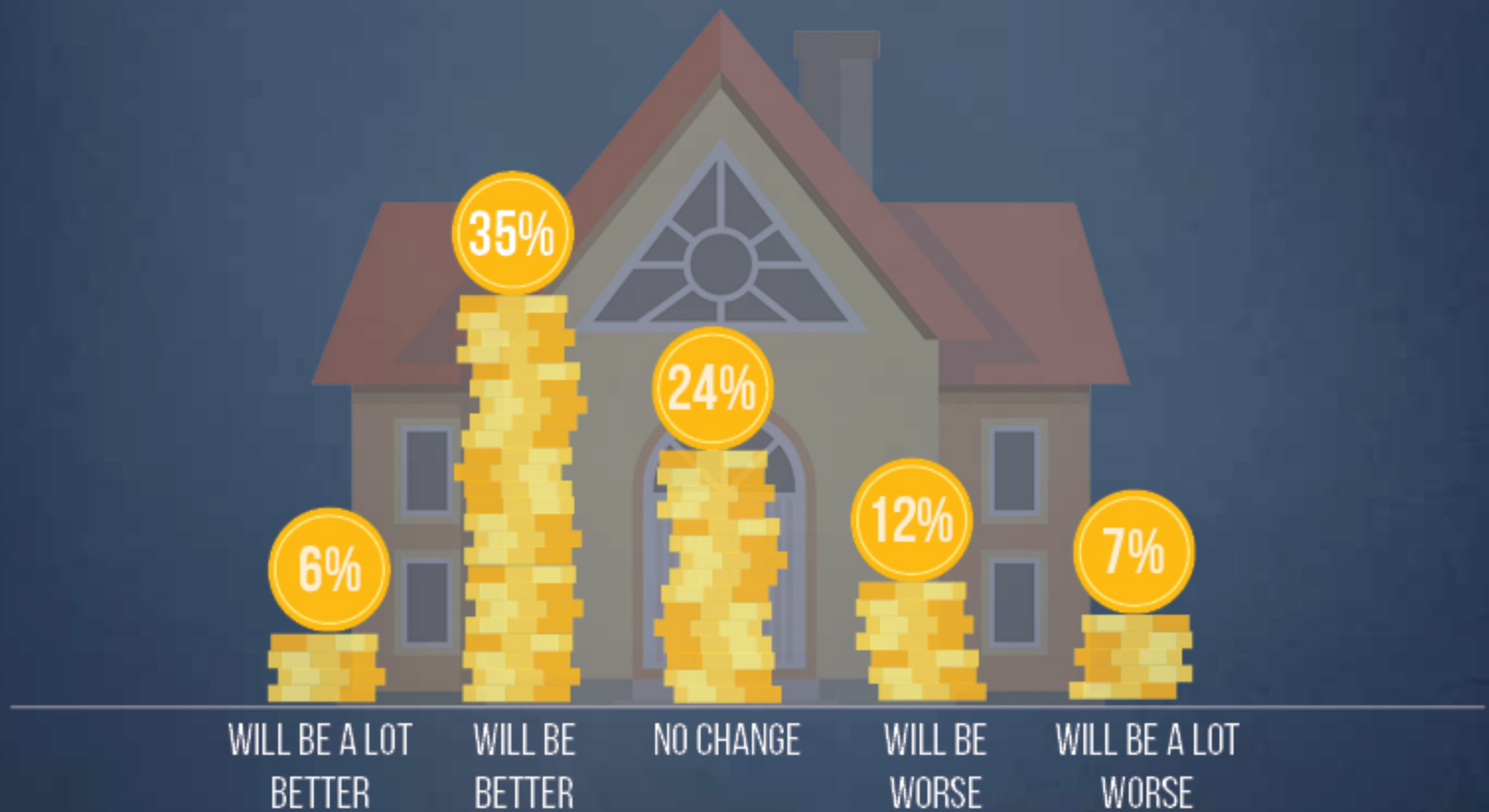


30 March, 2021

**4 IN 10 PAKISTANIS ARE HOPEFUL THAT THEIR HOUSEHOLD'S FINANCIAL SITUATION WILL IMPROVE IN THE NEXT 6 MONTHS: DUN & BRADSTREET AND GALLUP PAKISTAN CONSUMER CONFIDENCE INDEX**

ہر 10 میں سے 4 پاکستانی پر امید ہیں کہ آئندہ چھ ماہ میں ان کے گھریلو مالی حالات بہت بہتر ہوں گے۔

*What do you expect your household's financial situation to be in next 6 months?*



*Don't know/No response: 16%*



**Special Press Release  
Consumer Confidence Index  
Economy**

**4 in 10 Pakistanis are hopeful that their household's financial situation will improve in the next 6 months: Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index**

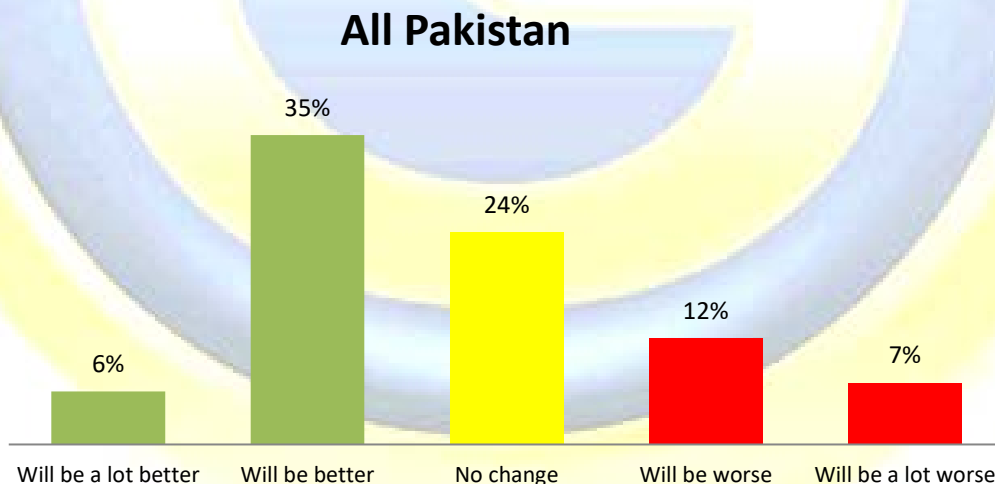
*(Islamabad), March 30, 2021*

According to a Dun&Bradstreet and Gallup Pakistan Consumer Confidence Index survey, 41% Pakistanis are hopeful that their household's financial situation will improve in the next 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, “What do you expect your household's financial situation to be in next 6 months?” In response to this question, 6% said ‘Will be a lot better’, 35% said ‘Will be better’, 24% said ‘No change’, 12% said ‘Will be worse’ and 7% said ‘Will be a lot worse’. 16% did not know/did not respond.

**Question: “What do you expect your household's financial situation to be in next 6 months?”**



Source: Gallup & Gilani Pakistan  
([www.gallup-international.com](http://www.gallup-international.com); [www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://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*

**Tuesday, March 30, 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](http://www.gallup-international.com)



Daily Gilani Poll  
2021



of Gallup Pakistan  
(1980-2021)