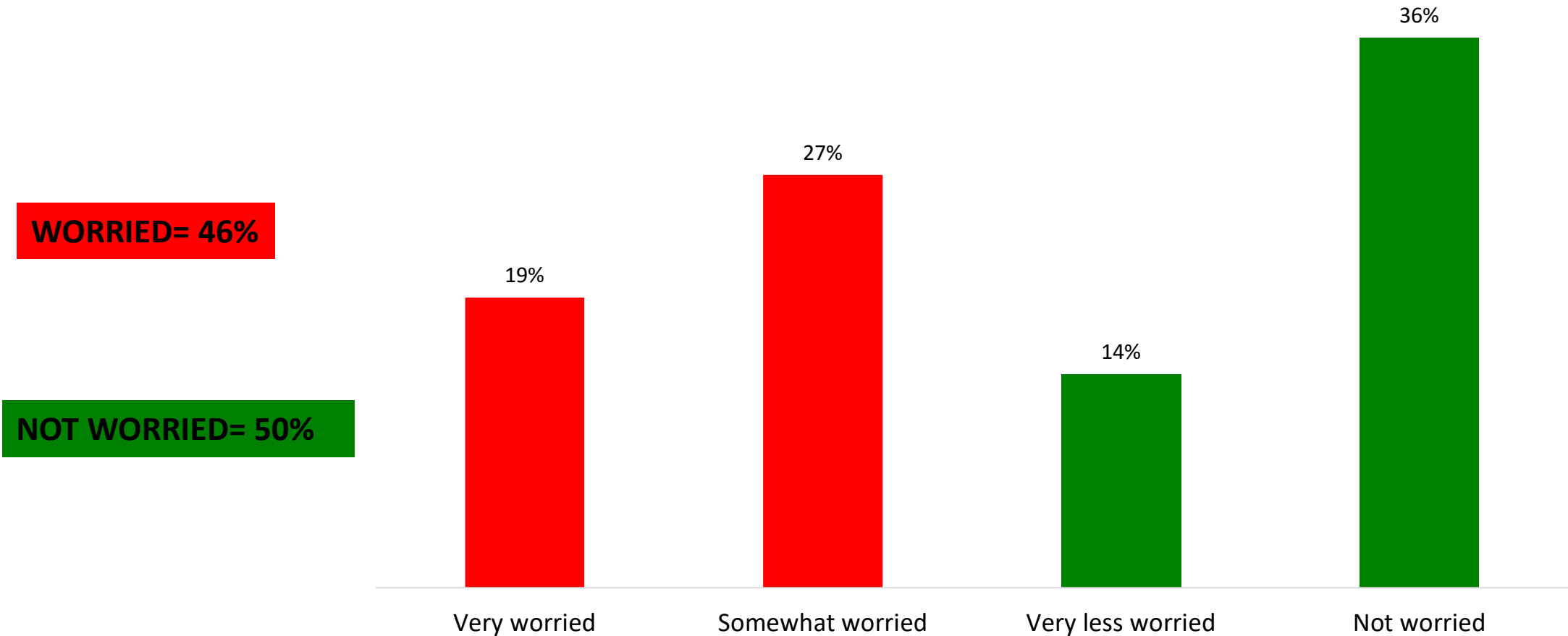
**Note: Balochistan results are not statistically significant so are not reported**

**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 1 IN 2 PAKISTANIS ARE NOT WORRIED OR VERY LESS WORRIED WHEN SOMEONE AROUND THEM IS NOT WEARING A MASK IN THEIR OFFICES OR WORKPLACES.

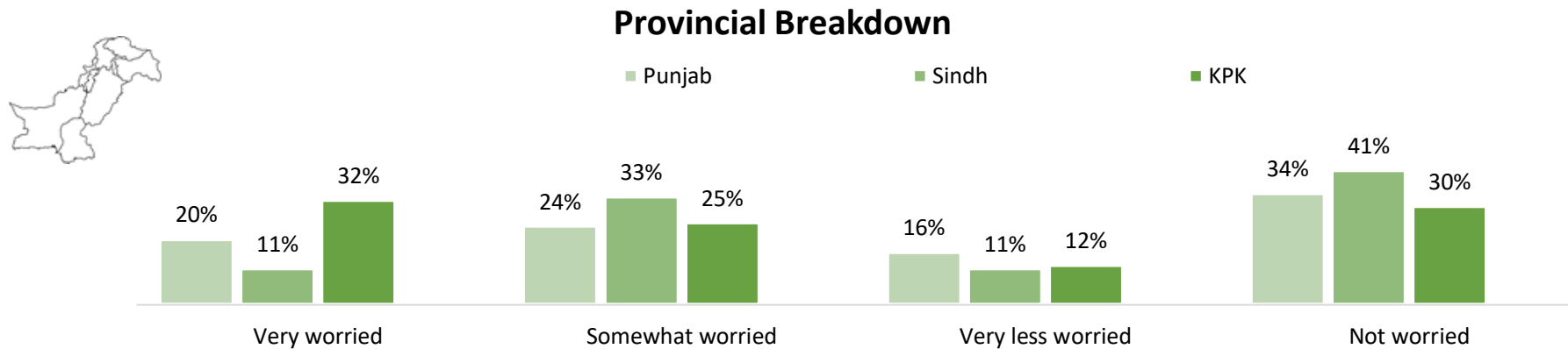
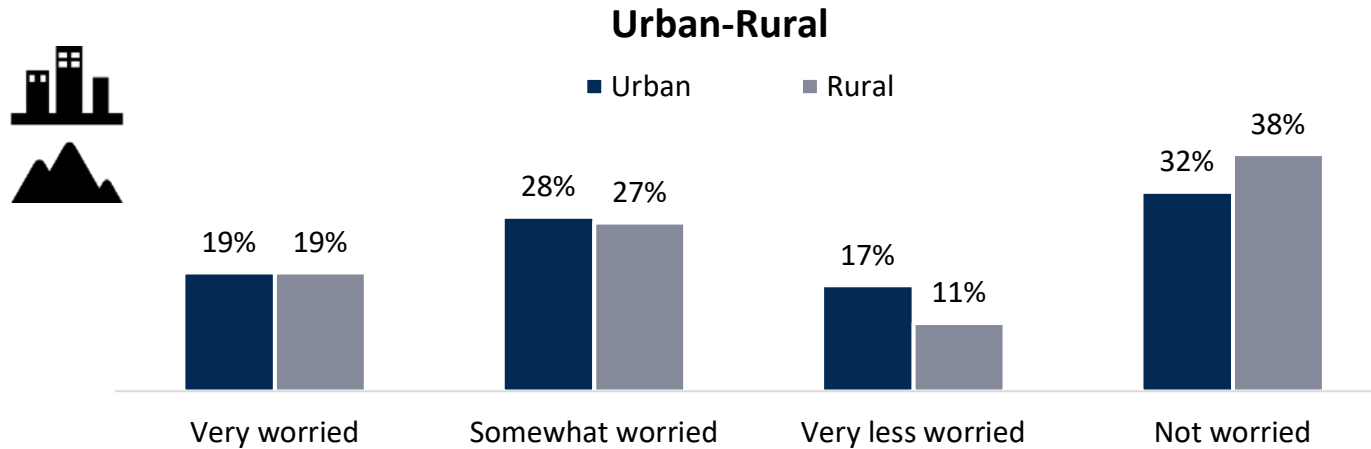
*Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - When people in your office/workplace are not wearing masks*



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# RESPONDENTS FROM RURAL AREAS ARE COMPARATIVELY LESS WORRIED WHEN PEOPLE IN THEIR WORKPLACE ARE NOT WEARING A MASK

*Question: Please tell us from the following situations how worrying it is for you when people around you are not wearing masks? - When people in your office/workplace are not wearing masks*



**Note: Balochistan results are not statistically significant so are not reported**

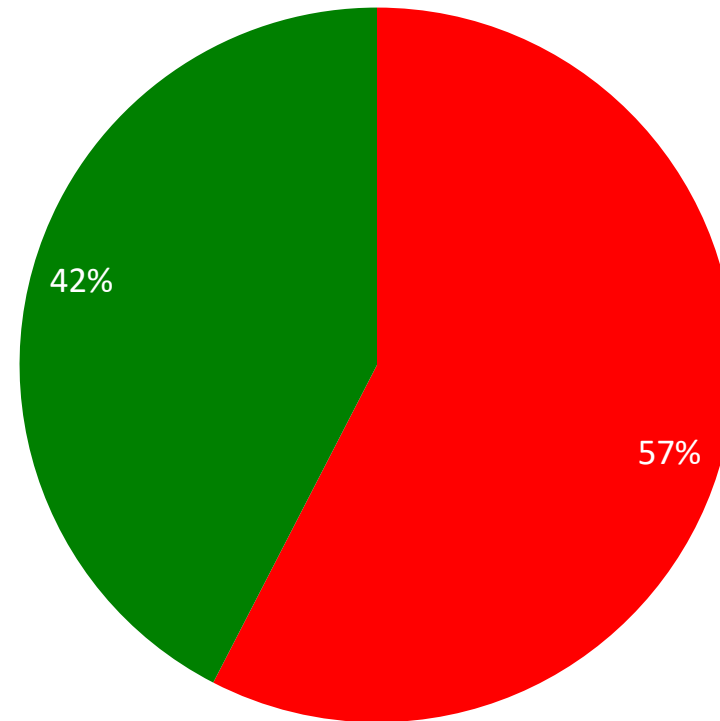
**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 57% RESPONDANTS CLAIM THAT THEIR NEIGHBOURS GENERALLY WEAR MASKS

