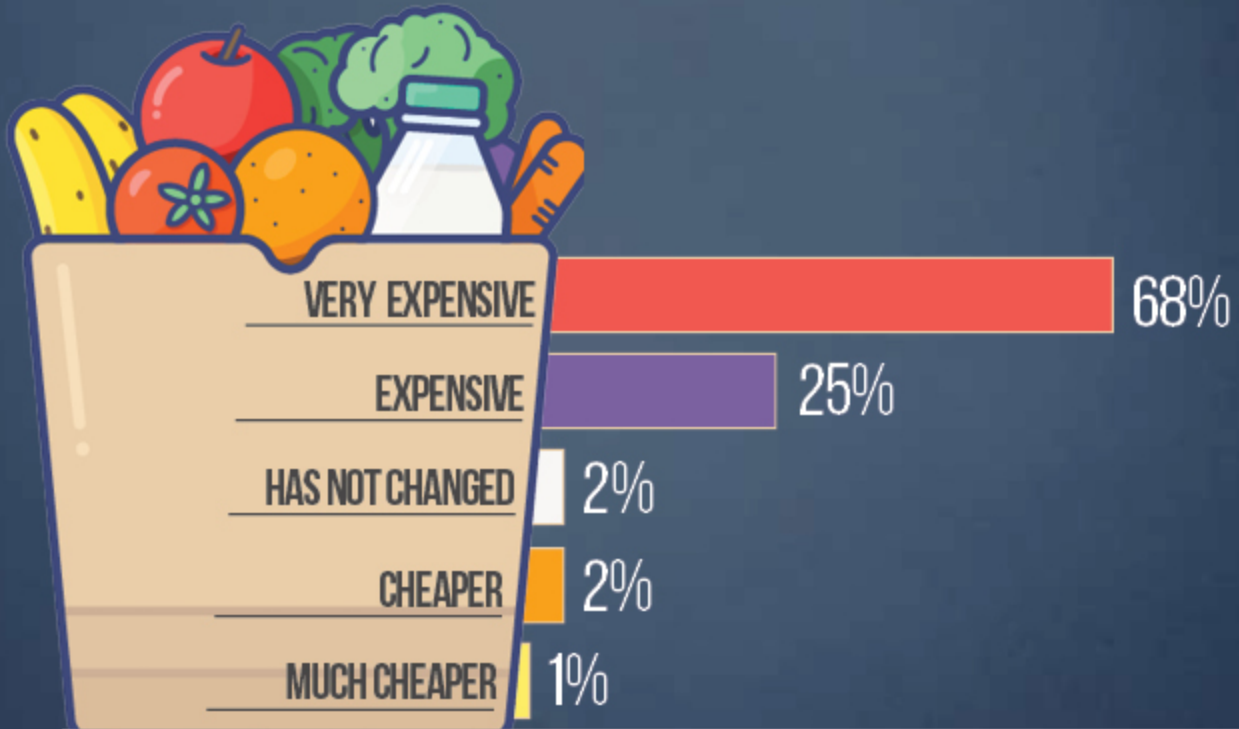


24 March, 2021

**A VAST MAJORITY OF PAKISTANIS (93%) CLAIM THAT PRICES OF DAILY ESSENTIALS HAVE INCREASED IN COMPARISON TO THE LAST 6 MONTHS:
DUN & BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX**

پاکستانیوں کی ایک بڑی اکثریت (93%) پچھلے چھ ماہ کے مقابلے میں آج کل روزمرہ کے استعمال کی اشیاء کی قیمتوں میں اضافے کا دعویٰ کرتی ہے۔
4 پاکستانیوں کا خیال ہے کہ آئندہ چھ ماہ میں اُن کی گھریلو ماہانہ بچت میں کمی ہوگی۔

In your opinion, in comparison to last six months, prices of daily essentials are ... ?



Don't know/No response: 2%



Special Press Release
Consumer Confidence Index
Economy

A vast majority of Pakistanis (93 %) claim that prices of daily essentials have increased in comparison to the last 6 months: Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index

(Islamabad), March 24, 2021

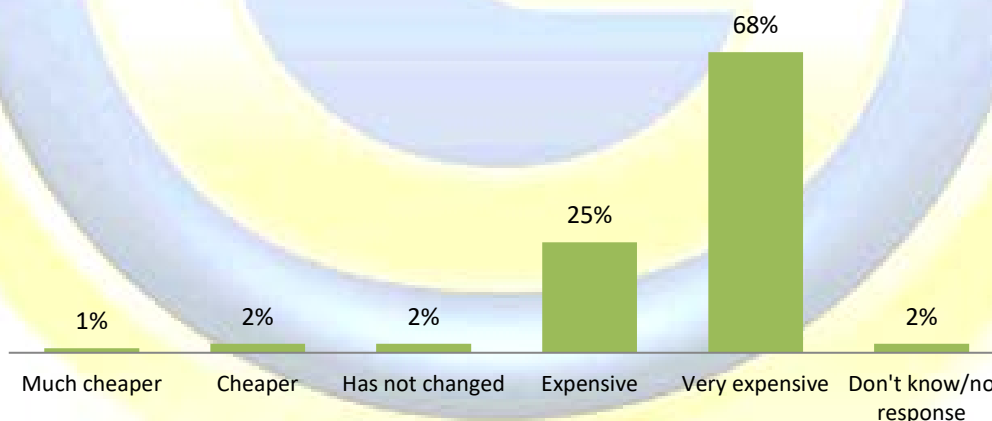
According to a Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index survey, 93% Pakistanis claim that prices of daily essentials have increased compared to the last 6 months. This Press Release is composed of a question that was covered as part of Gallup Pakistan & D&B Consumer Confidence Index for Q—2020-21. For the complete report, please click here:

<https://gallup.com.pk/post/31500>

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “In your opinion, in comparison to last six months, prices of daily essentials are...?” In response to this question, 1% said ‘Much cheaper’, 2% said ‘Cheaper’, 2% said ‘Has not changed’, 25% said ‘Expensive’ and 68% said ‘Very expensive.’ 2% did not know/did not respond.

Question: “In your opinion, in comparison to last six months, prices of daily essentials are...?”

All Pakistan



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

The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 1,634 men and women in urban and rural areas of all four provinces of the country, during December 2020. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was phone interviews.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup

Wednesday, March 24, 2021

(2 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.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com



Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)