*Question: Do your neighbors in general wear masks?*

■ Yes ■ No

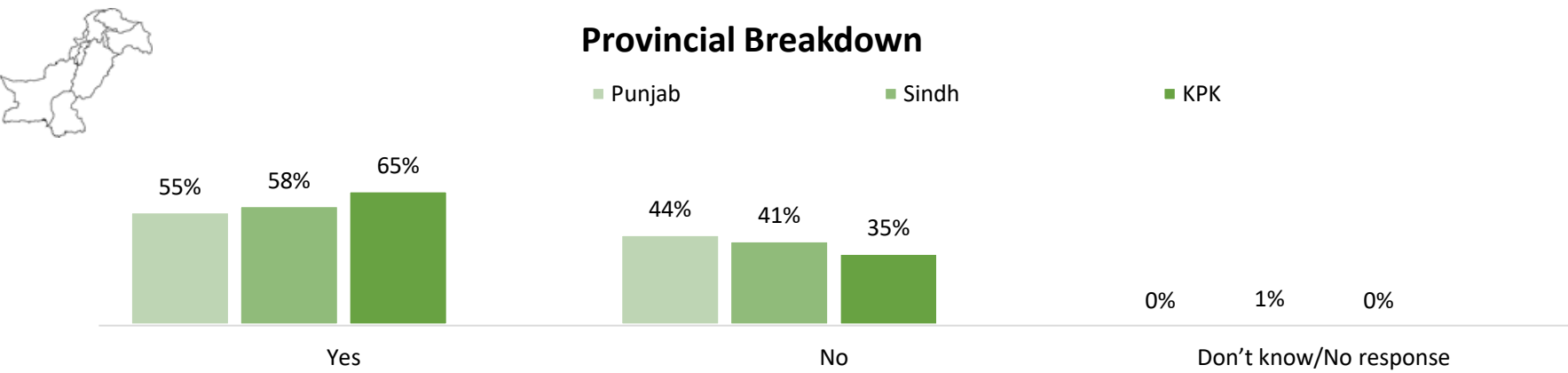
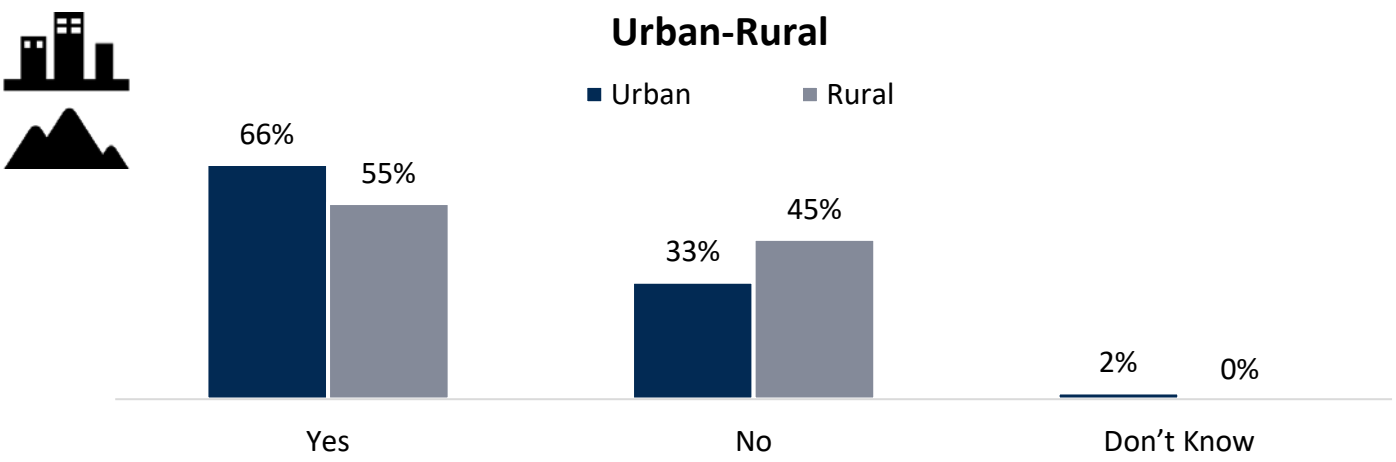


Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9



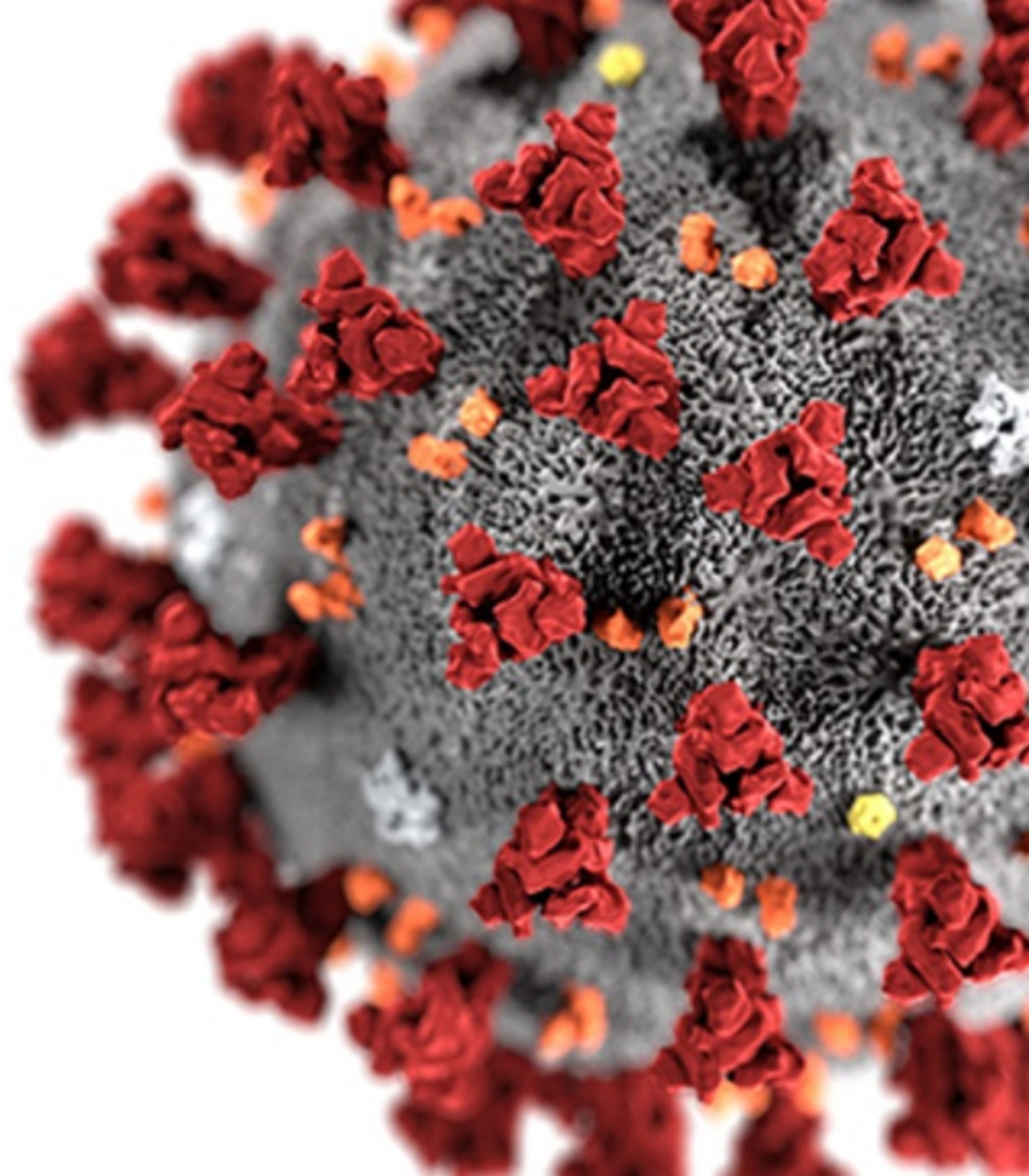
# A GREATER NUMBER OF URBAN RESPONDENTS CLAIMED THEIR NEIGHBORS GENERALLY WEAR MASKS

Question: Do your neighbors in general wear masks?



**Note: Balochistan results are not statistically significant so are not reported**  
**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

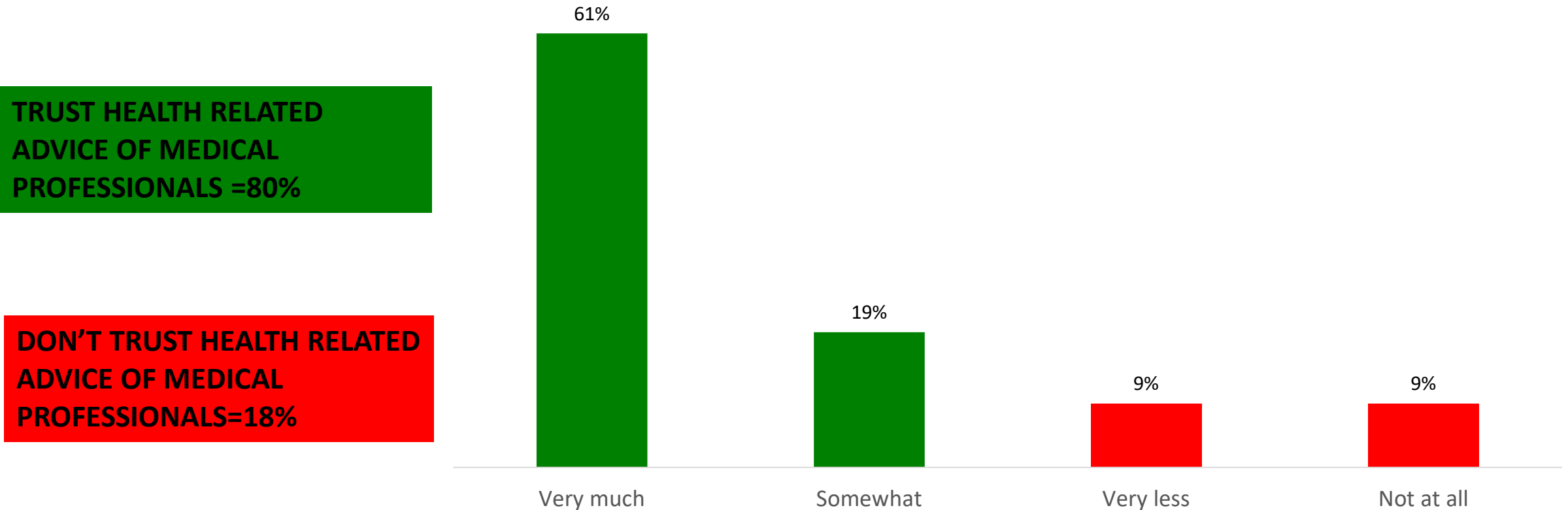
# **SECTION III:** **PUBLIC TRUST IN** **MEDICAL AND HEALTH** **RELATED ADVICE** **COVID-19 OUTBREAK**



# MEDICAL PROFESSIONALS AND DOCTORS ARE TRUSTED VERY MUCH BY 61% OF THE RESPONDENTS WHEN IT COMES TO MEDICAL AND HEALTH RELATED ADVICE

*Question: Please tell, to what extent you trust the medical and health related advice of the following people? - Medical professionals/doctors*

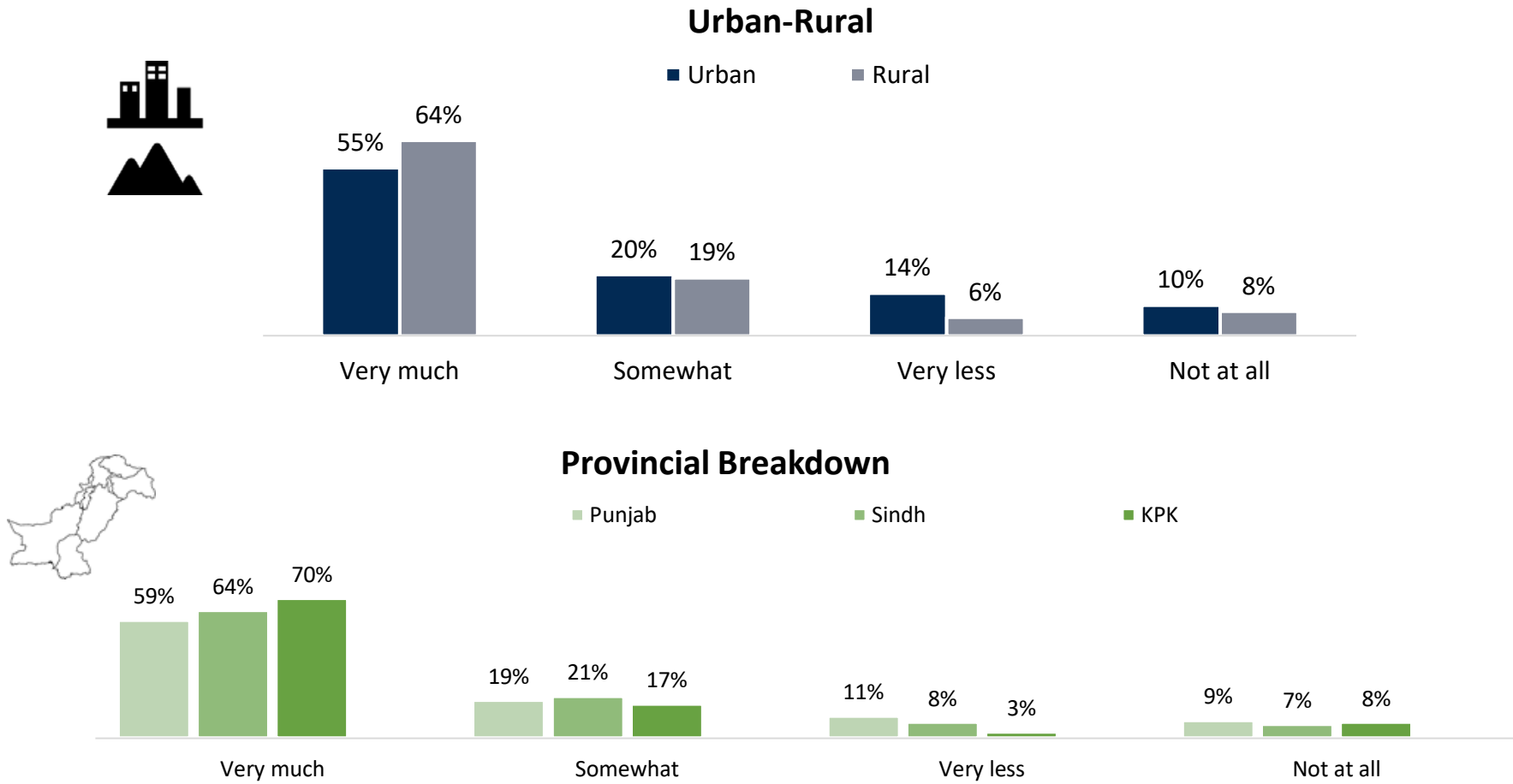
**Wave 9, December**



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# MEDICAL PROFESSIONALS AND DOCTORS WERE MOST TRUSTED FOR THEIR MEDICAL ADVICE BY RESPONDENTS FROM KPK

Question: Please tell to what extent you trust the medical and health related advice of the following people? - Medical professionals/doctors



**Note: Balochistan results are not statistically significant so are not reported**

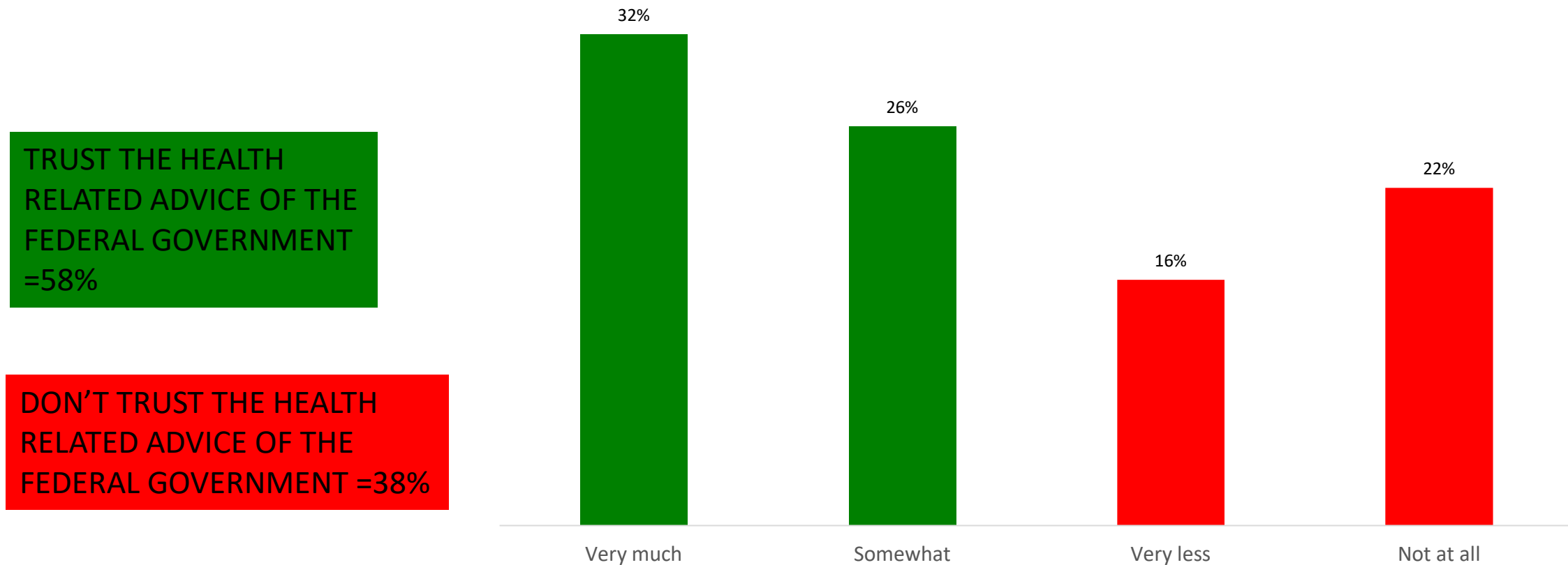
**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 32% RESPONDENTS CLAIM THEY TRUST THE FEDERAL GOVERNMENT VERY MUCH WHEN IT COMES TO MEDICAL AND HEALTH RELATED ADVICE

*Question: Please tell to what extent you trust the medical and health related advice of the following people? - Federal Government*

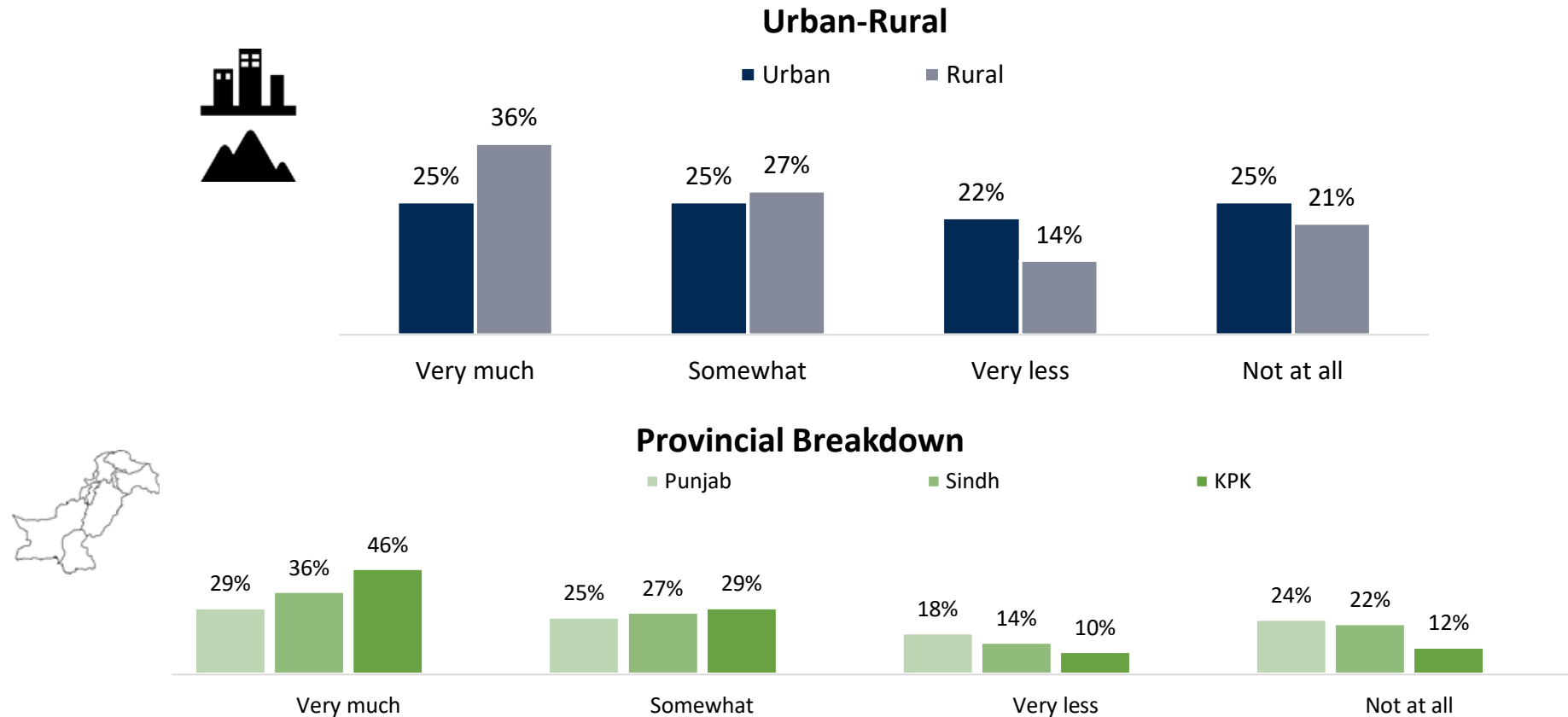
Wave 9, December



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# 46% RESPONDENTS FROM KPK CLAIM THEY TRUST THE ADVICE OF THE FEDERAL GOVERNMENT PERTAINING TO HEALTH VERY MUCH

*Question: Please tell to what extent you trust the medical and health related advice of the following people? - Federal Government*



**Note: Balochistan results are not statistically significant so are not reported**

**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9



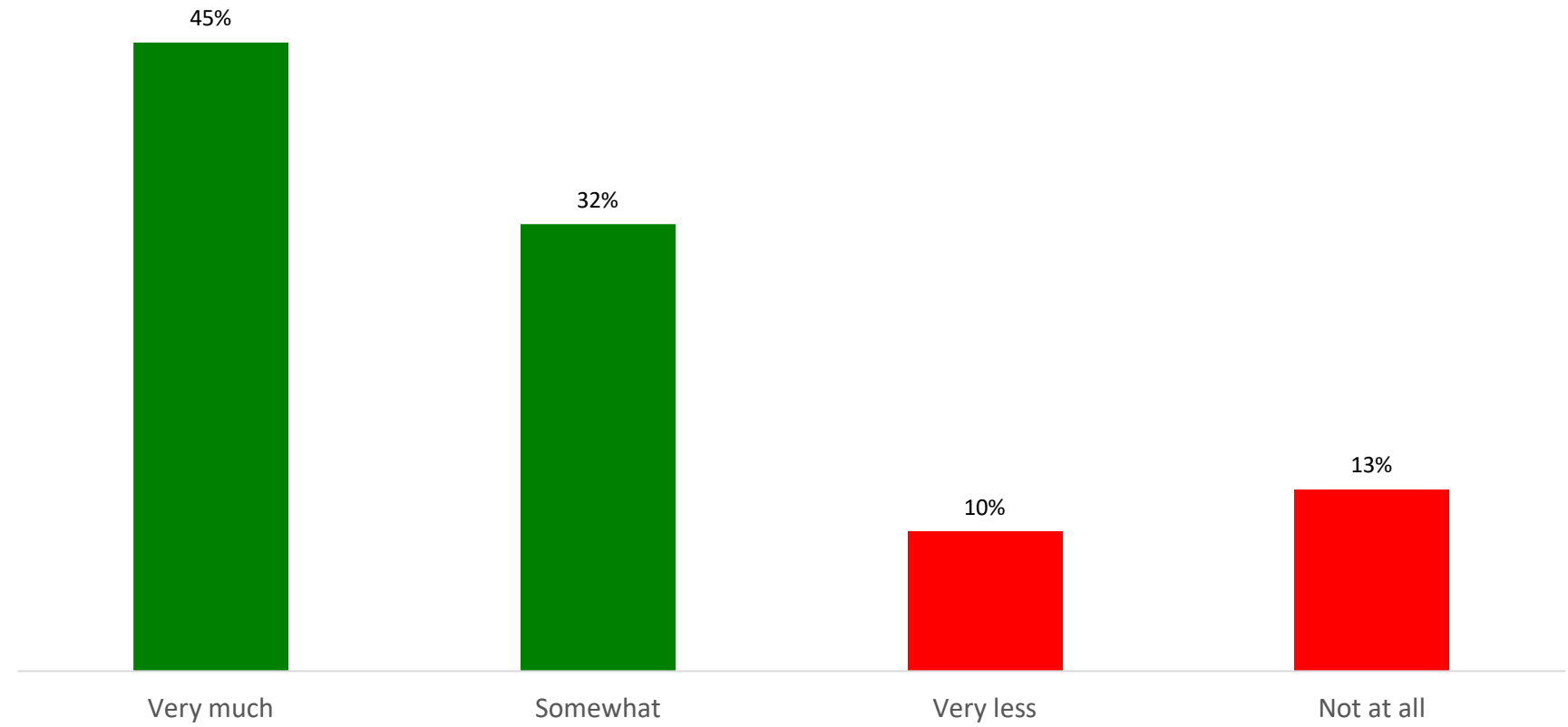
# A HUGE NUMBER OF RESPONDENTS (45%) SEEM TO TRUST THE MEDICAL AND HEALTH CARE ADVICE OF FAMILY AND FRIENDS

*Question: Please tell to what extent you trust the medical and health related advice of the following people? - Family/Friends*

Wave 9, December

**TRUST THE HEALTH RELATED  
ADVICE OF FAMILY/FRIENDS  
=77%**

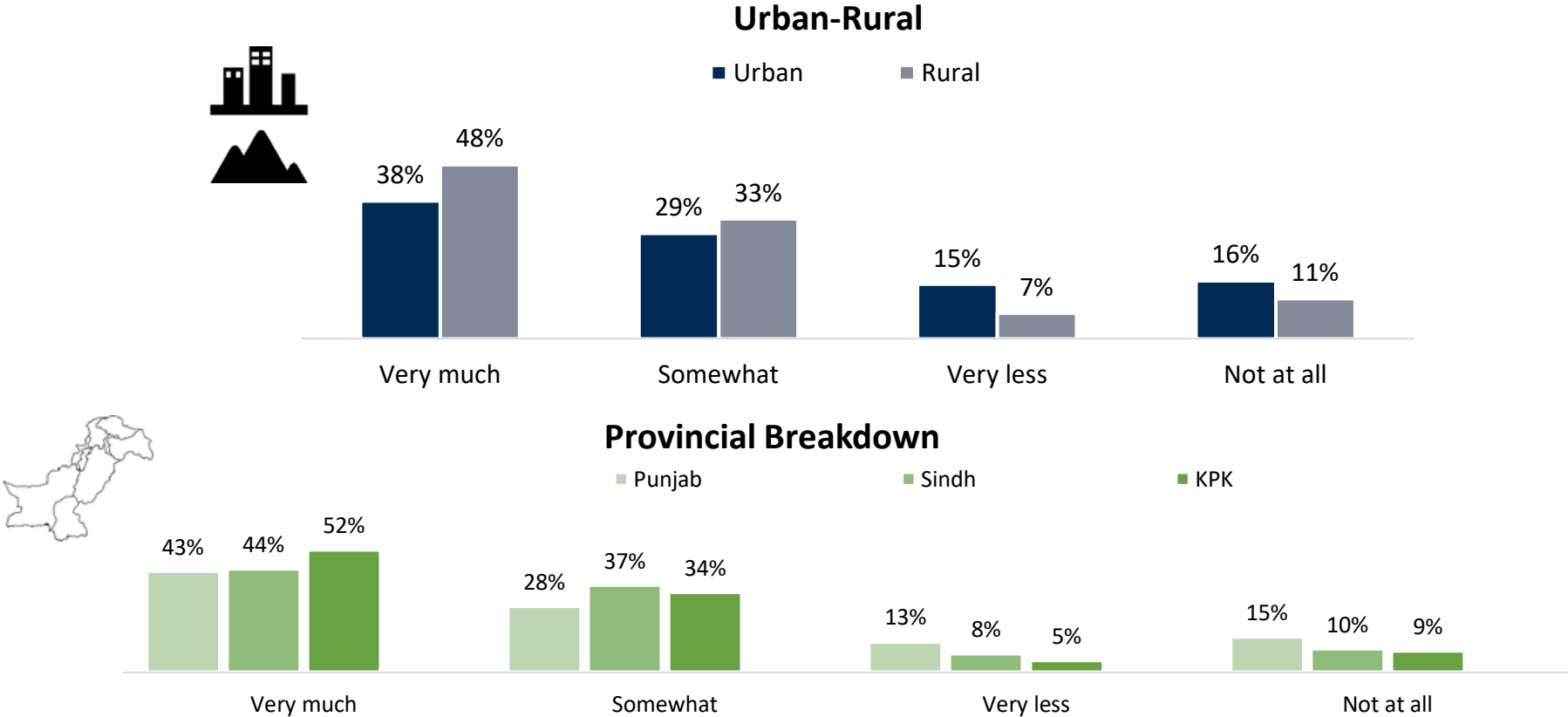
**DON'T TRUST THE HEALTH  
RELATED ADVICE OF FAMILY/  
FRIENDS= 23%**



Source: Gallup Pakistan Coronavirus Attitude Tracker Survey 2020, Wave 9

# A GREAT PROPORTION OF RESIDENTS FROM RURAL AREAS TRUST THE MEDICAL AND HEALTH RELATED ADVICE OF THEIR FAMILIES AND FRIENDS

Question: Please tell to what extent you trust the medical and health related advice of the following people? - Family/Friends



**Note: Balochistan results are not statistically significant so are not reported**

**Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.**

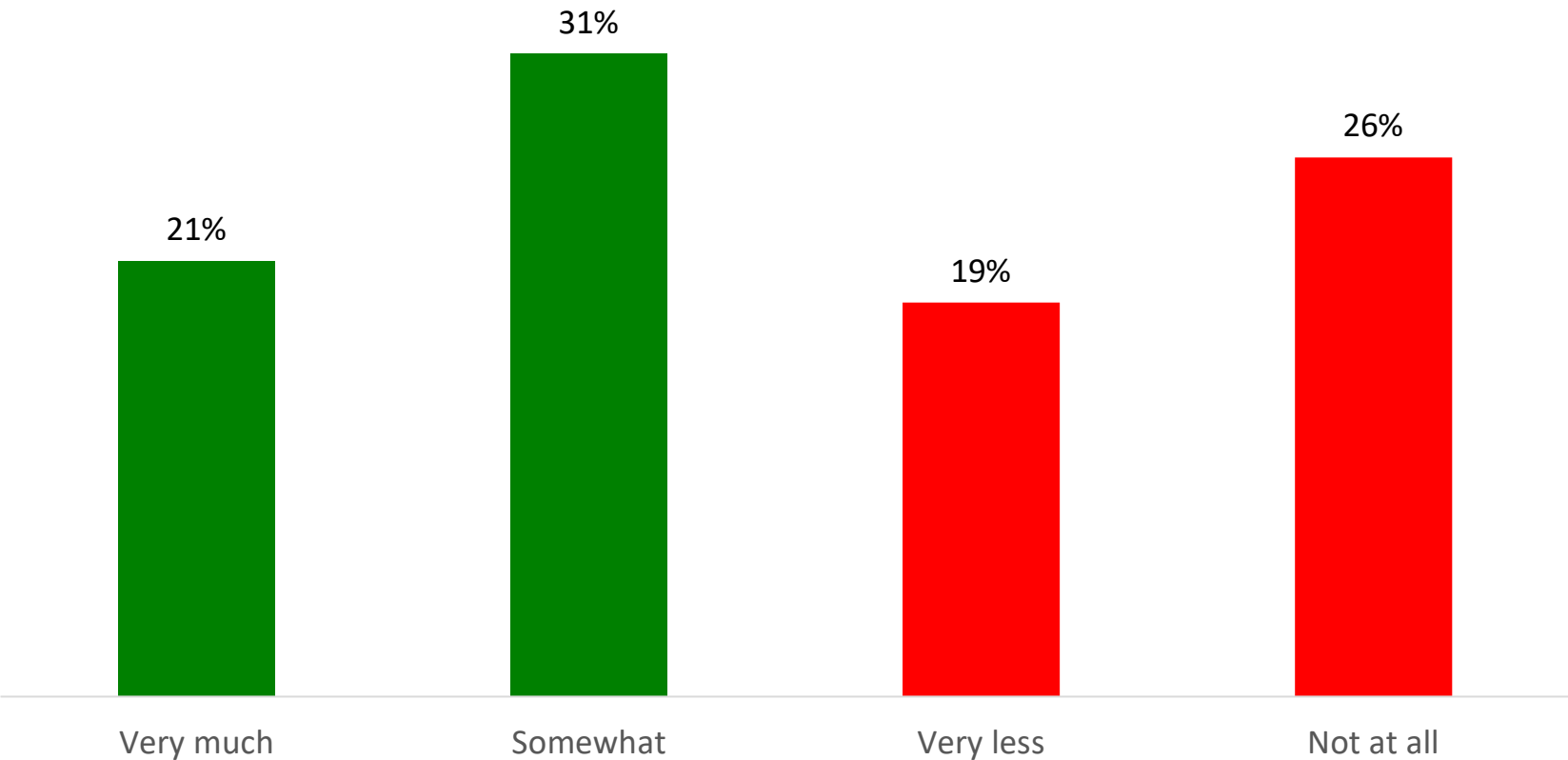
# 40% PUT VERY LESS OR NO TRUST AT ALL IN THE MEDIA PERTAINING TO MEDICAL AND HEALTH RELATED ADVICE

Question: Please tell to what extent you trust the medical and health related advice of the following people? - Media

Wave 9, December

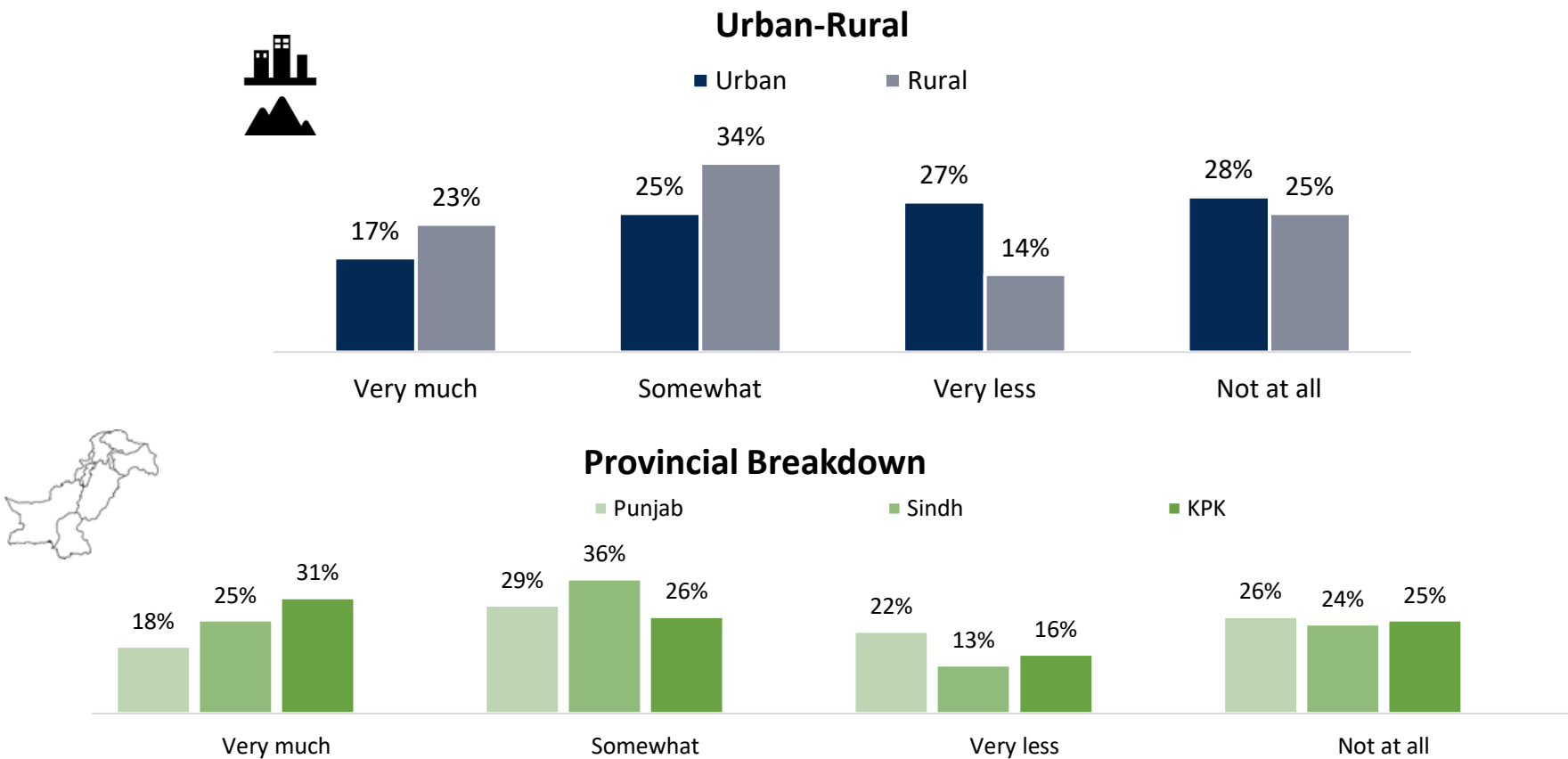
TRUST THE HEALTH RELATED  
ADVICE OF THE MEDIA =52%

DON'T TRUST THE HEALTH  
RELATED ADVICE OF THE MEDIA  
=45%



# 48% RESPONDENTS FROM PUNJAB HAD NO OR VERY LESS TRUST IN THE MEDICAL AND HEALTH RELATED ADVICE OF THE MEDIA

Question: Please tell to what extent you trust the medical and health related advice of the following people? - Media



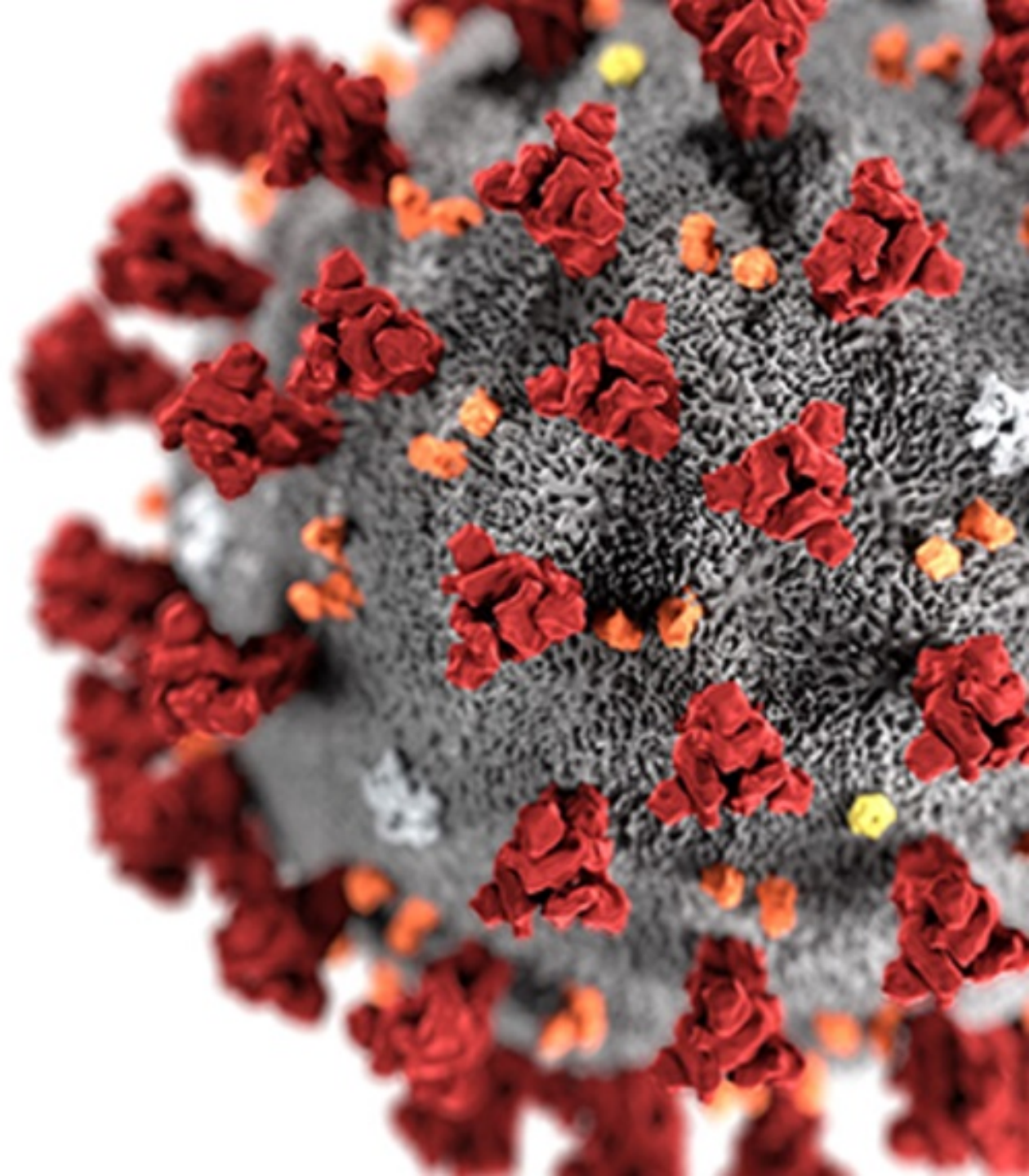
Note: Balochistan results are not statistically significant so are not reported

Caution: Findings below the national level have significantly different error margin calculations. We advise use of the below national numbers only as telling broad direction of the results and not as statistically significant numbers.

# Who Do People Trust the most in terms of COVID-19 Advice? Medical Professionals Top by far with media being the least trustworthy

| Groups/ People        | Trust (Somewhat or a lot) |
|-----------------------|---------------------------|
| Media                 | 52%                       |
| Family / Friends      | 77%                       |
| Federal Govt          | 58%                       |
| Medical Professionals | 81%                       |

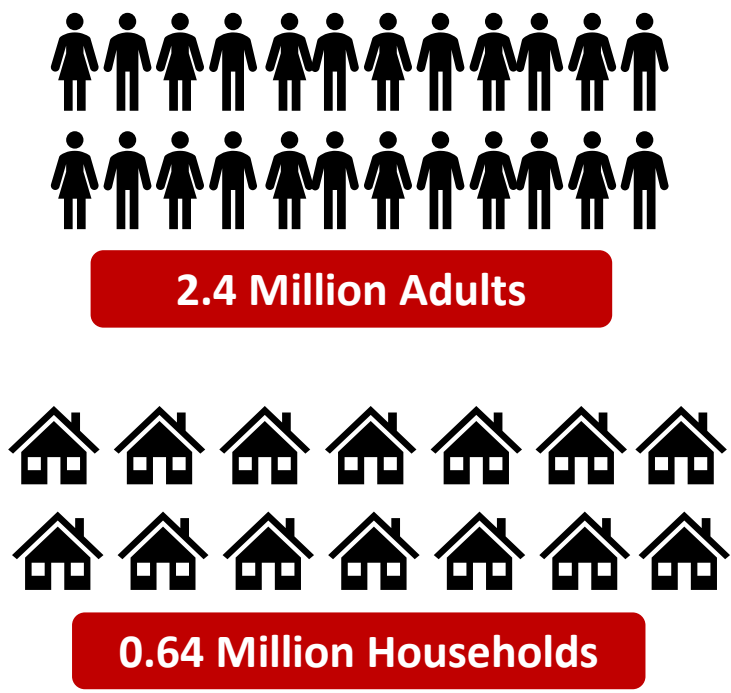
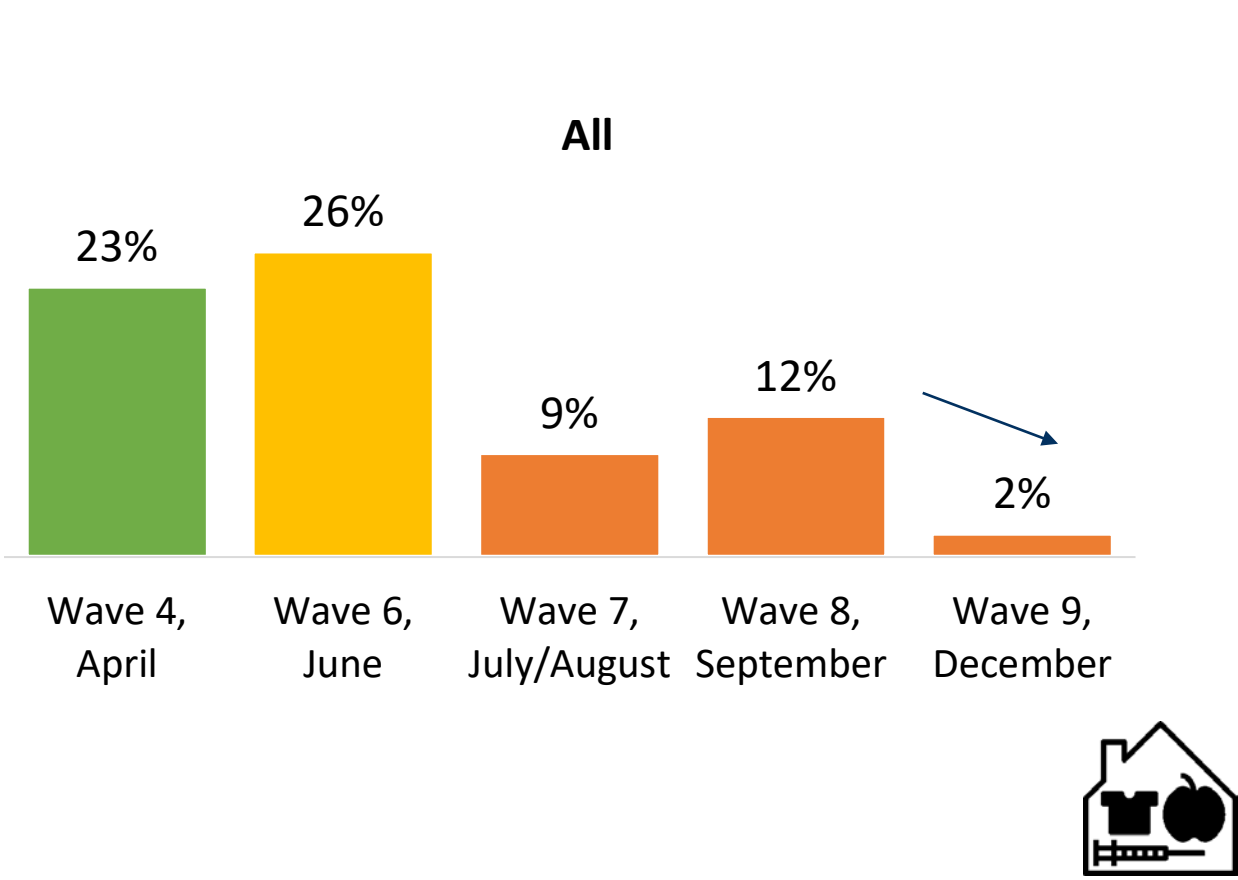
# **SECTION IV:** **COVID-19 AND** **ECONOMIC IMPACT ON** **HOUSEHOLDS**





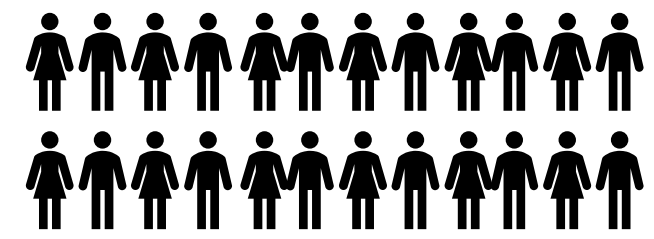
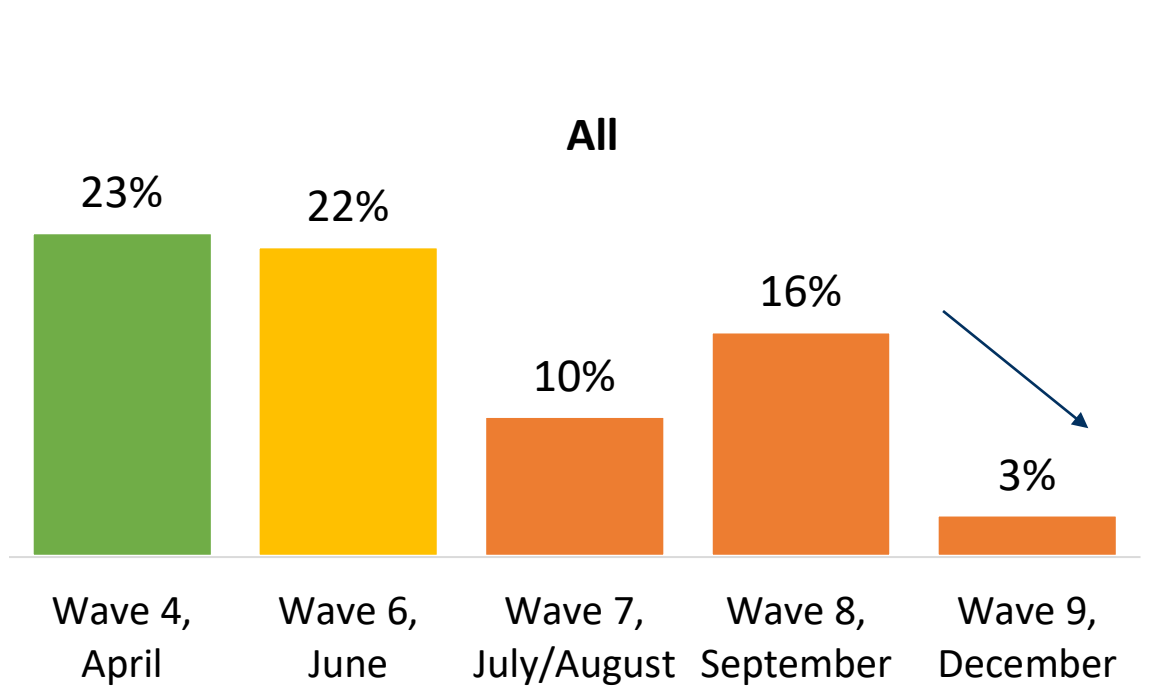
# SUBSTANTIAL DECREASE IN THE PROPORTION OF PAKISTANIS WHO CLAIM TO HAVE REDUCED THE NUMBER OR SIZE OF MEALS FOR SOME FAMILY MEMBERS TO COVER THEIR HOUSEHOLD'S BASIC NEEDS

Question: In the past 7 days, did you 'Reduced the number or size of meals for some household members' to cover your household's basic needs? (only reporting percentage of people who agreed)



# AFTER WAVE 8, THERE HAS BEEN A SIGNIFICANT FALL IN THE NUMBER OF PEOPLE WHO RELIED ON LESS PREFERRED AND LESS EXPENSIVE FOODS TO COVER BASIC HOUSEHOLD NEEDS IN WAVE 9 IN DECEMBER.

Question: In the past 7 days, did you 'Rely on less preferred and less expensive foods' to cover your household's basic needs?  
(only reporting percentage of people who agreed)



3.6 Million Adults

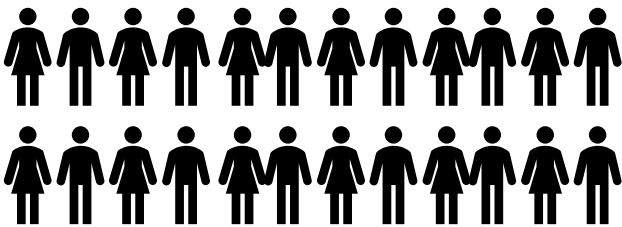
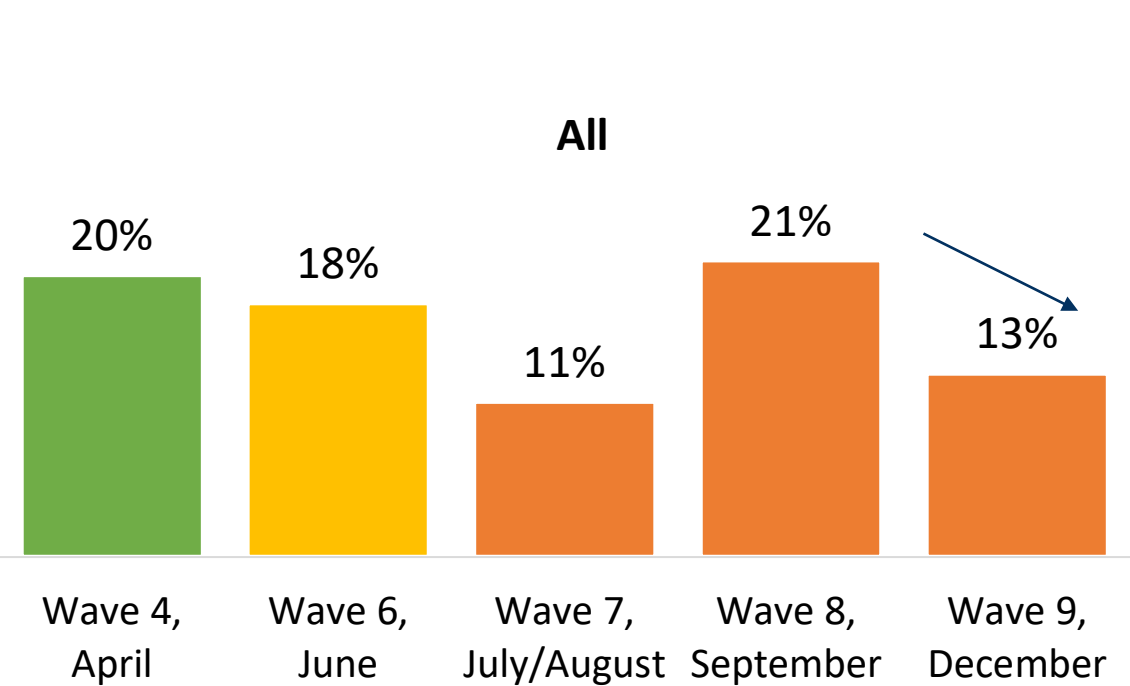


0.96 Million Households



# SINCE SEPTEMBER, PROPORTION OF PAKISTANIS WHO SAY THEY HAVE BORROWED FOOD OR ASKED FOR HELP FROM A FRIEND OR RELATIVE IN THE PAST 7 DAYS TO COVER THEIR HOUSEHOLD'S BASIC NEEDS HAS REDUCED

*Question: In the past 7 days, did you 'Borrow food or ask for help from a friend or relative' to cover your household's basic needs? (only reporting percentage of people who agreed)*



**15.6 Million Adults**

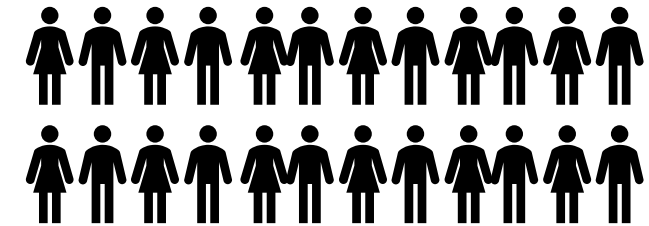
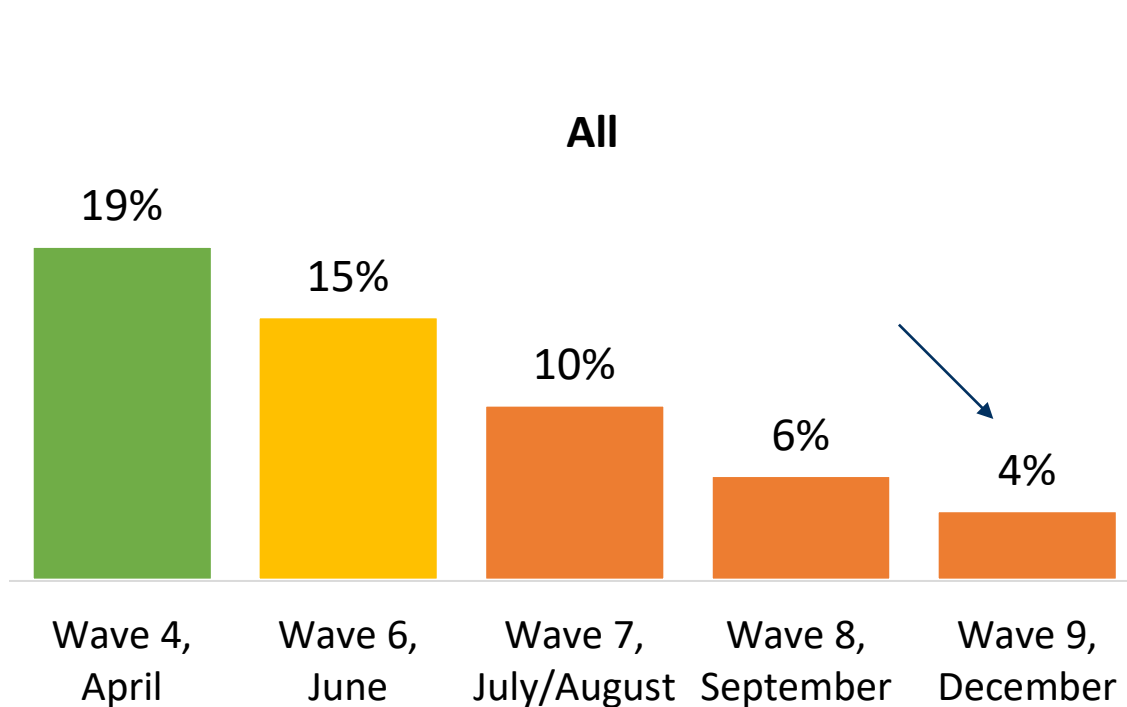


**4.16 Million Households**



# ALMOST 1.3 MILLION HOUSEHOLDS HAVE HAD TO LEAN ON THEIR SAVINGS TO COVER BASIC HOUSEHOLD NEEDS IN THE PAST 7 DAYS

*Question: In the past 7 days, did you 'Use cash or bank savings' to cover your household's basic needs?  
(only reporting percentage of people who agreed)*



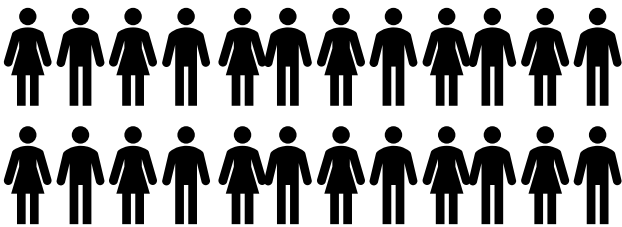
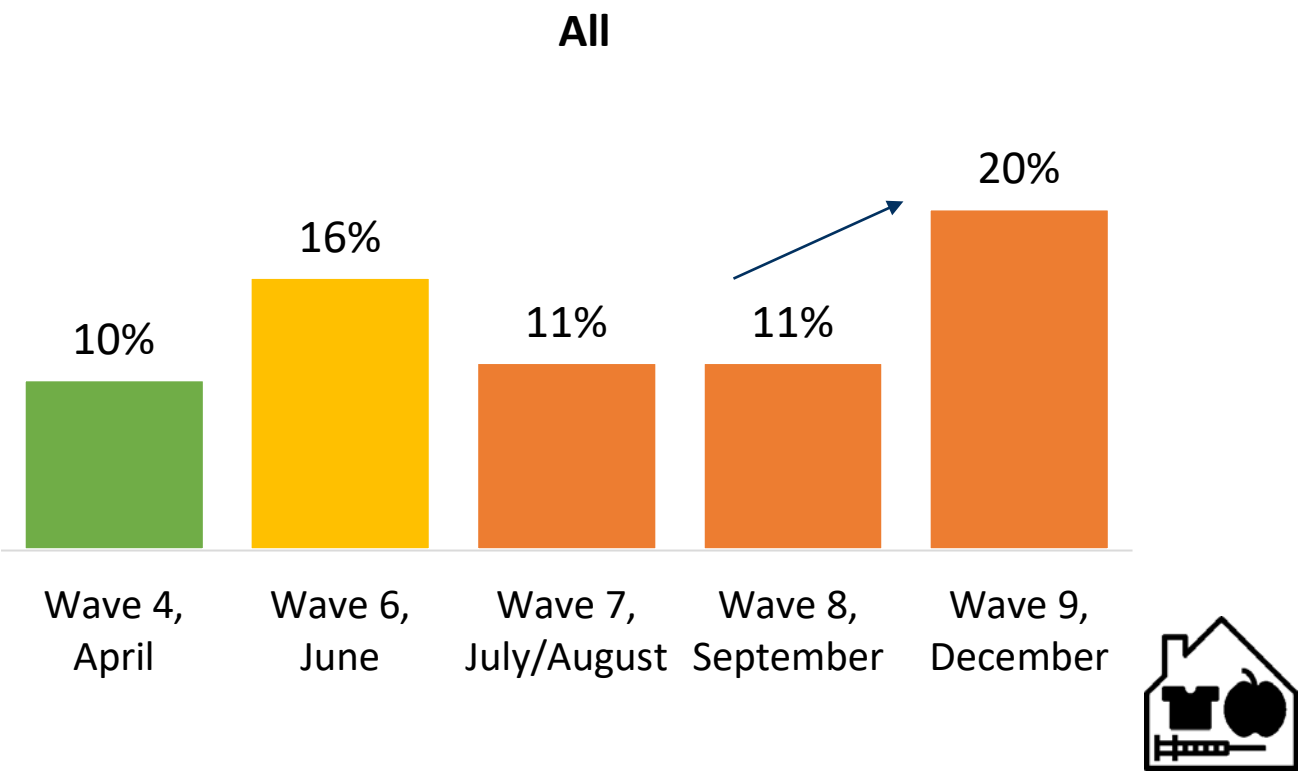
**4.8 Million Adults**



**1.28 Million Households**

# AN INCREASING PROPORTION (20%) PAKISTANIS REPORT HAVING STARTED TO LOOK FOR WAYS TO EARN ADDITIONAL MONEY TO COVER THEIR HOUSEHOLD'S BASIC NEEDS

*Question: In the past 7 days, did you 'Look for ways to earn additional money (e.g. work more hours, do an occasional job etc.)' to cover your household's basic needs? (only reporting percentage of people who agreed)*



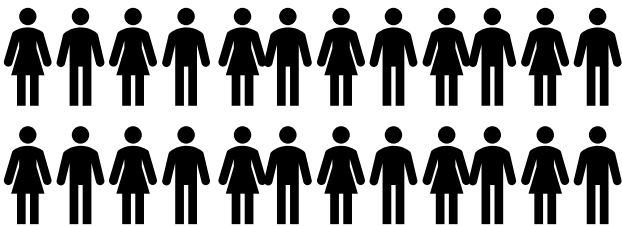
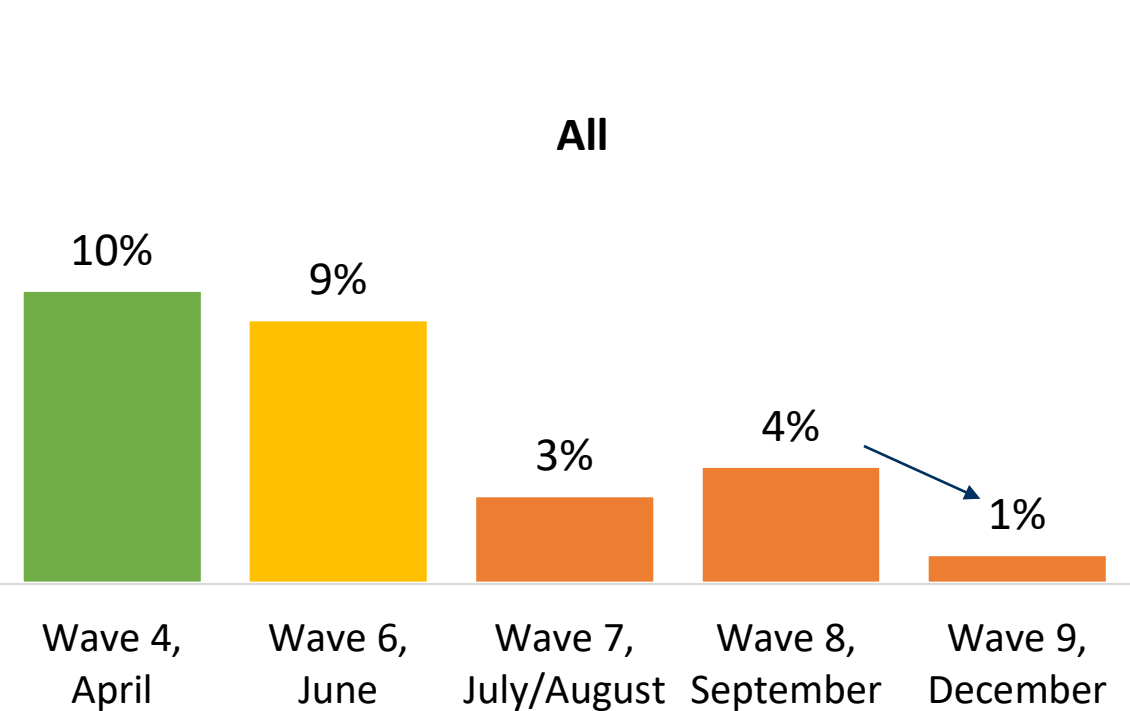
24 Million Adults



6.4 Million Households

0.3 MILLION HOUSEHOLDS CLAIM TO HAVE RELIED ON GOVERNMENT OR NGO ASSISTANCE IN THE PAST WEEK TO COVER THEIR HOUSEHOLD'S BASIC NEEDS. THE PROPORTION HAS DECREASED SINCE THE LAST WAVE IN SEPTEMBER

Question: In the past 7 days, did 'rely on government or NGO assistance to cover your household's basic needs?  
(only reporting percentage of people who agreed)



1.2 Million Adults

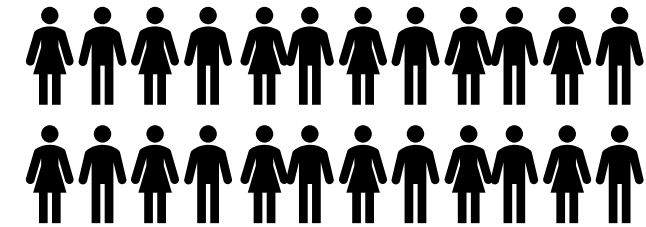
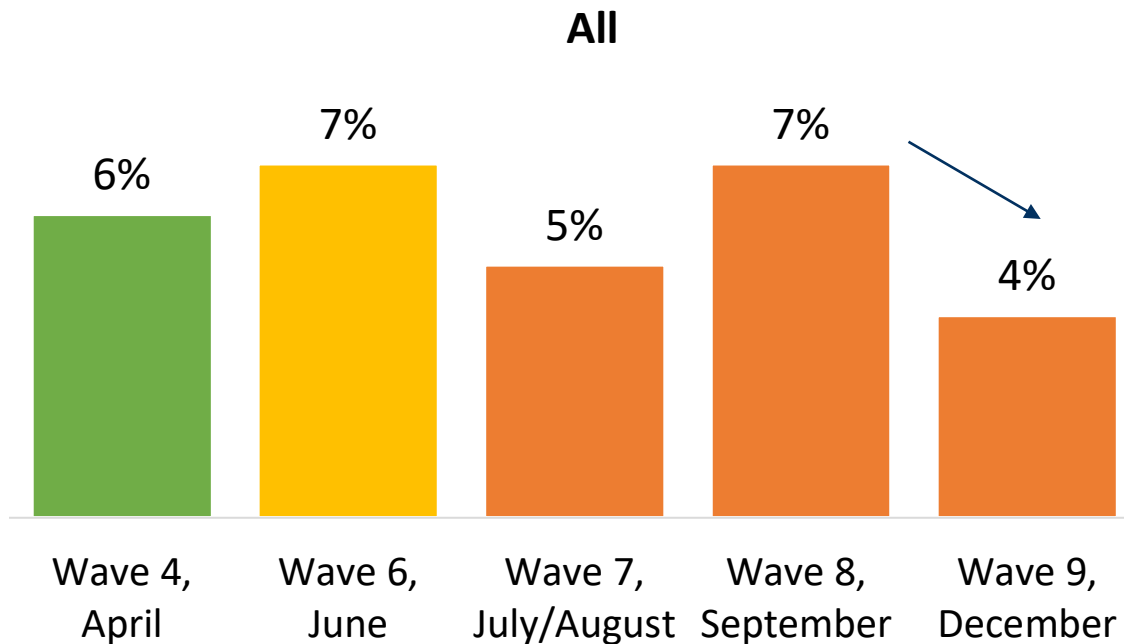


0.32 Million Households



# AROUND 5 MILLION ADULTS CLAIM TO HAVE SOLD SOME ASSETS IN THE PAST 7 DAYS TO COVER THEIR BASIC HOUSEHOLD NEEDS

*Question: In the past 7 days, did you 'Sell assets' to cover your household's basic needs?*



**4.8 Million Adults**



**1.3 Million Households**

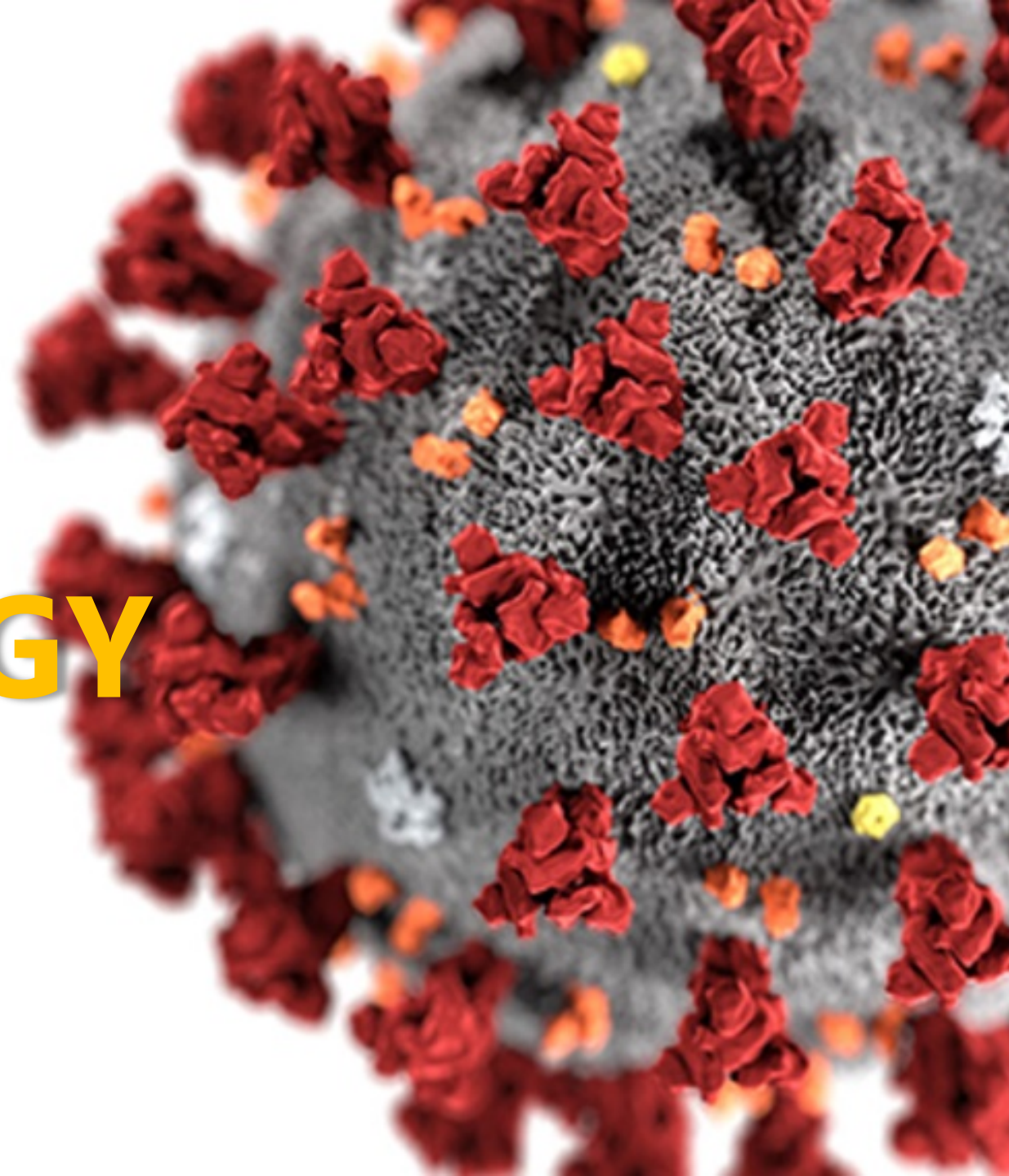




# GALLUP INDICATOR OF ECONOMIC WELL BEING DURING COVID 19 – Improves on 6 of 7 Indicators

|  |                                    |
|--|------------------------------------|
| <i>Sell assets' to cover your household's basic needs</i>  | 4% (Improved from Wave 8 by 3%)    |
| <i>Rely on government or NGO assistance to cover your household's basic needs</i>  | 1% (improved from Wave 8 by 3%)    |
| <i>Look for ways to earn additional money (e.g. work more hours, do an occasional job etc.)' to cover your household's basic needs</i>                         | 20% (increased by 8 % from Wave 8) |
| <i>Use cash or bank savings' to cover your household's basic needs</i>   | 4% (reduced by 2% from Wave 8)     |
| <i>Borrow food or ask for help from a friend or relative' to cover your household's basic needs? (only reporting percentage of people who agreed)</i>          | 13% (reduced by 7% from Wave 8)    |
| <i>Reduced the number or size of meals for some household members' to cover your household's basic needs? (only reporting percentage of people who agreed)</i> | 2% (reduced by 10 % from Wave 8)   |
| <i>Rely on less preferred and less expensive foods' to cover your household's basic needs? (only reporting percentage of people who agreed)</i>                | 3% (reduced by 13% from wave 8)    |

# METHODOLOGY



# METHODOLOGY



**SAMPLE SIZE: 1081**



**CATI INTERVIEWS**



**ERROR MARGIN**

±2 to 3% at 95% confidence level  
for national level results



**DATA COLLECTION**

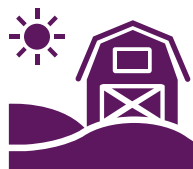
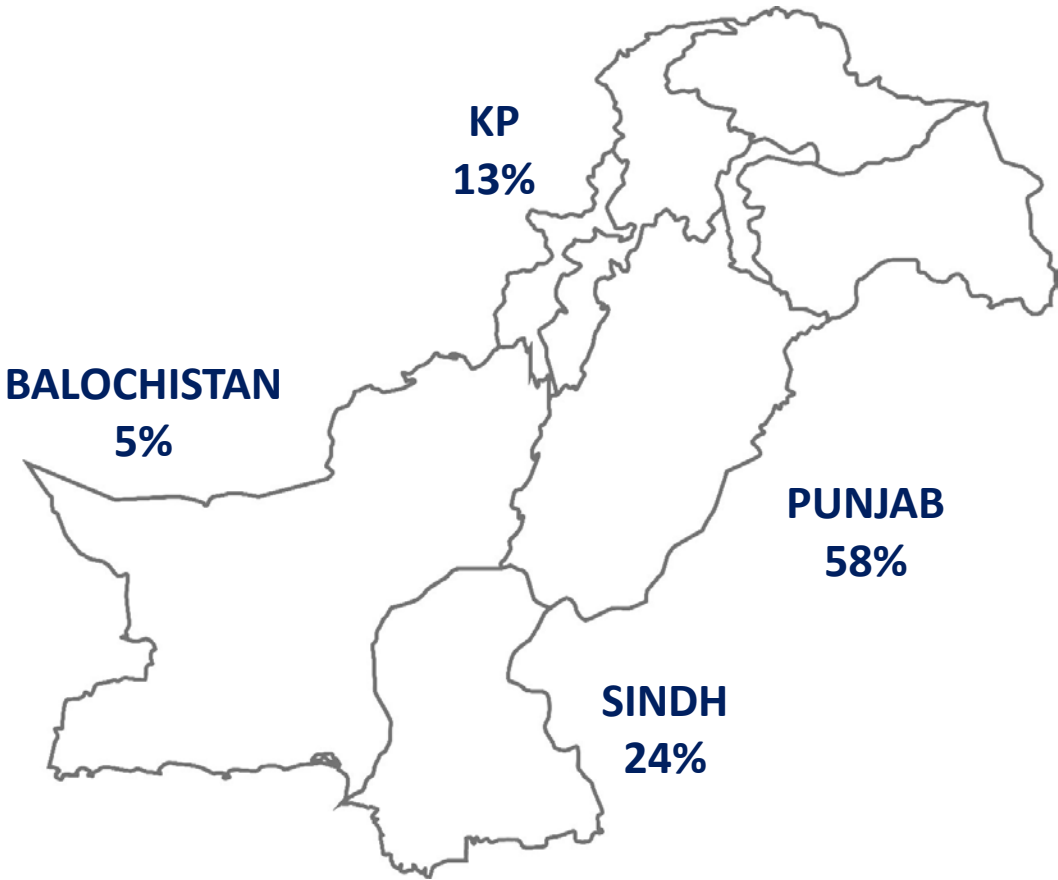
24 December 2020 - 15  
January 2021

## Detailed Note on Methodology

Gallup Pakistan's usual approach of fieldwork is conducting face-to-face interviews in households using geographical sampling. The sampling is done using the census as the frame. Due to coronavirus lockdown, as well as health and safety concerns, we have halted all face-to-face interviews, therefore CATI methodology has been employed.

This methodology uses Random Digit Dialling approach where all mobile phone numbers in Pakistan (130 million active sims) are the universe.

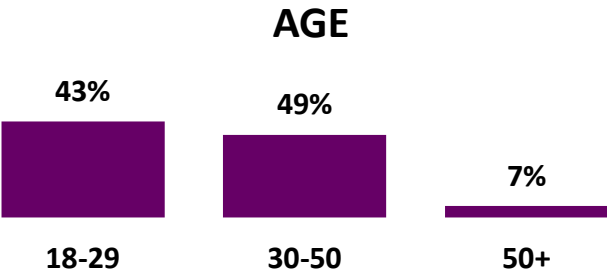
Exclusion in sample: According to PSLM (a government survey), 90% of households in Pakistan claim someone in their household owns a mobile phone. This means that 10% households are excluded from the sample.



**RURAL**  
65%



**URBAN**  
35%



**FEMALE**  
48%



**MALE**  
52%







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# CONTACT US

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